

City of
Santa Clarita

23920 Valencia Blvd.
Suite 300
Santa Clarita
California 91355-2196
Website: www.santa-clarita.com

Phone
(661) 259-2489
Fax
(661) 259-8125



**City of Santa Clarita
Master Case Number 01-223
Sign Review 01-018
(REVISED Sign Program for The Home Centre)
Per Code Section 17.19
of the Unified Development Code**

Date: January 10, 2002

Applicant: Ron Rasak
RKR, Inc.
15315 Magnolia Blvd. #415
Sherman Oaks, CA 91403

Request: The applicant is requesting approval of a sign program (Attachment A) at The Home Centre at the southeast corner of Magic Mountain Parkway and Citrus Drive.

Findings: The Planning and Building Services 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 / MITIGATION MEASURES

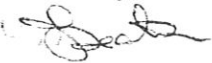
1. The center is permitted to have one monument located at the driveway entrance on Citrus Drive. The monument sign is permitted to be a maximum of six (6) feet in height with a maximum of 54 square feet of sign area.
2. The maximum square footage permitted for wall signs is one and a half (1½) square feet per linear foot of tenant store frontage.
3. Maximum sign height permitted for tenants with a minimum of 7,500 square feet of building area is two and a half feet (3'-0") in height (for cabinet boxes or individuals channel letters). Two lines of copy may have a maximum height of three and a half (3' 6") feet. Logos shall not exceed three (3) feet in height and shall be included in overall sign area.
4. Maximum sign height permitted for all other tenants is two (2') feet in height (for cabinet boxes and individual channel letters). Two lines of copy may have a maximum height of three feet (3'). Logos shall not exceed three feet (3') in height and shall be included in overall sign area.



5. All businesses are limited to one sign per elevation that has street or parking lot frontage.
6. All tenants are permitted to have one under canopy/blade sign. Sign shall not be permitted to exceed eight (8) square feet.
7. All tenants are permitted to have one sign on the entrance and one rear entry sign not to exceed two and a half (2½) square feet.
8. All awnings shall be colors that compliment the existing building design and/or color schemes.
9. No exposed or open neon is allowed.
10. No raceways are permitted.
11. Prior to submittal of individual tenant signs, the applicant shall submit written approval for the proposed signs from the property owner.
12. The project shall be developed in conformance with the approved site plan. Any changes shall be subject to further review by the Director of Planning and Building Services.
13. 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.
14. The signs shall not be located in such a manner as to impede traffic or sight visibility.
15. The applicant and property owner shall comply with all inspection requirements deemed necessary by the City of Santa Clarita.
16. The applicant must sign the attached notarized affidavit to confirm acceptance of the above conditions. The notarized affidavit must be returned to the Planning and Building Services Department before approval is granted.

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

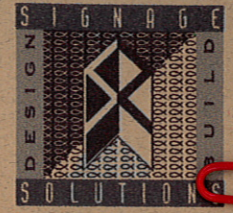
Sincerely,



Wendy Deats
Assistant Planner II

The Home
CENTRE

SANTA CLARITA, CALIFORNIA



01-3726

SIGN PROGRAM

JANUARY 10, 2002

JAN 11 2002

PLANNING APPROVAL AS MARKED
SUBJECT TO ALL APPLICABLE SECTIONS
OF THE UNIFIED DEVELOPMENT CODE
CITY OF SANTA CLARITA
PLANNING AND BUILDING SERVICES
W. Deats
PLANNING DIVISION

per mc 01.223

A PROJECT FOR:
RKR, INC.
15315 Magnolia Blvd., Suite 415
Sherman Oaks, CA 91403

The *Home*
CENTRE

SANTA CLARITA, CALIFORNIA



01-3726

SIGN PROGRAM

JANUARY 10, 2002

A PROJECT FOR:
RKR, INC.
15315 Magnolia Blvd., Suite 415
Sherman Oaks, CA 91403

SUBMITTALS & APPROVALS

01-3726
1-10-02

There is a formal process for the creation, review and approval of Tenant signs at The Home Centre. All Tenant's signage is subject to the Owner's, or his managing agent (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for The Home Centre.

A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to city submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the city requirements of Santa Clarita Planning and Building Department.

Submittals shall include the following:

1. STOREFRONT ELEVATION:
Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.
2. SHOP DRAWINGS:
Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.
3. SAMPLE BOARD:
Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns, and other details.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to the Owner for approval and then submitted to the City of Santa Clarita, CA for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.

B. SUBMITTAL TO NEWHALL LAND AND FARMING COMPANY

Sumittal requirements to be same as submittal to owner. See section A.

C. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor must submit to the City of Santa Clarita, CA, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

Tenant and his Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
2. All Sign Contractors must be fully insured and approved by Landlord prior to installation. Landlord must receive the Sign Contractor's Certificate of Insurance.

3. The Owner must be notified 48 hours in advance prior to sign installation.

- C. Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.
- D. The Owner may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.
- E. If the Tenant chooses to change his exterior sign at anytime during the term of his lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.
- F. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

TENANT'S RESPONSIBILITY

Tenant shall be responsible for the following expenses relating to signage for his store:

- Design consultant fees (if applicable)
- 100% of permit processing cost and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.

DESIGN GUIDELINES

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The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant, entertainment and retail visitors. Encouraged sign treatments include:

A) MIXED MEDIA FORMS AND EMBELLISHMENTS

- Dimensional, geometric shapes or Icon representing a tenant's product or service.
- Sculpted wood, metal or Signfoam forms.
- Painted, polished, etched, or abraded metals.
- Etched or sandblasted glass or acrylic.
- Screens grids or mesh.
- Glazed ceramic tile patterns or mosaic designs.
- Cut steel or fabricated steel.
- Neon accents or trim.
- Dimensional letterforms with seamless edges.
- Opaque acrylic materials with matte finishes.
- Faux stone effect finish.
- Gold, silver or copper leaf or metallic Paint finish.
- Oxidized and patina finishes.

B) ILLUMINATION

Tenant signage should incorporate two or more of the following acceptable lighting methods:

- Reverse/halo channel neon.
- Channel letters.
- Silhouette illumination.
- Bud light sculptures or rope lighting.
- Fiber optics.
- Internal and/or external illumination.
- Custom light fixtures and/or seamless opaque faces with "backed up" or "push thru" letters.

All front lighting should be baffled and obscured in channels where possible. Any exposed fixtures, shades or other elements should be designed to contribute to the design of the storefront.

All exposed or skeletal neon must be backed with an opaque coating, unless otherwise specified herein or approved in writing by the Owner.

The following are prohibited:

- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with storefront design.

C) SIGN COLORS AND FINISHES

All Tenants' colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Colors must be selected from Tenant Color Palette.
- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement.
- Color of letter returns should contrast with face colors for optimum daytime readability. Interior of open channel letters should be painted dark when against light backgrounds.
- Neon colors should compliment related signage elements.

D) TYPE STYLES

The use of logos and distinctive type styles is encouraged for all tenant signs. Tenants may adapt established typestyles, logos and/or icons that are used on similar locations operated by

them in California and/or the U.S. This images must be architecturally compatible and approved by Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

E) SIZES AND QUANTITIES

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

PROHIBITED SIGNS

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Only those signs types provided herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures.
- Roof Signs.
- Freestanding signs, except as provided in this text.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited.
- Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located. Such sign may be allowed upon Owner approval.
- Exposed neon.
- Any sign prohibited by the city of Santa Clarita Unified Development Code Section 17.19.
- No exposed raceways.

FABRICATION REQUIREMENTS

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The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacture shall supply a UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacture's label be visible from the street from normal viewing angles.
- C. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- G. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.

Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.

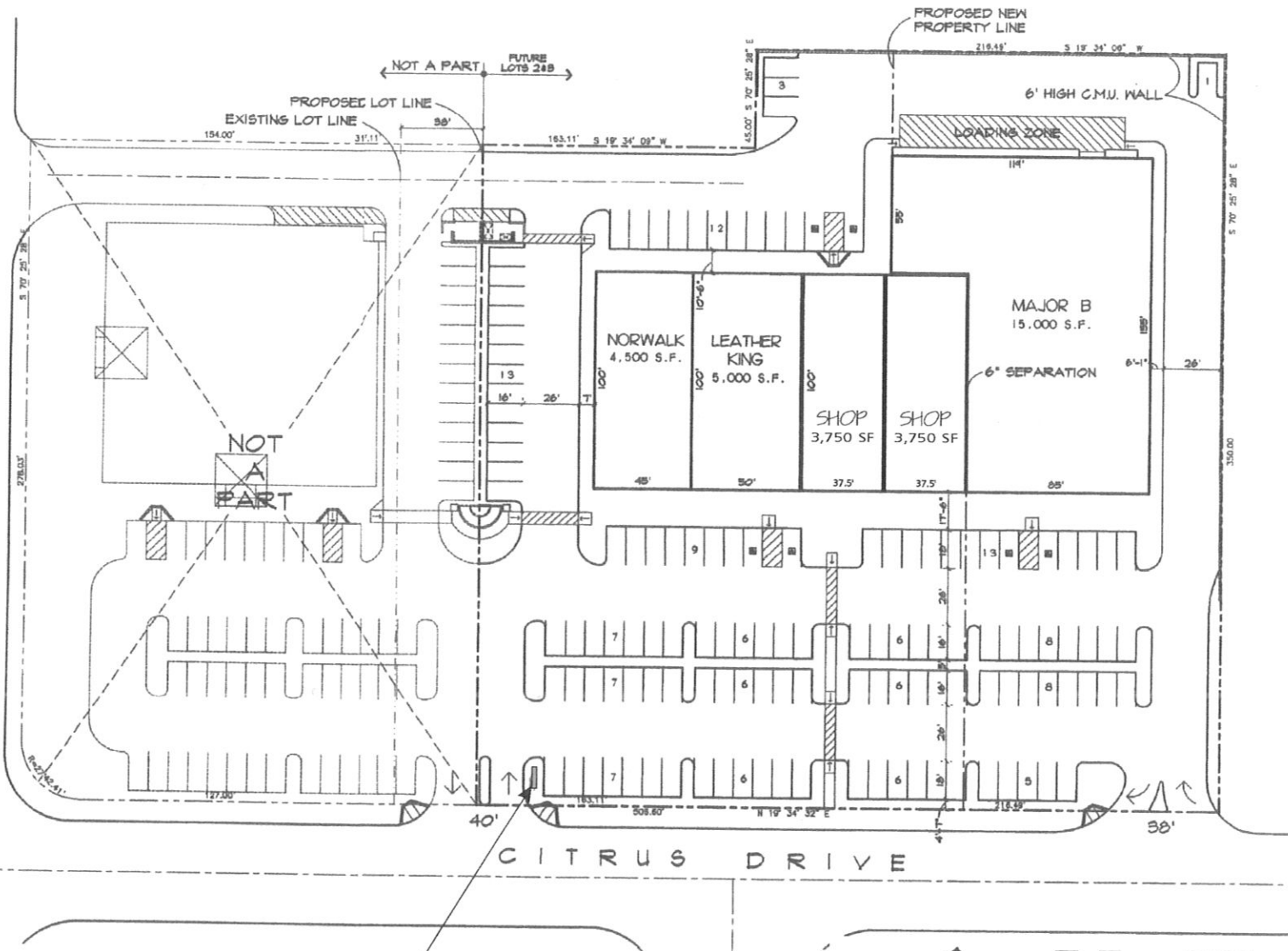
- I. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.

All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).

- K. Letter returns shall be painted to contrast with color of letter faces.
- L. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single pin (slimline) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- M. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- N. The backs of all exposed neon are to be painted opaque.



MAGIC MOUNTAIN PARKWAY



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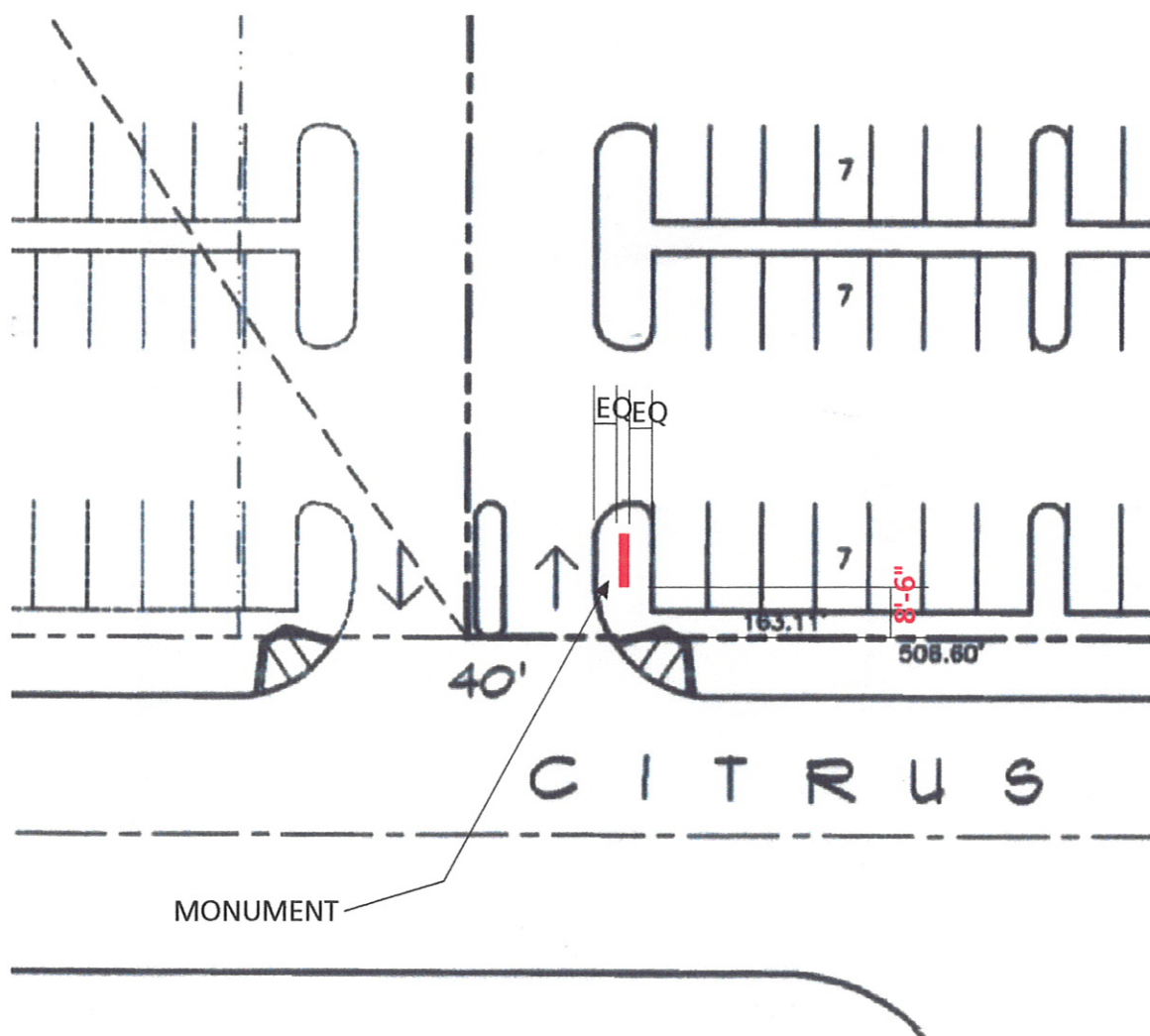
EXHIBIT

A



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EXHIBIT

B

WS SHOP TENANT SIGNAGE

MATERIALS: A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.

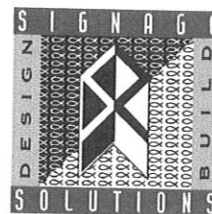
COPY: Tenant name/ logo.

SIGN AREA: Internally illuminated channel letters. The maximum allowable letter height is not to exceed two feet (24") for a single line. Maximum sign length not to exceed seventy five percent (75%) of storefront. Two lines of copy may have a maximum of thirty six inches (36"). Tenants with recognized logo graphics may use their business identity graphics. If a logo symbol is used on the shop tenant sign, it must be confined with an area of thirty six inches (36"). Logo symbol will be included in overall sign area.

The maximum allowable sign area is not to exceed one and a half square feet (1 1/2" sf) per lineal foot of tenant store frontage. One (1) shop sign per elevation is allowed. All businesses are limited to have one sign per elevation that has street or parking lot frontage with a minimum of two (2) per building.

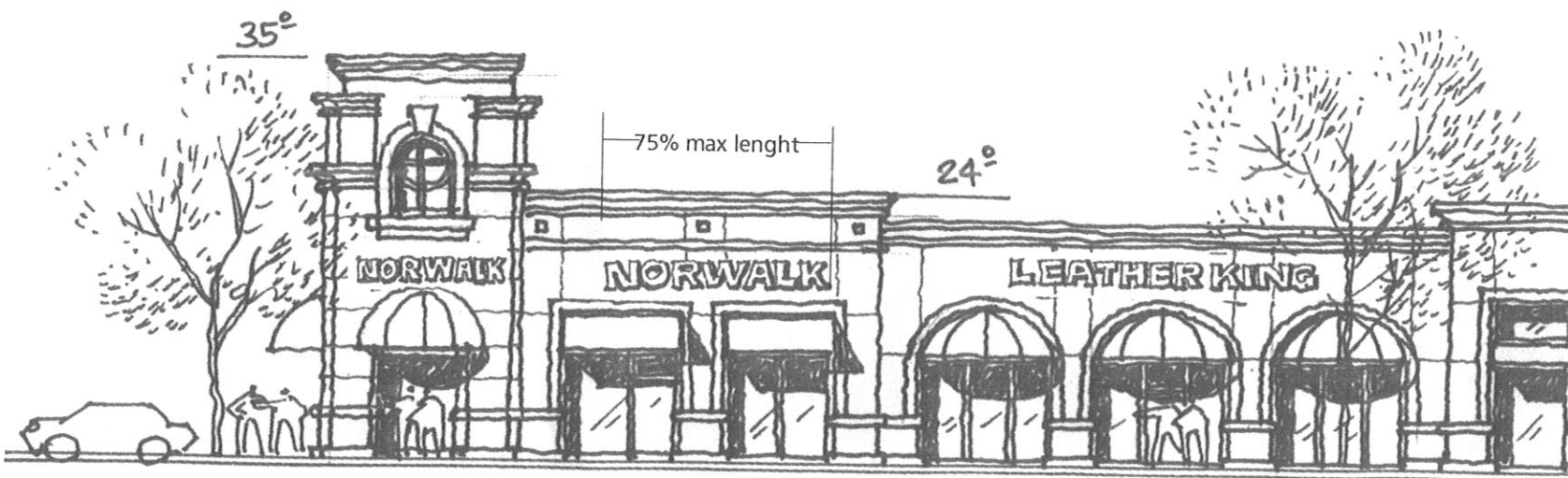
TYPE FACE: Custom tenant logotype/ name with Owner approval.

COLORS: Custom colors logotype/ or colors with Owner approval.



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AW TENANT AWNING

MATERIALS: Fabricated awning frame from 1" x 1" square tube. Frame to have a powder coat finish to match awning material. Awning to be fire retardant fabric material. All awnings are subject to Landlord approval in select areas.

COPY: No graphics or copy allowed on awnings.

COLORS: Awning material to compliment existing project colors and subject to owner approval.



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E1 TENANT ENTRY INFORMATION

MATERIALS: Matte white vinyl letters on entry glass.

COPY: 6" High Suite Letter or Address, Tenant Entry Info 12" x 12".

SIGN AREA: 2.5 sq. Ft. maximum sign area.

TYPE FACE: Futura Book.

LOCATION: Address or Suite Number centered over entry doors. Tenant open info on entry glass panel on same side as door handle.



TYPICAL ELEVATION

E2 REAR ENTRY ID

MATERIALS: Vinyl letters on door in contrasting color.

COPY: 4" high Suite Letter or Address, 2" high Tenant Name.

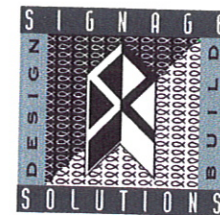
SIGN AREA: 2.5 sq. Ft. maximum sign area.

TYPE FACE: Futura Book.

NOTE: No other signage is allowed on delivery side of building.



TYPICAL ELEVATION



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1.4 B

M.3 MULTI-TENANT MONUMENT

MATERIALS: Double sided fabricated monument with smooth and dryvit finishes. Copy to be routed out of aluminum and backed with white plex. Illuminated with flourescent lamps. "The Home Center" to be routed and backed with acrylic

QUANTITY: (1)

SIGN AREA: Total sign area 30 sf

TYPE FACE: Futura Medium Condensed.

COLORS: See Color Schedule

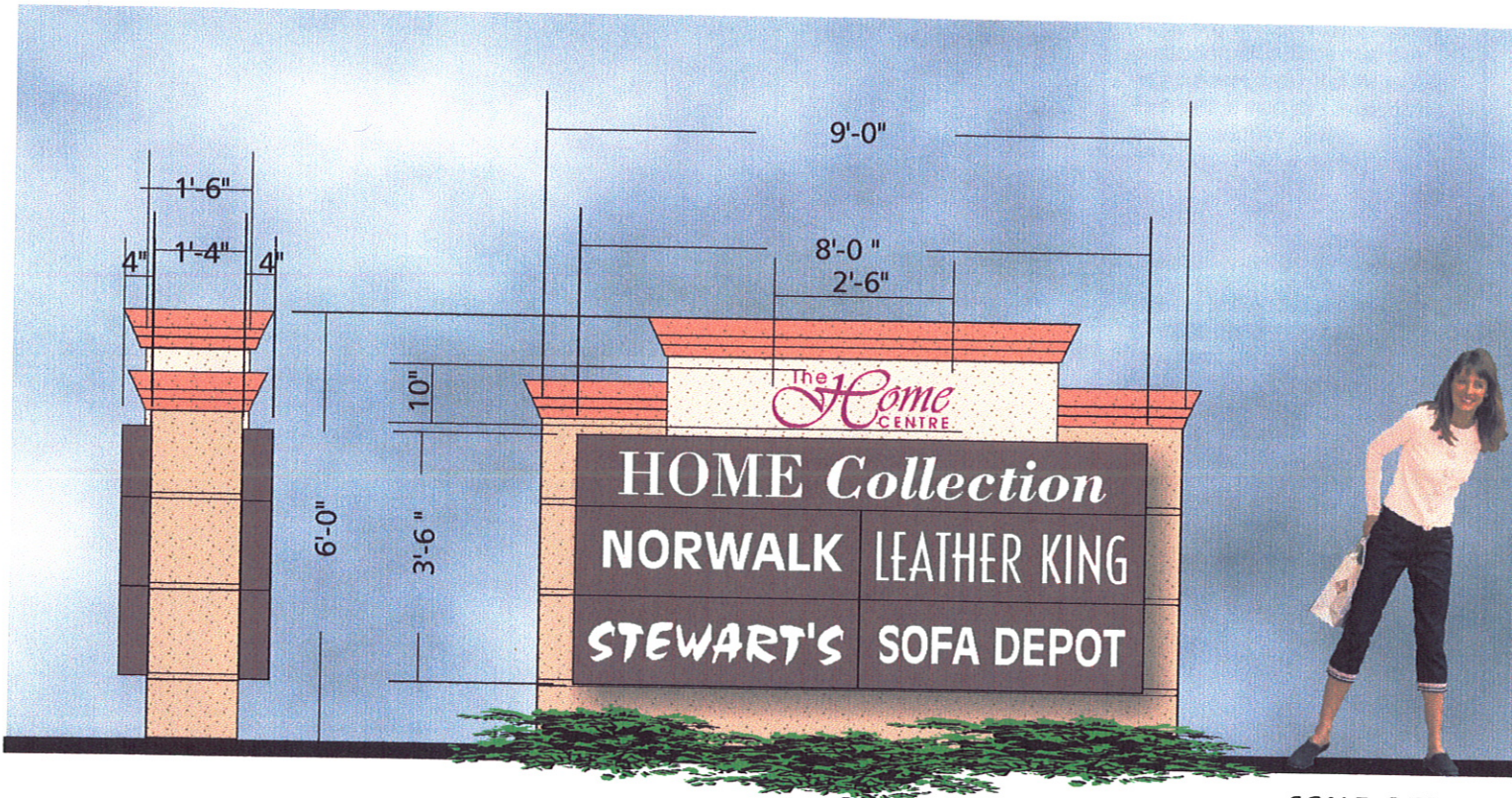
PAINT SCHEDULE:

- P-1
- P-2
- P-3
- P-4
- P-5



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SCALE: 3/8" = 1'-0"

M.1
2.1



PARKING CODE ENTRY

MATERIALS: Aluminum Panel with silk-screened graphics. Mounted to 2 1/2" round aluminum post.

QUANTITY:

SIGN AREA: 5'-9" maximum height.

TYPE FACE: Helvetica Medium Condensed.

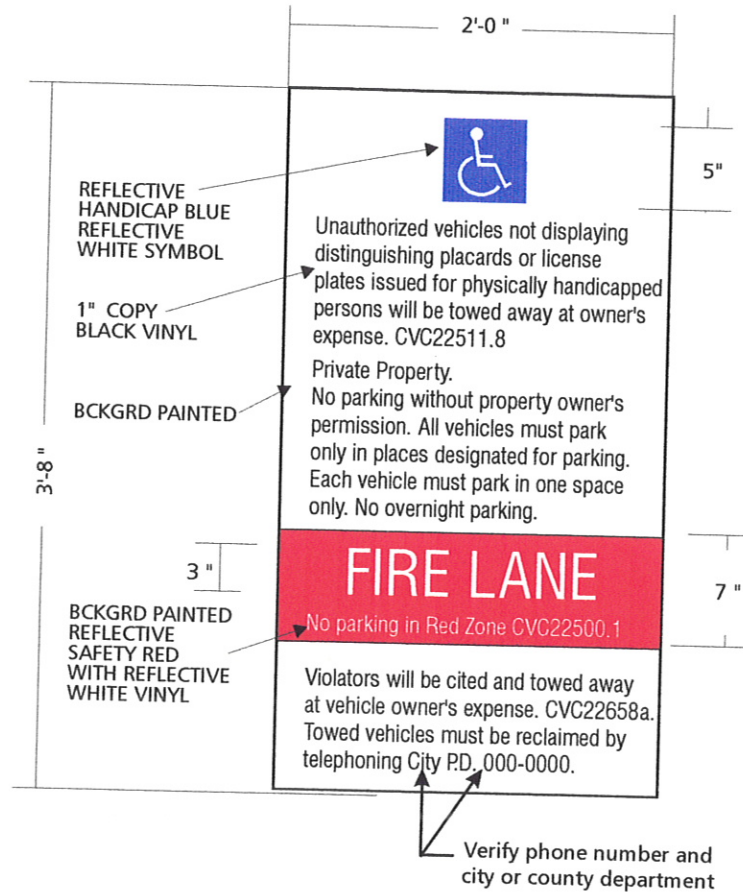
COLORS: See Color Schedule

LIGHTING: Non-illumination.

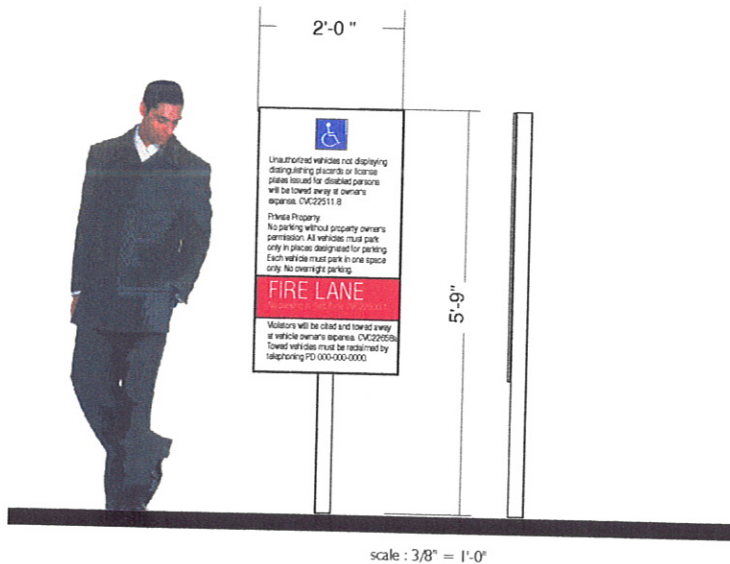


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Scale: 1" = 1'-0"



S H

STOP & HANDICAP SIGNS

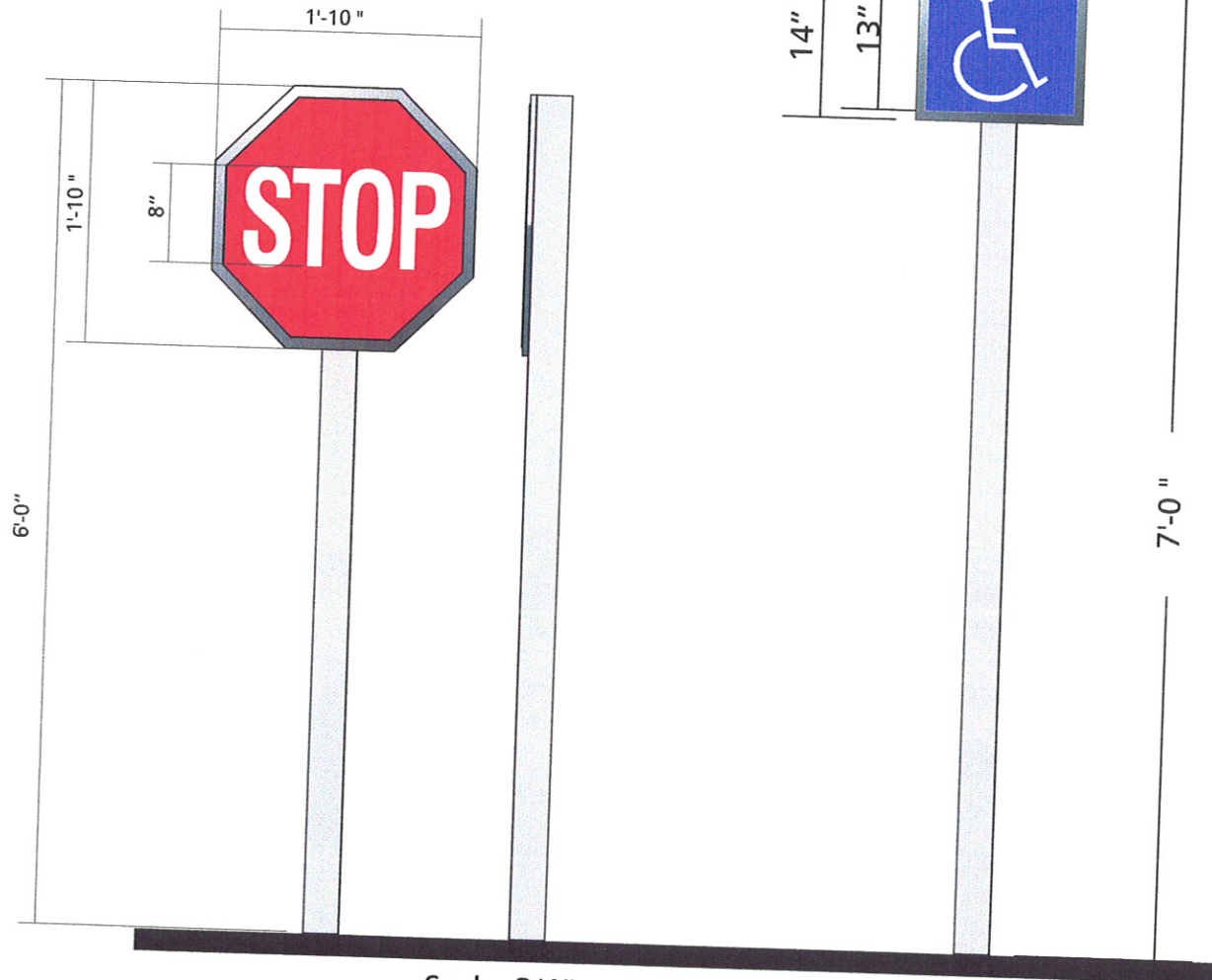
MATERIALS: Single faced aluminum sign.
Mounted to 2½" dia. round pipe.

SIGN AREA: 6'-0" maximum height.

TYPE FACE: Helvetica Medium Condensed.

COLORS: See Color Schedule

LIGHTING: Non-illumination.



Scale: 3/4" = 1'-0"



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3.2 PC

BA

BUILDING ADDRESS

MATERIALS: 12" high numbers. 1 1/2" thick gator foam.

QUANTITY: (1) sets each bldg.

TYPE FACE: Times New Roman

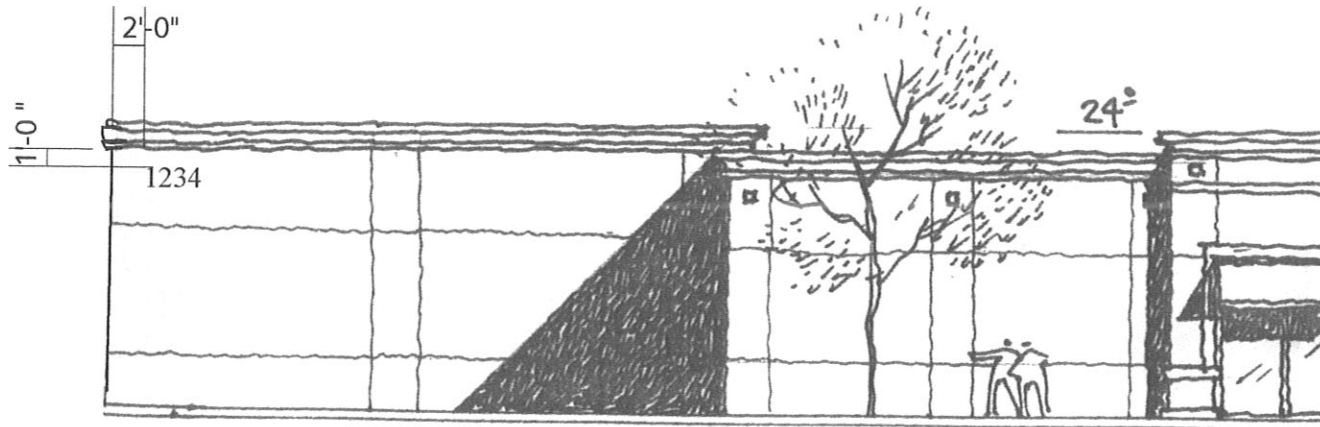
COLORS: To be painted a contrasting color of building.

LIGHTING: Non-illuminated.



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3.3 BA