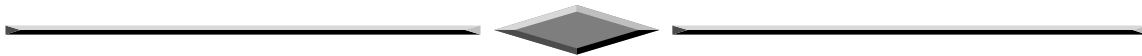


**HUNTINGTON BEACH
OFFICE OF THE ZONING ADMINISTRATOR
EXECUTIVE SUMMARY**

TO: Zoning Administrator
FROM: Andrew Gonzales, Assistant Planner
DATE: April 23, 2008

SUBJECT: **CONDITIONAL USE PERMIT NO. 2008-006 (HB MOTOR CARS
ELECTRONIC READERBOARD POLE SIGN)**

LOCATION: 16401 Beach Boulevard, 92647 (westside of Beach Blvd., north Heil Ave.)



Applicant: Tony Shreve, 1443 S. Cucamonga Avenue, Ontario, CA 91761

Property Owner: Howard Label – 5 Rye Fontaine, Newport Beach, Huntington Beach, CA 92660

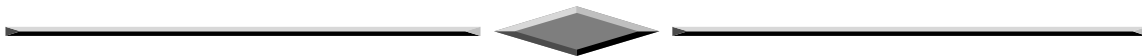
Request: To permit a proposed 25 ft. high, 115 sq. ft. electronic readerboard pole sign for an existing automobile dealership.

Environmental Status: This request is covered by Categorical Exemption, Section 15311, Class 11, California Environmental Quality Act.

Zone: CG (Commercial General)

General Plan: CG-F2-a (Commercial General – 0.50 Max. Floor Area Ratio – Auto District Overlay)

Existing Use: Automobile dealership



RECOMMENDATION: Staff recommends approval of the proposed project based upon the following findings:

SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The Zoning Administrator finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15311 of the CEQA Guidelines, because the project involves the construction of an on-premise freestanding sign that is accessory to the existing vehicle sales use.

SUGGESTED FINDINGS FOR APPROVAL:

1. Conditional Use Permit No. 2008-006 for the construction of an electronic readerboard pole sign will not be detrimental to the general welfare of persons working or residing in the vicinity or detrimental to the value of the property and improvements in the neighborhood. The electronic readerboard sign will be located more than 150 ft. from adjacent residences and is conditioned to be relocated to an area in front of the main building to block visibility of the sign from nearby residences. Furthermore, the sign is conditioned to provide a 2" deep metal blinder around the display screen to minimize impacts from glare onto adjacent properties. The proposed sign will not impact vehicular and pedestrian traffic on Beach Blvd. and Alhambra St. because the sign will not obstruct visibility at driveways and street intersections. In addition, the sign will incorporate technology which will allow for manual control of illumination levels during the daytime and nighttime hours.
2. The conditional use permit will be compatible with surrounding uses because the electronic readerboard sign will be similar to existing readerboard signs along Beach Blvd. The proposed signage will be consistent with existing vehicle dealership signage in terms of size, height, and location. The sign design will be brought up-to-date and consistent with similar signage in the surrounding area. To ensure compatibility with the site, the sign is conditioned to incorporate colors and materials found on the subject property.
3. The proposed conditional use permit will comply with the provisions of the base district and other applicable provisions in Titles 20-25 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The proposed electronic readerboard complies with the sign requirements in terms of maximum sign height, maximum sign area, and minimum separation distances to residences. The sign will be required to comply with the maximum lighting intensity of the HBZSO. Electronic readerboard signs are allowed with approval of a conditional use permit.
4. The granting of the conditional use permit will not adversely affect the General Plan. It is consistent with the Land Use Element designation of CG-F2-a (Commercial General – 0.50 max. floor area – Auto District Overlay) on the subject property. In addition it is consistent with the following goals and policies of the General Plan:

LU 15.4.5: Require that the site and structures of an automobile district be designed to convey a high quality character and be compatible with adjacent land uses, considering the following:

d. Incorporation of well-designed and unified signage, including temporary signs pennants, and balloons.

UD 1.1: Identify and reinforce a distinctive architectural and environmental image for each district in Huntington Beach.

ED 3: Upgrade and modernize high-activity nodes and districts.

The construction of an electronic readerboard pole sign will improve the architectural quality of the current sign by integrating and architectural components of the site's buildings to provide a distinct but consistent visual character in the area. The electronic readerboard

provides an opportunity to upgrade and modernize the look and technology of the existing sign. The project enhances signage opportunities and economic development potential by increasing visibility of the automobile sales business to Beach Blvd.

SUGGESTED CONDITIONS OF APPROVAL:

1. The site plan and sign elevations received and dated January 10, 2008 shall be the conceptually approved design with the following modifications:
 - a. An architectural cap shall be provided on the top of the electronic readerboard sign.
 - b. The sign's encasement shall be treated with colors and materials that match that of the main building.
 - c. A metal blinder shall be provided around the perimeter of the electronic readerboard sign that projects a minimum of 2 inches beyond the face of the sign.
 - d. The electronic readerboard sign shall be relocated further south at a location in front of the main building.
2. Prior to submittal for building permits the Design Review Board shall review and approve the final electronic readerboard design concept plans.
3. During demolition, grading, site development, and/or construction, the following shall be adhered to: **(PW)**
 - a. All existing onsite (and offsite) palm trees shall be protected in place.
 - b. No existing trees shall be damaged or removed.
4. Incorporating sustainable or "green" building practices into the design of the proposed structures and associated site improvements is highly encouraged. Sustainable building practices may include (but are not limited to) those recommended by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Program certification (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>) or Build It Green's Green Building Guidelines and Rating Systems (<http://www.builditgreen.org/index.cfm?fuseaction=guidelines>).

INDEMNIFICATION AND HOLD HARMLESS CONDITION:

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.