

**MASTER SIGN PROGRAM**

**FOR**

***23645 El Toro Road-Retail Shop Building***

***23647 El Toro Road-Retail Shop Building***

***23651 El Toro Road- The Home Depot***

***23653 El Toro Road-Retail Shop Building***

***23731 El Toro Road-Office/Retail Building***

**LAKE FOREST**

**CALIFORNIA**

**January 2007  
Final-Change Plan**

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## 1. INTRODUCTION

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### Objective

The Master Sign Program has been established to provide a professional sign and graphics program that is beneficial to “The Arbor” & the two story retail/office tenants for the public. In support of this object the following qualities were blended into the design and scope of work within this program.

- Creative and original designs
- Integration with project architecture
- High quality workmanship and materials

This program can be divided into four general categories:

- **The first is tenant Monument Signs.** Monument signage is subject to review and approval by the City of Lake Forest. The City is in the process of determining the number of monument signs, locations, and types of materials.
- **The second category of signs is the tenant signs, which serve to identify individual tenants.** The tenant signs consist of wall signs (illuminated channel letters and/or track lighting on certain architectural facia). A diversity of lettering style and alternating use of color and sign type will be encouraged. Signage on buildings that front along El Toro Road: Internally illuminated channel letters. The maximum letter height or logo height will not exceed 18 inches.
- **The third category of signs will be located on the Windmill architectural feature.** This feature will provide an architectural element for the project as well as signage for the major anchor tenant.
- **The fourth category of signs will be located on the Home Depot Building.**

Each tenant or lessee will be provided with a copy of the tenant sign guidelines and criteria as their first step in obtaining signs within “The Arbor” and the two story retail/office building. The criteria will be entitled “Master Sign Program for “**The Arbor**” and **Two Story Retail/Office Building** and will be a part of the tenant lease agreement. Tenants will be required to comply with the criteria in addition to compliance with the El Toro Redevelopment Project Area Guidelines.

For purposes of this program, tenant shall mean any occupant within the shopping center. This program shall apply to all occupants whether lessee, ground lessees or parcel owner.

## **2. SIGN CONSTRUCTION**

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The following section outlines the acceptable scope of work, quality standards and materials for “The Arbor” retail shop buildings A, B, and C and the two story retail/office building.

### **A. Electrical and Illumination**

- (i) All fabrication and installation shall comply with Underwriter’s Laboratories requirements and specific state and local codes. All components shall bear the U.L. label indicating approval and be manufactured and installed by a U.L. certified shop.
- (ii) All conductors, transformers, ballasts, and other equipment shall be concealed.
- (iii) Primary electric service to all tenant signs shall be placed on house electric service. Tenant shall have option of providing a bi-pass timer with Landlord’s approval.
- (iv) The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable hot spots or shadows will be allowed.
- (v) Illumination and electric specifications must appear on all shop drawings.
- (vi) All glass housings, electrodes, tube supports, glass tubing, high voltage cable and all miscellaneous components shall be of first quality industry standards and listed with Underwriters Laboratories.
- (vii) Illumination of all common and tenant signs shall not exceed that as specified in the lighting description for each of the individual signs described in this document.
- (viii) Deviation from the above may occur on certain facia where track lighting is proposed.

### **B. Construction**

- (i) All bolts, fastenings, clips, conduits, etc. shall be hot-dipped galvanized iron or equal. Where externally mounted, all items shall be painted to match the exterior color of the surfaces mounted thereon.
- (ii) All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by authorized representative of the Landlord. Any signs found not to be in conformance will be rejected and removed immediately or modified as needed by the tenant’s contractor.

- (iii) No substitutes will be accepted by the Landlord whatsoever unless so indicated in specifications and approved by both the Landlord (owner) and the City of Lake Forest.
- (iv) Four sets of drawings are required prior to start of any work detailing all specifications and methods of construction and must be approved by the Landlord and the City of Lake Forest.

C. Installation/Removals

- (i) All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
- (ii) All contractors for installation, removal or service shall be fully licensed and must provide the Landlord with Certificate of Insurance, acceptable to Landlord, prior to commencing any work.
- (iii) All methods of attachment to any structure must be detailed on drawings and approved by the Landlord and the City of Lake Forest.
- (iv) Sign removals shall include the patching and repairing of entire work area plus the repainting of any “ghosted” areas or as directed by the Landlord.

**3. PROHIBITED SIGNS**

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- (i) Conformance to the guidelines for signs at “The Arbor” will be strictly enforced. Any non-conforming or unapproved signs are strictly forbidden and are subject to immediate removal.
- (ii) Flashing, moving, animated, blinking or audible effects are prohibited.
- (iii) 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 is prohibited.
- (iv) Signs that are movable or transportable are prohibited.
- (v) Temporary signs other than those allowed by the sign ordinance of the City of Lake Forest are prohibited (exclusive of contractor sign). In no case, shall any temporary banners, or similar displays be attached or affixed to any permanent monument or freestanding sign.
- (vi) Window signs are limited to the provisions found in the “Tenant Signs” section of this document.
- (vii) Signs employing exposed raceways, exposed neon tubes, exposed ballast boxes, or exposed transformers are prohibited unless otherwise approved by the Landlord and the City of Lake Forest.
- (viii) Signs painted on the surface of any building are prohibited.
- (ix) Signs placed on canopy roofs extending above the building roof, placed on penthouse walls, or placed so as to project above the parapet, canopy, or top of the wall upon which is it is mounted are prohibited.
- (x) All signs that are erected which are prohibited herein are subject to immediate removal at occupant’s expense.

- (xi) Signs consisting solely of a rectangular cabinet with an acrylic face are prohibited.

#### 4. **EXCEPTIONS**

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- (i) Any changes from the Master Sign Program must be submitted to the (Landlord/City of Lake Forest) for review and approval. The City would require approval of a Changed Plan application, which may be subject to Planning Commission review, for any exceptions or modifications to the approved Planned Sign Program.
- (ii) All applications for exceptions must be accompanied by color rendering, samples, and shop drawings.

#### 5. **DESIGN/SUBMITTALS**

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- (i) It is expected that professional designers will prepare artwork for all tenants and that such artwork will include scaled schematic drawings and specifications.
- (ii) Submittals will be made to the Landlord and to the City of Lake Forest for approval before any such work may begin. Work started without approval will be considered non-conforming and will be subject to immediate removal at tenant's expense.
- (iii) The intent of the sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment.
- (iv) Compliance to this Sign Criteria shall be strictly enforced and nonconforming signs shall be removed by the Tenant or designated Sign Company at their expense, upon demand by the Landlord.
- (v) Each Tenant must comply with the Landlord's Sign Criteria and must not conflict in anyway with the City Lake Forest's Sign Ordinance Code.
- (vi) Each Tenant or designated Sign Company shall submit three copies of proposed sign designs showing size, location on elevation of building, layout, color, lettering type style, and/or graphics to the Landlord or his agent for approval.
- (vii) After Landlord approval, the Tenant or designated Sign Company shall then submit four sets of fully dimensioned plans drawn to scale to the City of Lake Forest Planning and Building Agency for approval.
- (viii) The Tenant or designated Sign Company must obtain the proper permits from the City of Lake Forest prior to installation.
- (ix) The Tenant shall be financially responsible for their sign, including manufacturing, installation, labor, materials and maintenance and for costs of City permits.

## 6. SIGN CRITERIA AND DESIGN

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### A. MONUMENT FREESTANDING SIGNS

This section describes in general terms of the freestanding sign type. For graphics representation and details see “Exhibits” section.

- (i) Purpose: To be provided by the City of Lake Forest. The Monument signs are designed to identify “The Arbor” major Tenant(s) as well as the retail shop tenants not facing El Toro Road.
- (ii) Description: To be provided by the City of Lake Forest.
- (iii) Location: To be provided by the City of Lake Forest.
- (iv) Design: To be provided by the City of Lake Forest

### B. TENANT’S SIGNAGE:

CHANNEL LETTERS (Shop Buildings):

1. Tenant signs shall be internally illuminated channel letters.
2. Letters fabricated using “Electro Bits Sign Systems Inc.”, products for electrical penetration of the fascia. (See Attached Exhibit)

Tenants constitute all tenants within the retail/office and shop buildings located at 23645-23731 El Toro Road. The following outlines the criteria required for all tenant signage:

#### 3.(i) *Number of Signs Per Tenant*

- One (1) sign on the tenant’s façade to be positioned facing the parking lot.
- One (1) sign on the tenant’s façade to be positioned facing either El Toro Road or Arbor Way.
- End cap tenant’s shall be allowed a third sign at the end of the building.
- The two (2) tenants on either side of the central patio area shall be allowed one additional sign on the entry archway that leads to the patio area, facing the parking area (“the archway.”) See attached exhibit for approved locations on the archway elevation.

- No tenant shall have more than 3 wall signs.
- (ii) *Area.* (See attached exhibit for approved locations on the elevations) Wall signage shall be limited to one square foot of sign area per lineal foot of building leasehold elevation not to exceed 200 square feet. Tenant signage on archway shall not exceed (38) thirty-eight square feet per sign.
  - (iii) *Length:* The horizontal dimension of any wall or canopy sign shall not exceed seventy (70%) per cent of the horizontal leasehold elevation of the building elevation of the activity identified by the sign, measured on the side of the building on which the sign is located.
  - (iv) *Font:* (See Attached Exhibit) Typical font styles per the attached exhibit are Helvetica Medium, Clarendon, and Bauhaus HV. Any deviation would have to be reviewed by and approved by the Landlord and presented to the City of Lake Forest for approval.
  - (v) The tenants shall be allowed sign construction as listed below:

Signage not Facing El Toro Road including signage on the archway:  
Individual Letters Directly onto wall (stucco): Internally illuminated pan channel letters or reverse pan channel letters with a maximum 24" in height, with a maximum 24" logo height or logos not to exceed 10% of the allowed area.. Letters are to be fabricated with aluminum returns and backs, 3/16" acrylic faces and 3/4" trim cap or mounting on to permanent metal raceway (color to blend with wall color) at simulated wood-siding or stone veneer.

Signage Facing El Toro Road and end cap signage facing the patio area:  
Internally illuminated channel letters. The maximum letter height or logo height will not exceed 18 inches.

All fees to be paid by tenant.

- (v) The use of corporate logos, trade styles and colors maybe permitted (subject to Landlord and City's approval) provided such logo, trade style, and color conform to the Master Sign Program.
- (vi) Acrylic Colors suggested to be used are as follows: Red #2793, White #7328, Yellow #2016, Blue #2051, and Green #2030. Any deviation will have to be approved by the Landlord and the City of Lake Forest.
- (vii) Tenants that do not have an established sign design will be encouraged to consult professional design firms in order to develop a sign program that meets the goals stated in this document. Tenants may wish to consult Landlord's consultant, but is under no obligation to use their services.



(Signs & Services Company-Kevin McConnell Vice President-10980 Boatman Avenue Stanton, Ca. 90680-714.761.8200-714.761.2451 fax.)

- (viii) It is intended that the tenant identification signs be implemented using imaginative and varied designs that are appropriate to the sign area allowed for each individual tenant. While the location and allowable sign areas for each tenant is explicit, creative use of each area is encouraged. Visual interest, while maintaining harmony with the Project Architecture is key.

**Notwithstanding the above, when a tenant is part of a national or regional chain whose graphics are part of a registered trademark, in which case, said tenant maybe allowed a letter color/font style(s) in accordance with their corporate specifications.**

- (ix) Window Graphics

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.

- (i) Tenant may display on either the entry door or adjoining window, but not on both, the following:
- Honored Credit Cards Decals [maximum of the (3)]
  - Company Name and Logo [limited to 6" x 10" area]
  - Three (3) Lines of Copy [limited to product or service description, business hours and address].
  - Emergency #'S.
  - Window graphics not to exceed four square feet.
- (ii) Neon window sign(s) not allowed.
- (iii) Rear entry/doors signs shall be upper case Helvetica medium type-style numerals and/or letters. Materials will be Scotchcal vinyl or equal color to be white. Letter height shall be 3" and centered horizontally. Copy will be limited to tenant name & address. Top of sign will be 5' from grade.
- (iv) Banners will be subject to City of Lake Forest and Landlord approval.

### **C. Windmill Architectural Feature**

The windmill architectural element is going to provide additional character and agrarian theme to the project as a major focal point. It will be constructed from heavy wooden members and have the windmill blades located at the top of the structure with lighting. Also, it will have an internally flush mounted illuminated sign for Home Depot that faces El Toro Road. (See attached exhibit)

#### **D. Anchor Tenant(s) Building Signage**

Home Depot will use its standard corporate building signage and specifications as shown on the attached exhibits.

#### **4. Exhibits**

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The *Arbor* Proposed Project Identification prepared by Signs & Services

- Windmill Architectural Element with Proposed Sign
- Typical Channel Letter Installation
- Proposed typography (fonts)

Preliminary Windmill Design prepared by Architects Orange dated 6/23/05

Building Elevations Depicting Typical Wall Sign Locations Shop Buildings (3 pages) and two story retail/office building (1 page).

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