

23572 El Toro Road Lake Forest, CA

PLANNED SIGN PROGRAM

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A. PURPOSE & INTENT

The following criteria has been established for the purpose or assuring a consistent sign design program for the mutual benefit of all occupants. Originality in design is encouraged so as to create visual interest. Adherence to these criteria will be enforced by the Owner, the City of Lake Forest Planning Commission and/or the Lake Forest Redevelopment Agency. Any non-conforming sign or any sign installed without approval shall be removed immediately and replaced at Tenant's cost.

B. GENERAL CRITERIA & SIGN DESIGN

1. All Tenants shall have, at minimum, a single color, including trim and cap but excluding return, internally illuminated sign on each approved signage elevation unless otherwise specified in these criteria or approved by the Owner.
2. Signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to adjacent facades.
3. Signs, graphics and letters in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole.
4. Each Tenant shall be responsible for all costs associated with their signs including manufacture, installation, maintenance and City Permits.
5. Each Tenant shall be responsible for and repair any damage to any surface caused by the sign or the installation of a sign.
6. Landlord reserves the right to periodically hire an independent electrical or sign consultant, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenant will be required to correct any discrepancies and/or code violations at Tenant's expense. Any code violations, requests for sign removals and/or discrepancies not addressed within fifteen (15) days of notice may be corrected by Owner at Tenant's expense.
7. Tenant's sign contractor shall carry workmans compensation insurance and public liability insurance against all damage by any and all persons and/or property, while engaged in the construction or erection of signs, in the amount of \$1,000,000 per occurrence. An insurance endorsement must be provided to the Owner prior to installation naming Prothero Retail Partners as additional insured.
8. Tenant is required to remove all signage and restore signage area to its original condition, which the Owner shall approve, at Tenant's sole

cost and expense, within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.

C. PROHIBITED SIGNS

The following signs are prohibited:

1. Any outdoor advertising or advertising structures.
2. Exposed Junction boxes, transformers, lamps, tubing conduits, exposed raceways or neon crossovers of any type. (Except where otherwise noted in this signage program.)
3. Window signs, except as specifically allowed in Section G of this Sign Program.
4. Window decorations, except as specifically allowed in Section G of this Sign Program.
5. Any sign on a vehicle parked for duration of time, which indicates its use, is for the purpose of advertising a particular tenant, service or product.
6. Portable signs or banners that are movable or transportable, except as specifically allowed in Section G of this Sign Program.
7. Pre-manufactured signs, such as franchise signs, that have not been modified to fit these criteria. (Except where otherwise noted in this signage program.)
8. Paper, cardboard, stickers or decals placed around, on or behind storefronts or windows.
9. Company flags.
10. Exposed fastenings of any type.
11. Freestanding signs, including monument signs.
12. Signs consisting of a rectangular cabinet with an acrylic face.
13. Signs which move, swing, rotate, flash.
14. Any sign which simulates, in size, color, lettering or design, any traffic sign or signal, or any other symbol or characters, in such a manner that interferes, misleads or confuses traffic.
15. Signs, banners, flags, or similar advertising devices that are exhibited, posted or displayed by any person that include anything of

obscene, indecent, immoral or unlawful are strictly prohibited. The Owner reserves the right in its sole discretion to immediately remove items that it believes violates this clause.

16. No sign shall be installed, relocated or maintained so as to prevent free ingress or egress from any door. No sign of any kind shall be attached to a standpipe, post or any other item in the common area except those signs as required by code or ordinance.
17. Parking lot fliers which advertise or identify a store or its merchandise.
18. Any sign located on the roof or projecting above the roofline of the building.
19. Any sign prohibited by Lake Forest Municipal Code Section 9.164.080.

D. SIGN CONSTRUCTION & MAINTAINENCE

1. All signs and signage installation shall comply with all current and applicable Uniform Building Code, National Electrical Code and the Electrical Code of the City of Lake Forest at all times.
2. Tenant's sign contractor shall completely install and connect sign and primary wiring at sign location consistent with Owner's approval and all code requirements. All Signs are to be connected to the Tenant's electrical panel.
3. All penetrations of shell exterior are to be sealed watertight, and finished to match adjacent material, subject to Owner's approval.
4. All signs shall be kept in excellent condition, be legible, adequately repaired and maintained by the Tenant at all times. The standard for maintenance and repair of signs shall maintain the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated.
6. Plastic surfaces to be 3/16th of an inch as manufactured for outdoor advertising.
7. All exterior signs shall be mounted 1/2 inch from the surface of the building for proper drainage.
8. Internal illumination to be 60-milli-amp neon or LED installation labeled in accordance with the "National Board of Fire Underwriters

Specifications". No other labels or identification will be permitted on the exposed surfaces of the sign except those required and approved by the Owner.

9. All exposed letter sheet metal returns shall be 5 inch deep of 24 gauge and approved by Owner. All trim cap is to match face or as approved by the Owner
10. Landlord will install and pay for the following address signs as required by the Fire Department:
 - a. Building Address Sign: 6" min. high cast letters located and installed by Landlord.
 - b. Front Suite Address Sign: Suite address letters shall be 3" high, in a uniform color, located over the Tenants primary entry door.

E. SIGN LOCATION

1. Tenant wall signs shall be centered horizontally and vertically in the sign areas shown on attached Exhibit "A", indicating location and linear front footage of each Tenant for determining maximum signage area.
2. Maximum signs allowed per Tenant:
 - a. Unit A – One Sign Per Elevation – Three signs
 - b. Unit B – One Sign Per Elevation – Two signs
 - c. Unit C – One Sign Per Elevation – Two signs
 - d. Unit D – One Sign Per Elevation – Three signs
 - e. Unit E – One Sign Per Elevation – Three signs

F. WALL SIGN REGULATIONS

1. All wall signs shall be individually illuminated channel letters. No can or cabinet signs will be allowed except for a component of a logo for a national or regional trademark sign.
2. Letter Height Maximum:
 - a. Signage Facing El Toro Road: The maximum allowable letter height is not to exceed 18 inches. 1 or 2 lines of copy are allowed.

- b. Signage Not Facing El Toro Road: The maximum allowable letter height is not to exceed 24 inches. 1 or 2 lines of copy are allowed.
- 3. Logo/Trademark Height Maximum:
 - a. Signage Facing El Toro Road: The maximum allowable logo height is not to exceed 18 inches.
 - b. Signage Not Facing El Toro Road: The maximum allowable logo height is not to exceed 24 inches.
- 4. Maximum Sign Size:
 - a. The maximum sign area shall be one square foot of sign per lineal foot of building frontage, not to exceed 75 percent of the sign area both horizontally and vertically. All signage sizes will be measured pursuant to the principles articulated under Lake Forest City Code 9.164.040 – Sign Computation.
- 5. Colors/Fonts:
 - a. The color and font of the signage shall be approved by the Owner
 - b. Colors shall be selected to contribute to legibility and design integrity of signage.
 - c. Limit three colors on a single sign.
 - d. The color of the trim cap shall match the color of the sign face.
 - e. Gold color trim caps or returns are not permitted.
 - f. In cases where Tenant is part of a national or regional chain of fifty or more stores whose graphics are apart of a registered trademark said Tenant would be allowed a letter color in accordance with their corporate specifications. Also in registered trademark cases, said Tenant will be allowed the letter style(s) in accordance with its corporate specifications. No can or cabinet signs will be allowed except as a component of a logo for a national or regional trademark sign.
- 6. Compatibility:
 - a. Signs shall be aligned evenly along each elevation unless architectural design dictates otherwise.
 - b. Size and Shape of all signs shall be proportionate with the scale of the structure and shall be compatible with the design and materials used on the building.

G. TEMPORARY SIGNAGE

Window Signage

It is intended that the window signage may assist the shopper in an informative and readable manner, but not clutter the doors and/or windows on which they are displayed.

1. Tenant may display on either the entry door or adjoining window (not on both) not facing El Toro Road, a total of 4 square feet of window signage limited to the following:
 - Honored Credit Cards Decals [maximum of the (3)]
 - Company Name and Logo [limited to 6" x 12" area]
 - Three (3) Lines of Copy [limited to product or service - description, business hours and address].
 - Emergency phone numbers.
 - In cases where tenants are restaurants, a menu may be displayed in the window
2. Neon, Electric or LED window sign(s) are not allowed.
3. Rear entry/doors signs may have signage limited to the following
 - a. Letter height shall be 3" and centered horizontally.
 - b. Copy will be limited to tenant name & address.
 - c. Top of sign will be 5' from grade.
4. Storefront window graphics are discouraged. However, in the event a tenant store layout cannot accommodate a "back-of-house" due to window location, graphics may be considered subject to approval of Landlord, and a Changed Plan application approved by the City's Development Services Department, and Redevelopment Agency. Graphics shall not include advertising and should provide a positive appearance to the craftsman style architecture. Graphics may include photos or images consistent with the craftsman theme and the community of Lake Forest (ie. orange groves, oak trees, local mountains, etc.).

Temporary Banners

5. Temporary signs and/or banners require approval from the owner and a permit from the City of Lake Forest pursuant to the regulations in Lake Forest Municipal Code Section 9.164.090 (A).

H. APPROVALS

1. To obtain Owner's approval, each Tenant must submit their signage plan to the Owner at the following address:

Prothero Retail Partners
214 Via Robina #23
San Clemente CA 92672

2. All signs shall be reviewed for conformance with this criteria and overall design quality. Prior to manufacture of any sign in the center, the Tenant shall submit to Owner for approval, four (4) copies of detailed drawings for each proposed sign. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and method of attachment. This approval must be obtained prior to submittal to the City of Lake Forest.
3. Prior to the installation and manufacture of any sign, the Tenant shall obtain a sign permit from the City of Lake Forest.