



City of Huntington Beach

File #: 19-679

MEETING DATE: 6/13/2019

DESIGN REVIEW BOARD STAFF REPORT

TO: Design Review Board
FROM: Lindsay Ortega, AICP, Contract Planner

SUBJECT:
SIGN CODE EXCEPTION NO. 19-004 (SUBARU DEALERSHIP SIGNAGE)

REQUEST:
Request to permit the installation of a 20 ft. 3 in. high pole mounted sign in lieu of a maximum 10 ft. high pole mounted sign.

LOCATION: 18801 Beach Blvd, 92648 (west of Beach Boulevard and Constantine Drive)

APPLICANT: Kate Curtin, Bickel Group, 3600 Birch Street, #120, Newport Beach, CA 92660

PROPERTY McKenna Huntington Beach, 10850 Firestone Boulevard, Norwalk, CA

STAFF RECOMMENDATION:

That the Design Review Board take the following action:

A) Recommend Approval of Sign Code Exception No. 19-004 to the Director of Community Development.

General Plan:

M-sp (Mixed Use - Specific Plan)

Zone:

SP 14 - Beach and Edinger Corridor Specific Plan - Neighborhood Parkway Segment

Existing Use:

Automobile Dealership

ATTACHMENTS:

1. Suggested Findings and Conditions of Approval
2. Project Plans, Received and Dated April 25, 2019