

City of Santa Clarita
Master Case Number 08-104
Sign Review 08-007
(Sign Program for Plaza Clarita)
Per Code Section 17.19
of the Unified Development Code

Date: July 22, 2008

Applicant: Plaza Clarita
C/o Sign-A-Rama (Attn: Dennis Verner)
23120 Lyons Avenue, #3
Santa Clarita, CA 91321

Request: The applicant is requesting approval of a sign program for Plaza Clarita located between 25805 and 25845 Railroad Avenue. 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. The proposed sign program complies with the City's Sign Ordinance (Section 17.19 of the UDC). All new signs within Plaza Clarita must conform to the criteria established in this sign program.
2. All wall signs and on-site monument signs shall be established in conformance with the approved sign program.
3. The maximum square footage permitted for all wall signs is one and a half (1½) square feet per linear foot of tenant store frontage for first-floor tenants and 20 square feet for second-floor tenants permitted to have a wall sign under the sign program.

4. The maximum sign length for all wall signs shall not exceed 75% of the storefront for first-floor tenants and 20% of the storefront for second-floor tenants permitted to have a wall sign under the sign program.
5. No exposed or open neon is allowed.
6. Prior to submittal of individual signs, the applicant shall submit written approval for the proposed signs from the property owner.
7. 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.
8. 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.
9. The signs shall not be located in such a manner as to impede traffic or sight visibility.
10. The applicant and property owner shall comply with all inspection requirements deemed necessary by the City of Santa Clarita.
11. 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 July 22, 2009.
12. 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.

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

Sincerely,

Patrick Leclair
Associate Planner

ATTACHMENT

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JUL 17 2008

CITY OF SANTA CLARITA

SIGN CRITERIA

25805-45 San Fernando Road
Santa Clarita, CA

Plaza Clarita Sign Criteria
07/17/2008

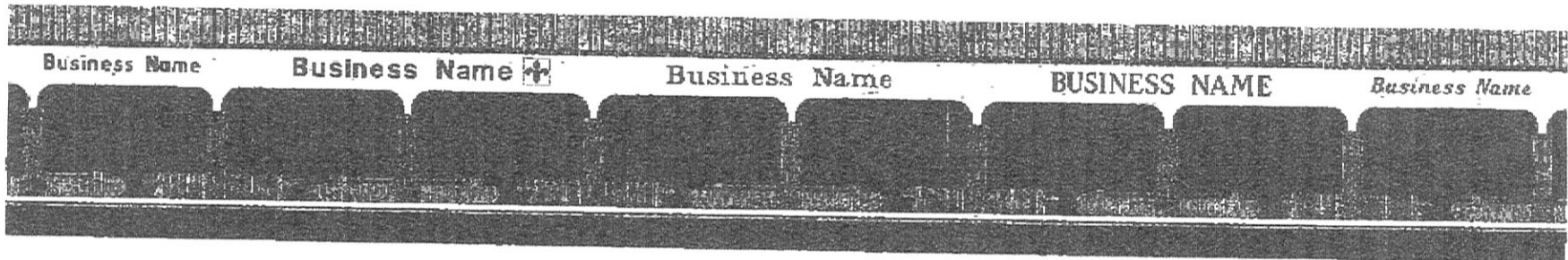


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Phone: 661-260-3522 Fax: 661-260-3395
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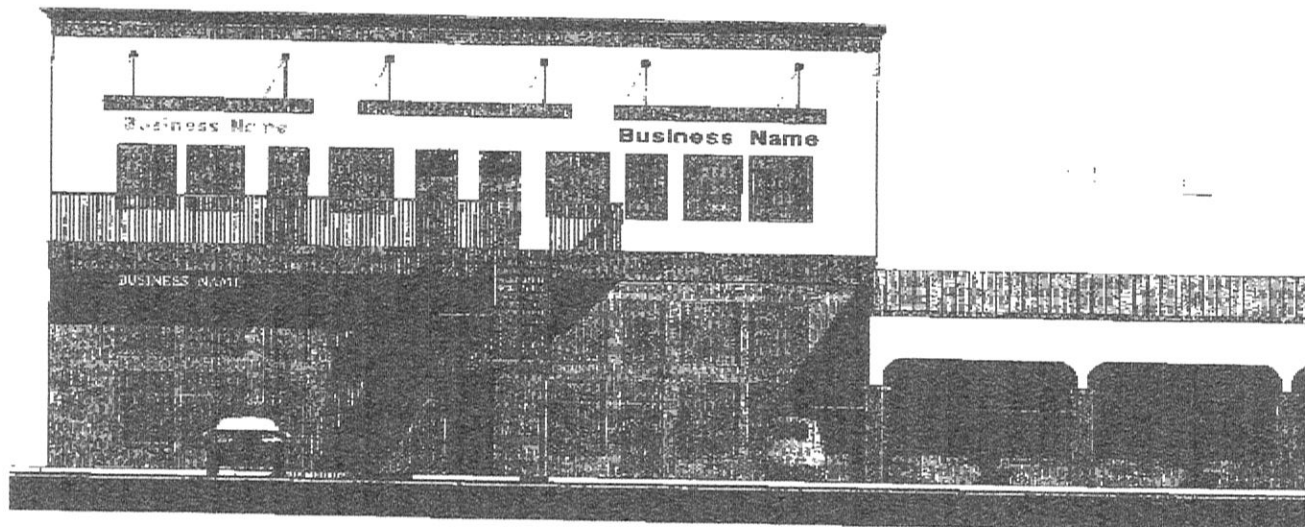
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Elevation

Single Story Elevation:



Two Story Elevation:



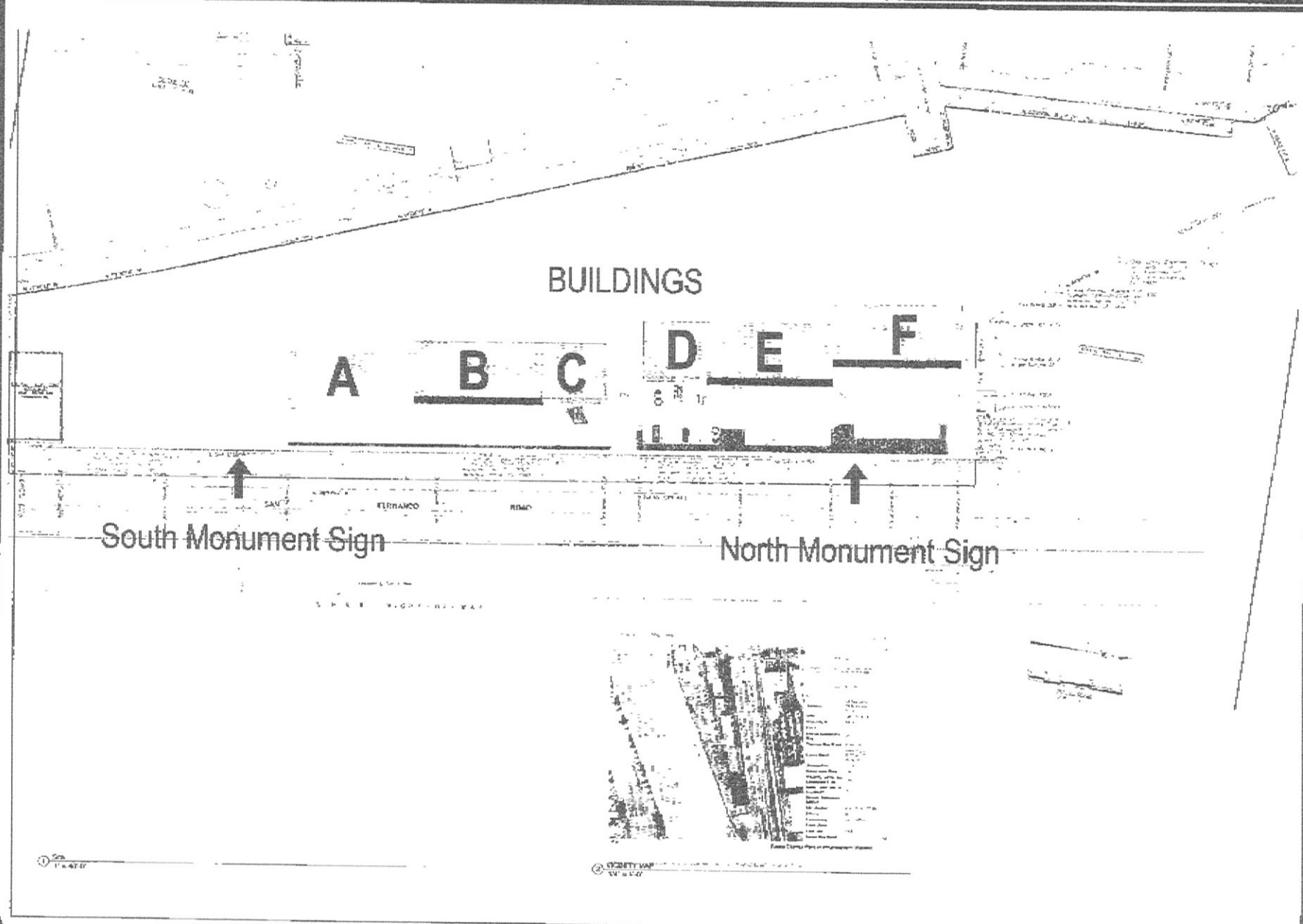
25120 Lyons Ave., Santa Clarita, CA
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Plaza Clarita Sign Criteria
07/17/08

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Site Map



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Plaza Clarita Sign Criteria
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1. - DESIGN GUIDELINES

The purpose of establishing these design guidelines is to ensure that each Tenant sign will enhance the overall appeal and aesthetics of the center making it a more enticing place to visit and shop. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenants should consider some of the following sign treatments:

1.1 ACCEPTABLE MATERIALS, FINISHES AND EMBELISHMENTS

- " Dimensional, geometric shapes or icon representing a tenant's product or service.
- " Formed or Mold injected plastic letters for non-illuminated signs.
- " Dimensional letterforms with seamless edges.
- " Opaque acrylic materials with matte finishes.

1.2 ILLUMINATION

(a) Illumination for tenant signage can come from one or more of the following acceptable lighting methods:

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

(b) The following are prohibited:

- " Exposed conduits.
- " Exposed Raceways*
- " Electrified neon attached to glass tubing surrounds or crossbars.
- " Front lighting fixtures that compete with storefront design.
- " External illumination

* Exceptions may be made if there is not sufficient crawl space behind wall.

1.3 SIGN COLORS AND FINISHES

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

- " Colors within each sign should be compatible.
- " Color of letter returns should be black with black trim cap.
- " Neon colors should compliment related signage elements.

1.4 SIZES AND QUANTITIES

Sizes and quantities for tenant signs shall be outlined in these 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.

2. - PROHIBITED SIGNS

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

- " Outdoor advertising or advertising structures.
- " Roof Signs.
- " Freestanding signs
- " Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- " Off premise 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 Landlord approval.
- " Exposed or open neon.
- " Inflatable objects such as oversized humans or animal figures.
- " Light boxes, signs constructed from foam or metal (with the exception of aluminum returns) or signs painted directly on building.

3. - FABRICATION REQUIREMENTS

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

(a) All illuminated signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.

(b) Sign manufacturer shall supply a UL label on all illuminated signs in an inconspicuous location.

(c) As required in Santa Clarita a manufacturer's label must be affixed and visible, but should be relatively unobtrusive from normal viewing angles and not more than 8 square inches in size.

(d) 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.

(e) When metal elements are used (other than for embellishments or accents), the sign material required is aluminum. You may submit and the Owner may approve alternative metals on a case by case basis.

(f) All signs shall be fabricated and installed with minimal 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 Landlord. 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.

(k) Letter returns shall be painted black to contrast with color of letter faces. Trim cap to match returns.

(l) Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps

shall be single pin (slim line) 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.

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Tenant Signage

4. - TENANT SIGNAGE

4.1 MATERIALS:

All non-illuminated signs shall be constructed from formed or mold injected plastic. All illuminated channel letters shall be constructed from plex (faces) and aluminum (returns).

4.2 COPY

Copy will be limited to Tenant's business name, their logo, and approved icon.

4.3 MAIN SIGN:

ALL BUILDINGS

(a) All channel letters will be internally illuminated.

(b) One (1) shop tenant sign shall be allowed per elevation facing street.

(c) The maximum square footage permitted for all wall signs is one and a half (1½) square feet per linear foot of tenant store frontage.

(d) The maximum sign length for all first floor tenant wall signs shall not exceed 75% of the storefront.

(e) **SECOND FLOOR TENANTS:** The maximum sign length for all second floor tenant wall signs shall not exceed 20% of the storefront. Maximum letter and/or logo height shall not exceed twenty four inches (24").

Maximum size shall not exceed twenty (20) square feet. Only tenants with separate entrance will be permitted a wall sign. Sign must face street or parking.

BUILDINGS B-F

(a) Single line of copy: The maximum allowable letter height for first letter and logo shall not exceed twenty four inches (24"). If letters are all the same size, maximum letter height shall not exceed twenty four inches (24").

(b) Double line of copy: The maximum allowable height from the top of the first line to the bottom of the second line shall not exceed twenty four inches (24") in height.

BUILDING A

(a) Single line of copy: The maximum allowable letter height for first letter and logo shall not exceed thirty six inches (36").

(b) Double line of copy: The maximum allowable height from the top of the first line to the bottom of the second line shall not exceed thirty six inches (36") in height.

4.5 WINDOW LETTERING

Attractive window lettering consistent in color and style with tenant's approved signage and the center's overall appearance will be acceptable but limited to 25% of the tenants total glass area.

(a) **Hours of Operation:** All tenants will be required to post on their windows in vinyl window lettering the hours of their operation. The total area designated for this information is approximately 16" by 16", and should be consistent with tenants' window lettering style and colors. This area is not included in the 25% maximum lettering limit.

(b) **Address:** All units will display their address numbers immediately above and centered on the door entrance. Numbers will be in white vinyl, 4 inches tall and using Arial Bold font. This area is not included in the 25% maximum lettering limit.

4.6 TEMPORARY SIGNAGE

(a) Banners: All banners require a City permit, including banners used for Tenant Identification during construction.

5. - SUBMITTALS & APPROVALS

There is a formal process for the creation, review and approval of Tenant signs at Plaza Clarita. All Tenants' signage is subject to the Landlord's or his sign consultants (hereinafter referred to as "Landlord"), written approval. Approval will be granted based on the following:

- (a) Design, fabrication and method of installation of all signs shall conform to this sign program.
- (b) Proposed signage is in accord with signage conditions and conforms to design standards for Center.

5.1 SUBMITTAL TO LANDLORD:

Tenant shall submit three (3) copies of detailed shop drawings to Landlord for approval no later than 45 days after full execution of Lease and 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:

(a) 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.

(b) 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.

If shop drawings are denied, Tenant must resubmit revised plans until Landlord's approval is obtained.

Request to implement signs that vary from the provisions of this sign program will be submitted to the Landlord for approval and then submitted to the City of Santa Clarita, CA for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this sign program in order to:

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

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Other

5.2 SUBMITTAL TO CITY:

A full set of plans (including site plan, elevations and sign detail) must be approved and signed by the Landlord and/or the Sign Consultant prior to permit application. Tenant or his sign contractor must submit plans to the City of Santa Clarita, CA, and will be responsible for all applicable applications, permits, and fees from the Planning and Building Departments.

5.3 FINAL APPROVAL

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

- (a) An approved set of final drawings reflecting the Landlord's and City's approval shall be on file in the Landlord's office.
- (b) All Sign Contractors must be fully insured and approved by landlord prior to installation naming Landlord as an Additional Insured. Landlord must receive the Sign Contractor's Certificate of Insurance.

6. - MISCELLANEOUS

6.1 TIME TO START WORK

Tenant's Sign Contractor shall install required signage within 90 calendar days after Delivery of the premises. If signage is not in place by that date, Landlord may, at landlord's sole discretion, order sign fabrication and installation on Tenant's behalf at Tenant's expense, AND Tenant forfeits all rights to any allowance, rent abatement, concession, and/or inducement offered by Landlord specifically to be allocated for Tenant's signage.

6.2 LANDLORD'S CORRECTIVE ACTION

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Description

The Landlord may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is not maintained properly in Landlords opinion or that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.

6.3 CHANGES AND MODIFICATIONS

If the Tenant chooses to change or modify 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.

6.4 TENANT'S RESPONSIBILITY

(a) Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Landlord, City, UL and the Uniform Electrical Code.


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

- " Landlord's sign consultant fees
- " All permit processing cost and application fees
- " All 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
- " All costs relating to sign maintenance including but not limited to: ballasts, lamps, wiring, and sign materials.

6.5 RESERVATION OF RIGHT TO RENEW, MODIFY, REVOKE, AND ABATE

(a) The City of Santa Clarita, its elected officials and designated representatives reserve the right to review condition and abate signage which does not meet the standards and requirements established in title 17, section 19 of the City's Municipal Code or the criteria as set forth in this sign program. The City of Santa Clarita, its elected officials and designated representatives further reserve the right to revoke or modify any approval or permit which is not constructed, installed, and operated in conformance with the original approval as established in title 17, section 1, subsection 140 of the City's Municipal Code.

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Monument

7. TENANT MONUMENT SIGNS

(a) Tenant monument signs are provided for and will identify the tenants of "Plaza Clarita". Due to the amount of tenants at "Plaza Clarita", there may not be enough room on the tenant monument sign for each and every tenant. The landlord/owner will decide which tenants will be identified on the monument sign and which panel(s) they will occupy. All tenants shall refer to their lease for clarification. Eligible tenants will be responsible for the cost of adding their business name to the tenant monument sign and will be required to obtain landlord/owner approval on the design prior to fabrication of said tenant monument panel.

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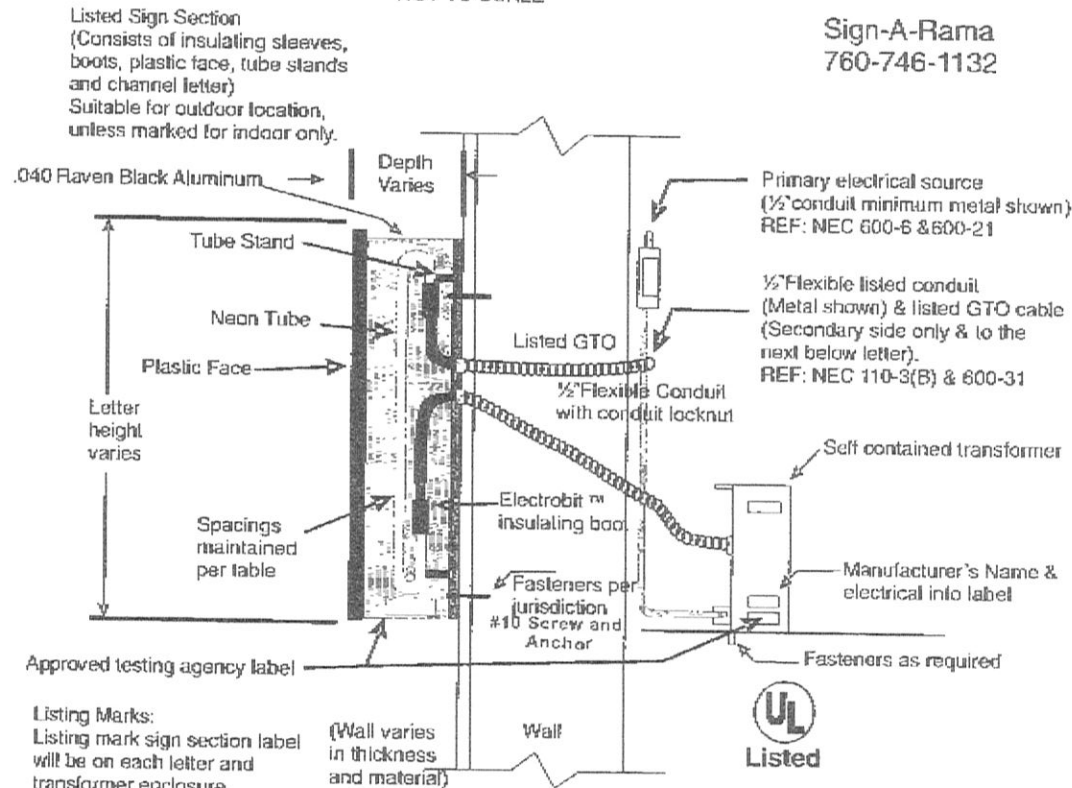


Plaza Clarita Sign Criteria
07/17/08

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Channel Letter Installation

ILLUMINATED CHANNEL LETTER CONSTRUCTION NOT TO SCALE



Listing Marks:
Listing mark sign section will be on each letter and transformer enclosure. The first blank space identifies the number of each sign section. The second blank space indicates the serial number of sign sections.

INSTALLATION OF SIGNS LISTED PER UL48
NOTE: INSTALLATION REQUIREMENTS ONLY. LISTING REQUIREMENTS CONTAINED IN UL48

ILLUMINATED CHANNEL LETTER
INSULATING BOOT AND SLEEVE

NOTES:
All electrical signs shall be listed by an approved testing agency and installed in accordance to that listing. A disconnect switch shall be installed. Electrical signs shall be installed on a controlled dedicated circuit. CIRCUIT TO BE PROVIDED BY CUSTOMER. Each channel letter shall be provided with labels with the manufacturer's name, electrical information, and label from an approved testing agency. Signs are intended to be installed in accordance with the installation instructions provided with the sign sections and NEC. Authorities having jurisdiction are responsible for the ultimate decision to approve an installation.

Illuminated Channel Letter Construction.cdr
Channel Letter Diagram

Sign-A-Rama
760-746-1132

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