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CITY OF SANTA CLARITA COMMUNITY DEVELOPMENT DEPARTMENT MASTER CASE 21-153 SIGN REVIEW 21-023 PER CODE SECTION 17.23.190 OF THE UNIFIED DEVELOPMENT CODE

Date: September 23, 2021

Applicant: Nite Lite Signs 25583 Avenue Stanford Valencia, CA 91355

Location: 24450-24480 Main Street Assessor's Parcel Number: 2831-007-033

Request: The applicant is requesting a Sign Review to amend an existing Master Sign Program for the Newhall Crossings mixed-use development located on the southeast corner of Lyons Avenue and Main Street, adjacent to Laemmle Theatre. The amendment includes the addition of one projecting sign for the tenant located at 24480 Main Street, Suite 140 (Maginns Pub). All other elements of the sign program will remain the same. The subject property is located within the Old Town Newhall Specific Plan (ONSP) and is zoned Urban Center (UC).

Findings: In granting this approval, the Director of Community Development finds that the required Burden of Proof set forth in Section 17.23.190 of the Santa Clarita Municipal Code has been met by the applicant. The Director further finds that the use is categorically exempt since it meets the criteria set forth in Class 11 of Section 15311(a) of the California Environmental Quality Act Guidelines. This approval is granted pursuant to the following conditions:

CONDITIONS OF APPROVAL

GENERAL

- GC1. The approval of this project shall be utilized within two (2) years 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. To the extent the use approved with this project is a different use than previously approved for the property, the prior approval shall be terminated along with any associated vested rights to such use, unless such prior approved use is still in operation, or is still within the initial pre-commencement approval period. Once commenced, any discontinuation of the use approved with this project for a continuous period of sixty (60) calendar days or more shall terminate the approval of this use along with any associated vested rights to such use. The pre-existing legal use shall not be re-established or resumed after the sixty (60) day period. Discontinuation shall include cessation of a use regardless of intent to resume.
- GC3. 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.
- GC4. 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 thirty (30) days of said change.
- GC5. 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 attack, set aside, void, or annul the approval of this project, including any related environmental approvals. 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 the following occur: 1) the City bears its own attorney's 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.
- GC6. 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.
- GC7. The applicant shall comply with all inspection requirements as deemed necessary by the City of Santa Clarita.

- GC8. 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.
- GC9. Details shown on the site plan are not necessarily approved. Any details which are inconsistent with the requirements of state or local ordinances, general conditions of approval, or City policies and not modified by this permit must be specifically approved in writing.
- GC10. 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.
- GC11. The applicant must sign and notarize the attached affidavit to confirm acceptance of the conditions of this grant. The notarized affidavit must then be returned to the Planning Division before occupancy.

PLANNING DIVISION

- PL1. The applicant shall be permitted to install signage for the various tenant spaces located within Building A and B, as shown in the amended Master Sign Program for the Newhall Crossings mixed-use development. All signs shall be installed as demonstrated on, and in substantial conformance with, the Master Sign Program on file with the Planning Division under Master Case 21-153.
- PL2. All tenant signage including, but not limited to, wall signs, industrial awning signs, steel industrial canopy signs, etc., shall comply with the following design standards:
 - A. Signs shall be channel letters as indicated in the approved Master Sign Program for Newhall Crossings;
 - B. Maximum tenant sign areas shall be determined by tenant lease frontage calculated based on one square-foot of sign area for every linear foot of leasehold frontage (1:1);
 - C. Tenant sign copy shall be contained within the dimensions of the designated sign band area for each tenant not to exceed 75 percent of the tenant frontage; and
 - D. All signage shall not exceed 24 inches in height, unless otherwise stated in the approved Master Sign Program.
- PL3. No tenant shall be allowed more than one sign per building elevation, unless otherwise stated in the approved Master Sign Program.
- PL4. Permanent window signage including, but not limited to, business name, logo, shop address, hours of operation, approved credit card names, emergency telephone numbers, etc. shall not exceed a total of 25 percent of the area of any single window or adjoining

window on the same frontage. Temporary window signage shall not exceed 15 percent of the area of any single window or adjoining window on the same frontage.

- PL5. The applicant shall be permitted to install one building identification sign to read "Newhall Crossings" on the west exterior elevation of Building B, fronting Main Street. The sign shall be limited to 25 feet, two inches in length by two feet, two inches in height. The applicant shall be required to mitigate all glare from spilling into adjacent resident windows, to the satisfaction of the Director of Community Development.
- PL6. The applicant shall be permitted to have one illuminated projecting sign for the following tenants listed below. The projecting signs shall comply with the measurements contemplated within the Master Sign Program.

Building	Suite Numbers
А	100, 110, 130, and 140
В	160

PL7. The applicant shall be permitted to have one illuminated blade sign for the following tenants listed below. The blade sign shall comply with the measurements contemplated within the Master Sign Program.

Building	Suite Numbers
В	150 and 160

PL8. The applicant shall be permitted to have one non-illuminated perpendicular boulevard sign for the following tenants listed below. The perpendicular boulevard sign shall comply with the measurements contemplated within the Master Sign Program.

Building	Suite Numbers
А	150
В	100, 110, 120, 130, and 150

- PL9. One painted sign to read "Newhall Crossings Main Street Santa Clarita," shall be permitted on the planter wall facing Main Street. The sign shall be maintained by the applicant to the satisfaction of the Director of Community Development.
- PL10. Each tenant shall be permitted to have one non-illuminated door plaque. Sign copy shall be limited to tenant name and logo.
- PL11. One directory sign shall be permitted on the east exterior plaza elevation of Building B. The sign shall not exceed 2 feet in length by three feet in height. The sign shall be maintained by the applicant to the satisfaction of the Director of Community Development.
- PL12. All signs shall be located in such a manner as not to impede traffic or sight visibility.

- PL13. The proposed signs shall be developed in conformance with the approved plans on file with the Planning Division. Any changes or additional signage/corporate branding shall be subject to further review and approval by the Director of Community Development.
- PL14. This approval does not supersede the requirements of any other affected agency or of any requirements or prohibitions in the Unified Development Code or Old Town Newhall Specific Plan (ONSP) not addressed above. The applicant shall comply with all standards of all the other affected divisions of the City of Santa Clarita and all other affected agencies.
- PL15. Only tenants located within the Newhall Crossings development (Assessor's Parcel No. 2831-007-033) and the Laemmle Theatre project (Assessor's Parcel No. 2831-007-916) shall be permitted to install signage on the subject buildings. No other tenant signage shall be approved. Tenants associated with the Laemmle Theatre project shall submit a written request and receive approval from the Director of Community Development, prior to installing signage on the subject building.
- PL16. No exposed or open neon is allowed, unless specifically approved by the Director of Community Development.
- PL17. No inflatable devices and balloons promoting grand openings, special sales, outdoor exhibitions and other temporary events shall be permitted.
- PL18. The applicant shall obtain all necessary building permits from the Building and Safety Division.

ENGINEERING SERVICES

EN1. Prior to issuance of building permit for all signs, the applicant shall obtain approval from the City Engineer and the City Attorney for a License Agreement for the installation and maintenance of signs within and/or above the public right-of-way. The applicant shall reimburse the City for the City Attorney's review and approval fee.

If you have any questions regarding this application, I can be reached at (661) 255-4330 or by email at <u>mmanion@santa-clarita.com</u>.

Sincerely,

Mehale main

Mikaela Manion Assistant Planner II

S:\CD\!PLANNING DIVISION\CURRENT\!2021\MC21-153 (MSP Revision to Newhall Crossings)\MC21-153 Conditions of Approval.doc



NEWHALL CROSSINGS

MASTER SIGN PROGRAM

Main Street • Santa Clarita

MASTER SIGN PROGRAM





By Mikaela Manion at 10:50 am, Sep 23, 2021

MC21-153 Approved subject to conditions of approval



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PROJECT DIRECTORY

SIGN CRITERIA FOR:

Newhall Crossings Located at: 24480 + 24450 Main st Santa Clarita, CA

OWNER

Old Town-Main, LLC C/O Serrano Development Group, inc. Email: Tlane@serranodevelopment.com 500 North Brand Blvd, Suite 2120 Glendale, CA 91203 Ph: 818-396-8880

PROJECT ARCHITECT

Jay Kocourek, Architect William Hezmalhalch Architects 2850 Redhill Ave. #200 Santa Ana, CA 92705 Ph: 949-250-0607

CITY PLANNING:

City of Santa Clarita, CA

Designer

Michael Genovese 310-739-7191 office@michael-genovese.com Beverly Hills, CA

I. INTRODUCTION

The purpose of this criteria is to establish sign design standards and general guidelines that assure consistency in quality and necessary to balance maximum identification within an overall harmony of design for the project.

Conformance to these criteria will be strictly enforced. Any installed non-conforming or unapproved signs shall be brought into conformance at the expense of the Tenant and/or his Sign Contractor.

II. APPROVAL PROCEDURE

All signs installed or displayed on the premises of Newhall Crossings must have written approval of the Landlord/Developer. The aesthetic characteristics of the signs (i.e., placement, size, proportion, colors, textures, method of fabrication, location of transformers and electrical devices, etc.) are subject to the discretionary approval of the Landlord/Developer within the context of this criteria.

Prior to submission to the City of Santa Clarita for permits, and prior to construction and installation of any sign or graphic covered by this criteria, tenant must submit three (3) sets of professionally prepared drawings of their proposed signage meeting this criteria to Landlord/Developer for review and approval.

Drawings must:

- 1. Depict sign on building elevation with dimensional location and scale.
- Include all specifications for construction and installation, including but not limited to, colors, materials, and illumination details. Following Landlord/Developer approval, Tenant must submit approved drawings to the City of Santa Clarita for review and permits prior to construction. All design, processing and construction shall be at the Tenant's sole cost

and expense.

III. GENERAL REQUIREMENTS

- All work is to be performed by a professional sign company. Said sign company must be in possession of a current contractor's license to perform such work, in addition to a current city business license. Said sign company must maintain a minimum of \$1,000,000 insurance to be working on property.
- 2. Each Tenant shall submit or cause to be submitted to the Landlord/Developer and the City of Santa Clarita for approval before fabrication three (3) copies of detailed drawings, to scale, indicating the location, size, layout, design and color of the proposed signs, including all lettering and or graphics. These drawings should be submitted along with site plan indicating the location of the lease space on the site, and elevation showing sign placement and lease space width. **NOTE:** All sign layouts shall include a digital image of the building frontage with proposed sign in a scaled format to include adjacent tenant signage, if applicable.
- All signs shall be reviewed and approved in writing by the Landlord/Developer for conformance with these criteria and overall design quality as well as Tenant's lease agreement. Approval or disapproval of sign submittal based on aesthetics of a design shall remain the sole right of the Landlord/Developer.
- 4. All signs must comply with current City of Santa Clarita planning, zoning, building and electrical codes.
- 5. City Approval and Permits: Upon approval by the Landlord/Developer, Tenant shall secure a sign permit from the City of Santa Clarita by bringing three (3) color copies of the proposed drawings (approved by the Landlord/Developer) to the Planning Department. All permits required by the City of Santa Clarita for signs and their installation must be obtained and paid for by the Tenant prior to installation.

- All building signs shall be constructed and installed at Tenant's expense. Tenant is also responsible for the maintenance of building signs.
- In the event a Tenant vacates his premises, Tenant shall be responsible for the removal of any wall and/or logo sign, with all holes being repaired and repainted to match the building exterior.
- Tenant's sign contractor shall repair any damage to any work caused by his actions. Incomplete repairs are the ultimate responsibility of the Tenant.
- Upon notice by the City of Santa Clarita or the Landlord / Developer, a Tenant shall be required to repair or refurbish their sign structure, sign face and/or sign illumination within seven (7) working days.
- 10. Window signs as related to logos to be allowed, shop addressing, hours of operation, approved credit card names, emergency telephone numbers, etc., not to exceed a total of 15% of the area of any single window or adjoining window on the same frontage.

III. GENERAL REQUIREMENTS (cont.)

- 11. All electrical signage shall bear the Underwriter Laboratories (UL) label of approval. All conduit, transformers, junction boxes, openings in the building surface, etc. shall be concealed. No raceways or sign cabinets (boxes) are allowed. The City of Santa Clarita and the Landlord/Developer shall approve the method of installation.
- 12. Tenant is responsible for maintenance and cost of electricity for their own signage. The Tenant or Landlord shall be responsible to provide a designated electrical circuit from electrical panel for their signage. Tenant to provide primary wiring from electrical sub panel to J-box at sign location.
- 13. Tenant shall be fully responsible for the operations of his sign contractor and shall indemnify, defend and hold harmless the Landlord/Developer and his agents from damages or liabilities resulting from his contractor's work.
- 14. Registered trademarks, herein referred to as Registered Corporate Identity, pertains to corporate logos and logotypes that have been registered and are on file with the UNITED STATES PATENT AND TRADEMARK OFFICE in Washington, D.C.
- 15. Signs not covered by these criteria are subject to prior review and approval of the Landlord/Developer and shall conform to the requirements of the City of Santa Clarita Sign Standards and the City Code.
- 16. Sign Manufacturer identification. All signs must have the sign manufacturers name, address, and telephone number conspicuously and permanently attached on the exterior of the sign.

17. Leasing signs shall be restricted to the window of the available suite. These signs shall follow the same criteria as window graphics.

IV. TYPES OF SIGNS:

- Tenant Storefront Signage / Channel Letters
 All Tenant storefront signage in Newhall Crossings should
 be designed to conform with specifications required in
 this criteria. Signs may use a maximum of 12" in height
 except Major tenants which will be allowed a maximum
 of 20" in height. All tenant sign areas shall be determined
 by Tenant lease frontage calculated based on one (1)
 square foot of sign area for every lineal foot of leasehold
 frontage (1:1). Tenant copy shall be contained within the
 dimensions of the designated sign band area for each
 tenant not to exceed 70% of the tenant frontage.
- 2. Logos:

Logos used in conjunction with individual letters will be considered as part of the sign and subject to Landlord and City approval.

- 3. Building frontage may not be combined to permit longer signs on any one building frontage. Signs shall be attached to the building parallel to the building face. No portion of any sign or its supporting structure may project more than six and a half inches (6½") from the face of the building or structure to which it is attached. No wall sign shall project above the roof line or below the bottom edge of the sign band. Bright fluorescent colors will only be accepted in cases of registered corporate trademarks.
- Temporary Window Signs: Temporary window signs shall be tasteful and never appear cluttered. Painted advertisements will not be allowed. All window signs must look professional and be

maintained to look as new. The window is intended to be used as a means by which pedestrians look into the store not as an advertising canvas. Window signs may not exceed more than 144" of the glazing area on which they will be applied. These graphics will not be calculated in the allowable sign area. High performance white or black 3M vinyl to be used.

5. Temporary Promotional Signs:

Banners, pennants, flags, **NO inflatable devices** and balloons promoting grand openings, spacial sales, outdoor exhibitions and other temporary events shall conform to the zoning code. Temporary promotional signs must be kept in good condition at all time and never pose a hazard or inconvenience to adjacent tenant or consumer.

V. SIGN RESTRICTIONS

PROHIBITED SIGNS

- Signs constituting a Traffic Hazard: No person shall install or maintain, or cause to be installed or maintained, any building sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.
- Signs in Proximity to Utility Lines: Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.
- Signs painted directly on a wall will not be permitted.
- Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line. Signs on mansard roofs and equipment screens are prohibited.
- No sign shall project above or below the sign-able area. The sign-able area is defined in the attached Exhibit for tenants.
- 6. Advertising or promotional signs on parked vehicles are prohibited. This includes signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity within the shopping center, and which are not related to the vehicle's lawful activity. This provision does not apply to service and delivery vehicles of Occupants when engaged in regular business activities (e.g. Trucks making deliveries to businesses within the center).

- 7. Billboard Signs are prohibited except for Landlord leasing signs and identification signs.
- 8. The use of a permanent sale sign is prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 10% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.
- Any sign not indicated in this sign program shall be considered prohibited unless approved Landlord and City of Santa Clarita sign regulations.
- 10. Signs must be architecturally compatible with the entire center.
- 11. All materials used in signage construction and installation must be new. No used materials will be allowed.
- 12. Temporary signs, including flags, banners or pennants, or a combination of same, may be permitted (e.g. for announcing openings and re-openings after remodels) subject to Municipal Code requirements, Parcel Owner's and City approval. Size, location and duration of temporary signage shall be as specified in the Municipal Code requirements of Garden Grove.
- 13. Inflatable advertising devises.
- 14. A-Frame signs and portable ground signs.
- 15. Hand-held portable signs, banners or flags (i.e. Sign dancers) either on or off site.
- 16. No Spinning signs are allowed

IX. OTHER RESTRICTIONS:

1. ILLEGAL SIGNS

Any sign that is deemed not to be in conformance with the approved Sign Plan or erected without government approval or permits is considered an illegal sign. The Parcel Owner may, as its sole discretion and at Occupant's expense, correct, replace or remove any illegal sign.

2. ABANDONMENT OF SIGNS

A sign is considered abandoned when it's use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than 90 days. The Parcel Owner may, at its sole discretion and at Occupant's expense, replace or remove any abandoned sign.

3. INSPECTION

The Parcel Owner reserves the right to hire an independent electrical engineer at the Occupant's sole expense to inspect the installation of all Occupant's signs and to require the Occupant to have any discrepancies and/or code violations corrected at the Occupant's expense.





MASTER SIGN PROGRAM



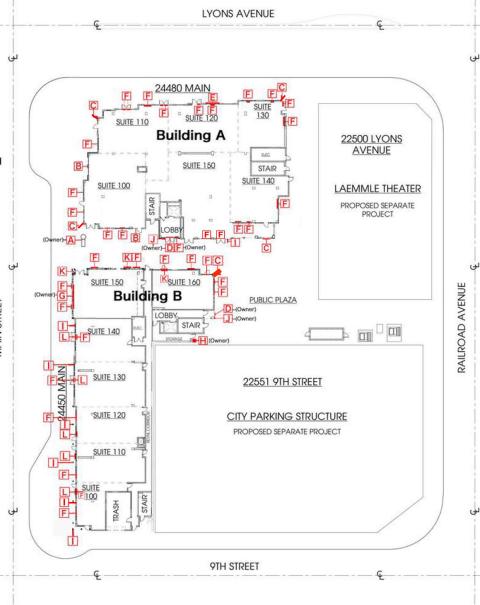
Sign Types

- A Painted Logo on Planter
- **B** Illuminated Channel Letters
- С Illuminated Blade Sign
- D Flat Cut Out Aluminum Letters
- E Illumated Canopy Mounted Channel Letters
- F Reverse Cut Vinyl Graphics
- G Halo Lit (Illuminated) Channel Ltrs. Mounted to Cabinet
- Illuminated Freestanding Directory н
- **Boulevard Blade Signs** 1 Wall Mounted Plaque .1
- κ
- Illuminated Hanging Blade Sign Illuminated Push Through Acrylic L Signs

All sign types listed on the site map are for Tenants unless otherwise marked as **Owner (Residential)**

Note:

STREET This sign criteria shall apply to all buildings located in Newhall Crossings. All new signage cinstruction shall apply with the criteria set forth in this document regard-lessof existing conditions. This criteria supersedes any and all other previous sign criteria for Newhall Crossings with the exception of City and State sign codes, laws, and regulations.









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MASTER SIGN PROGRAM



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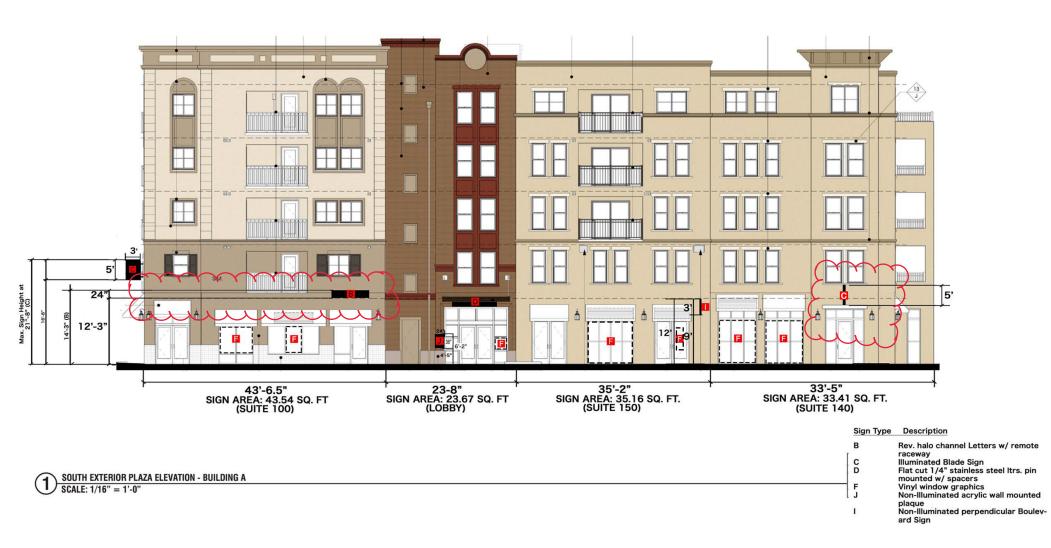
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MASTER SIGN PROGRAM



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EAST EXTERIOR PLAZA ELEVATION - BUILDING B SCALE: 1/16" = 1'-0"



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- Illuminated Blade Sign (p.16) Flat cut 1/4" stainless steel Itrs. pin mounted w/ spacers (p. 20) Vinyl window graphics Non-Illuminated acrylic wall mounted place (p. 24)
- - plaque (p.24) Freestanding Directory (p.23)



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Illuminated Blade Sign Vinyl window graphics

к

Post mounted blade sign with acrylic push through face

NORTH EXTERIOR PLAZA ELEVATION - BUILDING B SCALE: 1/16" = 1'-0" (1)

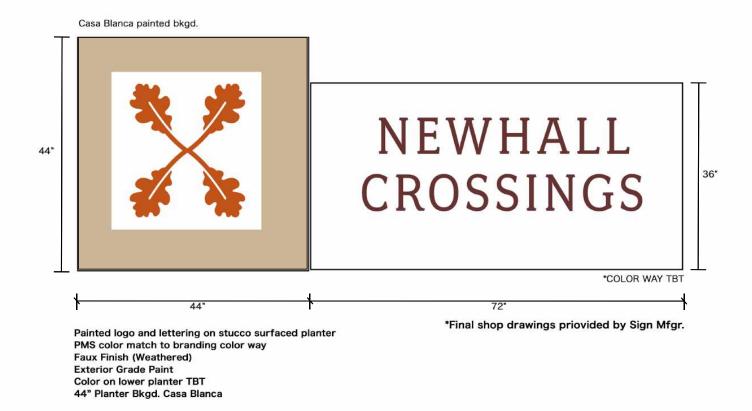








SIGN TYPE: A Location: Main Street Plaza Entrance OWNER



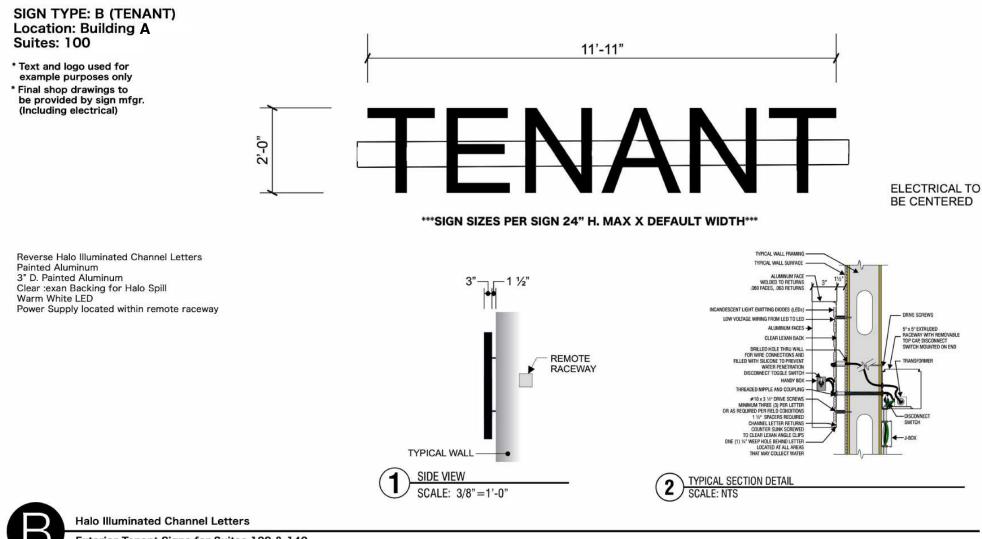
A

Painted logo and text on stucco surface planter

Exterior Residential Sign for Main Street Plaza Entrance

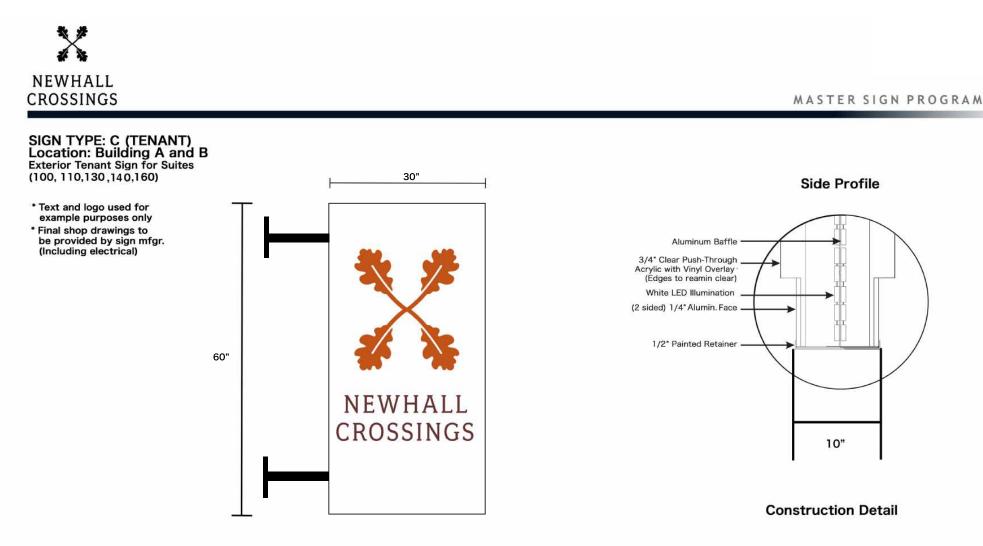






Exterior Tenant Signs for Suites 100 & 140





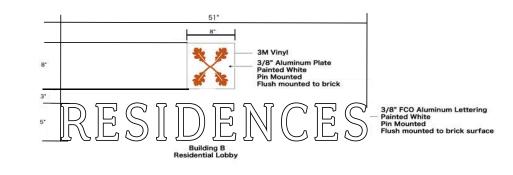


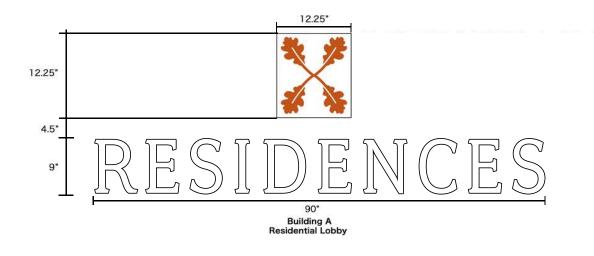
Illuminated Double sided Push Through Acrylic Blade Sign

Exterior Tenant Sign for Suites (100, 110,130 160)



SIGN TYPE: D (OWNER/RESIDENTIAL) Location: Plaza Residential Lobby Entrances Building A and B Qty: 2 Painted White Aluminum FCO w/ Vinyl Graphic





*Final shop drawings to be provided by sign mfgr.

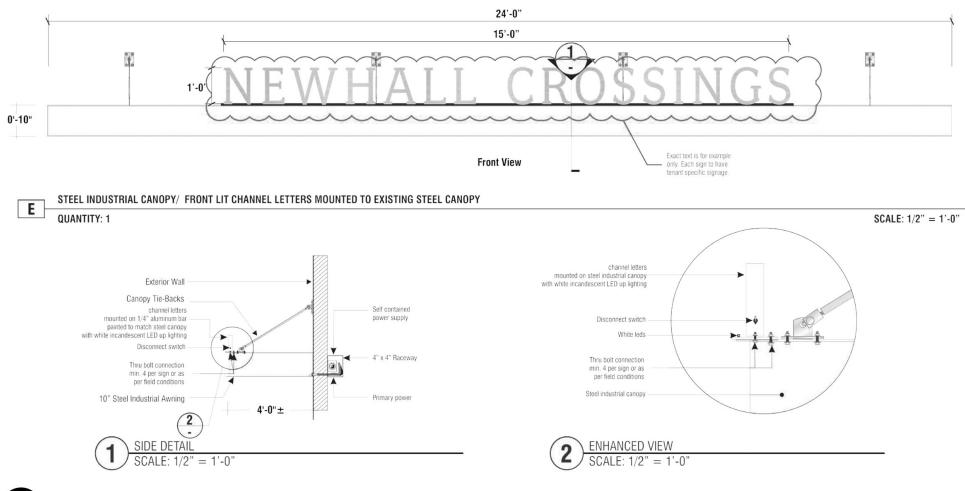


Exterior Signage

Non-Illuminated Painted and Pin Mounted Flat-Cut Letters



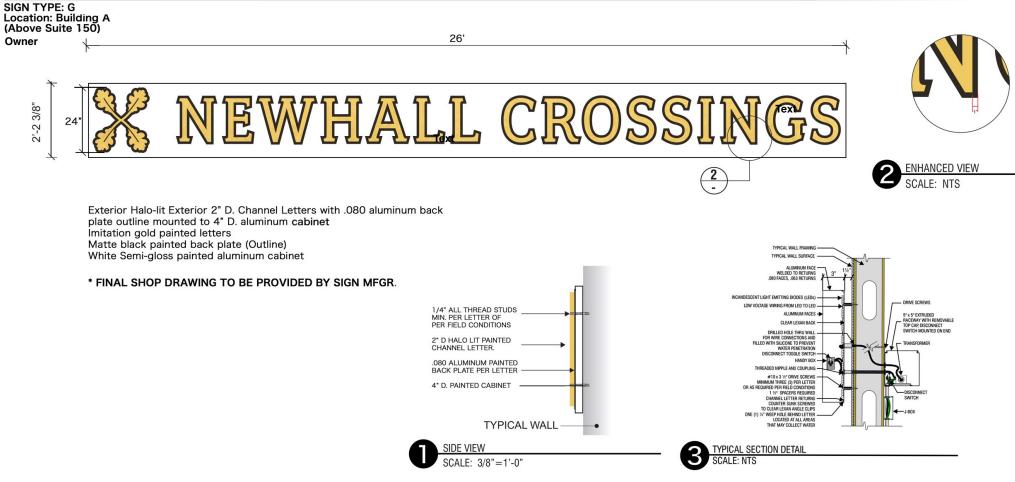
SIGN TYPE E (TENANT)



Front Lit Channel Letters Mounted to Canopy

Exterior Tenant Signage

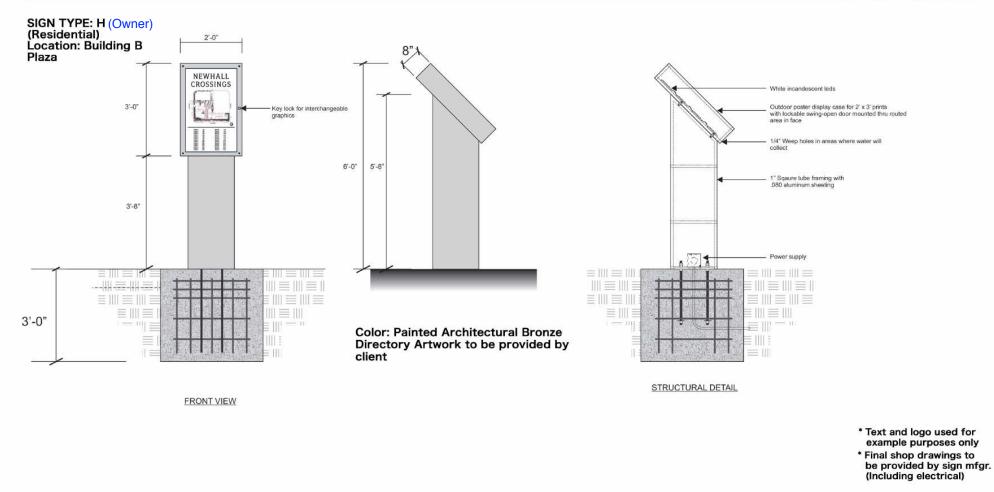




Illuminated channel letters mounted to cabinet

Exterior Residential Signage





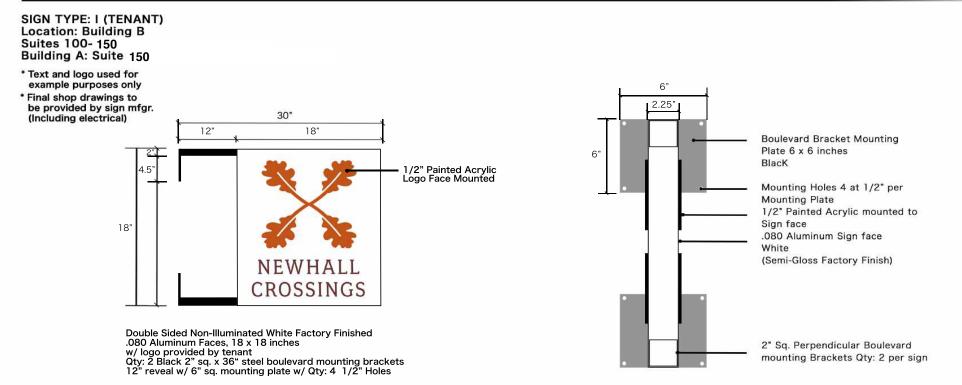


Illuminated Freestanding Directory

Exterior Residential Directory for Plaza



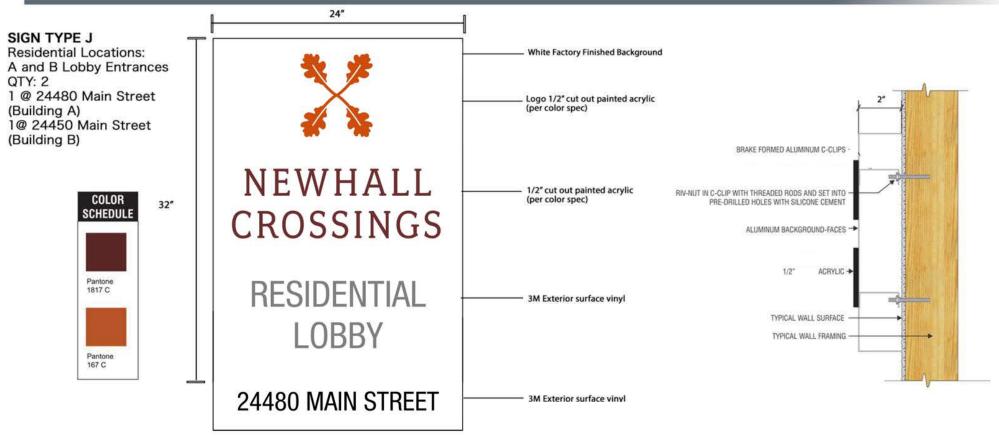




Non-Illuminated Perpendicular Blvd. Sign (2 sided)

Exterior Tenant Signs for Building A and Building B





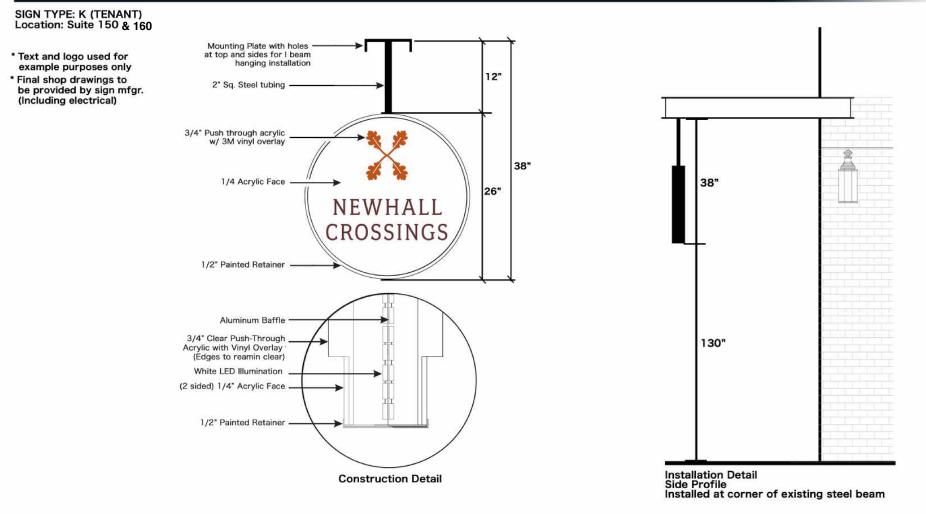


Residential Lobby Entrance

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NEWHALL CROSSINGS

MASTER SIGN PROGRAM

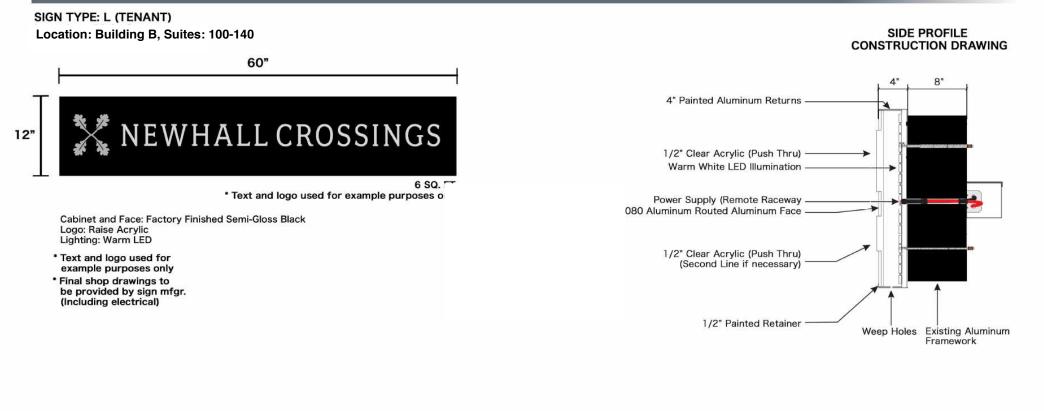




Exterior Tenant Sign for Suite 150 & 160

Illuminated Double-Sided Push-Through Acrylic Hanging Sign





Illuminated Push Through Acrylic Aluminum Cabinet

Exterior Tenant Signage