

Rieff, Kim

From: Dave <dave@jalali.com>
Sent: Wednesday, June 17, 2020 12:54 PM
To: City Clerk's Office
Subject: Amendment to Sec. 20.42.140 of Title 20 (removing the signs on PCH). 6000. W. Coast HWY. Newport Beach, CA. 92663. Public Hearing on June 23, 2020

Follow Up Flag: Follow up
Flag Status: Completed

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

Dear City Council.

My name is David Jalali. I own the building at 6000 W. Coast HWY. Newport Beach. The sign at this location was permitted in 1995 and installed per the city Code and regulations at the time. The sign was permitted over 25 years ago and installed accordingly.

Removing this permitted sign will cause hardship to all the store owners/tenants, specially during this COVID19 time, which has devastated the economy. It is of extreme hardship to burden the owner and or the tenants in this building with the cost of removing a city permitted sign, which has been installed over 25 years ago. Furthermore, the businesses in the building will loose business and revenue due to loss of advertisement, which this sign provides for their business. Hardship in loss of business & revenue in addition to the cost of removal, therefore I propose the following solution:

1. The sign has been permitted and installed over 25 years ago. Therefore, I hereby would like to ask for this city permitted sign to be grandfathered by the city at this location.

Sincerely
David Jalali
(949)433-5626
dave@jalali.com
www.jalali.com

Sent from Mail for Windows 10

Rieff, Kim

From: Ned McCune <ned2455@hotmail.com>
Sent: Wednesday, June 17, 2020 11:50 AM
To: City Clerk's Office
Subject: Nonconforming Signs

Follow Up Flag: Follow up
Flag Status: Completed

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

Dear Council Members,

I have three of them on my 300' frontage property at 2700 West Coast Highway. The 2005 ordinance should be set aside and the signs allowed to stay indefinitely. The ordinance was a wrongheaded attempt at conformity on a community that developed into something beautiful without any mastermind or master plan behind it. The signs are a reminder of that. They also signify economic vitality. I'm pleased to see it coming back after the lockdown. Do not impose upon business the added cost of taking them down. The recovery is fragile.

Ned McCune, Mariners Mile Co.

June 23, 2020
Item No. 23

DMI Duca - McCoy, Inc.

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 Covid-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.

RECEIVED
2020 JUN 18 AM 9:18
OFFICE OF
THE CITY CLERK
CITY OF NEWPORT BEACH

June 23, 2020
Item No. 23

Russell E. Fluter
2025 W. Balboa Blvd.
Newport Beach, CA 92663

June 18, 2020

To: Newport Beach City Council

Re: Support to Eliminate the Amortization Period for Non-Conforming Signs

Dear City Council,

These mid-century signs are part of our history and are not offensive.

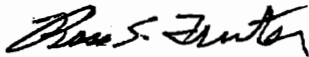
The consultant in 2005 who recommended that they be eliminated wanted Newport to look like a master-planned community.

These property and business owners were never notified in 2005 when the idea of eliminating the signs was discussed.

Please allow our businesses to keep their signs as signage is part of their heritage and critical to their success.

Thanks very much.

Sincerely,



Russell Fluter
949.466.2037

Rieff, Kim

From: Brad Kuish <kuishb@gmail.com>
Sent: Friday, June 19, 2020 2:13 PM
To: City Clerk's Office
Subject: Pending City Council Hearing, 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.

Dear City Clerk:

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 the Governmnet should consider in these unprecedented times of Covid19, riots and economic stress is make things worse on these small business owners. Eliminating the tenant signs will clearly reduce their identity, visibility and to some degree, their clients.

So we support the roof top signs, in perpetuity. 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.

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. Please keep the signs.

Sincerely,

Bradford Kuish
Principal

3800 East Coast Hwy
Corona Del Mar, CA 92625

phone 949.723.2050

From: McConnell, Shane <Shane.McConnell@marcusmillichap.com>
Sent: Friday, June 19, 2020 5:07 PM
To: City Clerk's Office
Subject: FW: Nonconforming Sign Code Amendment - PA2019-184

Categories: Kim

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

Dear City Clerk,

As a resident living 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 the local Government should consider in these unprecedented times of Covid19, riots and economic stress is make things worse on these small business owners. Eliminating the tenant signs will clearly reduce their identity, visibility and to some degree, their clients.

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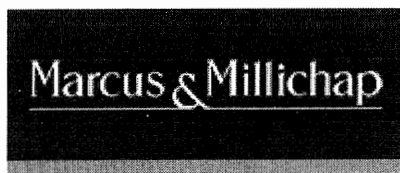
Thank you,

Shane Ryan McConnell
First Vice President Investments

Marcus & Millichap 19800 MacArthur Boulevard Suite 150 Irvine, CA 92612	(949) 419-3258 direct (949) 419-3200 main (949) 933-5923 mobile (949) 419-3210 fax shane.mccConnell@marcusmillichap.com
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Rieff, Kim

From: Bencharat Morarit <bencharat@mindprossage.com>
Sent: Monday, June 22, 2020 3:11 PM
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.

We support the extension of non conforming signs. With this crazy situation of the pandemics many businesses just reopened after three months of almost zero revenue and still with the obligation to support all costs. Especially commercial rent. Adding more costs at this time may be a big problem.

We would recommend the city to make a public statement on supporting small business to renegotiate commercial rents for the time being small business were forced to be closed.

Thanks,
Bencharat Morarit
Mind Prossage Inc.
Corona del Mar - Newport Beach

From: ALRON7099@aol.com
Sent: Monday, June 22, 2020 2:21 PM
To: Blumenthal, David(Contractor)
Cc: City Clerk's Office; Dept - City Council; Dixon, Diane; Avery, Brad; Duffield, Duffy; Muldoon, Kevin; Herdman, Jeff; Brenner, Joy; O'Neill, William
Subject: Signs

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

June 22, 2020

TO: Newport City Council

RE: Support to Eliminate the Amortization Period for Non-Conforming Signs

Dear Council Persons:

These Mid-Century signs are part of our history, vital to our business survival, and not offensive. The consultant in 2005 who recommended that they be eliminated wanted Newport Beach to look like a master planned community, or Laguna Beach. As a property owner, I know that I was not notified about the idea that we would eliminate signs for Korker Liquor, or the old Mateo's Restaurant (now CdM Restaurant).

Please, please allow our businesses to keep their signs as part of their heritage and critical to their success as a business in our community.

Please repeal this proposed elimination of signs. The planning commission supports keeping our signs, and repealing this removal program.

Look at what has happened to Laguna Beach with removal of all the signs--

Just as an example, Coast Liquor had a mid-century sign, it was ordered removed by the city, the liquor store did not survive, and the building became vacant. I have seen a big for lease sign in the window, for at least 2 or 3 years now. Don't let that happen to us.

Our business tenants need tourist and local trade to survive, now, more than ever.

Please give them the signs that they need to attract customers, keep employees and stay in business.

Thank you,

Ron & Allyson Presta
949-759-1275

From: [GARY SAUTER](#)
To: [Blumenthal, David\(Contractor\)](#)
Subject: Nonconforming Signage PA21019-184
Date: Monday, June 22, 2020 4:46:15 PM

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

Gary Sauter
3334 E.Coast Hwy #425
Corona del mar,Ca 92625

RE:Property Owner with 2 Pole Signs
Project # PA2019-184
Activity CA2019-007
LC 2019-005

RE: Adresses
2919 E. Coast hwy ,CDM,92625
2333 E.Coast hwy,CDM ,92625

We are all trying to slowly moving forward with reopening and attracting customers to my Buildings is important.
:2919 E.Coast hwy which has a Jewelry ,hair & nail salons & 2333 E.Coast hwy has a Resturant with numerous personal services both pole signs are helpful .

In response to review of Pole signs code amendment: I would like the Planning Department to consider the following issues:

- 1) The Businesses have invested and rely on site identification to attract patronage. This is especially important for the rear Tenants. For example, “ suite 2919 E. Coast hwy ,” which is next to Port Theater
(a hair salon & nail salon at rear are difficult difficult to locate without the pole signage.
- 2) These Historic pole Signs have been a part of the CDM village look and feel for approx.50-70 years.I have never heard of a complain about my two pole signs which are conservative and tasteful .I have not noticed any blasting ugly red/white or bright neon sign in the CDM village . If you are addressing a complaint about the sign in the city or area , or color etc then I believe a the city could work through those look and design concerns with owner specific sign or as approvals for changes in color,letters etc come up for review.
- 3) I would like to challenge the concept that "proper notifications" were sent out

years ago to remove all pole signage. Additionally, I'd like to point out that with technology e.g. the Amazon effect is coming fast with the way people do business. I implore you to consider these points. Many Tenants will be closing down soon or now, due to Covid's 19 lockdowns, everyone and including any New Tenants will be looking to start a business will look at signage. They all know they will be fighting an uphill battle to succeed.

Hopefully the city will elect to support small business as we move forward.

Gary Sauter

Property Owner (949) 274-0104

Please call at your earliest convenience to discuss questions and concerns

From: Korker Y <garen@korkerliquor.com>
Sent: Monday, June 22, 2020 4:57 PM
To: ALRON7099@aol.com
Cc: Blumenthal, David(Contractor); City Clerk's Office; Dept - City Council; Dixon, Diane; Avery, Brad; Duffield, Duffy; Muldoon, Kevin; Herdman, Jeff; Brenner, Joy; O'Neill, William
Subject: Re: Signs

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June 22, 2020

TO: Newport City Council

RE: Support to Eliminate the Amortization Period for Non-Conforming Signs

Dear Council Persons:

I would like to bring up an issue regarding Municipal Code Section 20.42.180, and 20.42.140.A.

My family have been the business owners of Korker Liquor since 2004.

We are vehemently opposed to the removal of the roof sign. It has been erected and unchanged for over 50 years. Removal of the sign will hinder visibility. We have been repeatedly told by new customers that the distinctive sign was what first drew their attention that led them inside. It is part of the building's craftsmanship and heritage. It represents the overall look and feel towards the entire building which it is part of.

Please do not hurt my business in these uncertain economic times.

Thank you for your consideration.

Garen Yegenian
Korker Liquor
2229 East Coast HWY
Corona del Mar, CA 92625

On Mon, Jun 22, 2020 at 2:21 PM ALRON7099@aol.com <alron7099@aol.com> wrote:

June 22, 2020

TO: Newport City Council

RE: Support to Eliminate the Amortization Period for Non-Conforming Signs

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Ron & Allyson Presta
949-759-1275