

City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

DEPARTMENT OF COMMUNITY DEVELOPMENT

www.huntingtonbeachca.gov

Planning Division

714.536.5271

Building Division

714.536.5241

NOTICE OF ACTION

December 4, 2015

SUBJECT: PLANNED SIGN PROGRAM NO. 15-005 (MAGNOLIA & ADAMS SHOPPING CENTER)

APPLICANT: Express Sign & Neon/ Edgar Aceituno, 1720 W. Slauson Ave., Los Angeles, CA 90047

PROPERTY OWNER: Business Properties, 17631 Fitch, Irvine, CA 92614

REQUEST: To amend Planned Sign Program 89-2 for the Magnolia and Adams Shopping Center

LOCATION: 20100 Magnolia St. & 9032-9132 Adams Ave (south side of Adams Ave. and east of Magnolia St.)

DATE OF ACTION: December 4, 2015

On December 4, 2015, the Director of Community Development 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 Community Development 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 Community Development 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 **December 14, 2015 at 5:00 p.m.**

Please be advised that the Director of Community Development 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 Alex Truong, Contract Planner at (714) 375-5058 or the Community Development Department Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP
Director of Community Development

by:

A handwritten signature in black ink, appearing to read 'Alex Truong', written over a horizontal line.

Alex Truong
Contract Planner

Attachments: Conditions of Approval – Planned Sign Program No. 15-005

c: Honorable Mayor and City Council
Chair and Planning Commission
Fred A. Wilson, City Manager
Scott Hess, Director of Community Development
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. 15-005

1. The plans received and dated November 23, 2015 shall be the conceptually approved planned sign program with the following modifications:
 - a. Monument signs shall have minimum six-inch numerals for street addresses.
 - b. Sign placement for tenants shall conform to Diagram B pursuant to HBZSO Section 233.28.
2. Prior to the installation of any signs, pursuant to Planned Sign Program No. 15-005, a sign permit shall be approved by the Department of Community Development.
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. 15-005 shall become null and void unless exercised within one year of the date of the final approval, which is December 4, 2016, or such extension of time as may be granted by the Director pursuant to a written request submitted to the Community Development 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.

Magnolia & Adams

Huntington Beach, California

Planned Sign Program

AMENDMENT TO PLANNED SIGN PROGRAM 89-2
LOCATION: 20100 MAGNOLIA ST. &
9032-9132 ADAMS AVE.

RECEIVED

NOV 29 2015

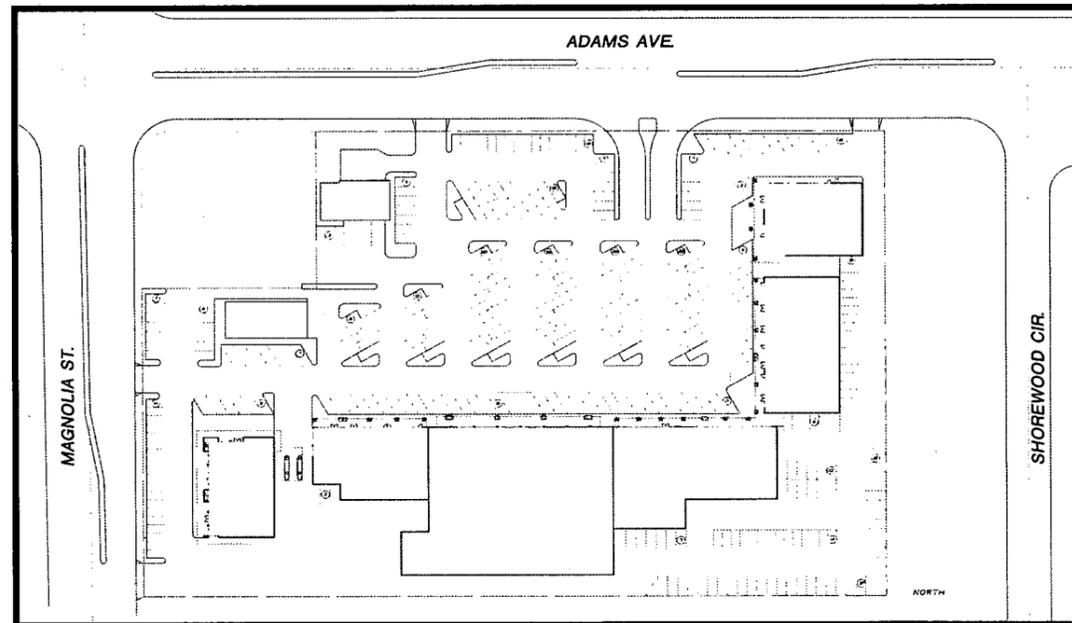
Dept. of Planning
& Building

PROPERTY OWNER:
BUSINESS PROPERTIES
17631 FITCH
IRVINE, CA 92614
CONTACT: SIGN COORDINATOR
RENEE
PHONE: 949-474-8900

CONCEPTUAL SITE PLAN
THIS REPRESENTS A CONCEPTUAL SITE PLAN ONLY
IT IS NOT A PRECISE SITE PLAN APPROVAL AND
DOES NOT NECESSARILY REFLECT CONFORMANCE
TO ALL ORDINANCE CODE REQUIREMENTS.

SIGN CONSULTANT:
EXPRESS SIGN & NEON
1720 W. SLAUSON AVE.
LOS ANGELES, CA 90047
CONTACT: EDGAR ACEITUNO
PHONE: 323-291-3333

[Signature]
ZONING ADMINISTRATOR
DATE: 12/4/15



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Representative:
Edgar Aceituno
Designer
David Park
Simon Jeong

- Revisions:
- 3 MagAdamsSignProgram082515
 - 4 MagAdamsSignProgram102715
 - 5 MagAdamsSignProgram111215
 - 6 MagAdamsSignProgram111615
 - 7 MagAdamsSignProgram112315

Project: *Magnolia & Adams*
Job Site: 20100 MAGNOLIA ST. & 9032-9132 ADAMS AVE.
Approved by (client): _____ Date: _____
Approved by (landlord): _____ Date: _____

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Introduction

The purpose of this sign program is to insure coordination and compatibility between all signs within the center. This criteria shall establish the sign standards necessary to provide coordinated, imaginative, and proportional exposure for all the Tenants to be located within the center. Performance shall be strictly enforced and any installed non-conforming signs shall be removed immediately by the Tenant or his sign contractor at their expense.

Landlord/ Tenant Requirements

1. Each Tenant shall submit for approval to Signage Coordinator, Business Properties, 17631 Fitch, Irvine, CA 92614, two (2) original sets of the detailed shop drawings of his proposed sign indicating conformance with the Sign Program herein outlined.
2. The Tenant shall submit the sign drawing approved by the Landlord to the City for its approval and issuance of a sign permit prior to the start on any sign construction.
3. The Tenant shall pay for all signs and their installation and maintenance. The Tenant shall also obtain all necessary permits and approvals.
4. Tenant shall be responsible for fulfillment of all requirements of this Sign Program.

Landlord/ Tenant Requirements continued

5. Each Tenant shall be responsible for any repair of any damage to any surface caused by the signs or its installation.
6. Landlord reserved the right to periodically hire an independent electrical or sign consultant, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenants will be required to correct discrepancies and/or all code violations at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not address within fifteen (15) days of notice, may be corrected by the Landlord at Tenant's expense.
7. Tenant's sign contractor shall carry Workmen's Compensation and Public Liability Insurance against all damage by any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. An insurance endorsement must be provided to Landlord prior to installation naming Business Properties as Additional Insured.
8. Tenant shall remove sign and restore fascia to original condition which Landlord shall approve at Tenant's sole cost and expense.



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Prohibited Signs

- I. Outdoor advertising or advertising structure.
2. Exposed junction boxes, transformers, lamps, tubing, conduits, exposed raceways or neon crossovers of any type, except as noted otherwise in this Sign Criteria.
3. Window signs except where specifically approved in writing by Landlord and the City of Huntington Beach. No painted window signs, interior hanging neon signs. Window decorations are prohibited.
4. Temporary wall signs are not permitted. Banners must be approved in writing by Landlord and the City of Huntington Beach.
5. Pre-manufactured signs, such as franchise signs, that have not been modified to fit this criteria, except as noted otherwise in this Sign Criteria.
6. Paper, cardboard, stickers or decals placed around, on or behind storefronts.
7. Exposed fastenings unless fastenings make an intentional statement.
8. Freestanding signs, except as provided in this Sign Criteria.
9. Signs consisting solely of a rectangular cabinet with an acrylic face.
10. No electronic, blinking, moving, or flashing window signs allowed. Signs which swing or rotate except as provided in this Sign Criteria.

Prohibited Signs continued

- II. No person shall install or maintain, or cause to be installed or maintain, any sign which simulates or imitates in size, color, lettering, or design any traffic sign or signal, or any other symbol or characters in such manner to interfere with, mislead or confuse traffic.
12. Signs, banners, flags or similar advertising devices that are exhibited, posted or displayed by any person, including anything of an obscene, indecent, or immoral or unlawful activity are strictly prohibited. Landlord reserves the right in its sole discretion to immediately remove items that it believes violate this clause.

Temporary Signs

- a. Banners are only permitted with written approval from Landlord and the issuance of a banner permit from the City of Huntington Beach.
- b. Window signage for all retail storefronts is limited to on six square-foot window sign per lease space and may be composed of only vinyl letters on glass.



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Drive-Thrus & Menu Boards

1. Drive-thrus are allowed directional signage to facilitate the use of the drive-thru.
2. The number of directional signs allowed shall be the minimum number of signs necessary to provide adequate information and direction.
3. Drive-thru signage location, size, and quantities shall allow sufficient queuing of the drive-thru and shall be subject to approval by the Landlord and the city of Huntington Beach.
4. Copy of drive-thru signs shall be limited to "Drive-Thru Entrance", "Do Not Enter", or similar.
5. Drive-thru signage shall not include any advertisement for the business.
6. Each restaurant drive-thru is allowed one (1) menu board sign and shall not exceed the maximum allowed by the City of Huntington Beach.

Exterior ATM Signage

1. Any exterior ATM is allowed one (1) sign within the framing of the ATM. The sign copy shall be limited to "ATM" and the logo and/ or name of the bank.
2. The sign shall not include any additional advertising for the business.

Exterior ATM Signage continued

3. The sign area shall not exceed a total of six (6) square feet.
4. The maximum letter and logo height shall not exceed eighteen (18) inches, subject to Landlord and City of Huntington Beach approval.

Address and Regulatory Signage

1. Building address sign: 12" high aluminum letter pegged on building.
2. Front suite address sign: 3" high Helvetica vinyl numbers located above tenant entry door transom.
3. Rear suite address sign: 3" high Helvetica vinyl number located outside of tenant's exit door centered on door 6" below top of door.
4. No Skateboarding/ No Loitering Sign: Wall sign or sign post installed in ground.
5. Americans With Disability Act Signs: Parking & Informational, shall be wall mounted or on post installed in ground.
6. No Overnight Parking Sign: Shall be wall mounted or on post installed in ground.



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Sign Construction

1. All signs and installation shall comply with all applicable City, building, & electrical codes, and shall bear a U.L. label.
2. Tenant's sign contractor shall completely install and connect sign and primary wiring at sign location consistent with Landlord's approval. Signs are to be connected to the J-box provided by the Landlord, which is connected to Tenant's electrical panel.
3. All penetrations of exterior fascia to be sealed watertight, and finished to match adjacent material, subject to Landlord's approval.
4. All signs shall be kept in good condition, be legible, adequately repaired and maintained by the Tenant at all times. The standards for maintenance and repair of signs shall maintain the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel nickel, or cadmium plated.
6. Plastic surfaces to be 3/16 inch (3/16") as manufactured for outdoor advertising.
7. Internal Illumination to be LED installation labeled in accordance with the "National Board of Fire Underwriters Specifications". No other labels or identification will be permitted on the exposed surfaces of the sign except of those required by local ordinances.

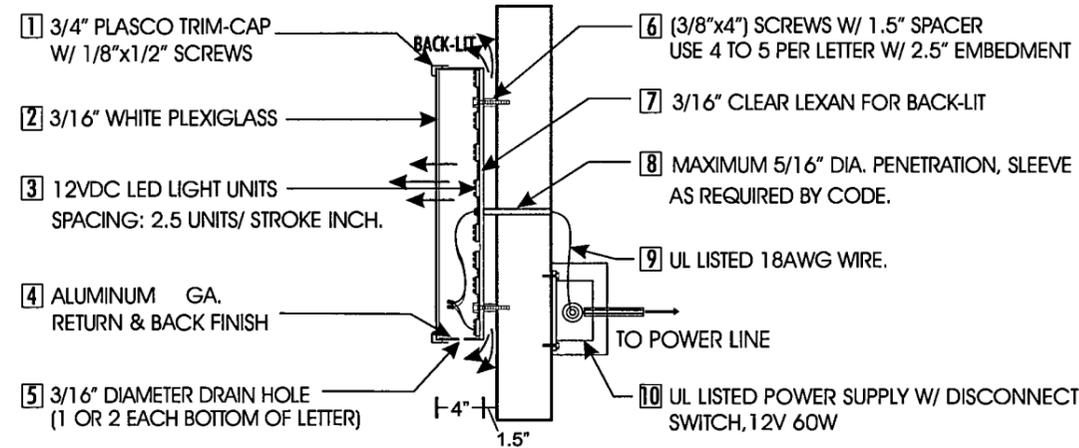
Sign Construction continued

8. All exposed letter aluminum returns shall be five inch (4") deep of 24-gauge, painted with one (1) coat of primer and two (2) coats of Black Metal No. 8796N Frazee paint as approved by Landlord. All trim caps to match returns or as approved by Landlord three-quarter inch (3/4") in thickness.
9. All exterior surface-mounted signs shall be mounted one and one-half inch (1-1/2") from the surface of the building for proper drainage and illumination.



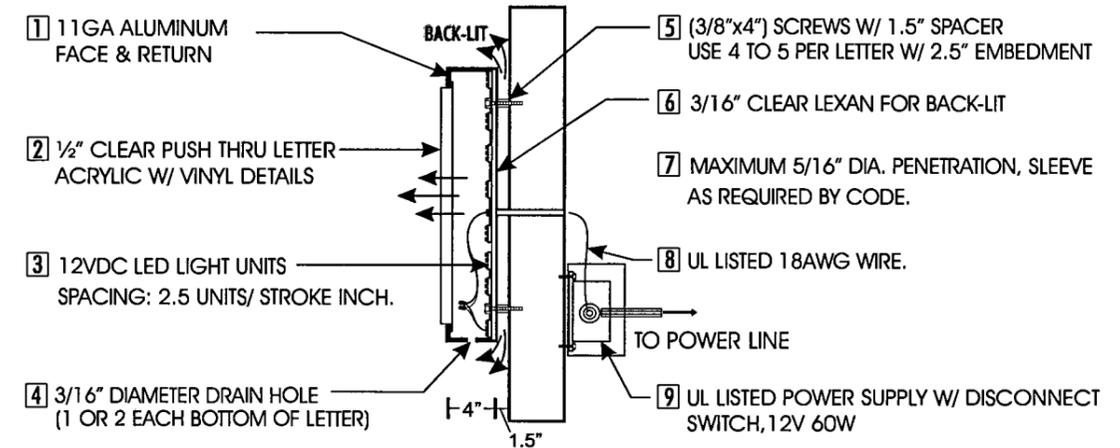
Section A

Acrylic Faced Channel Letters w/ Halo Illumination



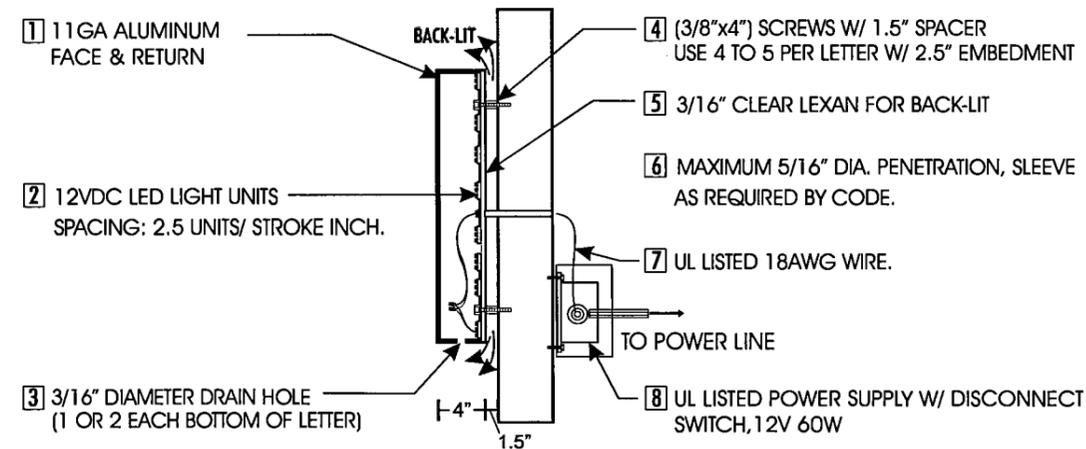
Section C

Reverse Channel Letters w/ Push-Thru & Halo Illumination



Section B

Reverse Channel Letters



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Sign Designation

Major Tenant Signs

Pad Tenant Signs

Inline Tenant Signs

Pylon Signs* (Existing)

Monument Signs* (Existing)

* ALL FREE STANDING SIGNS
LOCATED IN LANDSCAPE
PLANTER MIN. 2'-0" WIDER
THAN THE SIGNS.



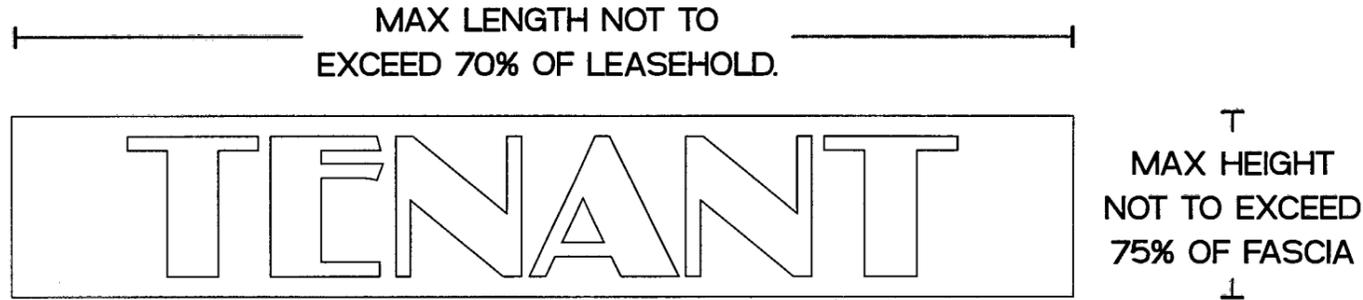
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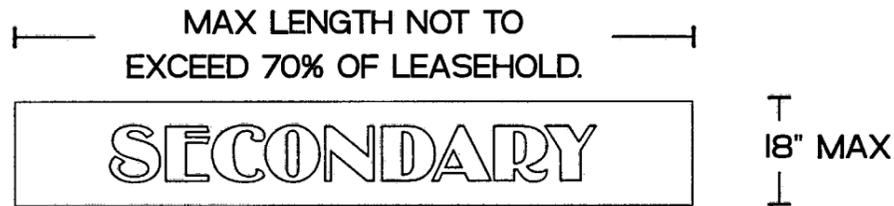
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MAJOR TENANT

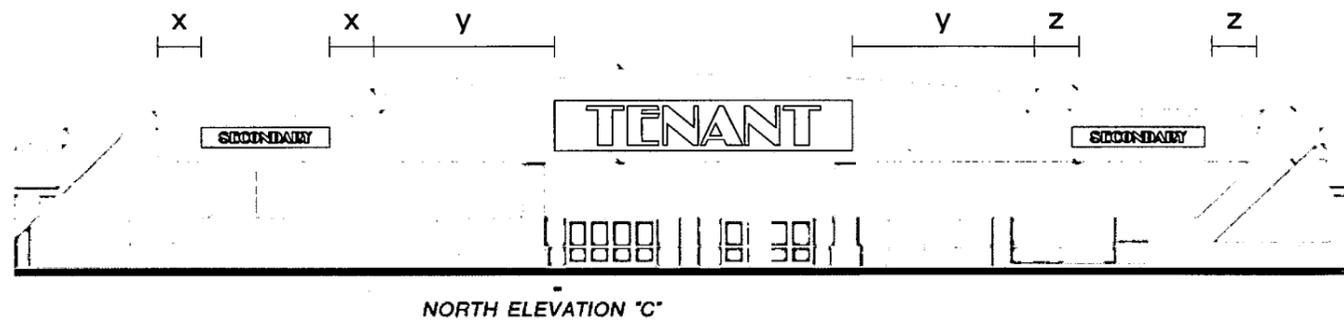


*ONE PRIMARY SIGN PER BUILDING ELEVATION.



*TWO SIGNS PER BUILDING ELEVATION.

*EACH SECONDARY SIGN AREA NOT TO EXCEED 50% OF THE PRIMARY SIGN



Size

- 1.5 square foot of sign area per linear foot of leased premises.
- 36" Maximum letter height if 50-99 lineal feet of leased premises.
- 48" Maximum letter height if 100 linear feet and above of leased premises.
- Three lines of copy maximum.

Illumination

Internally illuminated channel letters, halo lit as per section A-C of page 7.

Copy

Custom logos and fonts to be approved by Landlord.

Colors

All Sign colors shall be selected from the following list:

Blue	#2648	White	#7328
Dark Blue	# 2051	Red	#2793
Green	#2030		

Deviation from the pre-approved colors above will be considered by landlord on a case by case bases.

In cases where Tenant is part of a national or regional chain whose graphics are a part of a registered trademark, in which case said Tenant would be allowed a letter color in accordance with their corporate specifications.

Secondary Signs

Two secondary signs per tenant.

Square footage of each secondary signs must not exceed 50% of the primary sign. The combined square footage for secondary sign and major tenant sign cannot exceed 1.5 square foot per lineal foot of leased premises.

18" Maximum letter height.



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PAD TENANT



*ONE SIGN PER BUILDING ELEVATION.



Size

- 1.5 square foot of sign area per linear foot of leased premises.
- 36" Maximum letter height if 50-99 lineal feet of leased premises.
- 48" Maximum letter height if 100 linear feet and above of leased premises.
- Three lines of copy maximum.

Illumination

Internally illuminated channel letters, halo lit as per section A-C of page 7.

Copy

Custom logos and fonts to be approved by Landlord.

Colors

All Sign colors shall be selected from the following list:

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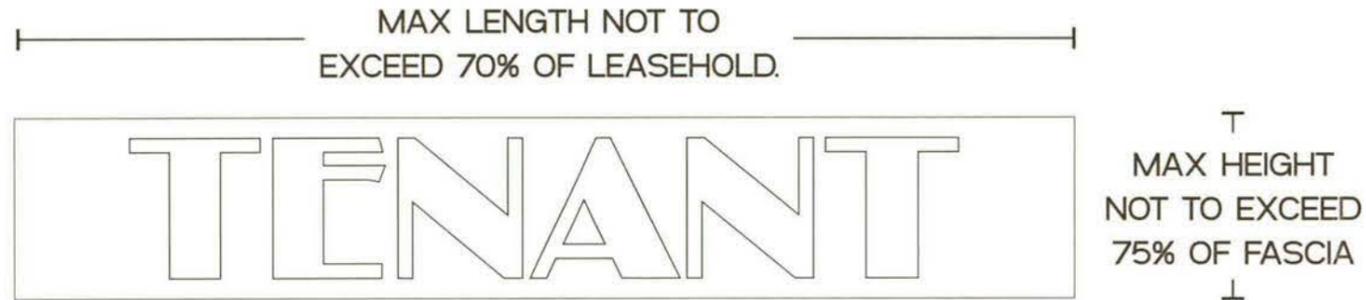
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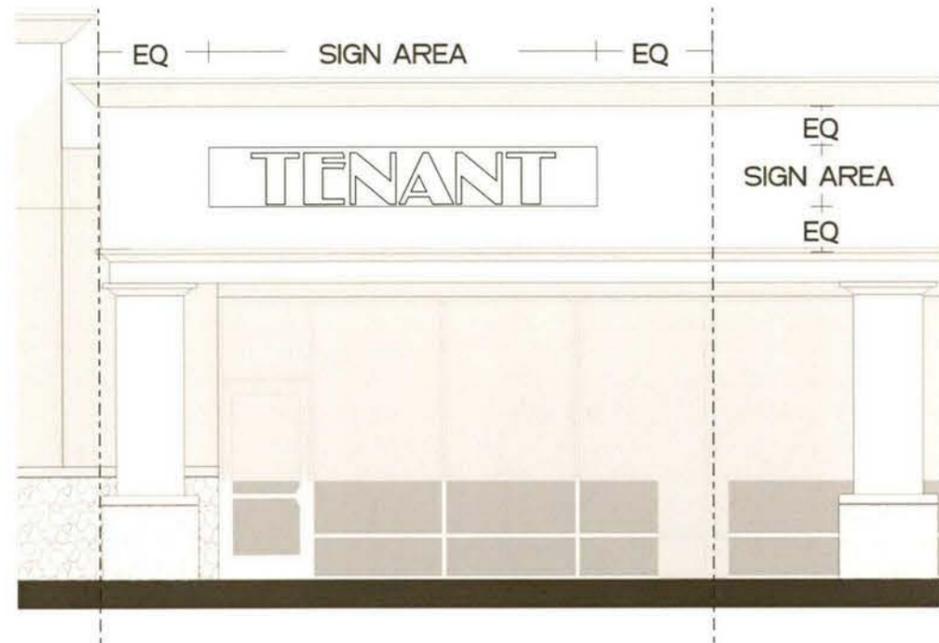
Secondary Signs

No secondary sign allowed.

INLINE TENANT



*ONE SIGN PER BUILDING ELEVATION PER TENANT



Size

- 1.5 square foot of sign area per linear foot of leased premises.
- 24" Maximum letter height.
- Two lines of copy maximum.

Illumination

Internally illuminated channel letters, halo lit as per section A-C of page 7.

Copy

Custom logos and fonts to be approved by Landlord.

Colors

All Sign colors shall be selected from the following list:

Blue	#2648	White	#7328
Dark Blue	# 2051	Red	#2793
Green	#2030		

Deviation from the pre-approved colors above will be considered by landlord on a case by case bases.

In cases where Tenant is part of a national or regional chain whose graphics are a part of a registered trademark, in which case said Tenant would be allowed a letter color in accordance with their corporate specifications.

Secondary Signs

No secondary sign allowed.

PYLON SIGNS



* Any changes made to existing pylon signs must follow the above design concept.

Size

- Sign Area not to exceed 125 s.f.
- 4" Minimum horizontal and vertical margins to edge of panel.
- 10" Minimum sign panel height with a 6" minimum letter height.

Illumination

Aluminum background with push-thru acrylic and routed out details.

Copy

- Limited to company name or one generic item of information.
- Custom logos and fonts to be approved by Landlord.

Colors

All Sign colors shall be selected from the following list:

Blue #2648 OR Dark Blue # 2051

Deviation from the pre-approved colors above will be considered by landlord on a case by case bases.

In cases where Tenant is part of a national or regional chain whose graphics are a part of a registered trademark, in which case said Tenant would be allowed a letter color in accordance with their corporate specifications.

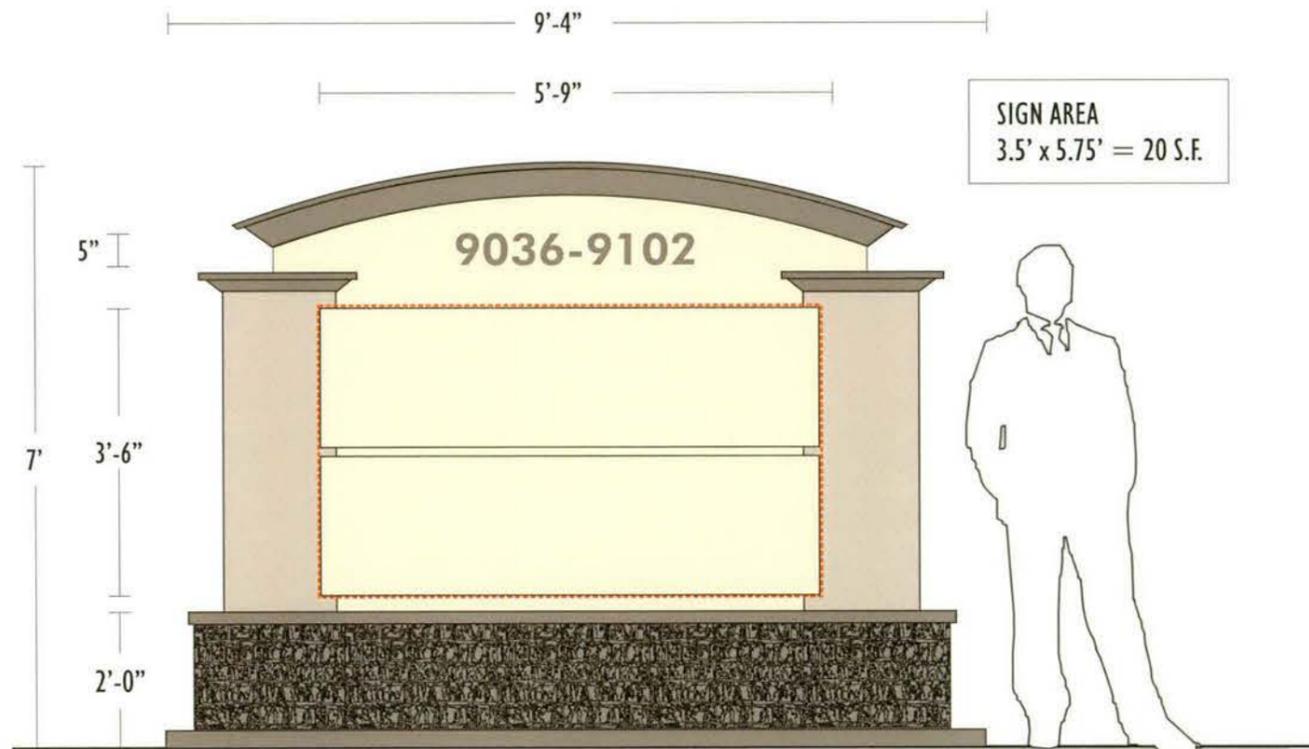
Panel background color : To be considered by landlord on a case by case bases.

Decorative Stone features to be: Ledgestone Series by Coronado Stone Prod.

Weathered Edge - Aspen



MONUMENT SIGNS



* Any changes made to existing monument signs must follow the above design concept.

Size

- Sign Area not to exceed 30 s.f.
- 2" Minimum horizontal and vertical margins to edge of panel.
- 10" Minimum sign panel height with a 6" minimum letter height.

Illumination

Aluminum background with push-thru acrylic and routed out details.

Copy

- Limited to company name or one generic item of information.
- Custom logos and fonts to be approved by Landlord

Colors

- All Sign colors shall be selected from the following list:
 - Blue #2648 OR Dark Blue # 2051
- Deviation from the pre-approved colors above will be considered by landlord on a case by case bases.
- In cases where Tenant is part of a national or regional chain whose graphics are a part of a registered trademark, in which case said Tenant would be allowed a letter color in accordance with their corporate specifications.
- Panel background color shall be:
- Decorative Stone features to be: Ledgestone Series by Coronado Stone Prod. Weathered Edge - Aspen

