



City of
SANTA CLARITA

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www.santa-clarita.com

CITY OF SANTA CLARITA
Master Case Number 11-007
Sign Review 11-001
Per Code Section 17.19
of the Unified Development Code

Date: February 15, 2011

Applicant: ICW Valencia, LLC.
11455 El Camino Real, Suite 200
San Diego, CA 92130

Request: The applicant is requesting approval of a master sign program through a Sign Review permit for an existing office complex, "Valencia Corporate Plaza" located at 28470, 28480, 28490 Avenue Stanford in the BP (Business Park) zone.

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

GENERAL

- GC1. The approval of this project shall expire if not put into use within one (1) year 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. 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.



- GC3. 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 30 days of said change.
- GC4. 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 attach, set aside, void, or annul the approval of this Project by the City, which action is provided for in Government Code Section 66499.37. 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 of the following occur: 1) The City bears its own attorneys' 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.
- GC5. 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.
- GC6. The applicant and property owner shall comply with all inspection requirements as deemed necessary by the City of Santa Clarita.
- GC7. 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.
- GC8. The applicant must sign and notarize the attached affidavit to confirm acceptance of the conditions of this grant. The notarized affidavit must be returned to the Planning Division before approval is granted.
- GC9. 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.

PLANNING DIVISION

- PL1. A tenant with a minimum of 3,900 square feet of lease area shall be permitted to erect the following wall sign types with the corresponding dimensions and locations as represented on the approved sign plan:

SIGN ALLOWANCES FOR SIGN TYPES 1A, 2A, 1B, 2B, AND 1C:

- (a) Maximum letter height not to exceed 2'-6"
- (b) Maximum Logo height not to exceed 3'-0"
 - * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 3'-0"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination

SIGN ALLOWANCES FOR SIGN TYPE 3A AND 3B:

- (a) Maximum letter height not to exceed 2'-0"
- (b) Maximum Logo height not to exceed 2'-6"
 - * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 2'-6"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination.

PL2. The dimensions and locations of the existing monument signs shall not change; however under this permit, the subject signs can be modified to display the project name, address, and tenants.

PL3. The maximum sign lengths shall be as follows:

- 45 feet for signs 1A, 2A, 1B, 2B, and 1C
- 20'-9" for signs 3A and 3B

PL4. No exposed or open neon is allowed.

PL5. 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.

PL6. The applicant and property owner shall comply with all inspection requirements deemed necessary by the City of Santa Clarita.

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February 15, 2011
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PL7. 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 February 15, 2012.

PL8. The applicant must sign and notarize the attached affidavit to confirm acceptance of the conditions of this permit. The notarized affidavit then 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,



Raymond Barragan
Assistant Planner I

S:\CD\CURRENT\2011\11-007 (SR11-001)\09-020 Conditions of Approval.doc

Project Name / Location:

Valencia Corporate Plaza
28470, 28480, 28490 Ave. Stanford
Valencia, CA
91355

Property Owner:

ICW Valencia, LLC.
Contact: Diane Hamerdinger
11455 El Camino Real
Suite 200
San Diego, CA
92130
Tel: 858.350.2741
Email: DHamerdinger@americanassets.com

Signage Consultant:

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

Governing Agency:

Newhall Land
Architectural Review Committee (ARC)
Contact: Carla Fansmith
25124 Springfield Court
Valencia, CA
91355
Tel: 661.255.4289
Email: CFansmith@newhall.com

City Planning Department:

City of Santa Clarita
Economic Development
Contact: Patrick Leclair
23920 Valencia Boulevard
Suite 300
Valencia, CA
91355
Tel: 661.255.4349
Email: pleclair@santa-clarita.com

VALENCIA CORPORATE PLAZA

P L A N N E D S I G N P R O G R A M

1 / 3 1 / 2 0 1 1



PURPOSE AND INTENT

The purpose of this Planned Sign Program is to ensure that both project & tenant signage contribute to the success of "Valencia Corporate Plaza". This project will require high quality signage that reflects the integrity of the building architecture. All tenants must follow these guidelines.

MAINTENANCE

All signs within "Valencia Corporate 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. If the party responsible (the tenant) does not have the sign repaired within (7) days, the landlord has the right to hire a sign contractor to make the repairs, the cost of the repairs will be back charged to the party responsible (the tenant).

COMPLIANCE REQUIREMENT

No person shall erect, re erect, construct, enlarge, move, improve, convert or equip any sign or sign 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 landlord / the governing agency and or 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 sign(s) (the tenant).

DESIGN CRITERIA & GENERAL SIGN STANDARDS

(A) Existing Project / Tenant Monument Signs, The (2) existing monument signs shall remain in place and continue to only display the project name, address and tenants of the "Valencia Corporate Plaza". No additional monument signs will be allowed.

(B) On Building Business Identification Signs shall consist of reverse channel fabricated letters, logos and or design elements, all sign components are to be surface mounted. No sheet metal box signs, signs made of Styrofoam or signs painted directly on the building will be permitted at "Valencia Corporate Plaza". All On-Building Business Identification Signs must be mounted directly onto the building surface. No linear type "raceways" will be allowed.

(C) Sign area is defined as the entire area within a perimeter defined by a continuous line composed of no more than (8) right angles which enclose the extreme outer limits of lettering, logos or trademarks, this also includes any frame or structural trim forming a part of the display used to differentiate the sign from the background against which it is placed on.

(D) Illumination: All On Building Business Identification signs must be internally illuminated, all illumination from the approval of this sign program going forward, shall be warm white LED type illumination, no neon or fluorescent type lighting will be allowed from here on out, if an existing sign consists of neon type illumination, it will be allowed to remain but any new signage must be illuminated with warm white LEDs. There will be no flashing, moving or audible signs allowed on this project.

(E) Paint on all signage shall be satin polyurethane as manufactured by Matthew's Paint Company over proper primer, all signs must be painted to match the building standard dark bronze.

(F) Attachment Hardware shall be stainless steel to preclude rust staining of all architectural surfaces and to permit ease of future removal / servicing.

ACCEPTABLE MATERIAL FOR TENANT IDENTIFICATION SIGNS

The following list of materials may be used to fabricate tenant signage:

Metals: Aluminum or stainless steel.

Acrylics: Polycarbonate (used for the backs of the letters / logos).

UNACCEPTABLE MATERIAL FOR TENANT IDENTIFICATION SIGNS

The following materials/techniques will not be allowed:

Trim Cap: All signs must be reverse channel type (no trim cap)

Non-illuminated signs: Non-illuminated signs will not be allowed on this project for tenant identification.

GUIDELINES

Valencia Corporate Plaza
28470, 28480, 28490 Avenue Stanford
Valencia, CA
91355

Date

1/23/2011

Scale

N/A

Drawn by

Cary Llewelyn



imagefactor

29005 Avenue Penn

Valencia, California

91355

t. 661.295.0624

f. 661.295.0628

Imagefactor.com



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DESIGN
FABRICATION

ACCEPTABLE METHODS OF ILLUMINATION

The following lighting technique must be used to illuminate tenant signage:

LED Illumination: All tenant signs must use warm white LED's for illumination, The city may also require that all lighting conforms with Title 24 guidelines.

SIGN DESCRIPTIONS

Existing Project / Tenant Monument Signs

This type of sign is provided for ground mounted project / tenant identification. The Project / Tenant Monument Signs shall only identify the project and the tenants of "Valencia Corporate Plaza", please note that due to the amount of tenants at "Valencia Corporate Plaza" and the allowable sign area determined by The City of Santa Clarita, there may not be enough room on the tenant monument signs for each tenant. The landlord will decide which tenants will be identified on the monument sign. All tenants should refer to their lease for clarification. Eligible tenants will be responsible for the cost of adding their business name to the Tenant Monument Sign, they will also need to get landlord approval on the design prior to fabrication (no additional permits will be required for tenant identification on the monument).

On Building Business Identification Signs

These signs are provided for on-building business identification. Copy shall be limited to company name/logo and must be displayed in one line. This sign type must be internally illuminated. Paint finish shall be satin polyurethane and must be painted to match the building standard dark bronze. These signs must be fabricated from aluminum or stainless steel with a clear polycarbonate back (reverse channel type). There will be no Styrofoam or signs painted directly on the building allowed. All wall signs must have a minimum depth of 3" and a maximum depth of 5". There will be no visible raceways allowed. On-Building business Identification Signs shall occur on the upper section of the building as per the elevations shown in this package.

APPROVALS (1st) Landlord, (2nd) Governing Agency, (3rd) City of Santa Clarita

All tenant signage must have written approval from the landlord prior to submitting any drawings to the governing agency or the city:

(1) For Landlord Approval: submit drawings via email. All drawings must be in PDF format and include the following:

- (a) Cover Sheet** with all tenant and sign company information including: Business name, contact person, address, telephone number, fax number and email address.
- (b) Site Plan** showing proposed sign locations. Site plans must also include direction of north, surrounding streets and overall building dimensions (standard project site plan can be obtained from the landlord in pdf format).
- (c) Building Elevations** showing sign locations, sign dimensions, square feet of sign area and dimensions of storefront (standard elevations can be obtained from the landlord in pdf format or you can use a digital picture of the storefront as long as it is to scale).
- (d) Sign Specifications** including fabrication notes, materials, finishes, colors and type of illumination.
- (e) Section View** showing fabrication and attachment details (this must include a note or detail on how building penetrations will be sealed).

(2) For Governing Agency Approval (Newhall Land Architectural Review Committee): Submit drawings as per above (see contact information on cover sheet of this planned sign program), this must include a copy of the approval letter from the landlord.

(3) For City of Santa Clarita Approval: Submit (3) copies of the drawings as approved by the landlord and the Newhall Land (ARC) to the City of Santa Clarita's Department of Economic Development (see contact information on the cover sheet of this planned sign program). After you have received planning approval proceed to the Building & Safety counter (located in the same office), to obtain sign/ building permits. The Building and Safety Department will require the following:

- (a) 2 Sets of stamped drawings** showing planning has approved everything as shown
- (b) State Contractors License**
- (c) Workers Compensation Insurance**

GUIDELINES

Valencia Corporate Plaza
28470, 28480, 28490 Avenue Stanford
Valencia, CA
91355

Date

1/23/2011

Scale

N/A

Drawn by

Cary Llewelyn



imagefactor

29005 Avenue Penn

Valencia, California

91355

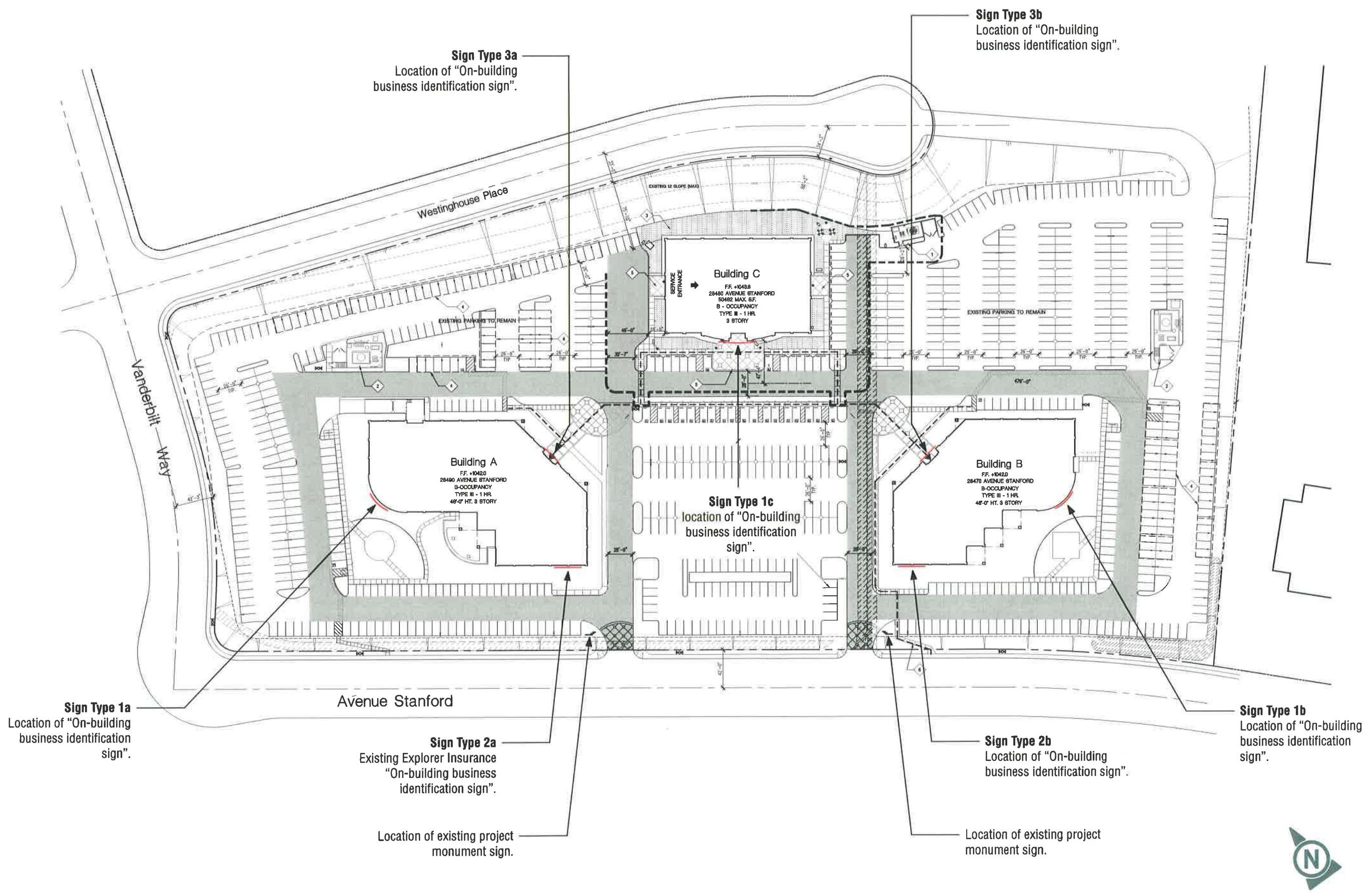
t. 661.295.0624

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Sign Type 3a
Location of "On-building business identification sign".

Sign Type 3b
Location of "On-building business identification sign".

Sign Type 1c
location of "On-building business identification sign".

Sign Type 1a
Location of "On-building business identification sign".

Sign Type 2a
Existing Explorer Insurance "On-building business identification sign".

Location of existing project monument sign.

Sign Type 2b
Location of "On-building business identification sign".

Location of existing project monument sign.

Sign Type 1b
Location of "On-building business identification sign".



PROJECT SITE PLAN

Valencia Corporate Plaza
28470, 28480, 28490 Avenue Stanford
Valencia, CA
91355

Date

1/23/2011

Scale

NTS

Drawn by

Cary Llewelyn



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29005 Avenue Penn

Valencia, California

91355

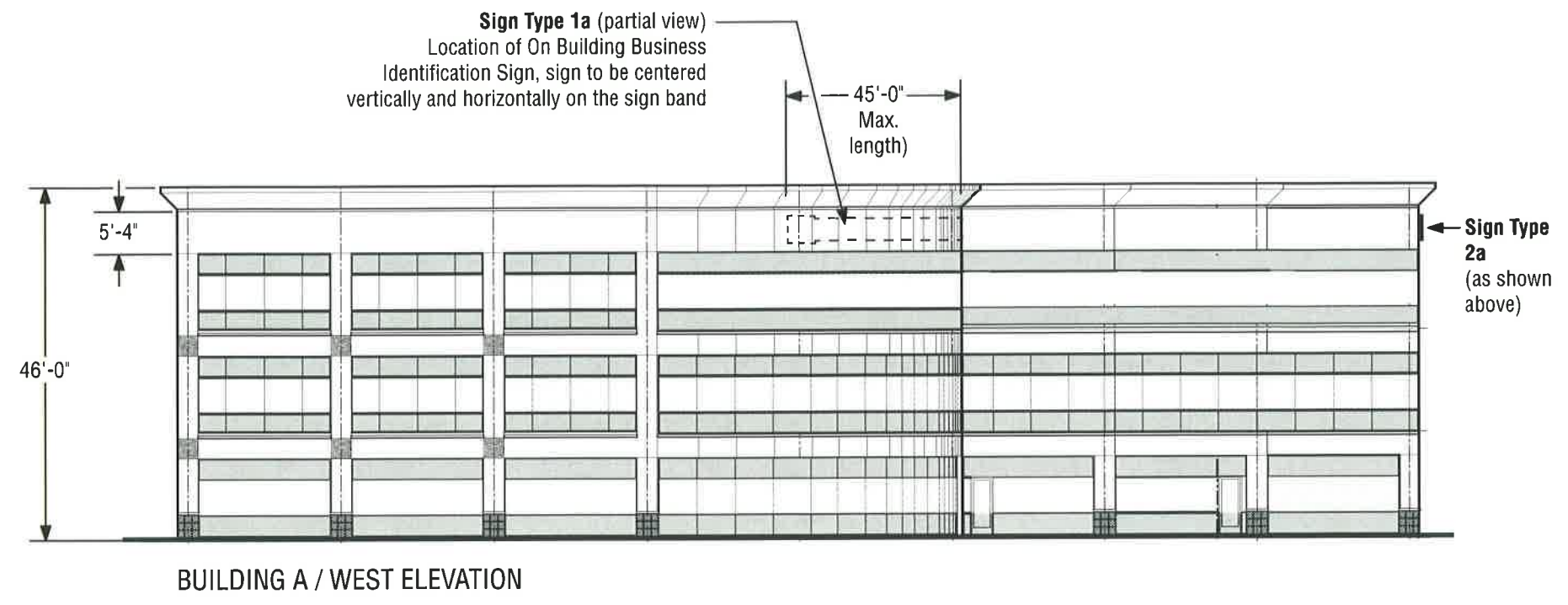
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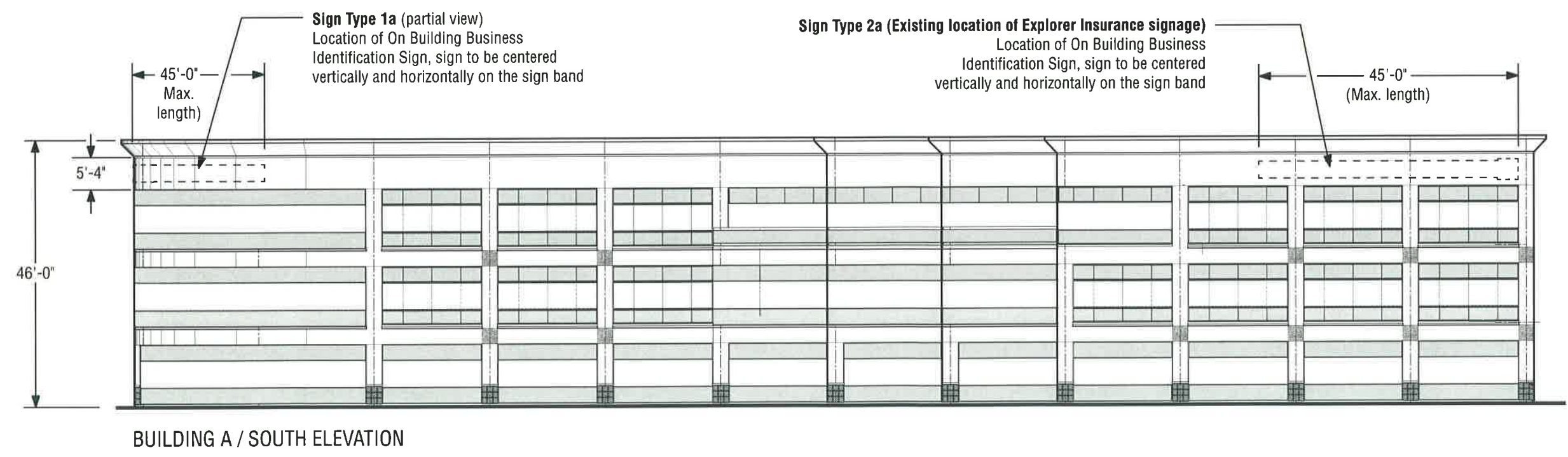


SIGNAGE NOTES FOR SIGN TYPES 1A & 2A:

To qualify for these "On Building Business Identification Signs, you must occupy a minimum of 3900 square feet & receive landlord approval

Tenants may use their corporate logo / letter style but must follow these guidelines:

- (a) Maximum letter height not to exceed 2'-6"
- (b) Maximum Logo height not to exceed 3'-0"
- * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 3'-0"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination



BUILDING A ELEVATIONS

Valencia Corporate Plaza
28490 Avenue Stanford
Valencia, CA
91355

Date
1/23/2011

Scale
As Noted

Drawn by
Cary Llewelyn



imagefactor

29005 Avenue Penn
Valencia, California

91355

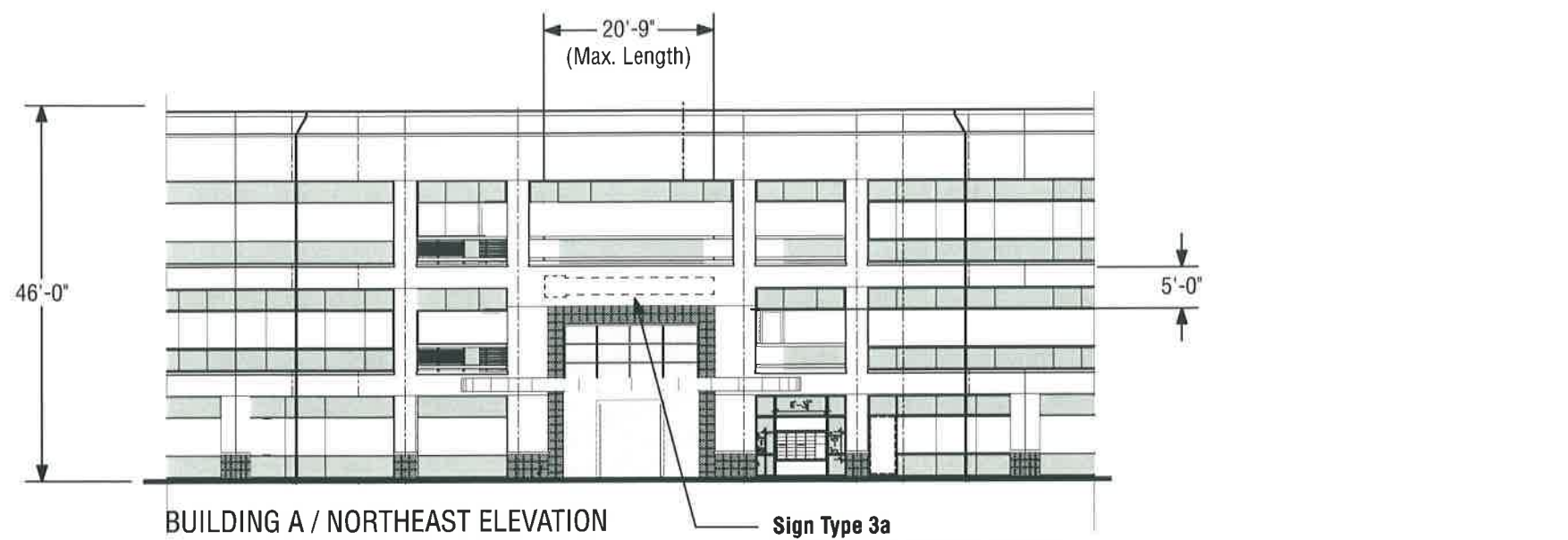
t. 661.295.0624

f. 661.295.0628

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CONSULTATION
DESIGN
FABRICATION



BUILDING A / NORTHEAST ELEVATION

Sign Type 3a
Location of On Building Business Identification Sign, sign to be centered vertically and horizontally on the sign band

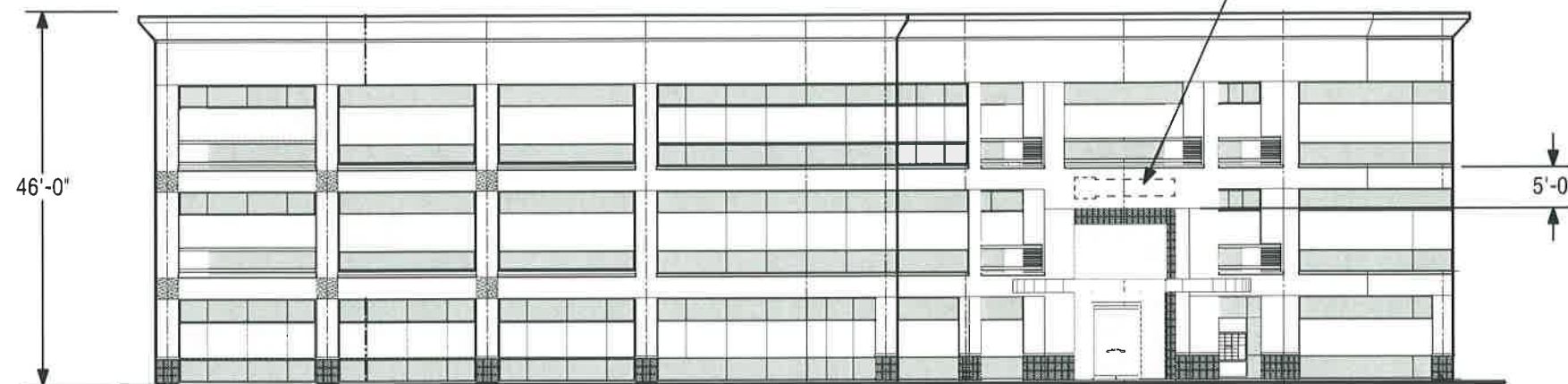
Sign Type 3a
(same sign as shown above)

SIGNAGE NOTES FOR SIGN TYPE 3A:

To qualify for these "On Building Business Identification Signs, you must occupy a minimum of 3900 square feet & receive landlord approval

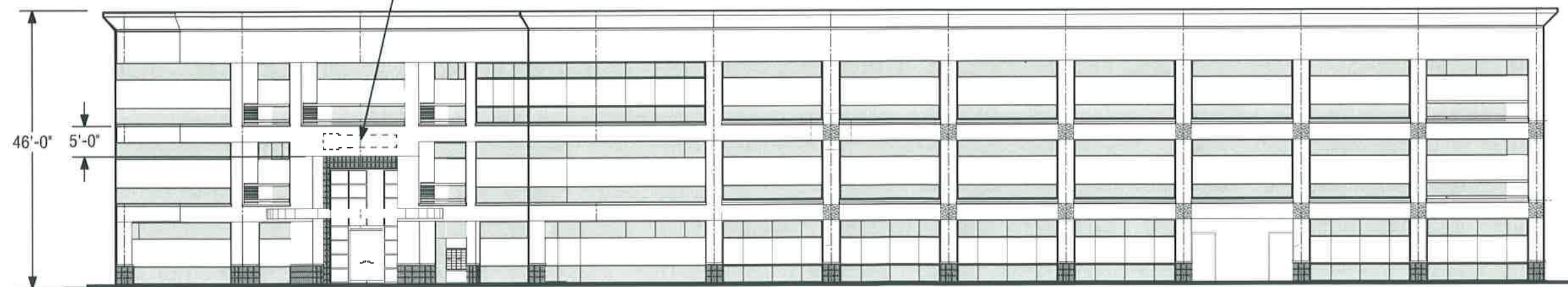
Tenants may use their corporate logo / letter style but must follow these guidelines:

- (a) Maximum letter height not to exceed 2'-0"
- (b) Maximum Logo height not to exceed 2'-6"
- * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 2'-6"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination



BUILDING A / EAST ELEVATION

Sign Type 3a
(same sign as shown above)



BUILDING A / NORTH ELEVATION

BUILDING A ELEVATIONS

Valencia Corporate Plaza
28490 Avenue Stanford
Valencia, CA 91355

Date

1/23/2011

Scale

As Noted

Drawn by

Cary Llewelyn



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29005 Avenue Penn

Valencia, California

91355

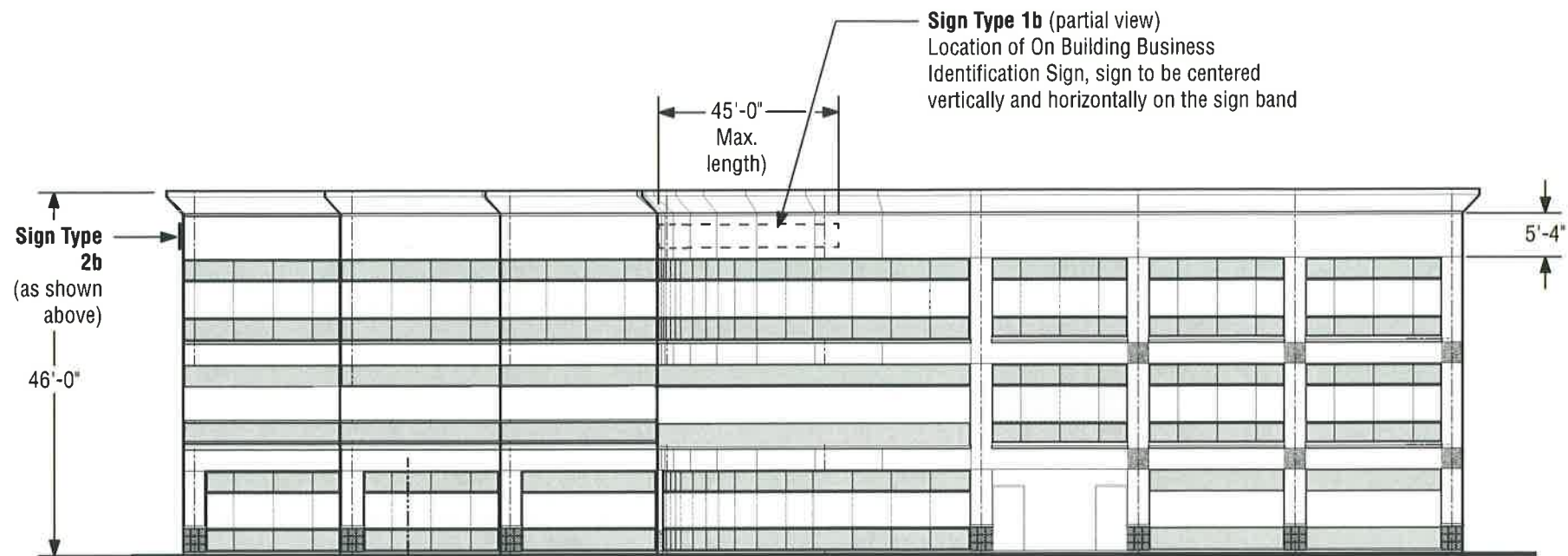
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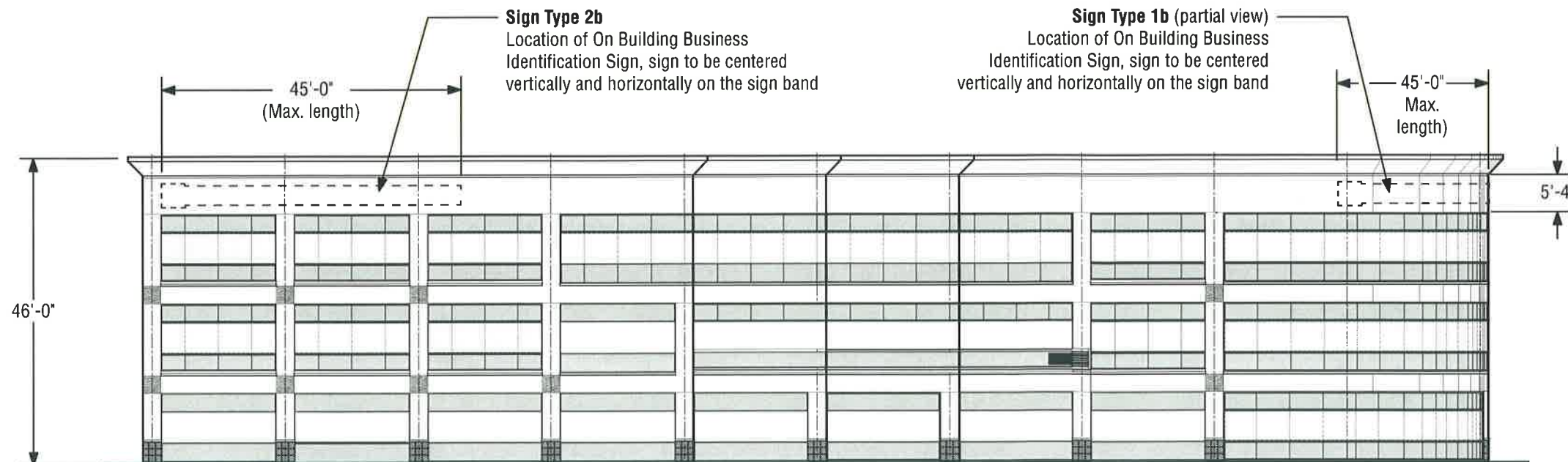
BUILDING B / EAST ELEVATION

SIGNAGE NOTES FOR SIGN TYPES 1B & 2B:

To qualify for these "On Building Business Identification Signs, you must occupy a minimum of 3900 square feet & receive landlord approval

Tenants may use their corporate logo / letter style but must follow these guidelines:

- (a) Maximum letter height not to exceed 2'-6"
- (b) Maximum Logo height not to exceed 3'-0"
- * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 3'-0"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination



BUILDING B / SOUTH ELEVATION

BUILDING B ELEVATIONS

Valencia Corporate Plaza
28470 Avenue Stanford
Valencia, CA 91355

Date

1/23/2011

Scale

As Noted

Drawn by

Cary Llewelyn



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29005 Avenue Penn

Valencia, California

91355

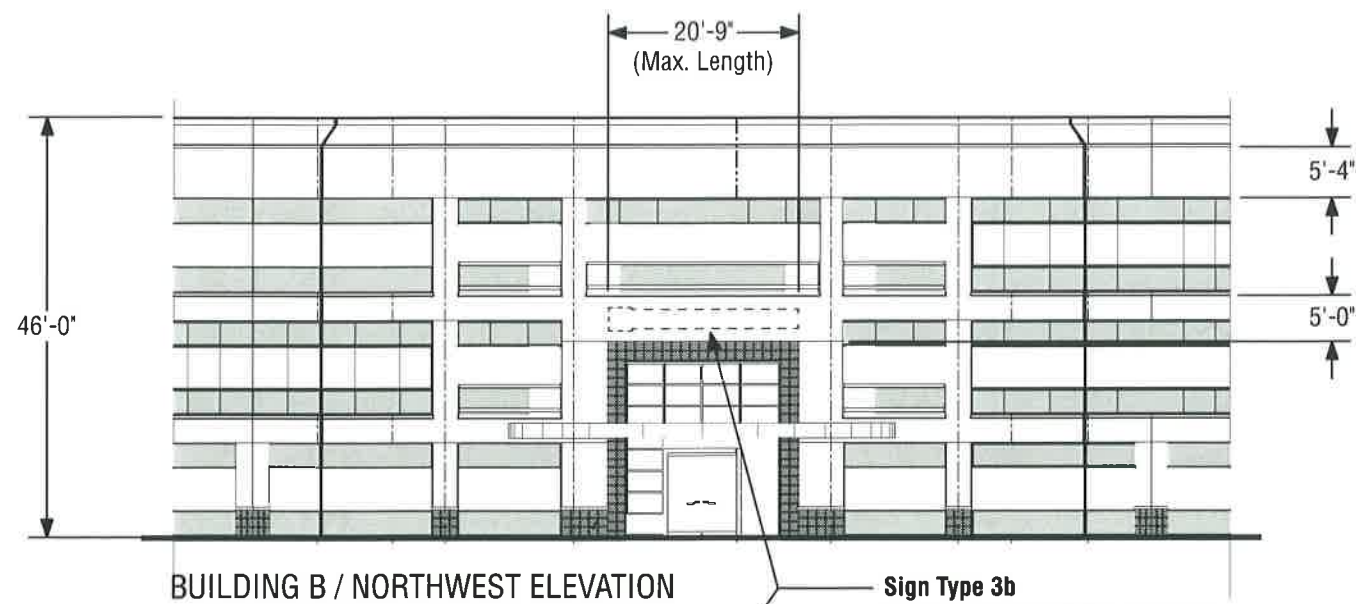
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CONSULTATION
DESIGN
FABRICATION



BUILDING B / NORTHWEST ELEVATION

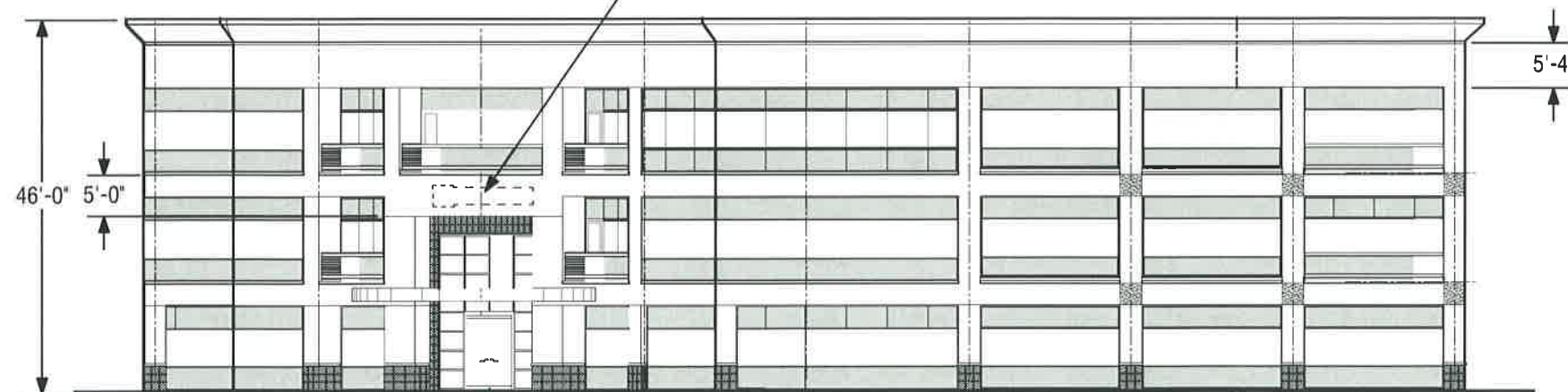
Sign Type 3b
 Location of On Building Business Identification Sign, sign to be centered vertically and horizontally on the sign band

SIGNAGE NOTES FOR SIGN TYPE 3B:

To qualify for these "On Building Business Identification Signs, you must occupy a minimum of 3900 square feet & receive landlord approval

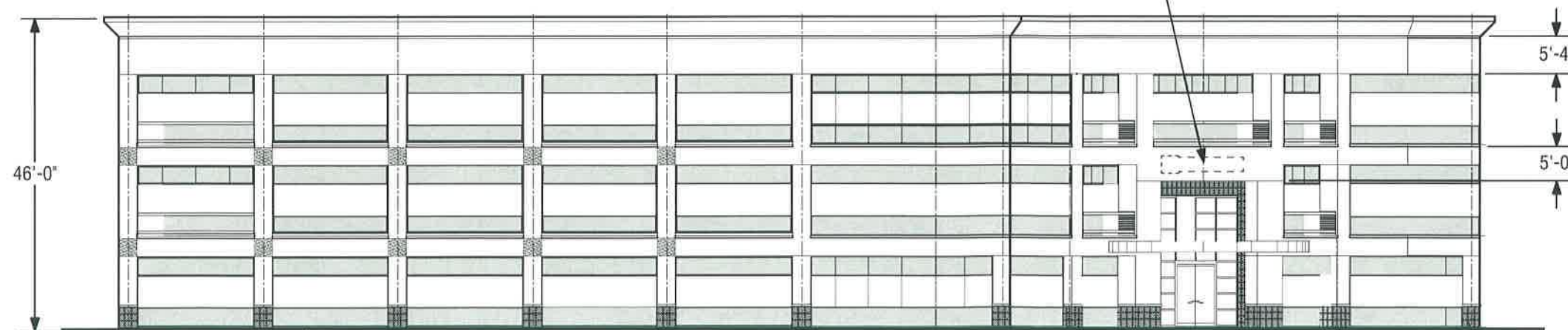
Tenants may use their corporate logo / letter style but must follow these guidelines:

- (a) Maximum letter height not to exceed 2'-0"
- (b) Maximum Logo height not to exceed 2'-6"
- * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 2'-6"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination



BUILDING B / WEST ELEVATION

Sign Type 3b
 (same sign as shown above)



BUILDING B / NORTH ELEVATION

BUILDING B ELEVATIONS

Valencia Corporate Plaza
 28470 Avenue Stanford
 Valencia, CA
 91355

Date

1/23/2011

Scale

As Noted

Drawn by

Cary Llewelyn



imagefactor

29005 Avenue Penn

Valencia, California

91355

t. 661.295.0624

f. 661.295.0628

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 DESIGN
 FABRICATION

BUILDING C ELEVATIONS

Valencia Corporate Plaza
28480 Avenue Stanford
Valencia, CA
91355

Date

1/23/2011

Scale

As Noted

Drawn by

Cary Llewelyn



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29005 Avenue Penn

Valencia, California

91355

t. 661.295.0624

f. 661.295.0628

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DESIGN
FABRICATION

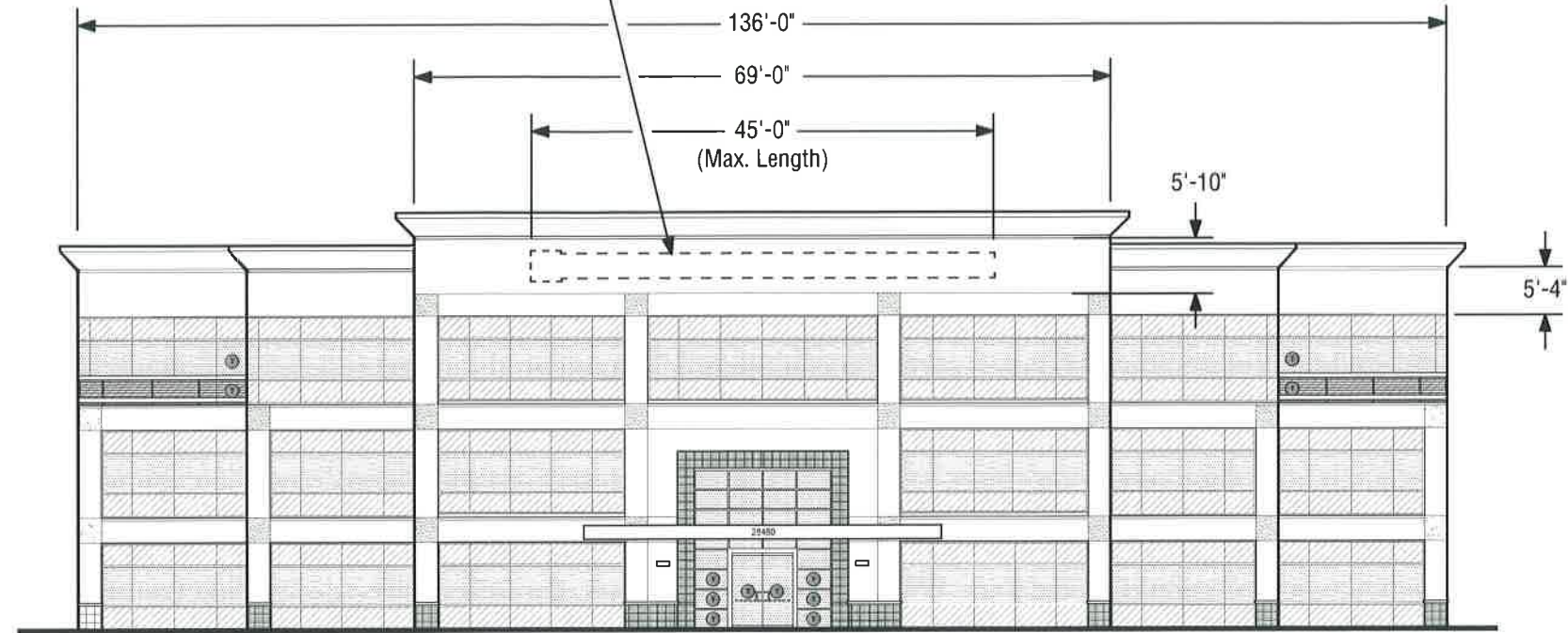
SIGNAGE NOTES FOR SIGN TYPE 1C:

To qualify for these "On Building Business Identification Signs, you must occupy a minimum of 3900 square feet & receive landlord approval

Tenants may use their corporate logo / letter style but must follow these guidelines:

- (a) Maximum letter height not to exceed 2'-6"
- (b) Maximum Logo height not to exceed 3'-0"
- * If there is no logo and the corporate letter style is the logo, the maximum overall height of lettering and or design elements must not exceed 3'-0"
- (c) All letters must be displayed in one line
- (d) All letters, logos and any design elements must be painted to match building standard dark bronze
- (e) All letters and logos to be reverse channel type with warm white LED halo illumination

Sign Type 1c
Location of On Building Business Identification Sign, sign to be centered vertically and horizontally on the sign band



BUILDING C / SOUTH ELEVATION

No signage allowed on this building elevation

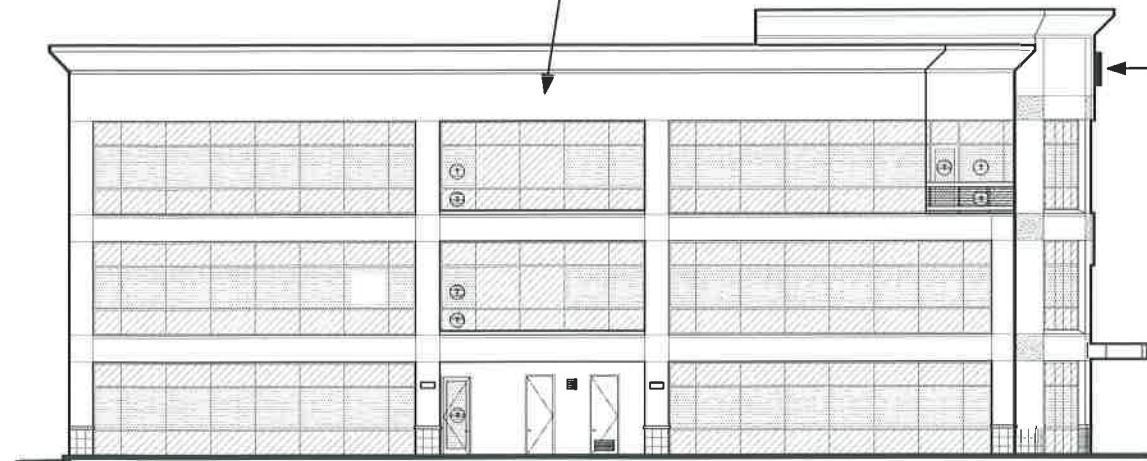
Sign Type 1c
(as shown above)



BUILDING C / EAST ELEVATION

No signage allowed on this building elevation

Sign Type 1c
(as shown above)



BUILDING C / WEST ELEVATION