THE

DELMAR

PLAZA
The Del Mar Plaza
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Del Mar, California 92014

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PREFACE

The community of Del Mar is a special place on the Southern California coastline. Its small town atmosphere combines with a sophisticated resident population to create a unique commercial opportunity. Del Mar Plaza has developed out of several years of meticulous planning and creative consideration of community and environmental resources. The magnificent coastal setting and natural surroundings, together with a strong community-serving attitude have provided the inspiration for the project. The theme and image of the project has resulted from this inspiration and evolved into a unique retailing concept.

The physical character of the project is drawn from the scale and character of small buildings and shops along Camino del Mar, the city's main street. Thus, Del Mar Plaza is a collection of small, sensitively designed buildings which continues the character of Camino del Mar into publicly oriented plazas. From these public areas and adjacent eating establishments, residents and visitors share magnificent views of the city and the natural coastline beyond. Contained within the project are three levels of shops and restaurants built over ample parking concealed within the project. The composition of the plaza ranges from local merchants, to one of a kind shops, to premier eating establishments.

In summary, Del Mar Plaza represents a sensitive integration of retail and commercial use into the community fabric of a small town. The commercial potential derived from this unique concept is leading the industry in redefining the concept of retail projects and how they function to serve merchants and communities alike.
GENERAL INTRODUCTION

The character of Downtown Del Mar is largely derived from the expression of the individual Tenants and the architecture they have created along the street. Like the city itself, the Tenants at Del Mar Plaza will complete the environment by animating the unique architecture that has been created for the project. The Tenant Criteria Program was generated from a palette of design ideas that were found in Del Mar and other special places within small communities around the world. The design opportunities identified in the program have been developed to apply to specific areas of the project to enhance the creation of special places.

At the heart of this concept is a view of Tenant design as a creative process. In this process, the design contributions of the Tenant are characterized by an artistic distinction not normally found in the mainstream of today's commercial architecture. The emphasis on traditional artisan produced signs and details, as well as imaginative expressions of contemporary art forms, creates the texture and provides the special touches that set Del Mar Plaza apart.

The marriage of Tenant, Landlord, and the community within which they will live and operate is essential to the implementation of the project. The years of careful, creative development of this project create an inspiration and extend a challenge to Tenants to work with the Landlord and the community to complete this vision to its full expectation.
USE OF MANUAL

The Del Mar Tenant Program contains a wealth of design options and creative ideas for storefront design. A basic objective of the program is to focus these ideas and options on the creation of special places within the project. Specific design concepts are required at certain locations and restricted at other locations. The complex matrix of ideas requires that the Tenant pay careful attention to how the manual is organized and how it is used. The following statements outline the basic components of the program and their intended use:

1. GLOSSARY OF DESIGN ELEMENTS

The Glossary of Design Elements includes a comprehensive description of each of the design components for the project. The Tenant should review the Design Glossary to establish a feeling for the overall project character, and then concentrate on the area criteria to determine which component applies to his or her store.

REMEMBER: INDIVIDUAL TENANTS ARE NOT PERMITTED TO USE ALL OF THE COMPONENTS OF THE DESIGN GLOSSARY

2. THE AREA CRITERIA

The Area Criteria specifies the components of the Design Glossary that apply to individual Tenants by area. In addition, it includes special requirements for specific Tenants. The Area Criteria shall be used to obtain the specific requirements; then the glossary shall be used as a reference for the design requirements of each individual component.
3. SUPPLEMENTAL DOCUMENTS

Several elements of the Tenant program are either too specific or too cumbersome to be included in the Tenant Manual. This creates the need for supplementary materials to assist the Tenant in the design process. In all cases, the basic criteria governing the use of these materials are included in the Tenant Manual. Supplementary materials include:

A. COLOR PALETTE
   - A color palette is provided for use by Tenants as a guideline for color in each location.

B. SCHEDULE OF LIGHT LEVELS
   - An outline of requirements for illumination of storefronts, including a range of footcandles established for each location, will be provided for Tenant use.

C. STOREFRONT DETAILS
   - A package of example details for storefront construction will be provided for Tenant use.

D. TECHNICAL MANUAL
   - A Technical Manual is provided which includes the rules of construction, standards for interior construction, and technical information about the relationship of Tenant construction to the shell building.
4. SUBMITTAL AND REVIEW PROCESS

This section of the Tenant Manual explains the relationship of the Tenant and the Landlord in the review and approval of Tenant plans. In addition, it indicates the basic review steps required by the City of Del Mar. The Tenant must follow each step of the submittal and review process including all governmental processes to achieve the Landlord’s approval prior to construction.
STOREFRONT FORM

The form that an individual storefront takes defines not only Tenant space parameters, but such aspects as depth, shade, and profile of the opening. When storefront forms are repeated, they can give rhythm to the overall project facade.

The following are Design Options based upon specific locations within the project:

1A. RECESSED STOREFRONT PLANE
Placing the plane of a storefront behind the face of the Landlord's building creates an exterior zone. This exterior zone offers opportunities to incorporate storefront elements such as planters, displays and banners. The recessed storefront also gives a sense of dimension to the building facade.

1B. STOREFRONT AT THE BUILDING LINE
Storefront planes placed at the building line form an up front, highly visible facade. In this case, the perimeter of the storefront must be carefully detailed to distinguish the store facade from the Landlord's building and other Tenant spaces.
1C. RECESSED ENTRY
Recessing a store entrance behind the storefront plane creates a configuration that announces the doorway. This recessed configuration gives definition and a sense of formality to the statement of entry. The forward portion of the storefront accentuates the display area while framing the entrance.

1D. RECESSED DISPLAY AREA
A recessed display area is achieved by recessing portions of the storefront to create an exterior area large enough to encourage window shopping within the entry. This configuration is similar to the recessed entry in that it announces the entry, in addition to increasing display visibility.
IE. PROJECTING BAY
A projecting storefront bay can be formed without extending past the face of the Landlord's building or the Tenant's leaseline. This projecting form can be achieved by recessing the primary storefront plane and projecting out with a volume. This form can take the image of a bay window, a full height display element, or an element of the storefront itself.

IF. ARTICULATED STOREFRONT
Articulated storefronts use recessing and projecting elements to create a storefront with a highly varied form. This form is accomplished by moving portions of the storefront plane in and out behind the leaseline or by projecting varied volumes.
I.G. OPERABLE STOREFRONT

An operable storefront form creates a strong relationship between interior and exterior spaces and thus enhances circulation and display. Operable storefront systems include: horizontal sliding and bi-fold panel doors, vertical panel roll-up doors, casement windows, French doors, and decorative gates for exterior uses. In all cases, operable storefronts should be custom developed to achieve a special design concept. Standard gates and roll-up doors shall be used strictly for functional or security purposes, and are not appropriate to achieve the special design concepts required for operable storefront forms. The use of operable storefronts is limited to areas specifically designated as appropriate for this storefront form.

I.H. INTERIOR DOMINANT STOREFRONT

Transparency is emphasized in interior dominant storefront forms. Storefronts of this type find their character from prominent interior and display elements. Display elements and the interior should be designed to extend, or appear to extend, through the glazing of the storefront plane giving a high level of Tenant identity.
GENERAL REQUIREMENTS FOR STOREFRONT FORM:

• Recessed entry areas can be illuminated either by light spilling forth from the interior or from sensitively designed lighting within the recessed area itself. This light is sought to avoid dark unpleasant spaces.

• Projections are not allowed past the Tenant leaseline unless individual special approval is granted by the Landlord.

• No standard aluminum storefront systems are permitted. This shall include such systems as horizontal sliding panels and vertical roll-up doors or gates.
ENTRY DOORS

Storefront entry doors and their handles are very often the first tangible contact one has with a business. Important first impressions are formed from the image portrayed by the entry.

The following are Design Options based upon specific locations within the project:

2A. DOOR TYPES

2A.1 The swing door is a common form of entry with many styles and materials.

2A.2 Doors with sidelight panels provide a larger sense of entry.

2A.3 A fully glazed door is complementary to a transparent storefront.

2A.4 A Dutch door, where the top half of the door swings inward remaining open, while its bottom half remains closed, provides exterior relationships.

2A.5 Horizontal sliding and bi-fold panel doors emphasize interior and exterior relationships.

2A.6 Decorative roll-up doors permit open merchandising and convey a special storefront design concept.

2A.7 Ornamental metal gates can be used in conjunction with weatherproof door systems to add interest to open storefront concepts.
2B. SINGLE DOOR ENTRY
A single door entry is typically a 3'-0" opening. A swing type door is usually used with this entry form. A wide selection of swing style doors is appropriate, including wood framed, fully glazed, multi-light and wood panel doors.

2C. DOUBLE DOOR ENTRIES
A double door entry is typically a 6'-0" opening. This entry form can incorporate swing-type doors, horizontal sliding, or bi-fold panel doors.
2D. MULTIPLE ENTRIES
Multiple entries can sometimes be incorporated into larger storefronts. When this entry form is used for retail Tenants, the width of all entry openings cannot exceed 50% of the overall storefront width.

2E. SLIDING OR ROLL-UP DOOR ENTRIES
In special locations, an open front is permitted. This entry form requires the use of special doors to establish a distinct design effect. Sliding panel doors, bi-fold doors, or roll-up doors should be custom designed to achieve this open concept.
ENTRY DOORS

2F. DEFINED ENTRY ELEMENT

A defined entry element serves the purpose of making a prominent statement of entry. The concept goes beyond the typical recessed entry door by creating a three-dimensional form that surrounds the entry. This dimensional form should be a detailed architectural framework incorporating a door type which is integral to the concept.
ENTRY DOORS

GENERAL REQUIREMENTS FOR ENTRY DOORS:

• Tenant storefront doors shall not swing past the leaseline into the public right-of-way. However, some doors may project into the quasi, project public space provided special Landlord approval is granted.

• Opening widths and door swings are to adhere to all Uniform Building Codes and City Building Codes.
The glazing system is usually the central and largest component of a storefront. It provides visual connections between the Tenant spaces and the public areas.

The following are Design Options based upon specific locations within the project:

3A. MULTIPLE PANE—TRADITIONAL
Traditional multi-pane systems divide their glazing into a pattern of panels articulating smaller scale proportions within their design. Traditional patterns usually are symmetrical and repetitive in form. The framing elements of a traditional, multiple pane system have a substantial character and detailed expression.

3B. MULTIPLE PANE—CONTEMPORARY
Contemporary multi-pane systems like their traditional counterparts divide their glazing areas into a series of panels. While the concept of dividing the glazed area is similar, the patterns expected in a contemporary design are quite different. Contemporary patterns are often asymmetrical and less predictable. Glazed areas are often divided into larger scaled panels. The framing elements of this system can take many expressive forms including a minimal frame as well as a more substantial detailed element.
3C. LARGE GLASS PANELS
This glazing concept minimizes the number, size, and detail of framing components, focusing attention on the transparent quality of the system. The concept is to achieve large display windows within a slender, proportioned framing system.

3D. BUTT JOINT GLASS
A butt joint glazing system conveys an open contemporary look. In areas where butt joint glazing details are determined appropriate, they shall be installed so that no sash material provides separation between abutting sections and corners. In general, butt joint glazing should occur within a storefront framework, and not span the full vertical or horizontal distance of the storefront opening.
3E. OPERABLE GLAZING PANELS

To strengthen the relationship between the interior and exterior of a Tenant space, operable windows can be incorporated in a storefront glazing system. Casements, horizontal sliding panels, awning windows, and vertical roll-ups are examples of operable glazing systems.

In areas where operable systems have been designated as appropriate, the following criteria shall be met:

3E.1 Operable systems shall be custom designed and fabricated for individual storefronts from either metal with a baked enamel finish or wood materials. Standard aluminum systems of any kind are not permitted.

3E.2 All operable glazing systems shall be designed to provide clear, unimpeded space outside of the leaseline, up to a height of 8'-0" above the finished floor.
GENERAL REQUIREMENTS FOR GLAZING SYSTEMS

- Where required by code, storefronts shall use tempered glazing.
- Tinted, mirrored, or reflective glazing shall not be permitted in any area.
- Pre-fabricated anodized aluminum systems are not permitted.
BASES AND BULKHEADS

A carefully designed base or bulkhead establishes the relationship of the storefront to the ground plane. It also contributes to the visual composition of the storefront and provides a physical separation between interior and exterior spaces.

In all areas a minimum height base is defined and often a maximum height bulkhead is specified. All storefronts shall have some form of a hard, durable, exterior finish base with a minimum height of 4".

The following are Design Options based upon specific locations within the project:

4A. MINIMAL BASE

In many areas the separation between the interior and exterior should be minimized and a low height, simply detailed base is specified. Storefront glazing should be inset into the base material, or be set in an appropriate sill plate designed to set on the base material. This type of base will contribute to a more contemporary storefront statement.
4B. TRADITIONAL BULKHEAD
A bulkhead is different than a base in that it extends higher and is designed as an integral part of the storefront above it. A bulkhead may have a contemporary flair; however, it is typically associated with traditional detailing. Decorative mouldings, grillworks, rich materials, and raised panel construction in painted or stained wood are details that will create a traditional bulkhead.

4C. VARIABLE DIMENSIONED BULKHEAD
A variable dimensioned bulkhead is a contemporary variation of the traditional bulkhead form. Where traditional bulkheads have a consistent height and depth, the variable dimensioned bulkhead varies in height and depth and often relates to asymmetrical surfaces in the storefront above.
4D. INTEGRATED LANDSCAPE BULKHEAD

Storefront bulkheads provide design opportunities to integrate landscape into the storefront form. Since landscape is an important element in the design at Del Mar Plaza, Tenant provided landscape will be encouraged in many areas. Bulkhead planters can serve both as a visual base to the storefront as well as landscape accents. Bulkheads can also provide deep sills where landscape can be displayed in individual pots.

GENERAL REQUIREMENTS FOR TRADITIONAL BULKHEADS:

• NOTE: In a few locations, the Landlord's building provides a pre-determined 'stemwall base across the storefront. This condition occurs in locations where external paving elevations are not on the same plane as the Tenant's interior slab. The Tenant will be responsible for integrating the stemwall base into their storefront design as well as providing an appropriate finish to the base.

• All storefronts shall have some form of a hard, durable finish material base with a minimum height of 4" required.

• In all areas a minimum height base is defined and often a maximum height bulkhead is specified. All storefronts shall have some form of a hard, durable, exterior finish base with a minimum height of 4".
MATERIALS AND DETAILS

A well executed facade is composed of materials of enduring quality and fine detailing. A limited number of materials have been identified for use at Del Mar Plaza to respond to the local context. This material palette will be applied within known and respected patterns, resulting in a coordinated, quality environment.

The following are Design Options based upon specific locations within the project:

5A. WOOD

Wood is the most common material used in traditional storefronts and can respond to contemporary applications as well. Wood as a material is used for base panels, door frames, glazing systems, columns, pilasters, sign fascias, trim elements, and architectural embellishments.

Exterior wood surfaces at Del Mar Plaza require a protective finish of paint, stain, or a clear wood preservative sealant such as penetrating silicone. Quality hardwoods are required to ensure the highest level of finish in painted, stained, and clear sealed surfaces.

Wood Finishes Include:

5A.1 Painted Finish

Color accent can be introduced to the storefront design by using a painted finish on wood elements. In some areas of Del Mar Plaza a lacquered paint finish is required. Generally, a semi-gloss enamel paint is appropriate.
5A.2 Stained

Light and medium oil stains can be used on wood storefront elements. The use of stains enhances the natural beauty of quality wood, and complements other types of building materials found throughout Del Mar Plaza.

5A.3 Natural Clear Finish

In some cases natural clear finishes on wood storefront elements are appropriate. Wood that does not receive a paint or stain finish must have a clear preservative sealant applied. This sealant will ensure a high quality exterior finish and help maintain the natural look of the wood.
5B. METAL

There are a diverse number of appropriate metal applications and finishes. Some uses for metal within storefront design include framing components, glazing systems, moulding, trim, decorative grill work, and hardware.

All metals that are used in storefronts shall be detailed to conceal seams and overlapping joints. Where metal surfaces meet other metal surfaces or other materials, seams shall be detailed and installed to provide even, straight joints.

Metal Finishes Include:

5B.1 Polished Metal

Highly polished semi-precious metals such as brass, chrome, and copper, as well as metal leafing, can be highly effective as storefront materials. Appropriate use of these materials include elements such as moulding, hardware, signage, and trim. In general, polished metals should be used for accenting or highlighting a storefront design, and not as a primary material. If large areas of polished metal are determined appropriate, the quality and thickness of the material shall be substantial enough to avoid “oil canning” due to uneven reflective surfaces. In all cases, polished metals should be the real material and not a simulated look such as anodized or laminated finishes.
5B.2 Non-Polished Metal
A natural metal finish can provide a soft, non-reflective look, that adds elegance to storefronts. Examples of non-polished metal finishes include unpolished brass, stainless steel, brushed or sandblasted metal, and bronze.

5B.3 Patina Metal Finish
Metals that have either a natural or controlled patina can be effective as a storefront material. Different metals will provide various colors and patterns when a patina finish is used. The most common example of this is the natural look achieved by allowing copper to age. The natural variegated finish of patina metal will complement most materials found in Del Mar Plaza.

5B.4 Painted Finish
Just as painted wood elements within a storefront will provide interesting color accents to the design, so will painted metal. Painted metal must have a factory applied, baked enamel finish that will provide a deep sheen expressive of a high quality finish. In approved exceptions, where a factory application is not feasible, an electro-static paint technique shall be used to maintain a high level of quality and durability.
5B.5 Special Metal Finishes

Unique finishes such as rusted steel, specially treated metals, and etched or imprinted metals will be considered to achieve special design objectives. Special approval for use of these finishes will be considered on an individual basis by the Landlord and his Design Consultant.

5B.6 Ornamental Metal

Wrought and formed metals can be used to create ornamental detail. Applications for decorative metal include such things as signage brackets, bulkhead panels and planting surrounds, as well as filigree metal patterns incorporated on doors, glazing systems and cornice elements of the storefront.
5C. STONE

Granite, marble, and field stone contribute highly to the character of Del Mar Plaza. Stone provides a wide range of textures, color, and patterns that allow Tenants to enhance the project image. The natural variation found in stone gives a richness to storefronts that incorporate its use.

Stone is a durable material that functions well when used in storefront applications such as bases, bulkheads, trim, fascia panels, and paving.

STONE FINISHES INCLUDE:

5C.1 Natural Finish Stone

Stone with an expressed natural grain can provide an elegant finish that is appropriate for both traditional and contemporary stores. Natural unpolished granite and marble, as well as hewn, carved, split face, or sandblasted stone can be used to accomplish a natural finish. Proper detailing will be required to meet high quality standards. Careful attention shall be given to connection details between natural stone and other materials.
5C.2 Polished Stone

Polished stone, such as granite, marble, etc. can be used to achieve an upscale contemporary look or provide a rich traditional quality based upon the method of detailing. Generally, polished stones should be used in moderation for special detail and accent. Polished stone should not be the predominant material in the design of a storefront.

Where polished stone is used, an eased and polished edge at all corners and joints is required. A definitive edge must be established where polished stone meets another material. The minimum edge detail acceptable when dealing with polished stone will be a metal reveal or a controlled caulk joint. Depending upon the design, a more elaborate edge detail may be required.
5D. CERAMIC TILE
Ceramic tile can be used to bring an informal graphic quality to a storefront design. It should be used in moderation primarily for details and accents. The patterns, colors, and application of ceramic tile shall be carefully controlled.

Examples of Ceramic Tile Include:

5D.1 Malibu Tile
Malibu tile refers to custom artisan glazed tile in stylized patterns. A range of colors and patterns is available. Appropriate trim and detail shall be used to insure a high level of material quality in the installation of these tiles.

5D.2 Contemporary Tile
Porcelain or ceramic tile in glazed or matte finishes can be used for storefront accents and details. A limited range of colors and patterns will be accepted when using this material. Appropriate edge details shall be employed when ceramic or porcelain tile is used.

5D.3 Mosaic Tile
Mosaic tile is small and intricately detailed and can be used to create colorful graphic patterns which add detail and interest to the storefront. The small scale and expressive character of mosaic tile is well suited as an accent material.
5E. BRICK MASONRY

Brick masonry materials are very hard and durable surfaces that are made up of individually installed units usually placed in front of a separate structural system, and in essence function as a veneer. The durability of the material makes it well suited for storefront applications such as bulkheads, pilasters, columns, floor paving, lintels, and sills.

5F. TERRAZZO

Terrazzo is an elegant stone-related material produced from a combination of colored marble and aggregate stones mixed with cement. The material is typically used for floor paving. Terrazzo can be custom patterned and incorporate metal inlays such as letters and numbers.
5G. ORNAMENTAL GLASS
Ornamental glass can be incorporated into storefront design to create interest and variety in storefront glazing systems. Examples of ornamental glass include: beveled, stained, leaded, etched and sandblasted glass, as well as glass block. Successful use of this material includes such applications as door lights, glazing panels, transom panes, and signage forms. Ornamental glass can be combined with sensitive illumination to create dramatic lighting effects.
MATERIALS AND DETAILS

PROHIBITED MATERIALS

• The following materials are not permitted in storefront construction unless used to achieve specific design objectives. In such cases, special approval of the Landlord is required.

  – Plastic and metal laminates
  – Plexiglass
  – Plastics
  – Anodized or mill finished aluminum
  – Painted gypboard on exterior surfaces
  – Vinyl or wall coverings of any kind on exterior surfaces
  – Distressed woods such as knotty pine or pecky cedar
  – Smoked, tinted, or mirrored glass on exterior surfaces
MATERIALS AND DETAILS

GENERAL REQUIREMENTS FOR MATERIALS AND DETAILS:

• A minimum coefficient of friction of .6 shall be required for all floor paving materials in recessed entry locations.

• A durable hard surface material equal or similar to the exterior flooring shall be continued into the store interior to a minimum 4'-0" beyond the entry doors.

• All hardware used on storefronts shall be of top quality and a durable exterior material.

• All wood used in storefront construction shall be kiln-dried and mill-quality finish.

• Clear grade hardwoods shall be used for all painted, stained and natural finished wood.
ARCHITECTURAL ORNAMENTATION

Architectural ornamentation can provide intricate detail and decorative features which enhance and add character to the storefront design. Ornamentation should be carefully planned and articulated to read as an integral element of the design and not simply an applied element.

The following are Design Options based upon specific locations within the project:

6A. VERTICAL ELEMENTS
Vertical elements within a storefront play an important role in balancing the horizontal elements such as the bases, display areas, and fascia panels. Vertical elements which express an ornamental quality can add interest to the storefront design. Ornamental treatment of vertical elements can apply to such things as pilasters, piers, columns, corner stone edge details, and narrow proportioned display elements.

6B. HORIZONTAL ELEMENTS
Elements that are horizontal in character give definition to storefront areas and provide design integrity. Such horizontal elements often include ornamentation and thus add detail and interest to storefront design. Horizontal components such as transoms, lintels, cornice lines, and fascias can incorporate ornaments such as dentils, frieze, decorative mouldings, and raised wood detailing. Horizontal elements with ornamentation can be highly creative in expressing both contemporary and traditional styles.
6C. STOREFRONT OPENING FRAMES
At specific locations, Tenant openings can have an overlapping edge frame that is designed as an integral component of the storefront. This edge frame outlines the opening, expressing the profile of the storefront. The material and dimensional requirements for this detail will be addressed within the Supplemental Technical information.

6D. SCULPTURAL EMBELLISHMENTS
Three-dimensional sculptural objects can be incorporated into special types of storefronts to achieve unique design objectives. Sculptural embellishments include such things as decorative finials, recessed and bas-relief castings, medallions, and other creative art forms.
COLOR AND FINISH

Color is often the most visible expression of a Tenant's individuality. The highly visible nature of this design component requires that special attention be given to the selection of colors.

A building palette has been identified for Del Mar Plaza. Color schemes for storefronts shall complement and accent the finishes and colors found in the surrounding fabric. A supplemental color palette will be provided for use as a color guideline to assist Tenants in selecting proper colors. Appropriate colors for Tenant storefronts are described in general terms below.

The following are Design Options based upon specific locations within the project:

**7A. NATURAL COLORS**
The natural color of materials such as polished metal, clear finished hardwoods, marble, stone, and other non-painted surfaces should establish the color theme of some storefront designs. Painted surfaces for stores with predominantly natural materials shall be neutral tones which serve as complements.

**7B. NEUTRAL AND EARTH TONE COLORS**
For the purpose of this criteria, neutral earth tone colors refer to basic soft tone colors such as white, cream, beige, and a limited range of earth tones that are appropriate to the project. Earth tones include tans, light browns, and some rust tones and special greens which convey a subtle natural tone. Dark or drab colors such as heavy browns, greens, and oranges are not acceptable.

**7C. DEEP TONE COLORS**
Deep tone colors such as teal blue, burgundy, and hunter green express a strong traditional character and sense of quality and prominence.
7D. PASTEL COLORS
The use of pastel colors should be highly controlled. They should typically be used as accent colors or in limited fields and be expressed in subtle tones. Strong pastels such as bright pinks and baby blues are not considered appropriate.

7E. BRIGHT SATURATED COLORS
In appropriate locations, bright saturated colors can be used to accent detail and highlight storefront designs. Primary and secondary colors are included in this category.

GENERAL REQUIREMENTS FOR COLOR:

- All colors to be used in a storefront shall be submitted and approved by the Landlord's Design Consultant.

- An on-site color test sample shall be provided by the Tenant if so requested by the Landlord's Design Consultant.
SIGNAGE

Due to the impact that signage has on a community and the individual Tenant image, carefully designed and executed solutions are required. Signage shall be designed to insure appropriate and sensitive responses. Signs must be imaginative and have a high level of craftsmanship.

The following are Design Options based upon specific locations within the project:

8A. BLADE SIGNS
Two and three dimensional blade signs projecting perpendicular to the storefront provide exciting signage opportunities. They project from the storefront or, in select cases, from the Landlord's building adjacent to the Tenant space. Blade signs shall have a quality of artistic distinction, and incorporate creative graphic forms. Blade sign's form and detail are encouraged to be representative of the Tenant's image. These imaginative custom signs will provide charming accents to Del Mar Plaza.

Blade signs have been identified for use by individual area criteria for Del Mar Plaza. The following requirements will apply when blade signs are used:

8A.1 The maximum allowed area for two or three dimensional blade signs shall be sixteen cubic feet. To insure appropriately proportioned blade signs, the cubic envelope shall not exceed four feet in any one direction. The sixteen cubic square foot envelope shall not include the bracket or suspension structure.
8A.2 Acceptable blade sign materials include painted, polished, and patina metal, painted and stained wood, glass and inlaid stone.

8A.3 Blade signs may use a halo form of neon or other special forms of illumination. All blade sign illumination shall be within the restraints of the individual area lighting criteria.

8A.4 The lowest point of any blade sign must be 8'-0" above the finished floor.

8A.5 Where bracket connections are Tenant provided, the bracket design shall be integrally planned and detailed with the blade sign form and shall be highly ornamental in nature.

8A.6 Where blade signs attach to the Landlord's building, the working documents for the project shall indicate all connection locations and structural parameters.

8A.7 Generic symbol blade signs shall be used in limited, special areas of Del Mar Plaza. These generic blade signs will symbolically promote special areas of the project. The maximum allowed area for generic blade signs shall be nine cubic feet.
8B. ARCADE SIGNS

A two or three dimensional arcade sign can be suspended from the Landlord's structure, either parallel or perpendicular to a storefront. This signage form provides similar graphic possibilities as blade signs. Arcade signs often appear in a repetitive alignment giving a pattern and rhythm to the specific area.

Where arcade signs are identified for use at Del Mar Plaza, the following criteria shall apply:

8B.1 The maximum allowed volume for arcade signs is sixteen cubic feet. Appropriately proportioned arcade signs shall be achieved by the cubic envelope not exceeding six feet in any one direction. The sixteen cubic foot envelope shall not include the suspension bracket structure.

8B.2 Acceptable arcade sign materials shall include painted, clear and stained finish wood; painted; polished and patina metal; glass; and inlaid stone.
SIGNAGE

8B.3 Arcade signs may use a halo form of neon or other special forms of illumination. All illumination shall be within the restraints of the lighting criteria for that specific area.

8B.4 The lowest point of any arcade sign must be 8'-0" above the finished floor.

8B.5 Where arcade signs attach to the Landlord's building, the working documents for the project shall indicate all connection locations and structural parameters.

8B.6 All connection brackets shall be provided by the Tenant. The design of all brackets shall be highly ornamental and integral to the design of the sign.
8C. SIGNS ON GLAZING

Glazing signs provide an elegant signage form. The smaller scale painted signage placed on glazing elements or doors, positioned at eye level, can be particularly effective. Glazing signs are often used together with larger scale signs on fascias, awnings, or suspended brackets.

Lettering and logos may be applied directly onto glazed areas of the storefront based upon the following requirements.

8C.1 Letters are to be a maximum height of 10".

8C.2 The total area of the sign, inclusive of logo and lettering, shall be no larger than 40% of the total glazed area upon which it is applied or 12 square feet whichever is smaller.

8C.3 Glazed sign techniques acceptable for use at Del Mar Plaza are sandblasted and etched glass, professionally painted lettering, metal leaf, and stained glass.
8D. LIT GLAZING SIGN PANELS

Lit glazing is a form of signage that has etched or beveled letters and logos in the field of glass and is either backlit or edge lit. The illumination enhances the cut signage design. Lit glazing signs introduce color and illumination in a creative yet elegant manner.

The following parameters shall be met when lit glazing signs are used:

8D.1 Letters shall not exceed 10" in height.

8D.2 All ballasts, support mechanisms, and other non-illuminated elements must be concealed from public view.

8D.3 The length of glass panel shall not exceed \( \frac{1}{5} \) of the overall storefront length or a maximum area of 12 square feet.
8E. INDIVIDUAL LETTERS

Individual letters are a common and effective sign type. Individual letters shall be made of metal or painted wood. A metal letter has a variety of finish options including polished, painted, and patina. Individual letter signs are generally pegged out from the fascia or another opaque storefront surface. The pegging technique adds depth, shade, and texture to the individual letter signs.

The following criteria will apply when individual letter signage is used:

8E.1 Individual letters shall not exceed 14” in height, with the first letter capitals able to have a maximum height of 16”. This does not apply to special monument signage permitted at prescribed locations within the project.

8E.2 Signs using individual letters shall not exceed in length ½ the overall length of the storefront.

8E.3 Individual letter signs shall have no more than two stacked lines nor exceed a maximum area of 15 square feet.

8E.4 Reverse channel “halo” illuminated letters that are solid forms lit from behind are acceptable in areas where the lighting criteria allows.

8E.5 Remote illumination from lights mounted on the surface of the storefront is permitted based on area locations provided the light source is carefully designed as an integral feature of the storefront. Strictly functional lighting shall be reasonably concealed from public view.
8F. PLAQUE SIGNS

Plaque signs are a traditional form of signage that has the capacity for contemporary applications. Plaques provide a smaller scale pedestrian sign that is typically mounted directly on an architectural surface at eye level or below. Plaque signs occur on the Tenant storefront or on the shell buildings at locations prescribed by the Landlord.

The criteria that is applicable when using a plaque sign is as follows:

8F.1 Bas-relief or raised three-dimensional forms are encouraged in the design of plaque signs.

8F.2 Plaques shall not exceed 6 square feet in area with letters being limited to a height of 10".

8F.3 Materials appropriate for plaque signs are wood and metal, with painted, polished, or patina finish.
8G. AWNING SIGNS

Where awnings and shade devices are part of the storefront design, signage can be applied to the awnings per the following criteria:

8G.1 Letters shall be a maximum height of 14" and located on the front face or valance element of the awning. Letter signs shall not exceed 20% of the total awning area.

8G.2 A logo image may be incorporated into the signage design provided the total image does not exceed 30% of the total awning area. Logos are limited to generic form and may not incorporate descriptive language related to Tenant advertising.

8G.3 Letters and logos shall be sewn or silkscreened onto the awnings in a contrasting color within the approved project palette.
8H. EXPOSED NEON

Exposed neon signage can serve as a unique accent to a storefront design. In addition to signage, some areas can use neon to accentuate forms of the storefront and enhance the Tenant's image. In general, the use of neon signs should be limited to small areas to maintain the sophisticated controlled image of Del Mar Plaza.

Where neon is used, the following criteria shall be met:

8H.1 Neon signs shall be controlled by a neon-type dimmer that controls brightness.

8H.2 All ballasts, support mechanisms, and other non-illuminated elements must be concealed from public view.

8H.3 Where area criteria specifies, neon is to be placed behind glazing.

8H.4 Neon color shall be respectful of the color palette identified for that area. Accent colors will be accepted but harsh vibrant tones will not be allowed.
81. FASCIA PANEL SIGNS

Fascia panel signs, located on the upper portion of the storefront, provide a form of primary storefront signage. They are often combined with smaller, more intricate signage directed at pedestrian's eye level.

Although this type of signage is identified as a larger scale form, it is limited in size and proportion. The following requirements apply:

81.1 The length of all signage placed on a fascia panel shall be a maximum of \( \frac{2}{3} \) the width of the Tenant's overall space width.

81.2 The height of individual letters shall not exceed 14", with the first letter capital a maximum of 16".

81.3 The fascia panel design and finish shall be integrated with the total storefront design.

81.4 Individual letters shall not exceed 7" in depth from the face of the surface upon which they are mounted.

81.5 Remote illumination of panel signs from lights mounted on the surface of the storefront is encouraged provided the light source is an integral element of the store design.
81.6 Materials accepted for use as fascia panel signs include cast stone and wood panels, individual metal and wood letters, neon, and custom ceramic tile.

81.7 Letters shall not be closer than 6" from the top of the Tenant's opening.

81.8 Letters shall not be closer than 2'-0" from the side edge of the Tenant's opening.

8J. CERAMIC TILE PANEL SIGNS

Custom glazed ceramic tiles can be used to create signage panels which incorporate individual letters. Two techniques for accomplishing this are:

8J.1 Sign panels constructed of custom glazed tile with intricate detail provide an interesting form of signage. Patterns and color will be highly controlled with the emphasis on artisan craftsmanship.

Ceramic tile panel signs are a specialized sign type and thus subject to the following criteria:

- All patterns shall be of custom glazed tile or artisan crafted patterns of Malibu Tile.

- All panel sign forms shall be defined by a raised trim detail surrounding the perimeter to delineate the subject area.
8J.2 Sandblasted tile signs are developed by a custom technique. This technique takes glazed tile, masks a letter or design onto the tile, and sandblasts the face to expose the natural terra-cotta material beneath the glazing. This process leaves the masked area with the glaze intact to form the signage design.

Ceramic tile signs are a specialized sign type and thus subject to the following criteria:

- The maximum letter height for any ceramic tile signage element shall be 10".
- The maximum square footage of ceramic tile sandblasted signs is six square feet.
8K. SIGNS ON UMBRELLAS AND SHADE DEVICES

Furnishings such as umbrellas, tables, and shade devices that Tenants provide on terrace areas at stores and restaurants can incorporate signs and logos that identify the Tenant. Where such signs are proposed, the following criteria shall be met:

8K.1 Multiple signs shall be comprised primarily of logos, insignia, corporate shields, or crests.

8K.2 The maximum square footage of signage elements on individual furnishings or fixtures shall be 3 square feet.

8K.3 All signage shall be graphically integrated with the furnishing or fixture form and professionally fabricated or applied.

8K.4 Where individual letters are used, they shall be a maximum height of 10'.
SIGNAGE

PROHIBITED SIGN TYPES

The following sign types are prohibited for Tenant use:

• "Can" signs with an illuminated translucent background and silhouette letters.

• Vacuum formed plastic lettering.

• Plexiglass channel letters.

• Plastic materials including acrylic letters or plexiglass panels.

• Standard sandblasted wood signs in natural wood finish with painted, raised letters and/or logos. Exceptions may be granted for carved and painted wood signs that are artistically creative in their expression of three-dimensional detail.

• Vinyl letters applied to glazing or other storefront surfaces.

• Signs employing luminous painted paper or cardboard, stickers or decals hung around or behind storefront glazing.

• Signs employing exposed raceways, ballast boxes, transformers, crossovers, or conduits.
SIGNAGE

GENERAL REQUIREMENTS FOR STOREFRONT SIGNAGE:

• All storefronts shall be limited to a combination of two signage types selected from the specified area criteria.

• Individual size parameters are defined in the above criteria by sign type. In addition, the combined total signage area allowed for any storefront is a maximum of 15% of the total storefront area. One exception is Tenants with square footage over 3,000 square feet may have an additional sign located at the street frontage of the project per the specific plan. The sign type and size shall be consistent with the criteria identified for that area.

• Signs that are less than two square feet in area shall not be included in the total signage area allowed. This pertains to miscellaneous signs such as business hours, logos, suite numbers, and emergency information.

• No advertising including banners, pennants, product names, insignia, trademarks, or other descriptive or promotional material may be affixed or maintained on the glass panes and supports of show windows, doors, or exterior walls of the storefront.
INTERIORS AND DISPLAY

Tenant spaces shall provide display and interiors that promote pedestrian interaction. The interior and display components should be identified as a strong design tool that can provide an expressive individual image.

9A. INTERIOR DISPLAY ZONE

In some locations the storefront will be required to extend into a designed display composition that continues beyond the storefront glazing. This interior display incorporates permanent custom fixtures and forms that are physically integrated into the storefront composition. Foreground and background should be established to articulate the display zone and its relationship to the storefront. The art of merchandising displays should be carefully analyzed and be perceived as a creative stage-set.
9B. EXTERIOR DISPLAY ZONE

In specific areas storefront forms create an exterior area that functions as a display zone. Elements that are considered for use in this display area include custom fixtures, designed merchandise, and landscape accents.

The exterior display zone should strengthen the design relationship between the interior and the exterior space. This exterior area should be regarded as a foreground to the Tenant’s space composition and be designed with a high level of integrity. Random merchandising techniques will not be considered complimentary to this display concept.
GENERAL REQUIREMENTS FOR INTERIORS AND DISPLAYS:

• In all cases, elements of the interior that relate to or are visible as an element of the storefront shall be considered as a contributing design form and reviewed as integral to the storefront.
Crucial to the lighting concept at Del Mar Plaza is the contribution of Tenant supplied lighting. Tenant lighting concepts shall be carefully and professionally designed to achieve a successful ambiance.

The brightness and contrast levels of light in Del Mar Plaza shall be consistent with the present existing levels along Camino del Mar. To achieve the appropriate light levels, individual areas will utilize different lighting techniques and fixtures. The individual area criteria will identify specific lighting design concepts applicable to the given area. Technical lighting information will be supplied to the Tenant in a Supplemental Technical Handbook.

The following are Design Options based upon specific locations within the project:

10A. SPILL LIGHTING

The night lighting that exists along the retail areas of Camino del Mar is primarily supplied by light from individual shop windows that "spills" out, onto the exterior public spaces. The intent at Del Mar Plaza is to sensitively integrate the project lighting into the existing community fabric by requiring specific individual merchants to provide lighting that "spills" onto the exterior spaces.

"Spill" lighting will be accomplished by Tenants providing front display illumination. It is important that this front display lighting be capable of reaching designated footlambert levels supplied in the Technical Supplement and be wired to timing devices which allow lighting to remain on after Tenant spaces are closed, as specified by the Landlord.
10B. FILL LIGHTING

Individual shop lighting can be supplemented with "fill" lighting. "Fill" lighting is intermittent, soft lighting that provides general ambient illumination. "Fill" lighting will take the form of landscape and candle lighting.

10C. SIGNAGE ILLUMINATION

Signage illumination must be carefully cross referenced with the signage criteria specified for individual areas.

10C.1 REMOTE LIT SIGNAGE

Sign types such as pegged letters and plaques, blade, arcade, fascia panel, and carved signs can, in specific areas, use remote lighting techniques to enhance the design and night visibility.

Remote signage light fixtures shall be designed as an integral aesthetic element in the overall storefront composition. The design and finish of all remote fixtures shall be consistent with the high quality of storefront materials and details.
10C.2 HALO LIT SIGNAGE

The use of reverse channel solid letters or plaques lit from behind is an appropriate illumination technique for some areas. This form of illumination must be properly detailed to be an integral element of the sign design and the overall storefront composition. All lighting support mechanisms must be concealed from public view.

10C.3 INTERNALLY ILLUMINATED SIGNS

Internally illuminated signage at Del Mar Plaza will be limited and highly controlled. The standard internally lit plexi-glass letters and can signs will not be permitted. Creative application of internal illumination will be considered with sign types such as blade and arcade signs. Since blade and arcade signs will be custom artisan designs, it is conceivable that limited internal illumination could be appropriate. All internally lit signs will be considered on an individual basis subject to the Landlord's discretion.
10D. NEON

Neon lighting has many imaginative forms and serves as a design accent. It can be used in limited exposed applications as well as in recessed, concealed applications. Neon lighting provides not only illumination but also multiple color accents.

Tenants must verify the acceptability of neon lighting in their individual area criteria and with the Landlord's Design Consultant. Where neon is used, it must be controlled by a neon-type dimmer to control brightness. All support mechanisms for this lighting form must be concealed from public view.

10E. AWNING LIGHTS

Illumination of awnings to achieve night lighting effects is acceptable provided that it is a remote form. This remote lighting can be mounted to light the underside or the topside of the awning. Awnings, however, cannot be enclosed on the underside and contain internal illumination that allows the awning to function as a "can sign."

10F. UMBRELLA LIGHTS

Uplighting illuminating the underside of umbrellas can be used in some locations. The soft ambient light that this method provides can be successful for large exterior areas.
10G. RECESSED VESTIBULE LIGHTING
Vestibules created by recessed storefront areas can be illuminated with either light spilling forth from the interior or from sensitively located fixtures within the recessed area.

10H. WALL MOUNTED LIGHTS
Special wall mounted sconces or coach light fixtures can be used in some Tenant areas. The fixtures selected must be consistent with the project's vocabulary and designed to complement the storefront design.

10I. TIVOLI LIGHTS
Small, low intensity strings of tivoli lights in some areas can serve as accent lighting. A common application of tivoli lights is tree lighting. They can be used in conjunction with umbrellas and awnings, and perimeter outlines of storefront openings.
GENERAL REQUIREMENTS FOR LIGHTING

- The first 8'-0" of the Tenant space must employ lighting fixtures consistent with the character of the storefront design. Generally, incandescent or special fixtures should be used in the front area of the store. In most cases all fluorescent lighting must be behind the first 8'-0" of space.

- Fixtures must be positioned so that bright glare is not directed onto the public areas.

- All fluorescent, incandescent and H.I.D. lighting fixtures in public Tenant areas other than track and decorative fixtures shall be recessed.

- Fluorescent fixtures shall have a minimum 2' x 2' size and use parabolic louvres or metallic finished egg crate diffusers.

- Lighting fixtures shall bear the U.L. label.
AWNINGS/SHADE ELEMENTS

Awnings and shade devices provide protection from the elements and work as a principal design feature of storefronts. They diminish the barrier between the interior and exterior of a storefront by providing a physical extension of the perceived space.

The following are Design Options based upon specific locations within the project:

11A. AWNINGS/SHADE ELEMENTS

The shapes and materials available to create storefront and terrace shade elements and awnings are diverse and should be handled in a creative way. The shapes, patterns, and materials of these elements will be closely monitored to assure that the project character is respected. In some locations, very specific forms of awnings will be required; in other areas, the Tenant is given more creative design latitude, but always within the basic project guidelines. Awnings and shade devices come in many shapes and forms such as:

11A.1 Open sided
11A.2 Spherical
11A.3 Rectangular
11A.4 European roll-up
11A.5 Operable
11A.6 Fixed
11A.7 Wood framed
11A.8 Marquee style
11A.9 Roll-out canopies
11B. PROFILED WITHIN OPENING
Awnings which are designed to set within a storefront opening, or in bays within the larger storefront, profile the opening and express the form of the storefront.

11C. OVERLAPPING THE OPENING
In many cases, awnings are mounted on the shell building overlapping the storefront opening. Awnings which overlap openings typically establish the form of the storefront and become the principal design feature.
11D. ABOVE THE ENTRY

An awning placed in a specific location within a storefront, such as the entry, can highlight that location and enhance its function and design as an element of the storefront design.

11E. MULTIPLE AWNINGS

Multiple awnings provided within storefront bays, windows, and entries can break up the form of a large storefront and establish a rhythm and character for that storefront. Where multiple awnings are used, the same awning form should generally be repeated across the storefront.
GENERAL REQUIREMENTS FOR AWNINGS/SHADE ELEMENTS:

- The lowest point of any awning or shade element shall clear 8'-0" above the finished floor, unless special approval is granted by the Landlord.

- No single awning shall exceed 15'-0" in length.

- Materials such as panaflex, plastic, or other vinlys shall not be permitted for use at Del Mar Plaza.

- Awnings shall not be enclosed on the underside.

- Awnings must be cleaned and maintained in good condition.
LANGUAGE FEATURES

Landscape features incorporated into storefront designs, or in adjacent terraces, provide for Tenant contributions to the landscape theme of the project. Landscape features add a natural richness to the storefront experience, as well as contributing to Tenant identity.

The following are Design Options based upon specific locations within the project:

12A. PLANTERS
Landscaping in pots and boxed planters can be placed in recessed storefront areas. A high quality of material and custom design, consistent with the project image will be required (e.g. hand painted or glazed terra cotta pots, ornamental metal planter boxes, etc.). Stock planters or planters made of imitation or synthetic materials, including plastic, shall not be permitted.

12B. SILL BOXES
An elegant, informal character can be created through the use of sill boxes which provide planting opportunities at the base sill of storefront windows. Informal plantings such as small foliage and annual flowers can provide an element of interest in storefront design. Sill plantings are particularly effective when used in conjunction with operable windows. In all cases, the design of sill boxes must be well integrated into the overall storefront design, with proper consideration given for drainage and the maintenance of surrounding storefront materials.
12C. BULKHEAD PLANTERS

Bulkhead planters are also addressed in the Bases and Bulkheads section of this criteria. They provide an opportunity to incorporate plantings into storefronts in a way which is integral to the design. Proper consideration for drainage and the maintenance of surrounding materials is required.

12D. HANGING BASKETS

Landscape baskets hanging from the storefront, or from the adjacent building, can be used to enhance the natural quality of the storefront. Ornamental brackets and high quality creative basket forms will be required. Baskets mounted on the shell building will only be permitted at predetermined locations specified by the Landlord.
BANNERS/FLAGS

Banners and flags can be sensitively designed to add a flair to a Tenant identity. The lightweight, colorful, and changing movement of banners and flags provide a refreshing counterpoint to the fixed immovable character of building and storefront architecture.

The following are Design Options based upon specific locations within the project:

13A. BANNERS WITHIN THE STOREFRONT OPENINGS
Small banners can be suspended from ornamental brackets behind the Tenant leaseline.

Banners may be suspended from ornamental brackets attached to the shell building at locations specified by the Landlord. Where such banners are located, the bracket design, color, material, and size of banner elements shall be specified by the Landlord. Generic symbols and approved Tenant logos only will be permitted. Tenant names or references to products will not be permitted. All flags and banners in the common area shall maintain a minimum of 9'-0" clearance above the finished floor.
FURNISHINGS/FIXTURES

Furnishings and fixtures which occur on terraces occupied by restaurants and cafes will contribute to the public image of Del Mar Plaza. The quality and character of these furnishings should be reflective of the overall project.

The following are Design Options based upon specific locations within the project:

14A. UMBRELLAS

Colorful umbrellas add an element of visual interest and vitality to restaurant terraces. In addition, they provide an opportunity to display Tenant identity in a way which integrates with the actual use of the terrace. Specific criteria concerning umbrellas are as follows:

14A.1 Signage on umbrellas is restricted to logos in which Tenant’s names and products comprise less than 50% of the logo area.

14A.2 The color of umbrellas shall generally comply to the color palette identified for the subject location.

14A.3 The material shall comply with all requirements which apply to storefront awnings.
14B. FURNISHINGS

Tables and chairs located in restaurant terraces and other outdoor Tenant areas shall be of a high quality design consistent with the project image, and be constructed and finished to withstand heavy commercial use. In general, seating should not be fixed in permanent locations.
FURNISHINGS/FIXTURES

GENERAL REQUIREMENTS FOR FURNISHINGS AND FIXTURES:

• All fixtures and furnishings shall be a durable commercial grade suitable for outdoor use.

• All fixtures that are of a strictly functional nature (e.g. heaters, lighting, etc.) shall be designed in a way that contributes to the overall design theme of the project.
INTRODUCTION

It is the intent of the Tenant program to integrate the project into the existing Del Mar City fabric, while providing individual Tenant identity. A unique atmosphere and imaginative opportunities are provided to the individual merchants at Del Mar Plaza.

The Tenant program has identified 11 individual Tenant areas and developed a thoroughly planned criteria for each of these areas. While the project provides architectural diversity there is a consistency of materials, colors and detail throughout the Del Mar Plaza. It is with this concept of controlled diversity that the individual Tenant criteria has been developed.

The following section of the Tenant manual provides an outline for each individual area. The applicable design components that are found in the area outlines are from the "Glossary of Design Elements." It is intended that the Tenant will refer to the Glossary for detailed information regarding any design element.

Del Mar Plaza has three levels of Tenant space. They are designated as The Street Level, The Market Level and The Plaza Level. The individual area criteria is located in this manual by level and is accompanied by a level plan and elevation of each area.

The Landlord maintains the discretion to consider individual exceptions and additions to the specific area criteria provided the design element under consideration is consistent with the project character and the Design Glossary.

NOTE: THE NUMBERING SYSTEM USED IN THE INDIVIDUAL AREA CRITERIA OUTLINES THAT FOLLOW, IDENTIFY APPROPRIATE DESIGN ELEMENTS BY THE NUMBERS ESTABLISHED IN THE "GLOSSARY OF DESIGN ELEMENTS."
Area 1 is divided into five distinct design categories which are designated as areas IA through IE. These five categories comprise the street elevation along Camino del Mar. This area is the direct interface between the City of Del Mar and the Del Mar Plaza project. The street elevation will complement the existing street, and shall promote pedestrian travel. It is the intent of this area to reflect in its design attitude the community of Del Mar.
The building in this area is comprised of a stone wall that forms textured, profiled openings that receive recessed storefronts. The storefronts will encourage imaginative solutions that will entice pedestrian circulation to explore this area. The exterior area created by the recessed storefront plane shall be considered a design opportunity, and be sensitively integrated into the design solution. Visual imagery and signage should relate both to pedestrian and automobile circulation to provide sufficient Tenant identity.
The following outline identifies appropriate design elements and constraints for Area 1A:

1. **STOREFRONT FORM**
   - 1A - RECESSED STOREFRONT PLANE
   - 1C - RECESSED ENTRY
   - 1H - INTERIOR DOMINANT STOREFRONT
   - A recess of 1'-0" is required.
   - A recess of 3'-0" behind the Storefront plane is required.
   - Well designed interiors and display are required.

2. **ENTRY DOORS**
   - 2A - DOOR TYPE
   - 2B - SINGLE DOOR ENTRY
   - 2C - DOUBLE DOOR ENTRY
   - Fully glazed, dutch, swing, and ornamental metal
   - Optional
   - Maximum width allowed

3. **GLAZING SYSTEM**
   - 3B - MULTIPLE PANE: CONTEMPORARY
   - 3C - LARGE GLASS PANELS
   - 3D - BUTT JOINT GLAZING
   - Required if multiple framing is used
   - Encouraged
   - Optional

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - 4C - VARIABLE DIMENSIONED BULKHEAD
   - 4" minimum required, 1'-0" maximum
   - Encouraged, minimum 4" height with a maximum 1'-6" height
5. MATERIALS AND DETAILS
5A - WOOD
5B - METAL
5G - ORNAMENTAL GLASS
5C - STONE

7. COLOR
7B - NEUTRAL AND EARTH TONES
7C - DEEP TONE COLORS
7E - SATURATED COLORS

8. SIGNAGE
8A - BLADE SIGNS
8C - SIGNS ON GLAZING
8D - LIT GLAZING SIGNS
8E - INDIVIDUAL LETTERS
8F - PLAQUE SIGNS
8G - AWNING SIGN
8H - NEON

9. INTERIORS AND DISPLAY
9A - INTERIOR DISPLAY ZONE
9B - EXTERIOR DISPLAY ZONE
10. **LIGHTING**
   10A – SPILL LIGHT
   10I – TIVOLI LIGHTS

11. **AWNINGS AND SHADE DEVICES**
   11A – TYPE
   11C – OVERLAPPING THE OPENING

12. **LANDSCAPE FEATURES**
   12A – PLANTERS

13. **BANNERS**
   13A – WITHIN LEASELINE ENCLOSURE

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- Required
- Encouraged at perimeter of opening

- Open sided rectangular awning required at space 1A.3
- Prohibited at spaces 1A.1 and 1A.2

- Encouraged
This area shall extend to the Tenant the opportunity for creative and diverse design expression within the bounds of the appropriate character and detail criteria defined below. Storefront architecture, rather than project building architecture, shall be the focus of this area. A contemporary storefront statement with a degree of playfulness and innovation is the design attitude sought for area 1B.
The following outline identifies appropriate design elements and constraints for Area 1B:

1. **STOREFRONT FORM**
   - 1C - RECESSED ENTRY
   - 1E - PROJECTING BAY
   - 1F - ARTICULATED STOREFRONT
   - Required to be recessed 3'-0" behind the lease line
   - Articulated form
   - Traditional or contemporary interpretation

2. **ENTRY DOORS**
   - 2A - DOOR TYPE
   - 2B - SINGLE DOOR ENTRY
   - 2C - DOUBLE DOOR ENTRY
   - 2D - MULTIPLE ENTRIES
   - Any type identified in this category except decorative roll-ups
   - Optional
   - Optional
   - Optional

3. **GLAZING SYSTEM**
   - 3A - MULTIPLE PANE TRADITIONAL
   - 3B - MULTIPLE PANE CONTEMPORARY
   - 3C - LARGE GLASS PANELS
   - 3E - OPERABLE GLAZING PANELS
   - Optional
   - Encouraged
   - Optional
   - Encouraged

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - 4B - TRADITIONAL BULKHEAD
   - 4C - VARIABLE DIMENSIONED BULKHEAD
   - Optional
   - Maximum 2'-0" Height
   - Optional
5. MATERIALS
5A - WOOD
5B - METAL
5C - STONE
5D - CERAMIC TILE
5E - BRICK

6. ARCHITECTURAL ORNAMENTATION
6A - VERTICAL ELEMENTS
6B - HORIZONTAL ELEMENTS

7. COLOR
7B - NEUTRAL AND EARTH TONES
7C - DEEP TONES
7D - PASTEL COLORS
7E - SATURATED COLORS

8. SIGNAGE
8D - LIT GLAZING SIGNS
8E - INDIVIDUAL LETTERS
8G - AWNING SIGNS
8H - NEON
8I - CERAMIC TILE PANEL

AREA 1B

- Painted (stained prohibited)
- Painted, polished and industrial sash
- Optional
- Malibu and contemporary accents
- Optional

- Encouraged
- Opaque fascia surface required at upper 3'-0" of storefront

- Optional
- Encouraged
- Accents
- Encouraged

- Encouraged
- Painted finish
- Prohibited
- Behind Glazing
- Optional
The Tenant shall provide a carefully controlled and composed storefront designed to respond to the building's architecture and material palette. The vocabulary of the storefronts within this area shall provide a traditional yet comfortable character. Predictable materials and details are expected.
The following outline identifies appropriate design elements and constraints for Area 1C:

1. **STOREFRONT FORM**
   - 1A - RECESSED STOREFRONT PLANE
   - 1C - RECESSED ENTRY
   - Recess 1'-0" behind the leaseline
   - Recess entry 3'-0" behind the leaseline

2. **ENTRY DOORS**
   - 2A - SINGLE DOOR ENTRY
   - 2B - DOUBLE DOOR ENTRY
   - 2F - DEFINED ENTRY ELEMENT
   - Optional
   - Optional
   - Encouraged

3. **GLAZING SYSTEM**
   - 3A - MULTIPLE PANE TRADITIONAL
   - 3B - MULTIPLE PANE CONTEMPORARY
   - 3C - LARGE GLASS PANELS
   - Encouraged
   - Optional
   - Optional

4. **BASES AND BULKHEADS**
   - 4B - TRADITIONAL BULKHEAD
   - 4D - INTEGRATED LANDSCAPE BULKHEAD
   - Required minimum 18" - maximum 24"
   - Encouraged

5. **MATERIALS AND DETAILS**
   - 5A - WOOD
   - 5B - METAL
   - 5C - STONE
   - 5G - ORNAMENTAL GLASS
   - Painted
   - Painted
   - Optional
   - Encouraged
6. ARCHITECTURAL ORNAMENTATION
   6A - VERTICAL ELEMENTS
   6B - HORIZONTAL ELEMENTS
   6C - PROFILED EDGE FRAME

7. COLOR
   7A - NATURAL COLORS
   7C - DEEP TONED COLORS
   7E - SATURATED COLORS

8. SIGNAGE
   8C - SIGNS ON GLAZING
   8D - LIT GLAZING
   8E - INDIVIDUAL LETTERS
   8G - AWNING SIGNS
   8I - FASCIA PANEL SIGN

9. INTERIORS AND DISPLAY
   9A - INTERIOR DISPLAY ZONE

10. LIGHTING
    10A - SPILL LIGHT
     10C - ILLUMINATED SIGNAGE

11. AWNINGS AND SHADE DEVICES
    11A - TYPE
    11B - WITHIN OPENING PROFILE
    11C - OVERLAPPING THE ENTRY

- Encouraged
- Required at the upper 3'-0" of the storefront for signage
- Required, details to be provided in the Technical Handbook
- Optional
- Encouraged
- Optional
- Optional
- Encouraged
- Painted or polished metal
- Logo only
- Optional
- Required 4'-0" behind storefront plane
- Required
- Optional remote or "halo" form

- Fabric awnings required at spaces 1C.8 & 1C.9, rectangular shed style
- Prohibited at 1C.10
- Required at spaces 1C.8 & 1C.9
- Required at French doors above space 1C.10
A stone wall building provides punched, profiled openings that receive Tenant recessed storefronts. Deeply recessed storefronts are required and shall promote exterior display and landscape opportunities. Refined Tenant expression is encouraged, simplicity of material and detail shall be the concept focus.
The following outline identifies appropriate design elements and constraints for Area 1D:

1. **STOREFRONT FORM**
   - 1A - RECESSED STOREFRONT PLANE
   - 1C - RECESSED ENTRY
   - 1D - RECESSED DISPLAY AREA
   - 1H - INTERIOR DOMINANT

2. **ENTRY DOORS**
   - 2A - DOOR TYPE
     - 2B - SINGLE DOOR ENTRY
     - 2C - DOUBLE DOOR ENTRY
     - 2F - DEFINED ENTRY ELEMENT

3. **GLAZING SYSTEM**
   - 3B - MULTIPLE PANE CONTEMPORARY
   - 3C - LARGE GLASS PANELS
   - 3D - BUTT JOINT GLASS

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - 4B - TRADITIONAL BULKHEAD

- Recess 1'-0" behind leaseline required
- Recess 3'-0" behind leaseline
- Encouraged
- Encouraged
- Fully glazed, swing, horizontal sliding and doors with sidelights
- Optional
- Optional
- Required
- Required if framing divisions are used
- Encouraged
- Optional
- Encouraged
- Optional, maximum height 1'-6"
5. MATERIALS AND DETAILS
   5A - WOOD
   5B - METAL
   5C - STONE
   5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
   6B - HORIZONTAL ELEMENT

7. COLOR
   7A - NATURAL COLORS
   7B - NEUTRAL AND EARTH TONES
   7C - DEEP TONE COLORS

8. SIGNAGE
   8A - BLADE SIGNS
   8C - SIGNS ON GLAZING
   8D - LIT GLAZING SIGNS
   8E - INDIVIDUAL LETTERS
   8F - PLAQUES

   - Painted and stained
   - Painted, polished, patina finish
   - Polished finish in limited application only
   - Encouraged

   - Opaque surface required at upper 2'-0" of storefront

   - Generic symbol signs for special remote Tenant identification, mounted on the stepped stone wall
   - Optional
   - Encouraged
   - Pegged off of fascia element
   - Attached to the stone wall at the side of the opening
9. **INTERIORS AND DISPLAY**
   9A - INTERIOR DISPLAY ZONE  
     - Required in the first 4'-0" of the space

10. **LIGHTING**
    10A - SPILL LIGHT  
     - Required

11. **AWNINGS AND SHADE ELEMENTS**
    11A - TYPE  
      - Fabric awning, rectangular or spherical optional at any storefront
    11B - PROFILED IN OPENING  
      - Optional
    11C - OVERLAPPING THE OPENING  
      - Optional

12. **LANDSCAPE FEATURES**
    12 - SILL BOXES  
     - Encouraged
Storefronts in area 1E shall be highly prescribed and the design strictly controlled by the Landlord to obtain a sense of permanence and provide the community with an established location at the corner of this prominent intersection.

Storefronts will be nestled in an ivy covered wall, with a continuity of material, form and finish which shall provide the distinct ambiance required at this location. Tenant expression shall be limited to interior creativity and refined signage at the storefront.
AREA 1E

STOREFRONT COMPOSITION ALTERNATIVES

ALT "A"
ALT "A"
ALT "B"
ALT "C"
ALT "D"
The following outline identifies appropriate design elements and constraints for Area 1E:

1. **STOREFRONT FORM**
   - 1A - RECESSED STOREFRONT PLANE
   - Required recess 1'-0" behind leaseline
   - Landlord prescribed; four storefront composition alternatives will be supplied for Tenant to select from
   - Encouraged
   - 1H - INTERIOR DOMINANT

2. **ENTRY DOORS**
   - 2A - DOOR TYPE
   - Wood framed, glazed swing style with elegant hardware
   - Recessed door prohibited
   - Recessed door prohibited
   - 2B - SINGLE DOOR ENTRY
   - Single panes framed in simple wood details
   - Framing material, details and finish specified by Landlord
   - Optional beveled, stained, etched and sandblasted
   - 2C - DOUBLE DOOR ENTRY

3. **GLAZING SYSTEM**
   - 3C - LARGE GLASS PANELS

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - Landlord specified detail and finish integral with storefront composition
5. MATERIALS AND DETAILS
   5A - WOOD
   5G - ORNAMENTAL GLAZING

7. COLOR
   7A - NATURAL COLOR
   7C - DEEP TONE COLOR

8. SIGNAGE
   8A - BLADE SIGN
   8C - SIGNS ON GLAZING
   8D - LIT GLAZING SIGNS

9. INTERIORS AND DISPLAY
   9A - INTERIOR DISPLAY ZONE

10. LIGHTING
    10A - SPILL LIGHTING
    10C - SIGNAGE ILLUMINATION
    10I - TIVOLI LIGHTS

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- Landlord specified type and finish
- Encouraged

- Medium wood stain shall be consistent at all storefronts
- Interior and signage accents

- Required
- Two or three dimensional
- Mounted on stone wall at side of opening
- Optional
- Encouraged

- Design display required in the front 4'-0" of interior space

- Required
- Encouraged
- Required at perimeter of opening
Storefronts will be unique Tenant expressions that achieve a noticeable yet refined presence from the street below and from the parking pedestrian approach. Although creative solutions are sought, the storefront is expected to respect the tranquil Japanese Garden character of this terrace area. The design goal in this location is to add prominence and promote pedestrian circulation through the area and to upper levels.
The following outline identifies appropriate design elements and constraints for Area 2:

1. **STOREFRONT FORM**
   - **1A** – STOREFRONT AT THE BUILDING LINE
   - **1F** – ARTICULATED STOREFRONT
   - **1G** – OPERABLE STOREFRONT

   - Optional
   - Encouraged at upper portion of storefront
   - Project out 6’ maximum at storefront edge and signage fascia
   - Encouraged
   - Horizontal sliding and bi-fold systems

2. **ENTRY DOORS**
   - **2A** – DOOR TYPES
     - **2B** – SINGLE DOOR ENTRY
     - **2C** – DOUBLE DOOR ENTRY
     - **2E** – SLIDING OR ROLL-UP ENTRIES
     - **2F** – DEFINED ENTRY ELEMENT

   - Options include 2A.1 through 2A.7
   - Operable emphasized in most spaces
   - Optional
   - Optional
   - Encouraged
   - Optional

3. **GLAZING SYSTEM**
   - **3B** – MULTIPLE PANE CONTEMPORARY
   - **3C** – LARGE GLASS PANELS
   - **3E** – OPERABLE GLAZING PANELS

   - Slender framing components emphasized
   - Optional
   - Encouraged
4. BASES AND BULKHEADS
   4B – TRADITIONAL BULKHEAD

   4D – INTEGRATED LANDSCAPED BULKHEAD

5. MATERIALS AND DETAILS
   5A – WOOD
   5B – METAL
   5C – STONE
   5D – CERAMIC TILE
   5G – ORNAMENTAL GLASS

   – Required at non-operable portions of the storefront
   – Minimum height 1'-6"
   – Maximum height 2'-6"
   – Encouraged

6. ARCHITECTURAL ORNAMENTATION
   6C – STOREFRONT OPENING FRAMES

   – Natural stained and lacquered
   – Patina, painted and ornamental
   – Natural finished
   – Malibu custom patterns
   – Encouraged

   – Required to provide distinguishing detail at plaster edge of opening

7. COLOR
   7A – NATURAL COLORS
   7B – NEUTRAL AND EARTH TONES
   7C – DEEP TONE COLORS

   – Accents
AREA 2

8. SIGNAGE
   8D - LIT GLAZING SIGNS
   8E - INDIVIDUAL LETTERS
   8G - AWNING SIGNS
   8H - EXPOSED NEON

10. LIGHTING
   10A - SPILL LIGHT
   10C - SIGNAGE ILLUMINATED
   10D - NEON

11. AWNINGS AND SHADE ELEMENTS
   11A - TYPE
   11B - PROFILED WITHIN OPENING
   11E - MULTIPLE AWNINGS

13. BANNERS
   13A - BANNERS WITHIN THE STOREFRONT OPENING

14. FURNISHINGS AND FIXTURES
   14A - UMBRELLAS
   14B - FURNITURE

   - Optional
   - Pegged onto a dimensionally articulated signage element above storefront opening
   - At west facing space only
   - Encouraged

   - Required
   - Required at upper portion of storefront
   - Signage and interior accent device

   - Permitted at western facing space only
   - Wood framed or fabric
   - Required if used

   - Permitted at terrace location if no shade device is used at the storefront
   - Casual and inviting
This area will be a celebration of the open air market, the concept that shall serve as a community gathering plaza. The plaza is viewed as a fragrant landscaped market-place and provides the focus to the storefronts in this area. All storefronts associated with the community market plaza shall have a similar vocabulary, but varied in design to respond to the building architecture of its location.
The following outline identifies appropriate design elements and constraints for Area 3A through 3C:

1. **STOREFRONT FORM**
   - 1B - RECESSED STOREFRONT
   - 1G - OPERABLE STOREFRONT
   - Required
   - Encouraged at Area 3A
   - Optional at Area 3C

2. **ENTRY DOORS**
   - 2A - DOOR TYPES
   - 2D - MULTIPLE ENTRIES
   - 2E - SLIDING ENTRIES
   - Options 2A.1 through 2A.7
   - Optional
   - Encouraged

3. **GLAZING SYSTEM**
   - 3A - MULTIPLE PANE TRADITIONAL
   - 3B - MULTIPLE PANE CONTEMPORARY
   - 3E - OPERABLE GLAZING PANELS
   - Optional
   - Encouraged
   - Encouraged

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - 4B - TRADITIONAL BULKHEAD
   - 4C - VARIABLE DIMENSIONED BULKHEAD
   - Optional
   - Maximum height 3'-0"
   - Optional
5. MATERIALS AND DETAILS
   5A – WOOD
   5B – METAL
   5C – STONE
   5D – CERAMIC TILE

7. COLOR
   7A – NATURAL COLORS
   7B – NEUTRAL AND EARTH TONES
   7C – DEEP TONE
   7E – SATURATED

8. SIGNAGE
   8A – BLADE SIGNS
   8B – SIGNS ON GLAZING
   8D – LIT GLAZING SIGN
   8E – INDIVIDUAL LETTERS
   8J – CERAMIC TILE PANELS

Note: Special Tenant signage facing Camino Del Mar will be provided for the Market. In addition the Market can incorporate two additional sign types into their storefront design at the plaza level.

9. INTERIORS AND DISPLAY
   9B – EXTERIOR DISPLAY ZONE

   – Painted and stained
   – Painted and patina
   – Natural finished surface
   – Malibu custom patterned

   – Accent
   – Accent

   – Encouraged
   – Generic symbols at Area 3B
   – Optional
   – Optional
   – Encouraged
   – Optional

   – Required at Area 3A
   – Optional at Area 3C
10. **LIGHTING**
   - 10A - SPILL LIGHT
   - 10B - FILL LIGHT
   - 10C - SIGNAGE ILLUMINATION
     - Required
     - Encouraged
     - Required - "Halo" neon or remote fixture

11. **AWNINGS AND SHADE ELEMENTS**
    - 11A - TYPE
     - Fabric awnings or roll out canopies permitted at Market only

12. **LANDSCAPE FEATURES**
    - 12A - SILL BOX
    - 12B - HANGING BASKETS
    - 12C - BULKHEAD PLANTER
     - Encouraged
     - Encouraged
     - Encouraged

13. **BANNERS/FLAGS**
    - 13B - COMMON AREA BANNERS
     - Encouraged
The exterior terrace space dominates the Tenant space at this location. The storefront shall be provided by the Tenant and is to have an open, exterior relationship with the terrace and express a creative, casual attitude. This terrace is associated with the area and is highly visible, being located at a prominent corner of the project, and shall be designed with great care and attention to all elements that compose the aesthetic environment. Landscape and furnishings shall play a distinctive role in the design of this area.
The following outline identifies appropriate design elements and constraints for Area 4:

1. **STOREFRONT FORM**
   - 1B - STOREFRONT AT THE BUILDING LINE
   - 1G - OPERABLE STOREFRONT
   - 1H - INTERIOR DOMINANT
     - Required in a portion of storefront width
     - Encouraged

2. **ENTRY DOORS**
   - 2A - DOOR TYPES
   - 2D - MULTIPLE ENTRIES
   - 2E - SLIDING OR ROLL-UP
     - Folding, sliding, vertical roll-up and ornamental gates
     - Encouraged
     - Encouraged

3. **GLAZING SYSTEM**
   - 3C - LARGE GLASS PANELS
   - 3D - BUTT JOINT GLASS
   - 3E - OPERABLE GLAZING PANELS
     - Encouraged
     - Optional
     - Required

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - 4D - INTEGRATED LANDSCAPE BULKHEAD
     - 8" Maximum
     - Optional at portions of the storefront
5. MATERIALS AND DETAILS
5A - WOOD
5B - METAL
5C - STONE
5D - CERAMIC TILE
5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
6A - VERTICAL ELEMENTS
6C - STOREFRONT OPENING FRAME

7. COLOR
7C - DEEP TONED COLORS
7D - PASTEL COLORS
7E - SATURATED COLORS

8. SIGNAGE
8C - SIGNS ON GLAZING
8D - LIT GLAZING SIGNS
8H - NEON
8I - FASCIA PANEL SIGNS
8J - CERAMIC TILE PANELS
8K - UMBRELLA SIGNS

- Painted
- Painted
- Contemporary and mosaic tile
- Encouraged to divide storefront width
- Optional
- Optional
- Accents
- Encouraged
- Optional
- Encouraged
- Behind glazing
- Optional
- Optional
- Required
AREA 4

10. LIGHTING
   10B - FILL LIGHT
   10D - NEON
   10F - UMBRELLA LIGHTS

11. AWNINGS AND SHADE ELEMENTS
   11A - TYPE

12. LANDSCAPE FEATURES
   12A - PLANTERS
   12C - BULKHEAD PLANTERS

14. FURNISHINGS AND FIXTURES
   14A - UMBRELLAS
   14B - FURNISHINGS

- Required
- At interior as color accent
- Required
- Flat, roll-out canopy or creative form optional
- Required
- Encouraged
- Large bright colored fabric
- Multiple umbrellas to form a canopy of fabric
- Painted wood or metal
The building elevations are to outline the basic design and layout configurations of the restaurant storefront openings. Each Tenant shall provide individualized finishes as well as creative storefront design components. The restaurant's interior must be designed to embrace the exterior dining terrace, as well as to optimize the concept of open dining flow between interior and exterior spaces.
The following outline identifies appropriate design elements and constraints for Area 5A:

1. STOREFRONT FORM
   1A - RECESSED STOREFRONT
   1G - OPERABLE STOREFRONT
   - Required
   - Required in a portion of the storefront width

2. ENTRY DOORS
   2D - MULTIPLE ENTRIES
   2E - SLIDING OR ROLL-UP DOOR
   - Encouraged
   - Encouraged

3. GLAZING SYSTEM
   3C - LARGE GLAZING PANELS
   3E - OPERABLE GLAZING PANELS
   - Encouraged
   - Required

4. BASES AND BULKHEADS
   4A - MINIMAL BASE
   4B - TRADITIONAL BULKHEAD
   4D - INTEGRATED LANDSCAPE BULKHEAD
   - Optional
   - Encouraged in portions
   - Encouraged

5. MATERIALS AND DETAILS
   5A - WOOD
   - Painted and stained
   - Decorative mouldings
   5B - METAL
   - Polished hardware accents
   - Optional
   5C - STONE
   5E - BRICK MASONRY
   5F - ORNAMENTAL GLAZING
   - Encouraged
7. COLOR
   7A – NATURAL TONES
   7B – NEUTRAL AND EARTH TONES
   7C – DEEP TONES

8. SIGNAGE
   8C – SIGNS ON GLAZING
   8D – LIT GLAZING SIGNS
   8E – INDIVIDUAL LETTERS
   8F – PLAQUE SIGNS

10. LIGHTING
   10A – SPILL LIGHTING
   10B – FILL LIGHTING
   10C – ILLUMINATED SIGNAGE

11. AWNINGS AND SHADE ELEMENTS
   11A – TYPE

12. LANDSCAPE FEATURES
   12A – PLANTERS
   12B – SILL BOXES

14. FURNISHINGS AND FIXTURES
   14B – FURNISHINGS
This area is designed to be a gradual transitional zone from the village-like quality of the lower levels to the urban vocabulary found above. The passageway climbs to the upper plaza level and is characterized by plaster-surrounded openings similar to the plaza storefronts but reminiscent of the village atmosphere in their scale, materials and intricate level of storefront detail.
AREA 5B

The following outline identifies appropriate design elements and constraints for Area 5B:

1. STOREFRONT FORM
   1A - RECESSED STOREFRONT PLANE
   1E - PROJECTING BAY
   1F - ARTICULATED STOREFRONT

2. ENTRY DOORS
   2A - DOOR TYPES
   2B - SINGLE DOOR ENTRY

3. GLAZING SYSTEM
   3B - MULTIPLE PANE CONTEMPORARY
   3C - LARGE GLASS PANELS
   3E - OPERABLE GLAZING PANELS

4. BASES AND BULKHEADS
   4B - TRADITIONAL BULKHEAD
   4D - INTEGRATED LANDSCAPE BULKHEAD
5. MATERIALS AND DETAILS
   5A - WOOD
   5B - METAL
   5D - CERAMIC TILE
   5G - ORNAMENTAL GLASS

7. COLOR
   7A - NATURAL COLORS
   7B - NEUTRAL AND EARTH TONES
   7C - DEEP TONED COLORS

8. SIGNAGE
   8C - SIGNS ON GLAZING
   8D - LIT GLAZING SIGNS
   8E - INDIVIDUAL LETTERS
   8F - PLAQUE SIGNS
   8H - NEON
   8J - CERAMIC TILE PANELS

10. LIGHTING
    10A - SPILL LIGHT
    10C - SIGNAGE ILLUMINATION

12. LANDSCAPE FEATURES
    12B - SILL BOXES
    12C - BULKHEAD PLANTER
    12D - HANGING BASKETS
The stone wall forms a plane along this narrow alley passageway into which storefronts are slightly recessed. In this connection to the plaza above, pedestrians are close to the storefronts and become aware of the level of ornament and detail with emphasis on intricate storefront designs. A traditional material palette consisting of wood, metal grill-work, and mouldings, among others, shall be utilized to promote a village-like atmosphere. Detail for this area shall be beautiful in its design simplicity.
AREA 6

The following outline identifies appropriate design elements and constraints for Area 6:

1. **STOREFRONT FORM**
   - 1A - RECESSED STOREFRONT PLANE
   - 1C - RECESSED ENTRY
   - 1E - PROJECTING BAY
   - Required 1'-0" recess
   - Encouraged
   - Encouraged

2. **ENTRY DOORS**
   - 2A - DOOR TYPE
     - Swing doors, doors with side lights, dutch doors and ornamental metal gates
   - 2B - SINGLE DOOR ENTRY
     - Maximum width

3. **GLAZING SYSTEM**
   - 3A - MULTIPLE PANE TRADITIONAL
   - 3E - OPERABLE GLAZING PANELS

4. **BASES AND BULKHEADS**
   - 4A - TRADITIONAL BULKHEAD
     - Required, minimum 2'-0"
     - Panel design, traditional mouldings
   - 4D - INTEGRATED LANDSCAPE BULKHEAD
     - Encouraged
5. MATERIALS AND DETAILS
   5A - WOOD
   5B - METAL
   5F - TERRAZZO
   5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
   6A - VERTICAL ELEMENTS
   6B - HORIZONTAL ELEMENTS
   6D - SCULPTURAL EMBELLISHMENTS

7. COLOR
   7A - NATURAL COLORS
   7C - DEEP TONE COLORS
   7E - SATURATED COLORS

8. SIGNAGE
   8A - BLADE SIGNS
   8D - LIT GLAZING SIGNS
   8E - INDIVIDUAL LETTERS
   8F - PLAQUES
   8I - FASCIA PANELS

9. INTERIORS AND DISPLAY
   9A - INTERIOR DISPLAY ZONE

-- Painted, natural and stained
-- Patina and polished finish ornamental metal
-- Paving

-- Encouraged
-- Encouraged
-- Optional

-- Encouraged
-- Encouraged
-- Accents

-- Required
-- Three dimensional ornate graphic and symbolic designs
-- Color accent

-- Required
AREA 6

10. **LIGHTING**
   - 10A - SPILL LIGHT
   - 10B - SIGNAGE ILLUMINATION
   - 10F - RECESSED VESTIBULE
   - 10H - WALL MOUNTED FIXTURES
     - Required
     - Required
     - Encouraged
     - Encouraged

11. **AWNINGS AND SHADE ELEMENTS**
   - Not permitted

12. **LANDSCAPE FEATURES**
   - 12C - BULKHEAD PLANTERS
   - 12D - HANGING BASKETS
     - Encouraged
     - Encouraged

14. **FURNISHINGS AND FIXTURES**
   - 14A - UMBRELLAS
   - 14B - FURNISHINGS
     - Optional
     - Painted or stained
     - Comfortable and casual atmosphere
The arbor-lath house is a shaded, textural area with a strong interior/exterior relationship. Patterned light and elaborate landscape play important roles in producing this area's unique character. A lattice of slender wood elements will compose the projected storefront frame that defines individual Tenant spaces. Operable glazing and entry systems will be encouraged to emphasize exterior and interior display opportunities.
The following outline identifies appropriate design elements and constraints for Area 7A:

1. **STOREFRONT FORM**
   - 1E – PROJECTING BAY
     - Required at storefronts under the arbor. Projections to be an ornate, open, wood frame.
   - 1H – INTERIOR DOMINANT STOREFRONT
     - Note: The storefront enclosure system is encouraged to be operable and may occur at the projections or recessed behind the leaseline.

2. **ENTRY DOORS**
   - 2A – DOOR TYPES
   - 2B – SINGLE DOOR ENTRY
   - 2C – DOUBLE ENTRY DOOR
   - 2D – MULTIPLE ENTRIES
   - 2E – SLIDING OR ROLL-UP
     - Fully glazed encouraged
     - Minimum allowed
     - Encouraged
     - Encouraged

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*AWNING REQUIRED*
3. **GLAZING SYSTEM**
   3A - MULTIPLE PANE TRADITIONAL
   3B - MULTIPLE PANE CONTEMPORARY
   3E - OPERABLE GLAZING PANELS

4. **BASES AND BULKHEADS**
   4A - MINIMAL
   4B - TRADITIONAL BULKHEAD

5. **MATERIALS AND DETAILS**
   5A - WOOD
   5C - STONE
   5D - CERAMIC TILE
   5G - ORNAMENTAL GLASS

7. **COLOR**
   7A - NATURAL COLORS
   7B - NEUTRAL AND EARTH TONES
   7C - DEEP TONED COLOR

8. **SIGNAGE**
   8B - ARCADE SIGNS
   8C - SIGNS ON GLAZING
   8D - LIT GLAZING SIGNS
   8I - FASCIA PANEL SIGNS

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**AREA 7A**

- Optional
- Encouraged
- Required in at least part of the storefront area

- Encouraged
- Optional

- Stained, natural and painted finish
- Limited application
- Limited application

- Accents

- Required, suspended from the arbor structure
9. INTERIORS AND DISPLAY
   9B - EXTERIOR DISPLAY ZONE

10. LIGHTING
    10A - SPILL LIGHT
    10B - FILL LIGHT
    10C - SIGNAGE ILLUMINATION
    10H - WALL MOUNTED LIGHTS

11. AWNINGS AND SHADE ELEMENTS
    11A - WOOD ARBOR
    11C - OVERLAPPING THE OPENING

- Required at the front 6'-0" of the space
- Landlord provided
- All others not permitted
- Required at west facing openings.
The arbor-lath house concept of Area 7A will extend into Area 7B while some variation in specific criteria has been identified for Area 7B. Patterned light and texture will continue to be strong design elements within this area.
The following outline identifies appropriate design elements and constraints for Area 7B:

1. **STOREFRONT FORM**
   1A - RECESSED STOREFRONT PLANE
   - 1'-0" recess required at all storefronts located under the lath house
   - Storefronts located at the back of the project do not require a recessed storefront plane

   Note: Storefronts located along the back of the project may add penetrations in the building shell in the form of additional doors and windows, with the special consent of the Landlord.

2. **ENTRY DOORS**
   2A - DOOR TYPES
   2B - SINGLE DOOR ENTRY
   2C - DOUBLE DOOR ENTRY
   2D - MULTIPLE ENTRIES
   - Appropriate types are 2A.1 through 2A.7
   - Optional
   - Optional
   - Encouraged

3. **GLAZING SYSTEM**
   3B - MULTIPLE PANE CONTEMPORARY
   3C - LARGE GLASS PANELS
   3E - OPERABLE GLAZING PANELS
4. BASES AND BULKHEADS
   4A - MINIMAL BASE
   4C - VARIABLE DIMENSIONED BASE

5. MATERIALS AND DETAILS
   5A - WOOD
   5C - STONE
   5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
   6C - STOREFRONT OPENING FRAMES

7. COLOR
   7A - NATURAL COLORS
   7C - DEEP TONED COLORS
   7E - SATURATED COLORS

   - Painted and stained
   - Encouraged
   - Required
   - Accent
8. **SIGNAGE**

8B - ARCADE SIGNS - Required
8C - SIGNS ON GLAZING - Optional
8D - LIT GLAZING - Optional
8F - PLAQUES - Optional

Note: A special Remote location Tenant sign will be located on the stone wall in Area 1D on the street level for large lease spaces.

10. **LIGHTING**

10A - SPILL LIGHT - Required
10C - ILLUMINATED SIGNS - Required
Storefronts are to compose the backdrop to the public plaza which is the formal climax to the circulation pattern of the center. The plaza area, with its focus towards activity and events, is a destination. Thus, the surrounding storefronts must exhibit a unique and special quality. Transparency will be exemplified with interior components reaching out and engaging the plane of glazing. The art of window dressing is of prime importance.
The following outline identifies appropriate design elements and constraints for Area 8:

1. **STOREFRONT FORM**
   - 1A - RECESSED STOREFRONT PLANE
   - 1H - INTERIOR DOMINANT STOREFRONT

2. **ENTRY DOORS**
   - 2A - DOOR TYPES
   - 2B - SINGLE DOOR ENTRY
   - 2C - DOUBLE DOOR ENTRY
   - 2F - DEFINED ENTRY ELEMENT

3. **GLAZING SYSTEM**
   - 3C - LARGE GLASS PANELS
   - 3D - BUTT JOINT GLASS

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE
   - 4C - VARIABLE DIMENSIONED BULKHEAD
5. MATERIALS AND DETAILS
   5A - WOOD — Painted and stained
   5B - METAL — Patina and polished
   5C - STONE
   5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
   6A - VERTICAL ELEMENTS — Optional
   6D - SCULPTURAL EMBELLISHMENT — Encouraged

7. COLOR
   7B - NEUTRAL AND EARTH COLORS
   7C - DEEP TONE COLORS
   7D - PASTEL COLORS
   7E - SATURATED COLORS

8. SIGNAGE
   8A - BLADE SIGNS — Required
   8C - SIGNS ON GLAZING
   8D - LIT GLAZING SIGNS
   8E - INDIVIDUAL LETTERS
   8F - PLAQUE SIGNS
   8H - NEON

9. INTERIORS AND DISPLAY
   9A - INTERIOR DISPLAY ZONE — Required

10. LIGHTING
    10A - SPILL LIGHTING — Required
    10B - ILLUMINATED SIGNAGE — Optional
    10D - NEON
    10H - TIVOLI LIGHTS
Stores in the "Artisans alley" will serve as the passageway to the back canyon terrace. This area is a natural and rambling pathway that provides an inspiration for Tenant storefronts. These storefronts need to be unique and expressively artistic Tenant ideas. The Design attitude should focus on artisan and craftsmen quality designs and details.
The following outline identifies appropriate design elements and constraints for Area 9:

1. **STOREFRONT FORM**
   1A - RECESSED STOREFRONT PLANE
   1C - RECESSED ENTRY
   1D - RECESSED DISPLAY
   1F - ARTICULATED STOREFRONT
   1G - OPERABLE STOREFRONT
   1H - INTERIOR DOMINANT
   - Optional
   - Optional

2. **ENTRY DOORS**
   2A - DOOR TYPES
   2B - SINGLE DOOR ENTRY
   2C - DOUBLE DOOR ENTRY
   2E - SLIDING OR ROLL-UP
   2F - DEFINED ENTRY ELEMENT
   - All options
3. GLAZING SYSTEM
   3B - MULTIPLE PANE CONTEMPORARY
   3C - LARGE GLASS PANELS
   3D - BUTT JOINT GLASS
   3E - OPERABLE GLAZING PANELS

4. BASES AND BULKHEADS
   4A - MINIMAL BASE
   4B - TRADITIONAL BULKHEAD
   4C - VARIABLE DIMENSIONED BULKHEAD
   4D - INTEGRATED LANDSCAPE BULKHEAD

5. MATERIALS AND DETAILS
   5A - WOOD
   5B - METAL
   5C - STONE
   5D - CERAMIC TILE
   5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
   6A - VERTICAL ELEMENTS
   6B - HORIZONTAL ELEMENTS
   6C - STOREFRONT FRAMES
   6D - SCULPTURAL EMBELLISHMENT

   - Limited application

   - Free formed imaginative designs
   - Sculptural and innovative objects are highly encouraged and may be incorporated into and onto the Landlord’s building shell
   - Natural objects such as stones, rough cut glass, driftwood and elements with artistic merit
7. **COLOR**
   - 7A - NATURAL COLOR
   - 7B - NEUTRAL AND EARTH TONES
   - 7C - DEEP TONED COLORS
   - 7D - PASTEL COLORS
   - 7E - SATURATED COLORS

8. **SIGNAGE**
   - 8A - BLADE SIGNS
   - 8B - ARCADE SIGNS
   - 8C - SIGNS ON GLAZING
   - 8D - LIT GLAZED SIGNS
   - 8H - EXPOSED NEON

10. **LIGHTING**
    - 10A - SPILL LIGHT
    - 10B - FILL LIGHT
    - 10C - ILLUMINATED SIGNAGE
    - 10D - NEON
    - 10H - WALL MOUNTED LIGHTS

   - Required
   - Optional
   - Custom, integrally designed with storefront

11. **AWNINGS AND SHADE ELEMENTS**
    - 11A - TYPE

   - Open options within master palette defined

13. **BANNERS**
    - 13A - BANNERS WITHIN STOREFRONT OPENING

   - Required
   - Optional
   - Custom, integrally designed with storefront
   - Open options within master palette defined
The back terrace is a quiet, tranquil area which eventually becomes part of the canyon. Its eastern exposure makes it an ideal morning terrace. The building has subtle architecture and simplicity that forms a backdrop for the landscape. Furnishings and landscape will be naturally and sensitively designed.
The following outline identifies appropriate design elements and constraints for Area 10:

1. **STOREFRONT FORM**
   - 1B – STOREFRONT AT THE BUILDING LINE
   - 1G – OPERABLE STOREFRONT
   - Required

2. **ENTRY DOORS**
   - 2A – DOOR TYPES
   - Horizontal sliding, bi-fold and decorative vertical roll-up
   - Ornamental metal gates for exterior applications on terrace
   - 2D – MULTIPLE ENTRIES
   - Required if sliding or vertical doors are not used
   - 2E – SLIDING OR ROLL-UP DOORS
   - Required if multiple entries are not used

3. **GLAZING SYSTEM**
   - 3C – LARGE GLASS PANELS
   - Encouraged
   - 3E – OPERABLE GLAZING PANELS
   - Encouraged

4. **BASES AND BULKHEADS**
   - 4A – MINIMAL BASE
   - Encouraged
   - 4D – INTEGRATED LANDSCAPE BULKHEAD
   - Encouraged
5. MATERIALS AND DETAILS
5A - WOOD
5B - METAL
5C - STONE
5D - CERAMIC TILE
5G - ORNAMENTAL GLASS

6. ARCHITECTURAL ORNAMENTATION
6A - VERTICAL ELEMENTS
6B - HORIZONTAL ELEMENTS
6C - STOREFRONT FRAME
6D - SCULPTURAL EMBELLISHMENT

7. COLOR
7A - NATURAL COLOR
7C - DEEP TONED COLORS

8. SIGNAGE
8B - ARCADE SIGNS
8D - LIT GLAZING SIGNS
8F - PLAQUE SIGNS

- Stained and painted finish
- A clear finish is also encouraged
- Patina finish only
- Natural
- Malibu custom pattern mosaic
- Encouraged

- Accents encouraged
- Sculptural and innovative objects are highly encouraged and may be incorporated into and onto the Landlord's building shell
- Natural objects such as stones, rough cut glass, driftwood and elements with artistic merit can also be considered

- Required as the dominant field
- Accents

- Plaza location or suspended in Area 9's alley
- Encouraged
10. **LIGHTING**
   10A - SPILL LIGHT
   10B - FILL LIGHT
   10C - ILLUMINATED SIGNAGE
   10D - NEON
   10H - WALL MOUNTED LIGHTS
   - Required
   - Optional
   - Custom, integrally designed with storefront

11. **AWNINGS AND SHADE ELEMENTS**
   11A - TYPE
   - Open options within master palette defined

13. **BANNERS**
   13A - BANNERS WITHIN STOREFRONT OPENING.

14. **FURNISHINGS AND FIXTURES**
   14A - UMBRELLAS
   14B - FURNISHINGS
   - Optional
   - Comfortable and casual
The Landlord will define the character objectives of the space and will provide a basic configuration layout. Tenants will provide a personalized palette of materials and a storefront system to be composed mainly of door and window components. A tailored, refined atmosphere will be the expected standard within the interior and exterior dining spaces.
The following outline identifies appropriate design elements and constraints for Area 11:

1. **STOREFRONT FORM**
   - 1G - OPERABLE STOREFRONT
     - Required

2. **ENTRY DOORS**
   - 2A - DOOR TYPES
   - Required, bi-fold, and french multiple panels
   - 2D - MULTIPLE ENTRIES
     - Encouraged at the corner plane of the space, treat as an accent possibility
   - 2F - DEFINED ENTRY ELEMENT

3. **GLAZING SYSTEM**
   - 3C - LARGE GLASS PANELS
     - Optional
   - 3E - OPERABLE GLAZING PANELS
     - Required

4. **BASES AND BULKHEADS**
   - 4A - MINIMAL BASE

5. **MATERIALS AND DETAILS**
   - 5A - WOOD
     - Stain must be light
   - 5B - METAL
   - 5C - STONE
   - 5D - CERAMIC TILE
   - 5G - ORNAMENTAL GLASS
7. COLOR
   7B – NEUTRAL COLORS
   7C – DEEP TONED COLORS
   7D – PASTEL COLORS

8. SIGNAGE
   8E – INDIVIDUAL LETTERS
   8F – PLAQUE SIGN
   8H – NEON
   8I – FASCIA PANEL SIGN
   8J – CERAMIC TILE PANEL

10. LIGHTING
    10A – SPILL LIGHT
    10C – SIGNAGE ILLUMINATION
    10D – NEON
    10F – UMBRELLA LIGHTING
    10I – TIVOLI

11. AWNINGS AND SHADE ELEMENTS
    11A – TYPE

14. FURNISHINGS AND FIXTURES
    14A – UMBRELLAS
SUBMITTAL AND REVIEW

There is a formal process for the approval of Tenant's plans for Del Mar Plaza. This process involves review by the Landlord and his Design Consultant to determine consistency with the Tenant criteria. It is at the discretion of the Landlord to determine whether or not a Tenant design is consistent and appropriate to the character and criteria. The criteria is developed to set a framework of design parameters that will be subject to the ultimate approval of the Landlord. In addition, the City of Del Mar will review plans to insure consistency with the criteria and other city codes and ordinances. The review process includes two basic steps outlined below:

1. PRELIMINARY DESIGN SUBMITTAL

The preliminary design submittal is mandatory. It is intended to provide an overview that outlines the Tenant's design intentions in response to the criteria. This submittal is intended to address the design concept prior to the Tenant initiating a great deal of design work. Final plans will not be reviewed until the basic storefront design concept, materials, signs, and layout of the space are approved.

The preliminary design submittal is to include only those items listed. Additional information will not be considered.
SUBMITTAL AND REVIEW

The requirements of the preliminary submittal are:

- Floor plan at ¼" scale indicating storefront elements, fixture layout, stock areas, and toilet rooms. Overall dimensions, the column grid, and the Tenant's space number must be indicated on the plan.

- Storefront interior and exterior elevations at ½" scale that clearly identify the storefront materials, lighting and sign concepts, and include the storefront's relationship to the surrounding Landlord's building condition.

- Storefront sections which fully illustrate the storefront's design concept and the details for connecting the Landlord's elements.

- Materials and color samples for all storefront elements should be mounted on boards no larger than 11" x 17". Actual material samples are required. Photographs or materials used to represent the actual ones will not be accepted.

- A reflected ceiling plan must be submitted.

One set of sepias and three sets of prints of all preliminary drawings are required.
SUBMITTAL AND REVIEW

The preliminary design review process will consider the three-dimensional form of the storefront, the use of materials, details, colors, and the integration of the store's signs. One of two responses will be generated from this process:

- **Approval** with conditions to be addressed in the final plans; or

- **Rejection** when the Tenant's basic design is unacceptable and needs to be revised and resubmitted before being allowed to proceed with final plans.

All plans are to be submitted to:

The Del Mar Partnership
12702 Via Cortina, Suite 104
Del Mar, CA 92014
2. FINAL DESIGN AND WORKING DRAWINGS

When the Tenant obtains preliminary design approval, he or she may proceed with the submittal of final designs and working drawings.

As in the preliminary review, the final plans are either accepted, with conditions to be addressed, or rejected. Rejected plans must be resubmitted until approval is reached. No permits can be applied for nor construction started until a full set of final plans has been approved and stamped by the Landlord.

Final plans must be signed by a California-licensed architect. One set of sepias and three sets of prints of all drawings are required in the submittal of final plans.

The requirements for the final plan submittal are listed in the Technical Handbook.

The Tenant's sign fabricator must submit shop drawings directly to the Landlord for approval. All submissions are to include two sets of bluelines and one set of reproducible sepias.

Shop drawings must be fully dimensioned and include the following information:

- Material designation and color sample.
- Lighting specifications (if applicable).
- Actual letter style, type, and dimensions.
- Detail drawings of all ornamental hardware.
- A drawing indicating the precise sign location on the storefront, overall dimensions, and the location of all concealed hardware and equipment including transformers and access panels.
PREPARATION

Tenant Package Issued → Tenant Preliminary Discussion/meeting with design consultant if necessary → Preliminary design submitted by Tenant

PRELIMINARY SUBMITTAL

Preliminary design review with comments sent to Tenant → "Approved"—Tenant to proceed with final design submittal making changes as designated from preliminary review → Tenant to submit approved preliminary plans to Del Mar City Planning.

The Tenant's designer works with the Landlord's design consultant as is necessary to resolve design issues.

Preliminary design submitted by Tenant

"Rejected"—Tenant's designer revises plans for resubmittal as directed → "Accepted"—Tenant to proceed with final design submittal making changes as designated from preliminary review.

FINAL SUBMITTAL

Final Design Review → "Accepted"—with conditions to be met as addressed → Final design submitted by Tenant.

"Rejected"—Final design to be re-submitted until approved → "Rejected"—Final design to be re-submitted until approved.

COMPLIANCE & CONSTRUCTION

Tenant is responsible to provide proof of compliance on design issues identified on final design approval → Tenant to submit approved final plans to Del Mar City Planning.

Once approved for construction by the Landlord, the Tenant begins construction of Tenant improvements.

Applicable local permits obtained by Tenant → The Landlord monitors the construction process for compliance with the approved plans.
AMENDMENT TO DEL MAR PLAZA
TENANT DESIGN MANUAL

This amendment applies only to the “corner” site of the Del Mar Plaza Specific Plan, 1435 Camino Del Mar, located at the southeast corner of 15th Street and Camino Del Mar, California.

Inasmuch as the subject property was designed to be visually consistent and compatible with the continuing street level streetscape presented by Del Mar Plaza to the north, those materials, colors and design details outlined in the Tenant Design Manual would also remain consistent.

AREA 12

- Storefronts shall provide a continuity of material, form and finish and shall provide the community with an ambience appropriate to an established location at the corner of a prominent intersection. As such, tenant expression authorized for staff-level review shall be limited to: improvements on the building interior; and proposed signage.

- The general requirements for storefront signage as found in the main body of the Del Mar Plaza Tenant Design Manual shall apply. Signage types, sizes and appearance shall be consistent with design options presented in the Tenant Design Manual itself and with the additional provisions found on the following pages of this amendment. Where a discrepancy exists between the provisions of the [original] Tenant Design Manual and the provisions of this amendment thereto, the provisions of this amendment shall apply.
SIGNAGE

In addition to general requirements for storefront signage found in the [original] Tenant Design Manual, the following design criteria shall apply to Area 12:

• NOTE: Special tenant signage facing Camino Del Mar may be provided for second-level tenants over 3,000 square feet as follows.

1. A monument wall at Camino Del Mar may be utilized by the second level tenant in Area 12 for tenant’s signage at the street level.
   • The monument wall shall be a maximum of 27 square feet. Signage backing applied to the monument wall shall not exceed 20 square feet per side of the double-faced wall.
   • Letter height for the monument sign shall not exceed 6 inches with the first letter not to exceed 8 inches.

2. In addition to the monument sign, the tenant may incorporate one additional sign type from the following list with design of such sign to be subject to the provisions of the Tenant Design Manual:
   a. arcade signs  b. individual letters  c. exposed neon  d. plaque signs  e. fascia panel signs and f. ceramic tile panel signs.

3. Additional signs to identify parking locations, ATM devices and directional signs shall be allowed with such individual signs not to exceed 2 square feet in area and three in number.
SIGNAGE

PROHIBITED SIGN TYPES

The following sign types are prohibited for Tenant use in Area 12.

- “Can” signs with an illuminated translucent background and silhouette letters.
- Vacuum formed plastic lettering.
- Plexiglass channel letters.
- Plastic materials including acrylic letters or plexiglass panels.
- Signs employing luminous painted paper or cardboard, stickers or decals hung around or behind storefront glazing.
- Signs employing exposed raceways, ballast boxes, transformers, crossovers, or conduits.

The submittal and review process for signage shall be as defined in the main body of the Plaza Tenant Design Manual.