



City of Huntington Beach
**DESIGN REVIEW BOARD
ACTION AGENDA**

**THURSDAY, NOVEMBER 8, 2007
HUNTINGTON BEACH CIVIC CENTER
2000 MAIN STREET, LOWER LEVEL, ROOM B-8
3:30 P.M.**

ROLL CALL: Chair Ed Kerins, Charles Davis, Scott Hess, James Mallewick, Commissioner Fred Speaker

A. PUBLIC COMMENTS: Public comments for items not scheduled on the agenda.

NONE

B. AGENDA ITEMS: (**Procedure:** Staff Presentation, DRB Disclosures, DRB Discussion, Applicant Comments, Final Comments, Motion/Vote.)

B-1 DESIGN REVIEW NO. 2007-025 (URGENT CARE SIGNAGE)

Applicant: Casey Allen, 1419 Seabright Avenue, Long Beach, CA 90814

Request: Review the design, colors, and materials of one (1) 227 sq.-ft. (approx.) non-illuminated business identification wall sign.

Project Location: 17752 Beach Blvd. (southeast corner of Beach Blvd. and Newman Ave.)

Recommended

Action: Approval to the Director of Planning

Project Planner: Hayden Beckman, Planning Aide

A MOTION WAS MADE BY KERINS TO APPROVE DESIGN REVIEW NO. 2007-025.

VOTE: 5-0-0

B-2 DESIGN REVIEW NO. 2007-021 (BELLA TERRA MULTIPLE-USER READERBOARD SIGN)

Applicant: Patricia Apel, 7777 Edinger Ave., Suite 135, Huntington Beach, CA 92647

Request: Review the design, colors, and materials of a new 85-ft. high, 490 sq. ft. multiple-user electronic readerboard sign at Bella Terra. The request includes a variance to allow the proposed sign within 908 linear ft. of another multiple-user readerboard sign in-lieu of the minimum 1,000 ft. required separation.

Project Location: 7777 Edinger Avenue (southwest corner of Beach Blvd. and Center Ave.)

Recommended

Action: Approval to the Zoning Administrator

Project Planner: Jane James, Senior Planner

A MOTION WAS MADE BY DAVIS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 2007-021 TO THE ZONING ADMINISTRATOR.

VOTE: 5-0-0

B-3 DESIGN REVIEW NO. 2007-024 (BEACH BOULEVARD OF CARS MULTIPLE-USER READERBOARD SIGN)

Applicant: Patricia Apel, 7777 Edinger Ave., Suite 135, Huntington Beach, CA 92647

Request: Review the design, colors, and materials to reconstruct the existing 85 ft. high, 1,200 sq. ft. Auto Dealer's Business Association readerboard sign to match the proposed Bella Terra multiple-user readerboard sign and allow advertisement by multiple users.

Project Location: 7991 Center Avenue (South side of Center Avenue, approximately 900 feet west of Beach Blvd.)

Recommended Action: Approval to the Zoning Administrator

Project Planner: Jane James, Senior Planner

A MOTION WAS MADE BY DAVIS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 2007-024 TO THE ZONING ADMINISTRATOR.

VOTE: 5-0-0

B-4 DESIGN REVIEW NO. 2007-022 (DELAWARE MEDICAL OFFICE BUILDING)

Applicant: Bijan Sassounian, 21190 Beach Blvd., Huntington Beach, CA 92648

Request: Review the design, colors, and materials of an expansion and remodel of an existing medical office building.

Project Location: 18819 Delaware Street (west side of Delaware Street, south of Main Street)

Recommended Action: Approval to the Zoning Administrator

Project Planner: Ron Santos, Associate Planner

A MOTION WAS MADE BY KERINS TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 2007-024 TO THE ZONING ADMINISTRATOR.

VOTE: 5-0-0

C. DRB MEMBER COMMENTS/ ISSUES

- Director of Planning Scott Hess updated the DRB on the status of the freeway oriented sign panels at the Towers of Bella Terra.

- Chair Ed Kerins briefed the DRB on recent meetings of the Downtown Ad Hoc Committee on outdoor temporary sales, news racks and handbills.

D. ADJOURNED TO DECEMBER 13, 2007 REGULAR MEETING

Appeals

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the Design Review Board's action is final unless an appeal is filed to the Planning Commission by the applicant or an interested party. The appeal must be in writing and must set forth, in detail, the action and grounds by which the applicant or interested party deems themselves aggrieved. The appeal must be accompanied by a filing fee of One Thousand, Two Hundred Eighty Seven Dollars (\$1,287) if the appeal is filed by a single family dwelling property owner appealing the decision on their own property and One Thousand Five Hundred Sixty Nine Dollars (\$1,569) if the appeal is filed by any other party. The appeal shall be submitted to the Secretary of the Planning Commission within ten (10) calendar days of the date of the Design Review Board's action. Design Review Board actions that are listed as "to the Director of Planning, 'Zoning Administrator', or 'Planning Commission'" under the Recommended Action are non-appealable, since final action is taken by the stated body.