

## NORTH-WEST COLLEGE

### MASTER SIGN PROGRAM

- 2017 & 2029 & 2101 & 2121 & 2149 West Garvey Ave. North •  
West Covina, CA 91790

August 26, 2013

APPROVED	
City of West Covina Planning Department	
<i>Sign Program per Northwest College per PP 12-05, CUP 12-09 &amp; V 12-12 (Signs allowed per 26-350 (Commercial non-office signs)</i>	
Signature: <i>[Signature]</i>	Date: <i>9/15/13</i>

Prepared by:



1265 Manassero Street  
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# NORTH-WEST COLLEGE

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- SIGN CRITERIA FOR:

### **NORTH-WEST COLLEGE**

*Located at:*

*2017 & 2029 & 2101 & 2121 &  
2149 West Garvey Ave. North, West Covina,  
CA 91790*

- OWNER:

### **NORTH-WEST COLLEGE**

- CITY PLANNING:

### **CITY OF WEST COVINA**

- SIGN CONTRACTOR:

### **AMERICA'S INSTANT SIGNS, INC.**

*1265 Manassero Street  
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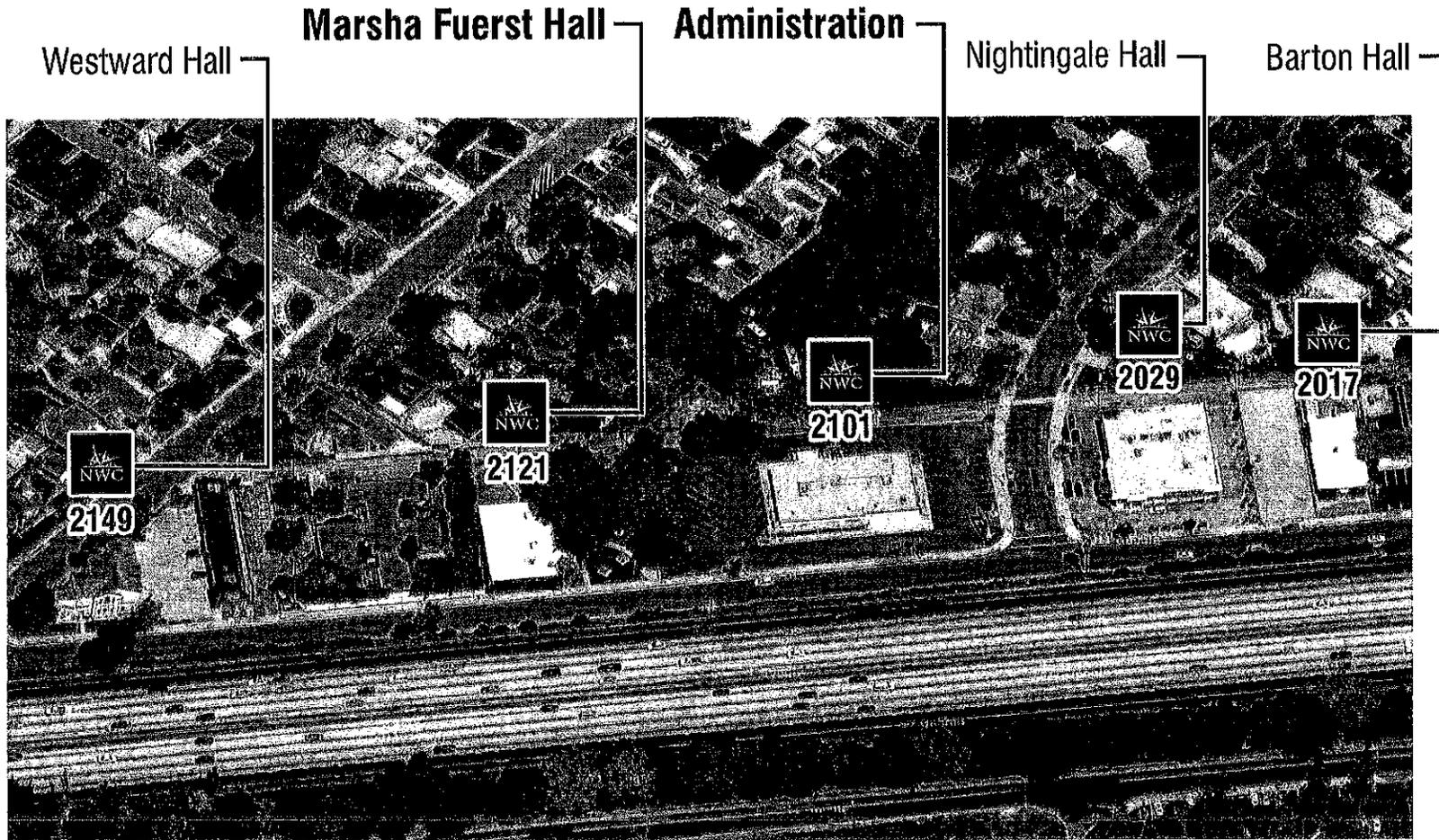




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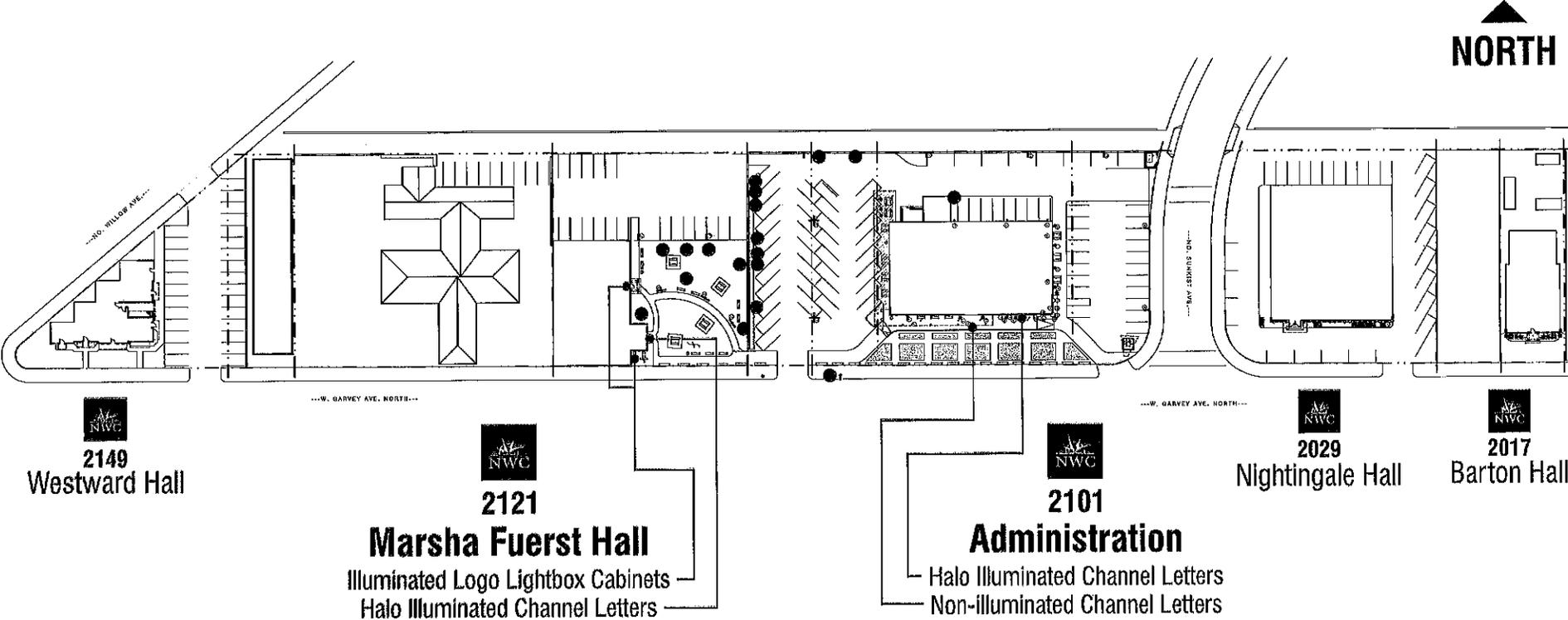
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**3** AERIAL VIEW OF CAMPUS

2017-2149 West Garvey Ave. North, West Covina, CA 91790







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### I. INTRODUCTION

The intent of this document is to establish the guidelines and criteria for the design, implementation and regulation of the signage for the North-West College Campus in West Covina, California, thus ensuring consistent quality, size, variety and placement of signage throughout the Campus.

The guidelines are intended to stimulate creative and functional graphic communication to serve the identification needs of the Campus for its students, faculty and visitors, and to generate creative and tasteful signage that enhances the Campus' image and compliment architectural and landscape elements.

Signage at the Campus is an integral part of the image and appeal of the College and as such the placement and proportioning of such signage will be carefully considered with respect to the architectural facade on which the signage is placed. Care, quality design, fabrication, materials and installation will enhance the overall student experience and contribute to the overall success of this Institution.

Note: Jeff Anderson, City Planner, to provide some verbiage as it relates to the Planning Commission approval for this project.

### II. APPROVAL PROCEDURE

All signs installed or displayed on the Campus must have written approval of the School Administrator. The aesthetic characteristics of the signs (i.e., placement, size, proportion, colors, textures, method of fabrication, location of transformers and electrical devices, etc.) are subject to the discretionary approval of the Administrator within the context of these criteria.

### III. GENERAL SIGN REQUIREMENTS

1. All signs shall be in compliance with the Master Sign Program for the North-West College Campus as approved by the city of West Covina and incorporated by reference into the City of West Covina's signage guidelines.
2. Only those sign types provided for in this document and/or specifically approved in writing by North-West College shall be allowed.
3. City Approval and Permits: North-West College shall secure a sign permit from the City of West Covina by submitting the proposed drawings to the Planning and Building Departments. All permits required by the City of West Covina for signs and their installation must be obtained and paid for by North-West College prior to fabrication and installation.
4. Signs shall be designed in a manner that is imaginative and of high quality and are compatible with and complimentary to adjacent facades.
5. Notwithstanding the maximum square footage specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
6. All work is to be performed by a professional sign company. Said sign company must be in possession of a current contractor's license to perform such work, in addition to a current city business license. Said company must maintain a minimum of \$1,000,000 insurance to be working on the property.
7. All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced.
8. Wall signs shall be affixed without visible means of attachment.
9. All electrical signage shall bear the Underwriter Laboratories (UL) label of approval. All conduit, transformers, junction boxes, openings in the building surface, etc. shall be concealed. No raceways are allowed. The City of West Covina shall approve the method of installation.
10. Sign manufacturer identification. All signs must have the sign manufacturer's name, address and telephone number conspicuously and permanently attached on the exterior of the sign.
11. Sign contractor shall repair any damage to any work caused by his actions.
12. Upon notice by the City of West Covina, North-West College shall be required to repair or refurbish their sign structure, sign face and/or sign illumination within seven (7) working days.
13. Signs not covered by these criteria are subject to and shall conform to the requirements of the City of West Covina Sign Standards and the City of West Covina Code.
14. Window signs as related to logos to be allowed, (i.e., hours of operation, emergency telephone numbers, etc.) shall not exceed a total of 10% of the area of any single window or adjoining window on the same frontage.





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### IV. GENERAL CONSTRUCTION REQUIREMENTS

1. Signs must be of durable rust-inhibited materials that are appropriate and complimentary to the building.
2. Colors and finishes must be reviewed and approved by North-West College and painted with Mathews urethane paint or equivalent.
3. Finished surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest standards of the industry.
4. All lighting must match the exact specifications of the approved working drawings. Brightness of signs is subject to approval by North-West College. Light leaks will not be permitted.
5. All conduit, raceways, crossovers, wiring, ballast boxes, transformers and other equipment necessary for sign connection shall be concealed. All fasteners shall be stainless steel.
6. Penetrations into building walls, where required, shall be made waterproof.
7. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to North-West College. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
8. Underwriter's Laboratory approval labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with all national and local building electrical codes.
9. All signage shall meet the ordinance requirements of the City of West Covina and subject to City approval.

### V. SIGN RESTRICTIONS & PROHIBITED SIGNS

1. Signs constituting a Traffic Hazard: No person shall install or maintain, or cause to be installed or maintained, any building sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.
2. Signs in Proximity to Utility Lines: Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.
3. Signs painted directly on a wall will not be permitted.
4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.
5. Advertising or promotional signs on parked vehicles are prohibited. This includes signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity within the Campus, and which are not related to the vehicle's lawful activity. This provision does not apply to service and delivery vehicles of occupants when engaged in regular business activities. (e.g. Trucks making deliveries to buildings on Campus).
6. The use of a permanent sale sign is prohibited.
7. Any sign not indicated in this sign program shall be considered prohibited unless approved by North-West College and the City of West Covina.
8. Signs must be architecturally compatible with the entire Campus.
9. All materials used in signage construction and installation must be new. No used materials will be allowed.
10. Temporary signs, including flags, banners or pennants, or a combination of same, may be permitted subject to Municipal Code requirements.
11. Inflatable advertising devices are prohibited.
12. A-frame signs and portable ground signs are prohibited.
13. Hand-held portable signs, banners or flags (i.e. Sign dancers) either on or off site are prohibited.
14. No Sniping signs are allowed.

### VI. EXISTING SIGNAGE: BUILDINGS 2017, 2029 AND 2149

1. Building 2017 (Future Barton Hall): No existing signage.
2. Building 2029 (Future Nightingale Hall): Illuminated channel letters that read "North-West College".
3. Building 2149 (Future Westward Hall): (2) Illuminated lightbox cabinets. One reads "North-West College", the other is blank.





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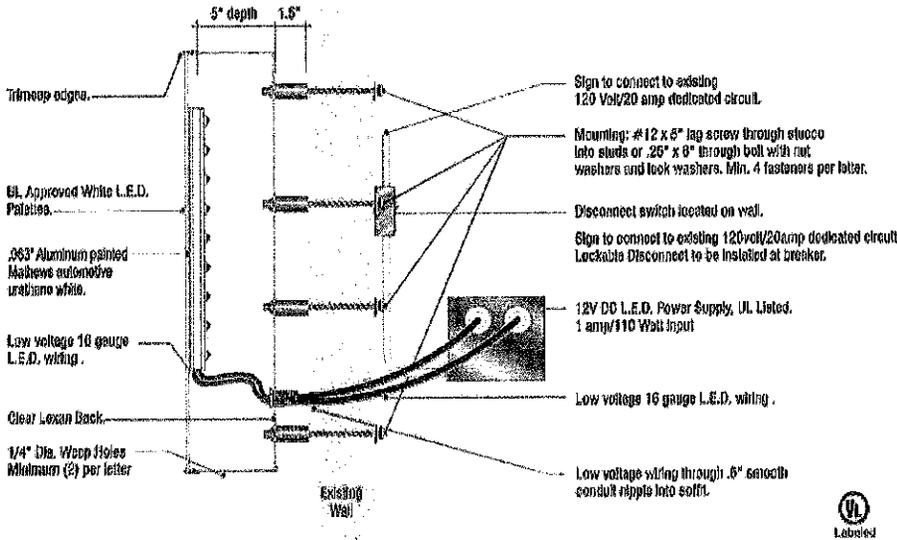
## CAMPUS SIGN SUMMARY

BUILDING NAME	SIGN CODE	SIGN DESCRIPTION	SIGN TYPE	SIGN LOCATIONS				QUANTITY	MAXIMUM SIGN AREA (SQFT)	MAXIMUM LETTER HEIGHT (INCHES)	ILLUMINATED? (Y OR N)
				GROUND	WALL	OVERHANG/ CANOPY	PROJECTED SIGN				
ADMINISTRATION	A	COLLEGE NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	60	33"	Y
ADMINISTRATION	B	BUILDING NAME	NON-ILLUMINATED CHANNEL LETTERS			X		1	30	15"	N
ADMINISTRATION	C	ADDRESS NUMBER	HIGH DENSITY FOAM		X			1	5	12"	N
MARSHA FUERST HALL	A	BUILDING NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	25	15"	Y
MARSHA FUERST HALL	D	COLLEGE LOGO	ILLUMINATED LOGO LIGHTBOX CABINET		X			2	4 & 25	24" & 60"	Y
MARSHA FUERST HALL	C	ADDRESS NUMBER	HIGH DENSITY FOAM		X			1	5	12"	N
BARTON HALL	A	COLLEGE NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	60	33"	Y
BARTON HALL	A	BUILDING NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	25	15"	Y
BARTON HALL	C	ADDRESS NUMBER	HIGH DENSITY FOAM		X			1	5	12"	N
BARTON HALL	D	COLLEGE LOGO	ILLUMINATED LOGO LIGHTBOX CABINET		X			1	9	36"	Y
NIGHTINGALE HALL	A	COLLEGE NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	60	33"	Y
NIGHTINGALE HALL	A	BUILDING NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	25	15"	Y
NIGHTINGALE HALL	C	ADDRESS NUMBER	HIGH DENSITY FOAM		X			1	5	12"	N
NIGHTINGALE HALL	D	COLLEGE LOGO	ILLUMINATED LOGO LIGHTBOX CABINET		X			1	9	36"	Y
WESTWARD HALL	A	COLLEGE NAME	HALO ILLUMINATED CHANNEL LETTERS		X			1	60	33"	Y
WESTWARD HALL	A	BUILDING NAME	HALO ILLUMINATED CHANNEL LETTERS		X			2	25	15"	Y
WESTWARD HALL	C	ADDRESS NUMBER	HIGH DENSITY FOAM		X			2	5	12"	N
WESTWARD HALL	D	COLLEGE LOGO	ILLUMINATED LOGO LIGHTBOX CABINET		X			2	4 & 25	24" & 60"	Y
WESTWARD HALL	E	COLLEGE LOGO	CANOPY PRINT			X		1	10	36"	Y

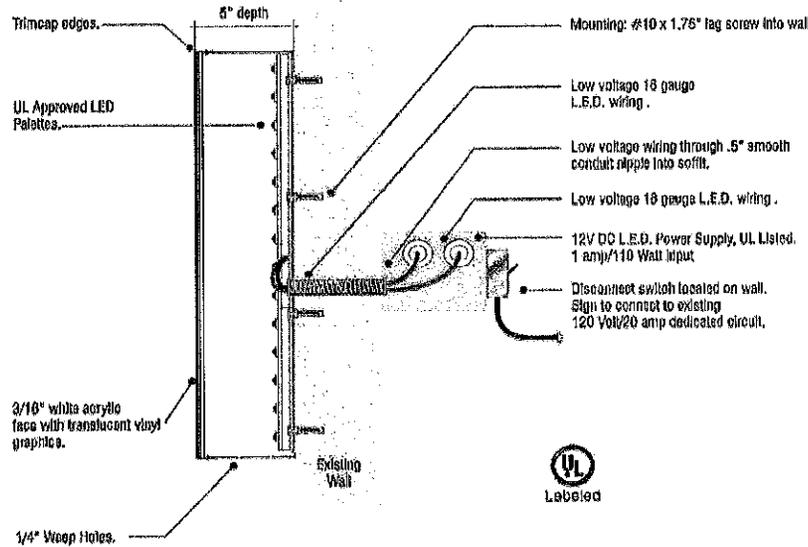


**CAMPUS SIGN DETAILS**

**A Halo Illuminated Channel Letters**



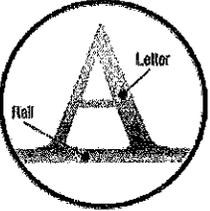
**C Front Lit Illuminated Logo Cabinet**



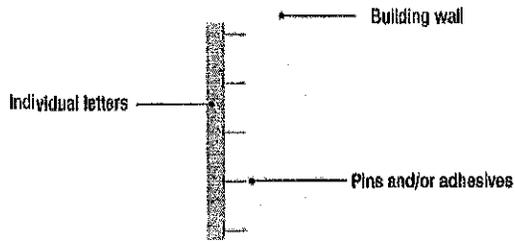
**B Non-illuminated Channel Letters**

13"h x 4"d non-illuminated Channel Letters with enclosed backs. Brushed aluminum finish. Letters to be mounted on to 4"d rail bar and installed so that letters sit on bar.

Attachment/installation detail: Letters will be mounted to rail bar.



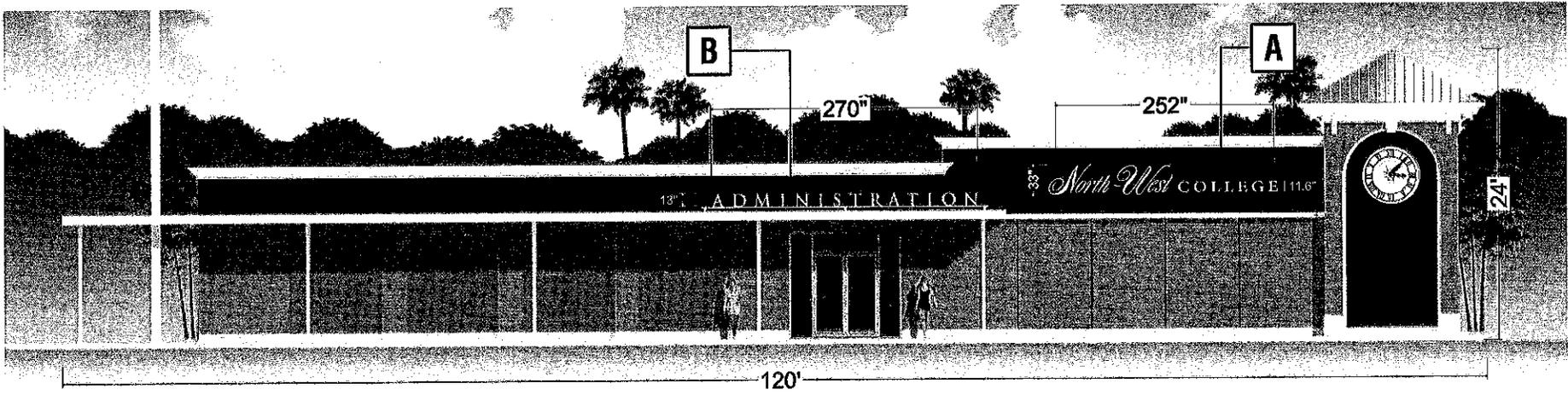
**D High Density Foam**





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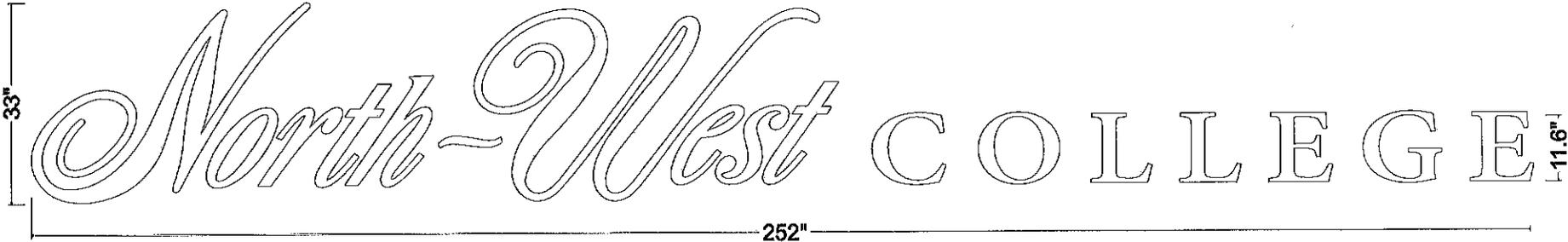
- A** Halo Illuminated Channel Letters
- B** Non-illuminated Channel Letters





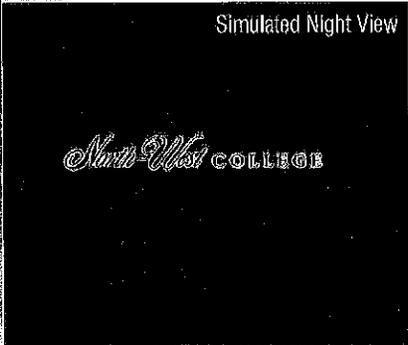
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**A** Halo Illuminated Channel Letters

33"h "North-West" & 11.6"h "COLLEGE" x 5"d aluminum Halo lit channel letters. Faces & returns painted Mathews automotive urethane white. White LEDs.



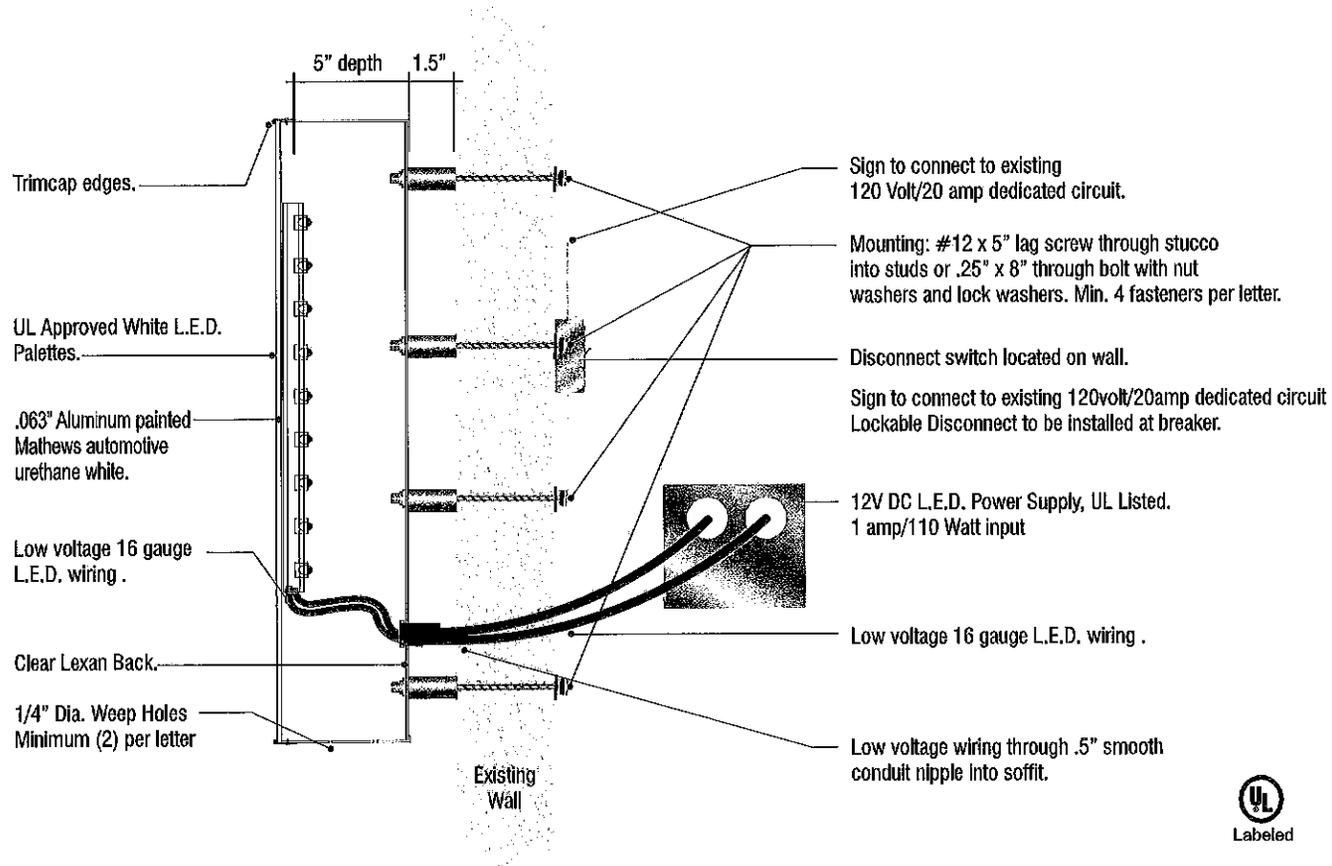


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## A Halo Illuminated Channel Letters - Installation

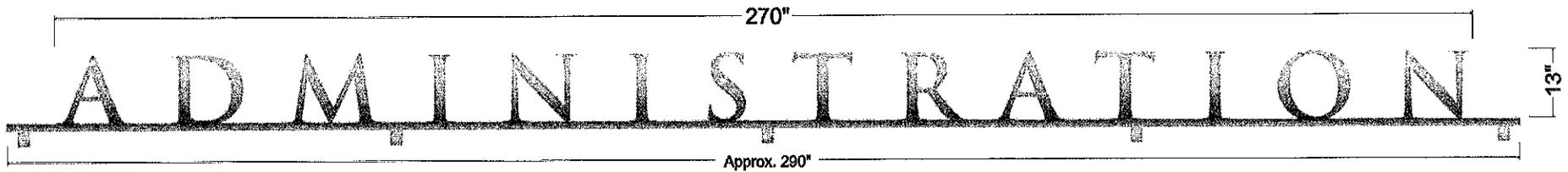




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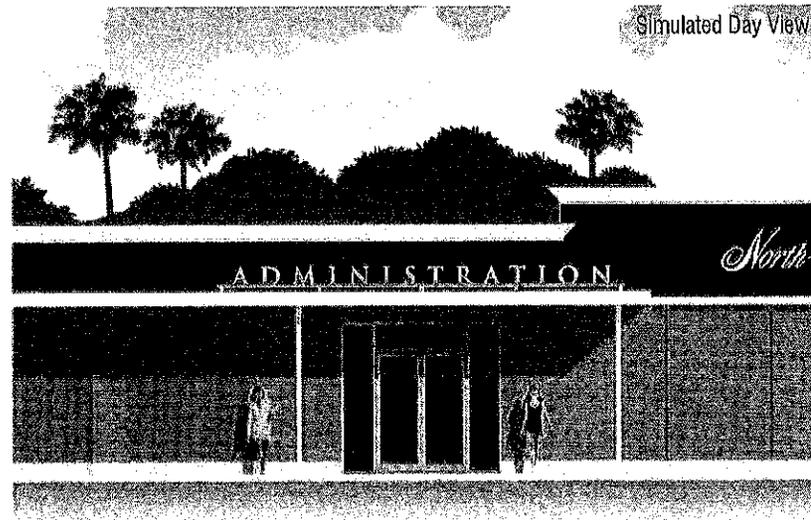
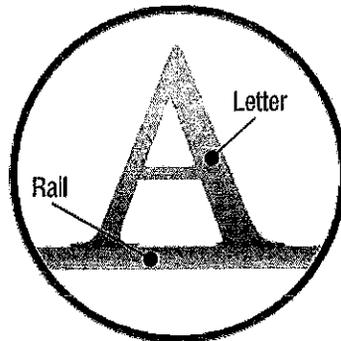
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## **B** Non-illuminated Channel Letters

13"h x 4"d non-illuminated Channel Letters with enclosed backs. Brushed aluminum finish. Letters to be mounted on to 4"d rail bar and installed so that letters sit on bar.

Attachment/Installation detail:  
Letters will be mounted to rail bar.

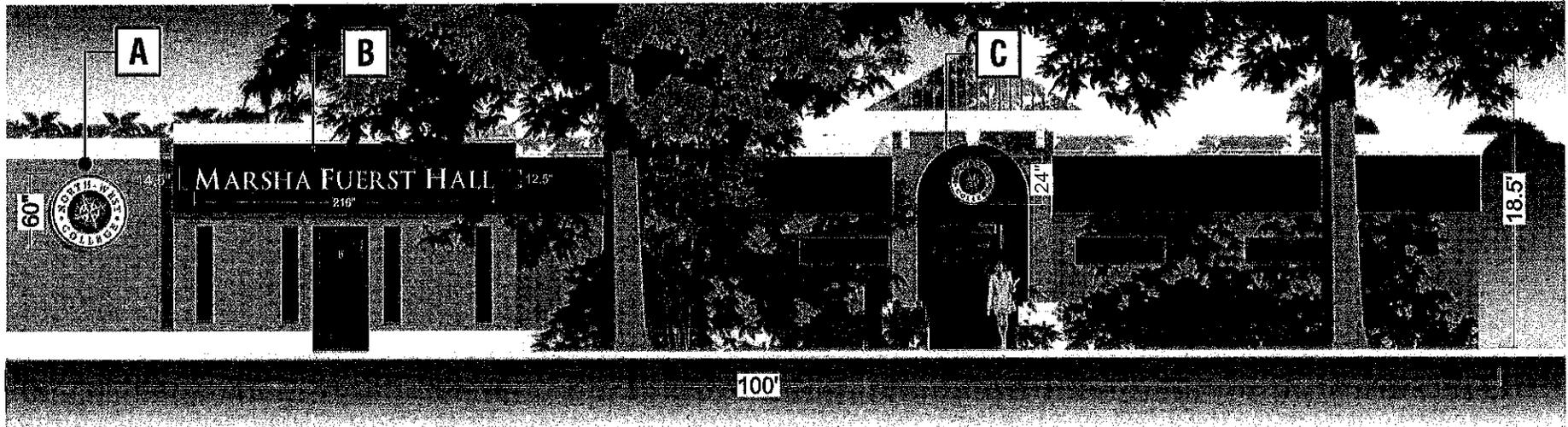




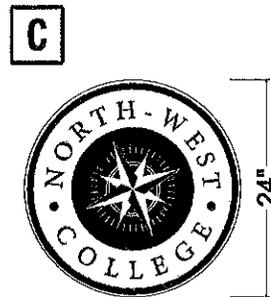
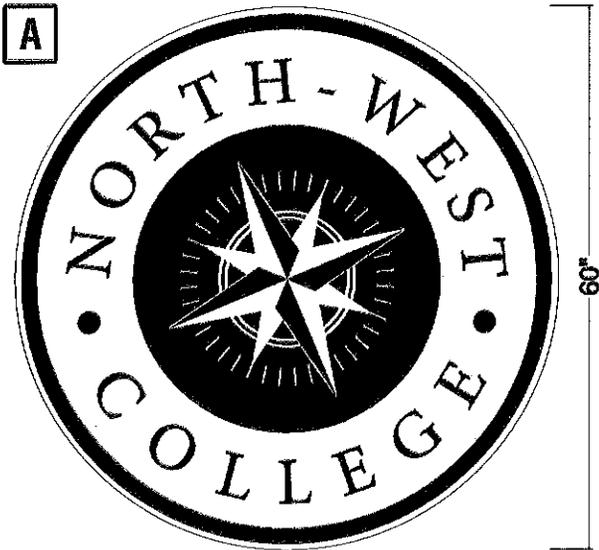
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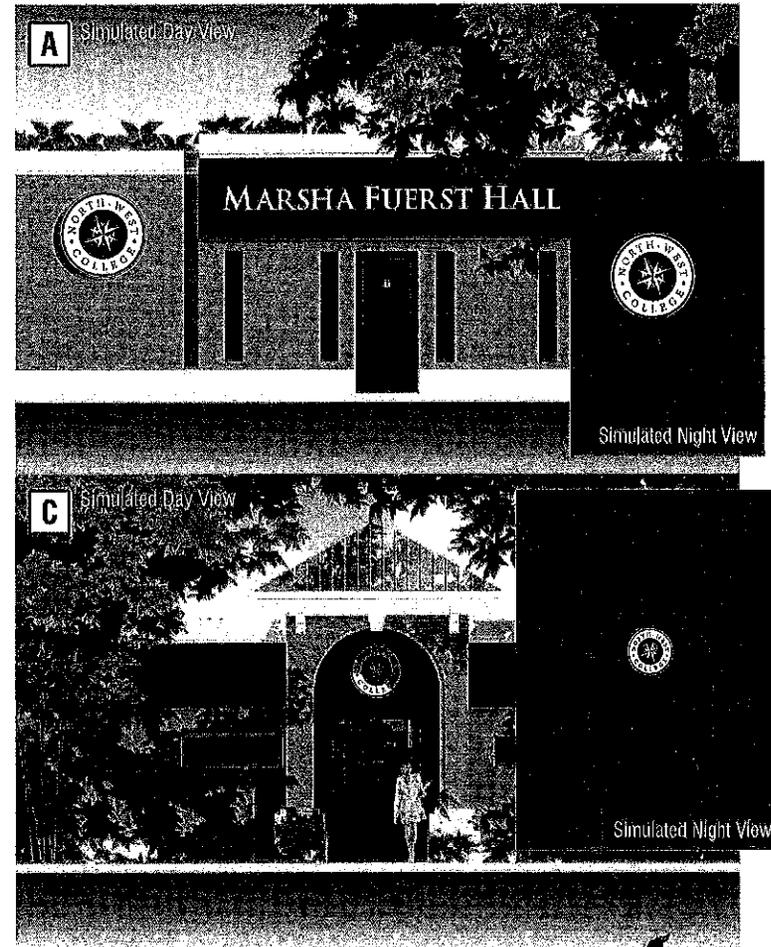
- A** Illuminated Logo Lightbox Cabinet - 60"
- B** Halo Illuminated Channel Letters
- C** Illuminated Logo Lightbox Cabinet - 24"



**A** Front lit illuminated Logo Lightbox Cabinet - 60"

**C** Front lit illuminated Logo Lightbox Cabinet - 24"

60"h and 24" x 5"d front lit illuminated logo lightbox cabinets with 3/16" thick white acrylic faces with translucent vinyl graphics. Returns painted Mathews automotive urethane white with trimcap.



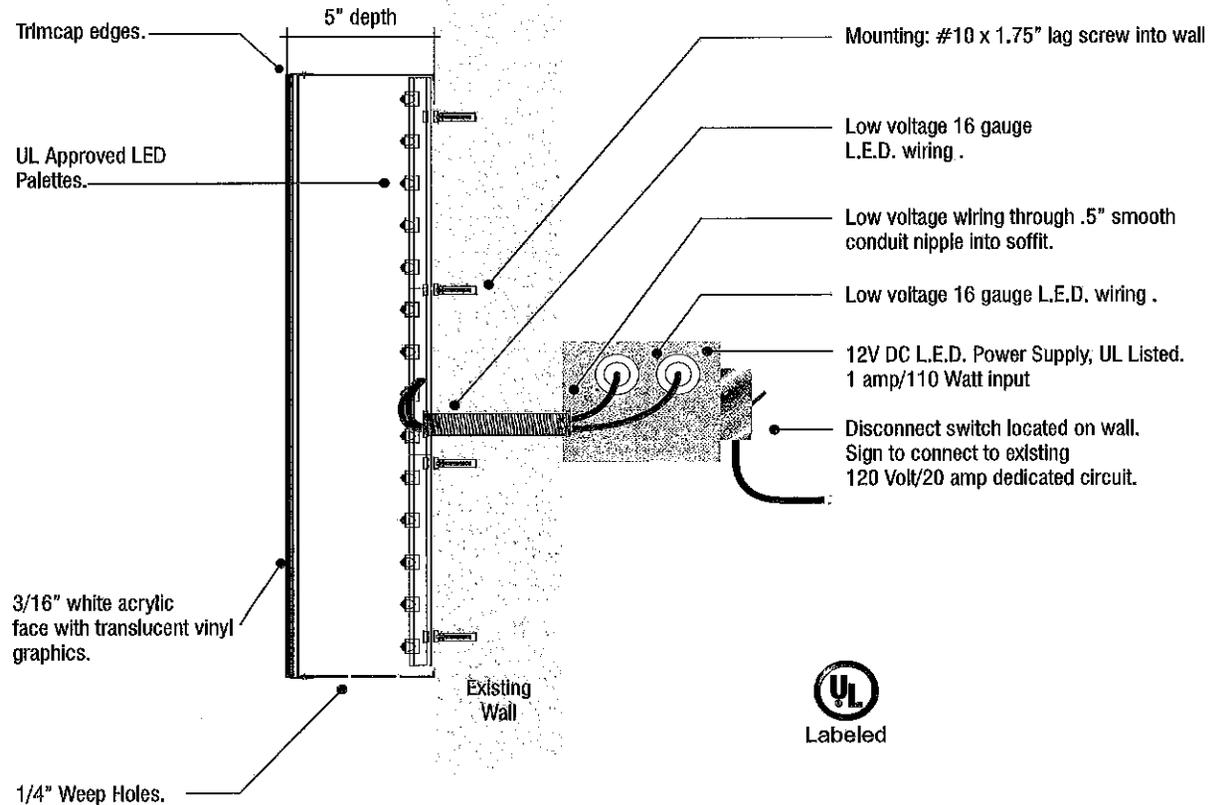


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- A** Front lit Illuminated Logo Lightbox Cabinet - 60" Installation
- C** Front lit Illuminated Logo Lightbox Cabinet - 24" Installation





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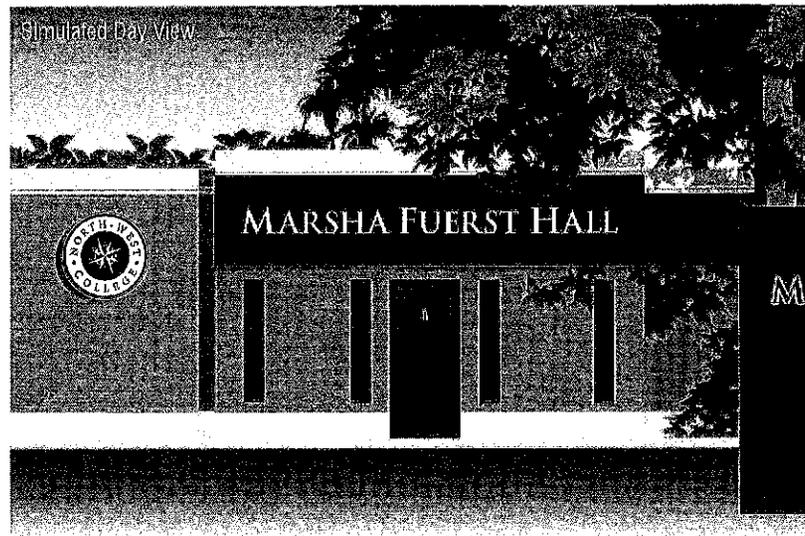
# NORTH-WEST COLLEGE

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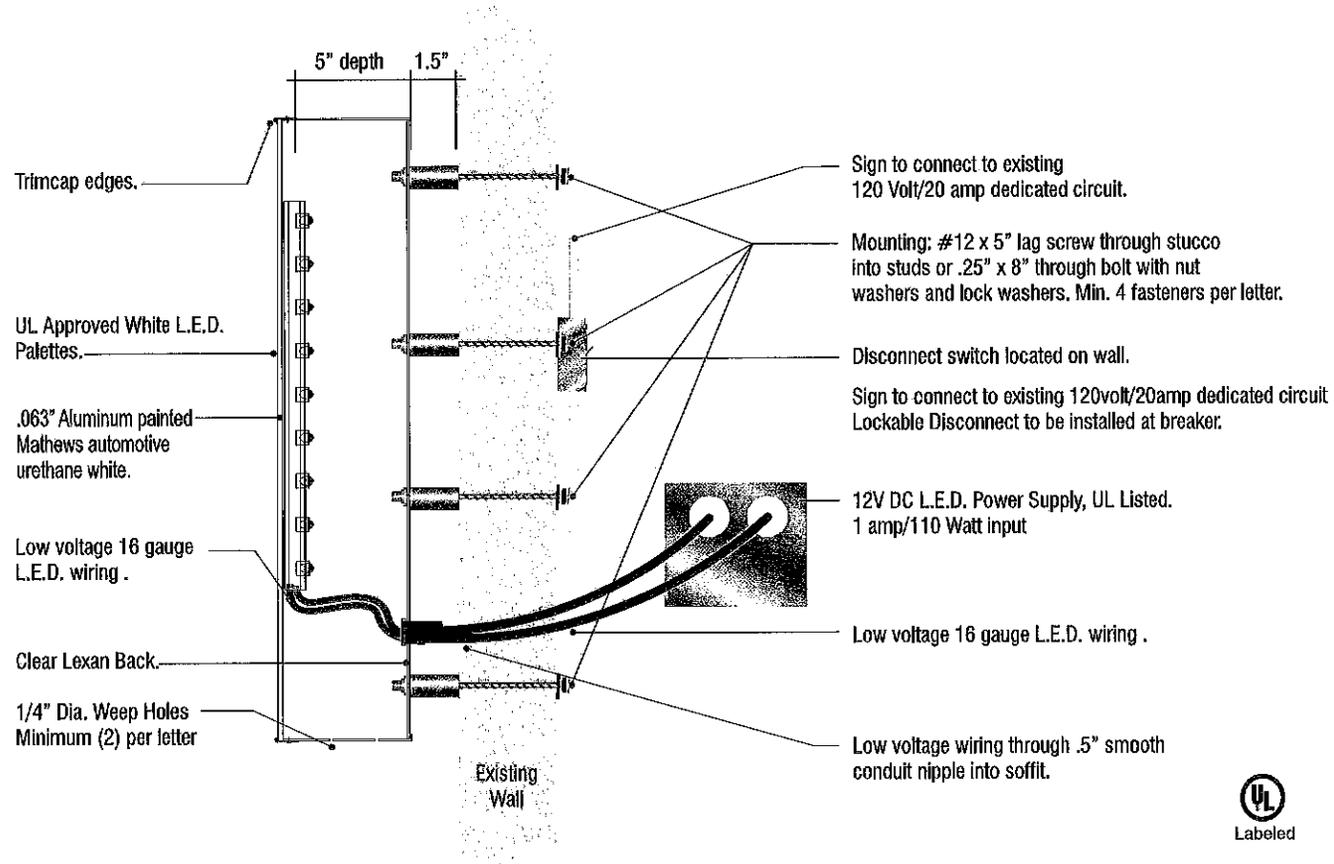
14.5" MARSHA FUERST HALL 12.5"  
216"

## **B** Halo Illuminated Channel Letters

14.5"h "M", "F" and "H". 12.5"h "ARSHA", "UERST" and "ALL". 5"d aluminum Halo lit channel letters. Faces & returns painted Mathews automotive urethane white. White LEDs.



## B Halo Illuminated Channel Letters - Installation





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# CONCEPTION BUILDING SIGNAGE

(GENERAL INFORMATION ONLY)

- **BARTON HALL** • **NIGHTINGALE HALL**
- **WESTWARD HALL**





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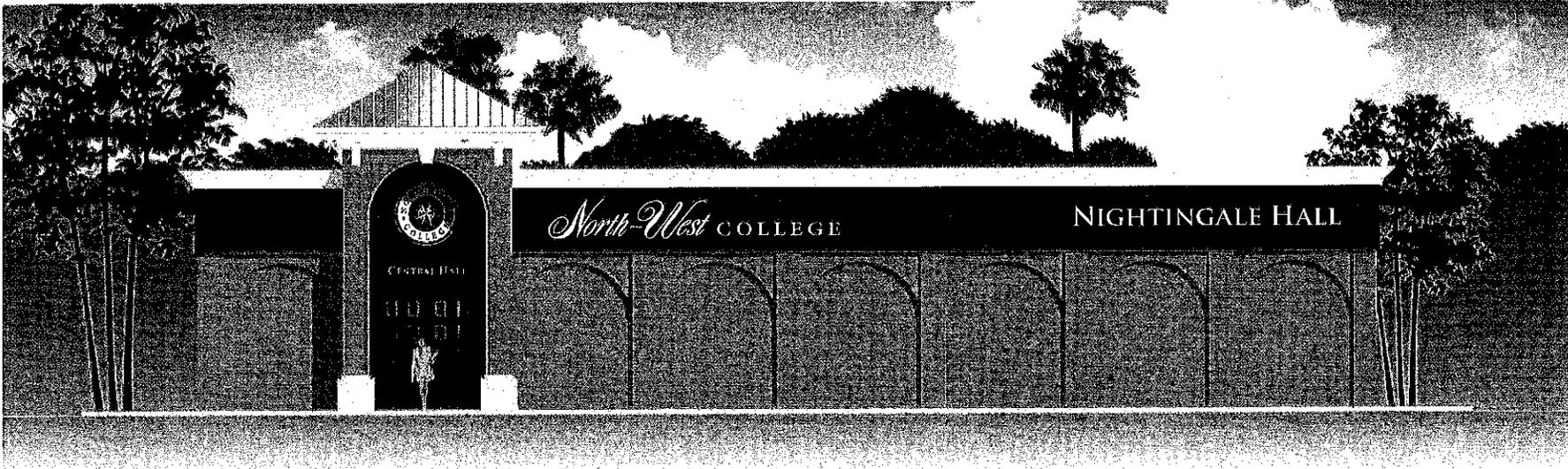
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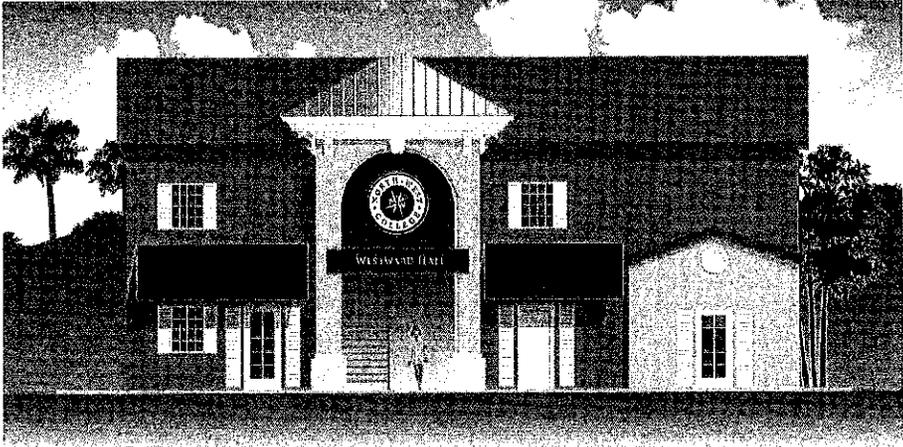
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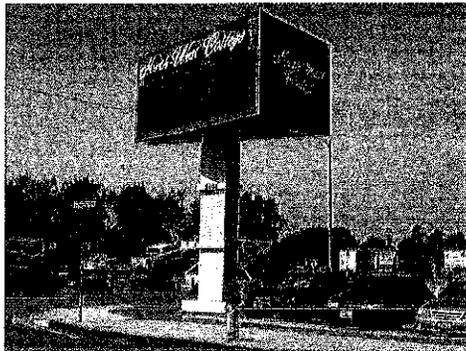
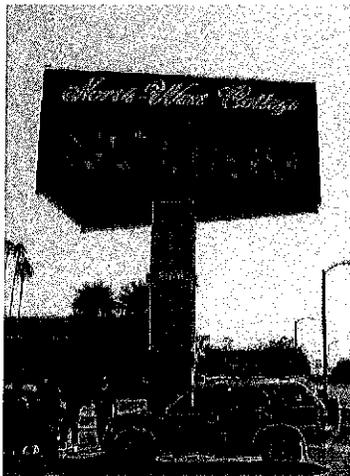
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## EXISTING SIGNS

### LED MONUMENT SIGN



### NON-ILLUMINATED POLE SIGN

