AGENDA
SPECIAL MEETING
LA PUENTE PLANNING COMMISSION AND
DEVELOPMENT REVIEW BOARD
CITY HALL COUNCIL CHAMBERS
15900 E. MAIN STREET, LA PUENTE
January 12, 2012
7:00 P.M.

CALL TO ORDER:

ROLL CALL: Commissioners: Brown, Costea, Duarte, Klinakis, Young
Board Members: Brown, Costea, Duarte, Klinakis, Young

PLEDGE OF ALLEGIANCE:

ORAL COMMUNICATIONS FOR THE PLANNING COMMISSION AND THE DEVELOPMENT REVIEW BOARD:

If you wish to address the Planning Commission or the Development Review Board on a matter other than a public hearing matter please complete the Request for Oral Presentation form and submit it to the Planning Commission/Board Secretary prior to the conclusion of the first speaker's remarks. (Ordinance No. 96-735)

MINUTES OF PREVIOUS PLANNING COMMISSION AND DEVELOPMENT REVIEW BOARD MEETING:

1. Reading of the minutes of the Planning Commission/Development Review Board meeting of November 2, 2011.

Staff Recommendation: Approve as presented.

RECESS THE DEVELOPMENT REVIEW BOARD

PUBLIC HEARINGS BEFORE THE PLANNING COMMISSION: None.

RECESS THE PLANNING COMMISSION AND RECONVENE THE DEVELOPMENT REVIEW BOARD:

UNFINISHED BUSINESS BEFORE THE DEVELOPMENT REVIEW BOARD: None
NEW BUSINESS BEFORE THE DEVELOPMENT REVIEW BOARD:

2. **SIGN PLAN APPLICATION NO. 1093 –** Consideration of a resolution approving a Sign Plan Application for a Master Sign Program for a commercial development located at 1255-1313 N. Hacienda Boulevard and 15125, 15217, 15225 Fairgrove Avenue La Puente, California.

Staff Recommendation: Staff recommends that the Development Review Board adopt a resolution approving Sign Plan Application No. 1093 and direct Staff to file the Notice of Exemption.

3. **SIGN PLAN APPLICATION NO. 1094 –** Consideration of a resolution approving a Sign Plan Application for an update of a Master Sign Program for a commercial development located at 1733-1809 N. Hacienda Boulevard La Puente, California.

Staff Recommendation: Staff recommends that the Development Review Board adopt a resolution approving Sign Plan Application No. 1094 and direct Staff to file the Notice of Exemption.

4. **SIGN PLAN APPLICATION NO. 1095 –** Consideration of a resolution approving a Sign Plan Application for a Master Sign Program for a commercial development located at 737-747 Glendora Avenue La Puente, California.

Staff Recommendation: Staff recommends that the Development Review Board adopt a resolution approving Sign Plan Application No. 1095 and direct Staff to file the Notice of Exemption.

RECONVENE THE PLANNING COMMISSION

UNFINISHED BUSINESS BEFORE THE PLANNING COMMISSION: None

NEW BUSINESS BEFORE THE PLANNING COMMISSION: None

ORAL COMMENTS FROM THE COMMISSION/ BOARD:

ORAL COMMENTS FROM STAFF:

ADJOURNMENT:

Copies of reports relating to items on the Agenda are available for public inspection or purchase at City Hall. Questions regarding agenda items may be addressed to the Assistant Planner at 626-855-1547. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a City meeting or other services offered by the City, please contact the City Clerk's Office at 626-855-1503. Notification at least 48 hours prior to the meeting or time when services are needed will assist City Staff in assuring that reasonable arrangements can be made to provide accessibility to the meeting or service.

CITY OF LA PUENTE

PLANNING COMMISSION AND DEVELOPMENT REVIEW BOARD

MINUTES

November 02, 2011

Per *Robert's Rules of Order Newly Revised 10th Edition*, minutes are a record of the actions taken by the body. These minutes do not include a summary of the discussion but only reflect the action taken by the body. A complete audio recording of this meeting is available on the City's website www.lapuente.org

A Regular Meeting of the Planning Commission and Development Review Board of the City of La Puente was held in the Council Chambers of City Hall, 15900 East Main Street, La Puente, California, on 11/02/2011, at 7:00 p.m.

CALL TO ORDER:

Chairman Klinakis called the meeting to order at 7:00 p.m.

ROLL CALL: Commissioners: Brown, Costea, Young, Duarte and Klinakis

Staff Members present: Deputy City Attorney Sparks, Assistant Planner Chow, and Administrative Secretary Ramirez.

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Chairman Klinakis.

ORAL COMMUNICATIONS:

None.

MINUTES OF PREVIOUS PLANNING COMMISSION AND DEVELOPMENT REVIEW BOARD MEETING:

1. Reading of the minutes of the Planning Commission and Development Review Board meeting of August 2, 2011.

Chairman Klinakis moved and Vice Chairman Duarte seconded to approve the Minutes of August 2, 2011 Planning Commission and Development Review Board Meetings:

The motion carried with the following roll call vote:

AYES:	Klinakis, Duarte, Costea, Brown, and Young.
NOES:	None
ABSTAIN:	None
ABSENT:	None

RECESS THE DEVELOPMENT REVIEW BOARD

PUBLIC HEARINGS:

2. ZONE CHANGE APPLICATION NO. 332 - Consideration of a resolution recommending that the City Council approve Zone Change No. 332, and adopt an ordinance amending Chapter 10.12 of the Municipal Code to change the zoning designation from R-1 (one family residential) to R-3 (multiple-family residential) for real property located at 1111 Larimore Avenue, La Puente, California.

Assistant Planner Chow presented the report.

Chairman Klinakis asked in regards to the General Plan Zone designation.

Deputy City Attorney Sparks gave a brief description of Government Code Section 65860 the Zoning and the General Plan must be consistent.

Commissioner Costea questioned who pays for larger sewer and water pipes when additional dwellings are added to a parcel.

Assistant Planner responded that the applicant or developer must pay the sewer impact fees as well as connection fees with the county.

Commissioner Young stated that on his visit to the proposed zone change property that he noticed a large presence of police activity, due to his concerns regarding crime in the area. Commissioner Young wanted to table the item.

Deputy City Attorney Sparks stated that before a motion is made the public hearing must first be opened. Also there was not a development plan or permit before the Planning Commission and there was not a plan of how the property would be developed.

Assistant Planner Chow stated that the applicant had not submitted any plans for development.

Chairman Klinakis opened the public hearing at 7:14 p.m.

Victor Chiu, Representative of the property owner stated that the property in question would not be an apartment building, but most likely a four to five single family housing units.

With no other public speakers, Chairman Klinakis closed the public hearing at 7:16 p.m.

Chairman Klinakis asked what percentage of parcels were zoned R-3 on 1100 block of Larimore Avenue

Assistant Planner Chow responded about 80%.

Discussion ensued on sewer impact and land use policy established in the 2004 General Plan.

Commissioner Young stated he would like to table this item.

Commissioner Young moved, the motion died for a lack of a second.

Chairman Klinakis moved and Vice Chairman Duarte seconded to approve a Resolution recommending that the City Council approve Zone Change No. 332, and adopt an ordinance amending Chapter 10.12 of the Municipal Code to change the Property's zoning designation from R-1 (one family residential) to R-3 (multiple-family residential). The motion carried with the following roll call vote:

AYES:	Klinakis, Duarte, and Costea.
NOES:	Brown and Young.
ABSTAIN:	None
ABSENT:	None

UNFINISHED BUSINESS: None

NEW BUSINESS: None

RECONVENE THE DEVELOPMENT REVIEW BOARD

ORAL COMMENTS FROM COMMISSION:

Vice Chairman Duarte stated that he would like to thank staff and the volunteers for all their hard work that made the Main Street Run at success.

ORAL COMMENTS FROM STAFF:

Assistant Planner Chow stated that she also would like to thank the participants and Legal Counsel for their participation in the Main Street Run.

Chairman Klinakis moved and Commissioner Young seconded to Adjourn: The motion carried with the following roll call vote:

AYES:	Klinakis, Duarte, Costea, Brown, and Young.
NOES:	None
ABSTAIN:	None
ABSENT:	None

ADJOURNMENT:

_____ _____

Secretary, Planning Commission Chairman Klinakis

City of La Puente
DEVELOPMENT REVIEW BOARD
AGENDA REPORT

To: Chairman and Development Review Board For meeting of: January 12, 2012

From: Beth Chow, Assistant Planner Date: January 5, 2011

SUBJECT: SIGN PLAN APPLICATION NO. 1093
1255-1313 N. Hacienda Boulevard
15125, 15217, 15225 Fairgrove Avenue
(Jasmine Real Estate Investments, LLC)

REQUEST

A request to approve a Master Sign Program (Sign Plan Application ("SPA") No. 1093) for a commercial development located at 1255-1313 N. Hacienda Boulevard and 15125, 15217, 15225 Fairgrove Avenue ("Property").

EXHIBITS

A – Location Map
B – Proposed Signs Locations
C – Proposed Monument Signs – Locations B.1 & B.2
D – Proposed Pylon Sign – Location A.1
E – Proposed Directory Sign – Locations C.1 & C.2
F – Proposed Building Sign Elevations – El Super
G – Proposed Building Sign Elevations – Major Tenants
H – Proposed Building Sign Elevations – Minor Tenants & Pad A
I – Master Sign Program
J – Notice of Exemption
K – Resolution

DESCRIPTION OF PROPERTY AND IMPROVEMENTS

The Project is located in the general vicinity of the northwest intersection of Hacienda Boulevard and Fairgrove Avenue. The Property consists of six (6) parcels comprised of 9.85 gross acres with approximately 600 linear feet of street frontage along Hacienda Boulevard and 200 linear feet of street frontage along Fairgrove Avenue (see Exhibit A). The site is generally 480 linear feet deep, is irregularly shaped, and is composed of six (6) separate parcels of land, three (3) parcels fronting Hacienda Boulevard and three (3) parcels fronting Fairgrove Avenue. The front of the Property is fully improved with sidewalk, curb, and gutter.

ANALYSIS

General Plan

The City's General Plan Land Use Element designates the Property for both General Commercial uses (along Hacienda Boulevard) and Medium High Density Residential uses (along Fairgrove Anenue). Title 10 of the La Puente Municipal Code (City's Zoning Ordinance) which is the implementing document for the General Plan, designates the parcels along Hacienda Boulevard as General Commercial (C-2), and the parcels along Fairgrove Avenue as Multi-Family (R-3). The parcels along Fairgrove Avenue will allow for the proposed construction of drive aisles and parking areas as permitted by Section 10.32.010(i) of the La Puente Municipal Code ("LPMC").

Zoning and Land Uses on Surrounding Properties

	Current Zoning	**General Plan Designation**	**Land Use**
Subject Property:	C-2, R-3	General Commercial, Medium High Density Residential	Vacant Commercial Strip, Vacant
North:	C-2	General Commercial	Commercial Development
South (across Fairgrove):	R-1, R-3, C-2	Single Family Residential, Medium High Residential, General Commercial	Single & Multi-Family Dwellings, Community Center
East (across Hacienda):	C-2	General Commercial	Commercial Development
West (City & Unincorporated LA County):	R-3 A-1-6000	Medium High Density Residential, Light Agricultural	Single & Multi-Family Dwellings

Exhibit A – Location Map

Environmental Analysis

An Environmental Assessment form was completed for the proposed Master Sign Program (SPA No. 1093) pursuant to the City's pertinent requirements. Because the project only involves the construction of on-premise signs, which are accessory to commercial structures, the project will not have a significant effect on the environment. The proposed project is therefore exempt from the California Environmental Quality Act ("CEQA") Public Resources Code § 21000 *et seq*.) pursuant to Section 15311(a), (Class 11, Accessory Structures) of the CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations).

BACKGROUND

In August of 2011, the Planning Commission and Development Review Board took actions to approve a new commercial development to include 102,750 square foot shopping center along with 4,200 square feet of drive-thru uses at the Property. However, the approvals did not include or address signage on the Property. The Applicant has filed SPA No. 1093, which includes the proposed Master Sign Program, to address all commercial signs on the Property including freestanding signs and signs on buildings, as required by LPMC §10.74.110 for all multi-tenant commercial developments.

This item was first scheduled for the October 4, 2011 Development Review Board Meeting. However, the evening of the meeting, the Applicant wanted to make changes to the proposed Master Sign Program, which Staff had not reviewed. Consequently, the item was pulled from the agenda to allow Staff time to review the changes proposed for the Master Sign Program.

DISCUSSION

Pursuant to the LPMC, when approving a master sign program, the Board may allow for more flexibility with regard to sign area, and number and/or height of signs, to ensure that the signs are well designed, and architecturally compatible with the development. While Staff has used the LPMC as a guideline for implementing the proposed master sign program, there are some instances where staff recommends deviation from the LPMC to allow for architectural compatibility, and to preserve the design aesthetic of the proposed signs.

Free-Standing Signs

The LPMC §10.74.080(a)(1)(A) limits the number, size, and height of the allowable freestanding signs. The maximum number, size and height of street-oriented freestanding signs shall be based upon the length of the street frontage of the property, center, business park or complex consisting of more than one property but designed and functioning as one development. The following table summarizes the allowable freestanding signage:

Minimum street frontage	Maximum number of sign structures	Maximum sign area/side	Maximum sign height	Type of sign structure support
500 feet	1	250 square feet	25 feet	pylon
	2	200 square feet	20 feet	pylon
	3	125 square feet	15 feet	monument

The length of the street frontage of the Property is 751 linear feet, (133 linear feet along Fairgrove Avenue and 618 linear feet of frontage along Hacienda Boulevard). Generally, the development is permitted the following signage: one pylon sign, not to exceed 250 square feet, with a height of 25 feet; or two pylon signs, not to exceed 200 square feet in area and 20 feet in height; or three monument signs, 125 square feet in area, not to exceed 15 feet in height.

Exhibit C: Proposed Sign Locations

The Applicant has proposed three freestanding signs along the entrances fronting onto Hacienda Boulevard. In all cases, the freestanding signs must be a minimum of 5 feet away from the public right of way as required by LPMC §10.74.080(a)(1)(B). A condition of approval has been added to the resolution to reflect that all free-standing signs meet the minimum distance from the

public right of way. All proposed signs are highlighted with a split face base that incorporates the Property's address, and include spaces for tenant identification, which will be internally illuminated. Above the lettering, there will be inset areas acting as decorative elements, and a slanted cap for the sign, which will be painted to match the trim colors of the development. Staff is recommending, and the Applicant has agreed, to include the planting of annuals to better highlight the signs. A condition of approval to this effect has been included in the resolution.

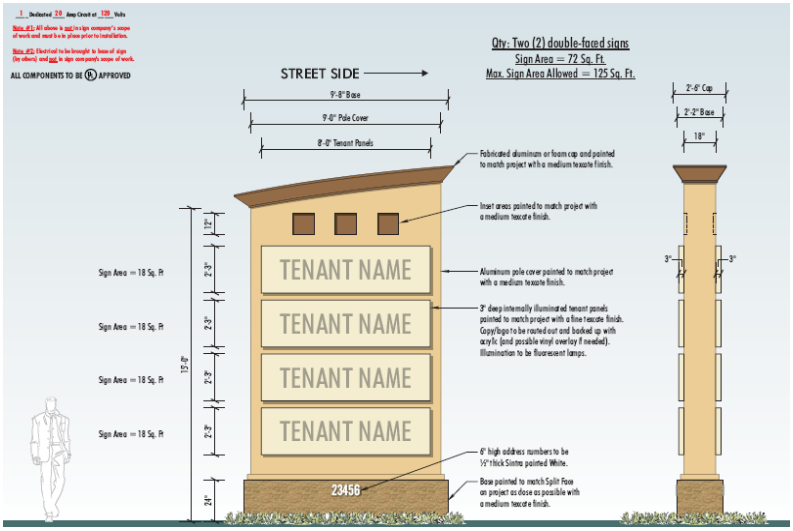


Exhibit C – Proposed Monument Signs – Location B.1 & B.2

There are two different sizes for the proposed free-standing signs. The two (2) smaller signs will be at the north-most and south-most drive entrances along Hacienda Boulevard, while the largest sign is proposed adjacent to the middle drive entrance. All three (3) will be double faced. The two smaller signs are monument signs that are 75 square feet in area and have a maximum height of 15 feet. These two signs will also feature 6" high address numbers to help in way-finding. The largest sign will be a pylon sign with 163.14 square feet in sign area and will have a height of 25 feet, which will contain 8" high address numbers.

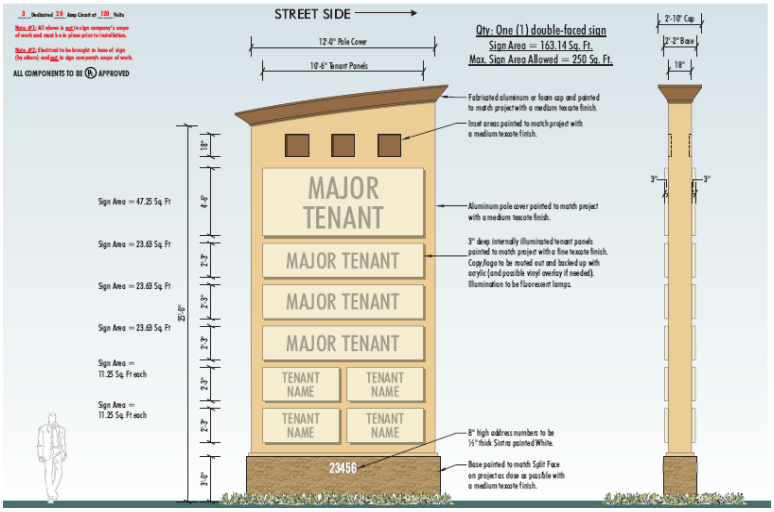


Exhibit D – Proposed Pylon Sign – Location A.1

The Applicant has not included any proposed free-standing signage for the pad building. In the event that a master sign program is approved, any additional free-standing signage would require an amendment to the master sign program.

At this point, the Applicant has requested more flexibility with regard to sign area, and number and/or height of signs, to ensure that the signs are well designed, and architecturally compatible with the development. While the proposed signs are greater in number and sign area as the Municipal Code generally allows, Staff recommends the deviation from the LPMC to allow for architectural compatibility, and to preserve the design aesthetic of the proposed signs to match the approved shopping center.

Directional Signs

The Applicant has proposed two (2) directional signs along Fairgrove Avenue. Directional signs are allowed in all zones, but are limited by height, area, and distance from the public right of way. The directional signs indicate a customer entrance, as well as a delivery entrance. The signs must be located at least 5' from the public right of way. The proposed height of 2'7½" and the proposed area of 1 square feet comply with LPMC § 10.74.060(d). The two signs will be placed near the drive entrances along Fairgrove Avenue, with the western most driveway for delivery entrances and eastern most driveway for customers.

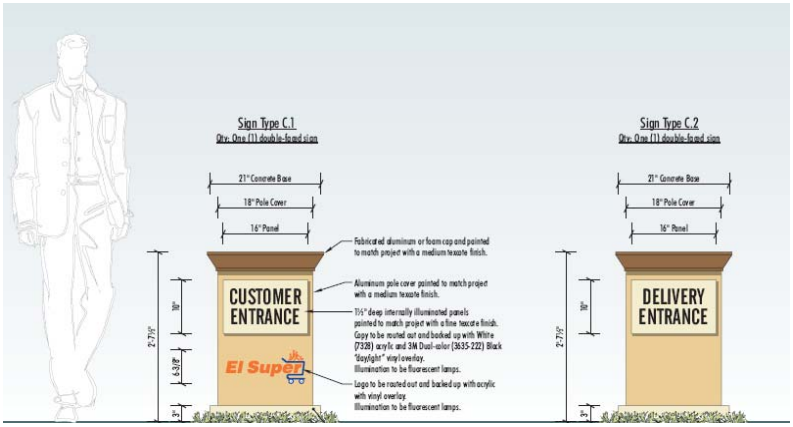


Exhibit E – Proposed Directory Sign – Locations C.1 & C.2

Wall Signs

The Applicant has proposed wall signage for various tenant spaces within the commercial center. However, all tenant spaces will be required to have channel letters or reverse channel letters, which must be internally illuminated. Can signs will be allowed for directional sign usage, as well as corporate or trademarked logos. All wall signage has been classified either as signage for major or minor tenants. Major tenants are those with more than 10,000 square feet of leasable space, while minor tenants are those with up to 9,999 square feet of leasable space.

Major Tenants

The largest tenant, El Super will have specific signage (see Exhibit F). It is proposed that El Super will have two identification signs, one at the entrance, and one at the exit of the tenant

space, as well as a directional can sign at the entrance. The maximum height of the identification signs shall be signs 12' with a maximum length of 28'6". In no case shall the signs exceed 350 square feet in size. Additionally, they will be allowed up to three (3) secondary signs with a maximum height of 18", and not to exceed 21 square feet in area. As proposed, the southerly sign for El Super is a can sign, which is the trademarked logo for the El Super brand. A condition of approval has been added to include specific verbiage for the largest tenant space separately regarding wall signage to allow for greater flexibility within the entire Master Sign Program.

Exhibit F: Proposed Building Sign Elevations – El Super

Exhibit G: Proposed Building Sign Elevations – Major Tenants

Other major tenants (see Exhibit F), will be allowed 5' high channel letter signs, with logos as large as 11' in height, with a maximum area of 200 square feet. The length of the sign cannot exceed seventy-five percent (75%) of the tenant space. Additionally, secondary signs are allowed with a maximum height of 18", and cannot exceed ½ square foot of sign area for each linear foot of leased frontage, with a maximum area of 50 square feet.

Minor Tenants

Minor tenants and the pad tenant will be allowed a 2' high channel letter sign with a 3' high logo with a maximum area of 75 square feet. Each side of the building facing a street or parking lot may have signage. Additionally, the length of the signs cannot exceed seventy-five percent (75%) of the leasehold space.

Exhibit H: Proposed Building Sign Elevations – Minor Tenants & Pad A

Other Signs

Within the Applicant's proposed Master Sign Program are conditions that will be imposed on the tenants, which also address prohibited signs, banners, exempt signs, and accessory signs. The enforcement of those conditions shall be the sole responsibility of the landlord. An enforcement provision has been added to the Master Sign Program to address the issue.

Summary

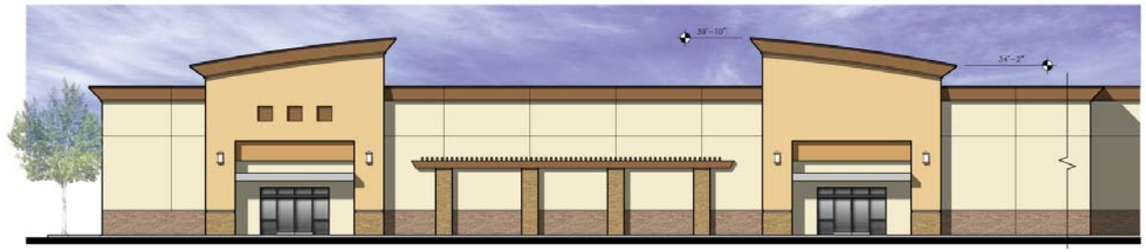
The proposed Master Sign Program (see Exhibit I) addresses free-standing signs, wall signs, as well as temporary and prohibited signs. The proposed program largely follows the regulations set by the Municipal Code while allowing for some flexibility as with the nature of Master Sign Program to better tailor the fit of the program to the development. Overall, Staff finds that the proposed Master Sign Program complies with pertinent requirements of La Puente Municipal Code.

RECOMMENDATION

Staff recommends that the Development Review Board adopt the attached resolution, approving and adopting a Notice of Exemption, and approving Sign Plan Application No. 1093 and Master Sign Plan, subject to the conditions of approval.

LA PUENTE
RETAIL CENTER

Northwest Corner of
Hacienda Blvd. & Fairgrove Ave.
La Puente, CA 91744



SIGN PROGRAM

October 20th, 2011

This is an original unpublished Criteria created by Architectural Design & Signs Inc. It is submitted for your personal use in conjunction with a project being planned for you by Architectural Design & Signs Inc. It is not to be shown to anyone outside your organization nor is it to be used, reproduced, copied or exhibited in any fashion without written permission.

Prepared by:

ADS COMPANIES

EXHIBIT I

LA PUENTE
RETAIL CENTER

DEVELOPER

Charles Company
9034 West Sunset Boulevard
West Hollywood, CA 90069
Tel. 310.247.0900 Fax. 310.247.1525

SIGN CONSULTANT

AD/S Design & Signs
2950 Palisades Drive
Corona, CA 92880
Tel. 951.278.0680 Fax. 951.270.2005

ARCHITECT

RKAA
18662 MacArthur Blvd. - Suite 200
Irvine, CA 92612
Tel. 949.798.3838 Fax. 000.000.0000

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La Puente Retail Center
Sign Program

OBJECTIVE
The intent of this sign program is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the center. Exceptions to these standards shall be reviewed by the Landlord, and the City of La Puente to determine their validity.

General Requirements

Prior to applying for a sign permit, the Tenant shall submit to the Landlord for approval three (3) copies of scaled drawings indicating the size, location, design and color of the proposed sign(s), with manufacturing and installation details and the width of the leased storefront.

Prior to manufacturing, the Tenant shall obtain Landlord approval prior to submitting to the City of La Puente. Once approval has been obtained by the Landlord, the Tenant shall submit to the City of La Puente at least three (3) copies of the Landlord approved sign drawing(s) and obtain a valid sign permit from the City.

The Tenant shall be responsible for all costs for Tenant building signage and Tenant site signage panels, including fabrication of signs, installation (including final connection), permit labor and permit fees.

General Requirements (Cont'd)

Sign contractor will repair any damage caused by his work, and Tenant shall be fully responsible for the operations of his sign contractor(s).

The Tenant's sign contractor(s) will be responsible for clean-up of the area(s) in which work is being done (i.e. leftover trash, wires, dirt, electrical pieces, etc.)

The Landlord shall furnish an electrical outlet for each Tenant. The Landlord shall have control over the hours of illumination of all Tenant building signs.

Upon termination of the lease, the Tenant shall be responsible for removing the sign, patching any holes in fascia, and painting them to match the surrounding wall color in a manner acceptable to the Landlord. If the Tenant has space on a pylon or monument sign, the Tenant will replace the sign panel(s) with a blank panel(s) to match the color and texture.

Any sign on which stains or rust appear, or which become damaged in any way, or which in any manner whatsoever is not properly maintained, shall be promptly repaired by the Tenant at the Tenant's expense. The Landlord may remove and store, at the Tenant's expense, any signs not maintained properly or not in accordance with this sign program.

Glossary of Terms:

MAJOR TENANT - A single tenant with 10,000 square feet or more of leased space.

SHOP/PAD TENANT - A leased space occupied by a single tenant with 9,999 square feet or less of leased space.

Sign Design Guidelines:

Signs shall be designed in a manner compatible with the shape and layout of the architectural features of the building. Signs shall be consistent with the scale and proportions of the building elements within the facade.

Incorporating logos and/or images to enhance the signage identity is encouraged. Designs and colors to be approved by the City of La Puente.

All buildings to have 6" high minimum address numbers. The area required for the numerals shall not be counted towards the maximum permitted sign area.

The sign area shall be calculated by the sum of all copy. In the case of a two-sided sign the area shall be computed using only one side of the sign. Sign supports or uprights should not be included in the calculation of the sign area.

Freestanding sign placement must allow a clear sign triangle for traffic visibility with a minimum setback of five (5) feet from the property line.

WALL SIGNS:
Wall signs shall not have any visible attachments unless the attachments make an intentional statement.

All wall signs shall consist of individual, interior-illuminated, plastic faced metal channel letters. Reverse channel letters are allowed. Channel letters with indirect and direct lighting are also allowed. Can signs will be allowed for directional signage. All other can signs as logos may be allowed on a case by case basis by the Landlord and the City of La Puente, providing it is a registered trademark or symbol commonly used by the applicant.

Wall sign placement must be centered both vertically and horizontally within the sign fascia area. Area of sign not to exceed one (1) square foot of signage per lineal foot of leased frontage per building elevation.

Major Tenants are allowed up to five foot (5'-0") letter height and eleven foot (11'-0") logo height with a total maximum square footage of two hundred (200) square feet allowed. Length of sign not exceed seventy-five percent (75%) of the portion of the facade or building element where it is placed. In addition to the main tenant identification wall sign, secondary signs will be permitted for every fifty (50) linear feet of building wall. The maximum letter height shall not exceed eighteen inches (18") and shall not exceed one-half (½) square foot of sign area for each linear foot of leased frontage per building elevation with a maximum of fifty (50) square feet per each sign.

Major Tenant 'A' (El Super) will be permitted the signage as shown on Page 13 of this sign program.

Shop and Pad Tenants are allowed up to two foot (2'-0") letter height and three foot (3'-0") logo height with a maximum square footage of seventy-five (75) square feet for each building, per street or parking lot frontage. Length of sign not exceed seventy-five percent (75%) of the portion of the facade or building element where it is placed.

FREE STANDING SIGNS:
The minimum size of a single Tenant's portion of such sign shall not be less than twelve (12) square feet in area. The street address number(s) of the property(ies) represented by the sign shall be included on all faces of the monument or pylon structure in six inch (6") high numerals. The area required for the numerals shall not be counted towards the maximum permitted sign area.

PERMANENT WINDOW SIGNS:

Permanent window signs are permitted on glazed window and glazed door areas located on the first floor of a building. Such signs must consist of professionally and produced decals. No painted permanent window signs will be permitted. There is no limit on the number of permanent window signs as long as the total area of all such signs on any one (1) Tenant's building face does not exceed twenty-five percent (25%) of the total window area of that Tenant's building face or a total of forty (40) square feet on that Tenant's building face.

DIRECTIONAL SIGNS:

Each directional sign shall not exceed four (4) square feet in area and four (4) feet in overall height.

Prohibited Signs:

- Signs painted directly on the wall.
- Roof or ground inflated balloons/figures.
- A-Frame signs.
- Advertising flag poles.
- Signs affixes to trucks, trailers or other vehicles that advertise or promote the activity of the business.
- Signs deemed to be immoral, obscene or unlawful.
- Awning signs.
- Temporary banners - except as allowed with Landlord's prior written consent *and* with a permit first obtained from City per code.

Exempt Signs:

- Temporary Window Signs, shall not exceed twenty-five (25%) of the window area and not be higher than ten (10) feet above finished grade.

Construction Requirements For All Signs:

Sign contractors must be fully licensed with the city and state. Signs must be constructed of durable, rust-inhibited materials that complement the design intent of the Tenants identity and are complimentary to the architecture.

Construction Requirements For All Signs (Cont'd)

No exposed conduit, transformers or wiring will be permitted on the fascia. Exposed raceways are not allowed unless they are incorporated into the overall design of the sign. All penetrations of the building required for sign installation shall be neatly sealed in a watertight condition. Color and finish to match existing structure.

No sign manufacturer labels shall be permitted on the surfaces of the letters that are visible from the ground.

All signs shall bear the Underwritten Laboratories label and shall comply with local building and electrical ground.

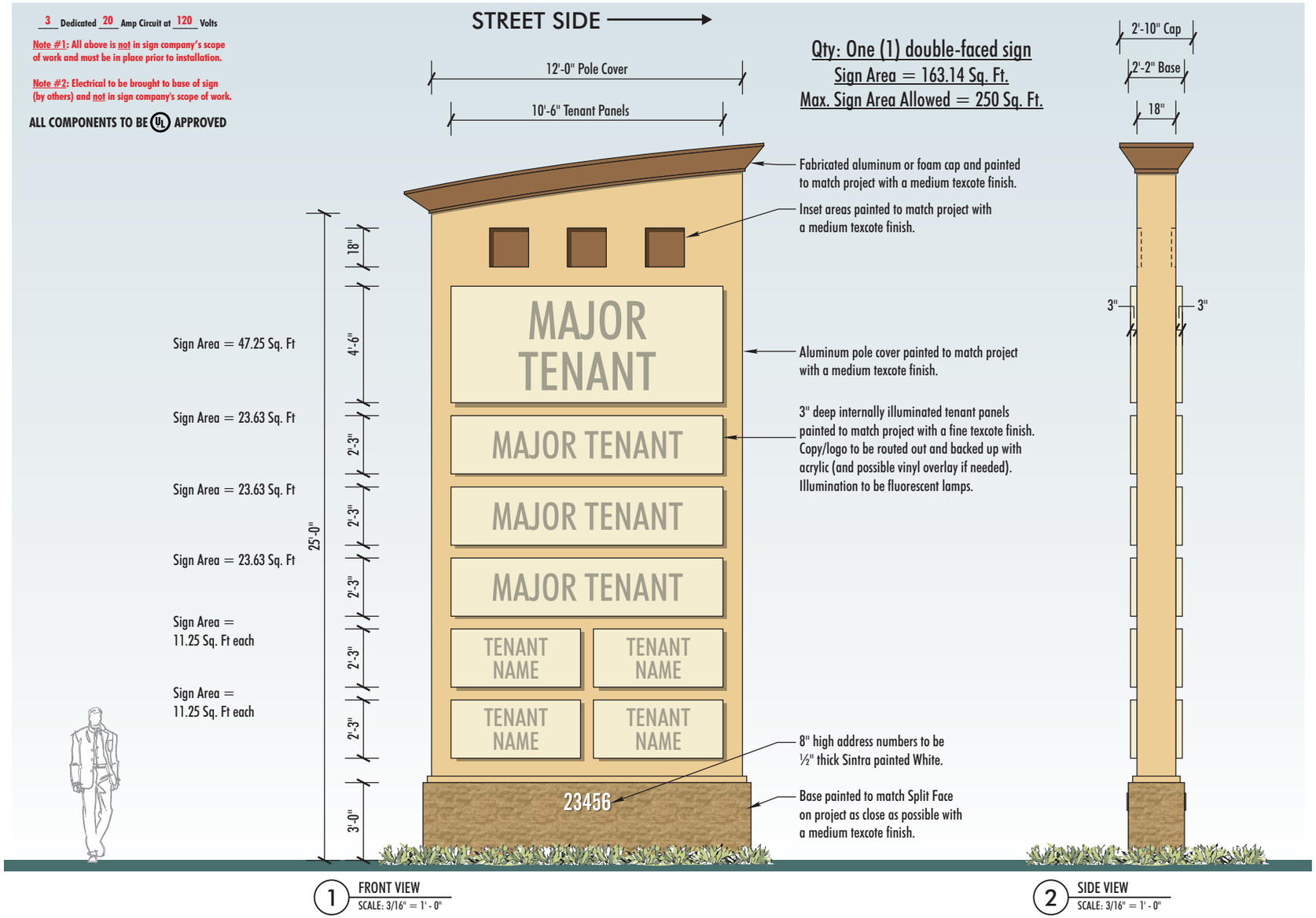
It is the responsibility of the Tenant's sign company to obtain a sign permit from the City of La Puente and verify the location of each sign and the type of wiring method required.

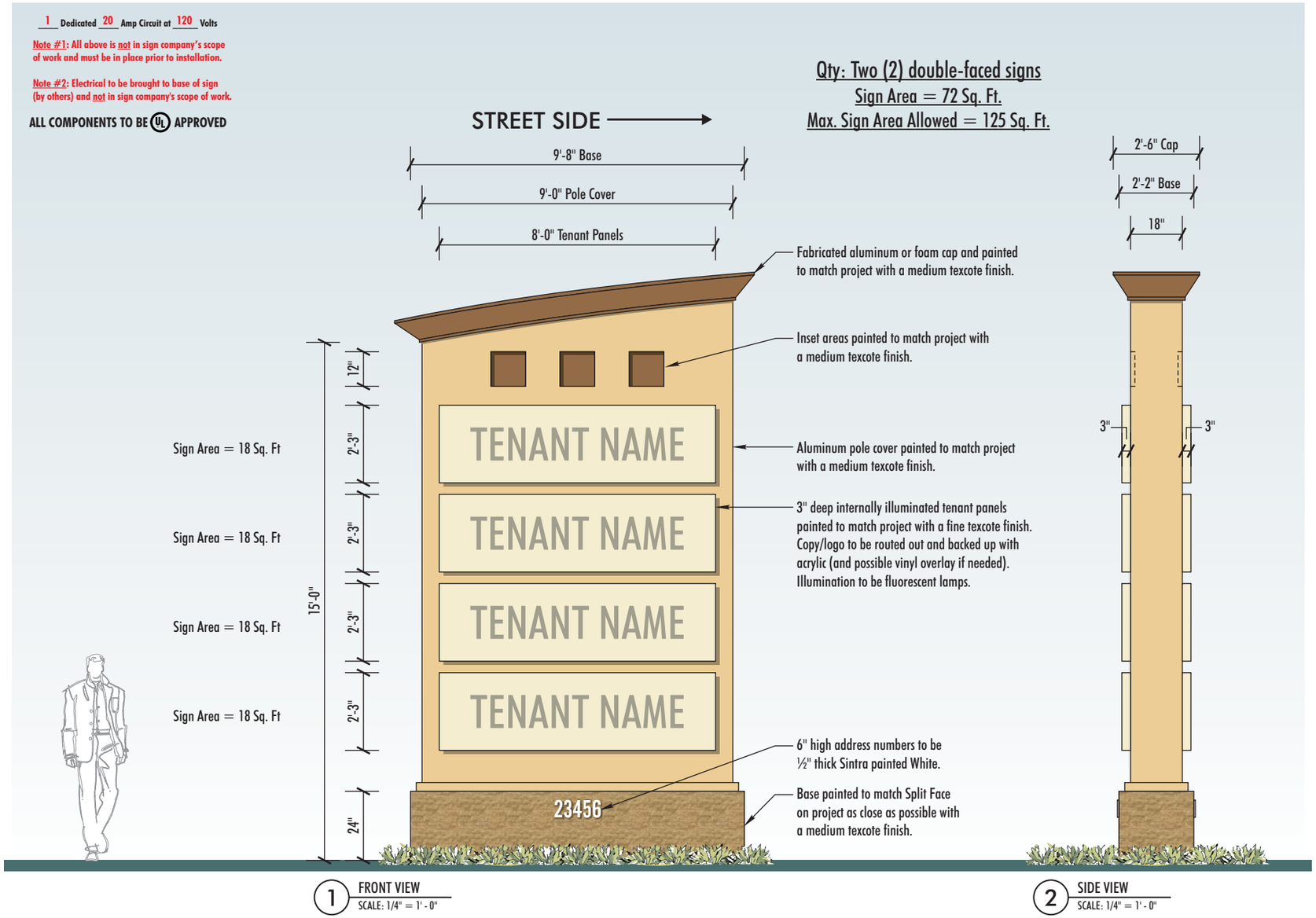
All sign fabrication and lighting must match the specifications of the approved working drawings. Landlord approval required for Tenants using LED as illumination that have 10,000 square feet or less of building space.

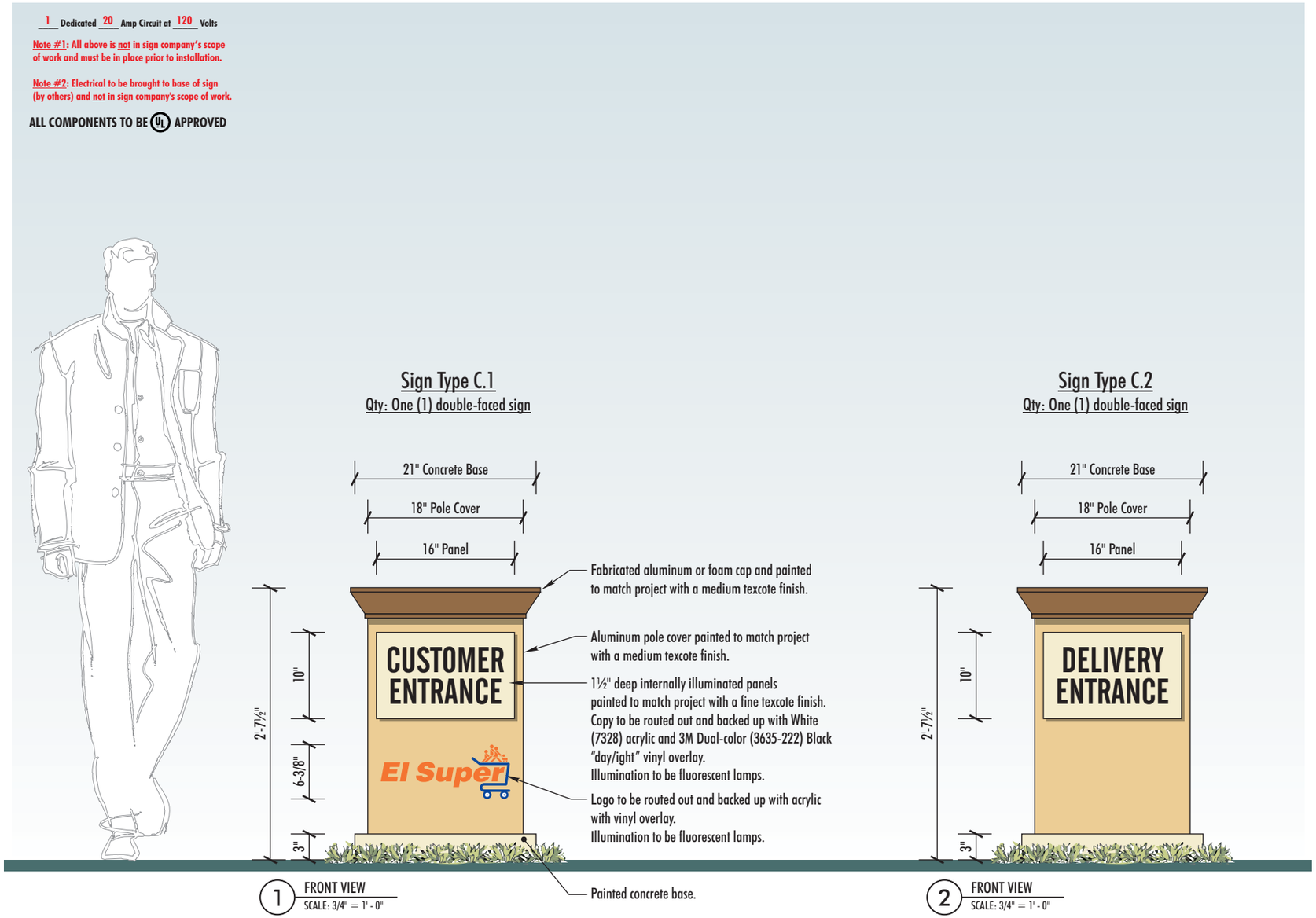
LED, Flourescent or Neon accent lighting may be approved on a case by case basis by the City of La Puente.

C.2
(Delivery
Enrance)
C.1
(Customer
Entrance)
E. FAIRGROVE AVE.
133'-6" Street Frontage
MAJOR 'A'
45,000 SF
MAJOR 'B'
24,500 SF
MAJOR 'C'
20,125 SF
MAJOR 'D'
13,125 SF
225'
175'
175'
175'
200'
140'
115'
75'
N.A.P.
N.A.P.
PAD 'A'
4,200 SF
SHOPS 1
10,000 SF
PATIO
B.1
B.2
A.1
N. HACIENDA BLVD.
618'-0" Street Frontage
= TENANT BUILDING WALL SIGNS
= PYLON SIGN (A.1)
= MONUMENT SIGN (B.1 - B.2)
= DIRECTIONAL SIGN (C.1 - C.2)
NORTH

SCALE: 1" = 150'-0"

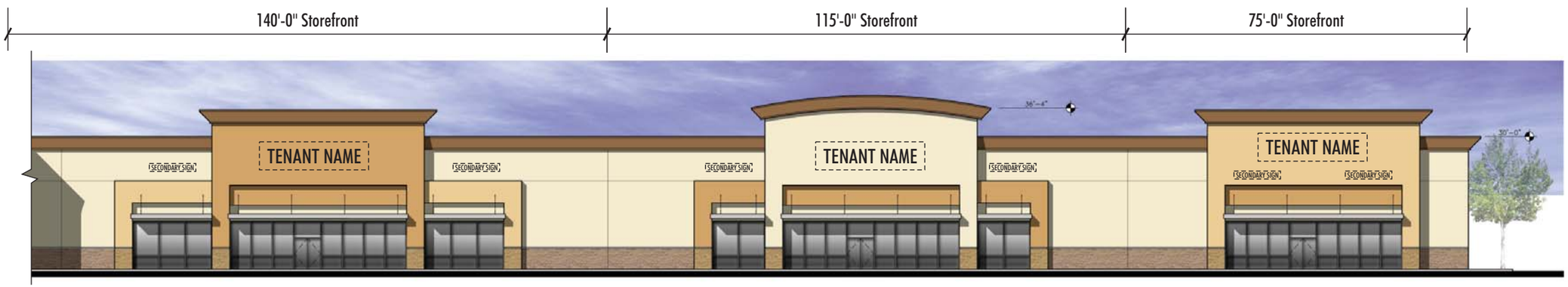

3 Dedicated 20 Amp Circuit at 120 Volts
Note #1: All above is not in sign company's scope of work and must be in place prior to installation.
Note #2: Electrical to be brought to base of sign (by others) and not in sign company's scope of work.
ALL COMPONENTS TO BE UL APPROVED
STREET SIDE
12'-0" Pole Cover
10'-6" Tenant Panels
Qty: One (1) double-faced sign
Sign Area = 163.14 Sq. Ft.
Max. Sign Area Allowed = 250 Sq. Ft.
Fabricated aluminum or foam cap and painted to match project with a medium texcote finish.
Inset areas painted to match project with a medium texcote finish.
Aluminum pole cover painted to match project with a medium texcote finish.
3" deep internally illuminated tenant panels painted to match project with a fine texcote finish. Copy/logo to be routed out and backed up with acrylic (and possible vinyl overlay if needed). Illumination to be fluorescent lamps.
8" high address numbers to be ½" thick Sintra painted White.
Base painted to match Split Face on project as close as possible with a medium texcote finish.
Sign Area = 47.25 Sq. Ft
Sign Area = 23.63 Sq. Ft
Sign Area = 23.63 Sq. Ft
Sign Area = 23.63 Sq. Ft
Sign Area = 11.25 Sq. Ft each
Sign Area = 11.25 Sq. Ft each
25'-0"
18"
4'-6"
2'-3"
2'-3"
2'-3"
2'-3"
2'-3"
3'-0"
MAJOR TENANT
MAJOR TENANT
MAJOR TENANT
MAJOR TENANT
TENANT NAME
TENANT NAME
TENANT NAME
TENANT NAME
23456
2'-10" Cap
2'-2" Base
18"
3"
3"
1 FRONT VIEW
SCALE: 3/16" = 1' - 0"
2 SIDE VIEW
SCALE: 3/16" = 1' - 0"


1 Dedicated 20 Amp Circuit at 120 Volts
Note #1: All above is not in sign company's scope of work and must be in place prior to installation.
Note #2: Electrical to be brought to base of sign (by others) and not in sign company's scope of work.
ALL COMPONENTS TO BE UL APPROVED
STREET SIDE
Qty: Two (2) double-faced signs
Sign Area = 72 Sq. Ft.
Max. Sign Area Allowed = 125 Sq. Ft.
9'-8" Base
9'-0" Pole Cover
8'-0" Tenant Panels
Fabricated aluminum or foam cap and painted to match project with a medium texcote finish.
Inset areas painted to match project with a medium texcote finish.
Aluminum pole cover painted to match project with a medium texcote finish.
3" deep internally illuminated tenant panels painted to match project with a fine texcote finish. Copy/logo to be routed out and backed up with acrylic (and possible vinyl overlay if needed). Illumination to be fluorescent lamps.
6" high address numbers to be ½" thick Sintra painted White.
Base painted to match Split Face on project as close as possible with a medium texcote finish.
Sign Area = 18 Sq. Ft
Sign Area = 18 Sq. Ft
Sign Area = 18 Sq. Ft
Sign Area = 18 Sq. Ft
15'-0"
12"
2'-3"
2'-3"
2'-3"
2'-3"
2'-4"
TENANT NAME
TENANT NAME
TENANT NAME
TENANT NAME
23456
2'-6" Cap
2'-2" Base
18"
3"
3"
1 FRONT VIEW
SCALE: 1/4" = 1' - 0"
2 SIDE VIEW
SCALE: 1/4" = 1' - 0"


1 Dedicated 20 Amp Circuit at 120 Volts
Note #1: All above is not in sign company's scope of work and must be in place prior to installation.
Note #2: Electrical to be brought to base of sign (by others) and not in sign company's scope of work.
ALL COMPONENTS TO BE UL APPROVED
Sign Type C.1
Qty: One (1) double-faced sign
21" Concrete Base
18" Pole Cover
16" Panel
2'-7½"
10"
6-3/8"
3"
CUSTOMER ENTRANCE
El Super
Fabricated aluminum or foam cap and painted to match project with a medium texcote finish.
Aluminum pole cover painted to match project with a medium texcote finish.
1½" deep internally illuminated panels painted to match project with a fine texcote finish. Copy to be routed out and backed up with White (7328) acrylic and 3M Dual-color (3635-222) Black "day/ight" vinyl overlay.
Illumination to be fluorescent lamps.
Logo to be routed out and backed up with acrylic with vinyl overlay.
Illumination to be fluorescent lamps.
Painted concrete base.
1 FRONT VIEW
SCALE: 3/4" = 1' - 0"
Sign Type C.2
Qty: One (1) double-faced sign
21" Concrete Base
18" Pole Cover
16" Panel
2'-7½"
10"
3"
DELIVERY ENTRANCE
2 FRONT VIEW
SCALE: 3/4" = 1' - 0"

1 EAST (FRONT) ELEVATION
SCALE: 1" = 30' - 0"

MAJOR 'A'



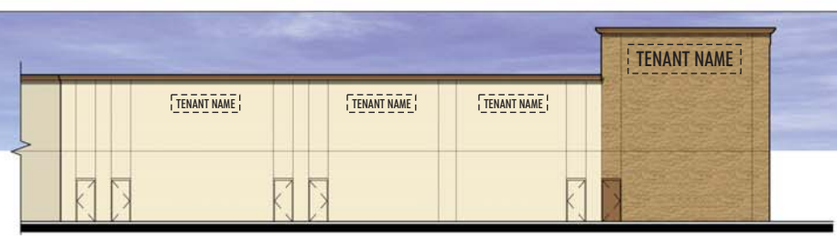
MAJOR 'B' MAJOR 'C' MAJOR 'D'

2 EAST (FRONT) ELEVATION
SCALE: 1" = 30' - 0"

1 NORTH (FRONT) ELEVATION
SCALE: 1" = 30' - 0"

2 NORTHEAST (FRONT) ELEVATION
SCALE: 1" = 30' - 0"

3 SOUTHWEST (REAR) ELEVATION
SCALE: 1" = 30' - 0"

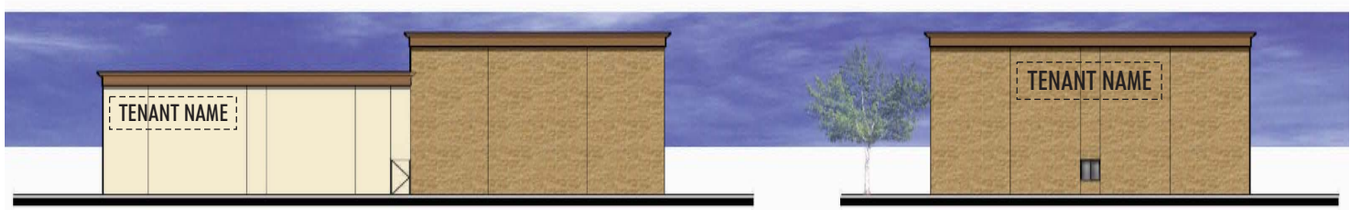


4 SOUTH (REAR) ELEVATION
SCALE: 1" = 30' - 0"

5 EAST (SIDE) ELEVATION
SCALE: 1" = 30' - 0"

1 WEST (FRONT) ELEVATION
SCALE: 1" = 30' - 0"

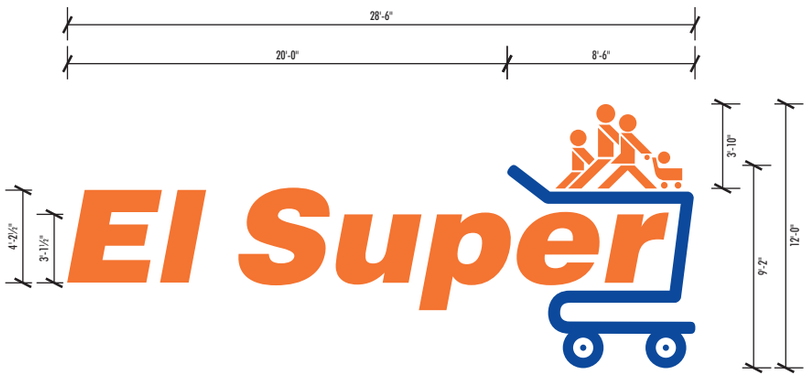
2 SOUTH (SIDE) ELEVATION
SCALE: 1" = 30' - 0"



3 EAST (REAR) ELEVATION
SCALE: 1" = 30' - 0"

4 NORTH (SIDE) ELEVATION
SCALE: 1" = 30' - 0"

Sign Specifications
(Major 'A' - El Super)

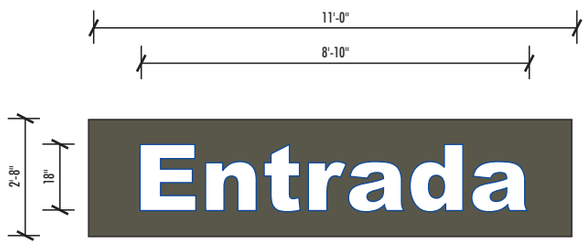


1 FRONT VIEW
SCALE: 1/4" = 1' - 0"

"El Super" Specifications:
- Self-contained internally illuminated channel letters.
- Faces to be orange (2119) acrylic.
- Trim cap and returns painted to match Orange (2119) acrylic.
- Illumination to be Gelcore **Orange LED's.**
- GECLPS3 Power supply 120V 2.0a (qty. 7)

"Family logo" Specifications:
- Self-contained internally illuminated channel logo.
- Faces to be Orange (2119) acrylic.
- Trim cap and returns painted to match Orange (2119) acrylic.
- Illumination to be Gelcore **White LED's**.
- GECLPS3 Power supply 120V 2.0a (Qty. 4)

"Shopping Cart" Specifications:
- Internally illuminated channel logo.
- Face to be White (7328) acrylic with 3M European Blue (3630-137) vinyl overlay.
- Trim cap and returns painted Pantone Blue #281C.
- Illumination to be Gelcore **White LED'S**.
- GECLPS3 Power supply 120V 2.0a (Qty. **1**)



2 FRONT VIEW
SCALE: 1/4" = 1' - 0"

SPECIFICATIONS:
- Internally illuminated channel letters.
- Faces to be White (7328) acrylic.
- Trim cap and returns painted Pantone Blue #281C.
- illumination to be **White LED's**.
- Letters mounted to 4" deep aluminum wireway painted Duranodic Bronze.
- GECLPS3 Power supply 120V 2.0a (Qty. 1)

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

SPECIFICATIONS:
- Self-contained internally illuminated channel letters.
- Faces to be Orange (2119) acrylic.
- Trim cap and returns painted to match Orange (2119) acrylic.
- Illumination to be Gelcore **Orange LED'S**.
- "PANADERIA" - GECLPS3 Power supply 120V 2.0a (Qty. 9)
- "CARNICERIA" - GECLPS3 Power supply 120V 2.0a (Qty. 10)
- "TORTILLERIA" - GECLPS3 Power supply 120V 2.0a (Qty. 11)

4 FRONT VIEW
SCALE: 3/16" = 1' - 0"

SPECIFICATIONS:
- Internally illuminated aluminum cabinet painted Pantone Blue #281C with 3" retainers.
- Face to be White Flex.
- Copy and logo to be 3M Orange (3630-44), European Blue (3630-137) vinyl and White show-thru.
- Divider line to be 3M European Blue (3630-137) vinyl.
- Illumination to be fluorescent lamps.

MAJOR TENANT

10,000 SQUARE FEET OR MORE OF LEASED SPACE.

WALL SIGNS:

Major Tenants are allowed one (1) primary wall sign per frontage, not to exceed 75% of the portion of the facade or building element where it is placed. The maximum sign area for Major Tenants for each elevation is not transferrable from one elevation to another.

Sign Guidelines:
Letter size shall be proportioned to the background and overall sign size.
5'-0" Maximum Letter Height and 11'-0" Maximum Logo Height.
Secondary signs will be permitted but not to exceed 18" in letter height/logo height.

Sign Area for Major Tenants = 1 square feet of sign area per lineal foot of lease frontage per building elevation not to exceed 200 square feet in sign area.

MAJOR TENANT PRIMARY WALL SIGN(S)
ILLUMINATED CHANNEL LETTERS

MAJOR TENANT SECONDARY WALL SIGN(S)
ILLUMINATED CHANNEL LETTERS

SHOP TENANT / PAD TENANT

9,999 SQUARE FEET OR LESS OF LEASED SPACE.

WALL SIGNS:

Shop/Pad Tenants are allowed one (1) primary wall sign per frontage, not to exceed 75% of the portion of the facade or building element where it is placed. The maximum sign area for Shop/Pad Tenants for each elevation is not transferrable from one elevation to another.

Sign Guidelines:
Letter size shall be proportioned to the background and overall sign size.
2'-0" Maximum Letter Height and 3'-0" Maximum Logo Height.

Sign Area for Shop/Pad Tenants = 1 square foot of signage per lineal foot of leased frontage per street or parking lot building elevation and not to exceed 75 square feet in sign area.

SHOP/PAD TENANT PRIMARY WALL SIGN(S)
ILLUMINATED CHANNEL LETTERS

SPECIFICATIONS:
- ½" THICK SINTRA NUMBERS.
- PAINT COLOR TO MATCH PROJECT (CONTRASTING TO BUILDING FASCIA COLOR).
- NUMBERS TO BE STUD MOUNTED TO BUILDING FASCIA.

City of La Puente

15900 E. Main Street La Puente, CA 91744 Telephone (626) 855-1500 Fax (626) 961-4626

NOTICE OF EXEMPTION

TO: County Clerk
County of Los Angeles
Environmental Filings
12400 East Imperial Hwy, Room 2001
Norwalk, CA 90650

FROM: City of La Puente
15900 E. Main Street
La Puente, CA 91744

Project Title: Sign Plan Application No. 1093

Project Location (Specific): 1255-1313 N. Hacienda Boulevard
15125, 15217, 15225 Fairgrove Avenue
La Puente, California 91744

Project Location (City): La Puente **Project Location (County):** Los Angeles

Description of Nature, Purpose, and Beneficiaries of Project: The project is a Master Sign Program for a commercial development. The Master Sign Program sets the applicable design, size and other criteria for various on-premise free standing signs, wall signs, and all other signs at the commercial center.

Name of Public Agency Approving Project: City of La Puente

Name of Person or Agency Carrying Out Project: Beth Chow, Assistant Planner

Exempt Status: (Check One)

- ☐ Ministerial (14 Calif. Admin. Code §15268)
- ☐ Declared Emergency (14 Cal. Admin. Code §15269(a))
- ☐ Emergency Project (14 Cal. Admin. Code §15269(b) & (c))
- ☐ Statutory Exemption. (14 Cal. Admin. Code §§15260 et seq.)
- ☒ Categorical Exemption. (14 Cal. Admin. Code §§15300 et seq.)

  State class and section number: Class 11, Section 15311

Reasons why project is exempt: The project only involves the construction of on-premise signs, which are accessory to commercial structures, and therefore the project will not have a significant effect on the environment. The project satisfies all criteria under Section 15311 of CEQA Guidelines for a Class 11 (Accessory Structures) Categorical Exemption.

Contact Person: Beth Chow **Phone No.:** (626) 855-1547

Date received for Filing: **Signature**:_____

_____ **Date**: _____

EXHIBIT J

RESOLUTION NO.

A RESOLUTION OF THE DEVELOPMENT REVIEW BOARD OF THE CITY OF LA PUENTE, CALIFORNIA, APPROVING SIGN PLAN APPLICATION NO. 1093, A REQUEST FOR A MASTER SIGN PROGRAM FOR A COMMERCIAL DEVELOPMENT AT 1255-1313 HACIENDA BOULEVARD AND 15125, 15217, 15225 FAIRGROVE AVENUE, LA PUENTE, CALIFORNIA

RECITALS

WHEREAS, on August 2, 2011, the City of La Puente received an application from Jasmine Real Estate Investments, LLC ("Applicant") requesting approval of Sign Plan Application No. 1093, a request for a Master Sign Program ("the Application"); and

WHEREAS, the Application is for a 9.85 gross acre site, that is being developed as a shopping center, located at 1255-1313 Hacienda Boulevard and 15125, 15217, 15225 Fairgrove Avenue (the "Property"); legally described as portions of Lot 360 of the Tract No. 606 in the Rancho La Puente, Book 15, Pages 142 and 143 as recorded in the Office of the County Recorder of Los Angeles County, having the Assessor's Parcel Numbers 8471-022-009, 8471-022-900, 8471-022-901, 9471-021-900, 8471-021-901, 8471-021-902; and

WHEREAS, the Property is being developed as a fully integrated, 116,950 square foot neighborhood shopping center which will include 107,750 square feet of retail and 4,200 square feet of fast-food restaurant space with drive-thru uses. Tenants may include those such as El Super supermarket, Party City, Dollar Tree, and Michael's. Smaller stores may include tenants such as T-Mobile and Panda Express which would occupy portions of the smaller out pads of the project site, near the roadways; and The Applicant requests an approval of a Master Sign Program for the commercial development at the Property; and

WHEREAS, the Land Use Element of the General Plan designates the Property as General Commercial and Medium High Density Residential, and the zoning designations of the Property is C-2 (General Commercial) and R-3 (Multi- -Family Residential). The implementing zone allows for Master Sign Programs for retail developments subject to review and approval of a Sign Plan Application by the Development Review Board; and

WHEREAS, an Environmental Assessment form was submitted by the Applicant for Sign Plan Application No. 1093 pursuant to the City of La Puente requirements. Sign Plan Application No. 1093 and the proposed Master Sign Plan for the construction and installation of "on-premises signs" at the Property, will not have and will not result in a significant impact on the environment and because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the project is categorically exempt from California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq*.),

pursuant to Section 15311 (b) (Class 11, Accessory Structures) of CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations); and

WHEREAS, On January 12, 2012, the Development Review Board of the City of La Puente conducted a duly noticed public meeting on the Application, and considered all written and oral testimony; and

WHEREAS, all legal prerequisites to the adoption of this resolution have occurred.

NOW THEREFORE, it is hereby found, determined and resolved by the Development Review Board of the City of La Puente as follows:

1. The Development Review Board finds that all of the facts set forth in the Recitals are true and correct, and are incorporated herein by reference.

2. Based upon the evidence presented to this Board during the October 4, 2011 public meeting including written and oral staff reports, the Board finds as follows:

a) The proposed Master Sign Program (Sign Plan Application No. 1093) complies with the requirements set forth in Chapter 10.74.110 and sign regulations of Chapter 10.74 of the La Puente Municipal Code. The proposed Master Sign Program will help provide uniformity and design consistency within the commercial development.

b) The proposed Master Sign Program is compatible with developments in the immediate vicinity of the Property in that the proposed Master Sign Program is of a scope that will not detract or draw attention away from other uses in the area.

c) The proposed Master Sign Program is consistent with City's General Plan and zoning regulations in that the implementing zone permits Master Sign Programs for retail developments subject to review and approval of a Sign Plan Application No. 1093 by the Development Review Board.

d) Upon independent review and consideration of the information contained in the Staff report and the Notice of Exemption for Sign Plan Application No. 1093 and the proposed Master Sign Plan for the installation and construction of on-premises signs, the Development Review Board hereby finds and determines that the Sign Plan Application No. 1093 will not result in or have a significant impact on the environment, and because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the proposed project is categorically exempt from is categorically exempt from California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq*.), pursuant to Section 15311 (b) (Class 11, Accessory Structures) of CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations). Accordingly, the Development Review Board approves and adopts the Notice of Exemption, attached to the Staff Report as Exhibit G and directs Staff to file same as permitted by law.

3. Based upon the findings noted above, the Development Review Board hereby further approves Sign Plan Application No. 1093, subject to the following conditions:

CONDITIONS OF APPROVAL

1. Except as set forth in subsequent conditions 2 through 10, all inclusive, development shall take place substantially as shown on the plans set forth in Exhibits B through I attached to the Staff Report and incorporated herein by reference.

2. The Applicant shall comply with all requirements of the La Puente Municipal Code, and all state and federal laws, rules and regulations.

3. No signs or advertising of any type whatsoever shall be placed, erected and/or installed on the Property unless all provisions of the Master Sign Program are met.

4. The Applicant shall revise the proposed signage for the El Super tenant space to use channel letter signs and include specific verbiage regarding maximum size of all identification and secondary signs.

5. All free-standing signs shall be a minimum of 5' from the public right of way.

6. The Applicant shall plant annuals at the base of any monument or pylon sign.

7. Prior to electrical service connection and final building and electrical permit approvals, the following shall be completed:

    a. The Applicant shall submit a list of all contractors and/or subcontractors, if any, performing work on this project or development to the City Finance Department and such contractors and subcontractors shall obtain valid business licenses to do business and/or work in the City of La Puente.

    b. The Applicant shall obtain all required permits from the City of La Puente Building Department prior to installation of any signs.

    c. All electrical service provided for the proposed signs shall be concealed from view.

8. The Applicant shall submit, within thirty (30) days after approval of Sign Plan Application No. 1093, to the Community Development Department his/her written consent to all of the conditions referenced herein.

9. The Applicant shall obtain building permits or approval of an extension within one (1) year after approval of Sign Plan Application No. 1093 by the Development Review Board or this approval shall automatically become null and void. No application for an extension of this period shall be considered unless applied for in writing no less than thirty (30) days before its expiration.

10. Applicant shall indemnify, protect, hold harmless and defend, with counsel selected by the City, the City and any agency or instrumentality thereof, an/or any of its officers, employees and agents from any and all claims, actions, or proceedings against the City to attack, set aside, void, annul, seek monetary damages resulting from an approval of the City, or any agency or instrumentality thereof, advisory agency, appeal board or legislative body including actions approved by the voter of the City, concerning the entitlement application. City shall promptly notify both the Applicant and landowner of any claim, action, or proceeding to which this condition is applicable and shall further cooperate fully in the defense of the action. The City reserves its right to take any and all action the City deems to be in the best interest of the City and its citizens in regard to such defense.

APPROVED AND ADOPTED this 12th day of January, 2012.

AYES:
NOES:
ABSTAIN:
ABSENT:

_____
Chairman, Development Review Board

_____
Secretary, Development Review Board

City of La Puente
DEVELOPMENT REVIEW BOARD
AGENDA REPORT

To: Chairman and Development Review Board For meeting of: January 12, 2012

From: Beth Chow, Assistant Planner Date: January 5, 2012

SUBJECT: SIGN PLAN APPLICATION NO. 1094
1733 -1899 N. Hacienda Boulevard
(Hacienda Plaza JPS, LLC)

REQUEST

A request to update a Master Sign Program (Sign Plan Application ("SPA") No. 1094) for a commercial development located at 1733-1899 N. Hacienda Boulevard ("Property").

EXHIBITS

A – Location Map
B – Existing Site Plan
C– Typical Proposed Sign Elevation
D– Master Sign Program
E– Notice of Exemption
F– Resolution

DESCRIPTION OF PROPERTY AND IMPROVEMENTS

The Project is located in the general vicinity of the intersection of Hacienda Boulevard and Francisquito Boulevard, at the northerly border of the City. The Property consists of nine (9) parcels comprised of 13 acres measuring approximately 625' in depth and approximately 900 linear feet of street frontage along Hacienda Boulevard (see Exhibit A). The front of the Property is fully improved with sidewalk, curb, and gutter.

ANALYSIS

General Plan

The Land Use Element of the General Plan designates the subject site for General Commercial land uses. The proposed Master Sign Program is consistent with the Land Use Element and does not conflict with the goals and objectives of the City's General Plan and is consistent with applicable regulations for commercial signs of Chapter 10.74 of the La Puente Municipal Code.

Zoning and Land Uses on Surrounding Properties

	Current Zoning	General Plan Designation	Land Use
Subject Property:	C-2	General Commercial	Commercial Development
North (West Covina):	R-1	Single Family Residential	Single Family Dwellings
South:	C-2	General Commercial	Commercial Development
East (LA County):	C-2, C-H, A-1, R-1	Neighborhood Business, Commercial Highway, Light Agricultural, Single Family Residential	Commercial Development, Single Family Dwellings
West (West Covina):	R-1	Single Family Residential	Single Family Dwellings

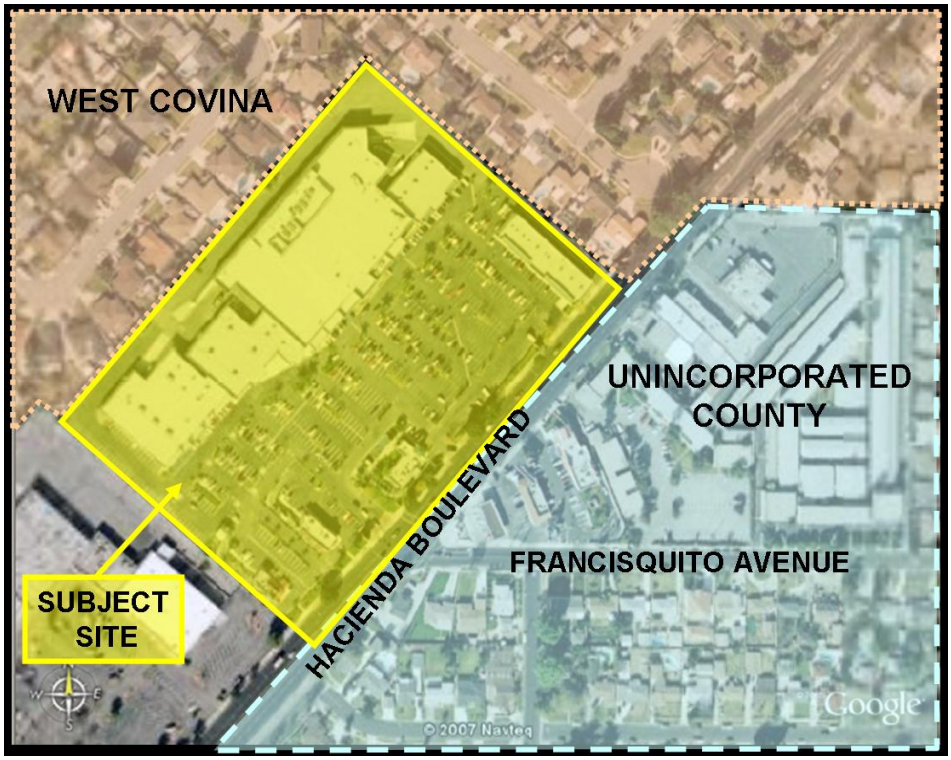


Exhibit A – Location Map

Environmental Analysis

An Environmental Assessment form was completed for the proposed Master Sign Program (SPA No. 1094) pursuant to the City's pertinent requirements. Because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the project will not have a significant effect on the environment. The proposed project is therefore exempt from the California Environmental Quality Act ("CEQA") Public Resources Code §21000 *et seq*.) pursuant to Section 15311(a), (Class 11, Accessory Structures) of the CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations).

BACKGROUND

The proposed Master Sign Program is for Plaza de Hacienda, an existing commercial development that was approved in 1991 and expanded to its current state in 2004. The development contains approximately 225,000 square feet of commercial space and is currently looking to update portions of the Master Sign Program that was last approved in 1995.

Exhibit B: Existing Site Plan

DISCUSSION

Pursuant to the LPMC, when approving a master sign program, the Development Review Board may allow for more flexibility with regard to sign area, and number and/or height of signs, to ensure that the signs are well designed, and architecturally compatible with the development. Specifically, in this case, the owner is proposing changes to wall signs for tenant identification purposes.

Wall Signage

Currently, the existing master sign program has different signage restrictions for major and minor tenants, as well as the anchor tenant. Major tenants are those who occupy a tenant space with more than 4,500 square feet or are on a separate commercial pad, while minor tenants occupy less than 4,500 square feet of space. The anchor tenant is Food-4-Less. All tenants are allowed individual channel letter signs, except for the anchor tenant who is allowed additional secondary signs. Staff recommends that the Applicant include maximum allowable signage

areas for the anchor tenant to clarify standard regulations for the anchor tenant space. A condition of approval has been added to the resolution to have the Applicant work with Staff to craft specific signage allowances for the anchor tenant.

The primary difference between the existing Master Sign Program and the proposed Master Sign Program is the allowable signage for minor tenant spaces. Currently, minor tenants are allowed signs with a maximum letter height of 2'. However, the Applicant is seeking to allow for minor tenants to have signs up to 3' in height. The 3' height of the channel letter sign will give the minor tenants greater street visibility since a majority of the shopping center is between 300' and 400' away from the public right of way.

Below is a summary of currently allowable wall signage, as well as the proposed signage requirements:

	Existing	Proposed
Number of Signs	1 2 for Corner Tenants (one on each elevation)	1 2 for Corner Tenants (one on each elevation)
Area Major Tenants Minor Tenants	 200 sq. ft. 100 sq. ft.	 200 sq. ft. 100 sq. ft.
Letter Height Major Tenants Minor Tenants	 4'0" 2'0"	 4'0" **3'0"**

Exhibit C: Typical Proposed Sign Elevation

Free-Standing Signs

Plaza de Hacienda currently has three (3) free standing signs that are permitted and approved at their respective locations adjacent to the driveway entrances on Hacienda Boulevard. No alterations to the signs are proposed at this time. There will not be modifications to the Master Sign Program in relation to free-standing signs.

Other Signs

Within the Applicant's proposed Master Sign Program are conditions that will be imposed on the tenants, which also address prohibited signs, banners, exempt signs, and accessory signs. The enforcement of those conditions shall be the sole responsibility of the landlord. An enforcement provision has been added to the Master Sign Program to address the issue. Additionally, Staff recommends that the Applicant add a policy regarding window signage, limiting the allowable window signage area to be a maximum of 25% of the window space. A condition of approval has been added to the resolution to reflect this recommendation.

Summary

The proposed Master Sign Program (see Exhibit C) addresses free-standing signs, wall signs, as well as temporary and prohibited signs. The proposed program largely follows the regulations set by the Municipal Code while allowing for some flexibility as with the nature of Master Sign Program to better tailor the fit of the program to the development. However, one last item that Staff recommends adding to the master sign program concerns the installation of signs. Staff recommends that the Applicant add a condition requiring all sign contractors to obtain building permits and inspection from the City for all applicable signs, to ensure that the Municipal Code and the Master Sign Program is complied with. Overall, Staff finds that the proposed Master Sign Program complies with pertinent requirements of La Puente Municipal Code.

RECOMMENDATION

Staff recommends that the Development Review Board adopt the attached resolution, approving and adopting a Notice of Exemption, and approving Sign Plan Application No. 1094 and Master Sign Plan, subject to the conditions of approval.

Plaza de Hacienda
La Puente, CA.
Master Sign Program

July 14,2011
Rev 1

AD ART SIGN COMPANY

EXHIBIT D

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Master Sign Program

(a) Purpose and Intent. Master sign programs are intended to insure uniformity and design consistency within commercial or industrial developments. A master sign program may include standards, criteria and guidelines that are more restrictive than the requirements of this chapter, or as an incentive to creating signage that is well designed, attractive, appropriately proportioned and architecturally compatible, an approved master sign program may allow for more flexibility with regards to sign area, number or height of signs than what is otherwise permitted under this chapter.

(b) Applicability of Master Sign Program to New Developments. Upon the effective date of this chapter, a master sign program is required for multiple-tenant developments and businesses that require the outdoor display, sale, or dispensing of products or services such as gasoline service stations and motor vehicle dealers.

(c) Applicability of Master Sign Program to Existing Developments. Any existing single-tenant development located in a commercial or industrial zone which is converted for occupancy by two or more tenants sharing the same building or parking facilities, is a new development project for the purposes of this section and no new or additional signs, other than temporary signs, shall be installed prior to the approval of a master sign program.

(d) Any tenant identification wall sign erected after the effective date of this chapter in an existing multiple- tenant development shall comply with the following standards,, unless the property owner or his designee applies for and is granted approval of a master sign program:

(1) Tenant identification wall signs shall consist of individually attached letters. no greater than eighteen inches in height centered on the wall to which it is attached. Such signs shall not exceed seventy percent of the width of the respective tenant space and shall be centered vertically and horizontally in a sign band.

(2) Sign color is limited to a maximum of three colors unless the use of corporate color schemes or logos dictates the use of more than three colors.

(3) A maximum of two lines of copy is permitted, unless the configuration of a sign dictates that more than two lines of copy be used. Sign copy shall be placed on a horizontal line except if a corporate logo includes copy that is placed on other than a horizontal line.

General Specifications

1. No animated, flashing or audible signs will be permitted.
2. No portable signs will be permitted.
3. Grand opening or promotional sales signs shall comply with the City of La Puente sign ordinance.
4. No wall signs painted directly on the building will be permitted.

Design Requirements for Signage

1. Identification signage:
   All minor tenants to have individual LED illuminated channel metal letters with plexiglass/trim-cap faces. Letters to be mounted to an exposed electrical raceway.
   All major tenants to have their signs approved by the landlord, and submit a complete package to the city to be reviewed on an individual basis by the city Planning Department and Design Review Board.
- All exposed raceways to be texture-coated and painted to match the fascia upon which it's attached.
- Wall sign individual letters for Minor tenants are not to exceed 2'-0" per line. Subject to LL/Management approval. As well as not exceeding 70% of the tenants lineal leased frontage. Sign to be centered horizontally on fascia.
- Tenants occupying a corner suite, have the option of installing two(2) signs (one (1) on each elevation.

2. Minor tenants are identified as those who's leased area is less than 4,500 sq. ft. and are part of the shopping centers buildings; not a free standing pad. The maximum minor tenant sign area will be as follows: 3 sq. ft. of signage for every foot of tenant's lease frontage; not exceeding 100 sq. ft.

3. Major in tenants indentified as those occupying more then 4,500 sq. ft. or which are on a separate commercial pad, may request a sign area larger than 100 sq. ft., however at no time will the letter height exceed 4'-0" and or 200 sq. ft.

4. Food 4 Less building will be an exception to this sign criteria.

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S.1

Construction Requirements

1. Individual Letters:
Letters to be 5" deep, raceway to be 4"x 8" and run the entire length of the sign to which it is attached. Using white LED illumination.

2. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated.

3 All signs shall be connected to junction boxes provided by the Landlord and connected to landlord's house panel. Final hookup and connections by tenant's sign contractor.

4 All penetrations of the building required for sign installation shall be neatly sealed in a water- tight condition.

5. Underwriter's label required on all signs.

6 Labels or other identification will be applied in an inconspicuous location.

7. Sign contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the sign contractor shall become tenant's responsibility to correct.

8. 3/16" drain holes required at the bottom, of each cabinet for proper drainage.

Guarantee

1. Entire display shall be guaranteed for one (1) year from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge. (excluding neon)

Insurance

2. Sign company shall carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/ or property during erection of signs in the amounts of $1,000,000.00 per occurrence subject to owner's determination.

Installation

1. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location stipulated by landlord.

2. Landlord reserves the right to hire an independent electrical engineer, at tenant's sole expense, to inspect the installation of all tenant's signs and to require the tenant to have any discrepancies and/or code violations corrected at the tenant's expense.

Store Front Signage

1. Each tenant shall be permitted to place upon each entrance of it's leased premises not exceed 2", 1" or ½" (inches) in height, indicating business name, emergency telephone number, etc...Letter style to be Helvetica Medium, using white vinyl and to be applied on second surface. Maximum heightto be 4'-6" about floor surface.
2. Tenant's may install on the store front, if required by the U.S. Postal Service, the street address in the exact locations as stipulated by the landlord. Numbers shall be uniform in size and styles as required by the landlord.

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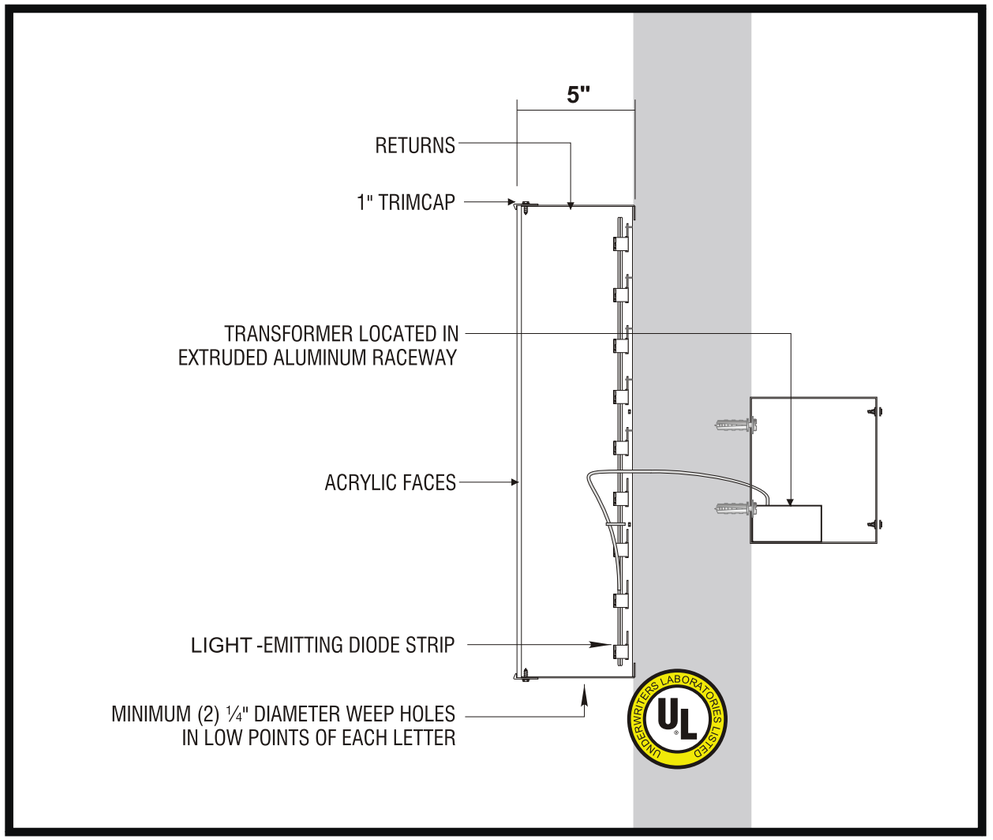
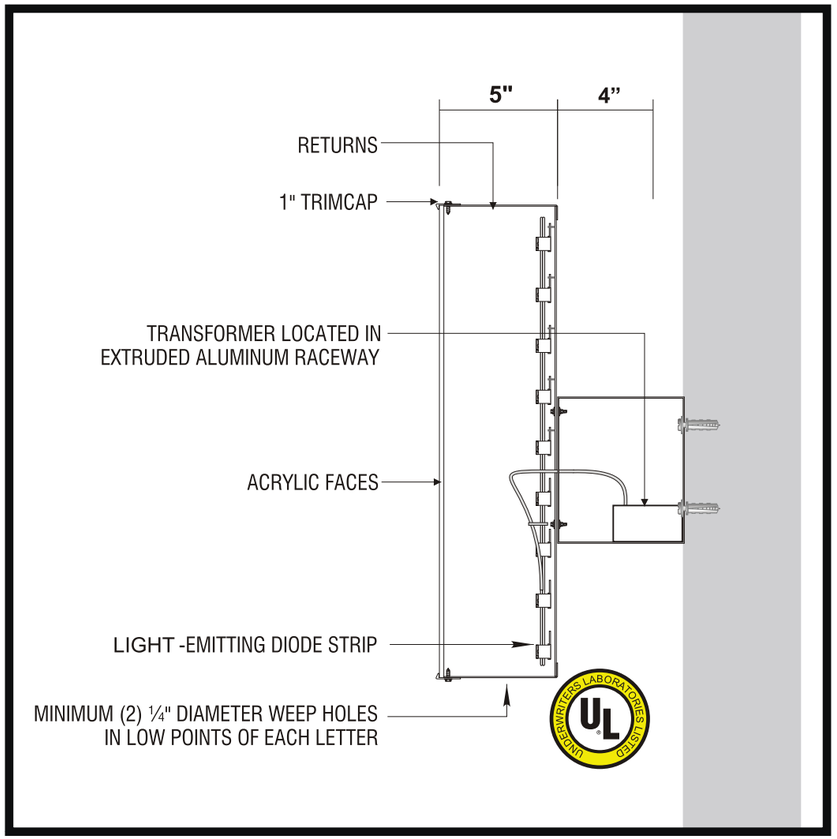
Approved Section Details



Internally Illuminated Channel Letters Section



Internally Illuminated Channel Letters on a Raceway Section

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TS-1 Tenant Sign Options
TS-2 Tenant Sign Options
MS-1 Monument Sign Options
MS-2 Monument Sign Options
MS-3 Monument Sign Options

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Bldg-1
TS-1

Front Elevation (1807 blg.)

Scale: 1/8" = 1'-0"

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Bldg- TS-2

Front Elevation (1807 A & B)

Scale: 1/8" = 1'-0"

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Bldg-1 **TS-1** **Front Elevation (C1)** Scale: 1/8" = 1'-0"

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B.1

33'-0"

Bldg TS-2

Front Elevation (C1)

Scale: 1/8" = 1'-0"

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C.1

Bldg TS-2

Front Elevation (D)

Scale: 1/8" = 1'-0"

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Bldg TS-2 **Front Elevation (D)** Scale: 1/8" = 1'-0"

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Bldg TS-1

Front Elevation (D)

Scale: 1/8" = 1'-0"

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Bldg TS-2 **Front Elevation (D)** Scale: 1/8" = 1'-0"

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Bldg TS-2 **Front Elevation (D)** Scale: 3/16" = 1'-0"

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D.5

Bldg TS-2

Front Elevation (E5 &E4)

Scale: 1/8" = 1'-0"

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E.5-E.4

Bldg TS-1

Front Elevation (E2)

Scale: 1/8" = 1'-0"

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E.2

Bldg TS-2

Front Elevation (E1)

Scale: 1/8" = 1'-0"

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E.1

Bldg TS-2

Front Elevation (F1,F2,)

Scale: 1/8" = 1'-0"

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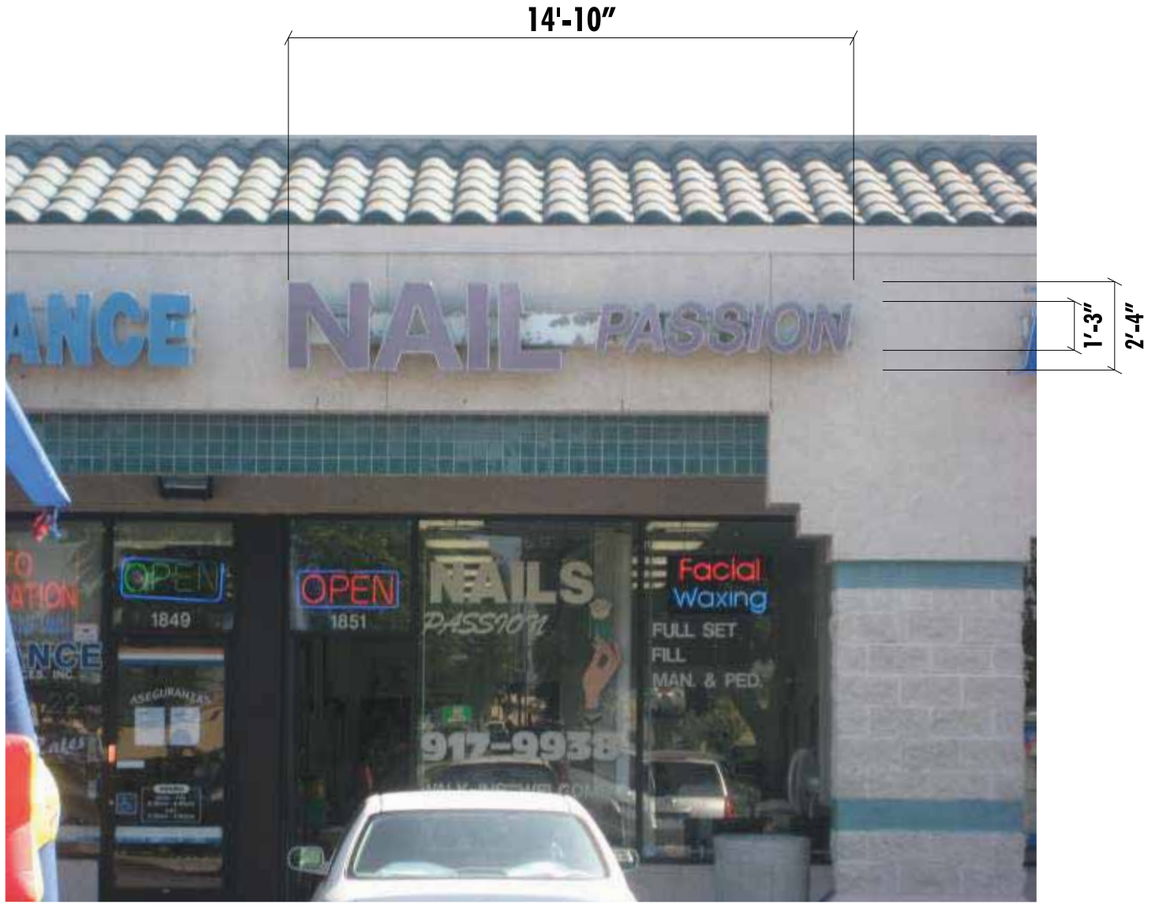

Bldg TS-2

Front Elevation (F3)

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

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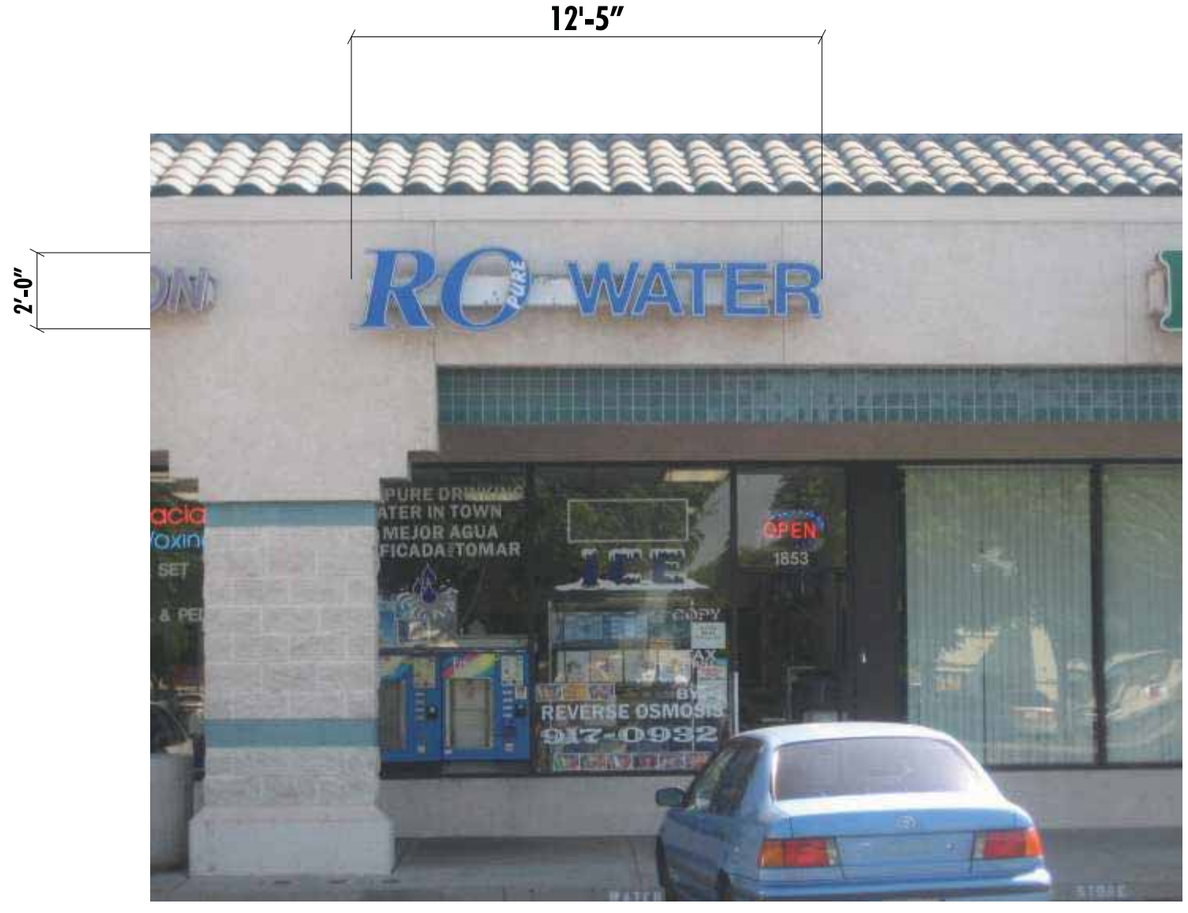

Bldg TS-2

Front Elevation (F4)

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

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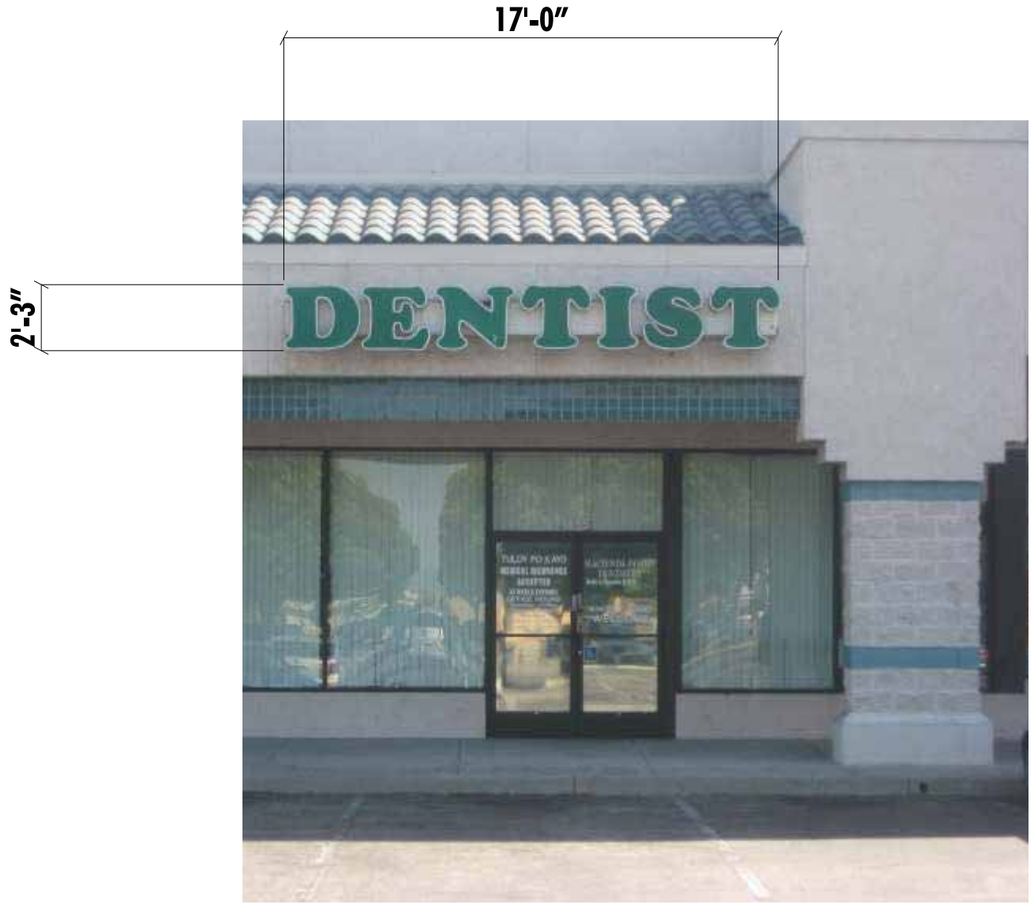

Bldg TS-2

Front Elevation (F5)

Scale: 3/16" = 1'-0"

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Bldg TS-2

Front Elevation (F6)

Scale: 3/16" = 1'-0"

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Bldg TS-2

Front Elevation (F7)

Scale: 1/8" = 1'-0"

*Note: Signs depicted are existing.
New signs will conform to MSP, City Ordinances and Redevelopment Policies
Existing signs without city approval must obtain Planning Approval

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Plaza de Hacienda Sign Program

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CA 90245
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F 310.297.9780
CA STATE CONTRACTORS
LICENSE #826051
www.adart.com

PAGE:
F.7

NOT TO EXCEED 200 Sq. Ft.

4'-0" Maximum

LOGO AREA

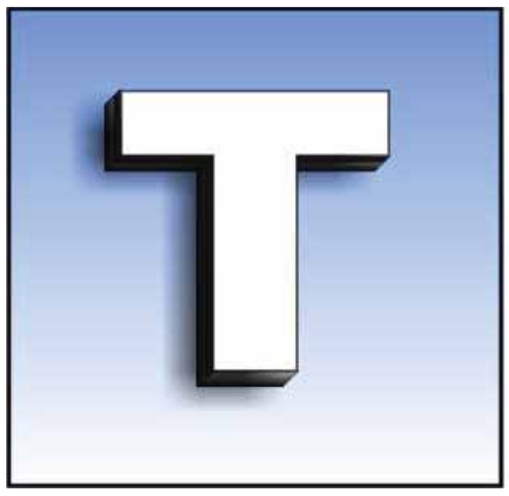
TENANT NAME

Tenant to determine copy, color, logo shapes & logo placement as per their nationally recognized trademarks.

TS-1 Tenant Sign (Major Tenants) Scale: 1/4" =1'-0"

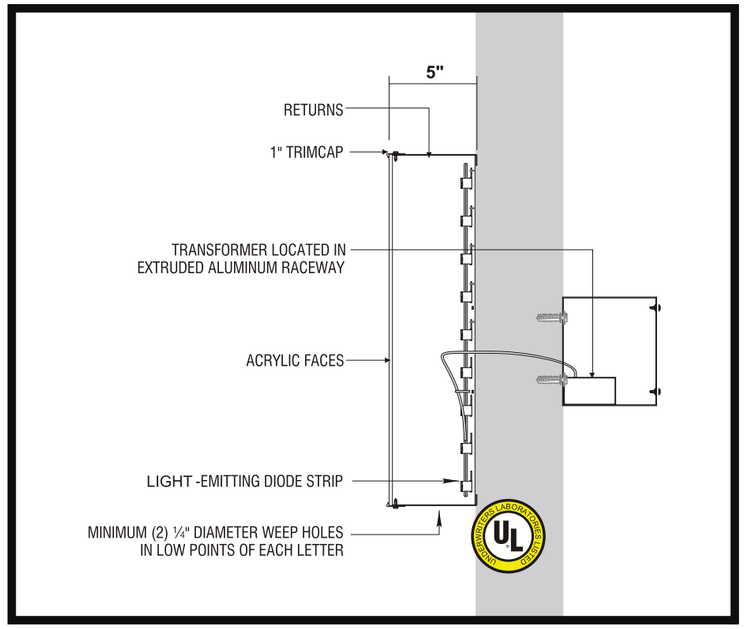
Logo & Letter Layout

Manufacture and install single faced illuminated logo & letters on allowed signband.



Daytime Simulation

Nighttime Simulation



Channel Letter Section (Reference Only)

NOTE: The Building & Safety Department shall approve the final construction and method of attachment for each sign.

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PAGE: 2.1

NOT TO EXCEED 70% OF LINEAL LEASE FRONTAGE.

2'-0" Maximum

LOGO AREA

TENANT NAME

Tenant to determine copy, color, logo shapes & logo placement as per their nationally recognized trademarks.

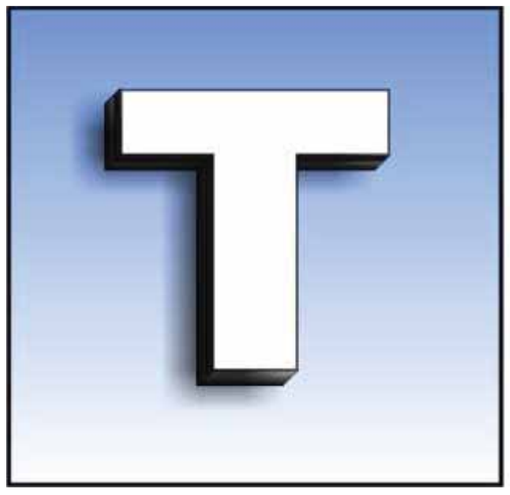
TS-2

Tenant Signs (Minor)

Scale: 1/2" =1'-0"

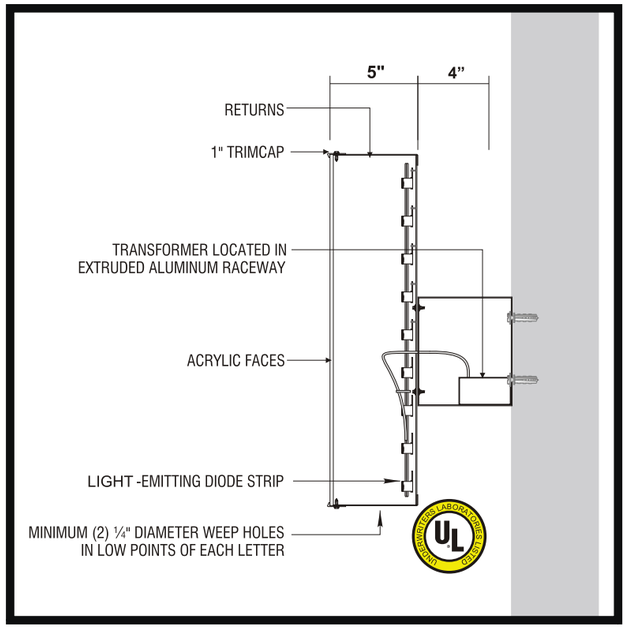
Logo & Letter Layout

Manufacture and install single faced illuminated logo & letters on allowed signband.



Daytime Simulation

Nighttime Simulation



Channel Letter Section (Reference Only)

NOTE: The Building & Safety Department shall approve the final construction and method of attachment for each sign.

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NOT TO EXCEED 70% OF LINEAL LEASE FRONTAGE.

2'-0" Maximum

LOGO AREA

TENANT NAME

Tenant to determine copy, color, logo shapes & logo placement as per their nationally recognized trademarks.

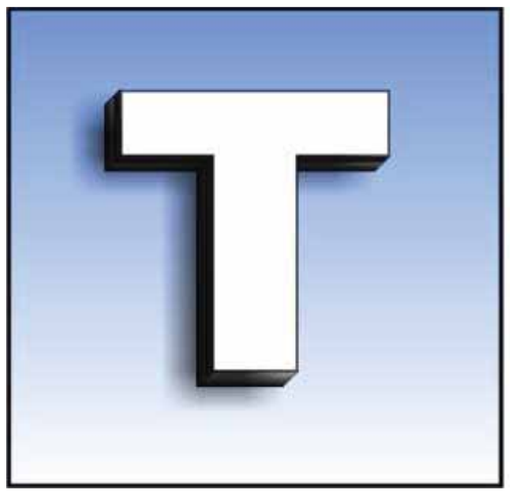
TS-2.1

Tenant Sign (Minor)

Scale: 1/2" =1'-0"

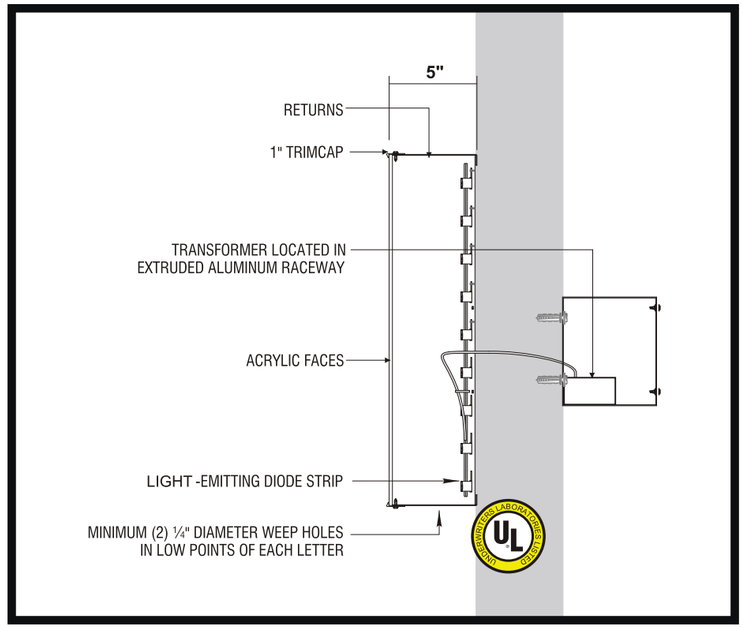
Logo & Letter Layout

Manufacture and install single faced illuminated logo & letters on allowed signband.



Daytime Simulation

Nighttime Simulation



Channel Letter Section (Reference Only)

NOTE: The Building & Safety Department shall approve the final construction and method of attachment for each sign.

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2.3

Mon
MS-1

Monument Sign (M1)

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

*Note: Signs depicted are existing.
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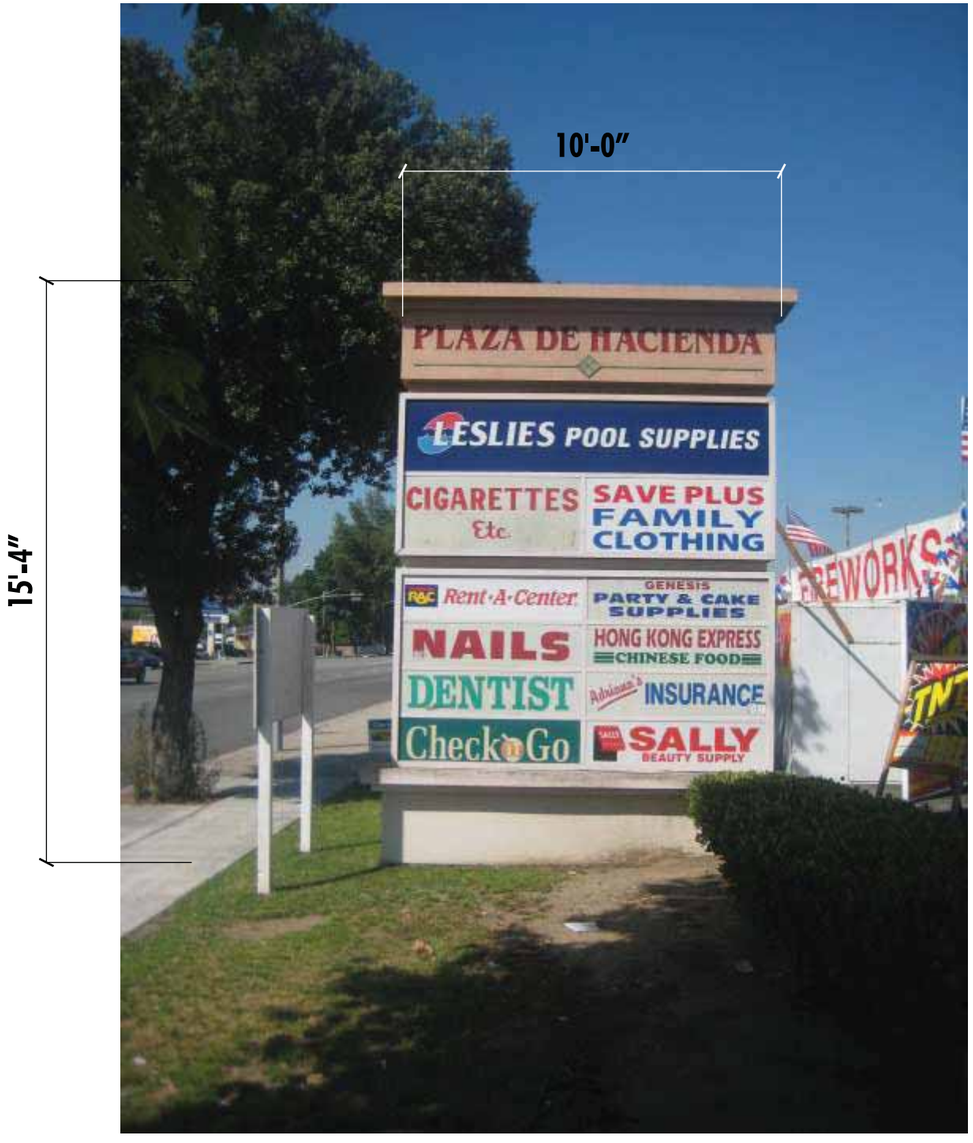

Mon MS-2

Monument Sign (M2)

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

***Note: Signs depicted are existing.**
New signs will conform to MSP, City Ordinances and Redevelopment Policies
Existing signs without city approval must obtain Planning Approval

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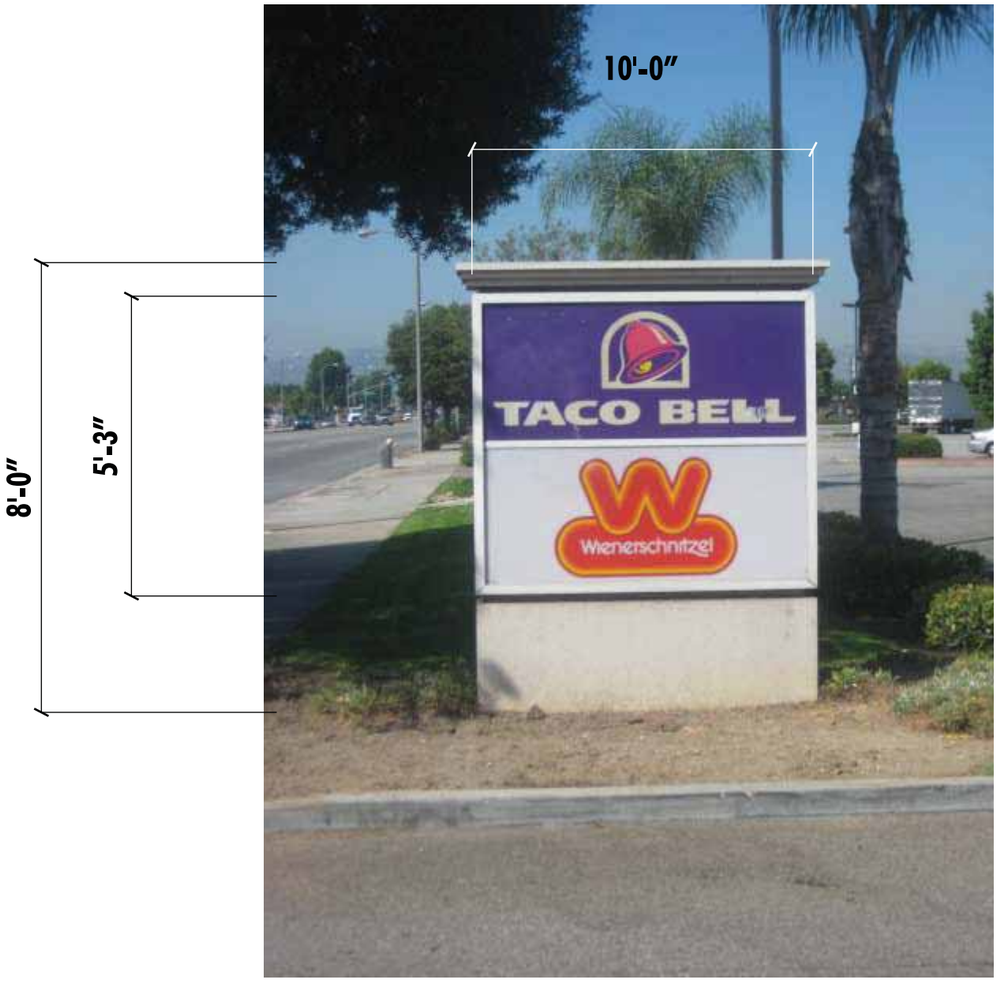

Mon **MS-2**

Monument Sign (M2)

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

*Note: Signs depicted are existing.
New signs will conform to MSP, City Ordinances and Redevelopment Policies
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City of La Puente

15900 E. Main Street La Puente, CA 91744 Telephone (626) 855-1500 Fax (626) 961-4626

NOTICE OF EXEMPTION

TO: County Clerk
County of Los Angeles
Environmental Filings
12400 East Imperial Hwy, Room 2001
Norwalk, CA 90650

FROM: City of La Puente
15900 E. Main Street
La Puente, CA 91744

Project Title: Sign Plan Application No. 1094

Project Location (Specific): 1733-1899 N. Hacienda Boulevard
La Puente, California 91744

Project Location (City): La Puente **Project Location (County):** Los Angeles

Description of Nature, Purpose, and Beneficiaries of Project: The project is an update of Master Sign Program for a commercial development. The Master Sign Program sets the applicable design, size and other criteria for various on-premise free standing signs, wall signs, and all other signs at the commercial center.

Name of Public Agency Approving Project: City of La Puente

Name of Person or Agency Carrying Out Project: Beth Chow, Assistant Planner

Exempt Status: (Check One)

- ☐ Ministerial (14 Calif. Admin. Code §15268)
- ☐ Declared Emergency (14 Cal. Admin. Code §15269(a))
- ☐ Emergency Project (14 Cal. Admin. Code §15269(b) & (c))
- ☐ Statutory Exemption. (14 Cal. Admin. Code §§15260 et seq.)
- ☒ Categorical Exemption. (14 Cal. Admin. Code §§15300 et seq.)

  State class and section number: Class 11, Section 15311

Reasons why project is exempt: The project only involves the construction of on-premise signs, which are accessory to commercial structures, and therefore the project will not have a significant effect on the environment. The project satisfies all criteria under Section 15311 of CEQA Guidelines for a Class 11 (Accessory Structures) Categorical Exemption.

Contact Person: Beth Chow **Phone No.:** (626) 855-1547

Date received for Filing:

_____

Signature:_____

Date: _____

EXHIBIT E

RESOLUTION NO.

A RESOLUTION OF THE DEVELOPMENT REVIEW BOARD OF THE CITY OF LA PUENTE, CALIFORNIA, APPROVING SIGN PLAN APPLICATION NO. 1094, A REQUEST FOR AN UPDATE OF A MASTER SIGN PROGRAM FOR A COMMERCIAL DEVELOPMENT AT 1733-1899 HACIENDA BOULEVARD, LA PUENTE, CALIFORNIA

RECITALS

WHEREAS, on October 13, 2011, the City of La Puente received an application from Hacienda Plaza JPS, LLC ("Applicant") requesting approval of Sign Plan Application No. 1094, a request for an update of a Master Sign Program ("the Application"); and

WHEREAS, the Application is for a 13 acre site, that is developed as a shopping center, located at 1733-1899 Hacienda Boulevard (the "Property"); legally described Parcel Map No. 22534 in Book 252, Pages 12-14 and Parcel Map No. 24363 in Book 274, Pages 6-8 as recorded in the Office of the County Recorder of Los Angeles County, having the Assessor's Parcel Numbers 8470-043-016, 020, 022 to 025, 027, 029, 030, 031; and

WHEREAS, the Property is developed as a fully integrated, 225,000 square foot shopping center. Tenants include Food 4 Less, Big 5 Sporting Goods, and Rent – A-Center. The Applicant requests an approval of an update to the existing Master Sign Program for the commercial development at the Property; and

WHEREAS, the Land Use Element of the General Plan designates the Property as General Commercial, and the zoning designation of the Property is C-2 (General Commercial). The implementing zone allows for Master Sign Programs for retail developments subject to review and approval of a Sign Plan Application by the Development Review Board; and

WHEREAS, an Environmental Assessment form was submitted by the Applicant for Sign Plan Application No. 1094 pursuant to the City of La Puente requirements. Sign Plan Application No. 1094 and the proposed Master Sign Plan for the construction and installation of "on-premises signs" at the Property, will not have and will not result in a significant impact on the environment and because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the project is categorically exempt from California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq*.), pursuant to Section 15311 (b) (Class 11, Accessory Structures) of CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations); and

WHEREAS, On January 12, 2012, the Development Review Board of the City of La Puente conducted a duly noticed public meeting on the Application, and considered all written and oral testimony; and

WHEREAS, all legal prerequisites to the adoption of this resolution have occurred.

NOW THEREFORE, it is hereby found, determined and resolved by the Development Review Board of the City of La Puente as follows:

1. The Development Review Board finds that all of the facts set forth in the Recitals are true and correct, and are incorporated herein by reference.

2. Based upon the evidence presented to this Board during the January 12, 2012 public meeting including written and oral staff reports, the Board finds as follows:

a) The proposed Master Sign Program (Sign Plan Application No. 1094) complies with the requirements set forth in Chapter 10.74.110 and sign regulations of Chapter 10.74 of the La Puente Municipal Code. The proposed Master Sign Program will help provide uniformity and design consistency within the commercial development.

b) The proposed Master Sign Program is compatible with developments in the immediate vicinity of the Property in that the proposed Master Sign Program is of a scope that will not detract or draw attention away from other uses in the area.

c) The proposed Master Sign Program is consistent with City's General Plan and zoning regulations in that the implementing zone permits Master Sign Programs for retail developments subject to review and approval of a Sign Plan Application No. 1094 by the Development Review Board.

d) Upon independent review and consideration of the information contained in the Staff report and the Notice of Exemption for Sign Plan Application No. 1094 and the proposed Master Sign Plan for the installation and construction of on-premises signs, the Development Review Board hereby finds and determines that the Sign Plan Application No. 1094 will not result in or have a significant impact on the environment, and because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the proposed project is categorically exempt from is categorically exempt from California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq*.), pursuant to Section 15311 (b) (Class 11, Accessory Structures) of CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations). Accordingly, the Development Review Board approves and adopts the Notice of Exemption, attached to the Staff Report as Exhibit G and directs Staff to file same as permitted by law.

5. Based upon the findings noted above, the Development Review Board hereby further approves Sign Plan Application No. 1094, subject to the following conditions:

CONDITIONS OF APPROVAL

1. Except as set forth in subsequent conditions 2 through 9, all inclusive, development shall take place substantially as shown on the plans set forth in Exhibits B through I attached to the Staff Report and incorporated herein by reference.

2. The Applicant shall comply with all requirements of the La Puente Municipal Code, and all state and federal laws, rules and regulations.

3. No signs or advertising of any type whatsoever shall be placed, erected and/or installed on the Property unless all provisions of the Master Sign Program are met.

4. The Applicant shall revise the Master Sign Program to address the following issues:

    a. Include anchor tenant sign regulations for the use of channel letter signs, adding specific verbiage regarding maximum size of all identification and secondary signs.

    b. Window signage shall be limited to 25% of the window space

    c. Sign contractors shall obtain building permits and inspections from the City for all applicable signs.

6. Prior to electrical service connection and final building and electrical permit approvals, the following shall be completed:

    a. The Applicant shall submit a list of all contractors and/or subcontractors, if any, performing work on this project or development to the City Finance Department and such contractors and subcontractors shall obtain valid business licenses to do business and/or work in the City of La Puente.

    b. The Applicant shall obtain all required permits from the City of La Puente Building Department prior to installation of any signs.

    c. All electrical service provided for the proposed signs shall be concealed from view.

7. The Applicant shall submit, within thirty (30) days after approval of Sign Plan Application No. 1094, to the Community Development Department his/her written consent to all of the conditions referenced herein.

8. The Applicant shall obtain building permits or approval of an extension within one (1) year after approval of Sign Plan Application No. 1094 by the Development Review Board or this approval shall automatically become null and void. No application for an

extension of this period shall be considered unless applied for in writing no less than thirty (30) days before its expiration.

9. Applicant shall indemnify, protect, hold harmless and defend, with counsel selected by the City, the City and any agency or instrumentality thereof, an/or any of its officers, employees and agents from any and all claims, actions, or proceedings against the City to attack, set aside, void, annul, seek monetary damages resulting from an approval of the City, or any agency or instrumentality thereof, advisory agency, appeal board or legislative body including actions approved by the voter of the City, concerning the entitlement application. City shall promptly notify both the Applicant and landowner of any claim, action, or proceeding to which this condition is applicable and shall further cooperate fully in the defense of the action. The City reserves its right to take any and all action the City deems to be in the best interest of the City and its citizens in regard to such defense.

APPROVED AND ADOPTED this 12th day of January, 2012.

AYES:
NOES:
ABSTAIN:
ABSENT:

_____
Chairman, Development Review Board

_____
Secretary, Development Review Board

City of La Puente
DEVELOPMENT REVIEW BOARD
AGENDA REPORT

To: Chairman and Development Review Board — For meeting of: January 12, 2012

From: Beth Chow, Assistant Planner — Date: January 5, 2012

SUBJECT: SIGN PLAN APPLICATION NO. 1095
737-747 Glendora Avenue
(Bill Johanson)

REQUEST

A request to approve a Master Sign Program (Sign Plan Application ("SPA") No. 1095) for a commercial development located at 737-747 Glendora Avenue ("Property").

EXHIBITS

A – Location Map
B – Existing Approved Site Plan
C – Typical Proposed Sign Elevation
D – East Elevation – Proposed Wall/Directory Sign
E – Master Sign Program
F – Notice of Exemption
G – Resolution

DESCRIPTION OF PROPERTY AND IMPROVEMENTS

The subject site is composed of three parcels of land located along the west side of Glendora Avenue approximately 400 feet south of its intersection with Hacienda Boulevard. The subject site consists of three contiguous parcels that total 22,400 square feet (0.51 acres); it is currently developed with two (2) professional office buildings, one that is 1,850 square feet and the other is 8,600 square feet. The front of the subject site is improved with sidewalk, curb, and gutter.

ANALYSIS

General Plan

The Land Use Element of the General Plan designates the subject site for General Commercial land uses. The proposed Master Sign Program is consistent with the Land Use Element and does not conflict with the goals and objectives of the City's General Plan and is consistent with applicable regulations for commercial signs of Chapter 10.74 of the La Puente Municipal Code (LPMC).

Zoning and Land Uses on Surrounding Properties

	Current Zoning	General Plan Designation	Land Use
Subject Property:	C-2	General Commercial	General Commercial & Single Family Home (Zone Exception,1951)
North:	C-2	General Commercial	Single Family Home
South:	C-2	General Commercial	Single Family Home
East:	C-2	General Commercial	General Commercial
West:	R-1	Low Density Residential	Single Family Home

Exhibit A – Location Map

Environmental Analysis

An Environmental Assessment form was completed for the proposed Master Sign Program (SPA No. 1095) pursuant to the City's pertinent requirements. Because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the project will not have a significant effect on the environment. The proposed project is therefore exempt from the California Environmental Quality Act ("CEQA") Public Resources Code §21000 *et seq.*) pursuant to Section 15311(a), (Class 11, Accessory Structures) of the CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations).

BACKGROUND

The subject site is a commercial development consisting of three (3) parcels of land. On April 1, 2008, the Development Review Board approved a proposal to allow the existing 1,248 square foot building to remain, while a new 8,600 square foot office building would be constructed on the two adjacent parcels to the south, with parking and landscaping improvements crossing all three parcels of land.

On July 7, 2009, the Development Review Board approved an additional 603 square feet of building area and 64 square feet of covered walkway for the existing 1,248 square foot building building. This brought the development up to a total of two (2) buildings. The smaller building totals 1,851 square feet in area, while the larger building totals 8,600 square feet of commercial/office space (see Exhibit B).

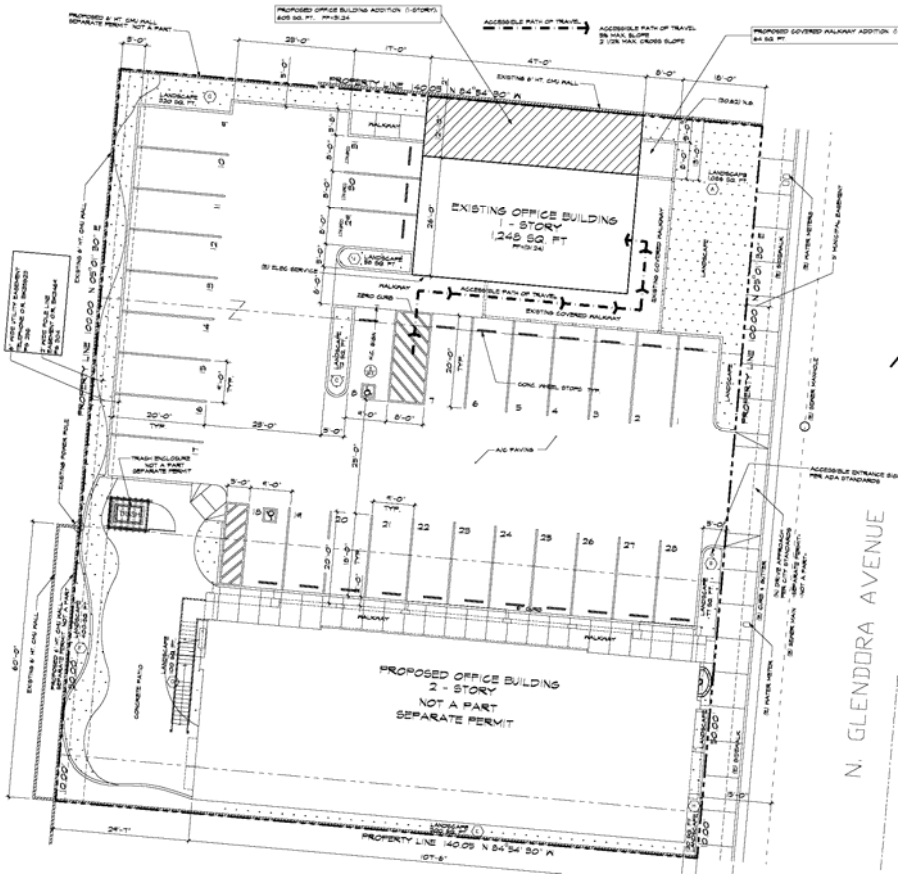


Exhibit B: Existing Approved Site Plan

DISCUSSION

Since the last approval made in 2009, the Applicant has developed the site fully and is seeking to implement a Master Sign Program for the commercial development. Pursuant to the LPMC, when approving a master sign program, the Development Review Board may allow for more flexibility with regard to sign area, and number and/or height of signs, to ensure that the signs are well designed, and architecturally compatible with the development.

Free-Standing Signs

The development currently has one (1) existing freestanding sign. This monument sign was approved in 1990 and measures approximately 30 square feet in sign area with a height of 6'6". However, there have been subsequent additions to the sign with a box sign that measures approximately 1'6" high and 7' wide. This brings the total sign area to 56 square feet in area and with a height of 8'. Generally, properties of this size are allowed only one (1) monument sign, up to 8 feet in height and 50 square feet in area. However, the LPMC allows the Development Review Board greater flexibility in regards to sign area. It is Staff's opinion that the existing sign is of a size and scale that is compatible with the property. However, the top portion of sign was not permitted previously, and would still require building permits. Staff recommends that the Applicant be allowed to legalize the sign to its current configuration, complying with all Building Department regulations. A condition of approval has been added to the resolution to address the unpermitted portion of the freestanding sign. No additional freestanding signage is proposed for the site.

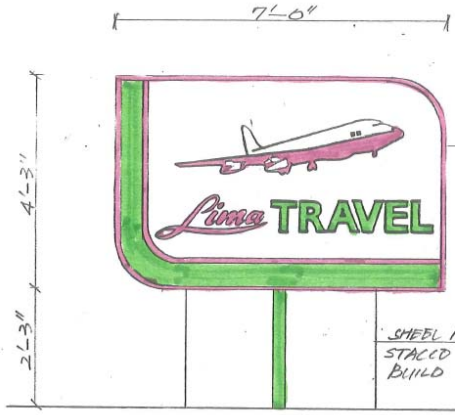


Figure 1: Approved Freestanding Sign (1990)

Figure 2: Current Free Standing Sign

Wall Signs

The development currently has 2 wall signs for the original building, which were also approved and permitted in the 1990's. The signs conform to the current Municipal Code. The majority of the proposal focuses on building identification signage for the newly constructed building on the south side of the property. The Applicant has proposed wall signage for the building on its north elevation which faces into the parking lot. All signs must be channel letter signs that are individually attached to the wall.

Below is a summary of the requirements for wall signage:

	Proposed
Number of Signs	1
Area	12 square feet maximum
Letter Height	12” minimum 18” maximum
Letter Depth	4”

Staff recommends that the Applicant include regulations limiting the maximum sign width to 70% of the lease hold space facing into the parking areas, not to exceed 10 feet in length to provide for a more uniform look to the signage.

Exhibit C: Typical Sign Elevation

Staff has noted that while the second story tenants have the wall space to install channel letter signage, it does not appear that the first story tenants have adequate space for channel letter wall signs. Staff recommends that the Applicant incorporate awning signs into its Master Sign Program based on the regulations indicated in the LPMC §10.74.080(b)(4); limiting awning signs to a maximum of 4 square feet in area, not to exceed 8” in height. A condition of approval has been added to address this circumstance.

Directory Sign

The Applicant has proposed a directory sign on the southern building on the east elevation which fronts Glendora Avenue. The Applicant has indicated that there is little chance of street visibility for those tenant spaces that are set towards the rear of the property. In order to provide some visibility as well as provide for way-finding to motorists and pedestrians, the Applicant has included a 30 square foot directory sign. Generally, the Municipal Code provides regulations regarding directory signs for commercial developments in excess of 5 acres. However, the directory sign or wall sign is the only signage proposed on the east elevation. Taking into account the issue of visibility and the lack of other wall signs on the east elevation, Staff would support this deviation from the LPMC and allow for the directory sign on the east elevation as it is proportional to the scale of the project.

Exhibit D: East Elevation – Proposed Wall/Directory Sign

Other Signs

The Master Sign Program the Applicant has proposed, also addresses window signage, of which only 10% of the window is allowed signage. However, the proposed Master Sign Program does not address accessory signs or banners. Based upon the content presented to Staff, Staff recommends that accessory signs not be allowed and that banners be regulated by the City's current codes regarding temporary banners.

Further, the Applicant has indicated that they wish to install a clock to better enhance the appearance of the development. The clock is to be installed in a manner that is at or near 90° from the building's front façade. The Applicant has not yet settled on a design or type, but has indicated that the projecting sign will be attached to the southerly building, and will project over a walkway. However, Staff recommends that in no case the sign be allowed to project over the public right of way, nor beyond 3 feet of the building. Since this clock can be considered a projecting wall sign, it should be included in the Master Sign Program. Verbiage should be added to the Master Sign Program to allow the clock's installation as it would enhance the development. Staff has included a condition of approval to address the projecting sign.

Below are examples of the clocks that project from buildings (see Figure 3 & 4):

Figure 3: Clock Example

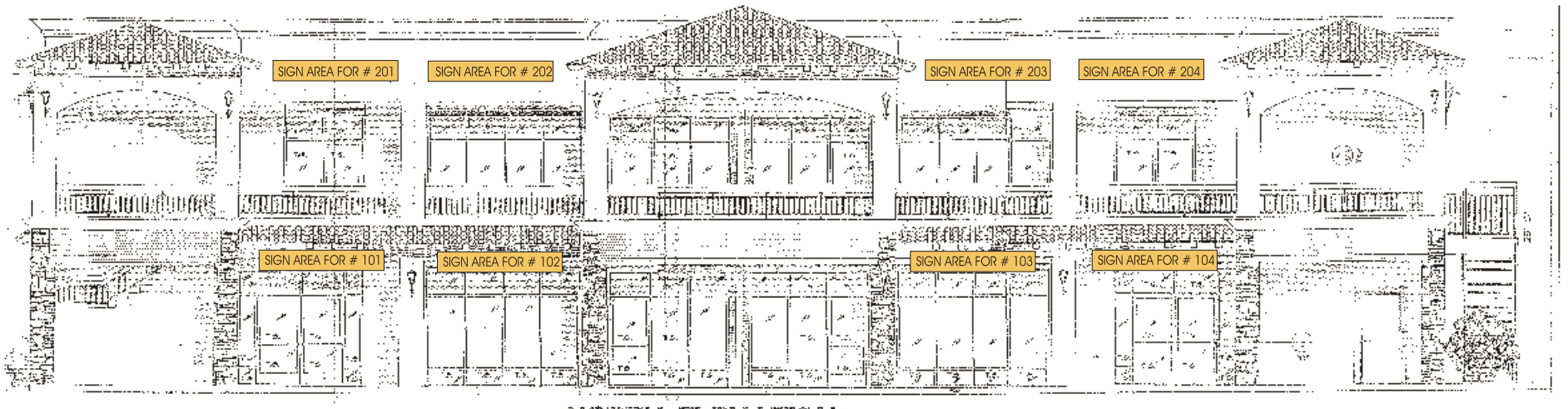
Figure 4: Clock Example

SUMMARY

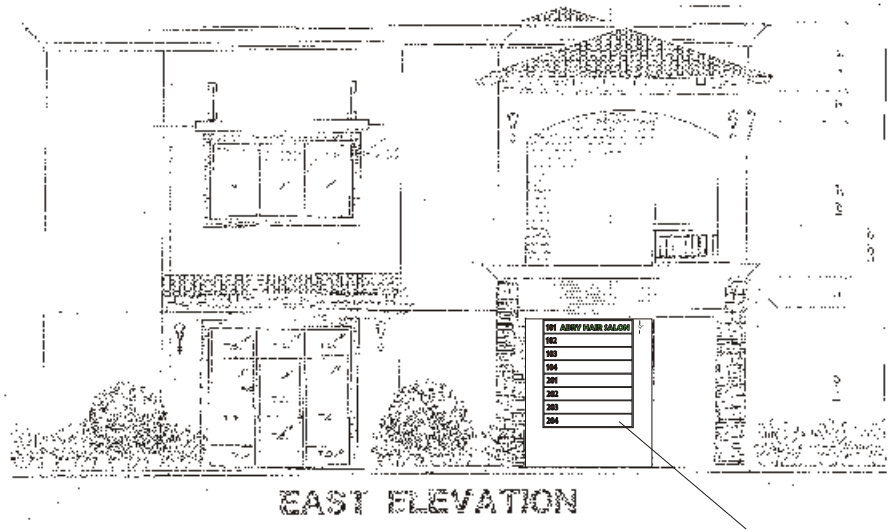
The proposed Master Sign Program focuses on the newly constructed building at the site in order to provide wall signage and visibility from the street. No alterations have been proposed for the existing signage that appears on the site. With the recommendations made by Staff, the Applicant will be able to accommodate signage for all the tenant spaces, while keeping with the Municipal Code. Further, the Applicant has proposed a projecting sign that will function as a watch and further enhances the development's appearance.

RECOMMENDATION

Staff recommends that the Development Review Board adopt the attached resolution, approving and adopting a Notice of Exemption, and approving Sign Plan Application No. 1095 and Master Sign Plan, subject to the conditions of approval.



NORTH ELEVATION



EAST ELEVATION

LISTING SIGN

737 GLENDORA AVE.
LA PUENTE, CA. 91744

1

EXHIBIT E

MASTER SIGN PLAN

737 GLENDORA AVE. LA PUENTE, CA. 91744

A. GENERAL REQUIREMENTS

1. PRIOR TO APPLYING FOR CITY APPROVAL OR PERMITS, EACH TENANT SHALL SUBMIT OR CAUSE TO BE SUBMITTED TO THE OWNER FOR APPROVAL BEFORE FABRICATION AT LEAST THREE COPIES OF DETAILED DRAWINGS INDICATING THE LOCATION, SIZE, LAYOUT, DESIGN AND COLOR OF THE PROPOSED SIGNS, INCLUDING ALL LETTERING AND/OR GRAPHICS.
2. ALL CITY APPROVALS AND PERMITS FOR SIGNS AND THEIR INSTALLATIONS SHALL BE OBTAINED BY THE TENANT OR HIS REPRESENTATIVE.
3. TENANT SHALL BE RESPONSIBLE FOR THE FULFILLMENT OF ALL REQUIREMENTS AND SPECIFICATIONS.
4. ALL SIGNS SHALL BE REVIEWED BY THE OWNER FOR CONFORMANCE WITH THIS CRITERIA AND THE OVERALL DESIGN AND QUALITY. APPROVAL OR DISAPPROVAL OF SIGN SUBMITTALS BASED ON AESTHETICS OF DESIGN SHALL REMAIN THE SOLE RIGHT OF THE OWNER.

B. GENERAL SPECIFICATIONS

1. NO PROJECTIONS BEYOND THE SIGN AREA WILL BE PERMITTED. SIGNING AREA IS TO BE WITHIN LIMITS AS INDICATED ON ATTACHED DRAWINGS.
2. EXCEPT AS PROVIDED HEREIN, NO ADVERTISING PLACARDS, BANNERS, PENNANTS, NAME, INSIGNIA, TRADEMARKS, OR OTHER DESCRIPTIVE MATERIAL SHALL BE AFFIXED OR MAINTAINED UPON THE GLASS PANES AND SUPPORTS OF THE SHOW WINDOWS AND DOORS OR UPON THE EXTERIOR WALLS OF BUILDING.

C. SPECIAL REQUIREMENTS- INDIVIDUAL TENANT WALL SIGNING

1. SELF-ILLUMINATED CHANNEL METAL LETTERS. LIGHTED WITH INTERIOR LED LIGHTING.
2. 1/8" THICK PLEXIGLAS FACE, APPROVED COLORS ARE RED #7193, GREEN #437, YELLOW # 2037 AND BLUE #2050.
3. WIDTH OF SIGN AREA SHALL NOT EXCEED 12'-0'.
4. MAXIMUM HEIGHT OF LETTERS SHALL NOT EXCEED 18".
5. MINIMUM HEIGHT OF LETTERS SHALL BE 12".
6. DEPTH OF CHANNEL LETTERS SHALL BE 4".
7. TRIM CAP AND RETURN SHALL BE BLACK COLOR.
8. FOOTAGE OF SIGN AREA SHALL NOT EXCEED 1 SQUARE FEET PER LINEAR FOOT OF LEASE SPACE.
9. MAXIMUM TWO COLOR CHOICE PER TENANT'S WALL SIGN.
10. THE USE OF CORPORATE LOGOS, TRADE MARK STYLES AND COLOR WILL BE PERMITTED.
11. WINDOW SIGNS OR POSTERS SHALL NOT COVER MORE THAN 10% OF THE TOTAL WINDOW OR DOOR AREA.

D. SPACIAL REQUIREMENTS LISTING SIGN.

1. ILLUMINATED CAN SIGN SHALL BE PAINTED IN BLACK COLOR WITH WHITE PLEXIGLAS BACKGROUND.
2. TENANT NAME SHALL BE 5" HEIGHT, WITH ONE LINE OF TEXT AND ONE COLOR CHOICE.
3. APPROVED COLORS ARE RED, GREEN. YELLOW AND BLUE.

E. GENERAL CONSTRUCTION REQUIREMENTS

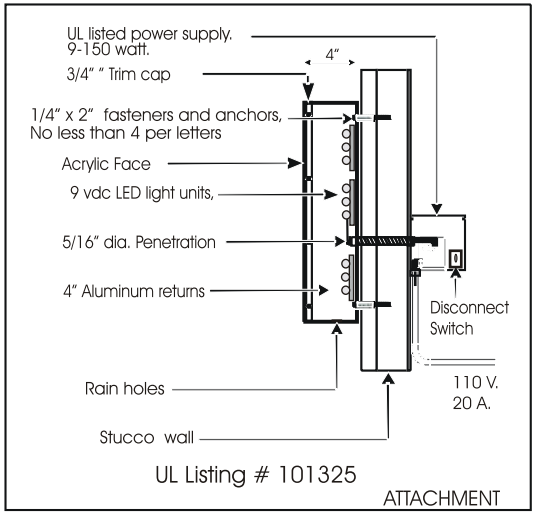
1. TENANT SHALL BE RESPONSIBLE FOR THE INSTALLATION AND MAINTENANCE OF ALL SIGNS.
2. ALL SIGNS TO BE INSTALLED UNDER THE DIRECTION OF THE OWNER OF OWNER'S REPRESENTATIVE.
3. TENANT SHALL BE FULLY RESPONSIBLE FOR THE OPERATION OF TENANT'S SIGN CONTRACTORS.
4. TENANT'S SIGN CONTRACTOR SHALL REPAIR ANY DAMAGE TO ANY PORTION OF THE STRUCTURE AND FINISH CAUSED BY HIS WORK.
5. ALL PENETRATION OF THE BUILDING STRUCTURE REQUIRED FOR THE SIGN INSTALLATION SHALL BE SEALED IN A WATER-TIGHT CONDITION AND SHALL BE PATCHED TO MATCH ADJACENT FINISH.
6. ELECTRICAL CONDUIT, JUNCTION BOXES, ETC., ARE TO BE CONCEALED.
7. LETTER FASTENING AND CLIPS ARE TO BE CONCEALED AND BE OF GALVANIZED METAL, PAINTED IN BLACK COLOR.

12'-0"

12"

ABRY HAIR SALON

SAMPLE FOR TENANT SIGNAGE.
SCALE 1/2"=1'-0"
ONE ISET OF ILLUMINATED CHANNEL LETTER WALL SIGN, IN 12" HEIGHT, RED #2173. AND GREEN # 347 COLOR. 3/4" BLACK TRIM CAP AND BLACK RETURN.



5'-0"

6'-0"

9"

101 ABRY HAIR SALON
102
103
104
201
202
203
204

SCALE 1/2"=1'-0"
ONE ILLUMINATED CABINET SIGN, IN 5'-0" X 6'-0". WHITE PLASTIC BACKGROUND WITH PLASTICS LETTERING. LETTERING SHALL BE 5" HEIGHT. THE CABINET SHALL BE PAINTED IN BLACK COLOR.

737 GLENDORA AVE.
LA PUENTE, CA. 91744

City of La Puente

15900 E. Main Street La Puente, CA 91744 Telephone (626) 855-1500 Fax (626) 961-4626

NOTICE OF EXEMPTION

TO: County Clerk
County of Los Angeles
Environmental Filings
12400 East Imperial Hwy, Room 2001
Norwalk, CA 90650

FROM: City of La Puente
15900 E. Main Street
La Puente, CA 91744

Project Title: Sign Plan Application No. 1095

Project Location (Specific): 737-747 Glendora Avenue
La Puente, California 91744

Project Location (City): La Puente **Project Location (County):** Los Angeles

Description of Nature, Purpose, and Beneficiaries of Project: The project is a Master Sign Program for a commercial development. The Master Sign Program sets the applicable design, size and other criteria for various on-premise free standing signs, wall signs, and all other signs at the commercial center.

Name of Public Agency Approving Project: City of La Puente

Name of Person or Agency Carrying Out Project: Beth Chow, Assistant Planner

Exempt Status: (Check One)

- ☐ Ministerial (14 Calif. Admin. Code §15268)
- ☐ Declared Emergency (14 Cal. Admin. Code §15269(a))
- ☐ Emergency Project (14 Cal. Admin. Code §15269(b) & (c))
- ☐ Statutory Exemption. (14 Cal. Admin. Code §§15260 et seq.)
- ☒ Categorical Exemption. (14 Cal. Admin. Code §§15300 et seq.)

  State class and section number: Class 11, Section 15311

Reasons why project is exempt: The project only involves the construction of on-premise signs, which are accessory to commercial structures, and therefore the project will not have a significant effect on the environment. The project satisfies all criteria under Section 15311 of CEQA Guidelines for a Class 11 (Accessory Structures) Categorical Exemption.

Contact Person: Beth Chow **Phone No.:** (626) 855-1547

Date received for Filing: **Signature**:_____

_____ **Date**: _____

EXHIBIT F

RESOLUTION NO.

A RESOLUTION OF THE DEVELOPMENT REVIEW BOARD OF THE CITY OF LA PUENTE, CALIFORNIA, APPROVING SIGN PLAN APPLICATION NO. 1095, A REQUEST TO APPROVE A MASTER SIGN PROGRAM FOR A COMMERCIAL DEVELOPMENT AT 737-747 GLENDORA AVENUE, LA PUENTE, CALIFORNIA

RECITALS

WHEREAS, on November 17, 2011, the City of La Puente received an application from Bill Johansen ("Applicant") requesting approval of Sign Plan Application No. 1095, a request to approve a Master Sign Program ("the Application"); and

WHEREAS, the Application is for a ½ acre site, that is developed as a office/commercial center, located at 737-747 Glendora Avenue (the "Property"); legally described as Lots 7, 8, 9, 10, T.M. 6040, M. B. 66-19 in the City of La Puente (hereinafter referred to as "Subject Site" or "Project Site".) and

WHEREAS, the Property is developed for office/commercial uses, with two buildings on the site, one 1,850 square foot building and another 8,600 square foot building. The Applicant requests the approval of a Master Sign Program for the commercial development at the Property; and

WHEREAS, the Land Use Element of the General Plan designates the Property as General Commercial, and the zoning designation of the Property is C-2 (General Commercial). The implementing zone allows for Master Sign Programs for office/commerical developments subject to review and approval of a Sign Plan Application by the Development Review Board; and

WHEREAS, an Environmental Assessment form was submitted by the Applicant for Sign Plan Application No. 1095 pursuant to the City of La Puente requirements. Sign Plan Application No. 1095 and the proposed Master Sign Plan for the construction and installation of "on-premises signs" at the Property, will not have and will not result in a significant impact on the environment and because the project only involves the construction of on-premise signs, which are accessory to existing commercial structures, the project is categorically exempt from California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq*.), pursuant to Section 15311 (b) (Class 11, Accessory Structures) of CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations); and

WHEREAS, On January 12, 2012, the Development Review Board of the City of La Puente conducted a duly noticed public meeting on the Application, and considered all written and oral testimony; and

WHEREAS, all legal prerequisites to the adoption of this resolution have occurred.

NOW THEREFORE, it is hereby found, determined and resolved by the Development Review Board of the City of La Puente as follows:

1. The Development Review Board finds that all of the facts set forth in the Recitals are true and correct, and are incorporated herein by reference.

2. Based upon the evidence presented to this Board during the January 12, 2012 public meeting including written and oral staff reports, the Board finds as follows:

a) The proposed Master Sign Program (Sign Plan Application No. 1095) complies with the requirements set forth in Chapter 10.74.110 and sign regulations of Chapter 10.74 of the La Puente Municipal Code. The proposed Master Sign Program will help provide uniformity and design consistency within the development.

b) The proposed Master Sign Program is compatible with developments in the immediate vicinity of the Property in that the proposed Master Sign Program is of a scope that will not detract or draw attention away from other uses in the area.

c) The proposed Master Sign Program is consistent with City's General Plan and zoning regulations in that the implementing zone permits Master Sign Programs for office/commerical developments subject to review and approval of a Sign Plan Application No. 1095 by the Development Review Board.

d) Upon independent review and consideration of the information contained in the Staff report and the Notice of Exemption for Sign Plan Application No. 1095 and the proposed Master Sign Plan for the installation and construction of on-premises signs, the Development Review Board hereby finds and determines that the Sign Plan Application No. 1095 will not result in or have a significant impact on the environment, and because the project only involves the construction of on-premise signs, which are accessory to existing office/commercial structures, the proposed project is categorically exempt from is categorically exempt from California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 *et seq*.), pursuant to Section 15311 (b) (Class 11, Accessory Structures) of CEQA Guidelines (Title 14, Chapter 3 of the California Code of Regulations). Accordingly, the Development Review Board approves and adopts the Notice of Exemption, attached to the Staff Report as Exhibit G and directs Staff to file same as permitted by law.

5. Based upon the findings noted above, the Development Review Board hereby further approves Sign Plan Application No. 1095, subject to the following conditions:

CONDITIONS OF APPROVAL

1. Except as set forth in subsequent conditions 2 through 10, all inclusive, development shall take place substantially as shown on the plans set forth in Exhibits B through I attached to the Staff Report and incorporated herein by reference.

2. The Applicant shall comply with all requirements of the La Puente Municipal Code, and all state and federal laws, rules and regulations.

3. No signs or advertising of any type whatsoever shall be placed, erected and/or installed on the Property unless all provisions of the Master Sign Program are met.

4. The Applicant shall revise the Master Sign Program to address the following issues:

    a. Include and incorporate awning signs into the text of the Master Sign Program.

    b. Limit wall signs to be a maximum of 70% of the lease hold space facing the parking areas.

    c. Include regulations prohibiting accessory signs.

    d. Include regulations regarding the banners as regulated by the City's Municipal Code.

    e. Include specific regulations regarding a projecting sign based on the regulations of the Municipal Code.

5. The Applicant shall legalize the top portion of the existing monument sign.

6. Prior to electrical service connection and final building and electrical permit approvals, the following shall be completed:

    a. The Applicant shall submit a list of all contractors and/or subcontractors, if any, performing work on this project or development to the City Finance Department and such contractors and subcontractors shall obtain valid business licenses to do business and/or work in the City of La Puente.

    b. The Applicant shall obtain all required permits from the City of La Puente Building Department prior to installation of any signs.

    c. All electrical service provided for the proposed signs shall be concealed from view.

7. The Applicant shall submit, within thirty (30) days after approval of Sign Plan Application No. 1095, to the Community Development Department his/her written consent to all of the conditions referenced herein.

8. The Applicant shall obtain building permits or approval of an extension within one (1) year after approval of Sign Plan Application No. 1095 by the Development Review Board or this approval shall automatically become null and void. No application for an extension of this period shall be considered unless applied for in writing no less than thirty (30) days before its expiration.

9. Applicant shall indemnify, protect, hold harmless and defend, with counsel selected by the City, the City and any agency or instrumentality thereof, an/or any of its officers, employees and agents from any and all claims, actions, or proceedings against the City to attack, set aside, void, annul, seek monetary damages resulting from an approval of the City, or any agency or instrumentality thereof, advisory agency, appeal board or legislative body including actions approved by the voter of the City, concerning the entitlement application. City shall promptly notify both the Applicant and landowner of any claim, action, or proceeding to which this condition is applicable and shall further cooperate fully in the defense of the action. The City reserves its right to take any and all action the City deems to be in the best interest of the City and its citizens in regard to such defense.

APPROVED AND ADOPTED this 12th day of January, 2012.

AYES:
NOES:
ABSTAIN:
ABSENT:

_____
Chairman, Development Review Board

_____
Secretary, Development Review Board