



# City of Huntington Beach

File #: 19-546

MEETING DATE: 5/9/2019

## DESIGN REVIEW BOARD STAFF REPORT

TO: Design Review Board  
FROM: Courtney Badger, Assistant Planner

SUBJECT: PLANNED SIGN PROGRAM 19-002/SIGN CODE EXCEPTION 19-003  
(STARBUCKS SIGNAGE)

REQUEST: Request to a) amend an existing Planned Sign Program to allow for a maximum logo height of 60 inches; and b) permit a Sign Code Exception to allow one freestanding pre-menu board sign, one menu board sign, and one digital ordering sign in lieu of a maximum one menu board sign.

LOCATION: 20100 Magnolia Street, 92646 (located at the southeast corner of Adams Avenue and Magnolia Street)

APPLICANT: Diana Nagel, Promotional Signs Inc., 3301 S. Susan Street, Santa Ana, CA 92704

PROPERTY OWNER: Merlone Geier Partners, 425 California Street, 10<sup>th</sup> Floor, San Francisco, CA 94104

### **STAFF RECOMMENDATION:**

That the Design Review Board take the following actions:

A) Recommend Approval of Planned Sign Program No. 19-002 and Sign Code Exception No. 19-003 to the Director of Community Development.

**General Plan:**  
CG (Commercial General)

**Zone:**  
CG (Commercial General)

**Existing Use:**

Vacant Commercial Building

**ATTACHMENTS:**

1. Suggest Conditions of Approval for PSP 19-002 and SCE19-003
2. Plans, Received and Dated March 29, 2019