

SIGN CRITERIA

Site Plan Review

For initially-
approved plans,
see appurtenant
SPR and general
sign permit Etes.
a.c.

* Sign criteria/
program per
information and
annotations noted
herein and all
conditions of
SPR 10-023 letter
dated 10-12-10
(attached).

CITRUS & ROWLAND

535-575 South Citrus Avenue
COVINA, CALIFORNIA

A DEVELOPMENT OF:
Camden Holdings, LLC
344 S. Spalding Drive, Suite 2
Beverly Hills, CA 90212

Prepared By
CNP Signs & Graphics
4530 Mission Gorge Place
San Diego, Ca. 92120
619-283-2191
Mr. Roy Flahive

CITRUS & ROWLAND
COVINA, CALIFORNIA

SIGN CRITERIA

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A. INTRODUCTION

The intent of these criteria is to establish guidelines and standards for the configuration, fabrication, installation and operation of tenant signage at properties that are owned and operated by the Landlord and to achieve a uniformity of design that is consistent with the building design and architecture.

Compliance with these regulations insures the tenant of a sign that meets industry standards of materials, and fabrication. It insures the center's owners of properly installed signage and in addition, a center free of poorly designed, fabricated and installed signs. Any non-conforming signs shall be removed by the tenant or their sign contractor at their expense upon demand by the Landlord. Exceptions to these standards shall be reviewed by the Landlord. The Landlord shall retain full rights of approval of any sign used in the center.

Signage shall be provided for the identification of the center and its tenants, as well as to meet the directional and identification needs of shoppers once they have entered the site.

B. SUBMISSION REQUIREMENTS

This criteria should be given to the sign contractor to serve as a guide in preparing your design and cost estimates. All site signage shall conform to the City of Covina Signage Ordinance, unless otherwise provided for in these guidelines.

The sign contractor must submit four (4) copies of their fabrication drawings to the offices of Camden Holdings, LLC for approval. These drawings must show:

1. The sign in elevation of the full extent of the storefront
2. Specification of materials and colors in the sign
3. Section drawings to fully describe the methods of assembly and electrical components used and the attachment method utilized.

These drawings should be sent to the offices of the Landlord at Camden Holdings, LLC, 344 S. Spalding Drive, Suite 2, Beverly Hills, CA 90212. Telephone: (310) 556-5646 FAX: (310) 556-0176

After receiving written approval from the developer of these drawings and all sign types, tenant shall secure the appropriate permits from the City of Covina, prior to installation.

C. TENANT RESPONSIBILITIES, LIMITATIONS, LIABILITIES

1. All tenants must have a sign that conforms with this Signage Criteria, which could change from time to time.
2. The tenant shall be responsible for the sign and its erection, unless provided for otherwise in the lease agreement.
3. No sign may be erected on the buildings or property without first securing written approval of the Landlord and the City of Covina.
4. All permits that are required by local building or sign codes shall be obtained by the tenant or their sign contractor.
5. All costs for permitting, fabrication, and installation of signs shall be borne by the tenant (including final connection, transformers and all other labor and materials) and maintenance.
6. Sign messages shall consist of tenant name and/or logo; description of services, symbols, product names, or merchandise trade names, is allowed as outlined in the attached exhibits.
7. Cabinet signs are allowed; they are to be proportional to the wall they are being attached to and conform to the associated approved plans *→ (see also Section F4 below).*
8. Flashing, intermittent, rotating or moving lighting or lights within signs are prohibited. Sign lights shall emit a light of constant intensity and shall not be directed towards a public street, sidewalk, or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.
9. Exposed neon is prohibited, without the landlord's written permission.
10. Portable or trailer signs are prohibited.
11. "COMING SOON" signs such as decals or window posters must be coordinated with and approved by the Landlord and shall comply with the City of Covina temporary sign regulations.
12. The tenant will be held liable for all costs required to remove and/or correct signs, sign installations and damage to buildings caused by signs, installations and removal of signs which do not conform to this criteria.
13. Temporary wall signs, pennants, banners or flags, and inflatable displays are subject to Landlord approval and shall comply with the City of Covina temporary sign regulations. No Sandwich-Boards or A-Frame signs will be allowed.

14. Temporary window signage for special or seasonal sales is subject to Landlord approval and shall comply with the City of Covina temporary sign regulations.
15. Any signs prohibited by these criteria will be removed by the Landlord at the expense of the tenant.

D. GENERAL SIGN SPECIFICATIONS

1. No exposed raceways, crossovers, conduits, conductors, transformers, tubing, junction boxes, lamps, etc. shall be permitted unless it makes an intentional statement and is subject to Landlord approval.
2. All signage content or lettering shall not exceed 74 inches in height (including Ascender, Descender and/or logos and appurtenances) for all lines or rows.
3. All signs and their installation must comply with UL requirements, all local building and electrical codes and bear a UL label placed in an inconspicuous location, and shall conform to guidelines shown in attached typical sign mounting detail. Tenant shall pay for electrical service to the sign.
4. Permanent window signs shall not exceed twenty-five percent of the total window area and shall be limited to the business name, hours of operation and identification of the products sold or services offered. Lettering height shall not exceed (9) inches in height. Hours of business and emergency telephone number shall not exceed 12" x 12". The number and letter type shall be the Tenant's choice and Landlord approval.
5. General freestanding directional signage shall be permitted as outlined in Key Plan. *Such* signage shall be no larger than 16 square feet and no higher than 4 ft., plus, it must be sited and installed in a safe and functional manner and meeting all requirements of the City of Covina.

E. ILLUMINATED LETTER and/or LOGO SIGN SPECIFICATIONS

1. Wall signs shall be attached to the building or fascia in designated areas only. Individual channel letter signs are to be installed per associated approved plans. The channel letters shall be constructed of metal or aluminum with minimum 1/8 inch thick Plexiglas faces and fastened to the metal in an approved manner.
2. Total letter and/or logo height shall not exceed 74 inches for all lines or rows.
3. Total wall signage per building (excluding drive-through canopy for CVS), shall not exceed 350 square feet (including all sign-related appurtenances).
4. The "copy" (letter type), logos and their respective colors shall be submitted to the landlord for approval prior to fabrication.

5. Wording of Tenant signage is limited to the Tenant's trade name and logo(s). Each Tenant's customary signature or logo, hallmark, insignia or other trademark will be respected.
6. Internal illumination may be accomplished with neon and/or LED's, in accordance with the City of Covina Codes/Ordinances and the National Electrical Code (NEC).
7. All letters and/or logos shall have appropriate service access to lamps, ballasts and wiring.
8. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
9. Upon removal of any sign, the building or wall surface shall be patched, textured, sealed and painted to match its original condition and shall be performed at tenant's expense.
10. All neon tubing must be fully concealed within the letter and/or logo to not be visible to the public.
11. Drive-Through canopy for CVS shall be permitted, directional type signage in accordance with the details shown on the associated approved plans.

F. PROHIBITED SIGNAGE AND SIGNAGE COMPONENT RESTRICTIONS

1. Signs Constituting a Traffic Hazard:
No person shall install, maintain, or cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or any other symbols or characters in such manner to interfere with, mislead or confuse traffic.
2. Immoral or Unlawful Advertising:
It shall be unlawful for any person to exhibit, post, display, or cause to be exhibited, posted, or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity in landlord's sole opinion or in violation of general signage provisions of the Covina Municipal Code.
3. Signs on Doors and Windows:
No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign shall be placed on the exterior of the premises except as permitted herein. No sign of any kind shall be attached to a standpipe except those signs as required by code or ordinance.
4. Animated or Moving Signs:
Signs consisting of any moving, swinging, rotating, flashing or otherwise animated light are prohibited; with the exception of the displaying and changing of messages on the Electronic Message Board of the pylon sign in a manner that conforms to stated City of Covina requirements.

5. Off Premise Signs:

Any sign advertising goods or services, not sold or displayed at the center, will be considered to be an off premise sign and are subject to Landlord's written approval and approval by the City of Covina. Any unauthorized off-premise sign may be removed without notice by the Landlord at Tenant's expense.

6. Vehicle Signs:

Signs, parking lot fliers on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, are prohibited.

7. Any sign located on the roof or projecting above the roofline of a building is prohibited.

8. Permanent advertising devices such as attraction boards, posters, banners and flags, except where specifically approved by the Landlord and the City, are prohibited.

9. Paper, cardboard or Styrofoam signs, stickers or decals hung around, on or behind storefronts are prohibited.

10. Exposed fastening devices, unless integral to the signs' design intent, are prohibited.

11. Signs of any type located in or encroaching into the public right-of-way are prohibited.

G. KEY PLAN – See associated approved sign plans.

H. MULTI-TENANT PYLON SIGN:

(1) Internally illuminated, double-face, multi-tenant sign

General location as shown in Key Plan, on the south-east corner and installed in a manner that would not obstruct driver visibility or in any way constitute a potential safety hazard between drivers and pedestrians and that would meet applicable requirements of the City of Covina.

1. **SIZE AND HEIGHT:**

Copy Area Not to exceed 105 sq. ft. (per side) and 25 ft. Overall Height

2. **MATERIALS:**

Exterior materials of principal structural components of sign may be comprised of E.I.F.S. components, texture coated aluminum, and/or similar elements. Sign is to have finishes to visually and aesthetically conform to the attached sign details and conceptual signage. Furthermore, structural/design features of pylon sign shall conform to all applicable building codes.

3. **INSTALLATION:**

Final electrical hookup shall be performed by a licensed contractor. All signage installation shall be in accordance with the City of Covina Codes and Ordinances, and the National Electric Code. Power supplies to be located inside the pylon sign base.

I. **MONUMENT SIGNS:**

(2) Internally illuminated, double-face, multi-tenant signs

General locations as shown in Key Plan, on the North- East and South-West corners and installed in a manner that would not obstruct driver visibility or in any way constitute a potential safety hazard between drivers and pedestrians and that would meet applicable requirements of the City of Covina.

1. **SIZE AND HEIGHT:**

Copy Area Not to exceed 20 sq. ft. (per side) and 6 ft. Overall Height

2. **MATERIALS:**

Exterior materials of principal structural components of sign may be comprised of E.I.F.S. components, texture coated aluminum, and/or similar elements. Sign is to have finishes to visually and aesthetically conform to the attached sign details and conceptual signage. Furthermore, structural/design features of monument signs shall conform to all applicable building codes.

3. **INSTALLATION:**

Final electrical hookup shall be performed by a licensed contractor. All signage installation shall be in accordance with the City of Covina Codes and Ordinances, and the National Electric Code. Power supplies to be located inside the pylon sign base.

J. **SECONDARY FREESTANDING SIGNS:**

General locations as shown on Key Plan and installed in a manner that would not obstruct driver visibility or in any way constitute a potential safety hazard between drivers and pedestrians and that would meet applicable requirements of the City of Covina.

1. (1) internally illuminated, single-face, Preview Menu Board, JIB
2. (1) Internally illuminated, single-face, Speaker Menu Board, JIB
3. (1) Non-Illuminated Height Detector, JIB
4. (2) General Directional Sign, JIB
5. (3) General Directional Sign, CVS



CITY OF COVINA

125 East College Street • Covina, California 91723-2199

Community Development Department
Planning Division

Telephone (626) 384-5450
Fax (626) 384-5479

NOTICE OF SITE PLAN REVIEW APPLICATION APPROVAL

October 12, 2010

Mr. Tobi Miller
Camden Holdings
344 S. Spaulding Drive, Suite #2
Beverly Hills, CA 90212

SUBJECT: APPLICATION SITE PLAN REVIEW (SPR) 10-023
PROPOSED COORDINATED SIGN PROGRAM FOR CVS-JIB
DEVELOPMENTS 535 – 575 SOUTH CITRUS AVENUE

Dear Tobi:

The City of Covina Community Development Department, Planning Division has reviewed the submitted plans to establish a coordinated sign program to accommodate the new CVS pharmacy and Jack In The Box restaurants at your commercial site at 535-575 South Citrus Avenue. The proposed sign program is promulgated under Section 17.74.050.B of the Covina Municipal Code and under Section VIII.F of the Covina Design Guidelines. The purpose of a sign program is generally to establish standards for the fabrication, installation, and operation of tenant signage at newly developed or refurbished properties with unique features to achieve a uniformity of design that is consistent with the underlying building architecture and style and that meets the intent of the sign-related codes of the applicable jurisdiction.

The Planning Division staff hereby approves the coordinated sign program, subject to the conditions that are listed below. You and your associates may now begin the sign permit issuance process a) by providing to the Building Division the plans that were previously submitted to the Planning Division and that have now been stamped and approved by Planning and b) any further required plans and information that the Building Division will need to perform its structure- and electrical-focused review.

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

A. GENERAL ITEMS

1. The approved sign program shall permit the installation of one pylon sign, two monument signs, multiple building signs, multiple marquee panels, and multiple directional signs on the overall commercial site. The particulars and appearance of the approved signage, including, but not limited to, location, size, height, style, materials, illumination, colors, copy area contents, and appurtenances, shall conform to the details and information that are depicted and described in the associated approved sign plans and in the related "Sign Criteria" document (both of which have been stamped and approved by the Covina Planning Division on October 12, 2010). The "Sign Criteria" document and the conditions of approval that are identified herein shall be used as guides in the review of all future (exterior) sign-related proposals concerning the commercial site.
2. Sign permits for the signage that has been approved herein and for subsequent changes shall be obtained from the Public Works Department, Building Division (and the permits must first be signed by Planning) prior to signage installation. In addition, the attached requirements of the Building Division are applicable. Moreover, the conditions of approval noted herein shall be listed and printed upon the face of and included as part of the sign plan submittal that are associated with the follow-up review and approval process of the Building Division.
3. The following requirements of the Public Works Department, Engineering Division are applicable to the freestanding signage (i.e., single pylon sign and two monument signs adjacent to streets): a) if any underground facilities are found around any sign, all underground facilities shall be protected and preserved in place, unless approved otherwise by the Director of Public Works; b) any and all messages that are displayed on the electronic reader board must be programmed so as to not change messages more than once per minute; and c) any and all displayed messages on the electronic reader board must be set to remain static with no visual elements displayed during transitions between messages.
4. In addition to the signage that has been expressly granted under this approval, permanent window signs and temporary signs may be installed on the site, subject to the applicable provisions of Title 17 (Zoning) of the Covina Municipal Code (CMC) and of the Covina Design Guidelines (CDG).
5. All conditions of approval of the underlying zoning-related applications concerning the commercial site, Site Plan Review (SPR) 09-033, Conditional Use Permit (CUP) 09-007, and CUP 09-008, shall remain in effect, except where the conditions of approval have been superseded by the provisions that are addressed under this SPR application/sign program and the associated Sign Criteria document.
6. The street addresses of the site shall remain clear and legible from street view.

7. 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 developments and improvements thereof that are in effect at the time of and following sign permit issuance.
8. The subject property shall be developed, maintained, and operated in full compliance with the conditions of this grant and any law, statute, ordinance, zoning entitlement, 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.
9. 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.
10. 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.
11. The Site Plan Review (SPR) application approval shall be subject to revocation one year from this date if the construction/installation of the approved signage has not commenced.
12. 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.
13. 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 SIGNAGE INSTALLATION

1. All site, building, and signage improvements must be developed or installed 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. 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.

3. The project site must be clean and free of trash and construction debris, and all construction equipment must be removed from the property.
4. Any broken, damaged, or blighted features of the property that have occurred as a result of the project, such as damaged landscaping and/or irrigation elements or building features, shall be repaired, replaced, or removed in accordance with applicable requirements concerning and/or the approved plans for the appurtenant overall development.

The proposed signage that has been approved under this application/sign program should nicely complement the new building and the associated improvements of the two developments. Furthermore, the design of the signs would meet the intent of the Covina Municipal Code and the Covina Design Guidelines. The Planning Division staff wishes you and all others associated with the properties well with subsequent sign permit issuance and signage installation, and we hope that the signage addresses all business-related needs.

Please note the above requirements, particularly those concerning sign permit issuance. As previously indicated, you and your associates may now submit the project plans to the Building Division for permit issuance. **Please also ensure that any sign representatives make an appointment with the project planner roughly twenty-four hours in advance of the desired submittal date.**

If you have any questions or need further information on this letter, feel free to contact the undersigned at (626) 384-5454.

Sincerely,



Alan Carter
Associate Planner

ATTACHMENT:


CC: Robert Neiuber, Director of Community Development
Shelby Williams, City Planner
Steve Henley, Director of Public Works
Kyle Randall, Building Official
Flent McClain, Building and Code Enforcement Coordinator
Roy Flahive, CNP Signs and Graphics, 4530 Mission Gorge Place, San Diego, CA, 92120
Cristina Gibson, CNP Signs and Graphics, 4530 Mission Gorge Place, San Diego, CA, 92120
Theresa Heitkamp, Coast Sign Incorporated, 1500 West Embassy Street, Anaheim, CA, 92802



CITY OF COVINA

INTER-OFFICE MEMORANDUM

To: Planning Division

From: Flent Mc Clain, Deputy Building Official 

Date: July 21, 2010

Subject: SPR 10-023

Project Address: 535-575 South Citrus Avenue

After you have successfully completed the Planning Division's Site Plan Review process, your plans should be ready for submitting to the Building Section for review of State and local Building Code requirements. Please be prepared to submit the following:

- ◆ Please submit two sets of complete plans; these sets shall be "**stamped approved**" by the Covina Planning Division and include the Building Section's comments for consultant review. This project must comply with the 2007 California Building Standards. Additional structural and lateral design details will be required at Building Section submittal.
- ◆ Two sets of the original structural calculations shall be submitted with the above mentioned plans. Structural calculations must be sealed and signed by the responsible design professional.
- ◆ The Covina Engineering Section must approve your plans prior to permit issuance. They may be reached at 626-384-5490 for any additional requirements.
- ◆ Construction activity within 500' of a residential zone is prohibited between the hours of 8:00pm and 7:00am and on Sundays and Holidays unless otherwise permitted by the City.
- ◆ The Building Section plan check process may address additional concerns.