



**AGENDA**

Wednesday, November 16, 2016

6:30 P.M.

**REGULAR MEETING  
DESIGN REVIEW BOARD  
MARINA CITY COUNCIL CHAMBERS  
211 HILLCREST AVENUE**

**VISION STATEMENT**

Marina will grow and mature from a small town bedroom community to a small city, which is diversified, vibrant and through positive relationships with regional agencies, self-sufficient. The City will develop in a way that insulates it from the negative impacts of urban sprawl to become a desirable residential and business community in a natural setting. **(Resolution No. 2006-112 - May 2, 2006)**

**MISSION STATEMENT**

The City Council will provide the leadership in protecting Marina's natural setting while developing the City in a way that provides a balance of housing, jobs and business opportunities that will result in a community characterized by a desirable quality of life, including recreation and cultural opportunities, a safe environment and an economic viability that supports a high level of municipal services and infrastructure. **(Resolution No. 2006-112 - May 2, 2006)**

1. **CALL TO ORDER:**
2. **ROLL CALL & ESTABLISHMENT OF QUORUM:**

Design Review Board Members:

Heather Marquard (Chair), Dominic Askew (Vice-Chair), Kathy Biala, Richard Boynton, Ed Rinehart ,

3. **MOMENT OF SILENCE & PLEDGE OF ALLEGIANCE** (Please stand)
4. **SPECIAL ANNOUNCEMENTS:** *Announcements of special events or meeting of interest as information to Board and Public.*
5. **COMMUNICATIONS FROM THE FLOOR:** *At this time any person may comment on any item, which is not on the agenda. Please state your name and address for the record. Action will not be taken on an item that is not on the agenda. If it requires action, it will be referred to staff and/or placed on the next agenda. Design Review Board members or City staff may briefly respond to statements made or questions posed as permitted by Government Code Section 54954.2. In order that all interested parties have an opportunity to speak, please limit comments to a maximum of Four (4) minutes. Any member of the public may comment on any matter listed on this agenda at the time the matter is being considered by the Design Review Board.*

6. CONSENT AGENDA: *Background information has been provided to the Planning Commission on all matters listed under the Consent Agenda, and these items are considered to be routine. All items under the Consent Agenda are normally approved by one motion. If discussion is requested by anyone on any item, that item will be removed from the Consent Agenda and placed at the end of Other Action Items if separate action is requested.*

- a. Minutes for the October 19, 2016 regular meeting.

7. ACTION ITEMS: *Action listed for each Agenda item is that which is brought forth for Design Review Board consideration and possible action. The Design Review Board may, at its discretion, take action on any items. The public is invited to provide up to four (4) minutes of public comment.*

- a. Consider Adopting Resolution No. 2016- , approving a new master sign program SG 2016-14 for the Marina Village Shopping Center located on the northeast corner of Del Monte Boulevard and Reservation Road, and those portions east of Vista Del Camino, subject to conditions of approval (APNS: 032-055-015, -016, -017-000, 032-054-008-000, 032-054-009-000).

8. OTHER ACTION ITEMS:

- a. None

9. CORRESPONDENCE:

- a. None

10. ADJOURNMENT:

CERTIFICATION:

I, Judy A. Paterson, Administrative Assistant for the City of Marina, do hereby certify that a copy of the foregoing agenda was posted at Marina City Council Chambers bulletin board, 211 Hillcrest Avenue; City Kiosk at the corner of Reservation Road and Del Monte Boulevard, and the Marina Branch Library, 190 Seaside Circle, on or before 6:30 pm. on November 13, 2016.

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Judy A. Paterson, Administrative Assistant, Planning Services



**MINUTES**

Wednesday, October 19, 2016

6:30 P.M.

**REGULAR MEETING  
DESIGN REVIEW BOARD**

1. **CALL TO ORDER:**

*@ 6:35 pm*

2. **ROLL CALL & ESTABLISHMENT OF QUORUM:**

*All Present: Heather Marquard (Chair) (arrived @ 6:50 pm), Dominic Askew (Vice-Chair), Kathy Biala, Ed Rinehart. Richard Boynton*

3. **MOMENT OF SILENCE & PLEDGE OF ALLEGIANCE**

4. **SPECIAL ANNOUNCEMENTS:**

*Member Biala gave an update on the Tuesday 10/18/2016 City Council meeting and the Council's action supporting the Planning Commission denial in the matter of the appeal of the Marina Heights Wathen and Castanos Observation Deck options for their proposed new residences (AP 2016-01).*

5. **COMMUNICATIONS FROM THE FLOOR:**

*No communication from the floor.*

6. **CONSENT AGENDA:**

*Action on the minutes was delayed until after #7 Action Items. Minutes for the September 21, 2016 regular meeting, were approved 4-0-1 (with Ed Rinehart having departed the meeting at 7:20 PM).*

7. **ACTION ITEMS:**

- a. **Site and Architectural Design Review Board consider adopting Resolution No. 2016- , recommending that the Planning Commission make a compliance determination with the approved style concepts and specifications in the Marina Heights Community Design Guidelines for the Renasci Homes proposed Spanish, Cottage, Craftsman, and Monterey styled architectural designs (DR 2016-10) (Marina Heights Specific Plan Area), subject to conditions.**

*Vice Chair Dominic Askew opened the matter for discussion.*

Acting Planning Services Manager, Taven M. Kinison Brown presented matter (continued from the DRB's September 21 meeting).

The architectural design team for Renasci Homes was present, spoke to staff's presentation and responded to questions and concerns of the DRB.

The DRB reviewed the plans and discussed:

- *Landscape.*
  - *Areas for trash cans, recycle containers and yard waste needed on rear side yard with an access gate. Pavers or differentiated hardscape patterns shall be used adjacent to garage access and alleyways.*
  - *Applicant had increased the number of plants offered for each architectural palette by 20% and this was received well by the DRB.*
  - *Reaffirmation of the use of the Spanish Olive tree as appropriate.*
- *Plan 1*
  - *DRB was receptive to the one-story street-front Monterey bungalow style introduced.*
  - *Questions on the use of divided light windows and assuring that divided light windows would be used on all sides of the structures.*
- *Plan 2*
  - *Correction on Page 19, add wood trim between decks, no stucco.*
  - *On the Craftsman:*
    - *Add a little trim element above the porch.*
    - *Concerns on color and the "weightiness" of the second story dark colors. Have a lighter color on the upper story.*
    - *BMR unit to have porch enhancements, stucco reduction on façade, remove stucco from porch.*
    - *Final approval of Plan 2 Craftsman subject to staff review with DRB member concurrence.*
  - *On the Cottage: Add shutters to the lower floors.*
- *Plan 3*
  - *On the Craftsman:*
    - *Drop the board and batten from the third upper element lower to cover and remove the intermediate material treatment. Have two primary materials, not three.*
    - *Colors to be bold. Use of white was acceptable.*
  - *On the Cottage:*
    - *Foam tchotchke; modification to window trims.*
- *Plan 4*
  - *On the Craftsman:*
    - *Bring forward previous comments on the Craftsman architectural treatments, subject to staff review with DRB member concurrence. (3 main body materials reduced to 2 materials)*
  - *Monterey: Looks good.*
  - *Spanish: Looks good.*
- *Plan 5*
  - *On the Monterey:*
    - *Add the wood header across the first floor/second floor band.*
  - *On the Cottage*
    - *Have the trim color not "pop" on the arches.*
    - *Stick with the gable roof.*
    - *Colors are important to stay light. Remove the "dark" scheme.*
    - *Subject to staff review with DRB member concurrence.*

- *Colors*
  - *Color palette is good*
  - *Cottage: Chair directs that Cottage should have more brick (than stone), but not the reddish kind.*
  - *Craftsman: Chair directs that Craftsman should have more stone than brick.*

***A motion to approve the proposal incorporating the items of discussion above into the resolution was made by Richard Boynton and seconded by Kathy Biala and passed with a 5-0 vote.***

8. OTHER ACTION ITEMS:

*None*

9. CORRESPONDENCE:

*None*

10. ADJOURNMENT:

*The meeting adjourned at 8:15 pm*

ATTEST:

\_\_\_\_\_  
Heather Marquard, Chair  
Site and Architectural Design Review Board

\_\_\_\_\_  
Taven M. Kinison Brown  
Acting Planning Services Manger  
Community Development Department  
City of Marina

\_\_\_\_\_  
Date

November 10, 2016

Item No: \_\_\_

Honorable Chair and Members  
Of the Site and Architectural Design Review Board

Design Review Board  
Meeting of November 16, 2016

**REQUEST TO CONSIDER ADOPTING RESOLUTION NO. 2016- ,  
APPROVING A NEW MASTER SIGN PROGRAM SG 2016-14 FOR  
THE MARINA VILLAGE SHOPPING CENTER LOCATED ON THE  
NORTHEAST CORNER OF DEL MONTE BOULEVARD AND  
RESERVATION ROAD, AND THOSE PORTIONS EAST OF VISTA  
DEL CAMINO, SUBJECT TO CONDITIONS OF APPROVAL (APNS:  
032-055-015, -016, -017-000, 032-054-008-000, 032-054-009-000).**

**REQUEST:**

It is requested that the Site and Architectural Design Review Board:

1. Consider Adopting Resolution No. 2016- , approving a new master sign program SG 2016-14 for the Marina Village Shopping Center located on the northeast corner of Del Monte Boulevard and Reservation Road, and those portions east of Vista Del Camino, subject to conditions of approval (APNS: 032-055-015, -016, -017-000, 032-054-008-000, 032-054-009-000).

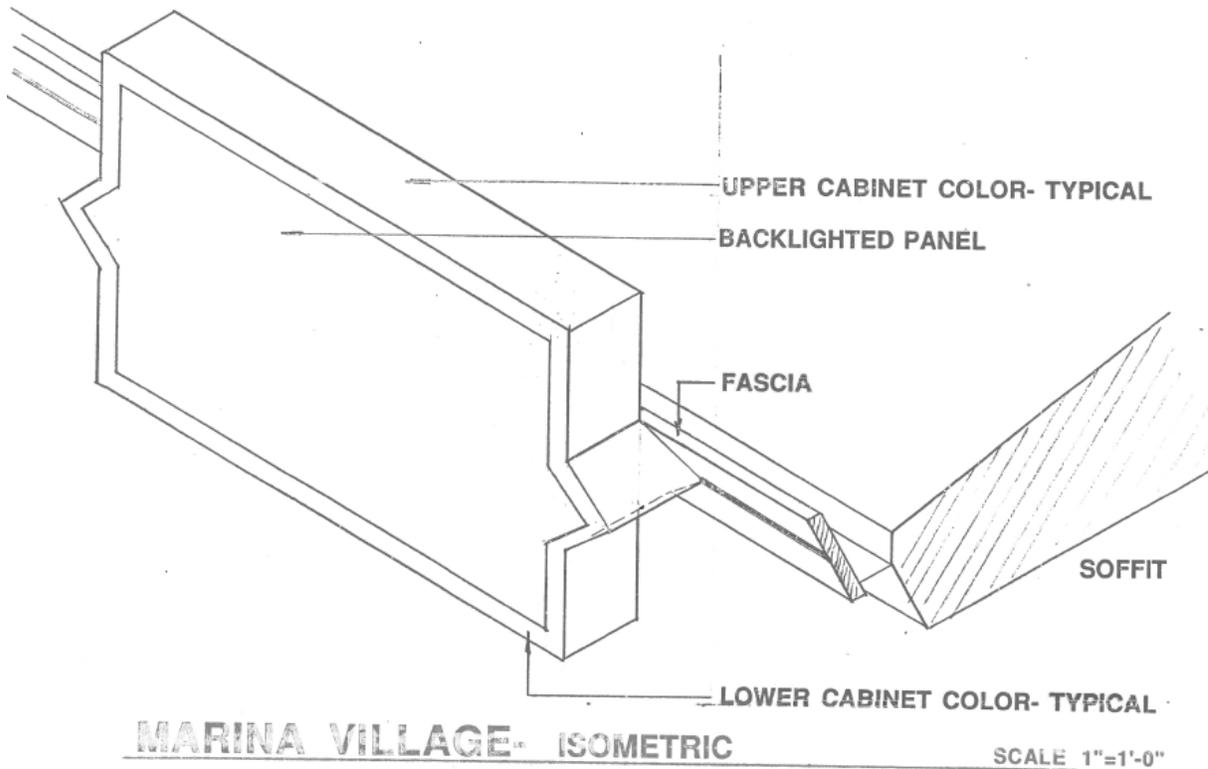
**BACKGROUND:**

The Marina Village Shopping Center is located in the PC Planned Commercial District and has a General Plan designation of Retail / Service.



The center has a master sign program dating back to April 2, 1990 (26 years), yet only a few businesses mounted “new” signs consistent with that program (See **EXHIBIT B**). Other businesses, such as Grocery Outlet Bargain Market and the Dollar Store have had independent reviews and approvals for their building mounted signs.

The “old” sign design theme for the center looks as follows, yet only the New Tokyo Restaurant installed such a sign.



The center is a mish mash of old signs, excessive window signs, non-permitted signs, blade signs, banner signs, wall mounted signs and monument signs.

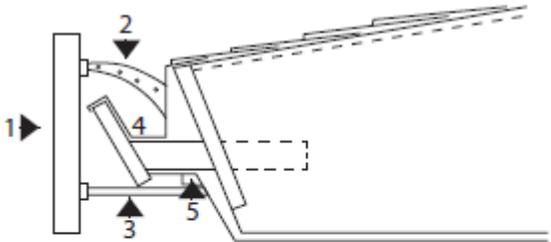
On November 3, 2016, Verida Signs, on behalf of the Marina Village Shopping Center, presented a comprehensive new sign program to thematically unify the business identification signs and center signs. (See **EXHIBIT A**).

**ANALYSIS:**

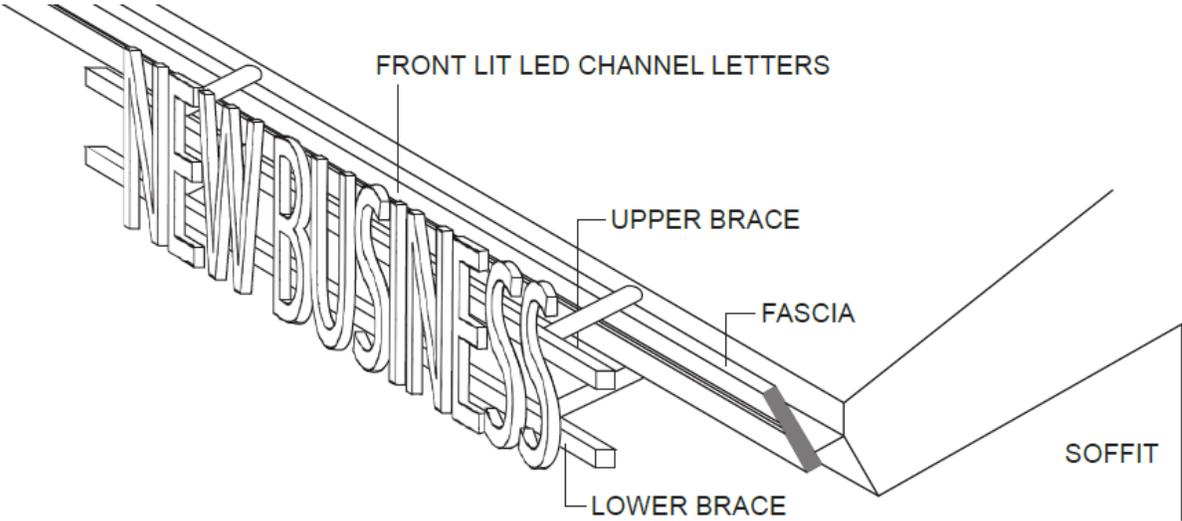
Staff worked collaboratively with Verida Signs to develop a new master sign program for the center. Staff has evaluated the master sign program request according to the City of Marina Sign Ordinance (Chapter 17.59 of the MMC), and the City of Marina Design

Guidelines and Standards related to signs. The proposed sign area allowances for each business are tabulated on Pages 37 and 40 of the new sign program. The new signs will be very uniform in their construction throughout the center and will have a maximum sign area of 25 square feet each (with a few exceptions for several existing signs, see below).

*Individual channel lettered signs.* The main change in the written sign program will be the change from the cabinet box signs, to individual channel lettered signs. The new channel lettered signs will bring a common and unifying design element to the center. Additionally, channel lettered signs are prominent in other shopping centers along Reservation Road, effectively bringing this center up to date and complementing adjacent developments.



- 1- SIGN
- 2- UPPER ART BRACE
- 3- LOWER BRACE WITH AN ELECTRIC CABLE
- 4- GUTTER
- 5- LIGHT CHANNEL



*Implementation.* Staff is encouraged in the way the center management will be implementing the new sign program. It is the intent of the management to re-sign the entire shopping center in six to twelve months, taking down all old and non-conforming signs (with several notable exceptions), and replacing each business's sign under the new program. In the six to twelve month transition period, the management has requested temporary wall hanging banners at 12 square feet each for business while the new channel lettered signs are being fabricated.

*Existing Signs.* Several exceptions to the new program are meant to incorporate the high quality signs that are already present for the locations of Grocery Outlet, Dollar Tree, Lee's Garden Restaurant, the Otter Bar and Wells Fargo. Another way to word this, is that these signs are to be permitted under this program as they are presently configured. These signs incorporate the channel lettered style that is being proposed for the balance of the center. Proportionately, their sign areas correspond to the larger widths of their building frontage.



*New Monument.* To give better identification to the center, and to clarify that the businesses east of Vista Del Camino are to be considered in the same Marina Village Shopping Center, a new monument sign has been proposed for the northeast corner of Vista Del Camino and Reservation Road. This sign will keep the same themes and color systems of the existing monument signs placed on the western section of the commercial center. Directional/informational signs will maintain the color and design themes as the monuments.

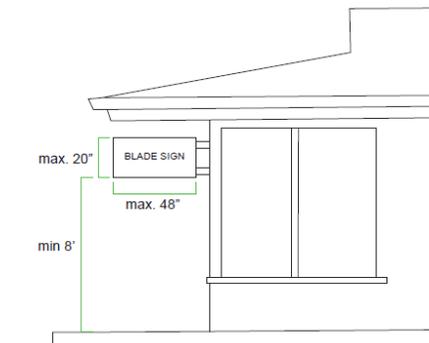




*Light Pole Banners.* Staff also had the applicant address the tall pole lights and the banners that can be hung on them. These banners are meant to be reserved for changing seasonal decorations and holiday themes, Marina Village Shopping Center identification, and public service information such as the recurring Farmers Market.

None of these banner locations shall serve an individual business within the center, nor advertise a product or service.

*Blade Signs.* Several of the center businesses are tucked down corridors, or have their business frontages facing other businesses. Blade signs are proposed for these several walkway locations to allow greater visibility from parking areas. Such signs should also reduce the urge for tenants to place non-permitted portable signs; signs such as A-board or other such signs capable of standing without support or attachment to a structure.



*Prohibited Signs.* Staff also asked the sign company and center management to restate the City's Sign Code section on Prohibited Signs, and to pay particular attention to the use of neon signs and window signs. This has been included in the new proposed master sign program as well as an acknowledgment of increased efforts of the management to better enforce sign regulation compliance with the center tenants.

With the recommended conditions of approval to facilitate a timely implementation, staff believes the new master sign program for the Marina Village Shopping Center meets City codes and will represent a noticeable improvement to the center and increase its vitality and the success of its tenants.

California Environmental Quality Act (CEQA).

The project is categorically exempt from environmental review in accordance with Section 15311 (a) (Class 11 - Accessory Structures On-Premise signs).

**CONCLUSION:**

This request is submitted for Site and Architectural Design Review Board consideration and possible action.

Respectfully submitted,

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Taven M. Kinison Brown  
 Acting Planning Services Manager  
 City of Marina

RESOLUTION NO. 2016 –

A RESOLUTION OF THE CITY OF MARINA SITE AND ARCHITECTURAL DESIGN REVIEW BOARD APPROVING A NEW MASTER SIGN PROGRAM SG 2016-14 FOR THE MARINA VILLAGE SHOPPING CENTER LOCATED ON THE NORTHEAST CORNER OF DEL MONTE BOULEVARD AND RESERVATION ROAD, AND THOSE PORTIONS EAST OF VISTA DEL CAMINO, SUBJECT TO CONDITIONS OF APPROVAL (APNS: 032-055-015, -016, -017-000, 032-054-008-000, 032-054-009-000).

WHEREAS, the Marina Village Shopping Center is located in the PC Planned Commercial District and has a General Plan designation of Retail/Service, and;

WHEREAS, the center has a master sign program dating back to April 2, 1990 (26 years), yet only a few businesses mounted “new” signs consistent with that program, and;

WHEREAS, the center presently includes a discordant mix of old signs, excessive window signs, blade signs, banner signs, wall mounted signs, non-permitted signs and monument signs, and;

WHEREAS, other businesses, such as Grocery Outlet Bargain Market and the Dollar Store have had independent reviews and approvals for their building mounted channel letter signs and are incorporated into this master sign program now, and;

WHEREAS, on November 3, 2016, Verida Signs, on behalf of the Marina Village Shopping Center, presented a comprehensive new sign program to thematically unify the business identification signs and center signs, and;

WHEREAS, staff has evaluated the master sign program according to the City of Marina Sign Ordinance (Chapter 17.59 of the MMC), and the City of Marina Design Guidelines and Standards related to signs, and;

WHEREAS, the proposed sign area allowances for each business are tabulated on Pages 37 and 40 of the new sign program. The new signs will be very uniform in their construction throughout the center and will have a maximum sign area of 25 square feet each (with a few exceptions for several existing signs as specified in the master sign plan), and;

WHEREAS, the project is categorically exempt from environmental review in accordance with Section 15311 (a) (Class 11 - Accessory Structures On-Premise signs), and;

WHEREAS, the Site and Architectural Design Review Board of the City of Marina, at a duly noticed public meeting to consider approving a new master sign program SG 2016-14 for the Marina Village Shopping Center, considered all public testimony presented at the November 16, 2016 meeting, and received and considered the recommendation of the staff, and;

WHEREAS, the Site and Architectural Design Review Board of the City of Marina, found the new master sign program consistent with the City of Marina Sign Ordinance

(Chapter 17.59 of the MMC), and the City of Marina Design Guidelines and Standards related to signs.

NOW, THEREFORE BE IT RESOLVED by the Site and Architectural Design Review Board of the City of Marina that it hereby approves a new master sign program SG 2016-14 for the Marina Village Shopping Center located on the northeast corner of Del Monte Boulevard and Reservation Road, and those portions east of Vista Del Camino, subject to conditions of approval (APNs: 032-055-015, -016, -017-000, 032-054-008-000, 032-054-009-000) based upon the following findings and subject to the following conditions of approval:

### Findings

1. The signs as proposed and conditioned will achieve the spirit, purpose and intent of Marina Municipal Code, Chapters 17.59 (Sign Code).
2. The signs as proposed and conditioned are consistent with the City of Marina Sign Ordinance (Chapter 17.59 of the MMC), and the City of Marina Design Guidelines and Standards related to signs.
3. The proposal will promote the orderly growth of the community; facilitate the continual upgrading of the community; preserve the natural beauty of Marina while simultaneously protecting the rights of property and business owners to display signs and the right of individuals to live, work and visit an aesthetically harmonious city in that the new signs will improve street visibility and appearance of the Marina Village Shopping Center.

### Conditions of Approval

1. Indemnification - The applicant shall agree as a condition of approval of this project to defend, at its sole expense, indemnify and hold harmless from any liability the City and reimburse the City for any expenses incurred resulting from, or in connection with, the approval of the project, including any appeal, claim, suit or legal proceeding. The City may, at its sole discretion, participate in the defense of any such action, but such participation shall not relieve the applicant of its obligations under this condition.
2. Substantial Compliance - All signs shall be accomplished in substantial accordance with the Marina Village Shopping Center Master Sign Program dated November 3, 2016 "**EXHIBIT A**" attached to this resolution, and as modified in these conditions, inclusive of:
  - Implementation.
  - Fascia Signs
  - Color Scheme
  - Monuments
  - Light Pole Banners
  - Hanging or Wall Attached Banners
  - Blade Signs
  - Directional Signs
  - Window Signs
  - Neon Signs
  - Prohibited Signs
  - Exempt Businesses
  - Main Business Fascia Signs
  - Proposed Sign Concept
  - Sign Proportions
  - Isometric View
  - Section View
  - Sign Proposal

3. Monument signs shall be installed on center property, out of the public rights of way, and shall be reviewed for driver and pedestrian safety for site distance to the satisfaction of the City Engineer and Building Official, prior to construction.
4. Building Permits - The applicant shall obtain all necessary building and electrical permits from the Marina Building Division prior to the installation of the signs.

PASSED AND ADOPTED by the Site and Architectural Design Review Board of the City of Marina at a regular meeting duly held on the 16<sup>th</sup> day of November 2016, by the following vote:

AYES, BOARD MEMBERS:

NOES, BOARD MEMBERS:

ABSENT, BOARD MEMBERS:

ABSTAIN, BOARD MEMBERS:

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Heather Marquard, Chairperson

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Taven M. Kinison Brown  
Acting Planning Services Manager  
Community Development Department  
City of Marina

# MARINA VILLAGE SHOPPING CENTER

MARINA, CALIFORNIA

## MASTER SIGNAGE PROGRAM

November 3, 2016



2 Harris Ct. A-3, Monterey, CA 93940  
831-920-7890 info@verida.us  
Lic #1013428

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**MARINA VILLAGE SHOPPING CENTER  
MARINA, CALIFORNIA**

**MASTER SIGNAGE PROGRAM**

**INTENT**

An existing master signage program was created in April 1990, and only one business took advantage of that, the Marina Village Shopping Center is developing a new master signage program to establish an overall continuity of design and color through the Center. The intent of the program is to serve both as guidelines for new Tenant's signage, and as an incentive for existing Tenants' signs to conform to an overall uniform quality. The signage program is also intended to promote business by increasing identity and visibility of the stores, and to bring the Center together as one of major shopping facilities in Marina. New sign standards throughout the center will increase visibility, make the center more unified, and create a cohesive business center. The new program will also be taking advantage of new technologies like LED which will allow:

- having lighter signs
- low voltage
- less load on the building structure
- thinner signs
- less heat, which will be much less fire risk
- more energy efficient.

**EXISTING CONDITIONS**

The shopping center was designed as a low ranch-style facility with a wide overhang and narrow fascia detail. This architecture allows for signs to be placed in a more random manner on the buildings, which has occurred during the past twenty+ years. There are signs above doors, on walls, on and below the fascia, and on the roof. There is no consistency throughout the business center which creates disorganization. This new master sign program will attempt to develop continuity in color, materials and placement of future signs.

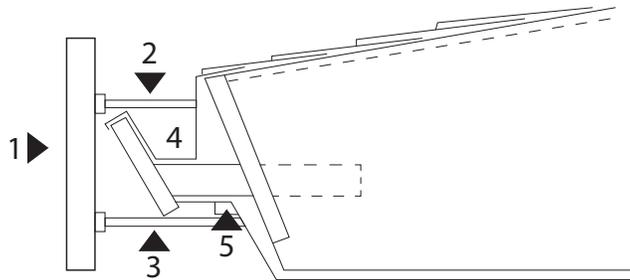
**IMPLEMENTATION**

Upon the approval of the Marina Village Master Sign Program, the property management will commission a sign company to re-sign the plaza in accordance to the Master Sign Program. Estimated project timeline is 6-12 months. The sign company will work with the property management to replace the old and temporary business signs. The new signs will be designed and installed in accordance to the Master Sign Program. The program intends to provide standard business identifications for businesses front and possibly back entrances.

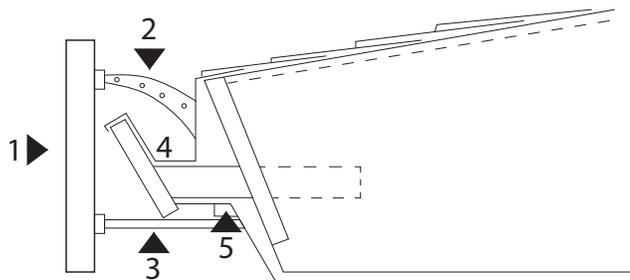
## SIGN CATEGORIES

### FASCIA SIGNS

Signage will be fascia-mounted as shown on the following drawings (pic 1). Sizes may vary depending on the needs of the Tenants, but a minimum and maximum size and height and length will be established. The sign frames are proposed to be universal (with simple or decorative upper brace, pic 1), and allowing attaching illuminated front signs of 2 major types: Separate letters (free or on a backboard) and Shaped Electric Boxes (pic 3). Using a backboard will be useful for additional sign character and for back-lit illuminated signs (Pic 3-5).



- 1- SIGN
- 2- UPPER BRACE
- 3- LOWER BRACE WITH AN ELECTRIC CABLE
- 4- GUTTER
- 5- LIGHT CHANNEL



- 1- SIGN
- 2- UPPER ART BRACE
- 3- LOWER BRACE WITH AN ELECTRIC CABLE
- 4- GUTTER
- 5- LIGHT CHANNEL

Pic 1

Pic 2



Pic 3



Pic 4



Pic 5



### COLOR SCHEME

The color scheme of the signs will be continued along the fascia.



ORANGE MATCHING FASCIA



BEIGE MATCHING BUILDING COLOR



DARK GREY METALLIC FOR BRACES

## MONUMENTS

A new monument is proposed to be created similar to the current monument at the corner of Vista Del Camino and Reservation Road, and the one on Del Monte Avenue, but smaller in size. The new monument is planned to be installed at the corner of Vista Del Camino on the Wells Fargo side to serve as an identification of the other section of the center. This new monument will also increase the center businesses visibility for higher traffic on Reservation Rd. The monument sign will conform to the program. Proposed design for the monument sign is done considering safety rules so not to block views of upcoming traffic and pedestrians. When this new monument is in place, the current two directional signs in block B will be removed.



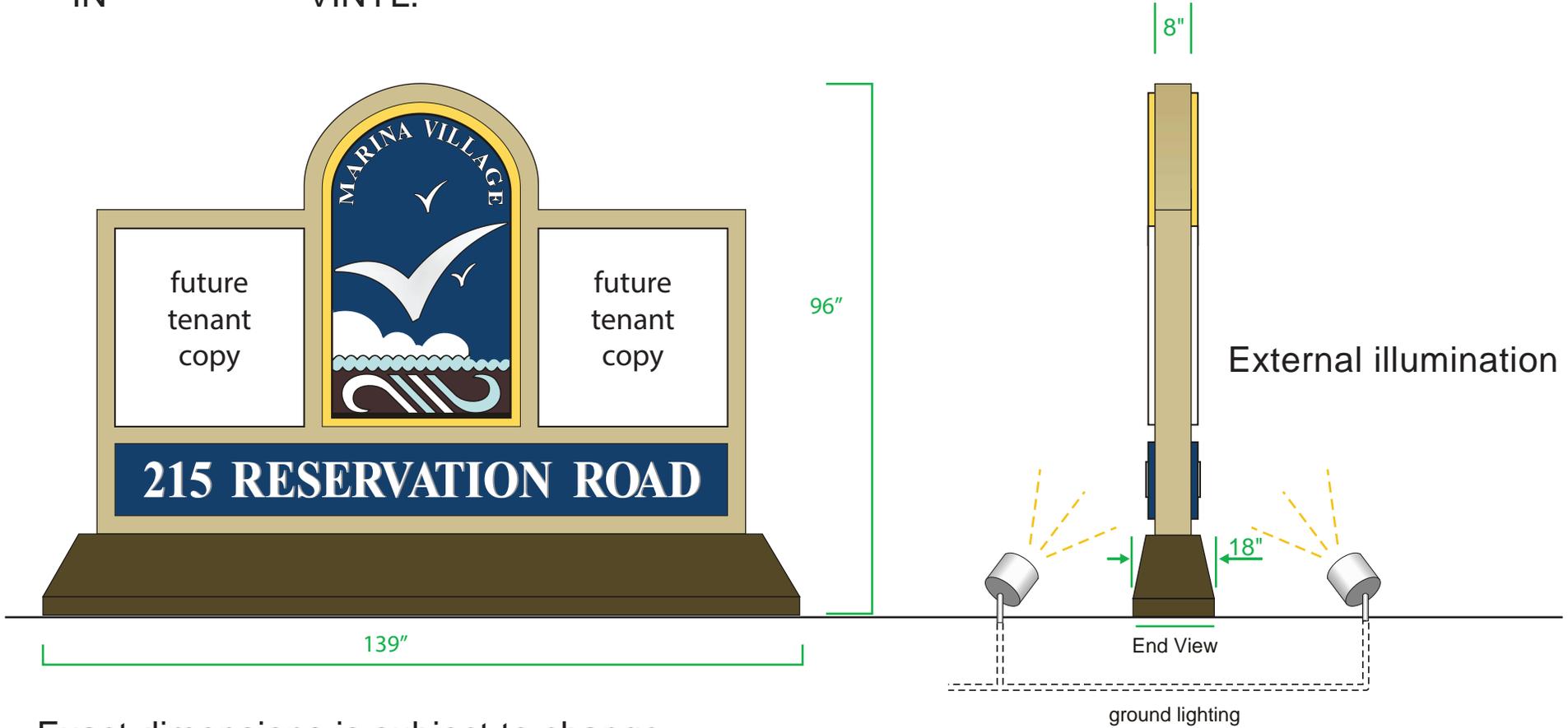


**MARINA VILLAGE**

CURRENT VIEW

NO SCALE

PROPOSED MONUMENT SIGN-  
 ALUMINUM FRAME TO BE PAINTED.  
 ALUMINUM BOARDS COVERED  
 IN VINYL.



Exact dimensions is subject to change after working with engineering team.

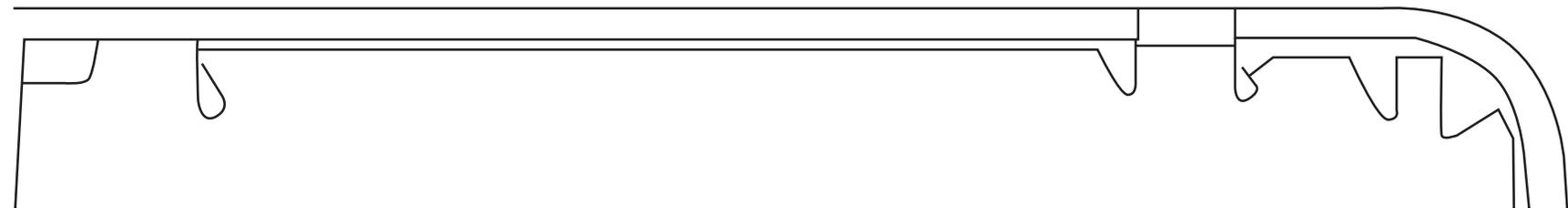
**MARINA VILLAGE MONUMENT PROPOSAL** SCALE - 1/4"=9"



VISTA DEL CAMINO

PROPOSED  
NEW MONUMENT

RESERVATION ROAD



**MARINA VILLAGE** MONUMENT PROPOSAL

NO SCALE



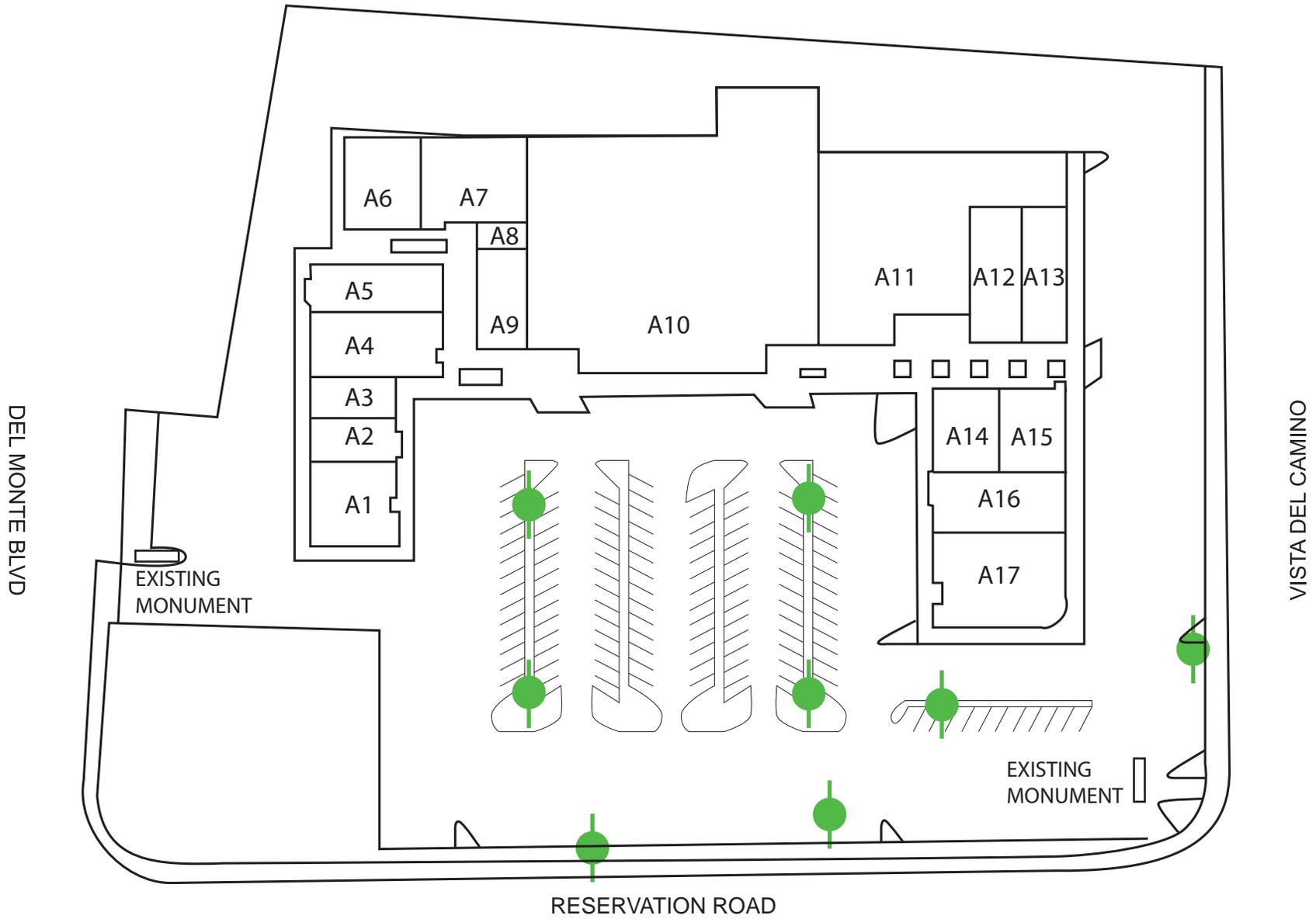
# MARINA VILLAGE MONUMENT PROPOSAL

NO SCALE

**LIGHT POLE BANNERS**

Light pole banner signs will be retained. These banners will be constrained to 2 on each light pole, measuring 18" x 36" each. Currently there are 8 double-banners on "A block" and 1 on "B block".

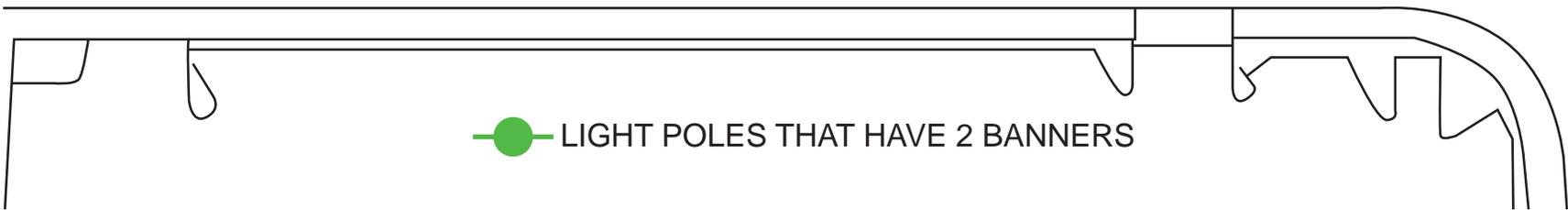
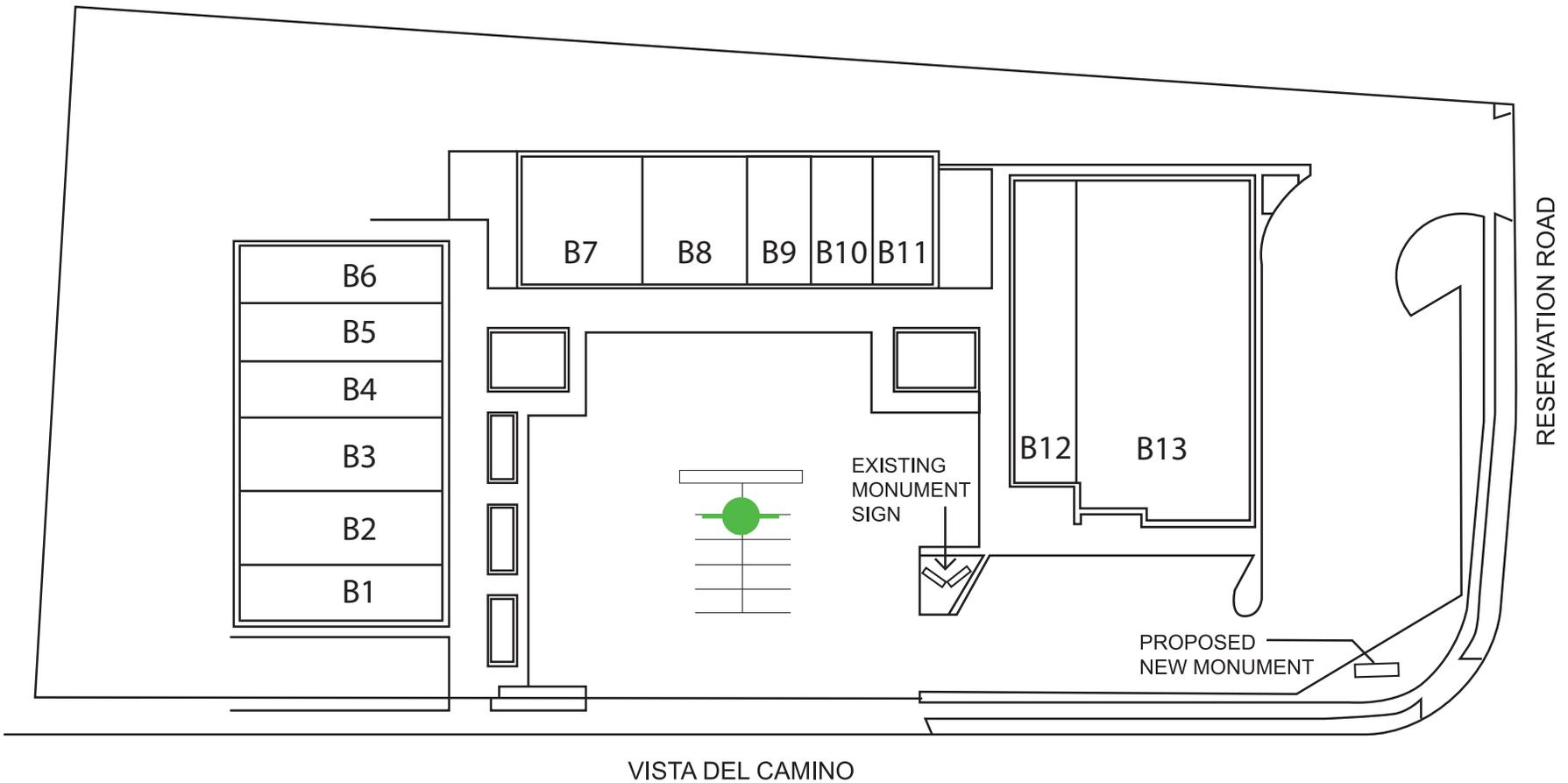




 LIGHT POLES THAT HAVE 2 BANNERS

# MARINA VILLAGE “A” LIGHT POLE BANNERS

NO SCALE



# MARINA VILLAGE “B” LIGHT POLE BANNERS

NO SCALE

## HANGING OR WALL ATTACHED BANNERS

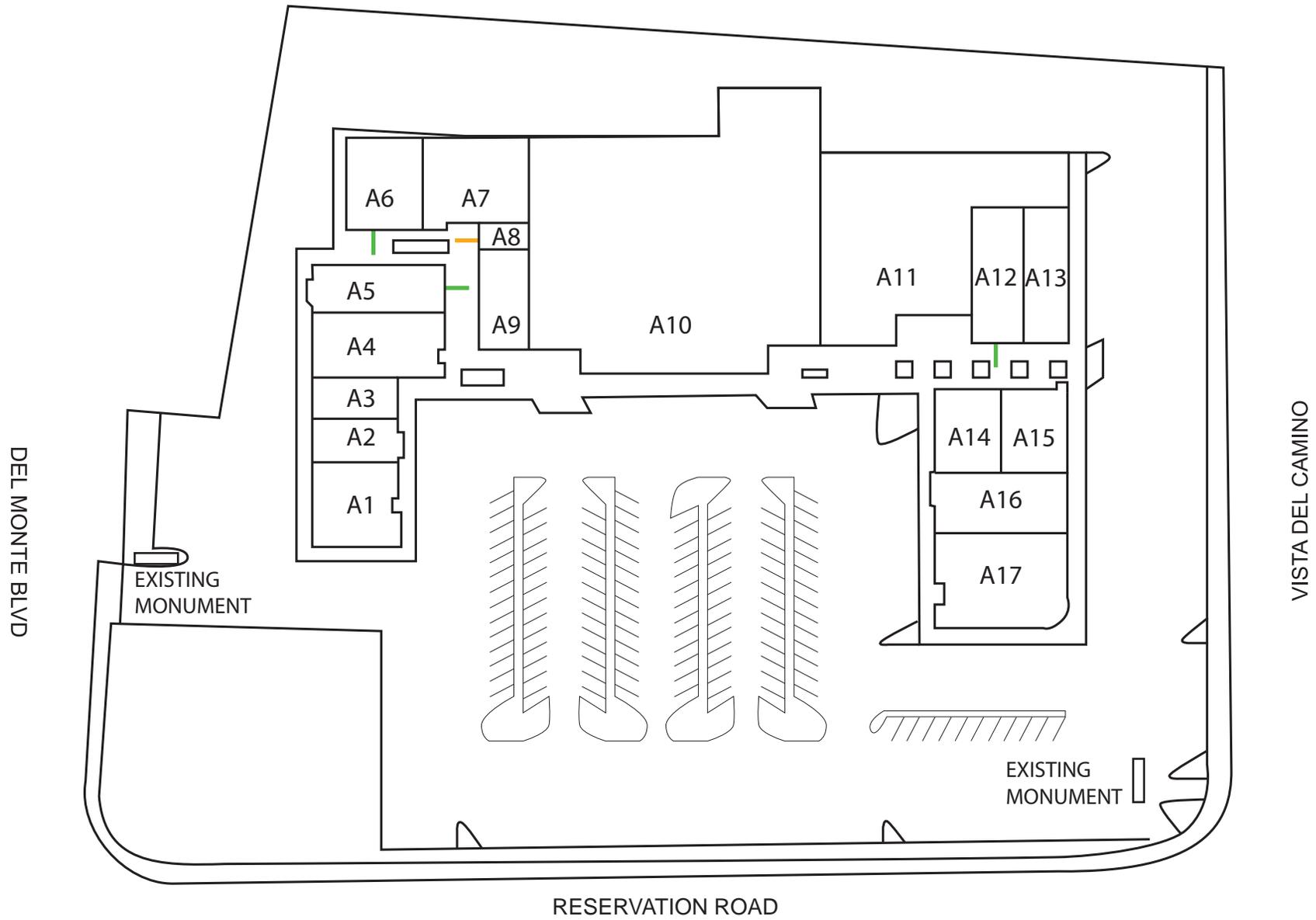
Any other banners would be allowed to be used by businesses temporarily as a business identification. Such as when a new tenant arrives to the center and would have to be replaced when the permanent sign is installed. These will be located above or on the side of the door measuring no more than 24" x 72".



**BLADE SIGNS**

Blade signs will only be used on businesses that are hard to view from the sidewalk and that are located in 'alleys' in the business complex. These blade signs will have a maximum size of 20" x 48" with a minimum clearance of 8' from the ground. May be externally illuminated by building lights.





- CURRENT BLADE SIGN LOCATION
- ALLOWED BLADE SIGN LOCATIONS

# MARINA VILLAGE “A” BLADE SIGNS

NO SCALE



VISTA DEL CAMINO

RESERVATION ROAD



— CURRENT BLADE SIGN LOCATION

# MARINA VILLAGE “B” BLADE SIGNS

NO SCALE



**MARINA VILLAGE “A” BLADE SIGNS**

NO SCALE



# MARINA VILLAGE “A” BLADE SIGNS

NO SCALE



**MARINA VILLAGE “A” BLADE SIGNS**

NO SCALE



# MARINA VILLAGE “B” BLADE SIGNS

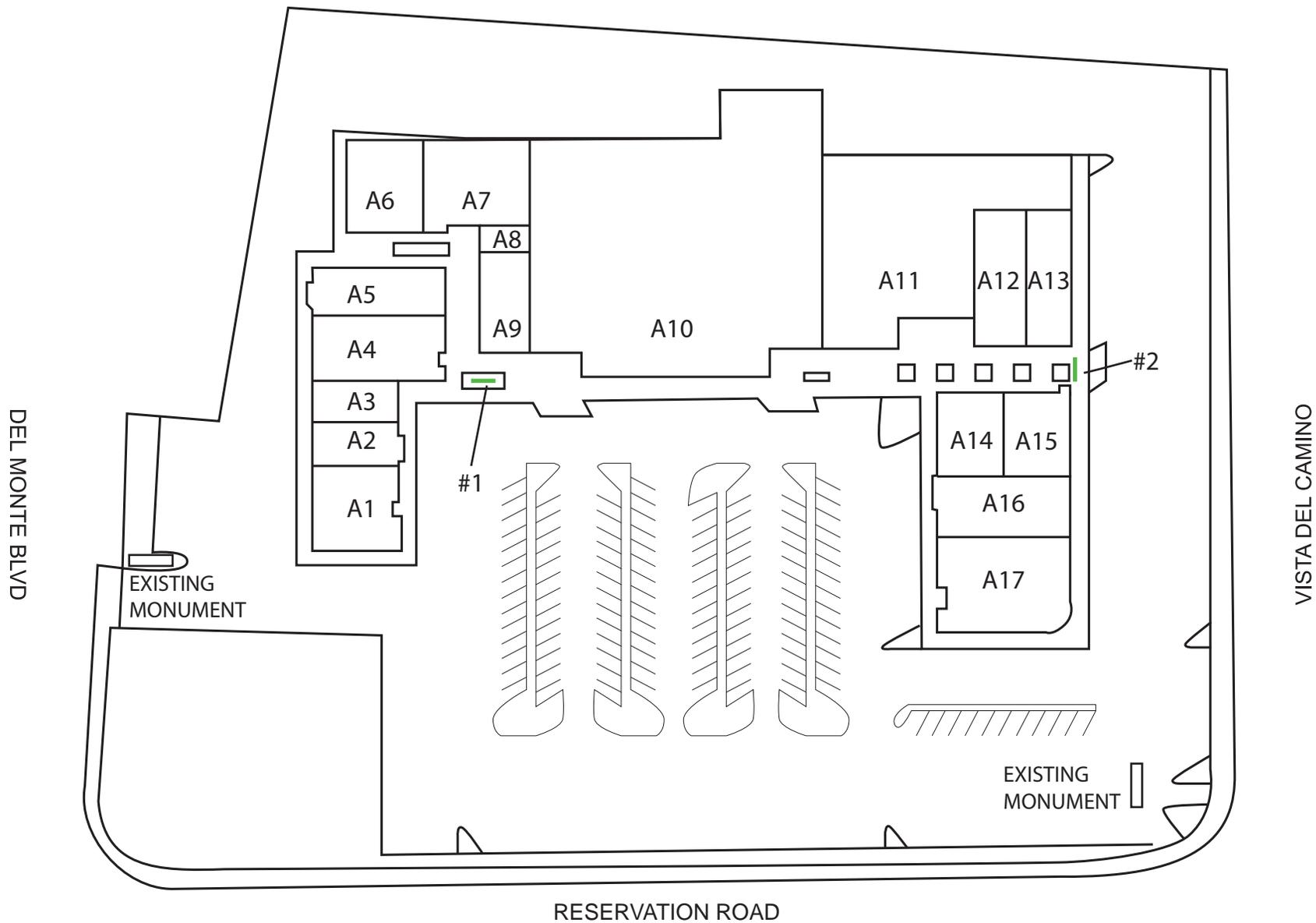
NO SCALE

## DIRECTIONAL SIGNS

Certain areas in the block may need to have directional signs to help identify business locations. These will be allowed in front of the same alleys as blade signs in A Block only.

Exact dimensions to be determined, but not to exceed directional sign limitations.





— DIRECTIONAL SIGN LOCATIONS

Both directional signs may be externally illuminated.

# MARINA VILLAGE “A” DIRECTIONAL SIGNS

NO SCALE



VISTA DEL CAMINO



# MARINA VILLAGE "B" DIRECTIONAL SIGNS

NO SCALE



# MARINA VILLAGE “A” DIRECTIONAL SIGNS

NO SCALE



# MARINA VILLAGE “A” DIRECTIONAL SIGNS

NO SCALE

## **WINDOW SIGN ALLOWANCES**

The city code specifies that window signs are allowed to cover maximum 50% of window space, and can stay up to 30 days. Usage of windows graphics will be more regulated by the property management.

## **NEON SIGNS**

Indoor neon signs are allowed at 3 ft. minimum distance behind windows. No external neon signs are planned to be used.



Example of current use of window and neon signs.

## **PROHIBITED SIGNS**

The implementation of the Master Sign Program will eliminate the need for unregulated signage, including signs that are prohibited. Such as:

- A. Portable Signs. Signs such as A-board or other such signs capable of standing without support or attachment to a structure or the ground.
- B. Animated Signs. Signs that involve animation, rotation, flashing, projections, scintillation, or any type of movement not including barber pole signs or time, date and temperature signs.
- C. Billboard Signs. Off-site advertising signs that are designed to direct attention to a business, commodity, service or entertainment, sold or offered elsewhere than on the premises or property on which the sign is located, not including temporary signs or banners that are approved by the city council and which are to be used for the purpose of advertising an event of general civic interest or that are to be used as temporary off-site directional signs as approved by the planning commission.
- D. Vehicle Signs. Signs that are attached to, painted on or placed on top of any vehicle, trailer or other means of conveyance, for the purpose of advertising a commercial enterprise not including signs attached to or painted on a vehicle for the primary purpose of identifying the ownership or use of the vehicle.
- E. Roof Signs. Signs that are attached to, supported by, mounted on or project above a roof or other architectural feature including, but not limited to mansards, parapets and the like.
- F. Projecting Signs. Signs that are suspended from or that are supported by a wall, building or structure and project more than three feet outward therefrom or signs that project into the public right-of-way. No provision contained herein shall be construed to prohibit the display or construction of freestanding signs.
- G. Characterization Signs. Signs characterizing a person, object, place, etc. (Zoning ordinance dated 7/94 (part), 1994)

Any other questions should be referred to city code 17.59 'Signs'.

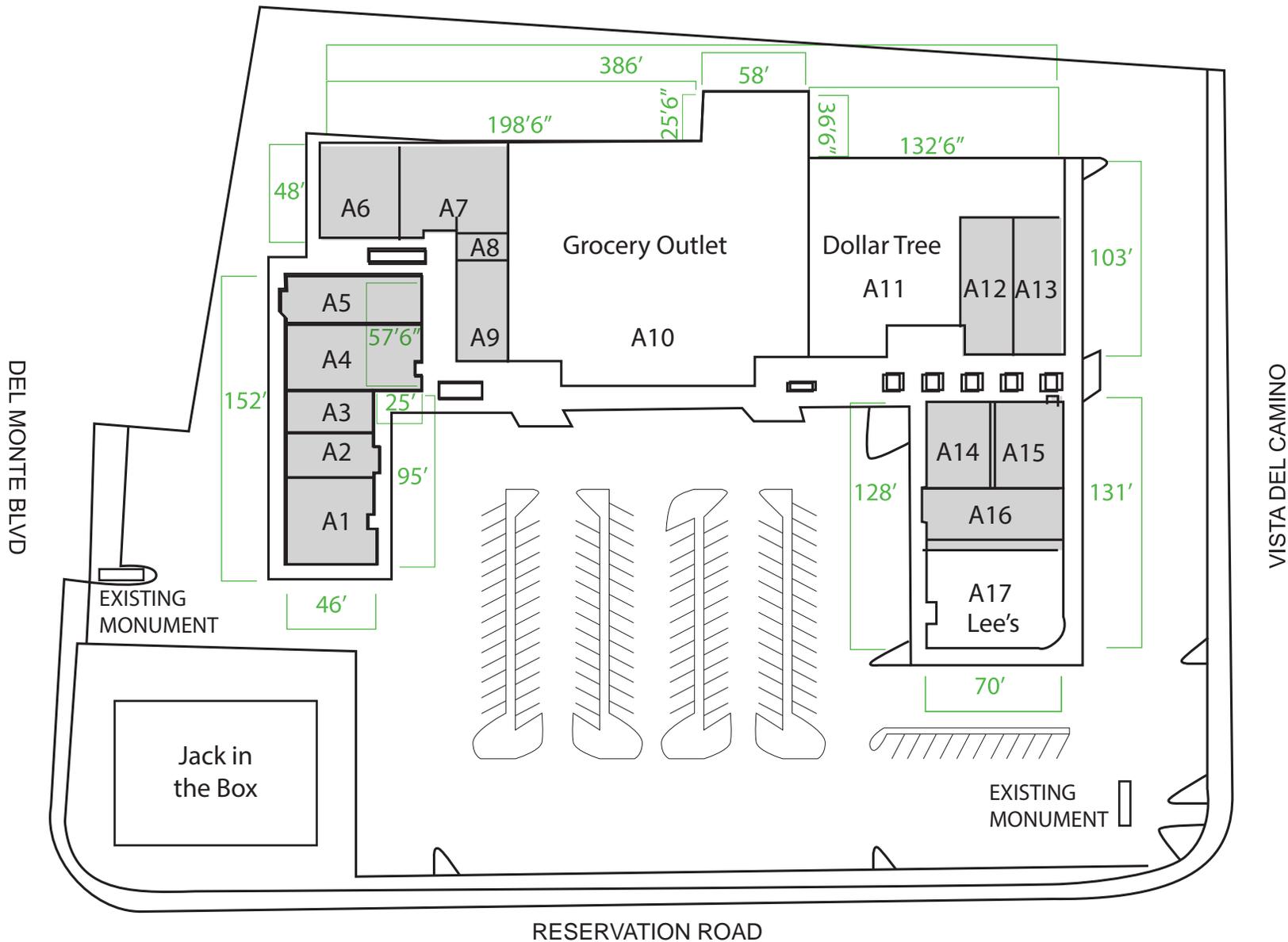
## EXEMPT BUSINESSES FROM THE MASTER SIGN PROGRAM

All business in the Marina Village complex will have to comply to the new Master Sign Program except for the following businesses:

- Grocery Outlet
- Dollar Tree
- Lee's Garden Restaurant
- Jack in the Box
- Wells Fargo

These businesses will not be applying the Master Sign Program of signs on the fascia, because they will be continuing the use of their existing signage.

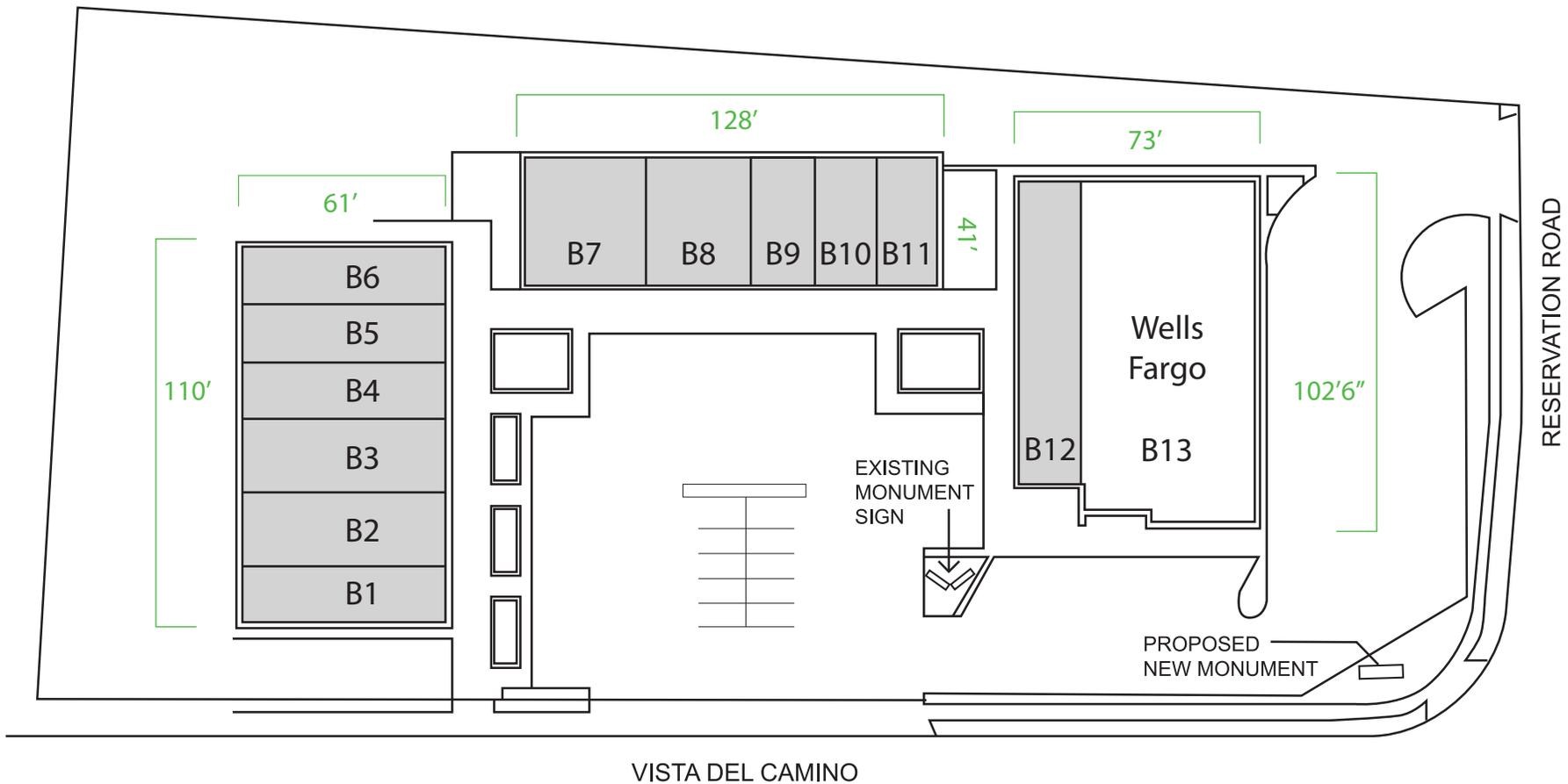




- BUSINESSES THAT ARE PART OF THE SIGN PROGRAM
- BUSINESSES EXEMPT FROM THIS PROGRAM

# MARINA VILLAGE “A” EXEMPT BUSINESSES

NO SCALE



- BUSINESSES THAT ARE PART OF THE SIGN PROGRAM
- BUSINESSES EXEMPT FROM THIS PROGRAM

# MARINA VILLAGE “B” EXEMPT BUSINESSES

NO SCALE

## MAIN BUSINESS FASCIA SIGNS PROJECT

The Master Sign Project will be completed in phases to ensure all proposals get done in a timely and cohesive manner. The main portion of the phases will be focused on the installation of businesses identification signs throughout Block A and Block B.

### PHASE 1

Remove old and temporary signs and install all fascia mounted signs in B Block. Install a new monument and remove the two old directional signs.

### PHASE 2

Update all signs in A Block in a similar manner to phase 1. Then install proposed blade signs and directional signs.



Block A

Block B



**MARINA VILLAGE**

**“A” CURRENT SIGNAGE**

NO SCALE



**MARINA VILLAGE**

**“A” CURRENT SIGNAGE**

**NO SCALE**



**MARINA VILLAGE**

**“A” CURRENT SIGNAGE**

**NO SCALE**



**MARINA VILLAGE**

**“B” CURRENT SIGNAGE**

NO SCALE



**MARINA VILLAGE**

**“B” CURRENT SIGNAGE**

NO SCALE



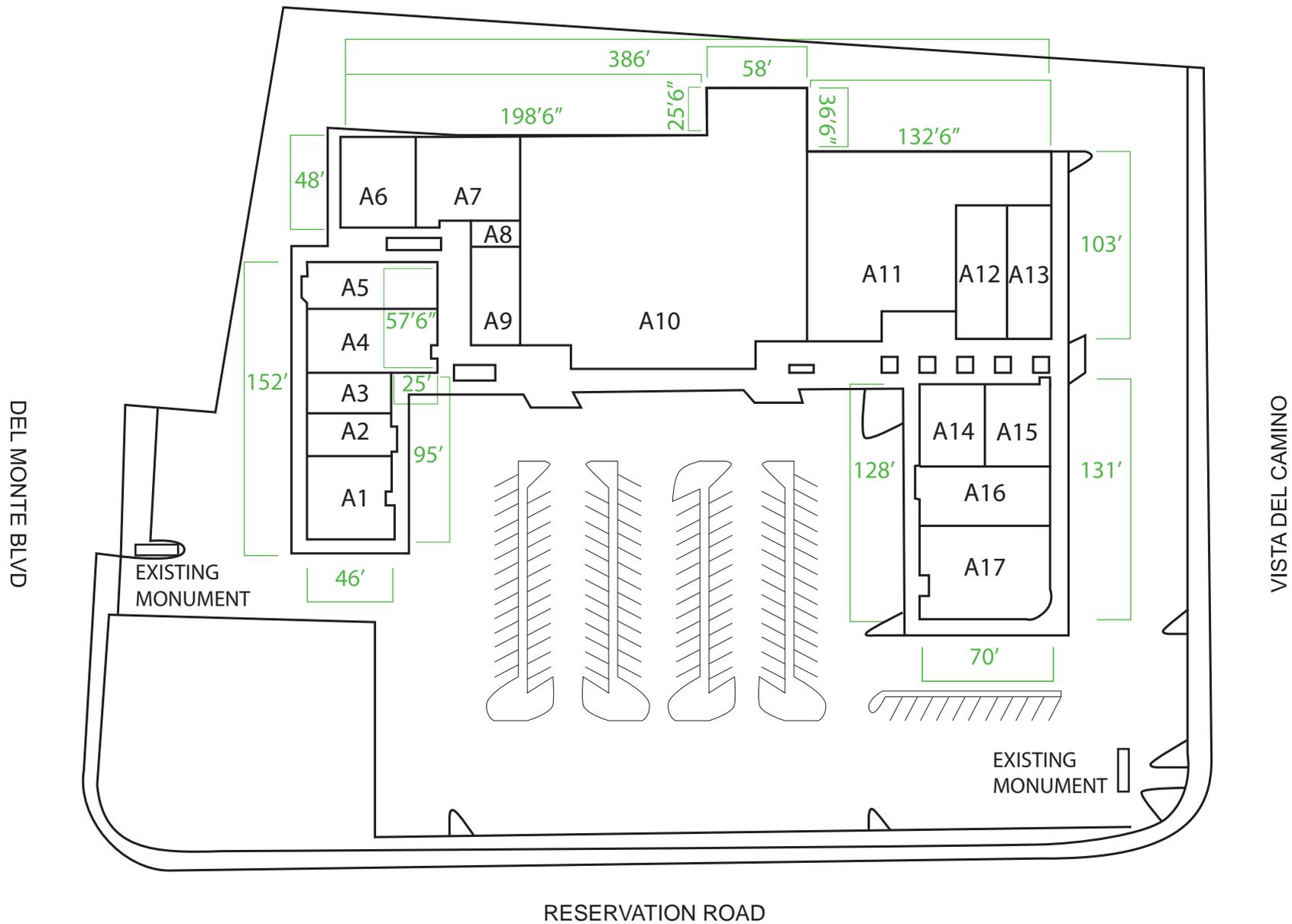
**MARINA VILLAGE**

**“B” CURRENT SIGNAGE**

NO SCALE

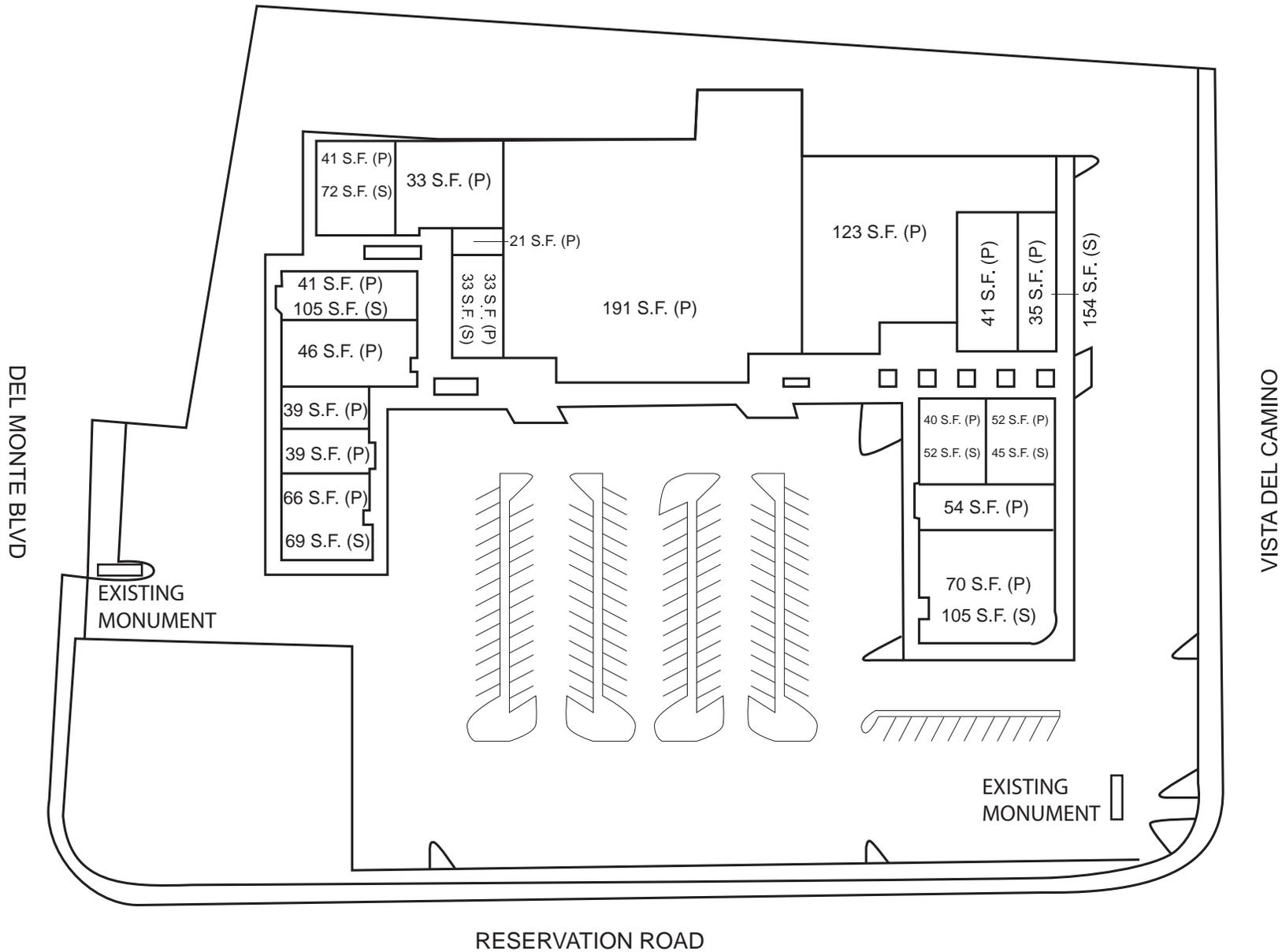
Signage Information

	BUSINESS	TYPE OF SIGN	LINEAR FEET	MAXIMUM SIGN SIZE	PROPOSED SIGN SIZE
A1	ROGER FOOD	PRIMARY	44 L.F.	66 S.F.	25 S.F.
	ROGER FOOD	SECONDARY	46 L.F.	69 S.F.	
A2	A PLUS WATER	PRIMARY	26 L.F.	39 S.F.	25 S.F.
A3	MECCA DELICATESSEN	PRIMARY	26 L.F.	39 S.F.	25 S.F.
A4	MARINA VILLAGE	PRIMARY	30'6" L.F.	46 S.F.	25 S.F.
A5	NEW BUSINESS	PRIMARY	27 L.F.	41 S.F.	25 S.F.
		SECONDARY	70 L.F.	105 L.F.	
A6	NEW BUSINESS	PRIMARY	27 L.F.	41 S.F.	25 S.F.
		SECONDARY	48 L.F.	72 S.F.	
A7	CLEANERS	PRIMARY	22 L.F.	33 S.F.	25 S.F.
A8	HOME LOANS	PRIMARY	14 L.F.	21 S.F.	15 S.F.
A9	BEAUTY SALON	PRIMARY	22 L.F.	33 S.F.	25 S.F.
		SECONDARY	25 L.F.	33 S.F.	
A10	GROCERY OUTLET	PRIMARY	127'6" L.F.	191 S.F.	NO CHANGE
A11	DOLLAR TREE	PRIMARY	82 L.F.	123 S.F.	NO CHANGE
A12	TAEKWANDO	PRIMARY	27 L.F.	41 S.F.	25 S.F.
A13	NEW BUSINESS	PRIMARY	23'6" L.F.	35 S.F.	25 S.F.
		SECONDARY	103 L.F.	154 S.F.	
A14	MEDICAL GROUP	PRIMARY	35 L.F.	52 S.F.	25 S.F.
		SECONDARY	27 L.F.	40 S.F.	
A15	NOODLE BAR	PRIMARY	27 L.F.	40 S.F.	25 S.F.
		SECONDARY	35 L.F.	52 S.F.	
A16	PRINTING	PRIMARY	36 L.F.	54 S.F.	25 S.F.
A17	LEE'S GARDEN	PRIMARY	47 L.F.	70 S.F.	25 S.F.
		SECONDARY	70 L.F.	105 S.F.	



# MARINA VILLAGE "A" BUILDING NUMBER KEY

NO SCALE



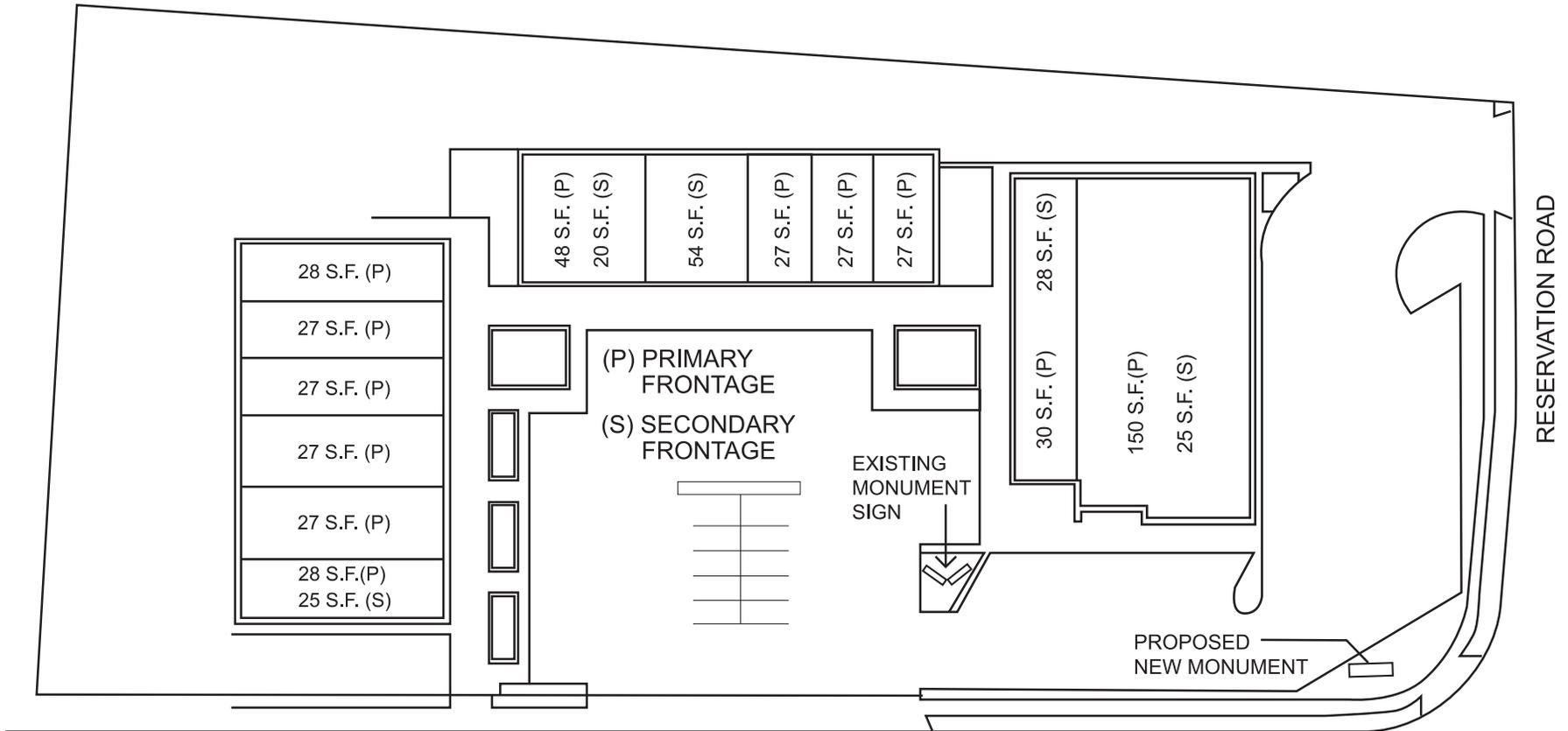
**MARINA VILLAGE “A” MAXIMUM SIGNAGE SIZES NO SCALE**

## Signage Information

	BUSINESS	TYPE OF SIGN	LINEAR FEET	MAXIMUM SIGN SIZE	PROPOSED SIGN SIZE
B1	NEW TOKYO	PRIMARY	18'6" L.F.	28 S.F.	25 S.F.
	NEW TOKYO	SECONDARY	16.' L.F.	25 S.F.	
B2	CLEANERS	PRIMARY	28'6" L.F.	42 S.F.	25 S.F.
B3	ALTERATIONS	PRIMARY	35'6" L.F.	53 S.F.	25 S.F.
B4	LUXURY NAILS	PRIMARY	17'6" L.F.	26 S.F.	21 S.F.
B5	NEW BUSINESS	PRIMARY	17'6" L.F.	26 S.F.	21 S.F.
B6	HAWAIIAN BBQ	PRIMARY	18'6" L.F.	28 S.F.	25 S.F.
B7	NEW BUSINESS	PRIMARY	32' L.F.	48 S.F.	21 S.F.
	NEW BUSINESS	SECONDARY	13' L.F.	20 S.F.	
B8	MARINA SPIRIT SMOKE SHOP	PRIMARY	36' L.F.	54 S.F.	25 S.F.
B9	AMBASSADORS	PRIMARY	18' L.F.	27 S.F.	21 S.F.
B10	TECHNO LOCK	PRIMARY	18' L.F.	27 S.F.	21 S.F.
B11	JENNY'S HAIR	PRIMARY	19' L.F.	28 S.F.	25 S.F.
B12	OTTER BAR	PRIMARY	20 L.F.	30 S.F.	No proposed change at this time
	OTTER BAR	SECONDARY	18.67 L.F.	28 S.F.	
B13	WELLS FARGO	PRIMARY	102'6" L.F.	153 S.F.	No proposed change at this time
	WELLS FARGO	SECONDARY	52' L.F.	78 S.F.	



**MARINA VILLAGE “B” BUILDING NUMBER KEY** NO SCALE



VISTA DEL CAMINO

RESERVATION ROAD



**MARINA VILLAGE "B" MAXIMUM SIGNAGE SIZES NO SCALE**



**MARINA VILLAGE** PROPOSED SIGN CONCEPT NO SCALE

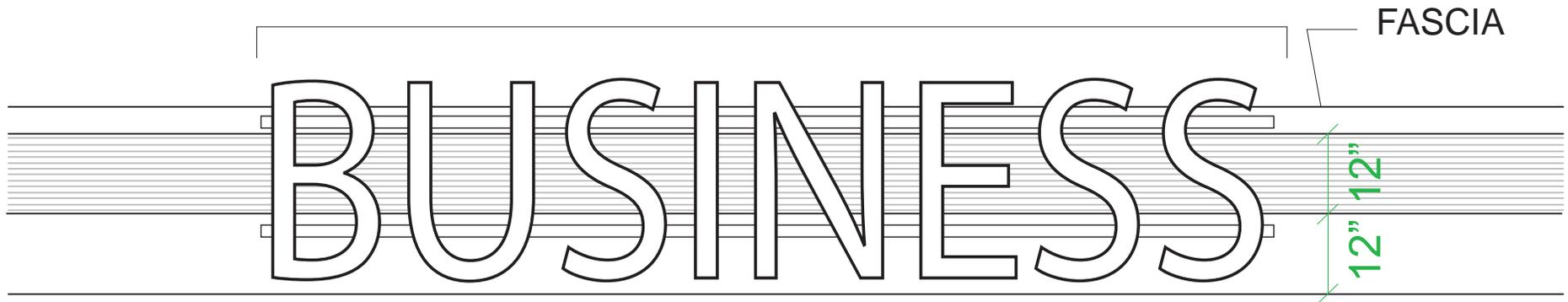


**MARINA VILLAGE** PROPOSED SIGN CONCEPT NO SCALE



**MARINA VILLAGE** PROPOSED SIGN CONCEPT NO SCALE

VARIED 6'0" TO 14'0"



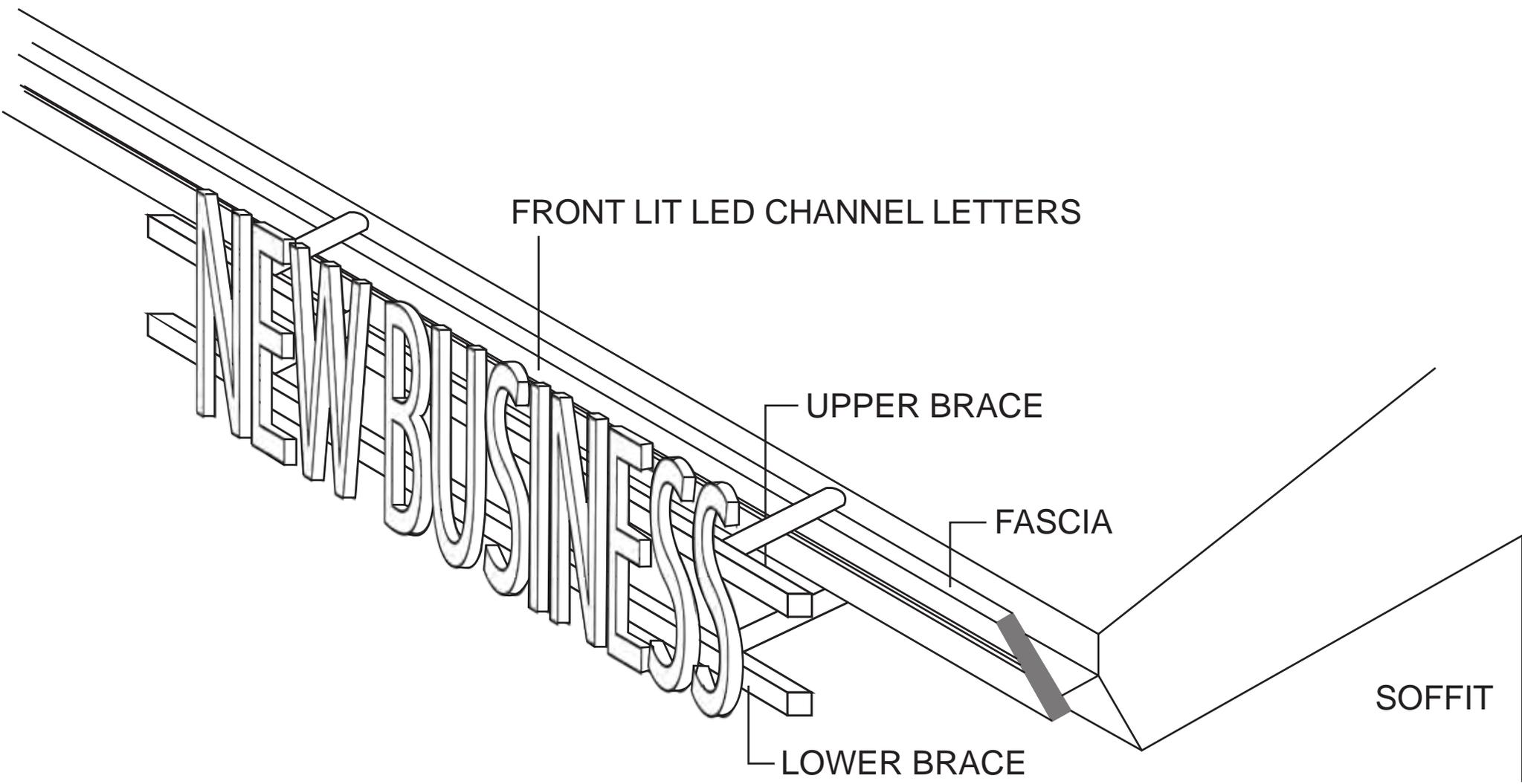
MIN. 24" FROM LIMIT OF  
TENANT FRONTAGE

LED CHANNEL LETTERS:  
THICKNESS WILL DEPEND ON TYPE OF ILLUMINATION,  
e.g. FRONT LIT OR BACK LIT. NOT TO EXCEED 5"

**MARINA VILLAGE**

SIGN PROPORTIONS

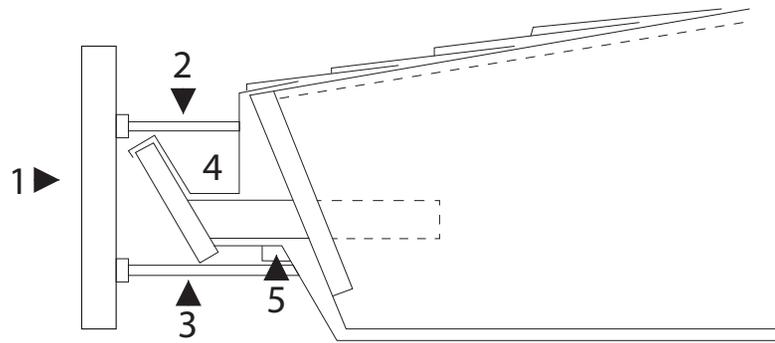
SCALE - 1/2"=1'0"



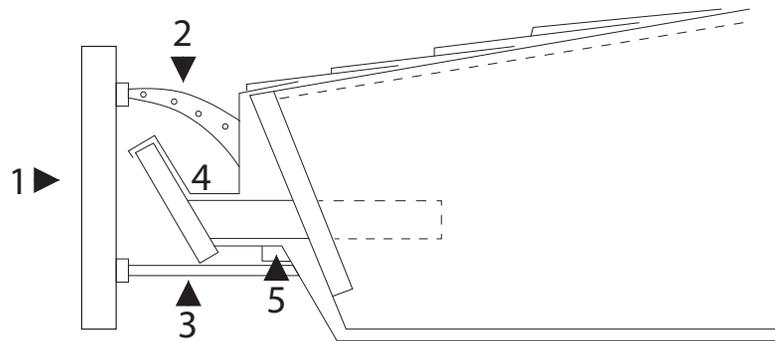
**MARINA VILLAGE**

ISOMETRIC

SCALE - 1"=1'0"



- 1- SIGN
- 2- UPPER BRACE
- 3- LOWER BRACE WITH AN ELECTRIC CABLE
- 4- GUTTER
- 5- LIGHT CHANNEL



- 1- SIGN
- 2- UPPER ART BRACE
- 3- LOWER BRACE WITH AN ELECTRIC CABLE
- 4- GUTTER
- 5- LIGHT CHANNEL

# MARINA VILLAGE SECTION

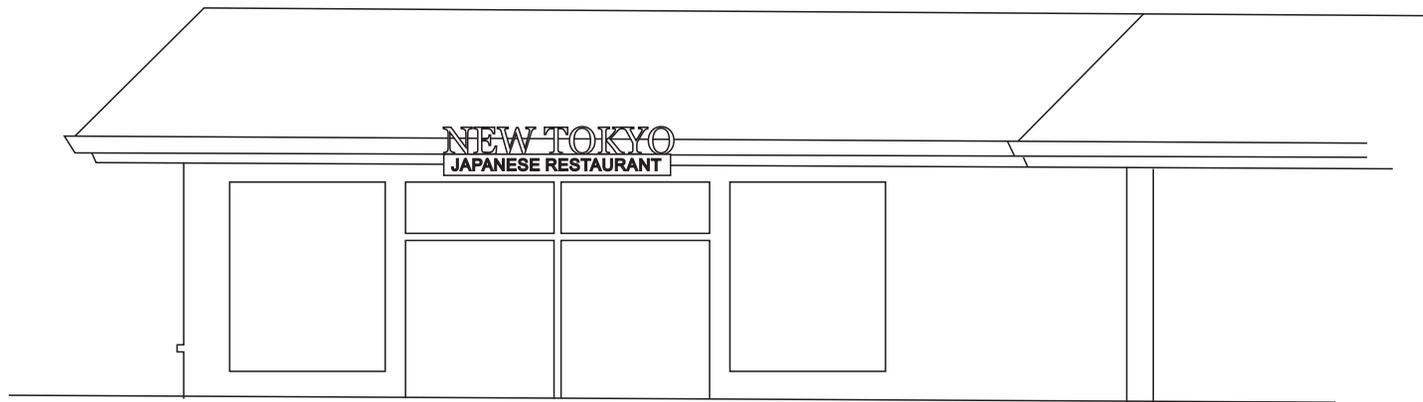
SCALE - 1"=1'0"

10'0"



SIGN ELEVATION

SCALE - 1/2"=1'0"

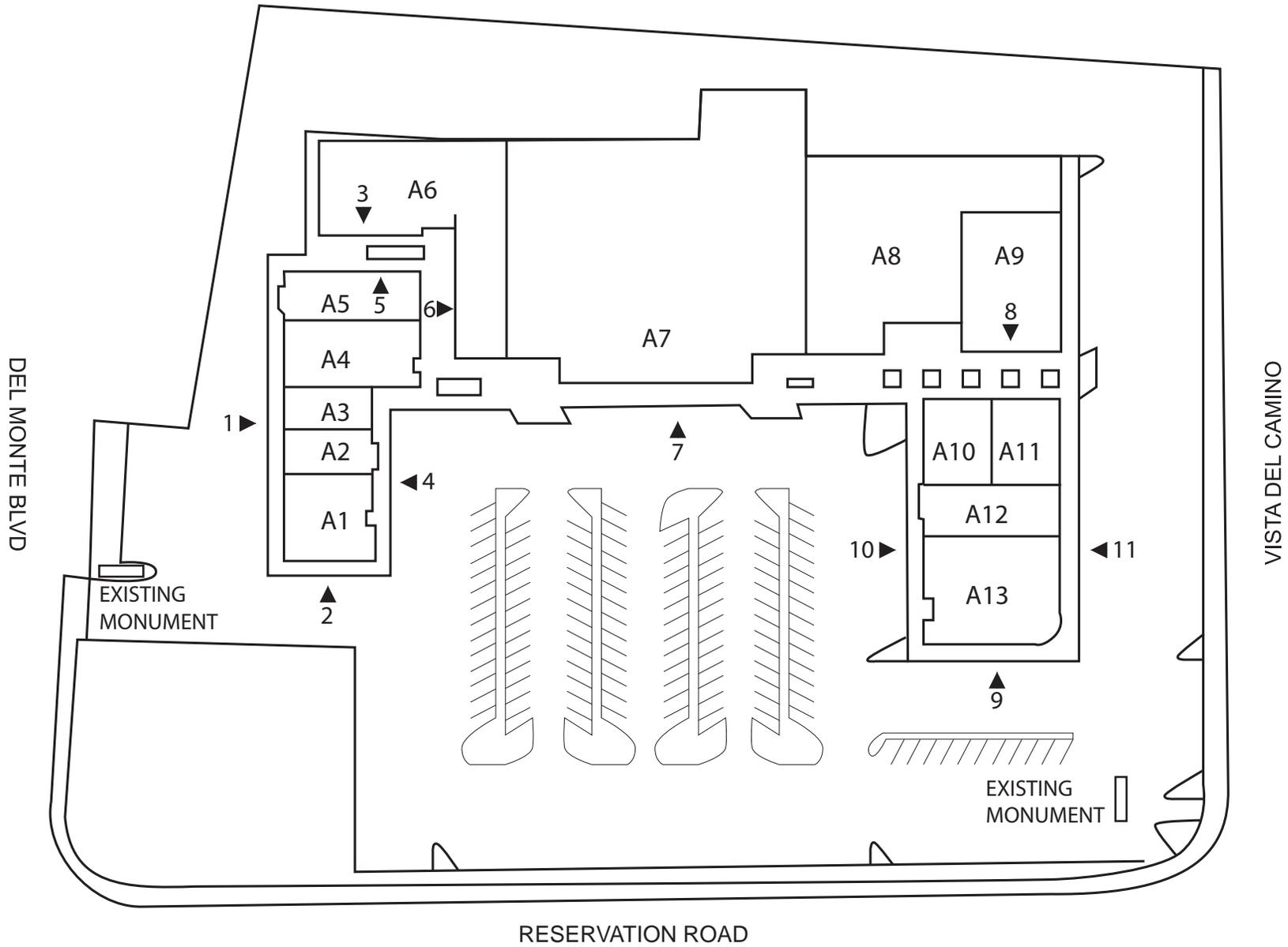


BUILDING ELEVATION

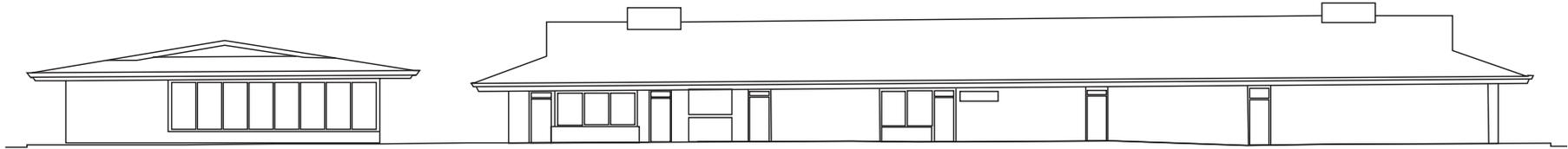
SCALE - 1/8"=1'0"

**MARINA VILLAGE**

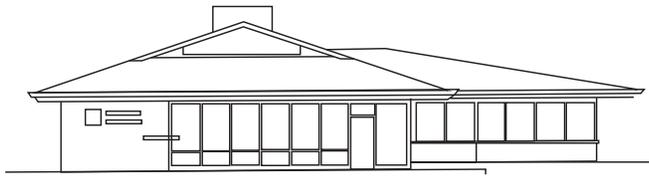
**NEW TOKYO SIGN PROPOSAL**



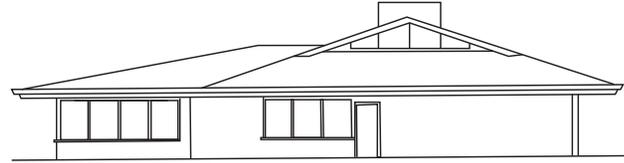
# ELEVATIONS "A"



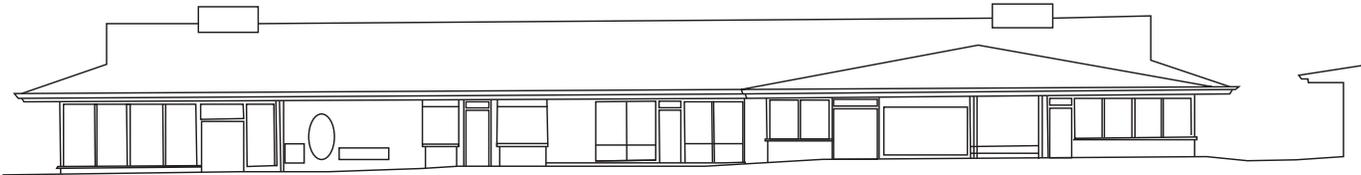
ELEVATION A1



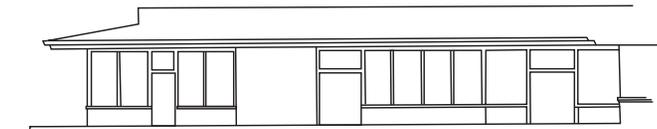
ELEVATION A2



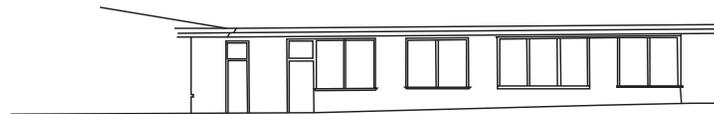
ELEVATION A3



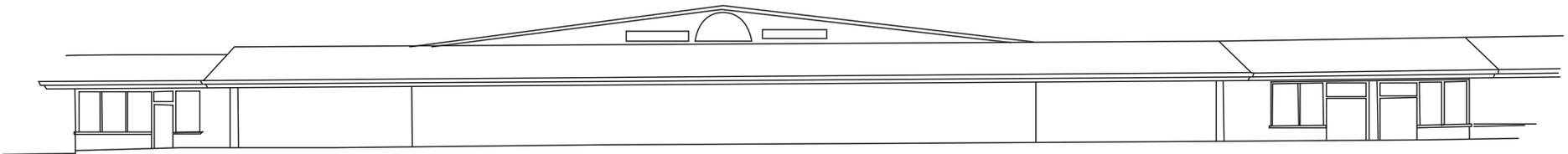
ELEVATION A4



ELEVATION A5



ELEVATION A6

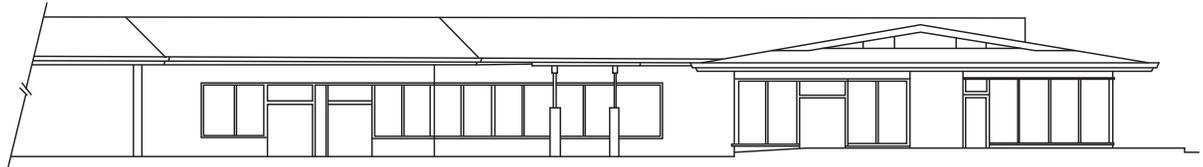


ELEVATION A7

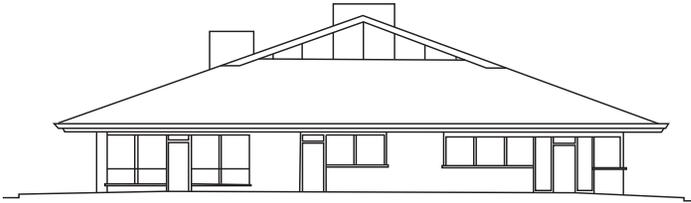
# MARINA VILLAGE

# ELEVATIONS "A"

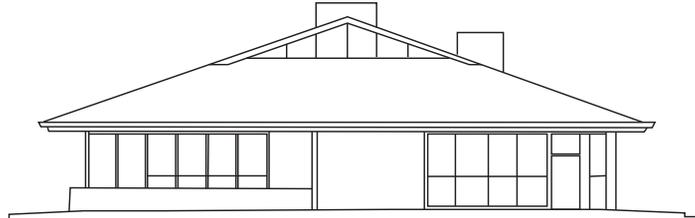
NO SCALE



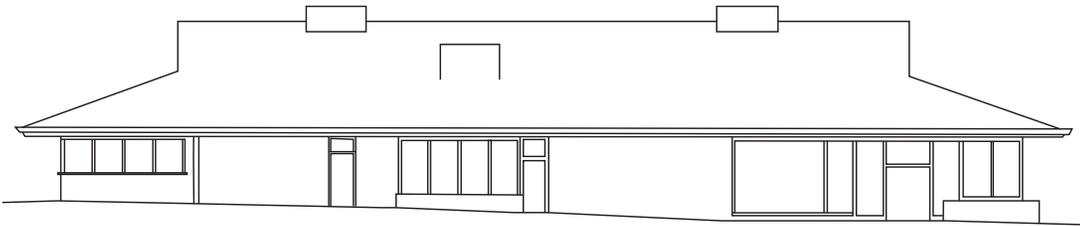
ELEVATION A7



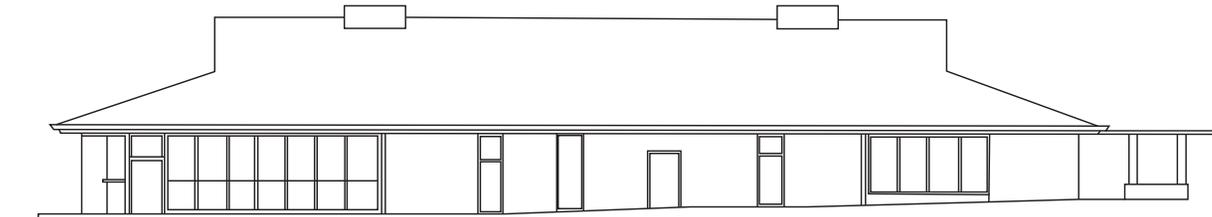
ELEVATION A8



ELEVATION A9



ELEVATION A10



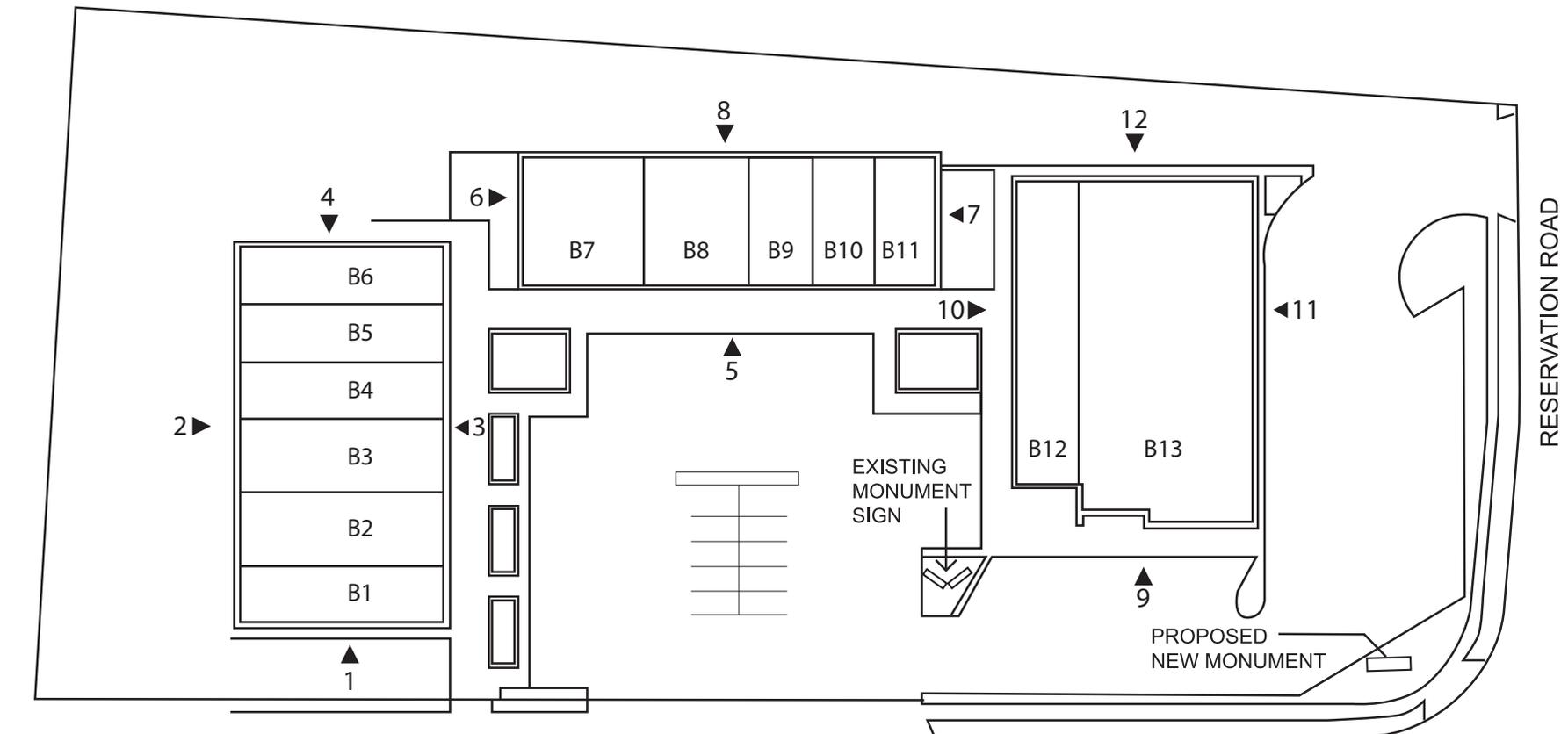
ELEVATION A11



# MARINA VILLAGE

# ELEVATIONS "A"

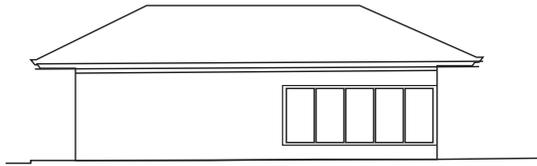
NO SCALE



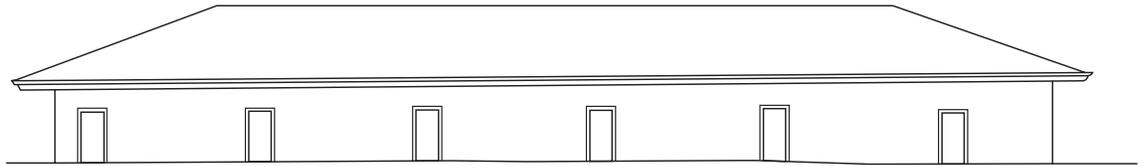
VISTA DEL CAMINO

RESERVATION ROAD

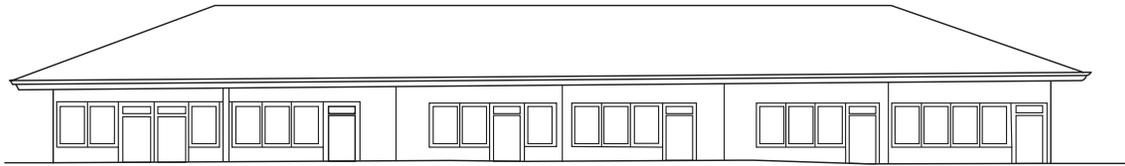
# ELEVATIONS "B"



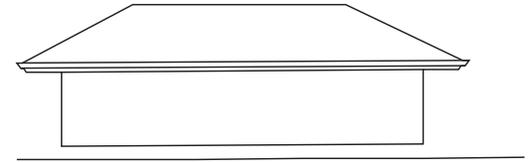
ELEVATION B1



ELEVATION B2



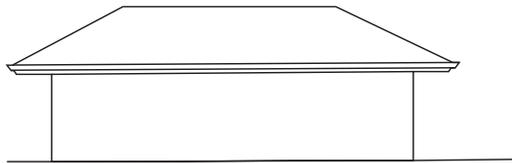
ELEVATION B3



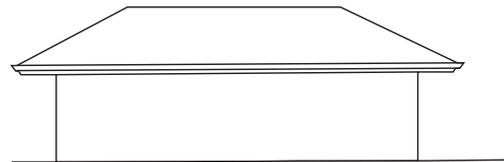
ELEVATION B4



ELEVATION B5



ELEVATION B6

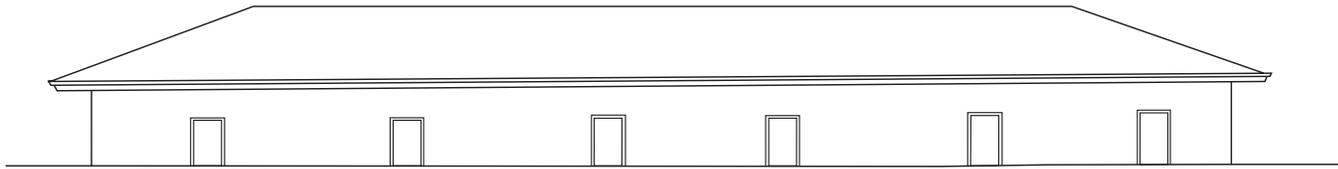


ELEVATION B7

# MARINA VILLAGE

## ELEVATIONS "B"

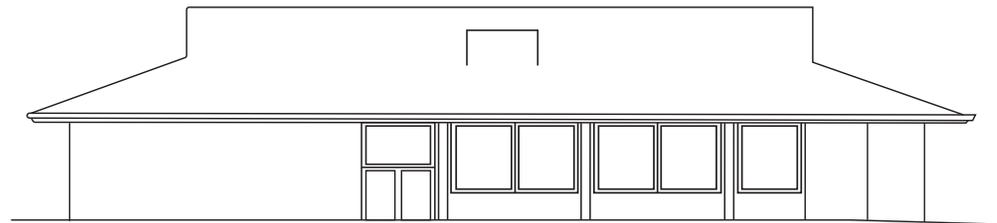
NO SCALE



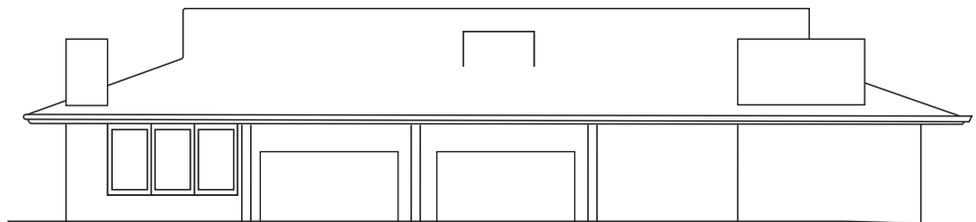
ELEVATION B8



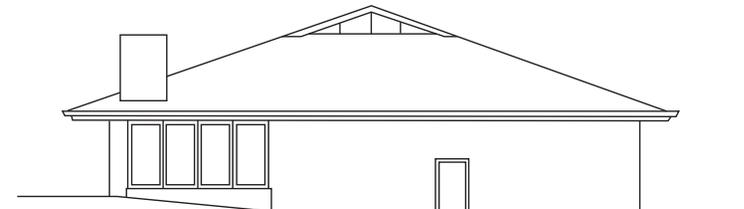
ELEVATION B9



ELEVATION B10



ELEVATION B11



ELEVATION B12

# MARINA VILLAGE

## ELEVATIONS "B"

NO SCALE

# MARINA VILLAGE SHOPPING CENTER

MARINA , CALIFORNIA

## MASTER SIGNAGE PROGRAM

APRIL 2, 1990

CITY OF MARINA  
DESIGN REVIEW BOARD

Action APPROVED BY STAFF AS PER  
Date ~~2/22/90~~ DRS WITH . MARCH 22, 1990  
Signature *James J. Fisher*

Richard Murray Associates  
Landscape Architects  
Environmental Planners  
1000 Eighth at  
Camino Aguajito, Suite 200  
Monterey, CA 93940  
Phone (408) 646-0900



A.S.L.A.

**MARINA VILLAGE SHOPPING CENTER  
MARINA, CALIFORNIA**

**MASTER SIGNAGE PROGRAM**

**INTENT**

Marina Village Shopping Center is developing a master signage program to establish an overall continuity of design and color through the Center. The intent of the program is to serve both as guidelines for new Tenants' signage, and as an incentive for existing Tenants' signs to conform to an overall uniform quality. The signage program is also intended to promote business by increasing identity and visibility of the stores, and to bring the Center together as one of the major shopping facilities in Marina.

**EXISTING CONDITIONS**

The shopping center was designed as a low ranch-style facility with a wide overhang and narrow fascia detail. This architecture allows for signs to be placed in a more random manner on the buildings, which has occurred during the past twenty years. There are signs above doors, on walls, on and below the fascia, and on the roof. This new master sign program will attempt to develop continuity in color, materials and placement of future signs.

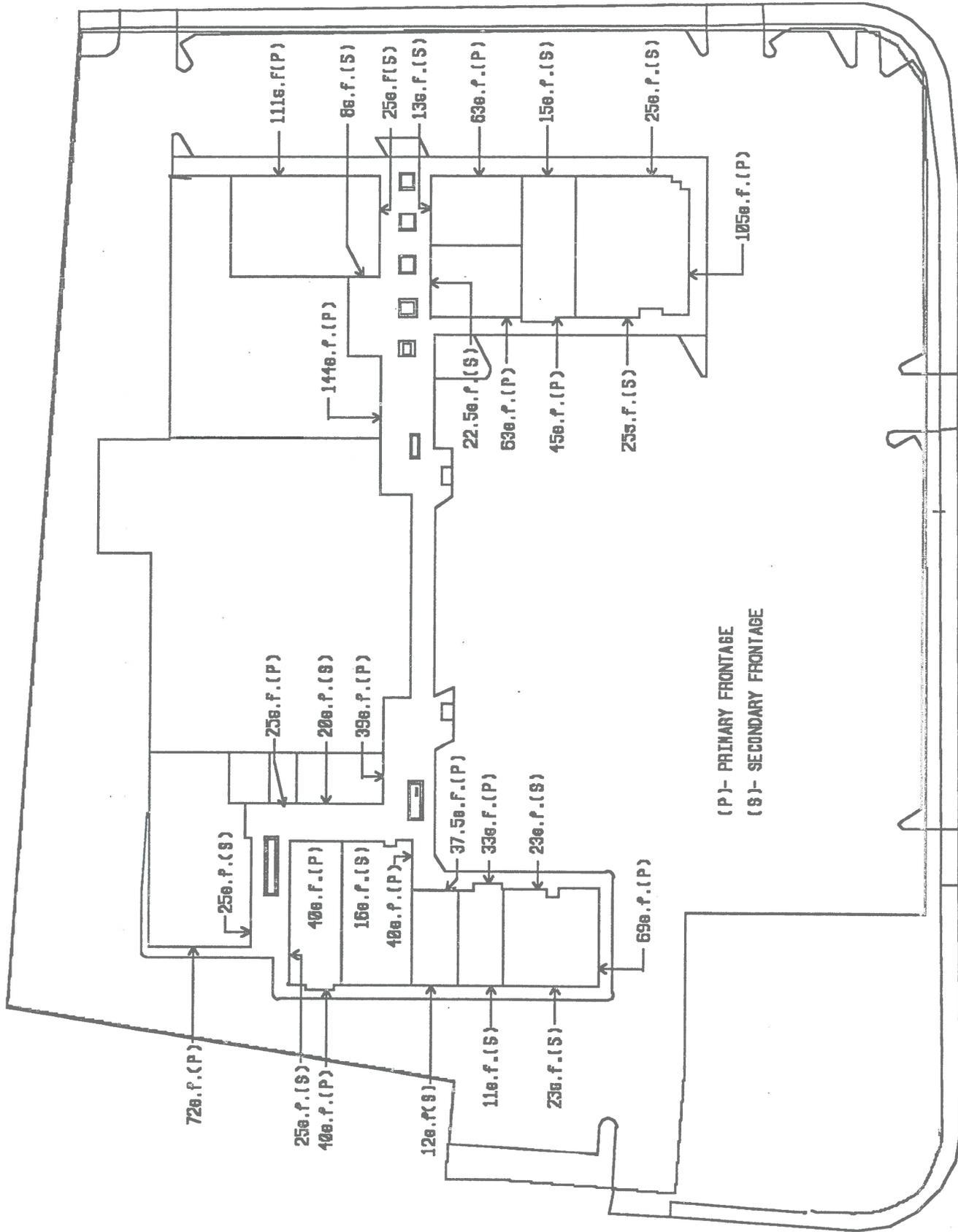
**MATERIALS**

Signage will be fascia-mounted as shown on the following drawings. Sizes will vary depending on the needs of the Tenants, but a minimum and maximum size will be established.

The color scheme of the signs will be continued along the fascia. Two colors are proposed for the program. The upper half of the sign cabinet and fascia is Sherwin- Williams #SW2348, Yellow Corn and the lower portion is #SW1594, Pink Hibiscus. Lower brace and sign back also to be painted Pink Hibiscus. Upper brace and sign back should be painted #SW2036, Pelican Tan. The Yellow Corn color will be carried through to the fascia along the roof gables.

Signs are to be backlighted Lexan panels, with the Tenant's signage needs to be adapted to the new format.

Three monument signs are proposed for this program. The main monument signs are to be installed in the same location as the existing signs. An additional sign is to be located at the eastern portion of the shopping center on Vista del Camino. The signs will conform to the program with the use of colors noted above.

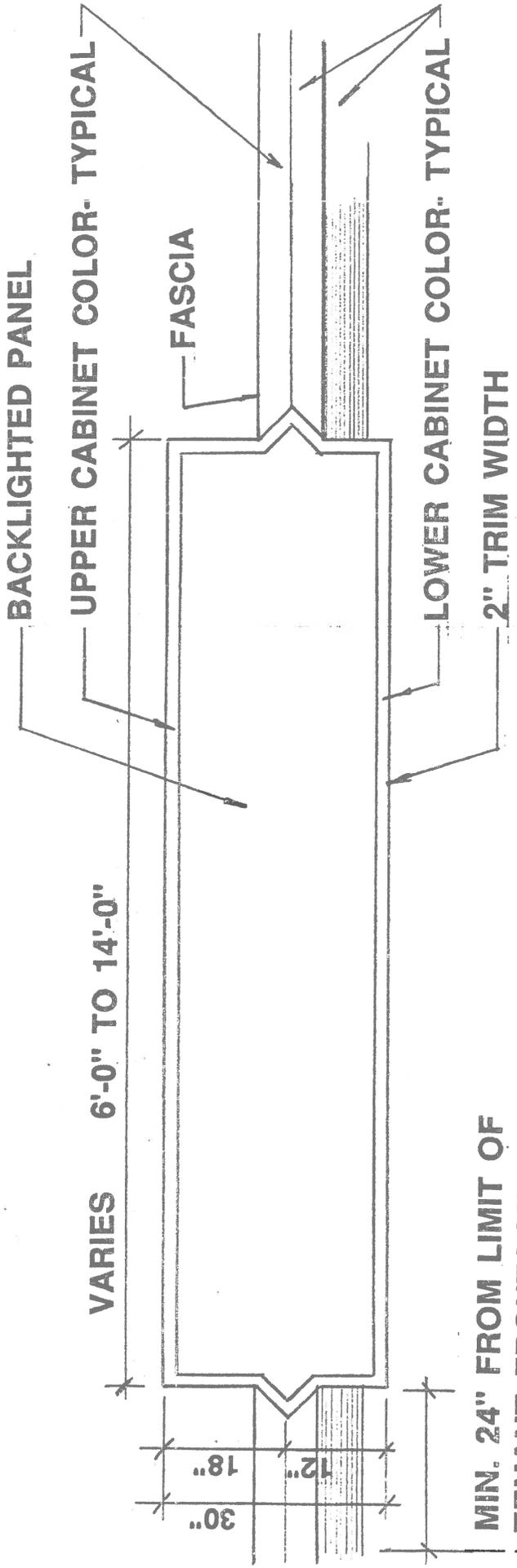


(P) - PRIMARY FRONTAGE  
 (S) - SECONDARY FRONTAGE

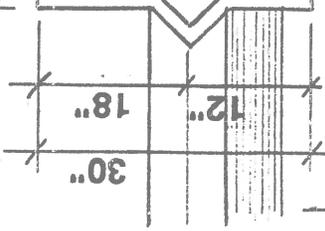
# MARINA VILLAGE- MAXIMUM SIGNAGE SIZES

NO SCALE

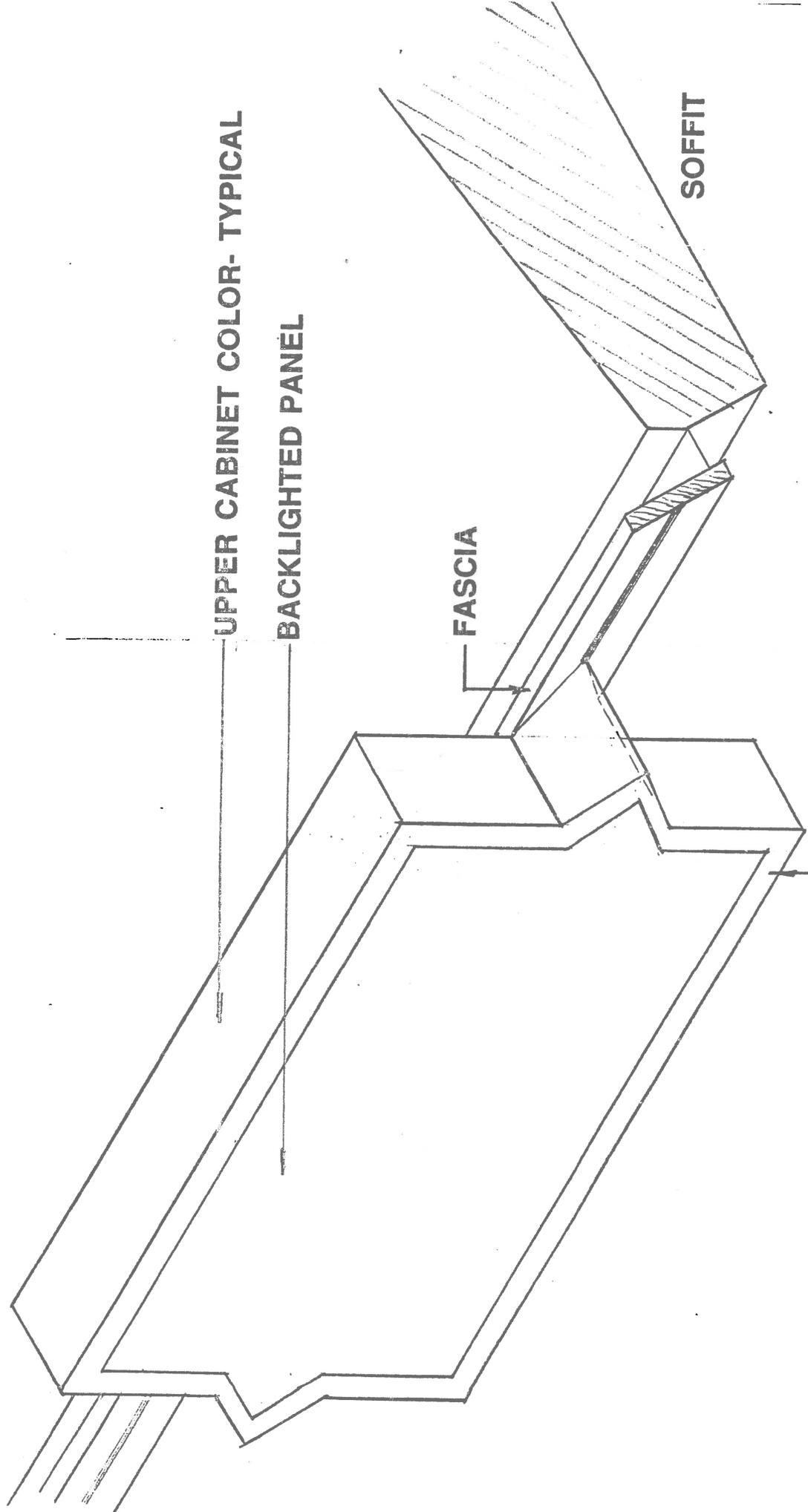




VARIES 6'-0" TO 14'-0"



MIN. 24" FROM LIMIT OF  
TENANT FRONTAGE



UPPER CABINET COLOR- TYPICAL  
BACKLIGHTED PANEL

FASCIA

SOFFIT

LOWER CABINET COLOR- TYPICAL

MARINA VILLAGE ISOMETRIC

SCALE 1"=1'-0"

7"-8" MIN. CABINET THICKNESS

GUTTER WITH 2"x10" FASCIA

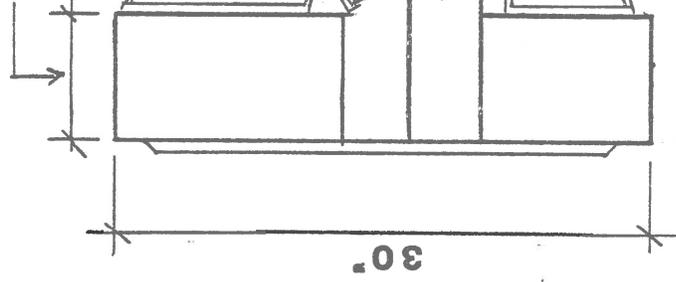
RAFTER

3/4" TRIANGULAR  
EXTRUDED ALUMINUM TRIM

SOFFIT

LIGHT CHANNEL

UPPER & LOWER BRACES

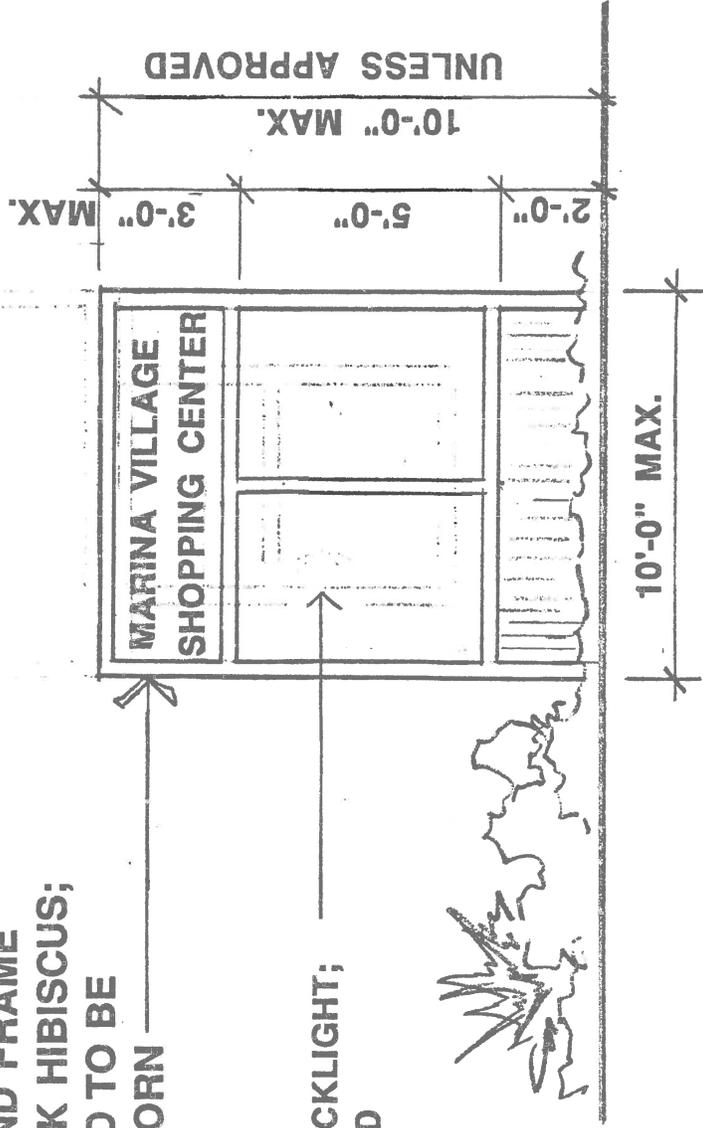


# MARINA VILLAGE- SECTION

SCALE 1"=1'-0"

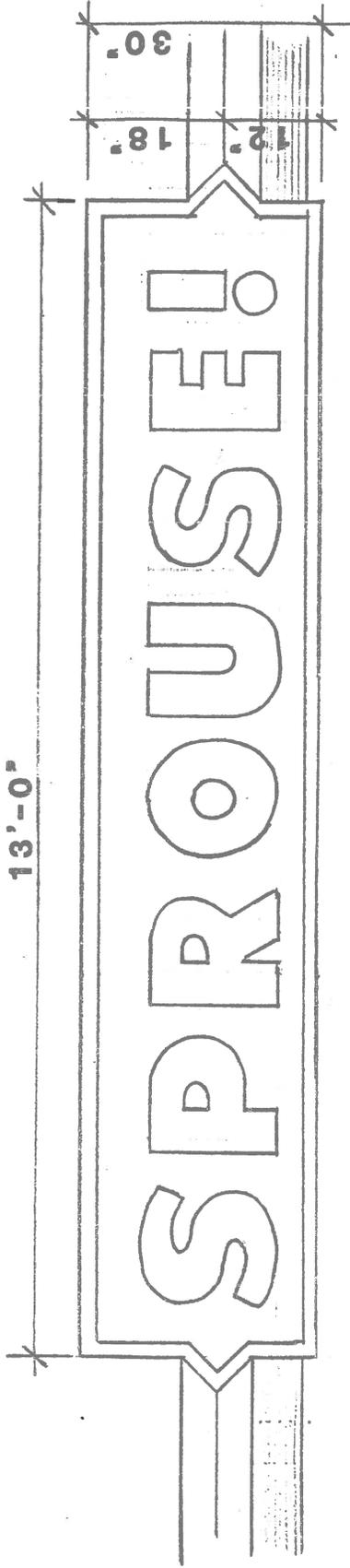
**PROPOSED MONUMENT SIGN-  
METAL SUPPORT AND FRAME  
TO BE PAINTED PINK HIBISCUS;  
WOOD BACKGROUND TO BE  
PAINTED YELLOW CORN**

**READER BOARDS- BACKLIGHT;  
FINAL SIZE AS REQUIRED  
BY TENANTS**



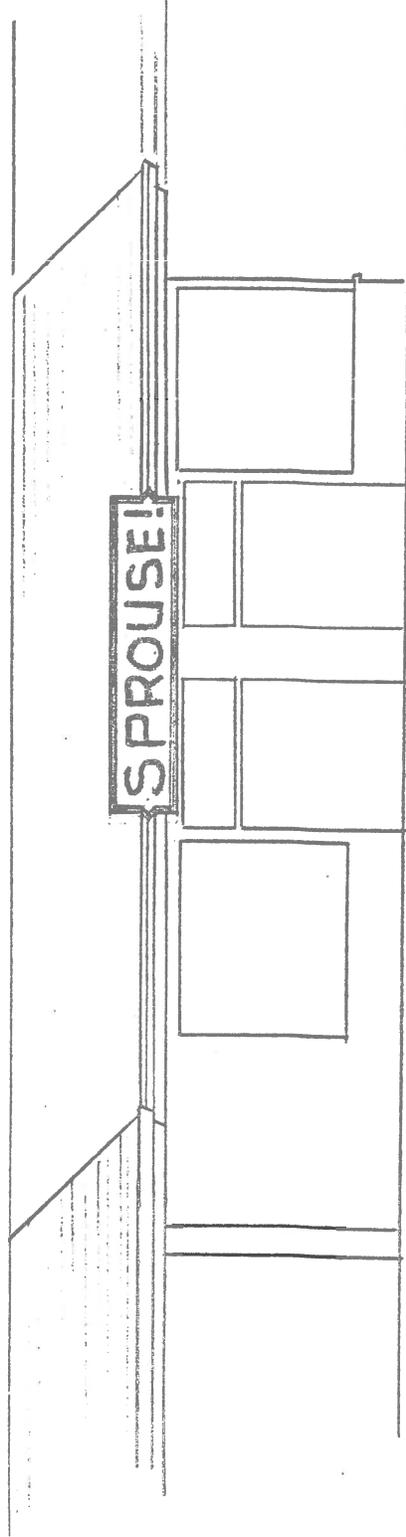
**MARINA VILLAGE- MAIN MONUMENT SIGN**

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



**SIGN ELEVATION**

SCALE- 1/2"=1'-0"



**BUILDING ELEVATION**

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

**MARINA VILLAGE- SPROUSE! SIGN PROPOSAL**

EXISTING SIGNAGE

DATE: FEB 11/10  
 SCALE: AS SHOWN  
 DRAWN BY: KJM  
 CHECKED BY: [blank]  
 REVISIONS: [blank]

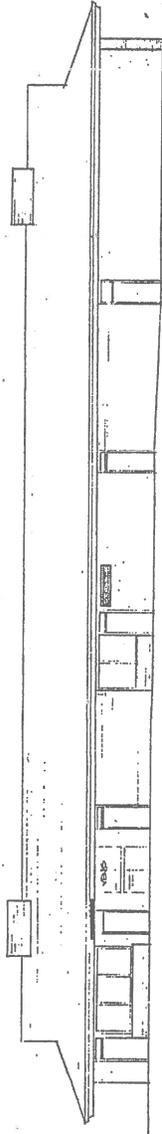
THIS PLAN IS TO BE USED IN CONJUNCTION WITH THE LANDSCAPE ARCHITECTURE PLAN AND THE SIGNAGE PLAN. THE LANDSCAPE ARCHITECTURE PLAN AND THE SIGNAGE PLAN ARE THE PRIMARY REFERENCE FOR THE LOCATION AND DESIGN OF THE SIGNAGE. THIS PLAN IS NOT TO BE USED TO DETERMINE THE EXACT LOCATION OF THE SIGNAGE. THE LANDSCAPE ARCHITECTURE PLAN AND THE SIGNAGE PLAN ARE THE PRIMARY REFERENCE FOR THE LOCATION AND DESIGN OF THE SIGNAGE. THIS PLAN IS NOT TO BE USED TO DETERMINE THE EXACT LOCATION OF THE SIGNAGE.

MARINA VILLAGE SHOPPING CENTER

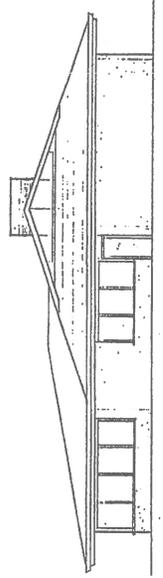
RESERVATION ROAD  
 MARINA, CALIF.

RICHARD MURRAY ASSOCIATES  
 ASLA  
 Landscape Architects  
 Environmental Planners

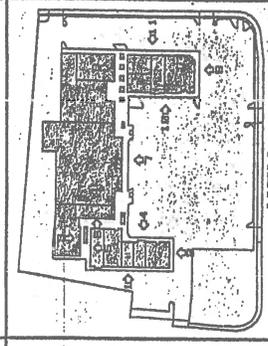
1100 Eighth St  
 Marina, CA 94028  
 Phone (415) 646-1000



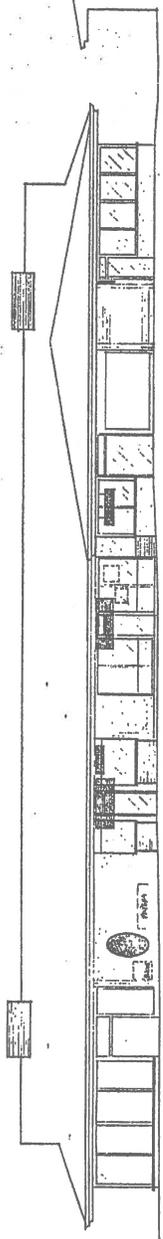
ELEVATION 1



ELEVATION 2

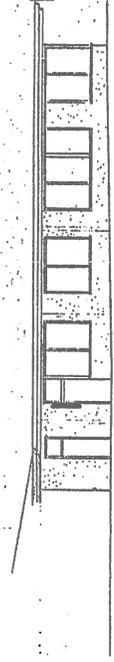


KEY



ELEVATION 3

ELEVATION 4

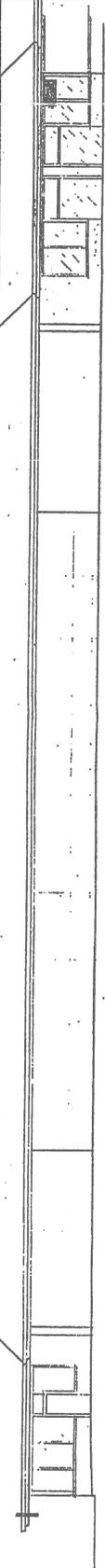


ELEVATION 5

ELEVATION 6



ELEVATION 7



**EXISTING SIGNAGE**

DATE: FEB 7, 1974  
 SCALE: 1/8" = 1'-0"  
 DRAWN BY: [Name]  
 CHECKED BY: [Name]  
 REVISIONS:

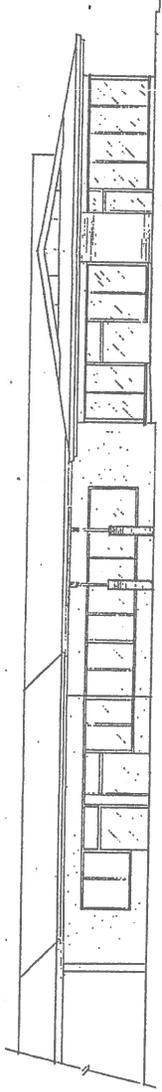
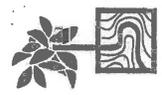
IT IS TO BE UNDERSTOOD THAT THIS DRAWING IS FOR INFORMATION ONLY AND IS NOT TO BE USED FOR CONSTRUCTION OR FOR ANY OTHER PURPOSE WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. THE ARCHITECT ASSUMES NO LIABILITY FOR ANY ERRORS OR OMISSIONS IN THIS DRAWING. THE ARCHITECT'S OFFICE SHALL BE RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION PROVIDED HEREON. THE ARCHITECT'S OFFICE SHALL NOT BE RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION PROVIDED BY OTHERS.

**MARINA  
 VILLAGE  
 SHOPPING  
 CENTER**

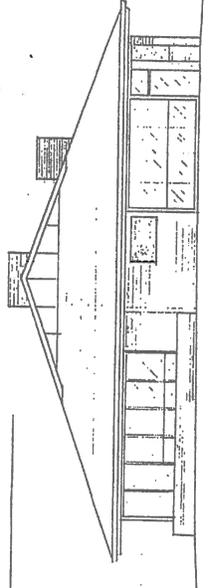
RESERVATION ROAD  
 MARINA, CA.

**RICHARD MURRAY  
 ASSOCIATES**  
 A.L.L.A.

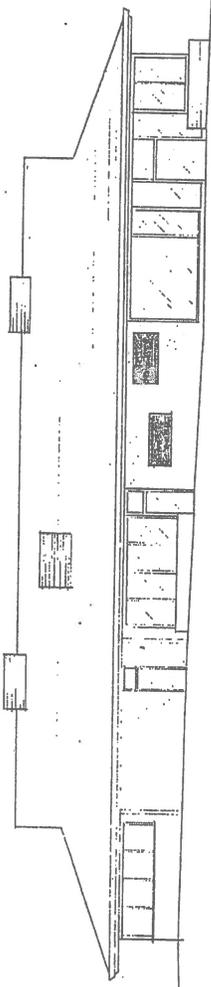
Landscape Architects  
 Environmental Planners  
 1100 Eighth St.  
 San Francisco, California  
 Phone (415) 548-0500



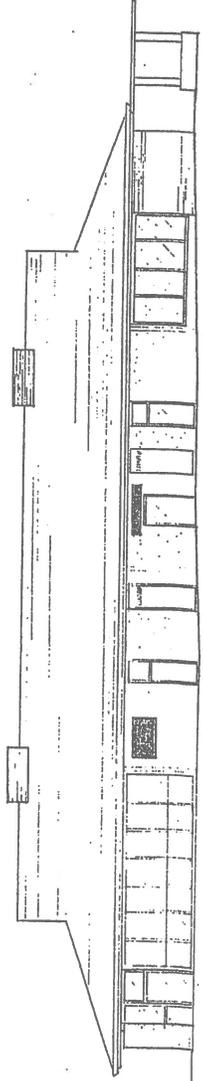
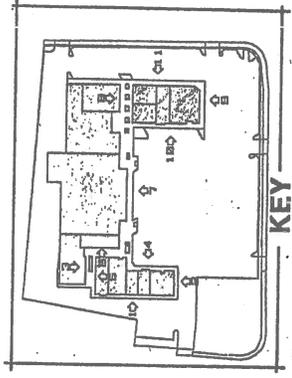
**ELEVATION 7**



**ELEVATION 8**



**ELEVATION 10**



**ELEVATION 11**

