

**CITY OF DANA POINT  
PLANNING COMMISSION  
AGENDA REPORT**

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**DATE:** AUGUST 13, 2018

**TO:** DANA POINT PLANNING COMMISSION

**FROM:** COMMUNITY DEVELOPMENT DEPARTMENT  
MATT SCHNEIDER, ACTING DIRECTOR  
NICK ZORNES, ASSISTANT PLANNER

**SUBJECT:** SIGN PROGRAM PERMIT SPP18-0001 FOR THE SINGLE TENANT  
SERVICE STATION LOCATED AT 34131 DOHENY PARK ROAD  
(76 SERVICE STATION)

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**RECOMMENDATION:** That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP18-0001 for the commercial building located at 34131 Doheny Park Road (76 Service Station)

**OWNER:** Northwest Dealerco Holdings

**APPLICANTS AGENT:** Promotion Plus Sign Company, Inc.

**REQUEST:** Approval of a Sign Program for a Service Station located at 34131 Doheny Park Road.

**LOCATION:** 34131 Doheny Park Road (APN: 121-254-14)

**NOTICE:** This application does not require public noticing. However, the agenda was posted at City Hall, the Dana Point Post Office, the Capistrano Beach Post Office, the Dana Point Library, and on the City of Dana Point website.

**ENVIRONMENTAL:** Pursuant to the California Environmental Quality Act (CEQA), the project is categorically exempt per Section 15301 of the CEQA Guidelines (Class 1 – Existing Facilities) in that the project consists of a minor alteration of an existing structure.

**ISSUES:**

1. Is the proposal consistent with the Dana Point General Plan and Dana Point Zoning Code (DPZC)?
2. Is the proposed project compatible and an enhancement to the site and surrounding neighborhood?

## **BACKGROUND:**

The subject site is located at the northwest corner of Doheny Park Road and Victoria Boulevard, and has a zoning designation of Community Commercial/Vehicular District (CC/V) according to the City's Zoning Map. The site is bounded by other commercial uses to the southwest, northwest, northeast, and southeast parcels.

The site contains an existing one-story building with one tenant and one gas pump canopy bordering the east side of the property along Doheny Park Road. Vehicular access to the site is provided from Doheny Park Road and Victoria Boulevard as well as from the bordering commercial center parking lot. Existing signage onsite includes:

- One (1) combination freestanding identification and fuel price information sign
- Four (4) fuel pumps with decals of corporate branding
- One (1) canopy with corporate branding colors on façade
- Two (2) internally illuminated cabinet wall signs
- Window signage (decals and painted advertisement)

Section 9.37.060 of the City's Zoning Code requires approval of a Sign Program for any new or upgrading single enterprise which proposes three (3) or more signs on a site. The proposed upgrades are to the freestanding fuel price information sign, freestanding identification sign, fuel pump signage, and canopy signage; and therefore necessitate a Sign Program based on the total number of signs for the site.

## **DISCUSSION:**

The owner seeks to update branding of the existing 76 Service Station. To do so, they have submitted the proposed Sign Program creating standards for the combination freestanding fuel price information and identification signs, canopy and building signage onsite. If approved, the Sign Program will provide regulations and guidelines for all signs identified in the Sign Program.

As outlined in DPZC Section 9.37.070, the purpose and intent of a Sign Program is to integrate signs with the building and landscape design into a unified architectural statement. A Sign Program is subject to review of the design, placement, size, content and compatibility of the proposed signage, and shall also be in compliance with Section 9.37.150 (Permitted Signs) of the DPZC. A Sign Program may vary from the requirements of the DPZC, but in no event shall any sign identified as prohibited in Section 9.37.170 be permitted.

Proposed Signs: The Applicant is proposing the following signs for this service station:

- Fuel Pump Canopy (1 total; Sheets 3, 4 and 5): the proposed fuel pump canopy is to be refaced on all four sides with new corporate branding decals and trim graphics. New canopy valence down lighting will be installed to illuminate the canopy fascia. Additionally, two new, non-illuminated, "76" crest signs will be installed on the north and south facing canopy fascia.
- Fuel Pump Signage (4 total; Sheets 6 and 7): the proposed fuel pump signage includes new branding decals to reface the existing four fuel pumps, and new fuel pump valences for the four fuel pumps. There is no proposed change to either the location or pump structure itself. U-shaped bollards adjacent to each fuel pump is to be painted 76 Service Station Corporate Spec.
- Identification & Fuel Price Information Signs (1 total; Sheet 8): the proposed freestanding sign is designed as a combination identification and fuel price information sign. The proposed sign is to be refaced with current corporate branding and in accordance with Section 9.37.140(f) of the DPZC proposes to be externally illuminated with two ground mounted LED lights. Additionally, the fuel price information will be electronic LED numbers. The freestanding sign is proposed to be 21.29 square feet with a maximum height of 42-inches, and maximum width of 73-inches.

Additionally, implementation of the proposed sign program results in the removal of the existing non-conforming wall-mounted cabinet signs and proposes to change the building striping and trim to reflect corporate branding. Removal of all window painted advertisement on the exterior of building will be completed as a part of the sign program, and any windows which are painted from the inside of the building will be painted to match adjacent exterior wall color, as seen from public view.

In order to fulfill the Development Standards per Section 9.11.030(j) of the DPZC for minimum landscape coverage the applicant will install and maintain a minimum of 2,322 square feet (15%) of landscaping onsite. Additionally, Footnote (6) of Section 9.11.030 requires landscaping in setback areas adjacent to Victoria Boulevard and Doheny Park Road, and the new onsite landscaping areas meet this requirement. As a part of the comprehensive upgrade to the site, the applicant is responsible to stripe a minimum of four (4) approved parking stalls onsite to meet the required parking demand of 1 stall per 300 square feet of retail store area; the addition of required parking onsite will result in the closure of one (1) curb cut off of Victoria Boulevard.

Compliance with the Sign Ordinance: All proposed signs meet the area limitations of Section 9.37.150(f) of the Sign Ordinance, which allows a maximum of 100 square feet of sign area (monument and wall signs). Since the 21.29 square feet of proposed monument sign area is less than the eligible 86 square feet, the Sign Program complies with the maximum area allowed for the building.

**CONCLUSION:**

Staff finds that the proposed Sign Program would provide a visually attractive and consistent signage theme. The signage constitutes an enhancement to the existing building in conjunction with overall site improvements and Staff recommends that the Planning Commission approve Sign Program Permit SPP18-0001, subject to conditions contained in the attached, draft resolution.



Nick Zornes  
Assistant Planner



Matt Schneider, Acting Director  
Community Development Department

**ACTION DOCUMENTS:**

1. Draft PC Resolution 18-08-13-XX

**SUPPORTING DOCUMENTS**

2. Vicinity Map  
Sign Program for 76 Service Station

## RESOLUTION NO. 18-08-13-XX

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM PERMIT SPP18-0001 FOR A SERVICE STATION LOCATED AT 34131 DOHENY PARK ROAD**

The Planning Commission for the City of Dana Point does hereby resolve as follows:

WHEREAS, Northwest Dealerco Holdings, (the "Applicant") is the owner of real property commonly referred to as 34131 Doheny Park Road (APN: 121-254-14) (the "Property"); and

WHEREAS, the Applicant has made an application to establish a new Sign Program (attached as Exhibit A to this resolution) for a service station located at 34131 Doheny Park Road; and

WHEREAS, said verified application constitutes a request as provided by Title 9 of the Dana Point Municipal Code; and

WHEREAS, pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt per Sections 15301 (e) (Class 1 – Existing Facilities) of the CEQA Guidelines in that the project proposes minor exterior improvements to an existing commercial center; and

WHEREAS, the Planning Commission did, on the 13<sup>th</sup> day of August, 2018, reviewed the Sign Program as prescribed by law; and

WHEREAS, at said Planning Commission Review, upon considering all testimony and arguments, if any, of all persons desiring to be heard, said Commission considered all factors relating to Sign Program Permit SPP18-0001.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Planning Commission of the City of Dana Point as follows:

- A) The above recitations are true and correct and incorporated herein by reference.
- B) Based on the evidence presented, the Planning Commission adopts the following findings and approves Sign Program Permit SPP18-0001, subject to conditions:

#### Findings:

1. That the design, placement, size, and content of the proposed signage is compatible with the project architecture **in that the signs are designed to enhance the existing building and are at a suitable size and location compatible with the building architecture.**

That the Sign Program is in substantial compliance with the Permitted Sign Types detailed in the City of Dana Point Zoning Code **in that the proposed signs are consistent with the sign types permitted pursuant to Section 9.37.150(f) (Service Stations).**

Conditions:

**A. General:**

1. Approval of this application permits the establishment of a Sign Program located at 34131 Doheny Park Road. Subsequent submittals for this project shall be in substantial compliance with the sign plans approved by the Planning Commission, and in compliance with the applicable provisions of the Dana Point General Plan/Local Coastal Program, Dana Point Town Center Plan and the Dana Point Zoning Code.
2. The application is approved as a plan for the location and design of the uses, structures, features, and materials, shown on the approved plans. Any relocation, alteration or addition to any use, structure, feature, or material, not specifically approved by this application, will nullify this approving action. If any changes are proposed regarding the location or alteration to the appearance or use of any structure, an amendment to this permit shall be submitted for approval by the Director of Community Development. If the Director of Community Development determines that the proposed change complies with the provisions and the spirit and intent of this approval action, and that the action would have been the same for the amendment as for the approved plot plan, he may approve the amendment without requiring a new public hearing.
3. Approval of this application shall be valid for a period of 24 months from the date of determination. If the scope-of-work approved by this action is not established, or a building permit for the project is not issued within such period of time, the approval shall expire and shall thereafter be null and void.
4. Failure to abide by and faithfully comply with any and all conditions attached to the granting of this permit shall constitute grounds for revocation of said permit.
5. The Applicant or any successor-in-interest shall defend, indemnify, and hold harmless the City of Dana Point ("CITY"), its agents, officers, or employees from any claim, action, or proceeding against the CITY, its agents, officers, or employees to attack, set aside, void, or annul an

approval or any other action of the CITY, its advisory agencies, appeal boards, or legislative body concerning the project. Applicant's duty to defend, indemnify and hold harmless the city shall include paying the CITY's attorney fees, costs and expenses incurred concerning the claim, action or proceeding.

The Applicant or any successor-in-interest shall further protect, defend, indemnify and hold harmless the City, its officers, employees, and agents from any and all claims, actions or proceedings against the City, its officers, employees, or agents arising out of or resulting from negligence of the Applicant or the Applicant's agents, employees or contractors. Applicant's duty to defend, indemnify and hold harmless the City shall include paying the CITY's attorney fees, costs and expenses incurred concerning the claim, action, or proceeding.

The Applicant shall also reimburse the City for City Attorney fees and costs associated with the review of the proposed project and any other related documentation.

- 6) The Applicant and Applicant's successors in interest shall be fully responsible for knowing and complying with all conditions of approval, including making known the conditions to City staff for future governmental permits or actions on the project site.
- 7) The Applicant and Applicant's successors in interest shall be responsible for payment of all applicable fees along with reimbursement for all City expense in ensuring compliance with these conditions.
- 8) The Applicant shall obtain separate building and planning permits for installation of fuel price identification signs and identification signs.
- 9) The Applicant is responsible to install and maintain external illumination of signs so that any required electrical is not visible above ground within the landscape areas.
- 10) The Applicant is responsible to paint all existing bollards, fuel pump bases, sign bases, canopy structural poles, and building façade.
- 11) The Applicant is responsible to remove all window painted advertisement from the building façade and returning windows to previous finish.
- 12) The Applicant is responsible to paint any window which is painted from the interior of the store to match adjacent exterior wall color of the

building.

- 13) The Applicant is responsible to install and maintain a minimum of 2,322 square feet of landscape area onsite at all times.
- 14) The Applicant is responsible to install and maintain a minimum of 4 approved parking stalls onsite at all times.
- 15) The Applicant is responsible to remove the existing curb cut located on Victoria Boulevard, and return sidewalk to the satisfaction of the Director of Public Works.
- 16) The Applicant is responsible to remove nonconforming cabinet signs onsite as a part of this approval.

**B. Prior to the issuance of a building and sign permit, the Applicant shall meet the following conditions:**

- 17) The Applicant shall submit three (3) sets of plans to the Planning Division that will review the permit with input from the Building Division for plan check so that Planning and Building approval and permits can be issued concurrently once plan check review is completed. Plans shall be submitted on sheets no smaller than 11" x 17".
- 18) Improvements shall comply with the most recently adopted local and State building code regulations, which may include the CBC, CMC, CPC and CEC with State amendments for disabled accessibility and energy conservation, and all other recently adopted code regulations that may apply.

**C. Prior to final building permit release, the Applicant shall meet the following conditions:**

- 14) After installation of all signs and related improvements, the Applicant shall schedule an inspection with the Planning Division to ensure the signs are installed in accordance with the approved plans relative to size, location, color, materials and illumination.



PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this 13<sup>rd</sup> day of August 2018, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

\_\_\_\_\_  
Danni R. Murphy, Chairwoman  
Planning Commission

ATTEST:

\_\_\_\_\_  
Matt Schneider, Acting Director  
Community Development Department

# Vicinity Map







EXISTING

## Additional Info

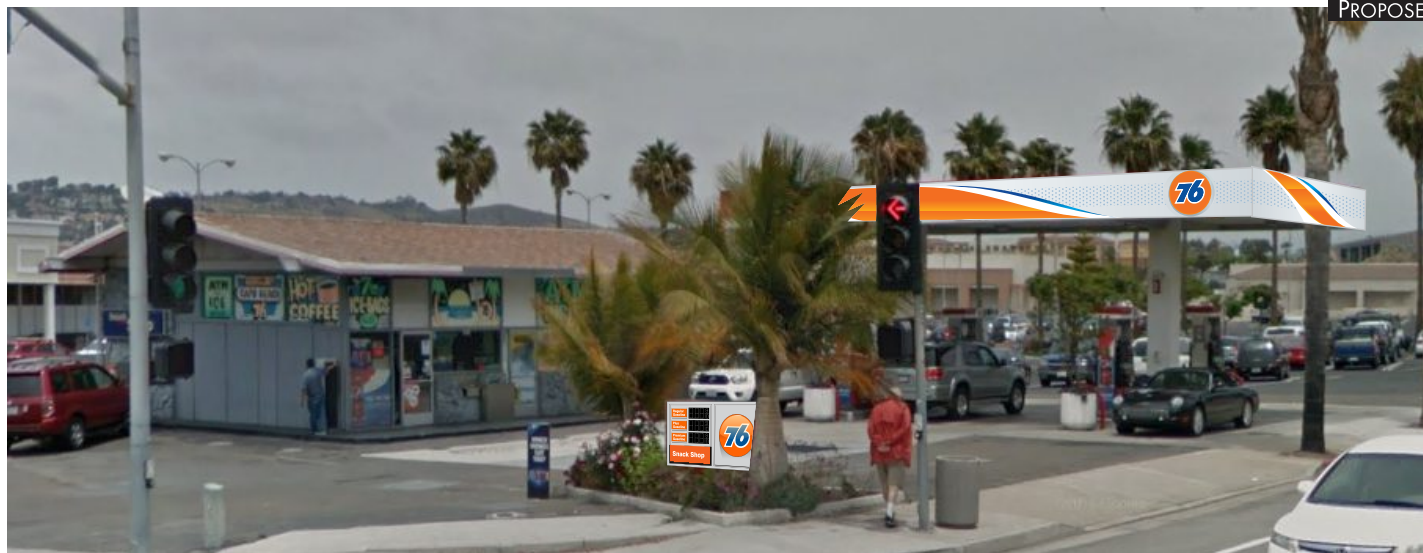
Zoning	C C/V
APN	121-254-14
Lot Area	15,478 sq ft
Building Area	1,190 sq ft

Landscape Min. 2,322 sq ft

Sign	Qty	Existing	Proposed
Canopy Logo	2	5.94	5.94
Main ID	1	21.29	21.29
Dispenser	4	50.47	53.12
Building Signs	2	38.88	0*

Total		116.58	80.35
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\*Existing non conforming cabinet signs to be removed



PROPOSED

SPP18-0001



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(P) 818.993.5406 (F) 818.993.3174

State Licence 853228



## Job Location

#856535  
34131 Doheny Park Rd  
Capistrano beach, CA 92624

## Owner Information

Northwest Dealerco Holdings  
29501 Canwood St. #200  
Agoura Hills, CA 91301  
818-206-5700  
bwhalen@platinum-energy.com

## Project Information

Project - 76 Crest Image  
Designed by - CP

## Approval

Owner - Date -

I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.

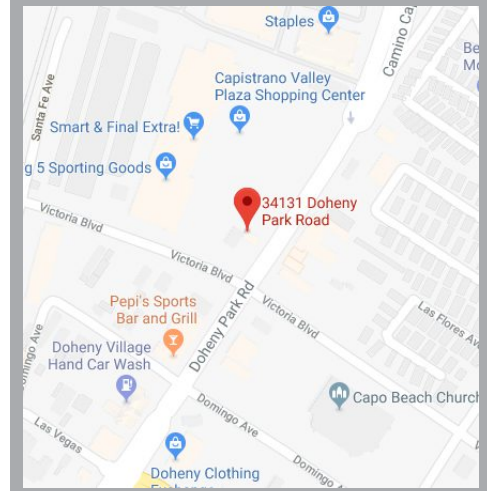
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# Siteplan



## Vicinity Map



## Additional Info

Zoning	C C/V
APN	121-254-14
Lot Area	15,478 sq ft
Building Area	1,190 sq ft
Req. Landscape	2,322 sq ft

## Project Overview (Legend)

(A)	Canopy
(C)	MID Sign

### Approved Landscape Coverage/Plants:

- Anigozanthos Flavids 'Big Red'/Kangaroo Paw
- Agave Attenuate 'Blue Flame'/Agave
- Hesperaloe Parviflora 'Perpa'/Hesperaloe
- Agave Americana/Century Plant
- Juncus Patens 'Elk Blue'/Blue Juncus
- Senecio Mandraliscae/Blue Chalk Sticks
- Euphorbia Tiricallii/Sticks on Fire
- Aenium Urbicum Rubrum/Red Salad Bowl
- Echeveria Subrigida 'Fire and Ice'/Fire and Ice
- Yucca Filamentosa/Yucca



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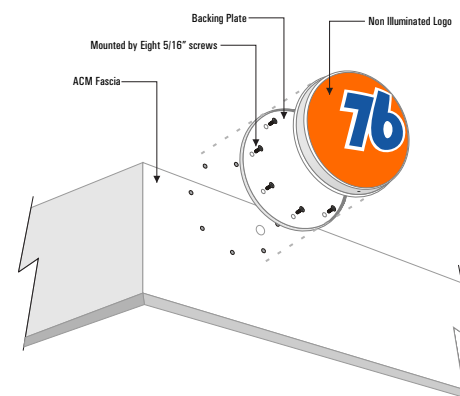
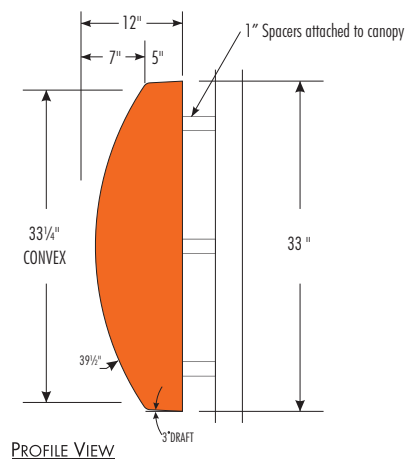
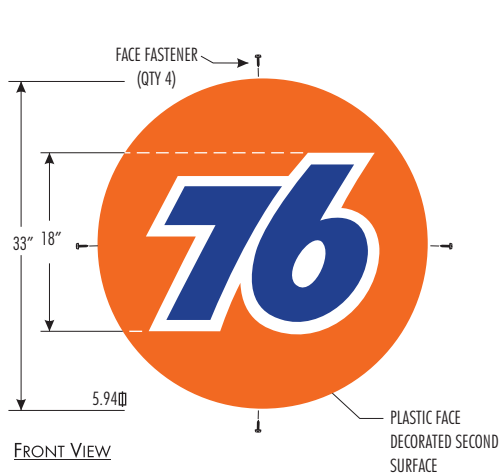
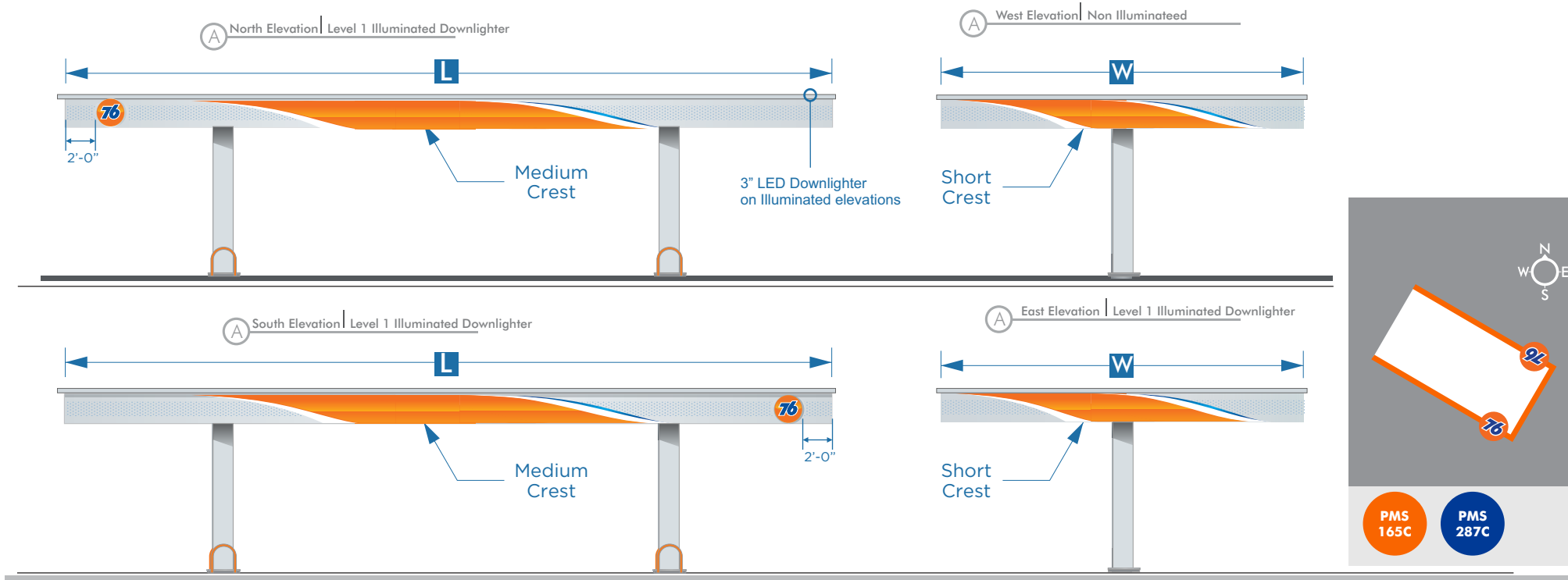
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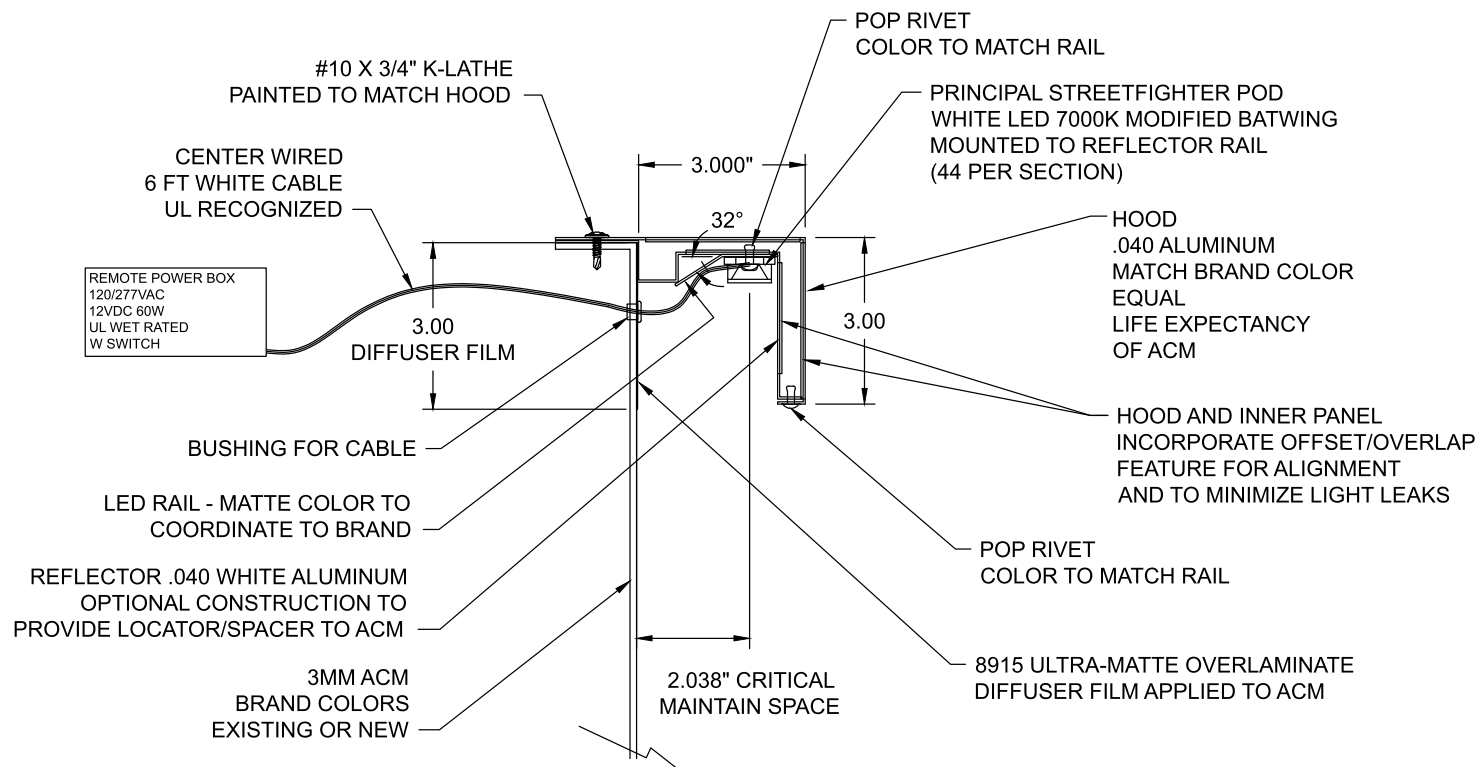
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## DOWNLIGHTER MECHANICS &amp; LUMENS



At the reduced spacing of 2.682" oc, 44 LEDs per 118" length, the POD LED at 110LM/mod yields over 492 LM/ft, 4840 LM/118" section

The LEDs have a special flattened batwing lens to spread the light 30deg along the face, but only 15deg away from the face

Most light is directed to the face of the ACM, which has a 3" diffuser film along the top and a LRV of 11.64

The LRV value is Light Reflectance Value indicates the percentage of visible light reflected by the surface, per ASTM C609

Based on this rating, the ACM will only reflect 11 % of the light  
The diffuser along the top, directly opposite the LEDs is 3M 8915 Ultra-Matte



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Proposed Illuminated Canopy Image



\* Any window that is currently or will remain painted from the inside will be painted to match the adjacent wall color of building as seen from the exterior

Brand rendering may differ from actual site



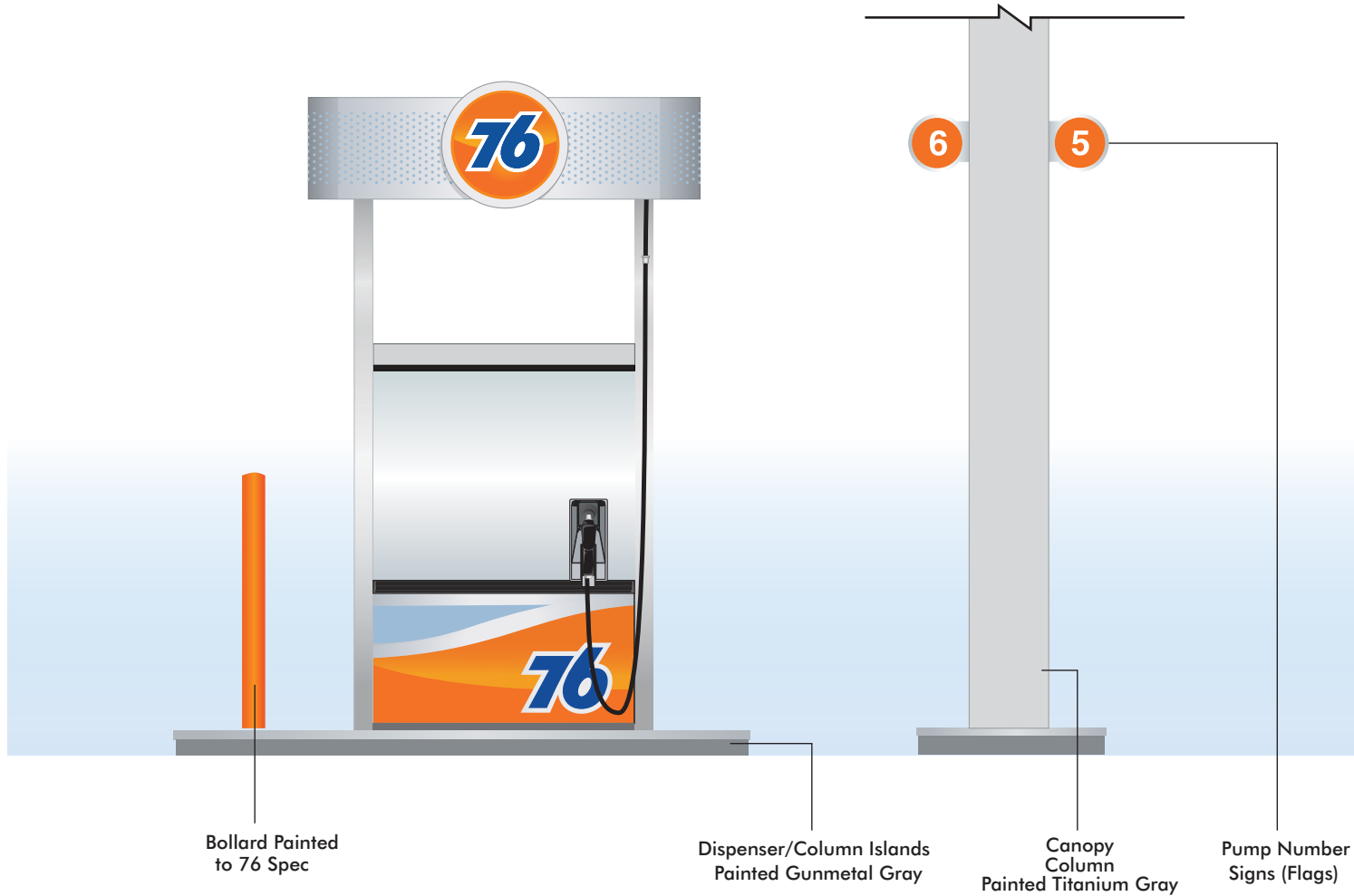
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Job Location	Owner Information	Project Information	Approval
#856535 34131 Doheny Park Rd Capistrano beach, CA 92624	Northwest Dealerco Holdings 29501 Canwood St. #200 Agoura Hills, CA 91301 818-206-5700 bwhalen@platinum-energy.com	Project - 76 Crest Image Designed by - CP	Owner - Date - I have reviewed all renderings and I am satisfied with the look and the scope of work listed within. This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner



## Notes/Disclaimers

## Scope/Elements

Pump Flags	76 Crest - Pump Number Signs, Includes Set of White Vinyl Decal Number Set (1-10)
Valance	Dispenser Valance Kit
Bollards	Paint with 76 Crest Scheme 76 Orange   All Bollards Hempel 4620-002
Columns	Painted with 76 Crest Scheme (Titanium Gray) Hempel 645J9J1926G001 Install regulatory signs/decals
Islands	Painted Gunmetal Gray Hempel 645J9J1904G001

PMS  
165C

PMS  
287C



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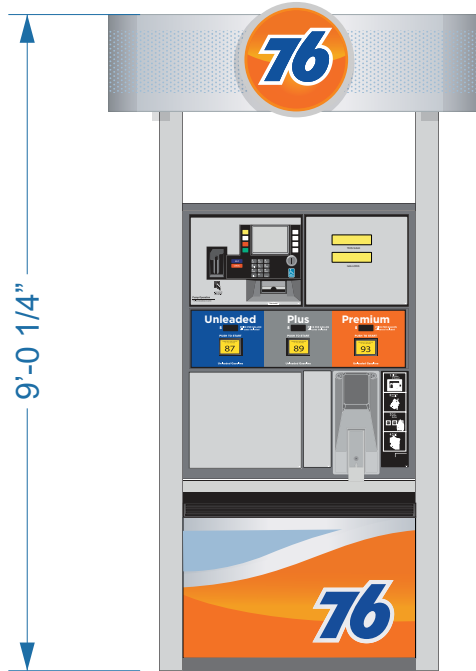
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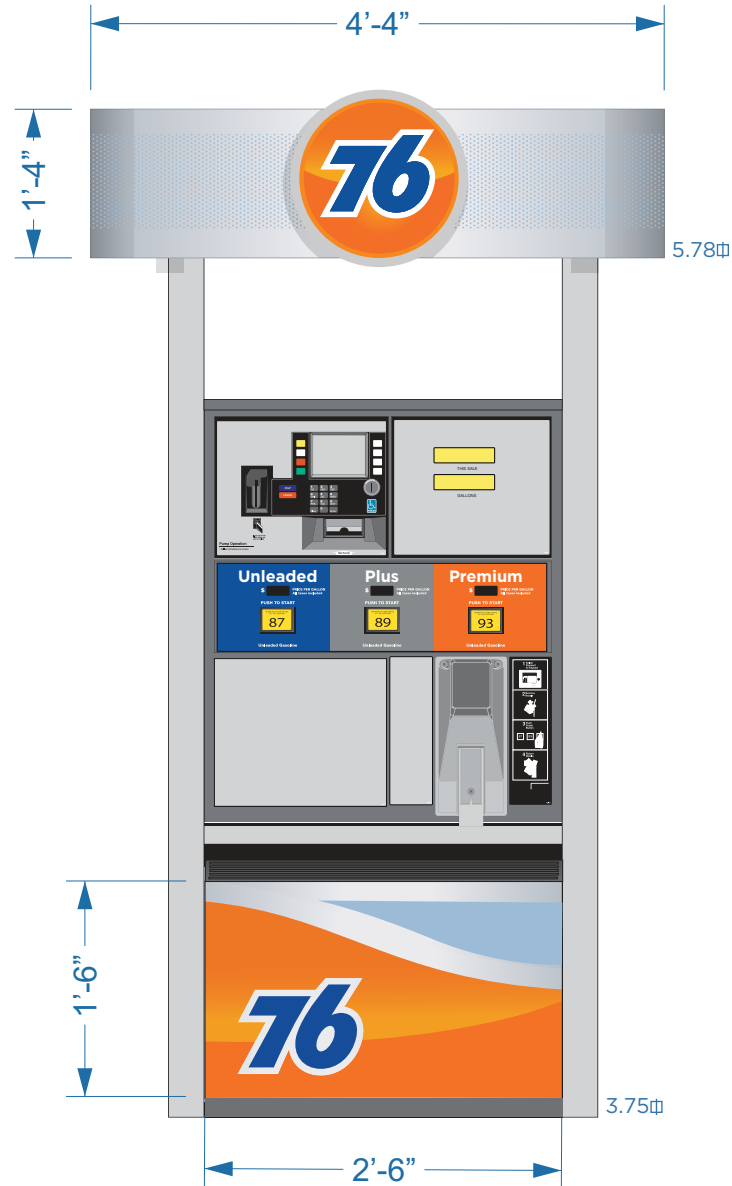
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Reverse Side  
(Note Skirts)



Existing Pump



Gilbarco Advantage Narrow 3P

Valance	New Custom Non-Illuminated Pump Valances
Decals	<ul style="list-style-type: none"> <li>- Warning Decal</li> <li>- Pump Number</li> <li>- Credit Card Decal</li> <li>- Crind Overlays</li> <li>- Product ID Decals</li> <li>- Octane Decals</li> <li>- Be Safe &amp; Pump Decal</li> <li>- Warning Decal</li> <li>- Ethanol Decal</li> <li>- Front Overlays</li> <li>- Additional Regulatory as Needed</li> </ul>
Pump Skirts	<ul style="list-style-type: none"> <li>Doorskins</li> <li>36-1/2w"x24-1/2h" Pair</li> </ul>
Pump Risers	Sideskins
Pump Toppers	Pump advertisement toppers are to be removed.



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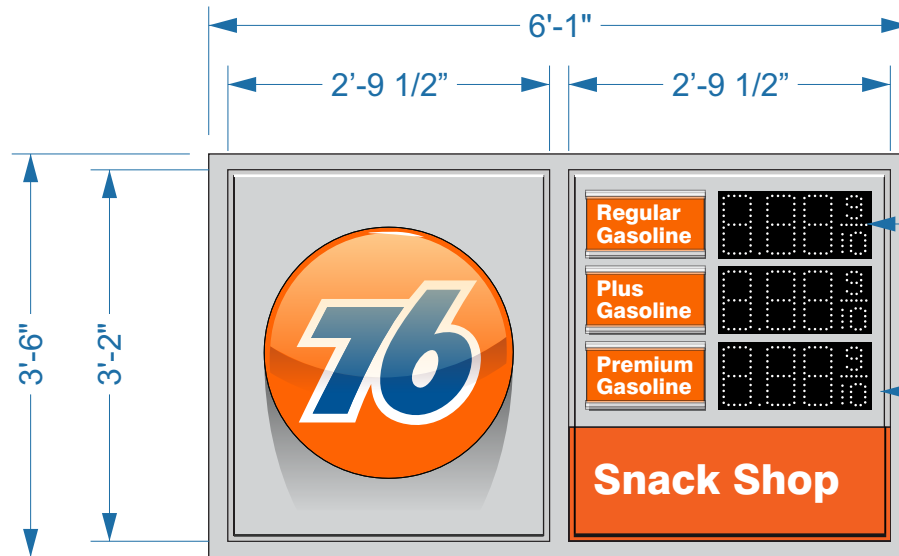
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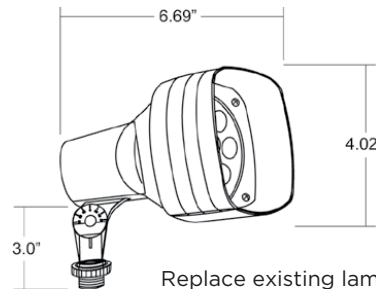
Electronic Price numbers

Polycarbonate Pan formed Price face

1:20  
6" LEDs  
21.29Φ

#### LSI LED BULLETS SMALL FLOOD (SBAS)

#### DIMENSIONS



LIGHT OUTPUT - SBAS			
	Lumens	Watts	LPW
Cool White	778	11	69

1 - 4700K CCT standard



Replace existing lamp for external illumination with new LED lamp. Utilize existing electrical Qty (1) per side

#### 76 Crest Custom Face Replacement

Logo	Pan Formed
Faces	Acrylic/Plexiglass
Display	Multi Segmented LED Digits
Illumination	Externally illuminated with lantern
Install	Faces into retainer style cabinet, test illumination



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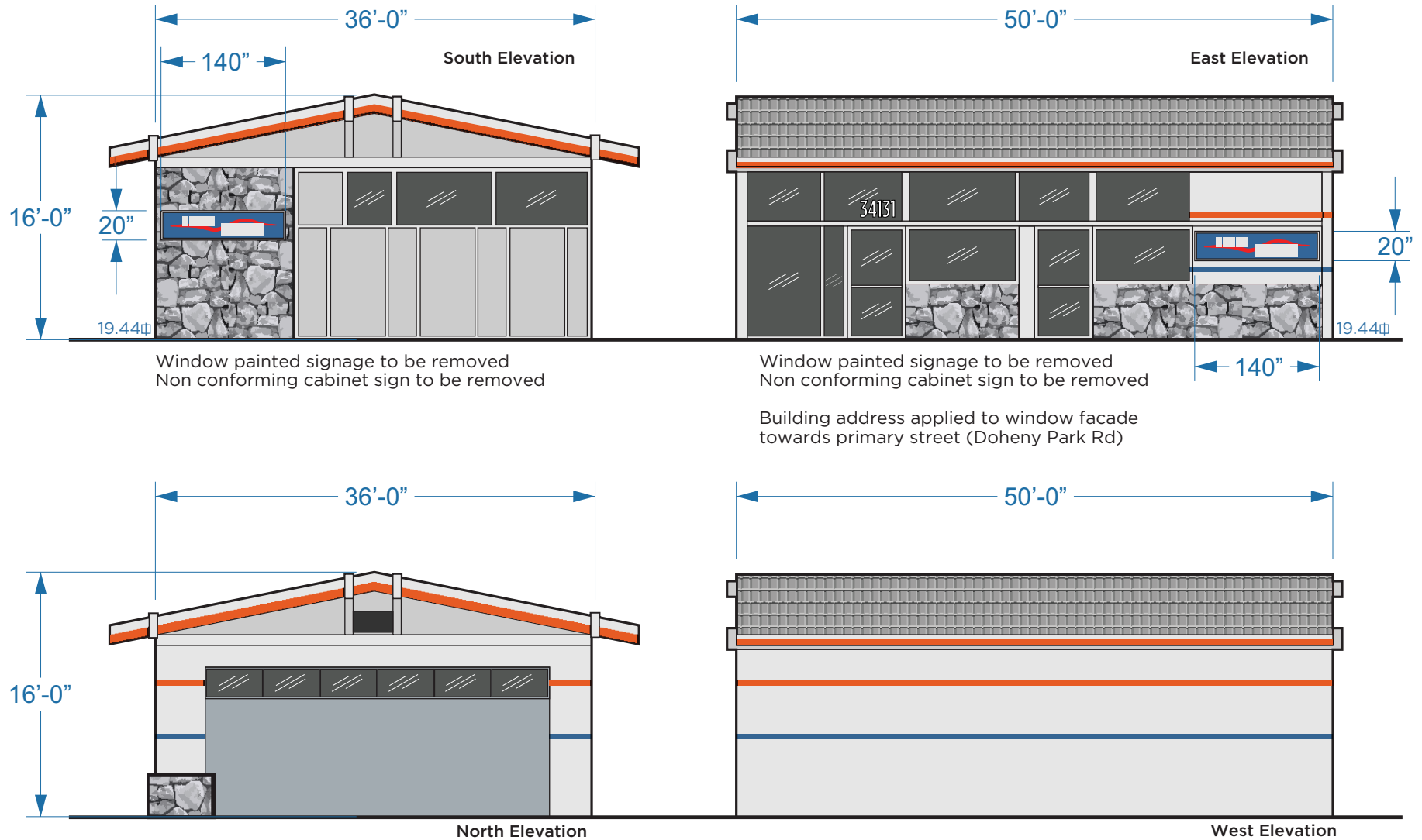
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## Basic Image Store Elevation



Walls will be returned to previous finish after non conforming signs are removed



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State Licence 853228



### Job Location

#856535  
 34131 Doheny Park Rd  
 Capistrano beach, CA 92624

### Owner Information

Northwest Dealerco Holdings  
 29501 Canwood St. #200  
 Agoura Hills, CA 91301  
 818-206-5700  
 bwahlen@platinum-energy.com

### Project Information

Project - 76 Crest Image  
 Designed by - CP

### Approval

Owner - Date -

I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.

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