



**Agenda Item B.1**  
**CONCEPTUAL/PRELIMINARY/FINAL REVIEW**  
**Meeting Date: March 10, 2026**

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**TO:** Goleta Design Review Board

**SUBMITTED BY:** Travis Lee, Associate Planner

**SUBJECT:** 191 N Fairview Ave (APN 077-170-042) The Picklr Signage Case Nos. 26-0007-ZC, 26-0004-DRB

**DRB ACTIONS FOR CONSIDERATION:**

1. Adopt DRB and CEQA Findings provided as Attachment A;
2. Adopt CEQA Categorical Exemption Section 15311 (a) on-premise signs (Attachment B); and
3. Conduct Conceptual/Preliminary/Final review and approve (or approve with conditions).

If the findings cannot be made to approve the request at this meeting, the DRB can either continue the item for additional information/redesign or deny the request specifically identifying the reasons for the denial.

**PROJECT DESCRIPTION:**

This is a request for a **Conceptual/Preliminary/Final** review for a new 95.83 square foot internally illuminated wall sign featuring 'PICKLR' in 2'-9" tall channel letters and a 4'x 4'-5 5/8" 'Picklr P' logo on a backer panel for a new business within the Fairview Shopping Center.

The property is located in the Inland Zone and has a General Plan Land Use and Zoning Designation of Community Commercial (CC). The project does not include a request for a modification. The proposed development is to be reviewed and approved by the Design Review Board as required by Title 17 and the Fairview Shopping Center Overall Sign Plan. The project was filed by Crispin Zamorano, agent for Fairview Center LLC, property owner.

**DISCUSSION:**

The scope of this proposal is for the new internally illuminated wall mounted sign for the existing tenant space (formerly Bed, Bath, and Beyond) within the Fairview Shopping Center. The new tenant will be indoor pickleball courts. The focus of the Design Review Board is to evaluate the new sign. 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.

The proposed wall sign meets the requirements of the Fairview Shopping Center OSP (approved January 4, 2007) and the wall sign requirements of Title 17.40.080.F. The OSP requires that all signs obtain Design Review Board approval. The proposed wall sign does not exceed the height of the building wall to which it is attached, only projects 6 inches from the wall which is less than the 1' maximum, does not cover any required wall openings, is placed flat against the wall building, and has 33" letters which is shorter than the 48" high letters maximum for a major tenant (>39,000sf) allowed by the Fairview Shopping Center OSP.

### **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) because the applicant proposes to install a new wall sign.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project. 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; new signage for a commercial building in a shopping center is not 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 ground disturbance 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; (3) review and approval by Building & Safety ("Building Permits"); and (4) sign installation, including Building & Safety site inspections.

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

**ATTACHMENTS:**

- A – DRB and CEQA Findings for Approval
- B – Notice of Exemption
- C – Project Plans
- D – Fairview Shopping Center Overall Sign Plan

**ATTACHMENT A**

**FINDINGS**

**Attachment A  
Design Review & CEQA Findings  
The Picklr New Signage  
191 N Fairview Ave  
Case Nos. 26-0007-ZC; 26-0004-DRB**

**DESIGN REVIEW FINDINGS (GMC SECTION 17.58.080)**

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

*The proposed internally illuminated wall sign is mounted above the store entrance with letter heights (33.25" tall) that are consistent with the Fairview Shopping Center Overall Sign Plan (OSP). As such, the signage is proportionate to the size, bulk, and scale of the front façade of the building and surrounding buildings within the Fairview Shopping Center. The proposed sign also complies with the wall sign requirements of Title 17.40.080.F: the proposed wall sign does not exceed the height of the building wall to which it is attached, only projects 6.5" from the wall which is less than the 1' maximum, does not cover any required wall openings, is placed flat against the wall building. Based on the consistency with the adopted OSP standards and Title 17, the signage fits in well with the commercial uses in the area.*

- B. 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 is well-proportioned to the building's front façade to reflect the new business. The proposed signage includes a single wall sign on the front (east facing) building façade and includes the business name and small logo only. Additionally, the signage does not compete or conflict with other signage within the Fairview Shopping Center. Therefore, the layout, orientation, and location of structures and the property are in an appropriate and harmonious relationship with the proposed signage.*

- C. 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.

*The proposed signage has a harmonious relationship with building architecture and signage along the Fairview Avenue corridor as evidenced by its consistency with applicable development standards of Title 17 and the Fairview Shopping Center OSP.*

- D. There is harmony of material, color, and composition on all sides of structures.

*No changes are proposed to the exterior of the existing building.*

- E. 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 project does not propose any new outdoor mechanical or electrical equipment.*

- F. The site grading is minimized, and the finished topography will be appropriate for the site.

*No grading is proposed.*

- G. 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 required as part of the proposed sign.*

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

*The proposed internally illuminated wall sign with one line of halo lit channel letters complies with the signage lighting requirements of Title 17 and the Fairview Shopping Center OSP and does not include any up-lighting, consistent with dark-sky requirements.*

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

*The location, size, and text of the proposed sign is consistent with requirements in the Fairview Shopping Center OSP and Title 17. The wall sign does not exceed the height of the existing tenant space so it would not affect views or solar access. While the sign is internally illuminated, it faces east towards one of Fairview Shopping Center's parking areas. Therefore, 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.*

- J. 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 this zoning district.*

## **CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDING**

- K. 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.

*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 install a new wall sign consistent with the adopted OSP.*

*Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project. 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; new signage for a commercial building in a shopping center is not 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 ground disturbance is proposed.*

**ATTACHMENT B**

**CEQA NOTICE OF EXEMPTION**

## NOTICE OF EXEMPTION (NOE)

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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

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**Project Title:**

The Picklr New Signage  
Case No. 26-0007-ZC; 26-0004-DRB

**Project Applicant:**

Crispin Zamorano, agent for Fairview Center LLC, property owner.

**Project Location (Address and APN):**

191 N Fairview Ave  
Goleta, CA 93117  
County of Santa Barbara  
APN: 077-170-042

**Description of Nature, Purpose, and Beneficiaries of Project:**

The proposal includes an approximately 81.99 square foot internally illuminated wall sign for a new business within the Fairview Shopping Center.

The purpose of the project is to provide signage for a new business tenant. The beneficiary of the project is the property owner.

**Name of Public Agency Approving the Project:**

City of Goleta

**Name of Person or Agency Carrying Out the Project:**

Fairview Center LLC, Property Owner

**Exempt Status:**

Categorical Exemption: § 153011(a) on-premise signage

**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 153011(a) of the CEQA Guidelines and a Notice of Exemption is proposed.

**NOTICE OF EXEMPTION (NOE)**

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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 153011(a) because the applicant proposes to install a new wall sign.

Moreover, none of the exceptions to the categorical exemptions set forth in State CEQA Guidelines section 15300.2 apply to the project. 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; new signage for a commercial building in a shopping center is not 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 ground disturbance 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.

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

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

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Signature	Title	Date
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**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?  
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**



## JOB INFO

THE PICKLR  
Goleta, Ca

191 N Fairview Ave.,  
Goleta, CA

JOB#: 14363R

DATE SUBMITTED: 01.20.2026

DATE REVISED: 02.24.2026

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## CONTACT INFO

Dave Mahn, Senior Project Manager

Phone: 818.402.8801

Email: [Dave@visiblegraphics.com](mailto:Dave@visiblegraphics.com)

Mary Del Rio, Project Coordinator

Phone: 818.787.0477 Ext 1087

Email: [Mary@visiblegraphics.com](mailto:Mary@visiblegraphics.com)

Rose Derbedrosian, Project Coordinator

Phone: 818.787.0477 Ext 1089

Email: [Rose@visiblegraphics.com](mailto:Rose@visiblegraphics.com)



**VISIBLE  
GRAPHICS**

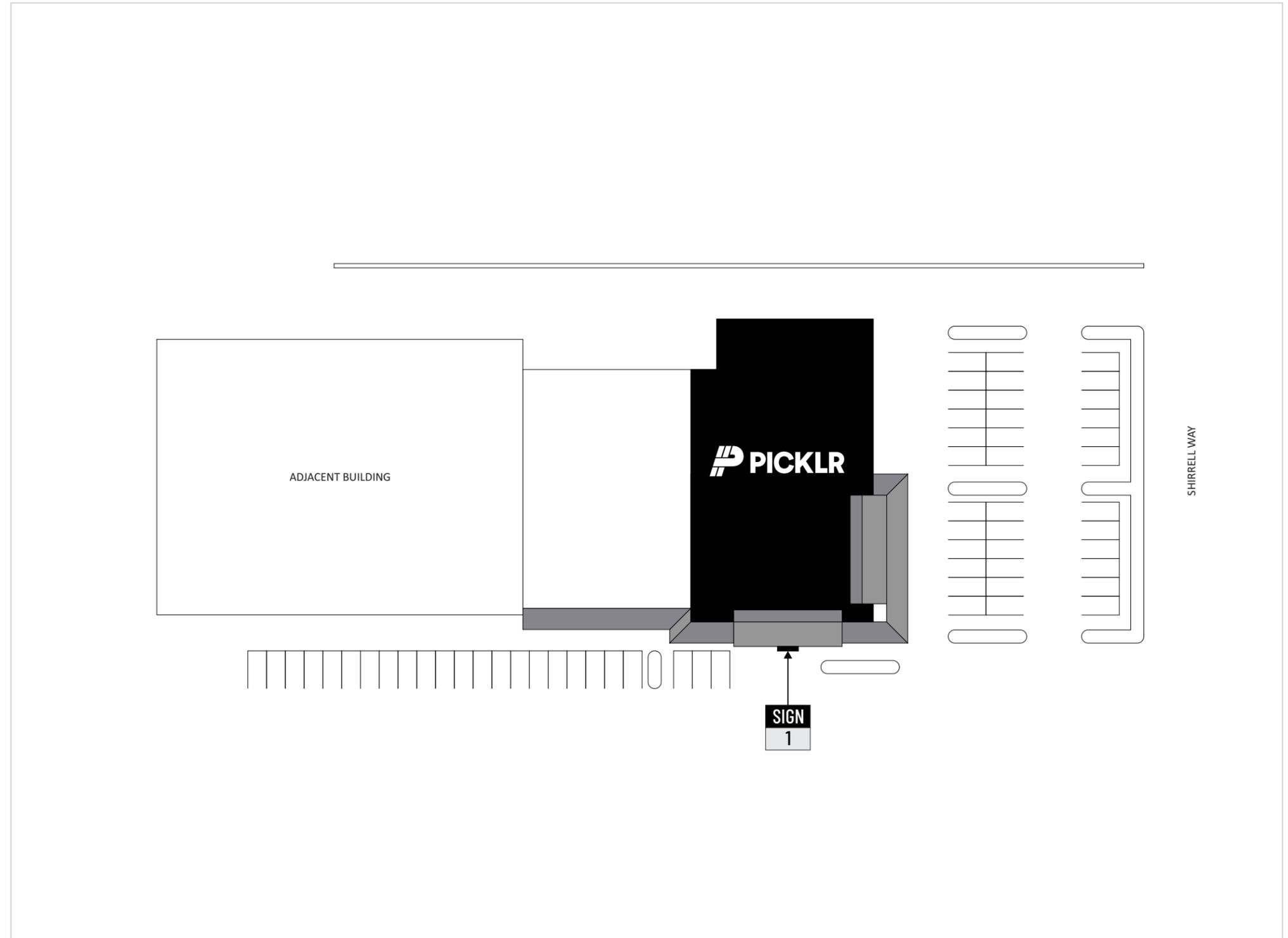
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## SIGN SCOPE

**SIGN 1** FACE LIT CHANNEL LETTERS ON BACKER PANEL




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 f 818.477.5123  
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PROJECT NAME:  
**THE PICKLR**  
 Goleta, CA  
 PROJECT ADDRESS:  
 191 N Fairview Ave.,  
 Goleta, CA

DATE: 01.20.2026  
 PAGE SIZE: 17 X 11  
 SR ACCT MNGR: DAVE MAHN  
 COORDINATOR: MARY DEL RIO  
 DESIGNER: JT



CLIENT APPROVAL  
 COPY · COLORS · SIZES  
 VISIBLE GRAPHICS does NOT provide primary electrical power to sign locations - responsibility of others.

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

LANDLORD APPROVAL

Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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 JOB NUMBER  
**14363R**

SHEET  
**2**  
 13

SIGN SCOPE

**SIGN 1** FACE LIT CHANNEL LETTERS ON BACKER PANEL



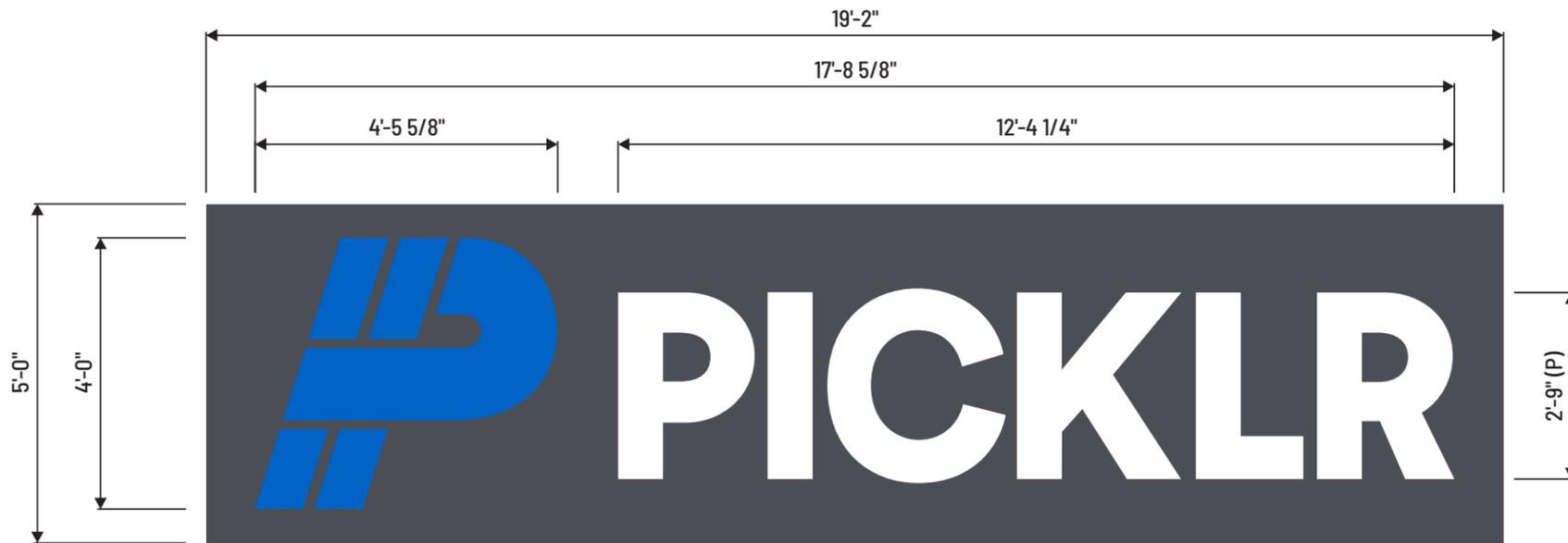
SCALE: 1/8" = 1'-0"

TOTAL LEASEHOLD FRONTAGE = 180'

TOTAL SIGNAGE SQUARE FOOTAGE = 95.83 SQ FEET

 <p>159 PARROT LANE SIMI VALLEY, CA. 93065 t 818.787.0477 f 818.477.5123 www.visiblegraphics.com</p>	<p>PROJECT NAME: <b>THE PICKLR</b> Goleta, CA</p>	<p>DATE: 01.20.2026 PAGE SIZE: 17 X 11 SR ACCT MNGR: DAVE MAHN COORDINATOR: MARY DEL RIO DESIGNER: JT</p>		<p>CLIENT APPROVAL COPY · COLORS · SIZES VISIBLE GRAPHICS does NOT provide primary electrical power to sign locations - responsibility of others.</p>	<p>LANDLORD APPROVAL</p>	<p>This design is an exclusive property of VISIBLE GRAPHICS and cannot be reproduced in whole or in part, without prior written approval. JOB NUMBER <b>14363R</b></p>	<p>SHEET <b>3</b></p>
	<p>PROJECT ADDRESS: 191 N Fairview Ave., Goleta, CA</p>	<p>Client Signature _____ Date _____</p>		<p>Landlord Signature _____ Date _____</p>	<p>14</p>		

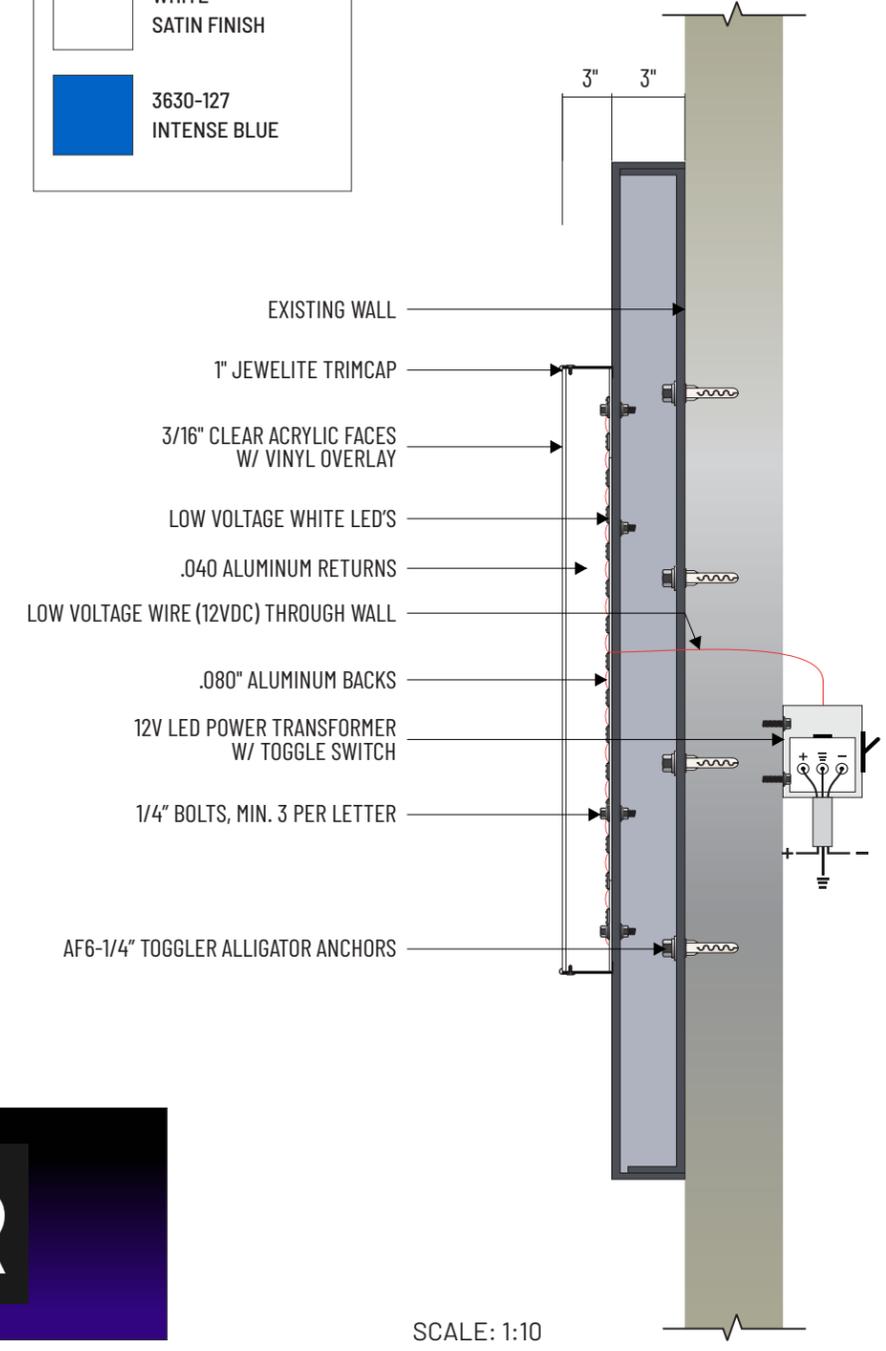
# FACE LIT CHANNEL LETTERS ON BACKER PANEL



**COLOR KEY**

- PANTONE 7540C GREY SEMI GLOSS
- WHITE SATIN FINISH
- 3630-127 INTENSE BLUE

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN.



SCALE: 1:30  
 TOTAL LEASEHOLD FRONTAGE = 180'  
 TOTAL SIGNAGE SQUARE FOOTAGE = 95.83 SQ FEET

**SIGN SPECS**

<b>BODY</b>	3" DEEP ALUMINUM FABRICATED CHANNEL LETTERS CONSTRUCTED OF .040 ALUMINUM RETURNS
<b>BACKER</b>	CUSTOM FABRICATED BACKER PANEL WIREWAY HOUSING POWER SUPPLY PAINTED PANTONE 7540C
<b>FACES</b>	LOGO: 3/16" WHITE ACRYLIC FACES W/ 3M 3630-127 INTENSE BLUE VINYL OVERLAY PICKLR: 3/16" WHITE ACRYLIC FACES W/ WHITE VINYL OVERLAY
<b>RETURNS</b>	LOGO: .040 ALUM. RETURNS PTM 3630-127 INTENSE BLUE PICKLR: .040 ALUM. RETURNS PAINTED WHITE
<b>TRIMCAP</b>	LOGO: 1" JEWELITE TRIMCAP PTM 3M 3630-127 INTENSE BLUE PICKLR: 1" JEWELITE TRIMCAP PAINTED WHITE
<b>ILLUMINATION</b>	WHITE LED'S
<b>SQ.FT.</b>	95.83 SQ. FT.



\*ALL WIRING & COMPONENTS TO MEET U.L. STANDARDS

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**PROJECT NAME:**  
**THE PICKLR**  
 Goleta, CA  
**PROJECT ADDRESS:**  
 191 N Fairview Ave.,  
 Goleta, CA

**DATE:** 01.20.2026  
**PAGE SIZE:** 17 X 11  
**SR ACCT MNGR:** DAVE MAHN  
**COORDINATOR:** MARY DEL RIO  
**DESIGNER:** JT

**THE PICKLR**

**CLIENT APPROVAL**  
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 VISIBLE GRAPHICS does NOT provide primary electrical power to sign locations - responsibility of others.

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

**LANDLORD APPROVAL**

Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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**JOB NUMBER**  
14363R

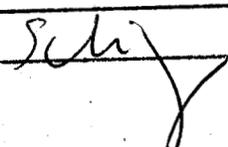
**SHEET**  
4  
 15

**ATTACHMENT D**

**FAIRVIEW SHOPPING CENTER OVERALL SIGN PLAN**

# TENANT SIGN CRITERIA FAIRVIEW CENTER

CITY OF GOLETA  
Zoning Administrator

Case No. 78-SB-058 AM<sup>01</sup> Exhibit 1 of 1  
Date Received 8/30/06  
Dates Considered 1/4/07  
Date Approved 1/4/07 

Paul Poirier + Michael David Architects  
December 22, 2006

CITY OF GOLETA  
Zoning Administrator

Case No. \_\_\_\_\_  
Exhibit \_\_\_\_\_ of \_\_\_\_\_  
Date Received \_\_\_\_\_  
Dates Considered \_\_\_\_\_  
Date Approved \_\_\_\_\_

## TENANT SIGN CRITERIA

Fairview Shopping Center  
Prepared by: Poirier + David Architects (805) 682-8894

for: Fairview Shopping Center LLC.  
tel: (310) 282-0788 fax: (310)282-0779

### A. Introduction

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above mentioned project, and in accordance with the City of Goleta and its adopted sign requirements.

Adherence to this sign criteria shall be rigorously enforced. Any non-conforming signs shall be removed by the tenant or his sign contractor at their expense, upon demand by the owner.

The owner and architect shall review exceptions to these standards, which would also require review and approval by the City of Goleta Planning Department and Design Review Board. Accordingly, the Owner, through the architect, will retain full right of approval of any sign used in the center.

### Measurement of sign areas

In applying the sign area standards of this article, the periphery of the sign shall be established by drawing not more than eight straight lines encompassing the extremities of the sign within the smallest possible area. In the case of a double-faced sign, only one face of the sign shall be included in the sign area measurement. Supporting structures so designed as to perform an advertising function shall be included in the sign area. In the case of wall signs, the background area shall be included in the sign area measurements only if it is of a distinctive color, material, texture, or shape, the primary purpose of which is to enhance the advertising value of the sign, as determined by the Planning Department. Refer to Exhibit G.

### B. GENERAL OWNER/TENANT REQUIREMENTS

1. Each tenant shall submit to the owner for written approval, three (3) copies of the detailed shop drawings of his proposed sign, in full color identifying proposed signage areas and letter heights, indicating conformance with the sign criteria here in outline form. Send to:

Fairview Shopping Center LLC:  
Michael Prochelo  
Financial Management Group  
1900 Avenue of the Stars, Suite 2475, Los Angeles, CA 90067

and send to:

Project Architect:  
Paul Poirier AIA  
Paul Poirier + Michael David Architects  
156 West Alamar Avenue, Suite C, Santa Barbara, CA 93105

2. The tenant shall obtain Design Review Board approval and a Sign Certificate of Conformance from the City of Goleta Planning and Environmental Services Department for all signs. The sign drawings submitted for review and approval by the City of Goleta must first be approved by the owner and architect. Changeable copy and movie poster signage to be placed in their respective sign fixtures is exempted from this requirement.
3. The tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The tenant shall obtain all necessary permits.
5. The tenant shall be responsible for fulfillment of all requirements of the sign criteria.
6. Allowable sign types: Tenants shall provide internally or externally illuminated signs utilizing creativity and individuality, see details and drawings. Tenants may use one of the following types:
  1. Internally illuminated channel letter signs with optional logo box. (Sign A)  
(Limited use by major tenants per sections C and D)
  2. Reversed channel letters or halo illuminated letters with neon illum. (Sign B)
  3. Front lit dimensional lettering and border signage. (Sign D)
  4. Front facing channel with exposed neon.
7. It is the responsibility of the tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication. (For illuminated signs) Exterior illuminated signs and all small tenant signs shall be under the control of the landlord and be fed from the house panel on a shopping center signage circuit.
8. The location of all signs shall be per the accompanying design criteria.
9. One wall and descriptor sign space shall be allowed for each tenant (except as otherwise approved in writing and noted herein). Two wall and descriptor signs will be allowed if the tenant has three frontages, and three wall and descriptor signs will be allowed if the tenant has four frontages. Each frontage may have a store identifier sign and a descriptor sign on each qualifying frontage as defined herein. The tenant shall verify his own sign location and size with owner and the City of Goleta prior to fabrication.
10. All shop tenants located in the two Paseos may have one under canopy blade signs per frontage and per the accompanying design criteria. (Sign "C").

11. The Landlord shall apply address numbers to each store. Numbers shall be applied on panel or glass over storefront entrance 3" above mullion, and must be 6" high white vinyl letters to match the standard font used in the Shopping Center. Per the direction of the Owner or local Fire Department, or where Tenants' transom glazing does not exist, or is obscured by Architectural features, the landlord shall provide bronze letters with oil rubbed finish to match center standard.
12. Special signs which vary from these sign criteria must first be approved by the owner and respective City of Goleta Design Review Board, prior to installation.
13. Landlord shall be responsible for providing 6"x 6" ADA sign to designate accessible entrances.
14. Directional signs, traffic signage, operations signage, and other signage as required by the governing jurisdiction with lettering less than 3" high are exempt from this signage program with approval from the landlord.
15. Barber poles shall not be considered an animated sign or a sign of any type and are allowed in the center, and are not governed by this signage program.

C. GENERAL SIGN SPECIFICATIONS

1. No exposed crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "net sign area." See accompanying design criteria for specific information. Refer to Exhibit G.
3. No projections above or below the "net sign area" (exhibit G) will be permitted (except as otherwise approved in writing).
4. All signs and their installation must comply with all local building and if electric, bear a U.L. label placed in an inconspicuous location.
5. For purposes of store identification and hours of business, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of decal application lettering not to exceed 2 inches in height. The number and letter typeface shall be subject to owner's approval.
6. Typical Tenant Signage Criteria:
  - (a) Overall Sign Length shall be no more than 75% of the store frontage length or a maximum of 55 square feet, whichever is less. For tenant spaces with two or three different building frontages, one sign is permitted at each face; and signs on three sides are allowed where a tenant has four frontages; the total area for all signs shall not exceed 55 square feet per side. Signs shall be attached in designated areas only and may not exceed

18-inch high letters. Two rows of letters, with 18-inch maximum height per row. The maximum sign height shall not exceed 42 inches. Existing signage on portions of the Shopping center not being remodeled shall be allowed to remain as existing non-conforming.

- (b) The "font" (letter type), logos and their respective colors shall be submitted to the Owner and City of Goleta for written approval prior to fabrication.
- (c) Individual shop logos may be located anywhere within the "net sign area", provided their height does not exceed the height of the "net sign area."
- (d) No more than two rows of letters are permitted. The maximum total height shall not exceed 42 inches.
- (e) Tenants shall display only their business name, e.g. "John's Jeans," or a combination thereof. Major tenants can use descriptors subject to the re-use clause in "D" below. Minor tenants cannot use descriptors.
- (f) Internal illumination to be 30 milli-amp neon installed and labeled in accordance with the "National Board of Fire Underwriters Specifications."
- (g) Signage should be creative, exciting, imaginative, well integrated, and proportional to the overall design concept and should provide the 'finished detail' for each storefront. It should be refined and ornamental in quality. Signs that do not appear to meet this criteria can be sent to the DRB at the discretion of Planning and Environmental Services.

7. **Typical Illumination Criteria:** (in addition to typical sign criteria above)

- (a) The following materials/technologies are permitted based on integration of the sign concept and execution with the total storefront design.
  - (1) Internally illuminated channel letters standard without plastic faces with exposed neon illumination.
  - (2) Reverse channel or halo illuminated letters with neon illumination.
  - (3) Front illuminated dimensional signs with lighting to be approved by Owner.
- (b) Internal illumination to be 30 milli-amp for neon or 800 milli-amp for fluorescent installed and labeled in accordance with the National Board of Fire Underwriters Specifications.
- (c) Front-lit signage shall be illuminated adequately to view the sign at night per the review of the Owner Architect and City of Goleta Planning Department.

8. Typical under canopy sign: SIGN 'C' at Paseo small shops only.
- (a) Signs shall be attached to designated areas only and may not exceed 4 square feet. For tenant signs with two entrances on two building faces, one sign is permitted at each entrance, the total for all under canopy signs, shall not exceed 7 square feet. Overall under canopy sign height shall not exceed a maximum of 1'-6" for a rectangular sign or 26" for a circular sign. Refer to Landlord's detail for construction details, Type C.
  - (b) Signage should be creative, exciting, imaginative and well integrated into the overall design concept and should provide the 'finished detail' for each storefront. It should be refined and ornamental in quality.
  - (c) The following materials/technologies are permitted based on integration of the sign concept and execution with the total storefront design.
    - (1) Carved or painted wood.
  - (d) The "copy" (letter type), logos and their respective colors shall be submitted to the architect for written approval prior to fabrication. The font shall have a 12" maximum letter size.
  - (e) Individual shop logos may be located anywhere within the "net sign area", provided their height does not exceed the height of the "net sign area."
  - (f) No more than two rows of letters are permitted, provided their maximum total height does not exceed the height of the "net sign area."

D. MAJOR TENANTS SIGNAGE CRITERIA

1. For typical internally illuminated Channel letter and Logo box sign the face of the individual letters and logos shall be constructed of acrylic plastic (3/16" thick minimum), and fastened to the channelized metal can in an approved manner. All surrounds or trim in a single sign shall be a single color.

**Typical Illumination Criteria:** (in addition to typical sign criteria below)

- (a) The following materials/technologies are permitted based on integration of the sign concept and execution with the total storefront design.

**Business Name:** Internally illuminated channel letters standard without plastic faces with exposed neon illumination.

**Descriptors:** Reverse channel or halo illuminated letters with neon illumination, or front lit dimensional letters. (A descriptor is defined as a sign that is not the business name or logo).

2. Tenant spaces of more than 18,000 square feet are considered "Major" tenants. The Center currently has four "Major" tenants, OSH, Vons, Michael's and Rite-Aid. All "Major" tenants must adhere to the General Sign Specification with the following exceptions:  
"Major" tenants will be allowed one store identifier sign and smaller descriptor signs.

For new stores over 18,000 s.f. and under 39,000 s.f.:

- (a) The store identifier sign may not exceed 82 square feet (Existing RiteAid) with a max letter size of 36" (Existing Michaels and RiteAid). It may be internally illuminated individual plastic faced letters. (Exception approved by DRB: The height of the "M" in Michaels may exceed the 36" height limit as proposed. New tenants may not reuse any identifier exceptions granted to any existing Major tenant.)
- (b) The descriptor signs may not exceed 39 square feet of signage (Existing Michaels) each with a max letter height of 12". Descriptor signs may be internally illuminated channel letters, but with translucent letters or reverse illuminated channel letters (not translucent). (New tenants may not reuse any descriptor exceptions granted to existing Major tenants.)
- (c) To determine the sign area, all signs on a tenants store frontage are measured individually as opposed to the standard method described in the existing Sign Regulations Article I. The cumulative area of the individual signs for one tenant shall not exceed 125 square feet.
- (d) All new future major stores of this size will need to comply with these newly established sign allowances.

For existing stores over 18,000 s.f. and under 39,000 s.f.:

- (e) Existing signage may be relocated.
- (f) Existing internally illuminated box signage is prohibited (i.e. pharmacy sign and OPEN 24 HOURS sign at RiteAid). In order to comply, these signs need to be replaced with reverse illuminated channel letters 12" high.

For existing stores over 39,000 s.f.:

- a. The store identifier sign may not exceed 163 square feet (Existing OSH) with a max letter size of 48". It may be internally illuminated individual plastic faced letters.
- b. The descriptor signs may not exceed 39 square feet of signage (Existing Michaels) each with a max letter height of 12". Descriptor signs may be reverse illuminated channel letters, but not translucent letters. (Exception

approved by DRB: The OSH "Garden Center" letter height may exceed the letter height limit, but will have to be reverse illuminated channel letters.

- c. To determine the sign area, all signs on a tenants store frontage are measured individually as opposed to the standard method described in the existing Sign Regulations Article I. The cumulative area of the individual signs for one tenant shall not exceed 200 square feet.
- d. All new future major stores of this size will need to comply with these newly established sign allowances.

The OSH and Rite-Aid will be allowed to have signage in compliance with the above limits on allowable sign areas on two building faces since they are located on corners and have three parking lot exposures.

#### E. THEATRE SIGNAGE CRITERIA

1. Tenant Wall Signs: For up to three building faces, the theatre is permitted to have one identifier sign on each building face. The north, east, and south elevation identifier signs may not exceed 50 s.f. each, with a maximum letter size of 24".
2. Changeable Copy Sign: One internally illuminated changeable copy sign with a maximum area of 165 s.f. is permitted, in addition to the allowable identifier signage. This changeable copy sign will be allowed to have changeable type and general theatre identifiers.
3. Movie Poster Display Cases: The theatre will be allowed to have a total of 12 poster display cases, each with an area of 16 square feet. 3 cases will be allowed on the north elevation, 3 cases will be allowed on the south elevation, and 6 will be allowed on the kiosk-like structures. These cases will be allowed to have changeable posters for the advertisement of films to be shown at the theatre.

#### F. SHOPPING CENTER IDENTIFICATION SIGNAGE

1. One monument sign shall be located at the corner of Fairview and Calle Real per the attached exhibit E (plan) and F (elevation). This will include Shopping Center ID "Fairview Center" as shown. The identification of major tenants in 8" high letters max will be a future allowance subject to changes to the existing sign ordinance.
2. One monument sign shall be located at the main entry from Calle Real with signs for major tenants as shown in the attached exhibit F (elevation) and the attached Site Plan. This will include Shopping Center ID "Fairview Center" as shown and identification of major tenants in 8" high letters max.

3. Tower Identification signage: Shopping Center ID logo shall be provided on two faces of the corner tower per the attached detail H (graphics), Exhibit I and J (elevations).
4. Paseo Signage shall be provided at the two paseos per the attached exhibit K.
5. Directory signs shall be provided at the paseos to identify tenants in these areas. These signs shall be located with changeable text strips at the entry to the paseos from the main parking lot per the attached exhibit L.

G. MONUMENT/WOOD FRAME TENANT IDENTIFIER SIGNS

1. Existing monument/wood frame tenant sign identifier signs along Fairview Avenue shall remain. (SBBT and Los Padres Bank with time/temperature sign attached). No new monument/pylon tenant identifier signs shall be allowed.

H. PROHIBITED SIGNS

1. Signs constituting a Traffic Hazard:

No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size, or color, lettering, or design any traffic sign or signal, or which makes use of the words, "STOP", "LOOK", "DANGER." Or use any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

2. Immoral or Unlawful Advertising:

It shall be unlawful for any person to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.

3. Signs or Doors, Windows or Fire Escapes:

No window signs will be permitted. No sign shall be installed, relocated, or maintained to as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.

4. Animated Audible, or Moving Signs:

Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited, except for time and temperature displays.

5. Off-Premise Signs:

None allowed.

6. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles, is prohibited.

7. Light Bulb Strings and Exposed Tubing:

External displays, other than temporary decorative holiday lighting, which consists of unshielded light bulbs, and open exposed neon or gaseous light tubing, are prohibited on all tenant shops. Temporary holiday lighting shall be allowed from 11/15 to 1/15 each year and shall be reviewed and approved by the shopping center for conformity to that season's uniform holiday decoration theme.

8. Banners, Pennants, Sandwich Boards & Balloons Used for Advertising Purposes:

None allowed.

9. Signs in Proximity to Utility Lines:

Signs that have less horizontal or vertical clearance from authorized communication or energized electrical power lines than prescribed by the laws of the State of California are prohibited.

I. TEMPORARY SIGNAGE

1. During the Shopping Center's renovation, all tenants affected by the remodel will be identified with a removable temporary sign. All temporary signage will be fabricated of white vinyl coated fabric with red self-adhesive vinyl letters. Due to construction on the store frontages, this signage will be moved often as construction dictates.
2. All temporary signage for major tenants will be restricted to 30" store identification letters and 12" 'OPEN DURING REMODEL' letters. Refer to Exhibit N.
3. All temporary signage for typical tenants will be restricted to 18" store identification letters and 10" 'OPEN DURING REMODEL' letters. Refer to Exhibit O.
4. For all tenants located in the Paseo area behind OSH, one temporary sign will be provided identifying all the tenants in 6" letters with 10" 'OPEN DURING REMODEL' letters. Refer to Exhibit P.
5. Temporary store signage shall be removed prior to the final occupancy clearance for each individual store.



Internally Illuminated Channel Letters      SIGN A

1



Reverse Lit Channel Letter      SIGN B

2



Externally Illuminated Sign

SIGN D

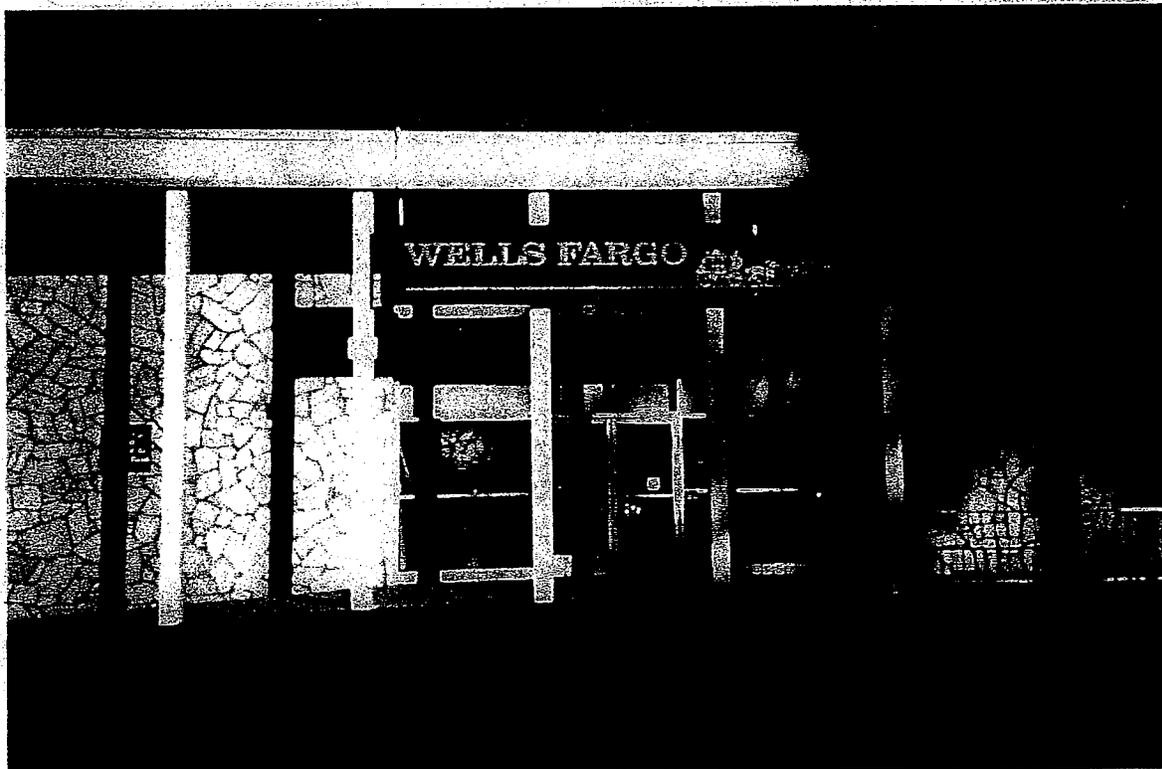
3



Front Channel Neon

Permitted Sign Type

5

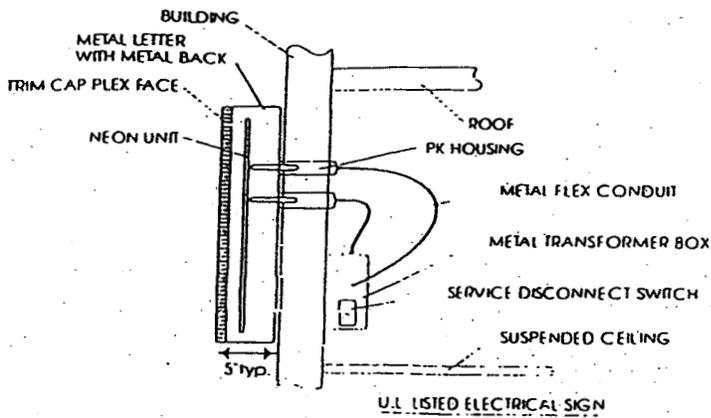


Internally Illuminated Box Sign

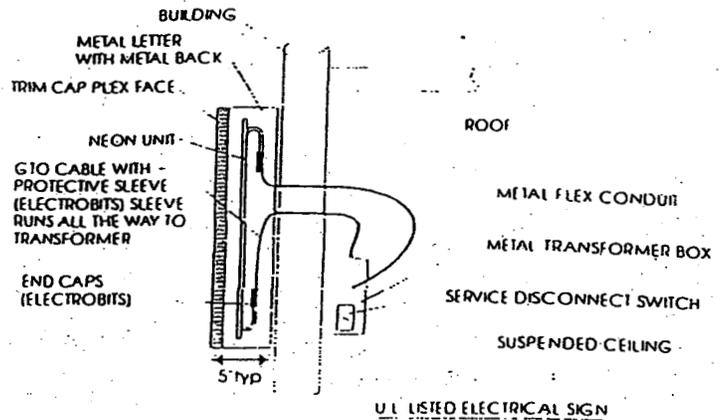
Not permitted

6

**SIGNAGE EXHIBITS/ DETAILS  
FAIRVIEW SHOPPING CENTER**



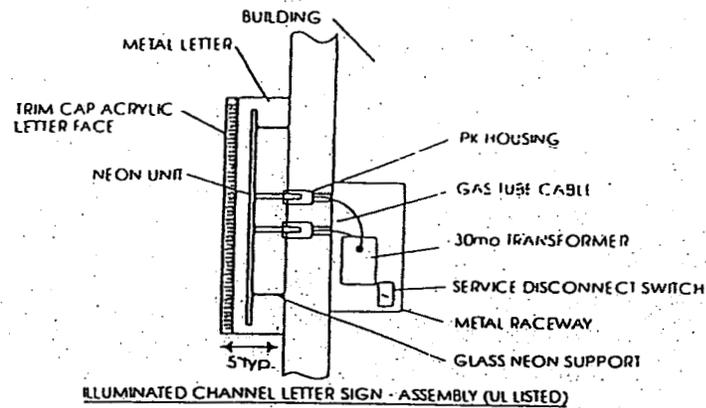
NEON ILLUMINATED PAN CHANNEL LETTER



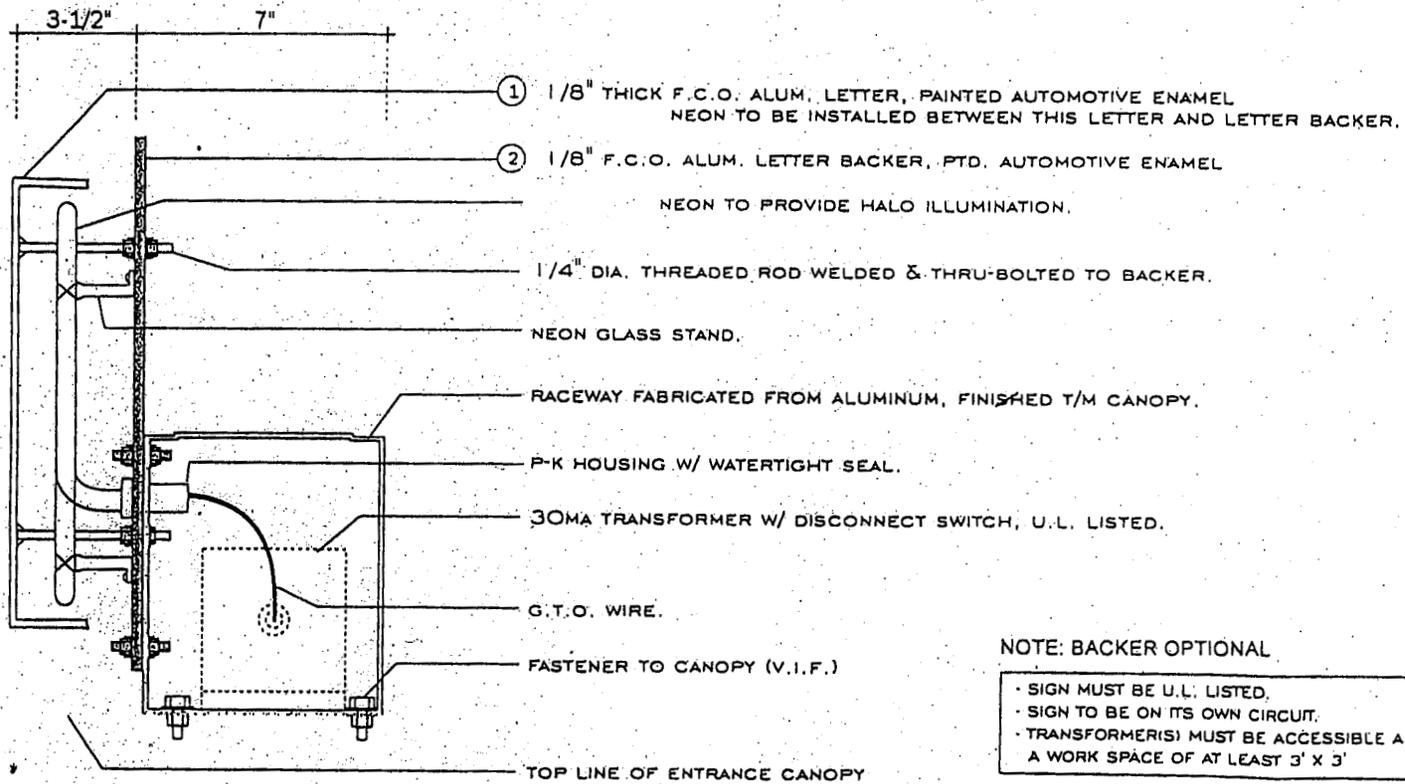
NEON ILLUMINATED PAN CHANNEL LETTER

ASIGNCO INSTALLATION WITH STATE OF THE ART COMPONENTS  
 FULL 2 YEAR WARRANTY - CALL (805) 481-4740 FOR DETAILS or QUOTE

- 1 ALL METAL LETTER WITH METAL BACK ONE PIECE CONSTRUCTION
- 2 BUTYRATE TRIM CAP FOR LONGER LIFE WIDER THAN CHANNELUME TRIM CAP
- 3 MORE TRANSFORMERS IN EACH CIRCUIT NOT EXCEEDING 12,000 VOLTS
- 4 GTO CABLE SLEEVE DOUBLE INSULATING CABLE & ELIMINATING PROBLEMS RELATED TO CORONA OR VOLTAGE LEAKS
- 5 NO ELECTRODE HOUSINGS TO FAIL ALL CONNECTIONS ARE PROTECTED BY (ELECTROBITS) CAPS & SLEEVE U.L. APPROVED



## SIGN 'A' RETAIL SHOP TENANT

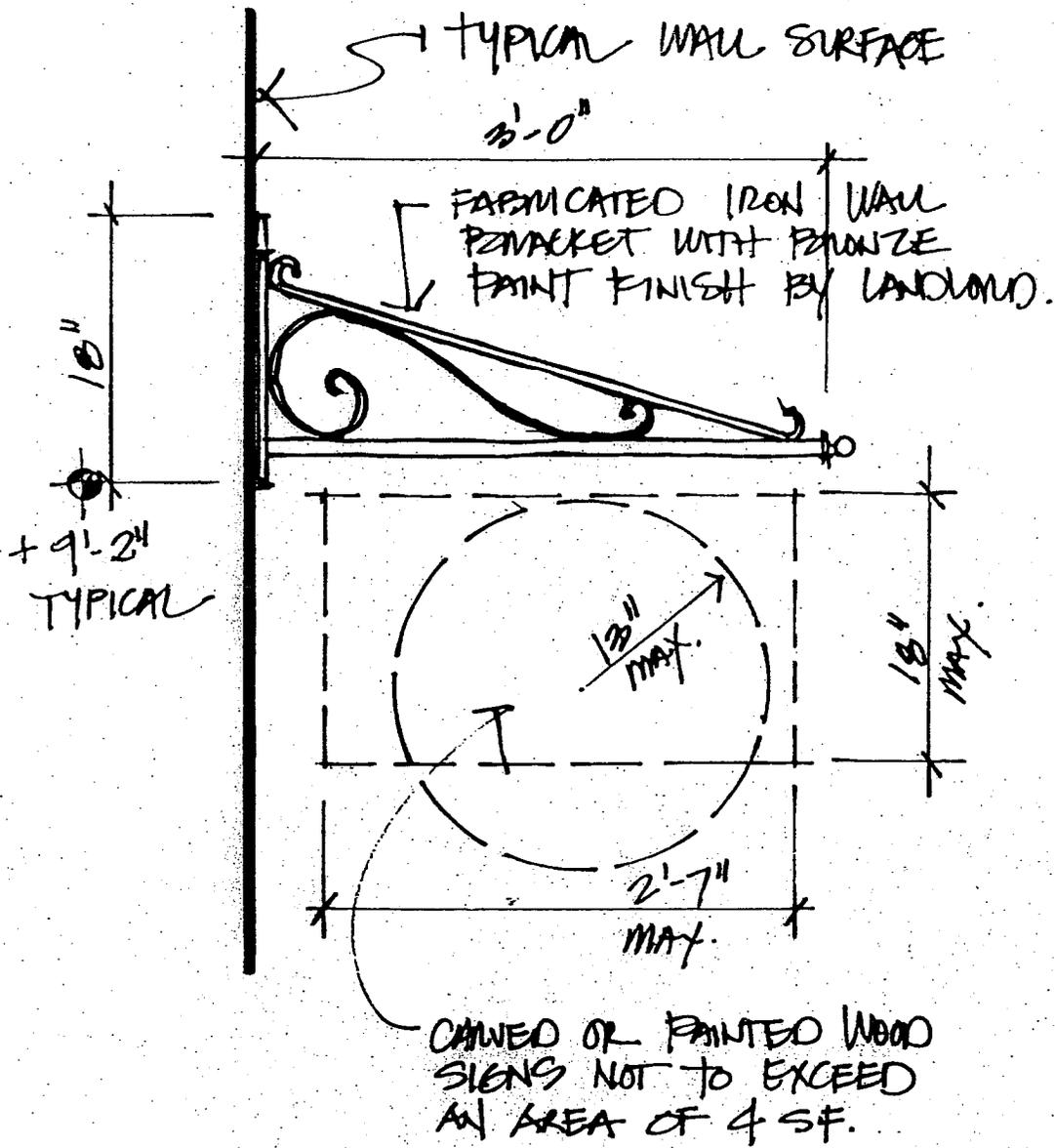


NOTE: BACKER OPTIONAL

- SIGN MUST BE U.L. LISTED.
- SIGN TO BE ON ITS OWN CIRCUIT.
- TRANSFORMER(S) MUST BE ACCESSIBLE AND HAVE A WORK SPACE OF AT LEAST 3' X 3'

REVERSE CHANNEL LETTER

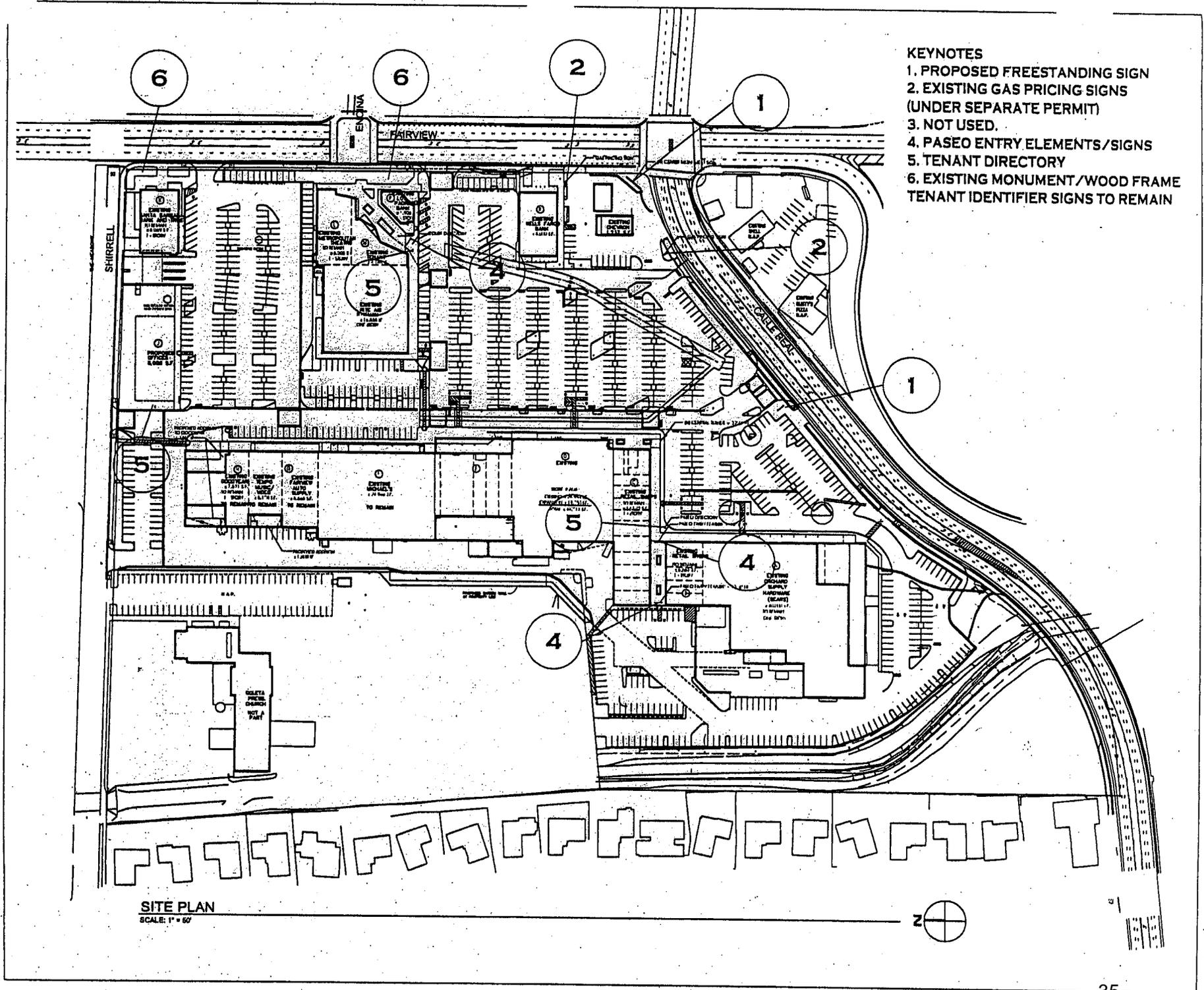
SIGN 'B'



## UNDER CANOPY SIGNS SIGN TYPE C

1" = 1'-0"

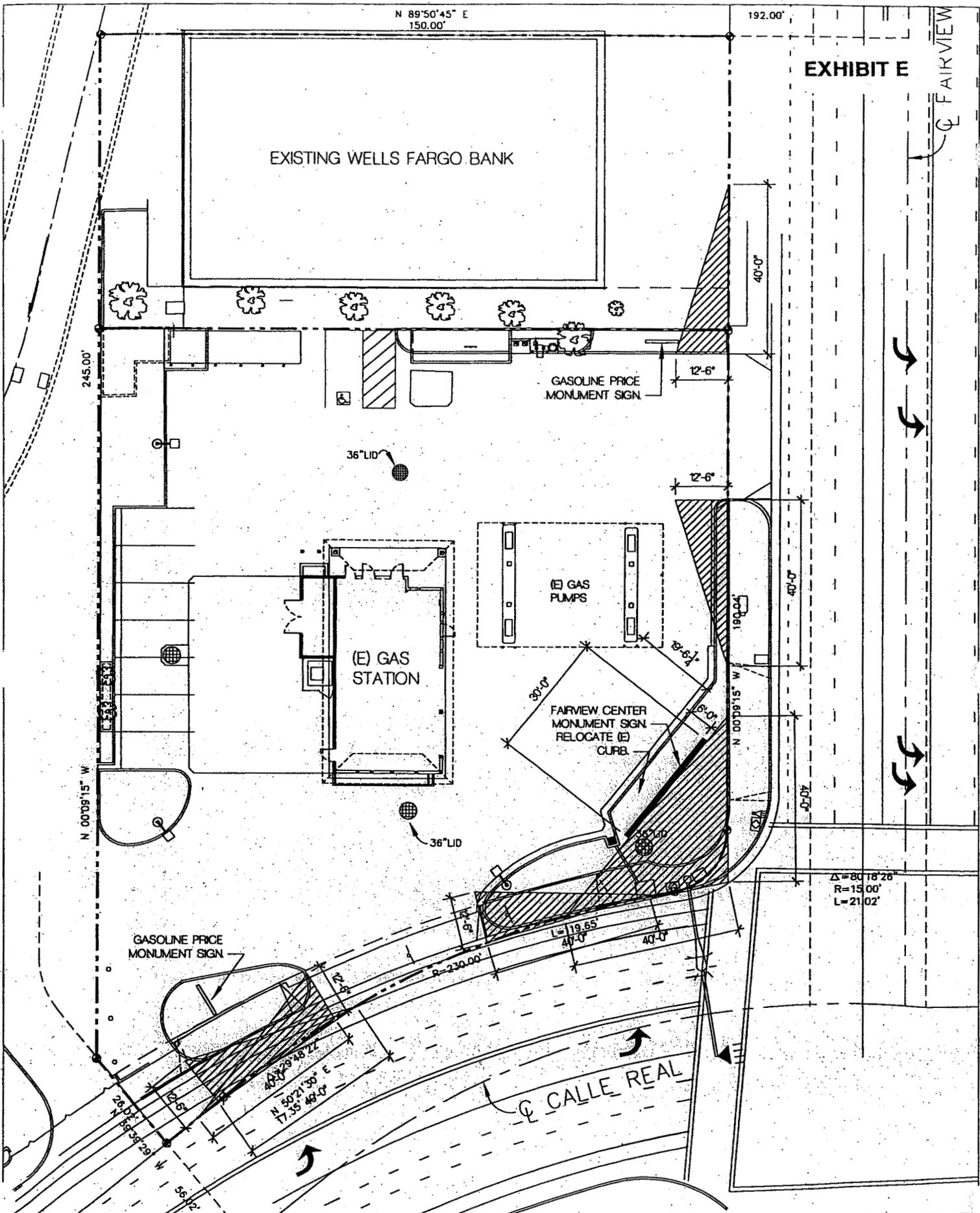
Signage Location Plan  
 Fairview Shopping Center, Goleta, CA



- KEYNOTES**
1. PROPOSED FREESTANDING SIGN
  2. EXISTING GAS PRICING SIGNS (UNDER SEPARATE PERMIT)
  3. NOT USED.
  4. PASEO ENTRY ELEMENTS/SIGNS
  5. TENANT DIRECTORY
  6. EXISTING MONUMENT/WOOD FRAME TENANT IDENTIFIER SIGNS TO REMAIN

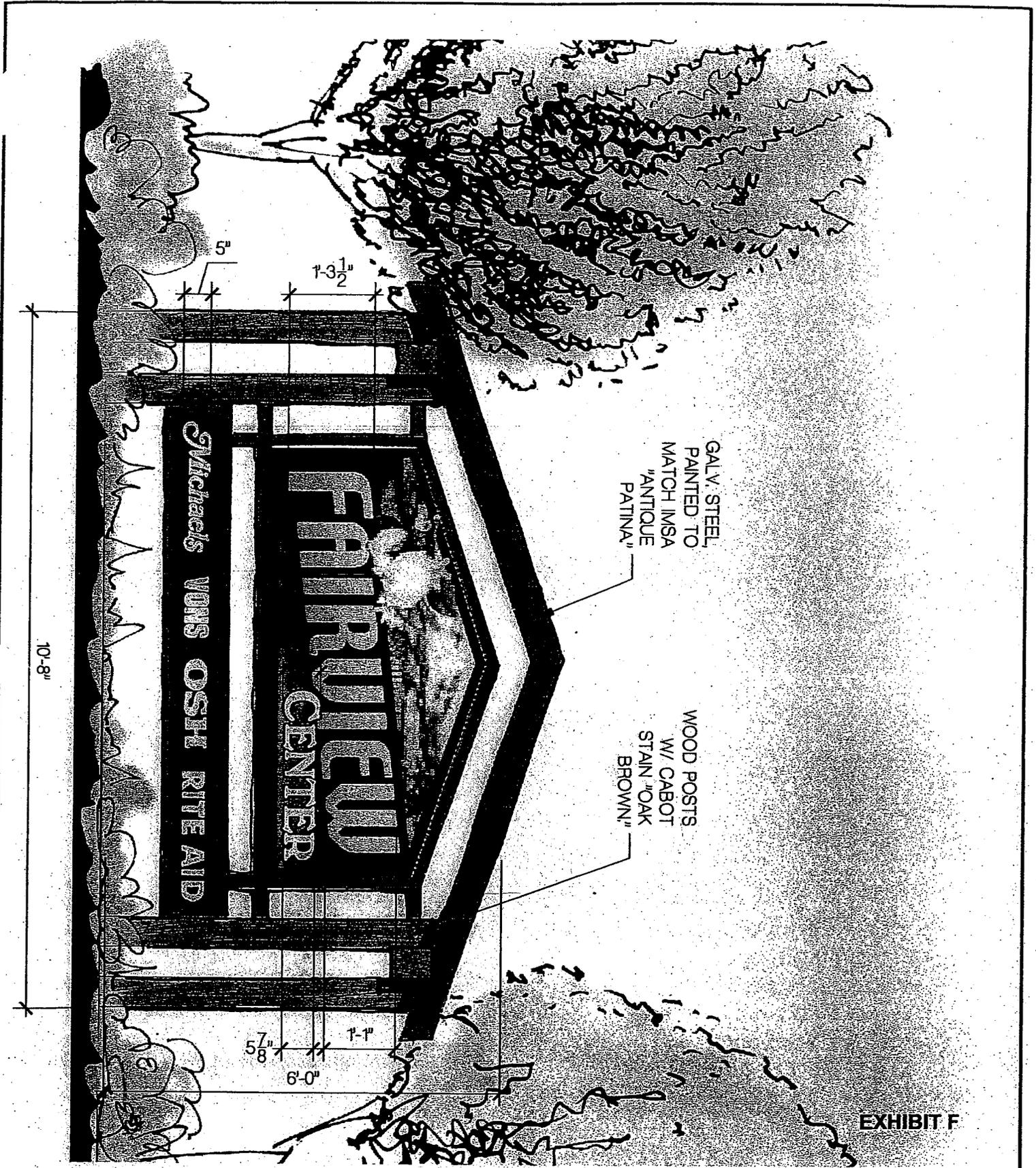
**SITE PLAN**  
 SCALE: 1" = 60'

1" = 200'



Corner Gas and Monument Sign Plan  
 Fairview Shopping Center, Goleta, CA

1" = 36'



GALV. STEEL,  
PAINTED TO  
MATCH IMSA  
"ANTIQUE  
PATINA"

WOOD POSTS  
W/ CABOT  
STAIN "OAK  
BROWN"

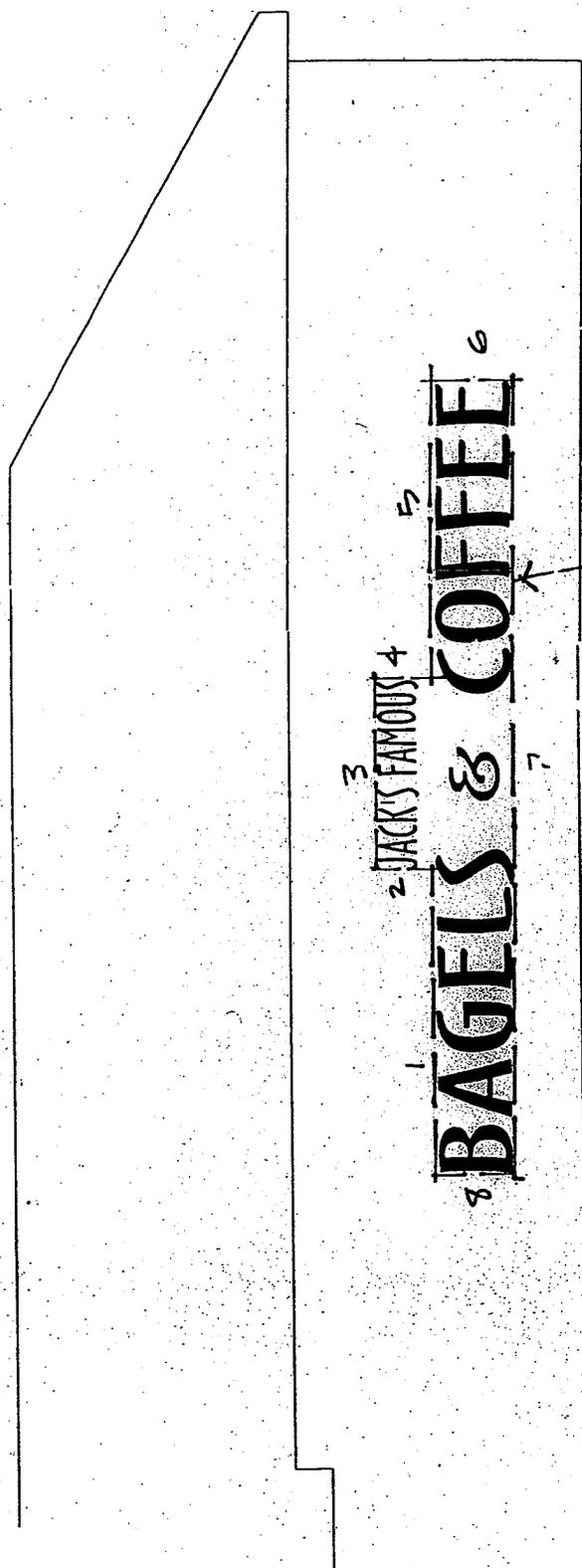
EXHIBIT F

**PROJECT:**  
**MONUMENT SIGN**  
SCALE: 3/16"=1'-0"  
THE FAIRVIEW SHOPPING CENTER  
125 - 299 FAIRVIEW AVENUE  
GOLETA, CALIFORNIA

**OWNER:**  
Fairview Center LLC.  
**ADDRESS:**  
1900 Avenue of the Stars, Suite #2475  
Los Angeles, CA 90067  
**CONTACT:**  
Phone: 310/ 282-0788  
Fax: 310/ 282-0799

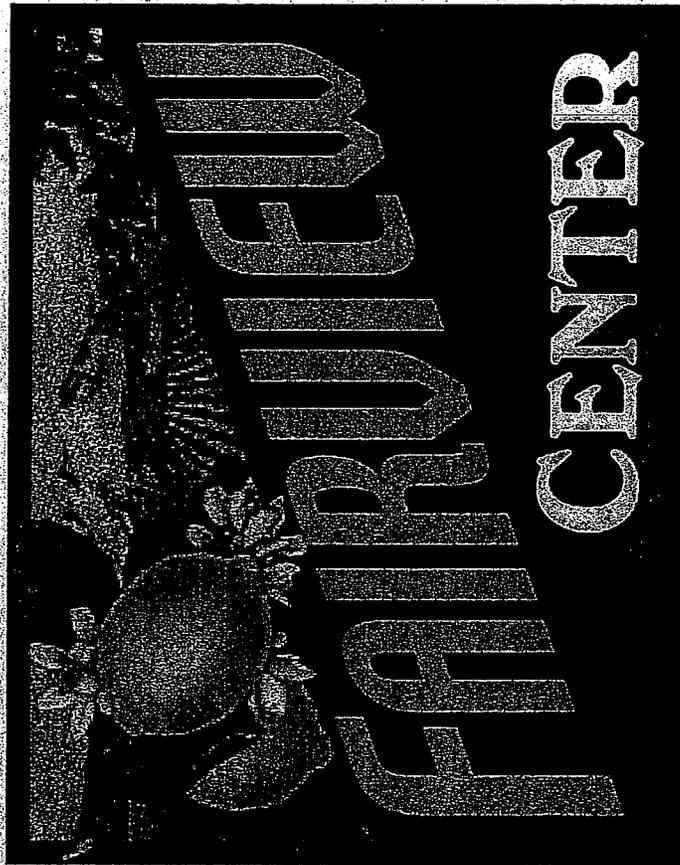
**FILE:**  
0256monument1.dwg  
**DATE:**  
09.30.02  
**DRAWN BY:**  
JJ, KLB

**Paul Poirier · Michael David**  
**ARCHITECTS**  
156 West Alamar Ave. Suite C · Santa Barbara, CA 93105  
fax (805) 898-9683 telephone (805) 682-8894



SIGN AREA BOUNDED  
BY A 8 SIDED  
POLYGON.

NET SIGN AREA



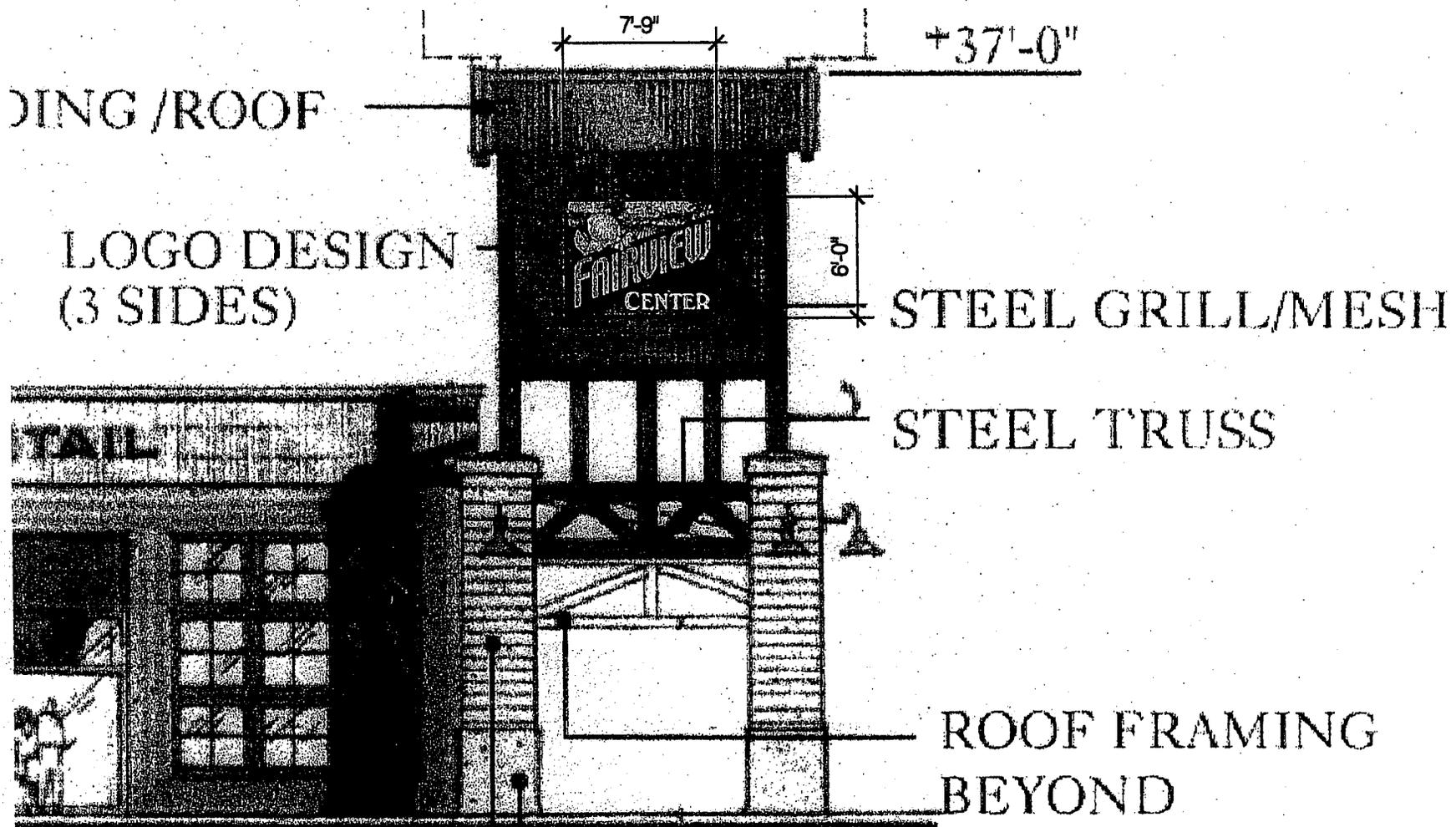


EXHIBIT I

<p><b>PROJECT:</b>  <b>THE FAIRVIEW SHOPPING CENTER - TOWER SIGN South</b>          125 - 299 FAIRVIEW AVENUE          GOLETA, CALIFORNIA</p>	<p><b>OWNER:</b>          Fairview Center L.L.C.  <b>ADDRESS:</b>          1900 Avenue of the Stars, Suite #2475          Los Angeles, CA 90067  <b>CONTACT:</b>          Phone: 310/ 282-0788          Fax: 310/ 282-0799</p>	<p><b>FILE:</b>          0256tower  <b>DATE:</b>          09.30.02  <b>DRAWN BY:</b>          JJ, KLB, SBK</p>	<p><b>Paul Poirier • Michael David</b>  <b>ARCHITECTS</b>          156 West Alamar Ave. • Suite C • Santa Barbara, CA 93105          fax (805) 898-9683 telephone (805) 682-8894</p>
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±43'-0"

±37'-0"

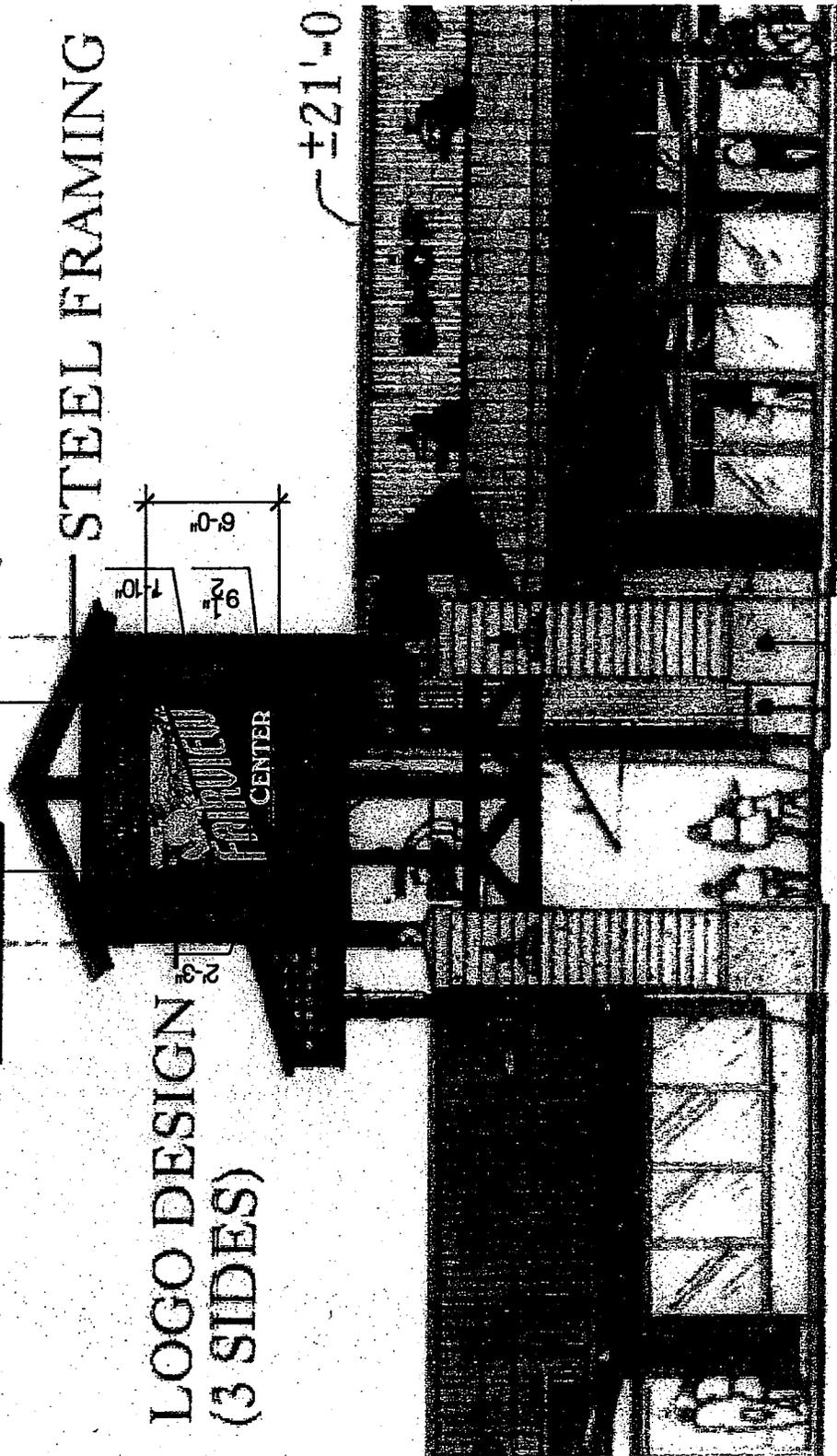
7'-9"

LOGO DESIGN  
(3 SIDES)

STEEL FRAMING

±21'-0"

PREVIOUS HEIGHT



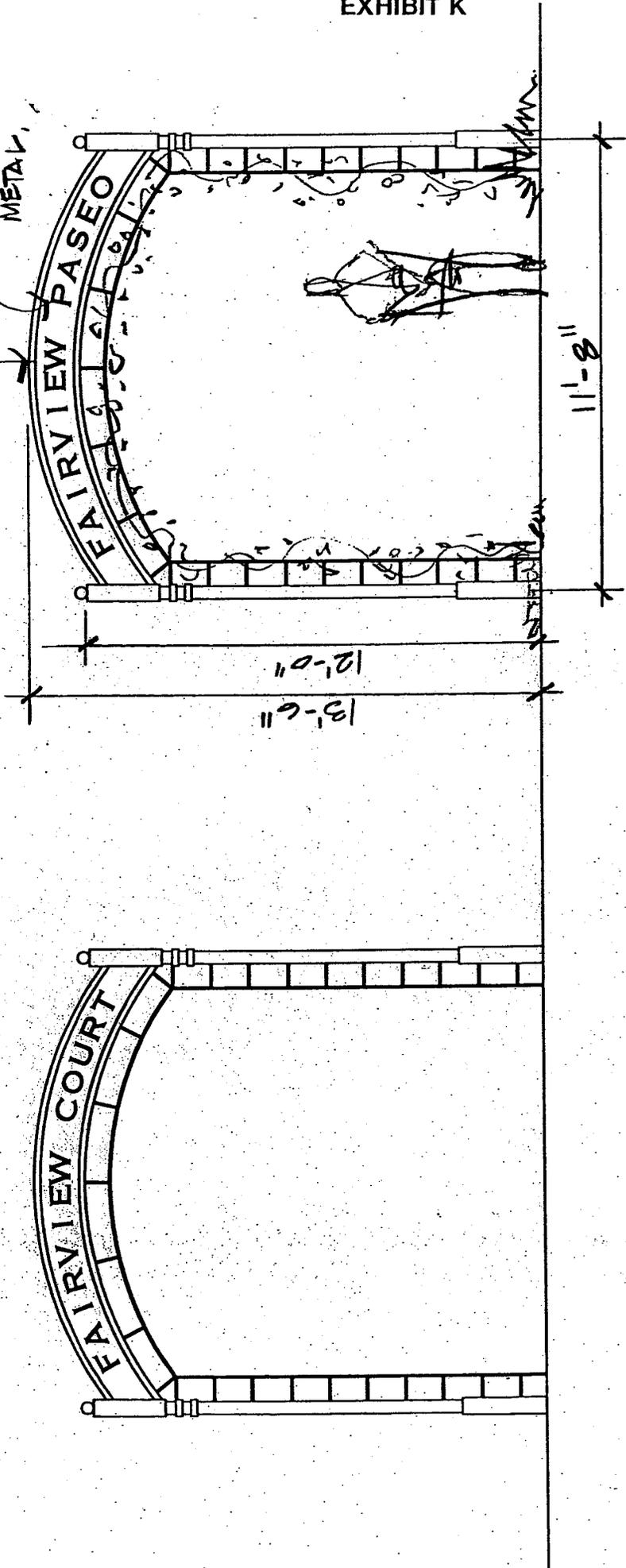
<b>PROJECT:</b> <b>THE FAIRVIEW SHOPPING CENTER - TOWER SIGN East</b> 125 - 299 FAIRVIEW AVENUE GOLETA, CALIFORNIA	<b>OWNER:</b> Fairview Center LLC <b>ADDRESS:</b> 1500 Avenue of the Stars, Suite #2475 Los Angeles, CA 90067 <b>CONTACT:</b> Phone: 310/282-0788 Fax: 310/282-0799	<b>FILE:</b> 0256flower <b>DATE:</b> 09.30.02 <b>DRAWN BY:</b> J.I. KLB, SBK	<b>Paul Poirier : Michael David</b> <b>A R C H I T E C T S</b> 156 West Alamar Ave. Suite C Santa Barbara, CA 93105 Fax: (805) 898-9683 Telephone (805) 682-8894
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EXHIBIT J

EXHIBIT K

DENALI GREEN  
METAL ARBOK  
STRUCTURE

7" LETTERS  
METAL



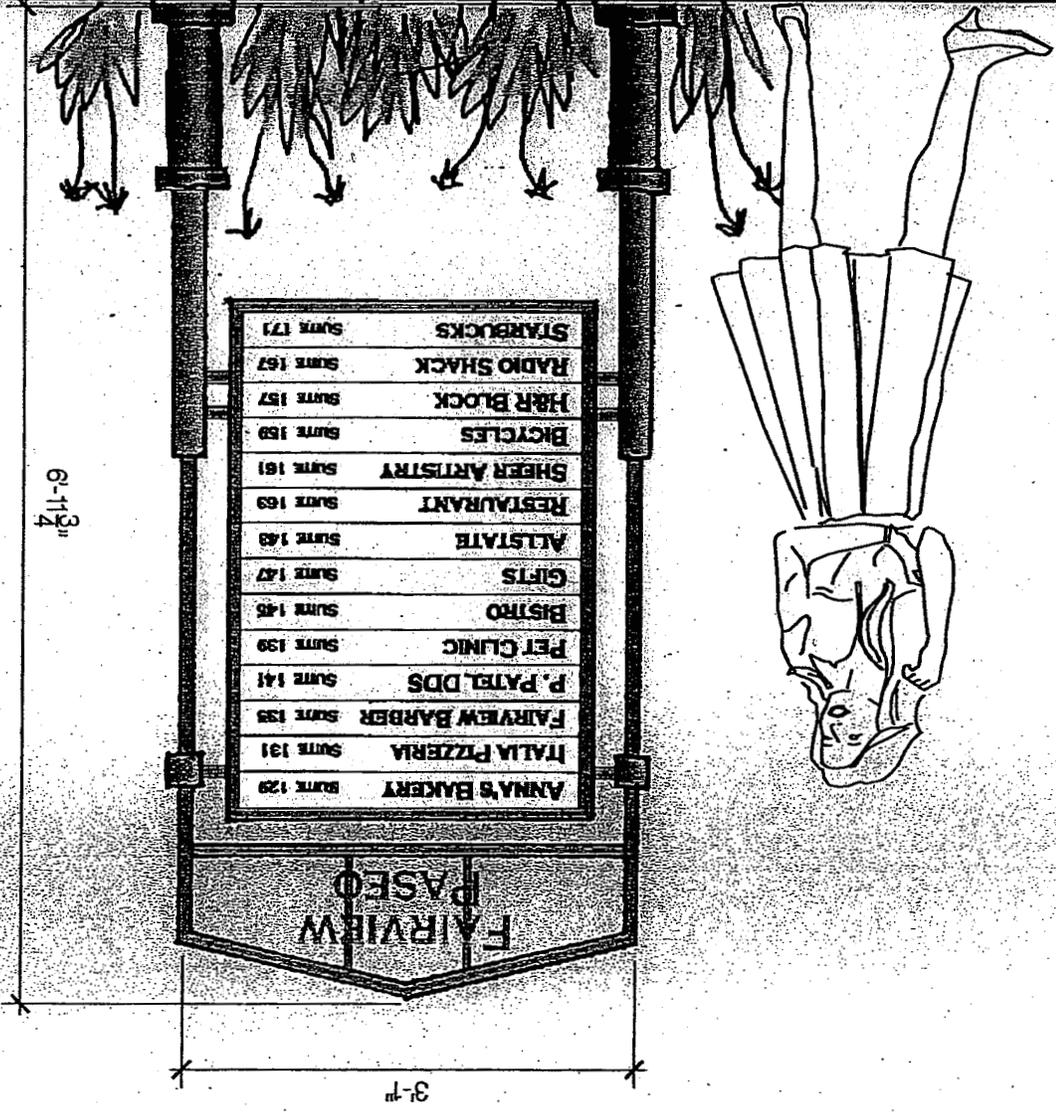
SCALE 1/4" = 1'-0"

PROJECT: RECTORY SIGN  
 LE: 34'-10"  
 THE FAIRVIEW SHOPPING CENTER  
 125 - 299 FAIRVIEW AVENUE  
 SOLETA, CALIFORNIA

OWNER: Fairview Center L.L.C.  
 ADDRESS: 1900 Avenue of the Stars, Suite #2475  
 Los Angeles, CA 90067  
 CONTACT: Phone: 310/282-0788  
 Fax: 310/282-0799

FILE: 0256drectory  
 DATE: 11.27.02  
 DRAWN BY: JJ, KB

Paul Poitier + Michael David  
 156 West Alhambra Ave. Suite C - Santa Barbara, CA 93105  
 Fax (805) 898-9683  
 Telephone (805) 682-8894

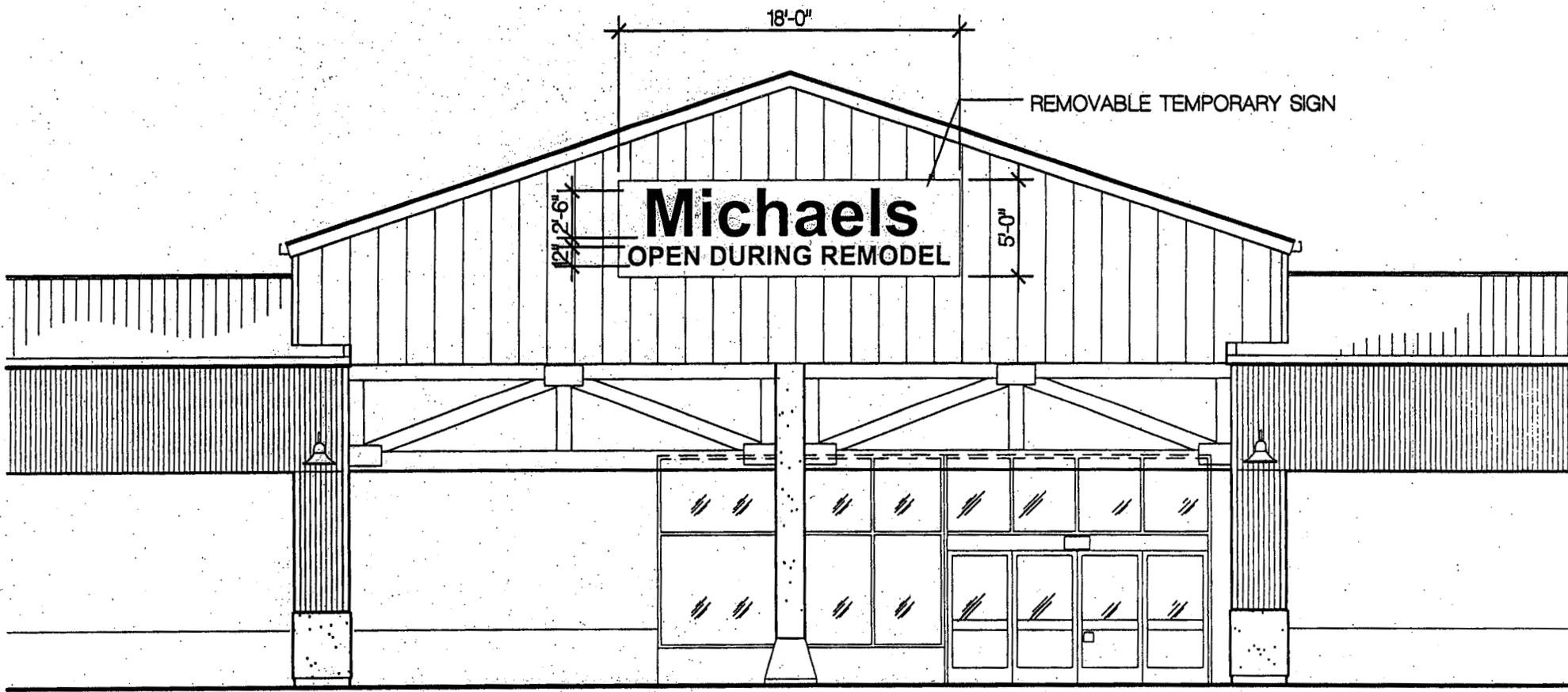


3-Dec-02						
Fairview Shopping Center Signage Calculations						
EXHIBIT M						
Paul Poirier + Michael David Architects						
(805)682-8894						
156 W. Alamar, Suite C Santa Barbara California 93105						
Item	Existing	Proposed	Comments			
<b>Vons</b>						
Vons Frontage	155'	275'				
sign % of frontage width	12.70%	19.50%				
"VONS" sign letter ht.	48"	48"				
"VONS" sign length	12'-9"	13'-4"				
"VONS" sign area	51 s.f.	51 s.f.				
Descriptor sign Area	35 s.f.	14+16= 30s.f.				
Sign Size	6'-8" dia.	12'+13'-9"= 25'-9"				
Descriptor letter ht.	10"	14"				
<b>RiteAid</b>						
RiteAid South Frontage	135'	135'				
Total Sign Length	34'-6"	34'-3"				
sign % of s. frontage width	25.50%	17.20%				
"RiteAid" Sign South Area	82 s.f.	76 s.f.				
"RiteAid" South Letter ht	36"	36"				
"Rite Aid" South Length	18'-6"	23'-3"				
"open 24 hours" length	16'-0"	11'-0"				
"open 24 hours" ht	24"	12"				
"open 24 hours" area	32 s.f.	11 S.F.				
Total South Sign Area	114 s.f.	87 s.f.				
RiteAid West Frontage	135'	135'				
Total Sign Length	34'-6"	34'-3"				
sign % of w. frontage width	25.50%	19.50%				
"RiteAid" Sign West Area	82 s.f.	76 s.f.				
"RiteAid" West Letter ht	36"	36"				
"Rite Aid" West Length	18'-6"	23'-3"				
"open 24 hours" length	16'-0"	11'-0"				
"open 24 hours" ht	24"	12"				
"open 24 hours" area	32 s.f.	11 S.F.				
Total West Sign Area	114 s.f.	87 s.f.				

3-Dec-02

**Fairview Shopping Center Signage Calculations**  
**EXHIBIT M**  
**Paul Poirier + Michael David Architects**  
 156 W. Alamar, Suite C Santa Barbara California 93105 (805)682-8894

Item	Existing	Proposed	Comments
<b>Orchard Supply Hardware</b>			
OSH East Frontage	230'	230'	
Total East Sign Length	49.5'	31.30'	
sign % of e. frontage width	21.50%	13.60%	
OSH east sign area	163 s.f.	163 s.f.	
OSH east sign length	37.5'	20'-1"	
OSH east letter height	4'-4"	4'-4" and 1'-1"	
Garden Center Sign area	36 s.f.	36 s.f.	
Garden Center length	12'	11'-2-1/2"	
Garden Center Ht	36"	4'-4"	
Garden Center letter ht.	24"	2'-7"+ 1'-7"	
OSH South Frontage	245'	245'	
Total South Sign Length	20'	20'	
sign % of s. frontage width	8.20%	8.20%	
OSH south sign area	50 s.f.	50 s.f.	
OSH south sign length	20'	20'	
OSH south sign height	30"	30"	
OSH south letter ht.	18"+ 14"	18"+ 14"	
<b>Michaels</b>			
Michaels East Frontage	184'	184'	
Total East Sign Length	39'	39'	
sign % of e. frontage width	21.20%	21.20%	
Michaels east sign area	54 s.f.	54 s.f.	
Michaels east sign length	18'	18'	
Michaels east letter height	36"	36"	
descr. east sign area	39 s.f.	39 s.f.	
descr. east sign length	21'	13'+8'=21'	
descr. east letter height	18"	18"	



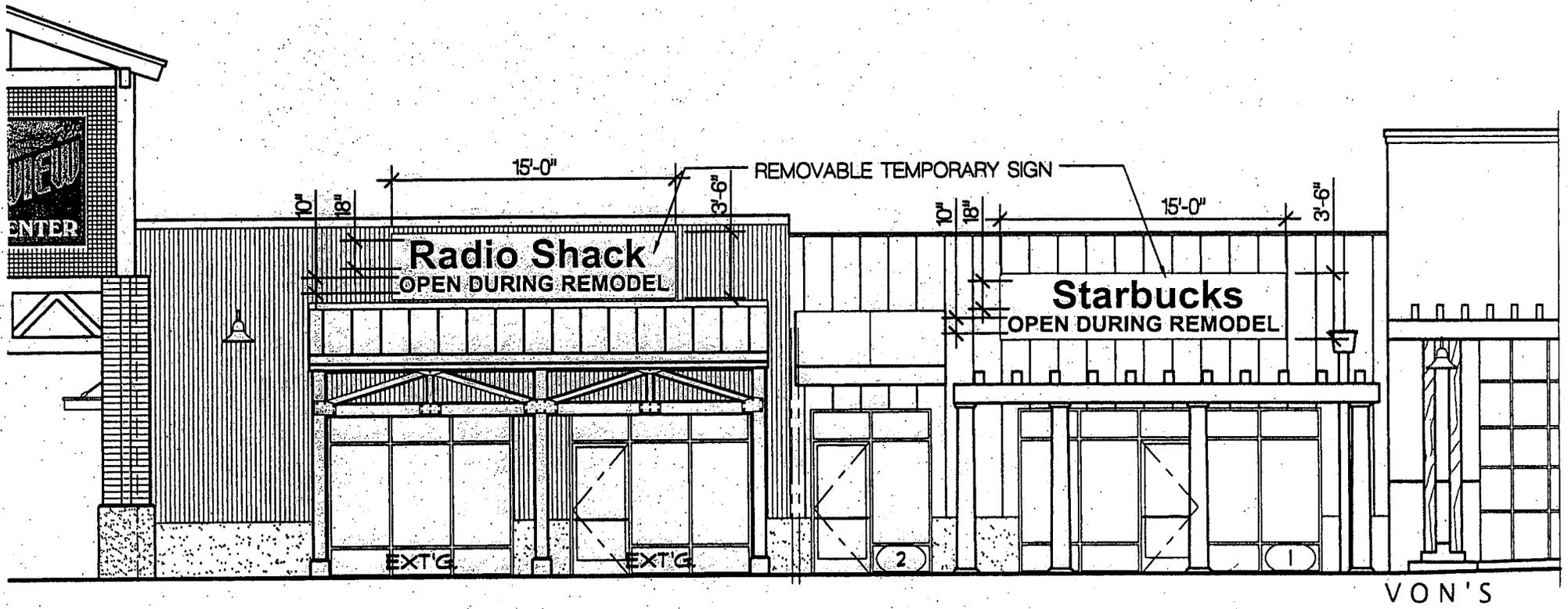
1

TEMPORARY SIGNAGE

1/8" = 1'-0"

OPTION D

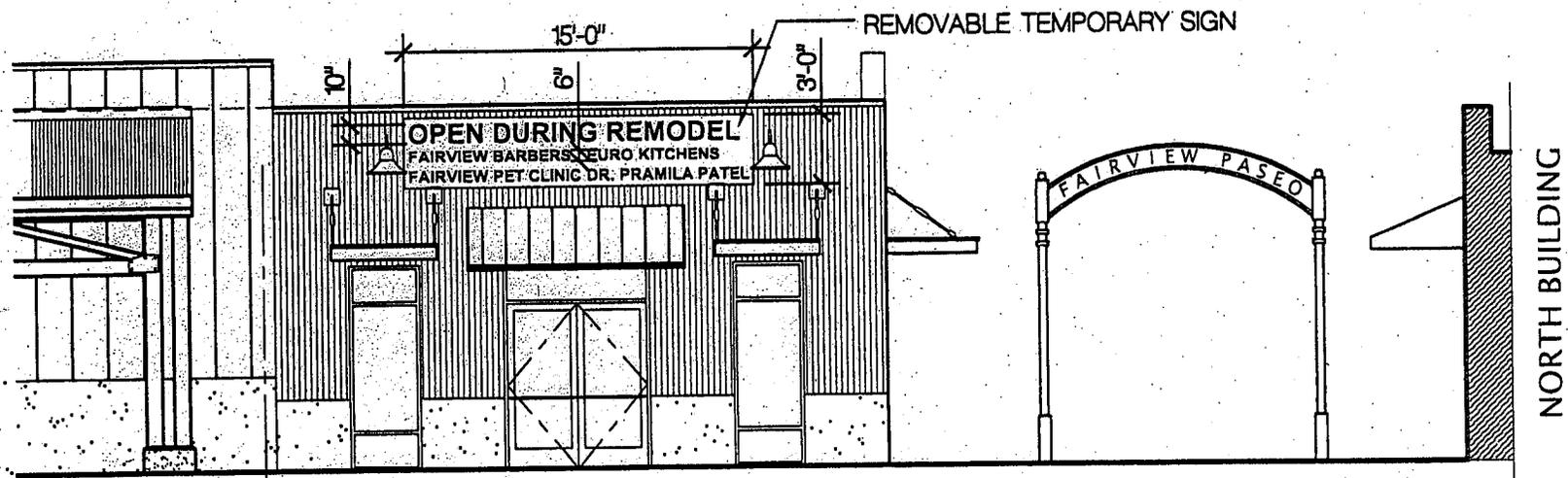
MATERIAL:  
 BACKGROUND: WHITE VINYL COATED FABRIC  
 LETTERING: RED SELF ADHESIVE VINYL



1 TYPICAL SMALL TENANT TEMPORARY SIGNAGE  
 1/8" = 1'-0"

RADIO SHACK and STARBUCKS

MATERIAL:  
 BACKGROUND: WHITE VINYL COATED FABRIC  
 LETTERING: RED SELF ADHESIVE VINYL



1 TYPICAL SMALL TENANT TEMPORARY SIGNAGE

SMALL SHOPS OPTION A

1/8" = 1'-0"

MATERIAL:

BACKGROUND: WHITE VINYL COATED FABRIC  
 LETTERING: RED SELF ADHESIVE VINYL