

# CONDITIONALLY APPROVED

BY:  DATE: 5/31/2023  
COMMUNITY DEVELOPMENT DEPARTMENT

# Sign Criteria

## Site Development Permit SP 92-29P

(Approved by the Laguna Niguel Planning Commission on February 23, 1993)

### Marketplace@ Laguna Niguel

Alicia Parkway & Pacific Park Drive  
City of Laguna Niguel

A Commercial Project By:  
**Shapell Properties, Inc.**  
1990 South Bundy Drive, Suite 500 Los Angeles, CA 90025  
(323) 655-7330

Prepared By:  
**MCG architects**  
18201 Von Karman Avenue, Suite 250  
Irvine, California 92715  
(714) 553-1117



**MCG**  
**McClellan/Cruz/Gaylord**  
Architecture - Planning - Interiors  
**Sign Criteria**  
Changed Plan 3

**PROJECT:** The Marketplace at Laguna Niguel  
Alicia Parkway & Pacific Park Drive  
Laguna Niguel, California  
MCG Project No. 91.130.04

**DATE:** January 7, 1993

**REVISION:** February 1, 1993; February 17, 1993; February 25, 1993; March 10, 1993;  
March 17, 1993; March 23, 1993; April 14, 1993; June 9, 1993; July 1, 1993;  
July 20, 1993; July 26, 1993; August 4, 1993; August 11, 1993; August 16, 1993;  
August 20, 1993; August 23, 1993

**A. INTRODUCTION**

The intent of this Sign Criteria 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 Criteria 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. Each tenant shall submit to the Owner for written review, one (1) copy of the detailed shop drawings of his proposed sign, (one in full color) indicating conformance with the sign criteria herein outlined, Send to:

Shapell Properties, Inc.  
Attn: Ida Dakessian  
11200 Corbin Avenue, Suite 201  
Porter Ranch, Ca 91326  
Idakessian@shapell.com
2. The tenant shall submit a sign drawing approved by *the* Owner and reviewed by the Owner to the appropriate City authority for approval prior to the start of any sign construction or fabrication.
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 tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. The Owner shall provide primary electrical service terminations at the center of the allowed signage area.
7. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.

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.
10. Two sign spaces shall be allowed for each pad tenant (except as otherwise approved in writing by the Owner). The tenant shall verify his sign and sign location with the Owner prior to fabrication.
11. All shop and pad tenants are required to have both a sign band and an undercanopy sign per the accompanying design criteria.
12. Tenant address numbers and loading door signage shall be applied to each store by the Owner's sign company during the regular course of construction where applicable. Tenant address numbers and 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.
13. Special signs which vary from this sign criteria must first be approved by the Owner and respective City authority.
14. 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.
15. **NOTE!** No sign shall be constructed until approved building permits from City Planning and Building and Safety Departments are received.
16. When a tenant vacates a suite the fascia shall be repaired and sign removed at tenant's sole cost.

#### **C. GENERAL SIGN SPECIFICATIONS**

1. All sign copy shall consist of individual channel cut letters. No can or internally illuminated cabinet signs are permitted, except as approved by the Owner.
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 projection 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 placed in an inconspicuous location.
6. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating hours of business and emergency telephone. Additional verbiage subject to Owner's written approval. The number and letter type shall be subject to Owner's review. (See Door Signage Design Criteria, Page 14).
7. Typical Undercanopy 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 be externally illuminated.

8. Typical Internally Illuminated, Individual Letter Sign Specifications:

	<u>Sign Heights</u>	<u>Sign Widths</u>
a. Occupant size 25,000 sf. or more of floor area	42"	50% of the store frontage
Occupant size 10,000 to 24,999 sf. of floor area	36"	50% of the store frontage
Occupant size less than 10,000 sf.	30"	70% of the store frontage

If frontage is less than 25 feet, a sign of 25 square feet is permitted. Wall signs shall be allowed for pad tenants.

- b. Pad signs shall be attached in designated areas only. Maximum of one square foot of sign lettering per lineal foot of tenant store frontage.
- c. The face of the individual letters and logos shall be constructed of acrylic plastic (3/16" thick minimum) or an approved equal ("Sta-Tur" or "Lexan"). All letter returns and trim caps shall be finished to match storefront.
- d. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner for written review prior to fabrication.
- e. Individual shop logos may be located anywhere within the "net sign area", provided their heights does not exceed the height of the "net sign area".
- f. No more than one row of letters are permitted, provided their maximum total height does not exceed the height of the "net sign area".
- g. Shop tenants shall display only their established trade name of their basic product name, e.g. "John's Jeans", or combination thereof.

9. 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.

10. Signage at back of buildings shall not exceed 30 square feet per in line tenant which shall be approved by the Owner.

11. Monument signs shall be halo lit or externally illuminated.

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

##### **1. Signs Constituting a Traffic Hazard:**

No person shall install or maintain or 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 font 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, 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.

8. **Banners. Pennants. and Balloons Used For Advertising Purposes:**

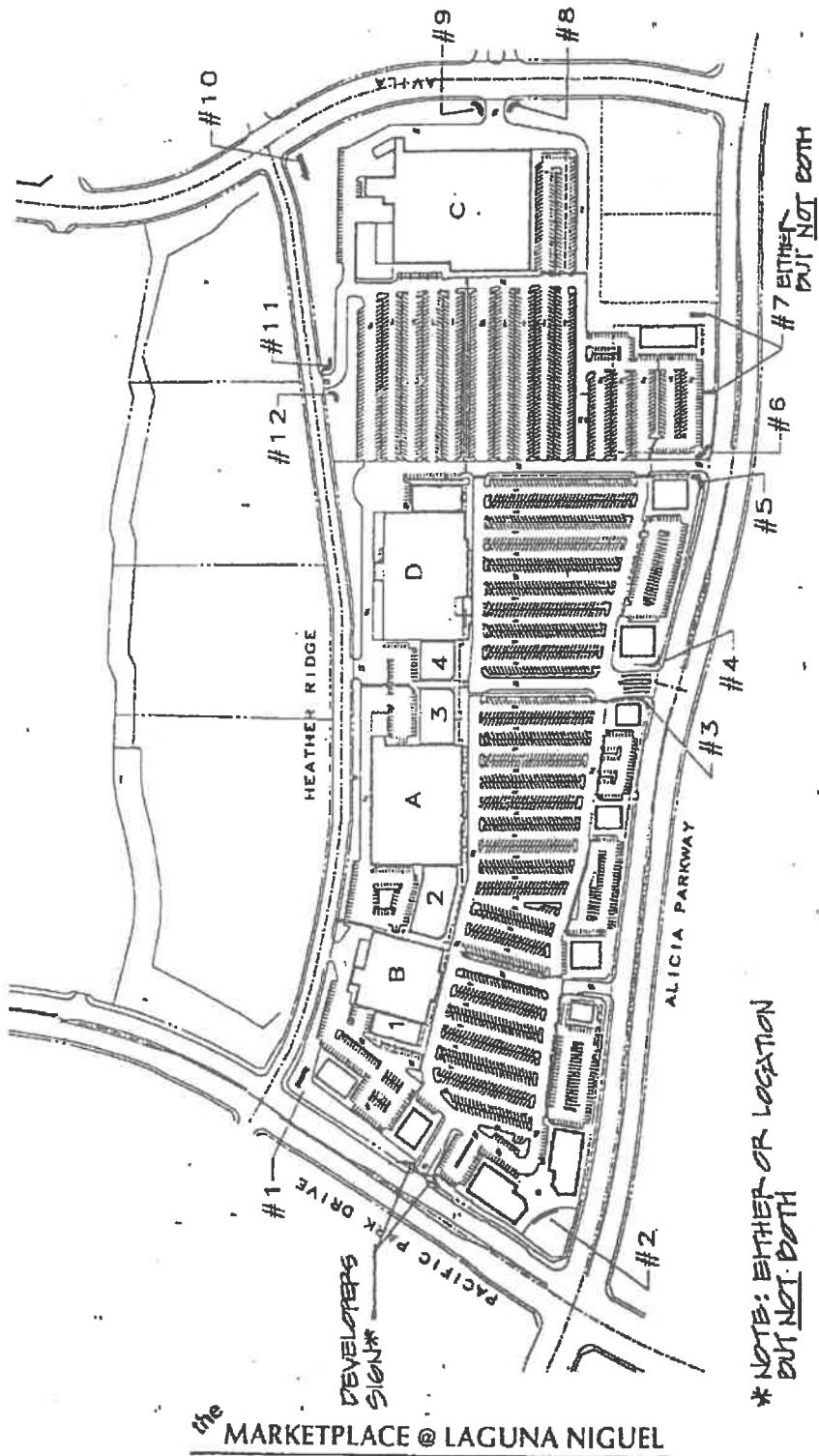
Flags, banners, or pennants, or a combination of same are strictly prohibited except for temporary banner signs in accordance with the City of Laguna Niguel regulations.

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. All can or cabinet logos with text must be reviewed and approved by the Community Development Director.



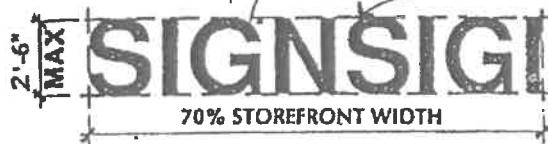
\* NOTE: EITHER OR LOCATION  
BUT NOT BOTH

**MONUMENT SIGNS**

NOTE: ALL MONUMENT SIGNS SHALL BE  
HALO-LIT OR EXTERNAL ILLUMINATION



REB JBB



INDIVIDUAL METAL CHANNELIZED LETTERS WITH  
PLEXIGLAS FACES.

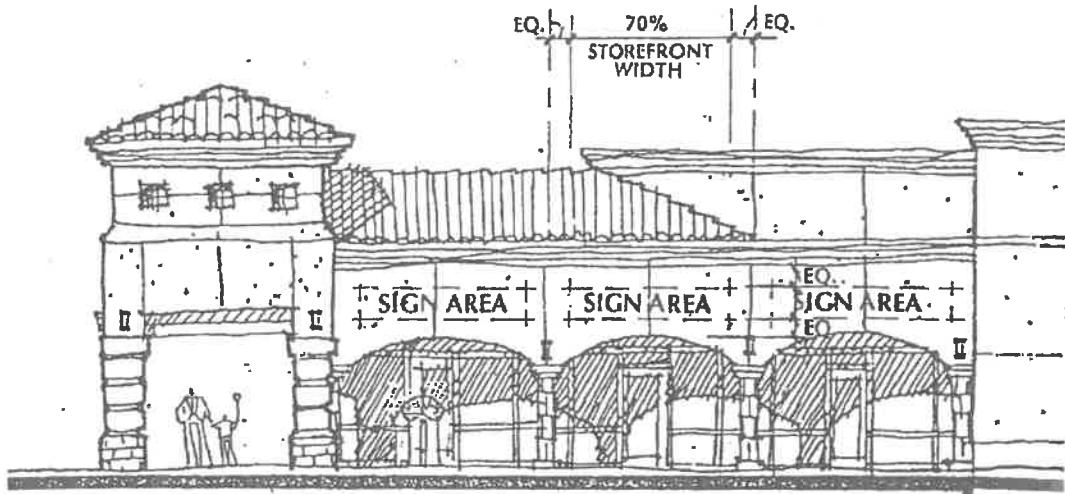
NET SIGN AREA (AREA ENCLOSED BY DASED LINE)

### SINGLE LINE SIGN

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", #2016, 2039, 2108, 2114,  
2648 & 2662



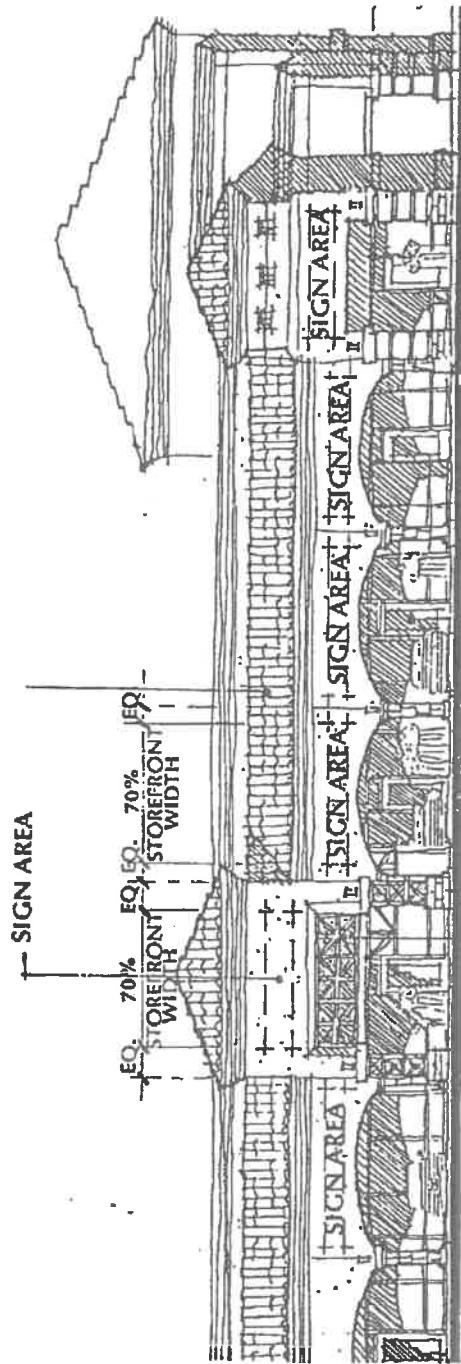
### SHOPS 1 - (WEST ELEVATION)

the MARKETPLACE @ LAGUNA NIGUEL



91.130.04  
Page 6 of 24

935 *[Signature]*



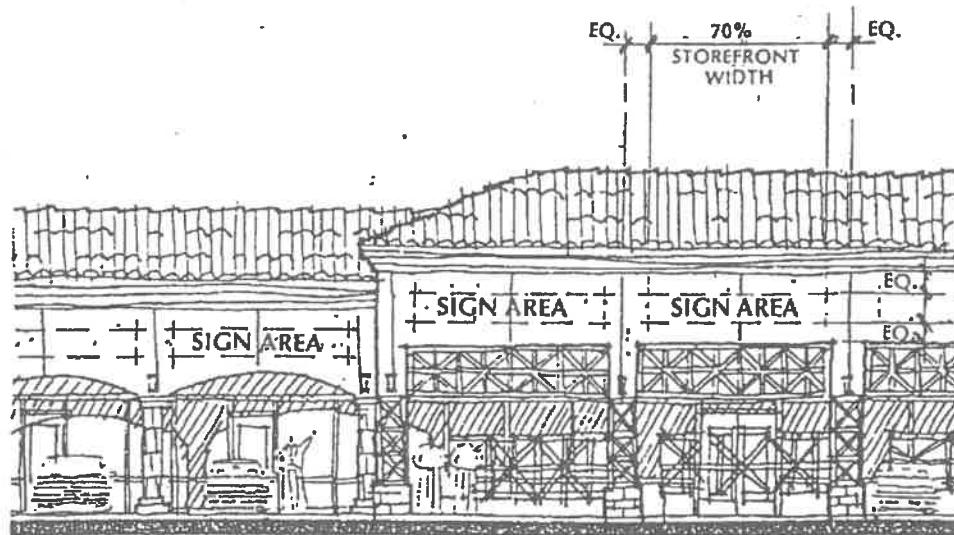
Shops 1  
North Elevation

the MARKETPLACE @ LAGUNA NIGUEL



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STJ JAS



FOR MORE INFORMATION SEE PAGE 6.

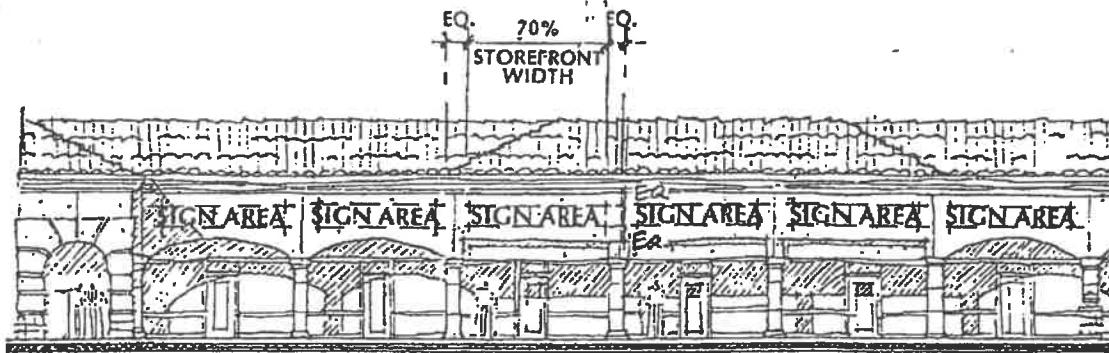
## SHOPS 2

 MARKETPLACE @ LAGUNA NIGUEL



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133 



FOR MORE INFORMATION SEE PAGE 6.

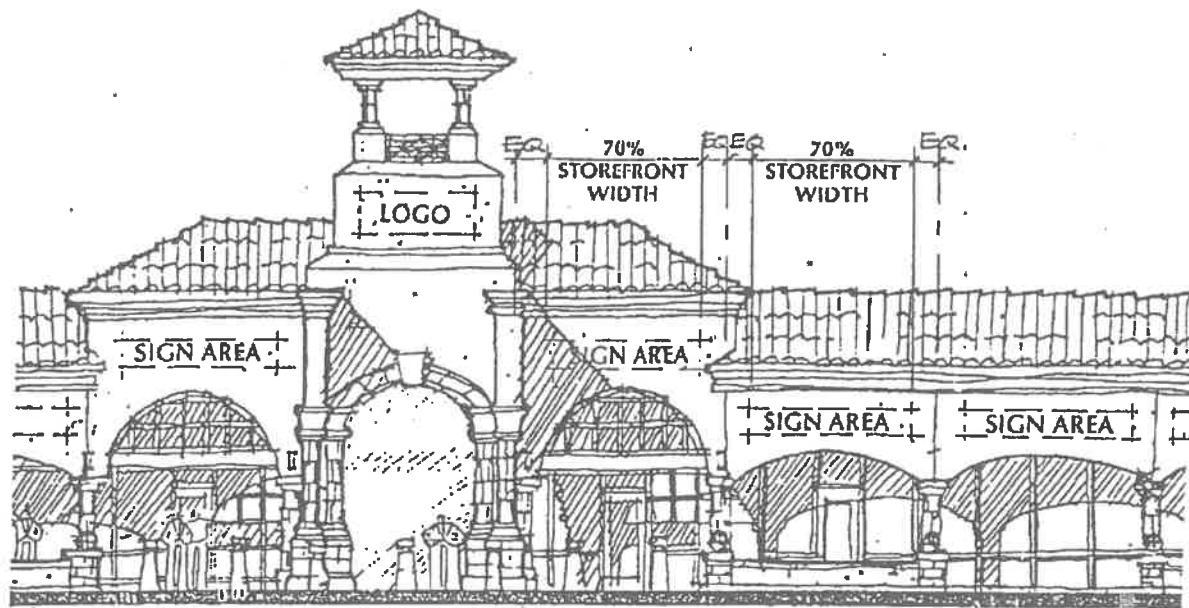
### SHOPS 3

the MARKETPLACE @ LAGUNA NIGUEL



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955 *[Handwritten signature]*



FOR MORE INFORMATION SEE PAGE 6.

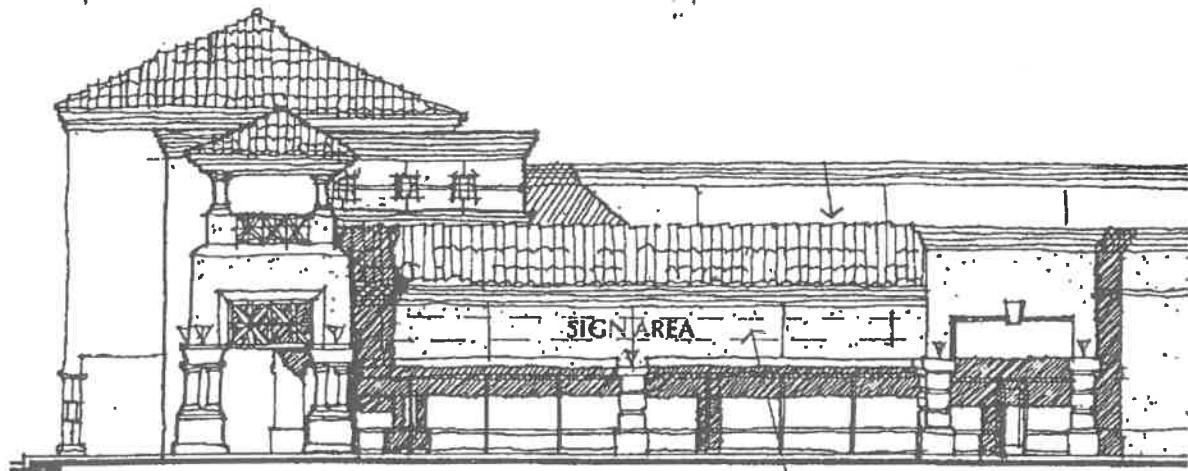
### SHOPS 3/4

the MARKETPLACE @ LAGUNA NIGUEL



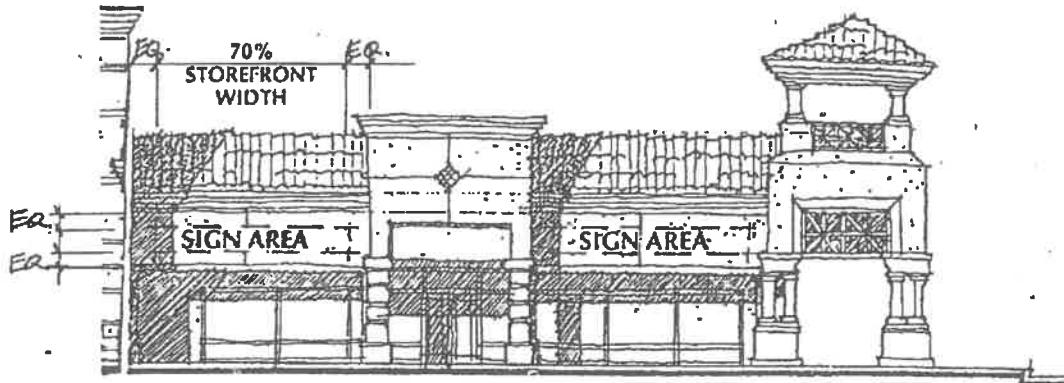
91.130.04  
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SSJ *[Signature]*



SOUTH ELEVATION

16' 1/2 YARD 1/2  
OF STOREFRONT WIDTH



WEST ELEVATION

FOR MORE INFORMATION SEE PAGE 6.

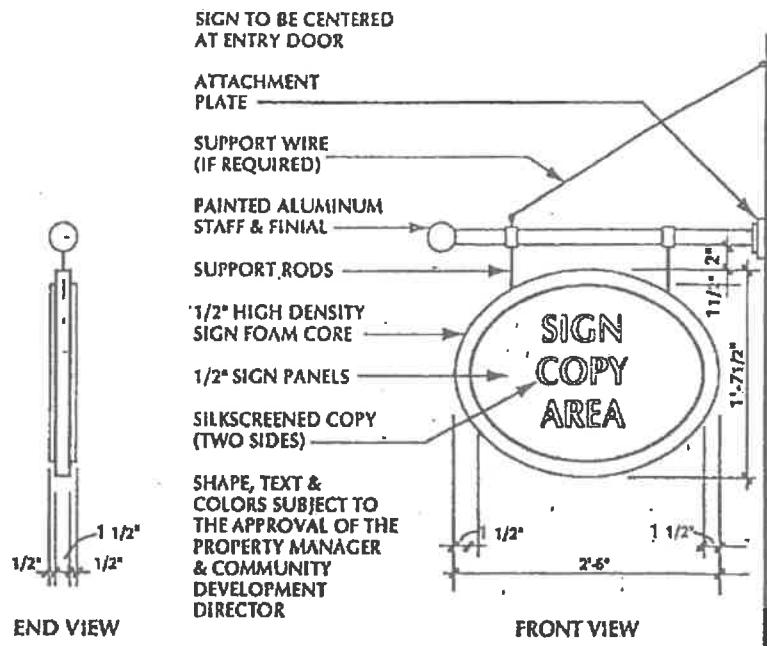
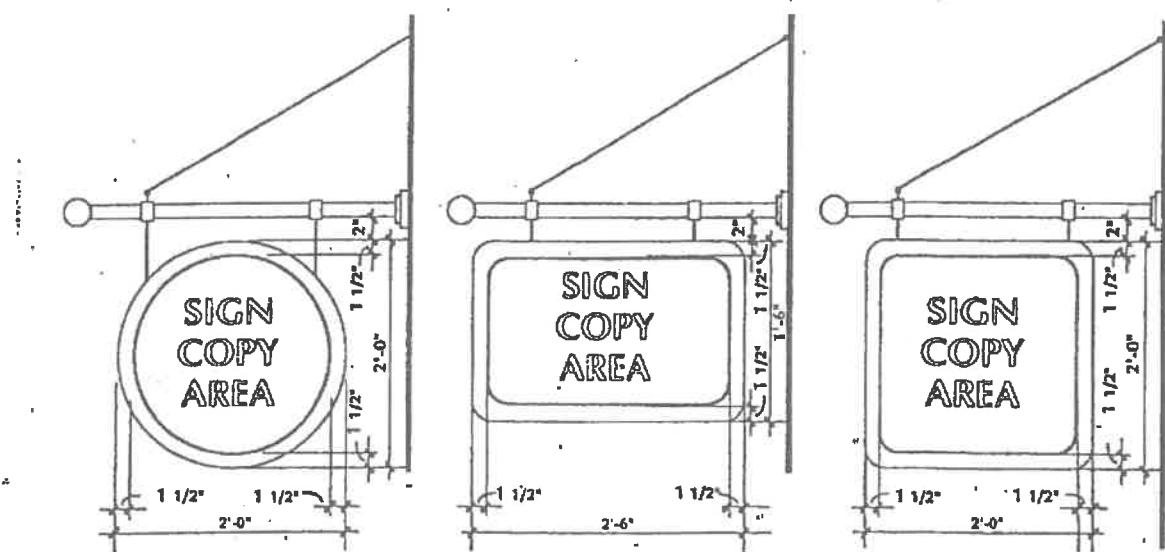
## SHOPS 5

the MARKETPLACE @ LAGUNA NIGUEL



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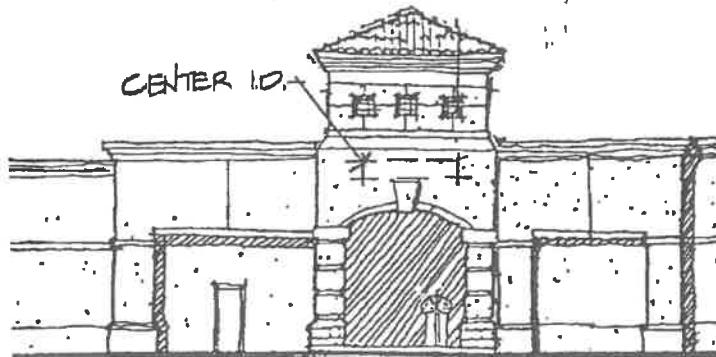
LSJ JBB



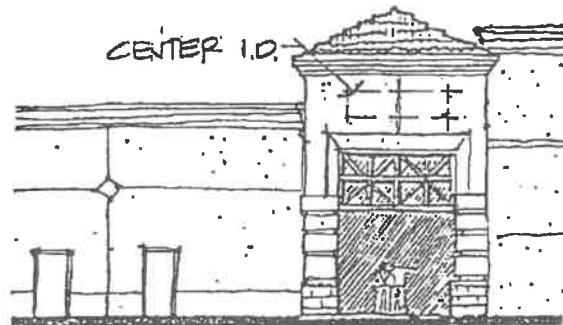
## UNDER CANOPY BLADE SIGN

the MARKETPLACE @ LAGUNA NIGUEL

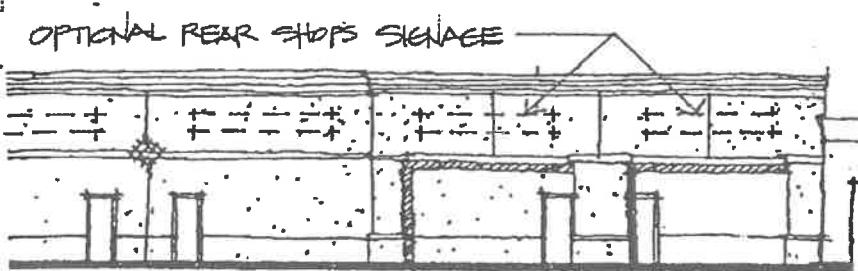




**REAR TOWER ENTRY AT SHOP 3 & 4**



**REAR TOWER ENTRY AT SHOPS 2 & STORE BUILDING B**

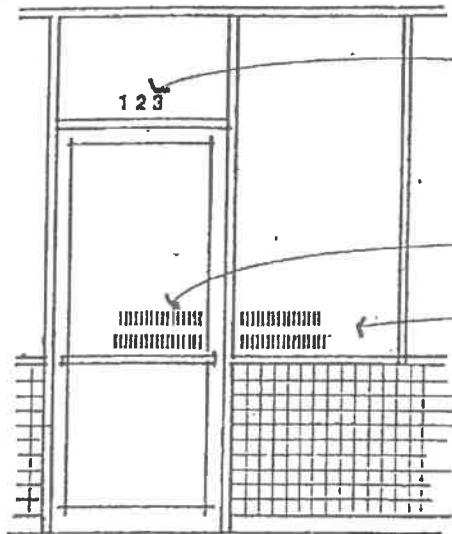


**TYPICAL SHOPS REAR**

the **MARKETPLACE @ LAGUNA NIGUEL**



755 708



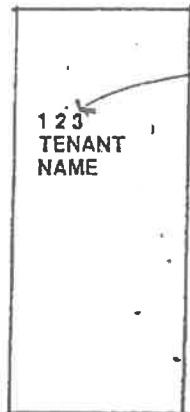
TENANT ADDRESS NUMBER (CENTERED) SHALL BE QUICK-ALIGN-3 HELVETICA MEDIUM, REVERSE DIECUT AS DISTRIBUTED BY BRADY SIGNMARK DIVISION OR EQUIVALENT, "REFLECTIVE WHITE", NUMBER, SIZE AND HEIGHT AS REQUIRED BY GOVERNING AGENCIES.

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 TYPICAL FOR NON-CUSTOMER TYPE DOOR FOR RECEIVING MERCHANDISE, ETC. OCCURS GENERALLY AT REAR OF CENTER. (VERIFY WITH LEASE PLAN EXACT LOCATIONS FOR INDIVIDUAL TENANTS)

TYPICAL TENANT NAME ONLY. (TWO LINES PERMITTED, IF REQUIRED.) 6" HIGH WITH 1/2" SPACING BETWEEN LINES. NOTE: ALL LETTERING AND NUMERALS SHALL BE PAINTED OR ADHESIVE VINYL AS SHOWN IN ELEVATION ABOVE. TYPICAL COLOR SHALL BE WHITE ON DARK DOORS - BLACK ON LIGHT DOORS.

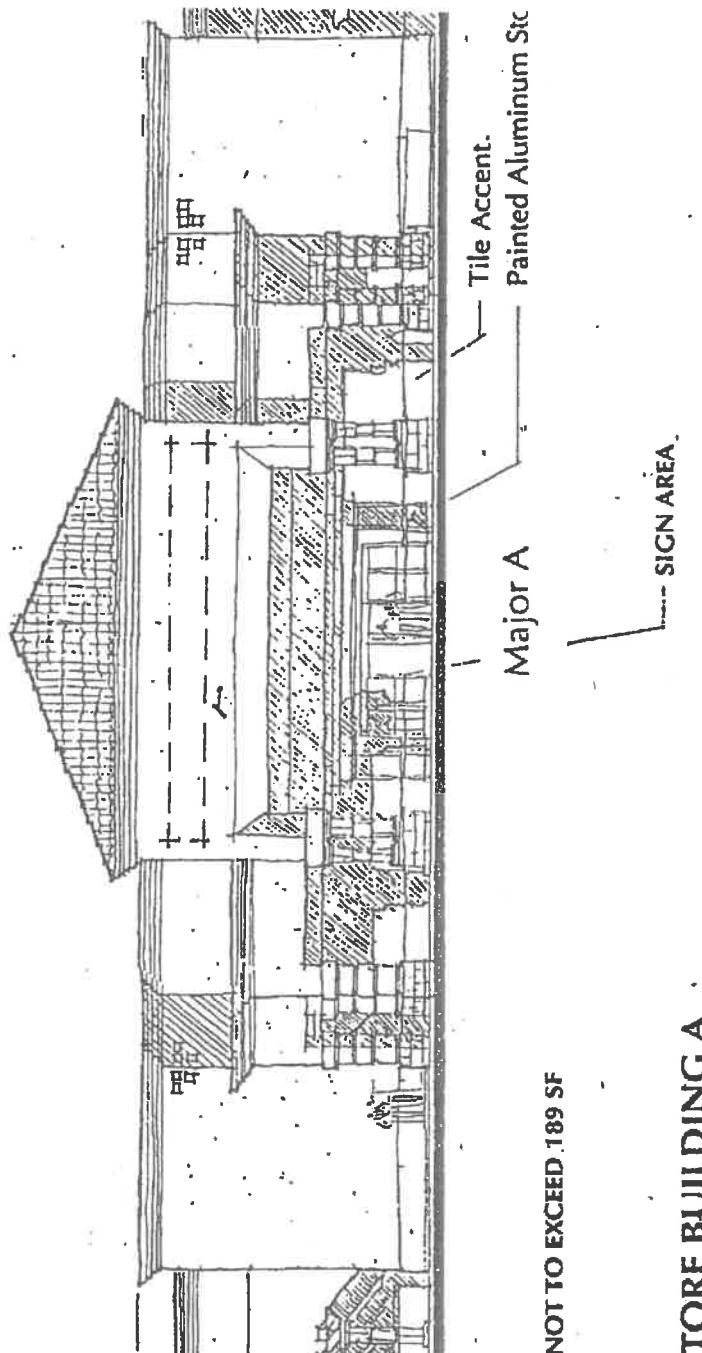
### TYPICAL LOADING DOOR SIGNAGE

the MARKETPLACE @ LAGUNA NIGUEL



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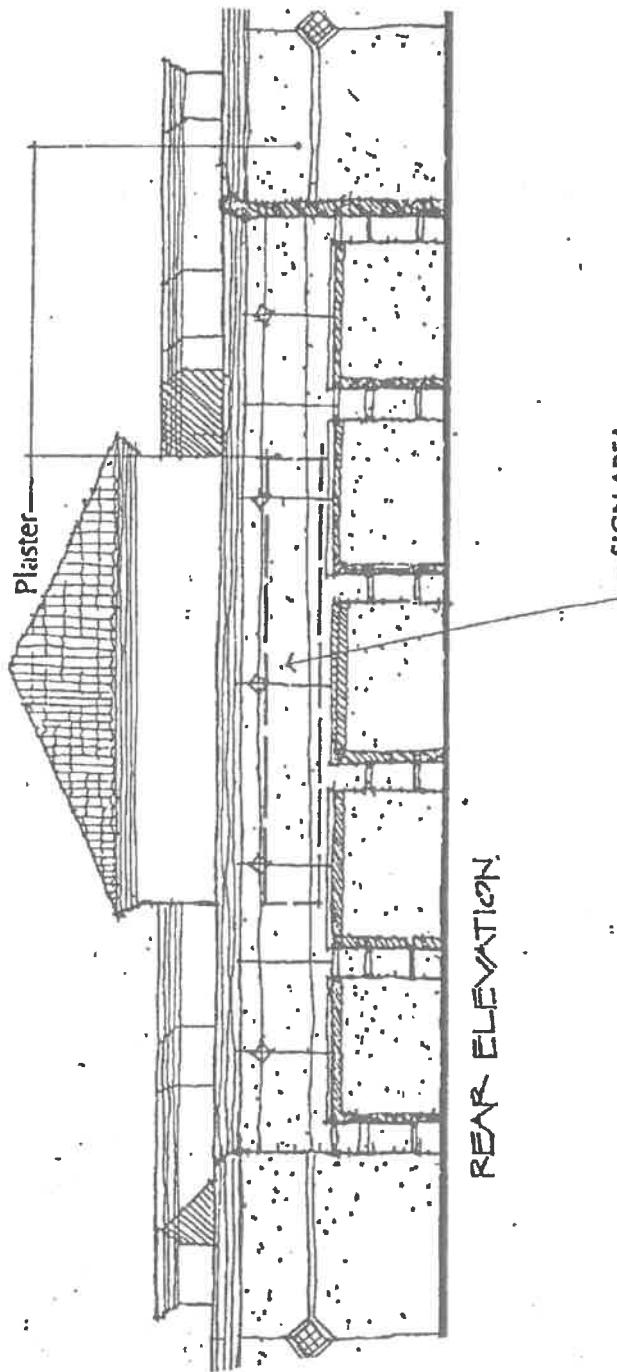
988



### STORE BUILDING A

the MARKETPLACE @ LAGUNA NIGUEL



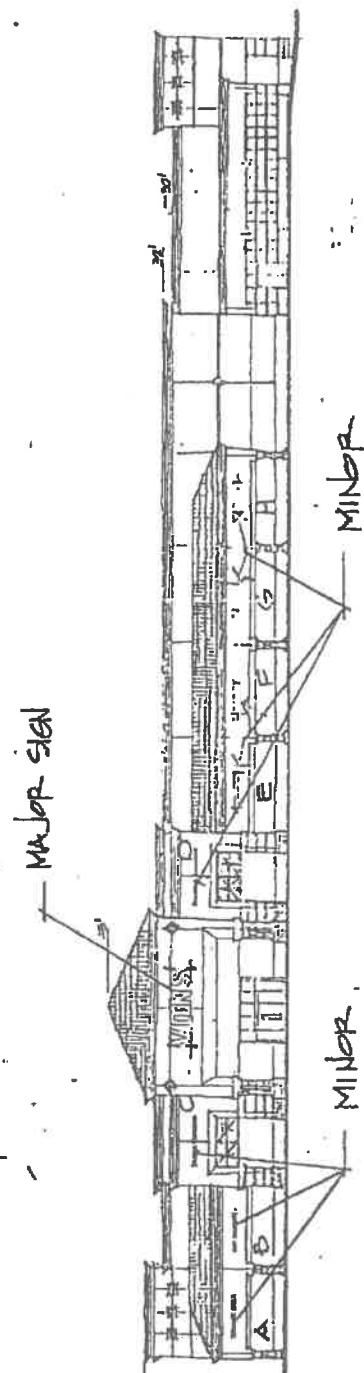


the MARKETPLACE @ LAGUNA NIGUEL



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SSS JDD



MAJOR SIGN: VONS

MINOR SIGNS: A. SERVICE DELI  
B. HOT BAKERY  
C. PANDA EXPRESS  
D. Bank of America  
E. SERVICE FLORAL  
F. PHARMACY  
G. CLEANERS  
H. 1 HR PHOTO

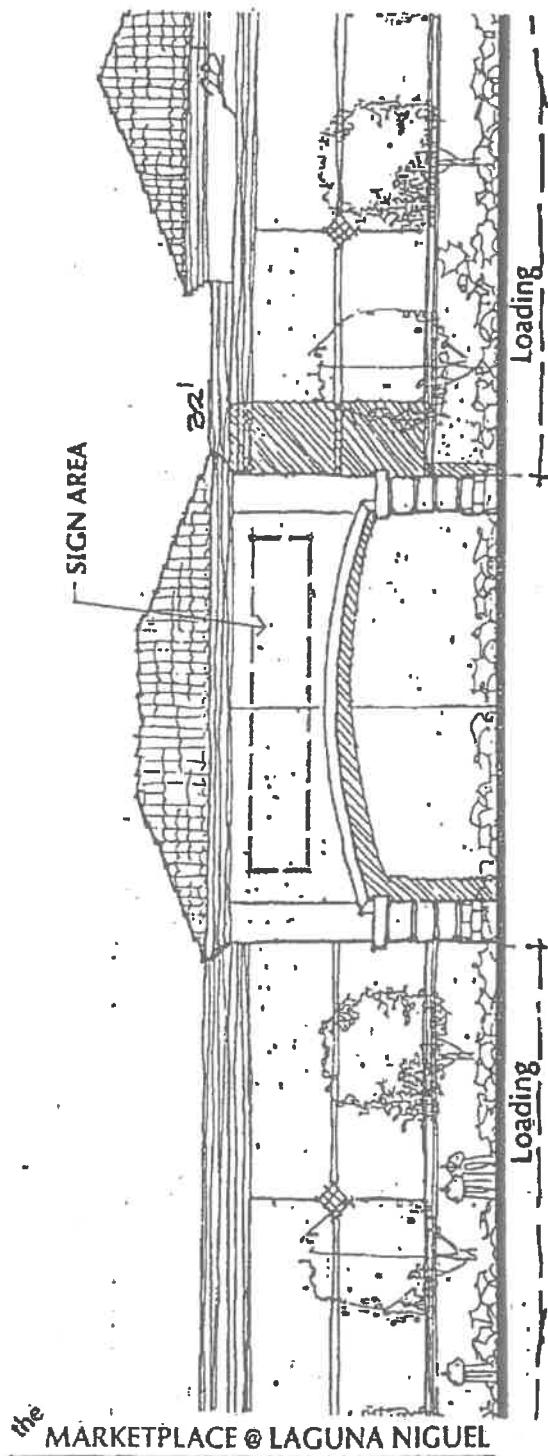
TOTAL = 251 SF  
STORE BUILDING D

the MARKETPLACE @ LAGUNA NIGUEL



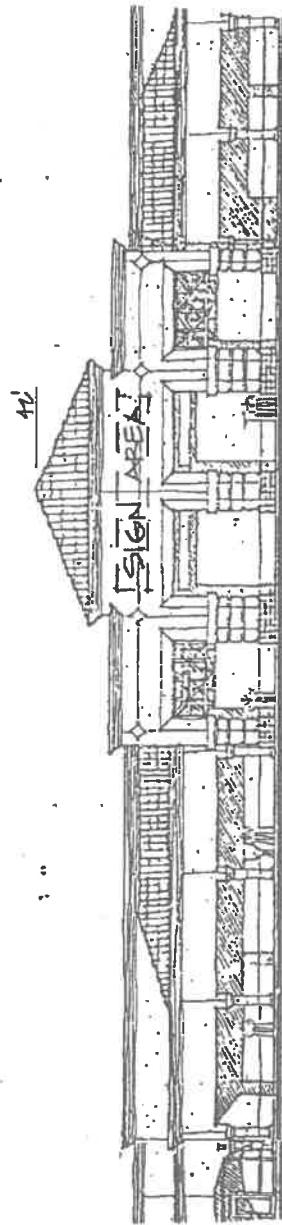
91.130.04  
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FFS JBD



91.130.04  
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*[Handwritten signatures]*



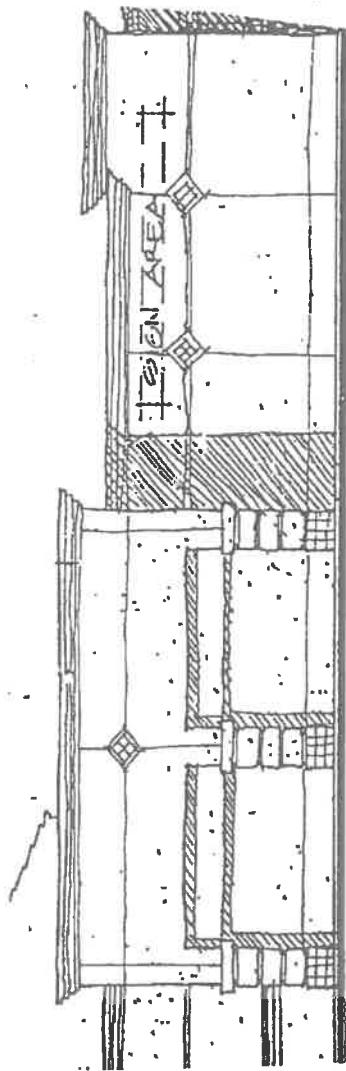
STORE BUILDING B

the MARKETPLACE @ LAGUNA NIGUEL



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933 *[Signature]*



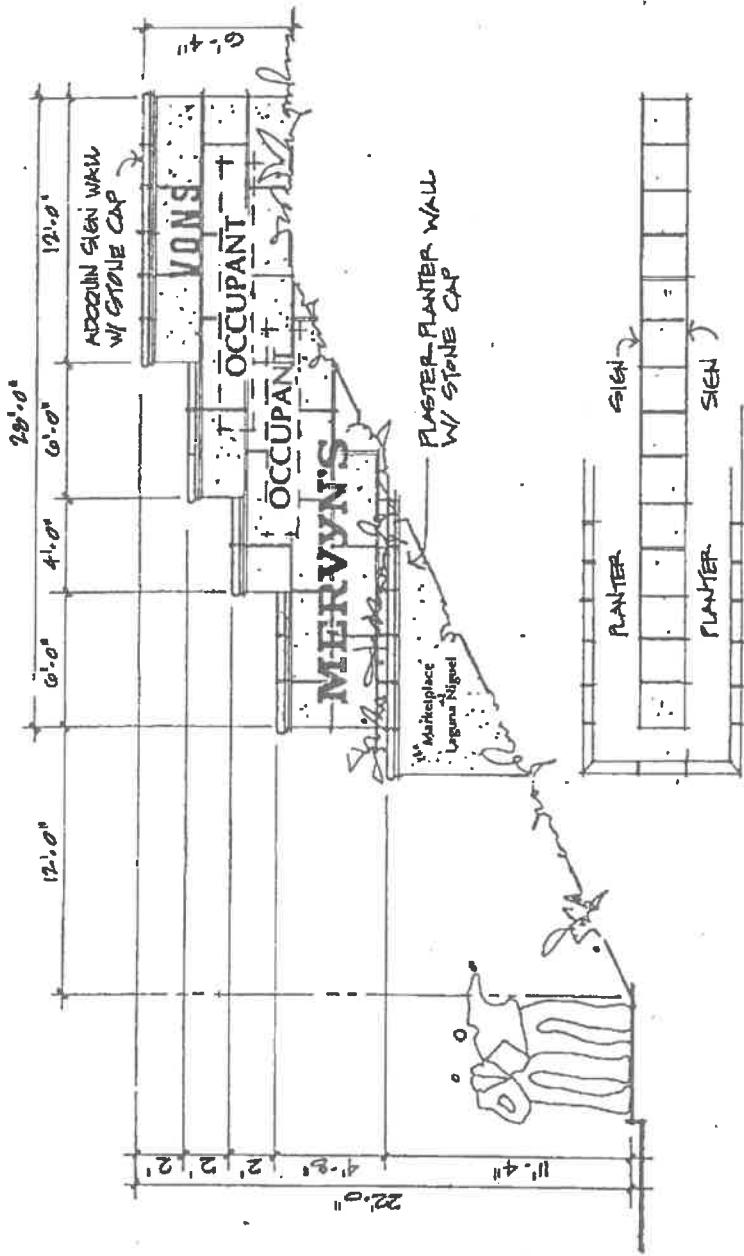
STORE BUILDING B  
REF- Elevation

the MARKETPLACE @ LAGUNA NIGUEL



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ETJ JBB



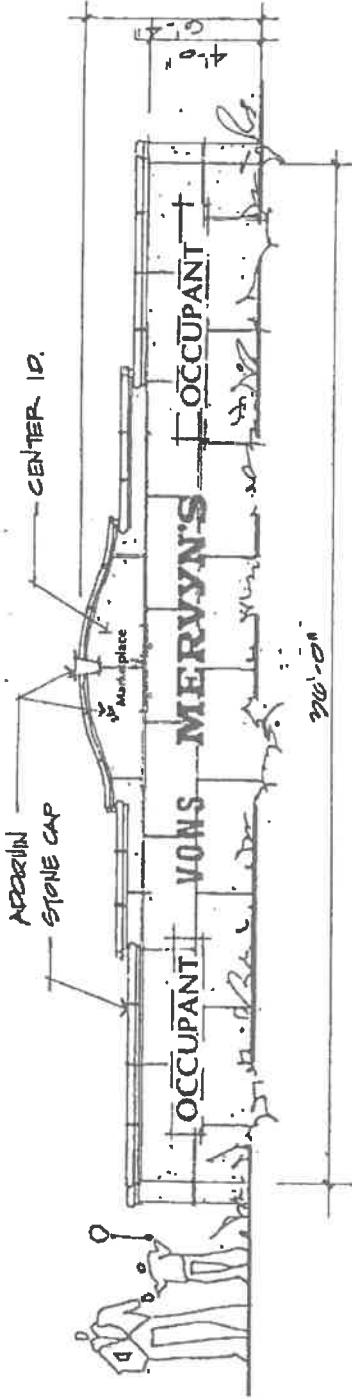
ADOQUIN STONE WALL - 186 SF  
 AGGREGATE SIGNAGE - 60 SF PER SIDE  
 INDIVIDUAL LETTER HEIGHT SHALL NOT EXCEED 18'  
 INDIVIDUAL TENANT SIGN SHALL NOT EXCEED 15 SF

**MONUMENT SIGN #1, #7 and #10**  
 (MULTI-TENANT & CENTER ID.)  
 (TYPICAL BOTH SIDES DOUBLE SIDED)

the MARKETPLACE @ LAGUNA NIGUEL



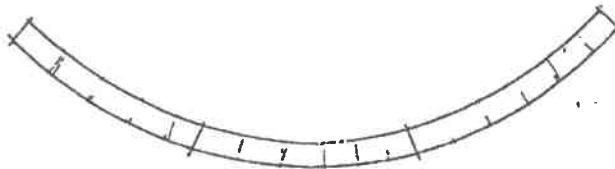
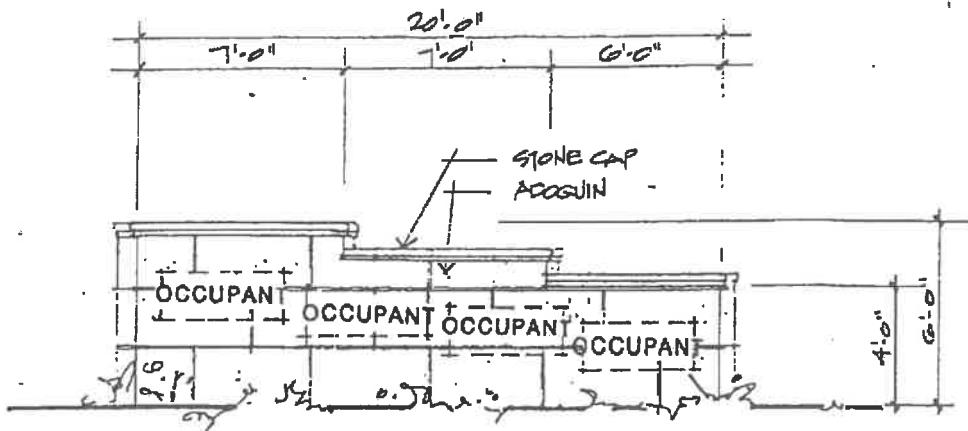
955 *[Signature]*



the MARKETPLACE @ LAGUNA NIGUEL



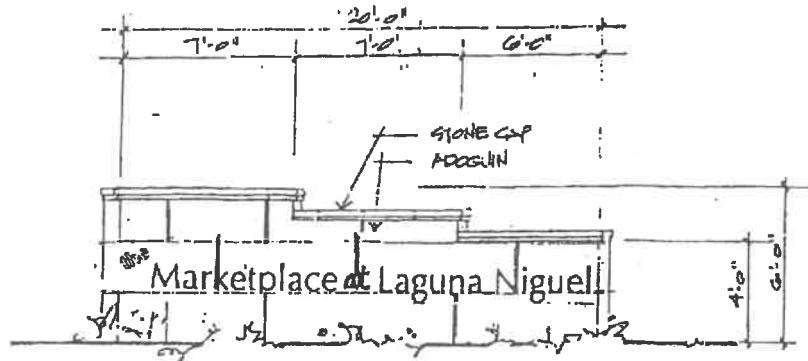
ADOQUIN WALL = 161 SF  
AGGREGATE SIGNAGE = 60 SF  
INDIVIDUAL LETTER HEIGHT SHALL NOT EXCEED 18'  
INDIVIDUAL TENANT SIGN SHALL NOT EXCEED 15 SF  
**MONUMENT SIGN #2**  
(MULTI-TENANT & CENTER I.D.)  
(SINGLE SIDED)



SF ADOQUIN STONE WALL - 105 SF  
 AGGREGATE SIGN - 40 SF  
 INDIVIDUAL LETTER HEIGHT SHALL NOT EXCEED 10'  
 INDIVIDUAL TENANT SIGN SHALL NOT EXCEED 10 SF  
 (#5, #6, #11 AND #12 ARE NOT APPLICABLE TO PHASE 1,  
 #11 AND #12 ARE NOT APPLICABLE TO PHASE 2 ALTERNATIVE II)  
**MONUMENT SIGNS #3, #4, #5, #6, #11, #12**  
 (MULTI-TENANT)  
 (SINGLE SIDED)

<sup>TM</sup> MARKETPLACE @ LAGUNA NIGUEL





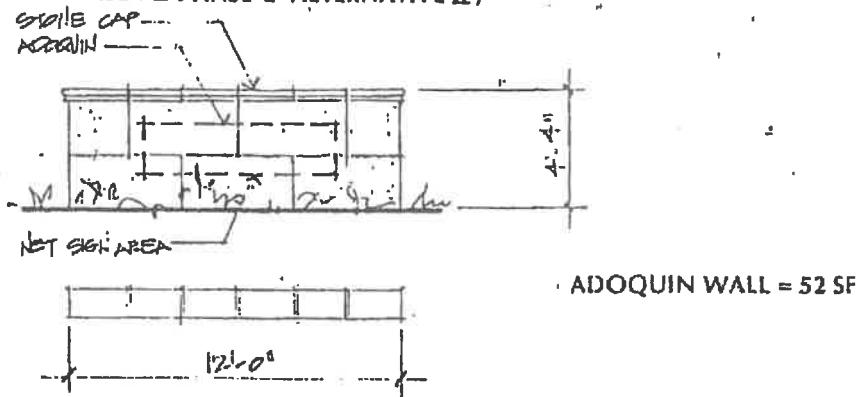
TOTAL 40 SF AGGREGATE SIGN

### MONUMENT SIGNS #8,#9

(CENTER I.D.)

(SINGLE SIDED)

(NOT APPLICABLE TO PHASE 1 & PHASE 2 ALTERNATIVE II)



### DEVELOPERS SIGN

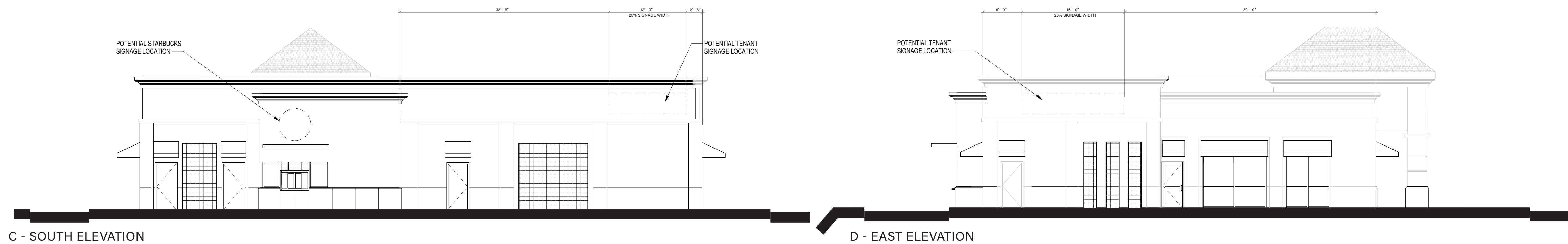
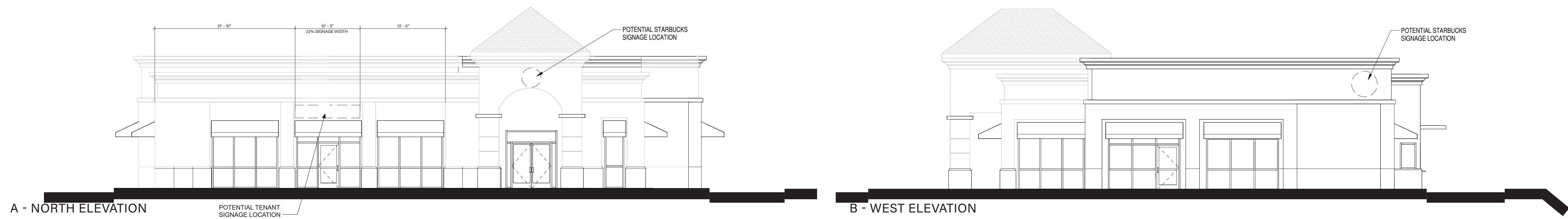
(SINGLE TENANT)

(DOUBLE SIDED)

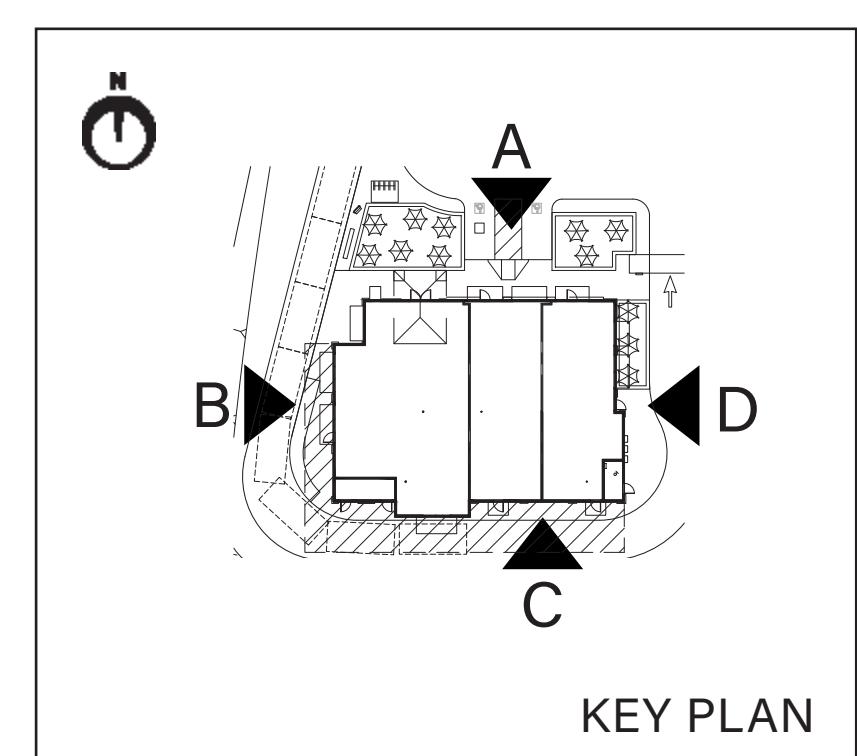
MARKETPLACE @ LACUNA NIGUEL

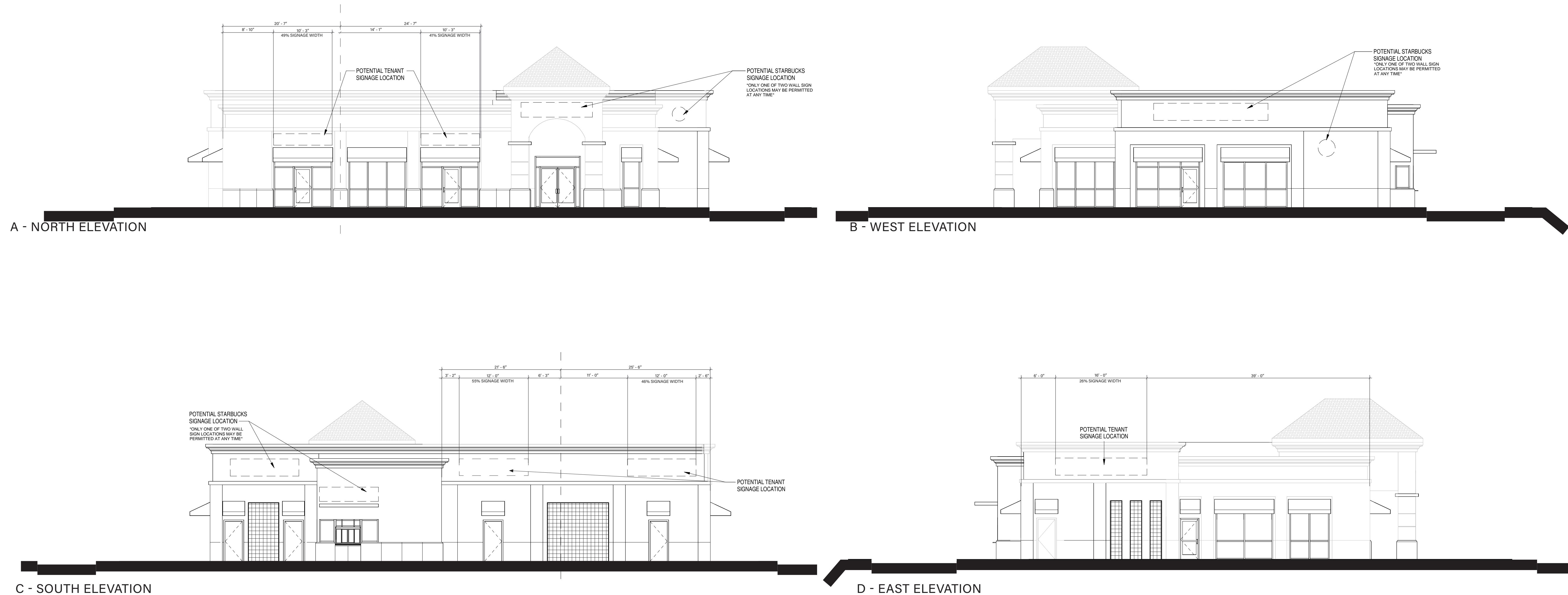


958 088



Please note: Starbucks signage is not part of this submittal





Please note: Starbucks signage is not part of this submittal

