



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION ACTION REPORT**

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

FROM: Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director

SUBJECT: Report of actions taken by the Zoning Administrator and/or Planning Division staff for the week ending October 4, 2013

**COMMUNITY DEVELOPMENT DIRECTOR
OR PLANNING DIVISION STAFF ACTIONS**

Item 1: Eastbluff Village Shopping Center Comprehensive Sign Program
Amendment - CS2013-011 (PA2013-186)
2501 – 2555 Eastbluff Drive

Action: Approved

Council District 4

APPEAL PERIOD: An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.



**COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION**

100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915
(949) 644-3200 Fax: (949) 644-3229

www.newportbeachca.gov

**COMMUNITY DEVELOPMENT DIRECTOR ACTION
LETTER**

Application No. **Comprehensive Sign Program No. CS2013-011 (PA2013-186)**

Applicant **Irvine Company**

Site Address **2501 – 2555 Eastbluff Drive
Eastbluff Village Shopping Center Comprehensive Sign
Program Amendment**

Legal Description **Parcels 1 and 2 of LLA 98-14, Parcel 1 of Parcel Map 53-30,
and Parcel 3 of Parcel Map 5-19**

On **October 3, 2013**, the Community Development Director approved Comprehensive Sign Program No. CS2013-011. This approval is based on the following findings and subject to the following conditions.

PROJECT SUMMARY

Amendment to the Eastbluff Village Shopping Center Comprehensive Sign Program to allow a new wall sign (Sign Type B2), in addition to the existing permitted awning sign, for an existing restaurant tenant space located at 2531 Eastbluff Drive.

ZONING DISTRICT/GENERAL PLAN

- **Zone:** CN (Commercial Neighborhood)
- **General Plan:** CN (Commercial Neighborhood)

I. PROJECT DESCRIPTION

The applicant is requesting an amendment to the Eastbluff Village Shopping Center Comprehensive Sign Program to allow a new wall sign (Sign Type B2) for a new restaurant (Provenance Restaurant) located at 2531 Eastbluff Drive.

II. PROPOSED CHANGES

The existing restaurant tenant space located at 2531 Eastbluff Drive is currently allowed to have one awning sign located above the restaurant entrance. A new wall sign is proposed to be located on the front building elevation, above the existing awning sign location, to improve visibility. The proposed wall sign is approximately 9.43 square feet in size (9.43 ft x 1 ft) and the awning sign is proposed to be 3.45 square feet in size. The sum of these

two signs for the new restaurant would be 12.88 square feet (Attachment CD 2), which is under the maximum combined sign area allowed for this tenant space of 27.50 square feet (18.33 x 1.5). The sign matrix table and comprehensive sign program for the shopping center have been revised to include the proposed wall sign (Attachments CD 3 and CD 4).

III. BACKGROUND

On August 2, 2007, a comprehensive sign program was approved for the Eastbluff Village Shopping Center that identifies criteria for new and existing wall and freestanding signs for the entire shopping center (PA2007-078). Subsequently, there were several amendments listed follow:

- On November 27, 2007, an amendment to the sign program to modify the wall sign square footage limitations for 2555 Eastbluff Drive tenant space (PA2007-221).
- On January 29, 2010, an amendment to the sign program to allow up to five (5) tenant signs for the existing medical office facing Vista Del Sol, at 2507-2515 Eastbluff Drive (PA2009-164).

IV. FINDINGS

1. The Land Use Element of the General Plan designates the site for "Neighborhood Commercial" land use. The signs are accessory to the existing commercial use.
2. The project has been determined to be categorically exempt from the requirements of the California Environmental Quality Act (CEQA) under Class 11 (Accessory Structures). Class 11 exempts "on-premise signs" from the requirements of CEQA.
3. Pursuant to Section 20.42.120.F (Revisions to Comprehensive Sign Programs) of the Zoning Code, a revision to an approved comprehensive sign program is required when the proposed new sign is not addressed by the original approval. The following standards and facts in support of such standards are set forth:

Standard:

- A. *The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42: Signs], any adopted sign design guidelines and the overall purpose and intent of this Section [Section 20.42.120].*

Facts in Support of Standard:

- A.1 The proposed new wall sign is relatively small (less than 9.5 square feet) and will improve the restaurant's visibility. The request is consistent with the intent of the Zoning Code to provide adequate tenant identification without excessive proliferation of signage. The restaurant tenant space is located at the northwest corner of the shopping center and is constrained by having a disproportionately small amount of building frontage of approximately 18 feet in comparison to the gross floor area of 2,675 square feet. A new wall sign above the existing awning sign will provide additional visibility from public streets (Vista Del Sol and Eastbluff Drive) without providing excessive signage when considering other signs for the shopping center.

Standard:

- B. The proposed signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Program, to the structures and/or developments they identify, and to surrounding development when applicable.*

Facts in Support of Standard:

- B.1 The existing restaurant is located in the corner suite of the courtyard area of the Eastbluff Village Shopping Center. Although this location faces the adjacent streets of Vista Del Sol and Eastbluff Drive, it is set back from these streets and separated by the shopping center's main parking lot. The additional wall sign is designed to be in proportion in size and location with the other tenants located within the shopping center.

Standard:

- C. The sign program shall address all signs, including permanent, temporary, and exempt signs.*

Facts in Support of Standard:

- C.1 The approved comprehensive sign program for the shopping center identifies criteria for nine (9) sign types, includes the number of signs for each sign type, the location of each sign, and the sign content and individual design criteria for each sign type. The proposed amendment modifies the sign type (Type B2) for the restaurant at 2531 Eastbluff Drive to allow for a wall sign above the approved awning sign. The proposed wall sign is comparable in size and design with other wall signs in the Eastbluff Village Shopping Center.

Standard:

- D. *The sign program shall accommodate future revisions that may be required because of changes in use or tenants.*

Facts in Support of Standard:

- D.1 The existing sign program specifies tenant identification signs as to the size, content, number and location within the shopping center. The revised comprehensive sign program does not contain provisions that are specific to any specified tenant or use facilitating future changes in tenancy or use.

Standard:

- E. *The program shall comply with the standards of this Chapter, except that deviations are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes and intent of this Chapter.*

Facts in Support of Standard:

- E.1 The amendment to the sign program requests one additional wall sign to aid and enhance the identification and visibility of the existing restaurant from the public streets and is in compliance with the Sign Code regulations. The proposed amendment to the comprehensive sign program carries forward the design criteria established upon the adoption of the 2009 adopted comprehensive sign program and reinforces the high quality conveyed by the existing architecture and landscape architecture of the shopping center

Standard:

- F. *The Approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter.*

Facts in Support of Standard:

- F.1 Wall signs are allowed by the Zoning Code and the overall sign program does not authorize any prohibited signs.

Standard:

- G. *Review and approval of a Comprehensive Sign Program shall not consider the signs' proposed message content.*

Facts in Support of Standard:

- G.1 The sign program establishes only the number of signs, height, location, and size of the signs and contains no regulations affecting sign message or content. The content of the specific sign was not considered as part of the review or approval of this Comprehensive Sign Program.

V. CONDITIONS

1. The development shall be in substantial conformance with the approved site plan, building elevations, and sign details stamped and dated with the date of this approval. (Except as modified by applicable conditions of approval.)
2. Upon demolition or substantial structural and nonstructural changes to the exterior of the development on which this approval is based, this Comprehensive Sign Program shall be rendered nullified and a new Comprehensive Sign Program shall be obtained for the new or altered development in accordance with the Zoning Code Provisions in effect at the time the new development is approved.
3. All signs are limited to the designated building facades and shall comply with the limitations specified in the proposed Sign Table Matrix included as an attachment to this approval letter (Attachment CD 3). No wall and/or awning signs shall have a square footage greater than 1.5 times the lineal tenant frontage unless otherwise designated in the Sign Table Matrix.
4. The sign area shall be contained within the frame, cabinet, fixture, or design that is enclosed in no more than four (4) lines drawn at right angles.
5. The signs shall be illuminated in accordance with the provisions of Section 20.42.060.H of the Newport Beach Municipal Code. Tenant signs along Vista Del Sol shall minimize illumination as to not impact the adjacent residential neighborhood. The Planning Division may review the illumination of the signage if an adverse impact occurs. A photometric study shall be conducted to determine if an adverse impact occurs.
6. Anything not specifically approved by this Comprehensive Sign Program is prohibited. Revisions to the program may be approved by the Planning Director if the intent of the original approval is not affected. Revisions that substantially deviate from the original approval must be addressed in a separate and subsequent amendment to this Comprehensive Sign Program.
7. The applicant is required to obtain all applicable permits from the City's Building Division for the proposed signs and canopy structure for the restaurant. The construction plans must comply with the most recent, City-adopted version of the California Building Code.

8. Comprehensive Sign Program No. CS2013-011 shall expire unless exercised within 24 months from the date of approval as specified in Section 20.91.050 of the Newport Beach Municipal Code, unless an extension is otherwise granted.
9. The project is subject to all applicable City ordinances, policies, and standards, unless specifically waived or modified by the conditions of approval.
10. This Comprehensive Sign Program may be modified or revoked by the Community Development Director if it is determined that the proposed uses or conditions under which it is being operated or maintained is detrimental to the public health, welfare or materially injurious to property or improvements in the vicinity or if the property is operated or maintained so as to constitute a public nuisance.
11. Should the property be sold or otherwise come under different ownership, any future owners or assignees shall be notified of the conditions of this approval by either the current business owner, property owner or the leasing agent.
12. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the Eastbluff Village Shopping Center Comprehensive Sign Program amendment including, but not limited to, Comprehensive Sign Program No. CS2013-011 (PA2013-186). This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

APPEAL PERIOD: An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.

On behalf of Kimberly Brandt, AICP, Community Development Director

By:



Rosalinh Ung
Associate Planner

JC/ru

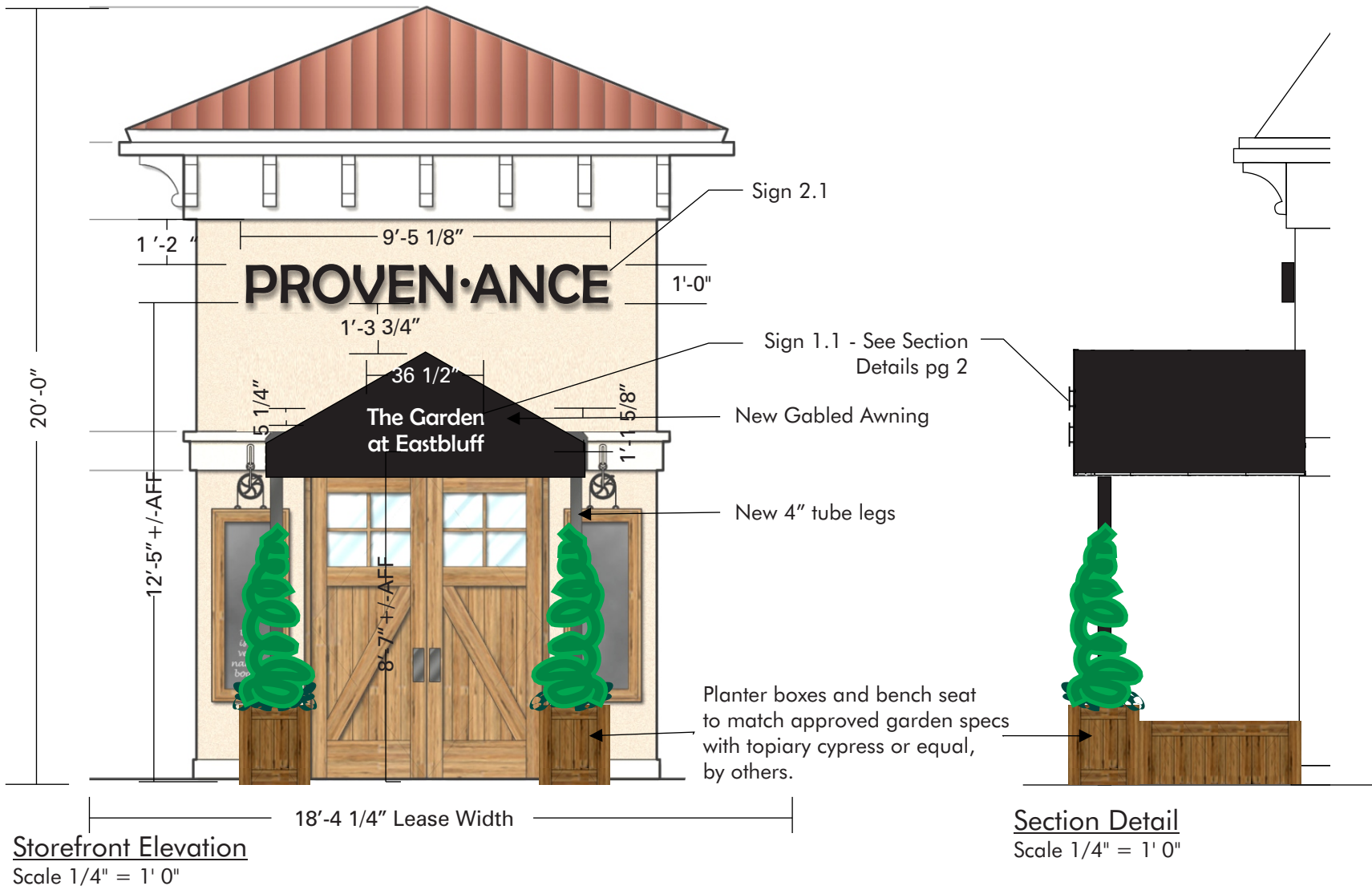
Attachments: CD 1 Vicinity Map
CD 2 Sign Plan
CD 3 Sign Table Matrix
CD 4 Comprehensive Sign Program

Attachment No. CD 1

Vicinity Map

Attachment No. CD 2

Sign Plan



Wall Sign Area = 9.43 sq ft
 Awning Sign Area = 3.45 sq ft

PROVEN·ANCE
 The Garden at Eastbluff

Project:
 Provenance
 2531 Eastbluff Dr.
 Newport Beach, CA

Client:
 Provenance
 Contact: Cathy Garland Pavlos

Filename:

Revisions:
 Initial Design DF 03/13/2013
 Landlord Comments JF 6/20/2013
 Landlord Comments DF 9/27/2013



This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



Section Detail
 Scale 1/4" = 1' 0"

SOUTHWEST SIGN CO.

1852 POMONA RD., CORONA, CA 92880
 P: 951-734-6275 F: 951-735-9667 CSL#724929

Attachment No. CD 3

Sign Table Matrix

**COMPREHENSIVE SIGN PROGRAM CS2013-011
(PA2013-186)**

Eastbluff Village Center and Medical Offices- 2501, 2505-2555 Eastbluff Drive

SIGN TABLE MATRIX

Designated Frontage

Frontages: Eastbluff Drive
Vista Del Sol
Parking Lot

Building Address Eastbluff Drive	Primary Frontage Size limitations where applicable	Secondary Frontage Size limitations, where applicable
2555 Sign Type: A1 & A2 (Major Tenant Wall Sign) As revised by SA2007-016 (PA2007-221)	Vista Del Sol, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 81 square feet	Eastbluff Drive, one sign per secondary frontage with maximum area of 50% of primary sign allowance or 45 square feet
2521 Sign Type: A3 & A4 (Major Tenant Wall Sign)	Eastbluff Drive, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less.	Vista Del Sol, one sign per secondary frontage with maximum area of 50% of primary sign allowance or 37.5 square feet whichever is less.
2501 Sign Type: C1 (Pad Building Wall Sign)	North Elevation Parking Lot, 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less.	N/A, no secondary signs approved or allowed.
2507 – 2515 Sign Type: E1, E2 & E3 (Tenant Wall Sign for Medical Offices) As approved by CS2009-006 (PA2009-164)	Parking Lot: 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less.	Vista Del Sol elevation: 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less.
2523, 2525, 2529 Sign Type: B1 (Tenant Wall Sign – Courtyard)	Eastbluff Drive, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less. Max. Letter Height of 10" and Max Length of 11'- 0"	N/A, no secondary signs approved or allowed.
2545 Sign Type: B1 (Tenant Wall Sign – Courtyard)	Vista Del Sol, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less. Allowance for Max. Letter Height of 0'-8" and Max. Length of 11'-0"	N/A, no secondary signs approved or allowed.

Building Address Eastbluff Drive	Primary Frontage Size limitations where applicable	Secondary Frontage Size limitations, where applicable
2531 Sign Type: B2 (Awning Sign, Tenant Wall Sign – Courtyard) As approved by CS2013-011 (PA2013-186)	Eastbluff Drive, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less. ¹Wall Sign: Maximum letter height of 18” and maximum length of 10’-0” <u>Awning Sign:</u> Max Sign Height 2’-5” Max Sign Length 7’-6”, Copy to be no Less than 4.5” from edge of Awning.	N/A, no secondary signs approved or allowed.
2547 Sign Type: B1 (Tenant Wall Sign – Courtyard)	Vista Del Sol, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less. Allowance for Max. Letter Height of 10” and Max Length of 11’- 0”	N/A, no secondary signs approved or allowed.
2527 Sign Type: B1 (Tenant Wall Sign – Courtyard)	Eastbluff Drive, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less. Allowance for Max. Letter Height of 10” and Max Length of 11’- 0”	N/A, no secondary signs approved or allowed.
2549A, 2549B Sign Type: B1 (Tenant Wall Sign – Courtyard)	Vista Del Sol, Max area 1.5 Sq.Ft. Per Lineal Ft. of Building Frontage or maximum of 75 square feet, whichever is less. Allowance for Max. Letter Height of 10” and Max Length of 11’- 0”	N/A, no secondary signs approved or allowed.
Directional Signage (D1/2/3)	2’-6” Tall By 2’-0” w/ 1’-6” Pole Stand Overall height 4 feet maximum	N/A, no secondary signs approved or allowed.
Monument 1 & 2 (M1 & M2, Double Sided)	8’-0” Tall By 7’-0” Wide	N/A, no secondary signs approved or allowed.
Monument 3 (M3, Pad Building 2501, Double Sided)	Sign Area 7’-0” Wide By 4’-0” Maximum height 6 feet	N/A, no secondary signs approved or allowed.
Monument 4 (M4)	5’-0” Tall By 7’-0” Wide Maximum height 6 feet	N/A, no secondary signs approved or allowed.
Monument 5 (M5)	Vista Del Sol: 6’-0” Tall By 7’-0” Wide Maximum height 6 feet	N/A, no secondary signs approved or allowed.

¹Proposed Wall Sign highlighted in **Bold**

Attachment No. CD 4
Sign Program
(proposed amendment shown
on Page 4)

EASTBLUFF
VILLAGE CENTER
&
MEDICAL OFFICES

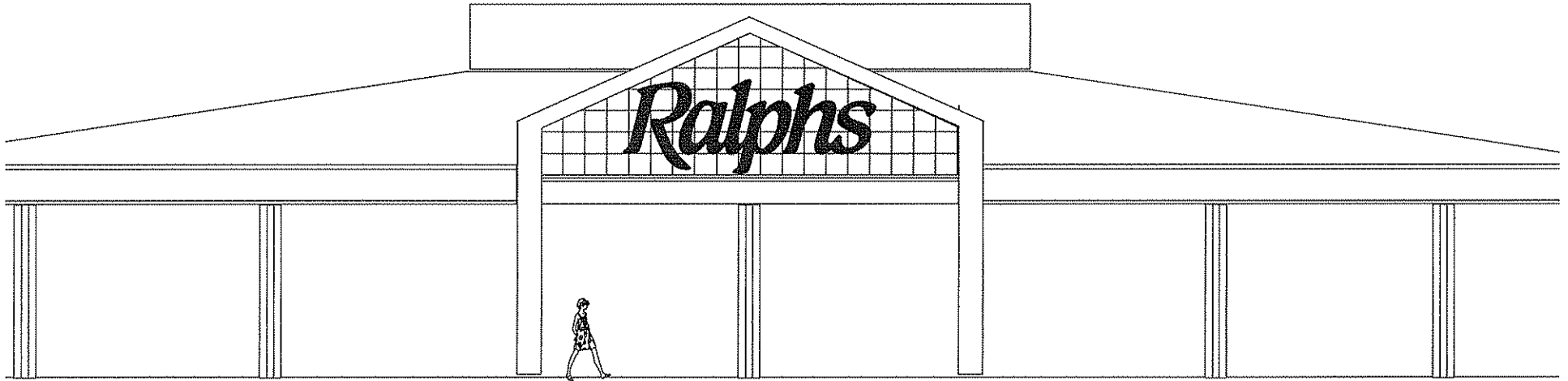
Master Sign Program

Revised 9/13/2013

SOUTHWEST SIGN CO.

1852 POMONA RD., CORONA, CA 92880

P: 951-734-6275 F: 951-735-9667 CSL#724929

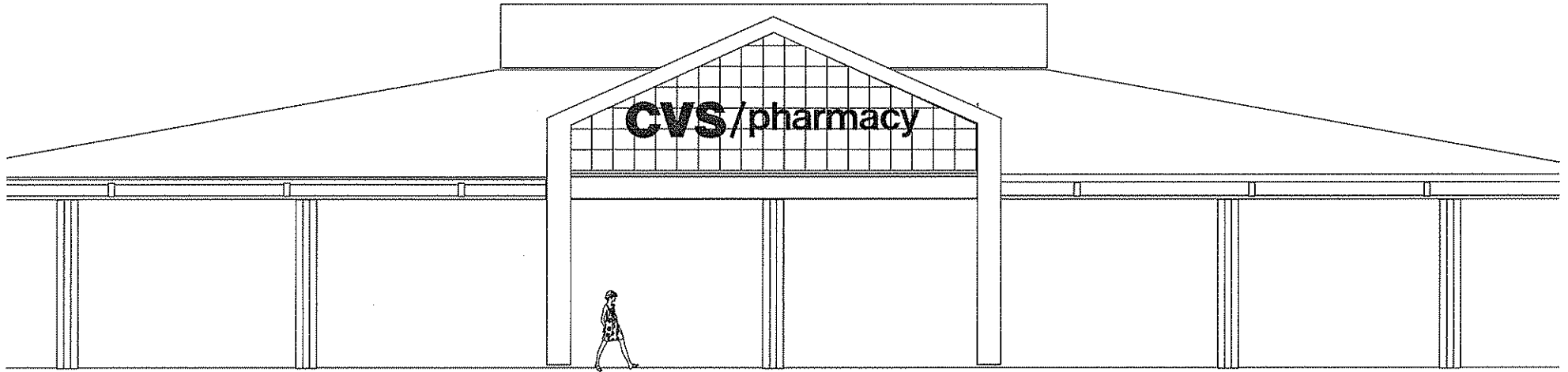


Signs A1 & A2 - Major Tenant Signage

Scale 3/32" = 1' 0"

Plexiglas faced channel letters mounted with 1/2" spacers off wall.
Tenant choice of colors with landlord approval.
Tenant receives 1.5 sq.ft. of sign space per lineal foot of store frontage.
Elevation is typical both East and South elevations.

A1 - East Elevation - 2555 Eastbluff - 37.5 sf Maximum
A2 - South Elevation - 2555 Eastbluff - 75 sf Maximum

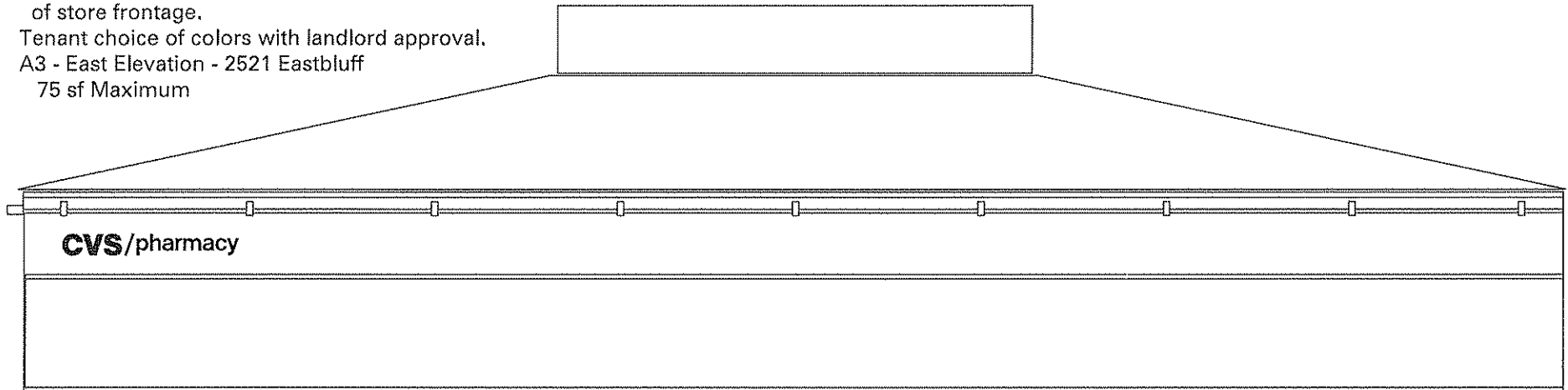


Sign A3 - Major Tenant Signage

Scale 3/32" = 1' 0"

Plexiglas faced channel letters mounted with 1/2" spacers off wall.
 Tenant receives 1.5 sq.ft. of sign space per lineal foot
 of store frontage.

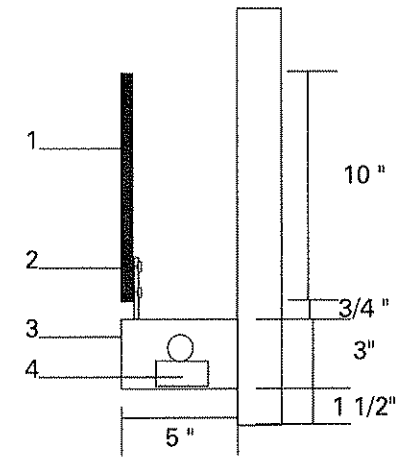
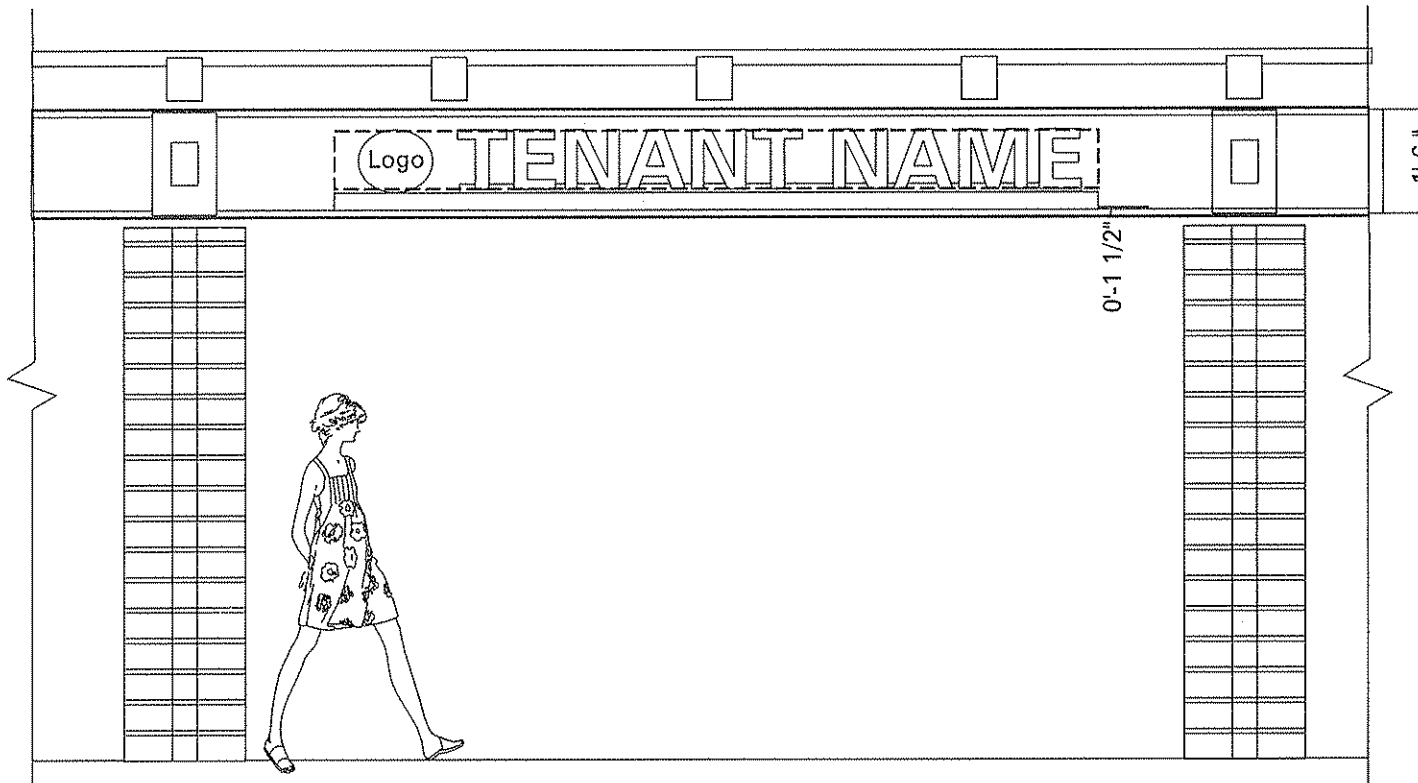
Tenant choice of colors with landlord approval.
 A3 - East Elevation - 2521 Eastbluff
 75 sf Maximum



Sign A4 - Major Tenant Signage

Scale 3/32" = 1' 0"

Plexiglas faced channel letters mounted with 1/2" spacers off wall.
 Tenant choice of colors with landlord approval.
 Tenant receives 1.5 sq.ft. of sign space per lineal foot of store frontage.
 A4 - South Elevation - 2521 Eastbluff - 37.5 sf Maximum



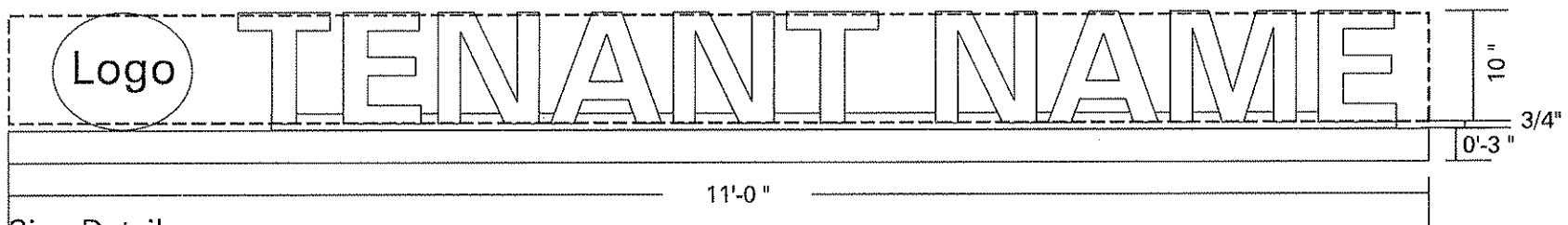
Section Detail

Scale 1-1/2" = 1' 0"

1. 1/2" thick PVC, paint finish
2. 3/16" thick clear plex support
3. 3" x 5" aluminum lightbar
4. Fluorescent lamp illumination

Sign Type B1 - Courtyard Tenant Sign

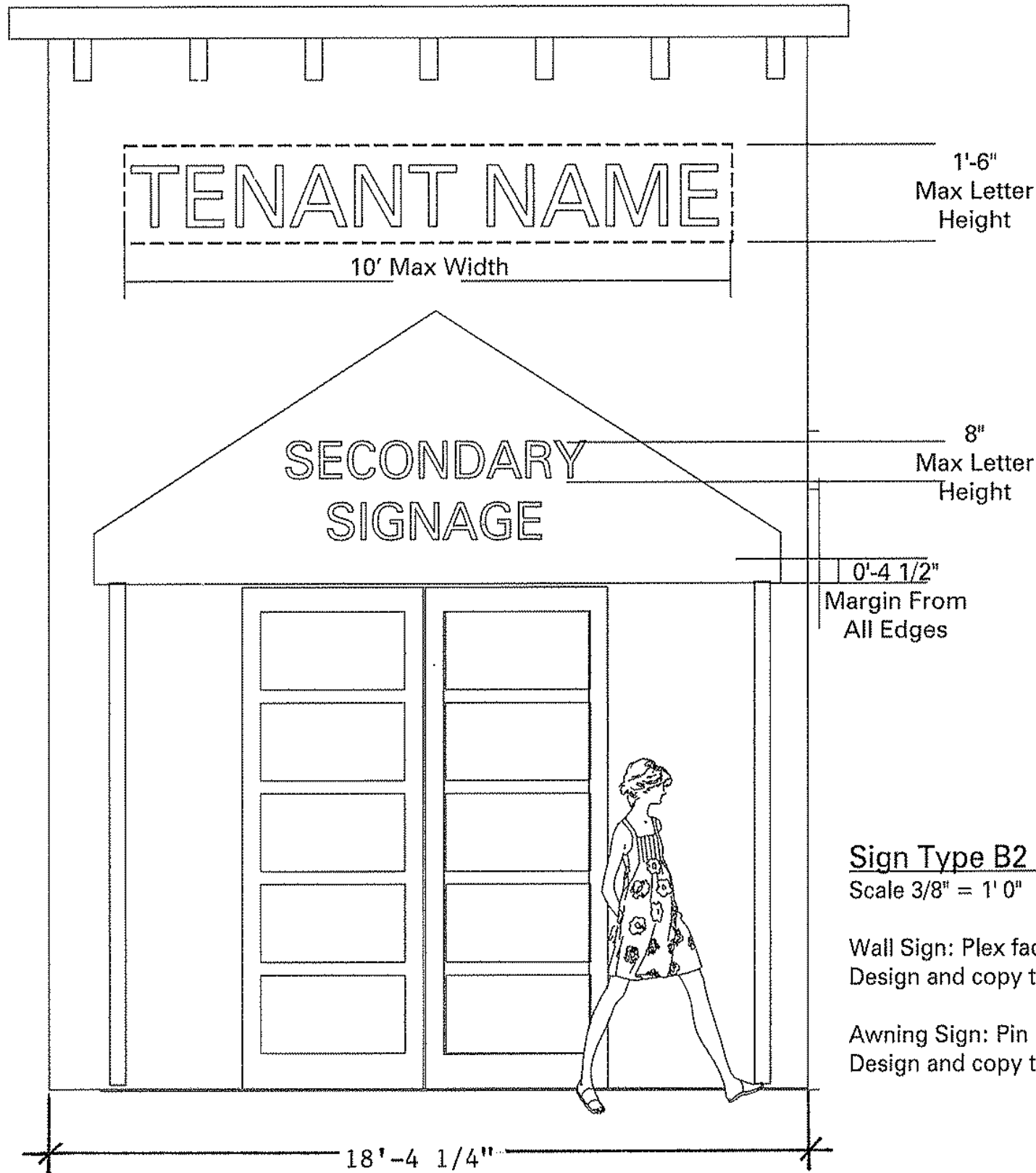
Scale 3/8" = 1' 0"



Sign Detail

Scale 3/4" = 1' 0"

1/2" thick PVC letters with paint finish attached with 3/16" thick clear plex support attached to top of 3" x 5" aluminum lightbar with fluorescent lamp and clear acrylic lens.

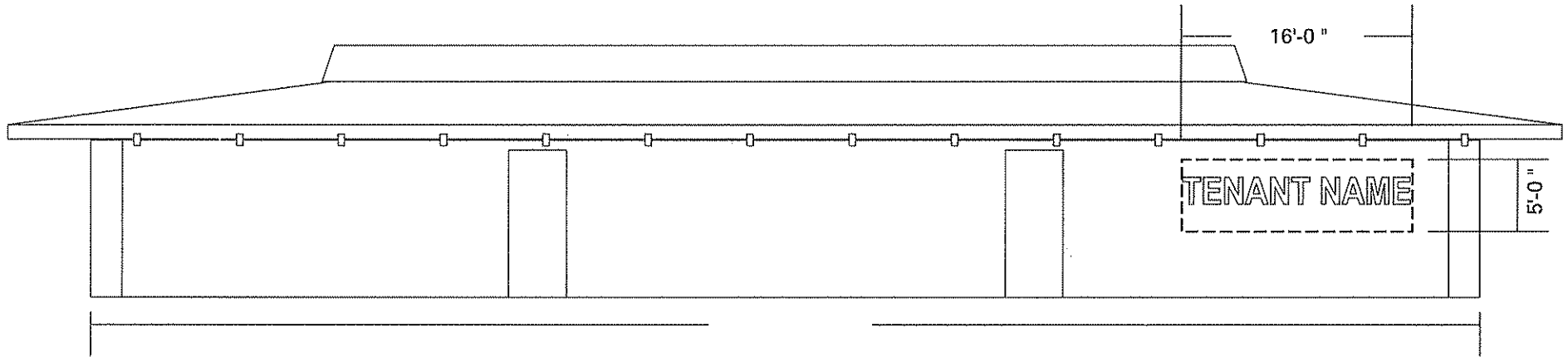


Sign Type B2 - Courtyard Tenant Wall Sign & Awning Sign

Scale 3/8" = 1' 0"

Wall Sign: Plex faced channel letter signage mounted to tower.
Design and copy to be approved by landlord.

Awning Sign: Pin mounted aluminum lettering on face of awning.
Design and copy to be approved by landlord.

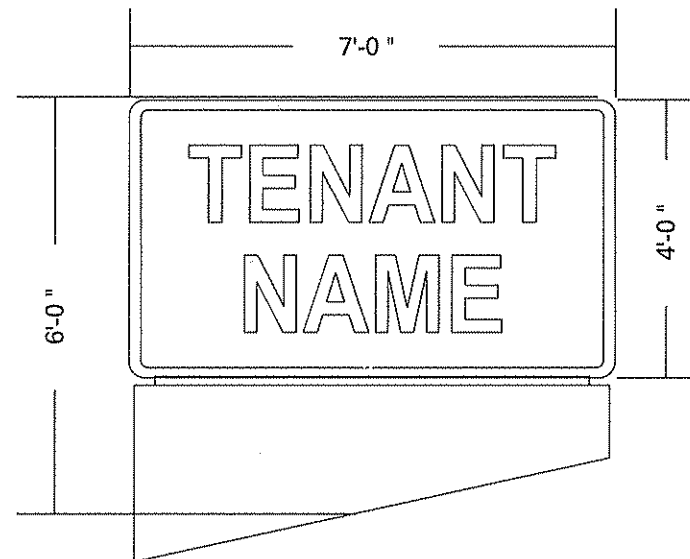


Sign C - Pad Building Wall Sign

Scale 3/32" = 1' 0"

North Elevation

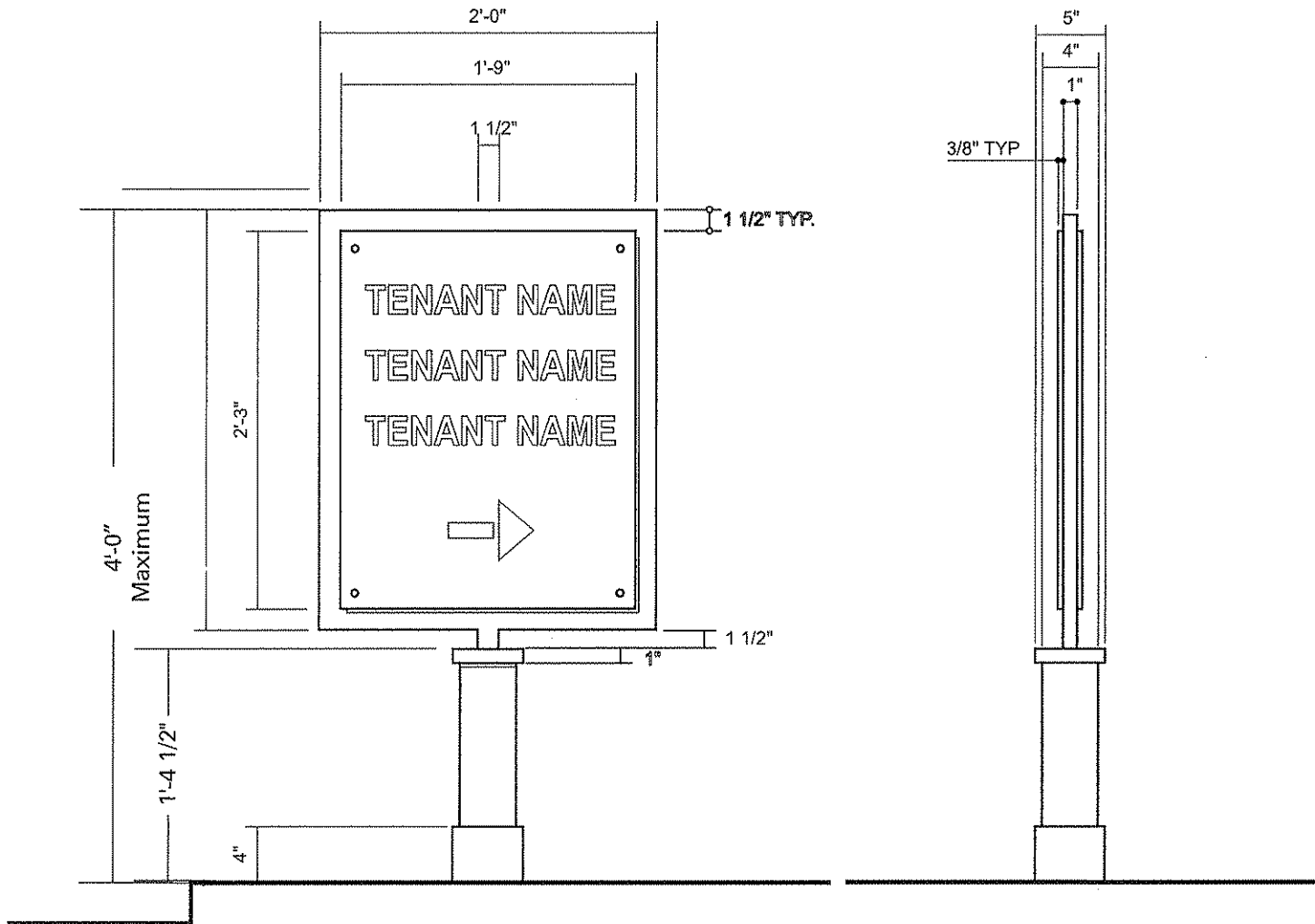
Wall mounted sign. Aluminum cabinet with push thru plex copy with internal fluorescent lamp illumination or channel letter signage on raceway. Tenant receives 1.5 sq.ft. of sign space per lineal foot of store frontage.



Sign M3 - Pad Building Monument Sign

Scale 3/8" = 1' 0"

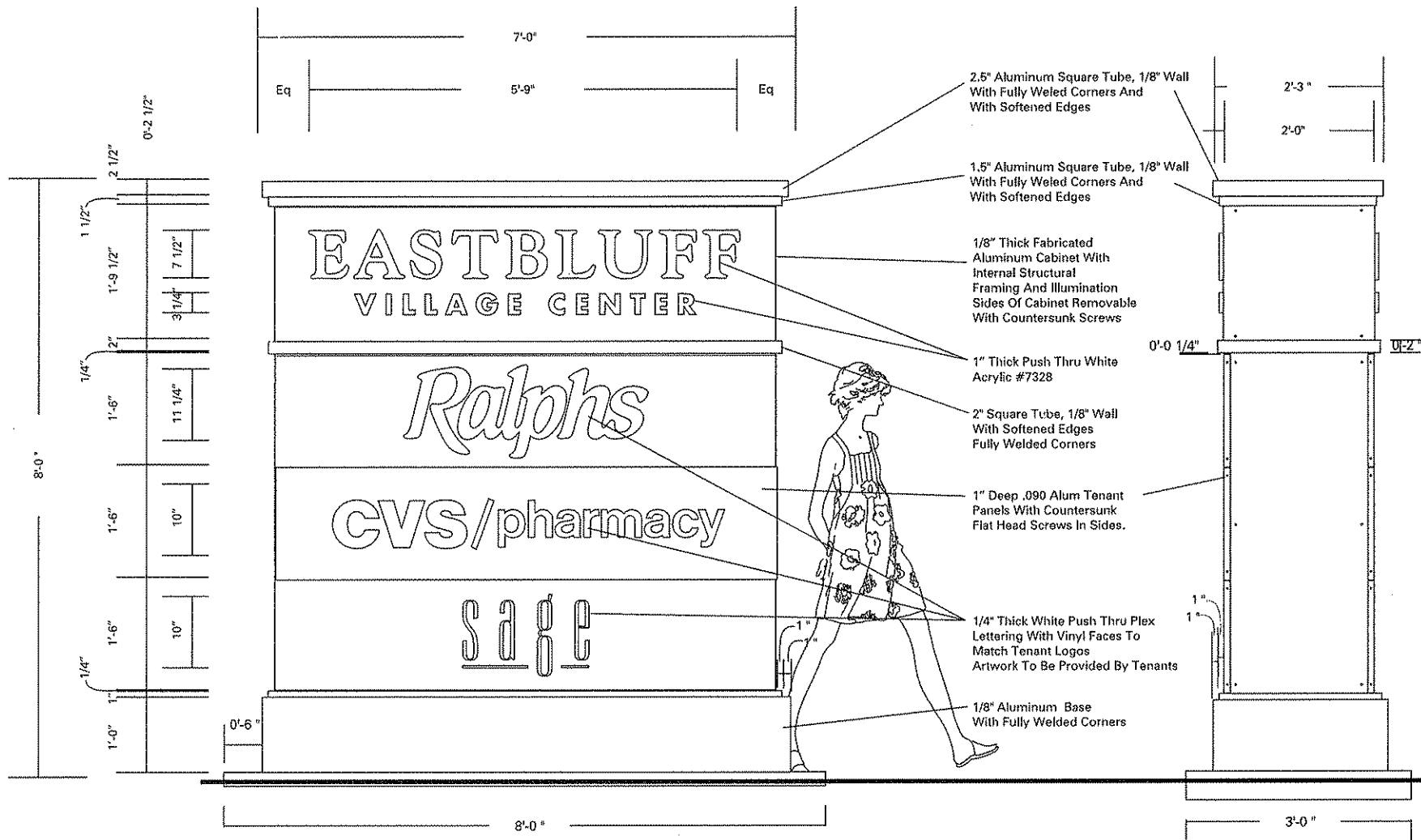
Double faced internally illuminated monument sign cabinet on metal base. Sign face to be aluminum with push thru plex lettering.



Sign Type D Detail

Scale 1" = 1' 0"

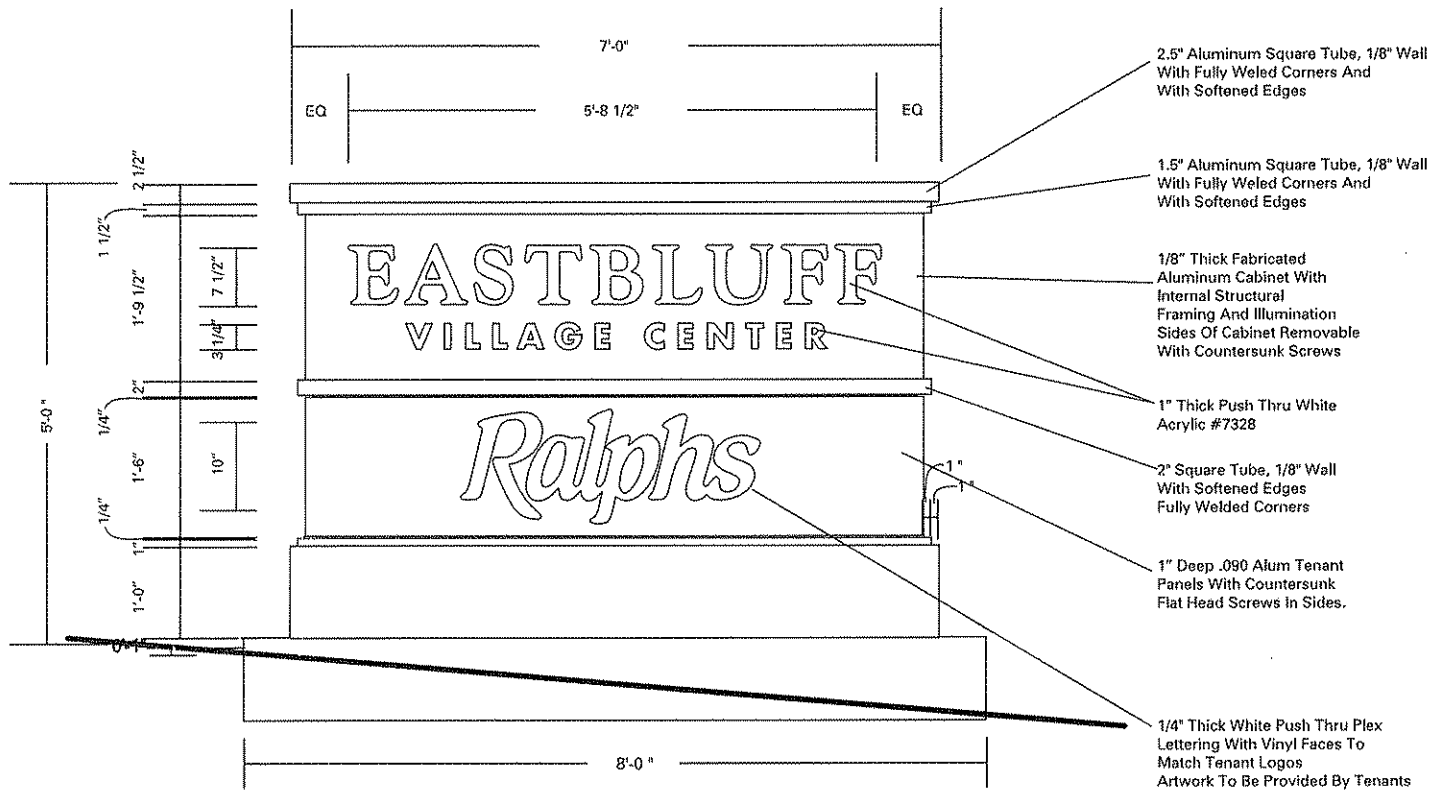
Aluminum panels with paint finish and vinyl graphics.



Sign M1 & M2 Detail

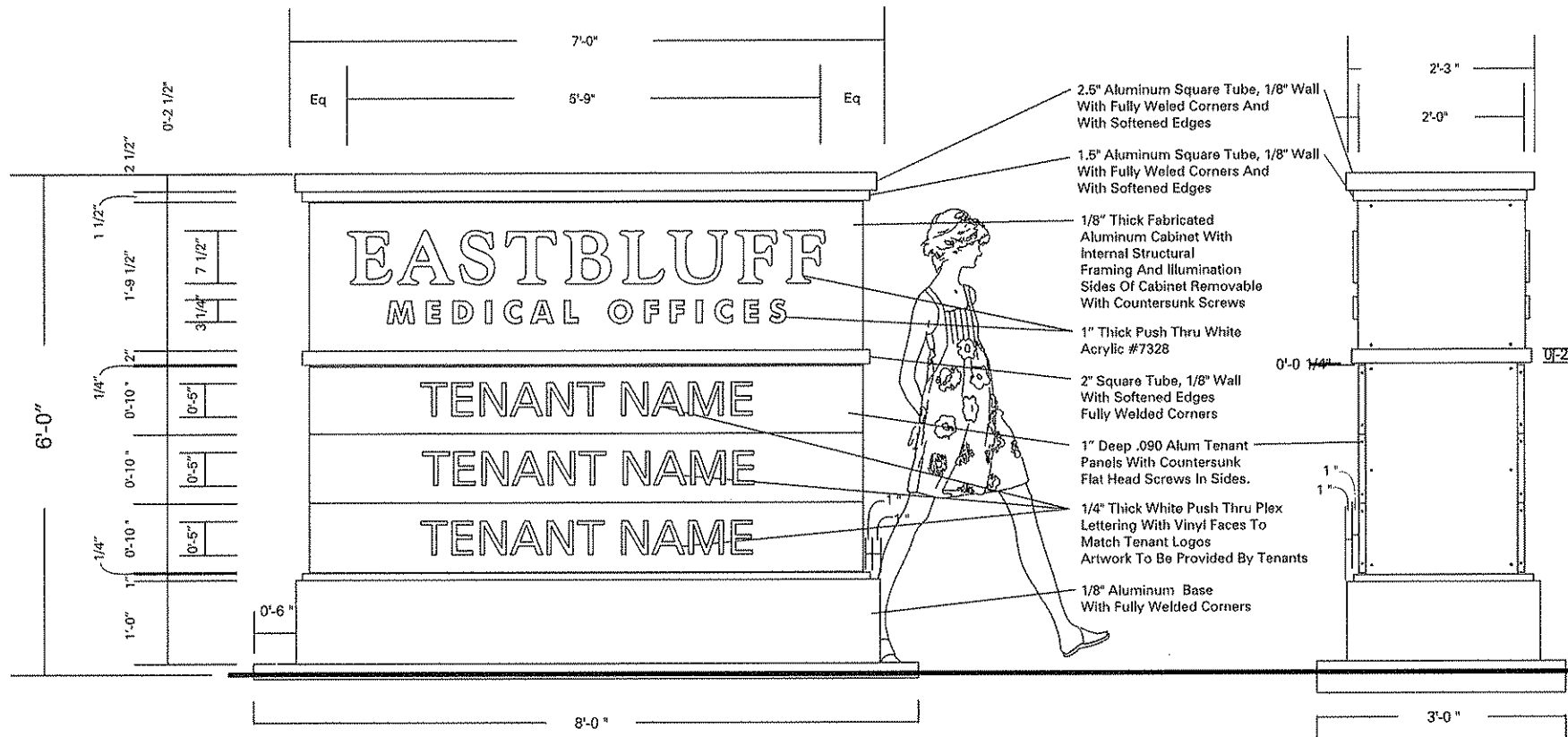
Scale 1/2" = 1' 0"

- M1 - Double sided
- M2 - Single sided



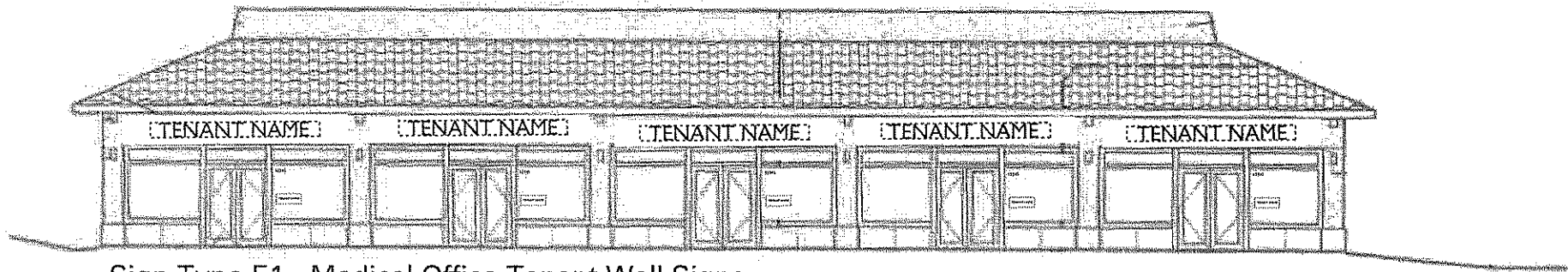
Sign M4 Detail

Scale 1/2" = 1' 0"



Sign M5 Detail

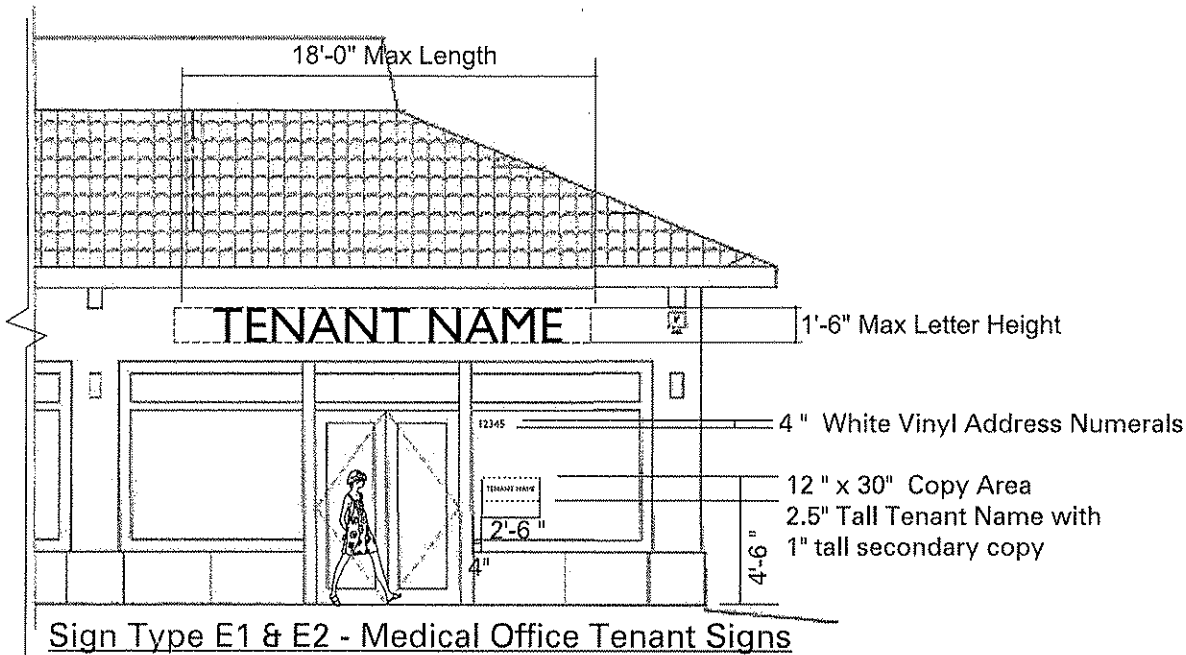
Scale 1/2" = 1' 0"



Sign Type E1 - Medical Office Tenant Wall Signs

Scale 1/16" = 1' 0"

North Elevation



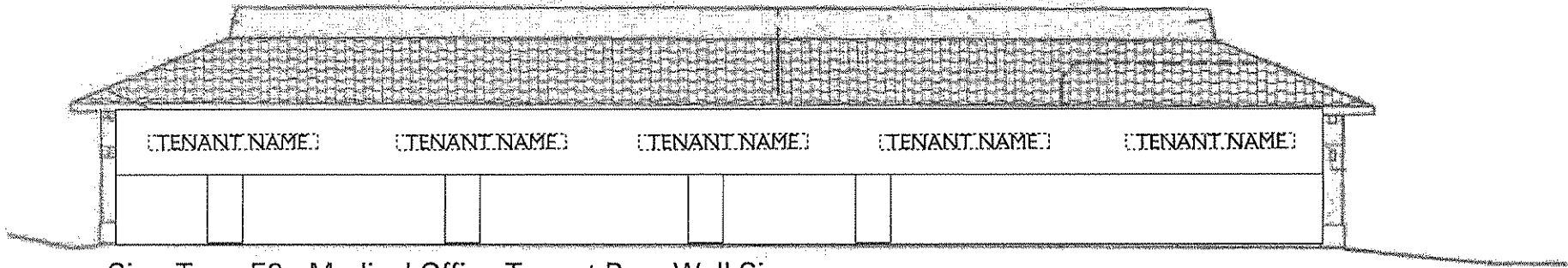
Sign Type E1 & E2 - Medical Office Tenant Signs

Scale 1/8" = 1' 0"

North Elevation

E1 Sign To Consist Of Internally Illuminated Face Lit Chanel Letters with tenants name or use. (e.g., Dentist, Emergency Care). 1'-6" Max Letter Height. Max Sign Length Is 75% Of The Lease Frontage Not To Exceed 18'-0" Sign Max.

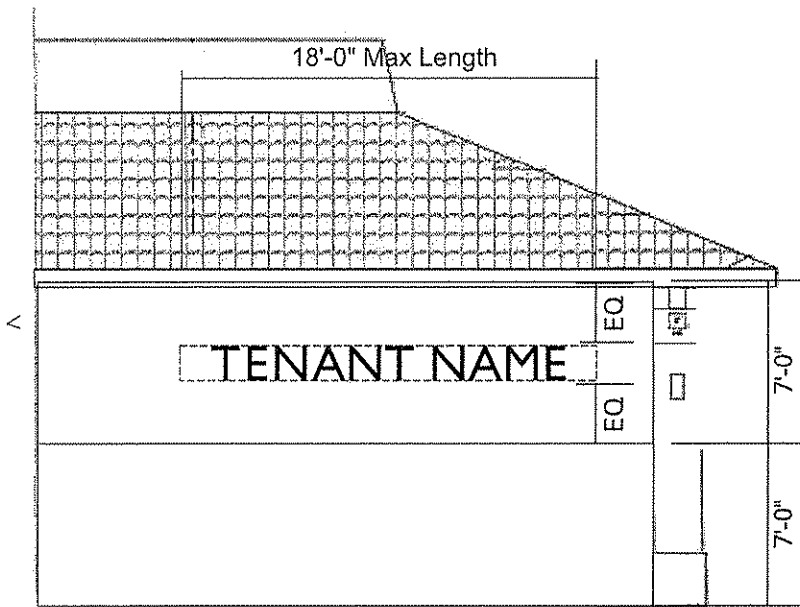
E2 Sign To Consist Of White Computer Cut Vinyl Applied To Exterior Of Glass.



Sign Type E3 - Medical Office Tenant Rear Wall Signs

Scale 1/16" = 1' 0"

South Elevation



Sign Type E3 - Medical Office Tenant Rear Wall Signs

Scale 1/8" = 1' 0"

South Elevation

E3 Sign To Consist Of Internally Illuminated Halo Lit Channel Letters with tenants name or use. (e.g., Dentist, Emergency Care).
 1'-6" Max Letter Height. Max Sign Length Is 75% Of The Lease Frontage, Not To Exceed 18'-0" Sign Max.

GENERAL PROVISIONS:

The purpose of this Master Sign Program is to provide design standards and specifications that create consistency in quality, size, placement, and configuration for signs throughout the Center while allowing creativity and flexibility in the usage of signage in the changing retail environment.

SUBMITTALS AND APPROVALS

Prior to sign fabrication, plans shall be submitted to the Landlord for approval. Three (3) sets of complete, fully dimensioned, and detailed shop drawings including:

1. Elevation of sign location showing design, location, size, and layout of sign, drawn to scale, indicating dimensions, attachment devices, and construction detail.
2. Section through sign showing the dimensioned thickness of the letters, wiring and attachment details.
3. Scaled letter patterns for all graphics.
4. Site plan, indicating location of sign on property.

All sign submittals shall be reviewed by the Landlord for conformance with the provisions of these criteria.

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the final approved plans and shop drawings.

PROHIBITED SIGNS

The following are prohibited:

1. Backlit plexiglas faced sign cabinets where entire face is illuminated.
2. Pre-manufactured signs, such as franchise signs, that have not been modified to meet the criteria.
3. Paper or cardboard signs, stickers, or decals hung around, on, or behind storefronts.
4. Exposed junction boxes, transformers, lamps, tubing or conduits.

ACCEPTABLE SIGN TYPES

Signage at Eastbluff Village Center shall be creative and imaginative with emphasis on well-developed theme graphics with sign construction details that support the overall design theme of each sign.

Sign Type A - Major Tenant Wall Signs:

Plex faced channel letters, 5" deep letters with closed backs or with combination of halo backs. Mounted with 1/2" spacers off wall. Tenant receives 1.5 sq.ft. of sign space per lineal foot of store frontage.

Sign Type B1 - Courtyard Tenant Wall Signs:

Aluminum lightbar, 3" x 5" x 132", painted to match wall, fluorescent lamp illumination inside lightbar. 1/2" thick PVC letters and logos affixed with 3/16" thick clear acrylic support. Max letter height 10".

Sign Type B2 - Courtyard Tenant Wall Sign - Plex faced channel letters, 5" deep letters with closed backs or with combination of halo backs. 12" letter height. Mounted with 1/2" spacers off wall. Tenant receives 1.5 sq.ft. of sign space per lineal foot of store frontage.

Courtyard Tenant Awning Signs: Pin mounted aluminum letters with paint finish affixed to front of awning. 8" tall max. lettering or custom shaped awning graphic on custom shaped awning face with copy area held 4.5" from edge of awning face.

Sign Type C - Pad Building Tenant Wall Sign

Plex faced channel letters on raceway or aluminum cabinet with push thru plex lettering. Max sign area is 5' x 16'. Tenant receives 1.5 sq.ft. of sign space per lineal foot of store frontage.

Sign Type D - Directional Signs

Aluminum panel and post with vinyl graphics with tenant names and arrow.

Sign Type E1 - Medical Office Tenant Wall Signs with tenants name or use. (e.g., Dentist, Emergency Care)

Plex faced channel letters, 5" deep letters. Mounted with 1/2" spacers off wall.

Sign Type E2 - Medical Office Tenant Window Signs

White vinyl graphics applied to exterior of window glass. See exhibit.

Sign Type E3 - Medical Office Tenant Rear Wall Signs with tenants name or use. (e.g., Dentist, Emergency Care)

Reverse channel letters, 3" deep letters. Mounted with 1-1/2" spacers off wall.

Sign Type M - Monument Signs

Aluminum fabricated monument signs w/ white push thru plex lettering.

SIGN CONTRACTOR RESPONSIBILITIES

The Tenant's sign contractor is responsible to do the following:

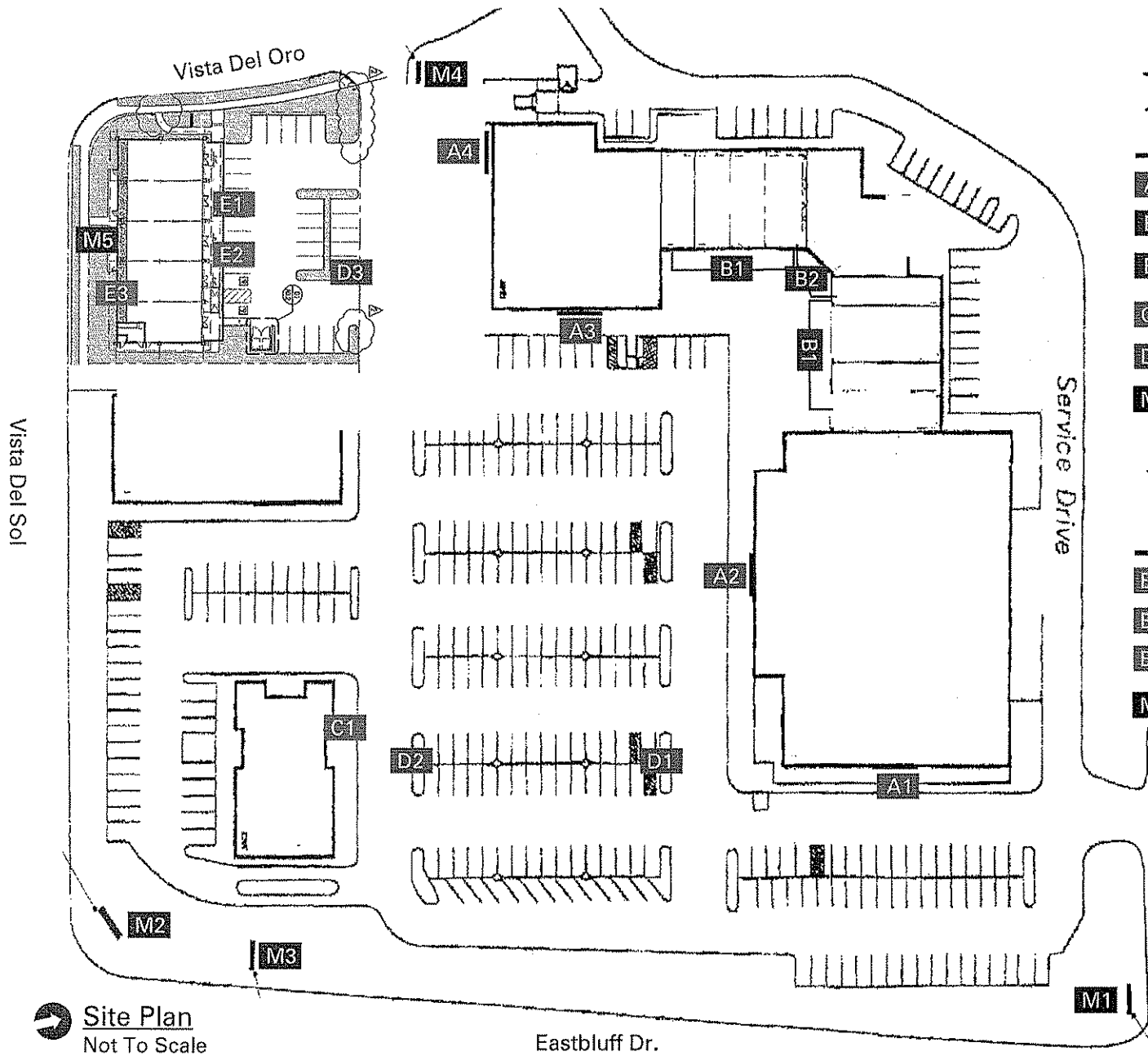
1. Submit to Landlord for approval prior to fabrication complete and fully-dimensioned shop drawings .
2. Obtain approved sign permits from the City of Newport Beach prior to sign fabrication and deliver copies of same to Landlord.
3. Provide to Landlord, prior to commencing fabrication, an original certificate of insurance naming the Owner as an additional insured for liability coverage in the amount required by Landlord at time of submittal.

DESIGN REQUIREMENTS

1. Number and Placement - Each tenant shall provide one storefront sign on their primary frontage with the exception of courtyard tenant (B2), which may have one wall sign and one awning sign. Otherwise, tenants may have one sign per storefront elevation, subject to Landlord approval.
2. Typestyles and Logos - All typestyles and logos to be of professional quality. corporate logos are allowed for national brands. Emphasis is on imaginative graphic design wherever possible. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
3. Sign sizes - See exhibits for typical sign locations and allowable sizes and areas. Sign square footage to be limited to 1 square foot of signage per lineal foot of store frontage. Heights of letters, graphics and logos are to be in scale with the architecture as consistent with the designed theme of the individual sign. In all cases the sign shall appear balanced and in scale with the context of the building.

CONSTRUCTION REQUIREMENTS

1. Channel letter depth shall be 5". Seams shall be concealed at tops of letters for letters returns and face trim cap. No light leaks at seams or edges of letters are permitted. Reverse channel letter depth shall be 3". Edges and seams shall be filled smooth with no visible seams.
2. All sign fabrication work shall be of excellent quality.
3. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
4. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs, and shall have a uniform surface conforming to the highest standards of the industry.
5. Paints must be high quality acrylic polyurethane, Matthews Paint or equivalent.
6. Channel letter signs illuminated with neon shall use 30 ma. transformers conforming to UL 2161. All lighting must match the exact specifications of the approved shop drawings. Wiring and assembly details must match provided specifications.
7. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks or hot spots will not be permitted.
8. Underwriter's Laboratory-approved labels shall be affixed to all letters. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
9. Penetrations into building walls, where required, shall be made waterproof.
10. The sign contractor on drawings submitted to the Landlord shall indicate location of all openings for conduit sleeves and support in sign panels and building walls. Sign contractor shall install same in accordance with the approved drawings.
11. In no case shall any manufacturer's label, stamp, or decal be visible from the street from normal viewing angles.
12. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.



EASTBLUFF VILLAGE CENTER

- Ax** Major Tenant Wall Sign
- B1** Courtyard Tenant Wall Sign
- B2** Courtyard Tenant Wall & Awning Sign
- C1** Pad Building Wall Sign
- Dx** Directional Sign
- Mx** Monument Sign

EASTBLUFF MEDICAL OFFICES

- E1** Medical Office Tenant Wall Sign
- E2** Medical Office Tenant Window Sign
- E3** Medical Office Tenant Rear Wall Sign
- M5** Monument Sign

 **Site Plan**
Not To Scale