

FILE CONTROL SHEET

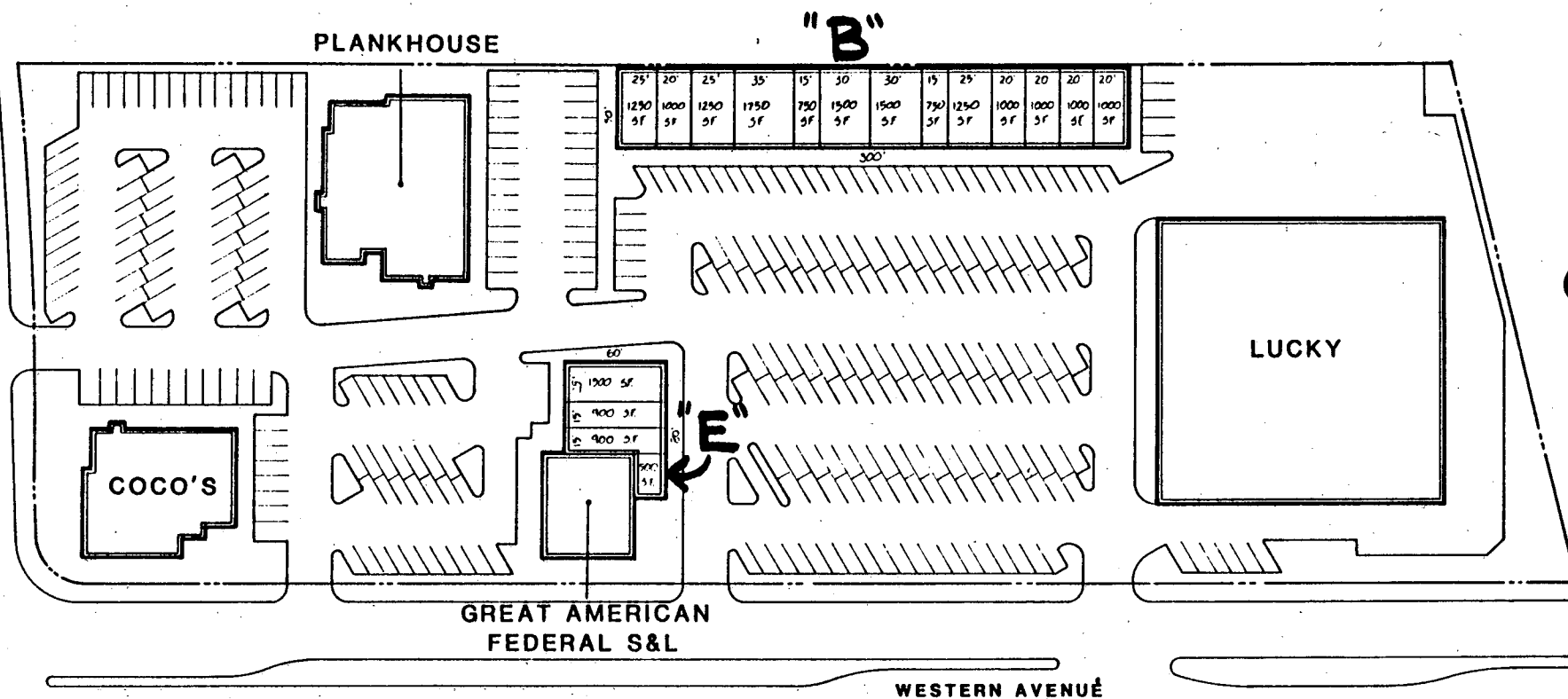
PROPERTY ADDRESS

28388 WESTERN AVE

- Westmont Plaza

[illegible]

WESTMONT DRIVE



WESTMONT PLAZA

SITE AREA 258750 S.F.

BLDG. AREA 64119 S.F.

PARKING 315



NORTH

50 100 150
scale: 40' = 1"



CITY OF RANCHO PALOS VERDES
PLANNING CLEARANCE

Page ___ of ___

THIS FORM, ALONG WITH TWO COPIES OF THE APPROVED PLANS, MUST BE SUBMITTED WHEN APPLYING FOR A BUILDING PERMIT.

PROJECT LOCATION 28388 S. WESTERN LOT NO.: _____ TRACT NO.: _____

OWNER'S NAME/ADDRESS DIVERSIFIED DEV. 2910 REDHILL # 200 COSTA MESA

PROJECT NO.: S.P. 718 ☒ MINISTERIAL ☐ DISCRETIONARY

PROJECT DESCRIPTION: PERM. TEN. I.D. SIGN (HELEN GRACE)

Approval is granted subject to the following conditions:

- ① SIGN SHALL INCORPORATE HELVETICA BOLD PRINT TYPE FACE ONLY.
- ② MAX. LENGTH OF SIGN SHALL NOT EXCEED 14'-0".
- ③ COLOR OF SIGN SHALL BE RED.
- ④ SIGN SHALL BE CENTERED ON FACADE FRONTAGE (LEASED SPACE)
- ⑤ MAX. HEIGHT OF "H" IN HELEN GRACE PORTION OF SIGN SHALL NOT EXCEED 21".
- ⑥ MAX. HEIGHT OF "G" IN HELEN GRACE PORTION OF SIGN SHALL NOT EXCEED 27".

☐ DUMP DEPOSIT REQUIRED

☒ BUILDING PERMIT REQUIRED

The City strongly urges the applicant for this project to contact the Homeowners Association or local Art Jury, if any, to gain any additional approvals that may be required before applying for a building permit. A list of Homeowners Associations are on file with the Planning, Building, and Code Enforcement Department of Rancho Palos Verdes.

By: _____

For Director of Planning, Building, and
Code Enforcement

Dated*: _____

12/5/94

*THIS APPROVAL SHALL BE NULL AND VOID AFTER 180 DAYS FROM THE DATE NOTED UNLESS THE APPROVED PLANS ARE SUBMITTED TO BUILDING AND SAFETY TO INITIATE THE "PLAN CHECK" REVIEW PROCESS. THIS APPROVAL SHALL ALSO BECOME NULL AND VOID IF AFTER INITIATING THE "PLAN CHECK" REVIEW PROCESS OR RECEIVING A BUILDING PERMIT TO BEGIN CONSTRUCTION, SAID PERMIT OR "PLAN CHECK" IS ALLOWED TO EXPIRE OR IS WITHDRAWN BY THE APPLICANT.

SIGN PERMIT APPLICATION NO. 718Diversified Shopping Centers.

Landowner

2910 Red Hill suite 200

Address

Costa Mesa CA 92626

City

Blake Sign

Applicant

15661 Producer Ln. unit B.

Address

Hunt. BCH, CA 92649

City

Phone: Home _____ Office 957-2651Phone: Home _____ Office 891-5682Address of Subject Property: 28388 Western Ave.

Current Zoning: _____

Length of Storefront(s): 20'

1. Quantity, Dimensions and Nature of Proposed signs:

| Quantity | Dimensions Width X Length X Total Height | Permanent or Temporary | If temporary, give duration |
|----------|--|---------------------------|--------------------------------|
| <u>1</u> | <u>14' X 18"</u> | <u>Permanent</u> | |
| | | | |
| | | | |

2. Number and Dimensions of all existing signs:

| Quantity | Dimensions |
|----------------|------------|
| <u>No sign</u> | |
| | |

3. Briefly describe the purpose and need for each proposed sign.

Permanent Tenant

4. Unless shown on attached 8 1/2" x 11" plan, indicate Sign Copy.

I certify that the information and materials contained in this application are accurate and complete.

see fax signature. Attached.
Signature of LandownerTony [Signature]
Signature of Applicant

Date: _____

Date: 12/5/94

SIGN PERMIT

IN ORDER TO PROCESS THIS APPLICATION WITHOUT DELAY, PLEASE SUBMIT THE FOLLOWING MATERIALS:

- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SITE PLAN AND ELEVATIONS SHOWING THE LOCATION OF ALL EXISTING AND PROPOSED SIGNS AND THEIR RELATION TO ADJACENT BUILDINGS OR STRUCTURES. SIGNS MUST BE LABELED EXISTING OR PROPOSED, OR OTHERWISE BE CLEARLY DISTINGUISHABLE.
- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SIGN PLAN IDENTIFYING COLORS, DESIGN, AND DIMENSIONS OF ALL PROPOSED SIGNS.
- PLANS SHOULD BE ASSEMBLED IN COMPLETE SETS, AND FOLDED NO LARGER THAN 9 1/2 X 14".
- ONE (1) SIGN PERMIT APPLICATION SIGNED BY APPLICANT AND PROPERTY OWNER.
- FILING FEE:

STAFF REVIEW

TEMPORARY SIGN \$65 (ONE OR MORE)
PERMANENT SIGN \$110 PLUS \$5 FOR EACH ADDITIONAL SIGN

PLANNING COMMISSION REVIEW

TEMPORARY SIGN \$370
PERMANENT SIGN \$540 PLUS \$20 FOR EACH ADDITIONAL SIGN

THE SIGN ORDINANCE WAS ESTABLISHED TO PREVENT THE UNNECESSARY PROLIFERATION OF SIGNS THROUGHOUT THE CITY, THEREBY PROTECTING THE PROPERTY VALUES, SAFETY, AND QUALITY OF LIFE IN THE AREA. PLEASE REFER TO CHAPTER 17.52 OF THE CITY'S DEVELOPMENT CODE FOR SPECIFIC SIGN GUIDELINES AND RESTRICTIONS. PLEASE CONTACT A PLANNER AT (310) 377-6008, IF YOU HAVE ANY QUESTIONS REGARDING THE CITY'S SIGN RESTRICTIONS OR QUESTIONS REGARDING THIS APPLICATION.

(REVISED 2/93)

2910 Red Hill Avenue, #200, P.O. Box 5047, Costa Mesa, California 92628-5047
Telephone (714) 957-2651 / Facsimile (714) 957-0147

Transmittal Date

2/4/94

Pages to Follow

ONE

Operator

J. Hemerson

To

8103-148

Facsimile Number

John Bure

From

Ed Bach

Subject

Helen Grace

Comments

CC

12 02 94 15:56 714 9570147

DIVERSIFIED SHIPPING CENTER

002 002

Trim Cap to be _____, Painted _____
Returns to be _____ Painted _____
All installations must conform to

Wall _____ from _____

☒ Approved as Noted:
☐ Not Approved, Returned for Corrections
Resubmit _____ Copies _____

OWNER: Helen Grace Chocolates
2369 E Pacifico Place
Rancho Dominguez, CA 90220

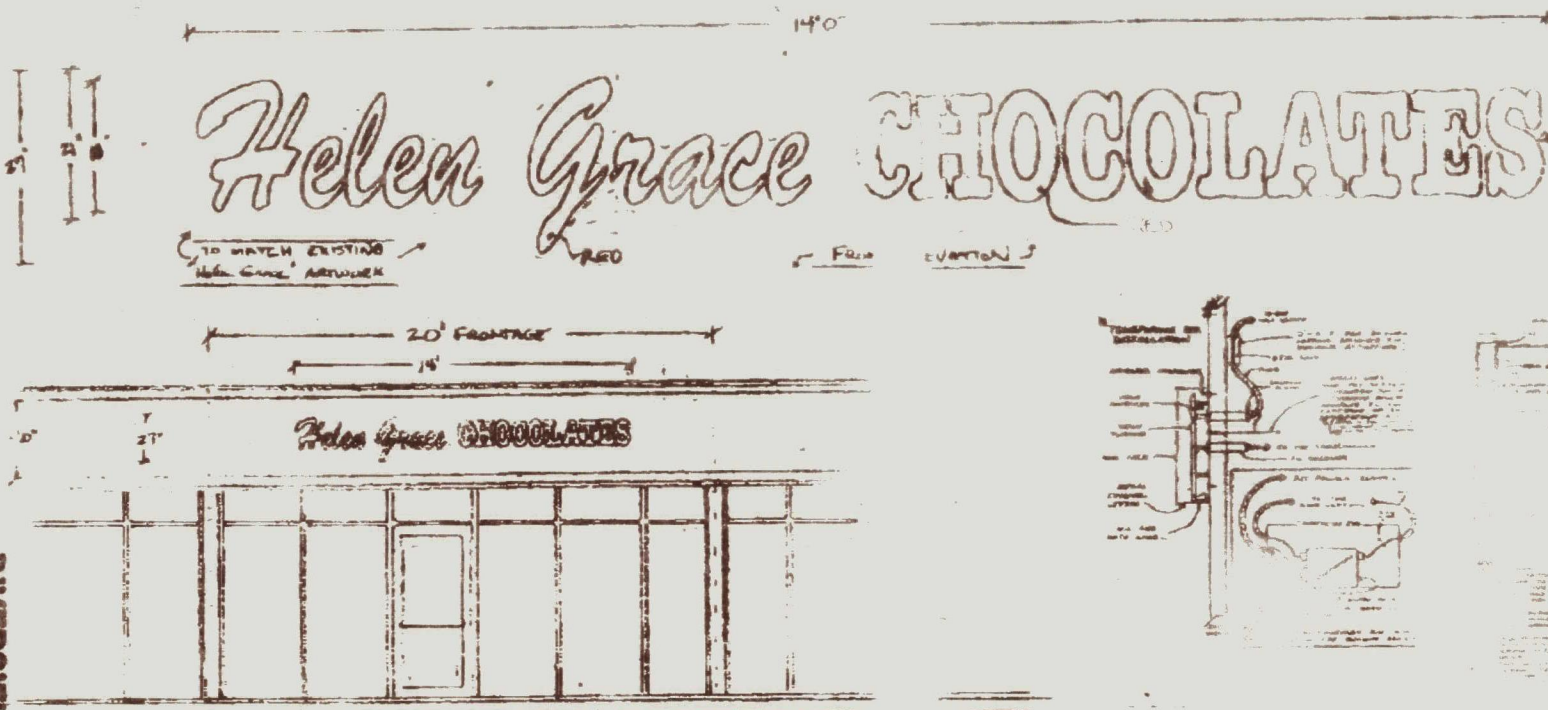
ADDRESS: 28388 WESTERN AVE.
RANCHO PALOS VERDES, CA

SIGN SPECIFICATIONS:

(1) SET OF INTERNALLY ILLUMINATED LETTERS TO READ:
"Helen Grace" "CHOCOLATES"

"Helen Grace" - 2 1/2" RED PLEX FACE
GOLD TRIM CAP & (2) TURNS - RED
"CHOCOLATES" - 2 1/2" RED PLEX FACE - GOLD TRIM CAP (2) TURNS - RED

INTERNAL ILLUMINATION WITH 13 MM 6500 WHITE NEON
SIGN CENTERED VERTICALLY & HORIZONTALLY IN FASCIA
INSTALLATION TO MEET CITY U.C. & N.E.C. CODES.



BLOCK
LETTER
STYLE
(Helvetica)

INSTALLATION

LANDLORD: DIVERSIFIED SHIPPING CENTER
2910 RED HILL SUITE 200
COSTA MESA, CA
ED BACH (714) 957-2651

PLOT PLAN

BLAKE SIGN CO., INC.
1541 Procter Ln. Unit B
Huntington Beach, CA 92649
714 891-5682 FAX 891-3075
P.O. Box 504722 - 45
U.C. Approved



RANCHO PALOS VERDES

FEE RECEIPT FORM

30940 HAWTHORNE BOULEVARD
RANCHO PALOS VERDES, CA 90275-5391
(310) 377-6008
FAX (310) 377-8659

RECEIVED OF
PAYER:

Park City Plastering

TELEPHONE 714 645-8200

ADDRESS:

2198 Meyer Pl

CITY

Costa Mesa

ZIP

92627

JOB OWNER:

Helen GRACE (Hocolates)

JOB ADDRESS
OR TRACT NO.:

28388 Western

OWNER'S ADDRESS:

2369 E. Pacifica Pl.

Rancho Dominguez

VALIDATION
(OFFICE
USE ONLY)

12/05/94 RPV

D132210

\$AMT\$ 110.00

CHEK 110.00

4493A000 10:10

| RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND | RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND |
|---|------------------------|-----------------------|---|--------------------|-----------------------|
| PLANNING APPLICATION <u>SP</u> # <u>714</u> | <u>\$110.00</u> | <u>1-32210</u> | <input type="checkbox"/> PLAN CHECK FEE _____ (Type) | | |
| DOCUMENT/PRINTING | | | <input type="checkbox"/> OTHER _____ | | |
| PARKLAND FEE Project # _____ | | | <input type="checkbox"/> OTHER _____ | | |
| DUMPING DEPOSIT | | | ENVIRONMENTAL EXCISE TAX | | |
| BUSINESS LICENSE | | | Check No. <u>7250</u> | TOTAL <u>110 —</u> | |
| PENALTY | | | | | |
| BOND DEPOSIT | | | | | |
| Calculated by <u>FF</u> | Received by <u>W3.</u> | | | | |



CITY OF RANCHO PALOS VERDES
PLANNING CLEARANCE

Page 1 of 1

THIS FORM, ALONG WITH TWO COPIES OF THE APPROVED PLANS, MUST BE SUBMITTED WHEN APPLYING FOR A BUILDING PERMIT.

PROJECT LOCATION 28388 Western Ave (Westmont Plaza) LOT NO.: _____ TRACT NO.: _____

OWNER'S NAME/ADDRESS Helen Grace Chocolates / Diversified Management

PROJECT NO.: OP 715 ☒ MINISTERIAL ☐ DISCRETIONARY

PROJECT DESCRIPTION: Temp. tenant ID banner

Approval is granted subject to the following conditions:

- 1) sign may be displayed for a maximum of 60 days while applicant awaits approval of a permanent sign.
- 2) Banner to be installed in substantial conformance to approved plans

☐ DUMP DEPOSIT REQUIRED

☐ BUILDING PERMIT REQUIRED

The City strongly urges the applicant for this project to contact the Homeowners Association or local Art Jury, if any, to gain any additional approvals that may be required before applying for a building permit. A list of Homeowners Associations are on file with the Planning, Building, and Code Enforcement Department of Rancho Palos Verdes.

By: _____

For Director of Planning, Building, and
Code Enforcement

Dated*: _____

November 10, 1994

*THIS APPROVAL SHALL BE NULL AND VOID AFTER 180 DAYS FROM THE DATE NOTED UNLESS THE APPROVED PLANS ARE SUBMITTED TO BUILDING AND SAFETY TO INITIATE THE "PLAN CHECK" REVIEW PROCESS. THIS APPROVAL SHALL ALSO BECOME NULL AND VOID IF AFTER INITIATING THE "PLAN CHECK" REVIEW PROCESS OR RECEIVING A BUILDING PERMIT TO BEGIN CONSTRUCTION, SAID PERMIT OR "PLAN CHECK" IS ALLOWED TO EXPIRE OR IS WITHDRAWN BY THE APPLICANT.

SIGN PERMIT APPLICATION NO. 715

Diversified Management
Landowner
2910 Red Hill Ave
Address
Costa Mesa
City

Helen Grace Chocolates
Applicant
28388 Western
Address
Rancho Palo Verde
City

Phone: Home _____ Office 957-2651 Phone: Home _____ Office (310) 638-8400

Address of Subject Property: 28388 Western Ave.

Current Zoning: _____

Length of Storefront(s): 20'

1. Quantity, Dimensions and Nature of Proposed signs:

| Quantity | Dimensions Width X Length X Total Height | Permanent or Temporary | If temporary, give duration |
|----------|--|---------------------------|--------------------------------|
| <u>1</u> | <u>3' x 17'</u> | <u>Temporary</u> | <u>60</u> |
| | | | |
| | | | |

2. Number and Dimensions of all existing signs:

| Quantity | Dimensions |
|----------|------------|
| | |
| | |

3. Briefly describe the purpose and need for each proposed sign.

Temporary sign

4. Unless shown on attached 8 1/2" x 11" plan, indicate Sign Copy.

I certify that the information and materials contained in this application are accurate and complete.

Signature of Landowner

Date: _____

Tony Smith
Signature of Applicant

Date: 11/10/94

SIGN PERMIT

IN ORDER TO PROCESS THIS APPLICATION WITHOUT DELAY, PLEASE SUBMIT THE FOLLOWING MATERIALS:

- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SITE PLAN AND ELEVATIONS SHOWING THE LOCATION OF ALL EXISTING AND PROPOSED SIGNS AND THEIR RELATION TO ADJACENT BUILDINGS OR STRUCTURES. SIGNS MUST BE LABELED EXISTING OR PROPOSED, OR OTHERWISE BE CLEARLY DISTINGUISHABLE.
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- PLANS SHOULD BE ASSEMBLED IN COMPLETE SETS, AND FOLDED NO LARGER THAN 9 1/2 X 14".
- ONE (1) SIGN PERMIT APPLICATION SIGNED BY APPLICANT AND PROPERTY OWNER.
- FILING FEE:

STAFF REVIEW

TEMPORARY SIGN ~~\$65~~ (ONE OR MORE)
→ PERMANENT SIGN \$110 PLUS \$5 FOR EACH ADDITIONAL SIGN

PLANNING COMMISSION REVIEW

TEMPORARY SIGN ~~\$370~~
PERMANENT SIGN ~~\$540~~ PLUS \$20 FOR EACH ADDITIONAL SIGN

THE SIGN ORDINANCE WAS ESTABLISHED TO PREVENT THE UNNECESSARY PROLIFERATION OF SIGNS THROUGHOUT THE CITY, THEREBY PROTECTING THE PROPERTY VALUES, SAFETY, AND QUALITY OF LIFE IN THE AREA. PLEASE REFER TO CHAPTER 17.52 OF THE CITY'S DEVELOPMENT CODE FOR SPECIFIC SIGN GUIDELINES AND RESTRICTIONS. PLEASE CONTACT A PLANNER AT (310) 377-6008, IF YOU HAVE ANY QUESTIONS REGARDING THE CITY'S SIGN RESTRICTIONS OR QUESTIONS REGARDING THIS APPLICATION.

(REVISED 2/93)



11/10/94

17' max

COMING SOON

Helen
Grace

CHOCOLATES

Project No. 02715

SINCE 1944

APPROVED BY THE PLANNING DIVISION
OF THE CITY OF RANCHO PALOS VERDES

☒ With Conditions* ☐ As Submitted

Date: November 10, 1994

By: [Signature]

It is unlawful to make any changes or alterations
on this set of plans without written permission
from the Planning Division. Approval is VOID
after 180 days, unless otherwise specified in the
conditions of approval.

*Not valid unless accompanied by a completed
clearance form.



RANCHO PALOS VERDES

FEE RECEIPT FORM

30940 HAWTHORNE BOULEVARD
RANCHO PALOS VERDES, CA 90275-5391
(310) 377-6008
FAX (310) 377-8659

RECEIVED OF
PAYER: _____

TELEPHONE (310) 221-0009

ADDRESS: 28388 Western CITY: Rancho P. V. ZIP: _____

JOB OWNER: Helen Grace Gloc. JOB ADDRESS OR TRACT NO.: _____

OWNER'S ADDRESS: 2269 E. Pacific Pl.
Rancho Le Dominguez

VALIDATION
(OFFICE
USE ONLY)

11/10/98 RPV

0132210

BANK 65.00

CHEK 65.00

4156A000 23:12

| RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND | RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND |
|--------------------------------------|------------------------|-----------------------|---|----------------------|-----------------------|
| PLANNING APPLICATION <u>SP # 715</u> | <u>65.00</u> | <u>137710</u> | <input type="checkbox"/> PLAN CHECK FEE _____ (Type) | | |
| DOCUMENT/PRINTING | | | <input type="checkbox"/> OTHER _____ | | |
| PARKLAND FEE Project # _____ | | | <input type="checkbox"/> OTHER _____ | | |
| DUMPING DEPOSIT | | | ENVIRONMENTAL EXCISE TAX | | |
| BUSINESS LICENSE | | | Check No. <u>7193</u> | TOTAL <u>\$65.00</u> | <u>132210</u> |
| PENALTY | | | | | |
| BOND DEPOSIT | | | | | |
| Calculated by <u>[Signature]</u> | Received by <u>Jon</u> | | | | |

CITY OF RANCHO PALOS VERDES
PLANNING CLEARANCE

Page 1 of 1

THIS FORM, ALONG WITH TWO COPIES OF THE APPROVED PLANS, MUST BE SUBMITTED WHEN APPLYING FOR A BUILDING PERMIT.

PROJECT LOCATION 28388 S. Western LOT NO.: TRACT NO.:

OWNER'S NAME/ADDRESS Bach Management, 1825 Ladera Vista, Fullerton

PROJECT NO.: SP #688

☐ MINISTERIAL ☒ DISCRETIONARY

PROJECT DESCRIPTION: Identification Sign: Massey's Flowers

Approval is granted subject to the following conditions:

1. Total square footage of sign shall not exceed 21.5 square feet (as demonstrated in the plans dated 23 June 1994)
2. Sign shall be centered on fascia vertically and horizontally at an elevation not to exceed 16'-0".
3. Individual letter height shall not exceed 18".
4. Lettering shall be "Block Style," and color shall be Rohm & Haas Acrylic Red #2283 per the approved sign program.
5. Sign design shall conform to plans dated 23 June 1994.

☐ DUMP DEPOSIT REQUIRED

☒ BUILDING PERMIT REQUIRED

The City strongly urges the applicant for this project to contact the Homeowners Association or local Art Jury, if any, to gain any additional approvals that may be required before applying for a building permit. A list of Homeowners Associations are on file with the Planning, Building, and Code Enforcement Department of Rancho Palos Verdes.

By: Donna Jones
For Director of Planning, Building, and
Code Enforcement

Dated*: 7/21/94

*THIS APPROVAL SHALL BE NULL AND VOID AFTER 180 DAYS FROM THE DATE NOTED UNLESS THE APPROVED PLANS ARE SUBMITTED TO BUILDING AND SAFETY TO INITIATE THE "PLAN CHECK" REVIEW PROCESS. THIS APPROVAL SHALL ALSO BECOME NULL AND VOID IF AFTER INITIATING THE "PLAN CHECK" REVIEW PROCESS OR RECEIVING A BUILDING PERMIT TO BEGIN CONSTRUCTION, SAID PERMIT OR "PLAN CHECK" IS ALLOWED TO EXPIRE OR IS WITHDRAWN BY THE APPLICANT.



RANCHO PALOS VERDES

HAZARDOUS WASTE AND SUBSTANCES STATEMENT

The California Environmental Protection Agency (CAL/EPA) has compiled lists of Hazardous Waste and Substances Sites for the entire State of California. Although the current list received from CAL/EPA on Nov. 4, 1992 for the City of Rancho Palos Verdes has been reproduced below, you should be aware that these lists are revised from time to time. Pursuant to Government Code Section 68962.5, before the City can accept this application as complete, the applicant must consult the list and indicate whether the project and any alternatives are located on a site which is included on any such list, and shall specify any list.

| IMPACT CITY: RANCHO PALOS VERDES | | | |
|--------------------------------------|-----------------|---------------|-------|
| CREST ROAD (5656) | | | ZIP |
| Crest Road Union | HWIS | CAL 000017987 | |
| Unocal SVC STA #5654 | HWIS | CAD 981647126 | |
| Unocal Station #5654 | LTANK | | |
| HIGHRIDGE (28733) | | | SITES |
| Steve's Union SVC | HWIS | CAD 982314228 | 90274 |
| Unocal Corp. SS #5648 | LTANK | 6434 | |
| Unocal SS #5648 | LTANK | | |
| PALOS VERDES DRIVE (71200) | | | SITES |
| Schaper's Union | HWIS | CAD 982314295 | 90274 |
| Unocal SVC STA #7109 | HWIS | CAD 981644621 | |
| Golden Cove Unocal | HWIS | CAL 000017227 | |
| Golden Cove Unocal | HWIS | CAL 000016451 | |
| 1x Golden Cove Unocal | HWIS | CAL 000177245 | |
| Unocal Corp. SS #7109 | LTANK | 11074 | |
| Unocal Station #7109 | LTANK | | |
| WESTERN AVE. (2901) | | | SITES |
| Western Cleaners | HWIS | CAL 000018451 | 90732 |
| Western Cleaners | HWIS | CAL 000026468 | |
| Mobil Oil Corp. | UTANK | 3538 | |
| Mobil Station | LTANK | | |
| 2901 WESTERN AVE. S. | (NO STREET NBR) | | SITES |
| Chevron SS #9-8987 | LTANK | | 90731 |
| 31206 PALOS VERDES DRIVE WEST | (NO STREET NBR) | | SITES |
| Unocal S.S. #7109 | LTANK | | 90274 |
| 6566 PALOS VERDES DRIVE SOUTH | (NO STREET NBR) | | SITES |
| Chevron Station | LTANK | | 90274 |
| 5566 PALOS VERDES DRIVE SOUTH | (NO STREET NBR) | | SITES |
| Marinehead | LTANK | | 90274 |

In the event that the project site and any alternatives proposed in the application are not contained on the CAL/EPA lists, please certify that fact as provided below.

I have consulted the lists compiled pursuant to Section 65962.5 of the Government Code and hereby certify that the development project and any alternatives proposed in this application are not contained on these lists.

(applicant)

Paul E. Hartinger
(signature)

5 JUL 1994
(date)

If the development project and any alternatives proposed in this application are contained on the CAL/EPA lists, please complete the following statement.

1. Name of Applicant: _____.
2. Address: _____.
3. Phone Number: () _____ () _____.
4. Address of Site (Street Name and Number if available, and Zip Code): _____.
5. Local Agency (City/County): _____.
6. Assessor's Book, Page, and Parcel Number: _____.
7. Specify any list pursuant to Section 65962.5 of the Government Code: _____.
8. Regulatory Identification Number: _____.
9. Date of List: _____.

(applicant)

(signature)

(date)

FOR STAFF USE ONLY

I have consulted the lists compiled pursuant to Section 65962.5 of the Government Code and hereby certify that the development project and any alternatives proposed in this application are located on a site which: (check one)

_____ Is not included in these lists.

_____ Is included in these lists, and the project applicant has completed the statement required by Section 65962.5(f) of the Government Code.

_____ Is included in these lists, and I have notified the applicant, pursuant to Section 65943 of the Government Code, that he or she has failed to complete the statement required by Section 65962.5(f) of the Government Code by letter dated _____.

Staff Signature

JR:mk

11/15/93

SIGN PERMIT APPLICATION NO. 688

RECEIVED

JUL 05 1994

Bach Management

Landowner

1825 LADERA VISTA

Address

FULLERTON

City

714Phone: Home 870-7153 Office _____

Applicant

ENVIRONMENTAL SERVICES

Address

City

Phone: Home _____ Office _____

Address of Subject Property: 283885 WESTERN

Current Zoning: _____

Length of Storefront(s): _____

1. Quantity, Dimensions and Nature of Proposed signs:

| Quantity | Dimensions Width X Length X Total Height | Permanent or Temporary | If temporary, give duration |
|----------|--|---------------------------|--------------------------------|
| <u>1</u> | <u>18" x 14'-4"</u> | <u>Permanent</u> | |
| | | | |
| | | | |

2. Number and Dimensions of all existing signs:

| Quantity | Dimensions |
|----------|------------|
| | |
| | |

3. Briefly describe the purpose and need for each proposed sign.

4. Unless shown on attached 8 1/2" x 11" plan, indicate Sign Copy.

MASSEY'S FLOWERS

I certify that the information and materials contained in this application are accurate and complete.

Sam Bach
Signature of LandownerPaul E. Artinger
Signature of ApplicantDate: 5/24/94Date: 5 JULY 94

SIGN PERMIT

IN ORDER TO PROCESS THIS APPLICATION WITHOUT DELAY, PLEASE SUBMIT THE FOLLOWING MATERIALS:

- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SITE PLAN AND ELEVATIONS SHOWING THE LOCATION OF ALL EXISTING AND PROPOSED SIGNS AND THEIR RELATION TO ADJACENT BUILDINGS OR STRUCTURES. SIGNS MUST BE LABELED EXISTING OR PROPOSED, OR OTHERWISE BE CLEARLY DISTINGUISHABLE.
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- ONE (1) SIGN PERMIT APPLICATION SIGNED BY APPLICANT AND PROPERTY OWNER.
- FILING FEE:

STAFF REVIEW

TEMPORARY SIGN \$65 (ONE OR MORE)

PERMANENT SIGN \$110 PLUS \$5 FOR EACH ADDITIONAL SIGN

PLANNING COMMISSION REVIEW

TEMPORARY SIGN \$370

PERMANENT SIGN \$540 PLUS \$20 FOR EACH ADDITIONAL SIGN

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(REVISED 2/93)



RANCHO PALOS VERDES

FEE RECEIPT FORM

30940 HAWTHORNE BOULEVARD
RANCHO PALOS VERDES, CA 90274
(310) 377-6008

RECEIVED OF PAYER: POLE ARTINGER

TELEPHONE 714-894-2011

ADDRESS: 7541 SANTA RITA ST CITY STANTON ZIP 90680

JOB OWNER: BACK Management JOB ADDRESS OR TRACT NO.: WESTMONT PL 22 A

OWNER'S ADDRESS: 1825 LADERA VISTA
FULLERTON

VALIDATION
(OFFICE
USE ONLY)

07/05/94 RPV

D132210

9*

\$AMT\$ 1210.00

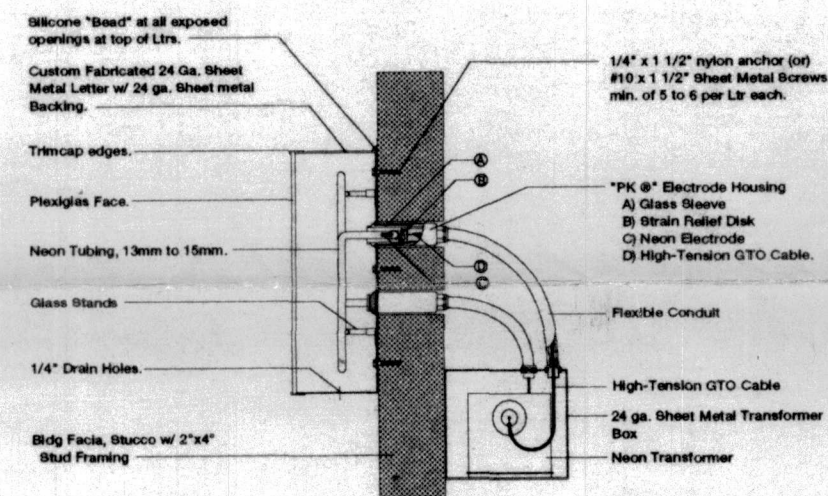
CHEK 1210.00

2197A000 11:50

| RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND | RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND |
|--|--------------------------------|-----------------------|--|--------------------------|-----------------------|
| PLANNING APPLICATION <u>OP #607-697</u> | <u>\$1,210.00</u> | <u>132210</u> | <input type="checkbox"/> PLAN CHECK FEE _____ (Type) | | |
| DOCUMENT/PRINTING <u>(#110.00 each sign)</u> | | | <input type="checkbox"/> OTHER _____ | | |
| PARKLAND FEE Project # _____ | | | <input type="checkbox"/> OTHER _____ | | |
| DUMPING DEPOSIT | | | ENVIRONMENTAL EXCISE TAX | | |
| BUSINESS LICENSE | | | Check No. <u>14587</u> | TOTAL <u>\$ 1,210.00</u> | |
| PENALTY | | | | | |
| BOND DEPOSIT | | | | | |
| Calculated by <u>(Signature)</u> | Received by <u>(Signature)</u> | | | | |

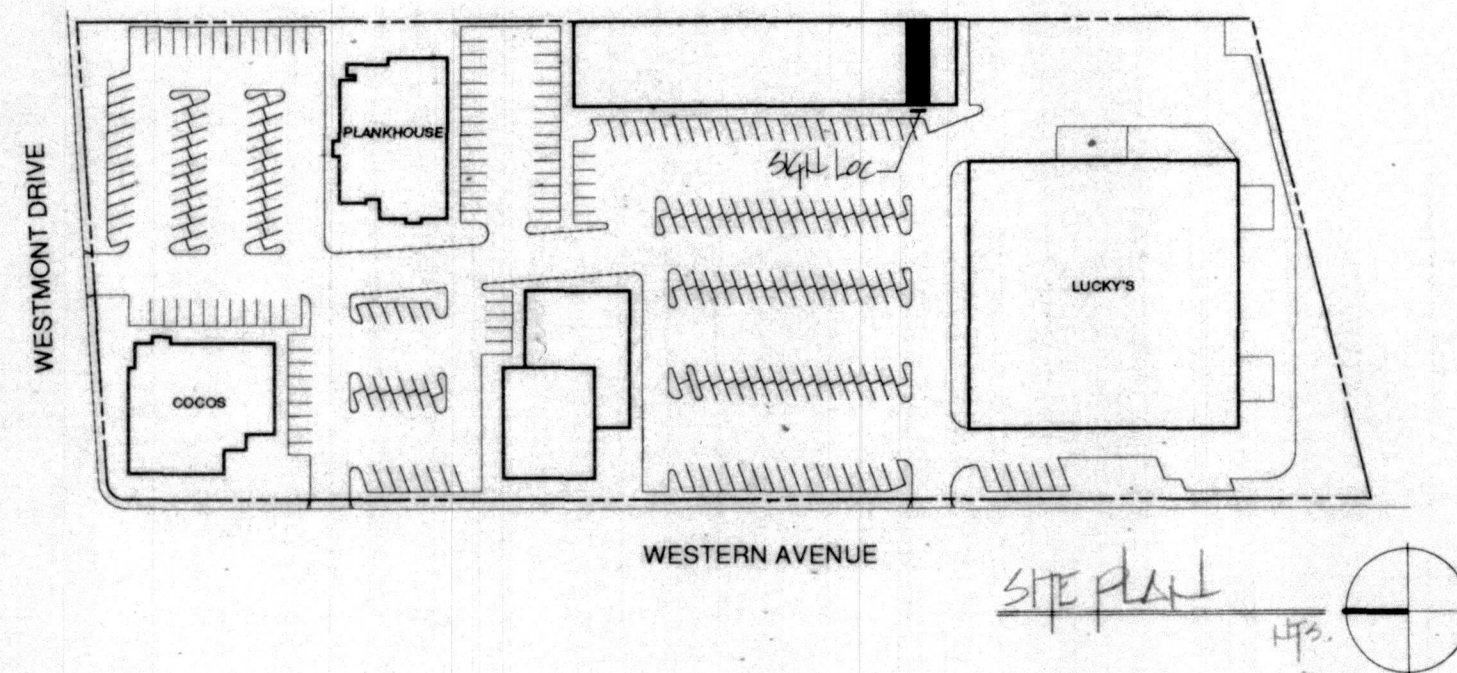
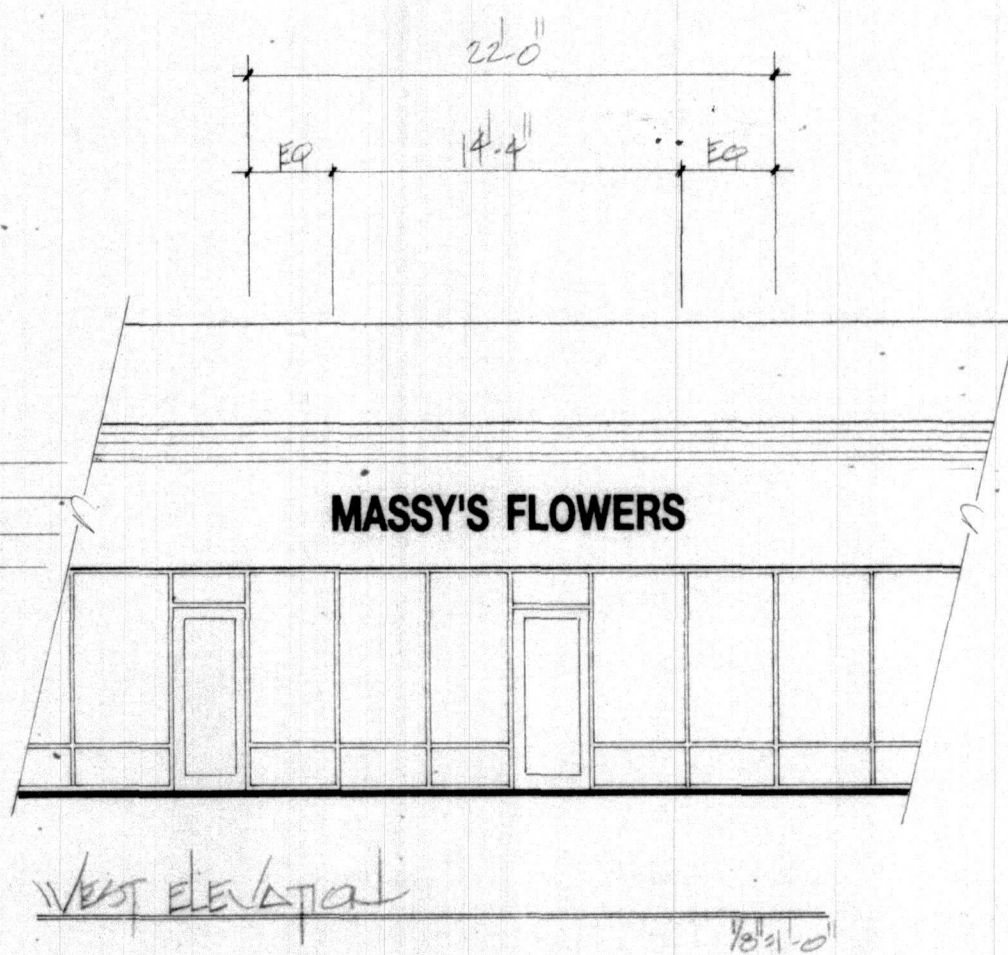
MASSY'S FLOWERS

INDIVIDUAL CHANNEL LETTERS, INTERIOR ILLUMINATED
 2283
 FACES TO BE RED #2283 FLEX 1/4" GOLD TRIMCAP EDGES
 REFLECTS TO BE WHITE ACRYLIC ENAMEL FINISH
 ILLUMINATION TO BE 'CLEAR RED' NEON TUBING



CHANNEL LETTER DETAIL and INSTALLATION DETAIL

INTERIOR ILLUMINATED w/o Stand-offs



Project No. 97688

APPROVED BY THE PLANNING DIVISION
 OF THE CITY OF RANCHO PALOS VERDES

X With Conditions* ☐ As Submitted

Date: 11/21/94

By: [Signature] (for DJ)

It is unlawful to make any changes or alterations on this set of plans without written permission from the Planning Division. Approval is VOID after 180 days, unless otherwise specified in the conditions of approval.
 *Not valid unless accompanied by a completed clearance form.

salesperson L. GEMMELLICH
 designer A/S
 scale 1/8" = 1'-0"
 date 11/21/94
 design number 94-5-124
 state CA
 date
 approved
 job name Massy's Flowers
 address 28388 S. VESTER AVE
 city PALOS VERDES

THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY CONTINENTAL SIGNS. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY CONTINENTAL SIGNS. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION NOR IS IT TO BE USED, REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION.

Continental SIGNS INC.
 7541 Santa Rita Circle, Unit D, Stanton, Ca. 90680
 (714) 894-2011 • FAX (714) 897-0860



RANCHO PALOS VERDES

March 10, 1994

Diversified Development
2910 Red Hill Avenue #200
Costa Mesa, CA 92626
Attn: Mr. Edward Bach

Dear Mr. Bach:

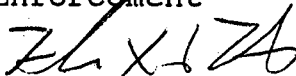
On March 8, 1994, the Planning Commission approved your application for Sign Permit No. 653, thereby allowing the requested sign to be erected at the Westmont Plaza Shopping Center (Dick's Hallmark leased space).

The decision is final unless appealed, to the City Council in writing with a filing fee of \$940.00 and 12 sets of plans within fifteen (15) calendar days (starting the day after the Commission's decision). The appeal period will expire on March 23, 1994. Should no appeal be filed, the plans will be cleared and may be submitted to the Building and Safety Division for plan check on March 24, 1993. Please call and set up an appointment with me to stamp and clear your plans prior to submittal for plan check. Planning approval is valid for 180 days. **If you do not submit your plan for plan check within said period of time, your Planning approval will expire.**

Should you have any questions, please do not hesitate to call me at (310) 377-6008.

Sincerely,

Bret B. Bernard, Director of
Planning, Building & Code
Enforcement

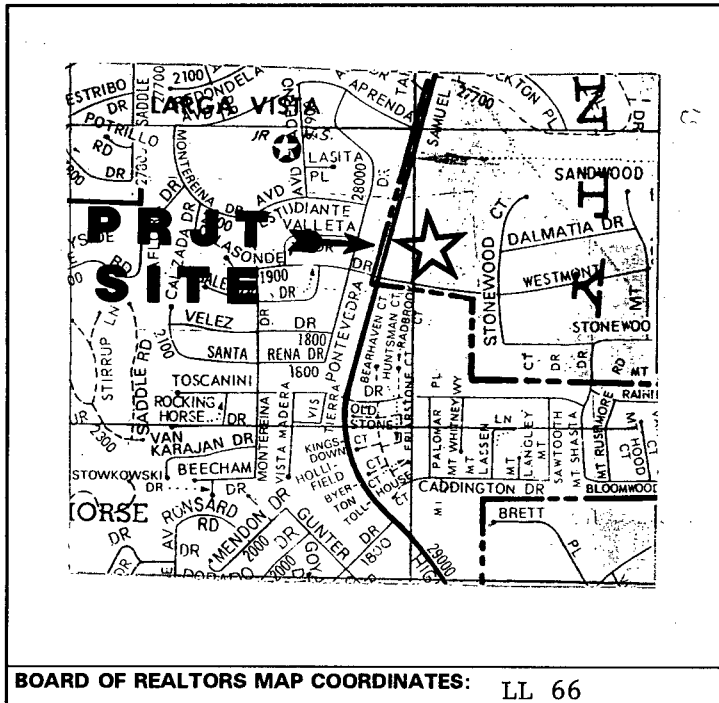

Fabio de Freitas
Project Planner

cc: Mr. George Castro

STAFF REPORT



RANCHO PALOS VERDES



TO: PLANNING COMMISSION

FROM: DIRECTOR OF ^{CP} For
PLANNING, BUILDING AND
CODE ENFORCEMENT

DATE: MARCH 8, 1994

SUBJECT: SIGN PERMIT #653
PROJECT

ADDRESS: WESTMONT PLAZA
28388 S. WESTERN AVE.

APPLICANT: RANCHO PALOS VERDES, CA
90274

PHONE: (714) 957-2651

LANDOWNER: DIVERSIFIED DEVELOPMENT
2910 RED HILL AVE. #200
COSTA MESA, CA 92626

PHONE: (714) 549-4611

STAFF COORDINATOR: FABIO DE FREITAS, ASSISTANT PLANNER ~~F~~

REQUESTED ACTION: APPROVE A TENANT IDENTIFICATION SIGN FOR "DICK'S HALLMARK" AT WESTMONT PLAZA SHOPPING CENTER, WHICH WILL EXCEED THE CENTER'S SIGN PROGRAM CRITERIA.

RECOMMENDATION: DENY THE REQUEST, VIA MINUTE ORDER.

REFERENCES:

ZONING: COMMERCIAL/GENERAL

LAND USE: RETAIL SHOPPING CENTER

CODE SECTIONS: N/A

GENERAL PLAN: COMMERCIAL

TRAILS PLAN: N/A

SPECIFIC PLAN: N/A

CEQA STATUS: CATEGORICALLY EXEMPT

ACTION DEADLINE: MAY 11, 1994

Sign Permit No. 653
28388 S. Western Avenue

RECOMMENDATION

Deny the applicant's request to exceed the criteria of the approved sign program for the Westmont Plaza Shopping Center.

SUMMARY

The Westmont Plaza Shopping Center sign program would allow the tenant a 47 square foot (45'-0" x 0.70 x 1.5") wall sign. The proposed tenant, Dick's Hallmark, is requesting approval for a 61.5 square foot ((7'-0" x 1'-6") + (13'-4" x 3'-10")) sign, which is 14.5 square feet in excess of the approved sign program. It is Staff's position that the proposed Hallmark identification sign should be denied since it exceeds the criteria that have been established through Sign Permit No. 567 (Westmont Plaza sign program). Said sign program was approved by the Commission in order to establish continuity and harmony for the identification signs throughout the center. Any deviation from the sign program would defeat the intended purpose and would set a precedent for other tenants to make similar requests.

BACKGROUND

In December 1989, the Planning Commission approved Conditional Use Permit No. 148, which allowed an exterior "facelift" for the entire Westmont Plaza Shopping Center. As a condition of approval, and prior to the issuance of any new sign permits, the property owner was required to submit a sign program for review by the Planning Commission. Additionally, all of the (then) existing non-conforming signs were to be modified, in order to be in compliance with the City's Development Code.

In January 1992, the Planning Commission approved Sign Permit No. 567, which established a sign program for all future signs in the center (see attached). It should be noted however, that the landowners have not yet made the facade modifications to the center.

Sign Permit No. 653 was submitted to the Planning, Building & Code Enforcement Department on February 11, 1994. The application was reviewed and deemed to be generally complete to begin processing on February 15, 1994.

Sign Permit No. 653
28388 S. Western Avenue

SITE AND PROJECT DESCRIPTION

The Westmont Plaza Shopping Center was annexed to the City of Rancho Palos Verdes in 1983. The center is zoned Commercial General (CG) and is located on the southeast corner of Western Avenue and Westmont Drive. The commercial center has a several major tenants, including Lucky Supermarket, Wells Fargo Bank, as well as a variety of small retail and professional offices.

The tenant proposing the subject sign is "Dick's Hallmark". The proposed channel letter sign will span 21'-6" in total length and will be centered over the storefront, which is 45'-0" in total length. The sign will include the name "DICK'S", which will measure eighteen inches (18") in height, and will display the traditional "*Hallmark*" logo. The individual letters in the "*Hallmark*" logo will vary in height from 12.5" to 46". The subject sign is proposed to be yellow in color and would be internally illuminated.

ANALYSIS

As mentioned in the "BACKGROUND" section above, a sign program has been established for the Westmont Plaza Shopping Center. The applicable sections of the sign program in relation to the applicant's request are listed below (in bold) and are followed by Staff's analysis (in standard type):

Exhibit "A"

- 1) **All new signs must conform to the approved sign program in the attached Exhibit "B".**

As will be discussed below, the proposed sign is not in conformance with the criteria of the established sign program.

Exhibit "B"

- C.2) **Total sign (letters) area shall not exceed one lineal square foot per lineal foot of store frontage, up to 70% of the leasehold width, whichever is less.**

Sign Permit No. 653
28388 S. Western Avenue

Seventy percent of the store frontage multiplied by the 18 inch maximum letter height equates to an area of 47 square feet. The applicant's proposed sign would measure 61.5 square feet in overall area, and therefore, is not in conformance with this criteria.

C.6) Individual logos are permitted and will be included in the total sign area and shall not exceed the 18" letter height.

As identified on the submitted plans, the sign is composed of two words, "DICK'S" and "*Hallmark*". The letters in "DICK'S" will respect the sign program's 18" letter height limitation. However, the "*Hallmark*" portion of the sign will exceed the letter height restriction. The letters "H", "l" and "k" will exceed the 18" letter height limitation by 2'-4", 5" and 1'-2.5", respectively.

The applicant has provided a rendering which depicts the "*Hallmark*" portion of the sign if it were limited to the 14 inches, which is somewhat misleading, since the sign program's limitation is 18 inches. This elevation has been depicted as such due to the design of the business trademark logo, the letters "H", "l" and "k" must be at least twice as large as the other letters. While this might be a registered trademark, Staff does not believe that, for this reason alone, the established sign program should be disregarded. As with the "*Hallmark*" logo, it is quite possible that many other nationally and internationally recognized "logos" might exceed the limitations of the sign program. However, the program was established to provide and maintain uniformity and consistency with respect to the individual tenant signs within the center. Allowing a sign to exceed the programs restrictions for the sake of a recognized logo would not maintain the sought after uniformity and harmony with the other signage in the Shopping Center.

ADDITIONAL INFORMATION

The landowner, Diversified Development, has recently informed Staff that they intend on submitting to the City a proposal to revise the "face lift" that was approved for the Shopping Center in 1989. To date, Staff has not received a request for this proposal.

Sign Permit No. 653
28388 S. Western Avenue

ALTERNATIVES

- 1) Deny the applicant's request to exceed the approved sign program's criteria, via Minute Order. (*Staff's Recommended Action*)
- 2) Approve the applicant's request, via Minute Order, subject to conditions of approval.
- 3) Approve the applicant's request, via Minute Order, for a sign that respects the sign program's criteria, subject to conditions of approval.

ATTACHMENTS

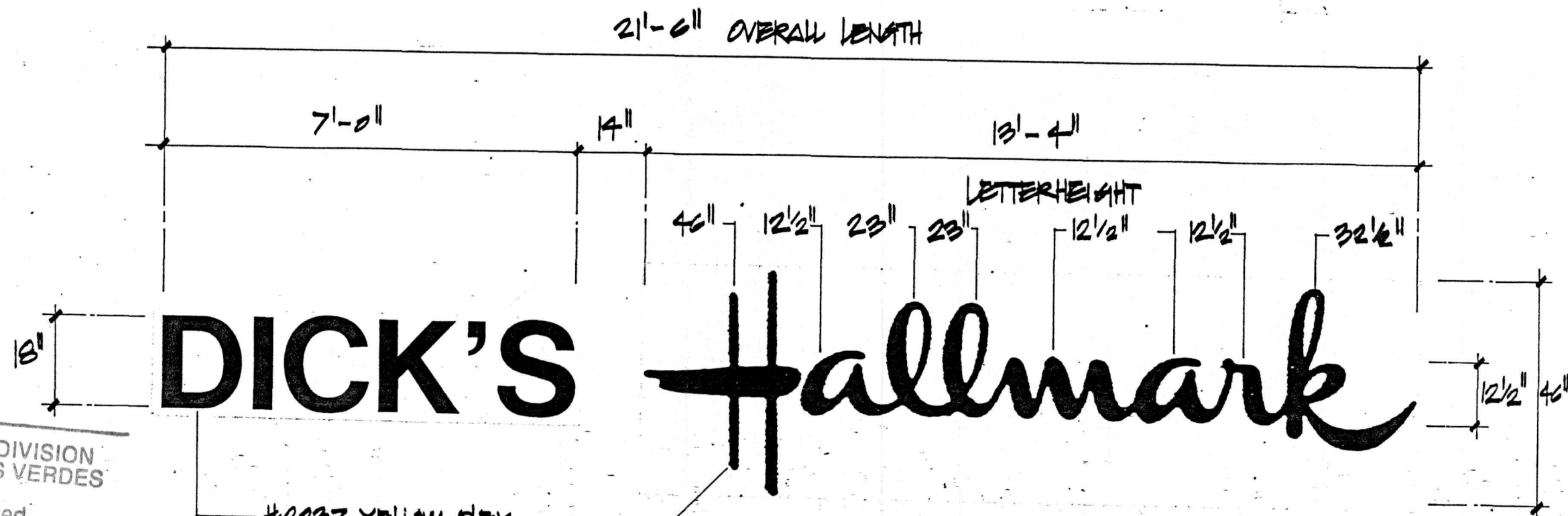
Westmont Plaza Sign Program
Application
Plans

Exhibit "A"

Sign Permit Nos. 564 and 567

Conditions of Approval

1. All new signs must conform to the approved sign program in attached Exhibit "B". Any alteration of the permitted (existing signs) shall first be approved by the Director of Environmental Services.
2. Prior to building permit issuance, all existing window signs that exceed the Development Code standards (greater than five percent of the total window area) must be removed.
3. The signs shall be illuminated during business hours only. Illumination will be considered excessive if it blocks the perception of objects or buildings in the vicinity. Approval for the signs will not be final until 30 days after installation, pending inspection of illumination by the Division of Environmental Services.
4. Sign colors shall be limited to a total of four which shall be approved by the Director of Environmental Services.
5. The following conditions are required to bring non-conforming signs into compliance with the development code.
 - a. Farmer's - reduce two I.D. signs (including emblems/logos) to 20 sq. ft. each.
 - b. Dentistry - remove one pedestrian oriented sign.
 - c. Domenick's - reduce I.D. sign to 20 square feet.
 - d. Westmont Plaza - reduce the freestanding sign to 6' in height.
 - e. Lucky's - reduce the freestanding sign to 6' in height.



#2037 YELLOW FLEX
FACES, 3/4" GOLD
TRIM CAP AND #2037
YELLOW RETURNS.

Project No. SP 663

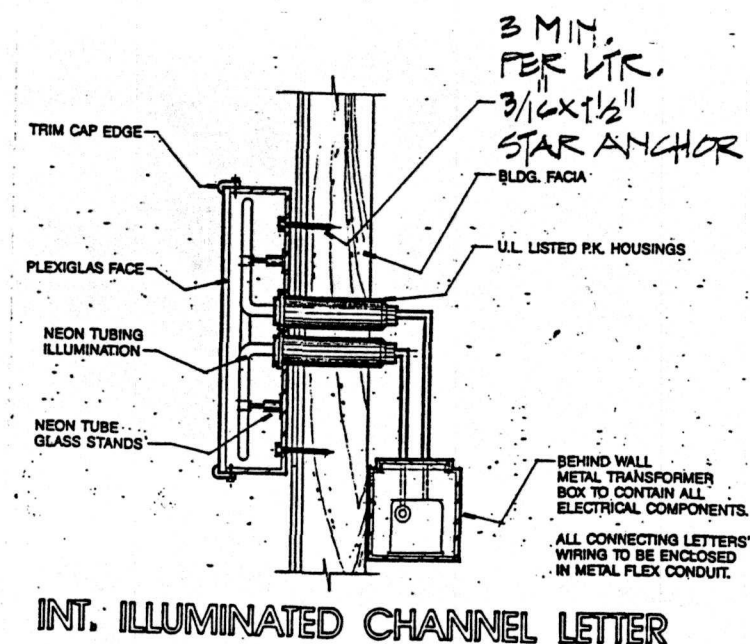
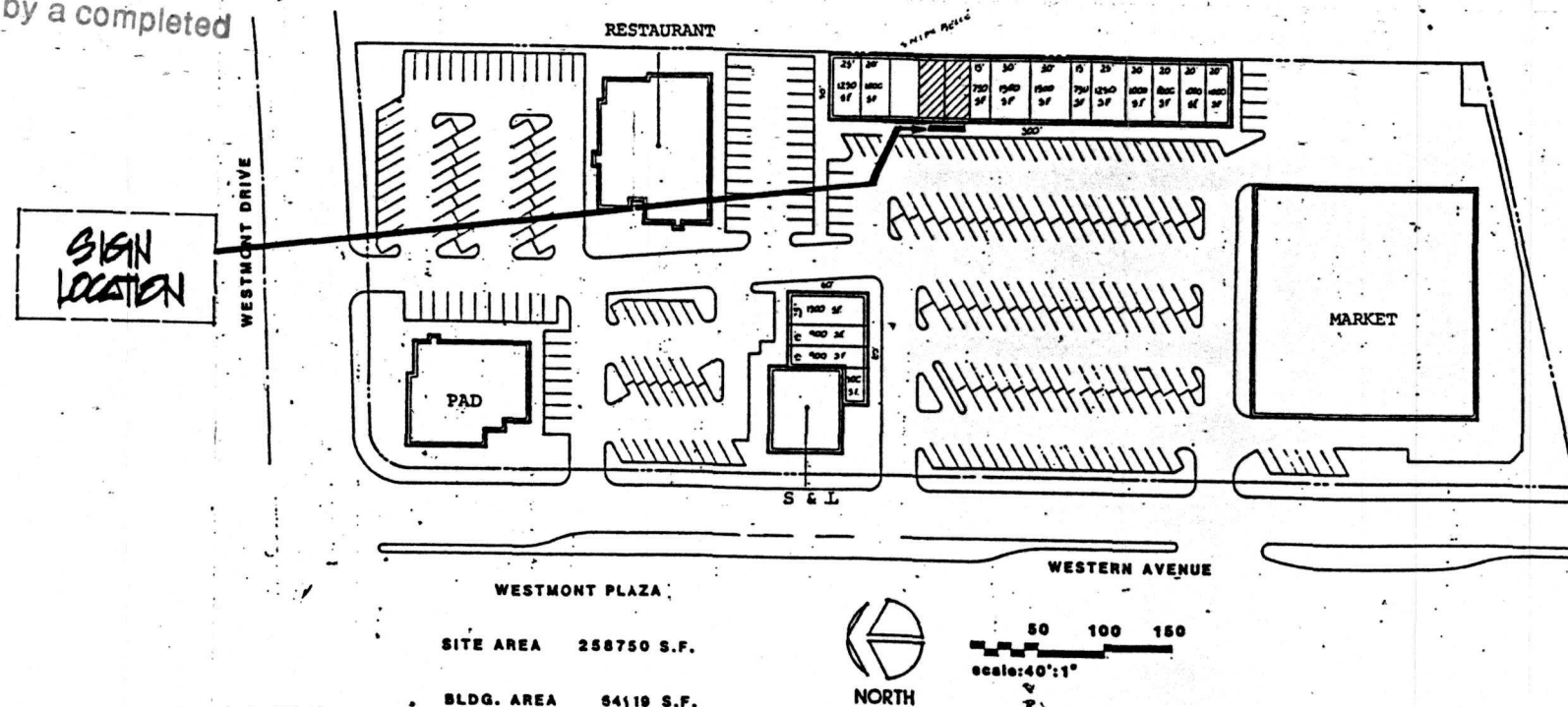
APPROVED BY THE PLANNING DIVISION
OF THE CITY OF RANCHO PALOS VERDES

☒ With Conditions* ☐ As Submitted

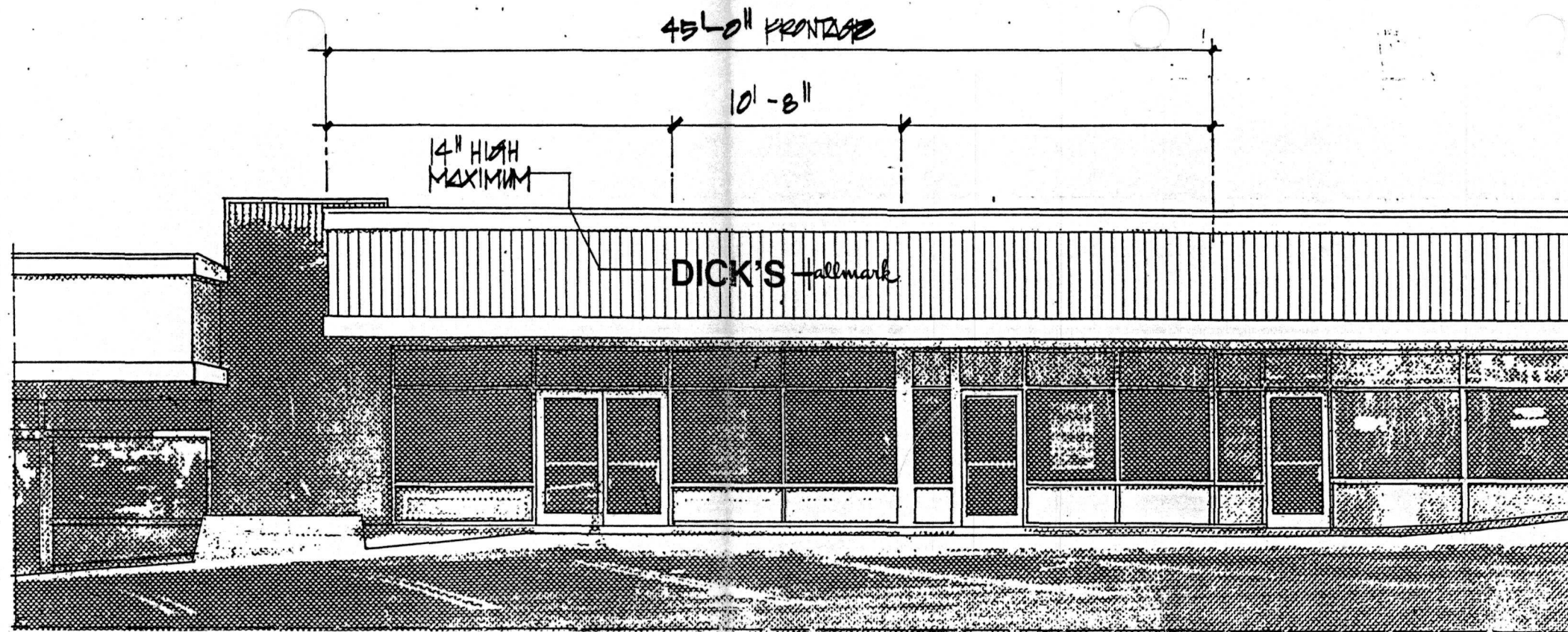
Date: 3/30/94

By: FRS & FEITIS

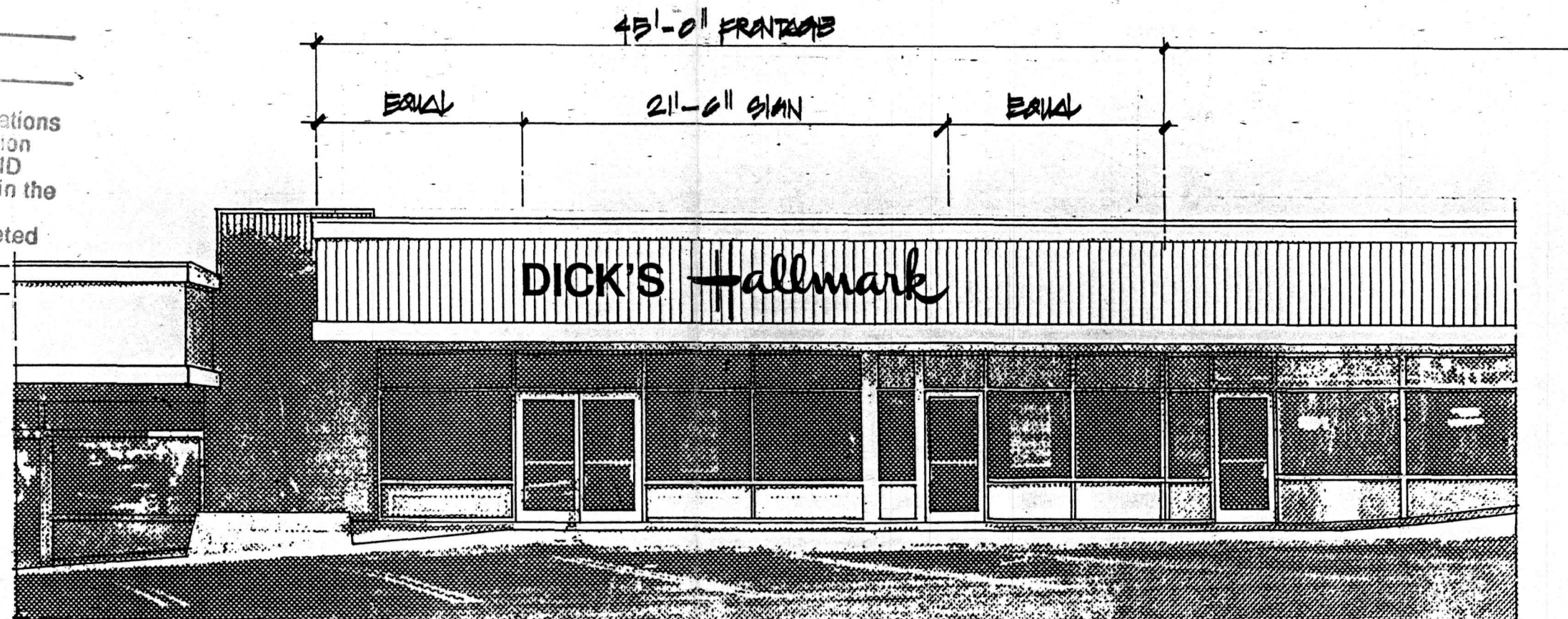
It is unlawful to make any changes or alterations
on this set of plans without written permission
from the Planning Division. Approval is VOID
after 180 days, unless otherwise specified in the
conditions of approval.
*Not valid unless accompanied by a completed
clearance form.



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| JOB NAME | | DICK'S HALLMARK | |
| ADDRESS | | 28800 S. WESTERN AVENUE | |
| DRAWN BY | | SALESMAN | |
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ABOVE LAYOUT SHOWING
MAXIMUM LETTER HEIGHT
PER CRITERIA.



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

Project No. SP 653

APPROVED BY THE PLANNING DIVISION
OF THE CITY OF RANCHO PALOS VERDES

☒ With Conditions* ☐ As Submitted

Date: 3/30/94

By: FERRIS & FERRIS

It is unlawful to make any changes or alterations
on this set of plans without written permission
from the Planning Division. Approval is VOID
after 180 days, unless otherwise specified in the
conditions of approval.

*Not valid unless accompanied by a completed
clearance form.

RECEIVED

FEB 11 1994

ENVIRONMENTAL SERVICES

| | | | |
|-------------------|--|-------------------------|--|
| JOB NAME | | DICK'S HALLMARK | |
| ADDRESS | | 28388 S. WESTERN AVENUE | |
| DRAWN BY | | N | |
| SALESMAN | | G. NAVARRO | |
| CUSTOMER APPROVAL | | | |
| SCALE | | 1/4" = 1'-0" | |
| SHEET NO. | | 1 OF 2 | |
| DRAWING NUMBER | | 94-1-2958AR2 | |
| DATE | | 1-21-94 | |
| DATE | | | |



SAN PEDRO
ELECTRIC
SIGN COMPANY
701 Lakme Avenue
Wilmington, California 90744
310/549-4661
FAX 310/549-2482

THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY SAN PEDRO SIGN COMPANY. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION. NOR IS IT TO BE USED, REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION.

- b. No illumination.

FREESTANDING SIGNS

1. No more than two freestanding signs shall be allowed along the front property line on Western Avenue; One sign per entrance.
2. Maximum height of signs not to exceed 6' in height; or up to 16' with Planning Commission approval.

STOREFRONT ELEVATION AND SIGNING

1. Tenant address number centered - 4" max. height
2. Tenant will be permitted to place upon each entrance no more than 144 sq. in. of gold leaf or decal application lettering not to exceed 2" in height, indicating hours of business, emergency telephone, etc.
3. Type face shall be "Claredon Medium" typical. Color shall be white on dark doors. Black on light.

REAR DOOR ELEVATION AND SIGNING

1. Tenant address number centered - 3" max. height.
2. Tenant name centered (2 lines permitted).
3. See condition 3 above (storefront elevation).

BACH MANAGEMENT COMPANY

REAL ESTATE MANAGEMENT AND DEVELOPMENT

March 17, 1992

City of Rancho Palos Verdes
Kim Klopfenstein
30940 Hawthorne Boulevard
Rancho Palos Verdes, CA 90274

Re: Westmont Plaza Shopping Center
Rancho Palos Verdes, CA

FOUR SIGN COLORS ONLY

Dear Kim,

Enclosed are the four color chips for your files.
Please note that these are the four standard colors we have
chosen to use in the future for all new tenant signs at the
above referenced location. They are Rohm and Haas Acrylic
Blue #2051, Red #2283, Yellow #2037 and White #7328.

If you have any questions, please give me a call.

Sincerely,

Bach Management Co.

Nancy S. Bach
Nancy S. Bach

RECEIVED

APR 1 1992

ENVIRONMENTAL SERVICES

Application Number: Sign Permit #653

Related Applications: _____

Date Received: 2/11/94 Fee Received: \$540.00

Name (Landowner): Diversified Development

Project Address: 2910 Red Hill Ave. #200
Costa Mesa, CA 92626

ENVIRONMENTAL REQUIREMENTS

Date

2/15/94 DEEMED COMPLETE

CEQA STATUS: CATEGORICALLY EXEMPT (SEC 15061)

STAFF ACTION

2/15/94 NOTICE OF WRG. SENT

3/20/94 CLOSED OUT

PLANNING COMMISSION ACTION

3/8/94 APPROVED AS REQUESTED

CITY COUNCIL ACTION

CITY OF RANCHO PALOS VERDES

PLANNING CLEARANCE

PROJECT LOCATION: 28388 S. WESTERN AVE.

LOT AND TRACT NO.: —

OWNER'S NAME: DIVERSIFIED DEVELOPMENT

AND ADDRESS: 2910 RED HILL AVE #200, COSTA MESA CA

PROJECT NO.: SP 653

PROJECT DESCRIPTION: TENANT IDENTIFICATION SIGN

Approval is granted subject to the following conditions:

- ① MAX. LENGTH (OVERALL) OF SIGN SHALL NOT EXCEED 21'-6"
- ② MAX. HEIGHT OF LETTER "H" ~~SHALL~~ IN 'HALLMARK' SHALL NOT EXCEED 46".
- ③ MAX. HEIGHT OF LETTER "L" IN 'HALLMARK' SHALL NOT EXCEED 23".
- ④ MAX. HEIGHT OF LETTER "K" IN 'HALLMARK' SHALL NOT EXCEED 32 1/2".
- ⑤ MAX. HEIGHT OF REMAINING LETTERS IN 'HALLMARK' SHALL NOT EXCEED 12 1/2".
- ⑥ MAX. HEIGHT OF LETTERS IN 'DICK'S' SHALL NOT EXCEED 18".
- ⑦ SIGN SHALL BE CENTERED ON THE STORE'S FRONTAGE CANOPY.
- ⑧ COLOR OF SIGN SHALL BE YELLOW ONLY

☒ BUILDING PERMIT REQUIRED.

THIS FORM, ALONG WITH THE TWO COPIES OF THE APPROVED PLANS, MUST BE SUBMITTED WHEN APPLYING FOR A BUILDING PERMIT.

The City strongly urges the applicant for this project to contact the Homeowners Association or local Art Jury, if any, to gain any additional approvals that may be required before applying for a building permit. Homeowners Associations are on file with the Environmental Services Department of Rancho Palos Verdes.

Dump Deposit Required

Dump Deposit
Receipt No.:

By: FABIO DE FREITAS
For Director of Environmental Services
City of Rancho Palos Verdes

City of Rancho Palos Verdes S
30940 Hawthorne Boulevard
(310) 377-6008

Dated: 3/30/94
APPROVAL VOID AFTER 180 DAYS



RANCHO PALOS VERDES

FEE RECEIPT FORM

30940 HAWTHORNE BOULEVARD
RANCHO PALOS VERDES, CA 90274
(310) 377-6008

RECEIVED OF
PAYER:

SAN PEDRO SIGN CO.

TELEPHONE

ADDRESS:

701 LAKME AVE

CITY

Wilmington

ZIP

90744

JOB OWNER:

DIVERSIFIED DEV.

JOB ADDRESS

OR TRACT NO.:

OWNER'S ADDRESS:

2910 RED-HILL AVE #200

VALIDATION
(OFFICE
USE ONLY)

02/11/94 RPV

D132210

\$AMT\$ 540.00

CHEK 540.00

9817A000 9:26

| RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND | RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND |
|---------------------------------|-------------|-----------------------|--|---------------|-----------------------|
| PLANNING APPLICATION S.P. # 453 | 1540.00 | 1-32210 | <input type="checkbox"/> PLAN CHECK FEE (Type) | | |
| DOCUMENT/PRINTING | | | <input type="checkbox"/> OTHER | | |
| PARKLAND FEE Project # | | | <input type="checkbox"/> OTHER | | |
| DUMPING DEPOSIT | | | ENVIRONMENTAL EXCISE TAX | | |
| BUSINESS LICENSE | | | Check No. 5514 | TOTAL 1540.00 | |
| PENALTY | | | | | |
| BOND DEPOSIT | | | | | |
| Calculated by KK | Received by | | | | |

CITY OF RANCHO PALOS VERDES

PLANNING CLEARANCE

PROJECT LOCATION: 2034 1/2 South Western
LOT AND TRACT NO.: _____
OWNER'S NAME: Diversified Development
AND ADDRESS: 2910 Red Hill Ave #200, Costa Mesa 92626
PROJECT NO.: SP #059
PROJECT DESCRIPTION: Temporary Banner

Approval is granted subject to the following conditions:

1. ^(Banner) Sign shall be limited to 2' x 10'
2. Banner shall have a white background w/ yellow letters.
3. Permit is valid for 30 days & is renewable for up to 120 days within the calendar year.

☒ BUILDING PERMIT REQUIRED.

THIS FORM, ALONG WITH THE TWO COPIES OF THE APPROVED PLANS, MUST BE SUBMITTED WHEN APPLYING FOR A BUILDING PERMIT.

The City strongly urges the applicant for this project to contact the Homeowners Association or local Art Jury, if any, to gain any additional approvals that may be required before applying for a building permit. Homeowners Associations are on file with the Environmental Services Department of Rancho Palos Verdes.

Dump Deposit Required _____

Dump Deposit
Receipt No.: _____

By: Donna Jereh
For Director of Environmental Services
City of Rancho Palos Verdes

City of Rancho Palos Verdes s
30940 Hawthorne Boulevard
(310) 377-6008

Dated: Feb. 13, 1994
APPROVAL VOID AFTER 180 DAYS



RANCHO PALOS VERDES

FEE RECEIPT FORM

30940 HAWTHORNE BOULEVARD
RANCHO PALOS VERDES, CA 90274
(310) 377-6008

RECEIVED OF
PAYER:

DICK'S HALLMARK

TELEPHONE 833-5715

ADDRESS:

810 N. Western Ave.

CITY

SAN PEDRO

ZIP

90732

JOB OWNER:

28388 S. Western

JOB ADDRESS

OR TRACT NO.:

DICK'S HALLMARK

OWNER'S ADDRESS:

D132210

9**

\$AMT\$

65.00

CHEK

65.00

9997A000

9:06

VALIDATION
(OFFICE
USE ONLY)

02/23/94 RPV

| RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND | RECEIPT FOR | AMOUNT | ACCOUNT OR TRUST FUND |
|---|--------------------------------|-----------------------|---|--------------------|-----------------------|
| PLANNING APPLICATION <u>SP</u> # <u>658</u> | <u>65-</u> | <u>1-32210</u> | <input type="checkbox"/> PLAN CHECK FEE _____ (Type) | | |
| DOCUMENT/PRINTING | | | <input type="checkbox"/> OTHER _____ | | |
| PARKLAND FEE Project # _____ | | | <input type="checkbox"/> OTHER _____ | | |
| DUMPING DEPOSIT | | | ENVIRONMENTAL EXCISE TAX | | |
| BUSINESS LICENSE | | | Check No. <u>5537</u> | TOTAL <u>\$65-</u> | |
| PENALTY | | | | | |
| BOND DEPOSIT | | | | | |
| Calculated by <u>DJ</u> | Received by <u>[Signature]</u> | | | | |

SIGN PERMIT

IN ORDER TO PROCESS THIS APPLICATION WITHOUT DELAY, PLEASE SUBMIT THE FOLLOWING MATERIALS:

- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SITE PLAN AND ELEVATIONS SHOWING THE LOCATION OF ALL EXISTING AND PROPOSED SIGNS AND THEIR RELATION TO ADJACENT BUILDINGS OR STRUCTURES. SIGNS MUST BE LABELED EXISTING OR PROPOSED, OR OTHERWISE BE CLEARLY DISTINGUISHABLE.
- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SIGN PLAN IDENTIFYING COLORS, DESIGN, AND DIMENSIONS OF ALL PROPOSED SIGNS.
- PLANS SHOULD BE ASSEMBLED IN COMPLETE SETS, AND FOLDED NO LARGER THAN 9 1/2 X 14".
- ONE (1) SIGN PERMIT APPLICATION SIGNED BY APPLICANT AND PROPERTY OWNER.
- FILING FEE:

STAFF REVIEW

TEMPORARY SIGN ~~\$65~~ (ONE OR MORE) *30 DAYS*
PERMANENT SIGN \$110 PLUS \$5 FOR EACH ADDITIONAL SIGN

PLANNING COMMISSION REVIEW

TEMPORARY SIGN \$370
PERMANENT SIGN \$540 PLUS \$20 FOR EACH ADDITIONAL SIGN

THE SIGN ORDINANCE WAS ESTABLISHED TO PREVENT THE UNNECESSARY PROLIFERATION OF SIGNS THROUGHOUT THE CITY, THEREBY PROTECTING THE PROPERTY VALUES, SAFETY, AND QUALITY OF LIFE IN THE AREA. PLEASE REFER TO CHAPTER 17.52 OF THE CITY'S DEVELOPMENT CODE FOR SPECIFIC SIGN GUIDELINES AND RESTRICTIONS. PLEASE CONTACT A PLANNER AT (310) 377-6008, IF YOU HAVE ANY QUESTIONS REGARDING THE CITY'S SIGN RESTRICTIONS OR QUESTIONS REGARDING THIS APPLICATION.

(REVISED 2/93)

SIGN PERMIT APPLICATION NO. 659

DIVERSIFIED DEV.
Landowner
2910 RED HILL AVE #200
Address
COSTA MESA CA 92626
City ED BACH

SAN PEDRO SIGN CO.
Applicant
701 KAKME AVE
Address
WILMINGTON
City

Phone: Home _____ Office _____

(310)
Phone: Home 549-4661 Office _____

Address of Subject Property: 28788 S. WESTERN AVE

Current Zoning: _____

Length of Storefront(s): 45'

1. Quantity, Dimensions and Nature of Proposed signs:

| Quantity | Dimensions Width X Length X Total Height | Permanent or Temporary | If temporary, give duration |
|----------|--|---------------------------|--------------------------------|
| <u>1</u> | <u>2' X 10'</u> | | <u>30 DAYS</u> |
| | | | |
| | | | |

2. Number and Dimensions of all existing signs:

| Quantity | Dimensions |
|----------|------------|
| <u>0</u> | |
| | |

3. Briefly describe the purpose and need for each proposed sign.

WE NEED TO IDENTIFY BUILDING IDENTITY

4. Unless shown on attached 8 1/2" x 11" plan, indicate Sign Copy.

"DICK'S HALMARK" white banner w/yellow letters

I certify that the information and materials contained in this application are accurate and complete.

[Signature]
Signature of Landowner

[Signature]
Signature of Applicant

Date: 2/21/94

Date: 2-22-94



RANCHO PALOS VERDES

HAZARDOUS WASTE AND SUBSTANCES STATEMENT

The California Environmental Protection Agency (CAL/EPA) has compiled lists of Hazardous Waste and Substances Sites for the entire State of California. Although the current list received from CAL/EPA on Nov. 4, 1992 for the City of Rancho Palos Verdes has been reproduced below, you should be aware that these lists are revised from time to time. Pursuant to Government Code Section 68962.5, before the City can accept this application as complete, the applicant must consult the list and indicate whether the project and any alternatives are located on a site which is included on any such list, and shall specify any list.

| IMPACT CITY: RANCHO PALOS VERDES | | | |
|--------------------------------------|-----------------|---------------|----------------|
| CREST ROAD (5656) | | | 117 |
| Crest Road Union | HWIS | CAL 000017987 | |
| Unocal SVC STA #3584 | HWIS | CAD 981647126 | |
| Unocal Station #3584 | LTANK | | |
| HIGHRIDGE (28732) | | | SITES 90274 |
| Shaw's Union SVC | HWIS | CAD 982314228 | |
| Unocal Corp. SS #3548 | LTANK | 64M | |
| Unocal SS #3548 | LTANK | | |
| PALOS VERDES DRIVE (31200) | | | SITES 90274 |
| Schaper Union | HWIS | CAD 982314295 | |
| Unocal SVC STA #7109 | HWIS | CAD 981644651 | |
| Golden Cove Unocal | HWIS | CAL 000017327 | |
| Golden Cove Unocal | HWIS | CAL 000018451 | |
| 13 Golden Cove Unocal | HWIS | CAC 000177245 | |
| Unocal Corp. SS #7109 | LTANK | 11074 | |
| Unocal Station #7109 | LTANK | | |
| WESTERN AVE. (29421) | | | SITES 90732 |
| Western Cleaners | HWIS | CAL 000018451 | |
| Western Cleaners | HWIS | CAL 000026468 | |
| Mobil Oil Corp. | LTANK | 3558 | |
| Mobil Station | LTANK | | |
| 29421 WESTERN AVE. S. | (NO STREET NBR) | | SITES 90731 |
| Chevron SS #9-4987 | LTANK | | |
| 31200 PALOS VERDES DRIVE WEST | (NO STREET NBR) | | SITES 90274 |
| Unocal S.S. #7109 | LTANK | | |
| 6560 PALOS VERDES DRIVE SOUTH | (NO STREET NBR) | | SITES 90274 |
| Chevron Station | LTANK | | |
| 6560 PALOS VERDES DRIVE SOUTH | (NO STREET NBR) | | SITES 90274 |
| Marinehead | LTANK | | |

In the event that the project site and any alternatives proposed in the application are not contained on the CAL/EPA lists, please certify that fact as provided below.

I have consulted the lists compiled pursuant to Section 65962.5 of the Government Code and hereby certify that the development project and any alternatives proposed in this application are not contained on these lists.

(applicant)

(signature)

2-11-94
(date)

If the development project and any alternatives proposed in this application are contained on the CAL/EPA lists, please complete the following statement.

1. Name of Applicant: SAN PEDRO SIGN CO.
2. Address: 701 LARME AVE. WILMINGTON CA 90744
3. Phone Number: (310) 549-9661 ()
4. Address of Site (Street Name and Number if available, and Zip Code):
28388 S. WESTERN AV.
5. Local Agency (City/County): R.D.V. L.A. COUNTY
6. Assessor's Book, Page, and Parcel Number: _____
7. Specify any list pursuant to Section 65962.5 of the Government Code: _____
8. Regulatory Identification Number: _____
9. Date of List: _____

SAN PEDRO SIGN CO.
(applicant)

[Signature]
(signature)

2-9-94
(date)

FOR STAFF USE ONLY

I have consulted the lists compiled pursuant to Section 65962.5 of the Government Code and hereby certify that the development project and any alternatives proposed in this application are located on a site which: (check one)

_____ Is not included in these lists.

_____ Is included in these lists, and the project applicant has completed the statement required by Section 65962.5(f) of the Government Code.

_____ Is included in these lists, and I have notified the applicant, pursuant to Section 65943 of the Government Code, that he or she has failed to complete the statement required by Section 65962.5(f) of the Government Code by letter dated _____

Staff Signature

JR:mk

11/15/93

(FORMS #10 [MK] - HAZARDOUS WST)



RANCHO PALOS VERDES

February 16, 1994

Diversified Development
2910 Red Hill Avenue, #200
Costa Mesa, CA 92626

SUBJECT: Sign Permit No. 653

PROJECT LOCATION: 28388 S. Western Avenue

Dear Sirs:

Please be advised that your item (referenced above) is scheduled to be heard by the Planning Commission on Tuesday, March 8, 1994, at 7:00 p.m. in the City Council Chambers, Hesse Park, located at 29301 Hawthorne Boulevard, Rancho Palos Verdes.

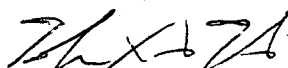
A copy of the staff report for this item and the agenda can be picked up at the Planning, Building, and Code Enforcement Department after 10:00 a.m. on the Friday before the scheduled meeting. Please call us to let us know if you wish to pick them up; otherwise, they will be mailed to you with expected delivery by Monday before the meeting.

Also, please be prepared to accommodate visits by Planning Commissioners over the weekend or on Monday or Tuesday prior to the meeting.

Should you have any questions or require additional information, please contact me at (310) 377-6008.

Sincerely,

Department of Planning, Building, &
Code Enforcement
Bret B. Bernard, Director


Fabio de Freitas
Assistant Planner

FF:pg

cc: George Castro

NOTE: STATE GOVERNMENT CODE SECTION 65009 NOTICE: If you challenge this application in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Rancho Palos Verdes at, or prior to, the public hearing.



RANCHO PALOS VERDES

February 15, 1994

Diversified Development
2910 Red Hill Ave., #200
Costa Mesa, CA 92626

SUBJECT: Sign Permit No. #653

PROJECT ADDRESS: 28388 S. Western Ave.

Dear Sirs:

On February 11, 1994, the application listed above was submitted to the Planning, Building and Code Enforcement Department for processing. Pursuant to State Law, the City's Staff completed a preliminary review of the application on February 15, 1994, and determined that the information submitted is generally complete to begin processing the application. Please note that the City may require further information in order to clarify, amplify, correct, or otherwise supplement existing or future data. If the City requires such additional information, it is strongly suggested that you supply same in a timely manner in order to avoid any delay in the processing of the application.

Fabio de Freitas is the planner who has been assigned to this project and will be contacting you to schedule a site visit and/or discuss the staff evaluation of the project. If you have any further questions regarding the processing of your application after receiving this notice, please direct your inquiries to Fabio at (310) 377-6008.

Sincerely,

Bret B. Bernard, AICP
Director of Planning,
Building, and Code
Enforcement

Carolynn Petru
Carolynn Petru
Planning Administrator

CP:mk

cc: San Pedro Sign Co.

(Letters #28 SP.653)

SIGN PERMIT

IN ORDER TO PROCESS THIS APPLICATION WITHOUT DELAY, PLEASE SUBMIT THE FOLLOWING MATERIALS:

- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SITE PLAN AND ELEVATIONS SHOWING THE LOCATION OF ALL EXISTING AND PROPOSED SIGNS AND THEIR RELATION TO ADJACENT BUILDINGS OR STRUCTURES. SIGNS MUST BE LABELED EXISTING OR PROPOSED, OR OTHERWISE BE CLEARLY DISTINGUISHABLE.
- TWO (2) COPIES (12 COPIES IF PLANNING COMMISSION APPROVAL IS REQUIRED) OF A SIGN PLAN IDENTIFYING COLORS, DESIGN, AND DIMENSIONS OF ALL PROPOSED SIGNS.
- PLANS SHOULD BE ASSEMBLED IN COMPLETE SETS, AND FOLDED NO LARGER THAN 9 1/2 X 14".
- ONE (1) SIGN PERMIT APPLICATION SIGNED BY APPLICANT AND PROPERTY OWNER.
- FILING FEE:

STAFF REVIEW

TEMPORARY SIGN \$65 (ONE OR MORE)

PERMANENT SIGN \$110 PLUS \$5 FOR EACH ADDITIONAL SIGN

PLANNING COMMISSION REVIEW

TEMPORARY SIGN \$370

PERMANENT SIGN \$540 PLUS \$20 FOR EACH ADDITIONAL SIGN

THE SIGN ORDINANCE WAS ESTABLISHED TO PREVENT THE UNNECESSARY PROLIFERATION OF SIGNS THROUGHOUT THE CITY, THEREBY PROTECTING THE PROPERTY VALUES, SAFETY, AND QUALITY OF LIFE IN THE AREA. PLEASE REFER TO CHAPTER 17.52 OF THE CITY'S DEVELOPMENT CODE FOR SPECIFIC SIGN GUIDELINES AND RESTRICTIONS. PLEASE CONTACT A PLANNER AT (310) 377-6008, IF YOU HAVE ANY QUESTIONS REGARDING THE CITY'S SIGN RESTRICTIONS OR QUESTIONS REGARDING THIS APPLICATION.

(REVISED 2/93)

PLAN.COM.
10 sets

SIGN PERMIT APPLICATION NO.

653

RECEIVED
FEB 4 1994

DIVERSIFIED DEV.

Landowner

2910 RED-HILL AVE #200

Address

COSTA MESA, CA 92626

City

SAN PEDRO SIGN CO

Applicant

701 LAKME AVE

Address

WILMINGTON CA. 90744

City

Phone: Home

Office

714/957-2651

Phone: Home

Office

310

549-4611

Address of Subject Property:

28388 S. WESTERN AVENUE

Current Zoning:

Length of Storefront(s):

45'

1. Quantity, Dimensions and Nature of Proposed signs:

| Quantity | Dimensions Width X Length X Total Height | Permanent or Temporary | If temporary, give duration |
|----------|--|---------------------------|--------------------------------|
| 1 | 18" X 21'-6" | PERMANENT | |
| | | | |
| | | | |

2. Number and Dimensions of all existing signs:

| Quantity | Dimensions |
|----------|------------|
| | |
| | |

3. Briefly describe the purpose and need for each proposed sign.

4. Unless shown on attached 8 1/2" x 11" plan, indicate Sign Copy.

RECEIVED

FEB 11 1994

ENVIRONMENTAL SERVICES

I certify that the information and materials contained in this application are accurate and complete.

Signature of Landowner

Date:

2/1/94

Signature of Applicant

Date:

1-28-94

Exhibit "B"

WESTMONT PLAZA SIGN PROGRAM

The following sign program requirements are excerpts from the outline of the sign program provided by the owner of the commercial shopping center at 28300 -28350 Western Avenue.

A. GENERAL CRITERIA

All sign criteria is subject to the approvals and regulations of the Development Code of the City of Rancho Palos Verdes. In the event that signage is not addressed by the sign program, the development code will prevail.

B. GENERAL NOTES

1. All signs and their installation must comply with all local building and electrical codes.
2. No animated, flashing or audible signs will be permitted.
3. No exposed electrical tubing or "cross-over" will be permitted.
4. No projections above or below the sign panel will be permitted.
5. All lettering/logos shall be restricted to the sign area. See Section "C" for letter max. height.
6. Type face for individual illuminated sign letters is "Clarendon Medium" and/or approved tenant logo and color.
 - a. Plastic faces to be "Rohm & Haas" series F-10 or matte spray finish. Color chip (min. 3/16) with gold acrylic edge.
 - b. 5" min. deep metal channel letters. Paint to match "Plochere G-33" unless otherwise specified.
 - c. Illumination shall be 30 milli-amp single tube neon.

SEE LAST PG. FOR APPROVED
SIGN COLORS.

7. Address numbers shall be applied to each store by the tenant's sign company during the regular course of construction.
8. All sign material and colors must be compatible with the building materials of the center and are subject to approval by the Director of Environmental Services.

C. TENANT IDENTIFICATION SIGNAGE

Building Mounted Signs

1. One sign shall be allowed per store frontage.
2. Total sign (letters) area shall not exceed one square foot per lineal foot of store frontage, up to 70% of the leasehold width, whichever is less.
3. Signs shall be centered on fascia vertically and horizontally.
4. Sign elevation not to exceed 16'.
5. Individual letters not to exceed 18" max. height.
 - a. More than one row of letters may be allowed as long as the total height does not exceed 18".
6. Individual logos are permitted and will be included in the total sign area and shall not exceed the 18" letter height.
7. One interior window sign will be allowed, Sign may not exceed 5% of the window area.
 - a. No decals shall be visible except as required by local codes and ordinances (including U.L. as required). - 1 square foot for security and credit card decals

PEDESTRIAN SIGNS

1. One pedestrian oriented sign (tenant identification only) shall be allowed in the walkway with a total area of 3 square feet.
 - a. Hanging signs must be a minimum of 8' above the sidewalk.

