



APPROVED
Redondo Beach Planning Division
Adrian Frias
Assistant Planner
5/5/25



HAAGEN COMPANY

REDONDO SHORES CENTER MASTER SIGN PROGRAM

REVISED
APRIL 15, 2025



HAAGEN COMPANY, LLC
12302 EXPOSITION BLVD, LOS ANGELES, CA 90064

REDONDO SHORES CENTER MASTER SIGN PROGRAM

417 N. PACIFIC COAST HWY, REDONDO BEACH, CA 90277

COVER

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I. Introduction

The Redondo Shores Master Sign Program standards are a general guideline to assure quality, consistency and balance for maximum identification in harmony with the overall design for the project.

Conformance to these criteria will be strictly enforced. Any installed non-conforming or unap-proved signs shall be brought into conformance at the expense of the Tenant and/or their sign contractor.

II. Approval Procedure

- A. The Design and Construction of Tenant’s Exterior Sign must receive written approval of the Landlord prior to fabrication and installation.

Landlord’s approval criteria:

- 1. Conformity to the sign criteria established for the center, including fabrication and method of installation.
- 2. Harmony of the proposed sign within the design standards of “Redondo Shores Shopping Center” and co-tenants.

Landlord has the specific right to refuse approval of any sign, which does not conform to the specific criteria within the Redondo Shores Center Master Sign Program.

- B. Approval procedure as follows:

- 1. Provide (2) sets of professionally prepared drawings of the proposed signage to Landlord for review and approval. Send drawings to:

Haagen Company LLC
12302 Exposition Blvd.
Los Angeles, CA 90064
ATTN: Leasing

- C. Once approved and prior to construction, Tenant must submit approved drawings to the City of Redondo Beach for review and permits. All design, processing and construction shall be at Tenant’s sole cost and expense.

Professionally Prepared drawings must include the following:

- 1. A scaled storefront drawing reflecting the proposed sign design and all dimensions, as it relates to the storefront elevation of tenant’s premises.
 - 2. A plot plan and elevation indicating location of tenant sign.
 - 3. Size of sign and letters must be accurately dimensioned and spaced, drawn at a minimum of ½” – 1’-0” scale.
 - 4. Section through sign and fascia/soffit to show its construction methods. Method of attachment to building must be provided.
 - 5. Material specifications must be provided and called out on all Elevations
- D. If drawings are labeled “Not Approved” or “Conditional Approval”, all drawings must be resubmitted to adhere to requirements in paragraph “B” with required corrections. No further work from Tenant or Sign Contractor will be permitted until the following conditions have occurred:
- 1. A stamped set of final sign drawings reflecting Landlord’s design consultant approval are always received and retained at the Tenant’s premises during the installation of design and for a period of thirty (30) days thereafter.
 - 2. No sign shall be constructed until the sign contractor receives approved building permits from the City of Redondo Beach, Building and Safety Department.
 - 3. Tenant or its sign contractor must obtain Landlord’s approval of the date the sign installation will occur. Approval must be obtained no later than 24 hours prior to installation date.

All work must be performed by a professional sign company. The selected sign company must provide evidence of general liability, property damage, business auto liability and workers comp per Landlord’s standard vendor requirements.



- A. Each Tenant is permitted one sign, located only on the designated wall area on the surface specially provided on the building exterior for their space. Tenants with corner and inline units are permitted two (2) signs, provided secondary sign does not exceed size of the primary sign, and the total does not exceed the maximum allowed by City Codes.
- B. Sign length must not exceed the percentage allowed by Tenant type. Sign shall be centered on fascia vertically and horizontally, below wall-mounted light fixtures. Optical logo plaques cannot exceed the height stated in this sign program and must remain always to the left of the channel letter signage. All optical logos and channel letter signage are subject to approval by Landlord or their designated agent.
- C. The advertising or information content on the sign is only limited to letters designating the store name or established trade logo.
- D. The face color and type styles of all signs must adhere to the criteria stated in this sign program and is subject to Landlord’s approval. In the event the Tenant does not have an established exterior sign identity, the Tenant must adhere to the General Sign Criteria in this sign program. Established trade logos and signage are permitted, provided they conform to the criteria in this sign program.
- E. The Tenant shall pay for all signs, their construction, their installation and final connection to the transformer and all other labor and materials and maintenance. Tenant sign contractor must file, pay for and obtain any licenses, permits and variances, as required for sign installation.

IV. Fabrication and Installation of Signs

- A. The fabrication and installation of all wall signs are subject to the following restrictions:
 - 1. All channel letters are to be fabricated of aluminum, with two to three inch (2”-3”) returns, and aluminum stand-offs. Returns and stand-offs are to be painted a minimum of two (2) coats.
 - 2. Letter faces shall consist of the following:
Tenant ‘A’ (Majors) - Acrylic Face-lit; Internally Illuminated
Tenant ‘B’ & ‘C’ - Aluminum Face to be Illuminated (Halo Lit)
 - 3. All letters shall have a retainer trim cap. Caps to be be ¾” trim cap edge. All trim cap-retaining screws must be painted to match trim cap color.

- 4. Wall-mounted goose neck scone lighting will have the following specified UL listed light fixture:
 - a. Emblem Integrated LED Sign Light
Model #1 BLE-G-ASE10-100-G7-SWK-NA-LDBPC
Model #2 BLE-G-ASE10-100-G25-SWK-NA-LDBPC

ASE10: 10” Shade (Shade Size)
100: Black (Color)
G7 & G25: Gooseneck Arms options
SWK: Swivel Knockle
NA: None (Shade Accessory)
LDBPC: Mounting Accessory
- 5. Font style for all regular tenant (Non-Majors or National Chain) shall be Futura Bk BT, if Tenant brand Identity has not been identified.
- 6. All sign letters will be secured by concealed fasteners, stainless steel, nickel or cadmium plated and pegged out from wall 1”-2” to allow water runoff.
- 7. All penetrations of the building structure required for sign installation must be sealed in a watertight condition and are patched to match adjacent finish.
- 8. No sign company labels are permitted on the exposed surfaces of the signs, except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location on the first letter only.
- 9. Channel letters must have a minimum of two ¼” diameter drain holes at bottom of every letter.
- 10. It is the responsibility of the Tenant’s sign contractor to verify all conduit locations prior to fabrication.
- 11. Any tenant with Timber Tech material as part of store frontage shall have required sign backer cloud as part of the tenant signage. See page 18 for sign backer detail.
- 12. Sign backer cloud light to be 3000K warm light LED.
- 13. Tenants with minor accents such as logos and shields can be face lit.



“A” Tenants (Majors such as Whole Foods, Michaels, etc.)

Tenant Type “A” is designated to Major Tenant signage. Sign criteria to follow Channel Letters as described in sections III and IV. Sign face color(s) and letter styles to be selected by Major Tenants and approved by the Landlord, as per criteria in this sign program. Sign face letters to be Acrylic Face-lit, internally Illuminated. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign size and location as shown in the following figures. Sign shall have a maximum height of four feet (4’-0”). Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

“B” Tenants (National Retailers with at least 10 locations nationwide)

Tenant Type “B” is designated to National tenants. Sign criteria to follow Channel Letters as described in sections III and IV. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign face letters to be Aluminum Face and Illuminated (Halo Lit). Sign size and location as shown in the following figures. All logo plaques to be positioned at the left of aluminum channel letter signs. Signs shall have a maximum height of two feet and six inches (2’-6”). Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

“C” Tenants (General Signs for 1st and 2nd floor)

Tenant Type “C” shall be general Tenant signs for the first and second floors of the shopping center. Signs criteria to follow Channel Letters as described in sections III and IV. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign face letters to be Aluminum Face and Illuminated (Halo Lit). Sign size and location as shown in the following figures. All logo plaques to be positioned at the left of channel letter signs. 1st Floor Tenant Signs shall have a maximum height of 2’-0” (two feet). 2nd Floor Tenant Signs shall have a maximum height of 1’-6” (one foot, six inches). Sign not to exceed 15% of designated wall area. If more than one Tenant shares a designated wall area, the wall area shall be divided equally, vertically. The 15% sign allowance will still be in effect for this occurrence. All sign lengths not to exceed 70% of linear length of wall area.

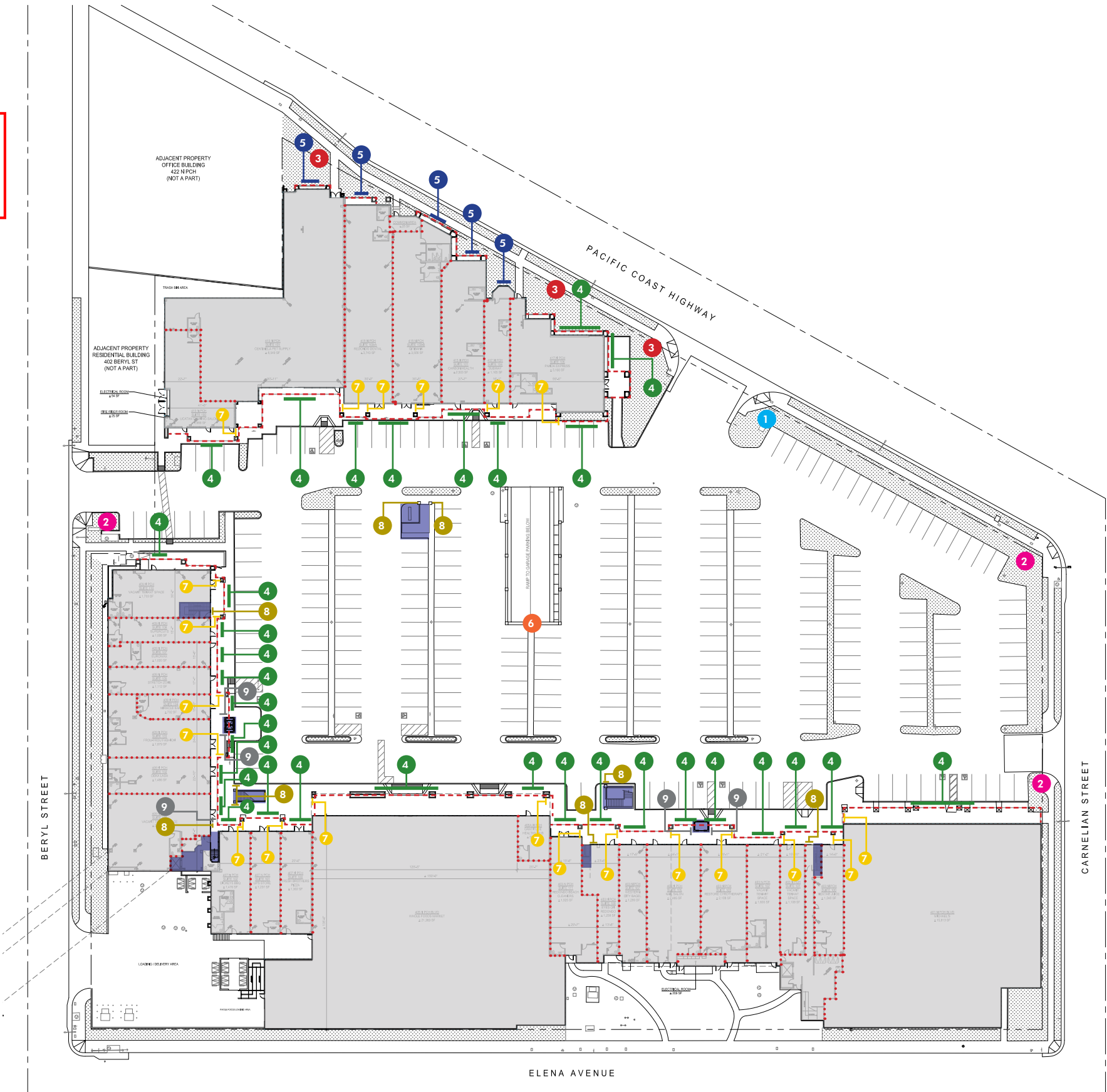
Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures where occurs.

Tenant Type “A” wall signs must clear minimum 1’-0” below wall-mounted light fixture.
Tenant Type “B” wall signs must clear minimum 0’-6” below wall-mounted light fixture.
Tenant Type “C” wall signs must clear minimum 0-3” below wall-mounted light fixture.

All Tenants to coordinate sign type designation (A, B, or C) with the Landlord.



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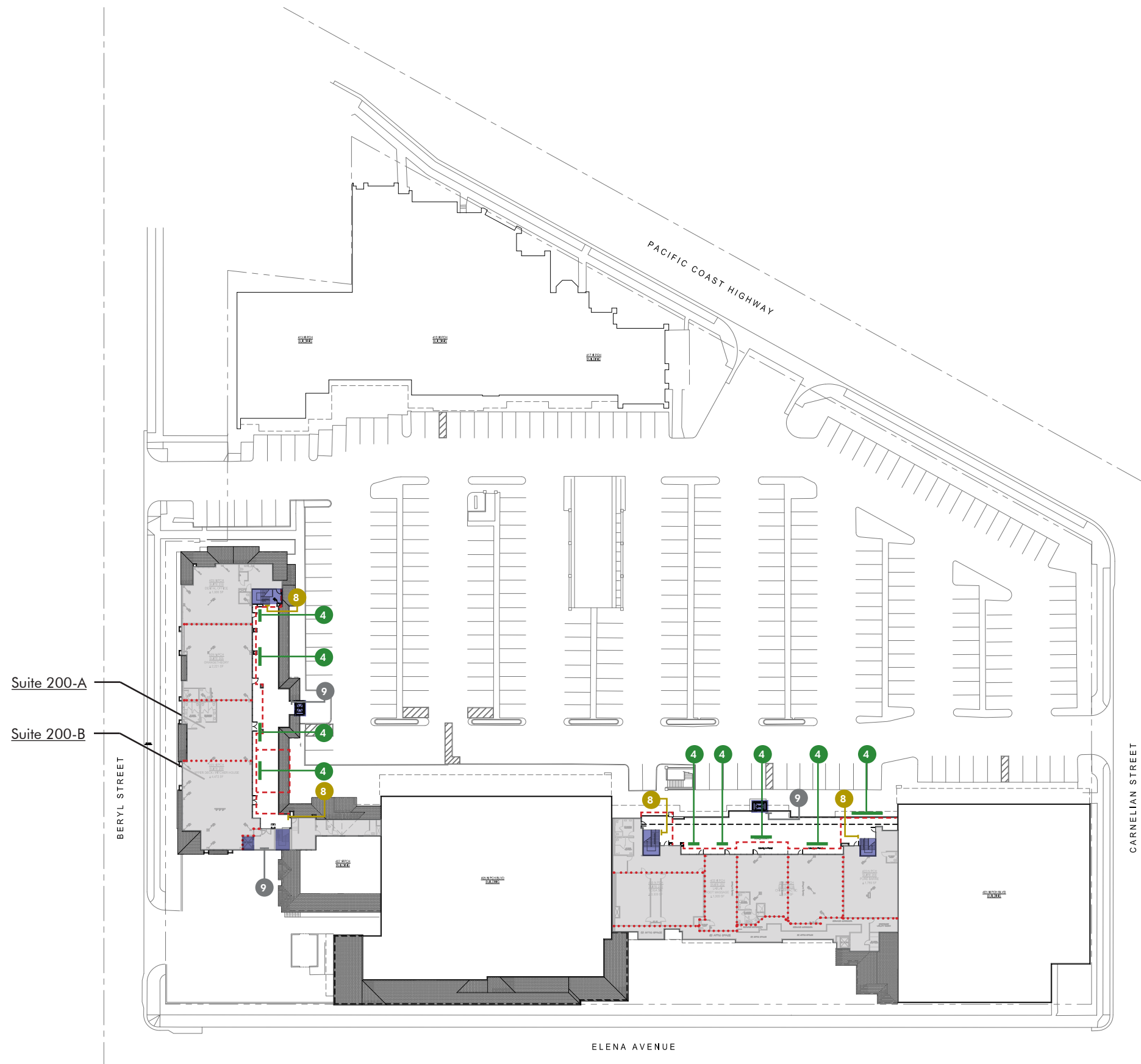
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SIGN LOCATIONS - 1ST FL
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LEGEND

- 1 PYLON SIGN
- 2 MONUMENT SIGN 1
- 3 MONUMENT SIGN 2
- 4 FRONT WALL SIGN
- 5 REAR WALL SIGN
- 6 WAYFINDING - COVERED PARKING RAMP
- 7 WAYFINDING - BLADE SIGN
- 8 WAYFINDING - STAIRS
- 9 WAYFINDING - ELEVATORS

 VERTICAL CIRCULATION

 BUILDING FOOTPRINT

 DEMISING WALLS

 COVERED WALKWAY

NOTE:
PYLON SIGN, MONUMENT SIGN 1, MONUMENT SIGN 2, WAYFINDING COVERED PARKING DIRECTION AND WAYFINDING COVERED PARKING RAMP TO BE **DOUBLE-SIDED.**

NOTE:
WAYFINDING AT COVERED PARKING TO MATCH WAYFINDING AT SURFACE LOT.



NORTH



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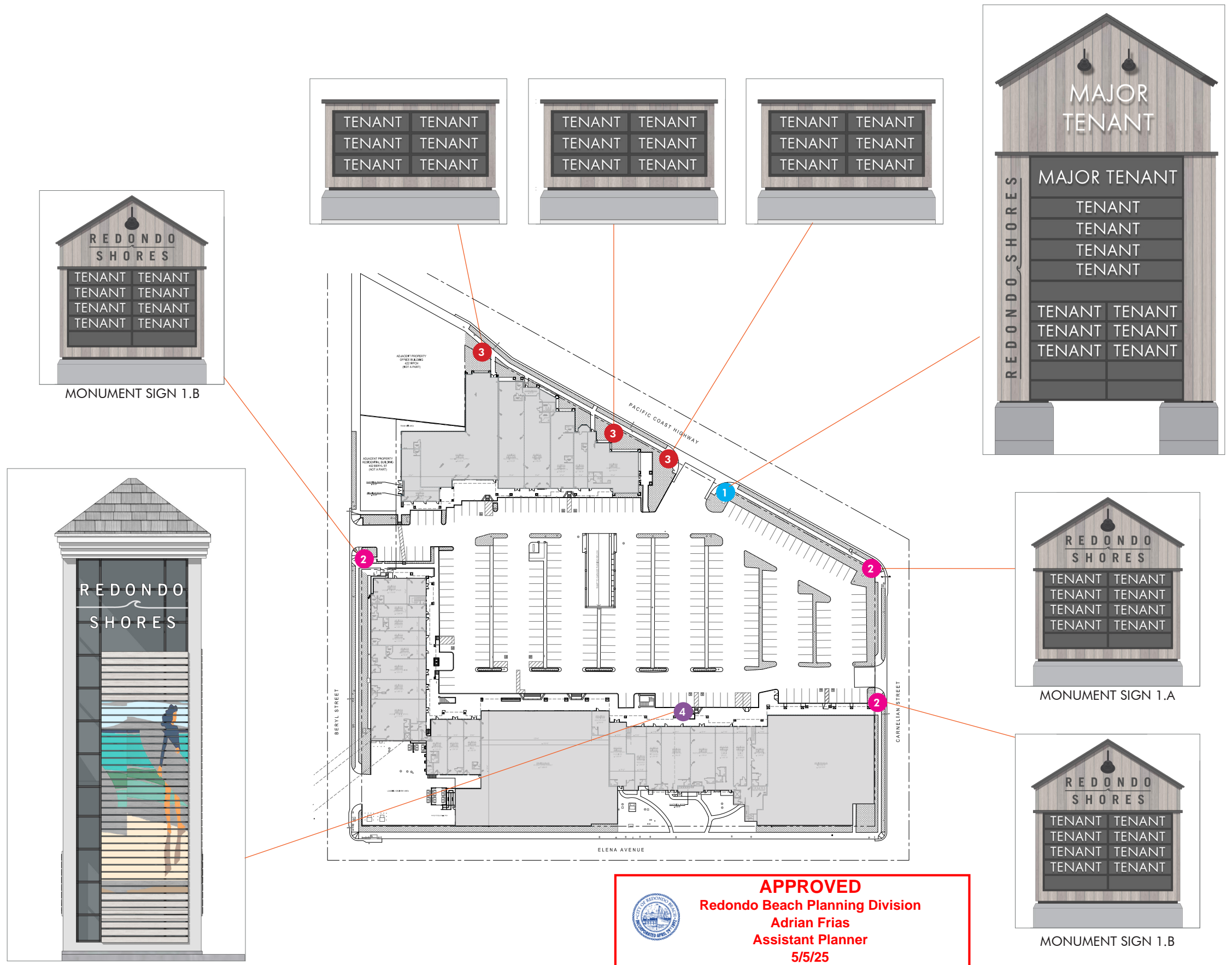
SIGN LOCATIONS - 2ND FL

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- LEGEND**
- 1 PYLON SIGN
 - 2 MONUMENT SIGN 1
 - 3 MONUMENT SIGN 2
 - 4 TOWER SIGN

NOTE:
EXHIBITS FOR PYLON SIGN AND MONUMENTS SIGNS
1 & 2 AESTHETIC.

PYLON SIGN, MONUMENT SIGN 1, MONUMENT SIGN
2, WAYFINDING COVERED PARKING DIRECTION AND
WAYFINDING COVERED PARKING RAMP TO BE
DOUBLE-SIDED.

WAYFINDING AT COVERED PARKING TO MATCH
WAYFINDING AT SURFACE LOT.



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ARTICLE 6
Sign Regulations

§ 10-5.1800. Purpose.

The purpose of this article is to:

- (a) Protect and enhance the City's character and its economic base through the provision of appropriate sign standards and the avoidance of excessive or obtrusive signs on privately owned property;
 - (b) Limit the size, type and location of signs in order to protect the public safety, health, and welfare; to maintain the quality of community life; to maintain the beauty of the City's natural and architectural features; to ensure that signs do not visually dominate the zone in which they are located; and to provide appropriate standards for achieving the primary intended purpose of identifying the business;
 - (c) Ensure that signs are in harmony with the building, the neighborhood, and other signs in the area;
 - (d) Improve pedestrian and traffic safety;
 - (e) Implement community design standards, consistent with the General Plan and the certified Local Coastal Program;
 - (f) Promote signs that identify uses and premises without confusion;
 - (g) Promote the use of signage which creates a high quality visual environment;
 - (h) Encourage the use of pedestrian-oriented projecting signs, monument signs and flush-mounted signs.
 - (i) To protect and provide for public access to and along the shoreline, bike trails and public parklands.
- (§ 1, Ord. 2905 c.s., eff. August 5, 2003)

§ 10-5.1802. Criteria.

- (a) The size, shape, color, materials, illumination, and placement of the sign shall be compatible to, in scale with, and harmonious with the building with which it will be associated and with the visual character of the area in which it will be located.
- (b) The sign shall not, by size, color, or location, interfere with traffic or visibility, or unduly obscure from view or detract from existing signs.
- (c) The sign shall not cause needless repetition, redundancy or proliferation of signage.
- (d) The location and design of the sign shall not adversely impact surrounding properties or harmfully impact the public health, safety and general welfare.
- (e) The sign shall implement community design standards consistent with the General Plan to the extent it is consistent with the certified Local Coastal Program.

- (f) The sign shall identify uses and premises without confusion.
 - (g) The sign shall promote a high quality visual environment.
 - (h) Pedestrian-oriented projecting signs, monument signs and flush-mounted signs shall be encouraged.
- (§ 1, Ord. 2905 c.s., eff. August 5, 2003)

§ 10-5.1806. Sign review required.

- (a) Signs subject to Administrative Design Review. No sign shall be constructed, established, placed, or painted on a building, structure, or site, and no existing sign shall be modified except for change of copy or repair, unless such sign has been approved pursuant to the criteria and procedures of Administrative Design Review pursuant to Section 10-5.2500, unless exempt from these regulations pursuant to Section 10-5.1804, or otherwise subject to review pursuant to subsection (b) of this section or Section 10-5.1820 (Temporary signs).
 - (b) Signs subject to Planning Commission Design Review. The following signs shall be subject to the criteria and procedures for Planning Commission Design Review pursuant to Section 10-5.2502:
 - (1) A sign or sign program in conjunction with any project requiring discretionary approval by the Planning Commission, except that signs established subsequent to the approval of a sign program by the Planning Commission shall be subject to Administrative Design Review.
 - (2) A new pole or pylon sign, or change to an existing pole or pylon sign except for change in copy or repair.
 - (3) A new monument sign, or change to an existing monument sign except for change in copy or repair, where the sign exceeds a height of six feet. Berming incorporated with the placement of the sign shall be included in any height measurement.
 - (4) A new sign, except for prohibited signs in Section 10-5.1818, which will not meet the sign regulations established in this article.
 - (c) Signs shall be included as part of the underlying Coastal Development Permit addressing new development on the property. If there is no related Coastal Development Permit, any new pole, pylon, or monument signs described in subsection (b) above shall be subject to the Coastal Development Permit procedures described in Article 10 of this chapter.
- (§ 1, Ord. 2905 c.s., eff. August 5, 2003)



§ 10-5.1810. Commercial zone requirements.

(a) Wall signs.

- (1) Front wall signs flush against the face of the building and not projecting more than 16 inches therefrom may be permitted a total sign area not to exceed 15% of the area of the front wall of the building.
- (2) Rear wall signs flush against the rear wall of a building and not projecting more than 16 inches therefrom shall only be permitted if the rear wall of the building faces a street, parking area, or pedestrian area and shall not exceed 10% of said rear wall in total sign area.
- (3) Side wall signs flush against the side wall of the building and not projecting more than 16 inches therefrom may be permitted a total sign area not to exceed seven and one half (7-1/2%) percent of such side wall, except a total sign area up to 15% of the area of the wall may be permitted where the side wall faces a

(b) Hanging signs.

- (1) Hanging signs shall be a minimum of eight feet vertical distance from the sidewalk grade and at approximately a ninety (90°) degree angle to the face of the building.
- (2) The maximum area of such signs shall be determined by the following:
 - a. The length of such signs shall not exceed two-thirds of the projecting dimension of the awning, canopy, or parapet overhang.
 - b. Such signs shall not exceed two feet in height.

(e) Monument signs.

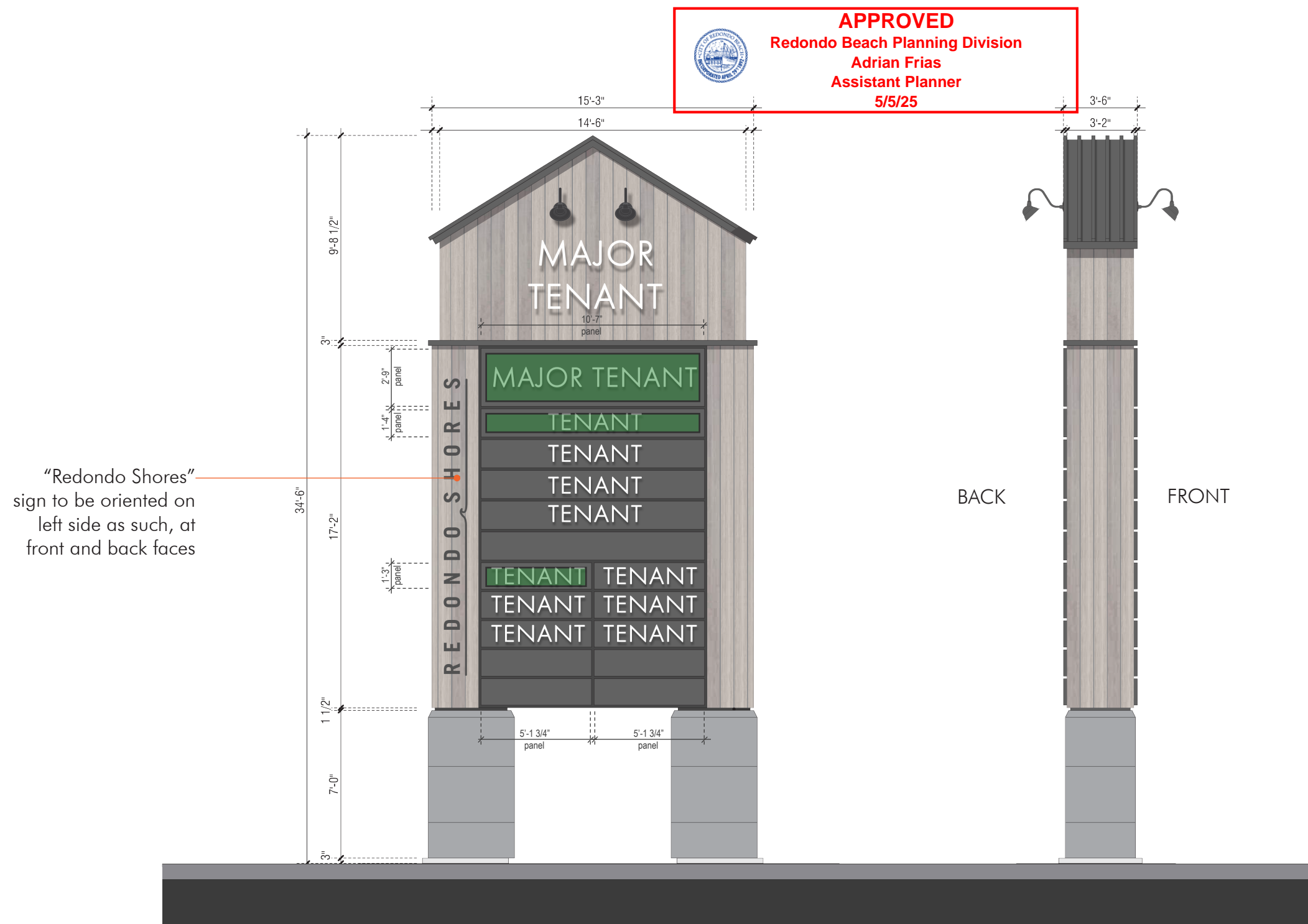
- (1) One monument sign per street frontage may be permitted for each of the following uses:
 - a. A planned shopping center or office building having three or more stores or offices sharing a common parking area and having a minimum street frontage of 60 feet;
 - b. New and used motor vehicle sales;
 - c. Hotels and motels;
 - d. Restaurants;
 - e. Banks;
 - f. Car washes;
 - g. Service stations;
 - h. Warehouse retail uses;
 - i. Commercial recreation uses;
 - j. Churches;
 - k. Single-tenant or multi-tenant industrial sites having a minimum street frontage of 60 feet.

- (2) The maximum sign area per face shall not exceed one-half square foot for each linear foot of street frontage. Lots having more than one street frontage shall count each street frontage separately.
- (3) The maximum sign area permitted shall not be more than 100 square feet per face for any monument sign. Not more than two sign faces shall be permitted, and such sign faces shall be parallel, with a maximum distance of 18 inches between the faces.
- (4) Monument signs shall not exceed 10 feet in height above existing grade, except where otherwise allowed by this article. Berming incorporated with the placement of the sign shall be included in any height measurement.
- (5) Monument signs shall be placed in a landscaped area of not less than the area of one face of such sign.

(f) Pole and pylon signs.

- (1) No pole or pylon sign shall be permitted in the following pedestrian-oriented zones: C-2-PD, C-3B, C-3-PD, C-4-PD, MU-3, MU-3B, and MU-3C. Notwithstanding the above, pole and pylon signs may be considered in conjunction with service stations in the MU-3 zone.
- (2) No pole or pylon sign shall be permitted in any zone except on a lot or parcel having a minimum street frontage of 60 feet.
- (3) A pole or pylon sign may be permitted only in conjunction with the following uses:
 - a. A planned shopping center having three or more stores and sharing a common parking area;
 - b. New and used motor vehicle sales;
 - c. Hotels and motels;
 - d. Restaurants;
 - e. Warehouse retail uses;
 - f. Commercial recreation uses.
- (4) No pole or pylon sign face shall exceed a sign area of one square foot for each linear foot of street frontage or 120 square feet, whichever is less.
- (5) No pole or pylon sign shall have more than two sign faces.
- (6) No portion of a pole or pylon sign shall be located closer than 15 feet to an interior property line or extend over the roof of a building.
- (7) Pole or pylon signs shall be placed in a landscaped area of not less than 50 square feet.



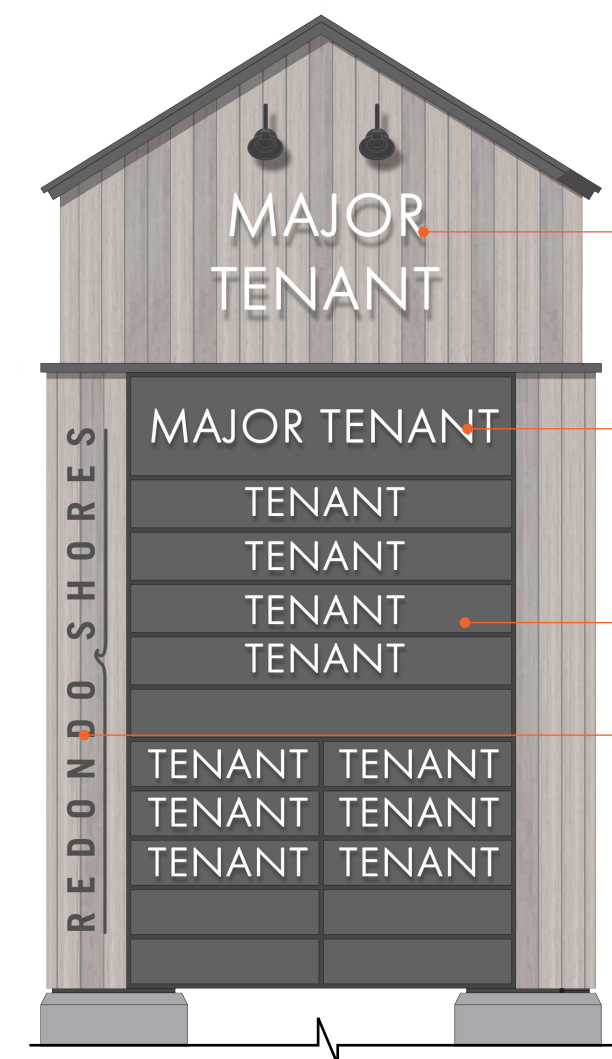


Pylon Sign

Tenant Sign Panel width and height is restricted to architecture/sign placement area and must maintain a clear 3" (three-inches) on all sides. Tenant Sign must be centered horizontally and vertically within sign panel.
Pylon Sign to be **double-sided**.

Zone	See pp. 8 (page Eight) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Requirements, Pylon Signs
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 - Allowable area within 3" margin



Major Tenant sign to be face-lit, internally illuminated White Acrylic Letters with White Aluminum enclosure for top, sides and bottom to match

Face-lit, internally illuminated White Acrylic Letters with White Aluminum enclosure for top, sides and bottom to match

3/16 thk. powdercoated
galvanized metal sheet
sign panel

Shopping Center
name "Redondo
Shores" to be
non-illuminated
Aluminum channel letter
with 3/8" inch return

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 Redondo Beach Planning Division
 Adrian Frias
 Assistant Planner
 5/5/25

Monument Sign 1

Tenant Sign Panel width and height is restricted to architecture/sign placement area and must maintain a clear 3" (three-inches) on all sides. Tenant Sign must be centered horizontally and vertically within sign panel.
 Monument Sign 1 to be **double-sided**.

See pp. 8 (page Eight) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Requirements, Monument Signs

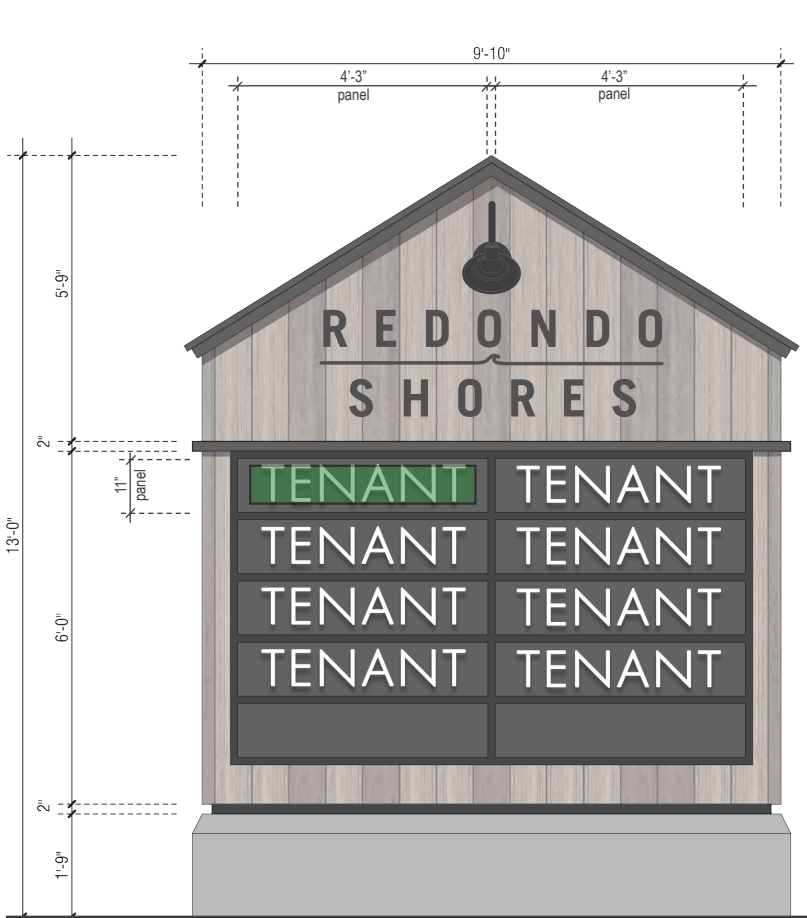
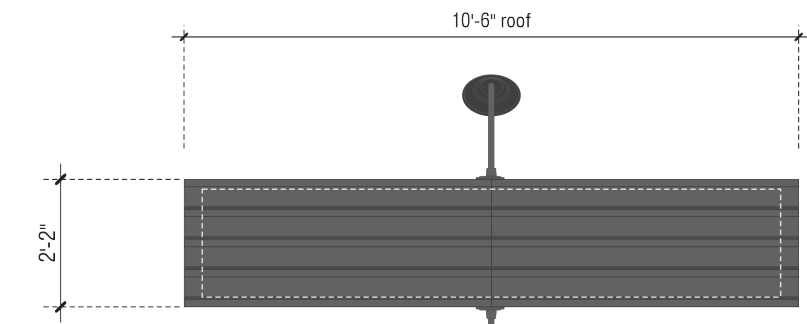
Zone

 - Allowable area within 3" margin

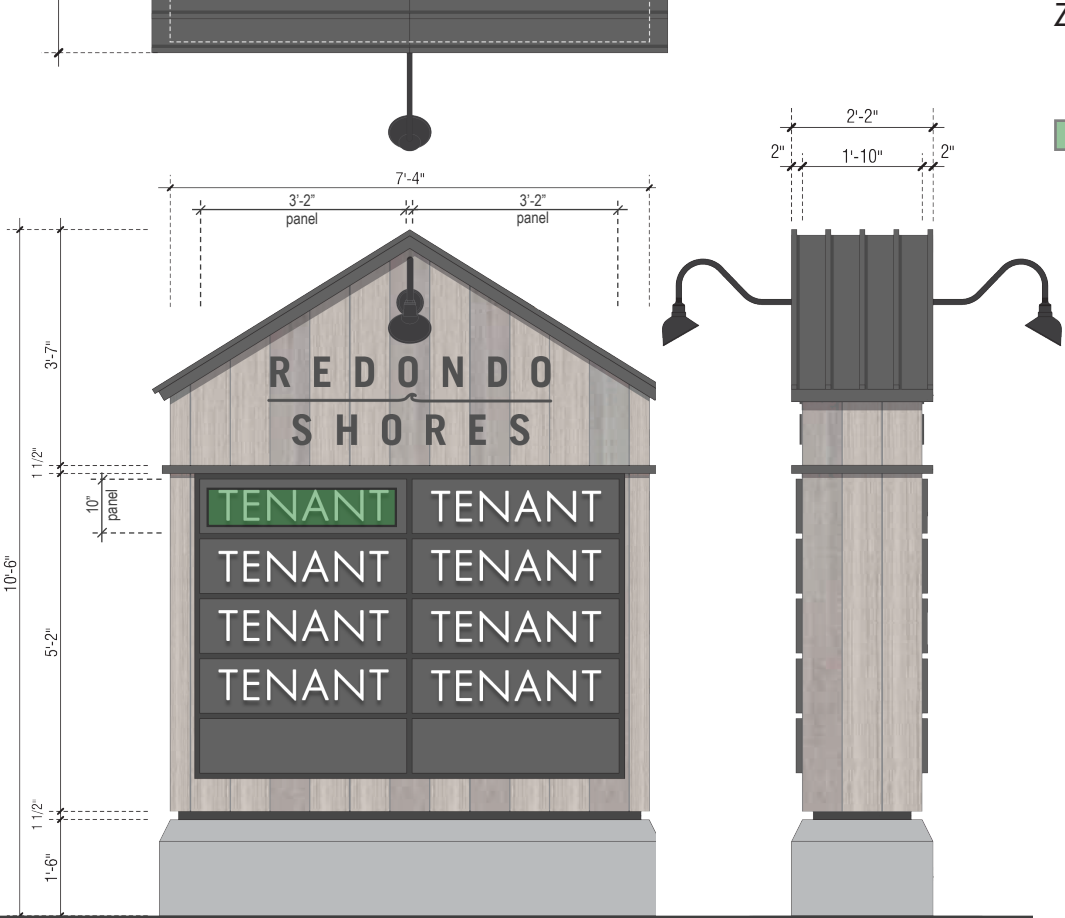
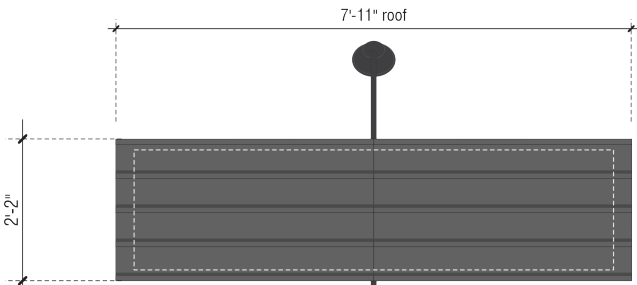
Shopping Center name "Redondo Shores" to be non-illuminated Aluminum channel letter with 3/8" inch return

Face-lit, internally illuminated White Acrylic Letters with White Aluminum enclosure on top, sides and bottom to match

3/16 thk. powdercoated galvanized metal sheet sign panel



MONUMENT SIGN 1.A



MONUMENT SIGN 1.B



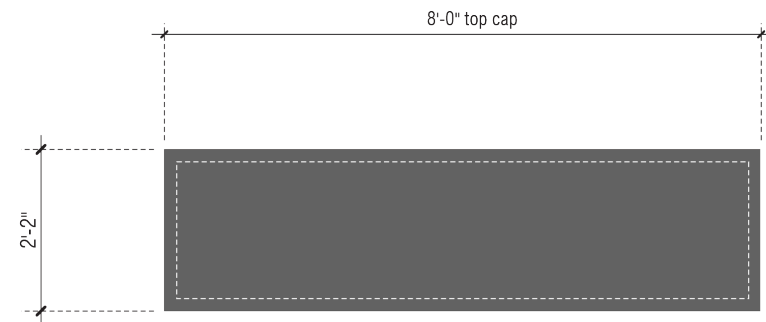
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MONUMENT SIGN (1)
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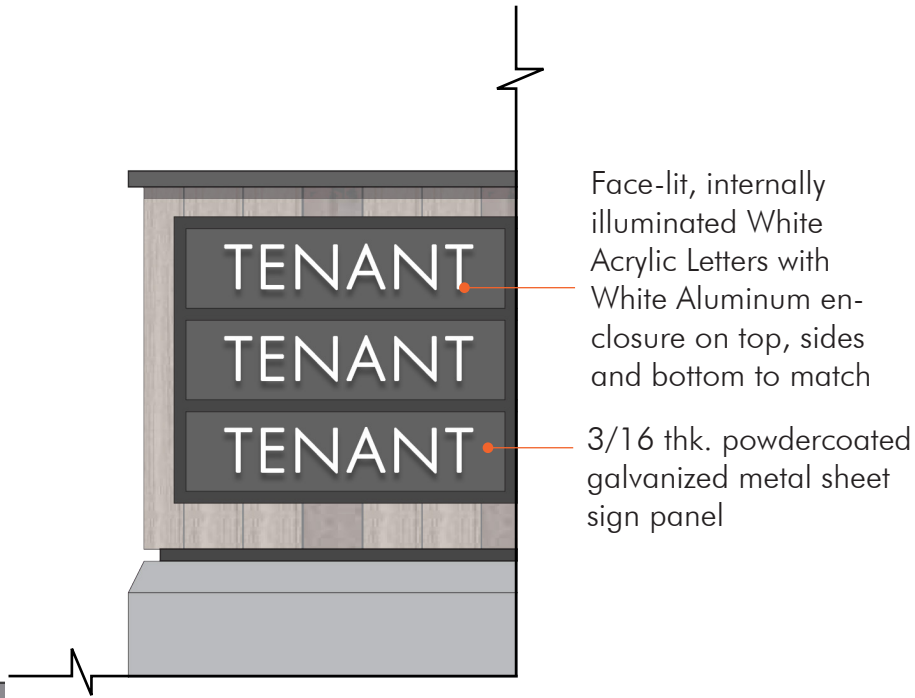
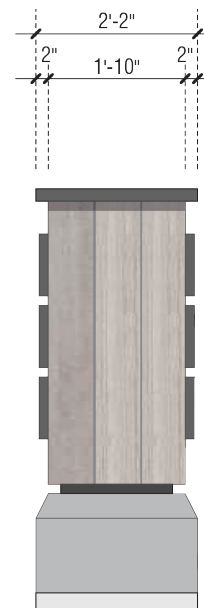
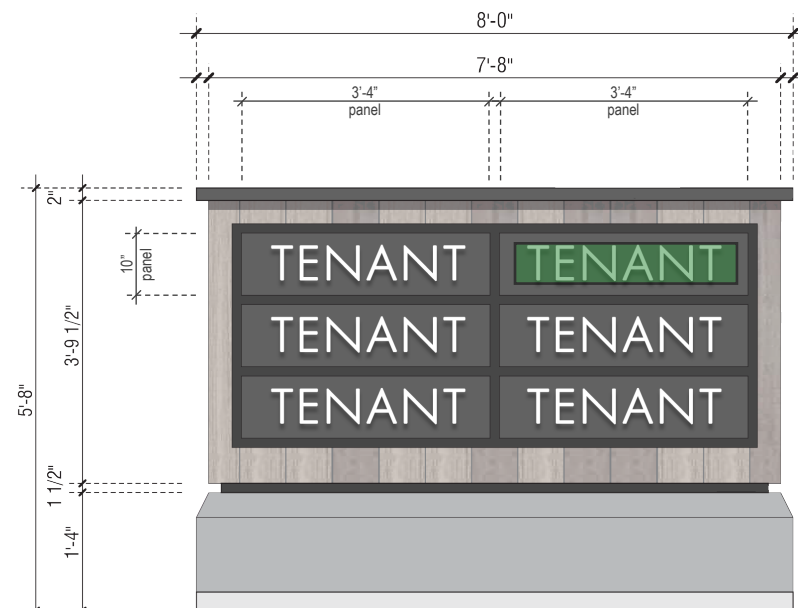


Monument Sign 2

Tenant Sign Panel width and height is restricted to architecture/sign placement area and must maintain a clear 3" (three-inches) on all sides. Tenant Sign must be centered horizontally and vertically within sign panel.
Monument Sign 2 to be **double-sided**.

Zone	See pp. 8 (page Eight) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Requirements, Monument Signs
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 - Allowable area within 3" margin



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MONUMENT SIGN (2)
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“A” Tenants (Whole Foods, Michaels, etc.)

Tenant Type “A” is designated to Major Tenant signage. Sign criteria to follow Channel Letters as described in sections III and IV. Sign face color(s) and letter styles to be selected by Major Tenants and approved by the Landlord, as per criteria in this sign program. Sign face letters to be Acrylic Face-lit, internally Illuminated. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign size and location as shown in the following figures. Sign shall have a maximum height of four feet (4’-0”). Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

-  - 15% of allowed sign area
-  - Designated Wall Area
-  - Linear Length of Wall Area

Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Wall Signs




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"A" Tenants (Whole Foods, Michaels, etc.)

Tenant Type "A" is designated to Major Tenant signage. Sign criteria to follow Channel Letters as described in sections III and IV. Sign face color(s) and letter styles to be selected by Major Tenants and approved by the Landlord, as per criteria in this sign program. Sign face letters to be Acrylic Face-lit, internally illuminated. All channel letters to be fabricated of Aluminum with two to three inches (2"-3") returns. Sign size and location as shown in the following figures. Sign shall have a maximum height of four feet (4'-0"). Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

 - 15% of allowed sign area

 - Designated Wall Area

 - Linear Length of Wall Area

Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Wall Signs



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TYPE A - MAJORS

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“B” Tenants (National Retailers with at least 10 locations nationwide)

Tenant Type “B” is designated to National tenants. Sign criteria to follow Channel Letters as described in sections III and IV. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign face letters to be Aluminum Face and Illuminated (Halo Lit). Sign size and location as shown in the following figures. All logo plaques to be positioned at the left of aluminum channel letter signs. Signs shall have a maximum height of two feet and six inches (2’-6”). Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

Sign not to exceed 15% of designated wall area. Sign length not to exceed 70% of linear length of wall area.

- 15% of allowed sign area
- Designated Wall Area
- ←→ - Linear Length of Wall Area




Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Wall Signs



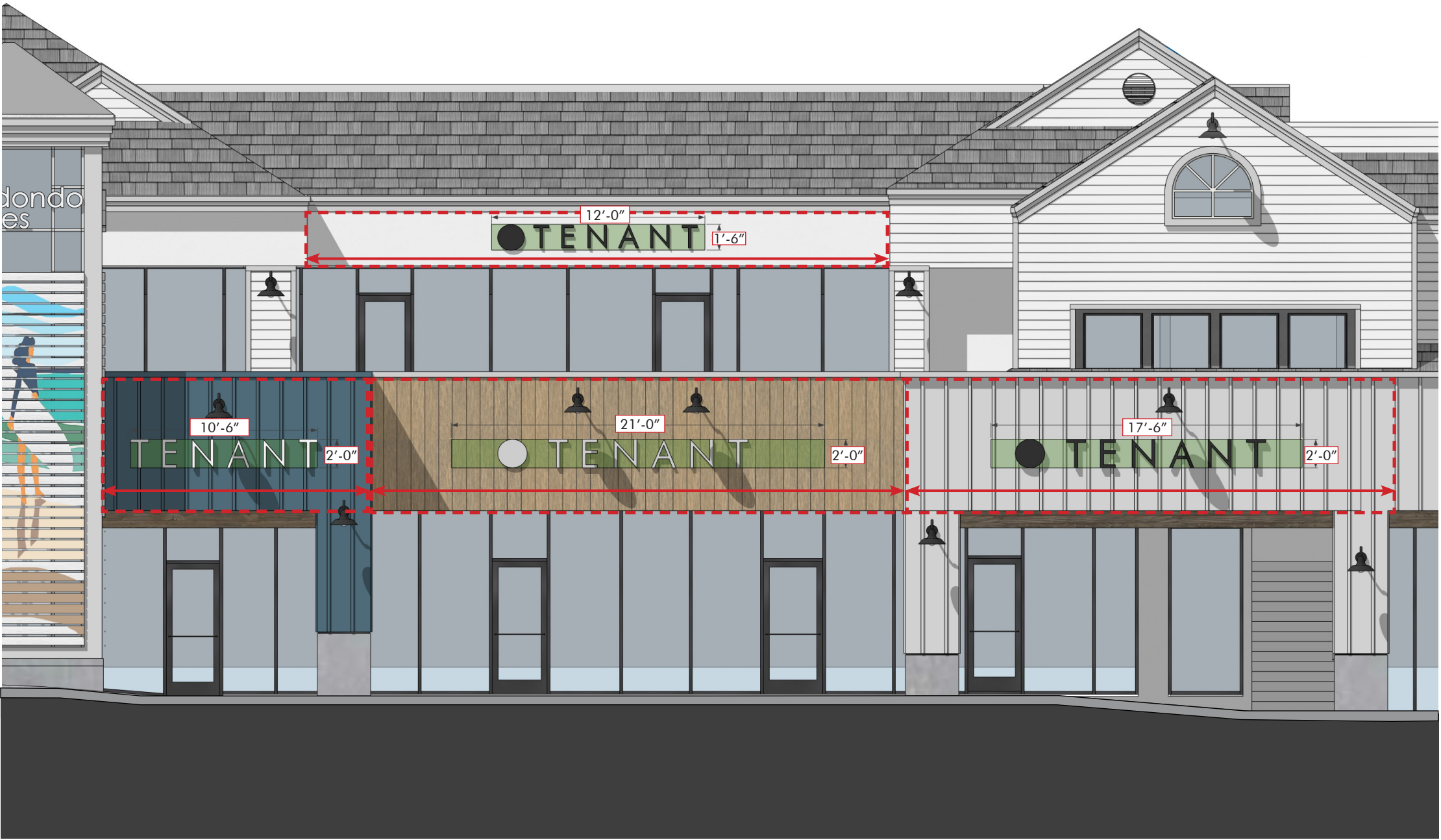
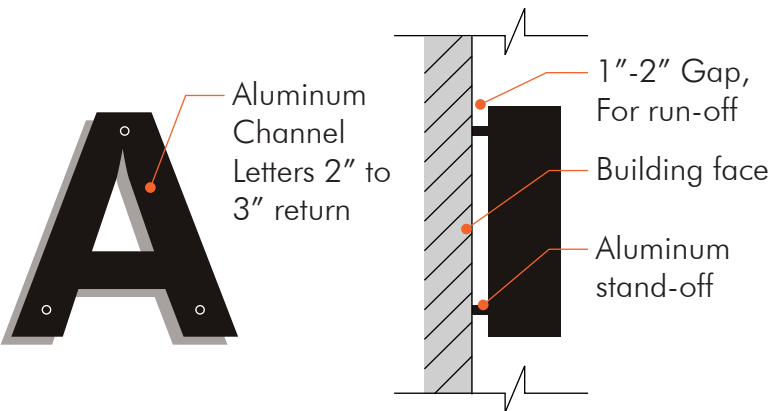
“C” Tenants (General Signs for 1st and 2nd floor)

Tenant Type “C” shall be general Tenant signs for the first and second floors of the shopping center. Signs criteria to follow Channel Letters as described in sections III and IV. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign face letters to be Aluminum Face and Illuminated (Halo Lit). Sign size and location as shown in the following figures. All logo plaques to be positioned at the left of channel letter signs. 1st Floor Tenant Signs shall have a maximum height of 2’-0” (two feet). 2nd Floor Tenant Signs shall have a maximum height of 1’-6” (one foot, six inches). Sign not to exceed 15% of designated wall area. If more than one Tenant shares a designated wall area, the wall area shall be divided equally, vertically. The 15% sign allowance will still be in effect for this occurrence. All sign lengths not to exceed 70% of linear length of wall area.

-  - 15% of allowed sign area
-  - Designated Wall Area
-  - Linear Length of Wall Area

Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Wall Signs



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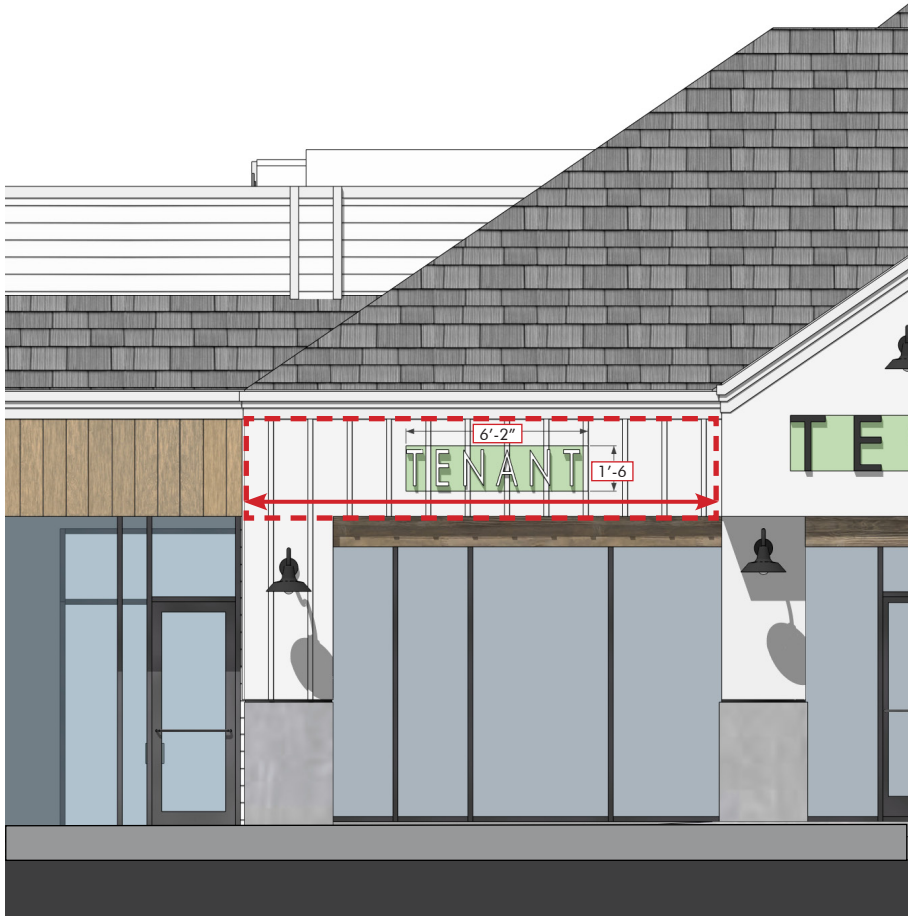
REDONDO SHORES CENTER MASTER SIGN PROGRAM
417 N. PACIFIC COAST HWY, REDONDO BEACH, CA 90277

TYPE C - GENERAL (1)
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 Assistant Planner
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“C” Tenants (General Signs for 1st and 2nd floor)

Tenant Type “C” shall be general Tenant signs for the first and second floors of the shopping center. Signs criteria to follow Channel Letters as described in sections III and IV. All channel letters to be fabricated of Aluminum with two to three inches (2”-3”) returns. Sign face letters to be Aluminum Face and Illuminated (Halo Lit). Sign size and location as shown in the following figures. All logo plaques to be positioned at the left of channel letter signs. 1st Floor Tenant Signs shall have a maximum height of 2’-0” (two feet). 2nd Floor Tenant Signs shall have a maximum height of 1’-6” (one foot, six inches). Sign not to exceed 15% of designated wall area. If more than one Tenant shares a designated wall area, the wall area shall be divided equally, vertically. The 15% sign allowance will still be in effect for this occurrence. All sign lengths not to exceed 70% of linear length of wall area.

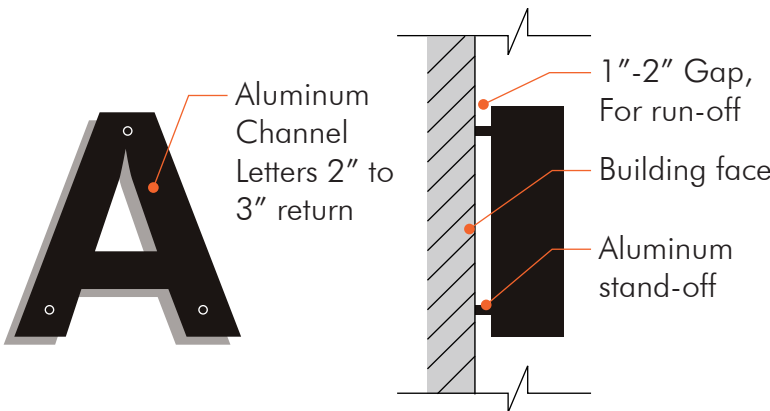
- 15% of allowed sign area

- Designated Wall Area

- Linear Length of Wall Area

Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Wall Signs



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TYPE C - GENERAL (2)
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1 SIGNAGE WITH BACKER - STRETCH ZONE



2 SIGNAGE WITH BACKER BACK-LIT - STRETCH ZONE

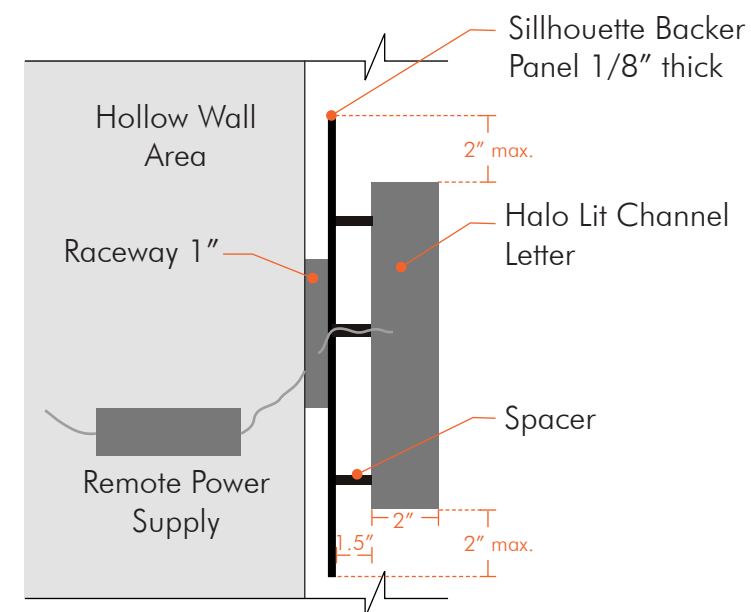
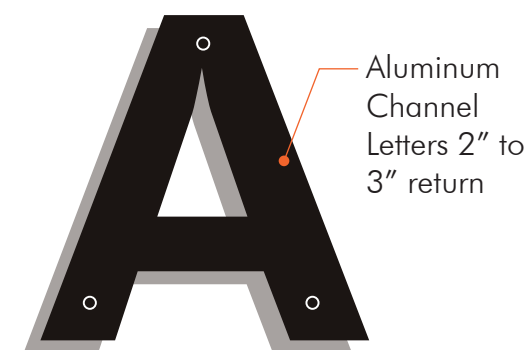
Any tenant with Timber Tech material as part of store frontage shall have required cloud sign backer as part of the tenant signage.

The cloud sign backer offset must be limited to 1"-2" and painted to match Timber Tech material - Sherwin Williams SW 2855 "Sycamore Tan" Eggshell Finish.

Cloud backer signs applied to Tenant Signs B and C where Timber Tech materials occur.

Note: All wall signs must not touch or exceed the bottom of the wall-mounted light fixtures.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Wall Signs

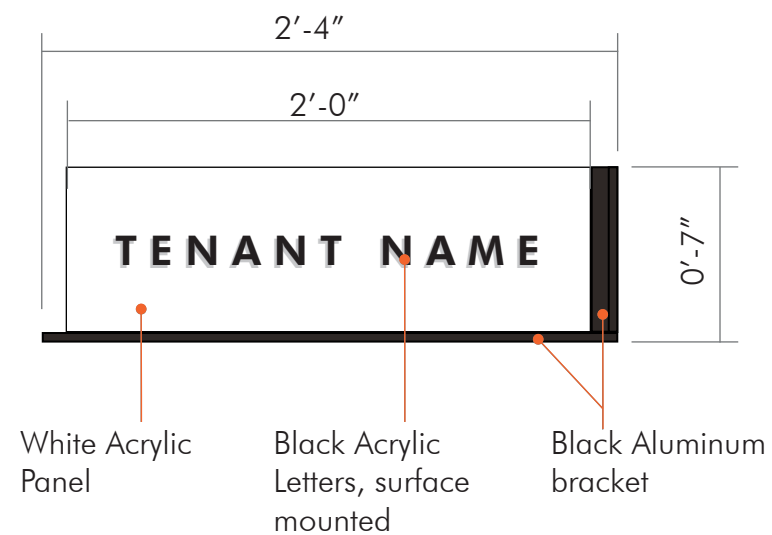


"D" Blade Signs (General Signs for 1st floor, inside the arcade)

Blade signs for first floor Tenants only. They must be placed inside the arcade/covered walkway of the shopping center. Blade signs must be at a minimum 8'-0" (eight feet) vertical distance from the sidewalk grade and approximately a 90 degree angle, perpendicular and to the face of the building. Maximum area of such signs shall adhere to the Sign Regulations set forth by the City of Redondo beach.

Up to (3) Maximum blade signs when requiring more than (1) tenant blade sign on a bracket.

See pp. 9 (page Nine) for City of Redondo Beach Sign Regulations, 10-5.1810 Commercial Zone Requirements, Hanging Signs



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TYPE D - BLADE SIGN

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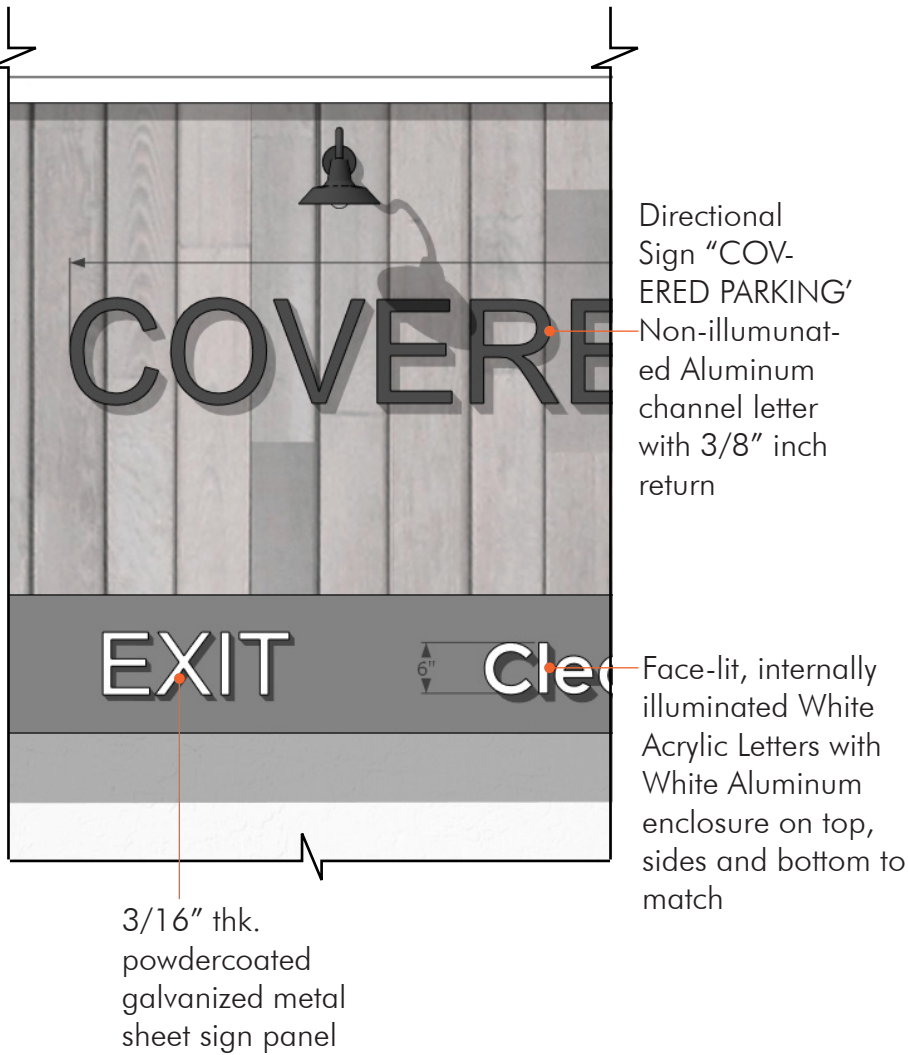
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Wayfinding - Covered Parking Ramp

Wayfinding structure to match design, color and materials of the overall architecture of the shopping center.
 "Sign" and "Arrow" to be internally illuminated for visibility at night. Shopping Center name "Redondo Shores" to be internally illuminated letters with white acrylic face and aluminum edges.
 Wayfinding Covered Parking Ramp to be **double-sided**.



See Sign Location Map on pp. 5 (page Five) for exact locations.



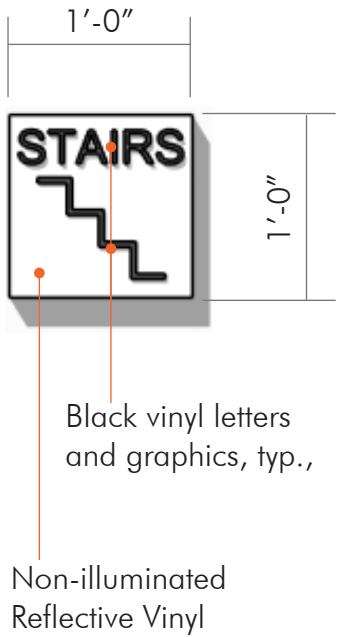
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Wayfinding - Elevators and Stairs

Wayfinding signs to be non-illuminated reflective vinyl. Letters and graphics on signs to be black vinyl.

This sign height to accommodate braille plaques at 40" maximum. Stair sign to be placed below braille plaque.

See Sign Location Map on pp. 5 (page Five) for exact locations.



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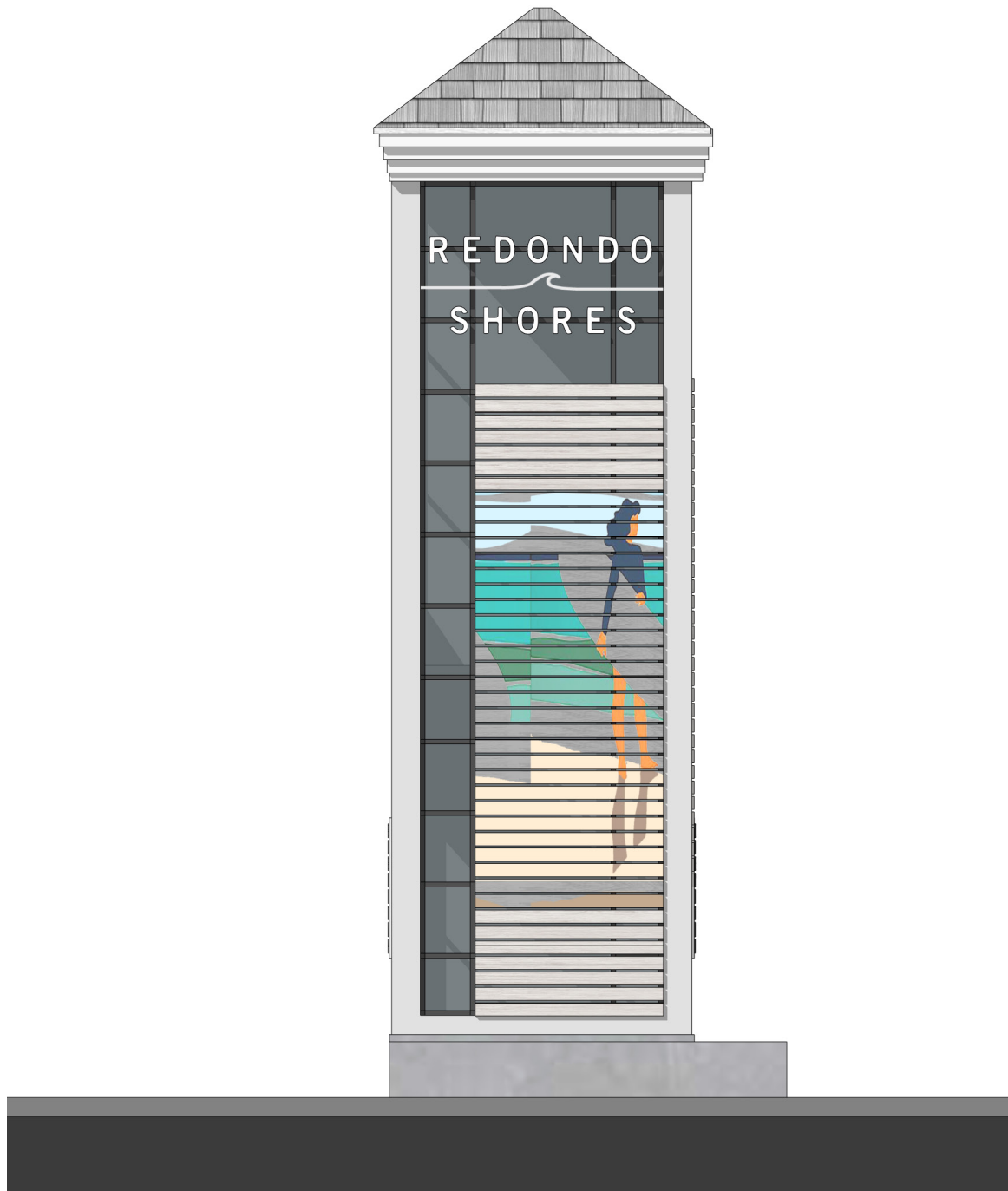
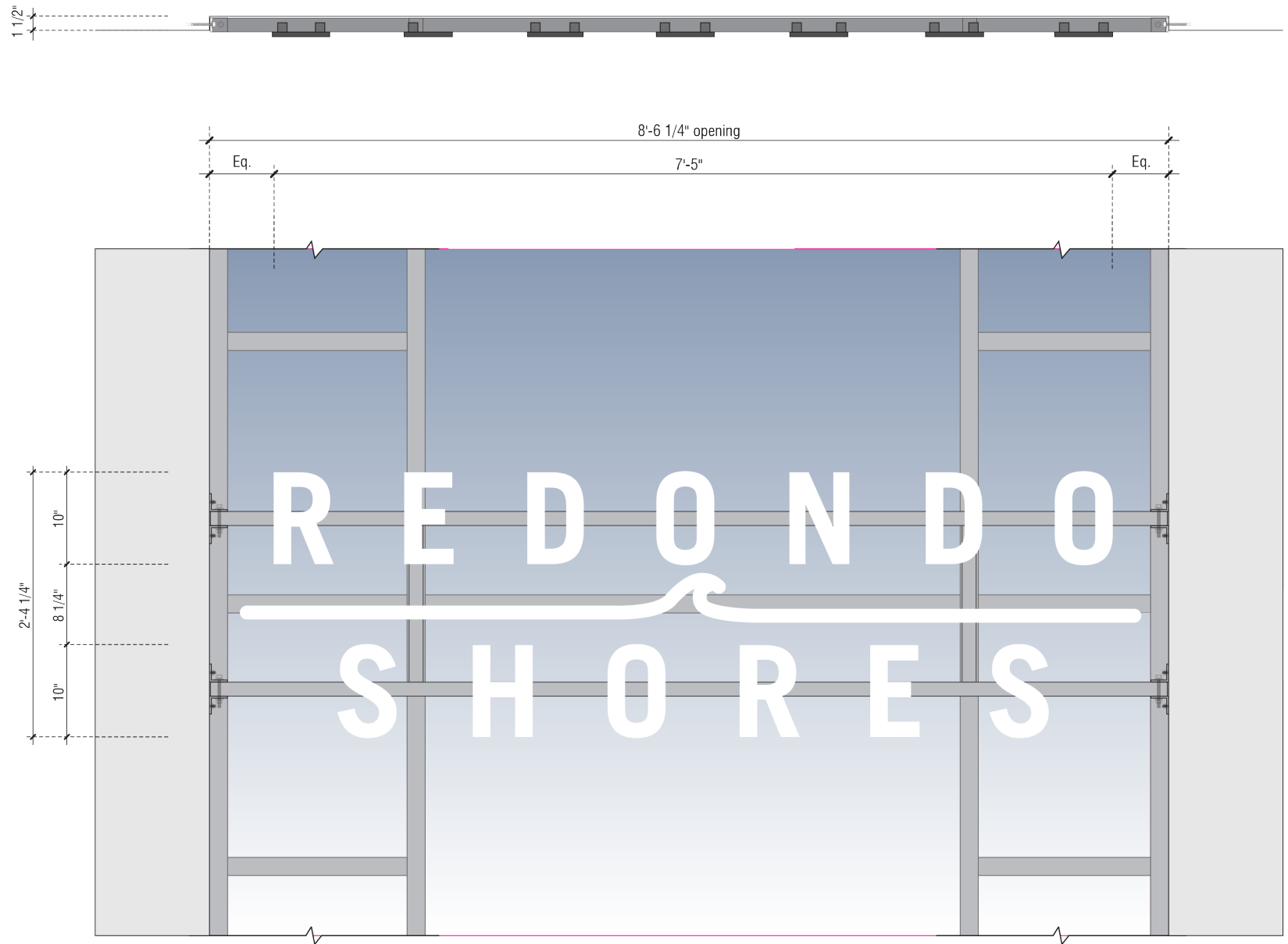
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Tower Sign



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WAYFINDING

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