



City of
SANTA CLARITA

23920 Valencia Boulevard • Santa Clarita, California 91355-2196
Phone: (661) 259-2489 • FAX: (661) 259-8125
www.santa-clarita.com

**CITY OF SANTA CLARITA
COMMUNITY DEVELOPMENT DEPARTMENT
MASTER CASE NO. 18-176
SIGN REVIEW 18-023
PER CODE SECTION 17.23.190 OF THE
UNIFIED DEVELOPMENT CODE**

- Date:** December 18, 2018
- Applicant:** Ron Berndt
Aspen Management
18717 Soledad Canyon Road
Canyon Country, CA 91351
- Location:** Valley Business Center
North of Soledad Canyon Road along Valley Center Drive
Assessor's Parcel Numbers (APNs): 2849-024-033 & 2849-024-030
- Request:** The applicant is requesting a Sign Review to create a master sign program for the Valley Business Center which consists of four buildings located at 21021 Soledad Canyon Road (Building #1), 26620 Valley Center Drive (Building #2), 26635 Valley Center Drive (Building #4), 26639 Valley Center Drive (Building #5). The master sign program would consist of signage standards for all wall signs. The subject property is zoned Community Commercial (CC).
- Findings:** In granting this approval, the Director of Community Development finds that the required Burden of Proof set forth in Section 17.23.190 of the Santa Clarita Municipal Code has been met by the applicant. The Director further finds that the use is categorically exempt since it meets the criteria set forth in Class 11 of Section 15311(a) of the California Environmental Quality Act Guidelines. This approval is granted pursuant to the following conditions.

CONDITIONS OF APPROVAL

GENERAL

- GC1. The approval of this project shall expire if the approved use is not commenced within two (2) years from the date of this approval, unless it is extended in accordance with the terms and provisions of the City of Santa Clarita's Unified Development Code (UDC).
- GC2. To the extent the use approved with this project is a different use than previously approved for the property, the prior approval shall be terminated along with any associated vested rights to such use, unless such prior approved use is still in operation, or is still within the initial pre-commencement approval period. Once commenced, any discontinuation of the use approved with this project for a continuous period of one hundred eighty (180) calendar days or more shall terminate the approval of this use along with any associated vested rights to such use. The use shall not be re-established or resumed after the one hundred eighty (180) day period. Discontinuation shall include cessation of a use regardless of intent to resume.
- GC3. 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.
- GC4. 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 thirty (30) days of said change.
- GC5. 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 attack, set aside, void, or annul the approval of this project by the City, including any related environmental approvals. In the event the City becomes aware of any such claim, action, or proceeding, the City shall promptly notify the applicant. If the City fails to 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.
- GC6. 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.

- GC7. The applicant and property owner shall comply with all inspections requirements as deemed necessary by the City of Santa Clarita.
- GC8. 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 including, but not limited to, the California Building Code (Building, Mechanical, Plumbing, Electrical, Green Building, and Energy Codes), Fire Code, Unified Development Code (Grading Code and Undergrounding of Utilities Ordinance), Utilities Code (Sanitary Sewer and Industrial Waste Ordinance), and Highway Permit Ordinance.
- GC9. This grant shall not be effective for any purpose until the applicant has filed with the Director of Community Development, their affidavit (Acceptance Form) stating that they are aware of, and agree to accept, all of the conditions of this grant.
- GC10. Details shown on the site plan are not necessarily approved. Any details which are inconsistent with the requirements of state or local ordinances, general conditions of approval, or City policies and not modified by this permit must be specifically approved.
- GC11. 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. The applicant is hereby granted approval for the Master Sign Program for the Valley Business Center located at 21021 Soledad Canyon Road (Building #1), 26620 Valley Center Drive (Building #2), 26635 Valley Center Drive (Building #4), 26639 Valley Center Drive (Building #5) (APNs: 2849-024-033 & 2849-024-030). This includes one sign per in-line tenant space subject to the approved Master Sign Program on-file with the Planning Division. Corner tenants may have one sign installed on the corner or one sign per elevation in accordance with the approved sign plan. The number of signs allowed will depend on the number of demised tenant spaces. If a tenant occupies two spaces that are next to each other, they will still only be permitted to have one sign located above their main entrance. If a tenant occupies two spaces but they are separated by another tenant, they may be allowed one sign above the main entrance of both spaces.
- PL2. Tenant wall signage shall be in compliance with the "Storefront Signage Exhibits" described in the Master Sign Program.
- PL3. The proposed signs shall be developed in conformance with the approved plans on file with the Planning Division. Any changes shall be subject to further review and approval by the Director of Community Development.
- PL4. 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.
- PL5. The signs shall not be located in such a manner as to impede traffic or sight visibility.

PL6. No exposed or open neon is allowed.

If you have any questions regarding this application, I can be reached at (661) 255-4330 or by email at ckim@santa-clarita.com.

Sincerely,



Chris Kim
Assistant Planner I

Project Location:

Valley Business Center
21021 Soledad Canyon Road
26620 Valley Center Drive
26635 Valley Center Drive
26639 Valley Center Drive
Canyon Country, CA
91351

Property Owner / Management:

Aspen Management
Contact: Ron Berndt
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356
Tel: 818.344.2544
Email: rberndt@aspencompanies.net

Planned Sign Program By:

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

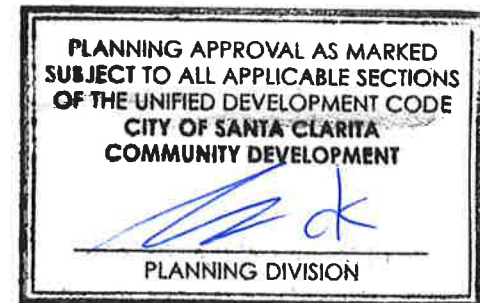
Planning / Bldg. Department:

City of Santa Clarita
23920 Valencia Blvd.
Santa Clarita, CA
91355
Tel: 818.259.8125



VALLEY BUSINESS CENTER PLANNED SIGN PROGRAM
Revised December 11th, 2018

DEC 19 2018



-MC18-176/SR18-023
-Subject to Conditions of Approval.



29005 avenue penn · valencia · ca · 91355 · 661 295 0624 · imagefactor.com

CONSULTATION · DESIGN · FABRICATION



TABLE OF CONTENTS

Cover Sheet Page 1
Table of Contents 2
Purpose and Intent 3
Maintenance 3
Approvals 3
Uncertainty of Sign Standards 3
Compliance Requirement 3
Grandfathering of Existing Signage 3
Tenant's Responsibility Upon Vacating Their Unit 3
Design Criteria and General Sign Standards 4
Acceptable Materials / Illumination / Unacceptable Signage 4
Signage Description 4
Project Site Plan 5
Building Elevations 6
Storefront Signage Exhibit 7
Section View of Allowable Sign Types 8

**VALLEY
BUSINESS CENTER**

Building 1
21021 Soledad Canyon Road
Building 2
26620 Valley Center Drive
Building 4
26635 Valley Center Drive
Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM

Revised November 14th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspenco.companies.net

Prepared by:

imagefactor 
29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

TABLE OF CONTENTS

VALLEY BUSINESS CENTER

Building 1
21021 Soledad Canyon Road
Building 2
26620 Valley Center Drive
Building 4
26635 Valley Center Drive
Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM


Revised November 14th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspenco.companies.net

Prepared by:

imagefactor 

29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

PURPOSE AND INTENT
MAINTENANCE
APPROVALS
UNCERTAINTY OF SIGN STANDARDS
COMPLIANCE REQUIREMENTS
GRANDFATHERING OF EXISTING SIGNAGE
TENANT'S RESPONSIBILITY UPON VACATING

PURPOSE AND INTENT

The purpose and intent of this planned sign program is to implement general sign guidelines through regulation of sign types, size, placement, design and illumination. All signage should improve the physical image of the project and not create visual clutter. Although these guidelines limit the amount of signage, they also recognize the need for businesses to communicate with the public through well thought-out building signage.

MAINTENANCE

All signage shall be maintained in an as-new condition, any deficiencies shall be immediately corrected by the party responsible for said sign.

APPROVALS (1st) Landlord (2nd) City of Santa Clarita Planning / Building Department

All tenant signage must have written approval from the landlord prior to submitting any drawings to the City of Santa Clarita's Planning / Building Department:

For City Approval: Submit drawings in person to the City of Santa Clarita's Planning Department located on the first floor. All drawings must be drawn on 11" x 17" paper and include the following:

(a) Cover Sheet with all tenant, property owner and sign company information including: Business name, contact person, address, telephone number and email address.

(b) Site Plan showing proposed sign location/s, site plan must also include direction of North, surrounding streets and overall building dimensions (standard project site plan may be obtained from the landlord).

(c) Building Elevation showing sign location/s, sign dimensions, sign area square footage and dimensions of storefront (standard elevations may be obtained from the landlord or you can use a digital photo of the storefront as long as it is legible and to scale).

(d) Sign Specifications including fabrication notes, materials, finishes and colors.

(e) Section View showing fabrication and attachment details.

(f) Landlord Approval letter stating signage has been approved by the landlord.

UNCERTAINTY OF SIGN STANDARDS

If a situation arises that is not covered by these sign guidelines, the sign applicant should contact the Landlord and the City of Santa Clarita's Planning Department for clarification and determination, the Landlord and City Planning Department will approve signing that best meets the intent of the project.

COMPLIANCE REQUIREMENT

No person shall erect, reerect, 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 Landlord and the City of Santa Clarita. All non-conforming or un-approved sign(s) that are installed after the date of this planned sign program must be brought into conformance, any and all costs will be the responsibility of the person(s) responsible for the sign(s).

GRANDFATHERING OF EXISTING SIGNAGE

Existing signage that does not comply with this sign program will be allowed to remain in place, but they must have been installed prior to the date of this planned sign program and been approved by the landlord and have a valid sign permit from the City of Santa Clarita. Any signage that is moved, altered or replaced would be subject to the new guidelines in this planned sign program.

TENANT'S RESPONSIBILITY UPON VACATING

Upon vacating, all tenants will be responsible for the removal of their sign lettering and or logo, patching of all holes and repair of the damaged walls / panels (raceway panels can remain in place as long as panels are patched and painted to match building). When this process is completed this work will be inspected by the landlord / owner of the property, if the work is not up to par, the tenant will be responsible to make all corrections until it is approved. If the tenant does not remove signage, patch and repair as per the above, the landlord / property owner has the right to have this work done and back charge the tenant for this work.

VALLEY BUSINESS CENTER

Building 1
21021 Soledad Canyon Road
Building 2
26620 Valley Center Drive
Building 4
26635 Valley Center Drive
Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM


Revised November 14th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspencompanies.net

Prepared by:

imagefactor 
29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

DESIGN CRITERIA
GENERAL SIGN STANDARDS
ACCEPTABLE MATERIALS FOR SIGNAGE
ACCEPTABLE METHODS OF ILLUMINATION
UNACCEPTABLE ILLUMINATION
UNACCEPTABLE SIGNAGE
SIGNAGE DESCRIPTION

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 and or trademarks, this does not include the building standard raceway panel that the lettering and or logos get attached to.
- (2) All paint on aluminum or acrylic shall be a high quality satin polyurethane.
- (4) All signs attached to the building standard raceway panels shall consist of dimensional letters, logos and or design elements. No acrylic faced cabinet / light box signs, signs made of foam or signs painted directly on the building will be permitted.
- (5) Building Signage may be illuminated but must be internally illuminated. There will be no flashing, moving or audible signs allowed on this project.
- (6) All attachment hardware shall be stainless steel to preclude rust staining of architectural surfaces and to permit ease of future removal / servicing.

ACCEPTABLE MATERIAL FOR BUILDING SIGNAGE

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

- (1) Metals: Aluminum or stainless steel.
- (2) Acrylics: Cast acrylic sheet, polycarbonate, high density pvc sheet.

ACCEPTABLE METHODS OF ILLUMINATION

The following lighting techniques may be used to illuminate signage:

- (1) LED: If white LEDs are used for illuminating white acrylic, the light temperature must be between 4000K - 5000k to avoid signs from looking blue.
- (2) Neon: As long as it is not exposed (LED illumination is preferred by landlord)

UNACCEPTABLE METHODS OF ILLUMINATION

The following lighting techniques may not be used to illuminate tenant signage:

- (1) Exposed neon or cold cathode
- (2) Exposed bulbs of any sort
- (3) Exposed LEDs

All lighting shall be diffused behind acrylic or directed back at the building.

UNACCEPTABLE SIGNAGE

The following sign types will not be allowed:

- (1) Banners: This applies to any banner located on a building or in the common area
- (2) Lawn or landscaping signage: This applies to any sign located on the grass or in any landscaped area within or in front of the property
- (3) Free standing signage: This applies to any freestanding / portable signage.
- (4) Signage located behind glass: This applies to any illuminated signage located on the inside of the glass facing out. Any signage located behind the storefront glass must be set back a minimum of 5'-0" from that glass.

SIGN DESCRIPTION

Business identification wall 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 may be internally illuminated and be fabricated from one or more of the approved materials listed in these guidelines (additional materials may be allowed but they must be approved). Paint finishes shall be satin polyurethane, colors of signs will be subject to the approval of the landlord and the City of Santa Clarita Planning Dept. These signs must either have a translucent acrylic face with internal illumination (standard channel type) or be fabricated from aluminum or stainless steel with a clear polycarbonate back (reverse channel type) or fabricated completely from one of the approved materials with no illumination. There will be no Styrofoam or painted on building signs allowed. All wall signs must have a minimum depth of 1/2" and a maximum depth of 5". All wall signs shall be located in the areas designated by this planned sign program. All signs must be mounted to a 2" deep raceway that follows the specifications in this planned sign program, no signs shall be mounted directly to the building, all power supplies / transformers for illuminated signs must also be located behind the parapet wall. **Each sign will be allowed a maximum of (2) electrical penetrations thru the parapet wall**, all low voltage cable / GTO wire must run thru these (2) penetrations inside a conduit sleeve no larger than 1", if there are existing penetrations from a previous sign they must be re-used without drilling additional penetrations in the parapet wall.



VALLEY BUSINESS CENTER

Building 1
21021 Soledad Canyon Road
Building 2
26620 Valley Center Drive
Building 4
26635 Valley Center Drive
Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM


Revised December 11th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspencompanies.net

Prepared by:

imagefactor 
29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

PROJECT SITE PLAN

- All tenants are allowed (1) wall sign located above their entrance as per the elevations on page 6
- Corner tenants are allowed (1) sign located on the corner of the building above their entrance or (1) sign per elevation that faces a street or parking lot.
- Indicates entrances and roll up doors.

If (1) tenant occupies (2) spaces that are next to each other, they will still only be allowed (1) sign located above their main entrance, if (1) tenant occupies (2) spaces but they are separated by another tenant they may be allowed (1) above the entrance of both spaces.

VALLEY BUSINESS CENTER

Building 1
21021 Soledad Canyon Road
Building 2
26620 Valley Center Drive
Building 4
26635 Valley Center Drive
Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM


Revised November 14th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

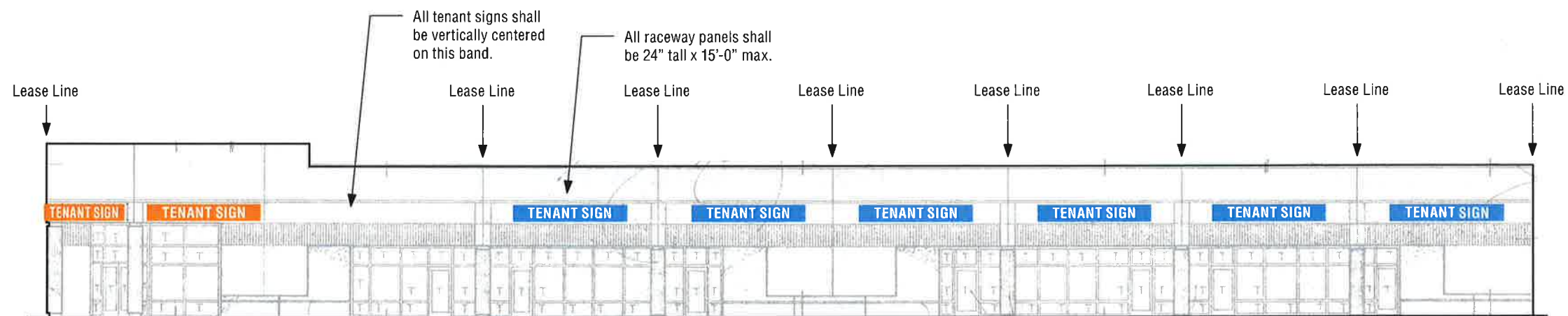
Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspenco.com

Prepared by:

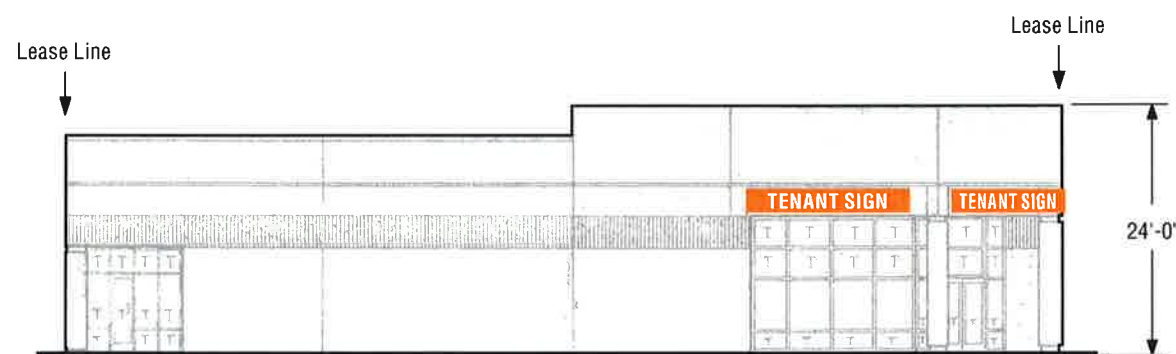
imagefactor 
29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

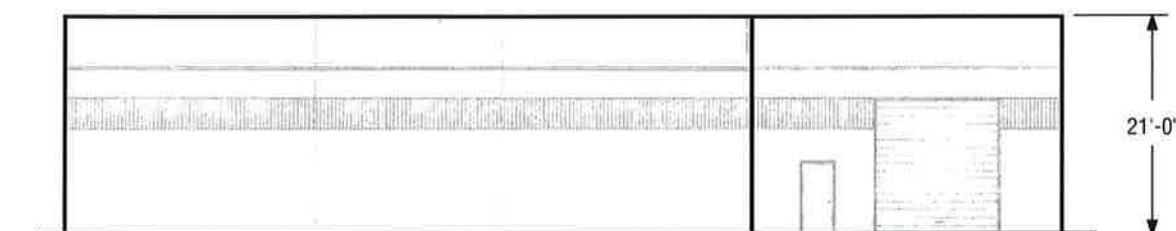
BUILDING ELEVATIONS



MAIN ELEVATION (TYPICAL FOR BUILDINGS 1 AND 4, BUILDING 2 AND 5 ARE MIRROR IMAGES OF 1 AND 4)



LEFT END ELEVATION (TYPICAL FOR BUILDINGS 1 AND 4, BUILDING 2 AND 5 ARE MIRROR IMAGES OF 1 AND 4)



RIGHT END ELEVATION (TYPICAL FOR BUILDINGS 1 AND 4, BUILDING 2 AND 5 ARE MIRROR IMAGES OF 1 AND 4)



BACK ELEVATION (TYPICAL FOR BUILDINGS 1 AND 4, BUILDING 2 AND 5 ARE MIRROR IMAGES OF 1 AND 4)

ILLUMINATED / NON-ILLUMINATED SIGNAGE REQUIREMENTS

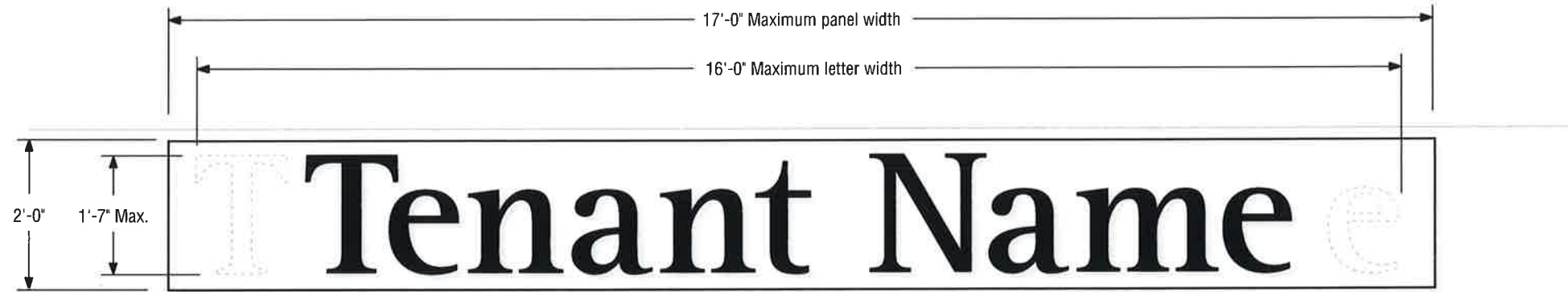
Tenant signs that face Soledad Canyon Road and Valley Center Drive must be illuminated, tenant signs that are set back from these streets and or face a parking lot may be non-illuminated.

Building 1: All tenant sign to be illuminated

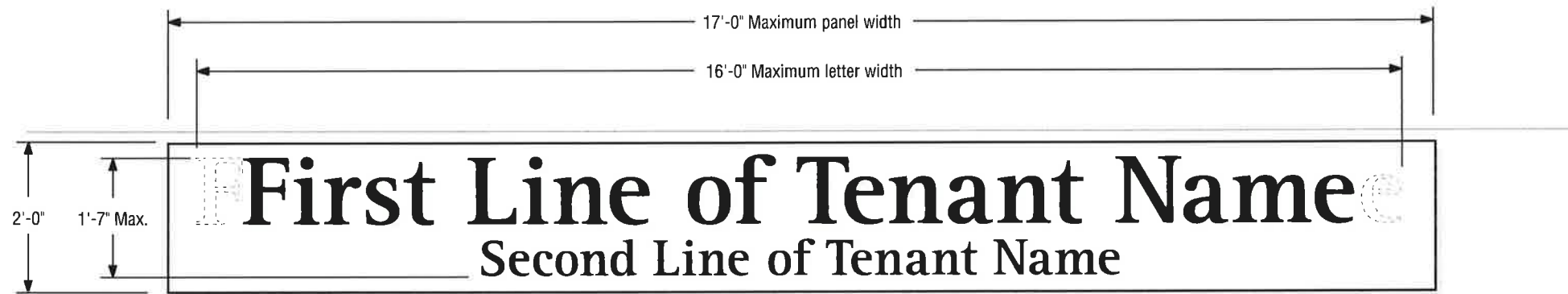
Building 2: All tenant signs facing Valley Center Drive shall be illuminated, tenant signs facing parking lot / adjacent property shall be non-illuminated.

Building 4: All tenant signs facing Valley Circle Drive must be illuminated, tenant sign facing adjacent property shall be non-illuminated.

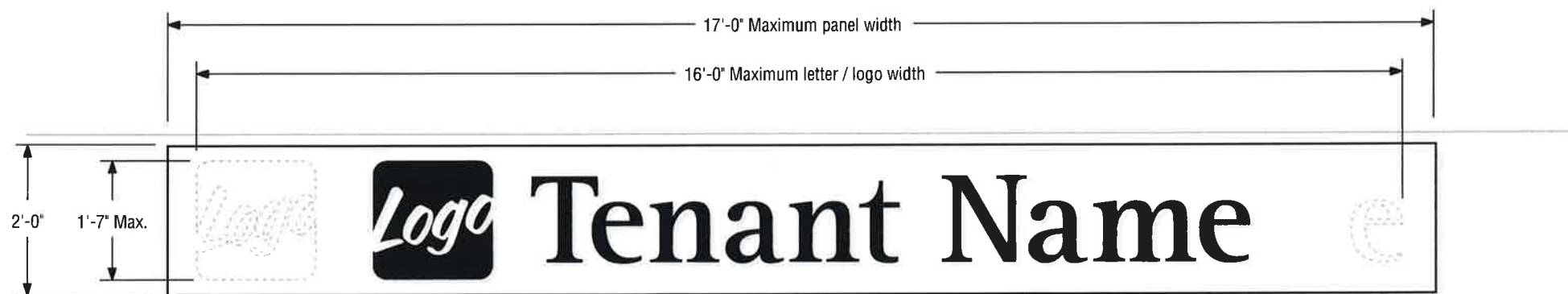
Building 5: All tenant signs facing Valley Circle Drive may be illuminated, tenant sign facing adjacent property must be non-illuminated.



TENANT NAME SHOWN IN ONE LINE



TENANT NAME SHOWN IN TWO LINES



TENANT NAME SHOWN IN ONE LINE WITH LOGO

NOTES:

- All panels must be 2" deep x 24" tall and be painted to match building standard
- No logo nor lettering shall be taller than 1'-7" nor longer than 16'-0"
- Tenants are allowed to use their company logos and fonts.

VALLEY BUSINESS CENTER

Building 1
21021 Soledad Canyon Road

Building 2
26620 Valley Center Drive

Building 4
26635 Valley Center Drive

Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM

Revised November 14th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspenco.companies.net

Prepared by:

imagefactor 
29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

STOREFRONT SIGNAGE EXHIBITS

VALLEY BUSINESS CENTER

Building 1
21021 Soledad Canyon Road
Building 2
26620 Valley Center Drive
Building 4
26635 Valley Center Drive
Building 5
26639 Valley Center Drive
Canyon Country, California 91351

PLANNED SIGN PROGRAM

Revised November 14th, 2018

Prepared for:

Aspen Management
18751 Ventura Blvd.
Suite B-100
Tarzana, CA
91356

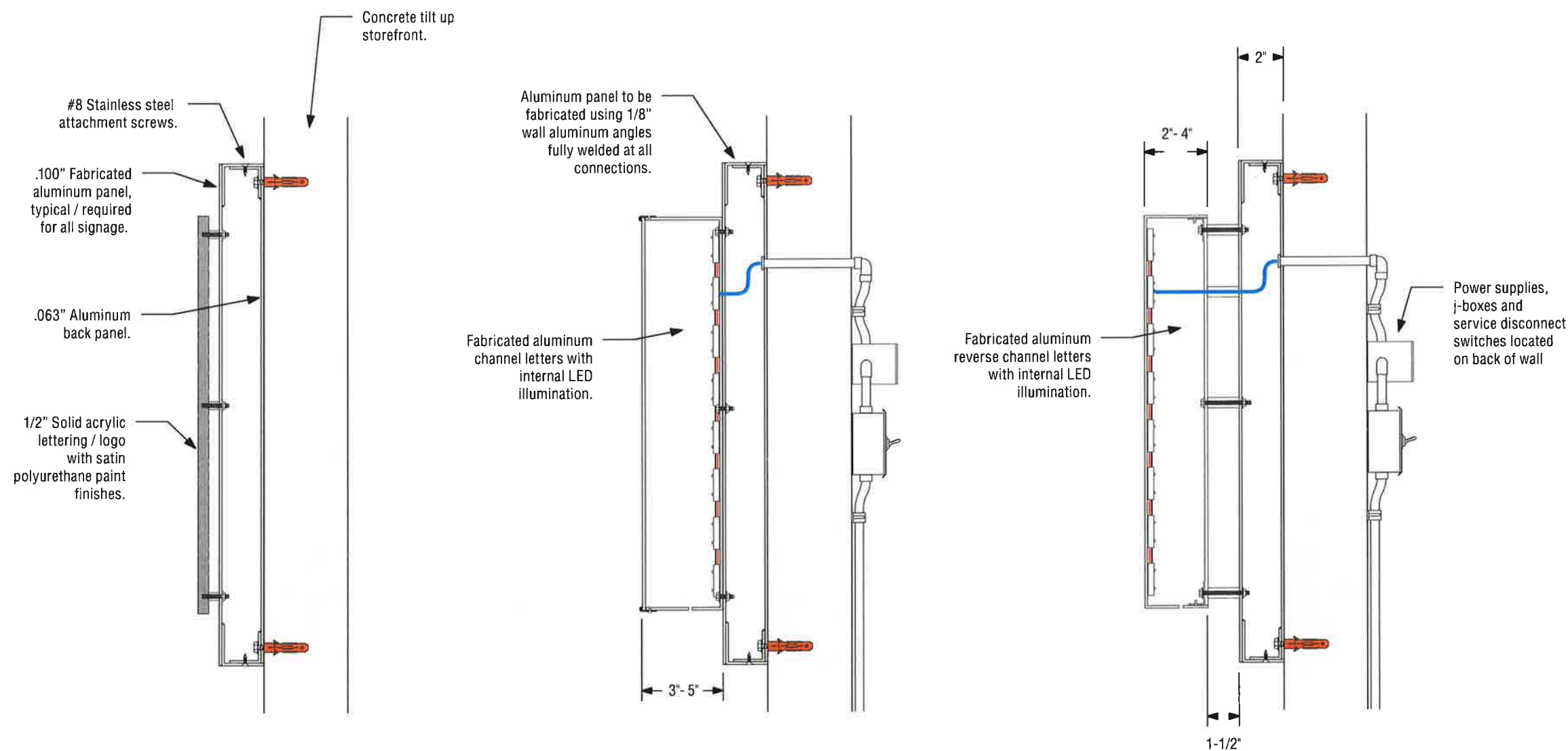
Contact: Ron Berndt
Tel: 818.344.2544
Email: rberndt@aspencompanies.net

Prepared by:

imagefactor 
29005 Ave. Penn
Valencia, California
91355

Contact: Cary Llewelyn
Ring: 661.295.0624
Send: cary@imagefactor.com

SECTION VIEW OF ALLOWABLE SIGN TYPES



1

NON-ILLUMINATED LETTERS ATTACHED TO FABRICATED ALUMINUM PANEL

2

ILLUMINATED CHANNEL LETTERS ATTACHED TO FABRICATED ALUMINUM PANEL

3

ILLUMINATED REVERSE CHANNEL LETTERS ATTACHED TO FABRICATED ALUMINUM PANEL

All signs must be mounted to a 2" deep raceway that follows the specifications in this planned sign program, no signs shall be mounted directly to the building, all power supplies / transformers for illuminated signs must also be located behind the parapet wall. **Each sign will be allowed a maximum of (2) electrical penetrations thru the parapet wall**, all low voltage cable / GTO wire must run thru these (2) penetrations inside a conduit sleeve no larger than 1", if there are existing penetrations from a previous sign they must be re-used without drilling additional penetrations in the parapet wall.



ALL ELECTRICAL SIGNS SHALL COMPLY WITH NATIONAL ELECTRICAL CODE ARTICLE 600 AND TO BE MANUFACTURED ACCORDING TO UNDERWRITERS LABORATORIES U.L. 48 STANDARD AND APPROPRIATELY LABELED.