

- 1.0** *The Specific Plan as Planning Tool*
- 2.0** *Community Context & Integration*
- 3.0** *Land Use Master Plan*
- 4.0** *Transportation & Circulation*
- 5.0** *Master Landscape Plan*
- 6.0** *Community Design & Land Use*
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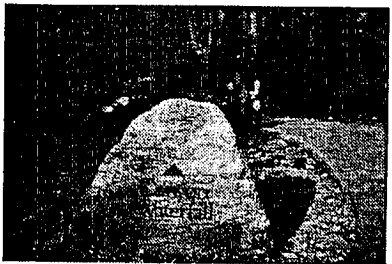
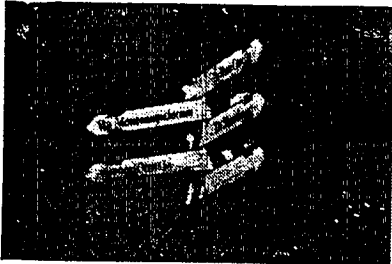
8.0 SIGN REGULATIONS

Signage within Porta Bella will be of the character typically found within the California towns with an earlier heritage. All signs within Porta Bella should reflect the character depicted in the community. Occasionally, the Design Review Board may permit more modern signage if its application would provide an artful contrast to the "New Heritage" architecture. The following are character guidelines which should be integral to the design and location of the sign.

- (A) The sign will fit contextually with its location on the site or building.
- (B) The sign will coexist with the design objectives of the surrounding area. The sign should not overpower.
- (C) The sign will reflect the quality and material character of the related structure.
- (D) The sign will incorporate creativity and artistry in its shape, materials, colors and placement.
- (E) The sign will be comprised primarily of materials which were utilized within the architectural period of the structure to which it will be attached.

All signs within Porta Bella shall be controlled by these sign regulations. The regulations will contribute to the character and value of Porta Bella and have been carefully planned to respond to the image and environmental quality objectives. Specific sign programs shall be submitted to the City Planner as a part of the development review and approval process.

8.1 Sign Types Permitted



- Community Identification Sign
- Major & Secondary Arterial Office/Commercial Signage
- Commercial Village Identification Sign
- Commercial Tenant Identification Wall Sign
- Commercial Tenant Identification Window Sign
- Commercial Tenant Identification Freestanding
- Theater Marquee
- Pedestrian Kiosks
- Restaurant Sidewalk Menu Signs
- Residential Identification Wall Sign
- Residential Identification Freestanding Sign
- Vehicle Directional Signs
- Community Marketing Information Sign
- Parcel Marketing Information Sign
- Property Resale Sign
- Special Event, Festival or Holiday Banners
- Address Identification
- National and State Flags (not for advertising purposes)

8.2 Prohibited Signs

- Pole signs
- Pylon signs
- Roof signs
- Gyrating or blinking signs
- Inflatable signs
- Billboards
- Flags and streamers used for advertising
- Window painting over 25% of window surface
- Window signs over 25% of window surface
- Interior illuminated plastic panel signs
- Interior illuminated individual letters

8.3 Sign Regulations

All signs, regardless of type or permanency, are affected by nine criteria for design and execution. These guidelines describe the variable for each sign type. These criteria are:

- (1) Sign Type: Name reference
- (2) Function: The purpose of the sign
- (3) Placement: The position of the sign
- (4) Materials: The range of materials and colors from which the sign can be built
- (5) Landscaping: The treatment of landscaping around the sign
- (6) Illumination: The method of lighting or mounting
- (7) Typography: Readability requirements
- (8) Size: The area of the sign
- (9) Quantity: The number of signs allowable

8.4 Community Identification Sign

Function:

Identify the area entrances to Porta Bella, primarily to vehicular traffic. Display name, logo and introduce Porta Bella's overall sign system's form, material and color palette. Create a visual image unique to Porta Bella. May be in a landmark form other than typical signage, such as landscape or sculpture.

Placement:

Perpendicular, parallel or flanking entrances at the Specific Plan's major entrance areas. Locations of these identity may occur, but not be necessarily limited to, the intersections of 1) Santa Clarita Parkway and "C" Street, 2) Via Princessa and "Main Street", 3) Magic Mountain Parkway and San Fernando Road, and 4) Via Princessa and Santa Clarita Parkway.

Materials:

Material palette must be compatible with, reflect and unify Porta Bella's character.

Landscaping:

Landscaping palette must be consistent with, reflect and unify the Porta Bella community.

Illumination:

Ambient, ground or halo illumination

Typography:

Letter size shall be no greater than 18 inches in height.

Size:

Vertical height of sign background treatment not to exceed 10' 0".
Sign copy area not to exceed 40 square feet.

Quantity:

Five (5) maximum.

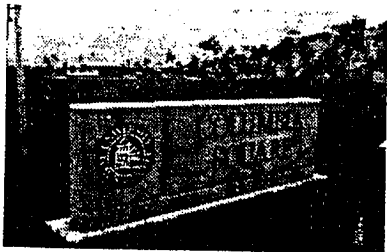
8.5 Major & Secondary Arterial Commercial Signage

Function:

Identify entrances into the business sites oriented to the external arterial streets, namely the Neighborhood Commercial Center in the South District (Santa Clarita Parkway & Via Princessa), and the Soledad District Commercial, Office and Business Parks.

Placement:

Perpendicular, parallel or flanking entrances for internal road system.



Materials:

Material palette must be compatible with, reflect and unify the Specific Plan's traditional, character.

Landscaping:

Landscaping palette must be consistent with, reflect and unify the landscape area in which the sign is located.

Illumination:

Ambient, ground or hallow illumination of individual letters/logo

Typography:

Letter size shall be no greater than 24 inches in height.

Size:

Vertical height of sign background treatment shall not exceed 5'0" with sign copy area not to exceed 50 square feet.

Quantity:

Four (4) Maximum. Location of these signs is recommended to occur at 1) Soledad Canyon Road & Soledad District Commercial area, 2) Soledad Canyon Road & Soledad District Office area, 3) Santa Clarita Parkway and Soledad District Business Park area, and 4) Santa Clarita Parkway and Via Princessa for the Neighborhood Commercial area.

8.6 Town Center Identification Sign

Function:

Identify entrances into the Town Center Business District. Display area name, logo and reinforce the Town Center's sign system theme.

Placement:

Perpendicular, parallel or flanking entrance at internal road system. Sign may also extend over street or be located within median or roundabout of streets entering the Town Center.

Materials:

Material palette must be compatible with, reflect and unify the traditional Town Center character.

Landscaping:

Landscaping palette, if applicable, must be consistent with, and reflect the traditional, character of Porta Bella .

Illumination:

Ambient, ground or hallow illumination of individual letters/logo

Typography:

Letter size shall be no greater than 12 inches in height

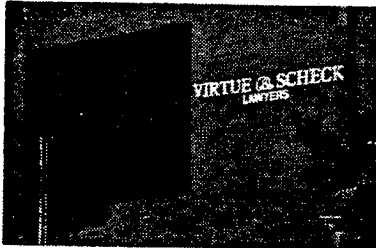
Size:

Size and shape of this sign to be approved by the City Planner based upon the sign's contribution to the character of the Town Center, and its relationship relative to the streets and view corridors.

Quantity:

Two (2) maximum to be located at the main entrances to the Town Center. Recommended location of these signs is at or near the intersection of Magic Mountain Parkway and "Main Street," and at the intersection of "A" Street and Magic Mountain Parkway.

8.7 Commercial Tenant Identification Wall Signs



Function:

Display tenant's name and/or logo on building wall to specifically identify business location. Projecting blade signs are permitted within this category.

Placement:

On wall preferably near the tenant's entrance. Sign should appropriately identify tenant's scale on the site.

Materials:

Material palette must be consistent with and reflect and unify particular architectural design of the building and urban character.

Landscaping:

Landscape material may be incorporated into wall mounted signage, via flowerboxes and similar devices.

Illumination:

Ambient, ground, directed or hallow illumination of individual letters/logo

Typography:

Town Center District, including the Office Park:

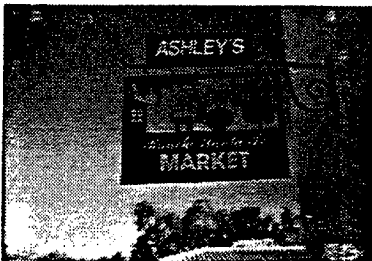
Letter height shall not exceed 12" in height.

Soledad District:

Letter height shall not exceed 36" in height. (Major tenants 60")

Neighborhood Commercial Area:

Letter height shall not exceed 36" in height. (Major tenants 60")



Size:

Total sign area per tenant cannot exceed one (1) square foot per lineal foot of tenant frontage, not to exceed 80% of total storefront. Sign cannot be located above building roof line. Combined sign copy cannot exceed 30 square feet in the Town Center District, 60 square feet in all other districts. All area of the sign including background and the general area of the lettering shall be considered part of the total sign square footage.

Quantity:

One (1) wall sign for each business or tenant. Corner lots tenants: one wall sign for each exterior wall, up to four.

8.8 Commercial Tenant Identification Window Signs



Function:

Display tenant's name and/or logo on building window to specifically identify business location. This does not include painting for advertising or special events.

Placement:

On window preferably on or near the tenant's entrance. Sign should appropriately identify tenant's scale on the site. Second and third story signage is permitted for uses which occur above the first floor.

Materials:

"Permanent" Paint or glass etching.

Landscaping:

Landscape material may be incorporated into window signage, via flowerboxes and similar devices.

Illumination:

Ambient or interior illumination.

Typography:

Lettering shall not exceed 12" in height.

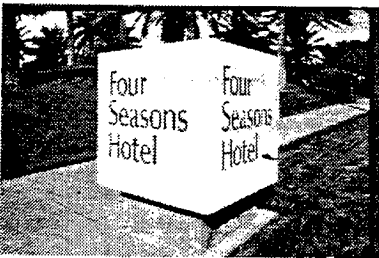
Size:

Total sign area 25% of the window in which it is placed.

Quantity:

One (1) window sign for each business or tenant. Corner lots tenants: one window sign for each exterior wall, up to four.

8.9 Commercial Tenant Identification Freestanding



Function:

Display tenant's name on freestanding sign at tenant's entrance. Used only by tenants who have clear and substantial parcel ownership, i.e.: single user parcel. Not allowed in the Town Center District.

Placement:

Perpendicular, parallels or flanking entrance at internal road system.

Materials:

Material palette must be consistent with and reflect the traditional character of Porta Bella .



Landscaping:

Landscaping palette must be consistent with, reflect and unify the landscape area in which the sign is located.

Illumination:

Ambient, ground or hallow illumination of individual letters/logo

Typography:

Letter size shall not exceed 36".

Size:

Vertical height of sign background treatment shall not exceed four (4) feet with sign copy area not to exceed 24 square feet.

Quantity:

One (1) per parcel unless otherwise permitted by the City Planner.

8.10 Theater Marquee Signage

Function:

To display Theater current & coming attractions & events. Should be designed reminiscent of the "movie palace" marquees which typify classic theaters.

Placement:

Relationship to pedestrian access to theater. This sign may extend above the first floor.

Materials:

Materials shall be as necessary to accomplish the classic movie marquee character, such as plastic and metal.

Landscaping:

N/A

Illumination:

Internal Illumination, neon lighting permitted.

Typography:

Letter size shall not exceed 48".

Size:

No minimum. To be determined through Design Review.

Quantity:

One (1) per theater complex unless otherwise permitted by the City Planner.

8.11 Restaurant Sidewalk Menu Signs

Function:

To inform pedestrian traffic adjacent to a restaurant of the restaurant's menu. This sign is required for all restaurants.

Placement:

Wall mounted. The sign should be located near the primary entrance to the restaurant. In addition to this sign, a simple "A" frame sandwich board sign is permitted for exterior use along sidewalk areas.

Materials:

The sign should be of a simple artistry in design and materials which is complimentary to the character of the restaurant and the neighborhood it is within. Menu frames and chalkboards are recommended.

Landscaping:

N/A

Illumination:

Ambient or indirect lighting.

Typography:

This sign is pedestrian oriented and shall be readable from no further than ten (10) feet.

Size:

Four (4) square feet maximum. Double sided signage is permitted with "A" frame sign.

Quantity:

One (1) per restaurant entrance.

8.12 Residential Identification Wall Sign

Function:

To identify multifamily residential structures. This signage type is to be utilized in lieu of, and not in conjunction with, freestanding residential identification signs. This sign is not intended for advertisement. No telephone numbers or similar shall be permitted on this sign.

Placement:

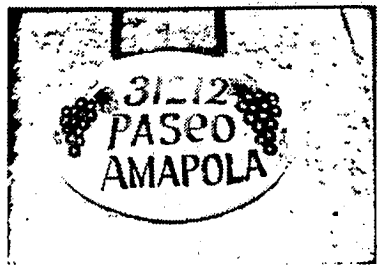
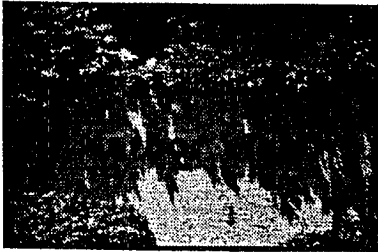
On wall near primary entrance, or perimeter wall or gate if applicable.

Materials:

Material palette must be consistent with and reflect traditional character of the community. Simplicity and restraint in materials is encouraged.

Landscaping:

N/A



Illumination:

Ambient, ground or hallow illumination of individual letters/logo

Typography:

Letter size shall not exceed 18" in height.

Size:

Twenty-five square foot maximum.

Quantity:

Not to exceed one (1) per each primary entrance or street frontage.

8.13 Residential Identification Freestanding Sign

Function:

To identify multifamily residential structures. This signage type is to be utilized in lieu of, and not in conjunction with, wall mounted residential identification signs. This sign is not intended for advertisement. No telephone numbers or similar shall be permitted on this sign.

Placement:

Perpendicular, parallel or flanking entrance to multifamily community. This sign may be located at a pedestrian or vehicular entrance.

Materials:

Material palette must be consistent with and reflect traditional and character of the community. Simplicity and restraint in materials is encouraged.

Landscaping:

Landscape palette must be consistent with and reflect the traditional character of the community.

Illumination:

Ambient, ground or hallow illumination of individual letters/logo

Typography:

Letter size shall not exceed 18" in height.

Size:

Vertical height of sign background treatment shall not exceed 4'0".
with sign copy area not to exceed 25 square feet.

Quantity:

Not to exceed one (1) per street frontage,

8.14 Temporary Signs

8.14.1 Community Marketing Information Sign

Function:

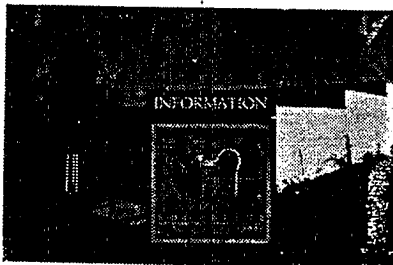
Identify the Porta Bella area's boundary, community name and community marketing information, i.e., Porta Bella Community 960 acre Master Planned Environment.

Placement:

Perpendicular or parallel to Porta Bella Areas external road system.
This sign may be double faced.

Materials:

Material palette must be compatible with and reflect the traditional character of the community.



Landscaping:

Landscaping palette must be consistent with, reflect and unify the desired landscape character of the neighborhood the sign is within.

Illumination:

Ambient, ground or hallow illumination of individual letters/logo

Typography:

Letter size shall not exceed 24" in height.

Size:

Vertical height of sign background treatment not to exceed 15'0".
Sign copy area not to exceed 100 square feet.

Quantity:

Five (5) maximum.

8.14.2 Parcel Marketing Information Sign

Function:

Identify parcel boundary, display parcel name and marketing information, e.g.,

"Oak Estates Single Family Homes from \$150,000."

Placement:

Perpendicular or parallel to the Porta Bella area's internal road system. This sign may be double faced.

Materials:

Material palette must be compatible with and reflect the traditional, character of the community.

Landscaping:

Ambient, ground or hallow illumination of individual letters/logo

Illumination:

Ambient or ground illuminated.

Typography:

Letter size shall not exceed 24" in height.

Size:

Vertical height of sign background treatment not to exceed 10'. Sign copy area not to exceed 32 square feet.

Quantity:

One (1) per parcel.

8.14.3 Property Owner's Resale Signage

Function:

Identify individual property for sale. e.g.

"For Sale - A1 Real Estate - Call Sam 555-1212"

Placement:

Located within property which is being sold.

Materials:

Simple materials which are normally associated with real estate sales signage of established firms.

Landscaping:

N/A

Illumination:

None

Typography:

Letter size shall not exceed 8" in height.

Size:

Not to exceed four square feet in background signage, nor four feet in height.

Quantity:

One (1) per parcel.