



City of Santa Clarita
Master Case Number 04-267
Sign Review 04-011
Per Code Section 17.19
of the Unified Development Code

Date: July 26, 2004

Applicant: Image Factor
Attn: Cary
25317 West Avenue Stanford
Santa Clarita, CA 91355

Request: The applicant is requesting approval for the sign program for the Princessa Plaza commercial center located at 18500, 18520, and 18580 Via Princessa. The project site is zoned CC (Community Commercial).

Findings: The Planning and Building Services Department has determined 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

1. The applicant shall have approval to construct the following signs:

Wall Signs – **All wall signs** shall adhere to the criteria established in the sign plan submitted to the Planning Division including, but not limited to: Maintaining a maximum height of 2'-0" (including logos) and a maximum width of 25'-0". **Single occupant** building may be allowed two primary on building signs. These signs shall be on two separate locations. **Multiple occupant** building wall signs are allowed one primary on building identification sign and one secondary on building identification sign. The secondary signs shall not exceed 50% of the allowable sign area for the space and shall only be placed on elevations with public entrances.

Monument Signs – A total of **two monument signs** shall be permitted at the primary entrance to the site. These signs are not permitted to exceed six feet in height, or 9' – 6" in length, as shown on Page 8 of the approved sign program. Signs shall not restrict visibility for vehicle or pedestrian traffic on the project site or on Via Princessa. **One ground-mounted directional sign** is permitted

to be installed at the access road to the east of the project site, adjacent to the Public Storage Phase II site. The maximum height for this sign is five feet (5' - 0"), and the maximum length is four feet (4' - 0").

Fast Food - The future fast food restaurant shall adhere to the requirements of this sign program. Any deviation shall require the approval of the Director of Planning and Building Services.

2. No exposed or open neon is allowed.
3. The project shall be developed in conformance with the approved plans. Any changes shall be subject to further review by the Director of Planning and Building Services. Only the signs noted and described in the approved sign program are permitted to be installed on the project site.
4. 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.
5. The sign shall not be located in such a manner as to impede traffic or sight visibility, as stated in Unified Development Code Section 17.19.100.D.2 of the City's Sign Regulations..
6. The applicant and property owner shall comply with all inspection requirements deemed necessary by the City of Santa Clarita.
7. This approval must be used within one (1) year from the date of issuance. This approval shall be considered null and void if not acted upon by July 26, 2005.
8. 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, I can be reached at (661) 255-4330.

Sincerely,



Aimee Schwimmer, AICP
Associate Planner

ATTACHMENTS

cc: The Neiman Group

Project Location:

Thomas Guide Page 4551, Grid H-5
Princessa Plaza
18500-18580 Via Princessa
Santa Clarita, CA
91321

Property Owner:

Felicia Cramer Kennedy
11718 Barrington Court
Suite 330
Los Angeles, CA
90049
Email: kenfield@sprynet.com



PRINCESSA PLAZA

REVISED MASTER SIGN PROGRAM

Signage Consultant:

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

Originally Submitted May 5th, 2004

Revised on January 2nd, 2007 (new monument signs)

Revised on November 15th, 2007 (to include new medical / office building)

City Planning Department:

City of Santa Clarita
Planning and Economic Development
23920 Valencia Boulevard
Suite 300
Valencia, CA
91355
Tel: 661.255.4330

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PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

Revised November 15, 2007

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
Valencia, California
91355
T 661.295.0624

TABLE OF CONTENTS

PURPOSE AND INTENT

The purpose of this Planned Sign Program is to provide for adequate and aesthetically pleasing On-Building and Ground Mounted Signage in conformance with the provisions set forth in the sign program for Princessa Plaza.

The intent of this Planned Sign Program is to produce uniform standards for all signage required by the project.

MAINTENANCE

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



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

May 5, 2004

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
Valencia, California
91355
T 661.295.0624

**PURPOSE AND INTENT
MAINTENANCE**

APPROVALS

All 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) For Preliminary Approval submit in triplicate the following to the landlord
 - (a) Site plan and building elevation showing proposed sign location and dimensions.
 - (b) Proposed materials, finishes and colors.
- (2) For final Approval submit shop drawings with the following information.
 - (a) Site plan, building elevation and section view showing proposed sign location, dimensions & method of installation/attachment.
 - (b) Details, materials, finishes and color samples if requested.
- (3) For city approval submit shop drawings as approved by The landlord to the City of Santa Clarita Planning Department then to the Building Department to obtain sign and building permits.

UNCERTAINTY OF SIGN STANDARDS

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



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

Revised July 5, 2004

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
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APPROVALS

UNCERTAINTY OF SIGN STANDARDS

COMPLIANCE REQUIREMENT

No person shall erect, reerect, construct, enlarge, move, improve, convert or equip any sign or structure, or cause or permit the same to be done contrary to or in violation of any of the provisions of this Planned Sign Program. Conformance will be strictly enforced by the CC&R's 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 installation of said 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, logos 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.
- (3) All paint on aluminum or acrylic shall be satin acrylic polyurethane over proper primer.
- (4) All signs attached to the building shall be formed by individual letters and shall be surface mounted. No "cabinet signs" exposed neon or signs painted directly on the building will be permitted. All on-building signs shall be mounted directly onto or into the building surface. No "raceways" or other visible means of attachment may be used (see separate specs for Medical / Office Building)
- (5) All Monument and Business Identification wall 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 for approval. There will be no flashing, moving, audible, exposed neon or foam letters allowed on this project (see separate specs for Medical / Office Building)
- (6) All attachment hardware shall be stainless steel to preclude rust staining of architectural surfaces and to permit ease of future removal and servicing.



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

Revised Nov. 12, 2007

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
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**COMPLIANCE REQUIREMENT
DESIGN CRITERIA & GENERAL
SIGN STANDARDS**

SIGN DESCRIPTIONS

Project Monument Signs

These signs are provided for ground mounted business identification. This sign type shall conform to all the specs shown on the exhibit with the following additional specifics: these signs shall have a fabricated aluminum cabinet mounted on top of a masonry base / footing, Sign footings and engineering shall be the responsibility of the sign contractor and a structural engineer licensed in the State of California. Signs must be set back from the street / curb so as not to block street traffic or driveway traffic. Only (2) Monument signs will be permitted for the entire Princessa Plaza project (see site plan).

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 fabricated from aluminum. Paint finish shall be satin acrylic polyurethane. Colors of signs will be subject to the approval of the Landlord. These signs must have a translucent acrylic face with internal neon illumination (standard channel type) or a clear polycarbonate back with internal neon illumination (reverse channel type) or fabricated completely from aluminum with external light fixtures. There will be no exposed neon, foam or painted on building signs allowed. All signs must have a minimum depth of 3" and a maximum depth of 8". There will be no visible raceways allowed.

This sign type shall occur at the panel at the top of the building but not within 2'-0" of the edge of a building nor within 1'-6" from the top of a building.

Single Occupant Buildings will be allowed (2) primary On Building Identification Signs, These signs must be on (2) separate elevations.

Multiple Occupant Buildings may be allowed (1) primary On Building Identification Sign and (1) secondary On Building Identification Sign, secondary signs must not exceed 50% of the allowable sign area.

The maximum area for a wall sign is one (1-1/2) square feet for each linear foot of store frontage with a maximum of 25'-0" in length, the maximum letter height allowable will be 24".

In the event a business name is combined with a corporate logo or symbol it may be allowed but must be approved by the Landlord and the City of Santa Clarita Director of Planning and Business Services.



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

Revised November 15, 2007

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

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Valencia, California
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T 661.295.0624

SIGN DESCRIPTIONS:

Project Monument Signs

**On-Building Identification Signs
for Individual Pads**

Building Addresses

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

Identification Signs at Man Doors

This sign is provided for identification of tenant for shipping, receiving, employees and emergency services, 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 polyurethane painted finish and 2 mil high performance vinyl graphics. Panel size would be 16" square.

Identification Signs at Entry Window Glass

Each tenant will be allowed one identification and 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 2.25 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.

Exhibits

The exhibits following this text are included to aid in interpreting the intent of this Planned Sign Program. Together the text and exhibits describe the number, size, location, colors and types of materials permitted for signs in this project.



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

May 5, 2004

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
Valencia, California
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T 661.295.0624

SIGN DESCRIPTIONS:

Building Addresses

I.D. Signs at Man Doors

I.D. Signs at Entry Window Glass

Exhibits

18500, 18520, 18580 Via Princessa
 Santa Clarita, California
 91355

PLANNED SIGN PROGRAM

Revised Nov. 15, 2007

Prepared For:

THE NEIMAN GROUP

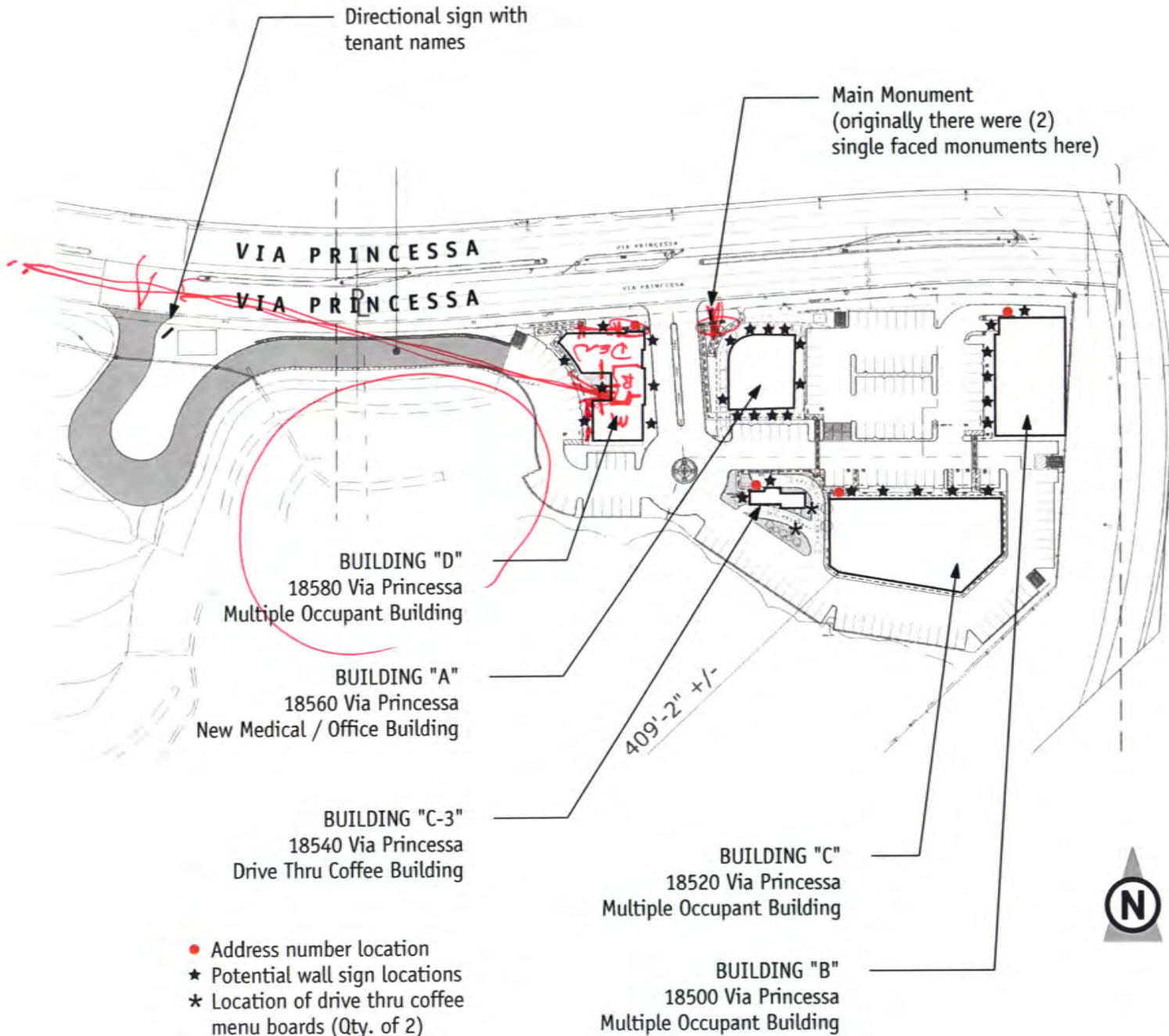
12111 Ohio Avenue
 Los Angeles, California
 90015

Prepared by:

 **IMAGE FACTOR**

25317 West Avenue Stanford
 Valencia, California
 91355
 T 661.295.0624

PROJECT SITE PLAN



18500, 18520, 18580 Via Princessa
 Santa Clarita, California
 91355

PLANNED SIGN PROGRAM

Revised November 15th, 2007

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
 Los Angeles, California
 90015

Prepared by:

 **IMAGE FACTOR**

25317 West Avenue Stanford
 Valencia, California
 91355
 T 661.295.0624



SIGN TYPE (A.1 & A.2) PROJECT MONUMENT SIGN (Qty. 2)

**ORIGINAL MONUMENTS THAT ARE NO LONGER EXISTING,
 SEE NEW EXISTING MONUMENT DRAWING ON PAGE 15**

PROJECT MONUMENT SIGNS



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

Revised November 15th, 2007

Prepared For:

THE NEIMAN GROUP

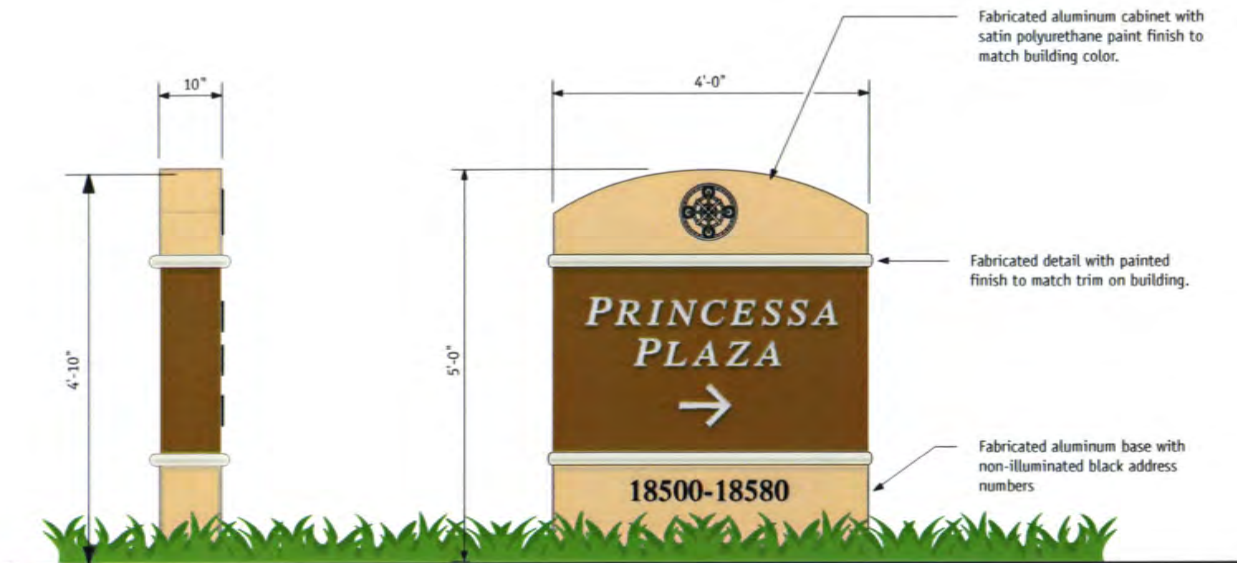
12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
Valencia, California
91355
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PROJECT DIRECTIONAL SIGN (Qty. 1)

**ORIGINAL MONUMENT THAT IS NO LONGER EXISTING,
SEE NEW EXISTING MONUMENT DRAWING ON PAGE 16**

PROJECT DIRECTIONAL SIGN



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

May 5, 2004

Prepared For:

THE NEIMAN GROUP

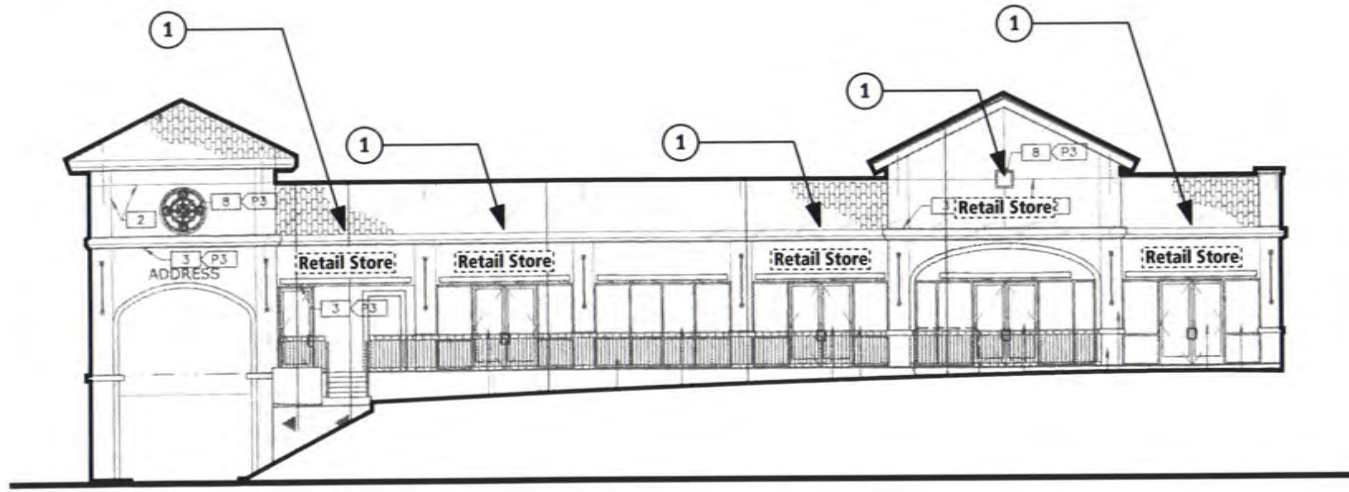
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Los Angeles, California
90015

Prepared by:



25317 West Avenue Stanford
Valencia, California
91355
T 661.295.0624

**On Building Identification Signs
for multiple occupant buildings
(Primary Signage)**



Multiple Occupant Building Elevation (Building B shown)



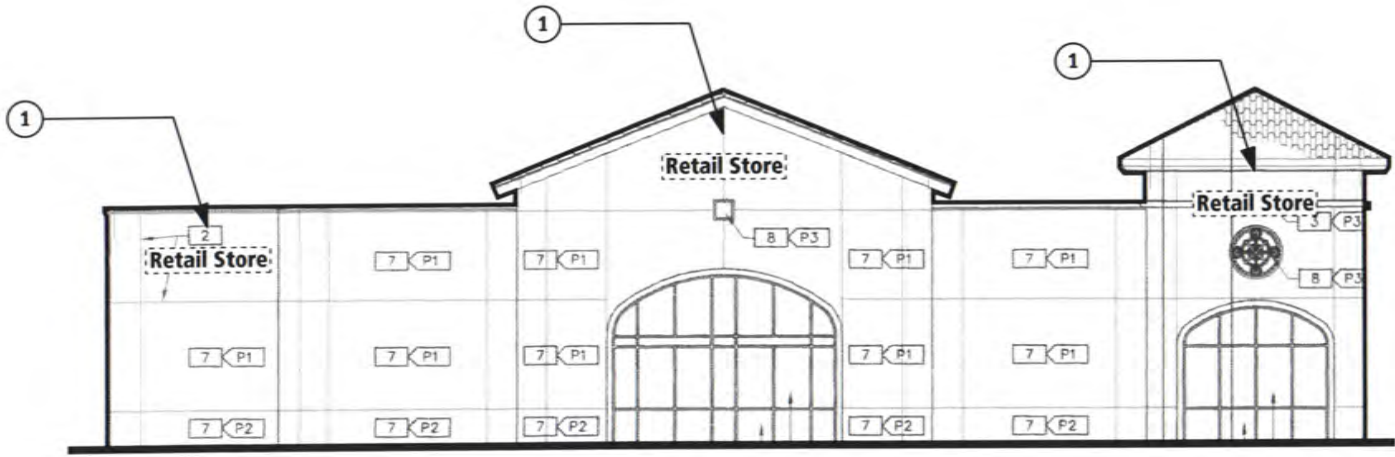
Retail Store

**Shown in black for example only, each tenant will submit sign color/s when pulling their individual permits.

Notes:

- ① Each Business in a Multiple Occupant Building will be allowed (1) Primary "On Building Identification sign" and (1) secondary "On Building Identification Signs", secondary signs must not exceed 50% of the allowable sign area
- ② Maximum letter height shall not exceed 2'-0" (24"), if the business name is in (2) lines or if there is a logo incorporated, the maximum overall height shall not exceed 3'-0" (36").
- ③ This dimension shall be determined by the length of the individual business storefront, occupants will be allowed (1-1/2) square feet of signage for each linear foot of store frontage.

Please see specs on page (5) for more information.



Rear Elevation of Multiple Occupant Building (Building D shown)



**Shown in black for example only, each tenant will submit sign color/s when pulling their individual permits.

Notes:

- 1 Each Business in a Multiple Occupant Building will be allowed (1) primary "On Building Identification Sign" and (1) secondary "On Building Identification Sign" for the rear or side elevation,
- 2 Maximum letter height on a secondary "On Building Identification Signs" shall not exceed 2'-0", if the business name is in (2) lines or if there is a logo incorporated, the maximum overall height shall not exceed 3'-0" (36").
- 3 This dimension shall be determined by the length of the individual business elevation that the sign will be attached to, each business will be allowed (1-1/2) square foot of secondary signage for each (2) linear feet of store frontage.

Please see specs on page (5) for more information.

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

May 5, 2004

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:

 **IMAGE FACTOR**

25317 West Avenue Stanford
Valencia, California
91355
T 661.295.0624

**On Building Identification Signs
for multiple occupant buildings
(Secondary Signage)**



PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

May 5, 2004

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:



IMAGE FACTOR

25317 West Avenue Stanford
Valencia, California
91355
T 661.295.0624

**On Building Identification Signs
for Individual Pads
(Single Occupant)**



Single Occupant Building Elevation (Building C-3 shown)



**Shown in black for example only, each tenant will submit sign color/s when pulling their individual permits.

Notes:

- ① This dimension depends on the length of the building elevation which the sign will be mounted to (1-1/2 square feet per linear foot of building frontage) with a maximum length of 25'-0".
- ② Maximum letter/logo height shall not exceed 2'-0" (24"), if the business name is in (2) lines the overall height of both lines must also not exceed 3'-0" (36"). In the event a business name is combined with a corporate logo or symbol it may be allowed but must be approved by the landlord and the City of Santa Clarita Director of Planning and Business Services.

Single Occupant buildings will be allowed a maximum of (2) "On Building Identification Signs", these signs must be on two separate elevations.

Project Location:
Thomas Guide Page 4551, Grid 4551-H5
Princessa Plaza
18500-18520 Via Princessa
Santa Clarita, CA
91321

Property Owner:
Felicja Cramer Kennedy
11718 Barrington Court
Suite 330
Los Angeles, CA
90049

Sign Design / Fabrication:
Image Factor, Inc.
25317 West Avenue Stanford
Valencia, CA
91355

Sign Questions Contact:
Cary Llewelyn
Tel: 661.295.0624
Email: cary@imagefactor.com

Sign Installer/Contractor:
BK Signs, Inc.
1028 Kirkwood Road
Azusa, California
91702
Tel: 626.334.5900

State Lic. # 746856 / C-45
Exp. on: 3/31/08

Workers Comp: State Fund # 1735454-2006
Exp. on: 4/01/07

City Planning Department:
City of Santa Clarita Economic Development
23920 Valencia Boulevard
Suite 300
Valencia, CA
91355
Tel: 661.255.4300

RECEIVED
PLANNING DIVISION
JAN 17 2007
CITY OF SANTA CLARITA



PRINCESSA PLAZA

New tenant monument signage to replace existing

CITY OF SANTA CLARITA
BUILDING AND SAFETY
APPROVED
UNDER ORDINANCE INT 85-23
BY *[Signature]*
JAN 23 2007

This set of plans and specifications shall be held in the office of the Building and Safety Department of the City of Santa Clarita. No changes or alterations shall be made without written permission from the Department of Building and Safety, City of Santa Clarita. The planning of this plan and construction shall be held to comply with the provisions of the Ordinance of the City of Santa Clarita.

CONSULTATION / DESIGN / FABRICATION | imagefactor

JAN 19 2007

PLANNING APPROVAL AS APPLICABLE TO ALL APPLICABLE SUBJECTS OF THE UNIFIED DEVELOPMENT PLAN OF THE CITY OF SANTA CLARITA, COMMUNITY DEVELOPMENT
BY *[Signature]*
PLANNING DIVISION

*approved revised
monument signs
MC 04-267*

BL007-00135

PRINCESSA PLAZA

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

November 15, 2007

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
Los Angeles, California
90015


Prepared by:

imagefactor

29005 Avenue Penn
Valencia, California
91355

Contact: Cary Llewelyn
Tel: 661.295.0624
Email: cary@imagefactor.com

**New Approved Monument Signage
Cover Sheet (Copy)**

 **PRINCESSA PLAZA**

18500, 18520, 18580 Via Princesa
 Santa Clarita, California
 91355

PLANNED SIGN PROGRAM

November 15, 2007

Prepared For:

THE NEIMAN GROUP

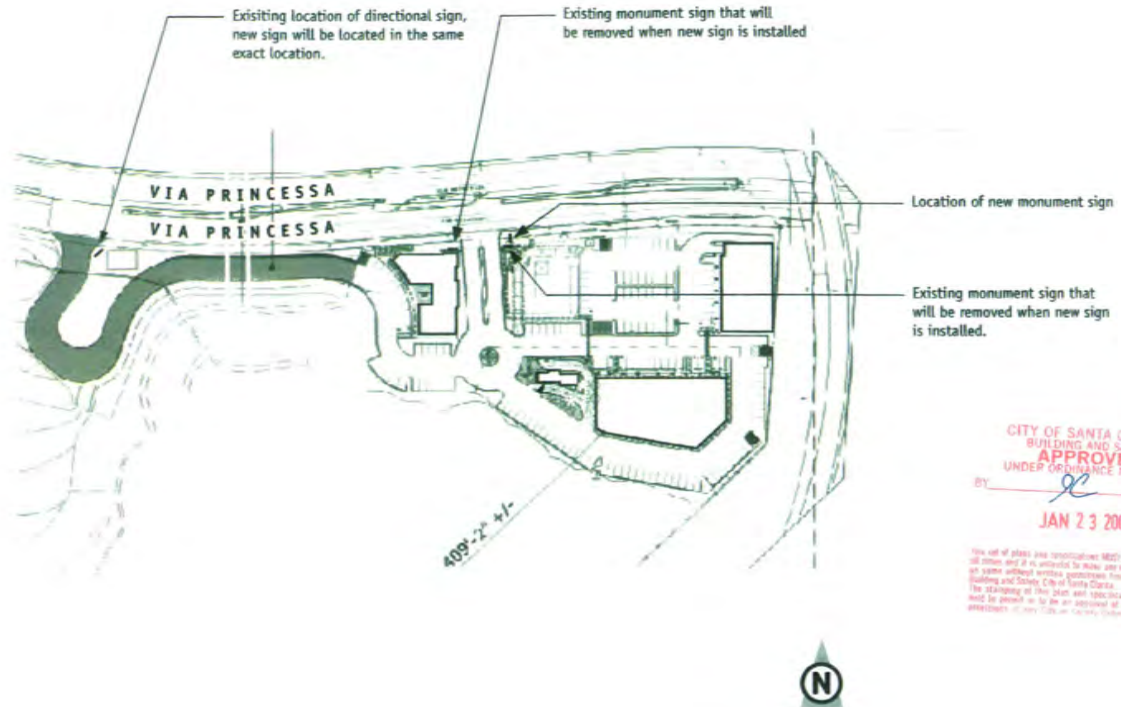
12111 Ohio Avenue
 Los Angeles, California
 90015

Prepared by:

imagefactor 

29005 Avenue Penn
 Valencia, California
 91355
 Contact: Cary Llewelyn
 Tel: 661.295.0624
 Email: cary@imagefactor.com

New Approved (Monument Signage) Site Plan



CITY OF SANTA CLARITA
 BUILDING AND SAFETY
APPROVED
 UNDER ORDINANCE NO. 88-23
 BY 
JAN 23 2007

This set of plans and specifications MUST be kept on the job at all times and if so altered by other site changes or additions in any way without written approval from the Department of Building and Safety, City of Santa Clarita. The stamping of this set and specifications SHALL NOT be used or presented in any approval of the status of any equipment or any other facility constructed in State Land.

PRINCESSA PLAZA PROJECT SITE PLAN
 18500 - 18580 Via Princesa
 Santa Clarita, California
 91321

DATE 1/2/07
 SCALE NTS
 DRAWN BY Cary Llewelyn


imagefactor
 29005 Avenue Penn
 Valencia, California
 91355
 tel. 661.295.0624
 fax. 661.295.0628
 imagefactor.com



ARCHITECTURAL SIGNAGE
 CUSTOM FABRICATION

18500, 18520, 18580 Via Princesa
 Santa Clarita, California
 91355

PLANNED SIGN PROGRAM

November 15, 2007

Prepared For:

THE NEIMAN GROUP

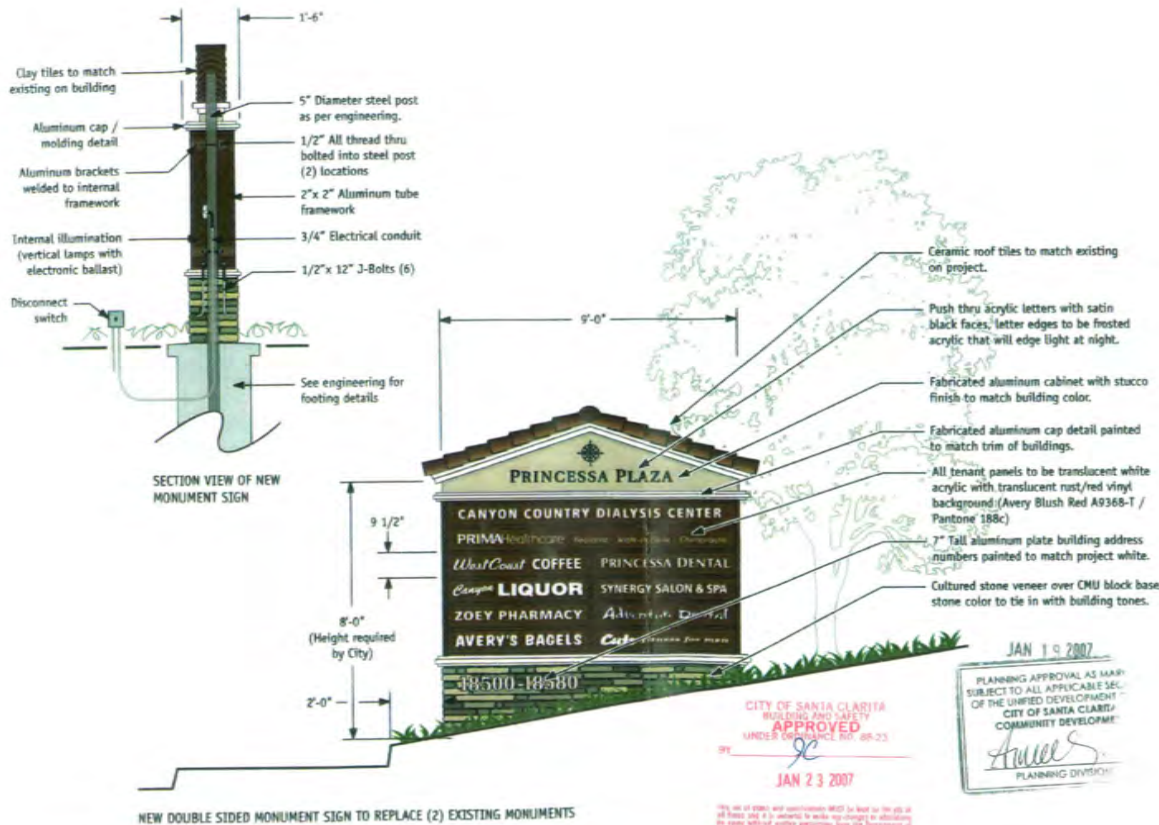
12111 Ohio Avenue
 Los Angeles, California
 90015

Prepared by:



29005 Avenue Penn
 Valencia, California
 91355
 Contact: Cary Llewelyn
 Tel: 661.295.0624
 Email: cary@imagefactor.com

**New Project Monument Signage
 to Replace Original Monuments**



PRINCESSA PLAZA TENANT MONUMENT SIGN
 18500 - 18580 Via Princesa
 Santa Clarita, California
 91355
 1/2/07
 3/8" x 1'-0"
 Cary Llewelyn
 imagefactor
 29005 Avenue Penn
 Valencia, California
 91355
 Tel: 661.295.0624
 Fax: 661.295.0628
 imagefactor.com

 ARCHITECTURAL SIGNAGE
 CUSTOM FABRICATION

18500, 18520, 18580 Via Princesa
 Santa Clarita, California
 91355

PLANNED SIGN PROGRAM

November 15, 2007

Prepared For:

THE NEIMAN GROUP

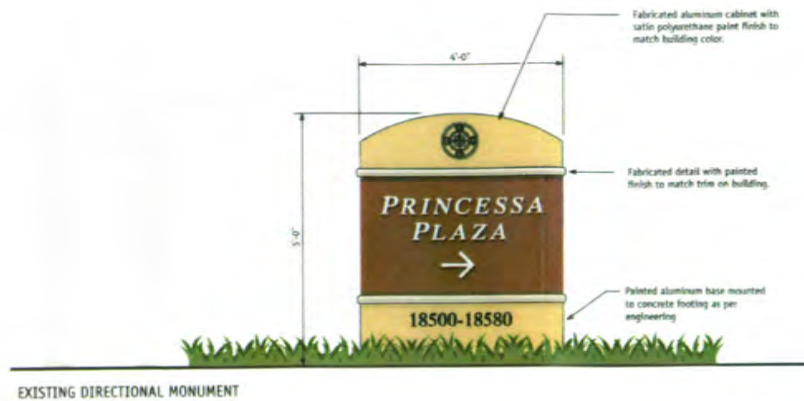
12111 Ohio Avenue
 Los Angeles, California
 90015

Prepared by:

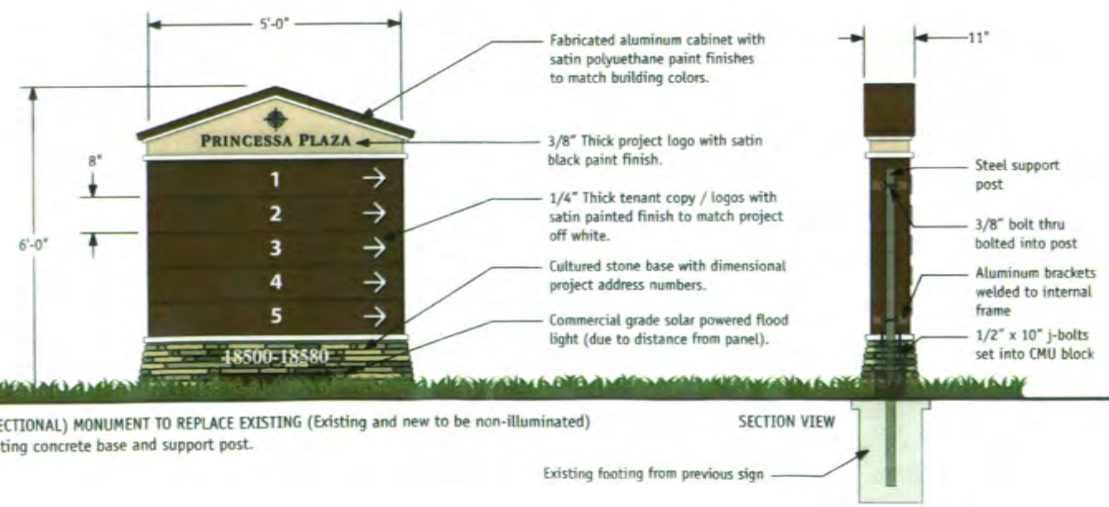


29005 Avenue Penn
 Valencia, California
 91355
 Contact: Cary Llewellyn
 Tel: 661.295.0624
 Email: cary@imagefactor.com

**New Directional Monument
 Signage to Replace Existing.**



EXISTING DIRECTIONAL MONUMENT



NEW PROPOSED SECONDARY (DIRECTIONAL) MONUMENT TO REPLACE EXISTING (Existing and new to be non-illuminated)
 This sign will be attached to existing concrete base and support post.

SECTION VIEW

Existing footing from previous sign



PRINCESSA PLAZA

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91355

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90015

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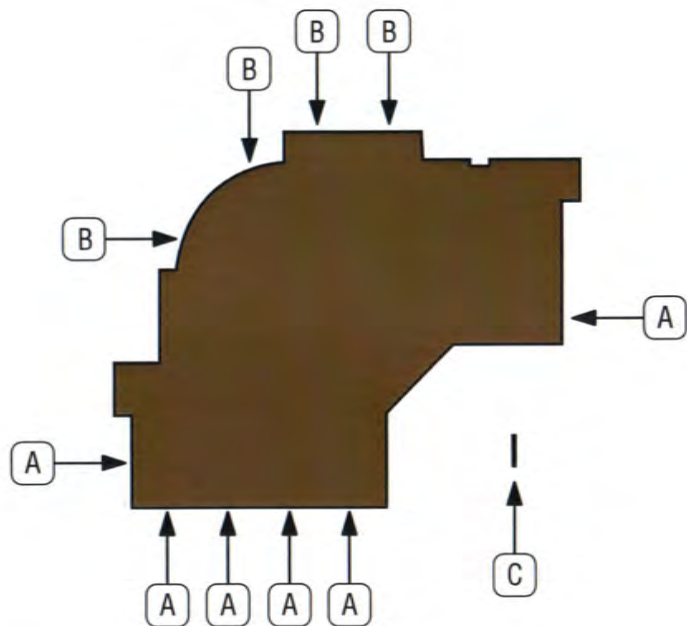
29005 Avenue Penn
Valencia, California
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Contact: Cary Llewellyn
Tel: 661.295.0624
Email: cary@imagefactor.com

SIGN TYPE LEGEND

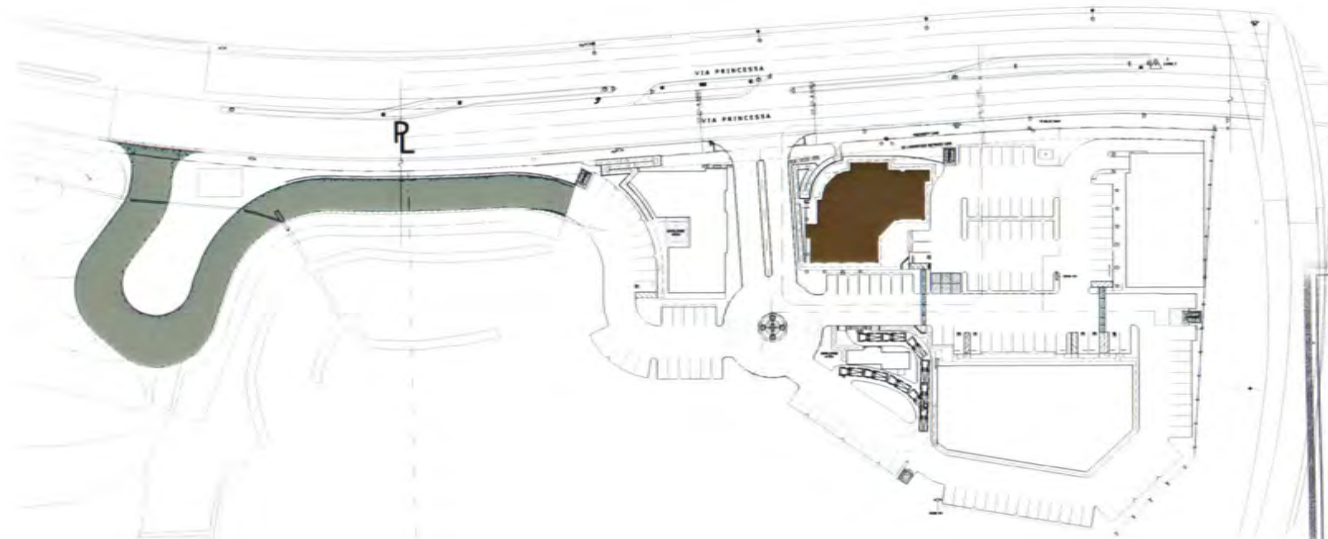
Sign Type (A): Possible On-Building Business Identification Sign (Illuminated)

Sign Type (B): On-Building Business Identification Panel (non-Illuminated)

Sign Type (C): Exterior Courtyard Directory



BUILDING SITE PLAN



PROJECT SITE PLAN

JAN 1 12 00 PM 2008
Medical / Office Building Site Plan

PLANNING APPROVAL AS PART OF
SUBJECT TO ALL APPLICABLE SECTIONS
OF THE UNIFIED DEVELOPMENT CODE
CITY OF SANTA CLARITA
COMMUNITY DEVELOPMENT
[Signature]
PLANNING DIVISION

heldendum to MCH 04-267

18500, 18520, 18580 Via Princesa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

November 15, 2007

Prepared For:

THE NEIMAN GROUP

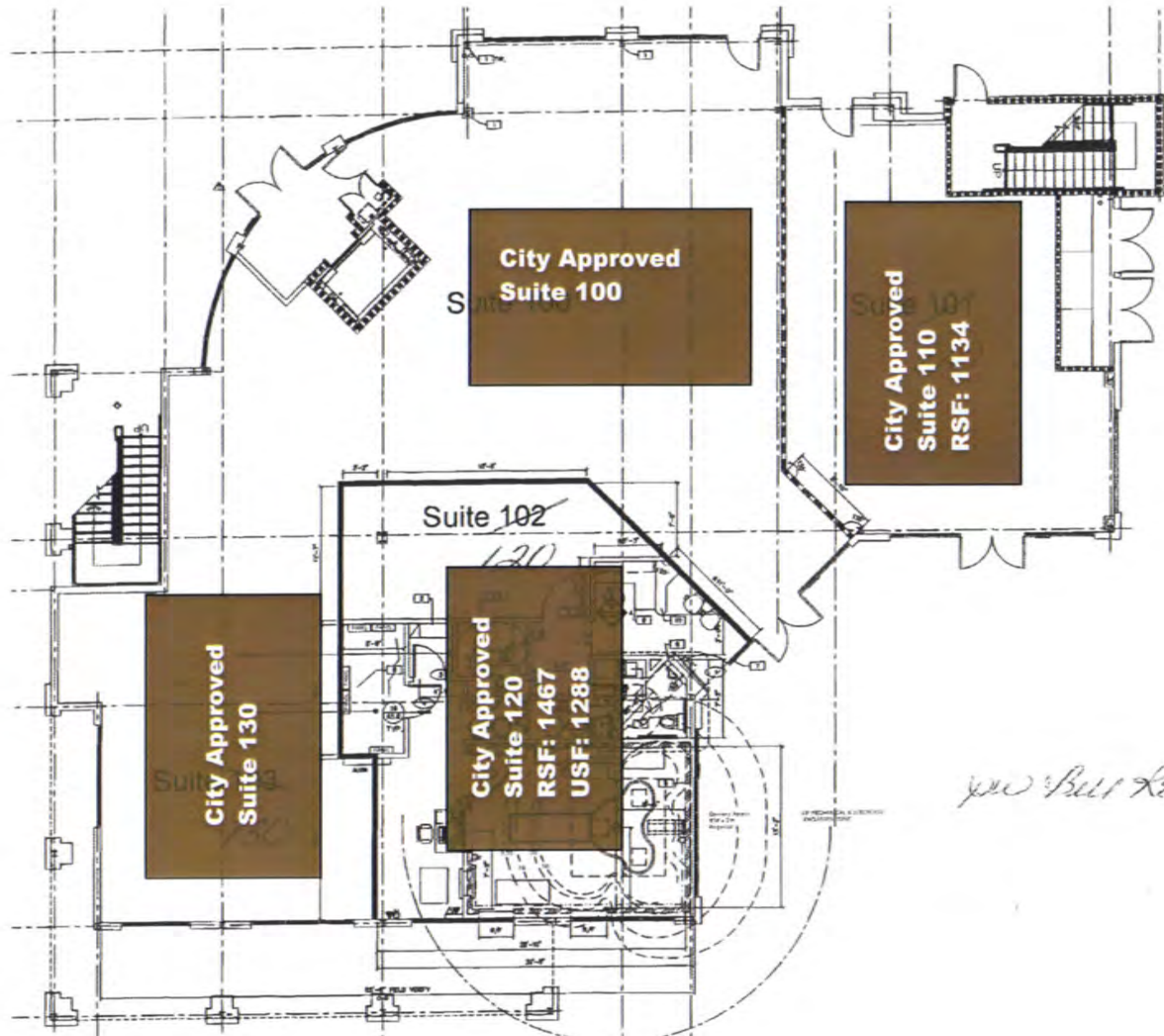
12111 Ohio Avenue
Los Angeles, California
90015

Prepared by:

imagefactor 

29005 Avenue Penn
Valencia, California
91355
Contact: Cary Llewelyn
Tel: 661.295.0624
Email: cary@imagefactor.com

**Medical / Office Building
Enlarged Floor Plan
First Floor**



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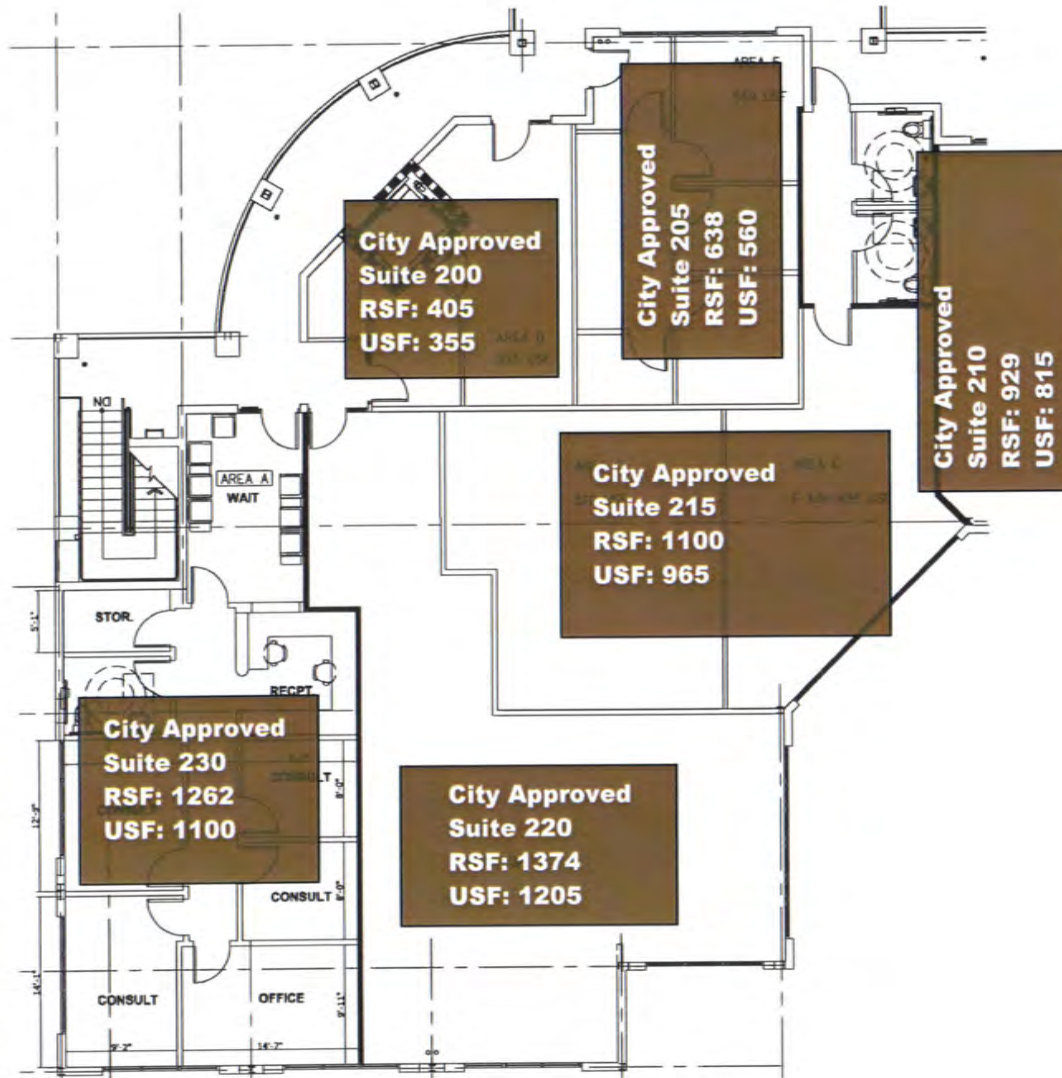
12111 Ohio Avenue
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**Medical / Office Building
Enlarged Floor Plan
Second Floor**

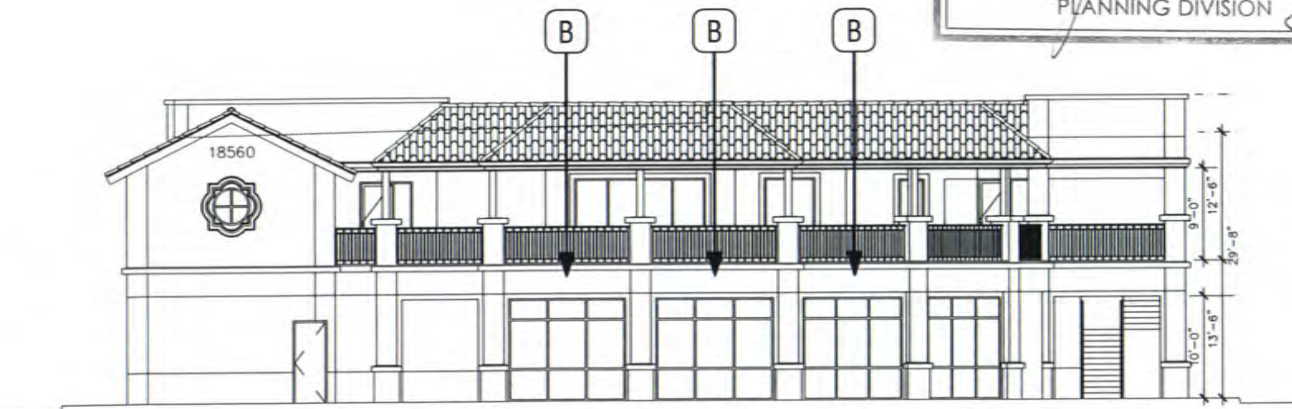
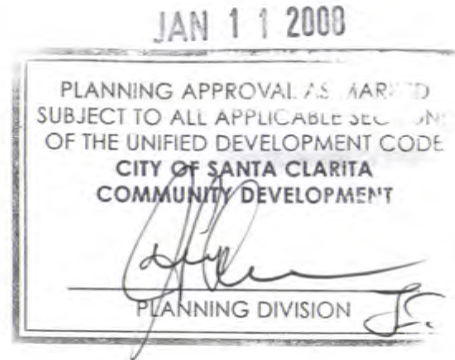


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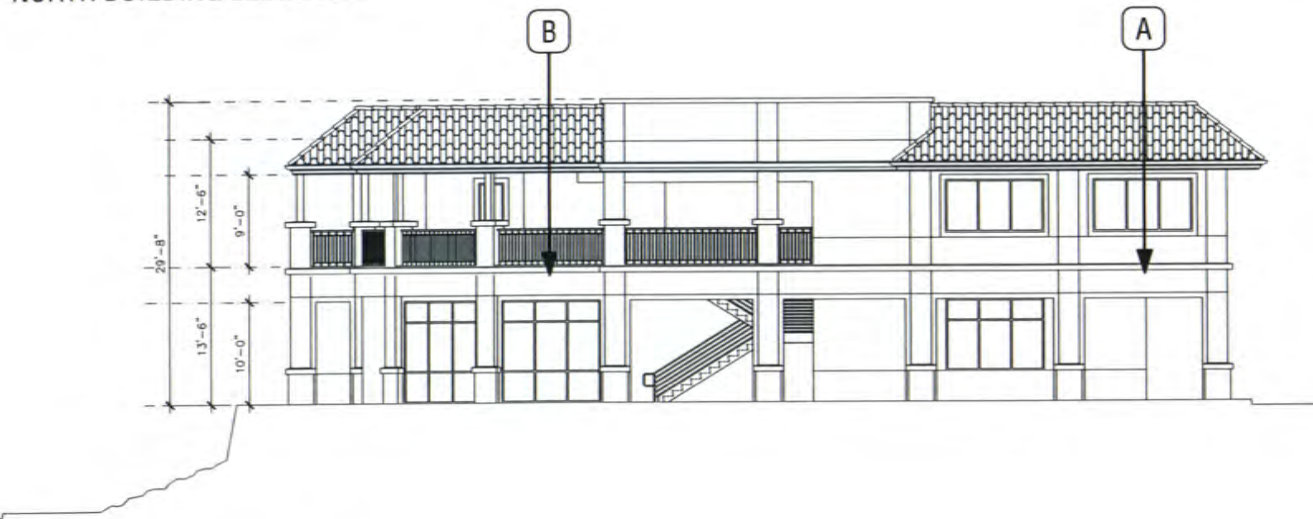
Sign Type (A): Possible On-Building Business Identification Sign (Illuminated)

* Tenant must have exterior public entrance to be allowed this type of signage

Sign Type (B): On-Building Business Identification Panel (non-Illuminated)



NORTH BUILDING ELEVATION



WEST BUILDING ELEVATION

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**Medical / Office Building
Elevations (North & West)**

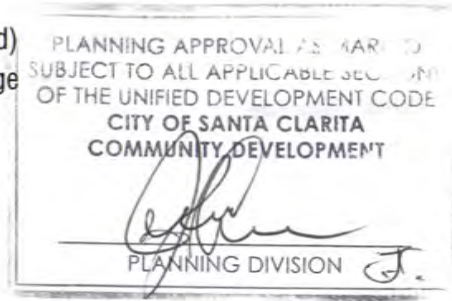
SIGN TYPE LEGEND

Sign Type (A): Possible On-Building Business Identification Sign (Illuminated)

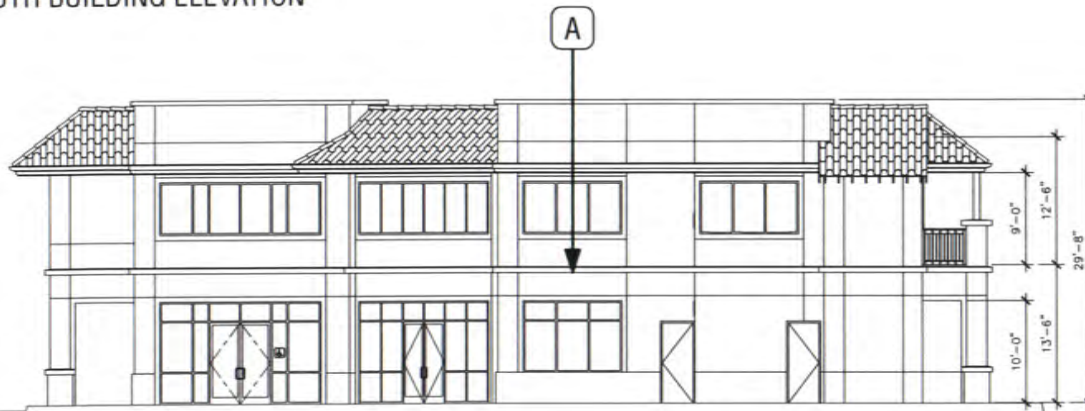
* Tenant must have exterior public entrance to be allowed this type of signage

Sign Type (B): On-Building Business Identification Panel (non-Illuminated)

JAN 11 2008



SOUTH BUILDING ELEVATION



EAST BUILDING ELEVATION

18500, 18520, 18580 Via Princessa
Santa Clarita, California
91355

PLANNED SIGN PROGRAM

November 15, 2007

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**Medical / Office Building
Elevations (South & East)**



NORTH ELEVATION



NORTH WEST ELEVATION



NORTH WEST ELEVATION (ENLARGED)



WEST ELEVATION (PARTIAL)



WEST ELEVATION (PARTIAL)




EAST ELEVATION



SOUTH EAST ELEVATION

Sign Type (A): Possible On-Building Business Identification Sign (Illuminated)

Sign Type (B): On-Building Business Identification Panel (non-Illuminated)

 **PRINCESSA PLAZA**

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Santa Clarita, California
91355

PLANNED SIGN PROGRAM

November 15, 2007

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**Medical / Office Building
Photographs**



ON BUILDING BUSINESS IDENTIFICATION SIGN (Primary Sign dimensions shown above, see notes below for Secondary Signage dimensions), the above is just an example, tenants may use their logos and corporate colors as long as they are approved.

GROUND FLOOR TENANTS:

Each ground floor tenant with an exterior public entrance will be allowed (1) Primary "On Building Identification sign" and (1) secondary "On Building Identification Sign", Secondary signs must not exceed 50% of the allowable sign area and will only be allowed on elevations that face a street, public entrance or parking lot, please note all secondary "On Building Identification Signs" must be located on an elevation that is occupied by the tenant (if a tenant does not have an additional exterior elevation see Page 22 for possible option)

Maximum letter height shall not exceed 2'-0" (24"), if the business name is in (2) lines or if there is a logo incorporated, the maximum overall height shall not exceed 3'-0" (36").

Final sign dimension/area shall be determined by the length of the individual business storefront, Tenants will be allowed (1-1/2) square feet of signage for each 1'-0" linear foot of storefront.

All Primary and Secondary On Building Business Identification Signs must be illuminated.

PLANNED SIGN PROGRAM

November 15, 2007

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SIGN TYPE (A)
On Building Business
Identification Signage for
Medical / Office Building

Primary & Secondary

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PLANNED SIGN PROGRAM

November 15, 2007

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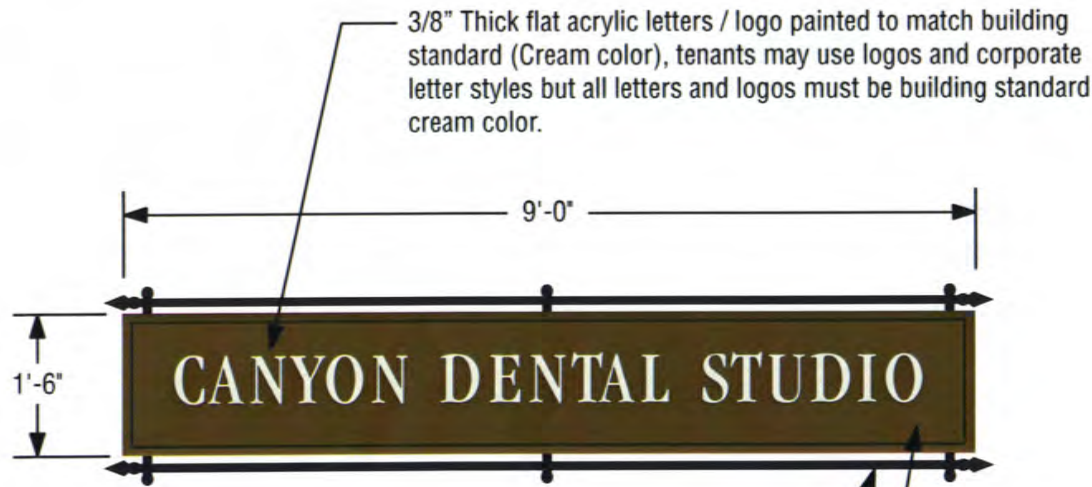
Prepared by:



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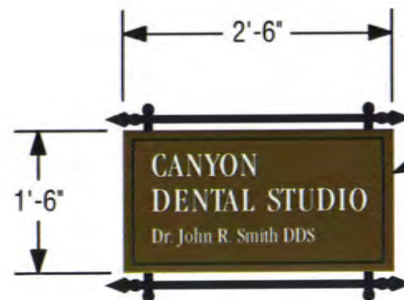
SIGN TYPE (B)
On Building Business
Identification Panel

SIGN TYPE (C)
Exterior Wall Plaque located next
to tenants main entrance



ON BUILDING BUSINESS IDENTIFICATION PANEL

Satin black wrought iron accent bars
 Fabricated aluminum panel (1-1/2" deep)



EXTERIOR WALL PLAQUE
 LOCATED NEXT TO TENANTS
 MAIN ENTRANCE

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 Santa Clarita, California
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PLANNED SIGN PROGRAM

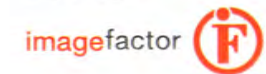
November 15, 2007

Prepared For:

THE NEIMAN GROUP

12111 Ohio Avenue
 Los Angeles, California
 90015

Prepared by:

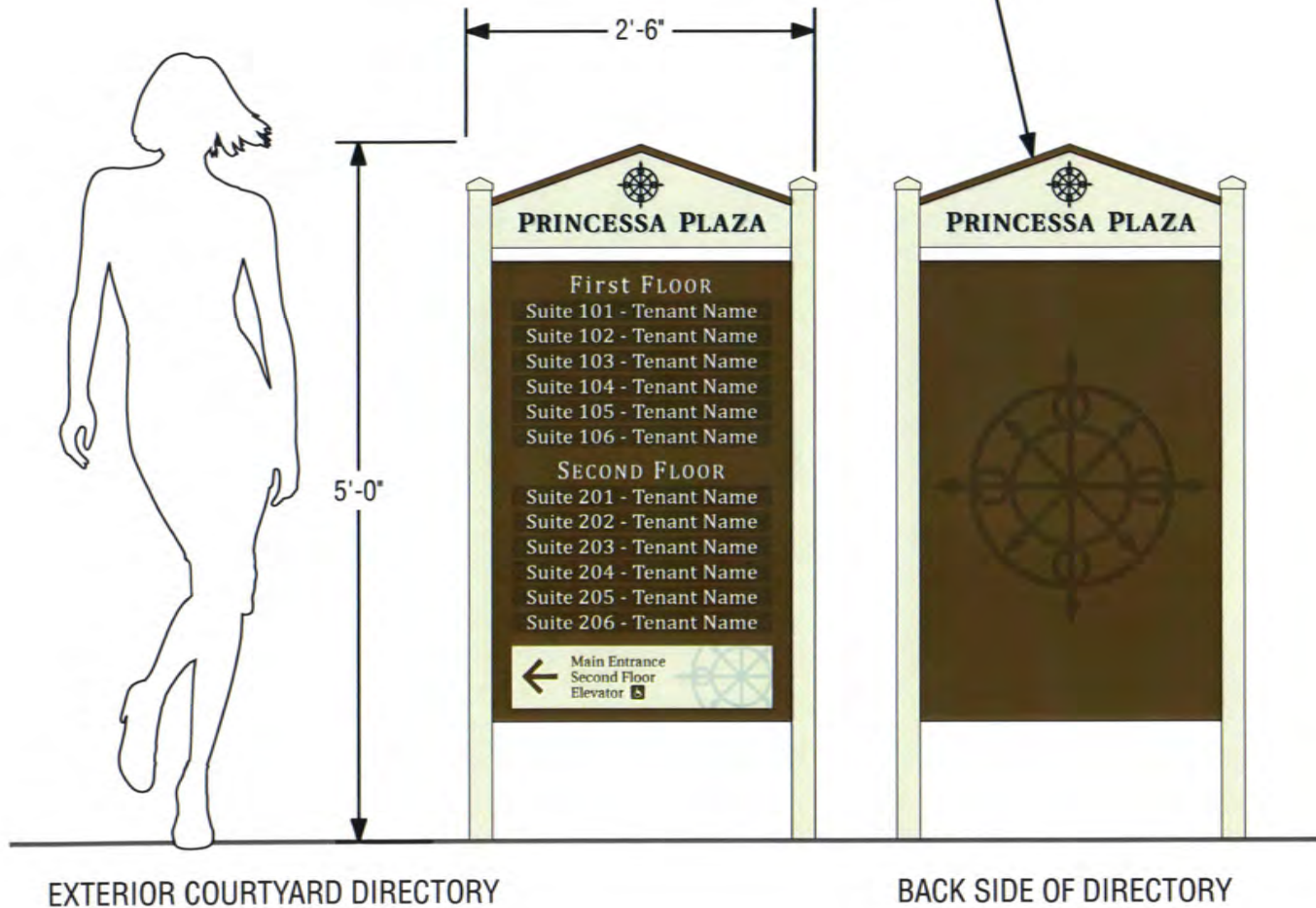


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 Valencia, California
 91355
 Contact: Cary Llewelyn
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 Email: cary@imagefactor.com

SIGN TYPE (D)

**Exterior Courtyard Directory for
 Medical / Office Building**

Fabricated aluminum directory with dimensional project identification, satin polyurethane paint finishes and ground mounted flood lighting. (all colors to match building standard)



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PLANNED SIGN PROGRAM

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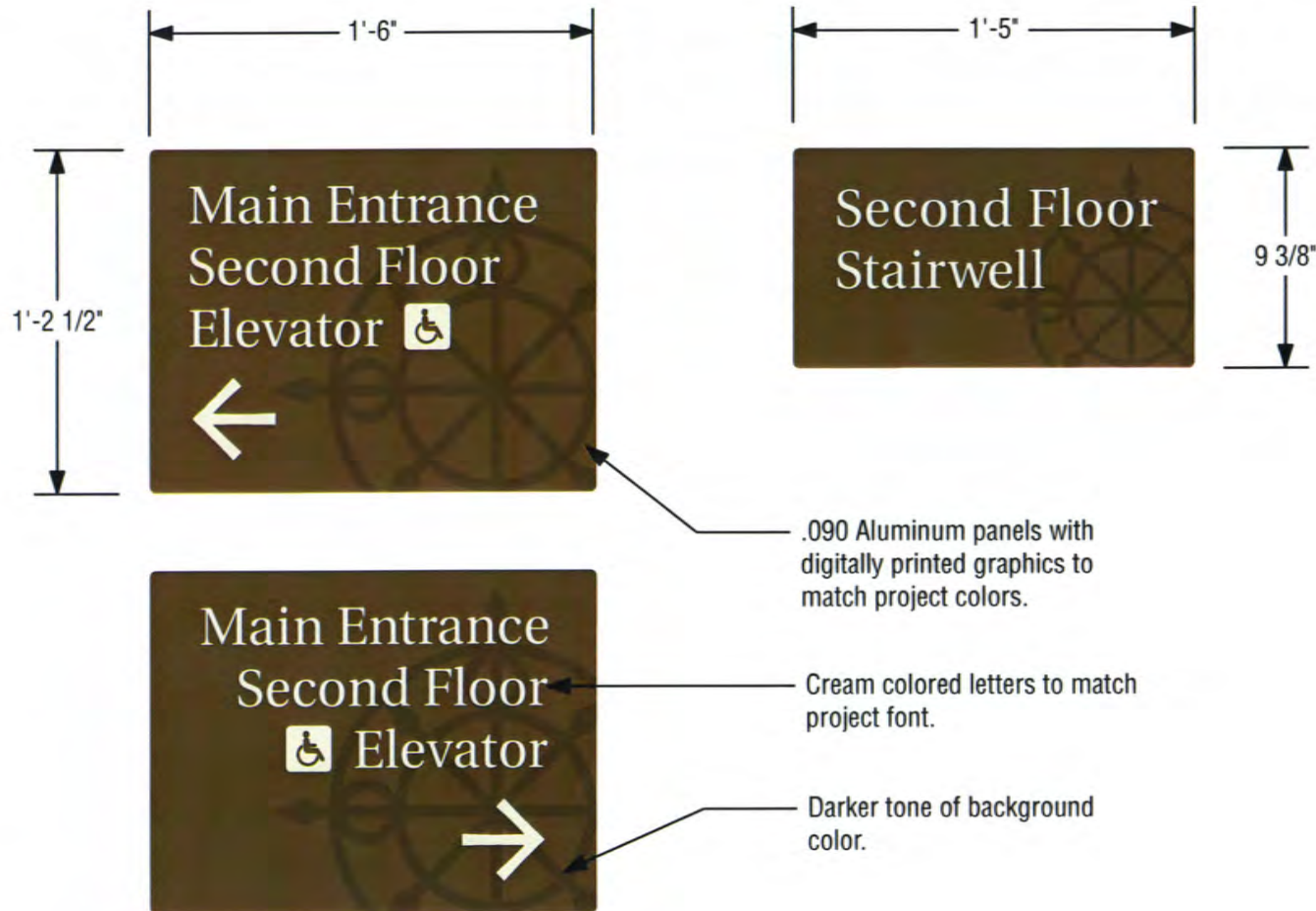
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SIGN TYPE (E)
Exterior Directional Wall Plaques



WALL MOUNTED DIRECTIONAL
 PLAQUES