

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

September 22, 2015

NOTICE OF ACTION

John Pinnell, Sares-Regis
18825 Bardeen Avenue
Irvine, CA 92612

SUBJECT: PLANNED SIGN PROGRAM NO. 15-002 (BOARDWALK RETAIL SIGNS)

APPLICANT: John Pinnell, Sares-Regis

PROPERTY OWNER: HB Boardwalk, 18825 Bardeen Avenue, Irvine, CA 92612

REQUEST: To establish a planned sign program for seven existing commercial suites within the Boardwalk development.

LOCATION: 7461 Edinger Avenue, 92647 (north side of Edinger Ave., east of Gothard St.)

DATE OF ACTION: September 22, 2015

On September 22, 2015, the Director of Planning and Building of the City of Huntington Beach took action on your application, and your application was **conditionally approved**. Attached to this letter are the conditions of approval for your application.

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 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 \$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 **October 2, 2015 at 5:00 p.m.**

Please be advised that the Director 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

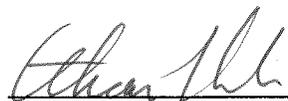
Ordinance in order to expedite the processing/completion of your project. The conceptual plan should not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements.

If you have any questions, please contact Ethan Edwards, Associate Planner at (714) 536-5561 or the Planning and Building Department Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP
Director of Planning and Building

by:



Ethan Edwards, AICP
Associate Planner

Attachments: Conditions of Approval – Planned Sign Program No. 15-002

c: Honorable Mayor and City Council
Chair and Planning Commission
Fred A. Wilson, City Manager
Scott Hess, Director of Planning and Building
Jane James, Planning Manager
William Reardon, Division Chief/Fire Marshall
Debbie DeBow, Principal Civil Engineer
Mark Carnahan, Building Manager
Property Owner
Project File

ATTACHMENT NO. 1

CONDITIONS OF APPROVAL – PLANNED SIGN PROGRAM NO. 15-002

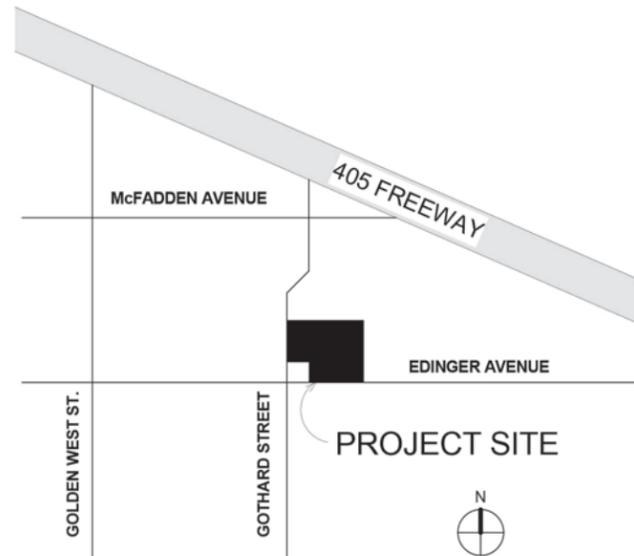
1. The written text and graphics received and dated September 15, 2015 shall be the conceptually approved planned sign program with the following modifications:
 - a. Retail illuminated channel letters shall incorporate text to read, "Maximum sign area for each tenant space is calculated by measuring the lineal feet of lease frontage multiplied by 1.5 sq. ft."
 - b. Retail tenant window vinyl signs shall incorporate text to read, "Letter height cannot exceed 12 inches."
2. Prior to the installation of any signs, pursuant to Planned Sign Program No. 15-002, a sign permit shall be approved by the Department of Planning and Building.
3. Prior to the submittal for sign permits for the first new sign, the Planned Sign Program shall be revised according to Condition of Approval No. 1. A printed color copy of the revised sign program and a .PDF formatted version of the sign program shall be submitted to the Planning Division for review and inclusion in the entitlement file.
4. Planned Sign Program No. 15-002 shall become null and void unless exercised within one year of the date of the final approval, which is September 22, 2016, 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 of 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.

BOARDWALK

RETAIL/RESIDENTIAL



VICINITY MAP



SARES·REGIS Group®

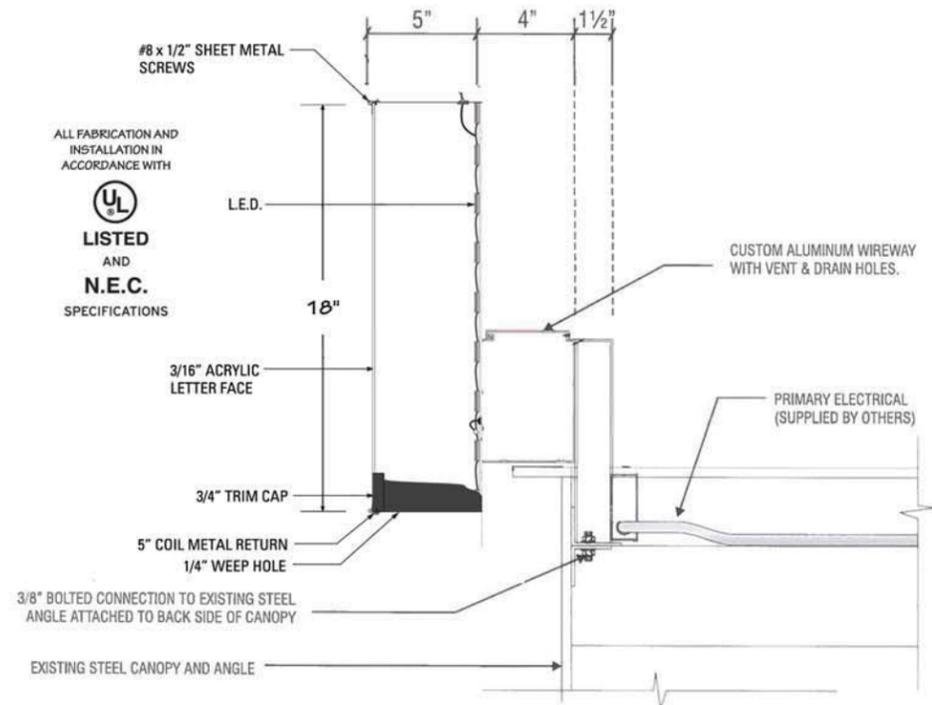
RETAIL SIGN PROGRAM

~~OCTOBER 14, 2014~~
REVISED SEPTEMBER 1, 2015





2 TYPICAL SOUTH ELEVATION
SCALE: 1/8" = 1' - 0"



3 SECTION - L.E.D. CHANNEL LETTER
1 1/2" = 1' - 0"

S/F RETAIL ILLUMINATED CHANNEL LETTERS

- 1 LOW VOLTAGE LED INTERNALLY ILLUMINATED WATERPROOF ALUMINUM CHANNEL LETTERS PAINTED
- 2 .090" CUT-OUT ALUMINUM BACK W/ PAINTED RETURNS
- 3 3/16" PLEX LETTER FACE W/ TRIM CAP

FONT: LOGO AND LETTER TYPE

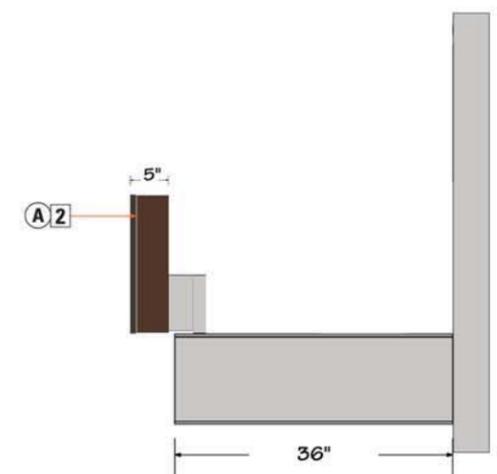
- LOGO HEIGHT CANNOT EXCEED 24"
- LETTER HEIGHT CANNOT EXCEED 18". MAXIMUM COPY WIDTH SHALL NOT EXCEED 2/3 OF CANOPY WIDTH.
- ONE LINE OF COPY ALLOWED.
- ALL COLORS AND FONTS TO BE APPROVED BY BUILDING OWNER.
- MAX SIGNANAGE WEIGHT = 10 LBS PER LF
- MAXIMUM SIGN AREA FOR EACH TENANT SPACE IS CALCULATED BY MEASURING THE LINEAL FEET OF LEASE FRONTAGE BY 1.5 SQ.FT.

(A) COLOR TBD BY TENANT



QTY: 7 (1 PER RETAIL STORE)

1 FRONT VIEW: CHANNEL LETTERS
SCALE: 1/2" = 1' - 0"



SIDE VIEW

CLIENT APPROVAL:
(Please Check Box)

AS SHOWN WITH CHANGES

CLIENT SIGNATURE _____ DATE _____

YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN LAYOUT AND CONTENT, RELEASING OUTDOOR DIMENSIONS FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE, DUE TO MATERIALS USED.

DESIGNS ARE THE PROPERTY OF OUTDOOR DIMENSIONS UNTIL PURCHASED BY CLIENT.

REVISIONS:

1	
2	
3	
4	
5	

PROOF:

(Initial)	

REVISIONS:

6	
7	
8	
9	
10	

CONCEPTS:

WORKING DRAWING:

SCALE: AS NOTED
DESIGNER: SG - .75

DATE: 10-14-14
PROJECT: BOARDWALK
CLIENT: SARES REGIS
SALES REP: JR

S/F RETAIL TENANT WINDOW VINYL

1 DIE CUT FROSTED VINYL

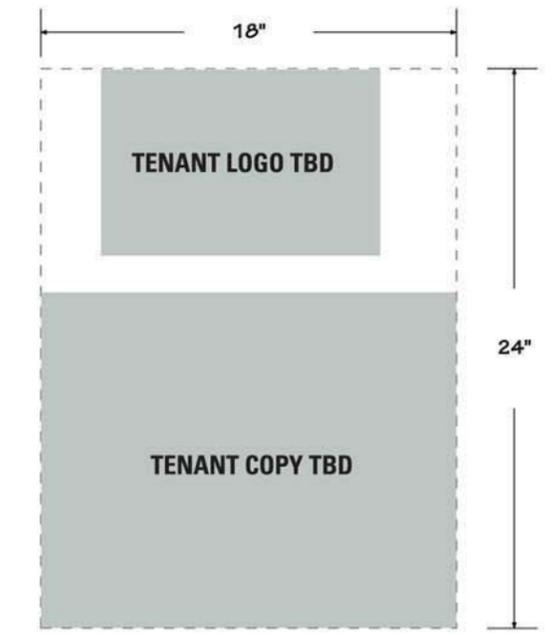
VINYL ATTACHED TO GLASS DOOR

FONT: MUSEO SANS 500

CLIENT TO CONFIRM COPY



-WINDOW VINYL CANNOT EXCEED 20% OF THE WINDOW AREA.
-VINYL SIGN LETTER HEIGHT CANNOT EXCEED 12 INCHES.



2 TYPICAL EAST ELEVATION BUILDING 1B
SCALE: 1/4" = 1' - 0"

QTY: 7 (1 PER RETAIL STORE)

1 FRONT VIEW:
SCALE: 1 1/2" = 1' - 0"

S/F RETAIL TENANT REAR ACCESS I.D.

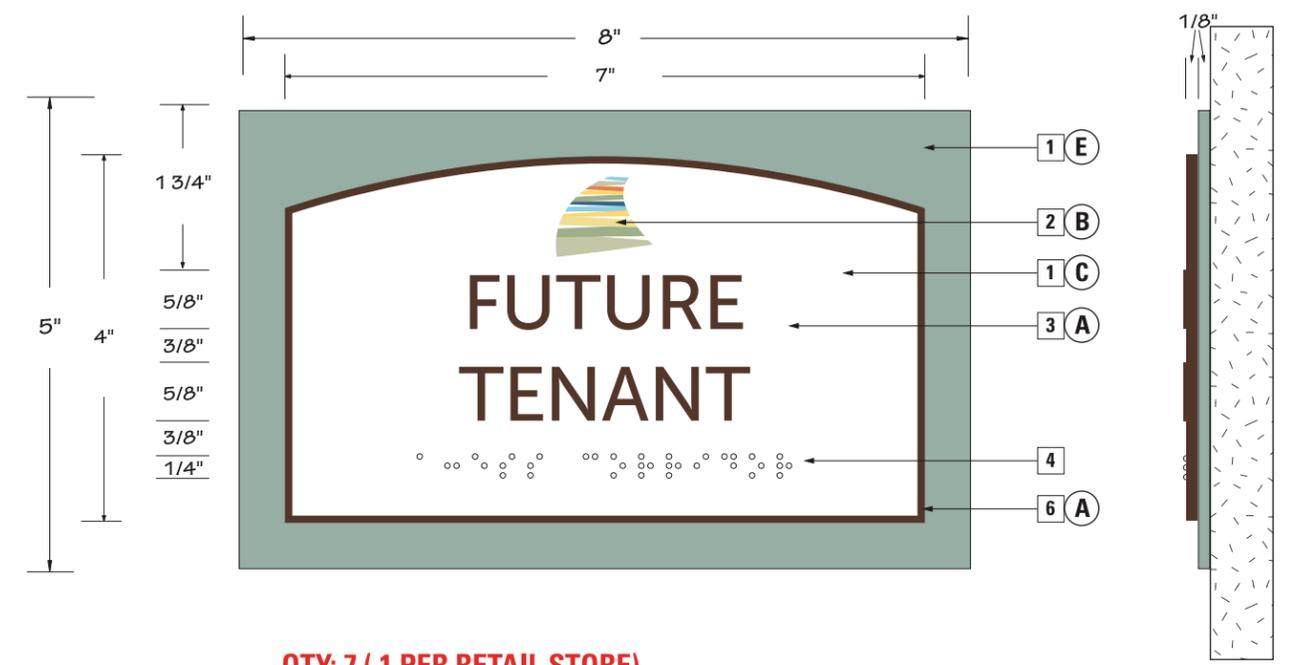
BUILDING ACCENT COLORS:	
	BLDG 1A & 1B CL 2123M Folly
	BLDG 2 CL 2325D Portable
	BLDG 3 CL 1763M Cling Film
	BLDG 4 CL 2278A Bay of Many
	BLDG 5 CL 1713W Cocktail Caper
	BLDG 6 CL 1731W Philosophic
	BLDG 7 CL 1924M Herbaceous
	BLDG 8 CL 1685D Pirate
	BLDG 9 CL 2272W Blue Bound
	UNIT ENTRY DOORS CL 1547N Cognac
	BLDG 1A & 1B NEUTRAL PAINTED STUCCO CLW 1043W Fossil Dust
	METAL ANODIZED DARK BRONZE

- 1 1/8" PLEX SIGN FACE PAINTED
- 2 DIRECT PRINT LOGO PROTECTIVE CLEARCOATED
- 3 .032" TACTILE COPY
- 4 CLEAR RASTER BEAD BRAILLE
- 5 SILKSCREENED BLEEDING BORDER

SIGN FACE ATTACHED TO WALL WITH VHB TAPE AND GE SILICONE.

FONT: MUSEO SANS 500

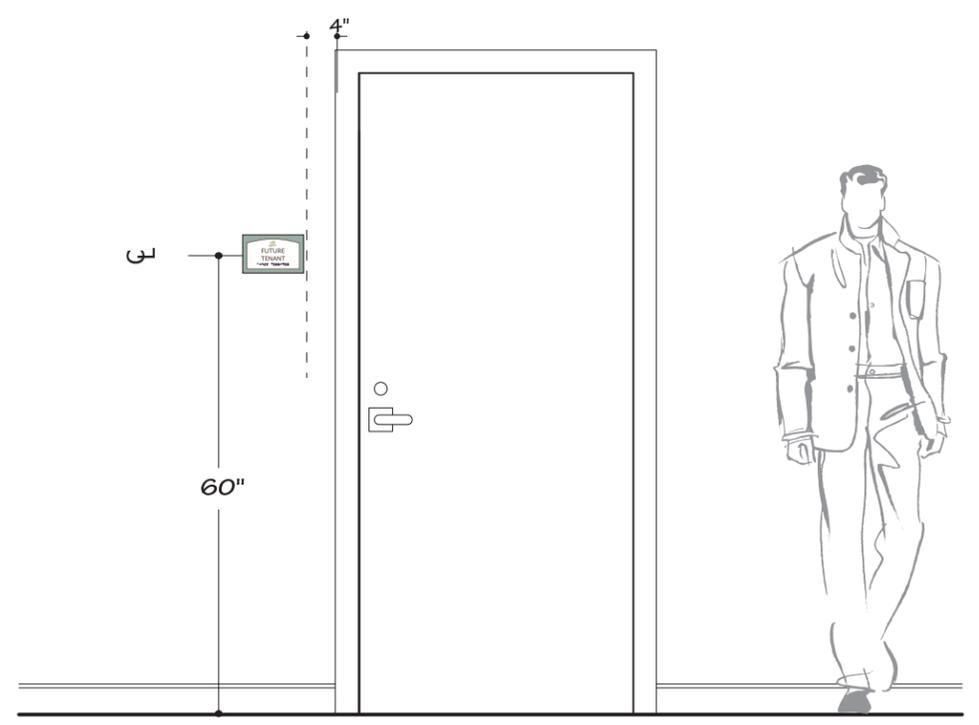
	A MP20303 DARK BRONZE METALLIC
	B LOGO COLORS SEE CHART
	C WHITE
	D CL 2123M FOLLY



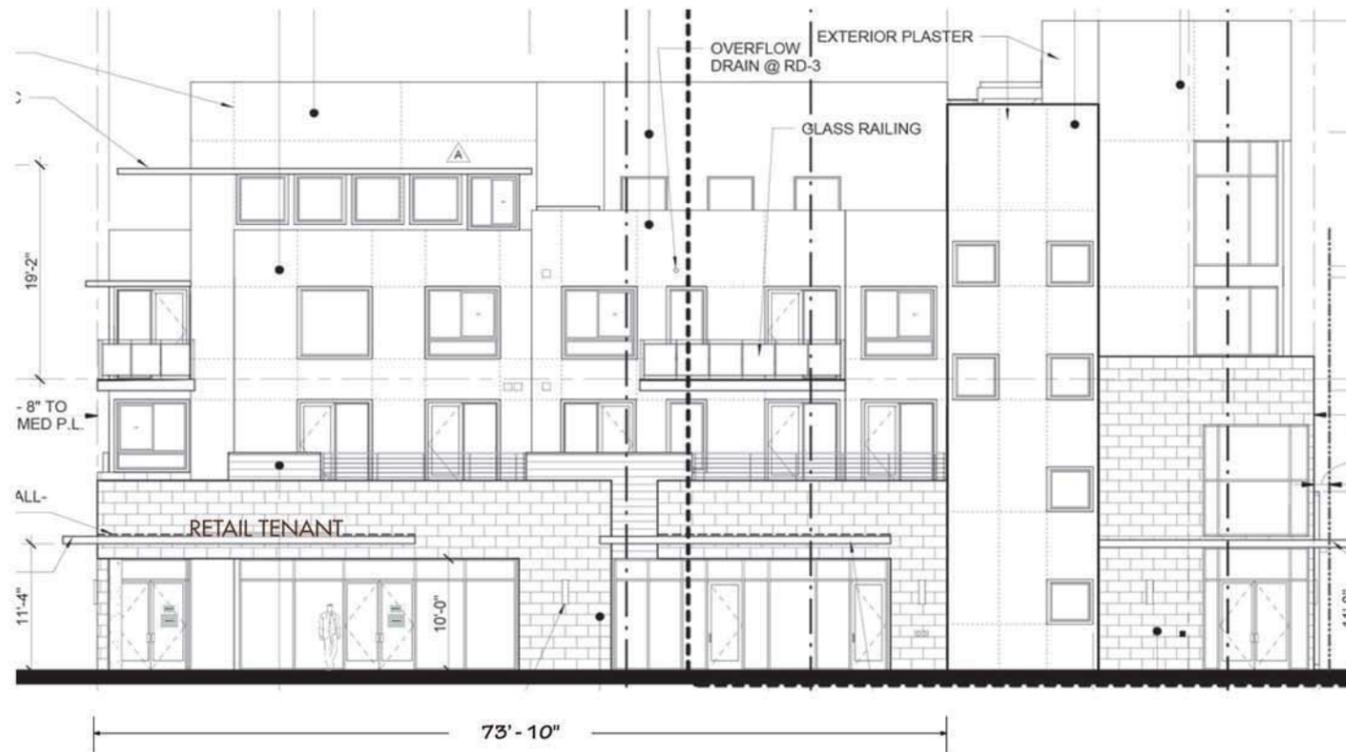
QTY: 7 (1 PER RETAIL STORE)

1 FRONT VIEW:
SCALE: 1 : 2 (HALF SIZE)

SIDE VIEW:



2 LOCATION ELEVATION - TYPICAL
SCALE: 1/2"=1'



1 BUILDING 1B EAST ELEVATION:
SCALE: 16" = 1' - 0"



1 BUILDING 1B SOUTH ELEVATION:
SCALE: 16" = 1' - 0"

S/F RETAIL ILLUMINATED CHANNEL LETTERS

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