

Master Sign Program

December 8, 2016

Tenant Signage Design Criteria
For 635 Camino De Los Mares
San Clemente, CA 92673

Prepared for:
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PURPOSE OF TENANT SIGNAGE DESIGN CRITERIA

These Signage Design Criteria are intended to guide architects and tenants in the development of consistent and compliant tenant and building signage. Specifically, these regulations are intended to define the parameters for design, height, width, area, locations, materials of construction and methods of illumination for all building, monument and way-finding signage on the property at 635 Camino De Los Mares. The specified number and sizes of the signs contained in this program are intended to represent maximum standards. The Owner Approval Process, and City of San Clemente permitting process may also entail additional considerations related to the specific designs proposed by building tenants, including but not limited to compatibility with the building architecture, the surrounding commercial district, and other community factors.

INTRODUCTION

For the benefit of all tenants, and in accordance with the City of San Clemente codes and regulations, the intent of this 635 Camino De Los mares Signage Design Criteria is to provide guidelines needed to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the Modern Spanish architecture of the property, while maintaining provisions for brand standards and individual expression. The signs should convey an appearance of business professionalism and high quality design and construction.

Compliance with these Signage Design Criteria shall be rigorously enforced, and any nonconforming sign shall be removed by the tenant or his contractor at the tenant's expense and upon demand by the Building Owner or Property Manager. Exceptions to these standards shall not be permitted without prior approval by the Building Owner or Property Manager. No sign shall be installed without the above-stated approval, obtained as per the Owner's building sign approval process, and without all necessary City of San Clemente permits.

GENERAL REQUIREMENTS

PROCEDURE FOR APPROVAL

Tenant shall submit to the building owner or property manager three copies of signage proposals, scaled drawings and plans, to include:

- Quantity and location of signs
- Type of materials, method of illumination
- Shop drawings for all proposed signs
- Method of attachment to the building

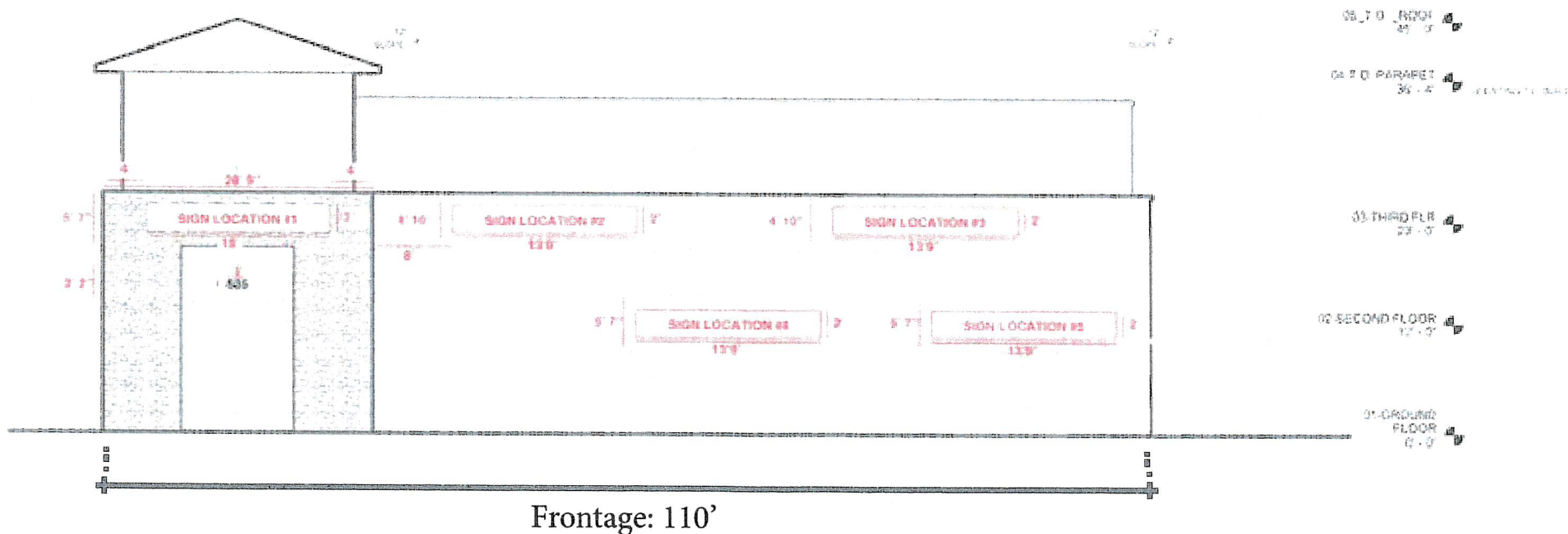
Note that the Building Owner's written approval is required before any proposed signs are submitted for permits to the City of San Clemente. Note further that the Building Owner's written approval as set forth herein does not imply conformance with applicable laws, codes, rules and regulations set forth by the City of San Clemente or any other governmental agency or body.

GENERAL PROVISIONS

1. The tenant shall pay for tenant's sign, related materials, installation charges, and all City permitting fees.
2. The tenant shall obtain all necessary permits.
3. The signs shall identify the Business or Company occupying the space in the building. The tenant sign shall be limited to the tenant's name, logo, and / or logotype. The use of brand name logos will not be allowed on the sign unless the brand name logo is specifically included in the tenant's DBA.
4. No labels shall be placed on the exposed surfaces of signs except those required by applicable laws. Required labels shall be placed in inconspicuous places.
5. In the event a tenant vacates his premise, it is the tenant's responsibility to remove his sign, patch all holes in the building or monument surface, and paint those surfaces to match the existing color of the building fascia.
6. Except for those signs approved and installed in compliance with this Signage Design Criteria, no signs, notices, advertisements or other lettering shall be displayed, exhibited, painted or affixed in any manner to any part of the building exterior or property grounds.

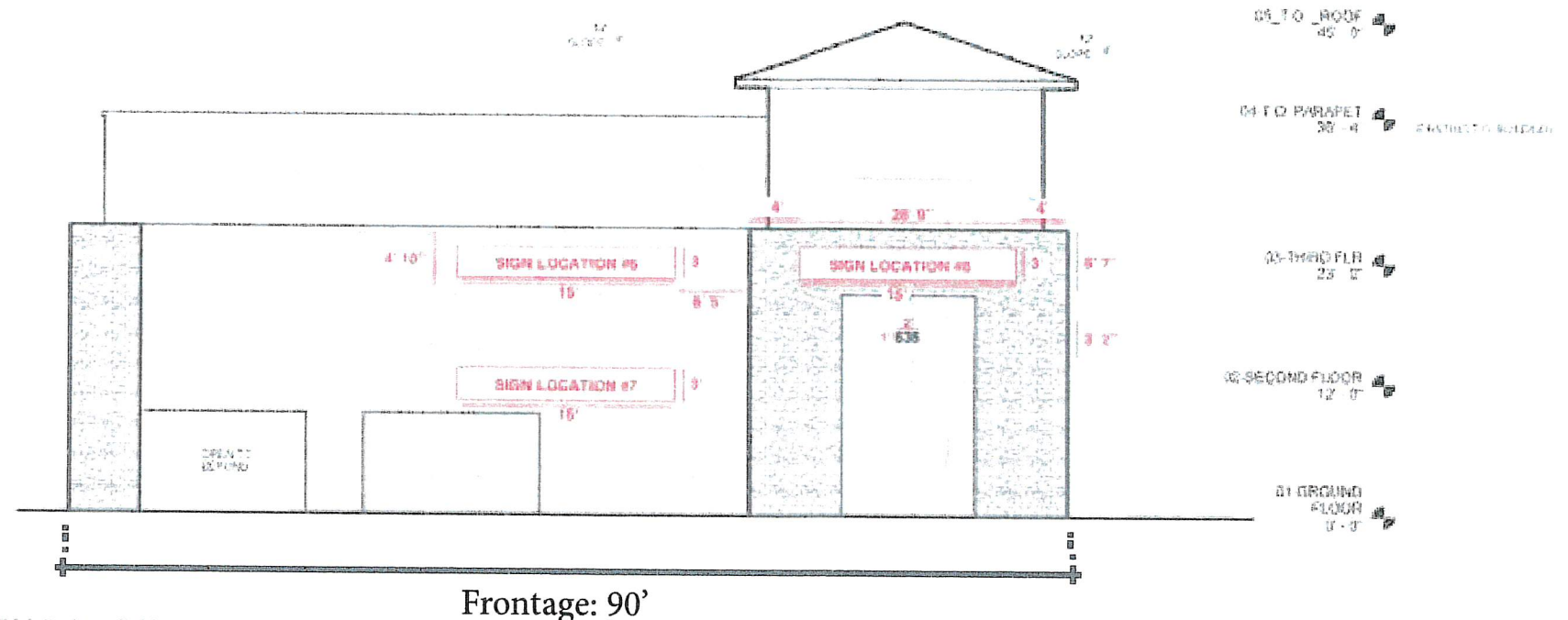
TENANT SIGNAGE LOCATIONS

The specific area for placement of each sign is indicated on the building elevations and on the site plan. Variations from these locations are in general not permitted, and in any event, require the approval of the Building Owner prior to installation. The maximum allowable signage area for each sign is to be determined by the floor space occupied by the tenant, the appropriate building frontage of the tenant's leased space, its location in the building, the City of San Clemente's signage ordinances, and other criteria.



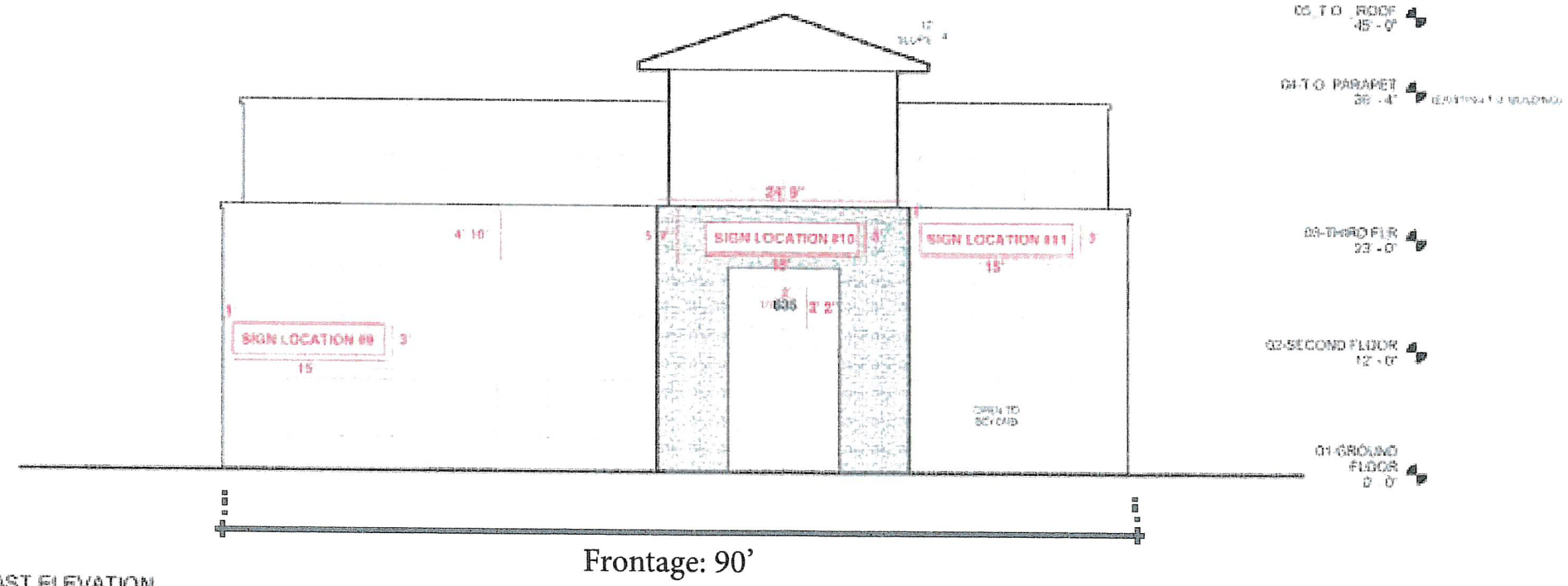
1 SOUTH ELEVATION

Note:
 A maximum of 1 large (3'x18') and two smaller signs (24" x 13'9") may be used for signage at any one time.



2 WEST ELEVATION
 AT 115 10-1-00

Note: A maximum of any two of the three locations shown may be used for signage at any one time



1 EAST ELEVATION
 AT 115 10-1-00

Note: A maximum of any two of the three locations shown may be used for signage at any one time

SPECIFIC REQUIREMENTS FOR TENANT BUILDING SIGNAGE

Allowed total square footage of all building signs is 400 square feet, as calculated based on a rate of 1 square foot per lineal foot of building frontage (90' each East and West frontage; 110' South frontage). As Table 1 shows, all indicated locations total 289 sq. ft.

1. Possible tenant sign locations and available square footage are shown on the Tenant Signage Design Criteria.
2. The number of signs and total square footage available to each tenant will be allocated by the Building Owner, based on the square footage of space occupied by each tenant, and the tenant's location in the building, among other criteria. The total number of signs for all tenants, and the total square footage for all signs must be in compliance with this overall Design Criteria.
3. The square footage for tenant signage shall be calculated by drawing the smallest possible single rectangle that encloses all letters, symbols and design elements.
4. In addition to compliance with the maximum square footage, tenant signs may not exceed the specified height or specified width, even if the square footage is less than the specified limit.
5. Horizontal placement of the individual signs shall be exactly as per the scaled drawings in this Signage Design Criteria. The vertical placement shall be centered within the sign band.
6. All building signs shall be channel letter construction, as per the attached specifications. All letters and symbols will be halo-lit illumination. The halo illumination subject to the limitations in item (7).
7. National chain businesses may use letter colors that are consistent with their brand and/or registered trademarks. So for example, tenants that have red, white and blue brands may use a combination of white LEDs for illumination and paint on the faces and returns to achieve the best representation of their brand, taking into consideration both daytime appearance and night time illumination.
8. Tenants who do not have a registered trademark will use a bronze color paint on the letters and returns, and white halo illumination.

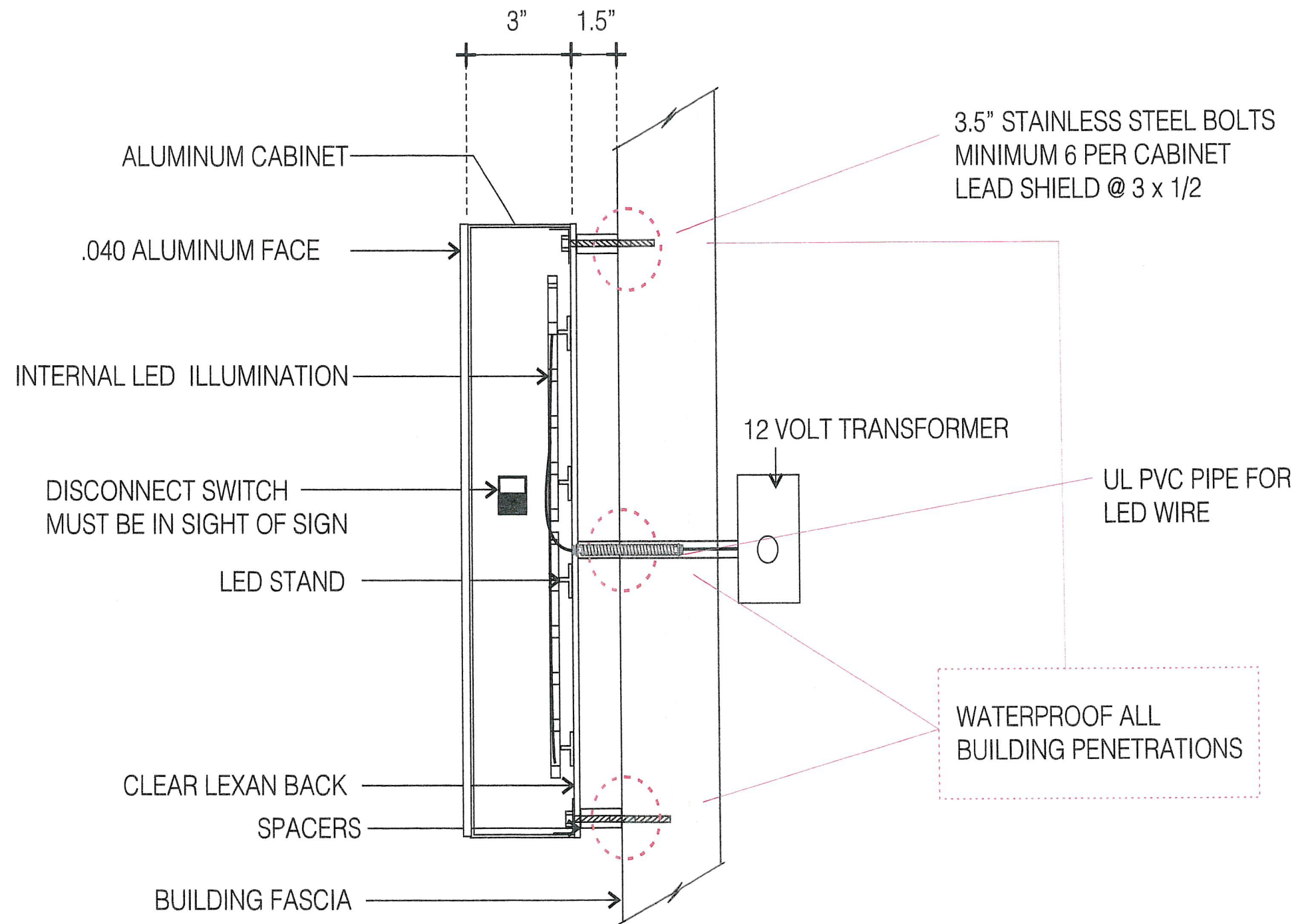
Table 1: Sign Areas – Individual and Total

SIGN LOCATION	ELEVATION	SQUARE FOOTAGE	MAXIMUM DIMENSIONS
1	South*	54	3' x 18'
2	South	27.5	2' x 13'9"
3	South	27.5	2' x 13'9"
4	South	27.5	2' x 13'9"
5	South	27.5	2' x 13'9"
6	West**	45	3' x 15'
7	West	45	3' x 15'
8	West	45	3' x 15'
9	East***	45	3' x 15'
10	East	45	3' x 15'
11	East	45	3' x 15'
Building Numbers	South	5-Not Included	
Building Numbers	West	5-Not Included	
Building Numbers	East	5-Not Included	
Total		289	

*South Elevation: Only 1 tower sign (Location #1) plus 2 of 4 other sign positions (Locations #2-5) allowed at any one time.

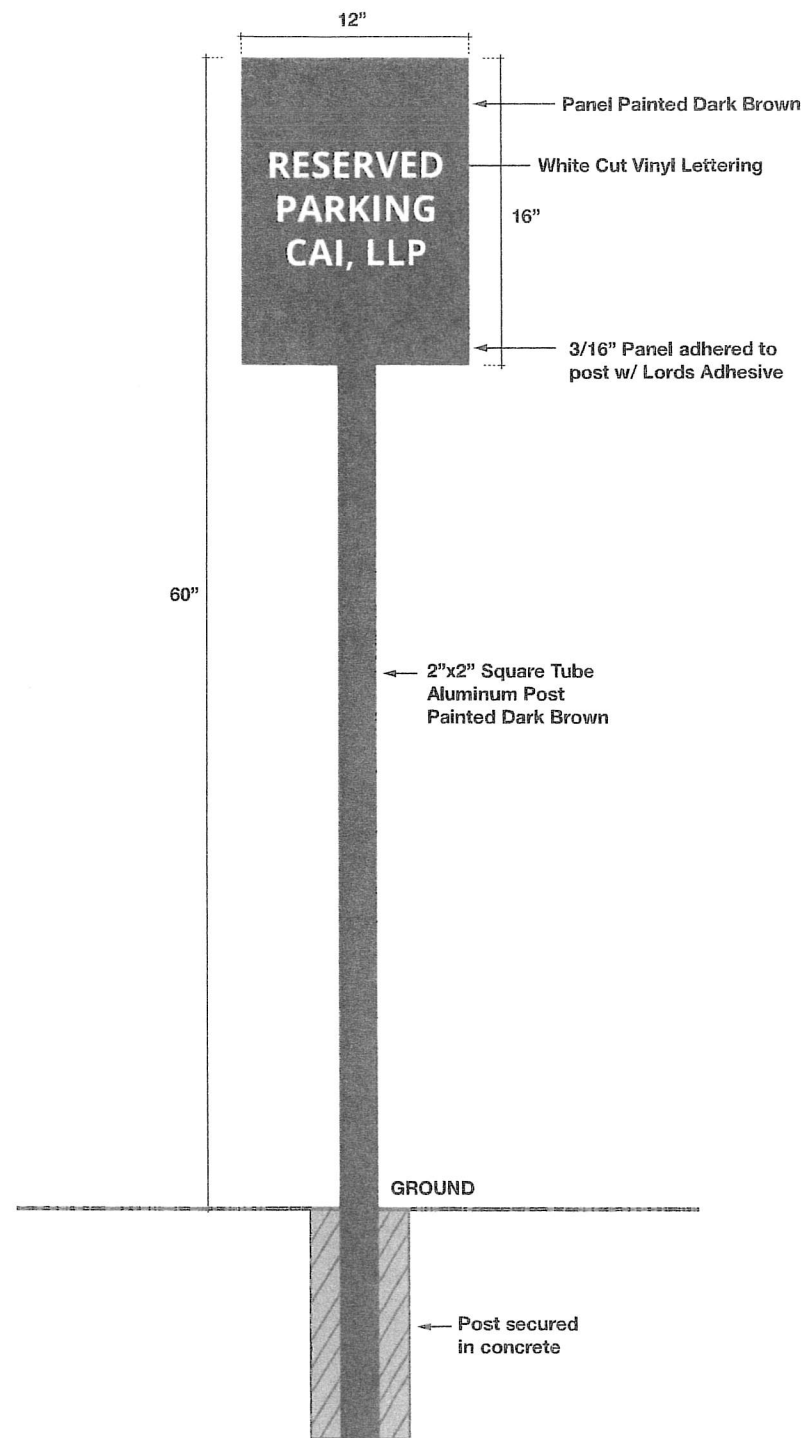
**West Elevation: Only 2 of 3 sign positions allowed at any one time.

***East Elevation: Only 2 of 3 sign positions allowed at any one time.



Notes:

- Aluminum Returns – 0.040", and 3" deep
- Lexan backs – 3/16" Thick
- 0.040 Aluminum Faces
- 1.5" nylon spacers, painted to match building fascia
- Paint inside of 'cans' white



Notes:

- 3/16" Aluminum Panel
- 12"x16" Aluminum Panel Size
- All surfaces painted dark brown w/ white lettering
- 2"x2" Square tube aluminum post
- Secured in concrete or freestanding

PROHIBITED SIGNS

1. Signs Constituting a Traffic Hazard. Tenant shall not install or maintain any sign which simulates or imitates in size, color, lettering or design of any traffic sign or signal, or which makes use of the words 'STOP', 'LOOK', 'DANGER', or any other words, phrases or symbols in such a manner as to interfere with, mislead, or confuse traffic.
2. Vehicle Signs. Signs on or affixed to trucks, automobiles, trailers, or any other vehicles which advertise or identify a tenant's location or activity are prohibited.
3. Banners, Pennants & Flags. Flags, banners, or pennants, or a combination of same, shall only be permitted upon written Building Owner and City of San Clemente approval, as well as temporary City permitting.
4. Exposed Neon Signs. Interior or exterior application, and neon accent lighting inside window frame(s) are prohibited.
5. Other Sign Types. Other sign types not specifically allowed by this Signage Design Criteria shall not be permitted. Signs that are not permitted by the City of San Clemente Sign Ordinance are also not allowed.

ABANDONMENT OF SIGN(S)

Any tenant sign left for thirty days after vacating premises shall become the property of the Building Owner, unless previous arrangements have been made and agreed upon by the Building Owner and tenant.

BUILDING SIGN INSTALLATION REQUIREMENTS

1. All sign installation work will be done using Sign Contractors appropriately licensed by the State of California (C-45 for electrical signs).
2. City of San Clemente Sign Permits and Building Permits shall be obtained for all signs.
3. The installation method must be specified on the permit, and will typically involve the use of 3/8" thick lag screws inserted/ lead anchors, placed into holes drilled into the fascia of the building. Letters will be mounted 1.5" off of the building using 1/2" spacers, painted to match the building fascia.
4. Electrical wiring 'pass-throughs' shall be 1/2" in diameter. Wiring will be contained within 1.5" spacers, painted to match the building fascia.
5. All penetrations will be sealed with a high quality industrial silicone adhesive, to ensure a water tight finish.
6. Electrical lines from buildings to signs shall be concealed from public view. Exposed raceways or wire-ways will be allowed.
7. Power supplies shall be concealed behind the building fascia, and shall be mounted in metal boxes.
8. All electrical connections will be in full compliance with all City Codes and Ordinances, local and national electrical standards, and all applicable laws. All channel letters shall display a UL Label or equivalent.