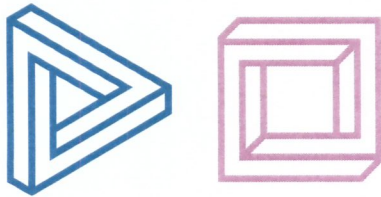


**EXHIBIT "C"**

(Planned Signing Program)

DRAFT



# TRIANGLE SQUARE

**PLANNED SIGNING PROGRAM** EXTERIOR SIGNAGE AND WAYFINDING

06 MARCH 2020

PREPARED BY



**selbert perkins design collaborative**

432 Culver Boulevard, Playa Del Rey, CA 90293

T 310 822 5223 [www.selbertperkins.com](http://www.selbertperkins.com)

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- APPENDIX
- 35 COMMUNITY EVENTS AND OUTREACH





All project signage will reflect the new, refreshed brand effort for Triangle Square, upgrading the identity, aesthetics, and amenities, and creating a welcoming and positive experience for visitors and residents at Triangle Square.

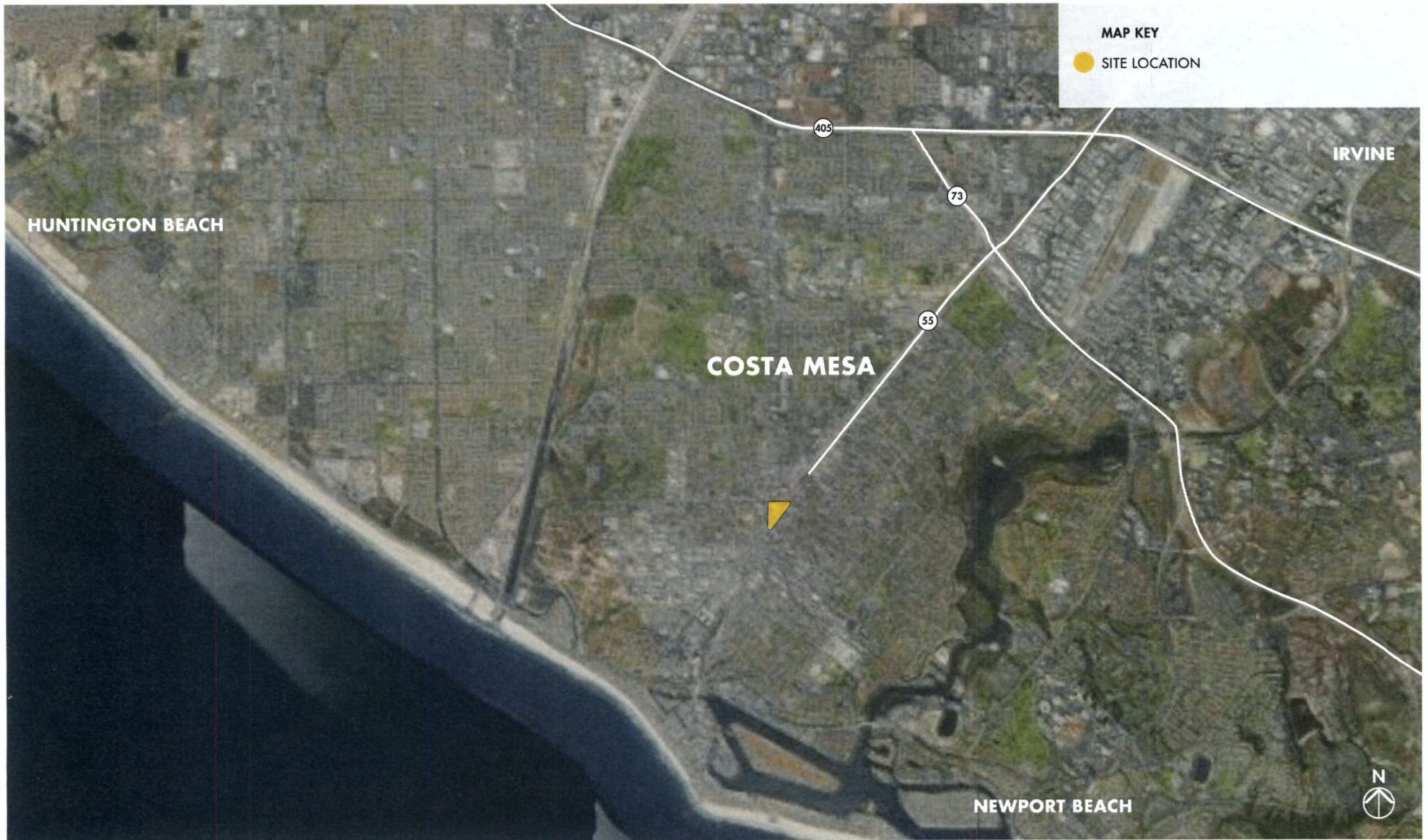
All project signage will be visually integrated into the building's facades and will feature colors and lighting complementary to the architectural design of the building and surrounding community. Tenant signage will comply with the outline provided, creating a uniform exterior for the Triangle Square site. All signage and wayfinding materials, sizes and illumination will be within the city's sign code ordinance.



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
PROJECT NARRATIVE



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
PROJECT LOCATION



**PROJECT**  
TRIANGLE SQUARE

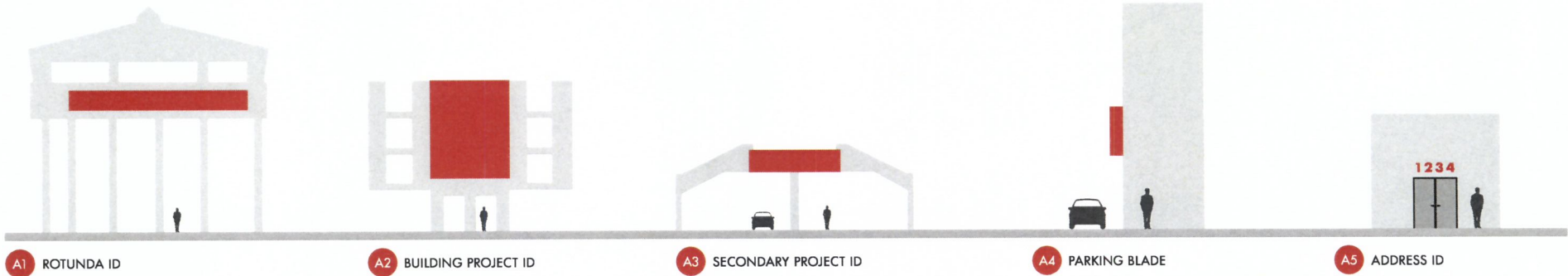
**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
PROJECT LOCATION

## SUMMARY OF SIGNS

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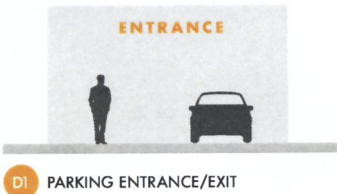
IDENTIFICATION



INFORMATION



REGULATION



TRIANGLE SQUARE SIGN MATRIX					
SIGN TYPE	DESCRIPTION	QUANTITY	POWER & LIGHTING REQ.	DATA REQ.	MOUNTING TYPE
A1	ROTUNDA ID	1	YES	NO	WALL
A2	BUILDING PROJECT ID	1	YES	NO	WALL
A3	SECONDARY PROJECT ID	1	YES	NO	WALL
A4	PARKING BLADE	1	YES	YES	BLADE
A5	ADDRESS ID	5	NO	NO	WALL
C1	FREESTANDING TENANT PYLON	3	YES	NO	GROUND
D1	PARKING ENTRANCE/EXIT	7	NO	NO	WALL

FUNCTION KEY    ● IDENTIFICATION    ● INFORMATION    ● REGULATION

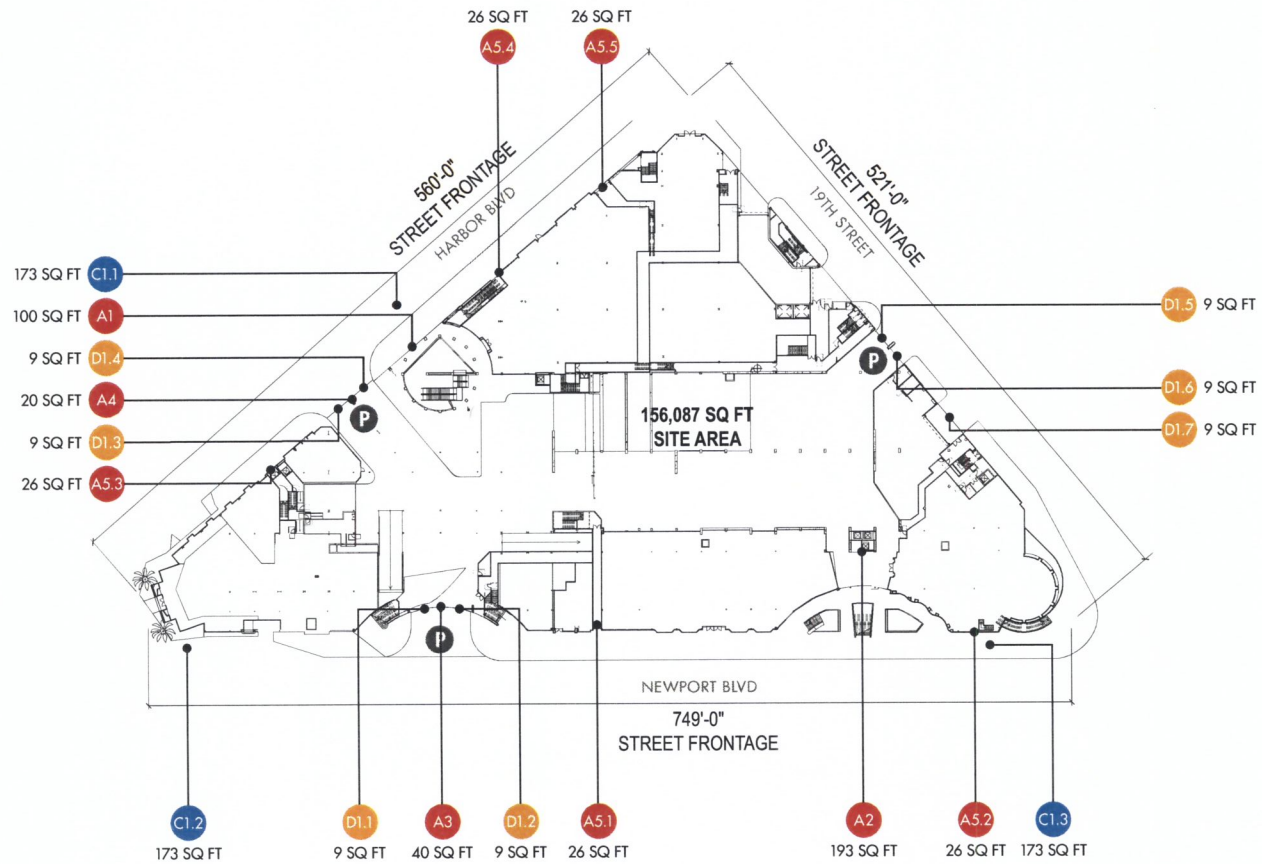


PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

DESCRIPTION  
SUMMARY OF SIGNS

ah



FUNCTION KEY ● IDENTIFICATION ● INFORMATION ● REGULATION



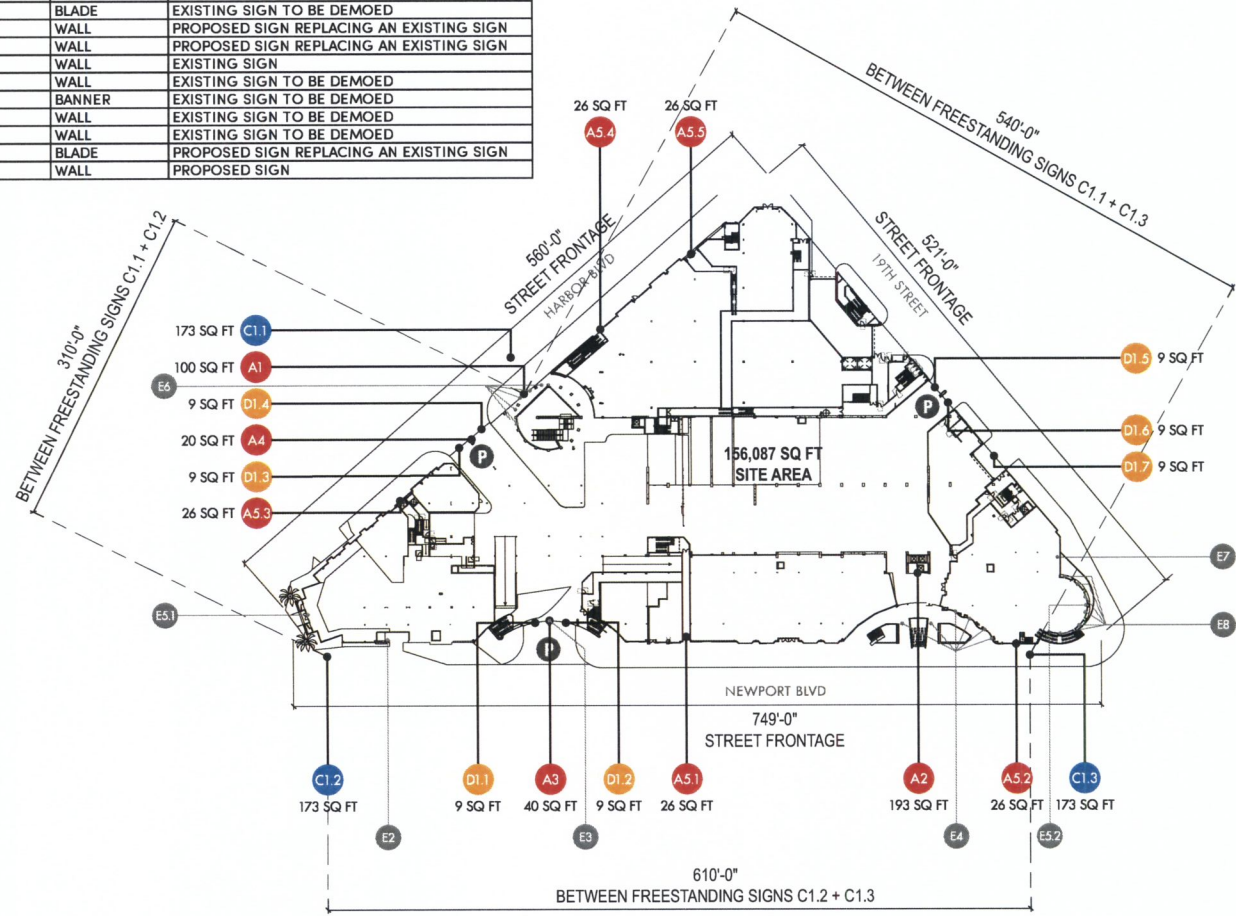
PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

DESCRIPTION  
PROPOSED SIGN LOCATION PLAN

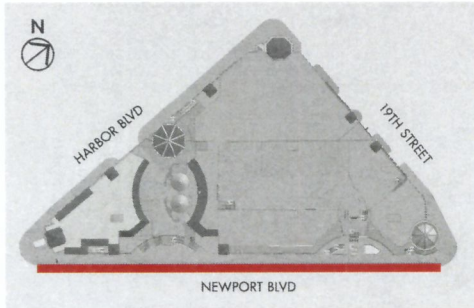
47

TRIANGLE SQUARE EXTERIOR & EXISTING SIGN MATRIX				
SIGN TYPE	DESCRIPTION	QUANTITY	MOUNTING TYPE	NOTES
C1	PYLON SIGN	3	FREESTANDING	RETROFIT EXISTING SIGNS
E2	ELEVATOR	1	WALL	EXISTING SIGN
A3	SECONDARY PROJECT ID	1	WALL	PROPOSED SIGN REPLACING AN EXISTING SIGN
D1	PARKING ENTRANCE/EXIT	7	WALL	PROPOSED SIGN REPLACING AN EXISTING SIGN
E3	PARKING DIGITAL BLADE SIGN	1	BLADE	EXISTING SIGN TO BE DEMOED
A5	ADDRESS ID	5	WALL	PROPOSED SIGN REPLACING AN EXISTING SIGN
A2	BUILDING PROJECT ID	1	WALL	PROPOSED SIGN REPLACING AN EXISTING SIGN
E4	IN WALL LIGHT DISPLAY	6	WALL	EXISTING SIGN
E5	CHANNEL LETTERS	2	WALL	EXISTING SIGN TO BE DEMOED
E6	LARGE BANNERS	5	BANNER	EXISTING SIGN TO BE DEMOED
E7	ADVERTISING WALL WRAP	1	WALL	EXISTING SIGN TO BE DEMOED
E8	ADVERTISING FRAMED POSTER	6	WALL	EXISTING SIGN TO BE DEMOED
A4	PARKING BLADE	2	BLADE	PROPOSED SIGN REPLACING AN EXISTING SIGN
A1	ROTUNDA ID	1	WALL	PROPOSED SIGN



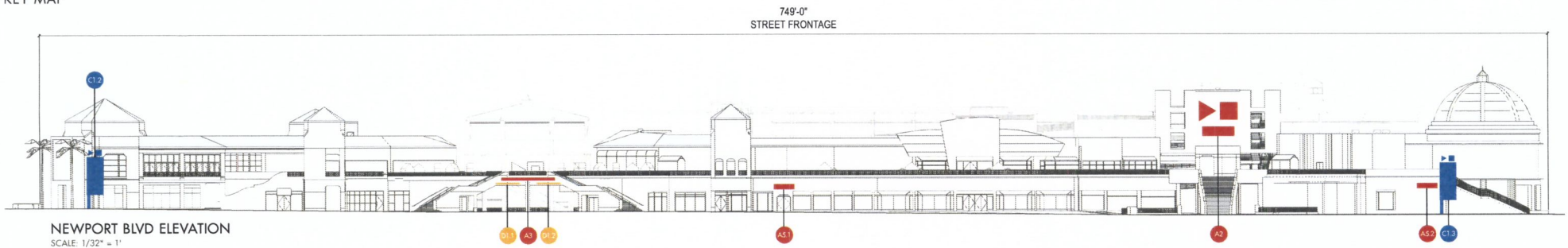
FUNCTION KEY    ● PROPOSED SIGNAGE IDENTIFICATION    ● RETROFIT SIGNAGE INFORMATION    ● PROPOSED SIGNAGE REGULATION    ● EXISTING SIGNAGE

48



KEY MAP

FUNCTION KEY ● IDENTIFICATION ● INFORMATION ● REGULATION



NEWPORT BLVD ELEVATION  
SCALE: 1/32" = 1'

#### EXTERIOR SIGN TYPE

- C1.2 FREESTANDING TENANT PYLON
- DL1 PARKING ENTRANCE/EXIT
- A3 SECONDARY PROJECT ID
- DL2 PARKING ENTRANCE/EXIT
- A5.1 ADDRESS ID
- A2 BUILDING PROJECT ID
- A5.2 ADDRESS ID
- C1.3 FREESTANDING TENANT PYLON

#### SIGNAGE DIMENSIONS

- SIGN PANEL  
(8'-4" X 19'-0") = 160 SQ FT; TRIANGLE (2'-7" X 3'-0") + SQUARE (3'-0" X 3'-0") = 13 SQ FT
- 11'-4" X 9 1/2" = 9 SQ FT
- 26'-4" X 1'-6" = 40 SQ FT
- 11'-4" X 9 1/2" = 9 SQ FT
- 10'-0" X 2'-8" = 26 SQ FT
- TRIANGLE (8'-8" X 10'-1") + SQUARE (8'-8" X 8'-8") + LETTERS (15'-11" X 4'-8") = 193 SQ FT
- 10'-0" X 2'-8" = 26 SQ FT
- SIGN PANEL (8'-4" X 19'-0") = 160 SQ FT; TRIANGLE (2'-7" X 3'-0") + SQUARE (3'-0" X 3'-0") = 13 SQ FT

MAX SIGN AREA ALLOWED = 901.5 SQ FT  
**TOTAL SIGN AREA = 649 SQ FT**



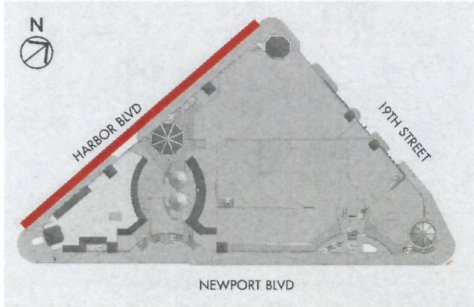
PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

#### DESCRIPTION

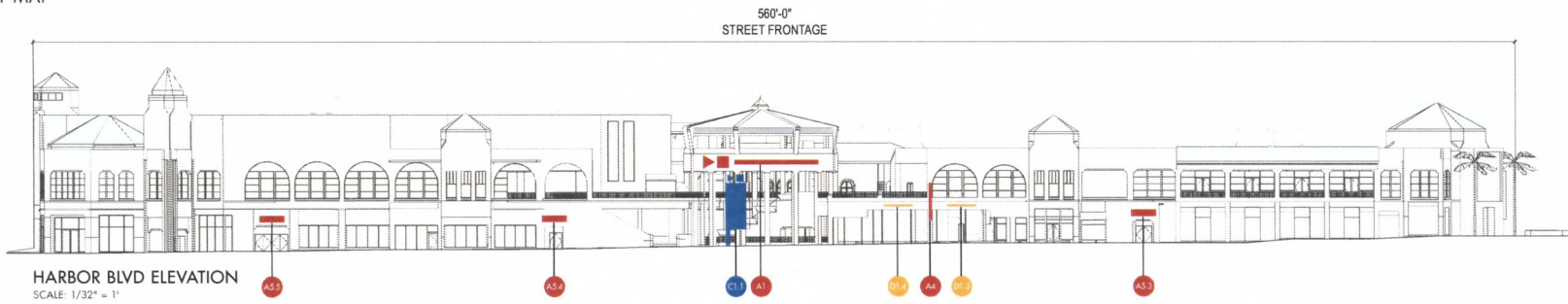
NEWPORT BLVD ELEVATION

69



KEY MAP

FUNCTION KEY ● IDENTIFICATION ● INFORMATION ● REGULATION



HARBOR BLVD ELEVATION  
SCALE: 1/32" = 1'

#### EXTERIOR SIGN TYPE

#### SIGNAGE DIMENSIONS

AS.5 ADDRESS ID	10'-0" X 2'-8" = 26 SQ FT
AS.4 ADDRESS ID	10'-0" X 2'-8" = 26 SQ FT
C1.1 FREESTANDING TENANT PYLON	SIGN PANEL (8'-4" X 19'-0") = 160 SQ FT; TRIANGLE (2'-7" X 3'-0") + SQUARE (3'-0" X 3'-0") = 13 SQ FT
A1 ROTUNDA ID	TRIANGLE (4'-8" X 5'-6") + SQUARE (4'-8" X 4'-8") + LETTERS (33'-8" X 1'-11") = 100 SQ FT
DT.4 PARKING ENTRANCE/EXIT	11'-4" X 9 1/2" = 9 SQ FT
A4 PARKING BLADE	1'-4" X 15'-0" = 20 SQ FT
DT.3 PARKING ENTRANCE/EXIT	11'-4" X 9 1/2" = 9 SQ FT
AS.3 ADDRESS ID	10'-0" X 2'-8" = 26 SQ FT

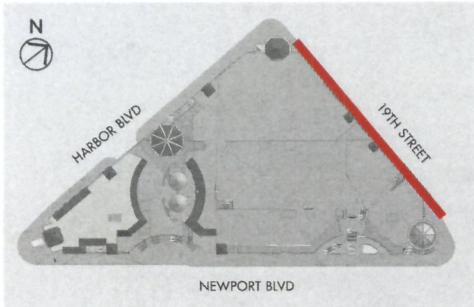
MAX SIGN AREA ALLOWED = 712.5 SQ FT  
**TOTAL SIGN AREA = 389 SQ FT**



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

DESCRIPTION  
HARBOR BLVD ELEVATION



KEY MAP

FUNCTION KEY ● IDENTIFICATION ● INFORMATION ● REGULATION

521'-0"  
STREET FRONTAGE



19TH STREET ELEVATION  
SCALE: 1/32" = 1'

#### EXTERIOR SIGN TYPE

- DL-7 PARKING ENTRANCE/EXIT
- DL-6 PARKING ENTRANCE/EXIT
- DL-5 PARKING ENTRANCE/EXIT

#### SIGNAGE DIMENSIONS

- 11'-4" X 9 1/2" = 9 SQ FT
- 11'-4" X 9 1/2" = 9 SQ FT
- 11'-4" X 9 1/2" = 9 SQ FT

MAX SIGN AREA ALLOWED = 848 SQ FT  
**TOTAL SIGN AREA = 27 SQ FT**



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

DESCRIPTION  
19TH STREET ELEVATION

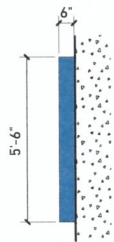
## DESIGN DETAILS

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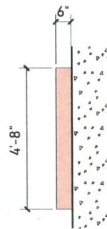


**2 FRONT ELEVATION**  
scale: 1/8" = 1'-0"

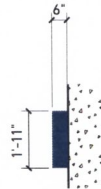
TRIANGLE



SQUARE



LETTERS



**1 SIDE ELEVATION**  
scale: 1/4" = 1'-0"



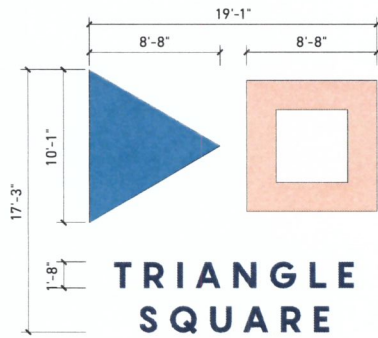
**3 PHOTO SIMULATION**  
scale: NTS



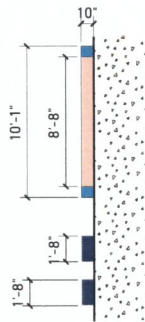
**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

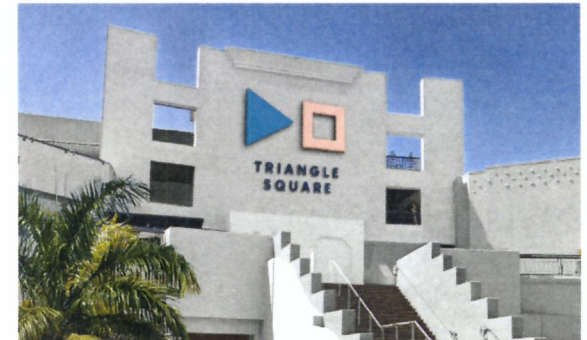
**DESCRIPTION**  
SIGN TYPE A1: ROTUNDA IDENTITY



**2 FRONT ELEVATION**  
scale: 1/8" = 1'-0"



**1 SIDE ELEVATION**  
scale: 1/4" = 1'-0"



**3 PHOTO SIMULATION**  
scale: NTS



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**

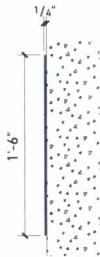
SIGN TYPE A2: BUILDING PROJECT IDENTITY

26'-4"

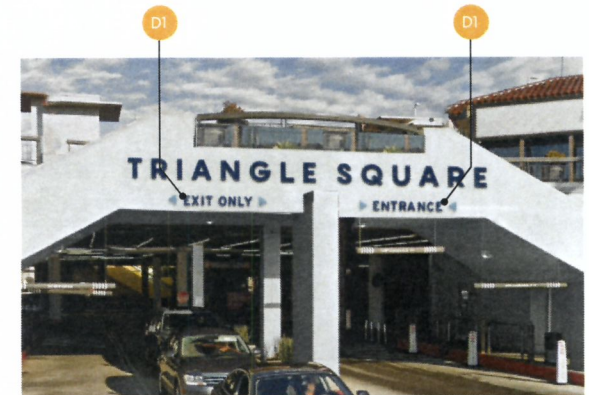
1'-6"

# TRIANGLE SQUARE

**2 FRONT ELEVATION**  
scale: 1/8" = 1'-0"



**1 SIDE ELEVATION**  
scale: 1/8" = 1'-0"



**3 PHOTO SIMULATION**  
scale: NTS



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
SIGN TYPE A3: SECONDARY PROJECT IDENTITY



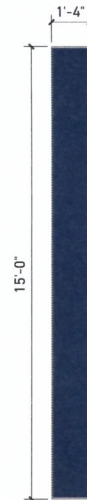
**2 PLAN VIEW**  
scale: 1/4" = 1'-0"



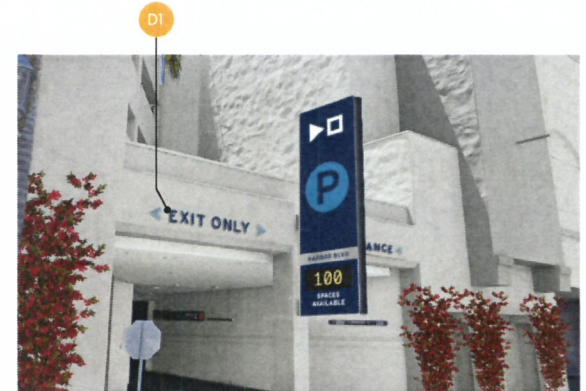
**1 FRONT ELEVATION**  
scale: 1/4" = 1'-0"



**3 BACK ELEVATION**  
scale: 1/4" = 1'-0"



**4 SIDE ELEVATION**  
scale: 1/4" = 1'-0"



**5 PHOTO SIMULATION**  
scale: NTS



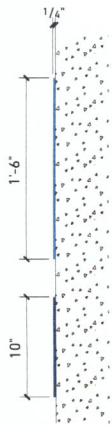
**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
SIGN TYPE A4: PARKING BLADE



**2 FRONT ELEVATION**  
scale: 1/2" = 1'-0"



**1 SIDE ELEVATION**  
scale: 1" = 1'-0"



**3 PHOTO SIMULATION**  
scale: NTS

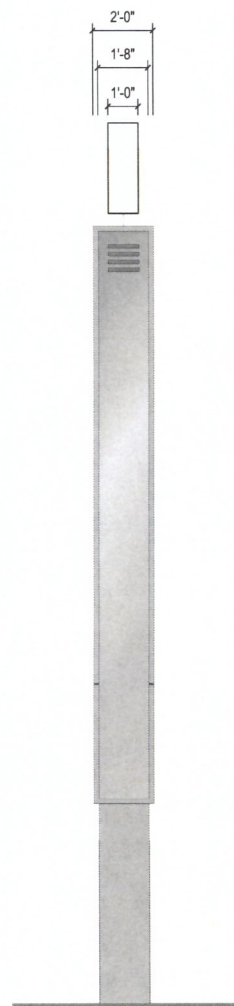
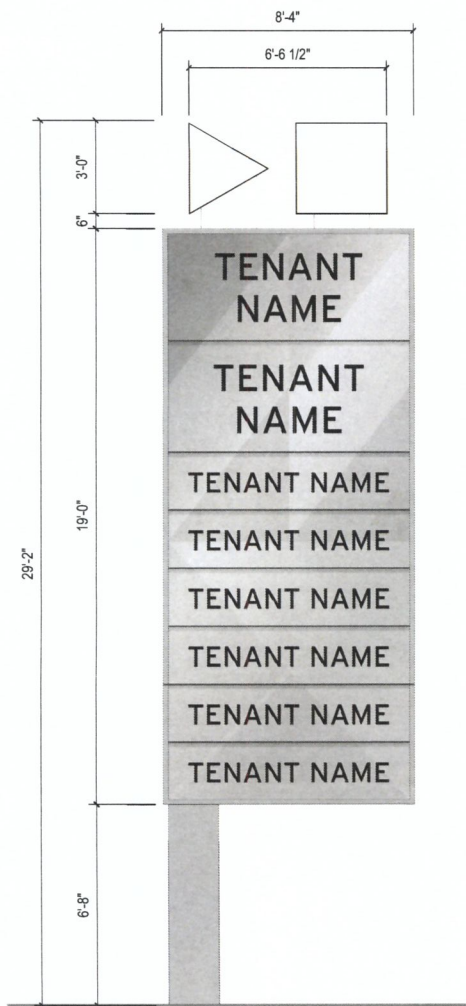


**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
SIGN TYPE A5: ADDRESS IDENTITY

57



NOTE: Retrofit existing sign.



1 FRONT ELEVATION  
scale: 1/4" = 1'-0"

2 SIDE ELEVATION  
scale: 1/4" = 1'-0"

3 BACK ELEVATION  
scale: 1/4" = 1'-0"

4 PHOTO SIMULATION  
scale: NTS



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

DESCRIPTION

SIGN TYPE C1: FREESTANDING TENANT PYLON



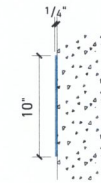
**3 ADDITIONAL LAYOUT**  
scale: 1/2" = 1'-0"



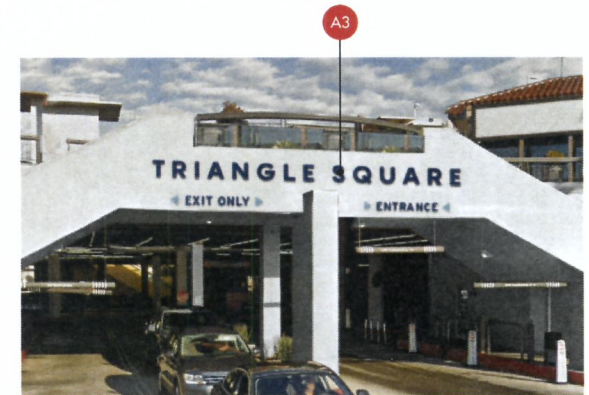
**2 ADDITIONAL LAYOUT**  
scale: 1/2" = 1'-0"



**1 FRONT ELEVATION**  
scale: 1/2" = 1'-0"



**5 SIDE ELEVATION**  
scale: 1" = 1'-0"



**4 PHOTO SIMULATION**  
scale: NTS



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**

SIGN TYPE D1: PARKING ENTRANCE/EXIT

## TENANT GUIDELINES

---



Signage and environmental graphics at Triangle Square are an integral part of the project's image. Every element must be carefully designed, proportioned and placed with respect to the Tenant's architectural facade and the project as a whole. The Owner would like to see inspirational, elegant designs that complement the overall timelessness of the site.

Individualized letter styles are encouraged provided they are clear, legible and of superior design. The Owner demands that signage fabrication of the highest quality and design be part of every Tenants effort to express their unique identity throughout Triangle Square, and will evaluate the Tenant sign package with respect to the criteria and project objectives.

The following outline are works to be provided by the Tenant. Tenant Signage shall be designed, fabricated, installed and maintained by the tenant at their own expense. Tenants may be required to supply material and paint samples to the Owner for approval.

**\*NOTE: CITY OF COSTA MESA SIGN CODE**

Total sign area per street frontage = 1.0 sq ft per lineal ft. of lot width  
+ 0.5 sq ft per lineal ft of lot depth



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**

TENANT GUIDELINES – GENERAL CRITERIA

## 1. GENERAL REQUIREMENTS

- a. Tenant agrees to design, fabricate and install Tenant's signage at Tenant's sole cost and expense in accordance with these Sign Criteria, as set forth below, prior to Tenant opening for business in Triangle Square.
- b. Tenant shall submit to the Landlord for approval before fabrication, not less than two (2) copies of detailed drawings indicating the location, size, layout, design, materials, and color of the proposed sign, including all lettering and graphics. Such drawings shall be submitted concurrently with sufficient architectural drawings to show the exact relationship with the store design.
- c. Prior to fabrication, detailed drawings of all signs shall be submitted to the City of Costa Mesa and Planning Division for review and approval. These drawings must be signed and stamped approved by the Owner prior to submittal to the City.
- d. Tenant shall obtain and pay the entire cost of all permits, approvals, construction, installation and maintenance of its respective sign.
- e. Specific sign locations and quantities are designed for each Tenant. Additional signs and/or signs at different locations than outlined in this document shall be subject to Owner approval followed by City review and approval as necessary. Temporary signs shall be subject to the same process of approval.
- f. Owner will install individual Tenant unit address numerals in conformance with the Fire Code Requirements.

## 2. DESIGN REQUIREMENTS

- a. A mix of sign styles and materials is encouraged, though all signs remain subject to Landlord's approval and must comply with applicable, local code requirements. Signage shall be limited to trade name, logo only as defined in the Lease.
- b. All signs must be illuminated using internal or external light sources. Light leaks are not permitted and must be repaired by Tenant. Tenants signage lighting shall be controlled by a 24-hour time clock set in accordance to the Owner's specified hours.
- c. SUGGESTED SIGN STYLES:
  - i. Pin-mounted, halo-lit metal fabricated individual letters or shapes mounted directly on building with or without painted metal background.
  - ii. Dimensional letters of solid material (i.e. metal, stone, wood)
  - iii. Routed metal face with internally illuminated push-thru letters
  - iv. Letters using an exposed light source (neon, incandescent or LED)

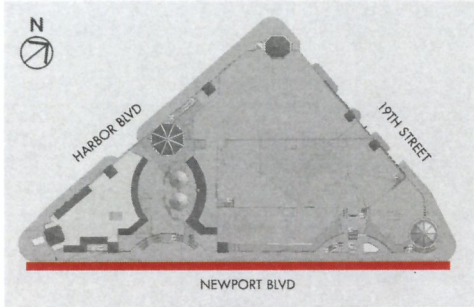
## d. PROHIBITED SIGN STYLES:

- i. Box or cabinet type construction
  - ii. Vacuum formed luminous letters
  - iii. Paper, cardboard, Styrofoam, cloth signs, vinyl banners
  - iv. Neon set in front of reflective surface
  - v. Sign employing flashing, flickering, or moving lights of any kind
  - vi. Signs painted directly on the storefront sign band
  - vii. Stained glass
  - viii. Inlaid mother of pearl
- e. Advertising, notices, decals, paper signs, handwritten signs, stickers or other lettering shall not be exhibited, inscribed, painted, or affixed on any part of any storefront, unless specifically approved by the Owner.

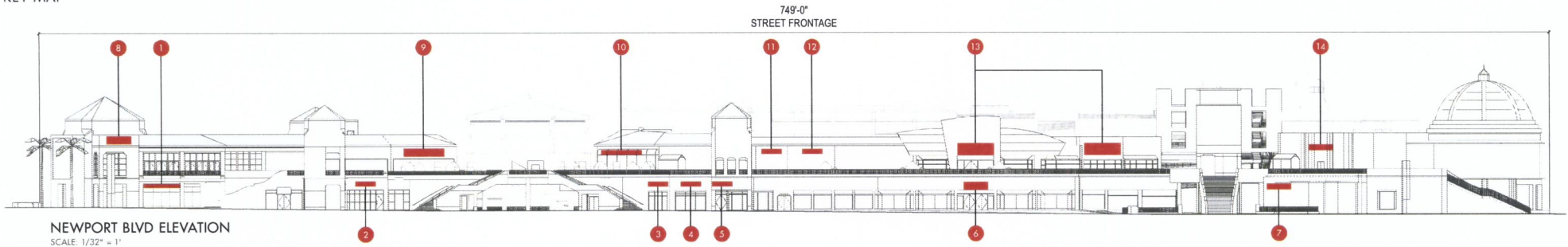
## 3. CONSTRUCTION REQUIREMENTS

- a. Tenant must select a signage fabricator for production and installation of their signs from the Approved Sign Contractors provided by Owner. Each Tenant shall be responsible for performance of its Sign Contractor and for the repair of any damage to the building caused by the installation of said Tenant's sign.
- b. Sign material selection and fabrication shall take into consideration the marine environment exterior conditions and fading of painted surfaces due to exposure to direct sunlight.
- c. No flaming, chased lights will be allowed. All sign bolts, clips and fastenings shall be hot dipped in galvanized iron, stainless steel, aluminum, bronze and concealed from the public view whenever possible. No sign marker labels or other identification shall be permitted on the exposed surfaces of a sign except those required by local ordinances. No exposed raceways, conduits, tubing, conductors, transformers or other electrical equipment will be permitted.
- d. Location of all openings for conduit and sleeves in signs of exterior storefront shall be indicated on sign drawings submitted to Owner.





KEY MAP



#### TENANT SPACES (LEVEL 1)

TENANT SPACES (LEVEL 1)	SIGNAGE DIMENSIONS
1 TENANT L1-108 [8,566 SQ FT] KEYS ON MAIN	18'-0" X 2'-0" = 36 SQ FT
2 TENANT L1-100 [4,821 SQ FT] H2O SUSHI & IZAKAYA	10'-0" X 2'-6" = 25 SQ FT
3 TENANT L1-103 [1,371 SQ FT] NAILS BY PRISCILLA	10'-0" X 2'-6" = 25 SQ FT
4 TENANT L1-104 [1,653 SQ FT] CREAMISTRY	10'-0" X 2'-6" = 25 SQ FT
5 TENANT L1-105 [1,591 SQ FT] LEASE OFFICE	10'-0" X 2'-6" = 25 SQ FT
6 TENANT L1-111 [14,239 SQ FT] TAVERN + BOWL	12'-0" X 4'-0" = 48 SQ FT
7 TENANT L1-245 [8,566 SQ FT] TIME NIGHTCLUB	12'-0" X 3'-0" = 36 SQ FT

#### TENANT SPACES (LEVEL 2)

TENANT SPACES (LEVEL 2)	SIGNAGE DIMENSIONS
8 TENANT L2-200 [8,580 SQ FT] CURRENTLY VACANT	12'-0" X 4'-0" = 48 SQ FT
9 TENANT L2-210 [7,880 SQ FT] CAFE SEVILLA	20'-0" X 4'-0" = 80 SQ FT
10 TENANT L2-209 [5,660 SQ FT] LA VIDA CANTINA	20'-0" X 2'-6" = 50 SQ FT
11 TENANT L2-211.A [2,875 SQ FT] BLACK KNIGHT GASTRO LOUNGE	10'-0" X 2'-6" = 25 SQ FT
12 TENANT L2-211.B [2,875 SQ FT] OLIVE BRANCH WOOD FIRED PIZZA	10'-0" X 2'-6" = 25 SQ FT
13 TENANT L2-219 [9,300 SQ FT] YARD HOUSE	2 [18'-0" X 6'-0"] = 216 SQ FT
14 TENANT L2-245 [7,784 SQ FT] CURRENTLY VACANT	12'-0" X 3'-0" = 36 SQ FT

MAX TENANT SIGN AREA ALLOWED = 901.5 SQ FT

**TOTAL TENANT SIGN AREA = 700 SQ FT**

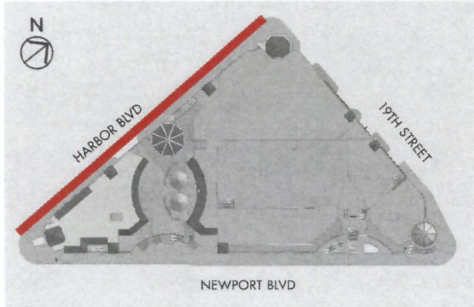


PROJECT  
TRIANGLE SQUARE

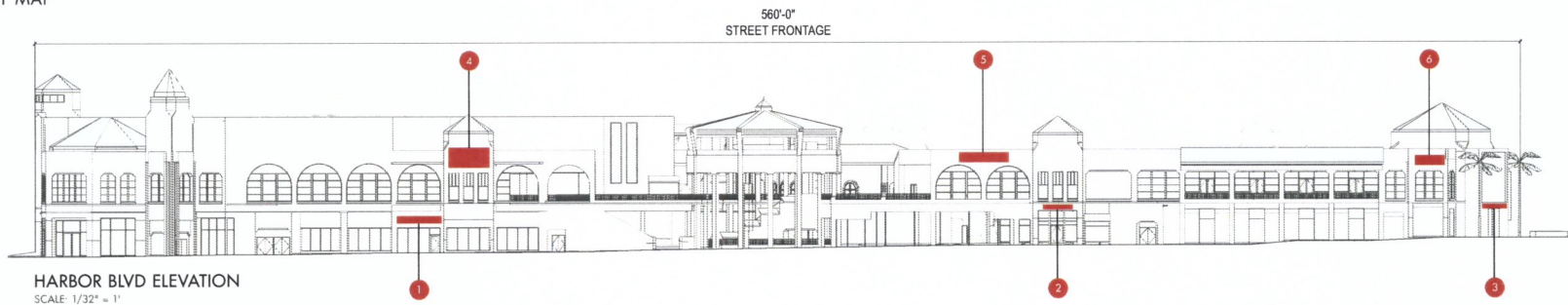
PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

DESCRIPTION

TENANT GUIDELINES – NEWPORT BLVD ELEVATION



KEY MAP



#### TENANT SPACES

- |   |   |                            |
|---|---|----------------------------|
| 1 | TENANT L1-120 [20,989 SQ FT]<br>24 HOUR FITNESS   | 18'-0" X 3'-0" = 54 SQ FT  |
| 2 | TENANT L1-118 [1,997 SQ FT]<br>ROCKSTAR TAIN      | 12'-0" X 2'-0" = 24 SQ FT  |
| 3 | TENANT L1-108 [8,566 SQ FT]<br>KEYS ON MAIN       | 20'-0" X 2'-0" = 40 SQ FT  |
| 4 | TENANT L2-220 [37,681 SQ FT]<br>STARLIGHT CINEMAS | 16'-6" X 8'-0" = 132 SQ FT |
| 5 | TENANT L2-210 [7,880 SQ FT]<br>CAFE SEVILLA       | 20'-0" X 4'-0" = 80 SQ FT  |
| 6 | TENANT L2-200 [8,580 SQ FT]<br>CURRENTLY VACANT   | 12'-0" X 4'-0" = 48 SQ FT  |

#### SIGNAGE DIMENSIONS

MAX TENANT SIGN AREA ALLOWED = 712.5 SQ FT

**TOTAL TENANT SIGN AREA = 378 SQ FT**



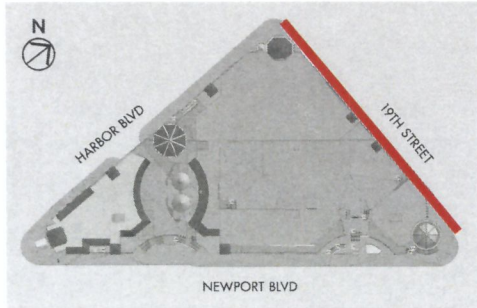
**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

#### DESCRIPTION

TENANT GUIDELINES – HARBOR BLVD ELEVATION

64



KEY MAP



#### TENANT SPACES

- 1 TENANT **L1-130** [7,450 SQ FT]  
HALLOWEEN BOOTIQUE
- 2 TENANT **L1-120** [20,989 SQ FT]  
24 HOUR FITNESS
- 3 TENANT **L2-220** [37,681 SQ FT]  
STARLIGHT CINEMAS

#### SIGNAGE DIMENSIONS

- 24'-0" X 2'-6" = 60 SQ FT  
WALL SIGN
- 1'-0" X 8'-0" = 8 SQ FT  
BLADE SIGN
- 16'-0" X 3'-0" = 48 SQ FT
- 16'-0" X 8'-0" = 128 SQ FT

MAX TENANT SIGN AREA ALLOWED = 848 SQ FT  
**TOTAL TENANT SIGN AREA = 244 SQ FT**



PROJECT  
TRIANGLE SQUARE

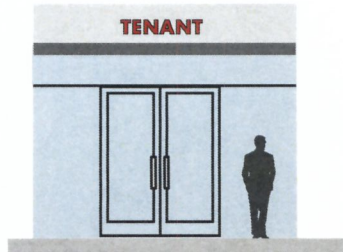
PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

#### DESCRIPTION

TENANT GUIDELINES – 19TH STREET ELEVATION

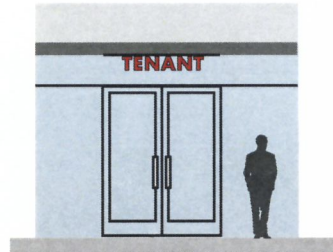
## TENANT SIGN TYPES

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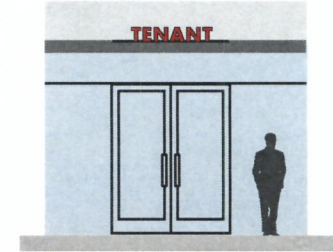
**A1 WALL MOUNT SIGN**

Signs displayed attached to a wall; may contain internal lighting



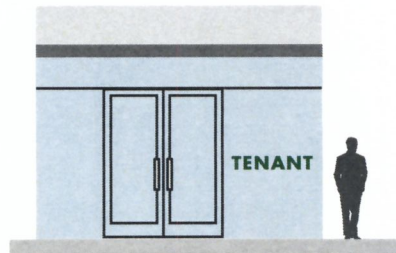
**A2 BELOW CANOPY ATTACHMENT**

Solid silhouette face or translucent face with closed back mounted to the bottom side of a structural canopy using strong anchors; may contain internal lighting



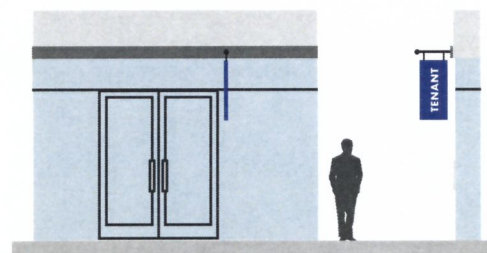
**A3 CANOPY ATTACHMENT**

Signs displayed attached to a steel canopy; graphics are three-dimensional with finished backs; may contain internal lighting



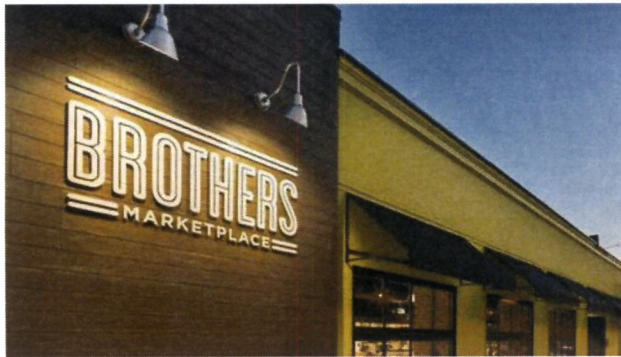
**W1 WINDOW/DOOR GRAPHICS**

Signs displayed on a window or glass door; graphics applied directly to glass surface, preferably 1st surface

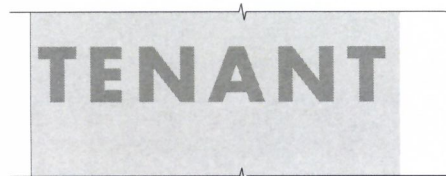


**P1 PROJECTING BLADE SIGN**

Signs projecting at least 18" from a surface near an entrance to draw pedestrian traffic



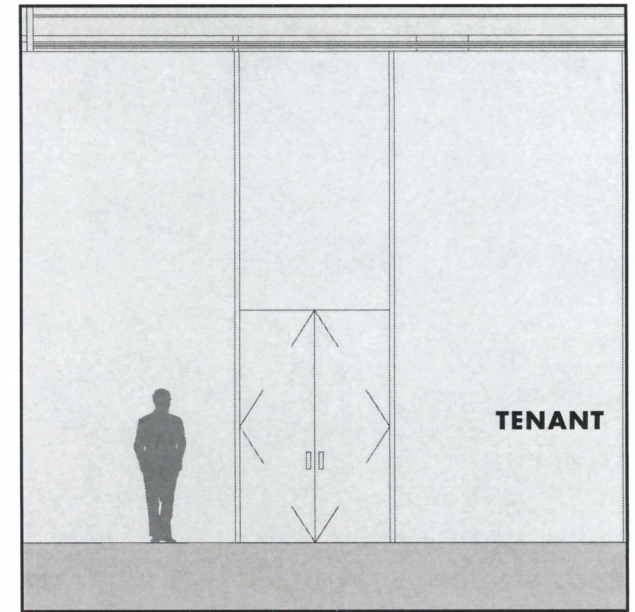
REFERENCE IMAGES



SIGN ELEVATION



SIGN SIDE VIEW



CONTEXT ELEVATION

## A1 WALL MOUNT

**Description:** Cast, molded, fabricated, channel, or cut-out letters or design (logo) applied to create a three-dimensional raised image, mounted to the structural façade.

**Preferred Types:** Illuminated face and/or halo-perimeter illuminated for primary identity; non-illuminated acceptable for secondary façades (if allowed).

### BUILDING WALL SIGNS (TABLE 13-115)

Each Tenant is allowed a maximum of 1.5 sq. ft. per lineal ft. of business street frontage. If the business street frontage is less than 25 lineal ft., only one sign with a maximum of 25 sq. ft. is permitted.

**Maximum Number for Multi-Tenant Building:** One wall sign per business on each street frontage. A tenant with more than 10,000 sq. ft. of floor area is permitted a maximum of three wall signs per business street frontage.

**Vertical Clearance:** awning, canopy and projecting signs:

8 ft. minimum clearance over pedestrian circulation areas

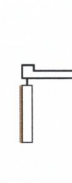
16 ft. minimum clearance over parking and vehicular circulation areas



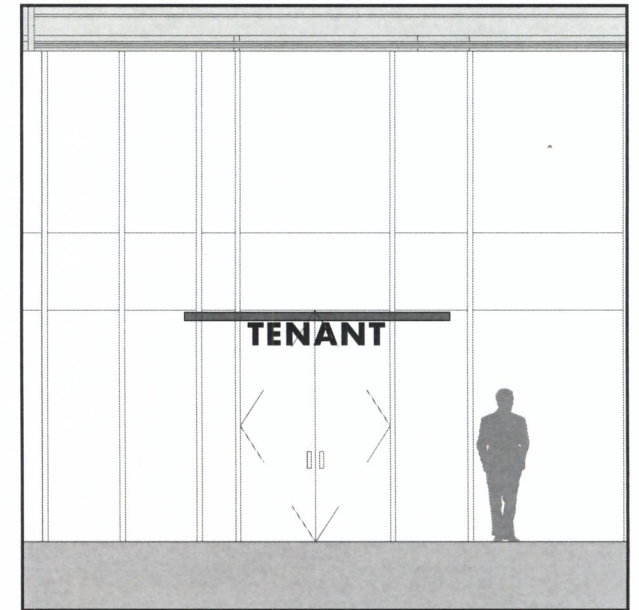
REFERENCE IMAGES



SIGN ELEVATION



SIGN SIDE VIEW



CONTEXT ELEVATION

## A2 BELOW CANOPY ATTACHMENT

**Description:** Solid silhouette face or translucent face with closed back mounted to the bottom side of a structural canopy using strong anchors.

**Preferred Types:** Illuminated face for primary identity.

### BUILDING WALL SIGNS (TABLE 13-115)

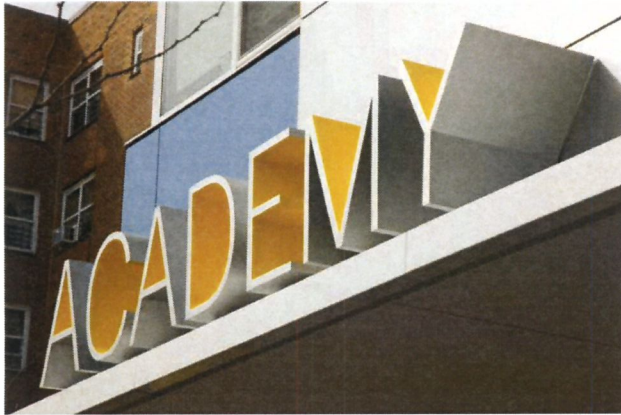
Each Tenant is allowed a maximum of 1.5 sq. ft. per lineal ft. of business street frontage. If the business street frontage is less than 25 lineal ft., only one sign with a maximum of 25 sq. ft. is permitted.

**Maximum Number for Multi-Tenant Building:** One wall sign per business on each street frontage. A tenant with more than 10,000 sq. ft. of floor area is permitted a maximum of three wall signs per business street frontage.

**Vertical Clearance:** awning, canopy and projecting signs:

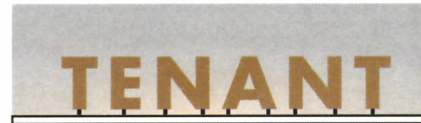
8 ft. minimum clearance over pedestrian circulation areas

16 ft. minimum clearance over parking and vehicular circulation areas



REFERENCE IMAGES

#### REAR ILLUMINATION



#### FACE-UP ILLUMINATION



SIGN ELEVATION



SIGN SIDE VIEW

### A3 CANOPY ATTACHMENT

**Description:** Solid silhouette face or translucent face with closed back displayed and mounted to steel structural canopy using strong anchors.

**Preferred Types:** Illuminated face for primary identity.

#### BUILDING WALL SIGNS (TABLE 13-115)

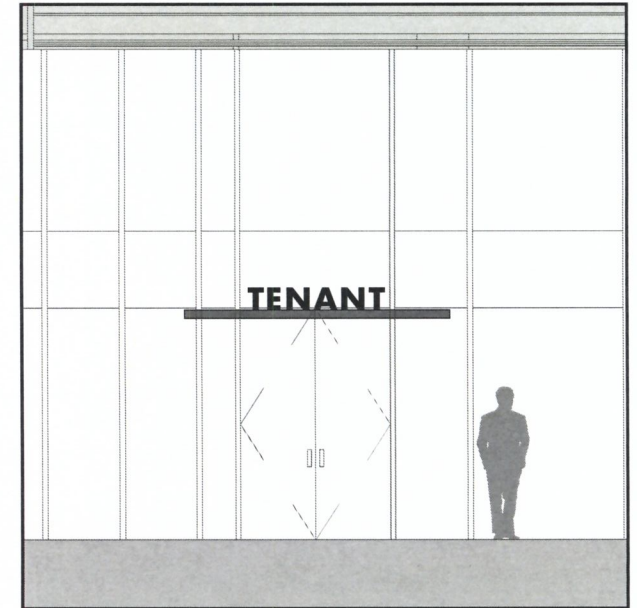
Each Tenant is allowed a maximum of 1.5 sq. ft. per lineal ft. of business street frontage. If the business street frontage is less than 25 lineal ft., only one sign with a maximum of 25 sq. ft. is permitted.

**Maximum Number for Multi-Tenant Building:** One wall sign per business on each street frontage. A tenant with more than 10,000 sq. ft. of floor area is permitted a maximum of three wall signs per business street frontage.

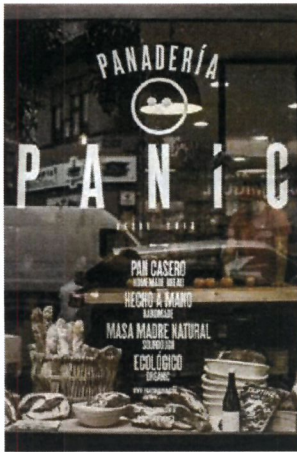
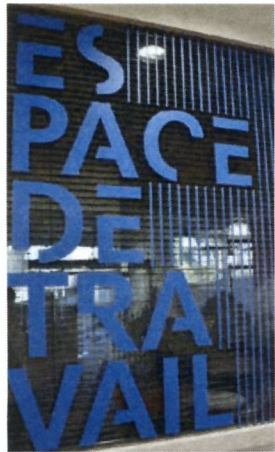
**Vertical Clearance:** awning, canopy and projecting signs:

8 ft. minimum clearance over pedestrian circulation areas

16 ft. minimum clearance over parking and vehicular circulation areas



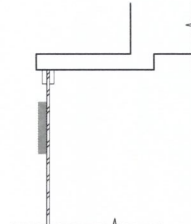
CONTEXT ELEVATION



REFERENCE IMAGES



SIGN ELEVATION



SIGN SIDE VIEW



CONTEXT ELEVATION

## W1 WINDOW/DOOR GRAPHICS

**Description:** Two-dimensional external vinyl graphic placed directly upon a glass window and/or door.

**Preferred Types:** External vinyl application only.

### PERMANENT WINDOW SIGNS (TABLE 13-115)

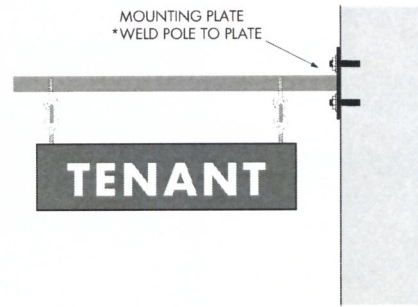
Each Tenant is allowed a maximum of 1.5 sq. ft. per lineal ft. of business street frontage. If the business street frontage is less than 25 lineal ft., only one sign with a maximum of 25 sq. ft. is permitted.

**Maximum Area:** 20% of contiguous window area maximum.

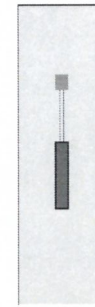
**Exception:** Window sign area above maximum may be permitted if it can be shown that the merchandise offered cannot be adequately displayed and therefore justifies substitution of additional window signage, subject to written approval by the Planning Division or Zoning Administrator.



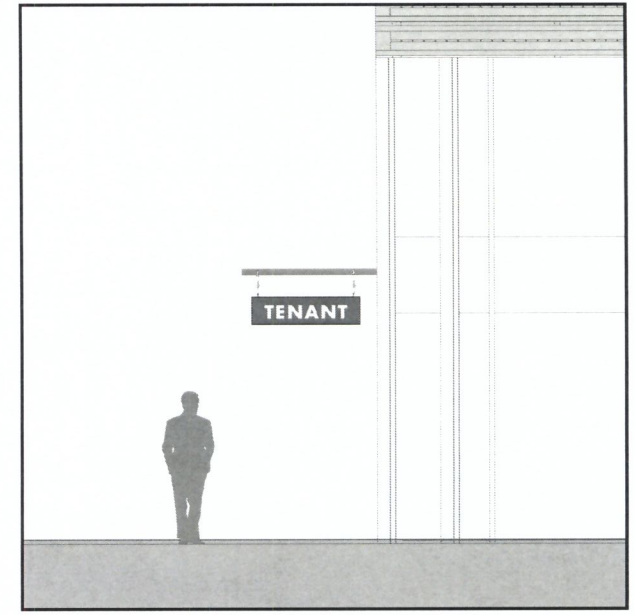
REFERENCE IMAGES



SIGN ELEVATION



SIGN SIDE VIEW



CONTEXT ELEVATION

## P1 PROJECTING BLADE SIGN

**Description:** Three-dimensional signage attached to a pole mounted upon a storefront; often made of fabricated aluminum; projects a minimum of 18 in from the surface upon which it is mounted/hung.

**Preferred Types:** Hung upon a storefront pole attached to the mullion/canopy.

### BUILDING WALL SIGNS (TABLE 13-115)

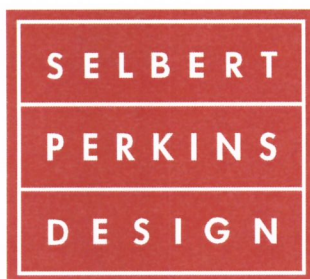
Each Tenant is allowed a maximum of 1.5 sq. ft. per lineal ft. of business street frontage. If the business street frontage is less than 25 lineal ft., only one sign with a maximum of 25 sq. ft. is permitted.

**Maximum Number for Multi-Tenant Building:** One wall sign per business on each street frontage. A tenant with more than 10,000 sq. ft. of floor area is permitted a maximum of three wall signs per business street frontage.

**Vertical Clearance:** awning, canopy and projecting signs:

8 ft. minimum clearance over pedestrian circulation areas

16 ft. minimum clearance over parking and vehicular circulation areas



## APPENDIX

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DESCRIPTION:

Attract attention with unique events, and provide Tenant support to increase sales. Create an unforgettable signature series to drive traffic to Tenants, increase per person purchase, and frequency of visits. Events will show off the new brand and property improvements, and include Tenant incentives for participation and promotion. Attendees will have calls of action to check in, post pictures, expanding our visibility on their personal pages. Promotion partnerships with the City of CM, I Heart CM, Chamber of Commerce, and Travel CM will widen our reach, and target locals, travelers and tourists.

2019 CALENDAR DASHBOARD:

DATE	EVENT
Jul 3, 2019, 5 - 11pm	Community Outreach: Independence Day Celebration
Jul 24, 11am - 2pm	Tenant Support: Design and Strategy Reveal
Aug 19 - 23, 10am - 2pm	Community Outreach: Triangle and Travel Costa Mesa mural
Sept 4, 5pm - 6pm	Concierge Tour: Travel Costa Mesa at Black Knight
Sept 6, 5pm - 9pm & Sept 7, 10am - 3pm	Community Outreach: ARTventure at Segerstrom
Sept 18, 11am - 2pm	Tenant Support: Design and Strategy Follow Up
Sept 28, 11am - 3pm	Community Outreach: Costa Makers Block Party
Oct 2, 10am - 11am	Community Outreach: Mural Dedication
Oct 26, 2pm - 6pm	Community Outreach: Cheers to 20 Years

#### EVENT RECAP

### Community Outreach: Independence Day Celebration

Wednesday, July 3, 2019, 5 - 9pm

Costa Mesa Fairgrounds

Tenant participation: Cafe Seville print promotions

#### GOAL

Outreach & Community Engagement

#### OVERVIEW

The Triangle Square street team asked residents for a "play" business and "stop" business suggestions. This exercise allowed the person to grasp the play and stop concept. The attendees were enthusiastic, understood the new logo mark, and understood the concept of the play and stop.

#### TEAM: (4 INDIVIDUALS)

- Greeted and worked with the city and community leaders
- Worked behind the table, educating visitors of the revitalization, vision and brand mark
- Worked the crowd guerrilla style, gathering emails, and dispersing our new logo pins

#### STATS

- Spoke with over 300 people
- Distribution of 125 pins
- Acquiring over 60 emails for future notifications.

#### OTHER

Opening of the Sevilla restaurant and the up and coming Costa Mesa Block Party generated excitement.

#### ATTENDEES

Team attended: A.T. Connections, Jovenville street team

#### EVENT DETAILS

### Tenant Support: Design and Strategy Reveal

Wednesday, July 24, 2019, 11am - 2pm

Venue: Triangle Square; Keys on Main

Tenant participation: Yard House lunch, Miss Mini Donuts dessert, Keys on Main beverages

#### GOAL

Outreach & Tenant Support

#### OVERVIEW

Meet and greet of Tenants and revitalization Team, unveiling the new Triangle Square strategy and design.

The Triangle Square name and brand will be announced. Design renderings, paint palettes, flooring, potential sign placements and mural renderings will be displayed.

A tenant support system, resources and event calendar will be shared, inviting tenants to participate and promote.

Become acquainted with fellow tenants and Triangle Square Revitalizing Team that are working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

#### TEAM: (4 INDIVIDUALS)

- Greeted and worked with Tenants and Team
- Worked behind the table, educating visitors of the revitalization, vision and brand mark
- Worked the crowd guerrilla style, gathering emails, and dispersing our new logo pins

#### STATS

- Spoke with 20 Tenants and Team
- Distribution of 20 pins
- Confirmed 10 emails for future notifications.

#### OTHER

Gave Tenants Triangle Square pins, 1 <3 Costa Mesa sunglasses, and branded USB's with Events Calendar, Tenant Support, Social Media reports. Hosted lunch with Yard House at Keys on Main.

#### ATTENDEES

Team attended: Asset Manager, A.T. Connections, Perkins Eastman, Selbert Perkins, Jovenville, Newmark

Tenants attended: Yard House, Keys on Main, Cafe Seville, Black Knight Lounge, Halloween Boutique



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

#### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

#### EVENT DETAILS

### Community Outreach: Travel CM and Triangle art activation

Monday - Friday, August 19th - 23rd, 10am - 2pm

Venue: Triangle Square

Benefactor and Artist: Travel Costa Mesa, Aaron Glasson

#### GOAL

Outreach & Tenant Support

#### OVERVIEW

Meet and greet Tenants and curious Costa Mesa to talk through the Aaron Glasson mural design.

The Triangle Square name and brand will be shared. Event promotions will be displayed, Cafe Sevilla promotions distributed, email sign up sheet displayed.

Become acquainted with new tenants, and follow Triangle Square's efforts to revitalize downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

#### TEAM: (1 INDIVIDUAL)

- Greet and work with Artist, assisting to answer questions, so he's undisturbed
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing available merch

#### STATS

- Spoke with over 50 people
- Acquire over 30 emails for future notifications

#### ATTENDEES

Team attended: A.T. Connections: Sam Swanson, Travel Costa Mesa: Videographer, Artist: Aaron Glasson

### Community Outreach: Tenant Support & neighbor meet & greet

Wednesday, September 4th, 5PM - 7PM

Venue: Black Knight, Yard House

Status: Private Event

#### GOAL

Community outreach and event promotions

#### OVERVIEW

- Meet and greet of CM hotel concierge, to unveil the new Triangle Square brand to local hotels
- The new Triangle Square name and brand will be shared, with Event and community outreach calendar, inviting concierge to opt in to email newsletter to get monthly updates.
- Become acquainted with Tenants and Triangle Square Team for easy reservations and requests.
- Visit entertainment destinations, and hear ways to drive travelers, tourists, and locals.

#### ATTENDEES

(10) expected

#### TEAM: (4 INDIVIDUALS)

- Greet and work with Travel Costa Mesa and local hotel concierge
- Tour Triangle Square educating concierge of the revitalization, vision and brand mark
- Black Knight appetizer tasting, with tour and talk of Triangle Tenants
- Check in and picture at Travel Costa Mesa commissioned mural, by Artist Aaron Glasson
- (1) Shuttle stop with welcome table at Valet drop off
- (10) TS gift bags, with I Heart CM sunglasses and stickers for the hotel front desk Teams
- (10) TS USB's uploaded with events to share with locals, travelers, and tourists

#### GOALS

- Work with Travel Costa Mesa to confirm event, and tour front desk hotel Concierge
- Talk and tour 10 hotel Concierge, to guide travelers and tourist to Triangle Square
- Acquire 10 contacts for community engagement notifications.

#### ATTENDEES

Team attended: A.T. Connections

Tenants attended: Black Knight Lounge



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

#### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

## Community Outreach: Tenant Support & neighbor meet & greet

Friday, September 6th, 5PM - 9PM  
Saturday, September 7th, 10AM - 3PM  
Venue: Segerstrom Center for the Arts  
Status: Public event, [Eventbrite created:](#)

**GOAL:**  
Community outreach and event promotions

**OVERVIEW:**  
Meet and greet of street team to unveil the new Triangle Square brand.

The Triangle Square name and brand will be shared. Event and community outreach calendar will be shown, inviting attendees to enjoy the new commercial community.

Become acquainted with fellow tenants and neighbors Triangle Square Revitalizing Team that are working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to cater to the community.

**TEAM: (4 INDIVIDUALS)**

- Greet and work with the city and community leaders, Cultural Arts Committee, City Council
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

**GOALS:**

- Speak with over 100 people
- Distribute 40 pins
- Acquire over 20 emails for community engagement notifications.

**ATTENDEES:**  
(800) attended

Team attended: A.T. Connections, Jovenville street Team, Artist Aaron Glasson

## Community Outreach: Tenant & neighbor meet & greet

Wednesday, September 18th, 2019, 11am - 2pm  
Venue: Triangle Square; Yard House  
Status: Private Event

**GOAL:**  
Outreach & Tenant Support

**OVERVIEW:**  
Meet and greet of Tenants and Revitalization Team, to give an update on Triangle Square efforts and revitalization plans.

The Triangle Square Tenant data dashboard will be shown, with marketing reports. Design renderings shared, with paint palettes, along with City submitted signage strategy.

A tenant support system, community outreach and event calendar will be shared, inviting tenants and neighbors to participate and promote at events: Costa Makers Block Party, Mural Dedication, Cheers to 20 Years, I Heart Holidays

Become acquainted with fellow Tenants, connect Triangle Square Revitalizing Team working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

**ATTENDEES:**  
(20) attended

Tenant attended: Yard House, La Vida Cantina, Starlight Cinemas, H2O Sushi and Izakaya, Halloween Boutique

Team attended: A.T. Connections, Perkins Eastman, Selbert Perkins, Jovenville, Facilities Manager

## Community Outreach: Costa Makers Block Party

Saturday, September 28, 2019, 11am - 3pm  
Venue: Triangle Square; United Methodist Church  
Status: Public, [Eventbrite created](#):

### GOAL

Outreach & Tenant Support

### OVERVIEW

Pop-up art show and modern craft fair featuring a curated collection of artists and makers in our area.

Meet and greet community with welcome station. With an event map will take you from an artist and makers market, to live mural paintings and hands-on art areas, beverage and dessert stations.

The Triangle Square name and brand will be strategically placed, with mural features on display. An event calendar will be featured, inviting community to participate and promote.

Community can become acquainted with tenants and Triangle Square Revitalizing Team that are working on creating a community driven downtown Costa Mesa.

100% of food sales and 10% of art and maker sales will benefit the art program at Rea Elementary School located in west Costa Mesa. More Info: [www.costamakersoc.com](http://www.costamakersoc.com)

### TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

### GOALS

- Speak with over 500 people
- Distribute 200 pins
- Acquire over 300 emails for future notifications.

### ATTENDEES

(700- 800) attending

Tenants participating: Yard House, Keys on Main, Cafe Seville, Black Knight

Team attending: A.T. Connections, Jovenville, Asset Manager

## Community Outreach: Costa Mesa Mural Dedication

Wednesday, October 2nd, 2019, 10am - 11am  
Venue: Keys on Main  
Status: Private, [Eventbrite created](#)

### GOAL

Outreach & Tenant Support

### OVERVIEW

Invite and excite the City of the Arts, to dedicate this mural to Costa Mesa, and a revitalized Triangle Square. Mural dedication featuring Travel Costa Mesa and Triangle Square, with artist Aaron Glasson. Inviting City, Chamber, Cultural Arts Committee, Tenants, and Neighbors. Meet and greet community with welcome station. Media and photographers to capture dedication.

The Triangle Square name and brand will be strategically placed, with mural story on display. An event calendar will be featured, inviting community to participate and promote. Community can become acquainted with tenants and Triangle Square Revitalizing Team that are working on creating a community driven downtown Costa Mesa.

### ATTENDEES

(42) attended, 113 invited

### TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

### GOALS

- Speak with over 40 people
- Distribute 40 pins
- Acquire over 113 emails for future notifications.

### ATTENDEES

(42) attended

Tenants/Vendors participating: Keys on Main, Wonderland Bakery, Old Town Roasting

Team attending: Owner, A.T. Connections, Facilities Manager



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

64  
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## Tenant Support: Cheers for 20 Years

Saturday, October 26th, 2019, 2pm - 6pm

Venue: Triangle Square

Status: Public

### GOAL

Outreach & Tenant Support

### OVERVIEW

CHEERS TO 20 YEARS celebrates Yard House's opening 20 years ago, at Triangle Square, and celebrates this community contributor with a day filled with Halloween themed fun. The event is free, but you must RSVP for event attendance, and to get your event map:

- Find your perfect costume at Halloween Boutique, to wear to win, and bring receipt to #CHEERSTO20YEARS to get a free gift with purchase
- Check in at welcome station, with a walk up the Newport Blvd. staircase runway, for your red carpet photo booth. Become a star, after taking a picture. Post with #CHEERSTO20YEARS, and be entered to win up to \$500 in prizes.
- Visit Yard House to treat all day, eat up and enjoy a \$10 off card when you check in at the welcome station. Be sure to congratulate their hard working crew on 20 years well done.
- Enjoy face painting, animal balloons, and family friendly activities. With a kid play station and candy stand for our littlest costumed fans.
- End the celebration with a costume competition, with lively Cafe Sevilla entertainment with the Gypsy Kings. Then make a wish on a candle filled cake, worthy of Yard House's 20 years at Triangle Square.

### ATTENDEES

(200) attended

Tenants participating: Yard House, Cafe Seville

Team attending: A.T. Connections

## Community Outreach: Tenant & neighbor meet & greet

Monday, November 25th, 2019, 10am - 12pm

Venue: Triangle Square; Yard House

Status: Private Event

### GOAL

Outreach & Tenant Support

### OVERVIEW

Community meeting of Neighbors, Tenants and Revitalization Team, to give an update on Triangle Square efforts and Digital Display designs and details.

Lighting and Signage experts will be in attendance, to walk neighbors through the detailed Light Study. The Triangle Square Digital Design renderings will be shared, along with City submitted signage package. Press Kit will be shown, with the community outreach and event calendar featured, inviting tenants and neighbors to participate and promote the next event: Shine Bright Viewing Party.

Ask us questions, look at designs, and hear strategies to minimize resident impacts, curate community content, and feature local Artists.

### ATTENDEES

(516) invited

Tenant attended: Keys on Main, Tavern and Bowl

Team attended: A.T. Connections, StandardVision, Selbert Perkins,



PROJECT  
TRIANGLE SQUARE

PHASE  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH



December 1st, 2019, 5pm - 7:30pm  
Venue: Triangle Square; First United Methodist Church  
Status: Public, <http://shinebrightcm.com/>

**GOAL**  
Outreach & Tenant Support

**OVERVIEW**  
Join us for a **FREE** festive, family-friendly community event on the **Triangle Square** rooftop in the heart of Costa Mesa!

- Photos with Santa
- Hot apple cider and cocoa, with Yard House
- Cookie-decorating (and eating), with Baker and Frost
- Holiday art panels to be painted, with free festive frames for kids and adults, with Best Framing
- Christmas carol sing-along with the First United band
- 2nd Annual Bell Tower Lighting of First United at 7:15pm with Viewing Party from the Triangle Square rooftop.

**ATTENDEES:**  
(300) expected

Tenants participating: Yard House, Baker and Frost

Team attending: A.T. Connections

Monday, December 2nd, 2019, 10am - 12pm  
Venue: Triangle Square; Keys on Main  
Status: Private Event

**GOAL**  
Outreach & Tenant Support

**OVERVIEW**  
Community meeting of Neighbors, Tenants, and Revitalization Team, to give an update on Triangle Square efforts and Digital Display designs and details.

Lighting and Signage experts will be in attendance, to walk neighbors through the detailed Light Study. The Triangle Square Digital Design renderings will be shared, along with City submitted signage package. Press Kit will be shown, with the community invited to follow us on social media.

Ask us questions, look at designs, and hear strategies to minimize resident impacts, curate community content, and feature local Artists.

**ATTENDEES**  
(516) invited

Tenants Hosting: Keys on Main, Tavern and Bowl

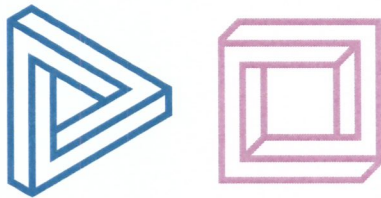
Team attended: A.T. Connections, StandardVision, Selbert Perkins



**PROJECT**  
TRIANGLE SQUARE

**PHASE**  
PLANNED SIGNING PROGRAM  
06 MARCH 2020

**DESCRIPTION**  
COMMUNITY EVENTS AND OUTREACH



# TRIANGLE SQUARE

**PLANNED SIGNING PROGRAM** DIGITAL SIGNAGE

06 MARCH 2020

PREPARED BY



**selbert perkins design collaborative**

432 Culver Boulevard, Playa Del Rey, CA 90293

**T** 310 822 5223 **www.**selbertperkins.com

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PLANNING COMMISSION BOARD MEMBERS:

We are pleased to submit for your consideration a proposal to amend The Triangle's existing Master Plan (PA-12-02) to incorporate new signage guidelines for vibrant digital signage spanning the plaza's signature facades at the intersection of 19th Street and Newport Boulevard.

The new digital signage will revitalize the commercial center and provide the City of Costa Mesa a distinct landmark and means of community messaging. Strategically located along bustling thoroughfares near the Costa Mesa border, Triangle Square will become a welcoming landmark to residents and potential visitors alike.

Triangle Square is committed to improving awareness of Tenants to the communities of Costa Mesa, Newport Beach, Huntington Beach, and the other adjacent Orange County cities. Increased visibility will not be limited to the Tenants of Triangle Square, as there is clear opportunity to integrate periodic Costa Mesa messaging to sign programming, bolstering City branding and community engagement efforts.

Though the plaza experienced hardship through past ownership and the economic decline, Triangle Square will continue to pursue these efforts of modernization to better represent the economic strength of Costa Mesa. Triangle Square is excited to establish itself as an "entertainment center" with entertainment Tenants such as Starlight Cinemas, Tavern+Bowl, Keys on Main and new Tenants Cafe Sevilla which offer unique performing artists daily and would greatly benefit from the ability to customize their message of always changing nightly performances to the community and passersby. An exhibit detailing the design, location, and dimensions of the three proposed signs are included for your reference. Thank you for taking the time to review these materials and for providing your insight.

Sincerely,

Tyler Mateen





Project signage includes both digital and static signage and wayfinding. Digital LED screens provide opportunities for community engagement — public service announcements, messages, promotions, and events — and serve as a catalyst for economic development for businesses within Triangle Square and the City of Costa Mesa. The proposed sign district will provide on-site and off-site advertising for businesses based in, and/or providing products and services to Costa Mesa. Hours of operation for digital content will be regulated and operated between sunrise until 2am. The quality of products for digital LED screens will continually integrate emerging new technologies with light and view controls, and dimmable, low impact lighting technologies.

The Identity of Costa Mesa as “The City of the Arts” is reinforced and enhanced by showcasing public artists via digital screens. All project signage will reflect the new, refreshed brand effort for Triangle Square, upgrading the identity, aesthetics, and amenities, and creating a welcoming and positive experience for visitors and residents at Triangle Square.

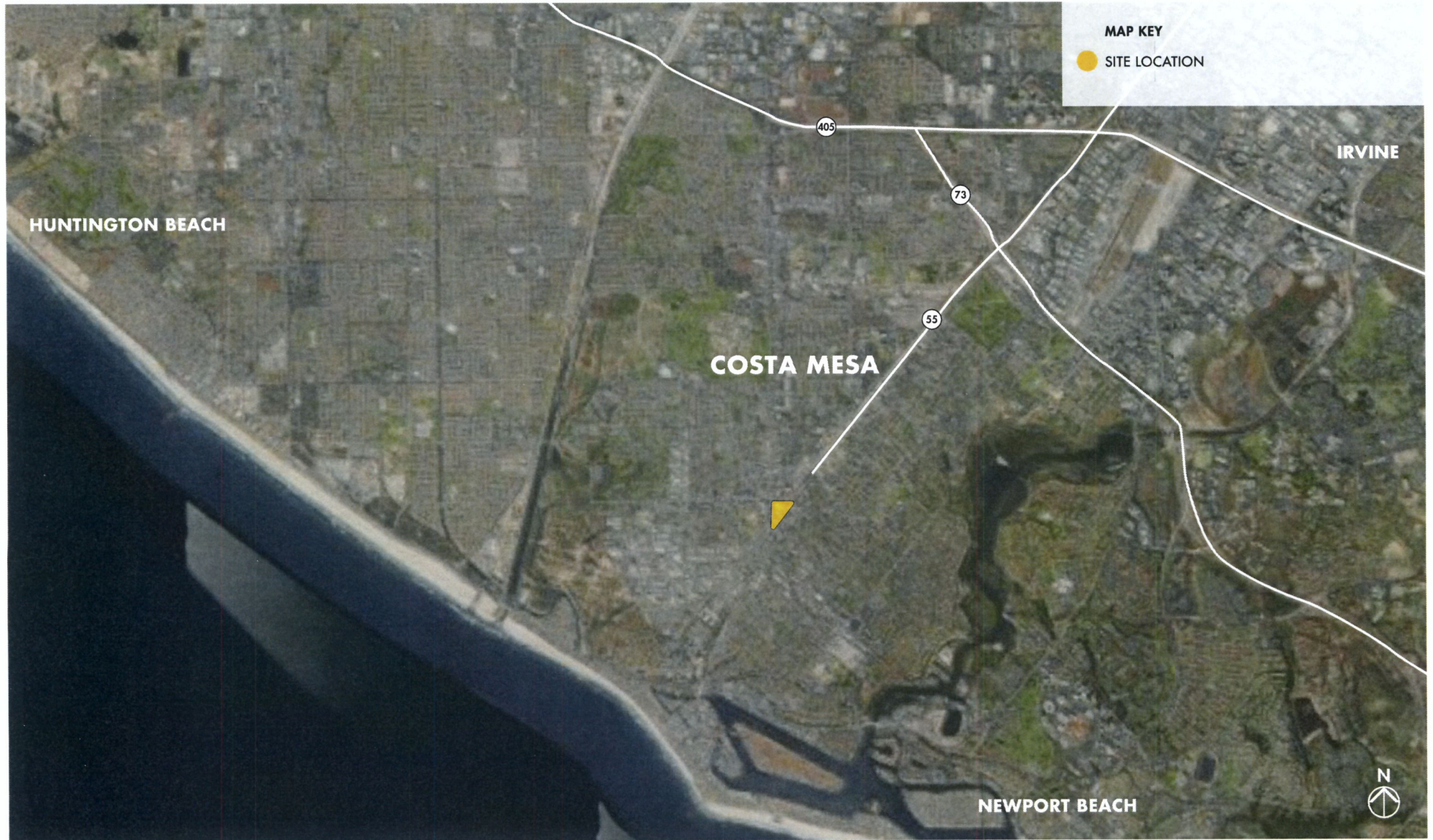
All project signage will be visually integrated into the building’s facades and will feature colors and lighting complementary to the architectural design of the building and surrounding community.



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**  
PROJECT NARRATIVE



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**  
PROJECT LOCATION



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**  
PROJECT LOCATION

## SUMMARY OF SIGNS

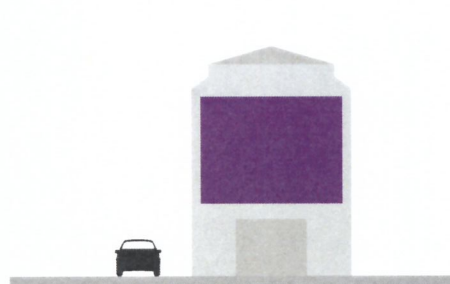
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## DIGITAL ART/ADVERTISING



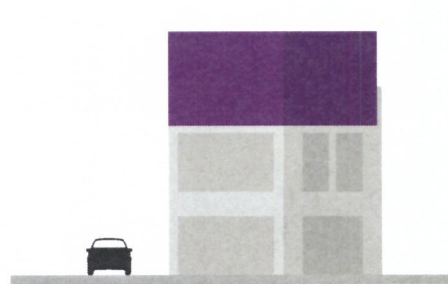
1 DIGITAL SCREEN – DOME WRAP  
1200 SQ FT

QTY: 1



2 DIGITAL SCREEN – WALL  
600 SQ FT

QTY: 1



3 DIGITAL SCREEN – WALL WRAP  
890 SQ FT

QTY: 1

PRECEDENT IMAGE



CURVED LED SCREEN WRAP

PRECEDENT IMAGE



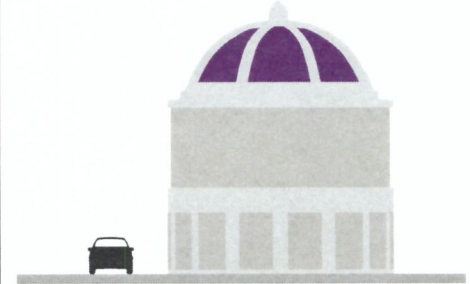
INTEGRATED LED SCREEN

PRECEDENT IMAGE



LED SCREEN WALL WRAP

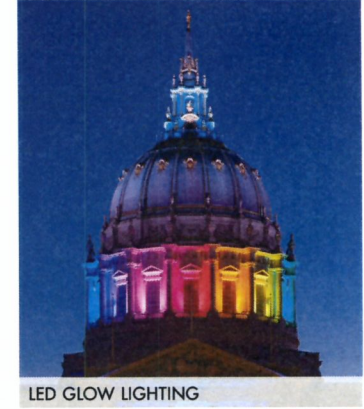
## DIGITAL LIGHTING



4 ARCHITECTURAL LIGHTING

QTY: 1

PRECEDENT IMAGE



LED GLOW LIGHTING

## FUNCTION KEY



DIGITAL

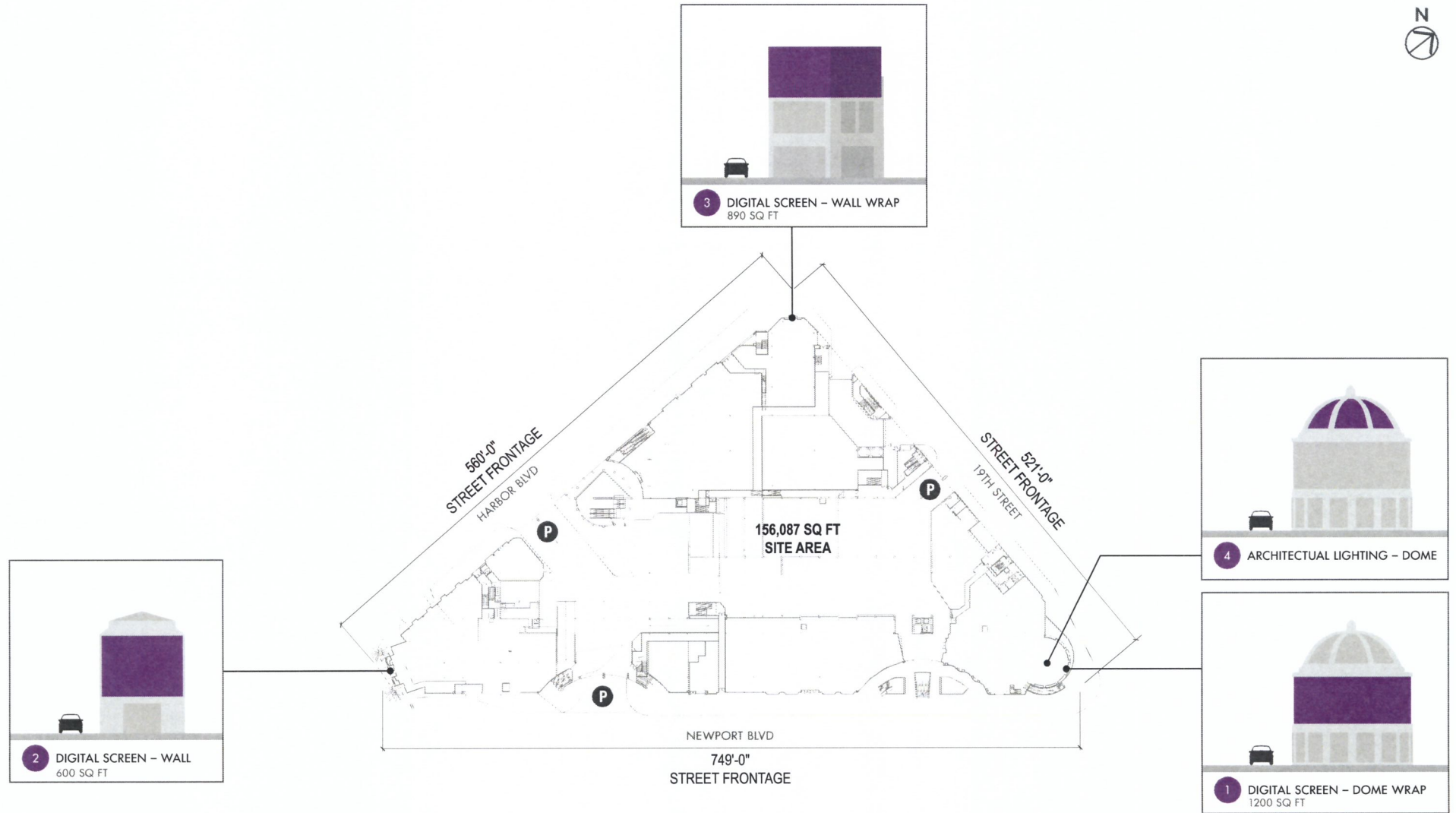


**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

### DESCRIPTION

## SUMMARY OF SIGNS



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

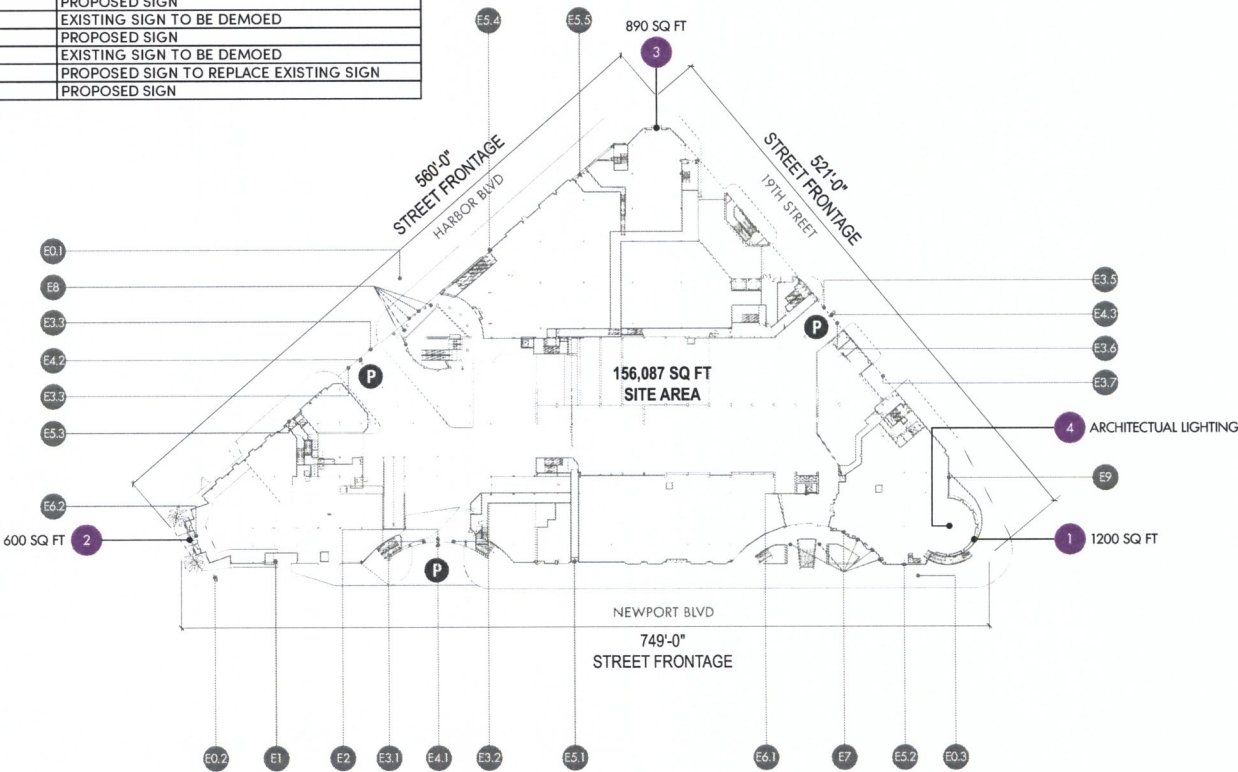
**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

PROPOSED DIGITAL SIGN LOCATION PLAN

ob

TRIANGLE SQUARE DIGITAL & EXISTING SIGN MATRIX				
SIGN TYPE	DESCRIPTION	QUANTITY	MOUNTING TYPE	NOTES
E0	TENANT PYLON	3	FREESTANDING	EXISTING SIGN
E1	ELEVATOR	1	WALL	EXISTING SIGN
E2	PARKING ENTRANCE OVERHEAD SIGN	1	WALL	EXISTING SIGN TO BE DEMOED
E3	PARKING ENTRANCE/EXIT SIGN	7	WALL	EXISTING SIGN TO BE DEMOED
E4	PARKING DIGITAL BLADE SIGN	3	WALL	EXISTING SIGN TO BE DEMOED
E5	ADDRESS ID	5	WALL	EXISTING SIGN TO BE DEMOED
E6	CHANNEL LETTERS	2	WALL	EXISTING SIGN TO BE DEMOED
E7	IN WALL LIGHT DISPLAY	6	WALL	EXISTING SIGN
2	DIGITAL SCREEN – WALL	1	WALL	PROPOSED SIGN
E8	LARGE BANNERS	5	BANNER	EXISTING SIGN TO BE DEMOED
4	ARCHITECTUAL LIGHTING – DOME	1	WALL	PROPOSED SIGN
E9	ADVERTISING WALL WRAP	1	WALL	EXISTING SIGN TO BE DEMOED
1	DIGITAL SCREEN – DOME WRAP	1	WALL	PROPOSED SIGN TO REPLACE EXISTING SIGN
3	DIGITAL SCREEN – WALL WRAP	1	WALL	PROPOSED SIGN



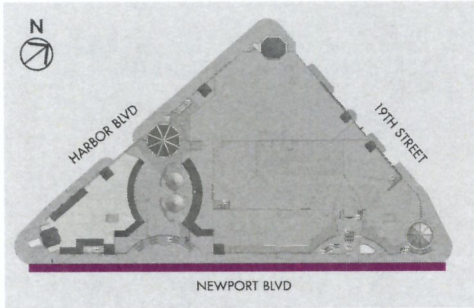
FUNCTION KEY     PROPOSED DIGITAL     EXISTING SIGNAGE



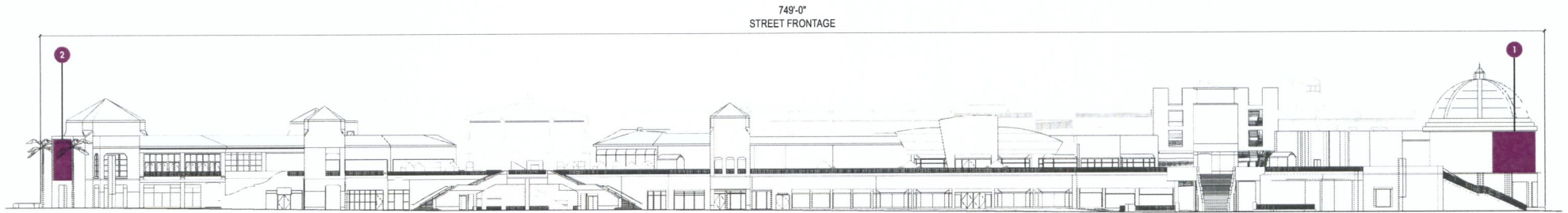
PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

DESCRIPTION  
PROPOSED VS. EXISTING SIGN LOCATION PLAN



KEY MAP



NEWPORT BLVD ELEVATION

SCALE: 1/32" = 1'

#### SIGNAGE KEY NOTES

- 1 DIGITAL SCREEN – DOME WRAP: (58'-6" X 20'-6") = 1200 SQ.FT.  
\*SHOWN ON NEWPORT BLVD ELEVATION AND 19TH STREET ELEVATION
- 2 DIGITAL SCREEN – WALL: (30'-0" X 20'-0") = 600 SQ.FT.  
\*SHOWN ON NEWPORT BLVD ELEVATION AND HARBOR BLVD ELEVATION

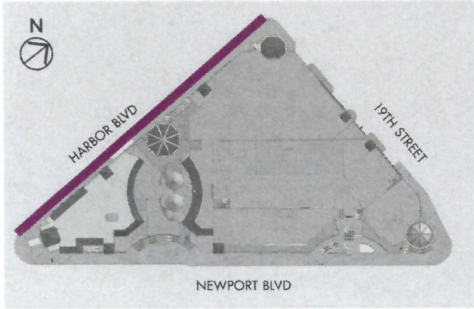


**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

#### DESCRIPTION

NEWPORT BLVD ELEVATION



KEY MAP



HARBOR BLVD ELEVATION  
SCALE: 1/32" = 1'

#### SIGNAGE KEY NOTES

- 2 DIGITAL SCREEN – WALL: (30'-0" X 20'-0") = 600 SQ.FT.  
\*SHOWN ON HARBOR BLVD ELEVATION AND NEWPORT BLVD ELEVATION
- 3 DIGITAL SCREEN – WALL WRAP: (44'-6" X 20'-0") = 890 SQ.FT.  
\*SHOWN ON HARBOR BLVD ELEVATION AND 19TH STREET ELEVATION

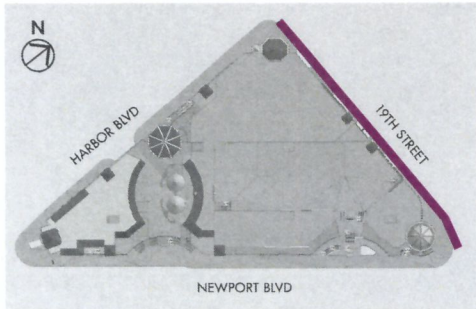


**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**  
HARBOR BLVD ELEVATION

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KEY MAP



19TH STREET ELEVATION  
SCALE: 1/32" = 1'

#### SIGNAGE KEY NOTES

- 1 DIGITAL SCREEN – DOME WRAP: (58'-6" X 20'-6") = 1200 SQ.FT.  
\*SHOWN ON 19TH STREET ELEVATION AND NEWPORT BLVD ELEVATION
- 3 DIGITAL SCREEN – WALL WRAP: (44'-6" X 20'-0") = 890 SQ.FT.  
\*SHOWN ON 19TH STREET ELEVATION AND HARBOR BLVD ELEVATION



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

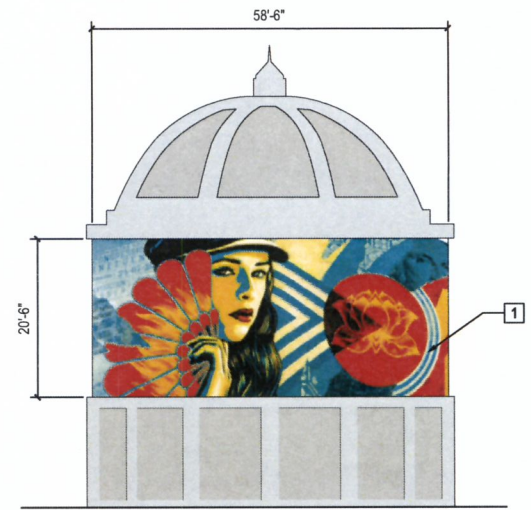
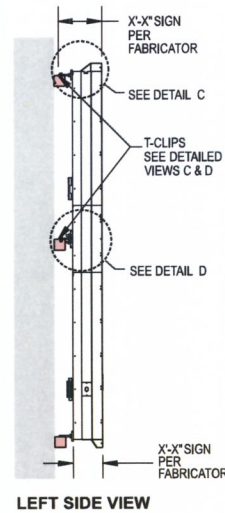
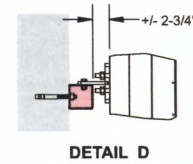
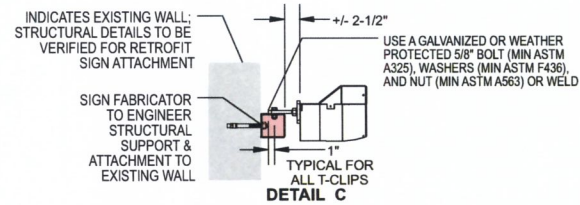
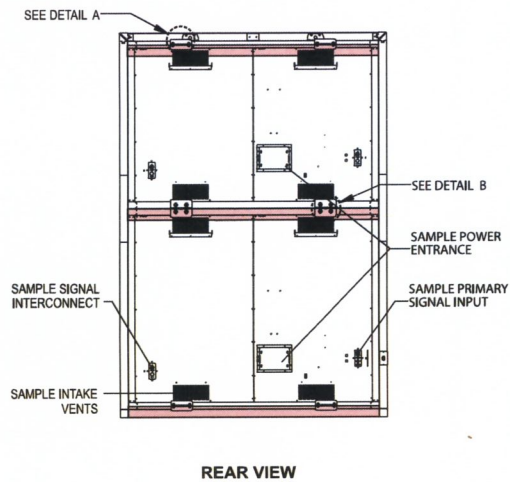
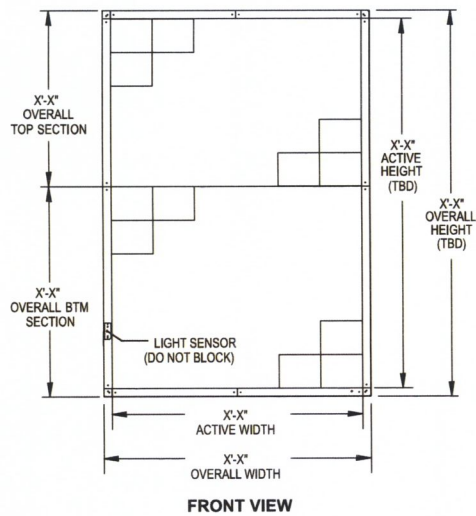
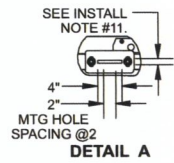
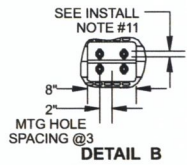
**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**  
19TH STREET ELEVATION

hb

## DESIGN DETAILS

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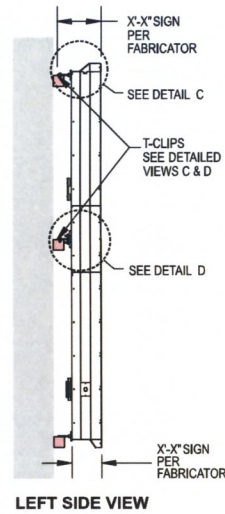
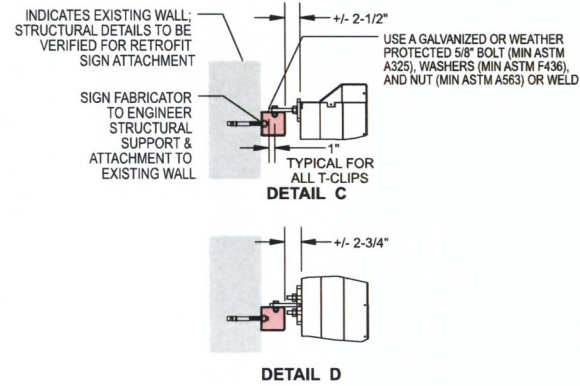
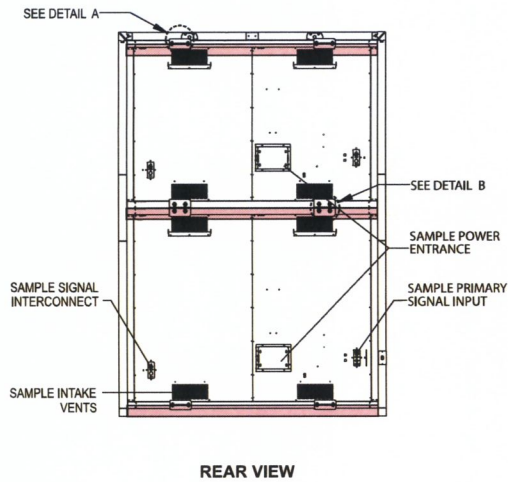
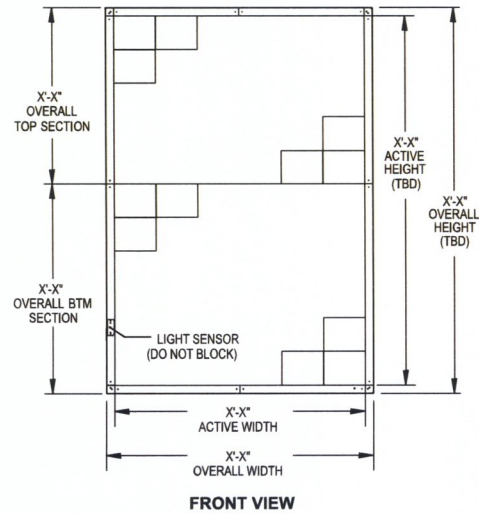
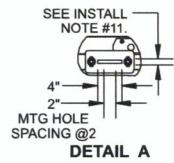
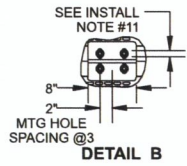


**1** **FRONT ELEVATION**  
scale: 1/16" = 1'-0"

## 1 DIGITAL SCREEN – DOME WRAP

### NOTES

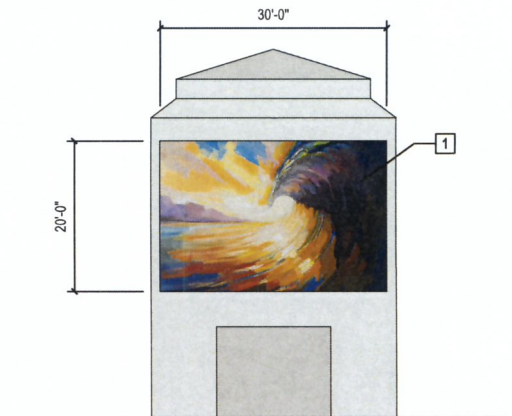
1. DIGITAL DISPLAY: Dimmable exterior grade digital display w/ programmable media capabilities (for advertising, and/ or event messages); attach to existing building with concealed fasteners and hardware as required. Screen to have seamless transition when displaying media to create a cohesive image transition.



## 2 DIGITAL SCREEN - WALL

### NOTES

1. DIGITAL DISPLAY: Dimmable exterior grade digital display w/ programmable media capabilities (for advertising, and/ or event messages); attach to existing building with concealed fasteners and hardware as required. Screen to have seamless transition when displaying media to create a cohesive image transition.



1  
scale: 1/16" = 1'-0"

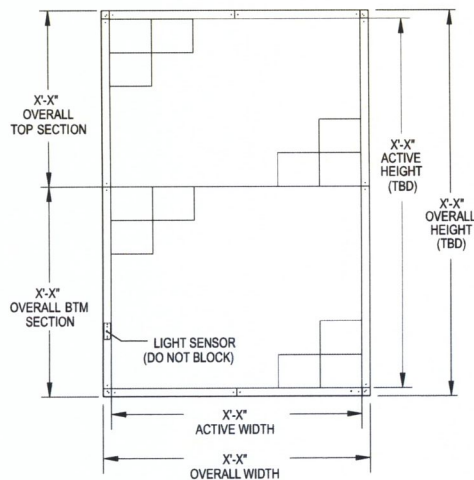
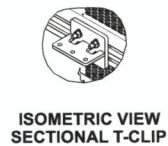
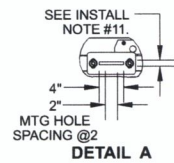
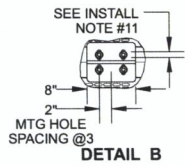


**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

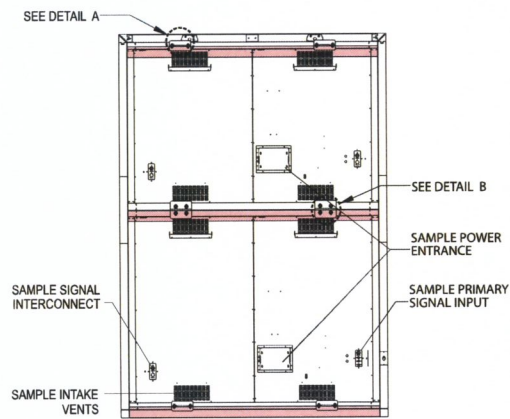
**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

### DESCRIPTION

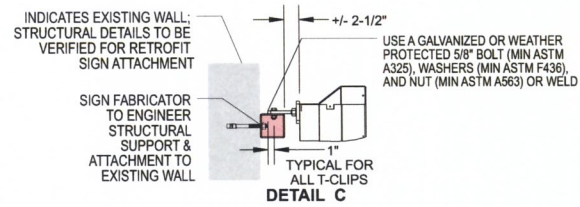
SIGN TYPE 2: DIGITAL SCREEN - WALL



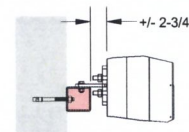
FRONT VIEW



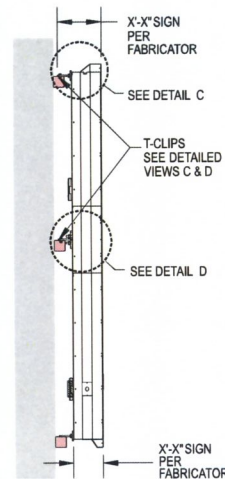
REAR VIEW



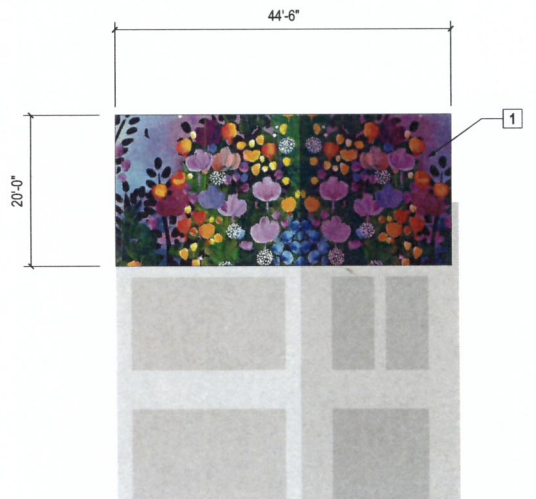
DETAIL C



DETAIL D



LEFT SIDE VIEW



1 FRONT ELEVATION  
scale: 1/16" = 1'-0"

### 3 DIGITAL SCREEN – WALL WRAP

#### NOTES

1. DIGITAL DISPLAY: Dimmable exterior grade digital display w/ programmable media capabilities (for advertising, and/ or event messages); attach to existing building with concealed fasteners and hardware as required. Screen to have seamless transition when displaying media to create a cohesive image transition.

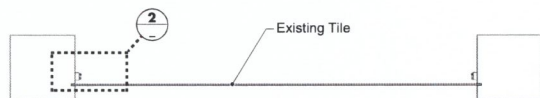


PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

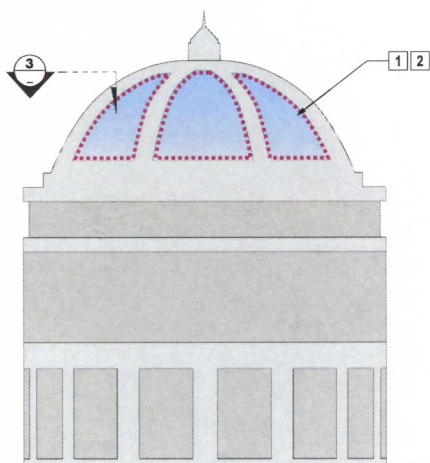
PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

#### DESCRIPTION

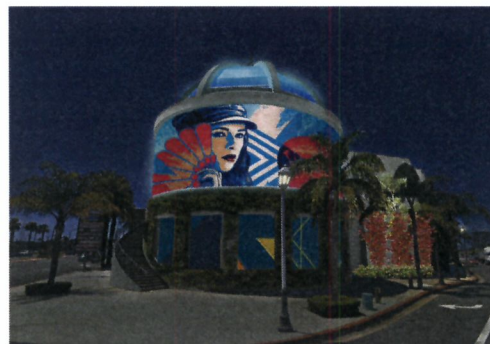
SIGN TYPE 3: DIGITAL SCREEN – WALL WRAP



**3 SECTION**  
scale: 1/4" = 1'-0"



**1 FRONT ELEVATION**  
scale: 1/16" = 1'-0"

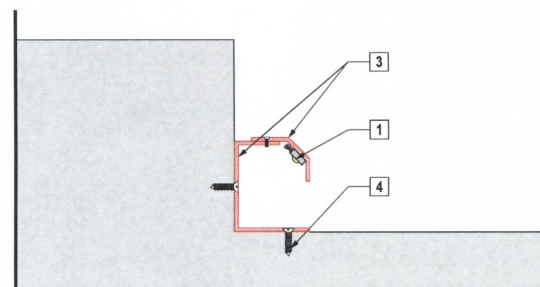


**4 PHOTO SIMULATION**  
scale: NTS

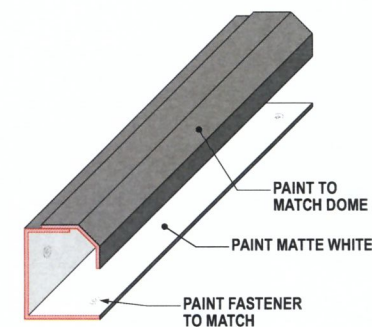
#### 4 ARCHITECTURAL LIGHTING - DOME

##### NOTES

1. LIGHTING: Provide exterior grade RGB LED lighting with color changing controller & photovoltaic sensor.
2. INSTALL: To be installed on every portion of the dome. Installed on the exterior facing side of dome tile.
3. MATERIALS & COLORS: Custom fabricated aluminum channel; exterior painted to match existing dome color; interior painted matte white.
4. ATTACHMENT: Fasten to existing dome face with stainless steel countersink fasteners; tops painted to matte white to match; spaced as required.



**2 DETAIL & ISO**  
scale: 3" = 1'-0"



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

##### DESCRIPTION

SIGN TYPE 4: DIGITAL LIGHTING - DOME

TECHNICAL SPECIFICATIONS

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## DIGITAL SIGN CONTROL & TRANSITIONS:

- Each LED digital sign billboard shall be individually dimmable as the brightness of the sign is dependent on the media that it is going to be presenting
- Digital signage shall be equipped with sensors that modify the brightness of the sign in response to ambient lighting conditions and shall be required to occur gradually, to prevent a sudden change in perceptible brightness levels by pedestrians and motorists
- Sign luminance shall transition smoothly between the hours of operation limits over a time period of no less than 20 minutes but recommended to 45 minutes. All transitions shall be completed so that the maximum allowable luminance is achieved by the stated time, with 3840 Hz refresh rate
- When ambient sunlight illuminance during daytime is less than 100 foot candles for more than one (1) hour, the digital billboard should transition at a smooth rate of change from the daytime luminance level permitted above to the evening luminance level permitted at a suggested rate of no less than 20 minutes but recommended to 45 minutes
- Each image displayed on a digital billboard shall not be refreshed more often than once every 8 seconds
- Digital displays shall not include large areas of reflective elements and have a contrast ratio of less than 30:1 to eliminate glare
- Recommended practice to have a system in place to have the signage dimmed down in the event of fog by having a Ceilograph machine which is a mechanism that tracks cloud bases, and measures fog and can be tied into the dimming system of the signage elements to dim the light levels proportionally per the level of the fog

## SIGN CONTROL LUMINANCE OPERATIONAL SCHEDULE:

The proposed displays shall transition smoothly at a consistent rate of speed from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to nighttime brightness 45 minutes after sunset. They shall also transition smoothly at a consistent rate of speed from the permitted nighttime brightness to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding the transition to daytime brightness 45 minutes after sunrise.

- DAYTIME: From sunrise until 45 minutes prior to sunset, luminance shall not exceed 7,000 cd/m<sup>2</sup> brightness.

\*NOTE: California Environmental Quality Act (CEQA) of the City of Los Angeles Municipal Code (LAMC) states the recommended maximum brightness of the LED sign during the day is 7,500 cd/m<sup>2</sup>

- EVENING: From sunset until 45 minutes prior to sunrise, luminance shall not exceed 300 cd/m<sup>2</sup> brightness.

\*NOTE: CEQA states the recommended maximum brightness of the LED sign during the night is 1,500 cd/m<sup>2</sup>

- AFTER HOURS: From 2:00 am until sunrise, no content shall be permitted.

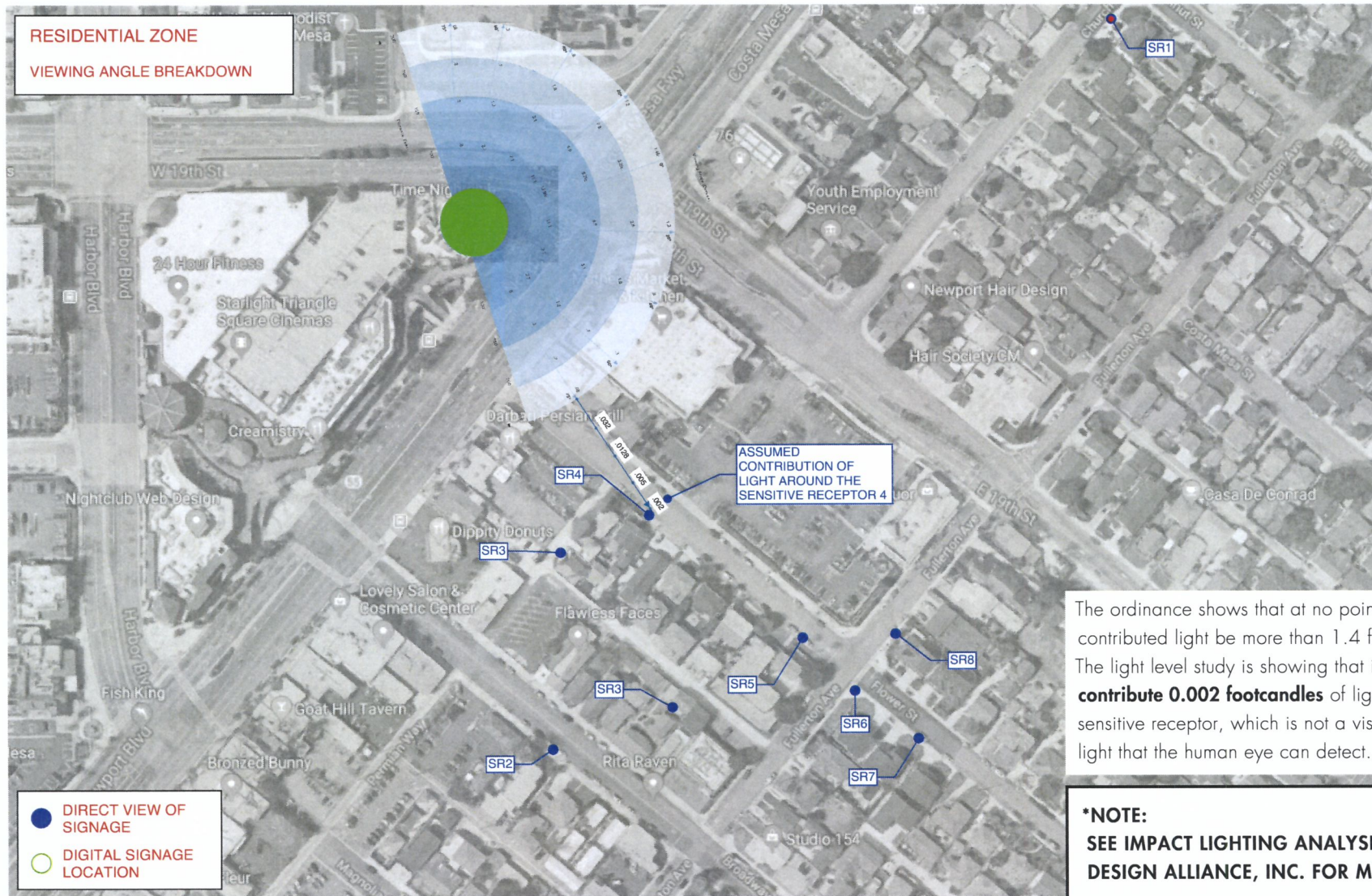
- Illuminance from signs or architectural lights shall not exceed 1.4 footcandles at any adjacent residential zoned property line.

\*NOTE: CEQA requirement for maximum contributed light is no more than 2.0 footcandles on any adjacent property

### \*NOTE:

**SEE IMPACT LIGHTING ANALYSIS BY LIGHTING DESIGN ALLIANCE, INC. FOR MORE DETAIL**





The ordinance shows that at no point will the contributed light be more than 1.4 footcandles. The light level study is showing that it would **at most contribute 0.002 footcandles** of light at the closest sensitive receptor, which is not a visible difference of light that the human eye can detect.

LIGHTING DESIGN ALLIANCE



PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

DESCRIPTION

RESIDENTIAL ZONES – VIEWING ANGLE

## ELECTRONIC SIGNAGE

### 1. DESIGNER'S RESPONSIBILITIES

#### a. REVIEW & APPROVAL

- i. Attention is directed to the fact that Designer review is only to check for general conformance with the design concept of the project and general compliance with Design Documents. No responsibility is assumed by Designer for correctness of dimensions, details, quantities, procedures shown on shop drawings, or submittals.
- ii. It shall be the responsibility of the Designer to review all fabricator submittals with reasonable promptness on basis of design concept of project and information contained in Design Documents.
- iii. Omission in shop drawings of materials indicated in Design Documents mentioned in specifications, or required for proper execution and completion of work, does not relieve the Fabricator from responsibility for providing such materials. Fabricator is responsible for accuracy, dimensions, quantities, strength of connection, coordination with various trades, and conformance to project requirements.
- iv. Approval of a separate or specified item does not necessarily constitute approval of an assembly in which item functions.
- v. It shall be the responsibility of the Designer to review and to affix stamp and initials or signature acknowledging review of submittal as follows: Approved, Approved as Noted, Revise & Resubmit, Rejected

### 2. FABRICATOR'S RESPONSIBILITIES

#### a. GENERAL

- i. It shall be the responsibility of the Fabricator that all finished work be of the highest quality to pass eye-level examination and scrutiny by the Client and Designer.
- ii. It shall be the responsibility of the Fabricator to fabricate and install all digital sign types, messages and graphics as indicated in the Design Documents.
- iii. It shall be the responsibility of the Fabricator to assist and collaborate with all Client teams, agencies, sub-contractors (as needed) and Designer to complete project scope.
- iv. It shall be the responsibility of the Fabricator to provide and maintain project fabrication and installation schedules and to provide updates to these schedules as needed to Client and Designer.
- v. It shall be the responsibility of the Fabricator to provide timely notice to Client and Designer for submittals of information, drawings and other details needed to meet fabrication and installation schedule.

#### b. STRUCTURAL DESIGN

- i. Details on Drawings indicate a design approach for sign fabrication but do not necessarily include all fabricating details required for the complete structural integrity of the signs, including consideration for static, dynamic, and erection loads during handling, erecting, and service at the installed locations, nor do they necessarily consider the preferred shop practices of the individual sign fabricators. Therefore, it shall be the responsibility of the Fabricator to perform the complete structural design of the signs and to incorporate all the reasonable safety factors necessary to protect the Client, its representatives, and Designer against public liability.
- ii. Designs which survive rational engineering analysis will be acceptable, provided that shop drawings, including structural design, are approved by the Client and Designer.

#### c. CODE COMPLIANCE

- i. It shall be the responsibility of the Fabricator to ensure that all signs meet all applicable local, state, and national codes, as well as testing laboratory listings where required.

#### d. PROTOTYPES

- i. Submit prototypes as may be required by Client and Designer, or as noted on the drawings or herein.

#### e. SHOP DRAWINGS

- i. Allow 5 business days for the Client and Designer to review and process shop drawings.
- ii. Provide shop drawings for all items in the Design Documents.
- iii. Provide (2) complete sets of shop drawings to Designer for review. Allow 5 business days for proper review of Shop Drawings by Designer.
- iv. Provide (1) complete set of shop drawings to Client for review.
- v. Provide internal structure, dimensions, and specifications for all items in the Design Documents.
- vi. Provide all structural, stamped engineering drawings by licensed engineer in state where project will be installed.
- vii. Provide fabrication and installation drawings for each sign type. Indicate dimensions, materials, finishes, fastening, anchorage, joining, sealing, backing, utility requirements, rough-in, and adjacent related site conditions.
- viii. Indicate revisions date as required and resubmit as specified for initial submittal.
- ix. Indicate on drawings all changes that are different than those requested by the Designer.
- x. Submit new data and samples in accord with same criteria as required for first submittals.

#### f. PRODUCT DATA

- i. Submit product data for digital screens, sign systems, fixtures, material descriptions, components, standard profiles, and finishes.
- ii. Include sample of warranty.

#### g. INSPECTION

- i. Client and Designer reserve the right to inspect work in the fabrication shop before it is shipped to the job site for installation.
- ii. Fabricator shall inspect installation locations for conditions which will adversely affect execution, permanence and quality of work, and shall not proceed with installation until unsatisfactory conditions have been corrected.
- iii. First article of production-run items, both large and small, will be reviewed by the Client and Designer before production run is commenced.

#### h. INSTALLATION

- i. Fabricator is responsible for installation of all fabricated signs, including all fasteners and fastenings and related electrical connections; all foundations for all signs in Design Documents
- ii. Fabricator is responsible for coordination with Client and Designer during all phases of development, fabrication, and installation.



- iii. Fabricator is responsible for coordination with other trades, i.e., electrical contractors, etc.
- iv. Fabricator is responsible for verifying the exact location with the Designer and Client for all signs which are not precisely dimensioned on the Drawings.
- v. Securely anchor work in proper location using described bracket and mounting system in design documents.

#### i. FABRICATION

- i. Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- ii. Finish welds on exposed surfaces to be imperceptible in the finished work.
- iii. Except as indicated or directed otherwise, finish all surfaces smooth.
- iv. Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformities.
- v. Surfaces which are intended to be curved shall be smoothly free-flowing to required shapes.
- vi. Except where approved otherwise by Designer, or specified in the Design Documents, conceal or counter-sink all fasteners.
- vii. Make access panels tight-fitting, waterproof, lightproof, and flush with adjacent surfaces.
- viii. Conceal all identification labels and U.L. labels to conform to U.L. Codes.
- ix. Exercise care to assure that painted, polished, and plated surfaces are unblemished in the finished work.
- x. Isolate dissimilar materials. Exercise particular care to isolate nonferrous metals from ferrous metals.
- xi. All illumination shall be even and without hotspots.
- xii. Ease all exposed metal edges.

#### j. PUNCH LIST

- i. When Fabricator considers the work has reached final completion (that is, when less than one percent of the Contract remains to be completed), submit written notice, together with a written list of items to be completed or corrected.
- ii. The Client and Designer will inspect the status of completion and prepare a "Punch List" setting forth in detail any items on the Fabricator's list and additional items found unacceptable. When the Punch List is complete, the Client will arrange a meeting with the Fabricator to identify and explain all items and respond to questions regarding the work which must be done before final acceptance.
- iii. Fabricator shall correct Punch List items within a time frame established when the punch list is made. The time frame for completion of the Punch List items shall not exceed the completion date of the Contract. The Contract shall not be considered complete until Punch List items are completed.

### 3. PRODUCTS

#### a. DIGITAL SCREENS

- i. Factory Acceptance Test

1. All materials and equipment shall be inspected and tested to ensure conformance with the project requirements before it is released for use. Verification that all items conform to specified requirements shall be documented. In determining the amount and nature of inspections, consideration should be given to the control exercised at the manufacturing source and the documented evidence of quality conformance provided from the suppliers.

2. Prior to shipment the following items shall be tested with conformance documented:

- a. Electronic conformance testing
- b. LED calibration
- c. Burn in testing
- d. Operational module testing
- e. Systemic operational conformance

#### ii. Warranty

1. Manufacturer shall Warrant labor and materials to be free of defects and deficiencies, and to conform to the Drawings and Specifications as to kind, quality, function, and characteristics, subject to customary exclusions. Manufacturer agrees to repair or replace components of the Digital Screens systems that fail in materials or workmanship within specified warranty period without cost to Owner.

- a. Defects: Defects are defined to include, but not limited to the following:
- b. Abnormal deterioration, aging or weathering of the Work.
- c. Failure of operating parts to function normally.
- d. Deterioration or discoloration of finishes in excess of normal weathering and aging.
- e. Polycarbonate breakage due to defective design, manufacture, installation, or exposure to pressures and forces within specified limits.
- f. Early uncustomary dimming/failure of LED bulbs.
- g. Failure of system to operate.
- h. Failure of the Works to meet any other specified performance requirements.
- i. Failure of paint system.

2. Warranty Period (parts): Two years from the date of Initial Acceptance of Delivery.

#### iii. General Performance Criteria LED Display

- 1. 7000 nits brightness
- 2. 3840 Hz refresh rate
- 3. 100,000 hrs lifespan at L70

#### b. METAL

- i. Sheet Aluminum: Alloy 5000 Series for anodized finish; Alloy 3000 Series for painted finish.
- ii. Extruded Aluminum: ASTM B221M, alloy 6063-T5/T52.



- iii. Stainless Steel Pipe: ASTM A312/A312M, Grade TP304
- iv. Stainless Steel Pipe Sheets: ASTM A240, UNS Number S30200 or S30400.
- v. Steel Tubing: ASTM A500 or A501
- vi. Steel Plates, Shapes and Bars: ASTM A36/A36M.
- vii. Structural Steel Sheet: Hot-rolled, ASTM A570/A570M, [Cold-rolled ASTM A611,] Class 1; of grade required for design loading.
- viii. Cold-Rolled Steel Sheet, Commercial Quality: ASTM A366/A366M.
- ix. Metal thickness indicated establishes minimum conditions.
- x. When metal thickness is not indicated, provide thickness most appropriate for Project condition to prevent oil canning and warping, but not less than following:

- 1. Sheet steel [Galvanized]: 1 mm [(20 gage)] nominal thickness.
- 2. Aluminum: 3.125 [2.25] mm [(0.125 [0.090] inch)] thickness minimum.
- 3. Stainless Steel: 1 mm [(20 gage)] nominal thickness.
- 4. Muntz Metal: Nominal 2.5 mm [(7.2 ounce)] thick.

#### c. PLASTIC

- i. Photopolymer: Exterior grade consisting of 1/32-inch-thick exterior grade photopolymer layer of PVA/urethane base over integral layer of 1/8 inch thick phenolic base plate.
- ii. Minimum 90 to 95 Shore 'D' Hardness.
- iii. Braille: Maximum surface diameter of 0.30 inch rounded.

#### d. ILLUMINATION

- i. Code: Conform to National Electrical Code for electrical and communication components, materials, assemblies, and systems.
- ii. Lamps:
  - 1. Type: Provide wattages and lamp type required by use conditions to provide uniform illumination with no hot spots or dim surfaces.
  - 2. Neon: 5 mm [(3/16 inch)] to 25 mm [(1 inch)] glass tubing as determined by design.
  - 3. Color: As selected by RTKL [ID8].
  - 4. Transformers: Provide 60 MA transformers for neon units.
- iii. Ballasts: High power factor type as required by work conditions.
- iv. Disconnects:
  - 1. Type: Enclosed, heavy duty, fused or unfused.
- v. Locations: Provide NEMA 1 for dry locations and proper enclosure for others.
- vi. Conductors: THHN, No. 12.
- vii. Accessories: Provide supports, hangers, and other accessories as required.

#### e. FABRICATION ALUMINUM CABINETS

- i. Aluminum sign cabinets: shall be fabricated from cold rolled pattern leveled sheet aluminum, conforming to ASTM B209, Alloy No. 5005H32. Each panel shall be shop formed in dies from a single sheet of material. Corners shall be coped, continuous Heli arcwelded, and ground smooth on exposed faces.

#### f. PAINTS, COATINGS, AND FINISHES

- i. Paint Color References: Color references are for color designation only. Refer to Schedule at end of Section for applicable coating systems. Colors which may be indicated on Drawings include:

- 1. PMS: Pantone Matching System.
- 2. MAP (Matthews Acrylic Polyurethane): Matthews Paint Company.
- 3. HC: Benjamin Moore Historic colors.
- 4. BM: Benjamin Moore.
- 5. Lacryl: Spraylat Corporation.

- g. PAINT FORMULATION: Formulate paint materials with antimildew agents and carefully balance ultraviolet inhibitors for exterior materials.

#### h. APPLICATION:

- i. Properly prepare subsurfaces and apply materials in sanitary environment.
- ii. Apply materials by method (brush, roller, spray) best suited to obtain required finish matching approved samples.
- iii. Ensure finish surfaces are free of brush marks, streaks, laps, runs, or pileup of paints, with uniform coverage.
- iv. Unless indicated otherwise, provide a satin finish.

### 4. MAINTENANCE

#### a. SERVICES

- i. On-site repair of any operational problems
- ii. On-site replacement of defective LED display system hardware during the applicable hardware warranty period
- iii. Periodic preventative maintenance service checks during which display mapping is realigned for optimum visual performance, all software is updated, and overall system health is calibrated and assessed for any potential operational problems.

#### b. SPARE PARTS

- i. 5% of installed quantities typical

#### c. RESPONSE & REPAIR TIMES

- i. Standard Repair Time: 72 hours from service request during regular business hours 9am – 5pm
- ii. Mission Critical / Emergency Repair Time: 4 hours (or similar, as negotiated between Client and Service Provider)



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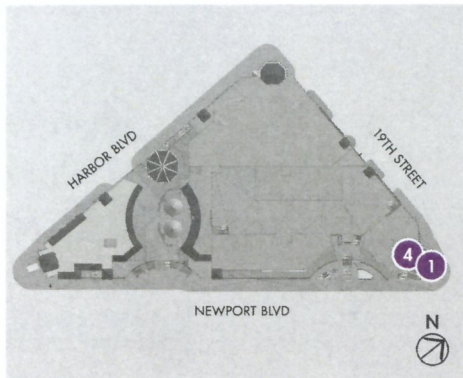
## PHOTO SIMULATIONS

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DIMENSIONS:  
58'-6" X 20'-6" = **1200 SQ FT**



EXISTING LOCATION



KEY MAP



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

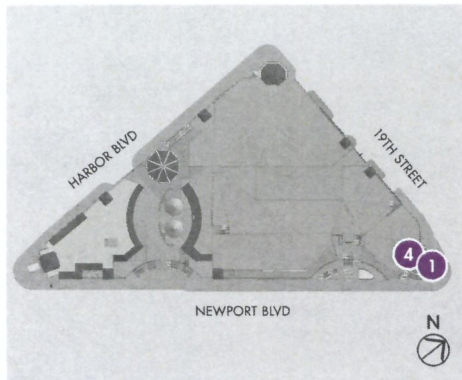
SIGN TYPE 1 & 4: DOME – PUBLIC ART

DIMENSIONS:

58'-6" X 20'-6" = **1200 SQ FT**



EXISTING LOCATION



KEY MAP



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

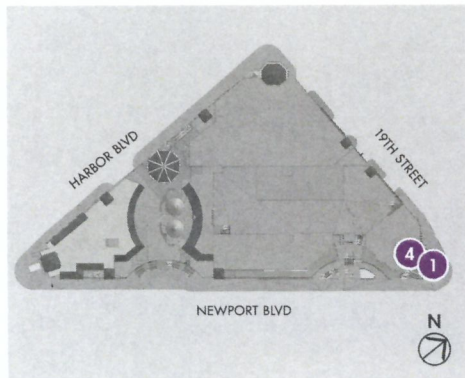
SIGN TYPE 1 & 4: DOME – OFF-SITE ADVERTISEMENT

108

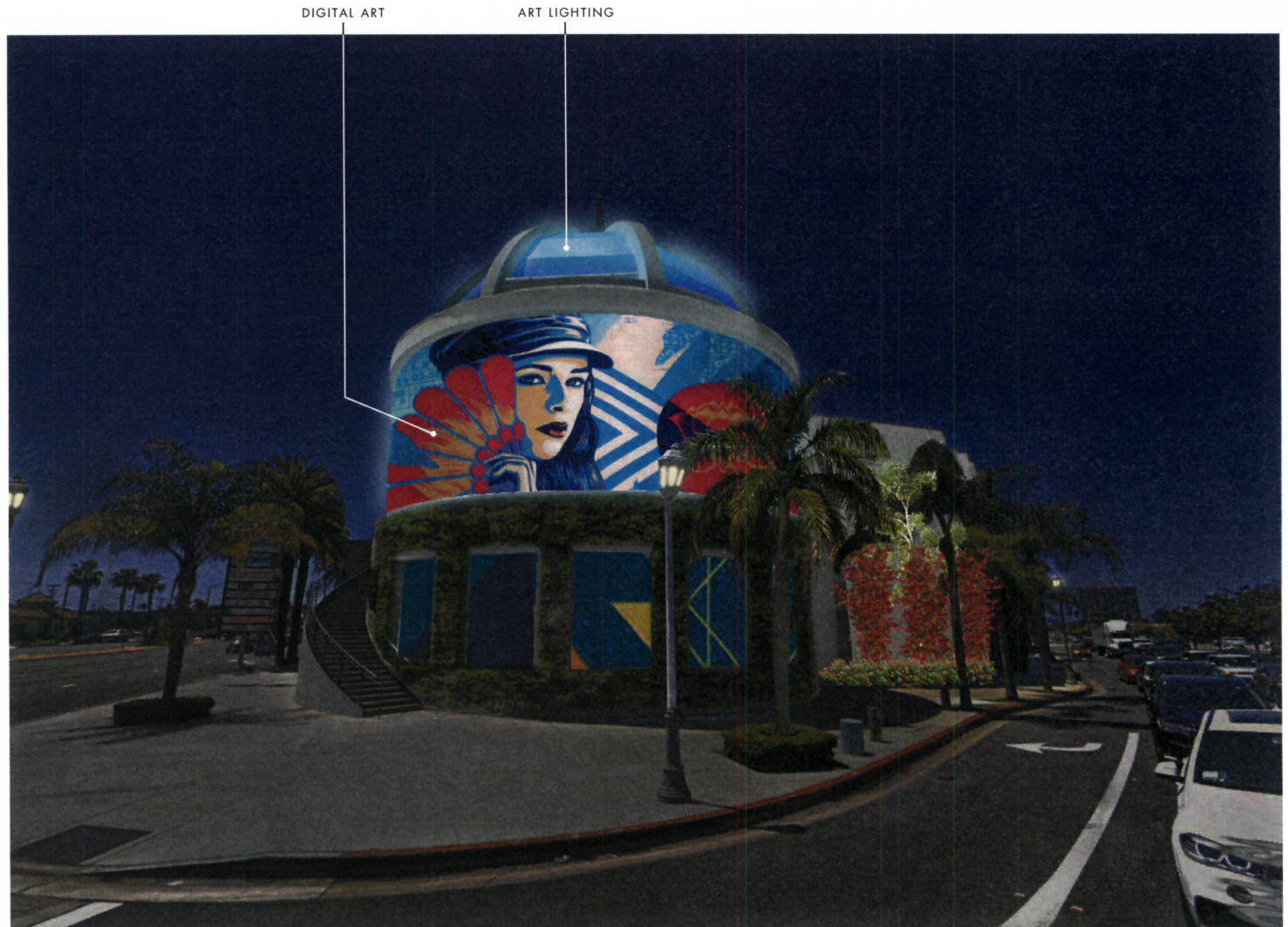
DIMENSIONS:  
58'-6" X 20'-6" = **1200 SQ FT**



EXISTING LOCATION



KEY MAP



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

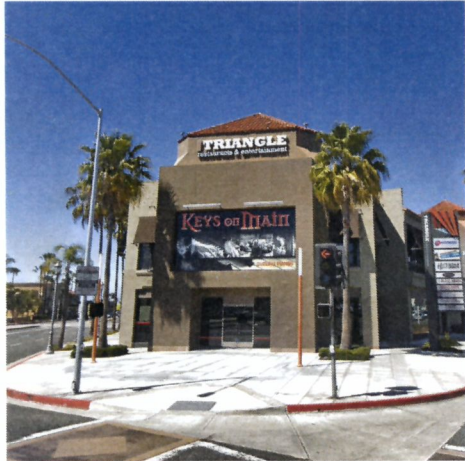
**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

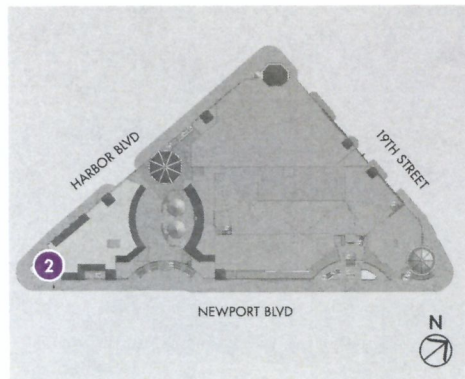
SIGN TYPE 1 & 4: DOME - NIGHT SIMULATION

DIMENSIONS:

30'-0" X 20'-0" = **600 SQ FT**



EXISTING LOCATION



KEY MAP



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

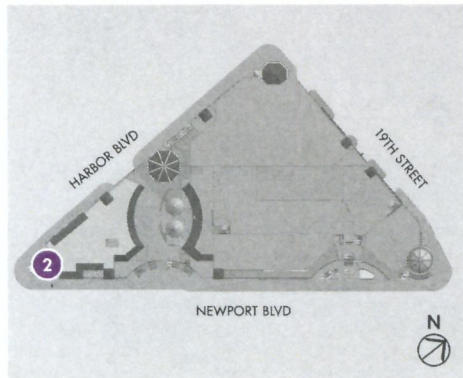
**DESCRIPTION**  
SIGN TYPE 2: WALL – PUBLIC ART

DIMENSIONS:

30'-0" X 20'-0" = **600 SQ FT**



EXISTING LOCATION



KEY MAP



RENDERING



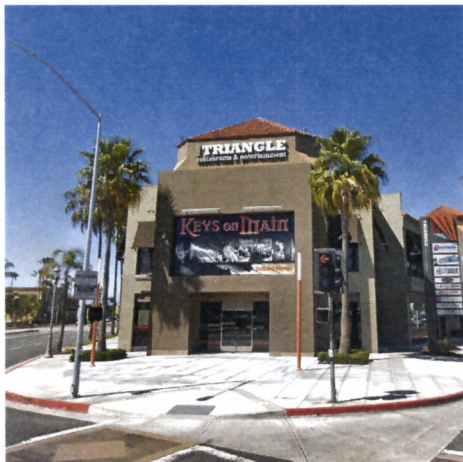
**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

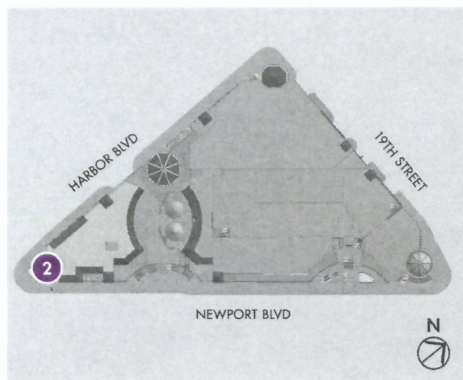
**DESCRIPTION**

SIGN TYPE 2: WALL – OFF-SITE ADVERTISEMENT

DIMENSIONS:  
30'-0" X 20'-0" = **600 SQ FT**



EXISTING LOCATION



KEY MAP



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

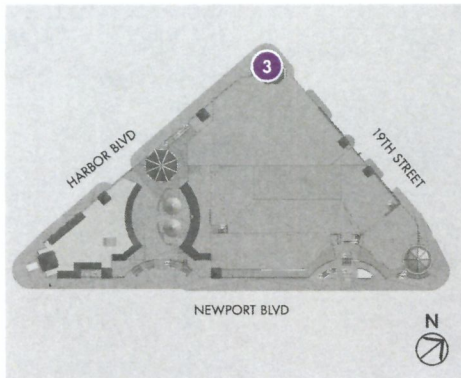
SIGN TYPE 2: WALL – NIGHT SIMULATION

DIMENSIONS:

44'-6" X 20'-0" = **890 SQ FT**



EXISTING LOCATION



KEY MAP – EXISTING SIGNS



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNAGE PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

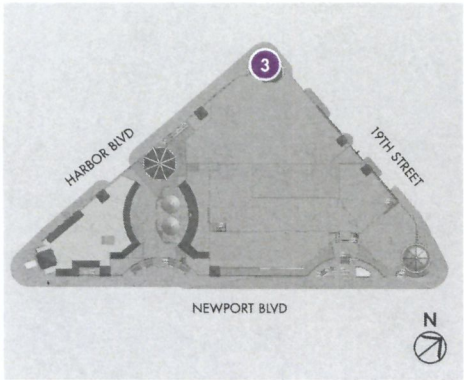
**DESCRIPTION**

SIGN TYPE 3: WALL WRAP – PUBLIC ART

DIMENSIONS:  
44'-6" X 20'-0" = **890 SQ FT**



EXISTING LOCATION



KEY MAP – EXISTING SIGNS



RENDERING



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

SIGN TYPE 3: WALL WRAP – OFF-SITE ADVERTISEMENT

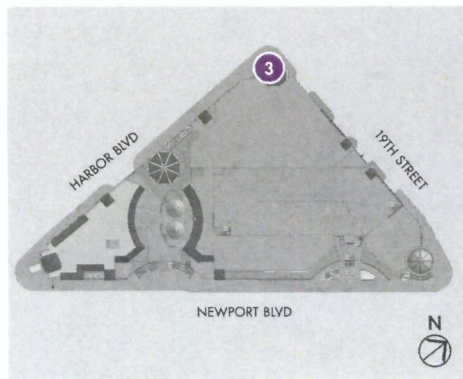
h11

DIMENSIONS:

44'-6" X 20'-0" = **890 SQ FT**



EXISTING LOCATION



KEY MAP – EXISTING SIGNS



RENDERING

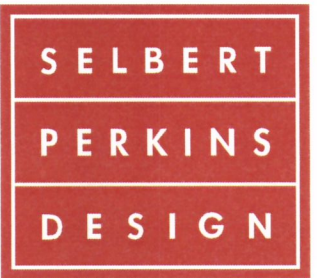


**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

**DESCRIPTION**

SIGN TYPE 3: WALL WRAP – NIGHT SIMULATION



APPENDIX

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DESCRIPTION

Attract attention with unique events, and provide Tenant support to increase sales. Create an unforgettable signature series to drive traffic to Tenants, increase per person purchase, and frequency of visits. Events will show off the new brand and property improvements, and include Tenant incentives for participation and promotion. Attendees will have calls of action to check in, post pictures, expanding our visibility on their personal pages. Promotion partnerships with the City of CM, I Heart CM, Chamber of Commerce, and Travel CM will widen our reach, and target locals, travelers and tourists.

2019 CALENDAR DASHBOARD

DATE	EVENT
Jul 3, 2019, 5 - 11pm	Community Outreach: Independence Day Celebration
Jul 24, 11am - 2pm	Tenant Support: Design and Strategy Reveal
Aug 19 - 23, 10am - 2pm	Community Outreach: Triangle and Travel Costa Mesa mural
Sept 4, 5pm - 6pm	Concierge Tour: Travel Costa Mesa at Black Knight
Sept 6, 5pm - 9pm & Sept 7, 10am - 3pm	Community Outreach: ARTventure at Segerstrom
Sept 18, 11am - 2pm	Tenant Support: Design and Strategy Follow Up
Sept 28, 11am - 3pm	Community Outreach: Costa Makers Block Party
Oct 2, 10am - 11am	Community Outreach: Mural Dedication
Oct 26, 2pm - 6pm	Community Outreach: Cheers to 20 Years



#### EVENT RECAP

### Community Outreach: Independence Day Celebration

Wednesday, July 3, 2019, 5 - 9pm

Costa Mesa Fairgrounds

Tenant participation: Cafe Seville print promotions

#### GOAL

Outreach & Community Engagement

#### OVERVIEW

The Triangle Square street team asked residents for a "play" business and "stop" business suggestions. This exercise allowed the person to grasp the play and stop concept. The attendees were enthusiastic, understood the new logo mark, and understood the concept of the play and stop.

#### TEAM: (4 INDIVIDUALS)

- Greeted and worked with the city and community leaders
- Worked behind the table, educating visitors of the revitalization, vision and brand mark
- Worked the crowd guerrilla style, gathering emails, and dispersing our new logo pins

#### STATS

- Spoke with over 300 people
- Distribution of 125 pins
- Acquiring over 60 emails for future notifications.

#### OTHER

Opening of the Sevilla restaurant and the up and coming Costa Mesa Block Party generated excitement.

#### ATTENDEES

Team attended: A.T. Connections, Jovenville street team

#### EVENT DETAILS

### Tenant Support: Design and Strategy Reveal

Wednesday, July 24, 2019, 11am - 2pm

Venue: Triangle Square; Keys on Main

Tenant participation: Yard House lunch, Miss Mini Donuts dessert, Keys on Main beverages

#### GOAL

Outreach & Tenant Support

#### OVERVIEW

Meet and greet of Tenants and revitalization Team, unveiling the new Triangle Square strategy and design.

The Triangle Square name and brand will be announced. Design renderings, paint palettes, flooring, potential sign placements and mural renderings will be displayed.

A tenant support system, resources and event calendar will be shared, inviting tenants to participate and promote.

Become acquainted with fellow tenants and Triangle Square Revitalizing Team that are working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

#### TEAM: (4 INDIVIDUALS)

- Greeted and worked with Tenants and Team
- Worked behind the table, educating visitors of the revitalization, vision and brand mark
- Worked the crowd guerrilla style, gathering emails, and dispersing our new logo pins

#### STATS

- Spoke with 20 Tenants and Team
- Distribution of 20 pins
- Confirmed 10 emails for future notifications.

#### OTHER

Gave Tenants Triangle Square pins, 1 <3 Costa Mesa sunglasses, and branded USB's with Events Calendar, Tenant Support, Social Media reports. Hosted lunch with Yard House at Keys on Main.

#### ATTENDEES

Team attended: Asset Manager, A.T. Connections, Perkins Eastman, Selbert Perkins, Jovenville, Newmark

Tenants attended: Yard House, Keys on Main, Cafe Seville, Black Knight Lounge, Halloween Boutique



PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

#### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

#### EVENT DETAILS

### Community Outreach: Travel CM and Triangle art activation

Monday - Friday, August 19th - 23rd, 10am - 2pm  
Venue: Triangle Square  
Benefactor and Artist: Travel Costa Mesa, Aaron Glasson

#### GOAL:

Outreach & Tenant Support

#### OVERVIEW:

Meet and greet Tenants and curious Costa Mesa to talk through the Aaron Glasson mural design.

The Triangle Square name and brand will be shared. Event promotions will be displayed, Cafe Sevilla promotions distributed, email sign up sheet displayed.

Become acquainted with new tenants, and follow Triangle Square's efforts to revitalize downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

#### TEAM: (1 INDIVIDUAL)

- Greet and work with Artist, assisting to answer questions, so he's undisturbed
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing available merch

#### STATS:

- Spoke with over 50 people
- Acquire over 30 emails for future notifications

#### ATTENDEES

Team attended: A.T. Connections: Sam Swanson, Travel Costa Mesa: Videographer, Artist: Aaron Glasson

### Community Outreach: Tenant Support & neighbor meet & greet

Wednesday, September 4th, 5PM - 7PM  
Venue: Black Knight, Yard House  
Status: Private Event

#### GOAL:

Community outreach and event promotions

#### OVERVIEW:

- Meet and greet of CM hotel concierge, to unveil the new Triangle Square brand to local hotels
- The new Triangle Square name and brand will be shared, with Event and community outreach calendar, inviting concierge to opt in to email newsletter to get monthly updates.
- Become acquainted with Tenants and Triangle Square Team for easy reservations and requests.
- Visit entertainment destinations, and hear ways to drive travelers, tourists, and locals.

#### ATTENDEES:

(10) expected

#### TEAM: (4 INDIVIDUALS)

- Greet and work with Travel Costa Mesa and local hotel concierge
- Tour Triangle Square educating concierge of the revitalization, vision and brand mark
- Black Knight appetizer tasting, with tour and talk of Triangle Tenants
- Check in and picture at Travel Costa Mesa commissioned mural, by Artist Aaron Glasson
- (1) Shuttle stop with welcome table at Valet drop off
- (10) TS gift bags, with I Heart CM sunglasses and stickers for the hotel front desk Teams
- (10) TS USB's uploaded with events to share with locals, travelers, and tourists

#### GOALS:

- Work with Travel Costa Mesa to confirm event, and tour front desk hotel Concierge
- Talk and tour 10 hotel Concierge, to guide travelers and tourist to Triangle Square
- Acquire 10 contacts for community engagement notifications.

#### ATTENDEES:

Team attended: A.T. Connections

Tenants attended: Black Knight Lounge



PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

#### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

## Community Outreach: Tenant Support & neighbor meet & greet

Friday, September 6th, 5PM - 9PM  
Saturday, September 7th, 10AM - 3PM  
Venue: Segerstrom Center for the Arts  
Status: Public event, [Eventbrite created](#):

### GOAL

Community outreach and event promotions

### OVERVIEW

Meet and greet of street team to unveil the new Triangle Square brand.

The Triangle Square name and brand will be shared. Event and community outreach calendar will be shown, inviting attendees to enjoy the new commercial community.

Become acquainted with fellow tenants and neighbors Triangle Square Revitalizing Team that are working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to cater to the community.

### TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders, Cultural Arts Committee, City Council
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

### GOALS

- Speak with over 100 people
- Distribute 40 pins
- Acquire over 20 emails for community engagement notifications.

### ATTENDEES

(800) attended

Team attended: A.T. Connections, Jovenville street Team, Artist Aaron Glasson

## Community Outreach: Tenant & neighbor meet & greet

Wednesday, September 18th, 2019, 11am - 2pm  
Venue: Triangle Square; Yard House  
Status: Private Event

### GOAL

Outreach & Tenant Support

### OVERVIEW

Meet and greet of Tenants and Revitalization Team, to give an update on Triangle Square efforts and revitalization plans.

The Triangle Square Tenant data dashboard will be shown, with marketing reports. Design renderings shared, with paint palettes, along with City submitted signage strategy.

A tenant support system, community outreach and event calendar will be shared, inviting tenants and neighbors to participate and promote at events: Costa Makers Block Party, Mural Dedication, Cheers to 20 Years, I Heart Holidays

Become acquainted with fellow Tenants, connect Triangle Square Revitalizing Team working on a downtown Costa Mesa.

Ask us questions, look at designs, and hear strategies to drive traffic and sales.

### ATTENDEES

(20) attended

Tenant attended: Yard House, La Vida Cantina, Starlight Cinemas, H2O Sushi and Izakaya, Halloween Boutique

Team attended: A.T. Connections, Perkins Eastman, Selbert Perkins, Jovenville, Facilities Manager

## Community Outreach: Costa Makers Block Party

Saturday, September 28, 2019, 11am - 3pm  
Venue: Triangle Square; United Methodist Church  
Status: Public, [Eventbrite created](#)

### GOAL

Outreach & Tenant Support

### OVERVIEW

Pop-up art show and modern craft fair featuring a curated collection of artists and makers in our area.

Meet and greet community with welcome station. With an event map will take you from an artist and makers market, to live mural paintings and hands-on art areas, beverage and dessert stations.

The Triangle Square name and brand will be strategically placed, with mural features on display. An event calendar will be featured, inviting community to participate and promote.

Community can become acquainted with tenants and Triangle Square Revitalizing Team that are working on creating a community driven downtown Costa Mesa.

100% of food sales and 10% of art and maker sales will benefit the art program at Rea Elementary School located in west Costa Mesa. More Info: [www.costamakersoc.com](http://www.costamakersoc.com)

### TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

### GOALS

- Speak with over 500 people
- Distribute 200 pins
- Acquire over 300 emails for future notifications.

### ATTENDEES

(700- 800) attending

Tenants participating: Yard House, Keys on Main, Cafe Seville, Black Knight

Team attending: A.T. Connections, Jovenville, Asset Manager

## Community Outreach: Costa Mesa Mural Dedication

Wednesday, October 2nd, 2019, 10am - 11am  
Venue: Keys on Main  
Status: Private, [Eventbrite created](#)

### GOAL

Outreach & Tenant Support

### OVERVIEW

Invite and excite the City of the Arts, to dedicate this mural to Costa Mesa, and a revitalized Triangle Square. Mural dedication featuring Travel Costa Mesa and Triangle Square, with artist Aaron Glasson. Inviting City, Chamber, Cultural Arts Committee, Tenants, and Neighbors. Meet and greet community with welcome station. Media and photographers to capture dedication.

The Triangle Square name and brand will be strategically placed, with mural story on display. An event calendar will be featured, inviting community to participate and promote. Community can become acquainted with tenants and Triangle Square Revitalizing Team that are working on creating a community driven downtown Costa Mesa.

### ATTENDEES

(42) attended, 113 invited

### TEAM: (4 INDIVIDUALS)

- Greet and work with the city and community leaders
- Work behind the table, educating visitors of the revitalization, vision and brand mark
- Work the crowd guerrilla style, gathering emails, and dispersing our new logo pins

### GOALS

- Speak with over 40 people
- Distribute 40 pins
- Acquire over 113 emails for future notifications.

### ATTENDEES

(42) attended

Tenants/Vendors participating: Keys on Main, Wonderland Bakery, Old Town Roasting

Team attending: Owner, A.T. Connections, Facilities Manager



PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

## Tenant Support: Cheers for 20 Years

Saturday, October 26th, 2019, 2pm - 6pm  
Venue: Triangle Square  
Status: Public

### GOAL

Outreach & Tenant Support

### OVERVIEW

CHEERS TO 20 YEARS celebrates Yard House's opening 20 years ago, at Triangle Square, and celebrates this community contributor with a day filled with Halloween themed fun. The event is free, but you must RSVP for event attendance, and to get your event map:

- Find your perfect costume at Halloween Boutique, to wear to win, and bring receipt to #CHEERSTO20YEARS to get a free gift with purchase
- Check in at welcome station, with a walk up the Newport Blvd. staircase runway, for your red carpet photo booth. Become a star, after taking a picture. Post with #CHEERSTO20YEARS, and be entered to win up to \$500 in prizes.
- Visit Yard House to treat all day, eat up and enjoy a \$10 off card when you check in at the welcome station. Be sure to congratulate their hard working crew on 20 years well done.
- Enjoy face painting, animal balloons, and family friendly activities. With a kid play station and candy stand for our littlest costumed fans.
- End the celebration with a costume competition, with lively Cafe Sevilla entertainment with the Gypsy Kings. Then make a wish on a candle filled cake, worthy of Yard House's 20 years at Triangle Square.

### ATTENDEES

(200) attended

Tenants participating: Yard House, Cafe Seville

Team attending: A.T. Connections

## Community Outreach: Tenant & neighbor meet & greet

Monday, November 25th, 2019, 10am - 12pm  
Venue: Triangle Square; Yard House  
Status: Private Event

### GOAL

Outreach & Tenant Support

### OVERVIEW

Community meeting of Neighbors, Tenants and Revitalization Team, to give an update on Triangle Square efforts and Digital Display designs and details.

Lighting and Signage experts will be in attendance, to walk neighbors through the detailed Light Study. The Triangle Square Digital Design renderings will be shared, along with City submitted signage package. Press Kit will be shown, with the community outreach and event calendar featured, inviting tenants and neighbors to participate and promote the next event: Shine Bright Viewing Party.

Ask us questions, look at designs, and hear strategies to minimize resident impacts, curate community content, and feature local Artists.

### ATTENDEES

(516) invited

Tenant attended: Keys on Main, Tavern and Bowl

Team attended: A.T. Connections, StandardVision, Selbert Perkins,



**PROJECT**  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

**PHASE**  
DIGITAL SIGNAGE  
06 MARCH 2020

### DESCRIPTION

COMMUNITY EVENTS AND OUTREACH

December 1st, 2019, 5pm - 7:30pm  
Venue: Triangle Square; First United Methodist Church  
Status: Public, <http://shinebrightcm.com/>

GOAL  
Outreach & Tenant Support

OVERVIEW:  
Join us for a FREE festive, family-friendly community event on the **Triangle Square** rooftop in the heart of Costa Mesa!

- Photos with Santa
- Hot apple cider and cocoa, with Yard House
- Cookie-decorating (and eating), with Baker and Frost
- Holiday art panels to be painted, with free festive frames for kids and adults, with Best Framing
- Christmas carol sing-along with the First United band
- 2nd Annual Bell Tower Lighting of First United at 7:15pm with Viewing Party from the Triangle Square rooftop.

ATTENDEES  
(300) expected

Tenants participating: Yard House, Baker and Frost

Team attending: A.T. Connections

Monday, December 2nd, 2019, 10am - 12pm  
Venue: Triangle Square; Keys on Main  
Status: Private Event

GOAL  
Outreach & Tenant Support

OVERVIEW:  
Community meeting of Neighbors, Tenants, and Revitalization Team, to give an update on Triangle Square efforts and Digital Display designs and details.

Lighting and Signage experts will be in attendance, to walk neighbors through the detailed Light Study. The Triangle Square Digital Design renderings will be shared, along with City submitted signage package. Press Kit will be shown, with the community invited to follow us on social media.

Ask us questions, look at designs, and hear strategies to minimize resident impacts, curate community content, and feature local Artists.

ATTENDEES  
(516) invited

Tenants Hosting: Keys on Main, Tavern and Bowl

Team attended: A.T. Connections, StandardVision, Selbert Perkins



PROJECT  
TRIANGLE SQUARE  
PLANNED SIGNING PROGRAM

PHASE  
DIGITAL SIGNAGE  
06 MARCH 2020

DESCRIPTION  
COMMUNITY EVENTS AND OUTREACH