

### City of Huntington Beach

2000 MAIN STREET CALIFORNIA 9264
COMMUNITY DEVELOPMENT DEPARTMENT

Planning Section 714/536-5271

Building Section 714/536-5241

#### **NOTICE OF ACTION**

April 5, 2016

SUBJECT:

PLANNED SIGN PROGRAM NO. 15-007 (NEWLAND CENTER

SIGNAGE)

**APPLICANT:** 

Luis Gomez c/o Regency Centers, LP, 915 Wilshire Blvd., Ste 2200, Los

Angeles, CA 90017

PROPERTY OWNER:

Regency Centers, LP, 915 Wilshire Blvd., Ste 2200, Los Angeles, CA

90017

**REQUEST:** 

To establish a planned sign program for an existing multi-tenant

commercial center.

LOCATION:

19640-19950 Beach Blvd., 92648 (south side of Yorktown Ave. and

west of Beach Blvd.)

DATE OF ACTION:

April 5, 2016

On April 5, 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 April 15, 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 Alex Truong, Contract Planner at (714) 375-5058 or the Community Development Department Planning and Zoning Information Counter at (714) 536-5271.

Sincerely,

Scott Hess, AICP Director of Community Development

by:

Alex Truong

Contract Planner

Attachments: Conditions of Approval - Planned Sign Program No. 15-007

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
Project File

#### **ATTACHMENT NO. 1**

#### CONDITIONS OF APPROVAL - PLANNED SIGN PROGRAM NO. 15-007

- 1. The plans received and dated March 31, 2016 shall be the conceptually approved planned sign program.
- 2. Pursuant to the BECSP Section 2.9.2(2)(a), the maximum total sign area permitted for each establishment is based on the linear building frontage ratio or one and one-half times (square feet) the linear building frontage. Further, establishments that have both parking and street frontage shall only use the street frontage in determining the maximum total sign area.
- 3. Planned Sign Program No. 15-007 shall become null and void unless exercised within one year of the date of the final approval, which is April 5, 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.

RECEIVED

MAR 3 1 2016

Dept. of Planning & Building





## NEWLAND CENTER

19640 BEACH BLVD HUNTINGTON BEACH, CA 92640

March 22, 2016

#### PROJECT DIRECTORY

OWNER:

Regency Centers

915 Wilshire Boulevard, Suite 100

Los Angeles, CA 90017 Contact: John Mehigan ph: 213.553.2273

PROJECT

**BUILT** 

ARCHITECT:

A Design Build Company 2658 Griffith Park Blvd

Los Angeles, CA 90039

ph: 323.857.0409

SIGNAGE CONSULTANT:

Signage Solutions 2231 S. Dupont Drive Anaheim, CA 92806

Contact: Chris De Ruyter

ph: 714.491.0299 fx: 714.491.0439

CITY

**PLANNING:** 

City of Huntington Beach Planning Department

2000 Main St

Huntington Beach, CA 92648

ph: 714.536.5271

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#### **SUBMITTALS & APPROVALS**

There is a formal process for the creation, review and approval of Tenant signs at Newland Center. All Tenant's signage is subject to the Owner's, or his managing agent (hereinafter reffered 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 Newland Center.

#### A. SUBMITTAL TO OWNER

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the city requirements of The City of Huntington Beach Planning Department.

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.

#### 3. SAMPLE BOARD

Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns, and other details.

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, CA for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

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

#### **B. SUBMITTAL TO CITY**

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor must submit to the City of Huntington Beach, CA, and will be responsible for all applicable applications, permit fees for the Planning Departments.

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

 A stamped set of final drawings reflecting the Owner's, and City's approvals shall be on file in the Owner's office.

#### C. TENANT'S RESPONSIBILITY

- All Sign Contractors must be fully insured and approved by landlord prior to installation.
   Landlord must receive the Sign Contractor's Certificate of Insurance.
- 2. The Owner must be notified 48 hours in advance prior to sign installation.

- 3. Tenant's Sign Contractor shall install required signage within 45 days of 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.
- 4. The Owner may, at his 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.
- 5. If the Tenant chooses to change his exterior sign at anytime during the term of the 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 his lease agreement.
- 6. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, Governing Agency, City, UL and the Uniform Electrical Code.
- 7. Tenant shall be responsible for the following expenses relating to signage for his store:
- -Design consult fees (if applicable)
- -100% of approval and permit processing costs 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.
- -Tenant to provide wiring, power and final hook-up from Tenant's house panel to j-box.



#### **DESIGN GUIDELINES FOR TENANTS**

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

#### A. MIXED MEDIA FORMS AND EMBELLISHMENTS

- Dimensional, geometric shapes or icon representing a tenant's product or service.
- Sculpted wood, metal or Sign foam forms.
- Painted, polished, etched, or abraded metals.
- Cut steel or fabricated steel
- Dimensional letterforms with seamless edges.
- Faux stone effect finish

#### **B. ILLUMINATION**

Tenant signage must incorporate one or more of the following acceptable lighting methods subject to owner and City approval:

- Acrylic face lit channel letters & logo
- Reverse/halo channel letters
- Silhouette illumination
- Custom light fixtures and/or seamless opaque faces with "backed up" or "push-thru" letters.
- External flood lit illumination (ie: gooseneck lamps)
- L.E.D.

All front lighting should be baffled and obscured in channels where possible. Any exposed fixtures, shades or other elements should be designed to contribute to the design of the storefront.

All Inline Tenant signage shall utilize a backer panel.

#### C. SIGN COLORS AND FINISHES

All Tenant's colors must be approved by the Owner, Governing Agencies and City prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement.

#### D. TYPE STYLES AND LOGOS

The use of logos and distinctive typestyles is encouraged for all tenant signs. Tenants may adapt established typestyles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. These images must be architecturally compatible and approved by Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

"TAGLINES" may be allowed at Landlord's sole discretion.

#### E. SIZES AND QUANTITIES

Sizes and quantities for tenant signs shall be outlined in this criteria for each sign type.

Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced and in scale in relation to their backgrounds.

#### F. MISCELLANEOUS SIGNAGE

Window display(s) will be allowed and subject to Owner's approval on a case by case basis.





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A - FACE LIT ILLUMINATION / WALL MOUNTED



B - FACE LIT ILLUMINATION / CHANNEL LETTERS on RACEWAY



C - FACE & HALO ILLUMINATION / WALL MOUNTED

#### **PROHIBITED SIGNS:**

Only those sign types provided herein and specifically approved in writing by the Owner, and City will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures including A-frame signs or billboards.
- · Freestanding signs, except as provided in this text.
- Animated, audible, digital or moving signs; signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs; signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use are prohibited.
- Off premise signs; (other than directional signs)
  installed for the purpose of advertising a project,
  event, person or subject not related to the premises
  upon which said sign is located. Such sign may be
  allowed upon Owner approval.
- No billboard signs
- No exposed conduits



#### **FABRICATION REQUIREMENTS:**

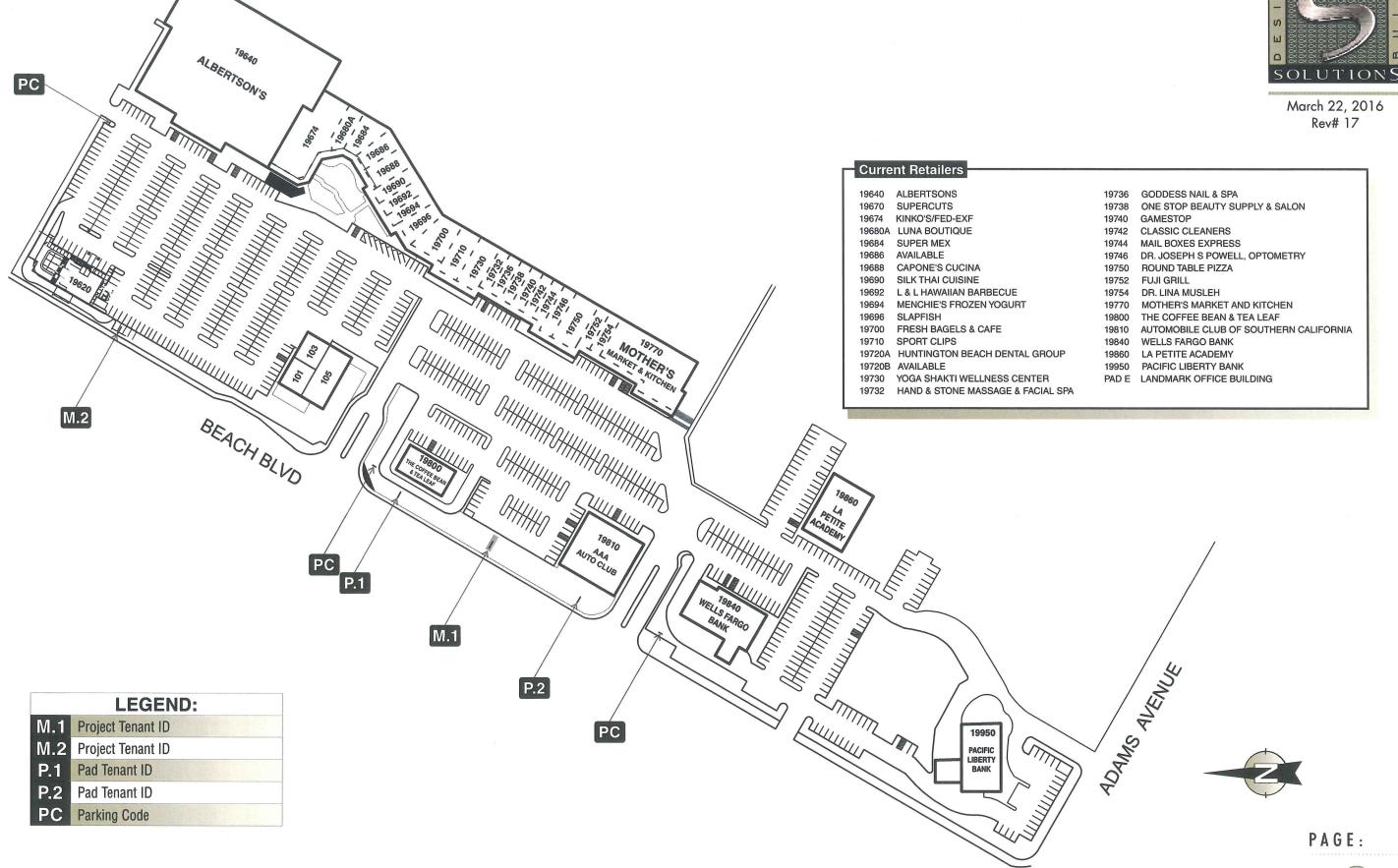
The fabrication and installation of all signs shall be subject to the following restrictions:

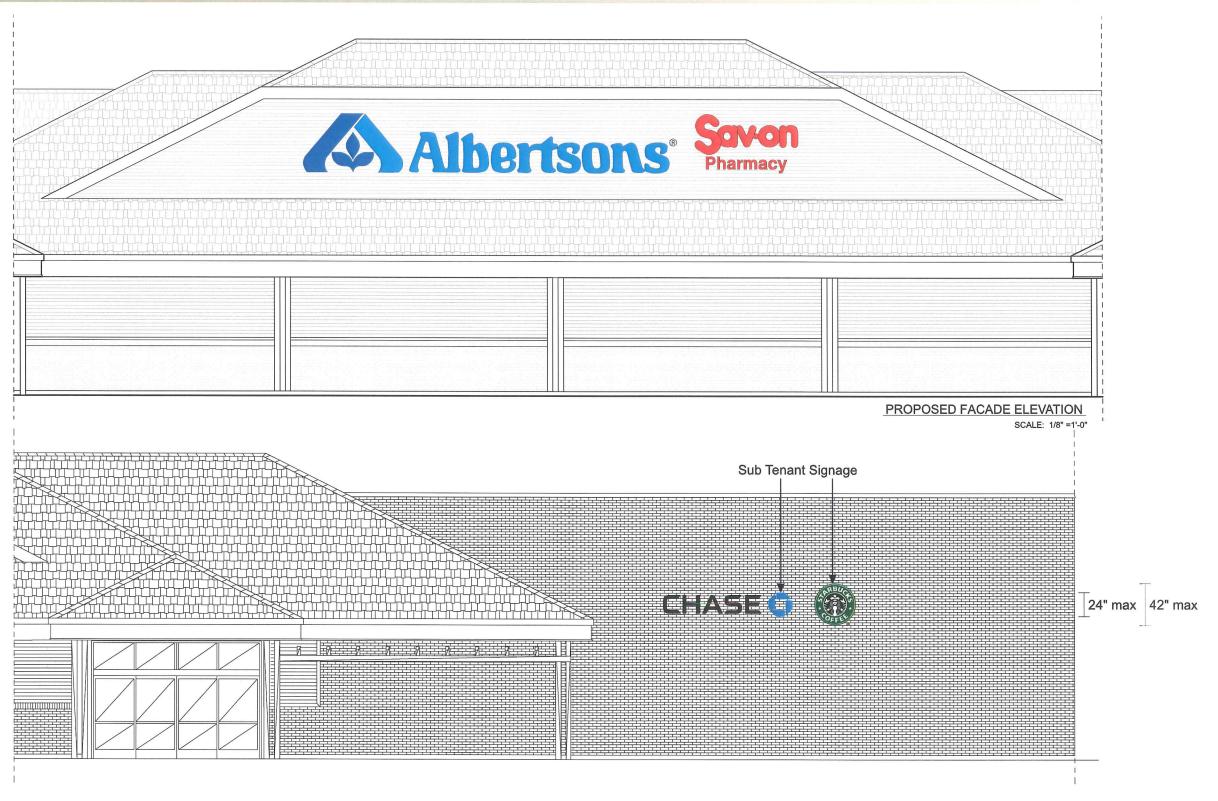
- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacturer shall supply a UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. Sign permit stickers shall be affixed to the top edge of signs or letters, and only that portion of the permit sticker that is legally required to be visible shall be exposed.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building,
- E. All formed metal (ie: letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- G. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match

- building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.
- Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- K. All sign finishes shall be free of dust, orange peel, drips and runs. Finishes should have uniform coverage and be of the highest quality (e.g. Matthews Paint Company (800) 323-6593
- L. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.









**TOTAL SIGN AREA:.....**1.5 square foot per lineal foot of building frontage not to exceed 200 sq. ft. for all wall signage **MAX. WIDTH:.....**75% of lease frontage.

PROPOSED FACADE ELEVATION

SCALE: 1/8" =1'-0"

MAX LETTER HEIGHT:..... 60" max. letter height.

MAX NUMBER:.....One wall sign permitted per street or parking lot frontage for each separate business.

SIGN TYPE:.....Face Lit Channel Letters & Logos

MISC:......Sub Tenant signage are allowed at the sole discretion of the Land Lord. And is allowed (1) sign per tenant per elevation.

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TOTAL SIGN AREA:............1.5 square foot per lineal foot of building frontage not to exceed 200 sq. ft. for all wall signage

MAX. WIDTH:.....75% of lease frontage.

MAX LETTER HEIGHT:..... 60" max. letter height.

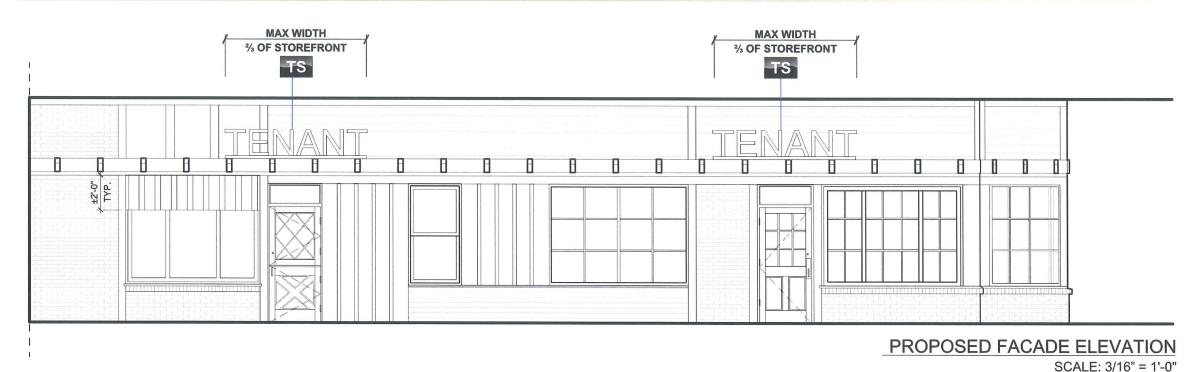
MAX NUMBER:.....One wall sign permitted per street or parking lot frontage for each separate business.

SIGN TYPE:.....Face Lit Channel Letters & Logos

MISC:......Sub Tenant signage are allowed at the sole discretion of the Land Lord. And is allowed (1) sign per tenant per elevation.



#### INLINE TENANT SIGNAGE / WS - WALL SIGN / TS - TRELLIS SIGN



#### **WALL SIGNAGE CRITERIA:**

**TOTAL SIGN AREA:** 1.5 square foot per lineal foot of building frontage

MAX. WIDTH:.....75% of lease frontage.

MAX HEIGHT:.....24" maximum logo height, 18" maximum letter height.

MAX NUMBER:.....1 sign per tenant per elevation.

SIGN TYPE:.....See page 22.

#### TRELLIS SIGNS CRITERIA:

#### PROPOSED FACADE ELEVATION

SCALE: 3/16" = 1'-0"

TOTAL SIGN AREA: 1.5 square foot per lineal foot of building frontage

MAX. WIDTH:.....Two thirds of lease frontage.

MAX HEIGHT:.....24" maximum logo height, 18" maximum letter height, single line copy.

MAX NUMBER:.....1 sign per tenant per elevation.

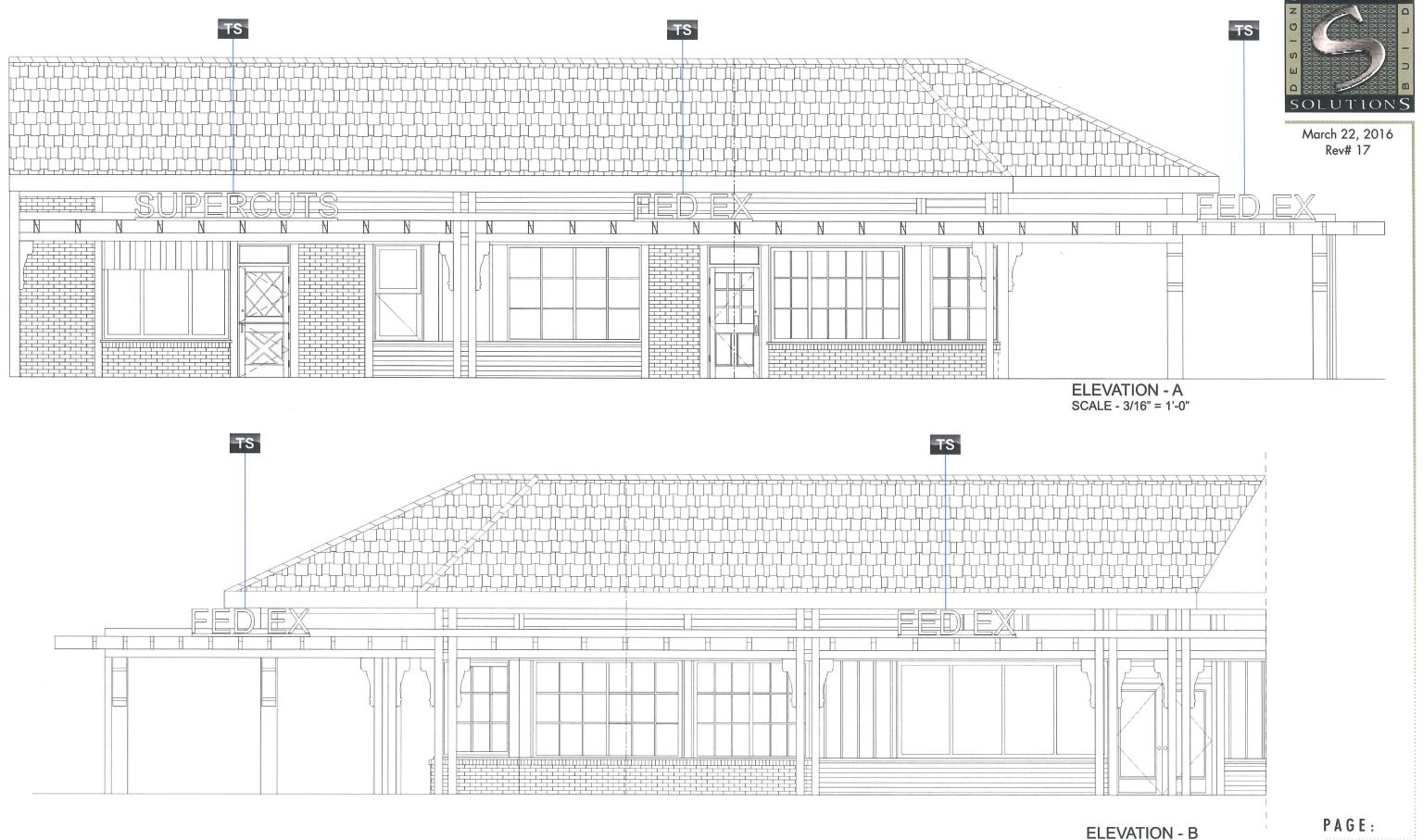
SIGN TYPE:....See page 21.

PAGE:

SIGNAGE

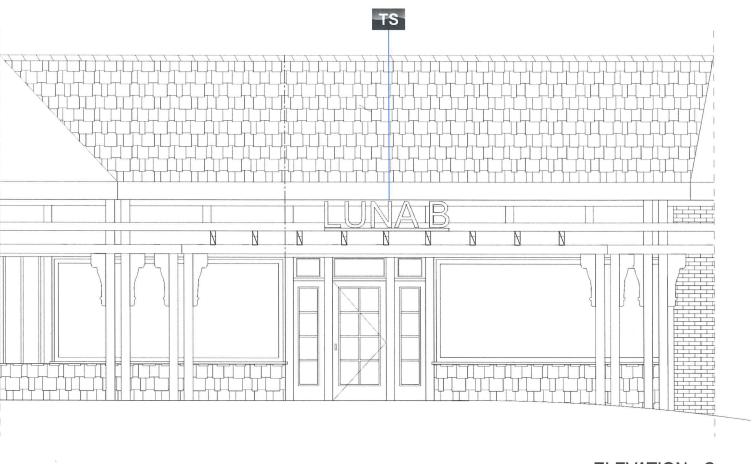


#### STOREFRONT ELEVATIONS / INLINE TENANTS



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

SIGNAGE



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

**ELEVATION - C** 

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



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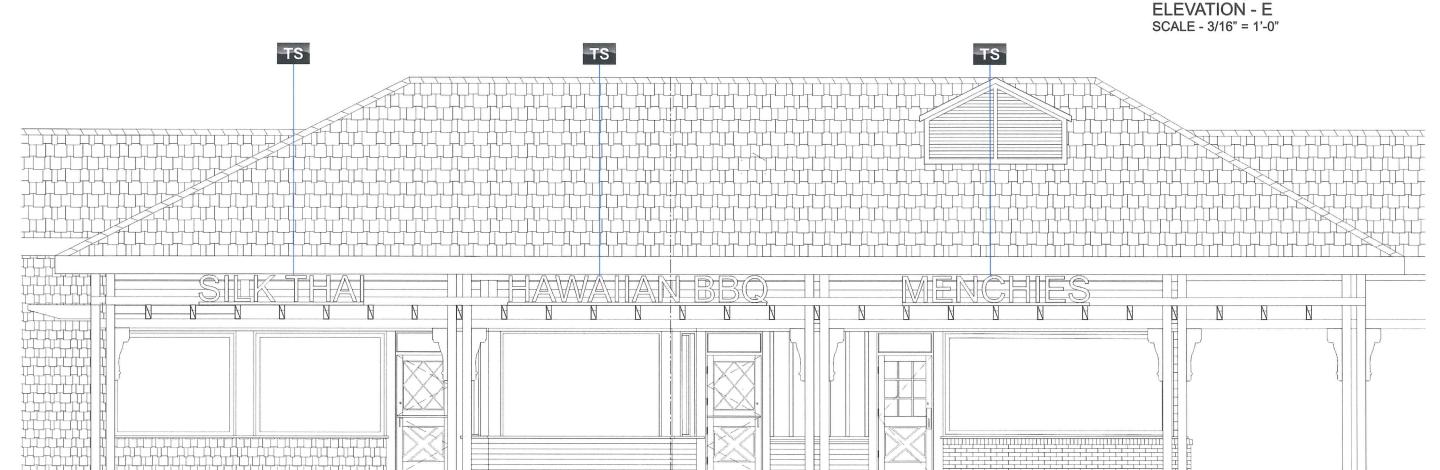
SIGNAGE

#### STOREFRONT ELEVATIONS / INLINE TENANTS

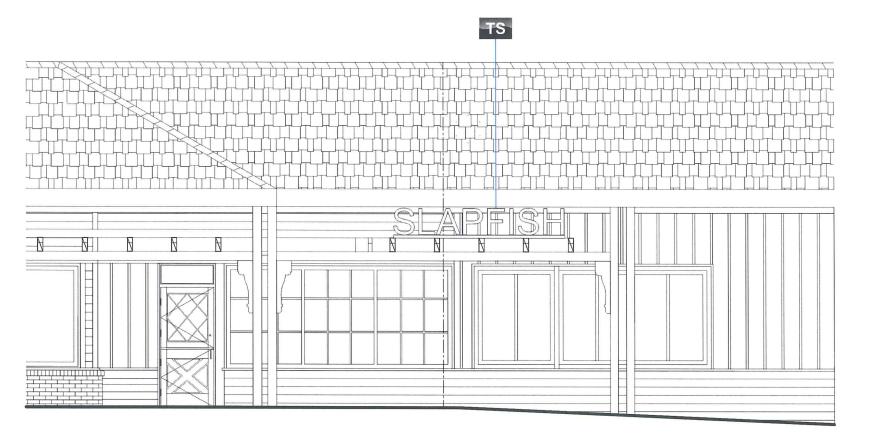




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ELEVATION - F SCALE - 3/16" = 1'-0"





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



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



ELEVATION - I SCALE - 1/8" = 1'-0"

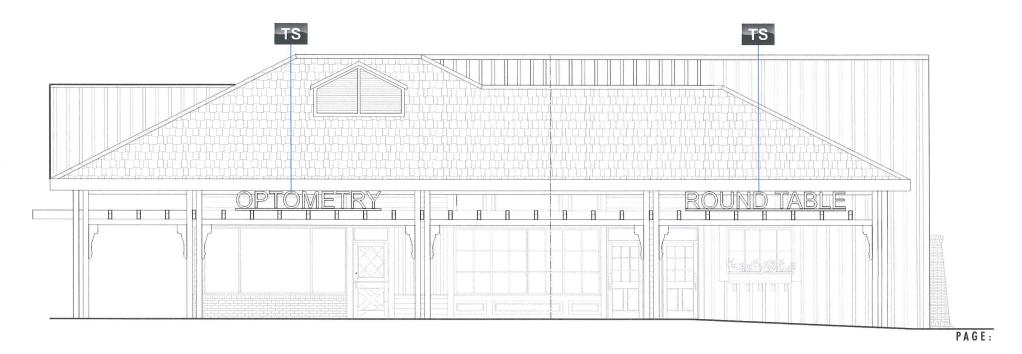


ELEVATION - J SCALE - 1/8" = 1'-0"

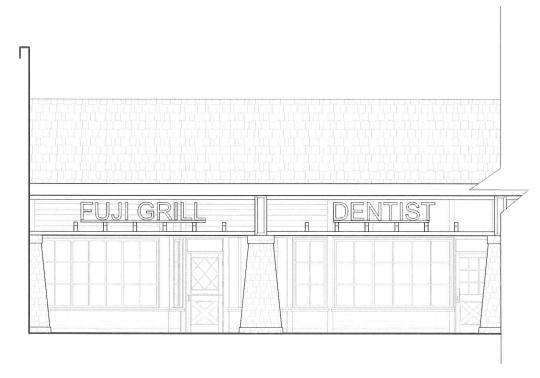
PAGE:

SIGNAGE

#### **STOREFRONT ELEVATIONS / INLINE TENANTS**



ELEVATION - L SCALE - 1/8" = 1'-0"



PARTIAL TENANT ROOF ELEVATION
SCALE: 1/8=1'-0"



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#### STOREFRONT ELEVATIONS / MULTI TENANT PAD

TOTAL SIGN AREA:......1.5 sq ft. per linear foot of building frontage. Total sign area of parking lot frontage may not exceed the total sign area of street frontage regardless of the permitted linear frontage ratio.

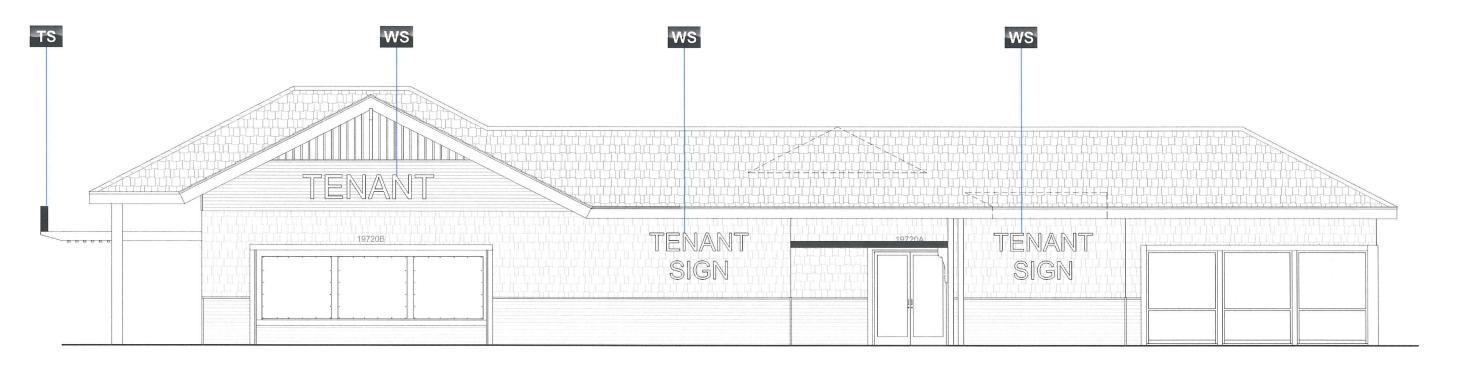
MAX. WIDTH:.....75% of lease frontage.

SIGN TYPE:.....Face Lit Channel Letters & Logos.

MAX AREA PER SIGN:.....50 sq. ft.



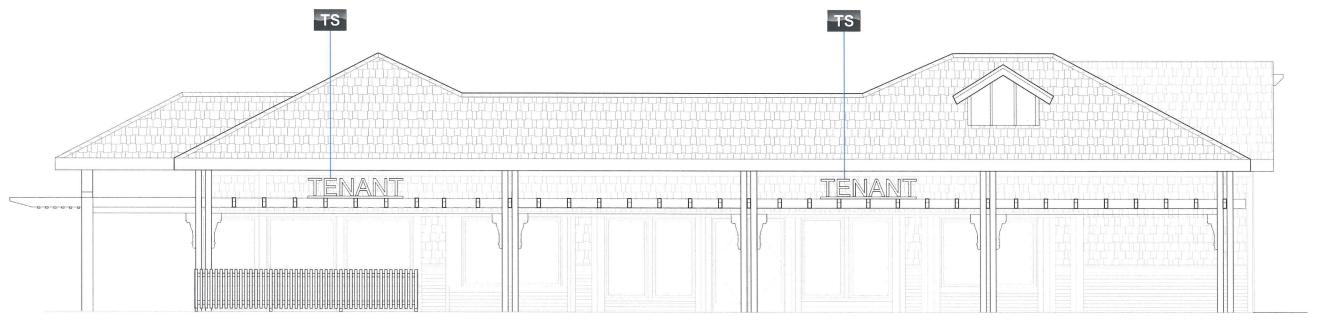
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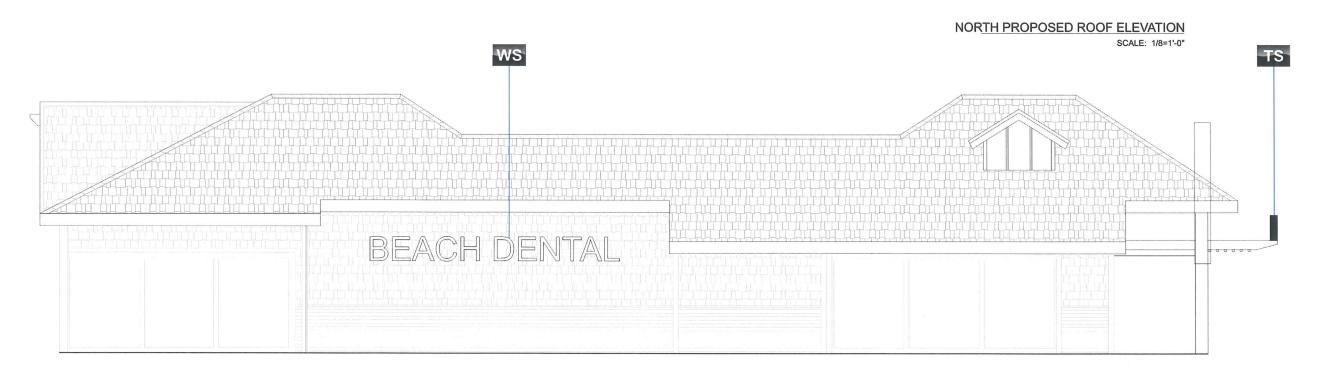


PROPOSED ROOF ELEVATION SCALE: 1/8"=1'-0"



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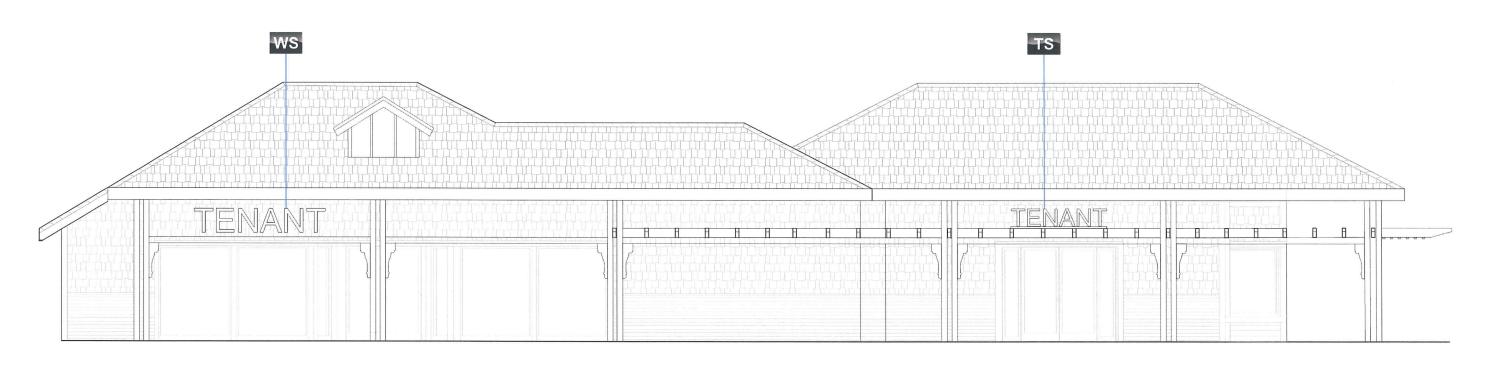




PROPOSED ROOF ELEVATION
SCALE: 1/8"=1'-0"



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PROPOSED ROOF ELEVATION
SCALE: 1/8"=1'-0"

#### SINGLE TENANT PAD WALL SIGNS

MAX. WIDTH:.....75% of lease frontage.

MAX SIGN HEIGHT:...... 48" max. logo height & 36" max letter height

MAX NUMBER:.....One wall sign permitted per street or parking lot frontage for each separate business.

SIGN TYPE:.....Face Lit Channel Letters & Logos.

MISC:....\*Menu Board Signs as per BECSP 2.9.3 (3) (e)

MAX AREA PER SIGN:.....50 sq. ft.



#### **SIDE ENTRY ELEVATION**



**ELEVATION FACING BEACH BLVD.** 

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#### **FRONT ELEVATION**



#### **REAR SIDE ELEVATION**

NOTE: NON COMMERCIAL MURALS ARE NOT CALCULATED AS SIGNAGE.



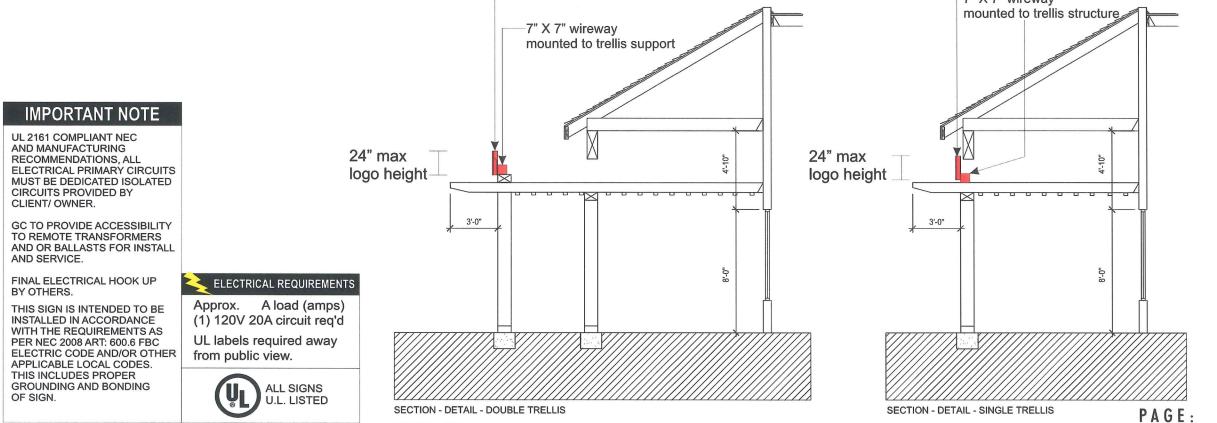
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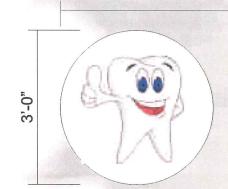
**SCALE 1:72** 





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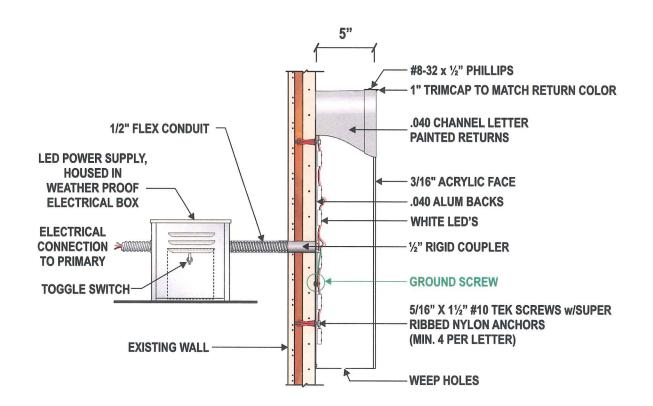


WS

# 

FACE LIT CHANNEL LETTERS & LOGO FLUSH WALL MOUNTED

SCALE: NTS



#### SECTION DETAIL FACE LIT CHANNEL LETTERS & LOGO FLUSH WALL MOUNTED

#### IMPORTANT NOTE

UL 2161 COMPLIANT NEC AND MANUFACTURING RECOMMENDATIONS, ALL ELECTRICAL PRIMARY CIRCUITS MUST BE DEDICATED ISOLATED CIRCUITS PROVIDED BY CLIENT/ OWNER.

GC TO PROVIDE ACCESSIBILITY TO REMOTE TRANSFORMERS AND OR BALLASTS FOR INSTALL AND SERVICE.

FINAL ELECTRICAL HOOK UP BY OTHERS.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS AS PER NEC 2008 ART: 600.6 FBC ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN.

#### **ELECTRICAL REQUIREMENTS**

Approx. A load (amps) (1) 120V 20A circuit req'd UL labels required away from public view.

ALL SIGNS U.L. LISTED



P.1.1 EXISTING PAD TENANT WALL SIGN

**NOTE: EXISTING SIGNAGE TO REMAIN** 



P.1.3 EXISTING PAD TENANT WALL SIGN



P.1.2 EXISTING PAD TENANT WALL SIGN



P.1.4 EXISTING PAD TENANT WALL SIGN



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**EXISTING PAD TENANT WALL SIGN** 

P.1.5

#### **TENANT ENTRY INFORMATION**

MATERIALS: Matte white vinyl letters on

entry glass.

COPY: 6" High Suite Letter or Address,

Tenant Entry Info 12" x 12".

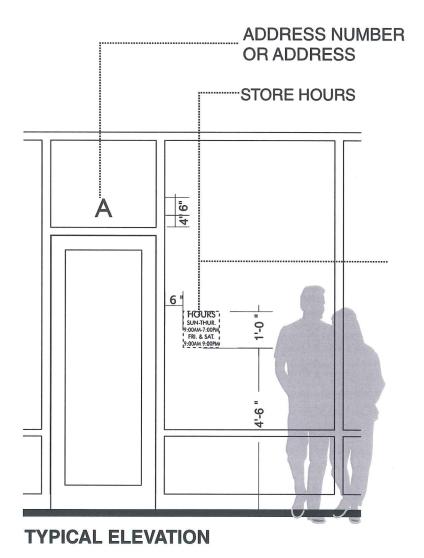
SIGN AREA: 2.5 sq. ft. maximum sign area.

TYPE FACE: Futura Book.

LOCATION: Address or Suite Number centered

over entry doors. Tenant open info on entry glass panel on same side as door handle. Copy to be installed on second surface

of glass.



#### **REAR ENTRY ID**

MATERIALS: Vinyl letters on door in contrasting

color.

COPY: 4" high Suite Letter or Address,

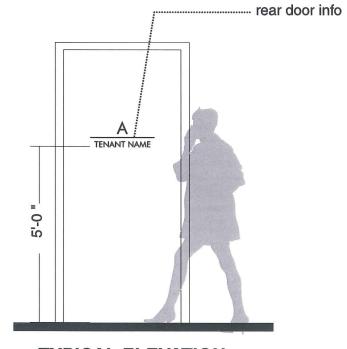
2" high Tenant Name.

SIGN AREA: 2.5 sq. ft. maximum sign area.

TYPE FACE: Futura Book.

NOTE: No other signage is allowed on delivery side of building.





**TYPICAL ELEVATION** 



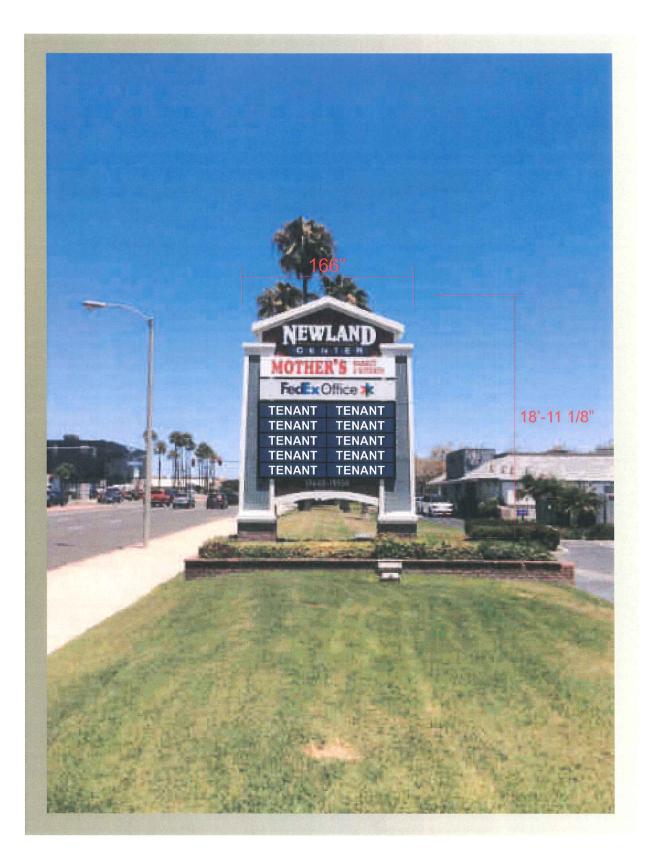
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#### M.1 PROPOSED MONUMENT SIGNAGE

Monument Sign to be painted. Colors TBD.

All tenant panels to have same color background w/white copy color TBD.



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EXISTING SQUARE FOOTAGE = 50 SQ.FT.

Monument Sign to be painted. Colors TBD.



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#### PAD TENANT MONUMENT SIGNS

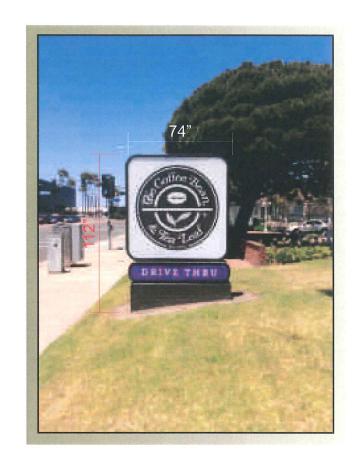
SIGN AREA: MAX WIDTH: MAX HEIGHT: 1 square foot per lineal foot of lease frontage up to 50 sq.ft.

MAX NUMBER:

75% of lease frontage
48" logo height, 36" letter height
1 sign per building face
Face Lit Channel Letters (See Page 9) SIGN TYPE:



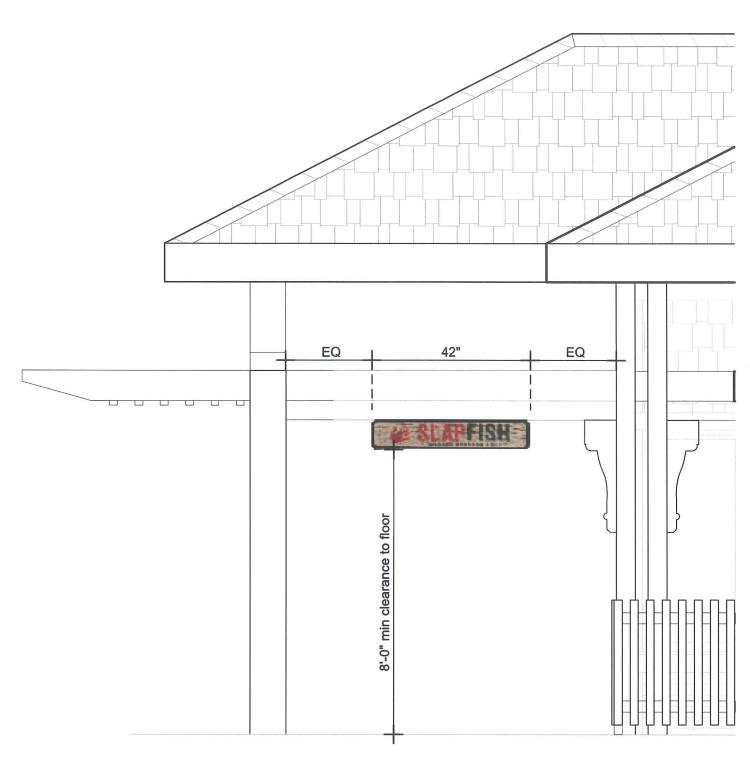
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M.3 EXISTING PAD TENANT MONUMENT SIGN EXISTING SQUARE FOOTAGE = 50 SQ.FT.



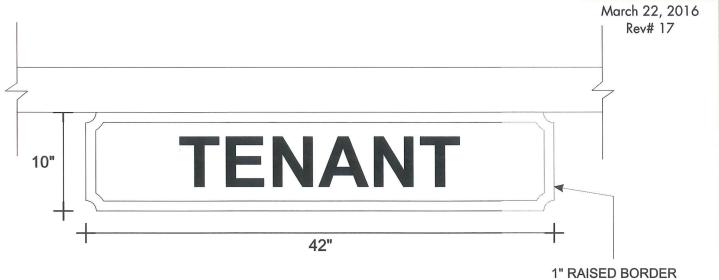
M.4 EXISTING PAD TENANT MONUMENT SIGN EXISTING SQUARE FOOTAGE = 50 SQ.FT.



**B.1** PROPOSED UNDER CANOPY BLADE SIGN

SCALE: NTS





#### B.1 PROPOSED UNDER CANOPY BLADE SIGN

10" X 42" UNDER CANOPY BLADE SIGN SANDBLASTED 1" RAISED BORDER SCALE: NTS Sign Sq. Ft. 4 Max

#### **PARKING CODE ENTRY**

MATERIALS: Aluminum Panel with graphics mounted to 2" x 4" aluminum square post painted Duranodic bronze.

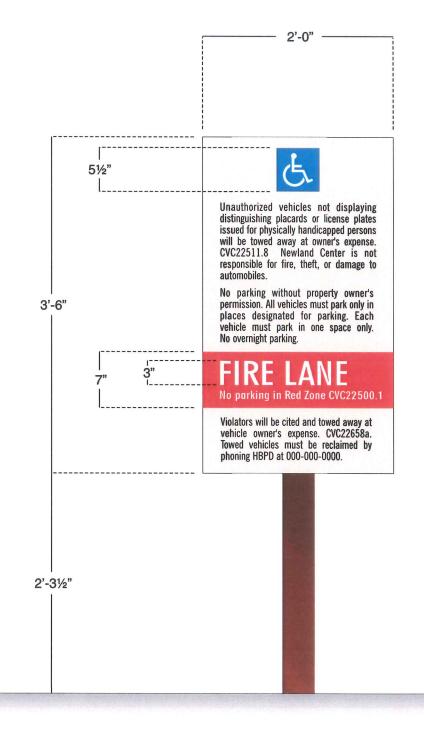
QUANTITY: 3

**HEIGHT**:

As noted

**COLORS:** 

As noted





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#### HANDICAP PARKING STALL SIGNS

MATERIALS: Single faced aluminum panel mounted to 2" aluminum square post. Color TBD.

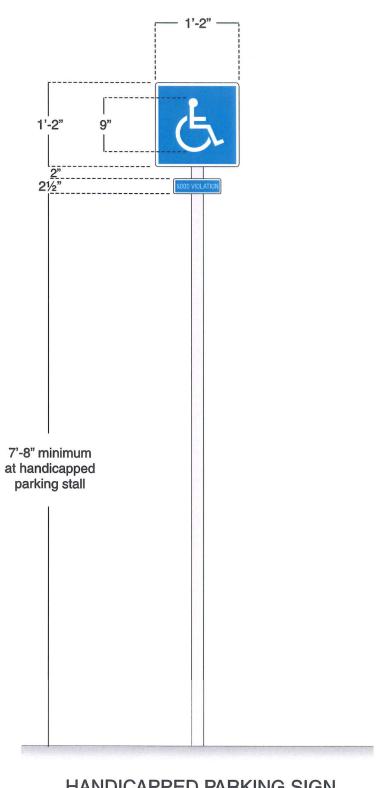
QUANTITY: TBD

HEIGHT: As noted

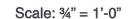
TYPE FACE: Helvetica Medium Condensed

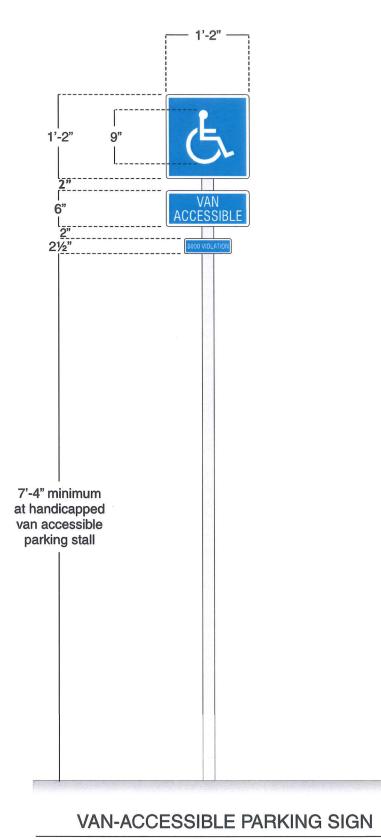
COLORS: Reflective 3M #480-10 White vinyl overlay.

Background is Blue 3M #480-76



HANDICAPPED PARKING SIGN







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PAGE:

Scale: 3/4" = 1'-0"

#### **STOP SIGN**

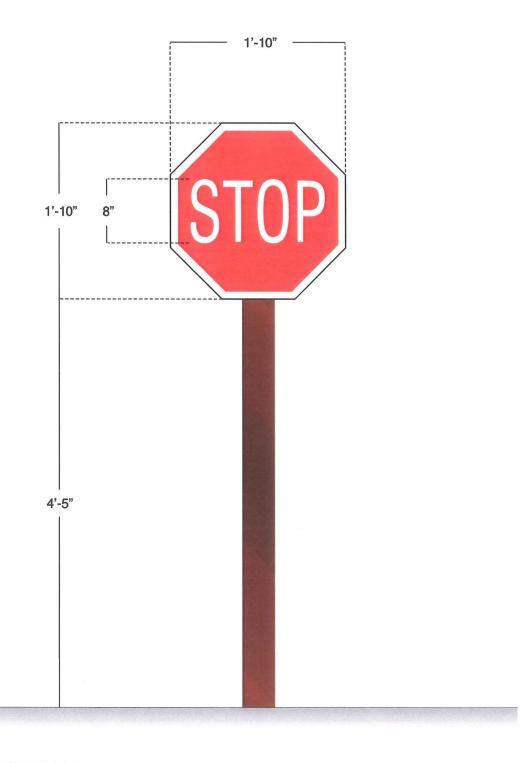
MATERIALS: Single faced aluminum panel mounted to 2" x 4" aluminum square post painted Duranodic bronze.

QUANTITY: TBD

HEIGHT: As noted

TYPE FACE: Helvetica Medium Condensed

COLORS: Reflective 3M #280-10 White vinyl overlay. Background is Red 3M #280-72



STOP SIGN

Scale: 1"= 1'-0"



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