



City of
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 12-003
Sign Review 12-001
(Sign Program for Holland Development Shopping Center)
Per Code Section 17.19
of the Unified Development Code**

Date: May 9, 2012

Applicant: Kenneth Holland
26301 Ravenhill Road
Santa Clarita, CA 91387

Request: The applicant is requesting approval of a sign program for the Holland Development Shopping Center located at 19018-19042 Soledad Canyon Road. The project site is zoned Community Commercial (CC), in the City of Santa Clarita.

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 sign program. Therefore, this sign program review proposal is approved, subject to the following conditions:

CONDITIONS OF APPROVAL

1. All signs shall be established in conformance with the approved sign program on file with the City of Santa Clarita Planning Division.
2. Second floor tenants shall not be permitted wall signs on all building elevations.
3. The maximum area permitted for primary wall signs shall be one and a half (1½) square feet per one linear foot of tenant store frontage facing Soledad Canyon Road. The maximum area for all secondary wall signs shall be one-



half the maximum allowable area of primary wall signs or one and a half (1 ½) square feet per two linear feet of tenant store frontage facing Soledad Canyon Road.

4. The maximum sign length for all wall signs shall not exceed 75% of the store frontage facing Soledad Canyon Road.
5. The total maximum height of all wall signs shall not exceed thirty-two (32") inches in height for either a single or double line of text. The total maximum height of a logo shall not exceed thirty-six (36") inches. The total maximum height of an initial capital letter on a single line of text shall not exceed thirty-six (36") inches in height. With the exception of a logo, any sign containing two lines of text shall not exceed thirty-two (32") inches in height.
6. No exposed raceways are allowed.
7. No exposed or open neon is allowed.
8. Prior to submittal of individual signs, the applicant shall submit written approval for the proposed signs from the property owner.
9. The project shall be developed in conformance with the approved sign program. Any changes shall be subject to further review by the Director of Community Development.
10. 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.
11. The signs shall not be located in such a manner as to impede traffic or sight visibility.
12. The applicant and property owner shall comply with all inspection requirements deemed necessary by the City of Santa Clarita.
13. This approval must be used within one year from the date of issuance. This approval shall be considered null and void if not acted upon by May 9, 2013.
14. The applicant must sign the attached notarized affidavit to confirm acceptance of the above conditions. The notarized affidavit must be returned to the Community Development Department before approval is granted.

Master Case 12-003, Sign Review 12-001
Holland Development Shopping Center Sign Program
May 9, 2012
Page 3 of 3

Should you have any questions regarding this approval, I can be reached at (661) 255-4330.

Sincerely,

A handwritten signature in black ink, appearing to read "m Marshall". The signature is written in a cursive, somewhat stylized font.

Mike Marshall
Assistant Planner II

S:\CD\CURRENT\2012\12-003 (SR12-001)\12-003 Conditions of Approval.doc

Project Location:

19040 Soledad Canyon Rd.
Santa Clarita, CA
91351

SIGN CONSULTANT:

Nite Light Signs
21001 Superior St.
Chatsworth, CA 91311
P. 818.341.0987
F. 818.341.4644
jdue@nitelitesigns.com

OWNER:

Holland Family Trust
26301 Ravenhill Rd.
Santa Clarita, CA 91387
Phone : 661251251
jk_holland@sbcglobal.net

ARCHITECT:

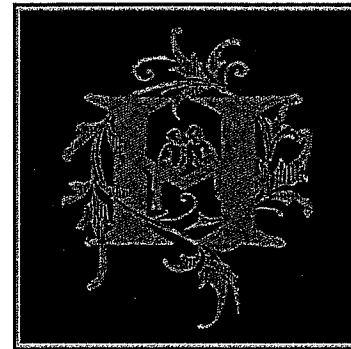
MK design
20401 Janzer Ct.
Santa Clarita, CA 91350
Phone: 661.714.3891
Fax: 888.521.2827
mkirollos@mkdesigninc.com

GENERAL CONTRACTOR:

MK Construction
19040 Soledad Canyon Rd.
Santa Clarita, CA 91351
Phone: 6617143891

CITY PLANING DEPARTMENT:

City of Santa Clarita
Planning and Building Services
Contact: Mike Marshal
23920 Valencia Blvd.
Suite 100
Valencia, CA 91355
Tel: 661 255 4330



Holland Development
Shopping Center

PLANNED SIGN PROGRAM

RECEIVED
PLANNING DIVISION
MAY 08 2012
CITY OF SANTA CLARITA



Holland Development
Shopping Center

19040 Soledad Canyon Rd.
Santa Clarita,
CA 91351

PURPOSE OF APPLICATION:

The purpose of this planned sign program is to ensure that all tenants signs contribute to the success of the Holland Development shopping center.
Tenants will be encouraged to incorporate a wide variety of sign styles, icons and materials. This will help create an inviting retail experience for visitors

MAINTENANCE

All signs within "The Holland Development Shopping Center" 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 foresaid signs, if the party responsible (the tenant) does not have the sign repaired within (7)days, the landlord has the right to hire a sign contractor to make the repairs, the cost of the repairs will be back charged to the party responsible (the tenant).

APPROVALS

All tenant signage must have written approval from the landlord prior to City review. Eligible sign applicants shall first obtain the approval from the landlord by submitting the following:

- (1) Submit (5) copies of the following to the landlord
 - (ARC).
 - (a) Site plan and building elevation showing proposed sign locations and dimensions.
 - (b) Proposed materials, finishes, colors and illumination type.
 - (c) Section view showing fabrication and attachment details.
 - (2) For city approval submit (3) copies of the drawings as approved by The Landlord to the City of Santa Clarita Planning Department,
- After planning approval proceed to the Building & Safety Department to obtain sign/building permits,
- The Building and Safety Department will require the following:
- (a) Site plan and building elevation showing proposed sign locations and dimensions.
 - (b) Proposed material, finishes, colors and illumination type .
 - (c) Section view showing fabrication and attachment details.
 - (d) Monument signs may need to include engineering done by a civil engineer that is licensed in the State of California .

UNCERTAINTY OF SIGN STANDARDS

If a situation arises that is not covered by these sign standards or there is ambiguity, the sign applicant is referred to the landlord, for clarification and determination. The landlord and the City of Santa Clarita together will then approve signing that best meets the intent of the Project.

PLANNED SIGN PROGRAM

PREPARED FOR

mk construction

19040 Soledad Canyon rd.
Santa Clarita
CA 91350

PURPOSE OF APPLICATION:

MAINTENANCE

APPROVALS

UNCERTAINTY OF
SIGN STANDARDS



Holland Development
Shopping Center

19040 Soledad Canyon Rd.
Santa Clarita,
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PLANNED SIGN PROGRAM

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SIGN DESCRIPTIONS

Project / Tenant Monument Signs

These types of signs are provided for ground mounted project/tenant identification. The Project Monument Signs will identify the project only, the Tenant Monument Signs will identify the project and the tenants of Holland Development Shopping Center. Please note that due to the amount of tenants and the allowable sign area determined by the City of Santa Clarita, there will not be enough room on the tenant monument signs for each tenant, the landlord/owner will decide which tenants will be identified on the monument signs, All tenants should refer to their lease for clarification. Eligible tenants will be responsible for the cost of adding their business name to the Tenant Monument Signs and will need to get Landlord approval on the design prior to fabrication.

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 by the landlord). Paint finishes shall be satin polyurethane, colors of signs will be subject to the approval of the landlord, and the City of Santa Clarita Planning Dept. These signs must either have a clear/translucent acrylic face with internal illumination (standard channel type) or be fabricated from aluminum/stainless steel with a clear polycarbonate back (reverse channel type) or fabricated completely from aluminum / stainless steel with external light fixtures. There will be no foam or painted on building signs allowed. All wall signs must have a minimum depth of 3" 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

A Total maximum height of up to thirty two (32) inches and up to two (2) vertical lines of text shall be permitted. For initial capital letters or logos, a maximum height of up to three (3) feet shall be permitted. Pursuant to the approval of a sign review for enhanced signing from the city of Santa Clarita, a maximum height of up to eight (8) feet and two (2) or more vertical lines of text may be permitted,

Multiple Occupant Buildings may be allowed (1) primary "On Building Identification Sign" and (1) secondary "On Building Identification Sign", The maximum area allowed for a primary "On Building Identification Sign" is (1-1/2) square feet for each linear foot of tenant storefront, the maximum length of a sign must not exceed 75% of the total length of the storefront, Secondary "On Building Identification Signs" must not exceed 50% of the allowable square footage of the Primary "On Building Identification Sign" or (1-1/2) square feet for each (2) linear feet of the storefront. Please note that Primary "On-Building Identification Signs" will be located on the Exterior elevations facing Soledad Canyon Rd., Secondary "On-Building Identification Signs" will be located on the Internal elevations that face Hideway and / or the parking lot.

Tenants in a Multiple Occupant Building that are located at either end of the building or stand alone building, may be allowed a third "On-Building Identification Sign" if the following requirements are met: The building elevation where the third sign will be located must face a street, a parking lot or driveway entrance. The sign location and size must be approved by the Landlord, and The City of Santa Clarita Planning Department

Single Occupant Buildings may be allowed (1) primary "On Building Identification Sign" and (2) secondary "On Building Identification Signs", The maximum area allowed for 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"

Due to accessibility or lack of sign area, some "On Building Identification Signs" may require a raceway, the signs may also have to be relocated to the front edge of the canopy, if it is determined that a sign must be relocated to the front edge of the canopy or have some sort of raceway due to accessibility, the raceway must be hidden or designed so that it does not look like raceway. These types of sign situations will be individually reviewed by the landlord and the City of Santa Clarita.

COMPLIANCE REQUIREMENT

No person shall erect, re-erect, 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 sign program. Conformance will be strictly enforced by the Landlord, 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 (2) ground mounted monument signs shall conform to The City of Santa Clarita site distance triangle. Please note there will only be (2) monument signs allowed on this project, (1) Project Monument Signs located at driveway entrance off of Soledad Canyon Rd. and (1) Tenant Monument Signs located at driveway entrance off of Hideaway. All paint on aluminum or acrylic shall be satin polyurethane as manufactured by Matthews Paint Company 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 cabinet/box signs, signs made of foam or signs painted directly on the building will be permitted at Holland Development Shopping center.. All on-building signs shall be mounted directly onto building surface. "Raceways" will not be allowed if the following conditions apply:
- (5) All Monument and Primary "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 the landlord, 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 surface 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, polycarbonate, high density PVC sheet, solid surface material as manufactured by Corian/Avonite,
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 return it is attached to
Styrofoam: 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 landlord approval 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.

Compliance requirements
Signs Descripton

SIGN DESCRIPTIONS

Tenant Identification Blade Signs

No Blade Signs are allowed.

Identification Signs at Man Doors

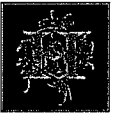
This sign type is provided for identification of tenant for shipping, receiving, employees and emergency services only, this sign will be limited to tenant address, company name and one line of copy that states what that entrance is intended for i.e., shipping, receiving, will call etc. This sign will 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 entry door. Graphics will be limited to white high performance self-adhesive 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. The Sign Area shall not exceed 25% of window area.

Tenant Address on Storefront Glass above Main Entrance

Each tenant space must have (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 with a 1/2" black outline, all vinyl to be 2 mil high performance type.



Holland Development Shopping Center

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Signs Descripton

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Tenant Identification Blade Signs

No Blade Signs are allowed.

Identification Signs at main Doors

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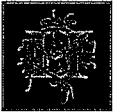
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Signs Descripton



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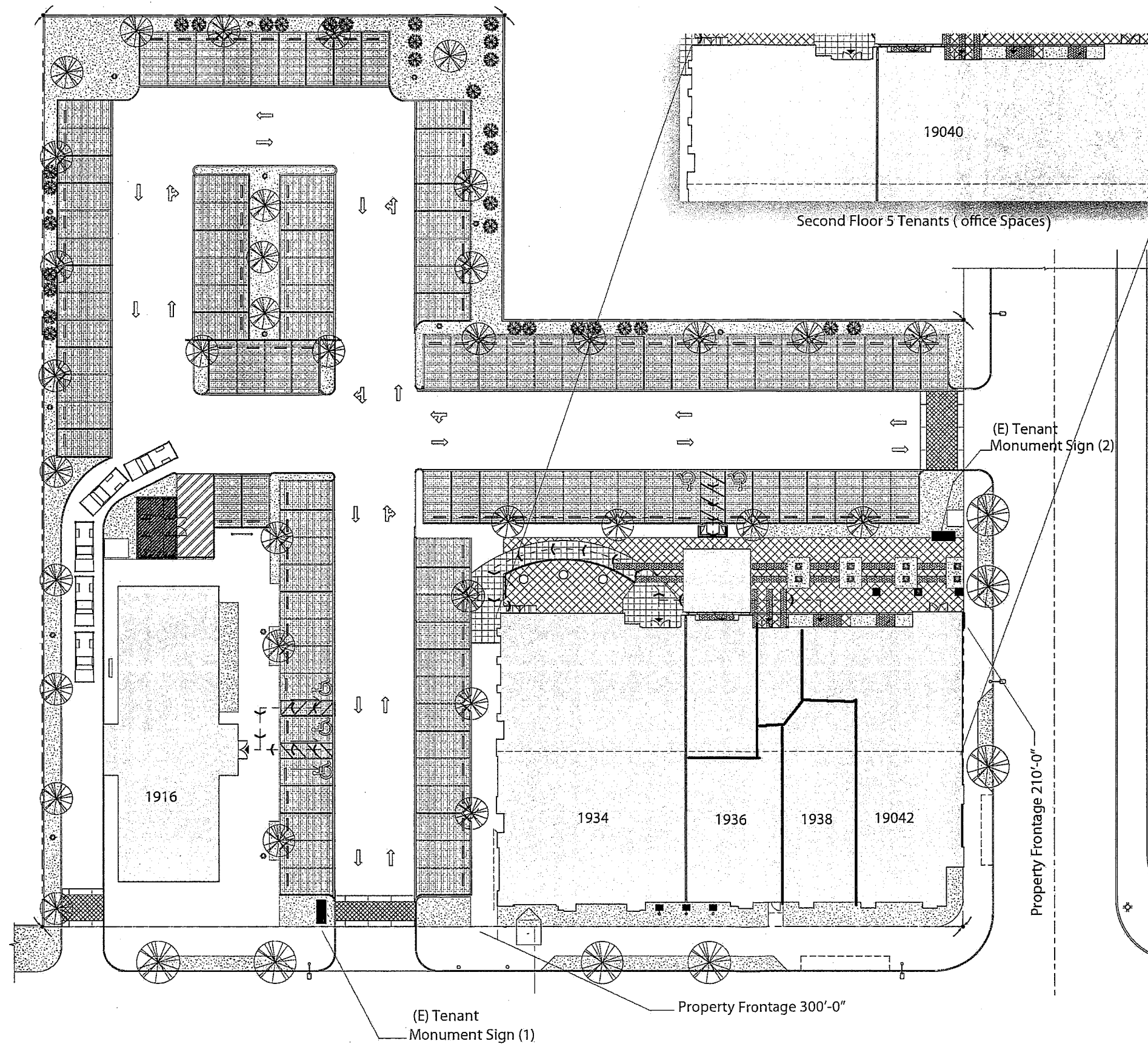
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Site Plan



Holland Development
Shopping Center

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CA 91350



Picture of Existing Building



Holland Development
Shopping Center

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CA 91351

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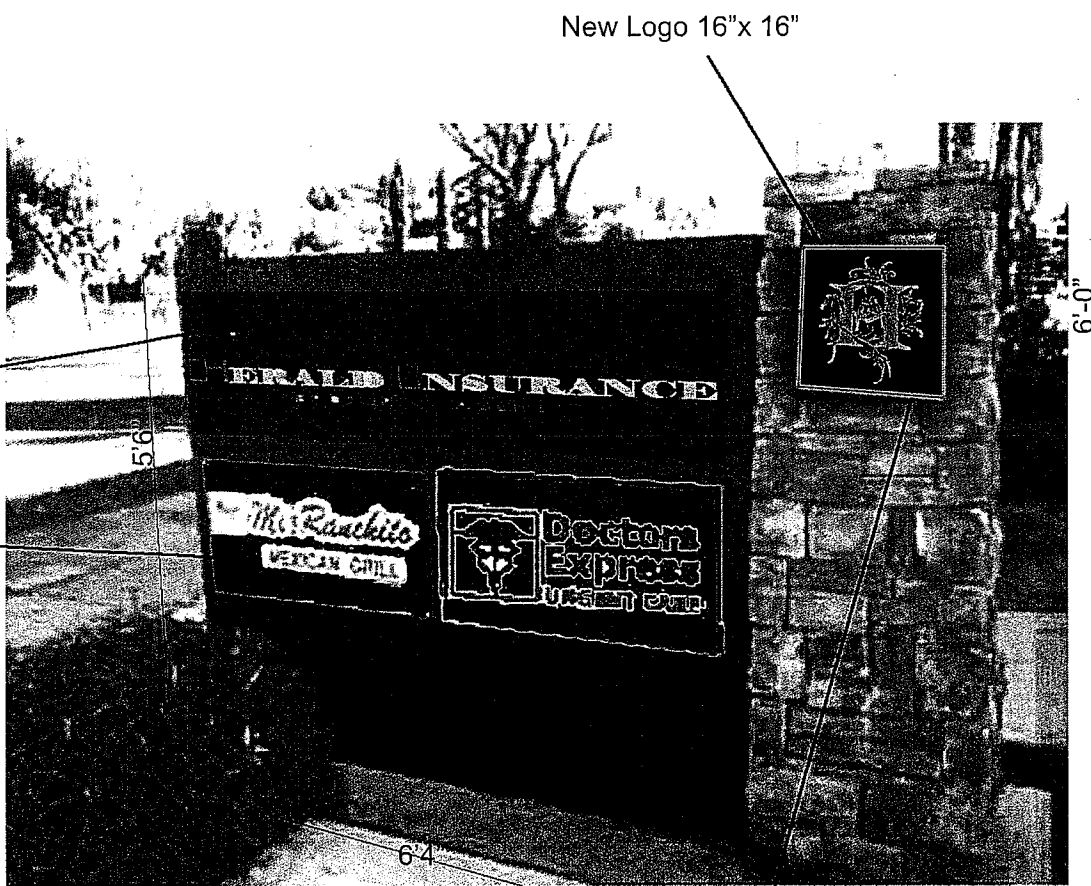
PREPARED FOR



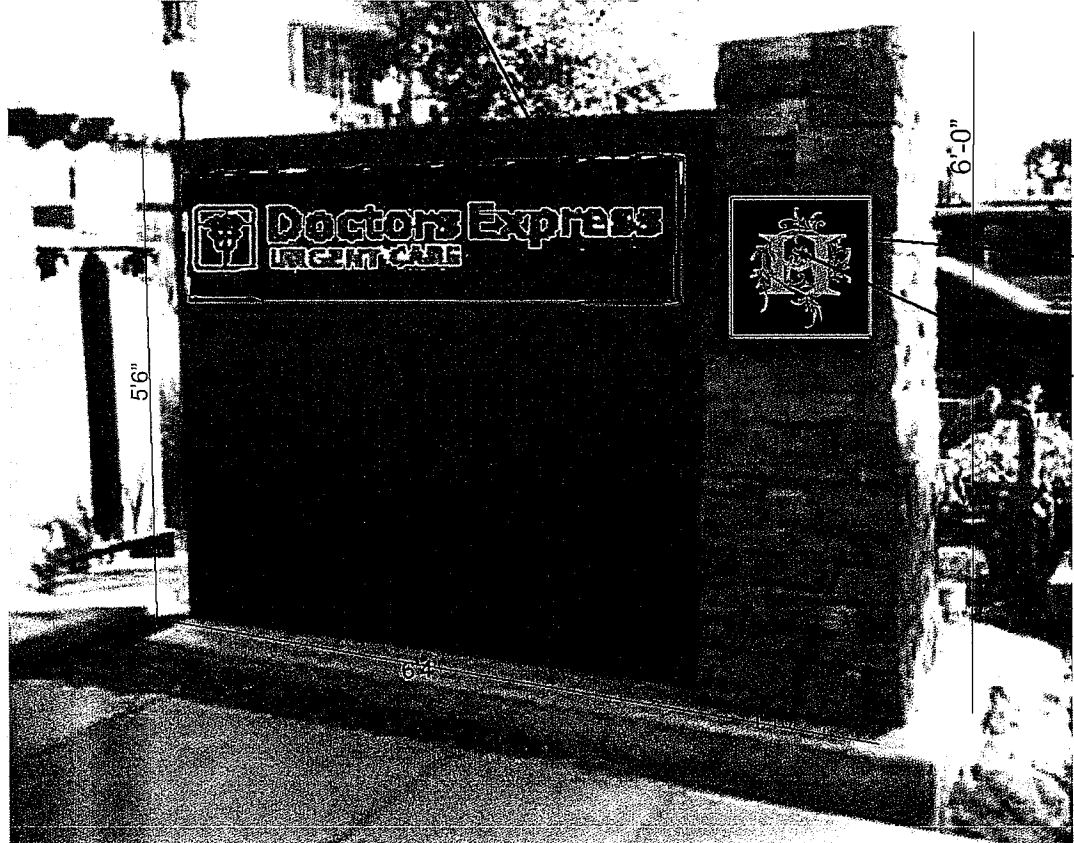
19040 Soledad Canyon rd.
Santa Clarita
CA 91350

Monumnet Sign
Shopping Center Logo

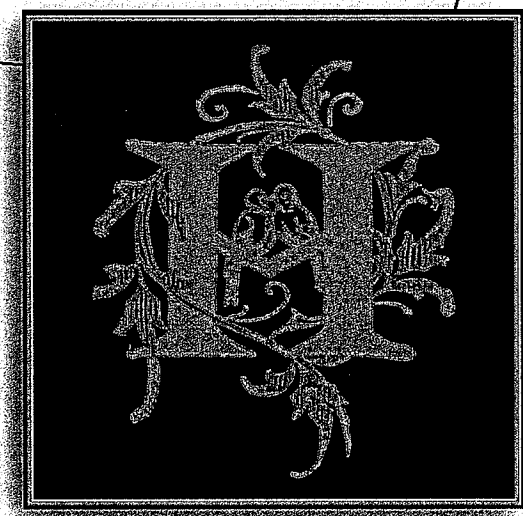
Fabricated aluminum tenant panels with internal illumination, push thru acrylic copy and painted background, major tenants will be allowed to use their corporate color as their panel background color, all other tenants will be required to use the standard dark bronze project color as their background color, please note all tenant copy must be white, if a logo is used it may be allowed to be a color but it must be approved by the landlord.



Existing North Monumnet Sign off of Soledad Canyon Rd
6'-0"
5'6"
6'4"
1'10"



Existing West Monumnet Sign off of Hydway
5'6"
6'4"



Proposed Logo for the Shopping Center
16"x16"

Fabricated Aluminum plaque with faux bronze painted finish and raised logo border

New Logo 16" x 16"

New Logo 16"x 16"



Holland Development Shopping Center

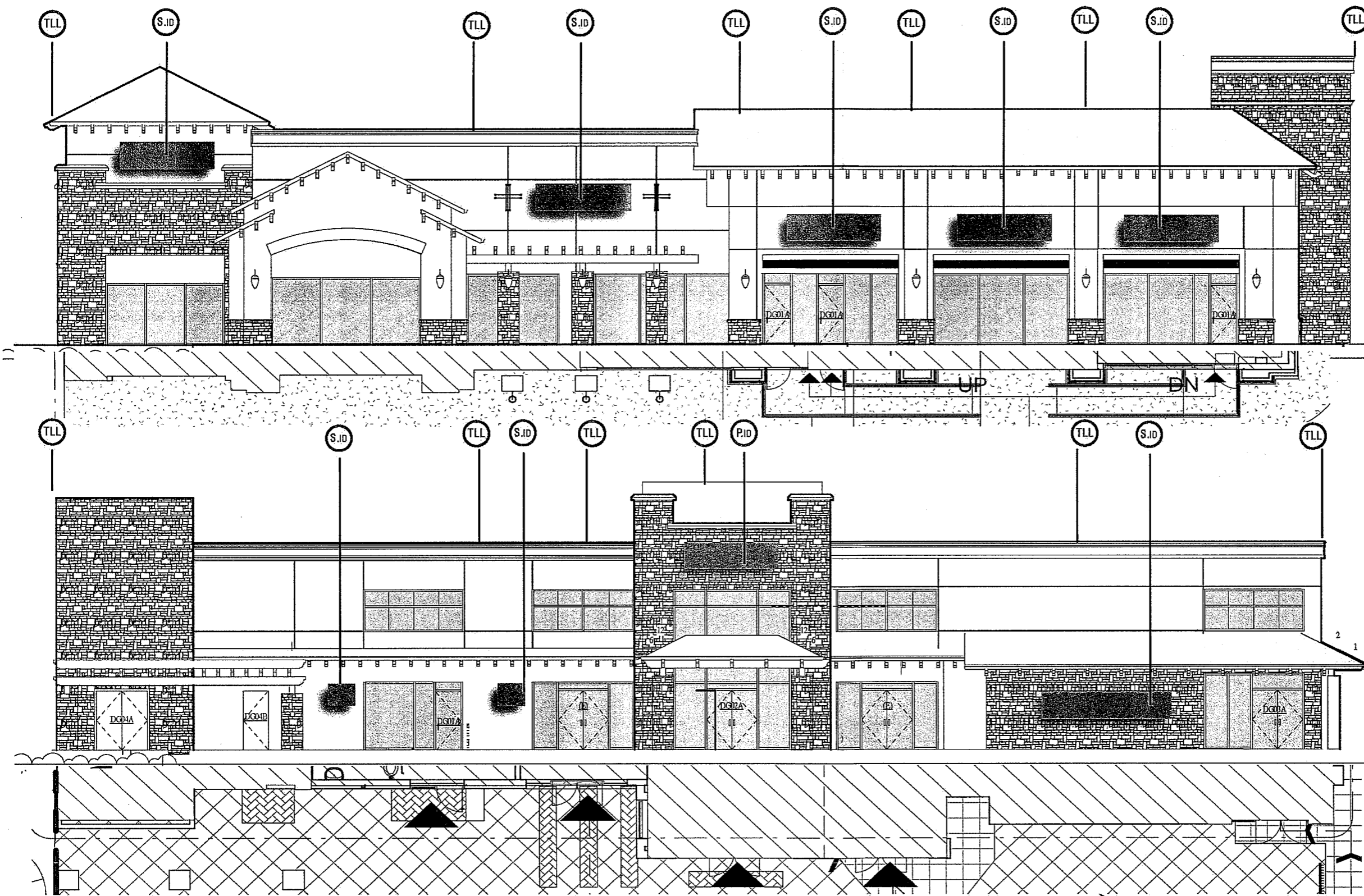
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ACCEPTABLE STOREFRONT SIGNAGE EXAMPLES

THESE EXAMPLES ONLY APPLY
TO TENANT STOREFRONTS
THAT DO NOT HAVE
ACCESS BEHIND SIGN AREA.

- P.ID Primary "On-Building Identification Signs"
- S.ID Secondary "On-Building Identification Signs"
- 2.ID Possible 2nd Floor "On-Building Identification Signs"
- TLL Tenant's Lease Line "Anticipated"



Holland Development
Shopping Center

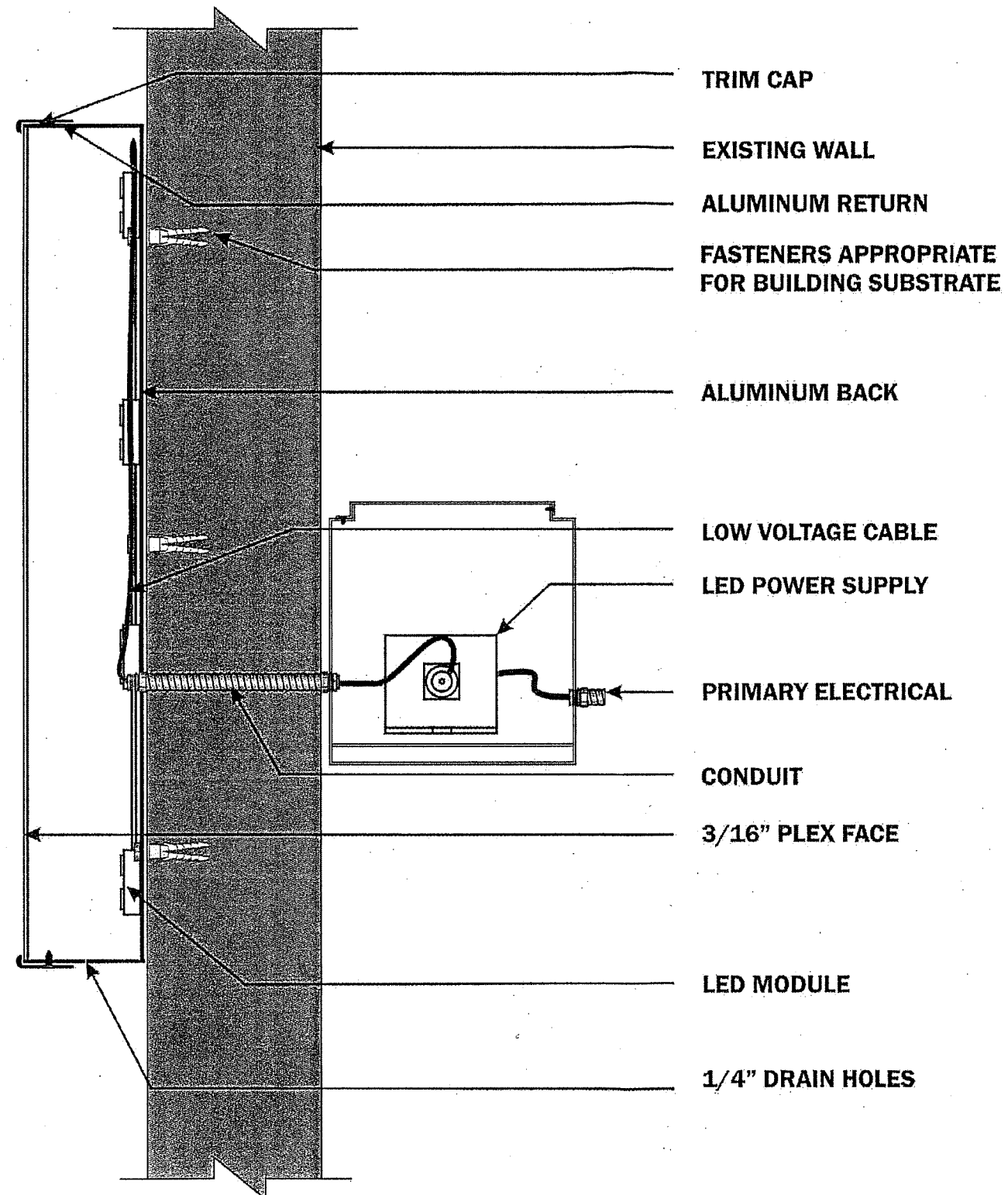
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Standard Face Lit - LED Illuminated

Technical detail