

City of Huntington Beach

2000 MAIN STREET CALIFORNIA 92648
DEPARTMENT OF COMMUNITY DEVELOPMENT

Planning Division
714/536-5271

Code Enforcement Division
714/375-5155

Building Division
714/536-5241

NOTICE OF ACTION

November 22, 2016

SUBJECT: **PLANNED SIGN PROGRAM NO. 16-014 (PACIFIC CITY AMENDMENT)**

APPLICANT: Marianne DeJesus Burke, 21058 Pacific Coast Highway Suite M220, Huntington Beach CA, 92648

PROPERTY OWNER: PC Group Retail, LLC, 922 Laguna Street, Santa Barbara CA, 93101

REQUEST: To amend Planned Sign Program No. 13-011 for Pacific City retail site.

LOCATION: 21010-21058 Pacific Coast Highway, 92648 (north of Pacific Coast Highway and east of 1st Street)

DATE OF ACTION: November 22, 2016

On November 22, 2016, the Community Development Department took action on your application, and your application was **conditionally approved**. Attached to this letter are the conditions of approval for your application.

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Community Development Department 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 Secretary of the Planning Commission within ten calendar days of the date of the Community Development 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 2, 2016 at 5:00 p.m.

Please be advised that the Community Development Department 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 Kimo Burden, Planning Aide at (714) 536-5438 or the Community Development Department Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP
Director of Community Development

by:



Kimo Burden
Planning Aide

Attachments: Conditions of Approval – Planned Sign Program No. 16-014

c: Honorable Mayor and City Council
Chair and Planning Commission
Fred A. Wilson, City Manager
Scott Hess, Director of Community Development
Jane James, Planning Manager
William Reardon, Division Chief/Fire Marshall
Debbie DeBow, Principal Civil Engineer
Mark Carnahan, Building Manager
Property Owner, PC Group Retail, LLC
Project File

ATTACHMENT NO. 1

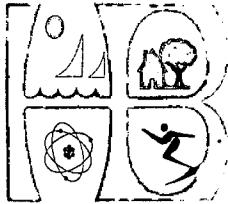
PLANNED SIGN PROGRAM NO. 16-014

CONDITIONS OF APPROVAL – PLANNED SIGN PROGRAM NO. 16-014

1. The plans received and dated November 22, 2016 shall be the conceptually approved planned sign program.
2. Planned Sign Program No. 16-014 shall become null and void unless exercised within one year of the date of the final approval, which is November 22, 2017, or such extension of time as may be granted by the Director pursuant to a written request submitted to the Community Development Department a minimum of 30 days prior to the expiration date.

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.



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

December 2, 2014

NOTICE OF ACTION

Brett Thornton
DJM Capital Partners Inc.
21022 Pacific Coast Highway
Huntington Beach, CA 92648

APPLICATION: SIGN CODE EXCEPTION NO. 13-010/ PLANNED SIGN PROGRAM NO. 13-011 (PACIFIC CITY COMMERCIAL SIGN PROGRAM)

APPLICANT: Brett Thornton

PROPERTY OWNER: DJM Capital Partners Inc., 922 Laguna Street, Santa Barbara, CA 93101

REQUEST: **PSP:** To establish sign criteria for the Pacific City commercial center including allowing more than one freestanding sign per parcel. **SCE:** To permit (a) five vehicular directional signs to exceed two square feet in area and four feet in height, and (b) allow two project identification signs of 476 sq. ft. and 435 sq. ft. in lieu of 256 sq. ft. and 329 sq. ft., respectively.

PROJECT LOCATION: 21002 Pacific Coast Highway, 92648 (bounded by 1st Street, Pacific Coast Highway, Huntington Street, and Pacific View Avenue)

DATE OF ACTION: December 2, 2014

The Design Review Board of the City of Huntington Beach took action on your applications on November 13, 2014, and your application was **recommended for approval with conditions** to the Director of Planning and Building. On December 2, 2014, the Director of Planning and Building **approved with conditions** your applications. Attached to this letter are the findings and conditions of approval of your applications.

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

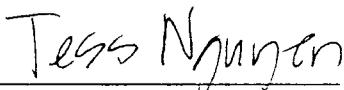
Secretary of the Planning Commission within ten calendar days of the date of the Planning and Building Department's action. The notice of appeal shall include the name and address of the appellant, the decision being appealed, and the basis for the appeal. A filing fee of \$494 shall also accompany the notice of appeal. In your case, the last day for filing an appeal and paying the filing fee is **December 12, 2014**.

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.

Please contact Jill Arabe, Associate Planner at (714) 374-5357 or via email at jarabe@surfcity-hb.org if you have any questions regarding the information in this notice or the processing of your application.

Sincerely,



Tess Nguyen, Secretary
Design Review Board

TN:JA

ATTACHMENT(S):

Findings and Conditions of Approval – SCE No. 13-010/ PSP No. 13-011

- 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 Marshal
Debbie DeBow, Principal Civil Engineer
Mark Carnahan, Building Manager

Debbie DeBow, Principal Civil Engineer
Mark Carnahan, Building Manager
DJM Capital Partners Inc.
Project File

ATTACHMENT NO. 1

FINDINGS AND CONDITIONS OF APPROVAL

SIGN CODE EXCEPTION NO. 13-010/ PLANNED SIGN PROGRAM NO. 13-011

FINDINGS FOR APPROVAL – SIGN CODE EXCEPTION NO. 13-010:

1. Sign Code Exception No. 13-010 to permit (a) five vehicular directional signs to exceed two square feet in area and four feet in height, and (b) allow two project identification signs of 476 sq. ft. and 435 sq. ft. in lieu of 256 sq. ft. and 329 sq. ft., respectively, is compatible with the character of the area and is needed due to special circumstances defined by the applicant and applicable to the property. Pacific City is a major development of approximately 31 acres within the downtown area. The commercial portion of Pacific City is approximately 10.6 acres. The proposed vehicular directional signs are necessary to adequately guide vehicles in and around the site. They will be primarily located at driveway openings along Pacific View Avenue, specifically to direct vehicles to self-parking areas, valet, the hotel, and the market building (Lot 579). The project identification signs are necessary to identify the commercial development along the scenic corridor of Pacific Coast Highway and the main access street of Pacific View Avenue. Proposed signs are compatible with the coastal theme and surf culture.
2. The proposed signs will not adversely affect other signs in the area. The vehicular directional signs are 13 sq. ft. in area and 5 ft. 8 in. in height and located near driveway entrances to safely direct traffic in and around the site. The directional panels are internally illuminated with the same opaque background. The project identification signs are proportional to the building walls on which they are mounted and to the overall development size. The project wall sign mounted on the north side (facing Pacific View Avenue) will be externally illuminated by goose neck lights so as not to impact the residential development across the street. The project wall sign mounted on the south side (facing Pacific Coast Highway) is on a green wall that is inset from adjacent facades and centrally located along the street frontage. As conditioned, other tenant signs will not be located on the same building wall of the project identification signs in order to minimize visual clutter.
3. The proposed signs will not be detrimental to properties located within the vicinity. The vehicular directional signs are primarily located along the new street of Pacific View Avenue and will enhance vehicular traffic flow. The panels will be internally illuminated with the same opaque background. The project identification signs are proportional to the building walls on which they are mounted. They are sufficiently setback from other developments and public streets.
4. The proposed signs will not obstruct vehicular or pedestrian traffic visibility and will not be a hazardous distraction. As conditioned, the directional signs will not be located within required visibility triangles at driveway and street intersections. The north facing wall sign will be illuminated by goose neck lights, which considers sensitivity to the future residential development. The south facing wall sign will be internally illuminated, inset from adjacent facades and sufficiently setback from the street, and located on a green wall. It is proportional to the two-story buildings and is oriented towards the beach.

FINDINGS FOR APPROVAL – PLANNED SIGN PROGRAM NO. 13-011:

1. The proposed signs are compatible with the style or character of existing improvements on the site and are well related to each other, reflecting a common theme and design style. The coastal theme of the Pacific City development is enhanced with various wood finishes and treatments on the building facades. The signs enhance the applicable wood treatments and convey the surf culture in the fonts and architectural embellishments of the signs. The combined sign area of the two proposed freestanding signs does not exceed the maximum allowed sign area of 20 sq. ft. They are located at opposite ends of the site and signify the market building and the development name.

CONDITIONS OF APPROVAL – SIGN CODE EXCEPTION NO. 13-010/ PLANNED SIGN PROGRAM NO. 13-011:

1. The planned sign program (project development and tenant criteria) received and dated September 9, 2014, shall be the conceptually approved design with the following modifications:
 - a. Page 50 of the Tenant Sign Criteria shall be revised to remove the B.3 corner tenant definition.
 - b. Blade signs shall be permitted up to a maximum of 5 square feet.
 - c. Sign Code Exception language shall be removed from the program documents.
 - d. Page 64 of the Tenant Sign Criteria shall be revised from “recommended” to “allowed” in order to limit the vertical marquee locations, and no more than one vertical marquee per tenant.
 - e. Page 71 of the Tenant Sign Criteria shall be revised to reflect the correct page numbers.
 - f. Pages 72 and 73 of the Tenant Sign Criteria shall be revised so as not to allow any tenant signs to be located on the same facades as the project identification wall signs for “Pacific City”. No tenant signs shall also be permitted at service or restroom facades. **(DR)**
 - g. The construction barricades shall only be permitted on a temporary basis when an active building permit for the tenant/suite has been issued. No graphics for offsite advertising shall be permitted.
 - h. Vehicular directional signs shall not be located within any 25’ by 25’ visibility triangles at street intersections or 10’ by 10’ visibility triangles at driveway intersections.
 - i. The residential freestanding sign shall be prohibited and removed from the sign program.

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

November 13, 2014

Brett Thornton
DJM Capital Partners Inc.
21022 Pacific Coast Highway
Huntington Beach, CA 92648

APPLICATION: SIGN CODE EXCEPTION NO. 13-010/ PLANNED SIGN PROGRAM NO. 13-011 (PACIFIC CITY COMMERCIAL SIGN PROGRAM)

APPLICANT: Brett Thornton

PROPERTY OWNER: DJM Capital Partners Inc., 922 Laguna Street, Santa Barbara, CA 93101

REQUEST: **PSP:** To establish sign criteria for the Pacific City commercial center including allowing more than one freestanding sign per parcel. **SCE:** To permit (a) five vehicular directional signs to exceed two square feet in area and four feet in height, and (b) allow two project identification signs of 476 sq. ft. and 435 sq. ft. in lieu of 256 sq. ft. and 329 sq. ft., respectively.

LOCATION: 21002 Pacific Coast Highway, 92648 (bounded by 1st Street, Pacific Coast Highway, Huntington Street, and Pacific View Avenue)

DATE OF ACTION: November 13, 2014

The Design Review Board of the City of Huntington Beach took action on your application on **November 13, 2014**, and your application was recommended for **approval with conditions** 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 Jill Arabe, Associate Planner at (714) 374-5357 or via email at jarabe@surfcity-hb.org or the Planning and Building Department Zoning Counter at (714) 536-5271.

Sincerely,



Tess Nguyen, Secretary
Design Review Board

TN:JA

Attachment: Recommended Findings and Conditions of Approval – SCE No. 13-010/PSP 13-011

Cc: Property Owner
Jane James, Planning Manager
Project File

ATTACHMENT NO. 1

RECOMMENDED FINDINGS FOR APPROVAL

SIGN CODE EXCEPTION NO. 13-010 / PLANNED SIGN PROGRAM NO. 13-011

RECOMMENDED FINDINGS FOR APPROVAL - SIGN CODE EXCEPTION NO. 13-011:

1. Sign Code Exception No. 13-010 to permit (a) five vehicular directional signs to exceed two square feet in area and four feet in height, and (b) allow two project identification signs of 476 sq. ft. and 435 sq. ft. in lieu of 256 sq. ft. and 329 sq. ft., respectively, is compatible with the character of the area and is needed due to special circumstances defined by the applicant and applicable to the property. Pacific City is a major development of approximately 31 acres within the downtown area. The commercial portion of Pacific City is approximately 10.6 acres. The proposed vehicular directional signs are necessary to adequately guide vehicles in and around the site. They will be primarily located at driveway openings along Pacific View Avenue, specifically to direct vehicles to self-parking areas, valet, the hotel, and the market building (Lot 579). The project identification signs are necessary to identify the commercial development along the scenic corridor of Pacific Coast Highway and the main access street of Pacific View Avenue. Proposed signs are compatible with the coastal theme and surf culture.
2. The proposed signs will not adversely affect other signs in the area. The vehicular directional signs are 13 sq. ft. in area and 5 ft. 8 in. in height and located near driveway entrances to safely direct traffic in and around the site. The directional panels are internally illuminated with the same opaque background. The project identification signs are proportional to the building walls on which they are mounted and to the overall development size. The project wall sign mounted on the north side (facing Pacific View Avenue) will be externally illuminated by goose neck lights so as not to impact the residential development across the street. The project wall sign mounted on the south side (facing Pacific Coast Highway) is on a green wall that is inset from adjacent facades and centrally located along the street frontage. As conditioned, other tenant signs will not be located on the same building wall of the project identification signs in order to minimize visual clutter.
3. The proposed signs will not be detrimental to properties located within the vicinity. The vehicular directional signs are primarily located along the new street of Pacific View Avenue and will enhance vehicular traffic flow. The panels will be internally illuminated with the same opaque background. The project identification signs are proportional to the building walls on which they are mounted. They are sufficiently setback from other developments and public streets.
4. The proposed signs will not obstruct vehicular or pedestrian traffic visibility and will not be a hazardous distraction. As conditioned, the directional signs will not be located within required visibility triangles at driveway and street intersections. The north facing wall sign will be illuminated by goose neck lights, which considers sensitivity to the future residential development. The south facing wall sign will be internally illuminated, inset from adjacent facades and sufficiently setback from the street, and located on a green wall. It is proportional to the two-story buildings and is oriented towards the beach.

RECOMMENDED FINDINGS FOR APPROVAL – PLANNED SIGN PROGRAM NO. 13-011:

1. The proposed signs are compatible with the style or character of existing improvements on the site and are well related to each other, reflecting a common theme and design style. The coastal theme of the Pacific City development is enhanced with various wood finishes and treatments on the building facades. The signs enhance the applicable wood treatments and convey the surf culture in the fonts and architectural embellishments of the signs. The combined sign area of the two proposed freestanding signs does not exceed the maximum allowed sign area of 20 sq. ft. They are located at opposite ends of the site and signify the market building and the development name.

CONDITIONS OF APPROVAL – SIGN CODE EXCEPTION NO. 13-010/ PLANNED SIGN PROGRAM NO. 13-011:

1. The planned sign program (project development and tenant criteria) received and dated September 9, 2014, shall be the conceptually approved design with the following modifications:
 - a. Page 50 of the Tenant Sign Criteria shall be revised to remove the B.3 corner tenant definition.
 - b. Blade signs shall be permitted up to a maximum of 5 square feet.
 - c. Sign Code Exception language shall be removed from the program documents.
 - d. Page 64 of the Tenant Sign Criteria shall be revised from “recommended” to “allowed” in order to limit the vertical marquee locations, and no more than one vertical marquee per tenant.
 - e. Page 71 of the Tenant Sign Criteria shall be revised to reflect the correct page numbers.
 - f. Pages 72 and 73 of the Tenant Sign Criteria shall be revised so as not to allow any tenant signs to be located on the same facades as the project identification wall signs for “Pacific City”. No tenant signs shall also be permitted at service or restroom facades. **(DR)**
 - g. The construction barricades shall only be permitted on a temporary basis when an active building permit for the tenant/suite has been issued. No graphics for offsite advertising shall be permitted.
 - h. Vehicular directional signs shall not be located within any 25’ by 25’ visibility triangles at street intersections or 10’ by 10’ visibility triangles at driveway intersections.
 - i. The residential freestanding sign shall be prohibited and removed from the sign program.

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.

RECEIVED

JAN 22 2015

Dept. of Planning
& Building

TABLE OF CONTENT - (SIGNAGE CRITERIA ONLY)

5.0	SIGNAGE CRITERIA DESCRIPTIONS	48
5.1	PURPOSE OF TENANT SIGNAGE DESIGN CRITERIA	48
5.2	TENANT SIGNAGE ALLOWED WITHIN EACH ZONE	49
5.3	TENANT SIGNAGE AREA GUIDELINES	49
5.4	TENANT STOREFRONT DEFINITIONS	50
5.5	SIGNAGE DETAILS AND SPECIFICATIONS (PER SIGN TYPE)	50 - 64
5.6	PROHIBITED SIGN TYPES	65
5.7	CALCULATING SIGN AREA	65
5.8	GENERAL SIGNAGE DESIGN GUIDELINES	66 - 67
5.9	CONSTRUCTION REQUIREMENTS	67 - 69
5.10	APPROVALS OF TENANT SIGNAGE	69 - 70
5.11	TENANT SIGNAGE ZONE AREAS	71 - 73
5.12	TYPICAL TENANT ELEVATIONS	74 - 75
5.13	BUILDING ELEVATIONS (BUILDING B)	76



5.0 TENANT SIGNAGE CRITERIA

Pacific City's architectural style is that of California coastal casual, with trellised canopies, intimate pedestrian spaces and an emphasis on landscape and graphic details. With the Pacific Ocean as its anchor and the Southern California surf and sport lifestyle as its muse, Pacific City embodies the unique blend of high energy and relaxed style that reflects the community around it. Tenant signage is expected to enhance and extend the spirit of the architectural character of Pacific City, expressing clearly the retail tenant name and function, while also serving as an expression of the high quality of the commercial and dining environments within.

Graphic design shall be imaginative, simple and clear. Creative and expressive signage solutions using a variety of materials are strongly encouraged as a means of enhancing visitor experience. Signage shall be limited to the registered logo and/or name of the Tenant. Additional icon/imagery will be considered, at the sole discretion of the Landlord, provided it contributes to the overall identity and design of the store. Tenants shall retain the services of a professionally trained graphic designer to create their identity and sign program. The design of signs shall be harmonious with the materials, color, texture, size, scale, shape, height, placement and design of Tenant premises and the Landlord buildings. Strict adherence to these sign design criteria shall insure that the character of the shopping center is maintained and that a lively and evocative environment is created.

5.1 PURPOSE OF TENANT SIGNAGE DESIGN CRITERIA

This Signage Design Criteria is provided to guide designers, architects, and tenants in the development of tenant identity signs at Pacific City.

A. The objectives are:

1. To generate varied and creative tenant signage through application of imaginative design treatments and distinctive logos and typestyles.
2. To establish signage as a design element that contributes to a "shopping district" environment unique to Pacific City.
3. To provide standards of acceptability for signs in order to facilitate the review and approval process.

B. A Tenant sign zone matrix & Tenant sign zone map are provided for reference. Tenants and their designers are to refer to that map and select a combination of at least two sign types from the matrix, and no more than four, from the designated zone assigned to their store.

C. Any signs fabricated and installed without prior approval in writing from the Landlord will be removed by the Landlord. All costs for removal, including but not limited to patch and repair of the building, will be at the tenant's expense.





5.2 TENANT SIGNAGE ALLOWED WITHIN EACH ZONE

The tenants in each zone must have the required sign types, as indicated below. In addition to these two signs, tenants are allowed to have signs, selected from the “optional” signage. A maximum selection of four (4) signs are allowed per tenant, as noted in each zone.

Variations from these designated zones requires approval from the Landlord prior to submittal to the City for permits. The maximum allowable square footage area (maximum sign area and dimensions) of each sign is determined based on the lineal frontage of the store front, its location in Pacific City, and the City of Huntington Beach signage ordinances.

The overall quality of the brand or trademark identities used per tenant, through the primary, secondary and optional signage, will be taken under consideration by landlord on a case-by-case basis.

Note: Prior to fabrication, applicant shall receive approval of a separate sign permit from the City of Huntington Beach.

5.3 TENANT SIGNAGE AREA GUIDELINES:

The primary viewing of the tenant signage will be from both the pedestrian areas and streets. As such, tenant signage should respond to the appropriate scale to both the vehicular and pedestrian views. Tenant logos will be encouraged and are recommended. To ensure variety in the Pedestrian Focused area, adjacent tenants will be required to use different sign types, materials, and colors.

Allowable Sign Types:

5.3.1 PRIMARY SIGNAGE: REQUIRED

- a. Reverse pan channel halo lit individual dimensional letters
- b. Dimensional letters, externally illuminated with external fixtures
- c. Open Channel letter with exposed illumination.
- d. Signage Sitting on Steel Canopy

5.3.2 SECONDARY SIGNAGE: (REQUIRED)

- a. Blade sign
 - Blade signs are required only on internal primary facing entrances to tenant. Secondary entrances and entrances that are not internal facing to project are optional and are considered case-by-case basis if required per owner.
 - External illumination of blades will be considered on a case-by-case basis.
 - Internal illumination of blade signs are allowed.

5.3.3 OPTIONAL SIGNAGE:.....

(choose up to two sign options, see size matrix for allowances)

- a. Vertical Marquee Sign
- b. Signage sitting on Steel Canopy
- c. Wall Mounted Plaques
- d. Applied Window Graphics
- e. Awning Sign
- f. Inlaid Entry Vestibule Floor Signs

Sign Area Calculation:

The maximum sign area for each tenant shall be 1 square foot (aggregate total of all sign faces) for each lineal foot of each store frontage, but signage is limited by the maximum sizes as noted on the sign matrix.

5.4 TENANT STOREFRONT DEFINITIONS.....

A. Inline tenants:

1. Tenants that have adjacent tenants on both sides of their demising piers.
2. Inline tenants are required one primary sign and one blade sign above or near the customer entrance.
3. If the inline tenant has two customer entrances, they can have two primary signs.

B. Corner tenants:

1. Corner tenants have at least one 90 degree wall configuration within their lease line visible from the public right of way.
2. Corner tenants are required one primary sign and one blade sign - one over or near the customer entrance and one on a separate elevation.

C. Tenants with 3 or more elevations:

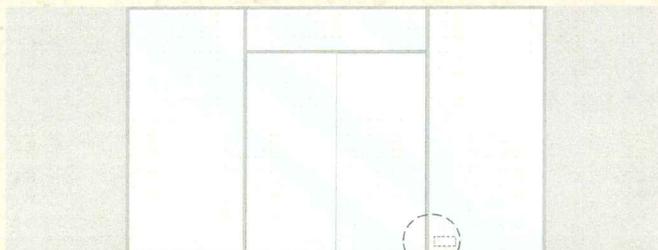
1. Tenants that occupy more than 4,000 square feet and have 3 or more elevations.
2. Tenant with 3 or more elevations are allowed up to three primary signs with one of the primary signs and 1 blade sign over or near the customer entrance.

5.5 SIGNAGE DETAILS AND SPECIFICATIONS:.....

5.5.1 ADDRESS SIGNAGE:.....

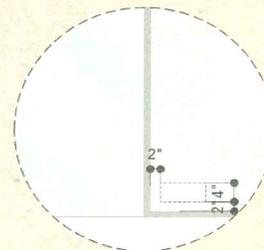
The suite number shall to be applied to the exterior glass façade as determined by the Landlord (see diagram). The suite number must be visible to the walkway and be applied as vinyl on glass.

1. Numbers to be cut vinyl
2. Numbers to be 4" high; in white or metallic.
3. No numbers above door unless matching the architectural character and approved by landlord.
4. Number to be placed on window adjacent to door on right side. To be placed in lower left corner of glass pane.
5. Unit Address signs are required for each Tenant and not included in sign area calculations or not counted towards the maximum number of signs.
6. Project specific Font: DIN Schrift.



1 Elevation
Scale 1/4"=1'-0"

*Typeface: DIN Schrift



2 Detail
Scale 1/2"=1'-0"

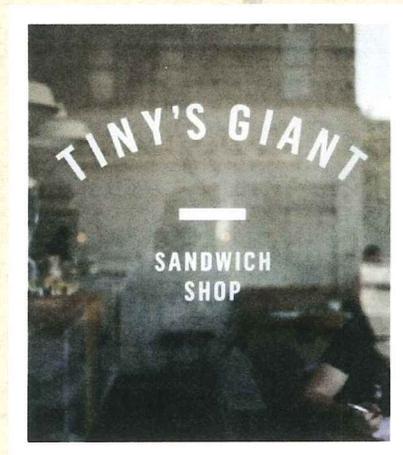
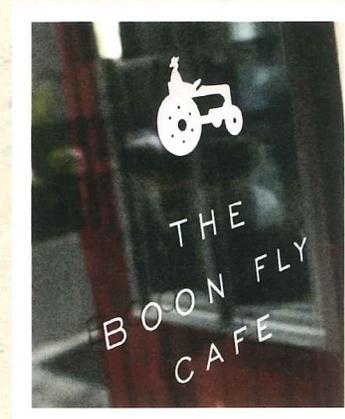
SIGNAGE CRITERIA



5.5.2 APPLIED WINDOW GRAPHICS.....

(excluding "Operational Signs", which are addressed below):

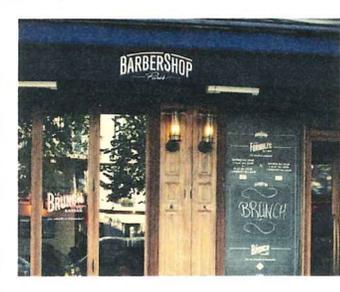
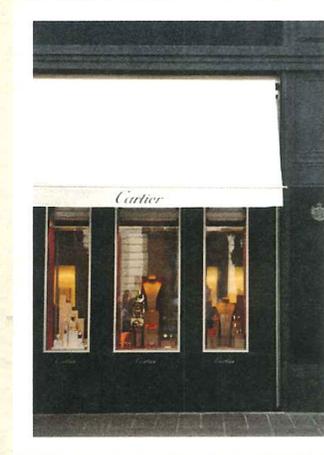
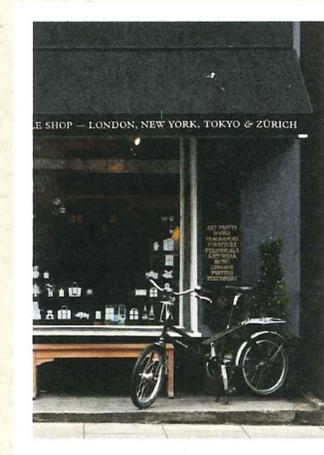
1. Only trade name or graphic logo may be used. Store description, advertisements, or tag lines not allowed.
2. Metallic, colored, or "etch-look" vinyl or handpainted graphics are to be used.
3. All applied graphics to be adhered to interior side of glass.
4. Applied window graphics not to exceed 15% of the window area.
5. Applied window graphics are to be submitted to the Landlord and approved in writing prior to installation.



5.5.3 AWNING GRAPHICS:

Made of durable material, the awning projects perpendicular from the storefront façade above the entrance doors and windows and acts as a protection against the elements or as a decorative feature. The name of the Tenant is applied to the awning valance, on the lower, vertical portion of the canopy only.

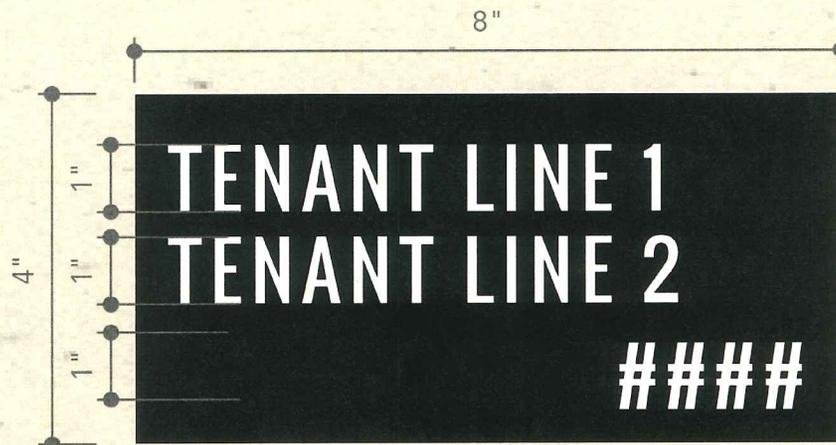
1. Letters to be silkscreen, printed or sewn on the vertical surface of the awning valance only and contrast with awning color.
2. Only the trade name and/or logo may be on awning valance. No tag lines, merchandise descriptions, services or advertisements allowed.
3. Light fixtures to illuminate the awning, as well as back lit awnings, will be considered on a cases by case basis.
4. Only one logo/brand name per awning.
5. Size will be limited based on the height of the valance.
6. Awning to be made of durable, quality material such as canvas. No vinyl.



5.5.4 BACK DOOR SIGNS:

Signs placed on the back entrance of Tenant's space for purposes of delivery and employee access.

1. Landlord will provide design for all back door signs (shown below).
2. Painted aluminum plaque with vinyl applied name and suite/address number only. No tag lines or slogans allowed.
3. Mounted to access door or immediate adjacent wall.
4. Type to be 'Oswald' typeface (download from Google Fonts) with tracking set at 100pt.
5. Tenant will be required to hire Landlord's vendor for back door signage fabrication and installation.



1 Elevation View
Scale 6"=1'-0"



2 Examples
Scale 3"=1'-0"

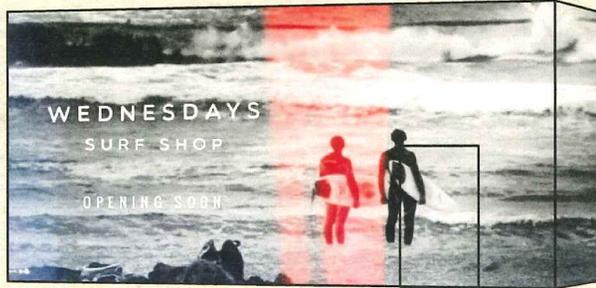
5.5.5 CONSTRUCTION BARRICADE GRAPHICS:

Tenant will be required to hire, at Tenant's expense, Landlord's vendor for installing the temporary barricade to remain in place for the duration of the store construction following these criteria:

1. Utilize 5/8" Kraft face Plywood over metal studs.
2. Barricade to be adequately secured and braced for lateral stability.
3. Barricade to extend from finish floor to within 6" of the underside of the canopy. Barricade may not attach to canopy.
4. Visible portions of Barricade not covered by graphics or tenant's corporate identifying color to be painted to match Benjamin Moore Black Panther 2125-10.
5. Barricade to incorporate graphics.
 - Option 1: -Full Barricade wrap of retailer graphics to cover 100% of barricade surface.
 - Option 2: -Store Name represented in large scale on barricade.
-Store name cover 30% area of barricade surface.
-Remaining Barricade to be painted to match Benjamin Moore Black Panther 2125-10.
6. Doors and access points are required to be either covered with vinyl or painted. Doors are considered part of the barricade surface for all graphic treatments.
7. Final barricade graphics must be approved by Landlord prior to fabrication and installation. Please contact:
 - Sergio Linares
 - DJM Capital Partners Inc.
 - 21022 PCH
 - Huntington Beach, CA 92648
 - 714-465-9340
 - slineares@djmcapital.com



5.5.5 CONSTRUCTION BARRICADE GRAPHICS (CONT.):



Option 1

Option 1:

- Full Barricade wrap of retailer graphics to cover 100% of barricade surface.



Option 2

Option 2:

- Store Name represented in large scale on barricade.
- Store name cover 30% area of barricade surface.
- Barricade to be painted to match Benjamin Moore Black Panther 2125-10.



5.5.6 BLADE SIGNS:.....

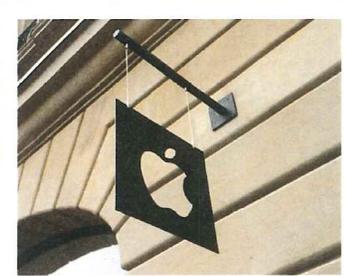
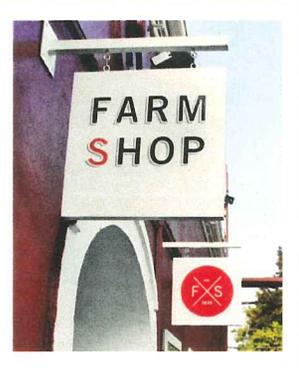
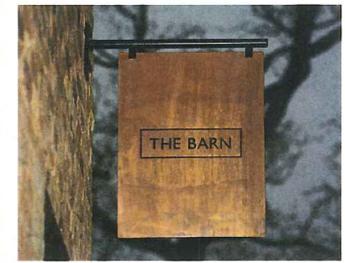
A double-sided sign mounted perpendicular to the building façade. Can be suspended from custom bracket, or mounted by structural support and is placed at the storefront entrance. See Images for stylistic inspiration reference, with a goal of fitting the “Pacific City” coastal style.

1. Tenants with project internal facing primary entrances are required to have one double-faced hanging signs.
2. Tenants not project internal facing or down entrance corridors to the project, blade sign is optional.
3. The creative use of logos and shapes is encouraged in the design of the blade sign.
4. Tenants are encouraged to utilize a variety of colors and graphic elements along with typestyle to create an energetic signing solution. Painted flat forms layered to give a 3-dimensional effect are encouraged.
5. Signs are to be wall mounted from a metal bracket, or suspended from the trellis with metal supports.
6. Placement to be reviewed with consideration of all adjacent signs.
7. External illumination of blade signs will be considered on a case by case basis.
8. Signs to be mounted with bottom of sign at a minimum of 8’ from finished floor.
9. Unless suspended from canopy, signs to project a maximum of 3’ from facade, inclusive of bracket.
10. Trade name or logo only, no taglines, slogans, or advertising allowed.
11. The blade sign must not exceed the maximum of 4 square feet and will require a SCE on a tenant by tenant basis for any blade signs facing a street side of the project.



CONTINUED

5.5.6 BLADE SIGNS (CONT.):





- 5.5.9 CORNER TREATMENTS:**
1. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs or one sign on a diagonal corner.
 2. Vertical marquees are encouraged if allowed in specified area, see tenant diagram on sheet 64 that are possibly allowed a vertical marquee.

- 5.5.10 INLAID ENTRY VESTIBULE FLOOR SIGNS:**
- A pattern, medallion, individual letters, or sign recessed into the floor, located solely within tenant lease line at the entry vestibule of the store and integrated flush into the surrounding flooring system.
1. Signage is required to be within the Tenant’s lease line and may not extend beyond the storefront.
 2. Sign must be fabricated out of durable, non-slip materials
 3. When vacating tenant space, tenant is to replace flooring to appear as new.

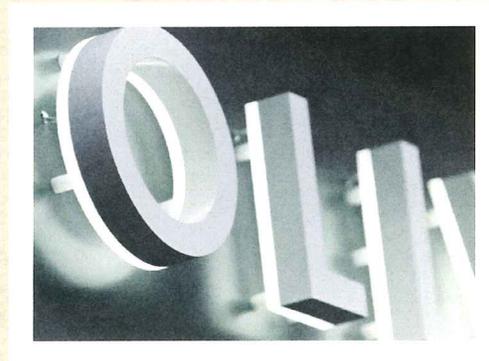
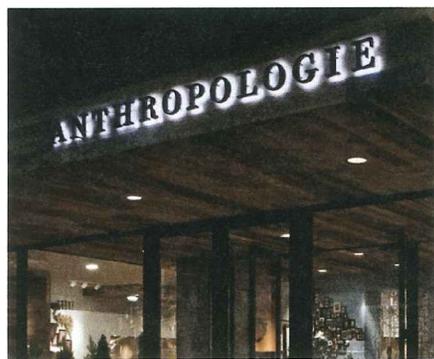
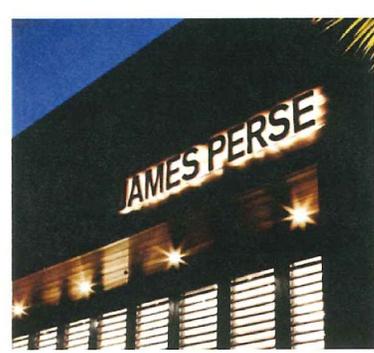
- 5.5.11 OPERATIONAL SIGNS:**
- Operational signage indicating hours of operation, telephone numbers, website, specialty store rules and regulations specific to each Tenant. Operational signs are required. No tag lines or slogans allowed.
1. Maximum letter height of 1/2”.
 2. Mounted to interior surface of glass, adjacent to entrance door and mounted no higher than 48” from finished floor.
 3. Total area of sign shall not exceed 2 square feet.
 4. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letter/logos)

- 5.5.12 SIGNAGE SITTING ON STEEL CANOPIES:**
- Made from metal, the canopy projects perpendicular from the storefront façade above the entrance doors and/or display windows and acts as protection against the elements. The name and/or logo of the tenant is applied to the canopy with individual dimensional letters, resting on top of the canopy.
1. Letters may be illuminated.
 2. Letters to be made of die cut metals.
 3. If tenant sign on canopy is a primary, the sign can be maximum 24”
 4. If tenant sign on canopy is secondary, the sign can be maximum 18”

5.5.13 STOREFRONT SIGNS - PRIMARY SIGNS

5.5.13.1 INDIVIDUAL LETTERS – REVERSE CHANNEL – HALO ILLUMINATION

- a. Reverse channel letters are to be fabricated out of aluminum with a minimum metal thickness of .060 with a painted finish.
- b. All seams are to be welded and ground smooth.
- c. Channel depth to be no more than 4".
- d. Letter channels are to be stud mounted 2" maximum from face of wall.
- e. Stud mounts are to be threaded anchor bolts with round sleeves and are to be painted the color of the fascia.



5.5.13 STOREFRONT SIGNS - PRIMARY SIGNS (CONT.)

5.5.13.2 INDIVIDUAL LETTERS - EXTERNAL ILLUMINATION

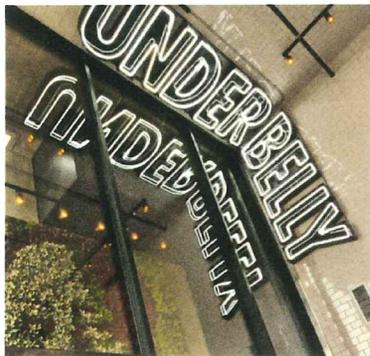
- a. External illumination to be provided by a separate light fixture(s) of a design that is complimentary to the overall sign design concept and the building architecture.
- b. Fixtures with arm extensions or gooseneck extensions are encouraged.
- c. "Light-bars" are prohibited.
- d. Pre-manufactured square or rectangle light boxes are not allowed.
- e. Individual letters to be at least 1/2" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to-height proportion.
- f. The individual letters are to be stud mounted minimum 1/2" from face of wall.
- g. All light fixture designs are to be submitted to the Landlord for approval prior to purchase, submittal to the City of Huntington Beach for permits and installation.



5.5.13 STOREFRONT SIGNS - PRIMARY SIGNS (CONT.).....

5.5.13.3 INDIVIDUAL LETTERS - OPEN PAN CHANNEL ILLUMINATION.....

- a. Open pan channel letter forms are to be painted metal with a minimum metal thickness of .060 with a painted finish.
- b. All seams to be welded and ground smooth.
- c. Inside of channel letter forms are to be painted a contrasting color from the building color.
- d. Tube lighting is to be double row or adequate number of rows to illuminate channel form.
- e. All neon fasteners, bulb stands, tube stands, mounts, and crossovers are to be painted to match inside of channel letter form.
- f. Letter channel returns are to be 2 1/2" maximum deep.
- g. Top surface of lighting element is to be mounted flush with front edges of returns.
- h. Letter faces are to be stud mounted 1/2" from face of wall.

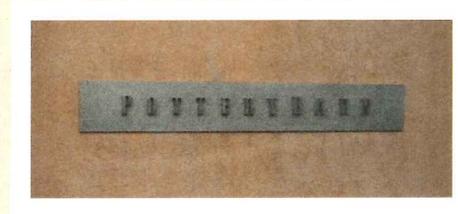
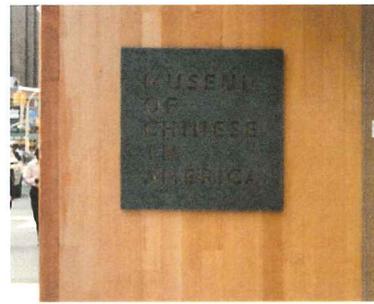
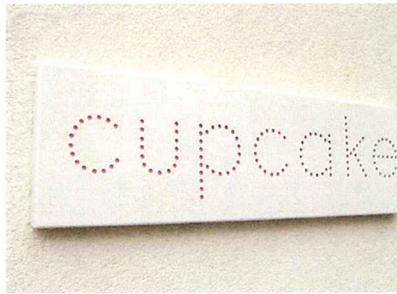


5.5.14 TENANTS LOCATED IN MULTIPLE SIGN AREAS.....

When a tenant's façade is located in multiple signage "zones", each particular façade is dictated by the regulations for that zone.

5.5.15 WALL MOUNTED PLAQUE

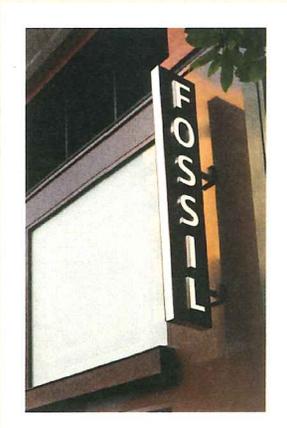
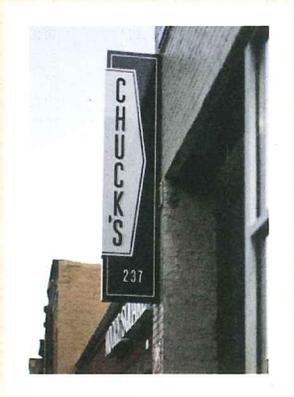
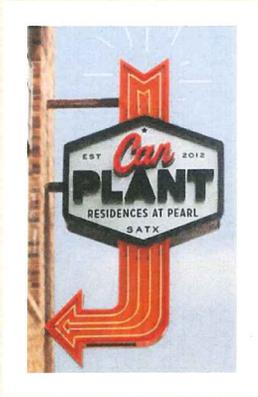
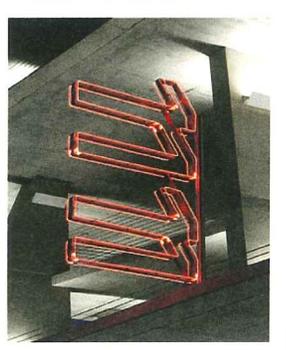
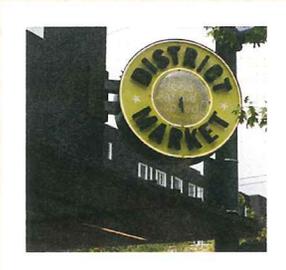
1. Wall mounted plaques shall have concealed fasteners. Exposed fasteners designed as a feature treatment require approval by Landlord.
2. Allowable materials are cast metal, glass, or durable hard surface material.
3. No plastics, acrylics or PVC materials.
4. Non-illuminated or externally illuminated only.
5. Size of plaque is subject to Landlord approval, per the sign matrix.
6. Location to be adjacent to entry doors.
7. No taglines, slogans, service or product descriptions allowed in text.



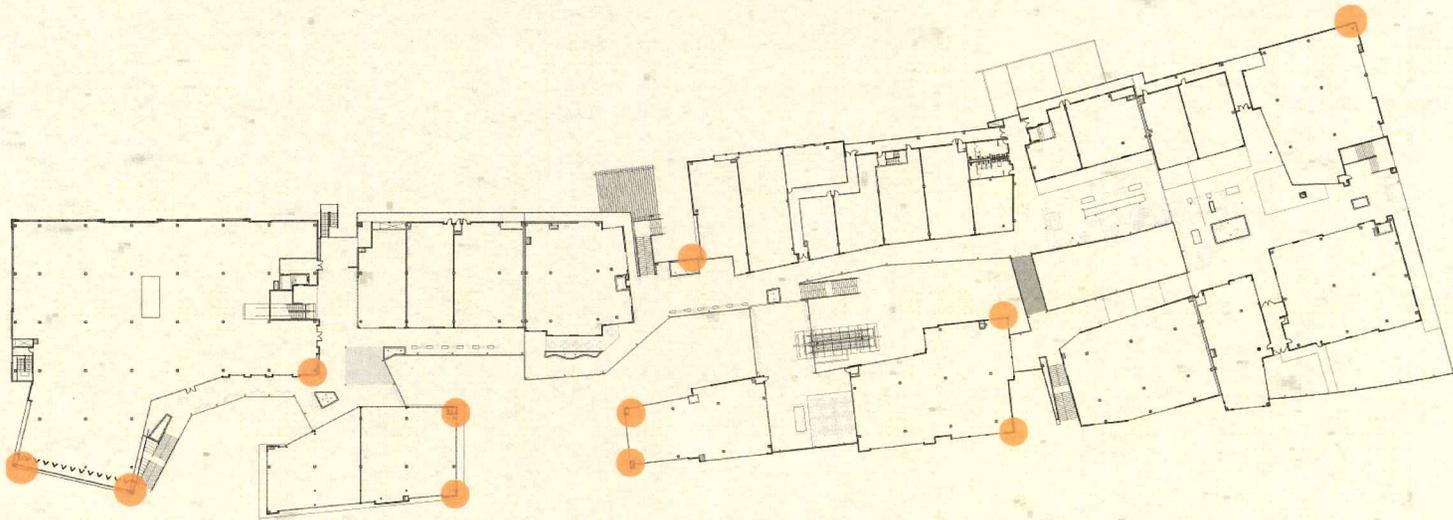
5.5.16 VERTICAL MARQUEE SIGNS

Shall be used only at specific locations noted in the upper level plan (page 64) to identify and emphasize visually prominent Tenants. In light of the significant visual impact that is achieved through such signs, the Tenant is required to provide a very high quality design and presentation to the Landlord for review and approval. Any additional structural requirements shall be coordinated with Landlord at Tenant's expense. Vertical Marquee Signs may be mounted at a prominent corner of a Tenant building on the diagonal to provide visibility from several directions and shall be integral to building architecture. Views of the sign shall not be obstructed by awnings or other architectural elements. Such signs shall have at least 13 feet of clearance above finished grade and may extend as high as the top edge of the building parapet. The Landlord strongly encourages such sign types as:

1. Letter and logo forms to be dimensional in nature, no flat painted sign boxes allowed;
2. Reverse pan channel letters and logos with halo illumination;
3. Three-dimensional artistically sculpted object signs;
4. One vertical marquee allowed per tenant.
5. The vertical marquee sign must not exceed the maximum of 30 square feet and approval will be determined on a case by case basis per the owners discretion. The vertical marquee sign may be submitted by tenant in lieu of the required fascia and / or blade sign requirements.



5.5.16.1 VERTICAL MARQUEE SIGN LOCATIONS ALLOWED (1 PER TENANT)



5.6 PROHIBITED SIGN TYPES

A. The following sign types and finishes shall be prohibited at Pacific City:

1. Illuminated sign boxes (can signs).
2. Signs with tag lines, slogans, phone numbers, service description, or advertising of products.
3. Monument style signage.
4. Temporary signage / coming soon signs – other than barricade graphics, see SCE requested on sheet 57.
5. Signs located on the rear elevation. (except those signs required for delivery)
6. Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
7. Rotating, animated and flashing signs.
8. Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs.
9. Pennants, banners, or flags identifying individual tenants.
10. A-frame sandwich boards.
11. Vehicle signs
12. Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
13. Any sign designed to be moved from place to place.
14. Signs attached, painted or otherwise affixed to awnings (other than those indicated in criteria), tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Landlord.
15. Balloons and inflatable signs.
16. Any signs, including freestanding signs, advertising the availability of employment opportunities.
17. Signs which emit sound, odor or visible matter, or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
18. Back plates behind signage are typically prohibited, but maybe considered on a case-by-case basis. Not to exceed 20% larger than overall max sign dimension and must be an integral part of the sign design.
19. Registered copyright & trademark symbols, ie. (R), TM, (C), etc.

5.7 CALCULATING SIGNAGE AREA:

Copy area shall be computed by surrounding each graphic element with a continuous rectangle, calculating the area contained within the square, and then computing the sum of the areas. Elements such as swashes, simple lines, back plates or other decorative touches must be included within limits of the geometric shape shall be included as part of the copy area. Area shall include the entire name, not individual letters or words or graphics.

Letter height shall be determined by measuring the tallest letter of a tenant's identity, inclusive of swashes, ascenders, and descenders.

Linear Store Front determination is to be per elevation and can not be combined with other store frontage to create a larger sign on one elevation.



5.8 GENERAL SIGNAGE DESIGN GUIDELINES.....

5.8.1 DESIGN OBJECTIVE.....

1. The primary objective of the sign design criteria is to generate high quality, creative tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, typestyles, and graphic elements for unique storefront signage at Pacific City.
2. Primary and secondary signs shall be located above or adjacent to entries or storefronts only; exceptions will be considered for corner tenants.
3. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to concept development of any sign.
4. Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
5. Tenant signs to consist of "Trade Name" and/or logo only. Tag lines, bylines, merchandise or service descriptions are not allowed.
6. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In all cases, the copy area shall maintain a margin at least 6" from any edge of the sign face area.
7. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Landlord.
8. Any special conditions or deviations from the guidelines in the sign criteria are to be approved in writing after submittal to the Landlord.

5.8.2 TYPESTYLES.....

Tenants may adapt established typestyles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

5.8.3 LIGHTING.....

The use of creative signage lighting is expected and encouraged with the following criteria:

1. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
2. Only letters and logos shall transmit light while the back plate or background remains solid opaque. No illuminated backgrounds or boxes are allowed.
3. Lighting for all tenant signs shall be turned off or reduced by Landlord's discretion.
4. Exposed fixtures, shades, or other elements are to contribute to the design of the sign
5. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.



- 5.8.4 COLORS**
1. Signs should be limited to a maximum of two colors per sign, but will be reviewed by the Landlord for approval on a case by case basis.
 2. The color of the letter face and letter return shall be the same and no multi-colored letter faces allowed.
 3. Color of letter face and returns are to contrast with building colors for good daytime readability.
 4. The interior of open channel letters is to be painted dark when against light backgrounds.
 5. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal. Variations from these standards must be approved by the Landlord.

- 5.8.5 MATERIALS**
1. Acceptable sign material treatments are:
 - a. Dimensional geometric shapes in metal coated or burnished for variety in color and texture
 - b. Painted metal
 - c. Wood
 - d. Screens, grids, or mesh
 - e. Etched or brushed metal
 - f. Cut, abraded, or fabricated steel or aluminum
 - g. Dimensional letter forms with seamless edge treatments
 - h. Glass
 2. The following materials are prohibited on all signs:
 - a. Sintra
 - b. Cardboard
 - c. Colored plastics or acrylics
 - d. Simulated materials, i.e. wood-grained plastic laminate and wall covering
 - e. Trim cap retainers

5.9 CONSTRUCTION REQUIREMENTS

- 5.9.1 GENERAL**
1. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in these regulations and all other applicable codes and ordinances.
 2. All signs must meet all standards set forth by Pacific City Tenant Sign Criteria and must be approved by the Landlord before permit submittal.
 3. The tenant must submit one set of plans, with Landlord approval signature, to City for permit approval prior to fabrication.
 4. The Landlord does not accept the responsibility of checking for compliance with any codes having jurisdiction over Pacific City nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.



5.9.2 FABRICATION REQUIREMENTS

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
2. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of Pacific City.
3. All formed metal, such as letterforms, shall be fabricated using full-weld construction with all joints ground smooth.
4. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
5. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel and must be finished to blend with the adjacent surface. Angle clips will not be permitted.
6. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
7. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
8. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. All lighting must match the exact specifications of the approved working drawings.
11. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron material will be allowed.
13. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures where not visible to pedestrians. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.
14. Penetrations into building walls, where required, shall be made waterproof by the tenant's sign contractor.
15. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the above shop drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
16. In no case shall any manufacturer's label or UL labels be visible from the street or from normal viewing angles.
17. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps will be single pin (slimline) with 12" center-to-center lamp separation maximum.

5.9.3 INSTALLATION GUIDELINES & PROCEDURES

1. Provide the name and address of the sign contractor performing the installation together with a work schedule. This information needs to be provided to the tenant coordinator within 10 working days from signage approval.
2. Please note that any sign vendor decals (advertising) and URL listed decals need to be placed out of public view and all associated screw heads must be painted to match the adjacent sign surface/be concealed.
3. The following guidelines must be adhered for the installation of the new signage:
 - a. All work shall be done during the normal construction hours set for the shopping center.
 - b. The date and time of all installations must be coordinated one (1) week before the commencement of any work.
 - c. No work between 11:00 AM to 1:30 PM without the prior approval of the Landlord.
 - d. Landlord approved pedestrian barricades must be used at all times. Special consideration must be given anytime there is a chance of pedestrians walking under workers or equipment.
 - e. Debris and materials must be kept in an orderly condition and out of the way of pedestrians. Evidence of Contractor's Liability Insurance and Worker's Compensation Coverage. The liability Insurance must name: PC Group Retail, LLC and DJM Capital Partners, Inc. and all entities controlling, controlled by, or under common control with either such entity, together with their respective owners, shareholders, partners, members, divisions, officers, directors, employees, representatives and agents, and all of their respective successors and assigns.
4. Provide Insurance certificates for approval. Endorsements must include **policy number(s), maintain a rating of A VIII (8) or better in the Best Key Rating Guide** for the general liability and automobile insurers and a **minimum rating of B+ X** for Worker's Compensation. All policies shall provide thrity (30) days prior written notice of any alteration or termination of coverage in the amount of One Million Dollars (\$1,000,000.00) per each occurrence.
5. Please include the property and project names on certificate of insurance.

5.10 APPROVALS OF TENANT SIGNAGE

5.10.1 ARTWORK SUBMITTALS

1. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to development of any signage.

5.10.2 PRELIMINARY DRAWING SUBMITTAL

1. Prior to shop drawings and sign fabrication, tenant shall submit for Landlord approval three sets of Preliminary drawings reflecting the design of all sign types. Please contact:
 Sergio Linares
 DJM Capital Partners Inc.
 21022 PCH
 Huntington Beach, CA 92648
 714-465-9340
 slinares@djmcapital.com

CONTINUED

SIGNAGE CRITERIA



5.10.2 PRELIMINARY DRAWING SUBMITTAL.....

2. Sign preliminary drawing shall show sign and building colors.
3. Sign preliminary drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.

5.10.3 SHOP DRAWING SUBMITTAL

1. Upon approval of concept plans in writing from Landlord, three complete sets of shop drawings are to be submitted for Landlord approval, including:
 - a. Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
 - b. Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
 - c. Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Landlord.
 - d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
 - e. Cut-sheets of any external light fixtures, including color.
 - f. Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Landlord.
 - g. Colored elevations showing representation of actual signage colors as well as actual building colors. Color call outs to be provided.
2. All Tenant sign shop drawing submittals shall be reviewed by the Landlord for conformance with the sign criteria and with the concept design as approved by the Landlord.
3. Within ten (10) working days after receipt of Tenant's working sign drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Landlord prior to permit application or sign fabrication.
4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Landlord for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
 - a. Encourage exceptional sign design and creativity.
 - b. Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.
5. Following Landlord's approval of sign shop drawings and with a wet signature approval attached, Tenant or his agent shall submit to the City of Huntington Beach sign plans signed by the Landlord and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Landlord with a copy of said approved permits prior to installation of Tenant's sign.
6. Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.





5.11 TENANT SIGNAGE ZONES.....

The tenant signage for Pacific City is divided into 5 distinct “zones” to assist the tenant in choosing the appropriate signage type, location, and quantity for their identity. All stores and their corresponding elevations fit within a particular area. Please refer to the included map for the location. These areas are defined by the character and/or site orientation.

SIGN TYPE	Sign Zones				
	A	B	C	D	E
Fascia Sign (pg 59-61)					
Sign and Letter Max Height	30"	24" *	24"	32"	18"
Sign Logo Max Height	36"	28"	28"	36"	22"
Max sign height, if letters stacked	36"	28"	28"	36"	22"
Blade Sign (pg 56-57)	Not Allowed	4 sq ft	Not Allowed	4 sq ft	4 sq ft
Wall Mounted Plaque (pg 62)	5 sq ft				
Window Graphics (pg 51)					
Sign Max Height	15% of storefront glazing				
Awning Sign (pg 52)					
Sign Letter Max Height	8"	6"	8"	8"	6"
Steel Canopy Signs (pg 58)					
Sign Letter Max Height	24" if primary 18" if additional				
Vertical Marquee Sign *** (pg 63 - 64)			Not Allowed		Not Allowed
Interior Signs**	TBD	TBD	TBD	TBD	TBD
Inlaid Floor/Sidewalk**	20 sq ft				
Max. Sign Area Calculation	1 sq ft / 1 linear ft				

(Sign Area / Linear Store Front) Sizes noted above are maximums for each sign type or letters.
 (Linear Store Front is measured per elevation only and can not be combined to create a larger scale sign.)

* With exception per approval from landlord on a case by case basis

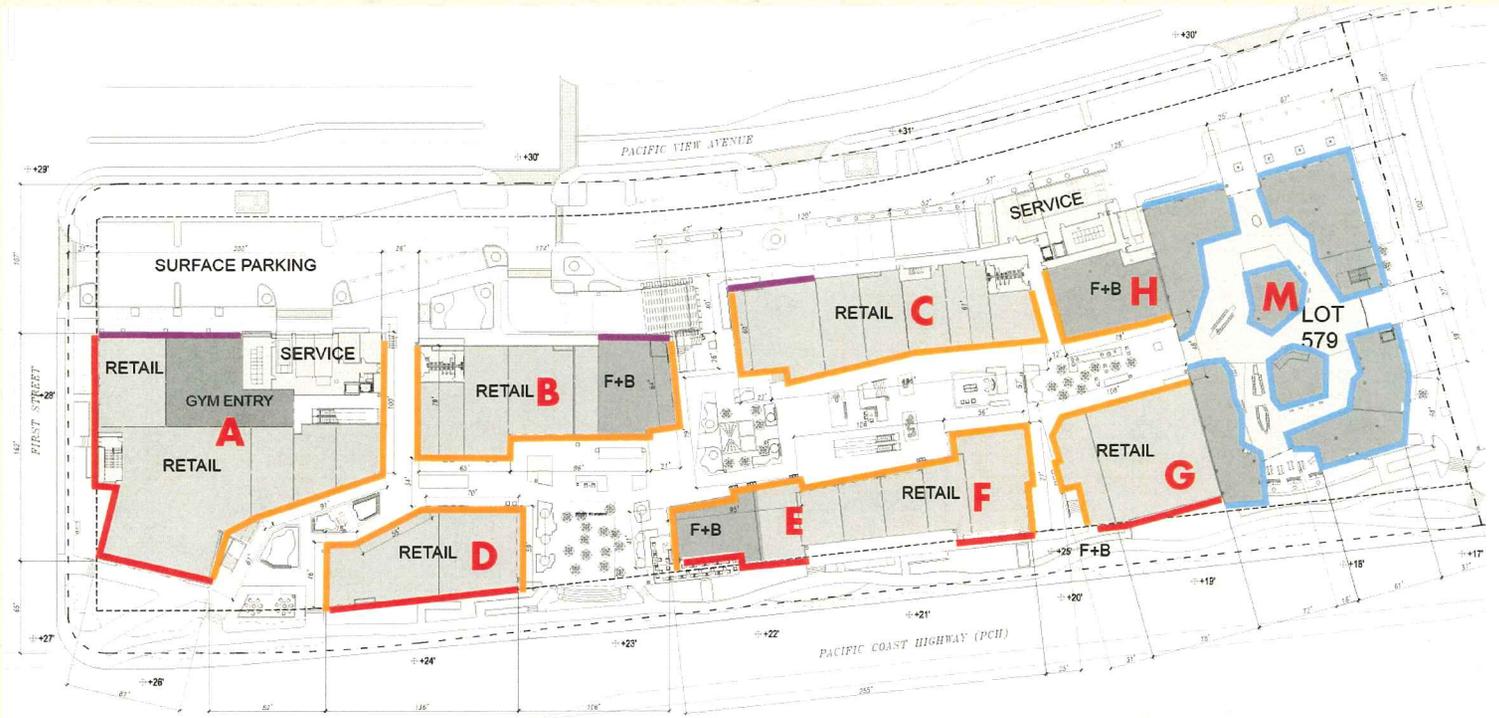
** Excluded from area calculation formula

*** Vertical Marquee sign type is determine on case by case basis and may be submitted by tenant in lieu of a fascia or blade sign requirement.

Pacific City is divided into the following signage areas:

- A. Red Zone
- B. Orange Zone
- C. Purple Zone
- D. Green Zone
- E. Blue Zone

5.11.1 SIGNAGE AREA ZONES - LEVEL 1



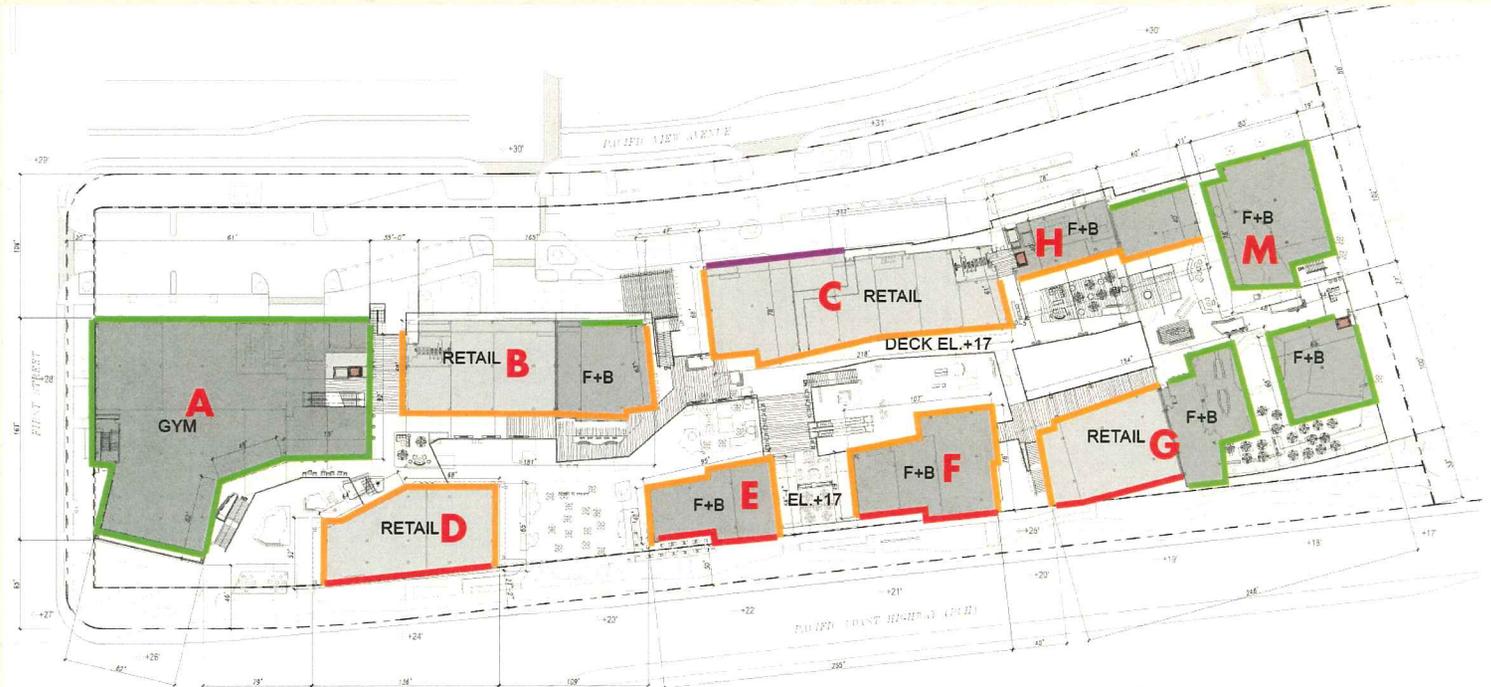
Note: Tenant divisions to be confirmed with final leasing plan.

1 PLAN L01 (@ 30' EL)
SCALE: 1/32" = 1'-0" (A36), 1/64" = 1'-0" (A103)

A-103
PLAN L01



5.11.2 SIGNAGE AREA ZONES - LEVEL 2



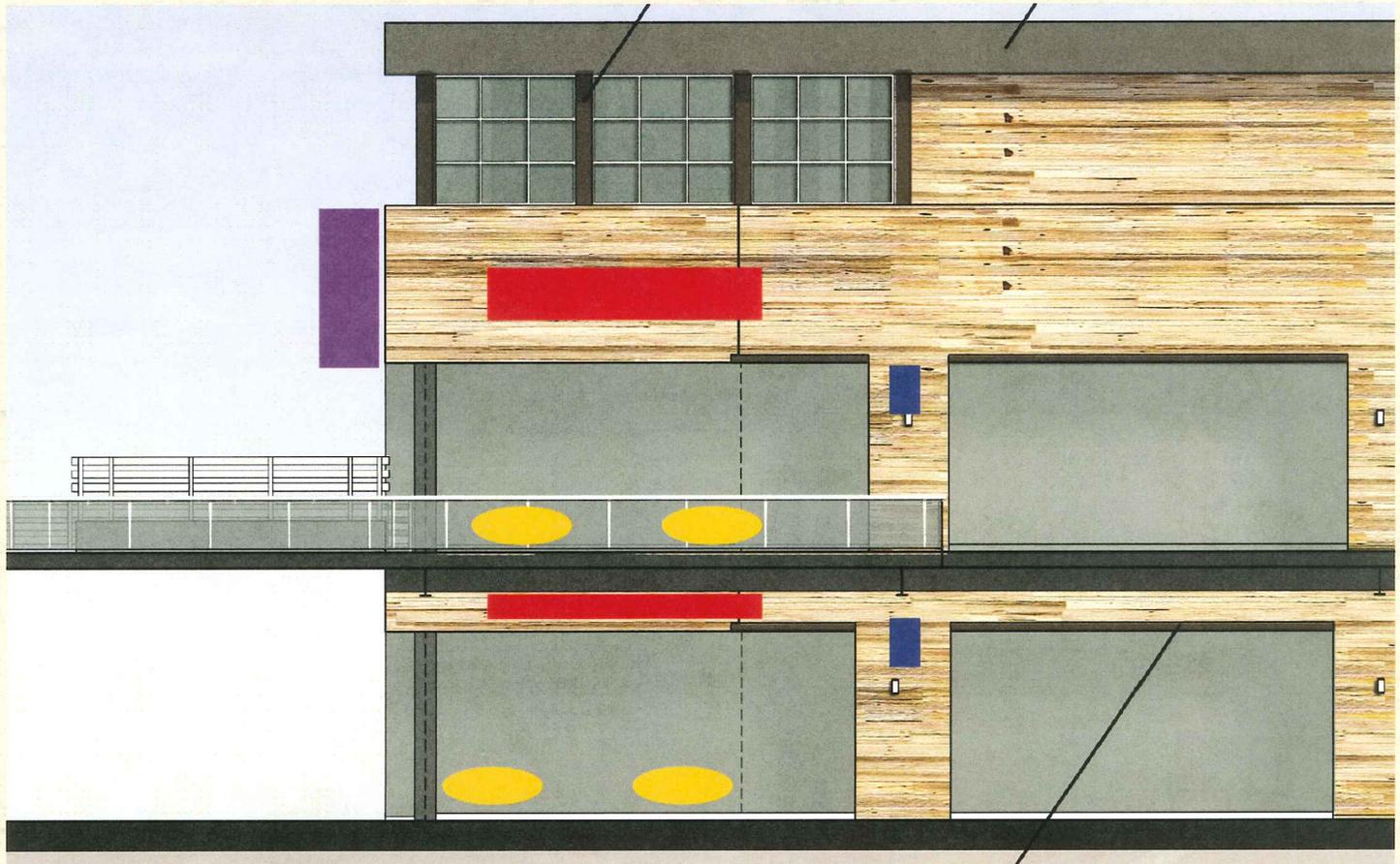
Note: Tenant divisions to be confirmed with final leasing plan.

1 PLAN L02 (@ 47' EL)
SCALE: 1/32" = 1'-0" (24X36), 1/64" = 1'-0" (11X17)

A-104
PLAN L02



5.12 TYPICAL TENANT ELEVATIONS.....



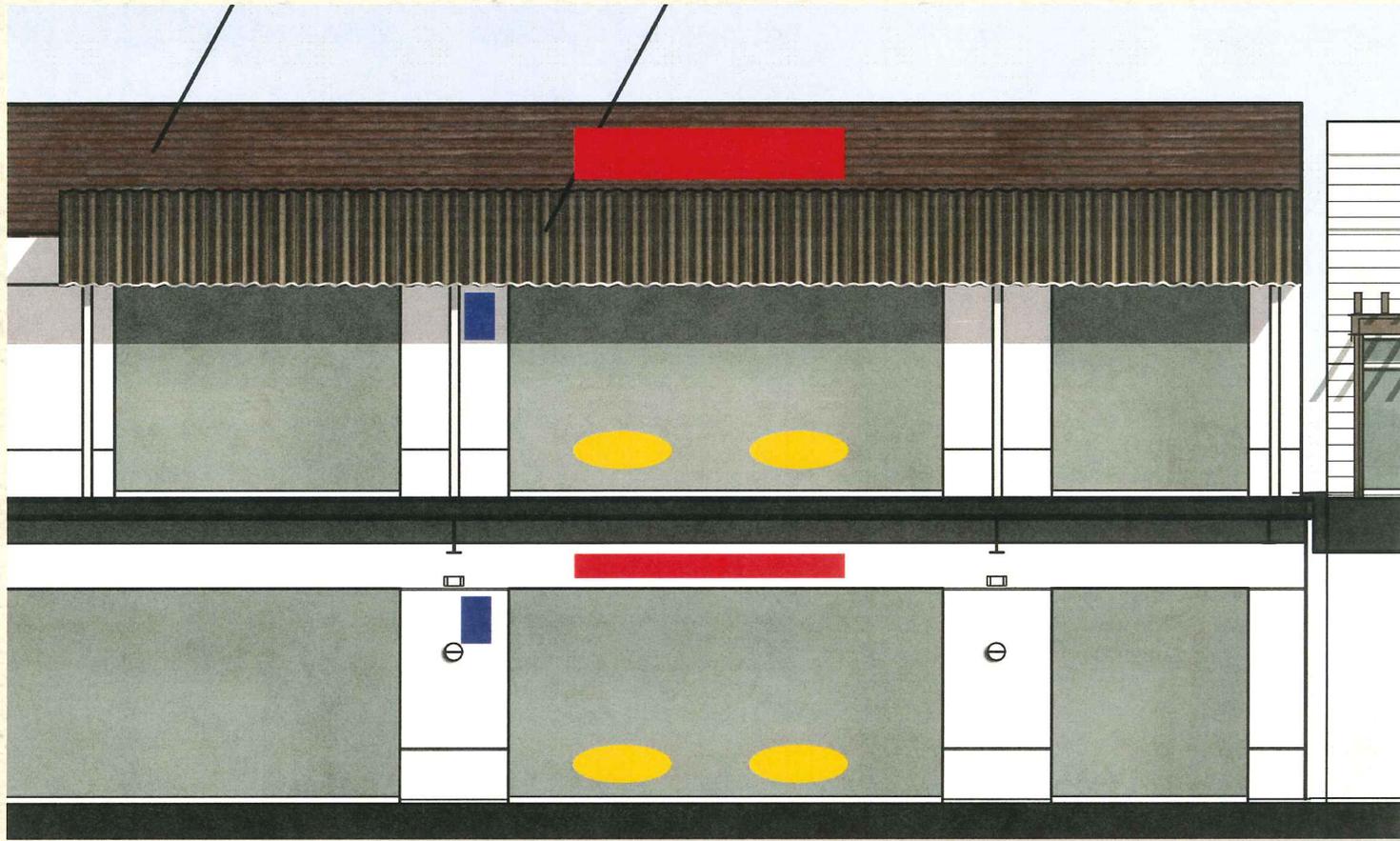
- PRIMARY SIGN
- WINDOW GRAPHIC
- BLADE SIGN
- VERTICLE MARQUE

SIGNAGE CRITERIA



5.12 - CONT.

BUILDING ELEVATIONS (BUILDING A)

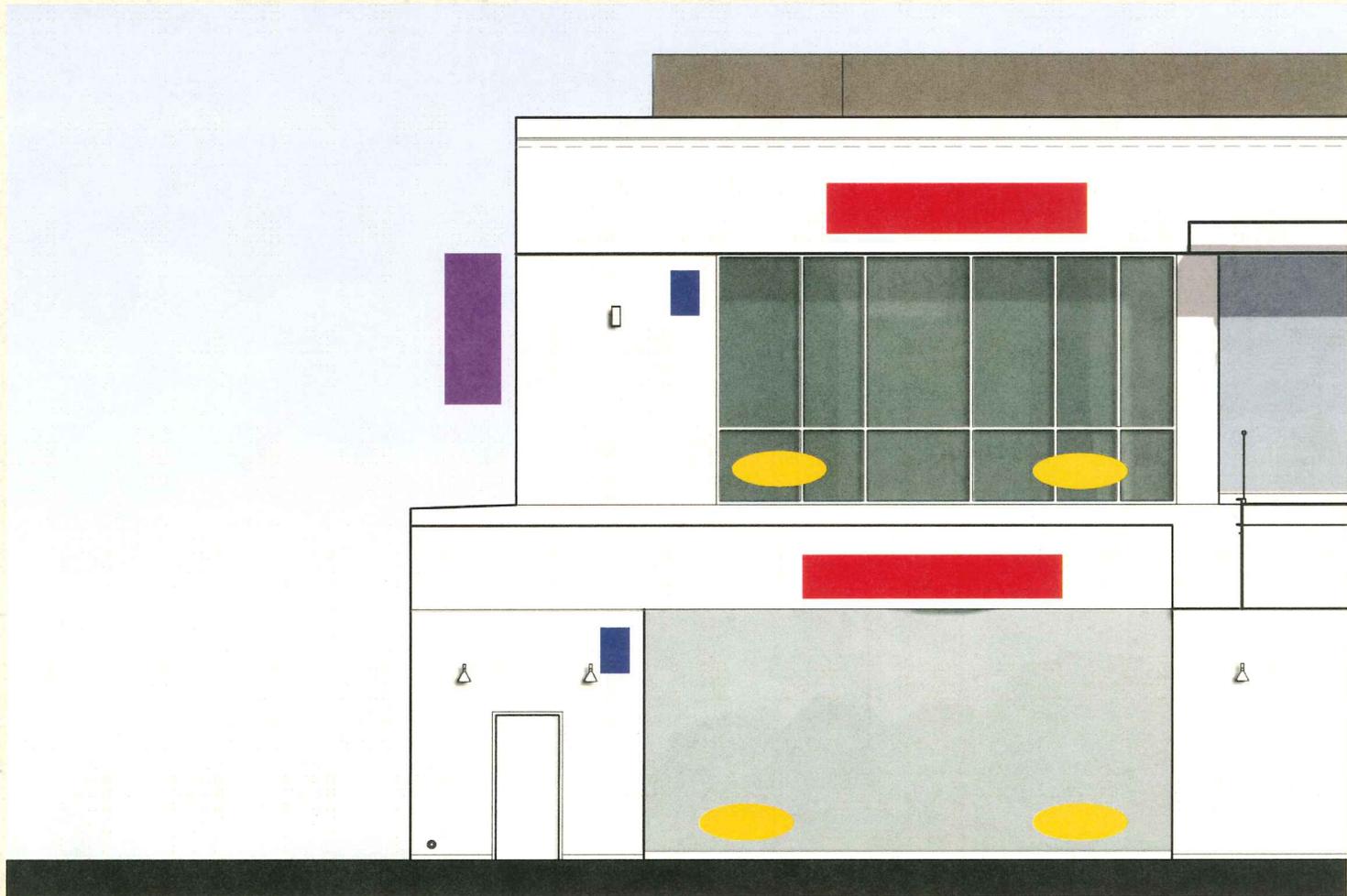


- PRIMARY SIGN
- WINDOW GRAPHIC
- BLADE SIGN
- VERTICLE MARQUE

SIGNAGE CRITERIA



5.13 BUILDING ELEVATIONS (BUILDING B)



-  PRIMARY SIGN
-  WINDOW GRAPHIC
-  BLADE SIGN
-  VERTICLE MARQUE

SIGNAGE CRITERIA

