PACIFIC COMMERCENTER PLAZA SIGN CRITERIA

CITY OF LAKE FOREST PLANNED SIGN PROGRAM 96-02

DEVELOPED BY:

LAMORINDA DEVELOPMENT INVESTMEN[†] 2808 E. KATELLA AVE. #102 ORANGE, CA 92667 714-997 9192

ARCHITECT:

BUNDY FINKEL ARCHITECTS 20331 IRVINE AVE. #7 SANTA ANA HEIGHTS CA 92707 714-850 7575

SIGN CONSULTANT AND FABRICATOR

ARCHITECTURAL DESIGN / SIGNS 1802 AMERICAN STREET ANAHEIM CA 92801 714-578 2662

REVISION: OCTOBER 11 1996



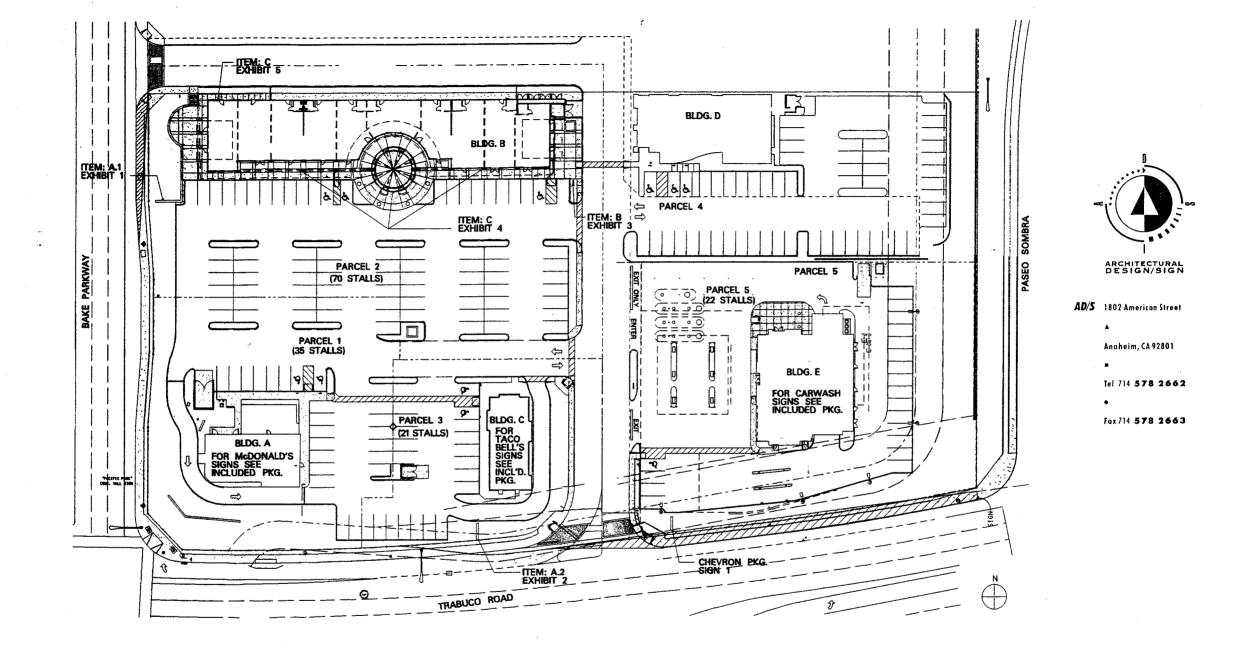


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PACIFIC COMMERCENTRE PLAZA USE Permit No. 95-08

Site Plan

Bake & Trabuco, Lake Forest, CA

Pacific Commercenter Plaza Tenant Sign Criteria

OBJECTIVE

The objective of the Tenant Sign Criteria is to provide design standards and specifications that assure consistency in quality, size, placement, and configuration for tenant signs throughout Lake Forest. Signage at Lake Forest is viewed as an integral part of the center's image and success. As such, signs shall be carefully designed and executed to enhance the identity of retail tenants and to exceed the standards and quality normally associated with commercial retail signage.

REQUIREMENTS FOR SIGNAGE IMPLEMENTATION

- 1. Each Tenant shall provide a minimum of one primary identification wall sign in accordance with the approved criteria.
- 2. The Tenant shall be responsible for the following expenses relating to signage for Tenant's store:
 - design consultant's fee
 - permit processing and application fees
 fabrication and installation of signage
 - nabrication and installation
 maintenance and repair
 - all costs relating to signage removal, including repair of any damage to the building
- 3. There is a formal process for the creation, review and approval of tenant signs at Lake Forest (see "Submittals and Approvals" section of this document). The Landlord shall provide the concept design for required tenant signage. The Tenant shall provide, within fifteen (15) days after the lease is executed, the following information for use by the Landlord's design consultant in developing sign design concepts: store name, logo image and colors, samples of interior materials, colors, and finishes.
- 4. The Landlord shall designate sign fabricators who are well-qualified in the techniques and processes required to implement the intent of the concept design. Only pre-qualified sign contractors approved by the Landlord shall be allowed.
- 5. The Tenant agrees to abide by all provisions, guidelines, and criteria contained within the City approved Lake Forest ordinance and these signage criteria. In the event the Pacific Commercenter Plaza sign program does not provide specific guidance on a sign issue, the city sign ordinance shall prevail.
- 6. Only those sign types provided for and specifically approved in writing by the Landlord will be allowed. The Landlord may, at his sole discretion, and at the Tenant's expense, correct, replace or remove any sign that is installed without his written approval and/or that which is not in conformance with the plans as submitted and with requirements and documents referenced herein.
- 7. The Tenant shall maintain all storefront in like new condition. The Landlord may, at his sole discretion and the Tenant's expenses, replace, refurbish or remove any sign that has become deteriorated. Landlord may, at his sole discretion, maintain a service contract for Tenant's sign subject to reimbursement by Tenant.

SUBMITTALS AND APPROVALS

Prior to sign fabrication, Tenant or his sign contractor shall submit for Landlord approval three (3) sets of complete and fully-dimensioned and detailed shop drawings reflecting the concept design provided by the Landlord's design consultant. Shop drawings are to be submitted to Landlord within seven (7) days after concept design is finalized by Landlord approval. In addition to shop drawings, such submissions shall include the following, send to:

Terry Clingan TSC Commercial Properties 2808 E. Katella Avenue, Suite 102 Orange, CA 92667

- a. Elevation of storefront and fascia showing design, location, size and layout of sign, drawn to scale, indicating dimensions, attachment devices and construction detail.
- b. Sample board showing colors and materials including building fascia, letter faces, returns, and other details of construction as requested by Landlord; samples of actual paint colors and finishes.
- c. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.

All Tenant sign submittals shall be reviewed by Landlord and/or its agent for conformance with the provisions of the City-approved Lake Forest Sign Plan, these signage criteria, and the concept design provided by Landlord.

Within ten (10) business days after receipt of Tenant's shop drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of Landlord. Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved in writing by Landlord prior to permit application or sign fabrication. All resubmittals shall be within a ten (10) business day prior following the day of rejection by Landlord.

Following Landlord's approval of proposed signage, Tenant or his agent shall submit to the City of Lake Forest sign plans signed by Landlord and applications for all permits for fabrication and installation by sign contractor. Tenant shall furnish Landlord with a copy of said permits prior to installation of Tenant's sign(s).

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the final approved plans and shop drawings. Landlord may, at his option, perform an in-shop inspection of the signage prior to installation. Any work deemed unacceptable shall be rejected and shall be corrected or modified at Tenant's expense as required by the Landlord or its agent.

Tenant shall install the required signage within thirty (30) calendar days after receipt of permit from the City of Lake Forest, and in any event signage shall be installed no later than Tenant's opening for business. If signage is not in place by that date, Landlord may order fabrication and installation on Tenant's behalf and at Tenant's expense, to be reimbursed to Landlord upon demand.

SIGN CONTRACTOR RESPONSIBILITIES

The Tenant's sign contractor is responsible to do the following:

- Provide to the Landlord, prior to commencing fabrication, an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of \$1,000,000.00.
- Obtain approved sign permits from the City of Lake Forest prior to sign fabrication and deliver copies of same to Landlord.
- Submit to Landlord and/or its agent for approval prior to fabrication complete and fully-dimensioned shop drawings along with items a, b, c, and d under "Submittals and Approvals" section.

PROHIBITED SIGNS

The following are prohibited:

- Temporary wall signs pennants, flags, banners, inflatable displays or sandwich boards unless 1. specifically approved by Landlord and City
- 2. Window signs except where specifically approved by the Owner.
- Exposed junction boxes, transformers, lamps, tubing, conduits, raceways or neon crossovers of any 3. type.
- Signs using "Trim Cap" retainers that do not match the color of letter and logo returns. 4.
- Pre-manufactured signs, such as franchise signs, that have not been modified to meet the criteria. 5.
- Paper, cardboard or Styrofoam signs, stickers, or decals hung around, on or behind storefronts,. 6.
- Exposed fastenings, unless fastenings make an intentional statement. 7.
- 8
- Simulated materials (i.e., wood grained plastic laminates, etc.) or wall covering. Animated lights or other "moving" sign components, except where specifically approved by 9. Landlord. On d
- Internally-illuminated awning backgrounds. 10.
- Signs consisting solely of a rectangular cabinet (see "Acceptable Sign Treatments" in Design 11. Guidelines section).
- Rooftop signs, signs projecting above rooflines or parapets, signs on mansard roofs or equipment 12. screens
- 13. Advertising or promotional signs on parked vehicles.

DESIGN GUIDELINES

Design Objective

The primary objective of the sign criteria is to generate high quality, creative tenant signage. A diversity of sign types and styles is encouraged to impart a lively quality. Treatments encouraged by the plan include:

- Mixed-media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting techniques.
- Application of innovative technologies (i.e., fiber optics, neon accents).
 - Fusion of contemporary elements to create a unique appearance.

Acceptable Sign Treatments

A mixed-media approach where signage is composed of several different elements and lighting techniques is encouraged. The following treatments are considered appropriate:

- Dimensional geometric shapes.
- Painted metal.
- Screens, grids, or mesh.
- Etched, polished, or abraded metal.
- Cut steel or fabricated steel.
- Neon.
- Dimensional letter forms with seamless edge treatment.
- Opaque acrylic materials with matte finishes.
- Internally illuminated signs with seamless opaque cabinets and pop-through lettering and/or neon.

Signs consisting solely of a rectangular cabinet will not be allowed. Generally, signs should be composed of several different elements, one of which could be a cabinet. In such cases, the cabinet should not exceed 50% of the total sign area. With the landlord's approval, a sign cabinet configured as a complex shape (i.e., polyhedron) may be used alone providing it incorporates dimensional elements such as channel letters or exposed neon.

Lighting

In keeping with the creative design objective, identity signs for tenants should be illuminated using a variety of lighting techniques. One or more of the following are encouraged:

- Reverse channel neon with silhouette illumination.
- Open channel neon.
- Fiber optics.
- Tivoli lights.
- Exposed neon.
- Internal illumination.
- Front lighting.
- Area lighting.

The following shall be prohibited:

- Animated lights.
- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with the storefront design.

Colors

The following guidelines are to be adhered to in selecting colors for tenant signage:

- Signs should incorporate regionally and nationally recognized logo colors.
- Sign colors should be selected to provide sufficient contrast against building background colors.
- Sign colors should be compatible with building background colors.
- Signage colors should provide variety and excitement.
- Color of letter returns should contrast with face colors for good daytime readability.
- Interior of open channel letters should be painted dark when against light backgrounds.
- Neon colors should complement related signage elements.
- Color of "Trim Cap" retainers must match the color of letter returns and/or logo returns.

All sign colors are subject to review and approval by the Landlord as part of the tenant sign submittal.

Type styles and Logos

The use of logos and distinctive type styles is encouraged for all tenant signs. Sign lettering should be combined with other graphic elements and imagery denoting the type of business. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in California, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters.

a. Monument Signs: These are a total of two (2) monument signs Items A:1 and A:2 are for the major tenants.

All callouts and specifications are as per attached Exhibits 1, 2 & 3.

b. General Tenant Wall Signs: (See Exhibit: 4)

1. In order to facilitate a fair and equitable sign program which affords each tenant ample identification and falls within the City of Lake Forest's guideline limitations. Each tenant will be allowed one (1) sq. ft. per linear ft. of store frontage.

If for the sake of better design quality, it is deemed necessary, a tenant may increase the sign area by 10% - 15%, however, this approval will be at the sole discretion of the Landlord and City.

- 2. Maximum length of any one sign may not exceed 80% of the store frontage.
- 3. The placement of each tenant sign is determined by the architectural elements of that store and may vary from building to building, however, final placement is at the sole discretion of the Landlord and/or landlord's architect.

GENERAL PROVISIONS AND CONSTRUCTION REQUIREMENTS

- 1. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
- 2. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement.
- All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be acceptable. The Landlord reserves the right to reject "design" and fabrication work deemed to be below standard.
- 4. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
- 5. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- 6. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
- 7. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
- 8. Surfaces with color mixes and hues prone to fading (i.e., pastels, fluorescent, complex mixtures, and intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
- 9. Joining of materials (i.e., scams) shall be finished in such a way as to be unnoticeable. Visible welds shall be ground smooth and finish with autobody filler. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
- 10. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
- 11. Reverse channel letters shall be pinned 2" off building wall. Return depth shall be 2 3/4", and signs shall have a clear acrylic backing. Double tube neon shall be used where width of letter stroke exceeds 3 1/2".
- 12. Depth of open channel letters shall be 2 3/4". All hardware and neon tube supports inside open channel letters shall be painted to match interior letter color. Neon tubing shall be sufficient to make letters illuminate evenly and shall be installed so that top surface of neon is flush with front edges of open channel.
- 13. Standard channel letters with plex faces shall be 5" deep. Letter returns shall be painted to contrast with color of letter faces.
- 14. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps shall be single pin (slimline) with minimum 12" center-to-center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- 15. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- 16. Unless otherwise specified and approved, the back side of all bare neon used for signage shall be painted to provide an opaque finish. Paint color shall exactly match the Landlord-approved specification.

- 17. All conduit, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron materials will be allowed.
- 18. Electrical signs shall be powered by sign circuits provided from the shopping center's common area panel.
- 19. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures, one per sign only. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
- 20. Penetrations into building walls, where required, shall be made waterproof.
- 21. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
- 22. In no case shall any manufacturer's label, stamp, or decal be visible from the street from normal viewing angles.
- 23. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to visible shall be exposed.
- 24. All fascia signs and voltage to be determined to be connected to the main electrical circuit provided; as such, all signs are hooked into a central time clock for the shopping center.

DOUBLE FACED ILLUMI

11-3" Mc Doncalds BAKE HAND CAR WASH TACOS BELL BAGELS GALORE

> AREA OF SIGN = 100 SQ. FT. A MAXIMUM OF FOUR (4) TENANTS PER MONUMENT . PER CITY SIGN ORDINANCE

SCALE : 1/4" = 1'-0"

SPECIFICATIONS:

12'-2

THE ENTIRE CABINET IS CONSTRUCTED OUT OF ALUMINUM WITH FABRICATED HALO ILLUMINATED ACCENT DIVIDER BARS. THE COPY IS 3/4" CLEAR PUSHED THROUGH PLEX WITH TRANSLUSCENT VINYL OVERLAY. INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS.

NOTE: THE COLORS WHICH ARE STILL TO BE DETERMINED, ARE TO MATCH THOSE OF THE PROJECT



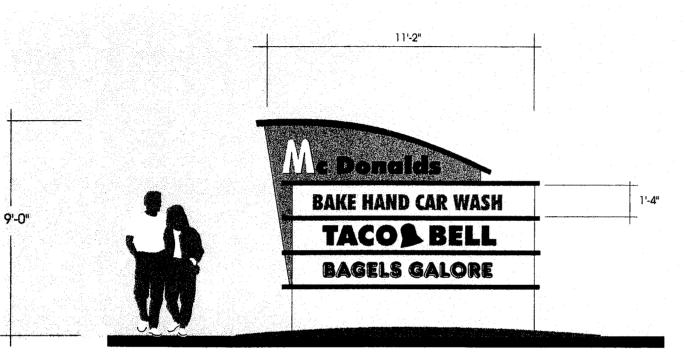
EXHIBIT - 1

MONUMENT SIGN

ITEM: A:1

EXHIBIT - 2 DOUBLE FACED ILLUMINATE MONUMENT SIGN

ITEM: A: 2



SCALE: 1/4" = 1'-0"

AREA OF SIGN = 72 SQ. FT. A MAXIMUM OF FOUR (4) TENANTS PER MONUMENT . PER CITY SIGN ORDINANCE

SPECIFICATIONS:

THE ENTIRE CABINET IS CONSTRUCTED OUT OF ALUMINUM WITH FABRICATED HALO ILLUMINATED ACCENT DIVIDER BARS. THE COPY IS 3/4" CLEAR PUSHED THROUGH PLEX WITH TRANSLUSCENT VINYL OVERLAY. INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS.

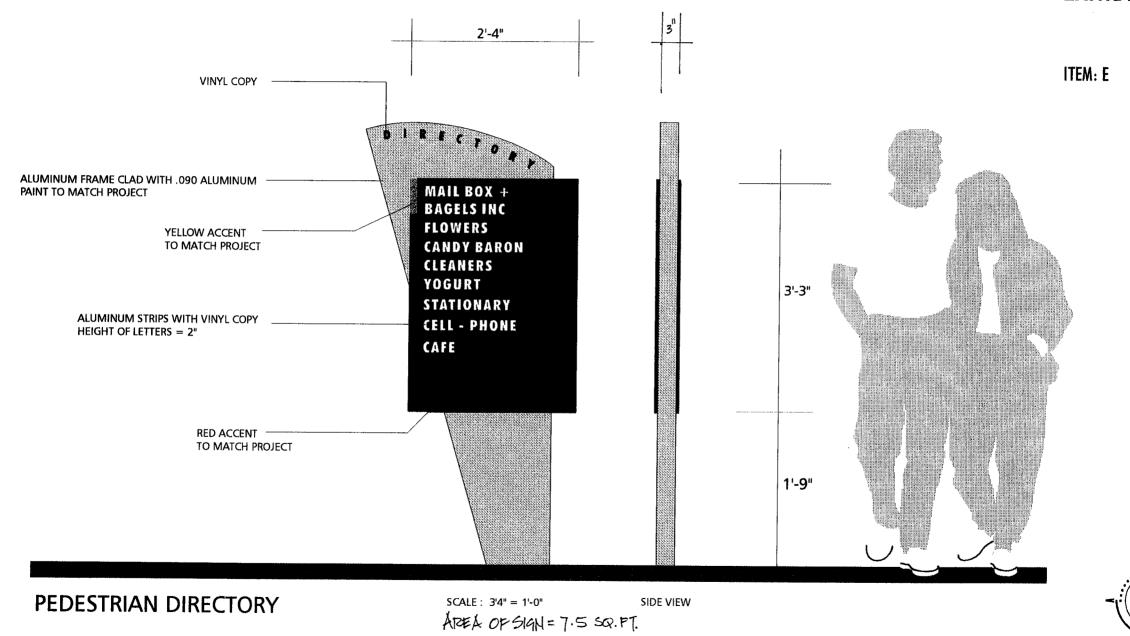
NOTE: THE COLORS WHICH ARE STILL TO BE DETERMINED, ARE TO MATCH THOSE OF THE PROJECT

FOUR (4) TENANTS ONLY PER SIDE MAY BE IDENTIFIED.



EXHIBIT - 3

1



ARCHITECTURAL DESIGN/SIGN

EXHIBIT - 4

MAXIMUM WIDTH 80% OF STORE FRONT

AREA - 1 SQ. FT. PER LINEAR FT. OF STORE FRONTAGE

JUST PHONES

CHANNEL LETTER EXAMPLES



HAIR&NAILS



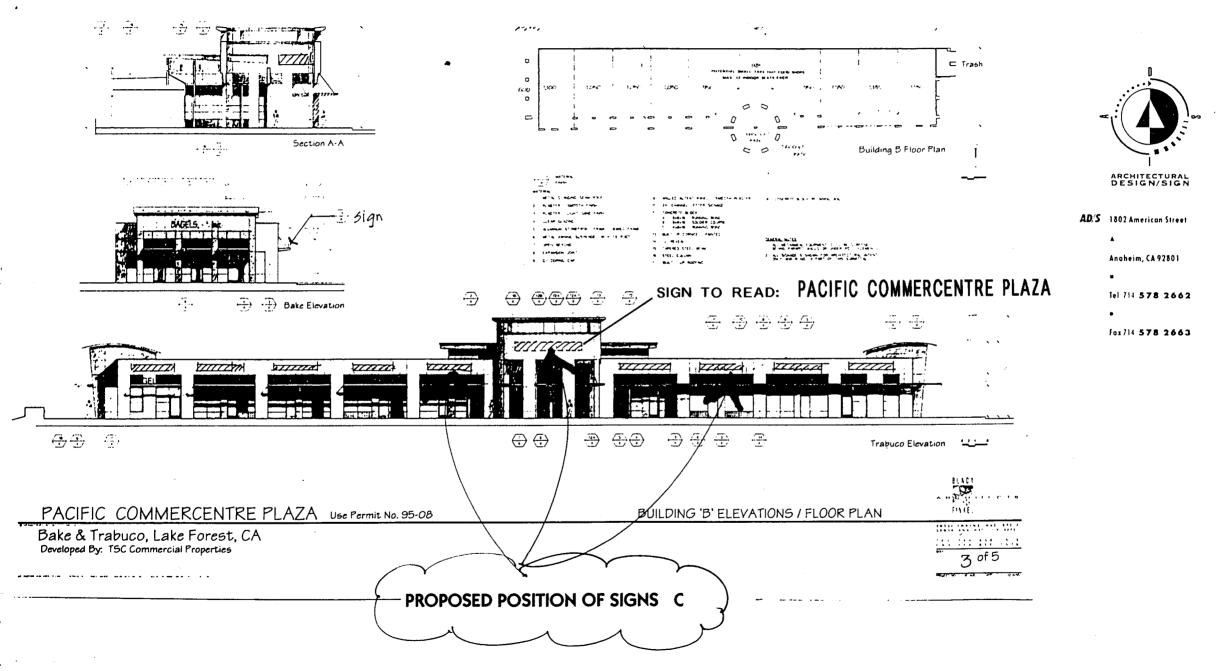
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SCALE: 1/8" = 1'-0"

* IF FOR THE SAKE OF BETTER DEGIGN QUALITY, IT IS DEEMED NECESSART, A TENANT MAY INCREASE THE SIGN AREA BY 10% - 15%. HOWEVER, THIS APPROVAL WILL BE AT THE SOLE DISCREETION OF THE LANDLORD AND CITY.

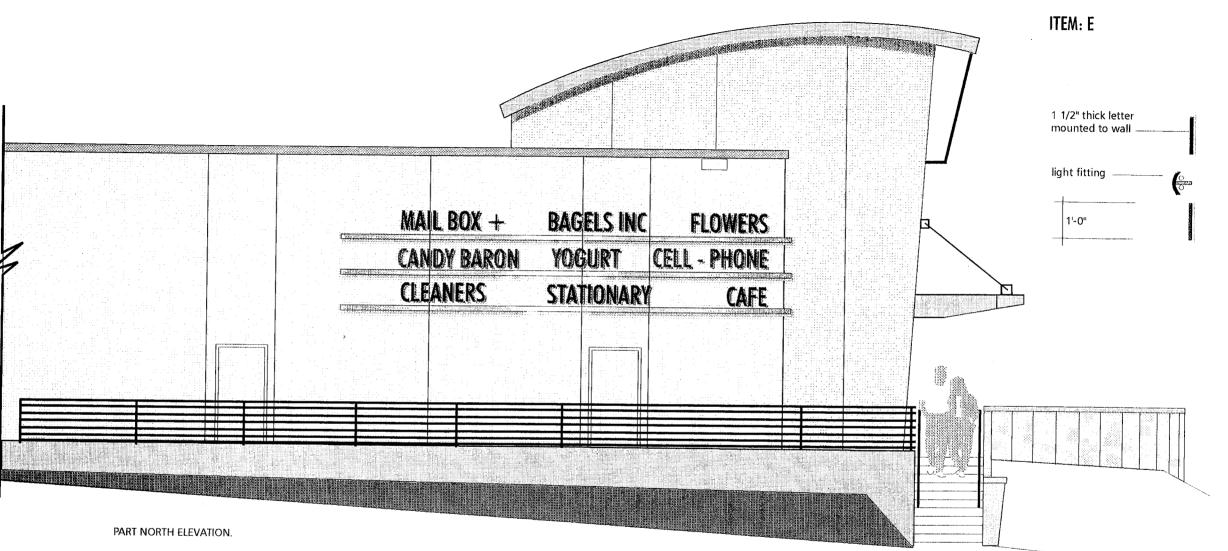


EXHIBIT 4a



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scale: 1/8" = 1'-0"

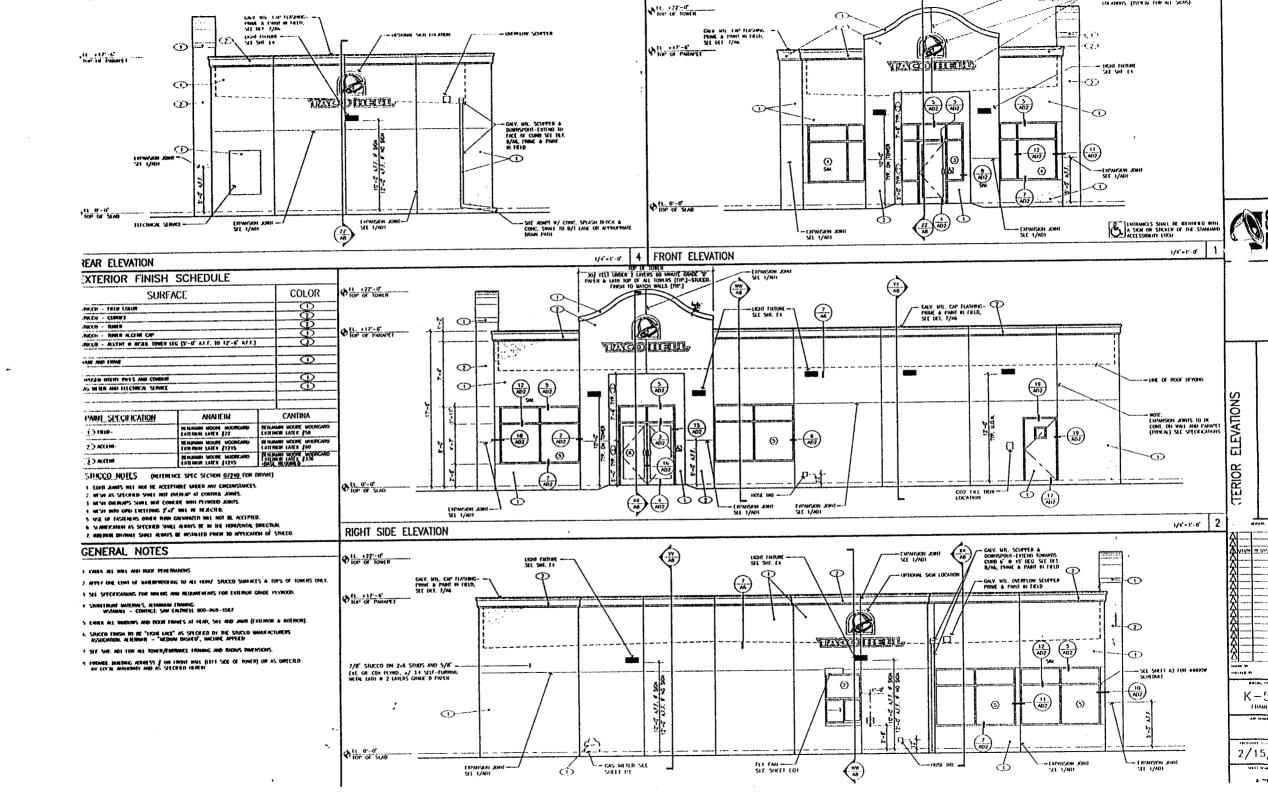


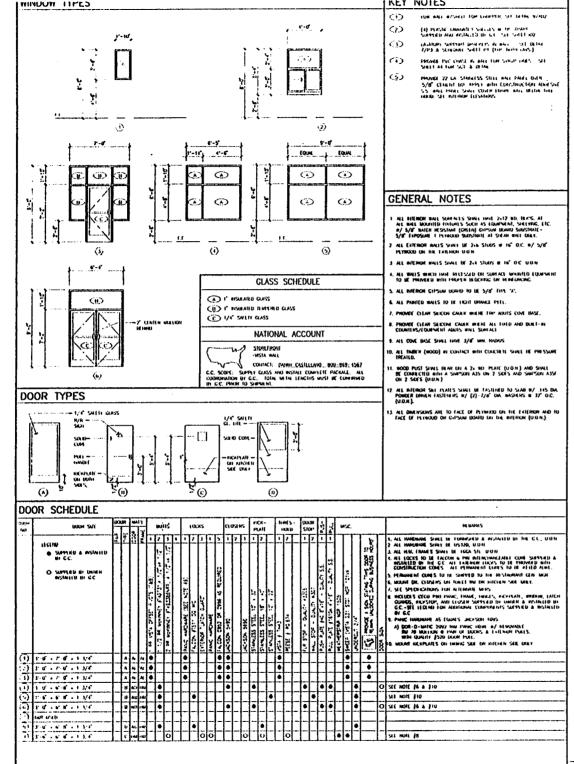
SITE SKETCH

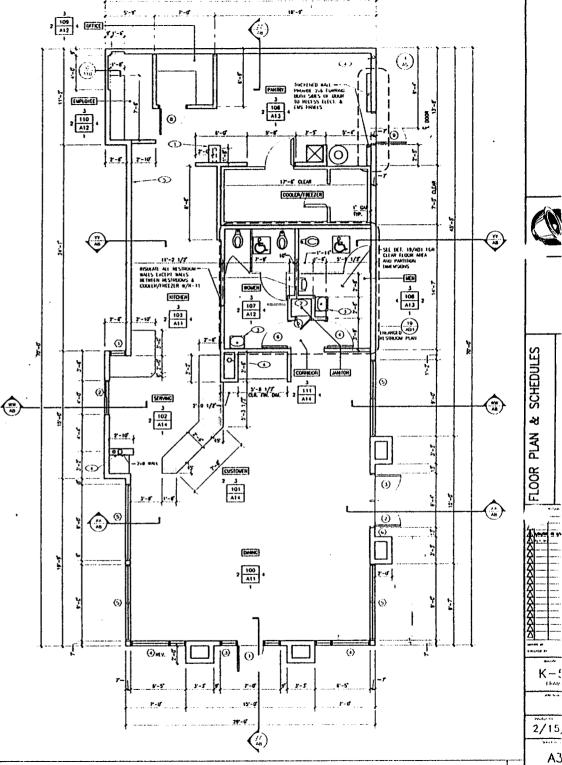
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PROJECT INFORMATION		CONSULTA	NT	
Site #: _11-0050	Building Type: K-50/255	Firm:	L.G. MIYAMOTO,	APCH.
Address: TRAELICO ROAD	•	Contact:	IRV MIYAMOTO	
City/State: LAKE FOREST, CA			(209)431-57	
CM: ZORAH HAMEDALLY	Drive-Thru Stack:	11	(209)431-72	18
REM:	Site Sq. Ft. 23,12145			
APPROVALS				
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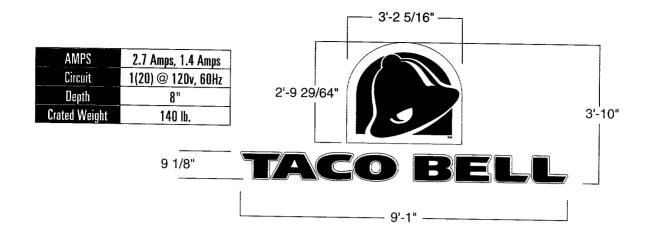




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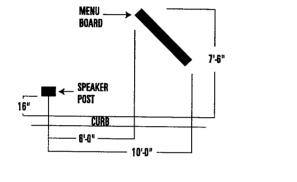
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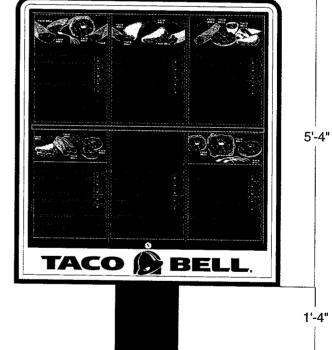
BUILDING LETTERS

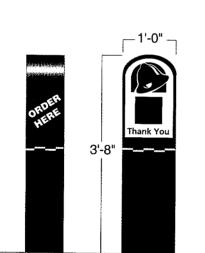


SPEAKER POSTS/MENUBOARDS

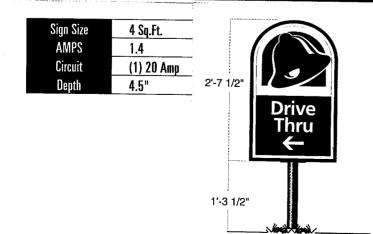
AMPS	1.4 Amps, 3.0 Amps	
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Depth	8"	
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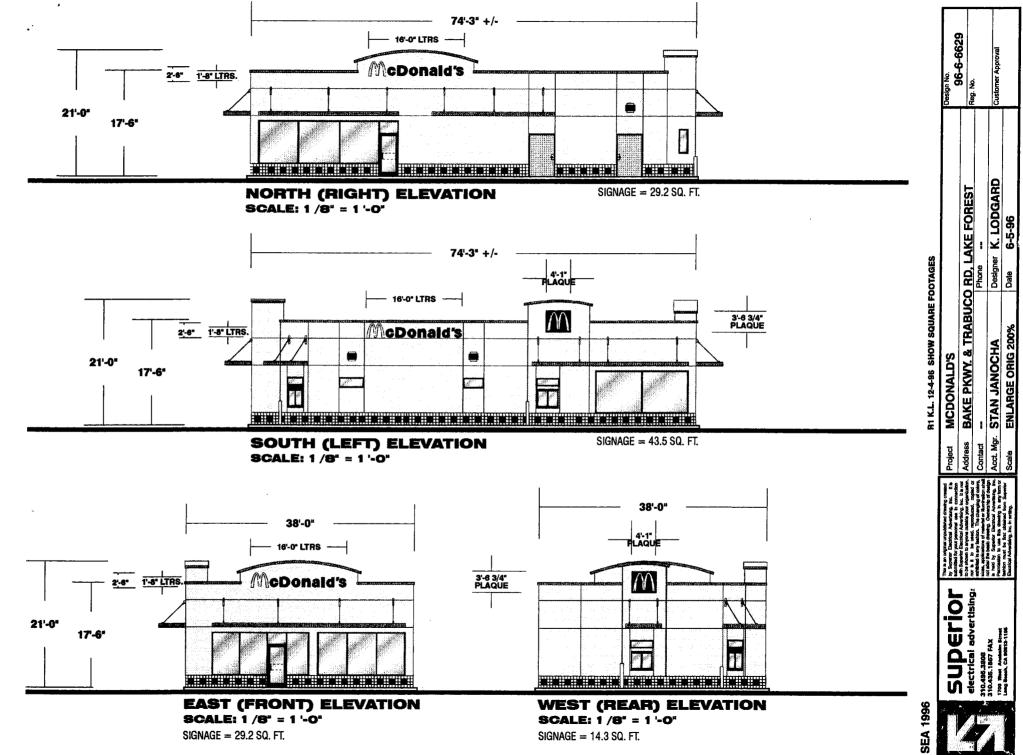




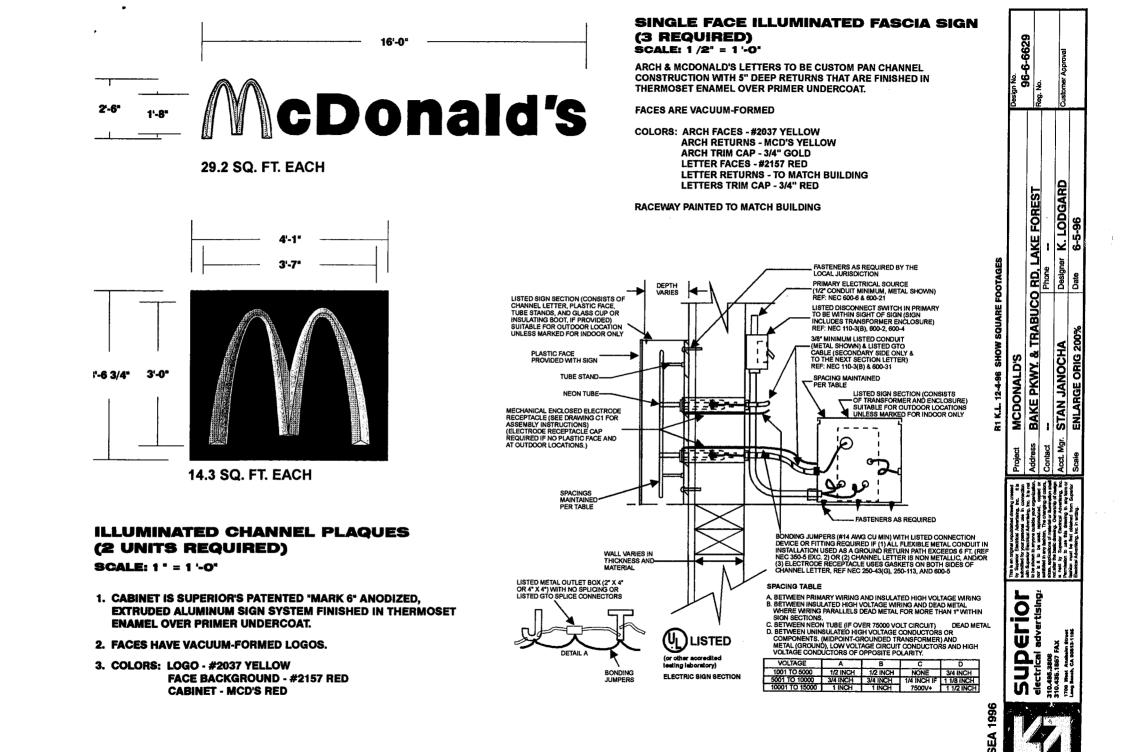


DIRECTIONAL SIGNS

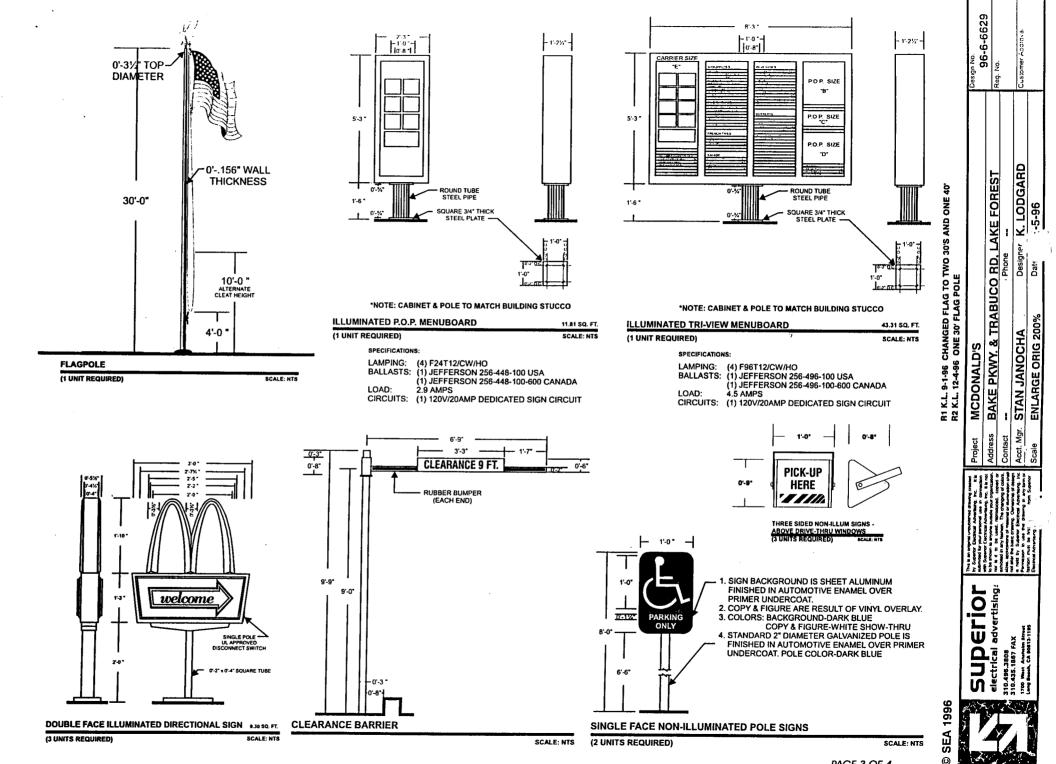




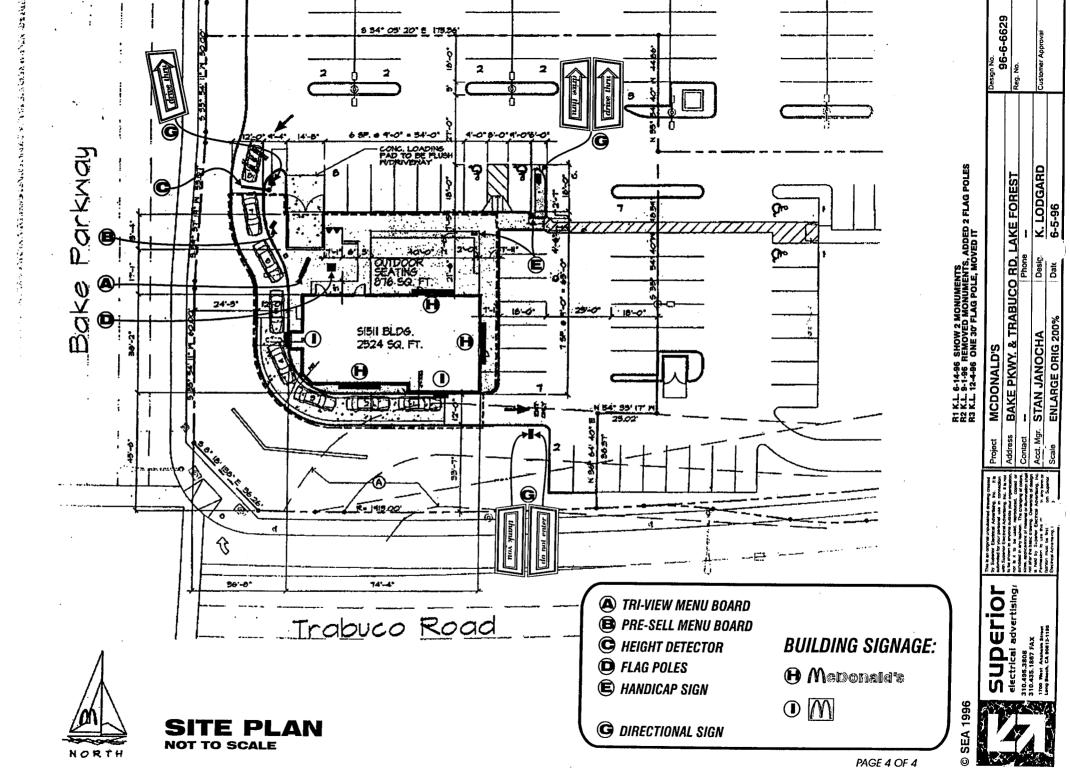
PAGE 1 OF 4

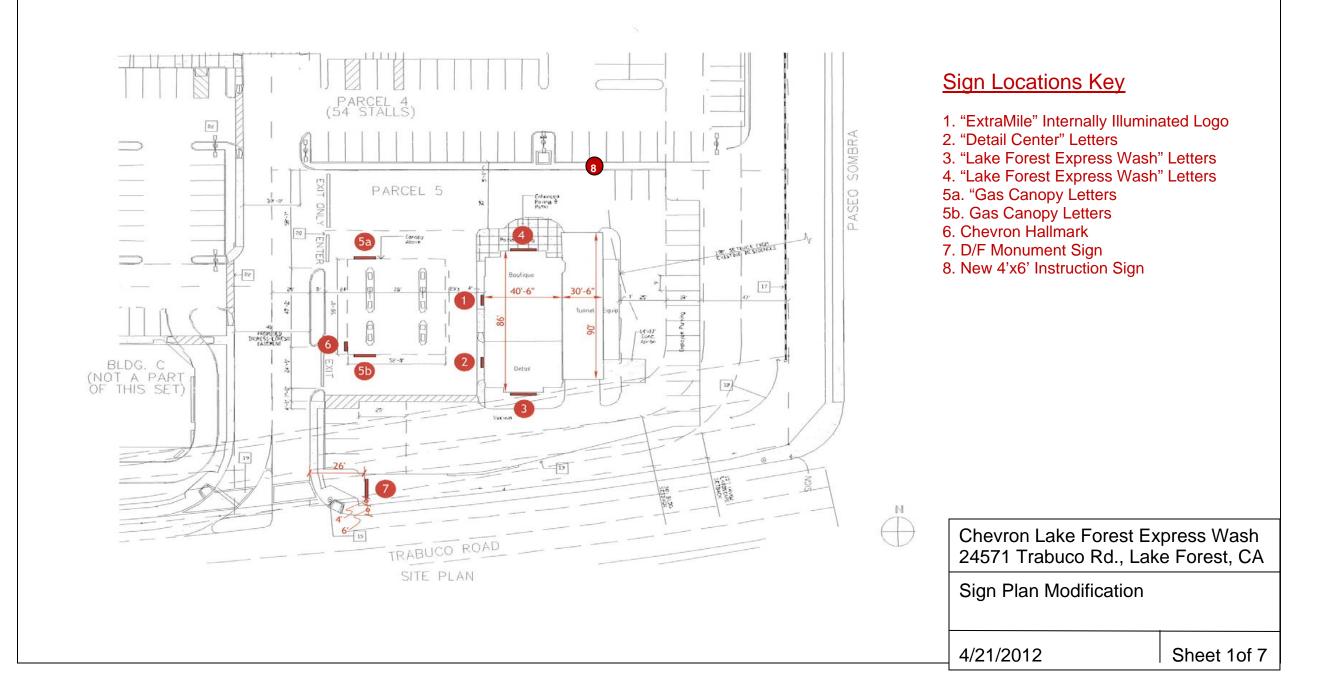


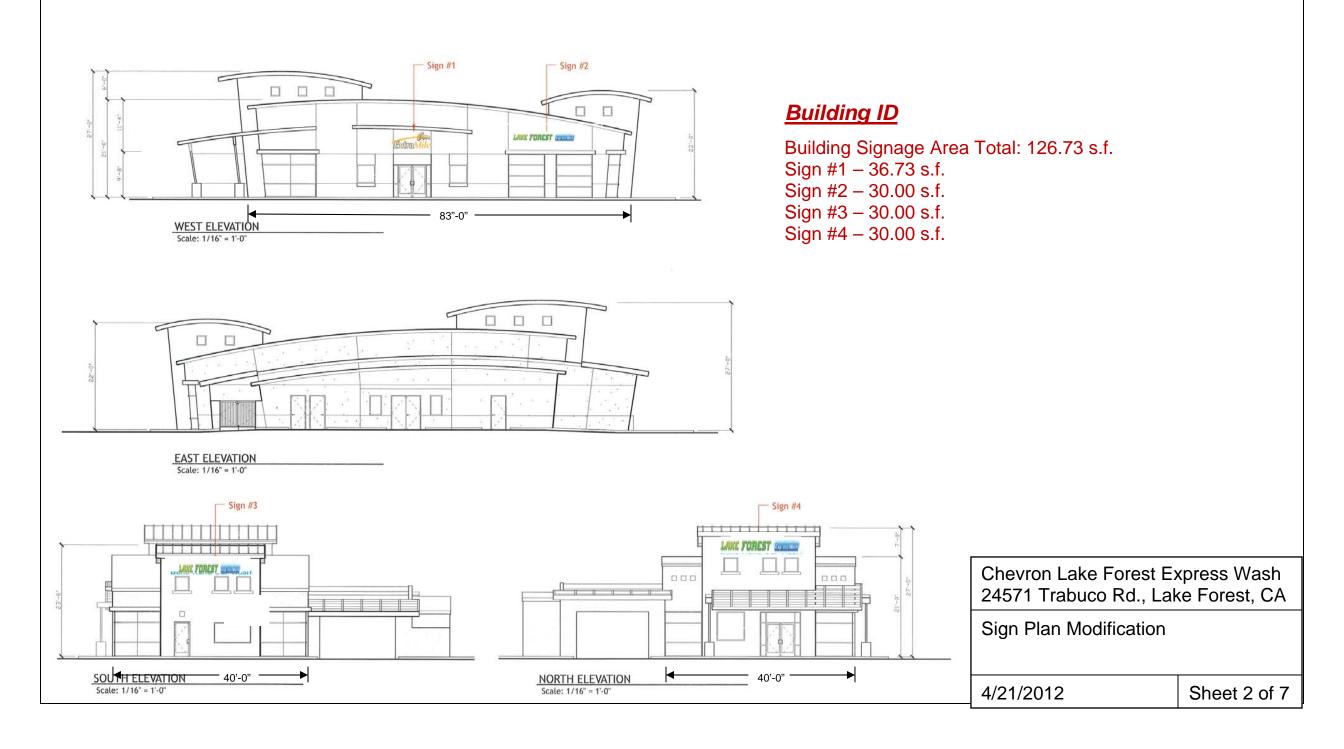
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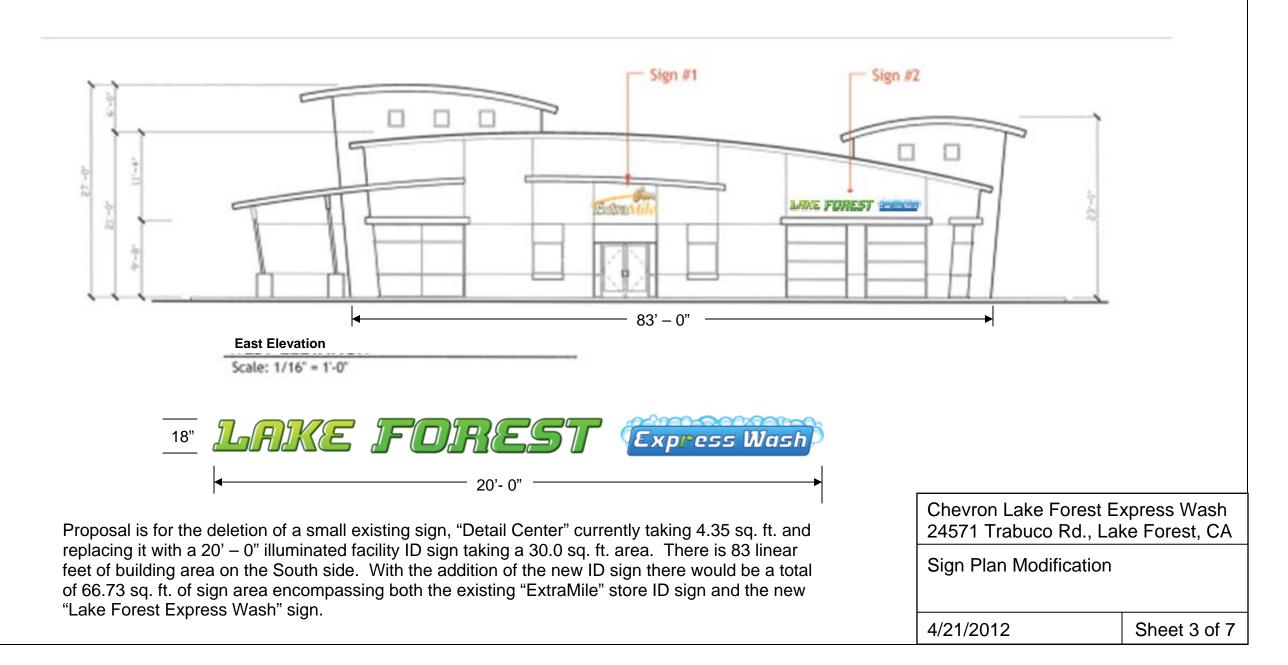
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Sign #2 New "Lake Forest Express Wash" sign

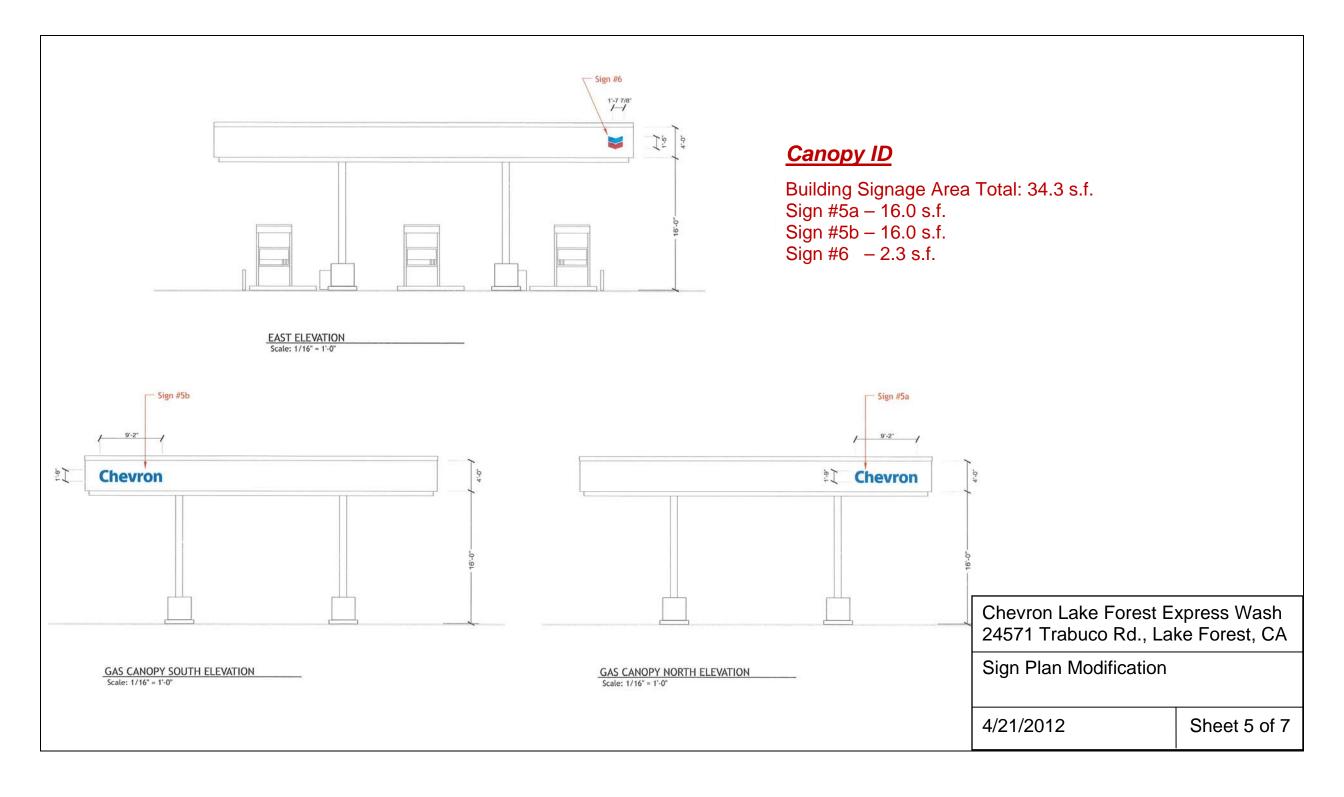


Sign #3 & 4 "Lake Forest Express Wash" Letters

Existing

5		
Bako Hand Car Wash		
$\frac{18"}{20'-0"}$	ish	
Both the East side as well as the West side of the building has identical non-illuminated lettering to identify the	Chevron Lake Forest	•
business. Proposal is for changing the ID lettering to identify the new name of the car wash incorporating the new logo lettering and "trade" ID of Express Wash with the bubbles. The current lettering is designated as incorporating 31.25 sq. ft. of sign area. The new non-illuminated lettering would be a 3 dimensional design replacing the current lettering but reducing the area to 30 sq. ft.	24571 Trabuco Rd., I Sign Plan Modificatio	
	4/21/2012	Sheet 4 of 7

Proposed



Sign #7 D/F Monument Sign

Existing



Proposed



Proposal is for modifications to the size and height of the existing Chevron monument sign (located on Trabuco Road) to accommodate a new sign panel (see photos above). This panel box measures 8'-5" x 5'-10" for a total 48.6 sq. ft. The new panel is required to facilitate and comply with California State regulations regarding the posting of two-tier, Cash and Credit fuel pricing. The total size of the sign including decretive metal facture will be expanded to 75.71 square feet from the current 57.14 square feet and the height of the sign will be 8-4" feet high. The arch at the top of the sign will be expanded slightly to allow for the increased height and width. In this configuration there is no signage to promote car washing.

	Chevron Lake Forest Express Wash 24571 Trabuco Rd., Lake Forest, CA		
Sign Plan Modification			
4/21/2012	Sheet 6 of 7		

Sign #8 New Instructional Sign

Proposed Sign



The new sign represented here will act as an instructional/directional sign to direct customers from the exit of the wash to the appropriate place depending on the services they have purchased. The sign is constructed of aluminum with a Plexiglas face, is internally illuminated and will be 4'Wx6'H and 6"D. The cabinet will have two metal legs and the bottom of the sign will sit 18 inches above ground for a total height of 7 ½ feet. The sign will be illuminated at night and the round colored strobes within the sign will be computer controlled and illuminate so that each vehicle will be instructed when to exit and which direction they should turn based on the service. This will also aid employees in determining where they should direct customers if the customer is not paying attention.

Chevron Lake Forest Express Wash 24571 Trabuco Rd., Lake Forest, CA		
Sign Plan Modification		
4/21/2012	Sheet 7 of 7	