

# Plaza de La Paz



**AMENDED PLANNED SIGN PROGRAM**  
**Plaza de la Paz, Laguna Niguel**  
**December 2005**

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## **I. INTRODUCTION**

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced, and appealing signage environment for the mutual advantage of all merchants and their customers. A diversity of sign types, styles, and treatments is encouraged to impart a sophisticated and unique atmosphere.

Exceptions to these standards shall be reviewed by the Landlord and Graphic Consultant and are subject to approval by the Community Development Department (city). However, based upon our professional experience, deviations generally result in serious inequities between Tenants. Accordingly, the Landlord, through the Graphic Consultant, will retain full rights of approval of any sign used in the center.

Treatments encouraged by the plan include:

- Mixed media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting techniques
- Application of innovative technologies (e.g., LED and fiber optics)
- Fusion of contemporary elements to create a unique appearance

Performance of this Sign Criteria shall be rigorously enforced. The Tenant or his sign contractor shall remove any nonconforming signs upon demand by Landlord at Tenant's expense.

## **II. GENERAL LANDLORD/TENANT REQUIREMENTS**

1. The Tenant shall be responsible for the fulfillment of all requirements of these sign criteria.
2. Each Tenant shall submit, or cause to be submitted, to the Landlord for their written approval, three copies of detailed drawings indicating conformance with the sign criteria herein, including the precise location, size, layout, design, and color of any proposed sign.
3. All signs shall be in accordance with State and Local sign code regulations and all permits for signs and their installations shall be obtained by the Tenant or its representative.
4. All signs shall be fabricated and installed at the Tenant's expense (including final connection transformers and all other labor and materials) and shall be properly maintained.
5. The Tenant shall be fully responsible for the operation of Tenant's sign contractors. Tenant's sign contractor shall repair any damage to any property caused by his work.

6. It is the responsibility of the Tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication.
7. The location of all signs shall be per the accompanying following specifications. Only one "sign space" per elevation shall be allowed for each tenant (except as otherwise approved in writing).
8. Sign contractor shall provide necessary fasteners and braces to securely install the sign.
9. The Landlord and Community Development Department (city) must first approve special signs, which vary from these sign criteria.
10. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein.
11. No sign shall be constructed until Landlord approval and approved building permits from Community Development Department (city) and Building and Safety Departments are received.
12. Landlord shall have the right to remove, at Tenant's expense upon seven (7) days written notice, any signs installed contrary to these Criteria.
13. Business signs shall be attached in designated areas only.

### **III. 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 other words, phrases, symbols, or character in such a manner as to interfere with, mislead, or confuse traffic.
2. Immoral or Unlawful Advertising:  
It shall be unlawful for any person to exhibit, post, display or cause to be exhibited, posted, or displayed upon any sign, anything of an obscene, indecent or immoral nature, or unlawful activity.
3. Signs Fire Escapes other than to code or instructional by nature:

No sign shall be installed, relocated, or maintained so as to prevent free ingress or egress from any door. No sign of any kind shall be attached to a standpipe except those signs as required by code or ordinance.

4. Animated, Audible or Moving Signs:  
Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating, or otherwise animated light are prohibited.
5. Off-Premise Signs:  
Any sign installed for the purpose of directing to or advertising a project, event, person, or subject not related to the premises upon which said sign is located, is prohibited.
6. Light Bulb Strings and exposed Tubing:  
External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, are prohibited. The Landlord hereto may grant an exception.
7. The signs and displays listed in section 9-1-77, Prohibited Signs, of the Laguna Niguel Zoning Code.

#### IV. GENERAL SIGN SPECIFICATIONS

1. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. No projection above or below the net sign area will be permitted, except where approved in writing, for reasonable ascending or descending graphic, logo, or character.
3. All signs and their installation must comply with all local building and electrical codes and bear a U.L. where applicable.
4. No manufacturer's or approval agency's labels exposed to public view will be permitted.

##### A. ACCEPTABLE SIGN TREATMENTS

A mixed-media approach where signage is composed of several different elements and lighting techniques is encouraged. The following treatments are considered appropriate:

- Dimensional geometric shapes
- Painted metal background panels and copy



- Screens, grids, or mesh
- Etched metal or glass
- Polished metal
- Cut or fabricated steel
- Neon accents or trim
- Retail window displays
- Dimensional letter forms with seamless edge treatment
- Opaque acrylic materials with matte finishes
- Internally illuminated signs with seamless opaque architectural cabinets and push-through lettering and/or neon for the monument signs and small accent features and text and where required by trademark/logo.

B. ACCEPTABLE LIGHTING:

In keeping with the sophisticated character of the project, identity signs for tenants should be illuminated using a variety of lighting techniques. One or more of the following are encouraged:

- Reverse channel neon
- Open channel neon
- Front and back lit channel letters
- LED lighting
- Halo illumination
- Internal illumination
- Front lighting
- Area lighting

\*All front lighting should be baffled and obscured in channels where possible. Where fixtures, shades, or other elements are exposed, they should compliment the design of the storefront and center.

\*All exposed or skeletal neon must be backed with an opaque coating, unless otherwise specified herein or approved in writing by the Landlord. All housings and posts for exposed neon signs must be painted out to match the building background immediately behind and adjacent to the sign.

C. PRIMARY TENANT IDENTIFICATION WALL SIGNS:

Wall Signs shall be subject to the following development standards:

1. Signs may be multi-level with reverse channel halo, exposed neon or other acceptable treatment.
2. Copy shall consist of tenant name and logo.

3. One sign is allowed per tenant building elevation which faces a street frontage or parking lot (to be located on separate elevations), as permitted by the approved sign plan.

**D. INDIVIDUAL LETTER SPECIFICATIONS:**

1. The face of the individual letters and logos shall be constructed of quality materials, finishes, and techniques. 3M vinyl overlay on white plex with illuminated outline is encouraged.
2. Ascending and descending letters are permitted and are not added to aggregate square footage formula, however they are not to exceed more than 30% of copy.
3. Trademarks, logos, and distinctive typestyles including graphic symbol and text are encouraged and may be permitted with approval of Landlord and Community Development Department (city).
4. Colors: It is the design intent of these criteria that Tenant lettering be selected from an approved palette of colors. Letter faces are to be selected from the following (refer to exhibits):

**Standard Color Palette:**

Red  
Yellow  
Green  
Ivory  
White

\*Trademarks and logos (including graphic symbol and text) may supersede these specifications with approval of Landlord and Community Development Department (city).

\*Existing signage not conforming to color palette will be phased out

5. Return color and Trim color: Trims caps are to match returns and are either to match the background or are to be black. Deviations from this must be approved by Landlord, Graphic Consultant, and Community Development Department (city).
6. Internal illumination to be accordance with the "National Board of Fire Underwriters Specifications".

7. The copy, letter type, logos and their respective colors shall be submitted to Landlord for their written approval prior to fabrication.
8. No more than three rows of letters are permitted and their maximum total height cannot exceed the height of the "net sign area". Only Tenants outlined in these criteria may have stacked copy as outlined in the Exclusive Specifications for Tenant Signs in these criteria. Tenants shall display their established trade name only. Second lines of copy will be restricted to tenant identification and activity only and will be at the discretion of the Landlord and Community Development Department (city).
9. Tenant signs shall be centered, both horizontally and vertically, in the "net sign area" in the location indicated in the following specific tenant sign exhibits.
10. Individual business logos may be located anywhere within the net sign area, provided their height does not exceed the height of the net sign area.
11. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.

\*Trademarks and logos (including graphic symbol and text) may supersede these specifications with approval of Landlord and Community Development Department (city).

E. SIGN MEASUREMENTS

Sign measurements shall be calculated in the following matter:

1. Sign Area is defined as the area which encloses all copy, logos, and graphics on the wall with four, six, or eight perpendicular straight lines. A sign design with more than one (1) exterior surface (e.g., double-faced sign) the area shall be computed as including only the maximum single display surface that is visible from any ground position at one (1) time. The supports, uprights, or structure area shall be designed in such a manner as to form an internal background of the display.
2. Sign Height is defined as the greatest vertical distance measured from the ground level directly beneath sign to the top of the sign. Signs shall not exceed the building height limit of the district in which they are located.



3. Sizes and quantities for tenant signs shall be as outlined in the criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that the signs appear balanced and in scale in relation to the backgrounds.

F. CONSTRUCTION REQUIREMENTS:

The Following shall apply to all sign types:

1. Prior to commencing any fabrication work, sign contractors shall provide to Landlord a certificate of insurance naming owner as additional insured(s) for liability coverage in the amount of \$1,000,000.00.
2. Approved sign permits shall be obtained from the City of Laguna Niguel prior to commencing any sign fabrication.
3. Underwriters Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with all national and local and electrical codes.
4. Electrical service for tenant signs shall be connected to individual tenant panel and timer.
5. Penetrations in building walls, where required shall be made waterproof. Damage to existing finishes caused by sign installation or removal shall be repaired at the tenant's expense.
6. Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows, and purples) shall be coated with ultra-violet inhibiting clear coat matte finish.
7. Joining of materials (e.g., seams) shall be finished in such a 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 as to be unnoticeable.
8. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
9. In no case shall any manufacturer's label be visible from the street from normal viewing angles.

10. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.
11. Tenants shall maintain all storefront signage in like-new condition. Landlord may, at its sole discretion and the Tenant's expense, replace, refurbish, or remove any sign that has become deteriorated.
12. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
13. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
14. Surface brightness of all illuminated materials shall be compatible with surroundings.
15. Light leaks will not be permitted.
16. All ferrous and nonferrous materials shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel shall be used to secure ferrous to non-ferrous metals.
17. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings, and clips shall consist of enameled iron with either porcelain enamel finish, stainless steel, anodized aluminum, brass or bronze or carbon-bearing steel with painted finish. No black iron materials will be allowed.
18. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans. All paint finishes shall be matte or semi-gloss.
19. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps shall be single pin (slimline) with 12" center-to-center lamp separation. All lighting must match the exact specifications of the approved working drawings.
20. The backside of all bare neon used for signage shall be painted to provide an opaque finish. Paint color shall exactly match the Landlord-approved specification.

21. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Landlord. Sign contractor shall install same, in accordance with the approved drawings.

V. **DIFFERENTIATED SPECIFICATIONS FOR TENANT SIGNS**

A. **Type A Signs for Minor Inline Tenants**

Type A Signs are attributed to tenants with less than 64 feet of frontage area.

1. Letter height may not exceed 18 inches and stacked copy is not permitted unless as part of a trademark or logo.
2. Signs may not exceed one (1) square foot of sign per lineal foot of frontage or exceed 30 square feet total.
3. Trademarks and logos may not exceed 25% of sign area.
4. Signs may include custom designs including custom colors, text and fabrication techniques with approval of Landlord, Graphic Consultant, and Community Development Department (city).
5. Net sign area is not to exceed 70% of storefront length.

**\* Please see Exhibits 1 through 3**

B. **Type B Signs for Mid-Level Tenants**

Type B Signs are attributed to tenants with 65-120 feet of frontage area.

1. Letter height may not exceed 30 inches with the exception of ascending and descending letters.
2. Signs may not exceed one (1) square foot of sign per lineal foot of frontage up to maximum of 100 square feet total per tenant.
3. Stacked multiple copy will be permitted.
4. Signs may include custom designs including custom colors, architectural background panels for small accent features and text and fabrication techniques with approval of Landlord, Graphic Consultant, and Community Development Department (city).
5. Trademarks and logos may not exceed 25% of sign area.

6. Illuminated sub copy underscores that are thematically consistent with image of the user may be permitted with Landlord, Graphic Consultant and Community Development Department (city) approval.
7. Net sign area may not exceed 70% of storefront length.

**\*Please see Exhibits 4 through 11**

**\*Note: Freestanding pad tenants, e.g. McDonald's, shall keep existing signage per approved deviations from old criteria.**

**C. Type C Signs for Major Tenants**

Type C Signs are attributed to tenant suites with 15,000 or greater square feet and/or with 120 feet or more square feet of frontage area, or are considered "major tenants" as determined by Landlord and the Community Development Department (city).

1. Letter height may not exceed 48 inches feet.
2. Stacked multiple copy will be permitted.
3. Signs may include custom designs including custom colors, architectural background panels for small accent features and text, and fabrication techniques with approval of Landlord, Graphic Consultant and the Community Development Department (city).
4. Trademarks and logos may not exceed 60 inches by 60 inches.
5. Illuminated sub copy underscores that are thematically consistent with image of the user may be permitted with Landlord, Graphic Consultant, and Community Development Department (city) approval.
6. Net sign area may not exceed 70% of storefront length.
7. Signs are not to exceed 150 square feet per elevation.

**\*Please see Exhibit 12**

**\*Note: Tenant located at 27401 with 103,875 square feet of leased space, Home Depot at the time of this submittal, can have up to 290 square feet of signage facing La Paz Road, 192 square feet of signage facing Avila Road, and a six square foot nursery sign facing La Paz Road.**

D. Type D Signs for Freestanding Pad Tenants

Type D Signs are attributed to freestanding pad tenant and are identified by address. Criteria for these tenants is determined by existing, permitted conditions as follows:

27491, currently Arco:

Two illuminated wall mounted signs at approximately 16 square feet per elevation and two illuminated signs located on pump area cover at 11 square per elevation feet for a combined total of 54 square feet. Signs reflect corporate trademark/logo and consist of internally illuminated channel letters and logos on architectural.

27371, currently Taco Bell:

Three illuminated wall mounted signs at approximately 18 square feet per elevation for a combined total of 54 square feet. Signs reflect corporate trademark/logo and consist of internally illuminated channel letters and logos on architectural.

27331, currently McDonalds:

Three illuminated wall mounted signs at approximately 39 square feet per elevation for a combined total of 117 square feet. Signs reflect corporate trademark/logo and consist of internally illuminated channel letters per trademark/logo.

27211, currently Union Bank of California:

Three wall mounted signs at approximately 38 square feet per elevation for a combined total of 114 square feet. Signs reflect corporate trademark/logo and consist of internally illuminated channel letters.

\*27231, currently shared by Simmons Mattress Gallery and Oso Niguel Healthcare Center. These two tenants are considered type D tenants by special exception.

27231 A, Oso Niguel Healthcare Center: Two wall mounted signs consisting of both illuminated and non-illuminated copy and reflect trademark/logo. Illuminated signs consist of internally illuminated channel letters and logos on architectural panels and are approximately 79 square feet per elevation for a combined total of 158 square feet. Non-illuminated letters are located directly beneath illuminated sign consist of black individually mounted letters identifying service provided and are 12.5 square feet per elevation for a combined total of 25 square feet.

27231 B, Simmons Mattress Gallery: Two illuminated wall mounted signs at approximately 27 square feet per elevation and one illuminated entry sign at 41 square feet per elevation for a combined total of 95 square feet. Signs reflect corporate trademark/logo and consist of internally illuminated channel letters and logos on architectural panels.

**\*Please see Exhibits 13 through 18**

## **VI. WINDOW SIGNS**

Temporary non-illuminated window signs shall be subject to Section 9-1-74 of the Laguna Niguel Zoning Code. Such signs are permitted subject to the following requirements:

1. Total sign area is not to exceed 20% of the aggregate window area per building frontage
2. Fluorescent, neon or "day-glo" sign colors are prohibited.
3. Total number of window signs shall be limited to one window sign for every ten feet of linear window frontage.
4. Design of all window signs subject to Landlord and Community Development Department (city) approval prior to installation.
5. Window signs may be incorporated as part of a tenant storefront display. Window signs should be highly creative and imaginative and should be designed to augment the display of merchandise. They must be appropriately scaled so as not to dominate the window area.
6. Use of windows strictly as sign boards or backgrounds is prohibited.

**\*Please see Exhibits 19 and 20**

## **VII. MISCELLANEOUS REQUIREMENTS**

1. Except as provided herein, no advertising placards, banners, flags, balloons, pennants, names, insignia trademarks, or other descriptive signs or material shall be affixed or maintained upon glass pane supports of the show windows and doors, or upon the exterior walls of the building, without the prior written approval of the Landlord and Community Development Department (city).
2. The parking of trucks, automobiles, trailers, or other vehicles which are affixed with signs for the purpose of advertising, identifying, or providing direction to a business, or use, or activity is prohibited.

3. Temporary non-illuminated building-mounted signs up to 20 square feet in area, reading "Grand Opening", "Going Out-Of- Business", or "New Ownership" may be permitted for a period of 30 days if a temporary banner permit is approved by the Landlord and the Community Development Department (city).

## VIII. MONUMENT SIGNS

**\*The number and square footage of the signs will not be changed.** There are five double-faced freestanding signs for center and tenant identification and two corner monument signs.

### A. Pre-existing Freestanding Monument Signs:

Signs will reflect new center logos and will have illuminated ½" routed-out, push-through acrylic copy.

Quantity:	5 total
Location:	1 per 3 entrances off La Paz Road 1 at main entrance off Avilla Road 1 at entrance off Pacific Park Drive
Height:	7'- 0"
Length:	8'- 0"
Illumination:	Internal
Copy:	Center ID, name of major tenant
Material:	Masonry, stucco, stone (to match architecture) Face to be fabricated out of opaque aluminum with illuminated routed-out, ½" push-through acrylic copy.

**\*Please see Exhibit 21**

### B. Pre-existing Corner Monument Signs

The existing two corner monument signs will reflect new center logos and will have illuminated routed-out, ½" push-through acrylic copy. The appendages will display single user tenant identification. Center section will be painted to match center building color Coffee and Crème (or analogous) with appendages painted to match complimentary center color Sundried Tomato (or analogous).

Quantity:	2 total
Height:	7'- 0"
Length:	17'- 0"
Illumination:	Internal



Copy: Center ID, tenant names, appendages with single tenant ID

Material: Masonry, stucco, stone (to match architecture)  
Face to be fabricated out of opaque aluminum with illuminated routed-out, ½" push-through acrylic copy

**\*Please see Exhibit 22**

#### **IX. VERTICLE ARTISTIC PENNANTS**

1. Twenty vertical artistic pennants consisting of four themes will be placed throughout the center, mounted on existing parking lot and light poles.
2. Pennants will be approximately 3x8 feet and will be double faced.
3. No copy will be permitted on any pennant.
4. Lowest edge of Pennants shall hang no lower than seven feet six inches off the ground except where located over shrubbery or flowerbeds or otherwise isolated from vehicular and pedestrian traffic.
5. Pennants shall not obstruct or interfere with line of site.

**\*Please see Exhibits 23 and 24**

#### **X. AWNINGS/ CANOPIES**

A. Purpose: To further highlight and identify existing retail operations within Plaza de la Paz and to provide shelter from sun and inclement weather for tenants and customers. In addition, awnings/canopies will provide architectural enhancement to the façade of the existing buildings.

B. Awning/Canopy Types: Two awning/canopy types are approved as follows:

1. A fixed wall mounted awning located above the storefront entry and/or display windows.
2. A fixed wall mounted awning/canopy system where a portion of the awning is ground supported so as to provide an extended entry to the storefront and/or provide for patio cover. This type of canopy is utilized by Mangia Bene, Corner Bakery, and Cedar Creek and may be permitted for other tenants with Landlord,

Graphic Consultant, and Community Development Department (city) approval.

C. General Specifications:

1. Storefront awnings and canopies will compliment the new color pallet of the center.
2. Use of trademarks and logos may be allowed within the written criteria and Landlord and Community Development Department (city) approval.

D. Dimensions

1. Awnings/canopies shall not be lower than eight feet from ground level and shall not protrude past the outer edge of the sidewalk.
2. Type 2 Canopies shall not be lower than 8 feet from ground level and shall extend no more than 18 feet from the storefront.

E. Materials: Awning/canopy material shall be fabricated of a durable material such as canvas and meets Fire Marshall approval. All awning/canopy construction is subject to City Building Department approval.

F. Colors:

1. Approved awning colors include the following or similar colors: Buttercup, Burgundy, Toast, Toasty Beige, Vanilla, Linen, and Black. (Existing awnings not conforming to color palette will be phased out).
2. Black and white striped awnings will be permitted when approved by Landlord, Graphic Consultant, and the Community Development Department (city).
3. Only one awning/color shall be used for each elevation and is to be selected by tenant and approved by the Landlord and Graphic Consultant.

G. Location: Awnings/canopies shall not be permitted on building frontages with deep recesses or arcades such as Suite A at 27281 La Paz Road.

H. Signage:

1. Signage, copy, trademark and/or logo shall not exceed ten (10) percent of awning area, and shall be subject to the approval of the Landlord, Graphic Consultant, and Community Development Department (city).
2. Signage shall be located on areas of awnings most perpendicular to the ground.

I. Lighting: Low intensity illumination may be permitted for awnings/canopies, subject to Community Development Department (city) and Landlord approval.

J. Maintenance: All awning/canopy signs shall be in good condition, legible, and be kept in like-new condition by the tenant.

**\*Please see Exhibits 25 through 32**

**\*Site Plan, exhibit 33 shows locations of existing corner monument and freestanding center ID signs, proposed vertical artistic pennant locations, and Awning Type 2 Canopies.**

**List of Exhibits**

Exhibit 1

Example type A sign with individual, illuminated channel letters

Exhibit 2

Example of type A sign with approved exception to color palette, as required by trademark/logo

Exhibit 3

Example of sign type A with architectural panel as required by trademark/logo

Exhibit 4

Example of sign type B with illuminated reverse channel letters

Exhibit 5

Example of sign type B with illuminated reverse channel letters with letter specifications

Exhibit 6

Example of type B sign with internally illuminated sub copy underscore thematically consistent with the image of the user

Exhibit 7

Example of type B sign with internally illuminated sub copy underscore thematically consistent with the image of the user with specifications

Exhibit 8

Example of type B sign with halo illuminated channel letters

Exhibit 9

Example of type B sign with halo illuminated channel letters and internally illuminated sub copy panel to identify tenant, with specifications

Exhibit 10

Example of type C sign with illuminated channel letters architectural panel for subcopy with halo illumination and acrylic push through letters

Exhibit 11

Example of type C sign with illuminated channel letters architectural panel for subcopy with halo illumination and acrylic push through letters

Exhibit 12

Example of existing major tenant

Exhibit 13

Example of Type D tenant located at 27491 La Paz Road

Exhibit 14

Example of Type D tenant located at 27371 La Paz Road

Exhibit 15

Example of Type D tenant located at 27331 La Paz Road

Exhibit 16

Example of Type D tenant located at 27211 La Paz Road

Exhibit 17

Example of Type D tenant located at 27231A La Paz Road

Exhibit 18

Example of Type D tenant located at 27231B La Paz Road

Exhibit 19

Example of acceptable vinyl window signage

Exhibit 20

Example of acceptable vinyl window signage with specifications

Exhibit 21

Example of existing center ID with the center's new logo and illuminated routed-out push-through acrylic copy (See site plan for locations)

Exhibit 22

Example of existing corner monument with the center's new logo and routed-out push-through illuminated copy single user tenant identification on appendages. (See site plan for locations)

Exhibit 23

Example of 3 x 8 foot double-faced Vertical Artistic Pennant (See site plan for locations)

Exhibit 24

Example of Vertical Artistic Pennant layout with bracket section details

Exhibit 25

Example of Awning type 1, fixed wall mounted awning located above storefront and/or display windows

## Exhibit 26

Example of Awning Type 1: fixed wall-mounted awning located above storefront and/or display windows with copy less than 10% of total awning size.

## Exhibit 27

Example of Awning Type 1 attachment detail

## Exhibit 28

Example of existing Awning Type 2: Fixed wall-mounted Canopy system with ground support. (See site plan for Awning Type 2 Canopy locations)

## Exhibit 29

Example of Cedar Creek Awning Type 2: Fixed wall-mounted Canopy system with ground support

## Exhibit 30

Example of Cedar Creek Awning Type 2: Fixed wall-mounted Canopy system with ground support showing location building elevation.

## Exhibit 31

Example of Awning Type 2 Canopies section detail

## Exhibit 32

Example of Awning Type 2 Canopies attachment details

## Exhibit 33

Samples of approved awning and Canopy colors

## Exhibit 34

**Site Plan** shows location of existing corner monument and freestanding center ID signs, proposed thematic banner locations, and Awning Type 2 Canopies.

HIBIT 1

EXAMPLE OF TYPE A SIGN WITH INDIVIDUAL  
ILLUMINATED CHANNEL LETTERS

REVISED  
12/17/03

12'-6"  
TOTAL SIGN AREA = 25.00 SQ. FT.

2'-0"  
17"  
1-1/2"

beauty supply

ELEVATION: INTERNALLY ILLUMINATED CHANNEL LETTERS.

SCALE: 1" = 1'-0".

\* CUSTOM FABRICATED SM CHANNEL LETTERS 5" DEEP PAINTED BLACK RETURNS W/ BLACK TRIMCAP EDGES.  
LETTERS FACES TO BE 1/8" WHITE ACRYLITE ACRYLIC W/ SURFACE APPLIED 3M SCOTCHCAL  
TRANSLUCENT VINYL #230-127 " DARK GREEN " IN CENTERS LEAVING 1/2" EXPOSED WHITE OUTLINES AROUND.  
LIGHT SOURCE TO BE SINGLE STRAND OF 13MM 8500 WHITE NEON.

CUSTOMER APPROVAL \_\_\_\_\_



EXHIBIT 2

EXAMPLE OF TYPE A SIGN WITH APPROVED EXCEPTION TO  
COLOR PALETTE, AS REQUIRED BY TRADEMARK/LOGO

CHARO CHICKEN

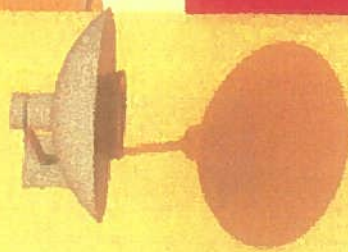
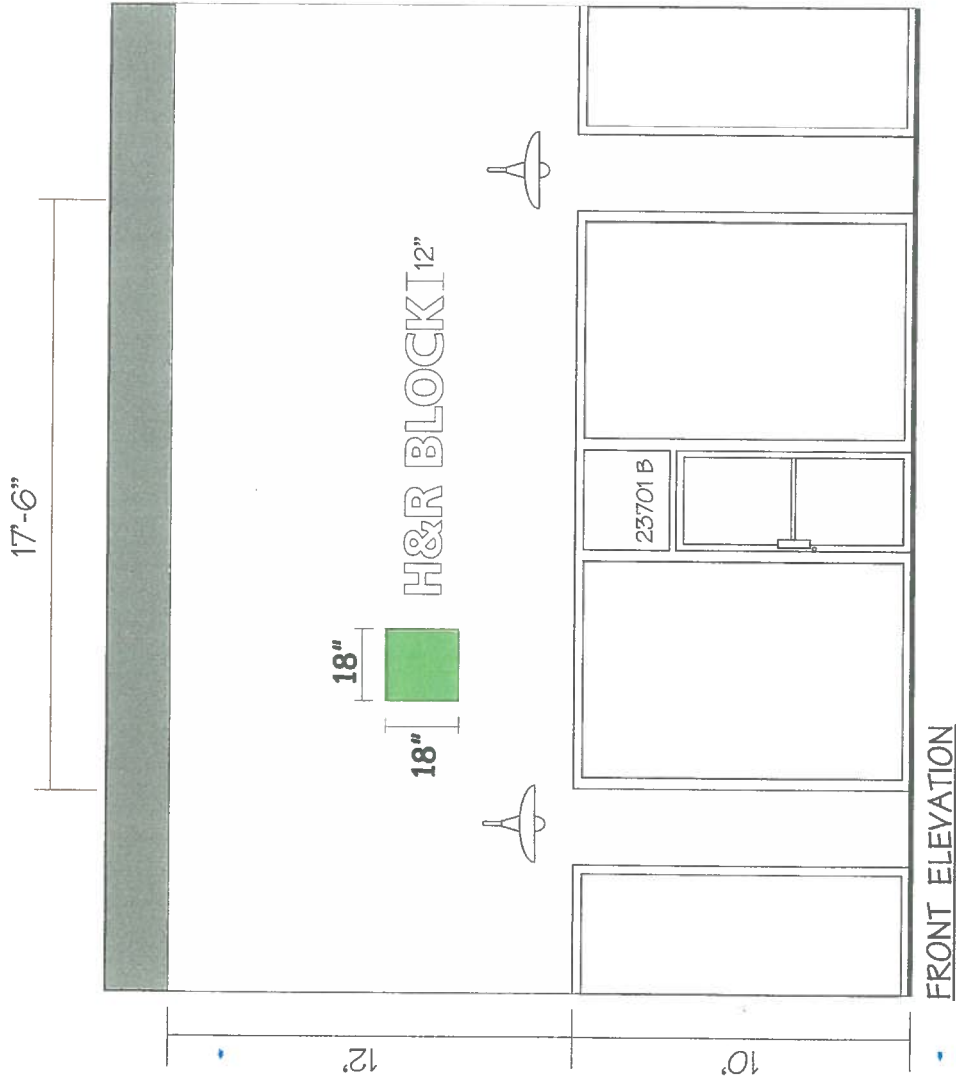


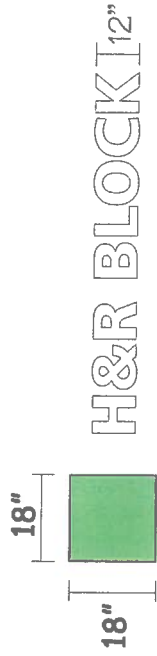
EXHIBIT 3  
EXAMPLE OF SIGN TYPE A WITH ARCHITECTURAL PANEL  
AS REQUIRED BY TRADEMARK/LOGO



Plaza de La Paz



\*DRAWING IS NOT TO SCALE BUT IS PROPORTIONATE TO ACTUAL BUILDING\*



18" CUSTOM BLOCK  
12" CHANNEL LETTER SET

- 12" ILL. CHNL. LTRS w/ 18" BLOCK
- QTY. 1
  - FACES 3/16" WHITE ACRYLIC #7328
  - TRIM CAP 3/4" BLACK
  - RETURNS .040 ALUM. WRAP, 5" DEEP, PTM BLACK
  - NEON SINGLE STROKE #6500 WHITE, 60ma
  - ALL ELECTRICAL COMPONENTS ARE UL LISTED. TRANSFORMERS ARE UL #2161 GROUND FAULT COMPLIANT.
  - INSTALL AS SHOWN
  - 2 DRAIN HOLES PER LETTER

- CUSTOM BLOCK
- REVERSE HALO LIT CHANNEL LETTER w/ ALUM FACE AND RETURNS
  - PTM PMS 376 GREEN
  - 3" STAND-OFFS
  - NEON 6500 WHITE, 60ma
  - REMOTE GFI NEON TRANSFORMERS

TOTAL SIGN LENGTH IS 10' 6"

**H&R BLOCK**

08/08/05

**John Howenstine INCORPORATED**  
3190-B Airport Loop Drive, Costa Mesa, CA 92626  
Phone (714) 557-4064 Fax (714) 557-5626



## EXHIBIT 4



Design # 04-419 SA R10  
Sheet 1 of 4

**CORNER BAKERY #219**

27241 LA PAZ RD, STE. B  
LAGUNA NIGUEL, CA

Account Rep.	D. MOLTZ L. LANGEFORD
Designer	P. AGUIAR
Date	07/02/04

Approval/Date

Client	
Sales	
Estimating	
Art	
Engineering	

Revision / Date

R17-27-45: IDEALIZED SIGN MESSAGE PER CUSTOMERS' PERSONALITY - PA

(17) Revised elevations. Changed door swing.  
Revised vinyl supply on windows.  
Changed color on sign "A" & "B" to match  
SVR 7449 Arctic White. Revised "A" & "B".

only 2000 Windows NT to Unix  
conversion software. IBM

City located approx. 100 mi. from 3 towns in 2 hours of car. Added every day. Added survey photos. (Call for more info.)


**Chandler  
Signs**

www.chandler-signs.com

1201 Monte Vito Dallas, TX 75215  
214-902-2000 Fax 214-902-2044

1206 Villages San Antonio, TX 78216  
215-348-3504 Fax 210-344-8774

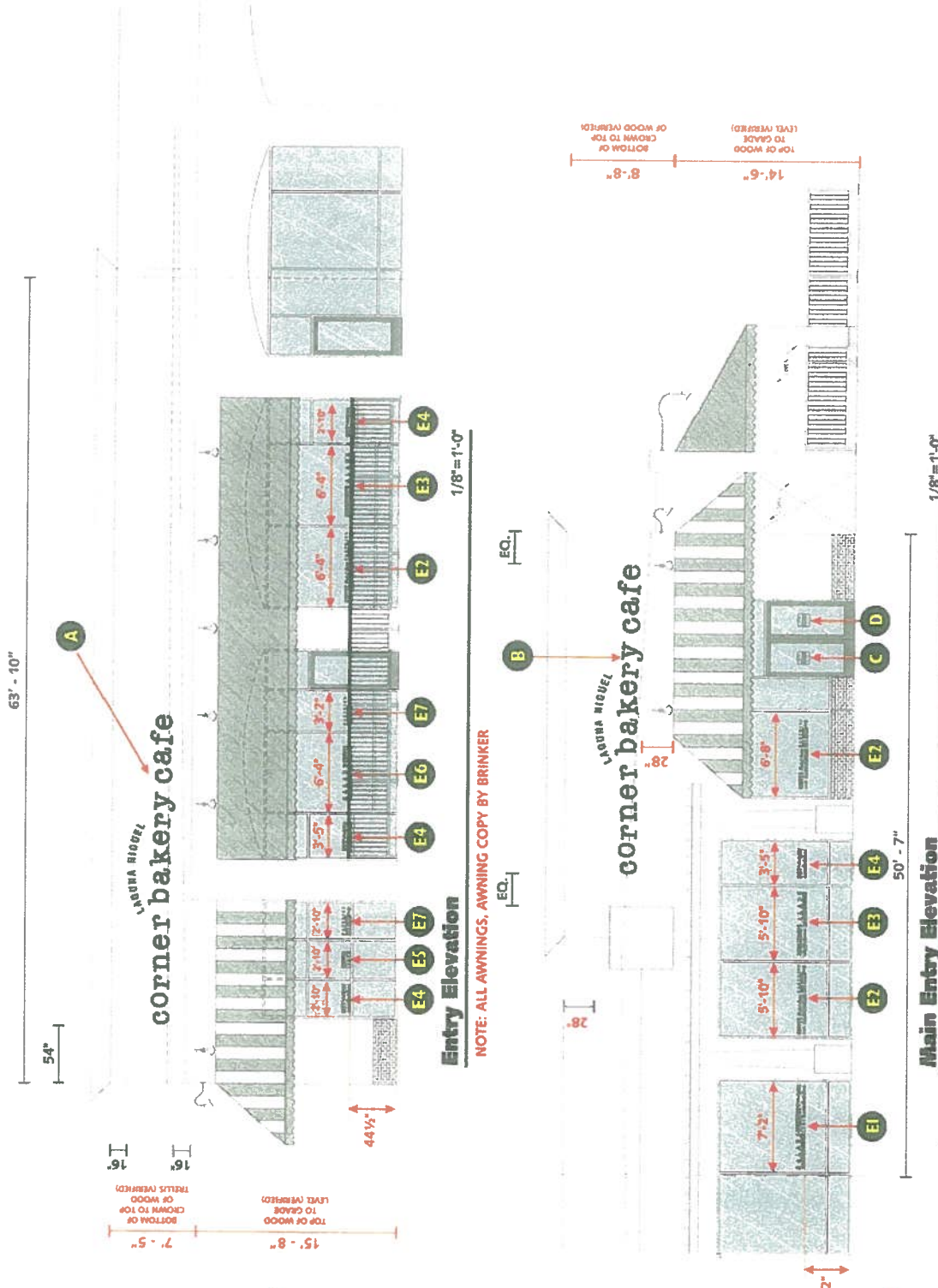
2420 Vista Way  
Oceanside, CA 92054  
760-967-7003 Fax 760-967-7003

WHEELING PARK, CO BODIES  
779-487-3307 Fax 779-487-3306

P.O. Box 40123 Louisville, KY 40213  
502-499-3660 Fax 502-254-3643

For the purpose of the present study, the following hypotheses were formulated:

**FINAL ELECTRICAL  
CONNECTION  
BY CUSTOMER**



<b>Work Order</b>
<b>Engineer</b>

DISTRIBUTION OF PRINTS		TOTAL
MASTER	PAINT	ALUMINUM
ELECT	ASSEMBLY	CHNL. LTR.
SHOP FILE	CRATE	LTR. ASBY.
INST./JHP	HEAT TR.	LTR. PLEX
STK. RM.	PLEX	LTR. PAINT
CUSTOM	VINYL	ANN. ASBY.
		AMMING

[illegible]





EXHIBIT 8  
EXAMPLE TYPE B SIGN WITH INTERNALLY ILLUMINATED  
SUB-COPY UNDERSCORE THAT ARE THEMATICALLY  
CONSISTANT WITH THE IMAGE OF THE USER

63'-0"

15'-0"

*Wang's-BENEF*  
RISTORANTE

17281 S

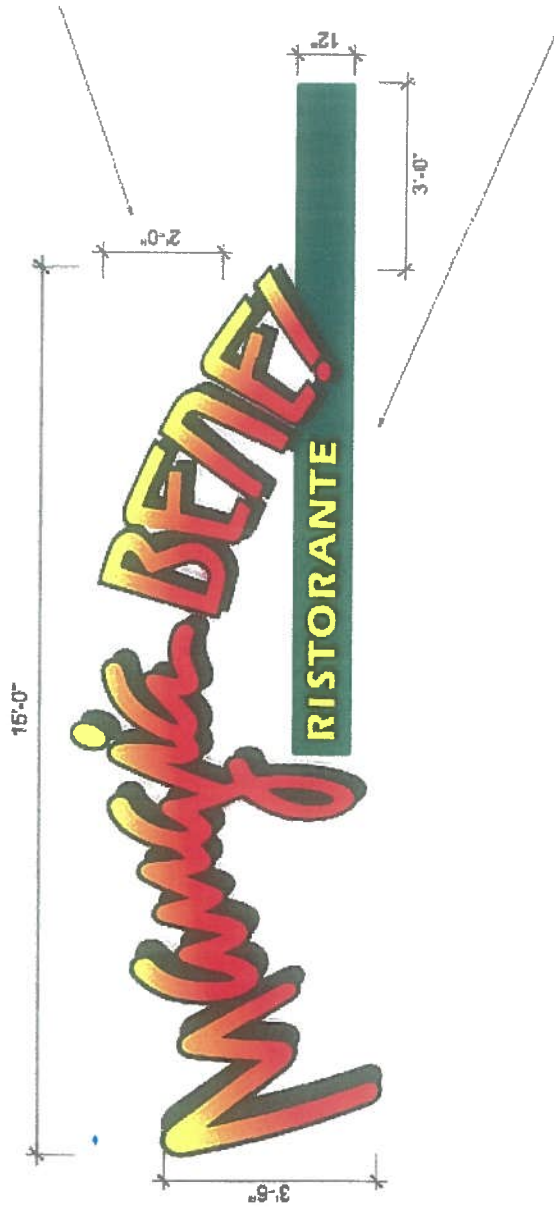
# EXHIBIT 7

EXAMPLE OF TYPE B SIGN WITH INTERNALLY ILLUMINATED SUB COPY UNDERSCORES THEMATICALLY CONSISTENT WITH THE IMAGE OF THE USER WITH SPECIFICATIONS



Plaza de La Paz

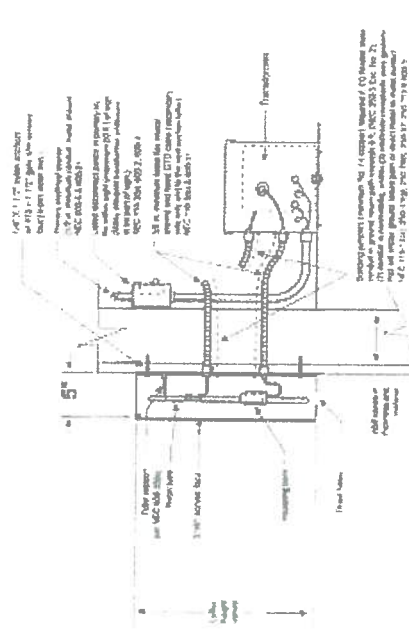
TOTAL SIGN AREA = 45 SQ. FT.



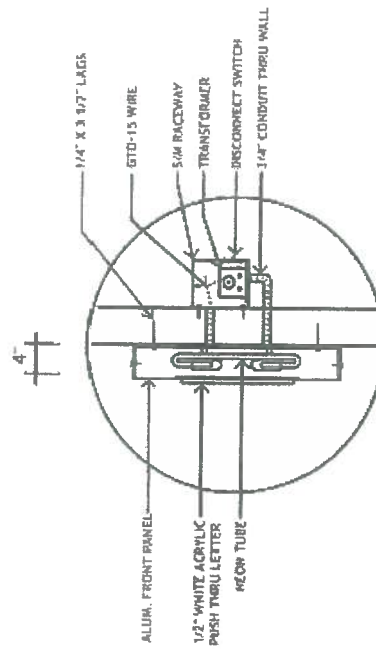
ELEVATION: INTERNALLY ILLUMINATED CHANNEL LETTERS.

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

- \* CUSTOM FABRICATED ALUM. CHANNEL LETTERS 5" DEEP. LETTER RETURNS & TRIMCAP EDGES PAINTED BLACK. LETTER FACES TO BE 3/16" CLEAR ACRYLIC W/ SURFACE APPLIED TRANSLUCENT GRADATION COLOR VINYL FILM FROM PMS 100 C YELLOW TO PMS 488 C RED.
- \* LIGHT SOURCE TO BE 13MM 6500 SNOW WHITE U/L LISTED NEON GAS SYSTEM POWERED BY 300MA N.P.F. REMOTE TRANSFORMERS.
- \* FABRICATED ALUM. SUB COPY UNDERSCORE 3" DEEP. PAINTED TO MATCH PMS 329 C TEAL. COPY TO BE 1/2" WHITE ACRYLIC PUSH-THRU ROUTED OPENINGS W/ SURFACE APPLIED TRANSLUCENT VINYL #200-015 YELLOW AND BLACK VINYL OUTLINES/STOP SPACINGS



ILLUMINATED CHANNEL LETTERS W/ ENCLOSURE SIGN FACE



SECTION

ALL COMPONENTS U.L. LISTED

SINGLE FACED ALUMINUM WALL DISPLAY W/ PUSH THRU LETTERS

Mungia's BENEF!  
Ristorante  
PLAZA DE LA PAZ  
LAGUNA NIGUEL, CA

John Howenstine INCORPORATED  
3700-B Airport Loop Drive, Costa Mesa, CA 92626  
Phone (714) 557-4064 FAX (714) 557-5626



EXHIBIT 8  
EXAMPLE OF TYPE B SIGN WITH HALO ILLUMINATED  
CHANNEL LETTERS



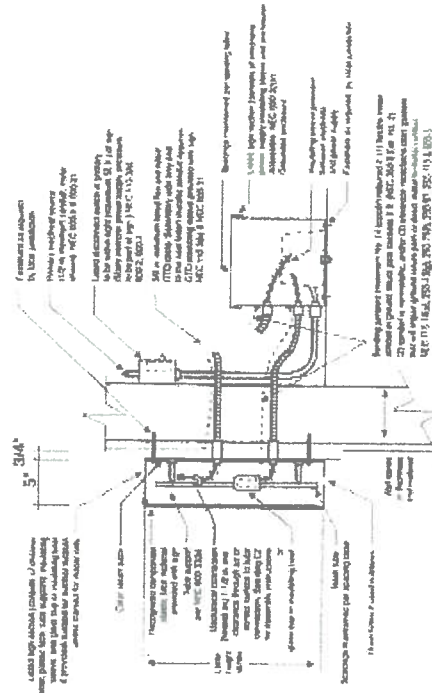


## 6. LITERATURE



**TOTAL SIGN AREA = 44 SQ. FT.**

**SCALE: 3/4" = 1'-0"**



**FRONT AND HALO ILLUMINATED CHANNEL LETTERS  
WITH DOUBLE BACKS**

(over) (week)

5477 KITT<sup>5</sup> • DILLIG • A414184120

PLAZA DE LA PAZ  
LAGUNA NIGUEL, CA

**John Howenstine INCORPORATED**  
3190-B Airport Loop Drive, Costa Mesa, CA 92626  
Phone (714) 557-4064 Fax (714) 557-5626

EXHIBIT 10

EXAMPLE OF TYPE C SIGN W/ ILLUMINATED CHANNEL LETTERS  
AND ARCHITECTURAL PANEL FOR SUBCOPY W/ HALO ILLUMINATION  
AND ACRYLIC PUSH THROUGH LETTERS

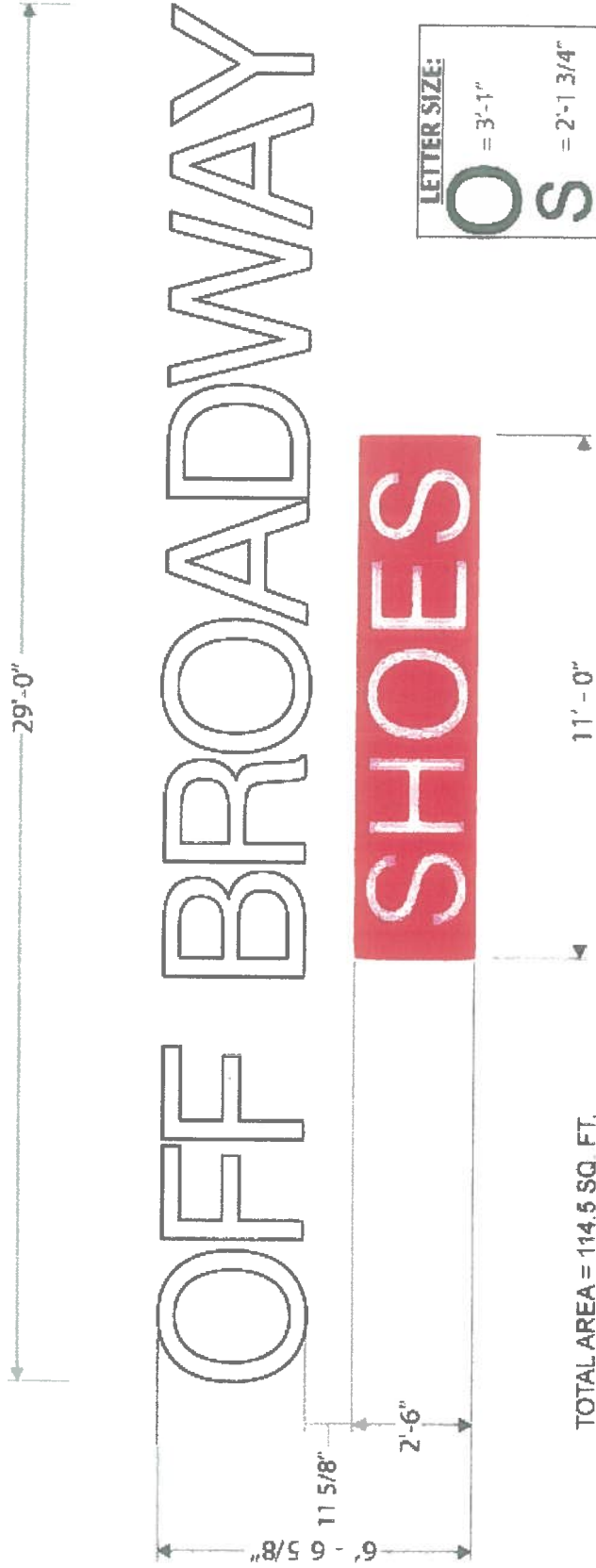


EXHIBIT 11

TYPE C SIGN W/ ILLUMINATED CHANNEL LETTERS  
AND ARCHITECTURAL PANEL FOR SUBCOPY WITH  
HALO ILLUMINATION AND ACRYLIC PUSH THRU LETTERS



Plaza de La Paz



LETTER SIZE:  
O = 3'-1"  
S = 2'-1 3/4"

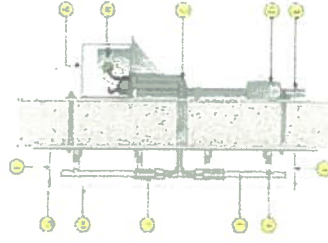
ELEVATION: INTERNALLY ILLUMINATED CHANNEL LETTERS

- "OFF BROADWAY" TO BE ALUM. CHANNEL LETTERS 5" DEEP PAINTED BLACK RETURNS W/ 1" BLACK TRIMCAP EDGES. LETTER FACES TO BE 3/16 TRANSLUCENT WHITE ACRYLIC.
- "SHOE" BACK PANEL TO BE ALUM. 3" DEEP PAINTED PMS#187C. WITH CLEAR LEXAN BACK FOR WHITE HALO ILLUMINATION. COPY TO BE 1/2" CLEAR ACRYLIC PUSH THRU W/ APPLIED TRANSLUCENT WHITE VINYL
- LIGHT SOURCE TO BE 13MM 6500 SNOW WHITE U/L LISTED NEON GAS SYSTEM POWERED BY 30MA N.P.F. REMOTE TRANSFORMERS.

OFF BROADWAY

SHOE

WAREHOUSE  
PLAZA DE LA PAZ  
LAGUNA NIGUEL, CA



CROSS SECTION DETAIL / TYPICAL

A	Transformer housing
B	Transformer
C	Channel letter
D	Channel letter back
E	Channel letter face
F	Channel letter trimcap
G	Channel letter support
H	Channel letter back panel
I	Channel letter back panel
J	Channel letter back panel
K	Channel letter back panel
L	Channel letter back panel
M	Channel letter back panel

REVISED: 11-18-05



John Howenstine INCORPORATED  
3190-8 Airport Loop Drive, Costa Mesa, CA 92626  
Phone (714) 557-4064 Fax (714) 557-5626



EXHIBIT 12  
EXAMPLE OF EXISTING MAJOR TENANT

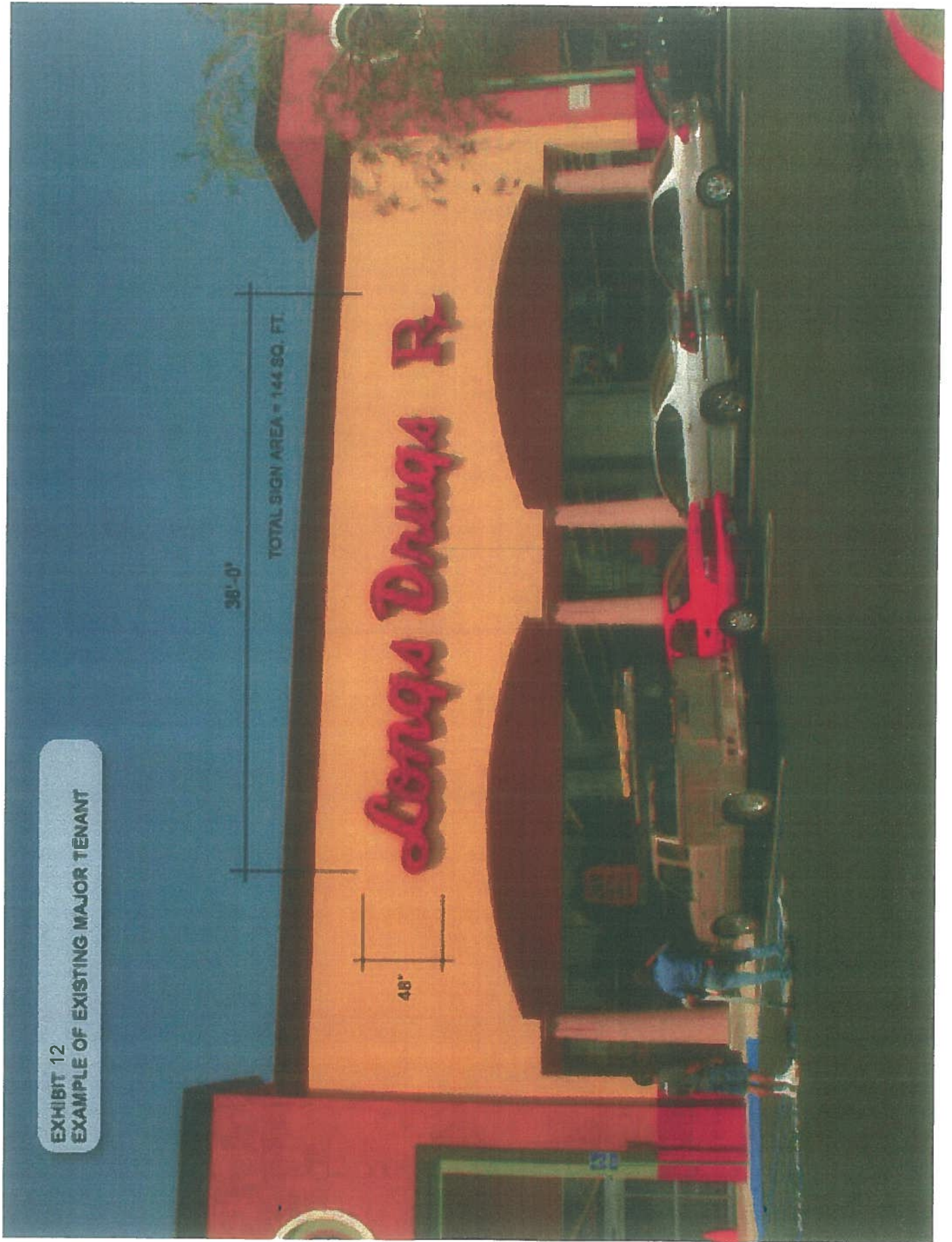




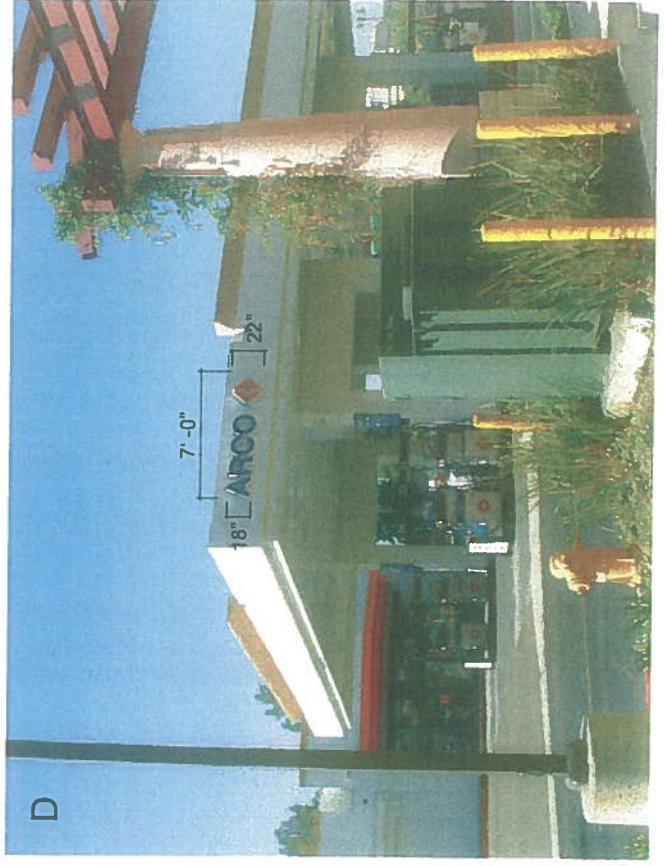
EXHIBIT 13  
 TYPE D TENANT LOCATED AT 27491  
 INTERNALLY ILLUMINATED CHANNEL LETTERS  
 AND LOGOS



SIGN A & B = 15.34 SQ.FT. EACH      SIGN D & C = 11.2 SQ.FT.



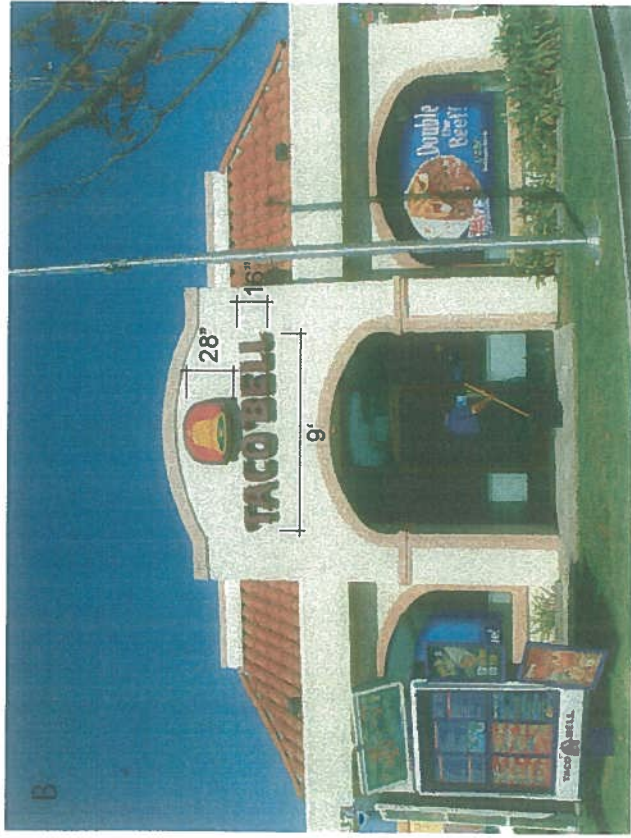
TOTAL FOR ALL SIGNS = 53.08 SQ. FT.





# IBIT 14

TYPED TENANT LOCATED AT 27371  
INTERNALLY ILLUMINATED CHANNEL LETTERS  
AND LOGO



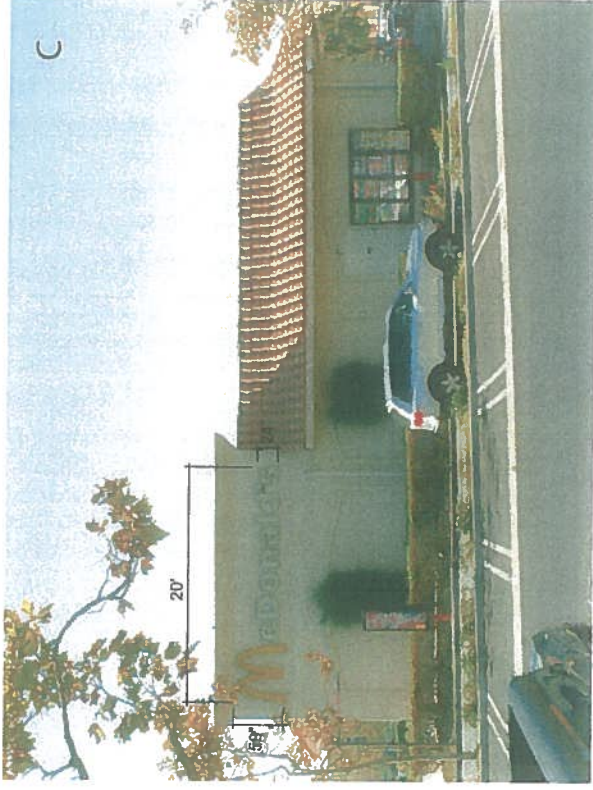
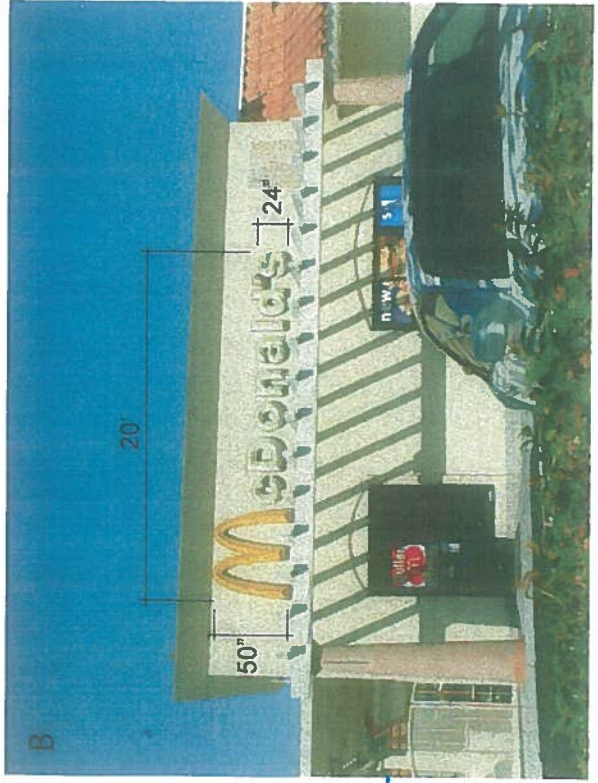
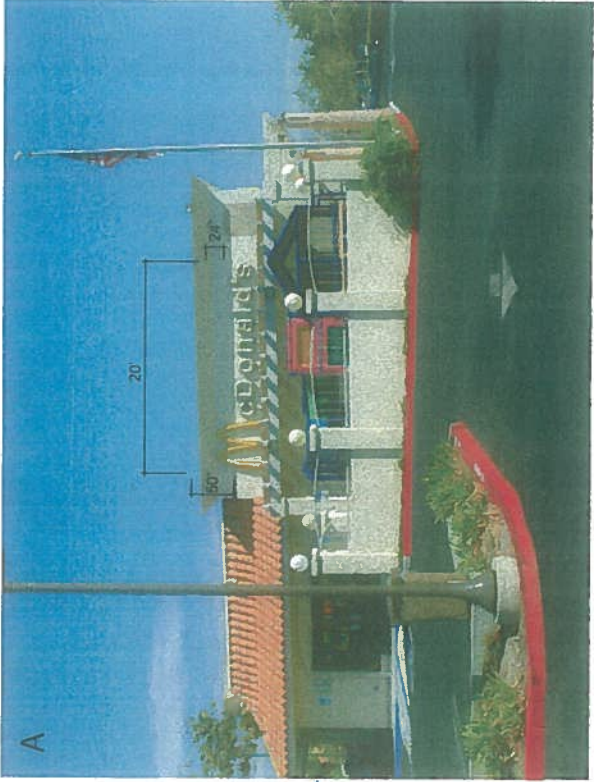
EACH SIGN = 17.32 SQ. FT.

TOTAL FOR ALL SIGNS = 51.96 SQ. FT.



# EXHIBIT 15

TENNANT LOCATED AT 27331  
INTERNALLY ILLUMINATED CHANNEL LETTERS  
PER TRADEMARK/LOGO



EACH SIGN = 39 SQ. FT. EACH

TOTAL FOR ALL SIGNS = 117 SQ. FT.

TENANT LOCATED AT 27211  
INTERNALLY ILLUMINATED CHANNEL LETTERS  
AND TRADEMARK/LOGO



A

SIGN A & B = 37.33 SQ. FT. EACH



B



C

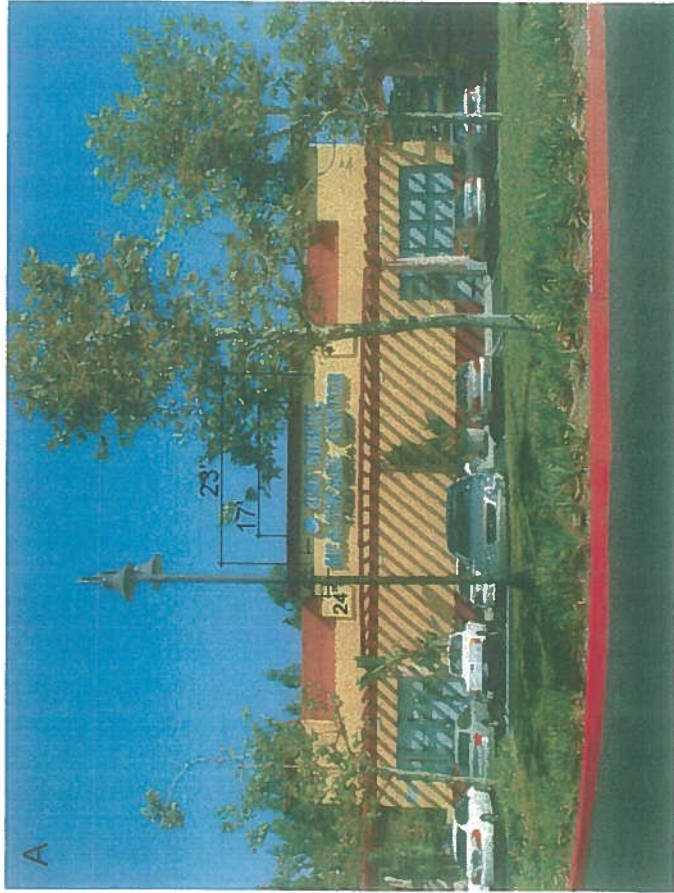
SIGN C = 37.33 SQ. FT.

TOTAL FOR ALL SIGNS = 111.99

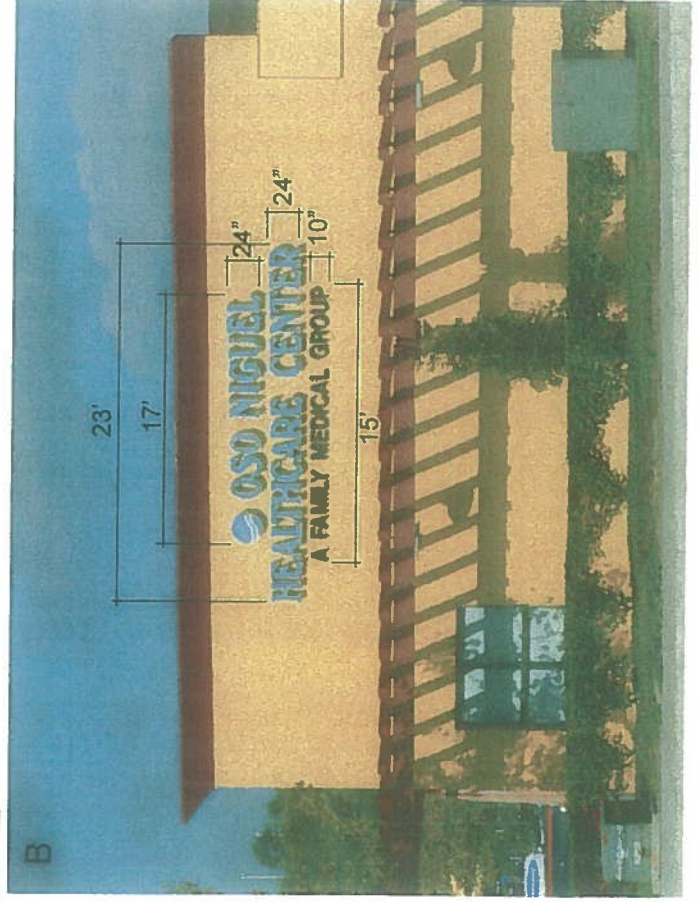


# EXHIBIT 17

TYPE D TENANT LOCATED AT 27231A  
ILLUMINATED AND NON ILLUMINATED CHANNEL  
LETTERS AND LOGO



SIGN A & B = 91.5 SQ. FT.



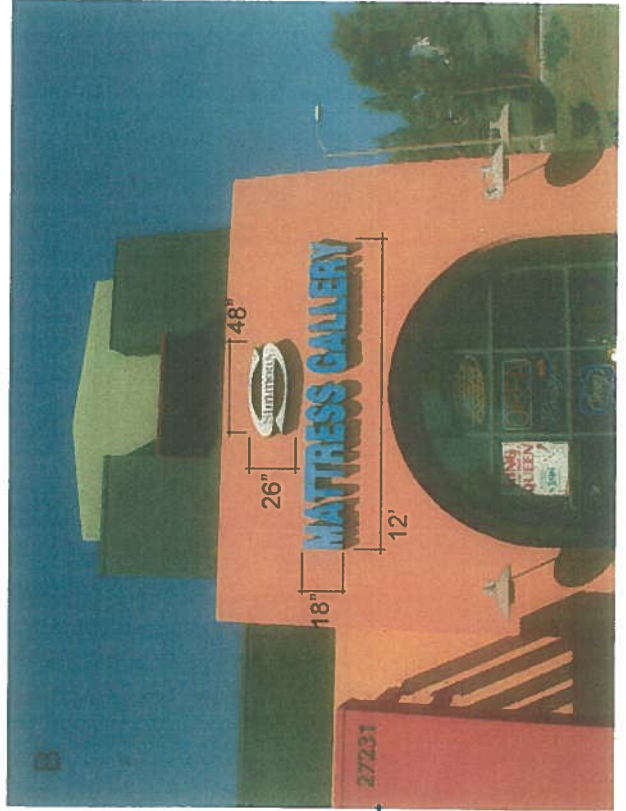
TOTAL FOR ALL SIGNS = 183 SQ. FT.

**XHIBIT 18**  
**TYPE D TENANT LOCATED AT 27231B**  
**INTERNALLY ILLUMINATED CHANNEL LETTERS**  
**AND LOGO/TRADEMARK**



**A**

SIGN A = 41 SQ.FT.



**B**



**C**

SIGN B & C = 26.67 SQ.FT. EACH SIGN

TOTAL FOR ALL SIGNS = 94.34 SQ. FT.



[illegible]

**www.chandleragents.com**

3201 Munster Way Dallas, TX 75225  
214-902-2000 Fax 214-907-2044

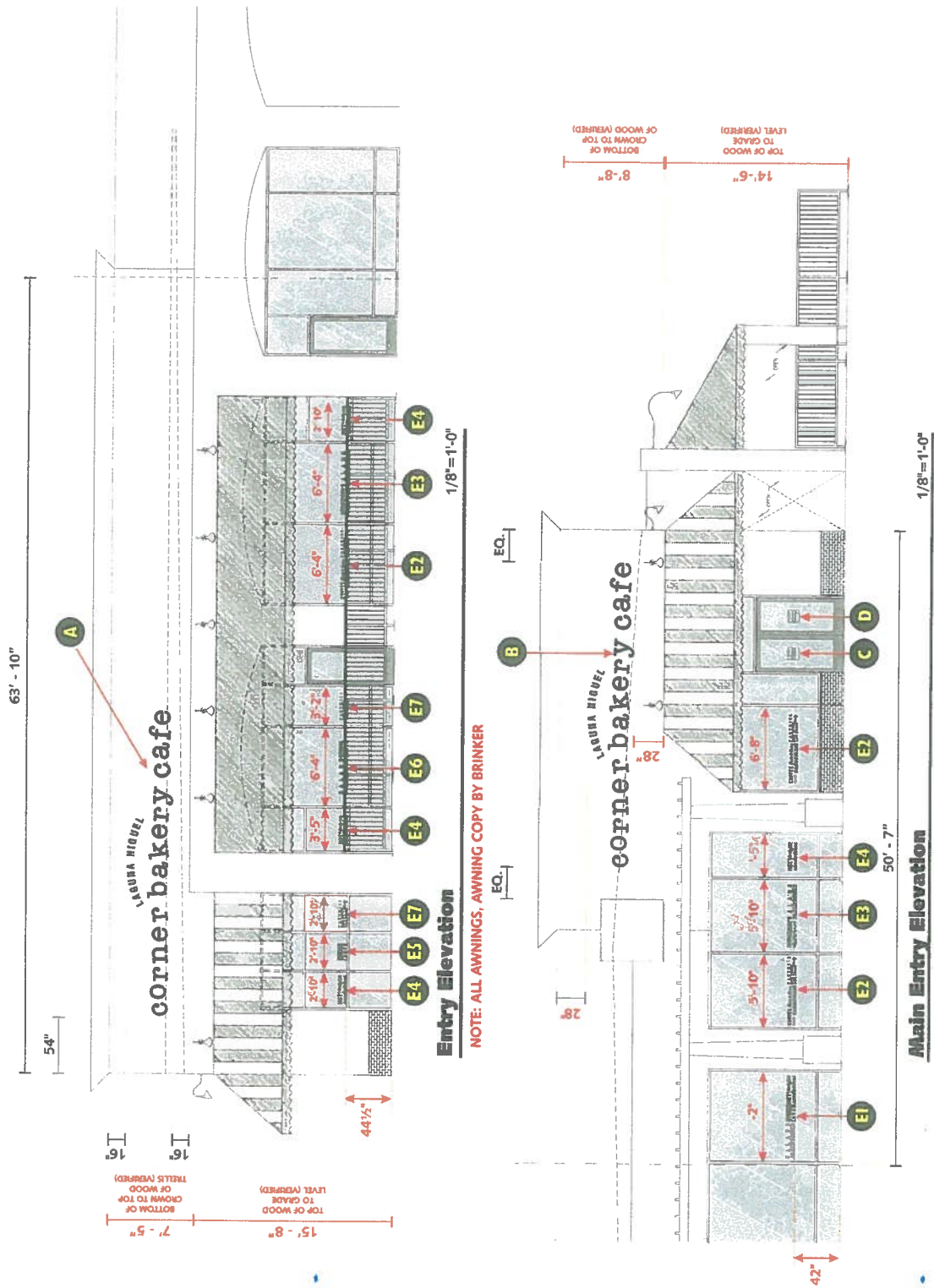
12104 Yelland San Antonio, TX 78214  
214-447-1804 Fax 214-349-8726

2410 Yreka Way Ste. 200  
Owensboro, KY 40254  
502-767-7603 Fax 502-767-7033

750 E. Hwy. 24, Bldg. 2 Ste. 200  
Midland, TX 79701  
817-487-2587 Fax 817-487-2506

P.O. Box 42133 Lubbock, TX 79403  
502-489-3440 Fax 502-254-3843

*See us every 1st and 3rd Thursdays at 10:00 AM*



DISTRIBUTION OF PRINTS		TOTAL
MASTER	PAINT	<input type="checkbox"/>
ELECT.	ASSEMBLY	<input type="checkbox"/>
SHOP FILE	CRATE	<input type="checkbox"/>
INST./SHIP	HEAT TR.	<input type="checkbox"/>
CTR. ROOM	FILE	<input type="checkbox"/>
CLERK	WASTE	<input type="checkbox"/>
CUSTOM		<input type="checkbox"/>
	PATTERNS	<input type="checkbox"/>
	CAD	<input type="checkbox"/>
	CAMA	<input type="checkbox"/>
	NEON	<input type="checkbox"/>
	ANON. ASSY.	<input type="checkbox"/>
	ANNING	<input type="checkbox"/>
	CHUM LTR.	<input type="checkbox"/>
	LTR. ASSY.	<input type="checkbox"/>
	LTR. PLEX	<input type="checkbox"/>
	LTR. PAINT	<input type="checkbox"/>

Work Order
Engineer

[illegible][illegible]

DISTRIBUTION OF PRINTS		ALUMINUM		TOTAL	
MASTER	PAINT	PATTERNS	CHNL. LTR.	CHNL. LTR.	
SELECT.	ASSEMBLY	CAD	LTR. ASSY.	LTR. ASSY.	
SHOP FILE	CRATE	CAM	LTR. PLEX	LTR. PLEX	
INST./SHIP	HEAT TR.	NEON	ANAL. ASSY.		
TESTING	WIRING				

<b>Work Order</b>
<b>Engineer</b>

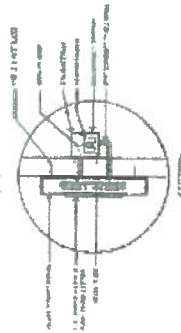
**C D VINYL SIGNS**  
TWO (2) REQ'D. - MANUFACTURE & APPLY ON 1st SURFACE  
**1.00 SQ. FT. EACH**

- WINDOW VINYL GRAPHICS COLORS:
- ① #3630-20 WHITE VINYL

GRAPHICS SHOWN BLACK FOR VISUAL PURPOSE ONLY



EXHIBIT 21  
 EXAMPLE OF EXISTING CENTER ID WITH THE CENTER'S  
 NEW LOGO AND ILLUMINATED ROUTED-OUT PUSH-  
 THROUGH ACRYLIC COPY. (SEE SITE PLAN FOR LOCATIONS)



SECTION  
 ALL COMPONENTS U.S.A. LISTED  
 SINGLE FACED ALUMINUM WALL DISPLAY W/  
 PUSH THREE LETTERS



EX. IT 22

EXAMPLE OF CORNER MONUMENT WITH THE CENTER'S  
NEW LOGO AND ILLUMINATED PUSH-THRU ACRYLIC COPY



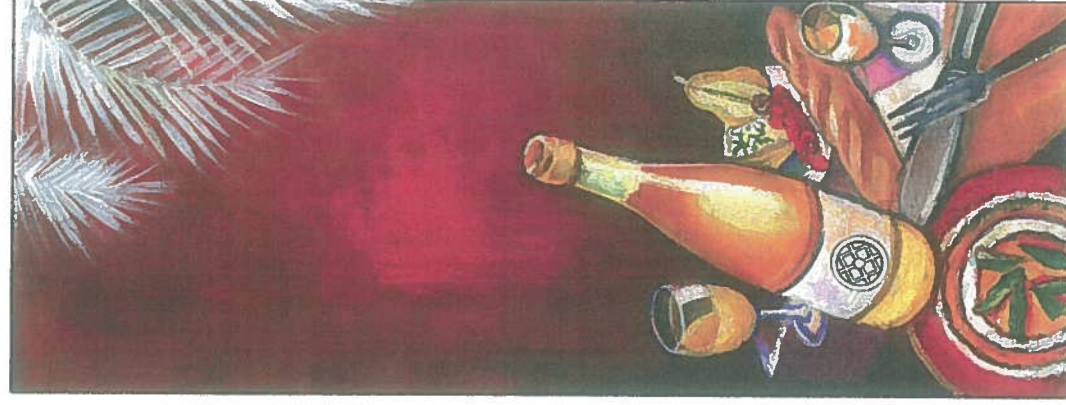


**EXHIBIT 23**

**EXAMPLES OF 3 X 8 FT. DOUBLE-FACED  
VERTICAL ARTISTIC PENNANTS. (SEE  
SITE PLAN FOR LOCATIONS)**



**Plaza de La Paz**

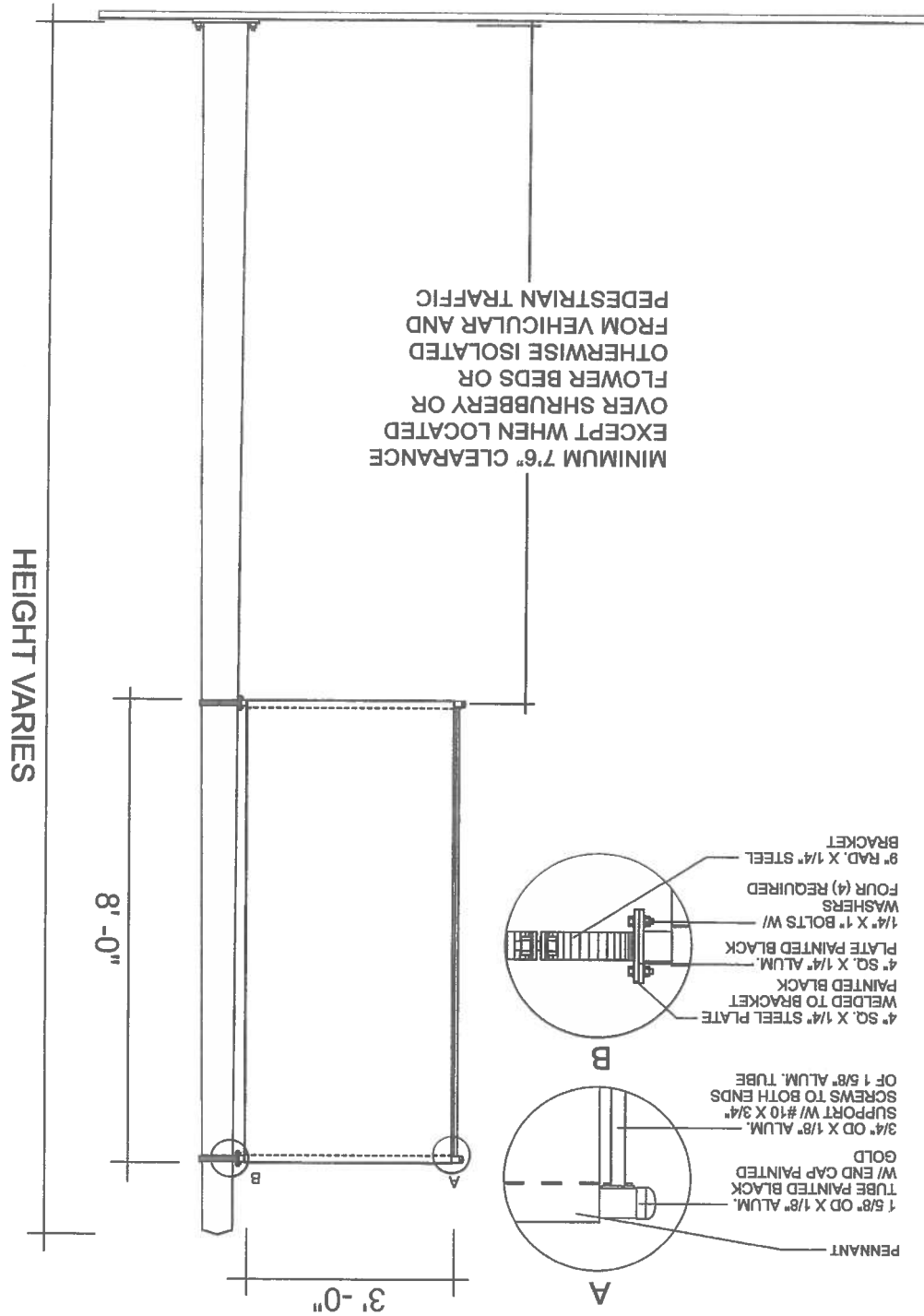


**TOTAL SIGN AREA = 24 SQ. FT. EACH**

05/26/05

**John Howenstine INCORPORATED**  
3190-B Airport Loop Drive, Costa Mesa, CA 92626  
Phone (714) 557-4064 Fax (714) 557-5626

EXHIBIT 24  
EXAMPLE OF VERTICAL ARTISTIC PENNANT  
LAYOUT WITH BRACKET SECTION DETAILS



TYPICAL ARTISTIC VERTICAL PENNANT LAY OUT W/ BRACKET SECTION DETAILS  
SCALE: 1/4" = 1'-0"



# PET SALON

EXHIBIT 25

EXAMPLE OF AWNING TYPE 1: FIXED WALL MOUNTED  
AWNING LOCATED ABOVE THE STOREFRONT ENTRY  
AND/OR DISPLAY WINDOWS



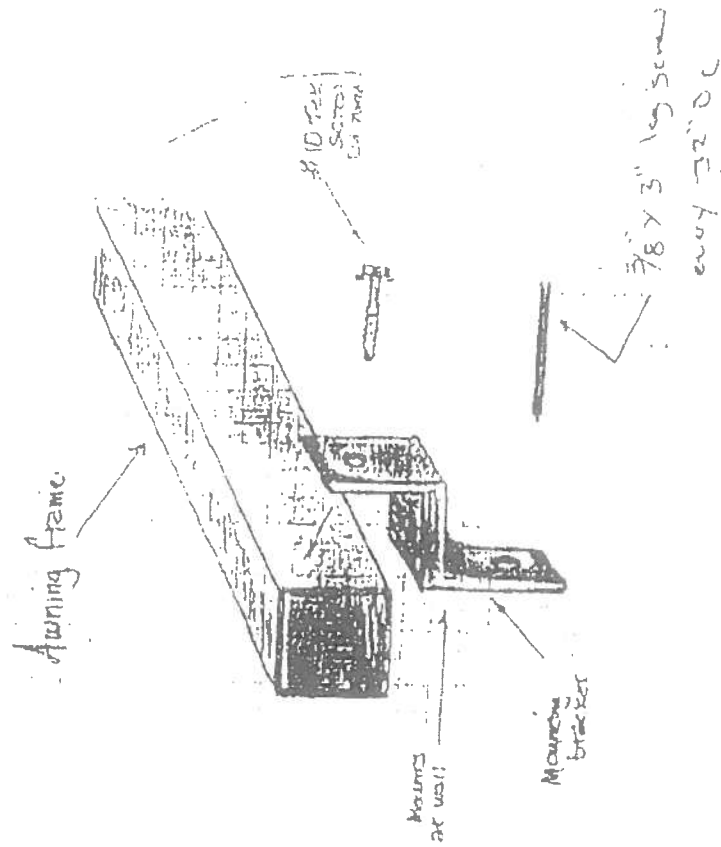


EXHIBIT 26  
EXAMPLE OF AWNING TYPE 1: FIXED WALL-MOUNTED AWNING LOCATED  
ABOVE STOREFRONT AND/OR DISPLAY WINDOWS WITH COPY LESS THAN  
10% OF TOTAL AWNING SIZE





EXHIBIT 27  
EXAMPLE OF AWNING TYPE 1 ATTACHMENT DETAIL



**EXHIBIT 28**  
**EXAMPLE OF EXISTING AWNING TYPE 2:**  
**FIXED WALL MOUNTED CANOPY SYSTEM**  
**WITH GROUND SUPPORT. (SEE SITE PLAN**  
**FOR AWNING TYPE 2 CANOPY LOCATIONS)**

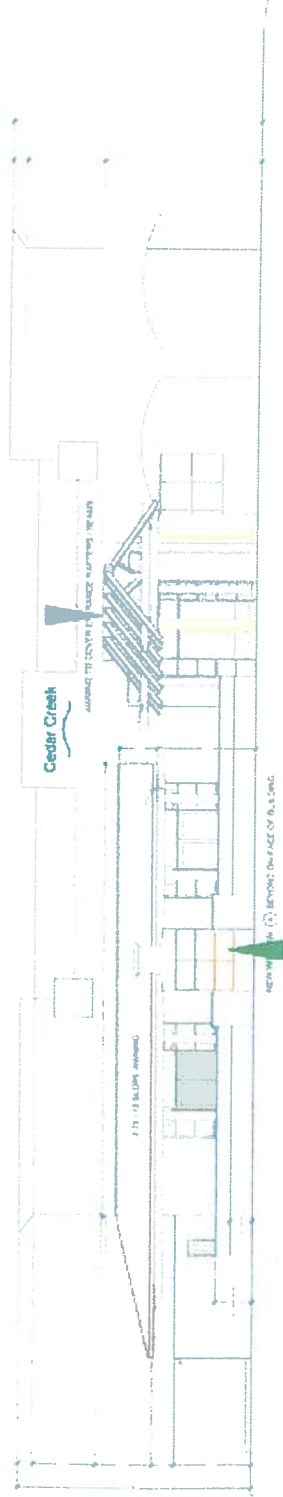


EXHIBIT 30

EXAMPLE OF CEDAR CREEK AWNING TYPE 2:  
FIXED WALL-MOUNTED CANOPY SYSTEM WITH GROUND  
SUPPORT SHOWING LOCATION ON BUILDING ELEVATION



SOUTH ELEVATION SCALE 1/8" = 1'-0"

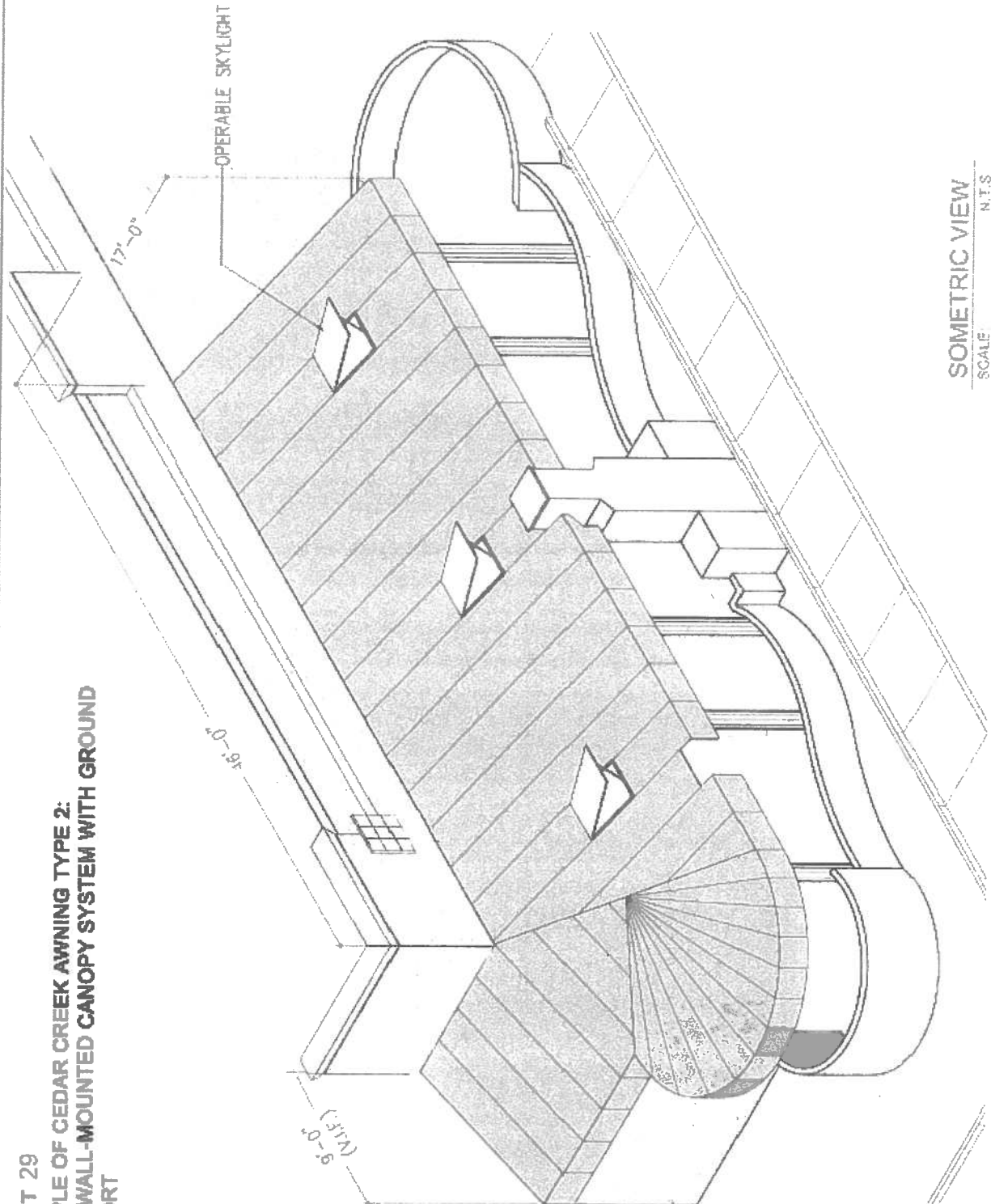


EAST ELEVATION SCALE 1/8" = 1'-0"

CEDAR CREEK PROPOSED AWNINGS

EXHIBIT 29

EXAMPLE OF CEDAR CREEK AWNING TYPE 2:  
FIXED WALL-MOUNTED CANOPY SYSTEM WITH GROUND  
SUPPORT



SOMETRIC VIEW  
SCALE N.T.S.



7700 BUREAU BLVD.  
SANTA ANA, CA 92705  
TEL: 714/941-1111  
FAX: 714/941-1111  
WWW.MILLERCANVAS.COM

CEDAR CREEK  
RESTAURANT

7721 LA PAZ  
LAGUNA NIGUEL, CA

PROJECT NAME & ADDRESS

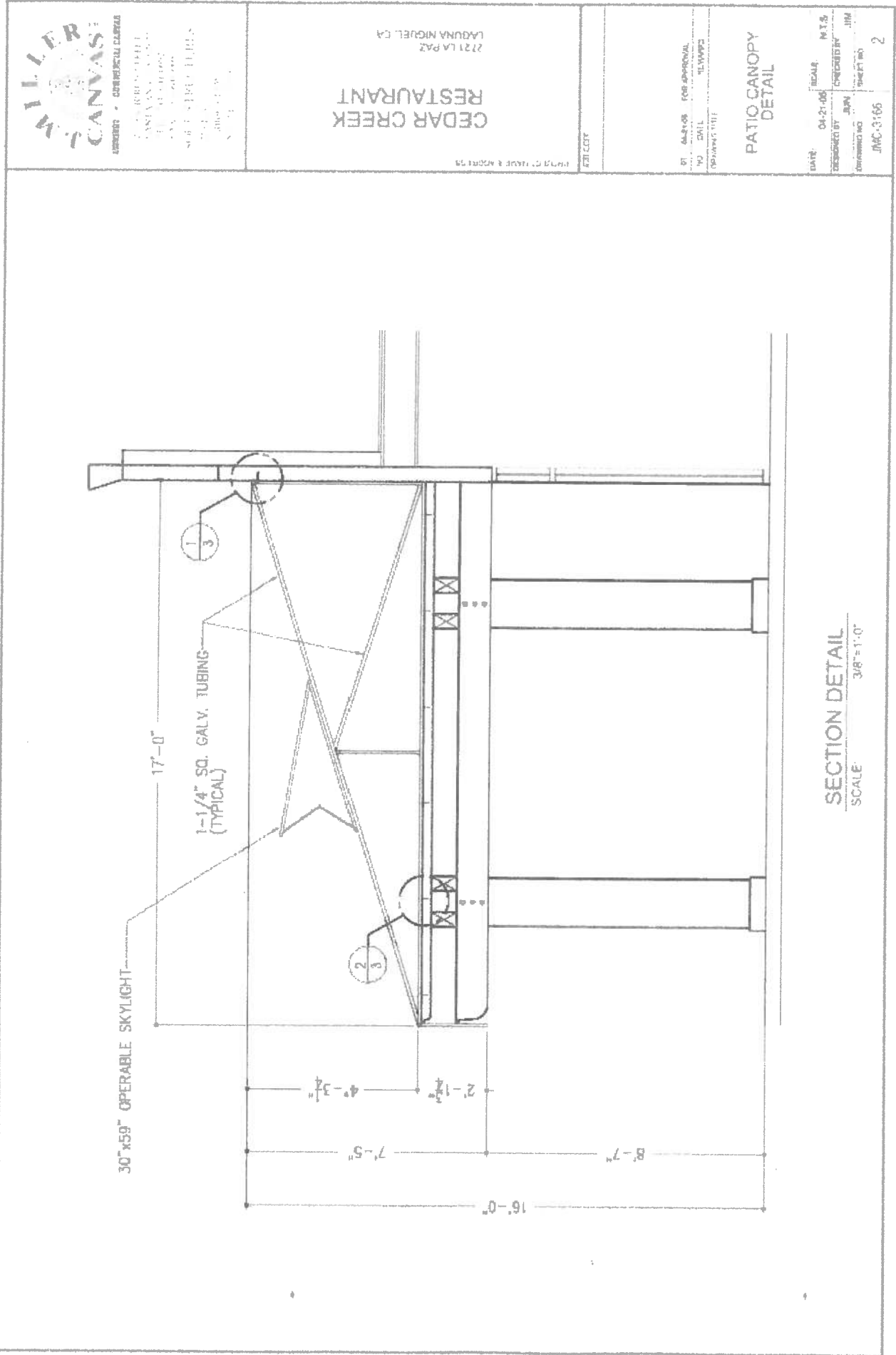
DATE

DATE: 04-21-06  
NO. 1  
DATE: 04-21-06  
NO. 1  
DATE: 04-21-06  
NO. 1

PATIO CANOPY  
DETAIL

TITLE: 04-21-06 SCALE: N.T.S.  
DESIGNED BY: JIM  
DRAWING NO: JMC-3156  
SHEET NO: 1

EXAMPLE OF AWNING TYPE 2  
CANOPIES SECTION DETAIL



**MILLER  
CANVAS**  
COMMERCIAL CANVAS  
2721 LA PAZ  
LAGUNA BEACH, CA  
92653-1000  
TEL: 714/761-1111  
FAX: 714/761-1112  
WWW.MILLERCANVAS.COM

**CEDAR CREEK  
RESTAURANT**

2721 LA PAZ  
LAGUNA BEACH, CA

SECTION

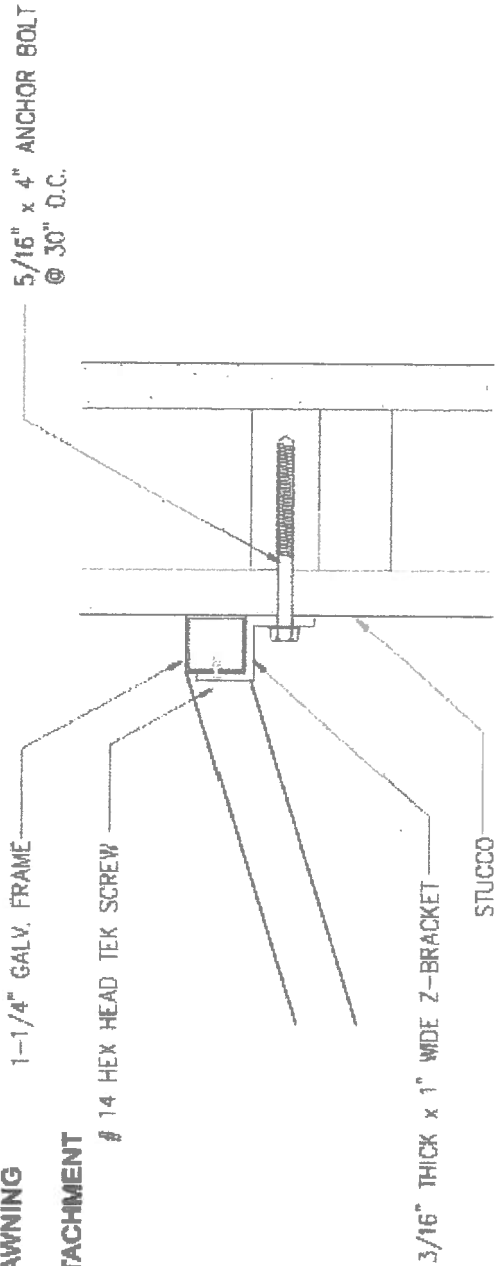
BY: GARY L. FOR APPROVAL  
DATE: 04-21-05  
BY: JIM L. FOR APPROVAL  
DATE: 04-21-05

**PATIO CANOPY  
DETAIL**

DATE: 04-21-05  
SCALE: N.T.S.  
DESIGNED BY: JIM L.  
CHECKED BY: JIM L.  
DRAWING NO.: JMC-03166  
SHEET NO.: 2



EXHIBIT 32  
EXAMPLE OF AWNING  
TYPE 2  
CANOPIES ATTACHMENT  
DETAIL



1 TOP BAR TYP. ATTACHMENT DETAIL

SCALE

3"=1'-0"



2 BOTTOM BAR TYP. ATTACHMENT DETAIL

SCALE

3"=1'-0"



APPROPRIATE - COMMERCIAL CANVAS

2721 LA PAZ  
LAGUNA NIGUEL, CA  
RESTAURANT

CEGAR CREEK  
RESTAURANT

PROJECT NAME & ADDRESS

JOB CODE

CEGAR CREEK-1

BY 04-21-05 FOR APPROVAL

NO. DATE REMARKS

DRAWING TITLE

ATTACHMENT DET.

DATE 04-21-05 SCALE N.T.S.

DESIGNED BY JUN CHECKED BY JBM

DRAWING NO. JMC-3166 SHEET NO. 3



Exhibit 33  
Awning Material:  
Sunbrella Canvas Opaque Firesist

Black

Linen

Buttercup

Burgandy

Toasty  
Beige

Exhibit 34  
SITE PLAN

SHOWS LOCATION OF EXISTING CORNER MONUMENT AND  
FREESTANDING CENTER ID SIGNS, PROPOSED THEMATIC  
BANNER LOCATIONS, AND AWNING TYPE 2 CANOPIES

- Existing freestanding monuments
- Proposed locations of artistic vertical pennants
- Proposed and existing canopies
- Locations not labeled as B, C, or D are type A tenants

