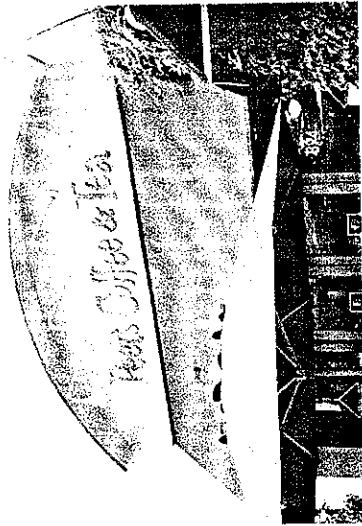
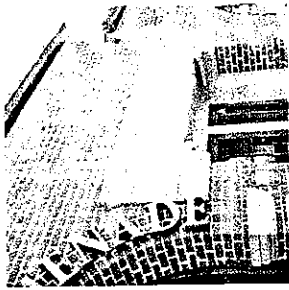




APPROVED BY:

[Signature]

- ☐ Planning Director
- ☒ Planning Commission
- ☐ As Submitted
- ☒ As Modified

- ☒ Zoning Administrator
- ☐ City Council

Refer to: ☐ Resolution ☒ Approval Letter

of Pgs Approved: _____

Date: 10/15/07

Reverse Pan Channel Letters (Halo)

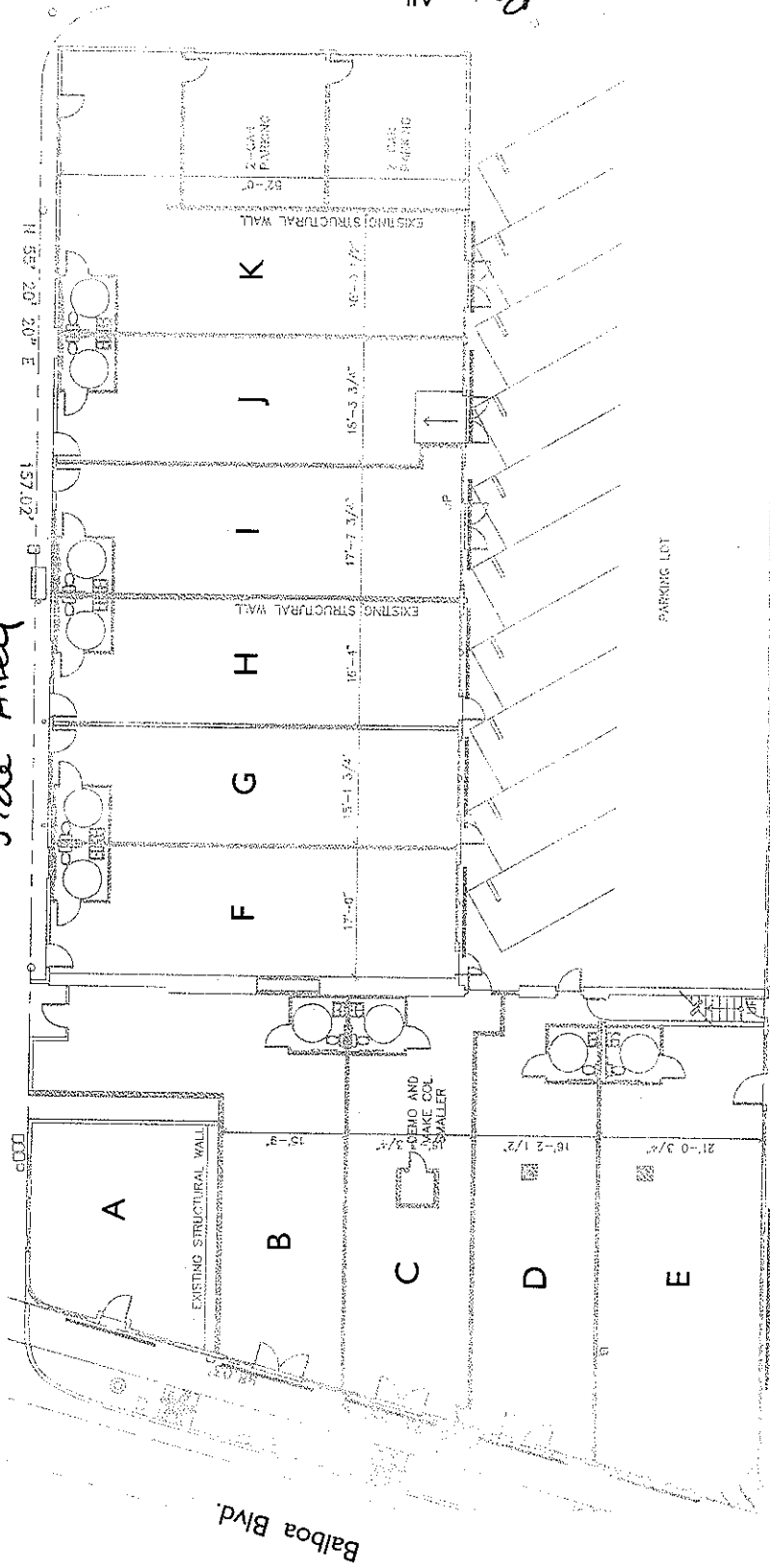
FOR ILLUSTRATION PURPOSES ONLY

Sign Examples	Planned Sign Program	Item
	23rd & Balboa Retail	

PA2007-135 for CS2007-009
 2233 WEST BALBOA BOULEVARD
 DATE OF MEETING -

PA2007-135 for CS2007-009
 2233 WEST BALBOA BOULEVARD

Side Alley



23rd Alley

23rd Street

FOR ILLUSTRATION PURPOSES ONLY



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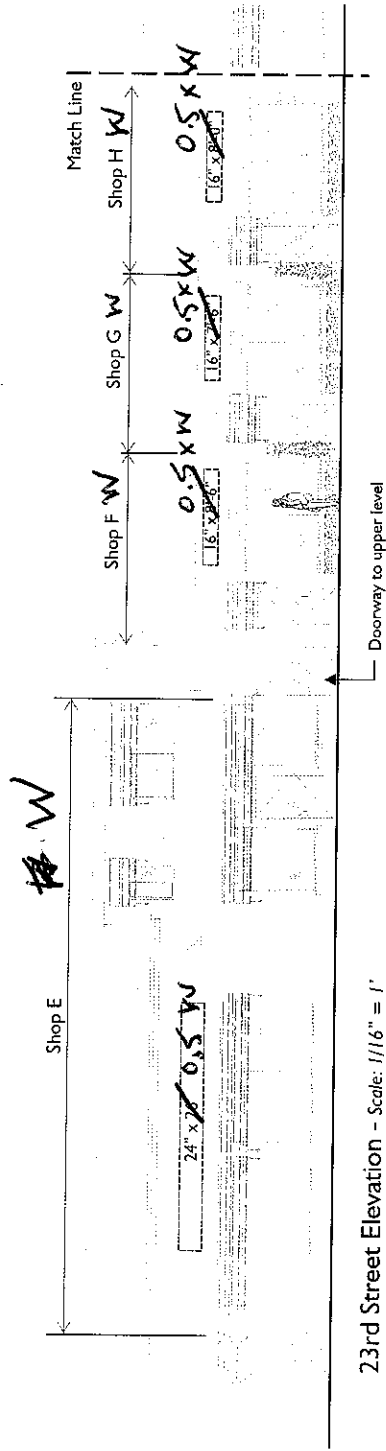
Site Demising Plan / Sign Locations

Planned Sign Program

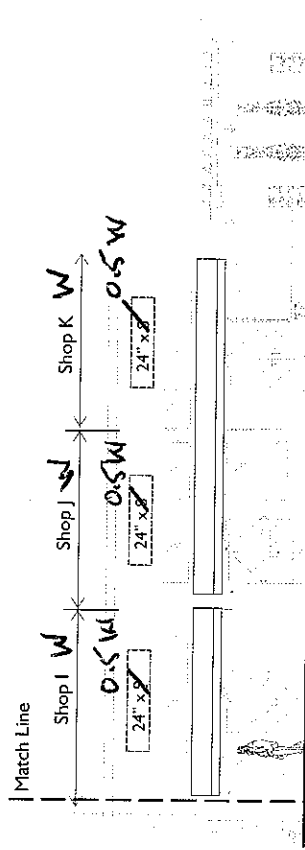
Item

23rd & Balboa Retail

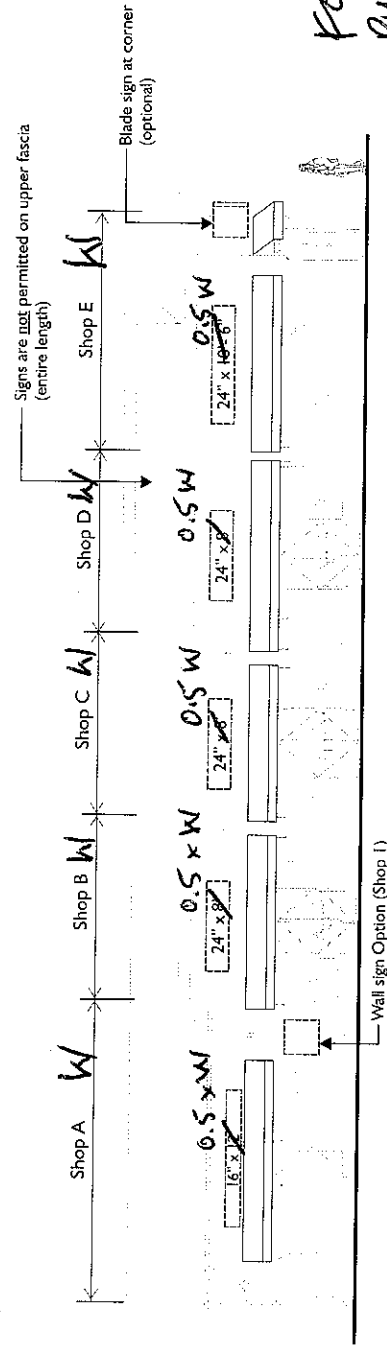
2



Note:
Sign areas shown on elevations indicate the maximum number of signs allowed and are shown at the maximum size allowable.



23rd Street Elevation (cont.) - Scale: 1/16" = 1'



FOR ILLUSTRATION
PURPOSES ONLY

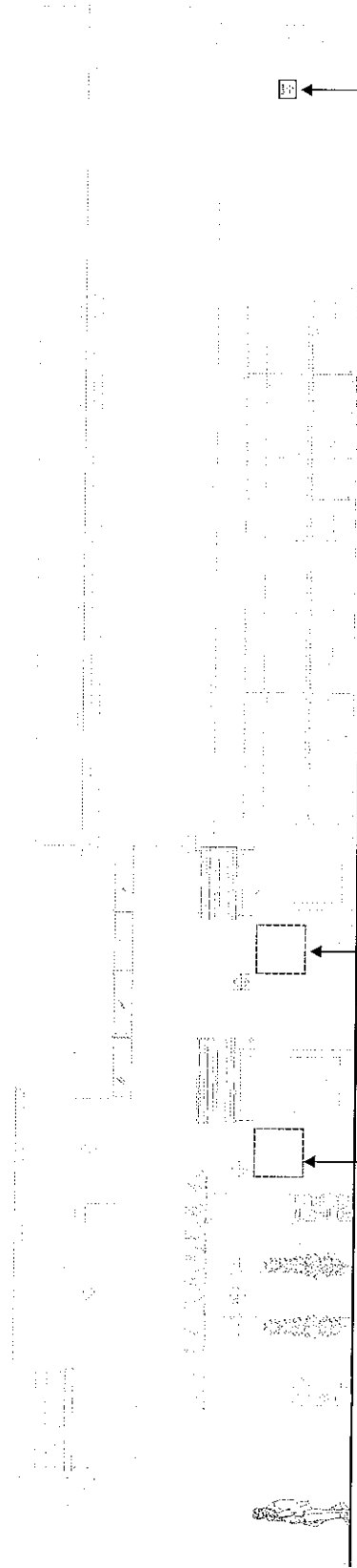
Balboa Blvd. Elevation - Scale: 1/16" = 1'

Sign Size & Locations

Planned Sign Program

3





Wall sign Option (Shop E)
Wall sign Option (Shop D)

Rear door sign (Shop K)

Elevation at Alley - Scale: 3/32" = 1'

Note:
No commercial signs, other than those indicated, will be allowed on elevation directly fronting the alley.

FOR ILLUSTRATION PURPOSES ONLY

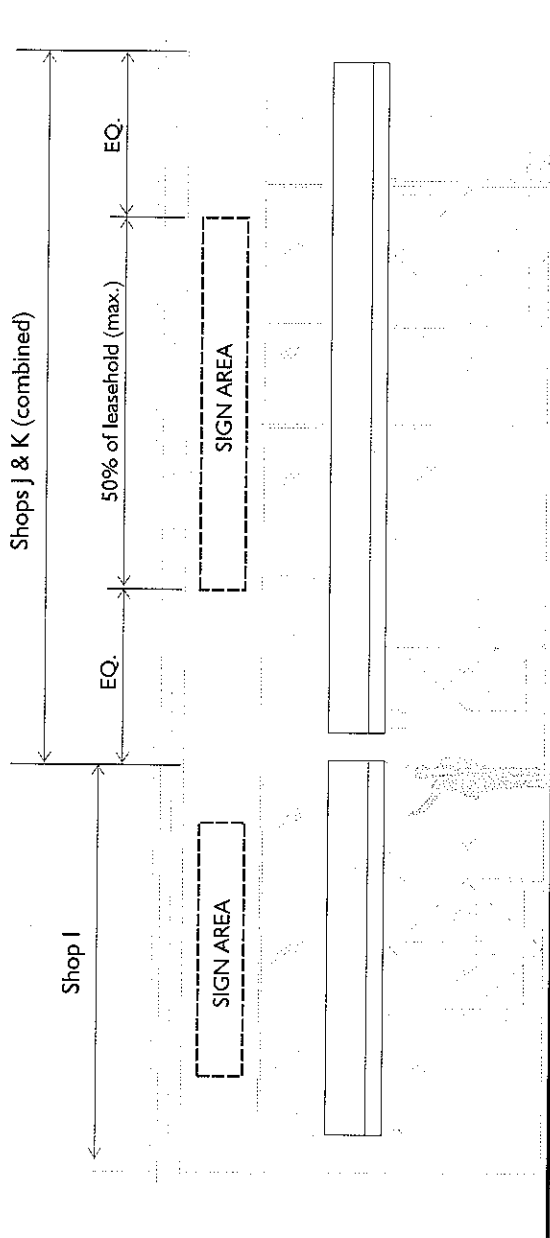


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4

Sign Size & Locations	Planned Sign Program
	23rd & Balboa Retail

Tenant
Combination
Scenario:



Elevation Detail- Scale: 1/8" = 1'

Note:
In cases where two or more shops are combined into a single leasehold, the length of the sign may not exceed 50% of the combined leasehold length.

FOR ILLUSTRATION
PURPOSES ONLY



5

Sign Locations	Planned Sign Program Item
	23rd & Balboa Retail

Specified Max. Length

Specified Max. Ht.
JOHN'S SKATE SHOP

Graphic images and logos are encouraged.

Single Line Layout

Specified Max. Length

Specified Max. Ht.
MAGGIE'S PLACE
A FULL SERVICE SALON

2-Line Layout



PAGE 6 OF 1

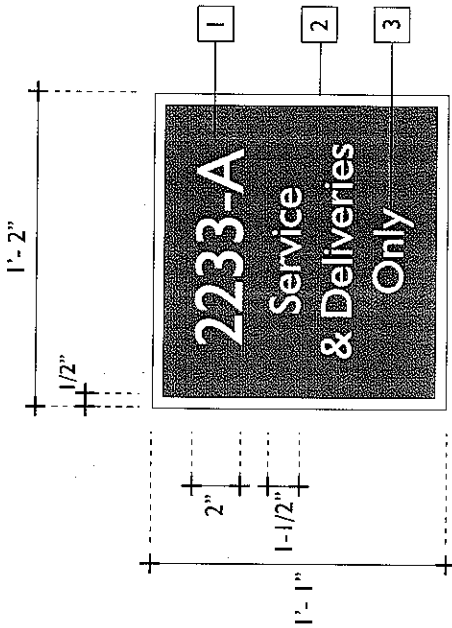
For
ILLUSTRATION
PURPOSES ONLY

Sign Sample Layouts	Planned Sign Program	Item
	23rd & Balboa Retail	6

Color Key:

1. Chocolate Chunk, Dunn Edwards DE6070
2. Dry Creek, Dunn Edwards DE6122
3. Vinyl 3M Scotchcal Antique White

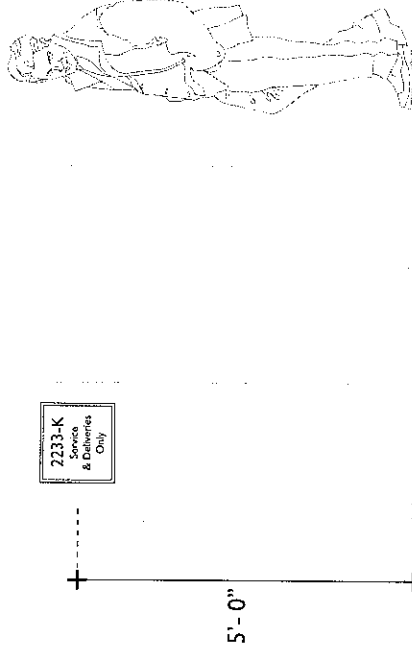
Paint used for sign to be Matthews satin acrylic polyurethane or equivalent. Vinyl copy to have satin clear coat protectant.



Typical Rear Door Sign - Scale: 1-1/2" = 1'

Notes:

- Sign is fabricated from painted acrylic with 1/2" thick backer panel and 1/4" thick overlay graphic panel. Install with double-sided tape and silicone. No visible fasteners.
- No advertising copy is permitted on rear door signs.
- Sign to be installed at height shown, 3" out from door frame.
- Sign is to be installed to the building wall either right or left of door. Sign is not to be installed to the door itself.
- Sign size, colors and materials are typical throughout.



Rear Door Elevation - Scale: 3/8" = 1'

Planned Sign Program	Item
23rd & Balboa Retail	7
FEL ILLUSTRATION PURPOSES ONLY	

