



City of Huntington Beach
**DESIGN REVIEW BOARD
ACTION AGENDA**

**THURSDAY, SEPTEMBER 8, 2011
HUNTINGTON BEACH CIVIC CENTER
2000 MAIN STREET, LOWER LEVEL, ROOM B-8
3:30 P.M.**

ROLL CALL: Renato Haug, Samuel Heritage (Absent), Kathleen O'Connor-Phelps, Erik Peterson, Michael Spaulding

- A. PUBLIC COMMENTS:** None.
- B. AGENDA ITEMS:** (Procedure: Staff Presentation, DRB Disclosures, DRB Discussion, Applicant Comments, Final Comments, Motion/Vote)

B-1 DESIGN REVIEW NO. 11-014 / PLANNED SIGN PROGRAM NO. 04-007R (CVS WINDOW GRAPHICS / THE STRAND SIGN PROGRAM AMENDMENT)

Applicant: Don Kim, Icon Signs, 10156 Sharon Circle, Rancho Cucamonga, CA 91730

Property Owner: Anna Padilla, CIM Group, 155 5th Street, P100, Huntington Beach, CA 92648

Request: **DR:** Review the design, colors, and materials of window graphics for CVS/pharmacy (Suite No. 175). **PSP:** Review an amendment to Planned Sign Program No. 04-007 by increasing the maximum letter height of wall signs from 24 inches to 36 inches for corner anchor tenants of Suite No. 175 (currently CVS/pharmacy).

Project Location: 155 5th Street, Suite No. 175, 92648 (southeast corner of Pacific Coast Highway and 6th Street)

Recommended Action: Recommend Approval to the Director of Planning and Building

Project Planner: Ethan Edwards, Associate Planner

A MOTION WAS MADE BY PETERSON, SECONDED BY SPAULDING TO RECOMMEND APPROVAL TO THE DIRECTOR OF PLANNING AND BUILDING DESIGN REVIEW NO. 11-014 / PLANNED SIGN PROGRAM NO. 04-007R

VOTE: 4-0-1 (HERITAGE ABSENT)

B-2 DESIGN REVIEW NO. 11-012 (SEACLIFF VILLAGE SHOPPING CENTER FACADE)

Applicant: Eileen Burton, Shea Properties, 130 Vantis, Suite 200, Aliso Viejo, CA 92656

Property Owner: Seacliff Village LLC, 130 Vantis, Suite 200, Aliso Viejo, CA 92656

Request: Review the design, colors, and materials of a new color palette for the shopping center exterior façade.

Project Location: 7201 Yorktown Avenue, 92648 (northeast corner of Yorktown Avenue and Goldenwest Street)

Recommended Action: Recommend Approval to the Director of Planning and Building

Project Planner: Tess Nguyen, Associate Planner

A MOTION WAS MADE BY SPAULDING, SECONDED BY O'CONNOR-PHELPS TO RECOMMEND APPROVAL TO THE DIRECTOR OF PLANNING AND BUILDING DESIGN REVIEW NO. 11-012

VOTE: 4-0-1 (HERITAGE ABSENT)

B-3 DESIGN REVIEW NO. 11-013 / PLANNED SIGN PROGRAM NO. 11-002 / SIGN CODE EXCEPTION NO. 11-002 (BEACH PROMENADE SHOPPING CENTER SIGNS)

Applicant: Richard Christie, Promotional Signs, 3301 S. Susan Street, Santa Ana, CA 92704

Property Owner: SAS Development, 21190 Beach Boulevard, Huntington Beach, CA 92648

Request: **DRB:** To review the design, colors, and materials of a planned sign program and a sign code exception for a multi-tenant commercial center. **PSP:** To establish a planned sign program for a multi-tenant commercial center. **SCE:** To permit (a) 5 freestanding signs in lieu of the maximum allowed 3 freestanding signs for the commercial center, (b) 1 freestanding sign at the height of 40 ft. in lieu of the maximum allowed 20 ft., (c) 1 freestanding sign at 132 sq. ft. in lieu of the maximum allowed 100 sq. ft., (d) 2,054 sq. ft. of wall signs in lieu of the maximum allowed of 200 sq. ft. for the entire site, (e) 272 sq. ft. of wall signs in lieu of the maximum allowed of 172 sq. ft. for Building A (70 sq. ft. on Building A south elevation and 30 sq. ft. on Building A west elevation), (f) a 42 sq. ft. wall sign for Suite A-2 to be located at Suite A-1 on Building A south elevation (off-premise sign), (g) a 42 sq. ft. wall sign for Suite A-2 to be located at Suite A-1 on Building A east elevation (off-premise sign), (h) a 30 sq. ft. wall sign for Suite A-1 on Building A west elevation (additional sign), (i) total parking lot facing signs (189 sq. ft.) to exceed the total street facing signs (85 sq. ft.), (j) 291 sq. ft. of wall signs in lieu of the maximum allowed of 244 sq. ft. for Building F to permit wall signs for the second floor office tenants (47 sq. ft.), (k) 3 walls signs (1 primary, 2 secondary) per elevation in lieu of the allowed 1 wall sign (primary) for Buildings C, E, and I to permit identification of separate business entities within the leasehold, (l) 3 directional wall signs attached to the drive-thru canopy on Building I, and (m) exposed neon illumination on pad tenant and shop tenant wall signs.

Project Location: 21022-21190 Beach Boulevard, 92648 (southeast corner of Beach Boulevard and Atlanta Avenue)

Recommended

Action: Recommend Approval with Modifications to the Director of Planning and Building

Project Planner: Tess Nguyen, Associate Planner

A MOTION WAS MADE BY HAUG, SECONDED BY SPAULDING TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 11-013 / PLANNED SIGN PROGRAM NO. 11-002 / SIGN CODE EXCEPTION NO. 11-002 (APPLICANT'S REQUEST) WITH STAFF'S RECOMMENDED MODIFICATIONS TO THE DIRECTOR OF PLANNING AND BUILDING

VOTE: 4-0-1 (HERITAGE ABSENT)

C. DRB MEMBER COMMENTS/ISSUES

None

D. ADJOURN TO THE OCTOBER 13, 2011 REGULAR MEETING

Appeals

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the Design Review Board's action is final unless an appeal is filed to the Planning Commission by the applicant or an interested party. The appeal must be in writing and must set forth, in detail, the action and grounds by which the applicant or interested party deems themselves aggrieved. The appeal must be accompanied by a filing fee of One Thousand, Seven Hundred, Twenty Five Dollars (\$1,725) if the appeal is filed by a single family dwelling property owner appealing the decision on their own property and Two Thousand, Two Hundred, Fifty Two Dollars (\$2,252) if the appeal is filed by any other party. The appeal shall be submitted to the Secretary of the Planning Commission within ten (10) calendar days of the date of the Design Review Board's action. Design Review Board actions that are listed as 'Recommendation to the Director of Planning and Building, 'Zoning Administrator', or 'Planning Commission' under the Recommended Action are non-appealable, since final action is taken by the stated body.