



design | service | solutions

April 22, 2014

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

Attention: Design Control Board

Re: Sugarfish by Sushi Nozawa at 4722 Admiralty Way, Marina del Rey, CA 90292

Dear Mr. Kreimann,

The following is a detailed project description with a request for review by the Design Control Board of Los Angeles County Dept. of Beach and Harbors. We at Signs Now, are submitting the following plans that will show our client's (Sugarfish) new signage. The current signs will be replaced in both the Front and the Back of this location.

The Front and Rear Signs will consist of a set of Halo / Rear Illuminated Channel Letters made from Aluminum with Painted faces and LED illumination. The total size of Front sign will be 2' Tall and 9 1/2' Long and the Rear sign will be 1 1/2' Tall x 7' Long. The Letters "SUGARFISH" will be painted Light Blue (57% Cyan + 32% Magenta) with each letter being approximately 12" Tall. The Letters "BY SUSHI NOZAWA" will be painted Grey (50% Black) with each letter being approximately 6 1/2" Tall. Detailed elevation views of each sign are shown on pages 5 & 6 of the attached document package. The total cost of this project is approximately \$10,000.

Thanks for your time in reviewing our request.

Sincerely,

A handwritten signature in black ink, appearing to read "Adam Wodka".

Adam Wodka  
Signs Now, Marina del Rey



C A R U S O  
A F F I L I A T E D

April 28, 2014

Sugarfish by Sushi Nozawa  
4722 – ¼ Admiralty Way  
Marina del Rey, CA 90292

**Re: Rear Signage**

To Whom It May Concern:

This letter is to inform you that the Sugarfish by Sushi Nozawa signage package submitted by Signs Now for the premises located at 4722 ¼ Admiralty Way, Marina del Rey, CA 90292 has been approved by the Landlord.

Please call me with any questions at (323) 900-8137. Thank you in advance for your cooperation.

Sincerely,

Marcia Johnson  
Assistant Manager of Tenant Services

**SUGARFISH MARINA DEL REY - SITE PLAN**



4200 S. Lincoln Blvd.  
 Marina del Rey, Ca 90292  
 Phone: 310-577-0300  
 Fax: 310-577-0344



Project: \_\_\_\_\_

Address: \_\_\_\_\_

Dates / Revisions:

Completed on
▲
▲
▲
▲
▲
▲
▲

Scale: AS NOTED, ELSE N.T.S.

Designer: **Lorraine Munro**

Salesperson: \_\_\_\_\_

Approvals:

- Client: \_\_\_\_\_
- X \_\_\_\_\_
- Architect: \_\_\_\_\_
- X \_\_\_\_\_
- Landlord: \_\_\_\_\_
- X \_\_\_\_\_
- Project Manager: \_\_\_\_\_
- X \_\_\_\_\_

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Page Title: \_\_\_\_\_

Drawing Tolerance: \_\_\_\_\_

Page Number:  
1 of 8

Design file name:  
**SUGARFISH**

Signature for Approval \_\_\_\_\_



**SUGARFISH MARINA DEL REY - CURRENT SIGNAGE PHOTOS**



CURRENT FRONT VIEW



CURRENT BACK VIEW

Signature for Approval \_\_\_\_\_



4200 S. Lincoln Blvd.  
Marina del Rey, Ca 90292  
Phone: 310-577-0300  
Fax: 310-577-0344

Project:

Address:

Dates / Revisions:

Completed on

- ① \_\_\_\_\_
- ② \_\_\_\_\_
- ③ \_\_\_\_\_
- ④ \_\_\_\_\_
- ⑤ \_\_\_\_\_
- ⑥ \_\_\_\_\_
- ⑦ \_\_\_\_\_

Scale: AS NOTED, ELSE N.T.S.

Designer: Lorraine Munro

Salesperson:

Approvals:

- Client: \_\_\_\_\_
- X \_\_\_\_\_
- Architect: \_\_\_\_\_
- X \_\_\_\_\_
- Landlord: \_\_\_\_\_
- X \_\_\_\_\_
- Project Manager: \_\_\_\_\_
- X \_\_\_\_\_

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2 of 8

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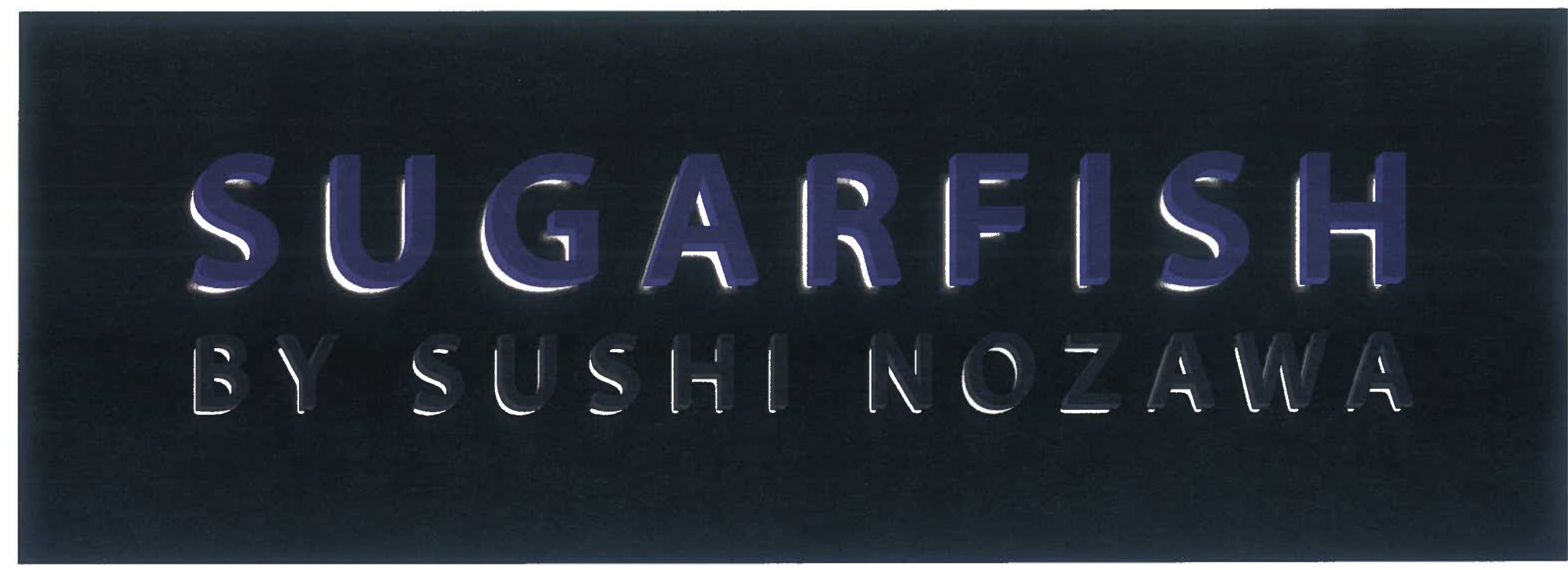
SUGARFISH



4200 S. Lincoln Blvd.  
Marina del Rey, Ca 90292  
Phone: 310-577-0300  
Fax: 310-577-0344

**SUGARFISH**  
**BY SUSHI NOZAWA**

NIGHTVIEW



Signature for Approval \_\_\_\_\_

**A** **B**

Project: \_\_\_\_\_

Address: \_\_\_\_\_

Dates / Revisions:

Completed on \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

Scale: AS NOTED, ELSE N.T.S.

Designer: Lorraine Munro

Salesperson: \_\_\_\_\_

Approvals:

Client: \_\_\_\_\_

X \_\_\_\_\_

Architect: \_\_\_\_\_

X \_\_\_\_\_

Landlord: \_\_\_\_\_

X \_\_\_\_\_

Project Manager: \_\_\_\_\_

X \_\_\_\_\_

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Design file name: SUGARFISH

**HALO LIT CHANNEL LETTERS DIMENSIONS - SUGARFISH MARINA DEL REY**

**FRONT SIGNAGE**

Sugarfish letters are 11.75" tall and the stems width is 2"  
 By sushi nozawa are 6.75" tall and the stems width is 1.25"



**REAR SIGNAGE**

Sugarfish letters are 8.6" tall and the stems width is 1.6"  
 By sushi nozawa are 5" tall and the stems width is 1"



Signature for Approval \_\_\_\_\_



4200 S. Lincoln Blvd.  
 Marina del Rey, Ca 90292  
 Phone: 310-577-0300  
 Fax: 310-577-0344

Project:

Address:

Dates / Revisions:

Completed on

- ① \_\_\_\_\_
- ② \_\_\_\_\_
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- △ \_\_\_\_\_
- △ \_\_\_\_\_
- △ \_\_\_\_\_
- △ \_\_\_\_\_

Scale: AS NOTED, ELSE N.T.S.

Designer: Lorraine Munro

Salesperson:

Approvals:

Client:

X \_\_\_\_\_

Architect:

X \_\_\_\_\_

Landlord:

X \_\_\_\_\_

Project Manager:

X \_\_\_\_\_

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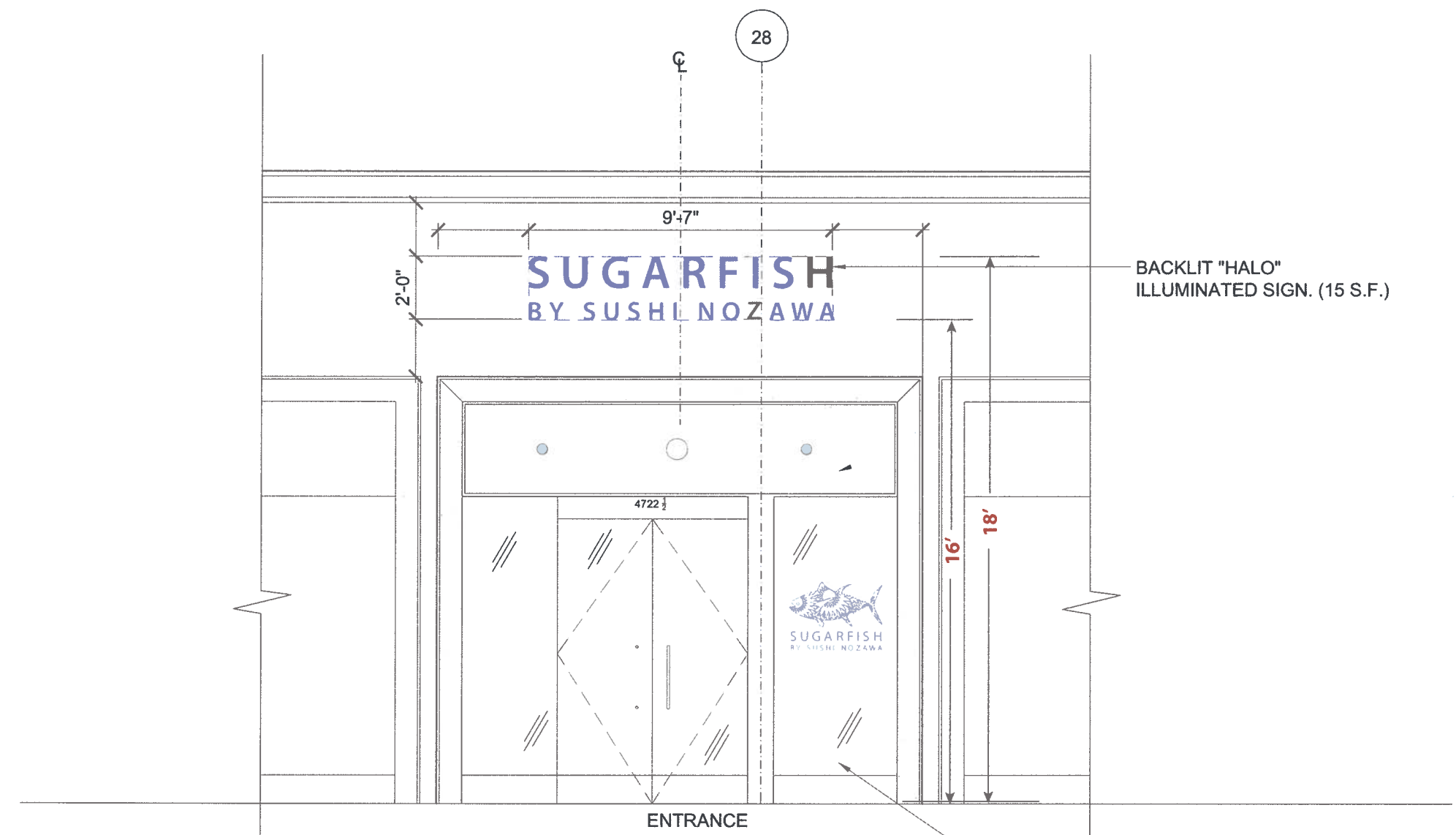
Design file name:

SUGARFISH

**FRONT ELEVATION - SUGARFISH MARINA DEL REY**



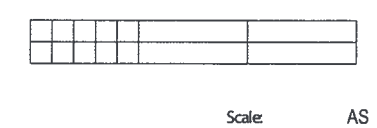
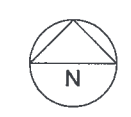
4200 S. Lincoln Blvd.  
 Marina del Rey, Ca 90292  
 Phone: 310-577-0300  
 Fax: 310-577-0344



BACKLIT "HALO"  
 ILLUMINATED SIGN. (15 S.F.)

EXIST. STOREFRONT TO  
 REMAIN NO CHANGES.

Total size = 24" x 115" + 2760" \* 14" = 19.17sq ft



2 STOREFRONT ELEVATION  
 SCALE: 1/4" = 1'-0"

Signature for Approval \_\_\_\_\_



Project: \_\_\_\_\_

Address: \_\_\_\_\_

Dates / Revisions:

Completed on
△ _____
△ _____
△ _____
△ _____
_____
_____

NOTED, ELSE N.T.S.

Designer: **Lorraine Munro**

Salesperson: \_\_\_\_\_

Approvals:

- Client: \_\_\_\_\_
- X \_\_\_\_\_
- Architect: \_\_\_\_\_
- X \_\_\_\_\_
- Landlord: \_\_\_\_\_
- X \_\_\_\_\_
- Project Manager: \_\_\_\_\_
- X \_\_\_\_\_

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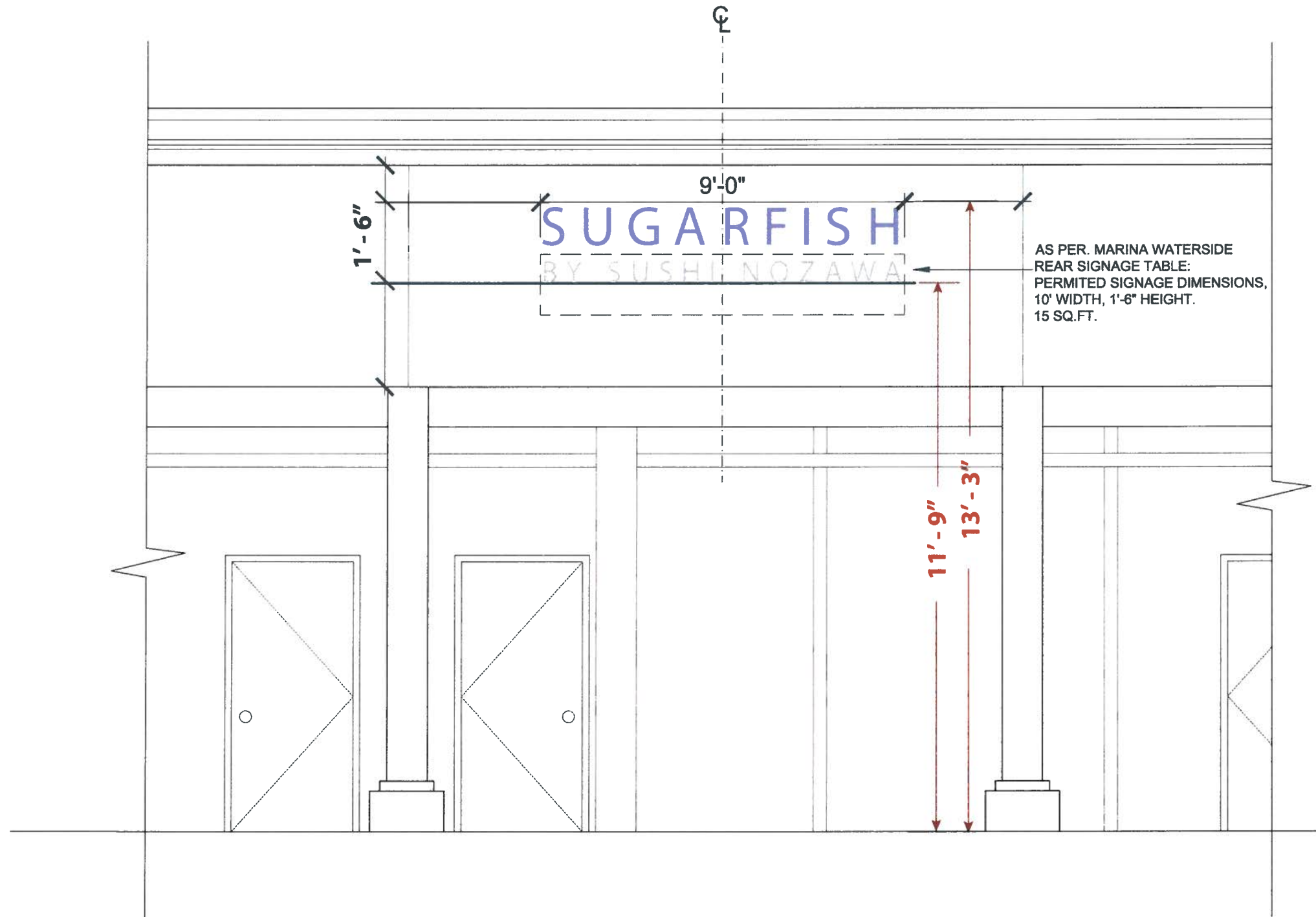
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Page Title: \_\_\_\_\_

Drawing Tolerance: _____	Page Number: 5 of 8
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Design file name:  
**SUGARFISH**

**REAR ELEVATION - SUGARFISH MARINA DEL REY**



**2 REAR ELEVATION**  
SCALE: 1/4" = 1'-0"

**A B**

Signature for Approval \_\_\_\_\_



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Marina del Rey, Ca 90292  
Phone: 310-577-0300  
Fax: 310-577-0344

Project:

Address:

Dates / Revisions:

Completed on

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Scale: AS NOTED, ELSE N.T.S.

Designer: **Lorraine Munro**

Sales person:

Approvals:

Client:

X \_\_\_\_\_

Architect:

X \_\_\_\_\_

Landlord:

X \_\_\_\_\_

Project Manager:

X \_\_\_\_\_

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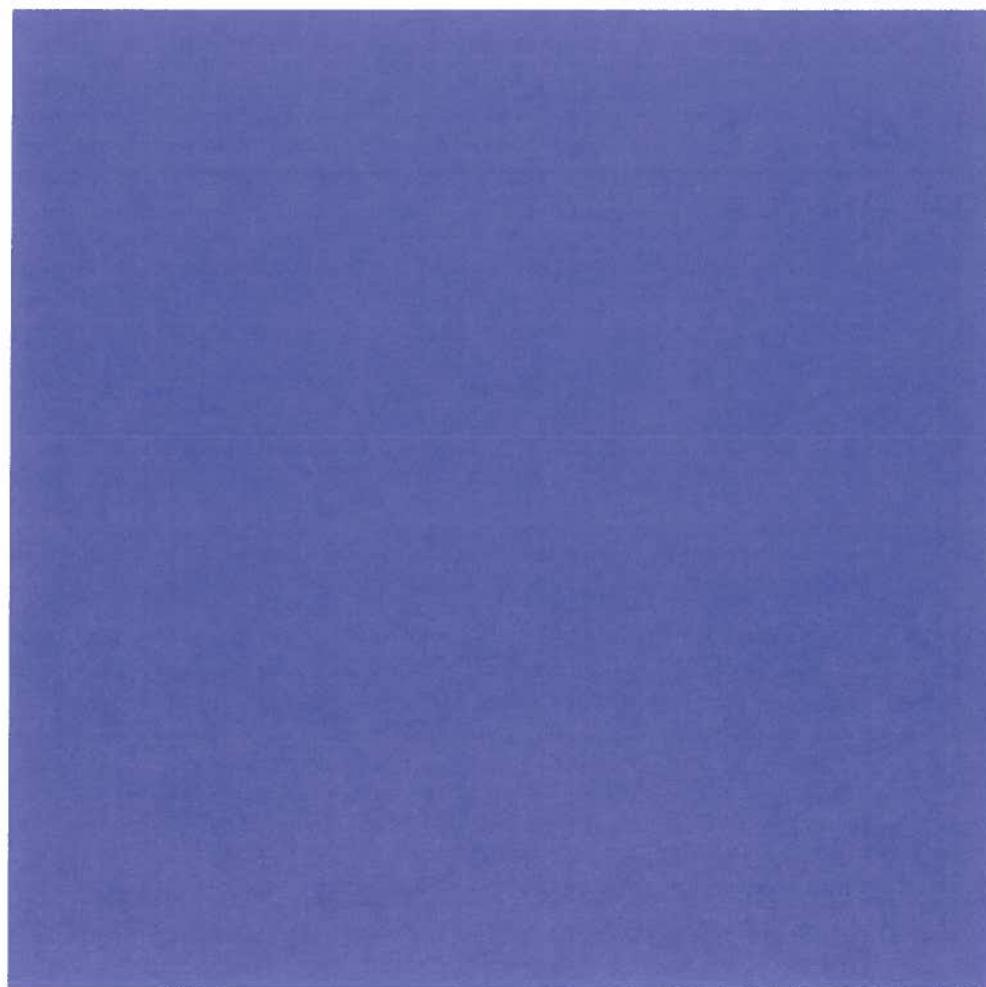
SUGARFISH



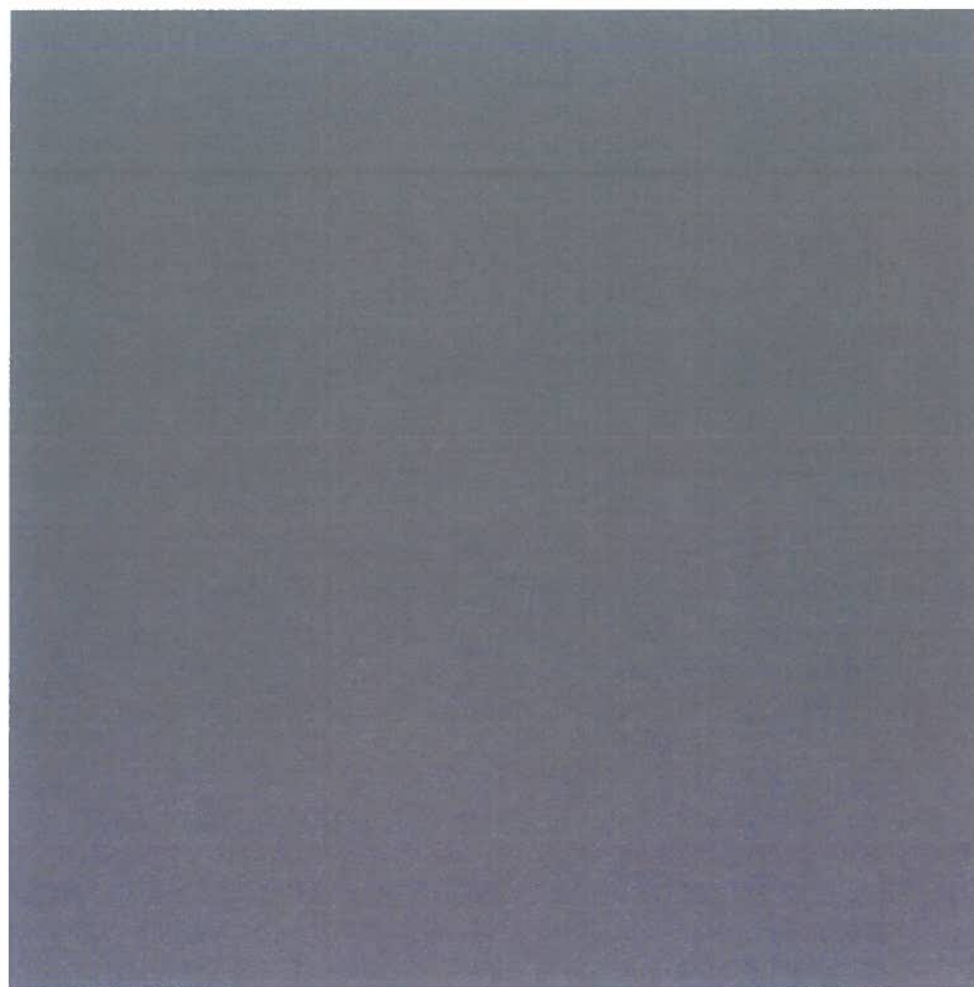
# SUGARFISH

## BY SUSHI NOZAWA

C 56.9 M 32.2 Y 0 K 0



C 0 M 0 Y 0 K 50



Signature for Approval \_\_\_\_\_



4200 S. Lincoln Blvd.  
Marina del Rey, Ca 90292  
Phone: 310-577-0300  
Fax: 310-577-0344

Project:

Address:

Dates / Revisions:

Completed on

- 1
- 2
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- 

Scale: AS NOTED, ELSE N.T.S.

Designer: Lorraine Munro

Salesperson:

Approvals:

Client:

X \_\_\_\_\_

Architect:

X \_\_\_\_\_

Landlord:

X \_\_\_\_\_

Project Manager:

X \_\_\_\_\_

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Design file name:

SUGARFISH

**SUGARFISH - HALO LIT CHANNEL LETTERS TECHNICAL DRAWINGS**



4200 S. Lincoln Blvd.  
 Marina del Rey, Ca 90292  
 Phone: 310-577-0300  
 Fax: 310-577-0344

# SUGARFISH

## BY SUSHI NOZAWA

Project: \_\_\_\_\_

Address: \_\_\_\_\_

Dates / Revisions:

Completed on	
1	03/28/14
2	
3	
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5	
6	

Scale: AS NOTED, ELSE N.T.S.  
 Designer: Lorraine Munro  
 Salesperson: \_\_\_\_\_

Approvals:

Client: \_\_\_\_\_

X Architect: \_\_\_\_\_

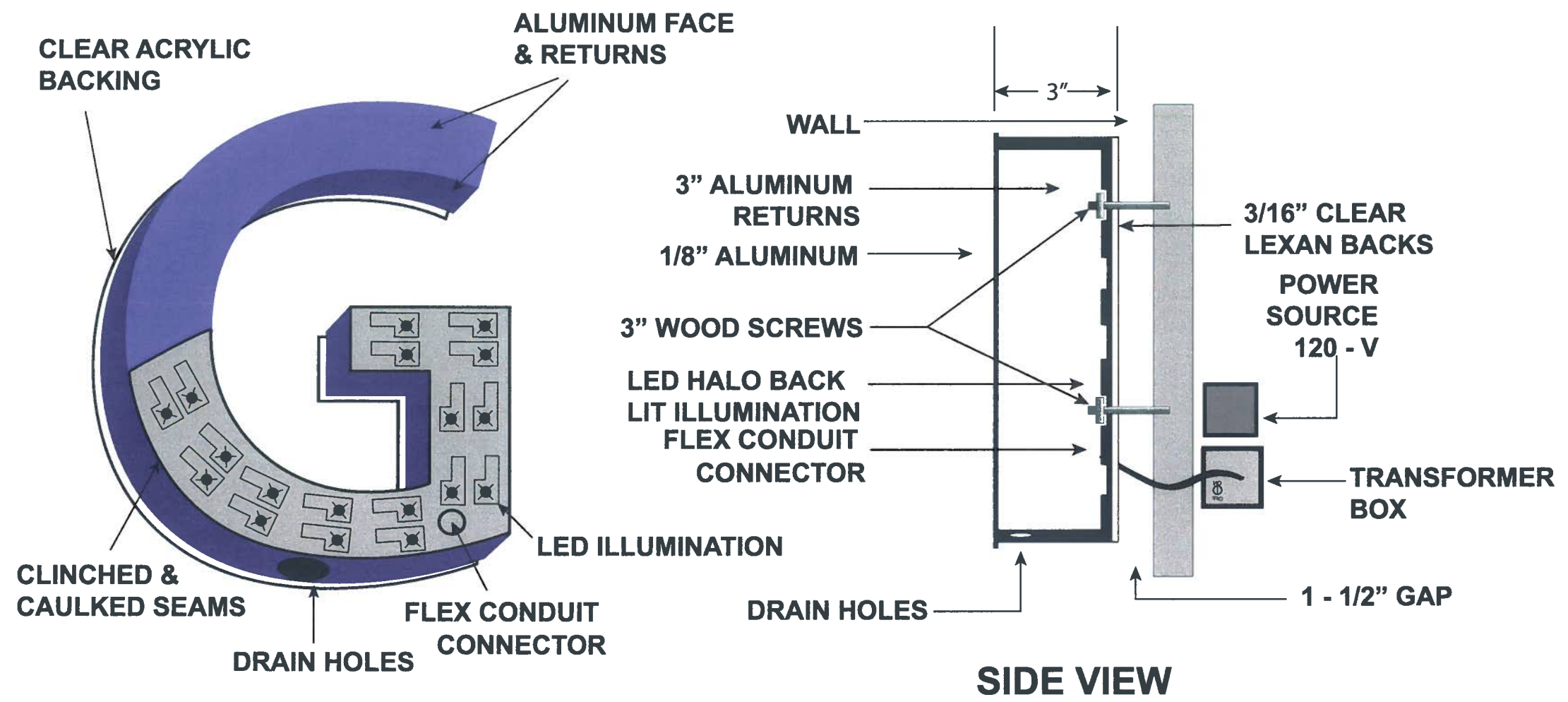
X Landlord: \_\_\_\_\_

X Project Manager: \_\_\_\_\_

X \_\_\_\_\_

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Signature for Approval \_\_\_\_\_

**A** **B**