SIGN GUIDELINES AND CRITERIA

CITY OF LAKE FOREST PLANNING COMMISSION

APPROVED

DATE: 4/11/2019

SUBJECT TO CONDITIONS OF APPROVAL APPLICATION: PSP 02-19-5251

APPROVAL OF THIS PLAN AND SPECIFICATIONS SHALL NOT BE HELD TO PERMIT OR TO BE AN APPROVAL OF THE VIOLATION OF ANY FEDERAL, STATE, COUNTY, OR CITY LAWS OR ORDINANCES.

For: FOOTHILL PLAZA

Modified by CP 01-20-5333 on 2/26/2020

FOOTHILL RANCH, CA

January 14, 2004

Revised on April 11, 2019

APPROVED

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I. Introduction

The purpose of this sign program is to ensure the design and production of quality signage, which reflects the integrity of the architecture and the intent of the Foothill Ranch Business Association and the City of Lake Forest for the Foothill Plaza. This sign program has been developed to communicate the particular parameters each tenant or property owner ("User") is to follow so that their individual signage will be effective and compliment the project as a whole. Prior to submission of original application and any modifications to that application, tenants must have building owner approval of the application. Conformance will be strictly enforced to the extent that non-conforming signs may be removed by the Foothill Ranch Business Association at the User's sole expense.

This program establishes minimum and maximum letter sizes, sign area allowances and location for each sign type, and the procedures associated with the discretionary approval of the Foothill Ranch Business Association and it's Architectural Review Committee (the "Committee"). In addition to this sign program, all signs are subject to the approval of the City of Lake Forest (the "City").

II. Submittal and Approvals

There is a formal process for the creation, review and approval of signage throughout Foothill Plaza. Prior to sign fabrication or modification, plans for all proposed signage should be submitted to the Committee, which reviews plans for conformance with the Sign Guidelines and Criteria. All plans submitted for approval must conform to requirements of the criteria contained in the Sign Guidelines and Criteria and the City's sign ordinances. The Committee shall have the discretionary authority to deny approval for any submittal, which does not comply with the intent or purpose of the sign criteria.

User shall submit all sign applications and/or modifications to the Committee and obtain written approval prior to sign fabrication. User should contact the Committee prior to submission to request a current copy of the Architectural Approval Submittal Procedures which includes all steps to be taken and required fees (See Exhibit 1). Approval or disapproval shall remain the sole right and discretion of the Committee. Prior to submission of sign application to the City, the User must obtain Committee approval.

Prior to sign fabrication, User or his designate shall submit for Committee approval, four (4) originals of complete and fully dimensioned shop drawings reflecting the proposed sign design. The shop drawing submittal shall include:

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- A. Name, address and phone number of User.
- B. Name, address and phone number of sign contractor/designer.
- C. Color elevation of structure showing all proposed signs, properly scaled, indicating sign type, design, location, dimensions, attachment devices, construction details, colors, materials, and lighting details.
- D. Section detail of letters and/or sign element showing the dimensioned projection of the face of letters, and the method and intensity of illumination.
- E. Color board with actual sample materials and colors $(8.5" \times 11")$ format.
- F. Building floor plan/site plan showing tenant space location and location of proposed signage.

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these guidelines and with the plans approved by the Committee.

III. General Sign Criteria

- A. User signs should be designed and produced in a fashion, which exceeds the quality and the aesthetic impact of typical commercial signs.

 Committee reserves the right to reject any work determined to be of insufficient quality.
- B. All signage applications must be approved by the building owner prior to submission to the Committee.
- C. User signs shall include business name and established logo symbol.
- D. Maintenance of each sign is the responsibility of the User. Letter forms or letter faces which require repair shall be replaced or repaired within thirty (30) days of damage or notice from Committee. If the signage is not rectified within the thirty (30) day period, the Committee may repair the sign at the User's expense or take other steps as allowed.
- E. Sign will be free of all labels and manufacturer's advertising with the exception of those required by code.
- F. No sign will be painted directly onto a wall or surface of any building.
- G. The User will be fully responsible for the work operation of their sign contractor and will indemnify, defend and hold harmless the Committee and their agents from damages or liabilities resulting from the contractor's work.

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- H. User shall immediately remove all signs representing a discontinued service and/or project.
- I. User shall pay for all sign costs, including, but not limited to all permits, installation and maintenance.
- J. All work shall be of excellent quality. Committee reserves the right to reject any work determined to be of insufficient quality.
- K. The User shall be responsible for the repair of any penetrations, leaks and or/defacement caused by the sign contractor.
- L. Sign contractor shall provide necessary fastening and bracing to securely install the sign.
- M. The User shall be responsible for obtaining permits from the City of Lake Forest, including but not limited to, sign permits, building permits and electrical permits prior to installation of sign(s).

IV. Temporary Signs

Approved temporary signs may be used to serve the marketing, communication and identification needs of the User. These signs should present a cohesive, well-organized, and identifiable community image and shall conform to the following provisions:

- A. Banner signs shall be allowed for up to 30 days twice yearly with permit from the City, shall be proportional to the size of the sign band of the building or user space and shall not exceed a maximum of seventy-five percent (75%) of that area, not to exceed fifty (50) square feet.
- B. Signs shall be designed to provide a formatted, consistent treatment of logo, form, typestyles, materials, and color and copy layouts.
- C. Signs shall be non-illuminated.
- D. Riders, add-ons, flags and other post-design attachments are prohibited.
- E. Signs shall be maintained in good visual condition and removed immediately upon discontinuation of need of use or expiration of approval.
- F. Banner, pennants or temporary signs may not be displayed in any parking area.
- G. Signs may not be placed on the inside surface of any window or hung closer than ten (10) feet behind the inside of any window.
- H. Temporary signs are subject to review and approval of permits from the City.

V. Monuments

One general monument, two address monuments and four pad User and/or Owner monuments are allowed within Planning Area 10. Monuments shall follow the placements as indicated on the attached exhibit "Proposed Monument Sign Locations". Users may request a different location with their sign package submittal to the Association and City with a pre-approved authorization letter from the Developer. The monuments shall adhere to the following guidelines:

- A. Site/project identification signs shall be double-faced monuments. Copy shall be limited to the User name and/or logo, project identification including name and address of commercial center.
- B. 7' maximum height at street edge of monument.
- C. 75 square feet maximum of sign face area.
- D. Maximum copy area not to exceed 50% of sign face area, with proportionately distributed margins.
- D. 30" maximum logo height.
- F. 8" maximum letter height (including lettering that is part of logo). 24" maximum number height for address monuments.
- G. Logo colors may be used only with specific review and approval of the Committee.
- H. Front lighting or internal illumination.
- I. Signs shall not block the existing view of traffic patterns.

VI. Maintenance

The user is responsible for the maintenance of signs. Signage at all times shall present an as-new appearance and must be maintained in such manner as to ensure proper and safe operation.

VII. Restrictions

The following restrictions apply to all Users within Foothill Plaza.

A. Prohibited

- 1. Exposed junction boxes, transformers, lamps, fusing lamps, tubing, conduits or neon crossovers of any type.
- 2. Using "trim cap" retainers that do not match the color of the letter & logo returns.
- 3. Rooftop signs.
- 4. Rotating, revolving, flashing or moving signs, except as provided in this text.
- 5. Advertising or promotional signs on parked vehicles.
- 6. Advertising signs on bus benches, within or outside of the public right-of-way.

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- 7. Off-premise signs, other than directional signs included within these Sign Guidelines, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located.
- 8. Signs, decals or advertising placed on windows.
- Temporary signs (except as provided elsewhere), banners, pennants, streamers, temporary wall signs, portable signs, including signs on vehicles, sandwich boards, inflatable display or any other attention getting.
- 10. Sign cabinets with translucent faces.
- 11. Flashing or removable signs.

B. Illegal Signs

Any sign that is deemed not to be in conformance with the approved guidelines or installed without Committee or City approval or permits is considered an Illegal sign.

C. Non-Conforming Signs

The Committee may, at its sole discretion, correct or cause to be corrected, replaced or removed any sign that is installed without written approval of the Committee and/or that is deemed to be Illegal or not to be in conformance with the plans as submitted with these Signage Guidelines and Criteria and the City's sign ordinances.

D. Abandoned Signs

An abandoned sign is one whose use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than ninety (90) days. The Committee may, at its sole discretion, may replace or cause to be replaced or removed any abandoned sign.

VIII. User Specific

Signage within Foothill Plaza is intended to contribute to the corporate image of the Plaza and to serve the identification needs of the individual tenants and users. Due to the variety of uses (e.g. retail, office, hospitality, etc.) signage requirements are varied as well. These guidelines regulate the design and location of signs as they relate to each specific use. As a result, signage can be interesting and varied and, at the same time, present a balanced look that ties the Plaza together. All users must abide by the Submittal and Approval Process (Section II) and the General Sign Criteria (Section III) in addition to the following User Specific guidelines that represent their User type.

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A. Retail

- Retail users include all retail and quasi-retail uses including, but not limited to, food services and other convenience establishments and are located within a multi-tenant building. The guidelines for Users who fall within this category are as follows:
- 2. The lettering in User signs are to be internally illuminated, individual, channel letters, mounted on top of a continuous raceway.
- 3. Signs and raceway shall be one unit, with a single electrical connection point.
- 4. Sign and raceway unit to be installed on top of existing steel building beam and connected to a junction box.
- 5. Raceway, conduit, and electrical connection shall be painted to match steel building beam.
- 6. Letter height of signs shall a maximum of 24".
- Users with nationally or regionally recognized logo graphics may incorporate their business identity graphics and colors into the sign mounted on the raceway.
- 8. The maximum length of the sign shall not exceed seventy-five percent (75%) of the demised premise frontage.
- Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters.
- 10. Users wishing to propose logo graphics and/or signage for the business which are not stipulated in this sign criteria, must submit a professionally prepared design drawing (in scale and color) of the proposed graphics for review by the Committee.
- 11. Users located within the interior shops of a multi-tenant building will be allowed two (2) signs. One sign to be located on the street frontage and one sign on the entry frontage.
- 12. Users located on the end units of a multi-tenant building will be allowed a total of three (3) signs. One sign is to be located on the street frontage, one on the entry frontage and one on their end of the building.
- 13.End-cap users may use channel letter signage and/or logos for their end-cap signage. Logos may be placed either on raceway or mounted directly to the building surface.

B. Office

Office Users include, but are not limited to, business, professional and administrative offices, public administration and governmental offices and facilities, and political, civic, historical organizations. The guidelines for Users who fall within this category are as follows:

1. Ground mounted tenant identification building entrance signs are not allowed for multi-tenant type buildings.

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- 2. Exterior building entrance signs are not allowed in office buildings with lobby configurations.
- 3. Sign Criteria for Office Users is further broken out into two (2) different types of signs, Major and General. Owner/Landlord will determine which type of signage is allowed per individual tenants and will provide tenant with an authorization letter detailing type of sign allowed (Major or General) and location of sign to be provided with signage submittal.

a Major Sign:

- i. Signage to be internally illuminated halo channel letters.
- ii. Maximum allowable sign height is not to exceed thirty-six inches (36").
- iii. Minimum letter height to be twelve inches (12") for two lines of text.
- iv. Maximum allowable sign is not to exceed fifty feet (50') in length.

b Eyebrow Sign:

- i. Internally illuminated halo channel letters or 1/2" thick non-illuminated aluminum letters pin-mounted to building.
- ii. Maximum allowable sign height is not to exceed sixteen inches (16").
- iii. Maximum allowable sign is not to exceed fifteen feet (15') in length.
- iv. See attached exhibits (pages 14-20) allowable locations of eyebrow signs. Eyebrow signs shall be at least 15 feet apart and shall be centered above a window or doorway.

C. Hospitality

Hospitality Users include, but not limited to, hotel/motel and convention facilities. The guidelines for Users who fall within this category are as follows:

- 1. Individually mounted, internally illuminated channel letters.
- 2. Letter height five feet (5') or less on single line.
- 3. Sign area less than ten percent (10%) of building face or less than 150 sq. ft.*
- 4. Sign length less than seventy-five percent (75%) of the length of the sign band or the surface upon which the sign is mounted.
- 5. One (1) sign only per elevation facing street and parking lot.

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- 6. Maximum of three (3) mounted signs.
- 7. Please see attached exhibit pages 31 33 for elevations.

D. Commercial

Users who occupy a single freestanding pad building must follow the following guidelines. The guidelines for Users who fall within this category are as follows:

- 1. Maximum letter height of 36" for a single line.
- 2. Sign area* of two (2) square feet or less per linear foot of store frontage to a maximum of 125 square feet per elevation.
- 3. One (1) storefront identification per sign elevation is allowed with a maximum of three (3) signs in total.
- 4. The maximum length of sign is seventy-five percent (75%) of the length of the sign band or the surface upon which the sign is mounted.

*Sign area is calculated by a) creating a single rectangle around all of the letters within the sign then multiplying length of that rectangle by its width; b) creating a separate rectangle around any graphics logo and the area of that rectangle calculated and c) summing the areas of the rectangles to determine the total sign area.

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FOOTHILL BUSINESS ASSOCIATION SIGNAGE APPROVAL SUBMITTAL PROCEDURES

STEP III - CONSTRUCTION	 Architectural Review Committee conducts periodic field inspections to insure compliance with approved signage plan. Architectural Review Committee conducts Final walk-through. 		City conducts field inspections and certifications.
STEP II – SIGNAGE WORKING DRAWING SIRMITTAL	I. Submit signage site plan and working drawings to Architectural Review Committee to review for conformance with project signage program. Signage Plan should be submitted concurrently with Step II construction drawing submittal. Signage plans are to include all proposed building, directional and monument signage.	Signage Plan package to include four (4) sets of the following: Color Elevations Cross-sections Dimensioning Copy layout Lighting Power Plan showing relationship to drive aisles and buildings Architectural Review Committee issues signage approval letter.	Submit signage drawings to the City of Lake Forest Building Department for structural and electrical approvals. City issues signage permit.
STEP I – SIGNAGE PLAN SUBMITTAL	Submit conceptual signage plan to Architectural Review Committee to review for conformance with project signage program. Signage Plan should be submitted concurrently with Step I site plan submittal. 2. Conceptual Signage Plan to include site plan denoting general location and criteria for all proposed signage.	3. Architectural Review Committee issues Step I conditional signage approval letter.	
APPROVING PARTY	FOOTHILL BUSINESS ASSOCIATION Architectural Review Committee	Send all submittals to: Foothill Business Association Architectural Review Committee C/O Merit Property Management, Inc. 25910 Acero St., Suite 200 Mission Viejo, CA 92691	City of Lake Forest

CONTACTS

All submittals must be directed to the Foothill Business Association Architectural Review Committee. Any specific questions regarding architectural requirements should be directed to the Property Administrator at Merit Property Management, Inc. at 949/465-5555 ext. 176.

Submittals should be sent as follows:

ARCHITECTURAL REVIEW COMMITTEE:

Foothill Business Association Architectural Review Committee C/O Merit Property Management, Inc. 25910 Acero St., Suite 200 Mission Viejo, CA 92691

CITY OF LAKE FOREST:

City of Lake Forest 23161 Lake Center Dr., Suite 100 Lake Forest, CA 92630

Planning Department Contact:

Mr. Mike Poland

949/461-3466

Building Department Contact:

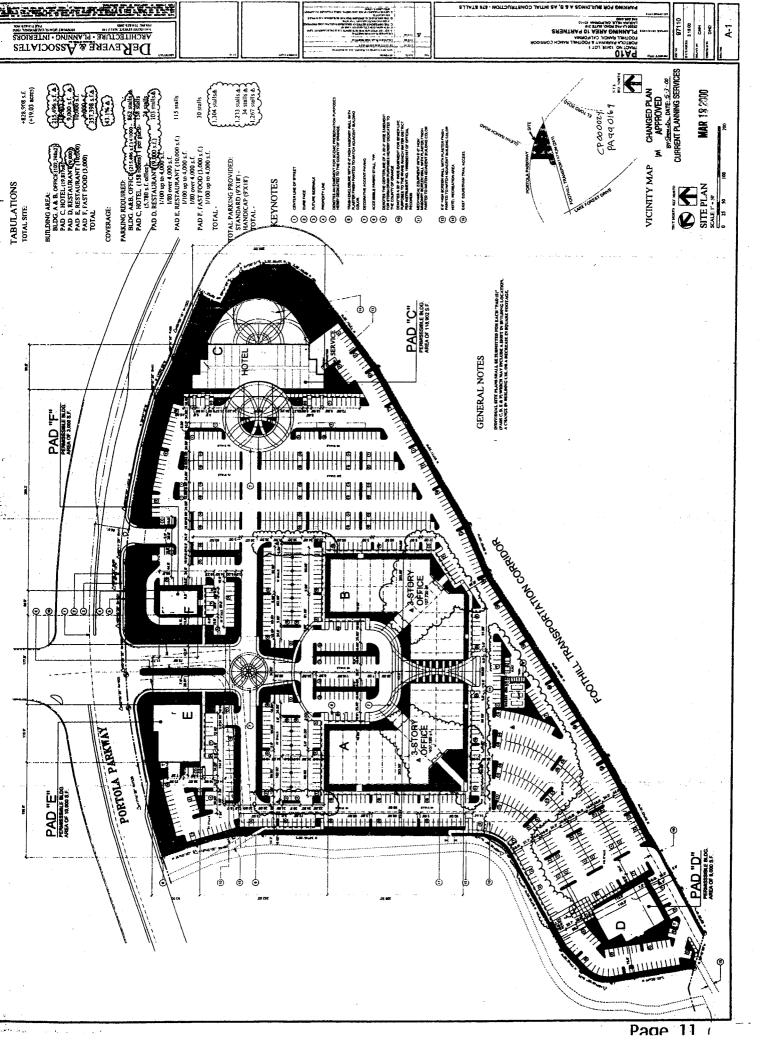
Mr. James Brogan 949/461-3464

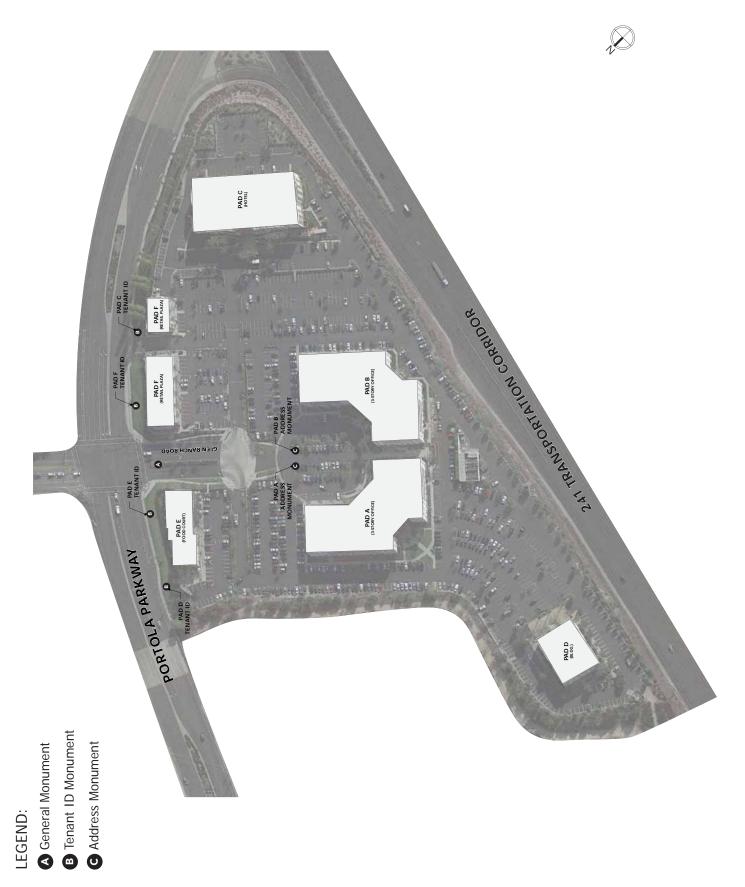
Development Services Manager:

Ms. Gayle Ackerman

949/461-3463

^{* &}lt;u>Please Note</u>: You must receive Architectural Review Committee approval prior to submitting your plans to the City of Lake Forest.





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ADDRESS MONUMENT

To identify building addresses. Signs shall be oriented towards Purpose:

pedestrians and vehicles.

Maximum Number: Two

Location:

Dutside of sight distance triangles and public right-of-way in accordance

with the Foothill Ranch. 10-foot minimum from face of public street curb, 2-foot minimum from back of sidewalk. Sign location will be coordinated

with landscape, including hedges and street trees. Sign to be installed at ground level. Plans showing exact position to be submitted along with permit application. Sign locations are shown on the Freestanding Sign Site

Plan (Page 12.1)

Project Name/logo and building address numbers only. Sign Copy:

Brand names and info which makes sign appear

to be an advertisement, such as ®and TM

are prohibited.

Max Sign Structure Size: 3'-10" high

3'-10" high 7'-8" wide

Maximum Sign Area: 30 square feet

Maximum Letter Size: 24" inches high

Sign Construction/Material: Glass and painted aluminum

Illumination: Not permitted

As shown, must be approved by owner.

Color:

SCALE: 3/8" = 1' ELEVATION / SPECIFICATIONS

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TENAN

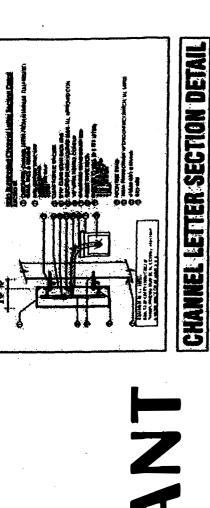
MAJOR TENANI

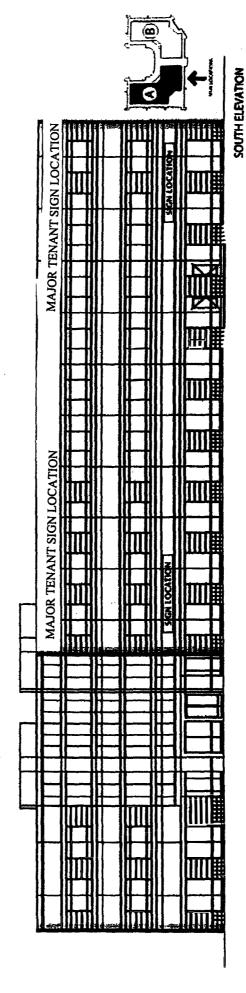
CHANKEL LETTER SECTION DETAIL

Transformer will be mounted on the interior of the building. This signage will be pin mounted with halo lighting effect.

NORTH ELEVATION

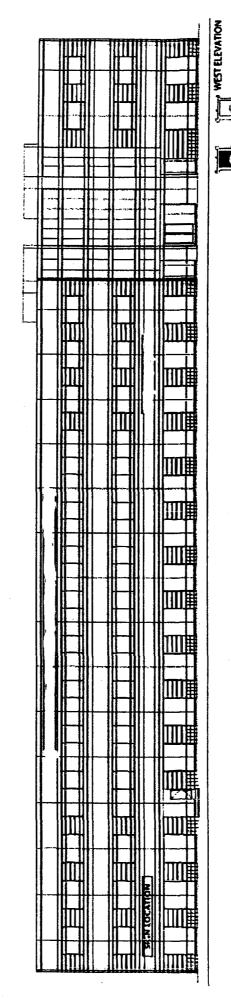
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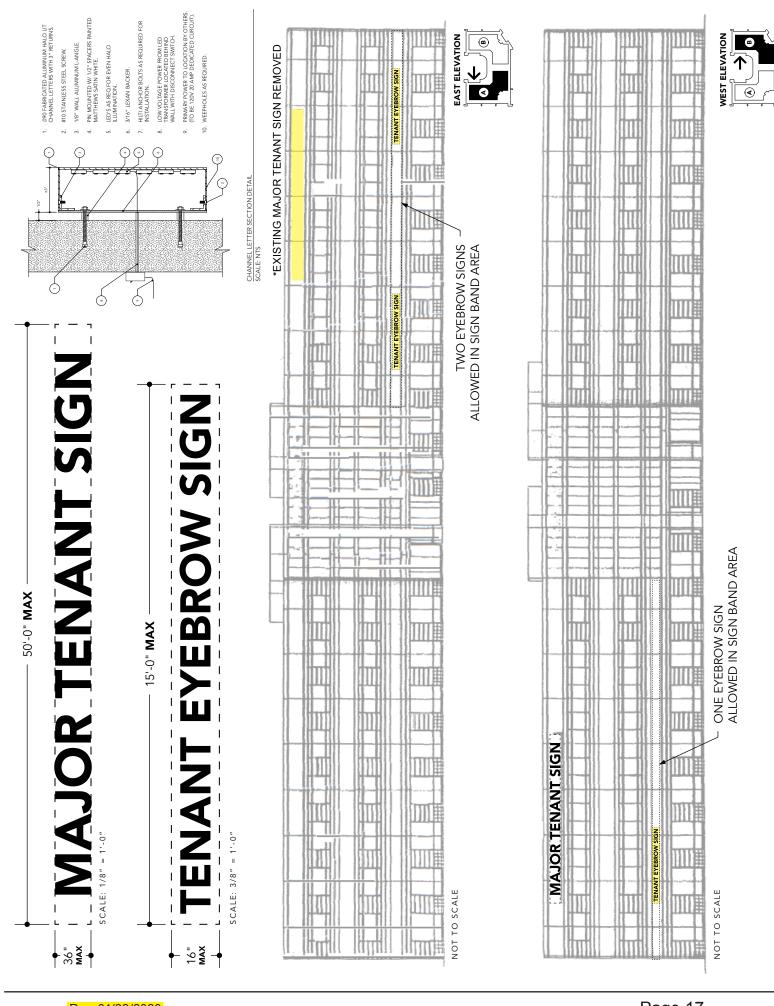




TENANT

36" MAJOR

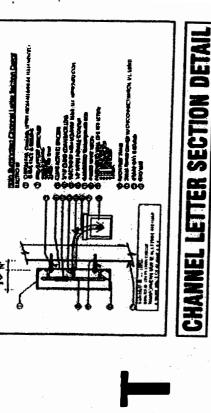


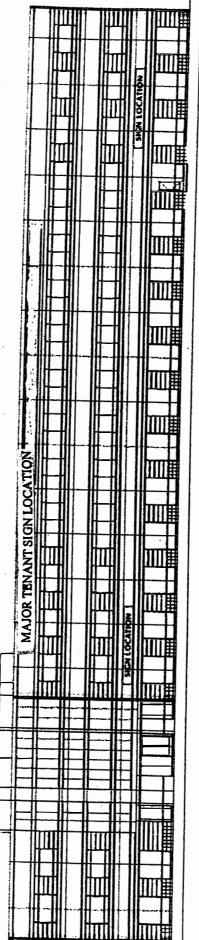


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TENANI

MAJOR TENANT





TENANT

MAJOR TENANI

DESCRIPTION OF THE PROPERTY OF

CHANNEL LETTER SECTION DETAIL

This signage will be pin mounted with halo lighting effect. Transformer will be mounted on the interior of the building.

NOTE

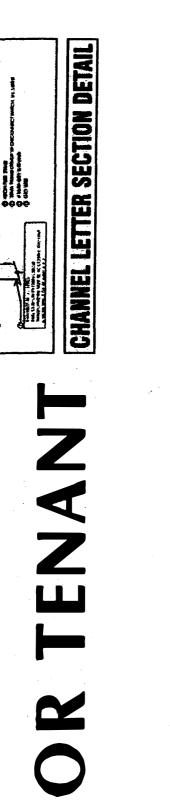
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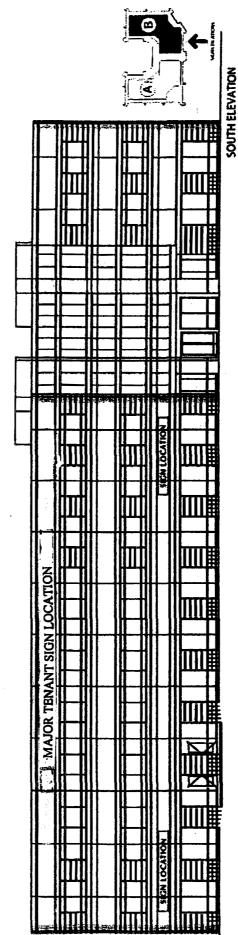
NORTH ELEVATION

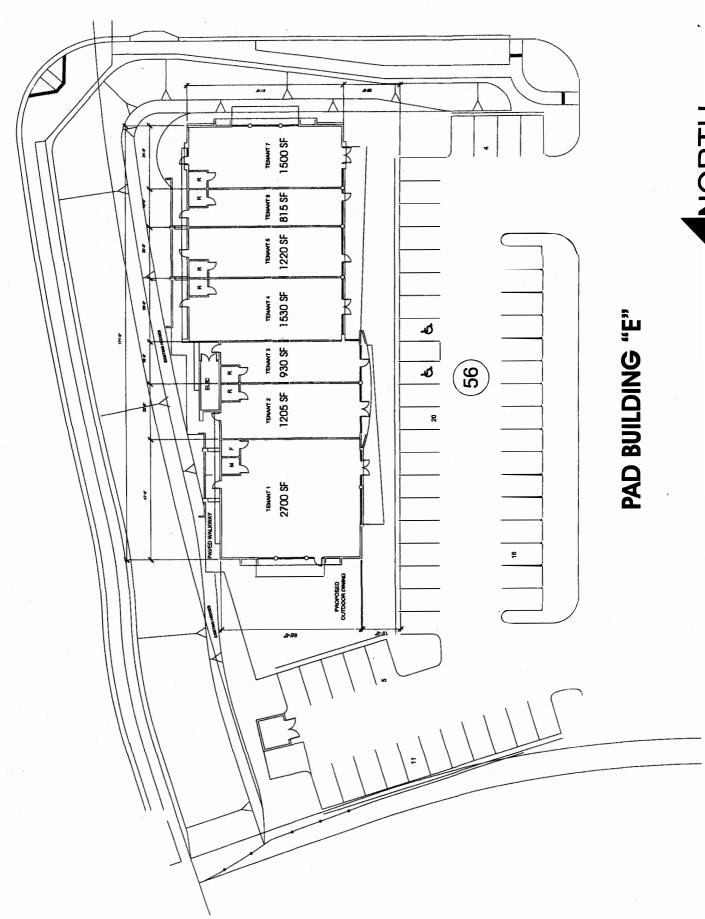
36"

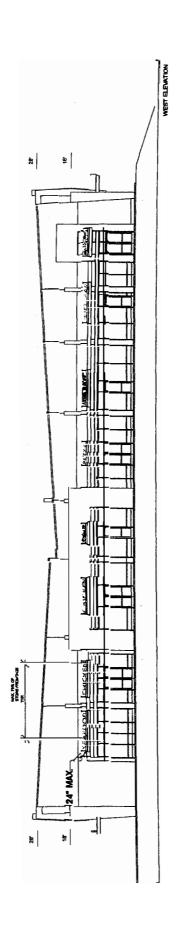
TENANT

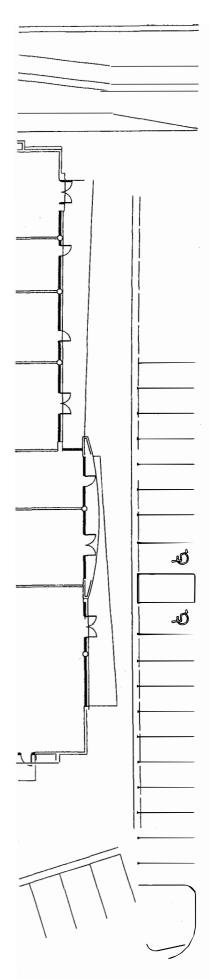
MAJOR TENANI





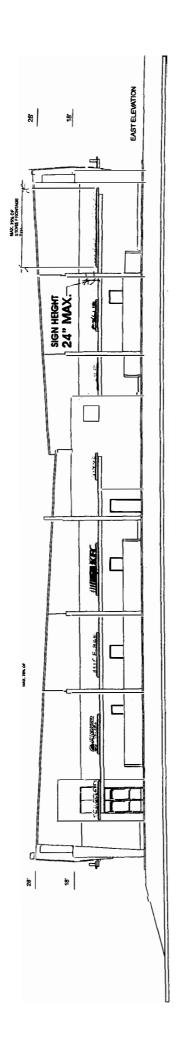


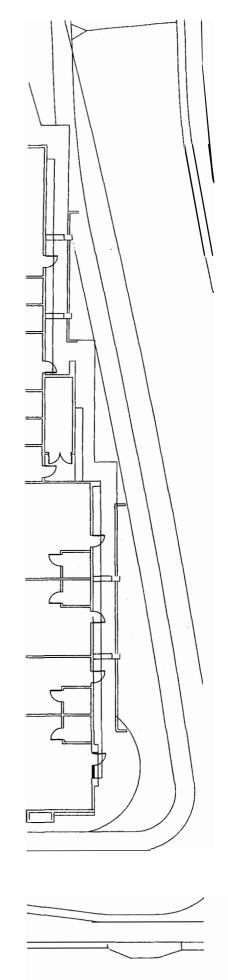




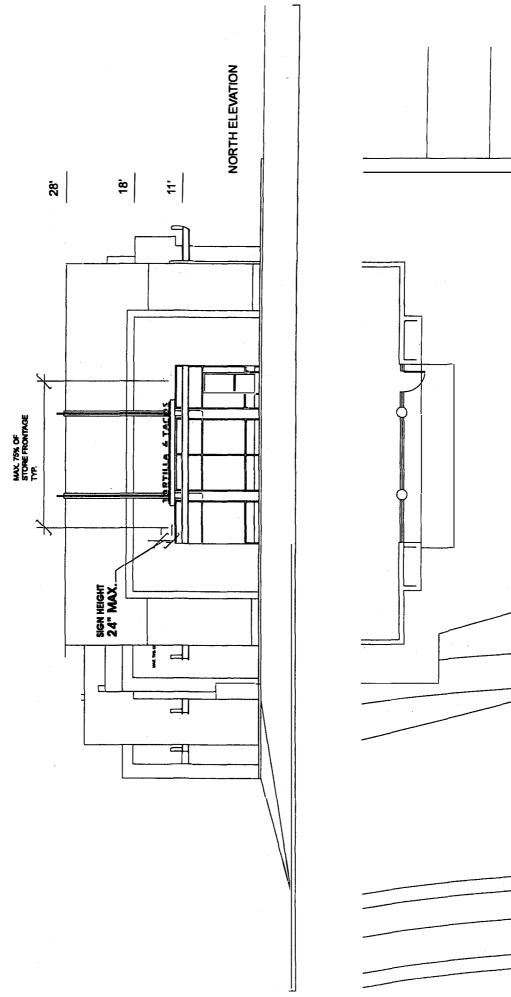
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PAD BUILDING "E" TYPE "A" SIGN

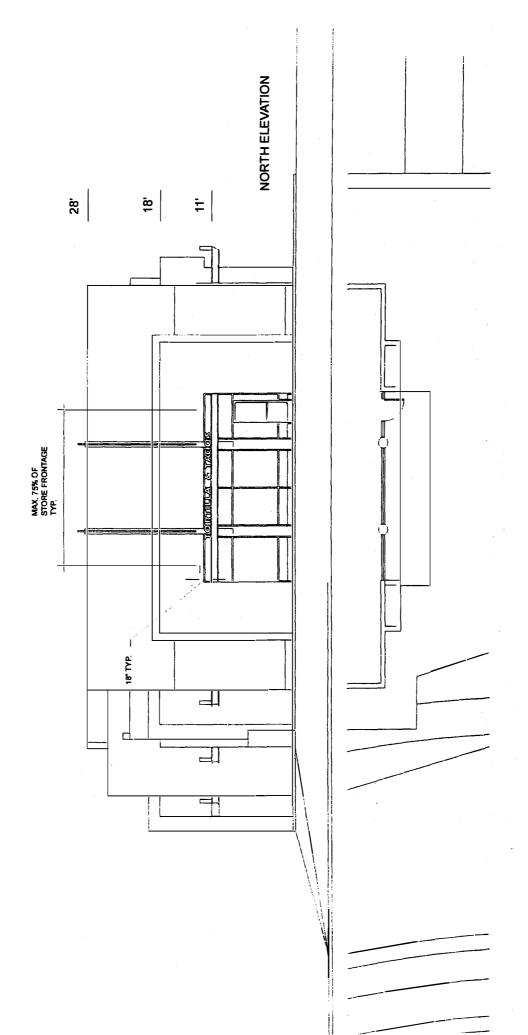


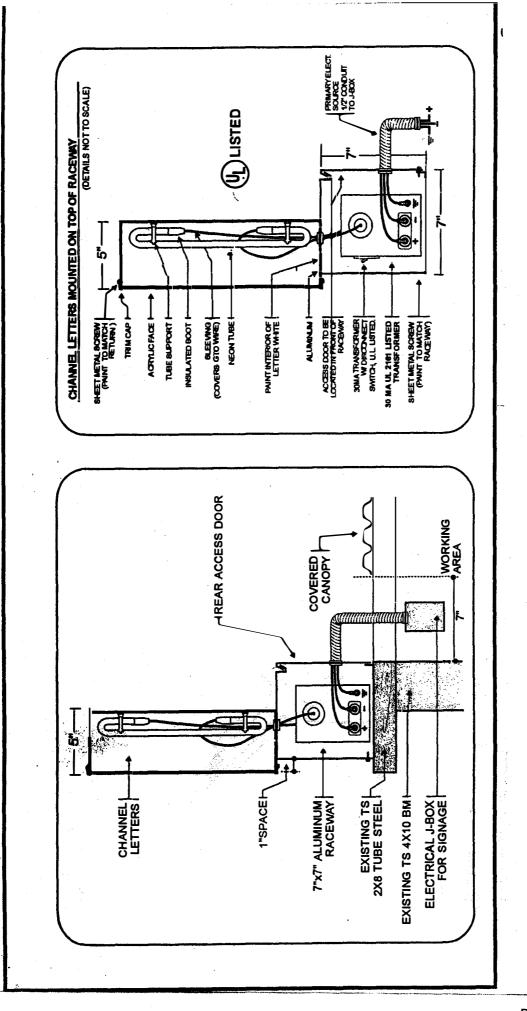


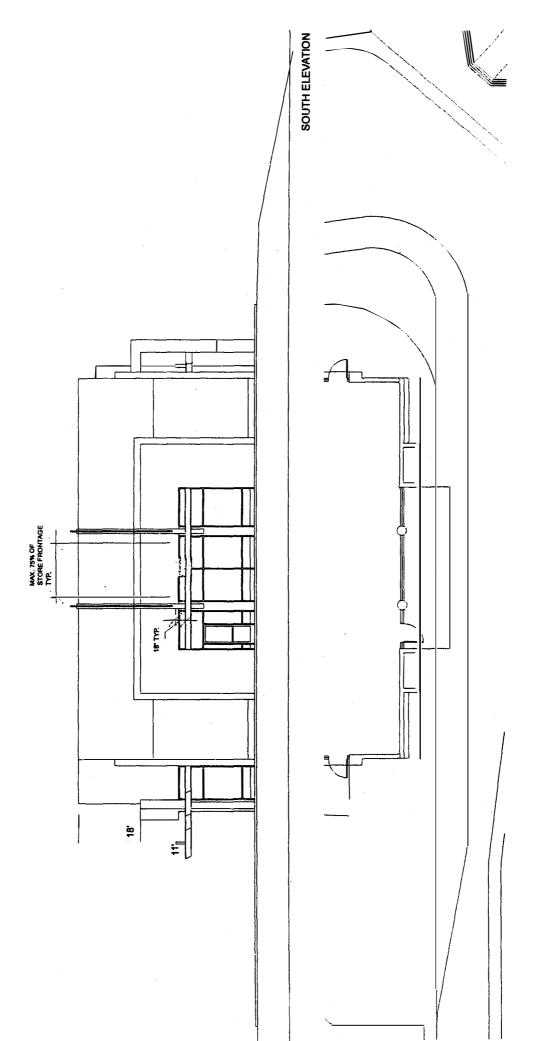
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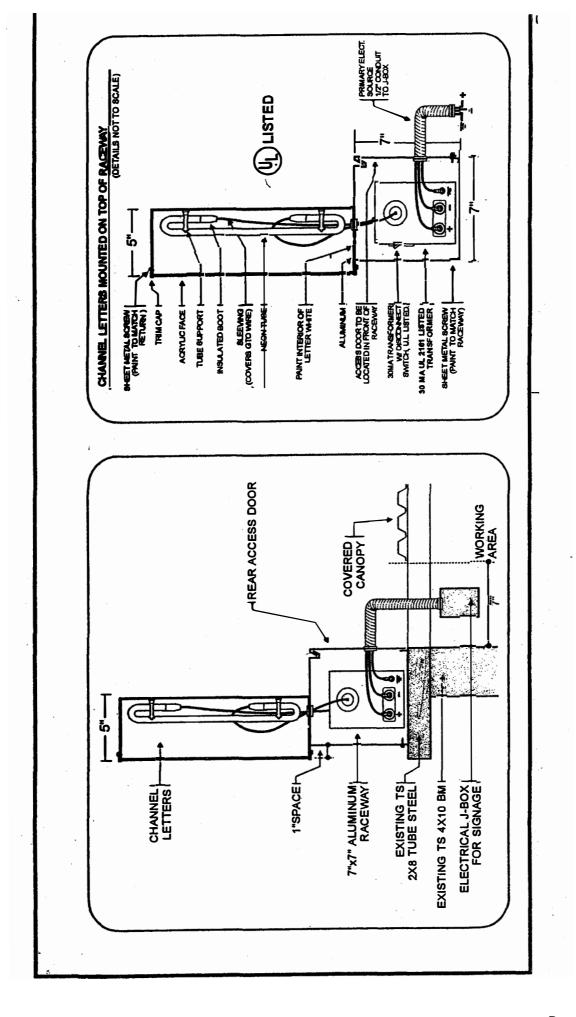
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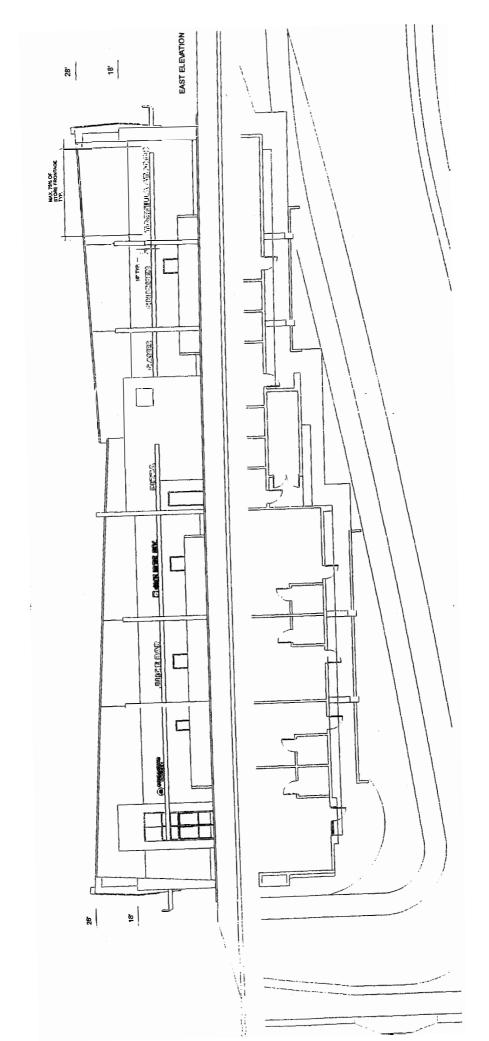


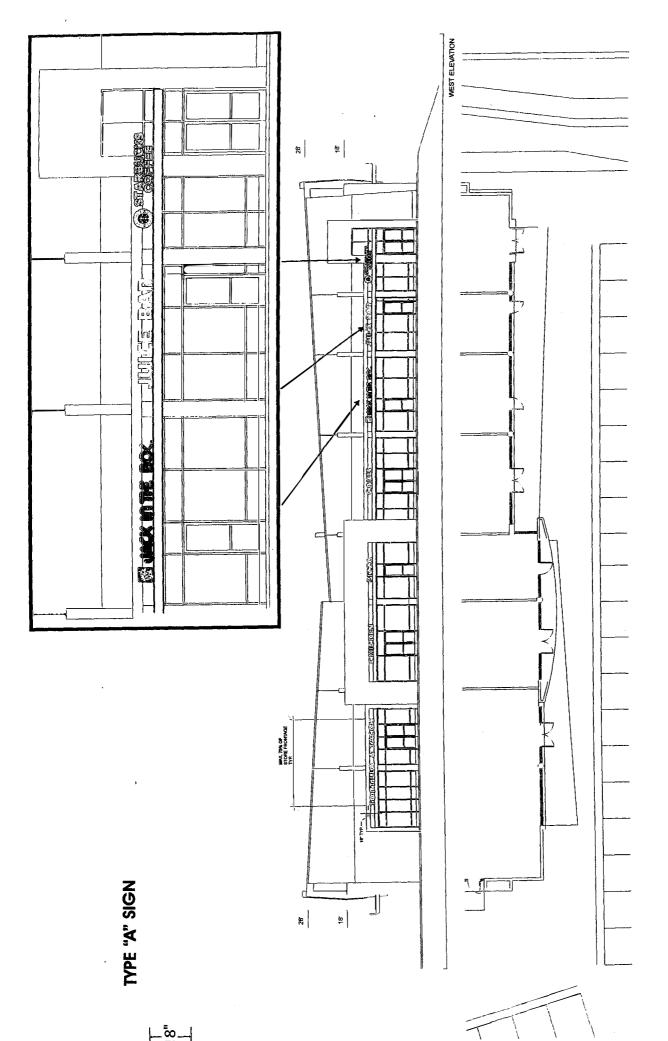




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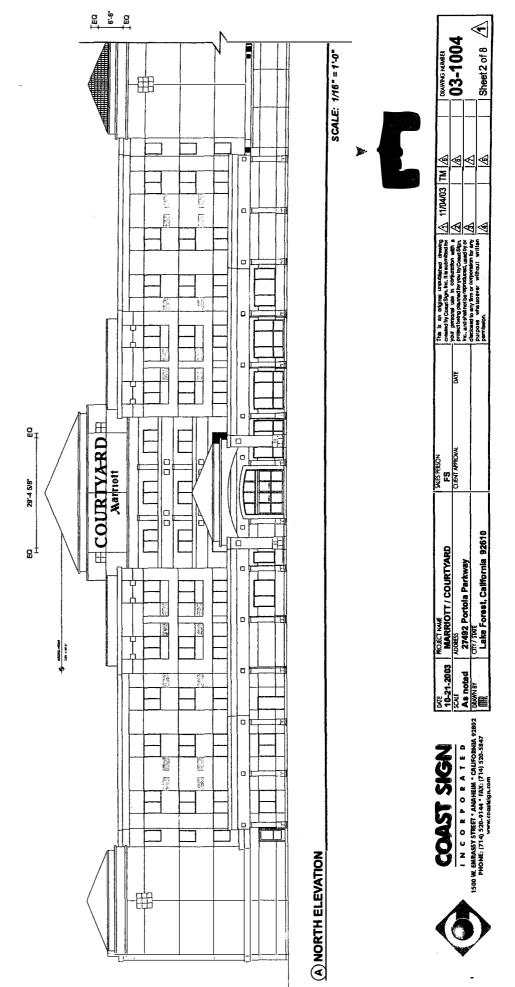




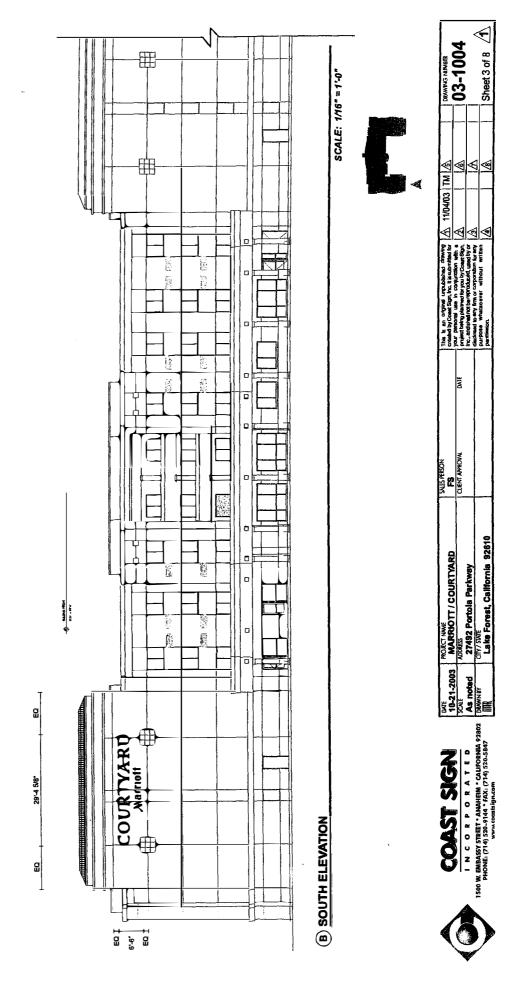


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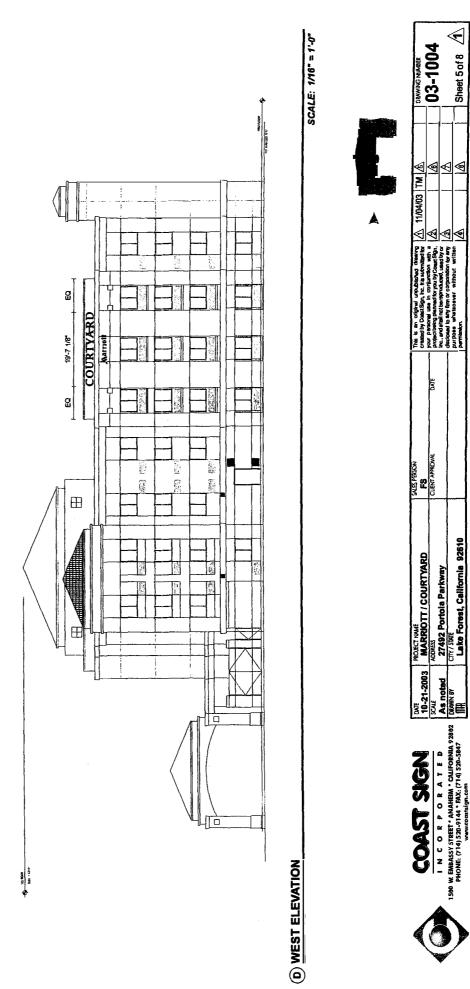
TYPE "A" SIGN



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