



# NOTICE OF PUBLIC HEARING

**NOTICE IS HEREBY GIVEN** that on **Thursday, February 15, 2018, at 3:30 p.m.** or soon thereafter as the matter shall be heard, a public hearing will be conducted in the Corona del Mar Conference Room (Bay E-1st Floor) at 100 Civic Center Drive, Newport Beach. The Zoning Administrator of the City of Newport Beach will consider the following application:

**Hyatt Regency Sign Program** - The applicant proposes a comprehensive sign program and associated modification permit:

1. Comprehensive Sign Program:
  - a. Request to authorize signage at the Hyatt Regency Hotel site.
2. Modification Permit:
  - b. Request to allow a ground identification sign to exceed the maximum allowed height, where a comprehensive sign program only allows an increase of 20% above the maximum height standard. The monument sign proposed at the corner of Birch Street and MacArthur Boulevard is 9.17 feet, approximately 129% percent higher than the 4-foot maximum height limit.
  - c. Request to allow a wall sign to exceed the maximum area by more than 30%. The proposed wall sign that faces the corner of Birch Street and MacArthur Boulevard would be 183 square feet (approximately 34% larger than the 136 square foot sign area allowed).

The project is categorically exempt under Section 15311, of the State CEQA (California Environmental Quality Act) Guidelines - Class 11 (Accessory Structures).

All interested parties may appear and present testimony in regard to this application. If you challenge this project in court, you may be limited to raising only those issues you raised at the public hearing or in written correspondence delivered to the City, at, or prior to, the public hearing. Administrative procedures for appeals are provided in the Newport Beach Municipal Code Chapter 20.64. The application may be continued to a specific future meeting date, and if such an action occurs, additional public notice of the continuance will not be provided. Prior to the public hearing, the agenda, staff report, and corresponding documents will be available by end of business day on the Friday preceding the public hearing, and may be reviewed at the Community Development Department Permit Center (Bay C-1st Floor), at 100 Civic Center Drive, Newport Beach, California, CA 92660 or at the City of Newport Beach website at [www.newportbeachca.gov/zoningadministrator](http://www.newportbeachca.gov/zoningadministrator). Individuals not able to attend the meeting may contact the Planning Division or access the City's website after the meeting to review the action on this application.

For questions regarding this public hearing item please contact Liz Westmoreland, Assistant Planner at 949-644-3234, [lwestmoreland@newportbeachca.gov](mailto:lwestmoreland@newportbeachca.gov).

**Project File No.:** PA2017-244

**Activity No.:** CS2017-018; MD2017-010;

**Zone:** Newport Place Planned Community – Hotel Site 1 (PC11)

**General Plan:** MU-H2 (Mixed Use Horizontal)

**Location:** 4545 MacArthur Boulevard

**Applicant:** Swain Sign