

City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

DEPARTMENT OF PLANNING AND BUILDING

www.huntingtonbeachca.gov

Planning Division

714.536.5271

Building Division

714.536.5241

NOTICE OF ACTION

August 13, 2013

Larry Tidball
Stantec Architecture Inc.
38 Technology Drive #100
Irvine, CA 92618

APPLICATION:

SIGN CODE EXCEPTION NO. 13-008/PLANNED SIGN PROGRAM NO. 13-005 (CHRYSLER, DODGE, JEEP, RAM AUTO DEALERSHIP SIGNS)

APPLICANT:

Larry Tidball, Stantec Architecture Inc.

PROPERTY OWNER:

Chrysler Group Realty Co. LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326

REQUEST:

SCE: To permit (a) eight (8) wall signs in lieu of the maximum allowed of one (1) wall sign under the Beach and Edinger Corridors Specific Plan; (b) 299 sq. ft. of wall signs in lieu of the maximum allowed of 230 sq. ft. for the entire site; (c) one (1) directional sign at 5 sq. ft. in lieu of the maximum allowed of 2 sq. ft.; (d) a freestanding sign at the height of 35 ft. in lieu of the maximum allowed of 25 ft.; (e) a freestanding sign at 162 sq. ft. in area in lieu of the maximum allowed of 125 sq. ft.; and (f) a freestanding sign with the thickness of 2 ft. 4 in. in lieu of the maximum allowed of 12 in. **PSP:** To review the design, colors, and materials for a proposed planned sign program for an existing auto dealership.

LOCATION:

16555 Beach Boulevard, 92647 (northwest corner of Beach Boulevard and Chrysler Drive)

DATE OF ACTION:

August 13, 2013

The Design Review Board of the City of Huntington Beach took action on your application on **August 8, 2013**, and your application was recommended for **approval** to the Director of Planning and Building. On **August 13, 2013**, the Director of Planning and Building approved your application **with modifications**. Attached to this letter are the findings and conditions of approval 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 **Friday, August 23, 2013**.

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.

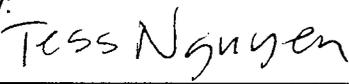
Excepting those actions commenced pursuant to the California Environmental Quality Act, you are hereby notified that you have 90 days to protest the imposition of the fees described in this Notice of Action. If you fail to file a written protest regarding any of the fees contained in this Notice, you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

If you have any questions, please contact Tess Nguyen, Associate Planner at (714) 374-1744 or via email at TNguyen@surfcity-hb.org or the Planning and Building Department Zoning Counter at (714) 536-5271.

Sincerely,

Scott Hess
Director of Planning and Building

by:



Tess Nguyen
Associate Planner

SH:TN

Attachment: Findings and Conditions of Approval – SCE No. 13-008 & PSP No. 13-005

c: Honorable Mayor and City Council
Chair and Planning Commission
Fred A. Wilson, City Manager
Scott Hess, Director of Planning and Building
Jane James, Planning Manager

William H. Reardon, Division Chief/Fire Marshall
Debbie DeBow, Principal Civil Engineer
Mark Carnahan, Inspection Manager
Chrysler Group Realty Co. LLC, Property Owner
Project File

ATTACHMENT NO. 1

FINDINGS AND CONDITIONS OF APPROVAL

SIGN CODE EXCEPTION NO. 13-008

FINDINGS FOR APPROVAL - SIGN CODE EXCEPTION NO. 13-008:

1. Sign Code Exception No. 13-008 to permit (a) eight (8) wall signs in lieu of the maximum allowed of three (3) wall signs under the Beach and Edinger Corridors Specific Plan; (b) 299 sq. ft. of wall sign area total in lieu of the maximum allowed of 230 sq. ft. for the entire site; (c) one (1) directional sign at 5 sq. ft. in lieu of the maximum allowed of 2 sq. ft.; (d) a freestanding sign at the height of 35 ft. in lieu of the maximum allowed of 25 ft.; (e) a freestanding sign at 162 sq. ft. in area total in lieu of the maximum allowed of 125 sq. ft.; and (f) a freestanding sign with the thickness of 2 ft. 4 in. in lieu of the maximum allowed of 12 in. is compatible with the character of the area and is needed due to special circumstances defined by the applicant and applicable to the property as follows: The subject site is an approximately 4.8 acre site comprised of four auto dealerships (Chrysler, Dodge, Jeep, Ram). Because of the size of the site, the signs are necessary to identify the different auto dealerships and provide directional assistance for visitors to the site. The size, number, and location of freestanding and wall signs are designed to promote a quality visual environment by allowing only signs that are compatible with their surroundings and which effectively communicate their message. The signs effectively direct all visitors to their destinations in an efficient manner on a large site with multiple buildings. The proposed signs are proportionate to the buildings in which they are placed and the freestanding signs are properly located on the site and have been found to be compatible with the size of the site. In addition, the signs granted by the sign code exception will not impact the health, safety, and welfare of the surrounding community.
2. The proposed freestanding and wall signs will not adversely affect other signs in the area. The proposed signs will not obscure views to other signs or businesses in the vicinity as the sign placement and allowances will be consistent with similar signage along Beach Boulevard. The signs will complement the City's image by enhancing the aesthetic quality of the Beach Boulevard corridor. The signs are appropriate for the area due to the general orientation, onsite location, and placement.
3. The proposed freestanding and wall signs will not be detrimental to properties located within the vicinity because they will incorporate building materials and design elements to improve compatibility with adjacent buildings. The signs will not include flashing or high intensity lighting with the potential to impact surrounding properties. In addition, the signs will be located a minimum of 200 ft. away from surrounding residences and oriented away from nearby residences.
4. The proposed freestanding and wall signs will not obstruct vehicular or pedestrian traffic visibility on Beach Boulevard and Chrysler Circle because the freestanding sign will not impair visibility at driveways and street intersections and the wall signs will be mounted against building walls. The signs will not be a hazardous distraction because the signs are similar to other signs in the surrounding area and will not incorporate any flashing or simulated movement features.

CONDITIONS OF APPROVAL - SIGN CODE EXCEPTION NO. 13-008/PLANNED SIGN PROGRAM NO. 13-005:

1. The site plan and elevations dated August 8, 2013, shall be the conceptually approved design with the following modifications:
 - a. An additional panel shall be added to the bottom of Pole Mounted Sign (P-1) for the site address.
2. A demolition permit to remove the existing Pole Mounted Sign (XP-2) shall be submitted prior to the issuance of a building permit for the first freestanding or wall sign. The existing Pole Mounted Sign (XP-2) shall be removed prior to final inspection of the first sign permit.
3. Prior to the installation of any new signs, a copy of the revised Planned Sign Program modified in accordance with Condition of Approval No. 1 shall be submitted to the Planning and Building Department for review and inclusion in the entitlement file.

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.



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

DESIGN REVIEW BOARD

Phone 536-5271
Fax 374-1540
374-1648

NOTICE OF ACTION

August 8, 2013

Larry Tidball
Stantec Architecture Inc.
38 Technology Drive #100
Irvine, CA 92618

APPLICATION: SIGN CODE EXCEPTION NO. 13-008/PLANNED SIGN PROGRAM NO. 13-005 (CHRYSLER, DODGE, JEEP, RAM AUTO DEALERSHIP SIGNS)

APPLICANT: Larry Tidball, Stantec Architecture Inc.

PROPERTY OWNER: Chrysler Group Realty Co. LLC, 1000 Chrysler Drive, Auburn Hills, MI 48326

REQUEST: **SCE:** To permit (a) eight (8) wall signs in lieu of the maximum allowed of one (1) wall sign under the Beach and Edinger Corridors Specific Plan; (b) 299 sq. ft. of wall signs in lieu of the maximum allowed of 230 sq. ft. for the entire site; (c) one (1) directional sign at 5 sq. ft. in lieu of the maximum allowed of 2 sq. ft.; (d) a freestanding sign at the height of 35 ft. in lieu of the maximum allowed of 25 ft.; (e) a freestanding sign at 162 sq. ft. in area in lieu of the maximum allowed of 125 sq. ft.; and (f) a freestanding sign with the thickness of 2 ft. 4 in. in lieu of the maximum allowed of 12 in. **PSP:** To review the design, colors, and materials for a proposed planned sign program for an existing auto dealership.

LOCATION: 16555 Beach Boulevard, 92647 (northwest corner of Beach Boulevard and Chrysler Drive)

DATE OF ACTION: August 8, 2013

The Design Review Board of the City of Huntington Beach took action on your application on **August 8, 2013**, 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.

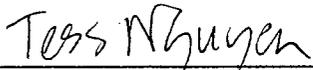
Please be advised that the Design Review Board reviews the conceptual plan as a basic request for entitlement and forwards a recommendation to the Planning and Building Department. The conceptual plan should not be construed as a precise plan, reflecting

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 Tess Nguyen, Associate Planner at (714) 374-1744 or via email at TNguyen@surfcity-hb.org or the Planning and Building Department Zoning Counter at (714) 536-5271.

Sincerely,



Tess Nguyen
Tess Nguyen, Secretary
Design Review Board

TN

Attachment: Recommended Findings and Conditions of Approval – SCE No. 13-008

c: Chrysler Group Realty Co. LLC, Property Owner
Jane James, Planning Manager
Project File

ATTACHMENT NO. 1

RECOMMENDED FINDINGS AND CONDITIONS OF APPROVAL

SIGN CODE EXCEPTION NO. 13-008

RECOMMENDED FINDINGS FOR APPROVAL - SIGN CODE EXCEPTION NO. 13-008:

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2. The proposed freestanding and wall signs will not adversely affect other signs in the area. The proposed signs will not obscure views to other signs or businesses in the vicinity as the sign placement and allowances will be consistent with similar signage along Beach Boulevard. The signs will complement the City's image by enhancing the aesthetic quality of the Beach Boulevard corridor. The signs are appropriate for the area due to the general orientation, onsite location, and placement.
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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.



HUNTINGTON BEACH CHRYSLER DODGE JEEP RAM

16555 BEACH BLVD., HUNTINGTON BEACH, CA

8/22/13 HB
 REVISED PLAN
 SET FOR FILE
 PER CONDITION
 NO. 1, 3
 (SUE 13-08/PSP 13-05).

PLANNED SIGN PROGRAM

July 27, 2013 rev. August 2, 2013

<p>PROPERTY OWNER: CHRYSLER GROUP REALTY COL, LLC 1000 CHRYSLER DR. AUBURN HILL, MI 48326 PH (248) 512-2068</p>	<p>SINGLE BUSINESS: HUNTINGTON BEACH CHRYSLER 16555 BEACH BLVD. HUNTINGTON BEACH, CA PH (714) 315-7725</p>	<p>SIGN FABRICATOR: PRINCIPLE USA INC. 2035 LAKESIDE CENTRE WAY STE. 250 KNOXVILLE, TN. 37922 PH (865) 692-4058</p>	<p>PREPARED BY: STANTEC ARCHITECTURE 38 TECHNOLOGY DRIVE STE. 100 IRVINE, CA. 92618 PH (949) 923-6903</p>
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Objective:

This sign program is established to assure that signage for this multiple brand auto dealership will present a balanced and appealing sign environment, harmonious with the architecture of the project while maintaining the ability to express the unique characteristics of the each brand of vehicles sold.

This program also allows flexibility for the dealership to make changes in the future when business changes may require signage changes.

The signage in this Planned Sign Program adheres to the objectives of the Huntington Beach Sign Code and the Beach and Edinger Corridors Specific Plan.

Modifications:

1. To allow multiple wall signs on one building. A total of 8 wall signs are to be permitted under this Sign Program.
2. To allow the area of walls signs to be increased by 30% (as allowed under 233.20.B) for automobile dealerships with multiple brands on the same lot.
3. To allow a ground mounted directional sign with 5 SF of sign area on an opaque background.
4. To allow a pole sign of 35' in height and 159 SF in area, with opaque sign backgrounds, and a back to back sign thickness of 2'-4"

Sign Placement:

- All ground mounted signs will be located outside of site visibility triangles located at intersections and driveways



Sign Fabrication:

- Wall signs are to be individual channel letters except for logos, or cabinet signs with opaque backgrounds. Signs to be fabricated from aluminum, with acrylic illuminated faces.
- Electrical connections shall all be hidden with remote transformers, concealed conduits and junction boxes. Exposed raceways shall not be permitted.
- All signs shall comply with the Huntington Beach Building Code and the California Electrical code. Sign fabrications to be UL approved.
- Sign installers are to be fully licensed with the State and City, and carry all State required insurance.
- All signs shall have its sign permit number, name of fabricator, and date of installation and voltage in a visible location.
- All signs are to be internally illuminated only, with LED illumination for all wall signs, and fluorescent illumination. All penetrations to have watertight seals.
- No wall signs are to project more than 12" from the wall face.
- Any future signs are to be consistent with these requirements and compatible with the existing building signage.
- All signs shall be maintained in proper working order, and in clean condition at all times.



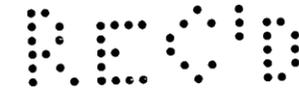
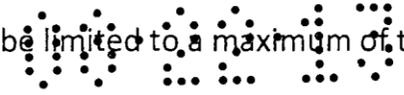
Vehicle Sales Advertising:

Vehicle sales along Beach Boulevard may display promotional activity signs, banners, pennants, and car-top signs complying with these standards without obtaining any additional permit:

- Eighteen inch (18") non-metallic helium balloons and large non-metallic inflatable may be displayed on weekends (Friday 9:00 AM through Sunday 12:00 Midnight), provided they do not project over public right of way.
- Flags, pennants, banners, and car-top signs may be displayed throughout the year.

A temporary sign permit shall be obtained prior to installing large displays or inflatables larger than 18" in diameter. The displays in inflatables shall be affixed to the ground of

roof of a building. The displays and inflatables shall be limited to a maximum of twelve (12) weekends per calendar year.



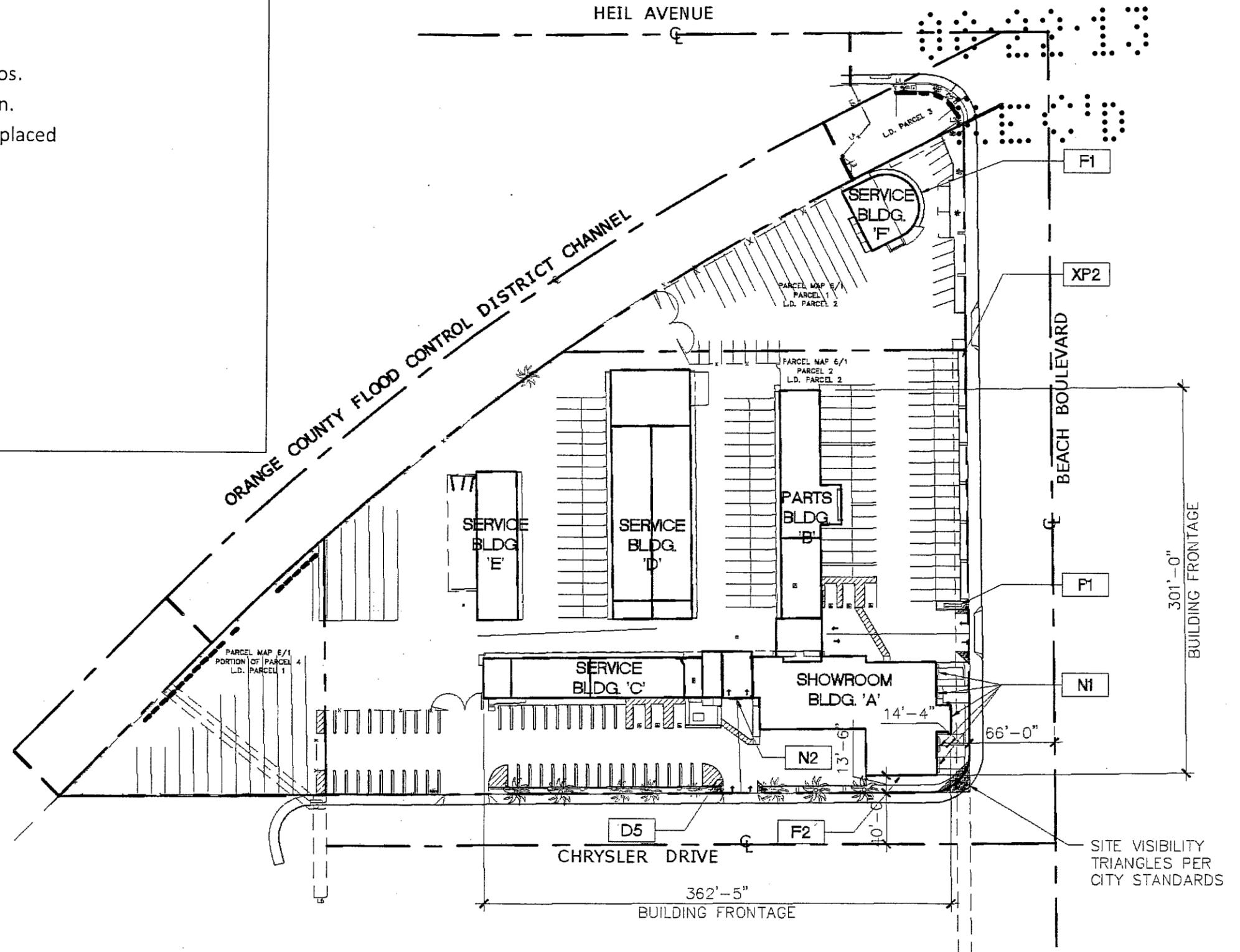
Prohibited Signs:

- Any sign not permitted by the City of Huntington Beach
- Signs constituting a traffic hazard. No person shall install or maintain a sign with simulates a traffic sign, or makes use of the words "STOP", "DANGER", "LOOK", or any other words, symbols, or phrases in such a manner as to interfere with, mislead, or confuse traffic.
- Temporary signs unless complying with section 233.18 of the Huntington Beach Sign Code or with the vehicle display signs as described above.



Sign Location Key Map

- P-1: Pole sign: opaque Face with illuminated logos.
Replace existing 40' tall sign at same location.
- XP-2: Existing pole sign to be removed and not replaced
(13' tall, 36 SF)
- N1A: "Chrysler" illuminated wall sign
- N1B: "Dodge" illuminated wall sign
- N1C: "Jeep" illuminated wall sign
- N1D: "Ram" illuminated wall sign
- N1E: "Huntington Beach" illuminated wall sign
- N2: "Mopar & Service" illuminated wall sign
- D5: "Directional sign" non illuminated
- F-1: Possible future wall sign location
- F-2: Possible future wall sign location



SITE PLAN

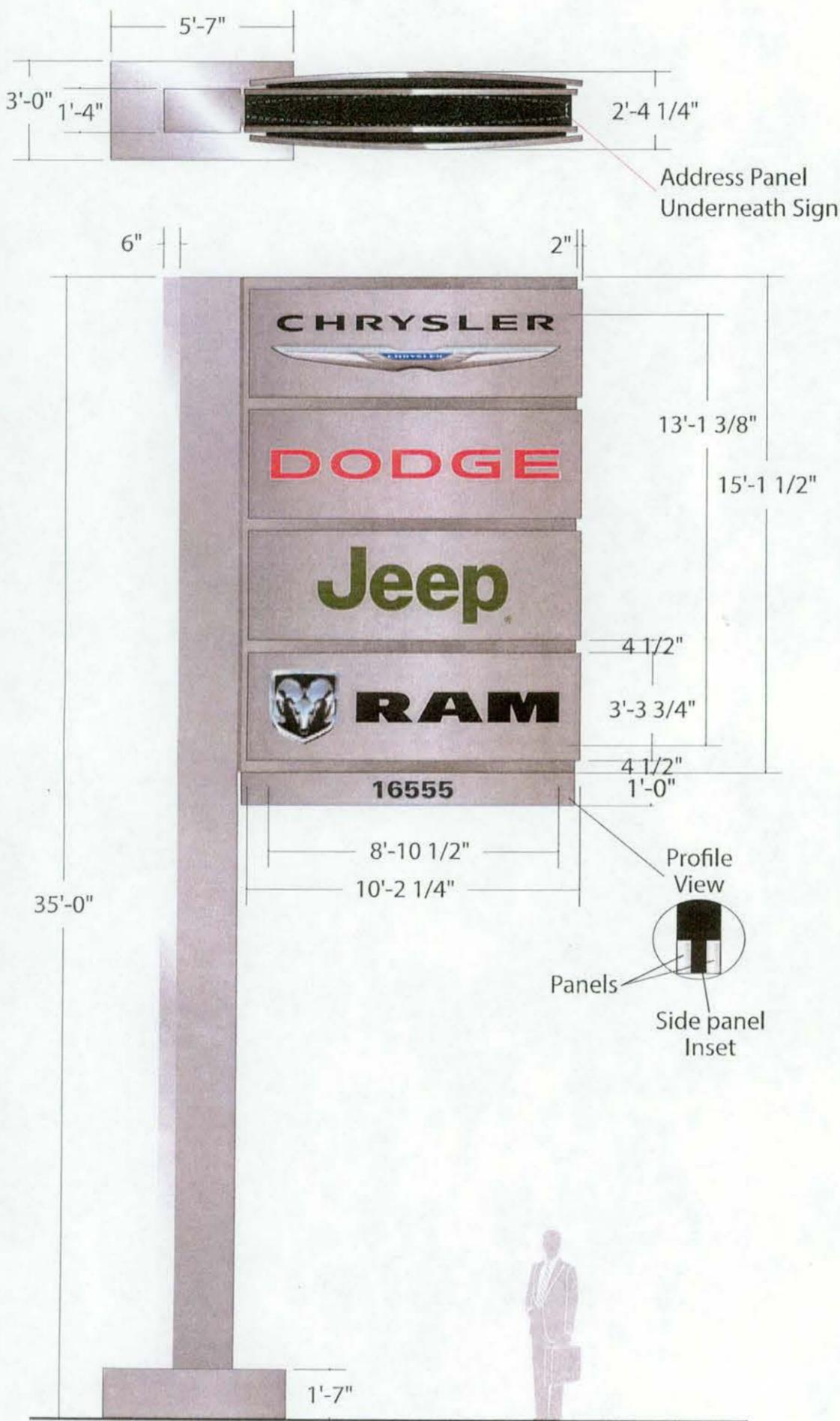


CHRYSLER

DODGE

Jeep

RAM



10'x 15' BRAND SIGN

Available in 110mph & 146mph wind load

SQUARE FOOTAGE

- 154.09 sq.ft.

MANUFACTURING DETAILS

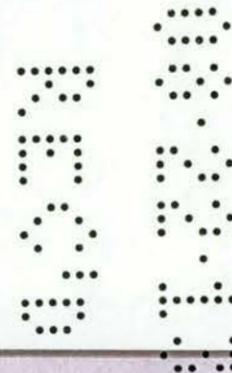
- PAINTED ALUMINUM EXTERIOR CONSTRUCTION WITH CHROME ACCENTS ON CLADDING
- CLEAR ACRYLIC LOGOS PUSHED THRU CABINET FACE w/ 1ST SURFACE DECORATION VINYL/COLOR DIGITAL PRINTING

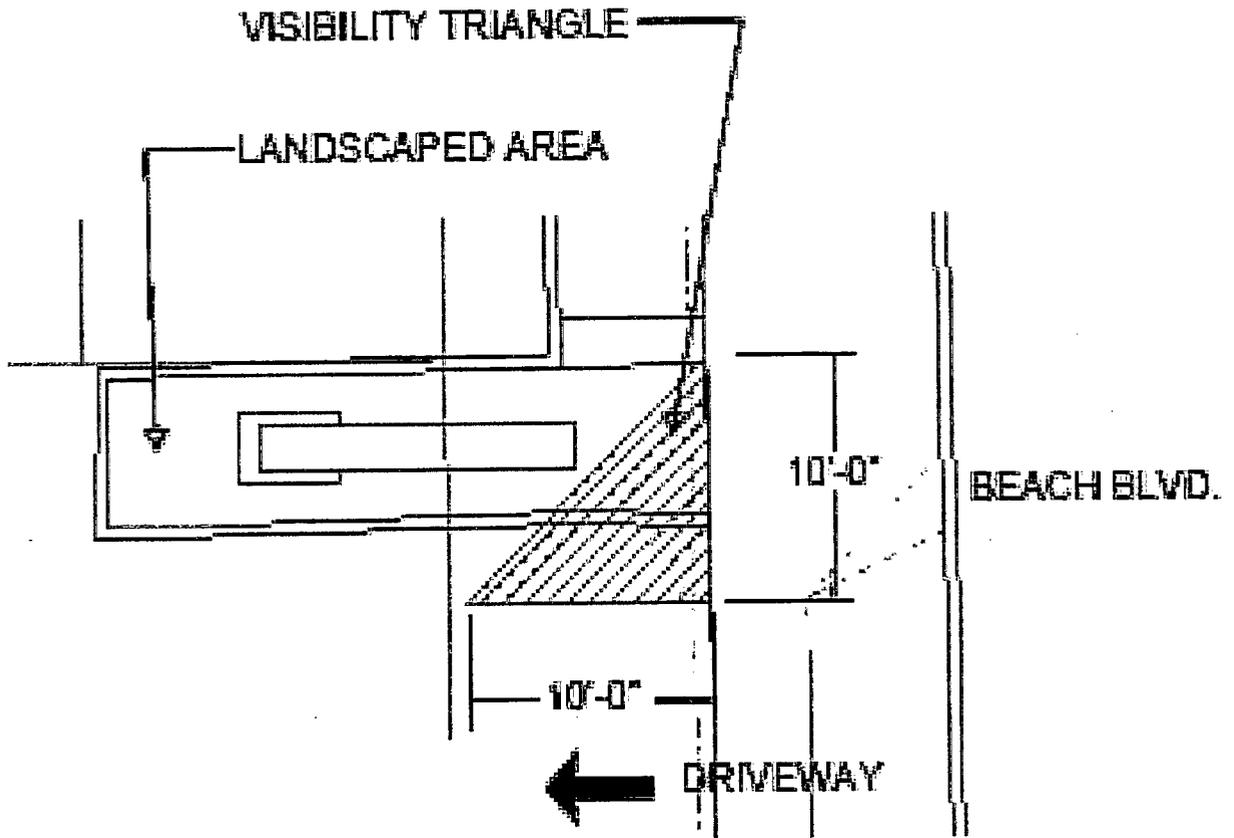
ELECTRICAL REQUIREMENTS

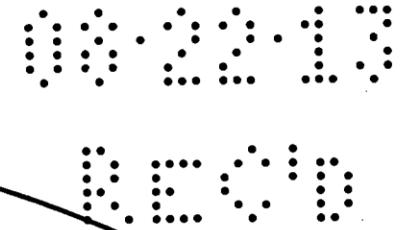
- FLUORESCENT INTERNAL ILLUMINATION (12) F120 / T12 / COOLWHITE / HIGH OUTPUT LAMPS
 - (3)TRANSCO BALLAST TRA-14-1040EP @ 2.6 amps EACH
 - LED EXTERNAL HALO ILLUMINATION (248) AGILIGHT WHITE TUFFRAYZ
 - (3) ADVANCE XITANIUM POWER SUPPLY LED-120A-0012V-50F @ 0.63amps EACH
- TOTAL LOAD: 9.69amps @ 120volts**
- (1) 20 AMP CIRCUIT REQUIRED

COLORS

- BLACK ■■■■ PROCESS BLACK
- BLUE ■■■■ PMS 287
- RED ■■■■ PMS 1797C
- GREEN ■■■■ PMS 371
- WHITE
- SILVER

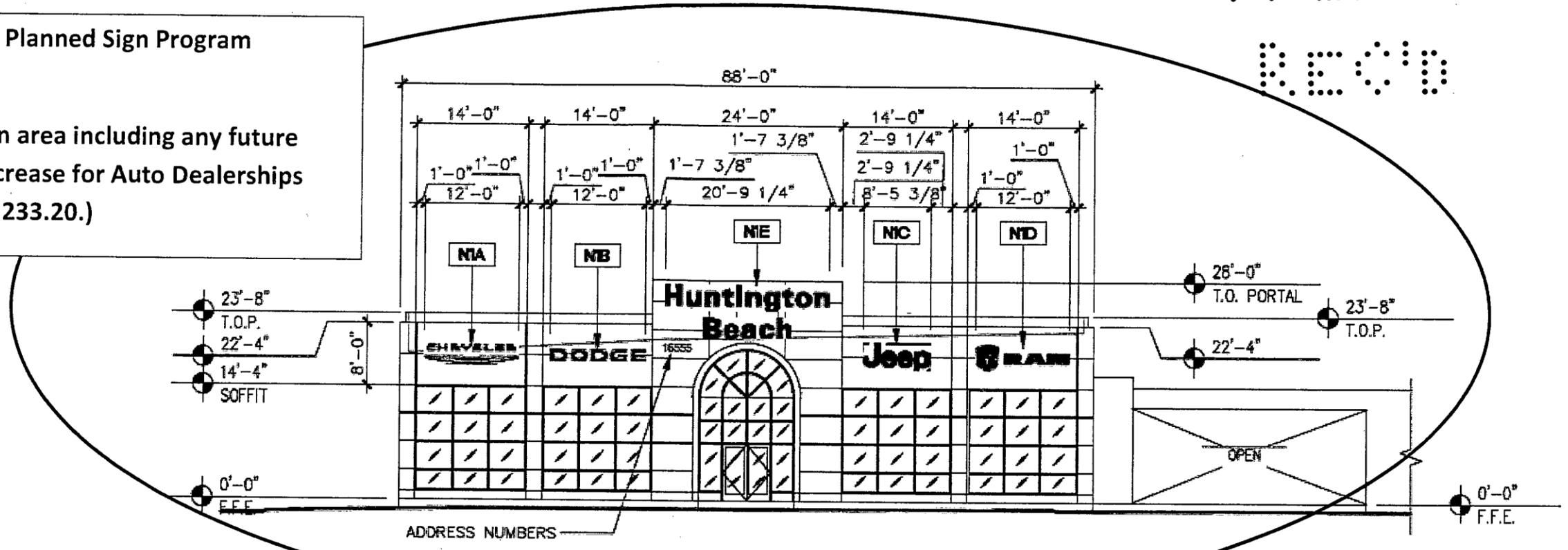




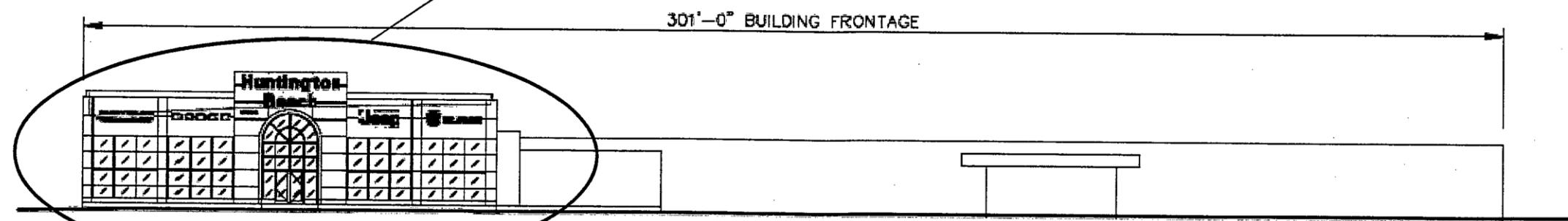


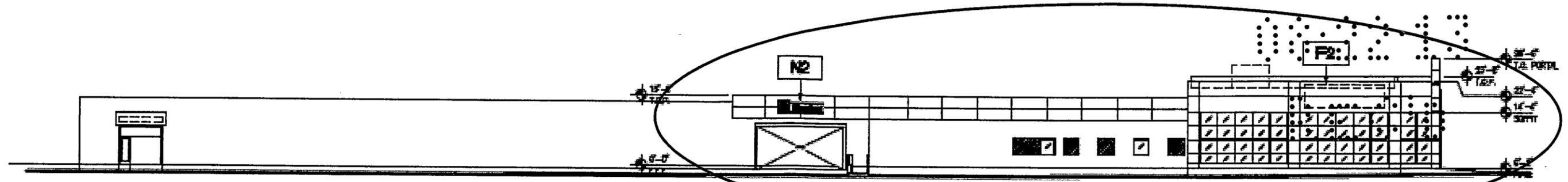
Wall Signs permitted under the Planned Sign Program

- Up to 8 wall signs
- Up to 299 SF of total wall sign area including any future wall signs based on a 30% increase for Auto Dealerships with multiple brands (HBMC 233.20.)



FACING BEACH BLVD.

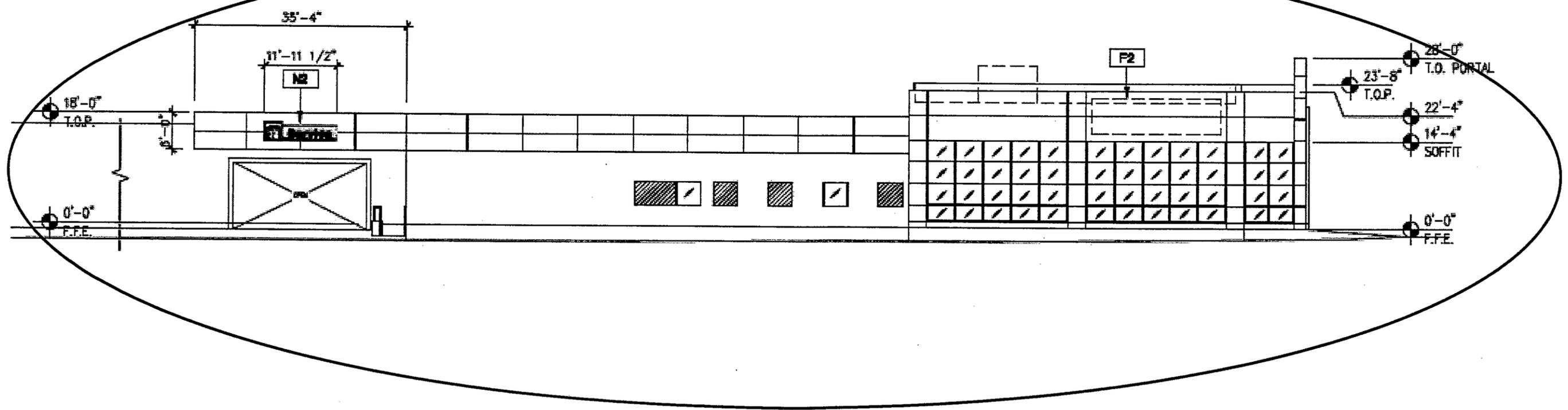




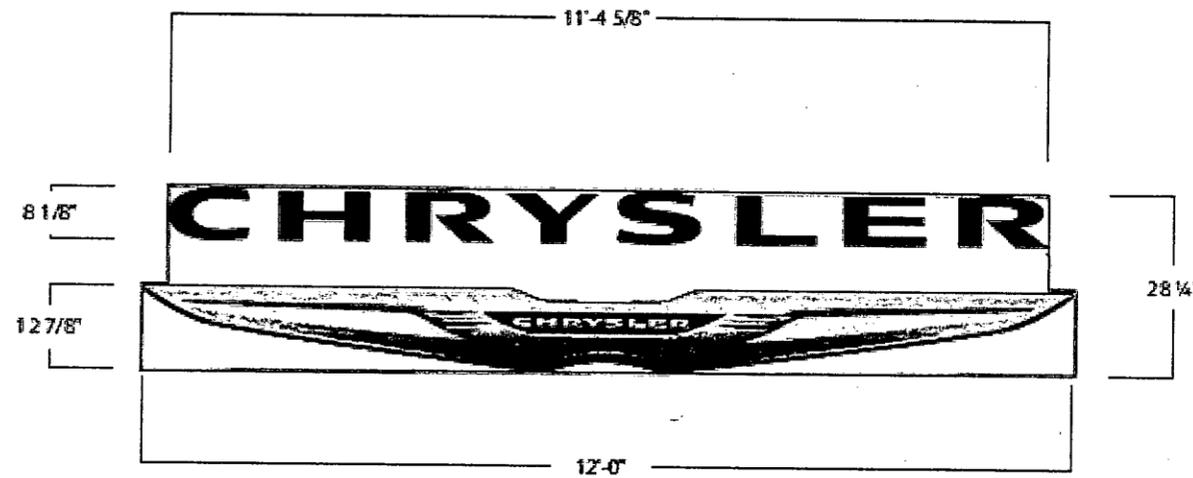
Wall Signs permitted under the Planned Sign Program

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FACING CHRYSLER DRIVE



**12 SERIES CHRYSLER
WALL BADGE**



TOTAL SIGN SF = 27.5 S.F.

12 SERIES CHRYSLER BADGE

Square Footage

□ 12.87 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- Formed .118 White Mustang w/ 1st surface digital print

Illumination

- LED Internal Illumination, Ventex VenBrite VL-W100
- (2) VLP100-120 LED Driver - 1.0 Amps TOTAL

Colors

- Black ■ Process Black
- Blue ■ PMS 287
- Silver

12 SERIES CHRYSLER LETTERS

Square Footage

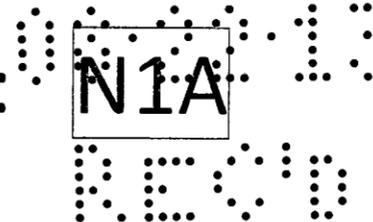
□ 7.71 ft²

Manufacturing Details

- 3" deep aluminum cabinets, black returns Channel Letters
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Colors

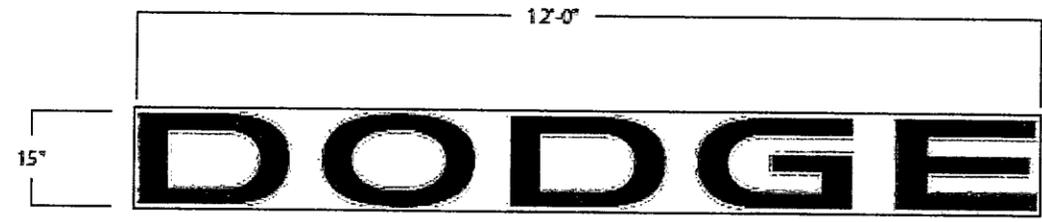
- Black ■ Process Black
- Silver

Wall Sign: 



**12 SERIES DODGE
WALL BADGE**

000013
Wall Sign: **N1B**



12 SERIES DODGE

Square Footage
□ 15.0 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns Channel Letters
- White acrylic faces w/ 1st surface red vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

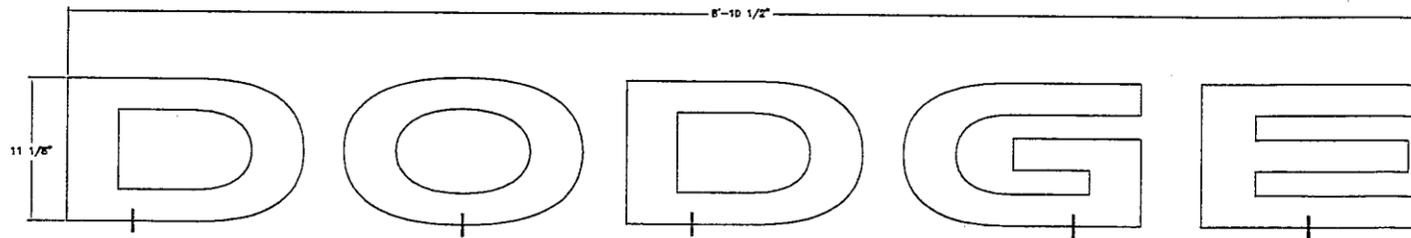
Colors

- Red  PMS 485
- White
- Silver

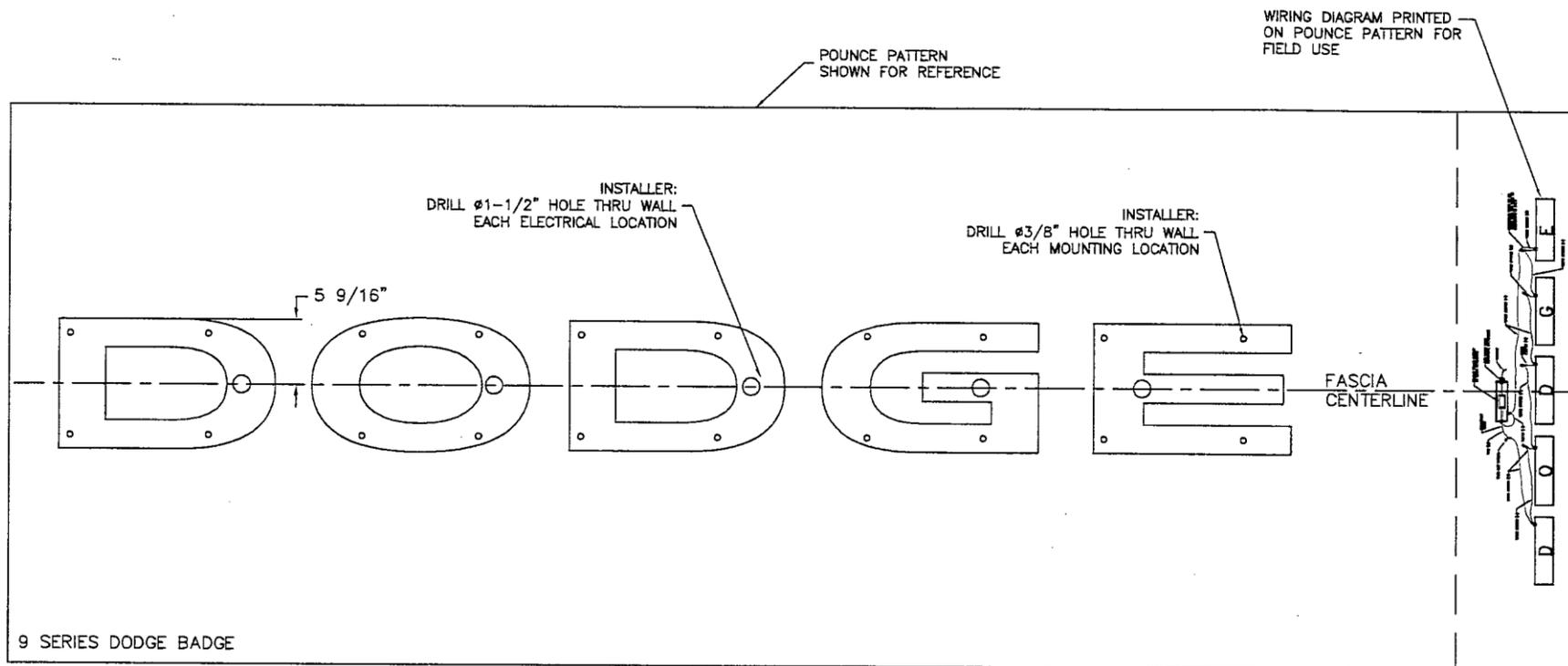


INSTALLATION DETAILS -

ELECTRICAL INFORMATION:
 CIRCUITS REQUIRED: (1) 20 AMP
 TOTAL CONNECTION LOAD: 0.5A - 120V
 ALL ELECTRICAL COMPONENTS TO BE UL LISTED
 GROUNDING PER UL AND NEC SPECIFICATIONS



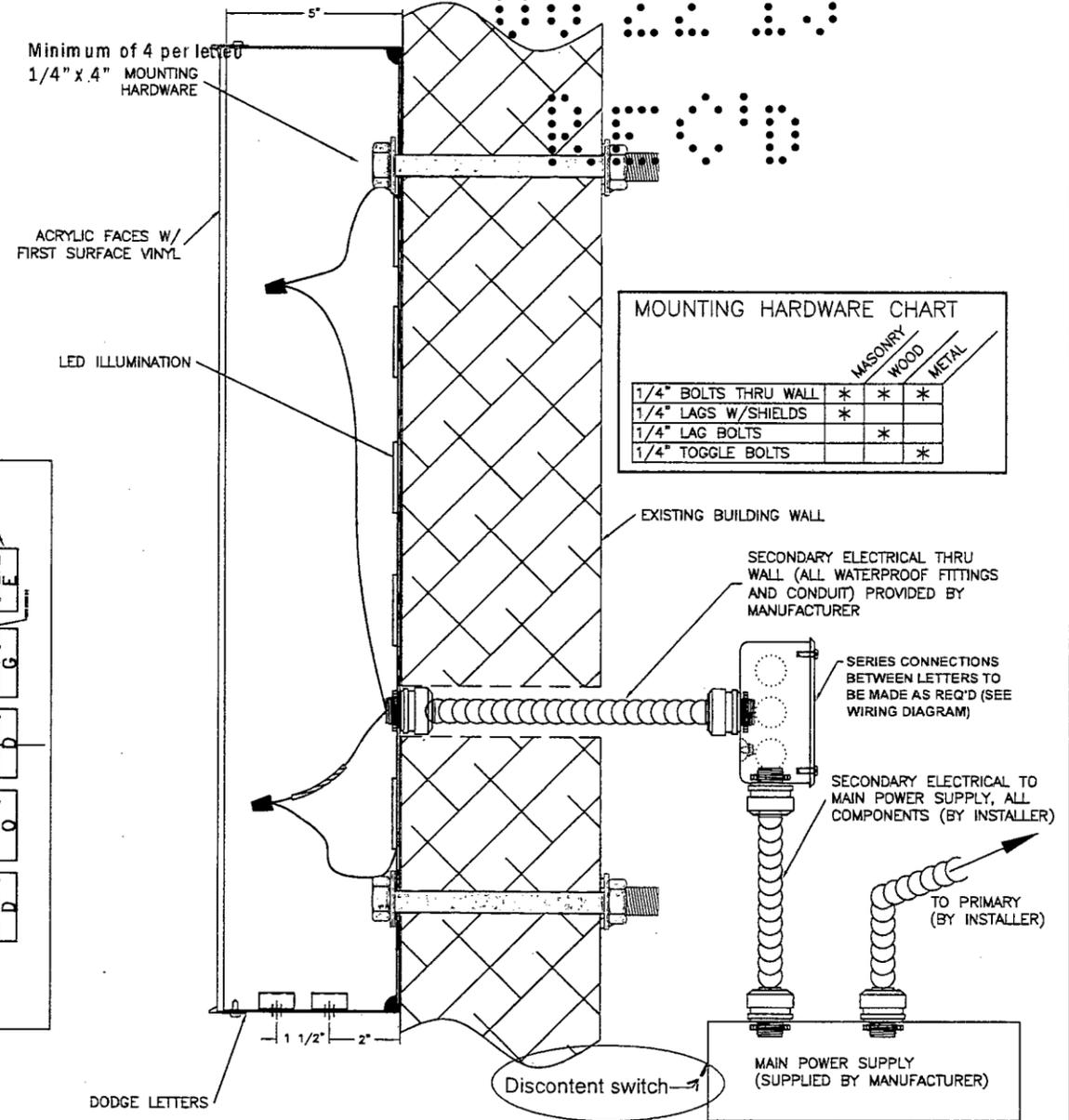
FRONT ELEVATION DETAIL



POUNCE PATTERN

INSTALLATION INSTRUCTIONS:

1. SECURE POUNCE PATTERN TO WALL. ELECTRICAL HOLES SHOULD LINE UP W/ FASCIA CENTERLINE.
2. DRILL HOLES PER PROVIDED POUNCE PATTERN.
3. MOUNT LETTERS TO WALL AS REQ'D BY SITE CONDITIONS (SEE CHART). INSTALL WOOD BLOCKING IF NECESSARY.
4. RUN ELECTRICAL PER LED MANUFACTURER AND TEST LIGHT SIGNS.
5. INSTALLATION TO MEET ALL NEC, UL, AND LOCAL CODE REQUIREMENTS.
6. CLEAN SITE OF ALL INSTALLATION DEBRIS.



TYPICAL MOUNTING DETAIL

MOUNTING HARDWARE CHART

	MASONRY	WOOD	METAL
1/4" BOLTS THRU WALL	*	*	*
1/4" LAGS W/SHIELDS	*	*	*
1/4" LAG BOLTS		*	*
1/4" TOGGLE BOLTS			*

DO NOT WIRE LEDs DIRECTLY TO 120V
LEDs MUST BE WIRED THRU MAIN POWER SUPPLY

principle



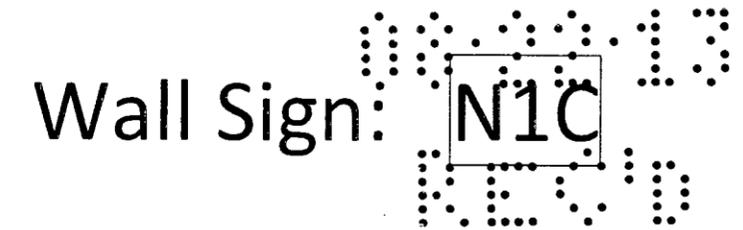
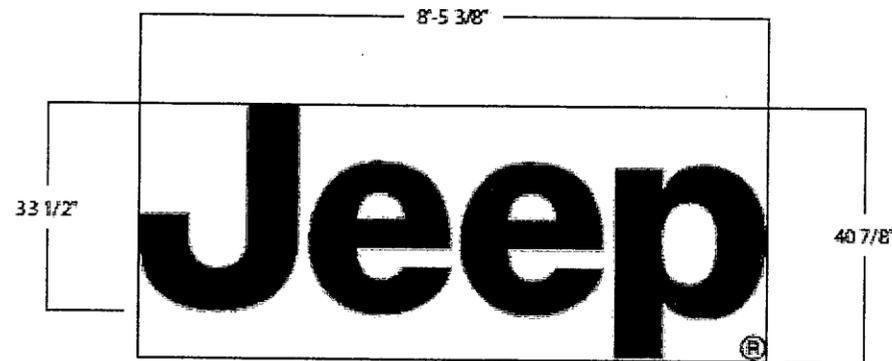
Principle USA Inc.
 2060 Lakeside Centre Way
 Knoxville, TN 37922
 Main: 865.692.4058
 Toll-free: 877.692.4058
 www.principleglobal.com

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Rev	Date	Initials	Description of change
F	1-25-11	KDM	WIRING DIAGRAM ADDED TO POUNCE PATTERN AND NEW INSTALL SHEET
D	6-30-10	KDM	LED WIRING UPDATE

principle Latest Revision: H
 Drawing by: WJS Date: 2-27-10
 Description: INSTALL - (9 SERIES) DODGE BADGE
 Customer: CHRYSLER
 Sht 1 of 2 Drawing: C090903

**12 SERIES JEEP
WALL BADGE**



12 SERIES JEEP

Square Footage
□ 28.73 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns Channel Letters
- White acrylic faces w/ 1st surface green vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

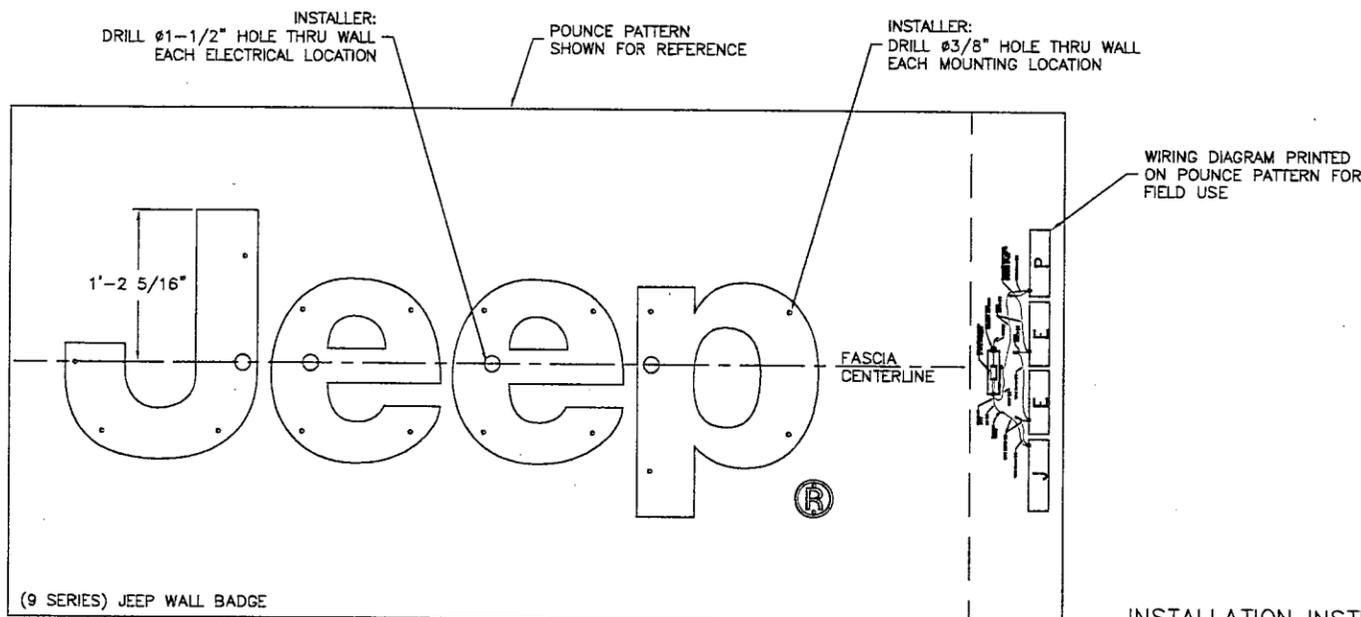
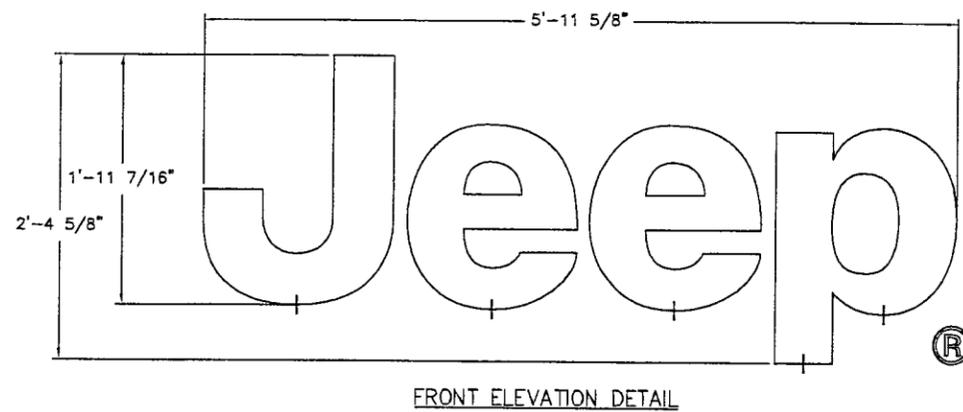
Colors

- Green  PMS 371
- White
- Silver



INSTALLATION DETAILS -

ELECTRICAL INFORMATION:
 CIRCUITS REQUIRED: (1) 20 AMP
 TOTAL CONNECTION LOAD: 0.5A - 120V
 ALL ELECTRICAL COMPONENTS TO BE UL LISTED
 GROUNDING PER UL AND NEC SPECIFICATIONS



- INSTALLATION INSTRUCTIONS:**
1. SECURE POUNCE PATTERN TO WALL. ELECTRICAL HOLES SHOULD LINE UP W/ FASCIA CENTERLINE.
 2. DRILL HOLES PER PROVIDED POUNCE PATTERN.
 3. MOUNT LETTERS TO WALL AS REQ'D BY SITE CONDITIONS (SEE CHART). INSTALL WOOD BLOCKING IF NECESSARY.
 4. RUN ELECTRICAL PER LED MANUFACTURER AND TEST LIGHT SIGNS.
 5. INSTALLATION TO MEET ALL NEC, UL, AND LOCAL CODE REQUIREMENTS.
 6. CLEAN SITE OF ALL INSTALLATION DEBRIS.

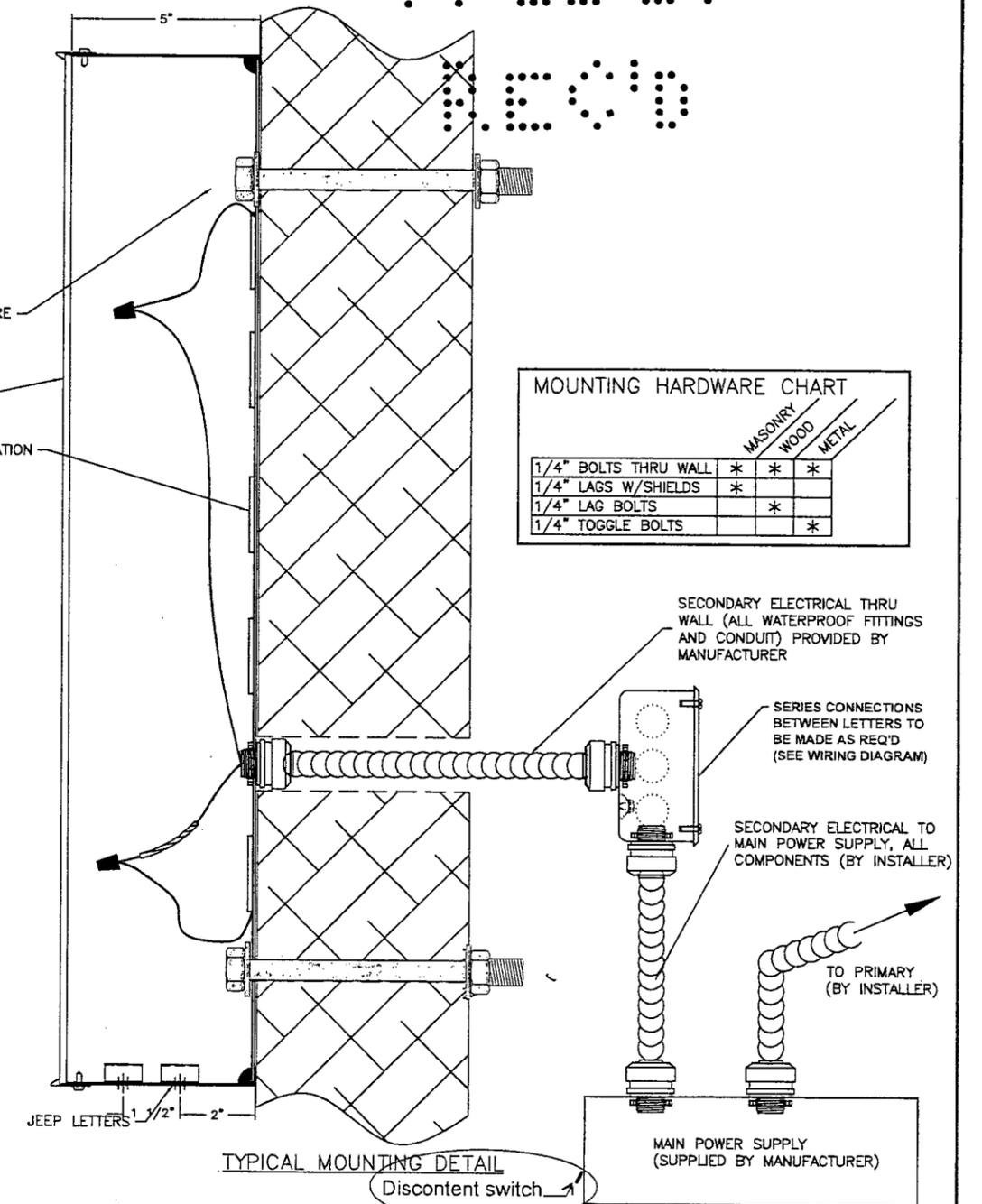
Minimum of 4 per letter
 1/4" x 4" MOUNTING HARDWARE

ACRYLIC FACES W/
 FIRST SURFACE VINYL

LED ILLUMINATION

MOUNTING HARDWARE CHART

	MASONRY	WOOD	METAL
1/4" BOLTS THRU WALL	*	*	*
1/4" LAGS W/SHIELDS	*		
1/4" LAG BOLTS		*	
1/4" TOGGLE BOLTS			*



DO NOT WIRE LEDs DIRECTLY TO 120V
LEDs MUST BE WIRED THRU MAIN POWER SUPPLY



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Rev	Date	Initials	Description of change
F	1-25-11	KDM	WIRING DIAGRAM ADDED TO POUNCE PATTERN AND NEW INSTALL SHEET
D	6-30-10	KDM	LED WIRING UPDATE

principle Latest Revision: **H**

Drawing by: WJS Date: 2-27-10

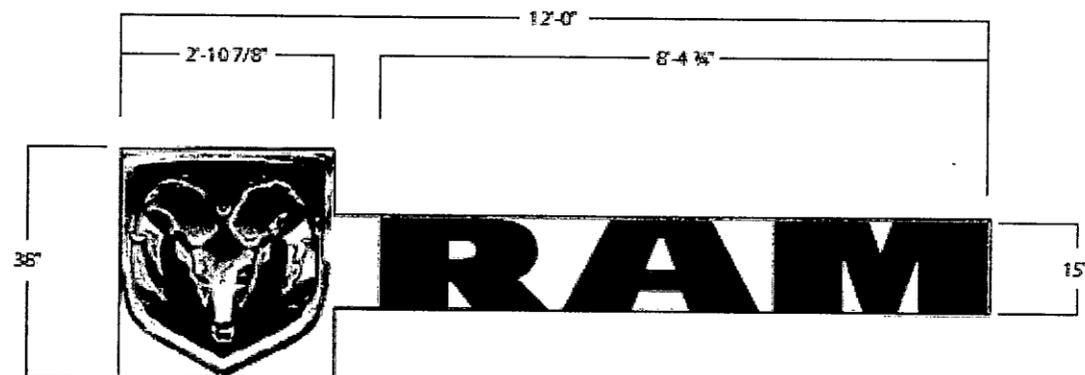
Description: INSTALL - (9 SERIES) JEEP BADGE

Customer: CHRYSLER

Sht 1 of 2 Drawing: C090890

**12 SERIES RAM
WALL BADGE**

Wall Sign: **N1D**
 2000



TOTAL SIGN S.F. = 20.57 S.F.

12 SERIES RAM BADGE

Square Footage

□ 10 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns
- Formed prismatic acrylic face w/ 1st surface mirror finish & 2nd surface vinyl details

Illumination

- LED Internal Illumination, Ventex VenBrite VL-W100
- (2) VLP100-120 LED Driver-0.50 Amps

Colors

Black ■ Process Black
 Silver

12 SERIES RAM LETTERS

Square Footage

□ 10.5 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns Channel Letters
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (2) VLP100-120 LED Driver-0.50 Amps

Colors

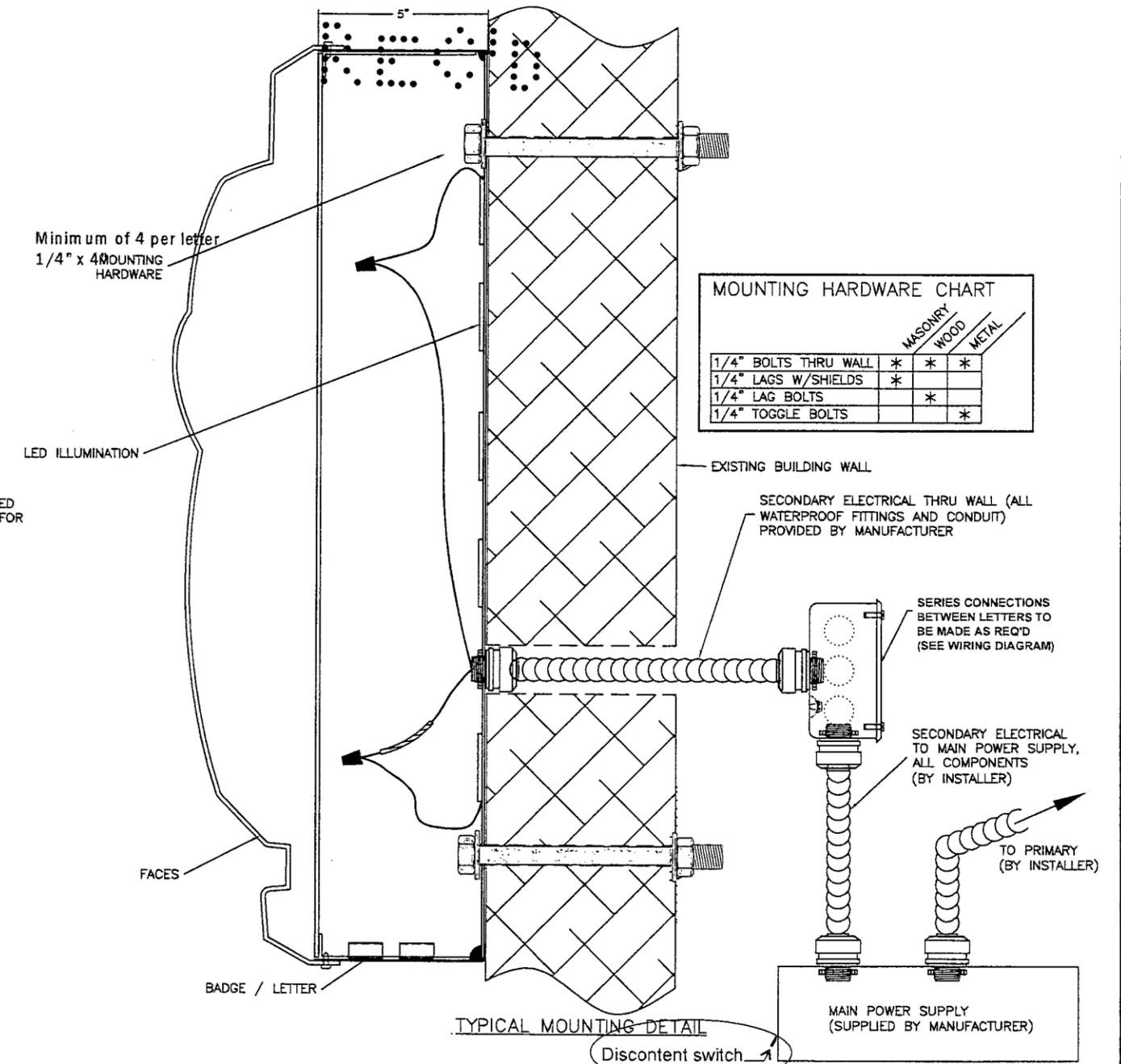
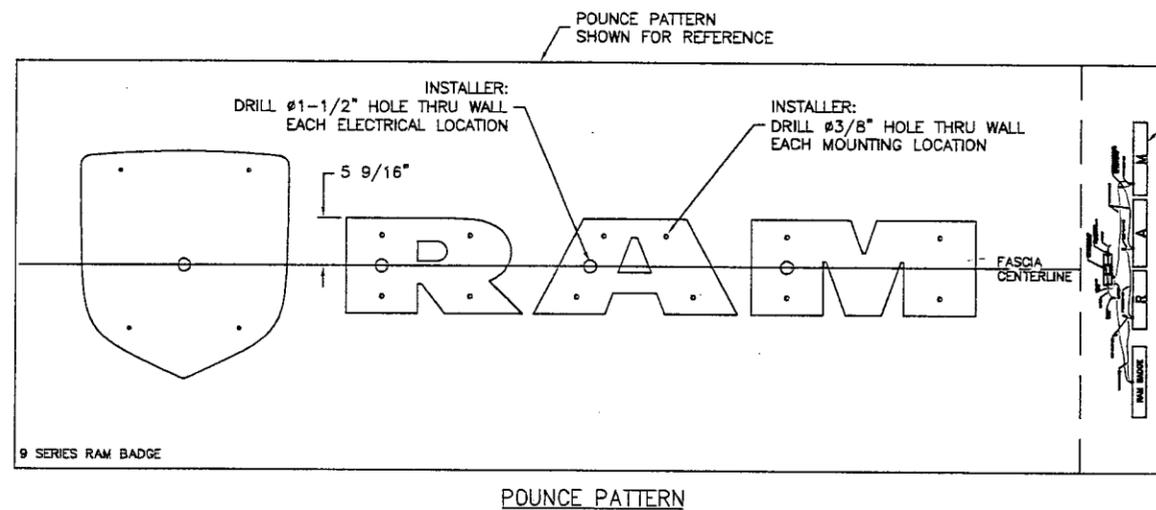
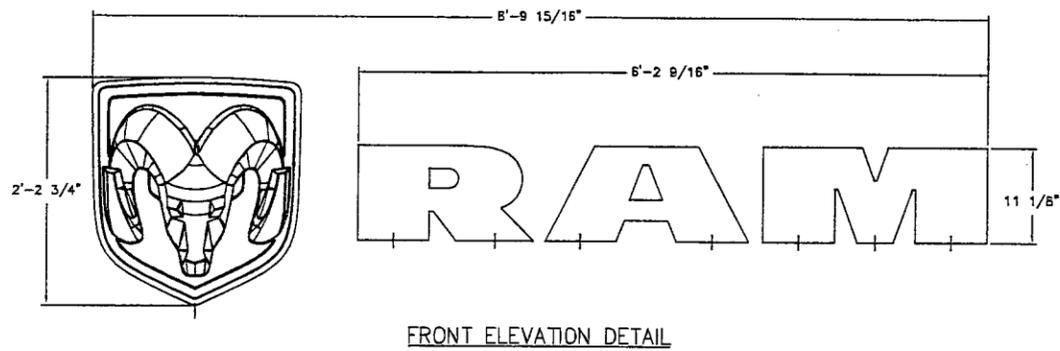
Black ■ Process Black
 Silver



INSTALLATION DETAILS -

ELECTRICAL INFORMATION:

CIRCUITS REQUIRED: (1) 20 AMP
 TOTAL CONNECTION LOAD: 0.5A - 120V
 ALL ELECTRICAL COMPONENTS TO BE UL LISTED
 GROUNDING PER UL AND NEC SPECIFICATIONS



MOUNTING HARDWARE CHART

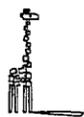
	MASONRY	WOOD	METAL
1/4" BOLTS THRU WALL	*	*	*
1/4" LAGS W/SHIELDS	*		
1/4" LAG BOLTS		*	
1/4" TOGGLE BOLTS			*

INSTALLATION INSTRUCTIONS:

1. SECURE POUNCE PATTERN TO WALL. ELECTRICAL HOLES SHOULD LINE UP W/ FASCIA CENTERLINE.
2. DRILL HOLES PER PROVIDED POUNCE PATTERN.
3. MOUNT LETTERS TO WALL AS REQ'D BY SITE CONDITIONS (SEE CHART). INSTALL WOOD BLOCKING IF NECESSARY.
4. RUN ELECTRICAL PER LED MANUFACTURER AND TEST LIGHT SIGNS.
5. INSTALLATION TO MEET ALL NEC, UL, AND LOCAL CODE REQUIREMENTS.
6. CLEAN SITE OF ALL INSTALLATION DEBRIS.

DO NOT WIRE LEDs DIRECTLY TO 120V
LEDs MUST BE WIRED THRU MAIN POWER SUPPLY

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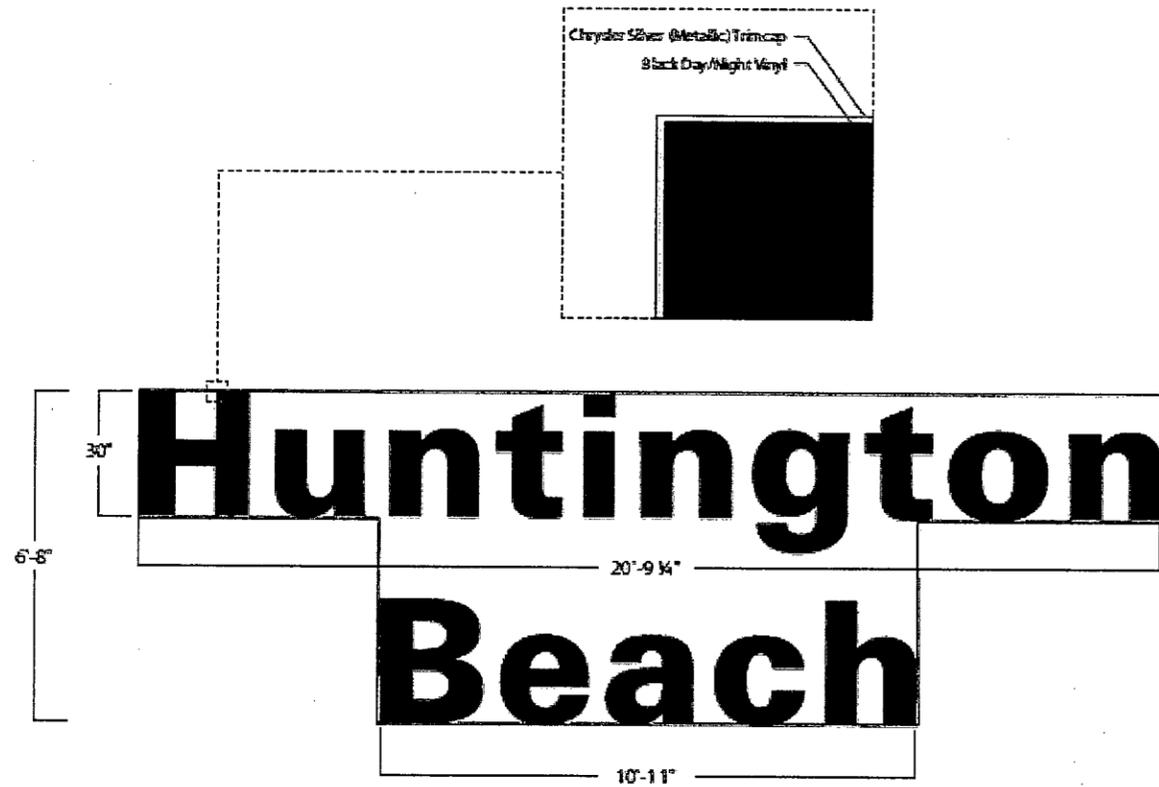
principle	Latest Revision: 1
Drawing by: JHP	Date: 3-22-10
Description: INSTALL - (9' SERIES) RAM BADGE	
Customer: CHRYSLER	
Sht 1 of 2 Drawing: C090906	

**30" DEALER NAME
LETTERS**



Wall Sign:

N1E



30" LETTERSET

Square Footage

■ 97.4 S.F.

Usage

- Chrysler and Jeep Only Dealerships
- Any combination of Chrysler, Dodge, Jeep and Ram

Description

- Construction: Channel Letters w/ Plex. Face
- Color: Black

Electrical

- LED Illumination



INSTALLATION DETAILS - DEALER NAME LETTERS

INSTALLATION INSTRUCTIONS:

1. USE LETTER/WORD SPACING CHART TO DETERMINE DEALER NAME LAYOUT.
2. DRILL HOLES TO MATCH UP WITH MOUNTING AND ELECTRICAL POSITIONS ON BACK.
3. MOUNT LETTERS TO WALL AS REQ'D BY SITE CONDITIONS (SEE MOUNTING HARDWARE CHART). INSTALL WOOD BLOCKING IF NECESSARY.
4. RUN ELECTRICAL PER LED MANUFACTURER AND TEST LIGHT SIGNS.
5. INSTALLATION TO MEET ALL NEC, UL, AND LOCAL CODE REQUIREMENTS.
6. CLEAN SITE OF ALL INSTALLATION DEBRIS.
7. SEE WIRING REFERENCE SHEET (SUPPLIED BY LETTER MANUFACTURER) TO PROPERLY MATCH UP LETTERS AND POWER SUPPLIES.

LETTER / WORD SPACING

PRODUCT	DIMENSION A	DIMENSION B	DIMENSION C
36" DEALERNAME	36"	5.50"	22.40"
30" DEALERNAME	30"	4.80"	18.50"
24" DEALERNAME	24"	4.00"	15.00"
18" DEALERNAME	18"	2.75"	11.20"

EXAMPLE LAYOUT

Dealer Name

EXAMPLE LAYOUT

INSTALL LETTERS WITH A RADIUS AT TOP OR BOTTOM USING THE MID-POINT (*) OF OVERALL LETTER HEIGHT. TOP OR BOTTOM ELEVATIONS OF RADIUS LETTERS WILL NOT ALIGN W/ELEVATIONS OF SQUARE LETTERS.

TOP ELEVATION OF CAPITAL LETTERS

BOTTOM ELEVATION OF ALL LETTERS

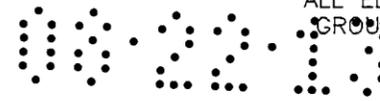
Dealer

TOP ELEVATION OF LOWERCASE LETTERS

MID-POINT (*) ELEVATION OF RADIUS LETTERS

LETTER ELEVATION EXAMPLE

ELECTRICAL INFORMATION:
ALL ELECTRICAL COMPONENTS TO BE UL LISTED
GROUNDING PER UL AND NEC SPECIFICATIONS



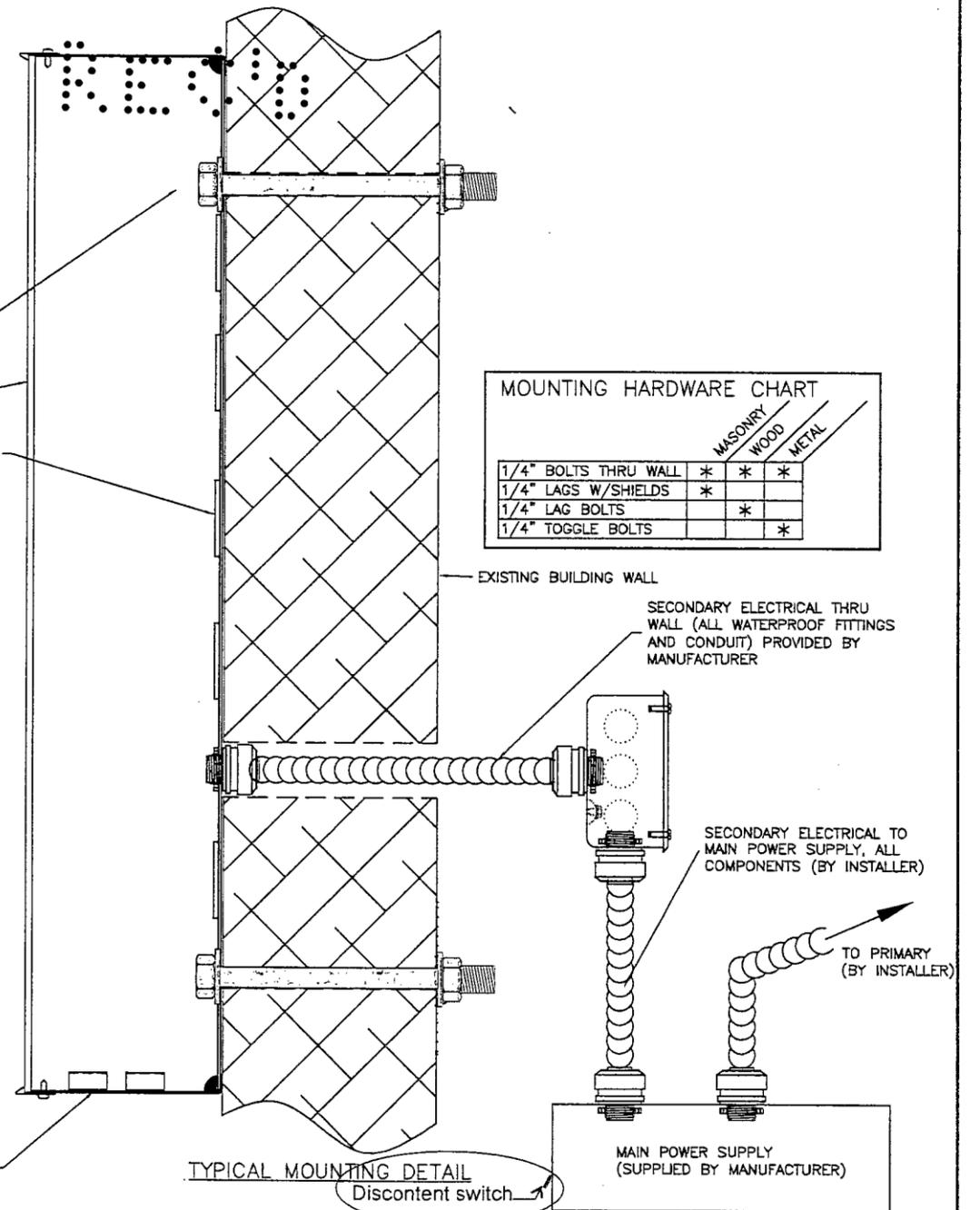
Minimum of 4 per letter
1/4" x 4" MOUNTING HARDWARE

ACRYLIC FACES W/
FIRST SURFACE VINYL

LED ILLUMINATION

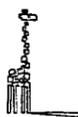
MOUNTING HARDWARE CHART

	MASONRY	WOOD	METAL
1/4" BOLTS THRU WALL	*	*	*
1/4" LAGS W/SHIELDS	*		
1/4" LAG BOLTS		*	
1/4" TOGGLE BOLTS			*



DO NOT WIRE LEDs DIRECTLY TO 120V
LEDs MUST BE WIRED THRU MAIN POWER SUPPLY

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Rev	Date	Initials	Description of change
D	1-25-11	KDM	ADDED WIRING DIAGRAM SHEET 2 OF MANUFACTURING DRAWING
C	8-24-10	JHP	INCREASED LENGTH OF TAILS FROM 3 TO 6 FT.
B	8-4-10	KDM	ADDITION OF POUNCE PATTERNS & TOWER LETTER INSTALL
A	7-21-10	WJS	UPDATED TABLE FOR LETTER SPACING

principle Latest Revision: E
Drawing by: JHP Date: 5-7-10
Description: INSTALL - DEALER NAME LETTERS - 2010
Customer: CHRYSLER
Sht 1 of 3 Drawing: C090748

**35" SP CONFIGURATION
SERVICE**

Wall Sign: N2



TOTAL SIGN S.F. = 29.63 S.F.

35" MOPAR SQUARE

Square Footage
 8.63 ft²

Manufacturing Details

- Painted aluminum sign cabinet
- Halo lighted clear acrylic logos with 1st surface vinyl decoration pushed through painted aluminum sign face

Electrical Requirements

- Fluorescent internal illumination (3) F30 / T8 / Daylight / Lamps
- (1) Lighting component EESB-424-13L Electronic Ballast

Colors

- Black  Process Black
- Blue  PMS 287
- Silver

18" Service Channel Letters

Square Footage
 11.6 sf.

Manufacturing Details

- 5" Deep aluminum cabinets black returns, Channel Letters
- Black acrylic faces.
- LED illumination.

Colors

- Black  Process Black



SIGN INSTALLATION INSTRUCTIONS:

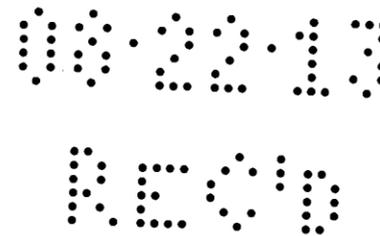
1. DRILL HOLES PER MOUNTING LAYOUT SHOWN BELOW. ALLOW 1/4" CLEARANCE BETWEEN SIDE OF MOPAR SIGN AND SIDE OF APPENDAGE SIGN(S).
2. LIFT SIGN AND CONNECT ELECTRICAL PRIMARY TO SIGN CABINETS.
3. MOUNT APPENDAGE SIGNS (IF REQUIRED) FLUSH TO WALL AS REQ'D BY SITE CONDITIONS. (SEE MOUNTING HARDWARE CHART).
4. MOUNT MOPAR SIGN TO WALL (USING 1" TUBE SPACERS IF ACCOMPANIED BY APPENDAGE SIGN) AS REQ'D BY SITE CONDITIONS. (SEE MOUNTING HARDWARE CHART).
 IF SIGN IS THRU-BOLTED, WOOD BLOCKING MUST BE USED.
 IF SIGN IS NOT MOUNTED W/ THRU-BOLTS, SIGN MUST BE TIED INTO BUILDING STUDS
 DO NOT MOUNT SIGN DIRECTLY TO PLYWOOD ONLY.
5. TEST LIGHT SIGN AND CLEAN SITE OF ALL INSTALLATION DEBRIS.
6. INSTALLATION TO MEET ALL NEC, UL, AND LOCAL CODE REQUIREMENTS.

MOUNTING HARDWARE CHART			
	MASONRY	WOOD	METAL
1/4" BOLTS THRU WALL	*	*	*
1/4" LAGS W/SHIELDS	*		
1/4" LAG BOLTS		*	
1/4" TOGGLE BOLTS			*

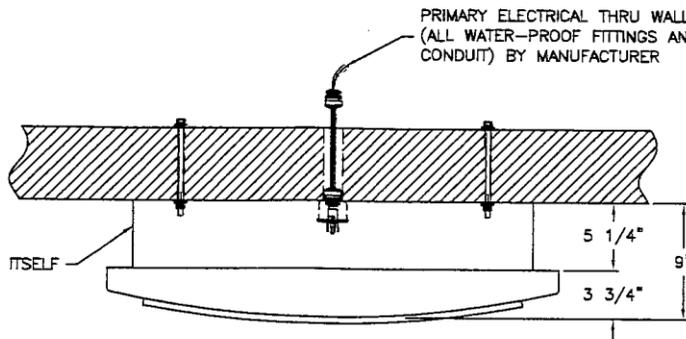
SIGN ELECTRICAL INFORMATION
 CIRCUITS REQUIRED: (1) 20 AMP

TOTAL CONNECTION LOAD:
 1.10A-120 (MOPAR SIGN)
 2.40A-120 (EACH APPENDAGE)

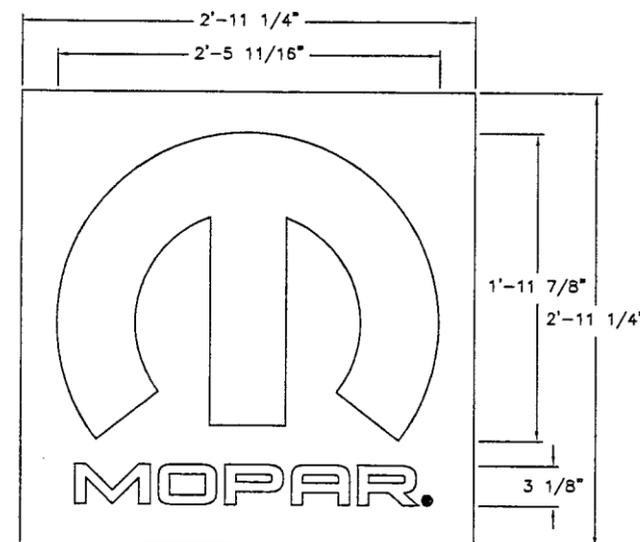
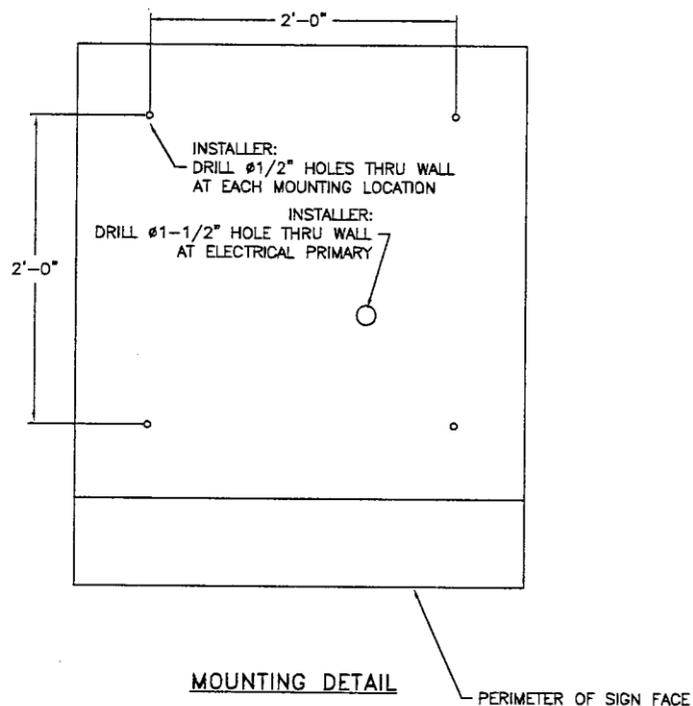
ALL ELECTRICAL COMPONENTS TO BE UL LISTED
 GROUNDING PER UL AND NEC SPECIFICATIONS



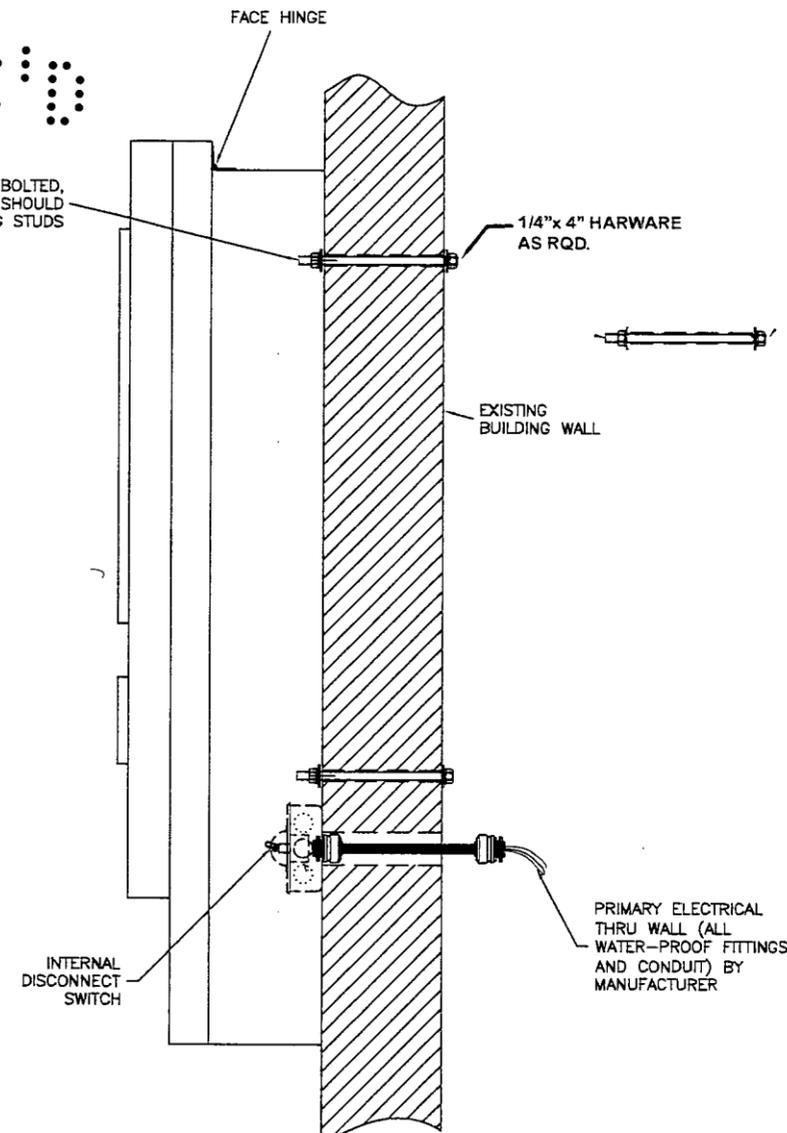
MOPAR SIGN MOUNTED FLUSH AGAINST WALL WHEN MOUNTED BY ITSELF



IF SIGN IS NOT THRU-BOLTED, ALL MOUNTING BOLTS SHOULD BE TIED INTO BUILDING STUDS



ALTERNATE OPTION
 FRONT ELEVATION DETAIL



TYPICAL MOUNTING DETAIL

SINGLE SIGN MOUNTING

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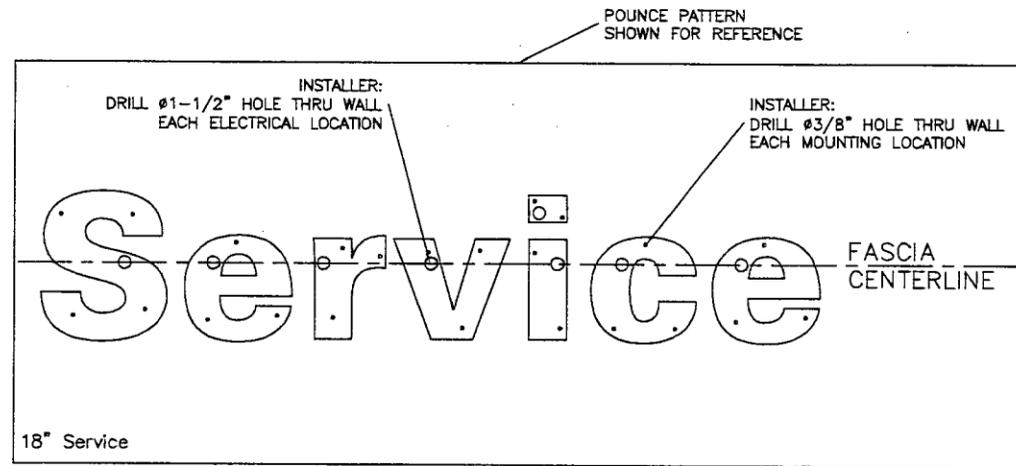
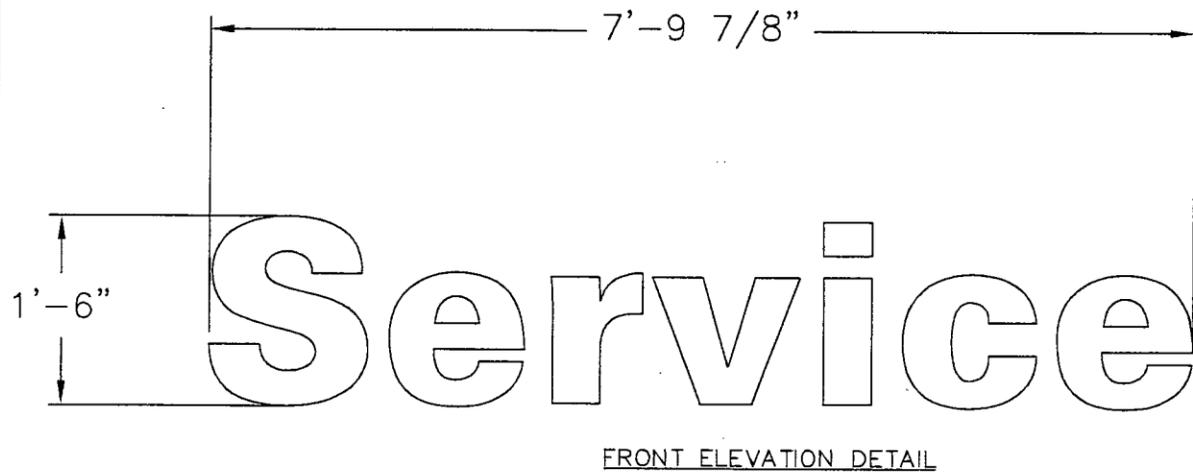
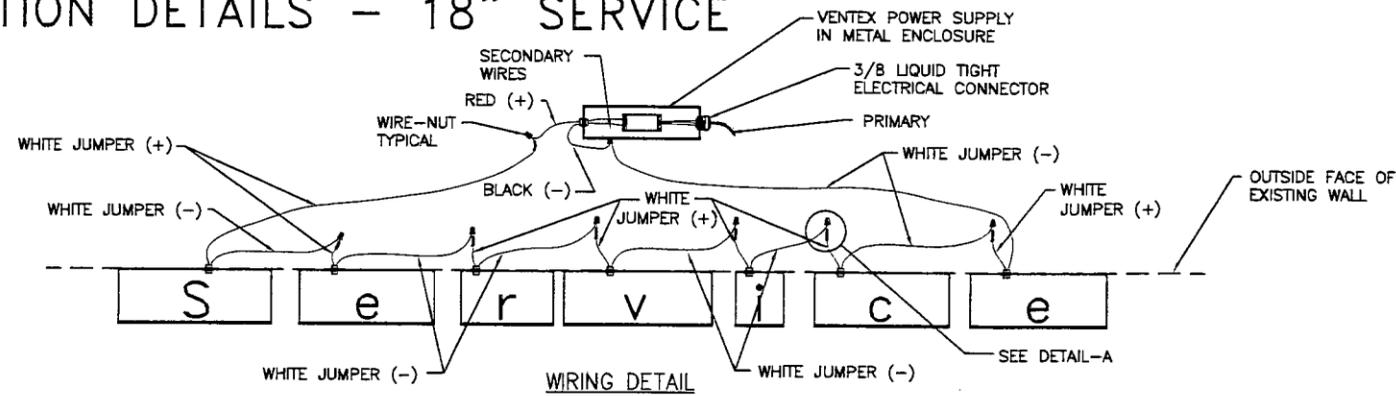
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Rev	Date	Initials	Description of change
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-	-	-	-
A	4-30-12	JHP	ADDED SWITCH AND AMPERAGE NOTES

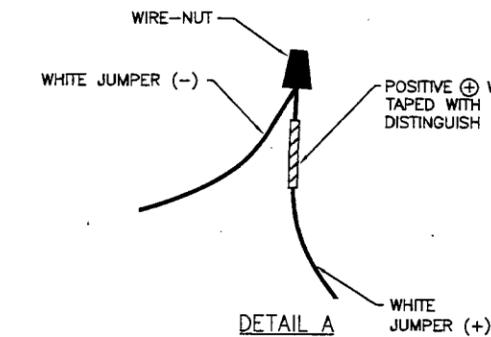
principle Latest Revision: **A**
 Drawing by: CDK Date: 1-4-12
 Description: INSTALL-SMALL MOPAR SIGN
 Customer: CHRYSLER
 Sht 1 of 2 Drawing: C091708

INSTALLATION DETAILS - 18" SERVICE

ELECTRICAL INFORMATION:
 CIRCUITS REQUIRED: (1) 20 AMP
 TOTAL CONNECTION LOAD: 0.5A - 120V
 ALL ELECTRICAL COMPONENTS TO BE UL LISTED
 GROUNDING PER UL AND NEC SPECIFICATIONS



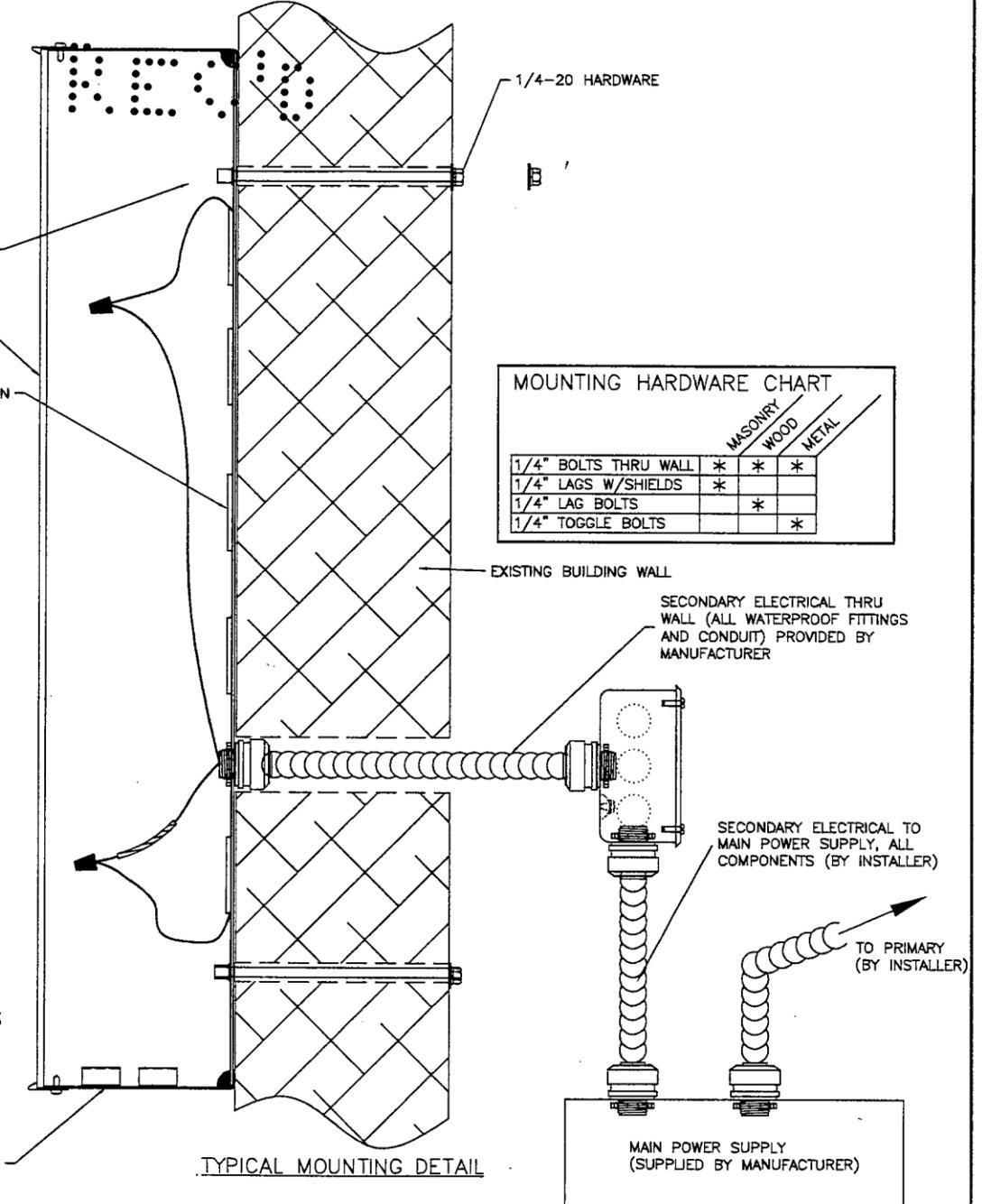
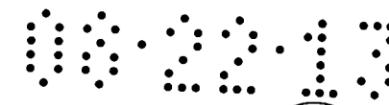
POUNCE PATTERN



DETAIL A

INSTALLATION INSTRUCTIONS:

1. SECURE POUNCE PATTERN TO WALL. ELECTRICAL HOLES SHOULD LINE UP W/ FASCIA CENTERLINE.
2. DRILL HOLES PER PROVIDED POUNCE PATTERN.
3. MOUNT LETTERS TO WALL AS REQ'D BY SITE CONDITIONS (SEE CHART). INSTALL WOOD BLOCKING IF NECESSARY.
4. RUN ELECTRICAL PER LED MANUFACTURER AND TEST LIGHT SIGNS.
5. INSTALLATION TO MEET ALL NEC, UL, AND LOCAL CODE REQUIREMENTS.
6. CLEAN SITE OF ALL INSTALLATION DEBRIS.

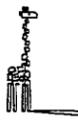


TYPICAL MOUNTING DETAIL

	MOUNTING HARDWARE CHART		
	MASONRY	WOOD	METAL
1/4" BOLTS THRU WALL	*	*	*
1/4" LAGS W/SHIELDS	*		
1/4" LAG BOLTS		*	
1/4" TOGGLE BOLTS			*

DO NOT WIRE LEDs DIRECTLY TO 120V
LEDs MUST BE WIRED THRU MAIN POWER SUPPLY

principle

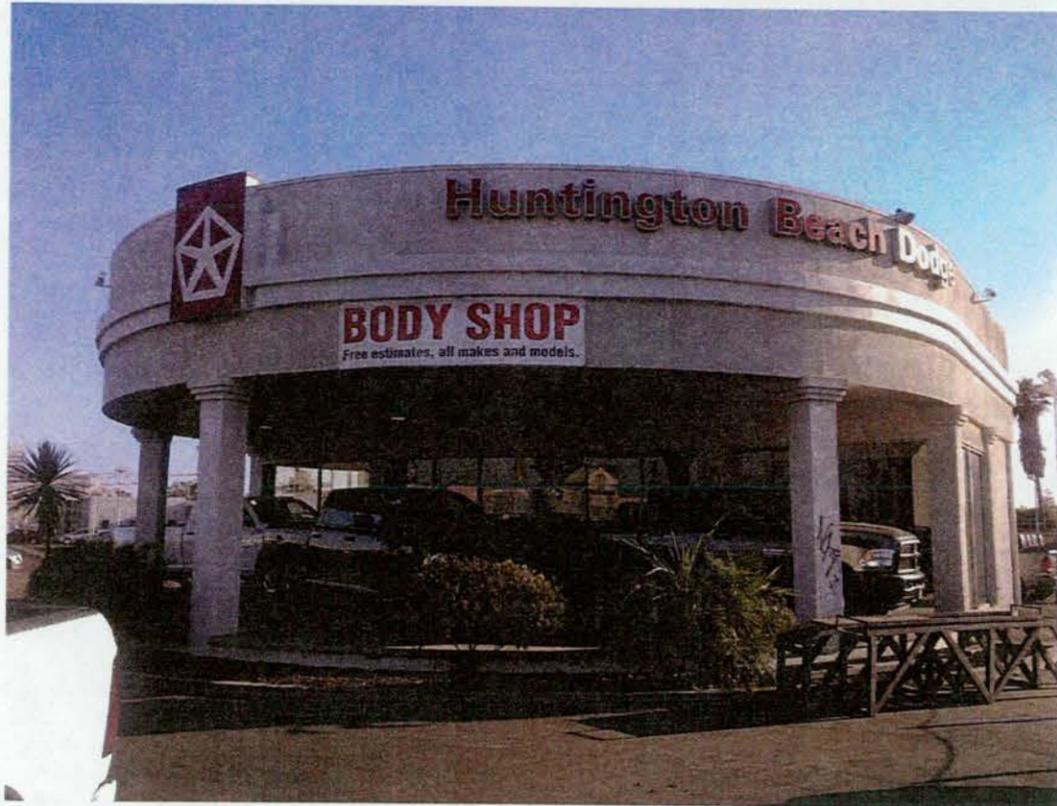


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Rev	Date	Initials	Description of change

principle	Latest Revision: E
Drawing by: WJS	Date: 5-7-10
Description: INSTALL - 18" SERVICE LETTERS - 2010	
Customer: CHRYSLER	
Sht 1 of 1	Drawing: C090893



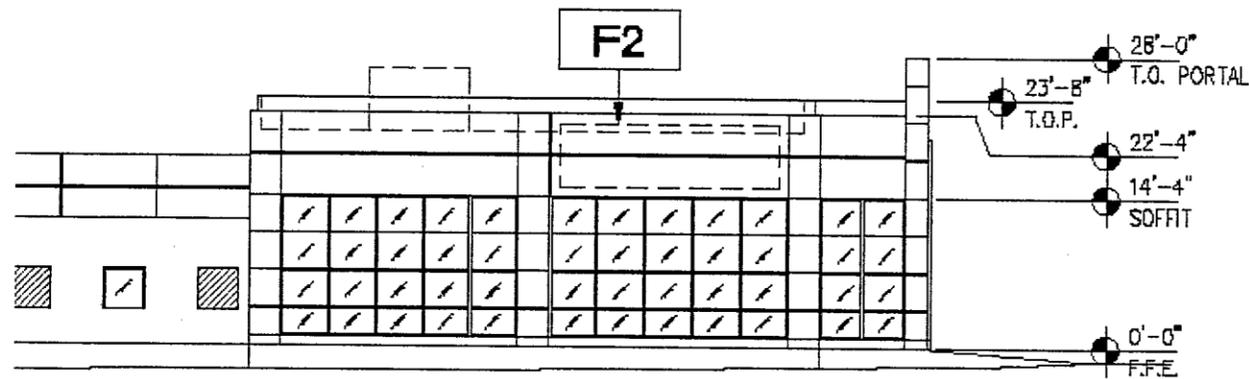
Wall Mounted Sign: F-1

Two existing channel letter signs and Chrysler logo to be removed.

Future location of sign F-1 is in lower photograph facing NE.

- Future Sign F-1 to be channel letters with the exception of any auto brand logos may be similar to signs wall signs N1A to N1D. .
- Maximum letter height 24"
- Total sign area not to exceed 40 SF.
- All signs to be compatible with the other wall signs on the site.

Wall Mounted Sign: F-2



Facing Chrysler Drive

- Future Sign F-2 to be channel letters with the exception of any auto brand logos may be similar to signs wall signs N1A to N1D.
- Sign F-1 to be located within the dashed line shown on the south elevation facing Chrysler Drive.
- Maximum letter height 24"
- Total sign area not to exceed 25 SF.
- All signs to be compatible with the other wall signs on the site.

D-5 DIRECTIONAL MONOLITH

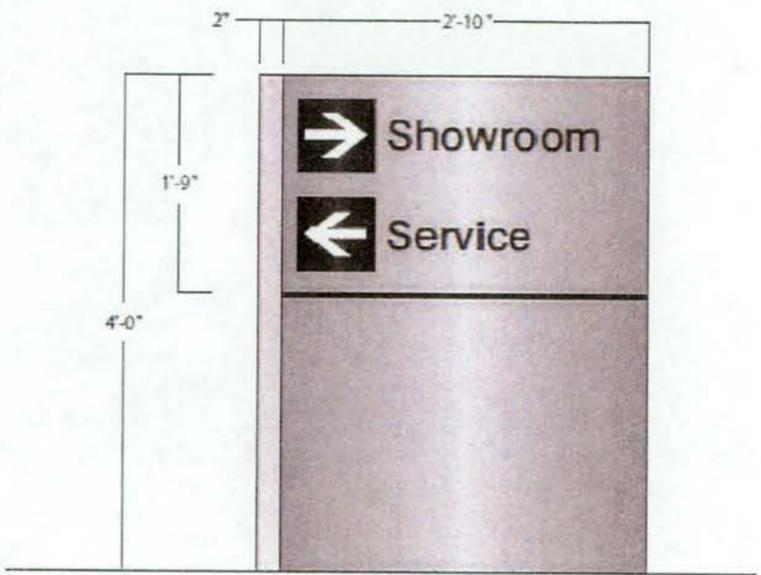
Square Footage
 ■ 4.96ft²

- Manufacturing Details**
- Painted aluminum sign exterior construction
 - ACM side tube with mirror finish.
 - 3M Black reflective vinyl copy.
 - Mirror finish to be oriented towards dealership.

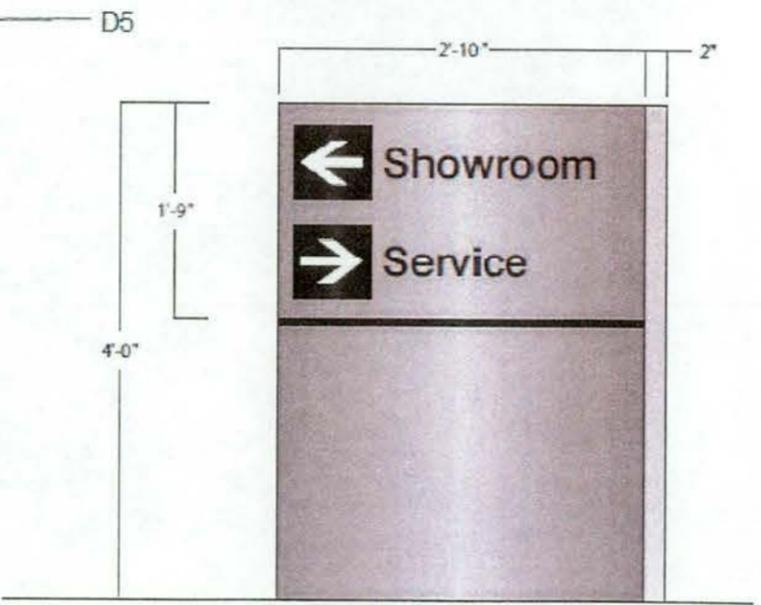
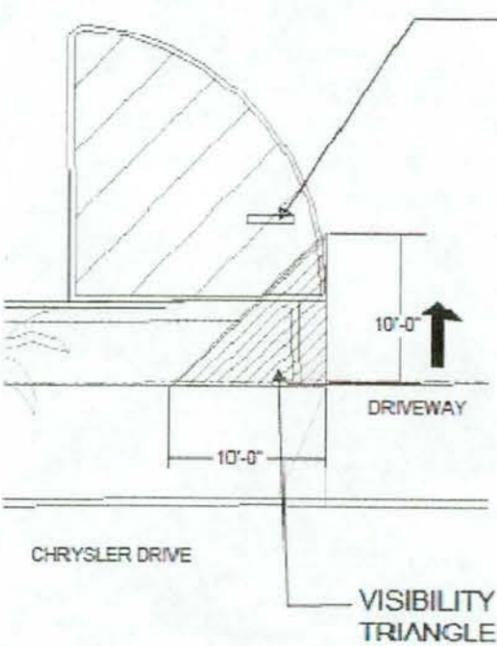
Electrical Requirements
 Non-illuminated

- Colors**
- Black ■ Process Black
 - White
 - Silver

D5



Side A



Side B

Directional Sign: D5

Proposed directional sign: 5 SF in area, and 4' in height.

