



Agenda Item B.2
CONCEPTUAL/PRELIMINARY/FINAL REVIEW
Meeting Date: October 28, 2025

TO: Goleta Design Review Board

SUBMITTED BY: Travis Lee, Associate Planner

SUBJECT: 215 Pacific Oaks Road (APN 073-230-050) Pacific Oaks Apartments
Overall Sign Plan and California Environmental Quality Act Notice of
Exemption Case Nos. 25-0004-OSP, 25-0037-DRB

DRB ACTIONS FOR CONSIDERATION:

1. Adopt DRB and California Environmental Act Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311(a) as provided in Attachment B; and
3. Conduct Conceptual, Preliminary, and Final review and approve or approve with conditions.

PROJECT DESCRIPTION:

This is a request for a *Conceptual, Preliminary, and Final Review* for the following signage on an 8.22-acre site with multiple entrances and buildings located in the Planned Residential zone district:

- Two (2) 34.5 square foot illuminated monument signs
- Four (4) non-illuminated directional signs (4 sf)
- One (1) 5 square foot non-illuminated Leasing Center sign
- One (1) 12 square foot non-illuminated directory map

The project was filed by agent Sarah Marshall, SEPPS, for The Towbes Group, property owner.

DISCUSSION:

The scope of this proposal is to review an Overall Sign Plan for the Pacific Oaks Apartments complex. The focus of the Design Review Board is to evaluate the signs as shown in the plans. The DRB has review authority for this project and may grant Approval if the project meets the Required Findings in Goleta Municipal Code §17.58.080. If the DRB cannot make the findings for the project, then the project must be redesigned.

Section 17.40.080(F)2 states: Wall signs may be located up to, but must not exceed, the height of the wall to which they are attached. Since the proposed leasing center wall sign does not exceed the height of the wall to which it is attached, the sign complies with this provision of Title 17.

Additionally, the proposed freestanding monument signs comply with the requirements of Goleta Municipal Code Section 17.40.080.C (Freestanding Signs). This is because:

- the subject parcel has greater than 125' of continuous street frontage;
- the proposed monument signs are less than 6' tall;
- the placement of the monument signs are located outside of the Vision Clearance triangle in accordance with 17.24.210.A.1;
- the proposed monument signs are at least 5' from the edge of the public right-of-way in accordance with 17.40.080.C.1; and
- additional landscaping is not required since a landscaping plan was approved under 69-M-125 and 72-M-071 and is still applicable.

Policy VH 4.13 Signage of the General Plan states:

Signs shall maintain and enhance the city's appearance through design, character, location, number, type, quality of materials, size, height, and illumination. The following standards shall apply:

- a. Signs shall minimize possible adverse effects on nearby public and private property, including streets, roads, and highways.
- b. Signs shall be integrated into the site and structural design, shall be compatible with their surroundings, and shall clearly inform pedestrians, bicyclists, and motorists of business names.
- c. Signs shall not detract from views or the architectural quality of buildings, structures, and/or the streetscape. Protrusion of signs and/or sign structures into the skyline should be minimized to avoid a cluttered appearance.
- d. Signs shall be of appropriate and high-quality style, color, materials, size, height, and illumination.
- e. Lighting is considered an integral part of sign design and shall be controlled to prevent glare and spillage onto adjacent areas.
- f. Internally illuminated cabinet or can signs shall be prohibited.
- g. Billboards and other off-premises advertising signs shall be prohibited.

ENVIRONMENTAL REVIEW (NOE):

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code, §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq.: State CEQA Guidelines), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines and a Notice of Exemption is proposed.

The City of Goleta is acting as the Lead Agency for this project. The project has been found to be exempt from CEQA Guidelines per Section 15311(a) as the site is allowed signage for the apartment complex.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is new signage. The exception set forth in State CEQA Guidelines section 15300.2(a),

Location. Class 11 are qualified by consideration of where the project is to be located and the project is not located in or have an impact on an environmental resource of critical concern that is designated, precisely mapped, or officially adopted pursuant to law by federal, state, or local agencies. Section 15300.2(b)'s exception, relating to cumulative impacts, does not apply as there are no other successive projects of the same type in the same place that could result in significant cumulative impacts. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; signage is not considered unusual. Section 15300.2(d)'s exception does not apply because the project is not located near any scenic highways. Section 15300.2(e)'s exception does not apply because the project site and off-site improvement locations do not contain hazardous waste and are not on any list compiled pursuant to Section 65962.5 of the Government Code. Finally, Section 15300.2(f)'s exception does not apply because the project has no potential of causing a substantial adverse change in the significance of a historical resource. Additionally, the project's site does not contain any identified significant cultural resources, and no grading is proposed.

For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

NEXT STEPS AND ASSOCIATED LAND USE ACTION:

If the DRB grants the applicant's request, the next steps include: (1) a 10-day (DRB) appeal period; (2) ministerial issuance of a Zoning Clearance following (if no appeal if submitted); and (3) Building Permits as needed.

If the DRB action is appealed and the appeal is upheld, DRB's Final Review action will be rescinded and the DRB process will start over.

ATTACHMENTS:

- A - Findings for Approval
- B - Notice of Exemption
- C - Project Plans

ATTACHMENT A

FINDINGS

Attachment A
Design Review Findings for Pacific Oaks Apartments Overall Sign Plan
Case Nos. 25-0037-DRB and 25-0004-OSP

DESIGN REVIEW FINDINGS (GMC SECTION 17.58.080)

1. *The development will be compatible with the neighborhood, and its size, bulk and scale will be appropriate to the site and the neighborhood.*

Aside from the proposed signs, no structural development is proposed. The proposed signage is compatible and in harmony with the site and neighborhood and will adequately identify the use occurring on the project. The signage is appropriate in size, bulk and scale for the site and the use.

2. *Site layout, orientation, and location of structures, including any signage and circulation, are in an appropriate and harmonious relationship to one another and the property.*

The proposed signage and locations are appropriate for a residential apartment complex and comply with the sign requirements of Title 17, as depicted in the Overall Sign Plan (OSP). The proposed locations of the monument signs are near Hollister Ave and Pacific Oaks Road, and the directional signs are located near the driveway entrances. Therefore, the layout, orientation, and location of structures and the property are in an appropriate and harmonious relationship with the proposed signage.

3. *The development demonstrates a harmonious relationship with existing adjoining development, avoiding both excessive variety as well as monotonous repetition, but allowing similarity of style, if warranted.*

While the signs vary in size, the signs maintain the same theme and color palette while maintaining the harmonious relationship with the building architecture as evidenced by their design and consistency with applicable development standards of Title 17.

4. *There is harmony of material, color, and composition on all sides of structures.*

The project is limited to the installation of new signage reflective for an existing apartment complex. This signage is well thought out in terms of material, color, and composition and compliments the Pacific Oaks apartments by complimenting the colors using neutral earth tones.

5. *Any outdoor mechanical or electrical equipment is well integrated in the total design and is screened from public view to the maximum extent practicable.*

The new freestanding monument signs have electrical equipment integrated in the total design and hidden to the maximum extent practicable. All other proposed signs are non-illuminated.

6. *The site grading is minimized, and the finished topography will be appropriate for the site.*

No grading is proposed as part of this project.

7. *Adequate landscaping is provided in proportion to the project and the site with due regard to preservation of specimen and protected trees, and existing native vegetation.*

No new landscaping is proposed as part of the proposed signs and no specimen, protected trees, or existing native vegetation will be removed as part of the project.

8. *The selection of plant materials is appropriate to the project and its environment, and adequate provisions have been made for long-term maintenance of the plant materials.*

No landscaping is proposed as part of this project.

9. *All exterior lighting, including for signage, is well designed, appropriate in size and location, and dark-sky compliant.*

The signs that are illuminated are internally illuminated and will be dark-sky compliant.

10. *The project architecture will respect the privacy of neighbors, is considerate of private views, and is protective of solar access off site.*

The proposed signage will not impede privacy of neighbors, impact existing views, and will not result in obstruction of solar access to other adjacent properties given their placement and orientation.

11. *The proposed development is consistent with any additional design standards as expressly adopted by the City Council. (Ord. 20-03 § 6).*

There are no additional design standards adopted for signage or for this zoning district. The proposed wall signs are consistent with applicable policies of the City of Goleta General Plan, for example VH Policy 4.13.

CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING

12. *The development or project is within the project description of a proposed or adopted California Environmental Quality Act document (i.e., Environmental*

Impact Report, Mitigated Negative Declaration, or Negative Declaration) or is statutorily or categorically exempt from California Environmental Quality Act.

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code, §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq.: State CEQA Guidelines), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines and a Notice of Exemption is proposed.

The City of Goleta is acting as the Lead Agency for this project. The project has been found to be exempt from CEQA Guidelines per Section 15311(a) because the applicant proposes to permit signage.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project given the nature of the proposal which is new signage for proposed buildings. The exception set forth in State CEQA Guidelines section 15300.2(a), Location. Class 11 are qualified by consideration of where the project is to be located and the project is not located in or have an impact on an environmental resource of critical concern that is designated, precisely mapped, or officially adopted pursuant to law by federal, state, or local agencies. Section 15300.2(b)'s exception, relating to cumulative impacts, does not apply as there are no other successive projects of the same type in the same place that could result in significant cumulative impacts. Section 15300.2(c)'s exception does not apply because there are no "unusual circumstances" that apply to the project; signage is not considered unusual. Section 15300.2(d)'s exception does not apply because the project is not located near any scenic highways. Section 15300.2(e)'s exception does not apply because the project site and off-site improvement locations do not contain hazardous waste and are not on any list compiled pursuant to Section 65962.5 of the Government Code. Finally, Section 15300.2(f)'s exception does not apply because the project has no potential of causing a substantial adverse change in the significance of a historical resource. Additionally, the project's site does not contain any identified significant cultural resources, and no grading is proposed.

For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

ATTACHMENT B

CEQA NOTICE OF EXEMPTION

NOTICE OF EXEMPTION (NOE)

To: ☐ Office of Planning and Research
P.O. Box 3044, 1400 Tenth St. Rm. 212
Sacramento, CA 95812-3044

From: City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

☒ Clerk of the Board of Supervisors
County of Santa Barbara
105 E. Anapamu Street, Room 407
Santa Barbara, CA 93101



Subject: Filing of Notice of Exemption

Project Title:

Pacific Oaks Apartments Signage
Case No. 25-0004-OSP, 25-0037-DRB

Project Applicant:

Sarah Marshall of SEPPS Inc
On behalf of The Towbes Group, property owner

Project Location (Address and APN):

215 Pacific Oaks Road
Goleta, CA 93117
County of Santa Barbara
APN: 073-230-050

Description of Nature, Purpose and Beneficiaries of Project:

The request is for signage as follows:

- Two (2) 34.5 square foot illuminated monument signs
- Four (4) non-illuminated directional signs (4 sf)
- One (1) 5 square foot non-illuminated Leasing Center sign
- One (1) 12 square foot non-illuminated directory map

The purpose of the project is to provide identification for the apartment complex. The beneficiary of the project is the property owner.

Name of Public Agency Approving the Project:

Design Review Board of the City of Goleta

Name of Person or Agency Carrying Out the Project:

Sarah Marshall of SEPPS Inc, on behalf of The Towbes Group, Property Owner

Exempt Status: (check one)

- ☐ Ministerial (Sec. 15268)
- ☐ Declared Emergency (Sec. 15269 (a))
- ☐ Emergency Project (Sec. 15269 (b) (c))
- ☒ Categorical Exemption: § 15311 (a) (On-premise signs)
- ☒

NOTICE OF EXEMPTION (NOE)

Reason(s) why the project is exempt:

Pursuant to the requirements of the California Environmental Quality Act (CEQA) (Public Resources Code, §§ 21000 et seq.), the regulations promulgated thereunder (14 Cal. Code of Regulations, §§ 15000, et seq.: State CEQA Guidelines), and the City's Environmental Review Guidelines, the project has been found to be exempt from CEQA under Section 15311(a) of the CEQA Guidelines and a Notice of Exemption is proposed.

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For these reasons, the project has been found exempt from CEQA and the adoption of a NOE is recommended for consideration as noted above.

City of Goleta Contact Person, Telephone Number, and Email:

Travis Lee, Associate Planner
805-562-5528
tlee@cityofgoleta.gov

Signature

Title

Date

If filed by the applicant:

1. Attach certified document of exemption finding
2. Has a Notice of Exemption been filed by the public agency approving the project?

NOTICE OF EXEMPTION (NOE)

☐ Yes

☐ No

Date received for filing at OPR: _____

Note: Authority cited: Section 21083 and 211110, Public Resources Code
Reference: Sections 21108, 21152.1, Public Resources Code

ATTACHMENT C

PROJECT PLANS

PRODUCT:

OSP SUBMITTAL PACKAGE

REV.

G

TEMEKA GROUP



9073 Pulsar Court "B"
Corona, CA 92883
📞 951.277.2525 📠 951.277.2546
🌐 temekagroup.com

JOB NAME: GD2025 - THE TOWBES GROUP - PACIFIC OAKS - FOR SUBMITAL

SALES REP: TR

DATE: 07/14/2025

SCALE: N/A

DESIGNER: BG

REVISION:

NO.	DATE
A	07/14/2025
B	07/22/2025

PAGE 0-5 & 0-6 HAS BEEN REVISED

C	07/28/2025
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ADDITIONAL CHANGES MADE

D	08/01/2025
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FONT ADDED TO EACH PAGE

E	09/11/2025
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SQ FT ADDED

F	09/18/2025
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SQ FT REVISED

G	09/22/2025
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SQ FT REVISED

COLORS: DIGITAL TO PRINT AS IS

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PACIFIC OAKS APARTMENTS

7170 DAVENPORT RD, GOLETA, CA 93117

OSP SUBMITAL

PROJECT DESCRIPTION

Freestanding Directories
Leasing Center Awning Sign
Directional Signs
Monument Signs

SHEET INDEX

0-0COVER SHEET

0-1SITE PLAN

0-2DIRECTORY

0-3LEASING CENTER SIGN

0-4DIRECTIONAL SIGN

0-5ILLUMINATED MONUMENT SIGN

0-6ILLUMINATED MONUMNET SIGN CONTINUED

SQUARE FOOTAGE

12 Sq. Ft.	QTY 1
5 Sq. Ft.	QTY 1
4 Sq. Ft.	QTY 4
34.5 Sq. Ft.	QTY 2

TOTAL SQUARE FOOTAGE = 102 Sq. Ft.

13

PRODUCT #:

COMMUNITY MAP FOR SUBMITAL

REV. C

TEMEKA GROUP

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Corona, CA 92883

951.277.2525 951.277.2546

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JOB NAME: GD2025 - THE TOWBES GROUP - PACIFIC OAKS - FOR SUBMITAL

SALES REP: TR

DATE: 07/14/2025

SCALE: N/A

DESIGNER: BG

REVISION:

NO.	DATE
A	07/14/2025
B	07/28/2025

MAP HAS BEEN REVISED

C	09/22/2025
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SIGHT TRIANGLES ADDED AND ACCOUNTED FOR

COLORS: DIGITAL TO PRINT AS IS

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Date

The site plan illustrates the layout of the Pacific Oaks community, bounded by Hollister Ave to the north and Davenport Rd to the south. The western boundary is defined by El Encanto Creek, and the eastern boundary is Pacific Oaks Rd. The plan includes several buildings labeled BLDG 245, BLDG 235, BLDG 225, BLDG 215, BLDG 7280, BLDG 7260, BLDG 7240, BLDG 7220, BLDG 7190, BLDG 7170, and BLDG 7210. A central area contains a CLUBHOUSE and an OFFICE. The plan also shows parking areas, landscaping, and property lines. Proposed signs are indicated by red labels: TR-13518-0 (Vehicle Directional) at the northwest and southwest corners, TR-13504-0 (Directory Map) near the clubhouse, TR-13666-0 (Leasing Center Sign) near the office, and TR-13502-0 (Illuminated Monument Sign) at the northeast and southeast corners. A north arrow and a scale bar (0 to 90 feet) are located in the upper right corner.

TYPE	DESCRIPTION	QTY.
TR-13504-0	Directory Map	1
TR-13666-0	Leasing Center Sign	1
TR-13518-0	Directional Sign	4
TR-13502-0	Illuminated Monument Sign	2

14

PRODUCT #:

TR-13666-0

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FILE PATH:

GD2025 / THE TOWBES GROUP / PACIFIC OAKS / DESIGN

SALES REP: TR

DATE: 6/12/25

SCALE: 3/4" = 1'

DESIGNER: CJB

REVISION:

NO.	DATE
A	6/12/25 (.50)
B	6/17/25 (.50) COPY CHANGE
C	07/28/2025 - BG

DESIGN HAS BEEN REVISED

COLORS:

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CUSTOMER APPROVAL:

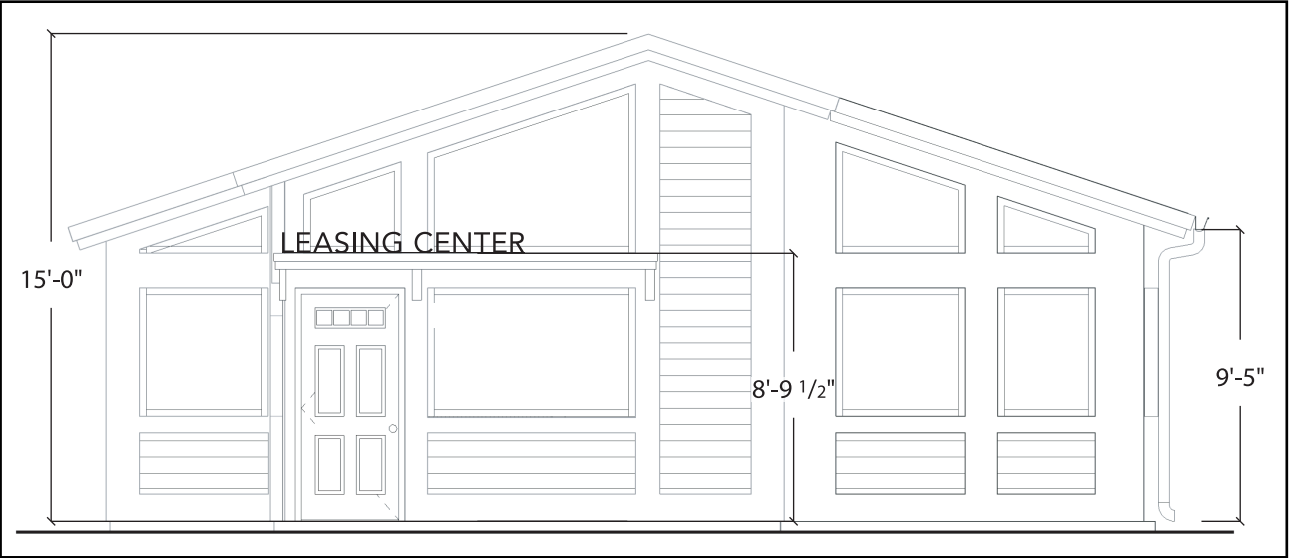
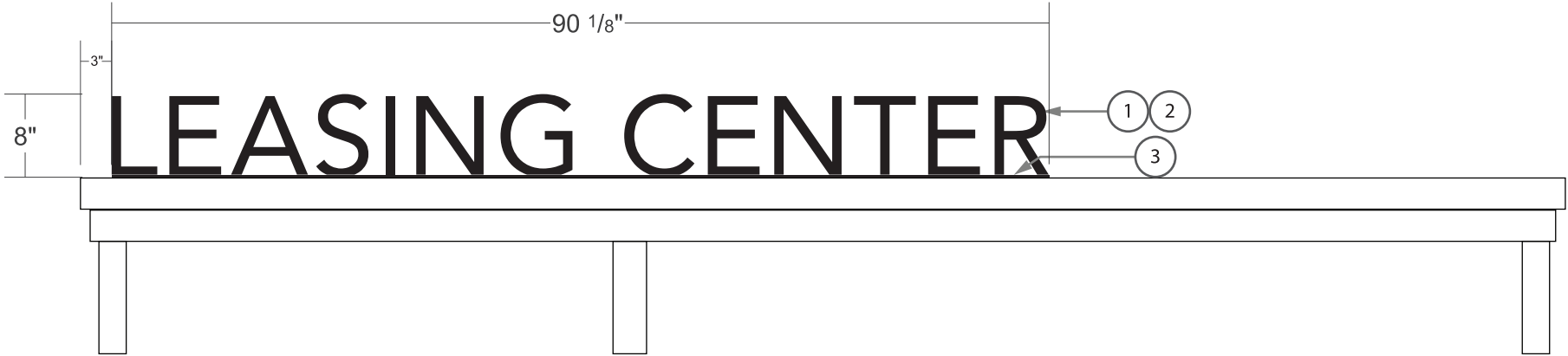
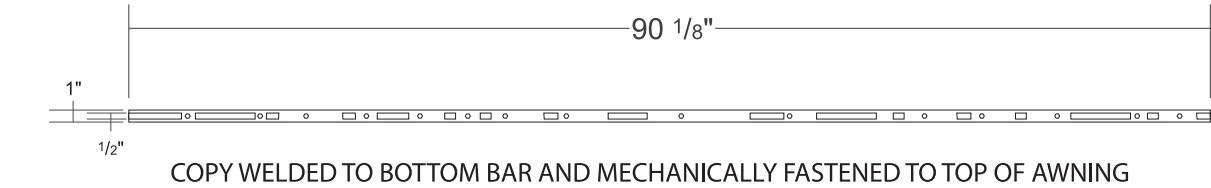
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5 SQ. FT. PER SIGN



AWNING MOUNTED CUTOUT COPY			
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	CB-48902-0	ARTWORK - 1 SET OF CUTOUT COPY	1
2	-----	1/2" THK. ALUMINUM, PAINTED BLACK WELDED TO BOTTOM BAR	1
3	-----	1/4" THK. ALUMINUM BAR - 1" WIDE, PAINTED BLACK	1

FONT: AVENIR ROMAN

PRODUCT #:

TR-13518-0

REV.

A

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FILE PATH:

GD2025 / THE TOWBES GROUP / PACIFIC OAKS / DESIGN

SALES REP: TR

DATE: 2/17/25

SCALE: 1" = 1'

DESIGNER: CJB

REVISION:

NO.	DATE
A	2/17/25 (.25)

COLORS:

DUNN EDWARDS DE 6221 "FLINTSTONE"

DUNN EDWARDS DE 5717 "PISTACHIO ICE CREAM"

WHITE

DUNN EDWARDS DE 634 "DOWNING TO EARTH"

CUSTOMER APPROVAL:

0-4

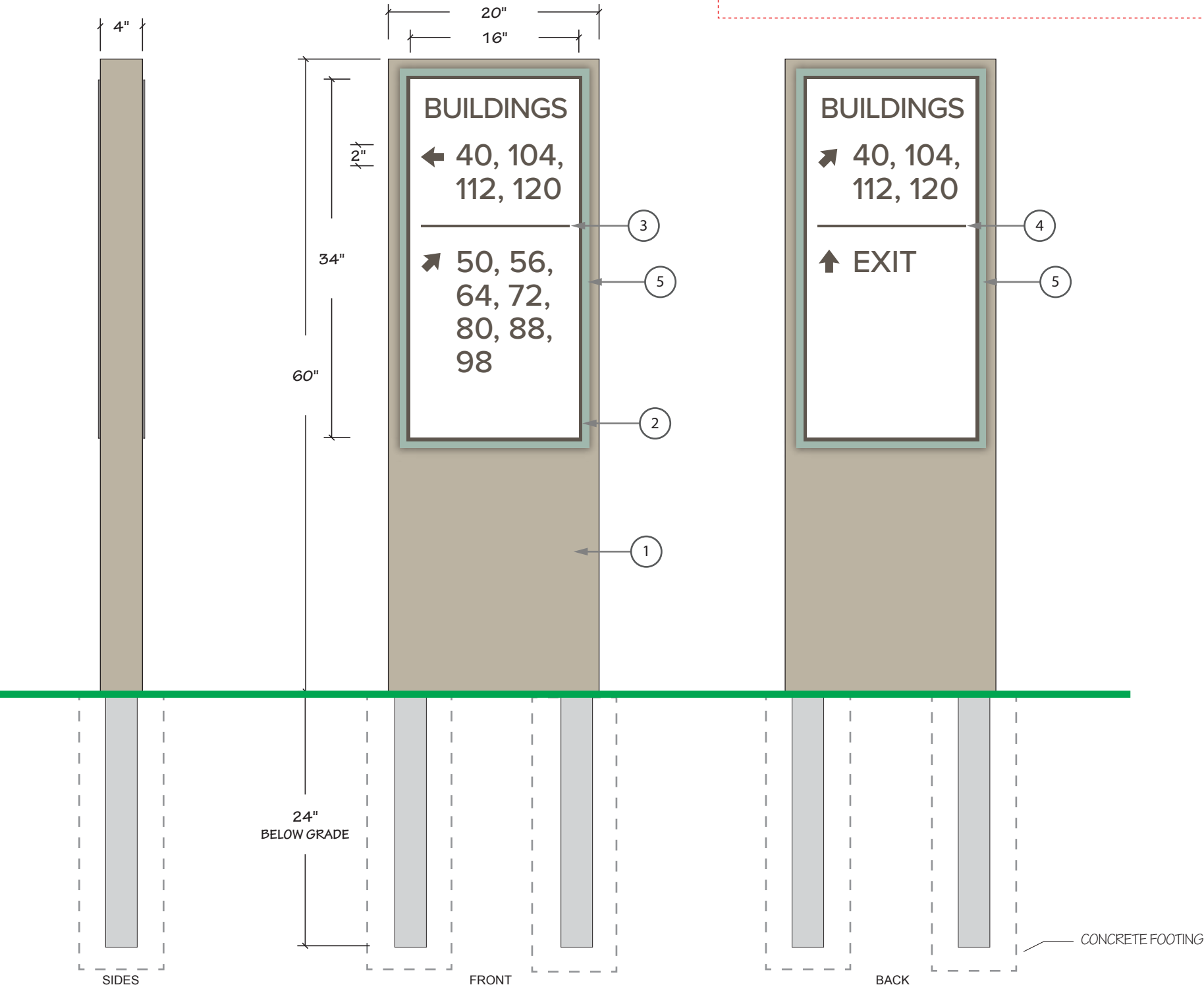
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BUILDING NUMBERS/DIRECTIONS TBD



D/F BUILDING DIRECTIONAL SIGN			
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	-----	.090 ALUMINUM CAN SIGN	1
2	CB-48408-0	DIRECT PRINT BACKGROUND/BORDERS	1
3	CB-48408-0	PRINT & CUT VINYL CUTOUT COPY, ARROWS & UNDERLINES	1
4	CB-48408-1	PRINT & CUT VINYL CUTOUT COPY, ARROWS & UNDERLINES	1
5	-----	.080 ALUMINUM PANEL	2

FONT: PROXIMA NOVA REGULAR

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FILE PATH:
GD2025 / THE TOWBES GROUP /
PACIFIC OAKS / DESIGN

SALES REP: TR
DATE: 5/7/25
SCALE: 3/8" = 1'
DESIGNER: CJB

REVISION:	
NO.	DATE
A	5/7/25 (1.50)
B	5/8/25 (.25) NEW FONT
C	5/12/25 (.25) CAPITALIZE LETTERSV
D	07/27/2025 - BG NEW LETTER DESIGN

COLORS:



CORTEN STEEL



WHITE ACRYLIC

CUSTOMER APPROVAL:

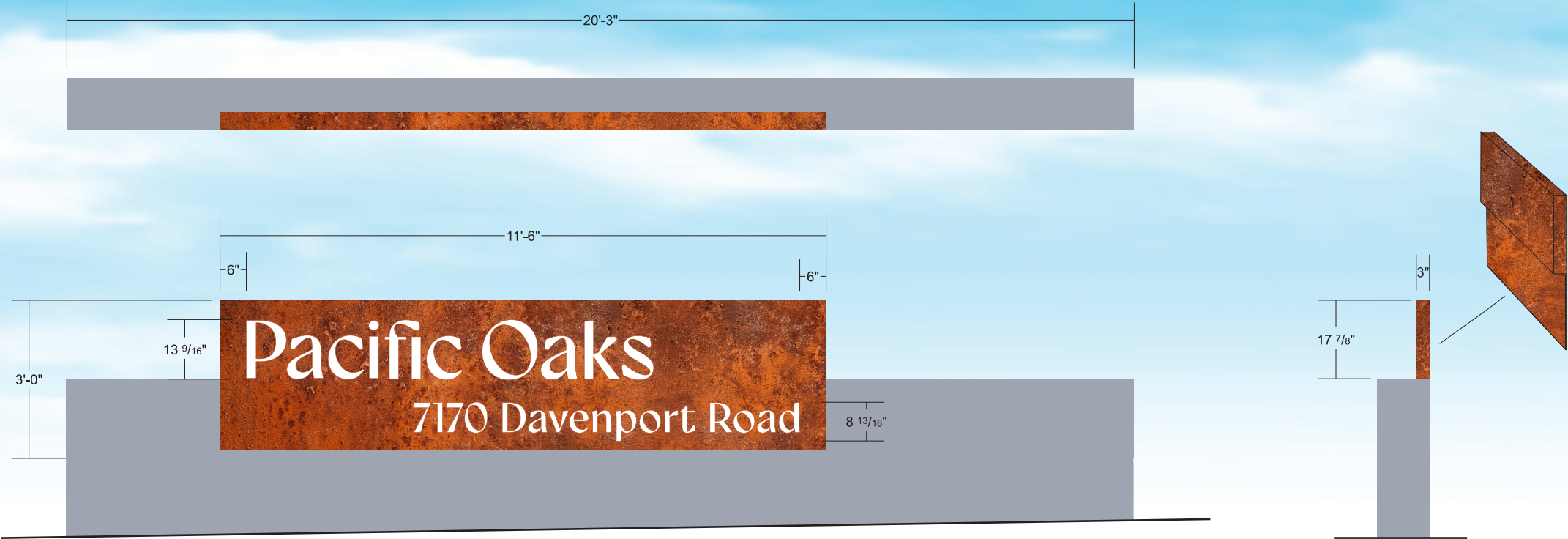
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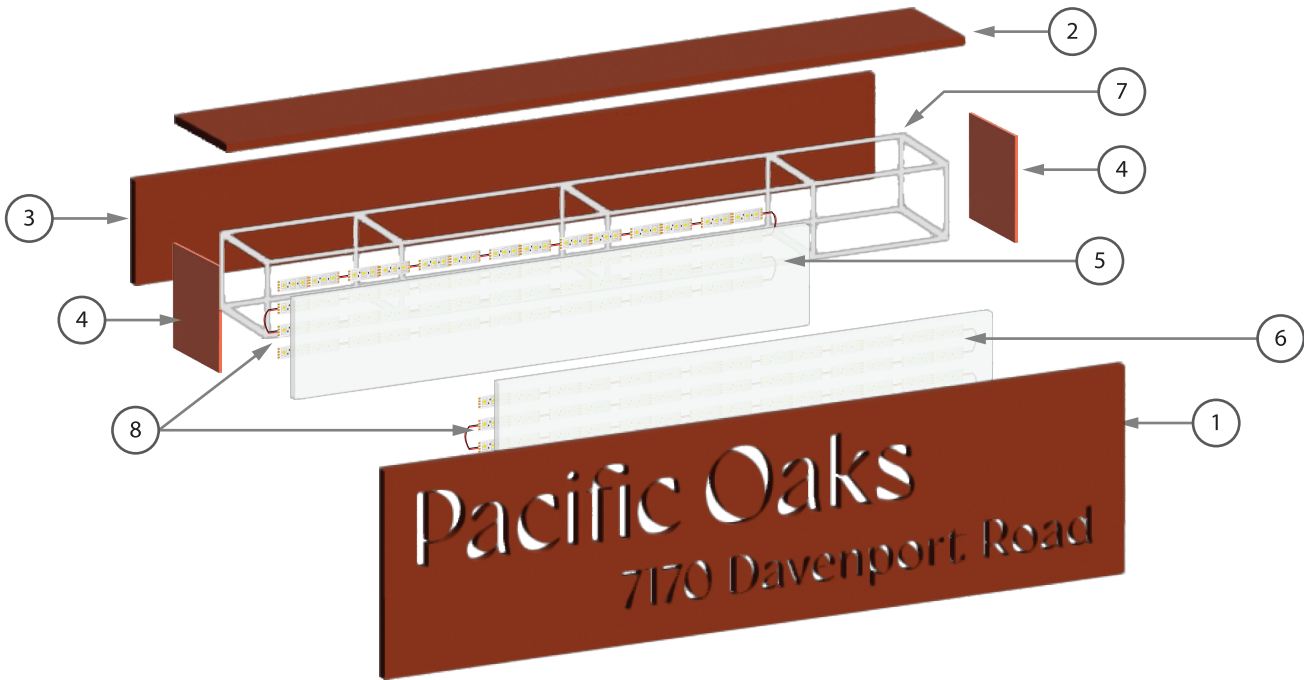
Date

34.5 SQ. FT. PER SIGN



FONT: TO BE DETERMINED

INTERNALLY ILLUMINATED CORTEN STEEL BOX W/CUT-THRU LETTERS, STEEL TUBE FRAME & WHITE ACRYIC INNER DIFUSER PANEL FOR LED INTERNAL LIGHTING
FACE SWEURED TO TUBE FRAME WITH STEEL MACHINE SCREWS
ALL OTHER PANELS WELDED TO TUBE FRAME
CLIENT TO PROVIDE POWER TO WALL



SEE NEXT PAGE FOR DIMENSIONS

FONT: GYST VARIABLE ROMAN MEDIUM

S/F CORTEN STEEL MONUMENT WALL BOX CONCRETE WALL BY OTHERS				
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.	
1	CB-48778-0	1/4" CORTEN STEEL FACE W/CUT-THRU LETTERS	1	
2	CB-48778-1	1/4" CORTEN STEEL TOP PANEL	1	
3	CB-48778-2	1/4" CORTEN STEEL BACK PANEL	1	
4	CB-48778-3	1/4" CORTEN STEEL SIDE PANEL	2	
5	CB-48778-4	1/4" TRANSLUCENT WHITE ACRYLIC DIFFUSER	2	
6	CB-48778-5	1/4" TRANSLUCENT WHITE ACRYLIC DIFFUSER	2	
7	-----	1" SQUARE STEEL TUBE FRAME	1	
8	-----	LED INTERNAL LIGHTING	18	--

PRODUCT #:

TR-13502-0

REV.

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FILE PATH:

GD2025 / THE TOWBES GROUP / PACIFIC OAKS / DESIGN

SALES REP: TR

DATE: 5/7/25

SCALE: 3/8" = 1'

DESIGNER: CJB

REVISION:

NO.	DATE
A	5/7/25 (1.50)
B	5/8/25 (.25) NEW FONT
C	5/12/25 (.25) CAPITALIZE LETTERSV
D	07/27/2025 - BG NEW LETTER DESIGN

COLORS:

CUSTOMER APPROVAL:

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Date

PAGE 2 OF 2

The diagram illustrates the construction of a sign assembly. It includes a 3D perspective view of the 1" SQ. STEEL TUBE FRAME, which is 11'-4" long and 15 7/8" high. The frame is composed of four vertical tubes and two horizontal tubes. The sign components are shown in a 2D layout with dimensions:

- CORTEN STEEL TOP:** 11'-6" wide, 3" high.
- CORTEN STEEL BACKER:** 11'-6" wide, 1'-5 7/8" high.
- CORTEN STEEL W/CUT-THRU LETTERS:** 11'-6" wide, 3'-0" high. The text "Pacific Oaks" and "7170 Davenport Road" is cut-thru.
- WHITE ACRYLIC:** Two pieces, each 6'-0" wide and 1'-5" high. Two smaller pieces, each 4'-7" wide and 1'-0" high.

FONT: GYST VARIABLE ROMAN MEDIUM

19