



NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that on **Thursday, July 15, 2021**, at **10:00 a.m.** or soon thereafter as the matter shall be heard, a public hearing will be conducted online via Zoom. The Zoning Administrator of the City of Newport Beach will consider the following application:

Atria Newport Beach Signage - A request for a new comprehensive sign program to establish standards for all project signage at a senior living facility. Included in the request is an application for a modification permit to authorize two (2) signs that would exceed the maximum sign area allowed in the Private Institutions (PI) Zoning District by more than 30 percent:

- a) Sign Type 4 (Skyline Marquee). A wall sign with a maximum sign area of 77 square feet located on the building façade abutting Newport Boulevard.
- b) Sign Type 5 (Main Entry Branding). A wall sign with a maximum sign area of 77 square feet located on the building façade abutting Patrice Road.

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

All interested parties may appear and present testimony in regard to this application. If you challenge this project in court, you may be limited to raising only those issues you raised at the public hearing or in written correspondence delivered to the City, at, or prior to, the public hearing. Administrative procedures for appeals are provided in the Newport Beach Municipal Code Chapter 20.64. The application may be continued to a specific future meeting date, and if such an action occurs, additional public notice of the continuance will not be provided.

SPECIAL NOTICE REGARDING COVID-19

Given Governor's Executive Order N-08-21 and N-29-20 related to COVID-19, we recommend that you submit your questions and comments in writing for the Zoning Administrator's consideration by sending them to the Community Development Department at CDD@newportbeachca.gov. To give the Zoning Administrator adequate time to review your questions and comments, please submit your written comments by **Wednesday, July 14, 2021, at 12:00 p.m.** Please review the Zoning Administrator Agenda for instructions on participating via Zoom. The Agenda, staff report and corresponding documents will be posted to the City's website at www.newportbeachca.gov/zoningadministrator, by end of business day on **Friday, July 9, 2021**. If you are unable to participate in the meeting via the process set forth in the agenda, please contact the Planning Division at 949-644-3200 or CDD@newportbeachca.gov and our staff will attempt to accommodate you.

For questions regarding this public hearing item please contact Joselyn Perez, Assistant Planner, at 949-644-3312 or jperez@newportbeachca.gov.

Project File No.: PA2020-270

Activity No.: CS2020-007 and MD2020-009

Zone: Private Institutions (PI)

General Plan: Private Institutions (PI)

Location: 393 Hospital Road and 4000 Hilaria Way

Applicant: GNU Group