

# DESIGN CONTROL BOARD SUMITTAL

**DRYBAR**

**MARINA WATERSIDE**

**4712 ½ Admiralty Way**

**(Space #A-7 and A-8)**

**Marina del Rey, CA 90292**

**Blade Sign – Signage Proposal**

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June 18, 2013

Santos H. Kreinmann, Director  
Planning Division  
County of Los Angeles  
Department of Beach and Harbors  
13837 Fiji Way  
Marina del Rey, CA 90292

Attention: Design Control Board  
Re: Drybar Marina del Rey located at 4712 1/2 Admiralty Way, Marina del Rey, CA 90292

Dear Mr. Kreinmann,

The following is a project description with a request for review by the Design Control Board of Los Angeles County Department of Beaches and Harbors.

This submission presents Tenant's request to install one (1) blade sign in compliance with Waterside Shopping Center's Tenant Design Criteria and Sign Program.

Tenant previously and successfully presented its full signage package to the Design Control Board.

Thank you for your time in reviewing our request.

Very best,

Dana deVille

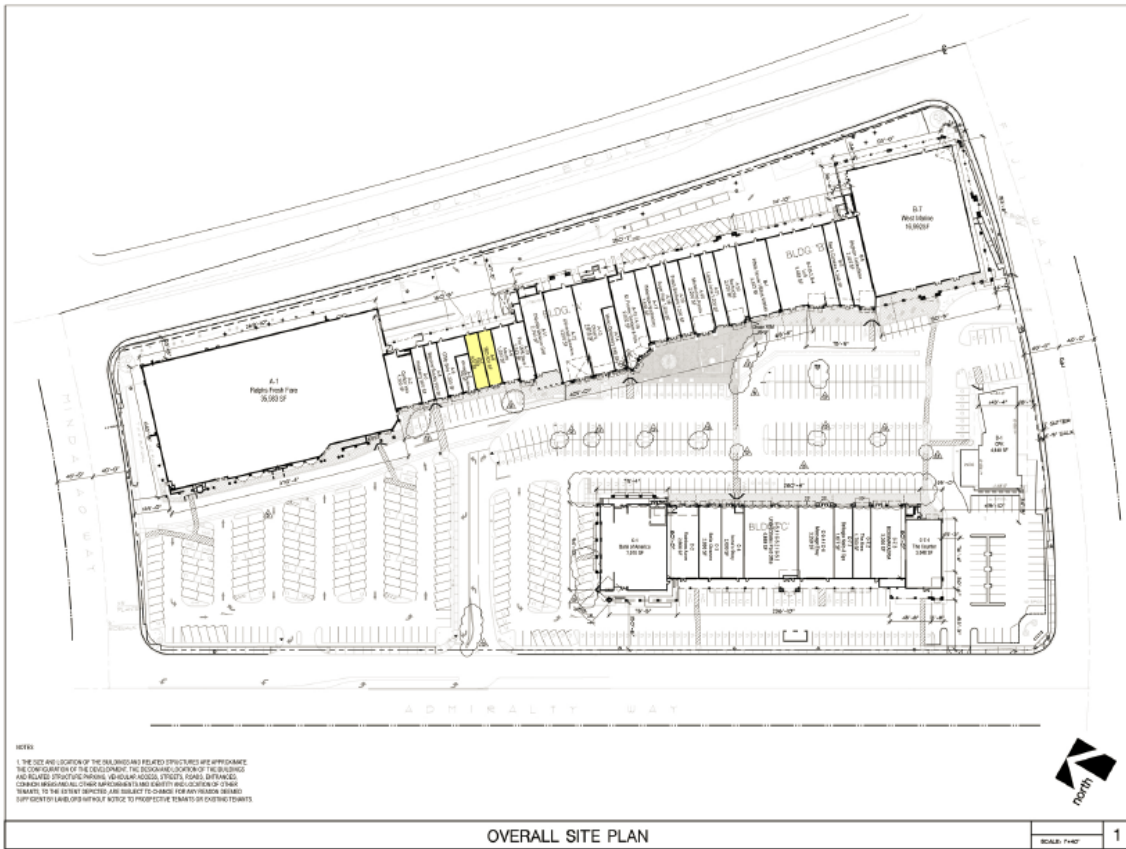
Dana deVille  
Director, Development

**drybar**<sup>™</sup>



49 Discovery • #150 • Irvine, CA • 92618 • (323) 215-1221 • [tdrybar.com](http://tdrybar.com)

*a blow dry bar*



REVISIONS	NO. DATE	BY	DESCRIPTION
1	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
2	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
3	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
4	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
5	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
6	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
7	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
8	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
9	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS
10	08/11/2010	PERKOWITZ	ISSUED FOR PERMITS

111 The Grove Drive  
Los Angeles, CA 90038

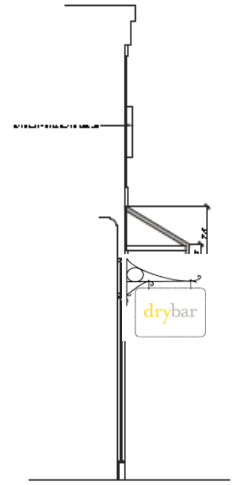
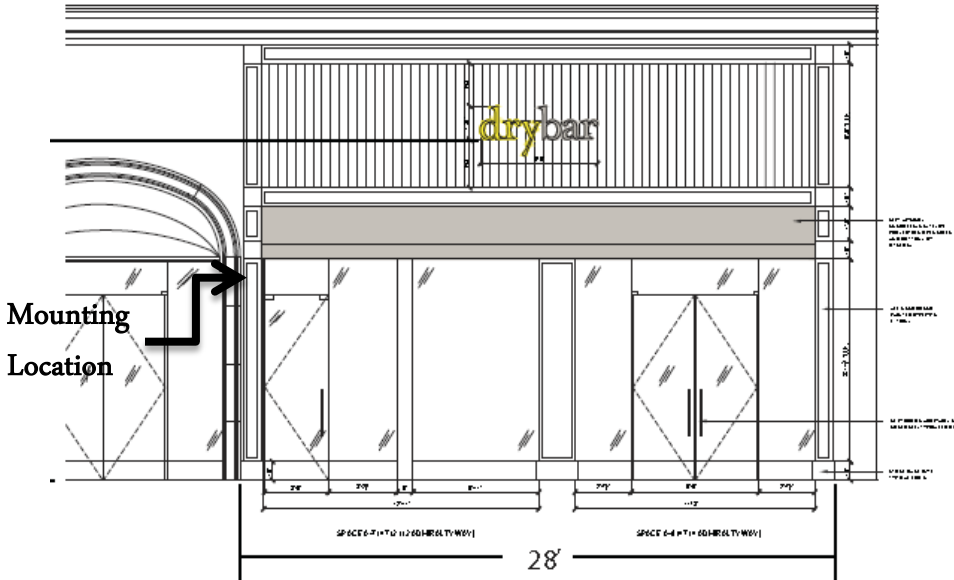
CARUSO AFFILIATED

Perkowitz-Ruth Architects  
4745 Lincoln Blvd.  
Beverly Hills, CA 90232

WATERSIDE  
1111 The Grove Drive  
Los Angeles, CA 90038

SA10

# PROJECT AREA TRACT MAP - Site Location



**STOREFRONT ELEVATION**

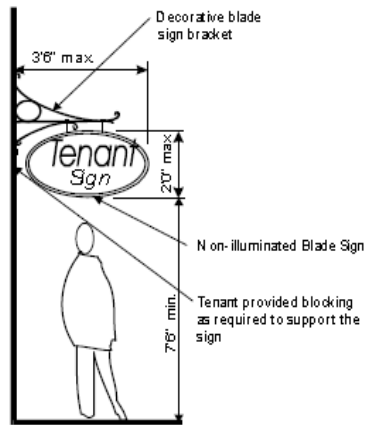
**SECTION**

Identification signage and awning are existing

**Proposed Modification to Existing Storefront**

(1) New Blade Sign mounted at location shown above

Blade Sign designed to meet Waterside – Tenant Criteria



Wall Mounted Blade Sign

**BLADE SIGN MOUNTING DETAIL**

Diagram shown for compliance with mounting height regulations

# DRYBAR: MARINA DEL REY

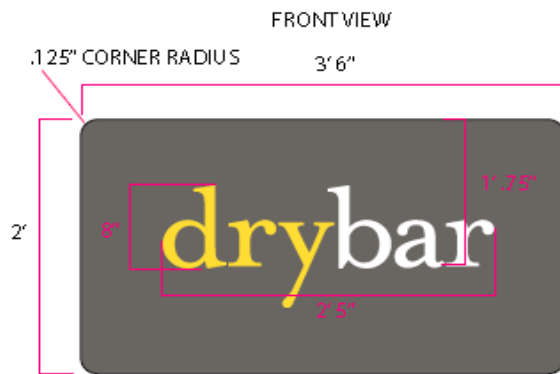
4714 Admiralty Way,  
Marina Del Rey, CA 90292

## BLADE SIGN GRAPHICS

SCALE: 1" = 1'

■ 108 U

■ 426 U



SIDE VIEW



WIDTH AND HEIGHT TOTAL 7 SQUARE FEET

## **BLADE SIGN SPECIFICATIONS**

Non-Illuminated Blade Sign

Sign Size – 3'-6" x 2'-0" x 1 ¼"

Letters – Drybar trademark logo mounted on painted wood plaque

Letter dimensions – 2'-5" x 8" x ¼"

Total sign area = 7 square feet

Colors defined above

Location of proposed Blade Sign identified above in Elevation and Section

Bracket design and mounting to comply with Tenant Criteria standards