



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

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION
FROM: Seimone Jurjis, Community Development Director
SUBJECT: Report of actions taken by the Zoning Administrator and/or Planning Division staff for the week ending January 19, 2018.

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

Item 1: The Strand Comprehensive Sign Program No. CS2017-013 (PA2017-211)
Site Address: 3990-4000 Westerly Place

Action: Approved

Council District 3

APPEAL PERIOD: An appeal or call for review 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

www.newportbeachca.gov

ZONING ADMINISTRATOR ACTION LETTER

Application No. **Comprehensive Sign Program No. CS2017-013 (PA2017-211)**
Applicant **Adlmpat Corporate Signage**
Site Location **3990-4000 Westerly Place**
Legal Description **Parcel 3, Resubdivision No. 312**

On **January 18, 2018**, the Zoning Administrator approved Comprehensive Sign Program No. CS2017-013. This approval amends and supersedes Comprehensive Sign Program No. CS2012-002 (PA2011-213), previously approved on February 15, 2012, which established design parameters for ground and wall signage for a multi-tenant office complex.

This approval is in accordance to the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code and amends the previously approved sign matrix to allow the following changes:

1. Reduce the number and sign area of Sign Type A (Project Identification Sign with Address Numerals) from two 64.5-square-foot signs to a single 27.3-square-foot sign; and
2. Increase sign area of Sign Type E (Address Numerals at Entry) from 1.44 square feet to 11.7 square feet.

The subject properties are located in the Newport Place Planned Community (PC-11) Zoning District and are designated General Commercial Office (CO-G) within the Land Use Element of the General Plan. The property is not located in the Coastal Zone. The approval is based on the following findings 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 includes construction or replacement of minor structures such as on-premise signs appurtenant to existing commercial facilities. The proposed signage is incidental and accessory to the principal commercial use of the property and does 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. The Land Use Element of the General Plan and the Newport Place Planned Community District Regulations designate the site for “General Office” use and the existing office structures are consistent with this designation. The signs are accessory to the primary use.
2. A comprehensive sign program is required whenever three or more separate tenant spaces are created or proposed on the same lot. The applicant has requested to amend the existing sign program approved through Comprehensive Sign Program No. CS2012-002 (PA2011-213).
3. In compliance with the purpose and intent of Chapter 20.42 (Sign Standards), the proposed Comprehensive Sign Program, as modified, provides the use with adequate identification without excessive proliferation of signage. Furthermore, it preserves the community appearance by regulating the type, number, design, and area of signage.
4. The modified Sign Type A (Property Identification Sign with Address Numerals) will have a single location and will thereby decrease the total quantity of signs onsite as compared to the previously approved sign program, which allowed for two monument signs.

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 where applicable.*

Facts in Support of Standard:

1. The site is used by multiple tenants and the signage has been designed to improve the visibility of the primary building tenant and address to direct visitors to the

property. The number and location of tenant identification signs will not contribute to an overabundance of signs that will have a detrimental effect on the neighborhood.

2. The current exterior architectural theme of the building is contemporary. Since 2016, the site has been undergoing improvements to the parking area, landscaping, facades, and interior spaces. The freestanding sign and address numerals will enhance the design and character of the building. Specifically, the address signage is designed to be integrated into a vertical design element of the building's architecture. The signage is intended to promote economic viability for the property and the surrounding area through better sign visibility.
3. The signs will not interfere with sight distance from any street or driveway.

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 in the Newport Place Planned Community (PC-11) text.

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 project site is for The Strand and has been designed to be effective for the office tenants that occupy both buildings on the subject property.
2. The Comprehensive Sign Program establishes type, number, design, and area of signage to accommodate the existing and future tenants onsite.
3. It is not anticipated that future revisions of the Comprehensive Sign Program will be necessary to accommodate changes in tenants or uses. However, the Community Development Director may approve minor revisions to the 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. This Comprehensive Sign Program allows for deviations with regards to the total number of, sign area, height, and location of signs permitted. The applicant has requested deviations in the sign locations and size allowed under the existing sign program approved through Comprehensive Sign Program No. CS2012-002 (PA2011-213). The size of the signage is not abrupt in scale to the elevations of the buildings.
2. Given the orientation and architectural design of the building, allowing a modification to the existing sign program to allow for a deviation for the address signage (Sign Type E) size from 1.44 square feet to 11.7 square feet is merited to allow the applicant effective sign placement, adequate building identification, and integration of the signs into the design of the buildings.
3. The buildings face Westerly Place and the interior parking lot. Allowing the signs on the Westerly Place frontage, oriented toward the street rather than the parking area allows for increased sign visibility for motorists driving along Westerly Place.
4. The number of permanent wall signs is reasonable given the number of lots, the size, and location of buildings on the subject properties.

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

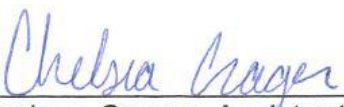
1. Comprehensive Sign Program No. CS2012-002 shall become null and void upon implementation of Comprehensive Sign Program No. CS2017-013.
2. All proposed signs shall be in conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of the PC-11 (Newport Place Planned Community), unless otherwise indicated in the following conditions.
3. The signs shall adhere to the regulations outlined in the attached Comprehensive Sign Program Matrix Table.
4. Anything not specifically approved by this Comprehensive Sign Program is prohibited.
5. Signs shall not be located within the public right-of-way.
6. 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 the 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.
7. A building permit shall be obtained prior to commencement of installation of the signs. All work shall comply with the current codes. Installation plans including, but not limited to, sign weights, and attachment details shall be provided for the Building Division at plan check review.
8. A copy of this letter shall be incorporated into the plan check sets of plans prior to issuance of the building permits.
9. The final location of signs shall be reviewed by the City Traffic Engineer and shall conform to City Standard 110-L to ensure that adequate vehicular sight distance is provided.
10. The signs shall be maintained in a clean and orderly condition.
11. 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.
12. 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.

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 was based on the particulars of the individual case and does not, in and of itself or in combination with other approvals in the vicinity or Citywide, constitute a precedent for future approvals or decisions.
15. This approval shall expire and become void unless exercised within 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.
16. 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 Strand Comprehensive Sign Program including, but not limited to, the Comprehensive Sign Program No. CS2017-013 (PA2017-211). 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 or call for review 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 Patrick J. Alford, Zoning Administrator

By:



Chelsea Crager, Assistant Planner

JM/cc

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

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program No. CS2017-013
PA2017-211

3990-4000 Westerly Place

Attachment No. ZA 2

Sign Program Matrix

| Sign Designation Sign Type | Primary Frontage Size limitations where applicable | Secondary Frontage Size limitations where applicable |
|--|---|---|
| A Property Identification Sign with Address Numerals | Westerly Place - Project Identification only, no Tenant Identification. One (1) set externally illuminated dimensional letters & Numerals at 18" overall height. Max. S.F. 27.3 | N/A |
| B Wall Signs - Building Top Location | Westerly Place - Single Tenant Identification only. Max Height: 68"/Width:24'-0"/S.F.:48.0. Max logo: 30" Height. Project Identification limited to single frontage only. | Parking Lot: Single Tenant Identification Only. Max Height: 30"/Max. Width:156"/Max. S.F.:32.5. Max. Logo: 30" Height. Project Identification limited to single frontage only |
| C Wall Signs - Brow Location | Westerly Place - Max. Number : Two (2) per Building Max Height: 24" / Max. Width: 120" / Max. S.F.:20.0. Max logo: 24" Height. | Parking Lot: Max Number Two (2) per Building. Max. Height: 24" / Max. Width:120" / Max. S.F.:20.0. Max. Logo: 24" Height. |
| D Address Numerals | Westerly Place - Not limited by this approval. Height: 18" / Width: 55" / Depth: 2" / S.F.: 6.8 | N/A |
| E Address Numerals at Entry | N/A | Parking Lot: Height : 34" / S.F.:11.7 |
| F Leasing Signs | Westerly Place - Height: 48" / Width: 60" / Depth: 4.5" S.F.: 20.0 | N/A |
| G Double-Faced Leasing Signs | Westerly Place - Shall be removed or consolidated with Sign "F" -Placement shall not be located within the Public-Right-Of-Way. Height: 90" / Width:102.5" / Depth: 51" / S.F.: 180 | N/A |
| H J | Parking Lot - Height: 3" / Type : Arial Bold Position: 2" from top of glass Height: 5" / Position : 60" from floor on Latch side of door or right side of paired doors. | |

Attachment No. ZA 3

Project Plans




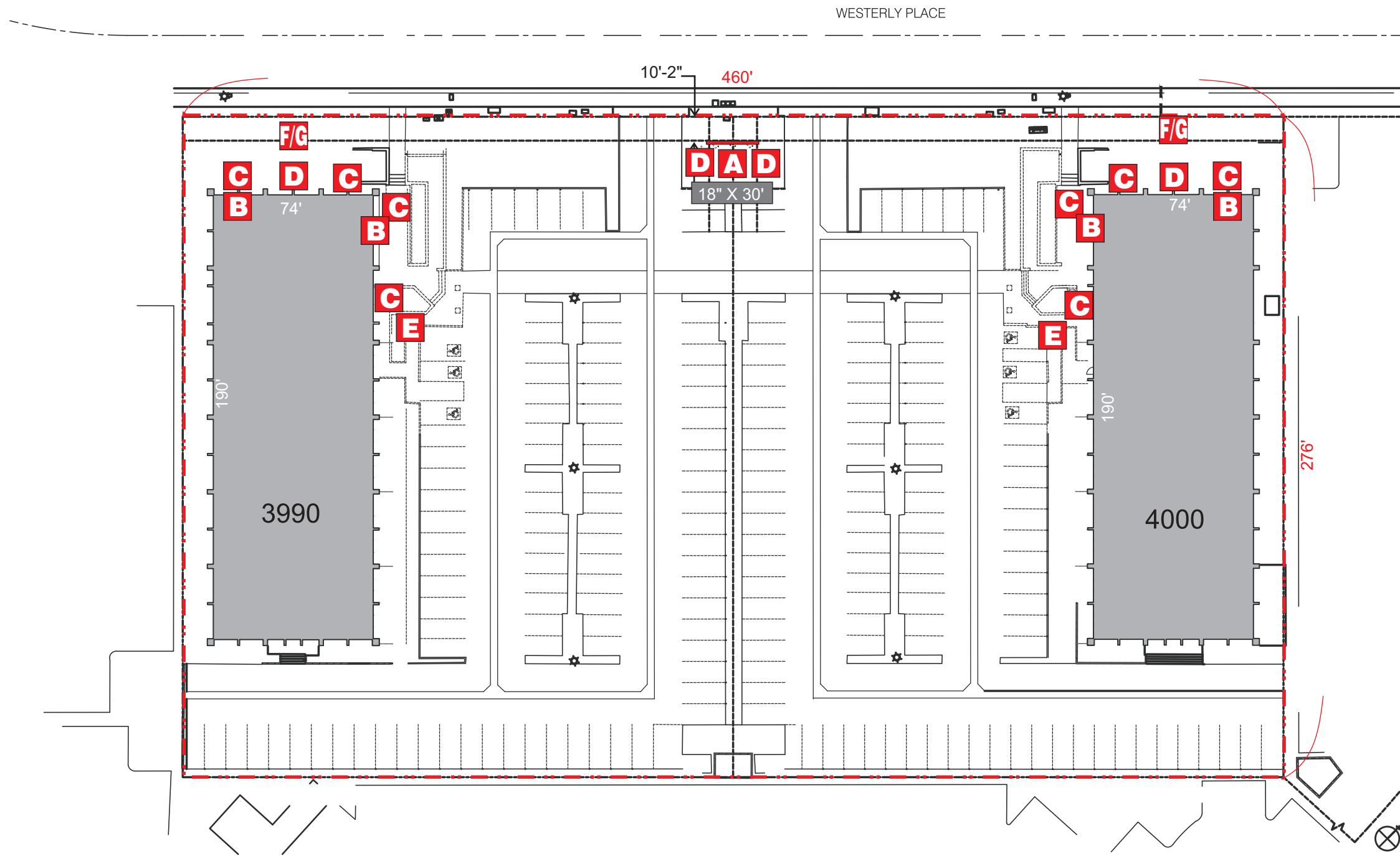
THE STRAND

MASTER SIGN PROGRAM



AERIAL PLOT PLAN

| | | | | | | | | |
|------------------------|----------------------|--------------|-----------------|----------|---|---------------------------|--|--|
| PAGE NUMBER 1 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. |  15445 Redhill Avenue Suite A, Tustin CA 92780 (714) 247-0011 fax. (714) 247-0022 |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | | |
| Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW |
| BRANCH # | CITY/STATE | DESIGNER | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS |
| - | Newport Beach, CA | - | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |



- A** PROJECT IDENTIFICATION
ONE (1) AT 18" X 30'
- B** BUILDING TOP SIGNS (4)
TWO (2) AT 68" X 24'
TWO (2) AT 30" X 13'
- C** BUILDING EYEBROW SIGNS
EIGHT (8) AT 24" X 10'
- D** ADDRESS NUMERALS
FOUR (4) PLCS
- E** ADDRESS NUMERALS
AT ENTRY TWO(2) PLCS
- F G** LEASING SIGNS
TWO (2) PLCS

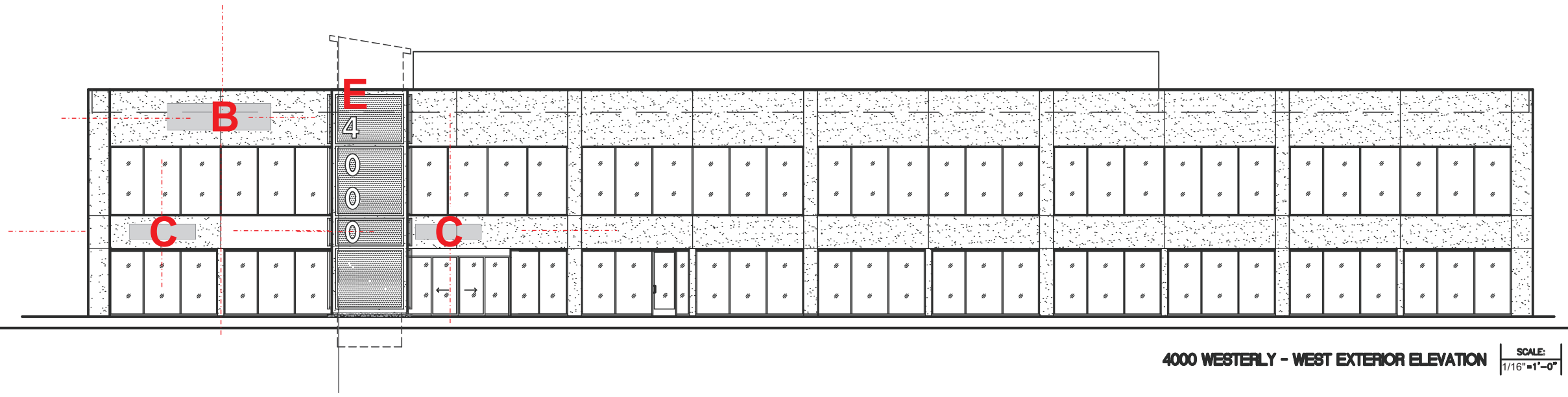
| | | | | | | |
|--|------------------|---------------------------------|----------------------|-----|----------|---|
| PAGE NUMBER 2 OF 12 | DATE 07/12/16 | PROJECT NAME THE STRAND | DESIGN NUMBER | NO. | DATE | REVISION |
| | SCALE Shown | ADDRESS 3990 & 4000 Westerly | PROJECT MANAGER - | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION |
| | BRANCH # - | CITY/STATE Newport Beach, CA | DESIGNER - | 05 | 08/23/17 | REMOVE HALO LIT OPTION |
| | | | | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES |
| | | | | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW |
| | | | | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS |
| | | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |

This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval.

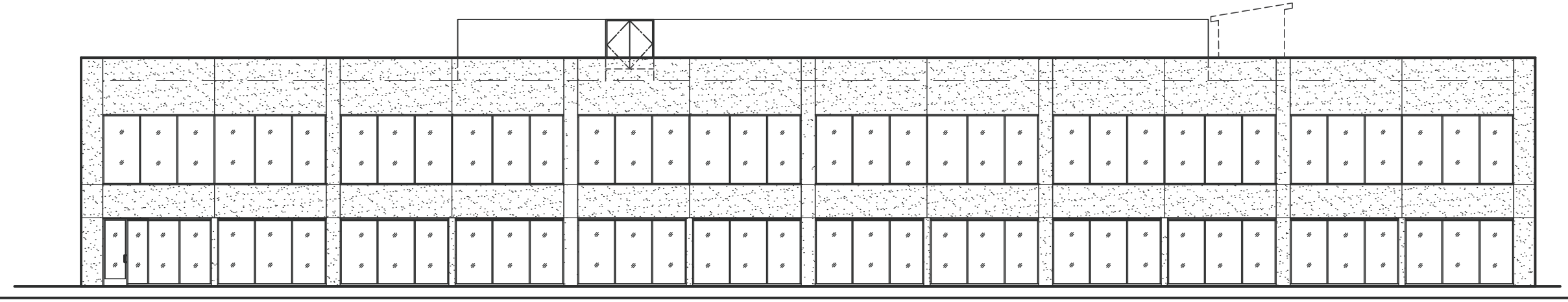
ADIMPACT

CORPORATE SIGNAGE

15445 Redhill Avenue Suite A, Tustin CA 92780
(714) 247-0011 fax. (714) 247-0022



4000 WESTERLY - WEST EXTERIOR ELEVATION SCALE: 1/16"=1'-0"



4000 WESTERLY - EAST EXTERIOR ELEVATION SCALE: 1/16"=1'-0"

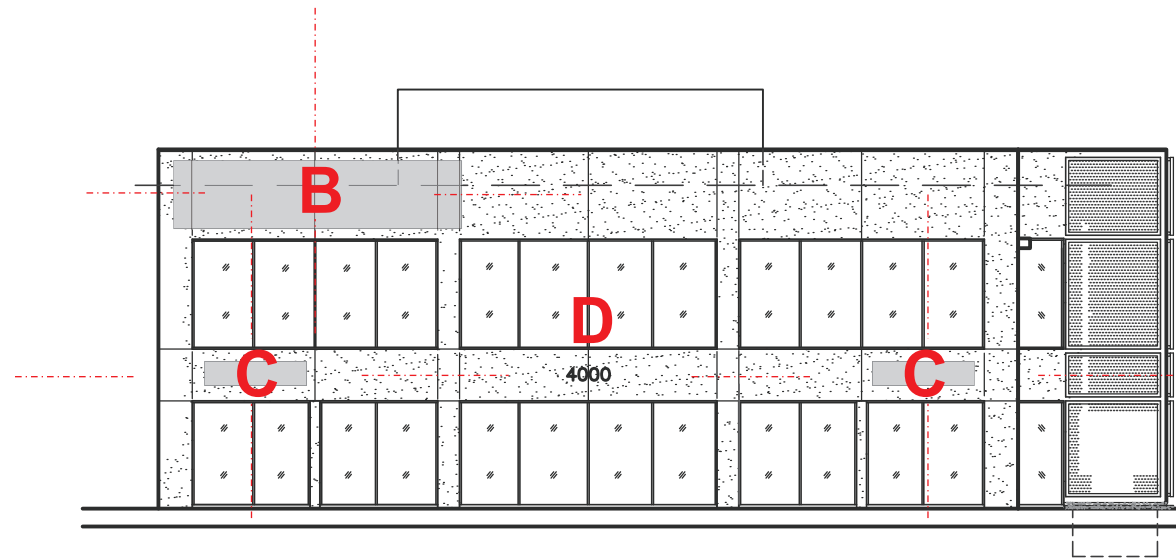
| | |
|----------|----------------------|
| DATE | PROJECT NAME |
| 07/12/16 | THE STRAND |
| SCALE | ADDRESS |
| Shown | 3990 & 4000 Westerly |
| BRANCH # | CITY/STATE |
| - | Newport Beach, CA |

| |
|-----------------|
| DESIGN NUMBER |
| PROJECT MANAGER |
| - |
| DESIGNER |
| - |

| NO. | DATE | REVISION |
|-----|----------|---|
| 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION |
| 05 | 08/23/17 | REMOVE HALO LIT OPTION |
| 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES |
| 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW |
| 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS |
| 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |

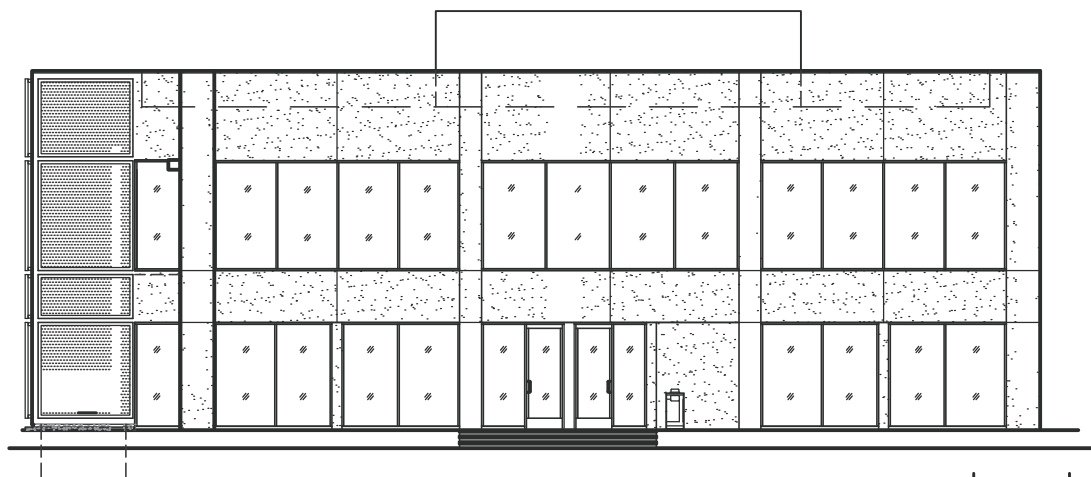
This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval.

ADIMPACT
CORPORATE SIGNAGE
15445 Redhill Avenue Suite A, Tustin CA 92780
(714) 247-0011 fax. (714) 247-0022



4000 WESTERLY - NORTH EXTERIOR ELEVATION

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



4000 WESTERLY - SOUTH EXTERIOR ELEVATION

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

| | |
|----------|----------------------|
| DATE | PROJECT NAME |
| 07/12/16 | THE STRAND |
| SCALE | ADDRESS |
| Shown | 3990 & 4000 Westerly |
| BRANCH # | CITY/STATE |
| - | Newport Beach, CA |

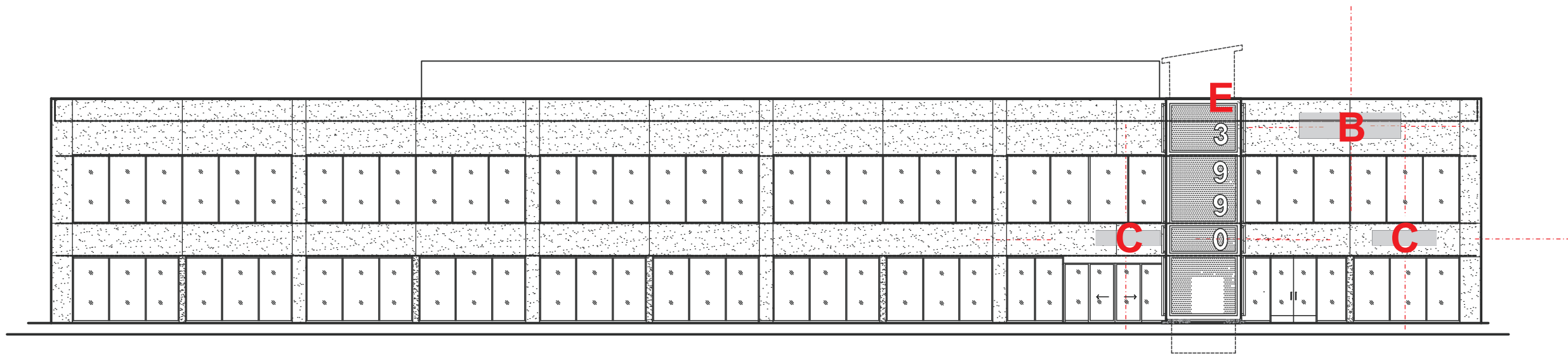
| |
|-----------------|
| DESIGN NUMBER |
| PROJECT MANAGER |
| - |
| DESIGNER |
| - |

| NO. | DATE | REVISION |
|-----|----------|---|
| 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION |
| 05 | 08/23/17 | REMOVE HALO LIT OPTION |
| 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES |
| 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW |
| 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS |
| 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |

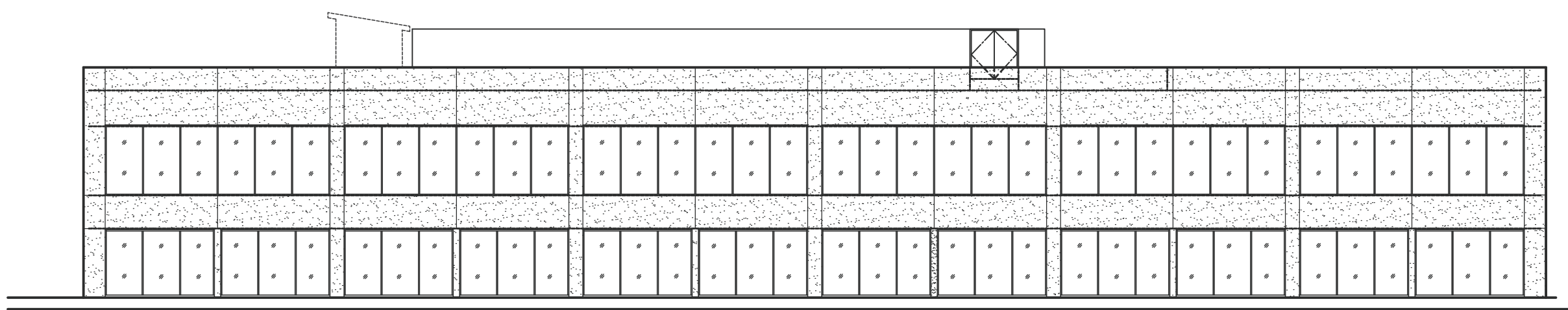
This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval.

ADIMPACT
CORPORATE SIGNAGE


15445 Redhill Avenue Suite A, Tustin CA 92780
(714) 247-0011 fax. (714) 247-0022

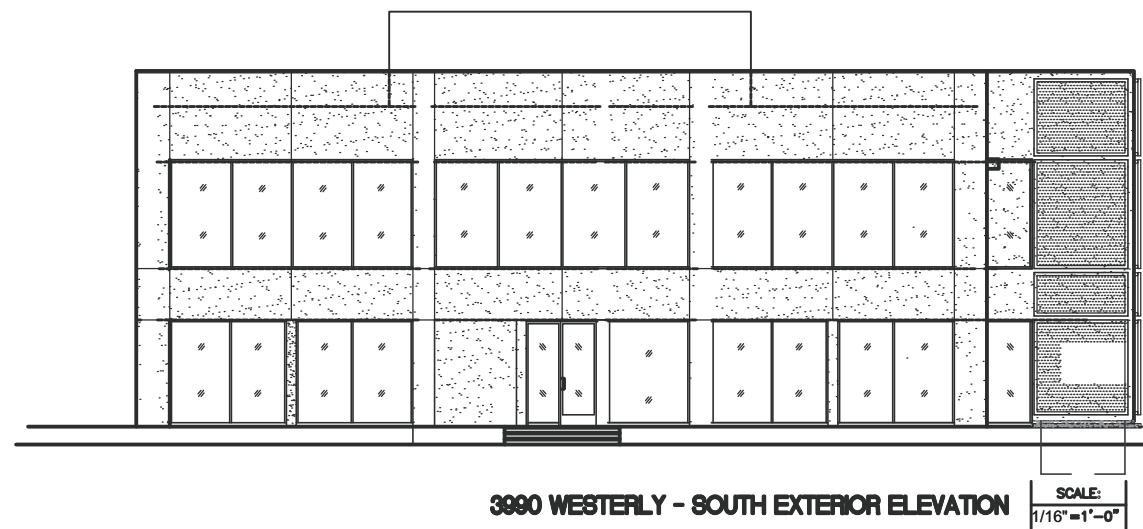
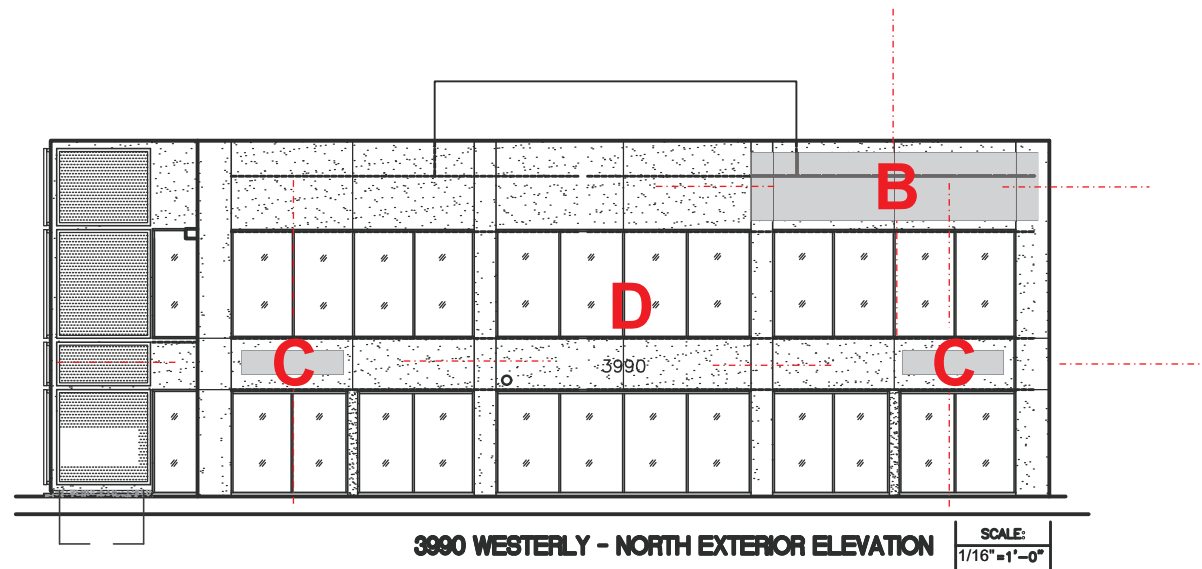



3990 WESTERLY - EAST EXTERIOR ELEVATION | SCALE: 1/16"=1'-0"

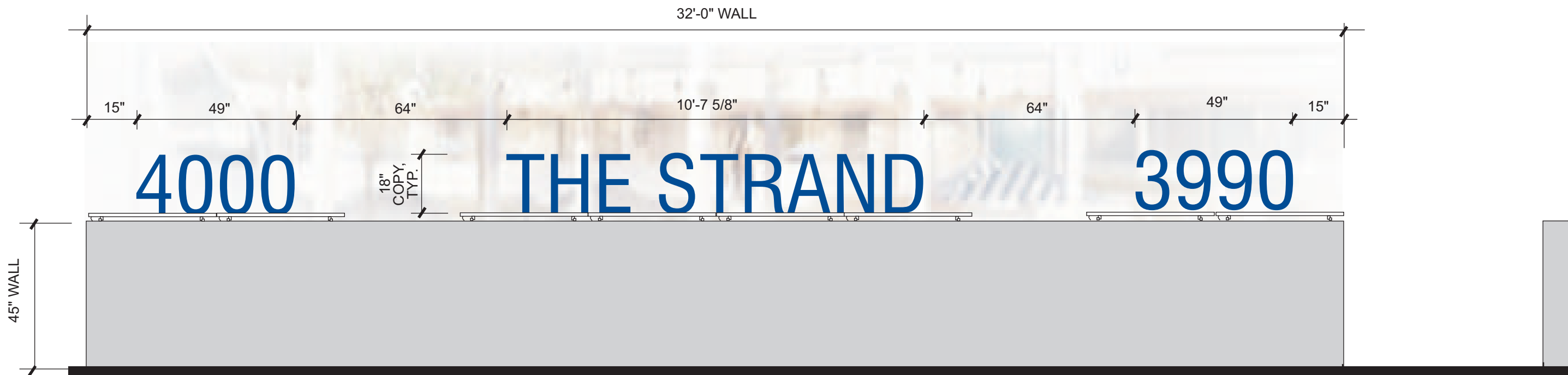


3990 WESTERLY - WEST EXTERIOR ELEVATION | SCALE: 1/16"=1'-0"

| | | | | | | | | |
|--|-------------------|----------------------|-----------------|----------|---|--|--|--|
| PAGE NUMBER 5 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. |  15445 Redhill Avenue Suite A, Tustin CA 92780 (714) 247-0011 fax. (714) 247-0022 |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | | |
| | Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | | |
| BRANCH # | CITY/STATE | DESIGNER | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW | | | |
| - | Newport Beach, CA | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | | | |
| | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | | | |



| | | | | | | | | | |
|--|----------------------|--------------|-----------------|----------|--|---|--|--|---|
| PAGE NUMBER 6 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. |  15445 Redhill Avenue Suite A, Tustin CA 92780 (714) 247-0011 fax. (714) 247-0022 | |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | | | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | | | |
| Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW | |
| BRANCH # | CITY/STATE | DESIGNER | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS |
| - | Newport Beach, CA | - | - | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |



AREA: 27.3 SQ.FT.

A PROJECT IDENTIFICATION SIGN - FABRICATED DIMENSIONAL CHANNEL LETTERS :
 EXTERNALLY ILLUMINATED Scale: 3/8" = 1'-0"

2" DEEP ALUMINUM PAN CHANNEL LETTERS WITH ALUM FACES AND RETURNS. SUPPORT TO PLANTER BOX WALL WITH INDIVIDUAL PLATE OR ROD SUPPORTS. ILLUMINATED WITH "WATERPROOF IP 65" LED UP-LIGHT FIXTURES.

- FACES:** PMS #294C "BLUE", SATIN FINISH.
- RETURNS :** PMS #294C BLUE TO MATCH FACES, SATIN FINISH.
- ILLUMINATION:** "WATERPROOF LED FIXTURES, MIN. EIGHT (8)

57" CLEAR OPEN WALKWAY ACCESS

| | | | | | | | | |
|--|-------------------|----------------------|-----------------|----------|---|--|--|---|
| PAGE NUMBER 7 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. | |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | | |
| | Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | | |
| BRANCH # | CITY/STATE | DESIGNER | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW | | | |
| - | Newport Beach, CA | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | | | |
| | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | | | 15445 Redhill Avenue Suite A, Tustin CA 92780 (714) 247-0011 fax. (714) 247-0022 |

288" (24'-0") MAX. OVERALL LENGTH (48.00 SQ.FT. MAX.)

68"
(5'-8") MAX.
OVERALL
HEIGHT


LOGO,
TRADEMARK
OR CORPORATE
BRAND
(OPTIONAL)
MAXIMUM SIZE:
H=30" W=36"

TENANT NAME

24"
MAX.
LETTER
HEIGHT

B BUILDING SIGNAGE : BUILDING TOP SIGNS - 2 LOCATIONS ON PRIMARY FRONTAGE

1. MAJOR TENANTS WILL BE ALLOWED BUILDING TOP SIGNS IN LOCATIONS SHOWN ON PLOT PLAN ON PAGE 2 AND ELEVATIONS ON PAGES 3-6. ELIGIBILITY WILL BE THE SOLE DISCRETION OF THE BUILDING MANAGEMENT.
2. OVERALL SIZE OF BUILDING TOP SIGNS ARE NOT TO EXCEED 5'-8" (68") BY 24'-0" WIDE. MAXIMUM ALLOWABLE LETTER HEIGHT IS 24" FOR A SINGLE LINE OF COPY.
3. LOGOS HAVE A MAXIMUM ALLOWABLE HEIGHT OF 30" TALL. LOGOS SHALL BE RESTRICTED TO THE EXTERIOR FORM/SHAPE OF THE LOGO ONLY. ANY/ALL UNNECESSARY SPACE MUST BE ELIMINATED.
4. MAXIMUM SIZE OF SIGN IS NOT TO EXCEED 24'-0" IN LENGTH AND 68" IN HEIGHT, WHICHEVER IS FIRST ENCOUNTERED.
5. MAXIMUM ALLOWABLE SQUARE FOOTAGE PER SIGN IS 48 SQ.FT.. UNDER NO CIRCUMSTANCES SHALL A TENANT EXCEED THE MAXIMUM SQUARE FOOTAGE OR PLACE A PART OF THEIR SIGN BEYOND THE DESIGNATED SIGN PLACEMENT AREA.
6. ILLUMINATED AND/OR NON-ILLUMINATED LETTERS AND LOGOS ARE ALLOWED. THEY MAY BE FABRICATED FROM ALUMINUM, STAINLESS STEEL OR POLYSTYRENE FOAM (MINIMUM 2LB. DENSITY). ALL FOAM LETTERS TO BE SEALED WITH SILICA (STUCCO) FINISH.
7. SIGN SHALL BE LIMITED TO THE BUSINESS NAME, LOGO, CORPORATE BRAND, AND/OR REGISTERED TRADEMARK.
8. AT ITS DISCRETION, BUILDING OWNER OR ITS DESIGNEE RETAINS THE RIGHT TO APPROVE OR DISAPPROVE THE DESIGN AND/OR DIMENSIONS OF ANY SIGN (LANDLORD DISCRETION-PENDING CITY APPROVAL).

| | | | | | | | | |
|------------------------|-------------------|----------------------|-----------------|----------|---|--|--|--|
| PAGE NUMBER 8 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. |  15445 Redhill Avenue Suite A, Tustin CA 92780 (714) 247-0011 fax. (714) 247-0022 |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | | |
| | Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | | |
| BRANCH # | CITY/STATE | DESIGNER | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW | | | |
| - | Newport Beach, CA | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | | | |
| | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | | | |

156" (13'-0") MAX. OVERALL LENGTH (32.5 SQ.FT. MAX.)

30"
(2'-6") MAX.
OVERALL
HEIGHT

LOGO,
TRADEMARK
OR CORPORATE
BRAND
(OPTIONAL)
MAXIMUM SIZE:
H=30" W=36"

TENANT NAME

24"
MAX.
LETTER
HEIGHT

B BUILDING SIGNAGE : BUILDING TOP SIGNS - 2 LOCATIONS ON SECONDARY FRONTAGE

1. MAJOR TENANTS WILL BE ALLOWED BUILDING TOP SIGNS IN LOCATIONS SHOWN ON PLOT PLAN ON PAGE 2 AND ELEVATIONS ON PAGES 3-6. ELIGIBILITY WILL BE THE SOLE DISCRETION OF THE BUILDING MANAGEMENT.
2. OVERALL SIZE OF BUILDING TOP SIGNS ARE NOT TO EXCEED 2'-6" (30") BY 13'-0" WIDE. MAXIMUM ALLOWABLE LETTER HEIGHT IS 24" FOR A SINGLE LINE OF COPY.
3. LOGOS HAVE A MAXIMUM ALLOWABLE HEIGHT OF 30" TALL. LOGOS SHALL BE RESTRICTED TO THE EXTERIOR FORM/SHAPE OF THE LOGO ONLY. ANY/ALL UNNECESSARY SPACE MUST BE ELIMINATED.
4. MAXIMUM SIZE OF SIGN IS NOT TO EXCEED 13'-0" IN LENGTH AND 30" IN HEIGHT, WHICHEVER IS FIRST ENCOUNTERED.
5. MAXIMUM ALLOWABLE SQUARE FOOTAGE PER SIGN IS 32.5 SQ.FT.. UNDER NO CIRCUMSTANCES SHALL A TENANT EXCEED THE MAXIMUM SQUARE FOOTAGE OR PLACE A PART OF THEIR SIGN BEYOND THE DESIGNATED SIGN PLACEMENT AREA.
6. ILLUMINATED AND/OR NON-ILLUMINATED LETTERS AND LOGOS ARE ALLOWED. THEY MAY BE FABRICATED FROM ALUMINUM, STAINLESS STEEL OR POLYSTYRENE FOAM (MINIMUM 2LB. DENSITY). ALL FOAM LETTERS TO BE SEALED WITH SILICA (STUCCO) FINISH.
7. SIGN SHALL BE LIMITED TO THE BUSINESS NAME, LOGO, CORPORATE BRAND, AND/OR REGISTERED TRADEMARK.
8. AT ITS DISCRETION, BUILDING OWNER OR ITS DESIGNEE RETAINS THE RIGHT TO APPROVE OR DISAPPROVE THE DESIGN AND/OR DIMENSIONS OF ANY SIGN (LANDLORD DISCRETION-PENDING CITY APPROVAL).

| | | | | | |
|----------|----------------------|-----------------|-----|----------|---|
| DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION |
| 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION |
| SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION |
| Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES |
| BRANCH # | CITY/STATE | DESIGNER | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW |
| - | Newport Beach, CA | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS |
| | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |

This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval.

ADIMPACT
CORPORATE SIGNAGE

15445 Redhill Avenue Suite A, Tustin CA 92780
(714) 247-0011 fax. (714) 247-0022

120" (10'-0") MAX. OVERALL LENGTH



C BUILDING SIGNAGE : BUILDING EYEBROW SIGNS - 8 LOCATIONS

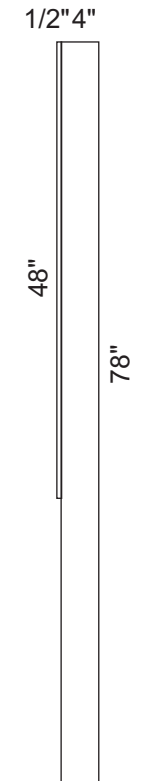
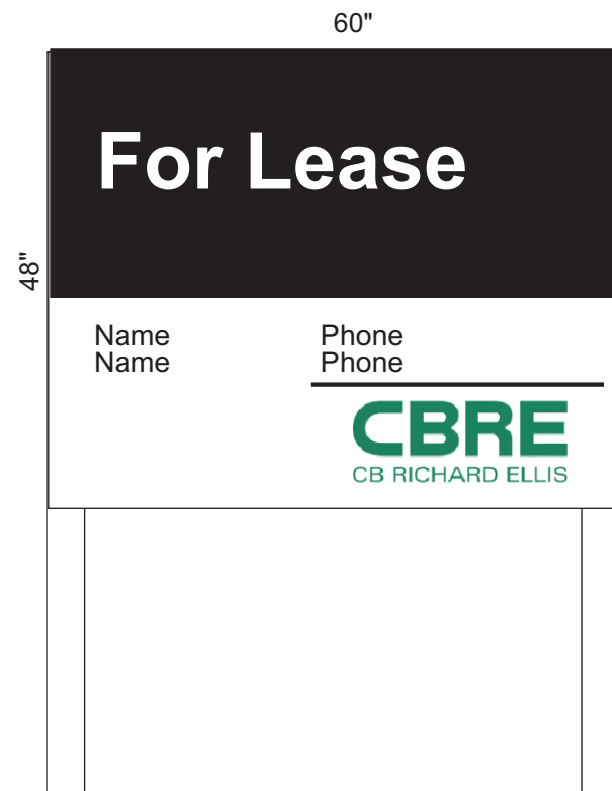
1. MAJOR TENANTS WILL BE ALLOWED EYEBROW SIGNS IN LOCATIONS SHOWN ON PLOT PLAN ON PAGE 2 AND ELEVATIONS ON PAGES 3-6. ELIGIBILITY WILL BE THE SOLE DISCRETION OF THE BUILDING MANAGEMENT.
2. OVERALL SIZE OF EYEBROW SIGNS ARE NOT TO EXCEED 24" TALL BY 10'-0" WIDE. MAXIMUM ALLOWABLE LETTER HEIGHT IS 18" FOR A SINGLE LINE OF COPY.
3. LOGOS HAVE A MAXIMUM ALLOWABLE HEIGHT OF 24" TALL X 24" WIDE. LOGOS SHALL BE RESTRICTED TO THE EXTERIOR FORM/SHAPE OF THE LOGO ONLY. ANY/ALL UNNECESSARY SPACE MUST BE ELIMINATED.
4. MAXIMUM SIZE OF SIGN IS NOT TO EXCEED 10'-0" IN LENGTH AND 24" IN HEIGHT, WHICHEVER IS FIRST ENCOUNTERED.
5. MAXIMUM ALLOWABLE SQUARE FOOTAGE PER SIGN IS 20 SQ.FT.. UNDER NO CIRCUMSTANCES SHALL A TENANT EXCEED THE MAXIMUM SQUARE FOOTAGE OR PLACE A PART OF THEIR SIGN BEYOND THE DESIGNATED SIGN PLACEMENT AREA.
6. ONLY INDIVIDUAL 2" THICK FOAM LETTERS AND LOGOS ARE ALLOWED. TYPEFACE RESTRICTIONS WILL NOT BE ENFORCED. LOGOS SHALL BE APPROVED OR DISAPPROVED ON AN INDIVIDUAL BASIS.
7. SIGN SHALL BE LIMITED TO THE BUSINESS NAME AND REGISTERED LOGO.

| | | | | | | | |
|-------------------------|----------|----------------------|-----------------|----------|-------------------------------|---|--|
| PAGE NUMBER 10 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | |
| | Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | |
| | BRANCH # | CITY/STATE | DESIGNER | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW | |
| | - | Newport Beach, CA | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | |
| | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | | |

ADIMPACT

CORPORATE SIGNAGE

15445 Redhill Avenue Suite A, Tustin CA 92780
(714) 247-0011 fax. (714) 247-0022



F LEASING SIGNAGE :

1. BUILDINGS MAY DISPLAY 1/2" THICK MDO PLYWOOD LEASING SIGNS AS SHOWN MOUNTED ON 4" X 4" POSTS. OVERALL SIZE OF LEASING SIGN IS 4' TALL BY 5' WIDE, WITH GRAPHICS AS SHOWN.
2. LEASING SIGNS ARE SINGLE SIDED. SIGNS ARE INSTALLED IN FRONT OF EACH BUILDING AT A SLIGHT ANGLE TO ONCOMING TRAFFIC.
3. SIGNS ARE INSTALLED IN FRONT OF EACH BUILDING AT SETBACK BEHIND PUBLIC RIGHT OF WAY.

| | | | | | | | | |
|-------------------------|----------------------|--------------|-----------------|----------|---|---------------------------|--|---|
| PAGE NUMBER 11 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION | This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval. | 15445 Redhill Avenue Suite A, Tustin CA 92780 (714) 247-0011 fax. (714) 247-0022 |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION | | |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION | | |
| Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW |
| BRANCH # | CITY/STATE | DESIGNER | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP |
| - | Newport Beach, CA | - | | | | | | |

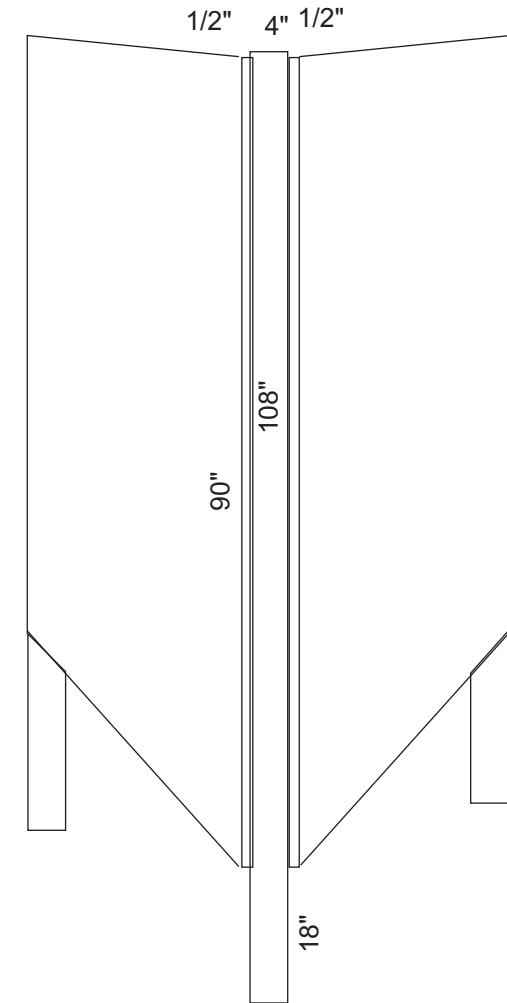
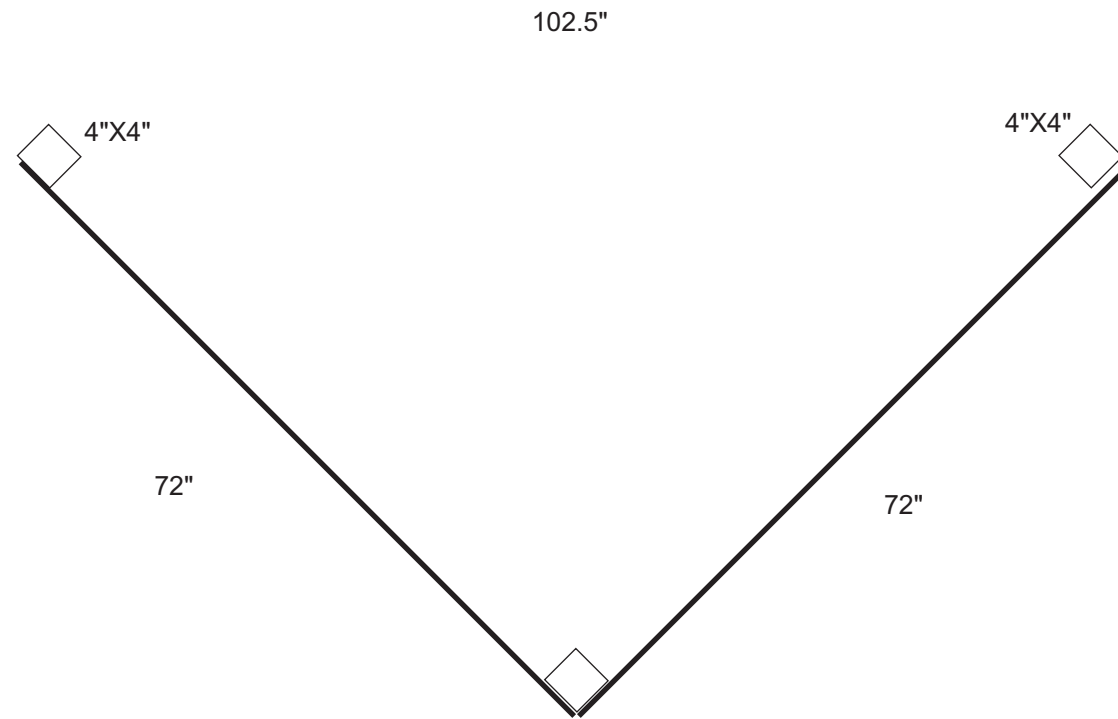
Sub Lease

[K]t:tda f' basktsd f' asdflshb
 2DEA 2DE:: D2E:
 2DEA 2DE:: D2E:
 dsflshb svxlcvs

paepjldg
 Name
 Phone
 kdsfjopj of p

AVAILABLE

[K]t:tda f' basktsd f' asdflshb
 2DEA 2DE:: D2E:
 2DEA 2DE:: D2E:
 dsflshb svxlcvs




G BUILDING SPECIFIC LEASING SIGNAGE :

1. LEASING SIGN HAS TWO (2) 1/2" THICK MDO PLYWOOD FACES AS SHOWN MOUNTED ON THREE 4" X 4" POSTS. OVERALL SIZE OF LEASING SIGN IS 90" TALL BY 6' WIDE, WITH GRAPHICS AS SHOWN.
2. LEASING SIGN IS "V" SHAPED, D/F. SIGN IS INSTALLED IN FRONT OF 4000 BUILDING WITH CONNECTING POINT OF 2 FACES POINTED AT WESTERLY PLACE.
3. SIGNS ARE INSTALLED AT SETBACK BEHIND PUBLIC RIGHT OF WAY.

| | | | | | | |
|-------------------------|-------------------|----------------------|-----------------|----------|---|--|
| PAGE NUMBER 12 OF 12 | DATE | PROJECT NAME | DESIGN NUMBER | NO. | DATE | REVISION |
| | 07/12/16 | THE STRAND | | 04 | 07/11/17 | OPTION 3 FOR ILLUMINATION |
| | SCALE | ADDRESS | PROJECT MANAGER | 05 | 08/23/17 | REMOVE HALO LIT OPTION |
| | Shown | 3990 & 4000 Westerly | - | 06 | 08/24/17 | UP LIT OPTION WITH NO BREAK BETWEEN FIXTURES |
| BRANCH # | CITY/STATE | DESIGNER | 07 | 10/02/17 | ADD PLOT PLAN FOR CITY MSP REVIEW | |
| - | Newport Beach, CA | - | 08 | 10/10/17 | ADD DIMENSIONED SITE PLAN AND BLDG ELEVATIONS | |
| | | | 09 | 11/15/17 | CREATE COMPREHENSIVE SITE MSP | |

This Design is the exclusive property of Adimpact and cannot be reproduced in whole or in part without their prior written approval.



15445 Redhill Avenue Suite A, Tustin CA 92780
 (714) 247-0011 fax. (714) 247-0022