



**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 January 22, 2016

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**COMMUNITY DEVELOPMENT DIRECTOR  
OR PLANNING DIVISION STAFF ACTIONS**  
(Non-Hearing Items)

- Item 1: Comprehensive Sign Program No. CS2015-007 (PA2015-130)  
Site Address: 2001, 2043, 2131, and 2135 Westcliff Drive
- Action: Approved Council District 3
- Item 2: Comprehensive Sign Program No. CS2015-015 (PA2015-219)  
Site Address: 3801 E. Coast Highway
- Action: Approved Council District 6

**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

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## **ZONING ADMINISTRATOR ACTION LETTER**

**Application No.**            **Comprehensive Sign Program No. CS2015-007 (PA2015-130)**  
**Applicant**                 **Aaron Ferber, JB3D**  
**Owner**                      **Hankey Investment Company**  
**Site Address**             **2001, 2043, 2131, and 2135 Westcliff Drive**  
**Legal Description**      **Parcel 1 of Lot Merger LM 2013-005**

On **January 20, 2016**, the Zoning Administrator approved Comprehensive Sign Program No. CS2015-007 ("Program") to authorize signage for a multi-tenant medical office and retail commercial center in accordance with the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code.

Pursuant to Section 20.42.120 of the Zoning Code, a Comprehensive Sign Program is required to allow new signs whenever three (3) or more separate tenant spaces are proposed on the same lot, whenever signs are proposed to be located on or above the second story, or whenever a structure has more than 300 feet of street frontage. Comprehensive sign programs can allow limited deviations from code requirements under certain circumstances and the subject Program allows for the following deviations from the Zoning Code:

1. Three (3) freestanding signs, where the Zoning Code allows one (1) freestanding sign per site;
2. An increase in sign area up to 30 percent, where the Zoning Code allows for the sign area to be 1.5 square feet per lineal foot of tenant frontage;
3. An increase in sign area for a secondary frontage, where the Zoning Code allows for the sign area to be up to 50 percent of the sign area of the primary frontage sign; and
4. Four (4) business directory signs with an increase in sign height up to 20 percent and sign text area up to 30 percent, where the Zoning Code limits the number of signs to one (1) at an average height of 6 feet with 8 square feet of sign area.

The subject property is located within the Commercial General (CG) Zoning District and the General Plan Land Use Element category is General Commercial (CG). The property is not located in the Coastal Zone.

This approval is based on the following finding and standards and subject to the following conditions:

## **FINDINGS AND STANDARDS FOR APPROVED SIGNS**

### Finding

- A. *The project is exempt from environmental review under the requirements of the California Environmental Quality Act pursuant to Section 15311, Class 11 (Accessory Structures).*

### Facts in Support of Finding

1. Class 11 exempts minor structures accessory to existing commercial facilities, including signs. The proposed signs are incidental and accessory to the principal commercial use of the property and do not intensify or alter the use.

### Standard

- B. *The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42], any adopted sign design guidelines, and the overall purpose and intent of this Section [Section 20.42.120 – Comprehensive Sign Program].*

### Facts in Support of Standard

1. A comprehensive sign program is required when three (3) or more separate tenant spaces are created or proposed on the same lot or whenever signs are proposed to be located on or above the second story on a multi-story building. A project is underway that includes the construction of two multi-tenant buildings and a three-level parking structure, and an addition to an existing multi-tenant building.
2. The Program complies with the purpose and intent of Newport Beach Municipal Code Chapter 20.42 (Sign Standards) because it provides the project site and tenants with adequate identification while guarding against an excessive proliferation of signage. It preserves and enhances community appearance by regulating the type, size, location, quantity, and illumination of signs. Through said regulations, the Comprehensive Sign Program will enhance the safety of motorists and pedestrians by minimizing the distraction of signs, as well as to protect the life, health, property, and general welfare of City residents and visitors.
3. The purpose of a comprehensive sign program is to integrate all of a project's signs. A comprehensive sign program provides a means for the flexible

application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of signs, and to achieve, not circumvent, the purpose of Chapter 20.42. This approval integrates all of the signs for the subject property while meeting the purpose and intent of Chapter 20.42.

4. Approval of this Comprehensive Sign Program includes deviations to the number, location, and size of signs than would otherwise be allowed and allows the flexible application of the sign regulations to achieve a unified design theme that meets the purpose and intent of the Zoning Code. The site is 3.36 acres and has two street frontages. The site is being redeveloped with four (4) separate, multi-story and multi-tenant buildings, a multi-level parking structure, and surface parking areas, and several pedestrian areas and paths. These factors present challenges to providing appropriate commercial signage that includes sign visibility impairment and an increased need to provide vehicle and pedestrian navigation signs. Due to the size of the overall development, the number and location of the various buildings and structures and the potential number of tenants within the project, additional freestanding signs and larger tenant signs are necessary.
5. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual because the proposed signs are designed to be compatible with the building in terms of size, location, legibility, and materials. The tenant wall signs are designed to effectively communicate a commercial message without creating sign clutter through the use of legible text that contrasts with the background. The location and size of the tenant signs will not dominate, but rather will be consistent with the proportions of the façade on which they are located. The wall signs will be individual letters and logos and the color will contrast with the walls on which they are applied.

#### Standard

- C. *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

1. All wall signs relate visually to each other and the building design because they maintain consistency in design, materials, and color while identifying the tenant names. The site will include multiple tenants with a maximum of one wall sign per tenant per frontage. The signs will be designed and located consistently for each tenant suite.
2. The proposed signs will not obstruct public views from adjacent roadways because there are no public views through or across the subject property.

3. The proposed signs will not interfere with sight distance from any street or driveway.
4. The sign program authorizes tenant wall signs on the first and third floors of Building 4 and not on the second floor. Limiting signs in this way will avoid excessive signs or sign clutter on Building 4. The sign program authorizes tenant wall signs on the first floor of Building 2 and not on the second and third floors of the building. Authorizing signs on the upper floors of Building 2 would require attaching signs to an exterior railing. This differing sign design would detract from the overall architectural design of the building and would lead to excessive signs and sign clutter.

#### Standard

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

#### Facts in Support of Standard

1. The Program addresses all project signage. Temporary and exempt signs not specifically addressed in the sign program shall be regulated by the provisions of Chapter 20.42 (Sign Standards) of the Zoning Code.

#### Standard

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

#### Facts in Support of Standard

1. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage with flexibility to accommodate existing and future tenants.
2. It is not anticipated that future revisions to the Comprehensive Sign Program will be necessary to accommodate a change in tenant or use. However, the Community Development Director may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.

#### Standard

- F. The program shall comply with the standards of this Chapter [Chapter 20.42], 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 [Chapter 20.42].*

Facts in Support of Standard

1. The Comprehensive Sign Program allows for deviations with regard to the number, size, and location of signs. The approval conforms to all other standards of Zoning Code Chapter 20.42, and enhances the overall development by integrating all of the project's signs with the overall site and structure design into a unified statement. The number, location, type, and size of signs are reasonable in order to provide adequate identification of the building from the streets, parking areas, and pedestrian areas.
2. There is a reasonable need for the number, location, type, and size of signs at the subject site to provide adequate identification of the buildings and tenants to direct vehicular and pedestrian traffic.
3. The 30 percent increase in allowable sign area and the 20 percent increase in allowable sign height will allow for project identification and tenant signage that is compatible with the overall development and will ensure appropriate visibility from the abutting rights-of-way.
4. Allowing deviation from the requirement that the sign area of secondary frontage shall be limited to up to 50 percent of the sign area of the primary frontage sign is appropriate given the architectural design and location of the buildings that face public streets on two sides and also face parking and pedestrian areas. This allows for similar sized signs that are proportional to the tenant frontages.

Standard

- G. *The approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter [Chapter 20.42].*

Facts in Support of Standard

1. The Comprehensive Sign program does not authorize the use of prohibited signs.

Standard

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

Facts in Support of Standard

1. The Comprehensive Sign Program contains no regulations affecting sign message content.

## **CONDITIONS**

1. All proposed signs shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of Chapter 20.42 of the Newport Beach Municipal Code, unless otherwise indicated in the following conditions. Sign locations not specified by the sign matrix or plans are not authorized. The Community Development Director may authorize minor deviations to the location of signs.
2. Anything not specifically approved by this Comprehensive Sign Program is prohibited. Existing signs on Building 1 or Building 4 that do not conform to this sign program may remain until a new tenant occupies the space or until the sign is replaced with a conforming sign.
3. Any future revisions or changes to the signs approved by this Comprehensive Sign Program due to a change in the use or tenants of the building shall be reviewed and approved by the Planning Division, so long as the sign size, copy configuration, and number of signs authorized by this approval does not substantially change or increase. Revisions that would substantially deviate from the original approval shall require approval of a new/revised comprehensive sign program by the Zoning Administrator.
4. A building permit and/or sign permit, if a building permit is not required, shall be obtained prior to the installation or removal of signs.
5. A copy of this letter and the approved sign matrix shall be incorporated into the plan check sets of plans prior to issuance of building or sign permits.
6. Signs shall be located on private property and outside of the limited use area. Sign location shall comply with City Standard STD-110-L. Freestanding signs near property lines, streets, parking areas, or driveways shall be reviewed and approved by the Public Works Department.
7. Fire lane signs must meet Newport Beach Fire Department Guideline C.02 and fire lanes shall be marked as per Newport Beach Fire Department Guideline C.02
8. Illuminated signs shall be regulated in accordance with the provisions of Section 20.42.070 of the Newport Beach Municipal Code. If, in the opinion of the Community Development Director, existing illumination creates an unacceptable negative impact on surrounding land uses or sensitive habitat areas, the Director may order the dimming of light sources or other remediation upon finding that the site is excessively illuminated.
9. Awnings shall not be internally illuminated.

10. All signs shall be maintained in a clean and orderly condition. Signs in disrepair shall be repaired, replaced or removed in a timely fashion or at the direction of the Community Development Director.
11. All work performed near or within the public right-of-way or City-administered public easement area shall be reviewed and approved by the Public Works Department. If any work is necessary within the public right-of-way or a City-administered public easement, an encroachment permit or encroachment agreement is required.
12. The Community Development Director may approve revisions to the Comprehensive Sign Program if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require approval of a new/revised comprehensive sign program by the Zoning Administrator.
13. The Zoning Administrator may add to or modify conditions of this approval, or revoke this approval upon a determination that any sign that is authorized by this approval has been altered beyond the parameters of the authorization and therefore beyond the justification.
14. This approval shall expire and become void unless exercised within twenty-four (24) months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of Title 20 Planning and Zoning, of the Newport Beach Municipal Code.
15. 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 Walk at Westcliff Comprehensive Sign Program including, but not limited to, Comprehensive Sign Program No. CS2015-007 (PA2015-130). 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 Community Development Director within fourteen (14) days following the date the action. For additional information on filing an appeal, contact the Planning Division at (949) 644-3200.

On behalf of Patrick Alford, Zoning Administrator

By:

  
James Campbell, Principal Planner

Attachments:   ZA 1 Vicinity Map  
                      ZA 2 Comprehensive Sign Program Matrix  
                      ZA 3 Sign Program Plans

# **Attachment No. ZA 1**

Vicinity Map

# VICINITY MAP



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Comprehensive Sign Program No. CS2015-007  
(PA2015-130)

**2001, 2043, 2131, and 2135 Westcliff Drive**

# **Attachment No. ZA 2**

Comprehensive Sign Program Matrix

## The Walk at Newport Beach Sign Program Matrix

Tenant Wall Signs (Sign Types 4 & 5)					
	Maximum Number	Location or Orientation	Maximum Area	Maximum Height	Maximum Width
<b>Building 1</b>					
Sign Type 4 (first floor)	One per tenant	Primary frontage facing parking lot only; No signs facing Irvine Avenue; Centered above tenant space	Primary Frontage facing parking lot (no secondary frontage); 1.5 times lineal tenant frontage plus 30% and no larger than 75 square feet	30 inches	85% of lineal tenant frontage
Sign Type 4 (second floor)	One tenant sign only	Facing Westcliff Drive or corner centered on curved architectural element	50 square feet	30 inches	20 feet
Sign Type 5 (second floor)	One per tenant per frontage (primary frontage parking lot, secondary frontage Irvine Avenue)	Centered above tenant space	20 square feet	18 inches	15 feet
<b>Building 2</b>					
Sign Type 4 (first floor)	One per tenant	Centered above tenant space	1.5 times lineal tenant frontage plus 30% and no larger than 75 square feet	30 inches	85% of lineal tenant frontage
Sign Type 5 (second and third floors)	None	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Sign Type 13 (first floor)	One sign	Fence at corner of Building 2	24 square feet	4 feet	6 feet
<b>Building 3</b>					
Sign Type 4 (first floor)	One per tenant per frontage (primary frontage parking lot, secondary frontage Irvine Avenue)	Centered above tenant space	1.5 times lineal tenant frontage plus 30% and no larger than 75 square feet	30 inches	85% of lineal tenant frontage
Sign Type 5 (second floor)	One per tenant per frontage (primary frontage parking lot, secondary frontage Irvine Avenue)	Centered above tenant space	20 square feet	18 inches	15 feet
<b>Building 4</b>					
Sign Type 4 (first floor)	One per tenant	Centered above tenant space	1.5 times lineal tenant frontage plus 30% and no larger than 75 square feet	30 inches	85% of lineal tenant frontage
Sign Type 5 (second floor)	None	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Sign Type 5 (third floor)	One per tenant	Centered above tenant space	20 square feet	18 inches	15 feet

**APPROVED**

*By Jim Campbell at 11:32 am, Jan 19, 2016*

<b>The Walk at Newport Beach Sign Program Matrix</b>	
<b>Awning/Entry Canopy</b>	One awning sign is allowed on Building 2 (Sign Type 14). Sign text and logo shall be limited to 75 percent of the shed portion of the awning.
<b>Freestanding</b>	Three pylon signs maximum for shopping center and tenant identification (Sign Type 1)
<b>Address and Directional</b>	Two address signs (Type 2) for the property.
	One address sign (sign Type 3) per building for Buildings 1, 2 & 4 and the parking structure. Two Address signs (sign Type 3) for Building 3.
	Three directional signs, maximum of 7.5 square feet each sign (Sign Type 6A).
	One vehicle-oriented directional sign per vehicular entry point, maximum height of 4.8 feet (Sign Type 10).
<b>Accessory and Incidental</b>	One rear tenant access sign per tenant, maximum of 4 square feet (Sign Type 7).
	One incidental window sign per tenant, maximum of 4 square feet (Sign Type 9).
	One accessory window sign per tenant, maximum of 2 square feet (Sign Type 9A).
<b>Temporary</b>	One construction project sign per street frontage, maximum of 32 square feet (Sign Type 8). Murals and graphics are are not counted in sign area provided they do not contain commercial messages.
	One temporary window sign per tenant that is a maximum of 10 square feet (Sign Type 9B). Murals and graphics to screen interior of vacant tenant spaces under construction are not included in the sign area.
	Other promotional banners and temporary signs shall be regulated by the provisions of Chapter 20.42.090 (Standards for Temporary Signs).
<b>Exempt</b>	Shall be regulated by the provisions of Chapter 20.42.100 B (Exemptions to Sign Permit Requirement). Traffic, parking, and caution signs shall be approved prior to installation by the Building Division, Fire Department, and Public Works Department.

**APPROVED**  
*By Jim Campbell at 11:32 am, Jan 19, 2016*

# **Attachment No. ZA 3**

Sign Program Plans

# THE WALK

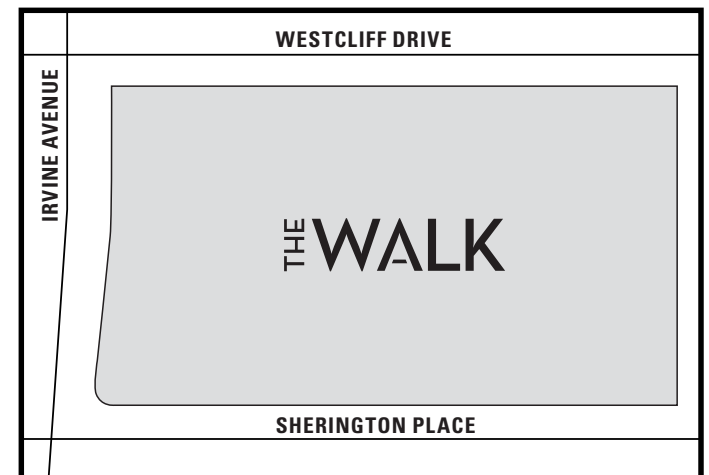
## NEWPORT BEACH, CA • SIGN PROGRAM

### PROPERTY OWNER

RICHARD DICK & ASSOC.  
2043 WESTCLIFF, STE 210  
NEWPORT BEACH, CA 92260  
CONTACT: RICHARD DICK  
949.642.6515  
RNDICK@RNDICK.COM

### PROGRAM DESIGNER

JB3D  
731 N. MAIN STREET  
ORANGE, CA 92868  
CONTACT: AARON FERBER  
714.204.0084  
AFERBER@JB3D.COM





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3.0	ON BUILDING ADDRESS
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# SIGNAGE OVERVIEW

FOR SIGN TYPES 1-6D

SIGN TYPE	SIGN-SPECIFIC PAGE	DESCRIPTION	SIGN LOCATION	MAX. QUANTITY	MAX. HEIGHT	MAX. WIDTH	MAX. SIGN AREA	PERMIT REQUIRED	LOGOS ALLOWED	ILLUMINATION PERMITTED
1	1.0	Freestanding Primary Pylon Sign	Ground	3	20'-0"	6'-0"	49 Sq. Ft. For Tenants	Yes	Yes	Yes
2	2.0	On Building Address Blade	On Building	2	13'-6"	3'-9"	22 Sq. Ft.	Yes	No	Yes
3	3.0	Address Numerals	On Building	1 Per Bldg. 1,2,4. 2 at Bldg. 3 1 at Garage	13 3/4"	VARIES	N/A	Yes	No	Yes
4	4.0-4.11	Retail Tenant ID Sign	On Building	1 Per Tenant*	30"	85% of frontage	75 Sq. Ft.	Yes	Yes	Yes
5	5.0-5.6	Upper Floor Tenant ID Sign	On Building	1 Per Tenant	18"	15'-0"	20 Sq. Ft.	Yes	No	Yes
6A	6.0	Freestanding Building ID	Ground	3	9'-10"	18"	7.5 Sq. Ft.	Yes	Project Name Only	Yes
6B	6.1	Freestanding Building ID / Directional	Ground	1	7'-2"	48"	10 Sq. Ft.	No	Project Name Only	Yes
6C	6.2	On Building ID / Directional	On Building	1	7'-2"	48"	10 Sq. Ft.	No	Project Name Only	Yes
6D	6.3	On Building Directional	On Building	2	8'-0"	27"	10 Sq. Ft.	No	Project Name Only	Yes

\* LARGER TENANTS MAY HAVE MULTIPLE SIGNS AS BUILDING OWNERS ALLOW

ADDITIONAL EXEMPT SIGNS ARE PERMITTED IN COMPLIANCE WITH THE ZONING CODE  
EXISTING NON-CONFORMING SIGNS ARE ALLOWED TO REMAIN, UNLESS OTHERWISE DECIDED BY PROPERTY OWNER

PAGE 0.1

THE WALK SIGN PROGRAM

# SIGNAGE OVERVIEW

FOR SIGN TYPES 7-12

SIGN TYPE	SIGN-SPECIFIC PAGE	DESCRIPTION	SIGN LOCATION	MAX. QUANTITY	MAX. HEIGHT	MAX. WIDTH	MAX. SIGN AREA	PERMIT REQUIRED	LOGOS ALLOWED	ILLUMINATION PERMITTED
7	7.0	Rear Tenant Name / Address	Wall	1 Per Tenant	24"	24"	4 Sq. Ft.	No	No	No
8	8.0	Construction Barricade Sign	Construction Fence	As Needed	6'-0"	As Needed	32 Sq. Ft. For Text	No	Yes	No
8A	8A.0	Marketing Sign	Ground	As Needed	12'-0"	6'-0"	32 Sq. Ft. For Text	No	Yes	No
9	9.0	Window Graphics	On Building	20% Of Window Panel	N/A	N/A	20% Of Window Panel	No	No	No
9A	9A.0	Illuminated Tenant ID In Store	On Building	20% Of Window Panel	N/A	N/A	2 Sq. Ft.	No	Yes	Yes
9B	9B.0	Leasing Window Graphics	On Building	1 Per Tenant	*	*	10 Sq. Ft. For Text	No	No	No
10	10.0	Legal Notice	Driveway Entrance	As Required	57"	27"	10.69 Sq. Ft.	No	Project Name Only	No
11	11.0	Regulatory Signage	Ground	As Required	*	*	*	No	No	No
12	12.0	Parking Garage Sign	Entrance / Exit to Garage	2	*	*	*	No	No	Yes

\* VARIES

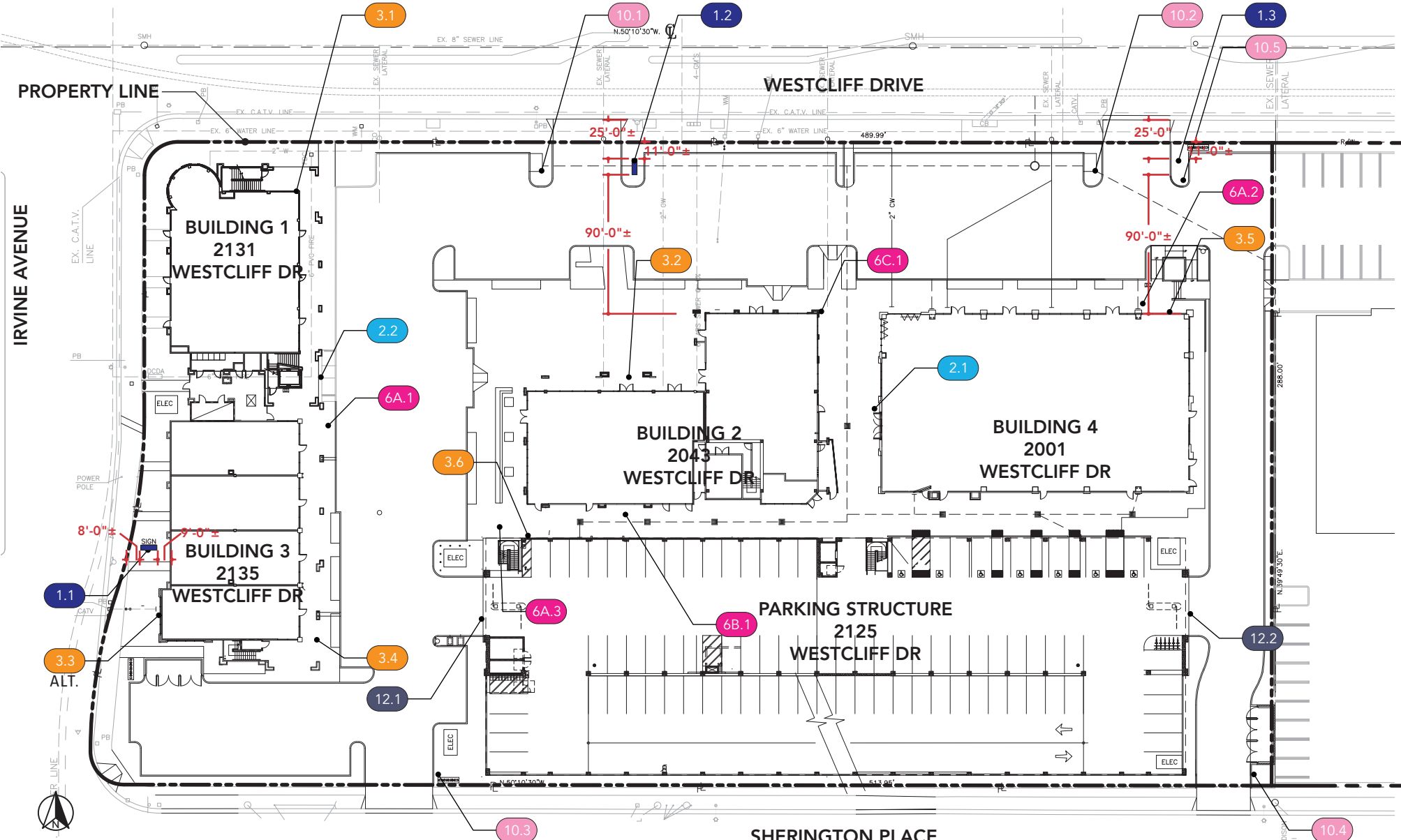
ADDITIONAL EXEMPT SIGNS ARE PERMITTED IN COMPLIANCE WITH THE ZONING CODE

# SIGNAGE OVERVIEW

FOR SIGN TYPES 12-14

SIGN TYPE	SIGN-SPECIFIC PAGE	DESCRIPTION	SIGN LOCATION	MAX. QUANTITY	MAX. HEIGHT	MAX. WIDTH	MAX. SIGN AREA	PERMIT REQUIRED	LOGOS ALLOWED	ILLUMINATION PERMITTED
13	13.0	Retail Tenant ID	Fence	1 Per Location	4'-0"	6'-0"	24 Sq. Ft.	Yes	Yes	Yes
14	14.0	Tenant ID Retail Tenant ID	Awning	1	Varies	Varies	75% of shed portion of awnting	Yes	Yes	No

# SITE PLAN - SITE SIGNAGE

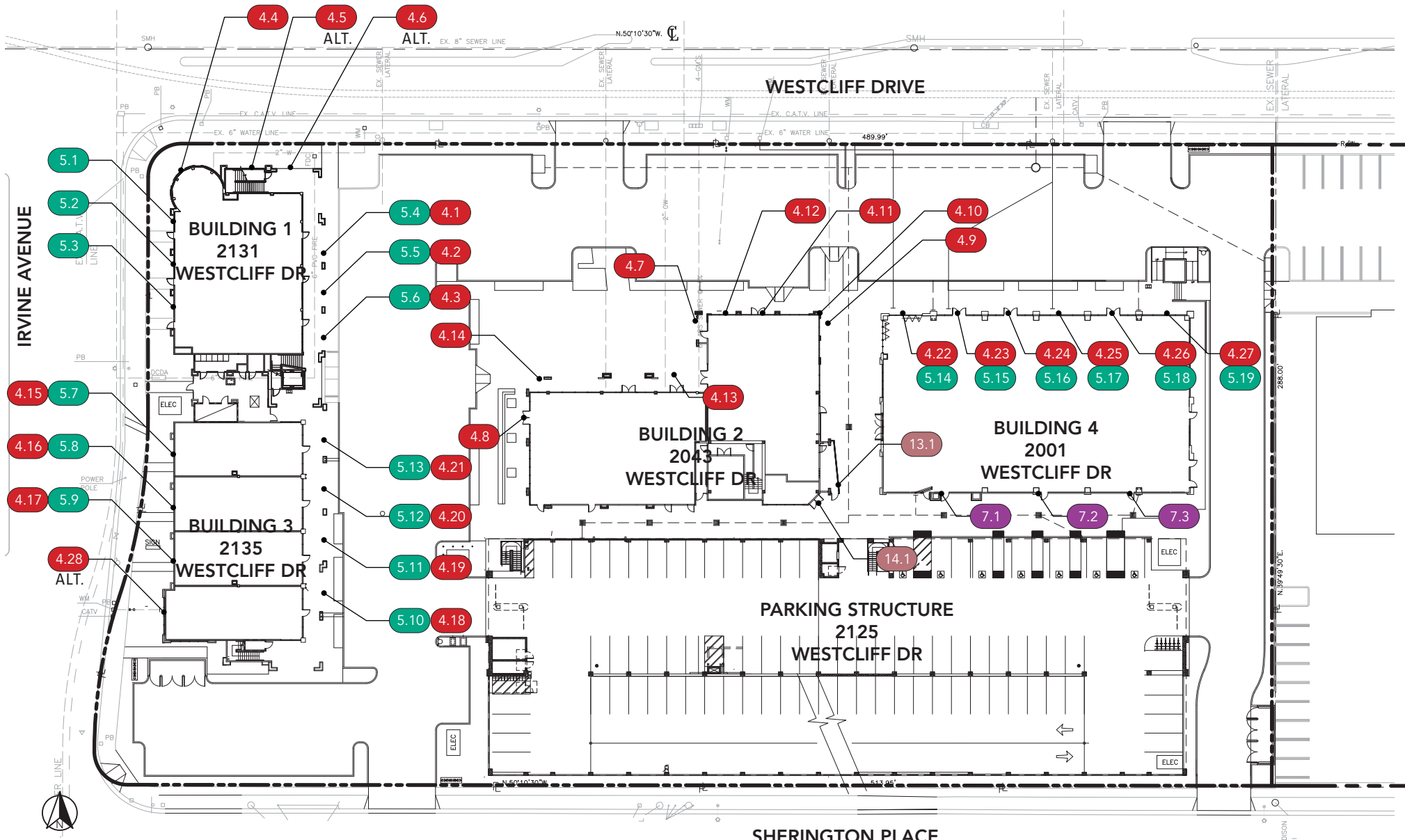


- |  |                                       |                                    |                               |
|--|---------------------------------------|------------------------------------|-------------------------------|
| <b>1</b> FREESTANDING PRIMARY PYLON SIGN | <b>5</b> UPPER FLOOR TENANT ID        | <b>7</b> REAR TENANT NAME/ADDRESS* | <b>11</b> REGULATORY SIGNAGE* |
| <b>2</b> ON BUILDING ADDRESS BLADE       | <b>6A</b> FREE STANDING BUILDING ID   | <b>8</b> BARRICADE MARKETING SIGN* | <b>12</b> PARKING GARAGE SIGN |
| <b>3</b> BUILDING ADDRESS NUMERAL        | <b>6B</b> FREE STANDING DIRECTORY MAP | <b>8A</b> TEMP MARKETING SIGN*     | <b>13</b> TENANT ID ON FENCE  |
| <b>4</b> RETAIL TENANT ID                | <b>6C</b> ON BUILDING DIRECTORY MAP   | <b>9</b> WINDOW GRAPHICS*          | <b>14</b> TENANT ID ON CANOPY |
|  | <b>6D</b> DIRECTIONAL*                | <b>10</b> LEGAL NOTICE             |                               |

NOTE: ALL FREE STANDING SIGNS WILL COMPLY WITH SETBACKS PER CITY ORDINANCE 20.30.130

\*LOCATIONS AS REQUIRED

# SITE PLAN - TENANT ID LOCATIONS



- |  |                                       |                                    |                               |
|--|---------------------------------------|------------------------------------|-------------------------------|
| <b>1</b> FREESTANDING PRIMARY PYLON SIGN | <b>5</b> UPPER FLOOR TENANT ID        | <b>7</b> REAR TENANT NAME/ADDRESS* | <b>11</b> REGULATORY SIGNAGE* |
| <b>2</b> ON BUILDING ADDRESS BLADE       | <b>6A</b> FREE STANDING BUILDING ID   | <b>8</b> BARRICADE MARKETING SIGN* | <b>12</b> PARKING GARAGE SIGN |
| <b>3</b> BUILDING ADDRESS NUMERAL        | <b>6B</b> FREE STANDING DIRECTORY MAP | <b>8A</b> TEMP MARKETING SIGN*     | <b>13</b> TENANT ID ON FENCE  |
| <b>4</b> RETAIL TENANT ID                | <b>6C</b> ON BUILDING DIRECTORY MAP   | <b>9</b> WINDOW GRAPHICS*          | <b>14</b> TENANT ID ON CANOPY |
|  | <b>6D</b> ON BUILDING DIRECTIONAL*    | <b>10</b> LEGAL NOTICE             |                               |

NOTE: ALL FREE STANDING SIGNS WILL COMPLY WITH SETBACKS PER CITY ORDINANCE 20.30.130

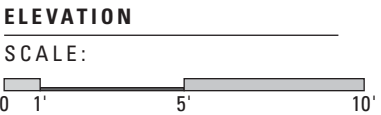
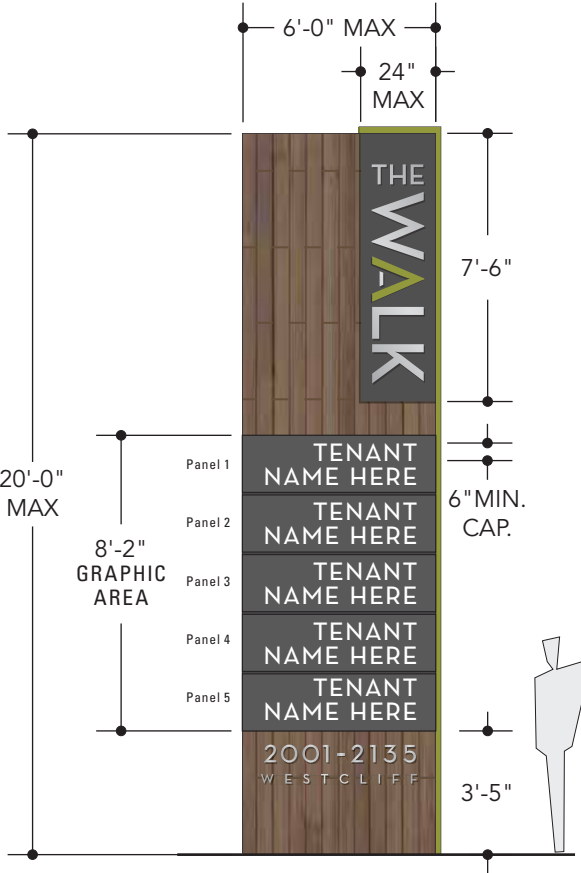
\*LOCATIONS AS REQUIRED

# SIGN TYPE 1

## FREESTANDING PRIMARY MONUMENT ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To serve as primary identification for the shopping center and its tenants.
<b>MAXIMUM NUMBER</b>	Three signs allowed.
<b>LOCATION</b>	Ground sign 1.1 along Irvine Avenue, ground sign 1.2 & 1.3 along Westcliff Drive at property line & outside site distance triangles.
<b>ORIENTATION</b>	Sign 1.1 perpendicular to Irvine Avenue. Sign 1.2 & 1.3 perpendicular to Westcliff Drive.
<b>SIGN COPY</b>	Project Name and up to 8 tenant names. 8'-2" x 6'-0" Max tenant panel area. Brand names and info which makes sign appear to be an advertisement, such as ® and TM are prohibited.
<b>SIDES</b>	Double-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Width: 6'-0" Height: 20'-0" Tenant Graphic Area: 49 sq. ft. Project Graphic Area: 15 sq. ft. Address Graphic Area: 6.75 sq. ft.
<b>SIGN CONSTRUCTION</b>	Smooth, durable, non-weathering sign; with weather treated wood planks or all painted aluminum (cabinet signs with translucent or transparent backgrounds are not permitted). All hardware shall be of nonferrous metals.
<b>ILLUMINATION</b>	Internally illuminated in a manner that lights only the sign copy. Address will be lit via cabinet above. Illumination of sign background is prohibited, other than wash of light on address. Lighting shall be designed so as not to cause glare to motorists. Exposed neon and exposed raceways are prohibited. Project name be internally illuminated and edge of sign cabinet to be lit with soft glowing light.
<b>LOGO</b>	Permitted, if approved by property owner, otherwise will be in project font and all white in color.
<b>LETTERSTYLE</b>	Neutra Text BookSC and corporate logo typefaces of tenants
<b>COLORS</b>	Natural wood, silver, green & dark greys.

*See construction documents for exact finish details.*



**\*ALL TENANT NAMES SHOWN ARE FOR POSITION ONLY.**

**PURPOSE**

To identify building address

**MAXIMUM NUMBER**

One per building elevation.

**LOCATION**

Installed on building as needed, above 1st floor.

**ORIENTATION**

Perpendicular to building wall.

**SIGN COPY**

Building Address numerals only.

**SIDES**

Double-sided.

**MAX. SIGN AREA & SIZE**

Width: 3'-9"  
Height: 13'-6"  
Graphic Area: 22 sq. ft.  
Individual numeral height: 1'-10"

**SIGN CONSTRUCTION**

Smooth, durable, non-weathering sign; with weather treated wood planks (cabinet signs with translucent or transparent backgrounds are not permitted). All hardware shall be of nonferrous metals.

**ILLUMINATION**

Internally illuminated in a manner that lights only the sign copy. Illumination of sign background is prohibited. Lighting shall be designed so as not to cause glare to motorists. Exposed neon and exposed raceways are prohibited.

**LETTERSTYLE**

Neutra Text BookSC

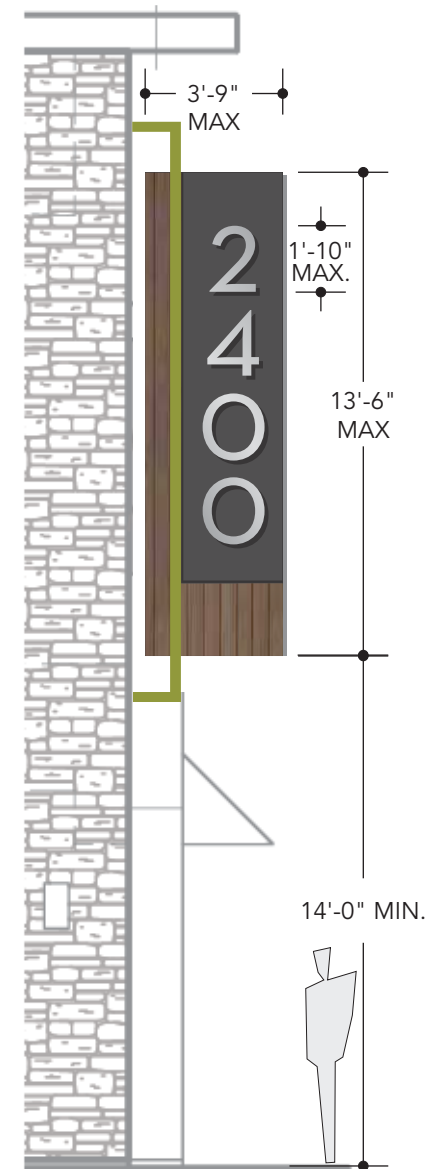
**COLORS**

Natural wood, silver, green & dark greys.

*See construction documents for exact finish details.*

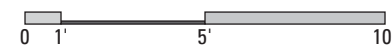
# SIGN TYPE 2

ON BUILDING ADDRESS BLADE  
ELEVATION & SPECIFICATIONS



**ELEVATION**

SCALE:

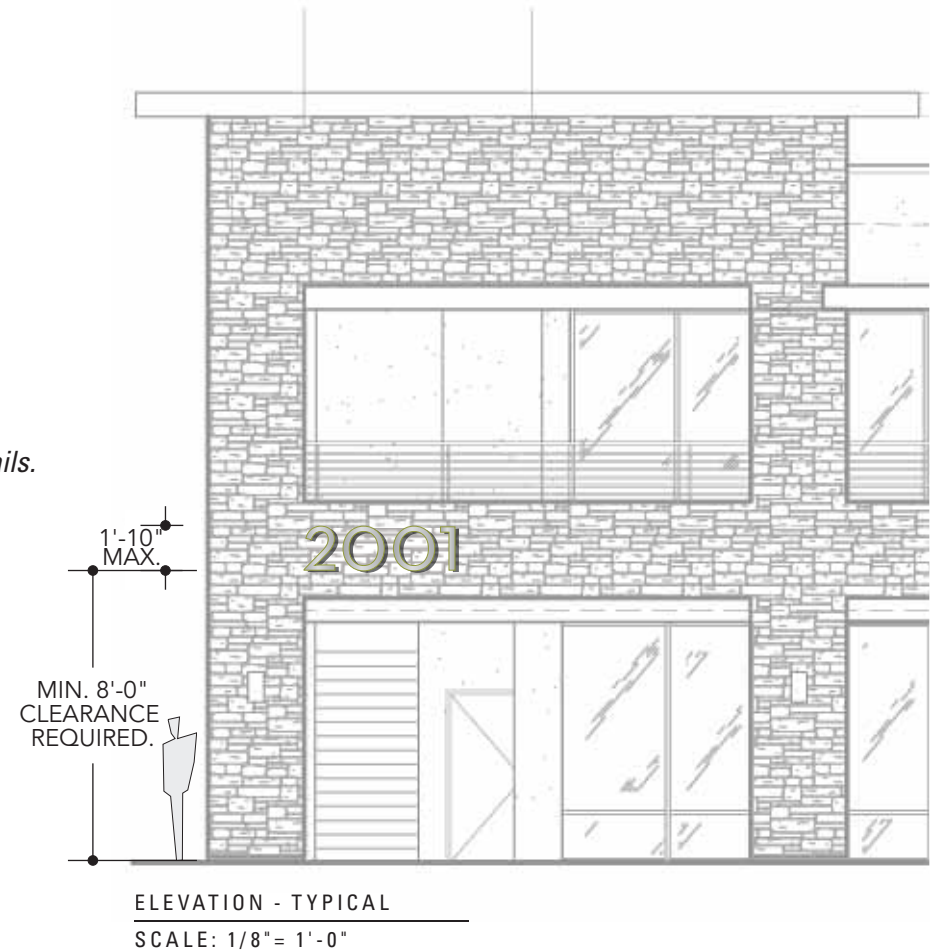




# SIGN TYPE 3

## ON BUILDING ADDRESS ELEVATION & SPECIFICATIONS

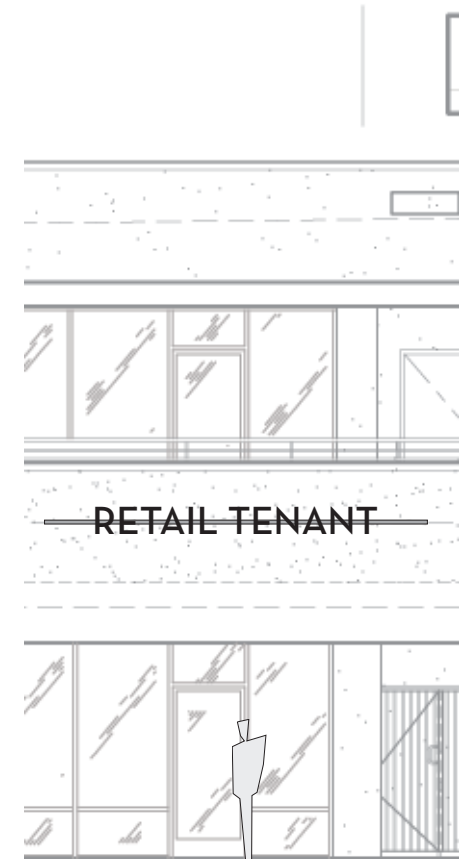
<b>PURPOSE</b>	To identify building address.
<b>MAXIMUM NUMBER</b>	One per building elevation.
<b>LOCATION</b>	Installed on building as needed.
<b>ORIENTATION</b>	Parallel to building wall.
<b>SIGN COPY</b>	Address numerals.
<b>SIDES</b>	Single-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Individual numeral height: 13 3/4"
<b>SIGN CONSTRUCTION</b>	Metal sign, project green returns.
<b>ILLUMINATION</b>	Optional Illumination
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Silver & Green
	<i>See construction documents for exact finish details.</i>



# SIGN TYPE 4

## ON BUILDING RETAIL TENANT ID ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify business names occupying the building suites within the center. Tenants are defined as an occupant who is deemed by the Property Owner, per their lease, to have the right to have their company name on their storefront.
<b>MAXIMUM NUMBER</b>	One per tenant. An individual tenant shall have one sign per building-front elevation, however, multiple signs may be allowed in certain instances for larger tenants as indicated in exhibits on pages 4.1-4.11.
<b>LOCATION</b>	Mounted to existing structural mounting system installed by Property Owner. Locations as indicated in exhibits on pages 4.1-4.10 only.
<b>ORIENTATION</b>	Parallel to wall toward street, parking lot or pedestrian area.
<b>SIGN COPY</b>	One business name and or logo per defined location, two-lines of copy maximum.
<b>SIDES</b>	Single-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Width: 85% of lineal tenant frontage Height: 30" Sign Area: 1.5 times lineal foot of tenant frontage plus 30%, 75 sq. ft. Max
<b>SIGN CONSTRUCTION</b>	Individual letter and logos only. No cabinet signs or cloud signs allowed. Tenant is only permitted to mount directly to structural mounting system. Align business name to center of aluminum bar to be attached to structural mounting system. Structural mounting system is intended to preserve architectural features/materials. No exposed wiring allowed.
<b>ILLUMINATION</b>	Internally illuminated or halo-lit letters. No exposed neon lighting allowed.
<b>LOGO / LOGOTYPE</b>	Permitted. Must be approved by the Property Owner.
<b>LETTERSTYLE</b>	Logo-typefaces permitted. Lettering must be approved by the Property Owner. If no logo-type is approved, tenant must use project font Neutra Text BookSC, all black in color.
<b>COLORS</b>	Tenant logo colors. Must contrast building facade. <i>Exact finish details to vary.</i>

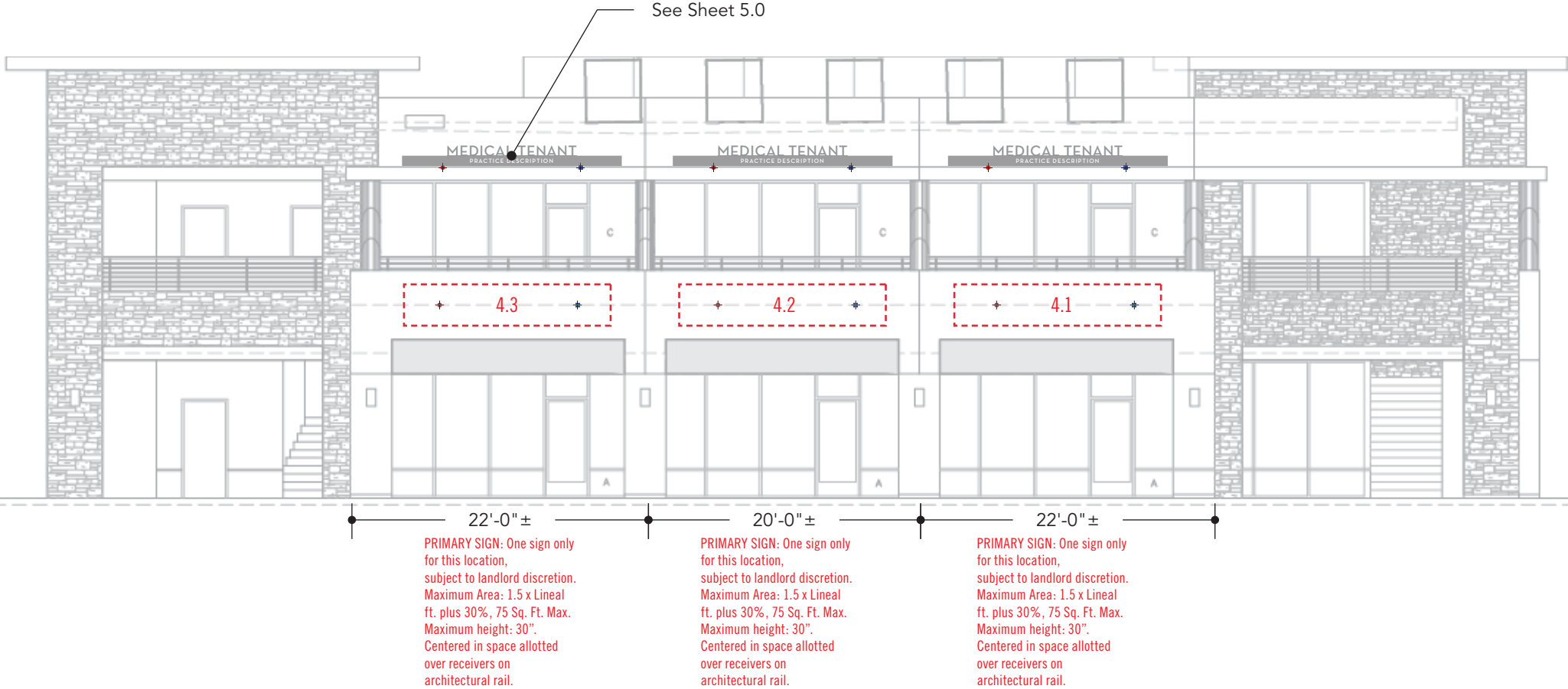


ELEVATION - TYPICAL  
SCALE: 1/8" = 1'-0"

\*NOTE: All tenant signs currently on building may remain as is, if kept in good condition and approved by property owner

# SIGN TYPE 4

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



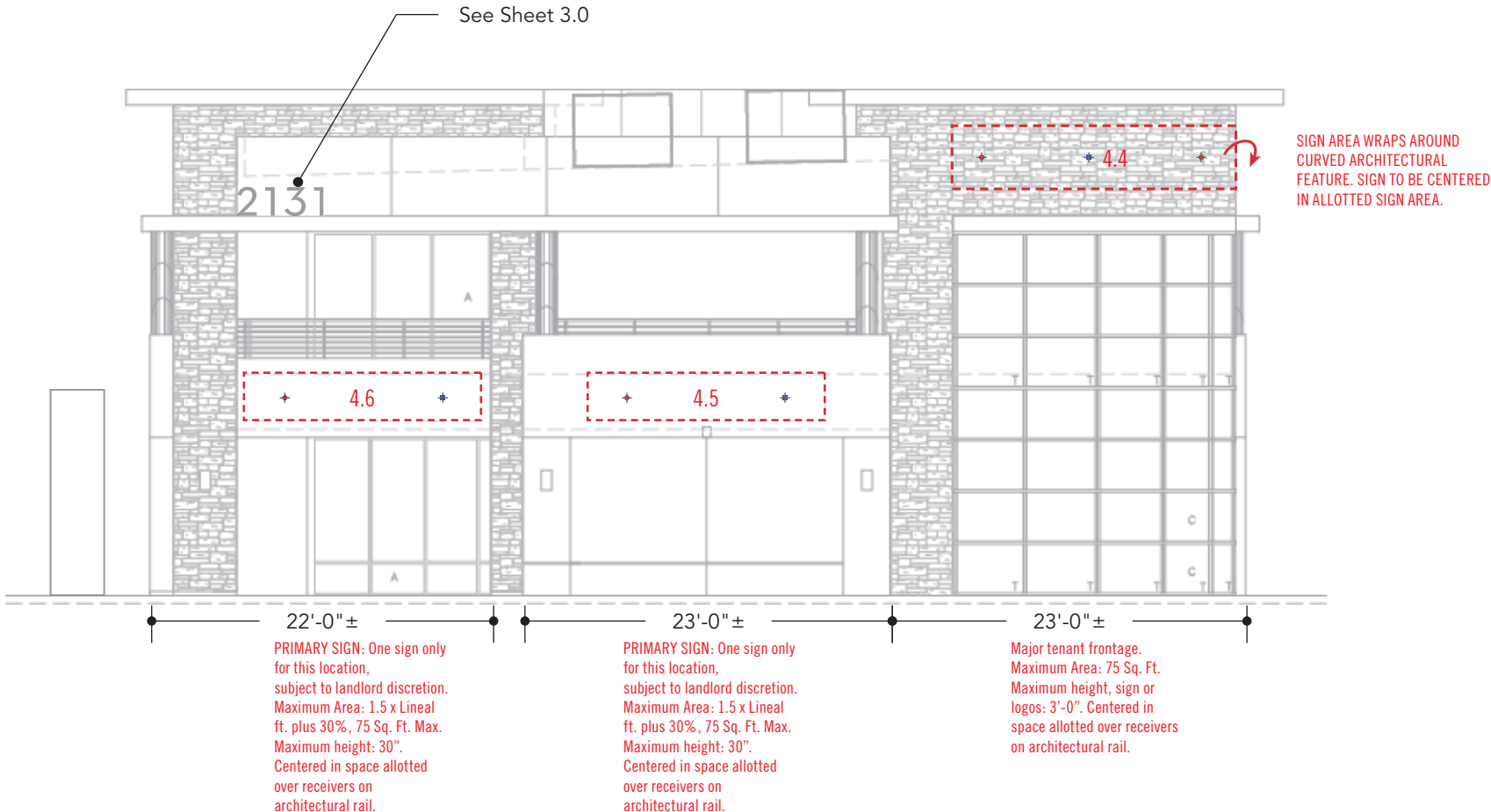
BUILDING 1: EAST ELEVATION  
SCALE: 3/32" = 1'

 PROPOSED SIGN

# SIGN TYPE 4

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS

**ONLY ONE OF THESE SIGN LOCATIONS MAY  
BE UTILIZED AT THIS ELEVATION**

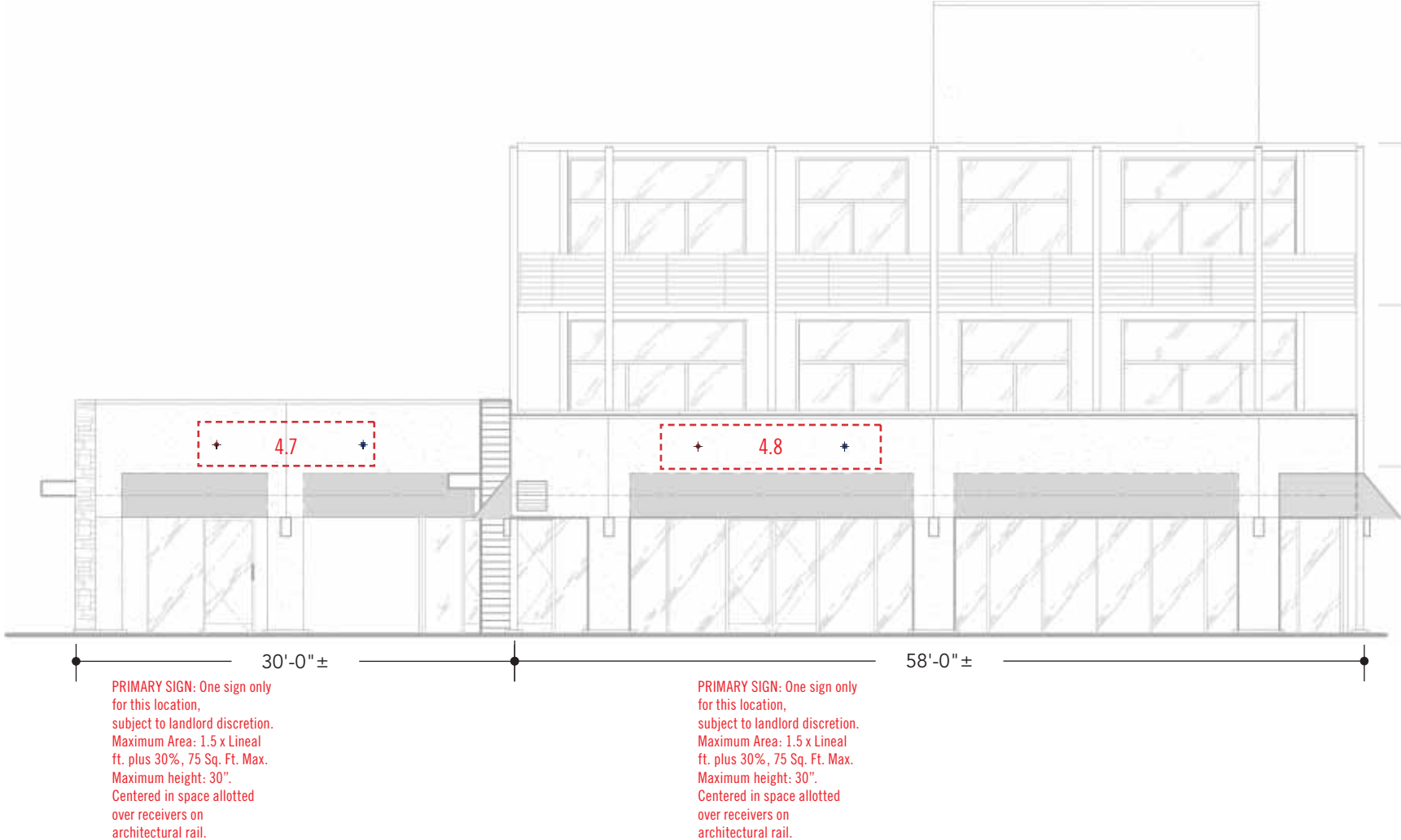


BUILDING 1: NORTH ELEVATION  
SCALE: 3/32" = 1'

 PROPOSED SIGN

# SIGN TYPE 4

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS

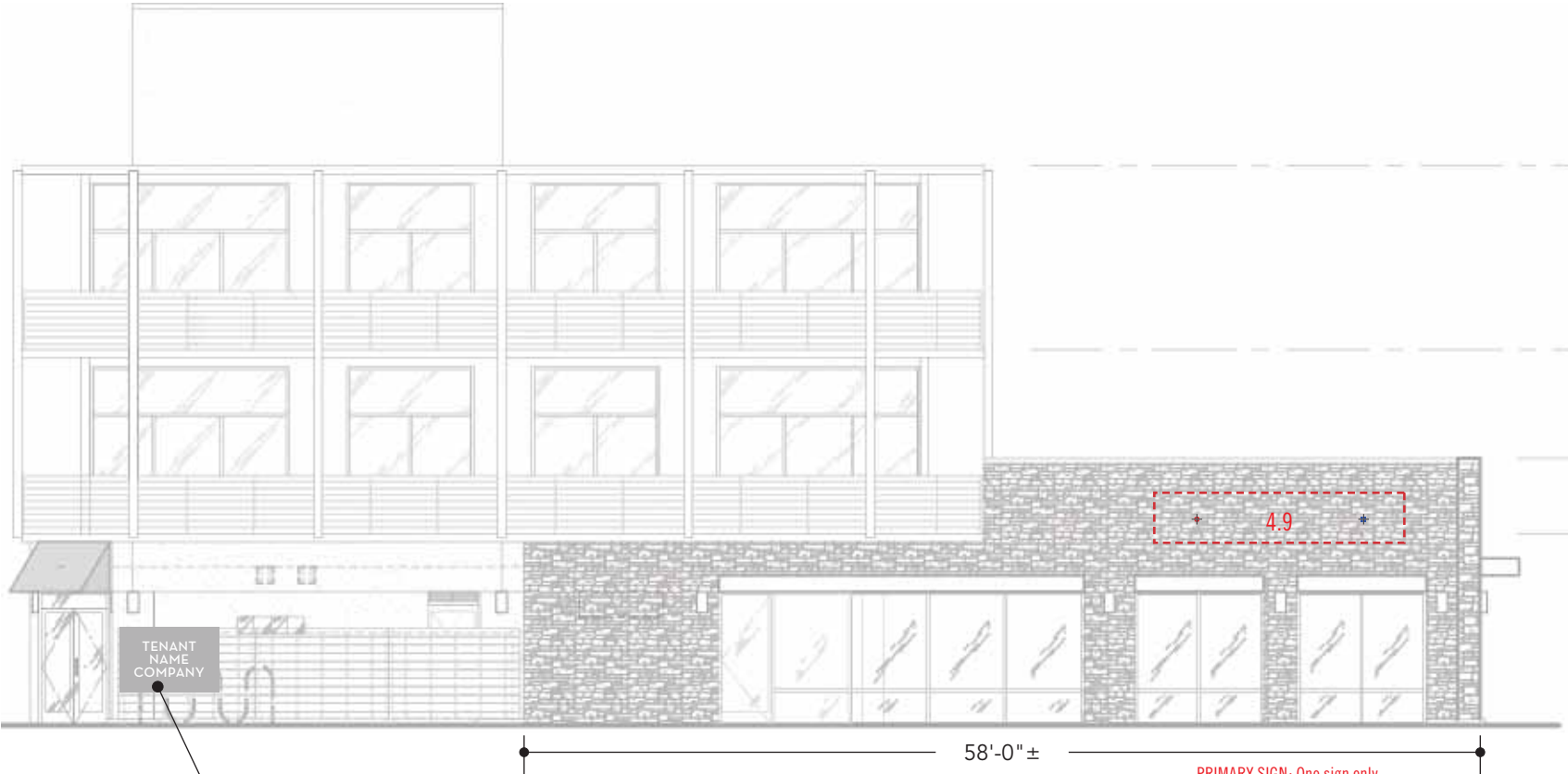


BUILDING 2: WEST ELEVATION  
SCALE: 3/32" = 1'

■ PROPOSED SIGN

# SIGN TYPE 4

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



TENANT  
NAME  
COMPANY

See Sheet 13.0

58'-0"±

**PRIMARY SIGN:** One sign only  
for this location,  
subject to landlord discretion.  
Maximum Area: 1.5 x Lineal  
ft. plus 30%, 75 Sq. Ft. Max.  
Maximum height: 30".  
Centered in space allotted  
over receivers on  
architectural rail.

**BUILDING 2: EAST ELEVATION**  
SCALE: 3/32" = 1'

■ **PROPOSED SIGN**

# SIGN TYPE 4

## ON BUILDING RETAIL TENANT ID ELEVATION & SPECIFICATIONS

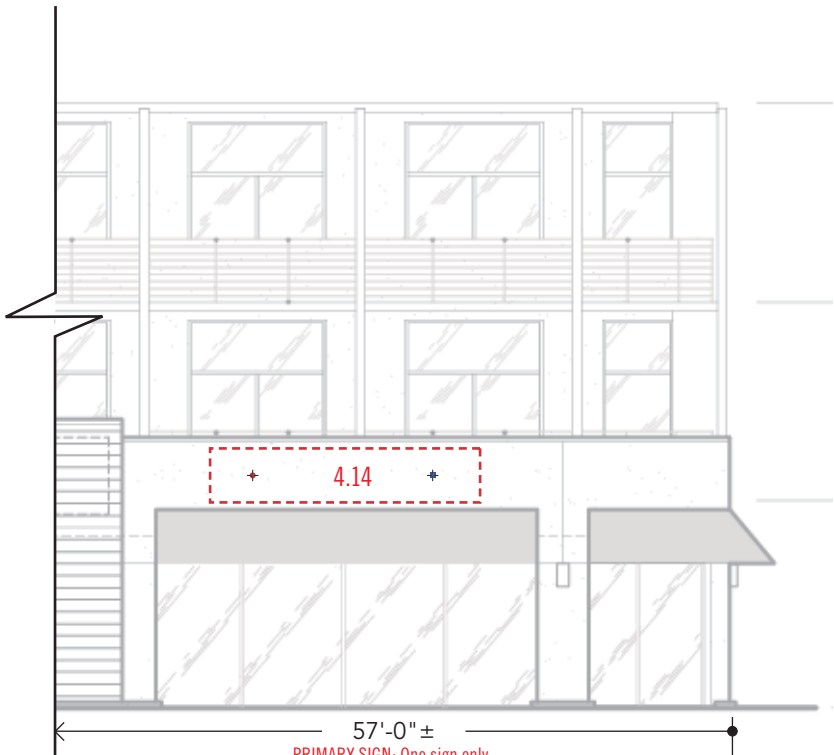


BUILDING 2: NORTH ELEVATION - A  
SCALE: 3/32" = 1'

■ PROPOSED SIGN

# SIGN TYPE 4

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



**PRIMARY SIGN:** One sign only for this location, subject to landlord discretion. Maximum Area: 1.5 x Lineal ft. plus 30%, 75 Sq. Ft. Max. Maximum height: 30". Centered in space allotted over receivers on architectural rail.

BUILDING 2: NORTH ELEVATION - B

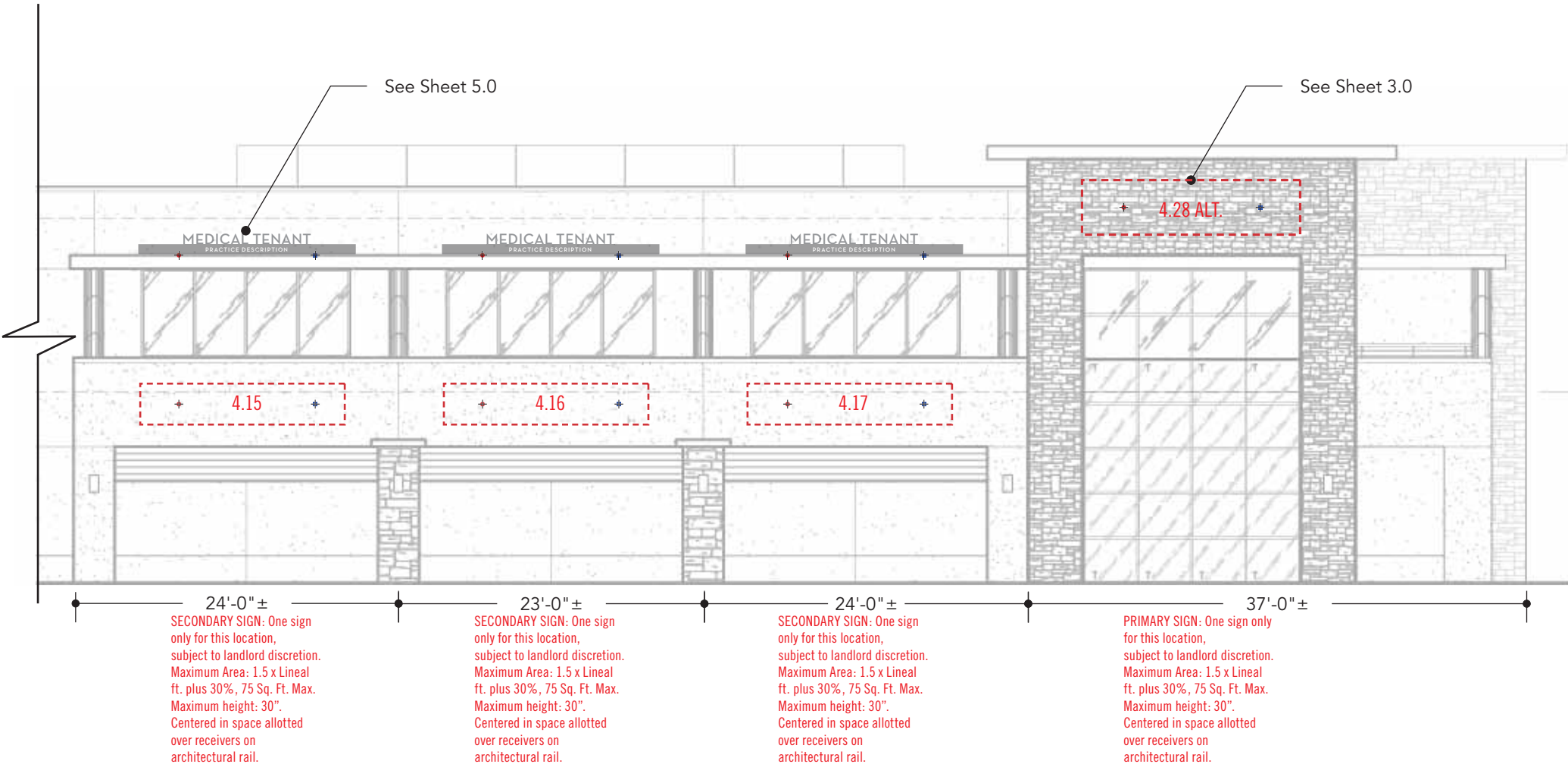
SCALE: 3/32" = 1'

 PROPOSED SIGN



# SIGN TYPE 4

## ON BUILDING RETAIL TENANT ID ELEVATION & SPECIFICATIONS



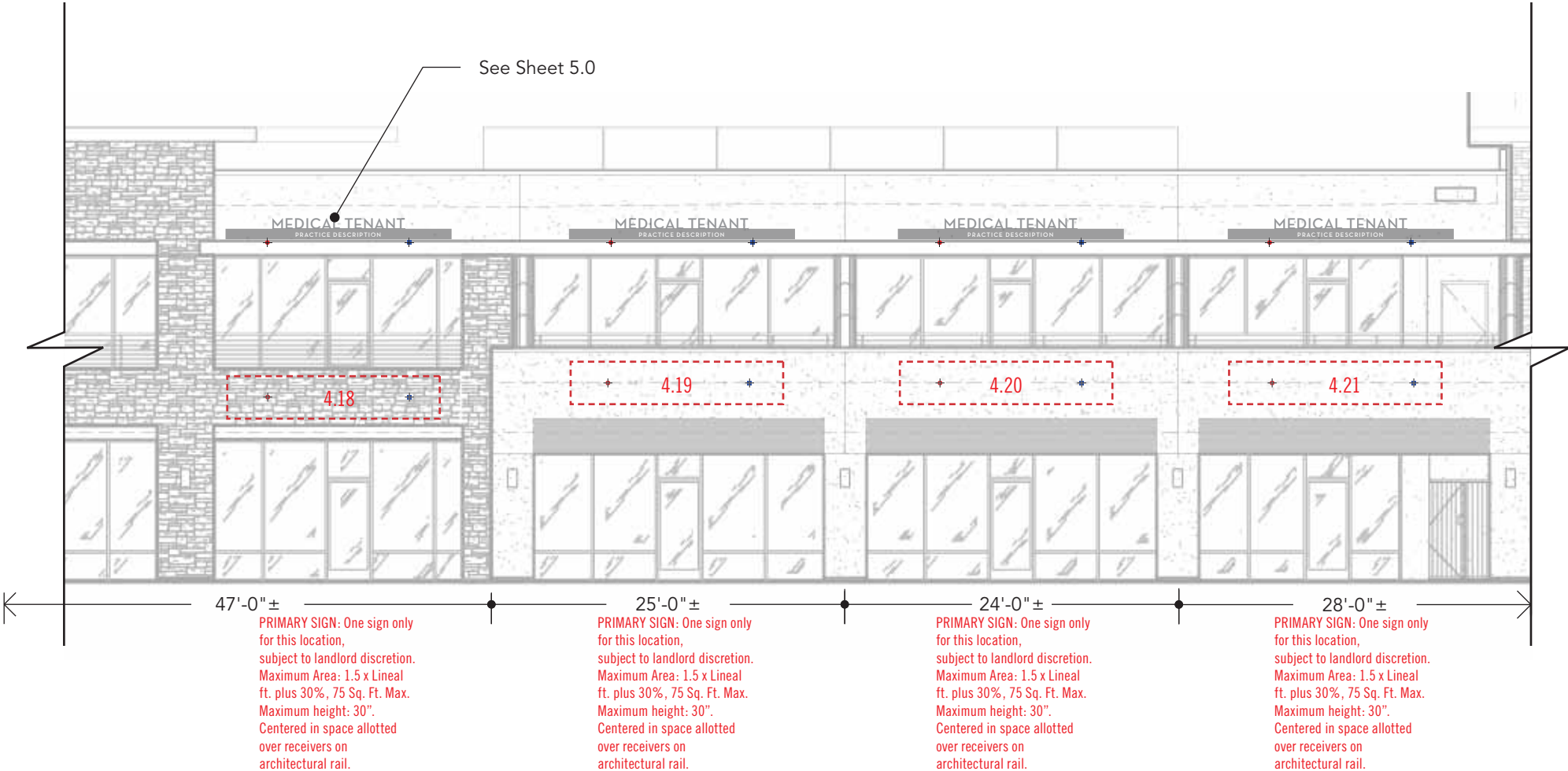
ALTERNATE LOCATION  
IF MAJOR TENANT SPACE IS SPLIT  
THIS LOCATION COULD BE USED  
FOR ADDRESS SIGN 3.3

BUILDING 3: WEST ELEVATION  
SCALE: 3/32" = 1'

■ PROPOSED SIGN

# SIGN TYPE 4

## ON BUILDING RETAIL TENANT ID ELEVATION & SPECIFICATIONS

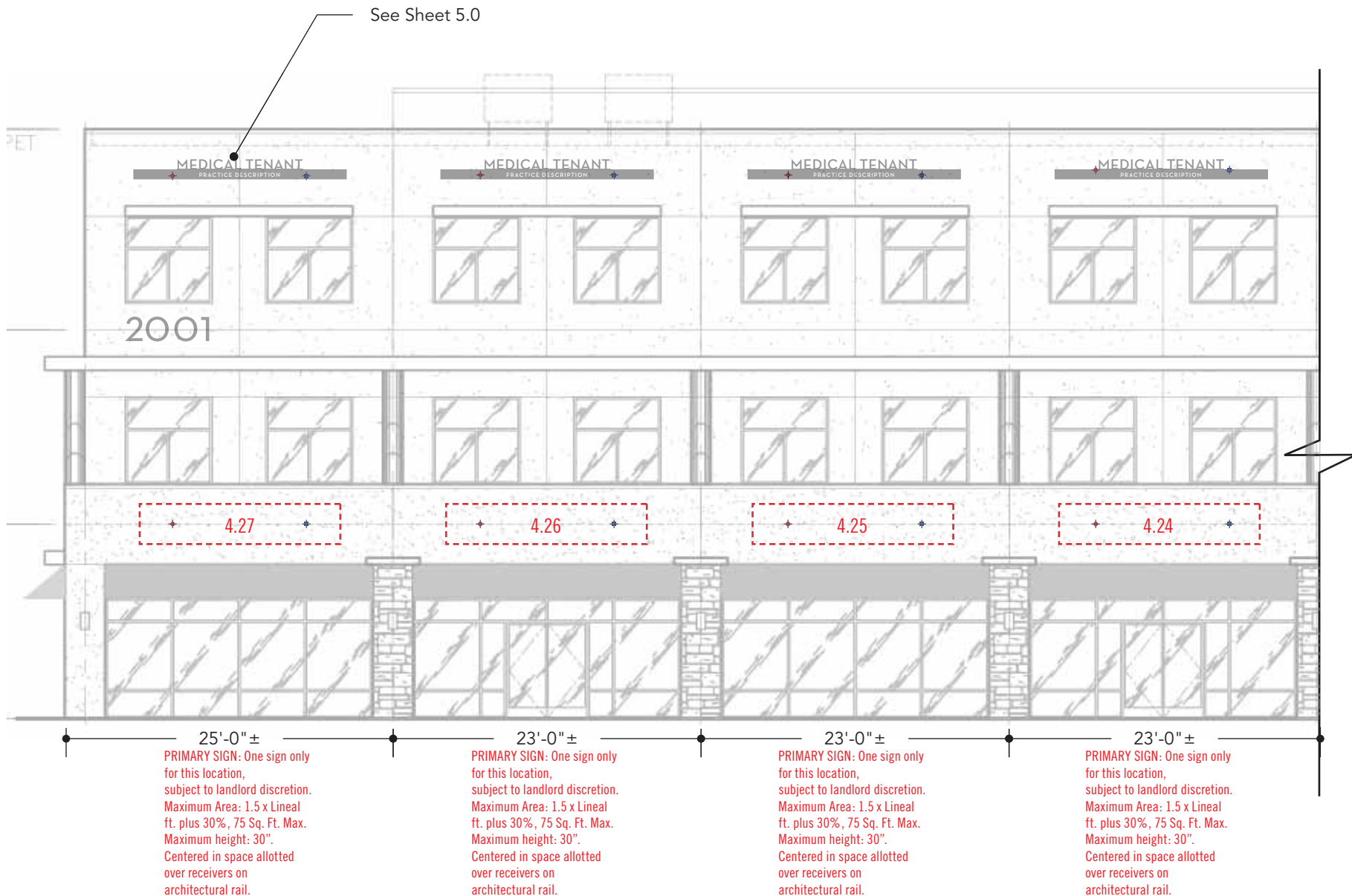


BUILDING 3: EAST ELEVATION A  
SCALE: 3/32" = 1'

■ PROPOSED SIGN

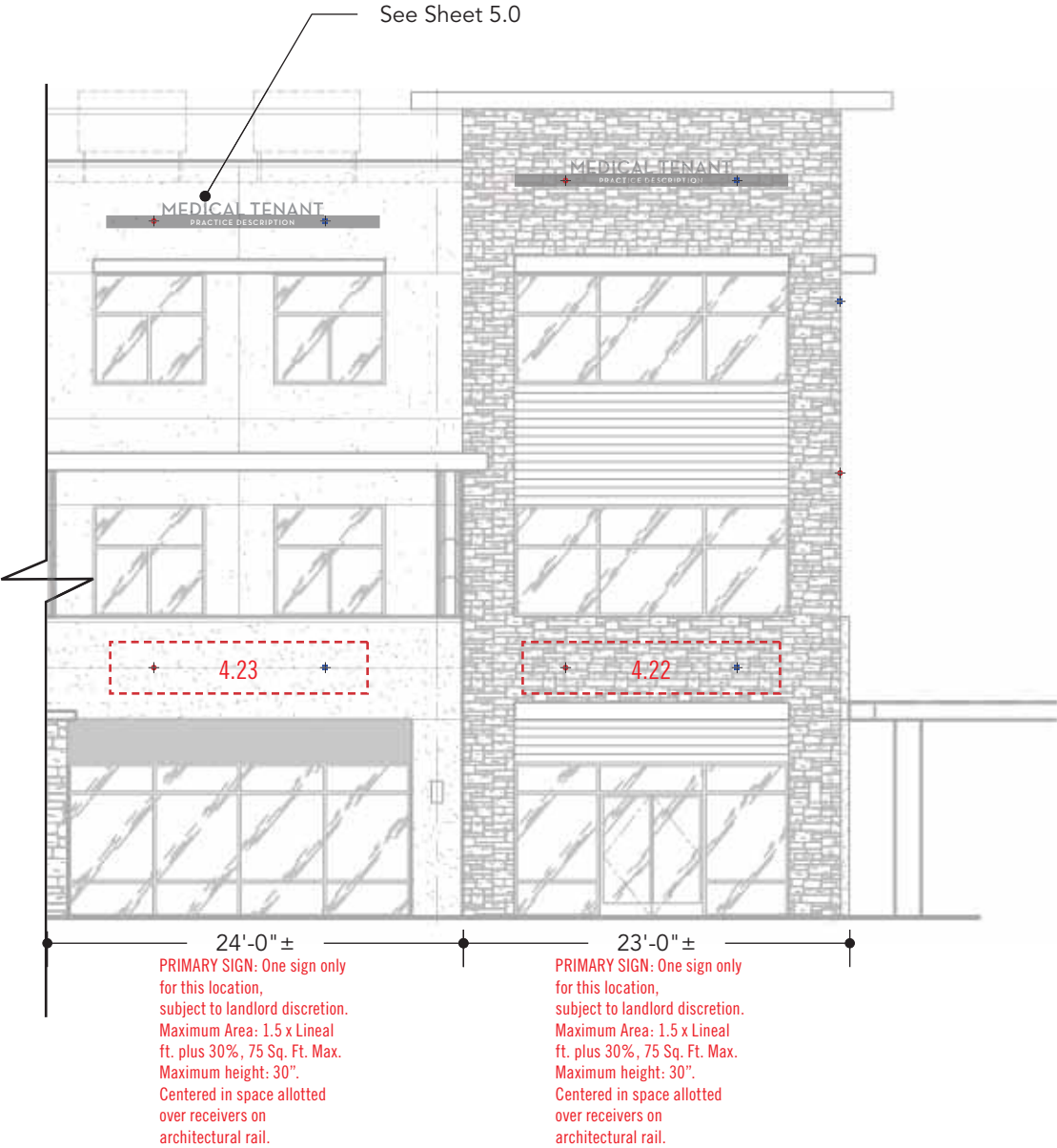
# SIGN TYPE 4

## ON BUILDING RETAIL TENANT ID ELEVATION & SPECIFICATIONS



# SIGN TYPE 4

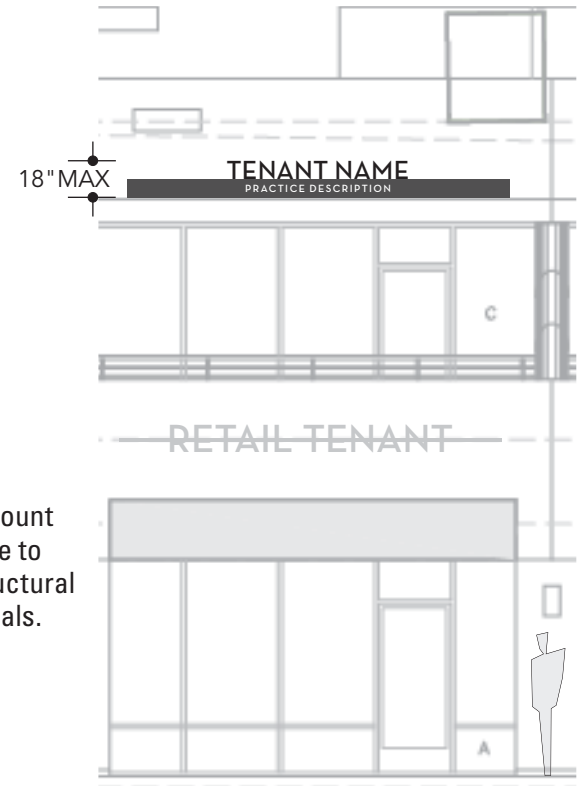
ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



# SIGN TYPE 5

## UPPER FLOOR TENANT ID ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify business names occupying the building suites within the center. Tenants are defined as an occupant who is deemed by the Property Owner, per their lease, to have the right to have their company name on their storefront.
<b>MAXIMUM NUMBER</b>	One per tenant. An individual tenant shall have one sign per building-front elevation.
<b>LOCATION</b>	Mounted to existing structural mounting system installed by Property Owner. Locations as indicated in exhibits on pages 5.1-5.6 only.
<b>ORIENTATION</b>	Parallel to wall toward street, parking lot or pedestrian area.
<b>SIGN COPY</b>	One tenant name and or business description per defined locations.
<b>SIDES</b>	Single-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Tenant Name Width: 15'-0" MAX. Tenant Name Height: 9" MAX. Tenant Description Width: 15'-0" MAX. Tenant Description Height: 3 5/8" MAX. Total Sign Height: 18" MAX. Max Signable Area: 20 sq. ft.
<b>SIGN CONSTRUCTION</b>	Tenant name to be Individual letters only. Tenant is only permitted to mount directly to structural mounting system. Align baseline of business name to top of aluminum bar to be attached to structural mounting system. Structural mounting system is intended to preserve architectural features/materials. No exposed wiring allowed.
<b>ILLUMINATION</b>	Internally illuminated or halo-lit letters permitted. No exposed neon lighting allowed.
<b>LOGO / LOGOTYPE</b>	Not Permitted.
<b>LETTERSTYLE</b>	Tenant must use project font Neutra Text BookSC.
<b>COLORS</b>	Black, White, Dark grey.



ELEVATION - TYPICAL  
SCALE: 1/8" = 1'-0"

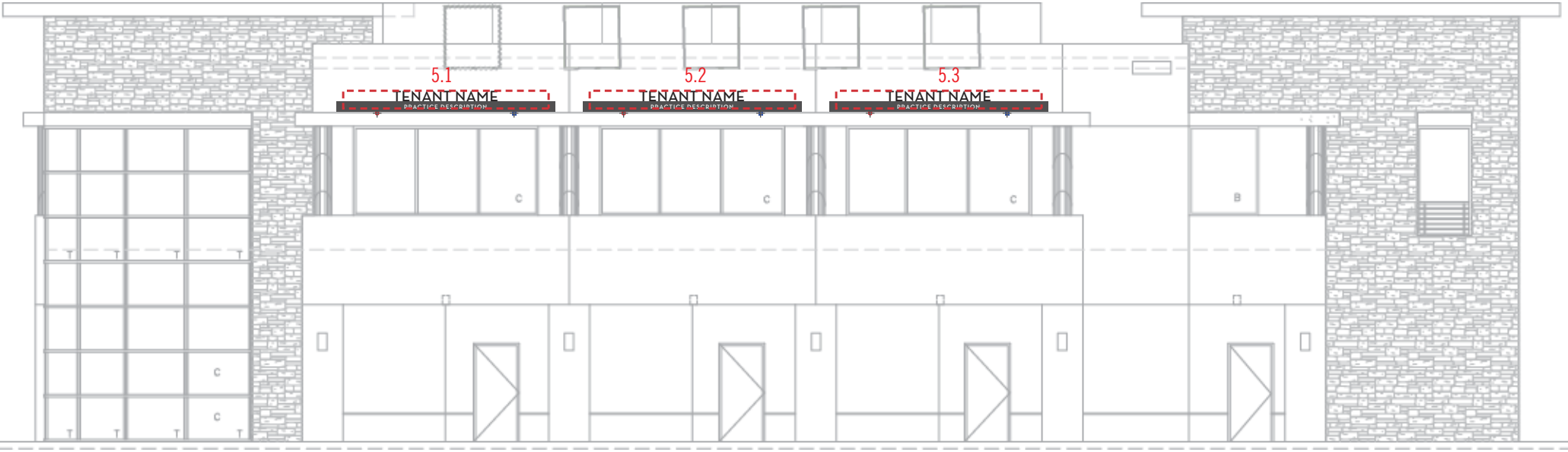
# SIGN TYPE 5

## ON BUILDING TENANT NAME ID ELEVATION & SPECIFICATIONS

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.



BUILDING 1: WEST ELEVATION  
SCALE: 3/32" = 1'

■ PROPOSED SIGN

# SIGN TYPE 5

## ON BUILDING TENANT NAME ID ELEVATION & SPECIFICATIONS

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.



See Sheet 4.0

BUILDING 1: EAST ELEVATION  
SCALE: 3/32" = 1'

 PROPOSED SIGN

# SIGN TYPE 5

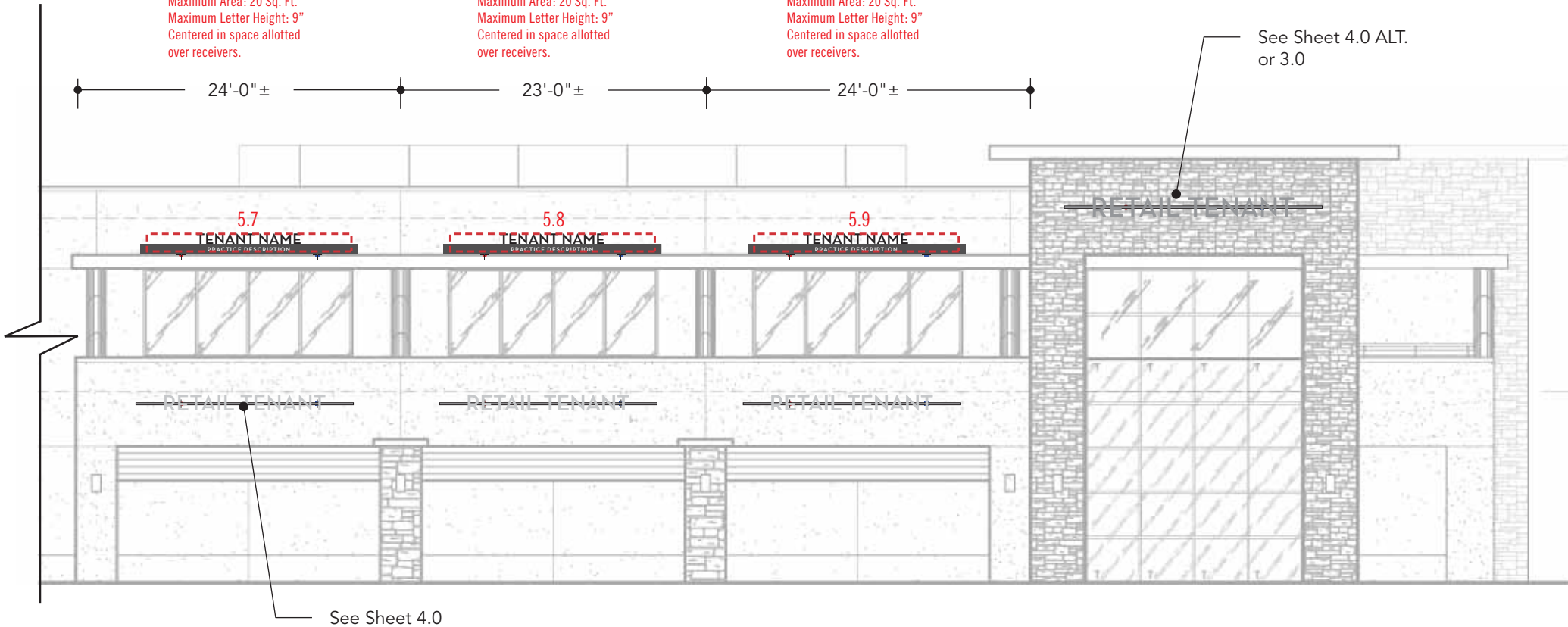
## ON BUILDING TENANT NAME ID ELEVATION & SPECIFICATIONS

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

See Sheet 4.0 ALT. or 3.0



BUILDING 3: WEST ELEVATION - B  
SCALE: 3/32" = 1'

■ PROPOSED SIGN



# SIGN TYPE 5

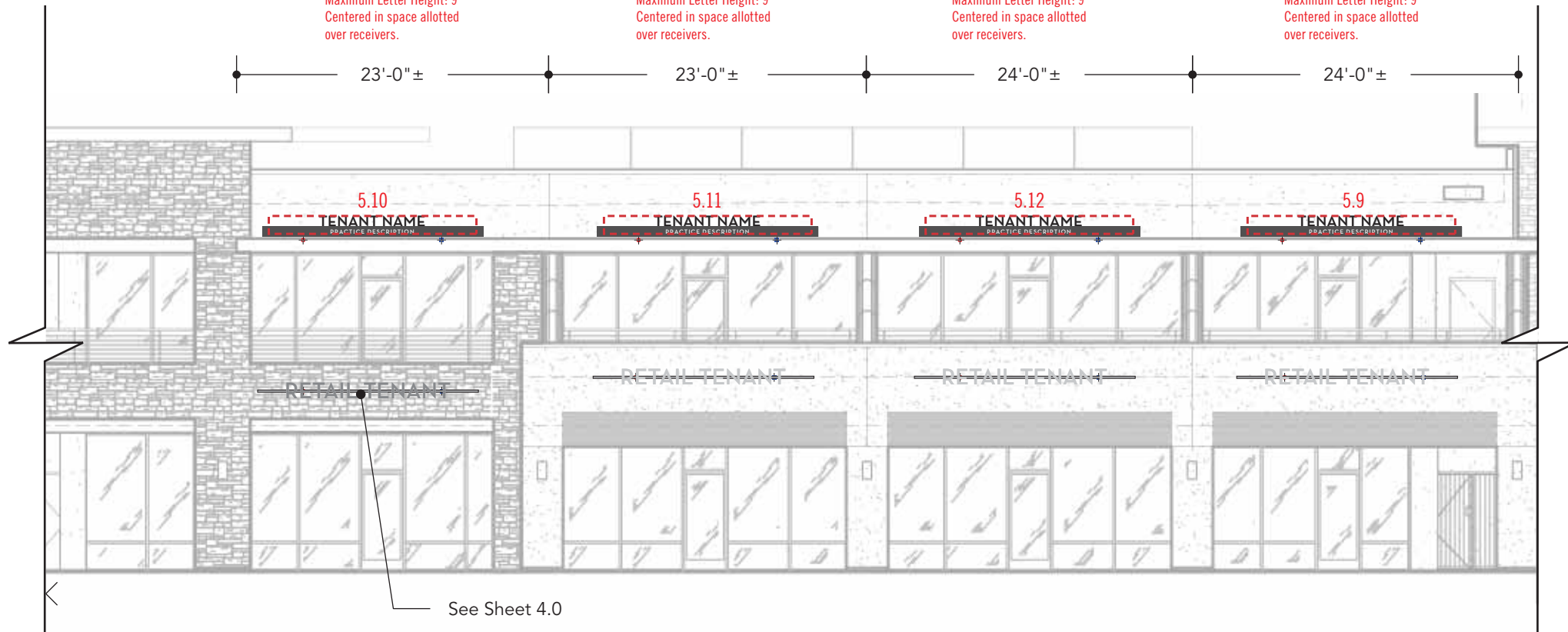
## ON BUILDING TENANT NAME ID ELEVATION & SPECIFICATIONS

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.

One sign only for this location,  
subject to landlord discretion.  
Maximum Area: 20 Sq. Ft.  
Maximum Letter Height: 9"  
Centered in space allotted  
over receivers.



BUILDING 3: EAST ELEVATION A  
SCALE: 3/32" = 1'

■ PROPOSED SIGN

# SIGN TYPE 5

## ON BUILDING TENANT NAME ID ELEVATION & SPECIFICATIONS

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.



BUILDING 4: NORTH ELEVATION A  
SCALE: 3/32" = 1'

 PROPOSED SIGN

# SIGN TYPE 5

## ON BUILDING TENANT NAME ID ELEVATION & SPECIFICATIONS

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.

One sign only for this location, subject to landlord discretion. Maximum Area: 20 Sq. Ft. Maximum Letter Height: 9" Centered in space allotted over receivers.



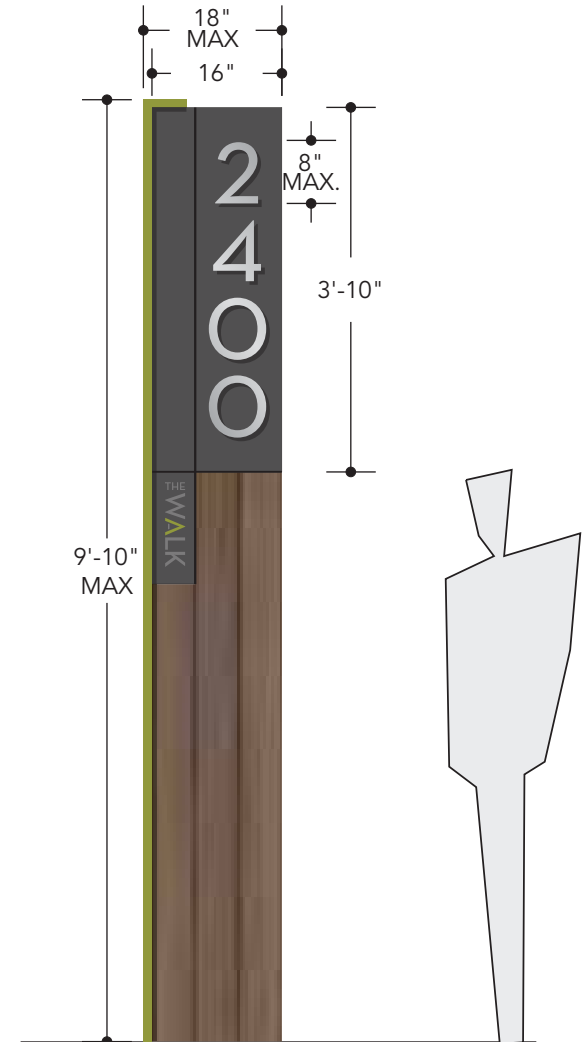
BUILDING 4: NORTH ELEVATION B  
SCALE: 3/32" = 1'

 PROPOSED SIGN

<b>PURPOSE</b>	To identify buildings to pedestrians and vehicles in the parking lot.
<b>MAXIMUM NUMBER</b>	Three.
<b>LOCATION</b>	Installed on ground near major pedestrian walkways.
<b>ORIENTATION</b>	As required.
<b>SIGN COPY</b>	Project Name & Building Address numerals only.
<b>SIDES</b>	Single or Double-sided.
<b>MAX. SIGN SIZE</b>	Width: 18" Height: 9'-10" Individual numeral height: 8"
<b>SIGN CONSTRUCTION</b>	Smooth, durable, non-weathering sign; with weather treated wood paneling (cabinet signs with translucent or transparent backgrounds are not permitted). All hardware shall be of nonferrous metals.
<b>ILLUMINATION</b>	Internally illuminated in a manner that lights only the sign copy. Illumination of sign background is prohibited. Lighting shall be designed so as not to cause glare to motorists. Exposed neon and exposed raceways are prohibited. Project name may be internally illuminated and edge of sign cabinet to be lit with soft glowing light.
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Natural wood, silver, green & dark greys.  <i>See construction documents for exact finish details.</i>

## SIGN TYPE 6A

FREESTANDING BUILDING ID  
ELEVATION & SPECIFICATIONS



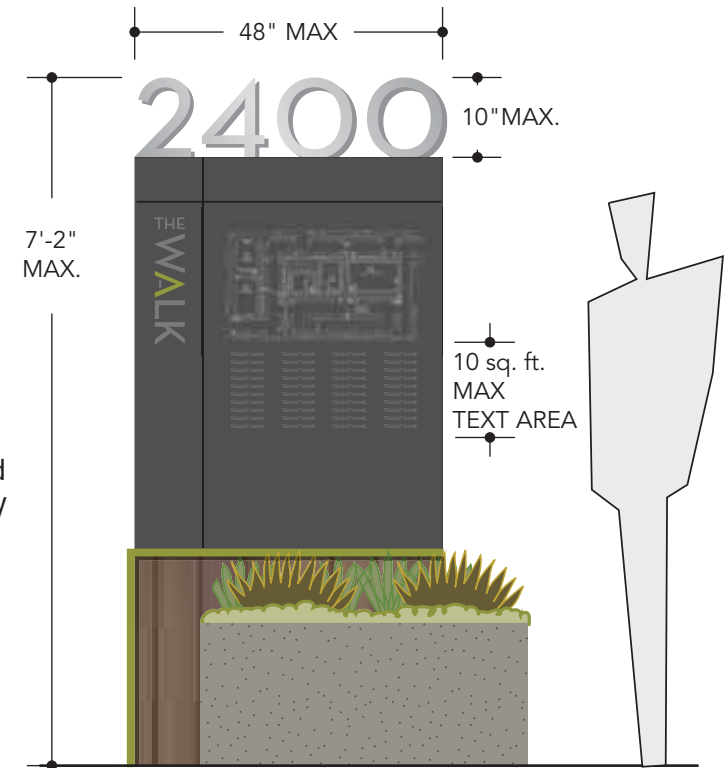
### ELEVATION

SCALE: 1/2" = 1'-0"

# SIGN TYPE 6B

## FREESTANDING BUILDING ID ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify buildings & Suites to pedestrians and vehicles in the parking lot.
<b>MAXIMUM NUMBER</b>	One.
<b>LOCATION</b>	Installed on ground near major pedestrian walkways.
<b>ORIENTATION</b>	As required.
<b>SIGN COPY</b>	Project Name & Building Address numerals, site map, & tenant names.
<b>SIDES</b>	Double-sided.
<b>MAX. SIGN SIZE</b>	Width: 48" Height: 7'-2" Individual numeral height: 10" Max Text Area: 10 sq. ft.
<b>SIGN CONSTRUCTION</b>	Smooth, durable, non-weathering sign; with weather treated wood paneling (cabinet signs with translucent or transparent backgrounds are not permitted). All hardware shall be of nonferrous metals.
<b>ILLUMINATION</b>	Internally illuminated in a manner that lights only the sign copy. Illumination of sign background is prohibited. Lighting shall be designed so as not to cause glare to motorists. Exposed neon and exposed raceways are prohibited. Project name may be internally illuminated and edge of sign cabinet to be lit with soft glowing light.
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Natural wood, silver, green & dark greys.  <i>See construction documents for exact finish details.</i>



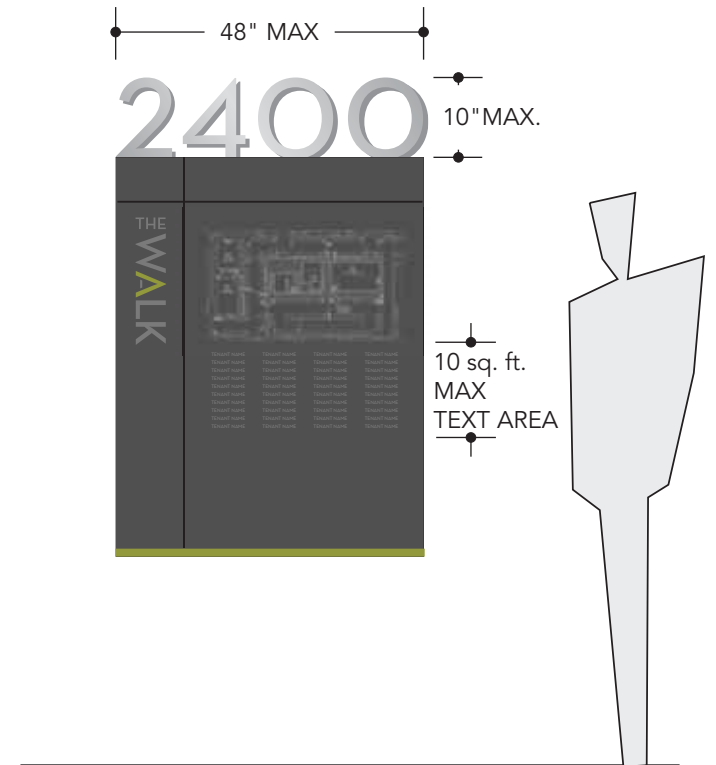
### ELEVATION

SCALE: 1/2" = 1'-0"

# SIGN TYPE 6C

## ON BUILDING DIRECTORY ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify buildings & Suites to pedestrians and vehicles in the parking lot.
<b>MAXIMUM NUMBER</b>	One.
<b>LOCATION</b>	Installed on ground near major pedestrian walkways.
<b>ORIENTATION</b>	On wall, parallel to building.
<b>SIGN COPY</b>	Project Name & Building Address numerals, site map, & tenant names.
<b>SIDES</b>	Double-sided.
<b>MAX. SIGN SIZE</b>	Width: 48" Height: 7'-2" Individual numeral height: 10" Max Text Area: 10 sq. ft.
<b>SIGN CONSTRUCTION</b>	Smooth, durable, non-weathering sign; with weather treated wood paneling (cabinet signs with translucent or transparent backgrounds are not permitted). All hardware shall be of nonferrous metals.
<b>ILLUMINATION</b>	Internally illuminated in a manner that lights only the sign copy. Illumination of sign background is prohibited. Lighting shall be designed so as not to cause glare to motorists. Exposed neon and exposed raceways are prohibited. Project name may be internally illuminated and edge of sign cabinet to be lit with soft glowing light.
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Natural wood, silver, green & dark greys.  <i>See construction documents for exact finish details.</i>



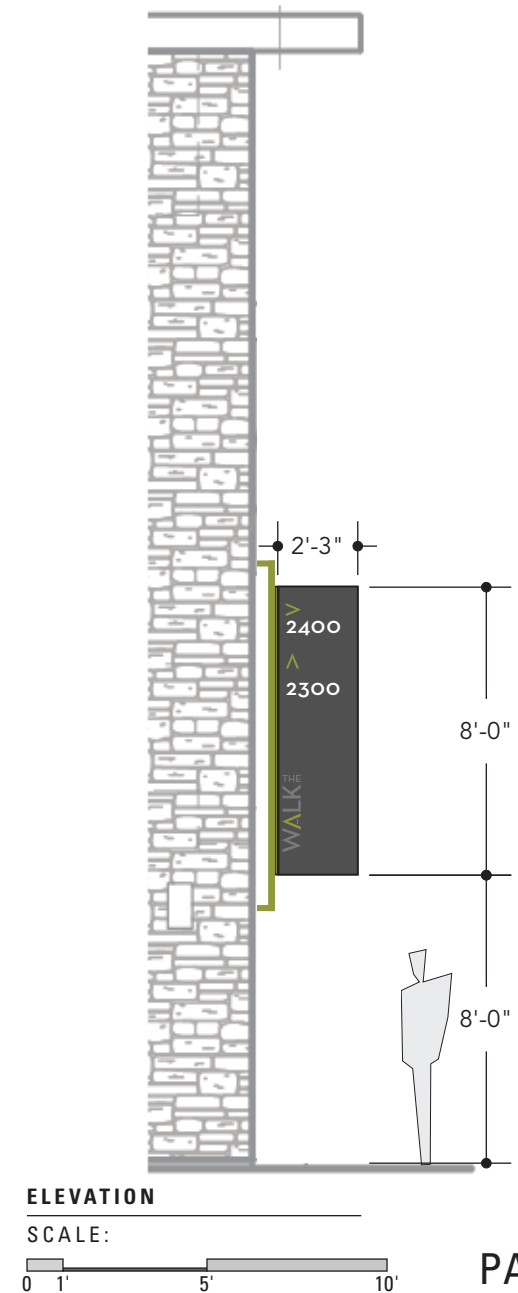
### ELEVATION

SCALE: 1/2" = 1'-0"

<b>PURPOSE</b>	To provide directional information to pedestrian walkways.
<b>MAXIMUM NUMBER</b>	Two, on parking structure exterior wall.
<b>LOCATION</b>	Installed on parking structure near major pedestrian walkways.
<b>ORIENTATION</b>	Perpendicular to building wall.
<b>SIGN COPY</b>	Project Name & Directional information only.
<b>SIDES</b>	Double-sided.
<b>MAX. SIGN SIZE</b>	Width: 27" Height: 8'-0"
<b>SIGN CONSTRUCTION</b>	Aluminum with vinyl graphics.
<b>ILLUMINATION</b>	Permitted.
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Silver, green & dark greys.  <i>See construction documents for exact finish details.</i>

# SIGN TYPE 6D

## ON BUILDING DIRECTIONAL ELEVATION & SPECIFICATION



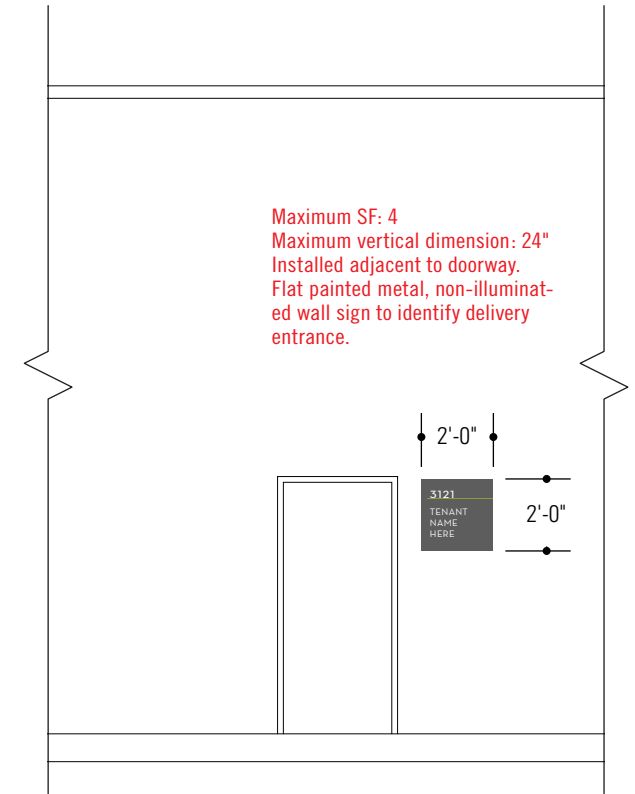
# SIGN TYPE 7

## REAR TENANT NAME/ADDRESS ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify rear tenant access and delivery entrances.
<b>MAXIMUM NUMBER</b>	One sign per tenant per space.
<b>LOCATION</b>	Wall sign to be installed adjacent to doorway.
<b>ORIENTATION</b>	Parallel to building wall.
<b>SIGN COPY</b>	Tenant name and address/suite number.
<b>SIDES</b>	Single-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Width: 2'-0" Height: 2'-0" Area: 4 sq. ft.
<b>SIGN CONSTRUCTION</b>	Painted aluminum sign.
<b>ILLUMINATION</b>	Non-illuminated.
<b>LOGO</b>	No
<b>LETTERSTYLE</b>	Neutra Text BookSC.
<b>COLORS</b>	White, green & dark grey.

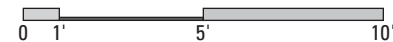
*Sign type does not require a sign permit.*

*See construction documents for exact finish details.*



**ELEVATION - TYPICAL**

SCALE:





# SIGN TYPE 8

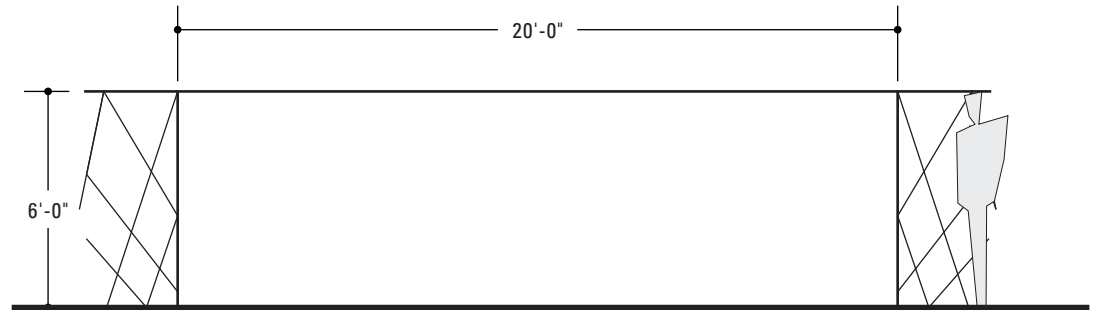
## BARRICADE SIGN

### ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	For use during construction only.
<b>MAXIMUM NUMBER</b>	One Per street frontage.
<b>LOCATION</b>	As Required. Behind property lines and outside site distance triangles.
<b>ORIENTATION</b>	Parallel to street or project entry
<b>SIGN COPY</b>	Varies
<b>SIDES</b>	Optional Barricade sign: Single-side
<b>MAX. SIGN AREA &amp; SIZE</b>	Barricade Sign: Width: Varies Height: 6'-0" Maximum Text Area: 32 sq. ft. Maximum *Murals and graphics are not included in sign area provided they do not contain commercial messages

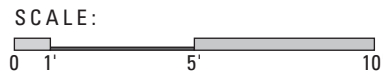
**SIGN CONSTRUCTION** All temporary sign panels shall be made of 3/4" double sided OLYMPIC MDO exterior quality material. All edges must be eased. All sign posts are painted with exterior grade paint. Sign panels are to be fastened to structural frame with non corrosive, flat head, countersunk screws. Fastener holes should be drilled using a jig for consistent hole placement. Screw heads shall be filled and painted after construction.

<b>ILLUMINATION</b>	Prohibited
<b>LOGO</b>	Permitted
<b>LETTERSTYLE</b>	Varies



**ELEVATION - ALT BARRICADE SIGN\***  
**DURING CONSTRUCTION ONLY**

**\*GRAPHICS SHALL COVER NO MORE THAN 60% OF THE TOTAL SQUARE FOOTAGE.**



# SIGN TYPE 8A

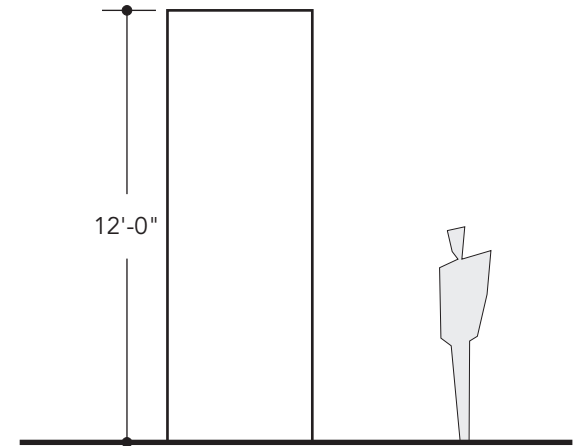
## MARKETING SIGN

### ELEVATION & SPECIFICATIONS

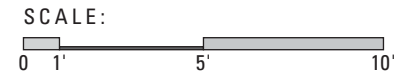
<b>PURPOSE</b>	For use during construction only.
<b>MAXIMUM NUMBER</b>	2 Marketing signs
<b>LOCATION</b>	As Required. Behind property lines and outside site distance triangles.
<b>ORIENTATION</b>	Parallel to street or project entry
<b>SIGN COPY</b>	Varies
<b>SIDES</b>	Single-side
<b>MAX. SIGN AREA &amp; SIZE</b>	Marketing Sign: Height: 12'-0" Maximum Width: 6'-0" Maximum Text Area: 32 sq. ft. Maximum

**SIGN CONSTRUCTION** All sign posts and panels are painted with exterior grade paint. Sign panels are to be fastened to structural frame with non corrosive, flat head, countersunk screws. Fastener holes should be drilled using a jig for consistent hole placement. Screw heads shall be filled and painted after construction.

<b>ILLUMINATION</b>	Prohibited
<b>LOGO</b>	Permitted
<b>LETTERSTYLE</b>	Variest



**ELEVATION - ALT MARKETING SIGN**  
**DURING CONSTRUCTION ONLY**



# SIGN TYPE 9

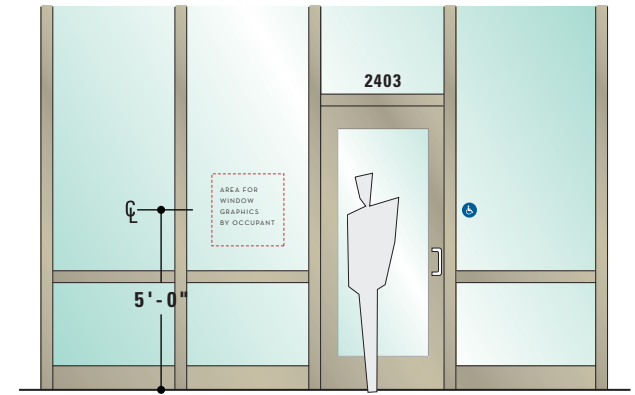
## WINDOW GRAPHICS (TYPICAL)

### ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify individual storefront information.
<b>MAXIMUM NUMBER</b>	One per tenant
<b>LOCATION</b>	On exterior entrance to retail space. On glass panel to left of door(s).
<b>ORIENTATION</b>	Centered to the left of the door, 60" vertically from ground to the base of the text.
<b>SIGN COPY</b>	Address, Hours of Operation, Credit card Information i.e. Mastercard/Visa, etc.
<b>MAX. SIGN AREA &amp; SIZE</b>	Width: 24" Height: 24" Area: 4 sq. ft.*
<b>MATERIAL</b>	White High Performance Vinyl
<b>LOGO</b>	Prohibited
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	White

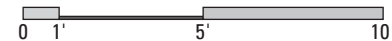
\* Graphics at no time shall exceed 20% of Window Glazing area.  
Graphics subject to Shopping Center owner approval.

***Signs are exempt from zoning code requirements.***



**ELEVATION - TYPICAL**

SCALE:



# **SIGN TYPE 9A**

ILLUMINATED TENANT ID SIGN  
IN STORE (TYPICAL)  
ELEVATION & SPECIFICATIONS

<b>PURPOSE</b>	To identify individual storefront information.*
<b>MAXIMUM NUMBER</b>	Subject to landlord review & approval
<b>LOCATION</b>	6" behind storefront glass minimum.*
<b>ORIENTATION</b>	Signage/ graphics/ fixtures to be installed no closer than 6" to subsurface of storefront glass.* Subject to landlord review & approval.
<b>SIGN COPY</b>	Tenant information & misc info such as "open" or "closed". Subject to landlord review & approval.
<b>MAX. SIGN AREA &amp; SIZE</b>	Area: 2 sq. ft. Max*
<b>MATERIAL</b>	To be determined
<b>LOGO</b>	Permitted
<b>LETTERSTYLE</b>	Neutra Text BookSC or Tenant Logo Copy*
<b>COLORS</b>	Varies

\* Graphics at no time shall exceed 20% of Window Glazing area.  
Graphics subject to Shopping Center owner approval.

***Signs are exempt from zoning code requirements.***

**PURPOSE**

To identify individual storefront information for leasing purposes.

**MAXIMUM NUMBER**

One temporary window sign per tenant.

**LOCATION**

On exterior entrance to retail space as needed.

**ORIENTATION**

Centered on vacant storefront

**SIGN COPY**

Store center graphics

**MAX. SIGN AREA & SIZE**

Text Area: 10 sqft max.  
\*Murals and graphics to used to screen interior of a vacant tenant space under construction are not included in sign area.

**MATERIAL**

Digital Print

**LOGO**

Prohibited

**LETTERSTYLE**

Varries

**COLORS**

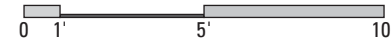
Digital print in CMYK

**SIGN TYPE 9B**  
LEASING WINDOW GRAPHICS (TYPICAL)  
ELEVATION & SPECIFICATIONS



**ELEVATION - TYPICAL**

SCALE:

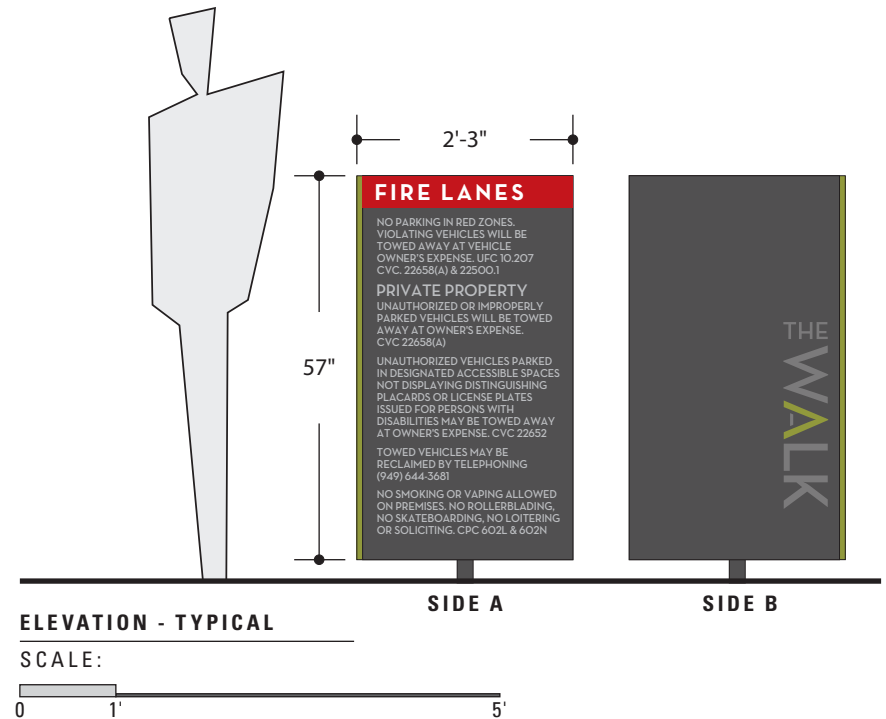


<b>PURPOSE</b>	To provide parking code and accessibility info to patrons
<b>MAXIMUM NUMBER</b>	One per drive entry
<b>LOCATION / ORIENTATION</b>	Parallel to street at entry drive.
<b>SIGN COPY</b>	See exhibit
<b>SIDES</b>	Double-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Width: 27" Height: 57" Area: 10.69 sq. ft.
<b>SIGN CONSTRUCTION</b>	Aluminum with vinyl graphics
<b>ILLUMINATION</b>	Prohibited
<b>LOGO</b>	Project ID on back.
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Project standard & as required by codes

*Signs are exempt from zoning code requirements.*

# SIGN TYPE 10

LEGAL NOTICE  
ELEVATION & SPECIFICATION

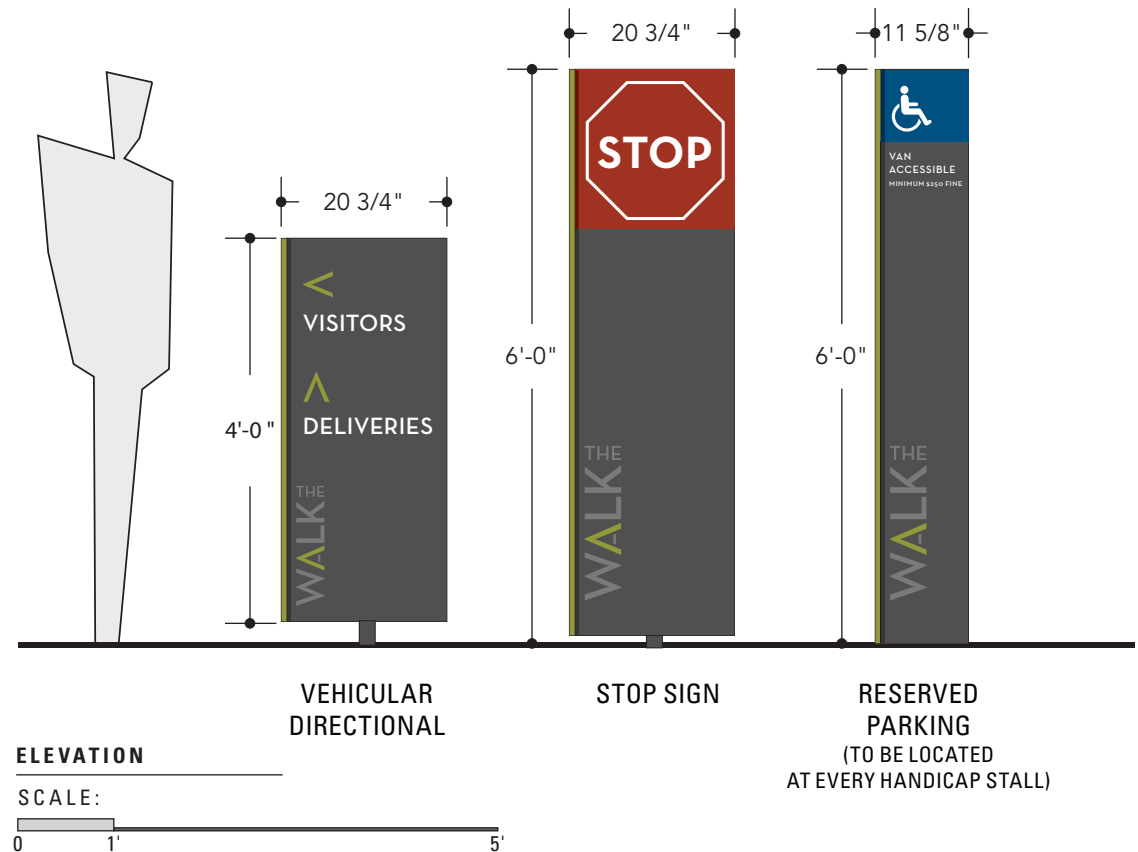


# SIGN TYPE 11

REGULATORY SIGNAGE  
ELEVATION & SPECIFICATION

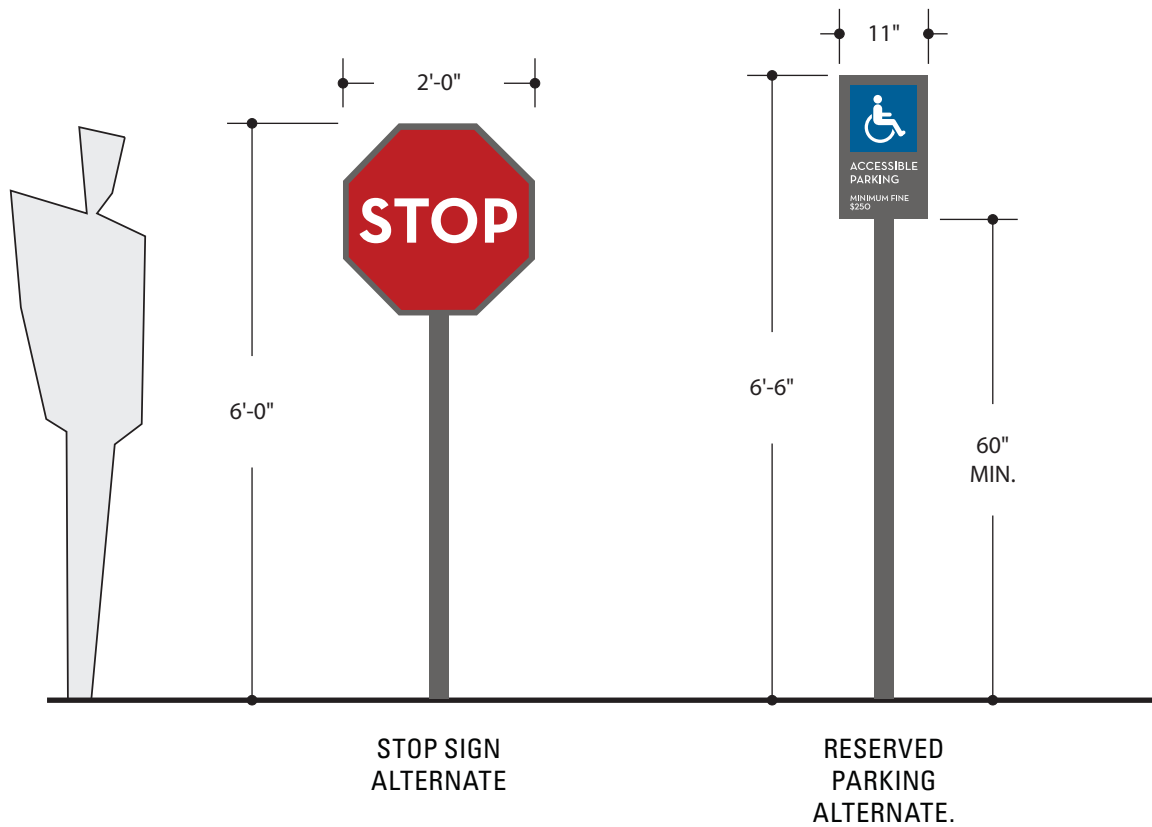
<b>PURPOSE</b>	To provide parking code and accessibility info to patrons
<b>MAXIMUM NUMBER</b>	As Required
<b>LOCATION / ORIENTATION</b>	As Required.
<b>SIGN COPY</b>	As shown.
<b>SIDES</b>	Single-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Varies
<b>SIGN CONSTRUCTION</b>	Fabricated Aluminum
<b>ILLUMINATION</b>	Prohibited
<b>LOGO</b>	Project Logo Only
<b>LETTERSTYLE</b>	Neutra Text BookSC
<b>COLORS</b>	Various

*Signs are exempt from zoning code requirements.*



# SIGN TYPE 11

REGULATORY SIGNAGE  
ELEVATION & SPECIFICATION



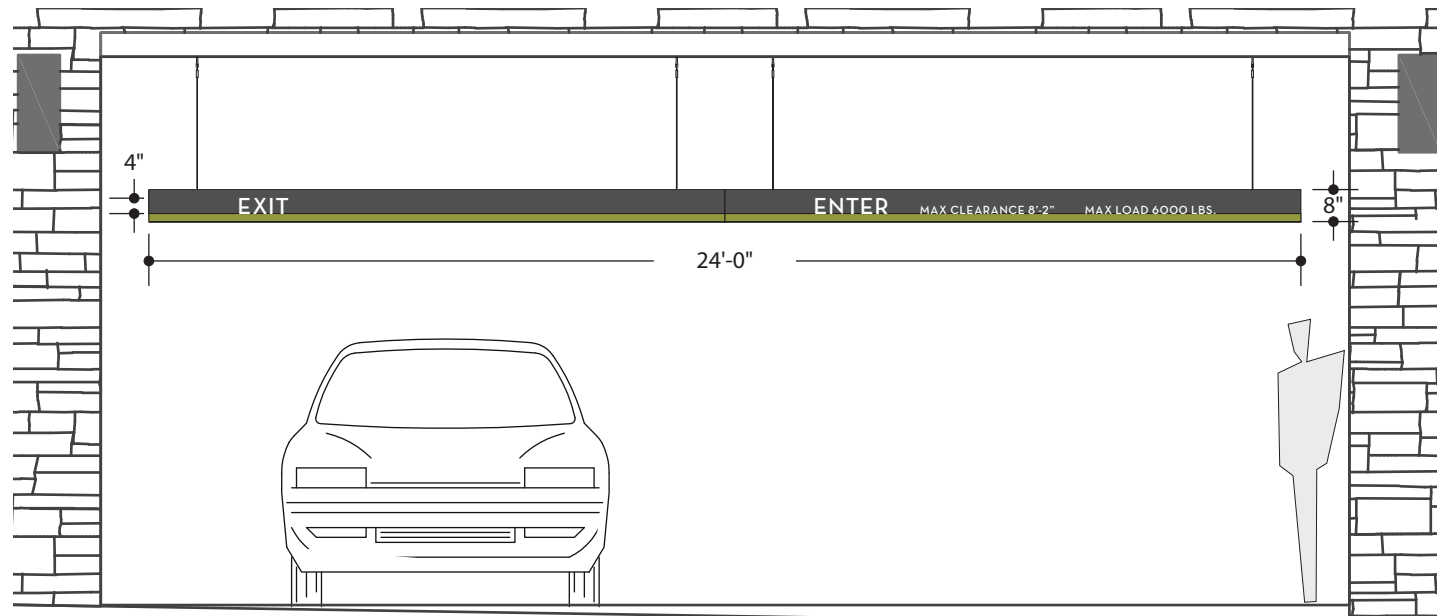


# SIGN TYPE 12

## PARKING GARAGE SIGN SPECIFICATIONS

<b>PURPOSE</b>	To provide parking info to patrons
<b>MAXIMUM NUMBER</b>	2
<b>LOCATION / ORIENTATION</b>	Entrance/Exit to parking structure.
<b>SIGN COPY</b>	As shown.
<b>SIDES</b>	Single-sided.
<b>MAX. SIGN AREA &amp; SIZE</b>	Varies
<b>SIGN CONSTRUCTION</b>	Fabricated Aluminum
<b>ILLUMINATION</b>	Permitted
<b>LOGO</b>	Prohibited
<b>LETTERSTYLE</b>	Neutra Text
<b>COLORS</b>	Silver, green & dark greys.

*Signs are exempt from zoning code requirements.*



**ELEVATION**

SCALE: 1/4" = 1'-0"

**PURPOSE**

To identify primary business names occupying the building suites within the center. Primary tenants are defined as an occupant who is deemed by the Property Owner, per their lease, to have the right to have their company name on their primary storefront.

**MAXIMUM NUMBER**

One.

**LOCATION**

Mounted in fence at corner of Building 2, East elevation only. Locations as indicated in exhibits on pages 13.1

**ORIENTATION**

Parallel to fence toward street, parking lot or pedestrian area.

**SIGN COPY**

One business name and or logo at defined location maximum.

**SIDES**

Single-sided.

**MAX. SIGN AREA & SIZE**

Width: 6'-0"  
Height: 4'-0"  
Max Area: 24 sq. ft. Max

**SIGN CONSTRUCTION**

Smooth, durable, non-weathering sign; may use weather treated wood planks (cabinet signs with translucent or transparent backgrounds are not permitted). All hardware shall be of nonferrous metals.

**ILLUMINATION**

Internally illuminated or halo-lit letters. No exposed neon lighting allowed.

**LOGO / LOGOTYPE**

Permitted. Must be approved by the Property Owner.

**LETTERSTYLE**

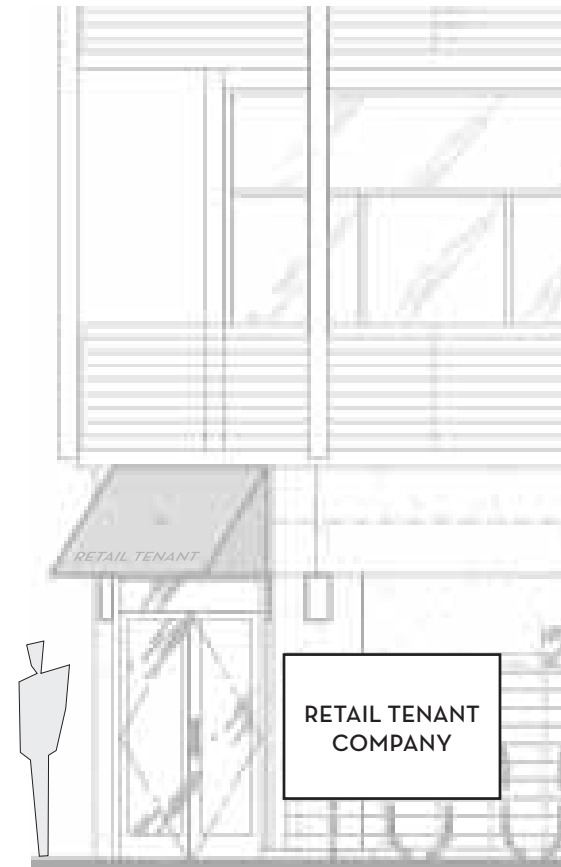
Logo-typefaces permitted. Lettering must be approved by the Property Owner. If no logo-type is approved, tenant must use project font Neutra Text BookSC, all black in color.

**COLORS**

Tenant logo colors. Must contrast building facade.

*Exact finish details to vary.*

**SIGN TYPE 13**  
ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS

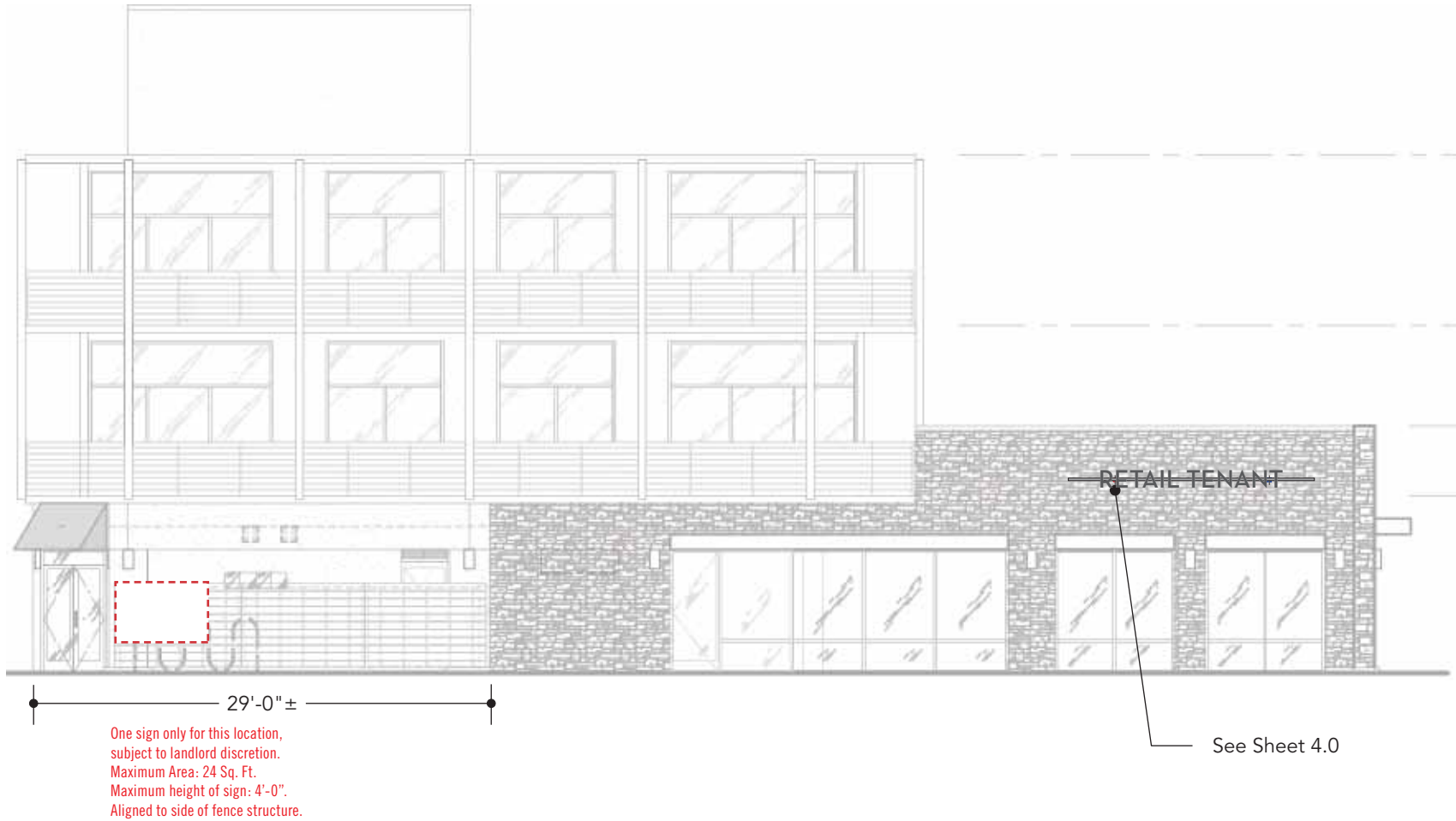


ELEVATION - TYPICAL

SCALE: 3/16" = 1'-0"

# SIGN TYPE 13

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



BUILDING 2: EAST ELEVATION  
SCALE: 3/32" = 1'

 PROPOSED SIGN

**PURPOSE**

To identify primary business names occupying the building suites within the center. Primary tenants are defined as an occupant who is deemed by the Property Owner, per their lease, to have the right to have their company name on their primary storefront.

**MAXIMUM NUMBER**

One.

**LOCATION**

On awning at corner of building 2 as indicated in exhibit on pages 15.1

**ORIENTATION**

Parallel to building toward street, parking lot or pedestrian area.

**SIGN COPY**

One business name and or logo at defined location maximum.

**SIDES**

Single-sided.

**MAX. SIGN AREA**

Max Area: Sign Text & Logo shall be limited to 75% of the shed portion of the awning, centered on awning.

**SIGN CONSTRUCTION**

Individual letters only. Align business name to center of awning.

**ILLUMINATION**

Not Permitted.

**LOGO / LOGOTYPE**

Permitted. Must be approved by the Property Owner.

**LETTERSTYLE**

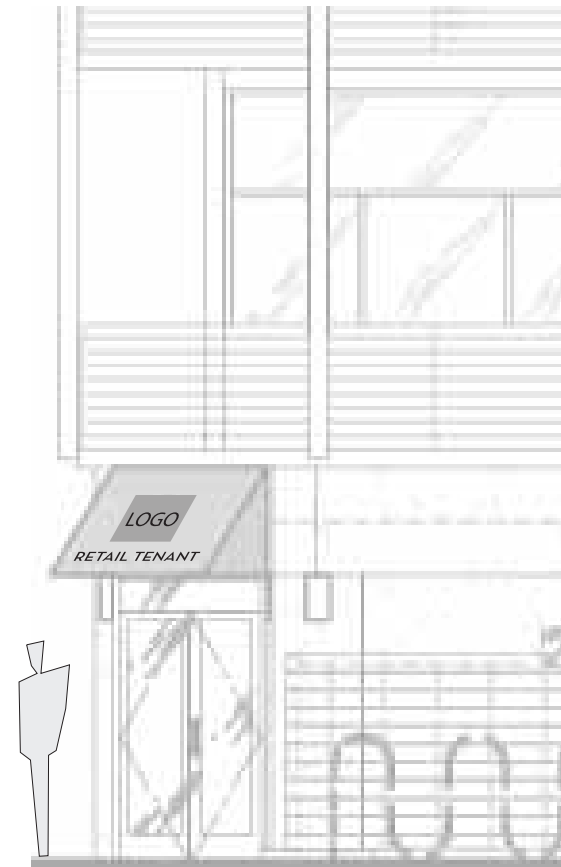
Logo-typefaces permitted. Lettering must be approved by the Property Owner. If no logo-type is approved, tenant must use project font Neutra Text BookSC, all black in color.

**COLORS**

Tenant logo colors. Must contrast building facade.

*Exact finish details to vary.*

**SIGN TYPE 14**  
ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



ELEVATION - TYPICAL

SCALE: 3/16" = 1'-0"

# SIGN TYPE 14

ON BUILDING RETAIL TENANT ID  
ELEVATION & SPECIFICATIONS



**BUILDING 2: EAST ELEVATION**  
SCALE: 3/32" = 1'

 **PROPOSED SIGN**



## 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](http://www.newportbeachca.gov)

## **ZONING ADMINISTRATOR ACTION LETTER**

**Application No.**            **Comprehensive Sign Program No. CS2015-015 (PA2015-219)**

**Applicant**                 **Lawry's Restaurant, Inc.**

**Site Address**             **3801 E. Coast Highway**  
**Five Crowns Comprehensive Sign Program**

**Legal Description**      **Tract 673 Lot 1 Block A**

On **January 22, 2016**, the Zoning Administrator approved a comprehensive sign program establishing design perimeters for wall and projecting signage associated with the existing restaurant and parking lot and to allow for the deviation from the Sign Standards of the Zoning Code:.

1. To allow for up to two primary signs to be located either with one facing the primary and secondary frontage or both facing the primary frontage.

The subject property is located within the Corridor Commercial (CC) Zoning District and the General Plan Land Use category. The property is also located in the Coastal Zone.

This approval is based on the following findings and standards and is subject to the following conditions:

### **FINDINGS AND STANDARDS FOR APPROVED SIGNS**

#### Finding

- A. *The project is categorically exempt from environmental review pursuant to Title 14 of the California Code of Regulations (Section 15315, Article 19 of Chapter 3, Guidelines for Implementation of the California Environmental Quality Act) under Class 11 (Accessory Structures).*

#### Facts in Support of Finding

1. Class 11 exempts minor structures accessory to existing commercial facilities, including signs. The proposed signs are incidental and accessory to the principal commercial use of the property and do not intensify or alter the use.

In accordance with Section 20.42.120 (Comprehensive Sign Program) of the Newport Beach Municipal Code, the following standards and facts in support of such standards are set forth:

Standard

*B. The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42], any adopted sign design guidelines, and the overall purpose and intent of this Section [Section 20.42.120 – Comprehensive Sign Program].*

Facts in Support of Standard

1. The proposed Comprehensive Sign Program complies with the purpose and intent of Newport Beach Municipal Code Chapter 20.42 (Sign Standards) because it provides the existing restaurant with adequate identification while guarding against an excessive proliferation of signage. It preserves and enhances community appearance by regulating the type, size, location, quantity, and illumination of signs. Through said regulations, the Comprehensive Sign Program will help to enhance the safety of motorists and pedestrians by minimizing the distraction of signs, as well as to protect the life, health, property, and general welfare of City residents and visitors.
2. The purpose of a comprehensive sign program is to integrate all of a project's signs. A comprehensive sign program provides a means for the flexible application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of signs, and to achieve, not circumvent, the purpose of Chapter 20.42. This approval integrates all of the signs for the subject property while meeting the purpose and intent of Chapter 20.42.
3. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual because the proposed signs are designed to be compatible with the building design in terms of scale, size, and materials. As proposed, signs are designed to effectively communicate a commercial message without creating sign clutter through the use of legible text that contrasts with the background. The location and size of the signs do not dominate, but rather are consistent with the proportions of the façade on which they are located.
4. The proposed primary and secondary signage will provide for building identification where the architectural design of the building suggests placement of a sign. All proposed signs will employ a consistent sign pattern in location and are designed to fit with the overall scale of the building and its relationship to the adjacent roadways.

Standard

*C. 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

1. The exterior of the restaurant was recently renovated and the number, location and designs of signs contribute to the upgraded design. The signs will not contribute to an overabundance of signage that will have a detrimental effect on the neighborhood.
2. Proposed signs will not obstruct public views from adjacent roadways because there are no public views through or across the subject property.
3. Proposed signs will not interfere with sight distance from any street, driveway, or parking area. The existing pole signs have posed no issue with sight distance.
4. All proposed signage will integrate well with the character and architectural style of the building by maintaining consistency in location, sign height, and materials across each street frontage.

Standard

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

Facts in Support of Standard

1. The proposed Comprehensive Sign Program addresses all project signage. Temporary and exempt signs not specifically addressed in the sign program shall be regulated by the provisions of Zoning Code Chapter 20.42 (Sign Standards).

Standard

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

Facts in Support of Standard

1. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage with flexibility to accommodate any existing and future tenant with options for locating signs.
2. It is not anticipated that future revisions to the Comprehensive Sign Program will be necessary to accommodate changes in tenant or use. However, the Community Development Director may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.

Standard



- F. *The program shall comply with the standards of this Chapter [Chapter 20.42], 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 [Chapter 20.42].*

Facts in Support of Standard

1. The Comprehensive Sign Program allows for deviations with regards to the number, location, and size of the wall signs and vehicle directional signs throughout the office site. The approval conforms to all other standards of Zoning Code Chapter 20.42 (Sign Standards), and enhances the overall development by integrating all of the project's signs with the overall site and structure design into a unified architectural statement.
2. There is a reasonable need for the number, location, type, and size of signs at the subject site to provide adequate identification of the building.
3. The deviation from required sign location and number of signs will allow for signage placement that fits well with the architectural background on which it is proposed.

Standard

- G. *The approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter [Chapter 20.42].*

Facts in Support of Standard

1. The Comprehensive Sign program does not authorize the use of prohibited signs.

Standard

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

Facts in Support of Standard

1. The Comprehensive Sign Program contains no regulations affecting sign message content.

**I. CONDITIONS**

All proposed signs shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code, unless otherwise indicated in the following conditions:

1. Anything not specifically approved by this Comprehensive Sign Program is prohibited.
2. A building permit shall be obtained prior to commencement of installation of the signs.
3. A copy of this letter shall be incorporated into the plan check sets of plans prior to issuance of building or sign permits.
4. Illuminated signs, as provided in the sign matrix, shall be regulated in accordance with the provisions of Section 20.42.070 of the Newport Beach Municipal Code. If, in the opinion of the Community Development Director, existing illumination creates an unacceptable negative impact on surrounding land uses or sensitive habitat areas, the Director may order the dimming of light sources or other remediation upon finding that the site is excessively illuminated.
5. All work performed near or within the public right-of-way shall be reviewed and approved by the Public Works Department or Caltrans under an encroachment permit/agreement, if required.
6. Any future revisions or changes to the signs approved by this Comprehensive Sign Program due to a change in the use or tenants of the building shall be reviewed and approved by the Planning Division, so long as the sign size, copy configuration, and number of signs authorized by this approval does not substantially change or increase. The mandatory reduction or elimination of signs shall be exercised as necessary. Revisions that would substantially deviate from the original approval shall require approval of a new/revised comprehensive sign program by the Zoning Administrator.
7. The Zoning Administrator may add to or modify conditions of this approval, or revoke this approval upon a determination that any sign that is authorized by this approval has been altered beyond the parameters of the authorization and therefore beyond the justification.
8. This approval shall expire and become void unless exercised within twenty-four (24) months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of Title 20 Planning and Zoning, of the Newport Beach Municipal Code.
9. 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 Hoag Foundation Building Sign Program including, but not limited to,

Comprehensive Sign Program No. CS2015-003 (PA2015-034). 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 within fourteen (14) days following the date of the action. For additional information on filing an appeal, contact the Planning Division at 949 644-3200.

On behalf of Patrick Alford, Zoning Administrator

By:



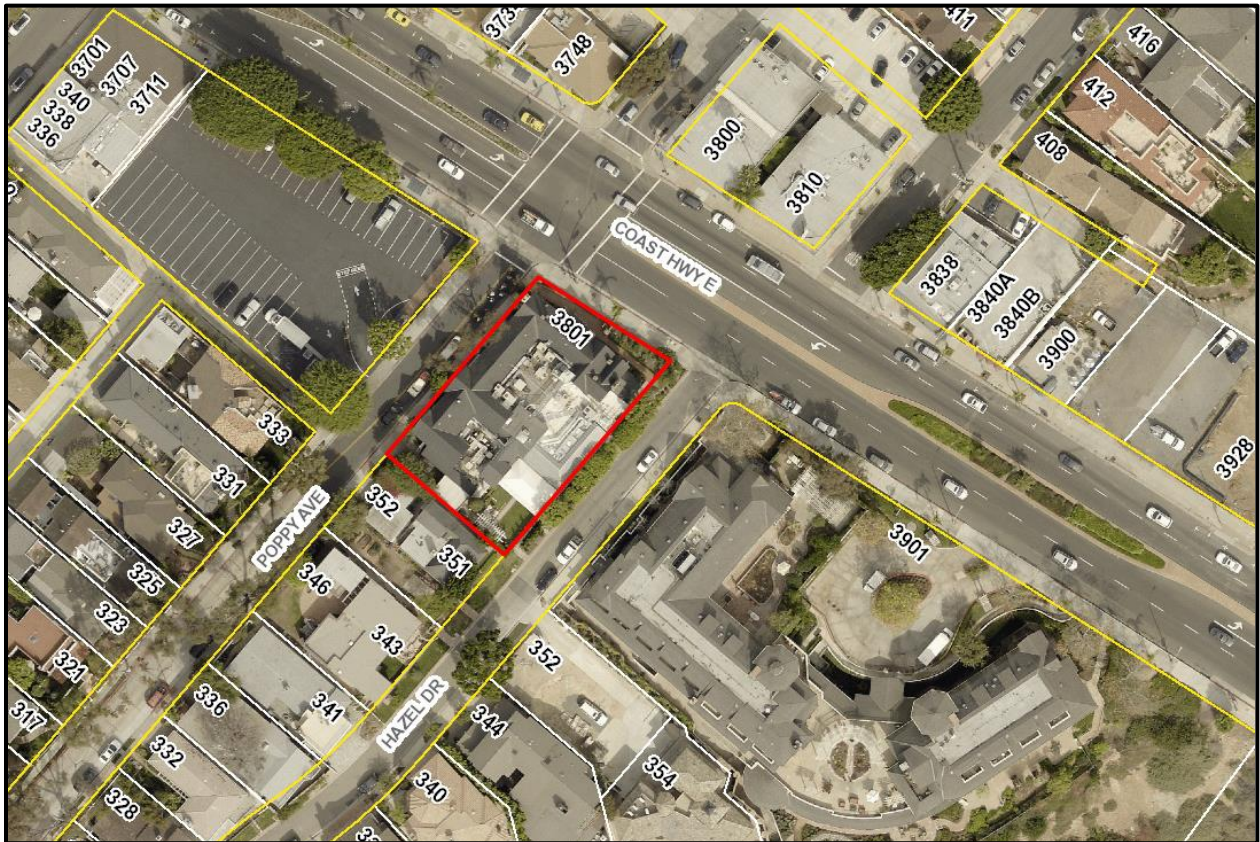
Brenda Wisneski, AICP, Deputy Director

Attachments: CD 1 Vicinity Map  
CD 2 Sign Program Matrix  
CD 3 Project Plans

# **Attachment No. CD 1**

Vicinity Map

## VICINITY MAP



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Comprehensive Sign Program No. CS2015-015  
PA2015-219

**3801 E. Coast Highway**

# **Attachment No. CD 2**

Sign Program Matrix

## Five Crowns Restaurant

### Comprehensive Sign Program Matrix CS2015-015 (PA2015-219)

Frontages:

- (A) Coast Highway – 80 feet
- (B) Poppy Avenue – 110 feet
- (C) Hazel Drive – 85 feet

Sign Type	Primary Frontage Size limitations, where applicable	Secondary Frontage Size limitations, where applicable
Freestanding Sign	<p><b>Sign A:</b>  <u>Number:</u> One (1)  <u>Type:</u> Exterior illumination  <u>Size:</u> 1 square foot per linear frontage, not to exceed 75 square feet                      Maximum height 20-feet for pylon sign;                      Logo not to exceed 41 inches in height  <u>Location:</u> Landscape Planter</p> <p>The copy and pictorial content of the existing nonconforming pole sign may be modified, however, it shall be removed or altered to be conforming by October 27, 2020 in accordance with Zoning Code Section 20.42.140, unless this Section is amended by the City Council.</p>	
Wall Sign	<p><b>Sign B1:</b>  <u>Number:</u> Two (2) or One (1)  <u>Type:</u> Non-illuminated Letters and Logo  <u>Size:</u> Maximum 15 inches high and 25 square feet.  <u>Location:</u> If two located on primary frontage, there shall be 30 feet separation between signs.</p> <p><b>Sign B2:</b>  <u>Number:</u> One (1)  <u>Type:</u> Non-illuminated letters  <u>Size:</u> Not exceed 14 inches high and 3 square feet.</p>	<p><b>Sign B3:</b>  <u>Number:</u> One (1), unless two located on primary frontage  <u>Type:</u> Non-illuminated letters and logo  <u>Size:</u> Maximum 15 inches high and 25 square feet.</p>
Parking Lot Sign (adjacent lot)	<p><b>Sign C:</b>  <u>Number:</u> One (1)  <u>Type:</u> Exterior illumination  <u>Size:</u> 1 square foot per linear frontage, not to exceed 75 square feet                      Maximum height 20-feet for pylon sign;                      Logo not to exceed 41 inches in height</p> <p>The copy and pictorial content of the existing nonconforming pole sign may be modified. Panels shall be opaque</p>	

	<p>background with translucent copy (letters/logo) for illuminated signage per the Municipal Code Section 20.42.060.H.2.</p> <p>The existing nonconforming pole sign shall be removed or altered to be conforming by October 27, 2020 in accordance with Zoning Code Section 20.42.140, unless this Section is amended by the City Council.</p>	
<p>Projecting Sign</p>	<p><b>Sign D:</b>  <u>Number:</u> One (1)  <u>Type:</u> Projecting sign; non-illuminated  <u>Size:</u> 4.4 square feet maximum</p>	<p><b>Sign E:</b>  <u>Number:</u> One (1)  <u>Type:</u> Projecting sign; non-illuminated  <u>Size:</u> 12 square feet maximum</p>

NOTES:

- A. LF = Linear Feet, a horizontal dimension.
- B. Requirements for all sign types per Municipal Code Chapter 20.42, except as provided in this sign matrix.
- C. Pursuant to Section 20.42.120.F of the Municipal Code, the Community Development Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.

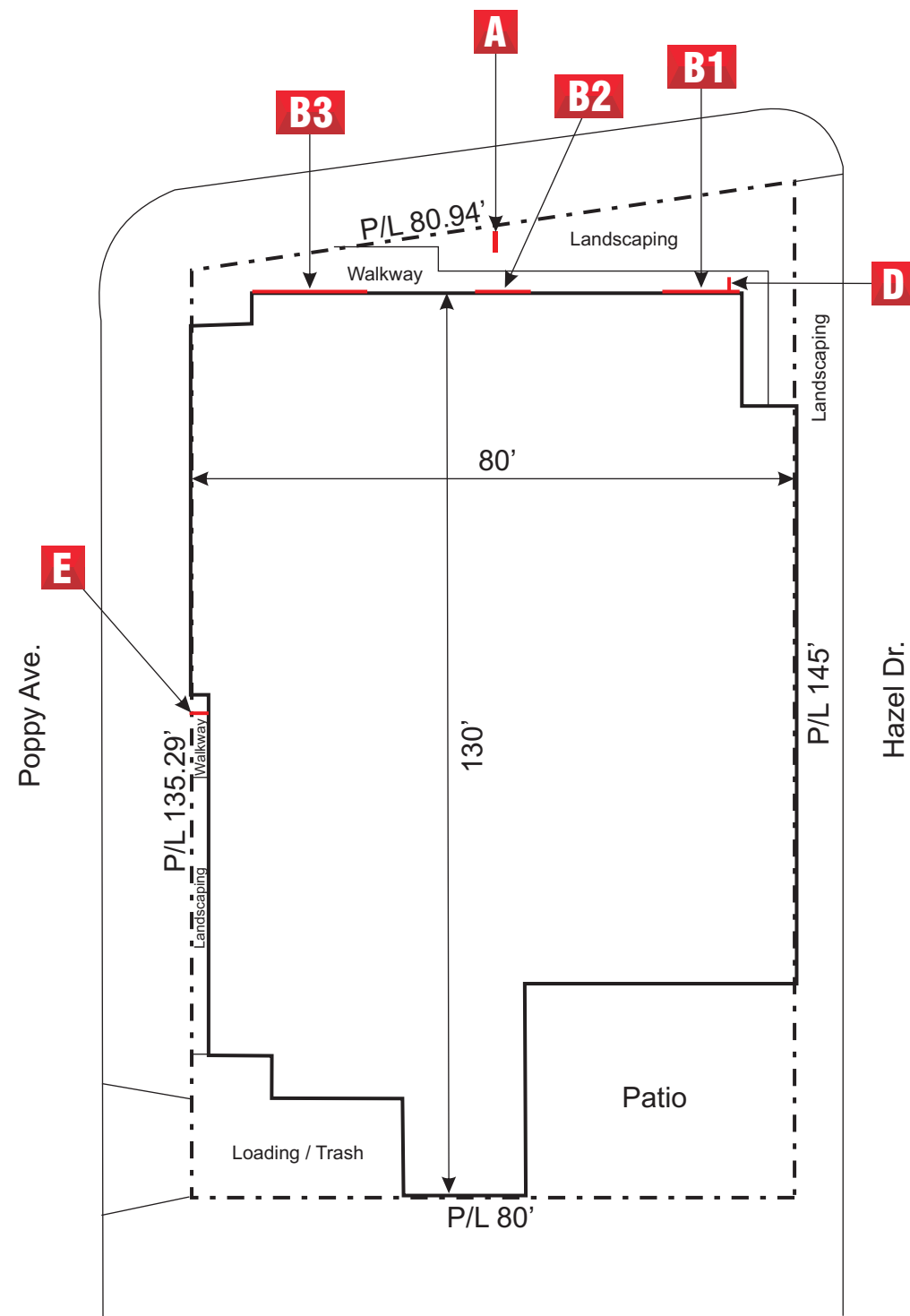
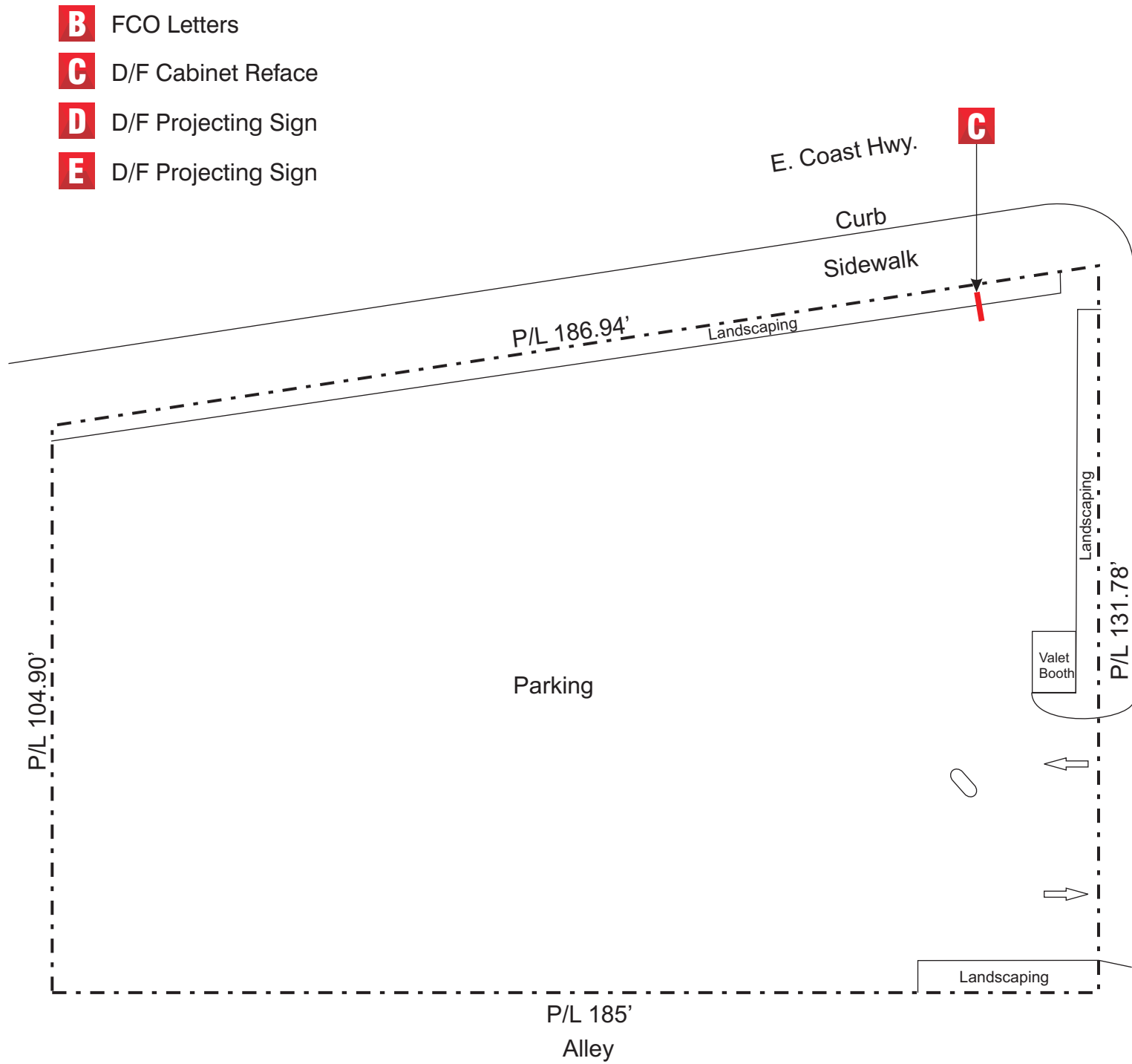


# **Attachment No. CD 3**

Project Plans

Scope of Work

- A** D/F Pylon Sign
- B** FCO Letters
- C** D/F Cabinet Reface
- D** D/F Projecting Sign
- E** D/F Projecting Sign



Not to Scale

Manufacturing Facilities:  
Oceanside, CA - Eules, TX - Jacksonville, TX - Delaware, OH

Office Locations:  
Oceanside, CA - Las Vegas, NV - Laughlin, AZ  
Idaho Falls, ID - Eules, TX - Jacksonville, TX - San Antonio, TX  
Houston, TX - Corpus Christi, TX - Indianapolis, IN  
Louisville, KY - Knoxville, TN - Grafton, WI - Delaware, OH  
Willowbrook, IL - Tunica, MS - Atlanta, GA  
Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

Revisions:

- 1 R1 9.17.15 JDR Reduce B2 size & increase thickness of stroke
- 2
- 3
- 4
- 5
- 6

Account Rep: **Leif Olson**

Project Manager: **Vicki May**

Drawn By: **Gene Bourbonnais**

Project / Location:



3801 E. Coast Highway  
Corona Del Mar, Ca  
92625

**UL** Underwriters Laboratories Inc. **nec** ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS  
ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Client Approval/Date:

Landlord Approval/Date:

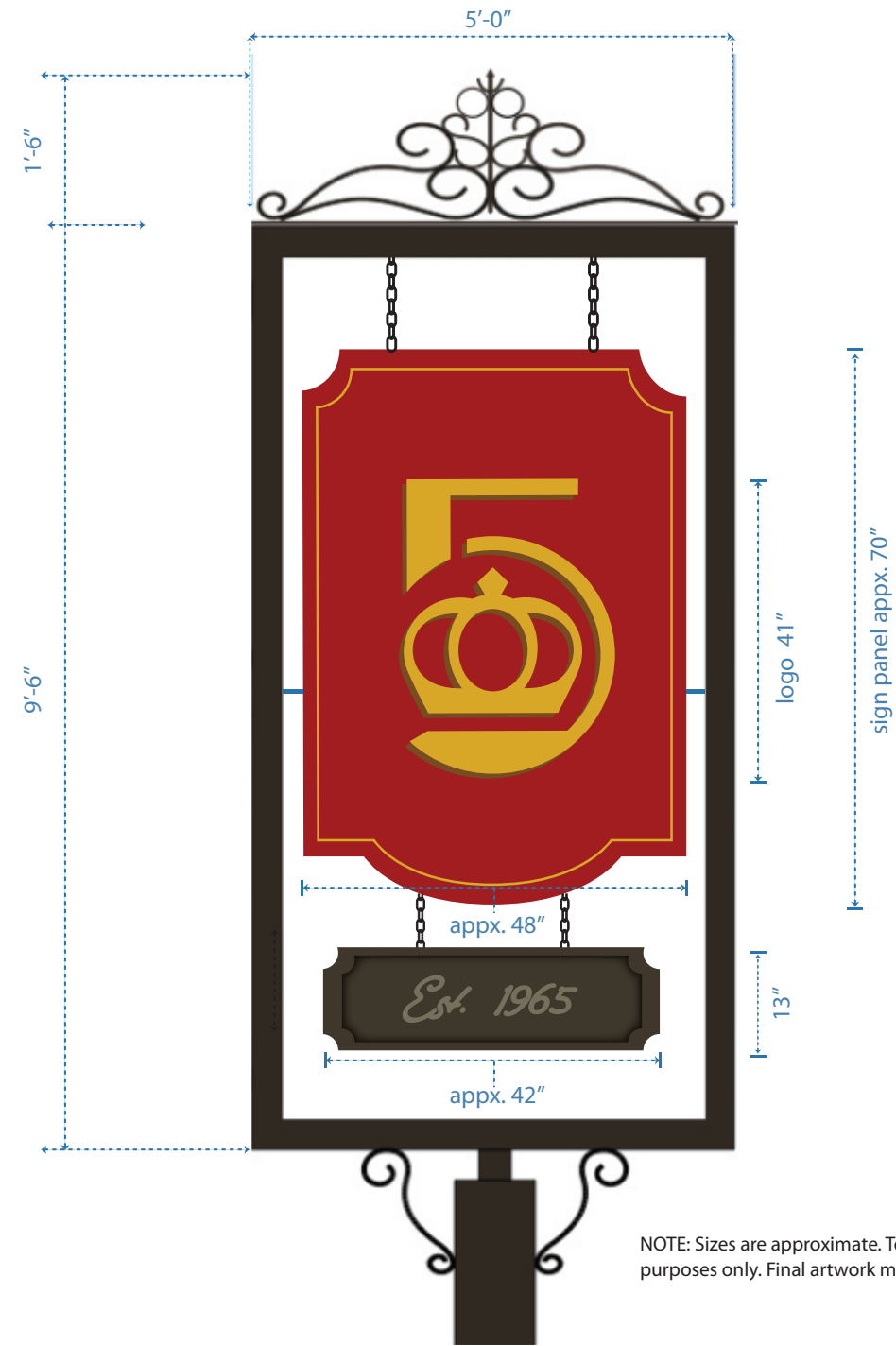
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Job Number: **23-32181-10**

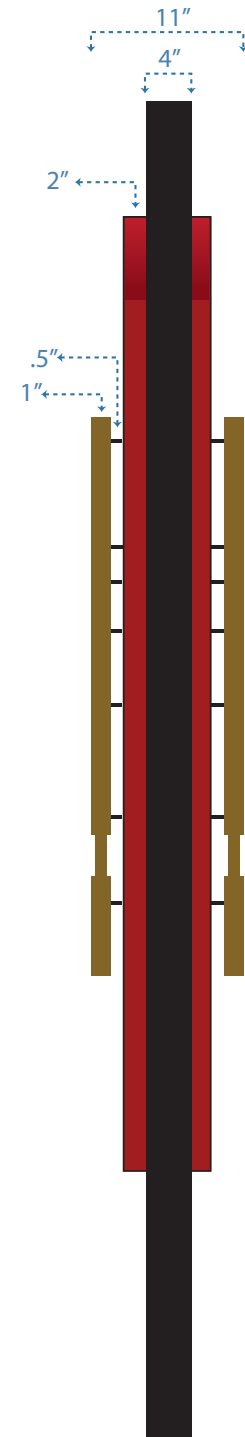
Date: **29 June 2015**

Sheet Number: **1** Of **5**

Design Number: **23-32181-10**  
**FCO R1**



Front View



Side View

NOTE: Sizes are approximate. To be used for estimating purposes only. Final artwork may differ slightly.

**A** Externally-Illuminated D/F Pylon Sign  
Not to Scale

Manufacturing Facilities:  
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Revisions:

1 R1 9.17.15 JDR Reduce B2 size & increase thickness of stroke

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Account Rep: **Leif Olson**

Project Manager: **Vicki May**

Drawn By: **Gene Bourbonnais**

Project / Location:



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Job Number: **23-32181-10**

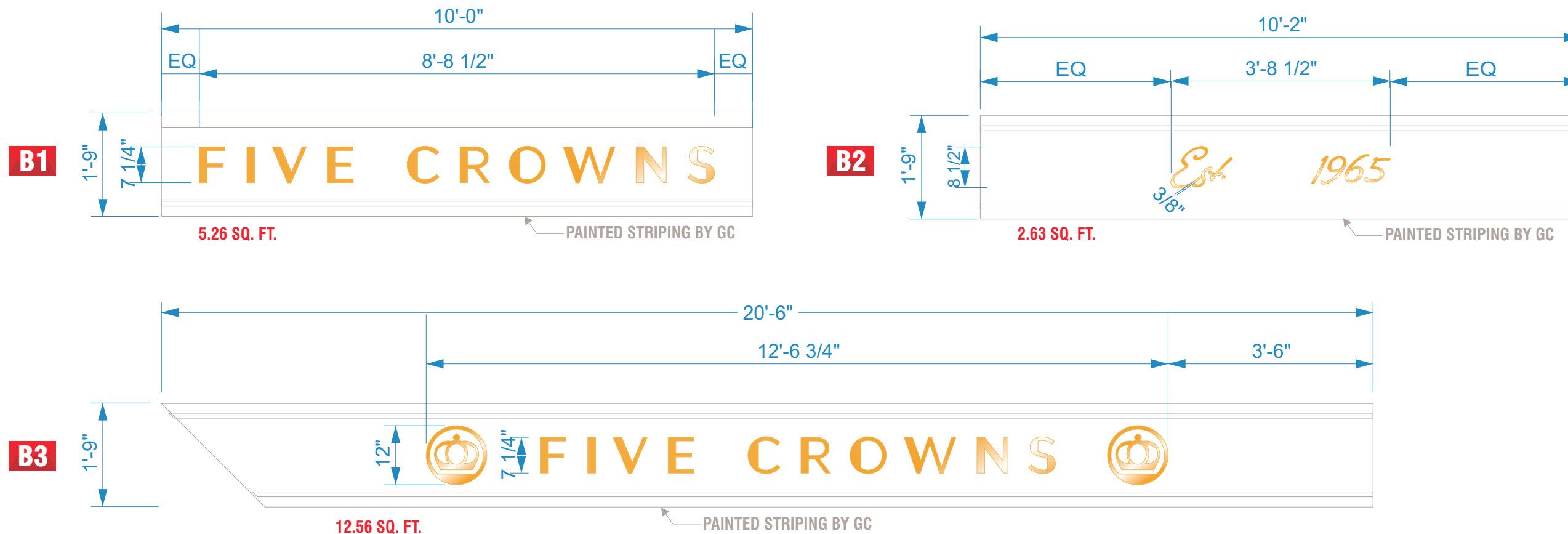
Date: **29 June 2015**

Sheet Number: **2** Of **5**

Design Number: **23-32181-10**  
**FCO R1**



Proposed Signage



**B** Non-Illuminated FCO Letters & Logo  
Scale: 1/2" = 1'-0"

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Louisville, KY - Knoxville, TN - Grafton, WI - Delaware, OH  
Willowbrook, IL - Tunica, MS - Atlanta, GA  
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Revisions:

- 1 R1 9.17.15 JDR Reduce B2 size & increase thickness of stroke
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Account Rep: **Leif Olson**

Project Manager: **Vicki May**

Drawn By: **Gene Bourbonnais**

Project / Location:



3801 E. Coast Highway  
Corona Del Mar, Ca  
92625

UL Underwriters Laboratories Inc. Electrical to use U.L. listed components and shall meet all N.E.C. standards

Client Approval/Date:

Landlord Approval/Date:

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Job Number: **23-32181-10**

Date: **29 June 2015**

Sheet Number: **3** Of **5**

Design Number: **23-32181-10 FCO R1**



Proposed Signage



**C** Internally-Illuminated D/F Cabinet - Reface  
Scale: 1" = 1'-0"

Manufacturing Facilities:  
Oceanside, CA - Eules, TX - Jacksonville, TX - Delaware, OH

Office Locations:  
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Building Quality Signage Since 1901

Revisions:

1 R1 9.17.15 JDR Reduce B2 size & increase thickness of stroke

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Account Rep: **Leif Olson**

Project Manager: **Vicki May**

Drawn By: **Gene Bourbonnais**

Project / Location:



3801 E. Coast Highway  
Corona Del Mar, Ca  
92625

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Client Approval/Date:

Landlord Approval/Date:

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Job Number: **23-32181-10**

Date: **29 June 2015**

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Design Number: **23-32181-10**  
**FCO R1**



**D** Internally-Illuminated D/F Projecting Sign - No Action



**E** Non-Illuminated D/F Projecting Sign - No Action

Revisions:

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4

5

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Account Rep: **Leif Olson**

Project Manager: **Vicki May**

Drawn By: **Gene Bourbonnais**

Project / Location:



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Client Approval/Date: \_\_\_\_\_

Landlord Approval/Date: \_\_\_\_\_

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Sheet Number: **5** Of **5**

Design Number: **23-32181-10**  
**FCO R1**