

**CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT
STAFF REPORT**

TO: Planning Commission

FROM: Richard Thompson, Director of Community Development

BY: Eric Haaland, Associate Planner

DATE: November 12, 2014

SUBJECT: Consideration of a Sign Exception for Projecting Signs on an Existing Office Building at 1888 Rosecrans Avenue

RECOMMENDATION

Staff recommends that the Planning Commission **APPROVE** the request with conditions, and **ADOPT** the attached resolution.

APPLICANT/ OWNER

Continental Development Aviation LP
2041 Rosecrans Avenue, Ste. 200
El Segundo, CA 90245

L O C A T I O N

<u>Location</u>	1888 Rosecrans Ave, at the southwest corner of Rosecrans & Aviation Bl. (See site location map).
<u>Assessors Parcel Number</u>	4138-017-021
<u>Area District</u>	II
<u>Zoning</u>	PD, Planned Development

BACKGROUND

The subject office building, previously addressed 3601 Aviation Boulevard, historically has had minimal signage, including one existing monument sign identifying “Continental Park” at the corner of Rosecrans Avenue and Aviation Boulevard, and one wall sign. The applicant is currently remodeling the building to give it a more prominent appearance, and has developed a sign program that more prominently identifies the building and future tenants. The program proposes two projecting signs on the street-facing sides of the building. Since the sign code prohibits projecting signs, Planning Commission approval of a sign exception pursuant to Section 10.72.080 of the City’s sign code is required.

DISCUSSION

The submitted plans propose ten signs with a total of 867 square feet in area, in the form of one monument/pole sign, two monument signs, five wall signs, and two projecting signs (see Attachment D). The permitted sign area for the site is 906 square feet. The wall and monument signs proposed are fairly conventional, except the property address is being used prominently as building identification. The existing corner monument sign is proposed to be increased beyond 6 feet in height, causing it to be classified as a pole sign pursuant to the sign code (MBMC Chapter 10.72). The actual sign copy area of pole signs is doubled toward the total counted sign area, as the code penalizes pole signs since they can contribute to sign clutter.

The proposed projecting signs appear to be an extension of the building's exposed steel beam architecture. One steel beam element would occur in a vertical position at each building frontage, with tenant identification copy running vertically along each side of the beam. Projecting signs, as opposed to wall signs that are fixed, parallel to a building wall-face, are located on an independent surface jutting out from a building, making sign copy perpendicular to the wall. Projecting signs are prohibited by the sign code since they can have the same impact as pole signs.

Applicable Sign Code Provisions:

The general intent of the sign code, referenced above, reads as follows:

Section 10.72.010 Purpose and intent.

The purpose of signs is to provide business identification. The location, height, size, and illumination of signs are regulated in order to maintain the attractiveness and orderliness of the City's appearance; to protect business sites from loss of prominence resulting from excessive signs, particularly pole signs, on nearby sites; to protect the public safety and welfare.

Section 10.72.050 of the sign code permits 2 square feet of sign area per linear foot of site frontage, and only allows half that amount for pole signs, as follows:

Sign Type	Maximum Number	Maximum Area	Height	Permitted Projection	Additional Reg' s
Wall, Awning, Monument & combinations thereof (W/A/M)	No limit	2 s.f. per 1 l.f. of property frontage	Top of wall max.	12 inches	(B)
Pole	1 per site in lieu of all monu. signs on the site	0.5 s.f. in lieu of 1 s.f. of W/A/M sign area permitted above	30 ft. max.	12 inches	(B)(C)(D)

Additional Reg' s excerpt:

- B. Encroachment permits are required for structures projecting into the public right-of-way.
- C. Signs and structures adjacent to street property lines must observe the visibility requirements of Sections 10.64.150 and 3.40.010
- D. A pole sign, where permitted, shall be located a minimum distance from each interior site property line of twenty feet (20').

Section 10.72.070 of the sign code includes a list of prohibited signs including the following:

- H. Projecting signs other than those permitted in Section 10.72.050

Section 10.72.080 of the sign code provides for Planning Commission approval of sign exceptions as follows:

Section 10.72.080 Sign exceptions.

On sites where strict application of this chapter creates results inconsistent with the intent of this chapter, the Planning Commission may approve modifications to the requirements of this chapter.

Applicants shall submit copies of a proposed sign program with plans and elevations drawn to scale of all existing and proposed buildings and signs as part of the exception application. Upon receipt of a complete application the item will be placed on the next available Planning Commission agenda.

An application for a sign exception as it was applied for, or in modified form as required by the Commission, shall be approved if, on the basis of the application, plans, and materials submitted; the Commission finds that:

- A. The proposed sign exception would not be detrimental to, nor adversely impact, the neighborhood or district in which the property is located. Potential impacts may include, but are not limited to, design;
- B. The proposed sign exception is necessary in order that the applicant may not be deprived unreasonably in the use or enjoyment of their property;
- C. The proposed sign exception is consistent with the legislative intent of this title.

In granting any such exception, the Planning Commission may impose reasonable conditions or restrictions as deemed appropriate or necessary to protect the public health, safety, and general welfare.

Analysis:

The proposed sign concept appears to be consistent with signage in the surrounding area, which has evolved to be much more retail oriented than the general industrial/office character of the area. The two proposed projecting signs appear to be well integrated into the remodeled building's architectural theme by use of the exposed steel beam element. The projecting signs do not appear to result in excessive signage since total sign area is dispersed around much of the perimeter of the corner site, and the primary corner sign does not have the visual impact that a larger pole sign would.

General Plan goals and policies that the Planning Commission may find relevant to this application include the following:

Policy LU-3.5: Ensure that the sign ordinance provides for commercial signage that is attractive, non-intrusive, safe, and consistent with overall City aesthetic goals.

Goal LU-6: Maintain the viability of the commercial areas of Manhattan Beach.

CONCLUSION

The sign code permits the Planning Commission to approve a sign exception if it finds that: it would not be detrimental to the surrounding area, is necessary for reasonable use of the property, and is consistent with the intent of the sign code. Staff recommends that the Planning Commission approve the requested sign exception subject to conditions contained in the attached resolution including the following, which reflect the plans as proposed:

- Total site sign area be limited to 867 square feet, which is less than the 906 square feet permitted.
- The monument/pole sign be limited to 7.25 feet in height with a minority of the structure occupied by sign copy.
- A substantial portion of the monument/pole sign shall be devoted to identifying the location as an entry point to the City of Manhattan Beach.
- The two projecting signs be limited to a 3.2 foot width and 30.5 foot length.
- Total sign area, including one west facing wall sign, be dispersed around the site perimeter.

ENVIRONMENTAL DETERMINATION

Pursuant to the California Environmental Quality Act (CEQA), and the Manhattan Beach CEQA Guidelines, the subject project has been determined to be exempt (Class 1) as minor modifications to an existing facility per Section 15301 of CEQA.

ALTERNATIVES

The alternatives available to the Planning Commission include:

1. **APPROVE** the project with appropriate findings and conditions.
2. **DENY** the project based upon appropriate findings.

Attachments:

- A. Resolution No. PC 14-
- B. Vicinity Map
- C. Applicant Material
- D. Plans

cc: Continental Development, Applicant

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RESOLUTION NO. PC 14-

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MANHATTAN BEACH APPROVING A SIGN EXCEPTION FOR THE PROPERTY LOCATED AT 1888 ROSECRANS AVENUE (Continental Development)

THE PLANNING COMMISSION OF THE CITY OF MANHATTAN BEACH DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Planning Commission of the City of Manhattan Beach hereby makes the following findings:

- A. The Planning Commission of the City of Manhattan Beach, on November 12, 2014, received testimony, and considered an application for a sign exception for an existing office building on the property located at 1888 Rosecrans Avenue in the City of Manhattan Beach.
- B. The Assessors Parcel Number for the property are 4138-017-021.
- C. The applicant for the subject project is Continental Development Aviation LP, the owner of the property.
- D. Pursuant to the California Environmental Quality Act (CEQA), and the Manhattan Beach CEQA Guidelines, the subject project has been determined to be exempt (Class 1) as minor modifications to an existing facility per Section 15301 of CEQA.
- E. The project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.
- F. The property is located within Area District II and is zoned PD, Planned Development. The surrounding private land uses beyond the subject site primarily consist of commercial and industrial uses.
- G. The General Plan designation for the property is Manhattan Village Commercial.
- H. Approval of the sign exception, subject to the conditions below: will not be detrimental to, nor adversely impact, the neighborhood or district in which the property is located since the signs are a component of a comprehensive sign program that is consistent with the building's architecture and the commercial/industrial Rosecrans corridor area; is necessary for reasonable use of the subject property as a somewhat isolated corner site, and is consistent with the intent of City's sign code in that the subject site is larger and at a more unique location than it anticipates; as detailed in the project staff report.
- I. The project shall otherwise be in compliance with applicable provisions of the Manhattan Beach Municipal Code.
- J. This Resolution, upon its effectiveness, shall constitute the Sign Exception approval for the subject project.

Section 2. The Planning Commission of the City of Manhattan Beach **APPROVES** the subject Sign Exception for two projecting signs, subject to the following conditions (*indicates a site specific condition):

Site Preparation / Construction

- 1. The project shall be constructed and operated in substantial compliance with the submitted plans as approved by the Planning Commission on November 12, 2014.
- 2. * Total primary site sign area shall not exceed 867 square feet, including the double-counted

EXHIBIT A
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RESOLUTION NO. PC 14-

pole sign area identifying Continental Park. Total sign area, including one west facing wall sign, shall be dispersed around the site perimeter.

3. * The monument/pole sign shall be limited to 7.25 feet in height with a minority of the structure occupied by sign copy. A substantial portion of the monument/pole sign shall be devoted to identifying the location as an entry point to the City of Manhattan Beach.
4. * The two projecting signs shall be limited to a 3.2 foot width and 30.5 foot length.
5. * Any sign lighting shall be external, or internal illumination of individual letters only. No other internal illumination elements shall be used to accent or decorate the building exterior, unless determined to be community-oriented holiday/event lighting by the Community Development Director.
6. The siting of construction related equipment (cranes, materials, etc.) shall be subject to the approval from the Director of Community.
7. Any related equipment or hardware shall be visually screened as determined by the Community Development Director. Any wires and cables shall be installed within related structures or underground to the appropriate utility connections in compliance with all applicable Building and Electrical Codes, safety regulations, and orders, rules of the Public Utilities Commission, the serving utility company, and specifications of the Public Works Department.
8. Signs shall be installed and maintained in a safe condition as determined by the Building Official, Fire Department, and Police Department. Signs shall be maintained in good visual condition as determined by the Community Development Director. Signs determined to be unsafe or in visually poor condition shall be removed by the owner/tenant immediately.
9. The project shall maintain compliance with the city's storm water pollution requirements. No waste water shall be permitted to be discharged from the premises. Waste water shall be discharged into the sanitary sewer system.
10. All defective or damaged curb, gutter, street paving, and sidewalk improvements shall be removed and replaced with standard improvements, subject to the approval of the Public Works Department.
11. This Sign Exception shall lapse two years after its date of approval, unless implemented or extended by the Planning Commission.
12. Pursuant to Public Resources Code section 21089(b) and Fish and Game Code section 711.4(c), the project is not operative, vested or final until the required filing fees are paid.
13. Applicant shall defend, indemnify, and hold the City, its elected officials, officers, employees, volunteers, agents, and those City agents serving as independent contractors in the role of City officials (collectively "Indemnitees") free and harmless from and against any and all claims (including, without limitation, claims for bodily injury, death, or damage to property), demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs, and expenses (including, without limitation, attorneys' fees, consequential damages, disbursements, and court costs) of every kind and nature whatsoever (individually, a "Claim," collectively, "Claims"), in any manner arising out of or incident to: (i) this approval and related entitlements, (ii) the City's environmental review of this project, (iii) any construction related to this approval, or (iv) the use of the property that is the subject of this approval. Applicant shall pay and satisfy any judgment, award or decree that may be rendered against City or the other Indemnitees in any such suit, action, or other legal proceeding arising out of or incident to this approval, any construction related to this approval, or the use of the

RESOLUTION NO. PC 14-

property that is the subject of this approval. The City shall have the right to select counsel of its choice. Applicant shall reimburse the City, and the other Indemnitees, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Applicant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by Applicant or Indemnitees. This indemnity shall apply to all Claims and liability regardless of whether any insurance policies are applicable. Nothing in this Section shall be construed to require Applicant to indemnify Indemnitees for any Claim arising from the sole negligence or willful misconduct of the Indemnitees. In the event such a legal action is filed challenging the City's determinations herein or the issuance of the coastal permit, the City shall estimate its expenses for the litigation. Applicant shall deposit said amount with the City or enter into an agreement with the City to pay such expenses as they become due.

SECTION 3. Pursuant to Government Code Section 65009 and Code of Civil Procedure Section 1094.6, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90 days of the date of this resolution and the City Council is served within 120 days of the date of this resolution. The City Clerk shall send a certified copy of this resolution to the applicant, and if any, the appellant at the address of said person set forth in the record of the proceedings and such mailing shall constitute the notice required by Code of Civil Procedure Section 1094.6.

I hereby certify that the foregoing is a full, true, and correct copy of the Resolution as adopted by the Planning Commission at its regular meeting of November 12, 2014 and that said Resolution was adopted by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

RICHARD THOMPSON,
Secretary to the Planning Commission

Rosemary Lackow,
Recording Secretary

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Vicinity Map
1888 Aviation Blvd.

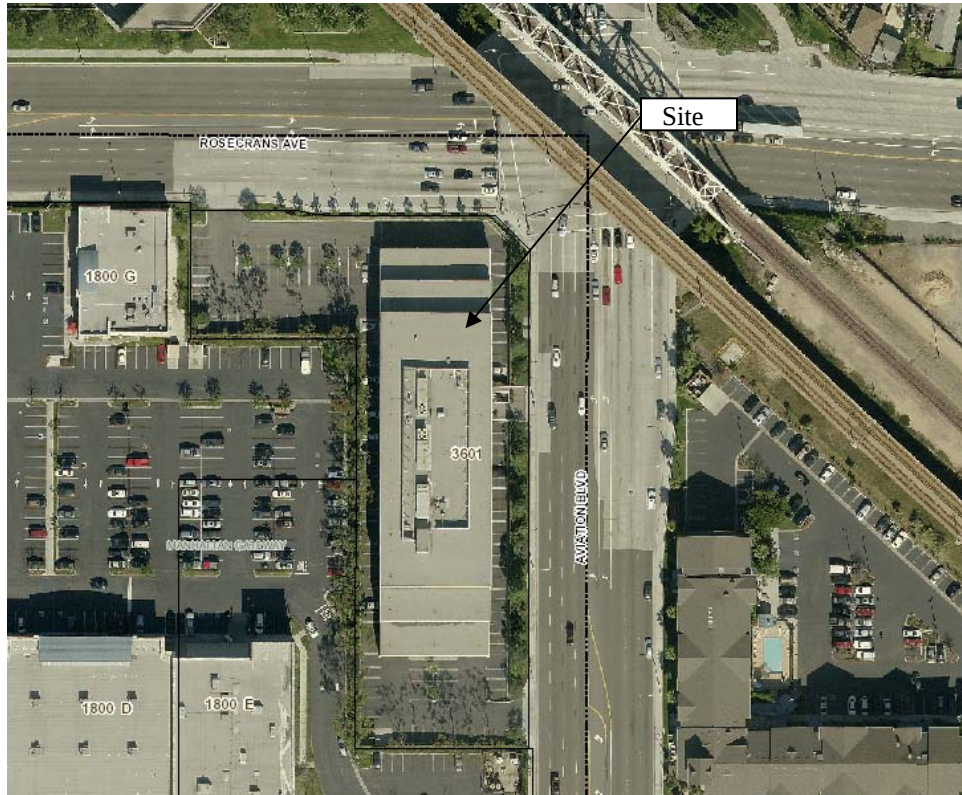


EXHIBIT B
PC MTG 11-12-14

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1888 Rosecrans Sign Program/Sign Exception – Description of Signs and Statement of Findings

1888 Rosecrans, at the corner of Rosecrans Avenue and Aviation Boulevard, is a 3-story, 72,000 sf office building sitting on a podium with surface parking below the building. Built in 1985, it is an exposed steel frame and glass building with each story stepped back from the floor below.

A City-approved building remodel is underway to update and upgrade the building from its 1985 look to attract technology and creative tenants. Upgrades include replacing the existing glass walls with full height vision glass set in the existing steel frame, opening the entrance to the sky to allow more light down to the entry level, increasing the parking level entrance lobby and connecting it to the street level lobby by a stair and two story atrium, additional structural framing at the north elevation to increase its presence and visibility to the street, and creating outdoor terraces to meet the needs of today's office user which covets indoor/outdoor work space, especially in the coastal environments. The proposed sign package is designed as an integral and seamless addition to overall building aesthetics.

The applicant is submitting a Master Sign Program for approval, per MBMC Section 10.72.060. The Sign Code allows for a maximum of 906 square feet of total sign area. The proposed sign program includes signs totaling 904.7 square feet.

The design concept for the sign program is the signs are designed so they relate to, and integrate with, the design of the building. All signs have an element that resembles the structural steel frame of the building.

There are three types of signs for which the applicant is requesting approval of a sign exception.

1. Sign Type A1 - Primary Monument Sign

This is a remodeling of the existing sign that is a sign identifying that the building is part of Continental Park. The sign is being revised to create a sign panel on top of the existing concrete wall in the shape of a steel beam that relates to the structural steel frame of the building. The new sign will have the same Continental Park name and logo with back lighting and will have the 'City of Manhattan Beach' added to the sign to identify that one is entering Manhattan Beach and the building is in Manhattan Beach.

The existing sign is 4'-8" high. The new sign is 7'-1" high, which exceeds the maximum allowable height of 6'.

The increased height will place the sign more in the line of sight of occupants in vehicles traveling west on Rosecrans Avenue and South on Aviation.

2. Sign Type A2 – Tenant Monument Sign (there are two of these)

This double-faced sign is 6'-0" wide x 10'-0" high. It exceeds the maximum allowable height of 6'. There are two of these signs, one at each vehicular entrance to the parking area.

These signs include panels for tenant identification and address numerals to aid building identification for approaching vehicles to see where to turn into the parking area.

These signs are 10' in height for the address and the tenant names to be in the field of vision of approaching drivers with the address numbers 18" high to allow drivers to see and read the address far enough ahead of time to safely slow down to make the turn into the parking area.

3. Sign Type C1 Tenant ID Sign (there are two of these)

There are two Type C1 signs for major tenant identification. One is at the southwest corner of the building on Rosecrans Avenue and the other sign is on the face of the building on Aviation Boulevard. These signs are attached to the building structure and extend out from the building 3'-2".

The Manhattan Beach Sign Code limits projections to a maximum of 12". The applicant views the C1 signs as a significant design element of the building and an innovative solution to integrating the signs into the building design. Because the building exterior consists of a structural steel frame and full vision glass, and the building has no solid, opaque exterior walls, there is little opportunity to place signage on the building that would allow for tenants to have their name on the building and not obscure views from the inside. This solution allows for tenant identification for approaching vehicles and doesn't obscure the views.

The face of the building on Aviation Boulevard is 30' back from the Property Line and 45' back from the street. On Rosecrans Avenue the building face is 40' from the property line and 49' from the street. The projecting signs are in scale with the building and do not extend over the property line or obstruct line of sight of pedestrians or vehicles.

Sign Exception Findings

Pursuant to Section 10.72.080 of the Manhattan Beach Municipal Code, the following findings are made regarding the Sign Exception application.

- A. *The proposed sign exception would not be detrimental to, nor adversely impact, the neighborhood or district in which the property is located. Potential impacts may include, but are not limited to, design;*
1. The site is surrounded directly by commercial uses on the directly on the west and south, office use to the north, and a hotel across the street to the east. All of the adjacent uses are separated from the subject site by distance (major streets), parking lots, landscaping and would not be impacted by the proposed sign exceptions. The proposed signs would be compatible and consistent with signage in the Rosecrans Corridor commercial area. The new signs will provide consistent signage that is attractive and the outdated signage will be removed. Clear, consistent signage which is clearly visible from the surrounding public

streets will support the vitality of the Manhattan Village commercial district/Rosecrans Corridor.

2. The existing signage on the building is unattractive and outdated, and needs to be updated to reflect the transformation taking place with the building remodeling and to attract new tenants. The proposed sign exceptions will not adversely impact surrounding properties.
3. Tenants will benefit from the signage by identifying them with the building and giving visitors clear direction to the site. The proposed signage will be consistent with the new design of the building's materials and colors, and does not present any negative visual impact.

B. The proposed sign exception is necessary in order that the applicant may not be deprived unreasonably in the use or enjoyment of their property;

1. A single, comprehensive master sign program for the building will allow the applicant to install signage compatible with the proposed architecture and site design. The proposed signs are compatible with the height and character of other signs along the Rosecrans Corridor, several of which exceed 10' in height. The proposed signage is an important component of the overall design concept developed to update an aging 1980's era building and improve its position in the marketplace.
2. The proposed signage increase the potential for visitors to readily identify the building and tenants on streets with high speeds and high traffic volumes

C. The proposed sign exception is consistent with the legislative intent of this title;

1. The sign exceptions will support the remodeling and upgrading needs of the subject property and help enhance the character and quality of the area consistent with Area District II and the regional-serving Manhattan Village commercial district and Rosecrans Corridor.
2. The new signage will use high quality and attractive materials, blending with the architectural design of the building to provide a fresh, updated aesthetic at the Rosecrans-Aviation gateway to Manhattan Beach.

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1888

ROSECRANS

CITY OF MANHATTAN BEACH
SIGN PROGRAM AND
SIGN EXCEPTIONS

October 28, 2014

Gensler



CONTINENTAL
DEVELOPMENT
CORPORATION

EXHIBIT D
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INTRODUCTION: PROJECT SUMMARY

PROJECT ADDRESS

1888 ROSECRANS AVENUE,
MANHATTAN BEACH, CA 90266

MAP LOCATION



SIGN LOCATION PLAN



SITE SIGN AREA CALCULATIONS

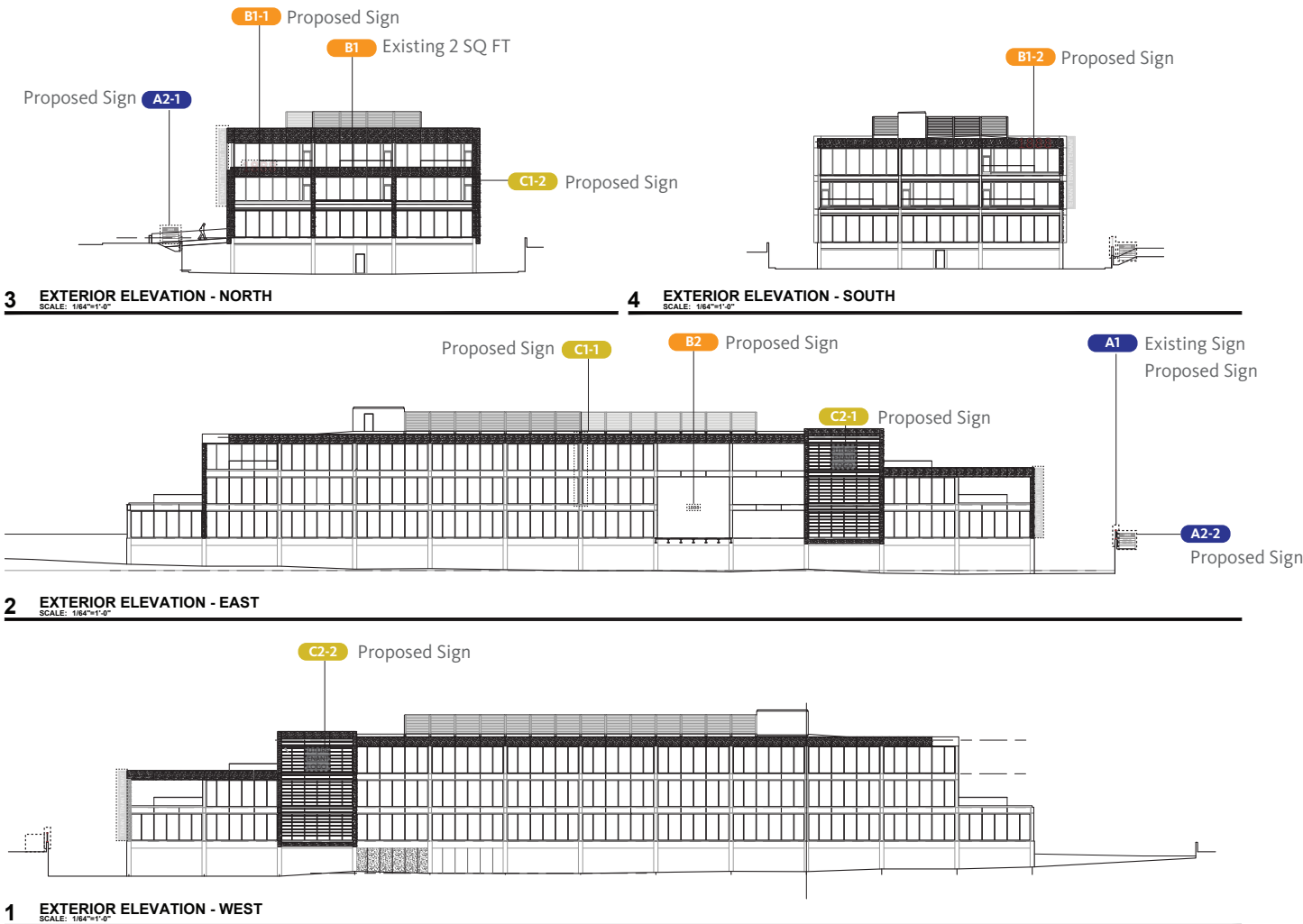
SITE SIGN AREA CALCULATIONS FOR 1888 ROSECRANS

PROPERTY FRONTAGE = 453'-0" X 2 = 906' SQ FT AREA PER SEC 10.72.03 DEFINITIONS

Signs Type	Existing Sign Area	Proposed Sign Area
Sign Type A1 - Primary Monument Sign	20 SQ FT	93 SQ FT
Sign Type A2 - Tenant Monument ID	N/A	60 SQ FT (Aviation Blvd.) 60 SQ FT (Rosecrans Ave.)
Sign Type B1 - Building Address	2 SQ FT	50 SQ FT (North) 50 SQ FT (South)
Sign Type B2 - Overhead Building Address	10 SQ FT	7 SQ FT
Sign Type C1 - Tenant ID	N/A	192.6 SQ FT (Aviation Blvd.) 166 SQ FT (Rosecrans Ave.)
Sign Type C2- Tenant Icon	N/A	94.5 SQ FT (East) 94.5 SQ FT (West)
Total Existing		33 SQ FT
Total Proposed		867.5 SQ FT
Total Allowance		906 SQ FT

SIGN TYPE A-C (Existing & Proposed)

Quantity	As indicated on sign location plan and building elevations
Location	As indicated on sign location plan on exterior of Aviation Blvd. and Rosecrans Ave.
Copy	Tenant Identification/logo, graphics, symbols
Sign Size	As indicated on building elevations. Tenant wall sign area shall be included in the aggregate allowed for the site and is limited by the dimensions of the designated sign area on building elevations.
Materials	Signs may use any acceptable treatment as indicated per design development drawings
Lighting	Internal/External



MAXIMUM SITE SIGN AREA = 906 SQ FT
TOTAL PROPOSED SIGN AREA = 867.5 SQ FT

A1 - Primary Site Monument (Existing)

Quantity	1 single-faced monument sign
Location	As indicated on sign location plan at corner of Aviation Blvd. and Rosecrans Ave.
Copy	Building identification and city name
Sign Size	20 SQ FT
Lighting	N/A



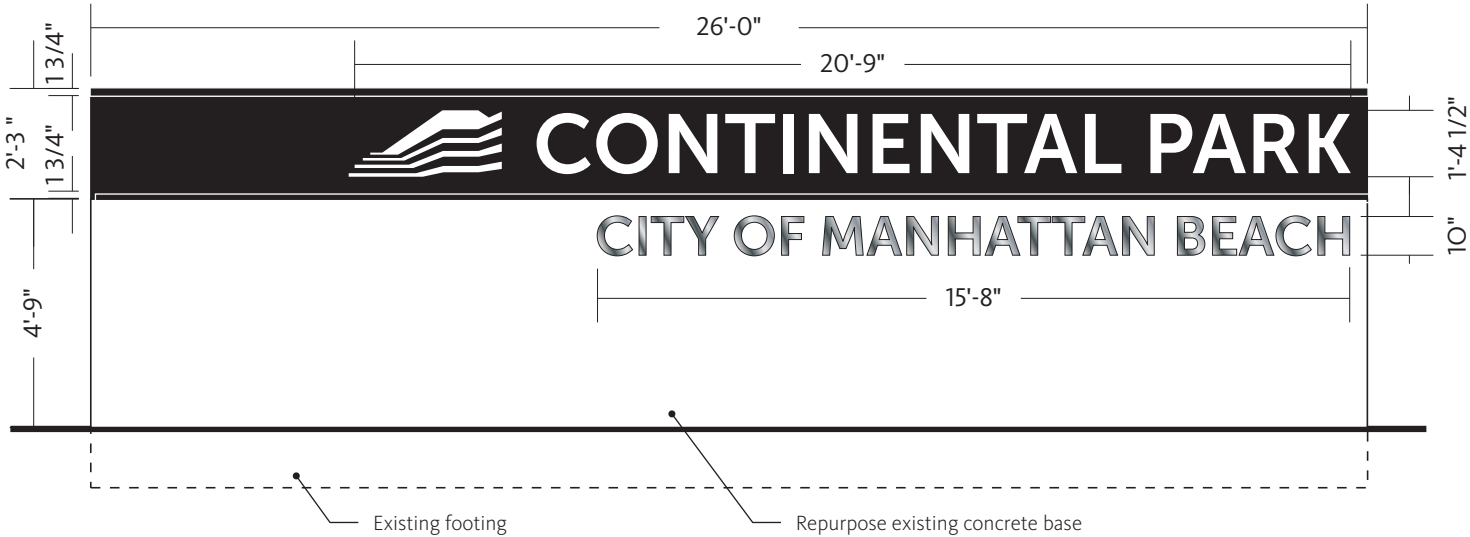
Existing Sign
20 SQ FT

A1 - Primary Site Monument (Proposed)

Quantity	1 single-faced monument sign
Location	As indicated on sign location plan at corner of Aviation Blvd. and Rosecrans Ave.
Copy	Building identification and city name
Sign Size	93 SQ FT
Lighting	Backlit illumination



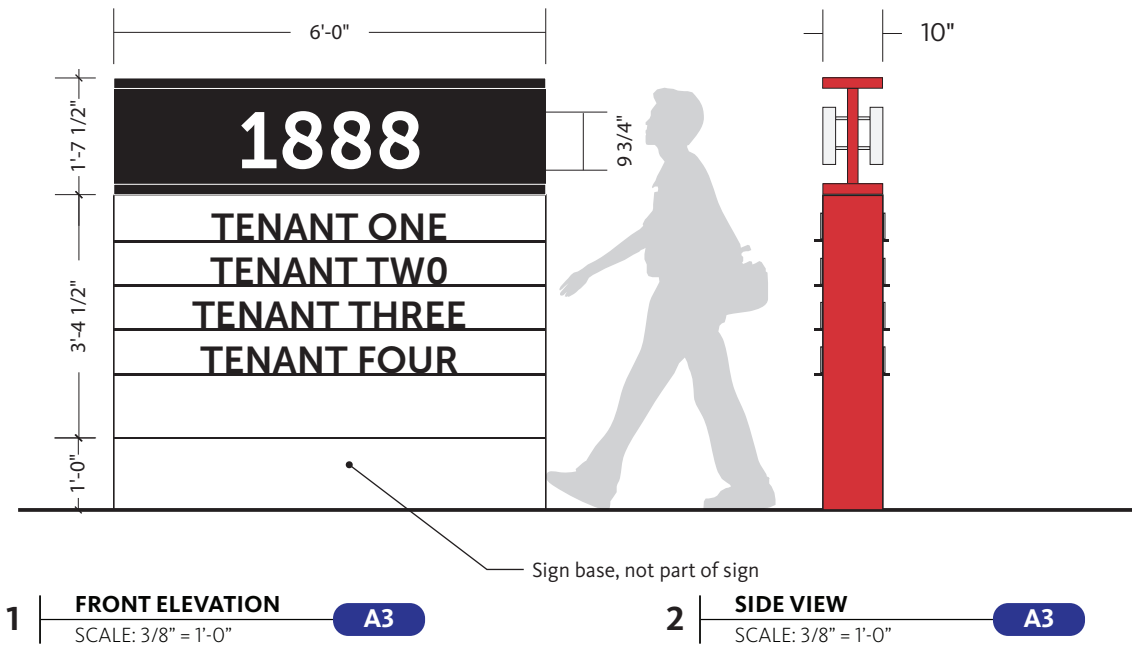
2 MONUMENT RENDERING - DAY TIME
NTS



1 FRONT ELEVATION
SCALE: 1/4" = 1'-0" A1

A2 - Tenant Monument ID (Proposed)

Quantity	2
Location	As indicated on sign location plan: 1 on Aviation Blvd., and 1 on Rosecrans Ave.
Copy	Tenant identification
Sign Size	Height: 5' Sign Area: 30 SQ FT PER SIDE
Lighting	Internally illuminated



A2 - Tenant Monument ID (Proposed)



1 | EXISTING CONDITIONS & CONTEXT ELEVATION- A2-02 -ON ROSECRANS
NTS



2 | EXISTING CONDITIONS & CONTEXT ELEVATION- A2-01 - ON AVIATION
NTS

B1 - Building Address (Existing)

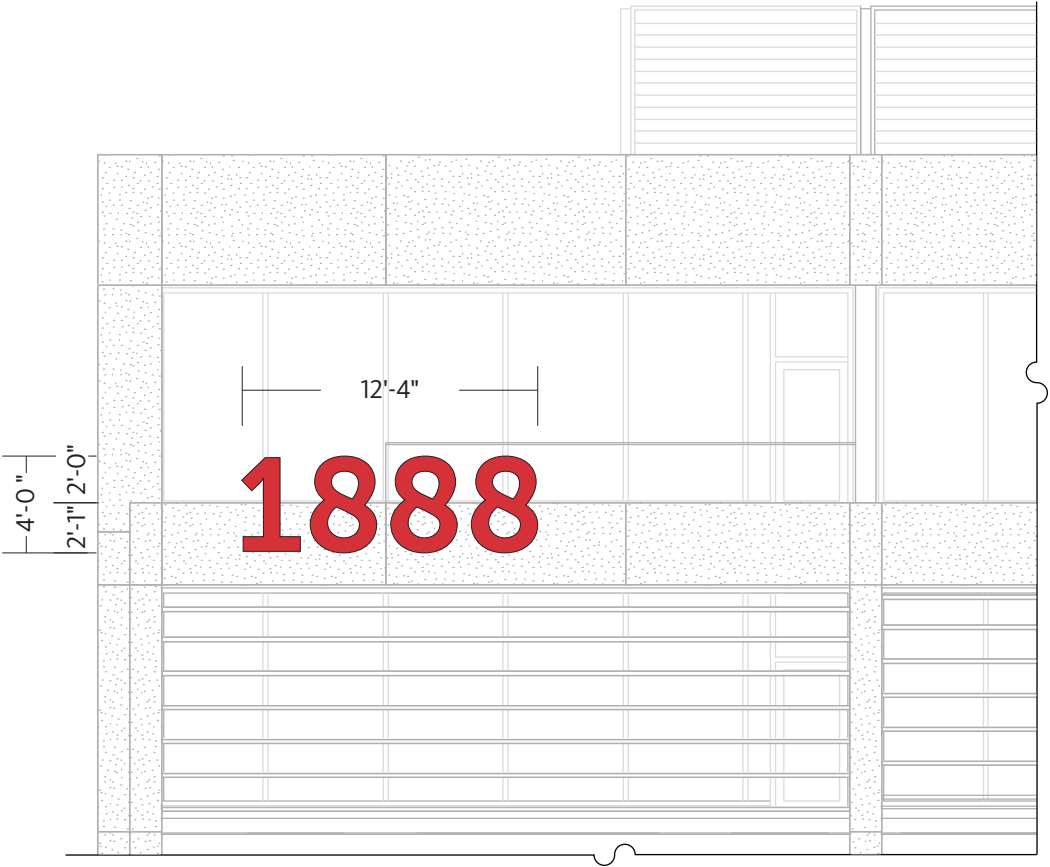
Quantity	1
Location	1 on Rosecrans Ave.
Copy	Tenant identification
Sign Size	Height: 12" Sign Area: 2 SQ FT
Lighting	N/A



Existing Sign
2 SQ FT

B1 - Building Address (Proposed) North

Quantity	2
Location	On building wall as designated on building elevations
Copy	Building address: 1888
Sign Size	Height: 4'-0" Sign Area: 50 SQ FT
Lighting	Internally Illuminated



1 | **PROPOSED SIGN ELEVATION**
SCALE: 1/8" = 1'-0" **B1-1**

B1 - Building Address (Existing & Proposed)

North



Existing Sign
2 SQ FT

3 | EXISTING CONDITIONS

NTS



Proposed Sign
50 SQ FT

2 | PROPOSED SIGN CONTEXT ELEVATION

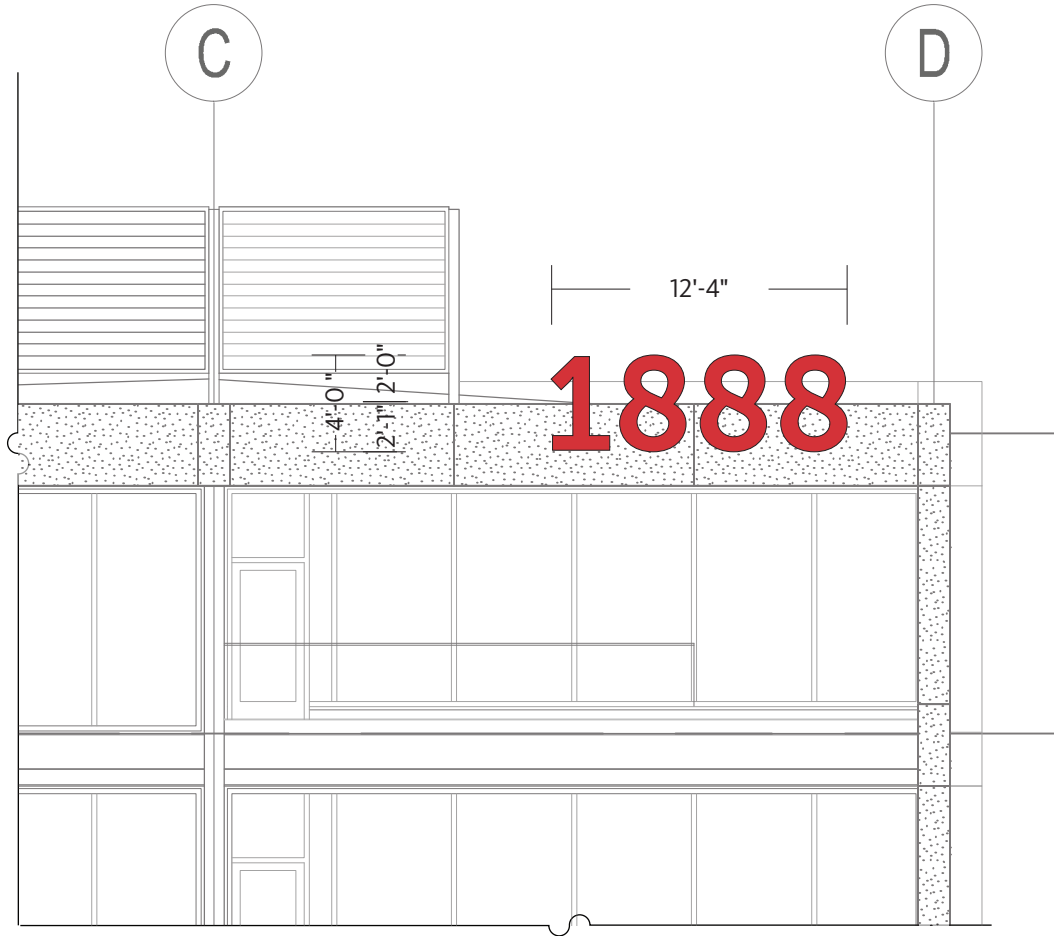
NTS

B1 - Building Address (Proposed) SOUTH

Quantity	2
Location	On building wall as designated on building elevations
Copy	Building address: 1888
Sign Size	Height: 4'-0" Sign Area: 50 SQ FT
Lighting	Internally Illuminated



2 | **EXISTING CONDITIONS**
NTS



1 | **PROPOSED SIGN ELEVATION**
SCALE: 1/8" = 1'-0" **B1-2**

B2 - Overhead Building Address

(Proposed)

Quantity	1
Location	On beam above main entrance door
Copy	Building address : 1888
Sign Size	Height: 1'-6" Sign Area: 7 SQ FT
Lighting	N/A



1 | **FRONT ELEVATION**
SCALE: 1/4" = 1'-0"

B2 - Overhead Building Address

(Existing & Proposed)



Existing Sign
10 SQ FT

2 | EXISTING SIGNAGE

SCALE: NTS



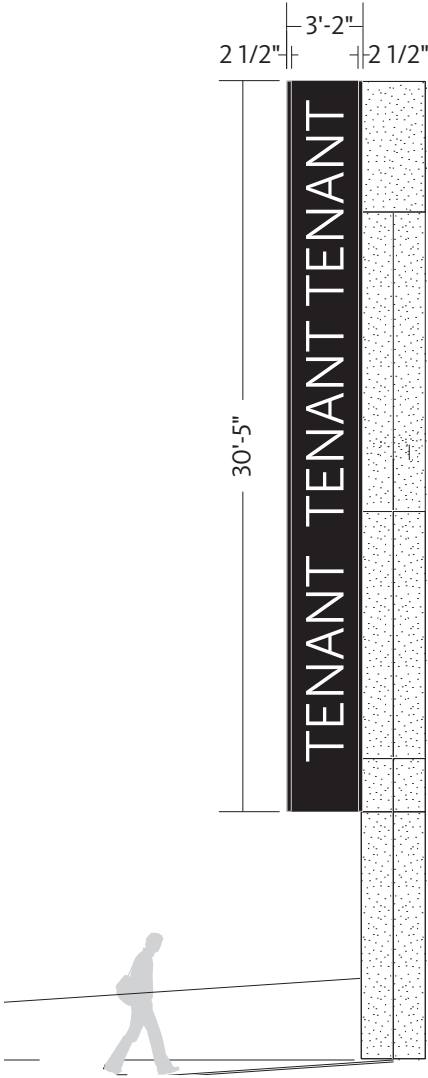
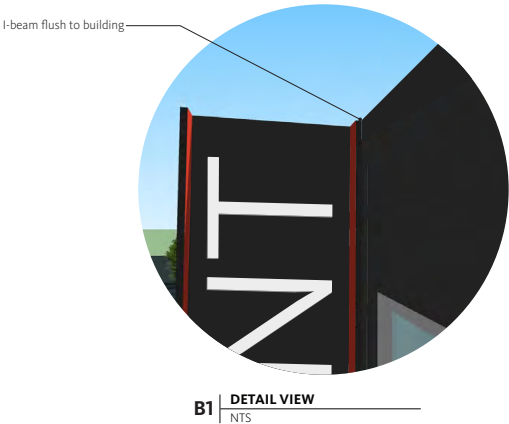
Proposed Sign
7 SQ FT

3 | PROPOSED SIGNAGE

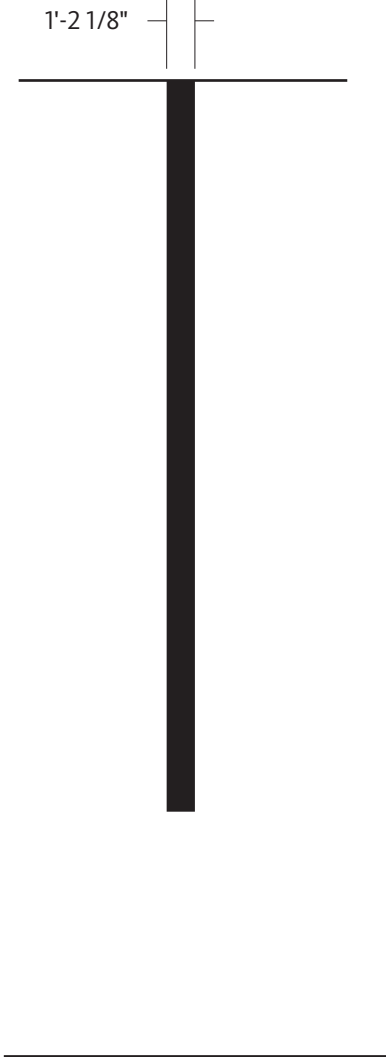
SCALE: NTS

C1-1 - Tenant ID (Proposed) Aviation

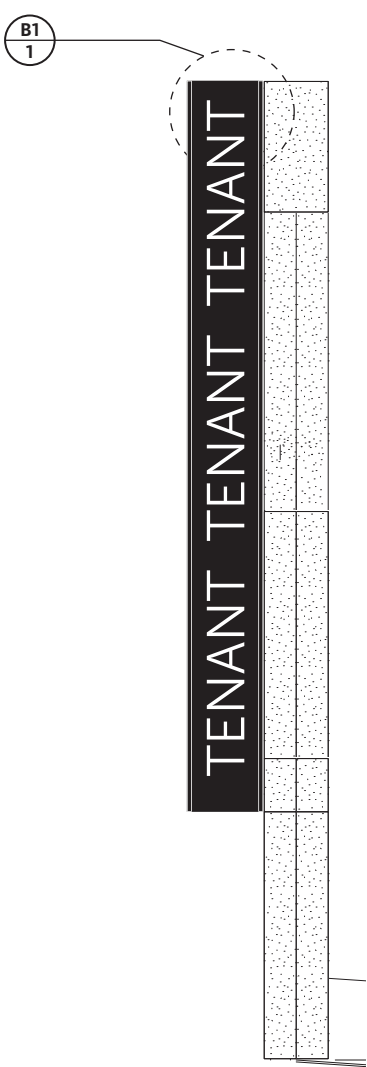
Quantity	1
Location	On building wall as designated on building elevations: Aviation Blvd.
Copy	Tenant identification: tenant names TBD
Sign Size	Height: 30'-5" Sign Area: 96.3 SQ FT PER SIDE
Lighting	Internally illuminated



1 | **SIDE VIEW- A**
SCALE: 1/8" = 1'-0" **C1-1**



2 | **FRONT ELEVATION**
SCALE: 1/8" = 1'-0"



3 | **SIDE VIEW- B**
SCALE: 1/8" = 1'-0"

C1-1 - Tenant ID (Proposed) Aviation

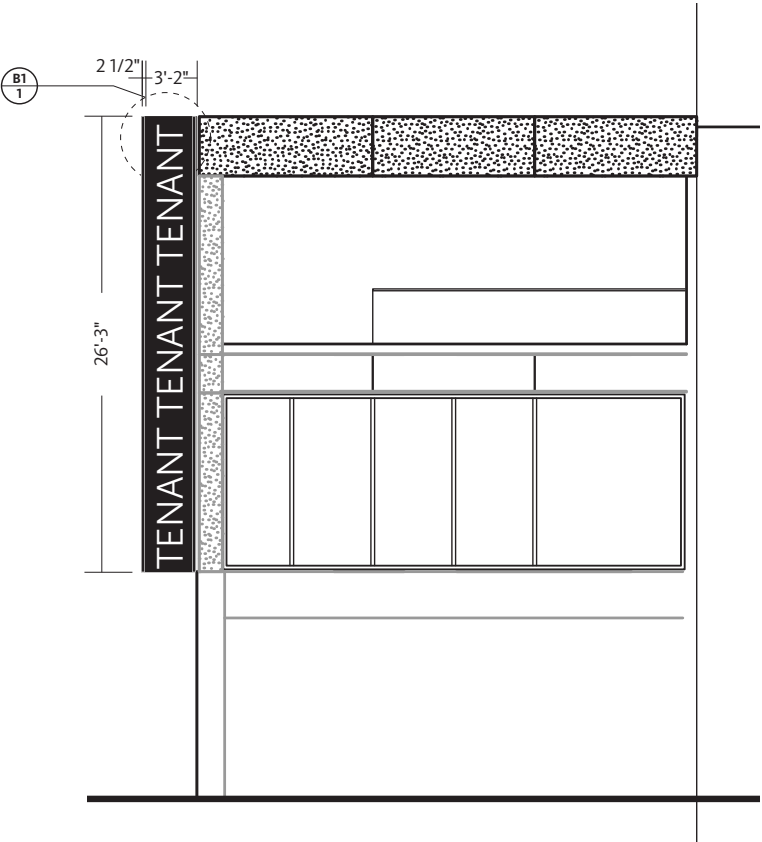
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1 | CONTEXT ELEVATION NTS

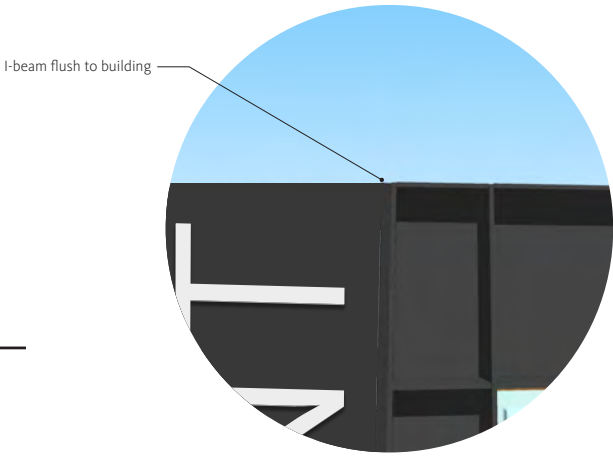
C1-2 - Tenant ID (Proposed) Rosecrans

Quantity	1
Location	On building wall as designated on building elevations: Rosecrans Ave.
Copy	Tenant identification: tenant names TBD
Sign Size	Height: 26'-3" Sign Area: 83 SQ FT PER SIDE
Lighting	Internally illuminated



1 | **SIDE VIEW**
SCALE: 1/8" = 1'-0"

C1-2



B1 | **DETAIL VIEW**
NTS



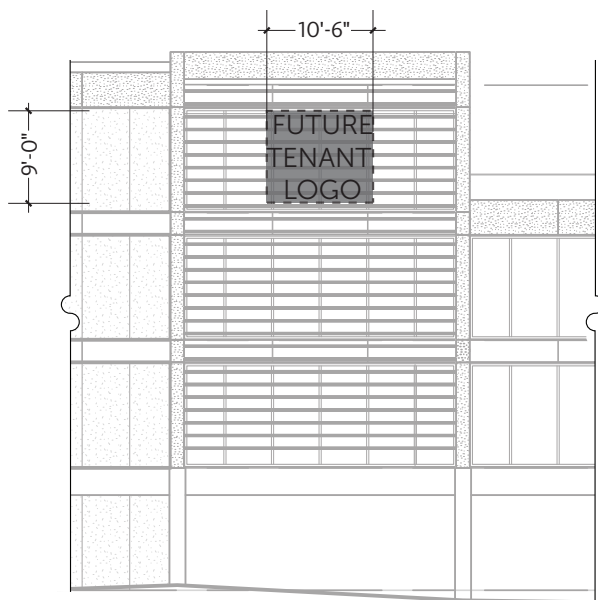
2 | **CONTEXT ELEVATION**
NTS

C2 - Tenant Icon (Proposed) East

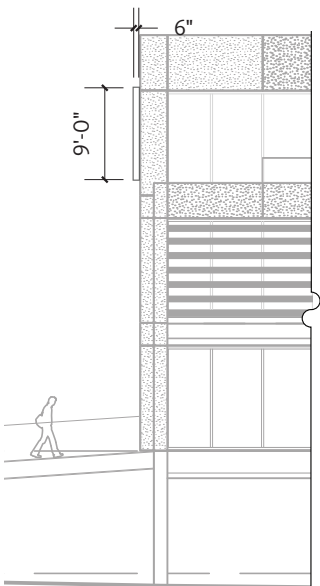
Quantity	2
Location	On building wall as designated on building elevations: East and West elevations.
Copy	Tenant logo icon
Sign Size	Height: 9'-0" Sign Area: 94.5 SQ FT per sign
Lighting	N/A



3 PROPOSED SIGN CONTEXT ELEVATION
NTS



1 PROPOSED SIGN ELEVATION - EAST
SCALE: 1/16" = 1'-0" **C2-1**



2 SIDE VIEW
SCALE: 1/16" = 1'-0"

LEGEND



2041 ROSECRANS SUITE 200
EL SEGUNDO, CA 90245
PHONE: 310.640.1520

GENSLER
500 S. FIGUEROA STREET
LOS ANGELES, CA 90071
PHONE: 213.327.3600
FAX: 213.327.3601

STRUCTURAL
NABIH YOUSSEF ASSOCIATES
550 SOUTH HOPE STREET, SUITE 1700
LOS ANGELES, CA 90071
D: 213.417.1236 T: 213.362.0707

MEP
ARC ENGINEERING
277 S. LAKE STREET
BURBANK, CA 91502

LANDSCAPE
LRM LANDSCAPE ARCHITECTURE
10335 JEFFERSON BOULEVARD
CULVER CITY, CA 90232

LIGHTING
KAPLAN GEHRING MCCARROLL
270 CORAL CIRCLE
EL SEGUNDO, CA 90245

FACADE
GLASS SYSTEMS INC.
3588 PLYMOUTH ROAD SUITE 301
ANN ARBOR, MI 48105

GRAPHICS
GENSLER
500 S. FIGUEROA STREET
LOS ANGELES, CA 90071

CIVIL
KPFF
6080 CENTER DRIVE
LOS ANGELES, CA 90045

SHEET NOTES

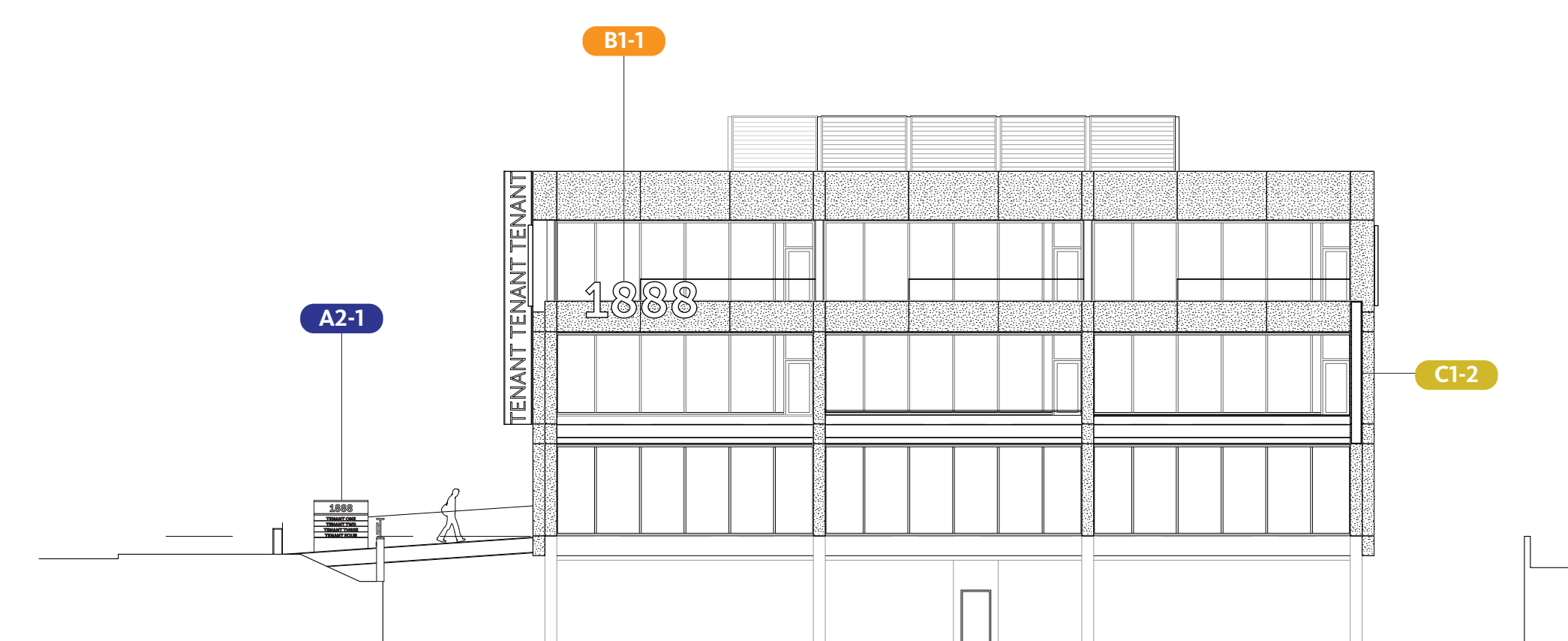
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GENERAL NOTES

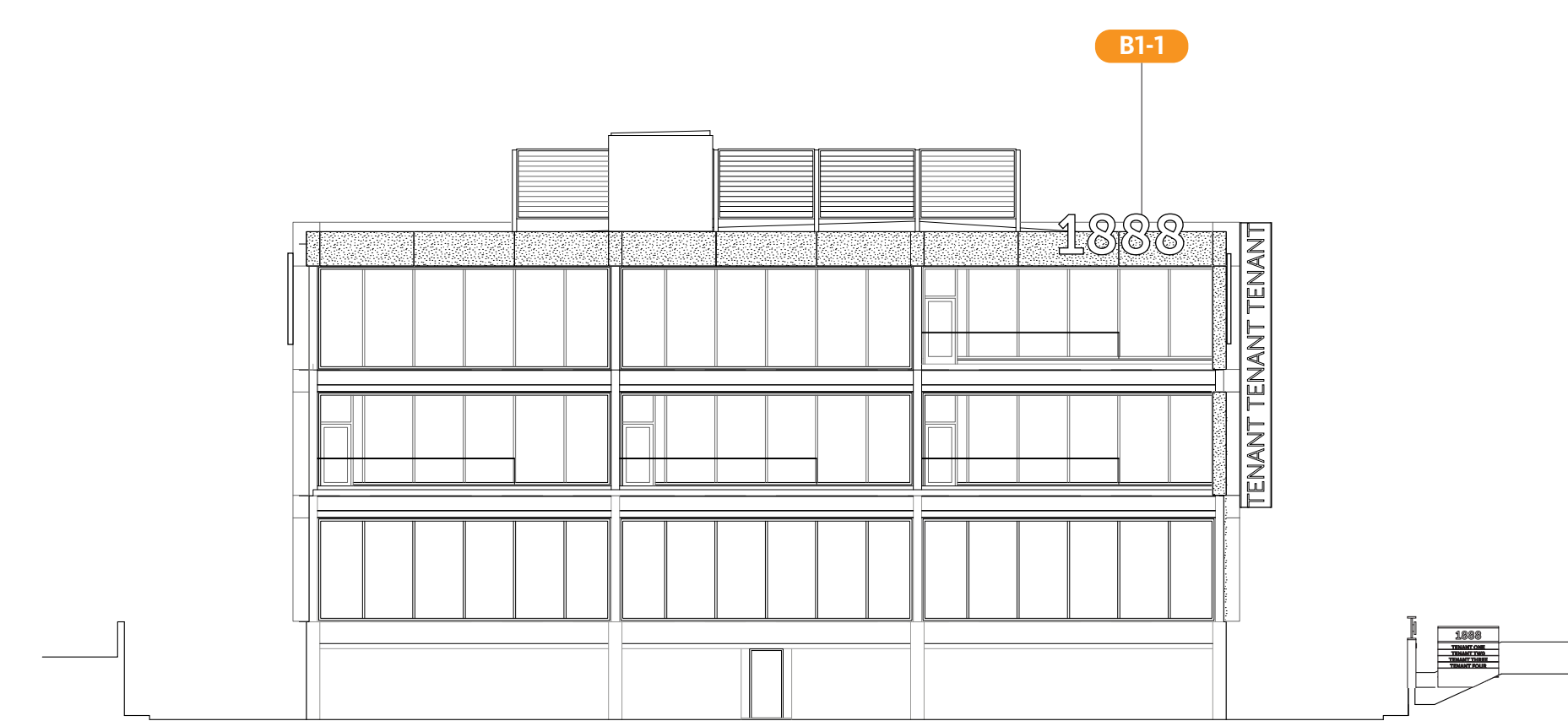
Project Name
1888 Rosecrans
Project Number
05.8824.000
CAD File Name
Description
OVERALL BUILDING ELEVATIONS
Scale

SIGN PROGRAM - EXTERIOR SIGN ELEVATIONS

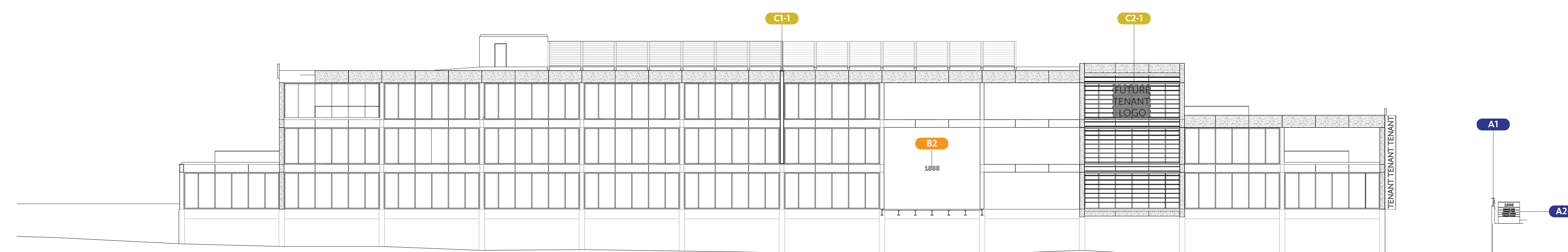
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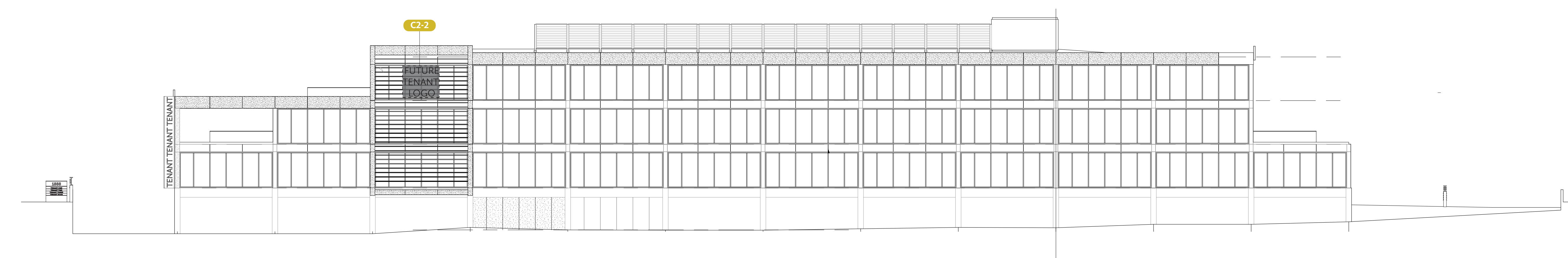
3 EXTERIOR ELEVATION - NORTH



4 EXTERIOR ELEVATION - SOUTH



2 EXTERIOR ELEVATION - EAST



1 EXTERIOR ELEVATION - WEST

