

Council Meeting of  
October 26, 2010

Honorable Mayor and Members  
of the Torrance City Council  
City Hall  
Torrance, California

Members of the Council:

**SUBJECT: Community Development – Consider an appeal of an Environmental Quality Commission denial of a request for an electronic reader board ground sign in the HBCSP- Walteria Sub District at 24255 Hawthorne Boulevard.**

**SNP10-00003: Michael Pickett**

**Expenditure: None**

### **RECOMMENDATION**

Recommendation of the Environmental Quality Commission and the Community Development Director that the City Council deny the appeal for an electronic reader board ground sign for Walteria Plaza at 24255 Hawthorne Boulevard.

**Funding:** Not applicable.

### **BACKGROUND**

The applicant is requesting approval to install an electronic reader board ground sign at a mixed-use, residential/commercial development that is planned for construction at 24255 Hawthorne Boulevard. The request before the Environmental Quality Commission included a tenant wall sign program for pin-mounted individual letters and the electronic reader board ground sign. On September 2, 2010, the Environmental Quality Commission voted 3-2 to concur with staff recommendations, approving the wall sign program and denying the electronic reader board ground sign.

### **ANALYSIS**

This property is an exterior lot located on the northwest corner of Hawthorne Boulevard and 244<sup>th</sup> Street. It has a General Plan land use designation of General Commercial.

The site has commercial uses to the north, south and east and residential to the west. Construction has not begun on the site but the proposal is for a mixed-use project, consisting of an office/retail building along Hawthorne Boulevard with six residential units located in the rear above ground level parking. The office/retail building will have 1,122 square feet of office on two levels located at the northeastern corner of the lot and the retail space located near the corner of Hawthorne and 244<sup>th</sup> Street will be 1,090 square feet. The building will have a maximum height of 31 feet and will feature Spanish Colonial Revival architecture.

The applicant is requesting approval for a 6'3" high x 5'11", electronic reader board ground sign. Prior to the Environmental Quality Commission meeting, the applicant submitted revised drawings which implemented changes to the design that staff recommended. The appearance of the ground sign is compatible with the building architecture, having stucco on the exterior and painted to match the building color with address numerals on the base. The tile roofing material on the sign will be the same as on the building. The applicant believes that an electronic reader board is the best way to attract long-term tenants. In addition, the applicant will be operating an insurance business from the location and wishes to advertise changing rates.

Per the Torrance Sign Code, electronic reader boards are not allowed due to their flashing, blinking nature. However, these signs have been allowed with Environmental Quality Commission approval. In October 2006, due to the influx of requests for electronic reader board signs, staff, with guidance from the Environmental Quality Commission, established guidelines that outline factors to be considered when reviewing requests for electronic reader board signage. These guidelines consider the type of use; size of property and number of tenants or businesses at the location requesting the signage. The objective of the guidelines is to prevent the proliferation and overuse of electronic reader boards throughout the City.

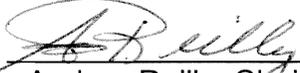
The Hawthorne Corridor Specific Plan calls for the use of wall signs, awning signs and projecting blade signs. These signs are more in keeping with the pedestrian friendly urban village environment envisioned in the Specific Plan, for this area. The use of an electronic reader board is out of character with the urban village concept, and the mixed residential/commercial use of the buildings.

If the Council finds for approval of the electronic reader board ground sign, staff recommends the following conditions:

1. The copy shall remain static for 3 to 4 seconds.
2. No running, blinking or flashing copy, graphics or video.
3. Maximum illumination shall be reduced at dusk.
4. Time and space shall be allowed for civic announcements and events.
5. The illumination shall be extinguished by 10:00 p.m. each night.

6. Advertisements shall only be for the businesses on site. Greetings, birthday wishes, and other acknowledgements are prohibited from being displayed on the reader board.

ENVIRONMENTAL QUALITY COMMISSION

By   
Andrea Reilly, Chair

Respectfully Submitted,

JEFFERY W. GIBSON  
Community Development Director

By   
Gregg D. Lodan, AICP  
Planning and Environmental Manager

CONCUR:

  
Jeffery W. Gibson  
Community Development Director

Noted:

  
LeRoy J. Jackson  
City Manager

Attachments:

- A. Agenda Item 9B of the September 2, 2010, TEQECC meeting
- B. Appeal Form
- C. Excerpt of Minutes of the September 2, 2010, TEQECC meeting
- D. Electronic Reader Board Guidelines
- E. Correspondence from Applicant
- F. Mayor's Script



**TORRANCE ENVIRONMENTAL QUALITY AND ENERGY**  
**CONSERVATION COMMISSION**

DATE: September 2, 2010

CASE: SNP10-00003

NAME: WALTERIA PLAZA

ADDRESS: 24255 HAWTHORNE BOULEVARD

REQUEST: A) Tenant sign program consisting of pin mounted, blue metal individual lettering, 12" high x 2/3rds width of the tenant frontage. Letters will be mounted to 3" x 3" illuminated raceways.

B) One single-face 4'6" high x 6' electronic readerboard ground sign. Amber copy and graphics. Base and cabinet of sign are blue. Proposed location is the corner of 244<sup>th</sup> and Hawthorne Boulevard.

**RECOMMENDATION:**

The Environmental Division recommends the following:

Approval of the tenant sign program with the following conditions:

1. All tenant signage must be *University Roman BD BT Blue* font.
2. All tenant signage must be one line of copy.
3. The raceways must match the color of the building.

Denial of the electronic readerboard ground sign. Staff could support a ground sign if were designed to be more in keeping with the architectural style of the building and continued to incorporate the Hawthorne Corridor Specific Plan district colors but without electronic or manual readerboard copy. Staff also recommends that if approved, the ground sign be redesigned to have a solid base and have similar architecture and color as the building.

If the Commission finds for the approval of an electronic readerboard ground sign, staff recommends the following conditions:

1. The copy shall remain still for at least 3 to 4 seconds.
2. No running, blinking or flashing copy, graphics or video.
3. Maximum illumination shall be reduced at dusk.
4. Time and space shall be allowed for civic announcements and events.
5. The illumination shall be extinguished by 10:00 pm.
6. Advertisements shall only be for the businesses on site. Greetings, birthday wishes and other acknowledgements are prohibited from being displayed on the readerboard.

**ANALYSIS:**

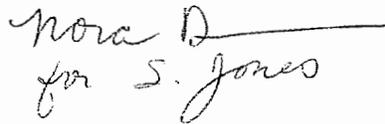
The site is located on the northwest corner of Hawthorne Blvd. and 244<sup>th</sup> Street. It has a General Plan land use designation of General Commercial. Commercial uses are to the north, south and east and residential to the west. Construction on the site has not begun, but the proposal is for a mixed-use development, with office and retail along Hawthorne Blvd. and 6 townhome units constructed as in integrated mixed use building.

The signage proposal includes a sign program for the four offices and one retail use. The sign program will provide continuity for tenant signage and the copy font compliments the building. The Hawthorne Corridor Specific Plan calls for the use of wall signs, awning signs and projecting blade signs. This type of signage is more in keeping with the pedestrian friendly urban village environment envisioned in the Specific Plan. The development standards encourage the placement of buildings close to the street to encourage an interactive façade which appeals to pedestrians. The placement of a large electronic readerboard in a narrow planter area is out of character with the urban village concept, and the mixed residential/commercial use of the structure. Furthermore, the sign would act as an obstruction between the pedestrian and building.

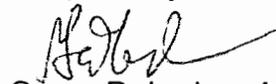
The owner believes that an electronic readerboard is the best way to advertise the businesses within the development. The guidelines for electronic readerboard signs list commercial developments as an appropriate use; however the intent of a readerboard is to provide exposure for a large development, with numerous tenants needing signage. This is a smaller scale project that for which building signs, awning signs, or projecting blade signs are more appropriate.

Prepared by,

Sharron Jones  
Sr. Environmental Officer

  
Nora D.  
for S. Jones

Respectfully submitted,

  
Gregg D. Lodan, AICP  
Environmental and Planning Manager




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# CITY OF TORRANCE

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ENVIRONMENTAL DIVISION  
COMMUNITY DEVELOPMENT DEPARTMENT

JEFFERY W. GIBSON  
COMMUNITY DEVELOPMENT DIRECTOR

September 15, 2010

Mr. Michael Pickett  
24445 Hawthorne Blvd.  
Torrance, CA 90505

Dear Mr. Pickett,

**RE: WALTERIA PLAZA, 24255 HAWTHORNE BL., TORRANCE.**

This letter is to inform you that the **Torrance Environmental Quality and Energy Conservation Commission on September 2, 2010**, made the following decision regarding your request for signage:

- A) Denial of the electronic reader board ground sign.
- B) Approval of the tenant wall sign program to include the following:
  - 18" high x 2/3rds pin mounted letters on 3" x 3" raceways.
  - All tenant signage must be University Roman BD BT blue font.
  - All tenant signage must be one line of copy.
  - The raceways must match the color of the building.

All decisions made by the Environmental Commission may be appealed to the City Council within fifteen (15) calendar days of the hearing.

Please obtain a permit before installing any new signage by providing two sets of sign drawings, along with two copies of a site plan to the Building Division of the Community Development Department at 3031 Torrance Boulevard.

If you have any questions or comments please contact Sharron Jones of the Environmental Division at (310) 618-5924.

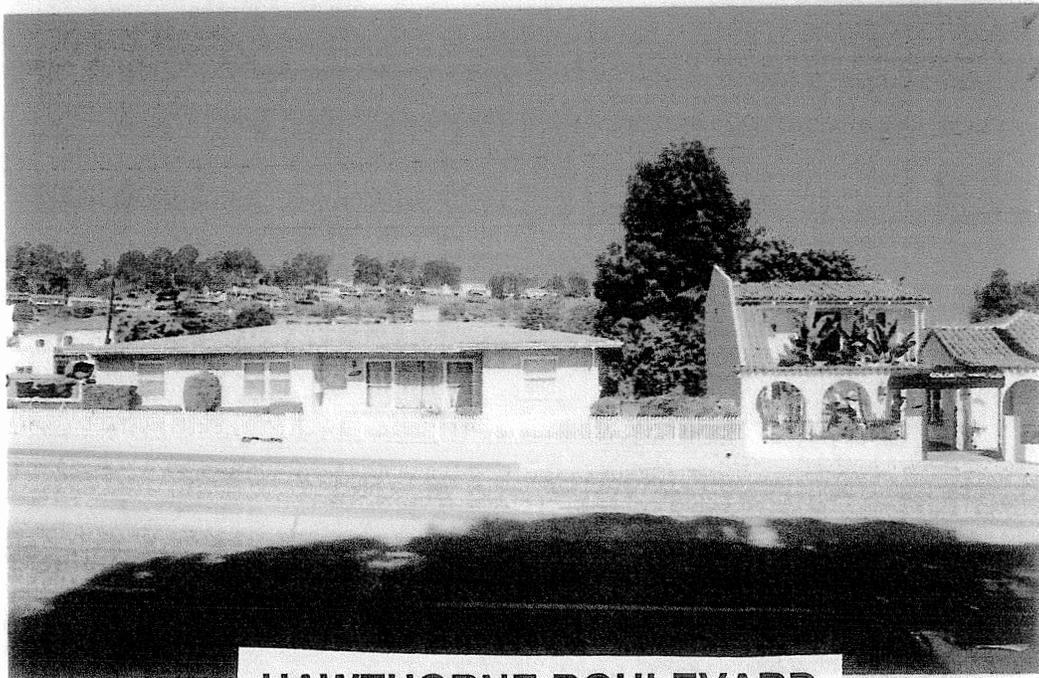
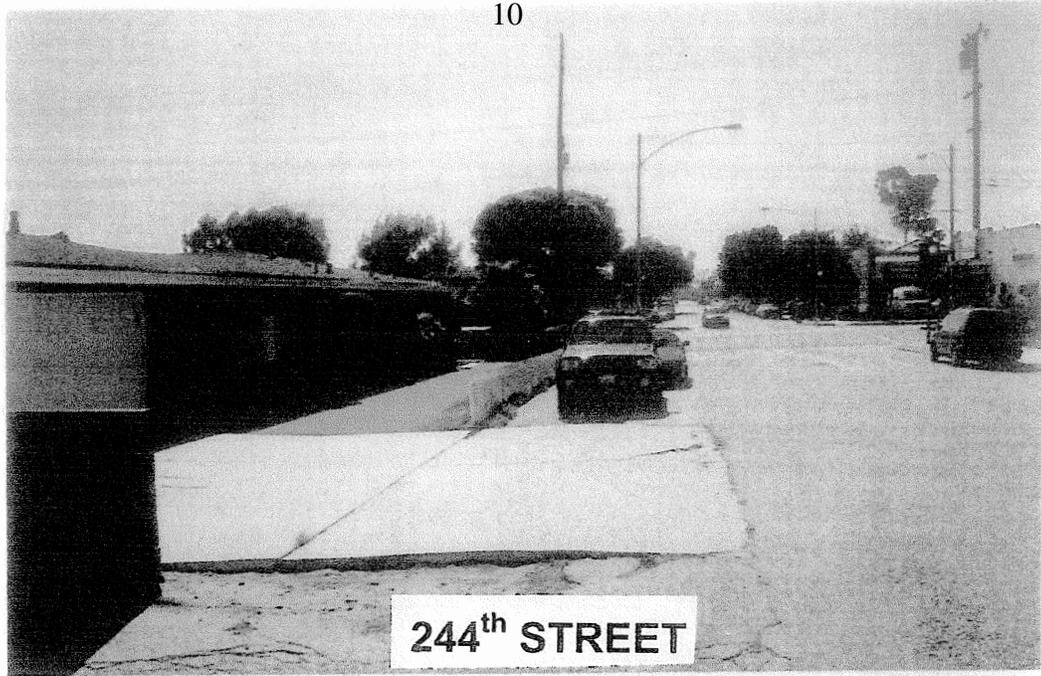
Sincerely,

Gregg Lodan  
Development Review and Environmental Manager

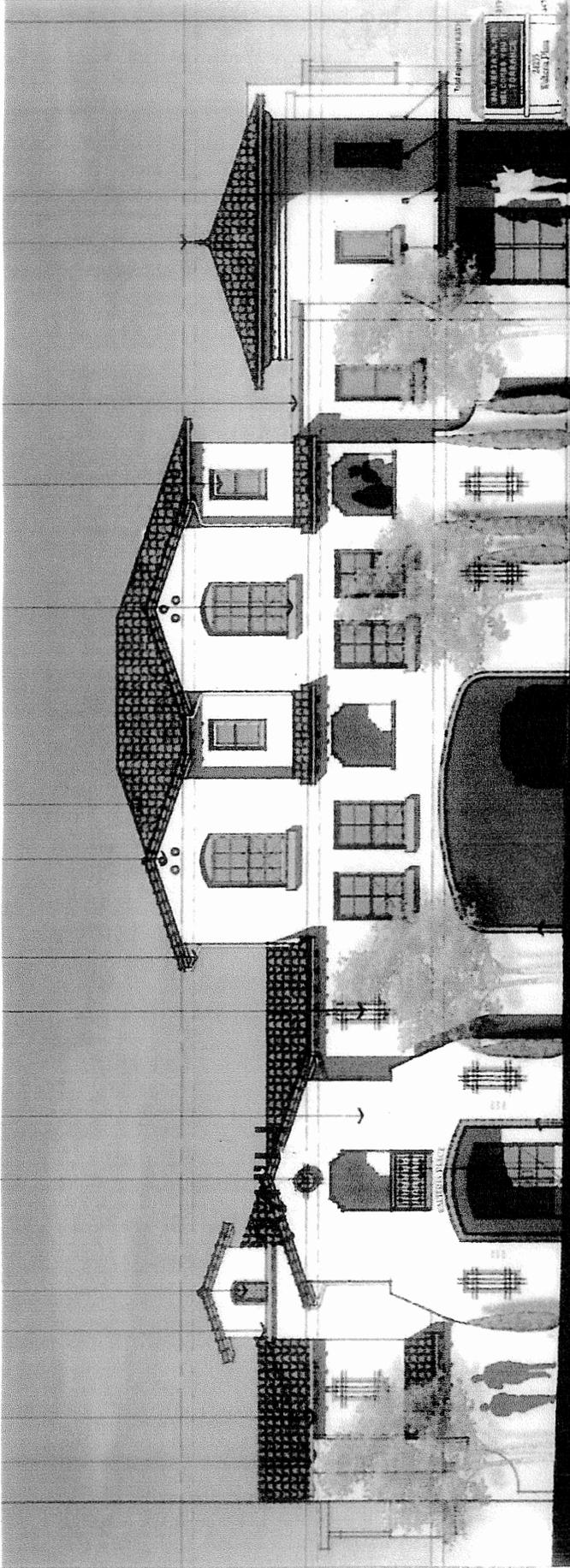
Sharron Jones  
Sr. Environmental Quality Officer











# South Elevation

244<sup>th</sup> STREET

WITHEE MALCOLM ARCHITECTS

**CITY OF TORRANCE****INTEROFFICE COMMUNICATION****DATE: September 14, 2010**

**TO: Jeffery Gibson, Community Development**  
**FROM: City Clerk's Office**  
**SUBJECT: Appeal 2010-08**

Attached is Appeal 2010-08 received in this office on September 14, 2010 from Michael Pickett, 24445 Hawthorne Boulevard, Torrance, CA 90505. This appeal is of the Environmental Quality and Energy Conservation Commission's denial on September 2, 2010 regarding SNP10-00003: Walteria Plaza located at 24255 Hawthorne Boulevard, Torrance, CA 90505 citing appeal decision on denial of one color, non-moving text or pictures with static display for at least ten (10) seconds reader board sign to advertise business rates.

The appeal fee of \$100.00, paid by check, was accepted by the City Clerk.

**SECTION 11.5.3. PROCEDURE AFTER FILING.**

- a) Upon receipt of the notice of appeal, and the appeal fee, the City Clerk shall notify the concerned City officials, bodies or departments that an appeal has been filed and shall transmit a copy of the appeal documents to such officials, bodies or departments.
- b) The concerned City officials, bodies or departments shall prepare the necessary reports for the City Council, provide public notices, posting, mailing or advertising in the same manner as provided for the original hearing or decision making process, request the appeal be placed on the agenda for hearing before the City Council within thirty (30) days of receipt of the said notice of appeal, and notify the applicant in writing of the time, date and place of the hearing not less than five (5) days before the Council hearing.



Sue Herbers  
City Clerk

cc: Building and Safety  
City Council  
City Manager



# CITY OF TORRANCE

## APPEAL FORM

RECEIVED

2010 SEP 14 PM 2:37

### AN APPEAL TO:

- City Council
- Planning Commission
- \_\_\_\_\_

### RETURN TO:

Office of the City Clerk, CITY OF TORRANCE  
 3031 Torrance Boulevard, CITY CLERK'S OFFICE  
 Torrance CA 90509-2970  
 310/618-2870

RE: SNP10-00003 WALTERIA PLAZA  
 (Case Number and Name)

Address/Location of Subject Property 24255 Hawthorne Blvd  
 (If applicable)

### Decision of:

- |  |   |
|--|---|
| <input type="checkbox"/> Administrative Hearing Board                                      | <input type="checkbox"/> License Review Board           |
| <input type="checkbox"/> Airport Commission  | <input type="checkbox"/> Planning Commission            |
| <input type="checkbox"/> Civil Service Commission  | <input type="checkbox"/> Community Development Director |
| <input checked="" type="checkbox"/> Environmental Quality & Energy Conservation Commission | <input type="checkbox"/> Special Development Permit     |
|  | <input type="checkbox"/> Other _____                    |

Date of decision: 9/2/10      Appealing:    APPROVAL     DENIAL

**Reason for Appeal:** *Be as detailed as necessary. Additional information can be presented at the hearing. Attach pages as required with additional information and/or signatures.*

APPEAL DECISION ON DENIAL OF: ONE COLOR  
NON MOVING TEXT OR PICTURES WITH STATIC  
DISPLAY FOR AT LEAST 10 SECONDS READER BOARD  
SIGN. TO ADVERTISE BUSINESS RATES

Name of Appellant MICHAEL PICKETT

Address of Appellant 24445 Hawthorne Blvd #205

Telephone Number (310) 373 6311

Signature *[Handwritten Signature]*

Appeal Fee paid \$ <u>100.00</u>	For office use only Date <u>9/14/10</u>	Received by <u><i>[Signature]</i></u>
Notice to: Community Development Department: <input checked="" type="checkbox"/> Planning <input checked="" type="checkbox"/> Building & Safety <input checked="" type="checkbox"/> City Council <input checked="" type="checkbox"/> City Manager <input type="checkbox"/> City Attorney <input type="checkbox"/> Other Department(s) _____		

**EXCERPT OF MINUTES**

√ Minutes Approved  
 Minutes Subject to Approval

September 2, 2010

**MINUTES OF A REGULAR MEETING OF  
 THE ENVIRONMENTAL QUALITY AND  
 ENERGY CONSERVATION COMMISSION**

**1. CALL TO ORDER**

The Torrance Environmental Quality and Energy Conservation Commission convened in a regular session at 7:00 p.m. on Thursday, September 2, 2010 in the West Annex meeting room at Torrance City Hall.

**2. ROLL CALL:**

Present: Commissioners Cunningham, Gobble, Griffiths, McCabe, Watson, and Chairperson Reilly.

Absent: Commissioner Chim.

Also Present: Environmental and Planning Manager Lodan, Senior Environmental Quality Officer Duncan, Senior Environmental Quality Officer Jones, and Environmental Quality Officer Hill.

**MOTION:** Commissioner Gobble moved to grant Commissioner Chim an excused absence for the September 2, 2010 Commission meeting. Commissioner Watson seconded the motion; a voice vote reflected unanimous approval.

**9. SIGN MATTERS**

Chairperson Reilly explained the policies and procedures of the Environmental Quality and Energy Conservation Commission, including the right to appeal decisions to City Council.

**9B. SNP10-00003: WALTERIA PLAZA – 24255 HAWTHORNE BOULEVARD**

**Request:** A) Tenant sign program consisting of pin mounted, blue metal individual letters, 18" high x 2/3rds width of the tenant frontage. Letters will be mounted to 3" x 3" illuminated raceways.

B) One 6'3" high x 5'11" double-faced electronic readerboard ground sign. Amber copy and graphics. The sign exterior shall be stucco and painted to match the building with address numerals on the base. Proposed location is the corner of 244<sup>th</sup> and Hawthorne Boulevard.

**Recommendation:**

Staff recommends approval of the tenant sign program with the following conditions:

1. All tenant signage must be *University Roman BD BT Blue* font.
2. All tenant signage must be one line of copy.
3. The raceways must match the color of the building.

Denial of the electronic readerboard ground sign. Staff could support a ground sign if it were designed to be more in keeping with the architectural style of the building and continued to incorporate the Hawthorne Corridor Specific Plan district colors but without electronic or manual readerboard copy. Staff also recommends that, if approved, the ground sign be redesigned to have a solid base and have similar architecture and color as the building.

If the Commission finds for the approval of an electronic readerboard ground sign, staff recommends the following conditions:

1. The copy shall remain still for at least 3 to 4 seconds.
2. No running, blinking or flashing copy, graphics or video.
3. Maximum illumination shall be reduced at dusk.
4. Time and space shall be allowed for civic announcements and events.
5. Illumination shall be extinguished by 10:00 p.m.
6. Advertisements shall only be for businesses on site. Greetings, birthday wishes and other acknowledgements are prohibited from being displayed on the readerboard.

With the aid of slides, Senior Environmental Quality Officer Jones reviewed the request and discussed staff's analysis and recommendation for the site located on the northwest corner of Hawthorne Boulevard and 244<sup>th</sup> Street. She noted that construction on the site has not begun, but the proposal is for a mixed-use development with office and retail use as well as six townhome units. She stated that wall signs, awning signs, or projecting blade signs are more appropriate than a readerboard and recommended a monument sign with permanent panels that name the tenants.

Michael Pickett, Hawthorne Boulevard, owner, presented his request and stated that a readerboard is crucial for attracting and advertising long-term business tenants as well as the changeable interest rates that he offers. He stated that he has worked with staff to implement recommended changes. He expressed willingness to allow for civic announcements and to have the copy static for 20-30 seconds with amber lighting.

In response to Commissioner Watson's inquiry, Environmental and Planning Manager Lodan explained the difference between an LED sign and a readerboard.

At 9:14 p.m., Chairperson Reilly closed the public hearing.

Commissioner Gobble applauded Mr. Pickett for building something that is architecturally pleasing for the area. He stated that he could support the readerboard request if it is static for 20-30 seconds and because it is on Hawthorne Boulevard.

Commissioner Griffiths stated that the readerboard request falls outside the guidelines that were put in place.

**MOTION:** Commissioner Griffiths moved to concur with staff recommendation; Commissioner Watson seconded the motion. The motion passed on a 3-2 voice vote (with Commissioner Cunningham abstaining, Commissioner Chim absent).

###

## TORRANCE ENVIRONMENTAL QUALITY COMMISSION

October 5, 2006

Revised December 7, 2006

To: Chairman McCabe and Members of the Torrance Environmental  
Quality Commission

Subject: Guidelines for Electronic Readerboard Signs

The following are informal guidelines the Commission may consider when reviewing requests for electronic readerboard signage.

Type of Readerboard: Approval of readerboard signage should be limited to ground signs. The use of readerboards for wall and window signage could lead to the proliferation and overuse of this type of sign.

Type of Use: In the past, electronic readerboard signage has been approved for churches and schools. Other appropriate uses include: some non-profit facilities (such as YMCAs); some gas stations (for the display of gas prices only), and theaters. In addition, readerboards are suitable for large, multi-tenant commercial developments, preferably with frontage on two major streets.

Conditions of Operation:

- 1) Copy should remain still for at least 3 to 4 seconds.
- 2) No running, blinking, or flashing copy or graphics or video.
- 3) Maximum illumination shall be reduced 35% to 50% at dusk, if necessary.
- 4) Time and space shall be allowed for civic announcements and events.
- 5) Illumination shall be extinguished by 10:00 p.m. nightly, unless the business operates 24 hours.

- 6) For each electronic readerboard request, the Commission should consider the totality of the location, circumstances of the business, and the surrounding area.
- 8) Applicants shall provide a graphic representation of the sign copy including color if any.

Respectfully Submitted,

Sharron Jones  
Sr. Environmental Officer

CONCUR:

Gregg Lodan  
Development Review and Environmental Manager

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24264 Neece  
Address

PERSONAL RESIDENCE BEHIND BUILDING  
Business Name

MARY LOU SCHATTAN  
Name of individual

Mary Lou Schattan  
Signature

9-29-10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24230 Hawthorne BLVD  
Address

Banner Carpets  
Business Name

Richard Bowk  
Name of individual

  
Signature

10/11/10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24401 Hawthorne Blvd - Torrance

Address

Candelazo

Business Name

Juan Aguirre

Name of individual



Signature

10/04/2010

Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24403 Hawthorne Blvd.  
Address

Rosais La Cabana  
Business Name

Rosalba Devila  
Name of individual

Rosalba Devila  
Signature

10-5-10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24411 HAWTHORNE BLVD.

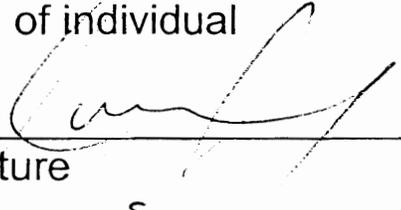
Address

SO. BAY FURNITURE

Business Name

MAURICIO VANEGRAS

Name of individual

  
Signature

10-1-10

Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24445 Hawthorne Blvd 206

Address

Trans Justin Melvin Associates

Business Name

Darrell Swain

Name of individual

Darrell Swain

Signature

10/11/10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

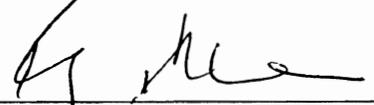
To whom it may concern:

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24445 Hawthorne Blvd Torrance CA 90501  
Address

THOMAS G. HIROSE MD. APC  
Business Name

KRISTY NANCY  
Name of individual

  
Signature

10/5/10  
Date

Fax # 310-791-2025

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24415 Hawthorne Blvd.

Address

Aut. Printed Rug Co.

Business Name

Mirco Makhtarian

Name of individual



Signature

10/11/10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24445 Hawthorne Blvd, Suite 200, Torrance

Address

Csergeni Law Offices

Business Name

Steve Csergeni

Name of individual

  
Signature

9/29/10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

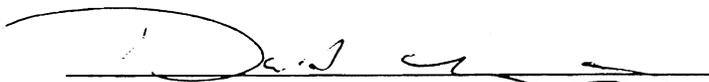
To whom it may concern:

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24410 Hawthorne Blvd  
Address

Walteria Cleaning  
Business Name

David Kim  
Name of individual

  
Signature

9-29-10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24243 Hawthorne Blvd.  
Address

TIKON SKINCARE  
Business Name

Betty Zuniga  
Name of individual

Betty Zuniga  
Signature

9/29/10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

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Address

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Business Name

IDEAL UPHOLSTERY & INTERIORS  
24414 Hawthorne Blvd.  
Torrance, CA 90505  
(310) 375-7000

---

Name of individual

Signature

*Anthony M. M... ..*

Date

*9/29/10*

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24445 Hawthorne Blvd, #102, Torrance, Ca.

Address

Nancy Zinner, Ph.D.

Business Name

Nancy Zinner

Name of Individual

[Signature]

Signature

9-29-10

Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

To whom it may concern:

I have reviewed the proposed electronic reader board sign drawings and building elevations proposed by Michael Pickett and as I am located either adjacent to or in the near proximity of this property I have no objections to the proposed signage and feel this development with the proposed signage would be an improvement to the surrounding property.

24445 Hawthorne Blvd Ste 207 Torrance, CA 90505  
Address

Advanced Gadget Inc.  
Business Name

Wendy Shealy  
Name of individual

  
Signature

9/29/00  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

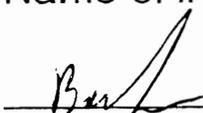
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24222 Hawthorne Blvd Torrance CA 90505  
Address

Parker Upholstery  
Business Name

Bahman Bagheri  
Name of individual

   
Signature

sep-29-10  
Date

Regarding proposed electronic reader board sign at new approved development located at North West corner of Hawthorne Boulevard and 244<sup>th</sup> Street, known as 24255 Hawthorne Boulevard, Torrance, CA. 90505

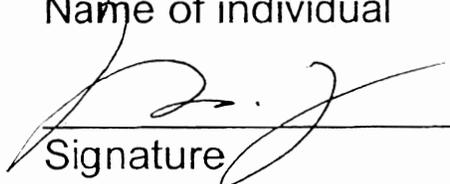
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24226 Hawthorne Blvd # C, Torrance  
Address

TR Copy & Printing  
Business Name

Tsu Jan  
Name of individual

  
Signature

9/29/10  
Date

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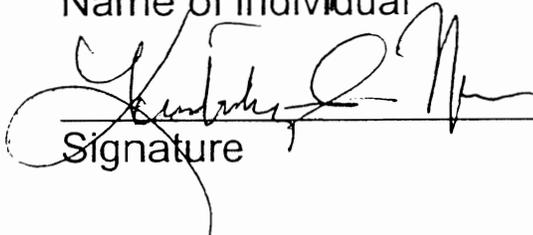
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24445 Hawthorne #102  
Address

Kimberly S. Thomas, Educational  
Business Name

Kimberly S THOMAS  
Name of individual

  
Signature

9/29/10  
Date

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24449 Hawthorne Blvd

Address

A.B.C Pool & Patio

Business Name

CINDI WELLS

Name of individual

Signature

9-29-10

Date

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Hillview Cleaners

Address

24433 Hawthorne Blvd

Business Name

Name of individual

Valerie Garcia

Signature

9/29/10

Date

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24405 Hawthorne

Address

Schaton Optical Gallery

Business Name

MARY LOU SCHATAN

Name of individual

Mary Lou Schaton

Signature

9/29/10

Date

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24411 Hawthorne Bl. Torrance, CA 90505  
Address

Healthy Water Oasis  
Business Name

John Arvanis CFD  
Name of individual

  
Signature

9/29/10  
Date

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24247 HAWTHORNE BLVD  
Address

COLORTEC SACO  
Business Name

ROBERT ALLEN  
Name of individual

  
Signature

9/29/10  
Date

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24242 Hawthorn Blvd  
Address

IC Beyond  
Business Name

Cynthia Carter  
Name of individual

Cynthia Carter  
Signature

9/29/10  
Date

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24250 Hawthorne Blvd Torrance 90505  
Address

JAMES Price Windows  
Business Name

KAREN Derbyshire  
Name of individual

K Derbyshire  
Signature

9/28/2010  
Date

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24260 Hawthorne Blvd

Address

All Makes Vacuums

Business Name

Carl Tisdale

Name of individual



Signature

9-29-10

Date

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24260 E Hawthorne  
Address

Daniel James Inc.  
Business Name

Jan Bobb  
Name of individual

[Signature]  
Signature

9/29/10  
Date

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24423 Hawthorne Blvd.  
Address

The Cottage Spa & Salon  
Business Name

Anh Tran  
Name of individual

  
Signature

9/29/10  
Date

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24402 Hawthorne Blvd

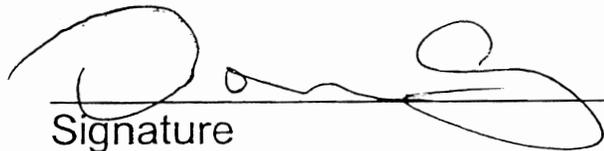
Address

END RESULTS HEALTH & WELLNESS CENTER

Business Name

Dominic Amador

Name of individual



Signature

9/29/10

Date

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24255 HAWTHORNE BLV TORRANCE CA 90505  
Address

AMERICAN SALON  
Business Name

AKIRA TAKAGI  
Name of individual

  
Signature

SEP 29  
Date

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24264 Hawthorne Blvd. Torrance. CA 90505  
Address

Emerald DC Cleaners  
Business Name

Tracy DeRoven  
Name of individual

Tracy DeRoven  
Signature

9/29/10  
Date