

CITY OF PALMDALE

38300 NORTH SIERRA HIGHWAY, PALMDALE, CALIFORNIA 93550
AREA CODE 805/273-3162

Wm. J. "Pete" Knight
MAYOR
Joseph P. "Joe" Davies, Jr.
MAYOR PRO TEM
Janis C. Hamm
COUNCIL MEMBER
James C. Ledford, Jr.
COUNCIL MEMBER
James A. Root
COUNCIL MEMBER

May 14, 1991

Mr. John D. Martin
Rothbart Development Corporation
15315 Magnolia Blvd., Suite 130
Sherman Oaks, CA 91403-1153

Subject: Sign Program for the Palmdale Promenade Located at
Avenue P and 5th Street West.

Dear Mr. Martin:

After review of the Sign Program submitted for the Palmdale Promenade commercial center, I have the following comments:

- All signs must comply with the sign regulations adopted as a part of the Palmdale Trade and Commerce Center Specific Plan. (See Attached)
- The size of the three proposed freestanding signs are allowed, however, the Palmdale Trade and Commerce Center Specific Plan sign regulations requires no less than 250 lineal feet between freestanding signs. As we discussed, you may apply for a variance before the Planning Commission to space the signs as you have requested, however, the Commission must make the required Findings for approval.
- The proposed wall signs for the Walmart, Service Merchandise, Home Depot and Fashion Bug as shown are permitted.
- The tenant signs for users under 50,000 square feet are permitted at a ratio of 2 square feet of sign area per lineal foot of building frontage on the building frontage side, and only 1/2 square foot of sign area per lineal foot of non-street frontage to a maximum of 200 square feet. If a tenant has an entrance for direct customer access on the side of a building that is not considered to be building frontage, one square foot of sign area for each lineal foot

Mr. John D. Martin
May 14, 1991
Page Two

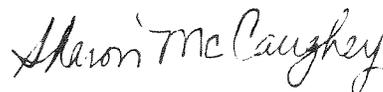
of that frontage is permitted. (This is in conflict with the plan submitted as page one of the Imagemasters International plans.)

- The tower signs and under canopy hanging signs are considered as projecting business signs and are subject to the following criteria:
 - Tenants may substitute projecting business sign area for wall sign area on the basis of 1/2 square foot of permitted projecting sign area for each one square foot of permitted wall sign area. There shall be a corresponding reduction in the permitted area for wall signs.
 - Projecting business signs located at the corner of two intersecting building frontages shall not exceed the permitted projecting business sign area of the smallest frontage, and there shall be a corresponding reduction in the permitted projecting business sign area of both frontages.
 - Projecting business signs shall not extend above the highest point of a parapet wall.
 - Projecting business signs shall not move or simulate motion in any way.
 - No projecting business sign shall be located within 50 feet of any other projecting business sign of the same business on any frontage where such sign is visible.
 - Nor shall they be located on the same lot or parcel of land as a freestanding business sign of the same business.

Please submit two sets of revised plans for the individual tenants, as stated above, as well as a revised plot plan showing the allowable spacing of the freestanding signs. Upon review and acceptance, this Sign Program will be approved. However, as we have discussed, sign applications will still be required from this department prior to issuance of building permits by the Building and Safety Department.

If you have any question in this regard, please call me at (805) 272-9613.

Sincerely,



Sharon McCaughey
Assistant Planner

cc: Asoka Herath

SM:pb2/wp1161

2. Transformer enclosures should be designed of durable materials with finishes and colors which are unified and harmonious with the overall architectural theme.
3. Exterior-mounted electrical equipment shall be mounted on the interior of a building wherever possible. When interior mounting is not practical, electrical equipment shall be mounted in a location where it is substantially screened from public view. In no case shall exterior electrical equipment be mounted on the street side or primary exposure side of any building.
4. Exterior-mounted electrical equipment and conduits shall be kept to a visible minimum, where visible shall be installed in a neat and orderly fashion, and shall be painted to blend with their mounting backgrounds.

I. FENCES AND WALLS

1. No fence or wall exceeding three feet in height shall be constructed closer than thirty feet from the curbline of a fronting street.
2. No fence or wall shall exceed a height of eight feet.
3. Walls and fences between buildings and fronting streets are discouraged.
4. All fences and walls shall be designed as integrated parts of the overall architectural and site design. All materials shall be durable and finished in textures and colors complementary to the overall architectural design.
5. Double walls will not be permitted unless capped.

J. UTILITIES AND COMMUNICATION DEVICES

1. All exterior on-site utilities, including but not limited to drainage systems, sewers, gas lines, water lines, and electrical, telephone, and communications wires and equipment, shall be installed and maintained underground.
2. On-site underground utilities shall be designed and installed to minimize the disruption of off-site utilities, paving, and landscape during construction and maintenance, and shall be of such a design as not to place excessive burdens upon off-site utility systems during the course of use.
3. No antenna or device for transmission or reception of any signals, including but not limited to telephone, television, and radio, shall be placed on any device so that it is visible from five feet above the ground or ground-floor level at a distance of five hundred feet in any direction. Satellite dishes may be permitted with prior approval of the Director of Planning.
4. Temporary overhead power and telephone facilities are permitted during construction.

K. SIGNAGE REGULATIONS

1. Purpose and Intent

Signage is an important element within the Specific Plan area in that it can reflect an image of quality while at the same time provide needed graphic communication for residents and visitors. Signs inform and direct and can achieve this in a consistent manner in both scale and style.

Each development proposal within the Specific Plan area represents a small portion of the plan area, but contributes significantly to the visual image that the overall project projects. The signage regulations contained herein shall be applied to all development within the Specific Plan area. It is intended that the uniform application of these provisions will provide the basis for an integrated visual character and continuity throughout Specific Plan build-out.

Within the Specific Plan there are several different land use categories, each requiring different signage controls. Those categories can be identified as commercial and industrial. The signage regulations establish parameters and controls for type, location and sighting of signage.

2. Applicability

The signage regulations contained herein apply to the Palmdale Trade and Commerce Center Specific Plan area. In those cases where certain regulations are not addressed by this Section, current City of Palmdale ordinances and/or guidelines shall apply.

3. Administration

All signs to be established within the Specific Plan area shall require that a sign permit and decal be obtained from the City of Palmdale Planning Department. Such permits and decals shall be obtained from the Planning Department following a submittal of a sign application, supporting documentation and fees per the most current policies of the City of Palmdale.

4. Exemptions to Signage Regulations

The provisions contained in this Specific Plan regulating signage shall not apply to the following signs:

- a. Official notices issued by any court, public body or public officer;
- b. Notices posted by any public officer in performance of a public duty, or for any person in giving legal notice;
- c. Traffic, directional, warning or informational signs required or authorized by the public authority having jurisdiction;
- d. Official signs used for emergency purposes only;
- e. Permanent memorial historical signs, plaques or markers;
- f. Public utility signs, provided such signs do not exceed three square feet in area.
- g. Holiday decoration, in season, displayed for an aggregate period not exceeding sixty (60) days in any one (1) calendar year;
- h. Temporary religious, charitable, civic, homeowner association, education or cultural posters or special events of civic, philanthropic, education or religious signs not exceeding sixteen (16) square feet in area posted for no more than thirty (30) days prior to and seven (7) days after such event in any one (1) calendar year provided that:
 1. Such sign shall not exceed twelve (12) square feet in sign area and shall not be placed higher than eight (8) feet above grade.

2. Such signs shall not be permitted to be stuck, glued, painted, pasted, posted, mailed, stapled or otherwise affixed to any public property, public right-of-way, publicly owned sign, public appurtenance, utility pole, or fire hydrant. It shall be unlawful to attach, connect or otherwise affix any sign to another permanent or temporary sign, or direct, permit or allow such action without the permission of the owner of the permanent or temporary sign.
3. It shall be unlawful to attach, connect, or otherwise affix balloons, pinwheels or streamers, or similar objects, to any political sign.
4. Such sign shall not be illuminated.
5. Such sign shall not be placed more than thirty (30) days prior to an election and must be removed within seven (7) days after said election.
6. It shall be the applicant's responsibility to see that the provisions of this section are followed.
7. Upon a determination of any violation of the provisions of this subsection regulating political signs, the City may summarily abate the offending sign and recover the actual cost of such abatement from the candidate subject to a prior hearing as to the propriety of such removal and the appropriateness of the amount charged. Such hearing shall be requested, if at all, within ten (10) days after notice or billing of the cost is received by the candidate named, the campaign committee or signing company responsible, if known, or property owner or a representative of the owner apparently in control of said property on whose property the sign or signs have been placed.
8. No person shall remove, destroy, relocate, or otherwise disturb any political sign, or direct, permit or allow such removal, destruction, relocation or disturbance, without the permission of the party who erected the sign. It shall be presumed, as to signs for political candidates, that it was his or her representative is the party who erected the sign. It shall further be presumed that the committee who has registered with the Secretary of State to support a position on a ballot proposition is the party who erected the sign taking the position on the ballot measure. Nothing in this subsection shall prohibit the owner of a piece of property, or his or her authorized representative, from removing a sign from his or her property when the sign has been erected without his or her consent; and provided, further, nothing in this subsection shall prevent the Director, Code enforcement staff or other authorized representative of the City from taking action to abate sign violations pertaining to political signs.
9. Each candidate for elected office, political office, political party, or for a ballot measure is permitted one (1) on-building sign per street frontage, identifying it as its headquarters. Such sign shall be governed by code section identification signs. This sign shall not be construed as a political sign.

- i. One (1) unilluminated, double-faced real estate advertising sign, for sale, lease or rent:

<u>Project Square Feet</u>	<u>Square Feet of Sign Area/Sign</u>
100,000 or less	64
100,000-300,000	96
300,000+	144

Such sign shall be situated within the property line and in no event shall encroach upon public right-of-way. Such sign shall remain only during the period of time that the premises are being offered for sale, lease, or rent and in any event shall be removed seven (7) days after the property is sold, leased or rented or the offer for sale, lease or rent is terminated. Property shall be deemed to be sold upon the close of escrow, upon transfer of legal title, or upon execution of an installment sales contract, whichever occurs first.

- j. Permanent window signs not exceeding four (4) square feet and limited to business identification, hours of operation , address emergency information only.
- k. Temporary window signs provided that such signs do not exceed 25 percent of the area of any single window or of adjoining windows on the same frontage. This provision is not intended to restrict signs utilized as part of a window display and located not less than one foot from such windows. Such signs are permitted for a period not to exceed thirty (30) days.
- l. Temporary construction signs subject to the following restrictions:
 - 1. One freestanding construction sign shall be permitted for any one parcel after appropriate site plan approvals have been obtained.
 - 2. For parcels of five acres or less a total sign area of 32 square feet shall be permitted, for parcels of greater than five acres a total sign area of 48 square feet shall be permitted.
 - 3. Freestanding construction signs shall not exceed eight feet in height as measured vertically from grade at the base of the sign.
 - 4. Construction signs shall be maintained only upon the site of the building under construction, alteration or in the process of removal.
 - 5. All construction signs shall be removed from the premises within seven days after the issuance of a certificate of occupancy.

5. General Regulations

The following sign regulations will effectively regulate the placement, erection and maintenance of signage within the Specific Plan. These regulations are intended to provide equitable standards for the protection of property values, visual aesthetics, and the public health, safety and general welfare.

The following general regulations shall apply to all signage in any zone:

- a. No sign shall be installed or constructed until it has been approved by the Palmdale Planning department in accordance with the regulations of this Specific Plan.
- b. All light sources, either internal or external, provided to illuminate signage shall be placed or directed away from public streets, highways, sidewalks or adjacent premises to not cause glare or reflection that may constitute a traffic hazard or nuisance.
- c. Any sign located on vacant or unoccupied property, that was erected for a business which no longer exists, or any sign which pertains to a time, event or purpose which no longer exists, shall be removed within seven (7) days after the use has been abandoned.
- d. All signage shall be designed free of bracing, angle-iron, guy wires, cables or similar devices.
- e. The exposed backs of all signs visible to the public shall be suitably covered, finished and properly maintained.
- f. All signs shall be maintained in good repair, including display surface, which shall be kept neatly painted or posted.

- g. Any sign which does not conform to the provisions contained herein shall be made to conform or shall be subject to the amortization schedule outlined in the City of Palmdale Sign Ordinance.
- h. The height of all signs shall be measured from grade below the sign to the highest point of the sign structure.
- i. No two freestanding signs are to be located closer than 250 feet to each other.
- j. No freestanding signs are permitted closer than ten feet to a property line.

6. Surface Area Computation

The surface of any sign face shall be computed as follows:

- a. Wall signs affixed directly to a building wall or facade, and having no discernible boundary, shall have the areas between letters, words intended to be read together, and any device intended to draw attention to the sign message included in any computation of surface area;
- b. Spherical, cylindrical or other three-dimensional signs not having conventional sign faces shall be considered to have two faces and the area of each sign face shall be computed from the smallest three-dimensional geometrical shape or shapes which will best approximate the actual surface area of said faces;
- c. Free-standing and projecting sign areas shall be calculated as one rectangle or of two contiguous rectangles in the same plane, drawn with horizontal and vertical lines so as to include the entire sign except sign supports. The viewpoint for calculation shall be that which gives the largest dimension to that rectangular area;
- d. Sign areas for building-mounted signs, except projecting signs, shall be calculated as the area enclosed within a sign border, or the sum of the areas of the minimum imaginary rectangles enclosing each word or non-verbal symbol if there is no sign border;
- e. Ornamental sign bases without advertising elements are not counted in sign area.

7. Business Signage

Business signs are permitted subject to the conditions set forth herein.

a. Wall Business Signs

- 1. Each ground-floor business establishment fronting on and/or oriented toward one or more public street, highway or parkway shall be a permitted area.
- 2. Where a ground-floor business establishment fronts only on a parking lot, alley, open mall, landscaped open space or other public way, the exterior building wall facing such parking lot, alley, open mall, landscaped open space or other public way shall be considered a building frontage for purposes of computing permitted wall sign area.
- 3. A ground-floor business establishment having entrances intended for use by the public on the side of a building not considered to be building frontage by this section shall be permitted one wall sign on each such side, provided the sign does not exceed one-half the sign area permitted on the building frontage of said business. Where a business has more



than one building frontage recognized by this section, an average of the permitted sign area shall be used in computation.

4. Any building containing business establishments which front only on an interior mall having a limited number of entrances, excluding major anchor stores of greater than 50,000 square feet, shall be considered a single establishment for the purpose of computing the wall sign area permitted on the exterior walls of such building.
5. In all cases, permitted sign area shall be used only on the side of the building for which it is calculated.
6. No signs may be installed on or above any roof line.
7. Area Permitted: the maximum area permitted for wall business signs shall be as follows:
 - (i) Two square feet in area for each lineal foot of building frontage and 1/2 square foot for each lineal foot of non-street or building entrance frontage to a maximum of two hundred square feet for uses less than 50,000 square feet of gross floor area on the non-street and building entrance frontage.
 - (ii) Businesses maintained exclusively on the second floor of a two-story building shall be entitled to fifty percent of the sign area authorized for the business frontage. This does not take away from the sign area permitted for the first floor.
 - (iii) Buildings containing more than two stories shall be limited to the sign area authorized for the first floor area of the building.
8. Height Permitted: Wall business signs shall not extend above:
 - (i) The highest point of a parapet wall; or
 - (ii) The lowest point of a sloping roof.
9. Projection Permitted. Wall business signs shall not project more than 18 inches from the building wall or permanent roofed structures to which they are attached.
10. Lighting. Wall business signs may be internally lighted.

Handwritten notes:
wall signs
for
SCK #

b. Projecting Business Signs

1. ~~_____ business sign area for wall sign area _____ square _____~~
2. If a projecting business sign has two or more faces, the maximum total sign area that shall be permitted is twice the sign area permitted for that sign.
3. Permitted sign area shall be used only on the side of the building for which it was calculated, except where permitted at the corner of a building. ~~_____ by a _____~~
corresponding _____

4. **Height Permitted.** Projecting business signs shall not extend above:
 - (i) The highest point of a parapet wall; or
 - (ii) The eave of the roofline.
5. Projecting business signs shall not project beyond the face of the building in excess of one-foot.
6. Such signs shall not project into any alley or parking area when located below a height of 14 feet, nor shall sign project more than one foot when located above a height of 14 feet over such alley or parking area.
7. **Movement.** Projecting business signs shall not rotate, move or simulate motion in any way.
8. **Location.** No projecting business sign shall be:
 - (i) Located on any building nearer to another business establishment located in the same building, or in a separate building if separated by less than 25 feet, than a distance equal to 25 percent of the length of such business establishment; or
 - (ii) Located within 50 feet of any other projecting business sign of the same business on any frontage where such sign is visible; or
 - (iii) Located on the same lot or parcel of land as a freestanding business sign of the same business.
9. **Lighting.** Projecting business signs may be internally lighted.

c. **Freestanding Business Signs**

1. **Frontage.** One, two-sided freestanding business sign shall be permitted on any lot or parcel of land for each street or highway frontage having a continuous distance of 250 feet or more.
2. **Area.** The maximum freestanding business sign area shall be 50 square feet.
3. **Height.** The maximum height of a freestanding business sign shall be calculated as follows:

<u>Street Frontage of Parcel</u>	<u>Maximum Height Permitted</u>
0 to 250 feet	5 feet
251 to 500 feet	6 feet
501 to 750 feet	7 feet
751 feet and over	8 feet

4. **Lighting.** Freestanding business signs may be internally lighted.

d. **Building Identification Signs**

Building identification signs are permitted within the Specific Plan area.

1. One wall-mounted sign shall be permitted per principal use provided:
 - (i) Such sign does not exceed six square feet in sign area where located less than 30 feet above ground level, measured at the base of the building below said sign; or
 - (ii) Such sign does not exceed twelve square feet in sign area where located greater than 30 above ground level, measured at the base of that building.
2. Height Permitted. Such signs shall not extend above the highest point of a parapet wall or the lowest point of a sloping roof.
3. Lighting. Such signs may be internally lighted.

e. Users of 50,000 square feet or greater of building area:

1. Each user having a gross floor area of 50,000 square feet or greater shall be permitted signs as follows:
 - (i) Wall business signs. The maximum area shall be 2.3 square feet of sign area for each lineal foot of street building frontage and building entrance frontage with no total maximum sign area, and the maximum shall be one square foot of sign area for each lineal foot of non-street frontage to a maximum of 200 square feet of total sign area.

- (ii) One freestanding business sign as follows:

<u>Building Frontage</u>	0-100'	101-150	151-200	201+
<u>Maximum Height Permitted</u>	5'	7'	9'	11'
<u>Maximum Sign Area Permitted</u>	50sf	70sf	90sf	110sf

- (iii) Frontage. One, two-sided freestanding business sign shall be permitted on any lot or parcel of land for each street or highway frontage having a continuous distance of 250 feet or more.

f. **Other Incidental Business Signs**

1. Each business establishment shall be permitted incidental business signs, provided:
 - (i) That such signs are wall signs;
 - (ii) That such signs do not exceed three square feet in sign area.
 - (iii) That such signs are not located higher than six feet above ground level, measured at the base of the building below such sign.

8. **Directional Signage**

Freestanding and/or wall mounted directional signs are permitted within the Specific Plan area in accordance with the following regulations:

- a. A site plan shall be submitted to the Planning Department indicating the placement of directional signs within the Specific Plan area. Approval of such signs shall be contingent upon the finding that the geographic location of, or access to the use identified creates a need for directional signs not satisfied by other signs permitted herein.

- b. Area Permitted. Directional signs shall not exceed six square feet per side, excluding base; on a maximum of two sides, with a total sign area of 12 square feet.
- c. Height Permitted. Directional signs shall not exceed four feet in height, measured vertically from grade below the sign.
- d. Location. Directional signs shall be located on-site provided they are not located within the public right-of-way. The number of such signs shall be determined on a case-by-case basis for each planning area as submitted for site plan review.
- e. Lighting. Directional signs may be internally lighted.

9. Prohibited Signage

The following signs shall be prohibited in all zones within the Specific Plan area:

- a. Inflatable signs, balloons, animals or symbols.
- b. Rooftop signs.
- c. Portable signs.
- d. Signs on trailers or painted on the sides of disabled or parked vehicles.
- e. Rotating, revolving or flashing signs.
- f. Signs advertising or displaying any unlawful act, business or purpose.
- g. Any signage, notice or advertisement affixed to any street right-of-way, public sidewalk, bus bench or shelter, crosswalk, curb, lamp post, hydrant, tree, telephone pole, or lighting system or upon any fixture of the policy or fire alarm system of the County of Los Angeles.
- h. Any strings or pennants, banners or streamers, clusters of flags, banners across street rights-of-way, strings of twirlers or propellers, flares, balloons, and similar attention-getting devices, including noise-emitting devices, with the exception of the following:
 - (i) National, state, local governmental, institutional or corporate flags, properly displayed.
 - (ii) Holiday, decoration, in season, used for an aggregate period of 60 days in any one calendar year.
- i. Painted wall signs.
- j. Pole signs.

L. PROJECT MONUMENTATION

1. Purpose and Intent

Project monumentation shall be located at key entry points and intersections within the Specific Plan area. These will be integrated into the overall design statement and identify individual projects within the overall plan area. All such permanent monument signage shall be approved as to location and design through site plan review.

2. Primary Gateway Monumentation
 - a. Project monumentation signs are permitted in any zone at key entry points and intersections.
 - b. Such signs shall not exceed forty-eight square feet (sign wall only, not including associated monument walls).
 - c. Such signs shall not exceed a maximum height of four feet, measured vertically from the base of the sign.
 - d. Such signs may be internally lighted.
3. Community Facility Signage
 - a. Community facility signs are permitted to identify facilities such as parks, schools, community centers, and the like.
 - b. Area Permitted. Such sign shall not exceed 45 square feet per side, a maximum of two sides or a total of ninety-square feet.
 - c. Height Permitted. Such signs shall not exceed a maximum height of five feet, measured vertically from grade at the base of the sign.
 - d. Lighting. Such signs may be internally lighted.

VI. DESIGN GUIDELINES

This section presents design guidelines for development undertaken within the Specific Plan area. The guidelines are subdivided into general guidelines applicable to all land uses, and guidelines which are applicable only to commercial and industrial land uses.

A. General Design Guidelines Applicable to All Land Uses

The following design guidelines are intended to describe specific design recommendations related to site planning, landscape architecture and architecture for all land uses within the Specific Plan area:

1. Site Planning Guidelines:
 - a. Arrange buildings to permit vistas into open space areas.
 - b. Coordinate development of adjacent parcels to maximize joint access for parking and circulation.
 - c. Landscaping and pedestrian walkways should be provided between sites throughout the Specific Plan area. Walls separating individual commercial or industrial developments should be discouraged unless necessary for buffering purposes.
 - d. Avoid repetitive building setbacks along all streets.
 - e. Plazas, courtyards, arcades, patios, and other open space elements should be incorporated into all developments within the Specific Plan area.