

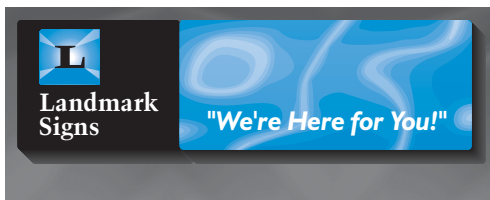


# Lantern Bay Village Sign Program

24801 - 24871 Del Prado Ave.

Dana Point, CA

April 14, 2010



(714) 540-7054 [www.landmarksigns.net](http://www.landmarksigns.net)

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**Property Owner:** Marjack, LLC.  
3183 Airway Ave.,  
Costa Mesa, CA 92626  
Phone: 714.434.9318

**City Planning:** City of Dana Point  
33282 Golden Lantern,  
Dana Point, CA 92629  
Phone: 949.248.3500  
Fax: 949.248.9920

**Property Manager:** Alden Management Group  
150 Paularino Ave., Suite 194,  
Costa Mesa, CA 92626  
C/O: Kim Summers  
Phone: 714.751.7858  
Fax: 714.751.7857  
Email: ksummers@aldenmanagement.com

**Sign Contractor:** Landmark Signs  
1515 MacArthur Blvd., Unit 16  
Costa Mesa, CA 92626  
Contact: John Myres  
Email: johnm@landmarksigns.net  
Cell: 714.944.7257  
Phone: 714.540.7054  
Fax: 714.540-9443

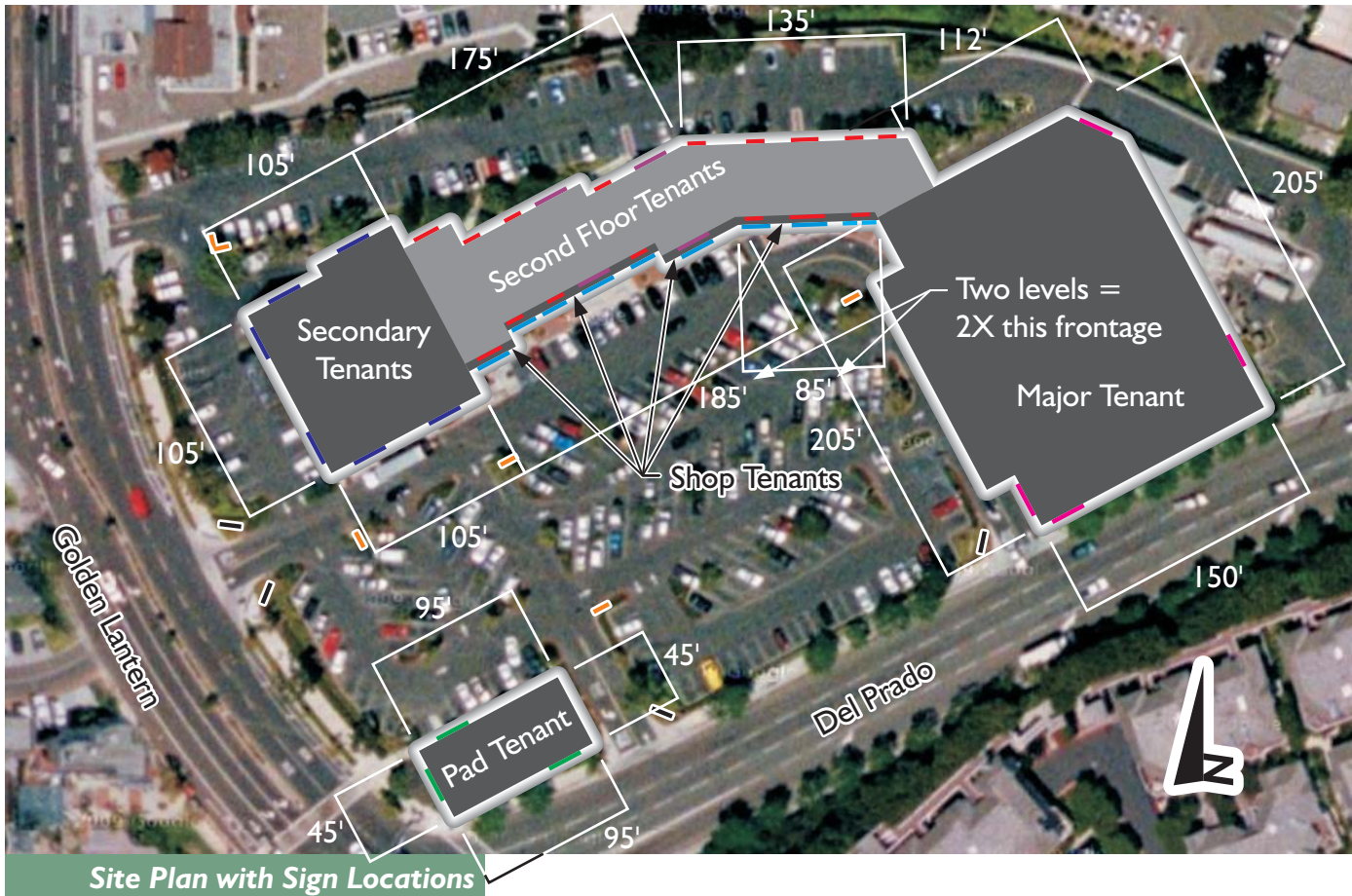


# PROJECT SITE PLAN

## SIGN LOCATIONS & MAXIMUM SIGN AREA

**Total Building Frontage = 2,117 linear feet. Total Wall Sign area allowed per code = 2,117 Sq. Ft. Maximum possible Wall Sign area for the entire center based on this program: 1,617 Sq. Ft.**

**Total Monument Sign area allowed per code = 50 Sq. Ft. Total Monument Sign area based on this program: 83.2 Sq. Ft. (existing). Maximum quantity of Monument Signs per code = 2. Maximum quantity of Monument Signs per this program = 4 (existing).**



### Key to Sign Locations

- Major Tenant Halo Channel Letters
- Secondary Tenant Halo Channel Letters
- Pad Tenant Halo Channel Letters
- Shop Tenant Halo Channel Letters
- Second Floor Tenant Halo Channel Letters
- Second Floor Tenant Under-Eave Signs
- Monument Signs
- Directional Signs



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## GENERAL INFORMATION

# TENANT PROCEDURES & REQUIREMENTS

**I.** Prior to commencement of any sign work or obtaining permits, Tenant shall submit to the Property Owner 3 copies of detailed shop drawings (11" x 17" format only) prepared by the Tenant's licensed sign contractor to include the following for each sign desired:

**A.** For Wall Signs, an accurately scaled full-color elevation of the Tenant's entire storefront depicting the location of the sign and dimensions indicating the Tenant's leasehold frontage, the overall height of the sign and both the vertical and horizontal distances of the sign from the edges of the sign area or appropriate architectural features.

**B.** For Freestanding Signs and Wall Signs, an accurately scaled full-color drawing of the sign with fully dimensioned features, letters and logos, and complete specifications of all materials, colors, finishes, means of illumination and other pertinent details.

**C.** For Freestanding Signs and Wall Signs, an accurately scaled cross section for each individual sign type depicting the means of attachment or ground placement, all materials and electrical parts to be used, electrical specifications, and dimensions or specifications indicating sign and material height and depth.

**D.** For Freestanding Signs, an accurately scaled full property site plan depicting the location of the sign and including dimensions indicating distances from the property line or other applicable property features. Other larger scaled detailed drawings may be required to establish the sign location.

**E.** A sample board may be required with material samples and colors including but not limited to: metals, paint colors and finishes, trims, faces and face decorations and lighting colors.

**2.** If such designs are rejected by the Property Owner, Tenant must resubmit corrected designs until Property Owner's approval is obtained.

**3.** Tenant's contractors and their agents must be lawfully licensed and bonded according to the State Contractors License Law and possess a minimum of 2 million dollars general liability insurance. The Property Owner may require the Insurance Certification from the contractor or any of its agents providing work of services upon the property, prior to sign approval.

**4.** Tenant shall not install any sign without all required permits from any local authority holding jurisdiction over such work. Tenant shall obtain Property Owner's approval prior to submitting applications for any city permits.

**5.** In the event of any future modifications, revisions or changes to Tenant's signs occurring during the term of the Tenant's lease, Tenant shall resubmit for Property Owner's approval according to the requirements of the original sign submittal process and abide by all of the regulations of this Sign Program.

**6.** Tenant must not allow building structural or architectural modifications to occur without prior written approval of the Property Owner. Property Owner may require detailed and engineered drawings prior to approval and notwithstanding, all such work

must comply with all applicable building and electrical codes.

**7.** Tenant shall be responsible for all costs associated with the manufacture, installation, maintenance and removal of their signs, including but not limited to, permits, engineering, designs, corrections, building modifications necessary for electrical or service access, repairs, cleaning, refinishing, refurbishing, personal or property damage as a result of sign malfunctions, sign removal and disposal resulting from violation of the regulations of this Sign Program, sign removal and repair of building damage after vacancy or loss of lease.

**8.** Tenant shall be responsible for ensuring that all of the requirements of this Sign Program are met in regards to Tenant's own signs.

**9.** Within 30 days of vacating premises or loss of lease, Tenant shall completely remove and dispose of all of Tenant's signs and restore the building surfaces to their original condition.

**10.** Tenant will be responsible for all costs associated with the removal, disposal and repair of building damages at the Property Owner's discretion if any part of these requirements are violated.



## GENERAL INFORMATION

# MINIMUM SIGN STANDARDS

All signs shall be manufactured and installed according to the following minimum standards:

**A.** Signs shall be in compliance with U. L. Laboratories, the National Electric Code (NEC), the Uniform Building Code (ICBO) and any other Federal, State and Local building codes that are required.

**B.** Signs shall bear U. L. labels applied by an U. L. Laboratories licensed manufacturer, Manufacturer's labels and Permit Stickers (where required). Manufacturer's labels shall not be visible from parking or the street, or from any normal viewing angle. Permit Stickers shall be applied with minimum visibility so as to only comply with the local authority's minimum placement requirements.

**C.** All sign companies and their agents shall be lawfully licensed and bonded according to the State Contractor's Board requirements and with any local authorities where licensing is required. All sign companies and their agents shall be insured with a minimum of 2 million dollars general liability insurance.

**D.** No sign shall be installed without Permits from every appropriate local authority and without required preliminary or final inspections, such inspections having been completed within 90 days of the commencement of the sign installation.

**E.** All signs shall be manufactured and installed according to the highest sign industry standards, using the best quality materials and utilizing the best processes available at the time the work occurs. The Property Owner shall reserve the right to reject any work that it considers sub-standard.

**F.** Where metal is used in fabricating, such metal must be non-ferrous (preferably aluminum) and any hardware use to fasten signs to the building must be stainless steel or zinc coated to prevent rust.

**G.** Signs must be fabricated with little or no visibility of seams, welds or fasteners. All exposed seams must be filled flush and finished so as to be an invisible part of their adjacent surfaces. All exposed welds must be ground smooth and finished so as to be an invisible part of their adjacent surfaces. All exposed fasteners such as rivets and screws must be flush, filled and finished so as to be an invisible part of their adjacent surfaces.

**H.** Signs must use a minimum .080" depth of material on any flat, exposed surfaces, and greater depth is required to eliminate "oil canning", any noticeable warping or visibility of any interior frame attachments.

**I.** No exposed angle clips or black iron may be used as installation hardware. Installation parts must be hidden when possible, and when exposed (such as spacers) to any angle of view, must be painted to match either the building wall or the adjacent sign surface.

**J.** Painted finishes must be smooth and uniformly covered, without intermittent orange peel, drips or runs and remain free from blistering, peeling, chipping or fading for a minimum of 1-year from the commencement of installation. Enamel paints must be of automotive quality and all painted finishes must be applied using the paint manufacturer's recommended methods, preconditioning and primers.

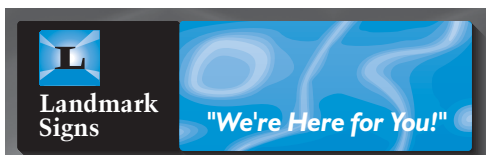
**K.** No color hues and finishes prone to early fading may be used. All exposed metals, plastics, vinyls including printed vinyls and other parts must be painted, finished, applied and / or fabricated in accordance with the original product manufacturer's recommendations in order to maintain their warranty which must be a minimum of 5-years.

**L.** Internal lighting must be uniform and free of "hot spots" or shadowing. Fluorescent lamps must be either single pin or high output and placed with a minimum on center distance of 12" apart and 6" from the interior sign edge. Neon transformers must be 30 MA, and neon must be placed with a minimum on center distance of 5" apart and 2 1/2" distance from the interior sign edge. Light leaks are not permitted.

**M.** Exposed neon housings, supports, backs, crossovers and returns must be painted with opaque paint to match the adjacent sign surface.

**N.** Exposed conduits, junction boxes or electrical parts are not permitted. Exposed raceways are permitted only in accord with the specifications on Page I1.

**O.** Any signs not deemed by the Property Owner to comply with these requirements may be removed at the expense of the lessee.



# GENERAL INFORMATION

## PROHIBITED SIGNS

Any sign of the following type or specifications shall be prohibited:

1. Signs advertising any entity, products, events or subjects unrelated to the property upon which said sign is located. This includes but is not limited to Outdoor Advertising, Billboards and Off-Site signs of all types.
2. Roof signs or signs projecting above a building parapet or roof line.
3. Signs that constitute a traffic hazard by using symbols, colors, designs or words commonly used on traffic signs and signals in such a manner as to interfere with, mislead or confuse pedestrian or automotive traffic.
4. Signs that flash, make audible sounds, or have animation; or have parts that do so.
5. Signs affixed to vehicles (aside from those used exclusively for delivery) for the purpose of advertising any entity, product, event or subject whether related or unrelated to the property upon which such vehicle is parked. Such vehicles may be towed away at the vehicle owner's expense at the Property Owner's discretion.
6. Temporary signs such as but not limited to banners, flags, pennants or balloons unless specifically allowed by and in accordance with the code of the local authority. Notwithstanding, such signs shall only be permitted with previous written approval by the Property Owner and are limited to one temporary display per tenant to be displayed for a maximum of 60 days, twice per calendar year.
7. Signs that violate any law or regulation whether Federal, State or Local.
8. Signs in unlawful proximity to power lines and that are attached to or interfere with any public utility.
9. Portable signs, Sandwich Board signs or inflatable displays.
10. Holiday lighting, light bulb strings or the like with the exception of any such decoration that the Property Owner may choose to apply.
11. Signs displaying profanity, obscene images or immoral content as deemed so by the Property Owner.
12. Signs affixed to any parts of the buildings or premises that are not a normally acceptable location for signs such as but not limited to, stand pipes and drains, roofing or roof equipment, roof or parapet flashing, window frames, awnings and canopies, light standards, poles or sign posts.
13. Signs left abandoned beyond 30 days after tenant's lease expires or tenant vacates property whether or not voluntarily.
14. Signs in unclean condition or in need of repair or maintenance for a period not to exceed 30 days.
15. Window signs including but not limited to neon displays, neon window borders, lighted cabinets, non-illuminated vinyl, printed or painted graphics or lettering, except those as specifically permitted in this Sign Program or as permitted by previous written approval of the Property Owner.
16. Paper, cardboard or foam core signs, decals or stickers, graffiti, or any sign that defaces property. Perpetrators of such signs may be liable to arrest and prosecution.
17. Any sign not previously approved by the Property Owner or in violation of this Sign Program. Any sign in violation of these prohibitions may be removed or repaired at the Property Owner's discretion at the violating lessee's expense.



# MAJOR TENANT WALL SIGNS

## ALLOWABLE SIGN PARAMETERS



**Permitted Sign Type:** Halo illuminated LED or Neon Reverse Channel Letters (see Page I1).

**Quantity allowed:** One per tenant elevation, subject to Allowable Sign Locations indicated on pages A1, B2 & B3.

**Locations:** Where indicated on Allowable Sign Locations on pages A1, B2 & B3.

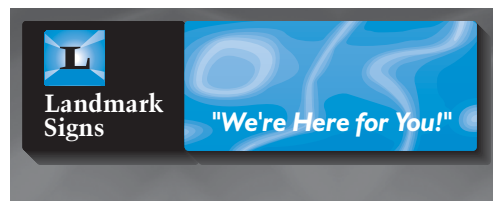
**Maximum Sign Height:** 5'-0".

**Maximum Length:** 20'-0".

**Maximum Sign Area:** 100 Square Feet.

**Placement Restrictions:** Equally spaced horizontally and vertically within the facade area as defined on elevations shown on pages B2 - B3.

**Logo and Letter Styles:** May be according to tenant's design subject to final approval by the Property Owner.

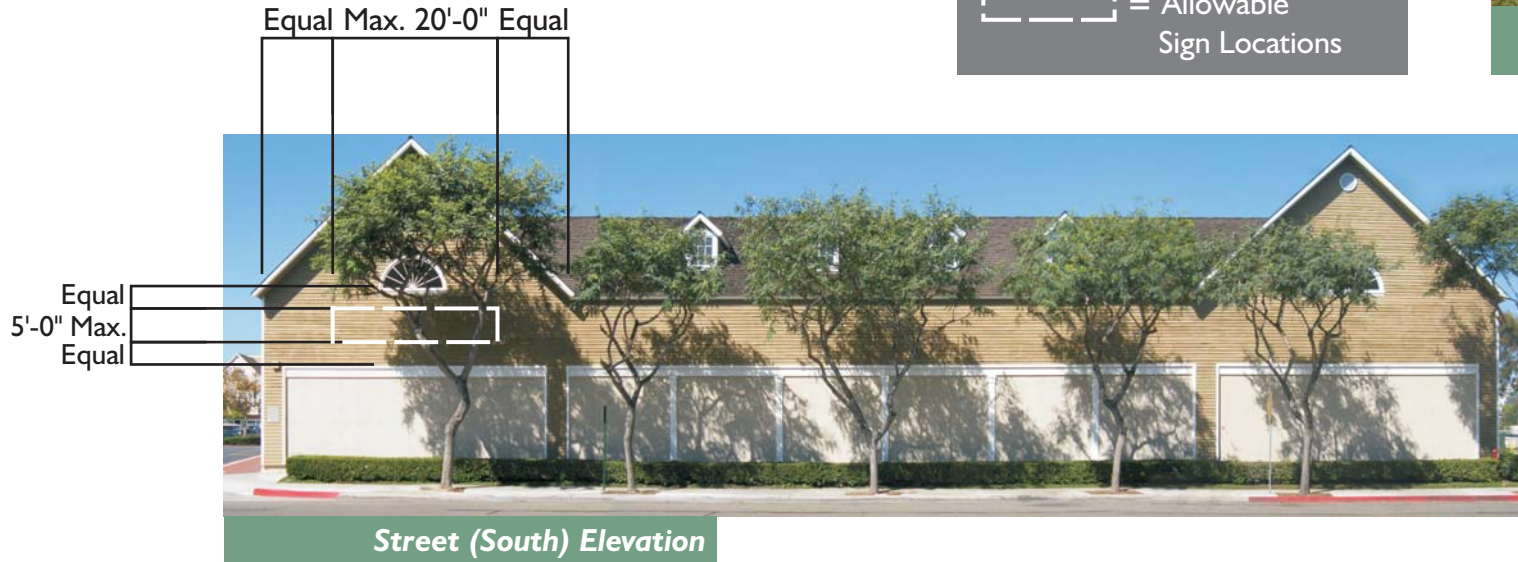




# MAJOR TENANT WALL SIGNS ALLOWABLE SIGN LOCATIONS



**Key:**  
 = Allowable Sign Locations



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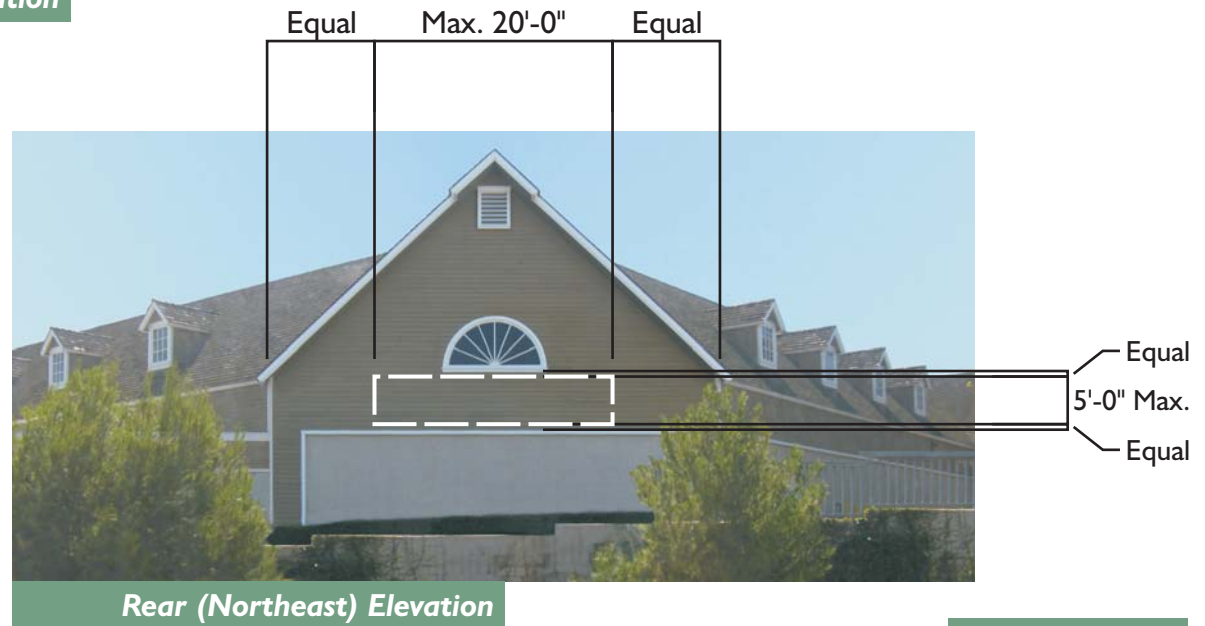
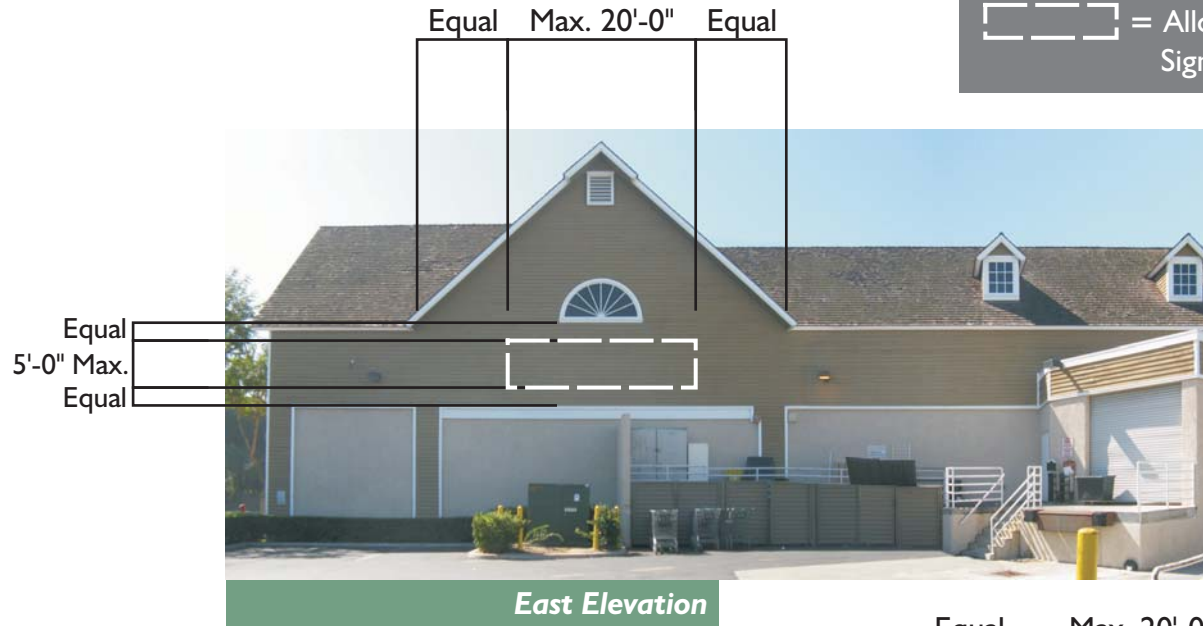
# MAJOR TENANT WALL SIGNS

## ALLOWABLE SIGN LOCATIONS



**Key:**

= Allowable Sign Locations



## SECONDARY TENANT WALL SIGNS ALLOWABLE SIGN PARAMETERS



**Permitted Sign Type:** Halo illuminated LED or Neon Reverse Channel Letters (see Page I1).

**Quantity allowed:** One per tenant elevation, subject to Allowable Sign Locations indicated on pages A1, C2 & C3.

**Locations:** Where indicated on Allowable Sign Locations on pages A1, C2 & C3.

**Maximum Sign Height:** 3'-0" including all features such as logos, all copy and their ascenders and descenders.

**Maximum Length:** 25'-0"

**Maximum Sign Area:** 1 Square Foot per linear foot of Tenant Frontage on the wall where the sign is placed.

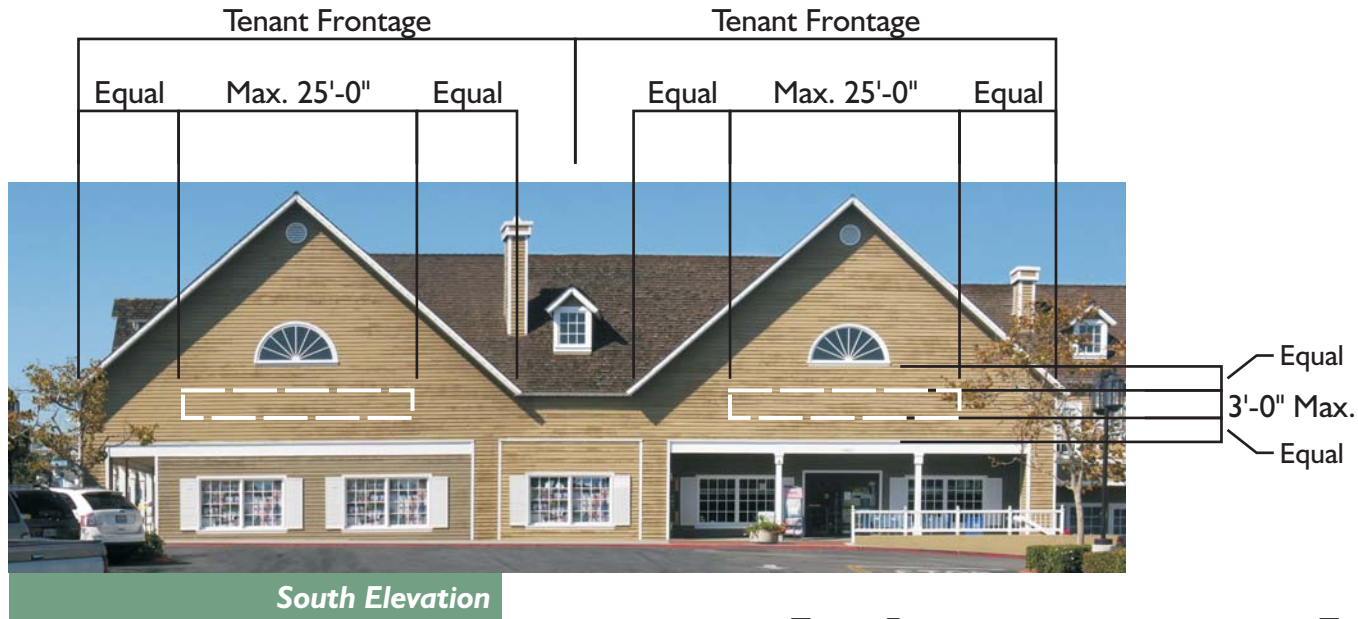
**Placement Restrictions:** Equally spaced horizontally and vertically within the facade area as defined on elevations shown on pages C2 - C3, with the exception that signs on the West Elevation should be centered over the column openings.

**Logo and Letter Styles:** May be according to tenant's design subject to final approval by the Property Owner.



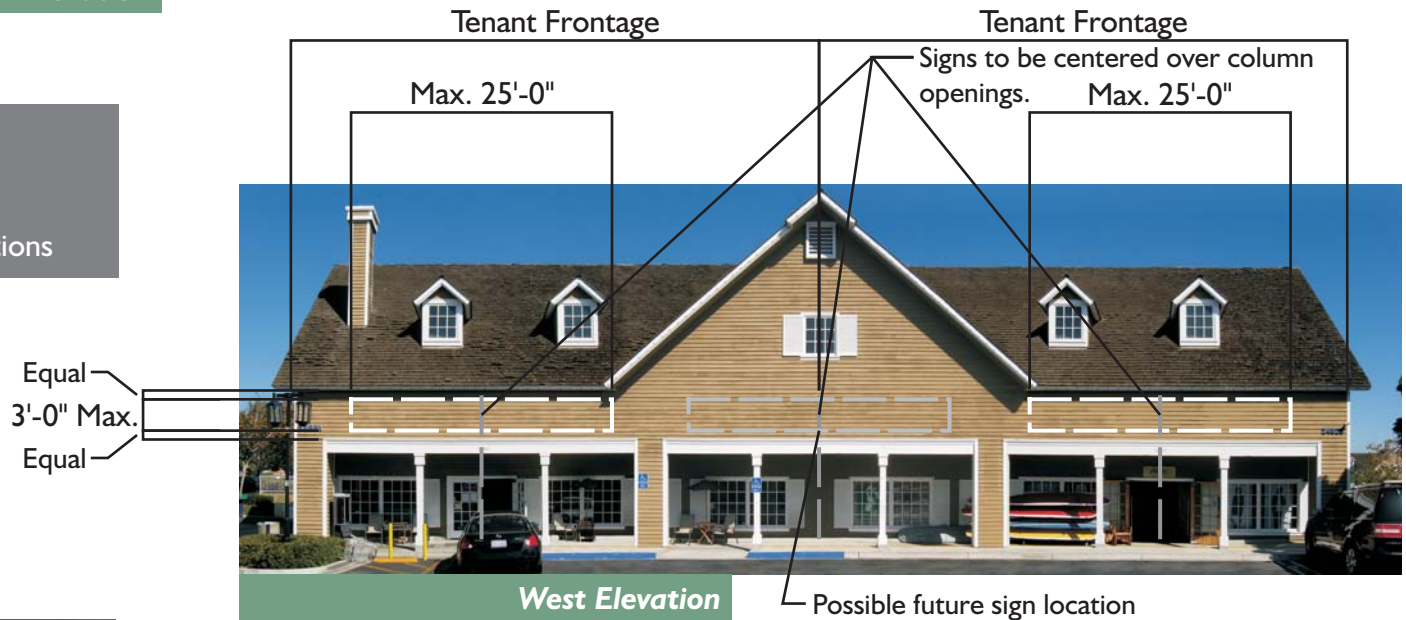
# SECONDARY TENANT WALL SIGNS

## ALLOWABLE SIGN LOCATIONS




**Key:**

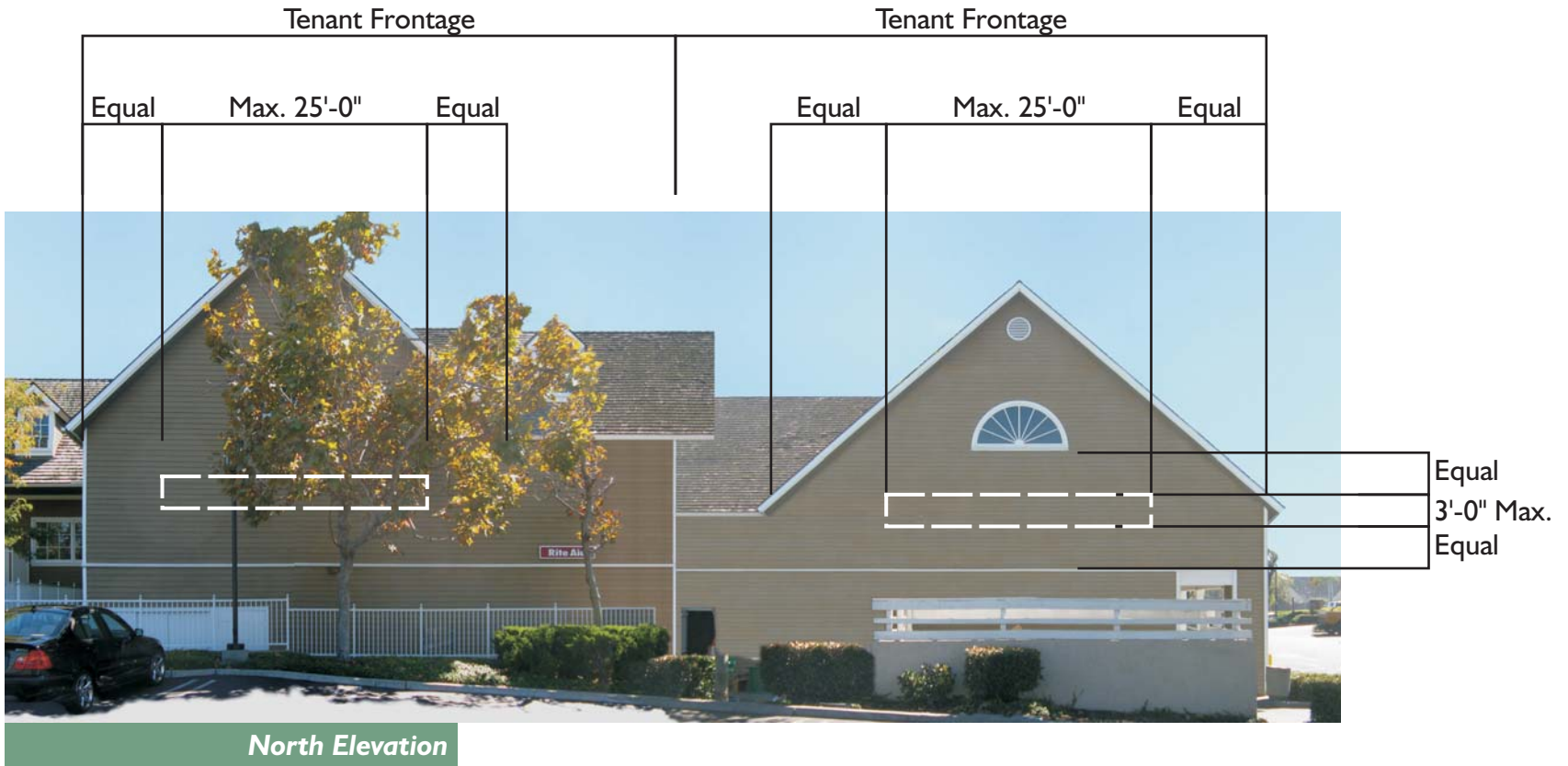
= Allowable Sign Locations



# SECONDARY TENANT WALL SIGNS ALLOWABLE SIGN LOCATIONS

**Key:**

 = Allowable Sign Locations



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# PAD TENANT WALL SIGNS

## ALLOWABLE SIGN PARAMETERS



**Permitted Sign Type:** Halo illuminated LED or Neon Reverse Channel Letters (see Page I1).

**Quantity allowed:** One per tenant elevation, subject to Allowable Sign Locations indicated on Typical Allowable Sign Locations on page A1, D2 & D3.

**Locations:** Where indicated on Typical Allowable Sign Locations on page A1, D2 & D3.

**Maximum Sign Height:** 30" including all features such as logos, all copy and their ascenders and descenders.

**Maximum Length:** 30'-0" with the exception that only 25'-0" is allowed on the West Elevation.

**Maximum Sign Area:** 1 Square Foot per linear foot of Tenant Frontage on the wall where the sign is placed.

**Placement Restrictions:** Equally spaced horizontally and vertically within the facade area as defined on elevations shown on pages D2 - D3, with the exception that the sign is to be mounted top flush to the bottom of the right side eave on the West elevation.

**Logo and Letter Styles:** May be according to tenant's design subject to final approval by the Property Owner.



# PAD TENANT WALL SIGNS

## TYPICAL ALLOWABLE SIGN LOCATIONS



**Key:**

= Typical Allowable Sign Locations

Eq Max. 30'-0" Eq



North Elevation

Eq Max. 30'-0" Eq




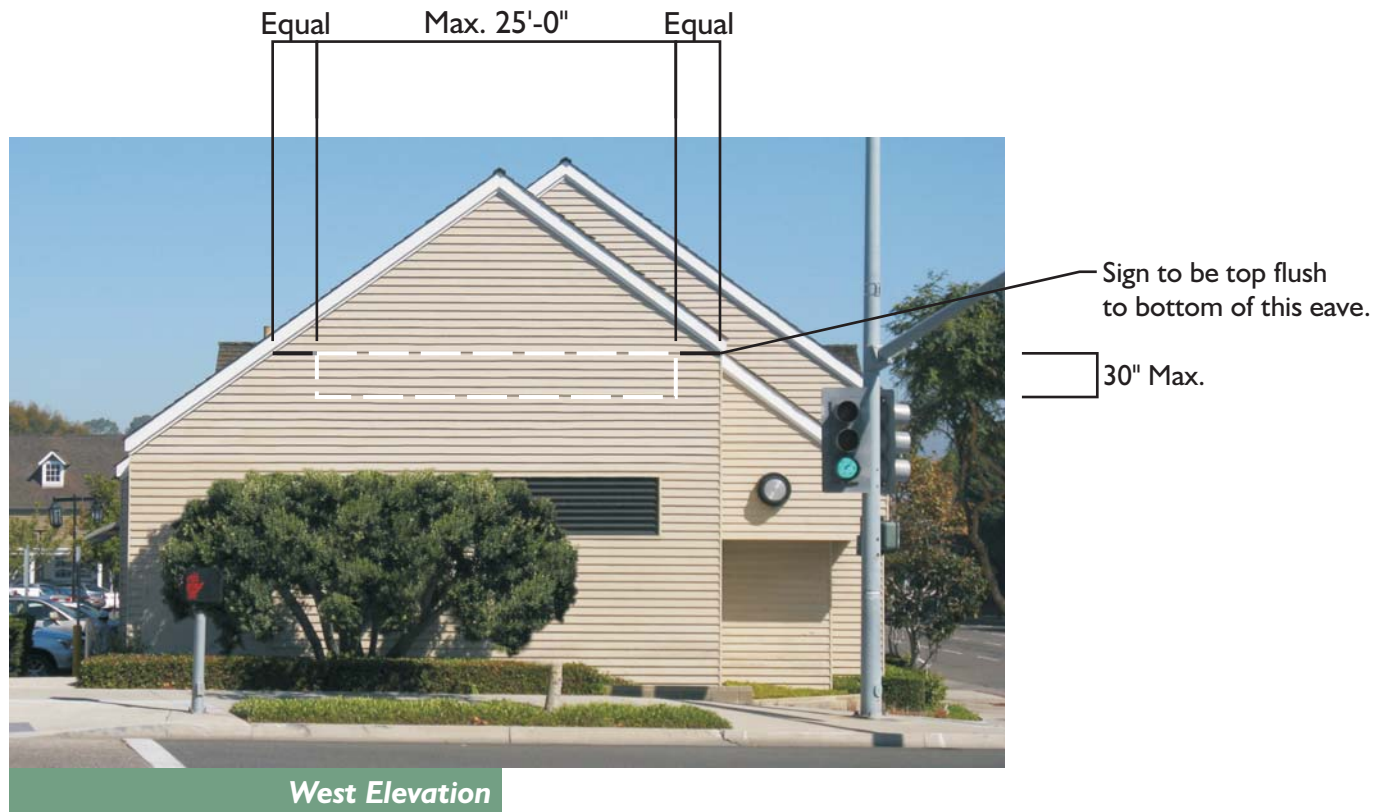
South Elevation



# PAD TENANT WALL SIGNS TYPICAL ALLOWABLE SIGN LOCATIONS

Key:

 = Typical Allowable Sign Locations



# SHOP TENANT WALL SIGNS

## ALLOWABLE SIGN PARAMETERS



**Permitted Sign Type:** Halo illuminated LED or Neon Reverse Channel Letters (see Page I1).

**Quantity allowed:** One per tenant elevation, subject to Allowable Sign Locations indicated on Typical Allowable Sign Locations on pages A1 & E2.

**Locations:** Where indicated on Typical Allowable Sign Locations on pages A1 & E2.

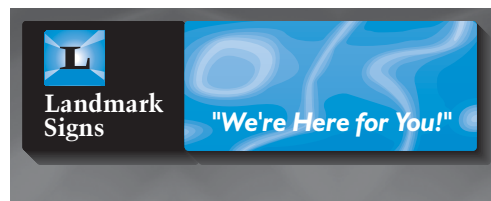
**Maximum Sign Height:** 22" including all features such as logos, all copy and their ascenders and descenders.

**Maximum Length:** 80% of the Tenant Frontage or the Balcony Width, whichever is less.

**Maximum Sign Area:** 1 Square Foot per linear foot of Tenant Frontage on the wall where the sign is placed.

**Placement Restrictions:** Centered horizontally between the Tenant Frontage or Balcony Width and vertically between the Deck or Balcony Facade.

**Logo and Letter Styles:** May be according to tenant's design subject to final approval by the Property Owner.





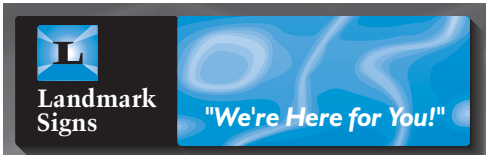
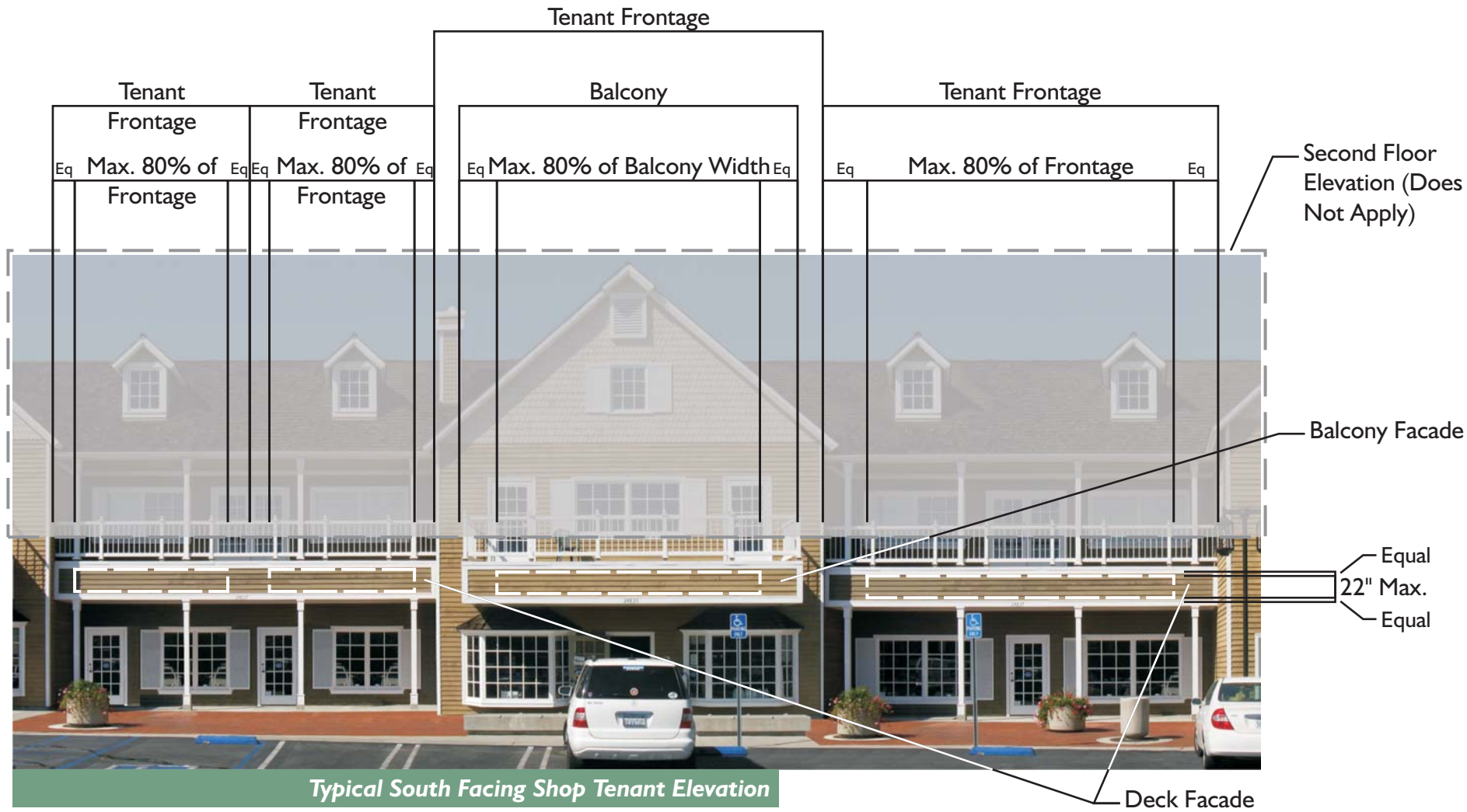
# SHOP TENANT WALL SIGNS

## TYPICAL ALLOWABLE SIGN LOCATIONS



**Key:**

= Typical Allowable Sign Locations



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# SECOND FLOOR TENANT WALL SIGNS

## ALLOWABLE SIGN PARAMETERS



**Permitted Sign Types:** Halo illuminated LED / Neon Reverse Channel Letters (see Page I1) or Under-Eave Signs (see Pages I2 & I3).

**Quantity allowed:** One per tenant elevation, subject to Typical Allowable Sign Locations on pages A1 & F2 - F3.

**Locations:** Where indicated on Typical Allowable Sign Locations on pages A1 & F2 - F3.

**Maximum Sign Height:**

- Halo Channel Letters: 30" including all features such as logos, all copy and their ascenders and descenders.
- Under-Eave Signs must be 18".

**Maximum Length:**

- Halo Channel letters must not exceed 80% of the tenant's leasehold frontage on the South elevation and 60% on the North elevation.
- Under-Eave Signs must be 8'-1" (when installed between columns) and 8'-1" to 12'-1" (when installed where no columns exist).

**Maximum Sign Area:** 1 Square Foot per linear foot of Tenant Frontage on the wall where the sign is placed (does not apply to Under-Eave Signs).

**Placement Restrictions:**

- Halo Channel Letters: equally spaced horizontally and vertically within the facade area as defined on elevations shown on page F2.
- Under-Eave Signs: Centered horizontally between columns or Tenant Frontage where no columns exist.

**Logo and Letter Styles:** May be according to tenant's design subject to final approval by the Property Owner.

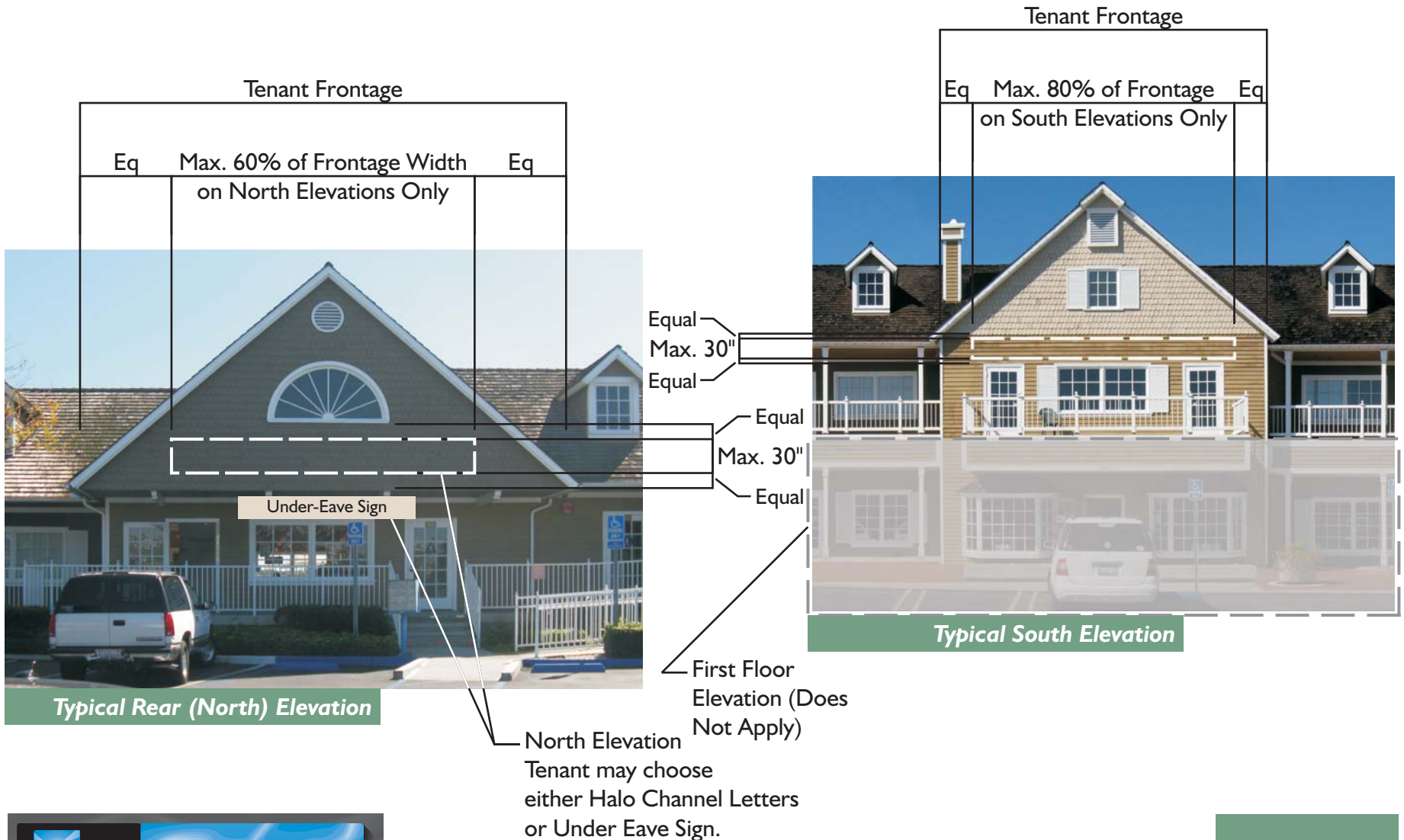


# SECOND FLOOR TENANT WALL SIGNS TYPICAL ALLOWABLE SIGN LOCATIONS - HALO CHANNEL LETTERS



**Key:**

= Typical Allowable Sign Locations



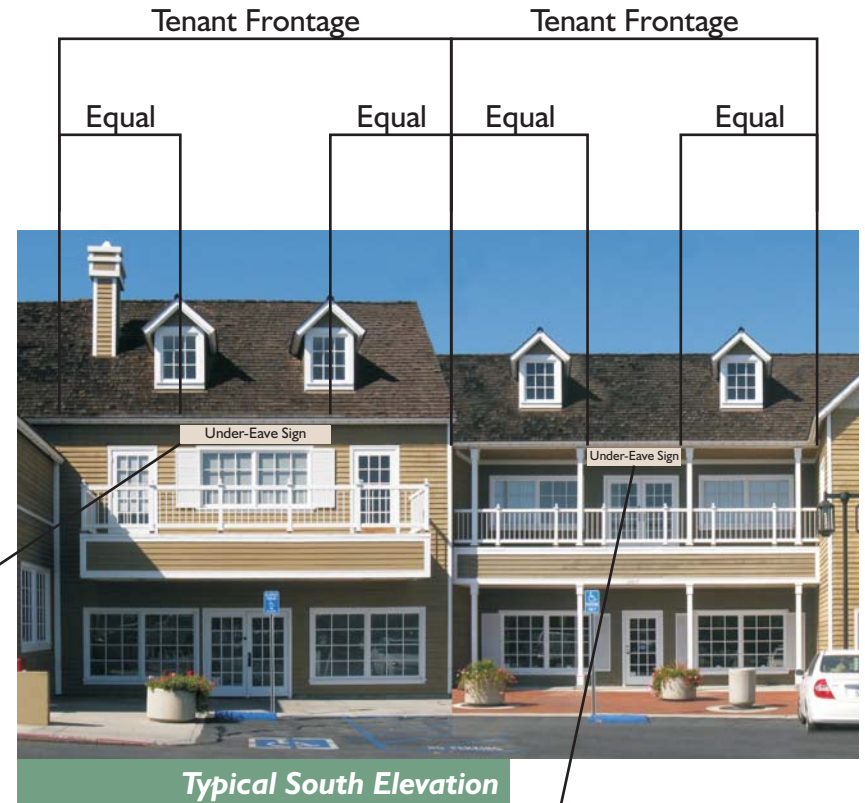
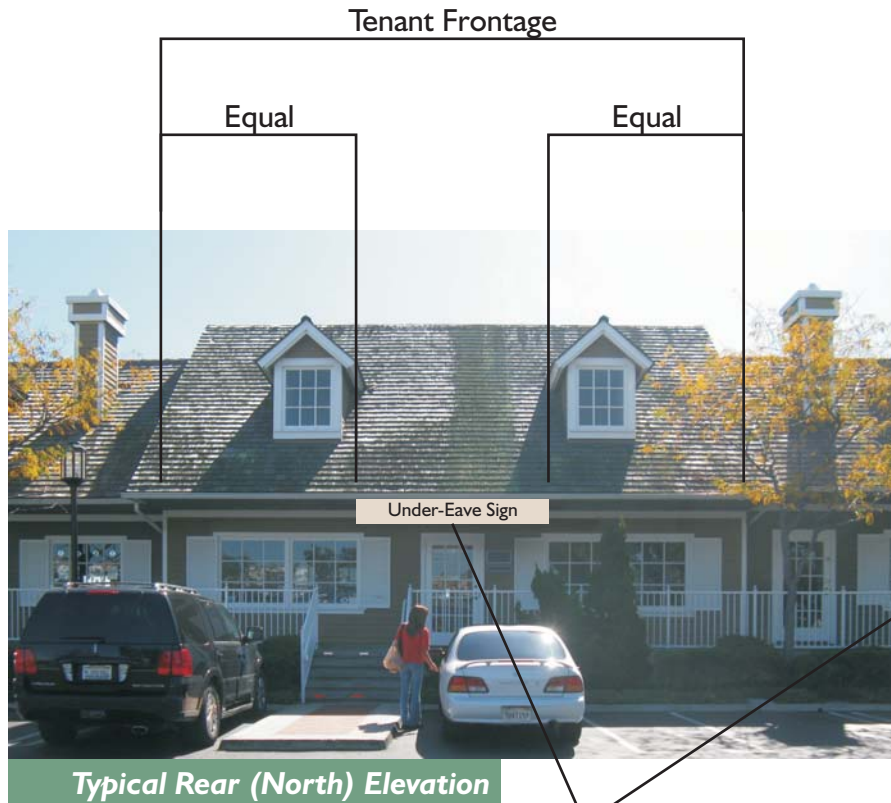
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# SECOND FLOOR TENANT WALL SIGNS TYPICAL ALLOWABLE SIGN LOCATIONS - UNDER EAVE SIGNS



Sign may be up to 12'-1" width where no columns exist.

Sign must be 8'-1" width where columns exist.



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# MONUMENT SIGN

## ALLOWABLE SIGN PARAMETERS & SPECIFICATIONS



**Quantity allowed:** Four.

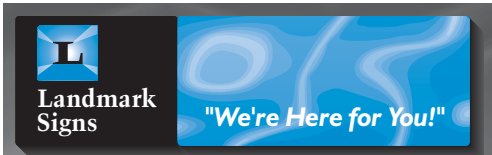
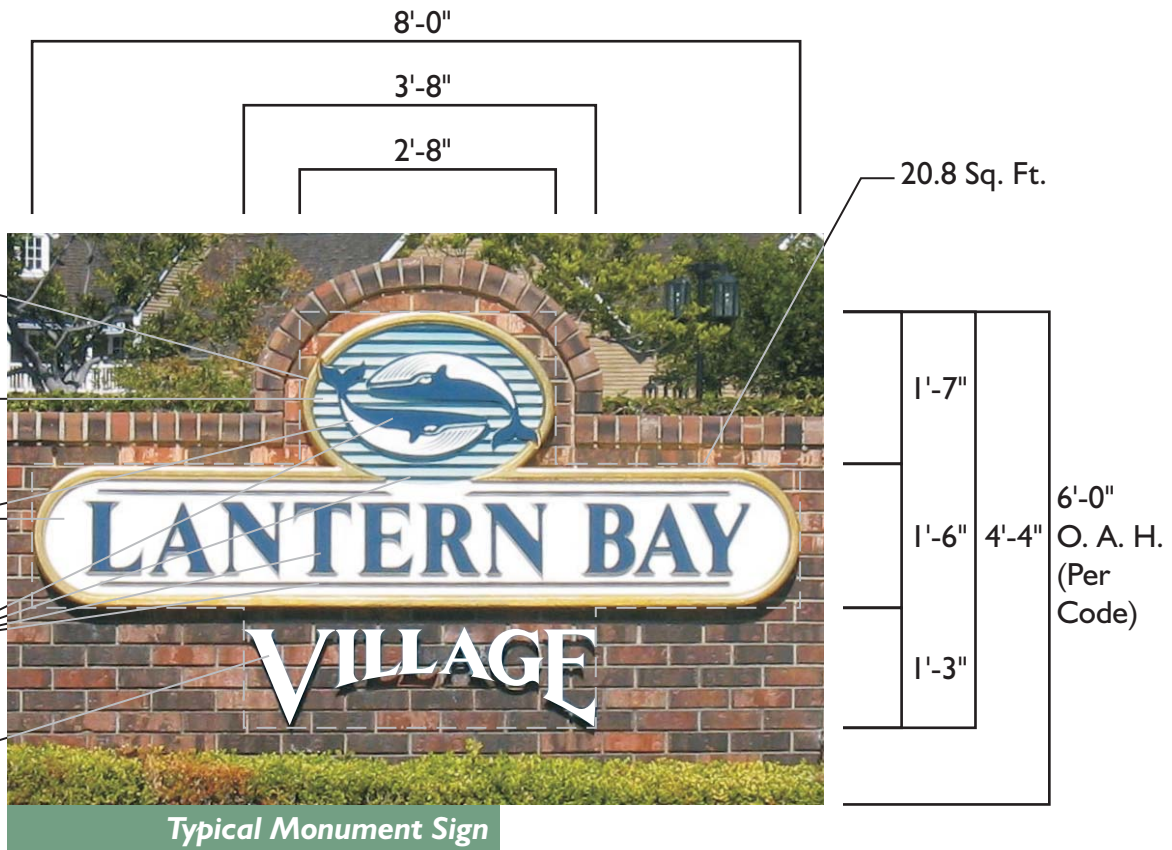
**Locations:** See typical Monument Sign Locations on page I4.

**Maximum Sign Area:** 20.8 Sq. Ft.

**Sign Type:** See specifications below.

### Monument Sign Specifications:

- (A) Raised border with a 23 1/2 Carat Gold Leaf finish.
- (B) Recessed background painted to match Frazee #7082W Sky Delight.
- (C) Fibreglas molded sign background painted Eggshell White.
- (D) Raised copy and details painted to match Frazee #8026N Italian Tile.
- (E) 1/2" aluminum F. C. O. letters painted Semi-gloss white baked enamel. Peg-mounted 1" from wall.



# DIRECTIONAL SIGN

## ALLOWABLE SIGN PARAMETERS & SPECIFICATIONS

**Quantity allowed:** Five.

**Locations:** See typical Directional Sign Locations on page A1.

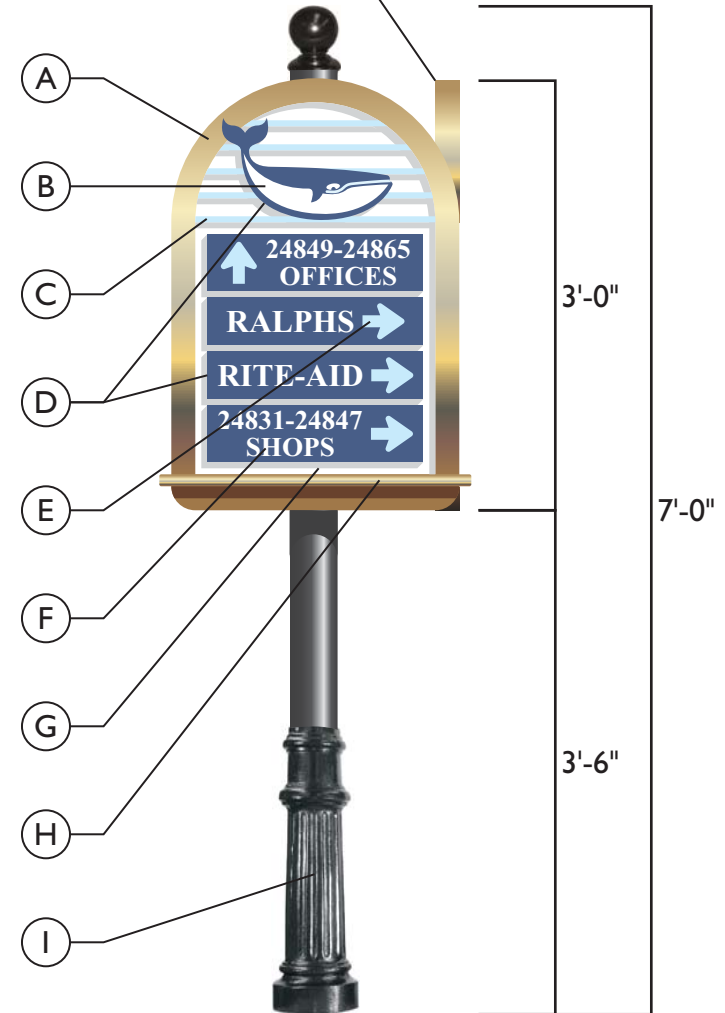
**Maximum Sign Area:** 6 Sq. Ft. per face.

**Sign Type:** See specifications below.

### Monument Sign Specifications:

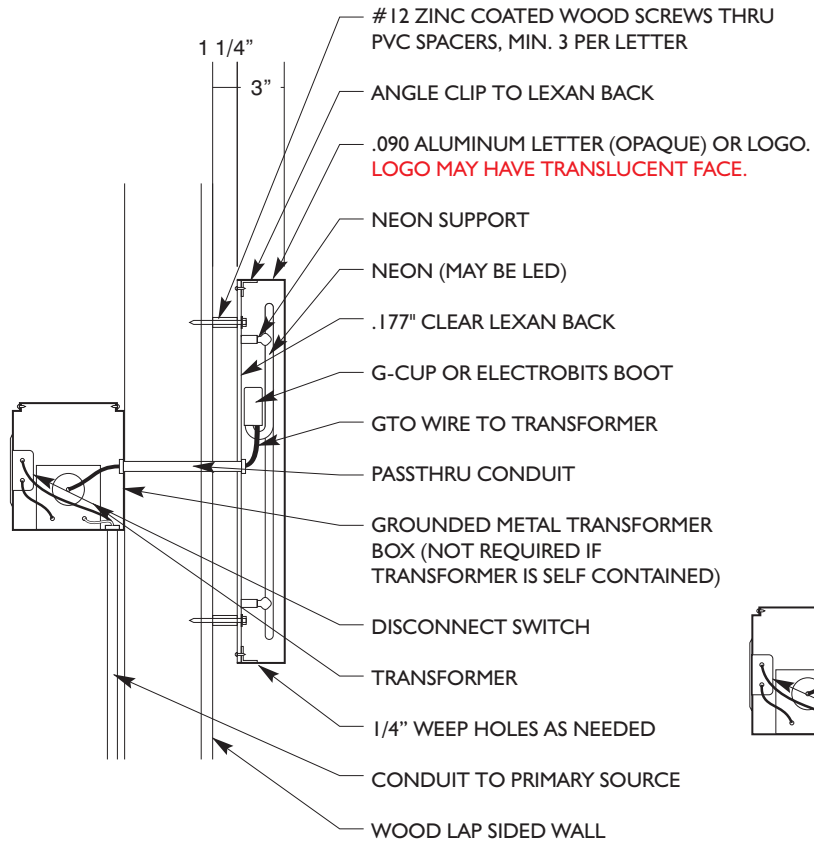
- (A) Raised border with a 23 1/2 Carat Gold Leaf finish. Background material is 1 1/4" Extria Composite Wood panel laminated to 3/4" M. D. O.
- (B) High performance white vinyl applied details.
- (C) Raised striping painted with semi-gloss enamel to match Frazee #7082W Sky Delight.
- (D) Raised panels & whale detail painted with semi-gloss enamel to match Frazee #8026N Italian Tile.
- (E) High performance #7725-77 Peacock Blue applied vinyl.
- (F) High performance white vinyl applied copy.
- (G) Routed background painted eggshell White.
- (H) 1" x 1" Hardwood trim with 23 1/2 Carat Gold Leaf finish.
- (I) Brandon Industries' 4" Cast Aluminum finial, post and base with Black finish.

Sign may include an additional right angle face as needed.

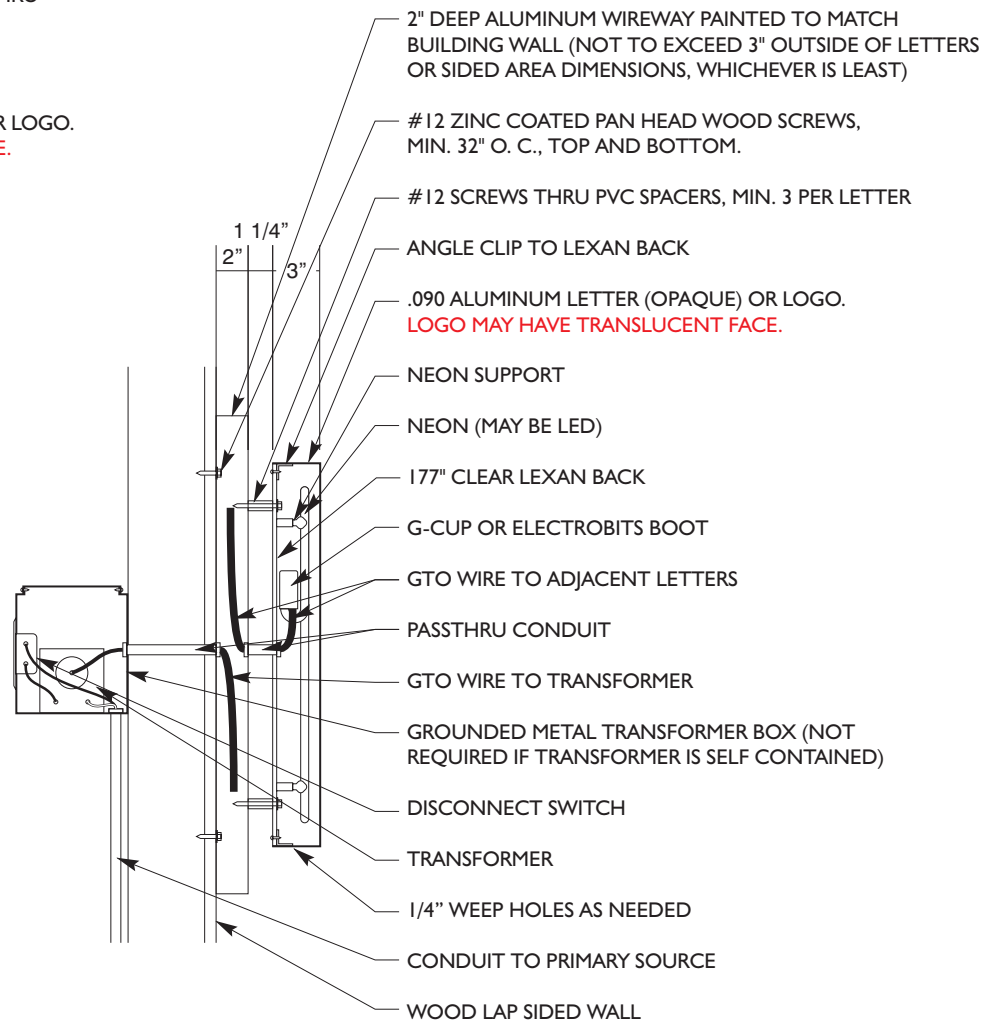


# HALO CHANNEL LETTERS

## TYPICAL DETAILS



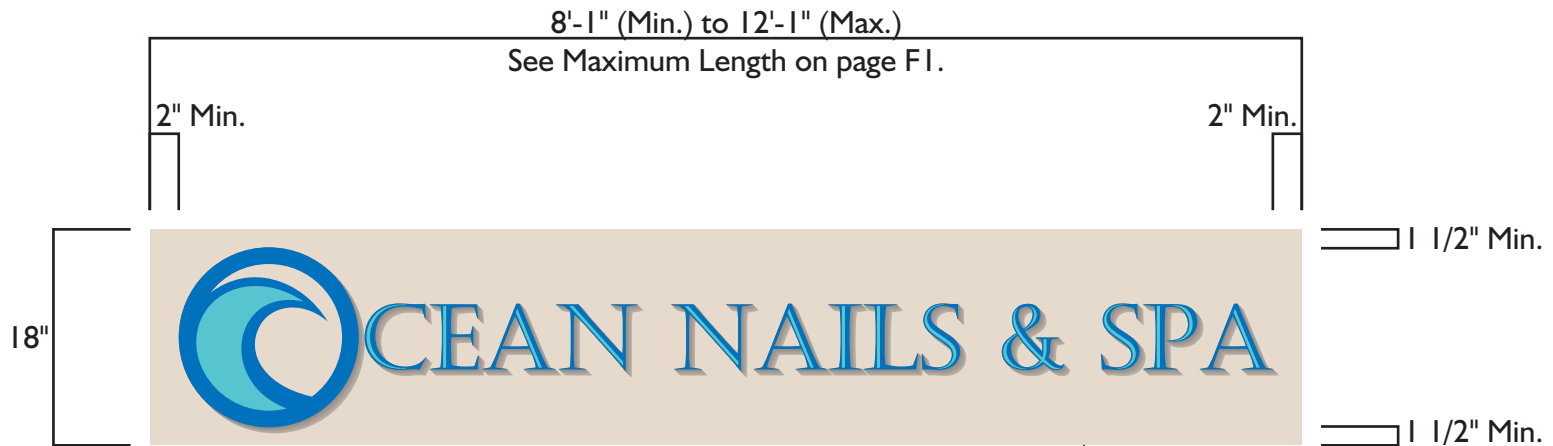
*Typical Section (preferred)*



*Typical Section (use only where rear wall access is very difficult or impossible)*



UNDER EAVE TENANT SIGNS  
 TYPICAL DETAILS - PAGE 1 OF 2

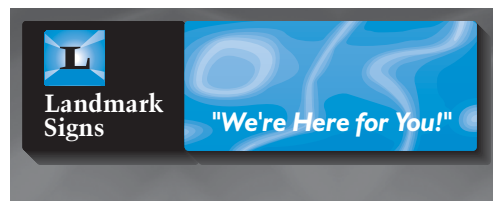


Typical Under-Eave Sign

Cabinet painted with semi-gloss enamel to match Frazee #8752W Stonehenge Shadow

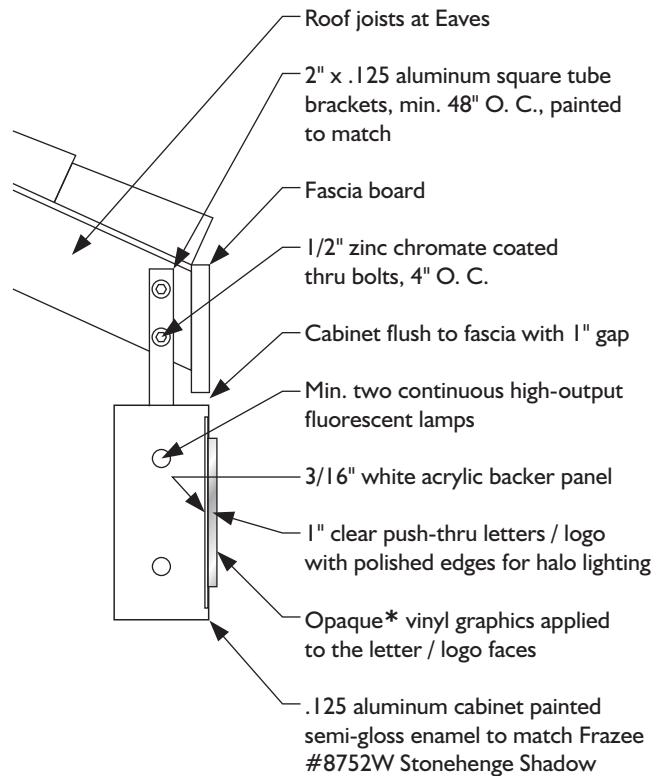


Simulated Push-thru Halo Night View

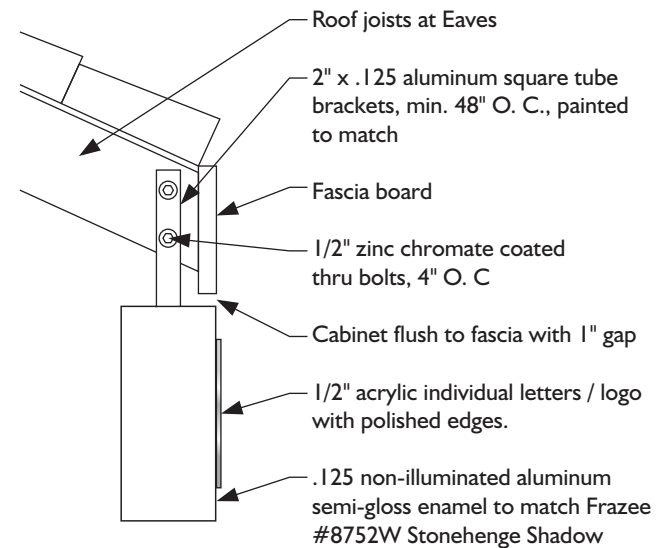




# UNDER EAVE TENANT SIGNS TYPICAL DETAILS - PAGE 2 OF 2



**Typical Push-Thru Halo Style**



**Typical Non-illuminated Style**

\*Applied vinyl must be backed with opaque high performance white vinyl for maximum halo reflectivity.

