



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: August 18, 2011

APPLICANT: Chabad of the Conejo
30345 Canwood Street
Agoura Hills, CA 91301

TO: Planning Commission

CASE NOS.: 11-SP-052 & 11-SM-001

LOCATION: 30345 Canwood Street
(A.P.N. 2054-020-038)

REQUEST: Request for approval of a Sign Permit to establish a sign program for a religious education center; and a Sign Modification to increase the maximum allowable 70 square feet of the building signage by 20 square feet.

ENVIRONMENTAL DETERMINATION: Exempt from CEQA per Section 15311 (a)

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 11-SP-052, and Sign Modification Case No. 11-SM-001, subject to Conditions, based on the findings of the attached resolution.

ZONE DESIGNATION: CRS-FC (Commercial Retail Service – Freeway Corridor Overlay District)

GENERAL PLAN DESIGNATION: Commercial Retail Service (CRS)

I. BACKGROUND AND PROJECT DESCRIPTION

The applicant, Chabad of the Conejo, is requesting approval of a Sign Permit for a sign program for a new, 6,999 square foot, religious education center on a flag lot located at 30345 Canwood Street, on the north side of Canwood Street, and west of Reyes Adobe Road. The purpose of the sign program is to establish sign design, material, illumination and location criteria for the single-tenant building. The building was approved in November, 2006 by the Planning Commission under Conditional Use Permit Case No. 06-CUP-006 and 06-VAR-002. The project is under construction and is nearing completion. Occupancy is expected in September 2011. While the general location of the signage was identified in the architectural plans reviewed by the Planning Commission, a sign program was not requested, and a condition of approval was included in the CUP that future proposal for signs be submitted to the Planning Commission for review.

The applicant desires to install multiple building signs and an identification ground-mounted monument sign. The maximum sign area allowed for building signage is 70 square feet. In this instance, the applicant is requesting 90 square feet in total building sign area (an increase of 28.6%). Thus, the applicant is seeking approval of a Sign Modification, which may be considered by the Planning Commission in a public hearing if the proposed increase does not exceed 30% of the allowable sign area.

The parcel is 15,390 square feet (0.35 acres) in size and rectangular in shape. It is situated in the rear (north) of a parcel occupied by the Chabad of the Conejo Temple, with access taken through that front parcel. A vicinity/zoning map is provided for the Commission's review. As shown on the exhibit, the project is bordered by an office building to the west and east of the parcel and by a parking lot along the rear with a residential development beyond to the north.

II. STAFF ANALYSIS

The proposed sign program includes one (1) main building identification sign located on the upper right end of the building south elevation, and six (6) other smaller signs naming the donors who helped finance the construction of the facility.

The main building sign is 47 square feet in size (14'9" x 3'2") and is located 27 feet above the ground. The smaller donor signs vary from 6 to 8 square feet and would total 43 square feet. Combined, all the signs total 90 square feet, which exceeds the maximum allowable building sign area of 70 square feet. A Sign Modification of up to 30% or, in this case up to 91 square feet maybe requested of the Planning Commission.

Exhibit "B" provides a detailed graphic representation of the proposed signs. The letters would be painted bronze to match the window mullions. The letters of the primary sign would be built out of a ½-inch thick aluminum plate and the smaller signs out of ¼ inch thick aluminum plate, pin mounted flush to the wall. The primary sign includes a logo. No illumination is proposed for any of the building signs.

The proposal also includes a monument sign 4'-0" high by 6'-4" wide, for a total of 25.33 square feet. The proposed monument sign complies with the maximum allowable requirements of 48 square feet and 6 feet height. The proposed monument sign will be single-sided and built with the same materials as the building. The materials include a smooth plaster, a tile made out of Jerusalem stone to match the tiles around the windows of the new building, and a ledge stone to match the building base as accents. The letters are of the same construction and color as the building-mounted signage. The letters will be mounted only on the street-facing (south) side. No illumination is proposed by the applicant at this time. The monument sign is proposed to be placed on the parcel to the south near the middle of both parcels linking both buildings as one campus as both parcels share tenancy. Based on its proposed location, however, staff recommends that the Permit be conditioned to restrict the monument sign for the education center should either tenant vacate their building.

When the development project was reviewed by the Planning Commission, the elevation plans showed the location for one sign on the upper right corner of the south building elevation and a monument sign in the landscape planter in the center of the parking lot. The applicant's proposed sign proposal shows additional signs placed on the south elevation. During the construction, a sign was etched into the glass above the entrance, which did not require a permit. The requested sign program is a change from the original concept proposed to the Planning Commission.

A sign program is intended to integrate the design of the signs with the design of the structure. Included in the draft resolution is a finding that all signs in the sign program are of the same construction and compatible with the building materials to make a uniform sign program. In reviewing the proposed sign program, the Planning Commission should also consider whether multiple, smaller signs, which also serve as design element, would be better than one larger sign on the building, and then consider the total sign area requested. Moreover, the Commission should consider whether there are unique or mitigating circumstances to warrant 6 multiple signs for a single tenant building. It was suggested that the applicant consider other options for displaying donor names such as clustering the names at the entry or placement on a small ground mounted plaque. These options would provide greater pedestrian visibility than the proposal to have multiple donor signs mounted up to 27 feet high.

If the Planning Commission finds that the Sign Program as proposed is appropriate, the Commission must also consider the request for Sign Modification. The Sign Ordinance provides authority to the Planning Commission, under the Sign Modification process, to review and approve requests for minor modifications to the sign regulations to allow increases in maximum allowable size by up to 30%. In order to approve a Sign Modification, the Commission must make the following findings:

1. The sign will not be detrimental to surrounding uses or properties in the community in general; and

2. The approval of such modification is consistent with the purposes of the general plan, the sign criteria set forth in subsection 9655.5 D, and the adopted sign guidelines.

The requested Sign Modification is necessary only for the proposed increase in the building sign area from 70 sq. ft. to 90 sq. ft. In reviewing the request, staff finds that the proposed increase in building sign area would not be detrimental to the surrounding properties because the signs do not face the residential community to the north but face the parking lot for which this building serves, and no illumination is proposed. The building is set back a little under 200 feet from the street which reduces the visual presence of the increased sign area from the street. The main building identification sign is 47 sq. ft. in area and will be visible from the street and will serve as the main identity of the building, consistent with the intent of the Sign Ordinance. The smaller donor signs are 6 to 8 sq. ft. in area and are intended to be viewed from within the campus. Staff would also note that the building sign on the existing front temple building also consists of non-illuminated, pin-mounted painted aluminum letters and logo, but are of different color and letter style.

III. ENVIRONMENTAL REVIEW

Staff has been determined the project to be Categorically Exempt from the California Environmental Quality Act as an accessory structure to an existing commercial building per Section 15311(a) of the CEQA Guidelines.

IV. RECOMMENDATION

Based on the foregoing review and analysis, staff recommends the Planning Commission approve Sign Permit Case No. 11-SP-052 and Sign Modification Case No. 11-SM-001 subject to conditions in the draft resolution.

V. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Exhibit A: Vicinity/Zoning Map
- Exhibit B: Sign Program Description
- Exhibit C: Photographs of the existing buildings

Case Planner: Valerie Darbouze, Associate Planner

DRAFT RESOLUTION NO. ____

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF AGOURA HILLS
APPROVING A SIGN PERMIT AND SIGN MODIFICATION
(CASE NOS. 11-SP-052 & 11-SM-001)

THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS HEREBY
FINDS, RESOLVES AND ORDERS AS FOLLOWS:

Section 1. An application was duly filed by Chabad of the Conejo with respect to the property located at 30347 Canwood Street, (Assessor's Parcel Number 2054-020-038) requesting approval of a Sign Permit for a new Sign Program for the building and monument signs, and a Sign Modification to increase the maximum allowable square footage of the building sign area by 20 square feet from 70 square feet to 90 square feet (28.6%). A public hearing was duly held on August 18, 2011, at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California; and that notice of time, date and place and purpose of the aforesaid was duly given.

Section 2. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid public hearing.

Section 3. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance Section 9655.5.D. *Sign Permit Criteria* that:

Each sign complies with the requirements of the Sign Ordinance with respect to the basic requirements in regards to color, logo size and type of materials design, construction, and proportions. The signage is consistent with the General Plan in that it is legible under normal viewing conditions and, its design is compatible with the visual characteristics of the surrounding areas so as to not cause significant depreciation of the value or quality of adjacent properties.

Section 4. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance Section 9655.6.E. *Sign Program Standards* that:

All the signs included in the sign program are of the same construction and compatible with the building materials to make a uniform sign program. They can accommodate future revisions without affecting the architectural style of the building. The size of all the signs combined exceeds the basic entitlement for a primary frontage but the increase can be approved with a Sign Modification.

Section 5. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance Section 9655.11.C. *Modifications to Sign Standards* that:

- A. That the proposed Sign Modification for the sign program, as conditioned, will be integrated into the architecture of the building as the proposed signs

colors and materials are compatible with the neutral architecture of the existing building.

- B. That the proposed Sign Modification as conditioned, will not be detrimental to surrounding uses or properties or the community in general because the signs do not face the residential community to the north of the project but face the parking lot for which this building serves. The building signs are proposed on a building setback close to 200 feet from the street, thus reducing the visual presence of the increase in sign area. The main identification sign is 47 square feet in area and will serve as the main identity of the building. The six donor signs combined total 43 square feet and are intended to be viewed from within the campus. The signs will not be illuminated.
- C. That the approval of such modification is consistent with the purposes of the General Plan and the Sign Ordinance as it relates to the Freeway Corridor Overlay District. The sign program and requested sign modification will enhance the design of the building and serve the community as well.

Section 6. The project which is the placement of minor ancillary sign structures is exempt from the California Environmental Quality Act (CEQA), per Section 15311(a) of the CEQA Guidelines, and does not require adoption of an environmental impact report or negative declaration.

Section 7. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. 11-SP-052 and Sign Modification Case No. 11-SM-001, subject to attached Conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 18th day of August, 2011, by the following vote to wit:

AYES: (0)
NOES: (0)
ABSTAIN: (0)
ABSENT: (0)

Steve Rishoff, Chairperson

ATTEST:

Mike Kamino, Secretary

**CONDITIONS OF APPROVAL
(CASE NOS. 11-SP-052 & 11-SM-001)**

STANDARD CONDITIONS

1. This decision for approval of the Sign Permit and Sign Modification applications, or any aspect of this decision, can be appealed to the City Council within fifteen (15) days from the date of Planning Commission action, subject to filing the required forms and related fees with the City.
2. The approval of these permits shall not be effective for any purpose until the applicant has agreed in writing that they are aware of, and accept all Conditions of these Permits with the Department of Planning and Community Development.
3. Except as modified herein, the approval of this action is limited to and requires the complete conformation to the approved Sign Plans.
4. It is hereby declared to be the intent that if any provision of these Permits is held or declared invalid, the Permit shall be void and the privileges granted hereunder shall lapse.
5. It is further declared and made a Condition of this action that if any Condition herein is violated, the Permits shall be suspended and the privileges granted hereunder shall lapse; provided that the applicant has been given written notice to cease such violation and has failed to do so for a period of thirty (30) days.
6. Unless this approval is used within two (2) years from the date of City approval, Case No. 11-SP-052 and 11-SM-001 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant or property owner shall obtain a Building Permit from the Department of Building and Safety prior to construction of any sign.

SPECIAL CONDITIONS

8. In the event either tenant vacates either building at 30345 and 30347 Canwood Street, the monument sign shall serve solely the property on which it is located, at 30345 Canwood Street.
9. No illumination of the building signs is permitted as part of this application.
10. Landscaping shall be maintained around the monument sign at all times.

END

City of Agoura Hills

Vicinity/Zoning
Map

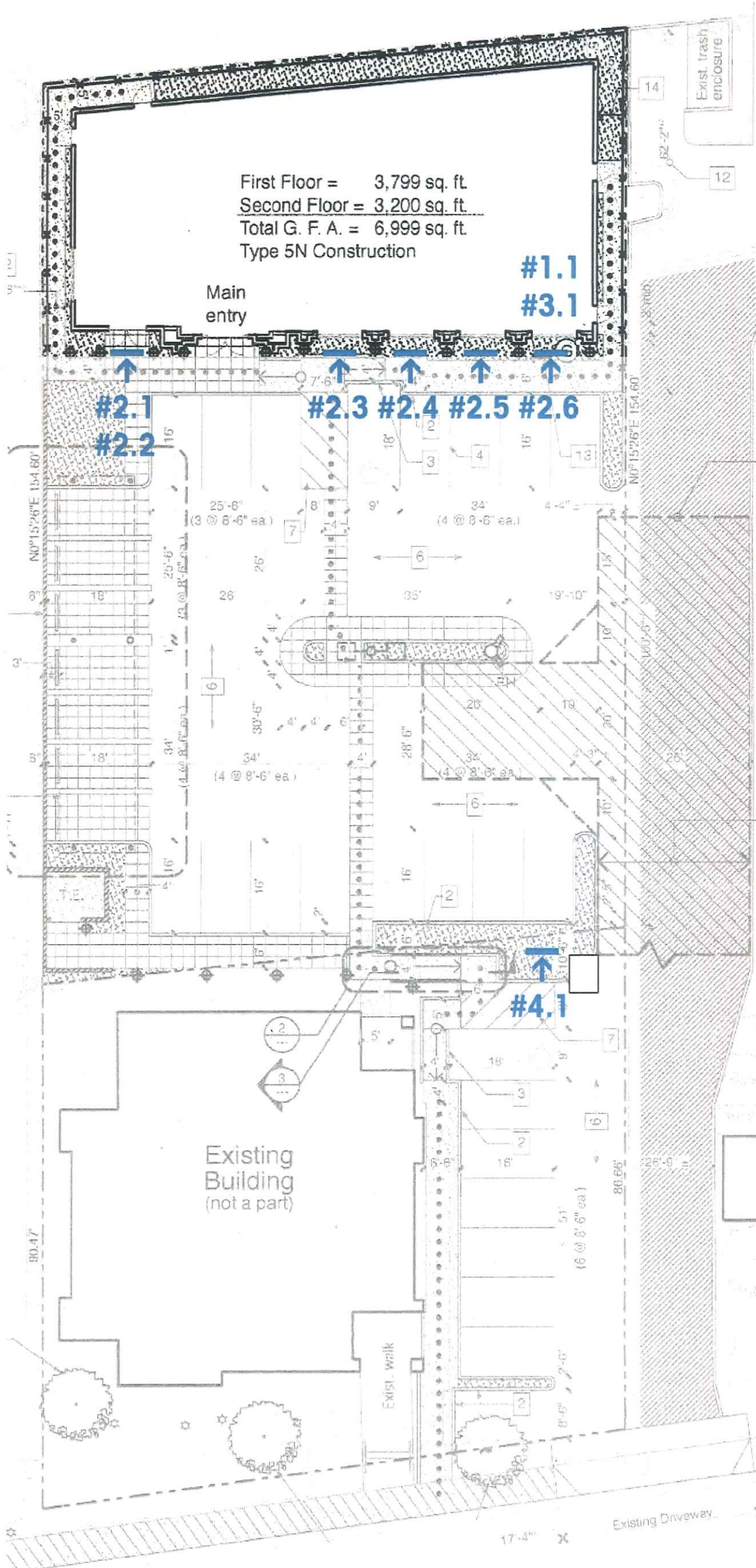
Sign Permit - Case No. 11-SP-052 & Sign Modification Case No. 11-SM-001



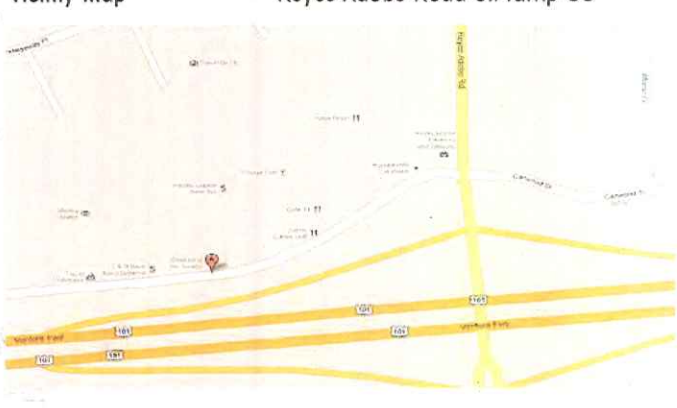
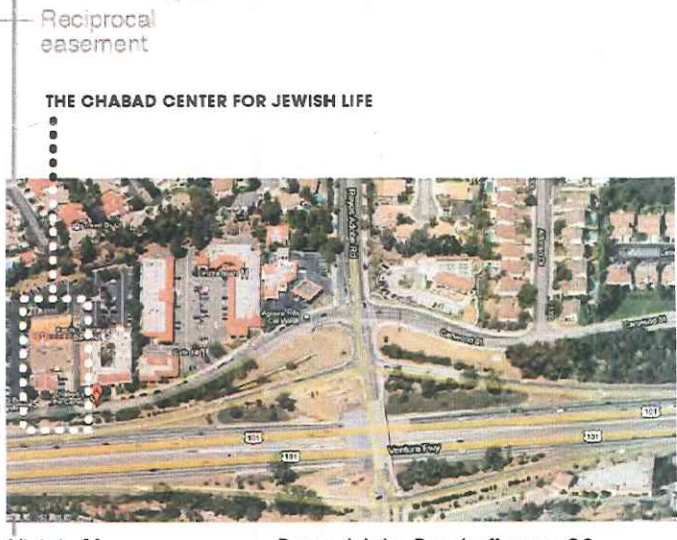


SIGN PERMIT—CASE NO. 11-SP-052 &
SIGN MODIFICATION—CASE NO. 11-SM-001





First Floor = 3,799 sq. ft.
 Second Floor = 3,200 sq. ft.
 Total G. F. A. = 6,999 sq. ft.
 Type 5N Construction



Symbol Key:
 Sign in Plan View
 ↑ Face of sign
 #1.1 1st number is Sign Type No.
 #2.1 2nd number is Item No.

North
 ↑
 0 25' 50'

RECEIVED
 JUL 22 2011
 By _____

Canwood Street

SG SignGroup / Karman
 Architectural Signs & Graphics
 9812 Independence Ave. Chatsworth, CA 91311
 818-998-3636 818-998-0758 info@sgsigns.net

Client:
Chabad of Conejo
 Rabbi Moshe D. Bryski
 30347 Canwood Av.
 Agoura Hills, CA 91301
 818.991.0991

Project:
THE CHABAD CENTER FOR JEWISH LIFE
 30345 Canwood Av.
 Agoura Hills, CA 91301

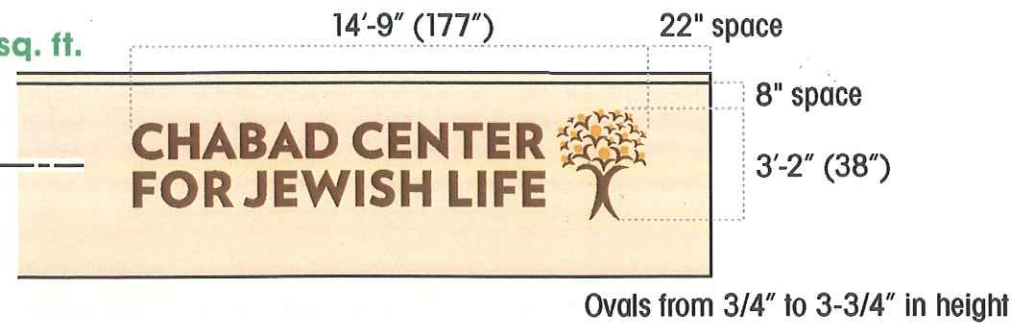
Sign Types:
 #1.1, Symbol & Logo, Qty.: 1
 #2., Donor Names, Qty.: 6
 #3.1, Address, Qty.: 1
 #4.1, Monument sign, Qty.: 1

Scale: 25' = 1'-0"
 Site Plan
 L/S Architects
 drawing A1.1, 10.12.07
 Location Plan

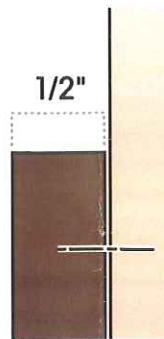
LP1

Symbol & Logo: 47 sq. ft.

12-1/4" letters
Center Symbol & Logo

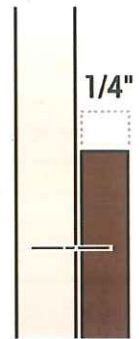


Ovals from 3/4" to 3-3/4" in height



Side View
Scale: Actual

Pin mount
flush to
plaster wall
with silicone



Side View

7 sq. ft.:
Total for all six Names: 43 sq. ft.

THE RESSNER FAMILY
CENTER FOR JEWISH OUTREACH 4" letters

8" x 1/4" numbers
per Note 6 on
L/S drawing #A3.1

30347 8"

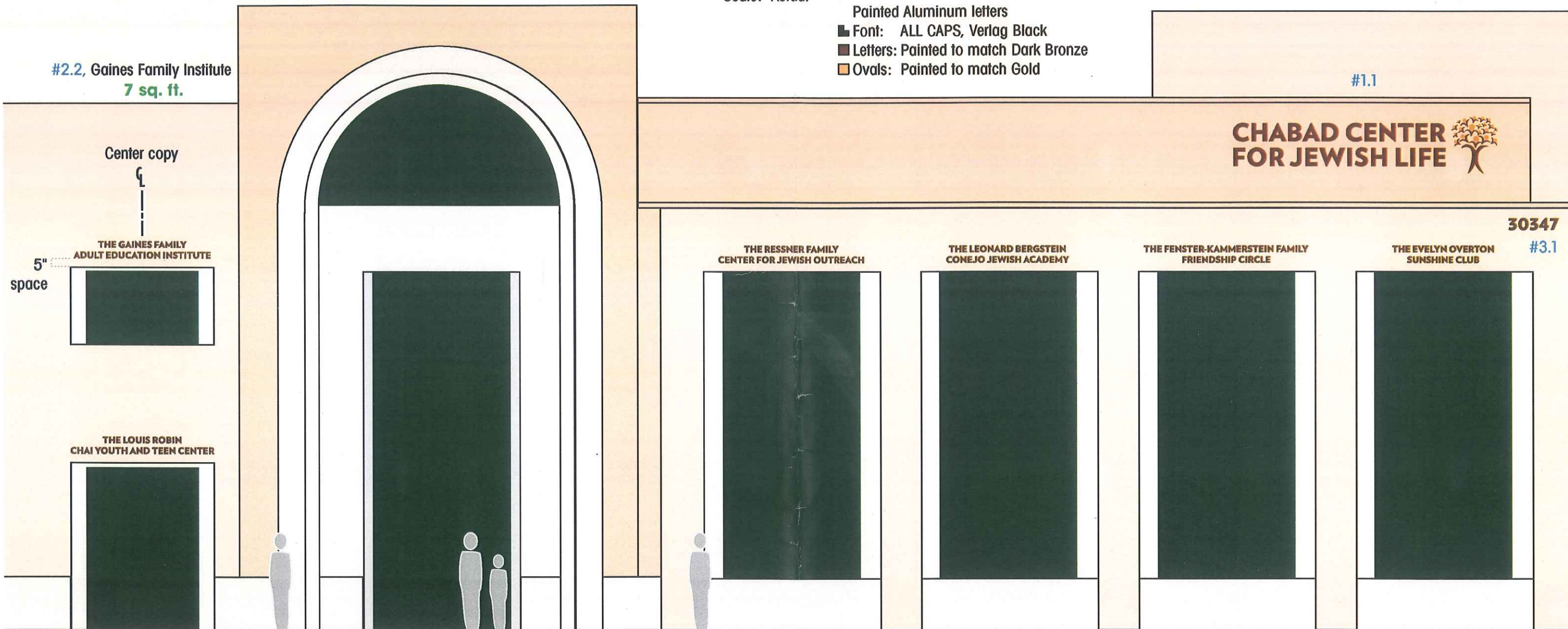
#1.1, Project Name, partial wall detail

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

#2., Donor Names - Typical

#3.1, Address

Painted Aluminum letters
 ■ Font: ALL CAPS, Verlag Black
 ■ Letters: Painted to match Dark Bronze
 ■ Ovals: Painted to match Gold



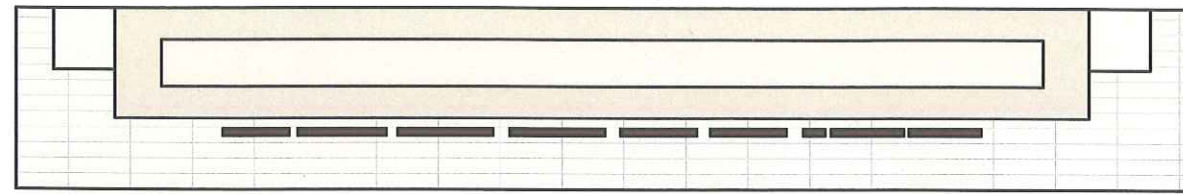
#2.1, Robin & Teen Center
7 sq. ft.

#2.3, Ressler Family Center
7 sq. ft.

#2.4, Bergstein Academy
8 sq. ft.

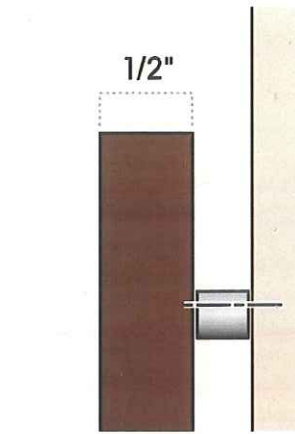
#2.5, Fenster-Kammerstein
Family Circle
8 sq. ft.

#2.6, Overton Club
6 sq. ft.

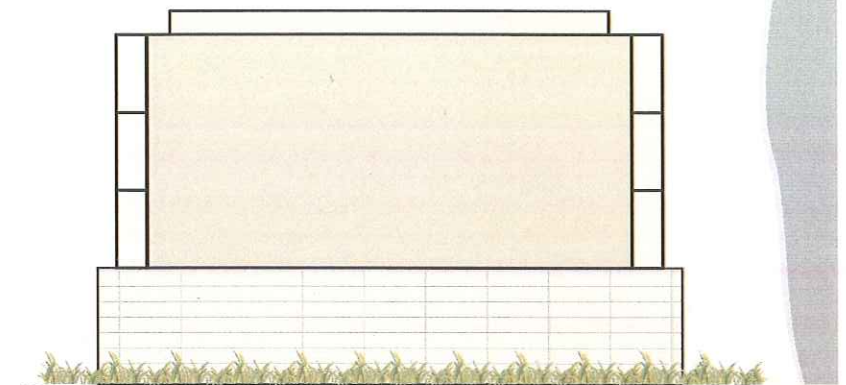


Plan View

**NOTE: Sign fabrication & installation by the GC, MTCI
Letter fabrication & installation by SG/K**

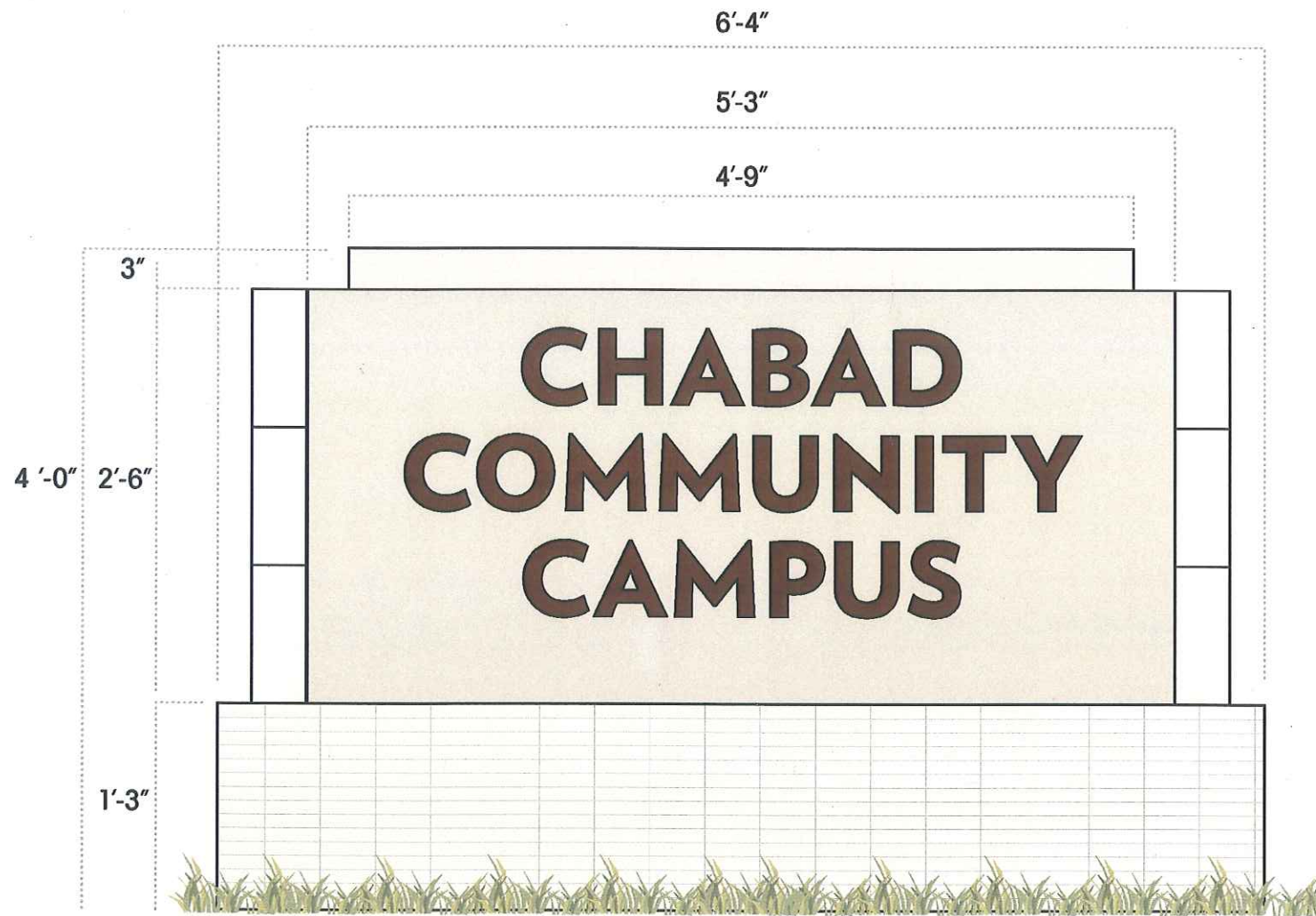


Side View of letters
Scale: Actual

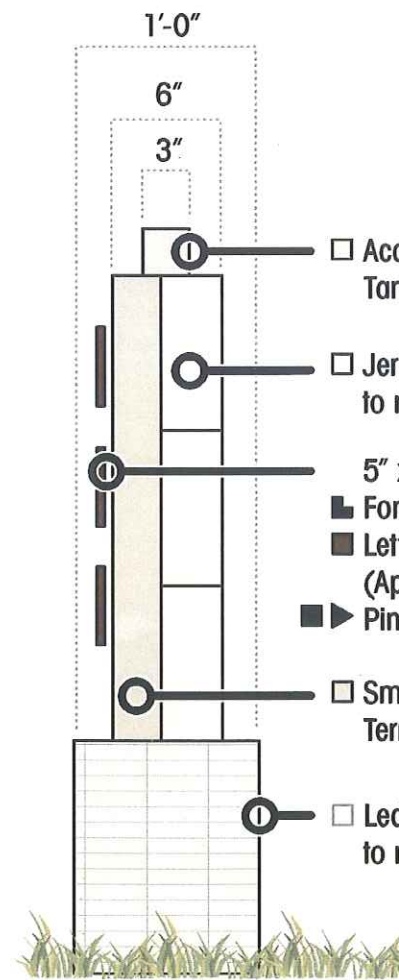


Back View

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



Front View



Side View

- Accent Band: Smooth plaster to match parapet Tan Plan, DE 6137 (Color approved by City for Building)
- Jerusalem Tile (Approved by City for Building) to match window accent tile, cut to size
- 5" x 1/2" painted Aluminum letters
 - Font: ALL CAPS, Verlag Black
 - Letters: Painted to match Dark Bronze (Approved by City for Building)
 - Pin mount with 3/8" Black standoffs, attach w/silicone
- Smooth plaster face and sides Terracotta Sand, DE 6136 (Color approved by City for Building)
- LedgeStone Tile (Approved by City for Building), 1" x 4", to match Building base

