



02-4115

AUG 26 2003

PLANNING APPROVAL AS MARKED
SUBJECT TO ALL APPLICABLE SECTIONS
OF THE UNIFIED DEVELOPMENT CODE
CITY OF SANTA CLARITA
PLANNING AND BUILDING SERVICES

Kh [Signature]
PLANNING DIVISION KP
re stamp for Diaz

SIGN PROGRAM

NOVEMBER 12, 2002

approval for sign program
M.C. 01-458



H.W. VALENCIA VILLAGE, LLC.
13 CORPORATE PLAZA
NEWPORT BEACH, CA 92660

HREG Doc. # VV 660 R. 4



02-4115
12-12-02

PROJECT DIRECTORY

Owner: H.W. Valencia Village, LLC.
13 Corporate Plaza
Newport Beach, CA 92660
Contact: Chuck Prince
(949) 270-2413
(fax) 644-8631

Project Architect: Perkowitz + Ruth Architects
111 W. Ocean Blvd. Floor 21
Long Beach, CA. 90802-4653
(562) 628-8000
(fax) 628-8003

Signage Consultant: Signage Solutions
1336 Allec Street
Anaheim, CA 92805
(714) 491-0299
(fax) 491-0439

City Planning: City of Santa Clarita
Planning and Building Services
23920 Valencia Blvd., Suite 300
Santa Clarita, CA 91355
(661) 259-2489

Governing Agent: Newhall Land and Farming
Company Architectural
Review Committee
23823 Valencia Boulevard
Valencia, CA 91355-2194
Contact: Shirley Vivion
(661) 255-4000
(fax) 661-255-3960

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SUBMITTALS & APPROVALS

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There is a formal process for the creation, review and approval of Tenant signs at Valencia Village. All Tenant's signage is subject to the Owner's, or his governing agents (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for Valencia Village.

A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval 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:

1. 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.

2. 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.

3. SAMPLE BOARD:

Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns, and other details.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the

provisions of this sign program will be submitted to the Owner for approval and to the Newhall Land and Farming Company Architectural Review Committee for approval and then submitted to the City of Santa Clarita, CA for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.
- d. Owner's approval is not an assurance of approval by other governing agents.

B. SUBMITTAL TO NEWHALL LAND AND FARMING COMPANY ARCHITECTURAL REVIEW COMMITTEE

Summittal requirements to be same as submittal to owner. See section A.

C. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor must submit to the City of Santa Clarita, CA, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

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

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be provided and on file in the Owner's office.

D. TENANT'S RESPONSIBILITY:

1. All Sign Contractors must be fully insured and approved by landlord prior to installation. Landlord must receive the Sign Contractor's Certificate of Insurance.

2. The Owner must be notified 48 hours in advance prior to sign installation.
3. Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.
4. The Owner may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.
5. If the Tenant chooses to change 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. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.
7. Tenant shall be responsible for the following expenses relating to signage for his store:

-Design consultant fees (if applicable) and documents.

-100% of permit processing cost and application fees.

-100% of 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.

-100% of costs to provide documents for review and record sets (see C-1) above.

DESIGN GUIDELINES

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The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality creative signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant, entertainment and retail visitors. Encouraged sign treatments include:

A. MIXED MEDIA FORMS AND EMBELLISHMENTS:

- Dimensional, geometric shapes or Icon representing a tenant's product or service.
- Sculpted wood, metal or Sign foam forms.
- Painted, polished, etched, or abraded metals.
- Etched or sandblasted glass or acrylic.
- Screens, grids or mesh.
- Glazed ceramic tile patterns or mosaic designs.
- Cut steel or fabricated steel.
- Dimensional letter forms with seamless edges.
- Opaque acrylic materials with matte finishes.
- Faux stone effect finish.
- Gold, silver or copper leaf or metallic Paint finish.
- Oxidized and patina finishes.

B. ILLUMINATION:

Tenant signage should incorporate two or more of the following acceptable lighting methods:

- Reverse/halo letter or channel letter neon.
- Silhouette illumination.
- Bud light sculptures or rope lighting.
- Fiber optics.
- Internal and/or external illumination.
- Custom light fixtures and/or seamless opaque faces with "backed up" or "push thru" letters.
- LED.

All front lighting should be baffled and obscured in channels where possible. Any exposed fixtures, shades or other elements should be designed to contribute to the design of the storefront.

C. SIGN COLORS AND FINISHES:

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

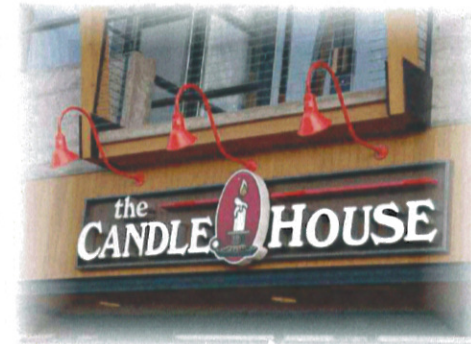
- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement.
- Color of letter returns should contrast with face colors for optimum daytime readability. Interior of open channel letters should be painted dark when against light backgrounds.
- Neon colors should complement related signage elements.

D. TYPE STYLES AND LOGOS:

The use of logos and distinctive type styles is encouraged for all tenant signs. Tenants may adapt established type styles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. These images must be architecturally compatible and approved by Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

E. SIZES AND QUANTITIES:

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



PROHIBITED SIGNS

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

- Outdoor advertising or advertising structures including A-frame signs or billboards.
- Roof Signs.
- Freestanding signs, except as provided in this text.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited.
- Off premise signs: (other than directional 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 Owner approval.
- No billboard signs.
- Open or exposed neon.
- No cabinets or cansigns.
- Exposed conduits and raceways.
- Front lighting fixtures that compete with storefront design.
- Electrified neon attached to glass.

FABRICATION REQUIREMENTS

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

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacture shall supply a UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. 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.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no 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.
- I. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. 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.
- K. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).
- L. Letter returns shall be painted to contrast with color of letter faces.
- M. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single pin (slimline) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- N. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- O. The backs of all exposed neon are to be painted opaque.



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- 20' VALENTIA WATER EASEMENT
- 35' CASTAIC LAKE WATER EASEMENT
- 20' SCE EASEMENT
- 5' SCE EASEMENT

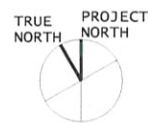
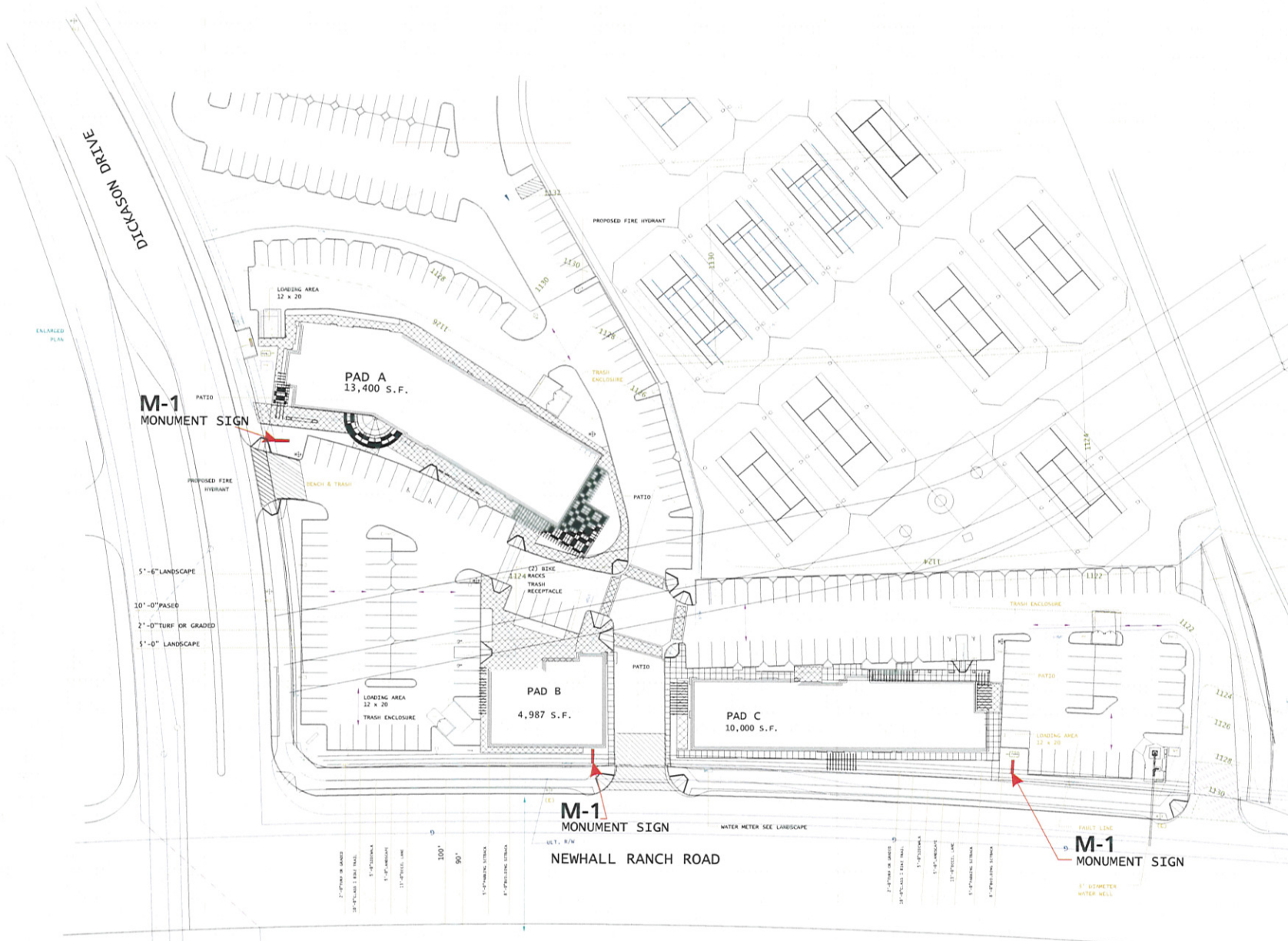


- ACCESS ROAD
- EDGE OF BIKE TRAIL
- EDGE OF MAINTENANCE ROAD
- BIKE TRAIL CONNECTOR

LIMITS OF WORK

EXHIBIT

A



ENLARGED PLAN

M-1
MONUMENT SIGN

M-1
MONUMENT SIGN

M-1
MONUMENT SIGN

- 2" - 1/4" = 1' - 0"
- 3/8" - 1/4" = 1' - 0"
- 1/4" - 1/8" = 1' - 0"
- 1/8" - 1/16" = 1' - 0"
- 1/16" - 1/32" = 1' - 0"

- 1" - 1/4" = 1' - 0"
- 1" - 1/2" = 1' - 0"
- 1" - 3/4" = 1' - 0"
- 1" - 1" = 1' - 0"

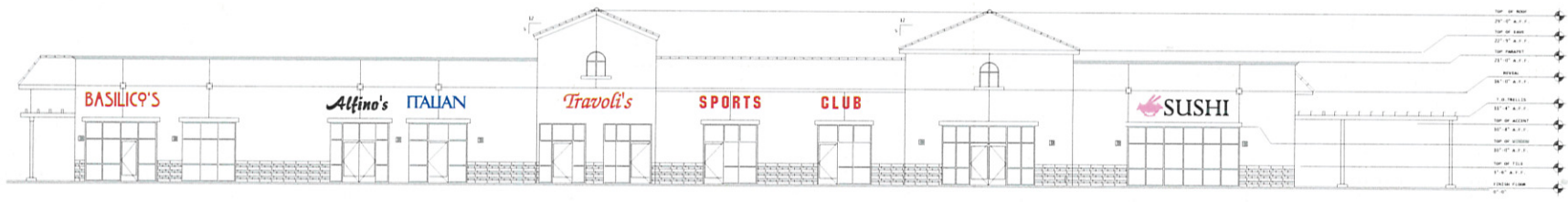
- 1" - 1/4" = 1' - 0"
- 1" - 1/2" = 1' - 0"
- 1" - 3/4" = 1' - 0"
- 1" - 1" = 1' - 0"

- 2" - 1/4" = 1' - 0"
- 3/8" - 1/4" = 1' - 0"
- 1/4" - 1/8" = 1' - 0"
- 1/8" - 1/16" = 1' - 0"
- 1/16" - 1/32" = 1' - 0"

- 1" - 1/4" = 1' - 0"
- 1" - 1/2" = 1' - 0"
- 1" - 3/4" = 1' - 0"
- 1" - 1" = 1' - 0"

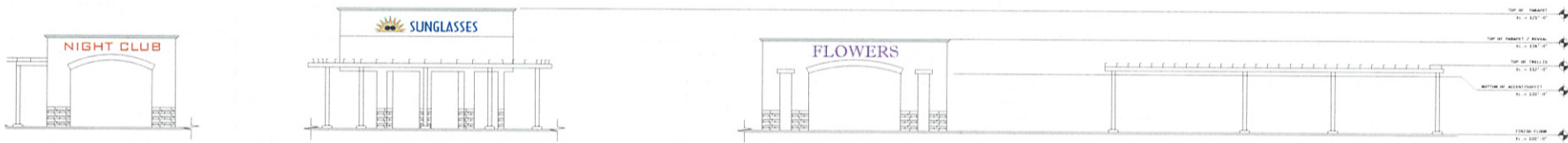
- 1" - 1/4" = 1' - 0"
- 1" - 1/2" = 1' - 0"
- 1" - 3/4" = 1' - 0"
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- 1" - 1/4" = 1' - 0"
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- 1" - 3/4" = 1' - 0"
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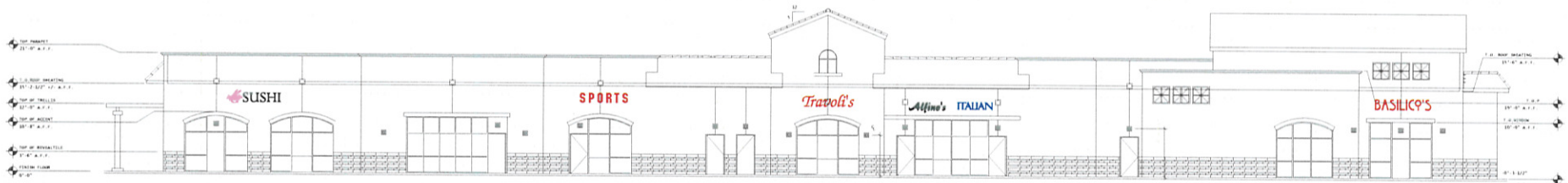
SOUTH ELEVATION - PAD A

(PRIMARY SIGNAGE)



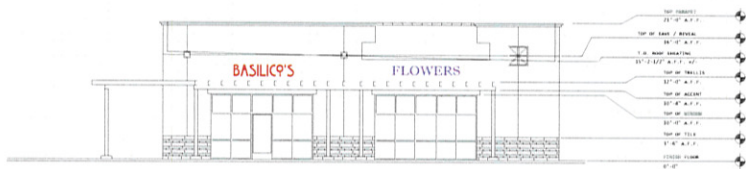
SOUTH ELEVATION (ARCADE AND TRELLIS) PAD A

(PRIMARY SIGNAGE)



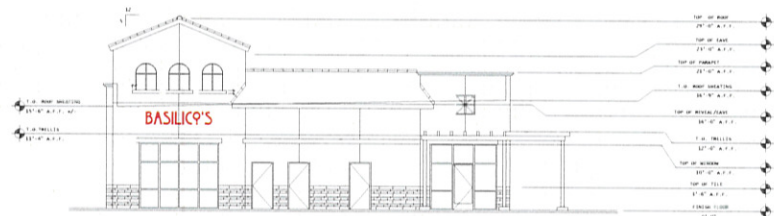
NORTH ELEVATION - PAD A

(SECONDARY SIGNAGE)



EAST ELEVATION - PAD A

(SECONDARY SIGNAGE)



WEST ELEVATION - PAD A

(SECONDARY SIGNAGE)

———— PRIMARY SIGN LOCATIONS
..... SECONDARY SIGN LOCATIONS

One (1) shop tenant sign is allowed per elevation facing street or parking lot with up to a maximum of three (3) signs.

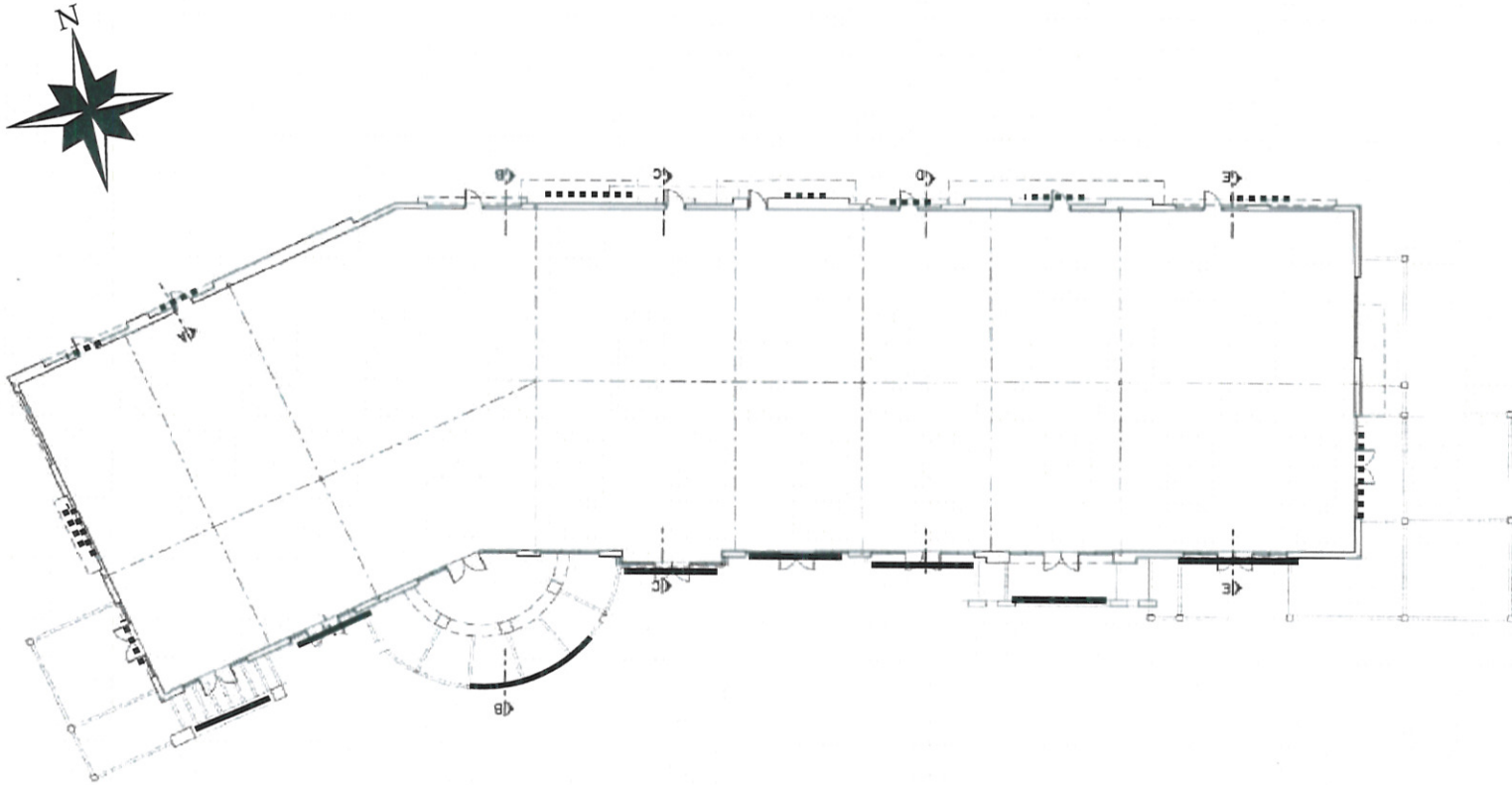
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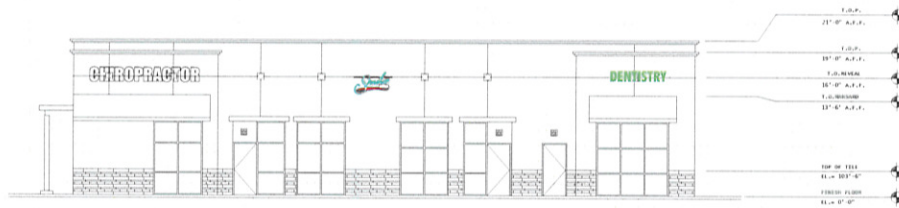


PAD "A" FLOOR PLAN

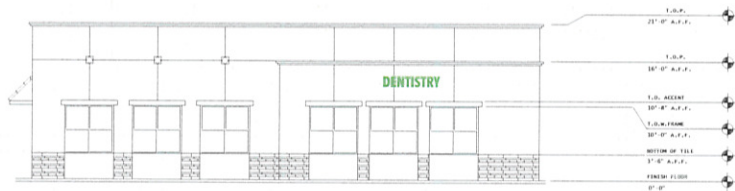
EXHIBIT

C





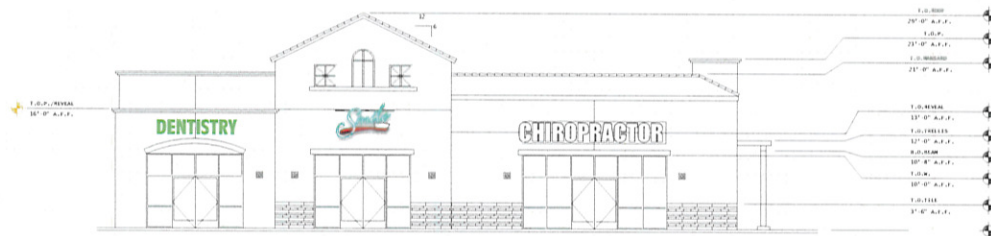
SOUTH ELEVATION - PAD B
(SECONDARY SIGNAGE)



EAST ELEVATION - PAD B
(SECONDARY SIGNAGE)



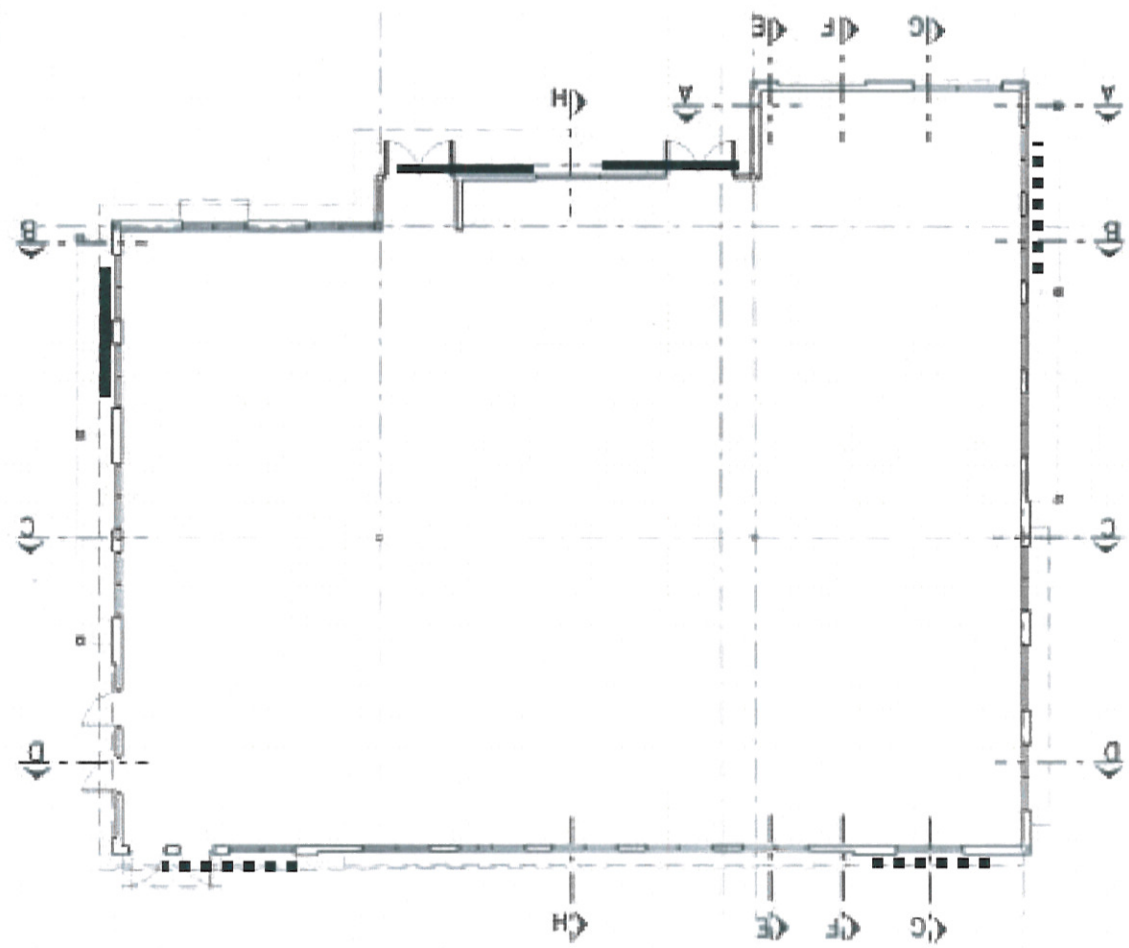
WEST ELEVATION - PAD B
(PRIMARY SIGNAGE)



NORTH ELEVATION - PAD B
(PRIMARY SIGNAGE)

- PRIMARY SIGN LOCATIONS
- SECONDARY SIGN LOCATIONS

One (1) shop tenant sign is allowed per elevation facing street or parking lot with up to a maximum of three (3) signs.



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PAD "B" FLOOR PLAN

EXHIBIT

E

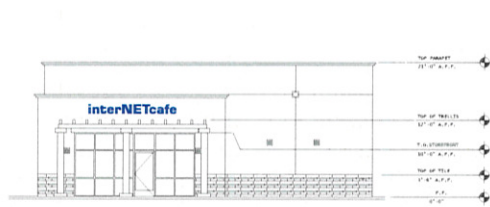
02-4115
 12-12-02



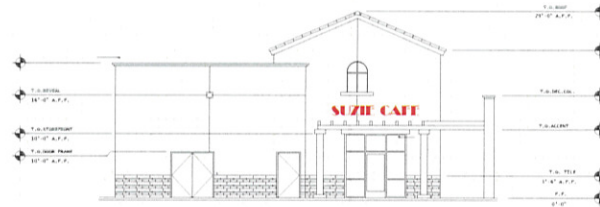
PAD "C" ELEVATIONS

EXHIBIT

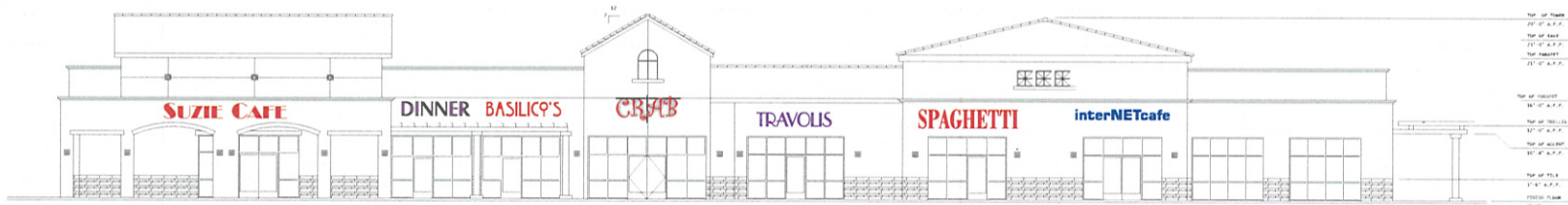
F



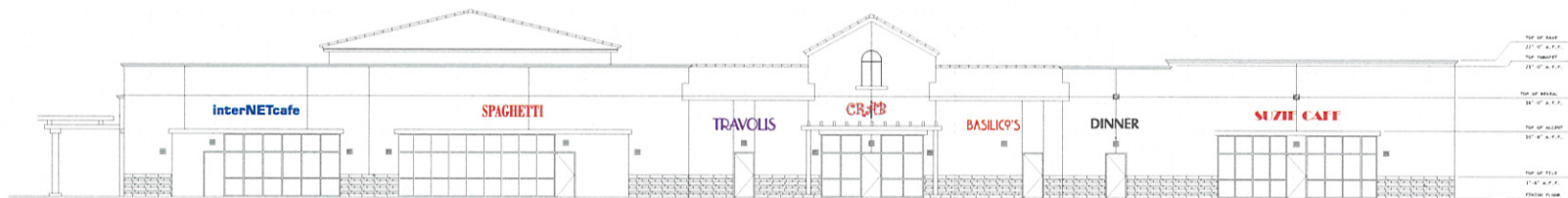
WEST ELEVATION - PAD C
 (SECONDARY SIGNAGE)



EAST ELEVATION - PAD C
 (SECONDARY SIGNAGE)



NORTH ELEVATION - PAD C
 (PRIMARY SIGNAGE)



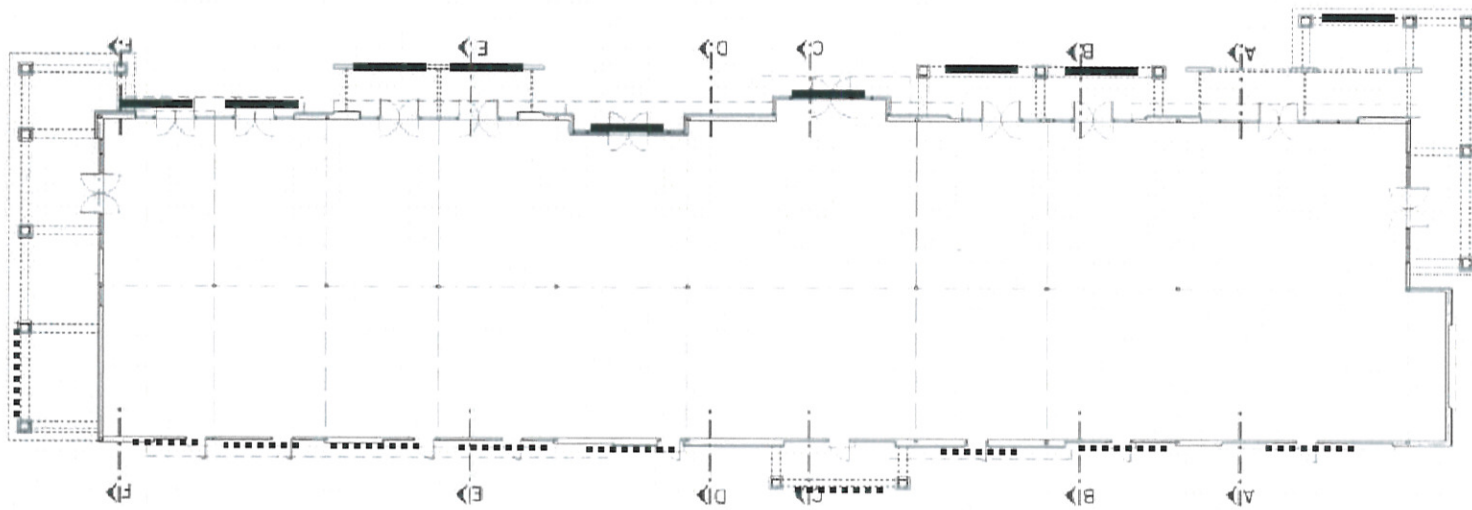
SOUTH ELEVATION - PAD C
 (SECONDARY SIGNAGE)

- PRIMARY SIGN LOCATIONS
- SECONDARY SIGN LOCATIONS

One (1) shop tenant sign is allowed per elevation facing street or parking lot with up to a maximum of three (3) signs.



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PAD "C" FLOOR PLAN

EXHIBIT





WS SHOP TENANT SIGNAGE

MATERIALS: A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below. While variety is encouraged exceptions will be evaluated on a case by case basis.

COPY: Tenant name/ logo.

SIGN AREA: Subject to evaluation on a case by case basis by the City of Santa Clarita:

Single line of copy shall not exceed:

- Primary Elevations - 30" in height for Logo Graphics and First Letter Text, if typically larger than remaining text. 24" in height for remaining text. Maximum letter height shall not exceed 24" if Letters are all the same size.
- Secondary Elevations - 24" in height for Logo Graphics and First Letter Text, if typically larger than remaining text. 18" in height for remaining text. Maximum letter height shall not exceed 18" if Letters are all the same size.

Double line of copy shall not exceed:

- Primary Elevations - 42" in overall sign height or Logo Graphics. 10" minimum for letter height.
- Secondary Elevations - 30" in overall height for Logo Graphics. 10" minimum for letter height.

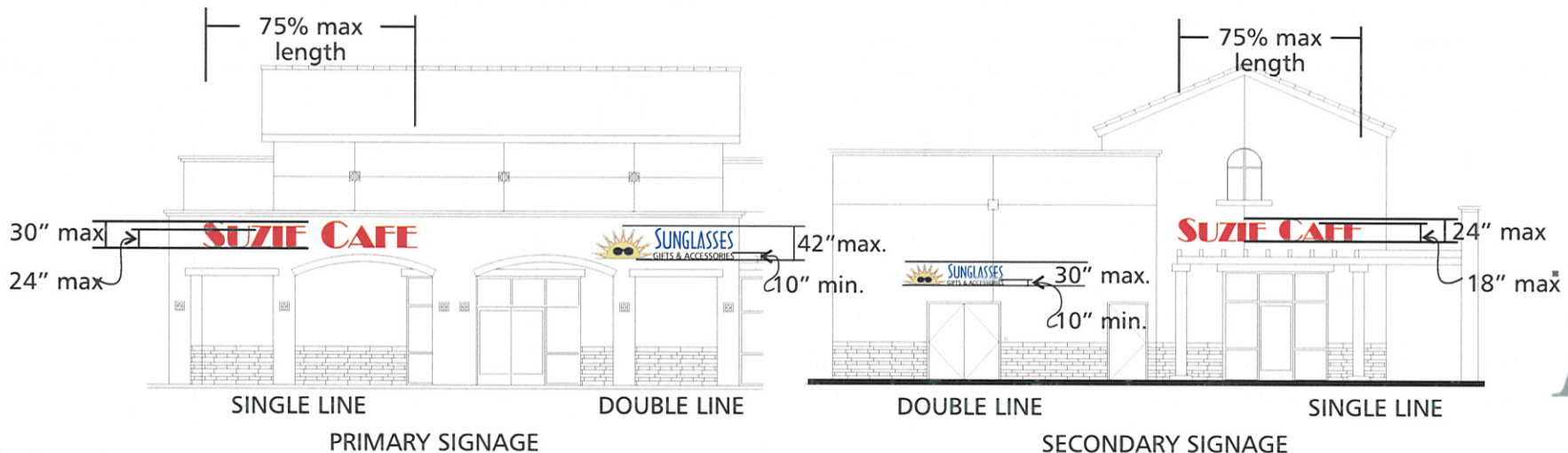
Maximum sign length not to exceed seventy five percent (75%) of storefront.

The maximum allowable sign area is not to exceed one and a half square feet (1½ sf) per lineal foot of tenant store frontage. One (1) shop tenant sign is allowed per elevation facing street or parking lot with a maximum of three (3) signs.

TYPE FACE: Custom tenant logotype/ name with Owner approval.

COLORS: Custom colors logotype/ or colors with Owner approval.

LIGHTING: Externally illuminated with goose neck or equal lighting. Halo lit/ reverse pan channel internally illuminated with neon or fluorescent lamps. Exposed neon prohibited.



WP PAD TENANT SIGNAGE

MATERIALS: A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below. While variety is encouraged exceptions will be evaluated on a case by case basis.

COPY: Tenant name/ logo.

SIGN AREA: Subject to evaluation on a case by case basis by the City of Santa Clarita:

Single line of copy shall not exceed:

- Primary Elevations - 30" in height for Logo Graphics and First Letter Text, if typically larger than remaining text. 24" in height for remaining text. Maximum letter height shall not exceed 24" if Letters are all the same size.
- Secondary Elevations - 24" in height for Logo Graphics and First Letter Text, if typically larger than remaining text. 18" in height for remaining text. Maximum letter height shall not exceed 18" if Letters are all the same size.

Double line of copy shall not exceed:

- Primary Elevations - 42" in overall sign height or Logo Graphics. 10" minimum letter height.
- Secondary Elevations - 30" in overall sign height or Logo Graphics. 10" minimum letter height.

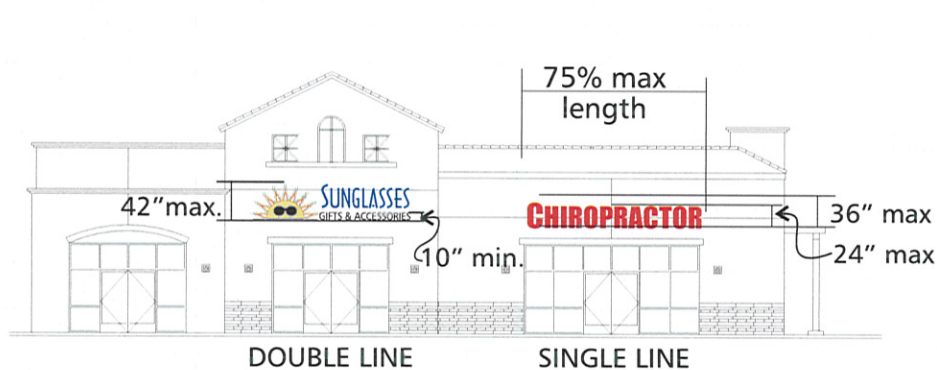
Maximum sign length not to exceed seventy five percent (75%) of storefront.

The maximum allowable sign area is not to exceed one and a half square feet (1 1/2 sf) per lineal foot of tenant store frontage. One (1) pad tenant sign is allowed per elevation facing street or parking lot with a maximum of three (3) signs.

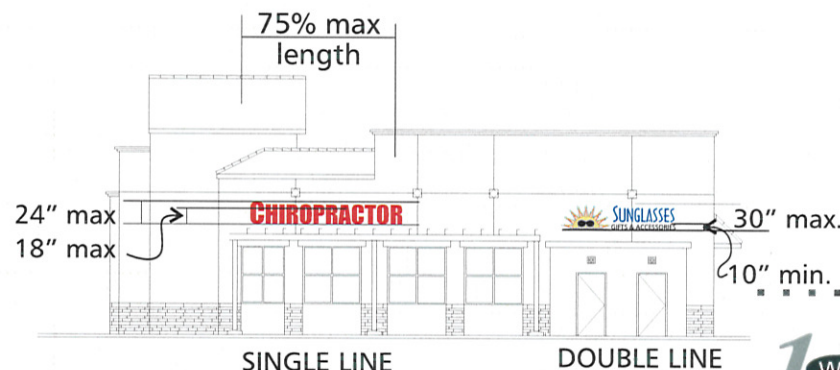
TYPE FACE: Custom tenant logotype/ name with Owner approval.

COLORS: Custom colors logotype/ or colors with Owner approval.

LIGHTING: Externally illuminated with goose neck or equal lighting. Halo lit/ reverse pan channel internally illuminated with neon or fluorescent lamps. Exposed neon prohibited.



PRIMARY SIGNAGE



SECONDARY SIGNAGE



U UNDER CANOPY/BLADE SIGNAGE

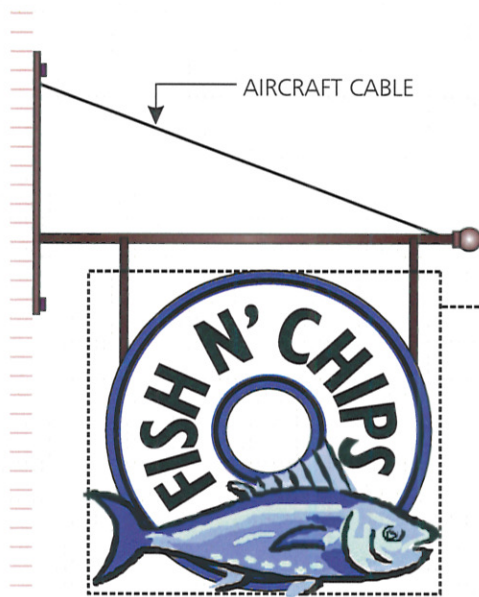
MATERIALS: A Variety of materials can be used to build a blade sign. It is encouraged that blade signs be as two or three dimensional and iconic as possible.

COPY: Tenant name/ logo.

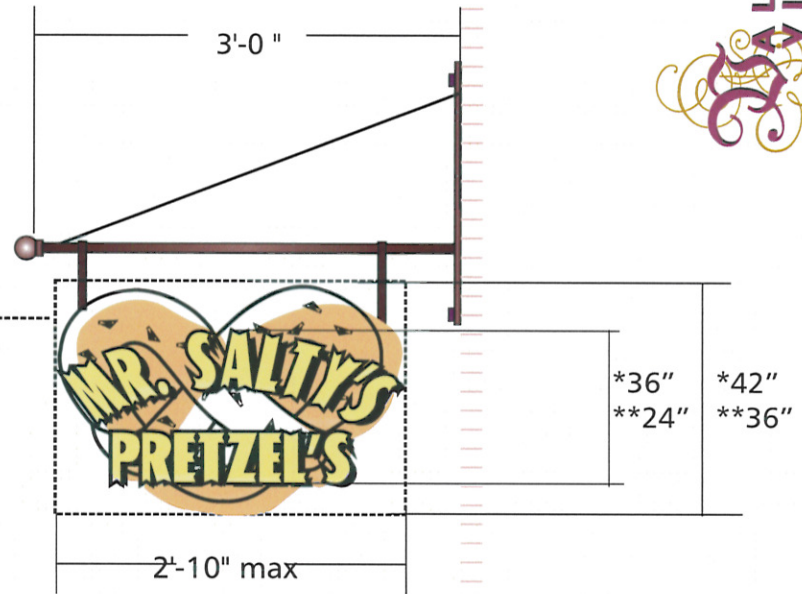
SIGN AREA: 8 sq. Ft. maximum sign area per tenant

TYPE FACE: Custom tenant logotype/ name with Owner approval.

COLORS: Custom colors logotype/ or colors with Owner approval.



SIGN AREA
 8SF MAX



SCALE: 3/4" = 1'-0"

*PRIMARY

**SECONDARY

E1

TENANT ENTRY INFORMATION

MATERIALS: Matte white vinyl letters on entry glass.

COPY: 6" High Suite Letter or Address, Tenant Entry Info 12" x 12".

SIGN AREA: 2.5 sq. Ft. maximum sign area.

TYPE FACE: Futura Book.

LOCATION: Address or Suite Number centered over entry doors. Tenant open info on entry glass panel on same side as door handle.



TYPICAL ELEVATION

E2

REAR ENTRY ID

MATERIALS: Vinyl letters on door in contrasting color.

COPY: 4" high Suite Letter or Address, 2" high Tenant Name.

SIGN AREA: 2.5 sq. Ft. maximum sign area.

TYPE FACE: Futura Book.

NOTE: No other signage is allowed on delivery side of building.



TYPICAL ELEVATION



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M.1 PROJECT TENANT MONUMENT

MATERIALS: Double sided fabricated monument with smooth and metal finishes. Copy to be routed out of aluminum and backed with white plex.
Mounted to stone base.

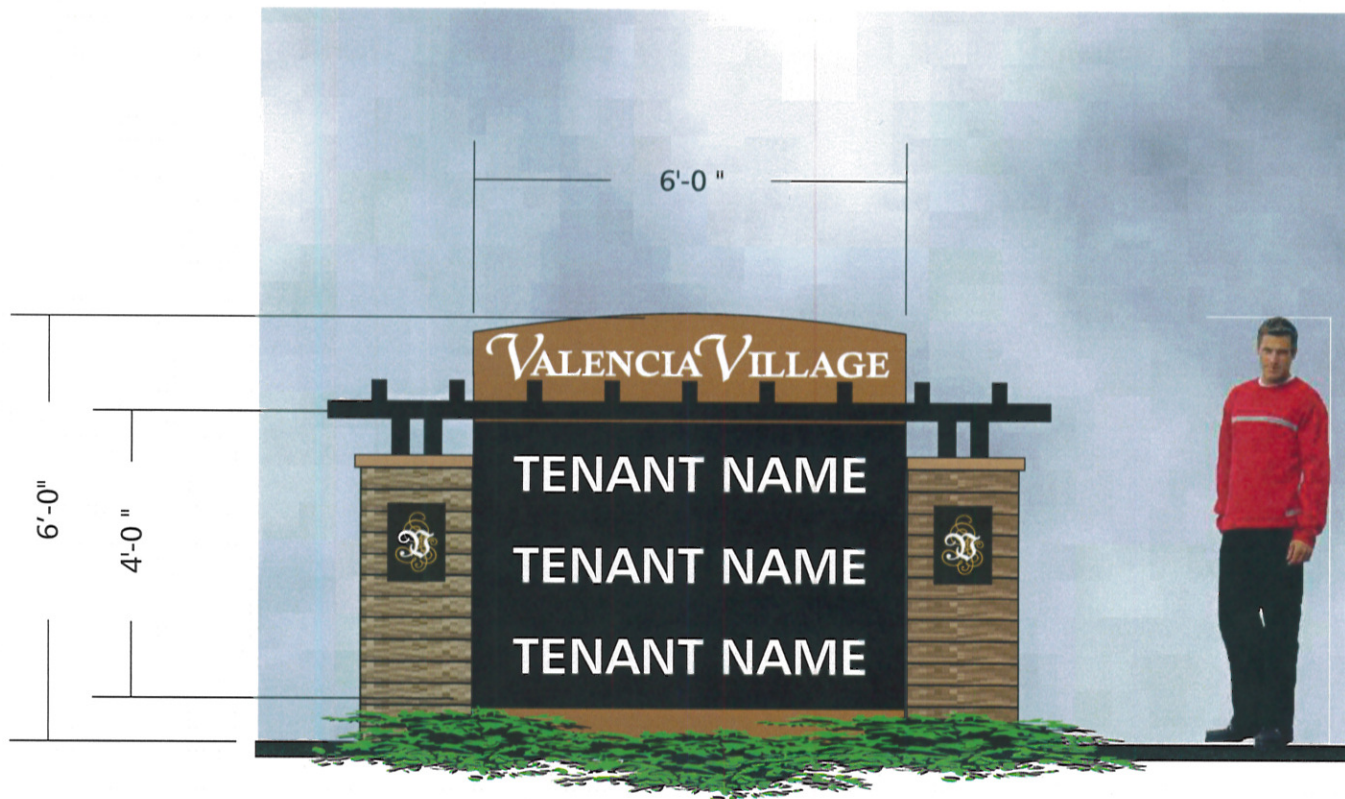
QUANTITY: (3).

SIGN AREA: Tenant sign area 24 SF maximum. Total sign area is 30 SF.

TYPE FACE: Futura Medium or Recognized Tenant Logo.

COLORS: See Color Schedule.

ILLUM: Internally with Fluorescent lamps.



SCALE: 3/8" = 1'-0"



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12-12-02



2.1
M.2



PARKING CODE ENTRY

MATERIALS: Aluminum Panel with silk-screened graphics. Mounted to 2 1/2" square aluminum post.

QUANTITY: (3).

SIGN AREA: 5'-9" maximum height.

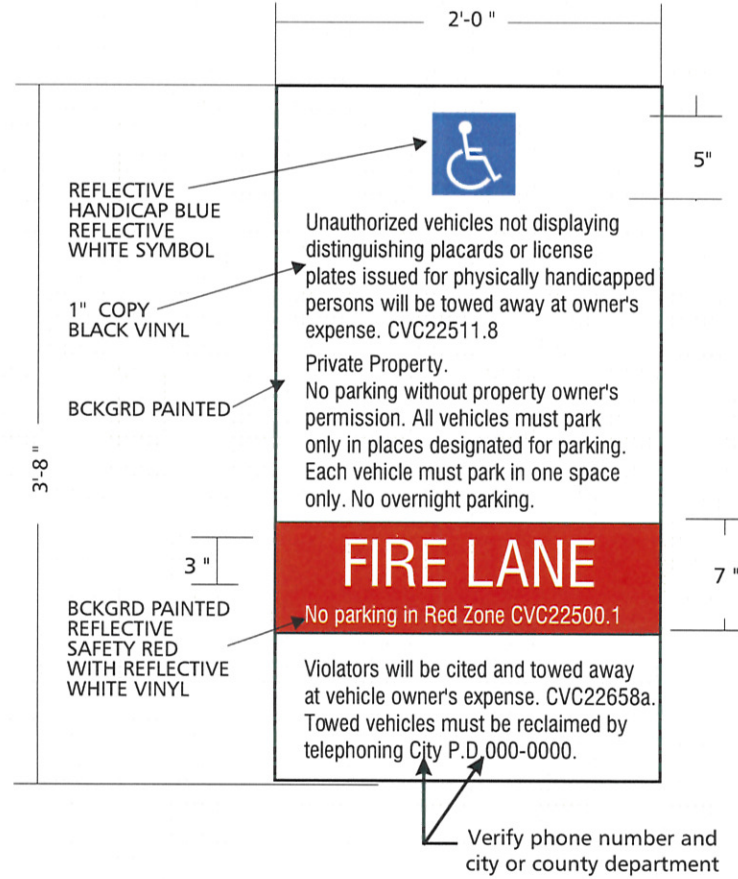
TYPE FACE: Helvetica Medium Condensed.

COLORS: See Color Schedule.

LIGHTING: Non-illumination.



scale : 3/8" = 1'-0"



Scale: 1" = 1'-0"



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STOP & HANDICAP SIGNS

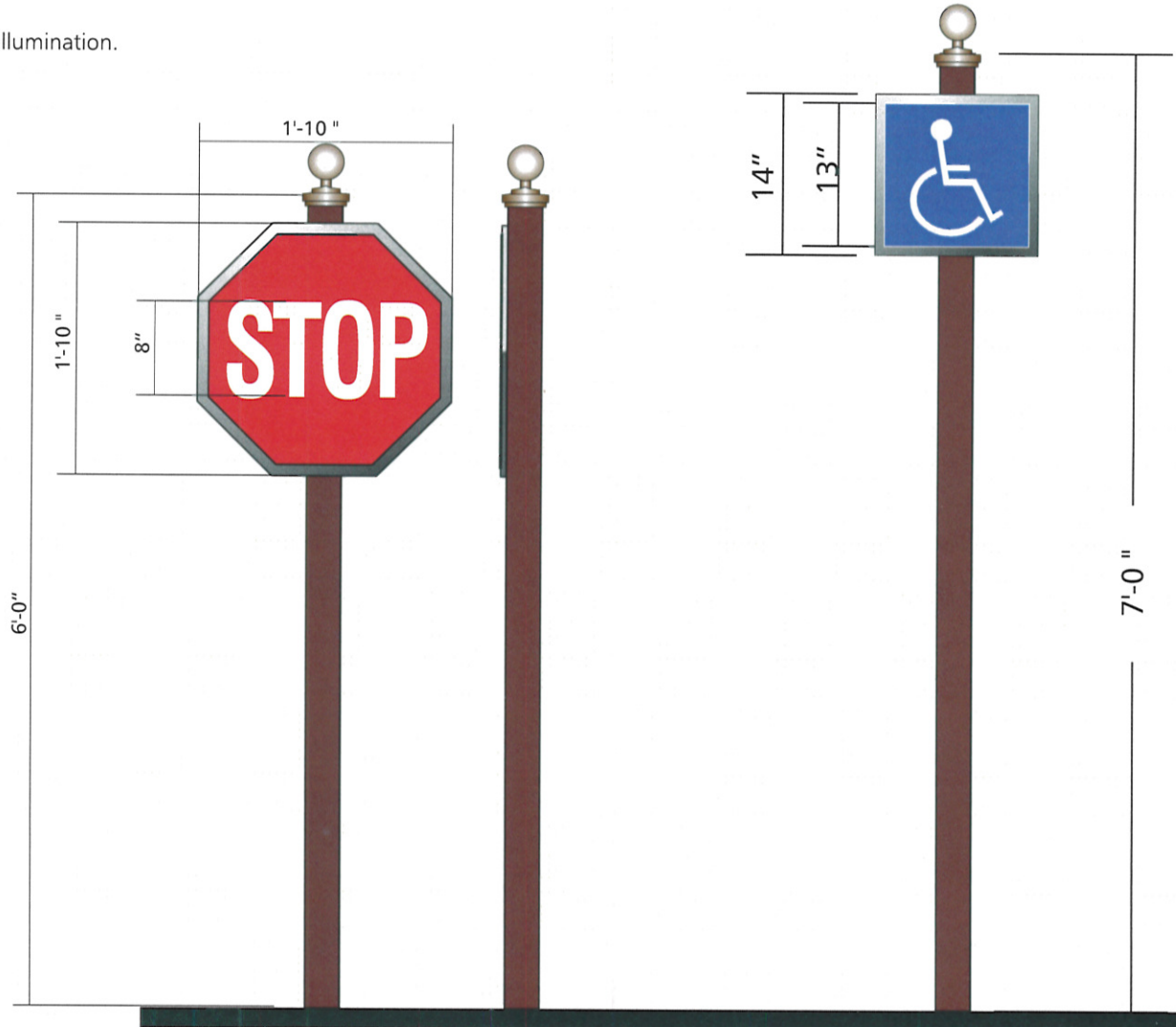
MATERIALS: Single faced aluminum sign.
Mounted to 2 1/2" square aluminum post.

SIGN AREA: 7'-0" maximum height.

TYPE FACE: Helvetica Medium Condensed.

COLORS: See Color Schedule

LIGHTING: Non-illumination.



Scale: 3/4" = 1'-0"



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BA

BUILDING ADDRESS

MATERIALS: 10" high 1" thick gator foam address numbers.

QUANTITY:

TYPE FACE: Futura Book

COLORS: Painted contrasting color of building.

LIGHTING: Non-illumination.

10" 1 2 3 4

Note: need to caulk and seal address letters on building.



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