

**AGENDA**  
**OCEANSIDE DEVELOPER'S CONFERENCE**

**Tuesday, June 5, 2012, 10:00 a.m.**  
**Guajome Room**

1. **10:00 a.m.** - 11:00 a.m. Discussion of a proposed freeway oriented digital LED sign project located at 121 Brooks Street.

**Zoning: CS-HO (Commercial Special-Highway Oriented)**

**Land Use: SC (Special Commercial)**

**Neighborhood Area: Loma Alta**

**Assessor Parcel Number: 148-340-29-00**

**Contact Person: Mark Kelegian**

**Tel.: 760.730.8818**

**Email: [Mark@oceans11.com](mailto:Mark@oceans11.com)**

**Attachments:**

1. Maps
2. Project Description Letter
3. Proposed Elevations

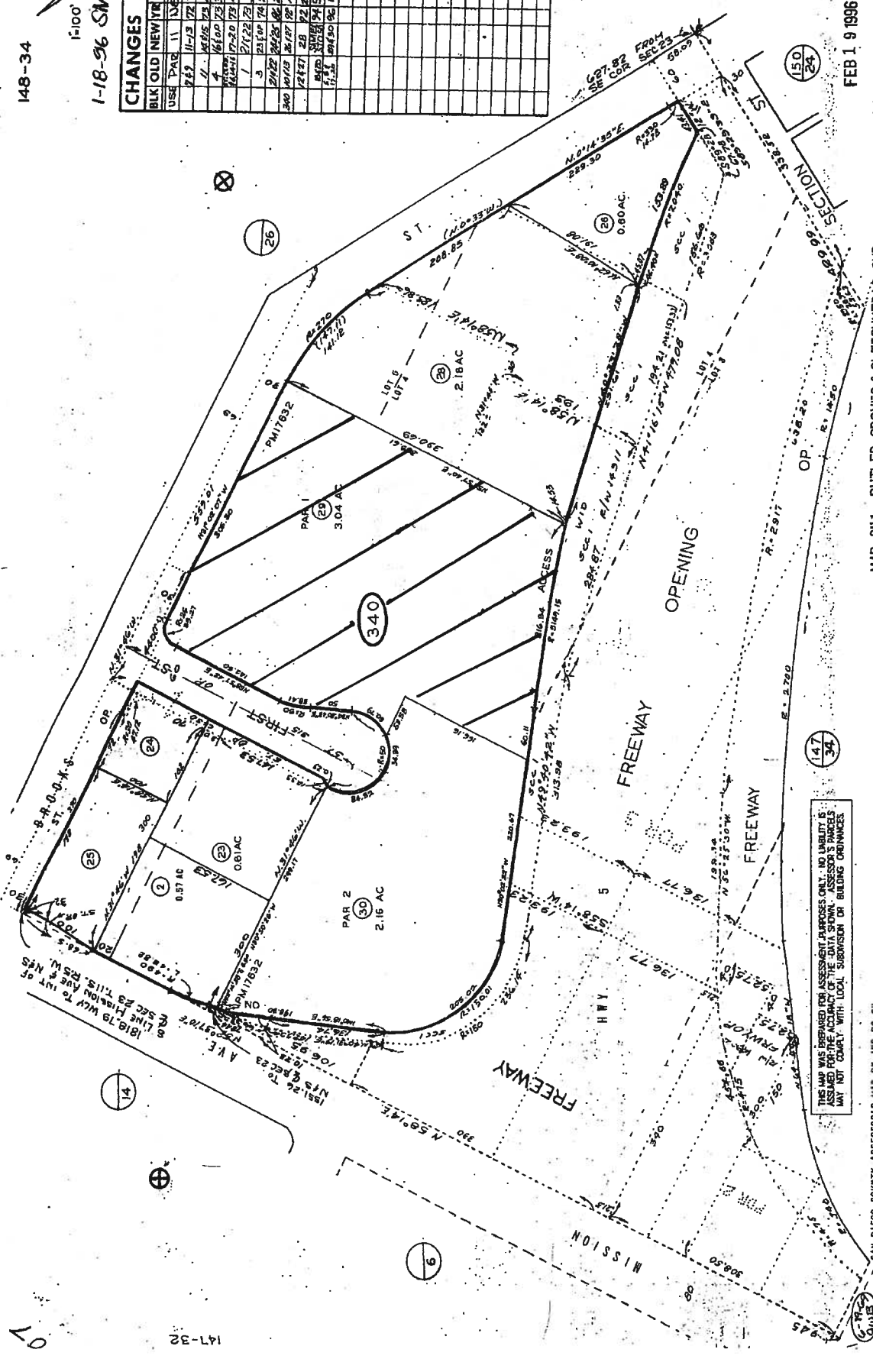
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THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT CORRELATE WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

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MAP 341 - BUTLER, GROVES & GLEICHER'S SUB

SAN DIEGO COUNTY ASSESSOR'S MAP BK 148 PG 34

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May 31, 2012  
Via Email & Regular Mail

Vida Murrell  
Administrative Secretary  
Development Services Department  
Planning Division  
City of Oceanside  
300 North Coast Highway  
Oceanside, CA 92054

Re: Project Description

Dear Ms. Murrell:

Thank you for scheduling our proposed freeway LED sign project for the Developer's Conference set for June 5, 2012 at 10:00 a.m.

As previously advised, Dave Jones from Yesco Signs and Rod Wilson from Electra Media Inc. (EMI) will assist in the presentation. Mr. Jones and Mr. Wilson will explain the details of the proposed sign project and are available to answer any questions regarding sign construction and LED screen displays. Again, EMI and YESCO are leaders in the sign industry.

At this time, please find the attached two sign designs and the site plan. Both designs are the same with the exception of the Name Identification at the top. Additionally, the color scheme is illustrative only. Simply put, we like both designs and look forward to the City's feedback at this early stage to guide us to a final design for approval.

Furthermore, our site plan shows both our existing static sign location and our proposed future location approximately 70 feet north along the same fence line.

We will have poster-size versions of all attachments at our presentation.

Vida Murrell  
Developer's Conference  
May 30, 2012  
Page Two

Please be advised that YESCO, EMI, and the Company undertook the task to determine the lowest screen height and overall sign height necessary to effectively communicate to travelers on the Interstate 5. In particular, we used a crane to set site banners at varying heights ranging from 40 to 60 feet tall. After exhaustive testing and review, we determined that the lowest screen height to effectively communicate messages is 40 to 45 feet tall and the lowest effective sign height is 50 to 52 feet tall.

*Based on these results, the overall height of the proposed signs is 49'9" to 51'11" tall and the height of the LED screen is at 41'5".* Please note that it is impossible for the screen to be placed any lower on the structure due to vegetation in the freeway median and existing freeway signs. By example, our existing sign is 35 feet tall and blocked by trees and signs; and as such, it does very little to identify our company.

Similarly, with the goal of selecting the smallest screen possible to reach our audience, we conducted an exhaustive view of screen sizes ranging from 12' tall by 20' wide, to as large as 15' tall by 30' wide. *Based on these results, we selected a 13' tall x 25' wide screen with a total area of 325 square feet.* By comparison, LED and static billboards are typically 14' tall by 48' wide with a total area of 672 square feet (twice the size of our proposed screen).

Finally, we believe that we selected an overall design that is tasteful and in keeping with our conservative surroundings and the community sentiment against "flashy" or "over-the-top" designs.

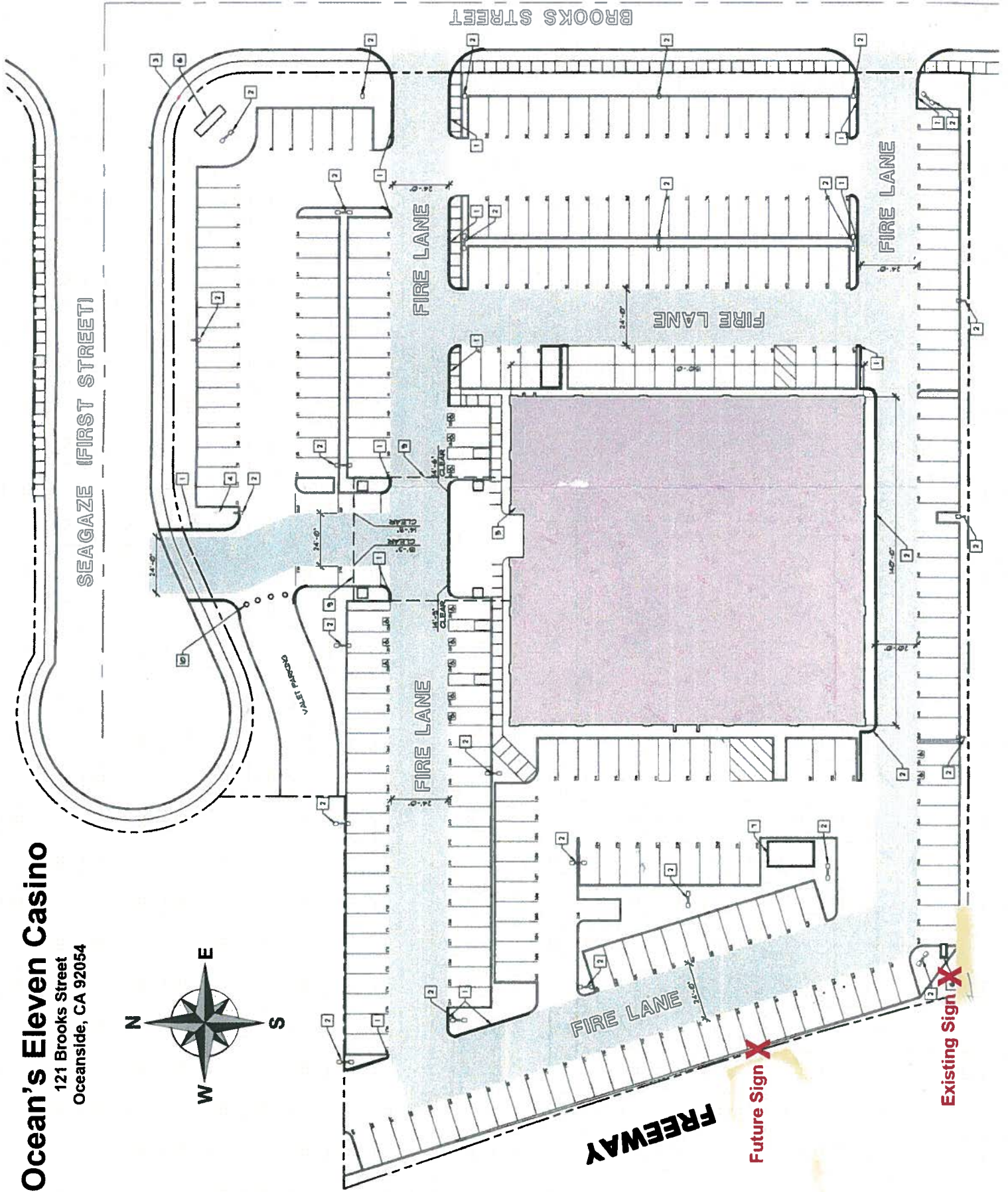
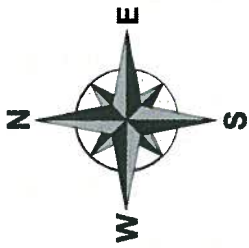
If you require any additional information prior to the meeting, or have any insight into the information that you will want us to present, please let me know. As always, thank you for the opportunity to address these issues. You may contact me by email at [mark@oceans11.com](mailto:mark@oceans11.com), at the office (760) 730-8818; or on my cell (949) 677-1840 at any time to discuss these issues further.

Sincerely,



Mark Kelegian  
Managing Partner

**Ocean's Eleven Casino**  
121 Brooks Street  
Oceanside, CA 92054

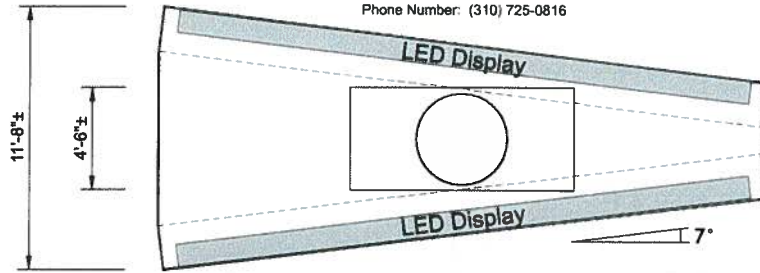




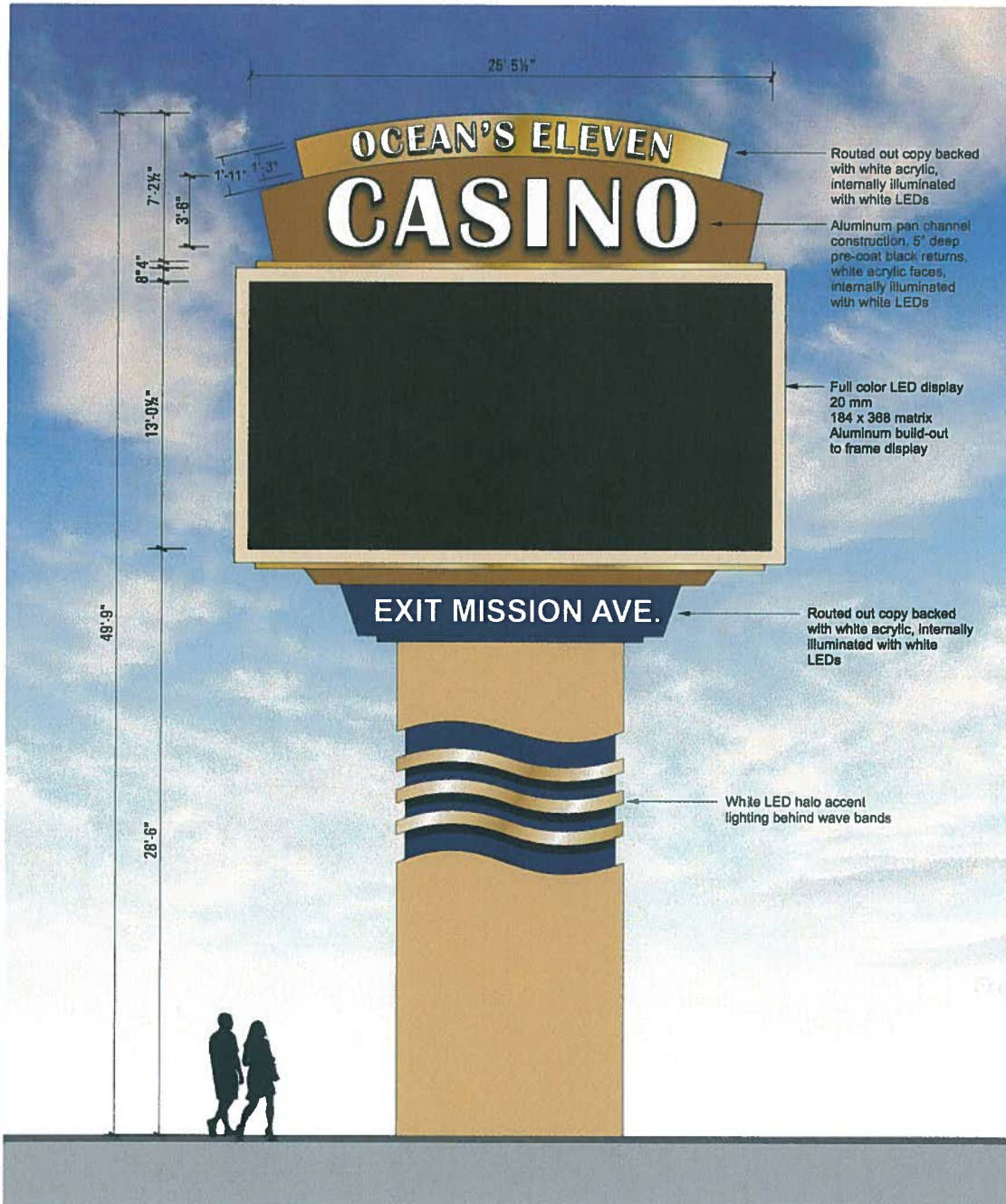
**EMI**

ELECTRA-MEDIA, INC.  
LAWDALE - CALIFORNIA  
Phone Number: (310) 725-0816

**A**



**Plan View**  
Scale: 3/16" = 1'-0"



**Manufacture and Install New Double Face Illuminated Pylon Sign with Full Color LED Display**

Scale: 3/16" = 1'-0"

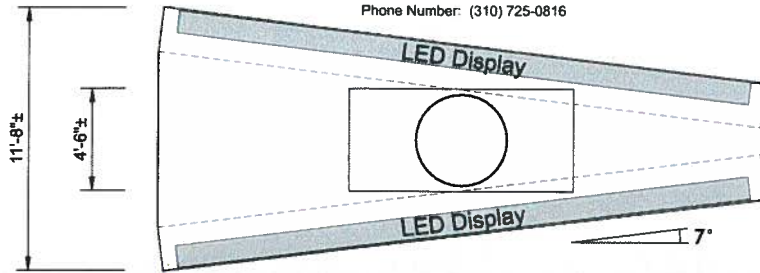


*This drawing was created to assist you in visualizing our proposal. The original ideas herein are the property of Young Electric Sign Company. Permission to copy or revise this drawing can only be obtained through a written agreement with YESCO. See your sales representative or call the nearest YESCO office.*

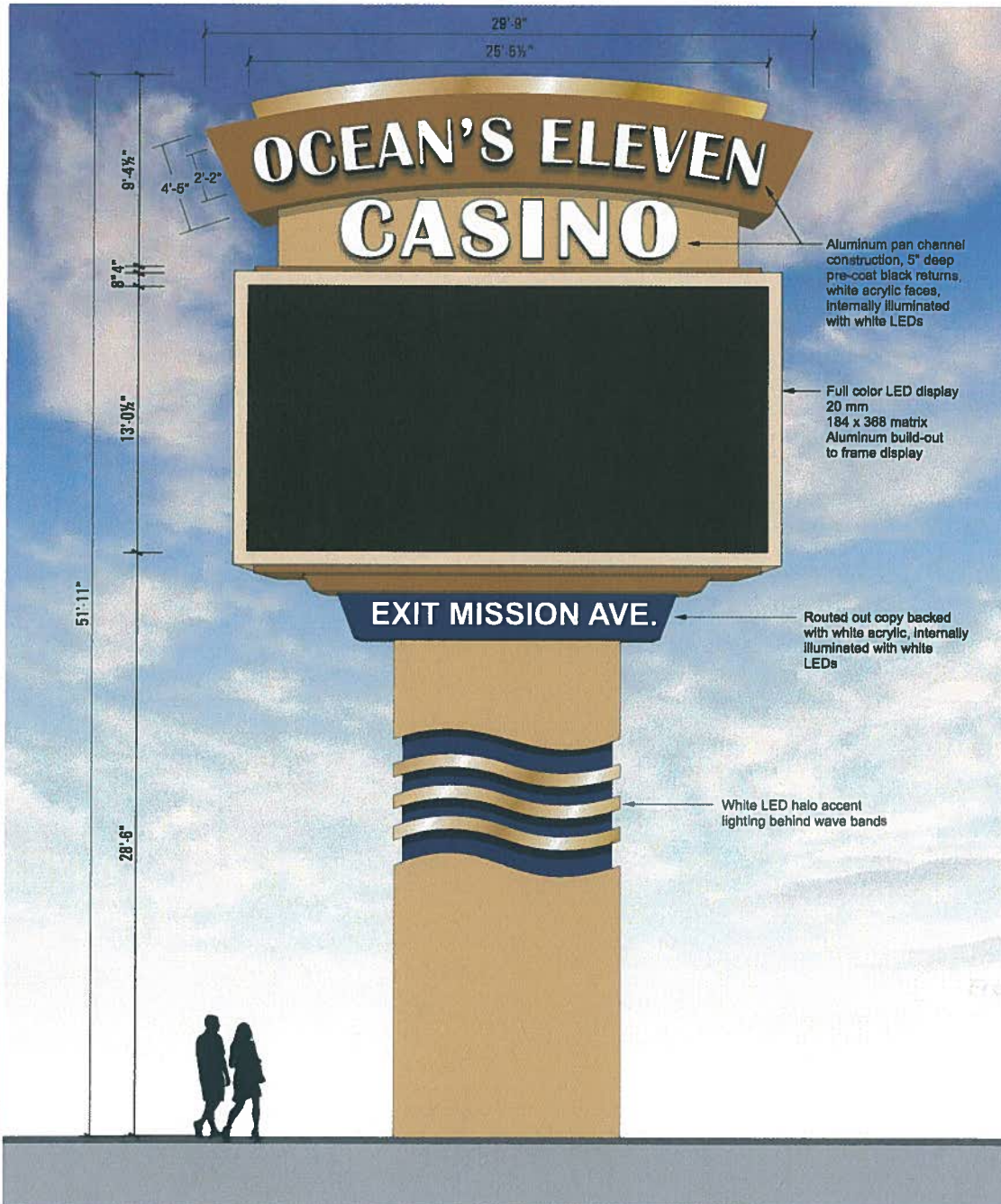
**EMI**

ELECTRA-MEDIA, INC.  
LAWDALE - CALIFORNIA  
Phone Number: (310) 725-0816

**B**



Plan View  
Scale: 3/16" = 1'-0"



Manufacture and Install New Double Face Illuminated Pylon Sign with Full Color LED Display

Scale: 3/16" = 1'-0"

**YESCO.**

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