

# 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

December 10, 2013

### NOTICE OF ACTION

**SUBJECT:** PLANNED SIGN PROGRAM NO. 85-3(R2) (GOLDENWEST MARKETPLACE)

**APPLICANT/  
PROPERTY OWNER:** Brett Feuerstein, Brookhurst Shopping Center, LLC  
8294 Mira Mesa Blvd, San Diego, CA 92126

**REQUEST:** To amend wall signage criteria for Buildings A and D of PSP 85-3 consistent with the provisions of the Beach-Edinger Corridor Specific Plan.

**LOCATION:** 16041, 16061 – 16107 Goldenwest Street, and 6832 – 6862, 6882 – 6912 Edinger Avenue, 92647 (southwest corner of Goldenwest St. and Edinger Ave.)

**DATE OF ACTION:** December 10, 2013

On December 10, 2013, the Planning and Building Department of the City of Huntington Beach took action on your request and approved your request with conditions. 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 Department of Planning and Building is final unless an appeal is filed to the Planning Commission by you or by an interested party. A person desiring to appeal the decision shall file a written notice of appeal to the Director of Planning and Building within ten calendar days of the date of the Department's action. The notice of appeal shall include the name and address of the appellant, the decision being appealed, and the grounds for the appeal. A filing fee of \$494 shall also accompany the notice of appeal. Said appeal must be in writing and must set forth in detail the action and grounds by which the applicant or interested party deems himself aggrieved. The last day for filing an appeal and paying the filing fee for the above noted application is **December 20, 2013 at 5:00 p.m.**

Please be advised that the Department of Planning and Building reviews the conceptual plan as a basic request for entitlement of the use applied for and there may be additional requirements prior to issuance of building permits. 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/completion of your project. The conceptual plan should

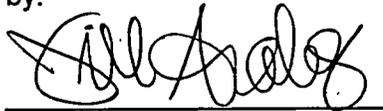
not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements.

If you have any questions, please contact Jill Arabe, Associate Planner at (714) 374-5357 or the Planning and Building Department Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP  
Director of Planning and Building

by:



Jill Arabe  
Associate Planner

Attachments: Finding and Conditions of Approval – Planned Sign Program No. 85-3(R2)

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 Reardon, Division Chief/Fire Marshall  
Debbie DeBow, Principal Civil Engineer  
Mark Camahan, Inspection Manager  
Fletcher Allen, Planning Technician  
Project File

**ATTACHMENT NO. 1**

**FINDINGS AND CONDITIONS OF APPROVAL**

**PLANNED SIGN PROGRAM NO. 85-3(R2)**

**FINDING FOR APPROVAL – PLANNED SIGN PROGRAM NO. 85-3(R2):**

1. The proposed signs are compatible with the style and character of existing improvements on the site and are well related to each other, reflecting a common theme and design style. The proposed signage for Buildings A and D will be a significant upgrade in aesthetic quality and conformance with the Beach and Edinger Corridors Specific Plan (BECSP) and the Huntington Beach Zoning and Subdivision Ordinance. The proposed signs will be coordinated with the new building facades, providing greater visibility for the businesses in the shopping center. The planned sign program amendment allows for the inclusion of wall and awning signage for each business.

**CONDITIONS OF APPROVAL – PLANNED SIGN PROGRAM NO. 85-3(R2):**

1. The site plan, elevations, and sign criteria received and dated December 5, 2013, shall be the conceptually approved layout with the following modifications:
  - a. The maximum length of the wall sign area shall not exceed 70% of the business frontage.
  - b. Sign criteria shall be revised to address the application of signage on metal awnings.
  - c. Sign copy shall be limited to the company name or one generic item of information.
  - d. Prior to allowing a tenant's sign area to exceed 1.2 times the business frontage, the landlord shall provide the City with a current tally of sign area per business to demonstrate compliance with the maximum allowable sign area for the site.
  - e. Existing freestanding signs may remain in the same location, configuration and size. Alterations to any existing freestanding sign may be permitted provided that the alteration is limited to aesthetic enhancements complementary to the shopping center's architecture without increasing the sign height, sign area, or altering the structural base/pole.
  - f. The removal and replacement of any existing freestanding sign shall comply with the current sign standards established within the Town Center Boulevard Segment of BECSP including quantity, sign height, sign area, and location.
  - g. New or altered freestanding signs shall include street addresses with a minimum of six inches in height, opaque background with one uniform color, and internal illumination for items of information only.
  - h. Remove Attachments 2, 3, 4, 6, and 7 since their source images of sketched pylon signs are illegible. The pylon sign renderings in attachments 10-14 will suffice.
2. Prior to the installation of any new signs, a copy of the 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.
3. The total onsite sign area shall be limited to a maximum of 2,412 sq. ft., which is 1.5 times the total linear frontage of Buildings A, B, C, D, and F.

**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 defense thereof.

# GOLDENWEST MARKETPLACE

16041 – 16101 Goldenwest; and  
6832 – 6998 Edinger  
Huntington Beach, CA 92647

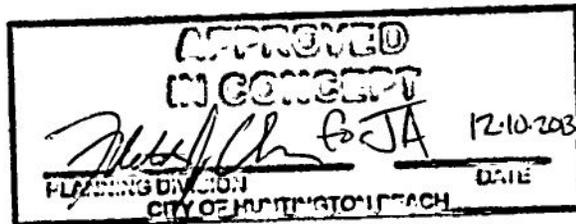
Assessor's Parcel Numbers: 146-463-16, 18, 20, 22, 24 & 25

UPDATE TO PLANNED SIGN PROGRAM NUMBER 85-3 (R-2)

RECEIVED

DEC 05 2013

Dept. of Planning  
& Building



PREPARED FOR AAE PACIFIC PARK ASSOCIATES, LLC

# GOLDENWEST MARKETPLACE

EDINGER AVENUE AT GOLDENWEST

HUNTINGTON BEACH, CA 92647

## TENANT SIGN CRITERIA

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Purpose:

The purpose of this Amendment to the Planned Sign Program 85-3 (R-2) is to update the existing Planned Sign Program in order to comply with the Beach and Edinger Specific Plan in regards to Buildings A and D. Buildings A and D are undergoing a façade update and as part of that update new compliant wall signage should be installed. The existing Planned Sign Program shall remain unmodified except for wall signage affecting Buildings A and D. Any new language shall be in bold lettering.

Any changes, alterations or further revisions to Planned Sign Program No. 85-3 (R-2) shall be reviewed and approved by the Director of Development Services prior to the erection, alteration or issuance of applicable permits for such signs within the development.

The following signage requirements shall govern all freestanding and wall signage within the shopping center:

SIGNAGE REQUIREMENTS:

A. The following wall sign criteria shall be the approved specific requirements:

1. No sign shall be installed, erected, altered, or reconstructed without prior City approval and issuance of appropriate Building Division permits.
  - a. Prior to submittal for plan check and issuance of permits, the sign plans must be approved by the owner or owner's representative and Landlord shall be entitled to approve or disapprove in Landlord's sole discretion.
2. Each tenant shall be permitted internally illuminated wall signage to be located on the building front on the space specifically provided for the same or the building exterior in accordance with all drawings and criteria set forth herein. No other signage is permitted on the exterior of the premises. Tenants with a corner unit will be permitted an additional wall sign on the side wall providing the sign area does not exceed the maximum allowed by the Huntington Beach Zoning and Subdivision Ordinance.
3. Unless approved by both the Landlord and the City of Huntington Beach no individual tenant shall have more than 1 and a half square feet of total sign area for each linear foot of building frontage. In addition unless approved by both the Landlord and the City of Huntington Beach the total sign area for the entire Shopping Center shall not exceed 1 and a half square feet of total sign area for the total linear foot of all buildings frontages of the Shopping Center. Total sign area shall mean all permanent signage including, wall signs, pylon signage and awning signage.

FABRICATION & INSTALLATION

It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Landlord and Designer.

General Fabrication Specifications include:

- Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- Finish welds on exposed surfaces to be imperceptible in the finished work.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformations
- All fasteners to be concealed, except where otherwise approved by Landlord.
- Make access panels tight-fitting, light-proof, and flush with adjacent surfaces.
- Carefully follow manufacturer's recommended fabricating procedures regarding expansion/contraction, fastening, and restraining of acrylic plastic.
- Exercise care to assure that painted, polished, and plated surfaces are unblemished in the finished work.

Tenant shall be responsible for all backing & structural support as required for Tenant Signage. No electrical or structural members shall penetrate the "Shell Building" including Bulkhead and Neutral Piers. Additional structural upgrades will require written approval by Landlord and will be designed by Landlord's structural engineer at Tenant's expense.

The following construction methods are permitted, other conditions are subject to approval:

- Dimensional letters applied to storefront with indirect fixture illumination.
- Reverse metal channel halo-lit letterforms.
- Recessed or incised letters with edge or perimeter lighting.
- Face illuminated decorative ceramic-tile sign.
- Letters thru-cut in metal sheet with indirect fixture illumination.
- Routed metal letters with solid push thru acrylic faces and internal illumination.
- Architectural metalwork panels with applied tenant letters.

The following construction methods are not permitted:

- Box channel letterforms with acrylic face.
- Letters with exposed fastenings
- Paper, cardboard, Styrofoam, cloth, stickers, & decals.
- Exposed neon.
- Signs painted directly on the storefront.

Building A – Wall signs shall be interior illuminated individual channel letters or logo with height not to exceed 2 feet 6 inches, length not to exceed 75% of storefront of any specific tenant (see Attachment #5) and the total square footage of any individual tenant's wall signage and any awning signage shall not exceed 1.2 times the specific tenants linear storefront footage. Any wall and awning square footage over 1.2 times the linear storefront footage of that specific tenant shall require Landlord's approval which shall be granted in landlord's sole discretion. Any tenant's total signage (including wall, pylon, monument and awning) square footage over 1.5 times the linear storefront footage of that specific tenant shall require both Landlord's approval which shall be granted in landlord's sole discretion and the City of Huntington Beach approval. The total height of the wall sign area shall not exceed 3 feet, which includes if there are multiple rows of letters or logos. Any Awning signage shall be limited to one line of lettering and if on the awning face shall not exceed 20% of the awning face and in on the awning valance then letters shall be the lesser of 8" or 2/3 the valance height. Unless specifically noted otherwise, the

“allowable signage area” for purposes of calculating the acceptable size of a Tenant’s storefront sign is to be based on the overall sign dimension inclusive of the following:

1. Tenant lettering
2. Tenant logo/graphic
3. Field color or background color that is specific to Tenant’s identity and/or signage.

Final Signage locations shall be as approved by landlord. (Suggested locations are provided on attached key plans.)

Sign colors shall be complimentary to the Shopping Center. Location of each Tenant’s signage is shown on Attachment 8.

Buildings B & C – Anchor tenants shall be allowed to put up interior illuminated or non-illuminated channel letters as shown in Attachments 2, 3 and 4. Letter colors shall be limited to either red, orange, or brown. Channel letters shall not exceed maximum letter height of 36 inches or be less than 18 inches in size.

Building D – Wall signs shall be interior illuminated individual channel letters or logo with height not to exceed 2 feet 6 inches, length not to exceed 75% of storefront of any specific tenant (see Attachment #9) and the total square footage of any individual tenant’s wall signage and any awning signage shall not exceed 1.2 times the specific tenants linear storefront footage. Any wall and awning square footage over 1.2 times the linear storefront footage of that specific tenant shall require Landlord’s approval which shall be granted in landlord’s sole discretion. Any tenant’s total signage (including wall, pylon, monument and awning) square footage over 1.5 times the linear storefront footage of that specific tenant shall require both Landlord’s approval which shall be granted in landlord’s sole discretion and the City of Huntington Beach approval. The total height of the wall sign area shall not exceed 3 feet, which includes if there are multiple rows of letters or logos. Any Awning signage shall be limited to one line of lettering and if on the awning face shall not exceed 20% of the awning face and in on the awning valance then letters shall be the lesser of 8” or 2/3 the valance height. Unless specifically noted otherwise, the “allowable signage area” for purposes of calculating the acceptable size of a Tenant’s storefront sign is to be based on the overall sign dimension inclusive of the following:

1. Tenant lettering
2. Tenant logo/graphic
3. Field color or background color that is specific to Tenant’s identity and/or signage.

Final Signage locations shall be as approved by landlord. (Suggested locations are provided on attached key plans.)

Sign colors shall be complimentary to the Shopping Center. Location of each Tenant’s signage is shown on Attachment 8.

Building F – One sign shall be permitted per building face in compliance with the provisions of the Huntington Beach Zoning and Subdivision Ordinance.

4. Copy shall be limited to the established business tradename. Optional logo plaques and special form channel letters are subject to approval by Landlord or its designated agent. Sign shall be centered on the fascia vertically and horizontally unless otherwise approved by Landlord, sign design consultant, and City.

5. The advertising or information content on the sign shall be limited to letters designating the store name or established trade logo.
- A. All freestanding signs shall conform to the following:
1. A maximum of three freestanding signs shall be permitted along the Edinger Avenue frontage and two along the Goldenwest Street frontage (excluding the corner gas station which is not a part of this sign program).
  2. All freestanding signs currently are existing and are configured in height and size, as shown on Attachments #10 - 14. Any changes to the sign structure of any existing freestanding sign shall be in compliance with the provisions of the Huntington Beach Zoning and Subdivision Ordinance as well as the Beach and Edinger Specific Plan.
    - a. Pylon Sign 1 shall be a maximum 16 feet 6 inches in height. The sign area shall be no greater than 11 feet x 10 feet (110 square feet).
    - b. Pylon Sign 2 shall be a maximum of 10 feet in height. The sign area shall be no greater than 7 feet x 7 feet (49 square feet).
    - c. Pylon Sign 3 shall be a maximum of 9 feet in height. The sign area shall be no greater than 5 feet 2 inches x 7 feet (36 square feet).
    - d. Pylon Sign 4 shall be a maximum of 24 feet 3 inches in height. The sign area shall be no greater than 12 feet 6 inches x 12 feet (150 square feet).
    - e. Pylon Sign 5 shall be a maximum of 21 feet 6 inches in height. The sign area shall be no greater than 8 feet x 12 feet (96 square feet).
- B. General Provisions:
1. All equipment and/or components shall be listed by a recognized laboratory.
  2. Working areas, access & illumination shall comply with section 110-16 N.E.C. and 509, 709 of U.M.C.
  3. The intent of this planned sign program is not to exceed those requirements of the Huntington Beach Zoning and Subdivision Ordinance.
  4. Temporary window signs shall not exceed 10% of the window area.

#### CANOPY GRAPHICS

Canopies are encouraged throughout the project. If primary signs are located on a fabric canopy the following criteria applies. Letter-type and graphics must be integrated onto canopy fabric by silk-screening or heat transfer. Single color for such elements are preferred. Letter-type on the

vertical edge of a canopy should not exceed 1'-0" in height. Letter-type on sloping canopy should not exceed the primary signage limits.

Signage and graphics that are not permitted on Fabric canopy are:

- Pressure sensitive graphics.
- Eradicated (cut out) or painted.
- Illuminated or pin-mounted letter-forms.

## LIGHTING

All sign elements must be internally and/or externally illuminated. Hot spots and light leaks are not permitted and must be repaired by the Tenant. All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label. All signs must conceal all identification labels and U.L. labels to conform to U.L. Codes. All conductors, transformers, cabinets, housings, and other equipment shall be concealed and/or incorporated into storefront and/or signage components. To protect the visual environment, all Tenant's light fixtures in regards to brightness and glare shall be subject to approval.

Tenant's Primary Signage, Secondary Signage (if applicable), and Canopy shall remain illuminated after hours as designated by the Landlord. Lighting in this zone is required to be circuited and switched separately from other store fixtures on the Tenant's panel and must be controlled by a time-clock. Tenant shall provide a disconnect switch at sign transformer or near electrical junction box.

## REQUESTS FOR DEVIATIONS

Request for deviation may include but are not limited to sign area, letter height, color, sign style and sign location.

Per the City's Zoning and Subdivision Ordinance wall signs consisting of channel letters are eligible for a 15% in allowable size, which shall be granted by the City of Huntington Beach and shall not count towards the overall total allowed signage for a specific tenant or the entire center.

Deviation requests, up to ten (10) percent of any single standard, may be considered by the City of Huntington Beach Director of Planning. Deviations greater than ten (10) percent must be approved by a Planned Sign Program Amendment or a Sign Code Exception, subject to the procedures outlined in the City's Zoning and Subdivision Ordinance.

## APPROVAL PROCESS

There is a formal process for the creation, review and approval of Tenant signs at the Center. 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 Shopping Center.

## 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 the 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.

#### 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.

#### 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.

**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 any time 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.

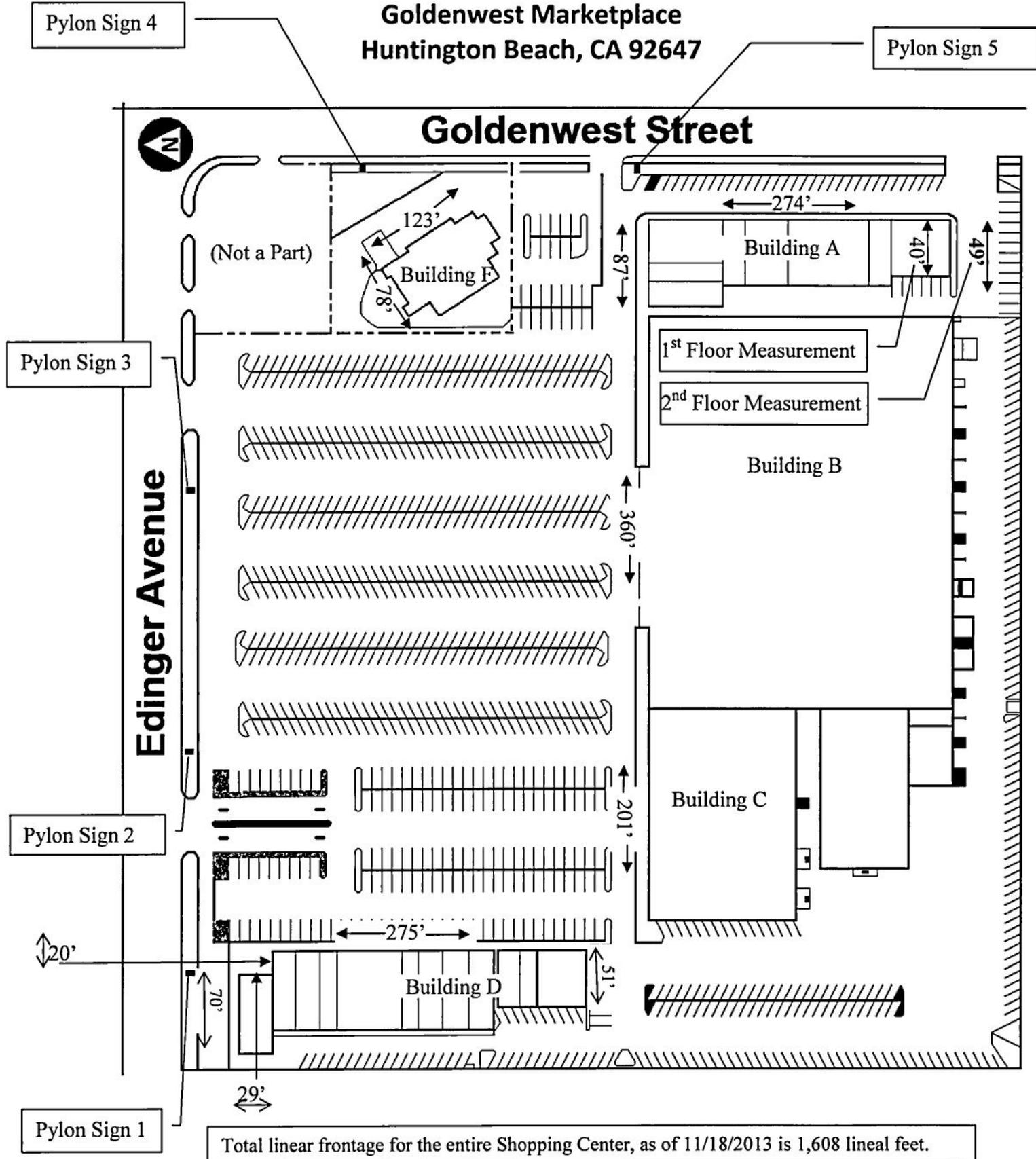
Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

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

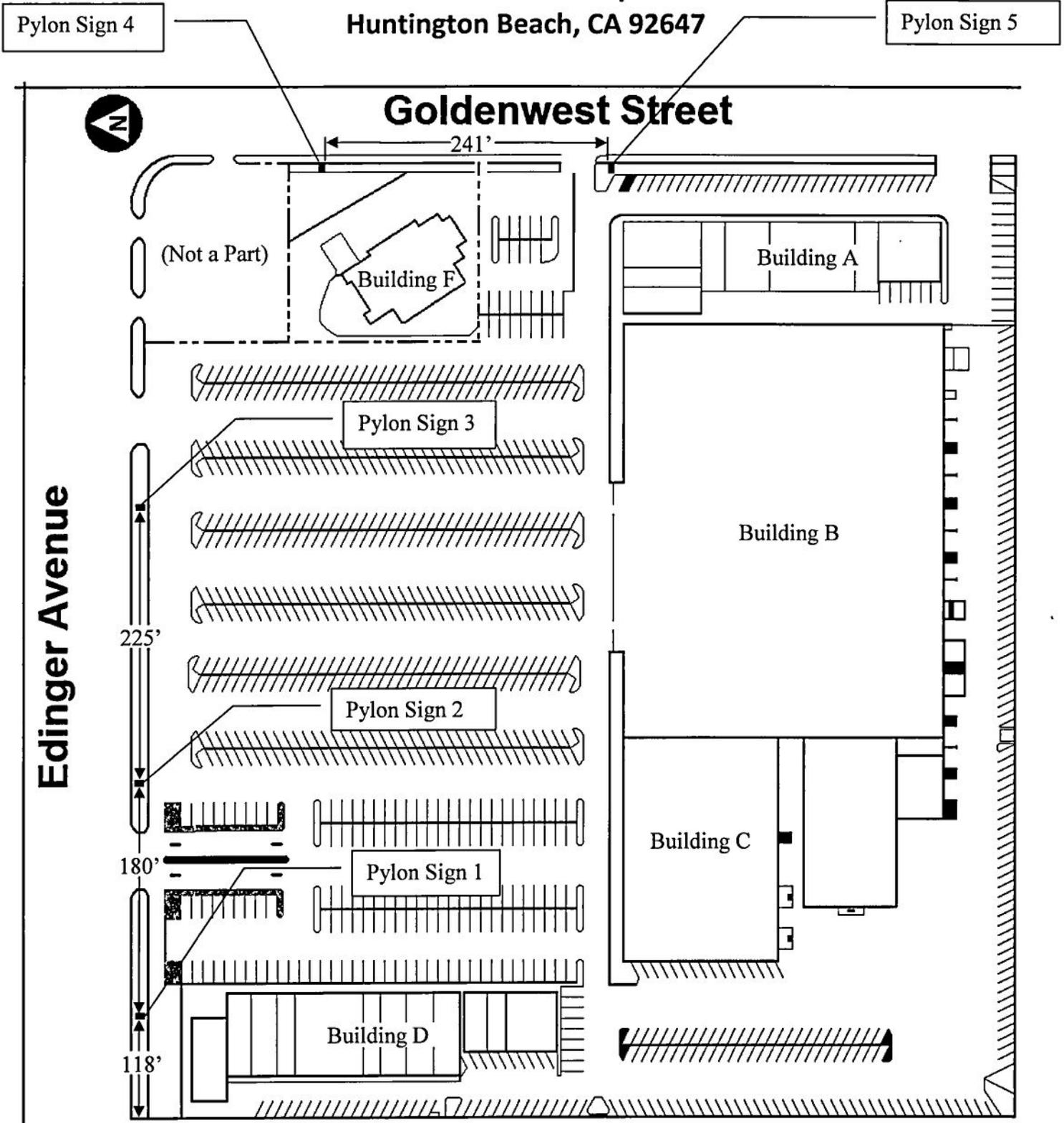
- Design consultant fees (if applicable)
- 100% of permit processing cost and application fees
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.

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**Goldenwest Marketplace**  
**Huntington Beach, CA 92647**



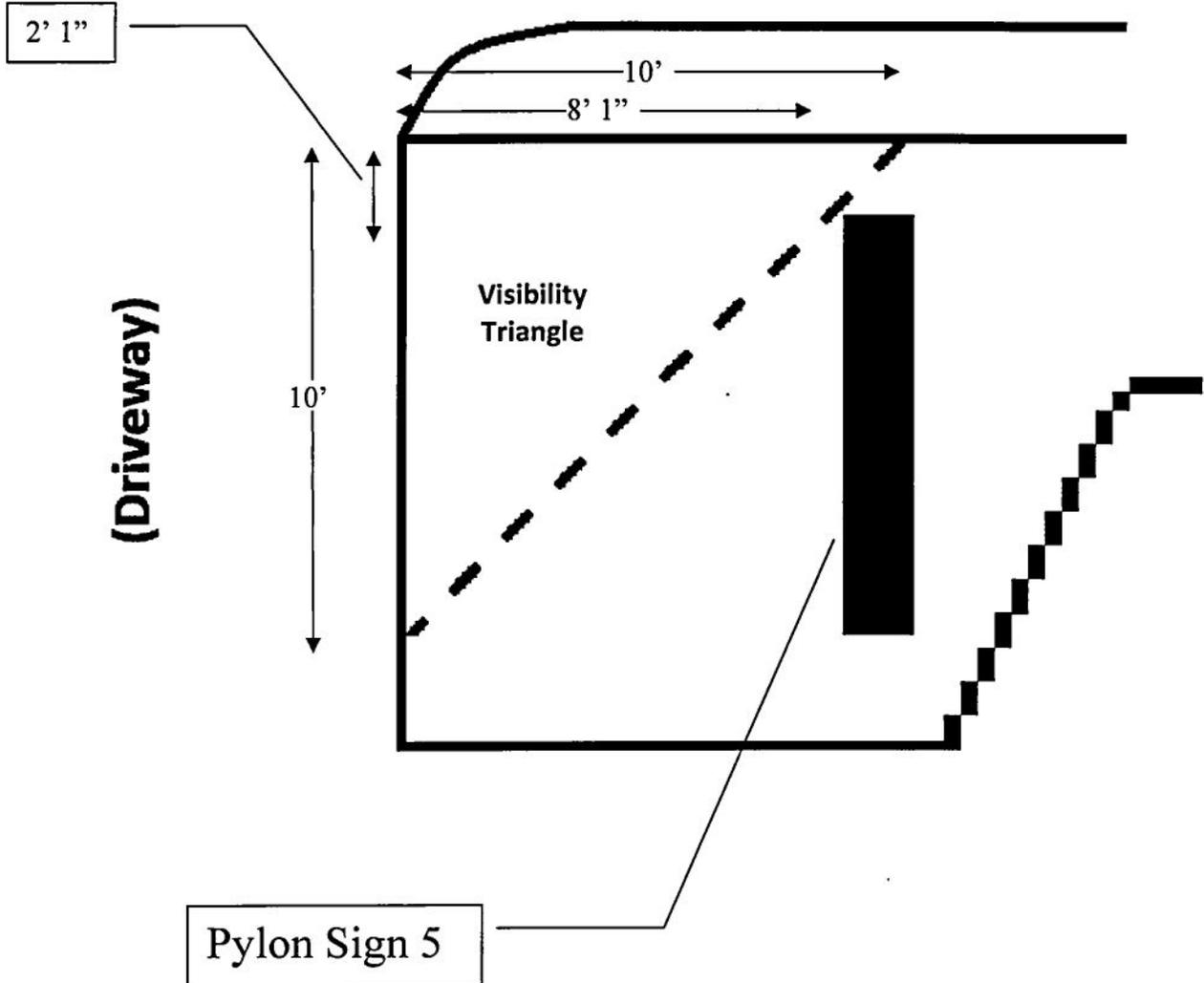
**Goldenwest Marketplace  
Huntington Beach, CA 92647**

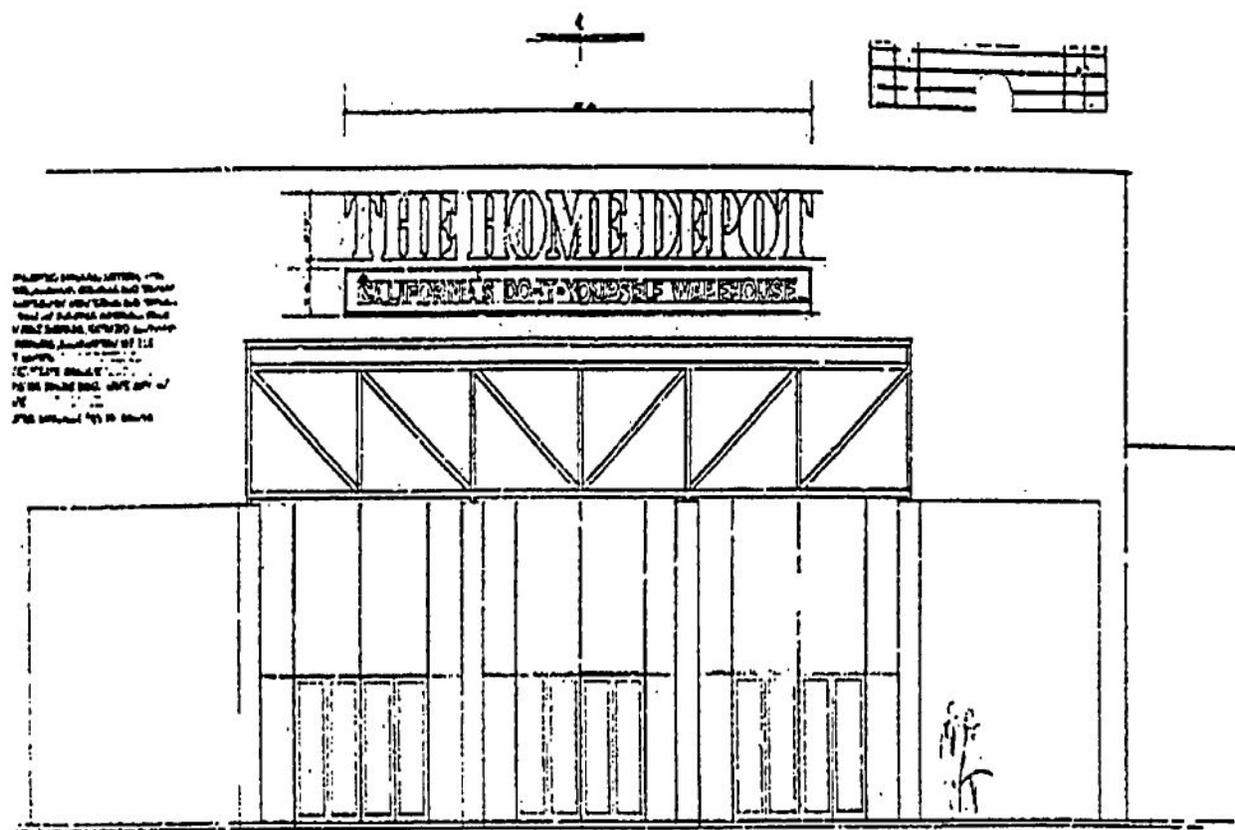


Goldenwest Marketplace  
Huntington Beach, CA 92647

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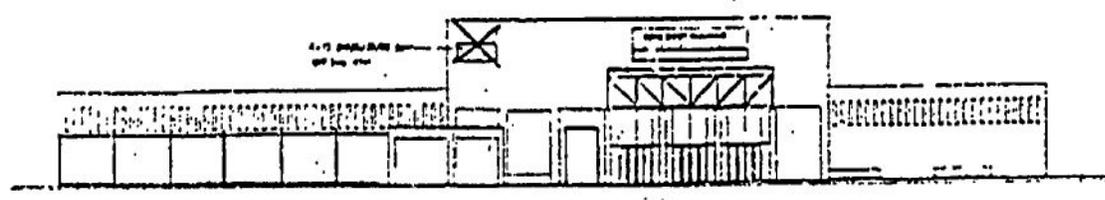
# Goldenwest Street





PLANNING AND ARCHITECTURE  
 1000 W. BROADWAY, SUITE 100  
 LOS ANGELES, CALIFORNIA 90015  
 TEL: (213) 621-1111  
 FAX: (213) 621-1112  
 WWW: WWW.HOMEDEPOT.COM

Section A-A  
 1/2" = 1'-0"

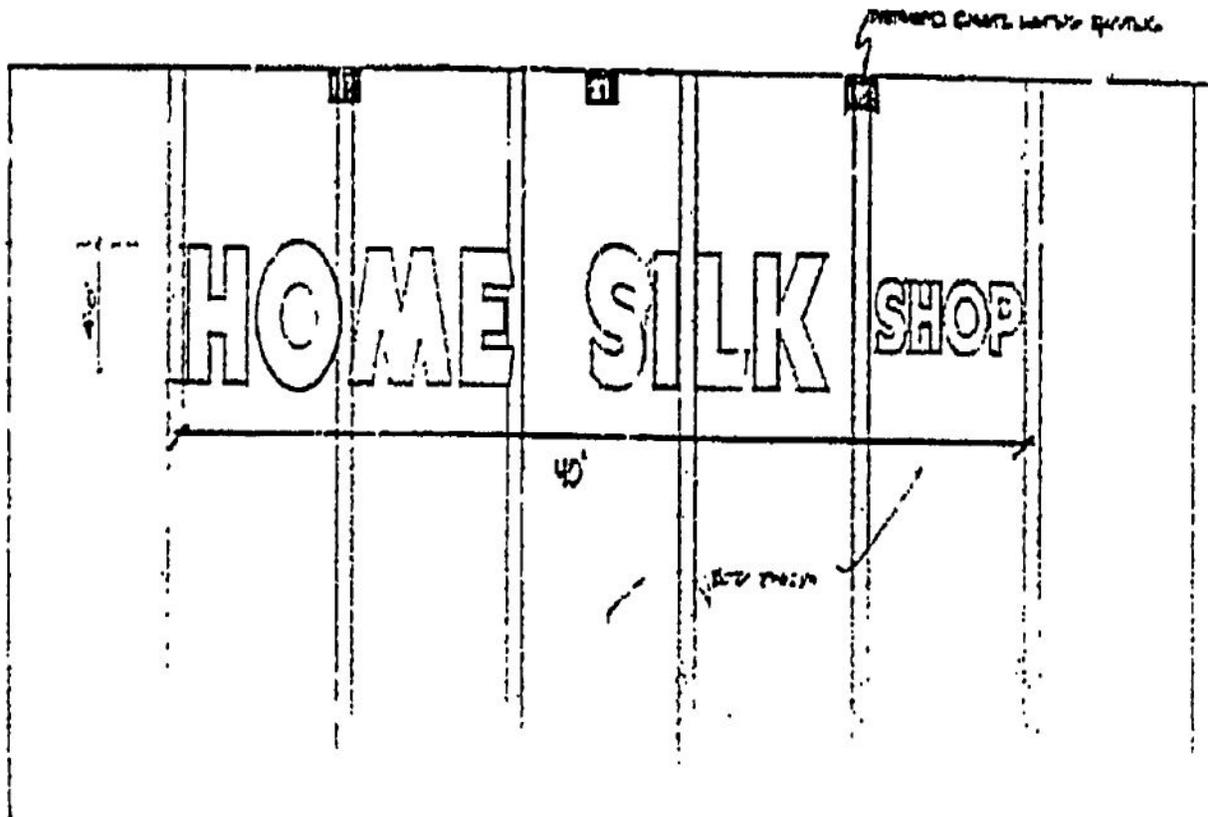


Section B-B  
 1/2" = 1'-0"

**myers & company**  
 ARCHITECTS  
 1000 W. BROADWAY, SUITE 100  
 LOS ANGELES, CALIFORNIA 90015  
 TEL: (213) 621-1111  
 FAX: (213) 621-1112  
 WWW: WWW.HOMEDEPOT.COM

Attachment #2

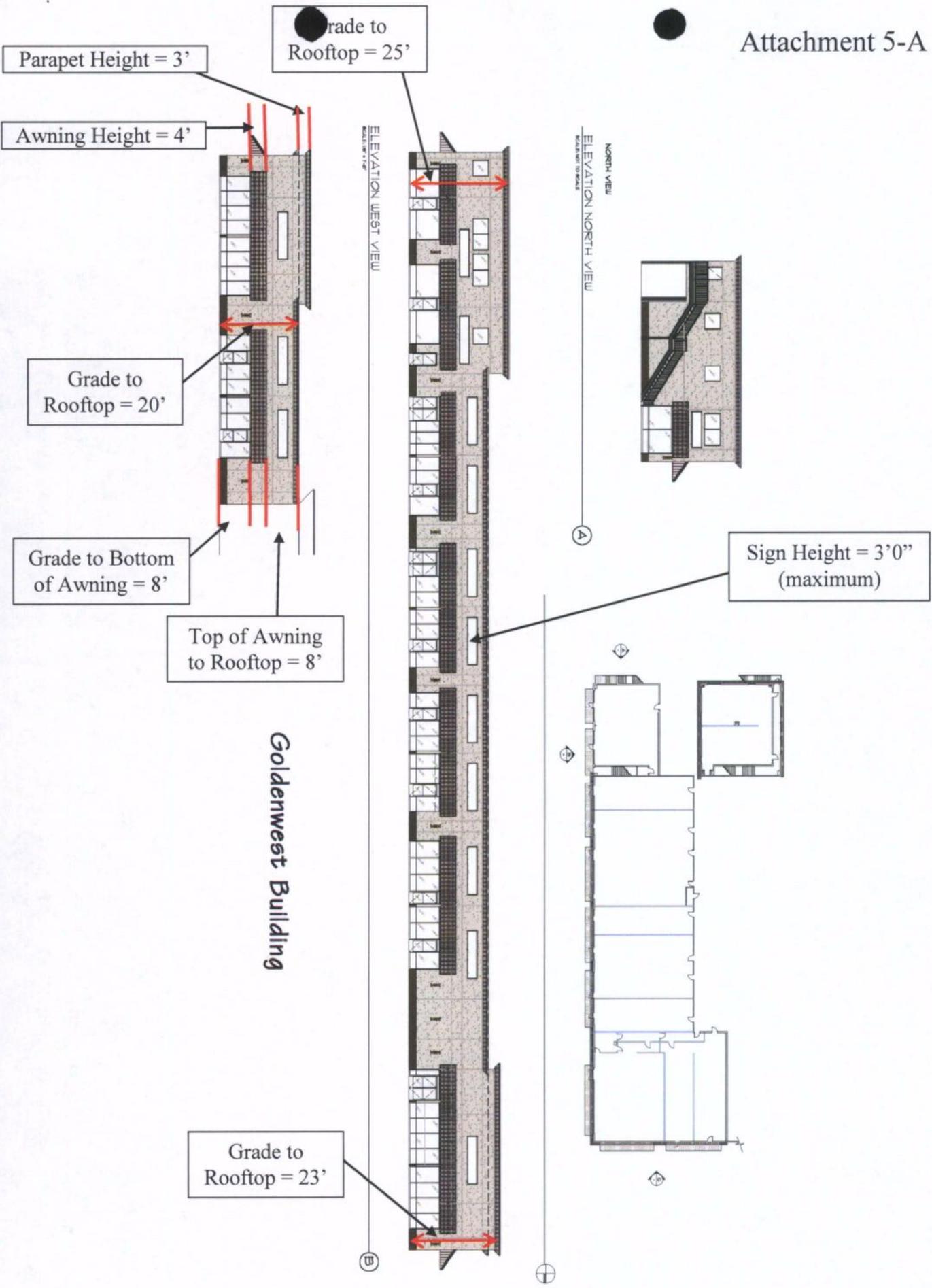


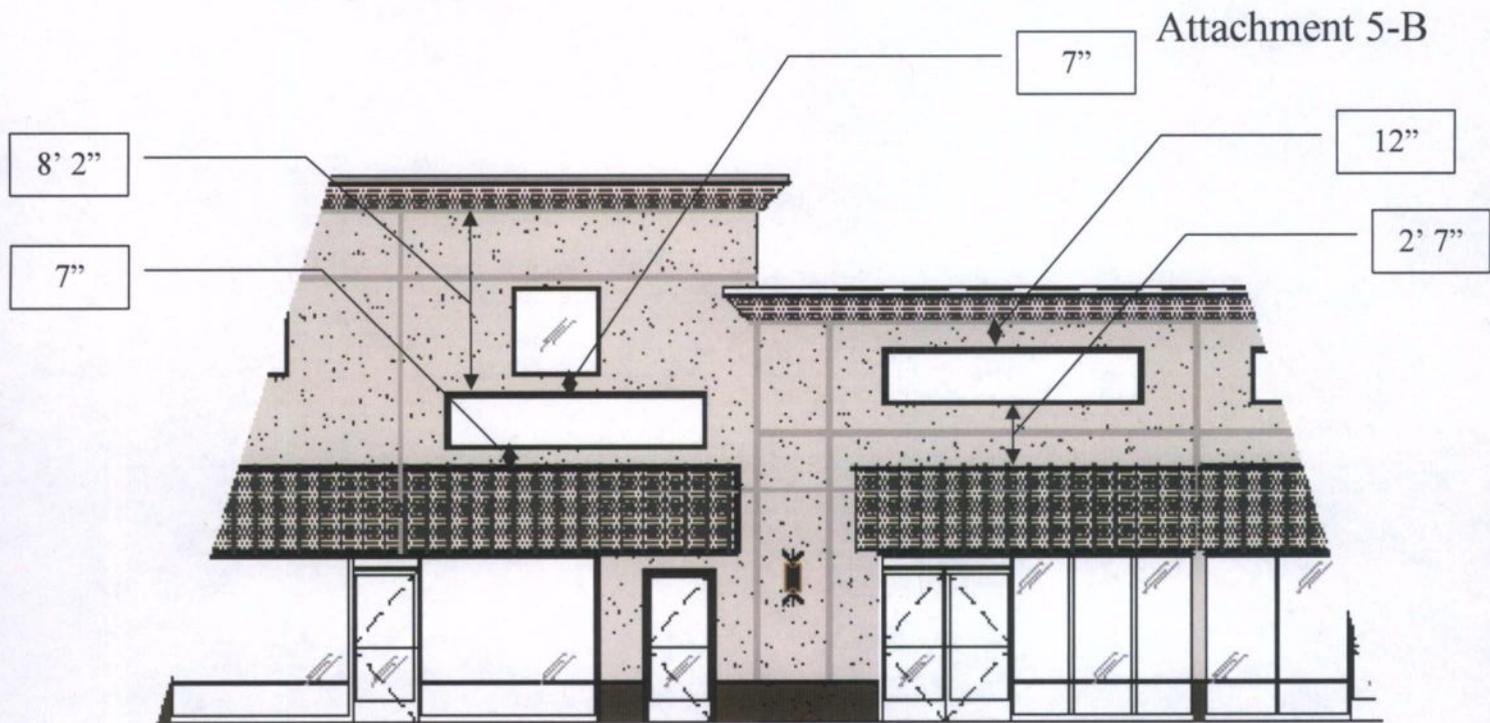


10 FT ELEVATION  
 66 AND 1/2 FT

ALL DIMENSIONS REFERENCE CORNER SECTION, UNLESS INDICATED BY OTHERWISE. CHECK WITH ARCHITECT/ENGINEER FOR ALL DIMENSIONS.

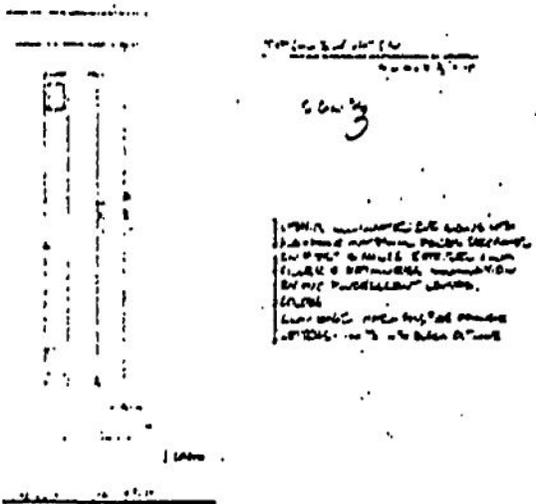
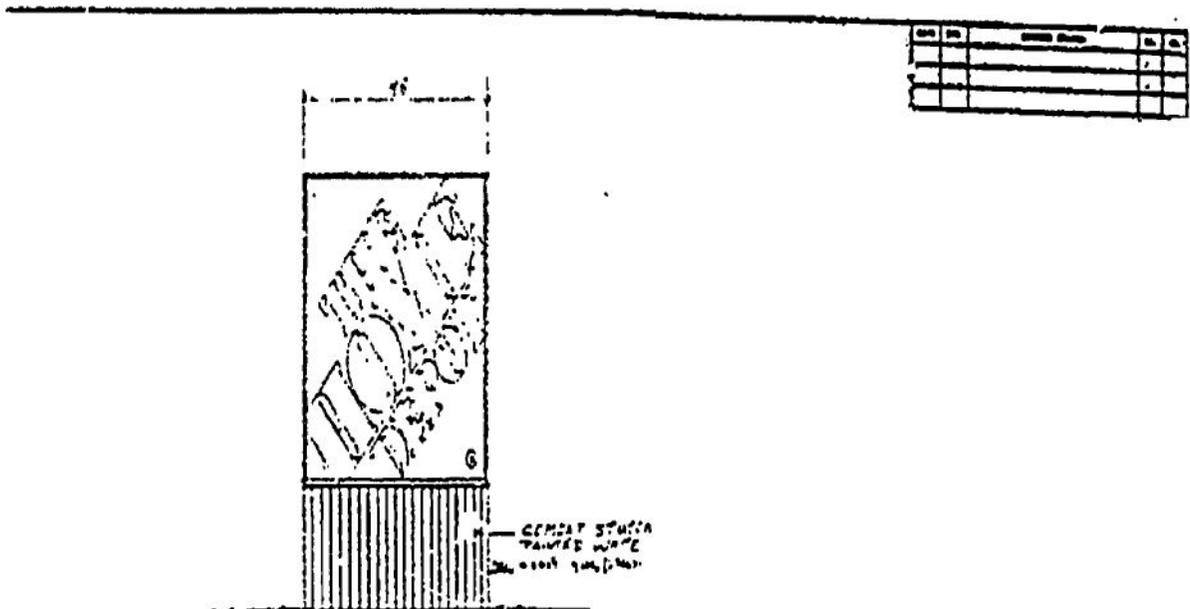
 myers & company	
800 West Gadsden Road, Suite 100, Tallahassee, Florida 32310	
Telephone: 904-944-1000	
FAX: 904-944-1001	
City of Tallahassee, Florida	
Made by: [Signature]	





**(Goldenwest Building Partial Section)**

All measurements above are assuming the largest possible signage to be three feet (3') in height, however, most signage will be significantly smaller.



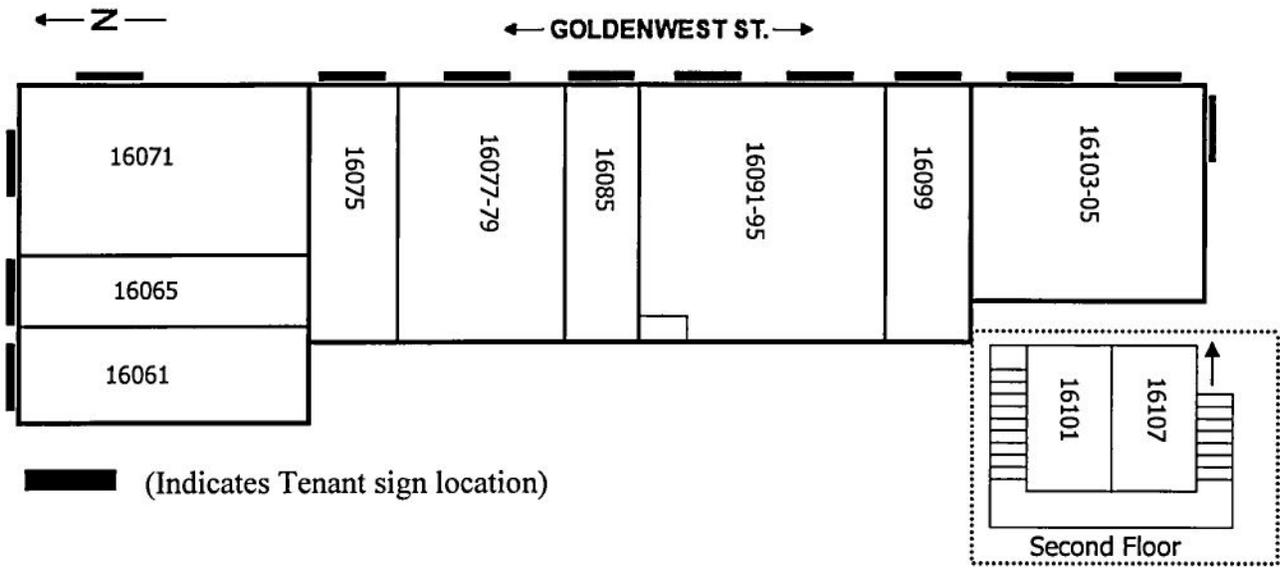
13

Attachment #6



**Goldenwest Marketplace  
INLINE BUILDINGS**

**BUILDING A**

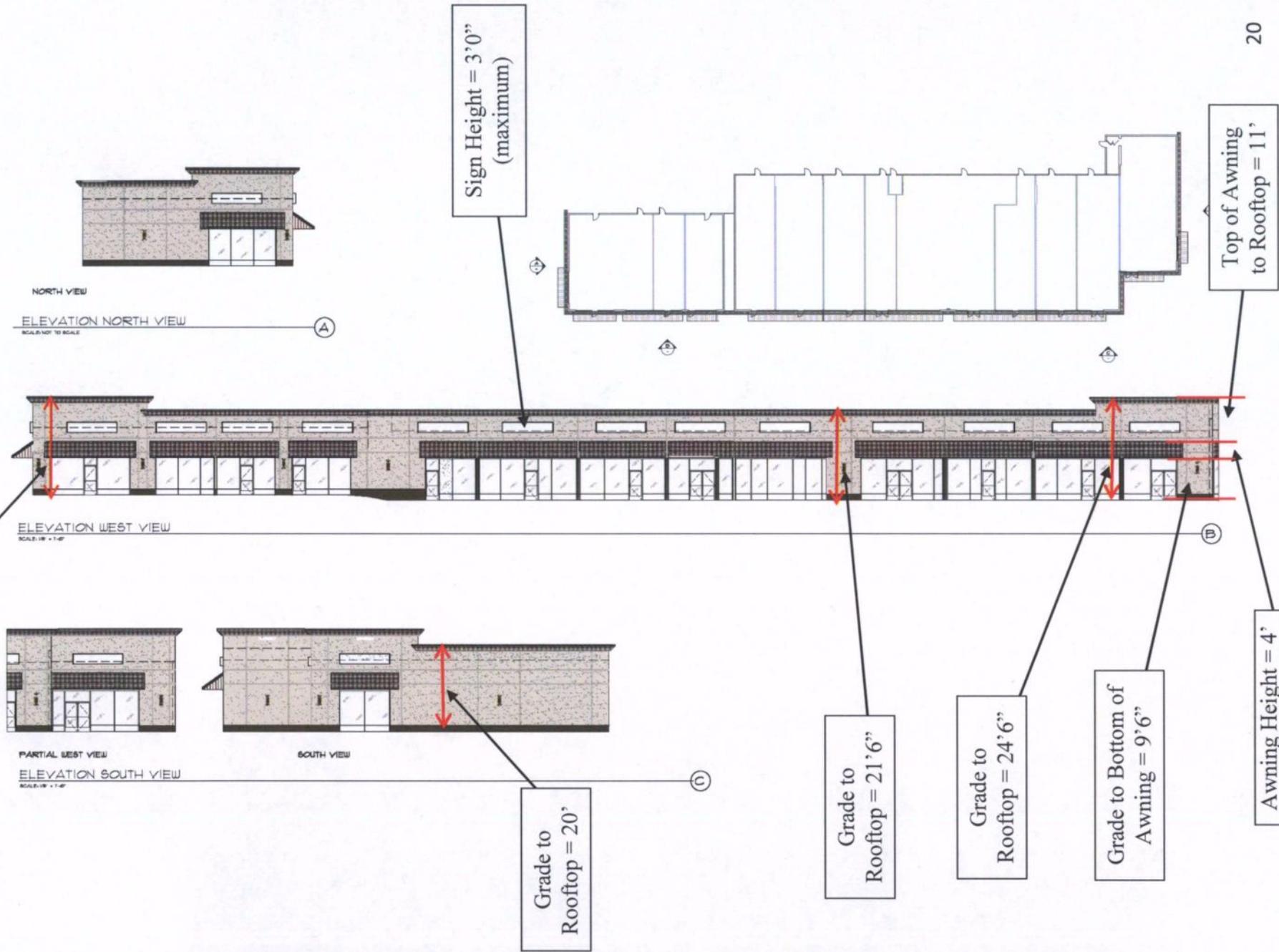


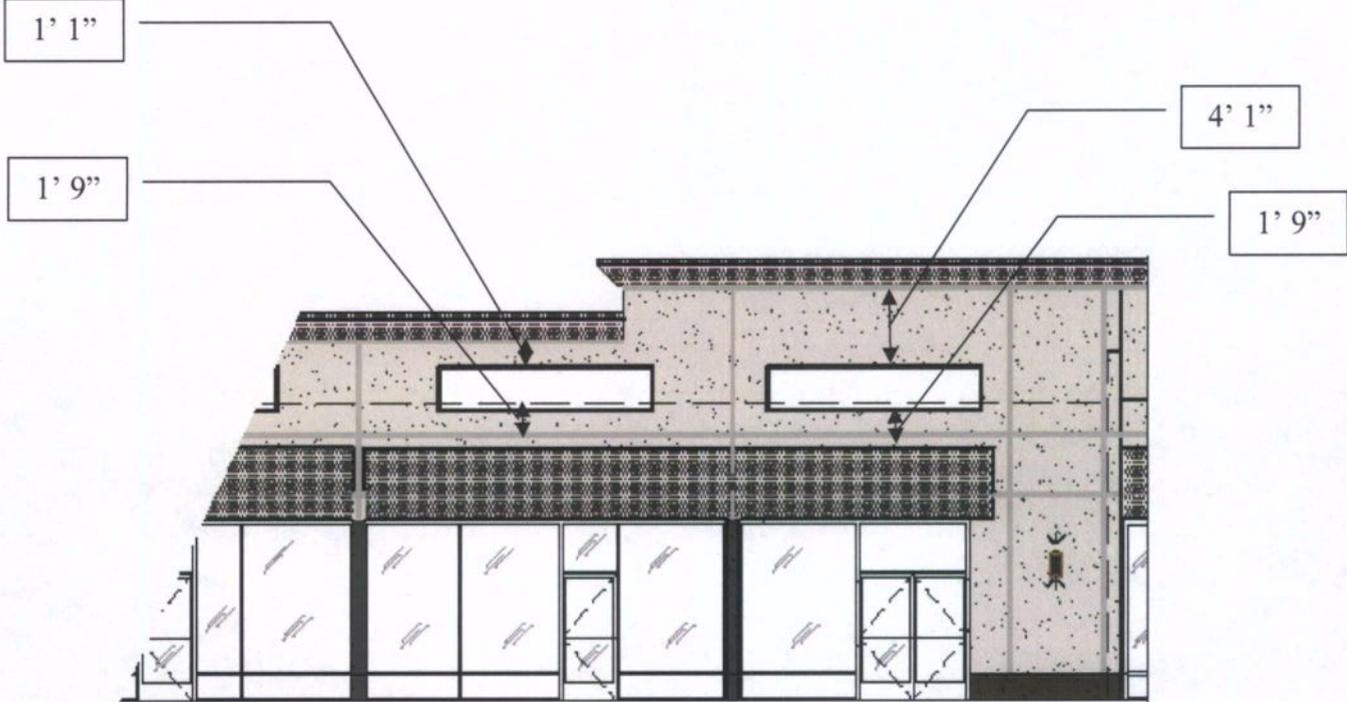
**BUILDING D**



Regarding the inline buildings shown on attachment 8, no single tenant shall have more than one wall sign per frontage, meaning that only corner spaces shall be allowed to have more than one wall sign since they have more than one visible frontage.

Attachment 9-A

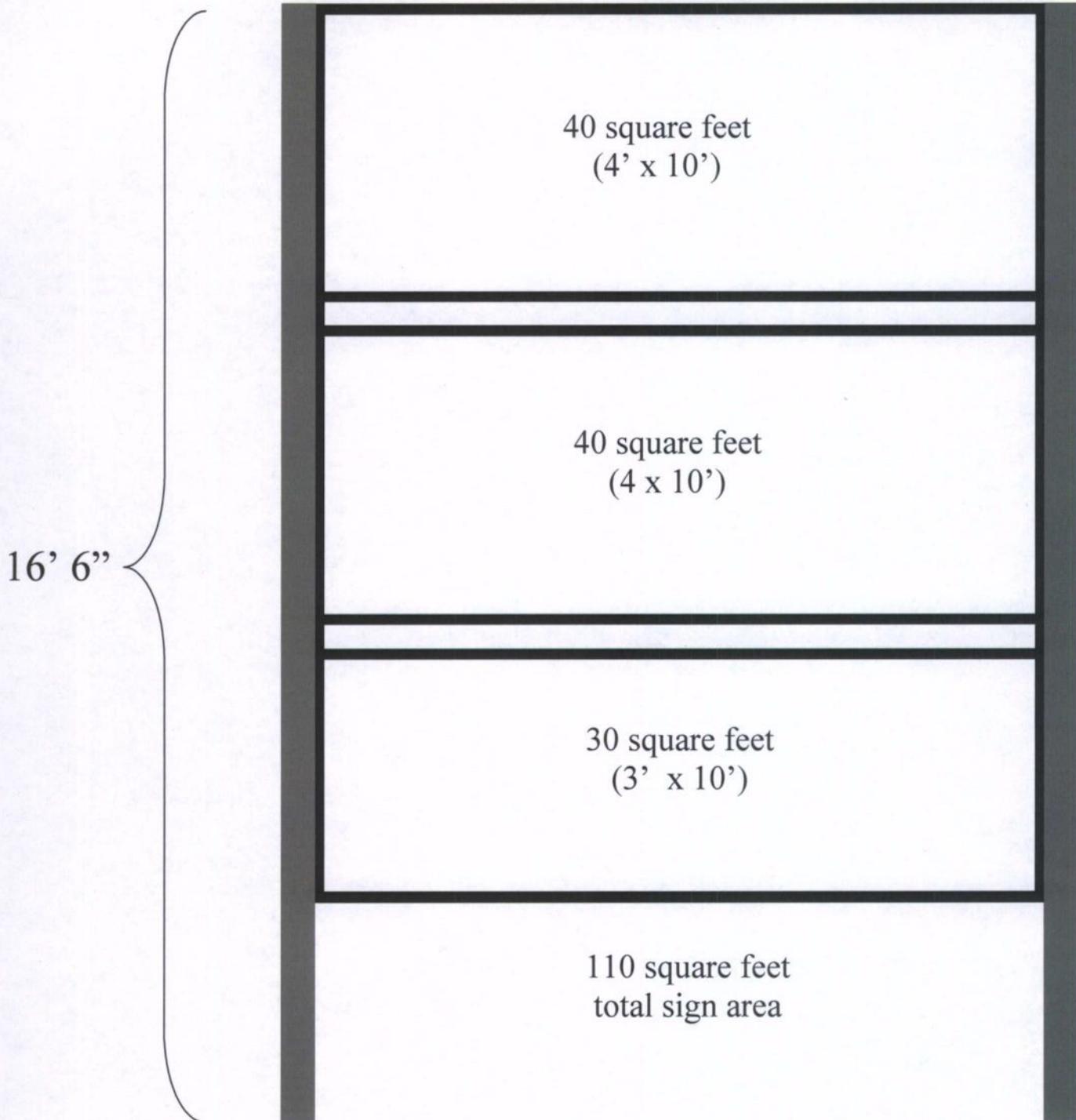




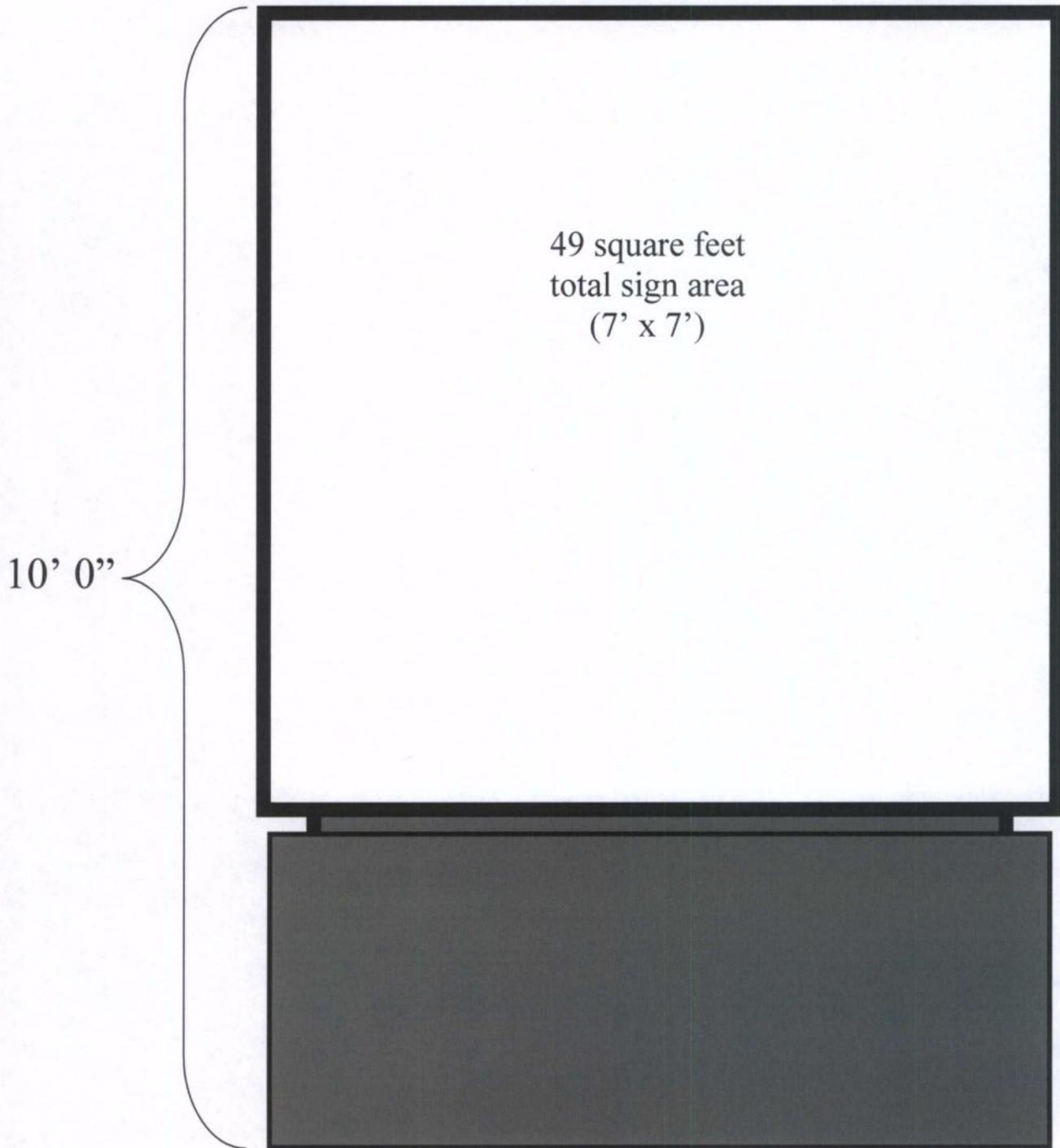
(Edinger Building Partial Section)

All measurements above are assuming the largest possible signage to be three feet (3') in height, however, most signage will be significantly smaller.

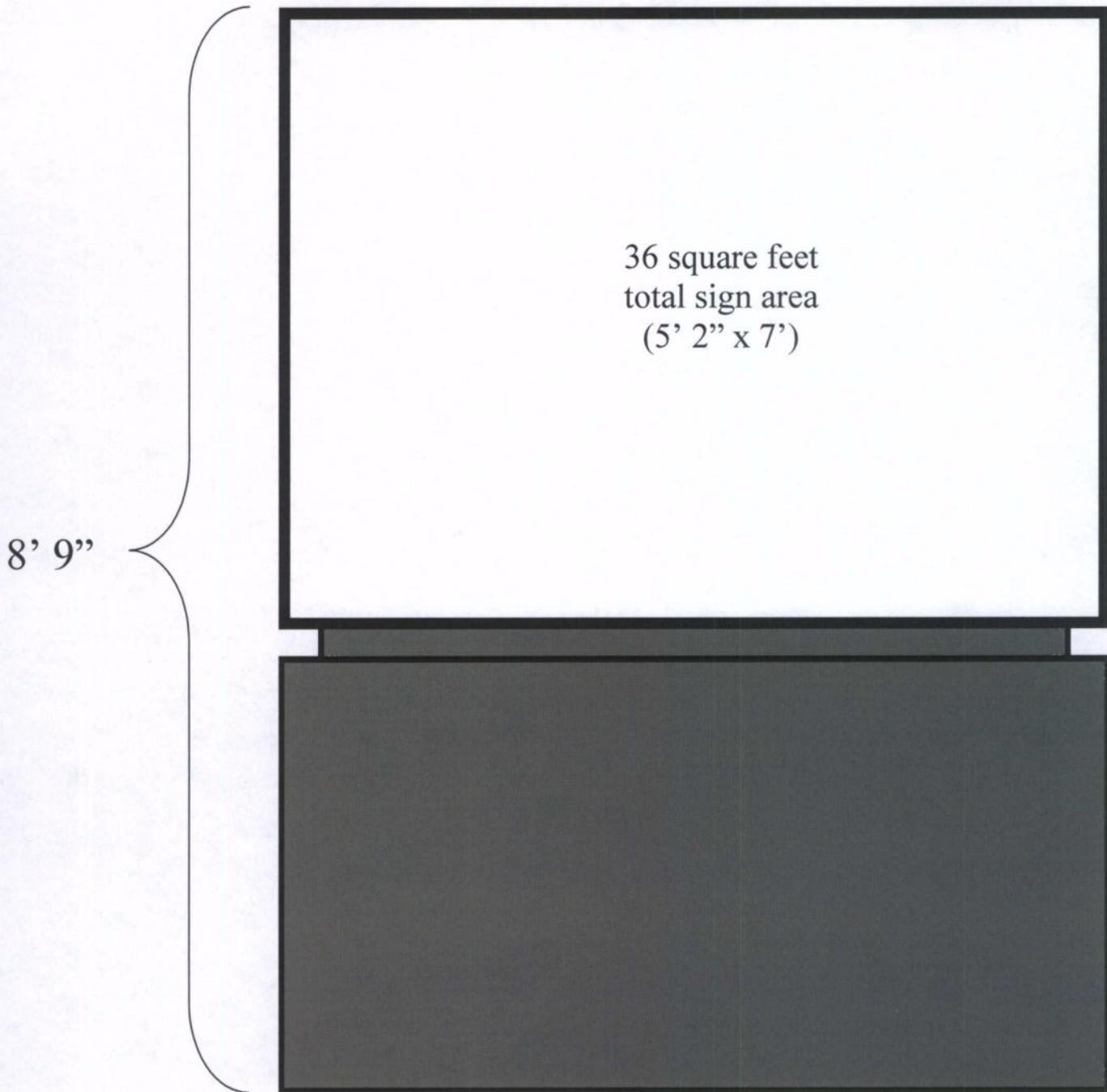
Pylon Sign 1



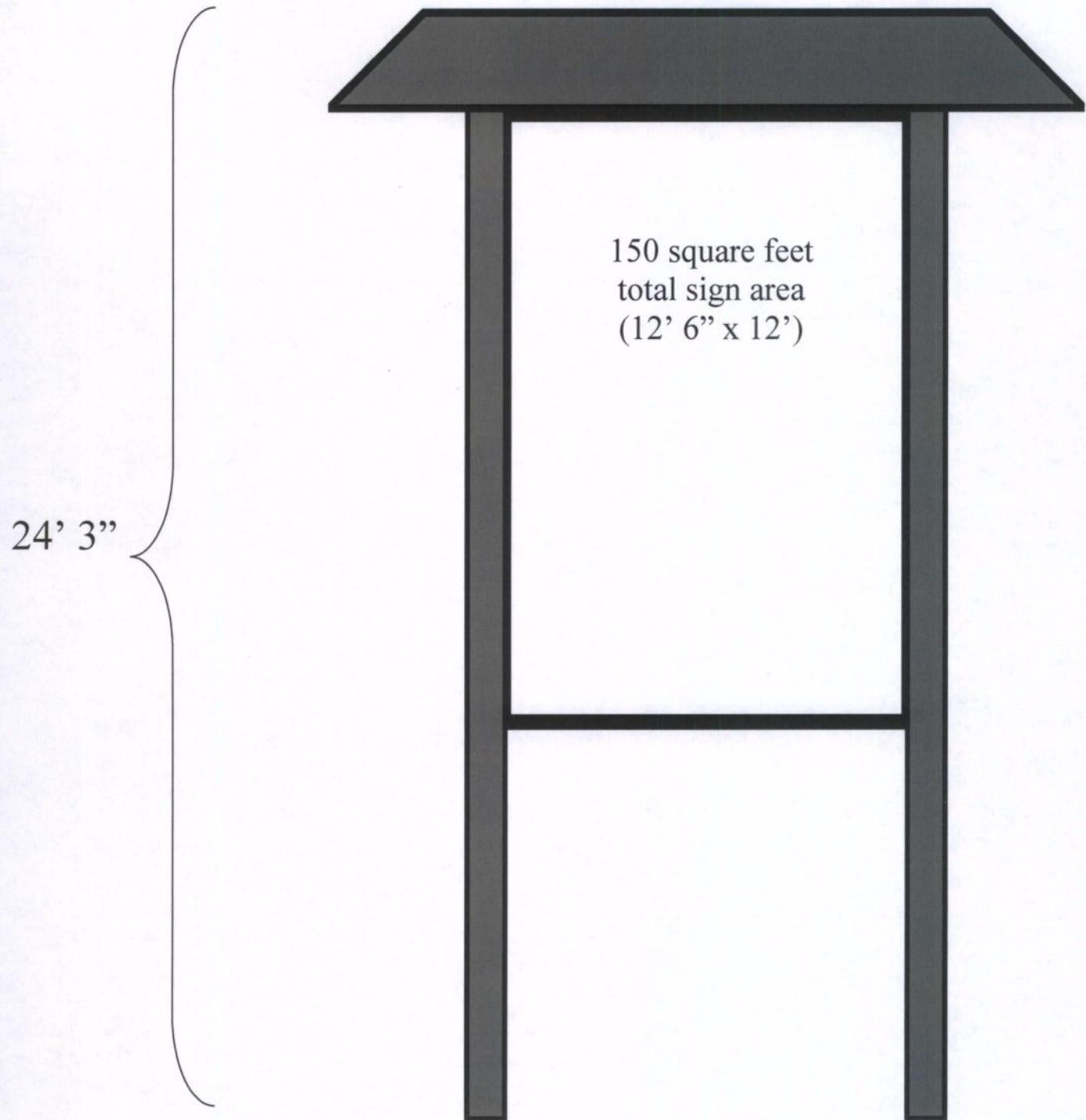
Pylon Sign 2



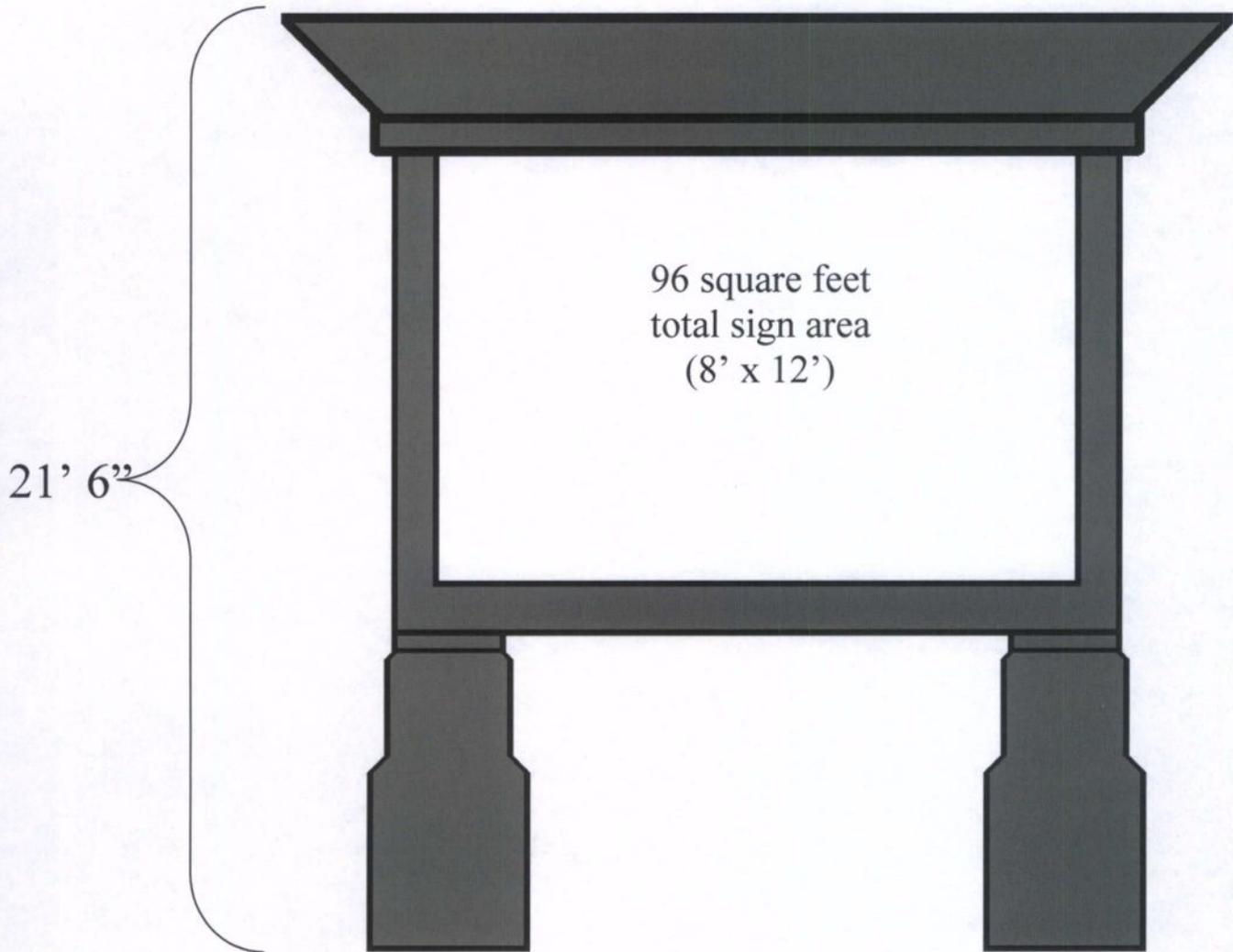
Pylon Sign 3



Pylon Sign 4



Pylon Sign 5



# **GOLDENWEST MARKETPLACE**

**16041 – 16101 Goldenwest; and  
6832 – 6998 Edinger  
Huntington Beach, CA 92647**

**Assessor's Parcel Numbers: 146-463-16, 18, 20, 22, 24 & 25**

**UPDATE TO PLANNED SIGN PROGRAM NUMBER 85-3 (R-2)**

**RECEIVED**

**NOV 19 2013**

**Dept. of Planning  
& Building**

**PREPARED FOR AAE PACIFIC PARK ASSOCIATES, LLC**

# GOLDENWEST MARKETPLACE

EDINGER AVENUE AT GOLDENWEST

HUNTINGTON BEACH, CA 92647

## TENANT SIGN CRITERIA

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Purpose:

The purpose of this Amendment to the Planned Sign Program 85-3 (R-2) is to update the existing Planned Sign Program in order to comply with the Beach and Edinger Specific Plan in regards to Buildings A and D. Buildings A and D are undergoing a façade update and as part of that update new compliant wall signage should be installed. The existing Planned Sign Program shall remain unmodified except for wall signage affecting Buildings A and D. Any new language shall be in bold lettering.

Any changes, alterations or further revisions to Planned Sign Program No. 85-3 (R-2) shall be reviewed and approved by the Director of Development Services prior to the erection, alteration or issuance of applicable permits for such signs within the development.

The following signage requirements shall govern all freestanding and wall signage within the shopping center:

SIGNAGE REQUIREMENTS:

A. The following wall sign criteria shall be the approved specific requirements:

1. No sign shall be installed, erected, altered, or reconstructed without prior City approval and issuance of appropriate Building Division permits.
  - a. Prior to submittal for plan check and issuance of permits, the sign plans must be approved by the owner or owner's representative and Landlord shall be entitled to approve or disapprove in Landlord's sole discretion.
2. Each tenant shall be permitted internally illuminated wall signage to be located on the building front on the space specifically provided for the same or the building exterior in accordance with all drawings and criteria set forth herein. No other signage is permitted on the exterior of the premises. Tenants with a corner unit will be permitted an additional wall sign on the side wall providing the sign area does not exceed the maximum allowed by the Huntington Beach Zoning and Subdivision Ordinance.
3. Unless approved by both the Landlord and the City of Huntington Beach no individual tenant shall have more than 1 and a half square feet of total sign area for each linear foot of building frontage. In addition unless approved by both the Landlord and the City of Huntington Beach the total sign area for the entire Shopping Center shall not exceed 1 and a half square feet of total sign area for the total linear foot of all buildings frontages of the Shopping Center. Total sign area shall mean all permanent signage including, wall signs, pylon signage and awning signage.

**FABRICATION & INSTALLATION**

It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Landlord and Designer.

General Fabrication Specifications include:

- Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- Finish welds on exposed surfaces to be imperceptible in the finished work.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformations
- All fasteners to be concealed, except where otherwise approved by Landlord.
- Make access panels tight-fitting, light-proof, and flush with adjacent surfaces.
- Carefully follow manufacturer's recommended fabricating procedures regarding expansion/contraction, fastening, and restraining of acrylic plastic.
- Exercise care to assure that painted, polished, and plated surfaces are unblemished in the finished work.

Tenant shall be responsible for all backing & structural support as required for Tenant Signage. No electrical or structural members shall penetrate the "Shell Building" including Bulkhead and Neutral Piers. Additional structural upgrades will require written approval by Landlord and will be designed by Landlord's structural engineer at Tenant's expense.

The following construction methods are permitted, other conditions are subject to approval:

- Dimensional letters applied to storefront with indirect fixture illumination.
- Reverse metal channel halo-lit letterforms.
- Recessed or incised letters with edge or perimeter lighting.
- Face illuminated decorative ceramic-tile sign.
- Letters thru-cut in metal sheet with indirect fixture illumination.
- Routed metal letters with solid push thru acrylic faces and internal illumination.
- Architectural metalwork panels with applied tenant letters.

The following construction methods are not permitted:

- Box channel letterforms with acrylic face.
- Letters with exposed fastenings
- Paper, cardboard, Styrofoam, cloth, stickers, & decals.
- Exposed neon.
- Signs painted directly on the storefront.

Building A – Wall signs shall be interior illuminated individual channel letters or logo with height not to exceed 2 feet 6 inches, length not to exceed 75% of storefront of any specific tenant (see Attachment #5) and the total square footage of any individual tenant's wall signage and any awning signage shall not exceed 1.2 times the specific tenants linear storefront footage. Any wall and awning square footage over 1.2 times the linear storefront footage of that specific tenant shall require Landlord's approval which shall be granted in landlord's sole discretion. Any tenant's total signage (including wall, pylon, monument and awning) square footage over 1.5 times the linear storefront footage of that specific tenant shall require both Landlord's approval which shall be granted in landlord's sole discretion and the City of Huntington Beach approval. The total height of the wall sign area shall not exceed 3 feet, which includes if there are multiple rows of letters or logos. Any Awning signage shall be limited to one line of lettering and if on the awning face shall not exceed 20% of the awning face and in on the awning valance then letters shall be the lesser of 8" or 2/3 the valance height. Unless specifically noted otherwise, the

“allowable signage area” for purposes of calculating the acceptable size of a Tenant’s storefront sign is to be based on the overall sign dimension inclusive of the following:

1. Tenant lettering
2. Tenant logo/graphic
3. Field color or background color that is specific to Tenant’s identity and/or signage.

Final Signage locations shall be as approved by landlord. (Suggested locations are provided on attached key plans.)

Sign colors shall be complimentary to the Shopping Center. Location of each Tenant’s signage is shown on Attachment 8.

Buildings B & C – Anchor tenants shall be allowed to put up interior illuminated or non-illuminated channel letters as shown in Attachments 2, 3 and 4. Letter colors shall be limited to either red, orange, or brown. Channel letters shall not exceed maximum letter height of 36 inches or be less than 18 inches in size.

Building D – Wall signs shall be interior illuminated individual channel letters or logo with height not to exceed 2 feet 6 inches, length not to exceed 75% of storefront of any specific tenant (see Attachment #9) and the total square footage of any individual tenant’s wall signage and any awning signage shall not exceed 1.2 times the specific tenants linear storefront footage. Any wall and awning square footage over 1.2 times the linear storefront footage of that specific tenant shall require Landlord’s approval which shall be granted in landlord’s sole discretion. Any tenant’s total signage (including wall, pylon, monument and awning) square footage over 1.5 times the linear storefront footage of that specific tenant shall require both Landlord’s approval which shall be granted in landlord’s sole discretion and the City of Huntington Beach approval. The total height of the wall sign area shall not exceed 3 feet, which includes if there are multiple rows of letters or logos. Any Awning signage shall be limited to one line of lettering and if on the awning face shall not exceed 20% of the awning face and in on the awning valance then letters shall be the lesser of 8” or 2/3 the valance height. Unless specifically noted otherwise, the “allowable signage area” for purposes of calculating the acceptable size of a Tenant’s storefront sign is to be based on the overall sign dimension inclusive of the following:

1. Tenant lettering
2. Tenant logo/graphic
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Final Signage locations shall be as approved by landlord. (Suggested locations are provided on attached key plans.)

Sign colors shall be complimentary to the Shopping Center. Location of each Tenant’s signage is shown on Attachment 8.

Building F – One sign shall be permitted per building face in compliance with the provisions of the Huntington Beach Zoning and Subdivision Ordinance.

4. Copy shall be limited to the established business tradename. Optional logo plaques and special form channel letters are subject to approval by Landlord or its designated agent. Sign shall be centered on the fascia vertically and horizontally unless otherwise approved by Landlord, sign design consultant, and City.

5. The advertising or information content on the sign shall be limited to letters designating the store name or established trade logo.
- A. All freestanding signs shall conform to the following:
1. A maximum of three freestanding signs shall be permitted along the Edinger Avenue frontage and two along the Goldenwest Street frontage (excluding the corner gas station which has been addressed under Special Sign Permit No. 84-9 with the City of Huntington Beach).
  2. All freestanding signs shall be similar in height, size, and materials, as shown on Attachments #6 and #7.
    - a. Signs 1, 4 and 5 shall be a maximum 10 feet in height. The base shall be a minimum of 3 feet high; the sign area shall be no greater than 7 feet x 10 feet (70 square feet).
    - b. Signs 2 and 3 shall be a maximum of 10 feet in height. The base shall be a minimum of 3 feet high; the sign area shall be no greater than 7 feet x 7 feet (49 square feet).
- B. General Provisions:
1. All equipment and/or components shall be listed by a recognized laboratory.
  2. Working areas, access & illumination shall comply with section 110-16 N.E.C. and 509, 709 of U.M.C.
  3. The intent of this planned sign program is not to exceed those requirements of the Huntington Beach Zoning and Subdivision Ordinance.
  4. Temporary window signs shall not exceed 10% of the window area.

#### CANOPY GRAPHICS

Canopies are encouraged throughout the project. If primary signs are located on a fabric canopy the following criteria applies. Letter-type and graphics must be integrated onto canopy fabric by silk-screening or heat transfer. Single color for such elements are preferred. Letter-type on the vertical edge of a canopy should not exceed 1'-0" in height. Letter-type on sloping canopy should not exceed the primary signage limits.

Signage and graphics that are not permitted on Fabric canopy are:

- Pressure sensitive graphics.
- Eradicated (cut out) or painted.
- Illuminated or pin-mounted letter-forms.

#### LIGHTING

All sign elements must be internally and/or externally illuminated. Hot spots and light leaks are not permitted and must be repaired by the Tenant. All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label. All signs must conceal all identification labels and U.L. labels to conform to U.L. Codes. All conductors, transformers, cabinets, housings, and other equipment shall be concealed and/or incorporated into storefront and/or signage components. To protect the visual environment, all Tenant's light fixtures in regards to brightness and glare shall be subject to approval.

Tenant's Primary Signage, Secondary Signage (if applicable), and Canopy shall remain illuminated after hours as designated by the Landlord. Lighting in this zone is required to be circuited and switched separately from other store fixtures on the Tenant's panel and must be controlled by a time-clock. Tenant shall provide a disconnect switch at sign transformer or near electrical junction box.

#### REQUESTS FOR DEVIATIONS

Request for deviation may include but are not limited to sign area, letter height, color, sign style and sign location.

Per the City's Zoning and Subdivision Ordinance wall signs consisting of channel letters are eligible for a 15% in allowable size, which shall be granted by the City of Huntington Beach and shall not count towards the overall total allowed signage for a specific tenant or the entire center.

Deviation requests, up to ten (10) percent of any single standard, may be considered by the City of Huntington Beach Director of Planning. Deviations greater than ten (10) percent must be approved by a Planned Sign Program Amendment or a Sign Code Exception, subject to the procedures outlined in the City's Zoning and Subdivision Ordinance.

#### APPROVAL PROCESS

There is a formal process for the creation, review and approval of Tenant signs at the Center. 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 Shopping Center.

#### 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 the 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.

**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.

**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.

**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 any time 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.

(Balance of this Page is Intentionally Blank.)

**Goldenwest Marketplace  
Huntington Beach, CA 92647**

Pylon Sign 4

Pylon Sign 5



**Goldenwest Street**

(Not a Part)

123'

78'

Building F

274'

Building A

40'

87'

Pylon Sign 3

**Edinger Avenue**

Building B

360'

Building C

201'

Pylon Sign 2

275'

Building D

51'

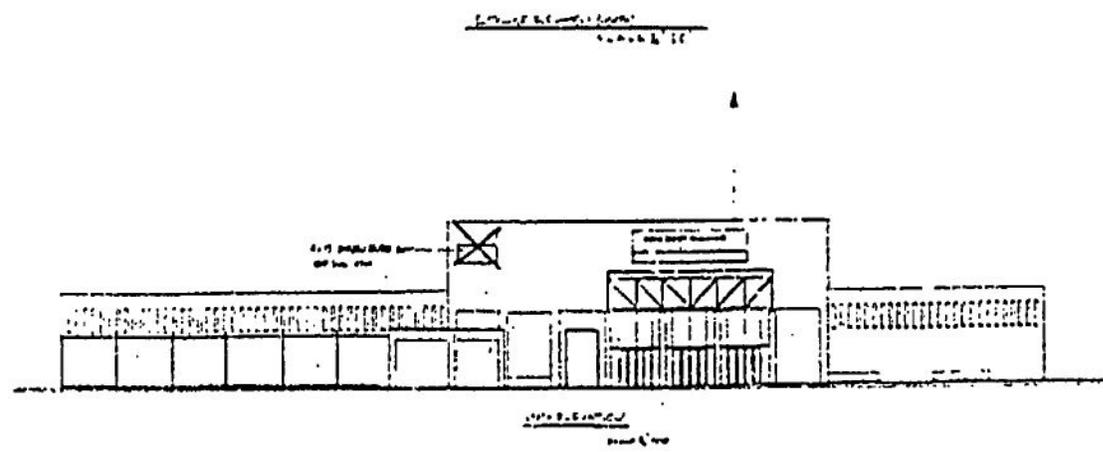
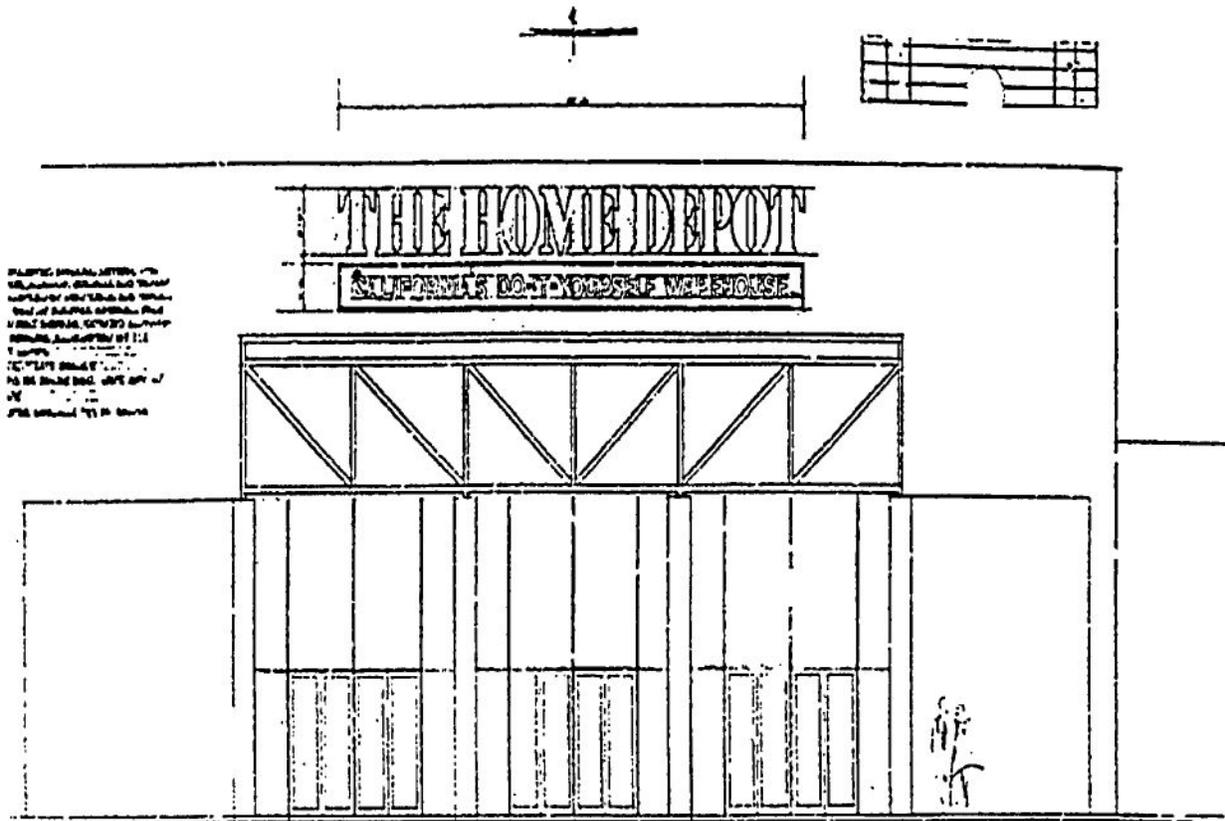
20'

70'

29'

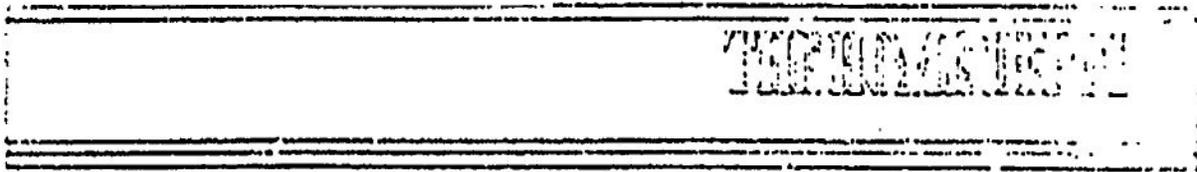
Pylon Sign 1

Total linear frontage for the entire Shopping Center, as of 11/18/2013 is 1,608 lineal feet.



<b>myers &amp; company</b>	
Architectural Firm	
1234 Main Street, Suite 100, San Francisco, CA 94102	
Phone: (415) 555-1234	
Fax: (415) 555-5678	
E-mail: info@myers.com	
Website: www.myers.com	
Project Name: _____	
Project Address: _____	
Project No: _____	
Date: _____	
Scale: _____	
Drawing No: _____	
Sheet No: _____	
Total Sheets: _____	

Attachment #2



SECRET

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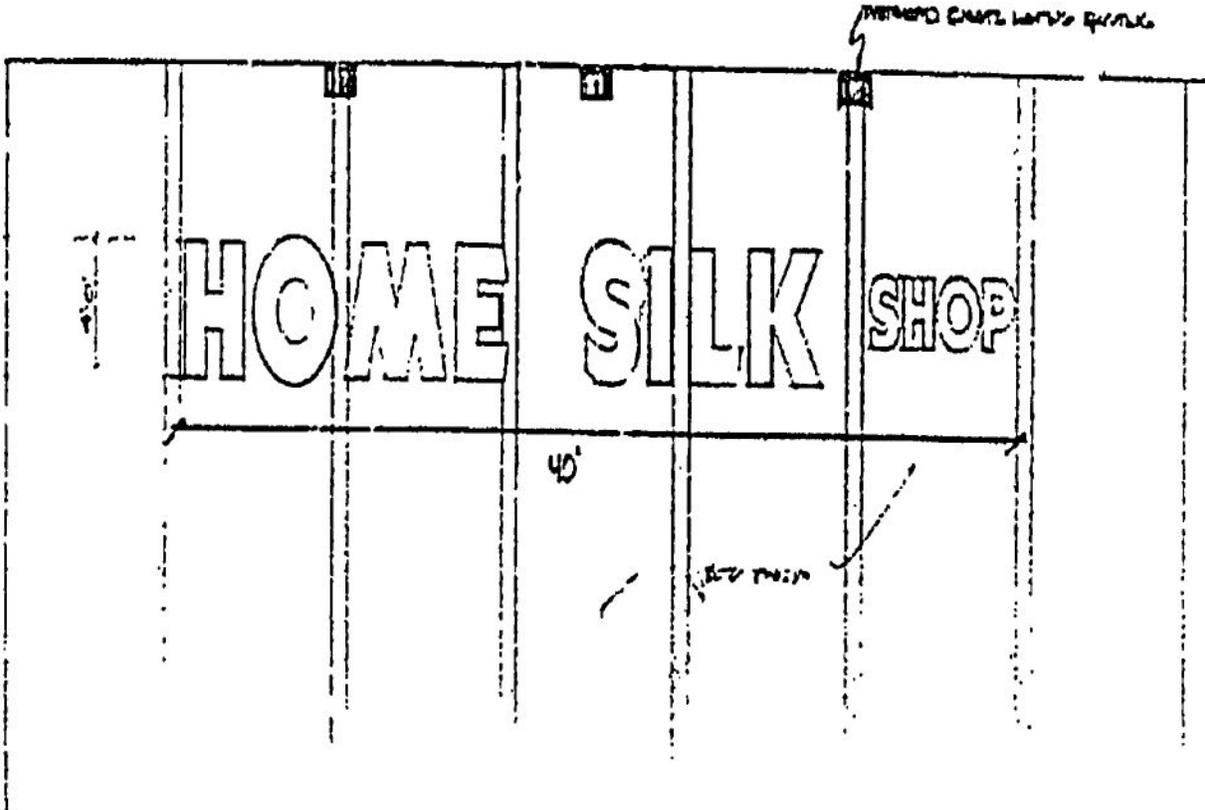
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SECRET

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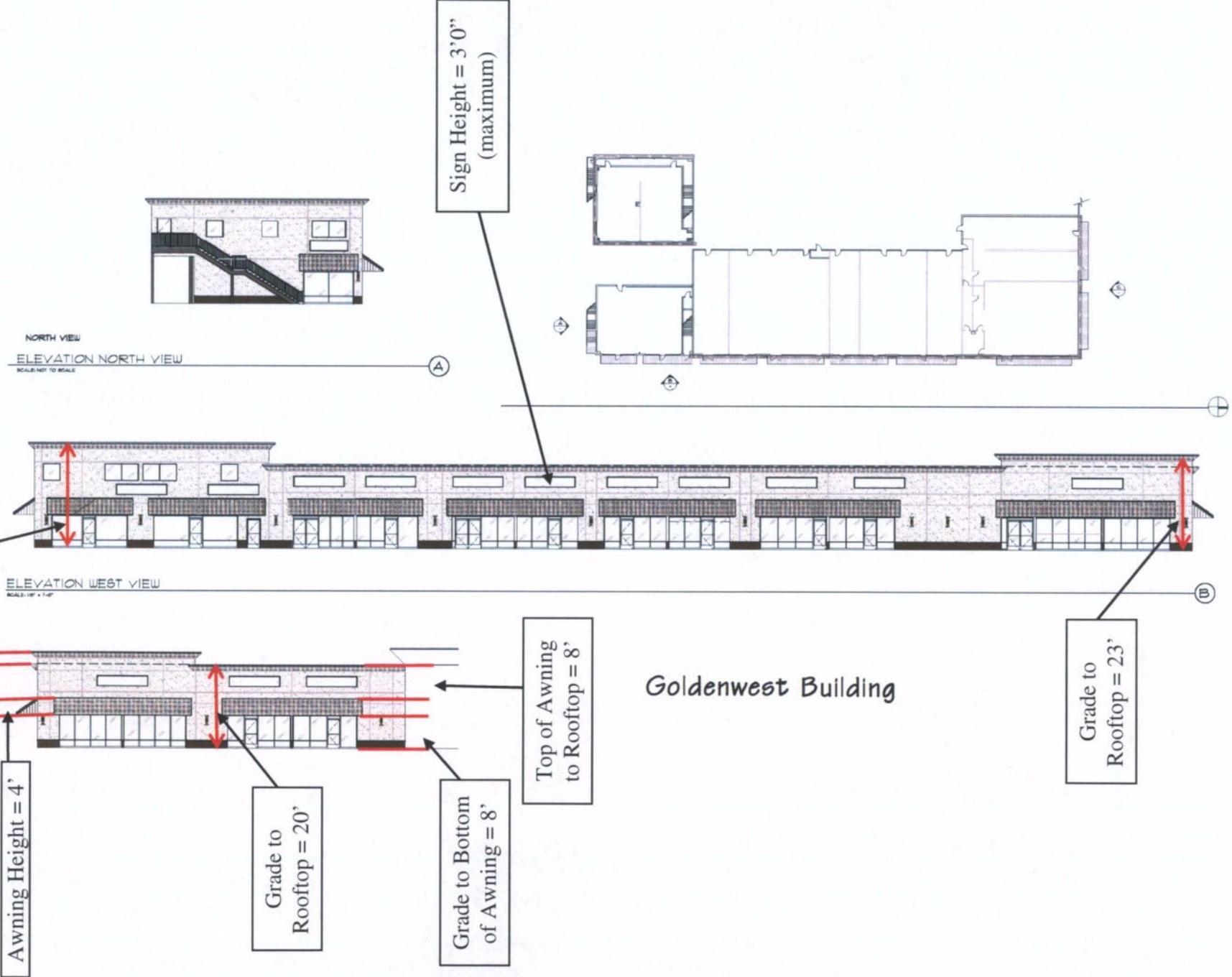
Attachment #3



1.227 ELEVATION  
 6' 0" x 2' 11"

SEE ELEVATION FOR WINDOW  
 LETTERS, WINDOW MATERIALS BY  
 MATERIALS LIST AND WINDOW  
 COVERING (REVISIONS)

	
myers & company	
800 West Center Road, Suite 100, Fort Worth, TX 76102	
Telephone: (817) 338-1111	
FAX: (817) 338-1112	
E-mail: info@myersandcompany.com	
www.myersandcompany.com	






CEMENT STUCCO  
PAINTED WHITE  
IN 1944



TOP OF WALL

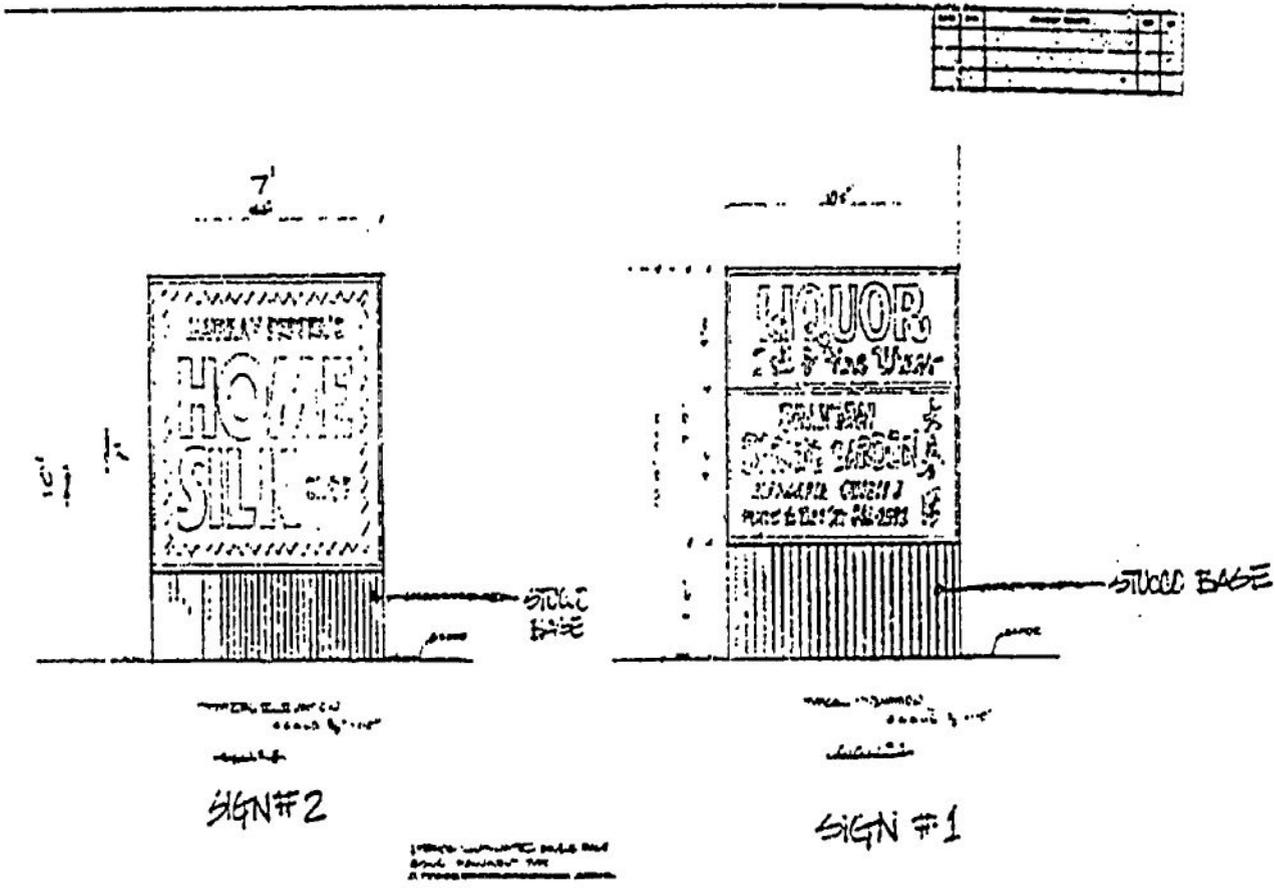
3

1. THIS WALL WAS CONSTRUCTED IN 1944 WITH  
A REINFORCED CONCRETE CORE AND  
A STUCCO FINISH. THE STUCCO WAS  
PAINTED WHITE IN 1944. THE WALL  
IS IN GOOD CONDITION AND  
SHOULD BE MAINTAINED AS SUCH.

myers & company	
1111 North Main Street, Los Angeles, California 90012	
Telephone: (213) 475-1111	
FAX: (213) 475-1111	
DATE:	1988-08-10
BY:	...
CHECKED BY:	...
APPROVED BY:	...

13

Attachment #6



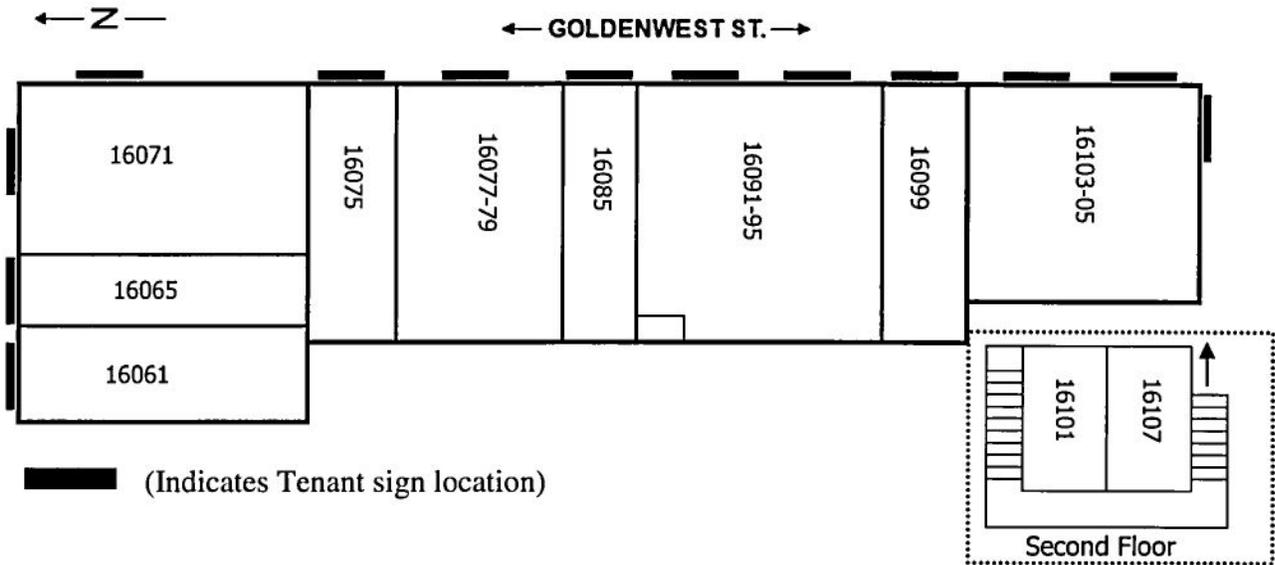
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Attachment #7

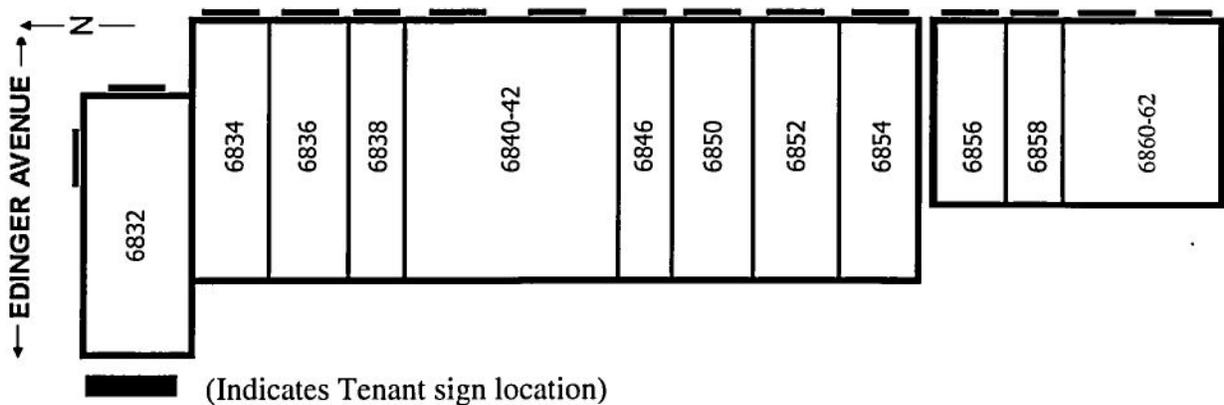
 <b>myers &amp; company</b>	
All work done under the supervision of the architect.	
I hereby certify that the above is a true and correct copy of the original.	
Date: _____	Signature: _____
Name: _____	Title: _____
Address: _____	City: _____
State: _____	Zip: _____

**Goldenwest Marketplace  
INLINE BUILDINGS**

**BUILDING A**

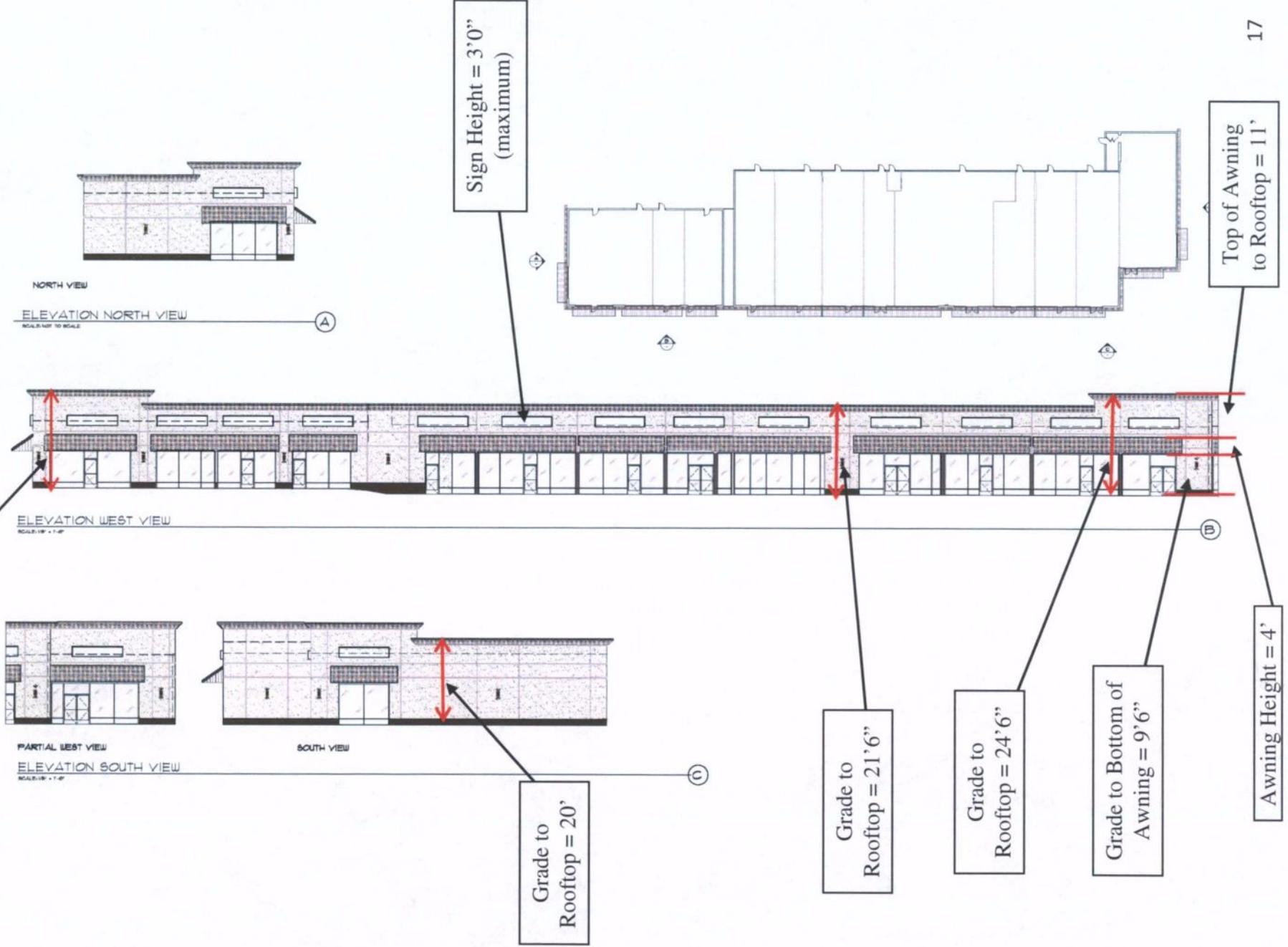


**BUILDING D**

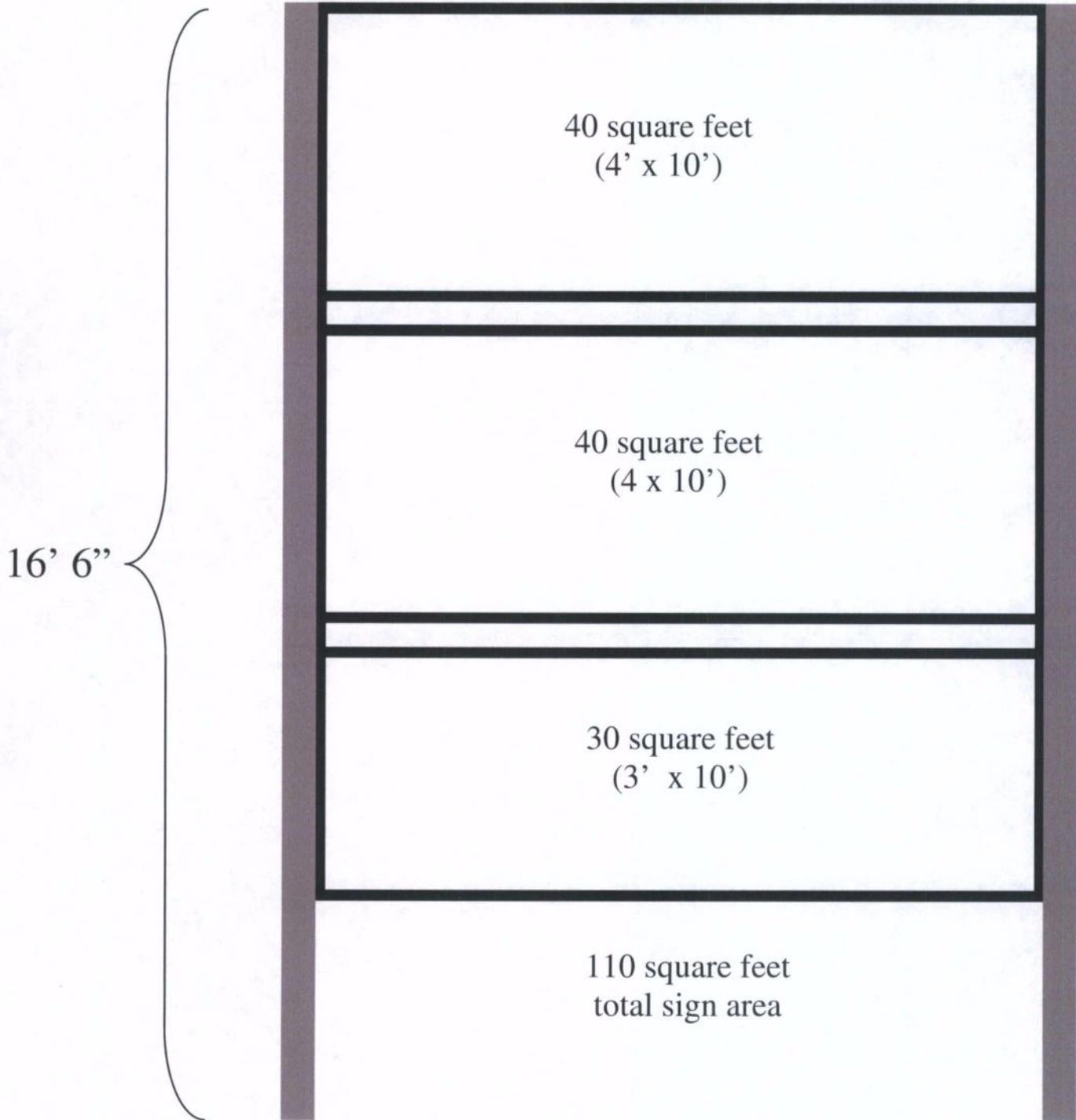


Regarding the inline buildings shown on attachment 8, no single tenant shall have more than one wall sign per frontage, meaning that only corner spaces shall be allowed to have more than one wall sign since they have more than one visible frontage.

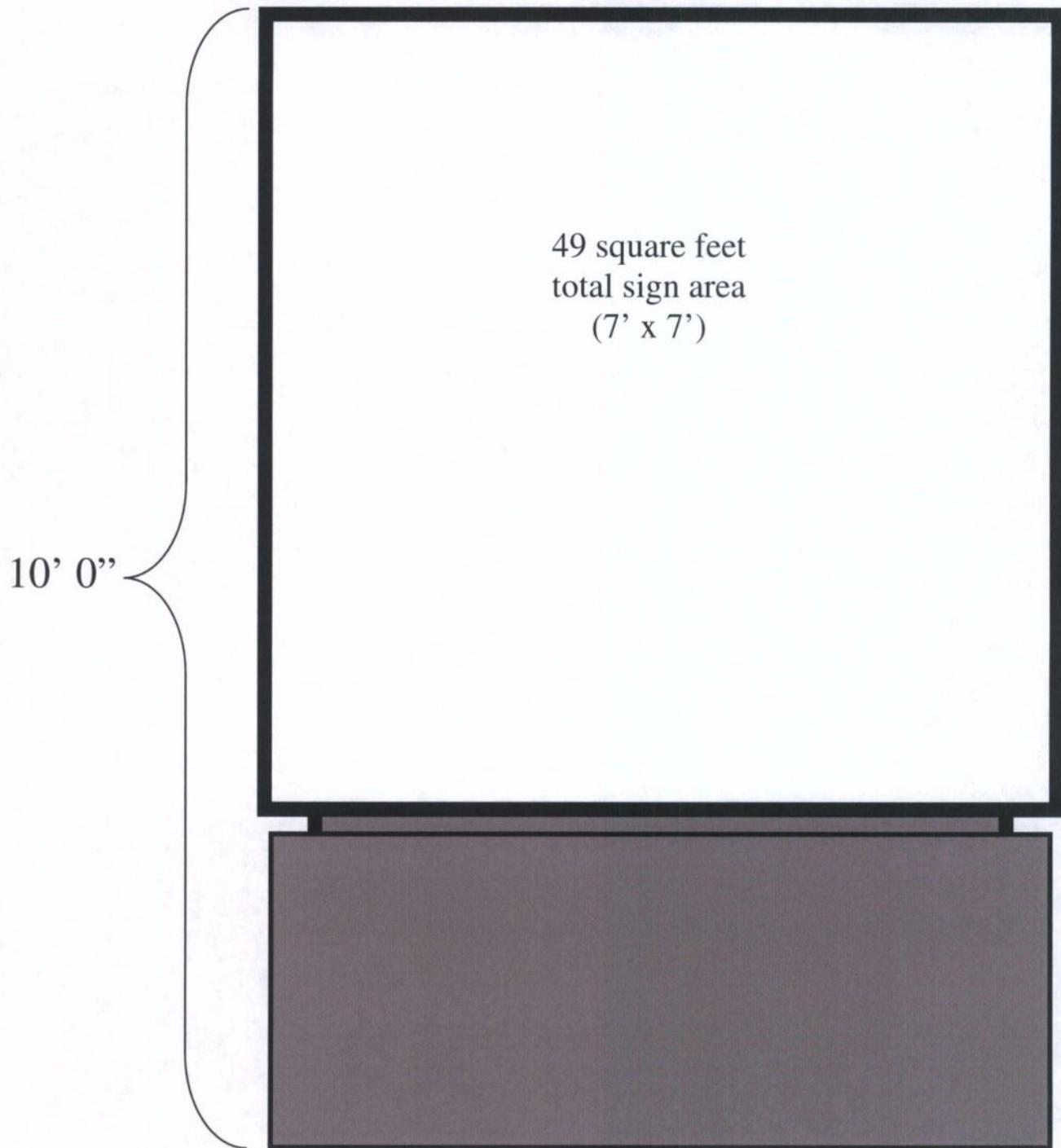
Attachment 9



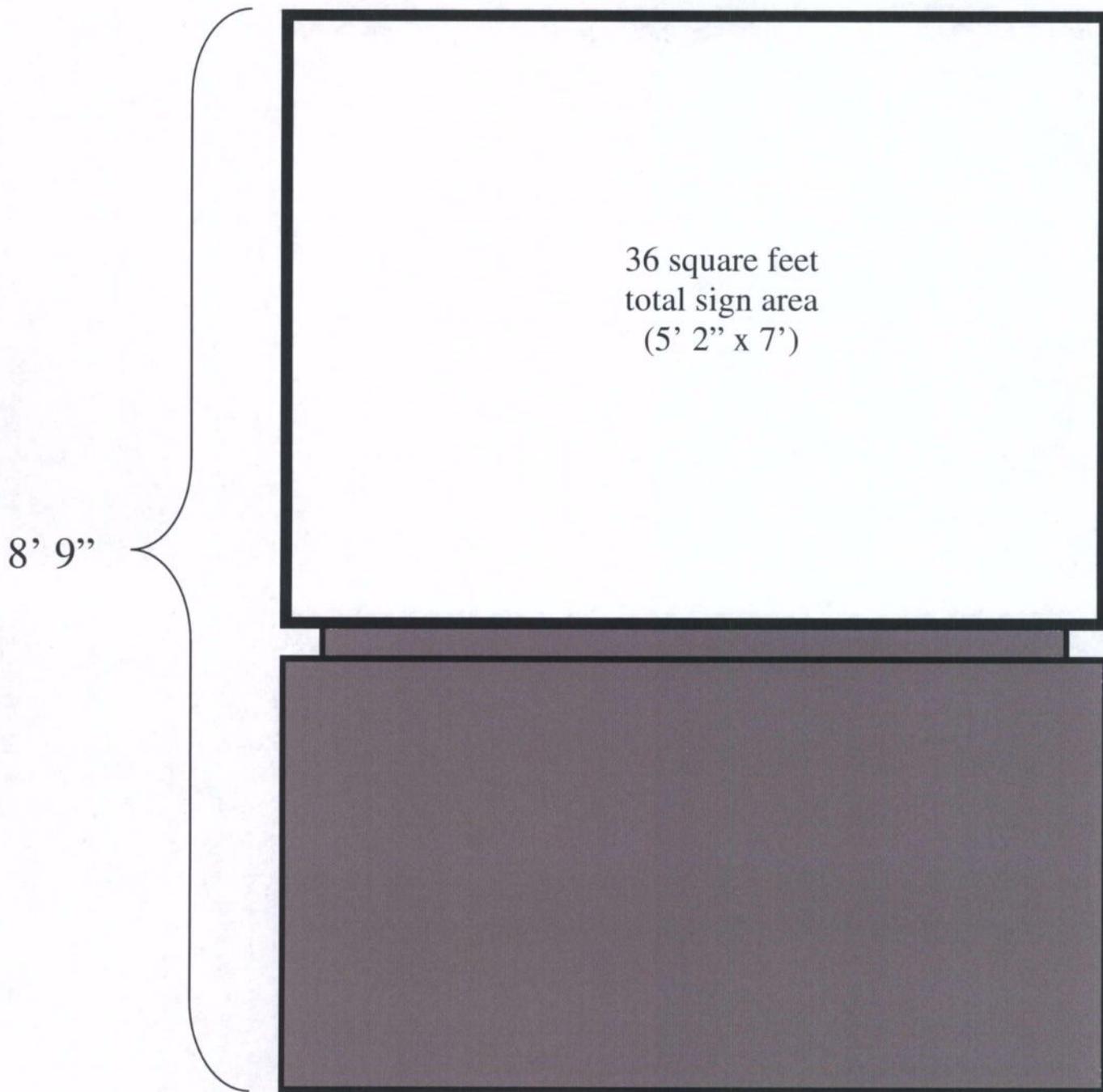
Pylon Sign 1



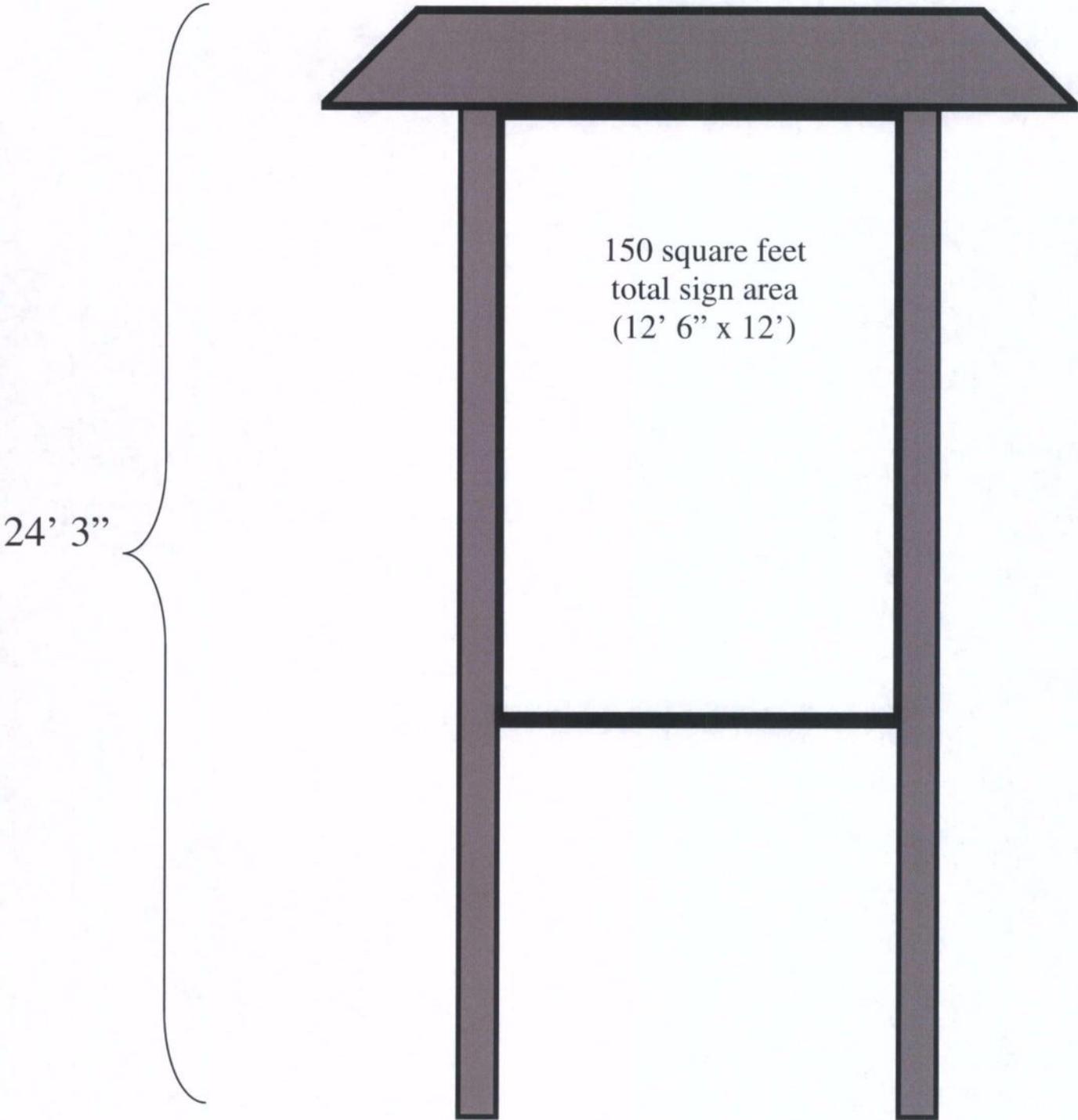
Pylon Sign 2



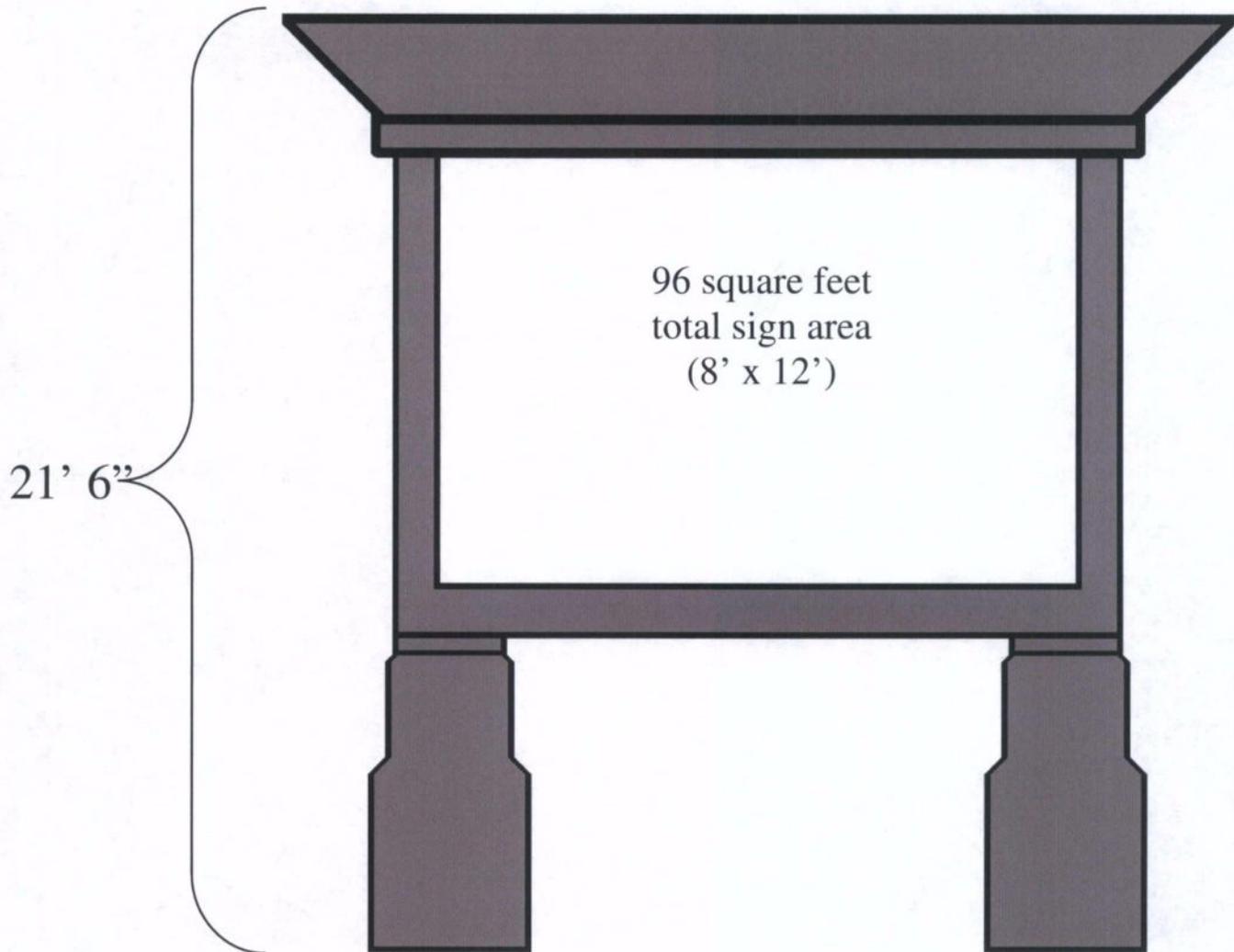
Pylon Sign 3



Pylon Sign 4



Pylon Sign 5



RECEIVED

OCT 07 2013

Dept. Engineering  
& Building

## *Goldenwest Marketplace*

16041 – 16101 Goldenwest; and  
6832 – 6998 Edinger  
Huntington Beach, CA 92647

Assessor's Parcel Numbers: 146-463-16, 18, 20, 22, 24 & 25

### **UPDATE TO PLANNED SIGN PROGRAM NUMBER 85-3**

Highlighted to  
show any changes.

Existing PSP  
w/ highlighted  
areas to be  
changed.

PREPARED FOR AAE PACIFIC PARK ASSOCIATES, LLC

# *Goldenwest Marketplace*

*Edinger Avenue at Goldenwest*

*Huntington Beach, CA 92647*

## **TENANT SIGN CRITERIA**

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Purpose:

The purpose of this Amendment to the Planned Sign Program 85-3 is to update the existing Planned Sign Program in order to comply with the Beach and Edinger Specific Plan in regards to Buildings A and D. Buildings A and D are undergoing a façade update and as part of that update new compliant wall signage should be installed. The existing Planned Sign Program shall remain unmodified except for wall signage affecting Buildings A and D.

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- Routed metal letters with solid push thru acrylic faces and internal illumination.
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- Paper, cardboard, Styrofoam, cloth, stickers, & decals.
- Exposed neon.
- Signs painted directly on the storefront.

Building A – Wall signs shall be interior illuminated individual channel letters or logo with height not to exceed 2 feet 6 inches and length not to exceed 80% of storefront (see Attachment #5). Unless specifically noted otherwise, the "allowable signage area" for purposes of calculating the acceptable size of a Tenant's storefront sign (1.725 square foot of signage for each lineal foot of storefront) is to be based on the overall sign dimension inclusive of the following:

1. Tenant lettering
2. Tenant logo/graphic
3. Field color or background color that is specific to Tenant's identity and/or signage.

Final Signage locations shall be as approved by landlord. (Suggested locations are provided on attached key plans.)

Sign colors shall be complimentary to the Shopping Center. Location of each Tenant's signage is shown on Attachment 8.

Buildings B & C – Anchor tenants shall be allowed to put up interior illuminated or non-illuminated channel letters as shown in Attachments 2, 3 and 4. Letter colors shall be limited to either red, orange, or brown. Channel letters shall not exceed maximum letter height of 36 inches or be less than 18 inches in size.

Building D – Wall signs shall be interior illuminated individual channel letters or logo with height not to exceed 2 feet 6 inches and length not to exceed 80% of storefront (see Attachment #9). Unless specifically noted otherwise, the "allowable signage area" for purposes of calculating the acceptable size of a Tenant's storefront sign (1.725 square foot of signage for each lineal foot of storefront) is to be based on the overall sign dimension inclusive of the following:

1. Tenant lettering
  2. Tenant logo/graphic
  3. Field color or background color that is specific to Tenant's identity and/or signage.
- Final Signage locations shall be as approved by landlord. (Suggested locations are provided on attached key plans.)

Sign colors shall be complimentary to the Shopping Center. Location of each Tenant's signage is shown on Attachment 8.

Building E – All signs shall comply with the Huntington Beach Ordinance Code and Special Sign Permit No. 84-9.

Building F – One sign shall be permitted per building face in compliance with the provisions under Section 2.b above and the Huntington Beach Ordinance Code.

3. Copy shall be limited to the established business tradename. Optional logo plaques and special form channel letters are subject to approval by Landlord or its designated agent. Sign shall be centered on the fascia vertically and horizontally unless otherwise approved by Landlord, sign design consultant, and City.
4. The advertising or information content on the sign shall be limited to letters designating the store name or established trade logo.

B. All freestanding signs shall conform to the following:

1. A maximum of three freestanding signs shall be permitted along the Edinger Avenue frontage and two along the Goldenwest Street frontage (excluding the corner gas station which has been addressed under Special Sign Permit No. 84-9 with the City of Huntington Beach).
2. All freestanding signs shall be similar in height, size, and materials, as shown on Attachments #6 and #7.
  - a. Signs 1, 4 and 5 shall be a maximum 10 feet in height. The base shall be a minimum of 3 feet high; the sign area shall be no greater than 7 feet x 10 feet (70 square feet).
  - b. Signs 2 and 3 shall be a maximum of 10 feet in height. The base shall be a minimum of 3 feet high; the sign area shall be no greater than 7 feet x 7 feet (49 square feet).

C. General Provisions:

1. All equipment and/or components shall be listed by a recognized laboratory.
2. Working areas, access & illumination shall comply with section 110-16 N.E.C. and 509, 709 of U.M.C.

3. The intent of this planned sign program is not to exceed those requirements of the Huntington Beach Ordinance Code.
4. Temporary window signs shall not exceed 10% of the window area.

### CANOPY GRAPHICS

Canopies are encouraged throughout the project. If primary signs are located on a fabric canopy the following criteria applies. Letter-type and graphics must be integrated onto canopy fabric by silk-screening or heat transfer. Single color for such elements are preferred. Letter-type on the vertical edge of a canopy should not exceed 1'-0" in height. Letter-type on sloping canopy should not exceed the primary signage limits.

Signage and graphics that are not permitted on Fabric canopy are:

- Pressure sensitive graphics.
- Eradicated (cut out) or painted.
- Illuminated or pin-mounted letter-forms.

### LIGHTING

All sign elements must be internally and/or externally illuminated. Hot spots and light leaks are not permitted and must be repaired by the Tenant. All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label. All signs must conceal all identification labels and U.L. labels to conform to U.L. Codes. All conductors, transformers, cabinets, housings, and other equipment shall be concealed and/or incorporated into storefront and/or signage components. To protect the visual environment, all Tenant's light fixtures in regards to brightness and glare shall be subject to approval.

Tenant's Primary Signage, Secondary Signage (if applicable), and Canopy shall remain illuminated after hours as designated by the Landlord. Lighting in this zone is required to be circuited and switched separately from other store fixtures on the Tenant's panel and must be controlled by a time-clock. Tenant shall provide a disconnect switch at sign transformer or near electrical junction box.

### REQUESTS FOR DEVIATIONS

Request for deviation may include but are not limited to sign area, letter height, color, sign style and sign location.

Deviation requests, up to fifteen (15) percent of any single standard, may be considered by the City of Huntington Beach Director of Planning. Deviations greater than fifteen (15) percent must be approved by a Planned Sign Program Amendment or a Sign Code Exception, subject to the procedures outlined in the City's Zoning and Subdivision Ordinance.

### APPROVAL PROCESS

There is a formal process for the creation, review and approval of Tenant signs at the Center. 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 Shopping Center.

#### 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 the 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.

#### 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.

**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.

**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 any time 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.

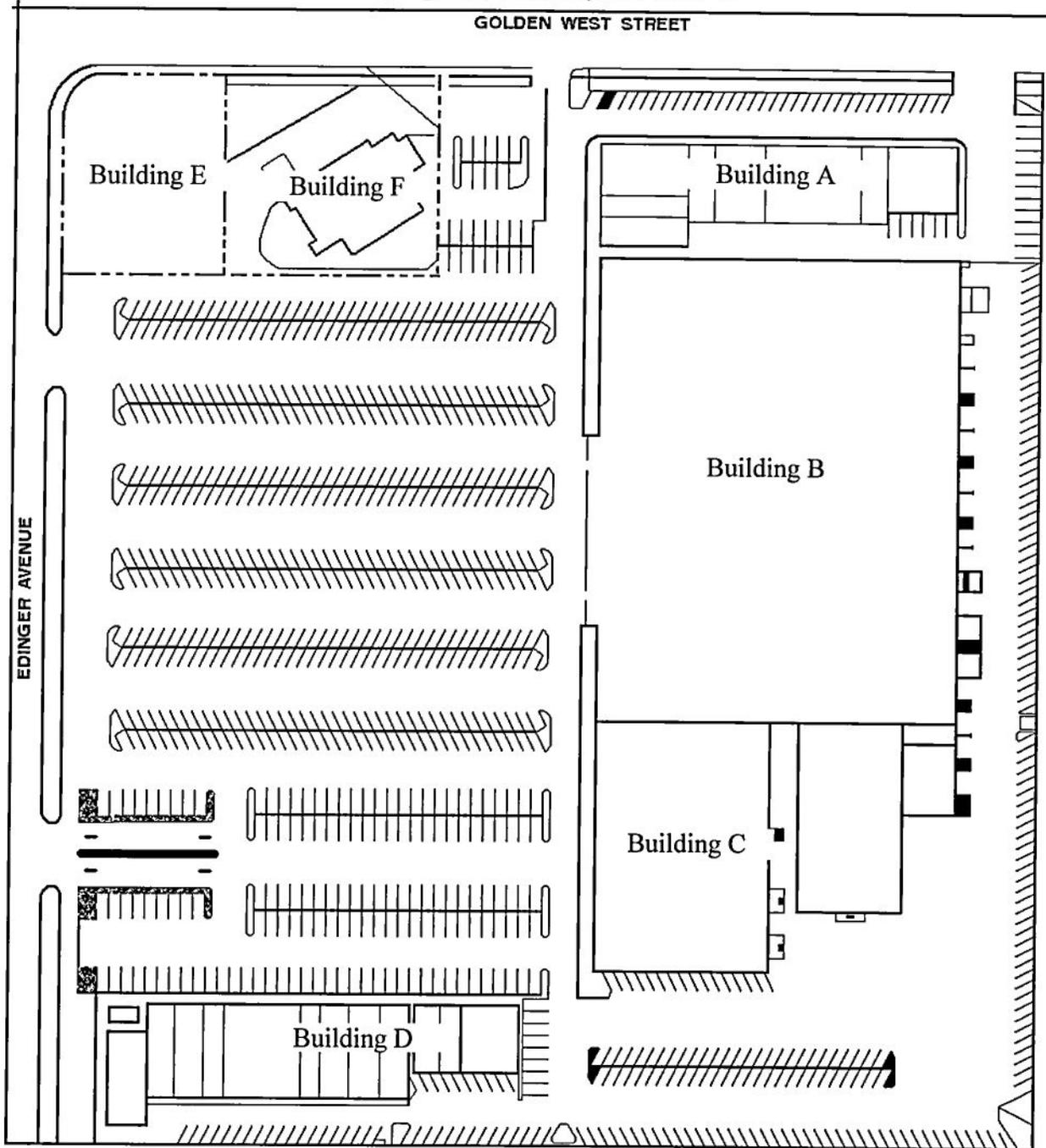
Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

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.

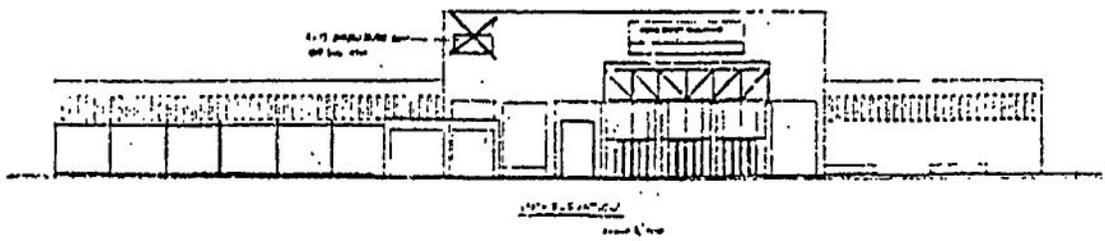
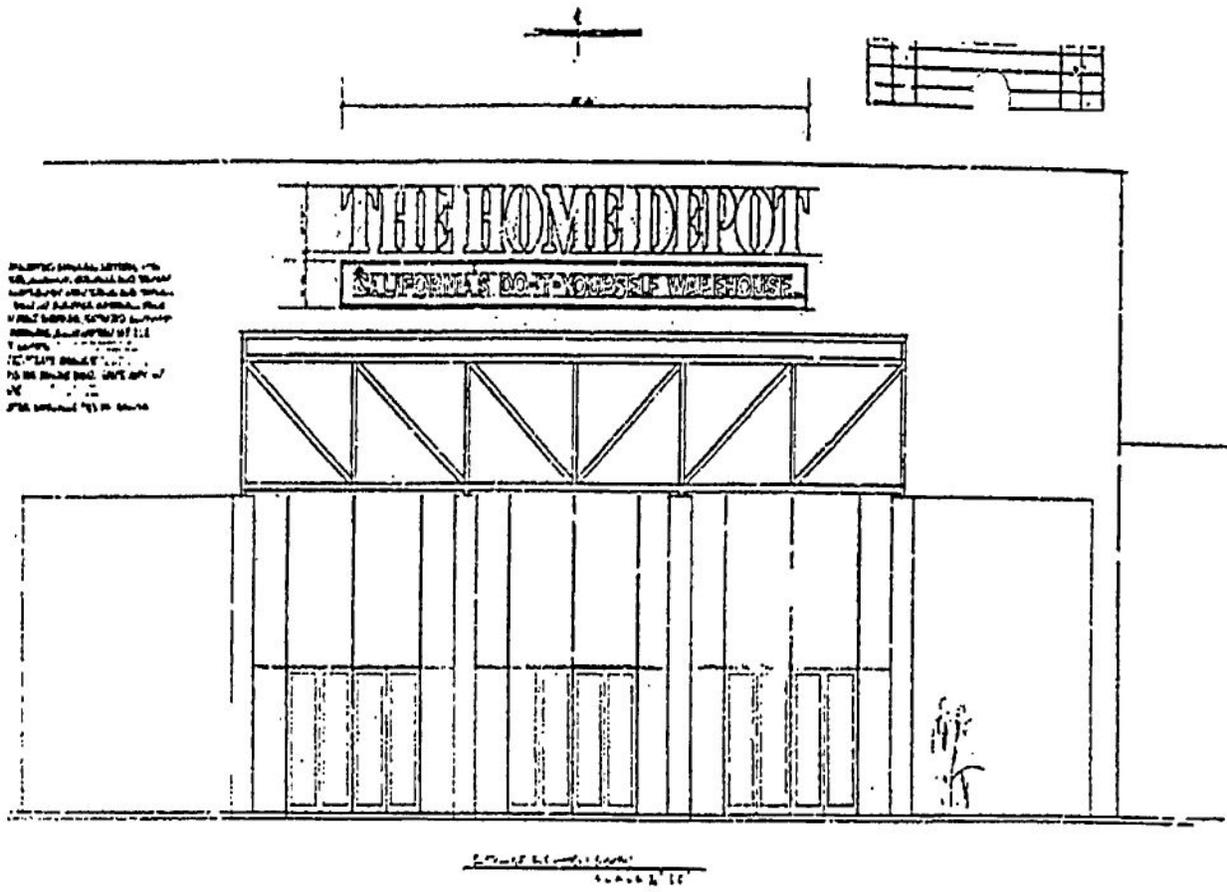
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# Goldenwest Marketplace Huntington Beach, CA 92647



This is a schematic plan intended only to show the general layout of the Shopping Center or part thereof and is intended for general planning purposes only. This plan is subject to change and modification as may be made by Landlord or required by any authority having jurisdiction. While believed to be accurate, Landlord makes no representations or warranties regarding the information contained herein. This plan is not to be scaled; all measurements and distances, if shown, are approximate and should not be relied on for exact purposes. Any user should field verify all of the information shown for accuracy before relying on this plan. **Note: all existing conditions are not shown on this plan.**

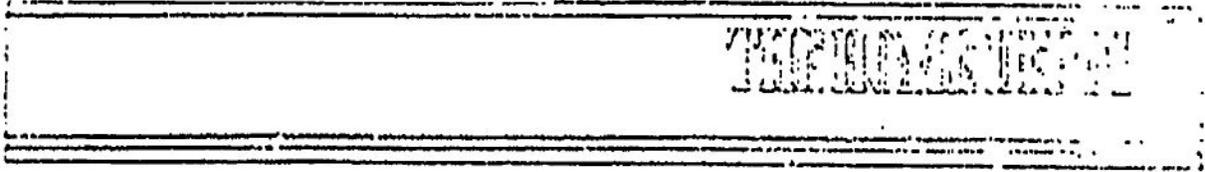
Attachment 2



<b>myers &amp; company</b>	
2025 West 10th Street, Suite 100, Anchorage, Alaska 99503	
Phone: (907) 562-1234	
Fax: (907) 562-1234	
E-mail: info@myersandcompany.com	
Website: www.myersandcompany.com	
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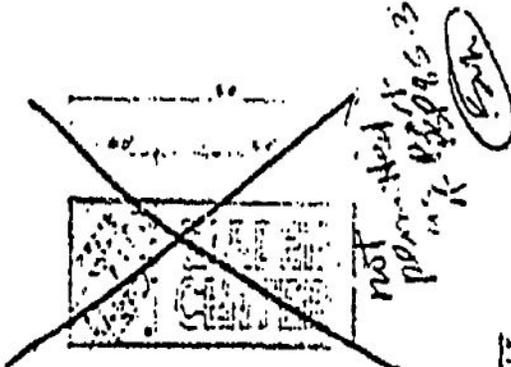
Attachment #2

Attachment 3



*Handwritten:* SECRET

*Handwritten:* THIS IS A COPY OF THE ORIGINAL DOCUMENT. IT IS NOT A REPRODUCTION. IT IS NOT TO BE DISTRIBUTED OUTSIDE THE OFFICE OF THE DIRECTOR OF NATIONAL SECURITY. DATE: 10/10/53



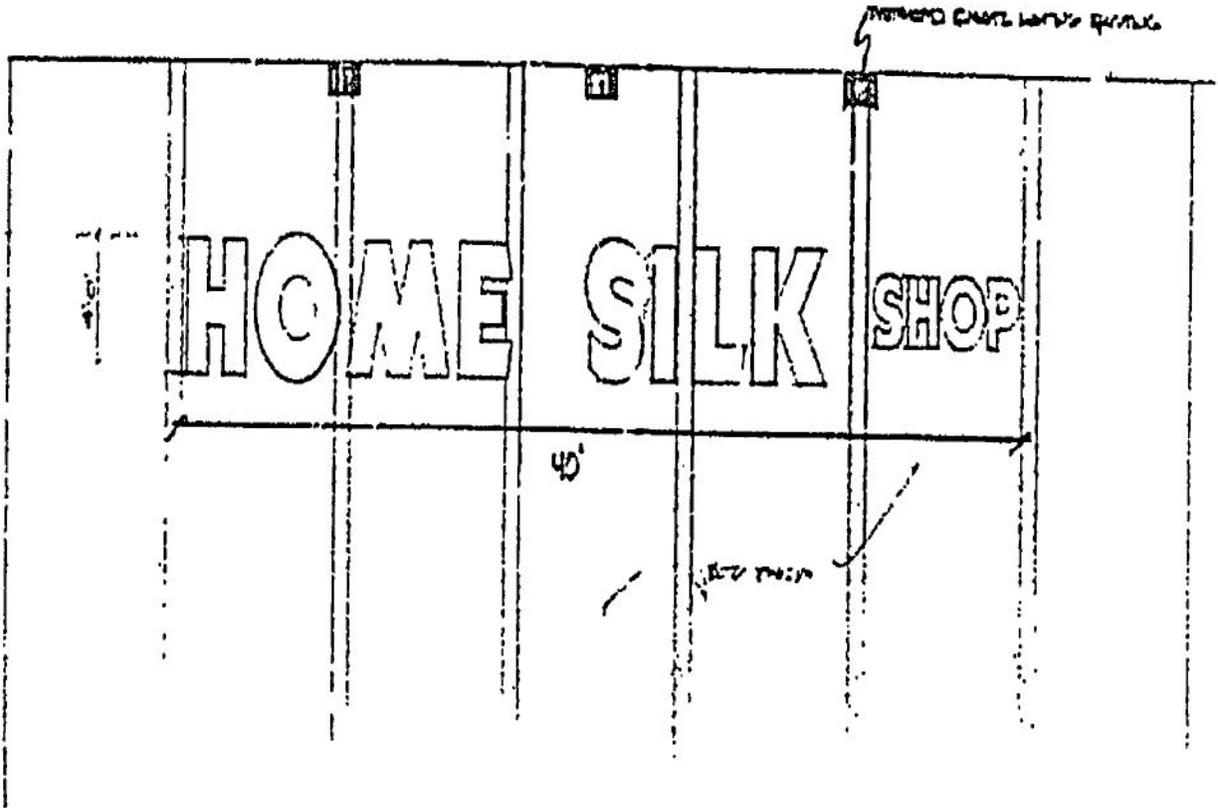
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*Handwritten:* NOT TO BE DISTRIBUTED OUTSIDE THE OFFICE OF THE DIRECTOR OF NATIONAL SECURITY

**Myers &**  
A stamp or form with a logo and some text, possibly a company or organizational mark.

*Handwritten:* Attachment #3

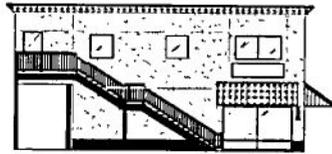
Attachment 4



1.000 P. L. 11/12/12  
 66-110-2-110

Hand-drawn sketches of window lettering and storefront details. The text reads: 'Hand-drawn sketches of window lettering and storefront details. Includes notes on lettering and storefront details.' (Note: The original image contains very faint and partially illegible handwritten notes, but the general content is as described.)

	
myers & company	
800 West Garden Road Suite 1000 Fort Lauderdale, FL 33304-4400 PHONE: 954-575-1111 FAX: 954-575-1112 WWW: www.myers.com	
MADE IN U.S.A. - PLEASE RECYCLE	

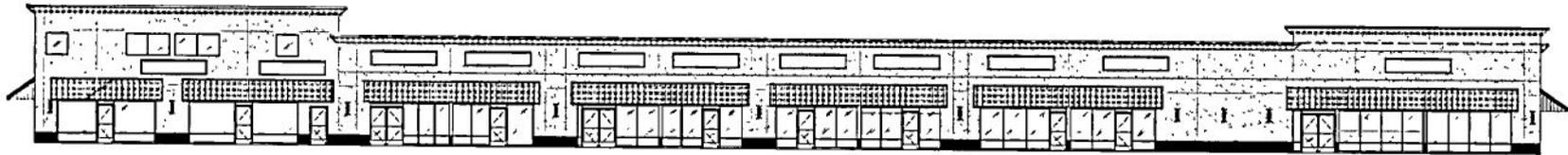
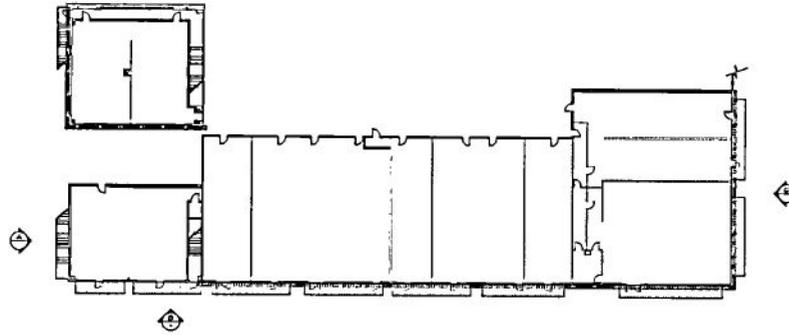


NORTH VIEW

ELEVATION NORTH VIEW

SCALE: NOT TO SCALE

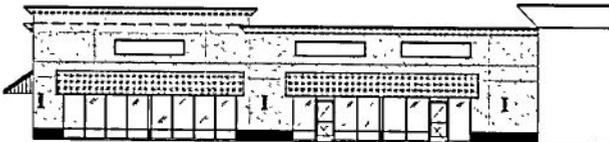
Ⓐ



ELEVATION WEST VIEW

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

Ⓑ



Goldenwest Building

Attachment 6

DATE	NO.	DESCRIPTION	AMOUNT	REMARKS



CEMENT STUCCO  
PAINTED WHITE  
SEE NOTE 10/1/10



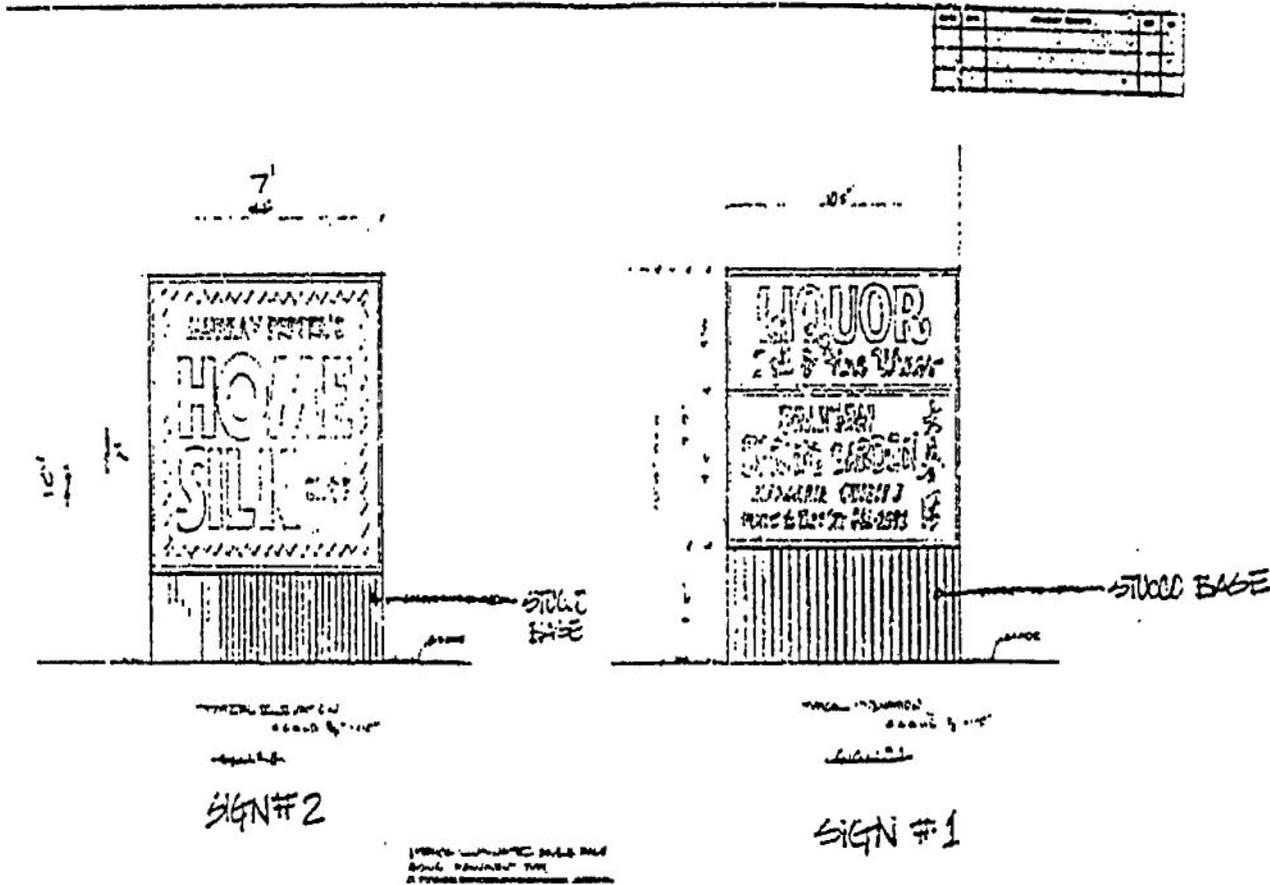
SECTION 3-1/2  
SCALE 3/4"

1. WALL TO BE CONSTRUCTED WITH  
REINFORCED CONCRETE BLOCKS  
2. WALL TO BE FINISHED WITH  
CEMENT STUCCO PAINTED WHITE  
3. SEE NOTE 10/1/10

 myers & company	
4800 North Central Expressway, Suite 200, Dallas, TX 75246	
Project No. 10/1/10	
Date: 10/1/10	Drawn by: [Name]
Checked by: [Name]	Scale: 3/4"
Sheet No. 10/1/10	Total Sheets: 10

Attachment #6

13



**ren** myers & company

All work for owner's information only. It is not to be used for any other purpose.

DATE: \_\_\_\_\_

BY: \_\_\_\_\_

PROJECT: \_\_\_\_\_

NO. \_\_\_\_\_

DATE: \_\_\_\_\_

BY: \_\_\_\_\_

PROJECT: \_\_\_\_\_

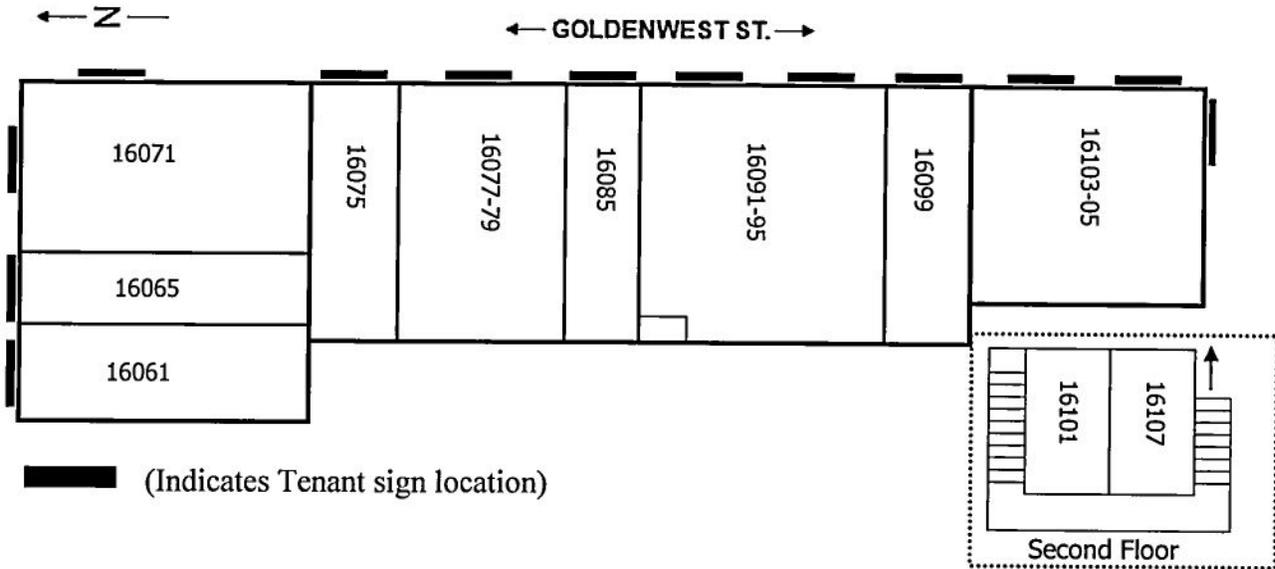
NO. \_\_\_\_\_

Attachment #7

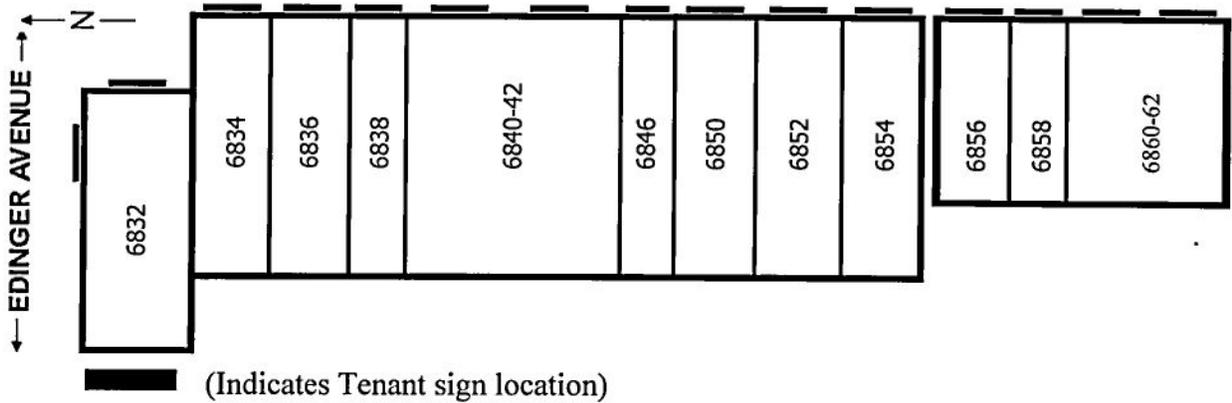
14

### Goldenwest Marketplace INLINE BUILDINGS

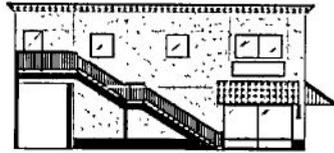
#### BUILDING A



#### BUILDING D

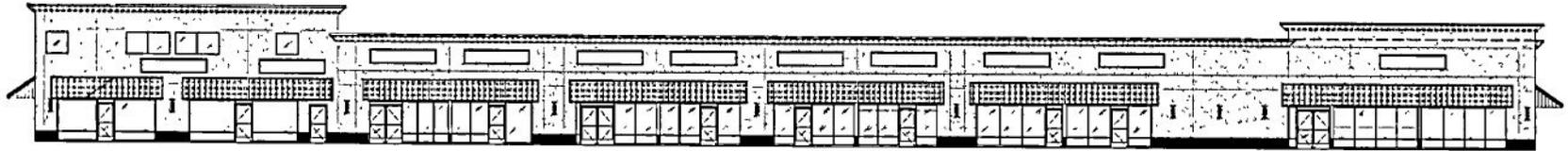
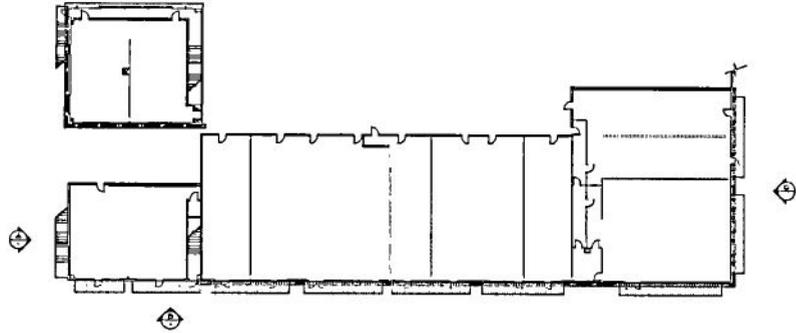


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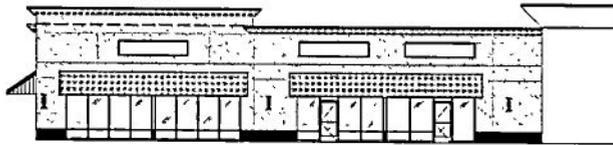
NORTH VIEW  
ELEVATION NORTH VIEW

(A)



ELEVATION WEST VIEW

(B)



Goldenwest Building