

LAGUNA NIGUEL TOWN CENTER

LAGUNA NIGUEL, CA

Master Sign Program



Prepared by:

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CONDITIONALLY
APPROVED

BY: Fluffy Larsson DATE: 9.28.10

Approved by the City of Laguna Niguel

Site Development Permit And 8 to SP 83.607

Date 9.28.10

Town Center Sign Program
Amendment 8 to Site Development Permit SP 83-60P
September 2010

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I. INTRODUCTION:

The intent of this comprehensive Sign Program for the Laguna Niguel Town Center is to provide design standards and specifications that create consistency in quality, size, placement, and configuration for signs throughout the Center while allowing creativity and flexibility in the usage of signage in the changing retail environment.

Prior to fabrication, all signs must be submitted for review and approval by both the Landlord and the City of Laguna Niguel Community Development Department ("City") for conformance with the provisions of these criteria and to ensure the sign is a quality design compatible with the Laguna Niguel Town Center. Where the sign program is silent, the sign provisions of the Laguna Niguel Zoning Code shall apply. Minor exceptions to these criteria will be reviewed on a case-by-case basis by the Landlord and are subject to approval by the City. Exceptions will usually only be granted if the proposal would result in a sign design that is better than one designed consistent with the criteria.

II. LANDLORD SUBMITTAL REQUIREMENTS:

Prior to sign fabrication, three (3) complete sets of plans shall be submitted to the Landlord for approval, including the following:

1. **Colored Elevation Plan:** Exhibit drawn to scale identifying: 1) the location of the sign on the storefront, 2) sign copy with design details, 3) dimensions and square footage, 4) method of illumination and 5) construction specifications, including attachment devices, openings for conduit sleeves and supports in sign panels and building walls.
2. **Section Profile Plan:** Section cut through the sign showing the dimensioned thickness of the letters, wiring and attachment details.
3. **Site Plan:** Plan illustrating the location of the proposed sign on the property.

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the "final approved plans and shop drawings."

III. TENANT/SIGN CONTRACTOR RESPONSIBILITIES:

1. The fulfillment of all requirements of this sign program shall ultimately be the responsibility of the Tenant.
2. Prior to fabrication, each Tenant or their sign contractor shall submit complete and fully dimensioned shop drawings to the Landlord for approval.
3. Each Tenant or their sign contractor shall obtain approved sign permit(s) from the City prior to sign fabrication and deliver copies of same to Landlord.
4. Provide to Landlord, prior to commencing fabrication, an original certificate of insurance naming the Owner as an additional insured for liability coverage in the amount required by Landlord at time of submittal.
5. Following installation, the sign contractor shall obtain final inspection and provide documentation of approval by the City to the Tenant and Landlord.
6. The Landlord shall have the right to remove, at Tenant's expense upon seven days written notice, any signs installed contrary to these criteria.

IV. CONSTRUCTION REQUIREMENTS:

1. Seams shall be concealed at tops of letters for returns and face trim caps. No light leaks at seams or edges of letters are permitted.
2. All signs and their installation must comply with applicable building and electrical codes.
3. All sign fabrication work shall be of excellent quality.
4. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
5. Exposed equipment, such as junction boxes, transformers, lamps, tubing, conduits, etc., is prohibited.

6. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs, and shall have a uniform surface conforming to the highest standards of the industry.
7. Paints must be high quality acrylic polyurethane, Matthews Paint or equivalent.
8. Channel letter signs illuminated with neon shall use 30 ma. transformers conforming to UL 2161. All lighting must match the exact specifications of the approved shop drawings. Wiring and assembly details must match provided specifications.
9. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks or hot spots will not be permitted.
10. Underwriter's laboratory-approved labels shall be affixed to all letters. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
11. Pre-manufactured signs, such as franchise signs, that have not been modified to meet the criteria are not permitted.
12. Penetrations into building walls, where required, shall be made waterproof.
13. In no case shall any manufacturer's label, stamp, or decal be visible from the street from normal viewing angles. Sign permit stickers shall be affixed to the bottom of the sign and only that portion of the permit sticker that is legally required to be visible shall be exposed.

V. WALL SIGNS:

Wall signs are subject to Sign Exhibits ("Sign Type A1", "Sign Type A2", "Sign Type A3", and "Sign Type B") and the following development standards:

1. **Number and Placement:** Each tenant is permitted one (1) storefront sign on their primary frontage. Refer to "Site Plan" Exhibit for sign provisions for tenants with multiple building elevations that face street frontages or parking lots (including the rear building elevation of Building 1).
2. **Location:** Wall signs shall be centered both horizontally and vertically in the "net sign area" above the storefront as indicated in the Sign Exhibits.
3. **Corporate Logos:** Corporate logos are limited to a maximum of 25% of the permitted sign area. "Can" or "cabinet" style logo signs are prohibited. Corporate logos are required to be multi-dimensional graphic elements. The proposed design and fabrication details are subject to approval of the Landlord and the City.
4. **Sign Height:** The height of storefront letters, graphics and logos are to be in scale with the building features and the sign itself. Letter heights may not exceed 18" and logo height may not exceed 24" for tenants under 4,000 SF. Tenants over 4,000 SF may be permitted letters and logos up to 36" tall. Signs on the back of Building 1 shall be limited to 18" tall letters (no logos). With the exception of Sign Type A3 (refer to Sign Exhibit), stacked copy is not permitted.
5. **Letter Depth:** Channel letter depths shall be limited to a maximum of 5", except "Sign Type A3" where channel letter depths shall be limited to a maximum of 4" when located along public walkways, less than 8' above the sidewalk.
6. **Sign Area:** Signs may not exceed one (1) square foot of sign per lineal foot of store frontage. Maximum aggregate signage for one tenant shall be 100 SF of combined sign area. Sign area shall be calculated by creating a polygon of no more than eight (8) perpendicular straight lines.
7. **Colors:** The color of wall sign letter faces and logos per tenant design (multi-color letter faces are discouraged and require design approval by both the Landlord and the City). Fluorescent, "day-glow" or other similar colors are not to be used. All letters are to have bronze colored returns and matching bronze trim cap.

8. **Illumination:** All signs shall be individual channel letters with illuminated plex faces. As an option, signs may also have white Lexan halo backs. Exposed neon accents may be allowed subject to Landlord approval.
9. **Sign Copy:** All sign copy is to be of professional quality. Imaginative graphic design and distinctive typestyles are encouraged. Sign copy shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.

VI. MONUMENT SIGNS:

Tenant Eligibility for Placement on Monument Signs:

- o Inline Restaurant Tenants, Minimum 2,500 SF
- o Inline Shop Tenants (e.g., Leslie's Pool Supplies), Minimum 3,000 SF (Excludes Financial Institutions)
- o Pad Buildings (Restaurant Use), Minimum 3,500 SF
- o Pad Buildings (Retail Use), Minimum 2,500 SF

Primary Crown Valley Monument Signs: Two (2) existing signs to be remodeled and one (1) new sign, per "Sign M1", "Sign M2" and "Sign M5" Exhibits.

Quantity and Location: Three (3) total. One (1) sign at the intersection of Crown Valley Parkway and Alicia Parkway and two (2) mid-block signs along Crown Valley Parkway between Niguel Road and Alicia Parkway.

Size: M1 and M5 Signs: 12' tall (from mid-point) x 17' wide
M2 Sign: 10' tall (from mid-point) x 17' wide

Sign Features: Multi-panel non-translucent aluminum cabinet monument signs.

Tenant Sign Copy: Routed-out 1/2" push-thru acrylic illuminated letters. White sign copy/letters only. No logos shall be permitted.

Center Id. Copy: White "Town Center" sign copy. Routed-out 1/2" push-thru acrylic illuminated letters.

Secondary Corner Monument Signs: Existing monument signs to be remodeled per "Sign M3" Exhibit.

Quantity and Location: Four (4) along Town Center Drive. Two (2) at the intersection of Town Center Drive and Niguel Road and two (2) at the intersection of Town Center Drive and Alicia Parkway.

Size: 5'-6" tall x 15' wide

Sign Features: Multi-panel non-translucent aluminum cabinet monument signs.

Tenant Sign Copy: Routed-out 1/2" push-thru acrylic illuminated letters. White sign copy/letters only. No logos shall be permitted.

Center Id. Copy: White "Town Center" sign copy. Routed-out 1/2" push-thru acylic illuminated lettering.

VII. FREESTANDING DIRECTIONAL AND PROPERTY RULES SIGNS:

Three (3) non-illuminated directional signs with tenant names placed at driveway entrances along Town Center Drive per "Sign D" Exhibit. Two (2) non-illuminated freestanding property rule signs along Town Center Drive per "Sign PR" Exhibit.

VIII. MISCELANEOUS:

Window Signage - Window signs consisting of professionally produced vinyl graphics applied to exterior of glass are permitted (florescent or "day-glow" sign colors are prohibited). Window signage shall be limited to a maximum of 10% of the aggregate window area of the building frontage and are subject to Landlord approval. Window signs are also limited to one (1) window sign for every 10' of linear window frontage. Hours of operations shall be white vinyl applied to glass window to lower right of entry. Pre-fabricated neon signs, e.g. "Now Open" signs are not permitted.

Grand Opening Banner - Subject to Landlord approval and obtaining a temporary banner permit from the City, new businesses may mount a temporary "Grand Opening" or "New Business" banner on their storefront (up to 20 SF in size) for a period of up to 30 days.

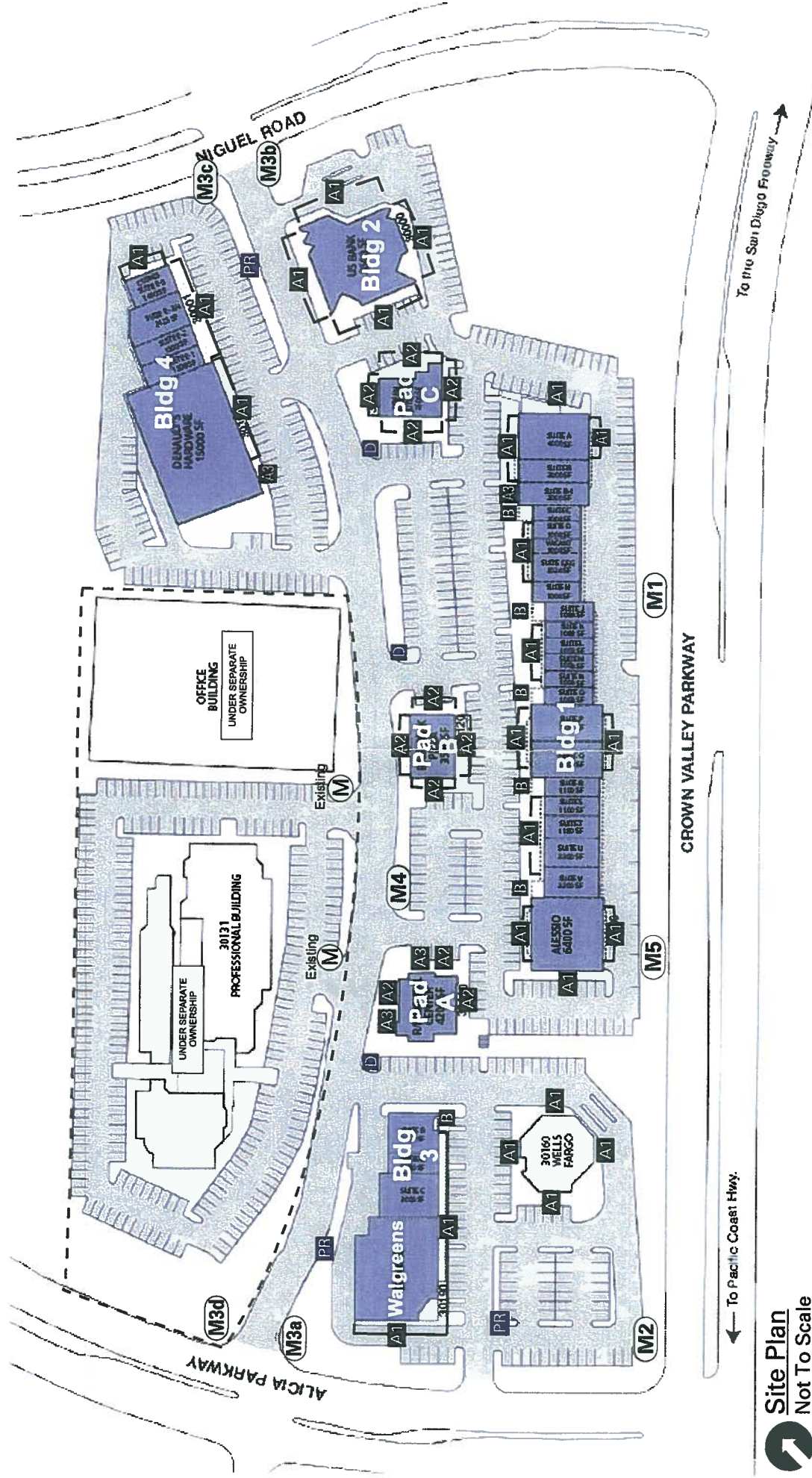
Temporary ID Signs - In addition to the temporary grand opening, new businesses may display a temporary identification sign during the interim period while a permanent identification sign is being approved, constructed and installed, provided that the size of the sign does not exceed the maximum size permitted for the permanent wall signs noted herein. Such temporary business identification signs are permitted for a period of 30 days, subject to the approval of the Landlord and obtaining a temporary use permit from the City, and may be extended up to an additional 30 days if approved by the City.

IX. PROHIBITED SIGNS:

In addition to the remedies for default set forth in the Lease, Landlord may, at Tenant's cost, remove any item erected in violation of this subsection.

1. No person shall install or maintain or cause to be installed or maintained any sign that simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.
2. It shall be unlawful for any person to exhibit, post or display cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
3. No window signs will be permitted except as noted herein. Tenant shall not affix, tape, place, or maintain within the interior of the premises any paper signs, cardboard signs, advertising placards, descriptive material or other such like items that can be seen from the community areas of the Center.
4. No sign shall be installed, relocated, or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.

5. Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited.
6. Signs on or affixed to trucks, automobiles, trailers, or other vehicles parked within the Center that advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, is prohibited.
7. External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs and exposed neon tubing are prohibited.
8. Flags, balloons, pennants, inflatable displays, human signs (e.g., sign spinners) are strictly prohibited. Paper or cardboard signs, stickers, or decals hung around, on, or behind storefronts are also prohibited.
9. Any other sign prohibited by the City of Laguna Niguel Sign Ordinance, unless otherwise stated herein or approved in writing by the Landlord and the City.

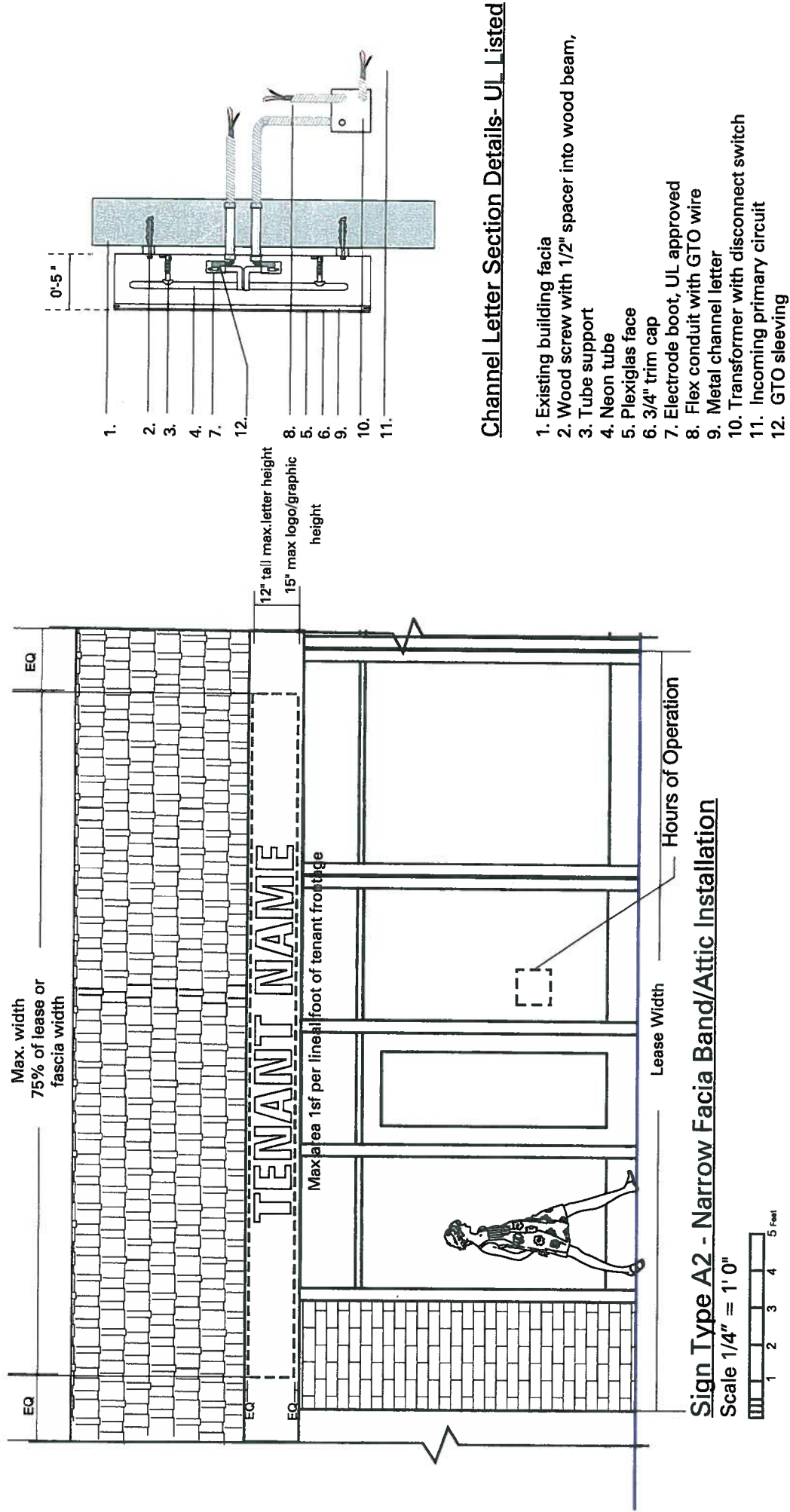


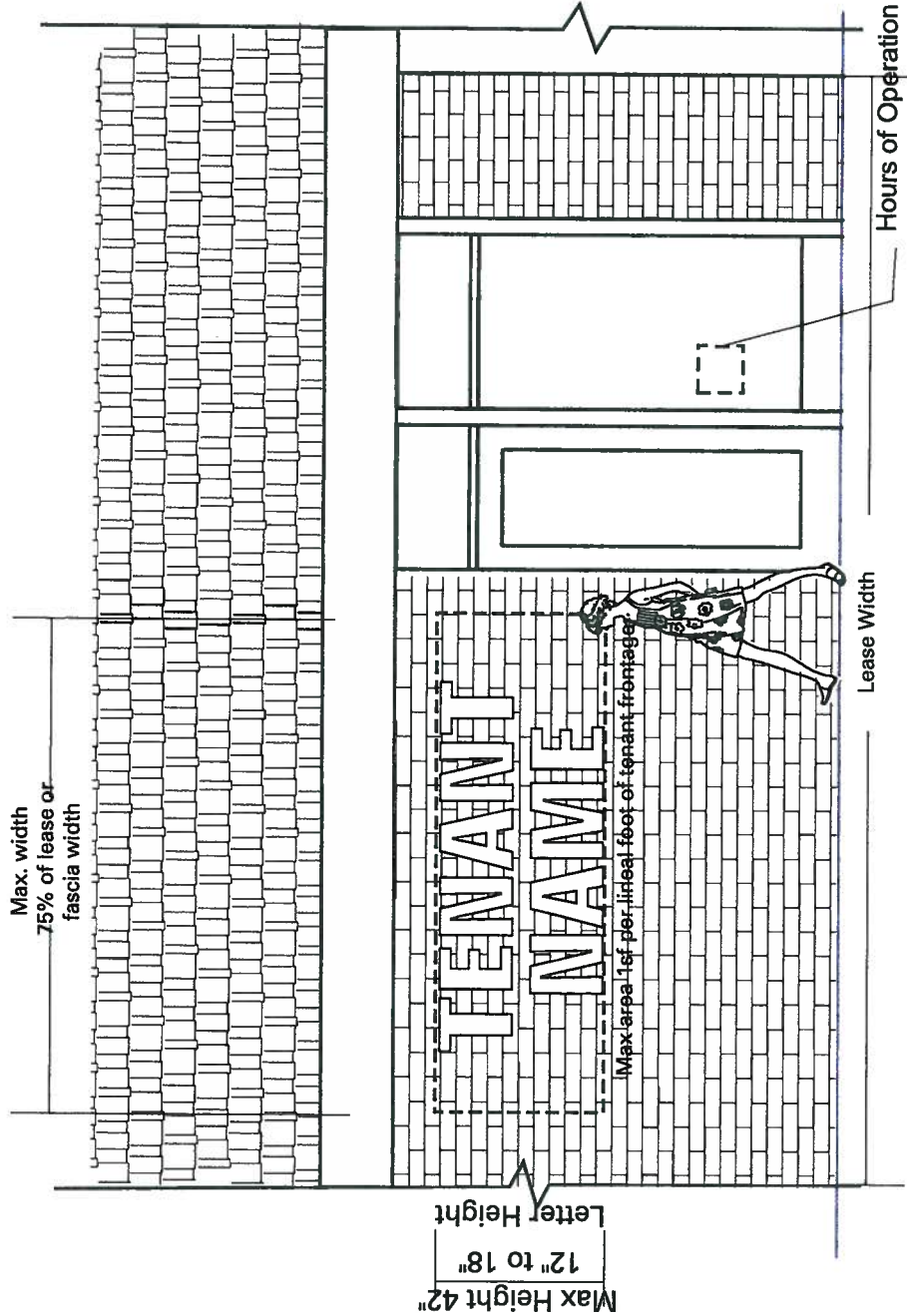
Site Plan
Not To Scale

- A1** Standard fascia wall mounted channel letters with attic installation
- A2** Narrow fascia wall mounted channel letters with attic installation
- A3** Brick wall mounted channel letters with attic installation
- B** Beam mounted channel letters with wireway and rear raceway
- D** Non-illuminated vehicular directional signs
- PR** Non-illuminated Property Rules Signs
- M1** 10' x 17' internally illuminated double faced monument sign
- M2** 7' 6" x 17' internally illuminated double faced monument sign
- M3x** 56" x 15' internally illuminated single faced monument signs
- M4** 3' 6" x 9' internally illuminated double faced monument sign
- M5** 10' x 17' internally illuminated double faced monument sign
- M** Existing Monument Sign on Neighboring Property



1. Existing building fascia
2. Wood screw with 1/2" spacer into wood beam,
3. Tube support
4. Neon tube
5. Plexiglas face
6. 3/4" trim cap
7. Electrode boot, UL approved
8. Flex conduit with GTO wire
9. Metal channel letter
10. Transformer with disconnect switch
11. Incoming primary circuit
12. GTO sleeving



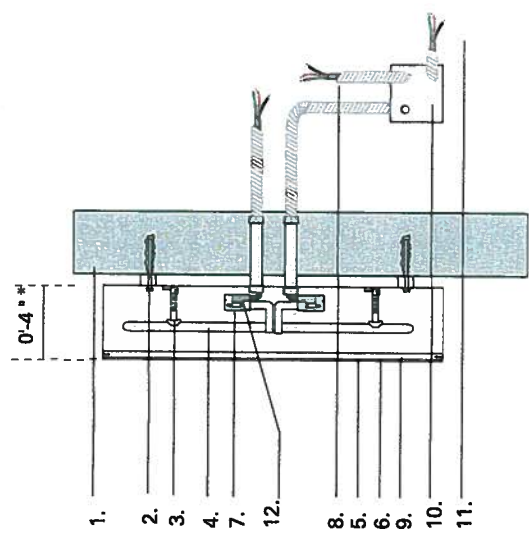


Sign Type A3 - Brick Wall Fascia/Attic Installation

Scale 1/4" = 1' 0"

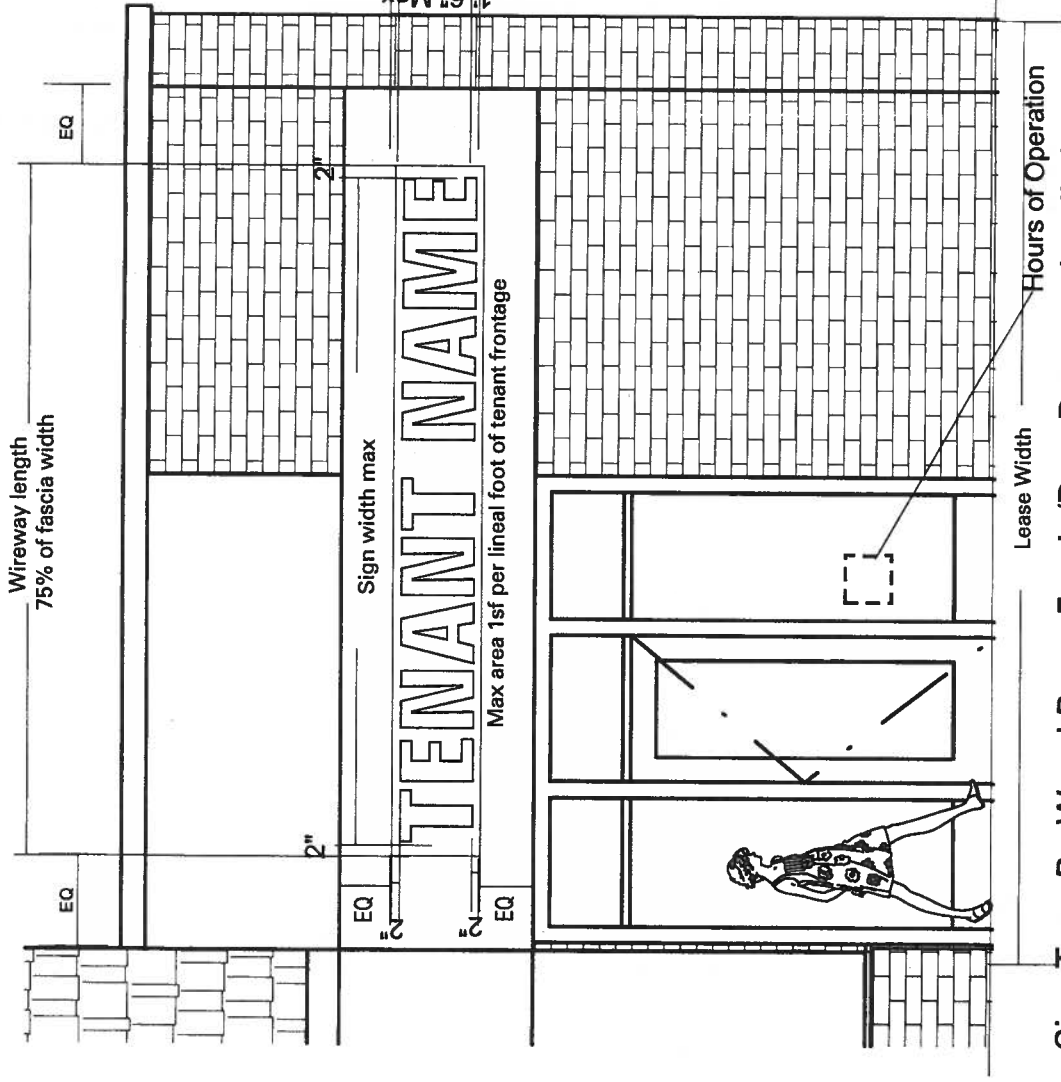
* Signs along public walkways, below 8' above sidewalk to be maximum 4" deep. Placement to be approved by landlord.

Letters height: 12" to 18" tall



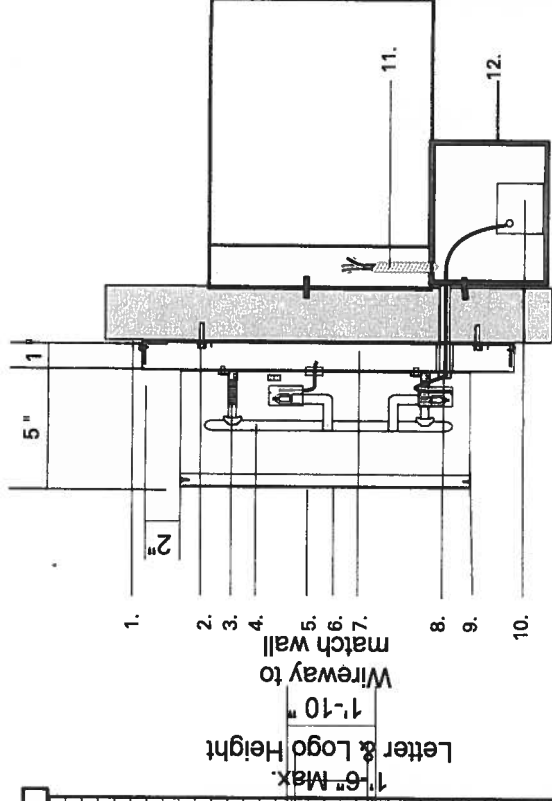
Channel Letter Section Details- UL Listed

- 1. Existing building fascia
- 2. Wood screw with 1/2" spacer into wood beam,
- 3. Tube support
- 4. Neon tube
- 5. Plexiglas face
- 6. 3/4" trim cap
- 7. Electrode boot, UL approved
- 8. Flex conduit with GTO wire
- 9. Metal channel letter
- 10. Transformer with disconnect switch
- 11. Incoming primary circuit
- 12. GTO sleeving



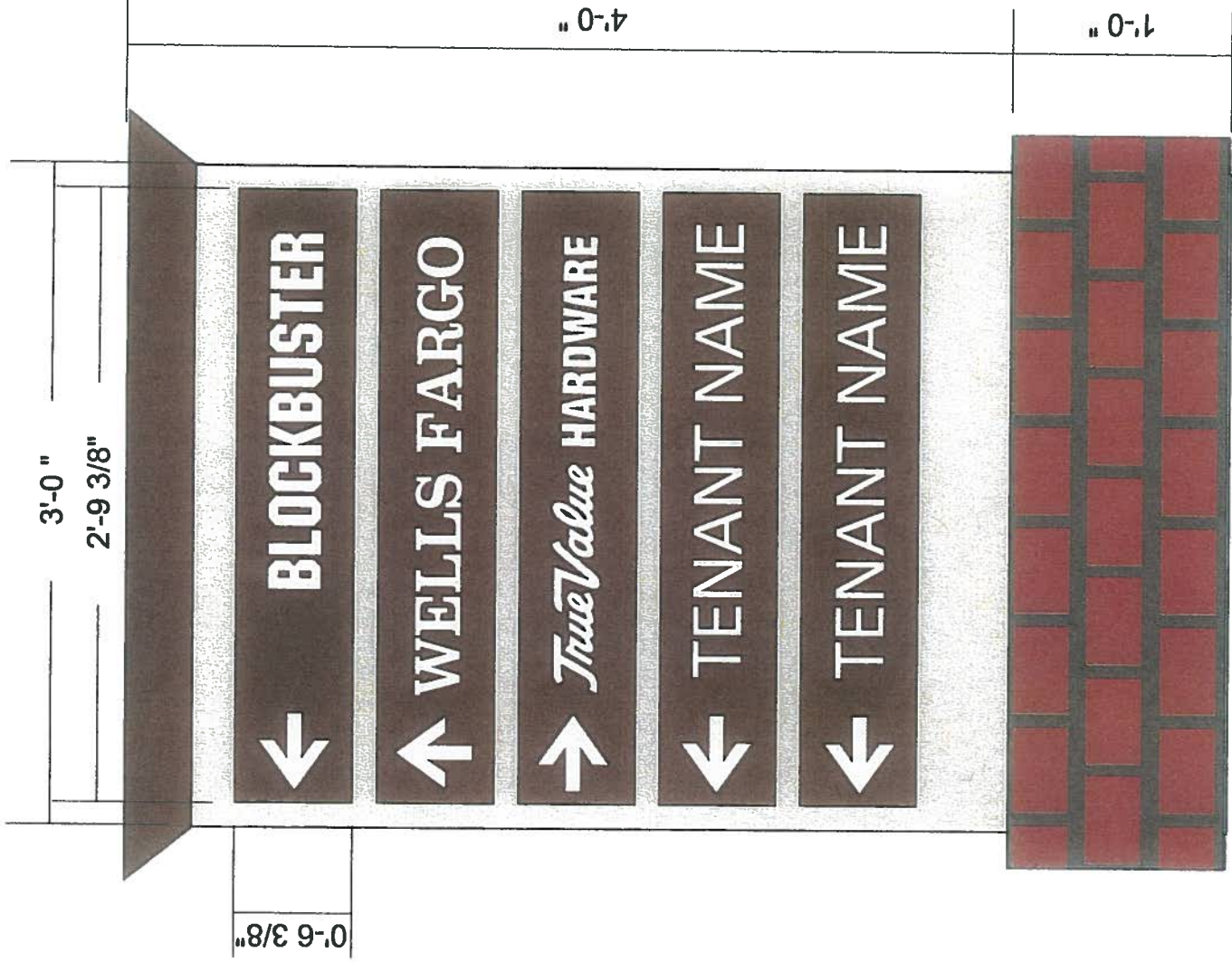
Sign Type B - Wood Beam Fascia/Rear Raceway Installation

Scale 1/4" = 1' 0"



Channel Letter on Wireway Section Details

1. Existing wood beam
2. Fastener: #10 x 1" wood screws in wireway every 36" top and bottom. Channel letters riveted to face of wireway.
3. Tube support
4. Neon tube
5. Plexiglas face
6. 3/4" bronze trim cap.
7. 1" deep aluminum wireway painted to match wood beam, housing wire jumps between letters.
8. Threaded pass through with sleeve thru beam into raceway
9. Metal channel letter, bronze
10. Transformer with disconnect
11. Incoming primary circuit
12. Metal raceway behind beam, painted to match beam



Sign D - Non-Illuminated Vehicular Directional Signage

Scale 1" = 1' 0"



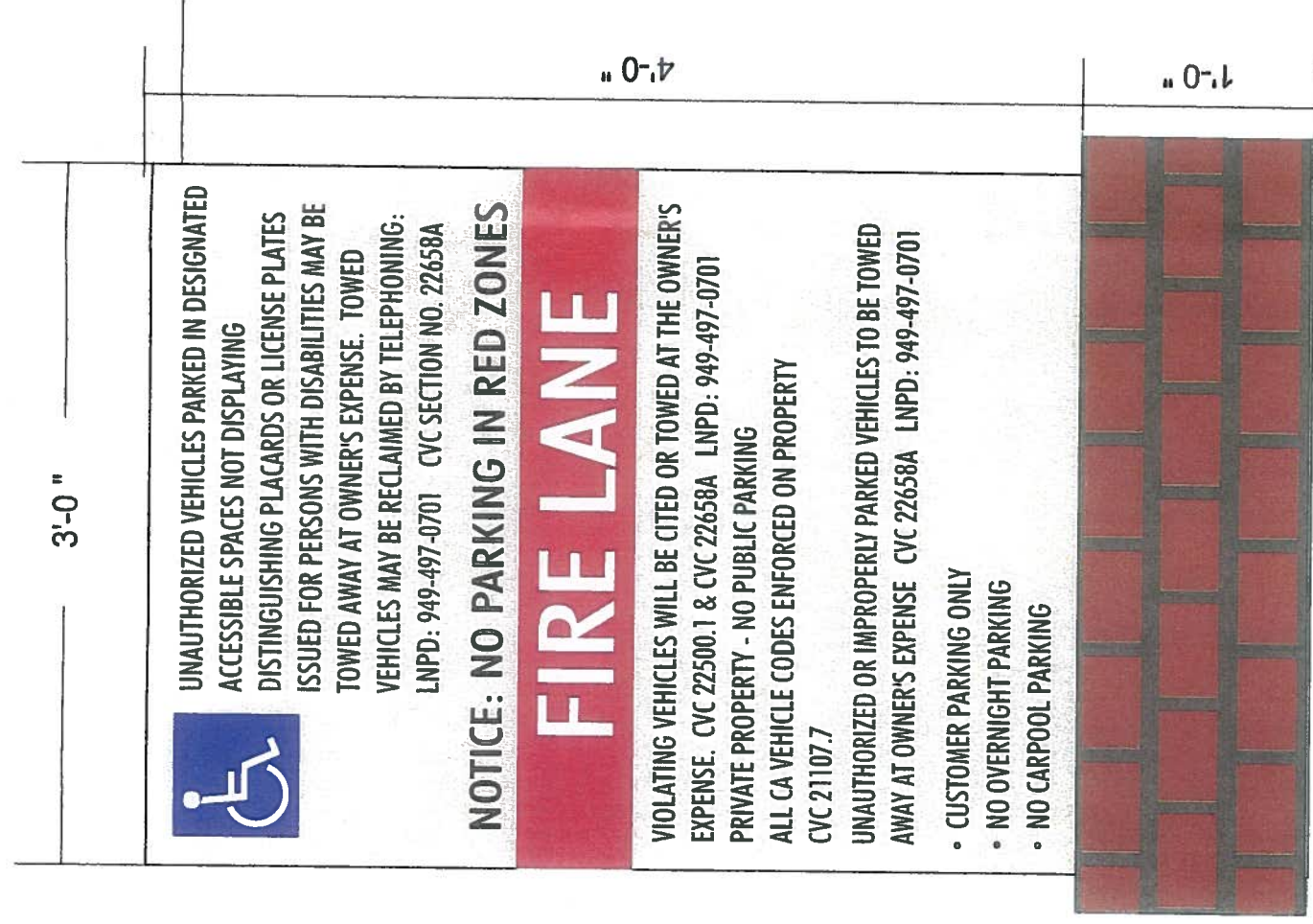
Red Brown color TBD



Color TBD



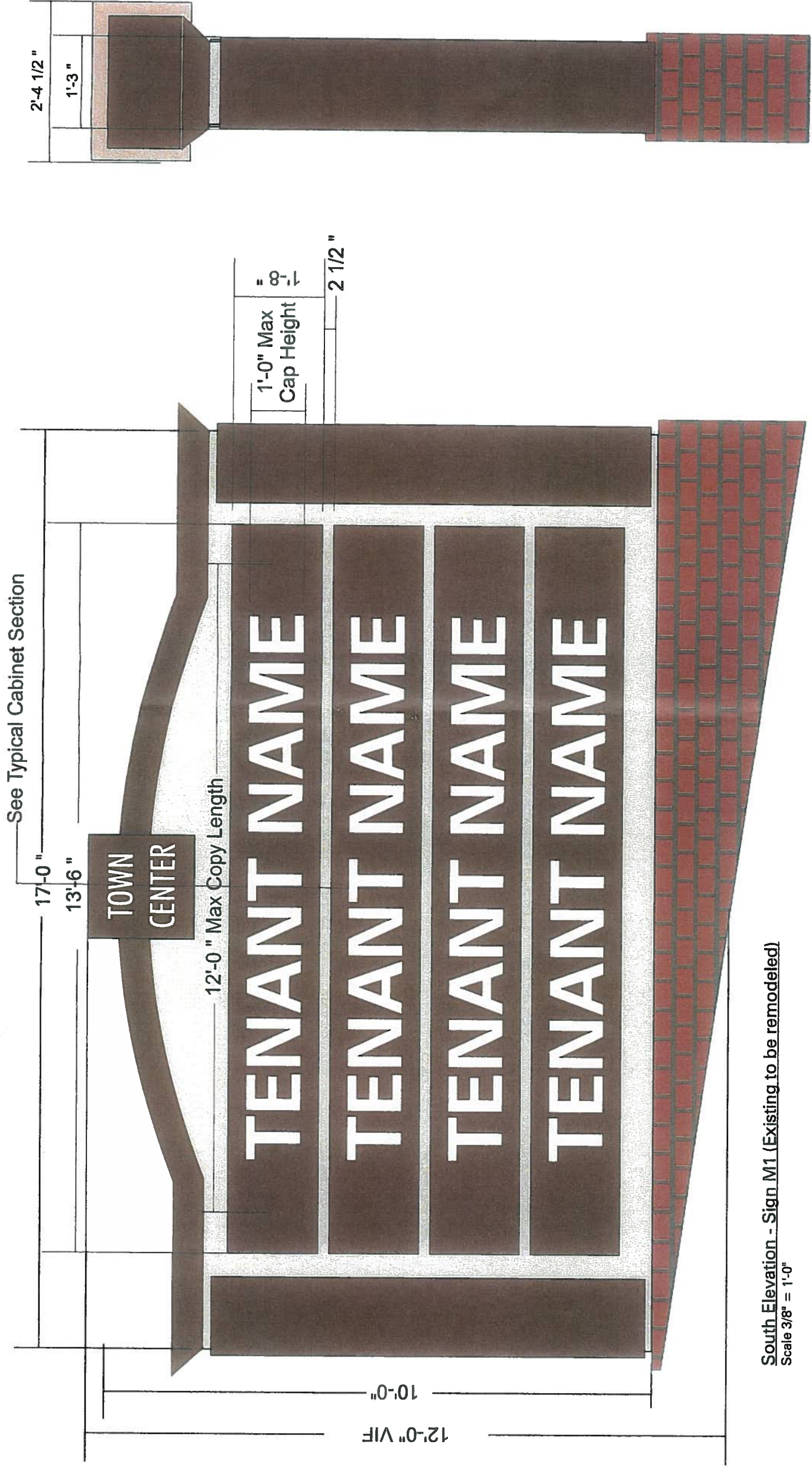
SP 511, Oyster (Pantone 482)



Sign PR - Non-Illuminated Property Rules Signage

Scale 1" = 1' 0"



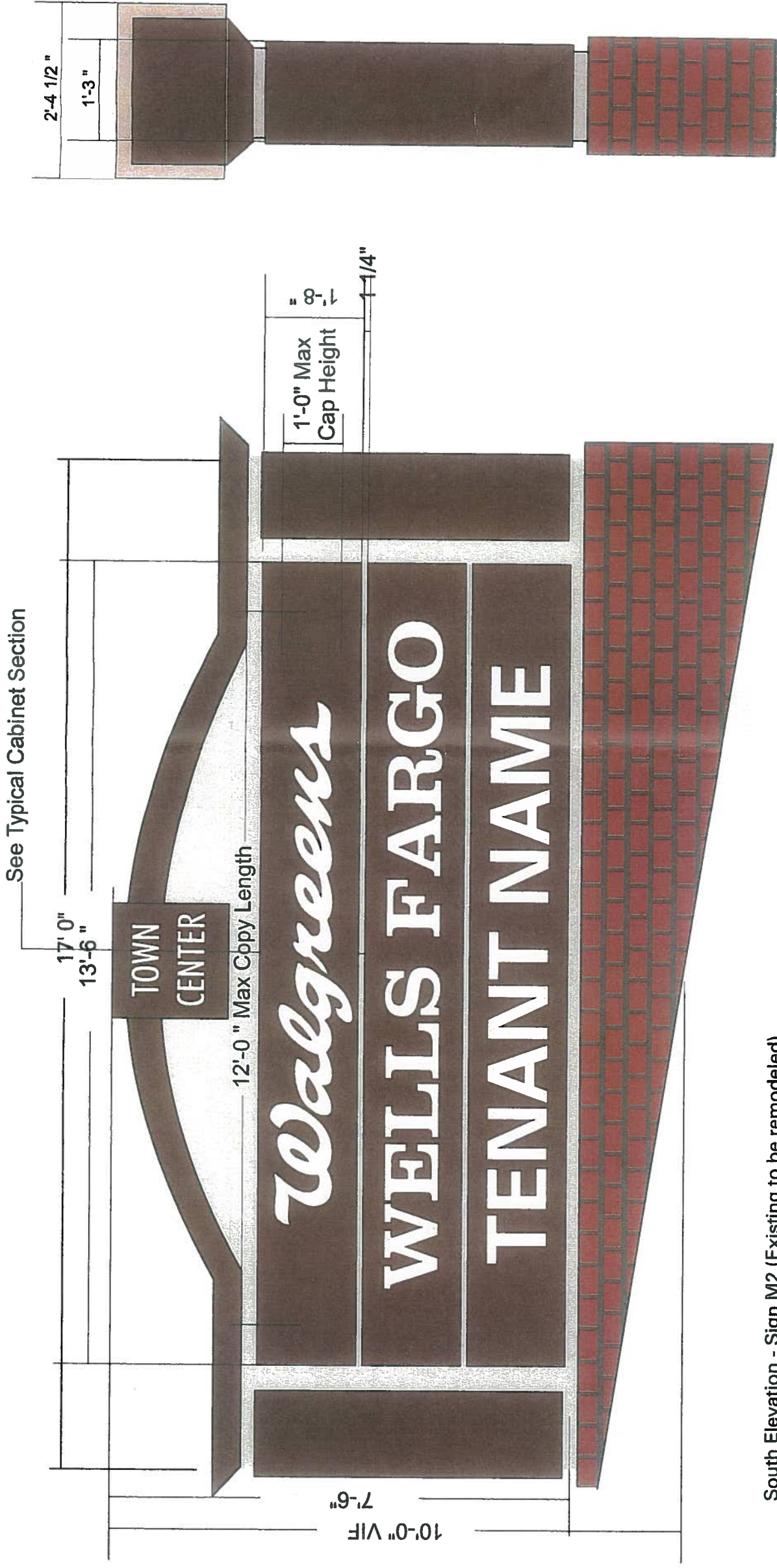


South Elevation - Sign M1 (Existing to be remodeled)
Scale 3/8" = 1'-0"

Double faced internally illuminated monument sign on brick monument base.
Removable tenant panels with push through plex lettering both sides. Tenant copy to be single line text, 12" maximum cap height, 12' 0" maximum copy length.



- Red Brown color TBD
- Color TBD
- SP 511, Oyster (Pantone 482)



South Elevation - Sign M2 (Existing to be remodeled)

Scale 3/8" = 1'-0"

Double faced internally illuminated monument sign on brick monument base.

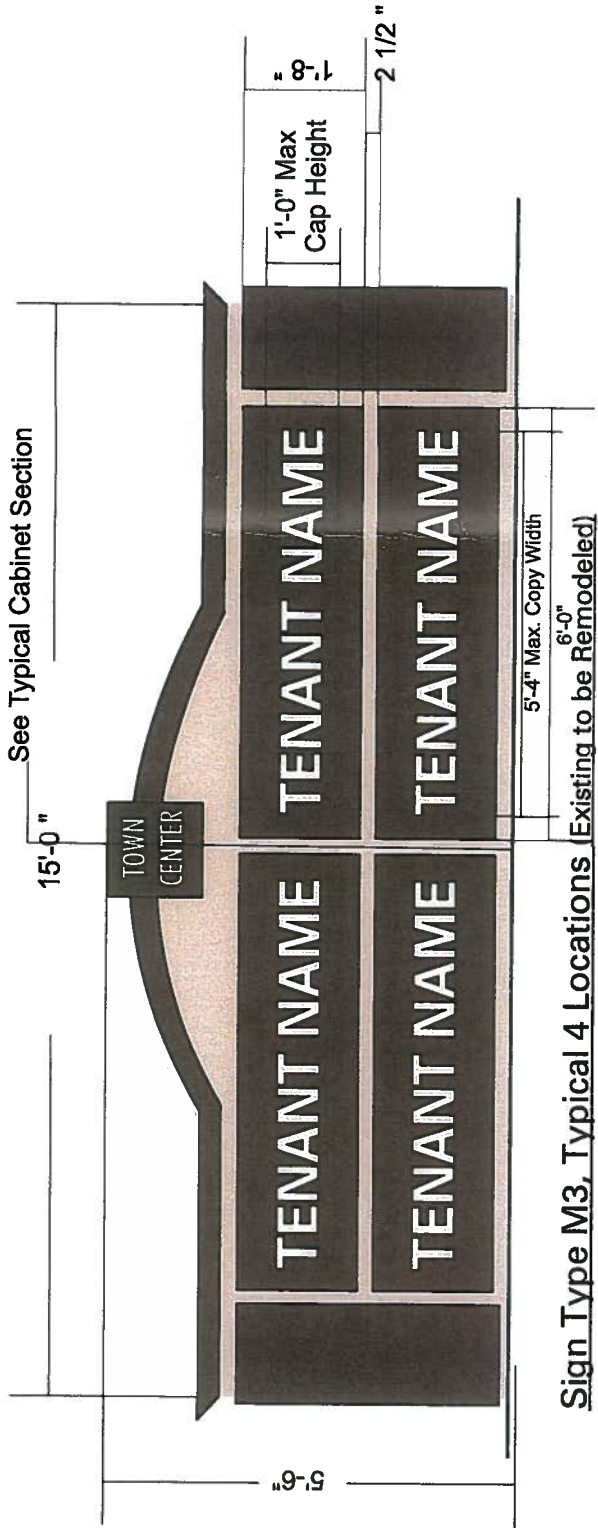
Removable tenant panels with push through plex lettering both sides. Tenant copy to be single line text, 12" maximum cap height, 12' 0" maximum copy length.



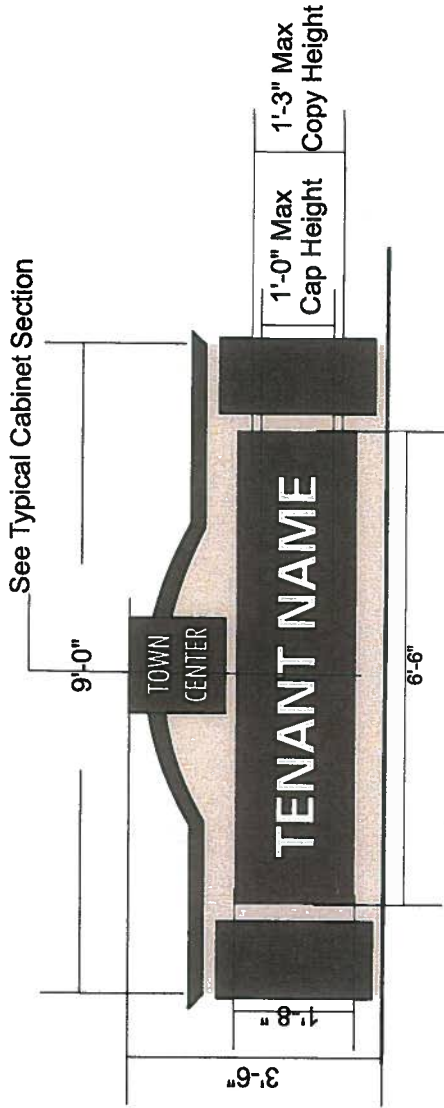
Red Brown color TBD

Color TBD

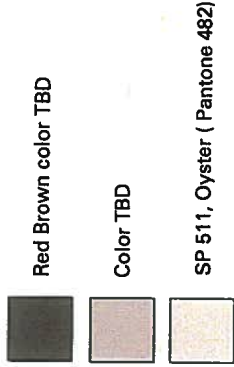
SP 511, Oyster (Pantone 482)

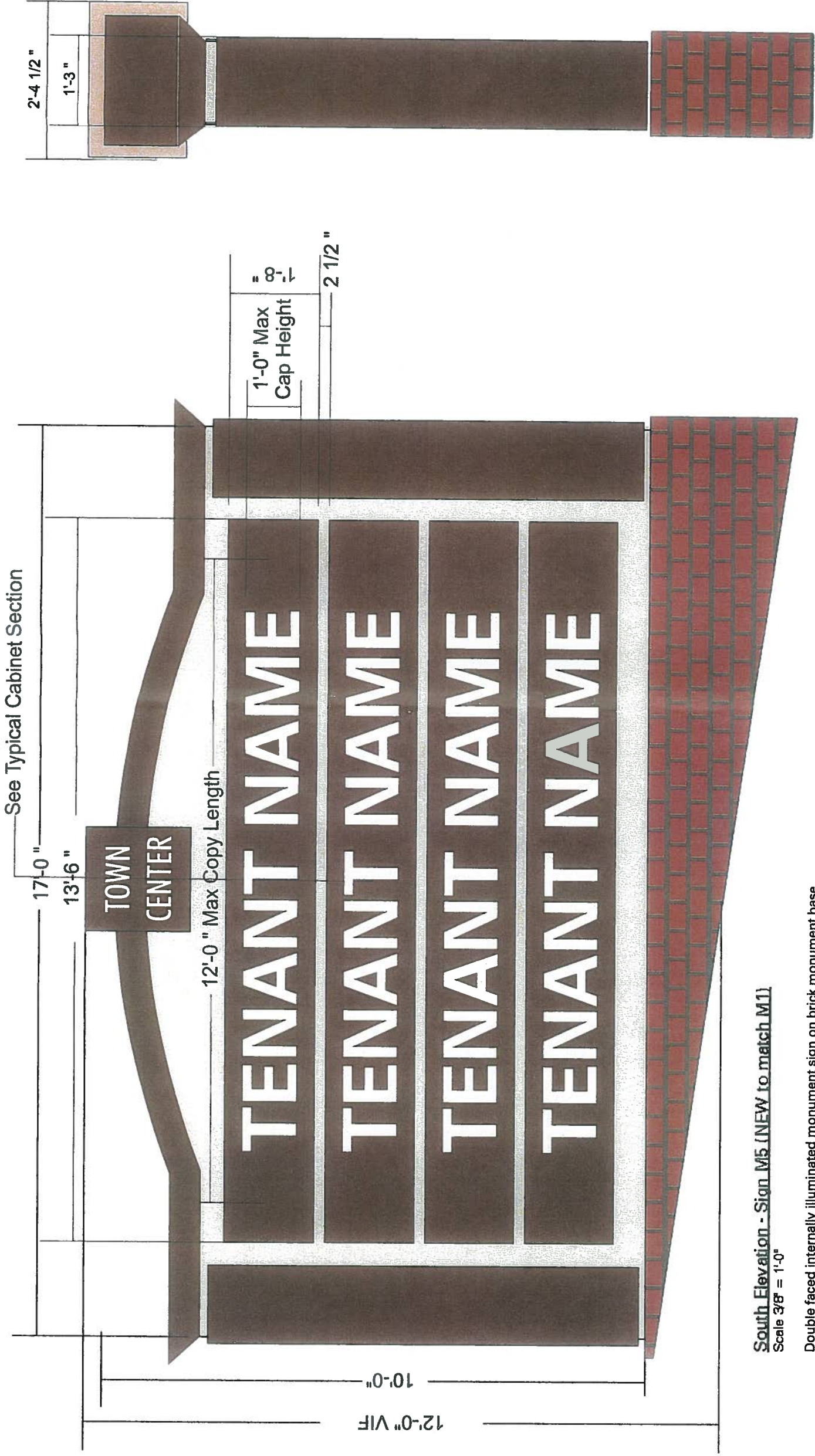


Single faced internally illuminated monument sign.
Removable tenant panels with push through plex lettering.
Tenant copy to be single or double line text, 12" maximum cap height, 5' 0" maximum copy length.



Double faced internally illuminated monument sign.
Removable tenant panels with push through plex lettering both sides.
Tenant copy to be single or double line text, 12" maximum copy height, 5' 0" maximum copy length.



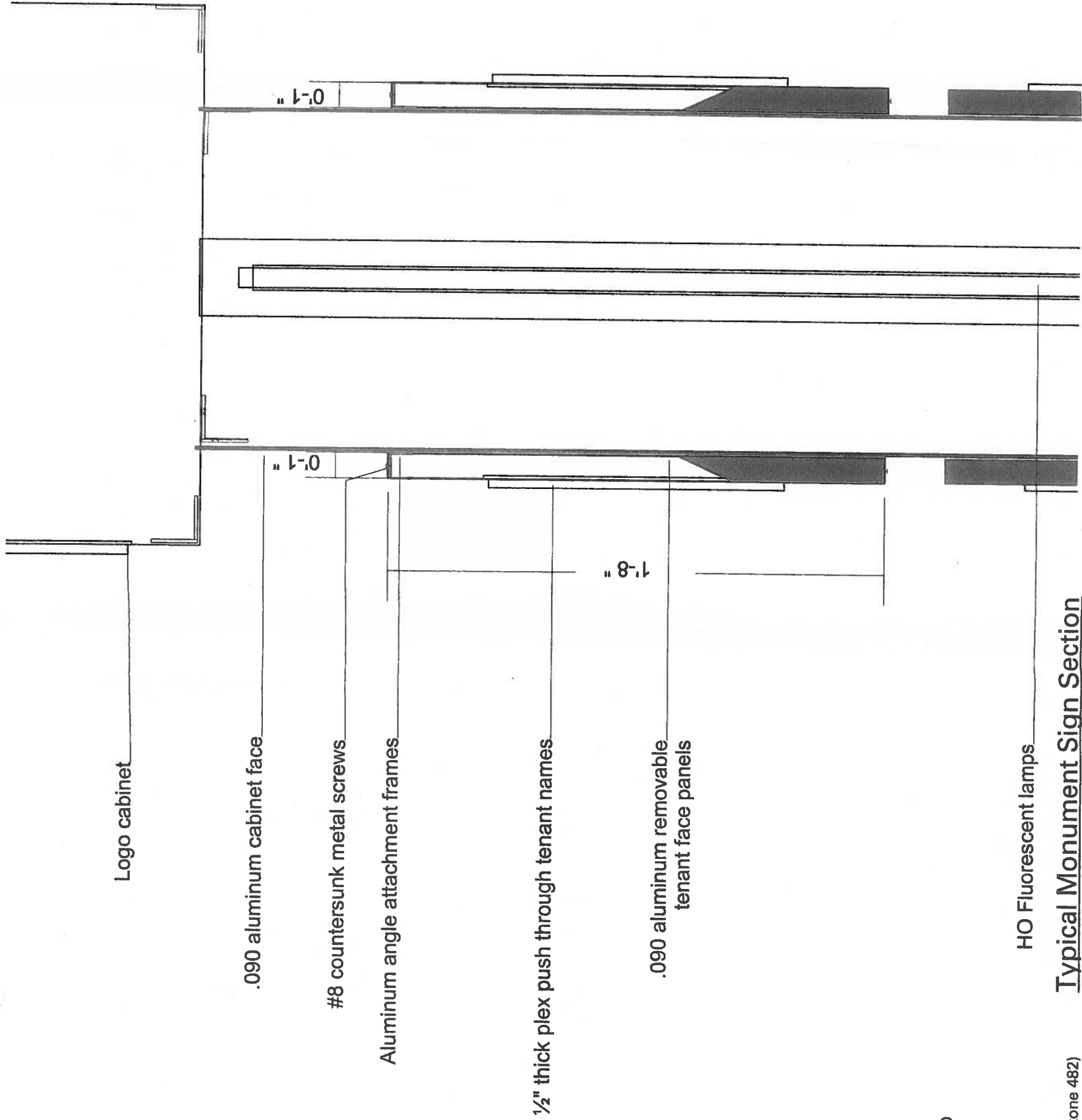


South Elevation - Sign M5 (NEW to match M1)
Scale 3/8" = 1'-0"

Double faced internally illuminated monument sign on brick monument base.
Removable tenant panels with push through plex lettering both sides. Tenant copy to be single line text, 12" maximum cap height, 12' 0" maximum copy length.



- Red Brown color TBD
- Color TBD
- SP 511, Oyster (Pantone 482)



Red Brown color TBD

Color TBD

SP 511, Oyster (Pantone 482)

HO Fluorescent lamps

Typical Monument Sign Section

Scale 2" = 1' 0"



3 6 9 12 Inches



Monument Sign Illustration
Not To Scale

Proposed Sign 5.1

