

# City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

## DEPARTMENT OF PLANNING AND BUILDING

[www.huntingtonbeachca.gov](http://www.huntingtonbeachca.gov)

Planning Division

714.536.5271

Building Division

714 536 5241

April 19, 2011

Jesus Chavarria  
Speed Quality Signs  
2021 S Eastwood Avenue #C  
Santa Ana CA 92705

### NOTICE OF ACTION

**SUBJECT:** PLANNED SIGN PROGRAM NO. 2011-001 (COMMERICAL SHOPPING CENTER)

**APPLICANT:** Jesus Chavarria, Speed Quality Signs, 2021 S Eastwood Avenue #C, Santa Ana CA 92705

**PROPERTY OWNER** S & A Properties, 129 W Wilson Street #100, Costa Mesa CA 92627

**REQUEST:** To establish a Planned Sign Program for an existing commercial center

**LOCATION:** 16600 Bolsa Chica Street, 92649 (southeast corner of Bolsa Chica Street and Heil Avenue)

**DATE OF ACTION** April 19, 2011

On April 19, 2011, the Planning and Building Department of the City of Huntington Beach took action on your request and **approved** your request with conditions Attached to this letter are the conditions of approval for your application

Please be advised that the Department of Planning reviews the conceptual plan as a basic request for entitlement of the use applied for and there may be additional requirements prior to issuance of building permits It is recommended that you immediately pursue completion of the conditions of approval and address all requirements of the Huntington Beach Zoning and Subdivision Ordinance in order to expedite the processing/completion of your project The conceptual plan should not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements

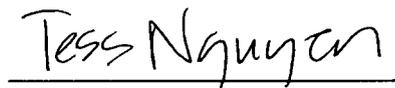
Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Department of Planning is final unless an appeal is filed to the Planning Commission by you or by an interested party. A person desiring to appeal the decision shall file a written notice of appeal to the Director of Planning and Building within ten calendar days of the date of the Department's action. The notice of appeal shall include the name and address of the appellant, the decision being appealed, and the grounds for the appeal. A filing fee of four hundred ninety four (\$494) shall also accompany the notice of appeal. Said appeal must be in writing and must set forth in detail the action and grounds by which the applicant or interested party deems himself aggrieved. The last day for filing an appeal and paying the filing fee for the above noted application is **April 29, 2011 at 5:00 p.m.**

If you have any questions, please contact Tess Nguyen, Associate Planner at (714) 374-1744 ([tnghuyen@surfcity-hb.org](mailto:tnghuyen@surfcity-hb.org)) or the Planning Department Planning and Zoning Information Counter at (714) 536-5271

Sincerely,

Scott Hess, AICP  
Director of Planning and Building

by



Tess Nguyen  
Associate Planner

Attachments Conditions of Approval – Planned Sign Program No 11-001

c Herb Fauland, Planning Manager  
S & A Properties, Property Owner  
Project File

**ATTACHMENT NO. 1**

**PLANNED SIGN PROGRAM NO. 11-001**

**CONDITIONS OF APPROVAL – PLANNED SIGN PROGRAM NO. 11-001:**

- 1 The site plan, elevations, and Planned Sign Program requirements received and dated March 22, 2011 shall be the conceptually approved layout
- 2 Planned Sign Program No 11-001 shall become null and void unless exercised within one year of the date of final approval, which is April 19, 2011, or such extension of time as may be granted by the Director pursuant to a written request submitted to the Planning and Building Department a minimum 30 days prior to the expiration date

**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 defense thereof.

03.22.11

REC'D



16600 BOLSA CHICA STREET, HUNTINGTON BEACH, CA 92649

CONDITIONALLY APPROVED

**Signs**  
Design • Fabrication • Installation  
(714) 356-8893

16600 BOLSA CHICA SIGN CRITERIA

 PROJECT  
DIRECTORY

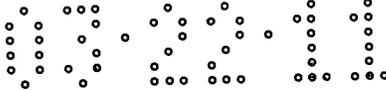
PROJECT ADDRESS 16600 BOLSA CHICA STREET  
HUNTINGTON BEACH, CA 92649

MANAGED BY S & A PROPERTIES  
129 W WILSON STEET, #100  
COSTA MESA, CA 92627-1586  
TEL (949) 722-7400

ARCHITECT LAWSON-BURKE  
STRUCTURAL ENGINEERS, LLC  
  
312 OCEAN AVE  
LAGUNA BEACH, CA 92651  
949-494-0776

SIGN CONSULTANT SPEED QUALITY SIGNS  
2021 S EASTWOOD AVE, #C,  
SANTA ANA, CA 92705  
TEL (714) 356-8893  
FAX (714) 751-5778  
E-MAIL info@speedqualitysigns.com  
ATTN JESUS CHAVARRIA

 TABLE  
OF CONTENTS

TITLE		1
PROJECT DIRECTORY		3
PURPOSE AND INTENT & GENERAL LANDLORD TENANT REQUIREMENTS		3
GENERAL SIGN CONSTRUCTION REQUIREMENTS		4
PROHIBITED SIGNS AND SIGN RESTRICTIONS		5
MAJOR TENANT SIGN TYPE "A1"		6
MAJOR TENANT SECONDARY SIGN TYPE "A2"		7
MAJOR TENANT SIGN TYPE "A1" & "A2" ELECTRICAL DETAIL		8
SHOP TENANT SIGN TYPE "B"		9
PAD TENANT SIGN TYPE "C"		10
TENANT ENTRY MONUMENT SIGN TYPE "D"		11
MAJOR TENANT ENTRY PYLON SIGN TYPE "E"		12
MAJOR TENANT FRONT ELEVATION		13
PAD TENANT FRONT ELEVATION		14
SHOP TENANT FRONT ELEVATION		15
SHOP TENANT FRONT ELEVATION		16
SHOP TENANT FRONT ELEVATION		17
SHOP TENANT FRONT ELEVATION		18
SITE PLAN		19



## A PURPOSE AND INTENT

The purpose of this sign program is to ensure that the signage at 16600 Bolsa Chica reflects the integrity and overall aesthetic values of the Landlord and the City of Huntington Beach. Conformity with this program will be strictly enforced, and any non-conforming signs will be removed by the Landlord at the expense of the tenant.



## B. GENERAL LANDLORD / TENANT REQUIREMENTS

1 Prior to manufacture of any sign in the Center, the Tenant shall submit to Landlord for written approval, two copies detailed drawings.

These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and method of attachment. This approval must be obtained prior to submittal to the City of Huntington Beach.

2 All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord.

Prior to the install and manufacture of any sign, the Tenant shall obtain a sign permit from the City of Huntington Beach.

4 The tenant shall pay for all signs, related materials, and installation fees (including final inspection costs).

5 Tenant fascia signs will be limited to tenant's name, logo, and/or logotype.

The use of brand name logos will not be allowed on the sign unless it is a registered trademark.

6 It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.

7 Landlord reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Landlord at Tenant's expense.

8 All tenant signs shall be installed prior to opening for business, only after City permits are secured.

9 Cooperative tenant advertising, signing or seasonal event signing will require a special event sign permit from the City of Huntington Beach.

10 If the Tenant chooses to change his exterior sign at anytime during the term of his lease, then the Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.

11 All Tenants are required to keep all of their signage, sign supports on their premises in good working order. All signs shall be kept in "like new" condition and shall be promptly restored to such condition if damaged or otherwise marred. Such damages include, but are not limited to, graffiti, fading, chipping, peeling or flaking plastic or paint, and any mechanical or structural defects.



## C GENERAL SIGN CONSTRUCTION REQUIREMENTS

1 Sign sizes shall be limited to maximum widths shown on Tenant's elevation, and also shall not exceed the general sizes outlined. Landlord has the final discretion when reviewing the proposed signage and reserves the right to not allow signage, even if it meets this criteria herein

2 Signs shall be fabricated per the specifications shown.

3 All signs and their installation shall comply with all local building and electrical codes

4 All electrical signs will be fabricated by a U L approved sign company, according to U L specifications

5 Sign company to be fully licensed with the City and State and shall have full workman's compensation and general liability insurance

6 All penetrations of exterior fascia are to be sealed watertight (color and finish to match existing building exterior)

7 All conduits, transformers, junction boxes and openings in building surfaces shall be concealed

8. Signs shall be placed in locations as shown on elevations with Landlord approval.

9 All signs shall have its sign permit number, name of fabricator, date of installation and voltage in a visible location.

10 Any tenant sign left thirty (30) days after vacating premises shall become the property of the landlord unless previous arrangements have been agreed upon by Landlord and Tenant.

11 Letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders

12 All sign fabrication work shall be of excellent quality. All type-styles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. Landlord reserves the right to reject any fabrication work deemed to be below standard

13 All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed

14 Internal illumination to be L E D., installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".

15 Painted surfaces to have a semi gloss finish. Only paint containing acrylic polyurethane products can be used



## D. PROHIBITED SIGNS AND SIGN RESTRICTIONS

1 Signs Constituting a Traffic Hazard. No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any other words, phrases, symbols or characters in such a manner as to interfere with, mislead, or confuse traffic

2 Signs in Proximity to Utility Lines. Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than are prescribed by the Laws of the State of California are prohibited

3 Signs within the public right-of-way except those required by law for traffic control, information and hazard identification

4 Any sign erected or attached to any tree, utility pole, or traffic control pole or box within any public right-of-way with the exception for City identification signs

5 Any sign or sign structure which is structurally unsafe or constitutes a hazard to the health, safety, or welfare of persons by reason of design, inadequate maintenance, or dilapidation

6 Any advertising device involving animals and human beings

7 Signage painted directly on wall.

8 Flashing, moving, or audible signs.

9 Signs not deemed architecturally compatible with the entire center per the approval of Landlord and all applicable City Departments

10 Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.

11 Color coatings shall exactly match the colors specified on the approved plans

12 Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.

13 Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry

14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.

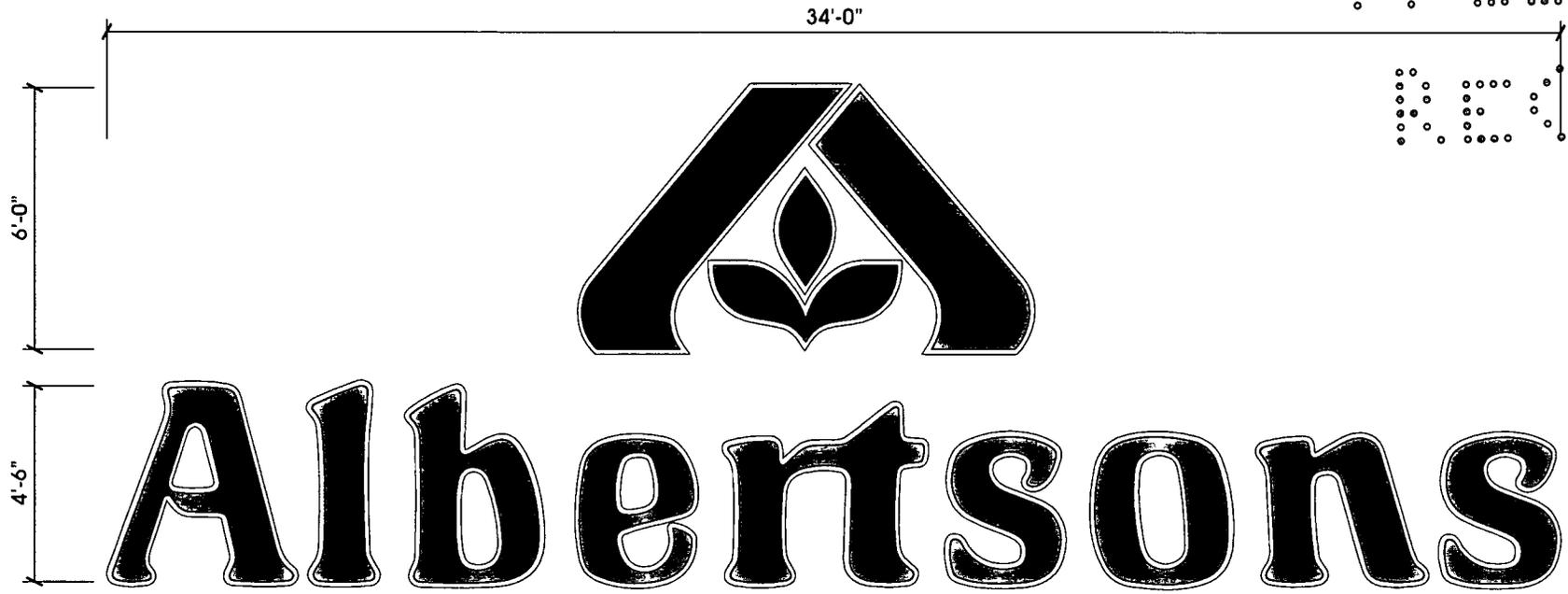
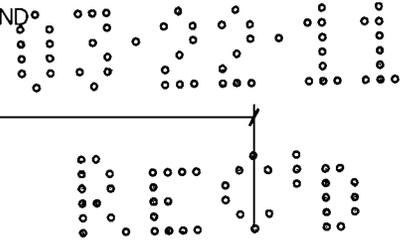
15 Exposed raceways are not permitted.

16 Exposed junction boxes, lamps, tubing, or neon crossovers of any kind will not be allowed

17. All materials used in signage construction and installation must be new. No used materials will be allowed

## MAJOR TENANT SIGNAGE

MAJOR TENANT SHALL BE ALLOWED ONE (1) TYPE "A1" STOREFRONT IDENTIFICATION PER ELEVATION FACING STREET OR PARKING LOT UP TO TWO (2) SIGNS PER BUILDING - OR ONE (1) PRIMARY SIGN TYPE "A1" AND TWO (2) SECONDARY SIGNS TYPE "A2" (DEFINED AS 50% OF A PRIMARY SIGN) OR LOGO SYMBOLS



EXISTING MAJOR TENANT PRIMARY SIGN TYPE "A1" Scale 1/4" = 1'-0"

**SPECIFICATIONS**

- Material A variety of sign treatments is encouraged subject to Landlord approval.
- Copy Tenant name/product, copy/logo
- Sign area The maximum allowable logo height is not to exceed sixty inches (60") and letter height is not to exceed forty eight inches (48")
- Maximum sign height not to exceed one hundred twenty inches (120").
- Maximum sign length not to exceed 70% of leasehold frontage
- Typeface and color Tenant custom color and logotype/name subject to Landlord approval
- Lighting Internally illuminated with neon or LED Exposed raceways prohibited
- Sign location shall be as designated on building site and elevation plans

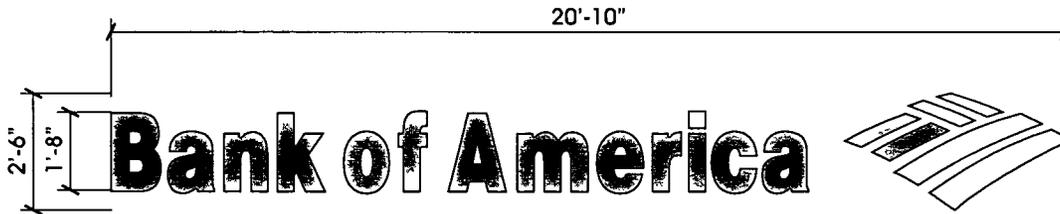
**NOTE**

This nonconforming sign is existing Any structural modifications to the sign or change in tenants in the future shall require the sign to comply with all current sign regulations in the Huntington Beach Zoning and Subdivision Ordinance

Colors depicted in this drawing are a graphic representation Please refer to call outs for specific colors used

**MAJOR TENANT SECONDARY SIGNAGE**

SECONDARY SIGNS TYPE "A2".



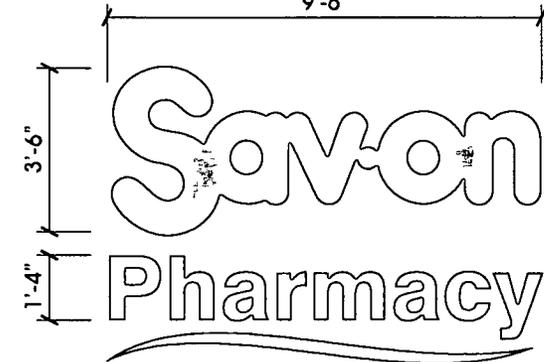
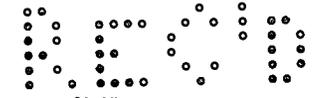
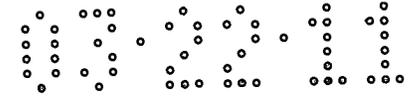
EXISTING MAJOR TENANT SECONDARY SIGNS TYPE "A2" Scale 3/16" = 1'-0"

**SPECIFICATIONS**

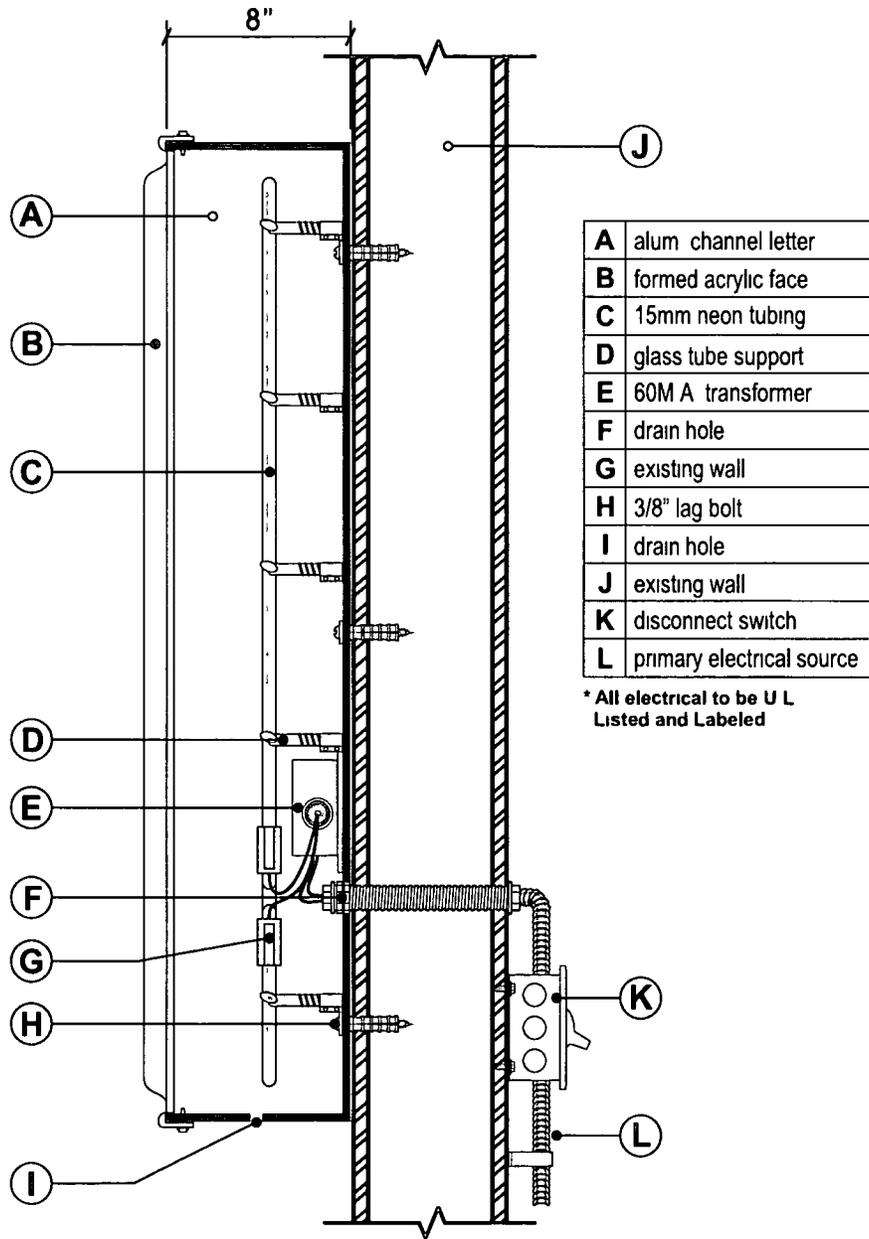
- Material A variety of sign treatments is encouraged subject to Landlord approval
- Copy Tenant name/product, copy/logo
- Sign area The maximum allowable logo height is not to exceed thirty six inches (36") and letter height is not to exceed twenty four inches (24")
- Maximum sign height not to exceed sixty inches (60")
- Maximum sign length not to exceed 70% of leasehold frontage
- Typeface and color Tenant custom color and logotype/name subject to Landlord approval.
- Lighting Internally illuminated with neon or LED Exposed raceways prohibited
- Sign location shall be as designated on building site and elevation plans

**NOTE**

These nonconforming signs are existing Any structural modifications to the signs or change in tenants in the future shall require the signs to comply with all current sign regulations in the Huntington Beach Zoning and Subdivision Ordinance

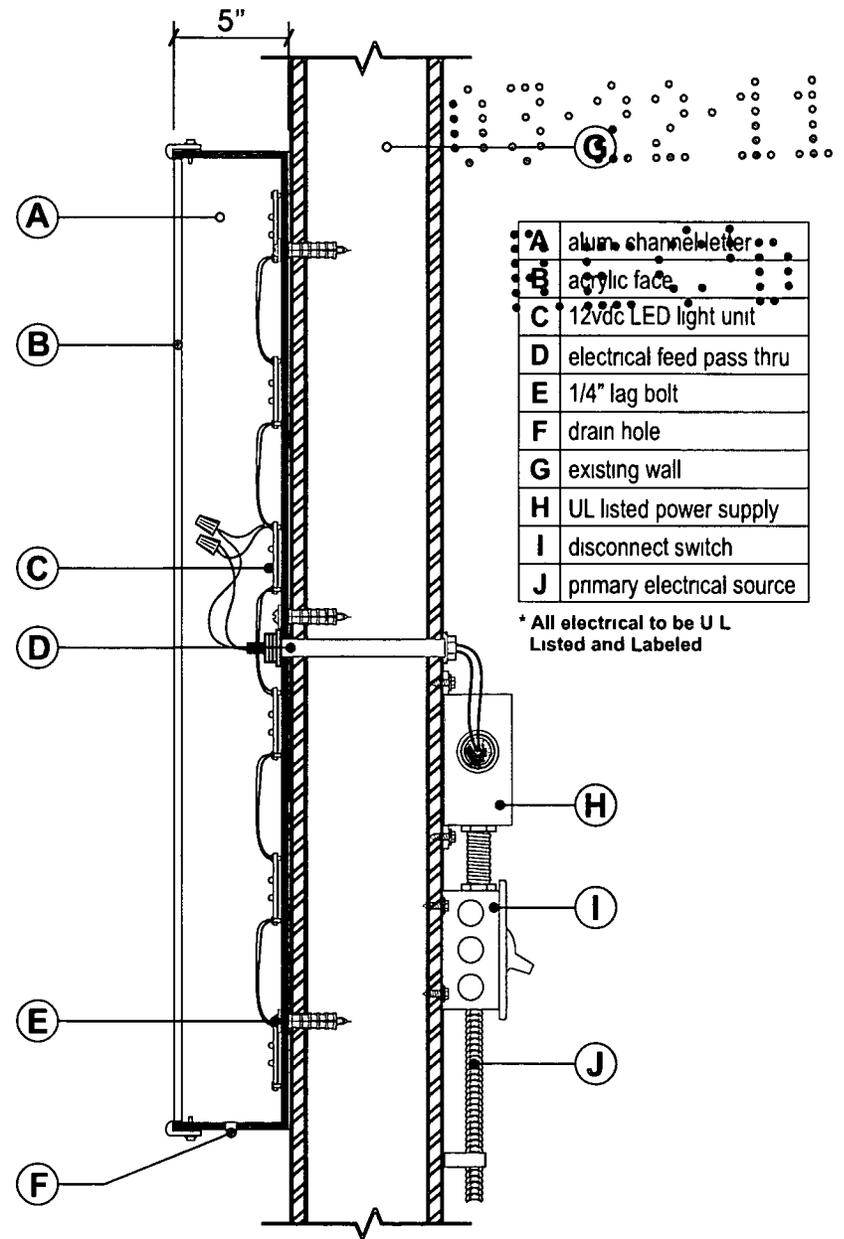


Colors depicted in this drawing are a graphic representation Please refer to call outs for specific colors used



"ALBERTSONS" CHANNEL LOGO/LETTER SECTION Scale 1 1/2" = 1'-0"

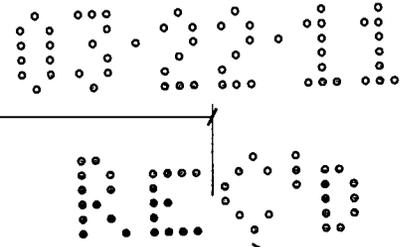
Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.



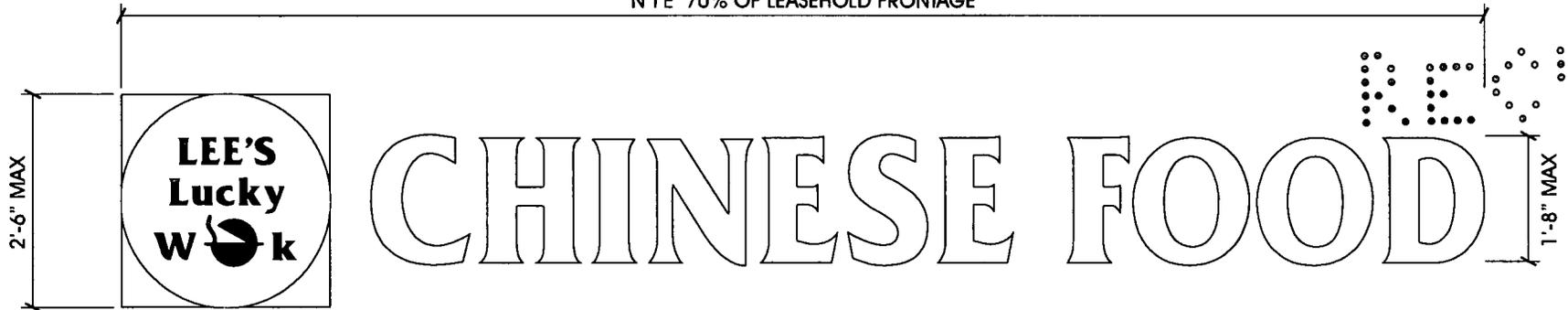
"VON" AND "BANK OF AMERICA" CHANNEL LOGO/LETTER SECTION Scale 1 1/2" = 1'-0"

## SHOP TENANT SIGNAGE

SHOP TENANT SHALL BE ALLOWED ONE (1) TYPE "B" STOREFRONT IDENTIFICATION  
AS DESIGNATED BY OWNERS WITH THE FOLLOWING SPECIFICATIONS



N T E 70% OF LEASEHOLD FRONTAGE

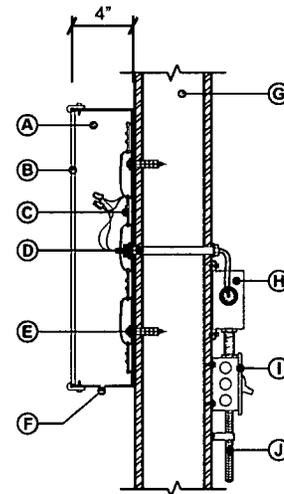


**SHOP TENANT SIGN TYPE "B"**

Scale 1/2" = 1'-0"

SPECIFICATIONS

- Material A variety of sign treatments is encouraged subject to Landlord approval
- Copy Tenant name/product, copy/logo
- Sign area The maximum allowable logo height is not to exceed thirty inches (30") and letter height is not to exceed twenty inches (20") for a single line copy
- Maximum sign height not to exceed 75% of the fascia
- Maximum sign length not to exceed 70% of leasehold frontage
- The maximum allowable sign area not to exceed one and a half square feet (1 1/2 Sq Ft) per lineal foot of tenant leasehold frontage
- Typeface and color Tenant custom color and logotype/name subject to Landlord approval
- Lighting Internally illuminated with neon or LED Exposed raceways prohibited
- Sign location shall be as designated on building site and elevation plans



<b>A</b>	alum channel letter
<b>B</b>	acrylic face
<b>C</b>	12vdc LED light unit
<b>D</b>	electrical feed pass thru
<b>E</b>	non-ferrous #10 screw
<b>F</b>	drain hole
<b>G</b>	existing wall
<b>H</b>	UL listed power supply
<b>I</b>	disconnect switch
<b>J</b>	primary electrical source

\* All electrical to be U L Listed and Labeled

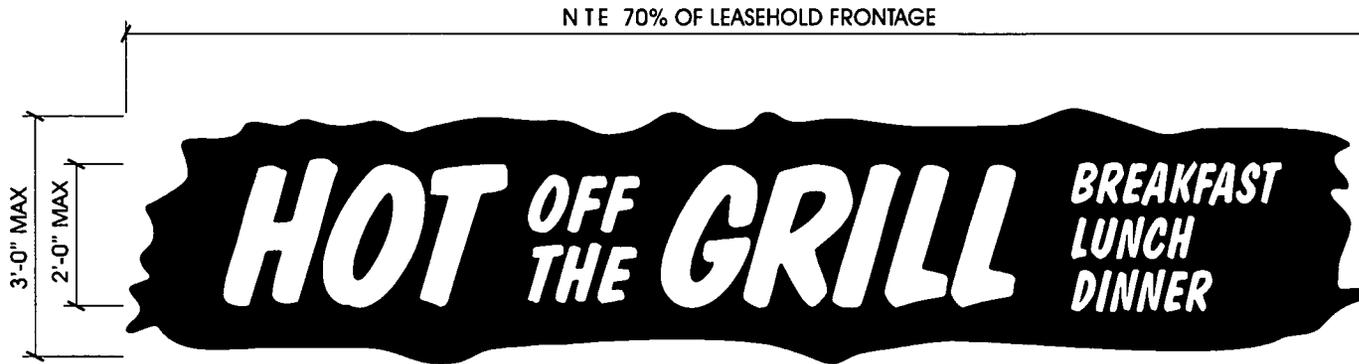
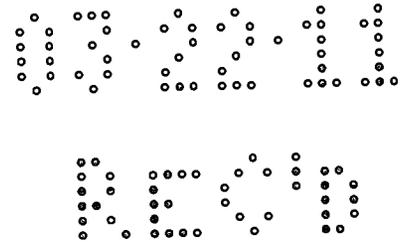
**INTERNALLY ILLUMINATED CHANNEL LETTER SECTION**

Scale 1" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

## PAD TENANT SIGNAGE

PAD TENANT SHALL BE ALLOWED ONE (1) TYPE "C" STOREFRONT IDENTIFICATION PER ELEVATION FACING STREET OR PARKING LOT UP TO A MAXIMUM OF TWO (2) SIGNS PER BUILDING

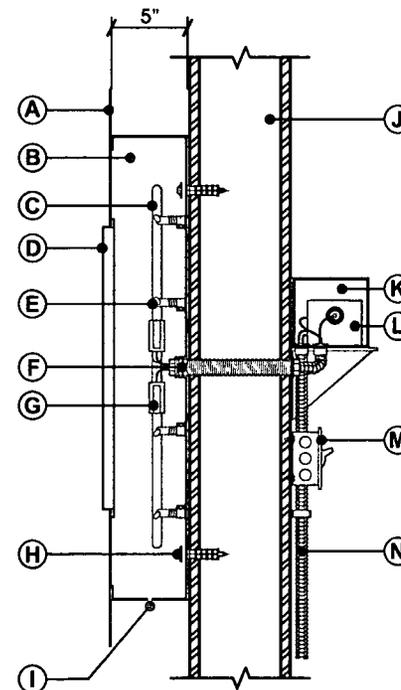


### EXISTING PAD TENANT SIGN TYPE "C"

Scale 1/2" = 1'-0"

### SPECIFICATIONS

**Material** A variety of sign treatments is encouraged subject to Landlord approval  
**Copy** Tenant name/product, copy/logo  
**Sign area** The maximum allowable logo height is not to exceed thirty six inches (36") and letter height is not to exceed twenty four inches (24") for a single line copy  
**Maximum sign length** not to exceed 70% of the fascia  
**Maximum sign height** not to exceed 75% of leasehold frontage.  
**The maximum allowable sign area** not to exceed one and a half square feet (1 1/2 Sq Ft) per lineal foot of tenant leasehold frontage  
**Typeface and color** Tenant custom color and logotype/name subject to Landlord approval  
**Lighting** Internally illuminated with neon or LED Exposed raceways prohibited  
**Sign location** shall be as designated on building site and elevation plans



<b>A</b>	alum sign face
<b>B</b>	alum sign cabinet
<b>C</b>	15mm white neon tubing
<b>D</b>	1/2" acrylic push-thru copy
<b>E</b>	glass tube support
<b>F</b>	pass thru conduit
<b>G</b>	electrical boot
<b>H</b>	3/8" lag bolt
<b>I</b>	drain hole
<b>J</b>	glass tube support
<b>K</b>	transformer housing
<b>L</b>	UL listed transformer
<b>M</b>	disconnect switch
<b>N</b>	primary electrical source

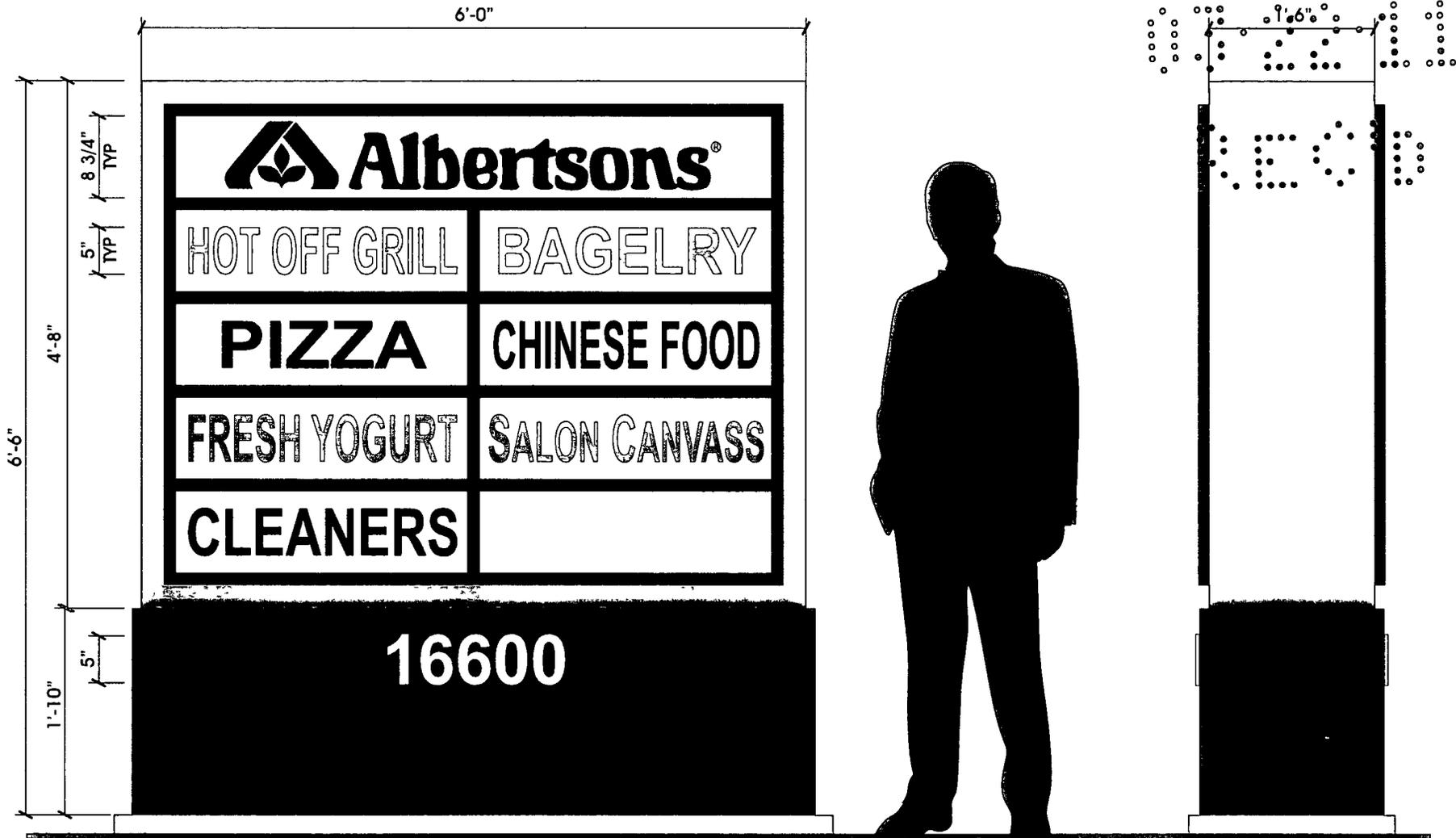
\* All electrical to be U L Listed and Labeled

### INTERNALLY ILLUMINATED SIGN CABINET SECTION

Scale 1" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used

TENANT ENTRY MONUMENT  
SIGN TYPE "D"



- MATERIALS** Fabricated double sided aluminum monument sign. Tenant panels to be fabricated from 3/16" white lexan with applied vinyl letters overlay  
Non-illuminated address numerals to be 1/2" cut out acrylic
- QUANTITY** Two (2)
- SIGN AREA** 28 sq ft maximum (each side)
- TYPE FACE** Arial Bold or recognized tenant logo
- COLORS** To match building
- LIGHTING** Internally with fluorescent lamps

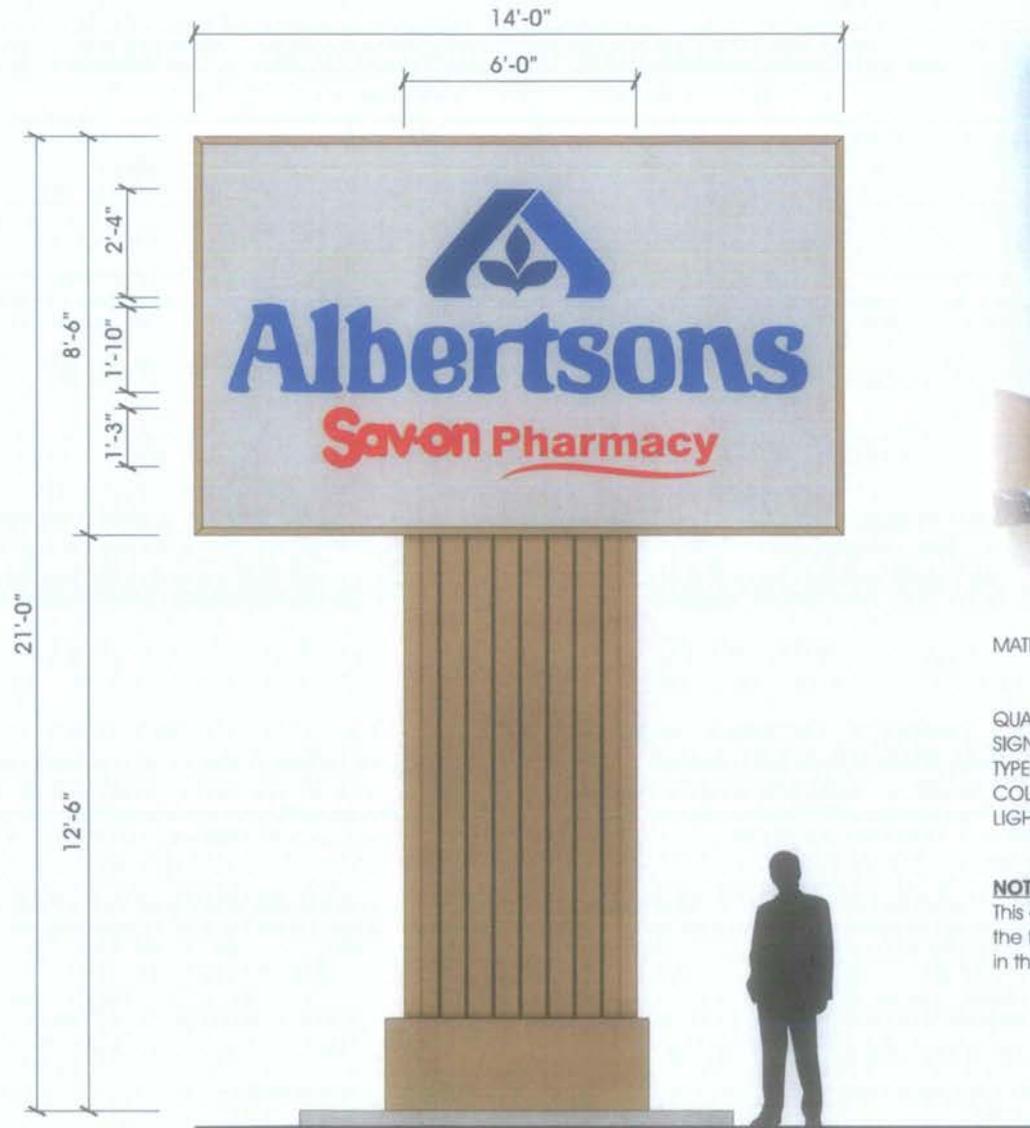
**NOTE**  
These nonconforming signs are existing. Any structural modifications to the signs in the future shall require the signs to comply with all current sign regulations in the Huntington Beach Zoning and Subdivision Ordinance

**SIDE VIEW** Scale 3/4" = 1'-0"

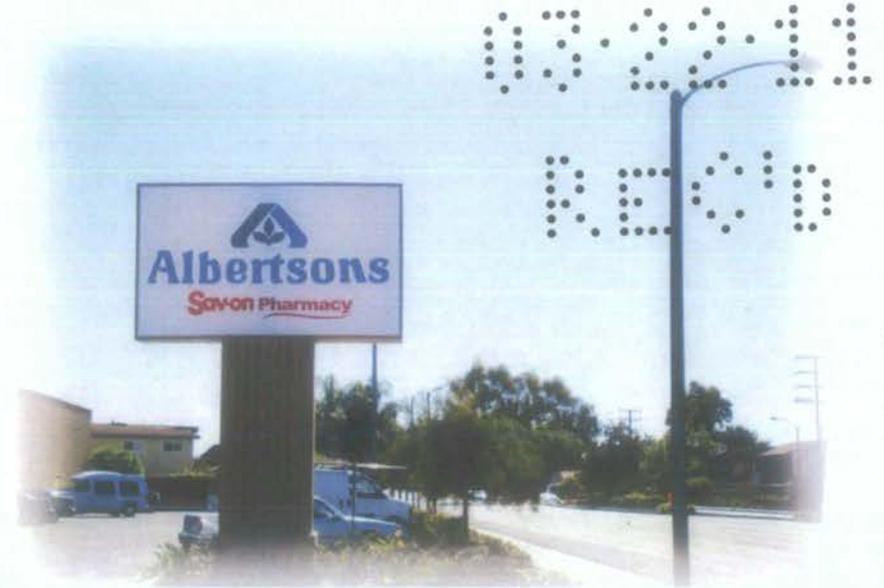
Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used

16600 BOLSA CHICA SIGN CRITERIA

MAJOR TENANT ENTRY PYLON  
SIGN TYPE "E"



Scale: 1/4" = 1'-0"



- MATERIALS:** Fabricated double sided aluminum pylon sign.  
Tenant panels to be fabricated from 3/16" white lexan with applied vinyl letters overlay.
- QUANTITY:** One (1).
- SIGN AREA:** 119 sq. ft. maximum (each side).
- TYPE FACE:** Recognized tenant logo.
- COLORS:** To match building.
- LIGHTING:** Internally with fluorescent lamps.

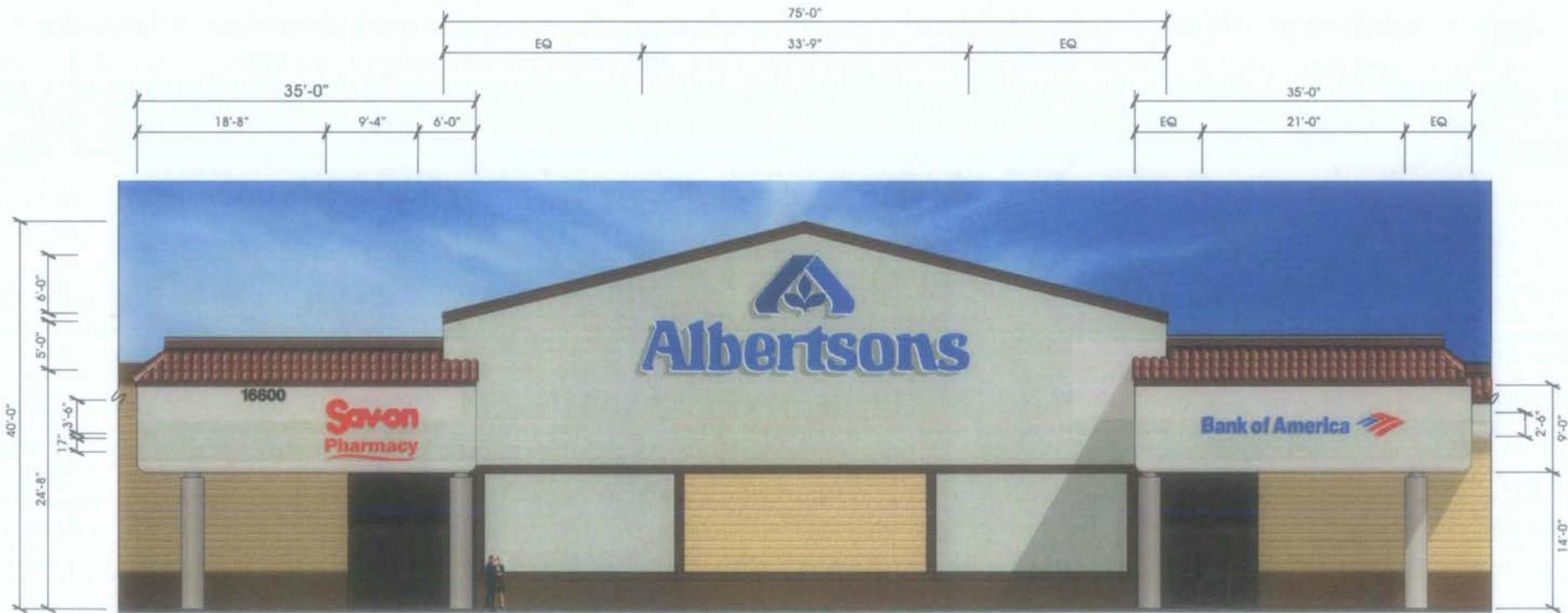
**NOTE:**

This conforming sign is existing. Any structural modifications to the sign in the future shall require the sign to comply with all current sign regulations in the Huntington Beach Zoning and Subdivision Ordinance.

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.



MAJOR TENANT FRONT ELEVATION Scale: 1/32" = 1'-0"

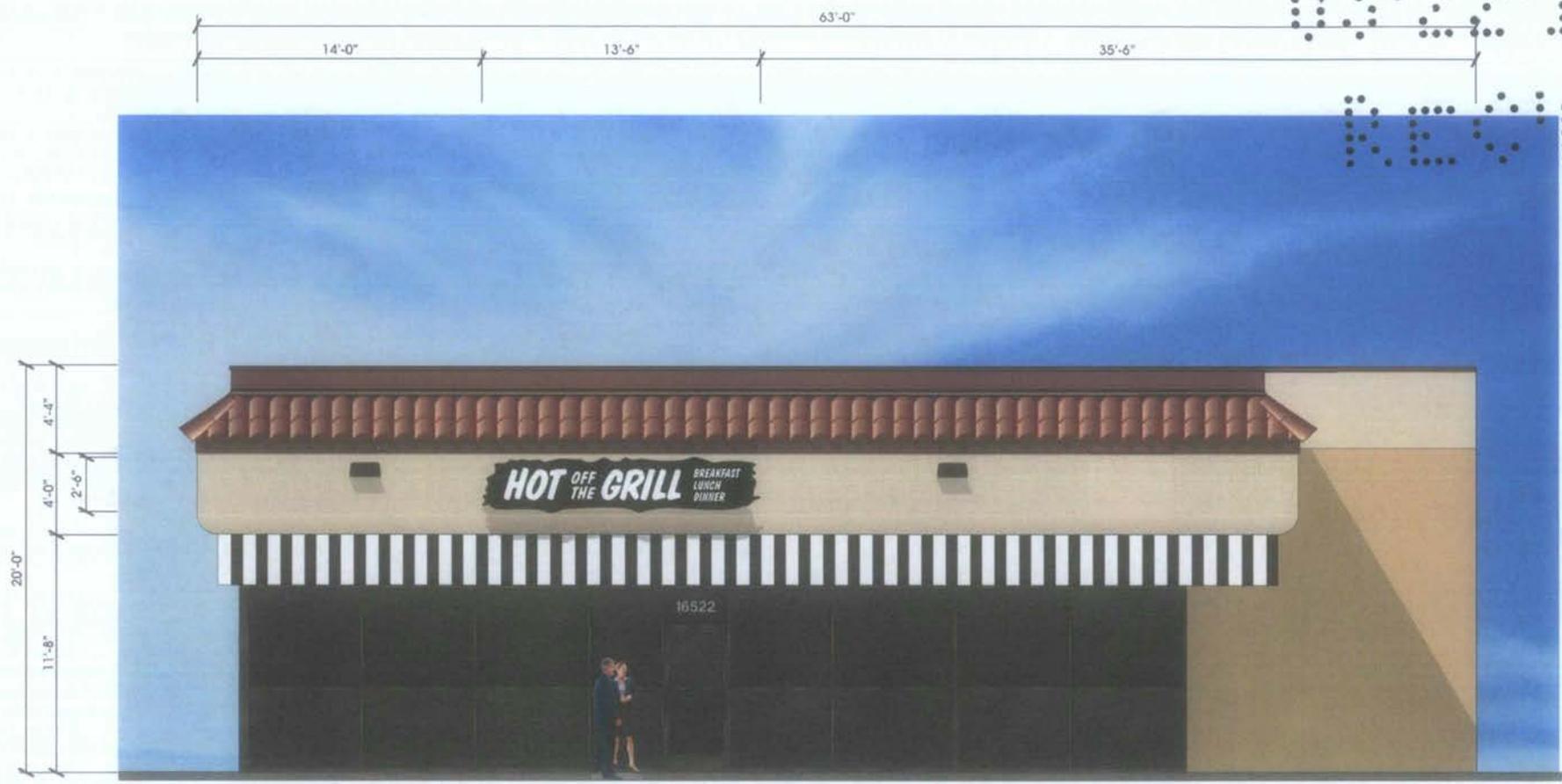


PARTIAL MAJOR TENANT FRONT ELEVATION Scale: 1/16" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

16600 BOLSA CHICA SIGN CRITERIA

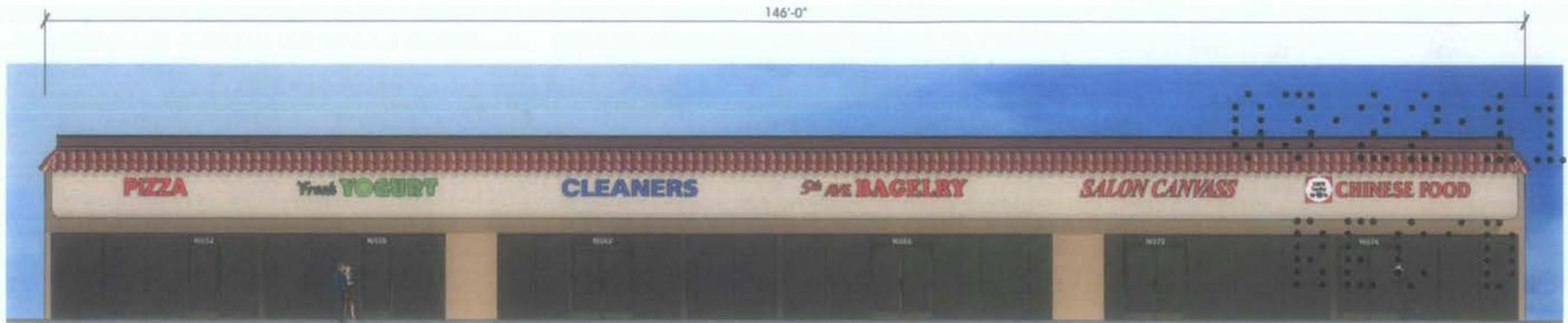
03.22.11  
1660



PAD TENANT FRONT ELEVATION Scale: 1/8" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

16600 BOLSA CHICA SIGN CRITERIA



SHOP TENANT FRONT ELEVATION Scale: 1/16" = 1'-0"



PARTIAL SHOP TENANT FRONT ELEVATION Scale: 3/16" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

16600 BOLSA CHICA SIGN CRITERIA



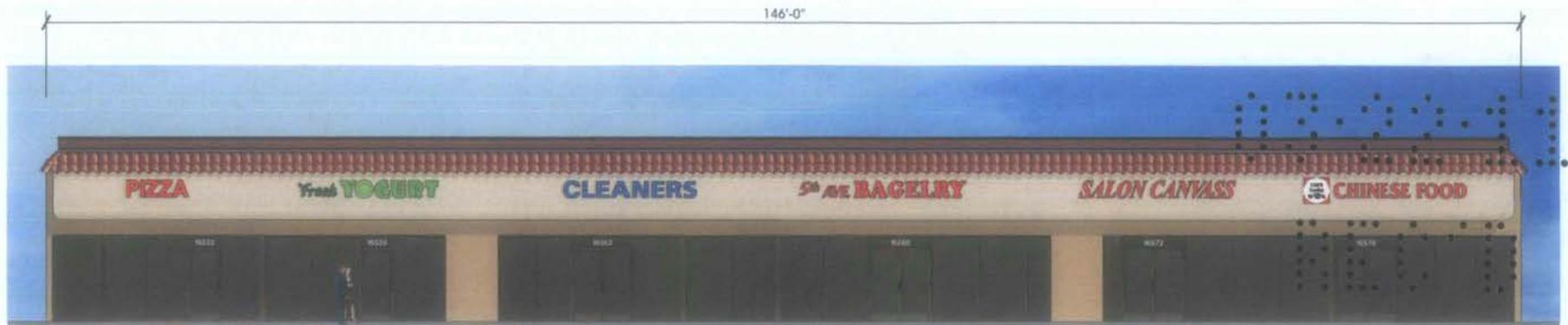
SHOP TENANT FRONT ELEVATION Scale: 1/16" = 1'-0"



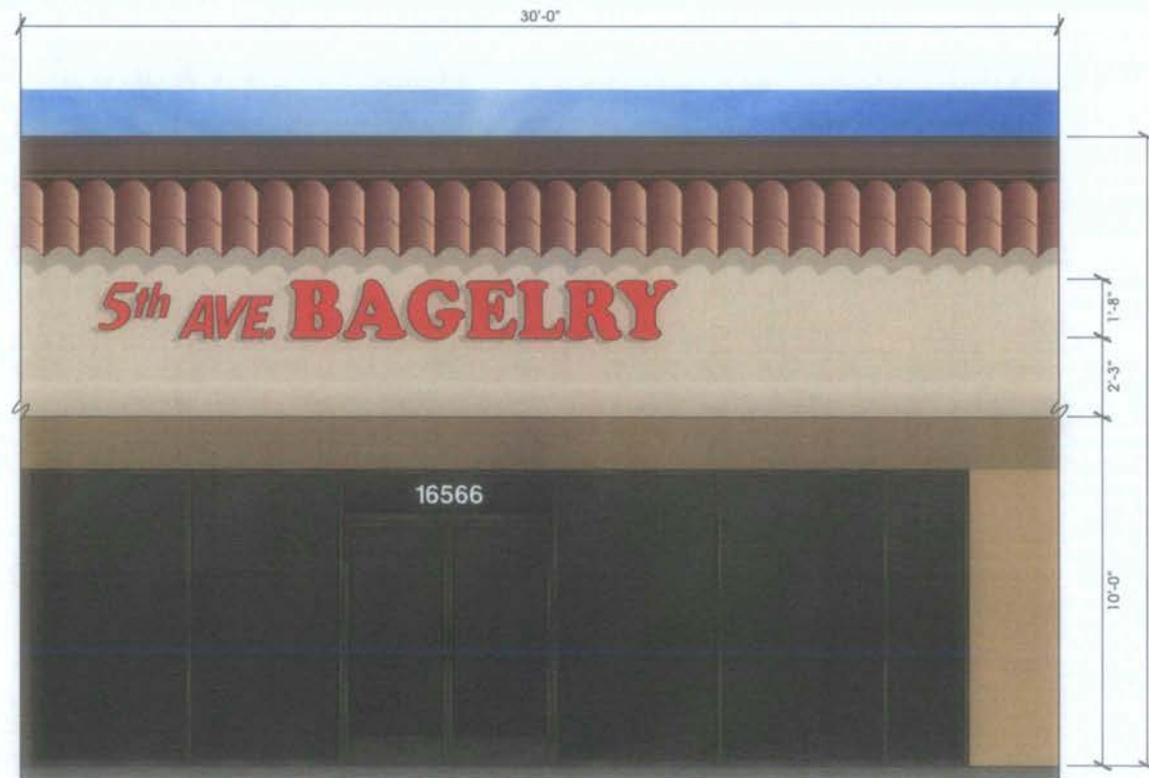
PARTIAL SHOP TENANT FRONT ELEVATION Scale: 3/16" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

16600 BOLSA CHICA SIGN CRITERIA



SHOP TENANT FRONT ELEVATION Scale: 1/16" = 1'-0"



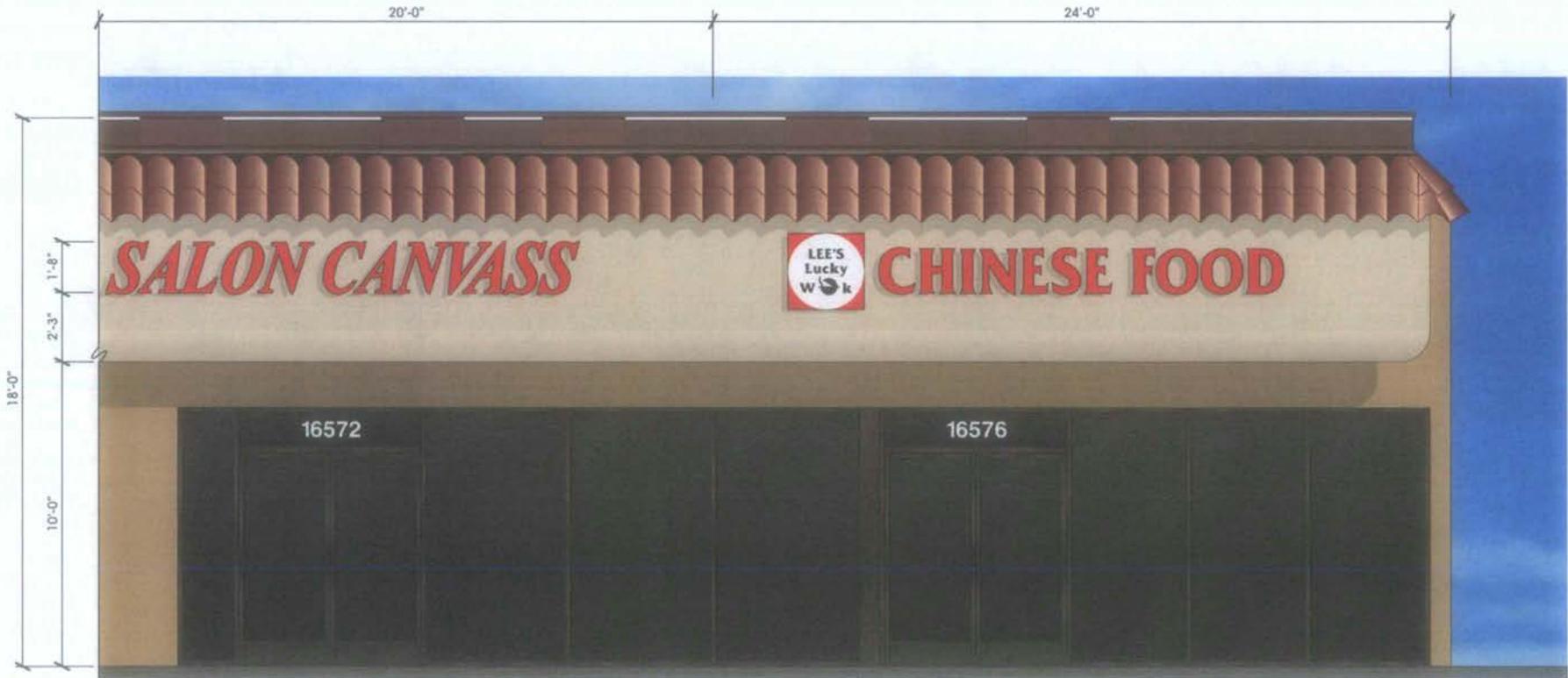
PARTIAL SHOP TENANT FRONT ELEVATION Scale: 3/16" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

16600 BOLSA CHICA SIGN CRITERIA



SHOP TENANT FRONT ELEVATION Scale: 1/16" = 1'-0"



PARTIAL SHOP TENANT FRONT ELEVATION Scale: 3/16" = 1'-0"

Colors depicted in this drawing are a graphic representation. Please refer to call outs for specific colors used.

16600 BOLSA CHICA SIGN CRITERIA



**SITE PLAN**

SCALE: 1/64" = 1'-0"

**16600 BOLSA CHICA SIGN CRITERIA**

**LEGEND**

- PYLON SIGN TYPE "E"
- MAJOR TENANT PRIMARY WALL SIGN TYPE "A1"
- MAJOR TENANT SECONDARY WALL SIGN TYPE "A2"
- SHOP TENANT WALL SIGN TYPE "B"
- PAD TENANT WALL SIGN TYPE "C"
- MONUMENT SIGN

