



City of  
**SANTA CLARITA**

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**CITY OF SANTA CLARITA**  
Master Case Number 12-103  
Sign Review 12-014  
Per Code Section 17.19  
of the Unified Development Code

Date: August 1, 2012

Applicant: Jay Kerner  
3717 E. Thousand Oaks Boulevard  
Westlake Village, CA 91362

Location: 23744-23792 San Fernando Road

Request: The applicant is requesting approval for a revision to the sign program for the commercial center located on the corner of San Fernando Road and Carl Court known as the "Stage Coach Center". The project site is located in the CC (Community Commercial) zone, 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 decision. Therefore, this sign review proposal is approved, subject to the following conditions:

**CONDITIONS OF APPROVAL**

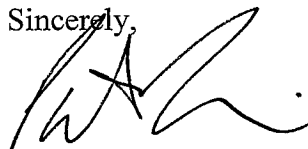
1. This approval shall supersede the approval of Master Case 06-223 and shall replace any and all conditions regarding the sign program for the Stage Coach Center.
2. All signage, including any changes to sign faces on the monument or directional signs, shall obtain an approval from the Planning Division and any applicable building permits prior to installation.
3. Any temporary banners shall be subject to a Temporary Banner Permit with the Planning Division and shall adhere to the conditions outlined in the Temporary Banner application.



4. No exposed or open neon is allowed. All illuminated shall comply with the applicable Building Code sections referencing energy efficiency.
5. The applicant shall not be permitted to install exposed raceways unless construction of the building limits the ability to conceal raceways within the existing structure of the building.
6. All signs shall have the approval of the property owner in writing and/or on a stamped sign plan indicating the approval of the property owner for the signage proposed at the time of application for any permit for signs on the project site.
7. The project shall be developed in conformance with the approved plans on file with the Planning Division. 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. All signs shall be located in such a manner as to not 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. 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, please contact me at (661) 255-4330.

Sincerely,

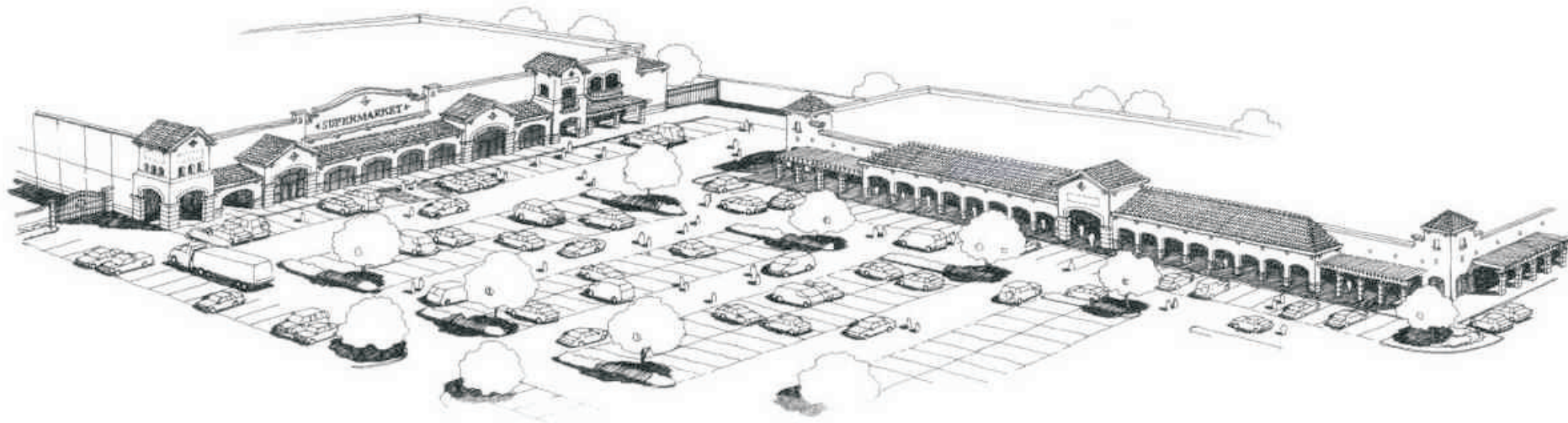


Patrick Leclair  
Associate Planner

# *STAGE COACH PLAZA*

*23744 - 23792 NEWHALL AVENUE  
SANTA CLARITA, CALIFORNIA 91355*

*(NEWHALL AVENUE & CARL COURT)*



## *MASTER SIGN PROGRAM*

# Stage Coach Plaza ~ Master Sign Program

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## I. INTRODUCTION

The purpose of these 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 Stage Coach Plaza 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 these 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 these criteria, tenant must submit three (3) sets of professionally prepared drawings of their proposed signage meeting these criteria to Landlord/Developer for review and approval.

Drawings must:

1. Depict sign on building elevation with dimensional location and scale.
2. 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

1. All work 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 \$3,000,000 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.
3. 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.

# Stage Coach Plaza ~ Master Sign Program

## III. GENERAL REQUIREMENTS (cont.)

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) 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.
6. All building signs shall be constructed and installed at Tenant's expense. Tenant is also responsible for the maintenance of building signs.
7. Co-operative Tenant advertising, signing, or seasonal event signing shall be considered special event signing and could require a special activities permit from the City of Santa Clarita. This will require review on a 'case by case' basis.
8. 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.
9. Tenant's sign contractor shall repair any damage to any work caused by his actions. Incomplete repairs are the ultimate responsibility of the Tenant.
10. 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.
11. 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 25% of the area of any single window or adjoining window on the same frontage.
12. 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.
13. Tenant's contractor shall completely install and connect sign display including primary wiring from Tenant's electrical sub-panel to J-box at sign location.
14. 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.
15. 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.
16. 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 Santa Clarita Zoning Code.
17. 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.

# Stage Coach Plaza ~ Master Sign Program

## IV. SIGN RESTRICTIONS

### **PROHIBITED SIGNS**

1. 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.
2. 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.
3. Signs painted directly on a wall will not be permitted.
4. 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.
5. There shall be no signs that are rotating, revolving, flashing, moving or audible.
6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached Exhibit for minor and major tenants.
7. 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).

8. Light Bulb Strings: External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception hereto of any national, state, local governmental institutional or corporate flags properly displayed.
9. Billboard Signs are not prohibited.
10. 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 20% 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.
11. Cabinet, box or projecting blade signs are not Permitted.
12. Any sign not indicated in this sign program shall be considered prohibited unless approved by Landlord and City of Santa Clarita sign regulations.

### **OTHER RESTRICTIONS**

1. Signs must be architecturally compatible with the entire center.

2. All materials used in signage construction and installation must be new. No used materials will be allowed.
3. 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 Santa Clarita.

### **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, at its sole discretion and at Occupant's expense, correct, replace or remove any illegal sign.

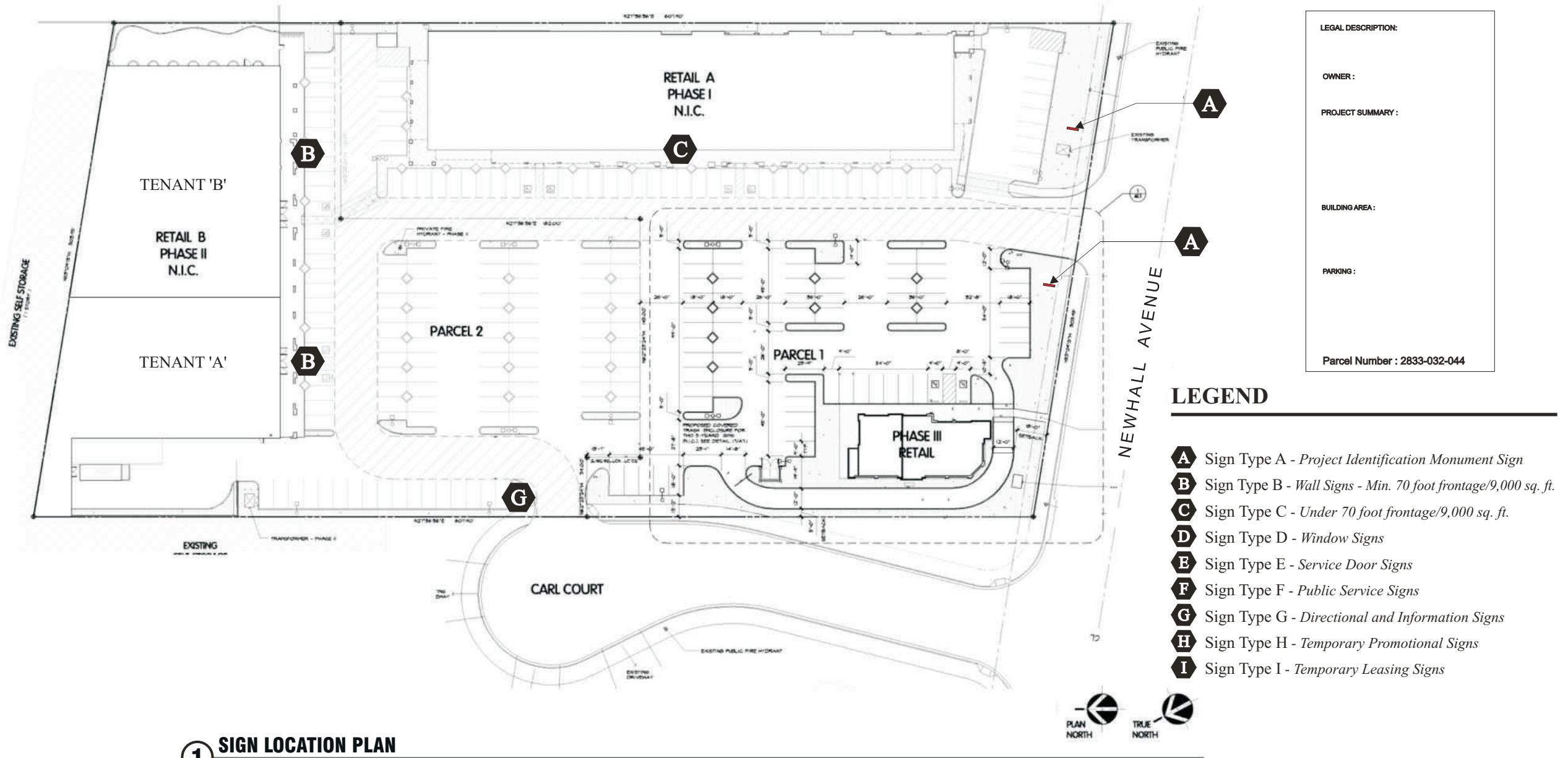
### **ABANDONMENT OF SIGNS**

A sign is considered abandoned when its 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.

### **INSPECTION**

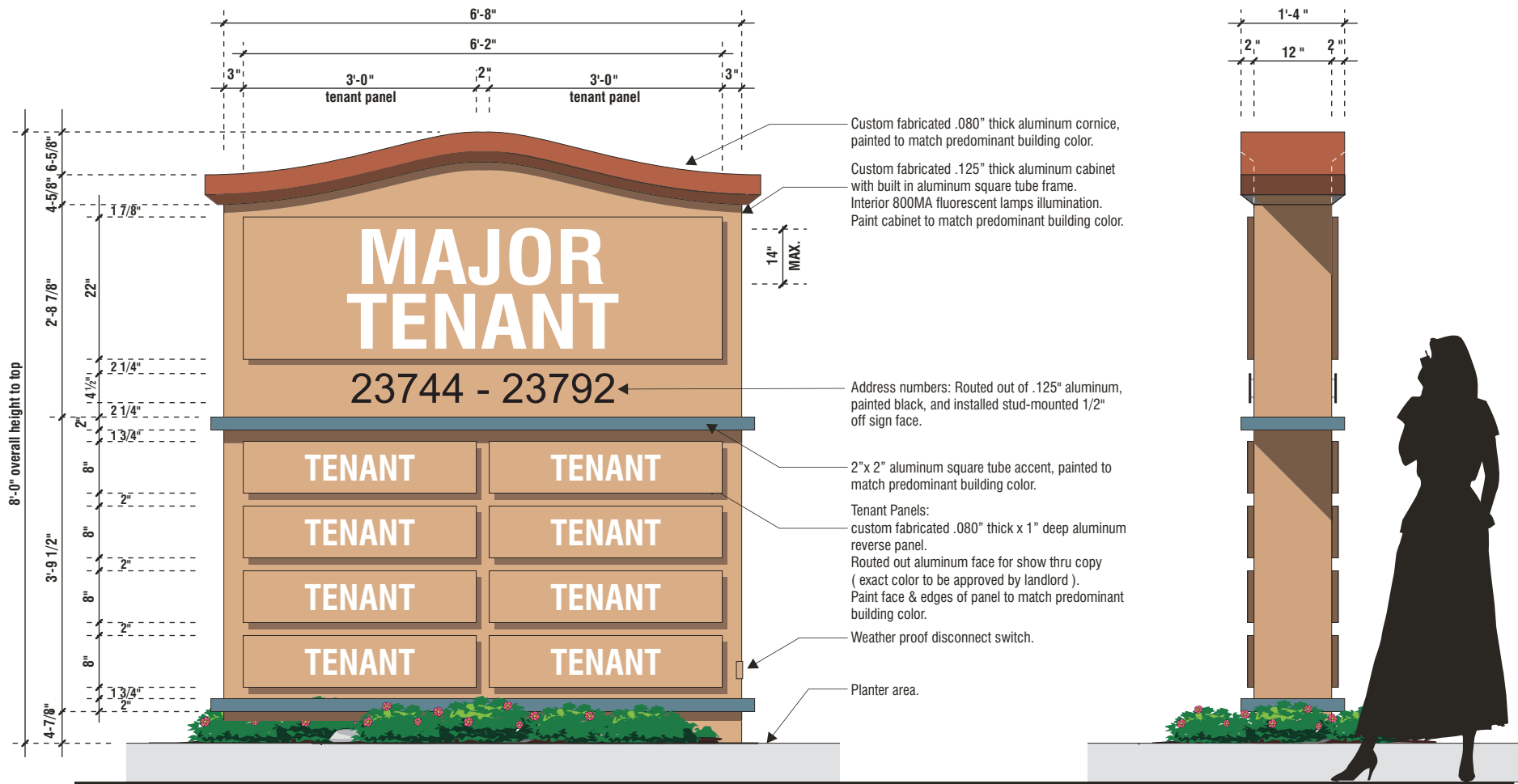
The Parcel Owner reserves the right to hire an independent electrical engineer at the Occupant's sole expense to inspect the installation of all Occupant's signs and to require the Occupant to have any discrepancies and/or code violations corrected at the Occupant's expense.

# Stage Coach Plaza ~ Master Sign Program



**1 SIGN LOCATION PLAN**  
Scale: 1" = 70'-0"

# Stage Coach Plaza ~ Master Sign Program



## GENERAL SPECIFICATIONS

- Location: Newhall Avenue.
- Maximum Number Allowed: Two (2).
- Maximum Size: 54 square feet including base.
- Total Sign Height allowance 8 feet for centers larger than 3 acres. Sign shall be custom fabricated from aluminum square tube frame.
- Sign background shall be painted with a light stucco finish.
- Tenant panels to be 1" deep aluminum pans. Copy to be routed out and backed with acrylic.
- Illumination shall be provided by T12 high output fluorescent lamps on centers for even lighting which shall be powered by electronic ballasts.
- All signage shall conform to all UL specifications and bear a UL label.

### **A** DOUBLE SIDED FLUORESCENT ILLUM. TENANT MONUMENT SIGN

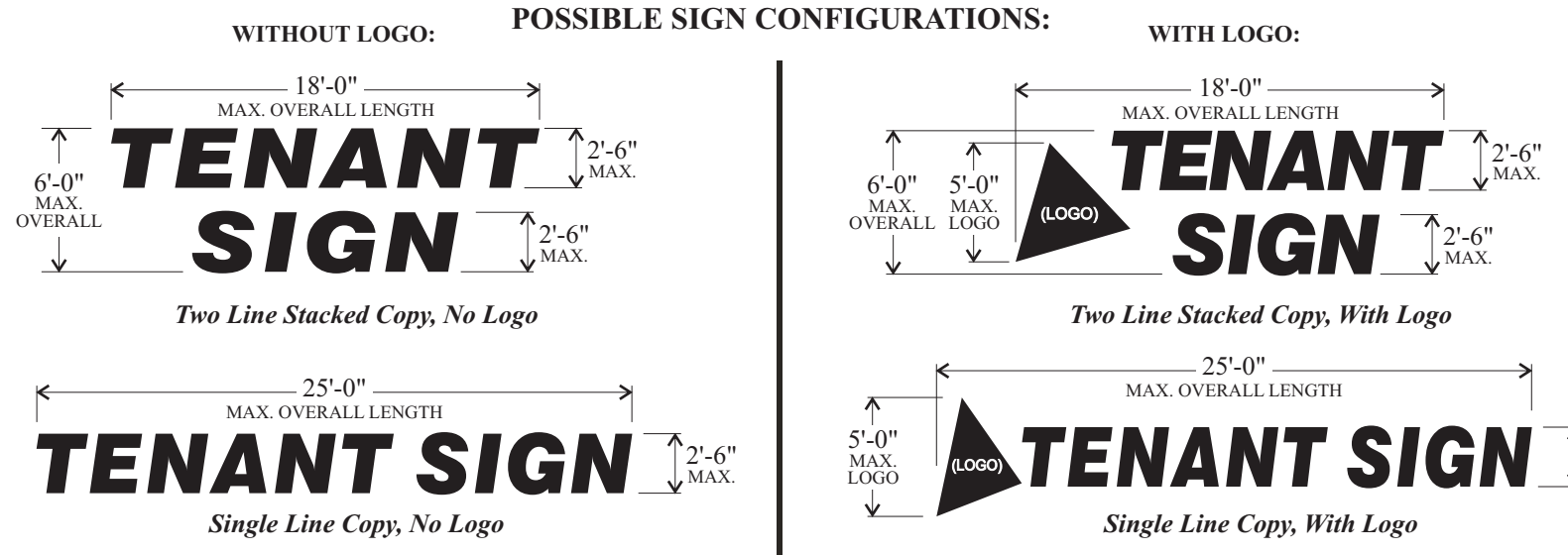
Scale: 1/2" = 1'-0"

Quantity: Make Two (2) Signs

### SIDE ELEVATION



# Stage Coach Plaza ~ Master Sign Program



Note: Signs shown are for example only. Actual font, as well as optional logo shape and design to be per tenant, pending Landlord approval.

## GENERAL SPECIFICATIONS

- Location: Tenant Storefront Fascia
- Number Allowed: Per tenant: One (1) primary and up to two (2) supplemental wall signs along the main elevation to advertise services provided.
- Letters shall be illuminated and mounted flush against wall fascia).
- Letters shall be custom fabricated aluminum construction. Faces to be acrylic plastic with aluminum returns, painted in the tenant's colors as required.
- Illumination shall be provided by LED lighting system a minimum of 13 mm neon tubing (color neon to be determined by tenant's corporate colors). Neon tubing shall be powered by 30 mA transformers which shall be remotely installed behind wall fascia.
- All letters shall conform to all UL specifications and bear a UL label.
- Maximum square footage allowed is 1.5 square feet per 1 lineal foot of building frontage.
- The combined area of all signing along the main elevation shall not exceed 1.5 square feet per each lineal foot of building frontage.
- Combined area of all supplemental signs shall not exceed 25% of the area of all signing along the main elevation.

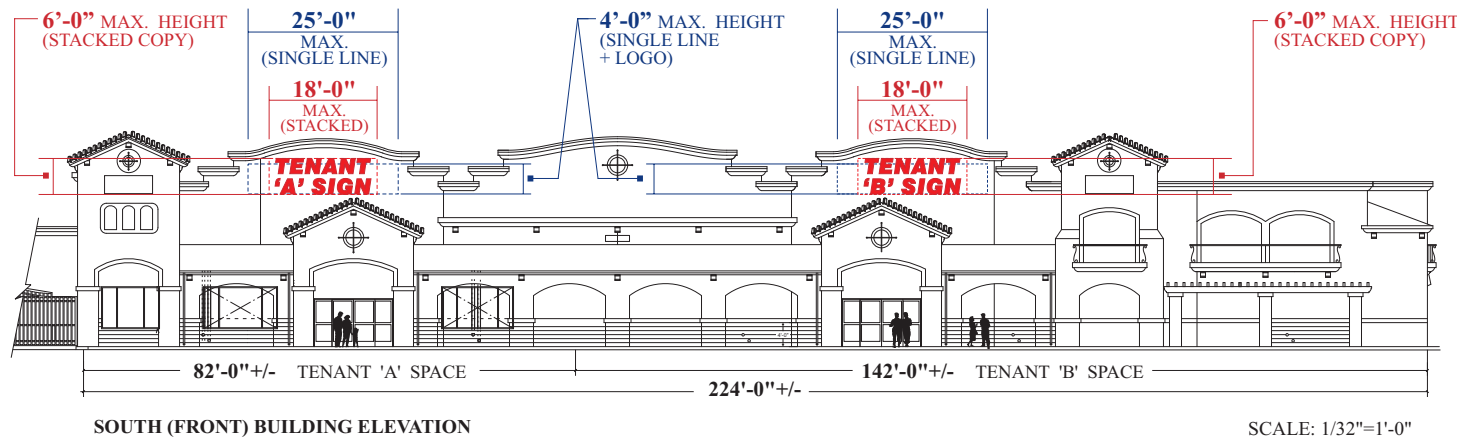
## SIGN TYPE B (Major Tenant Wall Sign Identification)

Illuminated Channel Letters / Logo – Not To Scale

Quantity Per Tenant: One (1) Primary, Two (2) Supplemental

### Major Tenant Definition:

Tenant spaces with 70 feet or more of elevation frontage with one or more entrances along the main front elevation and gross area greater of at least 9,000 square feet.



## SIGN DIMENSIONS:

Maximum letter height is 2'-6"  
Maximum logo height is 4'-0"

### Maximum sign heights:

Max. of two lines stacked, with or without logo: 6'-0"  
Single line copy with logo: 4'-0" (2'-6" without logo)

### Maximum sign widths:

Stacked copy: 18'-0"  
Single line copy: 25'-0"

# Stage Coach Plaza ~ Master Sign Program



## **SIGN TYPE C (Tenant Wall Sign Identification)**

*Illuminated Channel Letter*

Not to Scale

Quantity: *One (1) set allowed*

### **Tenant Definition:**

**Tenant spaces with under 70 feet of elevation frontage and a gross area of less than 9,000 square feet.**

*Note: Signs shown are for example only. Actual font, as well as optional logo shape and design to be per tenant, pending Landlord approval.*

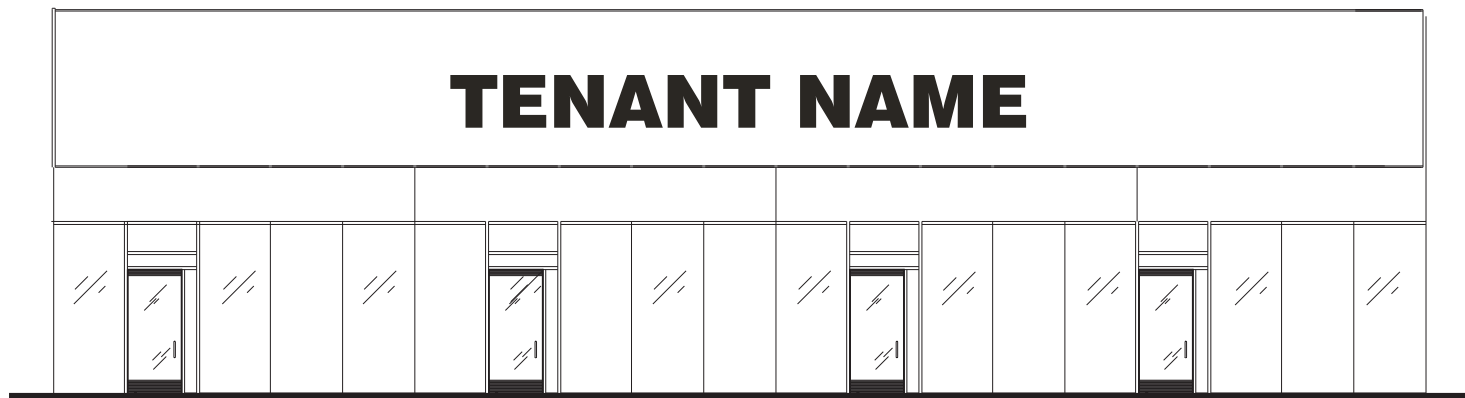
### **SIGN DIMENSIONS:**

**Maximum letter height of up to 24" on one vertical line with a maximum of 30" for initial capital letter and logo.**

**Maximum height of up to 4 feet for two or vertical lines of text upon approval of landlord and city review.**

## **GENERAL SPECIFICATIONS**

- Location: Tenant Storefront Fascia
- Number Allowed: One (1) Sign
- Letters shall be illuminated and mounted flush against wall fascia).
- Letters shall be custom fabricated aluminum construction. Faces to be acrylic plastic with aluminum returns, painted in the tenant's colors as required.
- Illumination shall be provided by LED lighting system or a minimum of 13 mm neon tubing (color neon to be determined by tenant's corporate colors). Neon tubing shall be powered by 30 mA transformers which shall be remotely installed behind wall fascia.
- All letters shall conform to all UL specifications and bear a UL label.
- Maximum square footage allowed is 1.5 square feet per 1 lineal foot of building frontage.
- Ground floor establishments with separate entrances shall be permitted secondary wall signs along up to 2 other elevations including the rear elevation with a secondary entrance facing a street or on site parking area, with a maximum of one half (½) the allowable area of the primary wall sign shall be permitted.
- Maximum width of 75% of building tenant frontage shall be permitted.



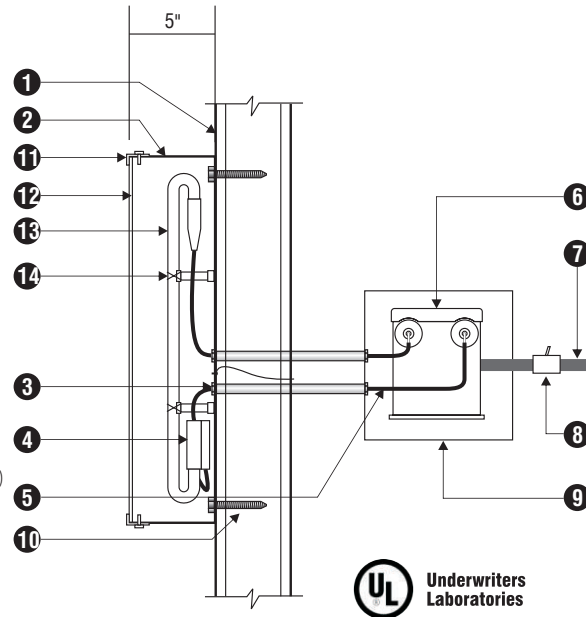
# Stage Coach Plaza ~ Master Sign Program

## SIGN TYPE B & C (Tenant Wall Signs)

Illuminated Channel Letter / Logo Section Details - Neon or L.E.D.

### NEON SIGN ATTACHMENT DETAIL

- BUILDING WALL
- ALUMINUM CHANNEL LETTER/LOGO WITH INTERIOR PAINTED WHITE. MIN. (2) 1/4" DIA. WEEP HOLES REQ'D AT BOTTOM OF LETTER/LOGO.
- UL LISTED 1/2" ELECTRICAL PASS THRU WITH ALL PENETRATIONS SEALED WATERTIGHT USING SILICONE
- UL LISTED INSULATED CONNECTOR BOOT
- UL LISTED INTEGRAL SLEEVED GTO CABLE (300v 105°C)
- UL RATED 2161 NEON TRANSFORMER (SPICE ENCLOSURE)
- PRIMARY ELECTRICAL SOURCE TO BE SPLICED AT TRANSFORMER. WHITE: 600v 105°C - BLACK: 600v 90°C - GREEN: 600v 80°C
- EMERGENCY DISCONNECT SWITCH
- VENTED GALVANIZED TRANSFORMER HOUSING
- ATTACH SIGN FLUSH TO BUILDING WALL USING FASTENERS OF TYPE AND QUANTITY REQUIRED PER WALL CONDITION.
- 1" TRIMCAP RETAINER (USE 3/4" FOR CHARACTERS 12 INCHES TALL AND UNDER) ATTACHED USING 8 1/2" ALUMINUM SCREWS
- ACRYLIC FACE
- 13MM NEON TUBING
- NEON TUBE STAND

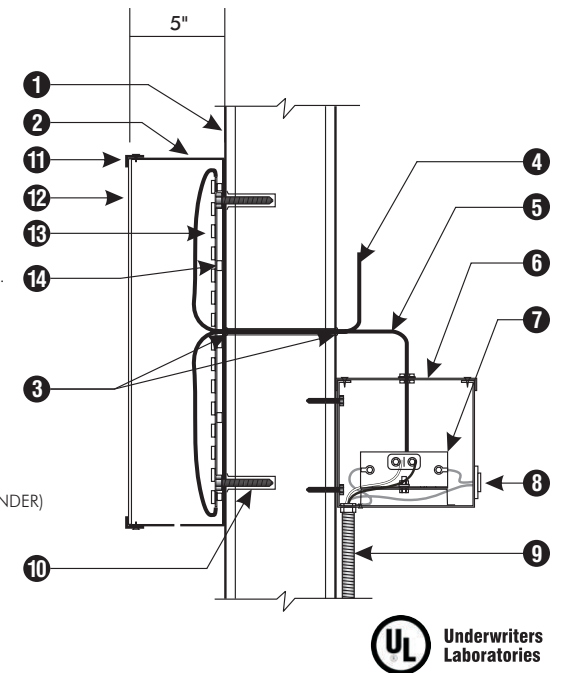


**FACE-LIT CHANNEL LETTER INSTALLED FLUSH TO WALL**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

### L.E.D. SIGN ATTACHMENT DETAIL

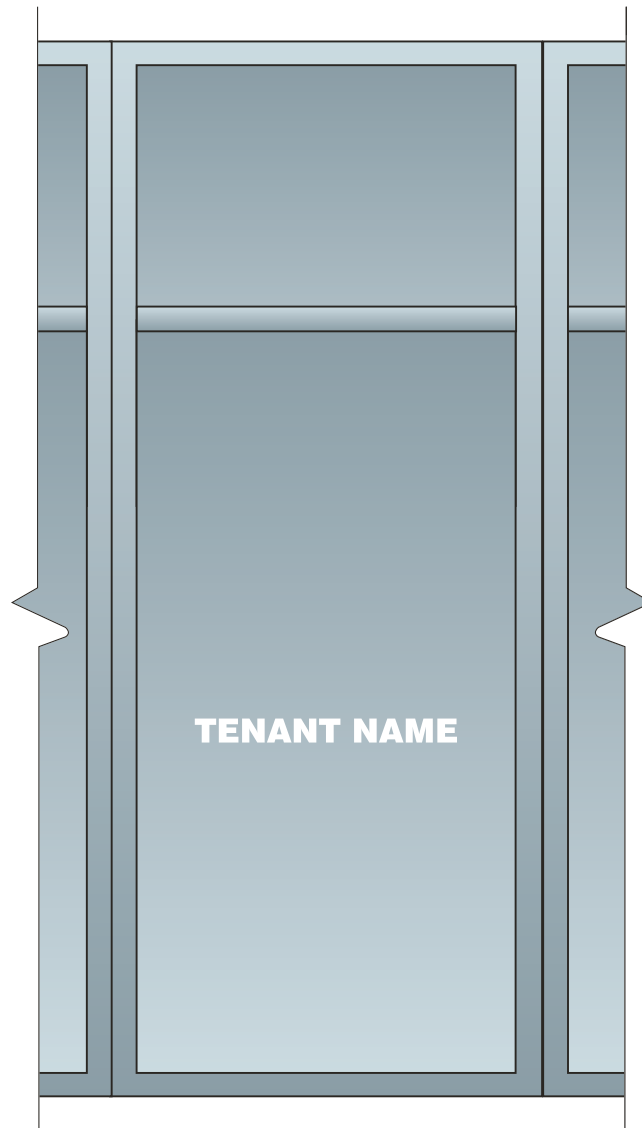
- BUILDING WALL
- ALUMINUM CHANNEL LETTER/LOGO WITH INTERIOR PAINTED WHITE. MIN. (2) 1/4" DIA. WEEP HOLES REQ'D AT BOTTOM OF LETTER/LOGO.
- WATERTIGHT SILICONE SEALANT AT ENTRY AND EXIT POINTS.
- LETTER-TO-LETTER JUMP.
- POWER SUPPLY OUTPUT LEAD OR EXTENDED LEAD USING APPROPRIATE UL.
- L.E.D. ENCLOSURE.
- L.E.D. POWER SUPPLY.
- DISCONNECT SWITCH.
- PRIMARY POWER.
- ATTACH SIGN TO BUILDING WALL USING FASTENERS OF TYPE AND QUANTITY REQUIRED PER WALL CONDITION.
- 1" TRIMCAP RETAINER (USE 3/4" FOR CHARACTERS 12 INCHES TALL AND UNDER) ATTACHED USING 8 1/2" ALUMINUM SCREWS
- ACRYLIC FACE
- L.E.D. STRIP, CUT AS REQUIRED.
- L.E.D. SPACER.



**FACE-LIT CHANNEL LETTER INSTALLED FLUSH TO WALL**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. Sign to be UL approved and labeled.

# Stage Coach Plaza ~ Master Sign Program

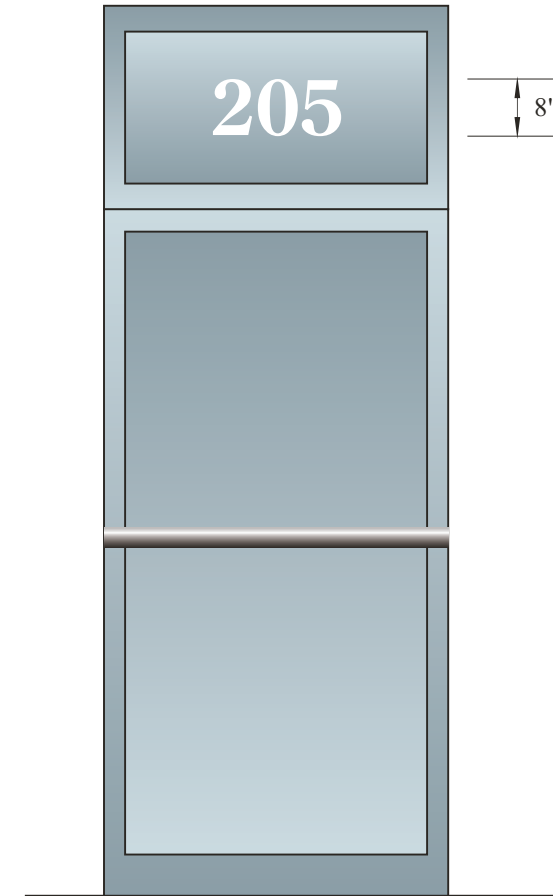


**SIGN TYPE D.1 (Window Vinyl Graphics)**

Scale:  $\frac{3}{4}$ " = 1'-0"

## GENERAL SPECIFICATIONS

- Location of Window Vinyl Graphics: Tenant Storefront
- Intent: Window signage and graphics are included in these criteria to assist and guide reasonable design of identification and marketing graphics in a tasteful and controlled manner consistent with the design of the project.
- Approval: Separate review and approval of window graphic design is specifically required of each tenant desiring a window program. Failure to process the program is considered a violation of these criteria. Tenant shall immediately remove window graphics installed without express written approval of the Landlord/Developer upon written demand by Landlord/Developer. Review and approval by Landlord/Developer is at his sole and absolute discretion.
- Number allowed: varies by design of tenant storefront condition.
- Maximum size: No more than 25% of any storefront pane may be used for window graphics.
- Sign Type: Individualized design may consist of applied decal, vinyl, painted, etched or otherwise permanently installed graphics directly applied to the window glass. Designs may reflect corporate signage programs and colors where appropriate. All designs shall be organized in a coordinated and tasteful manner.
- Restrictions: It is the intent of these criteria not to allow temporary and nonprofessional graphics from storefront windows including, but not limited to, paper flyers, lists of services and products, hand lettered messages, "going out of business", "liquidation" and other such distress sale type messages and continuous use of window banner graphics for longer than one (1) week per month for a special product, service or event.



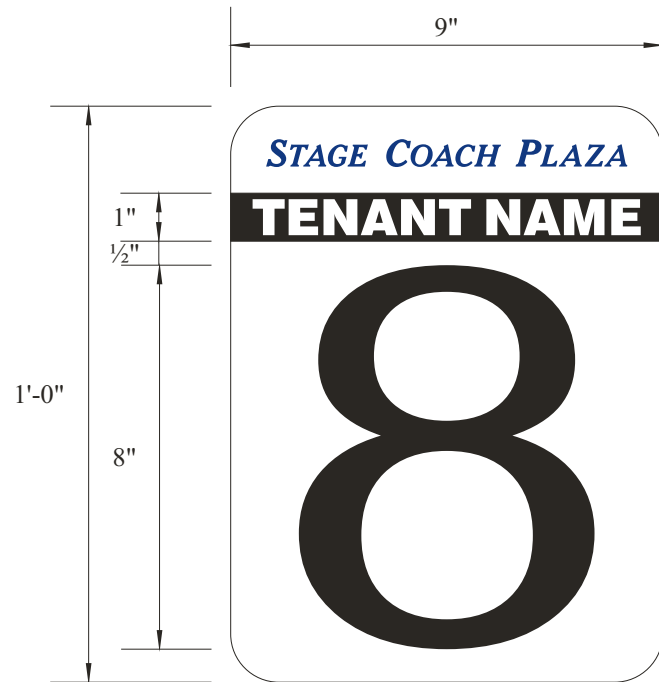
**SIGN TYPE D.2 (Suite Addresses)**

Not to Scale

## GENERAL SPECIFICATIONS

- Location: Storefront transom glass above primary entry door
- Number Allowed: One (1) allowed
- Maximum Letter Height Allowed: 8"
- Letter Construction: Reverse cut opaque white vinyl letters
- Letter Installation: Flush to glass

# Stage Coach Plaza ~ Master Sign Program



**SIGN TYPE E (Service Door Signs)**

Scale: 3" = 1'-0"

## **GENERAL SPECIFICATIONS**

- Location: Rear Service Doors (if applicable)
- Number Allowed: One (1) per tenant
- Maximum letter height: 1 1/4" high Tenant Name, 8" high Suite Number
- Sign construction: .080" thick flat aluminum with 1" radius corners painted in colors to be determined and opaque vinyl graphics.
- Mounting Method: Flush to wall/ door



**SIGN TYPE F (Public Service Signs)**

Scale: 3" = 1'-0"

## **GENERAL SPECIFICATIONS**

- Location: As required by ordinance, convenience, or safety.
- Number Allowed: As required
- Maximum letter height: As required
- Sign Type: Regulatory traffic and safety signage



# Stage Coach Plaza ~ Master Sign Program



## **SIGN TYPE H (Temporary Promotional Signs)**

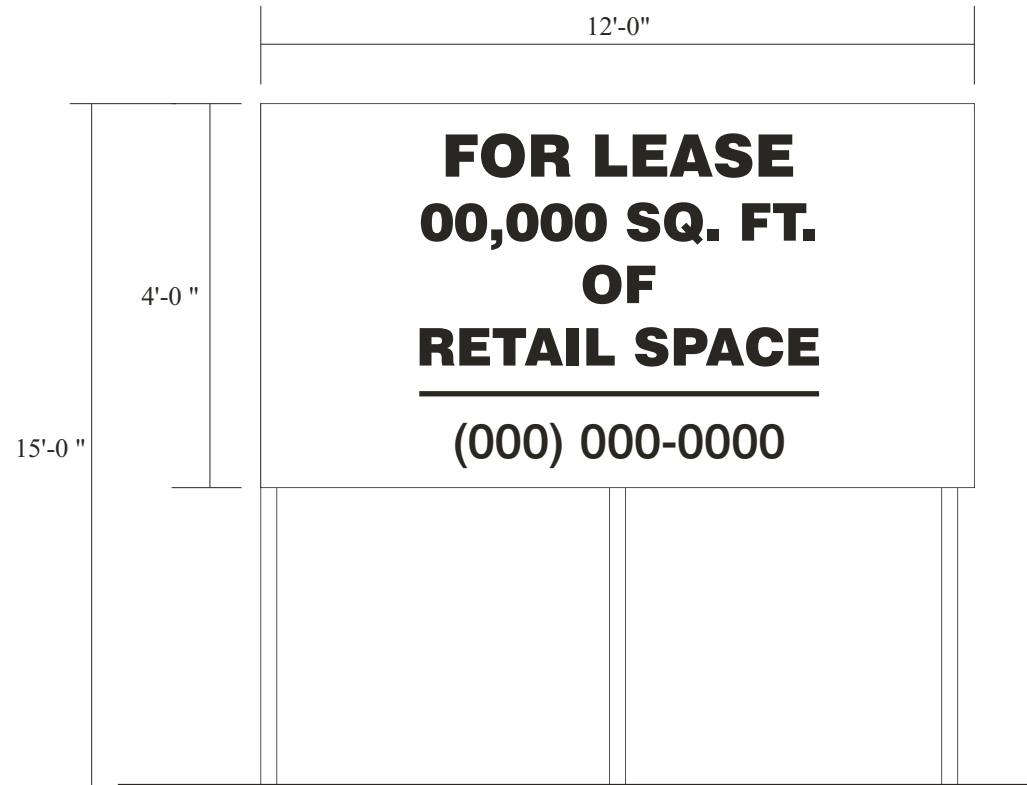
Scale: 1/2" = 1'-0"

Quantity: To be determined - based on site development

## **GENERAL SPECIFICATIONS**

- Location: Building fascia
- Material: Banner material with vinyl graphics
- Maximum Size: 3'-0" high
- Maximum Sign Area: 60 square feet
- Limited to 45 days per year and may not include prices, telephone numbers leasing information, name brands or specific items for sale.

# Stage Coach Plaza ~ Master Sign Program



## GENERAL SPECIFICATIONS

- Location: Vacant Land
- Number Allowed: One (1) per street frontage allowed
- Maximum Size Allowed: Single face 48 square feet - Double face 96 square feet
- Maximum Letter height: 18"
- Construction: Post mounted plywood or wood panel with painted graphics
- Sign to be removed from premises within 30 days after property has been rented.

## SIGN TYPE I (Real Estate Signs)

Not to Scale