

**City of Laguna Niguel  
Community Development Department  
December 1, 1999**

**TO:** File- Site Development Permit SP 96-11P

**FROM:** Brandi Hicks, Planning Aide

**SUBJECT:** Changed Plan to SP 96-11P  
(The Grove Shopping Center Sign Program)

**COPIES:** Daniel Fox, AICP, Planning Manager  
John Morgan, Assistant Planner  
Victoria Pore, Applicant

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The requested Changed Plan to Site Development Permit SP 96-11P has been reviewed by the Community Development Department, and the determination has been made, as authorized by the conditions of approval, that the proposed changes are in substantial conformance with the intent of the original approval by the Planning Commission of the City of Laguna Niguel. The applicant proposes the following modification to the original project:

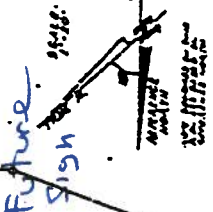
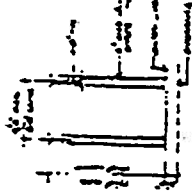
**Canvas Awning** - The applicant proposes the installation of one fixed wall-mounted canvas awning to be located on the west elevation over the door and windows. The proposed awning is 19 feet long by four feet high and stands a minimum of 7 feet from grade to bottom of awning. The awning also includes tenant identification signage which reads "State Farm" in 14 inch tall white letters and one white State Farm corporate logo are to be located on the dark burgundy fabric awning.

The Community Development Department has determined that the proposed awning with ancillary signage would not diminish the design quality of the comprehensive sign program. Therefore, based on the information provided above and the attached project exhibits, this Changed Plan is found to be in substantial conformance with the spirit and intent of Site Development Permit SP 96-11P, and is approved subject to the existing project conditions. In addition, the following conditions shall apply:

1. All future signs, including the primary wall sign to be located on the southern elevation of the building shall conform to the Grove Shopping Center Sign Program.
2. Prior to building permit issuance for the awning, the existing sign cabinet located on the west elevation shall be removed.
3. Prior to issuance of a Certificate of Occupancy, the green trim shall be repainted to match the building.

Attachments

MEDIA/COMPACT PARKING STALLS



LEGAL DESCRIPTION

LEGAL DESCRIPTION

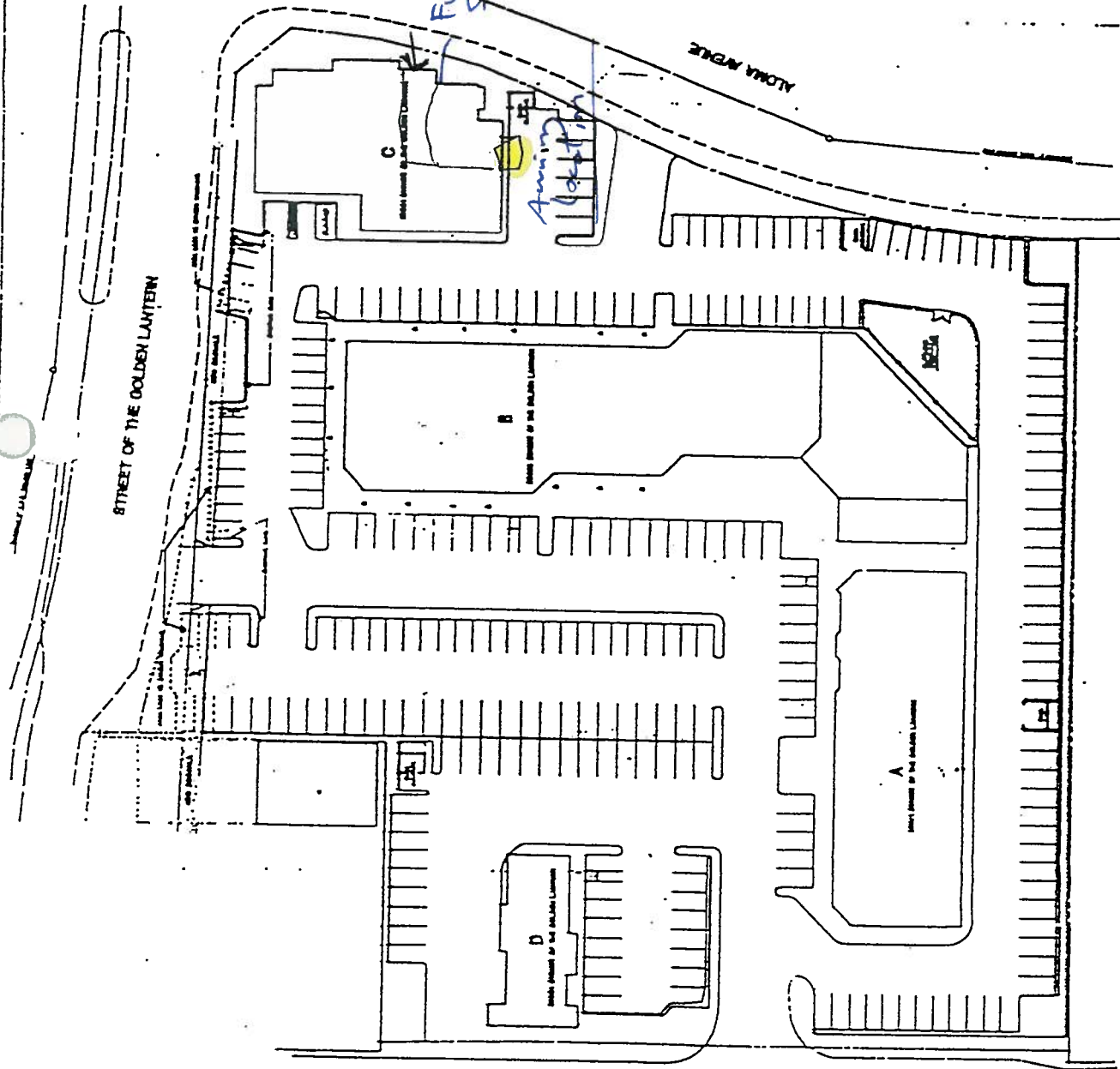
PROJECT SUMMARY

Project Name	THE GROVE SHOPPING CENTER
Project No.	11-001
Client	THE GROVE SHOPPING CENTER
Design Team	THE GROVE SHOPPING CENTER
Site Area	100,000 sq. ft.
Project Start	11/11/2011
Project End	11/11/2011
Project Status	Completed
Project Location	THE GROVE SHOPPING CENTER
Project Manager	THE GROVE SHOPPING CENTER
Project Engineer	THE GROVE SHOPPING CENTER
Project Designer	THE GROVE SHOPPING CENTER
Project Checker	THE GROVE SHOPPING CENTER
Project Approver	THE GROVE SHOPPING CENTER

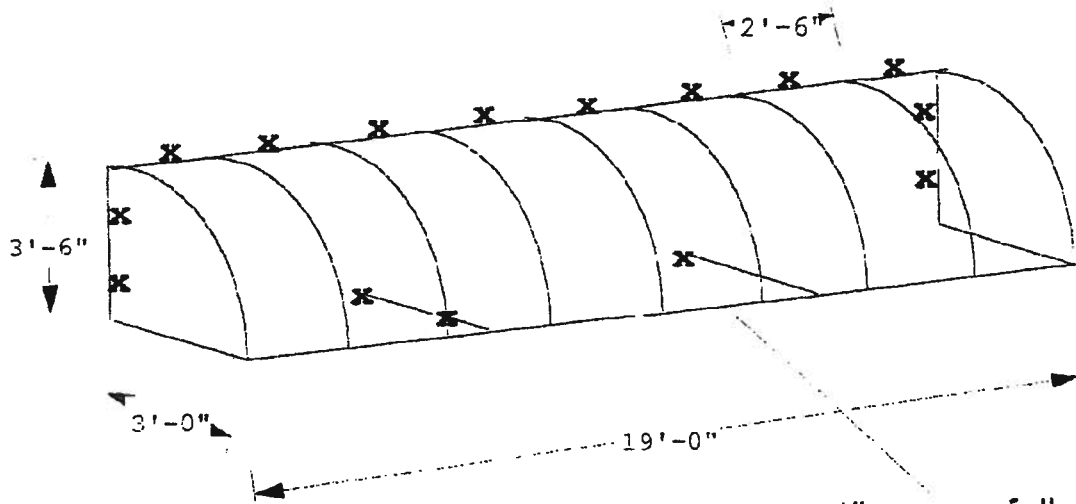
STREET OF THE GOLDEN LANTERN

ALOMA AVENUE

CROWN VALLEY PARKWAY



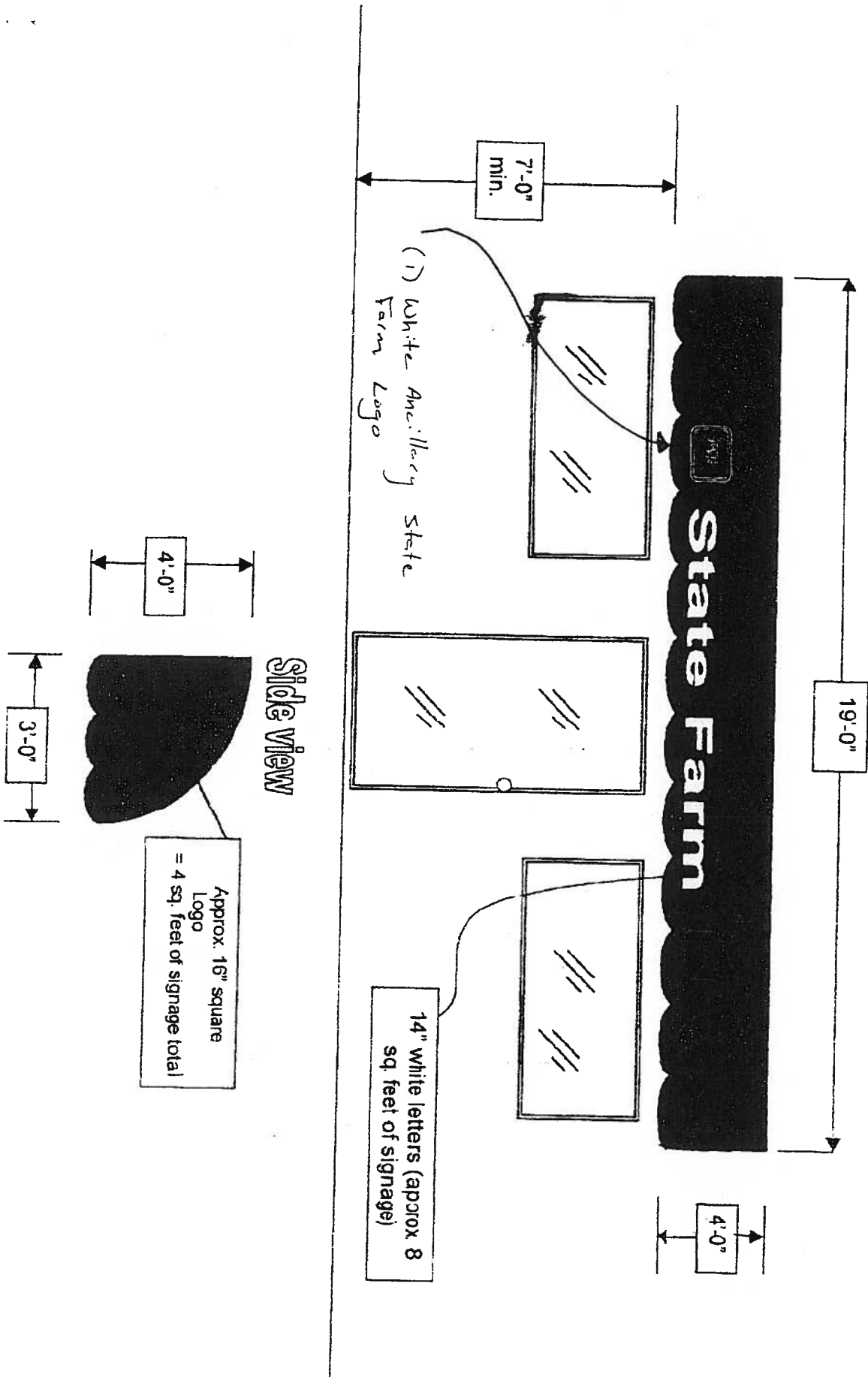
# State Farm Insurance (frame construction)



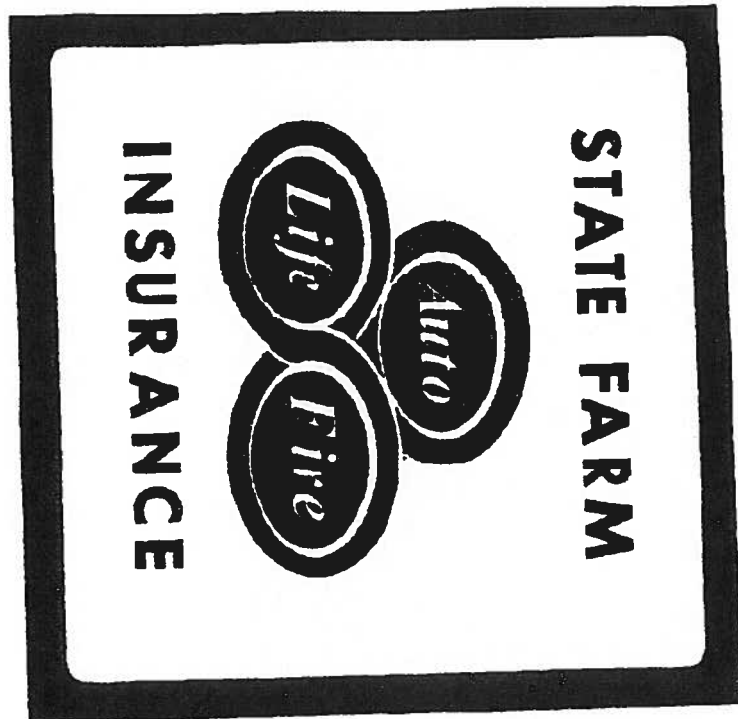
16 gauge 1" square, fully welded,  
cold rolled steel throughout

X= Typical points of attachment  
as per attached detail

Proposed fabric awning for 28991 # "D"-105 Golden Lantern, Laquna Niguel



Logo





# CITY of LAGUNA NIGUEL

CITY COUNCIL

Community Development Department  
27781 La Paz Road • Laguna Niguel, California 92677  
Phone/949•362•4360 Fax/949•362•4369

Joe Brown  
Cathryn DeYoung  
Mark J. Goodman  
Linda Lindholm  
Mimi Walters

May 7, 1999

Nadia Geller, Property Manager  
Triwell Properties, Inc.  
108 Standard Street  
El Segundo, CA. 90245

Subject: The Grove Shopping Center at Laguna Niguel Sign Program - SP96-11P

Dear Nadia:

We are curious as to why none of your tenants have come forward to obtain sign permits. As you know the sign program for The Grove was approved on April 14, 1998 and subsequently amended on June 9, 1998. The approved sign program carries a mandatory condition in B. General Owner/Tenant Requirements that all revised signage must be permitted, installed and inspected by September 30, 1999. Only 4 ½ months remain for all signage in the center to be in compliance with the sign program and City Code.

Please be advised that this sign program is on a critical path to completion and we are concerned that nothing appears to be underway so that all signs can be permitted and installed by the September 30<sup>th</sup> date.

Considering the large number of banners that are currently visible in The Grove, it appears that there will a large number of new signs to be permitted and installed therefore, we are requesting that you provide us with a sign installation schedule that includes the name, address and telephone number of each tenant, sign contractor and proposed installation date.

Thank you for your assistance.

Sincerely,  
COMMUNITY DEVELOPMENT DEPARTMENT  
Robert P. Lenard, Director

By

Mike Rodgers  
Code Enforcement Officer

City of Laguna Niguel  
 Community Development Department  
 The Grove Sign Program Log

APPLICATION DATE	SIGN PERMIT NO.	APPLICANT NAME/ADDRESS	CONTACT PERSON/ TELEPHONE NO.	SIGN CONTRACTOR	DATE APPROVED	INSTALLATION DATE	PLANNER ASSIGNED
		BETTER HEALTH 28971 Golden Lantern #102A & 103A					
		NIGUEL NAILS 28971 Golden Lantern #104A					
		LINA'S ALTERATIONS 28971 Golden Lantern #105A					
		DONNA'S DONUTS 28971 Golden Lantern #106A	Moses Sabert: (714) 957 8438	Sign Max	9/8/99		JM (ok DF)
		PATSY'S PUB 28971 Golden Lantern #107A-109A					
		LAGUNA VETERINARIAN 28971 Golden Lantern #110A					

City of Laguna Niguel  
Community Development Department  
The Grove Sign Program Log

APPLICATION DATE	SIGN PERMIT NO.	APPLICANT NAME/ADDRESS	CONTACT PERSON/ TELEPHONE NO.	SIGN CONTRACTOR	DATE APPROVED	INSTALLATION DATE	PLANNER ASSIGNED
		ALOMA LAUNDROMAT 28981 Golden Lantern #103D					
		PRONTO PIZZA 28981 Golden Lantern #105D					
		MICHAEL JONES, DDS 28985 Golden Lantern #101B					
		GYMNASTICS FOR KIDS 28985 Golden Lantern #102B					
		CHILDREN'S ORCHARD 28985 Golden Lantern #103B					
		RICE BOWL 28985 Golden Lantern #104B <i>Sushi Kai</i>	Moses S-ber: (714) 957-8458	Sign Max	9/7/99		JM (OK DF)
		BOOK TRADER 28985 Golden Lantern #105B	"	"	6/8/03		KMK



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		INTL MARKET 28985 Golden Lantern #106B	Moses Seber: (714) 957-8438	Sign Max	9/7/99		JM (ok DF)
		NUCLEAR COMICS 28985 Golden Lantern #107B		Letters & Logos			
		<sup>1 HC</sup> CROWN CLEANERS 28985 Golden Lantern #108B	Moses Seber: (714) 957-8438	Sign Max	9/7/99		JM (ok DF)
		I LOVE BAGELS 28985 Golden Lantern #109B					
		VACANT 28985 Golden Lantern #110B					
		SHANNON'S FLOWERS 28985 Golden Lantern #111B					
		BLOCKBUSTER VIDEO 28985 Golden Lantern #112B-115B					

City of Laguna Niguel  
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 The Grove Sign Program Log

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		EL CORTEZ 28971 GOLDEN LANTERN #101a					
		COLDWELL BANKER 28981 GOLDEN LANTERN #101D					
		WENDY'S 28961 GOLDEN LANTERN #C101					
		7-11 STORE 28932 GOLDEN LANTERN					

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		WENDY'S 28961 GOLDEN LANTERN #C101					
		7-11 STORE 28932 GOLDEN LANTERN					

old signs !!



# SIGN PROGRAM

For

**The Grove Shopping Center at Laguna Niguel**  
**SITE DEVELOPMENT PERMIT SP 96-11P**

**Crown Valley Parkway & Street of the Golden Lantern**  
**City of Laguna Niguel**

**Annenberg Limited Partnership**

Operated by:

Triwell Properties Inc.  
108 Standard Street  
El Segundo, CA 90245  
(310) 322-7400

**CONDITIONALLY  
APPROVED**

BY: Planning DATE: 6/9/98  
Commission



**PROJECT:** The Grove Shopping Center @ Laguna Niguel  
Crown Valley Parkway & Street of the Golden Lantern  
Laguna Niguel, California

**DATE:** February 20, 1998

**A. INTRODUCTION**

The intent of this Sign Program is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above mentioned project.

Performance of this Sign Program shall be rigorously enforced and any nonconforming signs shall be removed by the tenant or his sign contractor at their expense, upon demand by Owner.

Exceptions to these standards shall be reviewed by the Owner. However, based upon our field experience, deviations will generally result in serious inequities between tenants. Accordingly, the Owner will retain full rights of review of any sign used in the center.

**B. GENERAL OWNER/TENANT REQUIREMENTS**

1. New tenants shall submit to the Owner for written review, two (2) copies of the detailed shop drawings of his proposed sign, (one in full color) indicating conformance with the sign criteria herein outlined. Send to:

Triwell Properties Inc.  
P.O. Box 2248  
El Segundo, CA 90245

Existing tenants shall submit to the OWNER drawings as stated above, on or before September 30, 1998. All revised signage will be permitted, installed, and inspected by September 30, 1999.

2. The tenant shall submit two sets of sign plans that have been reviewed and approved with a signature by the Owner to the Laguna Niguel Community Development Department for approval of a sign permit prior to the start of any sign construction or fabrication.

City of Laguna Niguel  
Community Development Department  
27781 La Paz Road  
Laguna Niguel, CA 92677  
(714) 362-4360

Office hours are 8:00 a.m. to 4:00 p.m., Monday through Friday

3. The tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The tenant shall obtain all necessary permits.
5. The Owner shall provide primary electrical service which terminates at the center of the allowed signage area and is controlled by a timer.
6. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
7. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
8. The location of all signs shall be per the accompanying design criteria.
9. One "sign space" shall be allowed for each tenant frontage (except as otherwise approved in writing by the Owner). The tenant shall verify his sign location and size with Owner prior to fabrication and installation.
10. Each tenant shall be required to maintain rear entrance and loading door address and identification which shall be kept consistent with existing building style and color. Each tenant space that possesses building frontage at the rear of the building will be allowed one additional sign on the rear elevation of the building.

Tenant loading door signage shall be maintained and replaced at tenant's sole cost when determined necessary by the Owner and must be kept consistent with existing building letter size, style and colors. Signage at back of building shall not exceed 12 inches in height or 12 square feet per in line tenant unless approved otherwise under SP 96-11P and approved by the Owner. Signage at back of major occupants of over 10,000 square feet of floor area shall not exceed 18 inches in height and 30 square feet, unless approved otherwise under SP 96-11P and Owner.

11. Only under special circumstances shall signs which vary from this sign program required to first be approved by the Owner and respective City authority. Two rows of lettering may be used if approved by the Owner and Community Development Director. The two rows of lettering shall not exceed permitted maximum sign height.
12. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein except corporate logos as approved by the Community Development Director.
13. When a tenant vacates a suite, the fascia shall be repaired and sign removed by either the tenant or Owner at tenant's sole cost within 30 days of the tenant move-out.

### C. GENERAL SIGNS SPECIFICATIONS

1. All sign copy shall consist of individual channel cut letters. No can or internally illuminated cabinet signs are permitted, including corporate logos, except as approved by the Owner and Community Development Director. If corporate logos are used, they shall consist of channel elements and letter - internally lighted can signs, cabinet boxes and channel boxes are not permitted.
2. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
3. All lettering shall be restricted to the "net sign area". See accompanying design criteria for specific information.
4. No projections above or below the "net sign area" will be permitted (except as otherwise approved in writing).
5. All signs and their installation must comply with all local building and electrical codes and bear a U.L. label place in an inconspicuous location.
6. Typical Under-canopy Sign: (Blade Signs)
  - a. Shops and pad signs shall be attached in designated areas only.
  - b. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner for written review prior to fabrication.
  - c. Tenants shall display only their established trade name of their basic product name.
  - d. Blade signs shall not be illuminated.
  - e. A clearance of at least eight (8) feet shall be established between the walkway and the bottom of the blade sign.
7. Typically Internally Illuminated, Individual Letter Sign Specifications:

**Occupant size less than 10,000 sq. ft. Sign Height shall be not less than 14", not greater than 18" and not wider than 70% of the store frontage, up to a maximum aggregate total sign area not to exceed 100 sq. ft. for each business with a frontage greater than 100 linear feet.**

If frontage is less than 25 feet, a sign of 25 square feet is permitted.

**8. Occupants in multi-use pad buildings:**

Occupant size less than 10,000 sq. ft. Sign Height shall be not less than 14", not greater than 18" and not wider than 70% of the store frontage, up to a maximum aggregate total sign area not to exceed 100 sq. ft. for each business with a frontage greater than 100 linear feet. Two signs shall be allowed for each pad tenant in a multi-tenant pad building so long as such tenant has two (2) frontages with each frontage being longer than 20 feet in length.

**9. Occupants in single-use pad building:**

- a. The existing business currently occupying the front pad (Wendy's), shall be excluded from this new sign program.

Future tenants shall comply as follows:

Up to three (3) signs shall be allowed on separate building faces not to exceed 150 square feet in total sign area.

Sign height shall not be less than 16" nor greater than 24" and shall not be wider than 70% of the store frontage, not to exceed a total of 150 square feet.

- b. All signs shall consist of individual channel letters. The face of the individual letters and logos shall be constructed of acrylic plastic (3/16" thick minimum) or an approved equal ("Sta-Tuf" or Lexan"). All letter returns and trim caps shall be finished to match storefront, or as approved by the Owner.
- c. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner for written review prior to fabrication.
- d. Individual shop logos may be located anywhere within the "net sign area", provided their heights do not exceed the height of the "net sign area". Logos shall be graphic only and shall not include any copy, . Any copy shall be displayed through the use of individual channel letters. Up to two (2) rows of lettering shall be allowed provided they do not exceed the permitted maximum sign height.
- e. Shop tenants shall display only their established trade name of their basic product name, e.g. "John's Jeans", or combination thereof.
10. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
11. All signs shall be installed on the sign band as noted in the exhibit drawings attached hereto.

12. Tenants with irregular shape frontages as exist in the center will submit plans to Landlord for approval per Section B.2. Said tenants shall be subject to the same conditions and requirements of this sign program.
13. Only under special circumstances shall signs which vary from this sign criteria be permitted provided that they first are approved by the Owner and Community Development Director. Two (2) rows of lettering shall not exceed permitted maximum sign height.
14. When a tenant vacates a suite, the fascia shall be repaired and sign removed at Tenant's sole cost.

#### **D. PROHIBITED SIGNS**

1. Signs Constituting a Traffic Hazard:  
No person shall install or maintain a cause to be installed or maintained any sign which 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. Immoral or Unlawful Advertising:  
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. Signs on Doors, Windows or Fire Escapes:  
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 or items within twelve feet (12') of the front entrance to the Premises that can be seen from the community areas of the Center, except such as shall have first received the written approval of Owner as to form size, type, color, location, duration, copy nature and display qualities. 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. In addition to the remedies for default set forth in the Lease, Owner may, at tenant's cost, remove any item erected in violation of this subsection.
4. Animated, Audible or Moving Signs:  
Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited, unless specifically approved by the Owner and the Community Development Director.
5. Off-Premise Signs:  
Any signs other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign

is located is prohibited, unless specifically approved by Owner and Community Development Director.

6. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which 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. Light Bulb Strings and Exposed Tubing:

External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs and exposed neon tubing are prohibited. An exception hereto may be granted by the Owner when the display is an integral part of the design character of the activity to which it relates. All neon window displays shall be kept a minimum of 12 inches from window.

8. Banners, Pennants, and Balloons Used for Advertising Purposes:

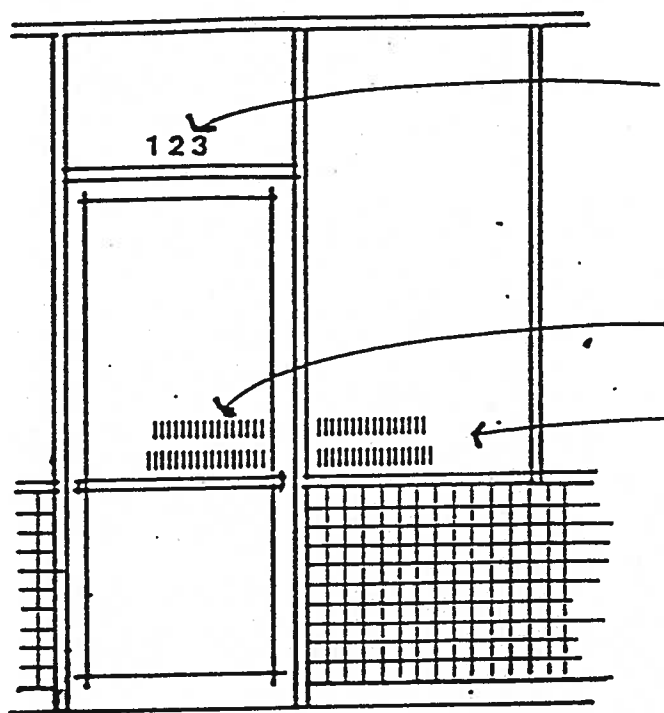
Flags, banners, balloons or pennants, or a combination of same are strictly prohibited. Temporary banner signs may be permitted in accordance with the City of Laguna Niguel Temporary Signage Regulations.

9. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are prohibited.

10. Internally Illuminated Can or Cabinet Signs:

Prohibited except logos as approved by Community Development Director. Internally illuminated can or cabinet signs are prohibited except graphic logos as approved by Community Development Director. Any text part as part of a logo shall be individual channel letters only.



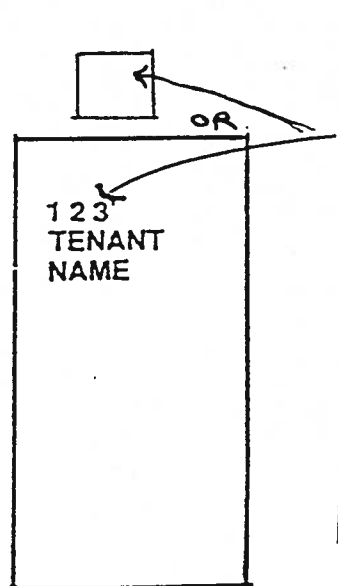
TENANT ADDRESS NUMBER (CENTERED) SHALL BE "REFLECTIVE WHITE", NUMBER, SIZE AND HEIGHT AS REQUIRED BY GOVERNING AGENCIES.

STOREFRONT DOOR

FIXED GLASS (IN STOREFRONT)

LOCATION OF TENANT INFORMATION NOT TO EXCEED 144 SQ. IN.

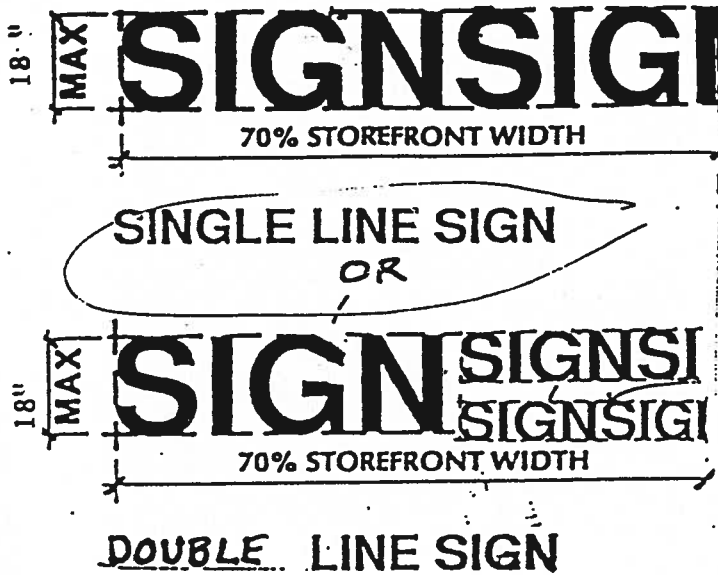
**TYPICAL TENANT ADDRESS SIGNAGE**



TENANT ADDRESS NUMBER

DOOR SHOWN IS TYPICALLY FOR NON-CUSTOMER TYPE DOOR FOR RECEIVING MERCHANDISE, ETC. OCCURS GENERALLY AT REAR OF CENTER. EXACT LOCATIONS FOR INDIVIDUAL TENANTS TO BE DETERMINED.

**TYPICAL LOADING DOOR SIGNAGE**



INDIVIDUAL METAL CHANNELIZED LETTERS WITH PLEXIGLAS FACES.  
NET SIGN AREA (AREA ENCLOSED BY DASHED LINE).

NOTE: INDIVIDUAL METAL CHANNELIZED LETTERS TO BE INTERNALLY ILLUMINATED WITH 60 MILLI-AMP 6500° 13 MM WHITE NEON AND INSTALLED IN ACCORDANCE WITH CURRENT UNDERWRITER LABORATORY SPECIFICATIONS.

COLOR TO MATCH "PLEXIGLAS", CHEMCAST  
#2037-YELLOW  
#2025-BLACK  
#2793-RED  
#2108-GREEN  
#2114-DARK BLUE  
#2648-LIGHT BLUE  
#2119-ORANGE  
#7328-WHITE  
#2418-BROWN



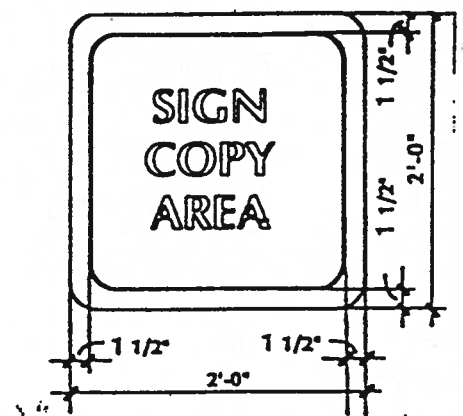
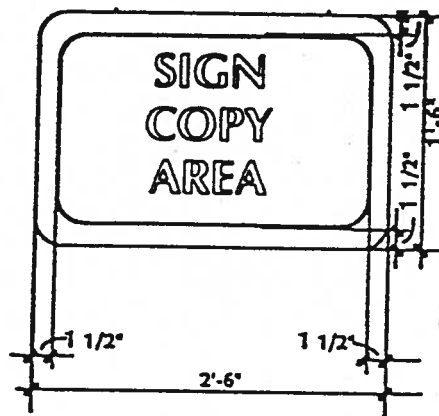
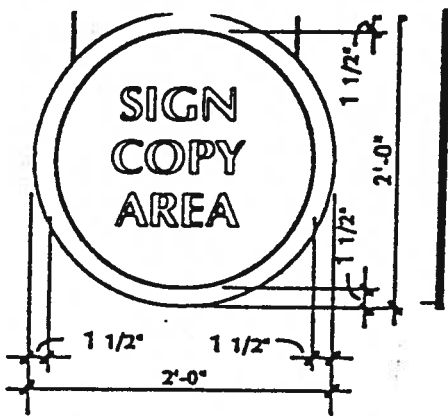
**UNDER CANOPY BLADE SIGNS**

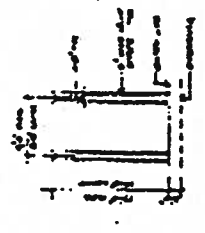
**SIGN TO BE CENTERED AT ENTRY DOOR  
HUNG ON CHAIN BOLTED TO CANOPY**

**DOUBLE FOAM SANDBLASTED  
3" THICK WOOD SIGN  
CHAIN MOUNTED TO CANOPY  
EYELET SCREW CHAIN 1½" GALVANIZED OR STAINLESS**

**THESE SIGNS ARE DOUBLE SIDED**

**SHAPE, TEXT AND COLORS SUBJECT TO THE  
APPROVAL OF THE OWNER AND  
COMMUNITY DEVELOPMENT DIRECTOR**



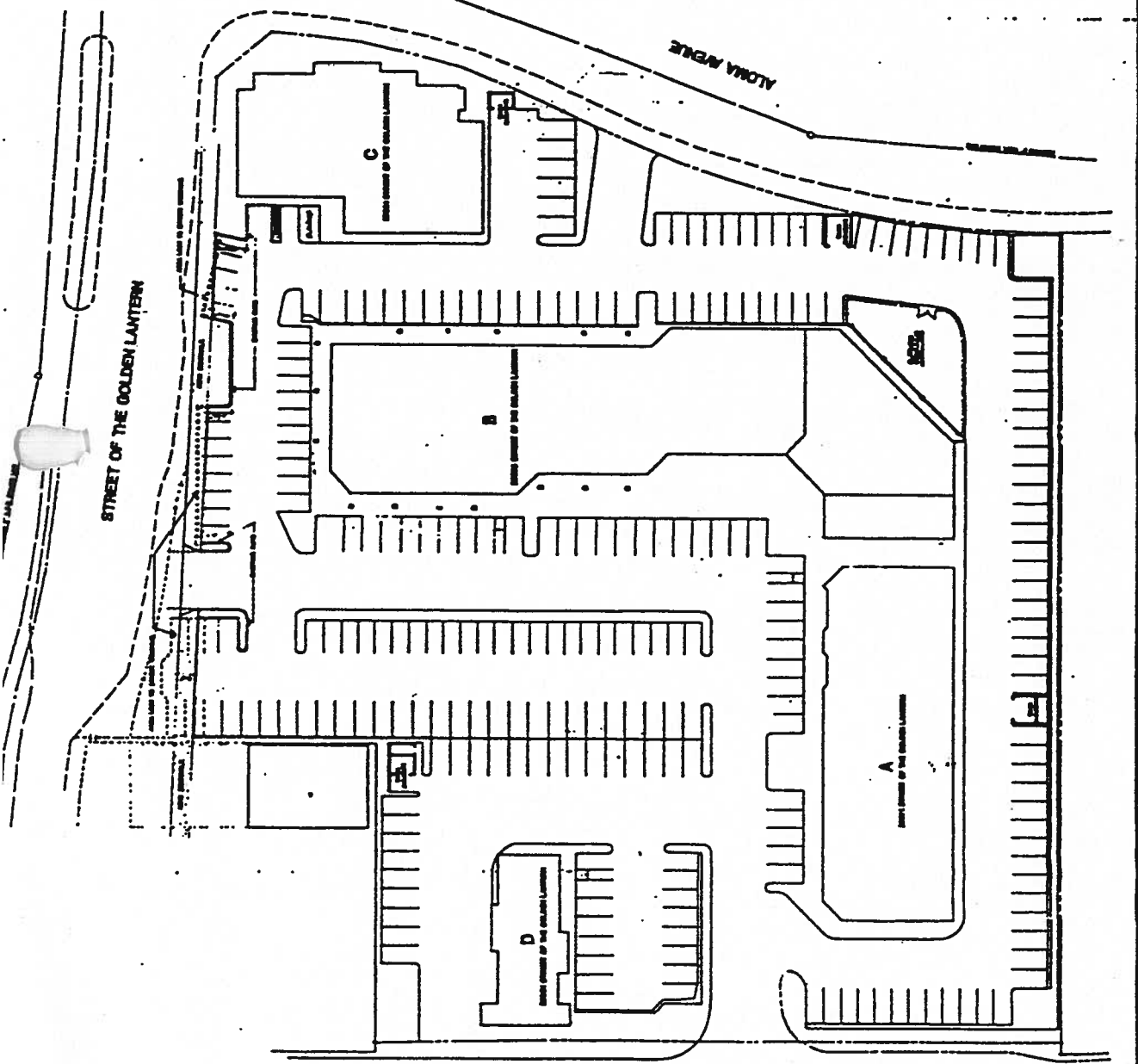


**LEGAL DESCRIPTION**

ALL RIGHTS RESERVED BY THE  
 DEVELOPER AND HIS SUCCESSORS  
 IN INTEREST. THIS PLAN IS  
 SUBJECT TO THE RECORDS OF THE  
 COUNTY OF LOS ANGELES.

**PROJECT SUMMARY**

NO. OF STALLS	1,200
TOTAL AREA	100,000 SQ. FT.
EST. COST	\$10,000,000
EST. REVENUE	\$1,000,000
EST. NET PROFIT	\$9,000,000
EST. IRR	15%
EST. PAYBACK PERIOD	5 YEARS
EST. BREAK-EVEN POINT	250,000 VEHICLES
EST. ANNUAL TRAFFIC	100,000 VEHICLES
EST. ANNUAL REVENUE	\$1,000,000
EST. ANNUAL NET PROFIT	\$9,000,000
EST. ANNUAL IRR	15%
EST. ANNUAL PAYBACK PERIOD	5 YEARS
EST. ANNUAL BREAK-EVEN POINT	250,000 VEHICLES



CROWN VALLEY PARKWAY