### SOUTH BAY EXPANSION - ZONING ANALYSIS

#### ZONING ANALYSIS

<table>
<thead>
<tr>
<th>Allowable FAR (CB Zone)</th>
<th>Site Area</th>
<th>1,300,658 SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total FAR allowed (1.5)</td>
<td>1,950,987 SF</td>
<td></td>
</tr>
<tr>
<td>Commercial Use FAR (1.0 max / 0.3 min.)</td>
<td>1,300,658 SF</td>
<td></td>
</tr>
<tr>
<td>Residential Use FAR (0.5)</td>
<td>650,329 SF</td>
<td></td>
</tr>
<tr>
<td>Allowable Residential Density (5 units / 1,246 SF Lot area)</td>
<td>2,045 units</td>
<td></td>
</tr>
</tbody>
</table>

#### MAJOR RETAIL

<table>
<thead>
<tr>
<th>Existing SF</th>
<th>Proposed SF</th>
<th>New SF</th>
<th>Total SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy’s</td>
<td>294,895</td>
<td>0</td>
<td>294,895</td>
</tr>
<tr>
<td>Navy’s Office</td>
<td>70,000</td>
<td>0</td>
<td>70,000</td>
</tr>
<tr>
<td>Major Retail #1</td>
<td>148,778</td>
<td>0</td>
<td>148,778</td>
</tr>
<tr>
<td>Major Retail #2</td>
<td>102,000</td>
<td>0</td>
<td>102,000</td>
</tr>
<tr>
<td>Major Retail #3</td>
<td>75,225</td>
<td>0</td>
<td>75,225</td>
</tr>
<tr>
<td>Major Retail #4</td>
<td>75,225</td>
<td>0</td>
<td>75,225</td>
</tr>
<tr>
<td>Major Retail #5</td>
<td>55,000</td>
<td>0</td>
<td>55,000</td>
</tr>
</tbody>
</table>

#### RETAIL STORES

| Existing Total Retail Stores | 323,952 |
| Service Areas               | 20,285  |
| New Retail Stores           | 286,093 |

#### RETAIL STORES Sub-total

| Subtotal | 343,937 |

#### THEATER

| Existing Total Cinema | 64,010 |
| New Cinema | 64,010 |

#### HOTEL

| Existing Total Rooms (152 units) | 105,000 |
|birdge (SFR)                      | 105,000 |

#### HOTEL Sub-total

| Total  | 105,000 |

#### Total Commercial Floor Area

<table>
<thead>
<tr>
<th>Total Allowable Commercial Floor Area</th>
<th>1,278,144</th>
</tr>
</thead>
</table>

#### RESIDENTIAL (382 UNITS)

<table>
<thead>
<tr>
<th>Unit Category</th>
<th>Bedroom</th>
<th>Existing SF</th>
<th>New SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio (2%)</td>
<td>80</td>
<td>0</td>
<td>160,000</td>
</tr>
<tr>
<td>1 Bedroom (36%)</td>
<td>580</td>
<td>135,000</td>
<td>135,000</td>
</tr>
<tr>
<td>2 Bedroom (20%)</td>
<td>46</td>
<td>80,105</td>
<td>80,105</td>
</tr>
<tr>
<td>Garage</td>
<td>40</td>
<td>40,000</td>
<td>40,000</td>
</tr>
</tbody>
</table>

#### Total Residential Gross Area

| Total | 300,000 |

#### Total Allowable Residential Floor Area

| Total | 300,000 |

#### TOTAL PROJECT FLOOR AREA

| Total | 1,278,144 |

#### PARKING

<table>
<thead>
<tr>
<th>Type</th>
<th>Existing</th>
<th>Proposed</th>
<th>New</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Ground</td>
<td>1,894</td>
<td>-1,807</td>
<td>0</td>
<td>67</td>
</tr>
<tr>
<td>Basement Parking - Loading Dock</td>
<td>125</td>
<td>-120</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Basement Parking - Retail (P)</td>
<td>852</td>
<td>852</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Basement Parking - Retail / Hotel (P)</td>
<td>164</td>
<td>164</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Basement Parking - Retail (P)</td>
<td>868</td>
<td>868</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Existing Parking Structure (5x4)</td>
<td>2,087</td>
<td>2,087</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>New Parking Structure (G-P)</td>
<td>1,616</td>
<td>1,616</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

#### Total Parking

| Total | 4,881 | -1,807 | 2,087 | 1,894 |

---

**THE NEW SOUTH BAY REDONDO BEACH, CA**

**ALTERNATIVE 4-1**

*SUBSTITUTE 50,000 SF OF RETAIL WITH 50,000 SF OF OFFICE*

**PROJECT DIRECTORY**

**OWNER:** SOUTH BAY CENTER SF, LLP

**CIVIL:** TAIT AND ASSOCIATES

**ARCHITECT:** GENSIZER

**LANDSCAPE:** AHBE LANDSCAPE ARCHITECTS

**LIGHTING:** KOM ARCHITECTURAL LIGHTING

**GRAPHICS:** KSM DESIGN

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**PROJECT VICINITY MAP**

The New South Bay | Redondo Beach, California | September 22, 2017 | p 2
ENTRY GATEWAY

Visitors will arrive at this grand Hawthorne Boulevard entry to experience a unique, one-of-a-kind community that integrates retail, entertainment, dining, hotel and residential uses. From the entry gateway, visitors can access below-grade parking, Uber/Lyft drop-off areas and a spectacular community park.
COMMUNITY PARK

Once in the midst of the community park, visitors will experience a family-oriented open space filled with lush, mature landscaping, water features, public art, and surrounded by active dining patios and balconies. This flexible space will be programmed to allow everything from art walks and pop-up chef demonstrations to a performance stage and movies in the park.
COMMUNITY PARK

Central to the entire project, the community park provides one-of-a-kind experience, seamlessly merging retail, dining, hotel, and residential uses. With interactive pop-ups for children, signature public art, and public open space, the community park will become the area's go-to spot for people-watching, outdoor dining and enjoying the incredible Redondo Beach weather.
Walking south from the community park past the pop-jet fountains, visitors will discover a meandering promenade of popular retailers along a walkstreet filled with public activities and gardens. Generous seating and Southern California landscaping provide the perfect backdrop for shopping in this area that encourages retailers to use both indoor and outdoor space.
PEDESTRIAN PASEO

Serving as a link between the interior shops, the walkstreet and the neighborhood park, the pedestrian paseo provides a comfortable and sheltered space for visitors to traverse different areas of the project. The scale of the space provides for a comfortable shaded resting spot and the hardscape and landscape changes hint at the transition to the project's neighborhood park.
Walking through the paseo, visitors arrive at the neighborhood park and encounter a special interaction between residential and retail. Ground-level retail uses open to the park and elevated residential gathering places and balconies overlook both retailers and family-friendly children's activity areas. Providing a variety of amenities sure to be popular to both residents and visitors, the neighborhood park is home to the project's bike valet and bike corral as well as café patios, rich landscaping, living walls and a variety of family-friendly experiences for children.
KINGSDALE LINEAR PARK

Paying special attention to the interaction with existing homes, the Kingsdale linear park wraps the entire Kingsdale and 177th Street frontages with layers of large trees and lush landscaping. The reduced-height building is set back from the street far enough to also incorporate an off-street, two-way protected bike path and a footpath that allows safe and comfortable access for both pedestrians and cyclists, including those who will be coming from the city's new transit center and, ultimately, the Green Line station.
Pedestrian-scale post lights along the vehicular paths with supplementary landscape lighting. Post light to be approximately 17'-0" tall with 40-50' on-center spacing. Fixtures to be utilized with high efficiency source and shielded to minimize glow. Parking lighting shall have a uniformity that complies with city requirements. The light source shall not be visible from the street or surrounding residential property.
THE NEW SOUTH BAY

Conceptual signage and graphics are a key component of the brand and experience at The New South Bay. This volume contains outlines specific guidelines for both design and fabrication of signs. These parameters are not legally binding, but are intended to help maintain and ensure the quality of all sign elements and graphics throughout the site. This document will be updated as necessary for future reference.

SITE SIGNAGE

DESCRIPTION: Key components include:\n- Main directional sign system at major entries to The New South Bay \- Parking signage \- Residential project signage \- Project name \- Project identity \- Project identity \- Project identity \- Project identity

COMPONENTS SIGNAGE

The sign program includes all of the component parts, signs with the category express the unique branded language of individual components and signs, while maintaining a unified identity, which is achieved by controlling the use of color, scale and illumination. These signs are classified as either part of the site or service area (e.g., site or service area).

GENERAL GUIDELINES

The sign program is a unique system designed to ensure legibility, visibility, and a consistent aesthetic throughout the site.

CONCEPTUAL DESIGN VOCABULARY

ART AS IDENTITY AND WAVINGFACE

A key component of the evolution of the site is a new art direction as a community. A key feature of the identity program is the use of art in the space. The use of art in a variety of forms, such as murals, sculptures, and other forms of art, will be an integral part of the site's identity.

CONCEPTUAL MATERIAL GUIDELINES

Signs must be of durable, vandal-resistant materials that are appropriate and complementary to the design of the architecture.

CONCEPTUAL LIGHTING GUIDELINES

All architectural elements will be illuminated with a color-coordinated, consistent and uniform light that is not distracting. Lighting will be in a manner that complements the architecture.

CONSTRUCTION AND FABRICATION REQUIREMENTS

All sign fabrication work shall be of excellent quality and representative of Class A workmanship.

A multi-functional, multi-story building shall be designed to meet the site's needs. The building shall be multi-functional, multi-story, and designed to meet the site's needs.
GUIDELINES BY USE

DESIGN GUIDELINES & PHILOSOPHY

This sign plan is a tool to aid in the development of the conceptual and site design. It will be used to guide the site organization plans, develop the site layout, and establish the overall design. The plan is intended to provide a framework for the site design and to create a cohesive and unified look.

Each site area includes a variety of signs with descriptions of the location, opening sign, and interior signage height. These signs are designed to be legible and visible from a distance.

SITE SIGNAGE

CIVIC GESTURE

Within the civic Civic Gesture area, a pedestrian walkway links the public right of way to the site. This walkway includes large-scale and prominent signage to provide a landmark element, such as the City of Redondo Beach.

SITE SIGNS

Each site area includes a site-specific sign to identify the property and provide directions to the building and main entrance.

PARK, OPEN SPACE AND BICYCLE SIGNS

Signs in these areas should be large and prominent to enhance the site visibility and provide directions to the building and main entrance.

SITE SIGNAGE

RETAIL TENANT SIGNS

Retail tenant signs should reinforce the high-quality image of the site. These signs should be easily visible from a distance and provide directions to the building and main entrance.

COMPONENT SIGNAGE

RESIDENTIAL SIGNS

These signs should be small and discreet to maintain the overall aesthetic of the site. They should be located in key areas and provide directions to specific buildings or amenities.

CONCEPTUAL

GENERAL PRINCIPLES

The New South Bay | Redondo Beach, California | September 22, 2011 | p. 39
PARKING AND WAYFINDING SIGNS

The evaluation of site signage supports internal circulation and safety by guiding drivers to parking and trails.

LEGEND

- Multiple non-alleys
- Important points
- Public amenities
- Trail edges
- Parking

PARKING DIAGRAMS

The design of the signs will be durable and resistive to graffiti and other forms of vandalism.

SITE VEHICULAR WAYFINDING

CONCEPTUAL SIGN LOCATIONS

The following zones are based on site circulation and parking locations. Parking includes retail, park, hotel and residential parking. Additional in interior vehicular directions and code require parking signs will also be included in the final implementation. Sign types and locations shown here identify major sign located in areas visible within the public sight of way.

ZONE A: The vehicular entries into parking, both in parking decks and in below grade parking.

ZONE B: Internal circulation for surface parking and circulation into structured parking.

SITE SIGNAGE
**SITE SIGNS**

Identify the site as a whole. Their size and location are the primary means for revealing new believers into the site, as well as supporting the re-branding of the site as a mixed use hub for the community. These signs are the finish element in the brand of graphics on site. As such, they are the targeted signs on site.

**LOCATION:** Sign locations have been carefully chosen to optimize visibility and impact. Signs are located: 1 primary location

- Along the perimeter of the site. 2 architectural edges with good sight lines from Hawthorne, Artesia, and the adjacent 101
- 5 entries into the site

**DIMENSIONS:** Dimensions are shown below. They vary widely to relate closely to the locations and needs of the site. Site and entry dimensions are in standards for good visibility, as well as consistency within the project as a whole.

**DESIGN:** The signs for The New South Bay are part of the overall project brand strategy, which includes architect, material, illumination, and other design details that relate directly to the brand and architecture.

**CONCEPTUAL SIGN LOCATIONS**

The following zones have been defined based on their visibility from surrounding streets and internal circulation. These areas are ideal for project identity signs.

**ZONE A:** The corner of Hawthorne and Artesia, including the interior of the architectural visible from the primary corner.

**ZONE B:** The landscape edge adjacent to the Hawthorne entry to the site.

**ZONE C:** The landscape edge adjacent to the entry to the site.

**ZONE D:** Two areas: 1. The landscape edge adjacent to the Kingsdale entry to the site. 2. The prime drop-off on the Southern edge of the central plaza.

**ZONE E:** The architectural edge of the site, immediately adjacent to

**Hawthorne and Artesia.** Zone E includes the facades of Type I

tenants and includes both project and tenant signs.

**ZONE F:** The architectural edge of the existing mall, facing vehicular traffic entering the site on an interior lane or from the neighboring Marketplace.

**ZONE G:** Entries into the existing interior concourses—a transition from exterior to interior for pedestrians.
PARK AND OPEN SPACE SIGNS

The defining feature of the re-imagined The New South Bay will be the spaces in between the building. This new park space includes a sign within the park and space serves multiple functions. Park and open space signs make connections forBUGMEN, they direct bikers and pedestrians, and create a clear visual identity for the building. As an all-time reference, they provide a unified approach to guide the surrounding residents and create a sense of place.

At each point, the wayfinding system includes directional signs which the building controls are connected to the surrounding and create a unified theme. This is consistent throughout the site.

CONCEPTUAL SIGN LOCATIONS

The following signs are located on site circulation and residential building locations.

ZONES:

- ZONE C: Planned locations for bike racks and other multi-modal amenities.
- ZONE D: The landscaped and open space area of site, park areas & open space.
RETAIL TENANT SIGNS

Retail tenant signs should maintain the high-volume standards of the site signage, while allowing for a large range of visual elements in the project.

- In-house signs in the lobbies
  - For use in projectbrochures, sales display, maintenance, and other site elements
  - White or black letters on a colored background
  - Letters formed from sheet metal or high-quality structural materials

- Source channel letters with high-illumination intensity
  - Exteriorly illuminated by individual or electronic signs on a mounted structure

LOCATION: Retail tenant signs are designed to be consistent with the retail tenant architecture. Additional construction will be required for retail tenant signage on the site.

DIMENSIONS: The dimensions and placement will be agreed upon in the project agreement.

DESIGN: The design of the signs will reflect the individual tenant’s branding.

**CONCEPTUAL SIGN LOCATIONS**

The following zones have been defined for their visibility from surrounding arterials and alignment with tenant foot traffic:

ZONE J: The architectural edge of the site, immediately adjacent to Hawthorne and Artesia. Zone J includes the facades of Type 1 premises.

ZONE K: The architectural edge of the Type 2 Tenants

---

**RETAIL TENANT SIGNS**

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Sign</th>
<th>Tenant Name</th>
<th>Tenant Name</th>
<th>Tenant Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td></td>
<td>T2</td>
<td>T3</td>
<td>T4</td>
</tr>
</tbody>
</table>

---

**CONCEPTUAL PRECEDENTS**

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**SIGNAGE RETAIL TENANTS**

The New South Bay | Redondo Beach, California | September 23, 2017 | p 62
# RESIDENTIAL SIGNS

The size, location, and orientation of residential signs is now revised to accommodate the needs of the development.

**LOCATION:** Residential signs are located immediately adjacent to the residential buildings, reflecting the entrance of different zones. The size and location of these signs are designed to complement the overall aesthetics of the building.

**DIMENSIONS:** The maximum height of the primary signs is 6' 0". All remaining signs have a maximum height of 4' 0".

**FINISHER:** The finish of the signs will be a high-quality material to match the overall aesthetic of the building.

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## CONCEPTUAL SIGN LOCATIONS

The following zones are based on site circulation and residential building locations:

- **ZONE M:** The architectural edge of the residential buildings.
- **ZONE N:** Select portion of the area adjacent to the residential buildings.

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## COMPONENT SIGNAGE

**CONCEPTUAL RESIDENTIAL**

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### RESIDENTIAL SIGNS

<table>
<thead>
<tr>
<th>Zone</th>
<th>Name</th>
<th>Qty</th>
<th>Site / Position</th>
<th>Signage Zone</th>
<th>Message</th>
<th>3D View</th>
<th>Height / Width</th>
<th>Orientation</th>
<th>Signage</th>
<th>Conceptual Precedents</th>
</tr>
</thead>
<tbody>
<tr>
<td>R1</td>
<td>Primary Identity Wall Sign</td>
<td>1</td>
<td>Main Entrance Zone M</td>
<td>100 sq ft</td>
<td>Height 6' 0&quot; Width 3' 0&quot;</td>
<td>Internal</td>
<td>Name of building</td>
<td>Name of building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R2</td>
<td>Secondary Identity Wall Sign</td>
<td>1</td>
<td>Zone N</td>
<td>48 sq ft</td>
<td>Height 6' 0&quot; Width 3' 0&quot;</td>
<td>Internal</td>
<td>Name of building</td>
<td>Name of building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R3</td>
<td>Sign Identity</td>
<td>1</td>
<td>Zone M</td>
<td>50 sq ft</td>
<td>Height 6' 0&quot; Width 3' 0&quot;</td>
<td>Internal</td>
<td>Name of building</td>
<td>Name of building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R4</td>
<td>Primary Identity Wall Sign</td>
<td>1</td>
<td>Zone M</td>
<td>60 sq ft</td>
<td>Height 6' 0&quot; Width 3' 0&quot;</td>
<td>Internal</td>
<td>Name of building</td>
<td>Name of building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R5</td>
<td>Leasing Office Identity</td>
<td>1</td>
<td>Zone M</td>
<td>55 sq ft</td>
<td>Height 6' 0&quot; Width 3' 0&quot;</td>
<td>Internal</td>
<td>Name of building</td>
<td>Name of building</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Quantity</td>
<td>10</td>
<td></td>
<td>196 sq ft</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMPONENT SIGNAGE
CONCEPTUAL HOTEL
CONCEPTUAL SIGN LOCATIONS

The following zones have been defined based on their visibility from surrounding arterials, internal circulation, and the massing of the hotel building.

ZONE Q: The landscape area immediately adjacent to the hotel both on Artega and within the site internal circulation. The zone includes both landscape and softscape area based on site plan development.

ZONE R: The architectural edge of the hotel.

<table>
<thead>
<tr>
<th>HOTEL SIGNS</th>
<th>CONCEPTUAL PRECEDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Note</strong></td>
<td><strong>QTY</strong></td>
</tr>
<tr>
<td>B1</td>
<td>Primary Identity Wall Sign</td>
</tr>
<tr>
<td>B2</td>
<td>Secondary Identity Freestanding Monument</td>
</tr>
<tr>
<td>B3</td>
<td>Safety Identity</td>
</tr>
<tr>
<td>B4</td>
<td>Stationary Identity Wall Sign</td>
</tr>
<tr>
<td>B5</td>
<td>Drop-Off and valet</td>
</tr>
</tbody>
</table>

**CONCEPTUAL SIGNAGE**

**COMPONENT SIGNAGE**

The New South Bay | Redondo Beach, California | September 22, 2017 | p 66
### Digital & Off-Site Signs

Digital and off-site signs built in a way, removed from the site, that helps define the New South Bay as a key retail location with a strong identity.

**Location:** Digital and off-site signs built in a way, removed from the site, that helps define the New South Bay as a key retail location with a strong identity.

**Dimensions:** The minimum dimensions of any sign built off-site within this category are 6".

### Massing Diagrams

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

- **D1**
- **D2**
- **D3**

### Conceptual Sign Locations

The following zones have been defined based on their visibility from surrounding areas:

- **ZONE S:** Select locations on site.
- **ZONE T:** Architectural edge with sight lines to Artesia & Kingsdale.
- **ZONE U:** Architectural edge site architecture, min 20'-0" AFF.

### Digital and Off-Site Signage

<table>
<thead>
<tr>
<th>Sign Name</th>
<th>Height</th>
<th>Width (in.)</th>
<th>Depth (in.)</th>
<th>Weight (lbs.)</th>
<th>Color</th>
<th>Int. or Ext.</th>
<th>Location</th>
<th>Applications</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1</td>
<td>Graphic</td>
<td>Zone T</td>
<td>48'-0&quot;</td>
<td>12'-0&quot;</td>
<td>10'-0&quot;</td>
<td>Internal</td>
<td>10'-0&quot;</td>
<td>Digital display</td>
<td>Create digital display</td>
</tr>
<tr>
<td>D2</td>
<td>Graphic</td>
<td>Zone T</td>
<td>48'-0&quot;</td>
<td>12'-0&quot;</td>
<td>10'-0&quot;</td>
<td>Internal</td>
<td>10'-0&quot;</td>
<td>Digital display</td>
<td>Create digital display</td>
</tr>
<tr>
<td>D3</td>
<td>Graphic</td>
<td>Zone T</td>
<td>48'-0&quot;</td>
<td>12'-0&quot;</td>
<td>10'-0&quot;</td>
<td>Internal</td>
<td>10'-0&quot;</td>
<td>Digital display</td>
<td>Create digital display</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Quantity</th>
<th>Total sqft</th>
<th>Total sqft</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>6,275 sqft</td>
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