

Associated Sign

June 16, 2014

Mr. Gary Jones Director.
Attention: Design Control Board

Dear Mr. Jones,

This submittal is for modification of one (1) existing freestanding identification sign, one (1) s/f freestanding sign, one (1) garden wall sign and one (1) wall sign.

The existing freestanding double-faced sign (A) is currently located at the corner of Bali Way and Admiralty Way. The existing structure of this sign will be refurbished and remain. The top of the sign is 22'-0" from grade. The sign will be clad with brushed metallic tile background with 1' 2" tall LED internally illuminated channel letters reading: "MARINA DEL REY HOTEL" and internally illuminated "logo elements" with an overall height of 5'-2". The letters will appear black during the day and appear white when illuminated. The logo has five custom colors. The Area directly under the hotel sign will have letters reading S·A·L·T Bar & Grill. The cabinet below the Hotel sign will be refaced with a new aluminum and copy reading "MARINA OFFICE" "The "coming soon" banner currently installed on the freestanding sign will be removed when the sign is refurbished.

The one (1) new s/f freestanding 5'0" tall by 8'-0" wide sign will be clad with brushed metallic tile background with 7 1/2" tall LED internally illuminated channel letters reading: "MARINA DEL REY HOTEL" and internally illuminated "logo elements"

The one (1) new s/f 5'0" tall by 8'-6" wide garden wall sign will have a stucco finish to match the Hotel exterior. The sign will have 15 1/2" tall letters with copy to read: SALT & 5 3/8" tall letters reading: Bar & Grill.

The (1) wall sign (B) is being proposed for the Southwest Elevation and will be installed twenty-five feet above grade to the top of the sign. The internally illuminated LED letters will read "MARINA DEL REY HOTEL" with internally illuminated LED "logo elements". The letters will be fabricated from aluminum with acrylic faces. The letters will appear black during the day and appear white when illuminated. The logo has five custom colors.

The Hotel signs will be illuminated 24 hours a day, 7 days a week, 365 days a year.
The Restaurant sign will be illuminated Sunday through Thursday until 1 am and until 2 am on Friday and Saturday every week of the year.
Detailed sign shop drawings have been prepared and submitted for your review and approval.
The budget for the fabrication and installation of the proposed signage is \$50,000.

Regards,

Kevin Berry

2741 Victoria Ave.
Carlsbad, CA 92010

760-730-9683

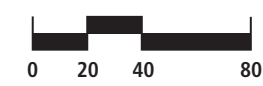
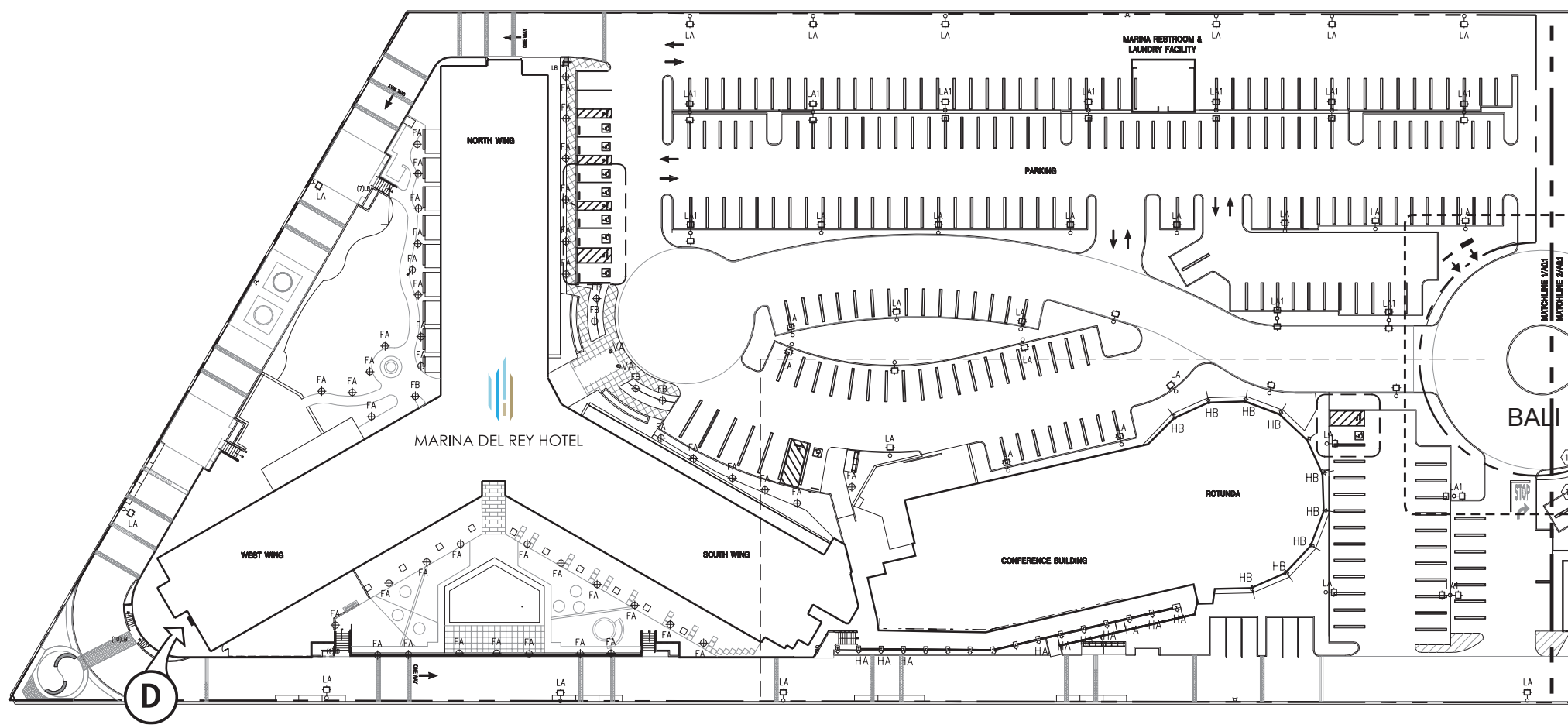
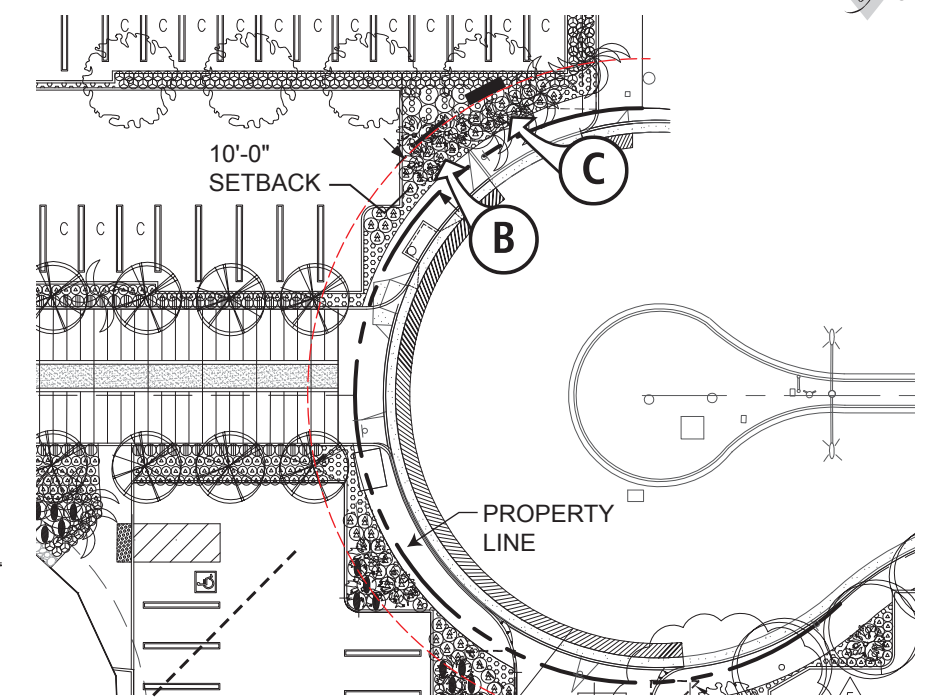
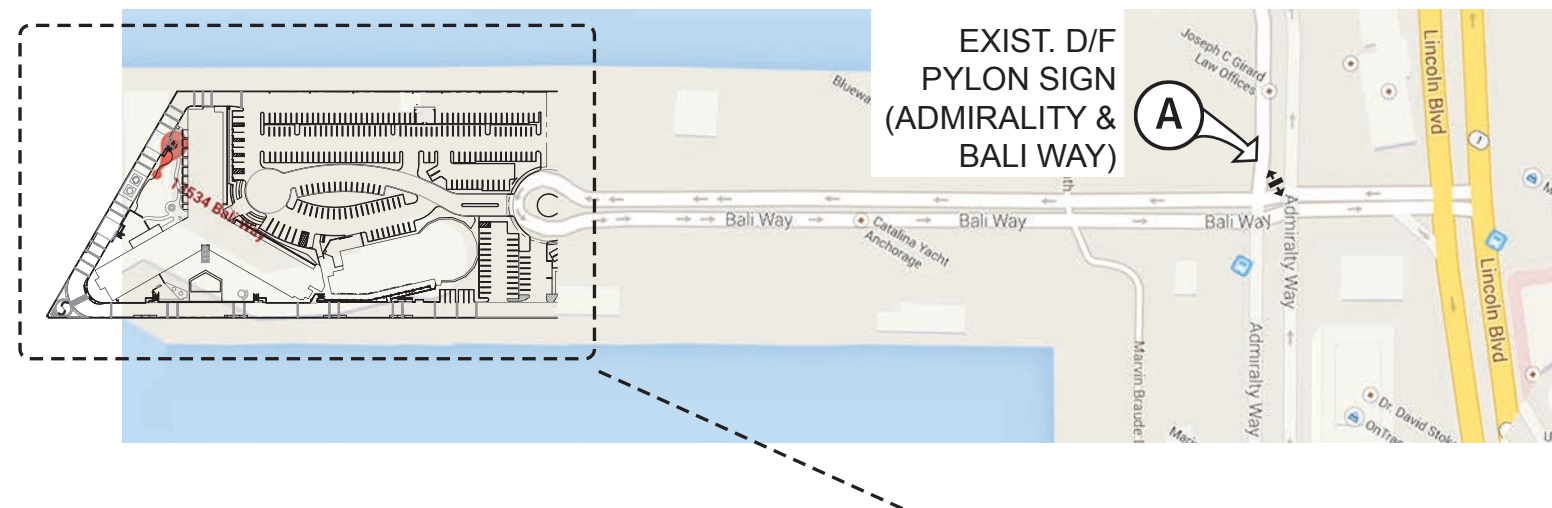


13534 Bali Way
Marina Del Rey, California

WWW.ASSOCIATESIGN.COM

ASSOCIATED SIGN

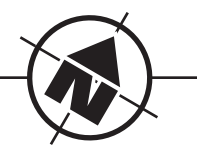


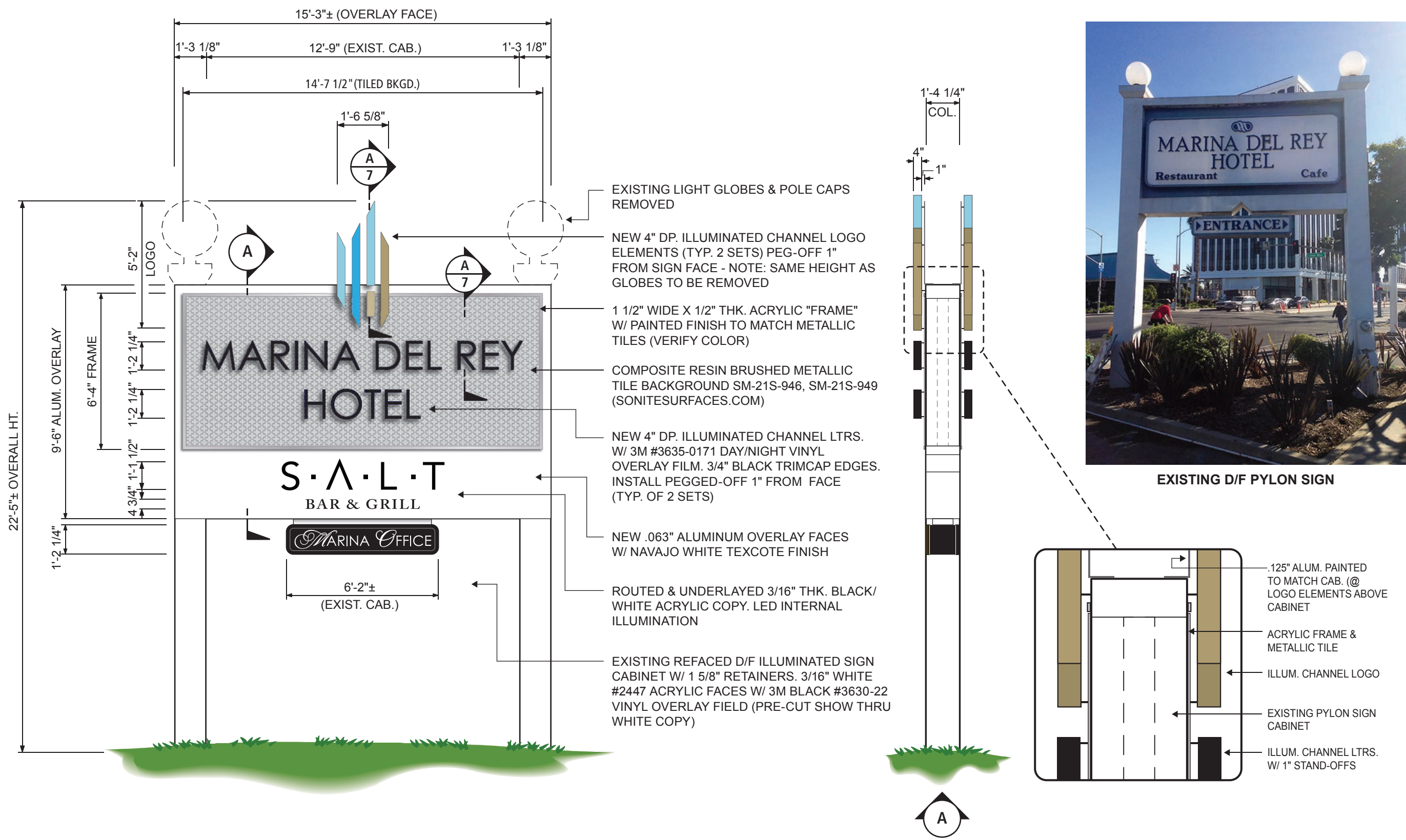


SITE PLAN

- KEY
- A** EXISTING D/F PYLON SIGN W/ NEW ILLUM. CHANNEL LOGO/LETTERS & D/F SIGN CABINET. 5'-6"H X 2'-2 5/8"W LOGO, 1'-3 1/8" "MARINA DEL REY HOTEL" LTRS. 3'-0"H X 8'-0"W SIGN CABINET.
 - B** NEW S/F INTERNALLY ILLUMINATED MONUMENT SIGN W/ ILLUMINATED FABRICATED ACRYLIC LOGO & LETTERS 5'-0" X 8'-0" MON SIGN.
 - C** 8'-6" W X 5'-0" O.A. HT. S/F MONUMENT SIGN W/ EXTERNALLY ILLUMINATED 1'-5 7/8" "SALT" REVERSE CHANNEL LTRS. & 5 3/8" "BAR & GRILL" ACRYLIC LETTERS.
 - D** ILLUMINATED CHANNEL LOGO & LETTERS. 6'- 8 1/8" H X 2'-8 3/8"W LOGO, 12 1/4" "MARINA DEL REY HOTEL"

customer	
Marina Del Rey Hotel	
13534 Bali Way	
Marina Del Rey, CA	
salesman	
K. Berry	
revision	
1 rev. site key	04-13-14
2 rev. site key	04-23-14
3 rev. site key	05-28-14
4 rev. loc of mon B	06-19-14
date	
Mar. 21, 2014	
scale	
as noted	
design no.	

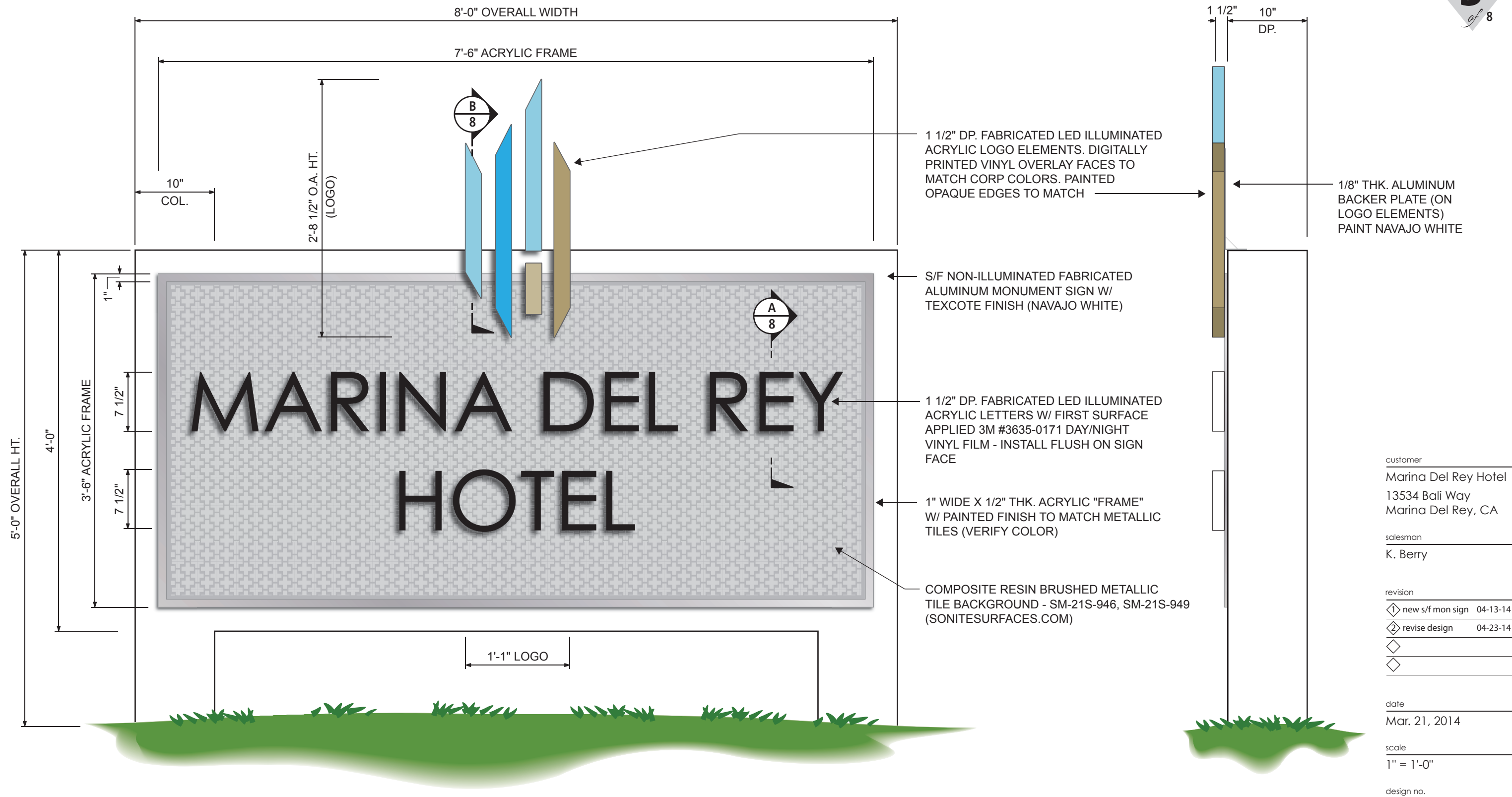




EXISTING D/F PYLON SIGN W/ NEW CHANNEL LOGO/LETTERS

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

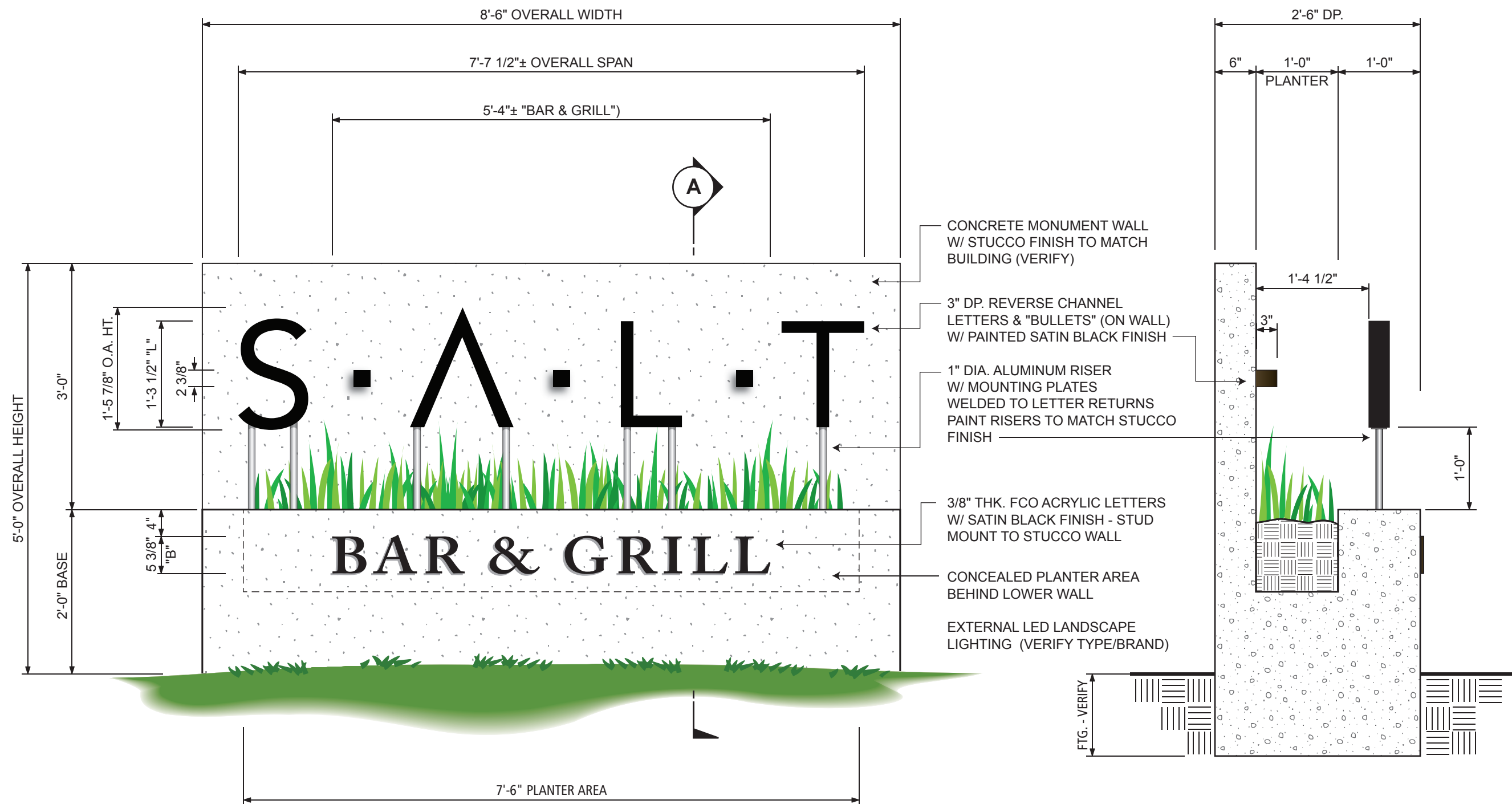
customer	
Marina Del Rey Hotel	
13534 Bali Way	
Marina Del Rey, CA	
salesman	
K. Berry	
revision	
1	rev. exist. pylon 04-13-14
2	overlay face/logo 04-23-14
3	add SALT logo 05-20-14
4	rev logo 06-19-14
date	
Mar. 21, 2014	
scale	
1/4" = 1'-0"	
design no.	



NEW S/F MONUMENT SIGN W/ ILLUMINATED ACRYLIC LOGO/LETTERS



SCALE: 1" = 1'-0"



customer
Marina Del Rey Hotel
13534 Bali Way
Marina Del Rey, CA

salesman
K. Berry

revision	
① new s/f mon sign	04-13-14
② revise design	04-23-14
③ revise design	05-28-14
④ reduce to 5'oa ht	06-19-14

date
Mar. 21, 2014

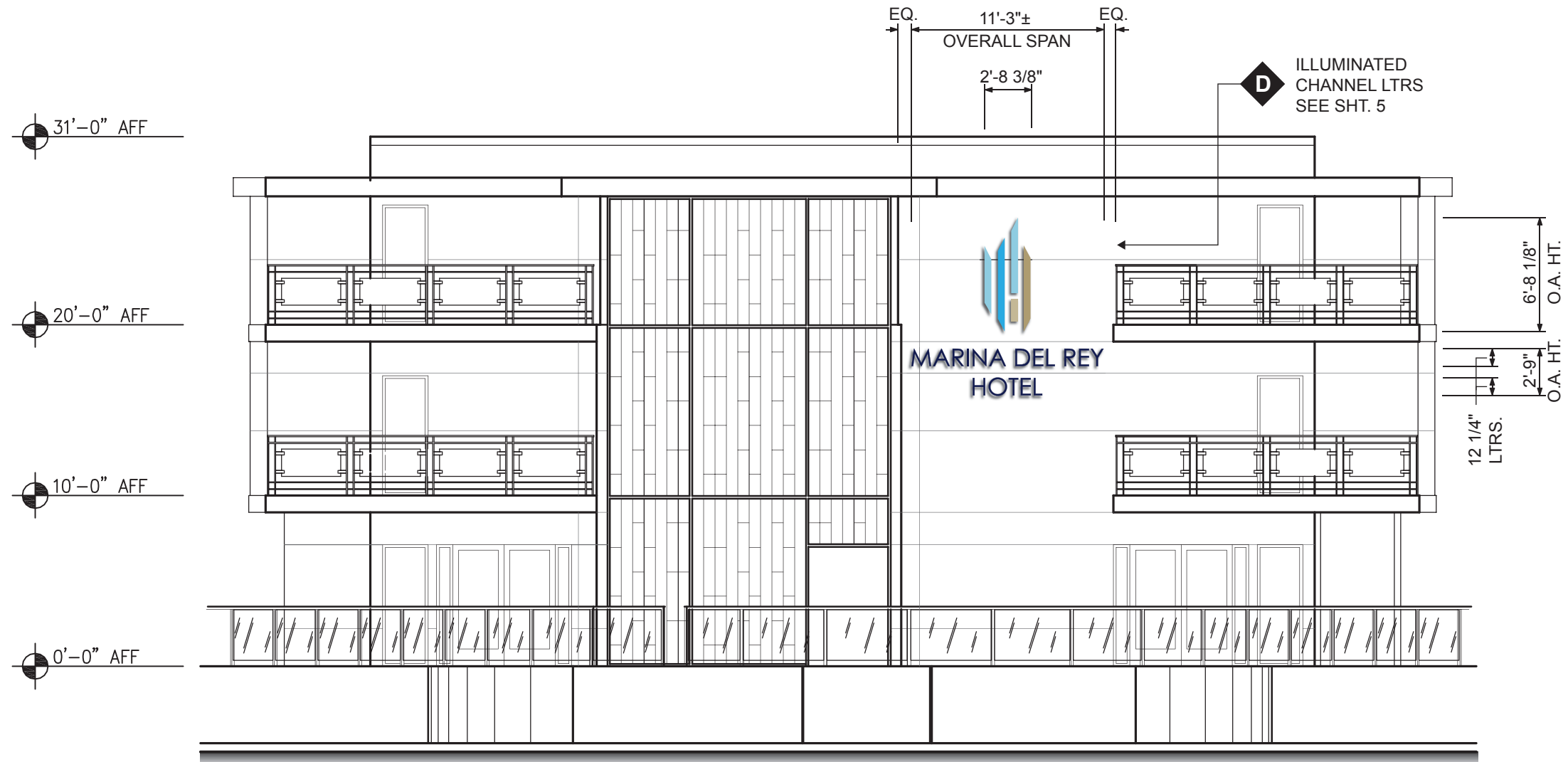
scale
3/4" = 1'-0"

design no.

NEW S/F MONUMENT SIGN



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



ILLUMINATED CHANNEL LETTERS @ WEST WING ELEVATION (STAIRWELL)

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

customer
Marina Del Rey Hotel
13534 Bali Way
Marina Del Rey, CA

salesman
K. Berry

revision		
①	rev. to chnl ltrs	04-13-14
②	add logo	04-23-14
③		
④		

date
Mar. 21, 2014

scale
1/8" = 1'-0"

design no.

**SIGN SPECIFICATIONS:****LETTERS -**

4" DP. FABRICATED .040" ALUMINUM CHANNEL LETTERS W/ .063" ALUMINUM BACKS. ALLIANCE METALS MATTE BLACK.

FACES (LETTERS) -

3/16" THK. WHITE #2447 ACRYLIC FACES W/ 3M #3635-0171 DAY/NIGHT VINYL OVERLAY FILM. 3/4" BLACK TRIMCAP EDGES.

LOGO -

4" DP. FABRICATED .040" ALUMINUM CHANNEL LOGO ELEMENTS W/ .063" ALUMINUM BACKS. RETURNS PAINTED TO MATCH FACE COLORS (VERIFY CORP. COLORS).

FACES -

3/16" THK. WHITE #2447 ACRYLIC FACES W/ DIRECT DIGITAL PRINT CORPORATE COLORS. 3/4" TRIMCAP EDGES PAINTED TO MATCH FACE.

ILLUMINATION -

INTERNALLY ILLUMINATED W/ WHITE LED MODULES.

INSTALL -

LETTERS INSTALLED ON EXTERIOR WALL W/ 1" PEG-OFF FROM WALL SURFACE.

NOTE:

LOGO STROKES INCREASED 145% FROM ORIGINAL LOGO.
SEE SHEET 6 FOR ADDITIONAL SPECIFICATIONS & SECTION DETAILS ON CHANNEL LOGO & LETTERS.

customer

Marina Del Rey Hotel
13534 Bali Way
Marina Del Rey, CA

salesman

K. Berry

revision

◇ added chnl ltrs 04-13-14

◇ add logo 04-23-14

◇

◇

date

Mar. 21, 2014

scale

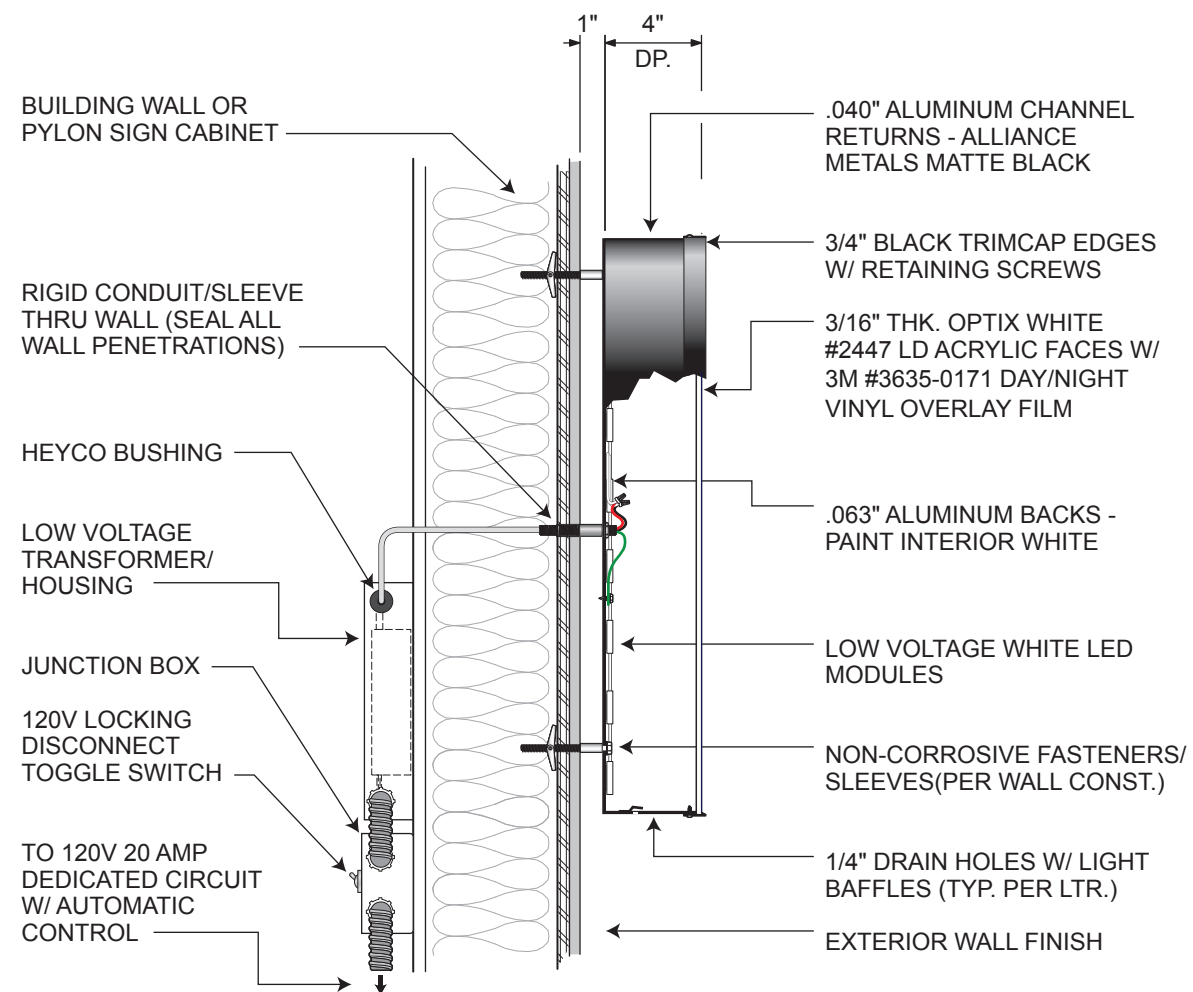
1/2" = 1'-0"

design no.

ILLUMINATED CHANNEL LOGO & LETTERS

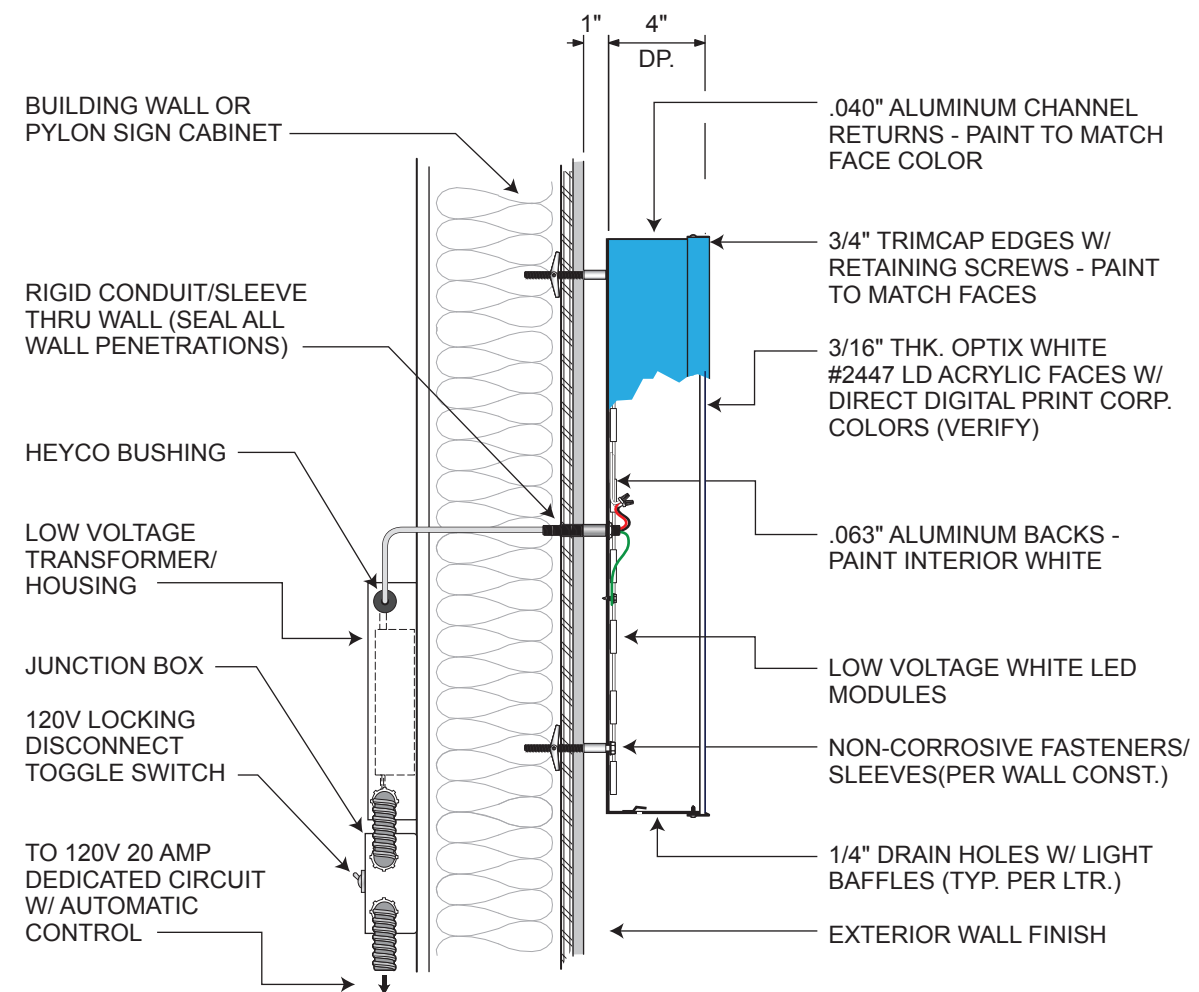
D

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



LETTER SECTION DETAIL

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



LOGO SECTION DETAIL

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



DIRECT DIGITAL PRINT
WHITE ACRYLIC FACES
TO MATCH CORPORATE
COLORS - TRIMCAP
EDGES & RETURNS TO
MATCH



LOGO ELEMENTS

customer
Marina Del Rey Hotel
13534 Bali Way
Marina Del Rey, CA

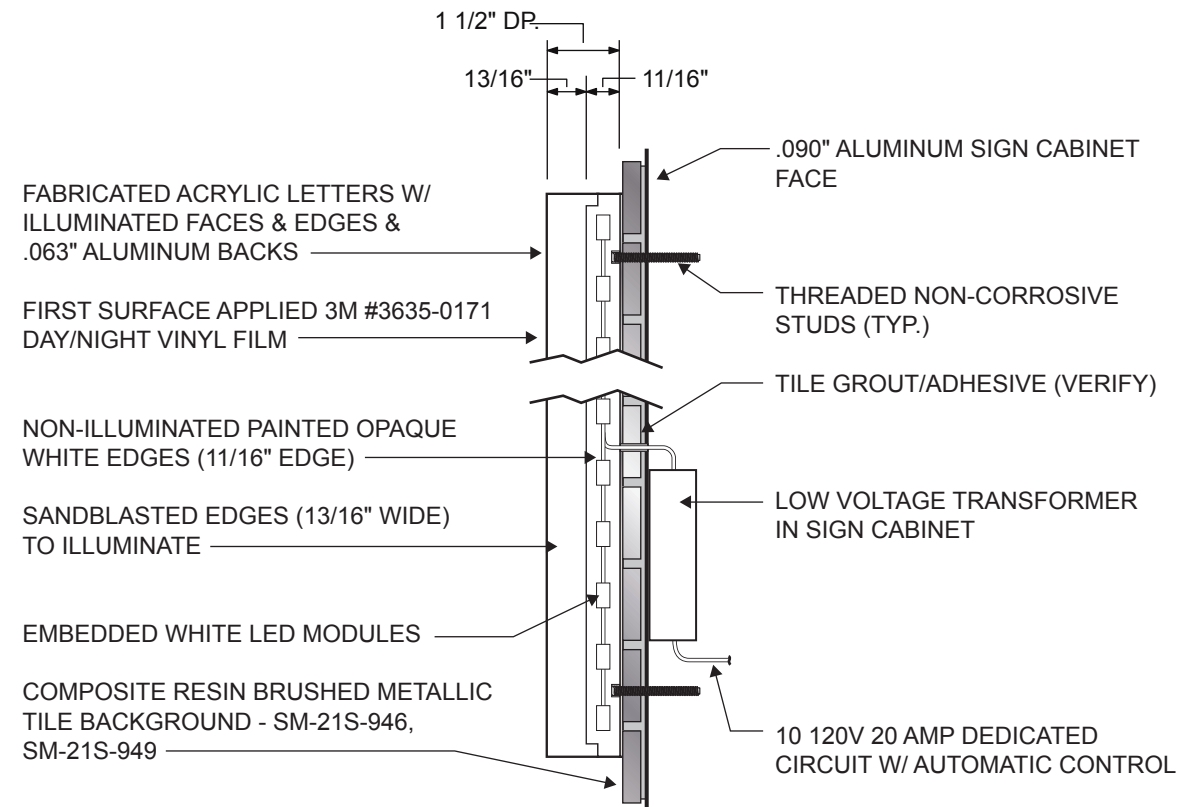
salesman
K. Berry

revision
 1 added chnl ltr det. 04-13-14
 2 added logo det. 04-23-14
 3
 4

date
Mar. 21, 2014

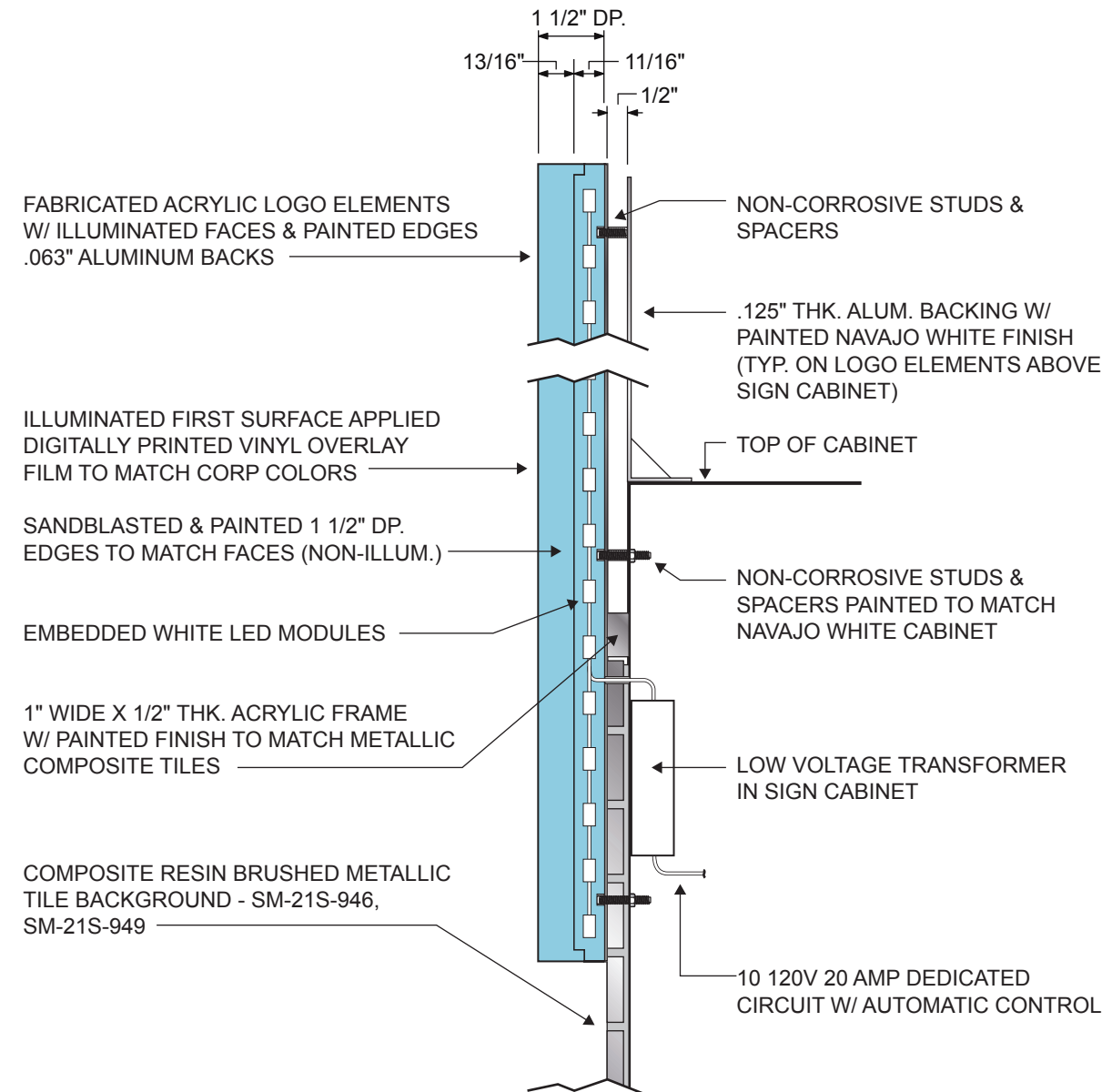
scale
as noted

design no.



ACRYLIC LETTERS - SECTION DETAIL

SCALE: 3" = 1'-0"



ACRYLIC LOGO ELEMENTS - SECTION DETAIL

SCALE: 3" = 1'-0"



customer
Marina Del Rey Hotel
13534 Bali Way
Marina Del Rey, CA

salesman
K. Berry

revision
1 added chnl ltr det. 04-13-14
2 added logo det. 04-23-14
3
4

date
Mar. 21, 2014

scale
as noted

design no.



- A** 5'-0" HIGH X 8'-0" WIDE
"MARINA DEL REY HOTEL"
S/F MONUMENT SIGN
3'-0" SETBACK FROM PL
- B** 5'-0" HIGH X 8'-6" WIDE
S/F "SALT" MONUMENT SIGN

customer
Marina Del Rey Hotel 13534 Bali Way Marina Del Rey, CA
salesman
K. Berry
revision
◇
◇
◇
◇
date
July 10, 2014
scale
as noted
design no.

RENDERING OF PROPOSED HOTEL & RESTAURANT MONUMENT SIGNS

NOT TO SCALE