

# Solana101

## Comprehensive Sign Plan / May 2012

**Project:**

Solana 101 | Highway 101 and Dahlia Drive, Solana Beach, California 92075

**Client:**

American Assets Trust, Inc. | 11455 El Camino Real, Suite 200, San Diego, California 92130 | Telephone 858.350.2600

**Parcel Nos. :**

298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14

**Zoning:**

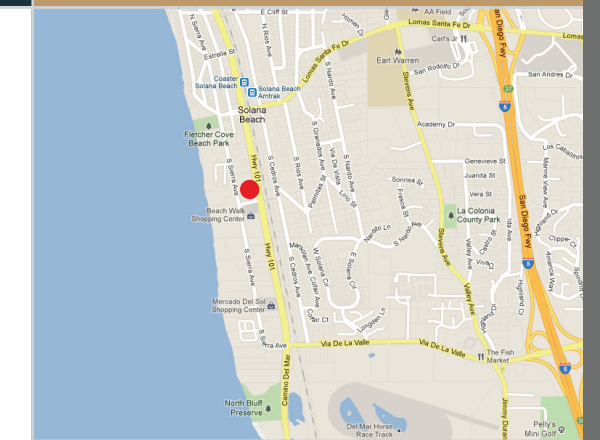
Commercial | Mixed Use

**Architect:**

Architects Hanna Gabriel Wells | 1955 Bacon Street, San Diego, California 92107 | Telephone 619.523.8485

**Sign Planner:**

Hansen Associates | 19971 Elfin Forest Lane, Elfin Forest, California 92029 | Telephone 760.891.0104



<b>Client:</b>	American Assets Trust, Inc.	<b>Project:</b>	Solana 101	<b>Parcel No.:</b>	298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b>	February 2012
<b>Drawing:</b>	Sign Code/Criteria	<b>View:</b>		<b>Scale:</b>	No Scale	<b>Revisions:</b>	

# Criteria

## L E G E N D

<b>A</b> Commercial Monumentation	<b>F</b> Pedestrian Informational/Directional
<b>B</b> Tenant Directory	<b>G</b> Vehicular Informational/Directional
<b>C</b> Anchor-Ground Level Tenant ID Package	<b>H</b> Address Numerals
<b>D</b> Retail-Ground Level Tenant ID Package	<b>I</b> Miscellaneous
<b>E</b> Office-Upper Level Tenant ID Package	<b>J</b> Residential Monumentation

Upon approval and adoption by the City of Solana Beach, this document is the official comprehensive sign plan (CSP) for Solana 101, a new, mixed-use development located along Highway 101 South in the South Sierra District of Solana Beach, California.

With the exception of certain project-specific variations delineated in this plan, exterior project identification and commercial signing at Solana 101 will be subject to the City of Solana Beach's comprehensive sign ordinance (Chapter 17.64) and the Highway 101 Corridor Specific Plan's sign design guidelines (Table 5-4). Generally speaking, sign types, sizes, materials, placement, and other characteristics should comply with those guidelines.

Specific commercial tenant (anchor, retail, and office) signing assignments listed on the attached sign schedule and illustrated on the attached elevation/plan drawings are subject to adjustment. The actual number and size of leased tenant spaces could vary from those indicated on the drawings, however the plan's stated signing allowance formulations and criteria still apply.

Additionally, all proposed signing for Solana 101 commercial tenants requires prior review and approval of Solana 101 management before application to the City of Solana Beach for a sign permit.

Solana 101 management encourages its commercial tenants to utilize a variety of sign types (wall, awning, canopy, window, plaque, and projecting) in identifying and distinguishing their businesses. Management's goal for the complex is an eclectic, village-like ambiance and achieving that goal can be assisted by tenants' use of a variety of signing techniques (silhouetted letters, unique shapes, neon and halo lighting, etc.), as well as the use of unique materials, complimentary palettes, and innovative mounting techniques.

The following is a list with brief description of the various signs and sign types proposed for the commercial component of Solana 101.

### Sign Type A/Commercial Monumentation

#### Ground-Mounted Monument

A custom, freestanding, two-sided, externally and/or internally lighted, vehicular-oriented monument sign with project name and/or identity graphic elements. The design characteristics of this sign will be complimentary to or integrated with the project's signature water feature proposed for the property's plaza area.

As the only monument sign proposed for the property that is entitled to two separate monuments (one freestanding sign per street frontage), this single sign is allowed up to 82 square feet (per side) based on the calculation of 66 square feet plus 25% (16 square feet).

#### Business Center Entrance Monument

A custom, wall-mounted, two-sided, externally and/or internally lighted, vehicular-oriented blade sign on the south elevation with project identification and parking garage entry information. As a commercial property over 1/2 acre in size and with more than four individual businesses, Solana 101 is allowed one business center entrance monument with the name of the complex, address numerals, and city name. In lieu of such a sign, it is proposed this sign instead be expressed as a wall-mounted blade that identifies the vehicular entry to the project's parking garage on the south elevation (Dahlia Drive).

### Sign Type B/Tenant Directory

A custom, freestanding, two-sided, internally lighted, pedestrian-oriented tenant directory sign with changeable panels. This sign will carry anchor, retail, and office tenant names and suite numbers, a complex map (first and second floors), and project identification and will meet fire department requirements for a centrally located, illuminated project map.

This sign will be located near the project's elevator alcove and will not be readily visible from the street and therefore not require a permit.

### Sign Type C/Anchor-Ground Level Tenant ID Package

The anchor tenant at Solana 101 is allowed up to one square foot of signing per linear foot of suite frontage either in proportion to each frontage (east and south) or as one large sign on the east elevation. Anchor tenant signing may be expressed through a combination of sign types (wall, awning, canopy, window, projecting blade, plaque). No more than two signs are allowed and can signs (boxed elements) and roof signs are not allowed.

Solana 101 management approval and City permits are required.

### Sign Type D/Retail-Ground Level Tenant ID Package

Retail tenants (first floor) at Solana 101 are allowed up to one square foot of signing per linear foot of suite frontage. Individual retail suite signing may be expressed through a combination of two different sign types (wall, awning, canopy, window, projecting blade, or plaque). No more than two signs are allowed per tenant per frontage and can signs (boxed elements) and roof signs are not allowed.

Retail suites with two frontages are entitled to two signs per frontage but must allocate sign square footage in proportion to each frontage as indicated on the plan and may not combine total allowable square footage into one large sign on one frontage.

Retail tenant signs should include part or all of the retail tenant's name, logomark, or logotype but cannot merely label the product or service offered (e.g. "Dentist").

Solana 101 management approval and City permits are required.

### Sign Type E/Office-Upper Level Tenant ID Package

Office tenants (upper level) at Solana 101 are allowed up to one square foot of signing per linear foot of suite frontage. Individual office suite signing is to be expressed as one two-sided, pedestrian-oriented, projecting blade sign (4 square foot maximum/per side) and one additional sign (wall, awning, canopy, window, or plaque). The tenant's second, non-blade sign is restricted to a maximum installed height at or below the top of the suite's primary entry door. No more than two signs are allowed per office tenant and can signs (boxed elements) and roof signs are not allowed.

Office suites with two frontages must allocate signing square footage per frontage and may not combine allowable square footage into one large sign on one frontage.

Office tenant signs should include part or all of the office tenant's name, logomark, or logotype but cannot merely label the product or service offered (e.g. "Attorney").

Solana 101 management approval of all office tenant signs is required. Office tenant signs that are visible from Highway 101 South and/or Dahlia Drive also will require a City permit.

### Sign Type F/Pedestrian Informational/Directional

Pedestrian-oriented informational and directional signing serves to inform and direct and will be located as per the plan. At present, two signs have been scheduled for the project however more signs may be needed at some future date. Generally, these signs will be wall-mounted or suspended plaques and not readily visible from the street. This sign type does not require a permit.

### Sign Type G/Vehicular Informational/Directional

Vehicular-oriented informational and directional signing serves to inform and direct traffic approaching or leaving the complex and will be located as per plan. At present, three signs have been scheduled for the project however more signs may be needed at some future date. These signs necessarily are visible from the street and may require a permit.

### Sign Type H/Address Numerals

Building address numerals serve to inform both pedestrians and vehicular traffic and are necessary for identification. Building address numerals will be located as per the plan (subject to approval of the local fire department), will be 8" in height, and will be appropriately contrasted with the building's background color(s). This sign type does not require a permit.

### Sign Type I/Miscellaneous

This tenant-associated sign type includes miscellaneous entry door- or side window-mounted credit card information, hours of operation, and other business operations information. Tenant signs of this type may not exceed a total of four square feet per entry point and are limited to two entry points per suite. These signs are directly associated with Sign Types C, D, and E but are not listed on the schedule or flagged on the drawings.

This pedestrian-oriented sign type requires Solana 101 management review and approval but does not require a permit.

Suite number identification will be provided by Solana 101 management and not counted against the allowable square footage for entry point signing.

### Sign Type J/Residential Monumentation

A dimensional, one-sided, wall-mounted plaque sign with property name and/or identity graphic elements (TBD) for the identification of the residential portion of Solana 101. This sign will be installed as per plan on the building at the corner of Sierra Avenue and Dahlia Drive. This sign's design will be complimentary to the residential component of the development.

### Prohibited Signs

Certain sign types are prohibited at Solana 101. See section 17.64.040 of the City of Solana Beach's comprehensive sign ordinance for a complete list of prohibited signs.

<b>Notes:</b>	All signs, materials, finishes, and placement are subject to review and approval of Solana 101 management and the City of Solana Beach.	This schedule reflects the sign planner's determinations based upon plans and elevations provided to date by the project architect.	Hansen Associates 19971 Elfin Forest Lane Elfin Forest, California 92029 6003 760 891 0104
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<b>Client:</b> American Assets Trust, Inc.	<b>Project:</b> Solana 101	<b>Parcel No.:</b> 298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b> February 2012
<b>Drawing:</b> Sign Schedule	<b>View:</b>	<b>Scale:</b> No Scale	<b>Revisions:</b>

# Schedule

## LEGEND

- A Commercial Monumentation
- B Tenant Directory
- C Anchor-Ground Level Tenant ID Package
- D Retail-Ground Level Tenant ID Package
- E Office-Upper Level Tenant ID Package
- F Pedestrian Informational/Directional
- G Vehicular Informational/Directional
- H Address Numerals
- I Miscellaneous
- J Residential Monumentation

Item	Sign Type	Title/Copy/Content	Quantity	Square Feet	Description
1	A	Solana 101 (with major tenant names)	1	82 square feet	Two-sided, externally or internally lighted, ground-mounted monument sign.
2	A	Solana 101 Parking (with directional arrow)	1	66 square feet	Two-sided, externally or internally lighted, wall-mounted blade sign (business center entrance).
3	B	Solana 101 Tenant Directory (tenant names, suite numbers, and map)	1	N/A	Freestanding, internally lighted campus directory sign.
4	C	(anchor tenant package)	1	60 square feet	Wall-mounted sign on east elevation.
5	C	(anchor tenant package)	1	15 square feet	Wall-mounted sign on south elevation.
6	D	(retail tenant package)	1 Package	35 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
7	D	(retail tenant package)	1 Package	30 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
8	D	(retail tenant package)	1 Package	30 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
9	D	(retail tenant package)	1 Package	30 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
10	D	(retail tenant package)	1 Package	30 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
11	D	(retail tenant package)	1 Package	84 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
12	D	(retail tenant package)	1 Package	58 square feet	Combination of sign types with allocation of one square foot of signing per suite's linear frontage.
13	E	(office tenant package)	1 Package	35 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
14	E	(office tenant package)	1 Package	21 square feet 49 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage. This suite has two frontages.
15	E	(office tenant package)	1 Package	30 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.

Item	Sign Type	Title/Copy/Content	Quantity	Square Feet	Description
16	E	(office tenant package)	1 Package	30 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
17	E	(office tenant package)	1 Package	30 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
18	E	(office tenant package)	1 Package	21 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
19	E	(office tenant package)	1 Package	21 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
20	E	(office tenant package)	1 Package	21 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
21	E	(office tenant package)	1 Package	21 square feet	Combination of one two-sided, pedestrian-oriented, projecting blade sign and one additional sign, with a total allocation of one square foot of signing per suite's linear frontage.
22	F	Elevators (with directional arrows)	1	N/A	Wall-mounted or suspended plaque sign.
23	F	Upper Level Tenant Directory (tenant names, suite numbers, and map)	1	12 square feet	Wall-mounted plaque sign.
24	G	Solana 101 Visitor & Residence Parking Garage	1	20 square feet	Wall-mounted letters or plaque sign.
25	G	Caution: Loading Entrance	1	N/A	Wall-mounted letters or plaque sign.
26	G	Caution: Upper Level Maximum Clearance 8'4" Caution: Lower Level Maximum Clearance 7'4"	1	N/A	Lightweight, cable-suspended tube signs.
27	H	TBD	1	N/A	8" tall, wall-mounted numerals on south elevation.
28	H	TBD	1	N/A	8" tall, wall-mounted numerals on east elevation.
29	H	TBD	1	N/A	8" tall, wall-mounted numerals on east elevation.
30	J	(residential property name/graphic)	1	TBD	Wall-mounted letters or plaque sign.

<b>Notes:</b>	All signs, materials, finishes, and placement are subject to review and approval of Solana 101 management and the City of Solana Beach.	This schedule reflects the sign planner's determinations based upon plans and elevations provided to date by the project architect.	Hansen Associates 19971 Elfin Forest Lane Elfin Forest, California 92029 6003 760 891 0104
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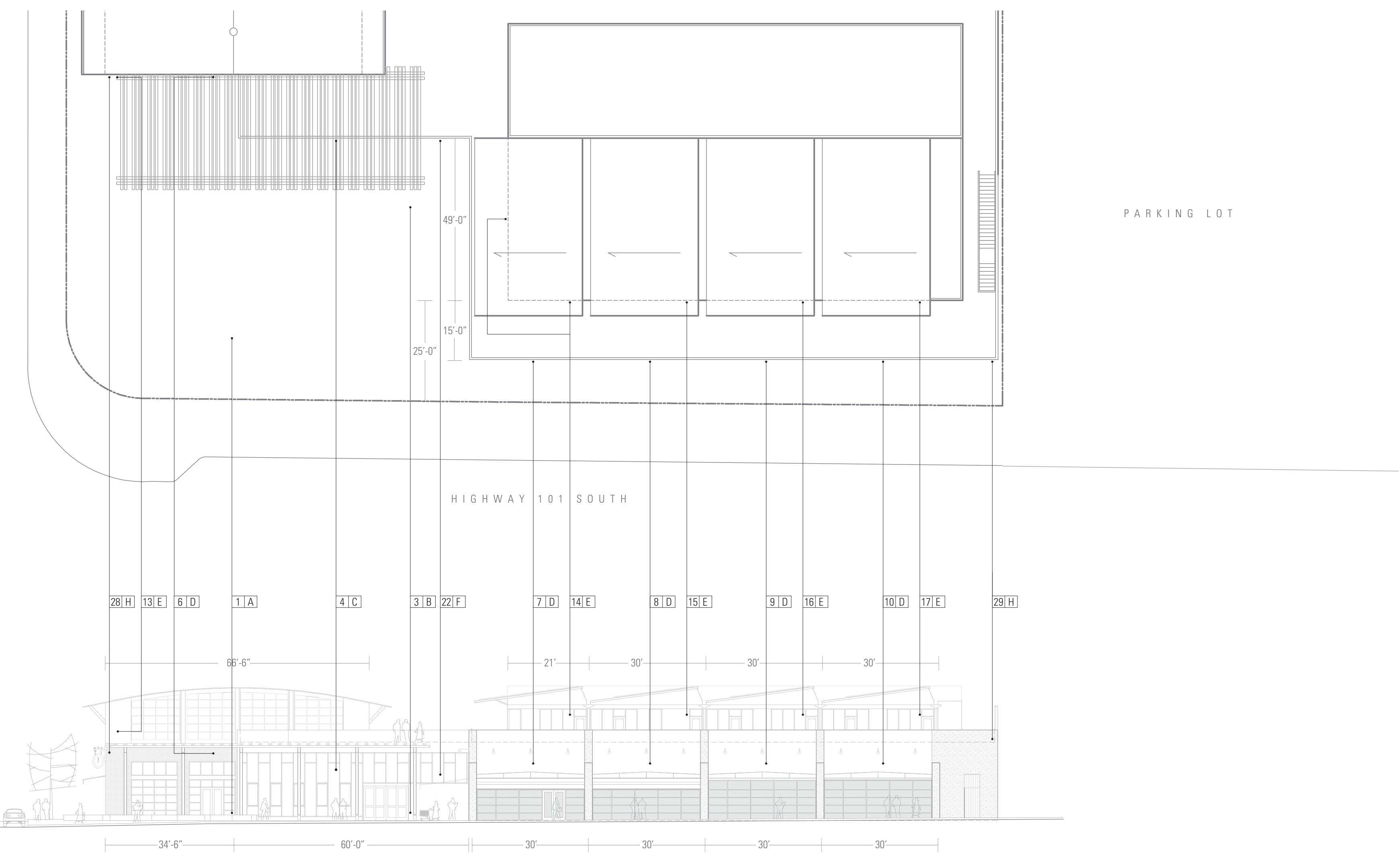


<b>Client:</b> American Assets Trust, Inc.	<b>Project:</b> Solana 101	<b>Parcel No.:</b> 298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b> February 2012
<b>Drawing:</b> East Elevation/Plan Highway 101 South	<b>View:</b>	<b>Scale:</b>	<b>Revisions:</b>

# East Elevation/Plan

L E G E N D

- |                                           |                                          |
|-------------------------------------------|------------------------------------------|
| [A] Commercial Monumentation              | [F] Pedestrian Informational/Directional |
| [B] Tenant Directory                      | [G] Vehicular Informational/Directional  |
| [C] Anchor-Ground Level Tenant ID Package | [H] Address Numerals                     |
| [D] Retail-Ground Level Tenant ID Package | [I] Miscellaneous                        |
| [E] Office-Upper Level Tenant ID Package  | [J] Residential Monumentation            |



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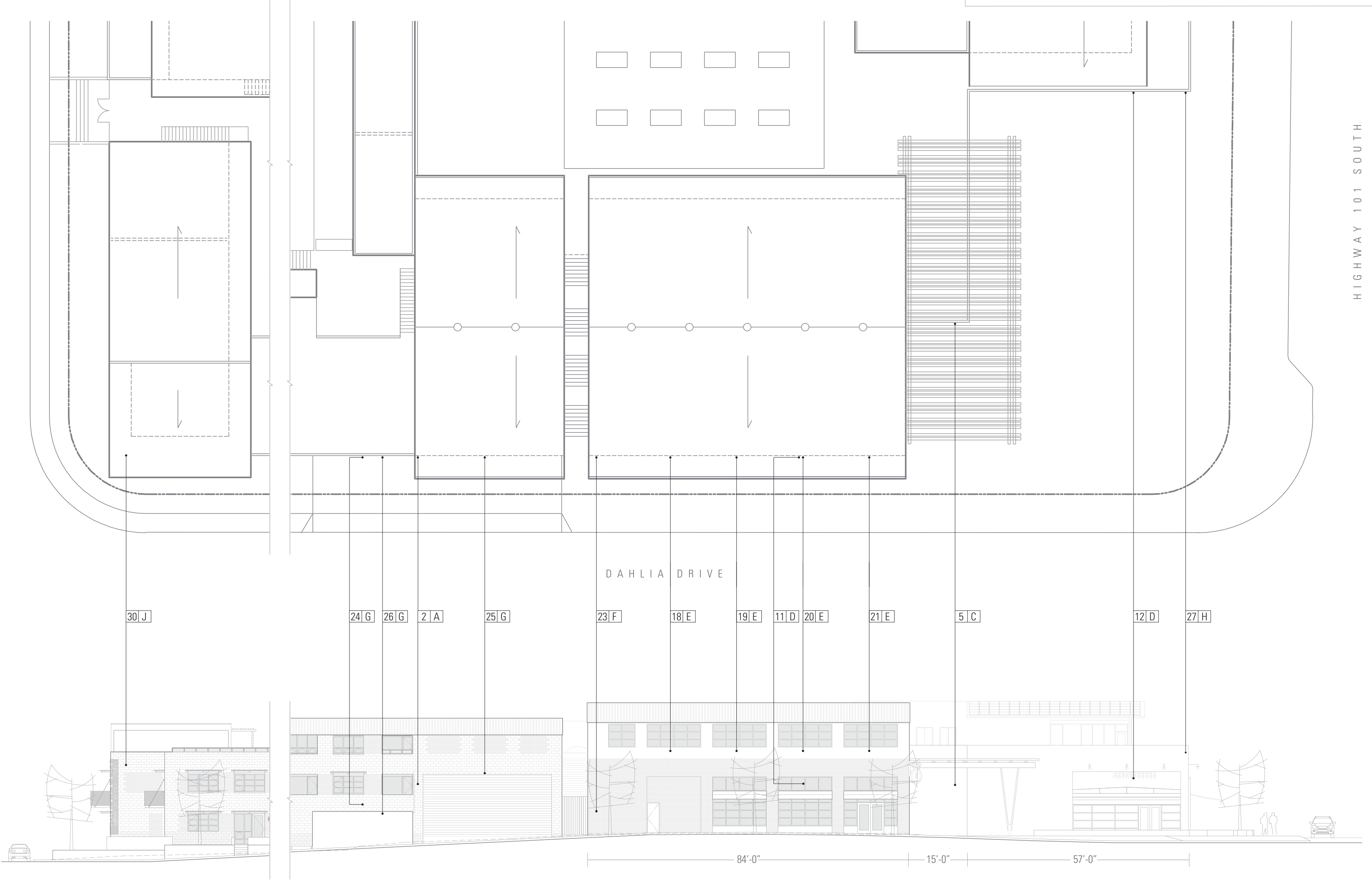


<b>Client:</b> American Assets Trust, Inc.	<b>Project:</b> Solana 101	<b>Parcel No.:</b> 298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b> February 2012
<b>Drawing:</b> South Elevation/Plan Dahlia Drive	<b>View:</b>	<b>Scale:</b> Approximately 1" = 20'	<b>Revisions:</b>

# South Elevation/Plan

L E G E N D

<b>A</b> Commercial Monumentation	<b>F</b> Pedestrian Informational/Directional
<b>B</b> Tenant Directory	<b>G</b> Vehicular Informational/Directional
<b>C</b> Anchor-Ground Level Tenant ID Package	<b>H</b> Address Numerals
<b>D</b> Retail-Ground Level Tenant ID Package	<b>I</b> Miscellaneous
<b>E</b> Office-Upper Level Tenant ID Package	<b>J</b> Residential Monumentation



**Notes:** All signs, materials, finishes, and placement are subject to review and approval of Solana 101 management and the City of Solana Beach.

This schedule reflects the sign planner's determinations based upon plans and elevations provided to date by the project architect.

All measures are approximate. Field measure to confirm.

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<b>Client:</b> American Assets Trust, Inc.	<b>Project:</b> Solana 101	<b>Parcel No.:</b> 298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b> February 2012
<b>Drawing:</b> Conceptualization Business Center Entrance Monument/Garage Blade Sign	<b>View:</b>	<b>Scale:</b>	<b>Revisions:</b>

# Conceptualization

LEGEND

- |                                                |                                               |
|------------------------------------------------|-----------------------------------------------|
| <b>A</b> Commercial Monumentation              | <b>F</b> Pedestrian Informational/Directional |
| <b>B</b> Tenant Directory                      | <b>G</b> Vehicular Informational/Directional  |
| <b>C</b> Anchor-Ground Level Tenant ID Package | <b>H</b> Address Numerals                     |
| <b>D</b> Retail-Ground Level Tenant ID Package | <b>I</b> Miscellaneous                        |
| <b>E</b> Office-Upper Level Tenant ID Package  | <b>J</b> Residential Monumentation            |

Option A:



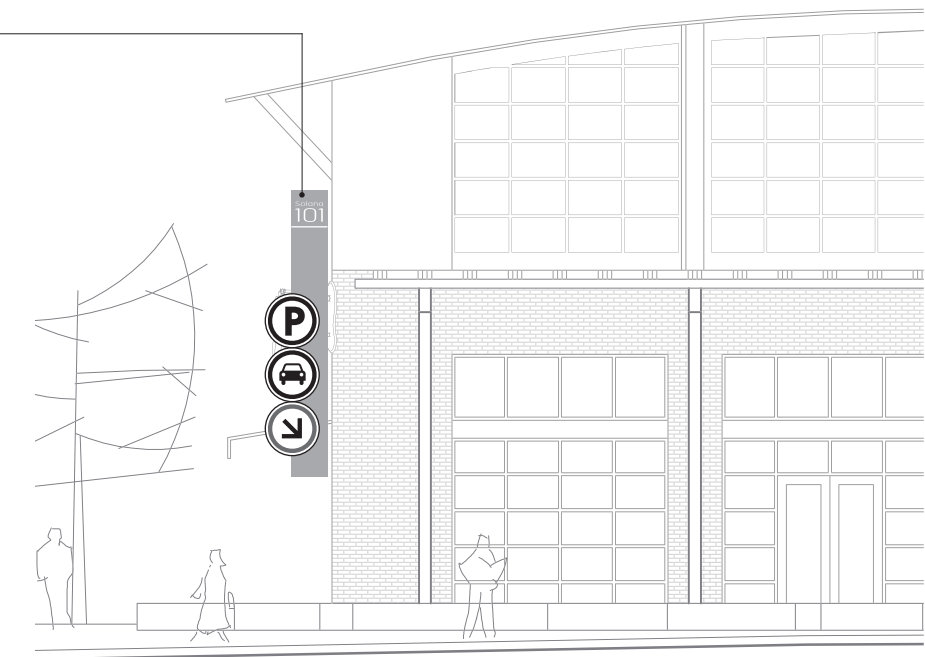
Option B:



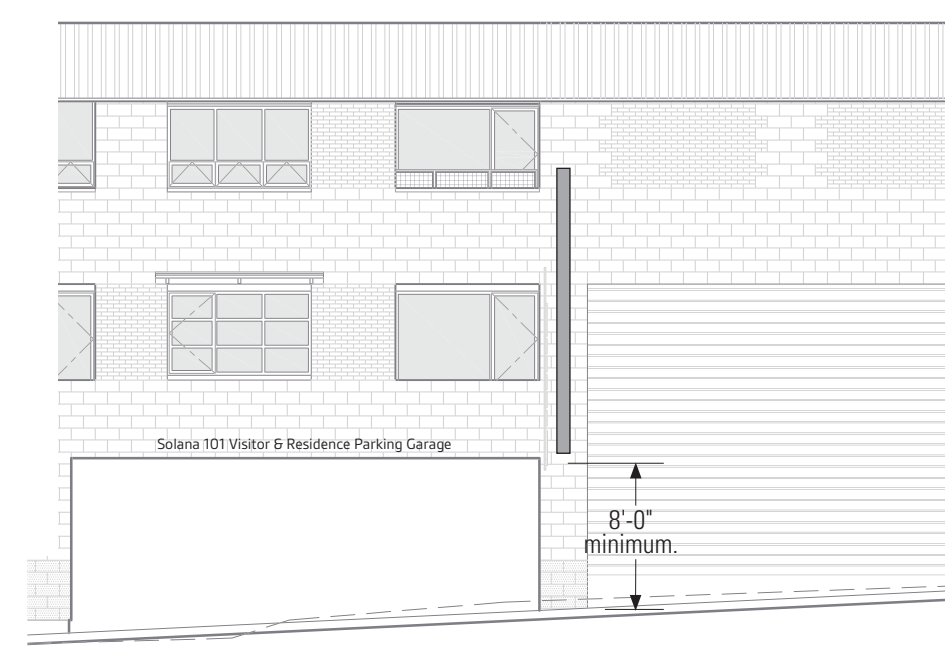
Option C:



Custom, wall-mounted, two-sided, vehicular-oriented, projecting blade sign to identify the vehicular entrance to the project's underground parking garage. This sign not to exceed 66 square feet (per side) and mounted as per plan adjacent to the garage entry driveway off Dahlia Drive. Graphics to include project name and/or identity graphics (TBD), the word "Parking," and a directional arrow. This sign may be internally and/or externally lighted.



Install this sign with a minimum 8' clearance from the sidewalk surface.



**Notes:** All signs, materials, finishes, and placement are subject to review and approval of Solana 101 management and the City of Solana Beach.

These designs are conceptualizations and subject to style and material changes, however, content generally will remain unchanged.

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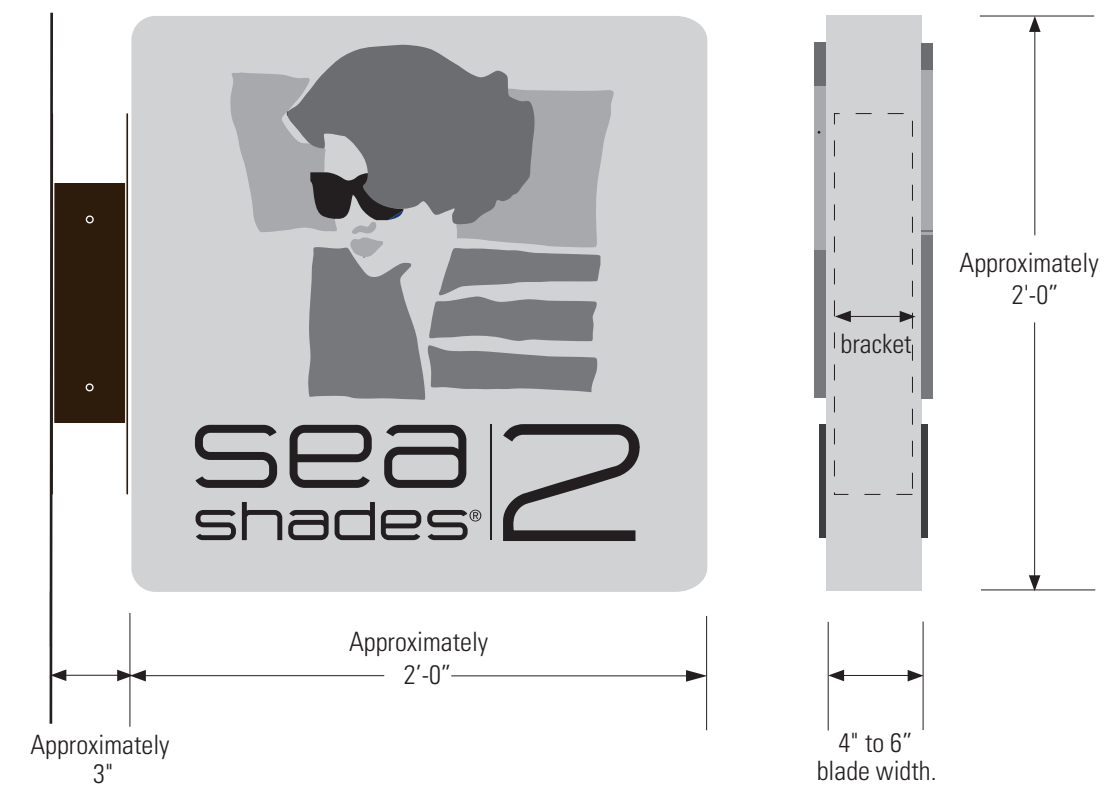


<b>Client:</b> American Assets Trust, Inc.	<b>Project:</b> Solana 101	<b>Parcel No.:</b> 298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b> February 2012
<b>Drawing:</b> Conceptualization Office Tenant Projecting Blade Sign	<b>View:</b>	<b>Scale:</b>	<b>Revisions:</b>

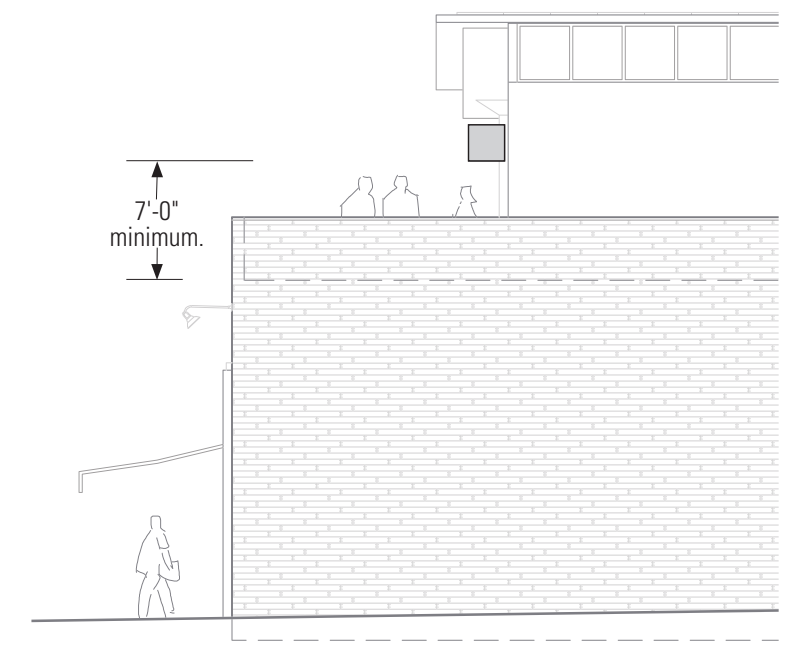
# Conceptualization

LEGEND	
<b>A</b> Commercial Monumentation	<b>F</b> Pedestrian Informational/Directional
<b>B</b> Tenant Directory	<b>G</b> Vehicular Informational/Directional
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**Option A:**

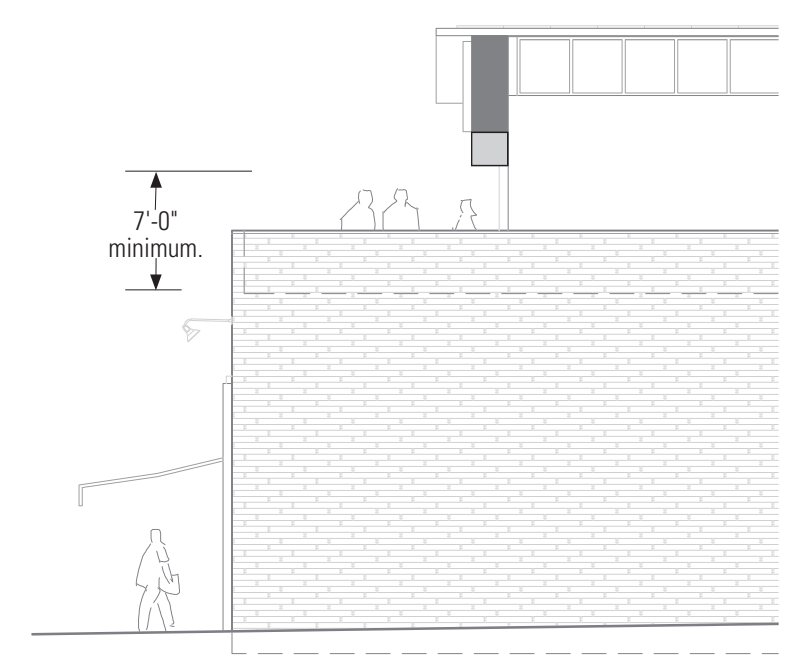
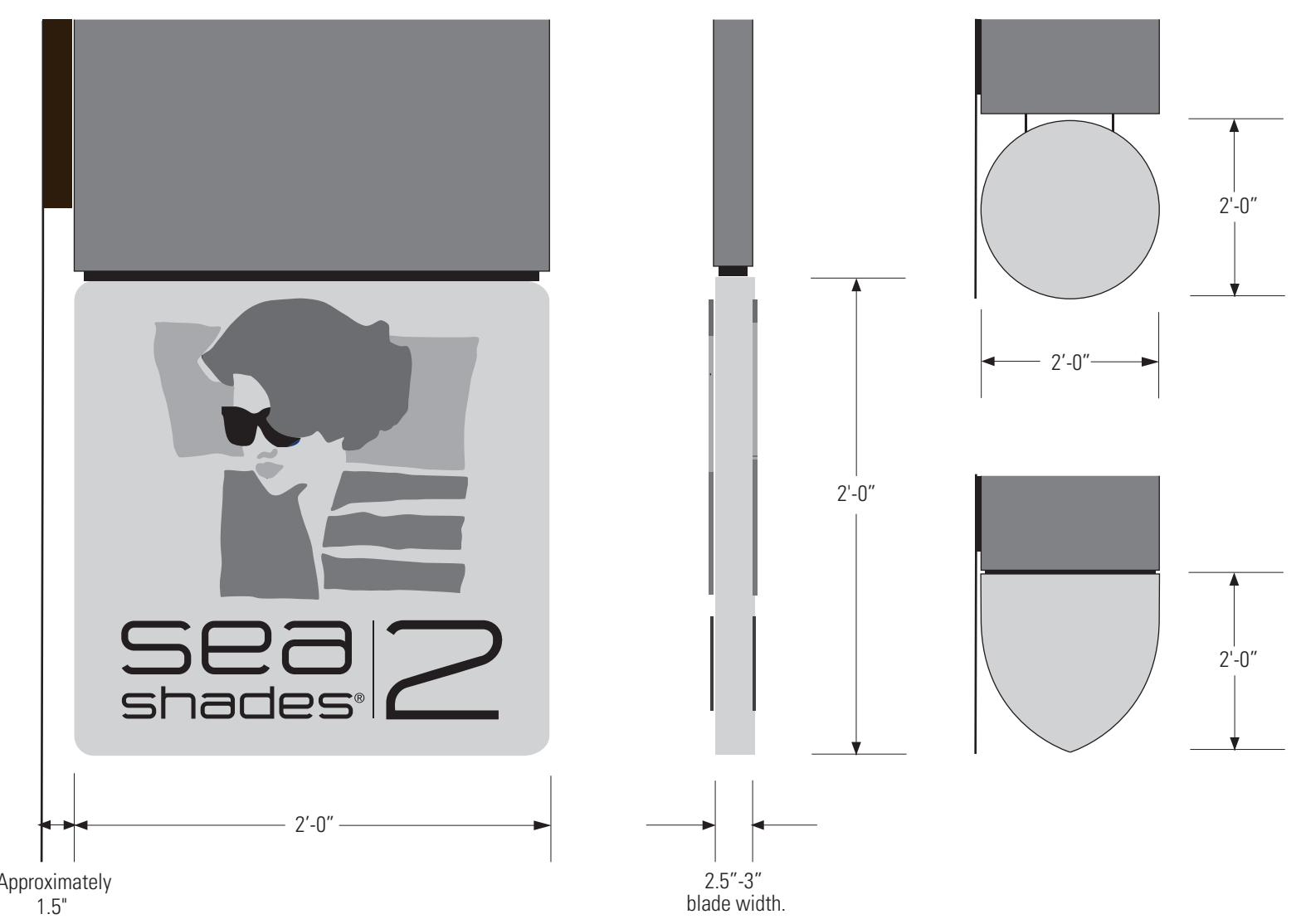


Custom, two-sided, projecting blade sign with custom wall bracket. Graphics to include tenant name and/or identity graphic elements reproduced as either flat or shallow dimension. Graphics identical side-to-side. Shapes of projecting blade signs may vary but cannot exceed 4 square feet per side (not including bracket) and 7" in overall depth. This sign should be installed with a minimum 7" clearance from the floor surface. The tenant's second, non-blade sign is restricted to a maximum installed height at or below the top of the suite's primary entry door.



**Option B:**

Other possible shapes:



**Notes:** All signs, materials, finishes, and placement are subject to review and approval of Solana 101 management and the City of Solana Beach.

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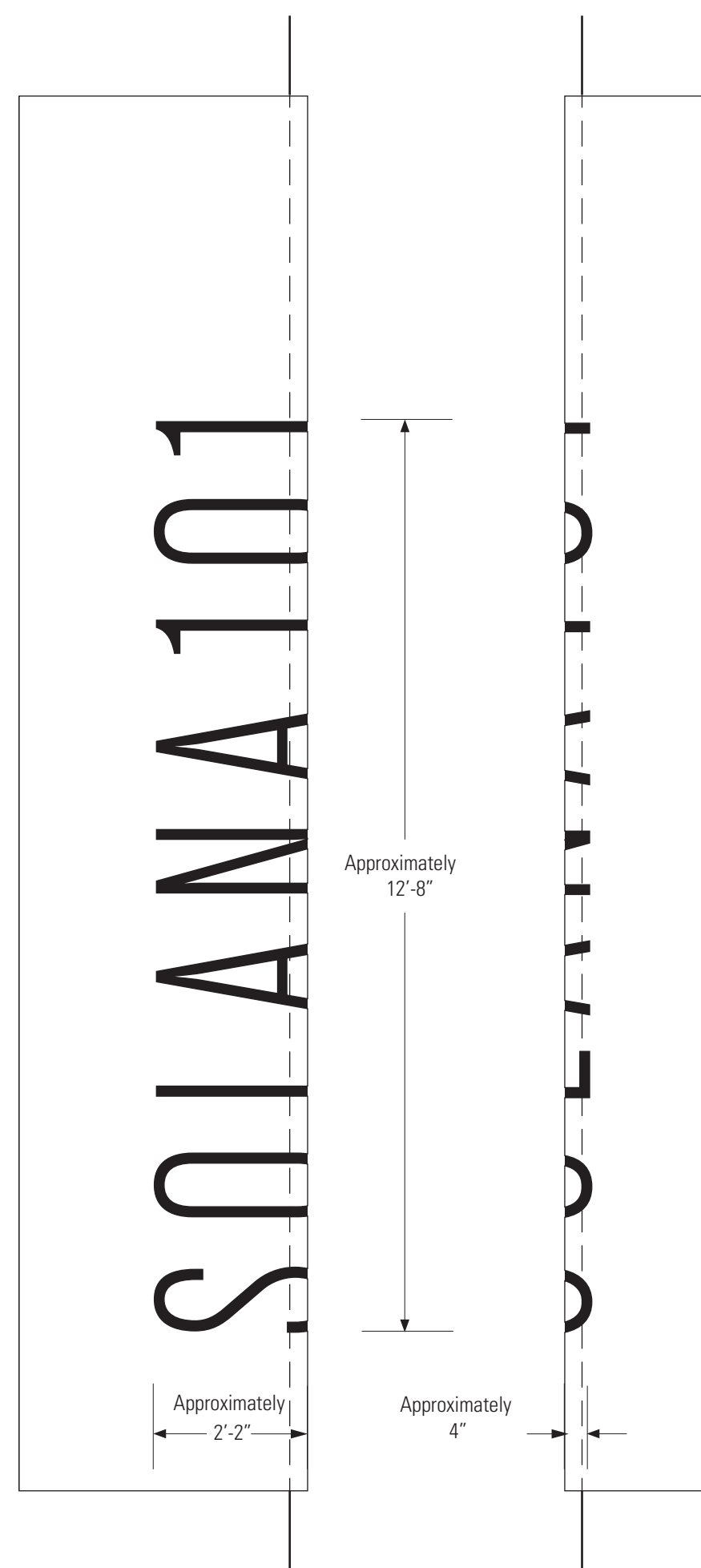
<b>Client:</b> American Assets Trust, Inc.	<b>Project:</b> Solana 101	<b>Parcel No.:</b> 298-052-06, 298-052-07, 298-052-08, 298-052-13, 298-052-14	<b>Start:</b> February 2012
<b>Drawing:</b> Conceptualization Residential Monumentation	<b>View:</b>	<b>Scale:</b>	<b>Revisions:</b>

# Conceptualization

LEGEND	
<b>A</b> Commercial Monumentation	<b>F</b> Pedestrian Informational/Directional
<b>B</b> Tenant Directory	<b>G</b> Vehicular Informational/Directional
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Front View:

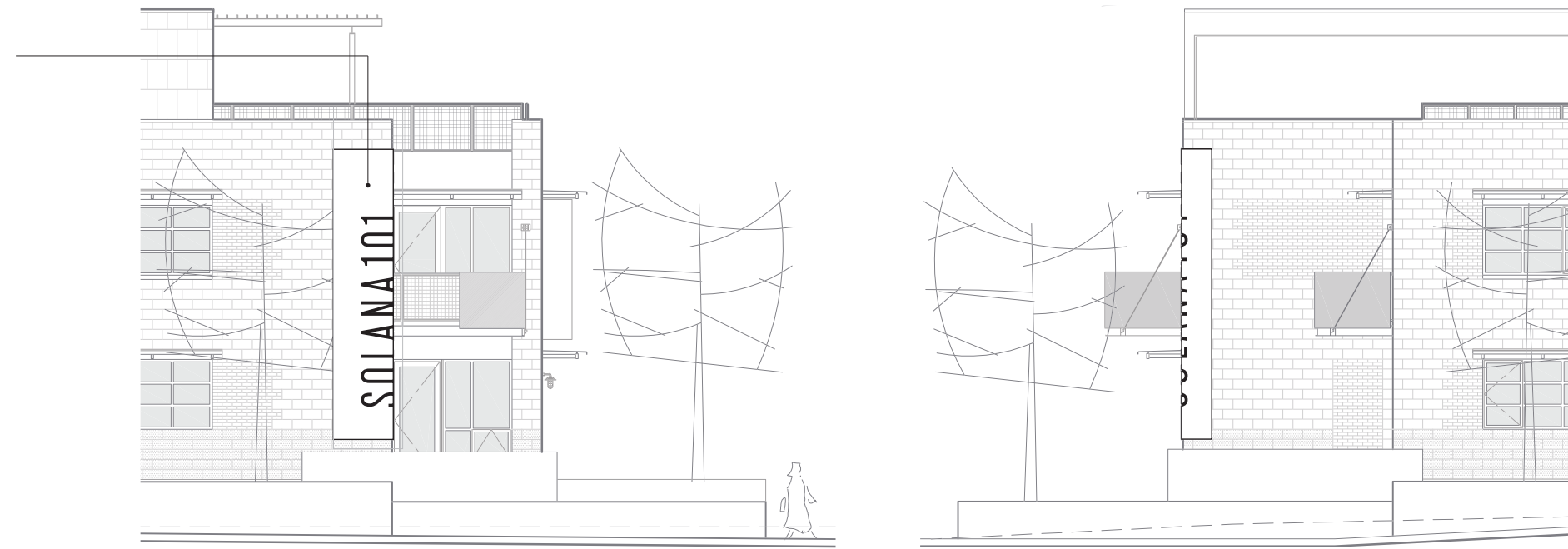
Side View:



**Option A:**

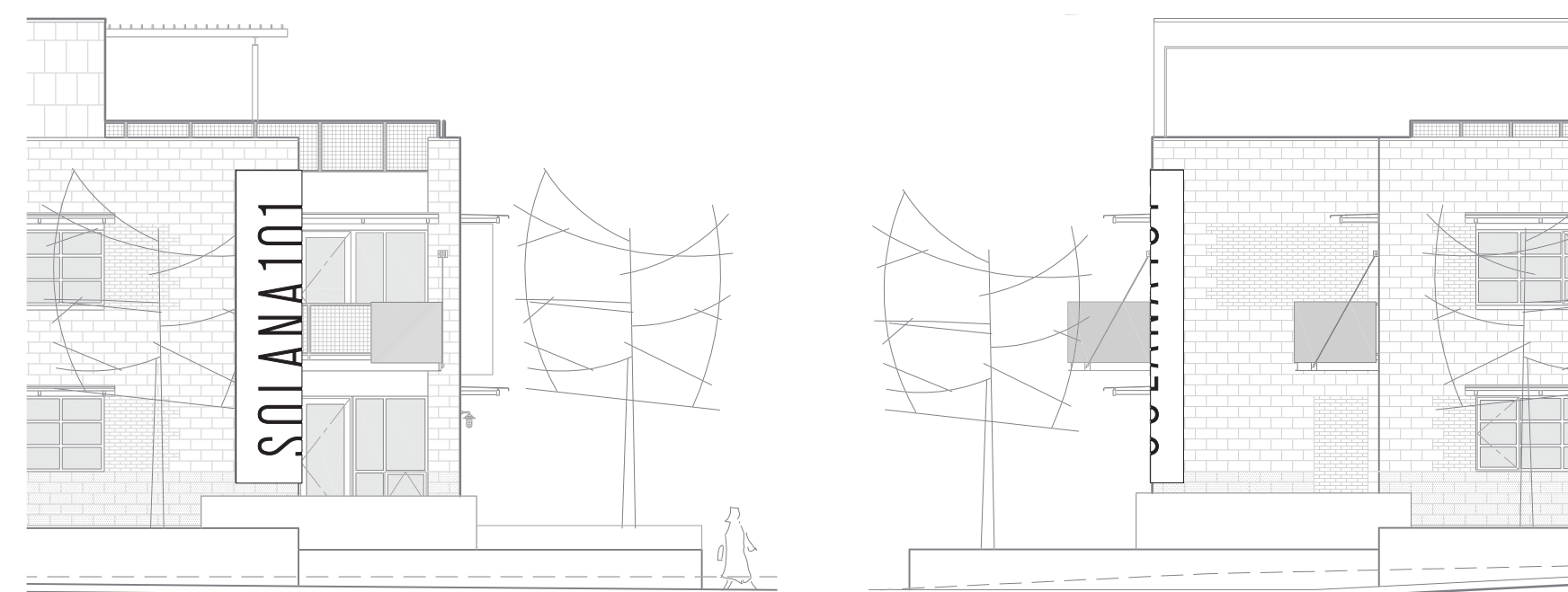
Up to 32 square feet.

Shallow-debossed or pierce-cut typography on vertical metal architectural element, peg-mounted off wall surface on building corner as shown. Graphics to include residential project name and/or project logo mark (TBD).



**Option B:**

Up to 64 square feet.



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