

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

DATE: APRIL 13, 2026

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
JONATHAN LIGHTFOOT, DIRECTOR
DANNY GIOMETTI, SENIOR PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP25-0001 FOR A THREE-STORY MIXED-USE STRUCTURE (DEL PRADO MIXED USE) LOCATED AT 24722 DEL PRADO AVENUE

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP25-0001 for a two-story mixed-use structure (Winkler Development) located at 24722 Del Prado Avenue (Action Document 1).

OWNER: WRC 24722 Del Prado Avenue

APPLICANT: Starfish Signs and Graphics

REQUEST: Approval of a Sign Program Permit for a three-story mixed-use structure located at 24722 Del Prado Avenue.

LOCATION: 24722 Del Prado Avenue (APN: 682-192-07)

NOTICE: Pursuant to Section 9.35.070(b) of the Dana Point Zoning Code (DPZC), Sign Program applications shall be submitted to the Planning Commission for review and approval, but do not require public noticing. However, the agenda and relevant project materials were posted on the City of Dana Point website, and at City Hall on March 30, 2026, due to the project site's location in the Town Center in accordance with DPZC 9.26.010(f).

ENVIRONMENTAL: Pursuant to the California Environmental Quality Act (CEQA), the project is categorically exempt per Section 15311(a) of the CEQA Guidelines (Class 11 (a) – On-premise signs) in that the project consists of the establishment of sign requirements for an existing mixed-use building. Moreover, there are no unusual circumstances

that are associated with the project, and thus it is not subject to the unusual circumstances exception set forth in Title 14 California Code of Regulations Section 15311(a).

ISSUES:

1. Is the proposal consistent with the Dana Point General Plan and Dana Point Zoning Code?
2. Is the proposed project compatible and an enhancement to the site and surrounding neighborhood?

BACKGROUND:

The subject site is located on the corner of Del Prado Avenue and Old Golden Lantern and is within the Town Center Mixed Use (TC-MU) Zoning District according to the City's Zoning Map. The site is bordered by residential structures to the west and a mixture of commercial structures on all other sides (Supporting Document 2 – Vicinity Map).

The subject site contains an under construction mixed-use building with an estimated completion date near the end of 2026. The completed mixed-use building will be a three-story, 39,000 square foot structure comprised of eighteen (18) residential condominium units and 4,963 square feet of commercial space divided into four ground floor suites fronting Del Prado Avenue. The required parking for residents and guests is located within a subterranean parking structure with a ground level parking structure serving the commercial spaces: both parking facilities are accessible off the rear alley. There is currently no on-site signage.

Dana Point Zoning Code (DPZC) Section 9.37.070(a)060(a) of the City's Zoning Code requires approval of a Sign Program for any new or upgrading center with two or more tenants on a site. Additionally, the original project approval included a condition of approval requiring a sign program prior to the establishment of any building signage. Since the new mixed-use building includes more than four (4) commercial signs as well as residential and directional parking signage, the subject Sign Program shall be required.

DISCUSSION:

The applicant has provided the subject Sign Program addressing signage in conjunction with the construction of the new mixed-use structure. The proposed sign program creates standards for the wall and projecting signs dedicated to the commercial tenants, building and suite addressing and parking signage.

The applicant is proposing the following signs for the mixed-use structure pursuant to the *Master Sign Program for 24722 Del Prado Avenue (MSP)* included as Supporting Document 3:

- Wall Signage – Tenant Identification (5 total; MSP pages 7–17; CL.A–CL.D): the proposed wall signs identify the business names of the four (4) commercial suites on the lower level, with the largest suite (A) on the northeast corner receiving two wall signs mounted above the entrance (one along Del Prado Avenue and the other along Old Golden Lantern. The remaining three (3) wall signs will be located above the three (3) commercial suites fronting Del Prado Avenue. The proposed wall signs are to be halo-lit channel letter signs mounted to the wall with sufficient space between the signs and the wall face to allow the halo lighting effect. All wall signage meets the sign criteria identified in Section 9.37.150(d)(2) for Tenant Identification Signs including maximum number per suite, total aggregate area of each sign and maximum height requirements. Businesses may utilize their own copy and logo and deviate from the prescribed exterior colors of white, aluminum and black via landlord approval. The above-mentioned wall sign style is appropriate with the modern architecture of the structure, consistent with existing signage within the Lantern Village and is consistent with the City of Dana Point *Sign Design Guidelines* which states, the use of backlit, individually cut letter signs is strongly encouraged for all types of businesses and signs.
- Projecting Signage – Tenant Identification (5 total; MSP pages 18–20; BS.A–BS.D): the proposed projecting signs identify the business names of the four (4) commercial suites on the lower level, with the largest suite (A) on the southern corner receiving two projecting signs mounted above the entrance (one along Del Prado Avenue and the other along Old Golden Lantern. Suite A has the option of a single marquee sign on the corner of the building or two (2) blade signs on each elevation (one facing Olde Golden Lantern and one facing Del Prado Avenue). The remaining three (3) projecting signs will be located above the three (3) commercial suites facing Del Prado Avenue. The proposed projecting signs would be non-illuminated, aluminum panels with digitally printed vinyl graphic overlay and meet the sign criteria identified in Section 9.37.150(d)(5) for Tenant Identification projecting signs. The proposed projecting signage is like existing signage within the Lantern Village, meets the sign ordinance for projecting signs and follows recommendations from the City of Dana Point *Sign Design Guidelines* which prohibits internally illuminated projecting signs and strongly encourage this sign type for ground floor uses
- Window Signage – Tenant Identification and Information (4 total; MSP page 21): the proposed window signage is limited to one window sign per suite. Window signage may be vinyl or painted and as identified on page 21, section b of the sign program, are limited to covering not more than 15 percent of the overall combined window and door areas located on the same facade. Window signage copy is limited to business name, address and phone number. The proposed window signs are consistent with the sign criteria identified in Section 9.37.150(d)(6) of the DPZC for Window Signage as well as the City of Dana Point *Sign Design Guidelines* which both limit window signage to 25 percent of the total window area and include copy which consists of individual letters and/or logos placed on the window.

- **Building Identification Signage** – Building Identification Address signage (2 total, MSP pages 22–23; E.01): two (2) building address signs are proposed to be located at the corner of the building, facing both Del Prado Avenue and Old Golden Lantern. The proposed signage will be halo-lit, black channel letters mounted directly to the wall. The proposed address signs meet the definition of building identification sign in the DPZC which is defined as a sign which contains only the name of a building and/ or the address of the building. The address signs also follow the suggestion from the City of Dana Point *Sign Design Guidelines* which states, the use of backlit, individually cut letter signs is strongly encouraged for all types of businesses and signs.
- **Directional Signage** – Directional Parking Signage (MSP pages 24–30; E.03–G.06): A mixture of directional projecting, clearance bang bar and general parking signage is proposed to be located along the alley and at the entrance of both the tenant and resident parking areas. The proposed directional parking signs are consistent with the sign criteria identified in Section 9.37.150(d) of the DPZC for Directional Signage.

The proposed signage meets the requirements for permitted permanent signs in Section 9.37.150(d) [Mixed Use and Non-Residential Districts (for Commercial Centers)] of the Sign Ordinance and is also consistent with the City of Dana Point Sign Design Guidelines.

CONCLUSION:

Staff finds that the proposed Sign Program would provide a visually attractive and consistent signage theme. The proposed signage constitutes an enhancement to the existing building in conjunction with overall site improvements and Staff recommends that the Planning Commission approve Sign Program Permit SPP25-0001, subject to conditions contained in the attached, draft resolution.

ATTACHMENTS

ACTION DOCUMENT:

1. Draft Planning Commission Resolution 26-04-13-XX

SUPPORTING DOCUMENTS:

2. Vicinity Map
3. *Master Sign Program* for 24722 Del Prado Avenue

ACTION DOCUMENT 1: Draft Planning Commission Resolution No. 26-04-13-XX

RESOLUTION NO. 26-04-13-XX

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM PERMIT SPP25-0001 FOR A THREE-STORY MIXED-USE STRUCTURE (DEL PRADO MIXED USE) LOCATED AT 24722 DEL PRADO AVENUE

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

WHEREAS, WRC 24722 Del Prado Avenue, (the “Owner”) is the owner of real property commonly referred to as 24722 Del Prado Avenue (APN: 682-192-07) (the “Property”); and

WHEREAS, the Owner has authorized Starfish Signs and Graphics, (the “Applicant”), and the Applicant has caused to be filed a verified application for a Sign Program Permit to establish a new Sign Program (attached as Exhibit A to this resolution) for a three-story mixed-use structure located at 24722 Del Prado Avenue; 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 Section 15311(a) of the CEQA Guidelines (Class 11 (a) – On-premise signs) in that the project consists of the establishment of sign requirements for an existing mixed-use building. Moreover, there are no unusual circumstances that are associated with the project, and thus it is not subject to the unusual circumstances exception set forth in Title 14 California Code of Regulations Section 15311(a); and

WHEREAS, the Planning Commission did, on the 13th day of April, 2026, review 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 Permit SPP25-0001.

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 Permit SPP25-0001, subject to conditions:

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 mixed-use structure and are at a suitable size and location that are compatible with the existing mixed-use structure's architecture. Additionally, the proposed directional parking signage is proposed to direct vehicular access to both the commercial and residential parking areas.**
- 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 proposed signs are consistent with the sign types permitted pursuant to Section 9.37.150(d) – (Permitted Permanent Signs in Mixed-Use and Non-Residential Districts) which includes wall signage, projecting signage, window signage and directional signage. Additionally, the proposed building identification signage meets the DPZC definition for address signage. All proposed signage is also following recommendations identified within the City of Dana Point Sign Design Guidelines.**

Conditions:

A. General:

- 1) Approval of this application permits the establishment of a Sign Program for a three-story mixed-use structure located at 24722 Del Prado Avenue. 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 (DPZC). (PLN)
- 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. (PLN)

- 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. (PLN)
- 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. (PLN)
- 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. (PLN)

- 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. (PLN)

- 7) The Applicant and Applicant's successors in interest shall be responsible for payment of all applicable fees along with reimbursement for all City expenses in ensuring compliance with these conditions. (PLN)
- 8) The Applicant is responsible for installing and maintaining external illumination of signs so that any required electrical wiring and/or conduit is not visible above ground within the landscape areas. (PLN)
- 9) All projecting signs shall comply with the projecting sign standards identified in DPZC Section 9.37.150(d)(5) including a maximum sign area of nine (9) square feet per projecting sign, a seven (7) front vertical clearance from sidewalk, and contingent upon the sign owner obtaining and maintaining in force liability insurance if the projecting sign projects or is suspended above a public right-of-way. (PLN)
- 10) All window signage shall comply with DPZC Section 9.37.110(I). (PLN)
- 11) The Director of Community Development shall have the authority to grant an Administrative Amendment to the approved sign program including but not limited to: sign type clarification, sign program organization, and directional signage locations to provide clarity to tenants, sign contractors, the general public, and City Staff. Any amendments shall be in substantial conformance with the Dana Point *Sign Design Guidelines* and Section 9.37.150 of the Dana Point Zoning Code.

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

- 12) Building plan check submittal shall be submitted electronically online through the City's [Digital Portal](#). Electronic plan review submittal requirements and the Digital Portal may be found on the City's website here: [City of Dana Point Building & Safety](#). (PLN)(BLD)
- 13) 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. (BLD)

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

- 14) All building addressing signage shall be installed prior to issuance of any Certificate of Use and Occupancy for the site.

- 15) After installation of all signs, the Applicant shall schedule and inspection with the Planning Division to ensure the signs are installed in accordance with the approved plans relative to size, location, color, materials and illumination. (PLN)

DRAFT

PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this 13th day of April 2026, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

Luke Boughen, Chair
Planning Commission

ATTEST:

Jonathan Lightfoot, Director
Community Development Department

SUPPORTING DOCUMENT 2: Vicinity Map



Vicinity Map

24722 Del Prado Avenue
SPP25-0001

Planning Commission: April 13, 2026



Master Sign Program for 24722 Del Prado Avenue

March 04, 2026

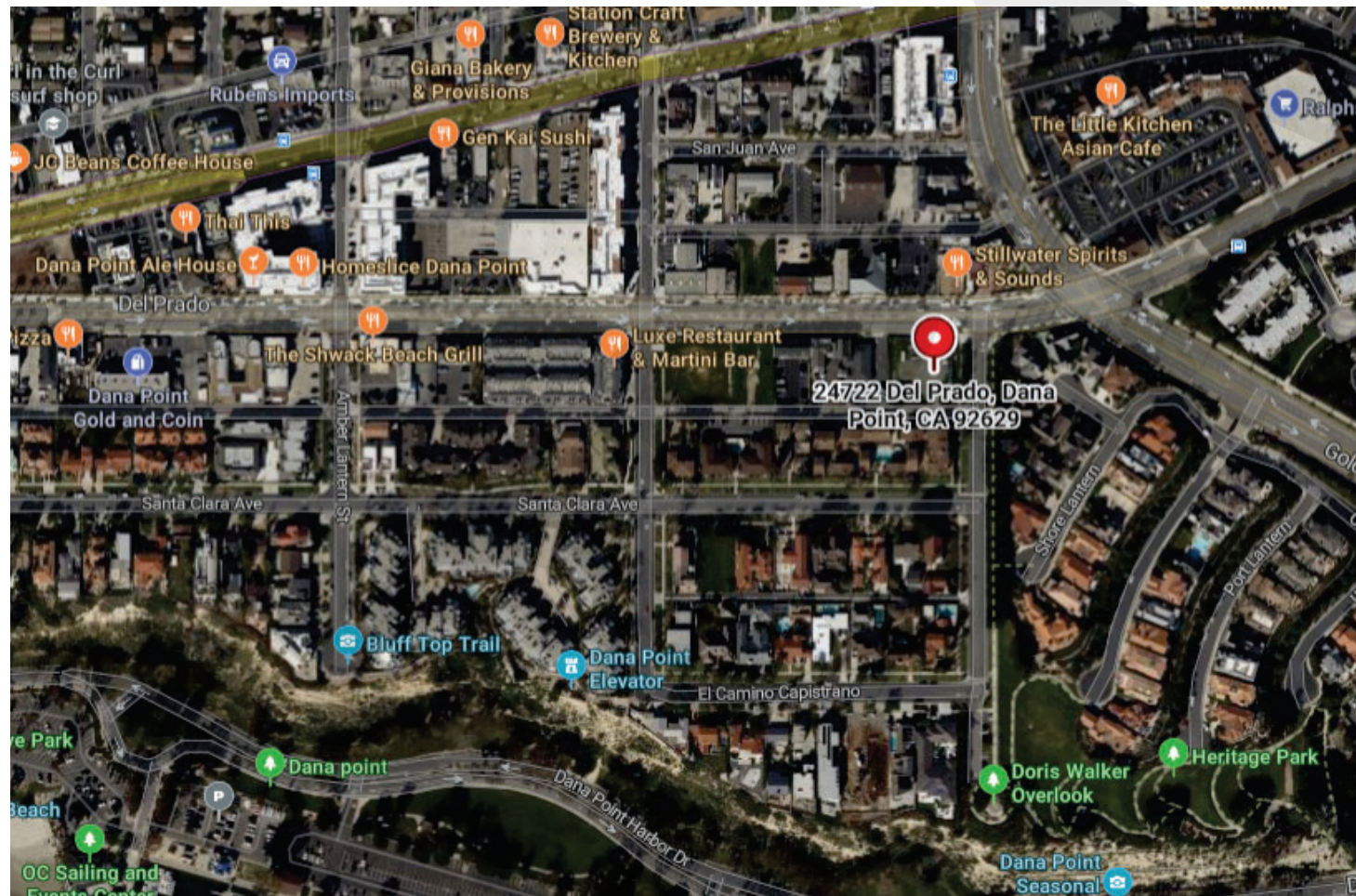
Tenant Signage Design Criteria

For Westerre

24722 Del Prado Avenue, Dana Point, CA

APN: 682-192-07

Dana Point Town Center (DPTC)



Prepared for:

WRC 24722 Del Prado Avenue, LLC
1024 Bayside Dr. Suite 365
Newport Beach, CA 92660

Prepared by:

Starfish Signs & Graphics, Inc.
940 Calle Amanecer, Suite A
San Clemente, CA 92673

Landscape Architect:

Summers, Murphy & Partners
34197 Pacific Coast Hwy. Suite 200
Dana Point, CA 92629

Architect:

JZMK Partners
3080 Bristol St. Suite 650
Costa Mesa, CA 92626

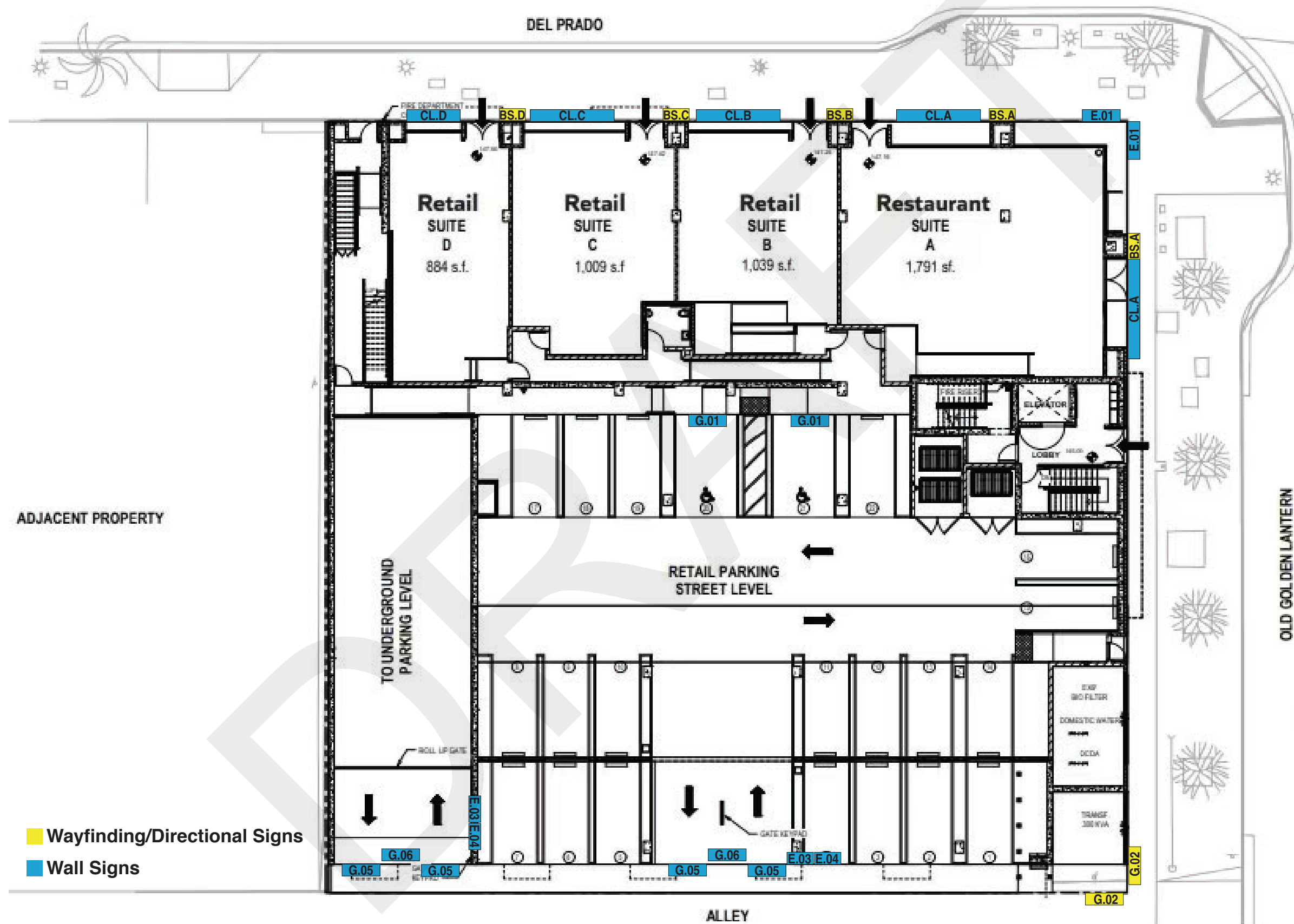
Civil Engineer:

KES Technologies, Inc.
One Venture, Suite 130
Irvine, CA 92618

Summary

1	Project Team Directory
2	Summary
3	Vicinity Map
4	Satellite Map
5	Statement of Intent
6	Master Chart
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13 - 17	Allowable Sign Dimensions
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22 - 23	Building Address
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26	H/C Parking Signage
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30	Parking Signage
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Vicinity Map



Satellite Map



Statement of Intent

1. Purpose and Intent.

This sign program is intended to integrate the design and placement of signs proposed within the retail portion of Del Prado. This Sign Program provides a means for defining common sign regulations for multi-tenant projects to encourage maximum incentive and latitude in the design and display of multiple signs and to achieve, not circumvent, the intent of this sign criteria.

The purpose of regulating signs is to increase the overall effectiveness of visual communications, to provide a harmonious relationship of urban graphics and their settings and to avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities and the community's appearance.

2. Approval Authority.

A sign program shall be reviewed and approved, modified, or denied by The Director of Planning and Building using the process set forth in the Zoning Code.

3. Scope, Permits and Compliance.

All signs shall comply with this section and the provisions of the Del Prado Specific Plan. All signs require building permits before being erected, altered or relocated. Signs altered as the result of a change of business or use at a site shall comply with this section or be removed. Building permit, procedures and enforcement or requirements are contained in these Signage Regulations.

Master Chart

SIGN TYPE	DESCRIPTION	LOCATION	QTY	WIDTH	HEIGHT	SQFT	PAGE
CL.A	Channel Letter - Suite A - East Elevation	Old Golden Lantern Street	1	24 ft	1 ft 8 in	40	13
	Channel Letter - Suite A - North Elevation	Del Prado Av	1	27 ft	1 ft 8 in	45	14
CL.B	Channel Letter - Suite B	Del Prado Av	1	22 ft 11/2 in	1 ft 4 in	29.5	15
CL.C	Channel Letter - Suite C	Del Prado Av	1	21 ft 4 1/2 in	1 ft 4 in	25.5	16
CL.D	Channel Letter - Suite D	Del Prado Av	1	16 ft 3 4/5 in	1 ft 4 in	21.75	17
BS.A	Blade Sign - Suite A (option A)	Del Prado Av	1	11 1/2 in	4 ft	3.83	18
BS.A	Blade Sign - Suite A (option B)	Del Prado Av & Old Golden Lantern St.	2	3 ft	2 ft	6	19
BS.B	Blade Sign - Suite B	Del Prado Av	1	3 ft	2 ft	6	20
BS.C	Blade Sign - Suite C	Del Prado Av	1	3 ft	2 ft	6	20
BS.D	Blade Sign - Suite D	Del Prado Av	1	3 ft	2 ft	6	20
E.01	Building Address	Del Prado Av & Old Golden Lantern St.	2	4 ft 3 13/16 in	1 ft 2 in	5.04	22 - 23
E.03	Private Parking/Prop 65/Fire Lane	Alley	2	2 ft	4 ft 10 3/4 in	9.8	24
E.04	H/C Disclaimer	Alley	2	1 ft 5 in	1 ft 10 in	2.59	25
G.01	.01 H/C Parkng Signage w/fine notice	Alley	1	1 ft	1 ft 6 in	1.5	26
G.02	.01 Directional Parking Signage	Alley	2	3 ft	12 ft	6	27
G.05	.01 Clearence Bang Bar - Entrance/Exit	Alley	2	10 ft	5 in	4.16	28
	.02 Clearence Bang Bar - Entrance/Exit	Alley	2	10 ft	5 in	4.16	29
G.06	Parking Signage	Old Golden Lantern St. & Alley	2	5 ft	1ft 6 in	7.5	30
						TOTAL SQFT 275.58	

Wall Sign Criteria

- All signs will require landlord and city review;
- Allowable sign area: 1 square foot per linear foot of tenant frontage;
- Maximum letter height:
 - 20" for Suite A;
 - 16" for Suite B-D;
- Projection: sign shall not extend more than 12" from wall surface;
- Quantity: Suite A is allowed up to 2 wall signs (one per elevation). All other tenants are allowed 1.

SIGN AREA ALLOWANCE TABLE

Suite	Suite Width	Area Allowed (ft ²)	Max Height (in)	Max Width
A (north elevation)	45' - 00"	45.00	20	27' - 00" (324.0 in)
A (east elevation)	40' - 00"	40.00	20	24' - 00" (288.0 in)
B	29' - 6"	29.50	16	22' - 1.5" (265.5 in)
C	28' - 6"	28.50	16	21' - 4.5" (256.5 in)
D	21' - 9"	21.75	16	16' - 3.8" (195.8 in)

COLOR SCHEME

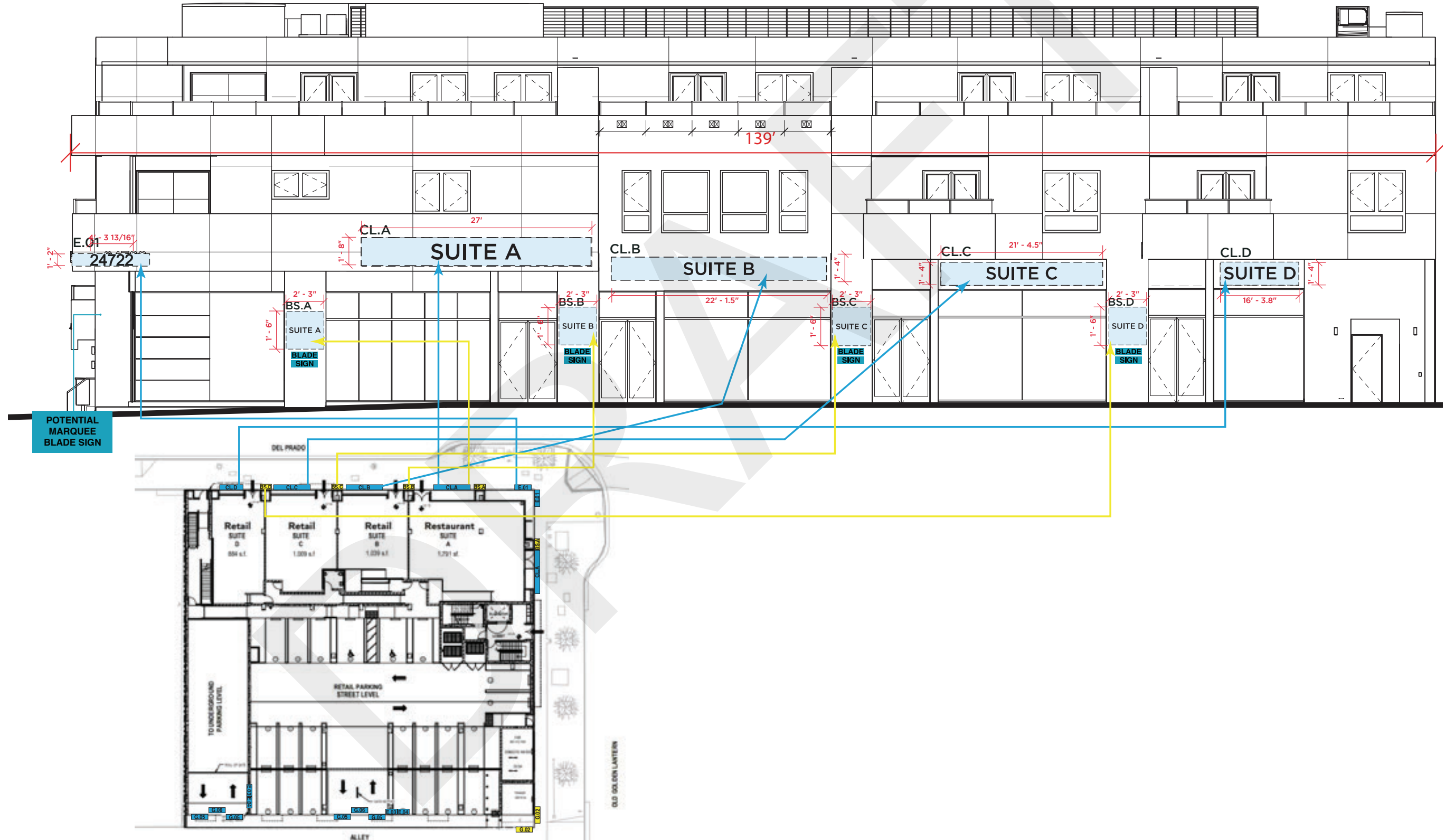
SIGN	COLOR	NOTE
Address Letters	Black	
Suite names	Allowed Company's logo color	Will allow companies color logo
Blade/Marquee Sign	Allowed Company's logo color	
Blade Sign Frames	Black	

APPROVED EXTERIOR COLORS FOR THIS PROJECT

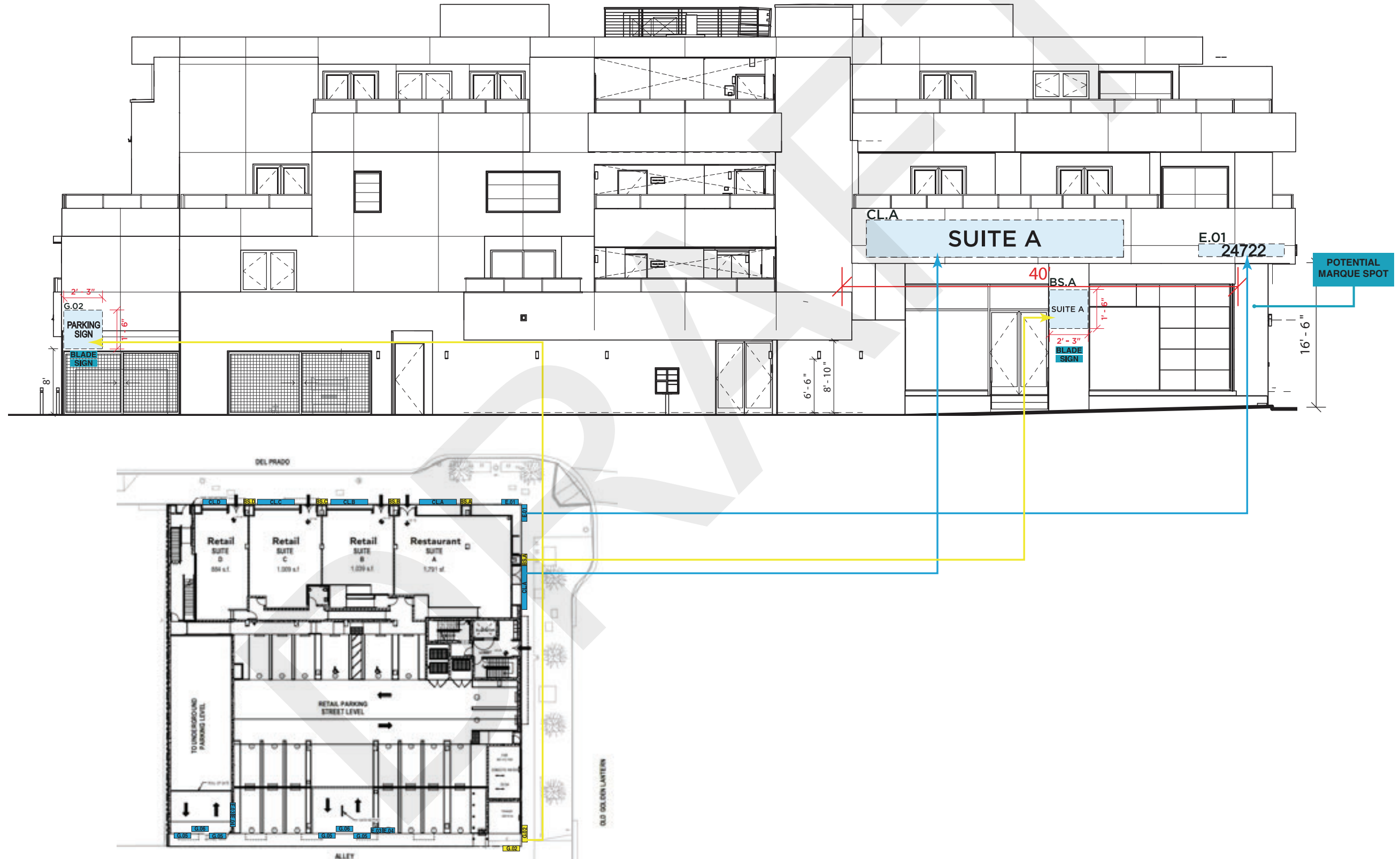


Any other color request must be approved by Landlord.

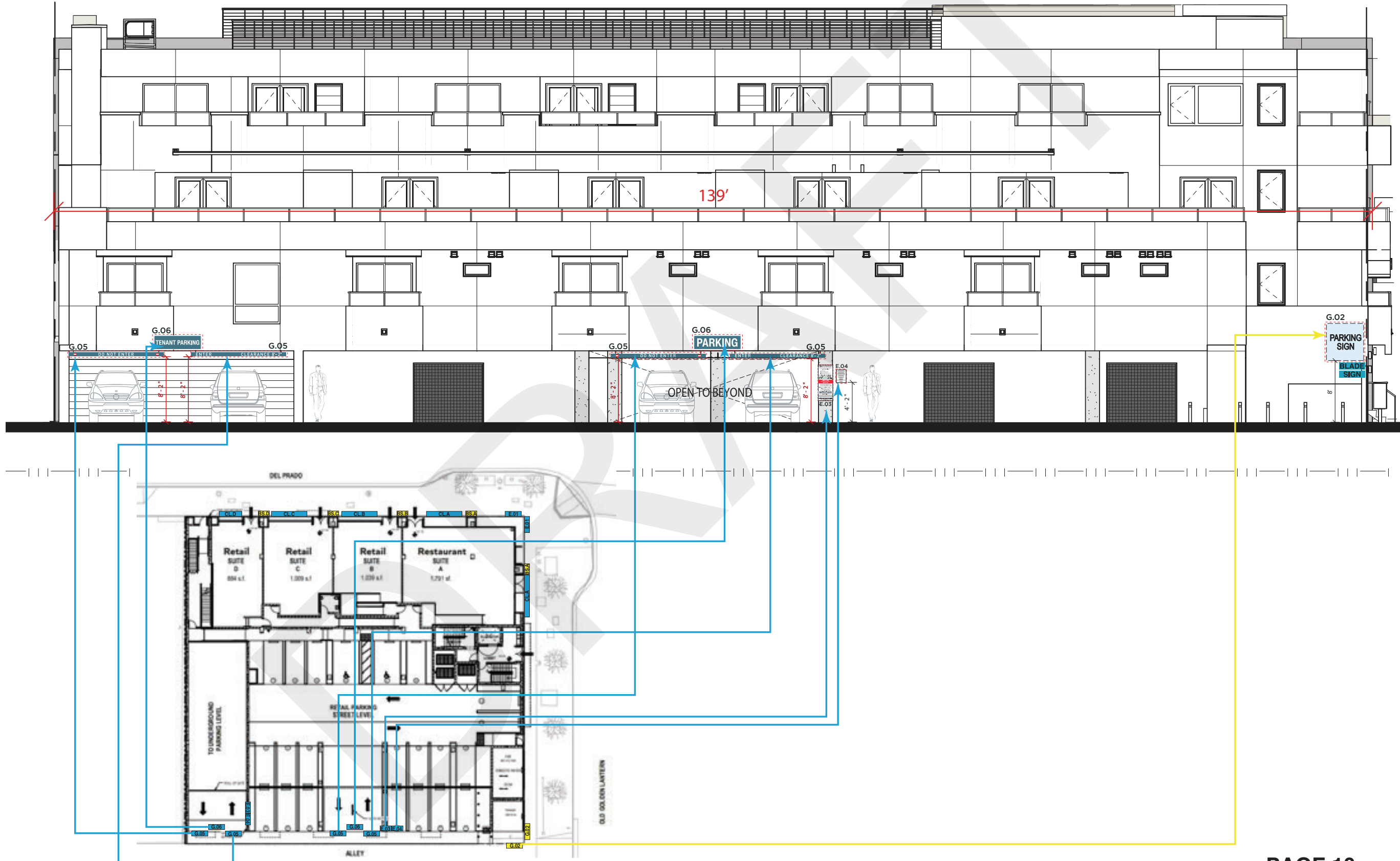
North Elevation - Del Prado Avenue



East Elevation - Old Golden Lantern Street

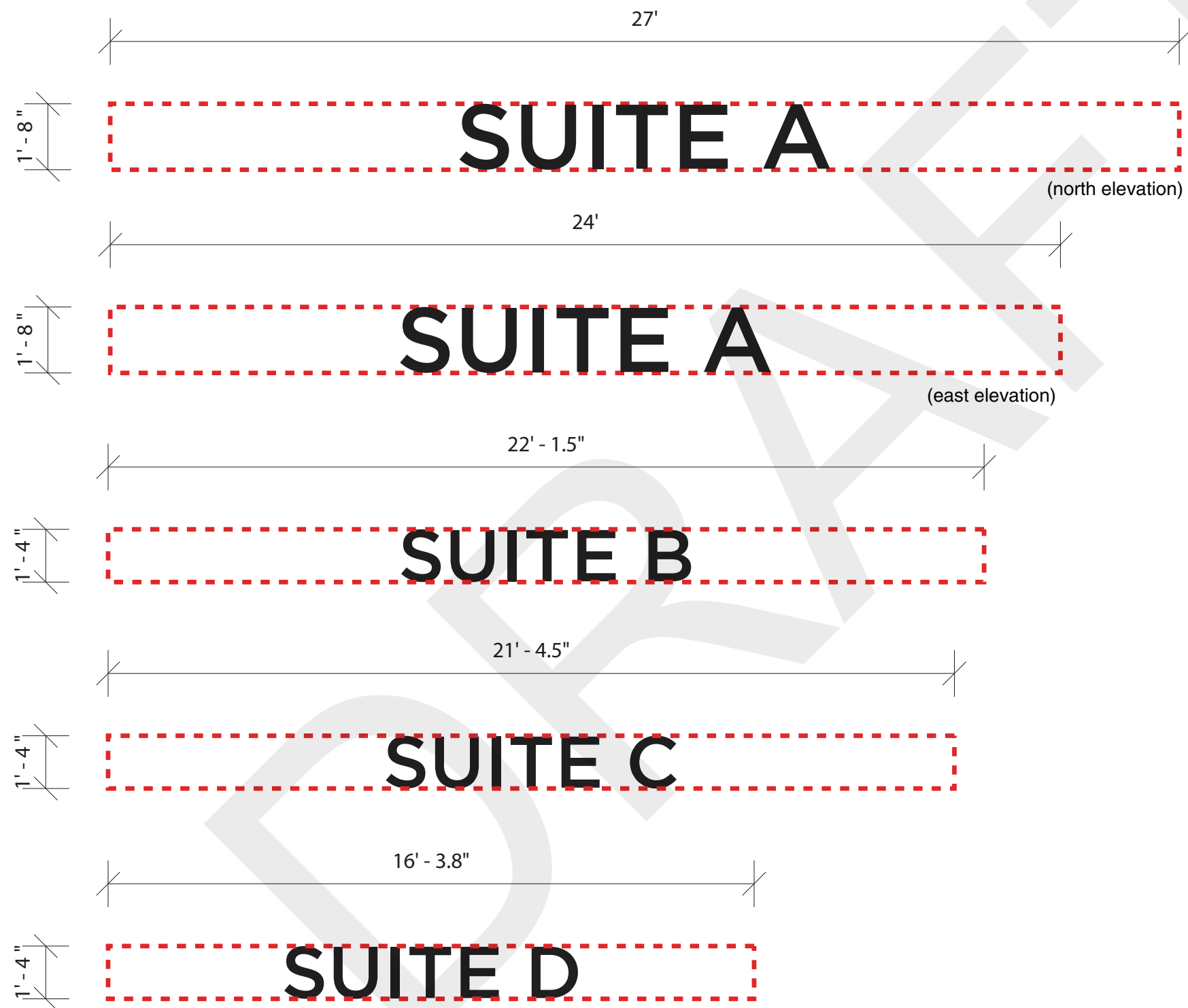


South Elevation - Alley



Wall Sign Allowable Dimensions

Halo Lit Channel Letters



Wall Sign Specifications

Halo Lit Channel Letters

Aluminum face and returns

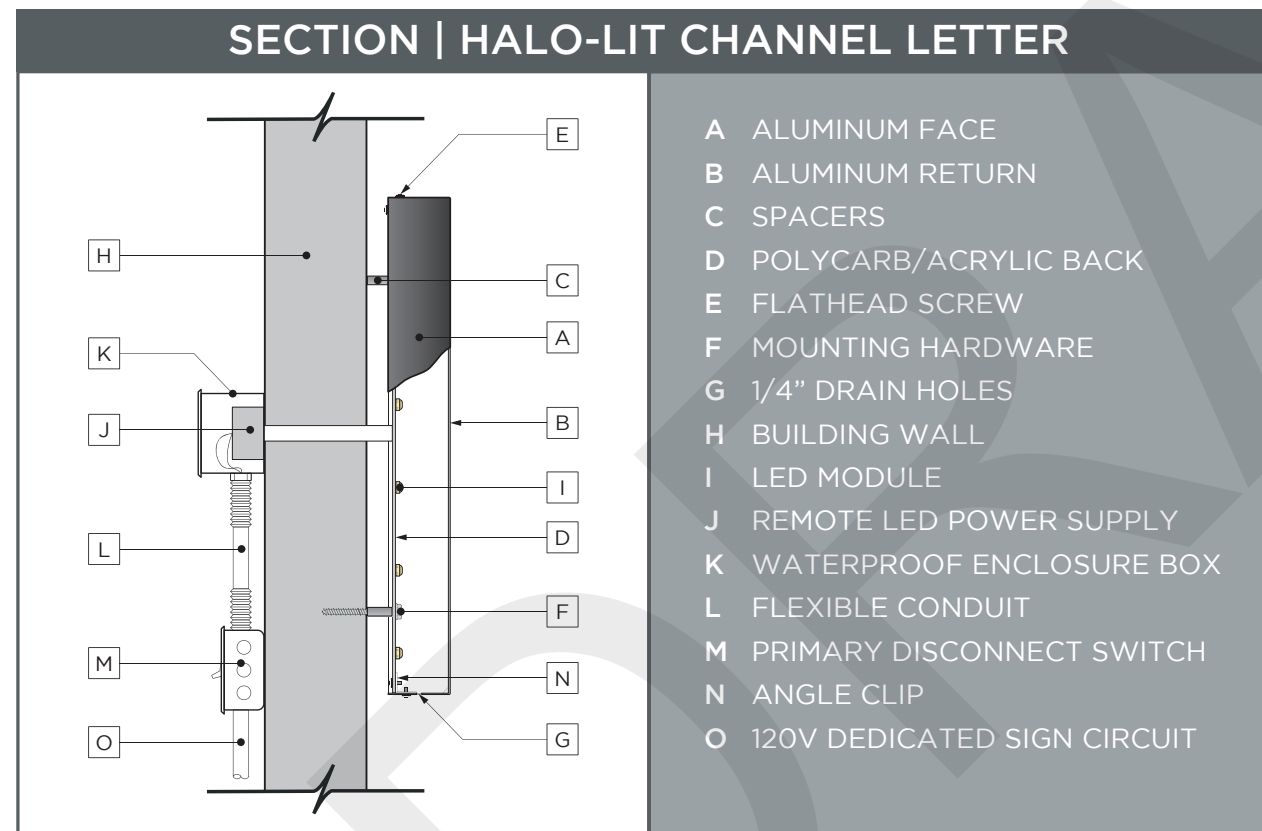
Acrylic/polycarbonate back

White LED modules with remote power supply

Mounted with Spacers

Halo illumination (back-lit effect on wall)

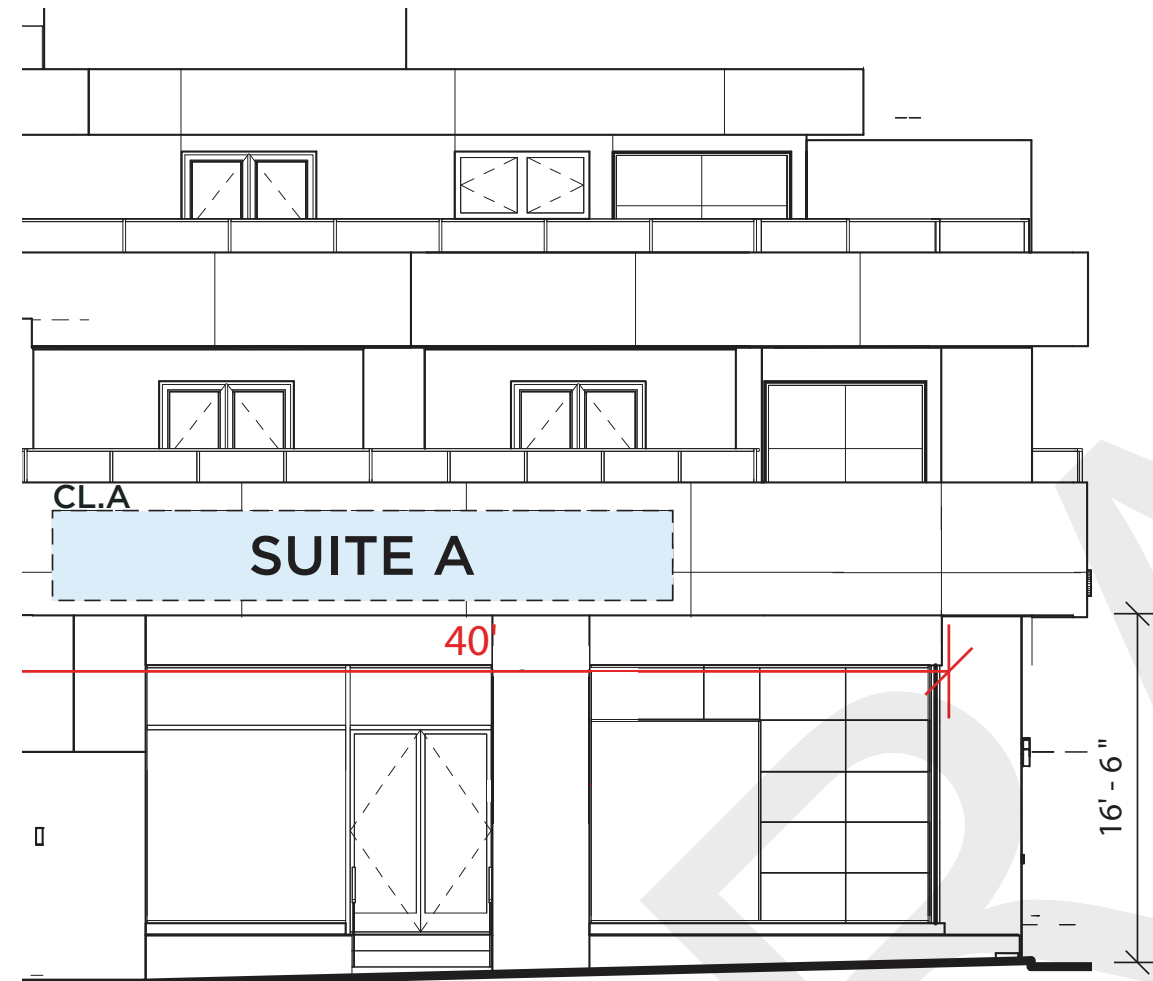
Dedicated 120V sign circuit with disconnect switch



Wall Sign Allowable Dimensions – Suite A (East Elevation - Old Golden Lantern Street)

CL.A - Halo Lit Channel Letters

40 SQ FT

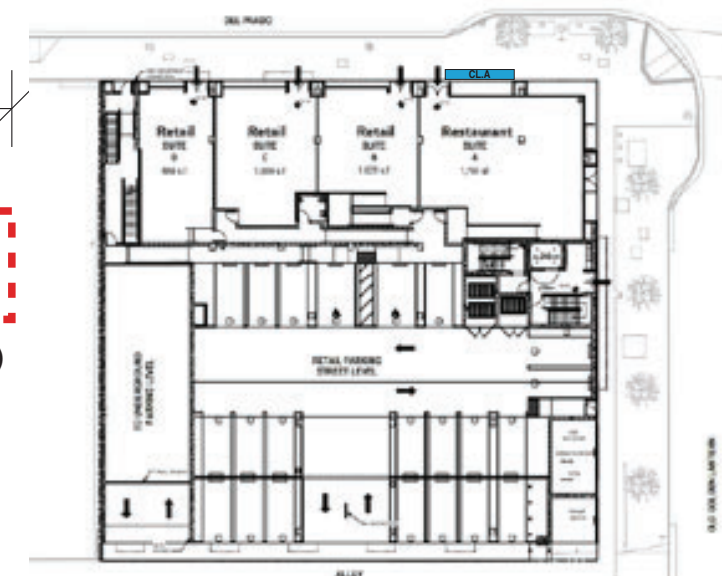


Sample



Note¹: Tenant frontage measurements are approximate and based on scaled drawings. Calculations are subject to confirmation of the correct frontage reference.

Note²: Illuminated channel letters do not have raceways, they have wireways non street facing, concealed in a box painted to match the stucco



Wall Sign Allowable Dimensions – Suite A (North Elevation - Del Prado Avenue)

CL.A - Halo Lit Channel Letters

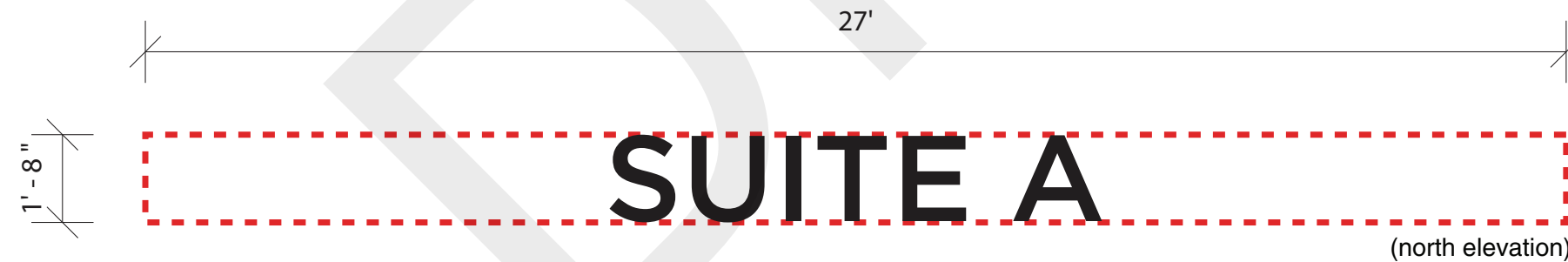
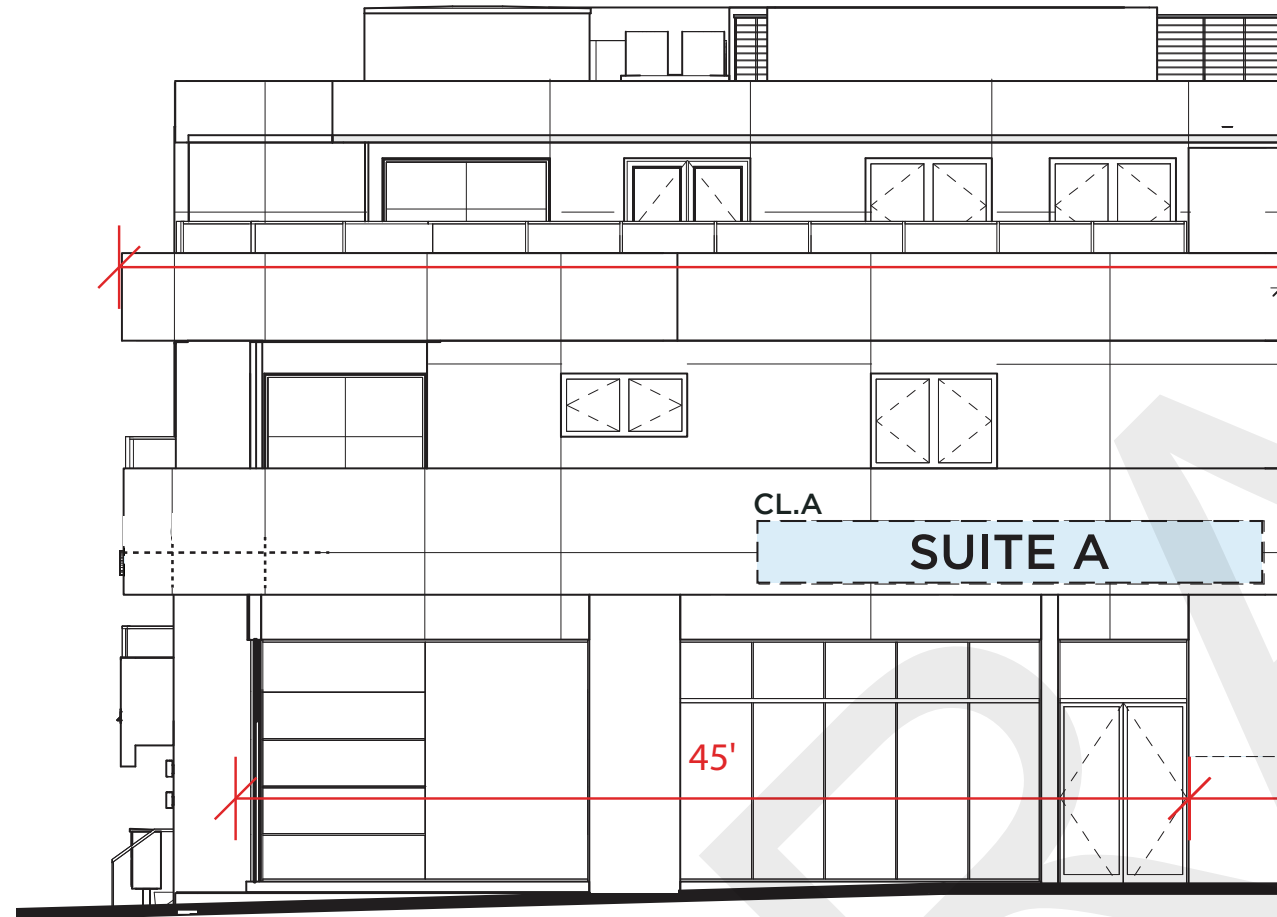
45 SQ FT

Sample



Note¹: Tenant frontage measurements are approximate and based on scaled drawings. Calculations are subject to confirmation of the correct frontage reference.

Note²: Illuminated channel letters do not have raceways, they have wireways non street facing, concealed in a box painted to match the stucco



Wall Sign Allowable Dimensions – Suite B (North Elevation - Del Prado Avenue)

CL.B - Halo Lit Channel Letters

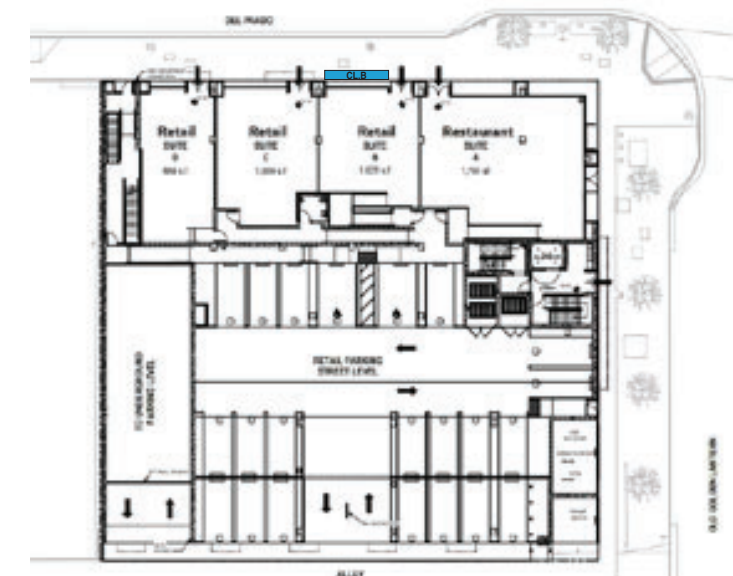
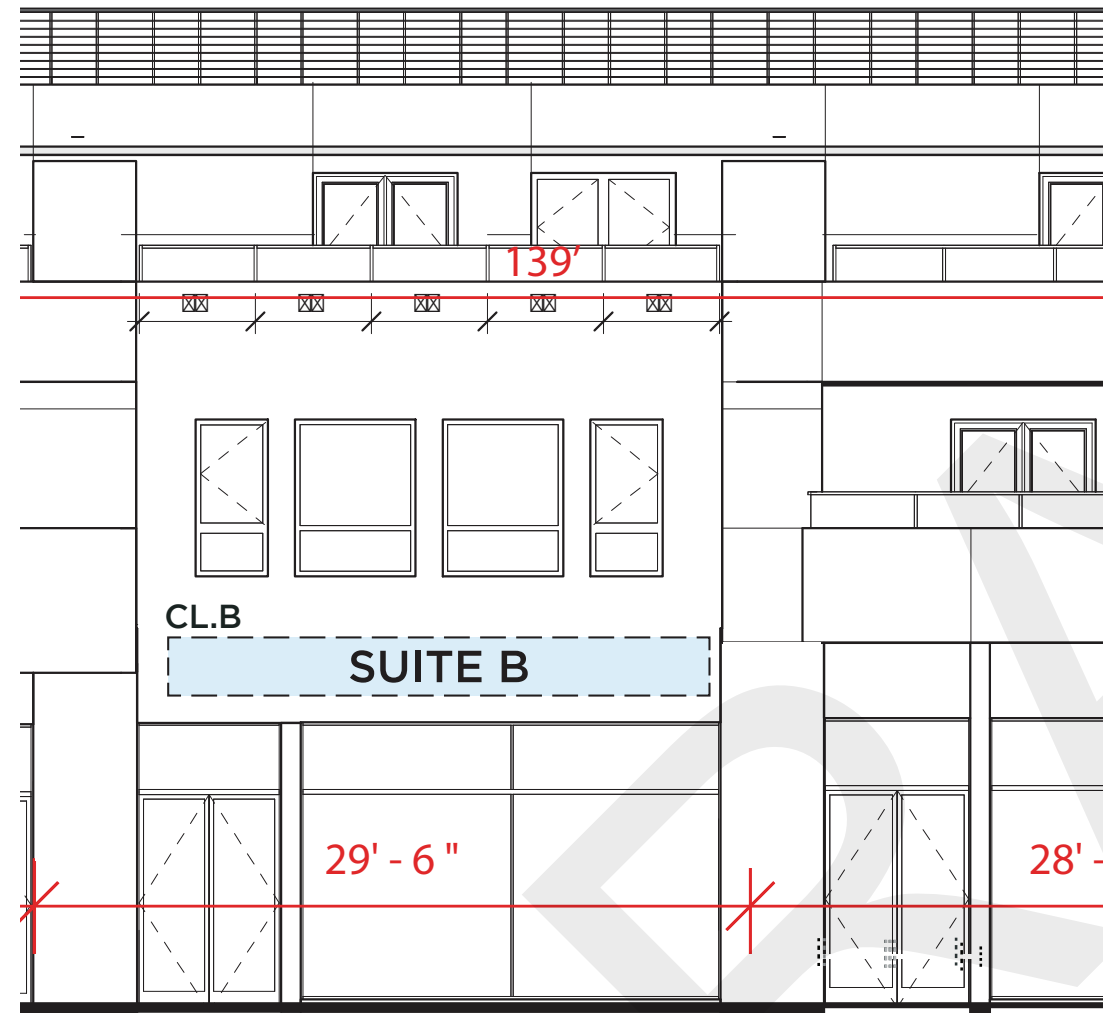
29.5 SQ FT

Sample



Note¹: Tenant frontage measurements are approximate and based on scaled drawings. Calculations are subject to confirmation of the correct frontage reference.

Note²: Illuminated channel letters do not have raceways, they have wireways non street facing, concealed in a box painted to match the stucco

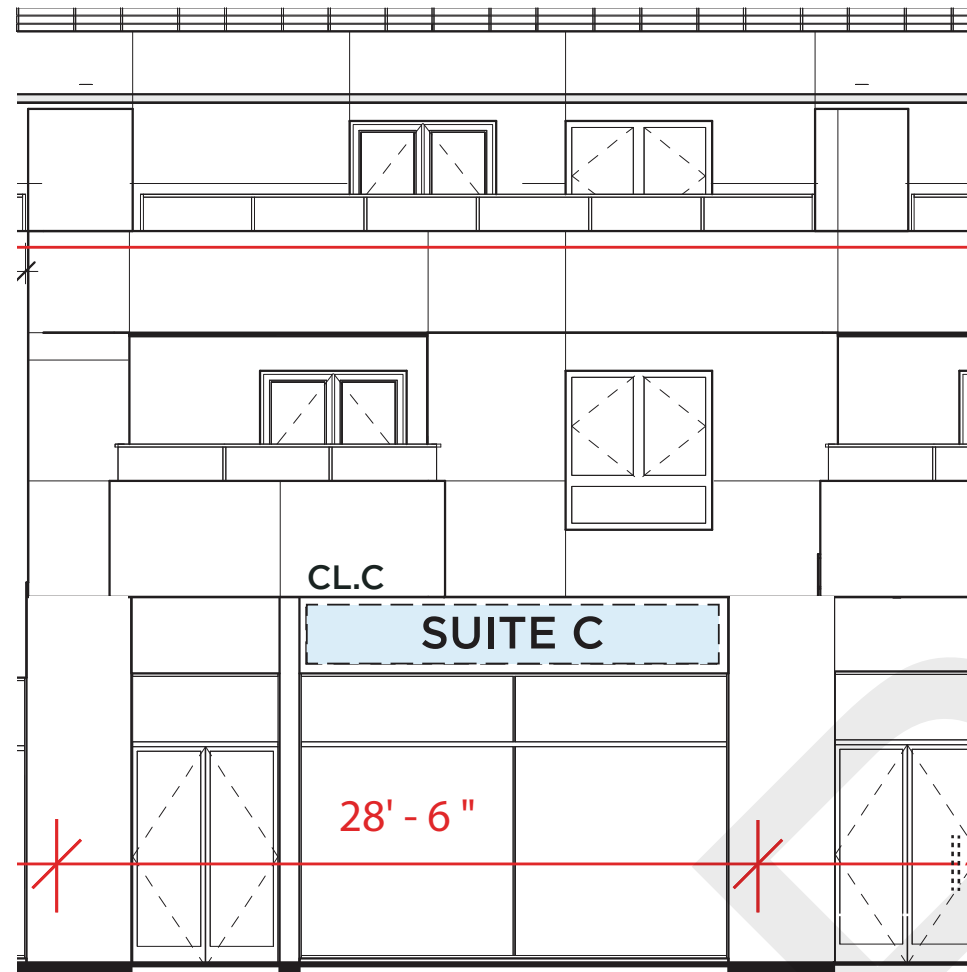


Wall Sign Allowable Dimensions – Suite C (North Elevation - Del Prado Avenue)

CL.C - Halo Lit Channel Letters

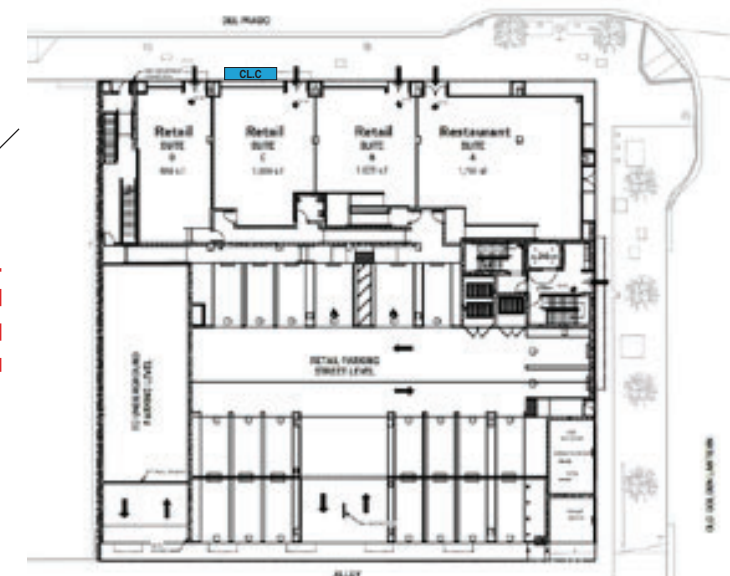
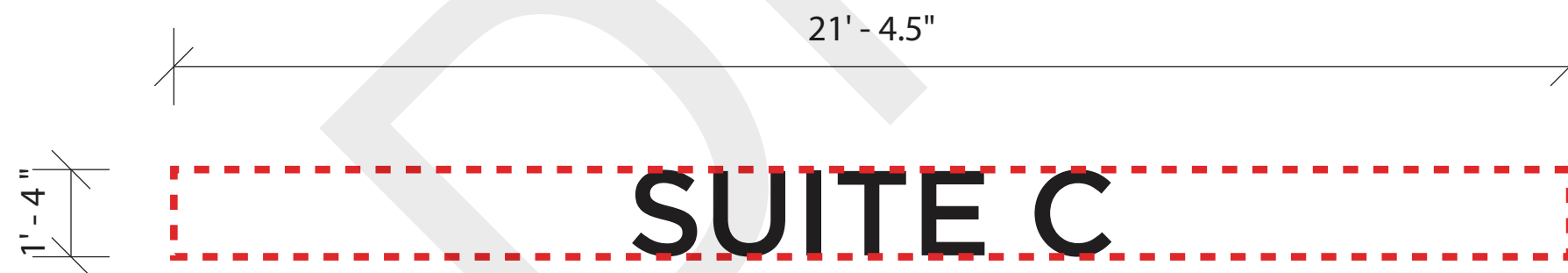
28.5 SQ FT

Sample



Note¹: Tenant frontage measurements are approximate and based on scaled drawings. Calculations are subject to confirmation of the correct frontage reference.

Note²: Illuminated channel letters do not have raceways, they have wireways non street facing, concealed in a box painted to match the stucco

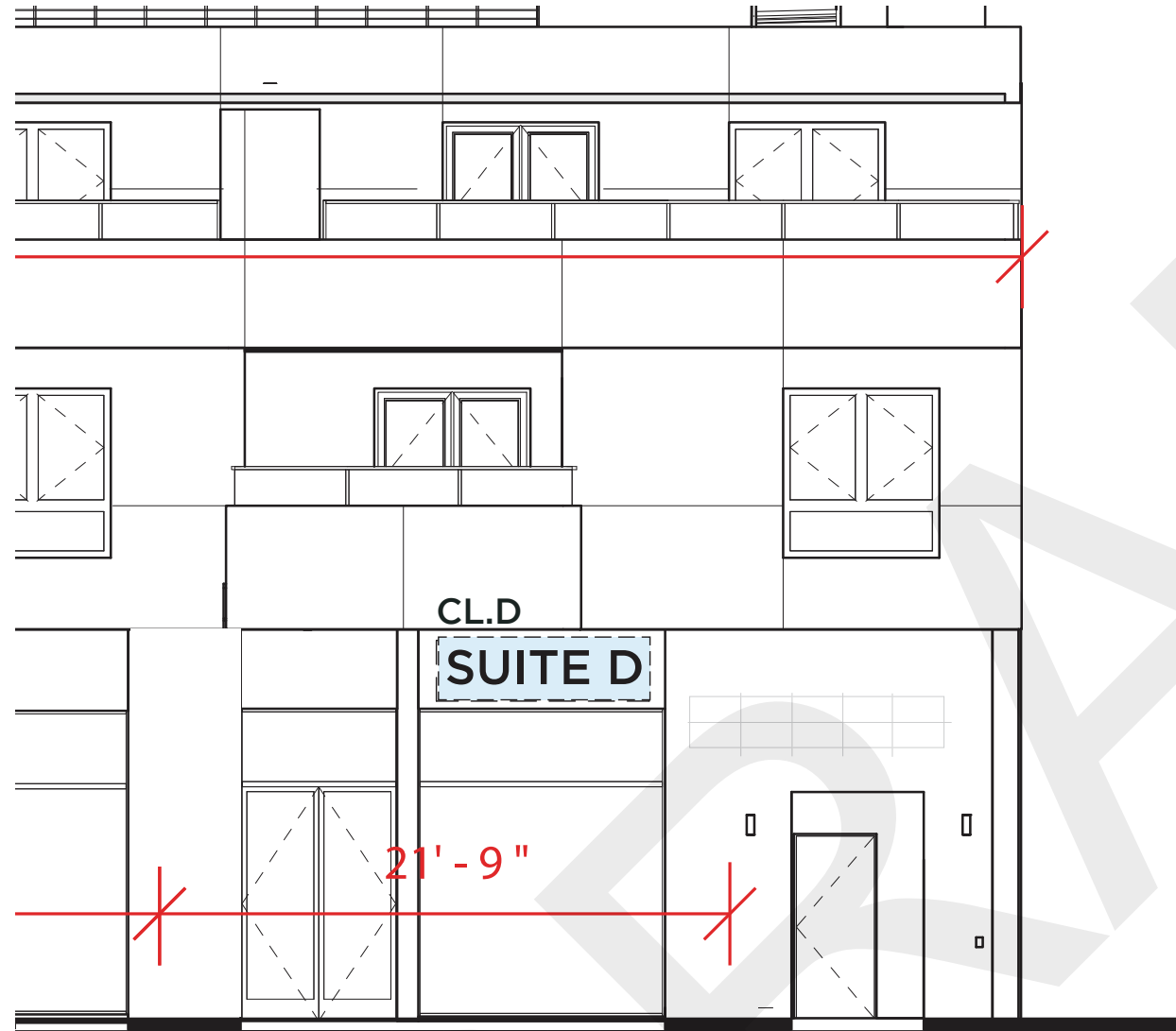


Wall Sign Allowable Dimensions – Suite D (North Elevation - Del Prado Avenue)

CL.D - Halo Lit Channel Letters

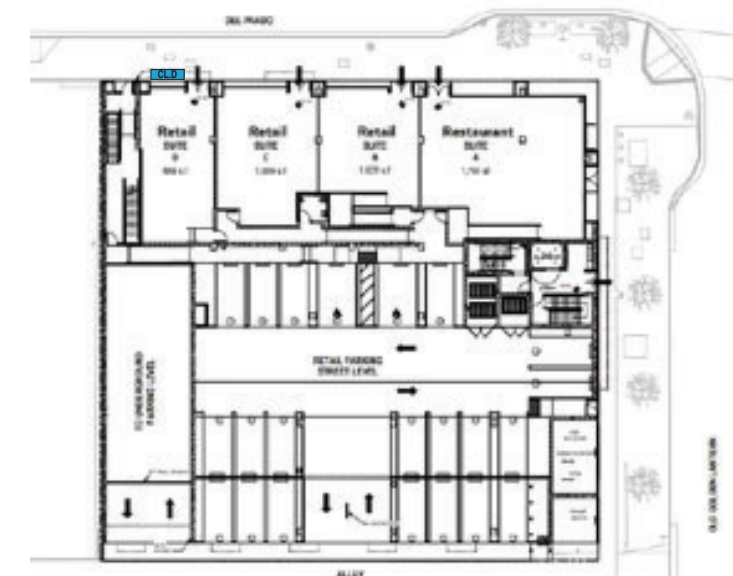
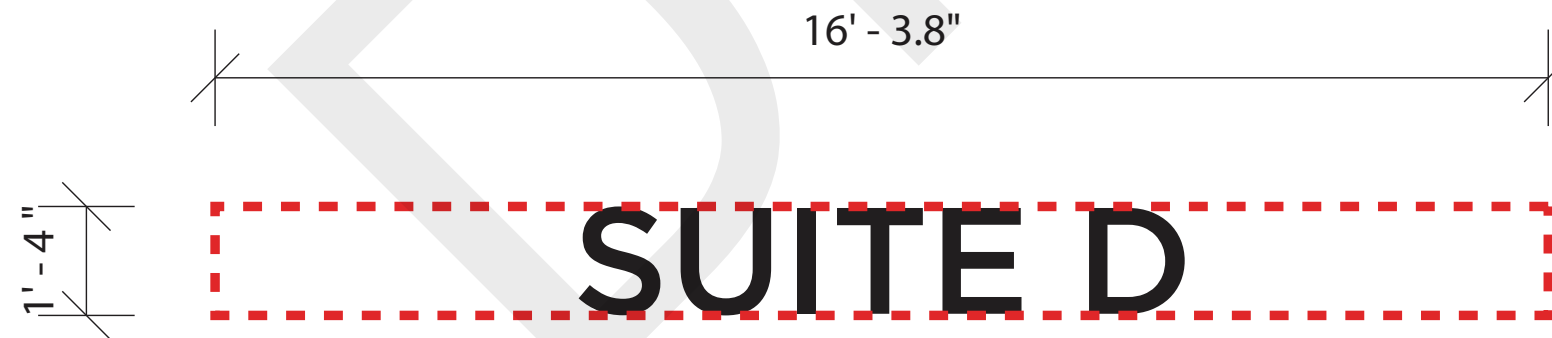
21.75 SQ FT

Sample



Note¹: Tenant frontage measurements are approximate and based on scaled drawings. Calculations are subject to confirmation of the correct frontage reference.

Note²: Illuminated channel letters do not have raceways, they have wireways non street facing, concealed in a box painted to match the stucco



Blade Sign Criteria - Option A (only for suite A)

3.83 SQ FT

BS.A

Maximum size: 6 sq. ft. per tenant (Suite A may have 1 signs).

Clearance: 8' min. above sidewalk.

Projection: Max. 4' from building facade.

Blade Sign Specifications

Fabricated Aluminum double sided blade sign.

Non illuminated

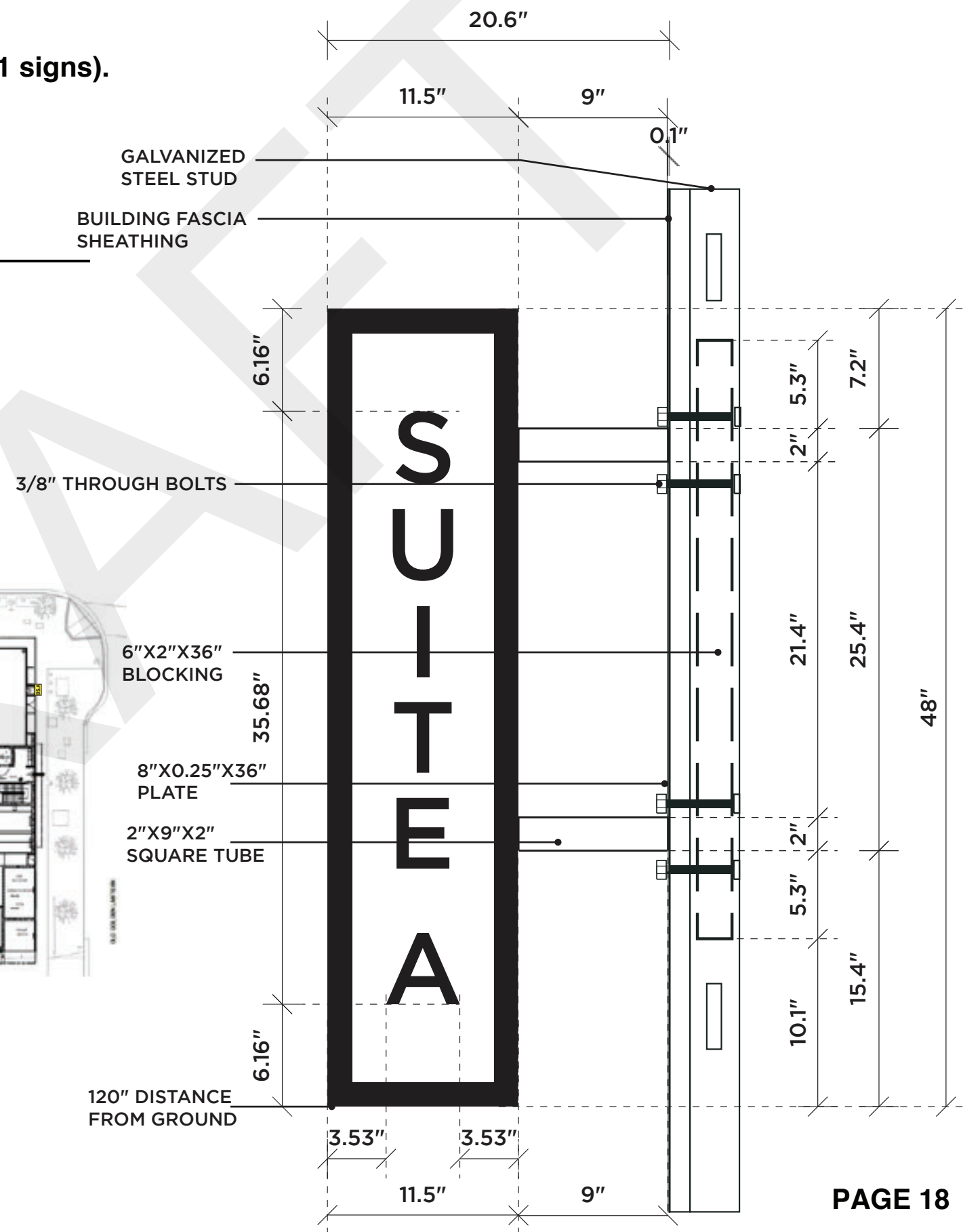
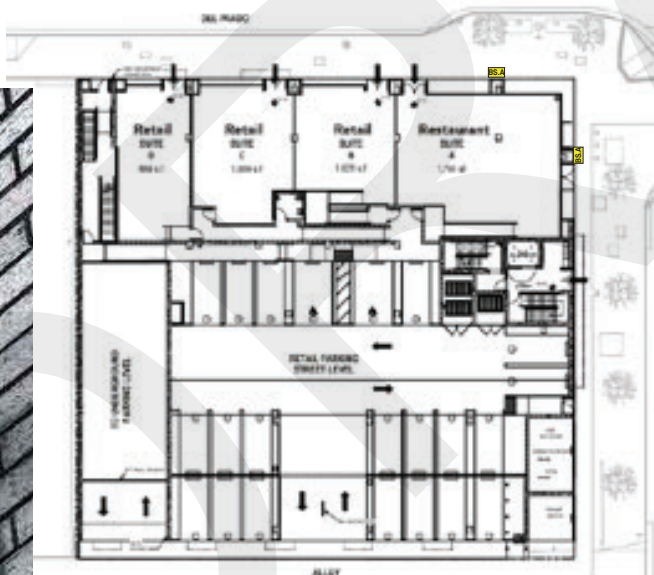
3" deep aluminum attachment bracket

0.080" aluminum panel with digitally printed vinyl graphic overlay

Mounted to finished wall surface

All signs are allowed company logo's color

Sample



Blade Sign Criteria - Option B (only for suite A)

BS.A

Maximum size: 6 sq. ft. per tenant (Suite A may have 2 signs).

Clearance: 8' min. above sidewalk.

Projection: Max. 4' from building facade.

6 SQ FT

Blade Sign Specifications

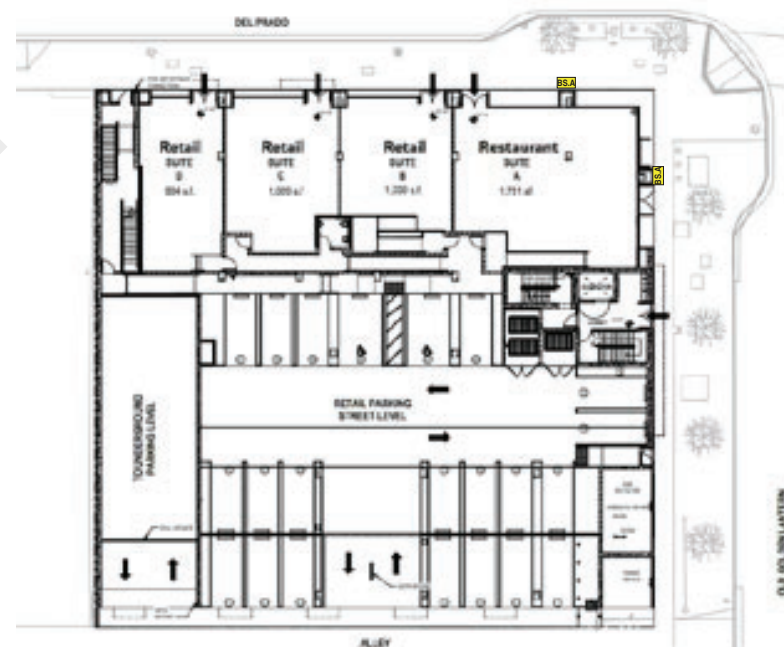
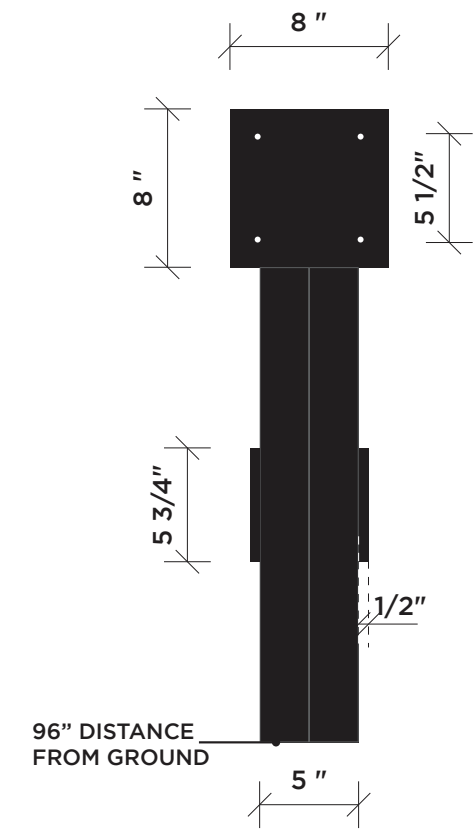
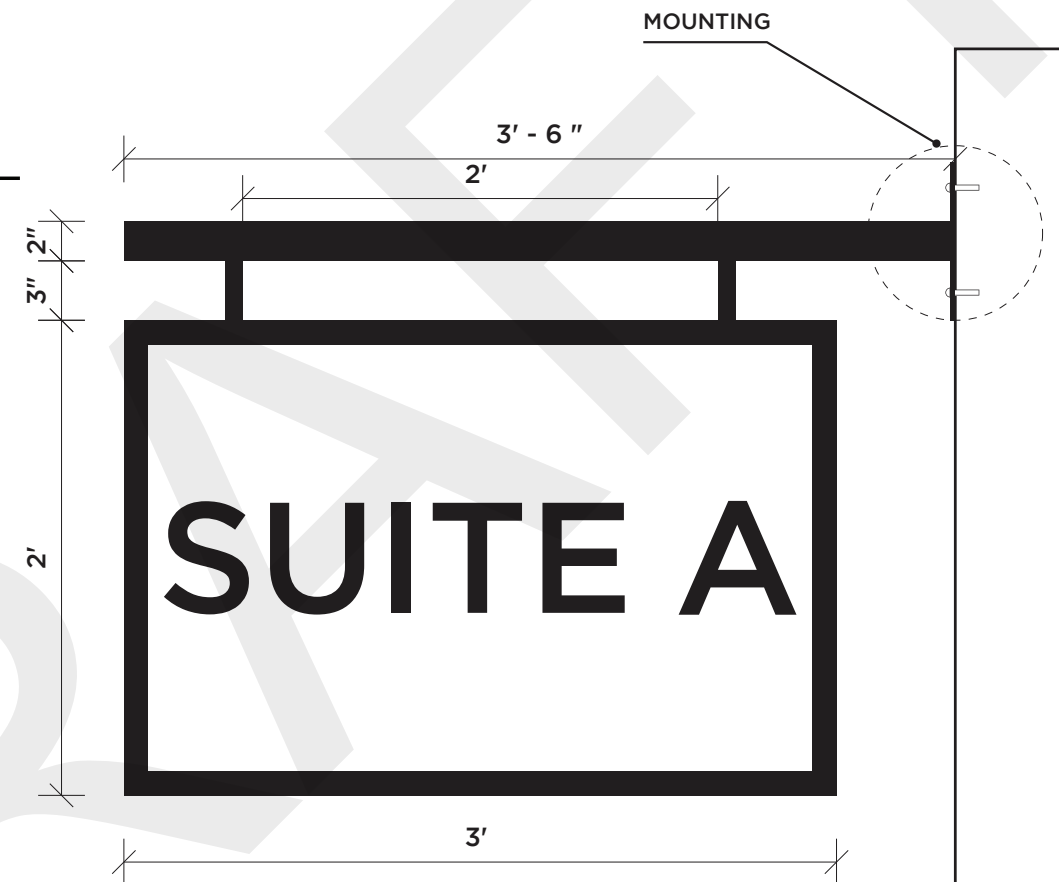
Fabricated Aluminum double sided blade sign

Non illuminated

3" deep aluminum attachment bracket

Mounted to finished wall surface

Sample



Blade Sign Criteria - Option A

BS.B / BS.C / BS.D

6 SQ FT

Maximum size: 6 sq. ft. per tenant (Suites B-D).

Clearance: 8' min. above sidewalk.

Projection: Max. 4' from building facade.

Blade Sign Specifications

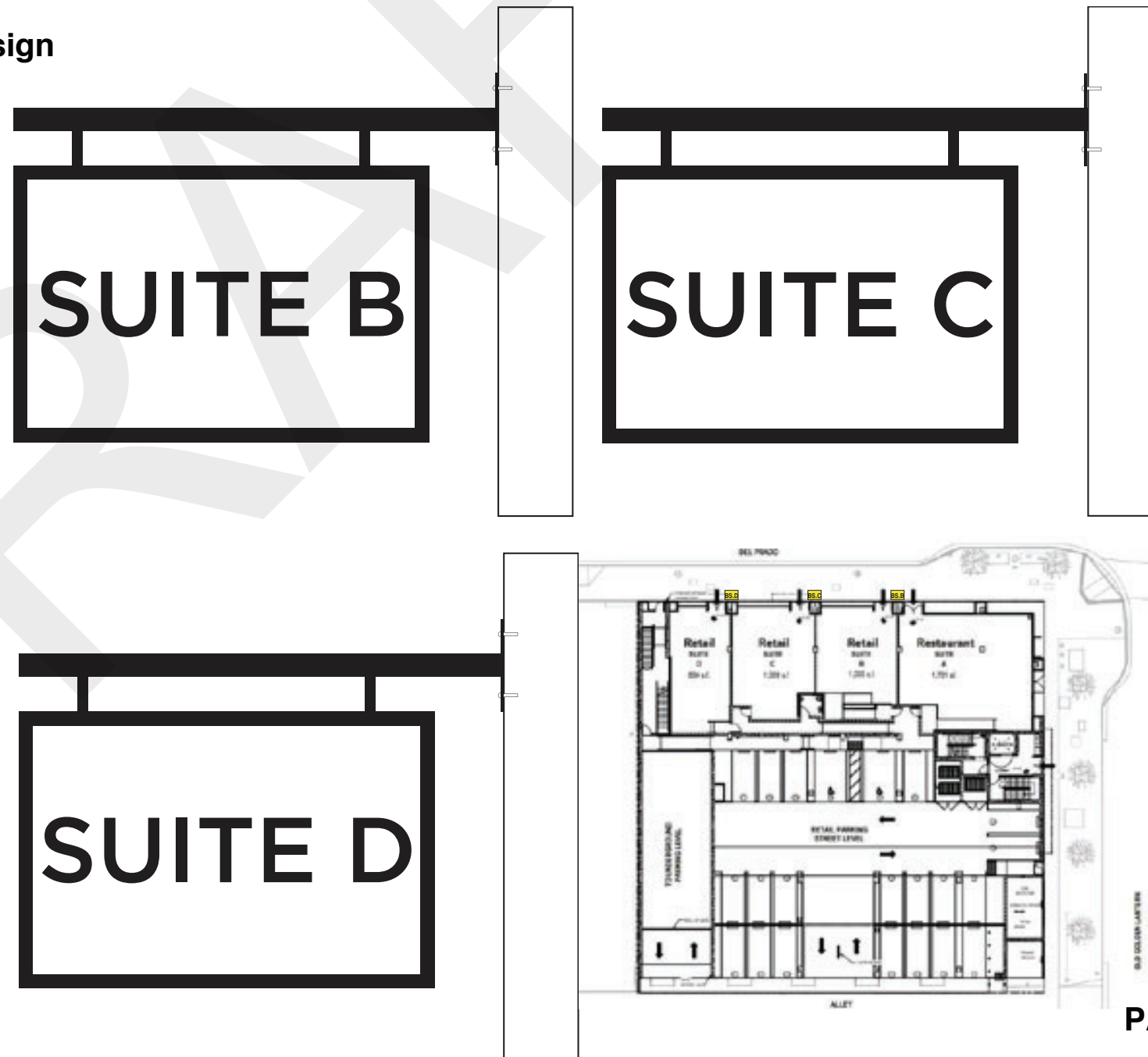
Fabricated Aluminum double sided blade sign

Non illuminated

3" deep aluminum attachment bracket

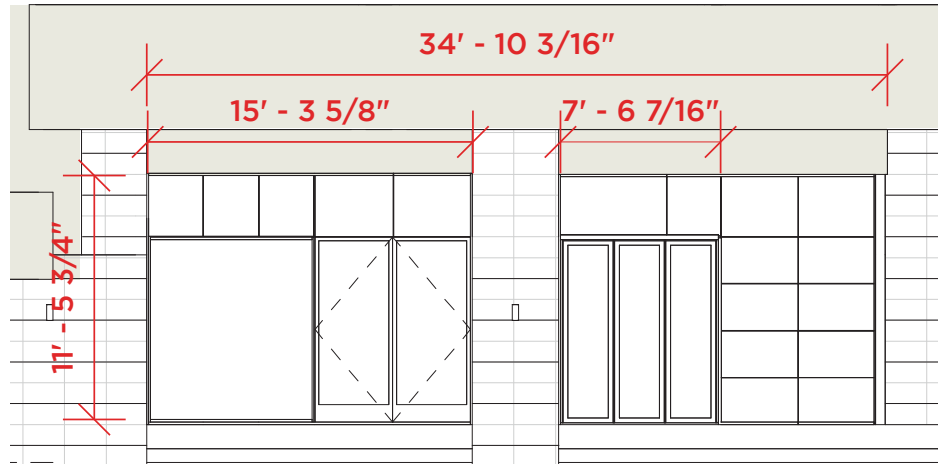
Mounted to finished wall surface

Sample

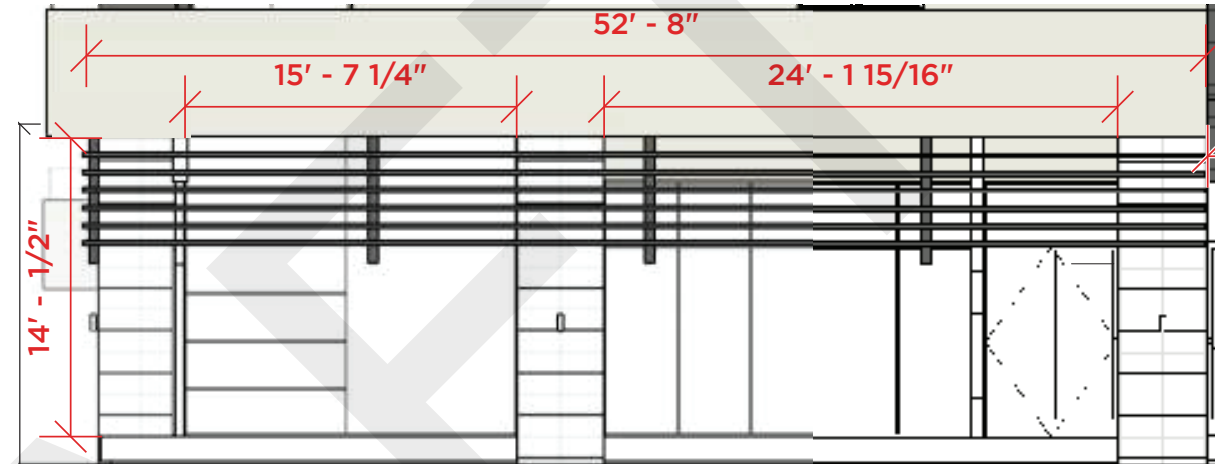


Window Graphics

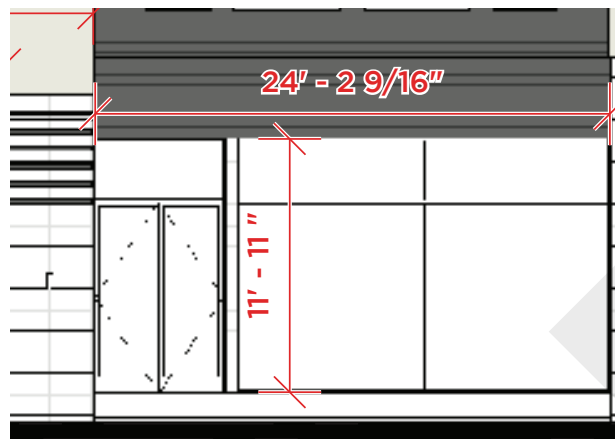
**SUITE A WINDOW
(OLD GOLDEN LANTERN STREET)**



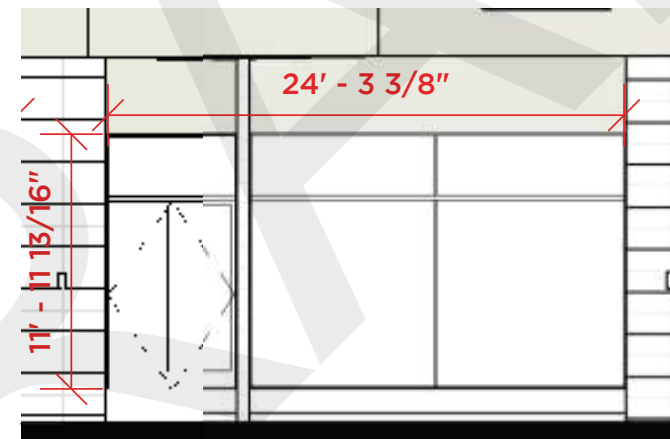
**SUITE A WINDOW
DEL PRADO AVENUE**



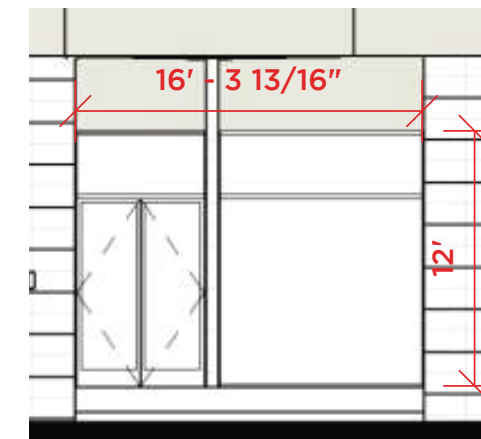
SUITE B WINDOW



SUITE C WINDOW

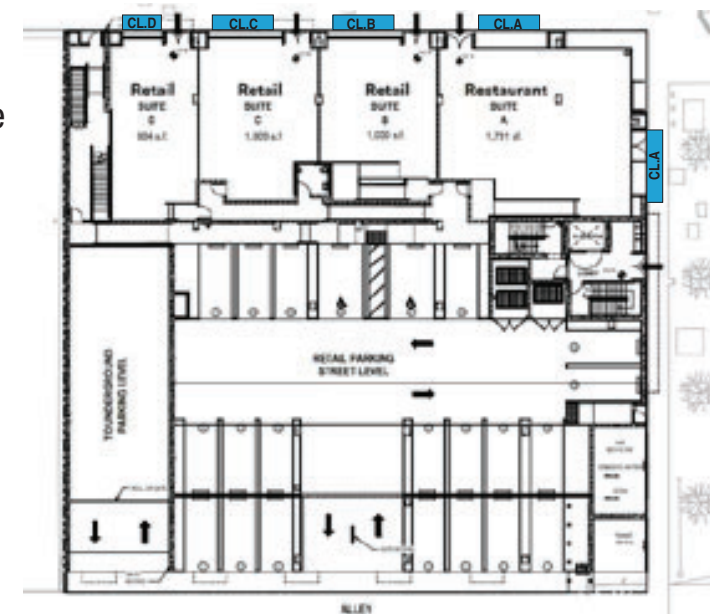


SUITE D WINDOW



WINDOW SIGNS

- a. One window sign is permitted per business.
- b. Signs may be applied to storefront windows or doors but may not cover more than 15% of the overall combined window and door areas located on the same facade.
- c. Copy shall be limited to business name, address and phone number.
- d. Signs shall be limited to individual letter signs and graphics. Glass mounted graphic logos.
- e. Letters shall be vinyl or painted.



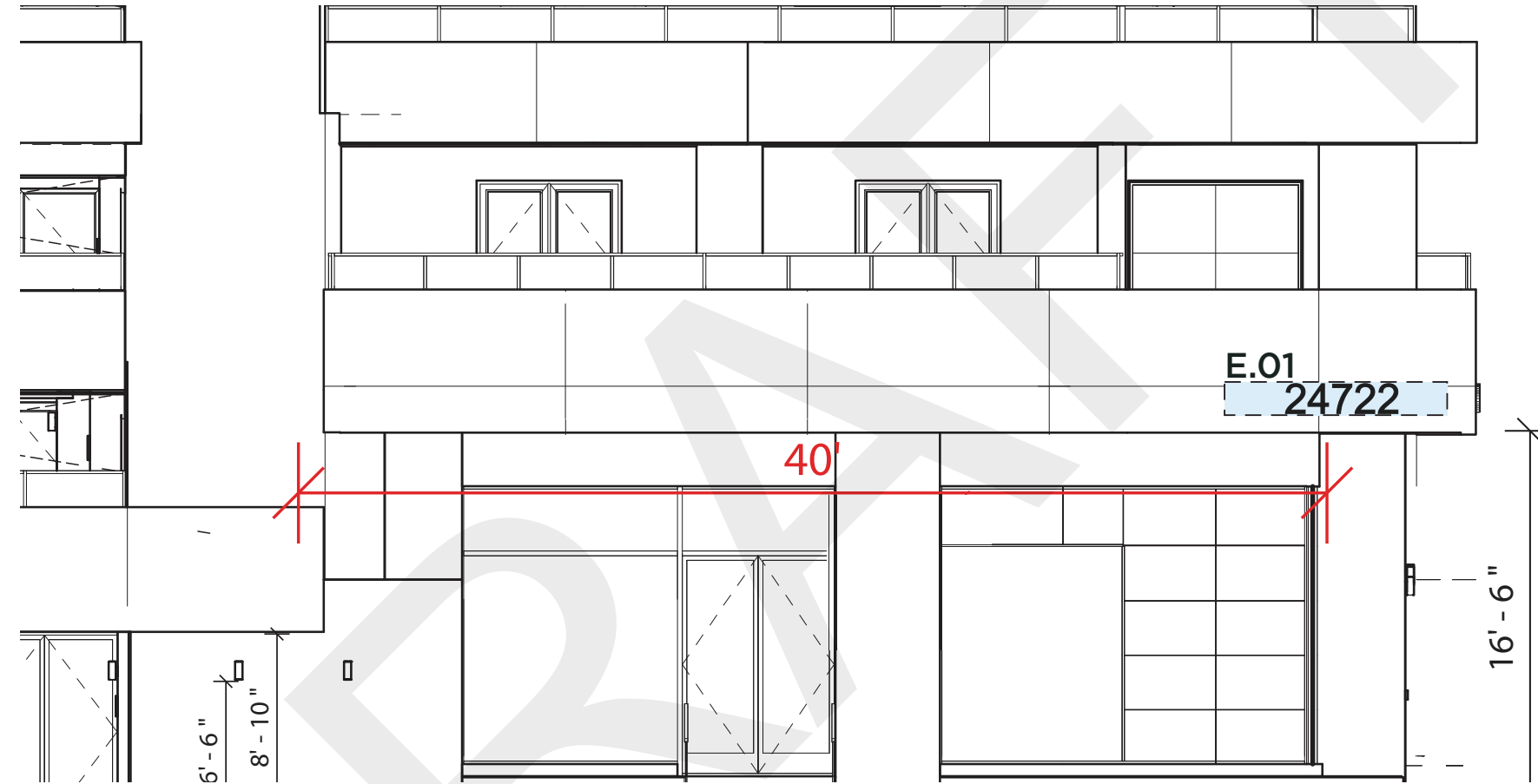
E.01 - Building Address (East Elevation - Old Golden Lantern Street)

Halo Lit Channel Letters

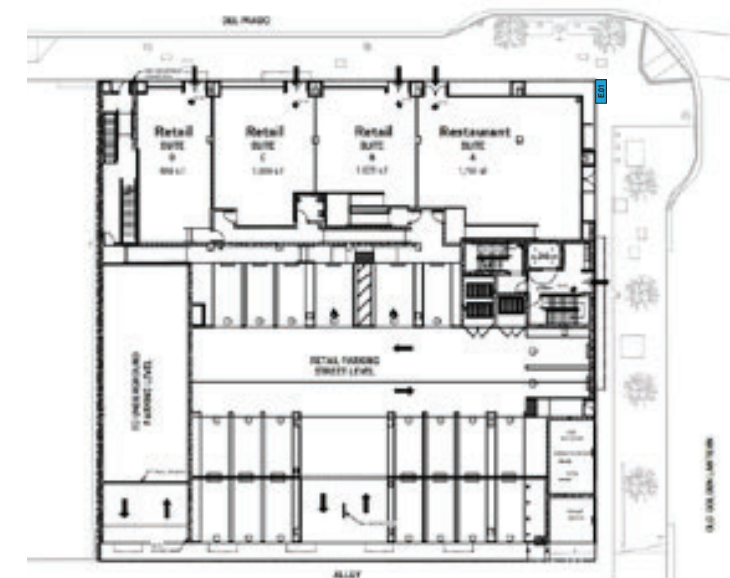
5.04 SQ FT

Quantity: 01

Type Face: Arial



■ BLACK



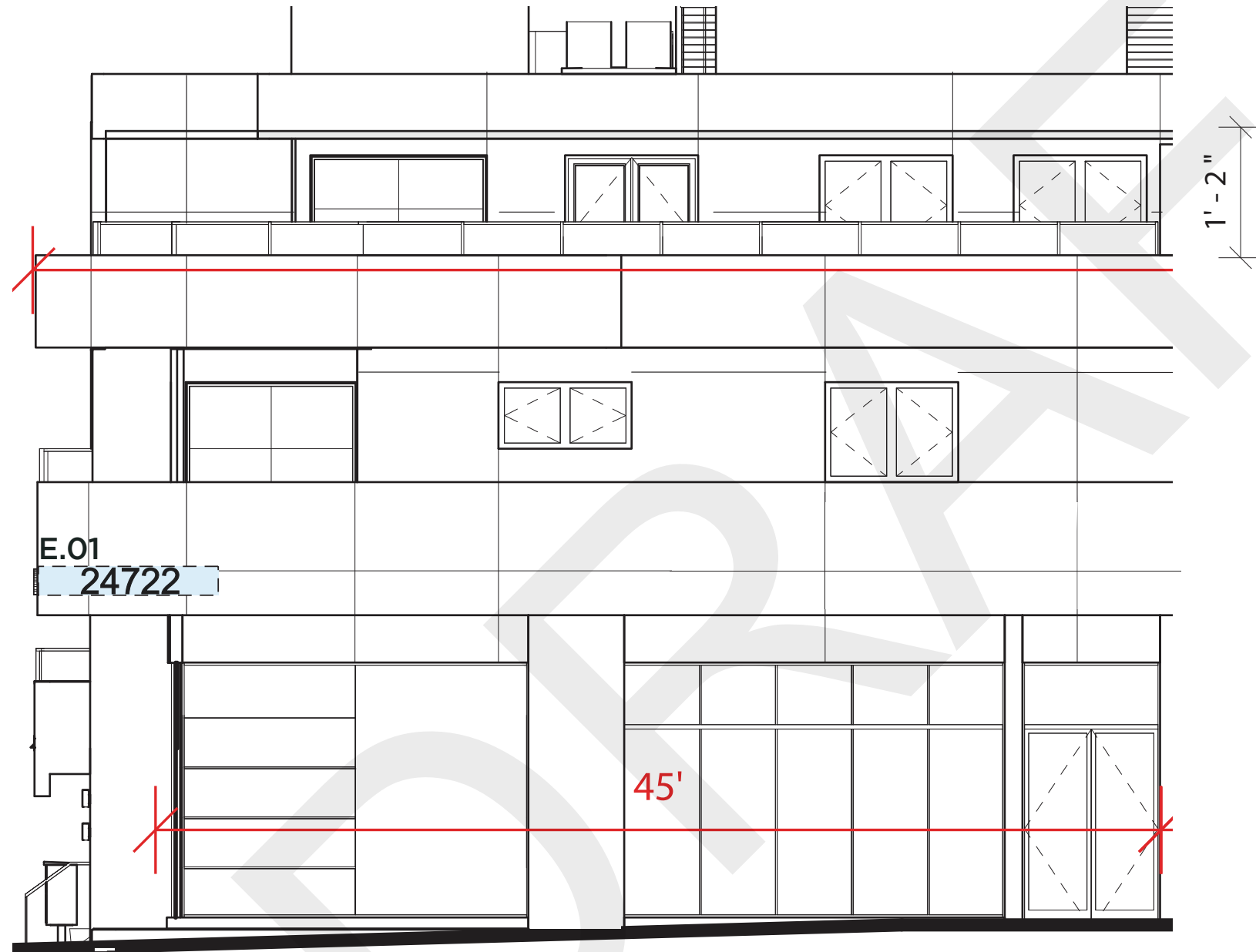
E.01 - Building Address (North Elevation - Del Prado Avenue)

Halo Lit Channel Letters

Quantity: 01

Type Face: Arial

5.04 SQ FT



4' - 3 13/16"

24722

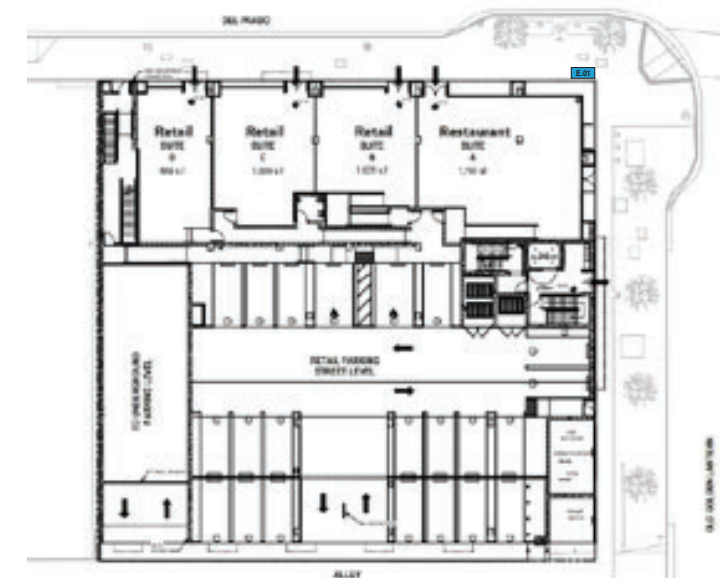
1 7/8"



BLACK

E.01
24722

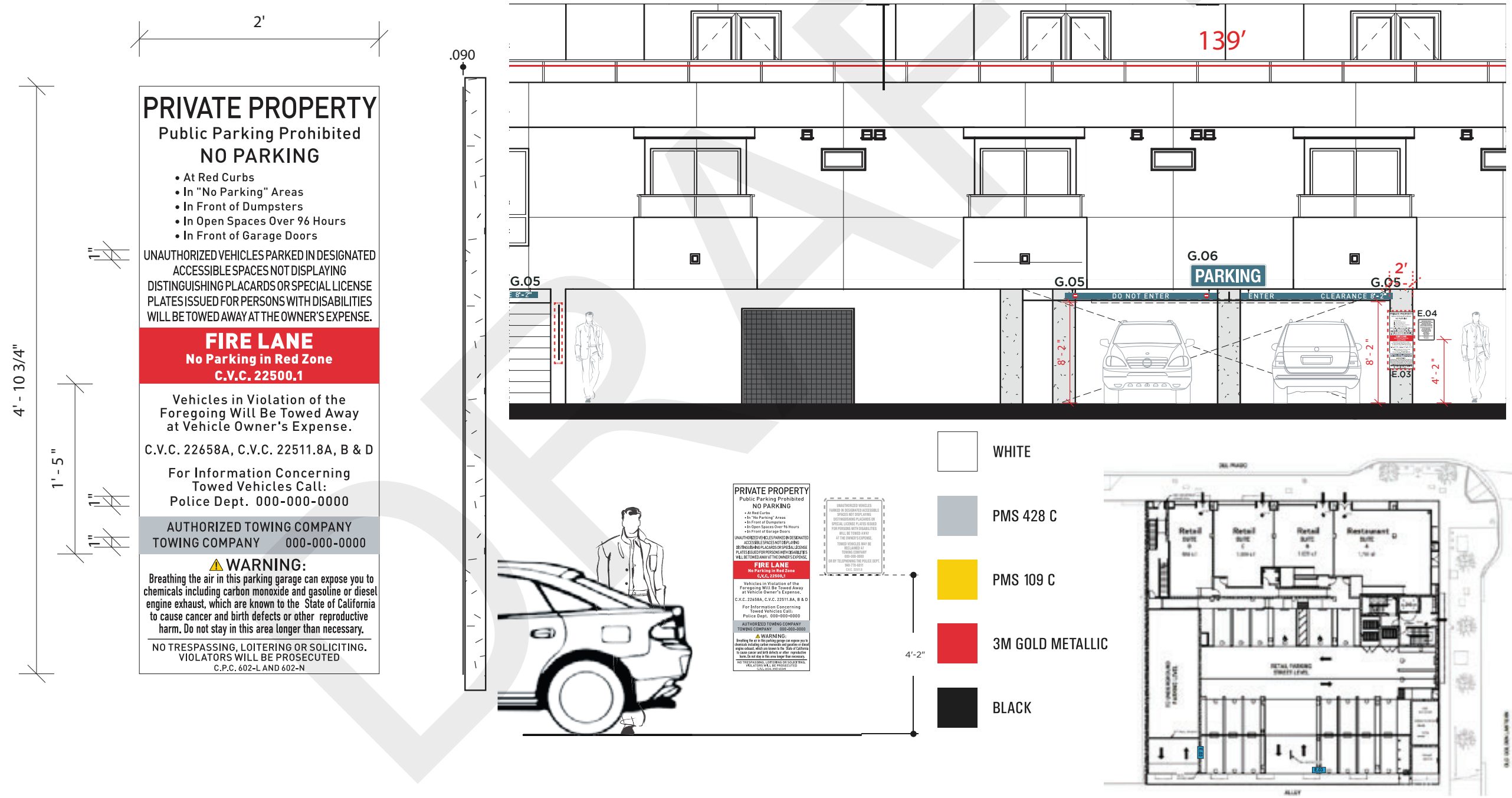
45'



E.03 - Private Parking / Prop 65 / Fire Lane (South Elevation - Alley)

Description: .090 aluminum panel with painted and vinyl copy with clear coat.
 Sign Area: Maximum sign size 58 3/4" h x 24" w
 Letter Height: 1", 2-1/4"
 Quantity: 02
 Location: As indicated on Sign Locations page
 Type Face: Din Med, Bold, Condensed

9.79 SQ FT



E.04 - H/C Disclaimer (South Elevation - Alley)

Description: .090 aluminum painted with vinyl cut out copy with clear coat.

2.59 SQ FT

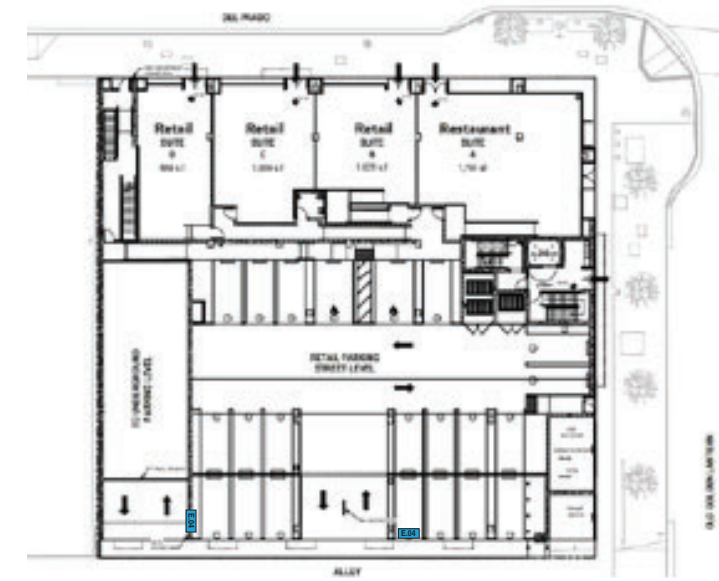
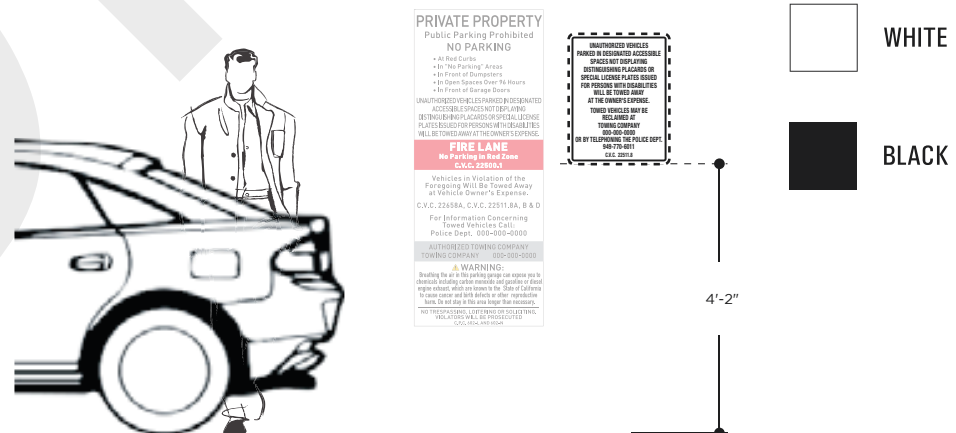
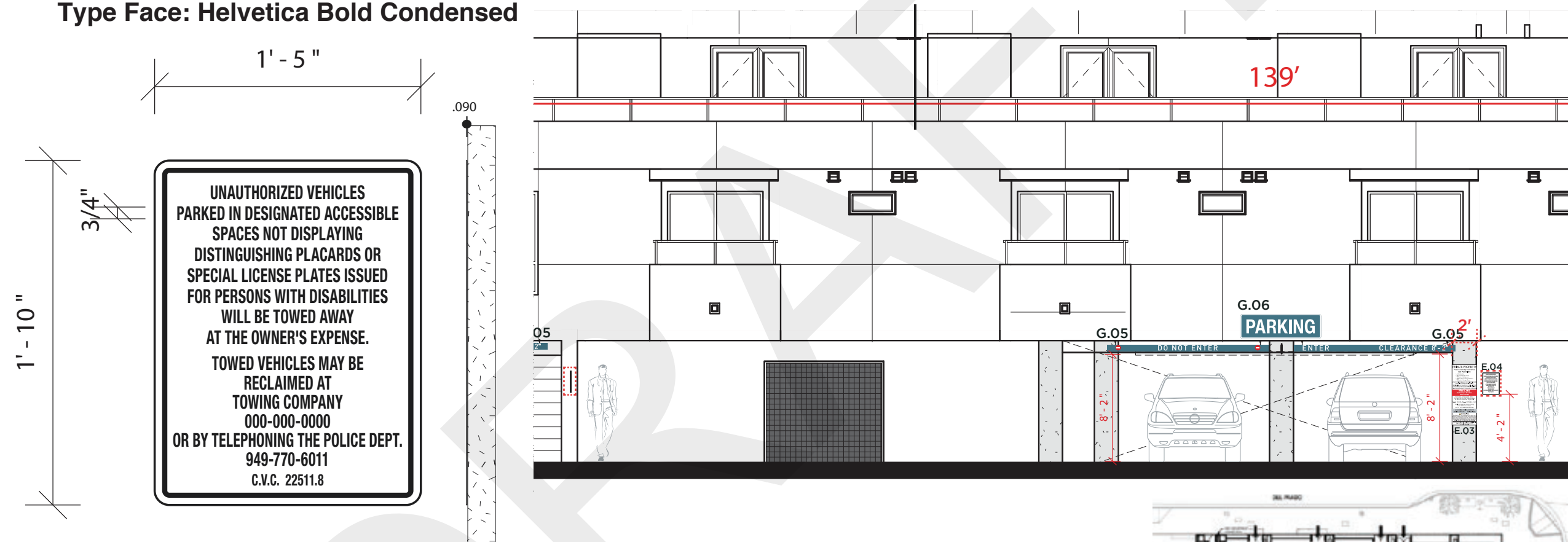
Sign Area: 22”h x 17”w

Letter Height: 3/4”

Quantity: 02

Location: As indicated on Sign Locations page

Type Face: Helvetica Bold Condensed



G.01 - H/C Parking Signage

Description: .090 aluminum panel with reflective vinyl.

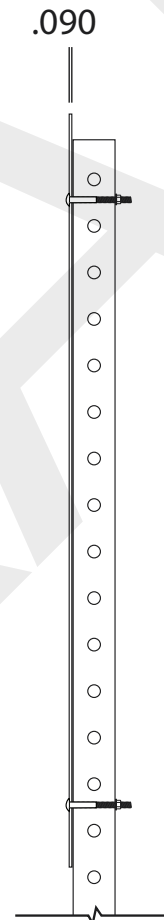
2" sq. galvanized steel sign post. Post mounted w/ mechanical fasteners



Sign Area: 18"h x 12"w

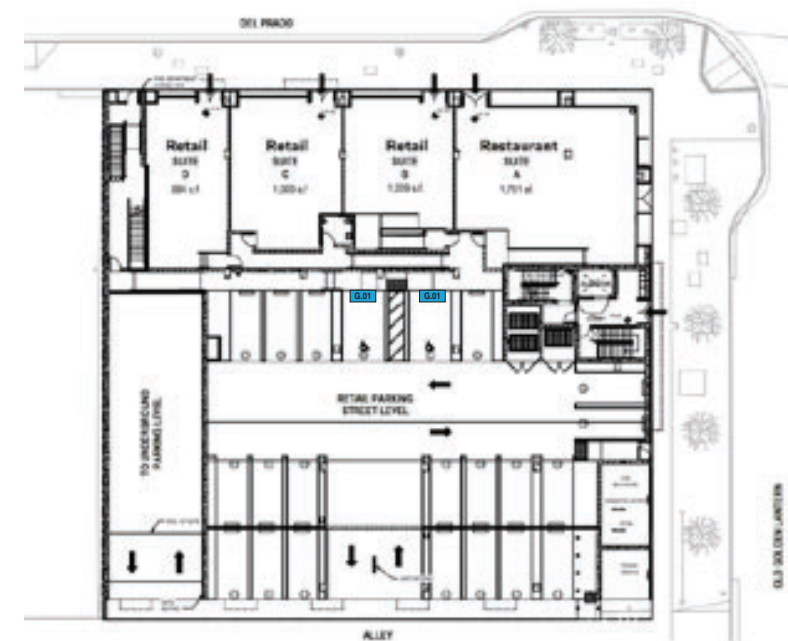
Letter Height: 2-1/2", 1-7/16"

Quantity: 01

1.5 SQ FT



-  PMS 7685 C
-  REFLECTIVE WHITE



G.02 - Directional Parking Signage (Alley and Old Golden Lantern)

Maximum size: 6 sq. ft. per tenant

Clearance: 8 ft above Sidewalk.

Quantity: 02.

Blade Sign Specifications

Fabricated Aluminum double sided blade sign

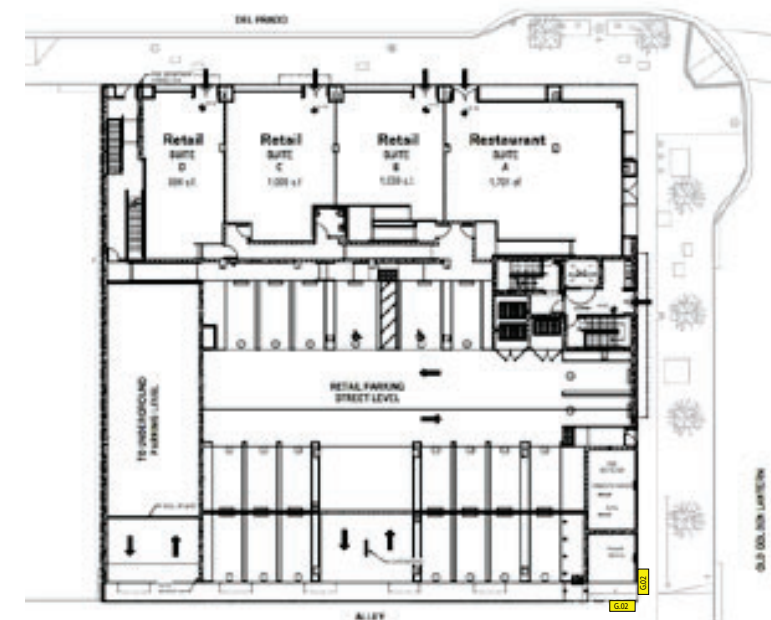
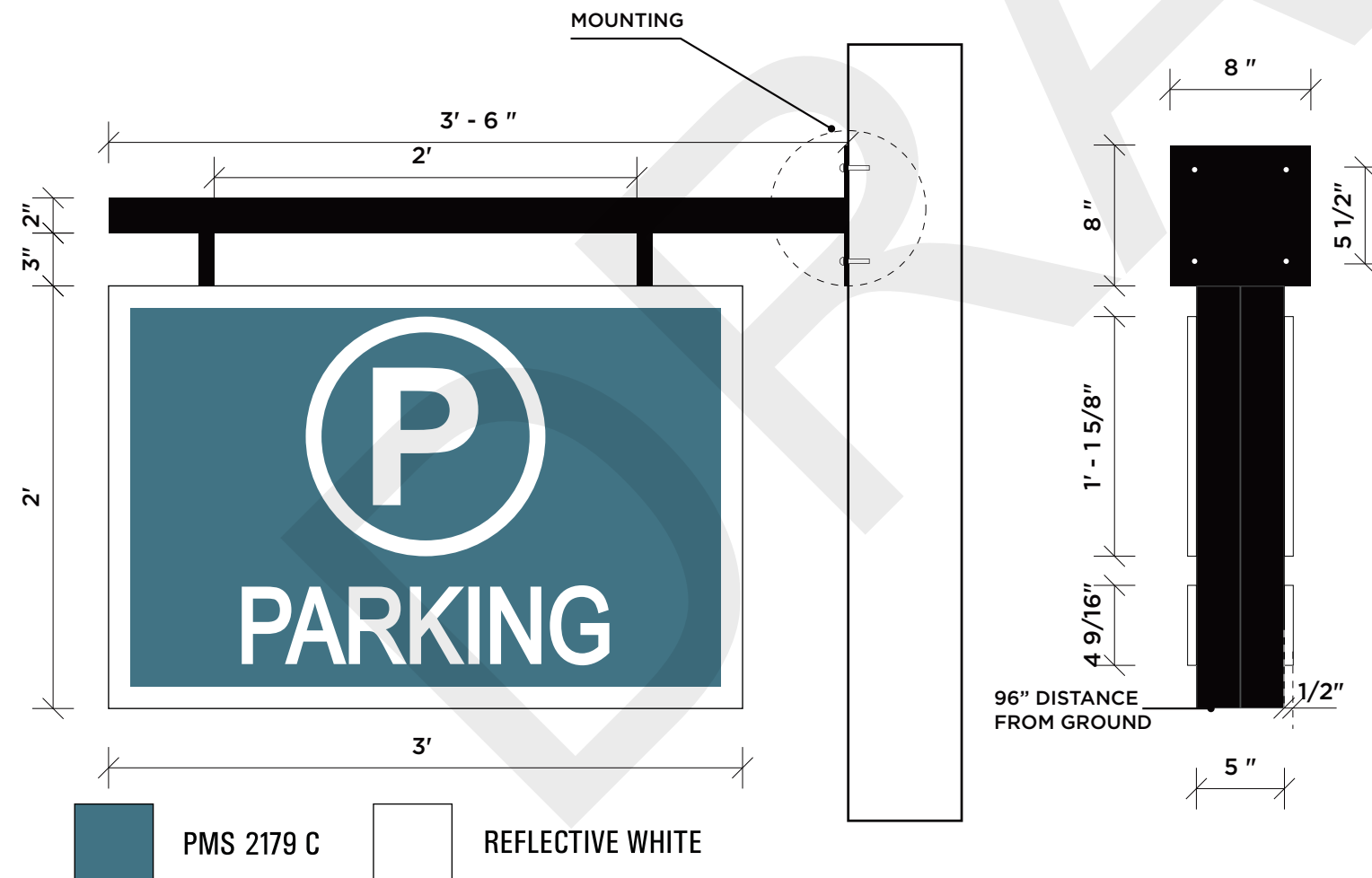
Non illuminated

3" Deep aluminum attachment bracket

Mounted to finished wall surface

6 SQ FT

Sample



G.05 - Clearance Bang Bar (South Elevation - Alley)

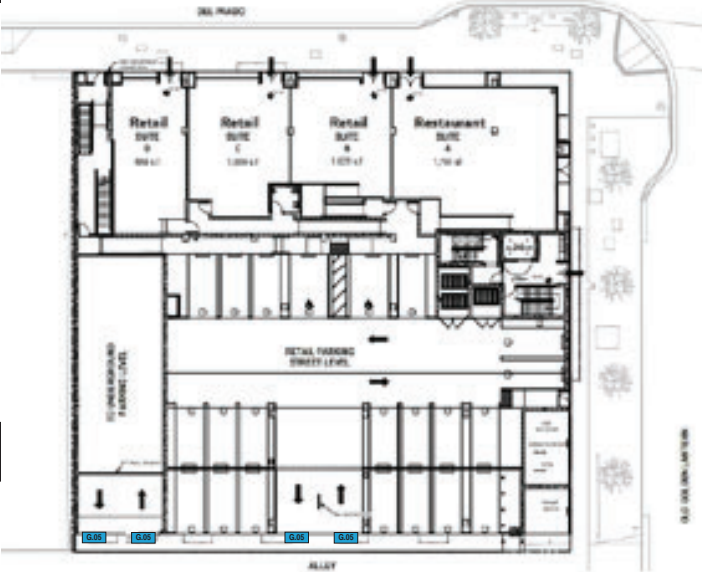
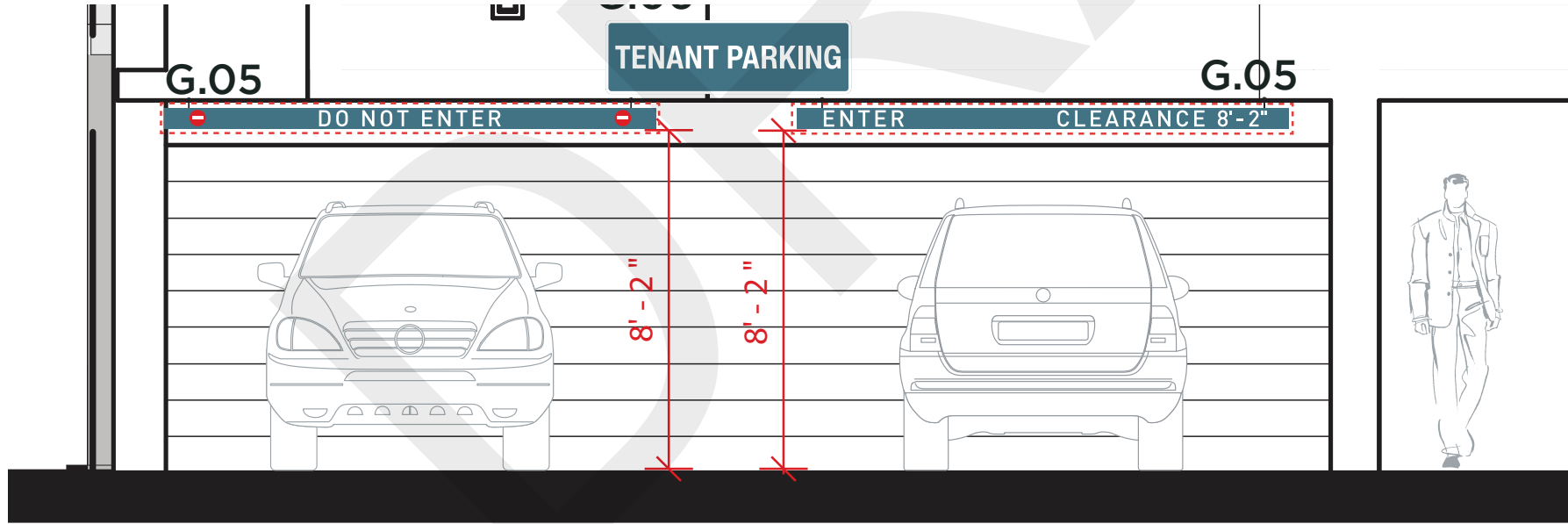
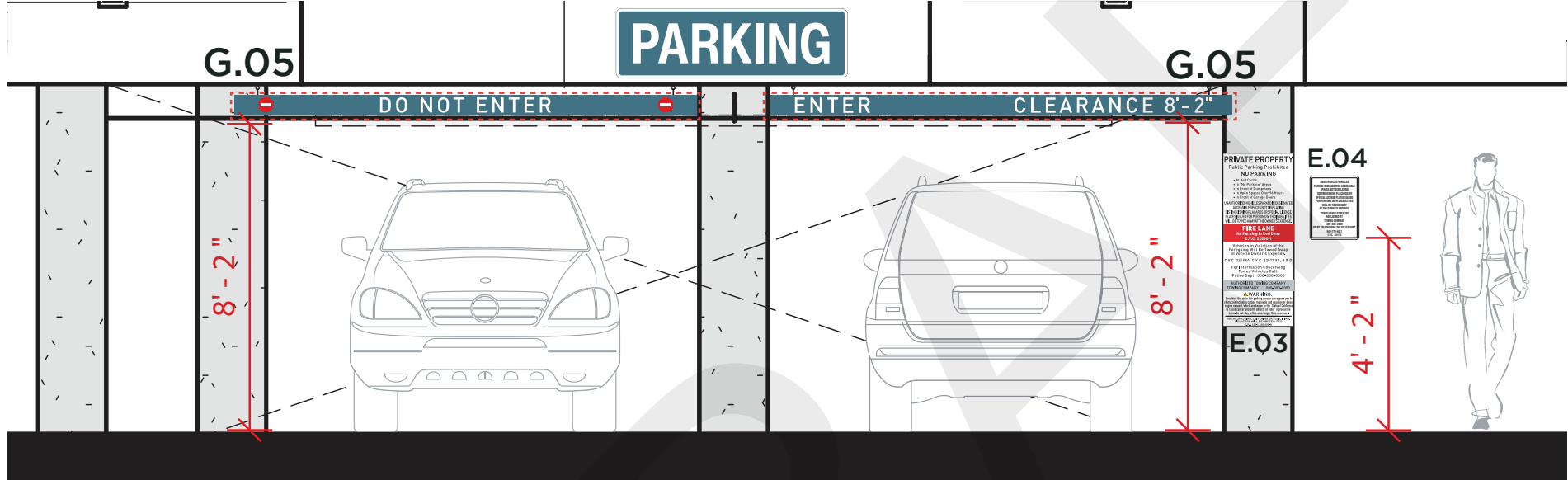
Description: 5" round PVC tube painted w/ end caps. Reflective white die cut vinyl.
 Bang bar mechanically anchored to building ceiling.

4.16 SQ FT

Sign Area: 5" h x 10' w

Letter Height: 4"

Quantity: 04



G.05 - Clearance Bang Bar (South Elevation - Alley)

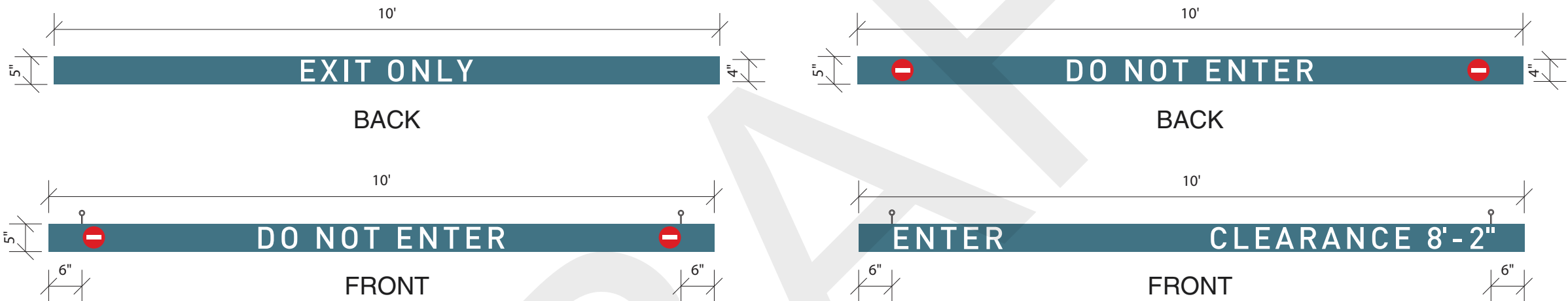
Description: 5" round PVC tube painted w/ end caps. Reflective white die cut vinyl.
 Bang bar mechanically anchored to building ceiling.

4.16 SQ FT

Sign Area: 5”h x 10’w

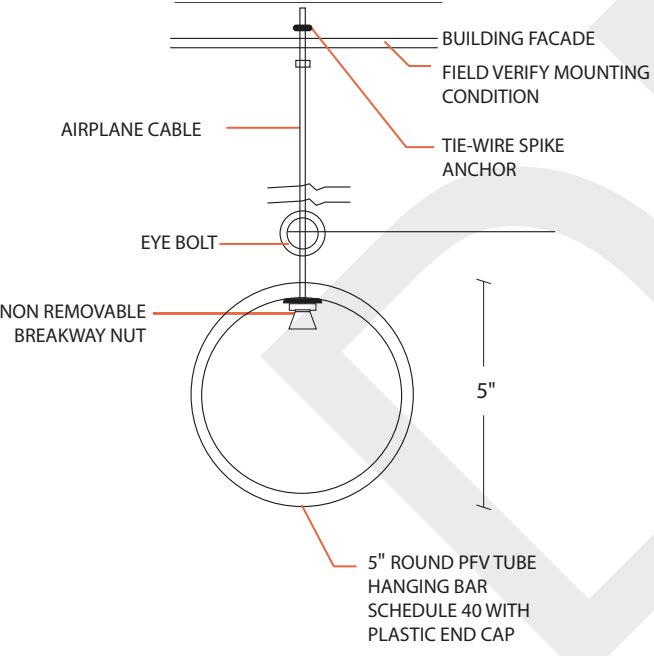
Letter Height: 4”

Quantity: 04

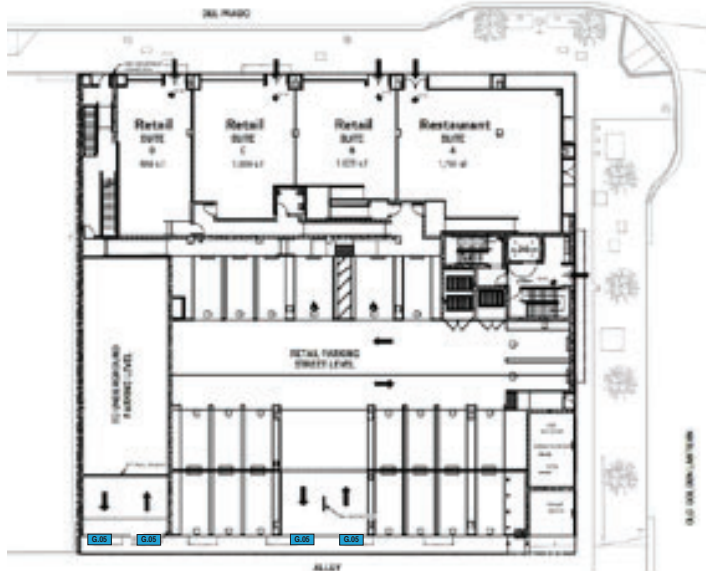


QTY. 2

QTY. 2



PMS 2179 C
 WHITE
 PMS 485 C



G.06 - Parking Signage (South Elevation - Alley)

Description: .090 aluminum panel with reflective vinyl.

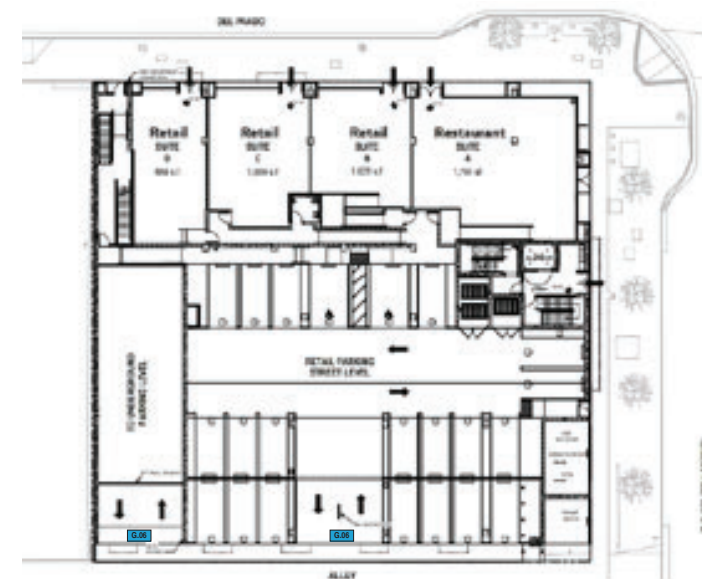
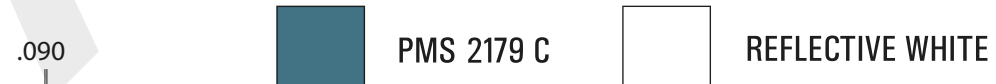
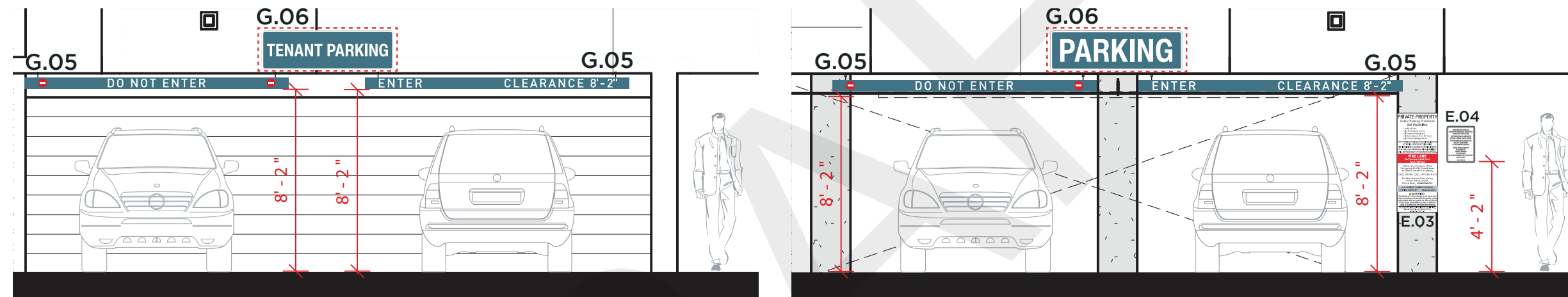
7.5 SQ FT

2" sq. galvanized steel sign post. Post mounted w/ mechanical fasteners

Sign Area: 5'h x 1' 6"w

Letter Height: 9 - 3/4"

Quantity: 02 (1 of each)



General Signage Guidelines

TYPE OF SIGN PERMITTED

Retail Tenants are allowed ▪ One (1) set of channel letters.

▪ Each Retail Tenant is allowed ▪ One (1) set of window identification sets of vinyl that includes name, logo, address and hours of operation and required regulatory vinyl.

Each Retail Tenant is allowed ▪ One (1) promotional window vinyl graphics.

TYPE OF SIGN COPY PERMITTED

Wording of the signage shall be limited to the Retail Tenant's trade name, and shall generally not include specification of merchandise sold or services rendered, regardless of Retail Tenant's "legal name". Logos may be permitted at the discretion of the Landlord.

An exception shall be made to this requirement to allow the tenant to include the product sold, (i.e., shoes, dresses, etc.), when identifications of Retail Tenant is impossible without same and it is part of Retail Tenant's trade name or insignia, (i.e. Tony's Tacos, Betty's Bakery, etc.).

General Signage Guidelines

ILLUMINATED SIGNS

All signage and sign components shall be installed in accordance with approved listings and N.E.C. specifications. All illuminated signage shall bear the label; the installation shall comply with all local building codes. Labels shall be placed in accordance with approved display guidelines.

The following basic types of illumination are allowed:

- A. Internally illuminated channel letters using warm low voltage LED white light (3200K-3500K)

- B. Internally illuminated projecting/hanging signs using warm low voltage LED white light (3200K-3500K) with opaque ends, top and bottom and plex sign faces.

General Signage Guidelines

- Sign manufacturer's labels or other identification will not be permitted on the exposed surface of any portion of sign(s) except those required by local ordinance, which shall be in an inconspicuous location.
- All conductors, conduits, tubing, crossovers, transformers, wiring raceways, cabinets and other equipment must be concealed. No exposed cords or plugs may be visible.
- Visible fasteners will not be permitted.
- Lags, fasteners or screws are to be rust proof plated or stainless steel and installed in a concealed manner. Tenant is responsible for drilling through metal awning so that it is not damaged.
- Full weld construction.
- Building penetrations are to be watertight sealed.
- Contractors shall repair all damages caused by their work.
- Sheet metal to be primed inside and out.
- Plexiglas thickness of 3/16 inch minimum.

General Signage Guidelines

TEMPORARY SIGNS

Flags, banners and pennants are permitted as temporary signs pursuant to City of Dana Point ordinance.

PROJECTING SIGNS

A. All projecting signs (such as blade signs) in public or private rights-of-way shall be designed and constructed with a minimum of eight feet (8') above sidewalk grade and may not extend more than four (4') feet from building facade. Projecting signs shall comply with all sign requirements of the Del Prado Sign Criteria package.

1. One hanging sign or projecting sign is permitted, not to exceed four (4) square feet in sign area. (Suite B, C and D)
2. Suite A is permitted to have a corner blade sign or 1 blade sign on each elevation.

B. Prior to any construction of projecting signs in public rights-of-way, the tenant shall submit an encroachment permit to Public Works and Planning and Building. As all projecting signs are within the property line, Del Prado will be exempt from this permit.

DIRECTORY SIGNS

To Be Determined.

General Signage Guidelines

COLORS AND MATERIALS DISCUSSION

It is the intent of these guidelines to support creative expression, eye-catching design and high quality sign materials on the part of all Del Prado tenants. Within this context, the following material and color guidelines shall be followed:

- A. Neon and "day glow" colors are prohibited
- B. Reflective and rainbow vinyls are prohibited
- C. Colors shall be used in combination to ensure legibility, contrast and distinction
- D. Using one of the approved tenant colors on all channel letter faces.

RETAIL ILLUMINATED SIGNAGE

- Suite A Channel letter height shall not exceed twenty (20) inches tall or 75% of fascia height and shall not be longer than 70% the length of frontage.
- Other Suites Channel letters height shall not exceed sixteen (16) inches tall or 75% of fascia height and shall not be longer than 70% the length of frontage.
- Single line copy is all that will be allowed for retail tenant identification.
- Logo symbol or enlarged first letter will be permitted up to eighteen (18) inches where Retail Tenant has established trade signature regularly using such device only on special approval of Landlord and the city.

General Signage Guidelines

- Retail Tenant shall provide a Sign Package Design to the Landlord for compatibility with the Del Prado Sign Criteria. The package shall include structural calculations including attachment details, elevations and colors.
- Final retail sign approval is at the discretion of the Landlord upon approval from the City of Dana Point Planning and Building Department.

WALL SIGNS

- The proportion of channel letter height to a building wall or fascia shall be carefully considered. The maximum letter height shall be:
 - a. 20" for in-line tenants with either 60' or more linear frontage or three-bay leases, whichever is greater.
 - b. 16" for all other in-line tenants.
- A wall sign shall not project more than 12" from the surface to which the sign is attached.

RETAIL SIGNAGE

INCIDENTAL RETAIL SIGNS

All incidental signs must have the Landlord's written approval prior to placement on any store front surface. Promotional and Grand Opening window vinyl must have a temporary permit issued by the city.

General Signage Guidelines

WINDOW SIGNS

- a. One window sign is permitted per business.
- b. Signs may be applied to storefront windows or doors but may not cover more than 15% of the overall combined window and door areas located on the same facade.
- c. Copy shall be limited to business name, address and phone number.
- d. Signs shall be limited to individual letter signs and graphics. Glass mounted graphic logos.
- e. Letters shall be vinyl or painted.

TENANT DIRECTORY

- a. One wall type* Tenant Directory not to exceed 12 sq.ft.
- b. Tenant directory signs shall be located and oriented to the pedestrian rather than to the street.

BUILDING ADDRESS NUMBERS

Each Retail Tenant suite at Del Prado requires a building address to satisfy fire, post office or building code requirements. Tenant will install those address numbers as required.

All address numbers will be a minimum of four (4) inches high, in a font, material and finish specified by Del Prado.

General Signage Guidelines

RETAIL SIGNAGE

GENERAL SIGN INSTALLATION / FABRICATION REQUIREMENTS

- Sign supports and brackets shall be integrated into the overall sign design and shall be compatible with the design and scale of the sign.
- Lighting of all exterior signs shall be directed to illuminate the sign only and shall not reflect onto or into residential windows.
- Cabinet signs shall be custom designed to form a unique shape.
- Each Retail Tenant, or its sign contractor, shall be responsible for the repair of any damage to the building caused by the installation of said Retail Tenant's sign.
- Each Retail Tenant shall be responsible for the performance of its sign contractor.
- No conduit or electrical runs allowed over the roof top. Electrical connections shall not be visible.
- All bolts, fasteners, and hardware shall be corrosion resistant (i.e., stainless steel, aluminum, brass, or bronze).

General Signage Guidelines

RETAIL SIGNAGE

- The sign contractor on drawings submitted to the Landlord shall indicate location of all openings for conduit sleeves and supports in sign panels of building walls. Sign contractor shall install signage in accordance with the approved drawings.
- Retail Tenant's sign contractor shall repair any damage to any building caused by his work.
- Retail Tenant shall be fully responsible for the operations of his sign contractor.
- All sign installation will be coordinated with the Landlord prior to initiation of any work by the Retail Tenant and/or his subcontractors.
- All materials used in fabrication and installation of materials shall be of high quality.

SUBMITTAL REQUIREMENTS FOR OWNER OR CITY APPROVAL

All signs, both interior and exterior, visible from public and common areas, must receive Landlord approval.

The Owner Liason or City may reject any sign that, in its sole opinion, is incompatible with the aesthetics of Del Prado Sign Criteria.

General Signage Guidelines

RETAIL SIGNAGE

In the event of any conflict between the Retail Tenant and Owner Liason or City as to the application of these criteria, Owner Liason or City decision shall be final and binding upon Retail Tenant.

SIGN CRITERIA & PLAN SUBMITTAL GUIDELINES

Prior to Retail Tenant preparing calculations, designs, construction drawings, specifications, and material submittals (collectively referred to as Retail Tenant's Plans), which pertain to Retail Tenant's work, Retail Tenant's architect, contractor, and engineers shall thoroughly familiarize themselves with all applicable building codes and all existing field conditions.

Retail Tenant and Retail Tenant's Sign Contractor shall make a physical on-site inspection of the premises to verify the "as-built" location, conditions, and physical dimensions of the premises. Failure to do so shall be at the risk and sole expense of the Retail Tenant.

Retail Tenant's plans shall be prepared in full knowledge of, and in compliance with, all City, County, State, and National ordinances, rules, and regulations.

Retail Tenant agrees to submit fully detailed and dimensioned scaled preliminary drawings prepared at Retail Tenant's expense.

General Signage Guidelines

RETAIL SIGNAGE

SIGN CRITERIA & PLAN SUBMITTAL GUIDELINES

The preliminary submittal is intended to acquaint Landlord's Retail Tenant Coordinator with Retail Tenant's basic design intentions and to correct any conflict with the design criteria prior to commencing with construction drawings. Simplicity and resilience in material selection are important; however, the material selection, its method of application or its detail of construction, should be consistent with the criteria for Del Prado.

All signs shall be mounted as designated within the limits of the Lease Premises per the design standards. Due to the varied architectural design of Del Prado, storefront signs will be placed on either side of Retail Tenants entrance doors as determined by Landlord and may not necessarily be centered in the Retail Tenant's Premises. In some situations signs may extend into adjacent Retail Tenant's spaces at the sole discretion of the Landlord. Signage must be of a high quality of design and media consistent with the design of Del Prado.

REVIEW PROCESS

The Landlord's Tenant Coordinator shall review and approve Retail Tenants Sign Package Design for conformance to the Del Prado sign design criteria. Landlord's Approval shall not be deemed to certify that Retail Tenant's plans comply with building codes and jurisdictional permitting and shall not relieve Retail Tenant of the responsibility to verify all job conditions including, without limitation, dimensions, locations, clearances and property lines.

General Signage Guidelines

RETAIL SIGNAGE

SIGN DESIGN PACKAGE SUBMITTAL REQUIREMENTS

Retail Tenant's Licensed Sign Contractor shall submit fully detailed and dimensioned drawings directly to the Landlord's Tenant Coordinator for approval prior to the Cities Code Administrator approval and fabrication of signage. Drawings must be fully detailed and dimensioned and shall include, but not be limited to, the following information:

- A. Plans which show an elevation of the storefront including signage and graphics; showing all doors, architectural features, etc., and sections through the storefront.
- B. Detailed sections through building wall and signage are required. These fully detailed and dimensioned preliminary drawings shall be drawn to scale as noted:
 - Storefront plan, elevation and sectional views to scale, minimum size 11" x 17" and in color.
 - Details of signage at 1/2" scale or larger.
 - Storefront signage at 1/2" scale or larger.

General Signage Guidelines

RETAIL SIGNAGE

C. Additional information to be included:

1. Color rendering of the proposed storefront elevation including any graphics and signage. Any photographs of Retail Tenant's existing storefront should also be submitted.
2. Letterstyle and typeface specifics.
3. Color and finish qualities of all portions of signage.
4. Material specifications and thickness
5. Transformer specifications, including input and output voltage of transformers. PVC tube (or other and approved insulating sleeve by the Landlord and local building codes) is required for all through wall penetrations and must be indicated on the sign shop drawings.
6. Locations of service switch, access panels and transformers.
7. Type of L.E.D. lighting used in the internally illuminated signs.
8. Mounting hardware.
9. Wiring specifications.

General Signage Guidelines

PROHIBITED RETAIL SIGNAGE AND MEDIA

- No sign of any type other than those types previously described in the Retail Signage Guidelines will be allowed to become attached to or temporarily placed on Del Prado property.
- No temporary window signs advertising placecards, banners, or pennants shall be affixed or maintained upon the glass panes and supports of the show windows and doors or upon the exterior walls of the storefront or building, unless written approval is obtained from the Landlord.
- Transparent panels, photo murals, or similar applications shall not be included in storefronts unless written approval is obtained from Landlord.
- Additionally, the following Retail Sign Types are expressly forbidden:
- Pole signs, box cabinet signs, free-standing signs, rectangular aluminum illuminated light box signs that project above the edge of roof line.
- Exposed neon expressed in a simple single or double stroke application.
- Signs employing luminous-vacuum formed plastic letters.
- Signs employing un-edged or uncapped plastic logos or letters with no returns and exposed fastenings.
- Signs employing animated, moving, flashing, or black lights or components thereof.
- Neon and “day glow” paint, vinyl (except as described in the incidental signs section) and paper colors are prohibited.

General Signage Guidelines

PROHIBITED RETAIL SIGNAGE AND MEDIA

- Reflective, rainbow or other patterned vinyl's are prohibited.
- Signs utilizing paper, cardboard, Styrofoam signs, stickers or decals hung around, on or behind storefronts applied to or located behind storefront glazing.
- Exposed raceways, ballast boxes, transformers, crossovers or conduit.
- The stamps, decals or other displays of the sign manufacturer's identity cannot be displayed on any portion of the sign, other than when expressly required by jurisdictional requirements.
- Non-ornamental hardware used to attach sign to storefront may not be exposed to view.
- Sign placement shall not cover up windows or important architectural features.
- No strands of strings light highlighting the roof lines, gables, cornices, eaves or other architectural features, is prohibited, except as allowed subject to an approved special event permit or temporary holiday decoration.
- Temporary or permanent lighting of any type is permitted only with the Landlord's written approval.
- Multiple or repetitive signs or those using corporate shields, crests, logos or insignia are permitted only with the Landlord's written approval provided that these signs conform to other applicable criteria.
- A-Frame Signs, Human Directional signs or Inflatable signs.
- Signs that imply public access or events.