



September 15, 2016

Mr. John Ho  
2680 East Colorado Boulevard  
Pasadena, CA 91107

**SUBJECT: Approval of Site Plan Review (SPR) 13-021 (REVISED) – Sign Program for commercial tenant spaces of southerly building of Citrus Walk development at 302-328 North Citrus Avenue (APNs 8430-027-113, -114, -115 & -116) (MUNIS 6193)**

Dear John,

Congratulations. Your project proposal has successfully completed the City's Site Plan Review (SPR) process, and approval has been granted. This approval is based on the facts to support particular findings and certain conditions of approval, which are attached to this letter. The approval is for a Sign Program for the commercial tenant spaces of your southerly building of the Citrus Walk development at 302-328 North Citrus Avenue. This program should address the signage-related needs of your current and future tenants while nicely complementing building style and architecture.

Your next step is to ensure that all tenants follow the provisions of the Sign Program in formulating signage design and in submitting construction plans, first, to Planning, and then to Building under the Plan Check process. For each tenant or submittal, once Plan Check is successfully completed and all City requirements have been met, building permits for the proposed signage will be issued.

The City staff again appreciates your and signage professional Ted DeWitt's patience and understanding throughout the SPR process. We hope that your current and future tenants in this building achieve business success. If you have any questions regarding the conditions of approval below, feel free to contact me at (626) 384-5454.

Sincerely,

CITY OF COVINA

Alan Carter  
City Planner

ATTACHMENT:

cc: Brian K. Lee, AICP Community Development Director  
Nancy Fong, AICP, Community Development Consultant  
Cyndie Petersen, Senior Administrative Technician  
Monique Garibay, Planning Intern  
Bryan Fernandez, Planning Consultant  
Edgar Gonzalez, Planning Consultant  
Steve Patterson, Building Official  
Michal Maretta, Building Plans Examiner  
Ted DeWitt, Signarama, 305 E. Rowland Street, Covina, CA, 91723  
Stacy Kozak, Wright Real Property Management, 966 N. Amelia Avenue, San Dimas,  
CA, 91773

**CITY OF COVINA**  
**COMMUNITY DEVELOPMENT DEPARTMENT, PLANNING DIVISION**  
**FINDINGS AND CONDITIONS OF APPROVAL**  
**FOR SITE PLAN REVIEW (SPR) 13-021 (REVISED) (MUNIS 6193)**

**FINDINGS**

1. All provisions of the Municipal Code are complied with.  
  
Fact: The building signage permitted under this application would meet all applicable zoning requirements. Under the approved Sign Program, as addressed under the conditions of approval, no issues were identified.
  
2. The project is designed in a manner such that traffic congestion is avoided, pedestrian and vehicular safety and welfare are protected, and there will be no adverse effects on surrounding properties.  
  
Fact: As noted above, the project proposal, which only entails the establishment of a criteria to permit certain types of building signage, would meet applicable requirements. In addition, it is believed that the project or future signage would not adversely impact any surrounding uses.
  
3. The project design conforms to the general plan, the design guidelines, the transportation demand management regulations, and any specific plans or guidelines, which may be applicable to the project.  
  
Fact: The Covina General Plan encourages the type of property improvements that would result from the project proposal. In addition, the signage allowed under the Site Plan Review application would further recent amendments to the Town Center Specific Plan, allowing new commercial uses in the appurtenant and surrounding buildings. Moreover, the signage that would be installed under the provisions of the Sign Program would not conflict with any sections of the Covina Design Guidelines.
  
4. The project design is harmonious, consistent and complete within itself and functionally and visually compatible with neighboring structures and the area in which it is located.  
  
Fact: The new building signs that would be installed under the approved Sign Program would function well at the underlying location and relative to the surroundings. As noted above, the project signage would meet all applicable requirements. In sum, the overall project should enhance the overall conditions on the property and could result in similar positive signage features on other existing and future Downtown buildings.



5. The development will constitute an adequate environment for the intended use by sustaining the desirability and stability of the neighborhood and community.

Fact: The new building signs that would be installed under the approved Sign Program would function well at the underlying location and relative to the surroundings. As noted above, the project signage would meet all applicable requirements. In sum, the overall project should enhance the overall conditions on the property and could result in similar positive signage features on other existing and future Downtown buildings.

6. Proposed lighting is so arranged as to reflect the light away from adjoining properties.

Fact: Under the approved Sign Program and the conditions of approval, all signage-related illumination is required to meet applicable standards to, among other things, prevent glare on surrounding properties and public right-of-ways.

7. Proposed signs will not by size, location, color, or lighting, interfere with traffic or limit visibility.

Fact: As noted under the prior finding, all signage-related illumination is required to meet applicable standards to prevent glare on surrounding properties and public right-of-ways. In addition, any pedestrian-oriented signs encroaching into the public right-of-way will be required to obtain an Encroachment Permit from the Engineering Division, which would further serve to prevent any issues.

8. Utility and street improvements pursuant to CMC 17.64.120 and 17.64.130 are complied with.

Fact: Because the project proposal does not entail a new or significantly expanded building, this finding is not applicable.

## **CONDITIONS OF APPROVAL**

**The applicant shall contact the Community Development Department, Planning Division at 626-384-5450 for compliance with the following conditions:**

1. The approval is for a Sign Program for the commercial tenant spaces of the southerly building of the Citrus Walk development at 302-328 North Citrus Avenue (APNs 8430-027-113, -114, -115 & -116). The purpose of the Sign Program is to establish the criteria for the design, placement, and installation of certain building signage thereat.
2. In approving this Sign Program, to ensure uniformity in building signage for all future commercial uses in the entire Citrus Walk development, it is the intent of the City that the criteria under the Sign Program will also apply to the northerly building (under different ownership) at 330 North Citrus Avenue (APNs 8430-027-109, -110, -111 &

-112). The signage criteria would be applied to the northerly building under a separate Site Plan Review (SPR) application.

3. The site shall be developed or improved, used, and maintained in accordance with the approved project plans, all representations of record presented by the applicant, the approved Sign Program, and the conditions contained herein.
4. Minor modifications to this approval that are determined by the City Planner or his/her designee to be in substantial conformance with the approved project plans or Sign Program and that do not intensify or change the use or require any deviations from adopted standards may be approved by the City Planner upon submittal of an administrative application and associated fee.
5. Any proposed changes in the Sign Program approved under this application shall first be reviewed and approved by the Planning Division and, if necessary, other City departments.
6. All exterior signage shall be installed and oriented in a manner so as to not generate any glare on adjacent public right-of-ways or adjoining properties.
7. All street addresses on the appurtenant building shall remain clear and legible from all surrounding street views.
8. Any new exterior, ancillary features associated with the building, including, but not limited to, lighting and mechanical and utility equipment, (not included under this application) shall be installed and/or screened in a manner consistent with this approval and the Covina Design Guidelines.
9. All on site-related drainage shall continue to meet the standards of the Public Works Department.
10. Prior to any signage installation, the applicant shall submit full construction plans to the Building Division for review and approval under the Plan Check process. In addition, Sign Permits shall be required for all signage installation. The conditions of approval listed herein shall be printed on or attached to all construction plans prior to Sign Permit issuance.
11. Any signs encroaching into any public right-of-way shall further require an annual Encroachment Permit from the Engineering Division
12. Approval of this application, Site Plan Review (SPR) 13-021 (REVISED), shall not waive compliance with all other applicable sections of the Zoning Code and the overall Covina Municipal Code as well as the Covina Design Guidelines and the applicable Codes of Los Angeles County that are in effect at the time of Sign Permit issuance(s).
13. Except where expressly superseded by conditions of this Site Plan Review (SPR) application, the conditions of approval of the prior zoning applications concerning this property, SPR 10-004 et al., shall remain applicable.



14. All project-related construction work shall conform to the City Noise Ordinance (Chapter 9.40 of the Covina Municipal Code), restricting construction prior to 7:00 a.m., after 8 p.m., and on Sundays and legal holidays. A Special Construction Permit from the Planning Division is required for any after-hours construction work on the site.
15. This SPR application shall expire 1 (one) year from the date of application approval if a Sign Permit(s) for at least one tenant space in the appurtenant building has not been issued and a time extension has not been granted.
16. The project has been determined by the Planning Division to be Categorically Exempt from environmental review under Section 15311(a) of the California Environmental Quality Act (CEQA) Guidelines (minor interior or exterior alterations). If a Notice of Exemption is filed with the County Clerk, then the period during which legal challenges can be filed based upon violations of CEQA is reduced from 180 days to 35 days. To file the Notice of Exemption, please contact the Planning Division.
17. The City staff shall have the reasonable right of entry to inspect any premises to verify compliance with these conditions of approval, the approved Sign Program, the Covina Municipal Code, and the Covina Design Guidelines at any time.
18. If any provision of this approval is held or declared to be invalid, the approval shall be void and the privileges granted herein shall lapse.
19. The applicant shall defend, indemnify and hold harmless the City, 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 this permit approval, which action is brought within the applicable time period of Government Code Section 65009. The City shall promptly notify the applicant of any claim, action, or proceeding and the City shall cooperate fully in the defense. If the City fails to promptly notify the applicant of any claim, action or proceeding, 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.
20. The applicant shall reimburse the City for any court and attorney's fees which the City may be required to pay as a result of any claim or action brought against the City because of this grant. Although the applicant is the real party in interest in an action, the City may, at its sole discretion, participate at its own expense in the defense of the action, but such participation shall not relieve the applicant of any obligation under this condition.
21. The costs and expenses of any code enforcement activities, including, but not limited to, attorneys' fees, caused by the applicant's or property owner's violation of any condition imposed by this Site Plan Review or any provision of Covina's Municipal Code shall be paid by the applicant or property owner.
22. The site, building, signage, and any other improvements shall be maintained in a sound, healthy and attractive condition, free of weeds, visible deterioration, graffiti, or other conditions that violate the Covina Municipal Code.

23. The entire site shall be kept free from trash and debris at all times and in no event shall trash and debris remain for more than 24 hours. Graffiti shall be removed within 72 hours.



Reviewed for Code Compliance  
and Conditions of Approval

SEP 15 2016

By *Alan Carter*

Any changes or alterations to these  
documents will require additional review and  
approval from the Planning Division

ⓧ Sign Program subject  
to all conditions of  
application SPA 13-021  
(REVISED).

# Citrus Walk



302-328 N. Citrus Ave. Covina CA

## TENANT SIGNAGE CRITERIA MANUAL

### LANDLORD CONTACT INFORMATION

Time Essentials  
2680 E. Colorado Blvd.  
Pasadena, CA 91107  
John  
626-844-7807

### PREPARER CONTACT INFORMATION

Signarama  
305 E. Rowland  
Covina CA 91723  
Ted DeWitt  
626-331-3368



## **Sign Program for commercial tenant spaces at Citrus Walk (302-328 N. Citrus Ave. - SPR 13-021)**

The below-listed criteria have been established for the purpose of creating aesthetic, uniform graphic standards essential in maintaining a visually coordinated, balanced, and appealing signage environment.

For the mutual benefit of all tenants, conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the expense of the tenant.

The property owner and the tenant shall approve all color selections and copy prior to the fabrication of the sign. Each tenant space will be allowed one building sign. 302 N. Citrus Ave. will be allowed one sign on the west building side and an additional sign on the south side.

### ***A. Required Submittals***

1. After receiving approval of the concept design by the Landlord, the Tenant's sign contractor shall prepare and submit to the Landlord the following:
  - A) A set of complete and fully dimensioned shop drawings for the Tenant's sign ("Shop Drawings"), based on the approved concept design, including material and color references.
  - B) A colored elevation drawing of the proposed signage. The above drawings can be sent by mail or electronically.
2. The Landlord or Landlord's designated company shall review and provide the Tenant with approval or disapproval.
3. If the Landlord disapproves or conditionally approves the Shop Drawings submitted, the Landlord shall note on the set of the Shop Drawings or separately the reasons for such disapproval or the conditions of approval, and thereafter the Landlord, the Tenant and the Tenant's Sign Contractor shall consult as necessary to achieve approvable Shop Drawings from the City of Covina consistent with the approved concept design and these criteria.
4. All appropriate City approvals and permits shall be obtained by the Sign Contractor.

B. Design Guidelines

1. Sign types shall consist of:
  - A. Front-lit channel letters. [Front-lit are the most common channel letter type. As the name implies, these signs emit illumination only from the front (or face) of the letters.]
  - B. Halo-lit channel letters. [Halo-lit (or backlit) channel letters are produced with aluminum faces and returns. These letters are mounted away from the wall such that a halo forms behind the letters. A clear polycarbonate back is required to prevent birds and other animals from nesting inside the letter.]
  - C. A combination of Front- and Halo-lit illuminated channel letters.
  - D. The south facing sign for 302 N. Citrus Ave. does not have to be lit but must still consist of channel letters.
2. Logos shall consist of front lit and/or halo illuminated channel sections. If using push through acrylic, it must have polished edges and vinyl applied to the face of the acrylic.
3. Exterior returns of building sign letters to be coated with Mathew's System Polyurethane (Dark Brown). Interior of letters to be coated white. Trim cap to be medium bronze. Corporate colors with registered trademarks are acceptable, subject to compatibility with building colors and architecture and subject to Landlord and City approval. No garish or excessively bright colors for typefaces will be allowed. Typeface colors must be compatible with building architecture and building colors and must be approved by the Landlord and the City.
4. Building sign copy shall consist of business name and optional secondary copy. Logos are acceptable when used in conjunction with the business or tenant name, as long as the logo symbol comprises not more than 25% of the total sign area.
5. All building signs shall be installed within the "Sign Mounting Areas" that are depicted in Appendix 1. For Sign Areas 1, 2, 4, 5, and 6, the letters and logos shall not exceed 20" in height (whether 1 or 2 lines). For Sign Area 3, being a narrower space, the letters and logos shall not exceed 12" in height (whether 1 or 2 lines). And for Sign Area 7, also consisting of a shorter space, the letters and logos shall be no higher than 16" (whether 1 or 2 lines). In addition, all signs shall be horizontally centered within the appurtenant Sign Mounting Areas and shall have at least 5" of blank space on each of the two sides. All Sign Mounting Areas not occupied by building signage shall maintain the appurtenant building color (not a business- or tenant-associated color).



6. A variety of typestyles and logo images for building signs will be implemented in order to add a distinct flavor to each tenant sign. Recognized logos and logotypes will be allowed, subject to compatibility with building colors and architecture and subject to Landlord and City approval.

C. General Provisions and Construction Requirements

1. In addition to the maximum permitted signage sizes specified herein, all signs, typography, and colors shall appear balanced and proportionate to the underlying sign space, to other signs on the building, and to the building as a whole. All signs shall fit comfortably into the designated spaces, leaving sufficient blank wall spaces on all four sides.
2. All sign fabrication work shall be of excellent quality. Signs must be constructed from .040, .063 and .080 aluminum. Each letter and section is to be etch-primed before a finish coat is applied. All logo images and typestyles shall be accurately reproduced. The landlord reserves the right to reject any work deemed to be below standard.
3. Channel letters and logo sections to have a depth return of 3- 1/2"
4. All electrical components must match the exact specifications of the approved signage design and plans.
5. Surface brightness and halo effect, if applicable, of each letter and section shall be consistent. All illumination is to be provided by LED (Low Voltage Systems). Under no circumstances shall any light from any sign produce excessive glare onto the surrounding area. Weep holes shall be semi-circular punched, with the open area facing the building.
6. All letters and sections are to have a 3" deep backer panel/raceway to house and conceal all wiring other than the primary electrical. Backer panels/raceways are to be painted the same building color on which the backer panel raceway is installed. Shapes of panels may vary to aesthetically fit with the signage and building. There must be no penetrations other than the mounting holes and the primary power.
7. No exposed conduit or crossovers will be allowed.
8. Underwriter's Laboratory-approved labels shall be affixed to the top of all electrical fixtures. The fabrication and installation of all electrical signs shall comply with all national and local building and electrical codes.
9. Penetrations into building walls, where required, shall be made waterproof.

10. In addition, each business shall be permitted one non-illuminated pedestrian-orientated, hanging type sign. The sign will be suspended perpendicular to the building using a decorative scroll bracket per Appendix 2. Such sign will be a maximum 2 feet wide by 2 feet high and placed above or within one foot of the main entrance. The bottom of the sign will be at least 8 feet from the sidewalk. Sign material shall be a composite material, such as Dibond<sup>®</sup>, Max Metal<sup>®</sup> or the equivalent. (This material is comprised of two pre-painted sheets of .012" aluminum with a solid polyethylene core.) The face shall be printed on cast-type vinyl with a protective clear laminate. No cut vinyl materials shall be allowed. Please see Appendix 2.
11. Permanent decals and back hung LED-type pre-made signs, such as indicating "OPEN," are allowed on windows and doors, up to a total of 20% of the appurtenant window or door area. These signs as well as any decals shall be professionally prepared, shall consist of a design and colors that conform to building colors and architecture, and must be installed in a conventional, tasteful manner.
12. All signage components shall have the written approval of the Landlord and the city.

## **TEMPORARY SIGNS**

Temporary banners such as 'GRAND OPENING' are allowed, subject to applicable City requirements and City approval. The banners must be professionally designed and installed. No hand-drawn signs will be allowed. A total of 90 days per calendar year is the maximum period that a temporary sign may be displayed.

## **PROHIBITED SIGNS**

Paper, cardboard, or Styrofoam signs or stickers  
Exposed fastenings  
A-Frame type signs  
Animated signs or other moving sign components  
Roof- mounted signs  
Advertising devices such as attraction boards, posters, flags, and balloons  
Any sign form or type not specifically allowed by these criteria  
Hand-painted window graphics  
Any sign not allowed by the City of Covina



# APPENDIX 1

## SIGN MOUNTING AREAS MASTER PLAN



Sign mounting areas are identified here in red for illustrative purposes only. As noted in this criteria, all sign mounting areas not displaying signage must maintain building color.



1



A

B





2

96 in

72.43 in

SignArea

30 in

3

196 in

152.39 in

The Tech Store

12 in

15.5 in

4

96 in

72.43 in

SignArea

30 in



Sign Area

The Tech Store

Sign Area

Sign



5

96 in

72.43 in

SignArea

12 in

30 in

C

6

96 in

72.43 in

SignArea

15.73 in

30 in

D



7





# APPENDIX 2

