

# City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

## DEPARTMENT OF PLANNING AND BUILDING

[www.huntingtonbeachca.gov](http://www.huntingtonbeachca.gov)

Planning Division

714.536.5271

Building Division

714.536.5241

### NOTICE OF ACTION

April 11, 2012

Martin T. Potts  
Martin Potts & Associates, Inc.  
4041 MacArthur Boulevard, Suite No. 375  
Newport Beach, CA 92660

APPLICATION:

**SIGN CODE EXCEPTION NO. 11-003/ PLANNED SIGN PROGRAM NO. 11-005 (EDINGER PLAZA PLANNED SIGN PROGRAM)**

APPLICANT:

Martin T. Potts, Martin Potts & Associates, Inc.

PROPERTY OWNER:

Huntington Beach No. 1, c/o Jim Maginn, 2716 Ocean Park Boulevard, Suite No. 3040, Santa Monica, CA 90405

REQUEST:

**SCE:** To permit (a) a total wall sign area of approximately 230 sq. ft. (Major Tenant Signage 3) in lieu of a maximum 200 sq. ft. permitted; (b) a total wall sign area of approximately 230 sq. ft. (Major Tenant Signage 4) in lieu of a maximum 200 sq. ft. permitted; and (c) a total onsite sign area of 2,400 sq. ft. in lieu of a maximum 1,960 sq. ft. permitted. **PSP:** To review the design, colors, and materials for a proposed planned sign program for an existing multi-tenant commercial shopping center.

LOCATION:

7560-7566 Edinger Avenue, 92647 (south of Edinger Avenue, west of Sher Lane)

DATE OF ACTION:

April 11, 2012

The Design Review Board of the City of Huntington Beach took action on your application on **February 9, 2012**, and your application was recommended for **approval with modifications** to the Director of Planning and Building. On **April 11, 2012**, the Director of Planning and Building **approved Sign Code Exception Request A and B and the Planned Sign Program with modifications and denied Sign Code Exception Request C**. Attached to this letter are the finding and conditions of approval and finding of denial for your application.

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Planning and Building Department becomes final at the expiration of the appeal period. A person desiring to appeal the decision shall file a written notice of appeal to the

Secretary of the Planning Commission within ten (10) calendar days of the date of the Planning and Building Department's action. The notice of appeal shall include the name and address of the appellant, the decision being appealed, and the basis for the appeal. A filing fee of \$494 shall also accompany the notice of appeal. In your case, the last day for filing an appeal and paying the filing fee is **Monday, April 23, 2012, at 5:00 PM.**

Please be advised that the Director of Planning and Building reviews the conceptual plan as a basic request for entitlement. The action taken by the Director of Planning and Building does not presume issuance of building permits. Provisions of the Huntington Beach Zoning and Subdivision Ordinance are such that any application becomes null and void one year after final approval, unless actual construction has started. It is recommended that you immediately pursue completion of the conditions of approval and address all requirements of the Huntington Beach Zoning and Subdivision Ordinance in order to expedite the processing of your building permit application and the completion of your project. The conceptual plan should not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements. Please note that there may be additional requirements prior to commencement of the project.

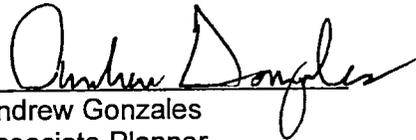
Excepting those actions commenced pursuant to the California Environmental Quality Act, you are hereby notified that you have 90 days to protest the imposition of the fees described in this Notice of Action. If you fail to file a written protest regarding any of the fees contained in this Notice, you will be legally barred from later challenging such action pursuant to Government Code §66020.

If you have any questions, please contact Andrew Gonzales, Associate Planner at (714) 536-5271 or via [AGonzales@Surfcity-hb.org](mailto:AGonzales@Surfcity-hb.org) or the Planning Division Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP  
Director of Planning and Building

by:

  
Andrew Gonzales  
Associate Planner

**ATTACHMENTS:**

Findings and Conditions of Approval – SCE No. 11-003 and PSP No. 11-005

Cc: Honorable Mayor and City Council  
Chair and Planning Commission  
Fred A. Wilson, City Administrator  
Scott Hess, Director of Planning and Building  
Herb Fauland, Planning Manager  
William Reardon, Division Chief/Fire Marshall

SCE No. 11-003; PSP No. 11-005

April 11, 2012

Page 3 of 3

Debbie DeBow, Principal Civil Engineer  
Mark Carnahan, Inspection Manager  
Huntington Beach No. 1, Property Owner  
Project File

**ATTACHMENT NO. 1**

**FINDINGS AND CONDITIONS OF APPROVAL**

**SIGN CODE EXCEPTION NO. 11-003**  
**PLANNED SIGN PROGRAM NO. 11-005**

**FINDINGS FOR APPROVAL - SIGN CODE EXCEPTION NO. 11-003(A) & (B):**

*To permit (a) a total wall sign area of 230 sq. ft. (Major Tenant Signage 3) in lieu of a maximum 200 sq. ft. permitted and (b) a total wall sign area of 230 sq. ft. (Major Tenant Signage 4) in lieu of a maximum of 200 sq. ft. permitted.*

1. The maximum 230 sq. ft. wall sign area, as conditioned, for Major Tenant 3 and 4 is compatible with the character of the area and is needed due to special circumstances defined by the applicant and applicable to the property. The two tenant spaces are located within an existing commercial shopping center undergoing a renovation project that involves the demolition and addition of existing buildings, construction of new pad buildings, and various landscape upgrades that will modernize the subject site. Included with the upgrades is a renovation of all tenant wall signage and freestanding signs. The storefronts of Major Tenant 3 and 4 are located more than 300 ft. from Edinger Avenue, which limits visibility opportunities to passing vehicular and pedestrian traffic. The additional 15% increase in signage area (30 sq. ft. each) provides the necessary street exposure along the adjacent thoroughfare. The additional sign area will be compatible with the size and scale of other existing signs located within the surrounding area and will not exceed the overall maximum sign area allowance permitted for the shopping center. Furthermore, the signs will be compatible with the 15% sign area credit granted for wall signs under 200 sq. ft. constructed with channel letters.
2. The total wall sign area allowance, as conditioned, will not exceed the overall maximum sign area permitted for the commercial shopping center. The proposed wall signs will complement the City's image by enhancing the aesthetic quality along Edinger Avenue in conjunction to maintaining important visibility for the shopping center's major anchor tenants. The additional 30 sq. ft. will not obscure views to other signs or businesses in the vicinity as the sign type, location, and configuration will comply with the sign regulations stipulated within SP14, excluding the maximum wall sign area provision. The signs are appropriate and consistent in terms of size and scale with other wall signage along Edinger Avenue.
3. The total wall sign area allowance, as conditioned, will not be detrimental to properties located within the vicinity, as the sign will be located on a site and within an area containing similar commercial uses. The proposed wall sign area will not pose any potentially significant visual impacts onto existing nearby residences located to the south of the site and will not obscure direct visibility of other signage within the shopping center and surrounding commercial properties.
4. The total wall sign area allowance will not obstruct vehicular or pedestrian traffic visibility along Edinger Avenue because the signs will not impair visibility at driveways and street intersections. The signs will not be a hazardous distraction because will be located more 300 ft. from the street, will be similar to other signs in the surrounding area, and will not incorporate any flashing or simulated movement features.

**FINDINGS FOR DENIAL - SIGN CODE EXCEPTION NO. 11-003(C):**

*To permit a total onsite sign area of 2,400 sq. ft. in lieu of a maximum 1,960 sq. ft. permitted.*

1. The total onsite sign area of 2,400 sq. ft. in lieu of a maximum 1,960 sq. ft. permitted will not be compatible with the character of the area and is not needed due to special circumstances defined by the applicant and applicable to the property. The present locations of the existing buildings do not fully comply with the SP14 building placement standards, which require new buildings to be sited adjacent to a street frontage resulting in lesser code allowances for onsite signage. However, the project proposal intends to maintain the existing freestanding signs, thereby providing the needed street visibility for tenants. All proposed wall signage, excluding Sign Code Exception Request A and B, will comply with the sign requirements established within the Town Center Boulevard Segment of SP14. The total allocated signage for the commercial shopping center, as conditioned, will adequately provide the necessary street exposure for all onsite tenants. Therefore, the additional 440 sq. ft. of total onsite sign area will not be compatible with signage allowances permitted for the subject site and other shopping centers within the surrounding area.
2. The proposed wall sign area will not complement the City's image by enhancing the aesthetic quality along Edinger Avenue as the signage will adversely impact other signs within the shopping center and within the Town Center Segment. The additional 440 sq. ft. of sign area will be disproportionate to the total sign area of other commercial shopping centers along Edinger Avenue, thereby, impacting the overall aesthetic quality within SP14. The additional area will result in the proliferation of signs that will detract from the architectural quality of the shopping center and be inconsistent with similar and future signs along the corridor.

**CONDITIONS OF APPROVAL - SIGN CODE EXCEPTION NO. 11-003/ PLANNED SIGN PROGRAM NO. 11-005:**

1. The site plan, elevations, colored renderings, and the Planned Sign Program requirements dated December 22, 2011, shall be the conceptually approved design with the following modifications:
  - a. The major tenant wall signage for Major 1 shall not exceed a maximum sign area of 174 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - b. The major tenant wall signage for Major 2 shall not exceed a maximum sign area of 200 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - c. The major tenant wall signage for Major 3 shall not exceed a maximum sign area of 230 sq. ft. (Page 11)
  - d. The major tenant wall signage for Major 4 shall not exceed a maximum sign area of 230 sq. ft. (Page 12)
  - e. The pad tenant wall signage for Pad G shall not exceed a maximum sign area of 94 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.

- f. The pad tenant wall signage for Pad J shall not exceed a maximum sign area of 115 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - g. The pad tenant wall signage for Pad K shall not exceed a maximum sign area of 135 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - h. The pad tenant wall signage for Pad L shall not exceed a maximum sign area of 130 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - i. The proposed remodel of the existing pylon sign shall maintain a total height of 25 ft. (Page 15).
  - j. The proposed base element, including signage and landscaping, shall not block visibility between a height of 3 ft. 6 in. and 7 ft. in height as measured from the adjacent curb elevation. The base element shall be reduced to a height of 3 ft. 6 in. in order to maintain adequate vehicular/pedestrian visibility through the legs of the sign. (Page 15)
  - k. The freestanding sign exhibits shall clearly specify the correct orientation of the signs by noting the location of the Edinger Avenue property line. (Page 15 & 16)
  - l. All freestanding signs shall have a note(s) specifying that the background panels are to have an opaque background with internal illumination for items of information only. The pylon sign panels may incorporate the trademark colors of individual tenants while maintaining one uniform background color. (Pages 15 & 16)
2. Prior to the installation of any new signs, a copy of the review Planned Sign Program modified in accordance with Conditional of Approval No. 1 shall be submitted to the Planning and Building Department for review and inclusion in the entitlement file.
  3. All signs shall comply with this Planned Sign Program including the following:
    - a. The total onsite sign area shall be limited to a maximum of 1,960 sq. ft.
    - b. An existing freestanding sign(s) may not be removed and replaced to its original form without fully adhering to the current sign standards established within the Town Center Boulevard Segment of the Beach and Edinger Corridors Specific Plan (SP14).
    - c. All wall signage permitted prior to the adoption of Planned Sign Program No. 11-005 may be maintained in the same location, configuration, and size. All wall signage for new tenants shall comply with the signage requirements established by the approved Planned Sign Program.
  4. Planned Sign Program No. 88-004 shall be invalid and replaced with all site plan, elevations, colored renderings, and requirements established by Planned Sign Program No. 11-005.

**INDEMNIFICATION AND HOLD HARMLESS CONDITION:**

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of

the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.

**INFORMATION ON SPECIFIC CODE REQUIREMENTS:**

1. Bonus signs shall have an opaque background, internal illumination for items of information only. **(SP14 – 2.9 Sign Regulations)**
2. Street addresses shall be included on all freestanding signs with minimum six (6) inch numerals. **(SP14 – 2.9 Sign Regulations)**
3. A freestanding sign shall be located in a landscape planter a minimum of two (2) feet wider than the sign itself. **(SP14 – 2.9 Sign Regulations)**
4. No freestanding sign shall be located along a local street. **(SP14 – 2.9 Sign Regulations)**



# CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

## DESIGN REVIEW BOARD

Phone 536-5271  
Fax 374-1540  
374-1648

### NOTICE OF ACTION

February 9, 2012

Martin T. Potts  
Martin Potts & Associates, Inc.  
4041 MacArthur Boulevard, Suite No. 375  
Newport Beach, CA 92660

**APPLICATION:** PLANNED SIGN PROGRAM NO. 11-005/ SIGN CODE EXCEPTION NO. 11-003 (EDINGER PLAZA PLANNED SIGN PROGRAM)

**APPLICANT:** Martin T. Potts, Martin Potts & Associates, Inc.

**PROPERTY OWNER:** Huntington Beach No. 1, c/o Jim Maginn, 2716 Ocean Park Boulevard, Suite No. 3040, Santa Monica, CA 90405

**REQUEST:** **PSP:** To establish a planned sign program for an existing multi-tenant commercial shopping center. **SCE:** To permit (a) a total wall sign area of approximately 344 sq. ft. (Major Tenant Signage 3) in lieu of a maximum 200 sq. ft. permitted; (b) a total wall sign area of approximately 300 sq. ft. (Major Tenant Signage 4) in lieu of a maximum 200 sq. ft. permitted; and (c) a total onsite sign area of 2,400 sq. ft. in lieu of a maximum 1,960 sq. ft. permitted.

**LOCATION:** 7560-7566 Edinger Avenue, 92647 (south of Edinger Avenue, west of Sher Lane)

**DATE OF ACTION:** February 9, 2012

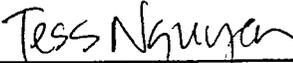
The Design Review Board of the City of Huntington Beach took action on your application on **February 9, 2012**, and your application was recommended for approval to the Director of Planning and Building. Attached to this letter are the recommended findings and conditions of approval for your application.

Please be advised that the Design Review Board reviews the conceptual plan as a basic request for entitlement and forwards a recommendation to the Planning and Building Department. The conceptual plan should not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements. Please note that there may be additional requirements prior to commencement of the project.

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Design Review Board is only a recommendation and is not appealable. The recommendation of the Design Review Board will be forwarded to the Director of Planning and Building Department for consideration. You will be notified of the Director's decision. Please be advised that you may submit comments to the Director prior to his decision.

If you have any questions, please contact Andrew Gonzales, Associate Planner at (714) 374-1547 or via email at [AGonzales@surfcity-hb.org](mailto:AGonzales@surfcity-hb.org) or the Planning and Building Department Zoning Counter at (714) 536-5271.

Sincerely,

  
\_\_\_\_\_  
Tess Nguyen, Secretary  
Design Review Board

TN:AG

Attachment: Recommended Findings and Conditions of Approval – PSP No. 11-005  
and SCE 11-003

Cc: Huntington Beach No. 1, Property Owner  
Herb Fauland, Planning Manager  
Project File

**ATTACHMENT NO. 1**

**RECOMMENDED FINDINGS AND CONDITIONS OF APPROVAL**

**SIGN CODE EXCEPTION NO. 11-003/  
PLANNED SIGN PROGRAM NO. 11-005**

**RECOMMENDED FINDINGS FOR APPROVAL - SIGN CODE EXCEPTION NO. 11-003:**

1. Sign Code Exception No. 11-003, as conditioned, to permit (a) a total wall sign area of approximately 230 sq. ft. (Major Tenant Signage 3) in lieu of a maximum 200 sq. ft. permitted; (b) a total wall sign area of approximately 230 sq. ft. (Major Tenant Signage 4) in lieu of a maximum 200 sq. ft. permitted; and (c) a total onsite sign area of 2,216 sq. ft. in lieu of a maximum 1,960 sq. ft. permitted for an existing multi-tenant commercial shopping center is compatible with the character of the area and is needed due to special circumstances defined by the applicant and applicable to the property. The existing shopping center recently underwent a renovation project consisting of the demolition and addition of building floor area, including the modernization of all building facades. A part of the modernization of the shopping center includes the addition of wall signage and renovation of all existing onsite freestanding signs. The existing shopping center was constructed prior to the adoption of the Beach and Edinger Corridors Specific Plan (SP14). The present locations of the existing buildings do not fully comply with the SP14 building placement standards, which require new buildings to be sited adjacent to a street frontage. As a result of the setback requirements, the SP14 provides lesser code allowances for total onsite signage. The present locations of the Major Tenants are setback more than 300 ft. from Edinger Avenue, and with the inclusion of additional pad buildings and increased landscaping (i.e., perimeter and parking lot trees) visibility will be impaired for the site's major tenants. The project proposal intends to maintain all existing freestanding signs, thereby maintaining needed street visibility while increasing visibility for the site's prominent tenants. All proposed wall signage, with exception of Major Tenant 3 and 4 Signage, will comply with the sign requirements established within the Town Center Boulevard Segment of SP14. The total onsite sign area and sign area allocations for Major Tenant 3 and 4 Signage will be compatible with the size and scale of other existing signage located within the vicinity and provides appropriate allowances for onsite signage.
2. The total onsite sign area and wall signage allowances for Major Tenant 3 and 4 Signage, as conditioned, will complement the City's image by enhancing the aesthetic quality along Edinger Avenue in conjunction to maintaining important street visibility for the site's onsite tenants. As conditioned, the proposed total onsite sign area and wall signage allowances will not obscure views to other signs or businesses in the vicinity as the sign placement and individual sign allowances will be consistent with similar signage along Edinger Avenue.
3. The total onsite sign area and wall signage allowances for Major Tenant 3 and 4 Signage, as conditioned, will not be detrimental to properties located in the vicinity, as the signs will be located on a site and within an area containing similar commercial uses. The project proposal will not pose any potentially significant visual impacts onto existing nearby residences located to the south of the site and will not obscure direct visibility of other signage within the shopping center and surrounding commercial properties.
4. The total onsite sign area and wall signage allowances for Major Tenant 3 and 4 Signage will not obstruct vehicular or pedestrian traffic visibility along Edinger Avenue because the it

will not impair visibility at driveways and street intersections. The signs will not be a hazardous distraction because most of the signs are existing and similar to other signs in the surrounding area, and will not incorporate any flashing or simulated movement features.

**RECOMMENDED CONDITIONS OF APPROVAL - SIGN CODE EXCEPTION NO. 11-003/  
PLANNED SIGN PROGRAM NO. 11-005:**

1. The site plan, elevations, colored renderings, and the Planned Sign Program requirements dated December 22, 2011, shall be the conceptually approved design with the following modifications:
  - a. The major tenant wall signage for Major 1 shall not exceed a maximum sign area of 174 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - b. The major tenant wall signage for Major 2 shall not exceed a maximum sign area of 200 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - c. The major tenant wall signage for Major 3 shall not exceed a maximum sign area of 230 sq. ft. (Page 11)
  - d. The major tenant wall signage for Major 4 shall not exceed a maximum sign area of 230 sq. ft. (Page 12)
  - e. The pad tenant wall signage for Pad G shall not exceed a maximum sign area of 94 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - f. The pad tenant wall signage for Pad J shall not exceed a maximum sign area of 115 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - g. The pad tenant wall signage for Pad K shall not exceed a maximum sign area of 135 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - h. The pad tenant wall signage for Pad L shall not exceed a maximum sign area of 130 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.
  - i. The proposed remodel of the existing pylon sign shall be limited to a maximum height of 29 ft. The reduction in proposed height shall not result in the removal of the proposed architectural cap and column treatment intended for the sign's remodel. (Page 15).
  - j. The proposed base element, including signage and landscaping, shall not block visibility between a height of 3 ft. 6 in. and 7 ft. in height as measured from the adjacent curb elevation. Therefore, the base element shall be reduced to a height of 3 ft. 6 in. in order to maintain adequate vehicular/pedestrian visibility through the legs of the sign. (Page 15)
  - k. The freestanding sign exhibits shall clearly specify the correct orientation of the signs by noting the location of the Edinger Avenue property line. (Page 15 & 16)

- i. All freestanding signs shall have note specifying that the background panels are to have an opaque background with internal illumination for items of information only. The pylon sign panels may incorporate the trademark colors of individual tenants while maintaining one uniform background color. (Pages 15 & 16)
2. Prior to the installation of any new signs, a copy of the review Planned Sign Program modified in accordance with Conditional of Approval No. 1 shall be submitted to the Planning and Building Department for review and inclusion in the entitlement file.
3. All signs shall comply with this Planned Sign Program including the following:
  - a. The total onsite sign area shall be limited to a maximum of 2,216 sq. ft. New requests for signage shall specify on the project plans the total onsite sign area of the entire shopping center.
  - b. An existing freestanding sign(s) may not be removed and replaced to its original form without fully adhering to the current sign standards established within the Town Center Boulevard Segment of the Beach and Edinger Corridors Specific Plan (SP14).
4. Planned Sign Program No. 88-004 shall be invalid and replaced with all site plan, elevations, colored renderings, and the requirements established by Planned Sign Program 11-005.

**INDEMNIFICATION AND HOLD HARMLESS CONDITION:**

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.



# EDINGER PLAZA 7490-7664

TENANT SIGNAGE CRITERIA / SIGN PROGRAM

PREPARED FOR



PREPARED BY



3301 S. Susan St.  
Santa Ana, CA 92704  
(714) 540-5434 FAX: (714) 540-5959

SCE 11-03/PSP 11-05 DATE 5/11/12

EXPIRATION DATE 4/11/13

- |  |  |
|--|--|
| <input type="checkbox"/> APPROVED                  | <input type="checkbox"/> B.Z.A.              |
| <input checked="" type="checkbox"/> COND. APPROVED | <input type="checkbox"/> P.C.                |
| <input type="checkbox"/> DENIED                    | <input type="checkbox"/> C.C.                |
| <input type="checkbox"/> WITHDRAWN                 | <input checked="" type="checkbox"/> DIRECTOR |
| <input type="checkbox"/> REFERRED                  | ACTION                                       |
| <input type="checkbox"/> PLAN CHECK                | PERMIT ISSUED                                |

RECEIVED

MAY 14 2012

Dept. of Planning

& Building Sign Program

17-439 78 Edinger Plaza



# EDINGER PLAZA

## SIGNCRITERIA/PROGRAM



**OWNER:**  
C/O WATT COMPANIES  
2716 Ocean Park Blvd. Suite 3020  
Santa Monica, CA 90405  
Contact: Property Management  
Phone: (310) 314-2430

**ARCHITECT:**  
ARCHITECTS OF ORANGE  
144 N. Orange Street  
Orange, CA 92866  
Phone: (714) 639-9860

**SIGN CONSULTANT:**  
PROMOTIONAL SIGNS, INC.  
Contact: Richard Christie  
3301 S. Susan St, Santa Ana, Ca. 92704  
(714) 540-5454 [dick.christie@promosigns.com](mailto:dick.christie@promosigns.com)

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## APPROVAL PROCESS

There is a formal process for the creation, review and approval of Tenant signs at Edinger Plaza. All Tenant's signage is subject to the Owner's, or their managing agent (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for Edinger Plaza.

### A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to permit submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. Electronic copy (in PDF format) is OK. All signs must conform to the requirements of City of Huntington Beach Planning and Building Department, and this Tenant Sign Criteria.

Submittals shall include the following:

1. **STOREFRONT ELEVATION:**  
Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.
2. **SHOP DRAWINGS:**  
Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to the Owner for approval and then submitted to City of Huntington Beach Planning Department for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.

### B. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or their Sign Contractor must submit to City of Huntington Beach Planning Department, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

Tenant and their Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
2. All sign contractors must be fully insured and approved by Owner prior to installation. Owner must receive the Sign Contractor's Certificate of Insurance.
3. The Owner must be notified 48 hours in advance prior to sign installation.

### C. INSTALLATION:

Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.

### D. TENANT'S RESPONSIBILITY:

The Owner may, at their sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.

If the Tenant chooses to change their exterior sign at anytime during the term of their lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of their lease agreement.

Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

Tenant shall be responsible for the following expenses relating to signage for their store:

- Design consultant fees (if applicable).
- 100% of permit processing cost and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.

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## DESIGN GUIDELINES

The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant, entertainment and retail visitors. Encouraged sign treatments include:

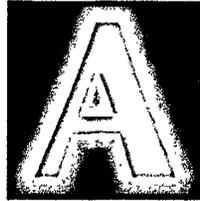
1. In general, natural construction such as wood, metals, ceramic, glass and stone should be used for visible components of signs. Synthetic materials should only be used if they are designed to be indistinguishable from the recommended natural materials, or if they have a secondary, or minor visual presence. Large plastic panels should be avoided. Materials subject to yellowing from exposure to sunlight or heat such as a polycarbonate should not be used.
2. Internally illuminated "can" signs consisting of rectangular enclosures with large translucent plastic sign faces are prohibited.
3. Recommended exposed and non-exposed illumination types include halogen, warm white encapsulated compact fluorescent, warm white encapsulated induction lamps, and LED light sources.
4. For legibility, contrasting colors should be used for the color of the background and the color of the letters or symbols. Light letters on a dark background or dark letters on a light background are most legible.
5. Color or color combinations that interfere with the legibility of the sign copy should be avoided.
6. Sign design, including color, should be appropriate to the establishment, conveying a sense of what type of business is being advertised.

7. The location of all permanent building mounted signs should be incorporated into the architectural design and compensation of the building. Placement of signs should be considered an integral part of the overall facade design.

8. Storefront signage should help create architectural variety from establishment/

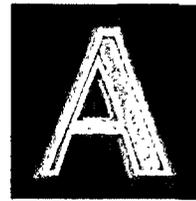
9. All signs (including temporary signs) should present a neat and aligned appearance.

## ILLUMINATION EXAMPLES



Section A

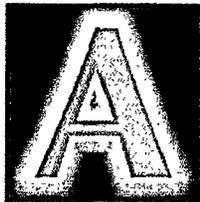
Illuminated **ACRYLIC FACE CHANNEL** display with **THROUGH FACE AND HALO ILLUMINATION**. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use Lexan with trim cap. Illuminate with Neon or LED. Paint returns any color.



Section C

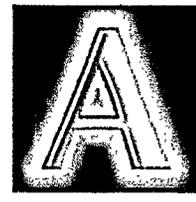
Illuminated **OPEN PAN CHANNEL** display with **EXPOSED NEON ILLUMINATION**. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate Neon or LED. Paint face and returns any color.

NOTE: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



Section B

Illuminated **REVERSE PAN CHANNEL** display with **HALO ILLUMINATION**. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate with Neon or LED. Paint faces and returns any color.



Section D

Illuminated **ALUMINUM FACED CHANNEL** display with **THROUGH FACE AND HALO ILLUMINATION**. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Route out aluminum faces where graphics occur and back up or push through lexan graphics. Illuminate with Neon or LED. Paint face and returns any color.

## FABRICATION REQUIREMENTS

The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes and permits.
- B. Sign manufacture shall supply a UL label, as required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- G. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.
- I. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- K. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).
- L. Letter returns shall be painted to contrast with color of letter faces.
- M. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single pin (slimline) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- N. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.

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## PROHIBITED SIGNS

All signs not specifically address in this criteria are prohibited unless approved in writing by the Owner and or his authorized agent will be allowed. Each special sign which varies from this criteria shall be evaluated on an individual basis, and approval shall be at the City and Owner's discretion. The following signs are prohibited:

- No projections beyond the sign area will be permitted. The sign area to be within the limits as indicated in this sign criteria.
- Immoral or Unlawful Advertising: It shall be unlawful for any person to exhibit, post or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
- Outdoor advertising or advertising structures.
- Roof Signs.
- Awning signs and lettering on awning.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited.
- Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located. Such sign may be allowed upon Owner approval.
- Signs consisting solely of an internally illuminated metal cabinet or box.

- Painted wooden signs.
- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with storefront design.

**NOTE:**

The listed prohibited signs are in addition to those listed within the Huntington Beach Zoning and Sub Division Ordinance (HBZSO) and SP14.

## SITE PLAN - GROUND SIGNS



## SITE PLAN - WALL SIGNS



### LEGEND:

- MA3** Major Anchor Wall Sign
- MA4** Major Anchor Wall Sign
- M-P** Major Tenant Wall Sign
- PS** Pad Tenant Wall Sign
- S-P** Shop Tenant Wall Sign

# ELEVATIONS



Overall Front Inline Elevation



Partial Plan



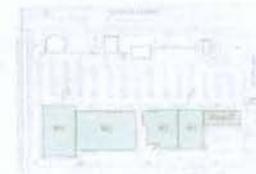
North Elevation



Partial Plan



North Elevation





North



East



South



West

PAD J



Floor Plan



North



East



South



West

SHOP K



Floor Plan



## MAJOR TENANT SIGNAGE (Tenant with a lease space of 20,000 Sq. Ft. and more) OTHER THAN MAJOR 3 AND MAJOR 4

**MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.

**QUANTITY:** One (1) primary sign allowed per elevation.

**COPY:** Tenant name/ logo. Secondary Signage.

**\*SIGN AREA:** **\*The major tenant wall signage for Major 1 shall not exceed a maximum sign area of 174 sq. ft. or one and a half (1.5) sq. feet per lineal foot of leasehold frontage, whichever is less. The major tenant wall signage for Major 2 shall not exceed a maximum sign area of 200 sq. ft. or one and a half (1.5) square feet per lineal foot of leasehold frontage, whichever is less.**

This maximum square footage shall include any secondary signage. Secondary wall signage not to exceed (50) fifty square feet. Letters with descenders or ascenders are not included in calculated sign area. Channel letter signs qualify for a fifteen (15) percent bonus in allowable sign.

**SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.

**TYPEFACE:** Custom tenant logotype/ name with Owner approval.

**COLORS:** Custom colors logotype/ or colors with Owner approval.



\*TYPICAL MAJOR 1 WALL SIGN AREA

## MAJOR TENANT 3 SIGNAGE / DICK'S SPORTING GOODS

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** One (1) primary sign allowed per elevation.
- COPY:** Tenant name/ logo. Secondary Signage.
- TYPEFACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.
- \*SIGN AREA:** The major tenant wall signage for Major 3 shall not exceed a maximum sign area of 230 sq. ft.



## MAJOR TENANT 4 SIGNAGE / NORDSTROM RACK

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** One (1) primary sign allowed per elevation.
- COPY:** Tenant name/ logo. Secondary Signage.
- TYPEFACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.
- \*SIGN AREA:** The major tenant wall signage for Major 4 shall not exceed a maximum sign area of 230 sq. ft.



## PAD TENANTS (Single Occupant in Freestanding Building)

**MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.

**QUANTITY:** One (1) primary sign allowed per elevation.

**COPY:** Tenant name/ logo. Secondary Signage.

**\*SIGNAREA:** Aggregate sign area shall not to exceed one and a half (1.5) square feet per lineal foot of the main building. This maximum square footage shall include any secondary signage. Secondary wall signage not to exceed (50) fifty square feet. Letters with descenders or ascenders are not included in calculated sign area. Channel letter signs qualify for a fifteen (15) percent bonus in allowable sign. Only one side of the building facing the street or parking area is to be used to determine maximum sign area.

- The pad tenant wall signage for Pad G shall not exceed a maximum sign area of 94 sq. ft., Pad J shall not exceed 115 sq. ft., maximum sign area for Pad K shall not exceed 135 sq. ft., and Pad L shall not exceed a maximum sign area of 130 sq. ft., or one and a half (1.5) square feet of lineal foot of leasehold frontage, whichever is less.

**SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.

**TYPEFACE:** Custom tenant logotype/ name with Owner approval.

**COLORS:** Custom colors logotype/ or colors with Owner approval.



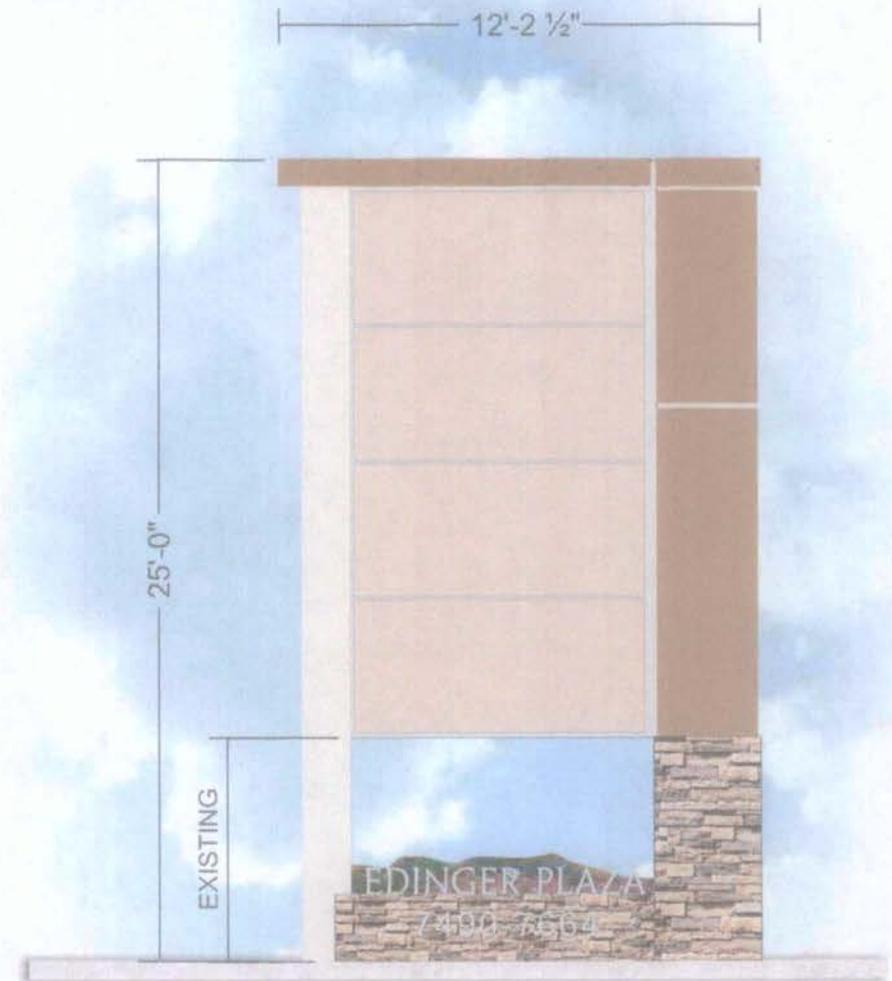
## SHOP TENANTS (Occupant Under 5,000 sq ft in Multi-Tenant Building)

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- QUANTITY:** One (1) primary sign allowed per elevation.
- COPY:** Tenant name/ logo. Secondary Signage.
- SIGNAREA:** Not to exceed one and a half (1.5) square feet per lineal foot of leasehold frontage (50 s.f. max.). This maximum square footage shall include any secondary signage. Secondary wall signage not to exceed (50) fifty square feet. Letters with descenders or ascenders are not included in calculated sign area.
- SIGN LENGTH:** The sum of the lengths of all signs on any given elevation is not to exceed seventy (70) percent of the leasehold frontage of that elevation.
- TYPEFACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.



## PYLON SIGNS

- MATERIALS:** Metal panel with routed letters and push thru acrylic copies. Panel color shall be as designated and illustrated here.
- QUANTITY:** One (1) primary sign allowed per elevation.
- COPY:** Tenant name/ logo. Secondary Signage.
- SIGNAREA:** Any portion of the sign letters/logo shall not extend past the line illustrated here.
- TYPEFACE:** Custom tenant logotype/ name with Owner approval.
- COLORS:** Custom colors logotype/ or colors with Owner approval.
- NOTE:** Background panels shall have an opaque background with internal illumination for items of information only. The pylon sign panels may incorporate the trademark colors of individual tenants while maintaining one uniform background color.
- NOTE:** Per Beach and Edinger corridors specific plaza development standards section 2.9 -Signage regulations, pole mounted signs & tower signs shall be limited to a maximum height of 20'-0"



**NOTE:**  
This is a remodel in place of the Existing Pylon Sign.

## MONUMENT SIGNS

**MATERIALS:** Metal panel with routed letters and push thru acrylic copies.  
Panel color shall be as designated and illustrated here.

**COPY:** Tenant name/ logo.

**TYPEFACE:** Any portion of the sign letters/logo shall not extend past the line illustrated here.

**COLORS:** Custom tenant logotype/ name with Owner approval.  
Custom colors logotype/ or colors with Owner approval.

**NOTE:**

The Monument Signs are Remodels in place of the Existing Monument Signs. The individual Panel Sizes will remain the same, not to exceed the Existing Sizes.

