



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: March 1, 2012

TO: Planning Commission

APPLICANT: Scott Johnson
29041 Thousand Oaks Boulevard
Agoura Hills, CA 91301

CASE NO.: 12-SP-010

LOCATION: 29041 Thousand Oaks Boulevard – Twin Oaks
Shopping Center (northwest corner of Thousand
Oaks Boulevard and Kanan Road)

REQUEST: Request for approval of a Sign Permit to amend a
sign program of an existing shopping center (Twin
Oaks Shopping Center) and to install a new
business sign for Serious Cycling.

ENVIRONMENTAL
DETERMINATION: Categorically Exempt from CEQA per
section 15303 of the CEQA Guidelines.

RECOMMENDATION: Staff recommends approval of Case No. 12-SP-010,
subject to conditions, based on the findings of the
attached draft Resolution.

ZONING DESIGNATION: CS-MU (Commercial Shopping Center-Mixed Use)

GENERAL PLAN DESIGNATION: CS-MU (Commercial Shopping Center-Mixed Use)

I. PROJECT BACKGROUND AND DESCRIPTION

The applicant, Scott Johnson for Serious Cycling, is requesting approval to amend the approved sign program for the Twin Oaks Shopping Center, located at the northwest corner of Kanan Road and Thousand Oaks Boulevard. The request is to accommodate a

new, wall-mounted sign for the applicant's retail bicycle business (Serious Cycling) which would deviate from the existing sign program. Serious Cycling fronts onto Thousand Oaks Boulevard, and is located at 29041 Thousand Oaks Boulevard.

The Twin Oaks Shopping Center is located in the Commercial Shopping Center-Mixed Use (CS-MU) zone. The center consists of a total of 102,294 square feet of building area, including five satellite buildings.

II. STAFF ANALYSIS

The current sign program, which was approved when the center was remodeled in 1994, for the shopping center consists of russett colored, Avante Garde bold style letters mounted above a backlit ivory colored raceway. The applicant is proposing that the sign program be amended to allow Arial style letters that are black in color. The proposed logo, left of the letters, which consists of red, black, and blue colors, is allowed by code.

The current business owner wishes to change the existing sign from "Bicycle John's" to "Serious Cycling." The applicant has stated that the reason they wish to deviate from the shopping center sign program is because their proposed letter style and color are a federal trademark logo. The Sign Ordinance, however, only allows logos, that do not exceed 20% of the overall sign area, to deviate from an approved sign program.

The proposed sign would be in the same location on the south elevation of the building tenant space, which faces Thousand Oaks Boulevard, replacing the existing tenant sign. The sign identifies the new name and logo of the tenant, "Serious Cycling." The Serious Cycling sign is proposed to consist of a 3" deep channel logo with tricolor (red, black and blue) bands that would be lit. The individually-mounted 2" deep letters would be made of aluminum and will be mounted above the existing raceway. The proposed letter style is Arial; thin in width for the word "Serious" and bold in width for the word "Cycling". The sign would be externally illuminated with the existing uplight fixtures, as allowed per the current sign program.

The Sign Ordinance allows Serious Cycling to have one 50 square foot sign on the building frontage, which in this instance, is the south elevation facing the Thousand Oaks Boulevard. The proposed total square footage requested is 27.7 square feet with maximum height and width dimensions of 1'-4" by 15'-2" for "Serious Cycling" letters and 1'-7" by 2'-4" for the band logo.

Staff, in the past, has approved minor deviations to the sign program, including letter style. Staff finds that the proposed black color and letter style, will be compatible with the building and would not detract from the visual character of the shopping center. Staff also finds the 27.7 square feet of channel letters are consistent with the other channel letter signs in the area, and in compliance with the Sign Design Guidelines.

If the Planning Commission approves the applicant's request, the sign program amendment would apply throughout the center. Thus, new businesses, in addition to the russet color, could apply the black lettering, should they choose to do so. Tenants in the shopping center have shown an increased interest in amending the sign program to allow for more sign colors beyond russett. The Planning Commission may consider approving a sign program with a multi-color sign palette utilizing a maximum of five colors as allowed per the Sign Ordinance. Black and white are considered a color for signage purposes and logos are exempt from this provision. The Commission may also consider providing discretion to the Director of Planning and Community Development to review and approve or deny changes to this sign program relating to the sign colors (up to five per the Sign Ordinance) and letters, rather than requiring each proposed deviation to be subject to review by the Planning Commission.

The project has been determined to be Categorically Exempt from the California Environmental Quality Act (CEQA) as new construction of an accessory sign structure per Section 15303.

III. RECOMMENDATION

Based on the foregoing review and analysis, staff recommends that the Planning Commission approve Case No. 12-SP-010, subject to attached Conditions.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Reduced Photocopies of the Sign Plans
- Photographs of Twin Oaks Shopping Center Signs
- Vicinity Map

Case Planner: Renee Madrigal, Associate Planner

DRAFT RESOLUTION NO. _____

A RESOLUTION OF THE PLANNING COMMISSION OF
THE CITY OF AGOURA HILLS APPROVING A SIGN
PROGRAM AMENDMENT AND SIGN PERMIT (CASE
NO. 12-SP-010)

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

Section 1. An application was duly filed by Scott Johnson with respect to the property located at 29041 Thousand Oaks Boulevard, requesting approval of a Sign Permit to amend the sign program for the existing Twin Oaks Shopping Center to allow black color, Arial style letters, and to install a new business sign for Serious Cycling.

Section 2. The Planning Commission of the City of Agoura Hills considered the application for a Sign Permit at a public meeting held on March 1, 2012, at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date, place, and purpose of the meeting was duly published as required by state law.

Section 3. Evidence, both written and oral, including the staff report and supporting documentation, was presented to and considered by the Planning Commission at the public meeting.

Section 4. Based upon the evidence presented at the hearings, including the staff report and oral and written testimony, the Planning Commission finds, pursuant to Sections 9655.5.D and 9655.6.E of the Agoura Hills Municipal Code, that:

- A. The proposed sign and amended sign program are consistent with the General Plan and the provisions of the Zoning Ordinance, including the Sign Ordinance. The amended sign program enhances the visual character of the shopping center and provides meaningful identification as called for in Policy LU-13.2 of the General Plan.
- B. The location of the proposed sign and the design of its visual elements are legible under normal viewing conditions prevailing where the sign is to be installed. The wall-mounted sign would be subtly illuminated to identify the business. The proposed wall sign is compatible with the previously approved sign program for the wall signs.
- C. The location and design of the proposed sign, its size, shape, illumination, and color are compatible with the visual characteristics of the surrounding area so as not to cause significant depreciation of the value or quality of adjacent properties. The sign is appropriate given the size of the property and the proposed sign colors and materials are compatible with the building served by the sign.

- D. The proposed sign and amended sign program are consistent with the standards required by the Sign Ordinance in that the number of colors, the proposed materials, and the illumination of the wall sign are consistent with the standards specified in the Sign Ordinance.
- E. The proposed sign and amended sign program are consistent with the City's adopted sign design guidelines. The proposed sign color and letter style are compatible with the architectural design of the shopping center and the other permitted signs.

Section 5. Based upon the evidence presented at the hearings, including the staff report and oral and written testimony, the Planning Commission finds, pursuant to Section 9655.6.E of the Agoura Hills Municipal Code, that:

- A. The sign program complies with the purpose and overall intent of the Sign Ordinance in that the proposed changes provide further visual identification of tenants.
- B. The sign program accommodates future revisions that may be required because of changes in the use or tenants. The sign program amendment provides additional flexibility for future tenant identification.
- C. The sign program complies with the standards of the Sign Ordinance in that this amendment enhances the visual quality of the city by maintaining compatibility with other signs in the shopping center and is in keeping with a well designed tenant identification program.

Section 6. The project has been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 et seq.), and the City's Local CEQA guidelines. The project consists of a proposed Sign Permit to allow construction of an accessory sign structure and thus is exempt from CEQA pursuant to Section 15303 of the Guidelines.

Section 7. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. 12-SP-010, subject to the attached Conditions, with respect to the property described in Section 1 hereof.

Section 8. The Secretary of the Planning Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Planning Commission of the City.

Draft Resolution No. _____

March 1, 2012

Page 3

PASSED, APPROVED and ADOPTED this 1st day of March, 2012, by the following vote to wit:

AYES: (0)

NOES: (0)

ABSTAIN: (0)

ABSENT: (0)

John O'Meara, Chairperson

ATTEST:

Mike Kamino, Secretary

CONDITIONS OF APPROVAL (CASE NO. 12-SP-010)

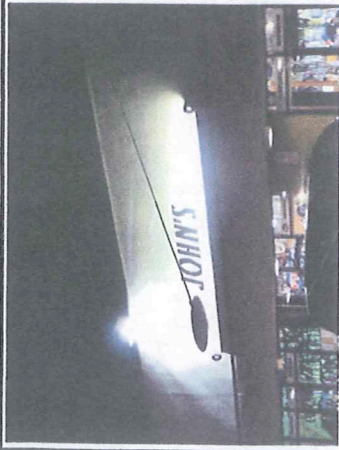
STANDARD CONDITIONS

1. This decision for approval of the Sign Permit application, 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 this permit shall not be effective for any purpose until the applicant and property owner have agreed in writing that they are aware of, and accept all Conditions of this Permit 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 this Permit 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 Permit 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. 12-SP-010 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.

END

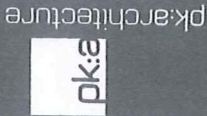


NOTE: AT NIGHT, SIGNAGE THAT ARE IN SOLID BACKGROUND WOULD NOT BE READABLE AND WOULD NOT SHOW COLOR DUE TO THE STRONG BLDG. WALL PACK LIGHT AND THE STANDARD UPLIGHT.



Signage Change For:

SERIOUSCYCLING

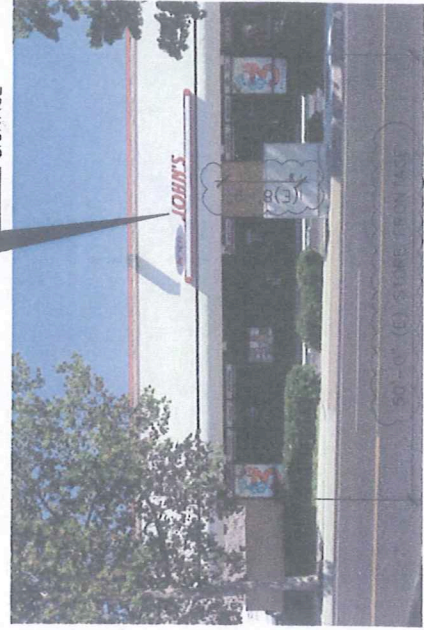


VICINITY MAP

SIGNAGE LOCATION

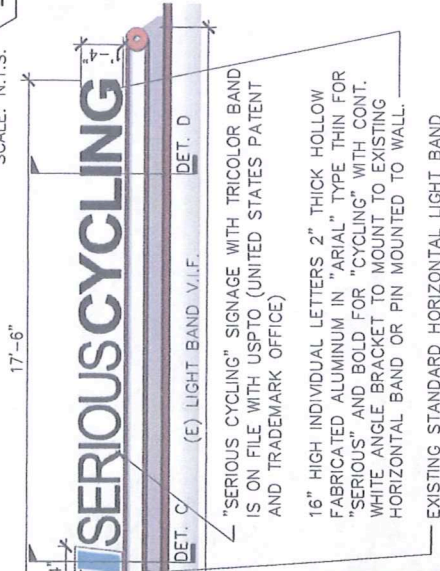


EXISTING SIGNAGE



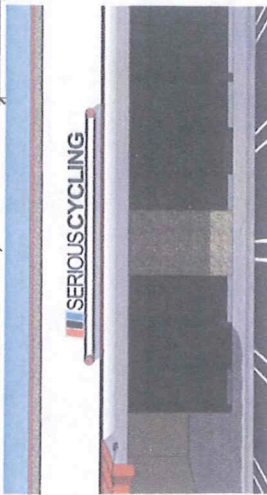
EXISTING SIGNAGE A

SCALE: N.T.S.



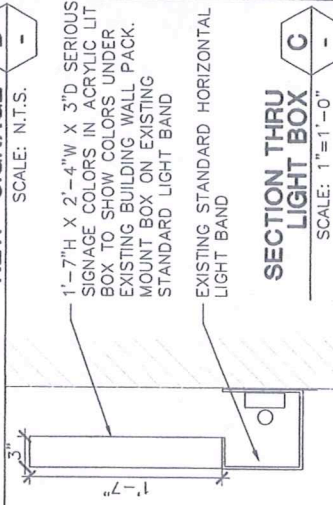
1'-7" H X 2'-4" W X 2" D TRAPEZOIDAL SERIOUS SIGNAGE COLORS IN ALUMINUM LIGHT BOX WITH A SOLID ALUMINUM FRONT AND ONLY THE ROUTED ACRYLIC TRICOLOR BANDS WILL BE LIT

TOTAL SIGNAGE AREA 27.7 S.F. (ALLOWED DUE TO 50-0-0) RETAIL FRONTAGE=50 S.F. MAXIMUM SIGNAGE ALLOWED 50 S.F. BASED ON SIGNAGE ORDINANCE)



NEW SIGNAGE B

SCALE: N.T.S.



16" HIGH INDIVIDUAL LETTERS 2" THICK HOLLOW FABRICATED ALUMINUM IN "ARIAL" TYPE THIN FOR "SERIOUS" AND BOLD FOR "CYCLING" WITH CONT. WHITE ANGLE BRACKET TO MOUNT TO EXISTING HORIZONTAL BAND OR PIN MOUNTED TO WALL.

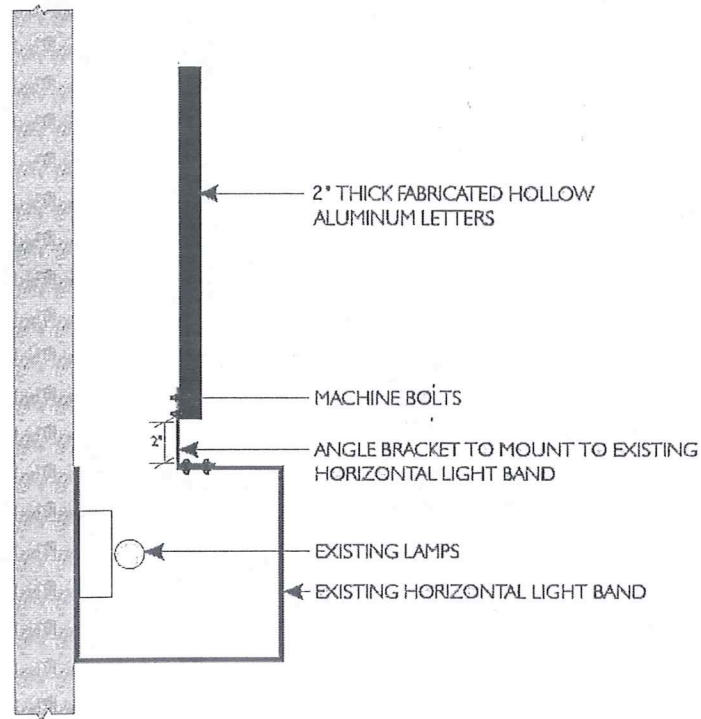
EXISTING STANDARD HORIZONTAL LIGHT BAND

SECTION THRU LETTERS D

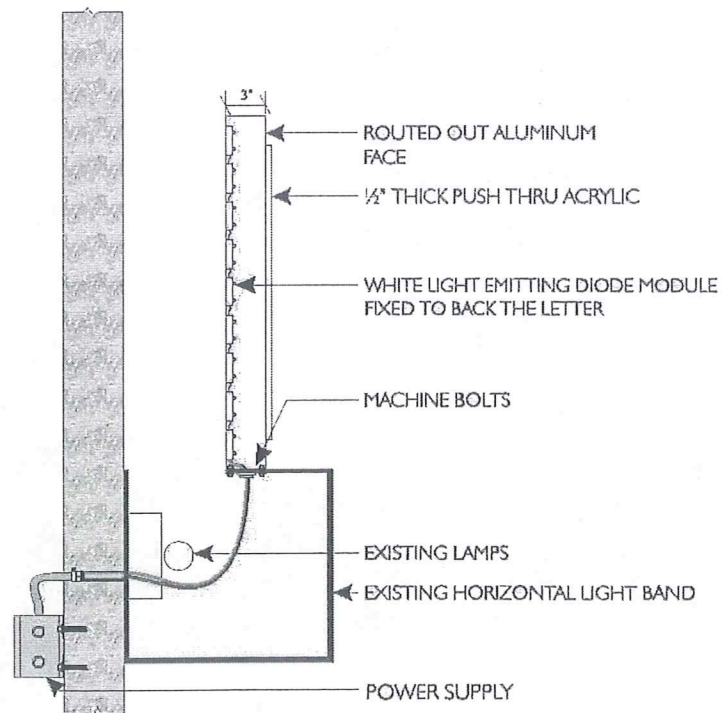
SCALE: 1"=1'-0"

SECTION THRU LIGHT BOX C

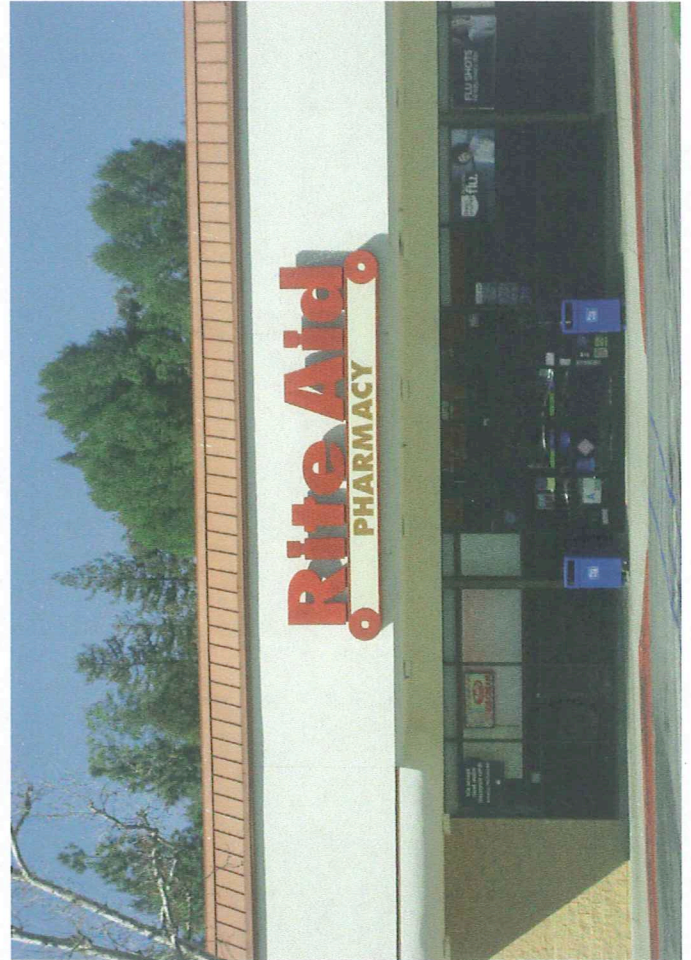
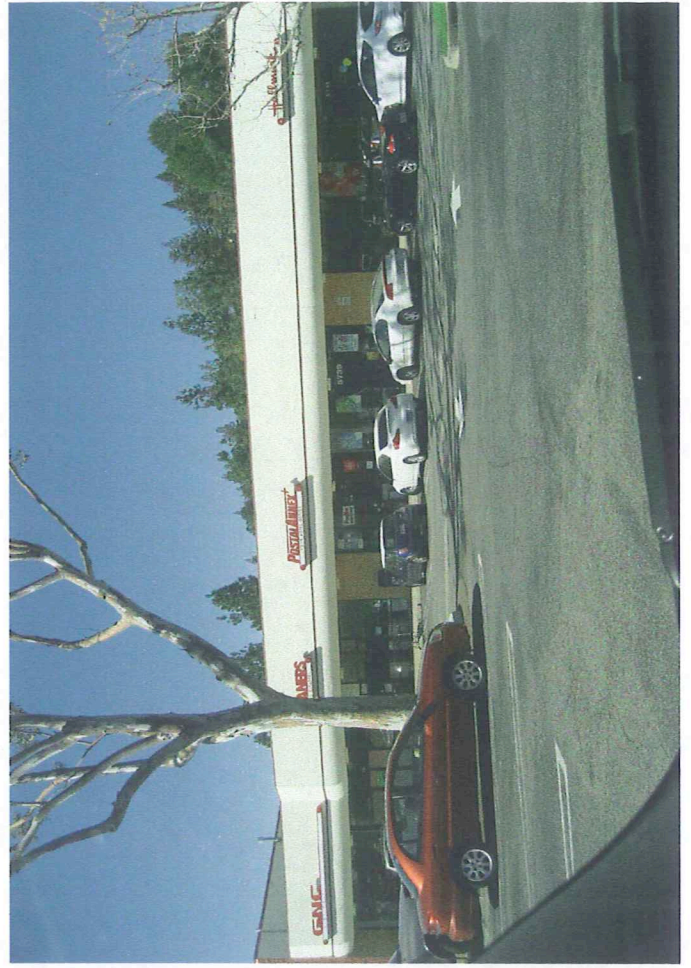
SCALE: 1"=1'-0"



FABRICATED ALUMINUM LETTERS
(MOUNTED TO EXISTING LIGHT BAND)



**3" THICK CHANNEL LOGO W/
1/2" PUSH THRU ACRYLIC**
(MOUNTED TO EXISTING LIGHT BAND)





Sign Permit Case No. 12-SP-010

