

**CITY OF DANA POINT  
PLANNING COMMISSION  
AGENDA REPORT**

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**DATE:** OCTOBER 22, 2018

**TO:** DANA POINT PLANNING COMMISSION

**FROM:** COMMUNITY DEVELOPMENT DEPARTMENT  
MATT SCHNEIDER, ACTING DIRECTOR  
NICK ZORNES, ASSISTANT PLANNER

**SUBJECT:** SIGN PROGRAM PERMIT SPP18-0004 FOR THE MULTI-TENANT  
COMMERCIAL BUILDING LOCATED AT 34052 LA PLAZA (LA  
PLAZA PACIFICA BUILDING)

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**RECOMMENDATION:** That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP18-0004 for the commercial building located at 34052 La Plaza (La Plaza Pacifica Building)

**OWNER:** Raintree Pacifica, LLC.

**APPLICANTS AGENT:** Allen Chuang

**REQUEST:** Approval of a new Sign Program for a multi-tenant commercial building located at 34052 La Plaza.

**LOCATION:** 34052 La Plaza (APN: 682-275-17)

**NOTICE:** Pursuant to Section 9.26.010(f) related to projects within the Town Center Mixed Use District of the Dana Point Zoning Code (DPZC); the proposed Sign Program has been posted on the City's website since 9/27/2018.

**ENVIRONMENTAL:** Pursuant to the California Environmental Quality Act (CEQA), the project is categorically exempt per Section 15301 of the CEQA Guidelines (Class 1 – Existing Facilities) in that the project consists of a minor alteration of an existing structure.

**ISSUES:**

1. Is the proposal consistent with the Dana Point General Plan, Town Center Plan and Dana Point Zoning Code?

## **BACKGROUND:**

The subject site is located north of Pacific Coast Highway (PCH) on La Plaza within the City's Town Center Mixed-Use Plan area. The site is bounded by other commercial uses to the west across La Plaza Park, south, and north. The site contains an existing two-story multi-tenant building; public parking along La Plaza to the west and along the alley to the east of the building, and additional parking onsite underground. Vehicular access to the site is provided on Pacific Coast Highway and from Golden Lantern.

Previously on October 19, 1989 the La Plaza Pacifica Building was approved for a Comprehensive Sign Program (SDP89-07), which established the overall sign criteria for the site. As of June 2017, the La Plaza Pacifica Building changed ownership and has since undergone an extensive façade update/upgrade which includes: new siding, paint, awnings, lighting, and reroof. To complete the overall façade update onsite, ownership of the property requests consideration of the proposed sign program SPP18-0004, which establishes a new set of sign criteria for the site.

The commercial multi-tenant building currently has existing signage onsite which conforms to the approved sign program (SDP89-07). With approval of the proposed sign program (SPP18-0004) all signage onsite will be replaced and updated to conform to the new sign criteria.

Pursuant to Section 9.37.060 of the City's Zoning Code requires approval of a Sign Program for any new or upgraded center which proposes two (2) or more tenants on a site. The building is designed with eleven (11) suites leased to various tenants. Consequently, a Sign Program is necessary based on the total number of tenant's onsite, and the signage proposed for consideration under the sign program.

## **DISCUSSION:**

Due to the change in the tenant mix of the building over time and the desire to enhance the overall appearance of signage, the previous sign program is obsolete and a comprehensive update by way of a new sign program (SPP18-0004) is now proposed for the multi-tenant building. Because the owner and tenants seek to add identification signage, they have submitted the proposed Sign Program for the property, creating standards for the placement of multiple signs on site. If approved, the updated Sign Program will provide regulations and guidelines for all new building signage.

The purpose and intent of a Sign Program is to integrate signs with the building and landscape design into a unified architectural statement. A Sign Program is subject to review of the design, placement, size, content and compatibility of the proposed signage, and shall also be in compliance with Section 9.37.150 (Permitted Signs) of the DPZC. A sign program may also be used to consider signage alternatives for developments which have unique tenant visibility problems. A Sign Program may vary from the requirements of the Zoning Code, but in no event shall any sign identified as prohibited in Section 9.37.170 be permitted.

The proposed Sign Program identifies five categories of allowable signage onsite that includes:

- Tenant ID Signage (above suite entrance)
- Directory Signage (for the overall site)
- Tenant ID Blade Signs (under canopy, adjacent to suite entrance)
- Building Address Sign (digits only)
- Suite ID Signs (Suite Number, and Tenant Name)

Proposed Signs: The Applicant is proposing the following signs for this center:

- Tenant Identification Wall Signs (18 possible, maximum 1.5 square feet each; Sheet 5): Tenants will each be allowed one non-illuminated sign above each suite entrance; tenant identification wall signs will be fabricated of flat-cut aluminum letters, and finished black. Each flat-cut aluminum letter is proposed to be eight inches (8") tall, and mounted with a two inch (2") square tube rail below, with an overall tenant identification wall sign of ten inches (10") tall.

(18 possible signs X max 1.5 sqft. each = 27 square feet)

- Tenant Identification Projecting Signs, *Blade Sign* (21 possible, maximum 3 square feet each; Sheet 6): Tenants will each be allowed one non-illuminated projecting *blade sign* ceiling mounted adjacent to each of their suites entrance(s); each tenant identification blade sign is proposed to be double-faced and fabricated from aluminum, finished black; tenant names will be applied with white vinyl copy. Each tenant identification blade sign will be mounted from the ceiling by a 1.5" aluminum square tube.

(21 possible signs X max 3 sqft. each = 63 square feet)

- Tenant Identification Wall Signs, *Suite ID Sign* (22 possible, maximum 2.8 square feet each; Sheet 15): Tenants will each be allowed one non-illuminated tenant identification wall sign, *Suite ID* sign wall mounted adjacent to each of their suites entrance(s); tenant identification wall signs will be fabricated of an aluminum plate, and finished black; white vinyl lettering proposed to state the tenant name(s); stud mounted to existing fascia.

(22 possible signs X max 2.8 sqft. each = 61.6 square feet)

- Street Address Sign (2 total, maximum 5.75 square feet each; sheet 14): Two 5.75 square foot street address signs are proposed. Address numbers are fabricated of aluminum reverse channel letters, face painted teal with white returns; address numbers are to be stud mounted flush to existing fascia. Pursuant to Section 9.37.110(I) of the Dana Point Zoning Code (Sign Exemptions), street addressing signage less than 2.5 square feet shall not be counted toward the maximum allowable

sign area for a premise or use; since address signage is allowed up to 2.5 square feet without being counted towards the overall allowable signage, this will be applied as a credit towards the proposed address signage.

(2 address signs X 5.75 sqft. – 2.5 sqft. credit = 9 square feet)

- Directional Signage, *Directory* (2 total, maximum 16.2 square feet each; Sheet 12): Onsite directional signage is proposed to be a tenant *directory* sign located in the common breezeway of the building of the ground floor and second floor. The flat cut aluminum will be mounted to two inch (2") aluminum square tubes and finished to simulate *Ipe Wood Finish*; tenant names are proposed to be cut from aluminum and finished black.


(2 directional signs X 16.2 sqft. each = 32.4 square feet)

### **CONCLUSION:**

Staff finds that the proposed Sign Program would provide a visually attractive and consistent signage theme. In accordance with the City's Sign Guidelines, the Sign Program includes placement of wall signs where architectural features or details suggest a location and would facilitate tenant identification throughout the property. The signage would constitute an enhancement to the existing building and overall site improvements, while providing signage opportunities for all tenants within the center. Staff accordingly supports the proposed Sign Program and recommends approval of SPP18-0004, subject to conditions contained in the attached, draft resolution.



Nick Zornes  
Assistant Planner



Matt Schneider, Acting Director  
Community Development Department

**ACTION DOCUMENTS:**

1. Draft PC Resolution 18-10-22-XX

**SUPPORTING DOCUMENTS**

2. Sign Program for "La Plaza Pacifica" Building

**ACTION DOCUMENT 1 Draft Resolution 18-10-22-XX**

**RESOLUTION NO. 18-10-22-XX**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF  
DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM SPP18-  
0004 FOR A COMMERCIAL BUILDING LOCATED AT 34052 LA PLAZA**

The Planning Commission for the City of Dana Point does hereby resolve as follows:

WHEREAS, Raintree Pacifica LLC., (the "Applicant") is the owner of real property commonly referred to as 34052 La Plaza (APN 682-275-17) (the "Property"); and

WHEREAS, the Applicant has made an application to establish a new Sign Program (attached as Exhibit A to this resolution) for a multi-tenant commercial building located at 34052 La Plaza; and

WHEREAS, said verified application constitutes a request as provided by Title 9 of the Dana Point Municipal Code; and

WHEREAS, pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt per Sections 15301 (e) (Class 1 – Existing Facilities) of the CEQA Guidelines in that the project proposes minor exterior improvements to an existing commercial center; and

WHEREAS, the Planning Commission did, on the 22nd day of October, 2018, reviewed the Sign Program as prescribed by law; and

WHEREAS, at said Planning Commission Review, upon considering all testimony and arguments, if any, of all persons desiring to be heard, said Commission considered all factors relating to Sign Program SPP18-0004.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Planning Commission of the City of Dana Point as follows:

- A) The above recitations are true and correct and incorporated herein by reference.
- B) Based on the evidence presented, the Planning Commission adopts the following findings and approves Sign Program SPP18-0004, subject to conditions:

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SIGN PROGRAM SPP18-0004  
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Findings:

1. That the design, placement, size, and content of the proposed signage is compatible with the project architecture **in that the signs are designed to enhance the existing building and are at a suitable size and location compatible with the building architecture.**
2. That the Sign Program is in substantial compliance with the Permitted Sign Types detailed in the City of Dana Point Zoning Code **in that the signs are compliant with all allowed sign types. The overall design of the proposal is consistent with the style of the building.**

Conditions:

**A. General:**

1. Approval of this application permits the establishment of a Sign Program located at 34052 La Plaza. Subsequent submittals for this project shall be in substantial compliance with the sign plans approved by the Planning Commission, and in compliance with the applicable provisions of the Dana Point General Plan/Local Coastal Program, Dana Point Town Center Plan and the Dana Point Zoning Code.
2. The application is approved as a plan for the location and design of the uses, structures, features, and materials, shown on the approved plans. Any relocation, alteration, or addition to any use, structure, feature, or material, not specifically approved by this application, will nullify this approving action. If any changes are proposed regarding the location or alteration to the appearance or use of any structure, an amendment to this permit shall be submitted for approval by the Director of Community Development. If the Director of Community Development determines that the proposed change complies with the provisions and the spirit and intent of this approval action, and that the action would have been the same for the amendment as for the approved plot plan, he may approve the amendment without requiring a new public hearing.
3. Approval of this application shall be valid for a period of 24 months from the date of determination. If the scope-of-work approved by this action is not established, or a building permit for the project is not issued within such period of time, the approval shall expire and shall thereafter be null and void.
4. Failure to abide by and faithfully comply with any and all conditions attached to the granting of this permit shall constitute grounds for revocation of said permit.

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5. The Applicant or any successor-in-interest shall defend, indemnify, and hold harmless the City of Dana Point ("CITY"), its agents, officers, or employees from any claim, action, or proceeding against the CITY, its agents, officers, or employees to attack, set aside, void, or annul an approval or any other action of the CITY, its advisory agencies, appeal boards, or legislative body concerning the project. Applicant's duty to defend, indemnify and hold harmless the city shall include paying the CITY's attorney fees, costs and expenses incurred concerning the claim, action or proceeding.

The Applicant or any successor-in-interest shall further protect, defend, indemnify and hold harmless the City, its officers, employees, and agents from any and all claims, actions or proceedings against the City, its officers, employees, or agents arising out of or resulting from negligence of the Applicant or the Applicant's agents, employees or contractors. Applicant's duty to defend, indemnify and hold harmless the City shall include paying the CITY's attorney fees, costs and expenses incurred concerning the claim, action, or proceeding.

The Applicant shall also reimburse the City for City Attorney fees and costs associated with the review of the proposed project and any other related documentation.

- 6) The Applicant and Applicant's successors in interest shall be fully responsible for knowing and complying with all conditions of approval, including making known the conditions to City staff for future governmental permits or actions on the project site.
- 7) The Applicant and Applicant's successors in interest shall be responsible for payment of all applicable fees along with reimbursement for all City expense in ensuring compliance with these conditions.
- 8) The Applicant and individual tenants shall obtain separate permits for installation of individual tenant identification signs.

**B. Prior to the issuance of a building and sign permit, the Applicant shall meet the following conditions:**

- 9) The Applicant shall submit three (3) sets of plans to the Planning Division that will review the permit with input from the Building Division for plan check so that Planning and Building approval and permits can be issued concurrently once plan check review is completed. Plans shall be submitted on sheets no smaller than 11" x 17".



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- 10) Improvements shall comply with the most recently adopted local and State building code regulations, which may include the CBC, CMC, CPC and CEC with State amendments for disabled accessibility and energy conservation, and all other recently adopted code regulations that may apply.

**C. Prior to final building permit release, the Applicant shall meet the following conditions:**

- 11) After installation, Applicant shall obtain final approval from the Planning Division prior to Building Permit final inspection.

PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this 22<sup>nd</sup> day of October 2018, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Danni R. Murphy, Chair  
Planning Commission

ATTEST:

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Matt Schneider, Acting-Director  
Community Development Department

**SUPPORTING DOCUMENT 2** Sign Program for “La Plaza Pacifica” Building

ATTACHMENTS



"P" will not be included on building

# LA PLAZA PACIFICA

34052 La Plaza  
Dana Point, CA 92629

By



## PROPERTY OWNER

Raintree Partners  
28202 Cabot Rd, Suite 300  
Laguna Niguel, CA 92677

DRAFT Version 3

DATE: 08.30.18

SPP18-0004

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PROPERTY OWNER

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T: 949.365.5649  
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SIGN DESIGNER

AD/S | Architectural Design & Signs  
1160 Railroad St.  
Corona, CA 92882  
www.ad-s.com  
T: 1.800.862.3202  
Contact Name: Melea Peck | Brittney Larson  
mpeck@ad-s.com | blarson@ad-s.com

ARCHITECT

Studioneleven  
245 E. 3rd St.  
Long Beach, CA 90802

OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project’s graphic design consultant. Signage at La Plaza Pacifica in Dana Point, CA is an integral part of the center’s image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer’s appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and City relationship. The Landlord will be responsible to:

- a. Provide base building design and construction information requested by Tenant’s sign design consultant.
- b. Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:  
Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.



SIGN SIZE PARAMETERS

TS Tenant ID Above Door or Canopy

Description: 1/8” thick aluminum flat cut out 8” tall mounted via “L” bracket or tab painted to match fabricated 2” square tube rail that mounts to building fascia.  
Maximum Number: One per tenant.  
Location: On wall, above tenant’s main entrance.  
Sign Copy: Tenant Name.  
Font: Futura MD CN BT.  
Maximum Sign Area & Size: 1.5 SF/1 LF; 8” max letter height.  
Illumination: None.  
Logos Permitted: No.

DS Directory

Description: Fabricated painted aluminum 2” square tube with simulated Ipe wood finish. Fabricated painted pan with routed letters to read “Directory”. Tenant names on 1/2” square tube with flat cut painted aluminum letters, stud mounted to directory.  
Maximum Number: Two.  
Location: On wall on first and second level, across from stairs.  
Sign Copy: “Directory”, Tenant Names and Suite Numbers.  
Font: Futura MD CN BT  
Maximum Sign Area & Size: 4’-5” H x 3’-8” W.  
Illumination: Illumination from gooseneck lamp above.  
Logos Permitted: No.

TB Tenant ID Blade

Description: Fabricated painted aluminum pan face, double-faced with vinyl copy tenant name. Mechanically fastened to 1.5” aluminum square tube mounting bracket with overhanging mounts.  
Maximum Number: One per tenant.  
Location: Ceiling.  
Sign Copy: Tenant Name.  
Maximum Sign Area & Size: Max 3 square feet of sign area; 16” H overall x 3’-6” W with 10” panel height. 8” vinyl copy.  
Illumination: None.  
Logos Permitted: Yes, at Landlord’s discretion.

AD Address Numerals

Description: Fabricated aluminum reverse channel letters, face painted teal with white returns. Letters to be stud mounted flush to fascia.  
Maximum Number: Two.  
Location: Wall.  
Sign Copy: “34052”.  
Maximum Sign Area & Size: 1’-6” max letter height.  
Illumination: None.  
Logos Permitted: N/A.

SI Suite ID

Description: Aluminum plate with routed numerals stud mounted and siliconed to painted fascia.  
Maximum Number: One per tenant.  
Location: On wall, adjacent to tenant’s main entrance.  
Sign Copy: Tenant Suite Number.  
Maximum Sign Area & Size: 2’-1” H x 1’-6” W.  
Illumination: None.  
Logos Permitted: Yes, at Landlord’s discretion.

| Sign Type | Sign Classification            | Sign Location | Quantity          | Max Area (SF) |
|-----------|--------------------------------|---------------|-------------------|---------------|
| TS        | Tenant ID Above Door or Canopy | Wall          | 18 (1 per tenant) | 1.5 SF        |
| DS        | Directory                      | Wall          | 2                 | 16.2 SF       |
| TB        | Tenant ID Blade                | Ceiling       | 21 (1 per tenant) | 3 SF          |
| AD        | Address Numerals               | Wall          | 2                 | 5.75 SF       |
| SI        | Suite ID                       | Wall          | 22 (1 per tenant) | 2.8 SF        |



WALL SIGNS

- Sign area allowed for each Tenant shall be calculated as follows: One and one-half (1.5) square feet of sign area per each linear foot of each storefront. Secondary sign copy is not permitted for this center.
- Sign area allowed for each tenant facing a street or with parking behind the building shall be calculated as follows: One and one-half (1.5) square feet of sign area per each linear foot of each storefront.
- The maximum width of any Tenant’s storefront sign may not exceed seventy five (75%) percent of the Tenant’s leased storefront. In no case may a sign extend beyond the roof parapet or adjacent building eave line unless pecifically approved by the City and the Landlord. Signs are not allowed on or against any roof structures.

Deviation from requirements:

When it is found that the strict or literal interpretation of the provisions set forth in this criteria would cause undue difficulties and unnecessary hardship inconsistent with the purpose and intent of this criteria, a minor deviation or deviation may be granted subject to specific requirements and findings as set forth below.

- The sign is in proportion to the structure or use to which it relates.
- The sign’s external features are in balance and unity, and present a harmonious appearance.
- The sign is consistent with the objectives of the overall general plan. All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs. For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be the total height of all letter and graphics combined. Ascender and descenders will not be calculated in the overall sign area except capital letters.
- All deviations are subject to review of the City of Dana Point’s Director of Community Development prior to approval.

TENANT NAME

Tenant Name

SIGN STYLES

A uniform sign treatment approach combining similar fabrication and lighting techniques is preferred in creating a harmonious retail center. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

Acceptable sign styles include:

- 1. Flat-cut aluminum letters.



## TYPE/FONT STYLES & LOGOS

To promote uniformity of signage within the center, the use of logos and distinctive type styles is not permitted for all Tenant ID signs. Logos are permitted for Tenant Blade signs and Suite ID signs at the Landlord's discretion.

Sign lettering may not be combined with other graphics and or dimensional elements denoting the type of business.

Futura MD CN BT font shall be used for all Tenant ID signs, Tenant Blade signs, and Directory signs.

The typeface may be arranged in one (1) line of copy and may consist of upper and/or lower case letters.

## COLORS

The following guidelines are for selecting colors of Tenant's signage.

The project and the individual building facade will consist of a specific palette of colors and materials.

Sign colors should be selected to provide sufficient contrast against building background colors.

Sign colors should be compatible with and complement building background colors.

Sign colors should provide uniformity and sophistication.

Color of letter returns shall be a contrasting color to the face of the letter.

Bright colors such as "Hot Pink" will not be allowed.

All Tenant ID and directory sign copy shall be MP26309 - Wells Fargo Black.

All Tenant Suite ID signs shall be white vinyl copy.

Address Numerals shall have teal faces with white returns per Sheet 14.

Tenant Blade signs may incorporate tenant logos and colors, but must be approved by the Landlord.

## WINDOW DISPLAY GRAPHICS

Each Tenant is allowed a limited amount of window signage on their storefront windows.

1. One (1) square foot of frosted, etched vinyl company name and/or logo in each storefront window. Note: Exposed neon is not permitted in windows.

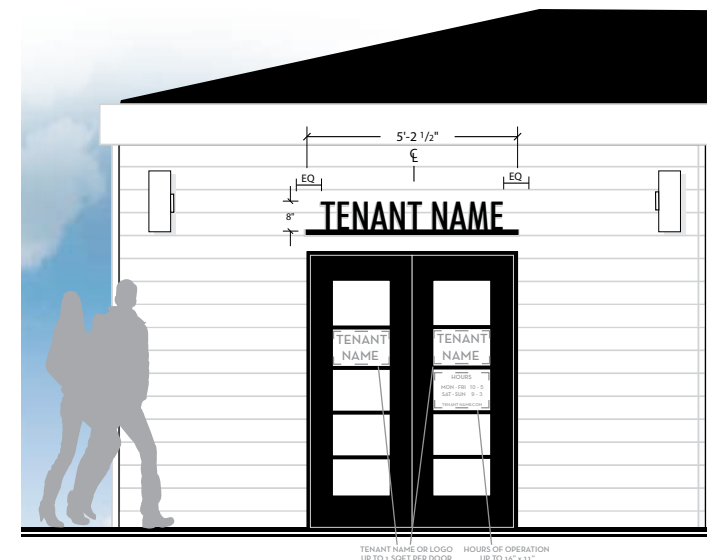
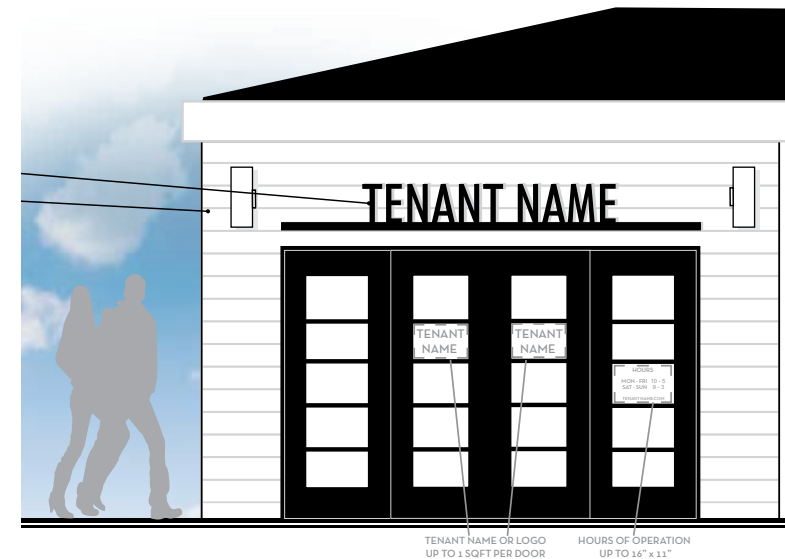
• Allowable vinyl colors include:

- 3M 7725SE-314 - Dusted Crystal
- 3M 3630-20 - White
- 3M 3630-22 - Black

2. 16" x 11" of company store hours, to be frosted, etched vinyl non lit copy.

NOTE: All of the above requires approval from the Landlord and the content will be at the sole discretion of the Landlord.

It is preferred that County Health Cards are displayed on an interior wall vs a window, unless required by Health Code, to be framed within the window.



**PROJECTING BLADE / UNDER CANOPY SIGN**

Each tenant is permitted one (1) blade / under canopy sign per customer entrance. The blade sign program requires that each Tenant’s graphic identity be transformed into a dimensional double-faced sign. The Landlord encourages the Tenant to propose blade / under canopy sign design, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification.

Blade / under canopy signs to be non-illuminated.

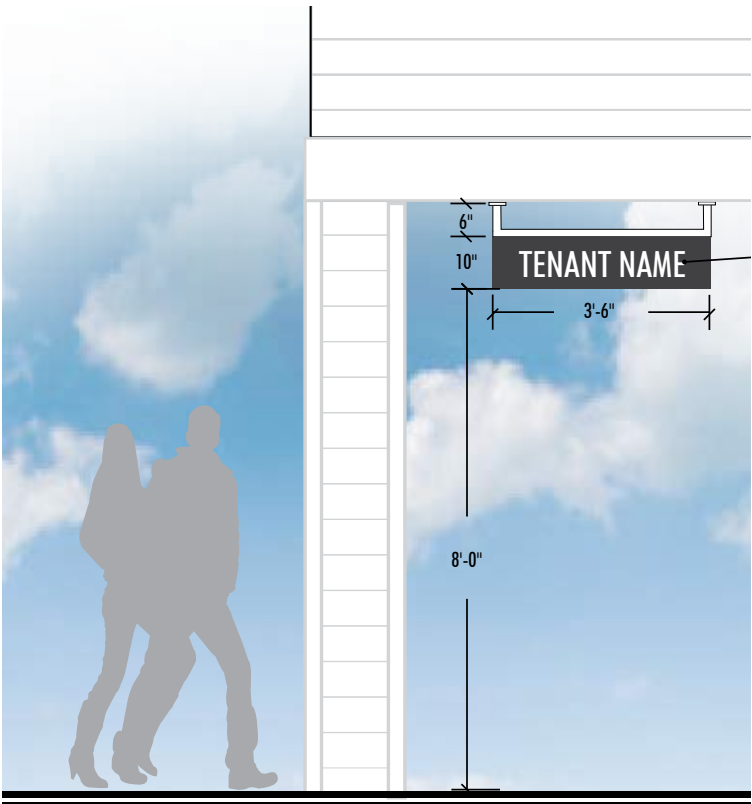
Blade / under canopy signs shall project no more than six inches (6”) from the underside of the building and shall be no more than 1’-4” in height, with a maximum of three (3) square feet of area for each face. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight (8’-0”) feet.

Proposals for blade / under canopy sign designs will be reviewed at the time of the Tenant’s overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate support for the blade sign.

The blade sign may not be the Tenant’s primary store identification sign.

All proposed designs must be approved by the Landlord prior to fabrication and installation of blade signs.

Note: Tenant reserves the right to choose blade sign style but not location. Each location to be determined by Landlord.





# APPROVAL PROCESS

At least thirty (30) days prior to the Landlord’s scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

- Store Name;
- Store Logo (in color with colors identified);
- Store interior materials, colors and finishes.

Allowing reasonable time for Landlord’s review and Tenant’s revision of submission in advance of sign fabrication, Tenant shall submit for Landlord’s approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant’s sign to the Landlord’s designated representative.

Shop drawings shall include at least the following:

- Tenant’s entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4” - 1’-0”.
- A site plan with the marked locations of the proposed sign(s).
- Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant’s proposed sign. Typical “section-through” letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
- Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant’s sign design. Tenant must respond to the Landlord’s comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord’s satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits.

Tenants are required to provide one (1) set of the Landlord approved drawings to the City of Dana Point, California as applicable: when submitting for building and electrical permits.

Location of specimen boxes to be approved by Landlord.

# THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, Pennants, Sale /promotional Banners, Inflatable displays or Sandwich boards, unless with specific prior approval from Landlord.
3. Window signs or signs blocking doors or fire escapes, unless approved by the Landlord.
4. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord’s written approval.  
Note: Approval is at Landlord’s discretion. Off the shelf signs are discouraged.
5. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
6. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
7. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
8. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)
9. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
10. Simulated materials such as wood grained plastic laminates or wall coverings.
11. Flashing, oscillating, animated lights or other moving sign components.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Painted signs.
17. Portable and A-frame signs.
18. Wind-activated and balloon signs.
19. Outdoor advertising structures (billboards).
20. Signs painted directly onto the building will not be permitted.
21. Noncompliant signs are to be removed immediately upon request.
22. Promotional and temporary signs will not be permitted without written Landlord approval and must be in accordance City of Dana Point, California as applicable.
23. Abandoned and/or dilapidated signs and sign structures.
24. Obscene or offensive signs.
25. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe or obstruct a required ventilator, door, stairway, or window above the first story.
26. Signs emitting audible sounds, odors, or visible matter.
27. Signs on public property or projecting within the public right-of-way, except with an encroachment permit issued by the City of Dana Point.

**FABRICATION**

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication. The Tenant’s sign contractor is responsible for the following:

- 1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
- 2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
- 3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
- 4. Storefront signs to be mounted with 1/2” spacers between the sign and the wall.
- 5. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
- 6. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
- 7. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
- 8. Finished metal surfaces 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 industry standards.

**INSTALLATION**

The Tenant’s sign installer will provide the following:

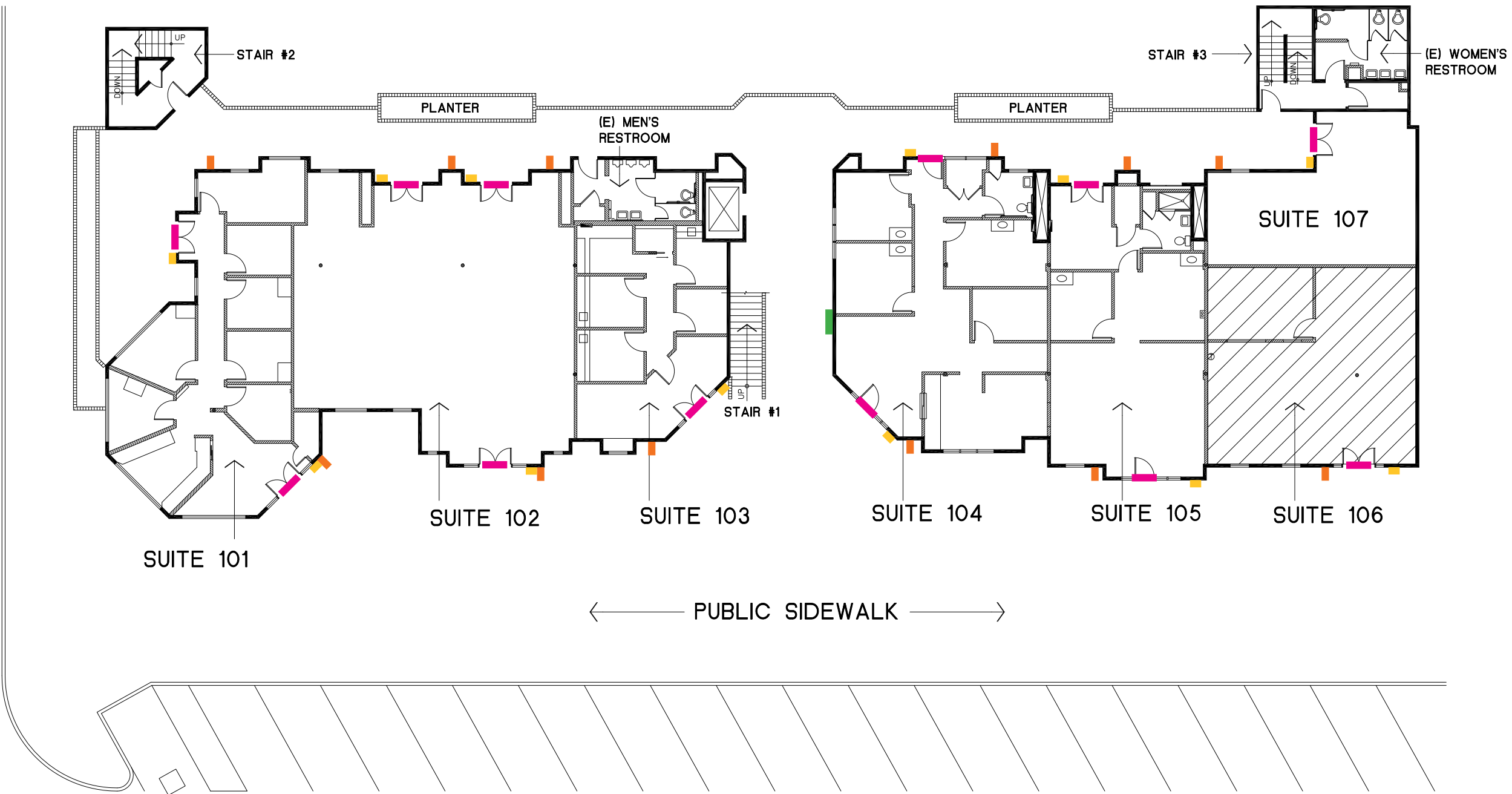
- 1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
- 2. Obtain all required sign and building permits from the City of Dana Point, California as applicable: and deliver copies to the Landlord before installing the sign(s).
- 3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
- 4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

**MAINTENANCE OF THE SIGN**

The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this La Plaza Pacifica Sign Program.

Only those sign types provided for and specifically approved by the Landlord in Tenant’s sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant’s expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord’s written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation. It will be the responsibility of the Tenant to remove its storefront sign and/or blade sign and to satisfactorily repair and patch holes of their storefront sign area should they vacate the premises.

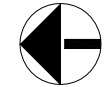
Golden Lantern



|    |                      |
|----|----------------------|
| TS | TENANT ID ABOVE DOOR |
| DS | DIRECTORY            |
| TB | TENANT ID BLADE      |
| AD | ADDRESS NUMERAL      |
| SI | SUITE ID             |

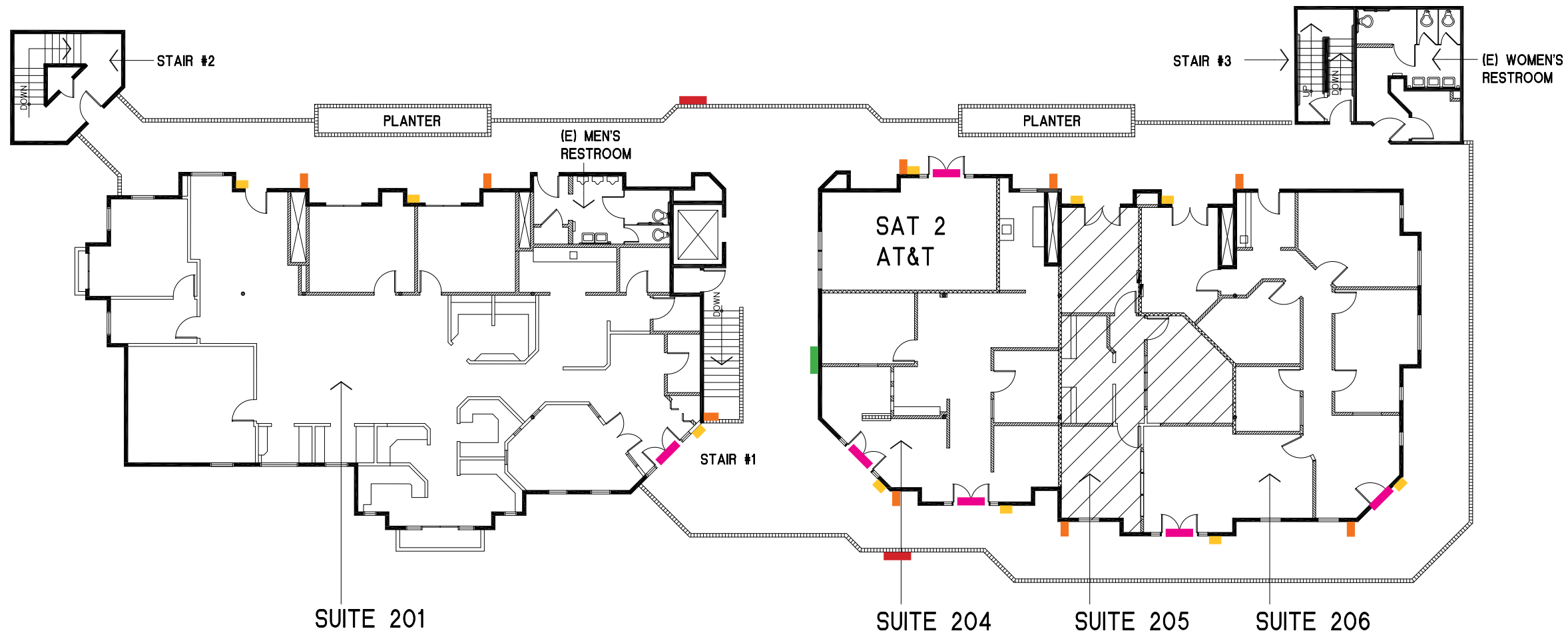
EXISTING GROUND FLOOR  
34052 LA PLAZA

LA PLAZA



NORTH

| Sign Type | Sign Classification            | Sign Location | Quantity          | Max Area (SF) |
|-----------|--------------------------------|---------------|-------------------|---------------|
| TS        | Tenant ID Above Door or Canopy | Wall          | 18 (1 per tenant) | 1.5 SF        |
| DS        | Directory                      | Wall          | 2                 | 16.2 SF       |
| TB        | Tenant ID Blade                | Ceiling       | 21 (1 per tenant) | 3 SF          |
| AD        | Address Numerals               | Wall          | 2                 | 5.75 SF       |
| SI        | Suite ID                       | Wall          | 22 (1 per tenant) | 2.8 SF        |



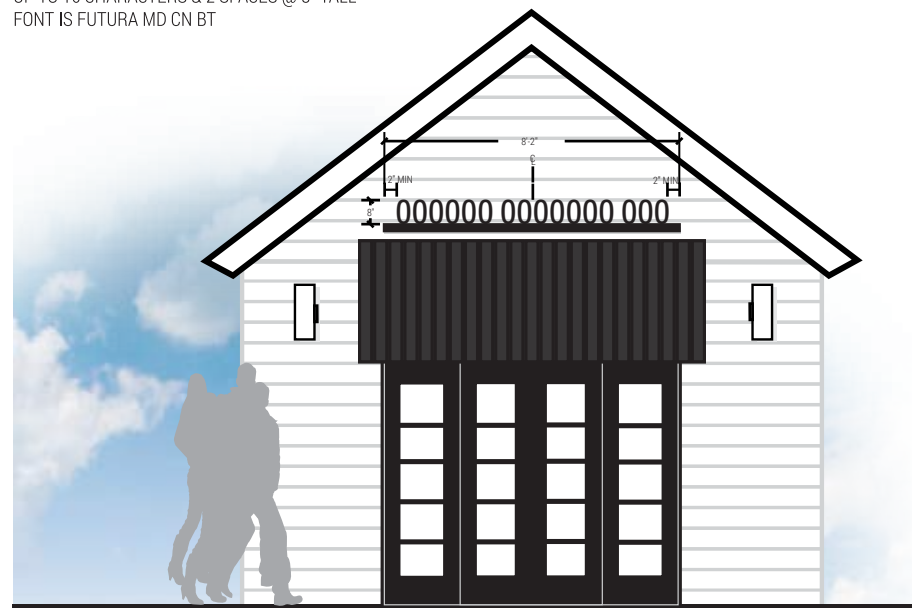
|    |                      |
|----|----------------------|
| TS | TENANT ID ABOVE DOOR |
| DS | DIRECTORY            |
| TB | TENANT ID BLADE      |
| AD | ADDRESS NUMERAL      |
| SI | SUITE ID             |

# EXISTING SECOND FLOOR 34052 LA PLAZA



| Sign Type | Sign Classification            | Sign Location | Quantity          | Max Area (SF) |
|-----------|--------------------------------|---------------|-------------------|---------------|
| TS        | Tenant ID Above Door or Canopy | Wall          | 18 (1 per tenant) | 1.5 SF        |
| DS        | Directory                      | Wall          | 2                 | 16.2 SF       |
| TB        | Tenant ID Blade                | Ceiling       | 21 (1 per tenant) | 3 SF          |
| AD        | Address Numerals               | Wall          | 2                 | 5.75 SF       |
| SI        | Suite ID                       | Wall          | 22 (1 per tenant) | 2.8 SF        |

UP TO 16 CHARACTERS & 2 SPACES @ 8" TALL  
FONT IS FUTURA MD CN BT



ELEVATION VIEW SCALE: 3/16"=1'-0"  
MULTI-DOOR ENTRANCE LAYOUT

UP TO 7 CHARACTERS & 1 SPACE @ 8" TALL  
FONT IS FUTURA MD CN BT

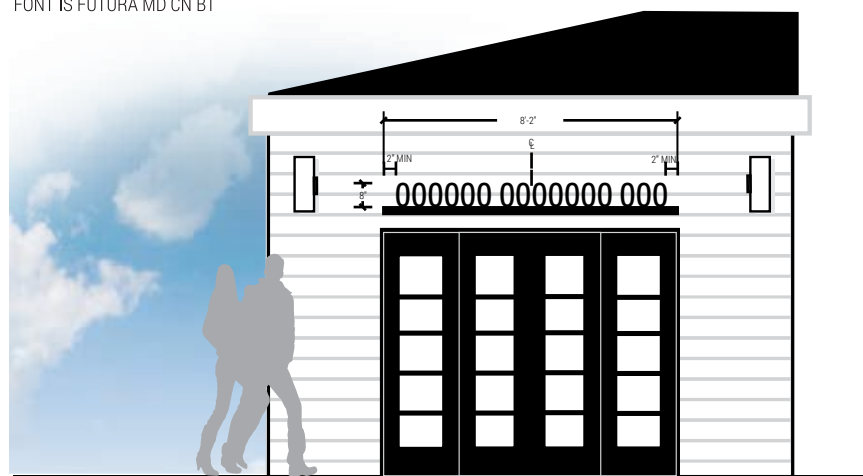


ELEVATION VIEW SCALE: 3/16"=1'-0"  
SINGLE-DOOR ENTRANCE LAYOUT

**TENANT ID ABOVE DOOR - 1/8" THICK ALUMINUM FLAT CUT OUT 8" TALL. FLAT CUT OUT LETTERS ARE MOUNTED VIA "L" BRACKET OR TAB PAINTED TO MATCH FABRICATED 2" SQUARE TUBE RAIL THAT MOUNTS TO BUILDING FASCIA. MOUNTING RAIL IS TO BE LENGTH OF DOOR & SIDELIGHT. MOUNTING TO RAIL ELIMINATES LETTERS MOUNTED TO FASCIA AND AS TENANTS CHANGE UNNECESSARY PATCHING & PAINTING.**

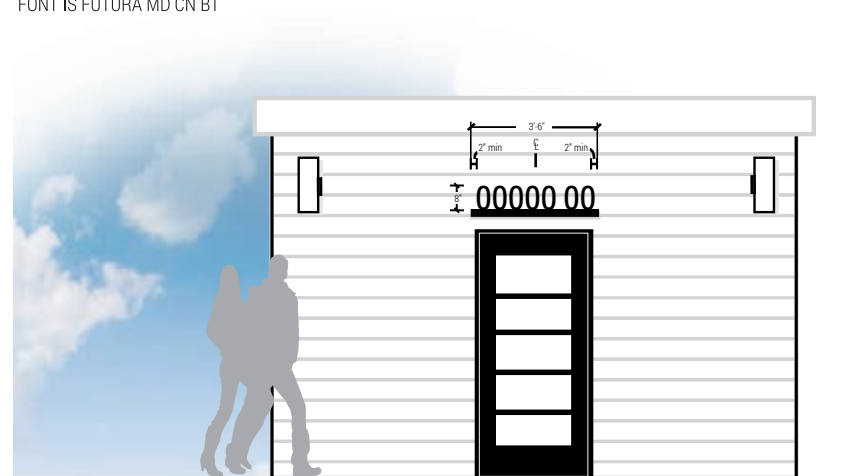
P1

UP TO 16 CHARACTERS & 2 SPACES @ 8" TALL  
FONT IS FUTURA MD CN BT



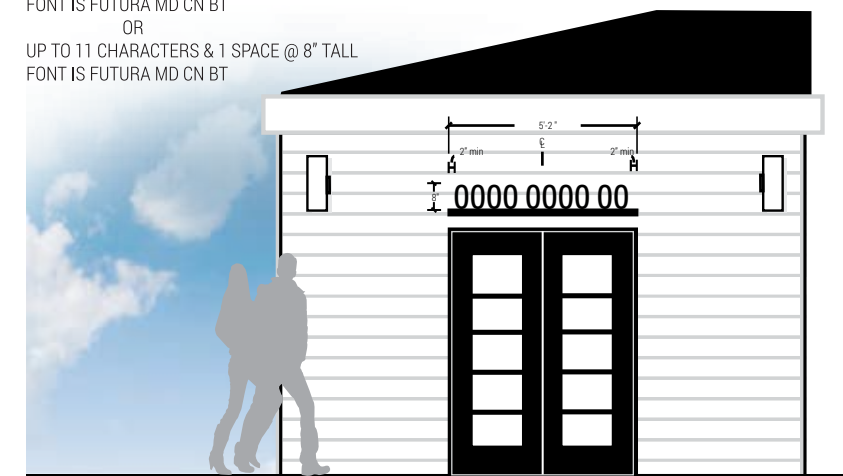
ELEVATION VIEW SCALE: 3/16"=1'-0"  
MULTI-DOOR ENTRANCE LAYOUT

UP TO 7 CHARACTERS & 1 SPACE @ 8" TALL  
FONT IS FUTURA MD CN BT



ELEVATION VIEW SCALE: 3/16"=1'-0"  
SINGLE-DOOR ENTRANCE LAYOUT

UP TO 10 CHARACTERS & 2 SPACES @ 8" TALL  
FONT IS FUTURA MD CN BT  
OR  
UP TO 11 CHARACTERS & 1 SPACE @ 8" TALL  
FONT IS FUTURA MD CN BT



ELEVATION VIEW SCALE: 3/16"=1'-0"  
DOUBLE-DOOR ENTRANCE LAYOUT



M1

IPE WOOD LOOK

DECORAL SYSTEM

DS716 CHROME FREE

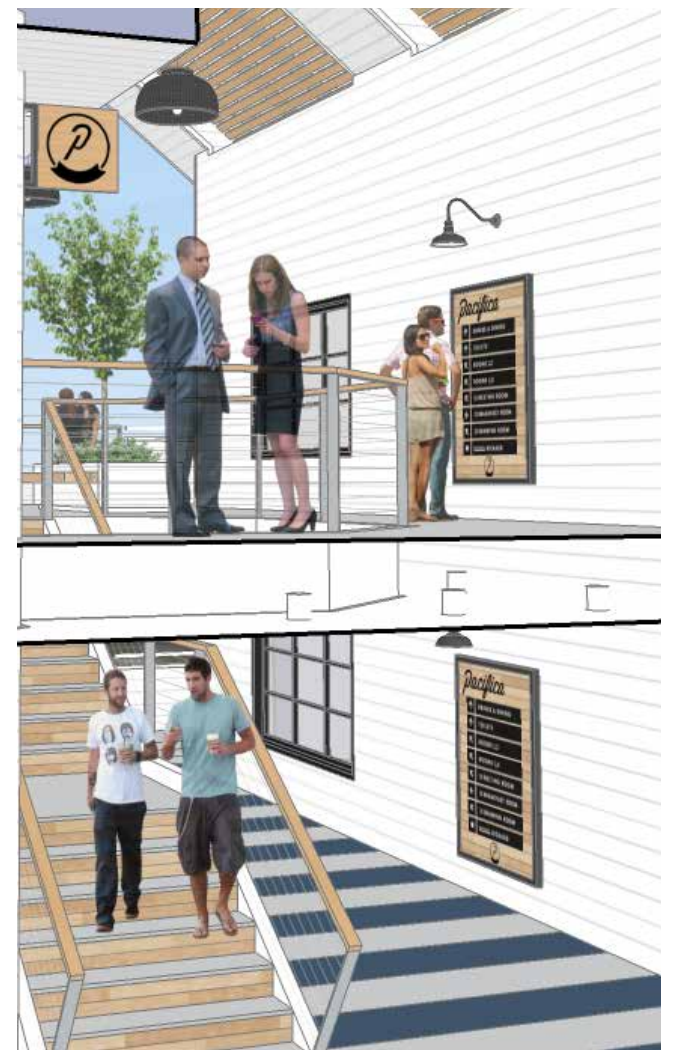
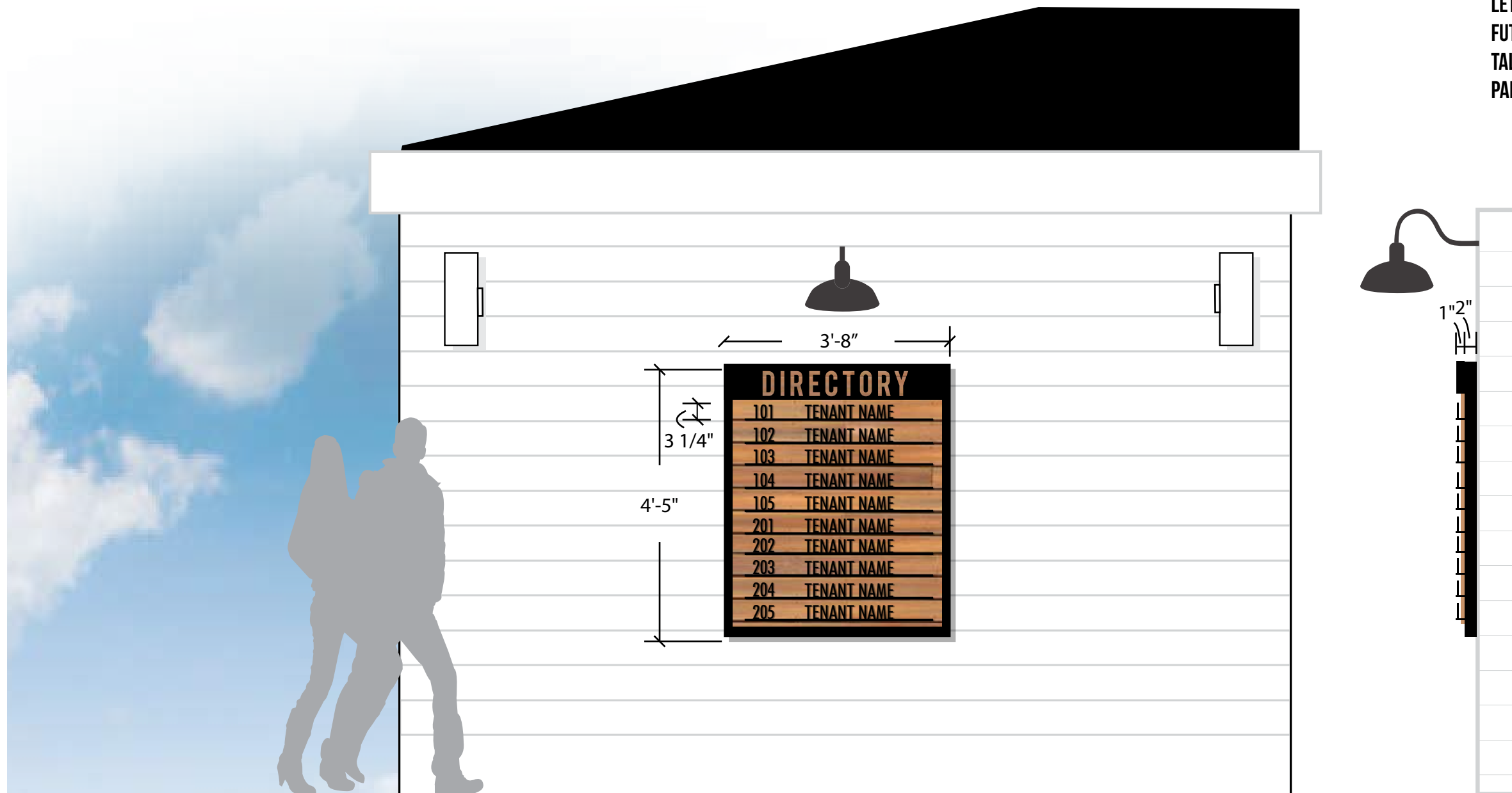
2101/01 POWDER COAT & FILM

P1

DIRECTORY - FABRICATED ALUMINUM 2" SQUARE TUBE WITH M1 FINISH AND PAINTED P1

FABRICATED PAN WITH ROUTED OUT LETTERS TO READ "DIRECTORY" PAINTED P1 - M1 TO SHOW THROUGH FROM BEHIND

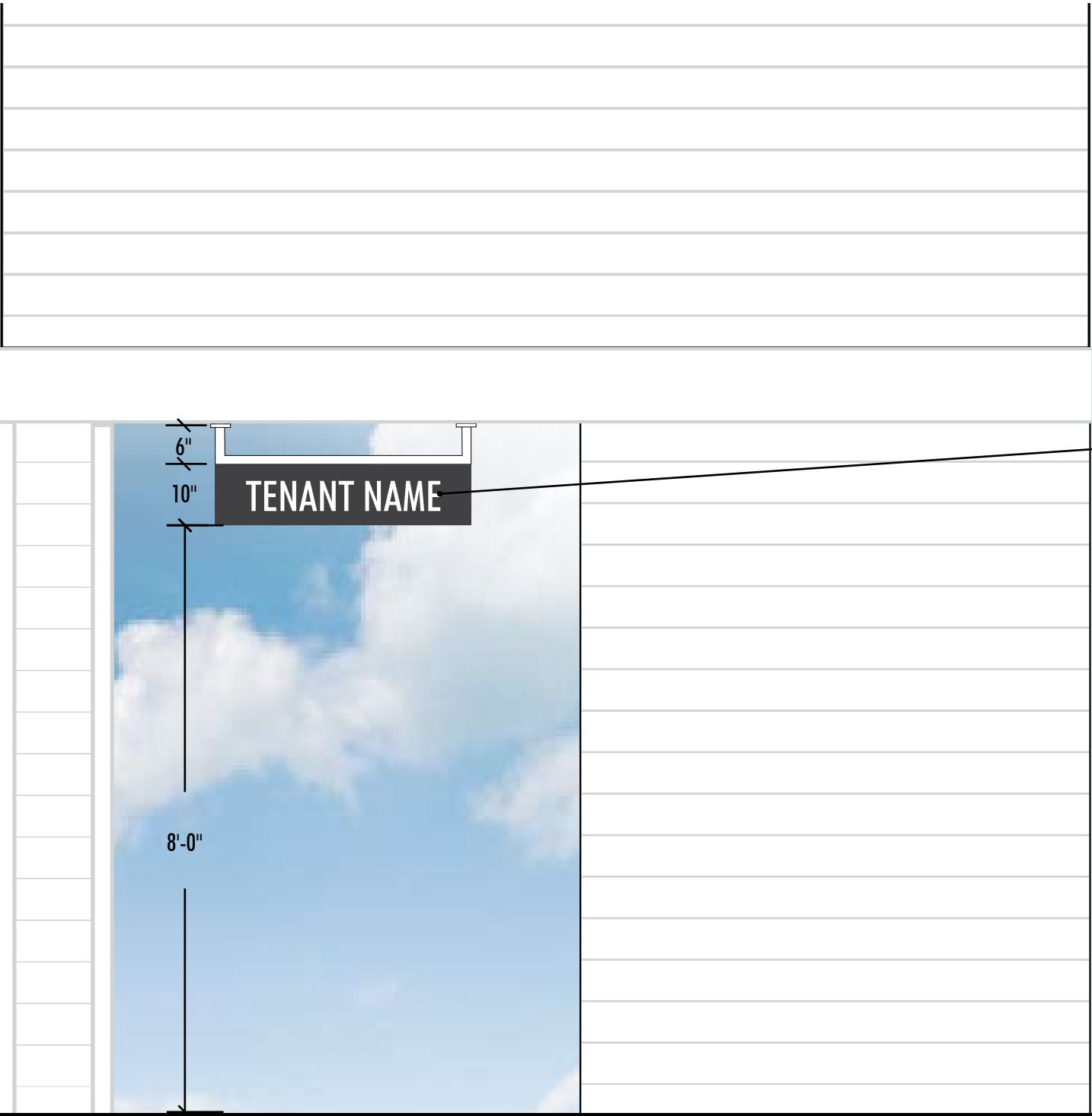
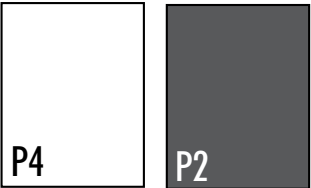
TENANT NAMES TO BE 1/2" SQUARE TUBE WITH FCO ALUMINUM LETTERS WITH TABS SCREWED TO SQUARE TUBE BAR. FONT TO BE FUTURA MD CN BT. UP TO 11 CHARACTERS AND 1 SPACE AT 3-1/4" TALL. TENANT NAME BARS ARE STUD MOUNTED TO DIRECTORY AND PAINTED P1.



TENANT ID BLADE - FABRICATED ALUMINUM PAN FACE D/F  
PAINTED P2 WITH VINYL COPY TENANT NAME.  
MECHANICALLY FASTENED TO MOUNTING BRACKET.

FABRICATED 1.5" ALUMINUM SQUARE TUBE MOUNTING  
BRACKET POWDERCOATED WHITE MOUNTS TO OVERHANG.

TENANTS MAY HAVE A CUSTOM BLADE SIGN WITH THEIR  
LOGO AND LOGO COLORS , SUBJECT TO LANDLORD  
APPROVAL.



Scale is 1/2"=1'0"



34052

1'-6"

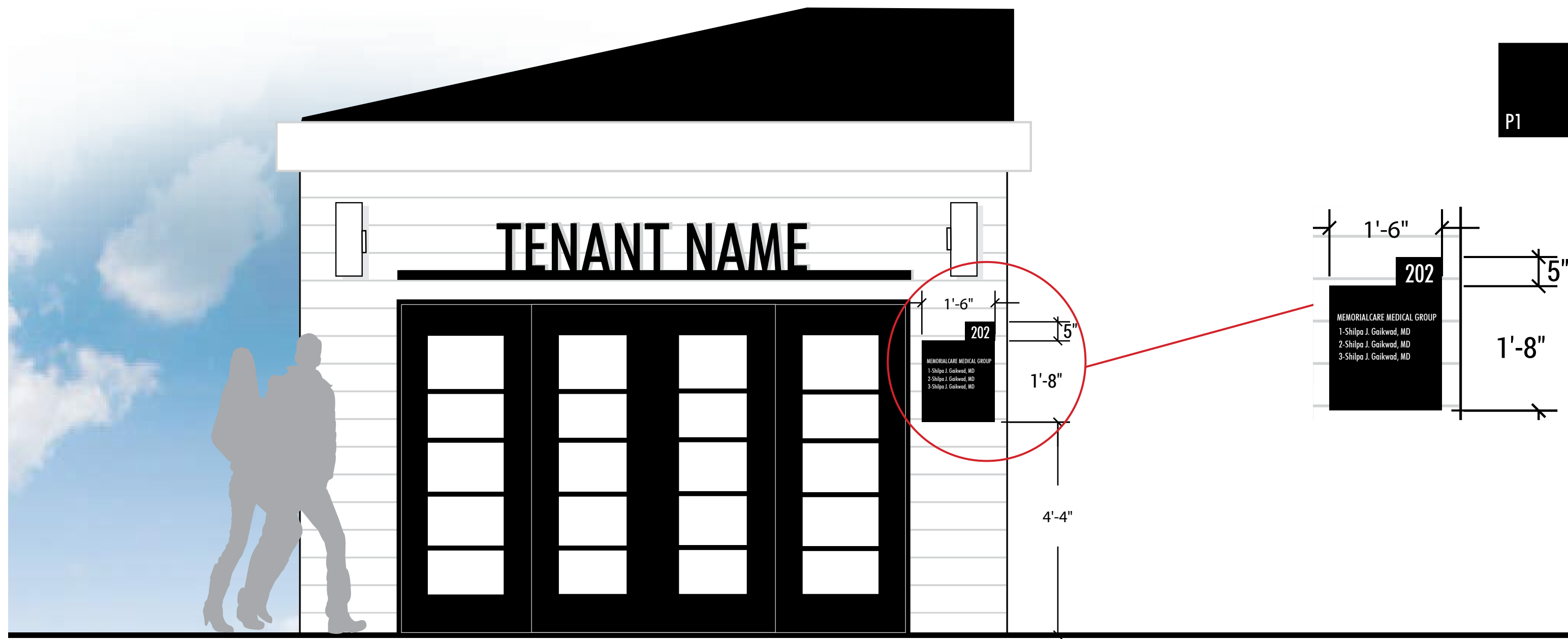
SCALE: 1/2" = 1'-0"

ADDRESS NUMERALS - FABRICATED ALUMINUM REVERSE CHANNEL  
LETTERS WITH FACE PAINTED P3 WITH RETURNS PAINTED P4.  
LETTERS TO BE STUD MOUNTED FLUSH TO FASCIA  
NON-ILLUMINATED





SUITE ID # - ALUMINUM PLATE WITH ROUTED OUT NUMERALS STUD MOUNTED AND SILICONE TO FASCIA PAINTED P1 MEDICAL GROUP AND DOCTORS' NAMES IN WHITE VINYL.



Scale: 1/2"=1'-0"