

## SANTA CLARITA

23920 Valencia Boulevard • Suite 300 • Santa Clarita, California 91355-2196 Phone: (661) 259-2489 • FAX: (661) 259-8125 www.santa-clarita.com

### CITY OF SANTA CLARITA Master Case Number 13-005 Sign Review 13-001 Per Code Section 17.51 of the Unified Development Code

Date: December 9, 2013

- Applicant: General Wash, LLC 2500 East Belle Terrace, Suite 100 Bakersfield, CA 93307
- Request: The applicant is requesting approval of a Sign Review permit to create a sign program for the properties located at APNs 2811-003-034 and 028. The subject properties are located at the corner of Magic Mountain Parkway and Bouquet Canyon Road in the Mixed Use-Corridor (MX-C) zone.
- Findings: The Community Development Department has determined that the applicant's request is a reasonable and conforming use of the property along with the application of conditions of approval. The determination has been made that the principles and standards required by the Unified Development Code have been applied to this decision. Therefore, this sign review proposal is approved, subject to the following conditions:

### CONDITIONS OF APPROVAL

#### **GENERAL**

- GC1. The approval of this project shall expire if not put into use within one (1) year from the date of conditional approval, unless it is extended in accordance with the terms and provisions of the City of Santa Clarita's Unified Development Code.
- GC2. The applicant may file for an extension of the conditionally approved project prior to the date of expiration. If such an extension is requested, it must be filed no later than sixty (60) days prior to expiration.

Master Case 13-005 Sign Review 13-001 December 9, 2013 Page 2 of 4

- GC3. The applicant shall be responsible for notifying the Director of Community Development, in writing, of any change in ownership, designation of a new engineer, or change in the status of the developer, within 30 days of said change.
- GC4. Unless otherwise apparent from the context, the term "applicant" shall include the applicant and any other persons, corporation, or other entity making use of this grant. The applicant shall defend, indemnify, and hold harmless the City of Santa Clarita, its agents, officers, and employees from any claim, action, or proceeding against the City or its agents, officers, or employees to attach, set aside, void, or annul the approval of this Project by the City, which action is provided for in Government Code Section 66499.37. In the event the City becomes aware of any such claim, action, or proceeding, the City shall promptly notify the applicant, or if the City fails to cooperate fully in the defense, the applicant shall not thereafter be responsible to defend, indemnify, or hold harmless the City. Nothing contained in this Condition prohibits the City from participating in the defense of any claim, action, or proceeding, if both of the following occur: 1) The City bears its own attorneys' fees and costs; and 2) the City defends the action in good faith. The applicant shall not be required to pay or perform any settlement unless the settlement is approved by the applicant.
- GC5. The property shall be developed and maintained in substantial conformance with the approvals granted by the City. Any modifications shall be subject to further review by the City.
- GC6. The applicant and property owner shall comply with all inspection requirements as deemed necessary by the City of Santa Clarita.
- GC7. The owner, at the time of issuance of permits or other grants of approval agrees to develop the property in accordance with City codes and other appropriate ordinances such as the Building Code, Plumbing Code, Grading Code, Highway Permit Ordinance, Mechanical Code, Unified Development Code, Sanitary Sewer and Industrial Waste Ordinance, Electrical Ordinance and Fire Code.
- GC8. The applicant must sign and notarize the attached affidavit to confirm acceptance of the conditions of this grant. The notarized affidavit must be returned to the Planning Division before approval is granted.
- GC9. It is hereby declared and made a condition of this permit that if any condition hereof is violated, or if any law, statute, or ordinance is violated, the City may commence proceedings to revoke this approval.

#### PLANNING DIVISION

- PL1. The applicant is approved to implement the sign program created for the subject properties located at APN's 2811-003-034 and 028. The sign program includes the creation of monument signage, wall signage, directional signage, and identifies the location of a future pylon sign as shown on the approved interim and ultimate site plans and elevations.
- PL2. Sign type M3 identified on the interim site plan shall not be constructed until such time as a future tenant occupies the property west of the approved car wash.
- PL3. Sign M2 identified on the ultimate site plan shall not be constructed until such time as the Magic Mountain Parkway flyover bridge commences construction.
- PL4. Sing X identified on the ultimate site plan shall be constructed at such time as the Magic Mountain Parkway flyover bridge project commences construction. The sign shall be designed pursuant to pylon sign development standards outlined in Unified Development Code Section 17.51.080.N which was in effect in August of 2013 and the applicant shall submit the design for approval by the City of Santa Clarita prior to construction. Section 17.51.080.N is attached to these conditions of approval as Attachment A.
- PL5. This approval does not supersede the requirements of any other affected agency or of any requirements or prohibitions in the Unified Development Code not addressed above. The applicant shall comply with all standards all other affected divisions of the City and all other affected agencies.
- PL6. The applicant and property owner shall comply with all inspection requirements deemed necessary by the City of Santa Clarita.
- PL7. With the exception of constructing signage identified in conditions PL2 and PL3, this approval must be used within one (1) year from the date of issuance. This approval shall be considered null and void if not acted upon by December 10, 2014.
- PL8. The applicant must sign and notarize the attached affidavit to confirm acceptance of the conditions of this permit. The notarized affidavit then must be returned to the Community Development Department before approval is granted.

Should you have any questions regarding this approval, please contact me at (661) 255-4330.

Sincerely,

David Peterson Assistant Planner II

**Project Name / Location: Bouquet Crossing** 23255-23275 Magic Mountain Parkway Santa Clarita, CA 91355

**Property Owner:** Magic and Bouquet LLC. Contact: Darcey Oldhafer 28338 Constellation Road Suite 900 Valencia, CA 91355 Tel: 661.702.2262 Email: doldhafer@intertexcompanies.com>

## Signage Consultant:

Image Factor, Inc. Contact: Cary Llewelyn 29005 Avenue Penn Valencia, CA 91355 Tel: 661.295.0624 Email: cary@imagefactor.com

**Governing Agency:** 

Newhall Land

Architectural Review Committee (ARC)

**Contact: Carla Fansmith** 

25124 Springfield Court

Valencia, CA

91355

Tel: 661.255.4289

Email: CFansmith@newhall.com

**City Planning Department:** City of Santa Clarita Economic Development Contact: James Chow 23920 Valencia Boulevard Suite 302 Valencia, CA 91355 Tel: 661.25-4330

Email: jchow@santa-clarita.com



## BOUQUET CROSSING PLANNED SIGN PROGRAM

23255-23275 MAGIC MOUNTAIN PARKWAY

Revised 12/5/2013

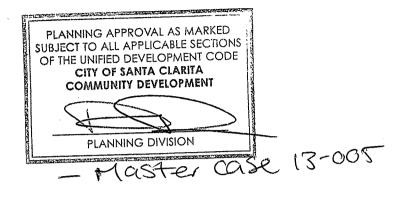
#### Master Case #12-010

29005 avenue penn · valencia · ca · 91355 · t 661 295 0624 · f 661 295 0628 · www.imagefactor.com

CONSULTATION · DESIGN · FABRICATION

P 1 of 14

DEC 1 0 2013



imagefactor (F



## TABLE OF CONTENTS

Cover Sheet / Project Information Page 1
Table of Contents 2
Purpose and Intent, Maintenance, Future Pylon Signage
Compliance Requirement, Design Criteria & General Sign Standards
Sign Descriptions (Monument Signs & On-Building Identification Signs)
Sign Descriptions (Directional Sign, Addresses and Door / Window Graphics
Project Site Plan (Interim)6
Project Site Plan (Ultimate)7
Building Elevations Showing Sign Locations 8
Color Renderings of Car Wash Building
Sign Type M1 (Corner Icon Sign)10
Sign Type M2 & M3 (Double Sided Multi-Tenant Monument Sign)
Sign Type D1, D2 and D3 (Directional Signs)12
Sign Type P1 (Future Pylon Sign Place Holder)13

P 2 of 14
TABLE OF CONTENTS   Bouquet Crossings   23255-23275 Magic Mountain Pkwy.   Santa Clarita, CA   91355
Date Revised 7/17/13 Scale NTS Drawn by Cary Llewelyn
(UL)
imagefactor
29005 Avenue Penn Valencia, California
Valencia, Calitornia 91355
t.661.295.0624
f.661.295.0628
Imagefactor.com

#### **PURPOSE AND INTENT**

The purpose of this Planned Sign Program is to ensure that all businesses within Bouquet Crossing develop and install creative signage that contributes to the success of Bouquet Crossing, this is an up scale project that will require high quality creative signage that reflects the integrity of the building architecture. All businesses will be encouraged to incorporate a wide variety of sign styles, icons and materials, this will help create an inviting experience for the car wash and neighboring businesses that will be part of Bouquet Crossing.

#### MAINTENANCE

All signs within Bouquet Crossing shall be maintained in an as-new condition in accordance with the CC&R's for the project. Inspections of all signs on site will be made periodically. Any deficiencies shall be immediately corrected by the party responsible for said signs.

#### \* FUTURE PYLON SIGNAGE

In the event a fly over type bridge is approved and built adjacent to this project, the City of Santa Clarita and Newhall Land will allow (1) pylon type sign to be installed. The purpose of this sign will be to create project exposure / identification that will be lost due to the construction of this bridge. Once the bridge has been designed and approved by the City, a final design of the sign will be submitted to the City of Santa Clarita and Newhall Land for approval. For the sake of this planned sign program a basic design has been provided to show general intent and size of this signage.

\* Future "Sign X" to be installed by applicant at such time city initiates construction of fly over bridge

P 3 of 14 PURPOSE / MAINTENANCE / PYLON Bouquèt Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355 (Date) Revised 7/17/13 Scale NTS Drawn by Cary Llewelyn U imagefactor 29005 Avenue Penn Valencia, California 91355 t.661.295.0624 f.661.295.0628 imagefactor.com



CONSULTATION DESIGN FABRICATION

#### **COMPLIANCE REQUIREMENT**

No person shall erect, reerect, construct, enlarge, move, improve, convert or equip any sign or structure, or cause or permit the same to be done contrary to or in violation of any of the provisions of this Planned Sign Program. Conformance will be strictly enforced by Newhall Land (ARC) and The City of Santa Clarita. All such non conforming or unapproved sign(s) must be brought into conformance at the expense of the person(s) responsible for the sign(s).

#### **DESIGN CRITERIA & GENERAL SIGN STANDARDS**

- (1) Sign area is defined as the entire area within a perimeter defined by a continuous line composed of right angles which encloses the extreme outer limits of lettering, logo or trademarks together with any frame or structural trim forming a part of the display used to differentiate the sign from the background against which it is placed.
- (2) The location of the ground mounted monument signs shall conform to The City of Santa Clarita site distance triangle. Please note the car wash will be allowed (1) single tenant monument sign and (2) multi-tenant monument signs (to be shared with the other tenants within the project). The other tenants will be allowed to share (1) single tenant monument sign and shared use of the (2) multi-tenant monument signs. Each major tenant may also be allowed a maximum of (3) directional signs (small ground mounted monument type signs), these signs must not exceed the dimensions shown in this package.
- (3) All paint on aluminum or acrylic shall be satin polyurethane as manufactured by Matthews Paint Company (or equal) over proper primer.
- (4) All signs attached to the building shall consist of fabricated letters, logos and or design elements, all sign components are to be surface mounted. No stand alone cabinet signs will be allowed unless approved by Newhall land ARC and the City of Santa Clarita Planning Department. Signs made of Styrofoam or signs painted directly on the building will be not be permitted. All on-building signs shall be mounted directly onto building surface. "Raceways" will only be allowed if there is absolutely no access behind the sign to run electrical / service the sign in the future.
- (5) All "Monument" and "On Building Identification" signs must be illuminated, these types of signs may be internally or externally illuminated. All lighting techniques and fixtures must be submitted to Newhall Land (ARC) and the City of Santa Clarita for approval. There will be no flashing, moving or audible signs allowed on this project.
- (6) All attachment hardware shall be stainless steel to preclude rust staining of architectural surfaces and to permit ease of future removal / servicing.

#### ACCEPTABLE MATERIAL FOR TENANT IDENTIFICATION SIGNS

The following list of materials may be used to fabricate Tenant signage:

Metals: Aluminum, stainless steel, brass, bronze, copper & wrought iron.

Acrylics and Foams: Cast acrylic sheet, polycarbonite, high density pvc sheet, Cast polyester resin and 15 lb. urethane foam as manufactured by Sign Foam/Precision Board

Other Acceptable Materials: Gold/silver leaf, glass, ceramic tile & natural/simulated stone

#### **UNACCEPTABLE MATERIAL FOR TENANT IDENTIFICATION SIGNS**

The following materials /techniques will not be allowed:

Trim Cap: If trim cap is used it must be painted to match the color of the face or return it is attached to.

Styrofoams: The only foam allowed will be 15 lb. urethane foam that is rated for exterior use.

Painted on building signs: This type of sign will not be acceptable on this project.

#### **ACCEPTABLE METHODS OF ILLUMINATION**

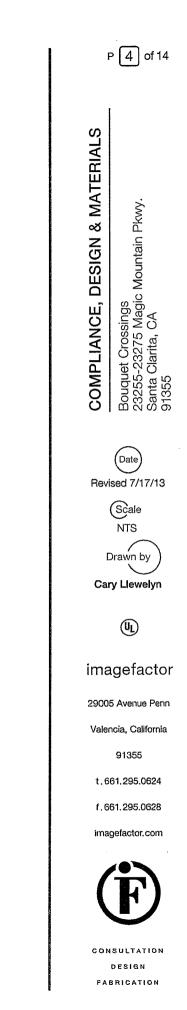
The following lighting techniques may be used to illuminate tenant signage:

Neon (as long as it is not exposed), cold cathode, fiber optics, LED, incandescent, fluorescent halogen. Please note that lighting techniques will be subject to approval of Newhall Land (ARC) and the City of Santa Clarita planning / building department, certain lighting techniques may be rejected due to location of the sign and the impact it will have on neighboring tenants/residents.

#### NON ACCEPTABLE METHODS OF ILLUMINATION

The following lighting techniques may not be used to illuminate tenant signage:

Exposed neon, any type of exposed bulbs or any type of flashing light source.



#### SIGN DESCRIPTIONS

#### Single Tenant / Multi Tenant Monument Signs

These types of signs are provided for ground mounted tenant identification. The Single Tenant Monument Signs will Identify one tenant / business only, the Multi Tenant Monument Signs will identify multiple tenants / businesses. Each tenant / business will be responsible for the cost of adding their business name to the Multi Tenant Monument Sian.

#### **On Building Identification Signs**

These signs are provided for on-building business identification. The copy shall be limited to company name/logo and may be displayed as two lines of copy in company letter/logo style. This sign type must be internally or externally illuminated and be fabricated from one or more of the approved materials listed on the Exhibit (additional materials may be allowed but must be approved). Paint finishes shall be satin polyurethane, colors of signs will be subject to the approval of the Newhall Land (ARC) and the City of Santa Clarita Planning Dept. These signs must either have a translucent acrylic face with internal illumination (standard channel type) or be fabricated from aluminum/stainless steel with a clear polycarbonite back (reverse channel type) or fabricated completely from aluminum / stainless steel with external light fixtures. There will be no Styrofoam or painted on building signs allowed. All wall signs must have a minimum depth of 2" and a maximum depth of 12". There will be no visible raceways allowed. On-Building Identification Signs shall occur above the storefront but not within 1'-0" from the top or side of the building / tenant space.

Single Occupant Buildings may be allowed (1) primary "On Building Identification Sign" and (2) secondary "On Building Identification Signs", The maximum area allowed for a Primary "On Building Identification Sign" is (1-1/2) square feet for each linear foot of storefront, the maximum length of a sign must not exceed 75% of the total length of the building frontage. Secondary "On Building Identification Signs" must not exceed 50% of the allowable square footage of the Primary "On Building Identification Signs"

Single Occupant Buildings located on a corner may be allowed (2) primary "On Building Identification Signs" and (2) secondary "On Building Identification Signs". The maximum area allowed for a Primary "On Building Identification Sign" is (1-1/2) square feet for each linear foot of storefront, the maximum length of a sign must not exceed 75% of the total length of the building frontage. Secondary "On Building Identification Signs" must not exceed 50% of the allowable square footage of the Primary "On Building Identification Signs"

#### SIGN DESCRIPTIONS

#### **Ground Mounted Directional Signs**

The two major tenants / businesses will be allowed to have a maximum of (3) ground mounted directional signs. This type of sign shall be single or double sided with the same information on each side, signs shall display business name and directional information only and may be illuminated. All signs must have a solid masonry base that ties in with the project architecture and be limited to 12 square feet per sign face including masonry base. These signs shall be located in the softscape areas as indicated on the site plan.

#### **Building Addresses**

Each Building will have a minimum of one address located on the parapet level of the building. Numerals shall be a minimum of  $12^{"}$  tall x  $1/2^{"}$  deep, actual height will be determined by Los Angeles County Fire Dept. depending on visibility, Address numerals shall be fabricated out of aluminum and painted to match building in a contrasting color, paint finish to be satin polyurethane.

#### **Tenant Address on Storefront Glass above Main Entrance**

Each tenant / business must have a minimum of (1) address located above the entry doors, these address numbers must be computer cut vinyl mounted to the face of the glass, addresses numbers must be white or some other high contrasting color.

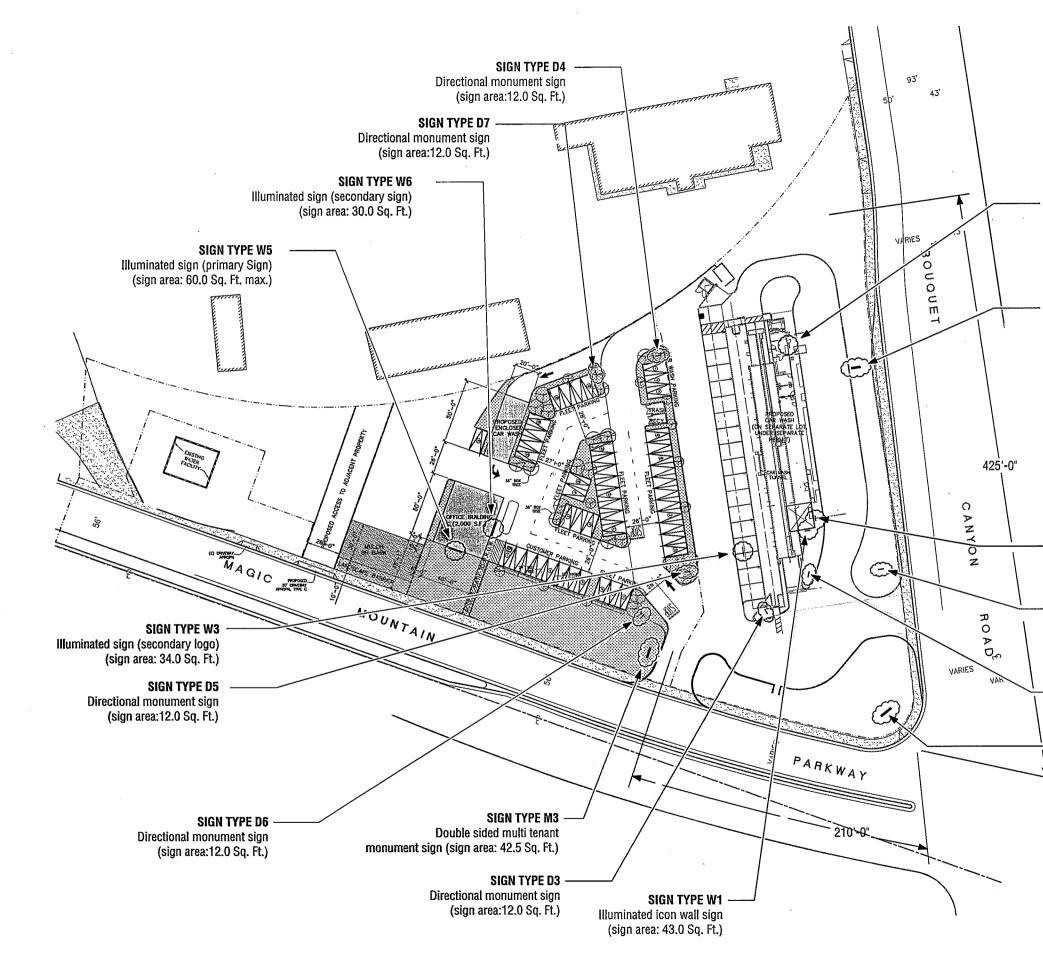
#### Identification Signs at Man Doors

This sign type is provided for identification of tenant for shipping, receiving, employees and emergency services only, this sign will be limited to tenant address, company name and one line of copy that states what that entrance is intended for i.e., shipping, receiving, will call etc. This sign will be made of 1/8" aluminum plate with a satin polyurethane painted finish and 2 mil high performance vinyl graphics. Panel size will be 16" square.

#### **Tenant Information on Storefront Glass**

Each tenant will be allowed one identification/information sign on their front window adjacent to the entry door/s. Graphics will be limited to white high performance selfadhesive vinyl. The maximum area of this sign will be 2-1/2 Sq.Ft. Maximum width and height is 24". Lettering shall not exceed 2" in height and logos shall not exceed 10" in height. Supportive text shall be limited to 1" tall lettering set in legend form. The graphics shall be centered vertically at 60" and must be at least 4" from any edge of glass.

P 5 of 14 COMPLIANCE, DESIGN & MATERIALS Bouquet Crossings 23255-23275 Magic Mountain Pkwy Santa Clarita, CA 91355 Date Revised 7/17/13 Scale NTS Drawn by Cary Llewely (UL) imagefactor 29005 Avenue Penn Valencia, California 91355 t.661.295.0624 f.661.295.0628 imagefactor.con



SIGN TYPE W4 Illuminated secondary logo. (sign area: 26.0 Sq. Ft.)

SIGN TYPE M2 Double sided multi tenant monument sign (sign area: 42.5 Sq. Ft.)

SIGN TYPE W2 Illuminated icon wall sign (sign area: 43.0 Sq. Ft.)

- SIGN TYPE D1 Directional monument sign (sign area:12.0 Sq. Ft.)

> **SIGN TYPE D2** Directional monument sign (sign area:12.0 Sq. Ft.)

SIGN TYPE M1 Single sided corner monument sign (sign area: 32 Sq. Ft.)



Benquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355

Scale NTS Drawn by

Cary Llewelyn

(UL)

imagefactor

29005 Avenue Penn

Valencia, California

91355

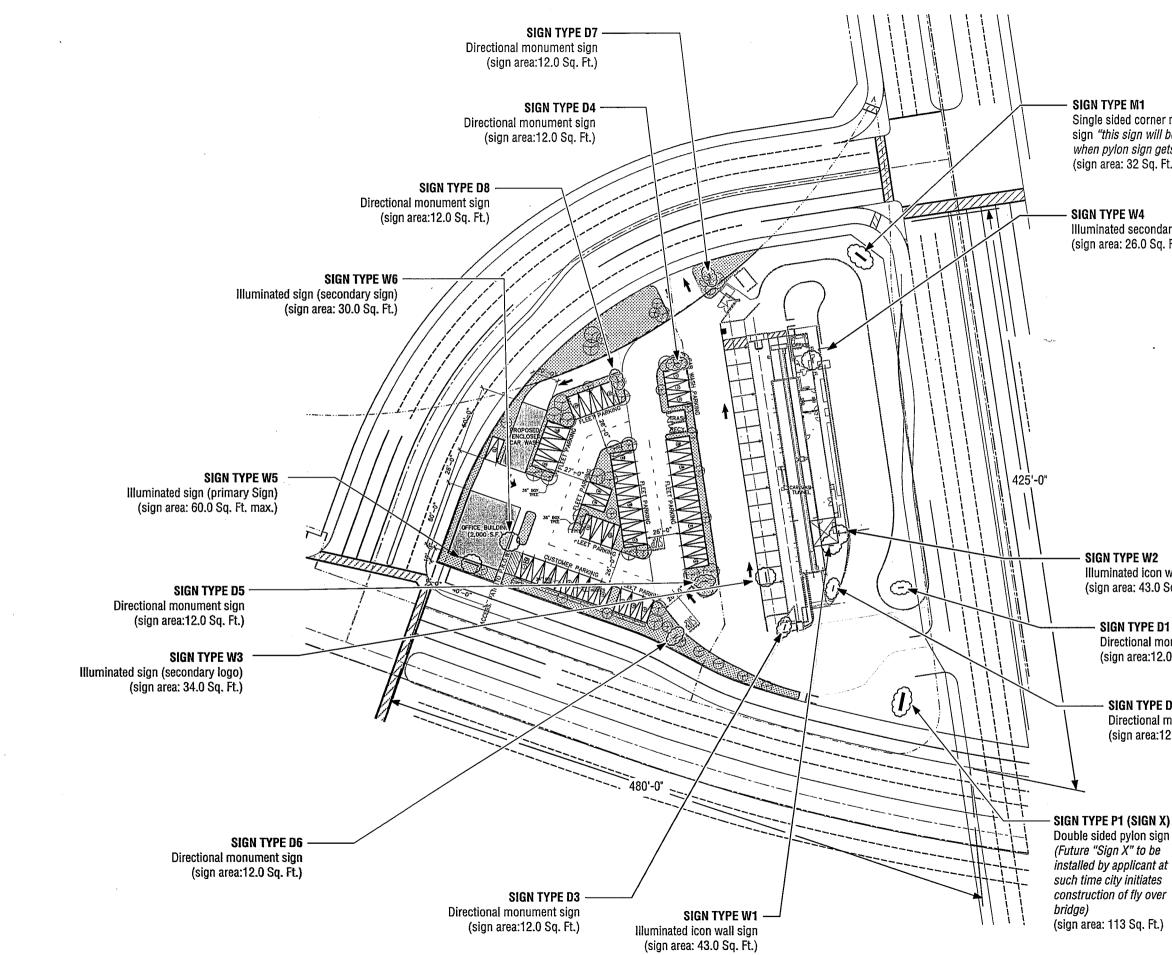
t.661.295.0624

f.661.295.0628

imagefactor.com



CONSULTATION DESIGN FABRICATION



Single sided corner monument sign "this sign will be relocated here when pylon sign gets installed" (sign area: 32 Sq. Ft.)

Illuminated secondary logo. (sign area: 26.0 Sq. Ft.)

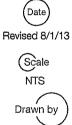
SIGN TYPE W2 Illuminated icon wall sign (sign area: 43.0 Sq. Ft.)

> SIGN TYPE D1 Directional monument sign (sign area:12.0 Sq. Ft.)

SIGN TYPE D2 Directional monument sign (sign area:12.0 Sq. Ft.)



PROJECT SITE PLAN (ULTIMATE) Bouquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355



Cary Llewelyn

U

## imagefactor

29005 Avenue Penn

Valencia, California

91355

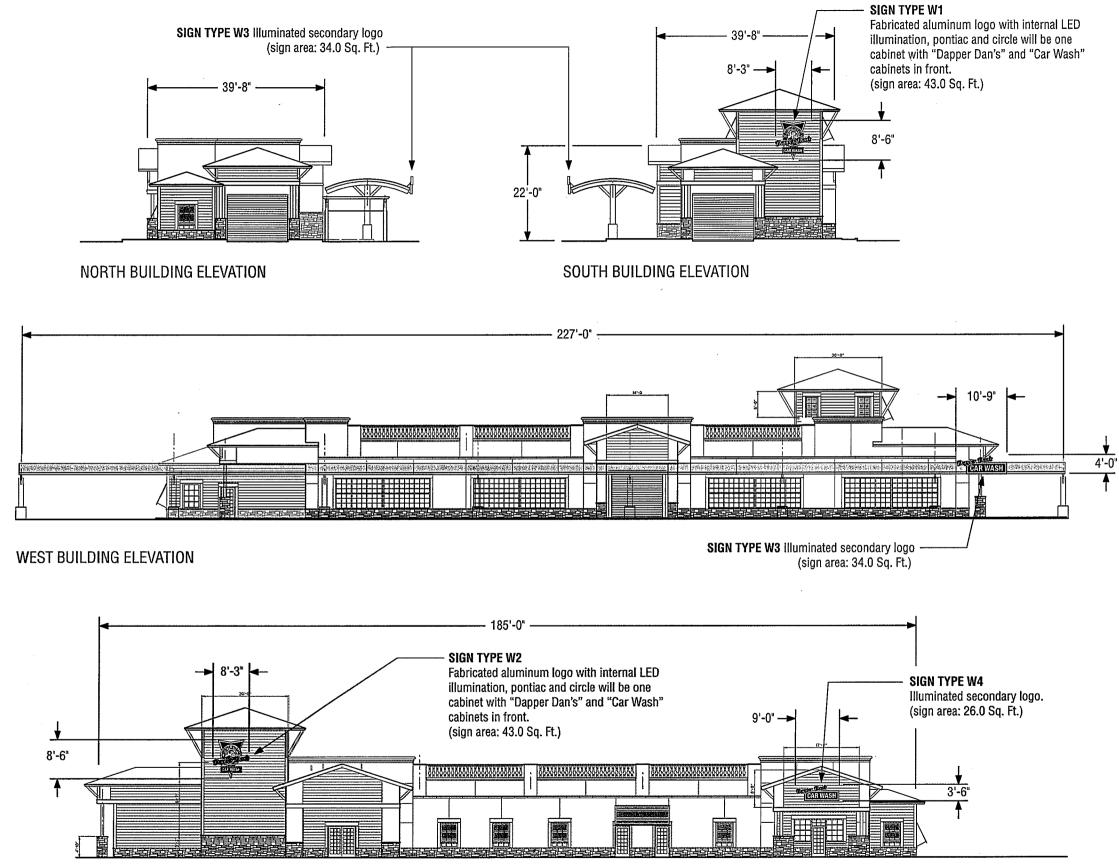
t.661.295.0624

f.661.295.0628

imagefactor.com



CONSULTATION DESIGN FABRICATION



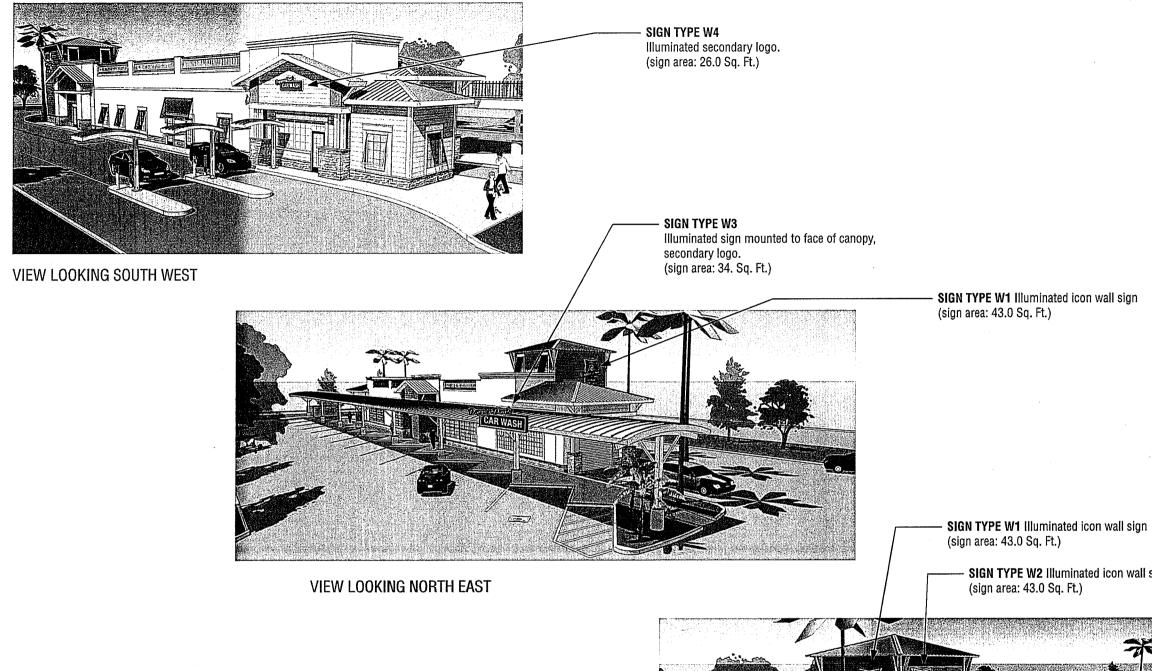
EAST BUILDING ELEVATION

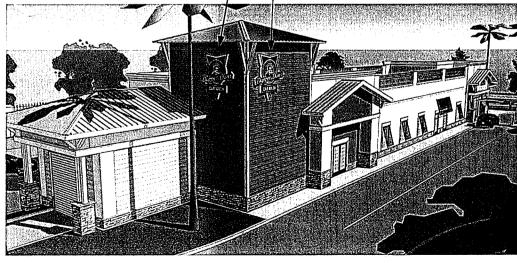
Bouquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355 PROJECT ELEVATIONS Date Revised 7/17/13 Scale As Noted Drawn by Cary Llewelyn (UL) imagefactor 29005 Avenue Penn Valencia, California 91355 t.661.295.0624 f.661.295.0628 Imagefactor.com



CONSULTATION DESIGN FABRICATION

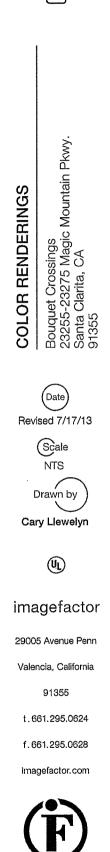
P 8 of 14



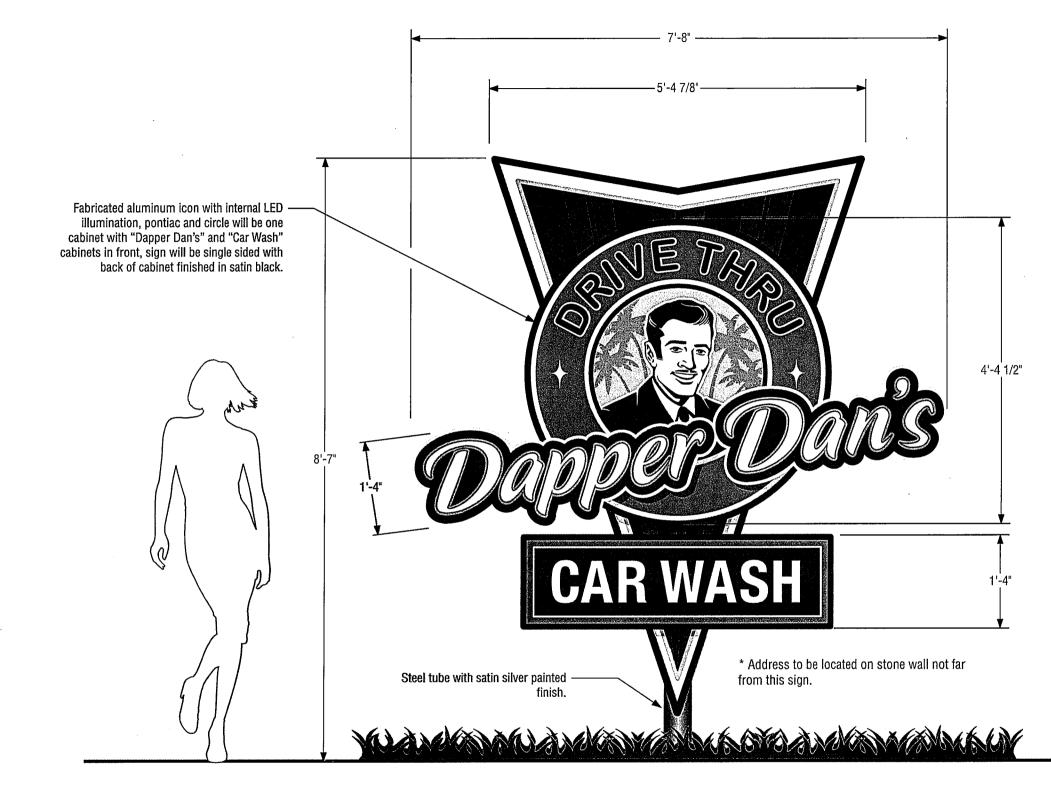


VIEW LOOKING NORTH WEST

SIGN TYPE W2 Illuminated icon wall sign (sign area: 43.0 Sq. Ft.)



CONSULTATION DESIGN FABRICATION



**SIGN TYPE M1** SINGLE SIDED CORNER SIGN (*due to the iconic design of this this sign it does not have an address but all other monument signs will*) (sign area: 32 Sq. Ft.), in the event a pylon sign gets installed this sign will be relocated as shown on the ultimate site plan.

P 10 of 14		
SIGN TYPE M1 (CORNER ICON)	Bouquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355	
Date Revised 7/17/13 Scale 3/4" = 1'-0" Drawn by Cary Llewelyn		
(UL)		

## imagefactor

29005 Avenue Penn

Valencia, California

91355

t.661.295.0624

f.661.295.0628

imagefactor.com





# SIGN TYPE M2, M3 & M4 (MULTI-TENANT D/F MONUMENT SIGN) (sign area: 42.5 Sq. Ft.)

,

#### Future tenant signage location

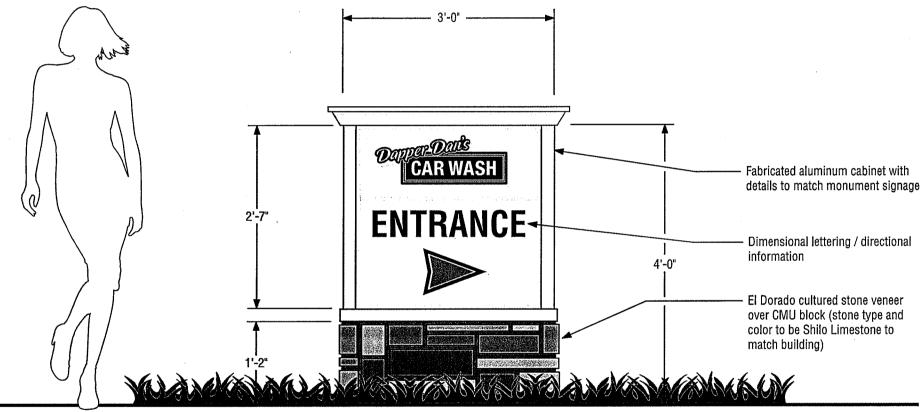
El Dorado cultured stone veneer over CMU block (stone type and color to be Shilo Limestone to match building)

SIGN TYPE M3 (MULTI TENANT MON.) Bouquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355 Date Revised 7/17/13 Scale 3/4" = 1'-0" / Drawn by Cary Llewelyn (UL) imagefactor 29005 Avenue Penn Valencia, California 91355 t.661.295.0624 f.661.295.0628 imagefactor.com



CONSULTATION DESIGN FABRICATION

P 11 of 14



SIGN TYPE D1, D2, D3, D4, D5 and D6 (DIRECTIONAL MONUMENT SIGNS) (sign area: 12.0 Sq. Ft.)

SIGN TYPE D1, D2, D3 (DIRECTIONALS) Bouquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355

Date Revised 7/17/13 Scale 3/4" = 1'-0" Drawn by Cary Llewelyn

UL

## imagefactor

29005 Avenue Penn

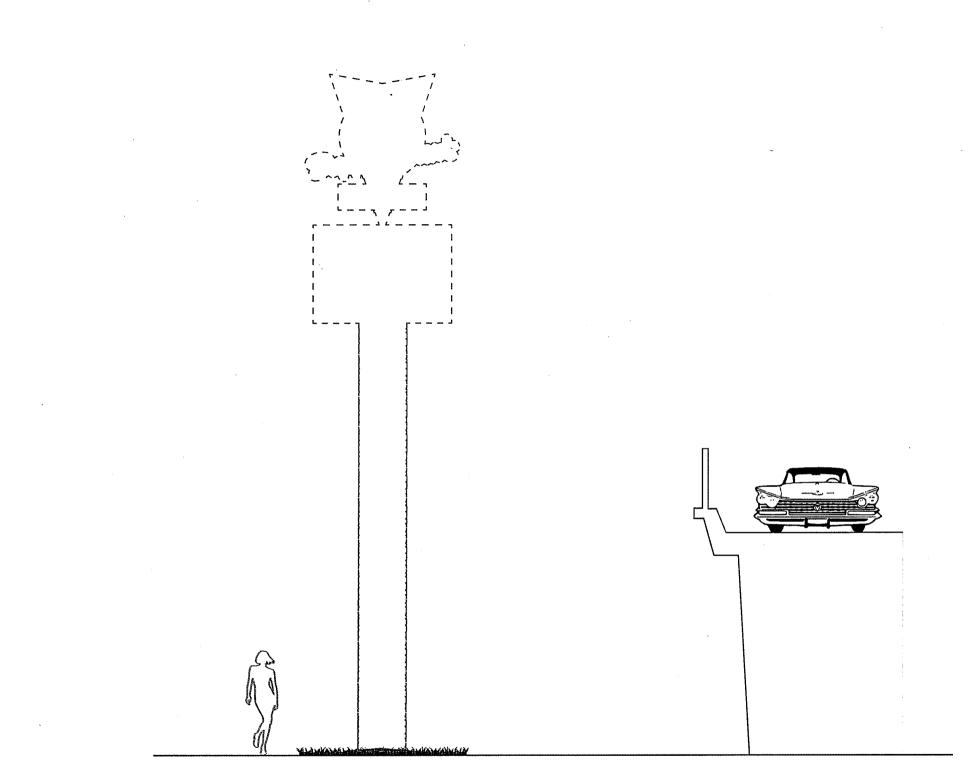
Valencia, California 91355

t.661.295.0624

f.661.295.0628

imagefactor.com





SIGN TYPE P1 (SIGN X) DOUBLE SIDED PYLON SIGN (Future "Sign X" to be installed by applicant at such time city initiates construction of fly over bridge)

SIGN TYPE P1 (FLY OVER PYLON)

Bouquet Crossings 23255-23275 Magic Mountain Pkwy. Santa Clarita, CA 91355

Date Revised 7/17/13 Scale 3/16" = 1'-0" Drawn by Cary Llewelyn

(UL)

imagefactor

29005 Avenue Penn

Valencia, California

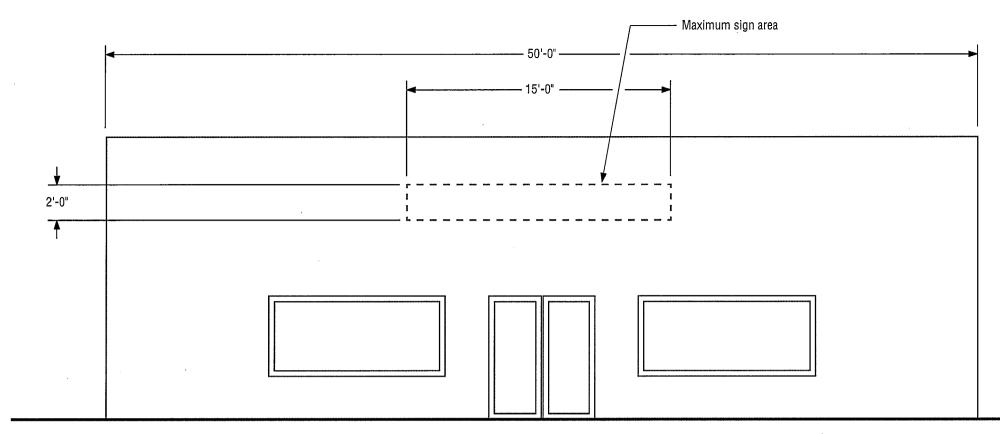
91355

t.661.295.0624

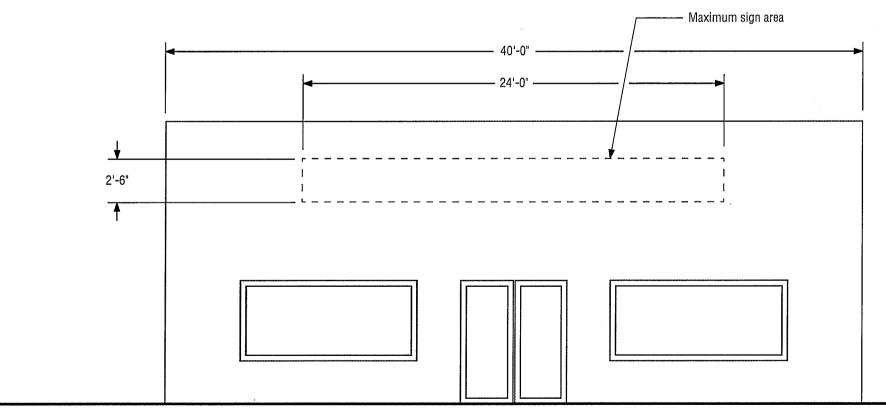
f.661.295.0628

imagefactor.com





EAST ELEVATION OF 23275 MAGIC MOUNTAIN PKWY. (MAXIMUM "SECONDARY" SIGN AREA = 30 SQUARE FEET)



SOUTH ELEVATION OF 23275 MAGIC MOUNTAIN PKWY. (MAXIMUM "PRIMARY" SIGN AREA = 60 SQUARE FEET)



## imagefactor

29005 Avenue Penn

Valencia, California

91355

t. 661.295.0624

f.661.295.0628

imagefactor.com

