



**SAN RAFAEL**  
THE CITY WITH A MISSION

Community Development Department – Planning Division

Meeting Date: February 23, 2022  
Case Numbers: PLAN21-053; APN:13-041-29  
Project Planner: Shawna Brekke-Read  
(510) 845-7549  
Agenda Item: 2

**REPORT TO DESIGN REVIEW BOARD**

**SUBJECT: 610 DuBois Street – Establishment of a Sign Program (PLAN21-053); APN: 13-041-29; Planned Development (PD) Zone; Christian Oakes, Applicant; Montgomery Tech Center, Property Owner; Near Southeast Neighborhood.**

**PROPERTY FACTS**

| Location     | General Plan Designation | Zoning   | Existing Land Use  |
|--------------|--------------------------|----------|--|
| Project Site | GC                       | PD(1542) | Commercial – Improved (Luxury Car Dealer and Auto Service)     |
| North        | P/QP                     | P/QP     | Railroad tracks  |
| South        | I                        | PD(1512) | Commercial – Improved  |
| East         | GC                       | GC       | Commercial – Improved (Best Buy – Electronics Store)           |
| West         | I                        | I        | Industrial – Improved (Shamrock Materials – Concrete Supplier) |

| Lot Size   | Gross Building/Floor Area  |
|--|--|
| 86,029 square feet (1.975 acres)   | 26,420 square feet (0.6065 acres)  |
| Lot Dimensions   | Height   |
| North: 279.4 feet<br>South: 321.98 feet<br>East: 228 feet<br>West: 315.34 feet | Allowed: 36 feet.<br>Current Height: 20' 0" – 33' 6"<br>Proposed: No change proposed |

**SUMMARY**

The proposed project is submitted to the Design Review Board ('the Board') for a recommendation to the Planning Commission for approval of a sign program at 610 Du Bois Street, an existing automobile sales and service shop. The project is subject to Board review and recommendation pursuant to the San Rafael Municipal Code (SRMC) Section 14.19.043.C (Review Authority – Design Review Board), where the Board shall serve as an advisory body to the Planning Commission on all sign programs. The Board's recommendation will be forwarded to the Planning Commission, where they must review the sign program in accordance with SRMC Section 14.19.043.B.1. Staff requests that the Board provide a recommendation to the Planning Commission whether the design-related findings can be made to approve the Sign Program. Staff asks the Board to specifically consider the following:

*Overall Sign Program*

- Whether the overall design is appropriate for the site and neighborhood
- Whether the placement, size, number, and location of signs for the sign program are appropriate and in line with design criteria

## BACKGROUND

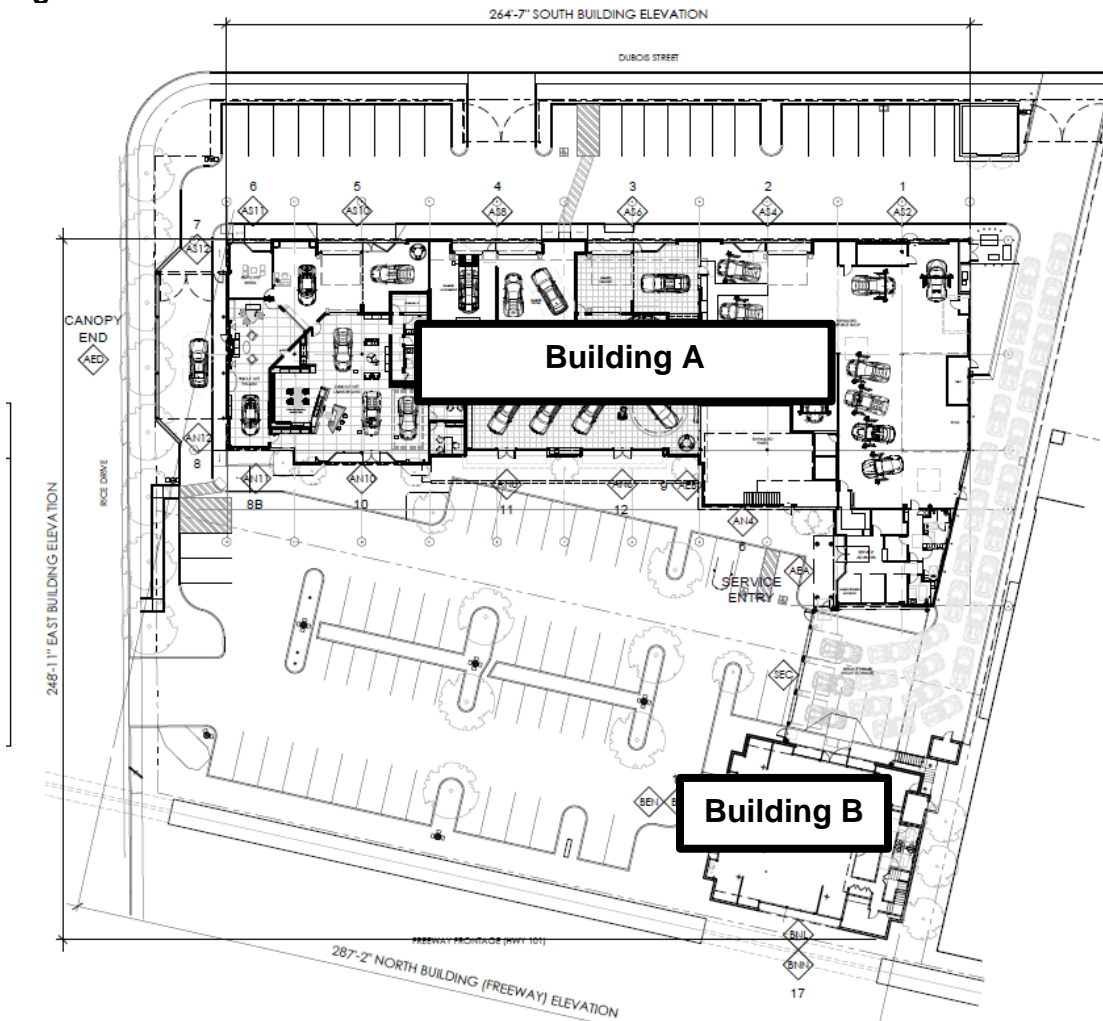
### Site Description & Setting:

610 Du Bois Street is a 1.975-acre site that contains an automobile sales and service shop in the Near Southeast Neighborhood (Area 13 as shown on General Plan 2040: Planning Areas and Neighborhoods). The site contains two buildings (labelled Building A and Building B on sheet A1.4 of the plan set, see Exhibit 1) and a Service Canopy between the two buildings. Building A runs along the southern property line with an ell wing that extends towards the northwest corner of the lot. The south elevation has 264'-7" feet of frontage. Building B is located at the northwest corner of the lot and has 60'-5" of building frontage on the east and 72'-5" of building frontage on the west. The service canopy linking Building A and B has 48'-4" of façade overhang facing Rice Drive (east).

The site is zoned as Planned Development (PD) under Ordinance 1542. Surrounding parcels are zoned Industrial (I) to the east and southeast (548 & 555 Du Bois Street), PD to the south under Ordinance 1512 (625 & 655 Du Bois Street), and General Commercial (GC) to the west (650 Irwin Street, 668 Irwin Street, 654 Irwin Street, 700 Du Bois Street). The lot is bounded by Francisco Boulevard and Rice Drive on the north, Rice Drive on the east, Du Bois Street on the south, and large format retail (Best Buy) on the west; Du Bois Street and Rice Drive provides access to the site.

Sonoma-Marin Area Rail Transit (SMART) train tracks are located to the north of the site. Bike/Ped infrastructure, bicycle trails and bicycle-friendly roads that run through Rice and Du Bois Street respectively serve as an alternative mode of access to the site. See Figure 1 below.

**Figure 1 Site Plan**



**Site History**

Originally zoned Heavy Commercial and Manufacturing (M) District, the property was rezoned to a Planned Development (PD) District (Ordinance No. 1542) on April 18, 1988. Exhibit 3.

**Application History**

This application was received on August 30th, 2021, for the approval of a sign program, exterior fascia improvements, and installation of a new 8-foot fence. The applicant requested that the application of the sign program be split and processed separately from that of the administrative design review (for exterior changes and fencing). The new application request for approval for Sign Program (PLAN21-053) is submitted pursuant to San Rafael Municipal Code 14.19.046. This report is submitted only for the review of the proposed sign program, and the minor exterior improvements are being processed as a separate administrative design review permit (PLAN21-092).

**PROJECT DESCRIPTION**

The project proposes a sign program to install new permanent signs on the two buildings and service canopy located on the property. The new signs are to replace existing signs, most of which are temporary. No changes to the site plan and landscaping are proposed as part of the sign program. Refer to images below for existing signs on site, note that there are no existing signs on the west elevation.



**Image 2.1, 2.2, 2.3 North Elevation (faces the freeway)  
Building A (left two photos); Building B (right photo)**



**Image 2.4, 2.5 South Elevation (faces Du Bois Street)  
Building A**



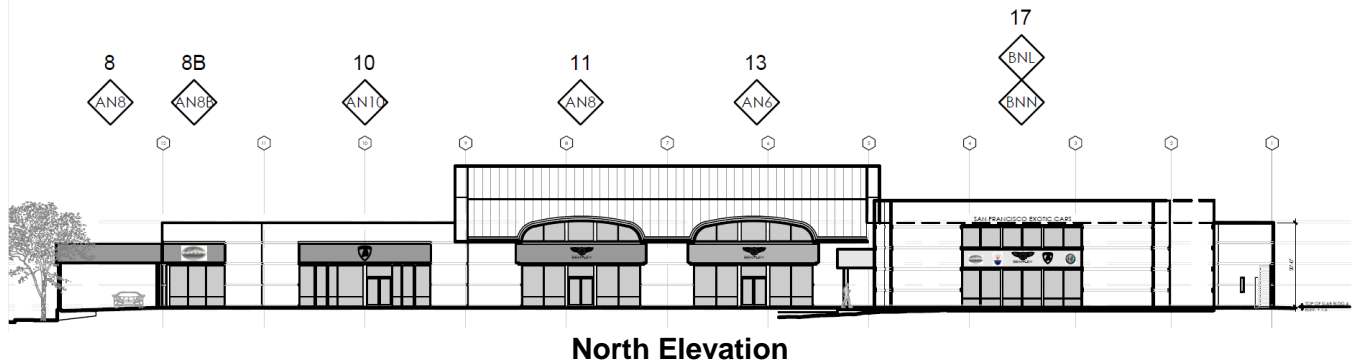
**Image 2.6, 2.7** East Elevation (faces Rice Drive)  
 Building A (left); canopy (center); Building B (right)

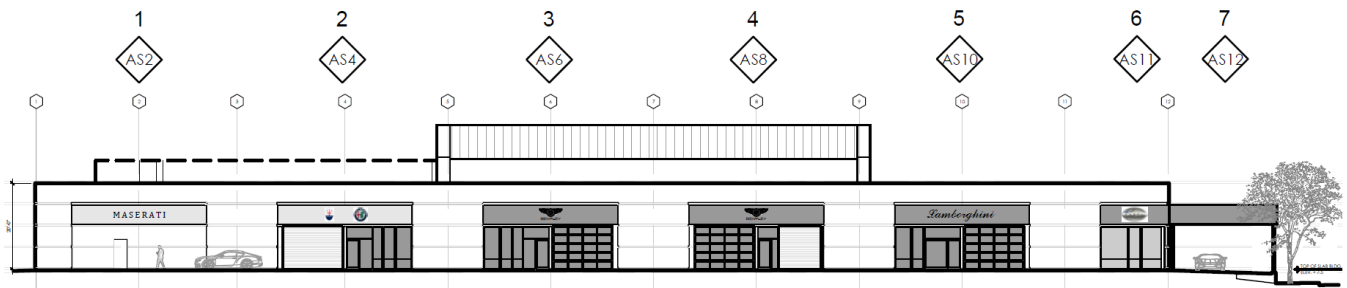
**Signs:** The sign program proposes 31 individual signs at 19 different locations on the north, south, and east facades of the property. In line with the property’s use for sales and servicing of automobiles, the signs are of luxury car brands (Maserati, Pagani, Bentley, Lamborghini, and Alfa Romeo). Proposed materials for the signs include acrylic and cement plaster; ACM panels and bronze frames for the backgrounds; and internal white LEDs for lighting. All of the existing signage is temporary and would be removed. The following is a summary table of proposed signage and proposed elevations. Refer to Exhibit 4 for a detailed table of proposed signage.

| Building A                |                            |                            | Service Canopy                |  |
|---------------------------|----------------------------|----------------------------|-------------------------------|--|
| North                     | South                      | East                       | East                          |  |
| 15.11 sq ft               | 18.00 sq ft                | 38.10 sq ft (3 logo signs) | 43.04 sq ft (5 logo signs)    |  |
| 10.25 sq ft               | 12.22 sq ft (2 logo signs) |                            | <b>Total: 43.04 sq ft</b>     |  |
| 19.00 sq ft               | 19.00 sq ft                | 8.85 sq ft                 | <b>Allowed: 48 sq ft</b>      |  |
| 19.00 sq ft               | 19.00 sq ft                | 19.00 sq ft                | Building B                    |  |
| 22.00 sq ft               | 22.00 sq ft                |                            | North                         | East                                     |
|                           | 15.11 sq ft                |                            | 34.67<br>34.49 (5 logo signs) | 8.67 sq ft<br>12.22 sq ft (2 logo signs) |
| <b>Total: 85.36 sq ft</b> | <b>Total: 105.33 sq ft</b> | <b>Total: 65.95 sq ft</b>  | <b>Total: 69.16 sq ft</b>     | <b>Total: 20.89 sq ft</b>                |
| <b>Allowed: 200 sq ft</b> | <b>Allowed: 200 sq ft</b>  | <b>Allowed: 75 sq ft</b>   | <b>Allowed: 72'5" sq ft</b>   | <b>Allowed: 60'5" sq ft</b>              |

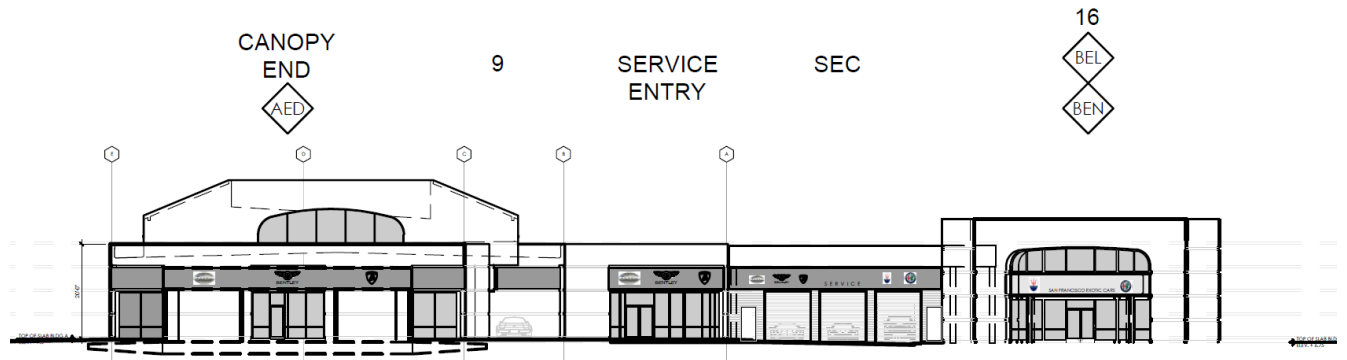
**Table 1** Summary of Proposed Signage

\*Permitted sign area is pursuant to SRMC Section 14.19.064A, where 1 square foot of sign area is permitted for each linear foot of business use or frontage.





**Building A South Elevation**



**East Elevation**

**Image 3.1, 3.2, 3.3 Proposed Elevations**

**ANALYSIS**

**General Plan 2040 Conformance:**

General Plan 2040 (GP2040) was adopted on August 2, 2021, to guide future growth and development for the next 20 years. While the Design Review Board’s purview is limited to design, the project site is designated Planned Development District (PD), and GP2040 highlights the importance of PD zoning allowing for flexible design standards that are more responsive to site conditions. Relevant design-related General Plan policies are outlined in the table below:

| Policy   | Conformance   |
|--|---|
| <p><b>NH-3.9B: Industrial Area Design Improvements.</b><br/> <i>Upgrade the condition and appearance of properties as redevelopment or remodeling occurs.</i></p>  | <p><b>Consistent.</b> The proposed sign program would upgrade the existing property’s appearance with new signage as part of a remodeling effort.</p> <p>Given the site’s proximity to areas zoned as industrial (I), the proposed sign program is relevant to the General Plan’s design improvement policy</p> |
| <p><b>NH-3.10: Highway 101 Frontage.</b><br/> <i>Encourage the use of properties facing Highway 101 with uses that take advantage of their freeway visibility. Appropriate uses include automobile sales, bulk retail sales, region-serving retail uses, hotels, and similar uses.</i></p> | <p><b>Consistent.</b> The proposed sign program would take advantage of freeway visibility from Highway 101 on the north elevation. The site’s use as a luxury car dealer and auto service provider also aligns with what is considered “appropriate use” by GP2040.</p>  |
| <p><b>CDP-4.12: Commercial Signage.</b> <i>Encourage commercial signage that provides the visual identification necessary for business success, while</i></p>  | <p><b>Consistent.</b> The proposed sign program would provide the business with visual identification necessary for success while enhancing the building frontage and streetscape. As the oldest</p>  |



|  |  |
|--|--|
| <p><i>enhancing the building, streetscape, and surrounding area.</i></p>   | <p>industrial area in the city, retention of successful business is vital to the Near Southeast neighborhood due to the area's central location and lack of alternate locations for these uses.</p>  |
| <p><b>EV-3.1: Business Areas.</b> <i>Strengthen the positive qualities of each business area in San Rafael to create a stronger sense of place and brand identity.</i></p> | <p><b>Consistent.</b> The proposed sign program would replace temporary banner signs with permanent signage. It is a form of property improvement that strengthens the brand identity of the business located in Near Southeast as well as the business area identity of Southeast San Rafael (the economic engine of San Rafael).</p> |

**Zoning Ordinance Conformance**

Sign programs are required for properties zoned PD and are specifically intended for uses and properties that are unique because of multiple uses, multiple buildings, and certain uses, including automobile dealerships. Sign programs

- are intended to “achieve aesthetic compatibility between the signs within a project, and may allow some flexibility in the number, size, type and placement of signs” (SRMC Section 14.096.A);
- must be “designed so that all signage has a consistent and common design theme and placement, utilizing common materials, colors and illumination” (SRMC Section 14.19.046.C Sign Program Design Continuity);
- require Planning Commission approval, subject to Design Review Board recommendation (SRMC Section 14.19.043.C); and
- require findings for approval.

Although a sign program may deviate from sign standards in the sign ordinance, the sign program may be subject to SRMC Section 14.19.066 (Other Districts) and SRMC Section 14.19.064 (Commercial, office, industrial, marine related districts). The Design Review Board must make a recommendation to the Planning Commission, and the Planning Commission must make the findings below.

**Findings Required for Approval of a Sign Program (SRMC Section 14.19.046.D)**

1. All of the signs contained in the program have one or more common design elements such as placement, colors, architecture, materials, illumination, sign type, sign shape, letter size and letter type.  
*The proposed sign program has a consistent and common design theme, using acrylic and cement plaster for the sign materials, Aluminum Composite Material (ACM) panels and bronze frames for the sign background, and internal or concealed white LEDs for illumination. The sign program only proposes wall signs and does not propose window, marquee, projecting and blade, mansard, awning, or freestanding signs. Colors for each sign are standardized based on official branding for each luxury car logo (refer to SRMC Section 14.19.046.C (Sign Program Design Continuity) and SRMC Section 14.19.053 (Location, Placement, and Design of Signs). The internal and concealed illumination complies with the requirements of SRMC Section 14.19.055(B)(1) Illumination Standards. In terms of sign type, all signs are to be installed as wall signs. With regards to placement, all signs are to be installed justified and/or centered in each location. All signs are located on the same site as the subject business. No proposed sign would interfere with exits, windows, or safety equipment. No sign would impede or obstruct visibility of*

*vehicles or persons entering or exiting doorways or driveways. All proposed signs would be placed on the street front face. The project site is on a corner lots with frontage on two (2) streets and the SMART train and US Highway 101. All proposed signs are in line with the permitted square footage for each building front.*

2. All of the signs contained in the program are in harmony and scale with the materials, architecture, and other design features of the buildings and property improvements they identify, and the program is consistent with the general design standards specified in Section 14.19.054. *The existing structures read as a single L-shaped building set back from the streets in an industrial and commercial area, near US 101. The proposed sign program is consistent with the general design standards specified in SRMC Section 14.19.054, where the proposed signs have a similar style to the modern design of the building and is compatible with signs on surrounding commercial and industrial buildings. The proposed signs will not impair the visibility of existing and surrounding signage, nor will it affect signage on adjacent properties. The proposed signs are also designed to use the same materials and manner of illumination as existing signs.*
3. The amount and placement of signage contained in the program is in scale with the subject property and improvements, as well as the immediately surrounding area. *Sign programs for PD zoning do not specify limits on numbers or size of signs and is intended to allow for flexibility. The sign program proposes sign sizes that comply with SRMC Section 14.19.064, which limits overall sign signage to one square foot per linear foot of building frontage, up to 200 square feet. While SRMC Section 14.19.061 limits the number of signs to two permanent signs per business frontage, sign programs provide opportunities for flexibility. The sign program proposes a total of 31 signs on the site's three different frontages, facing Du Bois Street, Rice Drive, and US 101/SMART corridor.*

### **Design Review Board Direction Requested**

In addition to the preliminary analysis above, staff has identified one area where Design Review Board input is requested. Staff seeks the Board's guidance regarding the number of signs proposed. Because the project site is zoned PD, the most closely related sign regulations are found in SRMC Section 14.19.064.F (Commercial, office, industrial, marine related districts), which allows a maximum number of two signs per frontage.

- Building A would have five signs on the north elevation, six signs on the south elevation, and three signs on the east elevation.
- Building B would have six signs on the north elevation, measuring about 4-8 square feet each and three signs on the east elevation, measuring ~5.5-11 square feet. Although most of the signs are logos and are labeled as directional signs on the plans, some of the signs are larger than 5 square feet, the maximum size allowed for a directional sign, per SRMC Section 14.19.030.D (On-Site Directional or Information Signs)

Staff notes that although the sign program exceeds the maximum number of signs allowed under general zoning, the proposed number and total size of signs are in scale with the overall size of the building and the lot and is located on two different streets in a mixed commercial/industrial area and along a freeway. In addition, the number and placement of signs aligns with the site's use as a car dealership with multiple brands.

### **NEIGHBORHOOD CORRESPONDENCE**

Pursuant to the noticing requirements found in SRMC Chapter 14.29, notice of the Design Review Board hearing was provided by mail on February 4, 2022, to the applicant and property owner; all property

owners, occupants and tenants within a radius of 300 feet of the property boundaries; and various City departments including the Department of Public Works. Notice was posted on the property in the manner required on February 4, 2022.

### **CONCLUSION**

The proposed sign program generally meets the relevant General Plan 2040 Policies. Staff requests the Board's guidance regarding the number of signs.

### **Exhibits**

1. [Project Plans, dated February 8, 2022](#)
2. Ordinance No. 1542 (Reclassification of 610 Du Bois Street from Heavy Commercial and Manufacturing (M) District to Planned Development (PD) District)
3. Detailed Table of Proposed Signage



ORDINANCE NO. 1542

AN ORDINANCE OF THE CITY OF SAN RAFAEL  
AMENDING THE ZONING MAP OF THE CITY OF SAN RAFAEL, CALIFORNIA,  
ADOPTED BY REFERENCE BY SECTION 14.15.020  
OF THE MUNICIPAL CODE OF SAN RAFAEL, CALIFORNIA,  
SO AS TO RECLASSIFY CERTAIN REAL PROPERTY  
FROM "M" (HEAVY COMMERCIAL AND MANUFACTURING) DISTRICT  
TO P-D (PLANNED DEVELOPMENT) DISTRICT  
(610-620 DuBois Street)

THE COUNCIL OF THE CITY OF SAN RAFAEL DO ORDAIN AS FOLLOWS:

DIVISION 1. The Zoning Map of the City of San Rafael, California, adopted by reference by Section 14.15.020 of the Municipal Code is amended by reclassifying the following real property from "M" (Heavy Commercial and Manufacturing) District to P-D (Planned Development) District. Said property so reclassified is located at 610-620 DuBois Street, San Rafael, County Assessor's Parcel 13-041-49 which is more particularly described in Exhibit "B", which is attached hereto and made a part hereof.

DIVISION 2. Any development of this property shall be subject to the conditions outlined in Exhibit "A", which is attached hereto and made a part hereof.

DIVISION 3. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such holding or holdings shall not affect the validity of the remaining portions of this ordinance. The Council declares that it would have passed this ordinance and each section, subsection, sentence, clause and phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

DIVISION 4. This ordinance shall be published once in full before its final passage in a newspaper of general circulation, published and circulated in the City of San Rafael, and shall be in full force and effect thirty (30) days after its final passage.

  
LAWRENCE E. MULRYAN, Mayor

Attest:

  
JEANNE M. LEONCINI, City Clerk

ORDINANCE NO. 1542

The foregoing Ordinance No. 1542 was read and introduced at a regular meeting of the City Council of the City of San Rafael on the FOURTH day of APRIL, 1988, and ordered passed to print by the following vote, to wit:

AYES: COUNCILMEMBERS: Boro, Breiner, Frugoli, Thayer & Mayor Mulryan

NOES: COUNCILMEMBERS: None

ABSENT: COUNCILMEMBERS: None

and will come up for adoption as an Ordinance of the City of San Rafael at a regular meeting of the Council to be held on the EIGHTEENTH day of APRIL, 1988.

  
JEANNE M. LEONCINI, City Clerk

Exhibit 'A'

Development Standards/Conditions of Zoning

- (a) The P-D zoning shall be limited to development of up to 28,000 square feet contained within one-two buildings. The following standards shall apply:
- 1) Uses shall be limited to large or bulk item retail. Examples of acceptable large bulk item retail uses include furniture, large appliances, patio equipment/furniture, light fixture shops and redecorating products such as carpeting and floor coverings or draperies and window coverings. Examples of uses not included in this definition would be small hardware products, nurseries and small item appliance stores or other similar uses as determined by the Planning Director.
  - 2) All other uses are subject to review under the regulations of the master use permit. Minor changes in square footage limitations can be approved by use permit. All changes in uses and square footage shall be subject to specific traffic review to determine if there are any additional impacts to critical intersections in the East San Rafael area. Additional mitigation fees may be charged if it is determined that there are additional traffic impacts.
  - 3) Building setbacks:
    - a- minimum street front (DuBois Street and Rice Drive): 25 feet;
    - b- minimum interior setbacks: 5 feet;
  - 4) Building height: up to three stories or 36 feet
  - 5) Building coverage: maximum 32%
  - 6) Floor area ratio: maximum .32
- (b) This P-D zoning shall be valid for 18 months from the date of City Council adoption and shall become null and void beyond that date unless subsequent permits are granted or extensions are secured.

Exhibit 'B'

DESCRIPTION

All that certain Real Property situate in the City of San Rafael, County of Marin, State of California, described as follows:

PARCEL TWO:

BEGINNING at the most Easterly corner of the parcel of land described in the Deed from Northwestern Pacific Railroad Company, a corporation, to Bergman Manufacturing Company, a California corporation, recorded December 15, 1959 in Book 1332 of Official Records, at Page 38, Marin County Records, said point of beginning being at the most Northerly corner of Lot 3, as shown upon the filed map above referred to; thence South  $41^{\circ} 57'$  East and along the Northeasterly line of said Lot 3, 279.39 feet, more or less, to the most Northerly corner of Parcel One; as described in the Deed from Northwestern Pacific Railroad Company, a corporation, to the State of California, recorded March 16, 1970 in Book 2361 of Official Records, at Page 199, Marin County Records; thence crossing and subdividing said Lot 3, South  $36^{\circ} 53' 28''$  West and along the Northwesterly line of said lands conveyed to the State of California, a distance of 226 feet; thence continuing along said lands conveyed to the State of California and along the arc of a curve to the right, said curve having a radius of 20 feet, for an arc distance of 31.41 feet to a point on the Northeasterly line of Dubois Street and the Southwesterly line of said Lot 3, above referred to; thence along said last described line, North  $54^{\circ} 41'$  West a distance of 321.98 feet, more or less, to the most Southerly corner of the lands conveyed to Bergman Manufacturing Co. first hereinabove referred to and the most Westerly corner of Lot 3 above referred to; thence leaving said line of Dubois Street and running North  $48^{\circ} 03'$  East along the Southeasterly line of the lands conveyed to Bergman Manufacturing Co. and along the Northwesterly line of said Lot 3, a distance of 315.34 feet to the point of beginning.

BEING a portion of Lot 3, as shown upon that certain map entitled, "Map of Northwestern Pacific Industrial Subdivision, San Rafael, California", filed for record April 29, 1959 in Volume 10 of Maps, at Page 21, Marin County Records.



**FRANCISCO CENTER - SAN FRANCISCO EXOTIC CARS  
PROPOSED SIGNAGE SUMMARY**

| NO.  | DESCRIPTION | SIZE (W X H)                                      | AREA (S.F.)  | MATERIALS     |  |                | ORIENTATION                        |               |               |
|--|-------------|---|--|---------------|--|----------------|------------------------------------|---------------|---------------|
|  |             |   |  | SIGN          | BACKGROUND                                       | LIGHTING       | NORTH                              | EAST          | SOUTH         |
| <b>A BUILDING A - BENTLEY / LAMBORGHINI / PAGANI SHOWROOMS + SERVICE</b> |             |   |  |               |  |                |                                    |               |               |
| 1  | AS2         | MASERATI NAME                                     | 12'-0" X 18"   | 18.00         | DARK GREY ACRYLIC ON 2" DEEP BLACK BRONZE FRAME  | ACM M PANEL    | INTERNAL WHITE LED'S               |               | 18.00         |
| 2  | AS4         | MASERATI + ALFA ROMEO LOGOS                       | MASERATI LOGO = 1'-1 1/2" X 2'-10"<br>ALFA ROMEO LOGO = 2'-7" DIA.   | 12.22         | MULTI-COLORED ACRYLIC - 2 LOGOS                  | ACM M PANEL    | INTERNAL WHITE LED'S               |               | 12.22         |
| 3  | AS6         | BENTLEY LOGO                                      | 6'-0" X 3'-2"  | 19.00         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM B PANEL    | INTERNAL WHITE LED'S               |               | 19.00         |
| 4  | AS8         | BENTLEY LOGO                                      | 6'-0" X 3'-2"  | 19.00         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM B PANEL    | INTERNAL WHITE LED'S               |               | 19.00         |
| 5  | AS10        | LAMBORGHINI SCRIPT                                | 11'-0" X 2'-0"   | 22.00         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM L PANEL    | INTERNAL WHITE LED'S               |               | 22.00         |
| 6  | AS11        | PAGANI LOGO                                       | 5'-4" X 2'-10"   | 15.11         | MULTI-COLORED ACRYLIC                            | ACM L PANEL    | INTERNAL WHITE LED'S               |               | 15.11         |
| 7  | AS12        | NONE  |  | 0.00          |  |                |                                    |               | 0.00          |
| BETWEEN 7 + 8  | AED         | PAGANI, BENTLEY + LAMBORGHINI LOGOS               | PAGANI LOGO = 4'-2" X 2'-1 1/2"<br>BENTLEY LOGO = 6'-0" X 3'-2"<br>LAMBORGHINI LOGO = 3'-0" X 3'-5"  | 38.10         | MULTI-COLORED ACRYLIC - 3 LOGOS                  | ACM L PANEL    | INTERNAL WHITE LED'S               | 38.10         |               |
| 8  | AN12        | NONE  |  | 0.00          |  |                |                                    |               | 0             |
| 9  | AEB         | PAGANI LOGO                                       | 4'-2" X 2'-1 1/2"  | 8.85          | MULTI-COLORED ACRYLIC                            | ACM L PANEL    | INTERNAL WHITE LED'S               | 8.85          |               |
| NOT NUMERED  | AEA         | BENTLEY LOGO                                      | 6'-0" X 3'-2"  | 19.00         | MULTI-COLORED ACRYLIC - 3 LOGOS                  | ACM B PANEL    | INTERNAL WHITE LED'S               | 19.00         |               |
| 8B   | AN8B        | PAGANI LOGO                                       | 5'-4" X 2'-10"   | 15.11         | MULTI-COLORED ACRYLIC                            | ACM L PANEL    | INTERNAL WHITE LED'S               | 15.11         |               |
| 10   | AN10        | LAMBORGHINI LOGO                                  | 3'-0" X 3'-5"  | 10.25         | MULTI-COLORED ACRYLIC                            | ACM L PANEL    | INTERNAL AND PERIMETER WHITE LED'S | 10.25         |               |
| 11   | AN8         | BENTLEY LOGO                                      | 6'-0" X 3'-2"  | 19.00         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM B PANEL    | INTERNAL WHITE LED'S               | 19.00         |               |
| 12   | AN6         | BENTLEY LOGO                                      | 6'-0" X 3'-2"  | 19.00         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM B PANEL    | INTERNAL WHITE LED'S               | 19.00         |               |
| 13   | AN4         | LAMBORGHINI SCRIPT                                | 11'-0" X 2'-0"   | 22.00         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM L PANEL    | INTERNAL WHITE LED'S               | 22.00         |               |
|  |             | <b>SUB-TOTAL GRAPHICS AREA</b>                    |  | <b>256.64</b> |  |                |                                    |               |               |
| <b>S SERVICE CANOPY (BETWEEN BUILDINGS)</b>                              |             |   |  |               |  |                |                                    |               |               |
|  | SEC         | SERVICE CANOPY EAST LOGOS (SERVICE = DIRECTIONAL) | PAGANI LOGO = 3'-0" X 1'-8"<br>LAMBORGHINI SERVICE = 3'-8" X 3'-11"<br>BENTLEY LOGO = 4'-7" X 2'-6"<br>MASERATI LOGO = 1'-11" X 2'-10"<br>ALFA ROMEO LOGO = 2'-7" DIA. | 43.04         | MULTI-COLORED ACRYLIC - 5 LOGOS (N.I.C. SERVICE) | ACM L PANEL    | INTERNAL WHITE LED'S               | 43.04         |               |
|  |             | <b>SUB-TOTAL GRAPHICS AREA</b>                    |  | <b>43.04</b>  |  |                |                                    |               |               |
| <b>B BUILDING B - MASERATI / ALFA ROMEO SHOWROOM</b>                     |             |   |  |               |  |                |                                    |               |               |
| ABOVE 16   | BEN         | BUILDING B EAST BUSINESS NAME                     | 13'-0" X 8"  | 8.67          | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | ACM M PANEL    | INTERNAL WHITE LED'S               | 8.67          |               |
| 16   | BEL         | BUILDING B EAST LOGOS                             | MASERATI LOGO = 1'-1 1/2" X 2'-10"<br>ALFA ROMEO LOGO = 2'-7" DIA.   | 12.22         | MULTI-COLORED ACRYLIC - 2 LOGOS                  | ACM M PANEL    | INTERNAL WHITE LED'S               | 12.22         |               |
| 17   | BNN         | BUILDING B NORTH BUSINESS NAME                    | 26'-0" X 16"   | 34.67         | WHITE ACRYLIC ON 2" DEEP BLACK BRONZE FRAME      | CEMENT PLASTER | INTERNAL WHITE LED'S               | 34.67         |               |
| 17   | BNL         | BUILDING B NORTH LOGOS                            | MASERATI LOGO = 1'-1 1/2" X 2'-10"<br>PAGANI LOGO = 3'-0" X 1'-8"<br>BENTLEY LOGO = 4'-7" X 2'-6"<br>LAMBORGHINI LOGO = 2'-3" X 2'-7"<br>ALFA ROMEO LOGO = 2'-7" DIA.  | 34.49         | MULTI-COLORED ACRYLIC - 5 LOGOS                  | ACM M PANEL    | INTERNAL WHITE LED'S               | 34.49         |               |
|  |             | <b>SUB-TOTAL GRAPHICS AREA</b>                    |  | <b>90.05</b>  |  |                |                                    |               |               |
|  |             | <b>TOTAL GRAPHICS AREA</b>                        |  | <b>389.73</b> | N.I.C. SERVICE                                   |                |                                    | <b>154.52</b> | <b>129.88</b> |
|  |             |   |  |               |  |                |                                    | <b>105.33</b> |               |