

ARCHSTONE



VIA HAND-DELIVERY

November 20, 2012

Mr. Gary Jones, Deputy Director
LA County Department of Beaches & Harbors
13837 Fiji Way
Marina del Rey, CA 90292

Re: Final Design Control Board Submittal Pertaining to Exterior Signage Installation for the Archstone Marina Bay Apartments (formerly known as Bay Club Apartments): Marina "Parcel 8," 14015 Tahiti Way, Marina de Ray, CA 90292

Dear Deputy Director Jones:

We have enclosed our proposed exterior signage plans for the Archstone Marina Bay Apartments located on Tahiti Way. As you know, our company is currently performing a major rehabilitation to our Marina Bay Apartments leasehold, pursuant to plans previously approved by your Design Control Board (DCB) and the Department of Regional Planning. This submittal focuses solely on the exterior signage program for the renovated apartment complex. We seek the DCB's final approval of the enclosed signage package at its December 2012 meeting, and look forward to presenting these plans to the DCB and answering any questions the DCB members may have regarding them at the Board's December meeting.

Description of Exterior Signage Program:

The proposed sign program has been designed to meet the functional, aesthetic and marketing needs of the property. Our intent is to create graphic imagery that is a thematic extension of the architectural improvements.

Upon approach to the site, the first sign one encounters is location 1.01 (see enclosed sheet numbers "SP" and "1" for detail). In a modern, iconographic fashion, this sign clearly identifies the site and sets the tone for the typography, colors and materials that are common to all other project sign types. (While proposed colors and materials types for the signs are indicated on the enclosed plans, we will bring representative color chips to the December 2012 DCB meeting; we will also be prepared to discuss the proposed signage illumination type and hours of illumination with the DCB members at the meeting.)

Continuing east on Tahiti Way, one arrives at sign location 2.01 (see enclosed sheet number "2" for detail). Side A of this sign informs oncoming traffic that access to the leasing center requires a left turn into the entry drive. The adjacent

side B of this sign is a project identification graphic that qualifies the directional information of side A.

Realizing there will invariably be some visitors who will miss the entry drive, we will need to repeat the strategic intent of sign 2.01 for those returning to the entry drive after executing a u-turn at the cul-de-sac. The combination of sign locations 2.01, face B, and sign 3.01 accomplishes this task (see enclosed sheet numbers "2," "2.1," and "3" for detail).

After visitors have parked in their designated spaces, they will then be directed to the pedestrian access to the leasing area and other amenities by sign location 5.01 (see enclosed sheet number "5" for detail).

Sign locations 4.01-4.05 are address numerals. As indicated on the enclosed plans, these signs are located at each street facing entry portal to the building and will serve emergency response vehicles as well as visitors.

Description of Temporary Signs:

In addition to the permanent signs described above, we are proposing two temporary sign types. Sign type 6 (see enclosed sheet number "6" for detail) will direct visitors to the garage access to the interim leasing center that will be utilized during the remodeling process.

Sign type 7 (see enclosed sheet number "7" for detail) will direct disabled visitors to their assigned parking area during the construction phase. These signs are required by code and have been submitted to the County of Los Angeles, Building and Safety Division, by the architect on November 8, 2012.

As noted, we will provide the DCB members color chips and additional information regarding illumination for the proposed signs during our hearing presentation. We are anxious to receive the DCB's final approval of the enclosed signage plans at its December 2012 meeting, so that we may be in a position to pull a Building Permit for the signs and commence installation of the signs on the site as soon as we are permitted. Thank you again for your consideration.

Very truly yours,



Brian Gilchrist
Archstone Marina Bay Apartments

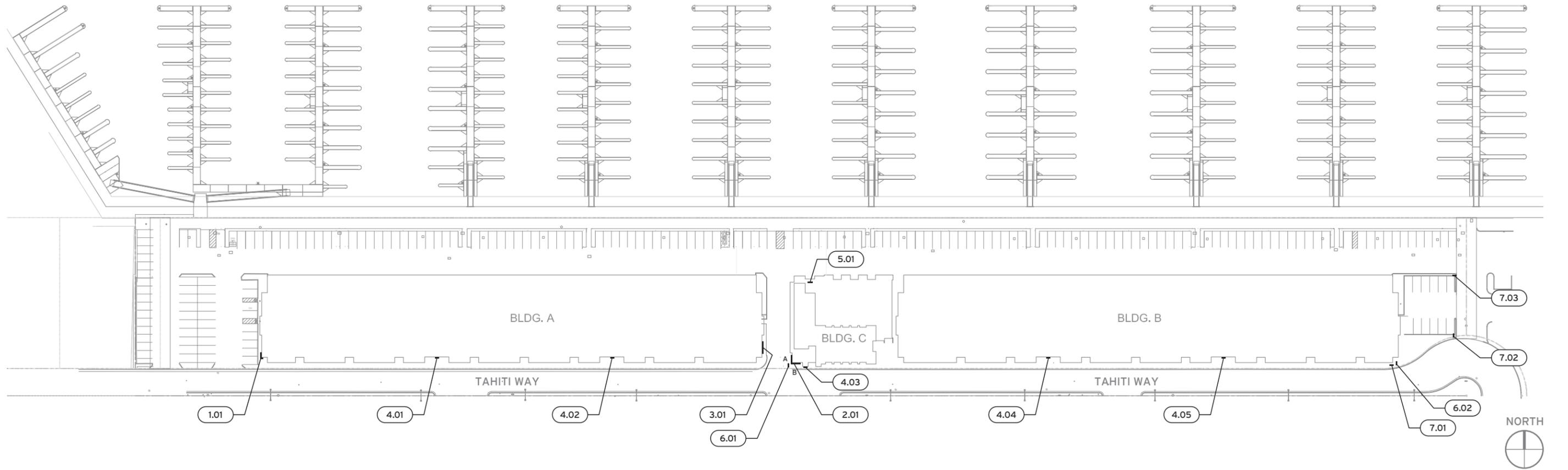
Archstone Marina Bay

Signage Design Development



Sign Type Summary

No.	Sign Types	Qty.
1	Project Identification Sign	1
2	Project Identification Entry Sign	1
3	Leasing Directional Sign	1
4	Address Sign	5
5	Leasing Center Identification Sign	1
6	Temporary Directional Sign	2
7	Temporary Disabled Parking Stall Directional Sign	3



1 Sign Location Plan

Scale: 1" = 100'-0"



TheDesignFactor

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Project

Archstone
 Marina Bay

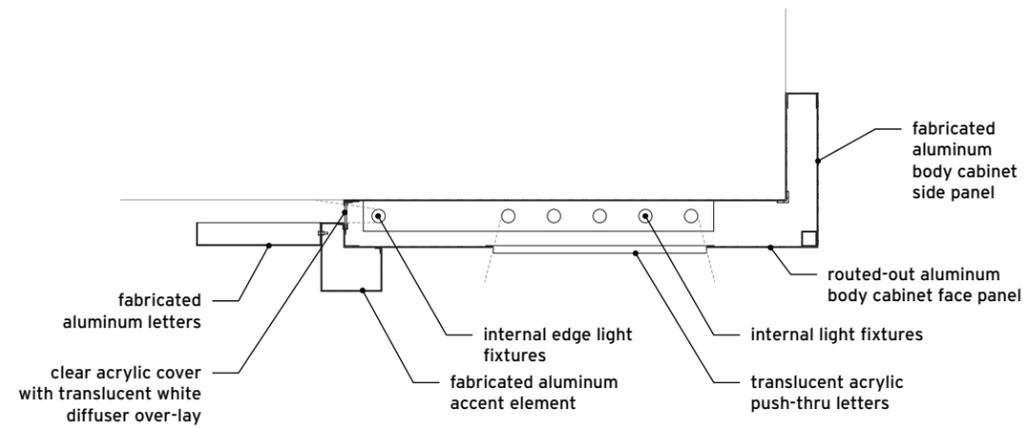
Sheet Title

Sign Location Plan

Sheet Number

SP

Date
 12-04-12



A Section

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

Project Identification Sign

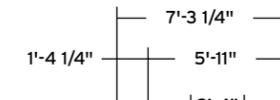
Fabricated painted aluminum sign with internally illuminated body cabinet and halo edge lit accent element. "MARINA BAY" copy to be routed out of body cabinet face panel and to have push thru translucent acrylic letters. "ARCHSTONE" copy to be fabricated painted aluminum base mounted to accent element.

Colors

Body Cabinet, "ARCHSTONE" Dunn Edwards - Rodeo DEA163
 Accent Element Dunn Edwards - Marigold DE5291
 "MARINA BAY" Translucent White (acrylic)

Fonts

"ARCHSTONE" Trajan Pro - Bold
 "MARINA BAY" NeutraTextPS - Bold



1 Building A - West Elevation, Side & Top Views

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



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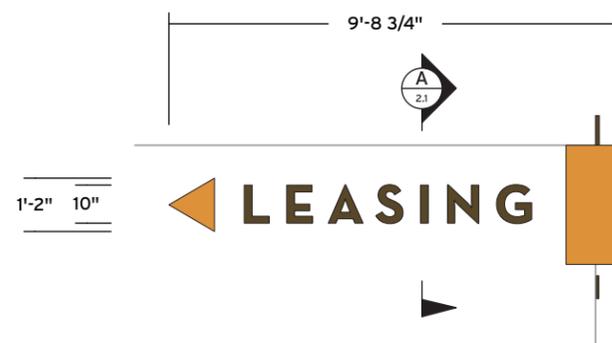
Sheet Title

Project Identification Sign

Sheet Number

1

Date
 12-04-12



3 Side A - Details

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



4 Side B - Details

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

Project Identification Entry Sign

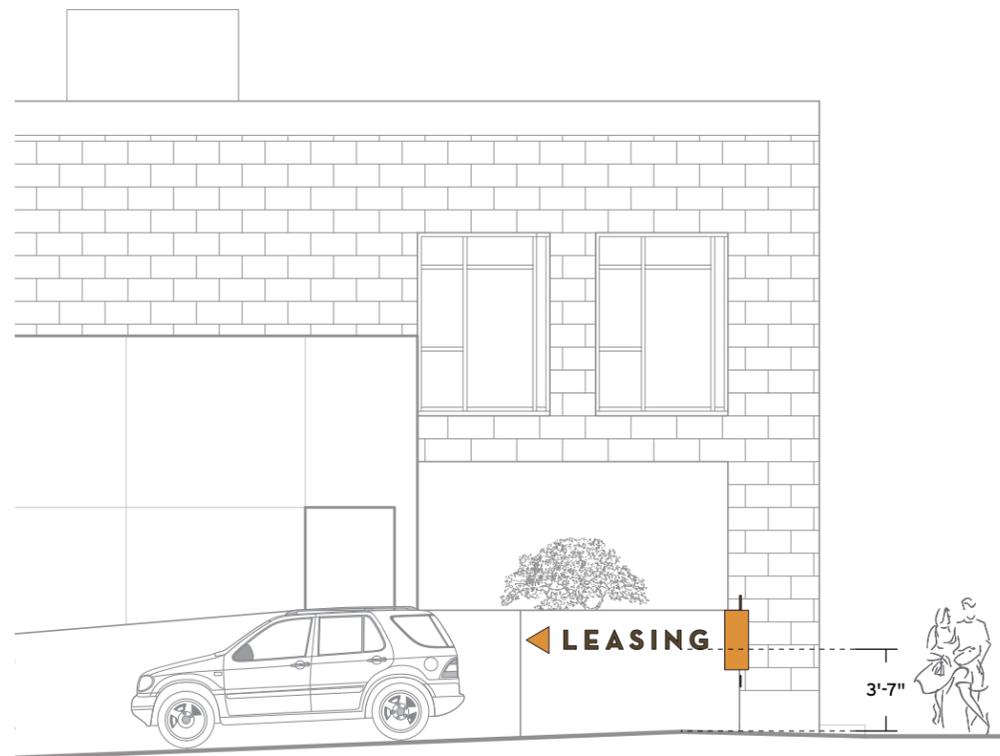
Fabricated painted aluminum sign. "ARCHSTONE" copy to be flat cut-out painted aluminum base mounted to accent element. "MARINA BAY" copy flat cut out painted acrylic stud mounted to face of body panel. "APARTMENTS" copy to be flat cut out painted acrylic stud mounted to front wall. "LEASING" copy and arrow to be flat cut out painted acrylic stud mounted to side wall.

Colors

Body Cabinet, "ARCHSTONE", "LEASING" & "APARTMENTS" **Dunn Edwards - Rodeo DEA163**
 Accent & Arrow **Dunn Edwards - Marigold DE5291**
 "MARINA BAY" **Translucent White (acrylic)**

Fonts

"ARCHSTONE" **Trajan Pro - Bold**
 "MARINA BAY" **NeutraTextPS - Bold**
 & "LEASING"
 "APARTMENTS" **NeutraTextPS - Book**



1 Building C - Partial West Elevation

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



2 Building C - Partial South Elevation

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



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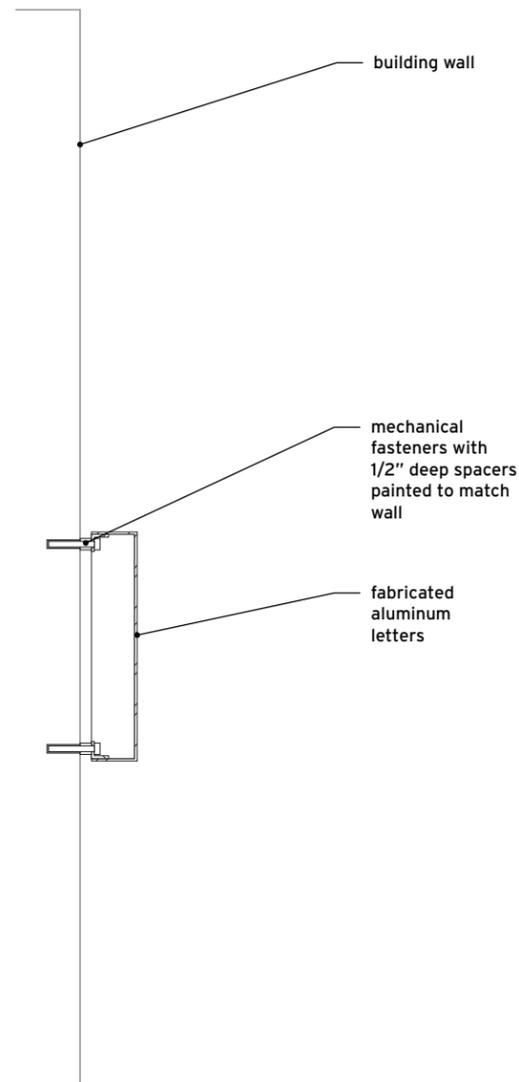
Sheet Title

Project Identification Entry Sign

Sheet Number

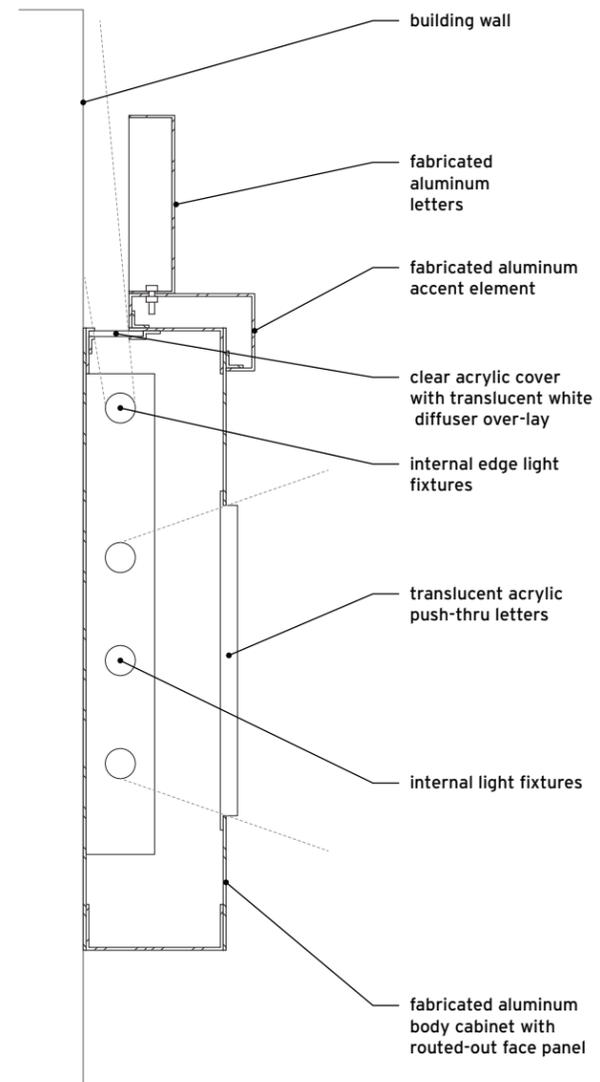
2

Date
 12-04-12



A | Section

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



B | Section

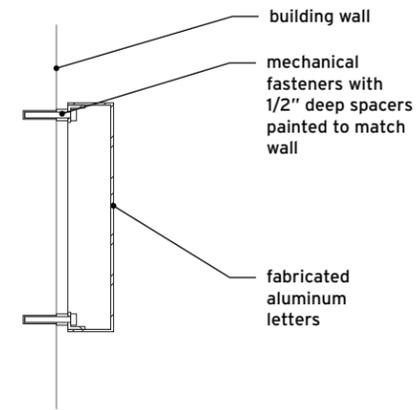
Scale: 1 1/2" = 1'-0"





2 Details

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



A Section

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

Leasing Directional Sign

Copy and arrow to be fabricated painted aluminum stud mounted to building wall.

Colors

Copy Dunn Edwards - Rodeo DEA163
 Arrow Dunn Edwards - Marigold DE5291

Font

NeutraTextPS - Bold



1 Building A - Side View & East Elevation

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



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Project
 Archstone
 Marina Bay

Sheet Title
 Leasing Directional Sign

Sheet Number
3
Date
 12-04-12

14055

14035

14015

13955

13935

4.01

4.02

4.03

4.04

4.05

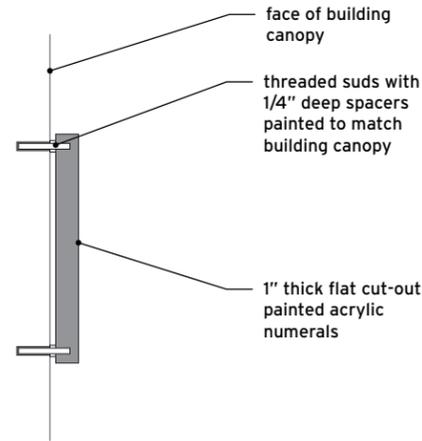
3 | Layouts

Scale: 3/8" = 1'-0"



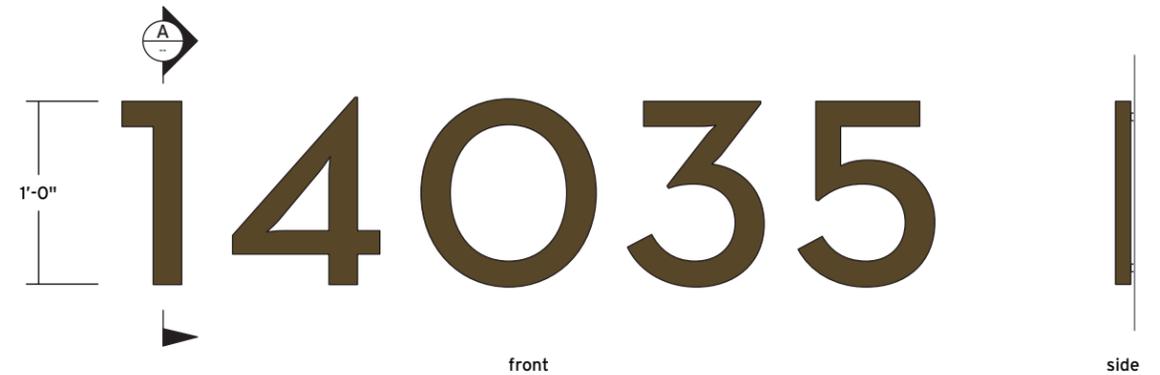
1 | Typical Lobby Entry Elevation

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



A | Section

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



2 | Details

Scale: 1" = 1'-0"

Address Sign

Flat cut-out painted acrylic numerals stud mounted to building.

Colors

Numerals (by location)

4.01, 4.02, 4.04 & 4.05 Dunn Edwards - Rodeo DEA163

4.03 Dunn Edwards - Pale Wheat DE6105

Font

NeutraTextPS - Demi

Notes

Precise locations to be determined in field by owner representative.



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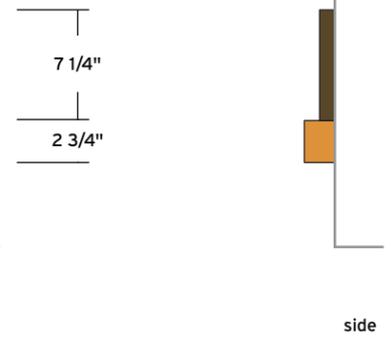
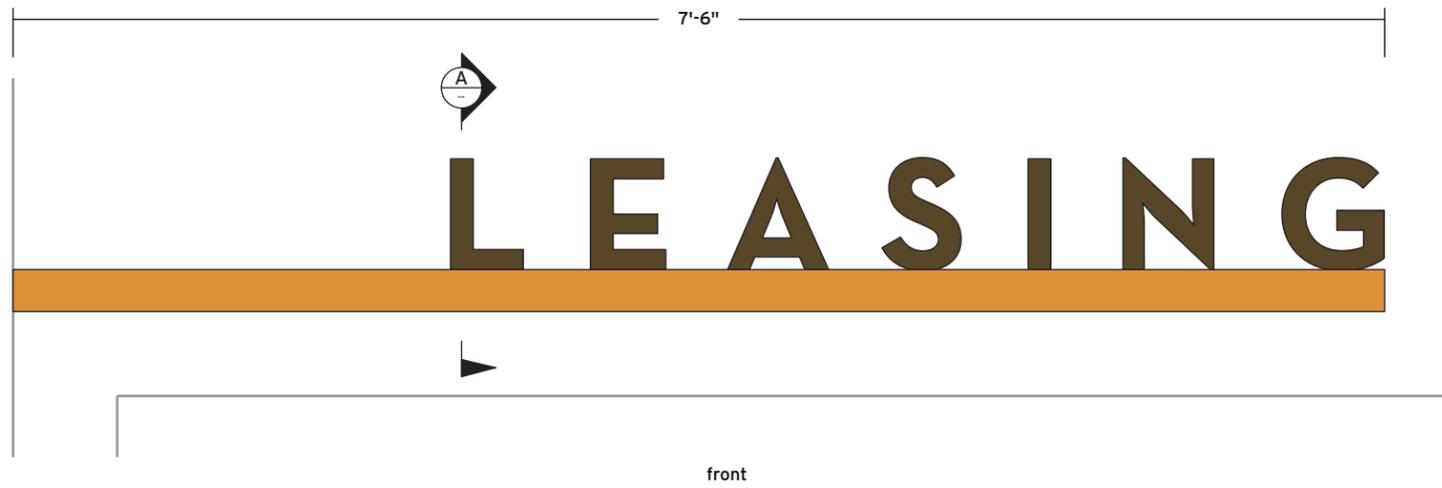
Sheet Title

Address Sign

Sheet Number

4

Date
12-04-12



Leasing Center Identification Sign

Copy to be flat cut-out painted acrylic stud mounted to building. Accent element to be fabricated painted aluminum stud mounted to building wall.

Colors

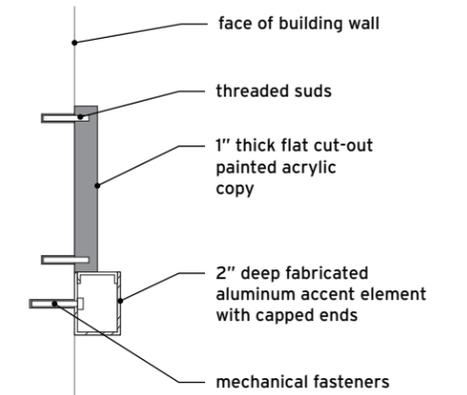
Copy Dunn Edwards - Rodeo DEA163
 Accent Element Dunn Edwards - Marigold DE5291

Font

NeutraTextPS - Bold

2 Details

Scale: 1" = 1'-0"



A Section

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



1 Building C - North Elevation

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



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Project

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Sheet Title

Leasing Center Identification Sign

Sheet Number

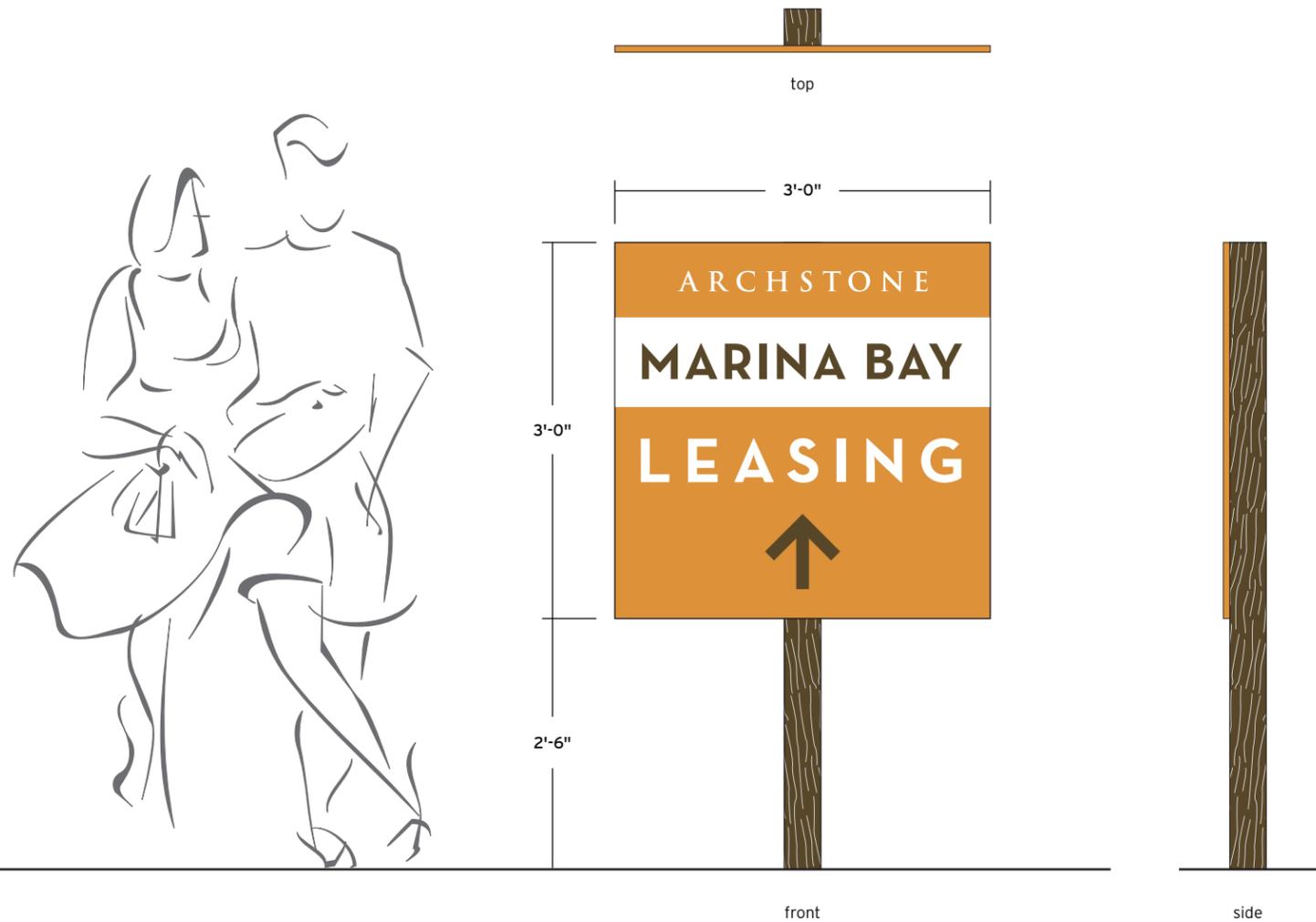
5

Date
 12-04-12



2 | Face Layouts

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



1 | Details

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

Temporary Directional Sign

Post and panel sign. Face panel to be 1/2" thick painted MDO mechanically secured to post. Copy and graphics to be applied die cut vinyl. Post to be 4" x 4" painted wood and to be set in temporary footing.

Colors

Post	Dunn Edwards - Rodeo DEA163
Face Panel	Dunn Edwards - Marigold DE5291
"MARINA BAY" Copy & Arrow	Dunn Edwards - Rodeo DEA163
All Other Copy & Stripe	White

Fonts

"ARCHSTONE"	Trajan Pro - Bold
All Other Copy	NeutraTextPS - Bold

Notes

Precise location of sign to be determined in field by owner representative.



Temporary Disabled Parking Stall Directional Sign

Post and panel sign. Face panel to be 1/2" thick painted MDO mechanically secured to post. Copy and graphics to be applied die cut vinyl. Post to be 4"x 4" painted wood and to be set in temporary footing.

Colors

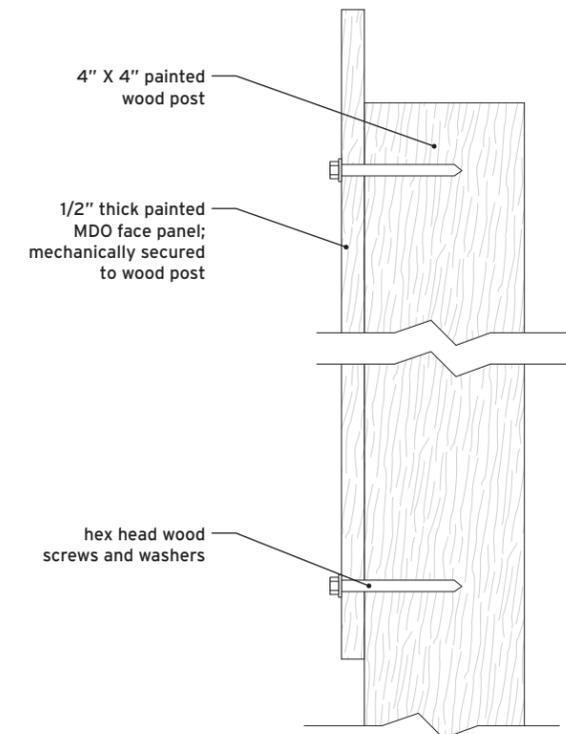
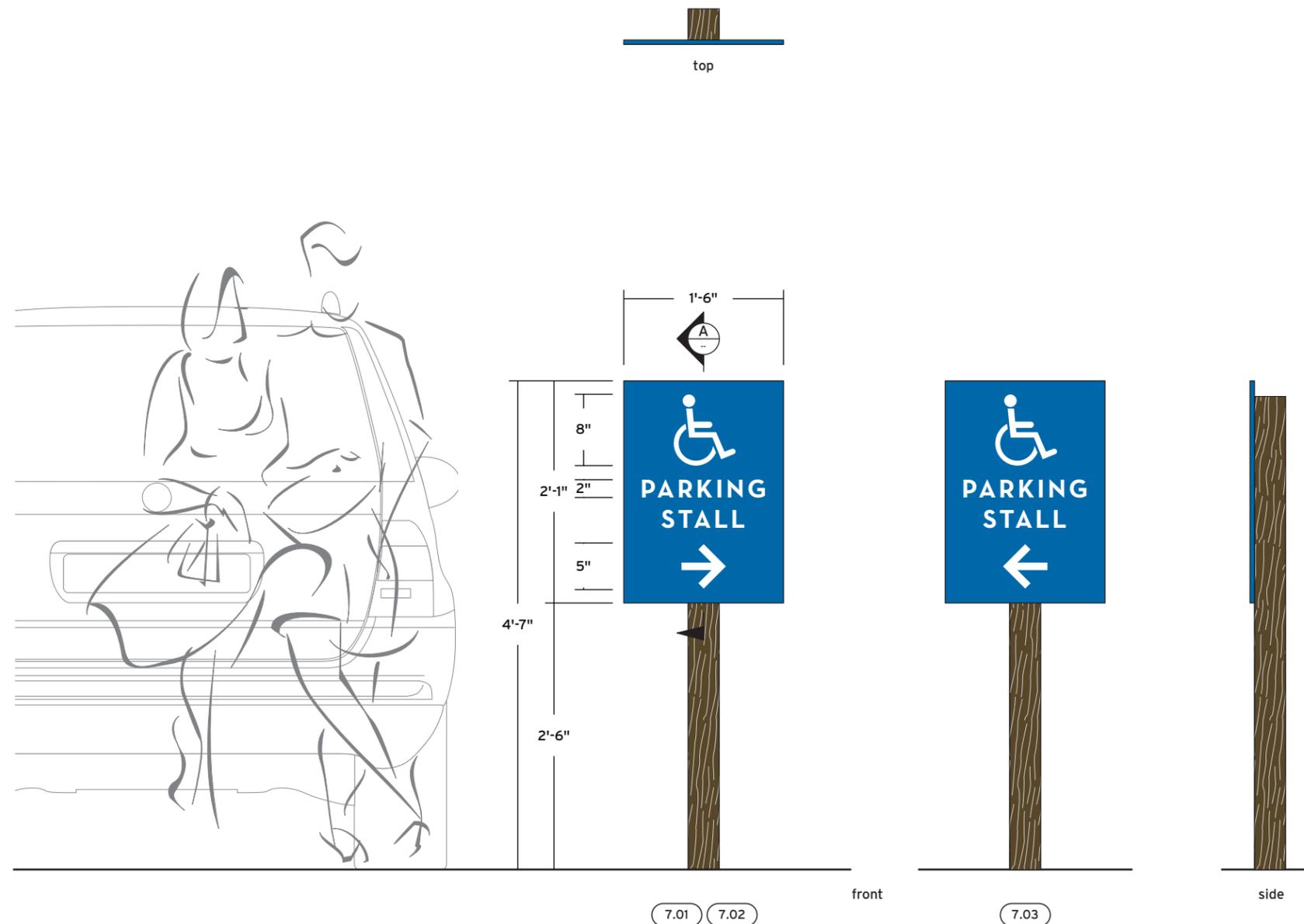
Face Panel Pantone 301
 Copy Gerber® 280-10 Reflective White
 Post Dunn Edwards - Rodeo DEA163

Font

NeutraTextPS - Bold

Notes

Precise locations to be determined in field by owner representative.



A Section Detail

Scale: 3" = 1'-0"

1 Details

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



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Project

Archstone
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Sheet Title

Temporary Disabled Parking Stall
 Directional Sign

Sheet Number

7

Date
 12-04-12