

Attachment H

Written Correspondence

Blumenthal, David(Contractor)

From: Niall Saunders <niall@architectsoc.com>
Sent: Monday, June 15, 2020 10:07 AM
To: City Clerk's Office
Subject: Nonconforming Sign Code Amendment - PA2019-184

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Re: Project File No.: PA2019-184 / Activity No.: CA2019-007 and LC2019-005

Dear City Clerk and Newport Beach City Council,

I write regarding the upcoming June 23, City Council meeting to extend an amortization period for nonconforming signs. I wish to offer my support in favor of extending the deadline for the removal of such signs to October 27, 2025, or much longer if possible.

I am both a local NB resident and architectural business owner, having been located here since 1996 and in business our current address since 2013. In the case of Saunders + Wiant Architects, we hold a modest sign slot on the marquee at 2700 W. Coast Highway. Although not a primary source of business referral, it is nonetheless an important signifier to clients and visitors alike that our business exists and thrives here. In fact the sign as a whole provides clean, well-contained and attractive evidence of business vitality at this complex. It is in keeping with all properly constructed, lively and well maintained signage along the Mariners Mile business corridor.

Without any viable alternative for like-replacement, I wish to express my strong opposition to removal of our building signage. The signs have existed at 2700 W. Coast Hwy. for many, many years - one could say they have become an integral part of the street landscape. We consider the sign vital to our business interests.

Thank you.

Sincerely,

--

Niall F. Saunders AIA RIBA
Saunders + Wiant Architects
2700 West Coast Highway, Suite 200,
Newport Beach, CA. 92663

Tel: (949) 721 0730
Fax: (949) 721 0767

www.architectsoc.com

Blumenthal, David(Contractor)

From: Keith Karlsen <kkarlsen@visitingangels.com>
Sent: Monday, June 15, 2020 10:20 AM
To: City Clerk's Office
Cc: Keith Karlsen; Ned McCune
Subject: Signage at Mariners Mile 2700 W Coast Hwy

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hello,

I would like to specifically request that the current signage at 2700 W Coast Hwy be permitted to remain in place and as is.

The signage is tasteful and gives a solid representation to those that see it from PCH.

It is also very important to all our businesses, and mine in particular during this time, so that all can see where there are some currently deemed essential services that are provided for seniors and their families in the Newport Beach community.

Thank you for your consideration.

Sincerely,
Keith Karlsen

Keith Karlsen

Owner and Managing Director | Visiting Angels Newport Beach and South Orange County

A: 2700 W Coast Highway Suite 220, Newport Beach, CA 92663

P: 949-524-3077 **F:** 877-324-1899

E: kkarlsen@visitingangels.com **W:** www.visitingangels.com/nb

CA License: #304700183



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Blumenthal, David(Contractor)

From: Sonia Frey <schnucki1@cox.net>
Sent: Monday, June 15, 2020 5:30 PM
To: City Clerk's Office
Subject: Visages sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

To
City Clerk of Newport Beach,
I have been at this location since 1987 and with covid 19 worries and the effects that are following for our businesses I think removing or changing the signages on our Mariners Mile building is a bad idea.
The sign is facing coast hwy. which gives my business as well as many other tenants a visible and only exposure to the public. It looks clean and tidy and has been there for many decades ! The city of Newport Beach has a lot of personality and charme , not like the planned and boring Irvine !
Thank you,
Visages By Sonia
2700 west coast hwy#270
Newport Beach,Ca.92663

Sent from my iPad

3840 East Coast Highway
Corona Del Mar, CA. 92625

Telephone 949-675-4487
Fax 949-675-4456
Email: dmieng@aol.com

June 16, 2020

Office of City Clerk
City Hall
P.O.Box 1768
Newport Beach, Ca. 92658-8915

RE: NON CONFORMING SIGNS MEETING OF JUNE 23, 2020

I am the owner of the building at 3840 East Coast Hwy which I lease a portion To the Nagisa Restaurant which has been here since 1980. We have had all of our site plans and necessary permits approved since 1980

The restaurant has never had anyone complain about our sign and it is not overpowering. We have always been a good neighbor with all of our neighbors for Over thirty years.

The recent Coivid-19 virus has been a tremendous financial burden on all businesses in this area. This is not the time to add additional cost to any business.

Please extend the sign amortization.

Thank You

Pete J. Duca P.E.



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DEVELOPMENT

MAR 23 2020

048 115 07

Dino Clarizio

1412 Orlando Dr

Arcadia, CA 91006-2107

CITY OF

NEWPORT BEACH

CITY OF NEWPORT BEACH

100 Civic Center Drive

Newport Beach, California 92660

949 644-3200

newportbeachca.gov/communitydevelopment

3/18/20

our property is

500 Balboa has

March 12, 2020

taken down the

sign 1/30/2020

know that!!

The liquor

store sign

should stay!

Subject: Request for comment on proposed extension of deadline to remove nonconforming signs

Dear Dino Clarizio:

Chapter 20.42 of the Newport Beach Municipal Code (NBMC) regulates the type, size, and location of signs within the City of Newport Beach. This includes provisions on the removal of legally built signs that do not comply with the current code (nonconforming signs). NBMC Sections 20.42.140.A and 21.30.065.E require the following types of signs to be removed from all properties in the City no later than October 27, 2020:

1. Roof signs;
2. Pole signs;
3. Internally illuminated signs with a translucent face;
4. Signs with letters, text, logos, or symbols taller than permitted by the Zoning Code; and
5. Signs that exceed seventy-five (75) square feet in total sign area.

In a citywide survey, your property located at **500 E Balboa Blvd** has been identified as having a nonconforming sign that is subject to the October 27, 2020 removal deadline. The City of Newport Beach is now considering a proposal to extend this deadline.

The City seeks public comment from impacted property owners and businesses on a proposed Code Amendment that would modify NBMC Sections 20.42.140.A and 21.30.065.E to grant additional time to remove nonconforming signs.

David Jalali
P. O. Box 8412
Newport Beach, CA. 92658
Phone: (949)433-5626
Email: dave@jalali.com
Date: March 14, 2020

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MAR 23 2020

David Blumenthal, AICP
Planning Consultant
City of Newport Beach
100 Civic Center Drive.
Newport Beach, CA. 92660

CITY OF
NEWPORT BEACH

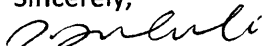
Dear David Blumenthal, AICP:

I am a long time resident and business owner in the City of Newport Beach. Referenced to your letter, a copy of which is attached, and your request to remove the 30 years old PERMITTED street sign for my Property at 6000 W. Coast HWY. Newport Beach, CA. 92663, the building consists of 5 stores, conducting various trades, which significantly depend on the exposure, which this sign provides to financially survive. Removal of this sign will not only cause the existing five businesses hardship but also significant financial damages to the building value and desirability. This sign was installed almost three decades ago and should be grandfathered due to the hardship that it will cause. Not only the survival of the small businesses in the strip depends on this sign but also it is very expensive to have this sign removed. During these tough economic times, it is unfair to expect the building owner and or the existing businesses to cover the removal cost due to survival hardship. Removal of this monumental sign, which not only adds to the beauty of the city but also helps a few small businesses to survive to create employment and city tax revenues, will create unbearable financial burden to cause hardship. Are these tradeoffs that we really want to make? Having said:

1. Please consider an exception due to the existence of this sign for years before the adaption of the new city codes (grandfather). As it has been for many other existing structures in the City.

I am looking forward to your help.

Sincerely,



David Jalali



CITY OF NEWPORT BEACH

100 Civic Center Drive
Newport Beach, California 92660

949 644-3200
newportbeachca.gov/communitydevelopment

BUSINESS OWNER
6000 COAST HWY W
NEWPORT BEACH, CA 92663

March 12, 2020

Subject: Request for comment on proposed extension of deadline to remove nonconforming signs

Dear Sir or Madam:

Chapter 20.42 of the Newport Beach Municipal Code (NBMC) regulates the type, size, and location of signs within the City of Newport Beach. This includes provisions on the removal of legally built signs that do not comply with the current code (nonconforming signs). NBMC Sections 20.42.140.A and 21.30.065.E require the following types of signs to be removed from all properties in the City no later than October 27, 2020:

1. Roof signs;
2. Pole signs;
3. Internally illuminated signs with a translucent face;
4. Signs with letters, text, logos, or symbols taller than permitted by the Zoning Code; and
5. Signs that exceed seventy-five (75) square feet in total sign area.

In a citywide survey, your business located at **6000 COAST HWY W** has been identified as being located on a property with a nonconforming sign that is subject to the October 27, 2020 removal deadline. The City of Newport Beach is now considering a proposal to extend this deadline.

The City seeks public comment from impacted property owners and businesses on a proposed Code Amendment that would modify NBMC Sections 20.42.140.A and 21.30.065.E to grant additional time to remove nonconforming signs.

Please submit your written comments prior to April 2, 2020. Comments may be emailed to dblumenthal@newportbeachca.gov or mailed to:

City of Newport Beach - Community Development Department
Attn: David Blumenthal, AICP
100 Civic Center Drive
Newport Beach, CA 92660

If you have any questions, please feel free to email me at the above listed email address, or call me at (949) 644-3204.

Sincerely,

A handwritten signature in black ink, appearing to be 'David Blumenthal', written over a horizontal line.

David Blumenthal, AICP
Planning Consultant



NATCAT

Founded in 1968

The National Cat Protection Society

Non-Profit Cat Shelter

6904 W. Coast Highway • Newport Beach, CA 92663 • Tel: (949) 650-1232 • FAX (949) 650-7367
email: newport@natcat.org • www.natcat.org

March 20, 2020

City of Newport Beach
Community Development Department
Attn: David Blumenthal, AICP
100 Civic Center Drive
Newport Beach, CA 92660



Re: Proposed Extension of Deadline to Remove Non-Conforming Signs

Dear Mr. Blumenthal,

The National Cat Protection Society (NatCat) has been a staple of the Newport Beach community since 1994. Throughout those 26 years, NatCat has prided itself on compassion, consistency, and community involvement. We receive calls and letters from all over the county but our core supporters are located here, in Newport Beach. Over the years, our building and sign have become iconic, much like our neighbors at The Frog House, Cucina Alessa, and NBC Cafe.

Enforcing this code would have a severely negative impact on our organization for several reasons:

- (1) The NatCat sign bears historical significance, uniqueness, and charm that remain a classic example of craftsmanship style from decades ago. The old marquee aesthetic, welcoming invitation to volunteers and a call for people to "Be Kind to [their] Pets" have all become essential components of the Newport Beach experience. A drive up Pacific Coast Highway would not be the same without picturesque beaches, Ruby's Diner, and the NatCat sign. For all intents and purposes, the NatCat sign should be designated a Heritage Sign and be allowed to remain despite its status as non-conforming.
- (2) As an independent non-profit, we rely exclusively on donations to continue operating. Individuals who have been casually passing by have noticed our sign, seen our facility, and decided - then and there - to adopt a cat, make a donation or even add us to their last will and testament. Removing our sign may have an abrupt and decidedly negative impact on the number of individuals who discover our facility, which is already strained due to the current economic climate.
- (3) The COVID-19 virus has altered nearly every aspect of our business. Requiring us to remove the sign at this time is commercially unreasonable and would impose undue hardships on our organization.

Page 1 of 2

Shelters • Adoptions • Retirement Center

No cats ever sold for vivisection

23-51



Founded in 1968

The National Cat Protection Society

Non-Profit Cat Shelter

6904 W. Coast Highway • Newport Beach, CA 92663 • Tel: (949) 650-1232 • FAX (949) 650-7367
email: newport@natcat.org • www.natcat.org

NatCat strongly supports a code amendment that would grant additional time to remove non-conforming signs and seeks consideration regarding a Heritage Sign designation.

Kindest Regards,

Wade Golden, J.D.
Sr. Operations Director
National Cat Protection Society
6904 W. Coast Highway
Newport Beach, CA 92663
(949) 650-1232
www.natcat.org

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MAR 30 2020

CITY OF
NEWPORT BEACH



City of Newport Beach - Community Development Department
Attn: David Blumenthal, AICP
100 Civic Center Drive
Newport Beach, CA 92660

March 26, 2020

Subject: Request for comment on proposed extension of deadline to remove nonconforming signs

Dear Mr. Blumenthal,

Thank you for notifying us that our business was sited in a *survey* pertaining to nonconforming signs. Our building and two signs have been @ 200 A Street since 1948 and have never had an issue with building codes. We work with the city on many levels and always follow a strict city compliance. I find it hard to believe that our signs are nonconforming since the signs in adjacent businesses are larger and taller. Our signs are on our single level roof, are not on a pole, do not have internal illumination, and I believe meet all R2 zoning regulations. We look forward to hearing from you regarding this matter.

Sincerely,

Alison Ryffel
Club Secretary

**THE CANNERY, LLC, 1901 Bayadere Terrace, Corona del Mar, CA
92625, phone 714-814-8142, jack@croul.com**

March 28, 2020

City of Newport Beach - Community Development Department
Att: David Blumenthal, AICP
100 Civic Center Drive
Newport Beach, CA 92660

RECEIVED BY
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DEVELOPMENT

MAR 31 2020

CITY OF

NEWPORT BEACH

Re: Request for comment on proposed
extension of deadline to remove
nonconforming signs

Dear Mr, Blumenthal

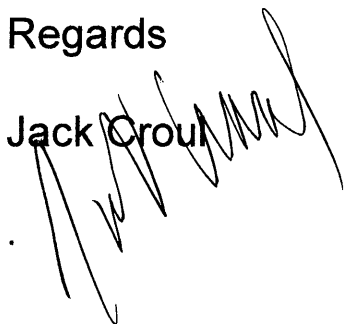
I request that the proposed Code Amendment grant additional time to
remove nonconforming signs.

Further, I request that we can continue to have the signage in place
that was approved by the Planning Commission Modification Permit
No.2001-113 at its meeting on January 3,2002.

Attached are seven documents regarding that 2002 meeting.

Regards

Jack Croul





CITY OF NEWPORT BEACH

P.O. BOX 1768, NEWPORT BEACH, CA 92658-8915

PLANNING DEPARTMENT
(949) 644-3209

NOTICE OF FINAL APPROVAL

COPY

DATE: February 8, 2002
TO: Mr. Jeff Reuter
FROM: Planning Director
SUBJECT: Modification Permit No. 2001-113

Please be advised that Modification Permit No. 2001-113 (PA2001-204) was reviewed and approved by the Planning Commission at its meeting of January 3, 2002. Any deviation from the applications and plans on file in the Planning Department may require an amendment to the application(s) mentioned above for the project.

Applicant: Steve Herbert

Location: 3010 Lafayette Avenue

Description: Appeal of the approval of Modification Permit No. 2001-113. The applicant requests relief from one condition of approval.

Should you have any questions, please contact our office.

Very truly yours,
PLANNING DEPARTMENT
Patricia L. Temple, Director

By Ginger Varin
Ginger Varin

Executive Secretary Planning Commission

Enclosure: ☐ Approved Resolution with Findings and Conditions of Approval
☒ Approved Planning Commission minutes with Final Findings and Conditions of Approval

cc: Property Owner (if not applicant)

Gvarin\PlanComm\ntcefftpc.doc

3300 Newport Boulevard, Newport Beach

**City of Newport Beach
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January 3, 2002**

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Commissioner Agajanian noted he would not be in support of the project, as he sees no special circumstances that warrant the approval of a variance.

Commissioner Kiser noted he would be in support of the project due to the changes that have been made by the applicant with the understanding that the neighboring property owner is here and has seen these plans as far as they go and believes that she will be given the reciprocal easement that is needed. I want to make sure that Ms. Hirsch understands that no matter how much deliberative effort we put into this tonight, she is giving a very significant property right here in the reciprocal easement and should feel no hesitation whatsoever to make sure the project exactly meets her needs before agreeing to give that reciprocal right. It is not something that needs to be acted on hastily and she should feel no compunction whatsoever to make sure the project exactly meets her needs. I am comfortable with what we have in front of us tonight in the way of plans and information in the way of approving this project, I no longer feel with the revised project that it is giving special preference to this property. I am somewhat uncomfortable that we only have two sheets out of the four of the plans in front of us tonight, we don't have elevations. With the amount of time I have spent at looking at the property, the plans and reviewing it at the last meeting, I am marginally comfortable approving it without those two sheets. I would like to see a site plan on what this final revised project is, but in the interest of not having this back again and because I don't think that with all the considerations given we have to have those things I will be voting for it.

The following vote was recorded on the application:

Ayes: Kiser, Tucker, Gifford, Kranzley, Selich
Noes: McDaniel, Agajanian

Commissioner Selich noted his concern of the setback for the property at 407 Dahlia. He then submitted a sketch of the two parcels that was prepared by staff. He stated that this points out the reasons why we need variances on these lots that are reconfigured from the original subdivision pattern. Basically what you see are two interpretations on what the setback would be in the rear property. Discussion then followed on the need for independent judgment and discretion per lot and not just a strict application of the Zoning Law.

The Planning Commission took a five-minute break.

SUBJECT: **The Cannery Restaurant**
 3010 Lafayette Avenue
 • **Modification Permit No. MD2001-113 (PA2001-204)**

Item No. 3
PA2001-204

Request to permit the installation of a 52 square foot wall sign over an entry

Appeal Upheld

**City of Newport Beach
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portico. This will be the fifth wall sign on the building where the Zoning Code limits the site to a maximum of three wall signs. Existing wall signs are located on four separate faces of the building. The proposed sign will be the second wall sign facing the on site parking lot.

Ms. Temple distributed a picture of the front of the restaurant as provided by the applicant. She noted that the sign in question is the one on the left, which says 'The Cannery Restaurant' in block lettering. Continuing, she gave a brief summary of the staff report adding that the applicant is asking for a new wall sign. The existing sign program for the restaurant consists of four wall signs, where the new Balboa Peninsula Sign Regulations allow no more than three. In making their action, the Modifications Committee thought that in approving a new sign over the main entrance, that the total number of wall signs should not be increased. Therefore, the other wall sign on the same façade is the new wall sign was required to be removed by condition. What is being proposed by the applicant is a different sign over the entry, which is depicted on page 15 of the staff report.

Commissioner Agajanian, referring to page 16 of the staff report, asked for and received clarification of the siting of the signs.

Chairperson Tucker clarified that the applicant previously had four painted on wall signs, a painted on sign above the entry as well as another sign above the entry for a total of 6 signs while the restaurant was opened?

Ms. Temple answered that there was a total of 4 signs and they have a right to add a monument sign for the property in the front.

Mr. Campbell stated that the last page of the Sign Program has the colored renderings, there is a schematic of the building locating the positions and types of each of the existing signs.

Mr. Jack Croul, 1901 Bayadera Terrace stated that he bought the Cannery property two years ago because the owner of the property was planning on tearing it down and building residential units. I thought it would be a tragedy for the City to have the Cannery disappear. It is a symbol and icon of the old days of Newport Beach. Newport was at one-time an active fishing village with four canneries. There are very few reminders of the old days in our City today. I don't want the Cannery to disappear from the City and I am planning on placing it in a foundation so that it will remain for future generations to enjoy. For the past year, we have been remodeling the Cannery. It will be a beautiful restaurant and outside we are trying to change it as little as possible to keep its existing character. We have been required to make a few changes to the outside to meet current building codes. For example, for seismic protection the outside stairway on the side facing the Bay is now a structural member to support the building along with a large steel framework that had to be installed inside the building. The photo I gave to you is the way the Cannery has looked for almost thirty years and up to the time we started the remodel. Regarding the signage, historically there has been a sign on each of three sides of the building and the fourth side, which is the

**City of Newport Beach
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front, has had two signs. There has always been five signs. We are simply asking you to let us continue this practice of this signage pattern. One change to this is that we want to replace the sign over the entrance with a fresh sign. I ask that you keep the outside of the building the same with one updated sign. The key is we are not asking for an additional new sign, just the same old number of signs that we have always had. If it has been acceptable for almost 30 years to have two signs on the front of the building, we would hope you would let us continue to do this particularly in light of the fact that we are trying to continue a historical tradition. I feel the signage on historic buildings is an important issue for the City. There has to be some flexibility for historic buildings.

Commissioner Kiser clarified with the applicant the proposal is to eliminate the large red circular sign with Western Cannery Co. and the small dark sign below it and replace them with illuminated channel letters sign.

Commissioner Selich asked why the circle was going to be removed.

Mr. Croul answered that the circle will be continued on the water side, but we thought we needed some sort of change to show that it is a new operation and things are going to be different.

Public comment was opened.

Steve Herbert, operator of the Cannery stated he has worked on this project for a year and a half. He noted that the Western Cannery sign has been removed because the structure was unsafe and had to come down. That is the only reason we added a new sign. There is a red Western Cannery sign on the oceanside. That is the only new feature on the outside, even the paint will remain the same.

Ms. Temple stated that when the City adopted the Balboa Peninsula Sign Regulations included, among other provisions, were specific limitations on the number of wall signs per building. Whenever a sign is removed that is legally non-conforming you lose the right to that non-conformity. Adding a new sign means that the applicant has to come back for an approval. In this particular case, the Modifications Committee did take a conservative view that there were at the time 4 wall signs and that the applicant should not increase that number. It is documented that there have been more signs on the walls in the past.

William Bluerock, 611 Lido Park Drive spoke in favor of the project. He noted the Cannery is an icon in the community. He asked that the Commission approve the application.

Bill Hamilton, 3620 Fifth Ave. spoke as the past owner/operator of the Cannery for 26 years. After he sold the property, he was so enthused that Mr. Croul was going to save the building that he gave him the name Cannery Restaurant. The wall lettering is part of the architectural significance of the building and adds considerable value to the property. Many local artists have painted this building signs and all. The public would give overwhelming support to a decision to allow

all existing wall signage to stay and it certainly receives my support. I hope that you allow them to keep the signage to represent the historic significance of the building.

Kevin Weeda, 429 30th Street spoke as the majority property owner surrounding the restaurant. He urged the Commission to approve this sign as it is a nice landmark for the community and the owner has made a commitment to the property.

Jeff Rooter, representing Corporate Designs clarified that there were six signs on the walls originally. The size of the red sign is immense and they are significantly reducing the overall square footage of signage by taking both those signs down and putting up a smaller one over the entrance.

Russ Fluter, 2025 West Balboa Blvd. spoke in support of the application and asked that the signage be allowed.

Public comment was closed.

Commissioner Kiser clarified with staff that the Balboa Peninsula Sign Regulations includes this property. If this signage is approved, will it be in conformance with the Sign Ordinance?

Ms. Temple answered that an approval of this application is for a modification for an increased number of wall signs pursuant to the Code.

Commissioner Gifford noted that she does not support this application. She applauds the owner for his concern about the community and obviously putting his money on the line to support that, however, he has clearly recognized that there have to be changes. The interior is being remodeled, the Western Cannery Co. sign although it may not count as a sign under our Sign Ordinance, has been removed and if there is anything in my mind that creates historical significance it would be the reference to the Western Cannery. There was a great deal of effort to establish a Sign Ordinance to bring Balboa Peninsula into a place where we would not be 'over-signed,' and have well designed signs and sufficient signage for buildings. I don't think that there is a need for an exception to be made here. There was a mis-statement about signs that don't have to be removed for fifteen years. If they are taken down, then you start from ground zero. Malarky's has its signs in place. This sign would now be an exception to the Sign Ordinance and I just don't think there is anything particularly special about the nature of that signage. The restaurant is very visible, nobody is going to miss it because there is a smaller illuminated sign and not this wall sign. I am in support of implementing the provisions of the Sign Ordinance.

Commissioner Selich noted his support of the application as he doesn't consider these wall signs, as signs in the typical way we consider them. This is a very unusual building and they are as much a part of the architectural style of the building as they are a sign. The one that fronts on the Bay that has Western Cannery, even though it makes reference to the restaurant, may not be considered a sign. I think

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a significant investment is being made in preserving a significant part of the City's heritage.

Motion was made by Commissioner Kiser to uphold the appeal of the approval of Modification Permit No. 2001-113 by eliminating Condition No. 5. He stated he is very sensitive to signage, however he looks at this as a historical part of Newport Beach. The signs fit the building so well.

Commissioner Kranzley stated that these are signs. We will probably be hearing something from another merchant in the near future and whether that is a sign or not. If we sit here tonight and talk about Western Cannery on a side of a building not being a sign, I don't think we are serving our purpose very well. I am supportive of the appeal, somewhat reluctantly because a lot of time has been spent on the Peninsula and on the signs. This isn't technically a historical building, because I think the building was only built in 1972.

Commissioner McDaniel noted he was going to support the motion. He noted however in the testimony tonight that it was going to be kept the same but we are going to change it by making it smaller and a different sign. I am confused on some of that but this is the Cannery and I would like to support it for all the reasons. There are concerns here, but I will support the motion.

Chairperson Tucker noted that there are too many signs on the front of it and I would have done it the opposite way. I don't think the illuminated sign that is going up should have been approved. I like the sign that is on the exterior of the building that's not illuminated other than by a spotlight. However, that is not the issue before us. I am supporting the motion.

Ayes: McDaniel, Kiser, Agajanian, Tucker, Kranzley Selich
Noes: Gifford

* * *

SUBJECT: **Beacon Bay Auto Wash, Newport Place**
 4200 Birch Street
 • **PA2001-200**

**Item No. 4
PA2001-200**

Request for a Use Permit (UP2001-035) to reconfigure and improve an existing service station and auto wash. The improvements include demolition and reconstruction of the detail building as well as redesign and replacement of the gas dispensing islands and canopy. The proposed project also includes the partial conversion of an existing landscape buffer into additional tandem parking spaces.

Approved

Commissioner Kiser asked if there were any concerns about the reflectivity of the roofing materials.

Mr. Weber noted that this was mentioned to the architect and while it had not finalized, a condition has been included regarding reflectivity, that there be no bare exposed metal and is subject to the Planning Director's review and approval.



From: Barbara Dove <bjdcpa@msn.com>
Sent: Wednesday, April 29, 2020 10:39 AM
To: Planning Commissioners; Blumenthal, David(Contractor)
Subject: Rooftop signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Planning Commissioners:

Barbara J. Dove, CPA has been in business in Corona del Mar for four years. I would like to voice my concerns regarding removing the roof signs in Corona del Mar. I strongly object to the removal. I have received several new clients from locals due to the signage. It is value to my business and critical for many others. I hope that you will extend the use of the signs. With the current crises it is more important than ever.

Please let me know if you have any questions. Be well and stay safe!

Thank you,

Barbara J. Dove, CPA
Wertz & Company, LLP
Mailing address:

5450 Trabuco Rd.
Irvine, CA 92620-5704
949-756-5000 Irvine office
949-756-1618
bdove@wertzco.com

Secondary address:
3810 E Coast Hwy, Ste 5
Corona del Mar, CA 92625-2543
949-673-1040 telephone
949-673-1041 fax
714-321-1117 cell
bjdcpa@msn.com

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From: bradford kuish <kuishb@yahoo.com>
Sent: Tuesday, April 28, 2020 9:36 AM
To: Blumenthal, David(Contractor)
Cc: Valerie Kerr
Subject: Extension of Amortization Period for Non Conforming Signs (Revised)

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

PLEASE FORWARD TO STAFF

Dear Planning Commission:

As a property owner in the Village of Corona Del Mar, it is my position that the small businesses and entrepreneurs in our community need every advantage they can to survive in a changing retail world. The monument signs provide value to the small businesses in Corona Del Mar and perhaps even hope; an opportunity to garner recognition, identity and even economic sustenance. It gives each one of them some minor chance to eke out clients in a world dominated by mega-retailers such as Amazon, Walmart, Walgreens and Home Depot.

Also, it seems THE LAST THING GOVERNMENT SHOULD BE DOING IN THIS TIME OF UNPRECEDENTED ECONOMIC STRESS (COVID19) IS REMOVING ANY SOURCE OF SUSTENANCE OR INCOME. Eliminating the tenant signs will clearly reduce their identity, visibility and to some degree, their clients. Why make their businesses more difficult, reduce their patronage, reduce their potential clients and reduce their revenue at a time like this. It makes no sense. Businesses are already stressed. Does the City of Newport Beach think it prudent to make it worse???

I do not support removing the monument signs, certainly not in the short run and probably not in the long.

Let's help the mom and pop entrepreneurs rather than harm them. Keep the signs.

On another note, I would also suggest delaying the hearing until you can have a true public hearing. Having one by e-mail or write in does not constitute a true public forum or allow the voice of the people to be heard.

A seminal moment for the revolution and the founding of our country was based on an objection to taxation without representation.

Well, ruling or making laws or decisions on public matters without the full participation of the public is similar and certainly lacks full representation. It's well down the slippery slope to be functioning from the bog or shade.

Best,

Bradford Kuish
Principal

[3800 East Coast Hwy](#)
[Corona Del Mar, CA 92625](#)

phone [949.723.2050](#)

From: Campbell, Jim
Sent: Tuesday, April 28, 2020 8:33 AM
To: Blumenthal, David(Contractor)
Subject: FW: non-conforming signs : 1495 Superior Avenue. Newport Beach CA



Email correspondence.

JIM CAMPBELL
Community Development Department
Deputy Community Development Director
jcampbell@newportbeachca.gov
949-644-3210

From: mirala@aol.com <mirala@aol.com>
Sent: Monday, April 27, 2020 4:51 PM
To: Planning Commissioners <PlanningCommissioners@newportbeachca.gov>
Cc: Kimberly.Parenzan@7-11.com
Subject: non-conforming signs : 1495 Superior Avenue. Newport Beach CA

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Respected Madam(s) / Sir(s) ,

I have received, via email, the attached notice.

I wish to submit my comments for your kind review and consideration :

Grace And Goodwill Enterprises LLC acquired the property at 1495 Superior Avenue on March 30th 2015, without the knowledge of this long-pending matter in regard to signs.

I am of the strong opinion that my tenant, 7-Eleven, needs to maintain appropriate and adequate signage which displays their presence at this location. As you may be aware, 7-Eleven has been at this property since approximately 35 years. The signs at this location are standard 7-Eleven signs, which are present at all 7-Eleven locations. These signs are not overly big, and neither are they causing any nuisance.

Therefore, I am requesting that this municipal code be rescinded in its entirety, or that the location at 1495 Superior Ave be granted a permanent exemption from this municipal code.

Respectfully

Sunil Lalwani
Grace And Goodwill Enterprises LLC
1349 South Broadway
Los Angeles CA 90015
tel 213 746 4853

David Jalali
P. O. Box 8412
Newport Beach, CA. 92658
Phone: (949)433-5626
Email: dave@jalali.com
Date: Wednesday, March 18, 2020

David Blumenthal, AICP
Planning Consultant
City of Newport Beach
100 Civic Center Drive.
Newport Beach, CA. 92660

Dear David Blumenthal, AICP:

I am a long time resident and business owner in the City of Newport Beach. Referenced to your letter, a copy of which is attached, and your request to remove the 30 years old PERMITTED street sign for my Property at 6000 W. Coast HWY. Newport Beach, CA. 92663, the building consists of 5 stores, conducting various trades, which significantly depend on the exposure, which this sign provides to financially survive. Removal of this sign will not only cause the existing five businesses hardship but also significant financial damages to the building value and desirability. This sign was installed almost three decades ago and should be grandfathered due to the hardship that it will cause. Not only the survival of the small businesses in the strip depends on this sign but also it is very expensive to have this sign removed. During these tough economic times, it is unfair to expect the building owner and or the existing businesses to cover the removal cost due to survival hardship. Removal of this monumental sign, which not only adds to the beauty of the city but also helps a few small businesses to survive to create employment and city tax revenues, will create unbearable financial burden to cause hardship. Are these tradeoffs that we really want to make? Having said:

1. Please consider an exception due to the existence of this sign for years before the adaption of the new city codes (grandfather). As it has been for many other existing structures in the City.

I am looking forward to your help.

Sincerely,

David Jalali

March 29, 2020

City of Newport Beach - Community Development Department
Attn: David Blumenthal, AICP
100 Civic Center Drive
Newport Beach, CA 92660

RE: Response to extension of deadline to remove nonconforming signs
2613 Newport Blvd, Newport Beach, CA 92663

Dear David Blumenthal:

I have received your letter dated March 12, 2020 regarding the extension of deadline to remove nonconforming signs for the referenced property above. Please extend the deadline to remove the nonconforming signs later than October 27, 2020. Our business depends on the signage for visibility within the community. The signage includes a lightbox that helps illuminate the area. Without the signage, it would impose danger to others and us. In addition, we recently had the signage remodelled for the reason mentioned earlier.

I would greatly appreciate it if you would reconsider our situation and extend the deadline to a later date. Our business has been here in Newport Beach for nearly 30 years and I hope a mutual consensus can be made so that we may continue our business for many years to come. Thank you for taking the time to read this response letter. Please let me know if you have any questions.

Best regards,
Catherine Tran

From: Edson, Kirk <Kirk.Edson@cit.com>
Sent: Thursday, April 23, 2020 4:34 PM
To: Blumenthal, David(Contractor)
Cc: Dinna Lugiman (DLugiman@idsrealestate.com)
Subject: Nonconforming sign extension requested - City of New Port Beach

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

David –

It has been brought to my attention that there is a sign ordinance issue at the OneWest Bank branch located at 3700 E Coast Hwy, Corona Del Mar, CA 92625.

Please understand I just received this notice and I require some time to address the matter. Also, due to the short notice and with the uncertainties of Covid-19 and not knowing how long restrictions may be imposed, I'm not sure when we can get to this project.

Please grant us a sufficient extension period to get us well beyond the uncertain Covid-19 period, as well as enough time to complete the project.

Thank you.

Kirk E. Edson
Vice President
Corporate Services
OneWest Bank,
A division of CIT Bank NA.
C: (626) 255-5387
75 N Fair Oaks Avenue
Pasadena, California, 91103
www.cit.com

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From: cynthia <cynthiacdm@cox.net>
Sent: Monday, April 06, 2020 4:44 PM
To: Blumenthal, David(Contractor)
Subject: FW: signage 2900 Newport Blvd

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April 6, 2020

Dear Mr. Blumenthal,

I received your letter regarding the signs on the property located at 2900 Newport Blvd Newport Beach. The illuminated signs which are currently on the roof and in the planter were existing when the property was purchased in 1998 and I believed that there were permits on file at the City,

Over time the various tenants changed the acrylic façade per restaurant businesses but since I thought the signs were conforming I did not require that they change the encasement. The property has now been vacant for the past two years. It is a financial hardship for me to pay the taxes, insurance, flood insurance, utilities, maintenance and repairs, in addition to the in lieu parking fees which I pay the City \$2,700.00 annually. It would be a relief to not be required to incur more costs to make the changes I have a tenant and cash flow. Additionally I am the full time caregiver in my home for my 90 year old mother and it is difficult to leave her and take on a new project. That being said I do go to the property daily (with mom waiting in the car) and verify everything looks presentable for potential tenants and just planted new flowers, bulbs and new soil to add to the curb appeal.

Unfortunately due to the corona virus I am concerned that I may not find a tenant for sometime until the restaurants are able to reopen. I would appreciate your consideration in extending the deadline and forgive me for this late response. I called the city a few weeks ago but was unable to speak with you directly and the planner told me to email you directly. Please let me know which signs are non-conforming and what the signs should look like going forward. Thank you.

Best regards,
Cynthia Klanian
(949) 610-6568

From: Bencharat Morarit <bencharat@mindprossage.com>
Sent: Monday, April 06, 2020 3:39 PM
To: Blumenthal, David(Contractor)
Subject: Business Sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal,
my name is Bencharat Morarit and I am the business owner of Mind Prossage, a business located at 3617 Coast HWY E Suite B in Corona del Mar.
We have received your letter about non conforming signs.
Apologies for writing late but the last 3 weeks have been really chaotic with the business closure, social distancing and uncertainty on when it will be possible to re-open again.
I am writing you to inquiry about the reasons our sign is considered non conforming. We went through the full approval of the city for every minimal detail when we opened the business back in 2012 (including site visits to check out everything) and we had no issues with that. Actually even the business previously located at our location address had exactly the same sign (we just re-made it identical with our business name) for several years.
This is going to be a tough time for small businesses due to the inability to be open, running multiple costs with no revenues at all and we would like to get a better understanding before incurring in further costs.

Thank you in advance and looking forward to your reply.

Bencharat Morarit
bencharat@mindprossage.com
(949) 630-5559

From: Art <cdmpease@sbcglobal.net>
Sent: Thursday, April 02, 2020 3:13 PM
To: Blumenthal, David(Contractor)
Subject: Fw: Request for comment on proposed extension of deadline to remove non-conforming signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

----- Forwarded Message -----

From: Arthur Pease <arthurpease58@gmail.com>
To: "cdmpease@sbcglobal.net" <cdmpease@sbcglobal.net>
Sent: Thursday, April 2, 2020, 3:03:00 PM PDT
Subject: Request for comment on proposed extension of deadline to remove non-conforming signs

I am opposed to enforcing the city sign ordinance at 408 32nd Street Newport Beach requiring non-conforming sign removal.

The cost of new signs is exorbitant and unaffordable for most small businesses of one or two employees. In my case the existing business impacted by your request for change could not be afforded.

Going forward we do not know what the economic impact will be on such a small scale business. I therefore request you eliminate the demand for change on the existing non-conforming signs and allow the signs to continue into use as built. The existing non-conforming signs have not created any negative impact on the neighborhood or community. Any changes should be left to the discretion of the property owner and business owner at such time as they request a sign change. At that time consideration of the guidelines from the sign ordinance would be implemented. I feel this is a proper and adequate solution the city council should consider and implement.

Thank you for your consideration.

Sincerely,

Arthur Pease

408 32nd Street

Newport Beach

From: Colin Berger <colinberger@gmail.com>
Sent: Thursday, April 02, 2020 2:41 PM
To: Blumenthal, David(Contractor)
Subject: Extension non confirming sigs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear David I just received your letter today as it was sent to Golden Mardikian LLC

the property owners address We at the CAR SPA at 1200 West Coast Hwy have been closed for the past 16 days due to the rainy weather and the Coronavirus stay at home order

WE seeks businesses on a proposed Code Amendment that would modify NBMC Sections

20.42.140.A and 21.30.065 to grant additional time to remove nonconforming signs or consider our sign as confirming as the sign cost us in excess of \$25000 and the cost to remove it would be very costly and further more with our business being closed due to the Corana virus stay at home order

We hope you will consider our comments Thanking you Colin Berger Director THE CAR SPA

--

Colin Berger

From: CLASSOF47 <classof47lounge@gmail.com>
Sent: Thursday, April 02, 2020 12:12 PM
To: Blumenthal, David(Contractor)
Subject: Comment re: extension of deadline to remove allegedly nonconforming signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal:

On March 12, 2020 you sent a letter addressed to the Building Owner of the business located at 209 Palm St, Newport Blvd., Newport Beach, CA 92661 requesting comment on a proposed extension of the deadline to remove nonconforming signs pursuant to some alleged NBMC Sections 20.42.140A and 21.30.065.E.

The business located at that address is Class of 47. I am the owner of Class of 47. I am sending you this email in response to your letter dated March 12, 2020.

Class of 47 believes that it would be a wise move on behalf of the City of Newport Beach to grant additional time for the removal of any allegedly nonconforming signs. Class of 47 believes that, at a minimum, the deadline should be extended from October 27, 2020 to "indefinitely". Indeed, Class of 47 is of the position that any such NBMC should be revoked and/or otherwise be eliminated in their entirety. There should be no such law on the books. Nor, should the City make any effort or attempt to try to enforce any such NBMC.

Class of 47 has been located at 209 Palm St., Newport Beach, CA since March 1, 1977. The business has operated in that location continuously since its grand opening almost 43 years ago. Class of 47 is a historic and iconic part of the history of Newport Beach. Due to its location in the heart of Balboa Village at the entrance and exit of the Balboa Ferry. Class of 47 is also a very significant part of the history of Newport Harbor. The sign was originally installed in the mid 1960's, Kelly's Steak House.

Class of 47 has had prominent signage in place throughout its long history. That signage is as much a part of the history of Newport Beach and Newport Harbor as is the Tavern named Class of 47, itself.

Any attempt to "scrub" or rewrite the history of Newport Beach or the history of Newport Harbor by attempting to force Class of 47 to remove or modify its historic signs is a disgrace. We also believe that it is unconstitutional.

We believe that it would be most unwise for the City of Newport Beach to have such a rule on its books. We also believe that it would be even more unwise for the City of Newport Beach to attempt to enforce such an unconstitutional and disgraceful statute.

So, yes, the City of Newport Beach should, at a minimum, indefinitely delay enforcement of any such alleged code section. But, more importantly, the City of Newport Beach should eliminate any such code sections. Such code sections, if they do exist, never should have been enacted in the first place.

Thanks,

Patrick Conners

3345 Newport Blvd., Suite 204

Newport Beach CA 92663

(949) 566-9375 Office

(949) 554-5725 Cell

(866) 784-7341 Fax

<http://www.farmersagent.com/pconners>

--

Pat Conners

CLASS OF 47

209 Palm St.

Newport Beach, CA 92661

Ph: (949)554-5725

Fx: (866)784-7341

From: Jeff Kennard <lymansbay@gmail.com>
Sent: Wednesday, April 01, 2020 5:47 PM
To: Blumenthal, David(Contractor)
Subject: Comment on sign removal

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

I am the owner of 6480 West Coast Hwy. and because of the Coronavirus my comment would be to postpone the non conforming sign removal indefinitely. Business and life changes are severe and the cost of removal and replacing with a new sign would not be possible at this time or for the foreseeable future for me or my tenant. Hopefully business will rebound in the future where such costs could be considered. This Coronavirus has been crippling to small business and hopefully we can bounce back but business right now is scary bad! It would be very helpful to us if this sign issue could be postponed to a later date when business, hopefully, returns to profitability.

Thank you so much for your letter for comments and consideration, it is extremely appreciated.

Owner, Brian Kennard

Sent from my iPad

From: Alvin Ta <Alvin.Ta@unionbank.com>
Sent: Wednesday, April 01, 2020 5:00 PM
To: Blumenthal, David(Contractor)
Subject: Union Bank Newport Beach - Extension of deadline to remove nonconforming signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal:

On behalf of MUFG Union Bank, our businesses located at **1501 Westcliff Dr (Westcliff)** and at **396 Superior Ave (Superior)** have been identified with a nonconforming sign that is subject to the October 27, 2020 removal deadline.

Union Bank Westcliff

The building top signage at this location is essential for visibility of the branch to existing clients and the community at large. Union Bank is a regional Bank that needs visibility afforded to other national banks. Due to the architecture and design of the building, signage visibility from the street and adjacent area are only available from the upper portion of the building. Due to this unusual sightline, it is imperative for this sign to remain in order to maintain visibility.

Union Bank Superior

The Pole Sign at our Superior location is essential as we have very limited signage at this location due to the architecture of the building itself. We feel that this sign helps not only our customers know where we are located, but the community at large as we are a regional bank with ties to the community for over many years. The intersection of Superior and Placentia Ave have virtually no other signage visibility but for this pole sign.

Please grant additional time to remove nonconforming signs. In addition, these signs were legally approved and permitted. If the signs need to come down, who should pay for this.

Thanks very much for considering our request to extend this deadline and answering our question.

Sincerely,

Alvin Ta
JLL | Project Management
Contractor
Supporting Corporate Real Estate at MUFG Union Bank, N.A.
M +1 626.543.3211
Alvin.Ta@unionbank.com | www.JLL.com

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From: Meussner, John <John.Meussner@am.jll.com>
Sent: Wednesday, April 01, 2020 4:58 PM
To: Blumenthal, David(Contractor)
Cc: coxtim1947@gmail.com; Meussner, John
Subject: RE: Request for Extension to Remove Nonconforming Signs.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

I'm happy an extension, however long, will be put in place. I'll be sure to update the BofA branding team after I speak to a planner.

Thank you and have a great day!

John Meussner
M +1 714 454 4034

From: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Sent: Wednesday, April 1, 2020 4:49 PM
To: Meussner, John <John.Meussner@am.jll.com>
Cc: coxtim1947@gmail.com
Subject: [EXTERNAL] RE: Request for Extension to Remove Nonconforming Signs.

John,

We are moving forward with a code amendment to extend the deadline for removal of the nonconforming signs. Until this amendment moves through the public hearing process, we cannot guarantee how long it will be extended for. Having said this, please call the planning counter at (949) 644-3204 to discuss the sign refresh with a planner.

DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204



Please consider the environment before printing this email

From: Meussner, John <John.Meussner@am.jll.com>
Sent: Tuesday, March 31, 2020 10:40 AM
To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Cc: coxtim1947@gmail.com; Meussner, John <John.Meussner@am.jll.com>
Subject: Request for Extension to Remove Nonconforming Signs.
Importance: High

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hello David –

I hope all is well in these interesting times we are all going through.

I received the attached letter regarding a nonconforming sign at the BofA mentioned within it. I reached out to the banks branding team and this was their response;

Bank of America in 2019 began a multi-year program to rebrand its financial centers with its new branded signage in a refreshed and updated design. The bank would respectfully request an extension of up to five years of the deadline for conforming to the new sign regulations. It is anticipated that permit requests to update the Corona Del Mar site would be submitted to the City well in advance of an extended deadline for conforming the updated signage regulations, but given the bank's over 4300 financial centers and over 3000 remote ATMs this will give the bank time to respond to these new regulations. In the near term the bank would like to proceed with refreshing the existing signs (primarily via repainting) to improve the look of those signs pending the rebranding effort.

Please advise if we can move forward with this game plan.

Thank you and have a great day!!

John Meussner
Facility Manager
JLL Bank of America
275 Valencia Ave
Brea CA 92823
M +1 714 454 4034
www.jll.com



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From: Jamie Duarte <jduarte@duarte-law.com>
Sent: Wednesday, April 01, 2020 4:51 PM
To: Blumenthal, David(Contractor)
Subject: Comment re: extension of deadline to remove allegedly nonconforming signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal:

On March 12, 2020 you sent a letter addressed to the Business Owner of the business located at 2318 Newport Blvd., Newport Beach, CA 92663 requesting comment on a proposed extension of the deadline to remove nonconforming signs pursuant to some alleged NBMC Sections 20.42.140A and 21.30.065.E.

The business located at that address is Woody's Wharf. I am the attorney for the owners of Woody's Wharf. I am sending you this email in response to your letter dated March 12, 2020.

Woody's Wharf believes that it would be a wise move on behalf of the City of Newport Beach to grant additional time for the removal of any allegedly nonconforming signs. Woody's Wharf believes that, at a minimum, the deadline should be extended from October 27, 2020 to "indefinitely". Indeed, Woody's Wharf is of the position that any such NBMC should be revoked and/or otherwise be eliminated in their entirety. There should be no such law on the books. Nor, should the City make any effort or attempt to try to enforce any such NBMC.

Woody's Wharf has been located at 2318 Newport Blvd., Newport Beach, CA since June 1, 1965. The business has operated in that location continuously since its grand opening almost 55 years ago. Woody's Wharf is a historic and iconic part of the history of Newport Beach. Due to its location on the harbor front, Woody's Wharf is also a very significant part of the history of Newport Harbor.

Woody's Wharf has had prominent signage in place throughout its long history. That signage is as much a part of the history of Newport Beach and Newport Harbor as is the restaurant/bar named Woody's wharf, itself.

Any attempt to "scrub" or rewrite the history of Newport Beach or the history of Newport Harbor by attempting to force Woody's Wharf to remove or modify its historic signs is a disgrace. We also believe that it is unconstitutional.

We believe that it would be most unwise for the City of Newport Beach to have such a rule on its books. We also believe that it would be even more unwise for the City of Newport Beach to attempt to enforce such an unconstitutional and disgraceful statute.

So, yes, the City of Newport Beach should, at a minimum, indefinitely delay enforcement of any such alleged code section. But, more importantly, the City of Newport Beach should eliminate any such code sections. Such code sections, if they do exist, never should have been enacted in the first place.

Thanks,

Jamie Duarte

Duarte & Associates

245 Fischer Ave., Ste. A-1

Costa Mesa, CA 92626

Phone: (714) 545-4800

E-mail: jduarte@duarte-law.com

From: Holly Broxterman <hollyb@loungegroup.com>
Sent: Wednesday, April 01, 2020 12:40 PM
To: Blumenthal, David(Contractor)
Cc: Mario Marovic
Subject: Request to Extend: Non-conforming Sign October Deadline

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi David,

We are in receipt of the attached notice for signage changes requested at 106 22nd St.

Although this sign hasn't changed for years, we appreciate your associate Chelsea's explanation that the amortization for sign code changes from 10 years ago will be ending in October and enforced soon.

Due to recent business closures and public health changes since the date of this notice, we kindly request to postpone or extend the October 27th deadline for removal.

Thank you for your understanding. Your guidance in proceeding as we approach the deadline would be greatly appreciated.

Holly Broxterman
Real Estate
Lounge Group

3334 E Coast Highway #418 Corona Del Mar, CA 92625

tel: 949.675.1913 | email: hollyb@loungegroup.com | web: www.loungegroup.com



From: Grace Dove <doveperch@sbcglobal.net>
Sent: Tuesday, March 31, 2020 1:52 PM
To: Blumenthal, David(Contractor)
Cc: Campbell, Jim
Subject: Extension of Time-Nonconforming Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Mr. Blumenthal, following are my comments, as requested, on the proposed extension of time of deadline to remove non conforming signs:

I support an extension of time. This deadline was included with a study of all signs more than 10 years ago. Pole signs were a minor consideration and punted. The requirement has long been forgotten by most business/property owners along with the opportunity for a sign to be considered for historic status.

Time is needed for sign owners to do any research necessary to achieve historic status and for the City to review and consider applications. Should someone decide to remove a sign, time is needed to contract for removal and to design and permit a replacement. Pole signs are found in the older parts of the City and outside of areas controlled by CC&Rs with design requirements. The buildings were placed, often on small lots, in consideration of locating a ubiquitous pole sign and will not be easily replaced.

This deadline for removal comes at an especially bad time for burdening owners of small properties and of small businesses. Compliance will be expensive at a time when businesses are closed or experiencing reduced revenues. Once they are able to operate, time will be necessary to recover or for the property to find a replacement tenant. They also will need the identity provided by a familiar sign. Likewise the City staff and decision makers will be occupied with the unexpected tasks of planning for an anticipated and substantial reduction in revenues.

This is a time to encourage and facilitate recovery not to burden it. Please consider a substantial extension of time to comply with or reconsider this obscure requirement.

Thank you for the opportunity to comment.

[Sent from AT&T Yahoo Mail for iPhone](#)

From: carsoni@cox.net
Sent: Tuesday, March 31, 2020 1:20 PM
To: Blumenthal, David(Contractor)
Cc: Eric Carson; Bob Carson
Subject: Fwd: Nonconforming Sign Removal Extension Request

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

City of Newport Beach – Community Development Department

Attn: David Blumenthal, AICP

100 Civic Center Drive

Newport Beach, CA 92660

Dear Mr. Blumenthal:

We are writing in response to your March 12, 2020 letter requesting comment from property owners and others impacted by the nonconforming sign removal ordinance. We own the property located at 3050 East Coast Highway in Corona Del Mar. We believe the City should be focusing primarily on economic growth and take off the table for the foreseeable future any actions with the real or perceived potential to have adverse economic consequences to our local community. Therefore, we request that the City of Newport Beach postpone enforcement of the ordinance to remove nonconforming signs for no less than an additional five years – to October 27, 2025.

Yours very truly,

Bob Carson

Eric Carson

Hugh Carson Family, LLC

29 Chapital

San Clemente, CA 92672

Owners of 3050 East Coast Highway, Corona del Mar

From: Meussner, John <John.Meussner@am.jll.com>
Sent: Tuesday, March 31, 2020 10:40 AM
To: Blumenthal, David(Contractor)
Cc: coxtim1947@gmail.com; Meussner, John
Subject: Request for Extension to Remove Nonconforming Signs.

Importance: High

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hello David –

I hope all is well in these interesting times we are all going through.

I received the attached letter regarding a nonconforming sign at the BofA mentioned within it. I reached out to the banks branding team and this was their response;

Bank of America in 2019 began a multi-year program to rebrand its financial centers with its new branded signage in a refreshed and updated design. The bank would respectfully request an extension of up to five years of the deadline for conforming to the new sign regulations. It is anticipated that permit requests to update the Corona Del Mar site would be submitted to the City well in advance of an extended deadline for conforming the updated signage regulations, but given the bank's over 4300 financial centers and over 3000 remote ATMs this will give the bank time to respond to these new regulations. In the near term the bank would like to proceed with refreshing the existing signs (primarily via repainting) to improve the look of those signs pending the rebranding effort.

Please advise if we can move forward with this game plan.

Thank you and have a great day!!

John Meussner
Facility Manager
JLL Bank of America
275 Valencia Ave
Brea CA 92823
M +1 714 454 4034
www.jll.com



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From: zu-hsiung hsiao <outpost1@att.net>
Sent: Saturday, March 28, 2020 11:34 AM
To: Blumenthal, David(Contractor)
Subject: Sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal:

My name is Zu-Hsiung Hsiao (Tony), and I am the owner of the property located at 6110 W. Coast Hwy and

The Outpost Liquor store which sits on the property. I am writing in response to your letter dated March 12, 2020

regarding Request for comment on proposed extension of deadline to remove nonconforming signs.

In this unprecedented time, the COVID-19 situation is affecting the communities in which you and I live and work.

Unfortunately, my business is not immune to the financial crisis brought on the COVID-19 and the Safe At Home Order.

Although as an essential business we are able to operate, our business is expected to suffer severe financial loss. The time

and expenditure required to remove the sign before October 27, 2020 would be an impossible mission. Not only I am uncertain

when and if the sign vendor would be able to open for business, the extra cost of removal would impose an undue financial

burden. The foreseeable result would be to layoff employees or filing bankruptcy.

I have served the Newport Beach communities since 1985, and it has been an honor and pleasure

to serve the Newport Beach communities. The Outpost Liquor store is not just a convenience store: it is also an indispensable

community center where neighbors gather to collect information and to support each. My services are even more indispensable during the current

global pandemic.

For all of the above reasons, I request that the City to modify NBMC Sections 20.42.140 A and 21.30.065 E to grant additional time to remove

nonconforming signs. This would allow me more time and finance to focus on what I do the best to serve and care for my beloved Newport

Beach communities.

Thank you for your time and consideration.

Stay safe and stay healthy.

Sincerely,

Zu-Hsiung Hsiao (Tony)

The Outpost Liquor Store

Caywood Realty Inc.

March 28, 2020

From: Erin Alonso <erinalonso5@icloud.com>
Sent: Friday, March 27, 2020 2:12 PM
To: Blumenthal, David(Contractor)
Subject: Re: Nonconforming signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

I have a building in Orange, a while ago they were offering grants to help make the city look better. Many people took advantage of this. It was a win win.
Erin

Sent from my iPhone

On Mar 27, 2020, at 12:26 PM, Blumenthal, David(Contractor)
<dblumenthal@newportbeachca.gov> wrote:

Erin,

Thank you for your comment. The proposal will be to grant a multi-year extension. What do you mean when asking about a "beauty allowance"?

<image002.jpg>

DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204

<image003.gif>

-----Original Message-----

From: Erin Alonso <erinalonso5@icloud.com>
Sent: Wednesday, March 25, 2020 10:09 PM
To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Subject: Nonconforming signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

This deadline needs to be moved since it's very hard to do business now as it is. This won't be a trivial expense either. Does the city offer beauty allowances? This should be reconsidered next year.

Erin Alonso
310-863-5961

2430 W PCH
NEWPORT BEACH

Sent from my iPhone

From: coxtim1947@gmail.com
Sent: Friday, March 27, 2020 10:05 AM
To: Blumenthal, David(Contractor)
Subject: APN 459 192 10

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi David,

I am the landlord for the APN above located at 3140 E. Coast Hwy. in Corona Del Mar. I would be In favor of a proposal to extend the deadline of October 27, 2020 for removal of the nonconforming sign at this location. The current sign has a Sprint Cell Antenna located inside the sign and Sprint has been working on building a structure on the roof to house the antenna for the last year. They have still not come up with an approved plan for the new structure. I would be in favor of a one year extension to complete the transfer of the antenna to a new structure and removal of the sign.

Thank you for considering my proposal.

Tim Cox,
TJJ Cox Properties, LLC
760-519-7609

From: beaconservice@aol.com
Sent: Thursday, March 26, 2020 5:45 PM
To: Blumenthal, David(Contractor)
Subject: PROPOSAL FOR REMOVAL OF NONCONFORMING SIGNS

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

City of Newport Beach - Community Development Department

100 Civic Center Drive

Newport Beach, CA 92660

Attn: David Blumenthal, AICP

Dear Mr Blumenthal,

I am in receipt of your letter to Donna Adele Gallant Trust, the owners of the property at 1501 E. 16th Street, Newport Beach. Beacon Healthcare Services, Inc, d.b.a. Newport Bay Hospital has leased this property for the last 26 plus years. Newport Bay Hospital is the only Freestanding Acute Psychiatric Hospital in Orange County that is licensed by the State of California. Because of the uniqueness of the Hospital's Mental Health Programs, the catchment area for patients extends to San Louis Obispo, Fresno, Barstow, San Diego, as well as Los Angeles and Orange Counties. The subject sign has been in place for more than 20 years and is important for ambulance drivers, patients families and others who come from out of the area to be able to find the Hospitals location. The Hospital sits adjacent to the Environmental Nature Center which fortunately has a lot of foliage on 16th Street, but unfortunately blocks the view of the Hospitals entrance until a driver is past it.

I believe that a permit was issued by the City to install the sign originally, but I will need to do research in the Hospitals archives.

We respectfully request that the City of Newport Beach issue a Conditional or Special Use Permit such that the signage remains in place.

Regards,

Phyllis Parkhurst, Senior Vice President

Newport Bay Hospital

949-650-9750 W

949-887-1859 Cell

From: Tara Groover <mailgiftsandwine@yahoo.com>
Sent: Thursday, March 26, 2020 10:48 AM
To: Blumenthal, David(Contractor)
Subject: Request for comment on proposed extension of deadline to remove nonconforming sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Sir,

I am requesting for an extension on removal of sign.

Please let us know how our sign is not conforming with City's guidelines and how it can be corrected.

When we installed our sign, it was per our property manager's requirements which were following city's guidelines for store signs. They approved the sign after reviewing it.

Thank you,

Tara

***Mail, Gifts and Wine of Newport Beach
4533 MacArthur Blvd., Ste A
Newport Beach, CA 92660
Phone: (949)955-9171
Fax : (949)955-2066***

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Store Hours : M-Th 10-6, Fri 10-5, Sat & Sun Closed

From: Valerie Kerr <bradfordaccounting@gmail.com>
Sent: Thursday, March 26, 2020 10:31 AM
To: Blumenthal, David(Contractor)
Subject: Re: 3800 E. Coast Highway- Corona del Mar- Letter received

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi David,

Thank you for the prompt response. I am a bit confused, those signs have been in place since 1961. What exactly is nonconforming?

Thank you,

Valerie Kerr
c/o, 39 Beach View LK100, LLC
c/o, Pacific Riviera Collection, LLC
Phone (949) 547-9167

On 3/25/2020 11:52 AM, Blumenthal, David(Contractor) wrote:

Valerie,

It appears that the nonconforming signs are the roof signs.

Be advised, this proposal is to extend the deadline for removal of the signs. We are **not** asking for the signs to be removed at this time, but rather are working to give the signs additional time.



DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204



Please consider the environment before printing this email

From: Valerie Kerr <bradfordaccounting@gmail.com>
Sent: Wednesday, March 25, 2020 10:12 AM
To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Subject: 3800 E. Coast Highway- Corona del Mar- Letter received

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hello David,

We received a letter in the mail regarding non -conforming signs. Will you please tell which signs you are referring to?

I hope you are well and staying safe during this difficult time.

Thank you,

--

Valerie Kerr
c/o, 39 Beach View LK100, LLC
c/o, Pacific Riviera Collection, LLC
Phone (949) 547-9167

From: Robert Lee <boble1792@gmail.com>
Sent: Tuesday, March 24, 2020 12:54 PM
To: Blumenthal, David(Contractor)
Subject: Question about removing nonconforming sign - 4547 W Coast HWY

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hello,

My name is Robert. I am the owner's son of the business, Al Cappuccino, at 4547 West Coast Highway. I was shown a letter requesting a comment about the deadline for removing nonconforming signs.

I believe these signs should be allowed to be up for small businesses. Family owned businesses may not have the know-how or capital to recreate the necessary signs that are compliant with city regulations. The sign we have in our shop has been there for almost 20 years. It helps us to tell those looking in that we are open and what items we sell. These signs add a natural touch to a business and can help make the city unique.

Thank you for your time,

Robert

From: Joe Vallejo <joevallejo22@yahoo.com>
Sent: Monday, March 23, 2020 12:29 PM
To: Blumenthal, David(Contractor)
Subject: Fw: Signage

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Sorry I got your email address wrong have now resent it.

----- Forwarded Message -----

From: Joe Vallejo <joevallejo22@yahoo.com>
To: dblunenthal@newportbeachca.gov <dblunenthal@newportbeachca.gov>
Sent: Monday, March 23, 2020, 12:09:54 PM PDT
Subject: Re: Signage

On Friday, March 20, 2020, 05:43:14 PM PDT, Joe Vallejo <joevallejo22@yahoo.com> wrote:

Hello David,

I spoke with Liz in planning regarding the signage on my building at 1610 W. Coast Hwy, across from the Balboa Bay Club apartments. She said I should contact you.

I first rented part of the premises in 1972 and moved away in a different location for a few years and moved back in 1978 taking over most of the building till 2015. The signage was already in place, at that time and was sited by the city that it was non-conforming.

We presented our case to the City Council in 1978 and they approved the existing signs stating, that the location of the business in relation to the bend of Coast Hwy requires a sign that can be observed in either direction. (see enclosed minutes from the city). With constructed of the walk bridge coming in a few months that will further block our building going south makes the signage needed even more.

We have not had any complaints or contact with the city for 42 years regarding the signs.

Thank you for your consideration.

With Regards,
Joe Vallejo
Cell 949-677-5713

-----Forwarded Message-----

>From: Joe Vallejo <vallejogallery@earthlink.net>

>Sent: Mar 20, 2020 5:04 PM

>To: Vallejo Gallery <vallejogallery@earthlink.net>

>Subject: Signage

>

>

>

Sent from my iPhone

From: ALRON7099@aol.com
Sent: Friday, March 20, 2020 4:04 PM
To: Blumenthal, David(Contractor)
Cc: mhewitt@lawverdict.com; garen@korkerliquor.com;
jordan@arestaurantnb.com
Subject: Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal:

My husband and I are the property owners at 2325 East Coast Highway (Corona Del Mar Restaurant)
and the property at 2229 East Coast Highway (Korker Liquor)

I have received a notice dated March 12, 2020 concerning the signs at these properties.

I would request an opportunity to come in and meet with you to discuss why my tenants need these signs for their business, and especially now with the closures and social upheaval our community is experiencing.

When may I meet with you?

Or what steps do I need to take register our vehement opposition to removal of the signage, and have the signs stay?

Thank you for your attention on this matter,

Allyson Presta, Partner

Blackbird Investments, GP

PV 1984, GP

Phone 949-759-1275

Fax 949-759-1288

Mobile 949-874-1725

Email ALRON7099@AOL.COM

From: Kathy Humphries <kjh1rules@aol.com>
Sent: Friday, March 20, 2020 2:26 PM
To: Blumenthal, David(Contractor)
Subject: Re: Nonconforming signs, Newport Beach Code

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Thank you very much,

We are trying very hard to remove any unnecessary stress from our tenants.

Kathy Humphries
949 887-2232

-----Original Message-----

From: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
To: 'Kathy Humphries' <kjh1rules@aol.com>
Sent: Wed, Mar 18, 2020 3:56 pm
Subject: RE: Nonconforming signs, Newport Beach Code

Kathy,

Thank you for comment. The proposal is to amend the code and provide an automatic extension for removal of non-conforming signs. We will send additional notices to you as this request progresses through the public hearing process.



DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204



Please consider the environment before printing this email

From: Kathy Humphries <kjh1rules@aol.com>
Sent: Wednesday, March 18, 2020 1:58 PM
To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Subject: Fwd: Nonconforming signs, Newport Beach Code

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

-----Original Message-----

From: Kathy Humphries <kjh1rules@aol.com>
To: dblumenthal <dblumenthal@newportbeachca.gov>; propertyanalyst <propertyanalyst@brighthorizons.com>
Sent: Wed, Mar 18, 2020 1:56 pm
Subject: Nonconforming signs, Newport Beach Code

Dear Mr. Blumenthal,

My name is Kathy Humphries and my sister's and I own the property at 2500. W. Coast Hwy, Newport Beach, CA, 92663.

I am responding to the letter we received regarding our tenant, Bright Horizon's non conforming sign. We are respectfully asking for an extension of the proposed deadline for removal of the sign. Our tenant has spent a lot of money in designing a tasteful sign that as far as we can see has absolutely no negative effect on the property or the area.

In light of these trying times, it seems ridiculous to put business's under more financial stress that is unnecessary.

Please consider our position, right now we are all trying to pull together so I'm hoping this issue can be delayed for further consideration.

Thank you,

Kathy Humphries
949 887-2232

From: Kathy Humphries <kjh1rules@aol.com>
Sent: Wednesday, March 18, 2020 1:58 PM
To: Blumenthal, David(Contractor)
Subject: Fwd: Nonconforming signs, Newport Beach Code

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

-----Original Message-----

From: Kathy Humphries <kjh1rules@aol.com>
To: dblumenthal <dblumenthal@newportbeach.gov>; propertyanalyst
<propertyanalyst@brighthorizons.com>
Sent: Wed, Mar 18, 2020 1:56 pm
Subject: Nonconforming signs, Newport Beach Code

Dear Mr. Blumenthal,

My name is Kathy Humphries and my sister's and I own the property at 2500. W. Coast Hwy, Newport Beach, CA, 92663.

I am responding to the letter we received regarding our tenant, Bright Horizon's non conforming sign. We are respectively asking for an extension of the proposed deadline for removal of the sign. Our tenant has spent a lot of money in designing a tasteful sign that as far as we can see has absolutely no negative effect on the property or the area.

In light of these trying times, it seems ridiculous to put business's under more financial stress that is unnecessary.

Please consider our position, right now we are all trying to pull together so I'm hoping this issue can be delayed for further consideration.

Thank you,

Kathy Humphries

949 887-2232



From: davidvoss@cox.net
Sent: Wednesday, March 18, 2020 12:21 PM
To: Blumenthal, David(Contractor)
Subject: RE: No-Conforming Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi:

So basically the city somewhat snuck this code change in without consenting with property owners first? These signs on older buildings give 'value' to the older buildings. As I understood, old buildings would be grandfathered in until they are remodeled and then up to code. What's next, we need to add more parking per code? Slippery slope here. At considerable expense we went up to code for ADA compliance.

Why the push now? The old sign give CDM character. Again, these signs have a value, how does the city plan to reimburse the property owners for that value?

Will they pay to have the signs removed? In these unprecedented times, we will be 'lucky' to keep our tenants this year.

City needs to focus on helping business stay in business and not give reasons for tenants to want to relocate or get a way to get out of their leases.

Our Governor is doing all he can to make business move out of CA (fact). Let's not let Newport follow that example. Lead by example.

End of the day the city will dictate. It would be a help if the signs could be removed after leases are up and then city pays for removal (which will be costly)

TY

Dave

From: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Sent: Wednesday, March 18, 2020 12:08 PM
To: Dave Voss <dvoss@IrisCPG.com>
Subject: RE: No-Conforming Signs

A notice was not sent, which is why the City is one of the reasons the City is considering the extension.

DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov



949-644-3204



Please consider the environment before printing this email

From: Dave Voss <dvoss@IrisCPG.com>

Sent: Wednesday, March 18, 2020 12:04 PM

To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>

Subject: RE: No-Conforming Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi:

Yes. Need time. Also need the original notice that was sent to building owners notifying them that the code had changed. I don't remember receiving this, it would not have gone unnoticed.

Dave

David Voss
Director of Sales - West
Iris Brands
C: 949/494-1124
E: dvoss@irisCPG.com



From: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>

Sent: Wednesday, March 18, 2020 11:14 AM

To: Dave Voss <dvoss@IrisCPG.com>

Subject: RE: No-Conforming Signs

Hello Dave,

Thank you for your comments, and I understand your frustration. The proposal is to extend the deadline to give property owners additional time and proper notification. Based on your comments, is it correct to assume you would prefer the extension be over three years to give you time to work out the lease issues with tenants?

DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204



Please consider the environment before printing this email

From: Dave Voss <dvoss@IrisCPG.com>
Sent: Monday, March 16, 2020 3:01 PM
To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Subject: No-Conforming Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi:

My family has owned that property at 3641/3643/3645 East Coast Highway, CDM for over 40 years. We have always had these roof signs grandfathered in to the code. In these forty years, we have NEVER had an issue with the city. I learned today from the 'other' David at the NB number on your letter that in 2010 the code changed and we had 10 years to comply? Where is that original letter, need to see it.

To get a letter saying we are now not to code is ridiculous. Especially when the letter does not give us 'specific issues' with our signs. Are you asking us to remove them, replace them, modify them? Be specific! If it is just to remove, if that is the case, the next conversation will be representation. We have it in our leases to our lessee's these signs that have been legal for as long as we have owned the buildings. This diminishes the value of our property as these signs are an important part of their marketing. We do not want to remove them. IF we are forced to remove them or be faced with fines, then we need time to work them out of our lease agreements. Mine are usually 2-3 year in length depending on the unit. If I just go and take down the sign, I will be open to my tenants taking action on the lessor.

I would be glad to meet you at our building so you can specifically point out to me what is not to code. If it is something simple, I can address with my lessee's and we can address. If it is about removal of the signs, we have a much larger issue that may take time to rectify.

You can't just decide to change the rules in 2010 because you don't like the signs. That is 100% unfair and unjust without proper notice.

TY, Happy to go over this by phone as well.

TY

Dave

David Voss
C: 949/494-1124

From: mirala@aol.com
Sent: Tuesday, March 17, 2020 5:32 PM
To: Blumenthal, David(Contractor)
Subject: Fwd: Your letter dated March 12th re: SIGNS.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hello again Mr. David Blumenthal,

I received a return phone call back from Miss.Jocelyn, in response to a voice message which I had left earlier.

She indicated that there are three signs that were non-conforming at 1495 Superior Avenue... all three are with a translucent face, internally illuminated. She described the locations of the signs, so that I could tell which ones she was talking about.

She indicated that 10 years ago, the city council passed a resolution, granting upto October 27th 2020, for removal of the non-conforming signs, and now, before the due date, they wish to seek comment from businesses and property owners.

Grace And Goodwill Enterprises LLC acquired the property on 1495 Superior Ave on March 30th, 2015 without the knowledge of this matter in regard to signs.

I am of the strong opinion that my tenant 7-Eleven, needs to maintain appropriate and adequate signage which displays their presence at this location. As you may be aware, 7-Eleven has been at this property since approximately 35 years. Further, these signs are standard signs, which are present at all other 7-Eleven locations. These signs are not overly big, and neither are they causing any nuisance. Therefore, I am of the opinion that municipal code either be rescinded in its entirety, or that the location at 1495 Superior Ave be granted exemption from this municipal code.

Respectfully,

Sunil Lalwani

Grace And Goodwill Enterprises LLC

1349 South Broadway

Los Angeles CA 90015

tel 213 746 4853

-----Original Message-----

From: mirala <mirala@aol.com>

To: dblumenthal <dblumenthal@newportbeachca.gov>

Sent: Tue, Mar 17, 2020 4:46 pm

Subject: Your letter dated March 12th re: SIGNS.

Hello Mr. David Blumenthal

I received your letter dated March 12th (copy attached).

This is the first letter that I have received regarding the subject of signs.

Please, would you let me know which exact sign is the non-conforming sign at 1495 Superior Ave, and what exactly makes it non-conforming ?

Based on your reply, i can then take this up with the appropriate tenant, who will then respond to your request for public comment.

Thank You

Sunil Lalwani

Grace And Goodwill Enterprises LLC

1349 South Broadway

Los Angeles CA 90015

Tel 213 746 4853 (9:30 am to 6:30 pm M-F)

From: shelly@hilbertproperties.net
Sent: Tuesday, March 17, 2020 1:57 PM
To: Blumenthal, David(Contractor)
Subject: 4667 MacArthur Blvd. Monument sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal, I received your letter regarding our building signage. Although it was not specifically mentioned, I am assuming that you were referencing the monument sign on the street. We would like the sign to remain if at all possible. On most days the speed of traffic is such that motorists pass our building before they can see the address. The sign for Pacific Premier Bank is the most identifying aspect of the property. We don't necessarily need the sign to be illuminated, however. The Bank closes at 5 pm. Please keep us informed if the Code is amended or extended. Thanks!

Shelly Johnson
Hilbert Property Management
1300 Bristol Street North
Suite 190
Newport Beach, CA 92660
(949) 476-0104

From: peteduca@aol.com
Sent: Tuesday, March 17, 2020 9:41 AM
To: Blumenthal, David(Contractor)
Subject: non conforming sign at 3840 east coast hwy.

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Mr. David Blumenthal

Thanks for your reply. We would like to keep the existing sign without a deadline. This sign has been existing since 1979. We have provided on site parking and have conformed to all city requirements at that time. We have been a good neighbor with all the local residents for many years.

I was on the residents board of directors with Phil Sansone the mayor at that time and the main concerns were parking which has evolved into a major problem in Corona del Mar.

The city has issued permits to businesses which do not have any parking or less then code requirements, have doubled the density in Corona del Mar in the village without considering the impact on parking.

It is evident that the garages are being used for storage instead of parking cars.

They were blaming the commercial district for the parking but I would recommend taking a drive at 6 am in the morning on the streets in Corona Del Mar when the commercial area is not open and you will see all streets in the residential area without any parking available due to cars not parked in the garages.

I am sorry for getting away from the sign subject but that is not the problem that I can see for the city and the timing is very bad. Most of the businesses will be struggling financially in the very near future if they are not already in that situation due to the impact of the virus situation. Hope I didn't bother you but I have been in business for 47 years in Corona del Mar and have seen many good and bad times..

From: Pete <dmieng@aol.com>
Sent: Tuesday, March 17, 2020 4:21 AM
To: Blumenthal, David(Contractor)
Subject: Re: nonconforming sign at 3840 east coast hwy. corona del mar

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

David
Thanks for responding
We want to keep the sign as it is since 1980
Believe me we are going thru some financial times right now due to this virus especially restaurants

Thanks
Pete Duca

Sent from my iPhone

On Mar 16, 2020, at 2:09 PM, Blumenthal, David(Contractor)
<dblumenthal@newportbeachca.gov> wrote:

Pete,

Yes, it appears the sushi restaurant's wall sign is nonconforming because it is internally illuminated, but does not have an opaque background. Per [Newport Beach Municipal Code \(NBMC\) 20.42.060\(H\)\(2\)](#), "*Signs may be internally or externally illuminated. Internal illumination is permitted only if the sign background is opaque and the only portion of the sign that appears as illuminated is the actual lettering and/or a registered trademark or logo.*" The code currently requires that nonconforming signs, such as the wall sign for the sushi restaurant, be brought into compliance no later than 10/27/2020. The proposal is to extend the removal deadline and allow a longer time for these signs to be removed or changed.

When you say "*We would like to have everything remain as is,*" I'm I correct in assuming you are not proposing the existing deadline shall remain, but rather you want to keep the sign without a deadline?



DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204

Please consider the environment before printing this email

From: dmieng@aol.com <dmieng@aol.com>
Sent: Monday, March 16, 2020 8:49 AM
To: Blumenthal, David(Contractor) <dblumenthal@newportbeachca.gov>
Subject: nonconforming sign at 3840 east coast hwy. corona del mar

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Mr. Blumenthal

Received your letter concerning a non-conforming sign at 3840 East Coast Hwy in Corona Del mar of which I am the property owner since 1979.

My question is what sign are you referring to since the signs have been in place since 1979 on our conditional use permit.

We would like to have everything remain as is.

Very truly yours,

Pete J. Duca P.E.

From: MMY <mmymanagement@yahoo.com>
Sent: Monday, March 16, 2020 5:27 PM
To: Blumenthal, David(Contractor)
Cc: mmymanagement@yahoo.com
Subject: 3305 Newport signage

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

hi David .

thanks for the call back about the signage
the signage post has been there since the building was there
the tenants rely on that signage since the location is challenging and many cars just pass by since it's hard to locate
since the city took away the street parking in front of the stores when the redevelopment of the lido house hotel and areas surrounding, it has been hard for the businesses
we kindly ask that the city consider grandfathering the sign if possible and allow it

thanks for your consideration
grace Pak

Sent from my iPhone

On Mar 16, 2020, at 1:49 PM, Blumenthal, David(Contractor)
<dblumenthal@newportbeachca.gov> wrote:

Grace,

Below is my contact information.

<image002.jpg>
DAVID BLUMENTHAL, AICP
Community Development Department
Planning Consultant
dblumenthal@newportbeachca.gov
949-644-3204

<image003.gif>

From: Dave Voss <dvoss@IrisCPG.com>
Sent: Monday, March 16, 2020 3:01 PM
To: Blumenthal, David(Contractor)
Subject: No-Conforming Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi:

My family has owned that property at 3641/3643/3645 East Coast Highway, CDM for over 40 years. We have always had these roof signs grandfathered in to the code. In these forty years, we have NEVER had an issue with the city. I learned today from the 'other' David at the NB number on your letter that in 2010 the code changed and we had 10 years to comply? Where is that original letter, need to see it.

To get a letter saying we are now not to code is ridiculous. Especially when the letter does not give us 'specific issues' with our signs. Are you asking us to remove them, replace them, modify them? Be specific! If it is just to remove, if that is the case, the next conversation will representation. We have it in our leases to our lessee's these signs that have been legal for as long as we have owned the buildings. This diminishes the value of our property as these signs are an important part of their marketing. We do not want to remove them. IF we are forced to remove them or be faced with fines, then we need time to work them out of our lease agreements. Mine a usually 2-3 year in length depending on the unit. If I just go and take down the sign, I will be open to my tenants taking action on the lessor.

I would be glad to meet you at our building so you can specifically point our to me what is not to code. If it is something simple, I can address with my lessee's and we can address. if it is about removal of the signs, we have a much larger issue that may take time to rectify.

You can't just decide the change the rules in 2010 because you don't like the signs. That is 100% unfair and unjust without proper notice.

TY, Happy to go over this by phone as well.

TY

Dave

David Voss
C: 949/494-1124

From: Steven Hsu <countryhsu@yahoo.com>
Sent: Monday, March 16, 2020 2:48 PM
To: Blumenthal, David(Contractor)
Cc: Steve Hsu
Subject: Nonconforming sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Hi David,

Received your letter about non conforming sign at 512 W Balboa Blvd Newport Beach today. Tried to call you early this morning , however, you were not there. And talked to David Lee that he said will check that if they can help them at this unique situation.

We have two business owners doing business downstairs. Could you tell us which one store is not conforming sign ? As we understand, one store sign already installed more than 10 years. Another one store replaced old sign with the similar size few months ago due to the old sign was in fading .

Due to the Coronavirus breakout,
There are no business in these store and could not support their finance and facing the shut down business situation now.

While the Federal and local government tried to pass new law to aid and save the small business owners to survive their business , your department send out this notice at this time , that will really hurt them completely.

Hopefully, you can understand this current situation.

Steve 909-615-7000

Sent from my iPhone

From: Abdul Mozayeni <amozayeni@gmail.com>
Sent: Monday, March 16, 2020 2:27 PM
To: Blumenthal, David(Contractor)
Subject: 2865 E PCH CDM

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Good afternoon David

We have received your letter of March 12,2020 regarding the signs .

Please note we have not added any new sign for the last 10 or 15 years .

The temperature sign has been there for a long time and that is part of the building and allows the public to recognize the building and the Bank .

Please reconsider and allow us to keep them there .

Best Regards

Abdul Mozayeni

--

Abdul Mozayeni
Abco Realty & Investments, Inc.
450 Newport Center Dr., Ste. 490
Newport Beach, CA 92660
(949) 833-8917 ext. 106
(949) 833-8927 fax
(949) 466-7424 cell

From: Bill Cote <estates@fea.net>
Sent: Monday, March 16, 2020 10:58 AM
To: Blumenthal, David(Contractor)
Subject: 3748 E Coast Hlghway sign

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Mr Blumenthal and City of Newport Beach management;

I am the sole owner of the building note in your letter to me of March 12, 2020.

I am nearly 78 years old and a recent widower. The only income I receive is that from a lease I have with the current tenant in the above noted building.

If I am required to remove the existing sign on the building, the tenant, pursuant to the existing lease, has the right to void the lease and vacate the premises.

In that event, I will have no income from the building which would put me in a devastating financial bind.

Please know that an extension of the sign removal deadline is imperative for me to be able to continue to pay my bills.

Thank you for the opportunity of submitting this e-mail for your consideration.

Respectfully,

William F. Côté

From: Keith Dawson <kdawson@dawsondawson.com>
Sent: Wednesday, April 29, 2020 10:59 AM
To: Blumenthal, David(Contractor)
Subject: Non-Conforming Sign at 3701 E Coast Highway, Corona Del Mar

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

David, I represent William Edwards, Trustee of the William H. and Joyce M. Edwards Revocable Trust, the ground lessee of the property located at 3701 E. Coast Highway in Corona Del Mar. Your letter dated March 12, 2020 to the property owner/ground lessor, Farmers & Merchants Trust Company, was just brought to my attention. Given the late date, it would appear that the property owner did not submit comments concerning the City's sign ordinance prior to the specified deadline. Although tardy, please consider this email in response to your March 12th letter.

Six separate small businesses occupy the property at the corner of Pacific Coast Highway and Poinsettia. Three have business addresses on Coast Highway and three have addresses on Poinsettia. The six businesses include a cycling studio, a tanning salon, a nail salon, a chiropractor, a cigar/smoke shop and a hair salon. A business known as Happy Nails, the nail salon, is located at 3701 E. Coast Highway and is the subject of your letter.

Happy Nails occupies the premises based on a 5-year lease which expires on June 30, 2022. June 30, 2022 is also that date that the ground lease expires. Although Happy Nails is responsible for its own signage and is ultimately responsible for complying with the City's sign ordinance, it is my client, the ground lessee, who will compel Happy Nails to comply with the City's new ordinance. However, recent events surrounding the Covid-19 pandemic have put all six businesses completely out of business, including Happy Nails. Although social distancing guidelines will hopefully be relaxed at some point in the foreseeable future, it could be months before patrons feel comfortable patronizing a nail salon.

Given the circumstances and the difficult economic times for businesses like Happy Nails, I respectfully request an extension of the October 27, 2020 deadline for compliance with the City's sign ordinance to June 30, 2022, a period of twenty months. As previously indicated, June 30, 2022 is the date that Happy Nails' lease expires. It is also that date that the ground lease expires. Once ground lease expires, the property will likely be renovated which means that Happy Nails' sign will be removed. However, should Happy Nails enter into a new lease with the property owner, a conforming sign will be a condition of the lease.

Due to Covid-19, Happy Nails has been unable to pay its rent. To burden Happy Nails now with the cost of a conforming sign could easily put them out of business. Although the non-conforming sign would be removed, Corona Del Mar would lose another of its small businesses.

Given the fact that Happy Nails' non-conforming sign will almost certainly come down at the expiration of its lease in June 2022 (or be brought into compliance if Happy Nails enters into a new lease with the property owner), kindly give this request for an extension of the City's sign ordinance your serious consideration. I look forward to hearing from you.

KEITH DAWSON

949-720-9414
FAX 949-759-9144

THIS E-MAIL TRANSMISSION AND ANY ATTACHMENTS ARE FOR THE CONFIDENTIAL USE OF THE RECIPIENT AND CONSTITUTE PRIVILEGED ATTORNEY-CLIENT COMMUNICATIONS AND/OR ATTORNEY WORK PRODUCT.

ANY UNAUTHORIZED DISCLOSURE IS STRICTLY PROHIBITED.

From: Lee, Amanda
Sent: Monday, April 27, 2020 4:53 PM
To: Blumenthal, David(Contractor)
Cc: Rodriguez, Clarivel
Subject: FW: non-conforming signs : 1495 Superior Avenue. Newport Beach CA

From: mirala@aol.com <mirala@aol.com>
Sent: Monday, April 27, 2020 4:51 PM
To: Planning Commissioners <PlanningCommissioners@newportbeachca.gov>
Cc: Kimberly.Parenzan@7-11.com
Subject: non-conforming signs : 1495 Superior Avenue. Newport Beach CA

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Respected Madam(s) / Sir(s) ,

I have received, via email, the attached notice.

I wish to submit my comments for your kind review and consideration :

Grace And Goodwill Enterprises LLC acquired the property at 1495 Superior Avenue on March 30th 2015, without the knowledge of this long-pending matter in regard to signs.

I am of the strong opinion that my tenant, 7-Eleven, needs to maintain appropriate and adequate signage which displays their presence at this location. As you may be aware, 7-Eleven has been at this property since approximately 35 years. The signs at this location are standard 7-Eleven signs, which are present at all 7-Eleven locations. These signs are not overly big, and neither are they causing any nuisance.

Therefore, I am requesting that this municipal code be rescinded in its entirety, or that the location at 1495 Superior Ave be granted a permanent exemption from this municipal code.

Respectfully

Sunil Lalwani
Grace And Goodwill Enterprises LLC
1349 South Broadway
Los Angeles CA 90015
tel 213 746 4853

April 1, 2020

SENT VIA EMAIL ONLY TO DBLUMENTHAL@NEWPORTBEACHCA.GOV

City of Newport Beach – Community Development Department
Attn: David Blumenthal
100 Civic Center Drive
Newport Beach, CA 92660

Re: MUFG Union Bank, N.A.'s request for proposed extension of deadline to remove nonconforming signs at 1501 Westcliff Dr. ("Union Bank Westcliff") and 396 Superior Ave ("Union Bank Superior")

Dear Mr. Blumenthal:

MUFG Union Bank, N.A. ("Union Bank") received letters from the City of Newport Beach (the "City") dated as of March 12, 2020 notifying us that our signage at the above-referenced locations have been identified as nonconforming and subject to removal. It is also our understanding that the City is seeking comment from impacted businesses on a proposed Code Amendment to grant additional time to remove nonconforming signs. We hereby submit the following comments to the City for consideration:

Union Bank Westcliff

The building top signage at this location is essential for visibility of the branch to existing clients and the community at large. Union Bank is a national bank that requires the same visibility afforded to other national banks. Due to the architecture and design of the building, signage visibility from the street and adjacent area are only available from the upper portion of the building. Due to this unusual sightline, it is imperative for this sign to remain in order to maintain visibility.

Union Bank Superior

The pole sign at this location is essential as we have very limited signage due to the architecture of the building itself. We feel that this sign helps not only our customers know where we are located, but the community at large as we are a national bank with ties to the community for over many years. The intersection of Superior and Placentia Ave have virtually no other signage visibility but for this pole sign.

In addition, these aforementioned signs were approved and permitted by the City. Should the City require the signs to be removed, we would request that such removal be at the sole cost and expense of the City. Our signage is critical to our business. We respectfully request that the City amend the code to provide businesses like our selves an extension to remove the signage.

Should you need any further information or wish to discuss this further, please contact me at Olivia.Fu@unionbank.com.

Sincerely,

MUFG Union Bank, N.A.

Olivia Fu

Olivia Fu
Vice President
Corporate Real Estate, Project Management



Re: Bright Horizons Property on 2500 West Coast Hwy Newport Beach, CA 92663

Mr. Blumenthal

I am glad to learn that on May 7, 2020, the commission will be considering a multi-year extension to the deadline for sign removal. As you can imagine, we have deferred all spend in our organization due to COVID-19.

Once we get beyond this crisis, we can budget accordingly for the removal of the existing sign and appropriate replacement signage. Please let me know if you have any questions.

Jeff Castro
Regional Property Manager
Bright Horizons
303 253 2196

Jeff.Castro@brighthouse.com

200 TALCOTT AVENUE, WATERTOWN, MASSACHUSETTS 02472 | P 617.673.8000 F 617.673.8001

AMSTERDAM | BENGALURU | BOSTON | DENVER | LONDON | NEW YORK

www.brighthouse.com

From: Terisa Britt <terisa.britt@pazingredients.com>
Sent: Wednesday, April 29, 2020 10:09 AM
To: Blumenthal, David(Contractor)
Cc: Mark M. Paz
Subject: RE: Roof Top Signiture

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Dear Planning Commissioners:

Paz Ingredients, Inc. has been in business in Corona del Mar for three decades. We wanted to voice our concerns regarding removing the roof signs in Corona del Mar. We strongly object to the removal. We obtain a significant amount of interest and walk-in clients from this signage. It is critical for our survival and prosperity. We hope that you will extend the use of the signs. With the current crises it is more important than ever!

Please let me know if you have any questions. Be well and stay safe!

Thank you,

Terisa Britt

Paz Ingredients, Inc.



3800 E. Coast Highway, Suite#1
Corona del Mar, CA. 92625
(949) 220.9117 Ph.

(949) 220.9146 Fax
www.pazingredients.com

April 1, 2020

To: City of Newport Beach – Community Development Department
David Blumenthal
100 Civic Center Drive
Newport Beach, CA 92660

Re: **Request for comment on proposed extension of deadline to remove nonconforming signs**

Mr. Blumenthal:

On behalf of MUFG Union Bank, our businesses located at **1501 Westcliff Dr (Westcliff)** and at **396 Superior Ave (Superior)** have been identified with a nonconforming sign that is subject to the October 27, 2020 removal deadline.

Union Bank Westcliff

The building top signage at this location is essential for visibility of the branch to existing clients and the community at large. Union Bank is a regional Bank that needs visibility afforded to other national banks. Due to the architecture and design of the building, signage visibility from the street and adjacent area are only available from the upper portion of the building. Due to this unusual sightline, it is imperative for this sign to remain in order to maintain visibility.

Union Bank Superior

The Pole Sign at our Superior location is essential as we have very limited signage at this location due to the architecture of the building itself. We feel that this sign helps not only our customers know where we are located, but the community at large as we are a regional bank with ties to the community for over many years. The intersection of Superior and Placentia Ave have virtually no other signage visibility but for this pole sign.

Please grant additional time to remove nonconforming signs. In addition, these signs were legally approved and permitted. If the signs need to come down, who should pay for this.

Thanks very much for considering our request to extend this deadline and answering our question.

Sincerely,

Alvin Ta

Alvin Ta
Supporting Corporate Real Estate at MUFG Union Bank, N.A.
M +1 626.543.3211
Alvin.Ta@unionbank.com

From: Valerie Kerr <bradfordaccounting@gmail.com>
Sent: Tuesday, April 28, 2020 9:47 AM
To: Blumenthal, David(Contractor)
Subject: Fwd: Extension of Amortization Period for Non Conforming Signs

[EXTERNAL EMAIL] DO NOT CLICK links or attachments unless you recognize the sender and know the content is safe.

Good Morning David,

I hope you are doing well.

I received your email and update on the non-conforming signs amendment and the public hearing set for May 7th. Thank you so much! The owner is trying to submit comments as indicated in the notice, but the email for the planning commission comments keeps bouncing. Will you please confirm receipt of the below email? Are you able to submit the below comments to them on his behalf or can you provide me with an email to submit comments?

Thank you,

Valerie Kerr
c/o, 39 Beach View LK100, LLC
c/o, Pacific Riviera Collection, LLC
Phone (949) 547-9167

----- Forwarded Message -----

Subject:Extension of Amortization Period for Non Conforming Signs (Revised)
Date:Tue, 28 Apr 2020 09:36:02 -0700
From:bradford kuish <kuishb@yahoo.com>
To:dblumenthal@newportbeachca.gov
CC:Valerie Kerr <bradfordaccounting@gmail.com>

PLEASE FORWARD TO STAFF

Dear Planning Commission:

As a property owner in the Village of Corona Del Mar, it is my position that the small businesses and entrepreneurs in our community need every advantage they can to survive in a changing retail world. The monument signs provide value to the small businesses in Corona Del Mar and perhaps even hope; an opportunity to garner recognition, identity and even economic sustenance. It gives each one of them some minor chance to eke out clients in a world dominated by mega-retailers such as Amazon, Walmart, Walgreens and Home Depot.

Also, it seems THE LAST THING GOVERNMENT SHOULD BE DOING IN THIS TIME OF UNPRECEDENTED ECONOMIC STRESS (COVID19) IS REMOVING ANY SOURCE OF SUSTENANCE OR INCOME. Eliminating the tenant signs will clearly reduce their identity, visibility and to some degree, their clients. Why make their businesses more difficult, reduce their patronage, reduce their potential clients and reduce their revenue at a time like this. It makes no sense. Businesses are already stressed. Does the City of Newport Beach think it prudent to make it worse???

I do not support removing the monument signs, certainly not in the short run and probably not in the long.

Let's help the mom and pop entrepreneurs rather than harm them. Keep the signs.

On another note, I would also suggest delaying the hearing until you can have a true public hearing. Having one by e-mail or write in does not constitute a true public forum or allow the voice of the people to be heard.

A seminal moment for the revolution and the founding of our country was based on an objection to taxation without representation.

Well, ruling or making laws or decisions on public matters without the full participation of the public is similar and certainly lacks full representation. It's well down the slippery slope to be functioning from the bog or shade.

Best,

Bradford Kuish
Principal

[3800 East Coast Hwy](#)
[Corona Del Mar, CA 92625](#)

phone [949.723.2050](tel:949.723.2050)