

Jan 31, 2016

Neighboring zones

Variance for signage

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Address: 2300 E 7th St., Long Beach, CA 90804

Zone: CCA

APN: 7262-027-015

Lot: 10

Legal: Lot Com At Se Cor Of Lot 10 The Searchlight Tract Th W 344.63 Ft Th N 290 Ft Th E 280 Ft Th S 24 Ft Th E 40 Ft Th S 75.05 Ft Th E To A Line Parallel With And Dist Nw At R/A 6.25 Ft From Se Beach Townsite

Type: Commercial

Bldg Sq Ft: 82,500

Lot Sq Ft: 101,419

Acres: 2.3283

Property owner:

2300 E 7th Street Llc

2690 S Oak Knoll Ave., San Marino, CA 91108

Applicant:

Ross Stores, Inc.

5130 Hacienda Dr., Dublin, CA 94568

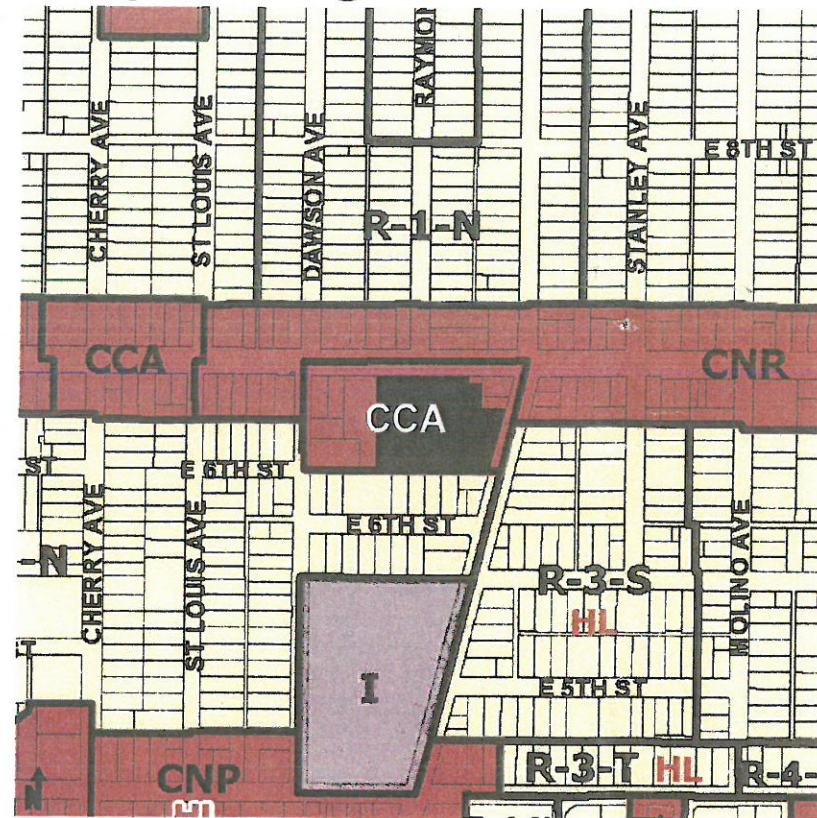
Representative:

Mitch Chemers

6154 Lemona Ave., Van Nuys, CA 91411

818-468-2955

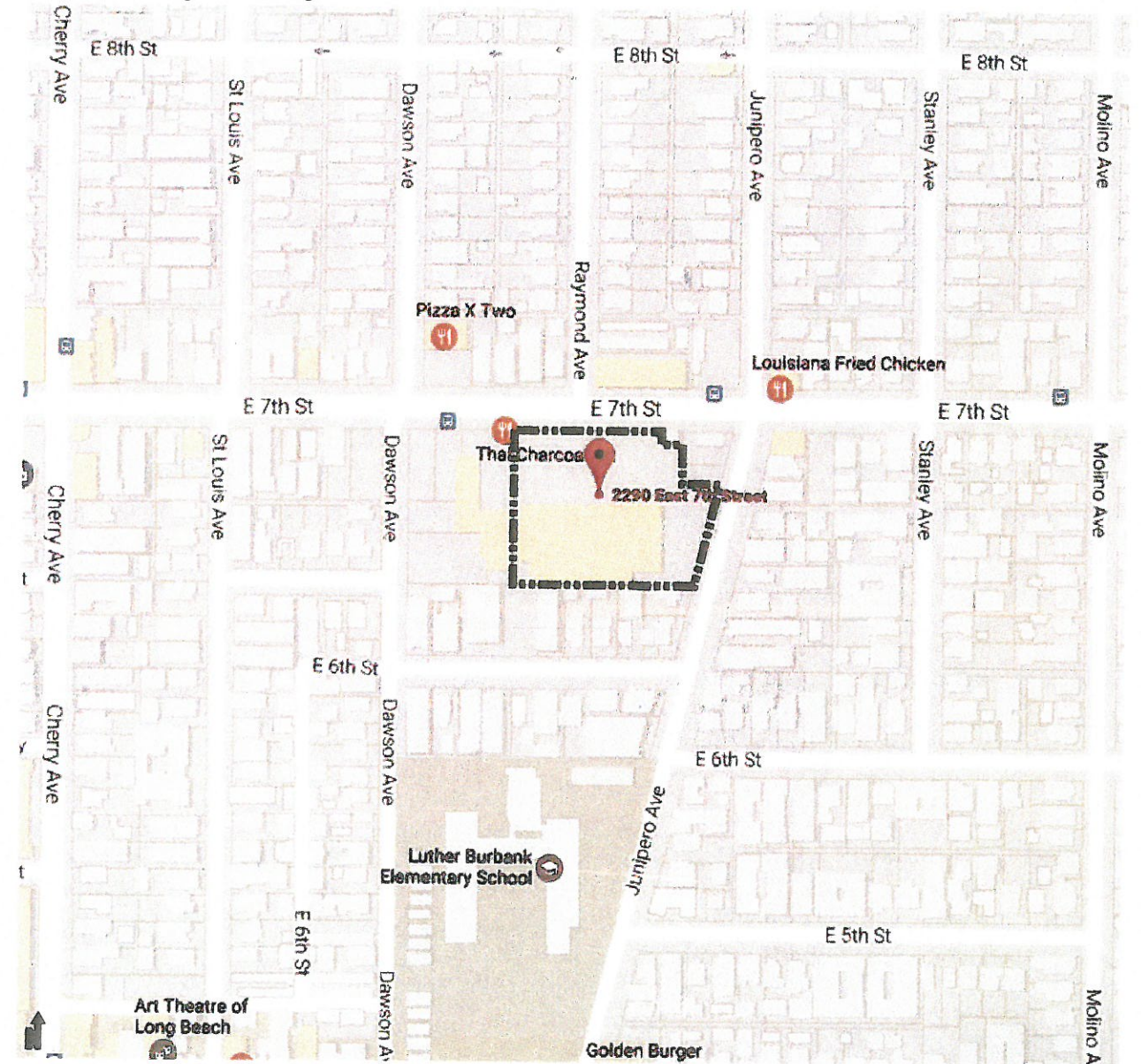
mitch@signbump.com



Wide vicinity map



Vicinity map



1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com

**bill moore & associates**

dd's DISCOUNTS

2300 E 7th St., Long Beach, CA 90804
Variance request for additional wall signs

Title Sheet

drawn
updated

08/11/16
12/15/16

SHEET

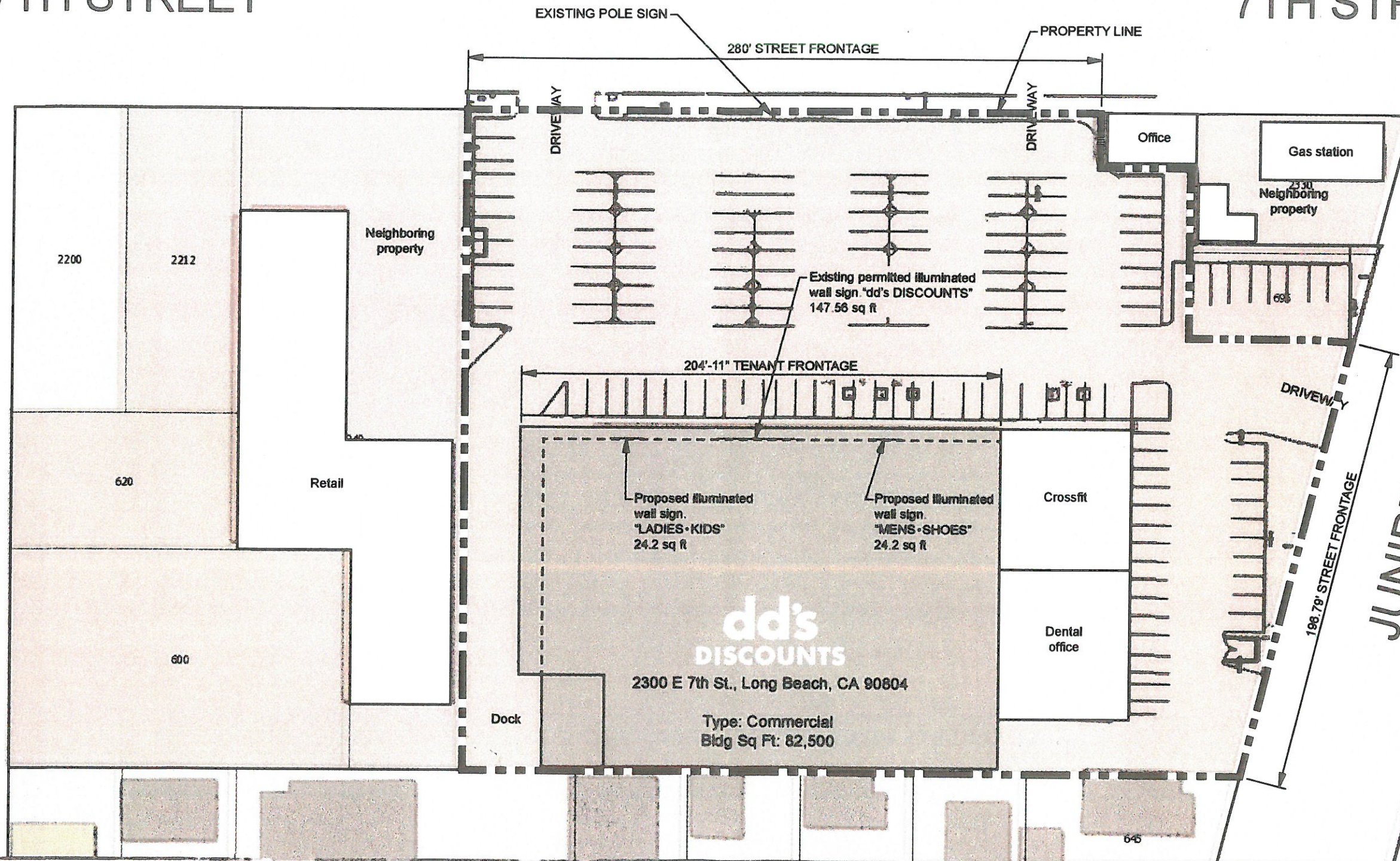
A1

7TH STREET

7TH STREET

DAWSON AVE

JUNIPERO AVE



(A) SITE PLAN
SCALE 1" = 50'



bma
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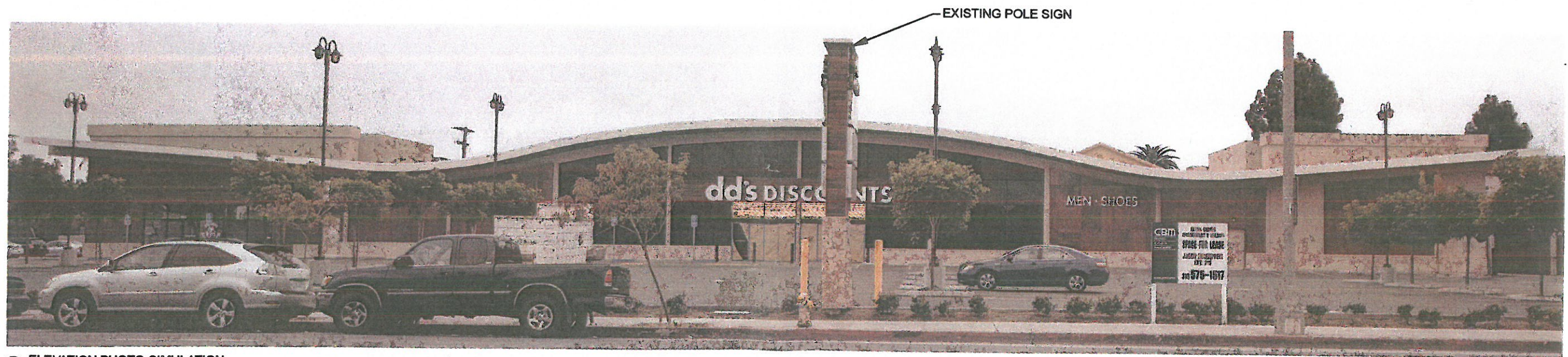
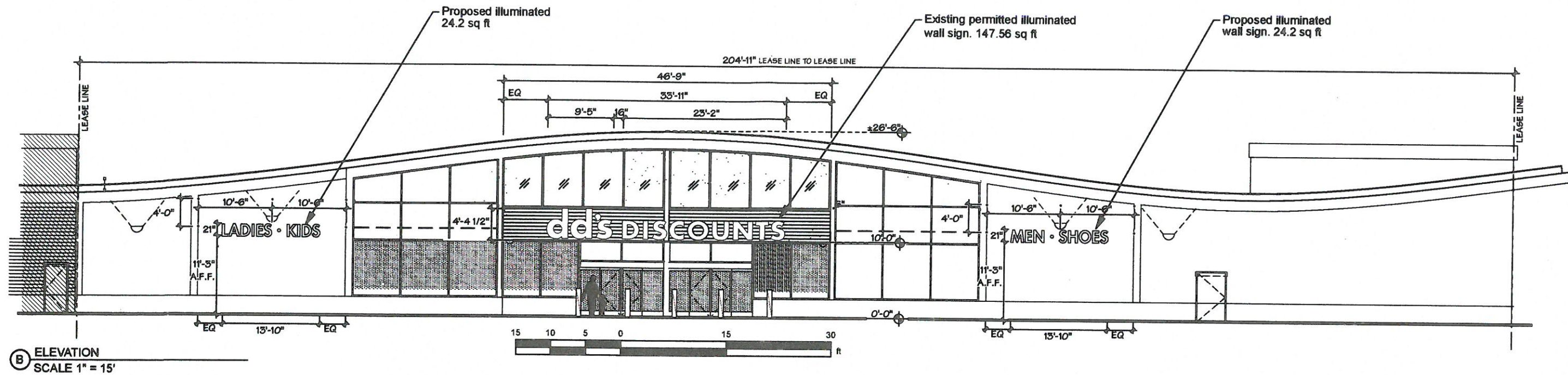


dd's DISCOUNTS
2300 E 7th St., Long Beach, CA 90804
Variance request for additional wall signs

Site Plan

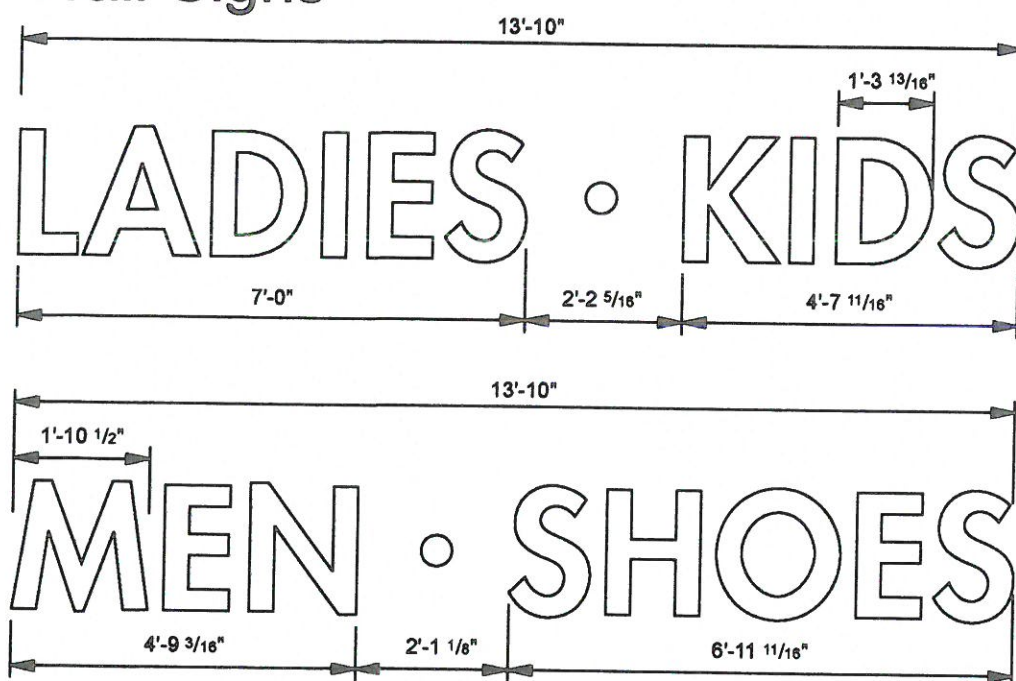
drawn updated 08/11/16 12/15/16

SHEET
A2



(C) ELEVATION PHOTO-SIMULATION
SCALE 1" = 20'

Wall Signs



B WALL SIGNS
SCALE 3/8" = 1'

DESCRIPTION:

21" high internally illuminated individual pan channel letters.

Faces: TUF-GLAS SG Matte White.

Returns: 5" deep aluminum painted magenta to match PMS #2415C
Matthews #MP00875 Glossy.

Trim cap: 1" white Jewelite.

Letter backs: Aluminum.

LED illumination: Principal MW LED 9000K-CW with fusion cap.

Mounting: 1/4"-20 galvanized thru bolts.

Peg off: 1/2" spacers.

Sign justification visuals

Each location is one sign, rather than two

Relatively small size of words combined with the dot between words creates a standalone sign (see diagram A) rather than two signs located side x side (see diagram B).

The dot between words is a corp standard

The dots are common on all of dd's Discounts' department title wall signs. Dots are part of the sign's trademark.

This is because the works are typically displayed together as one sign. (US Service Mark registration #4262597. See diagram D). The grouping is frequently considered one sign, even when all five words are utilized.

Notice this proposal includes only four of the five titles, sacrificing one title in an effort to maintain a balanced and appropriate layout on the building.

See diagram C for the most common dd's DISCOUNTS layouts in use on other sites.

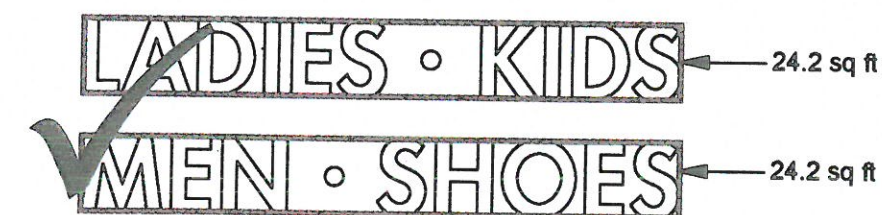


Diagram A

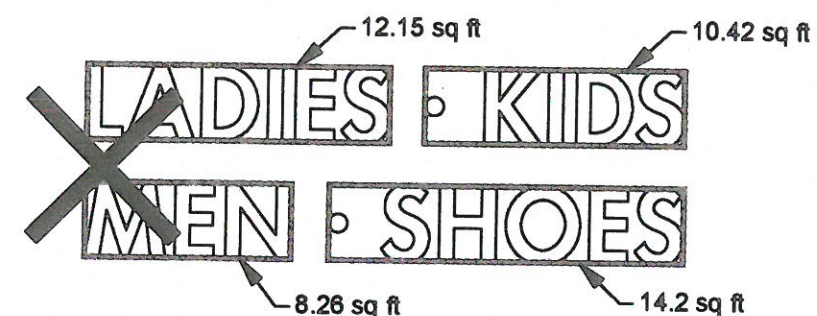


Diagram B



Diagram C

dd's DISCOUNTS

Word Mark DD'S DISCOUNTS LADIES • MEN • KIDS • SHOES • HOME

Serial Number 85557450

Filing Date March 1, 2012

Registration Number 4262598

Owner (REGISTRANT) Ross Stores, Inc. CORPORATION DELAWARE 5130

Hacienda Drive Dublin CALIFORNIA 94568

Type of Mark SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

Diagram D

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Wall Signs &
Sign Justification
Visuals

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SHEET
A4