



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: May 21, 2015

TO: Planning Commission

APPLICANT: Tracie Sorrentini
5003 Medina Road
Woodland Hills, CA 91364

CASE NO.: SIGN-01100-2015

LOCATION: 30601 Canwood Street

REQUEST: Request for approval of a Sign Permit to install a building mounted sign on an existing commercial building (Paw Hills Pet Hotel).

ENVIRONMENTAL DETERMINATION: Exempt from California Environmental Quality Act (CEQA), per Section 15311 of the CEQA Guidelines

RECOMMENDATION: Staff recommends the Planning Commission approve Sign Permit No. SIGN-01100-2015, subject to Conditions, based on the findings of the attached draft Resolution.

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

GENERAL PLAN DESIGNATION: Commercial Retail Service (CRS)

I. BACKGROUND AND PROJECT DESCRIPTION

The applicant, Tracie Sorrentini, owner of Paw Hills Pet Hotel, is requesting approval of a Sign Permit to install a building-mounted sign on a single-story commercial building serving their business, located at 30601 Canwood Street, on the northwest corner of Canwood Street and Lake Lindero Drive. The one-acre parcel is bordered to the west by

Discount Warehouse Center, an appliance store, and single-family homes; to the east by a condominium complex; to the north by Lake Lindero; and the south by Canwood Street and the 101 Freeway. The property includes parking in the front (south) and rear (north) portions of the lot and can be accessed from one driveway on Lake Lindero Drive, and from a shared driveway on Canwood Street.

On February 5, 2015, the Planning Commission approved Conditional Use Permit Case No. CUP-01025-2014 allowing the applicant's pet hotel to operate at the subject site. The applicant is currently remodeling the interior of the 17,000 square-foot, single-story building to accommodate the pet care facility. Since no sign permit was requested at the time of approval of the Conditional Use permit, the applicant was required to obtain the Planning Commission's approval for any proposed future business signage for this use. As such, the applicant is now requesting approval of a sign permit to install their proposed single business sign. No monument sign is requested with this application.

II. STAFF ANALYSIS

Currently, no sign program exists for this commercial building. Although it is in close proximity to the freeway, it is separated from the freeway corridor by a frontage street (Canwood Street). Therefore, the business is entitled to one building sign of a size that is commensurate with the length of the building frontage. Per the City Sign Ordinance, a commercial building is entitled to a sign size not to exceed one square foot for every one foot of lineal frontage up to 50 square feet to identify the business. A rendering of the proposed sign is attached (Exhibit B) and includes the design specification and construction details for the proposed text "Paw Hills Pet Hotel".

Options for placement of the signage are limited. The building is a one story structure with a front elevation that is built entirely with glazing and the roof overhang was designed with a 37 inches boxed eave. There is no front elevation wall. The fascia board is the only vertical surface to which a sign can be affixed, given that the Sign Ordinance prohibits signage above the eave line. The applicant has installed a decorative entry feature as previously approved by the Planning Commission, but the span between the columns did not provide sufficient space to contain the entire corporate name. The applicant determined that the signage be placed on the fascia board to the left (west side) of the entry feature, equidistant from the edges of the building and the entry feature, in order to be visible from the street and minimize visual impacts to the nearby residential development east of Lake Lindero Drive.

Furthermore, the gutter will prevent the proposed sign from being attached directly to the fascia, so the applicant chose 19.75-inch high reverse-lit letters affixed to a 26-inch high backing, cut out in the shape of the letters, with a raceway installed behind the channel letters. The design allows for an even halo lighting around all the letters and no structural modifications to the roof element. However, the Planning Commission can consider reducing the height of the letters so that they may be mounted directly to the fascia board, below the gutter. Externally and halo-lit signs are preferred options in the freeway

corridor. The letters are made out of aluminum so lighting would not come through the sign face and would be painted in a dark purple color. The backing and raceway would be painted white to match the color of the fascia board. This would allow the backing to blend in with the white fascia board during the day time. The halo lighting will allow the text of the sign to be visible at night since the channel letters are of a purple color and made out of a solid aluminum material and will be impervious to light. The sign lettering is of Century Gothic font style chosen for its simplicity and readability.

At an additional expense to the applicant, there would be four separate raceways behind the sign, one behind each word. The end raceways would be setback a minimum of 3 inches from the edge of the last letter so as not to be visible to by-standers. The sign is 50 square feet, which complies with the Sign Ordinance. If the applicant desires additional business signage the request will be subject to Planning Commission approval.

As proposed, staff finds that the sign will be integrated with the building's architectural style and will provide meaningful identification for the business, as called for in Policy LU-13.2 of the General Plan. The size of the sign, its shape, illumination, its proportions, and its colors 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 faces are legible under normal prevailing viewing conditions where the sign is to be installed. Staff finds that the proposed sign will be consistent with the adopted Sign Design Guidelines and with the sign standards of the Sign Ordinance.

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

III. RECOMMENDATION

Based on the foregoing review and analysis, staff recommends that the Planning Commission approve Sign Permit Case No. SIGN-01100-2015, subject to conditions, by adopting a motion to approve the attached Draft Resolution.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval for the Sign Permit
- Exhibit A: Vicinity/Zoning Map
- Exhibit B: Sign Plans
- Exhibit C: Photographs of the Project Site

Case Planner: Valerie Darbouze, Associate Planner

DRAFT RESOLUTION NO. 15-_____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS APPROVING SIGN PERMIT CASE NO. SIGN-01100-2015 FOR THE PROPERTY LOCATED AT 30601 CANWOOD STREET

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

Section I. An application was duly filed by Tracie Sorrentini, with respect to the real property located at 30601 Canwood Street, Assessor's Parcel Number 2054-005-011 requesting approval of a Sign Permit Case No. SIGN-01100-2015 to install a building-mounted sign on an existing commercial building. A public meeting to consider the matter was duly held on May 21, 2015, at 6:30 p.m. in the Council Chambers, City Hall, at 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date, place and purpose of the aforesaid hearing was duly given and published as required by state law.

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

Section III. Based on the evidence presented at the public hearing, including the staff report and oral and written testimony, the Planning Commission finds, pursuant to Section. 9655.5.D. of the Agoura Hills Municipal Code, that:

A. The proposed sign, as conditioned, is consistent with the General Plan and the provisions of the Zoning Ordinance. The sign is integrated with the building's architectural character and provides meaningful identification for the business 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, as conditioned, are legible under normal viewing conditions where the sign is to be installed. The new sign will be built so as to identify the business clearly during the daytime and nighttime without impacting nearby residences. The sign letters are halo-lit and the font highly legible. The depth of the letters, the raceway design and the number of colors comply with the Sign Ordinance requirements.

C. The location and design of the proposed sign, its size, shape, illumination, and colors, as conditioned, 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 will be attached to the fascia board and will occupy thirteen percent of the total length of the building. The sign will be proportionally situated west of the entry feature away from the residential development located across the street from the use.

D. The proposed sign, as conditioned, is consistent with the sign standards of the Sign Design Guidelines in that the sign will be integrated with the design of the building, and the illumination of the sign will be subtle and attractive in appearance. Furthermore, the dimensions and the materials of the sign, the number of colors, and the illumination method are all in compliance with the Sign Ordinance.

E. The proposed sign, as conditioned, is consistent with the adopted sign design guidelines in that the dimensions of the signs are in good proportions and the sign does not interfere with windows or other architectural features and does not encroach into the roof area.

Section IV. The project has been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA) Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.), and the City's local CEQA guidelines. The project which involves the installation of a building mounted sign on a commercial property is exempt from CEQA pursuant to Section 15311 of the Guidelines.

Section V. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. SIGN-01100-2015 subject to the attached conditions, with respect to the property described in Section I hereof.

Section VI. 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.

PASSED, APPROVED, and ADOPTED this 21st day of May, 2015, by the following vote to wit:

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

Linda Northrup, Chairperson

Doug Hooper, Secretary

CONDITIONS OF APPROVAL
(Case No. SIGN-01100-2015)

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. This action shall not be effective for any purpose until the applicant has agreed in writing that the applicant is aware of, and accepts 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 complete conformation to the sign specification plans submitted as part of the review of this permit.
4. It is hereby declared to be the intent that if any provision of this Permit is held or declared to be 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 the approval is used within two (2) years from the date of City approval, Case No. SIGN-01100-2015 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant is required to apply for and obtain approval of Building Permits including Electrical Permits, prior to the start of construction of the sign.

SPECIAL CONDITIONS

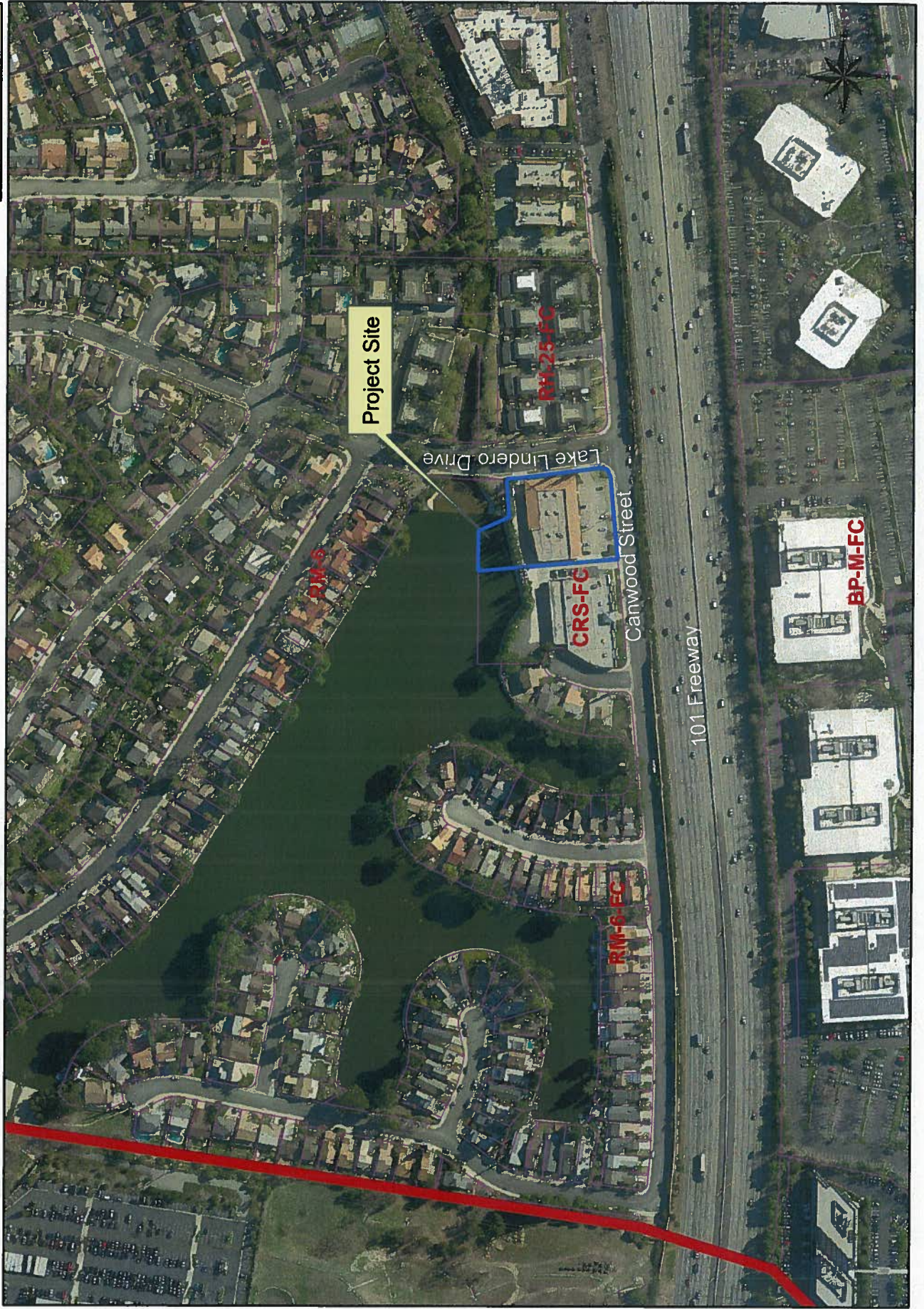
8. This permit is approved for the building sign. Additional business signage on the property is subject to approval by the Planning Commission, as required of Conditional Use Permit Case No. CUP-01025-2014.

END

City of Agoura Hills

SIGN PERMIT CASE NO. SIGN-01100-2015

Vicinity/Zoning Map





PAW HILLS

Luxury Pet Hotel & Spa

**PAW HILLS PET HOTEL
30601 CANWOOD ST
AGOURA HILLS CA 91301**

**A) EXTERIOR LED HALO WALL SIGN
5/2015**



VICINITY MAP



CLIENT: PAW HILLS PET HOTEL
 30601 CANWOOD ST
 AGOURA HILLS CA 91301
 EXTERIOR LED HALO WALL SIGN
 5/2015

CLIENT APPROVAL:

PRINT _____

SIGN _____

DATE _____

LANDLORD APPROVAL:

PRINT _____

SIGN _____

DATE _____

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SCALE: AS NOTED
 NOTE: THE COLORS DEPICTED HERE ARE A GRAPHIC REPRESENTATION. ACTUAL COLORS MAY VARY.
 SEE COLOR SPECS

10 SCALE PRINTED @ 11"x17"



174'-0" FRONTAGE

ELEVATION 1: CUSTOM LED HALO REVERSE CHANNEL LETTERS ON CUSTOM CONTOUR AND RACEWAYS

SCALE: 1/8"=1'-0"



ELEVATION 2: CUSTOM LED HALO REVERSE CHANNEL LETTERS ON CUSTOM CONTOUR AND RACEWAYS

SCALE: 1/4"=1'-0"

SPECIFICATIONS: (HALO LETTERS)
 FACES..... .090 ALUMINUM - PAINT DEWIL EDWARDS AUTUMN PUR 2073-20
 RETURNS..... 2" DEEP / .063 ALUMINUM - PAINT MATCH TO FACES
 LIGHTING..... HALO LED LOW VOLTAGE WHITE-SYSTEM
 BACKER CONTOUR PLATE..... .080 ALUMINUM PAINT SATIN WHITE
 RACEWAYS..... ALUMINUM PAINT SATIN WHITE
 FRONTAGE: 37'
 SIGN: 28' X 277" - 50 SQUARE FEET OF TOTAL SIGNAGE
 FONT USED IS CENTURY GOTHIC

CLIENT: PAW HILLS PET HOTEL
 30601 CAINWOOD ST
 AGOURA HILLS CA 91301
 EXTERIOR LED HALO WALL SIGN
 5/2015

CLIENT APPROVAL:

PRINT _____

SIGN _____

DATE _____

LANDLORD APPROVAL:

PRINT _____

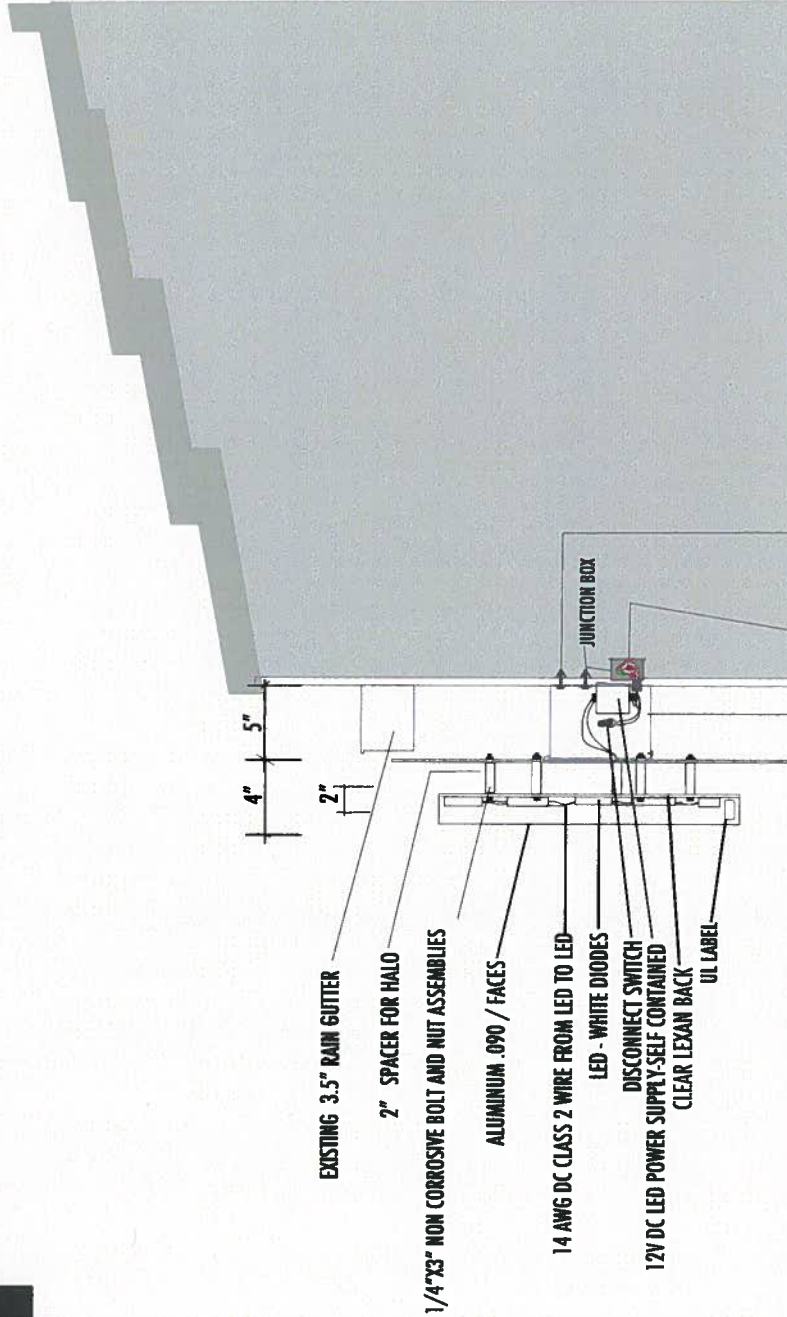
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**5" DEEP X 7" H ALUMINUM RACEWAY
 RACEWAYS ARE HIDDEN & BEHIND CONTOUR AND LETTERS.**

**PRIMARY AC (EXISTING/BY OTHERS)
 1/4" X 5" NON CORROSIVE TOGGLE BOLT ASSEMBLIES
 MIN 4 PER RACEWAY-PER FIELD CONDITIONS**

DETAIL TYPICAL SECTION DETAIL- LED LETTERS ON CONTOUR WITH RACEWAY

Low voltage power supply contained in UL listed enclosure. Box is not required if power supply is installed indoors.

120 SIGN VOLTAGE
 THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.
 ALL WALL PENETRATIONS TO BE SEALED WITH UL LISTED SILICONE SEALANT
 SIGN TO HAVE ALL APPLICABLE UL LABELS DISPLAYED

NOTES:
 -20 AMP DEDICATED CIRCUIT FOR SIGNAGE WITH AUTOMATIC CONTROL, TIME CLOCK, PHOTOCELL IS RESPONSIBILITY OF OTHERS.
 ALL CONSTRUCTION AND COMPONENTS TO BE UL LISTED.
 APPROVED LED SYSTEM

SCALE 1.5" = 1'-0"



CRASH'S VAPOR UPBETZ



SIGN PERMIT CASE NO. SIGN-01100-2015

