

\* This revised sign criteria amends but does not replace the original sign program (see cond. #A-4 here. a.c. 6-15-06 → #46 (over))

File (4)  
see p.2 →



# CITY OF COVINA

125 East College Street • Covina, California 91723-2199

Community Development Department  
Planning Division

Telephone (626) 858-7231  
Fax (626)-858-5556

## NOTICE OF SITE PLAN REVIEW APPLICATION APPROVAL

June 15, 2006

Mr. Mike McCormack  
Continental Neon and Plastic Signs, Inc.  
14839 Calvert St.  
Van Nuys, CA 91411

**SUBJECT: APPLICATION SITE PLAN REVIEW (SPR) 06-066  
PROPOSED AMENDMENT TO COORDINATED SIGN PROGRAM AT  
COVINA VILLAGE COMMUNITY SHOPPING CENTER AT 501-621 NORTH  
AZUSA AVENUE**

Dear Mike:

The City of Covina Community Development Department, Planning Division has reviewed your submitted plans to amend the coordinated Sign Program for the Covina Village community shopping center at 501-621 North Azusa Avenue. The modification to the Sign Program would require that all new principal building signs installed on the frontages of the business be comprised of channel letters that meet a certain design criteria. The new signs would follow a recent minor design change and painting of the vertical, stuccoed portion of the mansard roof elements.

The Planning Division staff hereby approves your proposal for a modification to the coordinated Sign Program, subject to the conditions that are listed below. We believe that the new building signage and the related property improvements would represent an upgrade to the appearance of the commercial center, which furthers City policies on commercial revitalization and economic development. And we thank you and the property owners for your cooperation and understanding during the review of the Site Plan Review application. You may now proceed to pull your sign and any other required permits (as determined by the Building and Safety Division) to erect the desired building signage.

The approval that has been granted herein is subject to the following conditions:

*\* Also see plan at end of this criteria.*

**A. GENERAL ITEMS**

- ✓ 1. The approved Sign Program shall require that any primary building signage installed on the frontages of the businesses consist of individually- and internally-illuminated aluminum channel letter signs. The channel letters shall be at least 5 inches in depth and shall have Plexiglas faces. Any sign cabinets must be subordinate to the channel letter signs and are limited to smaller, ancillary logos or insignias. All building signage (including any logos or insignias) shall be placed and vertically centered on the 24-inch high sign band elements of the vertical, stuccoed portion of the mansard roofs, as depicted on the approved project plans. In addition, the channel letter signs and their appurtenances shall conform to the following design criteria:
- A. No more than 1 channel letter sign may be installed on any occupancy frontage of any business or commercial space. "Occupancy frontage" is defined as the side of an individual tenant space within a building or group of buildings that faces a dedicated street or an on-site public parking area.
  - B. The single permitted channel letter sign (including any logos or insignias) must be horizontally centered on the occupancy frontage on which it is installed and no wider than 80% of the length of the occupancy frontage.
  - C. The single permitted channel letter sign on an occupancy frontage (including any logos or insignias) shall be no higher than 24 inches (for 1 line or a combined height of 2 lines). In addition, the single permitted channel letter sign on an occupancy frontage (including any logos or insignias) for the two larger commercial businesses at 543-A and 543-B North Azusa Avenue shall be no higher than 48 inches (for 1 line or a combined height of two or more lines).
  - D. The faces of the single permitted channel letter sign on an occupancy frontage (including any logos or insignias) shall consist of no more than 4 colors (which may be determined by the individual tenant and/or landlord).
  - E. The sides and trim caps of the single permitted channel letter sign on an occupancy frontage (including any logos or insignias) shall each be bronze or a very similar color (which may be determined by the individual tenant and/or landlord).
  - F. The styles of the letters and any associated logos or insignias of the single permitted channel letter sign on an occupancy frontage may be determined by the individual tenant and/or landlord.
  - G. Exterior raceways may be used for the permitted channel letter signage and any logos or insignias that are addressed herein only if 1) the raceways are used with all channel letter signs in the commercial center and 2) the raceways match the color of the appurtenant stuccoed portions of the mansard roofs.

As of the date of this letter, any existing building signage that does not conform to the criteria that is addressed herein and that has been lawfully erected (which must be determined by valid Planning-related documentation and/or Building-related permits) is

considered to be (legal) non-conforming signage and may continue to exist indefinitely. However, any changes to this signage shall conform to the aforementioned criteria.

2. The two signs concerning what is shown on the submitted plans as a video rental business shall be modified to reflect the recent permanent partitioning of that commercial space. Currently, the video business occupies the eastern 37-foot wide section (617 North Azusa) of the former 80-foot wide space. The future use of the western 43-foot wide area (615 North Azusa) is unknown to City staff.
3. Separate sign permits shall be obtained for each business prior to the initial installation of and any subsequent changes to the permitted signage that has been approved under this application or the modified Sign Program. The sign permits shall be obtained from the Building and Safety Division, and the permits must first be signed by Planning. All building, electrical, and any other applicable requirements of Building and Safety must be met. In addition, the recent stuccoing and possibly other work associated with the removal of the previous built-in sign cabinets on the mansard roof elements may further require permits from Building. Please therefore consult with the Building staff in advance of the sign permit submittals to ensure that all code provisions and requirements will be met.
4. This Site Plan Review application amends but does not replace the existing Sign Program of the overall Covina Village community shopping center. Provisions of the Sign Program that have not been superseded by this Site Plan Review application (e.g., concerning under-canopy signs and sign plan review requirements) remain applicable.
5. In addition to the channel letter signage that has been addressed under this application and the under-canopy signs that would continue to be permitted under the Sign Program, each business may have window signage, subject to the provisions of Sections 17.42.100.E and 17.74.020.HH of the Covina Municipal Code. These provisions generally allow for permanent, attractive signs that are placed or hung near a window and aggregately do not cover more than 20% of the total window area of the business.
6. All existing and any proposed freestanding and monument signage on the shopping center site shall continue to conform to the applicable provisions of Section 17.42.100 of the Covina Municipal Code, any previously-granted zoning entitlements, and/or any Redevelopment Agency agreements.
7. All temporary signage on the property must conform to the provisions of Section 17.74.055 of the Covina Municipal Code.
8. Approval of this application shall not waive compliance with other provisions of the Covina Municipal Code or the Covina Design Guidelines that have not been addressed herein or with and any other applicable ordinances, laws, statutes, or regulations applicable to the development and improvements thereof that are in effect at the time of and following sign permit issuance.
9. The subject property shall be developed, maintained, and operated in full compliance with the conditions of this grant and any law, statute, ordinance, or other regulation applicable to any development component or activity on the subject property. Failure of the applicant or property owner to cease any development or activity not in full compliance shall be a violation of these conditions.

10. All construction activities shall conform to the Covina Noise Ordinance, which restricts construction prior to 7:00 a.m., after 8:00 p.m., and on Sundays and legal holidays.
11. Under the California Environmental Quality Act (CEQA), the project is categorically exempt from environmental review. If a Notice of Exemption is filed with the City, 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.
12. Site Plan Review approval and related improvements not acted upon within one (1) year after the date of this letter of application approval shall be considered void. The applicant may request a single one-year extension of approval prior to that date.
13. The site, building, and signage improvements shall be maintained in a sound, healthy, and attractive condition, free of weeds, dead landscaping, broken features, visible deterioration, graffiti, and/or other conditions that violate the Covina Municipal Code. The City may require that the property owner(s) pay the actual and reasonable cost for code compliance services needed to address problem conditions.
14. The City staff shall have the right of entry to inspect the premises to verify compliance with these conditions of approval and the Covina Municipal Code and the Covina Design Guidelines at any time.

**B. PRIOR TO FINAL APPROVAL OF THE LAST SIGN PERMIT FOR SIGNAGE  
ADDRESSED UNDER THIS APPLICATION**

1. **All signage and building improvements must be developed in accordance with the approved plans and related documentation on file with the Planning and Building Divisions as well as with these conditions of approval.**
2. **The currently broken under-canopy signs shall be completely repaired and, in accordance with the continuing Sign Program of the shopping center, under-canopy signs shall be installed at all businesses where such signs are presently missing.**
3. All improvements shall be constructed and installed in a good workmanlike manner, consistent with the standard best practices of the subject trades and in a manner acceptable to the City.
4. The project site must be clean and free of trash and construction debris, and all construction equipment must be removed from the property.
5. Any broken, damaged, or blighted features of the property shall be repaired, replaced, or removed.
6. The applicant must be in compliance with all of the requirements listed herein as well as with any requirements determined during the Plan Check process of the Building Division concerning each sign permit request.

Again, the proposed type of signage that has been approved under this Site Plan Review application relating to the modification of the Sign Program of the Covina Village commercial center

should be a major enhancement to and bolster the vitality of the property. The Planning Division staff wishes you and the property owners well with subsequent sign permit issuance and sign installation.

**Please note the above requirements, and then submit and obtain approval of the necessary permits and associated plans to enable you to commence sign installation, as previously indicated.**

If you have any questions or need further information, feel free to contact the Planning Division staff at (626) 858-7231.

Sincerely,



Alan Carter  
Associate Planner

CC: Michael Marquez, Community Development Director  
Jeff Kugel, Assistant Community Development Director  
Kyle Randall, Building Official  
Flent McClain, Building and Code Enforcement Coordinator  
Mr. Robert Navi, P & M Distributors, 2345 E. 52<sup>nd</sup> Street, Vernon, CA, 90058

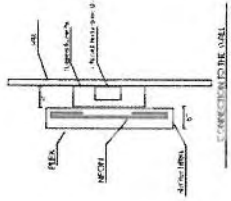
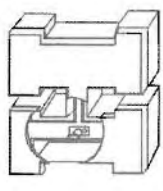


[ 24" ] **SUDZ COIN-OP LAUNDRY** [ 20" ]

[ 24" ] **99c DOLLAR MART** [ 20" ]

[ 24" ] *Modern Nail & Spa* [ 20" ]

[ 24" ] **A2Z VITAMINS** [ 20" ]



#49 - EXAMPLE OF ACCEPTABLE SIGNAGE

Address :  
 Name :  
 Name :