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 ("Association") and the City of Lake Forest for the Foothill Planning Area 8 Mixed-Use Development as depicted on the attached Exhibit 1. 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 its 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 Ranch. Prior to sign fabrication or modification, plans for all proposed signage should be submitted to the Committee, which reviews plans for conformance within 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 2). 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:

- 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" x 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.

In addition, prior to installation of sign(s), the User shall be responsible for obtaining permits from the City of Lake Forest, including but not limited to, sign permits, buildings permits and electrical permits.

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. No billboard type signage is allowed along the Foothill Transportation Corridor. Signage along the Foothill Transportation Corridor shall be limited to two (2) pilaster signs to identify the Foothill Ranch Auto Centre (as permitted by Section V. A.) and one (1) monument sign to identify the Foothill Ranch Auto Centre (as permitted by Section VI)

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

- A. Temporary Banners: Approved temporary banners may be used to serve the marketing, communication and identification needs of an individual business. These signs should present a cohesive, well-organized, and identifiable community image and shall conform to the following provisions:
 - 1. Banner signs shall be allowed for up to 30 consecutive 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, and not to exceed fifty (50) square feet.
 - Banners shall be designed to provide a formatted, consistent treatment of logo, form, typestyles, materials, and color and copy layouts.
 - 3. Banners shall be non-illuminated.
 - 4. Riders, add-ons, flags and other post-design attachments are prohibited.
 - 5. Banners shall be maintained in good visual condition and removed immediately upon discontinuation of need of use or expiration of approval.
 - 6. Banner, pennants or temporary signs may not be displayed in any parking area and must be affixed to lineal frontage of tenant space.
 - 7. Banners may not be placed on the inside surface of any window or hung closer than ten (10) feet behind the inside of any window.

- 8. Temporary banners are subject to review and approval of permits from the City.
- B. Promotional Banners: Approved promotional banners may be used to serve the marketing, communication and identification needs of the Auto Dealer's Association "Dealer's Association" or a Dealer-wide promotion. These signs should present a cohesive, well-organized, and identifiable community image and shall conform to the following provisions:
 - 1. The Auto Dealer's may be granted a permit to display a special event display for four (4) periods per year, but in no event shall the combined time period exceed one hundred twenty (120) days per year. A permit is required before any special event display may be exhibited. A special event display is intended to inform the public of a unique happening, action, purpose or occasion.
 - 2. A permit for special event display may allow banner, super graphic and/or special balloons may be granted for a period no longer than thirty (30) days subject to review and approval. (See Table 1).
 - 3. The banners, super graphics and/or balloons shall be limited to a reasonable size, location and number.
 - 4. The plan should show location and colors. The banners, super graphics and/or balloons shall be appropriate for the event and should not negatively affect adjacent land uses. Actual examples should accompany plan.
 - 5. Special events held outdoors and/or in tents, shall comply with this section for signs.
 - 6. No promotional signage is to be placed within public right-of-way.
 - 7. The Auto Dealer shall represent and coordinate all permits with the Foothill Business Association for center promotions.
 - 8. No Banners, super graphics and/or special balloons shall be visible from Bake Parkway, Lake Forest Drive and Portola Parkway except at the intersections where the line of sight would not be screened by perimeter landscaping, grading and or screening wall.

V. Monuments

Planning Area 8 has six (6) different types of monuments located within the development: A) Auto Dealer Pilasters; B) Auto Centre Monument Sign C) Planning Area Monuments; D) Auto Centre Entrance Monuments; E) Project Monuments and F) Auto Dealer Monuments. Exhibit 3 depicts the location of monument types A, C and D. The location of monument type C, E and F are to be pre-approved by the

Committee prior to fabrication and/or installation and must follow the guidelines provided under Section V(C and E).

A. Auto Dealer Pilasters – (Exhibit 4):

- 1. Availability of the dealer identification area on the Primary Monument signs is based on the sole discretion of the Dealer's Association.
- 2. Tenants may utilize their nationally or regionally recognized logo type and colors.
- 3. 16" maximum letter height.
- 4. 10' maximum length.
- B. Auto Centre Monument Sign: One (1) Auto Centre Monument sign shall be permitted along the Foothill Transportation Corridor ("Auto Centre Monument"). The purpose of the Auto Centre Monument sign shall be to provide identification for the Auto Centre and its dealerships for motorists traveling along the Foothill Transportation Corridor (241). The Auto Centre Monument may be either a stand alone sign (i.e., in addition to the two pilaster signs provided for in section V.A. of these Guidelines) or an expansion/reconstruction of the one of the pilaster signs. If proposed as a new and stand alone sign, the location shall be determined by the Foothill Ranch Auto Dealers' Association ("Dealer's Association") or its authorized agent. The Dealer's Association or its agent shall be responsible for negotiating the easement or real property rights required to construct the Auto Centre Monument. The following guidelines/requirements shall apply to the Auto Centre Monument:
 - 1. It shall be owned and maintained by the Dealer's Association or its authorized agent.
 - 2. The sign shall be architecturally compatible with the design of the pilaster signs (as they may be modified consistent with the provisions and procedures of these Guidelines). Architectural compatibility shall be achieved with the use of colors, materials, and cornices which are consistent with existing signs in Planning Area 8.
 - 3. The sign shall include the Foothill Ranch name and logo in a size not less than that which exists on the two pilaster signs that currently identify the Foothill Ranch Auto Centre.
 - 4. The sign shall be limited to a height not exceed thirty-five (35) feet and a width not to exceed twenty-eight (28) feet.

- 5. It may include sign panels for either the manufacture's make (e.g. "Dodge", "Chevrolet") or the nationally or regionally recognized logo for each dealer. In either case, the sign panels may not exceed a height of twenty-four (24) inches.
- 6. The sign shall not be a pole sign, as defined in the Lake Forest Municipal Code.
- 7. It may include not more that one (1) LED (or comparable technology) electronic display panel per sign face. Each electronic display cabinet shall be limited to a height not to exceed fifteen (15) feet and a width not to exceed twenty-four (24) feet.
- 8. At the discretion of the Dealers Association, it may include not more than two panels which identify the "Shops at Foothill Ranch" and "Foothill Ranch Medical Center."
- 9. In addition to complying with all the general provisions and procedures of these guidelines, prior to fabrication or preparation of design development drawings, the Auto Centre Monument shall be subject to the review and approval of the Lake Forest Planning Commission and Lake Forest City Council.
- C. Planning Area Monuments: There are four (4) Planning Area Monuments located within this planning area as shown on Exhibit 3. These signs may include a central monument that is 9' high by 14' wide and is limited to the identification of the center. Each Planning Area Monument may also add two (2) tenant side panels that shall be connected to the Central Monument as depicted on Exhibit 6.
 - 1. Each central monument may include clear direction for the existing projects as follows (see Exhibit 5 as sample):
 - a. Monument B-1 Auto Centre
 - b. Monument B-2 Medical Centre
 - c. Monument B-3 The Shops
 - d. Monument B-4 Medical Centre
 - 2. All central monuments shall include the Foothill Ranch signage logo.
 - 3. The four (4) central monuments are to be designed and constructed by the project user at their full cost and responsibility.
 - 4. All planning area monument signs must be pre-approved in writing by Foothill Ranch Company.

- 5. Monuments shall be single or double-faced.
- 6. Maximum copy area not to exceed 50% of sign face area, with proportionately distributed margins.
- 7. 30" maximum logo height.
- 8. 16" maximum letter height (including lettering that is part of logo).
- 9. Front lighting or internal illumination.
- 10. Signs shall not block the existing view of traffic patterns.
- 11. Tenant sign panels must conform to the following guidelines:
 - a. Tenant sections must match color and style of the central monument.
 - b. Tenant sections may be up to a maximum of 7'0"h x 10'0w each.
 - c. A maximum of two (2) tenants may be listed on each section for a total of four (4) tenants maximum.
 - d. Assignment of the tenant identification area on the monument signs is based on the sole discretion of the landlord.
 - e. Tenant sections are to be designed and constructed by the project owner at their full cost and responsibility.

D. Auto Centre Entrance Monuments (Exhibit 7)

- 1. No Dealer identification allowed on Auto Centre entrance monuments.
- 2. Maximum size: 15' high by 4' wide.
- 3. Signs are to be located at entrance of Auto Centre, as depicted on Exhibit 3.

E. Non-Auto Project Monuments

- 1. Monuments locations within this planning area must be approved by the Committee and must not interfere with other User's property or Association property. The monuments in Planning Area 8 - Non Auto are to be designed and constructed by the User. The monuments shall adhere to the following quidelines:
- 2. Site/project identification signs may be single or double-faced monuments. Copy shall be limited to the User names and/or logo, project identification including name and address of commercial center. A maximum of four (4) users/tenants may be listed on the monument.
- 3. 7' maximum height at street edge and 10' maximum length of monument for a total of 70 square foot maximum.
- 4. Maximum copy area not to exceed 50% of sign face area, with proportionately distributed margins.

- 5. 30" maximum logo height.
- 6. 16" maximum letter height (including lettering that is part of logo).
- 7. Front lighting or internal illumination.
- 8. Signs shall not block the existing view of traffic patterns.
- 9. Each project may have one (1) monument sign per street front elevation for a maximum of two (2) total monument signs per project.
- 10. Placement of monument signage must be pre-approved by Developer and written authorization must be provided with submittal package to the Association.

F. Auto Dealer Monuments

- 1. Dealer monuments signs include only the business name and/or established logo symbol.
- 2. One sign is allowed per street frontage for a maximum of three signs.
- 3. The maximum height and square footage of a monument sign shall be based on the street the sign is oriented towards, as follows:

Maximum Heigh	t and Square Foot	age
Street Orientation	Maximum Height	Maximum Square Footage
Portola Parkway, Lake Forest Drive, Bake Parkway and/or 241 Foothill Transportation Corridor	17.5 feet	100 sf
Towne Center Drive	13.5 feet	75 sf
Auto Center Drive	5.5 feet	55 sf
* Only one 17 E foot tall sign is	allowed per site. A se	soond sign for a

^{*} Only one 17.5 foot tall sign is allowed per site. A second sign for a site on an arterial street is limited to 5.5 feet tall.

- 4. 16" maximum letter height
- 5. 48" maximum logo height.
- 6. Maximum copy area not to exceed 50% of sign face area, with proportionately distributed margins.
- 7. Sign may be double sided
- 8. Sign may be located no closer than 75 feet from a common lot line between dealerships.

- 9. Letters and logos only may be lighted and they shall be lighted internally. No external lighting shall be allowed.
- 10. Signs along Auto Center and/or Towne Center shall be set back from the property line a minimum of five feet (5') and signs along Portola Parkway, Lake Forest Drive, Bake Parkway and/or 241 Foothill Transportation Corridor shall be set back from the property line a minimum of ten feet (10'). All monument signs shall be contained within a planting area which may consist of turf or selective ground covers.

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 a manner as to ensure proper and safe operation.

VII. Restrictions

The following restrictions apply to all Users within the Foothill PA-8, Non-Auto Development.

A. Prohibited

- 1. Exposed junction boxes, transformers, lamps, fusing lamps, tubing, conduits, or neon crossovers of any type.
- 2. Signs using "trim cap" retainers that do not match the color of the letter and 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.
- 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.
- 7. Signs, decals or advertising placed on windows.
- 8. Temporary banners (except as provided elsewhere in this document), pennants, streamers, temporary wall signs, portable signs, including signs on vehicles, sandwich boards, inflatable display or any other attention getting.
- 9. Sign cabinets with translucent faces.
- 10. 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 and 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 premise 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. <u>User Specific</u>

Signage within Foothill PA-8 is intended to contribute to the corporate image of the project and to serve the identification needs of the individual tenants and users. Due to the variety of uses (e.g. retail, office, medical office, auto dealerships) 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 planning area 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.

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:

- 1. The lettering in User signs is to be individually mounted, internally illuminated, individual, channel letters.
- 2. Letter height of signs shall be a maximum of 24".
- 3. Users with nationally or regionally recognized logo graphics may incorporate their business identity graphics and colors into the sign.
- 4. The maximum length of the sign shall not exceed eight percent (80%) of the demised premises frontage.

- 5. Maximum area of the sign not to exceed one square foot of signage per one lineal foot of building frontage.
- 6. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters.
- 7. 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.
- 8. Users located within the interior shops of a multi-tenant building will be allowed two (2) signs. One sign per street frontage and parking lot frontage for a maximum of one (1) sign per elevation for a total of two (2) signs per tenant.
- 9. Users located on the end units, those located on the end units of a multi-tenant building, ("End Cap users") 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 for a maximum of one (1) sign per elevation for a total of thee (3) signs per tenant.
- 10. End cap users may use channel letter signage and/or logos for their end-cap signage.
- 11. Maximum logo height of 30".

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. Exterior building entrance signs are not allowed in office buildings with lobby configurations.
- 2. A maximum of six (6) signs are allowed for a multi-story office building with a maximum of two (2) signs per elevation.
- 3. Sign criteria for office Users is further broken out into two (2) different types of signage, Major and General. Signage type and location of sign for applicable user will be determined and must be pre-approved by Developer/Landlord of building prior to submission for permit.
 - 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. Maximum allowable sign is not to exceed fifty feet (50') in length.

b General sign:

- i. Internally illuminated halo channel letters or ½" thick nonilluminated aluminum letters pin-mounted to building.
- ii. The maximum allowable sign height is not to exceed sixteen inches (16").
- iii. Maximum allowable sign is not to exceed fifteen feet (15') in length.

C. Medical Offices

Medical Office Users include User owned and leased offices which provide medical services. The guidelines for Users who fall within this category are as follows:

- 1. Medical projects are further defined as multi-building complex, multitenant, single building project or single-tenant, single building project.
 - i. Multi-Tenant, Multi-Building Project
 - a Developments, which fall within these criteria, are those that include more than one building within its project.
 - b Single story buildings are allowed a maximum of two (2) tenant identification wall signs allowed per building elevation, for a maximum of six (6) signs.
 - c Two-story buildings that face an interior courtyard are allowed a maximum of two (2) tenant identification on three exterior elevations. An interior-facing elevation may have a total of eight (8) signs for a maximum of fourteen (14) signs on the building.
 - d One project directory sign is allowed with a maximum height of 7'0.
 - ii. Multi-Tenant, Single-Building Project
 - a Buildings that fall within these criteria are those, which include only one building on its project and have a minimum of two tenants in the building.
 - b A maximum of six tenant wall identification signs are allowed per building, not to exceed more than one sign per tenant. The six

signs may be allocated by either Option 1: Three (3) signs each on two street facing elevations; or Option 2: Two (2) signs each on any three elevations.

iii. Single-Tenant, Single-Building

- a The lettering in signs is to be individually mounted, internally illuminated, individual, channel letters.
- b Buildings that fall within these criteria are those, which include only one building on a site with one tenant.
- c A maximum of one wall sign is allowed per each elevation of the building
- d Wall sign can be one sq. ft. per linear ft. of building frontage, not to exceed 200 sf.
- e Maximum allowable letter/logo height not to exceed thirty-six inches (36")
- 2. Tenant Identification Wall Signs for multi-tenant buildings:
 - i. One sq. ft. per linear ft. of building frontage.
 - ii. Maximum allowable letter height not to exceed twenty-four inches (24").
 - iii. Maximum allowable sign length not to exceed forty feet (40').
 - iv. Maximum allowable sign area not to exceed eighty square feet (80 s. ft.).

D. Auto Dealerships

Auto Dealerships include User owned and leased offices that provide sales, leasing and services for automobiles. The guidelines for Users who fall within this category are as follows:

- 1. Lettering to be individually mounted, internally illuminated, individual, channel letters.
- 2. Letter height of signs shall be a maximum of 24" for a single line.
- 3. Dealers may utilize their nationally or regionally recognized logo identity graphics and colors.
- 4. The maximum allowable sign area is not to exceed a maximum of one hundred (100) square feet per elevation in a horizontal format and should be proportional to the building surface of which it is a part. The sign area will be calculated by creating a rectangle around the individual letters, then multiplying the length by the width.
- 5. Dealer sign length must not exceed seventy (70%) percent of the dealer store frontage.

- 6. One sign is permitted per street frontage and parking lot frontage for a maximum of one (1) sign per elevation.
- 7. Building mounted signs may be attached to screen walls or service buildings or showrooms that face onto the interior loop road of Auto Centre Drive only. Such signage may not be mounted on a rear or property line walls.
- 8. The maximum number of dealer wall mounted identification signs shall not exceed three (3).

Exhibit 1
Planning Area 8 - Mixed Use Development

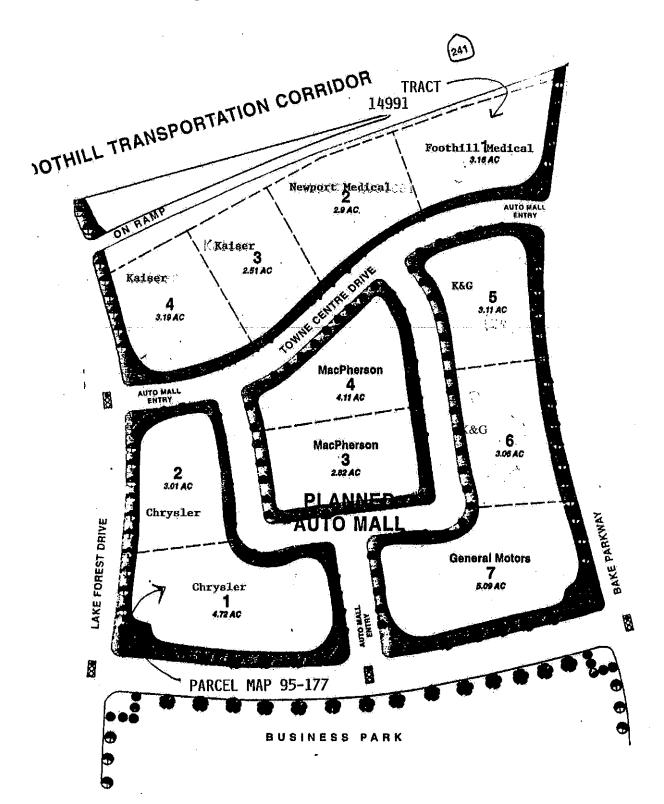
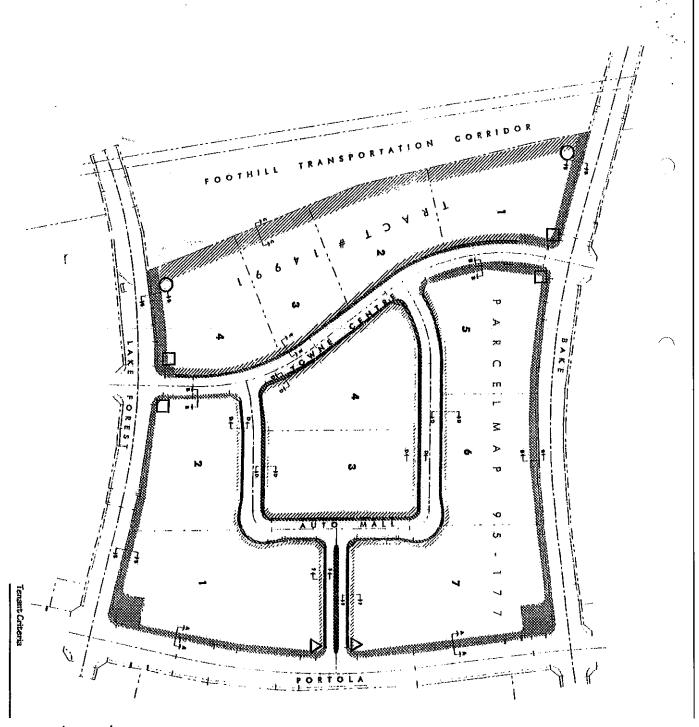


Exhibit 2

FOOTHILL RANCH BUSINESS ASSOCIATION SIGNAGE APPROVAL SUBMITTAL PROCEDURES

APPROVING PARTY	STEP I – SIGNAGE PLAN SUBMITTAL	STEP II - CONSTRUCTION
FOOTHILL RANCH BUSINESS ASSOCIATION Architectural Review Committee ("Committee")	 Submit signage site plan and working drawings to Committee to review for conformance with project signage program. Signage plans are to include all proposed building, directional and monument signage. 	Committee conducts periodic field inspections to insure compliance with approved signage plan. Committee conducts Final walk-through
Send all submittals to:	Signage Plan package to include four (4) sets of the following: Color Elevations Cross-sections Dimensioning Copy layout	
Foothill Ranch Business Association Architectural Review Committee C/O Merit Property Management, Inc. 1 Polaris Way Aliso Viejo, CA 92656	□ Power □ Plot Plan showing relationship to drive aisles/buildings 2. \$350.00 Non-refundable Architectural Review Fee 3. Committee issues signage approval letter.	
City of Lake Forest 25550 Commercentre Drive Lake Forest, CA 92630	 Submit signage drawings with Committee approval letter to the City of Lake Forest. City issues signage permit. 	1. City conducts field inspections and certifications

Exhibit 3 Planning Area 8 Monuments



Legend:

- Monument Type A□ Monument Type B△ Monument Type C

Exhibit 4 Auto Dealer Pilasters

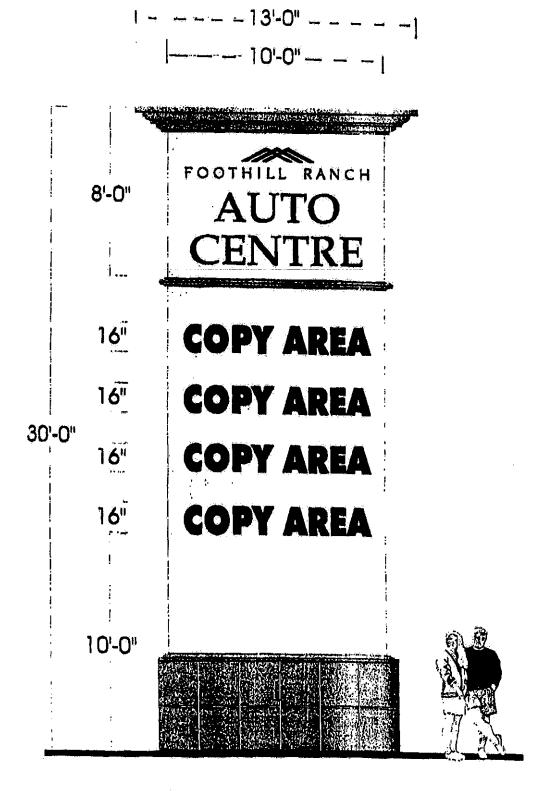
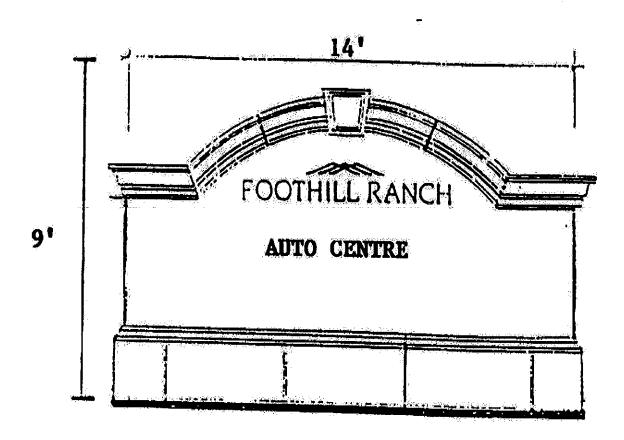
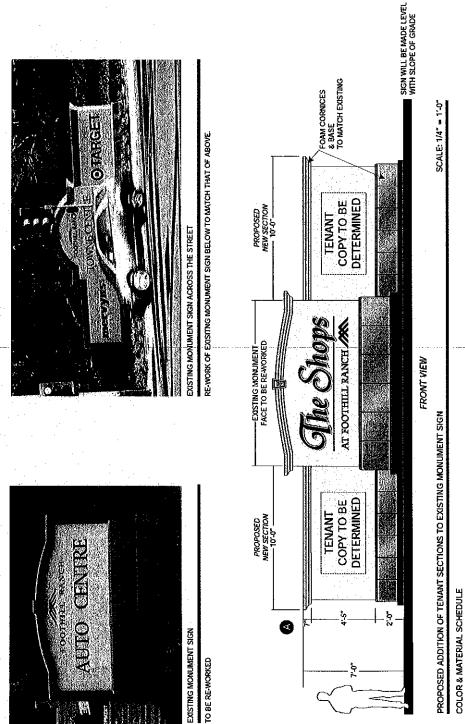


Exhibit 5 Planning Area Monument



Planning Area Monument - Tenant Side Panels Exhibit 6



COLOR & MATERIAL SCHEDULE

12" DEEP FABRICATED ALUMINUM CABINET SECTIONS
CORNICES & BASE: TO MATCH EXISTING (CONTACT: 14-TECH FOAM PRODUCTS - RIVERSIDE, CA)

ALL PAINT COLORS TO MATCH COLORS OF EXISTING MONUMENT. VERFY ALL PAINT COLORS FOR MANUFACTURING.

Exhibit 7
Auto Centre Entrance Monuments

