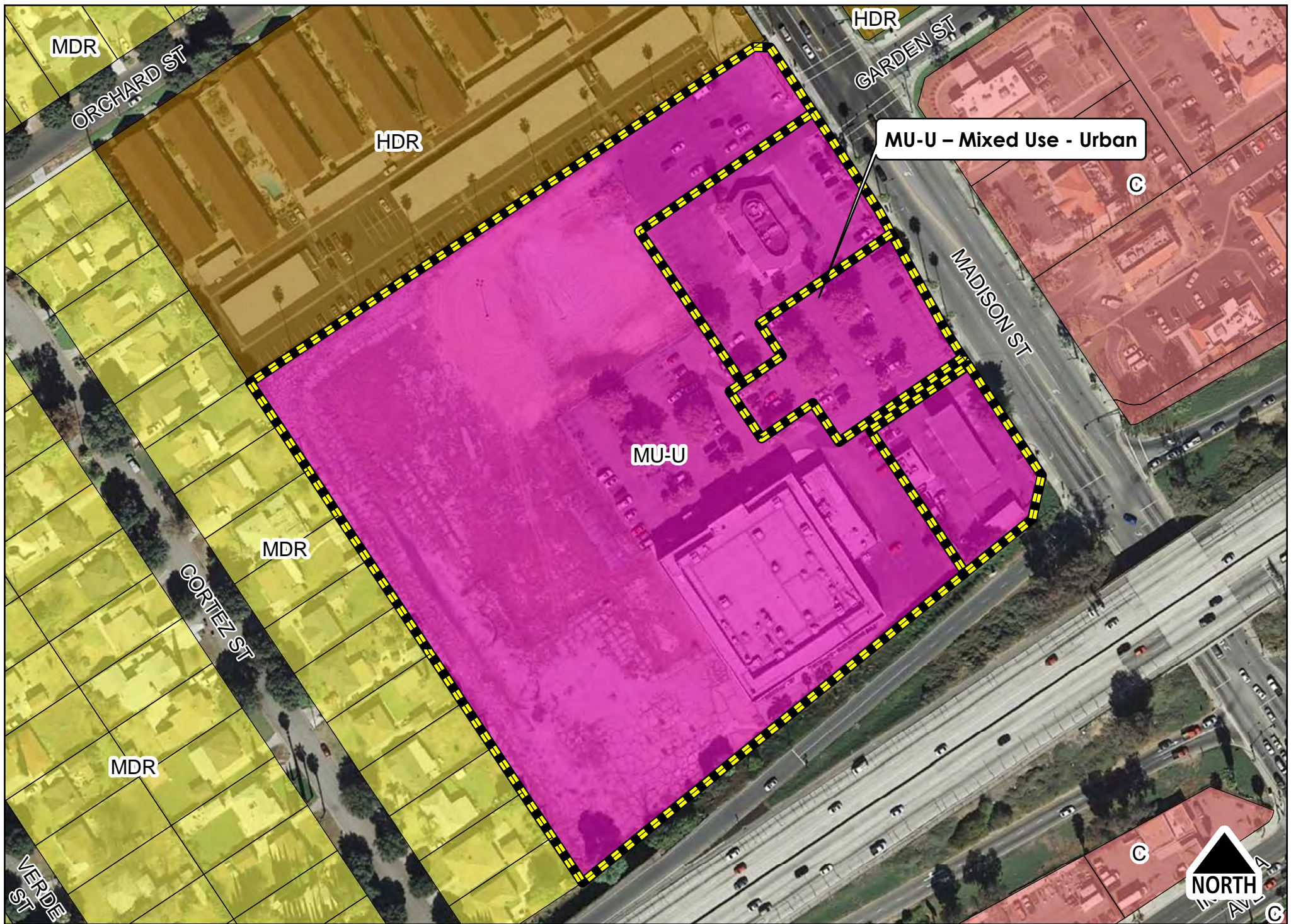


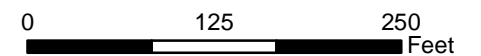


P17-0552 & P17-0319, Exhibit 3 - Aerial Photo/Location

0 125 250 Feet



P17-0552 & P17-0319, Exhibit 4 - General Plan Map



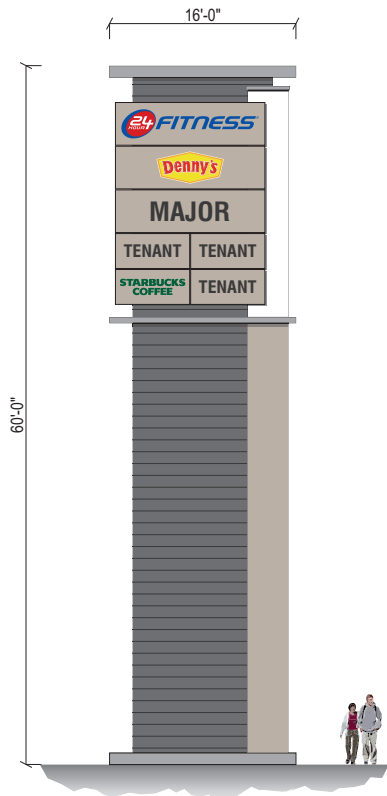






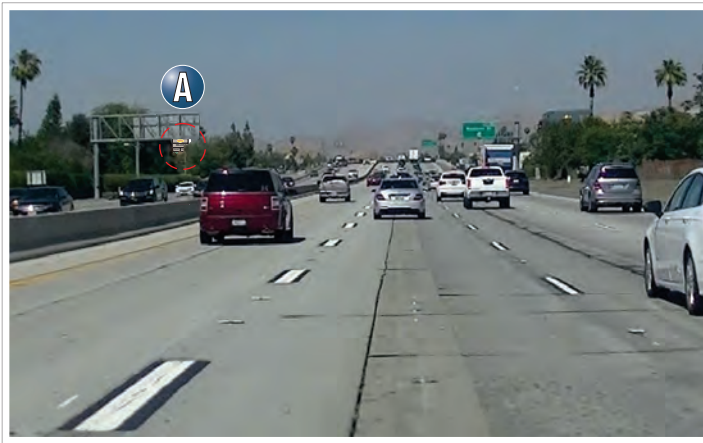
<div><div>JONES SIGN</div><div>Your Vision. Accomplished.</div><div>WWW.JONESSIGN.COM</div></div>	JOB # 224188_R9	REV.	DATE	BY	DESCRIPTION	CLIENT APPROVAL	DATE	<div>MADISON PLAZA</div>	MADISON PLAZA	SHEET NUMBER
	DATE: 04.10.2017	1	04.11.17	JC	REVISED PYLON DESIGN LAYOUT	LANDLORD APPROVAL	DATE		RIVERSIDE, CA	2.0
	DESIGNER: J. CASTILLO	2	04.12.17	JC	REVISED PYLON DESIGN LAYOUT					
	SALES REP: J. HADAYA	3	04.14.17	JC	ADDED MONUMENT DESIGN LAYOUT					
	PROJ MGR: E. MARCHESE	4	04.17.17	JC	REVISED MONUMENT DESIGN LAYOUT					
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		6	05.16.17	JC	REVISED PYLON DESIGN LAYOUT					
		7	07.17.17	AS	REVISED PYLON DESIGN LAYOUT					
		8	07.17.17	AS	ADDED SIGN LOCATION GRADE DETAIL					
		9	07.19.17	AS	UPDATED SITE PLAN					
	10									

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**A** FRONT VIEW  
SCALE: 3/32"= 1'-0"

PHOTO  
**1**



*PROPOSED SIGNAGE - EASTBOUND @ RIVERSIDE FREEWAY I-91*

PHOTO  
**2**



*PROPOSED SIGNAGE - EASTBOUND @ RIVERSIDE FREEWAY I-91*

**PYLON SIGN ELEVATION**  
NO SCALE

*PHOTO LAYOUT FOR PRESENTATION PURPOSES.  
VERIFY ACTUAL INSTALLATION & DIMENSIONS.*

<div>JONES SIGN</div> <div>Your Vision. Accomplished.</div> <div>WWW.JONESSIGN.COM</div>	JOB # <b>224188_R9</b>	REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL	DATE	<div>MADISON PLAZA</div>	MADISON PLAZA	<div>SHEET NUMBER</div> <div>3.0</div>
	DATE: 04.10.2017	1	04.11.17	JC	REVISED PYLON DESIGN LAYOUT	LANDLORD APPROVAL	DATE		RIVERSIDE, CA	
	DESIGNER: J. CASTILLO	2	04.12.17	JC	REVISED PYLON DESIGN LAYOUT					
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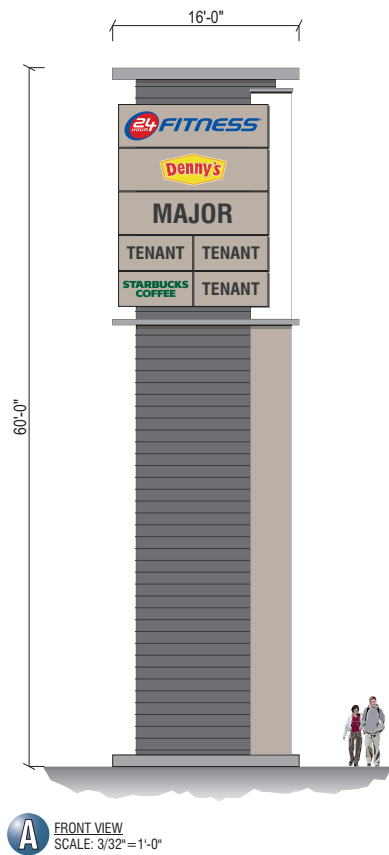
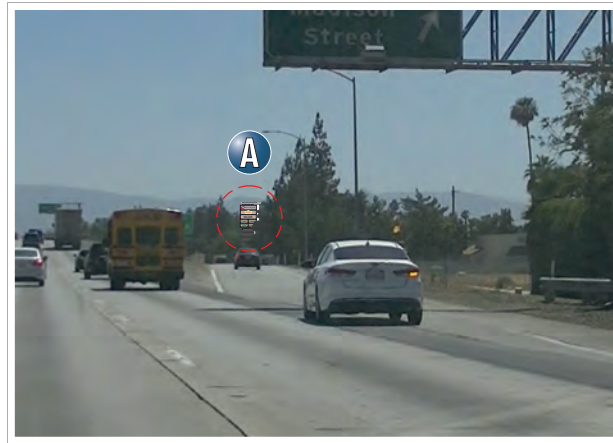
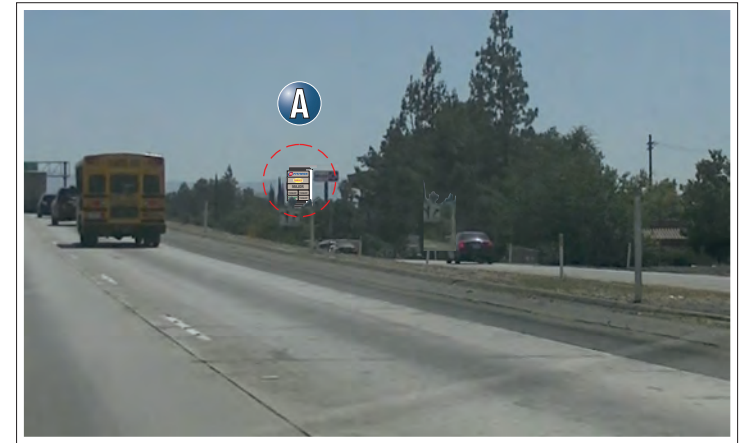


PHOTO  
3



PROPOSED SIGNAGE - WESTBOUND @ RIVERSIDE FREEWAY I-91

PHOTO  
4



PROPOSED SIGNAGE - WESTBOUND @ RIVERSIDE FREEWAY I-91

**PYLON SIGN ELEVATION**  
NO SCALE

<div>JONES SIGN</div> <div>Your Vision. Accomplished.</div> <div>WWW.JONESSIGN.COM</div>	JOB # 224188_R9	REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL	DATE	<div>MADISON PLAZA</div> <div>MADISON PLAZA</div> <div>RIVERSIDE, CA</div> <div>DESIGN PHASE: CONCEPTUAL</div>	<div>SHEET NUMBER</div> <div>4.0</div>
	DATE: 04.10.2017	1	04.11.17	JC	REVISED PYLON DESIGN LAYOUT	LANDLORD APPROVAL	DATE		
	DESIGNER: J. CASTILLO	2	04.12.17	JC	REVISED PYLON DESIGN LAYOUT				
	SALES REP: J. HADAYA	3	04.14.17	JC	ADDED MONUMENT DESIGN LAYOUT				
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**A NEW INTERNALLY-ILLUMINATED D/F PYLON SIGN DISPLAY (Qty 1)**

SQUARE FOOTAGE: 222.4

FIELD SURVEY REQUIRED  
COLOR CALL OUTS REQUIRED  
ENGINEERING REQUIRED



**SIMULATED NIGHT VIEW - OPPOSITE VIEW**  
NO SCALE

**COLORS/FINISHES**

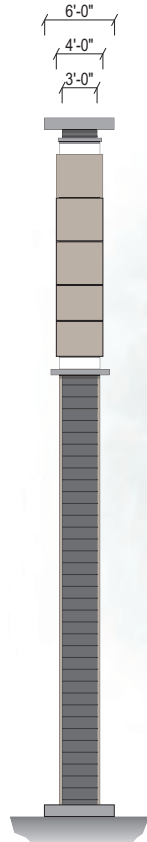
- P-1** WHITE
- P-2** COLOR TO BE DETERMINED
- P-3** COLOR TO BE DETERMINED
- P-4** SHERWIN WILLIAMS SW7019 "GAUNTLET GRAY"

**FONTS**

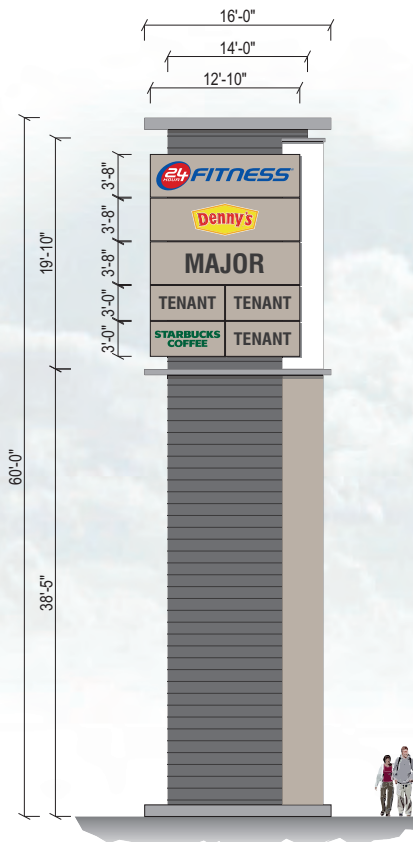
Neutra Text TF Light Alt

**SPECIFICATIONS**

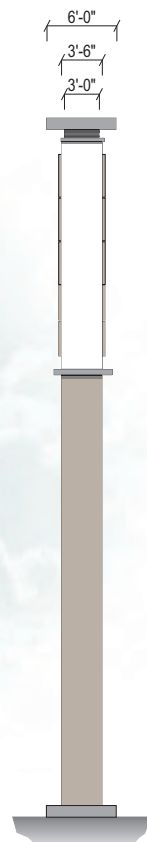
- SEE SPECIFICATION CALL-OUTS THIS SHEET



**END VIEW - STREET SIDE**  
SCALE: 3/32" = 1'-0"



**FRONT VIEW**  
SCALE: 3/32" = 1'-0"



**END VIEW**  
SCALE: 3/32" = 1'-0"

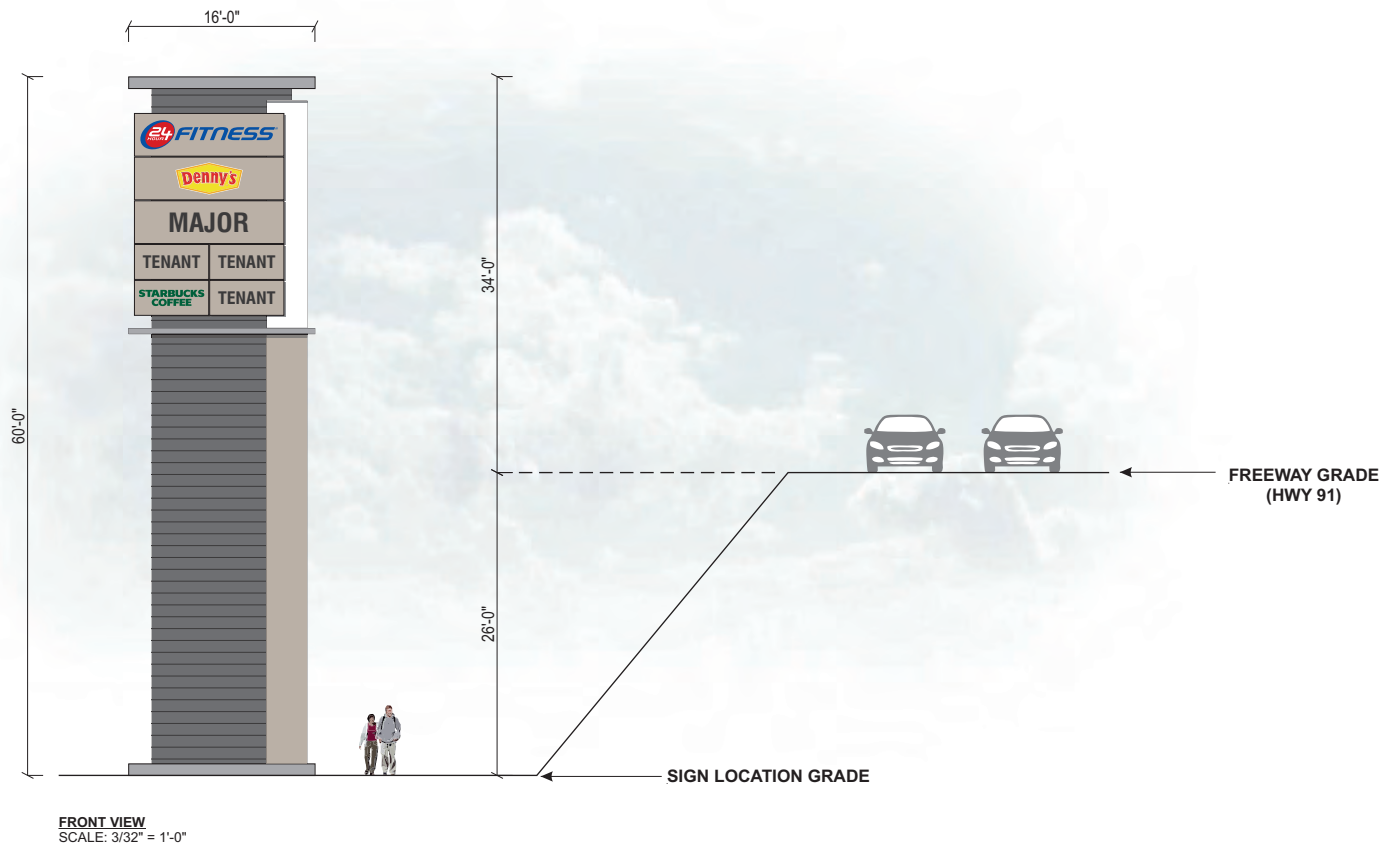
**NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN**  
USE STANDARD ALUMINUM CONSTRUCTION w/ ANGLE FRAME & STEEL PIPE SUPPORT INTO CONCRETE FOOTING. ALUMINUM STRUCTURE TO HAVE LIGHT STUCCO FINISH PAINTED **P-1,P-2,P-3** & HARDIEPLANK LAP SIDING PAINTED **P-4**.

**TENANT PANELS** TO HAVE ALUMINUM FACES PAINTED **P-2** & ROUTED & BACKED-UP PLEX GRAPHICS. ILLUMINATE w/ WHITE LEDS.

SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS. VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.

<div><div>JONES SIGN</div><div>Your Vision. Accomplished.</div><div>WWW.JONESSIGN.COM</div></div>	JOB #: 224188_R9	<table><tr><th>REV.</th><th>DATE</th><th>BY</th><th>DESCRIPTION</th></tr><tr><td>1</td><td>04.11.17</td><td>JC</td><td>REVISED PYLON DESIGN LAYOUT</td></tr><tr><td>2</td><td>04.12.17</td><td>JC</td><td>REVISED PYLON DESIGN LAYOUT</td></tr><tr><td>3</td><td>04.14.17</td><td>JC</td><td>ADDED MONUMENT DESIGN LAYOUT</td></tr><tr><td>4</td><td>04.17.17</td><td>JC</td><td>REVISED MONUMENT DESIGN LAYOUT</td></tr><tr><td>5</td><td>05.08.17</td><td>JC</td><td>REVISED PYLON DESIGN LAYOUT</td></tr><tr><td>6</td><td>05.16.17</td><td>JC</td><td>REVISED PYLON DESIGN LAYOUT</td></tr><tr><td>7</td><td>07.17.17</td><td>AS</td><td>REVISED PYLON DESIGN LAYOUT</td></tr><tr><td>8</td><td>07.17.17</td><td>AS</td><td>ADDED SIGN LOCATION GRADE DETAIL</td></tr><tr><td>9</td><td>07.19.17</td><td>AS</td><td>UPDATED SITE PLAN</td></tr><tr><td>10</td><td></td><td></td><td></td></tr></table>	REV.	DATE	BY	DESCRIPTION	1	04.11.17	JC	REVISED PYLON DESIGN LAYOUT	2	04.12.17	JC	REVISED PYLON DESIGN LAYOUT	3	04.14.17	JC	ADDED MONUMENT DESIGN LAYOUT	4	04.17.17	JC	REVISED MONUMENT DESIGN LAYOUT	5	05.08.17	JC	REVISED PYLON DESIGN LAYOUT	6	05.16.17	JC	REVISED PYLON DESIGN LAYOUT	7	07.17.17	AS	REVISED PYLON DESIGN LAYOUT	8	07.17.17	AS	ADDED SIGN LOCATION GRADE DETAIL	9	07.19.17	AS	UPDATED SITE PLAN	10				<table><tr><td>CLIENT APPROVAL</td><td>DATE</td></tr><tr><td>LANDLORD APPROVAL</td><td>DATE</td></tr><tr><td>QC</td><td></td></tr></table>	CLIENT APPROVAL	DATE	LANDLORD APPROVAL	DATE	QC		<div><div>MADISON PLAZA</div><div></div></div>	MADISON PLAZA	SHEET NUMBER
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	DATE: 04.10.2017	1	04.11.17	JC	REVISED PYLON DESIGN LAYOUT	LANDLORD APPROVAL	DATE		RIVERSIDE, CA	DESIGN PHASE: CONCEPTUAL	6.0
	DESIGNER: J. CASTILLO	2	04.12.17	JC	REVISED PYLON DESIGN LAYOUT						
	SALES REP: J. HADAYA	3	04.14.17	JC	ADDED MONUMENT DESIGN LAYOUT						
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## Community Development Department - Planning Division

3900 Main Street, Riverside, CA 92522 (951) 826-5371 Fax: (951) 826-5981 www.Riversideca.gov

### *Variance Justification Form*

PLEASE TYPE OR PRINT CLEARLY

Name: Greg Lukosky Name of Project: Madison Plaza  
(Person preparing application)

Address: 417 29th Street Address: 3490-3530 Madison Street

City/State/Zip: Newport Beach, CA 92663 Riverside, CA Zip: 92504

Daytime Telephone: 949 723-9500 x 203

**VARIANCES REQUESTED** (State variance(s) requested specifically and in detail):

Please attach separate sheet(s) as necessary.

A Variance to allow a 40' Pylon Sign on the subject property along interstate 91. The current development standard requires 1,000 feet between signs. The proposed pylon sign does not meet this standard.

**INSTRUCTIONS:** Answer each of the following questions yes or no and then explain your answer in detail. Questions 1 and 2 must be answered "yes" and 3 and 4 "no" to justify granting of a variance. Attach written details if insufficient space is provided on this form. Economic hardship is not allowable justification for a variance.

1. Will the strict application of the provisions of the Zoning Regulations result in practical difficulties or unnecessary hardships for you in the development of your property? Explain in detail.

Yes, the development standard will not allow a new pylon sign along Interstate 91 due to other pylon signs within 1,000 feet of the proposed sign. A pylon sign is necessary for the success of the Tenants located at the proposed center. The pylon signs within 1,000 feet include 1) a Mobil Gas Station sign which is under spereate ownership and 2) Denny's sign which will be removed. This variance will allow for the removal of the Deny's sign.

2. Are there exceptional circumstances or conditions applicable to your property or to the intended use or development of your property, which do not apply generally to other property in the same zone or neighborhood? Explain in detail.

Yes, this is a large scale shopping center being developed at a major city intersection with a need to reduce blighted property. Also, with this request, the developer will be removing the existing Denny's pylon sign which is inconsistent with city standards and presents a visible blight for the community.

3. Will the granting of your request prove materially detrimental to the public welfare or injurious to the property or improvements in the neighborhood in which your property is located? Explain in detail.

Granting of this request will not prove detrimental to public welfare. The Denny's pylon sign will be removed and a new improved pylon sign will be built.

4. Will the granting of this request be contrary to the objectives of the General Plan?  
Explain if the General Plan appears to affect the project or property in any way.

No, the variance is consistent with the intent of the standards to limit signs in close proximity to each other. Developer will be removing the existing Denny's pylon sign before the new pylon sign is constructed.



1 – Looking east across project site. Denny's sign to be demolished; Mobil/Circle K sign to remain.



2 – Looking south across project site, towards State Route 91. Freeway grade is 26-feet above the site.



3 – Looking south across project site, towards State Route 91.