

City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

DEPARTMENT OF PLANNING AND BUILDING

www.huntingtonbeachca.gov

Planning Division

714.536.5271

Building Division

714.536.5241

NOTICE OF ACTION

January 24, 2012

John Myres
Landmark Signs, Inc.
1525 MacArthur Boulevard, Suite No. 1
Costa Mesa, CA 92626

SUBJECT: PLANNED SIGN PROGRAM NO. 11-004 (BELLA SPESE SIGN PROGRAM)

APPLICANT: John Myres, Landmark Signs, Inc.

REQUEST: To establish a master planned sign program for an existing multi-tenant commercial shopping center.

PROPERTY OWNER: Bella Spese, LLC, P.O. Box 19068, Irvine, CA 92623

LOCATION: 19901-19945 Beach Boulevard, 92648 (north of Adams Avenue, west of Beach Boulevard)

DATE OF ACTION: January 24, 2012

On January 24, 2012, 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 and Building 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 and Building 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 Planning and Building 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 dollars (\$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 **Friday, February 3, 2012, at 5:00 p.m.**

If you have any questions, please contact Andrew Gonzales, Associate Planner at (714) 374-1547 (AGonzales@Surfcity-hb.org) or the Planning Division Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP
Director of Planning and Building

by:


Andrew Gonzales
Associate Planner

Attachments: Conditions of Approval – Planned Sign Program No. 11-004

Cc: Herb Fauland, Planning Manager
Bella Spese, LLC, c/o Alex A. Accetta, Property Owner
Project File

ATTACHMENT NO. 1

PLANNED SIGN PROGRAM NO. 11-004

CONDITIONS OF APPROVAL – PLANNED SIGN PROGRAM NO. 11-004:

1. The site plan, elevations, and Planned Sign Program requirements received and dated January 5, 2012, shall be the conceptually approved layout.
2. The sign improvements shall be the initial phase of a multi-phase façade remodel for the existing multi-tenant shopping center. All future exterior renovations at the shopping center shall be compatible with the design, colors, and materials of the proposed freestanding and wall signage.
3. Planned Sign Program No. 11-004 shall become null and void unless exercised within two year of the date of final approval 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.



SIGN PROGRAM

19901 - 19945 Beach Blvd.
Huntington Beach, CA

January 1, 2012

PSP 11-004		DATE	1/24/12
		EXPIRATION DATE	1/24/14
<input type="checkbox"/>	APPROVED	<input type="checkbox"/>	B.Z.A.
<input checked="" type="checkbox"/>	COND. APPROVED	<input type="checkbox"/>	P.C.
<input type="checkbox"/>	DENIED	<input type="checkbox"/>	C.C.
<input type="checkbox"/>	WITHDRAWN	<input checked="" type="checkbox"/>	DIRECTOR
<input type="checkbox"/>	REFERRED	ACTION	
<input type="checkbox"/>	PLAN CHECK	PERMIT ISSUED	

RECEIVED
JAN 05 2012
Dept. of Planning
& Building



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PSP 11-004

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Property Owner / Management: Bella Spese, LLC. c/o PacificWest Asset Management Corporation
3191 D Airport Loop,
Costa Mesa, CA 92626
Phone: 714.433.7300
Contact: Rodney Stringer
Email: rstringer@pacificwest.cc

Sign Contractor / Consultant: Landmark Signs
1515 MacArthur Blvd., Unit 16
Costa Mesa, CA 92626
Contact: John Myres
Email: johnm@landmarksigns.net
Cell: 714.944.7257
Phone: 714.540.7054
Fax: 714.540-9443

City Planning: City of Huntington Beach
200 Main Street,
Huntington Beach, CA
Phone: 714.536.5271
Contact: Andrew Gonzales
Email: AGonzales@surfcity-hb.org



GENERAL INFORMATION

TENANT PROCEDURES & REQUIREMENTS

1. Prior to commencement of any sign work or obtaining permits, Tenant shall submit to the Property Owner 3 copies of detailed shop drawings (11" x 17" format only) prepared by the Tenant's licensed sign contractor to include the following for each sign desired:

A. For Wall Signs, an accurately scaled full-color elevation of the Tenant's entire storefront depicting the location of the sign and dimensions indicating the Tenant's leasehold frontage, the overall height of the sign and both the vertical and horizontal distances of the sign from the edges of the sign area or appropriate architectural features.

B. For Ground Signs and Wall Signs, an accurately scaled full-color drawing of the sign with fully dimensioned features, letters and logos, and complete specifications of all materials, colors, finishes, means of illumination and other pertinent details.

C. For Ground Signs and Wall Signs, an accurately scaled cross section for each individual sign type depicting the means of attachment or ground placement, all materials and electrical parts to be used, electrical specifications, and dimensions or specifications indicating sign and material height and depth.

D. For Ground Signs, an accurately scaled full property site plan depicting the location of the sign and including dimensions indicating distances from the property line or other applicable property features. Other larger scaled detailed drawings may be required to establish the sign location.

E. A sample board may be required with material samples and colors including but not limited to: metals, paint colors and finishes, trims, faces and face decorations and lighting colors.

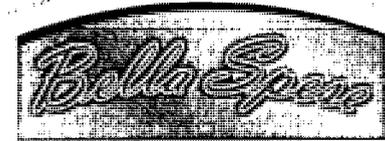
2. If such designs are rejected by the Property Owner, Tenant must resubmit corrected designs until Property Owner's approval is obtained.

3. Tenant's contractors and their agents must be lawfully licensed and bonded according to the State Contractors License Law and possess a minimum of 2 million dollars general liability insurance. The Property Owner may require the Insurance Certification from the contractor or any of its agents providing work of services upon the property, prior to sign approval.

4. Tenant shall not install any sign without all required permits from any local authority holding jurisdiction over such work. Tenant shall obtain Property Owner's approval prior to making applications for any permits.

5. In the event of any future modifications, revisions or changes to Tenant's signs occurring during the term of the Tenant's lease, Tenant shall resubmit for Property Owner's approval according to the requirements of the original sign submittal process and abide by all of the regulations of this Sign Program.

6. Tenant must not allow building structural or architectural modifications to occur without prior written approval of the Property Owner. Property Owner may require detailed and engineered drawings prior to approval and notwithstanding, all such work must comply with all applicable building and electrical codes.



SIGN PROGRAM

7. Tenant shall be responsible for all costs associated with the manufacture, installation, maintenance and removal of their signs, including but not limited to, permits, engineering, designs, corrections, building modifications necessary for electrical or service access, repairs, cleaning, refinishing, refurbishing, personal or property damage as a result of sign malfunctions, sign removal and disposal resulting from violation of the regulations of this Sign Program, sign removal and repair of building damage after vacancy or loss of lease.

8. Tenant shall be responsible to see that all of the requirements of this Sign Program are met in regards to Tenant's own signs.

9. Within 30 days of vacating premises or loss of lease, Tenant shall completely remove and dispose of all of Tenant's signs and restore the building surfaces to their original condition.

10. Tenant will be responsible for all costs associated with the removal, disposal and repair of building damages at the Property Owner's discretion if any part of these requirements are violated.



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GENERAL INFORMATION

MINIMUM SIGN STANDARDS

All signs shall be manufactured and installed according to the following minimum standards:

A. Signs shall be in compliance with U. L. Laboratories, the National Electric Code (NEC), the Uniform Building Code (ICBO) and any other Federal, State and Local building codes that are required.

B. Signs shall bear U. L. labels applied by an U. L. Laboratories licensed manufacturer, Manufacturer's labels and Permit Stickers (where required). Manufacturer's labels shall not be visible from parking or the street, or from any normal viewing angle. Permit Stickers shall be applied with minimum visibility so as to only comply with the local authority's minimum placement requirements.

C. All sign companies and their agents shall be lawfully licensed and bonded according to the State Contractor's Board requirements and with any local authorities where licensing is required. All sign companies and their agents shall be insured with a minimum of 2 million dollars general liability insurance.

D. No sign shall be installed without Permits from every appropriate local authority and without required preliminary or final inspections, such inspections having been completed within 90 days of the commencement of the sign installation.

E. All signs shall be manufactured and installed according to the highest sign industry standards, using the best quality materials and utilizing the best processes available at the time the work occurs. The Property Owner shall reserve the right to reject any work that it considers sub-standard.

F. Where metal is used in fabricating, such metal must be non-ferrous (preferably aluminum) and any hardware use to fasten signs to the building must be stainless steel or zinc coated to prevent rust.

G. Signs must be fabricated with little or no visibility of seams, welds or fasteners. All exposed seams must be filled flush and finished so as to be an invisible part of their adjacent surfaces. All exposed welds must be ground smooth and finished so as to be an invisible part of their adjacent surfaces. All exposed fasteners such as rivets and screws must be flush, filled and finished so as to be an invisible part of their adjacent surfaces.

H. Signs must use a minimum .080" depth of material on any flat, exposed surfaces, and greater depth is required to eliminate "oil canning", any noticeable warping or visibility of any interior frame attachments.

I. No exposed angle clips or black iron may be used as installation hardware. Installation parts must be hidden when possible, and when exposed (such as spacers) to any angle of view, must be painted to match either the building wall or the adjacent sign surface.

J. Painted finishes must be smooth and uniformly covered, without intermittent orange peel, drips or runs and remain free from blistering, peeling, chipping or fading for a minimum of 1-year from the commencement of installation. Enamel paints must be of automotive quality and all painted finishes must be applied using the paint manufacturer's recommended methods, preconditioning and primers.



SIGN PROGRAM

K. No color hues and finishes prone to early fading may be used. All exposed metals, plastics, vinyls including printed vinyls and other parts must be painted, finished, applied and / or fabricated in accordance with the original product manufacturer's recommendations in order to maintain their warranty which must be a minimum of 5-years.

L. Internal lighting must be uniform and free of "hot spots" or shadowing. Fluorescent lamps must be either single pin or high output and placed with a minimum on center distance of 12" apart and 6" from the interior sign edge. Neon transformers must be 30 MA, and neon must be placed with a minimum on center distance of 5" apart and 2 1/2" distance from the interior sign edge. Light leaks are not permitted.

M. Exposed neon housings, supports, backs, crossovers and returns must be painted with opaque paint to match the adjacent sign surface.

N. Exposed conduits, junction boxes or electrical parts are not permitted. Exposed raceways are permitted according to the Property Owner's discretion.

O. Any signs not deemed by the Property Owner to comply with these requirements may be removed at the expense of the lessee.

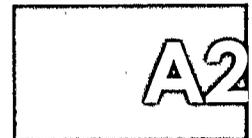


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GENERAL INFORMATION

PROHIBITED SIGNS

Any sign of the following type or specifications shall be prohibited:

1. Signs advertising any entity, products, events or subjects unrelated to the property upon which said sign is located. This includes but is not limited to Outdoor Advertising, Billboards and Off-Site signs of all types.
2. Roof signs or signs projecting above a building parapet or roof line.
3. Signs that constitute a traffic hazard by using symbols, colors, designs or words commonly used on traffic signs and signals in such a manner as to interfere with, mislead or confuse pedestrian or automotive traffic.
4. Signs that flash, make audible sounds, or have animation; or have parts that do so.
5. Signs affixed to vehicles (aside from those used exclusively for delivery) for the purpose of advertising any entity, product, event or subject whether related or unrelated to the property upon which such vehicle is parked. Such vehicles may be towed away at the vehicle owner's expense at the Property Owner's discretion.
6. Temporary signs such as but not limited to banners, flags, pennants or balloons unless specifically allowed by and in accordance with the code of the local authority. Notwithstanding, such signs shall only be permitted with previous written approval by the Property Owner and are limited to one Temporary Business Sign (for temporary identification only) per tenant to be displayed for a maximum of 30 days per calendar year, and one Promotional Activity Sign ("Sale", etc.) to be displayed for a maximum of 90 days per calendar year.
7. Signs that violate any law or regulation whether Federal, State or Local.
8. Signs in unlawful proximity to power lines and that are attached to or interfere with any public utility.
9. Portable signs, Sandwich Board signs or inflatable displays.
10. Holiday lighting, light bulb strings or the like with the exception of any such decoration that the Property Owner may choose to apply.
11. Signs displaying profanity, obscene images or immoral content as deemed so by the Property Owner.
12. Signs affixed to any parts of the buildings or premises that are not a normally acceptable location for signs such as but not limited to, stand pipes and drains, roofing or roof equipment, roof or parapet flashing, window frames, awnings and canopies, light standards, poles or sign posts.
13. Signs left abandoned beyond 30 days after tenant's lease expires or tenant vacates property whether or not voluntarily.
14. Signs in unclean condition or in need of repair or maintenance for a period not to exceed 30 days.
15. Wall signs projecting more than 1 foot from the surface of the building facade they are mounted to.



SIGN PROGRAM

16. Window signs including but not limited to neon displays, neon window borders, lighted cabinets, non-illuminated vinyl, printed or painted graphics or lettering, except those as specifically permitted in this Sign Program or as permitted by previous written approval of the Property Owner.
17. Paper, cardboard or foam core signs, decals or stickers, graffiti, or any sign that defaces property. Perpetrators of such signs may be liable to arrest and prosecution.
18. Any sign not previously approved by the Property Owner or in violation of this Sign Program. Any sign in violation of these prohibitions may be removed or repaired at the Property Owner's discretion at the violating lessee's expense.



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TENANT WALL SIGN

ALLOWABLE SIGN PARAMETERS



SIGN PROGRAM

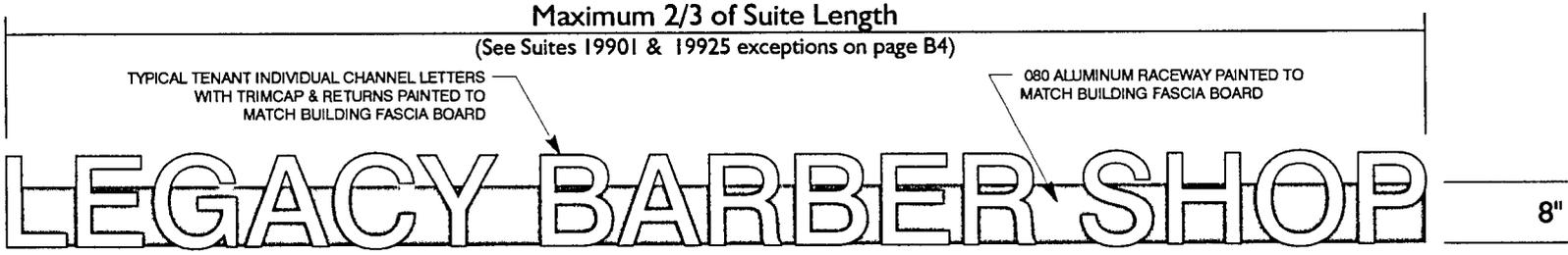
Permitted Sign Type:	Internally Illuminated Channel Letters.
Sign Specifications and Fabrication:	Per Typical Sign Specifications on page B2.
Location:	As indicated on Tenant Shop Elevations, pages B3 & B4.
Maximum Letter Height:	18".
Maximum Length:	66% of single or combined Suite width (see Suites 19901 & 19925 exceptions on page B4).
Allowable Square Footage:	2/3 square foot of sign area for each linear foot of Suite width.
Allowable Letter Style:	Swiss Medium Upper Case.
Allowable Letter Color:	White.
Tenant Logo:	Not allowed.
Additional Note:	In the event of a future fascia remodel, letters shall be installed without exposed raceways.

TENANT WALL SIGN

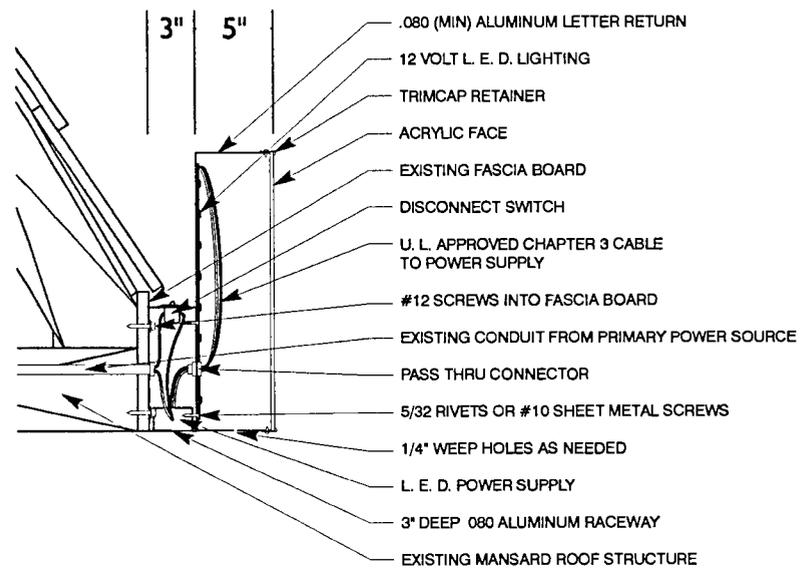
TYPICAL SIGN SPECIFICATIONS



SIGN PROGRAM

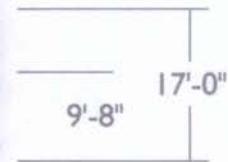
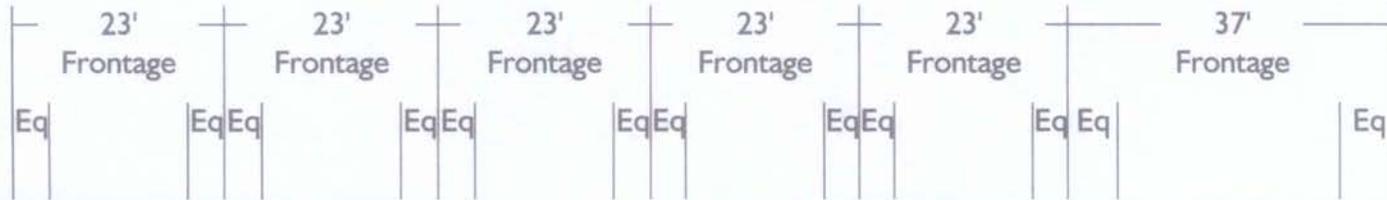


Typical Tenant Sign Scale: 1/2" = 1'-0"

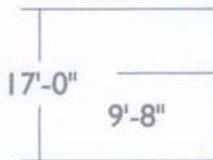
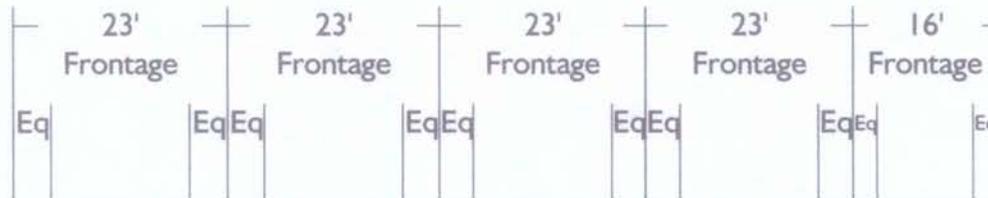


Tenant Sign Section Scale: 1/2" = 1'-0"

TENANT WALL SIGN
TENANT SHOP ELEVATIONS



South Storefront Elevation Scale: 3/64" = 1'-0"

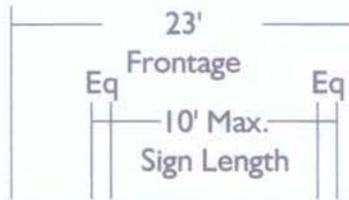


East Storefront Elevation Scale: 3/64" = 1'-0"

Key:

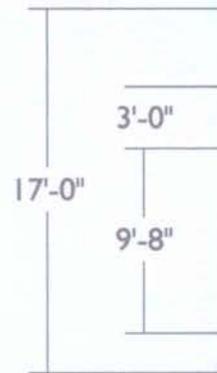
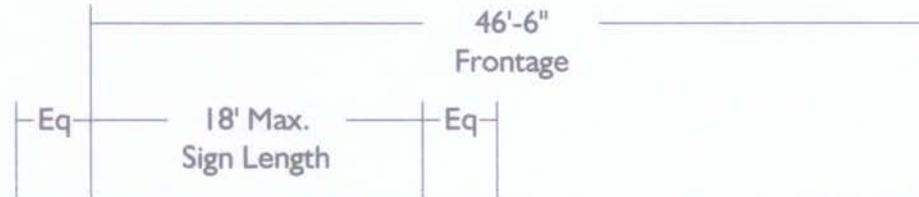
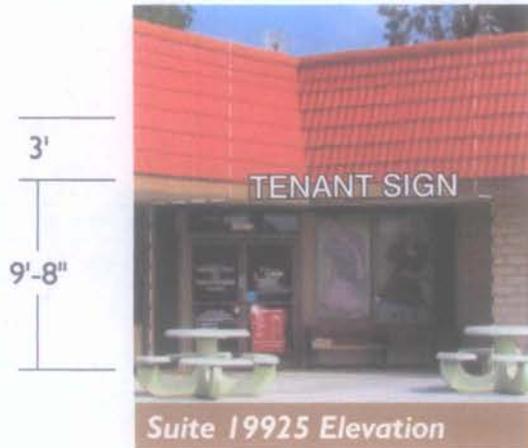
TENANT SIGN = Typical Tenant Sign Location

TENANT WALL SIGN
TENANT SHOP ELEVATIONS



Key:

TENANT SIGN = Typical Tenant Sign Location



**PROJECT TOWER SIGN
ALLOWABLE SIGN PARAMETERS**



SIGN PROGRAM

Permitted Sign Type: Double-face internally illuminated pylon sign with individual tenant panels & opaque backgrounds.

Sign Specifications and Fabrication: See page C2.

Quantity allowed: One per street frontage.

Location: Where indicated on Project Site Plan, Pages D1 & D2.

Maximum Sign Height: 15'-0".

Maximum Sign Area: 80 Square Feet per face.

Tenant Font Style: Swiss Medium Upper Case in one or two lines.

Tenant Copy Color: White.

Tenant Logo: Not allowed.

PROJECT SITE PLAN SIGN LOCATIONS

Key:

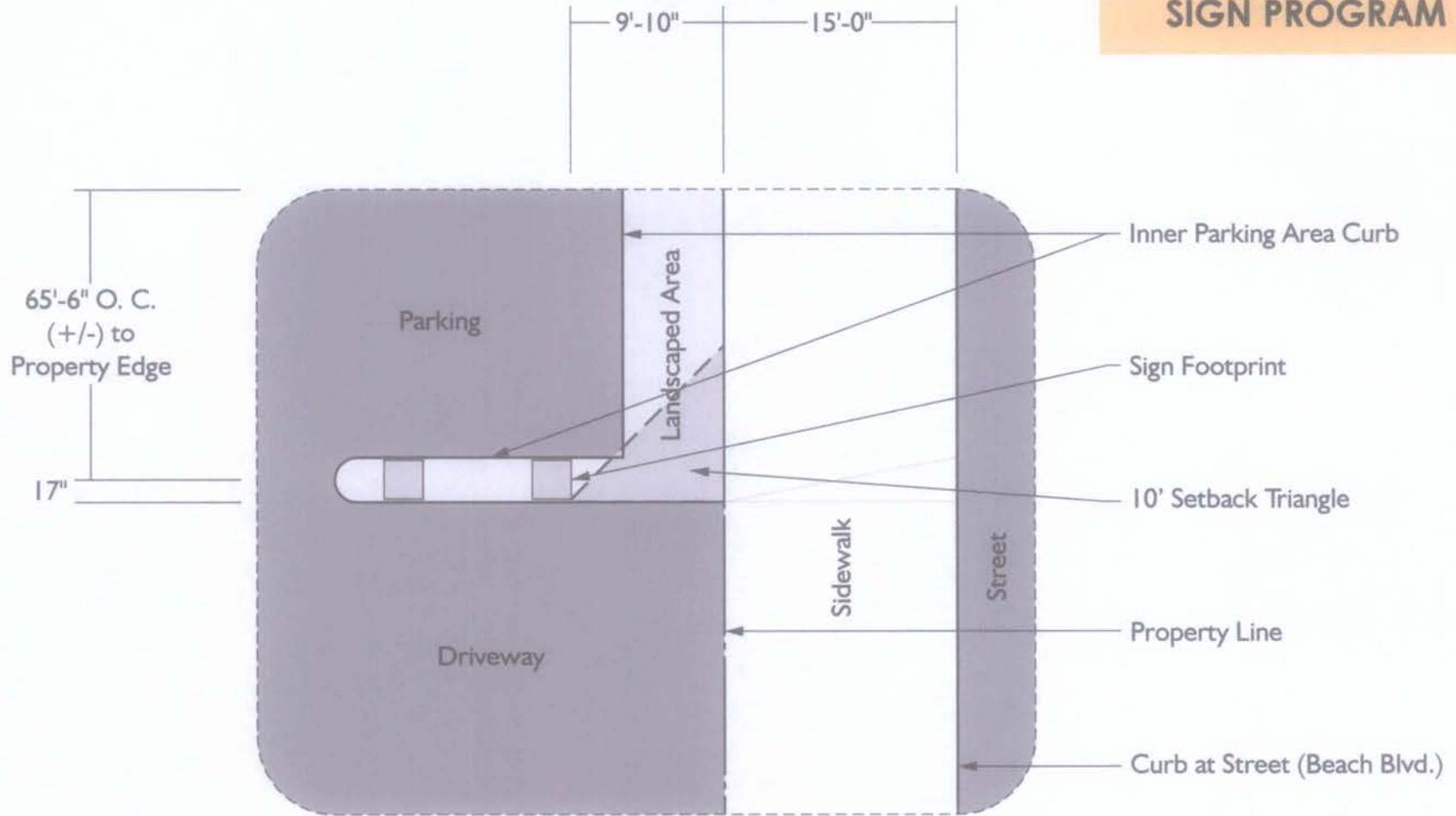
-  = Typical Tenant Sign Location
-  = Project Pylon Sign Location



Adjacent property grade level approx. 8' higher with 30' tree here.

Recorded Owner:
Bella Spese, LLC.
P. O. Box 19068
Irvine, CA 92623
Applicant:
Rod Stringer
PacificWest
3191-D Airport Loop
Costa Mesa, CA 92626
(714) 433-7300
Legal Description:
APN# 025-200-68-0100
025-200-68-0200
East Side Villa Tract,
Lot 18

**PROJECT SITE PLAN
TOWER SIGN DETAIL**



Site Plan Detail A

Scale: 3/32" = 1'-0"