



Pacific Ocean  
Management, LLC

August 19, 2013

Mr. Gary Jones, Director  
Department of Beaches & Harbors  
Design Control Board  
13837 Fiji Way  
Marina del Rey, CA 90292  
Attn. Charlotte Miyamoto

RE: P97 – Marina Beach Shopping Center – Proposed Tenant Signage Request

Dear Charlotte;

On behalf of the Owners of Gold Coast Shopping Center, LLC (Marina Beach Shopping Center) we are requesting placement on the September, 2013 agenda of the Design Control Board to propose signage considerations for the following tenant:

- MARINA OPTOMETRY  
588 WASHINGTON BOULEVARD  
MARINA DEL REY, CA 90292

On the following pages please find the proposed specifications for, "MARINA OPTOMETRY".

Very truly yours,

Jill Peterson  
Pacific Ocean Management, LLC as Agent for  
Gold Coast Shopping Center, LLC

Enclosure



# National Sign & MARKETING CORPORATION

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August 19, 2013

Department of Beaches and Harbors  
13837 Fiji Way  
Marina Del Rey, California 90292

Attention: Ismael Lopez

Job Address: Optometry 588 Washington Blvd. Marina Del Rey

RE: DCB Sign Submittal

Dear Ismael,

As part of the sign submittal and review a cover letter describing the sign proposal is required. The sign proposal is as follows:

- Install one (1) internally illuminated reverse channel wall sign. The overall height is 13 ½"; overall length is 120".
- Color of face and returns: European Blue PMS 281 C.
- Type of Illumination: Neon
- Number of sign: One (1)
- Location: North elevation of shopping center.

Respectfully submitted,

Patrick Faranal ext 222  
National Sign & Marketing  
909/821-8094 (cell phone)  
909/287-7375 (office phone)  
patf@nsmc.com

PRESENTED TO

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# OPTOMETRY

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**MARINA BEACH**  
**SHOPPING CENTER**

**588 WASHINGTON BLVD. • MARINA DEL REY • CA**



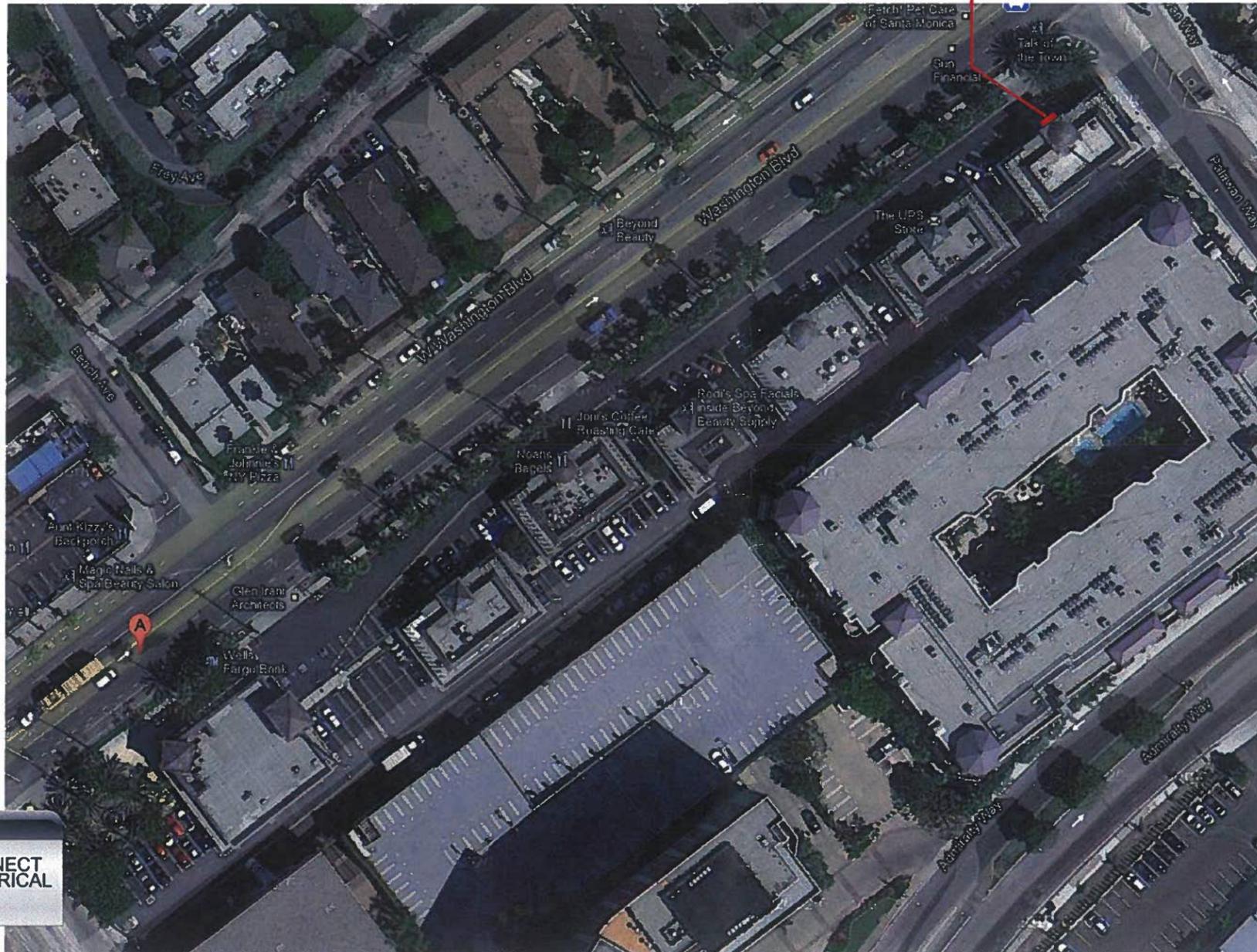
**National Sign & Marketing Corporation**



**13580 5th Street • Chino, CA 91710 • Tel: 909.591.4742 • FAX: 909.591.9792 • Toll Free: 877.877.NSMC**

# Scope of Work

**A** NEW S/F NEON HALO ILLUM. CHANNEL LETTERS SIGN



**NOTE:**  
ALL NEW SIGNAGE TO CONNECT TO CLIENT PROVIDED ELECTRICAL CIRCUITS



VICINITY MAP

<b>LOGO ARTWORK</b>		<b>SALESMAN TO PROVIDE ACTUAL COLOR INFORMATION PRIOR TO FABRICATION</b>	
YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/>	NO <input type="checkbox"/>
WINDOWS READY VECTOR LINE DIGITAL ARTWORK OR 64P CAMERA READY ARTWORK WILL BE REQUIRED PRIOR TO FABRICATION			

<b>FIELD SURVEY REQUIRED FOR:</b>		<b>4</b>
YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
COLOR MATCHING PURPOSES TO EXISTING BUILDING(S)/SIGNAGE etc.		
YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
MATCHING STONE, BRICK OR OTHER BUILDING MATERIALS TO EXISTING		
YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
DETERMINE ACTUAL DIMENSIONS OF EXISTING SIGNAGE FOR REFACE BEFORE FABRICATION		

<b>SIGNAGE LOCATIONS:</b>	<b>CUSTOMER APPROVAL:</b>	<b>MISCELLANEOUS:</b>
HAS CUSTOMER APPROVED SIGN LOCATION(S) FOR INSTALLATION? YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	DRAWINGS YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> COLORS YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> TEXT YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	DEPOSIT REQUIRED YES <input type="checkbox"/> NO <input type="checkbox"/> SIGNED CONTRACT YES <input type="checkbox"/> NO <input type="checkbox"/> ORDER LED UNIT YES <input type="checkbox"/> NO <input type="checkbox"/>

## Marina Beach Shopping Center Optometry - Marina Del Rey, CA. - Site Plan

SCALE: NTS

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**Project:** Marina Beach Shopping Center Optometry  
**Address:** 588 Washington Blvd., Marina Del Rey, CA  
**Phone:** \_\_\_\_\_ **Account Mgr.** C. Tillery  
**Designer:** Duffy, S. **Scale:** Noted **Date:** 01/17/2013

**Client Approval:**  
Date: \_\_\_\_\_

This sign intended to be in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of this sign.

**Revisions:**  
05/31/13 SD: Add copy to blade sign  
08/19/13 SD: Remove blade sign and add measurements

**Drawing Number**  
**25434**  
R2

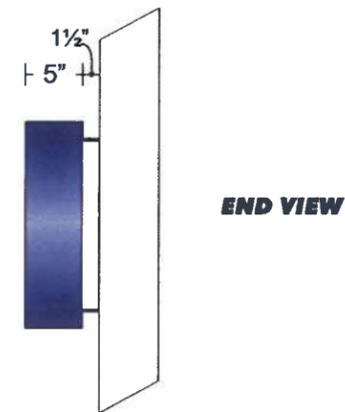


10'-0"

1'-1 1/2"

# OPTOMETRY

**A** NEW S/F NEON HALO ILLUM. CHANNEL LETTERS SIGN



### Channel Letter Specifications:

**FACES & RETURNS:** .040" ALUMINUM - PAINTED TO MATCH #3630-137 EUROPEAN BLUE / PMS 281C

**BACKS:** 3/16" CLEAR LEXAN

**CABINET INTERIOR:** THE INSIDE OF EACH LETTER IS TO BE PAINTED WITH A GOOD CONVERSION COATING AND EXTERIOR WHITE ACRYLIC ENAMEL.

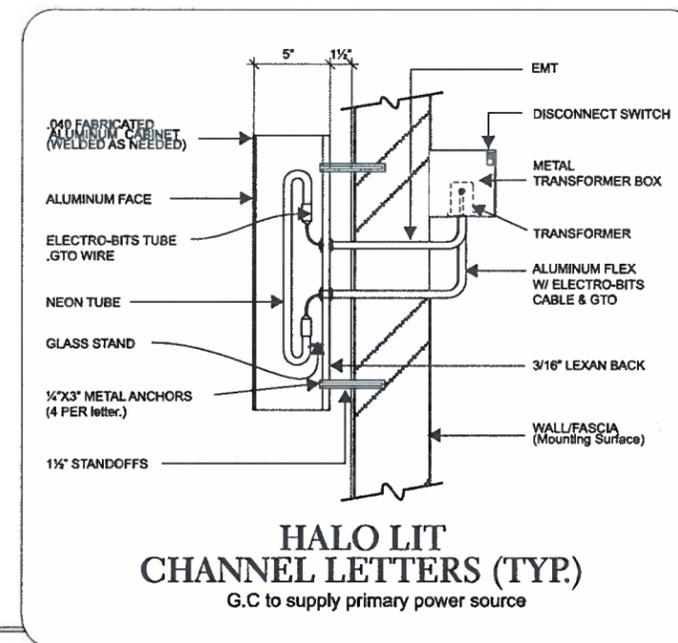
**WEEP/DRAIN HOLES:** AS PER UL, CSA OR CE SPECIFICATIONS

**CABINET DEPTH:** 5"

**STAND-OFFS:** 1/4"x3" METAL ANCHORS (4 PER letter.)

**ILLUMINATION:** LETTERS TO INSTALLED 1 1/2" OFF BUILDING FASCIA  
WHITE NEON

 #3630-137 EUROPEAN BLUE / PMS 281C



### Halo Lit Channel Letters

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

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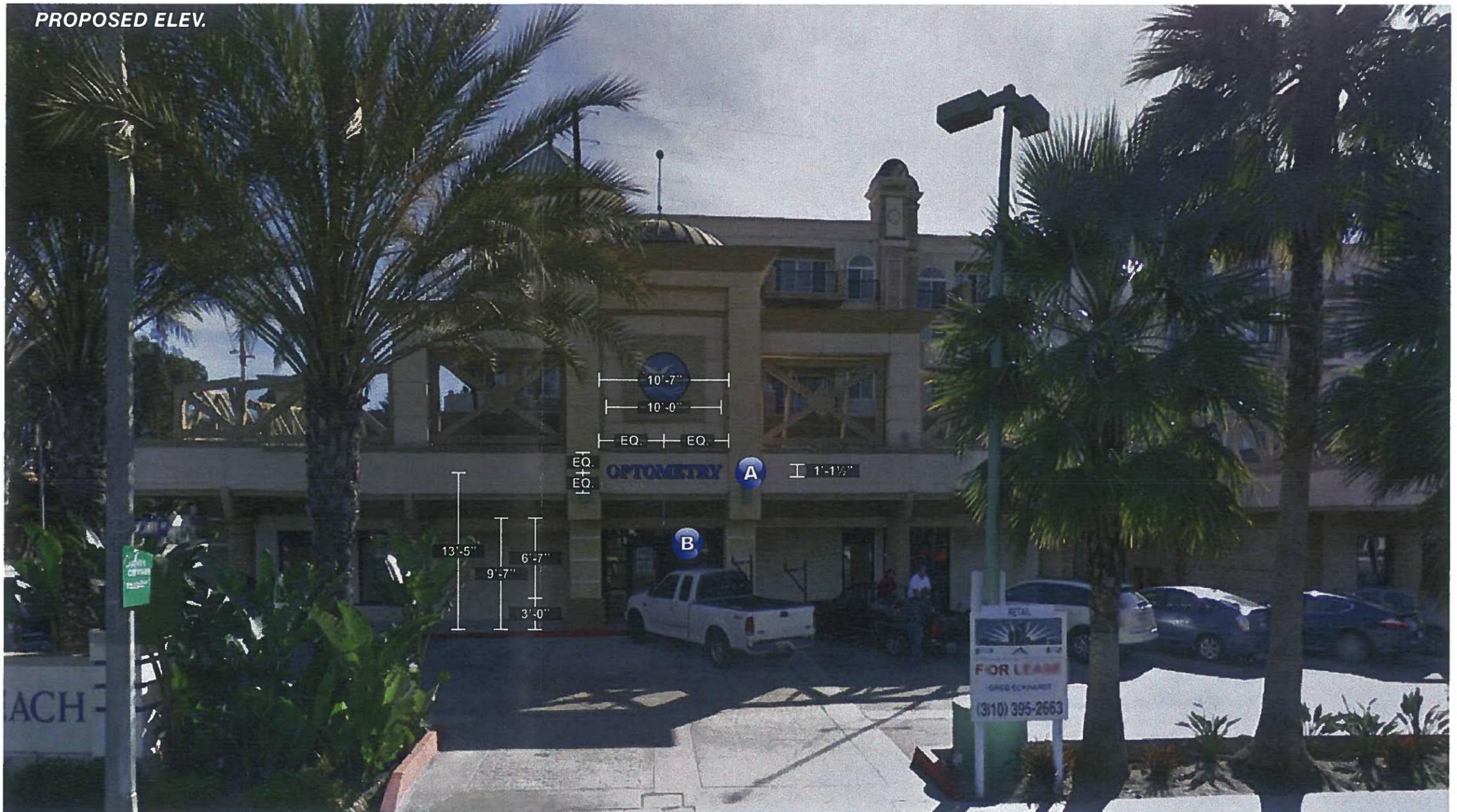


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R2





**A** NEW S/F NEON HALO ILLUM. CHANNEL LETTERS SIGN

**South Elevation**

SCALE: NTS

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**National Sign & Marketing Corporation**  
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 e-mail : sales@nsmc.com  
 Lic# 745030 - Exp. 01/31/14

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