

SIGN CRITERIA

PROJECT: Lantern Plaza
Laguna Niguel, California

PREPARED BY: Pacific Sign Center
24422 Del Prado
Dana Point, Ca. 92629
(949) 248-7474

CONDITIONALLY
APPROVED

BY: Com Dev Dept DATE: 9/8/98

• LANDSCAPING - SEE COND OF APPROVAL SP 98.17A

SIGN CRITERIA

LANTERN PLAZA LAGUNA NIGUEL, CALIFORNIA

The criteria herein has been established for the purpose of assuring that tenant signs are harmonious with each other and integrate with the architecture of Lantern Plaza, for the mutual benefit of all tenants. The sign criteria also describes the responsibilities of the Tenants regarding approvals and installation of signage. Conformance will be strictly enforced, and any installed non-conforming or disapproved signs must be brought into conformance at the expense of the Tenant.

A. GENERAL

1. All tenant signs shall be constructed and installed at Tenant's expense.
2. Tenant shall be responsible for the installation of all relative signs. Tenant shall also be responsible to remove all signs and repair any resultant damage when it vacates the premises.
3. All signs shall comply with this sign criteria.
4. Tenants shall be responsible for the maintenance of their signs and must repair signs within seventy-two (72) hours of written notice from the Owner or City. Tenant will commence and diligently complete all repairs requested.

B. SUBMITTALS/APPROVALS

1. Each Tenant, or his representative, shall submit to the Owner, for approval before fabrication and before submittal to the City for approval and permit, four (4) copies of detailed drawings indicating the location, size, design (including all lettering and graphics), color, materials, and construction details of the proposed sign.
2. All tenants signage submittals shall be reviewed by the Owner and/or his designated Project Architect for conformance with the criteria herein and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design or other criteria herein shall remain the right of the Owner.
3. If the submittals are not approved, the Tenant must submit revised plans until Owner approval is obtained.
4. Owner approval of the proposed signage is required prior to submittal to the City for approval and permit. Submittal to the City shall follow the guidelines set forth by the City of Laguna Niguel.
5. All City permits for signs and their installation shall be obtained by the Tenant or Tenant's representative prior to the manufacturing and installation of the sign at Tenant's sole expense.
6. Tenant shall be responsible for the fulfillment of all requirements of the sign criteria herein and all City, and other governmental regulations and permit requirements.

7. Proven established logos will be reviewed on an individual basis, and will be permitted per Owner's written consent and City approvals. The area of logos shall be counted as part of the signage overall square footage. Logos will be reviewed on the basis of color, proportion and placement. Logos are for graphic design only and may not incorporate letter copy.
8. In the event of any conflict with any other document or in the event of a dispute between Tenant and Owner in the interpretation of this Sign Criteria, Owner will make the final determination in its sole discretion.

C. SIGNAGE SIZE, LOCATION AND DESIGN

1. Each Shop Tenant, under 8,000 square feet of floor area, will be allowed one square foot of sign area for each lineal foot of building frontage to a maximum of one hundred (100) square feet, see Exhibit 1-A..
2. When Tenants are allowed signage on more than one face of their tenant space sign area, calculation will be based on the leasehold frontage.
3. In-line Tenants will be required to install signage at the primary leasehold entry.
4. Major end-line and Sub-Anchor end-line Tenants will be allowed signage on two (2) faces of their Tenant space, where it meets the criteria of #3 above.
5. Tenant signs will be internally illuminated channel letters. Minimum twenty-four gauge Paintlock sheet metal with 3/16" plastic face; no cross over neon or wiring permitted. However, dimensional signs may be allowed for Tenant trademark sign logos, or when logo constitutes a registered trademark or corporate identity. Maximum size shall be 1.5 times the adjacent letter height.
6. Each Shop Tenant shall be allowed a maximum horizontal coverage of seventy percent (70%) of the leasehold frontage. Letters shall be a maximum of eighteen inches (18") and a minimum of twelve inches (12") in height.
7. All tenant signs shall be upper case lettering, of which the styles, graphics and mounting treatment shall be compatible with the overall development. However, lower case lettering will be allowed (at Owner's discretion) if such lettering is part of a national or regional tenant's trademark or logo.
8. In addition to logo colors, all signs shall use no more than three (3) colors selected from the following color pallet:

LUCITE ACRYLIC SHEET

RED	2283
WHITE	2447
BLUE	2114
BLUE	2050
IVORY	2146
YELLOW	2037
ORANGE	2119
BLACK	2028
BROWN	2418
GREEN	2108

Owner reserves the right to reject a Tenant's color selection in the event that Tenant's color selection is not compatible with any adjacent Tenant's sign color.

9. Each Tenant shall be permitted to place upon each entrance of its demised premise, not more than twenty percent (20%) window area, gold leaf or decal application lettering, not to exceed six inches (6") in height. The twenty percent area is inclusive of any lettering indicating hours of operation, emergency telephone numbers, etc.
10. Owner has the specific right to refuse approval of any sign which does not conform to the specific criteria set forth herein or any design not in harmony with design standards of the Shopping center.
11. Except as provided herein, no advertising place cards, banners, pennants, names, insignias, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes, supports of the show windows and door, or upon the exterior walls of buildings without previous written approval of the Owner and the City. Such signs must also be in compliance with all City codes.
12. One identification monument sign for the Shopping Center shall be located as indicated on the site plan. The sign shall include tenant's name, provided space is available, plus the name of the shopping center. Landlord holds all rights for tenant placement and/or location of each tenant's sign panel.

D. SIGNAGE CONSTRUCTION AND INSTALLATION

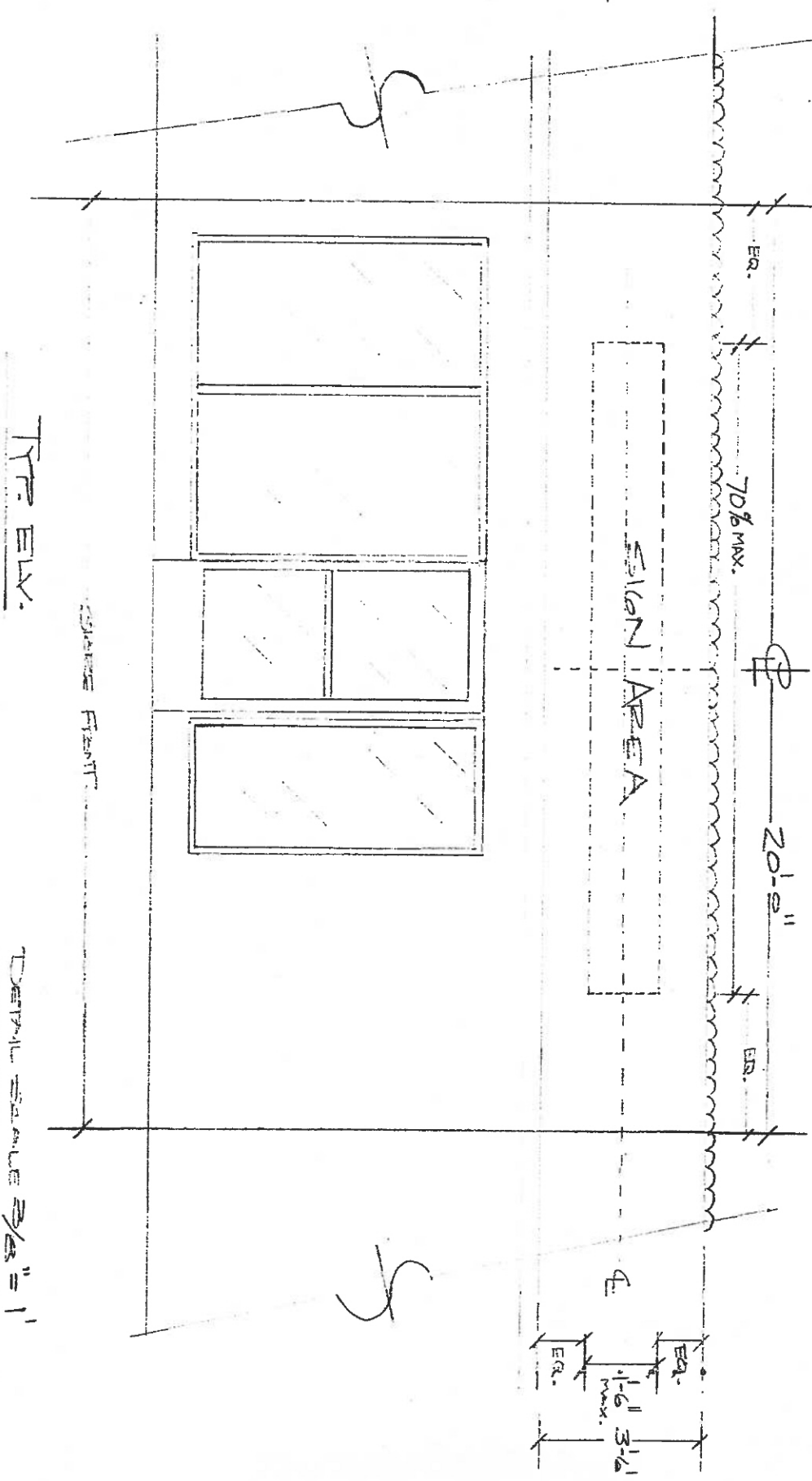
1. Sign copy shall display tenant's DBA (Doing-Business-As) registration only.
2. Contractors installing signs are to be State registered contractors with a valid license.
3. Tenant shall be fully responsible for the operations of the Tenant's sign contractor.
4. Letter fastening and clips are to be concealed and be galvanized, stainless steel, aluminum, brass or bronze metals. All Shop Tenants will have bronze, anodized returns. Maximum depth of return will be five inches (5") with three-quarter inch (3/4") bronze trim cap attached to the plexiglas face.
5. Every sign shall have the name of the maker, the date of creation, and the permit number clearly legible and placed in a conspicuous space on the sign.
6. 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.
7. All electrical signs shall be UL approved with labels affixed to the signs in a conspicuous place.
8. Tenant's sign contractor shall repair any damages to the building caused by his work.
9. Tenants shall have the on going responsibility of all repair work of any water damage related to signage.

10. Tenant's sign contractor shall be responsible to obtain all required City approvals.
11. Electrical service to all signs will be connected to tenants meter.
12. Channel letters shall be affixed directly to the building and shall not be placed on raised raceways.
13. Tenant sign installation and all related work shall be completed thirty (30) days after opening of Tenant's business.

E. **PROHIBITED SIGNS**

The following types of signs shall be prohibited:

1. Signs painted on walls or buildings.
2. Flashing, animated or rotating signs, or signs that simulate motion.
3. Audible signs.
4. All banners, pennants, and tethered balloons are prohibited except as otherwise specifically provided in the Laguna Niguel code or for Grand Openings or Special events, subject to Owner's approval. Any other requests shall be subject to Owner and City review/approval.
5. Roof signs.
6. Any other signs prohibited by the City of Laguna Niguel Sign Ordinance, unless otherwise stated herein or approved in writing by Owner and the City of Laguna Niguel.
7. Exposed neon as part of building signage.

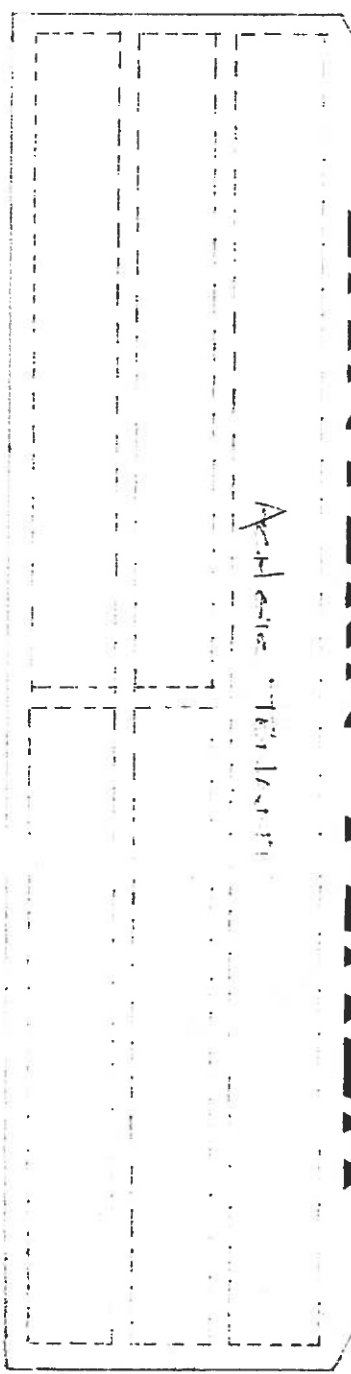


SIDE ELEV.

DETAIL OF PLAZA SURFACE 3'-6" = 1'

LANTERN PLAZA

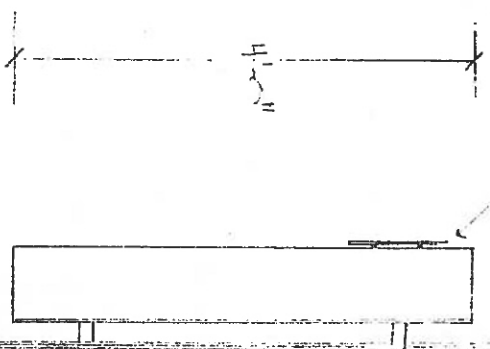
Architectural



1/8" PLATE Aluminum
Letter 1/4" H x 1/4" W

10"

4"



WALL - CENTER IDENTIFICATION

DETAIL 3/4" x 1/4"

* SEE ELECTRICAL DRAWING

SPACE
HOLD ON
WALL

* - 1/4" x 1/4" Aluminum - 1/4" x 1/4" (General Example)

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LANTERN PLAZA

CONSTRUCTION

LANTERN PLAZA
LAGUNA NIGUEL CA.

