





PROJECT DIRECTORY

LANDLORD: PACIFIC DEVELOPMENT PARTNERS, LLC
30220 RANCHO VIEJO ROAD
SUITE B
SAN JUAN CAPISTRANO, CA 92675
TEL (949) 481-0463
FAX (949) 481-0452

ARCHITECT: ROBERT KUBICEK ARCHITECTS
2233 EAST THOMAS ROAD
PHOENIX, AZ 85016
TEL (802) 955-3900
FAX (802) 955-0496

CONSULTANT: ULTRASIGNS ELECTRICAL ADVERTISING
9025 BALBOA AVENUE, STE 150
SAN DIEGO, CA 92123-1520
TEL (858) 569-1400 x4104
FAX (858) 569-1453
ATTN: JOHN HADAYA



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A INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the City.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

B LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.
2. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).
3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
7. Should a sign be removed, it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition.
8. Tenant shall remove their panel from the pylon sign and replace with a black panel.



C GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior
5. Internal illumination to be LEDs, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits will be allowed.
10. Signs must be made of durable rust –inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
17. All raceways to be painted a specific color to be obtained from the architect.

D SHOP TENANT SIGNAGE SPECIFICATIONS:

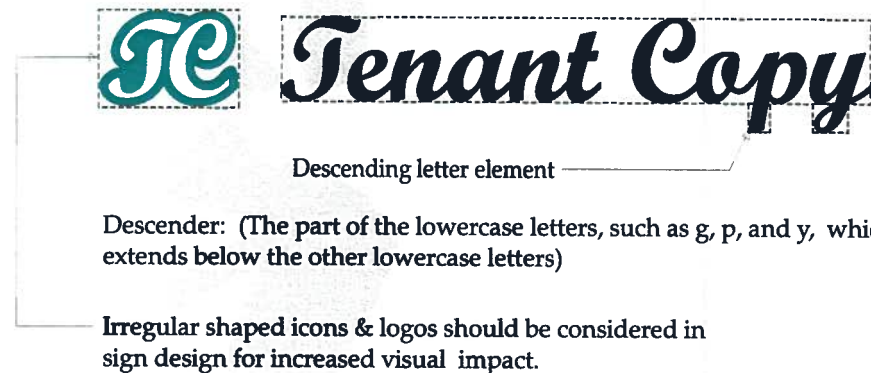
The intent of this criteria is to insure a standardized uniform style throughout the center while encouraging the creativity of typographical and iconic elements to develop interest and style. Signs must be architecturally compatible with the entire center.

STOREFRONT SIGNAGE

The following types of construction will be allowed:

- Acrylic face channels
- Acrylic face icons and logos

In order to allow creativity and artistic designs, ascending and descending shapes will be allowed to extend beyond the envelope limits provided that the overall allocated square footage is not exceeded. In other words, these areas shall be calculated individually and added to the "boxed" area for the main sign body. (See diagram below)



E PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard:

No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

2. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

3. Signs painted directly on a building surface will not be permitted.

4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.

5. There shall be no signs that are flashing, moving or audible.

6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.

7. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are use for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (I.e. Delivery trucks with tenant signage is OK!)

8. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

9. Banners, Pennants & Balloons Used for Advertising Purposes:

Temporary flags, banners, or pennants, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Municipal Code requirements, Landlord's, and City approval.

10. Billboard Signs are not permitted.

11. The use of permanent "sale" signs are prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.

12. No standard plex faced cabinet construction allowed.

F ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

G INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

H MAINTENANCE:

It is the Tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Otherwise, Landlord reserves the right to hire his own contractor, make the necessary corrections, and bill tenant should it be deemed necessary.



SIGN CONSTRUCTION

Illuminated PLEX FACED CHANNELS with THROUGH FACE ILLUMINATION.

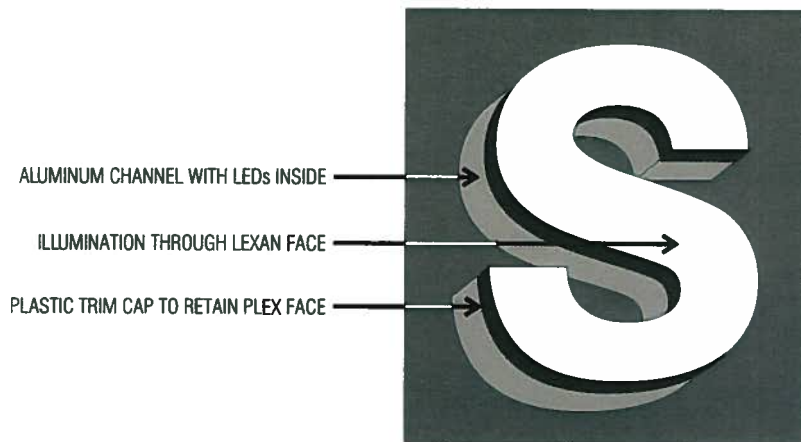
Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use any color of translucent Lexan with any color of trim cap.

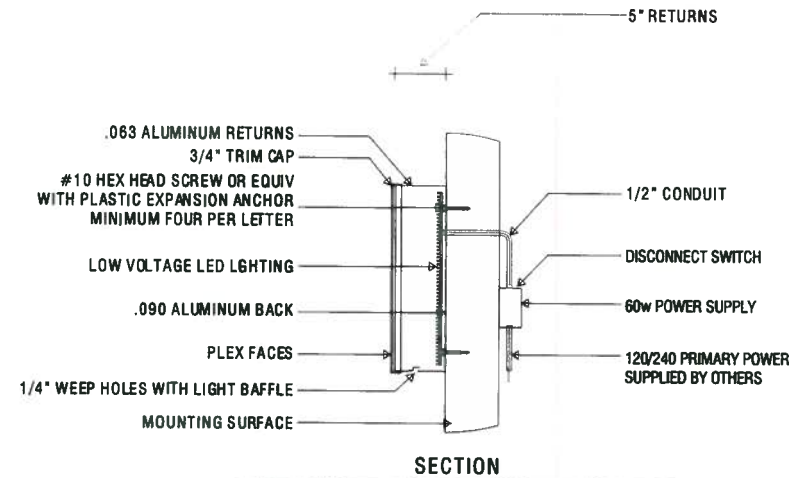
Illuminate with any color of LEDs.

Paint aluminum channel any color.

NOTE: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



EXAMPLE OF LEXAN FACED CHANNEL



SIGN TO BE UL APPROVED AND BEAR UL LABEL
PLEX FACED CHANNEL LETTERS WITH LED ILLUMINATION



SIZE: ONE (1) SQUARE FOOT OF SIGN AREA FOR EVERY FIFTY (50) SQUARE FEET OF GROSS BUILDING FLOOR AREA FOR EACH BUSINESS ESTABLISHMENT. THE MAXIMUM SIZE OF INDIVIDUAL WALL SIGNS SHALL BE THREE HUNDRED (300) SQUARE FEET.

CONSTRUCTION: PLEX FACED CHANNELS ALLOWED.

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

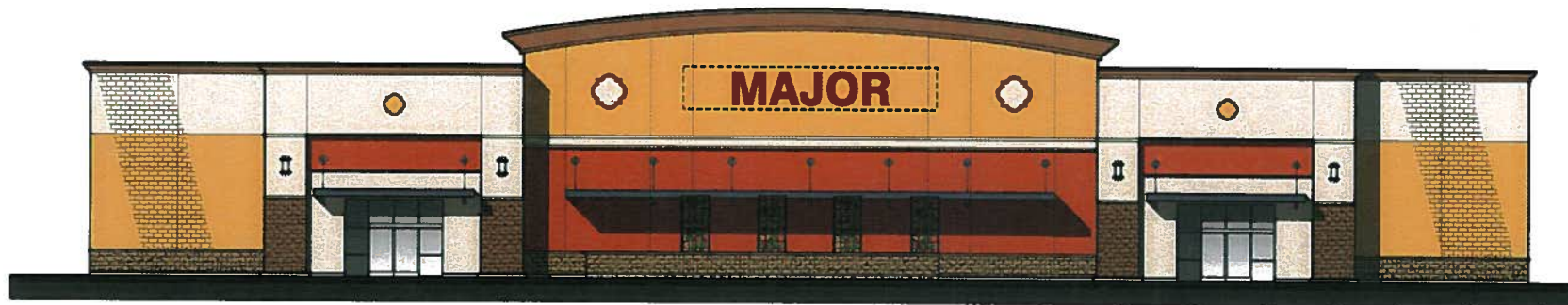
HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: EIGHTY (80) PERCENT OF THE LENGTH OF A BUILDING FRONTAGE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: YES (NOT TO EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA). ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.



TYPICAL MAJOR TENANT ELEVATION

SCALE: 1/16" = 1'-0"

70% OF ADJACENT
SURFACE OR 4'-0" MAX
LETTER HEIGHT
(WHICHEVER IS LESS)

MAXIMUM 80%
OF TENANT SPACE FRONTAGE

PAD TENANT



SIZE: ONE (1) SQUARE FOOT OF SIGN AREA FOR EVERY FIFTY (50) SQUARE FEET OF GROSS BUILDING FLOOR AREA FOR EACH BUSINESS ESTABLISHMENT. THE MAXIMUM SIZE OF INDIVIDUAL WALL SIGNS SHALL BE ONE HUNDRED (100) SQUARE FEET.

CONSTRUCTION: PLEX FACED CHANNELS ALLOWED.

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: EIGHTY (80) PERCENT OF THE LENGTH OF A TENANT SPACE FRONTAGE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: YES (NOT TO EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA). ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.



TYPICAL PAD TENANT ELEVATION

SCALE: 1/16" = 1'-0"



1	WHITE
2	DUNN EDWARDS DEW328 "PEARL WHITE"
3	DUNN EDWARDS DE5291 "MARIGOLD"
4	DUNN EDWARDS DE6152 "MAPLE VIEW"
5	COLOR TO BE VERIFIED
6	STONE VENEER TO BE DETERMINED

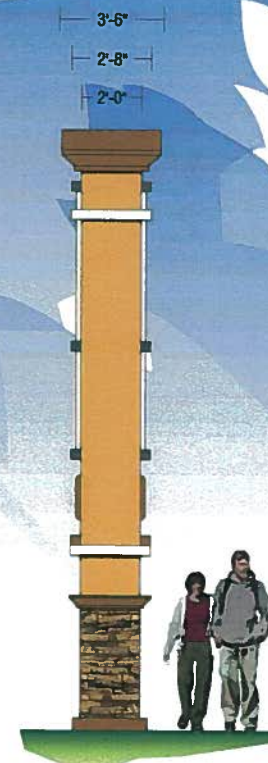
COLOR PALETTE

NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN
USE STANDARD ALUMINUM CONSTRUCTION w/ ANGLE
FRAME & STEEL PIPE SUPPORT INTO CONCRETE FOOTING.
ALUMINUM STRUCTURE TO HAVE STO FINISH w/ COLORS TO
MATCH EXISTING BUILDING.

TENANT PANELS TO HAVE ALUMINUM FACES w/ MAP SATIN
FINISH & ROUTED & BACKED-UP PLEX GRAPHICS.
ILLUMINATE w/ CWHO FLUORESCENT LAMPS.

BASE TO HAVE STONE VENEER FINISH TO MATCH BUILDING.

SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.
VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.



END VIEW

A NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN
SCALE: 1/4"=1'-0"

PYLON DISPLAYS

AUGUST 14, 2013 JC

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1	WHITE
2	DUNN EDWARDS DEW328 "PEARL WHITE"
3	DUNN EDWARDS DE5291 "MARIGOLD"
4	DUNN EDWARDS DE8152 "MAPLE VIEW"
5	COLOR TO BE VERIFIED
6	STONE VENEER TO BE DETERMINED

COLOR PALETTE

NEW DOUBLE-FACE INTERNALLY-ILLUMINATED MONUMENT SIGN USE STANDARD ALUMINUM CONSTRUCTION w/ ANGLE FRAME & STEEL PIPE SUPPORT INTO CONCRETE FOOTING. ALUMINUM STRUCTURE TO HAVE STO FINISH w/ COLORS TO MATCH EXISTING BUILDING.

TENANT PANELS TO HAVE ALUMINUM FACES w/ MAP SATIN FINISH & ROUTED & BACKED-UP PLEX GRAPHICS. ILLUMINATE w/ CWHO FLUORESCENT LAMPS.

BASE TO HAVE STONE VENEER FINISH TO MATCH BUILDING.

SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS. VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.



END VIEW

B1 B2 NEW DOUBLE-FACE INTERNALLY-ILLUMINATED MONUMENT SIGN
SCALE: 3/4"=1'-0"

MONUMENT DISPLAYS

AUGUST 14, 2013 JC

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