



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: JANUARY 12, 2004

ITEM NUMBER:

SUBJECT: APPEAL OF PLANNED SIGNING PROGRAM ZA-03-65
369 EAST 17TH STREET

DATE: DECEMBER 31, 2003

FOR FURTHER INFORMATION CONTACT: WILLA BOUWENS-KILLEEN, SENIOR PLANNER
714.754.5153

DESCRIPTION

The applicant is appealing the Zoning Administrator's approval of their planned signing program because they do not agree with the conditions of approval.

APPLICANT

Ultrasigns is representing the property owner, Wohl Investments.

RECOMMENDATION

Uphold the Planned Signing Program as approved by the Zoning Administrator, by adoption of Planning Commission resolution, subject to conditions.

W Bouwens-Killeen

WILLA BOUWENS-KILLEEN
Senior Planner

Perry L. Valentine

PERRY L. VALANTINE
Asst. Development Services Director

BACKGROUND

On December 4, 2003, the Zoning Administrator approved a planned signing program for an existing retail center. The conditions of approval limited the amount of allowable sign area for the tenants to an amount less than requested, and required that the two freestanding signs remain at their existing size. The appellant feels the amount of sign area allocated to the tenants is too small to allow for signage that fits the frontage of the building and would like to increase the freestanding sign area that would accommodate rehabilitating the signs to match recent upgrades made to the façade of the commercial buildings.

ANALYSIS

The Zoning Administrator’s approval of the program includes modifying the freestanding signs to limit them to their existing size and allowing no more than .5 sq. ft. of building sign area per lineal foot of tenant building frontage. This would result in an overall total of 427 sq. ft. of sign area – 2 square feet greater than what Code allows. This was based on a tenant building frontage of 530 lineal feet; it has since been discovered that the tenant building frontage totals 430 lineal feet. Regardless, signage proposed by the applicant far exceeds that permitted by Code:

	Existing	Proposed	Allowed	Approved
Freestanding signs:				
Sign area	42 + 120 = 162 sf	38 + 135 = 173 sf	212.5 sf*	42 + 120 = 162 sf
Sign Height	7 ft. & 18 ft.	9 ft. & 20 ft.	25 ft. max.	25 ft. max.
Building signs:				
Sign area	50.5 sf	860 sf	252 sf**	265 sf
Total sign area:	212.5 sf	1,033 sf	425 sf	427 sf

* The maximum area permitted only if the remainder of the site signage does not exceed the maximum allowed by Code.

** Total area arrived by subtracting the proposed freestanding sign area from the maximum allowable sign area.

The proposed freestanding signs comply with Code requirements. Staff feels that as long as the total proposed sign area (freestanding and buildings signs combined) satisfies the maximum allowed by Code, the improvements to the freestanding signs proposed by the appellant are desirable because they will result in signs that match the recently remodeled center and are more aesthetically pleasing.

Staff still feels that the .5 sq.ft. of sign area per lineal foot of tenant space is appropriate. The correction in building frontage will allow the increase in freestanding sign area proposed by the appellant and will also accommodate the two building signs that have already been installed:

Applicant's proposed freestanding signs: 38 sq.ft. + 135 sq.ft. = 173 sq.ft.
 Two existing building signs: 22.5 sq.ft. + 28 sq.ft. = 50.5 sq.ft.
 .5 sq.ft. tenant building sign area: 390 lineal feet * .5 sq.ft. = 195 sq.ft.
 Total proposed (staff alternative): 418.5 sq.ft.
 Total allowed by Code: 425 sq.ft.

* Excludes two tenants with existing building signs

Although the 418.5 sq.ft. total area proposed by staff is less than allowed by Code, retaining the .5 sq.ft. sign area for every foot of the tenant's building frontage provides a simple method to calculate sign area for current and future tenants. The remaining 6.5 sq.ft. of area can be applied to the freestanding signs since greater freestanding sign area is allowed than proposed.

The Zoning Administrator was unable to support the applicant's request because signage will be readily visible to East 17th Street since the property is relatively shallow and there are few obstructions to block views of the site. Staff is still unable to make the necessary findings to support the appellant's proposed planned signing program.

ALTERNATIVES

Planning Commission's options include

1. Uphold the planned signing program as approved by the Zoning Administrator; or
2. Approve the planned signing program with a greater amount of sign area; or
3. Deny the request.

ENVIRONMENTAL DETERMINATION

This project is exempt from the provisions of the California Environmental Quality Act.

CONCLUSION

The amount of signage proposed by the appellant would far exceed what Code would permit. View of the buildings from East 17th Street is unobstructed. Approval of the planned signing program as proposed by the appellant would allow substantially greater visibility for this site than for other similarly zoned and developed properties in the area.

Attachments: Draft Planning Commission Resolution
 Exhibit "A" - Draft Findings
 Exhibit "B" - Draft Conditions of Approval

Applicant's appeal
Zoning Administrator's letter of December 4, 2003
Applicant's Project Description and Justification
Location Map
Plans

File Name: 011204ZA0365

Date: 12/30/03

Time: 4:30 p.m.

cc: Deputy City Mgr. - Dev. Svcs. Director
Sr. Deputy City Attorney
City Engineer
Fire Protection Analyst
Staff (4)
File (2)

Jerry Murdock
Ultrasigns
5458 Complex Street #401
San Diego, CA 92123

Karen Stinson
Wohl Investments
2401 Michelson Drive, Suite 170
Irvine, CA 92612

RESOLUTION NO. PC-04-

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF COSTA MESA APPROVING PLANNED SIGNING
PROGRAM ZA-03-65**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES
AS FOLLOWS:

WHEREAS, an application was filed by Jerry Murdock/Ultrasigns, authorized agent for Karen Stinson/Wohl Investments, with respect to the real property located at 369 East 17th Street, requesting approval of a planned signing program in the C1 zone; and

WHEREAS, the Zoning Administrator approved a modified planned signing program on December 4, 2003; and

WHEREAS, the applicant, Karen Stinson/Wohl Investments appealed the Zoning Administrator's decision on December 11, 2003; and

WHEREAS, a duly noticed public hearing was held by the Planning Commission on January 12, 2004.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A", and subject to the conditions contained in Exhibit "B", the Planning Commission hereby **APPROVES** Planned Signing Program ZA-03-65 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the Staff Report for Planned Signing Program ZA-03-65 and upon applicant's compliance with each and all of the conditions contained in Exhibit "B". Any approval granted by this resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

PASSED AND ADOPTED this 12th day of January, 2004.

Chair, Costa Mesa
Planning Commission

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EXHIBIT "A"**FINDINGS**

- A. The information presented substantially complies with Costa Mesa Municipal Code section 13-29(g)(8) in that the proposed planned signing program, as modified by staff:
 - a. Is consistent with the intent of the Sign Code and the General Plan.
 - b. The proposed signs are consistent with each other in design and construction – taking into account sign style and shape, materials, letter style, colors, and illumination.
 - c. The proposed signs are compatible with the building they identify – taking into account materials, colors, and design motif.
 - d. Approval does not constitute a grant of special privilege or allow substantially greater visibility than what the standard sign provisions would allow. Total sign area will not substantially exceed that permitted by Code. Reduced separation between the two freestanding signs will only be permitted if a handicap access ramp is required to be constructed. Applicable requirements of the Sign Code will be satisfied.

- B. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt from CEQA.

- C. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

EXHIBIT "B"

CONDITIONS OF APPROVAL

- P1ng. 1. The planned signing program document shall be modified to allow no more than .5 sq. ft. of sign area per tenant; to require channel letters for each tenant; and to maintain a maximum of 179.5 sq.ft. total area for the two freestanding signs. Sign permits for new signs shall not be issued until this condition has been satisfied.
2. Applicant shall provide proof on a permit by permit basis that the total sign area for the site does not exceed 425 sq. ft.
3. If the handicap access ramp is not required for the west end of the site, the freestanding signs shall be placed to provide a minimum 150-foot separation between the two.
4. Any color palette shall apply only to the main structure of the freestanding signs and the under canopy signs.

CITY OF COSTA MESA
P.O. BOX 1200
COSTA MESA, CALIFORNIA 92626
APPLICATION FOR APPEAL OR REHEARING

FEE: \$ 495.00

Applicant Name WOHL/WESTPORT, LLC KAREN STINSON

Address 2402 MICHELSON DRIVE #170, IRVINE, CA 92612

Phone 955-0115 Representing WOHL/WESTPORT, LLC

Decision upon which appeal or rehearing is requested: (Give number of rezone, zone exception, ordinance, etc., if applicable, and the date of the decision, if known.) ZA-03-65 DATED DECEMBER 4, 2003 PLANNED SIGNING PROGRAM

Decision by: _____

Reason(s) for requesting appeal or rehearing:

THE CENTER JUST UNDERWENT AN EXTENSIVE FACELIFT WHICH INCLUDED NEW FINISHES, TRIM, COLORS AND ARCHITECTURAL FEATURES. AS A RESULT, THE EXISTING SIGNS ON THE BUILDINGS HAD TO BE TAKEN DOWN AND THE TWO EXISTING MONUMENTS HAD TO BE RENOVATED TO MATCH THE NEW LOOK. THE WAY THE NEW CITY CODE IS BEING INTERPRETED AND APPLIED, THE REPLACEMENT SIGNS WILL BE TOO SMALL TO BE EFFECTIVE AND READABLE. ALSO, DUE TO THE ADDITION OF A TRIM WHICH ENLARGES THE "SIGN BAND", THE NEW SIGNS WILL BE AESTHETICALLY DISPROPORTIONAL, LOOKING MORE LIKE POSTAGE STAMPS THAN THE BALANCED ELEMENTS WHICH SHOULD COMPLEMENT THE OVERALL BUILDING FACADE.

AT THE HEARING, WE WILL DISCUSS IN DETAIL SEVERAL POSSIBILITIES WHICH WOULD ENABLE US TO ACHIEVE OUR GOALS WITHIN THE CONFINES OF THE CITY CODE.

Date: 12/11/03 Signature: *K. Stinson*

For Office Use Only — Do Not Write Below This Line
SCHEDULED FOR THE CITY COUNCIL/PLANNING COMMISSION MEETING OF:

January 12, 2003
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CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

December 4, 2003

Jerry Murdock
Ultrasigns
5458 Complex Street #401
San Diego, CA 92123

RE: PLANNED SIGNING PROGRAM ZA-03-65
369 EAST 17TH STREET, COSTA MESA

Dear Jerry:

Review of the planned signing program for the above-referenced property has been completed. The application has been approved, with modifications, based on the following project description and findings, subject to the conditions set forth below:

PROJECT DESCRIPTION

The applicant proposes a new planned signing program to reflect the recent remodel of the shopping center. One building sign and one under canopy sign are proposed for each of the tenants with the tenants and shopping center further identified on 2 freestanding signs. The property's single frontage allows a maximum sign area of 425 sq. ft.; of that area, a maximum of 212.5 sq. ft. of freestanding sign area is permitted.

The applicant proposes 2 square feet of sign area per lineal foot of the tenant's suite as it faces the parking lot. However, this would cause the site to far exceed the maximum allowable sign area for the site: The building frontage, at 530 lineal feet, would result in 1,060 sq. ft. of sign area. Additionally, the applicant also proposes modifying the two existing freestanding signs to reflect the shopping center's recent remodel, increasing the total area by 11 sq. ft. (162 sq. ft. existing; 173 sq. ft. proposed). A comparison of existing, proposed, and allowed signage is as follows:

	Existing	Proposed	Allowed
Freestanding signs:			
Sign area	42 + 120 = 162 sf	38 + 135 = 173 sf	212.5 sf*
Sign Height	7 ft. & 18 ft.	9 ft. & 20 ft.	25 ft. maximum
Building signs:			
Sign area	50.5 sf	1,060 sf	249 sf**
Total sign area:	212.5 sf	1,236 sf	425 sf

- * The maximum area permitted only if the remainder of the site signage does not exceed the maximum allowed by Code.
- ** Total area arrived by subtracting the proposed freestanding sign area from the maximum allowable sign area.

Staff is unable to support the proposed signage. Signage will be readily visible to East 17th Street because the property is relatively shallow and there are few obstructions to block views of the site. Therefore, staff's approval of the program includes modifying the freestanding signs to limit them to their existing size (162 sq. ft. total area) and allowing no more than .5 sq. ft. of building sign area for individual tenant sign area. This would result in an overall total of 427 sq. ft. of sign area – 2 square feet greater than what Code allows. However, this would allow greater ease and flexibility for calculating sign area for present and future tenants.

Permits for two building signs have already been issued. The signs exceed the .5 square foot of sign area per lineal foot of building area requirement approved by staff. The applicant will need to prove that the total amount of sign area will not exceed the maximum allowable sign area of 427 sq. ft. as remaining sign permits are submitted.

The two freestanding signs are proposed at 89 feet apart – 61 feet closer than permitted by Code (150-foot separation required). Placement of the freestanding signs may be limited due to the potential requirement for a handicap access ramp on the west side of the property. Staff is in support of the reduced separation if the ramp is required. If the ramp is not required, the signs must be placed a minimum 150 feet apart; adequate room exists to provide the required separation.

The applicant proposes under canopy signs to guide customers walking on the private sidewalk to the various businesses. The signs will not be readily visible from off site; consequently, the area of the under canopy signs will not count against the overall total. The signs will be required to comply with the design guidelines called out by the planned signing program.

To encourage greater flexibility, and to allow use of corporate colors where applicable, staff included a condition limiting the color palette to only the main structure of the freestanding signs and the under canopy signs.

FINDINGS

- A. The information presented substantially complies with Costa Mesa Municipal Code section 13-29(g)(8) in that the proposed planned signing program, as modified by staff:
 - a. Is consistent with the intent of the Sign Code and the General Plan.
 - b. The proposed signs are consistent with each other in design and construction – taking into account sign style and shape, materials, letter style, colors, and illumination. //

- c. The proposed signs are compatible with the building they identify – taking into account materials, colors, and design motif.
 - d. Approval does not constitute a grant of special privilege or allow substantially greater visibility than what the standard sign provisions would allow. Total sign area will not substantially exceed that permitted by Code. Reduced separation between the two freestanding signs will only be permitted if a handicap access ramp is required to be constructed. Applicable requirements of the Sign Code will be satisfied.
- B. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt from CEQA.
- C. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

CONDITIONS OF APPROVAL

- Plng. 1. The planned signing program document shall be modified to allow no more than .5 sq. ft. of sign area per tenant; to require channel letters for each tenant; and to maintain a maximum of 162 sq. ft. total area for the two freestanding signs. Sign permits for new signs shall not be issued until this condition has been satisfied.
- 2. Applicant shall provide proof on a permit by permit basis that the total sign area for the site does not exceed 427 sq. ft.
 - 3. If the handicap access ramp is not required for the west end of the site, the freestanding signs shall be placed to provide a minimum 150-foot separation between the two.
 - 4. Any color palette shall apply only to the main structure of the freestanding signs and the under canopy signs.

CODE REQUIREMENTS

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- Plng. 1. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.
- Bldg. 2. Comply with the requirements of the California Code of Regulations, Title 24, also known as the California Building Standards Code, as amended by the City of Costa Mesa.
- Trans. 3. To allow for adequate visibility, any new freestanding signs shall be placed outside of the visibility triangle next to the driveway. (An exhibit is attached depicting the minimum requirements for the triangle.) This requirement shall be completed under the direction of

City staff.

- Eng. 4. Remove existing signage from public right-of-way. No new signage will be allowed within the public right-of-way. All signs shall be setback a minimum of 18 feet from the curb face
5. At the time of development submit for approval an off-site plan to the Engineering Division that clearly shows the public right-of-way and the placement of the sign relative to the right-of-way line.

Upon receipt of this letter, your project has been approved, subject to the above-listed conditions. A copy of the conceptually-approved plans are enclosed. The decision will become final at 5 p.m. on December 11, 2003, unless appealed by an affected party (including filing of the necessary application and payment of the appropriate fee) or by a member of the Planning Commission or City Council.

If you have any questions regarding this letter, please feel free to contact the project planner, Willa Bouwens-Killeen, at 714-754-5153, between 8 a.m. and 12 noon.

Sincerely,



R. MICHAEL ROBINSON
Acting Zoning Administrator

Enclosure: Conceptually-approved plans

cc: Engineering
Fire Protection Analyst
Water District
Building Division

Karen Stinson
Wohl Investments
2401 Michelson Drive, Suite 170
Irvine, CA 92612

PLANNING DIVISION - CITY OF COSMOPOLIS MESA

DESCRIPTION/JUSTIFICATION

Application #: TA-03-05
Address: 369 E. 17th Street

Environmental Determination: Exempt, Class 11

1. Fully describe your request:

To develop and implement a new sign program for a refurbished strip center.

2. Justification

A. For a Conditional Use Permit or Minor Conditional Use Permit: Describe how the proposed use is substantially compatible with uses permitted in the same general area and how the proposed use would not be materially detrimental to other properties in the same area.

B. For a Variance or Administrative Adjustment: Describe the property's special circumstances, including size, shape, topography, location or surroundings that deprive the property of privileges enjoyed by other properties in the vicinity under the identical zoning classification due to strict application of the Zoning Code.

3. This project is: (check where appropriate)

In a flood zone.

Subject to future street widening.

In the Redevelopment Area.

In a Specific Plan Area.

4. I have reviewed the HAZARDOUS WASTE AND SUBSTANCES SITES LIST published by the office of Planning and Research and reproduced on the rear of this page and have determined that the project:

Is not included in the publication indicated above.

Is included in the publication indicated above.

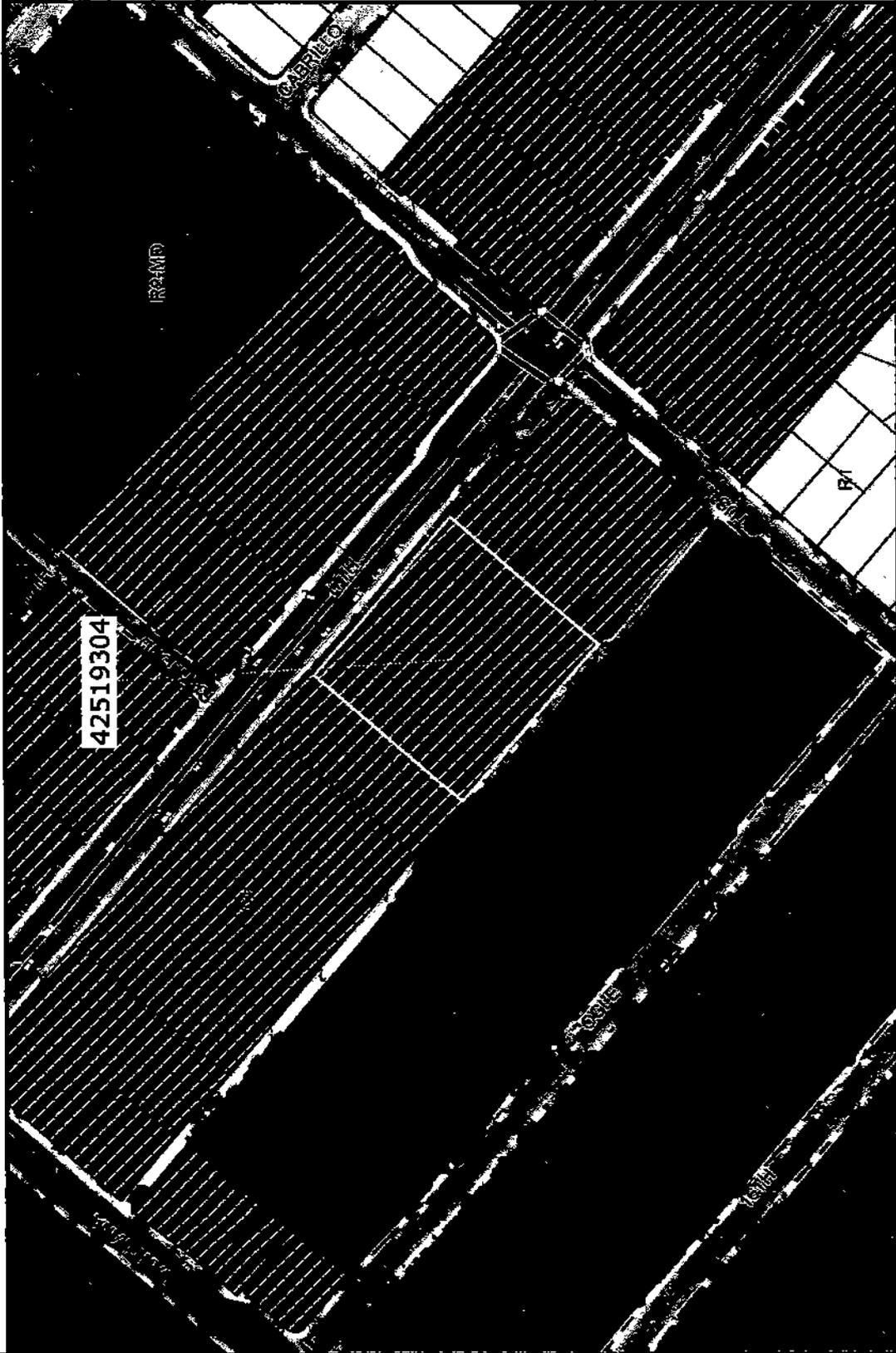
Jerry Muddel
Signature

14

9.17.03
Date

Zoning/Location Map

ZA-03-65



Legend

- Identified Features
- Street Names
- Parcel Lines
- Zoning
- Other
- Administrative & Professional
- Local Business
- Local Business & School
- General Business
- Commercial Limited
- Institutional & Recreational
- Institutional & Recreational - School
- General Industrial
- Industrial Park
- OCFD

Contents of this map are copyright 2002, City of Costa Mesa, and may not be reproduced without prior written permission.

WARNING: This map does not meet national map accuracy standards and cannot be used for engineering purposes.



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WESTPORT PLAZA

S I G N P L A N

ultrasigns
ELECTRICAL ADVERTISING

MINOR CONDITIONAL USE PERMIT/
ADMINISTRATIVE ADJUSTMENT NO. ZA-03-05

Approval in Concept

SUBJECT TO CONDITIONS
CITY OF COSTA MESA
PLANNING DEPT.

BY PMR/WBA DATE 12/4/03

*as modified by
staff*

WESTPORT PLAZA SIGN CRITERIA JULY 15, 2003 MAT

ZA-03-65

PROJECT DIRECTORY

OWNER:

WCHL INVESTMENT COMPANY
2402 MICHELSON, SUITE 170
IRVINE, CA 92612
TEL (949) 955-0115
FAX (949) 955-0123

SIGN CONSULTANT:

ULTRASIGNS ELECTRICAL ADVERTISING
5450 COMPLEX STREET #307
SAN DIEGO, CA 92123
TEL (858) 569-1400 X104
FAX (858) 569-1453

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8	WALL SIGNAGE
9-10	CORNER TENANT SIGNAGE
11	BLADE SIGNAGE

GROUND SIGNS

12	CENTER ID. / MULTI TENANT PYLON
13	MULTI-TENANT MONUMENT
14	SITE PLAN

West Square Sign Program

A. INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the owner.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the city.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

B. GENERAL LANDLORD/TENANT REQUIREMENTS:

1. Each tenant shall submit to landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.

2. The landlord shall determine and approve the availability and position of a tenant name on any ground signs).

3. The tenant shall pay for all signs, related materials and installation fees (including final inspection costs).

4. The tenant shall obtain all necessary permits.

5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.

6. It is the responsibility of the Tenants sign company to verify all conduit and transformer locations and service access prior to fabrication.

7. Should a sign be removed, it is the Tenant's responsibility to patch all holes and paint surface to match the existing color.

8. It is the Tenant's responsibility to design and install the tenant building sign and blade sign simultaneously.

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ELECTRICAL ADVERTISING

Westport Square Sign Program

C. GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be 30 millamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a semi gloss finish. Only paint containing acrylic polyurethane products can be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles shall not be acceptable. The Owner reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or race ways will be allowed.
10. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in way as to be unnoticed. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticed.
13. Finished surfaces of metal shall be free from carring and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing, or neon crossovers of any type are not permitted.

Westport Square Sign Program

D. SIGNAGE SPECIFICATIONS:

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project.

The following types of construction will be allowed:

- Acrylic face channel letters
- Through face and halo channel letters
- Reverse pan channel letters
- Open pan channel letters
- Push thru letters and logos in aluminum cabinets
- Logo modules with applied vinyl graphics.
- Flat cut out dimensional shapes and accents
- Metal screen mesh

The use of at least two types of the above to be incorporated into each sign design is encouraged.
The idea of using dissimilar materials and creating signs with varying colors, layers and textures will create an exciting and appealing retail environment.

The use of dimensional and layered icons is also encouraged.

Stacked copy is permitted

Ascending and descending shapes shall not be included in allocated square footage except for the area they occupy.

All tenants who have leased space adjacent to building storefront shall be allocated at least one sign for each building wall face

The length shall not exceed 70% of tenants leased premises adjacent to storefront

Sign area available shall be calculated at ^{.5} 2 square foot of sign area for each lineal foot of leased premises

Westport Square Sign Program

E. PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard
No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.
2. Signs in Proximity to Utility Lines:
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.
3. Painted letters will not be permitted.
4. Wall signs may not project above the top of a parapet, the roof line at the wall, roof line or attached to the building.
5. There shall be no signs that are flashing, moving or audible.
6. Signs must be architecturally compatible with the entire center.
7. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached Exhibit for minor and major tenants.
8. Vehicle Signs:
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful activity are prohibited.

9. Light Bulb Strings:
External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

10. Banners, Pennants & Balloons Used for Advertising Purposes:
Temporary flags, banners, or pennants, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Municipal Code requirements, Landlord's, and City approval.

11. Billboard Signs are not permitted.

12. The use of permanent sale sign is prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.

F. ABANDONMENT OF SIGNS:

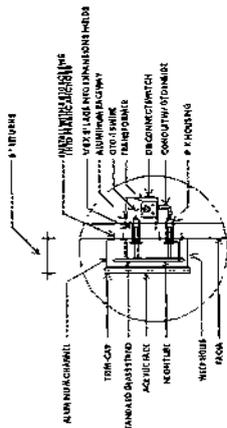
Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

G. INSPECTION:

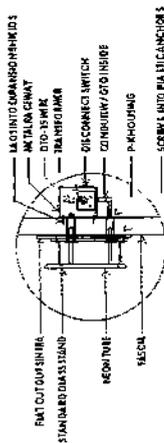
Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

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ELECTRICAL ADVERTISING

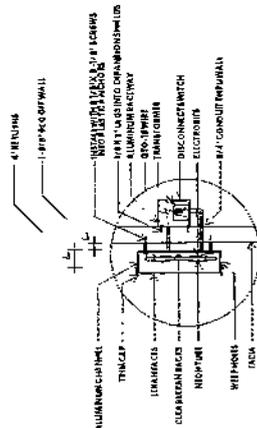
Westport Square Sign Program



SECTION A
SIGN TO BE UL APPROVED AND BEAR UL LABEL
**LEXAN FACED CHANNEL LETTER
WITH PK HOUSING**



SECTION B
SIGN TO BE UL APPROVED AND BEAR UL LABEL
**LEXAN FACED CHANNEL LETTER
WITH BIRTRA BACK**



SECTION C
SIGN TO BE UL APPROVED AND BEAR UL LABEL
**REVERSE FACED CHANNEL LETTER
THROUGH FACE AND HALO ILLUMINATION**

SECTION A
New single faced internally illuminated Lexan faced channel letter display.
Use standard aluminum construction with Matthews for equivalent semi gloss acrylic polyurethane finish.
Faces use translucent Lexan with 3/4" bronze trim cap, illuminate with 30 ma neon.
Paint 5" deep returns duranodic bronze.

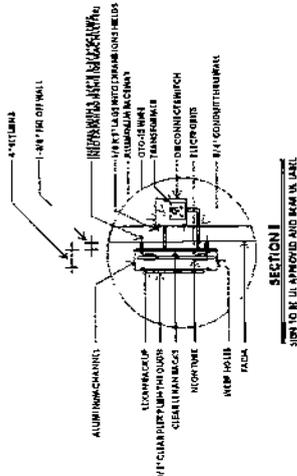
SECTION B
New single faced illuminated wall display.
Use multi layered flat cut out 1/2" Sintra graphics with applied neon overlays.
Flush mount Sintra to wall. Paint Sintra Matthews for equivalent semi gloss acrylic polyurethane.
Use neon overlays with PK type housings.

SECTION C
New single faced internally illuminated Lexan faced channel letter display with through face and halo illumination.
Use standard aluminum construction with Matthews for

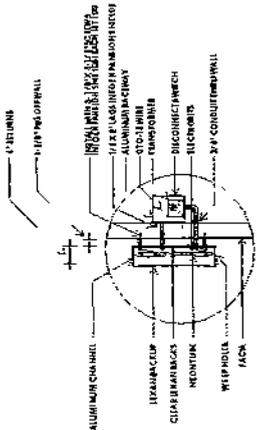
equivalent semi gloss acrylic polyurethane finish.
Faces use Lexan with 3/4" trim cap, illuminate with 30 ma neon through face and halo.
Paint returns duranodic bronze.

SECTION D
New single faced internally illuminated aluminum faced channel letter display with through face and halo illumination.
Use standard aluminum construction with Matthews for equivalent semi gloss acrylic polyurethane finish.
Route out where graphics occur and back up with Lexan. illuminate with 30 ma neon through face and halo.
Paint aluminum face and returns.

SECTION E
Same as "D" except route out where graphics occur and push through 1/2" clear plex with applied vinyl overlays.
Note: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



SECTION E
SIGN TO BE UL APPROVED AND BEAR UL LABEL
**REVERSE PAN CHANNELS
THROUGH FACE AND HALO ILLUMINATION
PUSH THROUGH GRAPHICS**

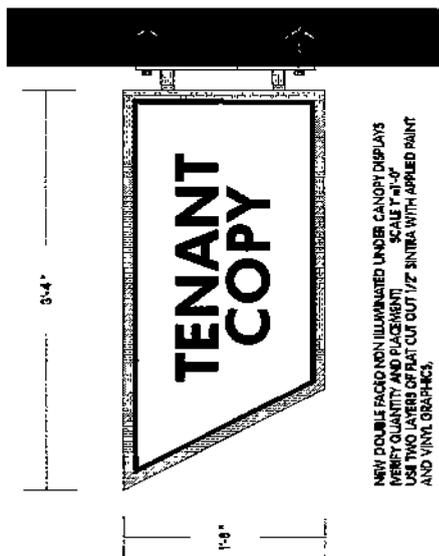
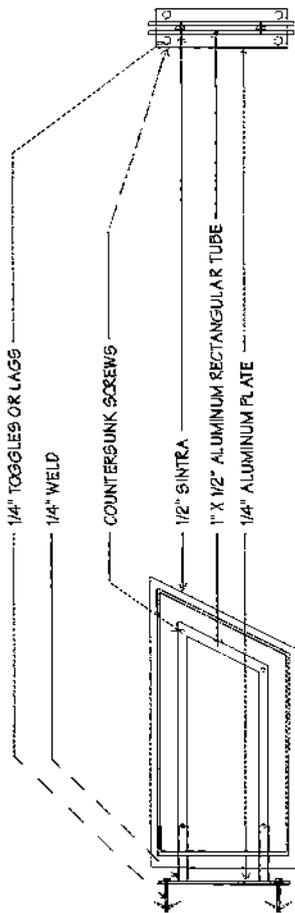


SECTION D
SIGN TO BE UL APPROVED AND BEAR UL LABEL
**REVERSE PAN CHANNELS
THROUGH FACE AND HALO ILLUMINATION**

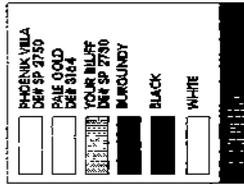
ultrasigns

ELECTRICAL ADVERTISING

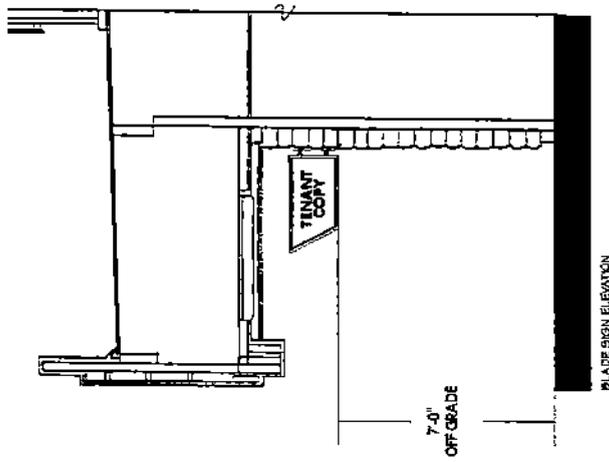
West Square Sign Program



NEW DOUBLE FACED NON ILLUMINATED UNDER CANOPY DISPLAYS
 (VERIFY QUANTITY AND PLACEMENT) SCALE 1/4"=1'-0"
 USE TWO LAYERS OF FLAT CUT OUT 1/2" S INTRA WITH APPLIED PAINT
 AND VINYL GRAPHICS.



ALL TENANT COPY TO BE FUTURA HEAVY AS SHOWN



It is the Tenant's responsibility to design and install the tenant building sign and blade sign simultaneously.



Westport Plaza Sign Program

MAXIMUM 70%
OF FASCIA LENGTH

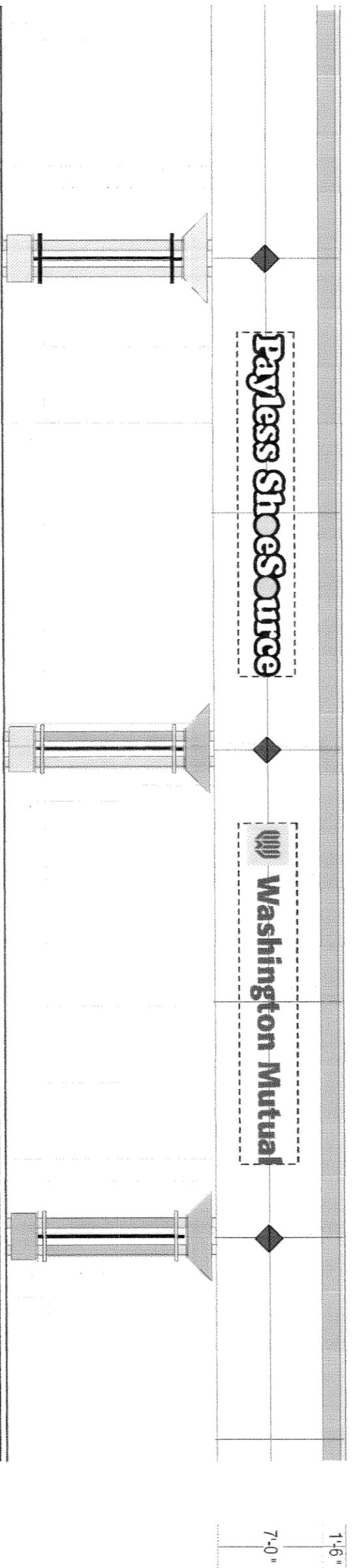
MAXIMUM 60%
OF FASCIA HEIGHT

TENANT NAME

Sign area available shall be calculated at 2 square foot of sign area for each lineal foot of leased premises .5

COLOR PALETTE

	PHOENIX VILLA DE# SP 2750
	PALE GOLD DE# 3164
	CANYON ABYSS DE# 3166
	GRAPE JUICE VISTA 2000
	BLACK
	WHITE



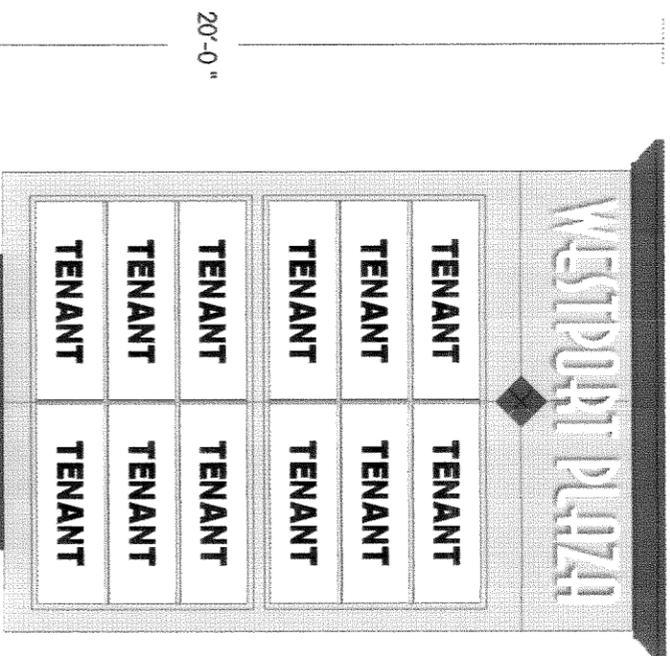
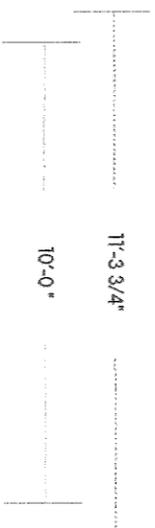
TYPICAL TENANT ELEVATION SCALE 1/8"=1'-0"

It is the Tenant's responsibility to design and install the tenant building sign and blade sign simultaneously.

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ultrasigns
ELECTRICAL ADVERTISING

Westport Plaza Sign Program



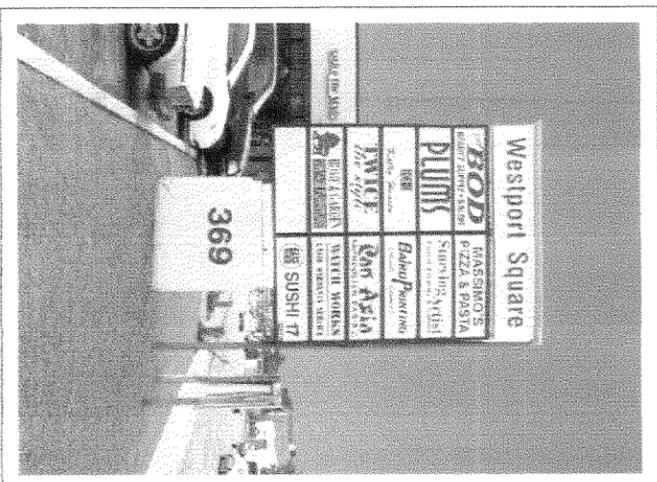
COLOR PALETTE

	PHOENIX VILLA DE# SP 2750
	YOUR BLUFF DE# SP 2730
	BURGUNDY
	BLACK
	WHITE

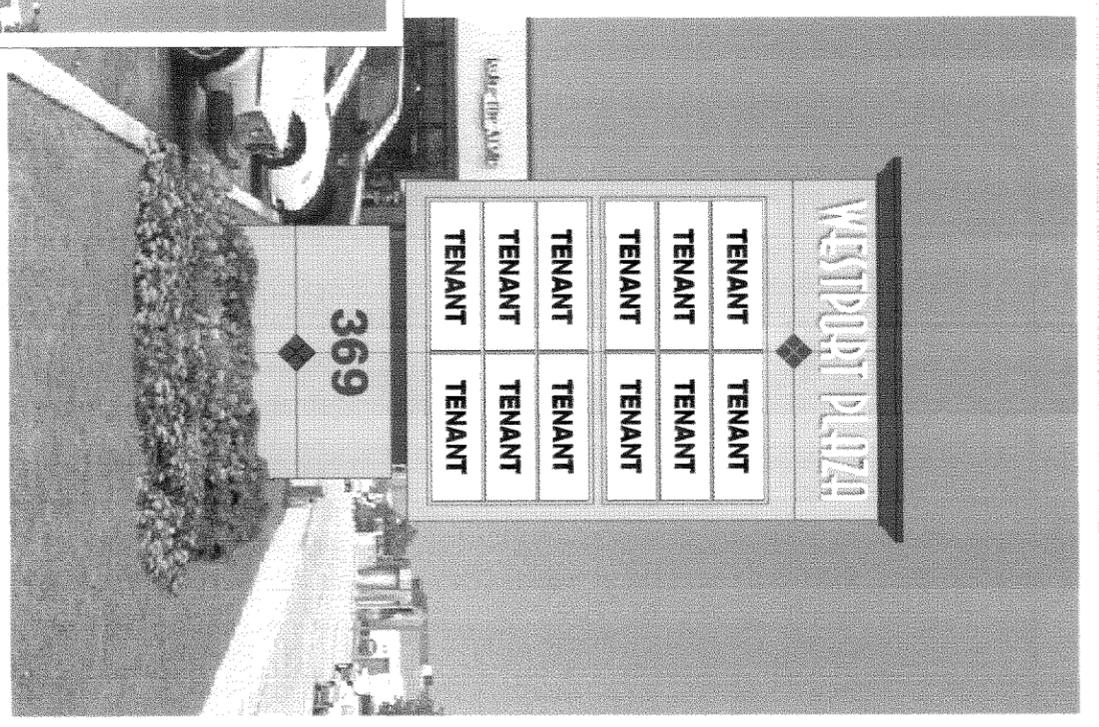
SIGN A NEW DOUBLE FACED INTERNALLY ILLUMINATED CENTER I.D./ MULTI TENANT PYLON
SCALE 1/4"=1'-0"

REMOVE EXISTING DOUBLE FACED INTERNALLY ILLUMINATED CABINET LEAVING BASE.

see conditions for maximum arrow area

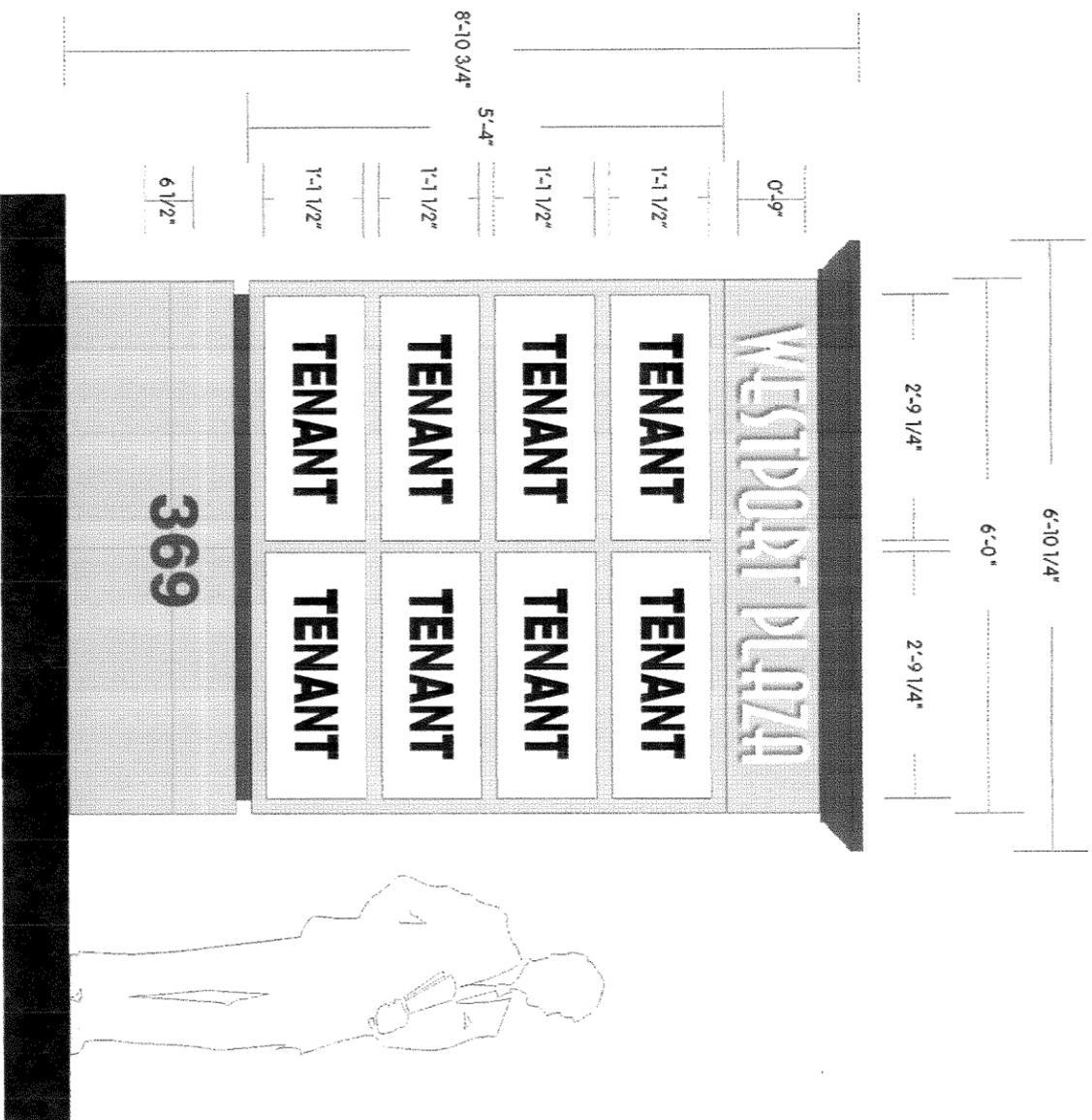


AS-IS ELEVATION



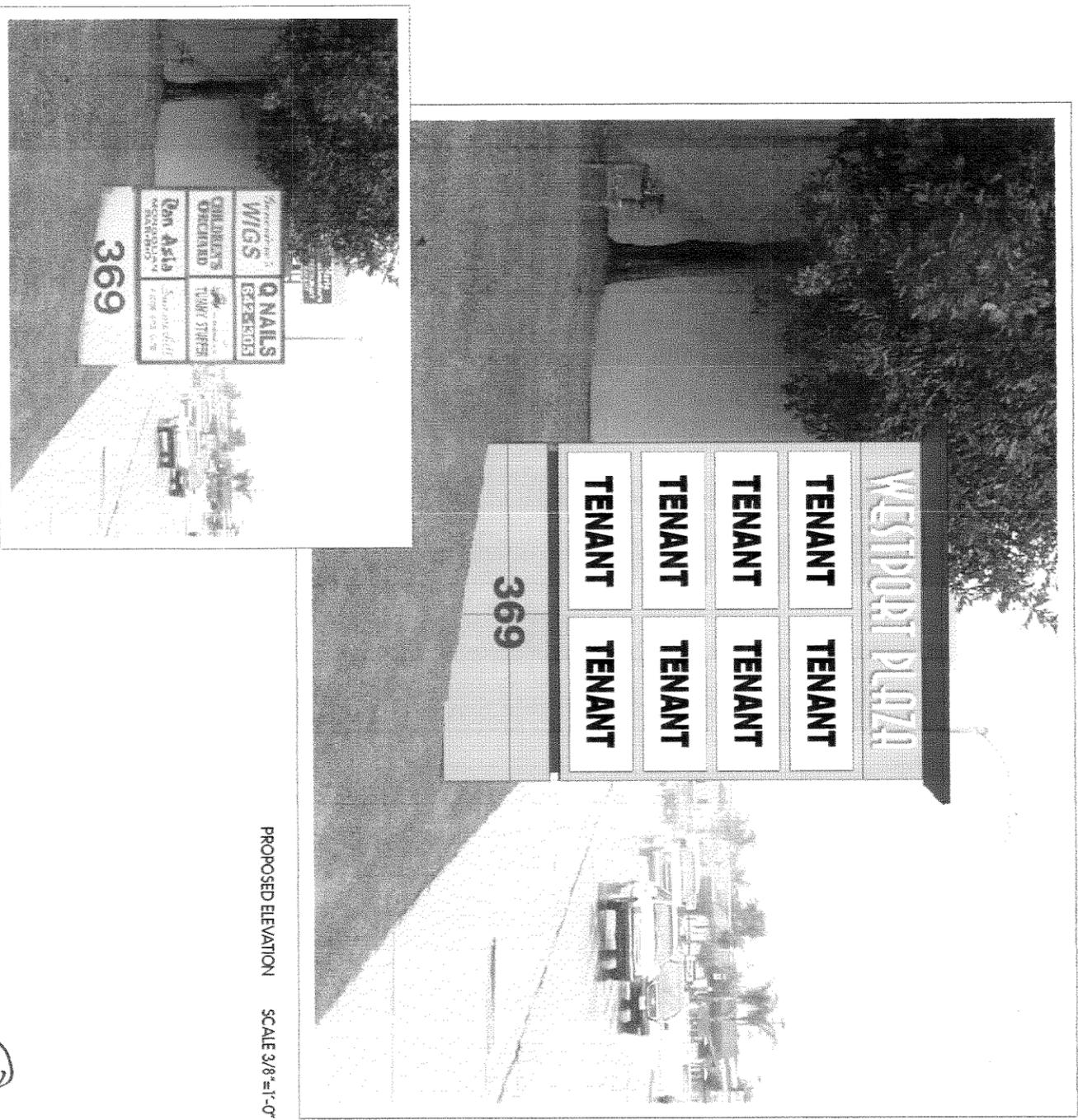
PROPOSED ELEVATION SCALE 3/16"=1'-0"

Westport Plaza Sign Program



SIGN B NEW DOUBLE FACED INTERNALLY ILLUMINATED MULTI TENANT MONUMENT
 SCALE 1/2" = 1'-0"
 REMOVE EXISTING DOUBLE FACED INTERNALLY ILLUMINATED CABINET LEAVING BASE.

see conditions for maximum allowable area



AS-IS ELEVATION

PROPOSED ELEVATION SCALE 3/8" = 1'-0"

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