

East Lake Village

Master Sign Program

Owner/Location:
East Lake Village Shopping Center
906 - 1056 East Lake Avenue
Watsonville, CA 95076

Sign Contractor
Northwest Signs Lic #786185
120 Encinal Street, Santa Cruz CA 95060
831-469-8208

Scope of Work:
Exterior Signage:
Master Sign Program

Assessor's Parcel Number's: 017-32-176, 017-32-177
Project is in compliance with 2022 CBC, CA Electrical Code. CA Energy Code & SCMC Title 18

SHEET INDEX:

- Page 1 - Cover / Sheet Index
- Page 2 - Cover Letter
- Page 3 - Sign Location Plan
- Page 4 - Sign Location Aerial View
- Page 5 - Sign 1 Location Plan
- Page 6 - Sign 2 Location Plan
- Page 7 - Sign 3 Location Plan
- Page 8 - Single Face Cabinet Section
- Pages 9-13 - Existing Sign Inventory
- Page 14 - Existing Pylon Sign
- Page 15 - Proposed New Sub - Monument Signs Elevation
- Page 16 - Proposed New Sub - Monument Signs Construction Detail
- Page 17 - LED Spec Sheet
- Page 18 - Site Distance Letter

Sign Contractor C45 786185



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:

Client:

Architect:

Landlord:

Project Manager:
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **1**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted



August 21, 2023

Watsonville Community Development
250 Main St.
Watsonville, CA 95076
768-3050

To whom it may concern,

The City of Watsonville recently passed a new sign ordinance that allows for large shopping centers to apply for a Master Sign Program if the current sign allowances do not meet their needs. As per Section 14-21.130 of the Watsonville Municipal Code for signage we would like to apply for a new Master Sign Program for the East Lake Shopping Center located at 906 thru 1056 East Lake Avenue.

Due to the 250'-0" setback of the shopping center buildings from East Lake Avenue visibility for the 28 shop tenants is lacking. As a result of this visibility issue the shop tenants frequently ask the shopping center owners to provide roadside signage so that potential customers can find their shops.

To meet this need for our shop tenants and the public we are proposing the installation of 3 smaller sub-monument signs to be situated along East Lake Avenue. Each sub-monument sign would accommodate 6 tenant sign panels. Each sign would be freestanding and internally, LED, illuminated. The proposed sub-monument signs will have decorative features similar in appearance to those used on the existing pylon sign. The proposed sub-monument signs will be placed in planters landscaped to match the existing esthetics of the shopping center.

In these tough economic times, it is imperative that we do all that we can to assist in the success of our hardworking tenants. Thank you for your consideration.

Mike Terron
Northwest Signs
120 Encinal St.
Santa Cruz, CA 95060
831-469-8208



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village
Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:

Client:

Architect:

Landlord:

Project Manager:
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **2**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

EAST LAKE VILLAGE SHOPPING CENTER

906 - 1056 East Lake Avenue

Master Sign Program

East Lake Village Shopping Center (ELV) has developed a Master Sign Program in place that has been approved by the City of Watsonville. ELV has 5 types of signs that may be used to display a business's name. All signage must be approved by the Management of ELV prior to installation. List below are the 5 types of signage allowed:

1. Standard Tenant Cabinet Box Signage – Number of Signs 29 (includes 4 spaces with no signs boxes) See #6 below for Cabinet box signage detail

- a. Each standard tenant space shall be allowed one (1) projecting cabinet sign.
- b. Suite 1036 shall be allowed two (2) projecting cabinet signs.
- c. Suite 1012 shall be allowed two (2) additional signs on the existing architectural feature located on the roof with a sqft. not to exceed a total of 12 sq.ft.
- d. Standard Tenant Cabinet Box Signage can be located below the roof line in cabinet boxes or above the roof line. Owner to approve location
- e. The maximum sign sq.ft. is 16 sq.ft. except for Suite 1012 and anchor tenants.

2. Anchor Tenant Signage 4 (Suite 906, 954, 990, & 1056)

- a. Each anchor tenant space shall be allowed the following signage with owner approval:
 - i. One wall sign beneath the roof gable, over the main entrance to the suite with a total sign area of no more than 165 square feet.
 - ii. One roof-mounted wall sign with maximum total sign area of no more than 92 square feet.*
 - iii. One building wall sign on the exterior building wall. Maximum size is 150 sq.ft.

*Roof-mounted wall signs may not have exposed raceways, per WMC §14-21.060(a)(16).

3. Monument Sign (Existing)

- a. 1 Monument sign, maximum of 201 sq.ft. of signage per side. Structure/frame shall be 35' tall by 14' wide, with a 4' skinny antenna placed on top of sign post light and is internally illuminated.

4. Sub-Monument Signs

- a. 3 Sub monument signs- Each sign shall be double sided, internally illuminated and have a max sign area of 43 sq.ft. on each side. Each sign shall have a decorative end post that is 120" tall by 16" wide, and the top of the end post shall have an illuminated light fixture (total height of post includes light fixture). Signs shall be internally illuminated and the only portion of the sign that appears

illuminated shall be the sign lettering, registered trademark, or logo (not the background).

5. Parking Lot Light Pole Banner Signage:

- a. 8 parking lot pole lights – each parking lot pole light shall have two hanging doubled sided banner signs, attached to pole, with a max sq.ft. of 30 sq.ft. on each side. The bottom mounting height of the banner signs shall be no less than 14' above grade.

6. Standard Tenant Cabinet Box Signage Existing:

- a. Projecting Cabinet Signs
 - i. Existing cabinet box signs shall not exceed 16 sq.ft.
 - ii. Cabinet box signs shall be internally illuminated.
 - iii. All sign cabinets are existing and mounted underneath the roof eaves.



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: **East Lake Village Shopping Center**
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

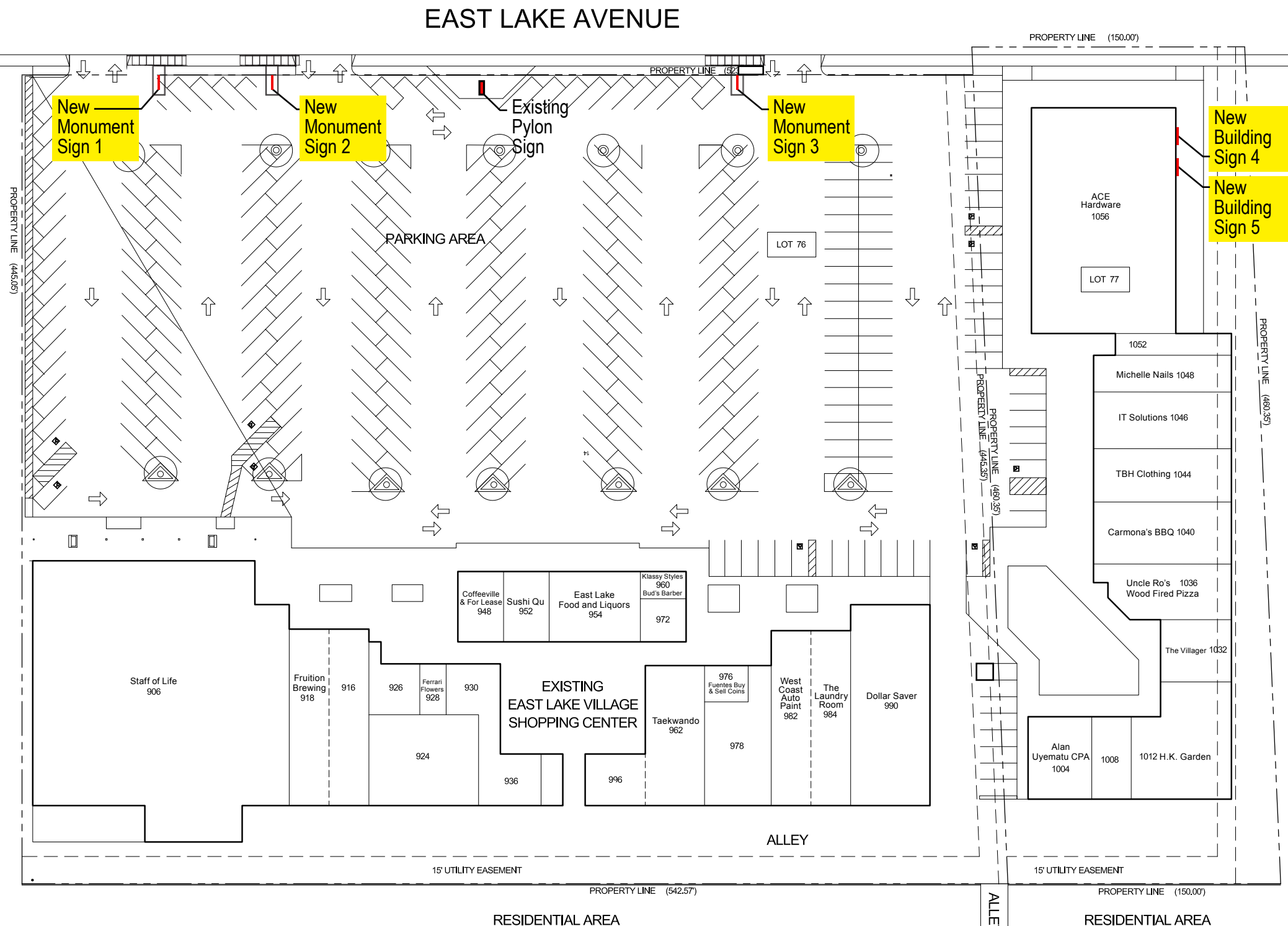
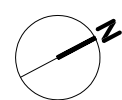
Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-14-2023

Approvals:

Client: _____
Architect: _____
Landlord: _____
Project Manager: _____
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **3**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

PLOT PLAN
SCALE: 1" = 30'



Site Plan - Scale: 1" = 30'-0"

LAKE VILLAGE DRIVE



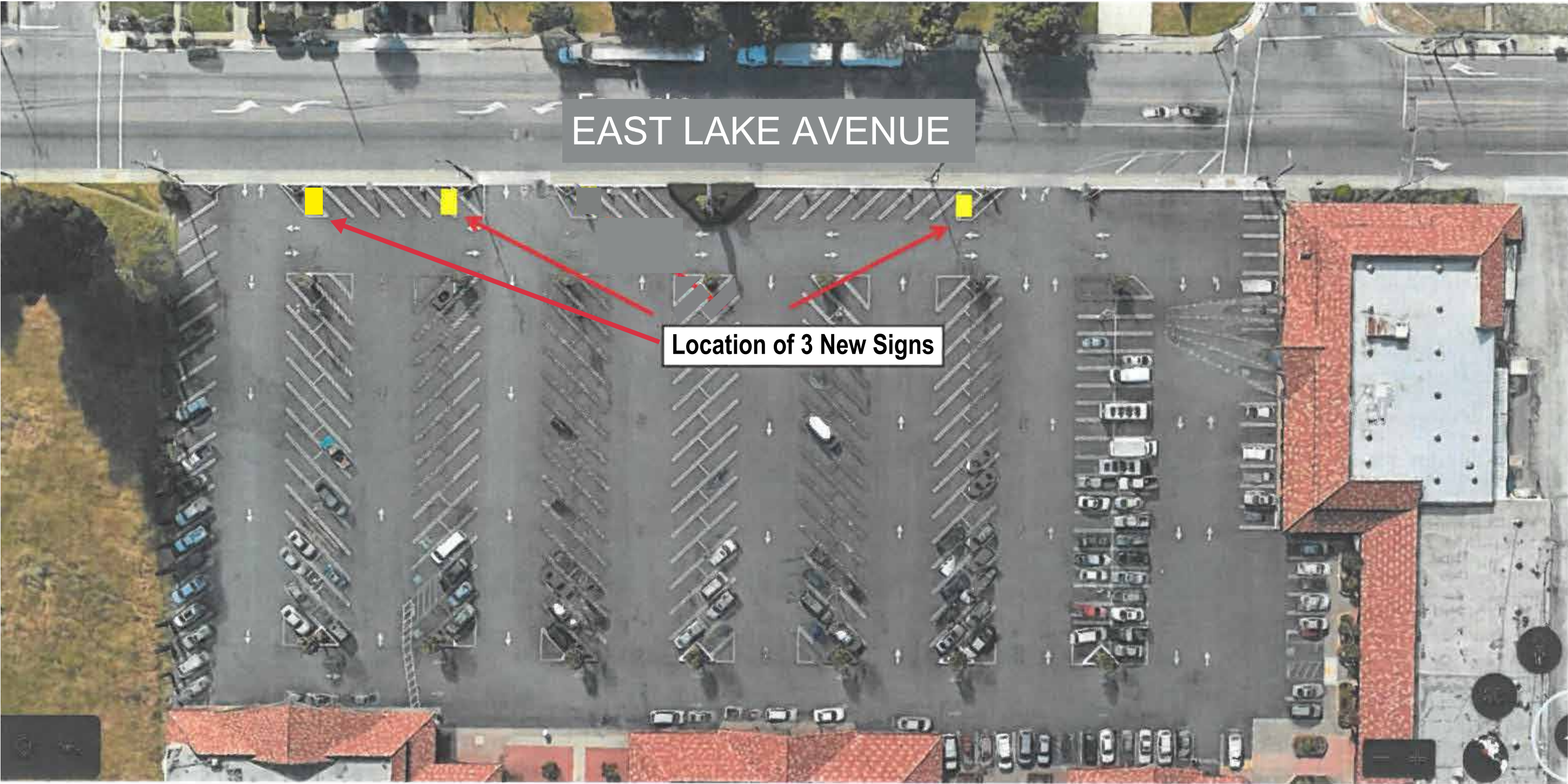
120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: **East Lake Village Shopping Center**
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076


Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

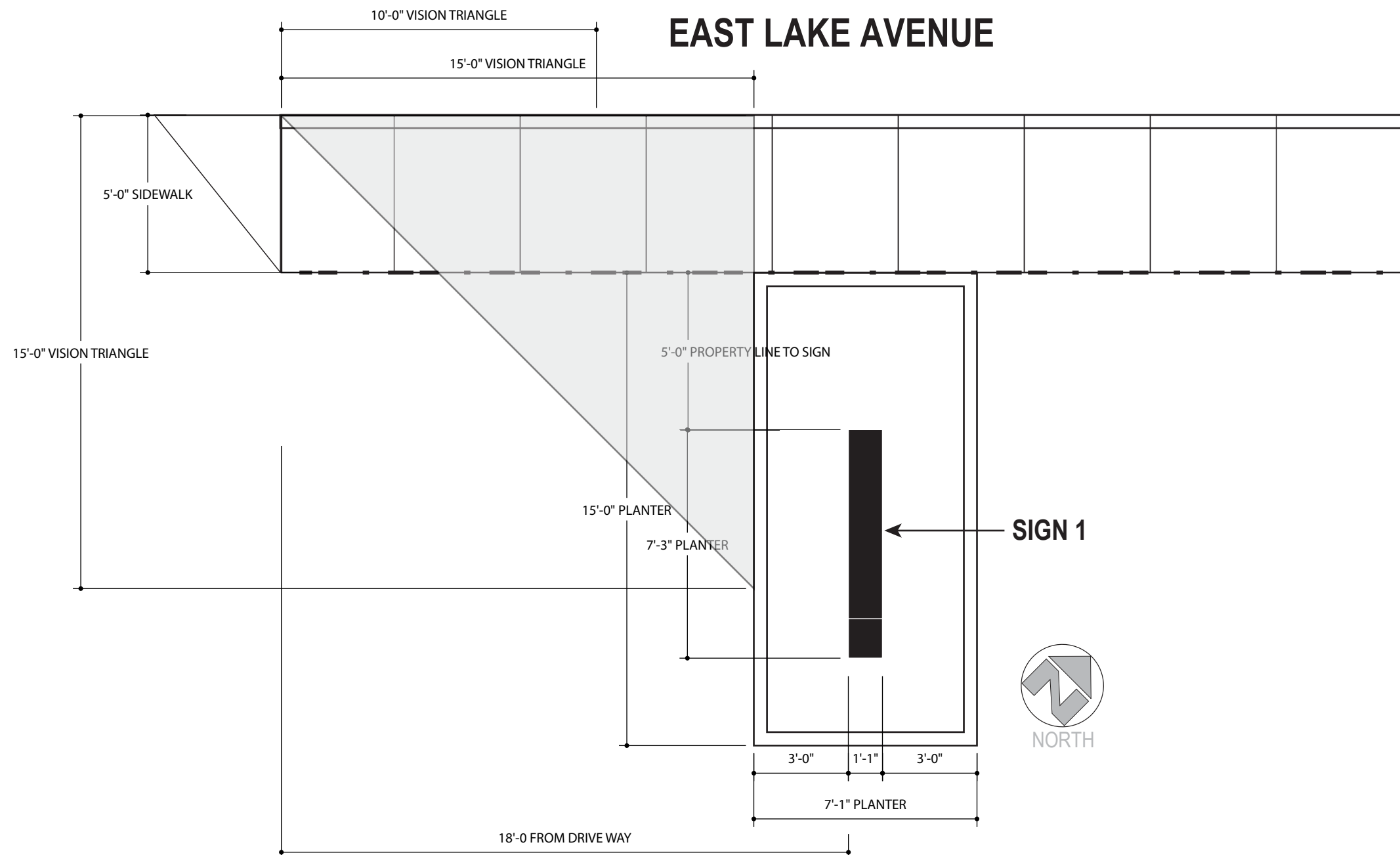
Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **4**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted



Site Plan Aerial View - Scale: Nts

	120 Encinal Street Santa Cruz, CA 95060-2111		<i>Dates / Revisions:</i> 05-23-2023 09-11-2023 03-05-2024 06-26-2023 09-13-2023 04-03-2024 06-28-2023 09-19-2023 04-05-2024 08-22-2023 11-28-2023 08-23-2023 12-04-2023 08-24-2023 12-18-2023	<i>Approvals:</i> <i>Client:</i> <i>Architect:</i> <i>Landlord:</i> <i>Project Manager:</i> East Lake CenterEast Lake Village Shopping Center Master Sign Program 04-05-24	Drawing Number: MAY-15.23 Page Number: 5 Salesman: Mike Terron Drawn By: A. Nieto Scale: As Noted
	Phone: 831.469.8208	Project: East Lake Village Shopping Center			
	Fax: 831.469.8172	Address: 906 -1056 East Lake Ave.			
	Email: mike@northwestsigns.com	Watsonville, CA. 95076			
	Web: www.northwestsigns.com				



Parking Lot - Sign 1 - New Monument Sign - Scale: 1/4" = 1'-0"



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

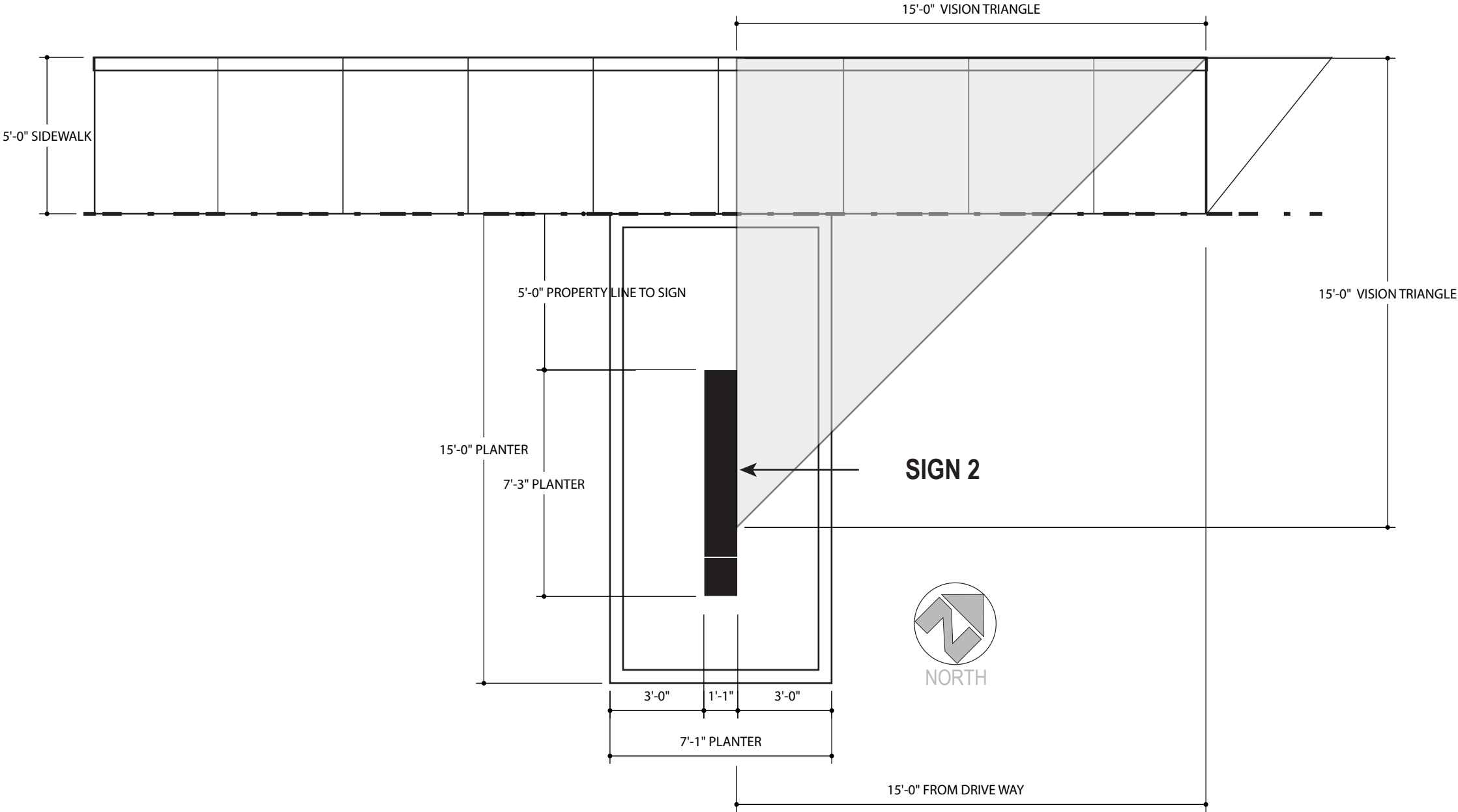
Project: **East Lake Village Shopping Center**
Address: **906 -1056 East Lake Ave. Watsonville, CA. 95076**

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **6**
Salesman: **Mike Terron**
Drawn By: **A. Nieto**
Scale: **As Noted**

EAST LAKE AVENUE



Parking Lot - Sign 2 - New Monument Sign - Scale: 1/4" = 1'-0"



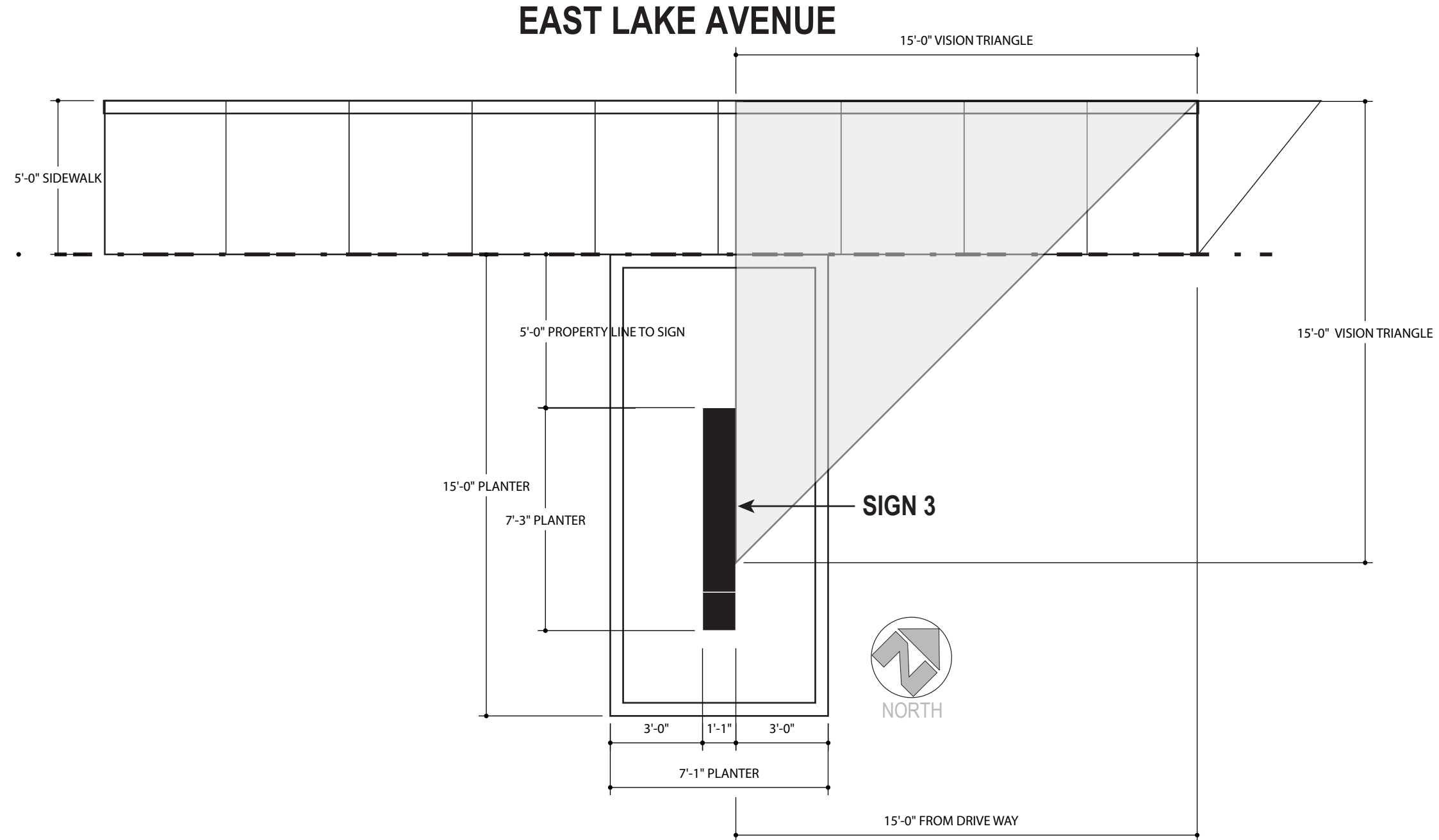
120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: **East Lake Village Shopping Center**
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:		
05-23-2023	09-11-2023	03-05-2024
06-26-2023	09-13-2023	04-03-2024
06-28-2023	09-19-2023	04-05-2024
08-22-2023	11-28-2023	
08-23-2023	12-04-2023	
08-24-2023	12-18-2023	

Approvals:	
Client:	
Architect:	
Landlord:	
Project Manager:	
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24	

Drawing Number:	MAY-15.23
Page Number:	7
Salesman:	Mike Terron
Drawn By:	A. Nieto
Scale:	As Noted



Parking Lot - Sign 3 - New Monument Sign - Scale: 1/4" = 1'-0"



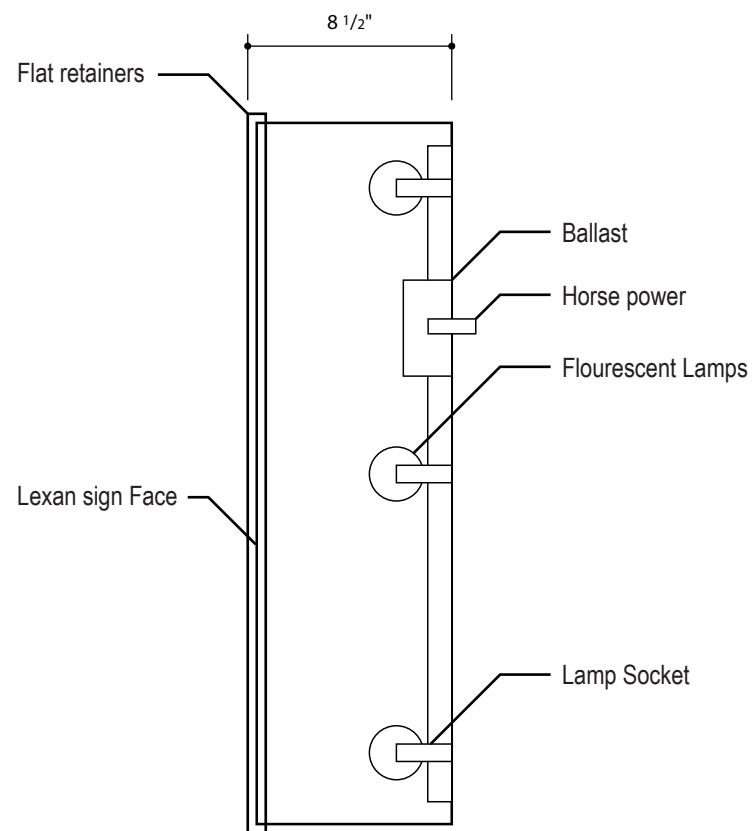
120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: **East Lake Village Shopping Center**
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **8**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted



Single Face Cabinet - Section View - Scale: 1 1/2" = 1'-0"



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: **East Lake Village Shopping Center**
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:

Client: _____
Architect: _____
Landlord: _____
Project Manager: _____
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **9**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

Existing Signage



Suite 906 - Staff of Life - Side Sign Dibond
(1) 6'-0" high x 16'-7" wide x 3/16" thick



Suite 906 - Staff of Life - Channel Letters
(1) 7'-3" high x 22'-6" wide



Suite 916 & 918 - Fruition Brewing - Single Face Cabinets
(2) 1'-6" high x 8'-2" wide



Suite 926 & 928 - Ferrari Flowers - Single Face Cabinets
(2) 1'-6" high x 8'-2" wide



Suite 930 & 948A - Coffeerville & For Lease
Single Face Cabinets (2) 1'-6" high x 8'-2" wide



Suite 952 - Sushi Qu - Single Face Cabinet
(1) 1'-6" high x 8'-1" wide



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village
Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: 10
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

Existing Signage



Suite 954 - East Lake Liquors - Single Face Cabinet
(1) 2'-7" high x 16'-0" wide



Suite 960 - Bud's Barber & Suite 972 - Klassy Styles
Single Face Cabinets (2) 1'-6" high x 8'-2" wide



Suite 962 - Taekwondo - S/F Cabinet Sign
(1) 1'- 6" high x 8'-2" wide



Suite 976 - Fuentes Buy & Sell Coins - Banner
(1) 1'-6" high x 8'-0" wide



Suite 978 - Blank Face - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 982 - West Coast Auto Paint - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client: _____
Architect: _____
Landlord: _____
Project Manager: _____
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: 11
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

Existing Signage



Suite 984 - The Laundry Room - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 990 - Dollar Saver - Single Face Cabinet
(1) 2'-7" high x 16'-0" wide



Suites 1004 & 1006 - Alan Uyematsu CPA - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 1012 - H. K. Garden - S/F (2) Cabinets & Neon Sign
(1) 2'-4" h x 12'-0", (1) 1'-6"h x 4'-2"w & (1) 10"h x 4'-0"w Neon



Suite 1032 - The Villager - S/F Cabinet
(1) 1'-6" high x 8'-2" wide



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: MAY-15.23
Page Number: 12
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

Existing Signage



Suite 1036 - Uncle Ro's - Single Cabinet
(1) 1'-6" high x 6'-0" wide



Suite 1036 - Uncle Ro's - Single Cabinet
(1) 1'-6" high x 10'-0" wide



Suite 1040 - Carmona's BBQ - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 1044 - TBH Clothing - S/F Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 1046 - IT Solutions - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 1048 - Michelle Nails - Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village
Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: 13
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted



Suite 1052 - FedEx Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Suite 1056 - ACE - Channel Letters on exposed raceway (1) 6'-7" high x 22'-6" wide



Suite 1056 - ACE - Channel Letters on exposed raceway (1) 4'-0" high x 22'-9" wide



Suite 1052 - FedEx Single Face Cabinet
(1) 1'-6" high x 8'-2" wide



Behind Suite 1056 - (2) Future New Wall Signs
(2) 10'-0" high x 15'-0" wide or (2) 150 Sf. Ft. sign area



Banners - 8 Existing Light Poles Banners
15'-0" Sign Sq. Ft.



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: 14
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

East Lake Village Sign Accounting					
Address	Tenant	Current dimesons	Type	Count	Max sqft
906	Staff of Life	7' 3" x 22' 6"	Gable	1	165
906	Staff of Life	6' x 16' 7"	wall	1	100
906/1056	Staff of Life	10' x 15'	wall	1	150
916	Fruition	1' 6" x 8' 2"	cabinet	1	16
918	Fruition	1' 6" x 8' 2"	cabinet	1	16
924	India Gourmet, Inc.	no sign	cabinet	1	16
926	B&M Business Ventures, Inc	1' 6" x 8' 2"	cabinet	1	16
928	B&M Business Ventures, Inc	1' 6" x 8' 2"	cabinet	1	16
930	Vacant	1' 6" x 8' 2"	cabinet	1	16
936	Oaktree Property Company	no sign	cabinet	1	16
948	Coffee	1' 6" x 8' 2"	cabinet	1	16
952	Sushi	1' 6" x 8' 2"	cabinet	1	16
954	East Lake Food and Liquor, Inc.	2' 7" x 16'	gable	1	165
960	Bud's Barber Shop	1' 6" x 8' 2"	cabinet	1	16
962	Taekwondo	1' 6" x 8' 2"	cabinet	1	16
966	Alex and Olivia Flores	no sign	cabinet	1	16
972	Klassy	1' 6" x 8' 2"	cabinet	1	16
976	Fuentes Coin	1' 6" x 8' 2"	cabinet	1	16
978	Boxing	1' 6" x 8' 2"	cabinet	1	16
982	Eric Silva	1' 6" x 8' 2"	cabinet	1	16
984	Laundry	1' 6" x 8' 2"	cabinet	1	16
990	Dollar	2' 7" x 16'	Gable	1	165
1004 & 1006	Alan K. & Gayle W. Uyematsu	1' 6" x 8' 2"	cabinet/no sign	2	16
1012	HK	10" x 4'	Roof mounted	1	40
1012	HK	2' 4" x 1'	neon sign	1	12
1012	HK	1' 6" x 8' 2"	cabinet	1	16
1032	Villager	1' 6" x 8' 2"	cabinet	1	16
1036	Ozzie's Pizza	1' 6" x 6'	cabinet	1	16
1036	Ozzie's Pizza	1' 6" x 10'	cabinet	1	16
1040	Carmona	1' 6" x 8' 2"	cabinet	1	16
1044	TBH	1' 6" x 8' 2"	cabinet	1	16
1046	RV's Computers, Inc.	1' 6" x 8' 2"	cabinet	1	16
1048	Michelle's	1' 6" x 8' 2"	cabinet	1	16
1052	Lillian Liberatore-Ryan	1' 6" x 8' 2"	cabinet	1	16
1056	Ace	6' 7" x 22' 6"	Gable	1	165
1056	Ace	4' x 22' 9"	Roof mounted	1	92
1056	Ace	1' 6" x 8' 2"	cabinet	1	16
1056	Ace	10' x 15'	wall	1	150



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project:

East Lake Village
Shopping Center

Address:

906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:

05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:

Client:

Architect:

Landlord:

Project Manager:

East Lake CenterEast Lake Village Shopping Center Master Sign Program 04-05-24

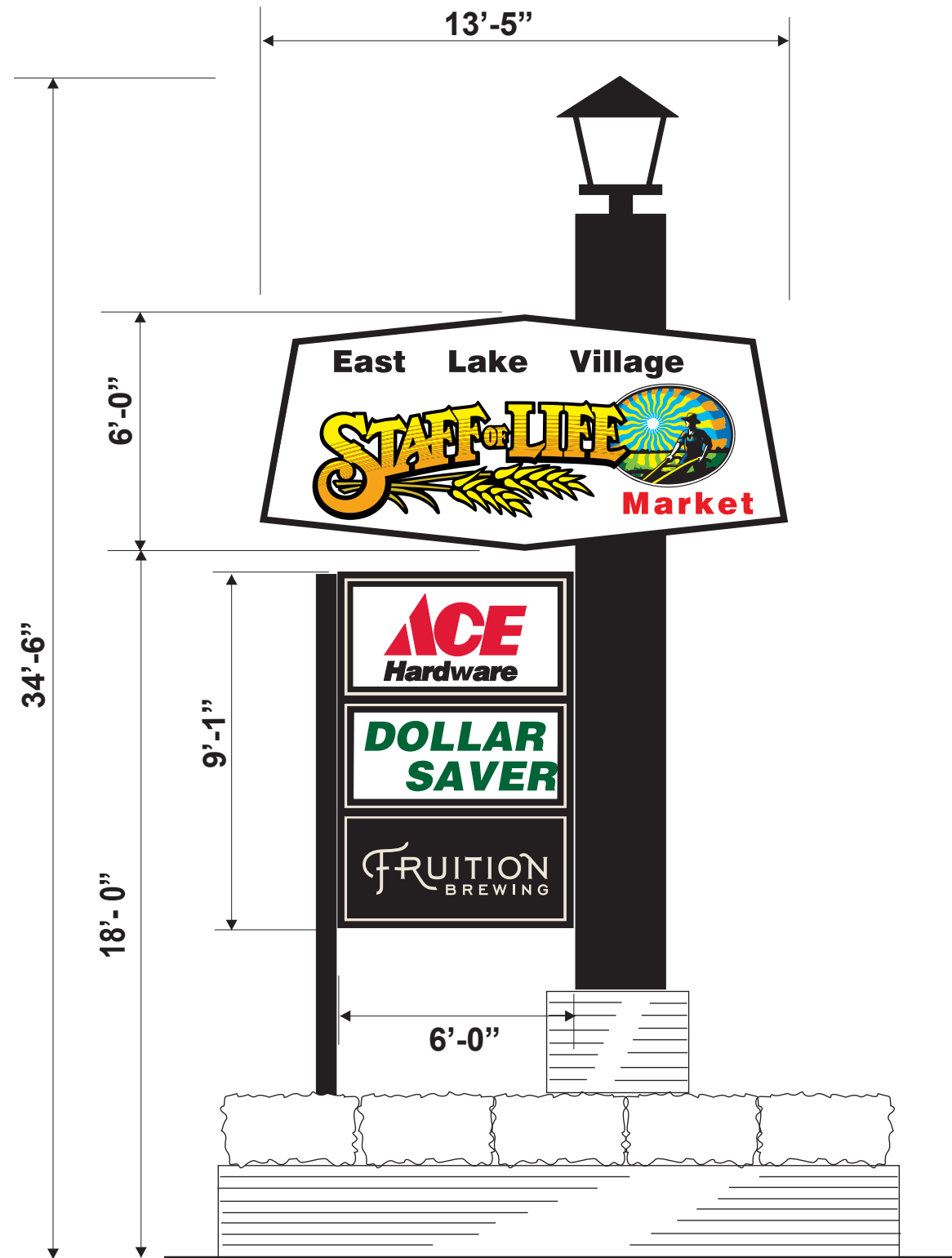
Drawing Number: **MAY-15.23**

Page Number: **15**

Salesman: **Mike Terron**

Drawn By: **A. Nieto**

Scale: **As Noted**



East Lake Center - Existing D/F Pylon Sign



Pylon - D/F Cabinet Signs
(1) 34'- 5" high x 13'-5" wide



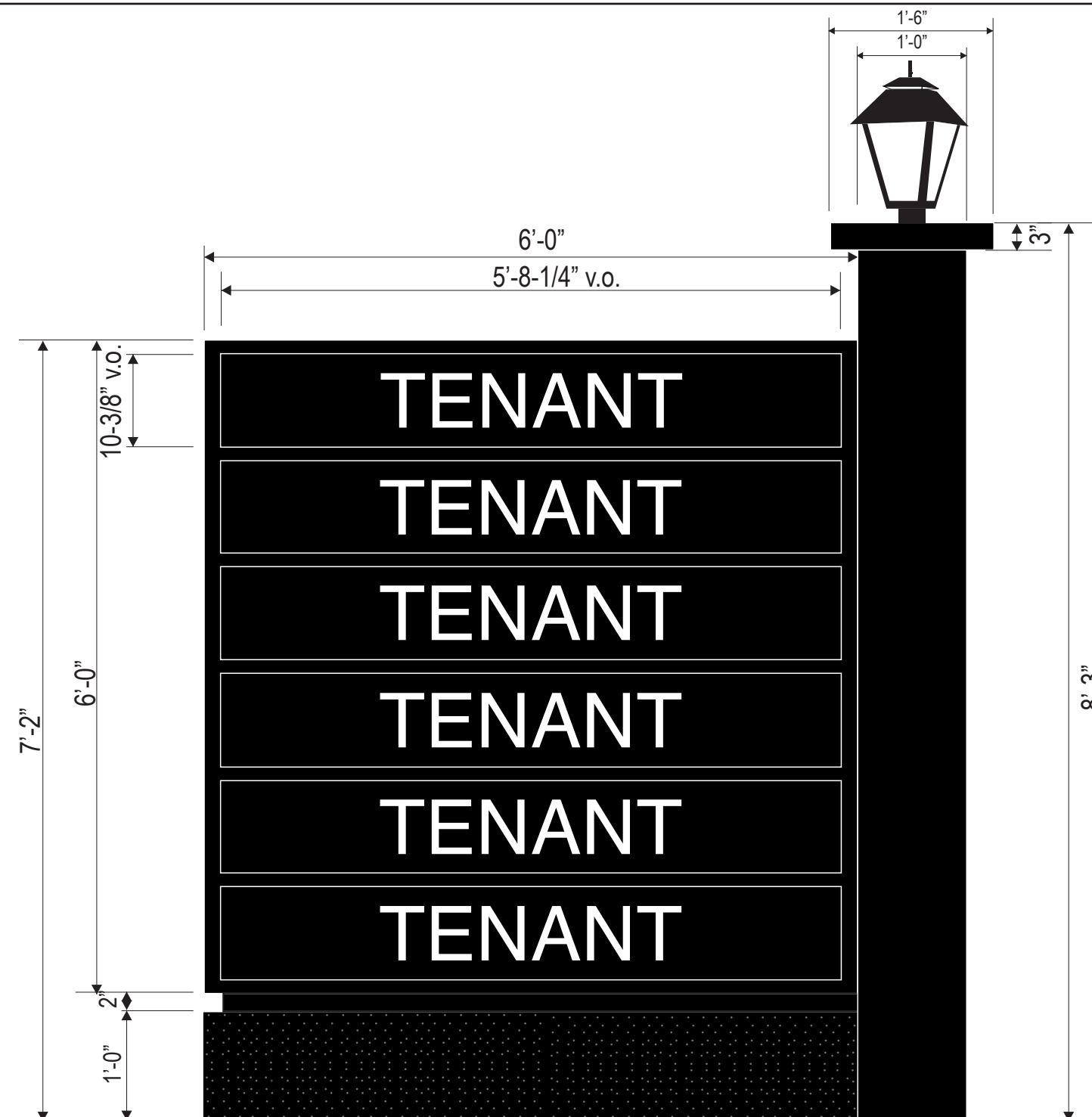
120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: **East Lake Village Shopping Center**
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **16**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted



LED Lamp/Light - Scale: NTS

Proposed New Sub - Monument Signs - Scale: 3/4" = 1'-0"

Install there double face freestanding internally illuminated multi-tenant monument signs with lexan sign faces vinyl copy. Signs will have decorative columns with pole light at top. Sign, supports, & pole lamp painted black. Tenant panels will have a dark color background and white lettering that enhances the legibility of the sign, making it easier for people to read in various lighting conditions.



120 Encinal Street
Santa Cruz, CA 95060-2111
Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center\East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: 17
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted

SloanLED Prism

Premium 12V LED channel letter lighting solution

PERFORMANCE SERIES

Specifications

Dimensions L x W x H	Whites	2.75 in x 0.75 in x 0.44 in (70 mm x 19 mm x 11 mm)
	Colors	2.75 in x 0.75 in x 0.50 in (70 mm x 19 mm x 13 mm)
LEDs per module	3	
Operating temperature	-40° C to +70° C	
Protection class	IP66 & IP68*	
Binning	MacAdam Step 3	
Life rating	>60,000 hours	
Fastening	Peel-n-stick and mechanical	



Whites

Model	Modules per foot/meter	Color temperature	Part number	Optimal can depth	Power per module	Lumens per module (nominal)	Efficacy	Power capacity per SloanLED 60 W 12 VDC power supply	Packaging of 5 trays per carton
SloanLED Prism	1/ft (3.3/m)	6500 K	701269-6WS12-MB	3-8" (75-200 mm)	1.12 W	124	111 lm/W	48 modules (48.0 ft / 14.6 m)	48.0 ft / 14.6 m (48 modules) per tray
		7100 K	701269-7WS11-MB					48 modules (32.0 ft / 9.8 m)	32.0 ft / 9.8 m (48 modules) per tray
	6500 K	701269-6WS11-MB							
	1.5/ft (4.9/m)	5700 K	701269-57S11-MB			120	107 lm/W		
		5000 K	701269-5WS11-MB						
		4000 K	701269-4WS11-MB						
	3000 K	701269-3WS11-MB							

Colors

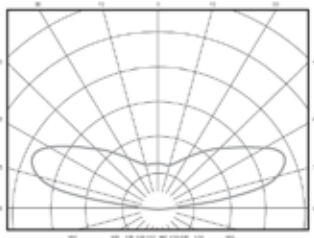
Part number	Color	Nominal wavelength	Modules per foot/meter	Optimal can depth	Power per module	Lumens per module (nominal)	Efficacy	Power capacity per SloanLED 60 W 12 VDC power supply	Packaging of 5 trays per carton
701269-RDS13-MB	Red	628	2/ft (6.6/m)	3-8" (75-200 mm)	0.72 W	24	33.5 lm/W	75 modules (37.5 ft / 11.4 m)	24 ft / 7.3 m (48 modules) per tray
701269-RDS11-MB			1.5/ft (4.9/m)					75 modules (50 ft / 15.2 m)	32 ft / 9.8 m (48 modules) per tray
701269-ORS11-MB	Orange	606							
701269-YLS11-MB	Yellow	589							
701269-GRS11-MB	Green	527							
701269-BLS11-MB	Blue	471				18	25 lm/W		



* Prism IP68 test parameters are 1.3 m submersion for 30 minutes. Do not mount in submerged application or where module will be directly exposed to prolonged flowing or dripping water.
† Configured for Class 2 Output.

SloanLED channel letter products are covered by US and foreign patents, pending and covered by one or more of the following US patents issued: 6,932,495, 7,340,140, 7,241,011, 7,520,771, 7,911,106 and European Patent No. 1756471.

Luminous Intensity Distribution



LED Spec - Scale: NTS



120 Encinal Street
Santa Cruz, CA 95060-2111

Phone: 831.469.8208
Fax: 831.469.8172
Email: mike@northwestsigns.com
Web: www.northwestsigns.com

Project: East Lake Village Shopping Center
Address: 906 -1056 East Lake Ave.
Watsonville, CA. 95076

Dates / Revisions:
05-23-2023 09-11-2023 03-05-2024
06-26-2023 09-13-2023 04-03-2024
06-28-2023 09-19-2023 04-05-2024
08-22-2023 11-28-2023
08-23-2023 12-04-2023
08-24-2023 12-18-2023

Approvals:
Client:
Architect:
Landlord:
Project Manager:
East Lake Center/East Lake Village Shopping Center Master Sign Program 04-05-24

Drawing Number: **MAY-15.23**
Page Number: **18**
Salesman: Mike Terron
Drawn By: A. Nieto
Scale: As Noted