



PLANNING DEPARTMENT

ACTION DATE: August 6, 2015

TO: Planning Commission

APPLICANT: Whizin Market Square, LLC
5010 N. Parkway Calabasas, Suite 105
Calabasas, CA 91302

CASE NOS.: VAR-01063-2015 and SIGN-01062-2015

LOCATION: Whizin Market Square (28888-28914 Roadside Drive)

REQUEST: Request for a Sign Permit for a Sign Program Amendment to install tenant, monument and directory signage in Whizin Market Square; and a Variance from Zoning Ordinance Section 9655.5.F.2.(i) to allow three monument signs (M1, M2 and M3) and three (3) directory signs (D1, D2 and D7) to be located less than five feet from the public right-of-way; Section 9655.5.F.2.(ii) to allow for one monument sign (M4) to exceed the maximum size area of 48 square feet; Section 9655.5.F.2.(iii) to allow three monument signs (M1, M2, M3, and M4) to exceed the maximum height of six feet; Section 9655.8.B.1.(a) to allow for a second, wall-mounted business sign (W5e) instead of one business sign for Plata Restaurant; Section 9655.8.B.1.(d) to allow four monument complex identification signs (M1, M2, M3 and M4) instead of one complex monument identification sign per street frontage; and Section 9655.8.B.1.(l) to install two directional signs (D3a and D3b) above three feet in height, and five (5) directional signs (D1, D2, D3a, D3b, and D7) in excess of three (3) square feet in size; and a request to make a finding of exemption under the California Environmental Quality Act.

**ENVIRONMENTAL
ANALYSIS:**

Exempt from CEQA per Section 15311 of the CEQA Guidelines

RECOMMENDATION:

Staff recommends that the Planning Commission approve Variance Case No. VAR-01063-2015 and Sign Permit Case No. SIGN-01062-2015, subject to conditions, and deny the Variance and Sign Permit requested for Monument Sign M2 of the proposed Sign Program, based on the findings of the draft Resolutions.

ZONING DESIGNATION: PD (Planned Development – Agoura Village Specific Plan)

GENERAL PLAN DESIGNATION: PD (Planned Development District)

I. PROJECT BACKGROUND AND DESCRIPTION

In 2008, Tucker Investment Group, LLC, filed two separate development applications for the renovation and remodel of the Whizin Center (later named Whizin Market Square) located at the southeast corner of Roadside Drive and Cornell Road. A Site Plan/Architectural Review application was approved by the Planning Commission in November of 2008 for the interior and exterior remodel of the indoor Market Hall (former atrium area) of the Center. The project also included the renovation of the vacant restaurant space for Hugo's Restaurant and the renovation of the north half of the Cornell Road parking lot. These improvements have since been completed.

An Agoura Village Development Plan application was submitted in July of 2008. The proposal includes the remodel of approximately 100,000 square feet of existing floor area; 14,850 square feet of new retail and restaurant floor area; the expansion and reconfiguration of the parking lot; and 5,800 square feet of outdoor courtyard area. The plans were reviewed by staff, the Architectural Review Panel, the Agoura Village Policy Committee, and the Land Use/Economic Development Committee, and staff is awaiting the submittal of revised plans based on the comments given. The property owner subsequently met with staff and the Land Use/Economic Development Committee regarding the possible phasing of future improvements and has completed repair and cosmetic upgrades of the retail buildings fronting Roadside Drive, including fascia repair and re-paint, repair to the roof equipment screen, repair and cosmetic improvement to the storefront windows and new signage to the front (north) building elevations.

The applicant submitted a new Sign Program application in 2010 to amend the previous sign program. On November 18, 2010, the Planning Commission approved a new Sign Program, which included new tenant signage for the two retail buildings fronting Roadside Drive, new

signage fronting on Cornell Road, and new signage for tenant spaces fronting Agoura Road. Monument/entry signage to serve the Center were also approved.

On August 16, 2012, the Planning Commission approved a Sign Program Amendment for the property owner's request to install a total of five (5) new monument entry signs attached to new, horizontal slat fences. Two were approved for the westerly driveway serving Roadside Drive; two for the driveway entrance serving Agoura Road; and one at the intersection of Cornell Road and Agoura Road, facing Cornell Road. The Planning Commission also approved a Variance to have more than the three monument signs allowed per the Sign Ordinance, and to locate one of the proposed signs less than 5 feet from the property line. In addition, the Planning Commission approved a Variance request to install a second wall sign facing Roadside Drive, for Hugo's Restaurant. This new sign has since been installed, as have new fence-mounted monument signs serving Roadside Drive. The fence-mounted monument signs serving Agoura Road are currently being installed.

The applicant, Whizin Market Square, LLC, is now proposing to amend the Sign Program for the entire Center. As noted in their attached project description/burden of proof, the applicant intends to make phased improvements to the Center. Whizin Market Square presently consists of four, multi-tenant retail buildings along Roadside Drive and the building of the Center. The main building is "L" shaped and is setback from Roadside Drive, with building frontages generally on Cornell Road and Agoura Road. As noted above, the improvements to the Center include the completed Phase I comprehensive plan to renovate, construct and use and maintain the Roadside Drive retail building and the indoor Market Hall. According to the applicant, another key aspect of Phase I is the re-tenanting and relocation of tenants within the Center. The applicant is currently preparing plans for submitting an amended development application to renovate the balance of the Center, which would update the building facades of the Cornell Road and Agoura Road frontages, as well as improve the interior parking area with community gathering spaces and add new retail space. When complete, the applicant envisions Whizin Market Square to be a unique, community-based center offering shopping, dining, and lifestyle entertainment elements in destination location serving both Agoura Hills and surrounding communities.

Prior to submitting this improvement plans for the City's review, and in an attempt to provide requested additional identification to the Center's tenants, the applicant is requesting approval of a Sign Permit for installation of the proposed components of the Sign Program. Variances for proposed monument signs, directional signs and a dormer sign are also proposed, and are analyzed below.

II. STAFF ANALYSIS

A. Sign Program

Included as a separate enclosure for this report is the applicant's proposed Master Sign Program for the Center. This document includes the proposed sign criteria, monument signs, wall signs, directional signs, sign elevations and renderings. The monument, wall and directional signs are referenced by letter/number designations within Sign Program (i.e. M1 is a proposed monument sign serving Roadside Drive).

New tenant signs (reference W1 in the Sign Program) are proposed for the east and north facing elevations of the Center's main building. These signs include ¼" thick dark gray colored aluminum script letters and logos mounted on a framed white washed wooden background. Each sign is proposed to include a thin white LED strip along the bottom channel of the sign to uplift the background behind the lettering. The sizes of the signs will vary as each tenant is allowed one (1) square foot of sign area per each linear foot of tenant frontage. However, the Sign Program calls for the primary signs not to exceed 16.5 square feet, regardless of the length of tenant frontage. A small, 7.5 square foot sign (C1) of similar style is proposed at the Market Hall's easterly entrance. This non-illuminated sign is proposed to be attached under the patio roof for pedestrian visibility.

Ten (10) square foot signs of the same style are proposed for the back (south) building elevations of the two Roadside Drive retail buildings (reference sign W2 in the Sign Program). These signs are proposed to be oriented toward the central parking lot and would serve as the secondary signs to those tenants with primary frontage on Roadside Drive.

Up to 15, ten (10) square foot secondary signs of the similar style are proposed on the south-facing elevation of the Centers' main building, oriented toward Agoura Road (reference sign W3 in the Sign Program). No signs are currently located on this building elevation and the 15 signs are proposed to span and appear as a new design element across this frontage. The Planning Commission is asked to consider the applicant's proposal to illuminate these building mounted signs with external LED downlit lamps, as shown for the W3 sign detail.

A similar sign (W7) is proposed to be located on the south end of the Center's main building's west elevation. The applicant proposed this particular sign to serve as the primary sign for the tenant (currently Canyon Club). It would be allowed to be up to 50 square feet in size, per the Sign Ordinance. The free-standing retail building fronting Roadside Drive is proposed to incorporate a similar style sign but, as proposed, would be directly mounted to the white-washed

wood fascia as depicted in the Sign Program for Sign W5, and would also be placed on the dormer serving tenant space east of Wood Ranch Restaurant. The proposed dormer sign to serve Plata Restaurant (W5e) is proposed to be oriented toward Roadside Drive and be pin-mounted, but include a font matching their existing building sign on the east-facing tenant frontage. Signs W6a, W6b, W5c and W5d in the Sign Program depict the existing, approved signs for Wood Ranch Restaurant, Hugo's Restaurant and Carrara Pastries.

Freestanding single and double-sided pedestrian directional signs (D4, D5 and D6) of up to 7 feet in height are proposed at the westerly entrance of the Market Hall, between the two buildings fronting Roadside Drive, and in front of the tenant spaces along the north elevation of the Center's main building. These signs, as proposed, conform to the Sign Ordinance and would include tenant directories and would include internal edge lighting along the background perimeter.

The proposed Sign Program Amendment, as conditioned and with the exception of monument Sign M2, complies with the standards of the Sign Ordinance in that the design of the signs, as proposed, are compatible with the character and environment of the community, are not distracting to motorists, are visually attractive, and provide adequate identification for the buildings on the property. The location of the proposed signs and the design of their visual elements (lettering, words, figures, colors, decorative motifs, spacing, and proportions), as proposed, will be legible under normal viewing conditions prevailing where the signs are to be installed and the proposed illumination methods would be subtle. Staff also finds that the signs recommended for approval are appropriate given the size of the property and the proposed sign colors and materials are compatible with the building they serve. Thus, staff supports the proposed Sign Program Amendment. The justification for denial of monument Sign M2 is included in the Variance analysis below. A draft Resolution of denial for this particular monument directory sign component of the requested Sign Permit is attached for the Planning Commission's consideration.

B. Variance Requests

Monument Signs

The monument sign components of the Sign Program consist of Signs M1, M2, M3, and M4. The applicant proposes to replace one existing monument sign (M1) and install three supplemental monument identification signs (M2, M3, and M4), in addition to the previously approved fence-mounted monument signs for the Center. The applicant notes in their attached description/burden of proof that proposed monument signs are intended to present a consistent

and recognizable brand designed to reflect the Center's architectural theme, and are intended to establish a distinct identity for the Center.

As depicted in the Sign Program, one monument sign (M1) proposed to serve Roadside Drive is intended to replace an existing sign that is located within the public right-of-way, in a raised landscape planter and is faced perpendicular to Roadside Drive. The applicant is requesting to replace the existing monument sign to reflect the new name of the Center, "Whizin Market Square", with a design that would be consistent with the Center's aesthetic renovations. The sign design is proposed to feature a painted supporting post structure wrapped in faux wood slats around all four sides to match the wood elements of the WMS architectural theme and the previously approved entry monuments. The sign face, as proposed, is designed with green flat cut lettering and will be externally lit with standard fixtures to uplight both faces. The sign is proposed to have an overall height of 9'5", including the raised planter, measured from the grade of the adjacent street. As a result, the sign, as proposed, exceeds the maximum permitted height of 6'0", pursuant to the Zoning Ordinance Section 9655.5., and is subject to approval of a Variance. The actual height of the sign, when measured from its base within the planter, is proposed to be 6'6" inches. The total proposed sign area is 47.2, which is less than the maximum 48 square foot area allowed for monument signs.

Two monument signs (M2 and M3) are proposed to be installed along the Cornell Road frontage, one located at each driveway entrance on Cornell Road. According to the applicant, both proposed monument signs to serve the Cornell Road frontage are intended to highlight the Center's identity and includes a list of the tenants within the Center. These signs would have faux wood clad retainers and sides. The Center's logo is proposed to be positioned at the top of the monument signs. These monument signs, as proposed, would be externally illuminated with two light boxes mounted at the base of the monument sign and house fluorescent lamps that cast light upward across the lettering, providing nighttime visibility of the signs. Each sign, as shown in the Sign Program, is proposed to measure 7'9" in height and contain a maximum sign area of 43 square feet. Due to the configuration of the Center's parking and driveway locations, the applicant proposes to locate these two monument signs less than the required five-foot setback from the property lines. Sign M2 is proposed to be located in the public right-of-way. Sign M3 is proposed at the property line. The proposed locations and height of both signs require approval of a Variance.

One monument sign (M4) would be proposed to be located within the interior parking lot on the east end of the Center. This directory monument sign is proposed to be positioned within a landscape planter along the main drive aisle of the parking area, accessed from Agoura Road.

This sign, as proposed, is intended to mimic the design and details of M2 and M3. However, the applicant is proposing an overall sign height of 8'6" for Sign M4 (instead of a maximum 6'0" height), and to encompass a maximum sign area of 57.2 square feet (instead of a maximum size of 48 square feet), thereby requiring approval of a Variance.

In summary, the applicant is requesting Variances for the following components of the proposed monument signs:

1. Monument Sign M1 (Roadside Drive)

- A. One additional monument sign per street frontage.
- B. Zero setback (in public right-of-way) instead of a five-foot setback.
- C. Overall height of 9'5" instead of 6'0".

2. Monument Sign M2 (Cornell Road)

- A. One additional monument sign per street frontage.
- B. Zero setback (in public right-of-way) instead of a five-foot setback.
- C. Overall height of 7'9" instead of 6'0".

3. Monument Sign M3 (Cornell Road)

- A. One additional monument sign per street frontage.
- B. Zero setback (on private property) instead of a five-foot setback.
- C. Overall height of 7'9" instead of 6'0".

4. Monument Sign M4 (Parking Lot/Agoura Road)

- A. One additional monument sign per street frontage.
- B. Overall height of 8'6" instead of 6'0".
- C. Sign area of 57.2 square feet instead of 48 square feet.

With the exception of monument identification sign M2 of the Sign Program, staff supports the Variance requests listed above. Although fence-mounted monument signs were previously approved for the three street frontages serving the Center, the size of the Center is larger than nine acres. The length of the street frontage along the Roadside Drive is approximately 800 feet and the property is setback more than 100 feet from Agoura Road because of the adjacent flood control channel. The three additional monument signs, M1, M3 and M4, as proposed, will allow for needed identification of the Center and its multiple tenants for motorists entering and Center

from each street frontage. Also, monument sign M1 is proposed to serve as a replacement to the existing monument sign located within the same landscape planter.

The landscape planter serving as the proposed location for monument sign M1 is located entirely within the public right-of-way. Ideally, staff would prefer no sign be located in the public right-of-way. However, as previously noted above, monument sign M1 is proposed as a replacement sign for one currently located within this planter and will continue to serve as necessary identification of the Center for its frontage along Roadside Drive. Staff finds that there is insufficient area within the private property to locate a monument sign that serves as identification from Roadside Drive. Although monument directory sign M3 is proposed adjacent to the public right-of-way, within the required 5-foot setback area serving Cornell Road, it is appropriately located on-site, as proposed, to serve the identification needs of the Center without impacting traffic visibility for motorists entering and existing the southerly driveway of the adjacent parking lot. Proposed monument signs M1 and M3 are subject to approval of an encroachment permit from the Public Works/Engineering Department for work that may occur in the public right-of-way, and are subject to conditions that are included in the draft Resolutions of approval.

The proposed height of monument sign M1 itself is 6'6", but the height is measured from the grade elevation at a distance of five feet around the perimeter of the sign. Because of the narrow dimensions of the planter in which the sign is to be located, the proposed 9'5" height of the monument sign includes the 2'11" high raised planter. With the proposed location within the planter to be approved by the Public Works Department, as conditioned, and the fact that the sign is proposed to serve as a replacement to the existing monument sign situated in the same raised planter, staff finds the proposed height of the sign to be appropriate for the identification of the Center from Roadside Drive, and the sign appropriately designed to match the architectural theme of Whizin Market Square.

The proposed monument directory sign heights of 7'9" for sign M3, located at the Cornell Road frontage, and a height of 8'6" for the monument identification sign M4 within the interior parking area, in lieu of the six-foot maximum height, are necessary for display of the tenant directory and visibility for motorists entering the property. These signs, as proposed, will be appropriately located so as not to impair traffic visibility and designed in a manner that is consistent with the proposed Sign Program for the Center. Although the proposed sign area of 57.2 square feet for monument directory sign M4 exceeds the 48 square foot allowable sign area, the proposed size of the sign allows for necessary visibility to motorists entering the on-site parking lot from Agoura Road and provides both direction identification and tenant identification within the Center.

Monument Sign M2 – Recommendation of Denial

Staff recommends the Planning Commission deny the applicant's request for monument directory sign M2, which is proposed to be located in the public right-of-way. There is sufficient space within the on-site parking lot fronting Cornell Road to provide for a monument sign located at least five (5) feet from the property line, in compliance with the Zoning Ordinance. A new monument sign (Sign M3) is proposed in the same vicinity as the subject monument sign, at the south end of the parking lot fronting Cornell Road, and is proposed to serve the same purpose as monument sign M2 in attracting motorists utilizing the on-site parking lot. Also, a pedestrian directory sign is proposed at the east side of the parking for pedestrians entering the Center. Thus, this subject third sign (M2), proposed to be located in the same vicinity as two other directory signs, would be unnecessary for both motorists and pedestrians. In addition, the proposed monument sign (M2) within the public right-of-way will not allow for necessary visibility for motorists to safely enter and exit the north driveway of the parking lot fronting Cornell Road. One of the purposes of the Sign Ordinance is to reduce possible traffic and safety hazards by prohibiting signs that are distracting to motorists. The proposed monument sign is unnecessary to meet the identification needs of the Center and will not enhance the quality of visual environment of the City. A draft Resolution of denial for this particular monument directory sign is attached for the Planning Commission's consideration.

Directional Signs

The directional sign component of the Sign Program consists of Signs D1, D2, D7, D3a and D3b. The applicant proposes to install five (5) directional signs for Center's identification, way-finding and parking information. According to the applicant, the directional signs will reinforce the identity of the Center and inform patrons of their arrival at the Center and assist with navigation in and around the center for both pedestrians and motorists.

As shown on the Sign Program, three of the directional signs (D1, D2 and D7) are intended to inform patrons of their arrival at the Whizin Market Square and include the word "welcome" on the sign face. One directional sign (D1) is proposed to be located within a new landscape planter at the intersection of Roadside Drive and Cornell Road, in the public right-of-way. Directional ("welcome") signs are proposed to be located on both sides the Agoura Road access driveway, within the public right-of-way and within a 66' wide easement granted to the Whizin Center in 1969 by Los Angeles County Flood Control District. Signs D2 and D7 are intended to provide advance notice of the otherwise unidentified driveway. Signs D1, D2 and D7, as proposed, would be a maximum of three feet in height as permitted under the Zoning Ordinance. However, the proposed area of each sign is six (6) square feet, exceeding the three (3) square feet of

allowable sign area and is, therefore, subject to approval of a Variance. A detached light box would be mounted below each sign for external illumination for nighttime visibility.

The applicant is also proposing to locate two directional ("Additional Parking") signs (D3a & D3b) within the Cornell Road parking lot. These signs are proposed to be mounted on the loading dock screen wall and have a maximum height dimension of 1'6", and are proposed to be affixed to an existing loading dock screen wall 5'8" above grade (instead of 3 feet), and have a maximum sign area of 6.75 square feet (instead of three square feet). According to the applicant, these parking lot directional signs are intended to provide guidance to additional public parking, accessible from Agoura Road and Roadside Drive, that are not otherwise visible or accessible from the Cornell Road frontage. However, a Variance is required for the proposed height and size of the signs.

In summary, the applicant is requesting Variances for the following components of the proposed directional signs:

1. Directional "Welcome" Sign D1 (Roadside Drive/Cornell Road)
 - A. In the public right-of-way instead of private property.
 - B. Sign area of 6 square feet instead of 3 square feet.
2. Directional "Welcome" Signs D2 and D7 (Agoura Road)
 - A. In the public right-of-way instead of private property.
 - B. Sign area of 6 square feet instead of 3 square feet.
3. Directional "Additional Parking" Signs D3a and D3b)
 - A. Sign area of 6.75 square feet instead of 3 square feet.
 - B. Height of 5'8" above grade instead of 3 feet.

Staff supports the Variance requests listed above. As previously noted in this report, ideally staff would prefer no sign be located in the public right-of-way. However, directional "welcome" sign D1 is intended to serve motorists on both Roadside Drive and Cornell Road, and there is insufficient space to locate the sign on private property at this intersection. The sign is proposed in a location that is a sufficient distance away from traffic lanes to allow for required visibility for the motorists and will not conflict with the adjacent parking spaces.

The proposed sign sizes of 6 square feet for the “welcome” signs (D1, D2 and D7) and the 6.75 square feet for the “additional parking” signs (D3a and D3b) are necessary for identification to motorists and for legibility of the text, and viewed from the roadway. Although the sizes of the signs exceed the 3 square feet allowed per the Sign Ordinance, the height of the sign faces, excluding support posts, does not exceed 1.5 feet. The “additional parking” signs (D3a and D3b) need to be located at a height greater than 3 feet as the signs are proposed to be mounted to the existing garden/screen wall in the on-site parking lot and, as proposed, would not be adequately visible to motorists entering the parking lot from both driveways if placed at a lower height.

C. Dormer Sign for Plata Restaurant

In 2012, the Planning Commission approved a Variance request to allow Hugo’s Restaurant, a tenant in the Center, to install a second wall sign on the building’s north elevation, facing Roadside Drive. At the time, Hugo’s Restaurant had two signs serving their restaurant, as allowed per the Sign Ordinance. The restaurant was entitled to one sign facing their sole frontage street (Cornell Road), and a secondary sign serving a public entrance. The public entrance to the restaurant is taken from the Center’s interior Market Hall area. The restaurant was identified with a 47 square foot sign facing Cornell Road, and a 10 square foot sign in the Market Hall.

The Planning Commission approved a Variance for the requested second, 23.83 square foot wall sign on their building’s north elevation, facing Roadside Drive, that has since been installed. The Planning Commission interpreted Roadside Drive as a second, or even primary, frontage road for the restaurant’s signage entitlements. The Zoning Ordinance defines “primary frontage” as *“the frontage which provides the subject building with its main or principle orientation to a public or private right-of-way, whether or not such frontage has a public entrance to the building. In shopping centers or multiple tenant buildings, the primary frontage shall be established as part of a sign program.”* “Secondary frontage” is defined as *“any frontage, other than the primary frontage, that has a public entrance to the subject building.”*

The Planning Commission concurred with staff that, were it not for a building being located between the restaurant and the Roadside Drive, Roadside Drive would be considered secondary frontage and a sign could be located on the north-facing building wall. Also, the applicant agreed to the Planning Commission’s adopted condition of approval limiting signage on the north building elevation to only one sign that would serve solely Hugo’s Restaurant, and no other tenant in the Market Hall.

The applicant is now requesting a Variance to install a new dormer sign (W5e) on the same north building elevation, for Plata Restaurant. The sign, as proposed, would be consistent with the previously approved dormers along the Cornell Road frontage. The applicant is proposing a maximum sign area of 25 square feet, as noted in the Sign Program, consistent with the maximum sign area that would be allowed for a tenant having two street frontages.

Similar to Hugo's Restaurant, Plata Restaurant has two signs serving the business. Their primary sign faces the Center's central parking lot and the secondary sign serves the public entrance in the indoor Market Hall area. The Planning Commission is being asked to make similar findings as those made for the Variance granted to Hugo's Restaurant that, were it not for a building being located between the restaurant and the Roadside Drive, Roadside Drive would be considered secondary frontage and a sign could be located on the north-facing building wall. Although multiple tenants are located in the building, only one tenant, Plata Restaurant, is proposed to be identified on this dormer.

Staff supports the dormer sign Variance request to serve Plata Restaurant. The 25 square foot maximum size of the sign would be similar to the 23.83 square foot sign approved for Hugo's Restaurant on this same building elevation. Staff's justification for approval of the Variance is based on the fact that Plata Restaurant can be accessed from both Cornell Road and Roadside Drive, yet the restaurant is restricted from having signage serving Roadside Drive. The north elevation of the restaurant is visible from Roadside Drive and could serve for secondary signage were it not for one building being located between the restaurant and the street. The restaurant has a north-facing building elevation but is restricted from wall signage facing Roadside Drive. Also, the restaurant lacks visibility from the Roadside Drive, although the largest parking lot in the center serving the restaurant is accessed from Roadside Drive. Furthermore, the proposed wall sign will allow for proper visibility of the restaurant and will not conflict with traffic or pedestrian movement. The construction of the sign will meet City Building Code requirements and the proposed back-lit illumination of the sign will provide for adequate visibility without negatively impacting views from surrounding roadways or properties. The dormer design will be consist with the existing dormers serving buildings fronting Cornell Road and the west portion of Roadside Drive.

The draft Sign Permit Resolution includes a condition amending previously adopted Resolution No. 12-1075, condition no. 11, to delete the requirement imposed for the Hugo's Restaurant sign which stated as follows:

“The applicant shall not install more than one sign on the exterior north building elevation of the building currently occupied by Hugo’s Restaurant, which sign shall not be greater than 23.83 square feet. Such sign shall be for the sole use of the tenant in the space currently occupied by Hugo’s Restaurant.”

D. Summary

Staff supports the requested Sign Permit and Variance applications, with the exception of proposed monument sign M2, for the reasons stated above. Draft Resolutions of approval for the Variance requests and Sign Permit are attached for the Planning Commission’s consideration for adoption. Draft Resolutions of denial for Sign M2 Variance and Sign Permit are also attached for the Planning Commission’s consideration. In the event the Planning Commission wishes to deny any other component of the Variance requests or the Sign Permit, revised Resolutions would be brought to the Planning Commission at a future meeting.

The Sign Permit and associated Variance requests have been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA), the State CEQA Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.), and the City’s Local CEQA guidelines. The project consists of a proposed variance and sign permit to allow the installation of accessory sign structures and thus is exempt from CEQA pursuant to Section 15311 of the Guidelines.

III. RECOMMENDATION

Staff recommends that the Planning Commission approve Variance Case No. VAR-01063-2015 and Sign Permit Case No. SIGN-01062-2015, subject to conditions, and deny the Variance and Sign Permit requested for Monument Sign M2 of the proposed Sign Program, based on the findings of the draft Resolutions.

IV. ATTACHMENTS

- * Exhibit A: Variance Draft Resolution of Approval and Conditions
- * Exhibit B: Variance Draft Resolution of Denial (For Sign M2)
- * Exhibit C: Sign Permit Draft Resolution of Approval and Conditions
- * Exhibit D: Sign Permit Draft Resolution of Denial (For Sign M2)
- * Exhibit E: Applicant’s Project Description/Burden of Proof
- * Exhibit F: Proposed Sign Program

CASE PLANNER: Doug Hooper, Planning Director

EXHIBIT A

DRAFT RESOLUTION NO. 15-_____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS APPROVING VARIANCE CASE NO. VAR-01063-2015 TO EXCEED MONUMENT AND VEHICLE DIRECTORY SIGN REQUIREMENTS FOR HEIGHT, THE NUMBER OF SIGNS, AND SETBACKS FROM PROPERTY LINES, AND TO INSTALL A SECONDARY WALL SIGN FOR PLATA RESTAURANT FOR WHIZIN MARKET SQUARE, LOCATED AT 28888 THROUGH 28914 ROADSIDE DRIVE, AND MAKING A FINDING OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT

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

Section I. An application was duly filed by Whizin Market Square, LLC, with respect to the real property located at 28888 through 28914 Roadside Drive (A.P.N. 2061-007-041, 051, 052, 905, 906), requesting approval of a Variance from Zoning Ordinance Section 9655.5.F.2.(i) to allow three monument signs (M1, M2 and M3) and three (3) directory signs (D1 D2 and D7) to be located less than five feet from the public right-of-way; Section 9655.5.F.2.(ii) to allow for one monument sign (M4) to exceed the maximum size area of 48 square feet; Section 9655.5.F.2.(iii) to allow three monument signs (M1, M2, M3, and M4) to exceed the maximum height of six feet; Section 9655.8.B.1.(a) to allow for a second, wall-mounted business sign (W5e) instead of one business sign for Plata Restaurant; Section 9655.8.B.1.(d) to allow four monument complex identification signs (M1, M2, M3 and M4) instead of one complex monument identification sign per street frontage; and Section 9655.8.B.1.(l) to install two directional signs (D3a and D3b) above three feet in height, and five (5) directional signs (D1, D2, D3a, D3b, and D7) in excess of three (3) square feet in size. A public hearing was duly held on August 6, 2015, at 6:30 p.m. in the City Council Chambers, City Hall, 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 hearing.

Section III. Based on the evidence presented at the public hearing, including the staff report and oral and written testimony, and with the exception of Monument Sign M2 of the proposed Sign Program, attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, the Planning Commission finds, pursuant to Section 9676.2.E of the Agoura Hills Municipal Code, that:

A. Monument Sign M1

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. The proposed 9'5" height of the sign includes the height of the existing raised planter in which it is proposed to be located and will allow for needed identification of the Center from both directions of Roadside Drive that the existing signage within the Center does not provide. This sign, in combination with other approved monument signs, allows for needed identification of the Center as viewed from the adjacent street frontage. The monument sign location within the public right-of-way, is needed due to the constraints of the property for motorists who may be unfamiliar with the Center's location as they approach the property along Roadside Drive.
2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. The Center includes five buildings, but is restricted to three monument signs. Each building within the Center would be allowed at least one monument sign if they were not part of the Center. The allowance of this additional monument sign serving Roadside Drive will provide for needed identification of the retail center. Monument Sign M1 will replace an existing sign of similar height within the raised planter. The proposed monument directory sign height of 9'5" for Sign M1 is necessary due its placement within the raised planter for adequate visibility to motorists and. Thus, the variance from the height requirement and its location within the public right-of-way would not constitute a grant of special privileges.
3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. The strict enforcement of the provisions of the Zoning Ordinance would allow for Sign M1 to serve Roadside Drive and be located at least 5 feet from the public right-of-way, thereby diminishing its visibility to motorists and identity of the businesses within the Center. There is insufficient space adjacent to street frontage in which to locate a single monument sign that would be visible to motorists in both directions of Roadside Drive, and that would meet the required 5-foot setback requirement from the public right-of-way. The proposed height of the monument sign is proportional to its proposed location and is needed for adequate visibility to motorists entering the property. The proposed design and height meets one the purposes of the Sign Ordinance, which is to provide for adequate identification of the Center.
4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The location and height of Sign M1 will allow for proper visibility of the Center for

motorists and is located such that it will not conflict with traffic or pedestrian movement. The construction of the sign will meet City Building Code requirements and the proposed external illumination will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.

5. The granting of the variance, as conditioned, will be consistent with the character of the surrounding area. Sign M1 is proposed to be designed with materials matching the Center's proposed sign program and is proposed of a height, size and scale that is consistent with the exterior area it will serve. The colors and materials will match the facades of the Center they serve and will not detract from the surrounding neighborhood.

B. Monument Sign M3

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. The proposed 7'9" height of the sign is necessary for the directory listing of the tenants within the Center. This sign, in combination with other approved monument signs, allows for needed identification of the Center as viewed from the adjacent street frontage. Sign M3 is proposed on private property in an appropriate location that is less than five feet from the public right-of-way, so as not to impair traffic visibility and designed in a manner that is consistent with the proposed Sign Program for the Center. The monument sign location is needed due to the constraints of the property for motorists who may be unfamiliar with the Center's location as they approach the property along Cornell Road.
2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. The Center includes five buildings, but is restricted to three monument signs. Each building within the Center would be allowed at least one monument sign if they were not part of the Center. The allowance of this additional monument sign proposed to be located adjacent to the public right-of-way along Cornell Road will provide for needed identification of the retail center. Monument Sign M3 is proposed to replace an existing sign of similar height within the raised planter. The proposed monument directory sign height of 7'9" for Sign M3 is necessary for listing of tenant identification to motorist. Thus, the variance from the height requirement and location less than five feet from the public right-of-way would not constitute a grant of special privileges.
3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. The strict enforcement of the provisions of the

Zoning Ordinance would allow for Sign M3 to serve Cornell Road and be located at least 5 feet from the public right-of-way, thereby diminishing its visibility to motorists and identity of the businesses within the Center. There is insufficient space adjacent to street frontage in which to locate a single monument sign that would be visible to motorists in both directions of Cornell Road, and that would meet the required 5-foot setback requirement from the public right-of-way. The proposed height of the monument sign is proportional to its proposed location and is needed for adequate visibility to motorists entering the property. The proposed design and height meets one the purposes of the Sign Ordinance, which is to provide for adequate identification of the Center and its tenants.

4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The location and height of Sign M3 will allow for proper visibility of the Center for motorists and are located such that it will not conflict with traffic or pedestrian movement. The construction of the sign will meet City Building Code requirements and the proposed illumination will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.
5. The granting of the variance, as conditioned, will be consistent with the character of the surrounding area. Sign M3 is proposed to be designed with materials matching the Center's proposed sign program and is of a height, size and scale that is consistent with the exterior area it will serve. The colors and materials will match the facades of the Center they serve and will not detract from the surrounding neighborhood.

C. Monument Sign M4

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. The proposed 8'6" height of the sign will allow for needed identification of the Center from for motorists entering the property from Agoura Road that the existing signage within the Center does not provide. Although the proposed sign area of 57.2 square feet for monument directory Sign M4 exceeds the 48 square foot allowable sign area, the size of the sign allows for necessary visibility to motorists entering the on-site parking lot from Agoura Road and provides both direction identification and tenant identification within the Center.
2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. The proposed monument directory sign height of 8'6" within the interior parking is necessary due to its placement on the property for

adequate visibility to motorists and, therefore, the variance from the height requirement would not constitute a grant of special privileges. Although the proposed sign area of 57.2 square feet for monument directory Sign M4 exceeds the 48 square foot allowable sign area, it is proposed to be situated within the Center's parking lot and the size of the sign allows for necessary visibility to motorists entering the on-site parking lot from Agoura Road and provides both direction identification and tenant identification within the Center. The granting of the Variance will not constitute a grant of special privileges, but will allow the applicant to have a sign that will be visible to motorists despite the existence of the flood control channel situated parallel to Agoura Road.

3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. The proposed height of the monument sign is proportional and is needed for adequate visibility to motorists entering the property. The proposed design and height meets one the purposes of the Sign Ordinance, which is to provide for adequate identification of the Center and its tenants. Although the proposed sign area of 57.2 square feet for monument directory Sign M4 exceeds the 48 square foot allowable sign area, it cannot be located adjacent to Agoura Road within flood control channel located on-site and parallel to the street. Thus, a larger sign within the parking lot is necessary for visibility to motorists.
4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The height of Sign M4 will allow for proper visibility of the Center for motorists and is located such that it will not conflict with traffic or pedestrian movement within the parking lot. The construction of the sign will meet City Building Code requirements and the proposed illumination will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.
5. The granting of the variance, as conditioned, will be consistent with the character of the surrounding area. Sign M4 is proposed to be designed with materials matching the Center's proposed sign program and is of a height, size and scale that is consistent with the exterior area it will serve. The colors and materials will match the facades of the Center they serve and will not detract from the surrounding neighborhood.

D. Directional Sign D1

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. Directional "welcome" Sign D1 is intended to

serve motorists on both Roadside Drive and Cornell Road, and there is insufficient space to locate the sign on private property at this intersection. The proposed sign size of 6 square feet for this "welcome" sign is necessary for identification to motorists and for legibility of the text, and viewed from the roadway.

2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. The proposed size of directional Sign D1 will not exceed a height of three feet and is proposed in an appropriate location in the public right-of-way to identify the Center from the adjacent street intersection. Also, there is insufficient space to locate the sign on private property at the Roadside Drive and Cornell Road intersection.
3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. The proposed location in the public right-of-way and the size of Sign D1 would allow for legibility and visibility to the motorists on Roadside Drive and Cornell Road. Given the proposed location of this sign, a smaller sized sign will not serve this purpose.
4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The location and size of Sign D1 will allow for proper visibility of the Center for motorists and are located such that it will not conflict with traffic or pedestrian movement. The sign's placement will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.
5. The granting of the variance, as conditioned, will be consistent with the character of the surrounding area. Sign D1 is proposed to be designed with materials matching the Center's proposed sign program and is of a size and scale that is consistent with the exterior area it will serve. The colors and materials will match the facades of the Center they serve and will not detract from the surrounding neighborhood.

E. Directional Signs D2 and D7

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. Directional "welcome" signs D2 and D7 are intended to serve motorists on Agoura Road and there is insufficient space to locate the

sign on private property along Agoura Road due to the existence of a flood control channel that is parallel to the Agoura road street frontage. The proposed sign sizes of 6 square feet for these two “welcome” signs are necessary for identification to motorists and for legibility of the text, and viewed from the roadway.

2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. The proposed sizes of directional Signs D2 and D7 will not exceed a height of three feet and are appropriately located within the public right-of-way to identify the Center from both directions of Agoura Road, and there is insufficient space to locate the signs on private property near Agoura Road.
3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. The proposed size and locations of directory Signs D1 and D7 allow for legibility and visibility to the motorists they serve. Given the proposed location of these directional signs, smaller sized signs located on private property, away from Agoura Road, will not serve this purpose.
4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The proposed location and size of Signs D2 and D7 will allow for proper visibility of the Center for motorists and are located in the public right-of-way such that it will not conflict with traffic or pedestrian movement. The signs will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.
5. The granting of the variance, as conditioned, will be consistent with the character of the surrounding area. Signs D2 and D7 are proposed to be designed with materials matching the Center’s proposed sign program and are of sizes and scale that is consistent with the exterior area it will serve. The colors and materials will match the facades of the Center they serve and will not detract from the surrounding neighborhood.

F. Directional Signs D3a and D3b

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. These parking directional signs are proposed to be mounted on an existing garden/screen wall within the parking lot serving Cornell Road and their proposed heights of 5’8” and sizes of 6.75 square feet are necessary for identification to motorists and for legibility of the text, and viewed from the roadway.

2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. Directional Signs D3a and D3b are allowed to be located on private property for directional purposes and will be mounted on an existing garden/screen wall within the parking lot are of a height that will allow for visibility to motorists.
3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. The proposed sizes and heights of directional Signs D3a and D3b allow for legibility and visibility to the motorists they serve. Given the proposed location of these directional signs, smaller sized signs at a lower height will not serve this purpose for motorists entering the parking lot.
4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The location and size of Signs D3a and D3b will allow for proper visibility of the parking lot location information for motorists. The signs, proposed to be mounted on an existing garden/screen wall, will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.
5. The granting of the variance, as conditioned, will be consistent with the character of the surrounding area. Signs D3a and D3b are proposed to be designed with materials compatible with the Center's proposed sign program and are of a size and scale that are consistent with the exterior area it will serve. The proposed colors and materials will match the facades of the Center they serve and will not detract from the surrounding neighborhood.

G. Dormer Sign W5e

1. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance, as conditioned, deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. Plata Restaurant can be accessed from both Cornell Road and Roadside Drive, yet the restaurant is restricted from having signage serving Roadside Drive. The north elevation of the restaurant is visible from Roadside Drive and could serve for secondary signage were it not for one building being located between the restaurant and the street. Thus, the location of the building in relation to the property line and the street frontage prevents the property owner from enjoying the privilege of having a sign along the most visible street frontage.

2. The granting of the variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. Allowing a variance for an additional dormer sign on the north elevation facing Roadside Drive will not constitute a special privilege because it would merely allow the restaurant's sign to be visible on a street frontage that otherwise would be allowed if the building situated between the restaurant and Roadside Drive were not there.
3. The strict interpretation and enforcement of the provisions of the Zoning Ordinance, as conditioned, would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. Preventing Plata Restaurant from having a sign on the Roadside Drive side of the building would restrict the restaurant from having identification on the side of the building that essentially serves as secondary frontage. Restricting the signage in this manner would constitute unnecessary hardship for the applicant.
4. The granting of the variance, as conditioned, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity. The sign is proposed to be located on a roof dormer and will not conflict with traffic or pedestrian movement. The construction of the sign will meet City Building Code requirements and the proposed illumination will provide for adequate visibility without negatively impacting views from surrounding roadways or properties.
5. The granting of the variance will be consistent with the character of the surrounding area. Sign W5e is proposed to be designed with materials and colors matching the restaurant's primary sign and is proposed of a height, size and scale that is consistent with the building exterior area it will serve.

Section IV. The project has been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA), the State CEQA Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.), and the City's Local CEQA guidelines. The project consists of a proposed variance to allow the installation of minor, on-premise signs that are accessory to commercial buildings and is thus exempt from CEQA pursuant to Section 15311 of the Guidelines (Accessory Structures including On-Premise Signs).

Section V. Based on the aforementioned findings, and with the exception of Sign M2 of the proposed Sign Program for the Center, attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, the Planning Commission hereby approves Variance Case No. VAR-01063-2015, subject to the attached Conditions, with respect to the property described in Section 1 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 6th day of August, 2015, by the following vote to wit:

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

Linda Northrup, Chairperson

ATTEST:

Allison Cook, Secretary

**CONDITIONS OF APPROVAL
(CASE NO. VAR-01063-2015)**

STANDARD CONDITIONS

1. This decision for approval of the Variance 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 Sign Plans approved for this permit by the Planning Commission on August 6, 2015.
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, Variance No. VAR-01063-2015 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant shall obtain a building permit from the Department of Building and Safety for the approved signage.

PUBLIC WORKS/ENGINEERING DEPARTMENT CONDITIONS

8. The following Conditions of Approval are based on the Addendum #1 plan set dated July 20, 2015. Modifications of any sort to this plan set will require a new review by the City, and could result in new conditions that will supersede the Conditions of Approvals outlined below. Furthermore, it is understood that approval of the locations of these signs in the public right-of-way does not prohibit the City from doing future improvements which may require the removal and/or relocation of the signs (or related improvements) to a new location to accommodate the public improvements. Such relocations/re-installations would be done at the sole cost of the applicant. Any work in the public right-of-way will require an encroachment permit, subject to the conditions of approval outlined below.

General Conditions (General Conditions apply uniformly to all proposed signs in the public right-of-way):

- A. Prior to issuance of any encroachment permit(s) to install signage and/or improvements in the public right-of-way, the applicant shall meet all indemnification requirements and prepare all necessary written documentation specified by the City in this regard.
- B. Prior to issuance of any encroachment permit(s) to install signage and/or improvements in the public right-of-way, the applicant will prepare/provide exhibits depicting exact, proposed locations of all signage/improvements. Dimensions of each sign (ie: length, width, height) and distances from existing/proposed public right-of-way lines shall be shown. Also, line-of-site diagrams shall be prepared by a licensed traffic engineer, and submitted to the City for review and approval prior to any encroachment permit issuance. The City reserves the right to determine the final location of any signage/improvement in the public right-of-way to preserve the public health and safety.
- C. The applicant shall be solely responsible for the physical installation and all costs associated with providing irrigation to any new landscaping planned as part of each new sign (ie: Monument Directory Sign M3 shows landscaping at the bottom of the sign).

Special Conditions (In addition to the General Conditions 8.A, 8.B. and 8.C above, the following Conditions are specific to each sign noted):

- D. Monument Sign M1: The applicant shall relocate the sign, at their sole cost, a minimum of 6-feet back towards the buildings from its current location. The landscaping inside the planter box shall be kept low, and maintained to not exceed a maximum height of the outer boundary retaining curb face of the planter box.
- E. Monument Directory Sign M3: The final location of this sign shall not prohibit the ability to construct a sidewalk and/or handicap access ramp at the curb return of the driveway. The applicant shall prepare an exhibit for this corner showing the exact proposed location of the sign, and future sidewalk and access ramp improvements in the vicinity of the sign to preserve the space needed for ultimate road improvements fronting Cornell Road. In addition, if the sign is located in the Los Angeles County Flood Control District right-of-way, the applicant shall provide written documentation to the City showing their approval of the sign location prior to any permit being issued for this particular sign.

- F. Directional Sign D1: This sign is subject to the requirements of Condition Nos. 8.A, 8.B and 8.C. above.
- G. Directional Signs D2 and D7: This sign is subject to the requirements of Condition Nos. 8.A, 8.B and 8.C. above. In addition, if this sign is located in the Los Angeles County Flood Control District right-of-way, the applicant shall provide written documentation to the City showing their approval of the sign location prior to any permit being issued for this particular sign.

SPECIAL CONDITIONS

- 9. The applicant shall reimburse the City for any court and attorney's fees which the City may be required to pay as a result of any claim or action brought against the City because of the approval of this application. Although the applicant is the real party in interest in an action, the City may, at its sole discretion, participate in the defense of the action, but such participation shall not relieve the applicant of any obligation under this Condition.
- 10. The applicant shall defend, indemnify and hold harmless the City, its agents, officers, and employees from and against any claim, action or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul any approval or condition of approval. The City shall notify the applicant of any claim, action or proceeding and the City shall cooperate in the defense. The City reserves the right, at its own option, to choose its own attorney to represent the City, its officers, employees, and agents in the defense of the matter.

END

EXHIBIT B

DRAFT RESOLUTION NO. 15-_____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS DENYING A REQUEST FOR A VARIANCE TO LOCATE A MONUMENT SIGN IN THE PUBLIC RIGHT-OF-WAY FRONTING CORNELL ROAD FOR VARIANCE CASE NO. VAR-01063-2015, RELATED TO WHIZIN MARKET SQUARE LOCATED AT 28888 THROUGH 28914 ROADSIDE DRIVE

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

Section I. An application was duly filed by Whizin Market Square, LLC, with respect to the real property located at 28888 through 28914 Roadside Drive (A.P.N. 2061-007-041, 051, 052, 905, 906), requesting approval of a Variance from Zoning Ordinance Sections 9655.8.B.1(a), to install a monument identification sign (referenced as Sign M2 in the proposed Sign Program, attached as Exhibit F in the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, for Whizin Market Square) in the public right-of-way fronting Cornell Road. A public hearing was duly held on August 6, 2015, at 6:30 p.m. in the City Council Chambers, City Hall, 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 hearing.

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 9676.2.E of the Agoura Hills Municipal Code, that:

A. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance does not deprive such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. There is sufficient space within the on-site parking lot fronting Cornell Road to provide a for a monument sign located on private property at least five (5) feet from the property line, in compliance with the Zoning Ordinance.

B. The granting of the variance will constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. A new monument sign is proposed in the same vicinity as the subject monument sign, at the south end of the parking lot fronting Cornell Road, and will serve the same purpose as the subject monument sign in attracting motorists utilizing the on-site parking lot. Also, a pedestrian directory sign is proposed at the east side of the parking for pedestrians entering the

Center. Thus, this subject third directory sign proposed to be located in the same vicinity as two other directory signs is unnecessary for both motorists and pedestrians.

C. The strict interpretation and enforcement of the provisions of the Zoning Ordinance would not result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. There is sufficient space on-site, within the parking lot serving Cornell Road, to locate the monument sign in manner that complies with the five (5)-foot minimum setback distance from property lines.

D. The granting of the variance will be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements of the aesthetic value in the vicinity. The proposed monument sign within the public right-of-way will not allow for necessary visibility for motorists on Cornell Road and motorists to safely enter and exit the north driveway of the parking lot fronting Cornell Road.

E. The granting of the variance will be inconsistent with the character of the surrounding area. One of the purposes of the Sign Ordinance is to reduce possible traffic and safety hazards by prohibiting signs that are distracting to motorists. The proposed monument sign located in the public right-of-way is proposed in a location that will not allow for adequate visibility to motorists. The proposed monument sign is unnecessary to meet the identification needs of the Center will not enhance the quality of visual environment of the City.

Section IV. Based on the aforementioned findings, the Planning Commission hereby denies a request to locate a monument sign in the public right-of-way fronting Cornell Road, referenced as Sign M2 in the proposed Sign Program, attached as Exhibit F in the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, for Variance Case No. VAR-01063-2015, with respect to the property described in Section 1 hereof.

Section V. 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 6th day of August, 2015, by the following vote to wit:

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

Draft Resolution No. 15-____
Page 3

Linda Northrup, Chairperson

ATTEST:

Allison Cook, Secretary

EXHIBIT C

DRAFT RESOLUTION NO. 15-_____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS APPROVING A SIGN PERMIT FOR A SIGN PROGRAM AMENDMENT (CASE NO. SIGN-01062-2015) FOR WHIZIN MARKET SQUARE, LOCATED AT 28888 THROUGH 28914 ROADSIDE DRIVE, AND MAKING A FINDING OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT

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

Section I. An application was duly filed by Whizin Market Square, LLC, with respect to the real property located at 28888 through 28914 Roadside Drive (A.P.N. 2061-007-041, 051, 052, 905, 906), requesting approval of a Sign Permit for a Sign Program Amendment, attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, (Case No. SIGN-01062-2015) to install new signage to serve a retail center ("Whizin Market Square"). A public hearing was duly held in conjunction with Variance Case No. VAR-01063-2015 on August 6, 2015, at 6:30 p.m. in the City Council Chambers, City Hall, 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 hearing.

Section III. Based on the evidence presented at the public hearing, including the staff report and oral and written testimony, and with the exception of Monument Sign M2 of the proposed Sign Program attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full,, the Planning Commission finds, pursuant Section 9655.5.D of the Agoura Hills Municipal Code, that:

A. The proposed sign program amendment, as conditioned, is consistent with the General Plan and the provisions of the Zoning Ordinance, including the Sign Ordinance. The sign program amendment enhances the visual character of the retail center and provides meaningful identification, as called for in Policy LU-13.2 of the General Plan.

B. The location of the proposed signs and the design of their visual elements (lettering, words, figures, colors, decorative motifs, spacing, and proportions), as conditioned, are legible under normal viewing conditions prevailing where the sign is to be installed. The project identification sign will be subtly externally illuminated to identify the complex and restaurant.

C. The location and design of the proposed signs, their sizes, shapes, 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 signs are

appropriate given the size of the property and the proposed sign colors and materials are compatible with the buildings served by the signs.

D. Except for approved variances, the proposed sign program amendment, as conditioned, is consistent with the sign standards of the Sign Ordinance in that the number of colors, the proposed materials, and the illumination of the project identification sign are consistent with the standards specified in the Sign Ordinance and Agoura Village Specific Plan.

E. The proposed sign program amendment, as conditioned, is consistent with the City's adopted sign design guidelines. The proposed sign colors and letter styles are compatible with the architectural design of the buildings that are served and the Center's existing sign program.

Section IV. Based on the evidence presented at the public hearing, including the staff report and oral and written testimony, and with the exception of Monument Sign M2 of the proposed Sign Program attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full,, the Planning Commission finds, pursuant Section 9655.6.E of the Agoura Hills Municipal Code, that:

A. The sign program amendment, as conditioned, complies with the purpose and overall intent of the Sign Ordinance through the number of signs proposed, the colors and materials, and design which preserve and enhance the unique character and visual appearance of the City.

B. The sign program amendment, as conditioned, accommodates future revisions that may be required because of changes in the use or tenants in that the monument signs serve the entire center and the restaurant sign can be replaced with the name of a future tenant.

C. The sign program amendment, as conditioned, complies with the standards of the Sign Ordinance in that the design of the signs are compatible with the character and environment of the community, are not distracting to motorists, are visually attractive, and provide adequate identification for the buildings on the property.

Section V. The project has been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA), the State CEQA Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.), and the City's Local CEQA guidelines. The project consists of a proposed sign program amendment to allow the installation of accessory sign structures and thus is exempt from CEQA pursuant to Section 15311 of the Guidelines (Accessory Structures including On-Premise Signs).

Section VI. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. SIGN-01062-2015, with the exception of Sign M2 of the proposed Sign Program for the Center, attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, subject to the attached Conditions, which are attached hereto as Exhibit A and incorporated herein by this reference.

Section VII. 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 6th day of August, 2015, by the following vote to wit:

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

Linda Northrup, Chairperson

ATTEST:

Allison Cook, Secretary

**CONDITIONS OF APPROVAL
(CASE NO. SIGN-01062-2015)**

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. 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 Sign Plans of the Center ("Whizin Market Square") approved by the Planning Commission on August 6, 2015.
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, Sign Permit Case No. SIGN-01062-2015 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant shall obtain a building permit from the Department of Building and Safety for the approved signage.

PUBLIC WORKS/ENGINEERING DEPARTMENT CONDITIONS

8. The following Conditions of Approval are based on the Addendum #1 plan set dated July 20, 2015. Modifications of any sort to this plan set will require a new review by the City, and could result in new conditions that will supersede the Conditions of Approvals outlined below. Furthermore, it is understood that approval of the locations of these signs in the public right-of-way does not prohibit the City from doing future improvements which may require the removal and/or relocation of the signs (or related improvements) to a new location to accommodate the public improvements. Such relocations/re-installations would be done at the sole cost of the applicant. Any work in the public right-of-way will require an encroachment permit, subject to the conditions of approval outlined below.

General Conditions (General Conditions apply uniformly to all proposed signs in the public right-of-way):

- A. Prior to issuance of any encroachment permit(s) to install signage and/or improvements in the public right-of-way, the applicant shall meet all indemnification requirements and prepare all necessary written documentation specified by the City in this regard.
- B. Prior to issuance of any encroachment permit(s) to install signage and/or improvements in the public right-of-way, the applicant will prepare/provide exhibits depicting exact, proposed locations of all signage/improvements. Dimensions of each sign (ie: length, width, height) and distances from existing/proposed public right-of-way lines shall be shown. Also, line-of-site diagrams shall be prepared by a licensed traffic engineer, and submitted to the City for review and approval prior to any encroachment permit issuance. The City reserves the right to determine the final location of any signage/improvement in the public right-of-way to preserve the public health and safety.
- C. The applicant shall be solely responsible for the physical installation and all costs associated with providing irrigation to any new landscaping planned as part of each new sign (ie: Monument Directory Sign M3 shows landscaping at the bottom of the sign).

Special Conditions (In addition to the General Conditions 8.A, 8.B. and 8.C above, the following Conditions are specific to each sign noted):

- D. Monument Sign M1: The applicant shall relocate the sign, at their sole cost, a minimum of 6-feet back towards the buildings from its current location. The landscaping inside the planter box shall be kept low, and maintained to not exceed a maximum height of the outer boundary retaining curb face of the planter box.
- E. Monument Directory Sign M3: The final location of this sign shall not prohibit the ability to construct a sidewalk and/or handicap access ramp at the curb return of the driveway. The applicant shall prepare an exhibit for this corner showing the exact proposed location of the sign, and future sidewalk and access ramp improvements in the vicinity of the sign to preserve the space needed for ultimate road improvements fronting Cornell Road. In addition, if the sign is located in the Los Angeles County Flood Control District right-of-way, the applicant shall provide written documentation to the City showing their approval of the sign location prior to any permit being issued for this particular sign.

- F. Directional Sign D1: This sign is subject to the requirements of Condition Nos. 8.A, 8.B and 8.C. above.
- G. Directional Signs D2 and D7: This sign is subject to the requirements of Condition Nos. 8.A, 8.B and 8.C. above. In addition, if this sign is located in the Los Angeles County Flood Control District right-of-way, the applicant shall provide written documentation to the City showing their approval of the sign location prior to any permit being issued for this particular sign.

SPECIAL CONDITIONS

- 9. Condition No. 11 of Planning Commission Resolution No. 12-1075 is hereby amended (deleted) as follows:

~~“The applicant shall not install more than one sign on the exterior north building elevation of the building currently occupied by Hugo’s Restaurant, which sign shall not be greater than 23.83 square feet. Such sign shall be for the sole use of the tenant in the space currently occupied by Hugo’s Restaurant.”~~

- 10. The applicant shall reimburse the City for any court and attorney’s fees which the City may be required to pay as a result of any claim or action brought against the City because of the approval of this application. Although the applicant is the real party in interest in an action, the City may, at its sole discretion, participate in the defense of the action, but such participation shall not relieve the applicant of any obligation under this Condition.
- 11. The applicant shall defend, indemnify and hold harmless the City, its agents, officers, and employees from and against any claim, action or proceeding against the City or its agents, officers, or employees to attack, set aside, void or annul any approval or condition of approval. The City shall notify the applicant of any claim, action or proceeding and the City shall cooperate in the defense. The City reserves the right, at its own option, to choose its own attorney to represent the City, its officers, employees, and agents in the defense of the matter.

END

EXHIBIT D

DRAFT RESOLUTION NO. 15-_____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS DENYING A SIGN PERMIT REQUEST TO LOCATE A MONUMENT SIGN IN THE PUBLIC RIGHT-OF-WAY FRONTING CORNELL ROAD FOR A SIGN PROGRAM AMENDMENT (CASE NO. SIGN-01062-2015), RELATED TO WHIZIN MARKET SQUARE LOCATED AT 28888 THROUGH 28914 ROADSIDE DRIVE

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

Section I. An application was duly filed by Whizin Market Square, LLC, with respect to the real property located at 28888 through 28914 Roadside Drive (A.P.N. 2061-007-041, 051, 052, 905, 906), requesting approval of a Sign Permit for a Sign Program Amendment (Case No. SIGN-01062-2015) to install a monument identification sign (referenced as Sign M2 in the proposed Sign Program, attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full item, for Whizin Market Square) in the public right-of-way fronting Cornell Road. A public hearing was duly held in conjunction with Variance Case No. VAR-01063-2015 on August 6, 2015, at 6:30 p.m. in the City Council Chambers, City Hall, 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 hearing.

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 Section 9655.5.D of the Agoura Hills Municipal Code, that:

A. The proposed sign program amendment for Sign M2 of the proposed Sign Program for the Center, is inconsistent with the General Plan and the provisions of the Zoning Ordinance, including the Sign Ordinance. Monument Sign M2, by being located in the public-right-of-way, would detract from the character of the retail center and would serve as a distraction to motorists traveling on Cornell Road.

B. The location of the proposed sign, with tenant directory listings, would not be legible to motorist under normal viewing conditions prevailing where the sign is to be installed.

C. The location and design of the proposed sign, proposed to be located in the public right-of-way, would be incompatible with the visual characteristics of the surrounding area so as to cause significant depreciation of quality of adjacent properties. One additional monument sign is proposed within the same vicinity, serving Cornell Road, and a pedestrian directory sign is

proposed at the entrance to the retail center. Thus, the proposed sign in the public right-of-way is unnecessary.

D. The proposed sign is inconsistent with the sign standards of the Sign Ordinance and design guidelines in that it would not be located on private property and would distract motorists entering and exiting the parking lot serving Cornell Road.

Section IV. Based on the evidence presented at the public hearing, including the staff report and oral and written testimony, the Planning Commission finds, pursuant Section 9655.6.E of the Agoura Hills Municipal Code, that:

A. The sign would not comply with the purpose and overall intent of the Sign Ordinance because its size and location would detract from the unique character and visual appearance of the City and the retail center it would serve.

B. The sign would not accommodate future revisions that may be required because of changes in the use or tenants in that it would be located in the public right-of-way and could be subject to removal if required by the City Public Works/Engineering Department for road improvement purposes.

C. The sign does not comply with the standards of the Sign Ordinance in that the design of the sign is not compatible with on-site sites in the community, would be a distraction to motorists, and would not provide legible identification to motorists for the building tenants on the property.

Section V. Based on the aforementioned findings, the Planning Commission hereby denies a request to locate a monument sign in the public right-of-way fronting Cornell Road, referenced as Sign M2 in the proposed Sign Program, attached as Exhibit F to the August 6, 2015 staff report for this project and incorporated herein as though set forth in full, for Sign Permit Case No. SIGN-01062-2015, with respect to the property described in Section 1 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 6th day of August, 2015, by the following vote to wit:

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

Draft Resolution No. 15-____
Page 3

Linda Northrup, Chairperson

ATTEST:

Allison Cook, Secretary

EXHIBIT E

VARIANCE REQUEST

WHIZIN MARKET SQUARE SIGN PROGRAM - ADDENDUM 1

28914 Roadside Drive, Agoura Hills, CA 91301

PROJECT OVERVIEW/BACKGROUND

The Applicant, Whizin Market Square, LLC, is seeking an addendum to the previously approved sign program for the Whizin Market Square shopping center (referred to as "WMS" or "Center"). As part of the request, the Applicant is seeking a Variance to permit signage that is not otherwise permitted under the City's Sign Ordinance. The Variance request consists of **Component A** (Whizin Market Square Monument Signage), **Component B** (Whizin Market Square Directional Signage), **Component C** (Whizin Market Square Directory Signage), **Component D** (New Dormer Sign).

Component A (Signs: M1, M2, M3, and M4): The Applicant proposes to reconstruct one existing monument sign (M1) and install three supplemental monument identification signs (M2, M3, and M4) in addition to the previously approved monument signs for the Center. The Center is an approximately 9.82 acre commercial complex of retail and entertainment establishments generally bounded by Roadside Drive on the north, the "DIY" (Formerly "Do It Center") on the east, Agoura Road on the south, and Cornell Road on the west. The westernmost portion (approximately 7.72 acres) of the project site is located within the Agoura Village Specific Plan Zone D-East, while the eastern parcel (approximately 2.10 acres) is zoned Commercial Retail/Service (CRS) and is not located within the Agoura Village Specific Plan. All Proposed Signs are located within the Agoura Village Specific Plan Zone D-East. The Proposed Signs will present a consistent and recognizable brand designed to reflect the Center's architectural theme, and establish a distinct identity for the Center.

As shown on the Sign Program submitted with the instant request, one monument sign (M1) on Roadside Drive, defined by Section 9655.12, as a legally existing non-conforming sign, will be reconstructed. The legally existing monument sign is located within the public right of way, in a raised landscape planter and is faced perpendicular to Roadside Drive. The sign will be reconstructed to reflect the new name of the Center, "Whizin Market Square", and designed to be consistent with the Center's aesthetic renovations. The sign will feature a painted supporting post structure wrapped in faux wood slats around all four sides to match the wood elements of the WMS architectural theme and the previously approved entry monuments. The sign face will have green flat cut lettering and will be externally lit with standard fixtures to uplift both faces. The sign is located in a raised planter, and has an overall height of nine feet, five inches when measured from the grade of the adjacent street. As a result the sign exceeds the maximum height of six feet permitted, pursuant to the zoning code, Section 9655.5. The actual height of the sign when measured from its base within the planter is six feet, six inches. The total sign area is 47.2 square feet.

Two monument signs (M2 and M3) will be installed along the Cornell Road frontage, one located at each driveway entrance on Cornell Road. Each of the monument signs on the Cornell Road frontage will highlight the Center's identity and list the tenants within the Center. These signs will have faux wood clad retainers and sides. The Center's logo will be positioned at the top of the monument. The monument signs will be externally illuminated with two light boxes mounted at the base of the monument sign and will house fluorescent lamps that cast light upward across the lettering, providing nighttime visibility of the sign. Each sign will measure seven feet, nine inches and contain a maximum sign area of 43 square feet. Due to the configuration of the Center's parking and driveway locations, each sign will be located within five feet of the property line.

One monument sign (M4) will be located within the interior parking lot, generally not visible from the public right of way. This directory monument is positioned within a landscape planter along the main drive aisle of the parking area, accessed from Agoura Road. This sign will mimic the design and details of M2 and M3. However, its overall height is eight feet, six inches and contains a maximum sign area of 57.2 square feet.

Component B (Signs: D1, D2, D3a and D3b): The Applicant proposes to install four directional signs for Center identification, way-finding and parking information. The directional signs will reinforce the identity of the Center and inform patrons of their arrival at the Center and assist with navigation in and around the center for both pedestrians and motorists.

As shown on the Sign Program submitted with the instant request, two of the directional signs (D1 and D2) serve to inform patrons of their arrival at the Whizin Market Square and include the word "Welcome" on the sign face. One directional sign (D1) will be located within a landscape planter at the intersection of Roadside Drive and Cornell Road. The second sign (D2) will be located on the west side of the Agoura Road access, within a 66' wide easement granted to the Whizin Center in 1969 by Los Angeles County Flood Control, and is intended to provide advance notice of the otherwise unidentified driveway. The signs will be a maximum of three feet in height as permitted under the zoning code; however, the sign area of each is six square feet, exceeding the three square feet of sign area permitted by the code. A light box will be mounted below each sign for external illumination for nighttime visibility.

Two directional signs (D3a & D3b) will be located within the Cornell Road parking lot. These signs will be mounted on the loading dock wall and will have a maximum height dimension of one foot, six inches, and will be affixed to a wall five feet, eight inches above grade, and have a maximum sign area of 6.75 square feet. The parking lot directory signs provide guidance to additional public parking, accessible from Agoura Road and Roadside Drive that is not otherwise visible or accessible from the Cornell Road frontage.

Component C (Signs: D4, W4, D5, and D6): The Applicant proposes to install four pedestrian directory signs within the Center. The Whizin Market Square presently consists of four, multi-tenant retail buildings along Roadside Drive and the main Whizin Market Square Building ("WMS Building") that is setback from Roadside Drive, with frontage along Cornell Road and Agoura Road. The WMS Building includes "Market Hall" (formerly referred to as the "Atrium") from which several tenant spaces take access. As a result, pedestrian directories will be located in four locations within the Center to offer patrons way finding while visiting the

center. The sign ordinance does define such pedestrian directories, but does not explicitly permit them; therefore the Applicant is seeking a variance to permit them within the Center.

The four pedestrian signs are similarly designed with faux wood cladding to match the design of the proposed monument signs. The Whizin Market Square logo will be positioned at the top of each sign, with a map of the Center and tenant directory below. All of the pedestrian signs will be externally illuminated. Pedestrian directory D4 will be positioned at the entrance to the Market Hall shops at the Cornell Road (west) elevation. Pedestrian Directory W4 will be wall mounted at the opposite end of the Market Hall, facing the interior parking lot. Pedestrian directory D5 will be located between the eastern most Roadside buildings, at the entrance from the interior parking lot. Pedestrian sign D6 will be located along the east wing of the WMS Building, also facing the interior of the Center.

Component D (Sign: W5e): The Applicant proposes to construct a new dormer, consistent with the previously approved dormers along the Cornell Road frontage, and install one dormer sign (identified as W5e on the sign program submitted with the instant request.) The newly constructed dormer sign, will be 30 square feet in area, and located on the WMS Building frontage facing Roadside Drive. This frontage, facing a public right-of-way is located approximately 101 feet 5 inches north of the property line. Various tenants are located in the building, but only one tenant will be identified on this sign the restaurant Plata, which is located within the building relative to the location of the new dormer.

REQUEST

The Applicant is requesting a **VARIANCE**, pursuant to the Code Article IX, Chapter 6, Part 3, Division 6, Section 9676, to permit:

Component A

- Reconstruction of one (1) legal non-conforming monument identification sign (M1) at the Center's frontage along Roadside Drive.
- Three (3) additional monument identification signs (M2, M3 and M4) at the Cornell Road frontage and the interior parking area, in lieu of the one (1) monument permitted per street frontage by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.8.B.1.d.;
- A zero (0) foot setback between each of the two (2) monument identification signs (M2 and M3) at Cornell Road and the public right-of-way, in lieu of the minimum 5-foot distance required by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.5.F.2.i; and
- A height of nine feet, five inches for the Roadside Drive monument identification sign (M1), a height of seven feet, nine inches for the two (2) monument identification signs at Cornell Road (M2 and M3), and a height of eight feet, six inches for the monument identification sign within the interior parking area (M4) in lieu of the six-foot maximum height permitted by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.5.F.2.iii; and

-
- A sign area of 57.2 square feet for the monument identification sign (M4) located within the interior parking area in lieu of the 48 square foot maximum sign area permitted by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.5.F.2.ii.

Component B

- Two (2) directional signs (D1 and D2) of six square feet each at the Center's frontage at the intersection of Roadside Drive and Cornell Road, and the Agoura Road frontage, and two (2) directional signs (D3a and D3b) of 6.75 square feet each within the Cornell Road parking lot, in lieu of the three square foot maximum for each directional sign permitted by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.8.B.1.i; and
- Two (2) directional (D3a and D3b) signs to be installed at a maximum height of five feet, eight inches from grade within the Cornell Road parking lot in lieu of the three foot maximum height permitted by Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.8.B.1.i.

Component C

- Four (4) pedestrian directory signs (D4, W4, D5 and D6) including one wall mounted directory of 12 square feet (W4), three free standing signs of 14 (D4), 17.81 (D5) and 15.75 (D6) square feet respectively, where pedestrian directories are defined, but not explicitly permitted by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.

Component D

- One (1), 30 square foot dormer sign (W5e) located on a newly constructed dormer on the WMS Building roof frontage facing Roadside Drive, in addition to a basic sign entitlement (i.e., the 16.5 square foot wall sign facing the interior of the Center), permitted by the Code Article IX, Chapter 6, Part 2, Division 5, Section 9655.8.

BURDEN OF PROOF

The following information has been prepared pursuant to the City of Agoura Hills *Guide to the Variance Application, Variances "Burden of Proof" Form*, and Sections 9655 and 9676 of the Code:

1. **That because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification.**

The subject property is developed with the landmark Whizin's Center retail and entertainment complex constructed between 1968 and 1989 (according to Los Angeles County Tax Assessor records). The Center is located on approximately 9.82 acres and

has five entrances on the project site's three frontages: Two entrance/exit driveways are located along Cornell Road (a two-lane local roadway), two entrance/exit driveways are located along Roadside Drive (a two-lane secondary arterial roadway), and a single entrance/exit driveway is located on Agoura Road (a two-lane secondary arterial roadway). Land uses at the Center include retail, office (business/professional), restaurant, fitness and entertainment. The Center is located along Roadside Drive, Cornell Road, and Agoura Road, with approximately 549 feet of frontage along the south side of Roadside Drive, approximately 430 feet of frontage along the east side of Cornell Road and while the subject property is set back at least 100 feet from Agoura Road due to the intervening Chesebro Creek flood control channel and associated property owned by Los Angeles County, the subject property has approximately 1,120 feet of visible frontage along the north side of Agoura Road. Uniquely, the preponderance of surface parking for the Center is located on the interior of the project site, generally out of view from the adjacent streets.

In an effort to realize the Center's full potential, the Applicant has sought to make phased improvements. These include the completed Phase I comprehensive plan to renovate, construct, use and maintain the Roadside buildings and the Market Hall per Site Plan/Architectural Review Case No. 08-SPR-009, approved October 2, 2008 with Corresponding Resolution No. 952 as well as Resolution No. 954 approved November 6, 2008. Another key aspect of Phase I is the re-tenanting and relocation of tenants within the Center. The Applicant is currently preparing plans and an application for renovations to the balance of the center, which updates the building façades of the Cornell Road and Agoura Road frontages as well as improve the interior parking area with community gathering space and add new retail space. When complete, WMS is envisioned to be a unique, community-based center offering shopping, dining, and lifestyle entertainment elements in an exceptional destination location serving both Agoura Hills and surrounding communities.

Whizin Market Square presently consists of four, multi-tenant retail buildings along Roadside Drive (from Wood Ranch on the west to Wild Card Dance Studio to the east) and the main Whizin Market Square Building ("WMS Building"). The WMS Building is an "L" shaped building, setback from Roadside Drive, with building frontages generally on Cornell Road and Agoura Road. Parking is largely located interior to the Subject Property, accessed from two driveways on Roadside Drive and one driveway on Agoura Road. There is a small parking lot along the Cornell Road frontage with two driveways. The Market Hall courtyard provides connection from Cornell Road to the majority of the retail spaces that are oriented towards the interior parking area.

The instant request for signage is intended to account for the scale, unique location of the primary parking area serving the Center, the interior orientation of the majority of the retail uses and the multiple street frontages from which access is gained to WMS. The location, scale, and design for the proposed signs are shown in the *Whizin Market Square Sign Program -Addendum 1* submitted with the application and highlight

the monument directional, pedestrian directory and dormer signs for which this discretionary request is being made.

As it relates to the request for additional monument signage (Component A), strict enforcement of the Code does not permit WMS the identification signage necessary for this unique property. In fact, WMS is the only such facility within Zone D East of the Agoura Village Specific Plan and is therefore unique to the zone. The size of the Subject Property, orientation of the retail uses within the buildings and the improvements in relationship to the property lines and street frontages make strict compliance with the zoning regulation impracticable.

Monument Sign "M1" is a legally existing monument sign located within the public right-of-way oriented perpendicularly to Roadside Drive. The Applicant is seeking to reconstruct this existing monument sign in order to retain the visibility of the Center along the Roadside Drive frontage. The sign is currently over height due to its location within a raised landscape planter. When measured from the grade of the adjacent street, the sign has a maximum height of eight feet, four inches, however, when measured from the base of the sign, it is only five feet, five inches in height. Pursuant to comments received from the Economic Development Committee (EDC) on June 30, 2015, to make the sign more "iconic" by increasing the height and making the sign more three dimensional, the Applicant is increasing the height of the monument sign. When measured from the grade of the adjacent street, the sign will now have a maximum height of nine feet, five inches. However, when measured from the base of the sign it is only six feet, six inches in height and will incorporate landscaping at the base of the sign.

As noted above, the improvements on the Subject Property have limited setback from the public right-of-way. As a result, the Center does not have an opportunity to provide for monument signage along the Roadside Drive frontage to provide for the WMS identification typical of other shopping centers within similar zoning classification. The request to update this sign within its current location will simply update an existing antiquated sign to meet the design standards and quality of the new WMS. Additionally, in response to the EDC's comments, the Applicant is proposing to set the sign back, within the planter area, three feet, ten inches from Roadside Drive. The existing monument sign within the planter area is setback two feet, six inches from Roadside Drive.

Monument Signs "M2" and "M3" are located at each of the driveways along Cornell Road. These monuments will include tenant identification for some of the tenants and reach a maximum height of seven feet, nine inches where six feet in height is permitted. Due to the limited landscape buffer between the public right-of-way and the subject property, Monument Signs "M2" and "M3" are situated within five feet of the property line to provide for adequate visibility. One of the primary purposes of each sign is to designate the respective driveway location in order to limit the number of motorists who inadvertently pass by. Incorporation of business names on the proposed signs allows both pedestrians and motorists to be aware of the businesses located within WMS, particularly the vast majority of which do not have any physical visibility to Cornell Road.

Due to the unique configuration of the public right of way relative to the Cornell parking area, locating the signs within five feet of the property line is essential. Additionally, in response to the EDC's comments from the June 30, 2015 meeting, the applicant has moved Monument Sign "M3" to the opposite side of the driveway (south side) to provide greater visibility. As seen on Sheets M10 and M11 of the Sign Program submitted with the application request, the proposed monuments will not interfere with line of site of drivers entering or exiting the Center.

As discussed above, WMS is undergoing renovations to improve the overall appearance of the Center and experience for patrons. Signage plays an important role in this effort. A shopping center of this size and configuration requires adequate signage. Moreover the WMS identity is critical to the success of the Center. While "M2" and "M3" exceed the height permitted under the zoning regulations, the proposed signs will not exceed the 48 square feet of sign area permitted under the zoning code for monument signage. The additional height is necessary to allow for tenant identification at a scale that can be read from approaching traffic and pedestrians. WMS is unlike other shopping centers in the city. Many of the retailers are located within the interior of the Center without visibility to the surrounding streets. Therefore, special consideration for street front identification is critical to the success of both the retailers and the overall Center.

Monument Sign "M4" will be located within the interior parking area. This sign will generally not be visible from the surrounding streets, but is necessary for directional guidance to vehicles that have entered the Center from the Agoura Road entrance. As was suggested by the EDC, the sign is proposed as two-sided. It should be noted, that WMS is adjacent to "DIY" and access to "DIY" is from the east portion of the parking area. Similar to monument signs "M2" and "M3", this sign (M4) will provide tenant identification, but will also function as a directional sign. An arrow, pointing west toward WMS, is placed on the outer edge of the monument to provide directional assistance. The monument is 57 square feet where 48 square feet is otherwise permitted and is eight feet six inches in height where six feet in height is otherwise permitted. The sign area and height are directly related to the overall size (9.82 acres) of WMS, the vast amount of parking serving the Center, and the directional character of the sign that diverts traffic between the two centers (WMS and DIY).

Motorists that enter WMS will come to a Stop Sign directly across from the monument identification sign. The sign will allow users to locate their intended retailer and move into the parking lot toward such retailer thus minimizing vehicular circling within the parking area. As previously stated, other shopping centers in the same zone and vicinity do not have this unique circumstance where the majority of the the retailers are interior facing and located within a parking area that has access to more than one destination.

As it relates to the request for directional signage (Component B), the zoning code does allow for four directional signs per street frontage. In the instant case, 12 directional signs would be permitted for WMS. The Applicant is seeking four directional signs that

exceed the three square foot maximum permitted by the zoning code. Two of the directional signs "D1" and "D2" are designed to convey a sense of arrival to the Center and will display the WMS identity with a "Welcome" message. Sign "D1" will be located at the corner of Roadside Drive and Cornell Road. Sign "D2" will be located at the west side of the Agoura Road entrance, within a 66' wide easement granted by Los Angeles County Flood Control to the Whizin Center in 1969. As has been discussed above, the Agoura Road frontage is separated from the street by the Cheseboro Creek flood control channel. The directional sign will alert vehicle traffic that they are approaching the WMS entrance and will help to minimize inadvertant pass-by trips. A sign of three square feet would not provide the visibility necessary to convey the message of arrival and due to the unique setting of the Center, such directional signage is critical. Similary, Sign "D1" is located at the northwestern corner of the Subject Property and will alert vehicles traveling eastbound on Roadside Drive of arrival at WMS. Due to the unique situation of the Center, there is no indication that the corner of Roadside Drive and Cornell Road is actually a part of the larger WMS. The directional sign will provide this identity and alert vehicles of arrival and the upcoming entrance off of either Cornell or Roadside.

Directional signs "D3a" and "D3b" will be located within the Cornell Road parking area. This parking lot has limited parking capacity and is not connected to the larger interior parking court nor is the interior parking area visible from the Cornell lot. The directional signs are positioned to alert vehicles of additional parking opportunities accessible from Roadside Drive and Agoura Road. Each sign will be 6.75 square feet and will be mounted at a maximum height of five feet, eight inches from grade to provide visibility to motorists. A sign mounted at three feet in a parking lot would not provide the direcetional guidance intended by these signs. Additionally, a three square foot sign would not be able to accommodate the directional verbage necessary to direct motorists to the primary parking opportunity.

As it relates to the request for pedestrian directories (Component C), the zoning code does not explicitly permit pedestrian directories and as a result, the applicant is seeking a variance to permit the directories within the Center. There are four pedestrian directories (D4, W4, D5 and D6) located throughout the Center. All signs include a site map and tenant list to indicate the location of each retailer within WMS. Such directory signs are common to large shopping centers and malls with multiple retail buildings and/or multiple wings of retail. In the specific case, WMS consists of four buidlings along Roadside Drive and the "L" shaped building ("WMS Building") setback from Roadside Drive, with frontage on Cornell Road and Agoura Road. The retailers within the WMS Buildng generally face the interior of the subject property or the interior oriented Market Hall justifying the pedestrian directories as essential for way finding within WMS.

As it relates to the request for a new dormer sign (W5e), along the frontage facing Roadside Drive (Component D) , the WMS building is oriented toward Cornell Road, though many of the retailers have interior facing store fronts. This same building also has

approximately 152 feet of frontage facing Roadside Drive. In the specific instance, the requested sign is positioned along a portion of the WMS Building housing the restaurant Plata. Plata is located at the northeast corner of the WMS Building oriented toward the interior of the Center but with a roofline facing Roadside Drive. The applicant wishes to construct a dormer, consistent with existing dormers throughout the center, to provide identification for this uniquely located retail/restaurant space. Similarly situated retailers with frontage on two or more streets are permitted to take advantage of a second sign pursuant to AHMC Section 9655.8.B.j. In this case, the interface with Roadside Drive provides opportunity to give purpose to the subject roofline in a manner consistent with the privilege of signage enjoyed by other buildings with "primary" frontage located at least 100 feet from a right-of-way, or with frontage on 2 or more streets.

Specifically, the Code permits buildings located more than 100 feet from any public right-of-way "...one (1) square foot of sign area for each foot of primary building frontage (or tenant space frontage) ...not to exceed seventy (70) square feet." (Section 9655.8.B.1.b.). Buildings with a public entrance and frontage on two or more streets are also permitted separate signage of varying size for each frontage (Section 9655.8.B.1.j.). Plata however, is denied this same privilege of separate signage for each building frontage. Neither the Specific Plan, Municipal Code or the adopted sign program anticipated the instant circumstance of the building configuration and proximity to adjacent public rights-of-way. With the absence of defined "primary" frontage, the instant case poses an opportunity to create appropriate visual interaction with the public right-of-way. Allowing signage that provides adequate identification and gives purpose to the subject roofline, is consistent with privilege of signage enjoyed by other buildings with "primary" frontage located at least 100 feet from a right-of-way, or having frontage on 2 or more streets.

Whizin Market Square is a unique shopping center within the City of Agoura Hills. It is located on 9.82 acres with access from five driveways on three different streets. There is little separation between the retail buildings fronting Roadside Drive and the public right-of-way while, due to the Cheseboro Creek flood control channel, there is significant separation between the Center and the Agoura Road right-of-way. Similarly, the separation of on-site improvements along the Cornell Road frontage are not typical to most properties. The orientation of the businesses within the buildings is also unique. The main WMS Building has frontage along all three public right of ways, but has retail shops primarily oriented toward the center of the Subject Property and includes shops that open into the interior Market Hall. This results in retail storefronts that have limited opportunity to provide identification along the adjacent streets. These unique circumstances would deprive the Center of the opportunity to provide the necessary signage afforded to other shopping centers if left unaddressed.

2. **That the granting of the Variance will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated.**

The granting of the requested Variance will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. First, there are no similar properties within the Agoura Village Specific Plan Zone D-East that are close in size at nearly 10 acres, or are accessed from five driveways along three different street frontages. Thus the request will not constitute a special privilege inconsistent with the limitations upon other properties. Second, WMS could be seen as four different shopping centers each requiring their own signs, based on the orientation of the buildings, the size of the center and the access from three different streets. The focus of the Applicant's requests is to ask that the City acknowledge that the Whizin Market Square is a unique shopping center, unlike the traditional shopping centers located throughout the City. The applicant's request is also to establish this as a destination in the Agoura Village, with a unifying theme in design, signage being a key component in that effort.

The unique circumstances of the subject site are consistent to the principles and goals of the Agoura Village Specific Plan, to establish the site as a "destination" accommodating a range of uses that serve Agoura Hills residents and visitors; and create a distinctive image, through branding. The unique circumstances of the subject site are also similar to the objectives and purposes of the sign ordinance, which establish criteria for development within sensitive areas and to provide standard criteria for specialized uses based on unique circumstances. The approval of the proposed Sign Program, and the overall goal of the WMS renovation project is to meet the established goals and principles of the AVSP.

The Agoura Hills Municipal Code, Article IX Zoning, Section 9655.8 *Sign Entitlement by land use*, provides sign entitlements for commercial and business park districts that are significantly smaller in size than the subject property, and lack the Center's unique circumstance of having access from five driveways on three different public streets. This request is a reasonable and appropriate solution, which is commensurate to the nature of the privilege, denied the subject property (i.e. effective identification and directional monument signage) due to the unique circumstances explained in the above justification (No. 1). It is also necessary to bring parity between the privileges enjoyed by other properties in the vicinity and the subject property, which experiences such unique circumstances. The requested Variance will simply allow adequate and appropriate identification and directional signage consistent with the unique elements of the project site including its five points of access along the three public right-of-ways.

- 3. That the strict interpretation and enforcement of the provisions of the Zoning Ordinance would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance.**

The general purpose and intent of the zoning regulations associated with the provision of signs is to provide standards for the construction of appropriate business signs which provide adequate identification while preserving and enhancing the character and visual quality of the City of Agoura Hills. Consequently, said regulations seek to

protect the surrounding community from the negative impacts associated with inappropriate and poor sign design.

Since the development of the WMS between 1968 and 1989, the design brainstorming effort lead by the City between 1997 and 1998 resulted in a "Village Concept Plan" embracing a pedestrian-friendly, vibrant, and entertainment-oriented village scale vision for the area. The Agoura Village Specific Plan objectives seek to provide commercial centers that are walkable, with shopping, dining, and entertainment opportunities, that a visitor can "park once" and enjoy. Additional objectives to facilitate that vision include; establishing the area as a destination, reflecting the unique character of Agoura Hills, placing parking out of sight and providing buildings with orientation toward the street.

The existing WMS encompasses many of the objectives of the Agoura Village Specific Plan, by orienting buildings toward the street, hiding parking behind buildings, creating a walkable center and providing opportunities for shopping, dining and entertainment in one area. However, strict application of the sign regulations limits those opportunities, when the adopted sign regulations, which limit commercial centers larger than two (2) acres with frontage on two (2) or more streets to one (1) complex monument identification or monument identification sign per street frontage, limit the maximum height of monument signs to 6-feet, require monument signs to be located a minimum of 5-feet from public rights-of-way. The strict application of the Zoning Ordinance would result in unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. A discussion of these practical difficulties and unnecessary hardships as they pertain to each type of sign being requested follows.

Component A – Monument Signs (M1, M2, M3, and M4)

Strict application of the Zoning Ordinance presents an inappropriate limitation of monument signs, with the allowance of one (1) monument sign per street frontage, equaling a total of three (3) signs for a nearly 10 acre property with 5 access points from three streets. The proposed Sign Program provides direction, identification and a sense of arrival, at each of the entrances to the WMS a very important feature for a destination location as called out in the AVSP. With five entrances on three different roadways, the goal is to welcome visitors and provide a sense of arrival (M1), at any of the entrance points. As visitors travel on any of the three streets surrounding the Center, the goal is to identify access to the vast shopping, dining and entertainment opportunities available through appropriately designed signage and way-finding.

Further, strict application of the Zoning Ordinance would deny the Applicant the privilege of using consistent and unified monument signage featuring the recognizable "Whizin Market Square" icon at the entrances to the renovated Center which, as previously stated, is a reasonable expectation for commercial shopping centers intending to draw a regional following.

The requested sign height is necessary to allow for the landscaping at the base of the sign (M1) and in response to the EDC's comments to made the sign more 3-dimensional and add height, to provide the appropriate direction and identification (M2, M3 and M4) and provide direction to visitors and identification of the shopping, dining and entertainment opportunities at WMS.

Component B - Directional Signs (D1, D2, D3a and D3b)

Strict application of the Zoning Ordinance presents an inappropriate limitation of directional and way-finding signs height and area, that would result in confusion among motorists that are traveling along Agoura Road or Cornell Road. In addition to providing identification of the tenants and opportunities at the Center (M1, M2, M3 and M4), the Sign Program will also welcome visitors to this unique destination and provide direction to the pedestrian and motorists once they have made the decision to stop and visit WMS. This can be accomplished by providing monument signs (D1 and D2) that welcome visitors with a unifying WMS icon at the corner of Roadside Drive and Cornell Road (D1) and at the driveway along Agoura Road (D2). Sign regulations limit the allowance for adequate notice of the upcoming driveway for motorists traveling east bound on Agoura Road, consequently, motorists unfamiliar with the Center might easily pass by the site and have to circle back thereby creating unnecessary additional traffic and possibly inappropriate turn movements or intrusion into other properties. The sign area needed to alert visitors along Agoura Road would need to be visible from a significant distance to allow for slowing down to make the turn into the driveway, and the limitation of three square feet would not suffice.

Furthermore, the two entrances along Cornell Road serve only the small parking area on the west side of the Center, with no vehicular access to the main parking area from that point. With a destination center, such as WMS, it is important to establish a theme in design and alert visitors that they have arrived and only need to park once to enjoy the vast shopping, dining and entertainment opportunities that WMS provides. To that end, if a motorist enters the Center from Cornell Road, they will need to be directed toward the main parking area accessed from either Roadside Drive or Agoura Road. This goal can be accomplished through signs (D3a and D3b) directing motorists to the primary parking area interior to the site. Strict limitation on the height of the signs would place the signs at a height not visible to motorists, thereby defeating the purpose.

Strict application of the Zoning Ordinance would provide for inadequate signage for those motorists wishing to visit the site. This result would be highly undesirable and inconsistent with the Applicant's approved renovation plan as well as the approved sign plan for tenants of WMS. The strict application of the regulations, would also result in an inferior method of identifying the driveway entrance location to approaching motorists unfamiliar with the area, and identification of the WMS to travelers along Roadside Drive, when compared with the enhanced directional nature and identification of the proposed Sign Program. The strict application of the Zoning Ordinance would also deny

the Applicant the privilege of using consistent and unified directional signage featuring the recognizable "WMS" icon. This result would be inconsistent with the objectives of the Zoning Ordinance and cause an unnecessary hardship and undue burden that is unreasonable and disproportionate to the nature of the Applicant's request. The strict application of the Code denies the subject property the opportunity for visitors to know where parking is and the ability of presenting a unified design statement in monument signage at each entrance which, as previously stated, is a reasonable expectation for commercial shopping centers.

Component C - Directory Signs

Strict application of the sign regulations would result in a practical difficulty by denying directory signs that would assist visitors in way-finding throughout the five buildings and an unnecessary hardship to those businesses with inadequate signage. The proposed Sign Program seeks to provide pedestrian way-finding across the entire Center including each of the five buildings, especially the "Market Hall", where tenants are within the interior space of the building. By placing four (4) pedestrian directories (D4, W4, D5 and D6) at strategic locations throughout the Center, a visitor will more easily locate a particular business. Much like a mall that has multiple wings of shops and restaurants, the WMS requires similar directional signage. The strict application of the Zoning Ordinance would result in a lack of pedestrian directories potentially causing some businesses to lose prospective patrons and frustrating visitors to the center. While the code defines pedestrian directories and allows one (1) monument for each frontage, and monuments include directories, the applicant would not be able to accomplish welcoming the visitor, identifying the Center and then providing direction once in the Center.

Pertaining to the objectives of the Agoura Village Specific Plan, the applicant is seeking to provide a unique destination that the visitor can access from any of the five driveways or pedestrian access points and park once to visit the vast opportunities within WMS. The granting of this Variance would accomplish those objectives.

Component D - Dormer Sign

Strict application of the Zoning Ordinance will result in an unnecessary hardship due to the lack of identification along Roadside Drive. The WMS building is oriented toward Cornell Road, though many of the retailers have interior facing store fronts. This same building also has approximately 152 feet of frontage on Roadside Drive. In the specific instance, the requested sign is positioned along a portion of the WMS Building housing the restaurant Plata. Plata is located at the northeast corner of the WMS Building oriented toward the interior of the Center but with a roofline facing Roadside Drive. To maintain consistency with the roofline and signage along Cornell Road, a newly constructed dormer will also provide identification to Plata restaurant. Strict application of the Code, does not permit signage on this building frontage, and therefore, this north

elevation facing Roadside Drive will appear as a blank frontage to motorists traveling in either direction on Roadside Drive. Similarly situated retailers with frontage on two or more streets are permitted to take advantage of a second sign pursuant to AHMC Section 9655.8.B.j. In this case, the interface with Roadside Drive provides opportunity to give purpose to the roofline in a manner consistent with the privilege of signage enjoyed by other buildings with "primary" frontage located at least 100 feet from a right-of-way, or with frontage on 2 or more streets.

4. **That the granting of the Variance will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements of the aesthetic value in the vicinity.**

The granting of the requested Variance will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements of the aesthetic value in the vicinity as explained in the following.

Ample space for landscaping is provided at the base of the Proposed Signs (M1, M2, M3, M4), consistent with the requirements of the Code. Landscaping will help to enhance the Proposed Signs at each of the entrances and at the interior parking area. The Proposed Sign location which is less than 5-feet from the public right-of-way at Cornell Road will not be detrimental to public safety as the Proposed Signs' (M2, M3) location will allow for the safe passage of pedestrians adjacent to Cornell Road, as well as ingress/egress to the Center. Likewise the directional signs are mounted to a wall at a height that is easily visible to motorists as they enter the parking area along Cornell Road (D3a and D3b).

With regard to the aesthetics of the Proposed Signs and their effect on properties and improvements in the area, the design of the Proposed Signs is intended to create a unifying theme and welcome visitors to a destination. Importantly, the signs are designed for the rural character of Agoura Hills. They include use of faux wood frames that complements the wooden façade embellishments and architectural features on the renovated WMS buildings and new entry signs at Agoura Road and Roadside Drive. The sign text, will identify the renovated Center's new name "Whizin Market Square." Locating the Center's iconic design at each of WMS's three frontages is intended to establish a distinct identity for the renovated Center. As such, the granting of the Variance in fact enhance the public health, safety, welfare, and will materially improve the aesthetic value in the vicinity.

The Sign Program will allow for proper visibility of the center for pedestrians and motorists and are located safely and will not conflict with traffic or pedestrian movement. Moreover, they will help to direct the flow of vehicular and pedestrian traffic, with signs welcoming visitors, proper wayfinding directional signs easing the flow of vehicular and

pedestrian traffic, all while providing the tenants appropriate exposure and visibility to passersby and visitors of the Center.

The construction of the signs will meet City Building Code requirements and the proposed external illumination will provide for adequate visibility without impacting views from surrounding roadways.

5. That the granting of the Variance will be consistent with the character of the surrounding area.

The WMS is a unique shopping, dining and entertainment destination on 9.82 acres within the Agoura Village Specific Plan Area. Access to the Center is from five driveways along three different streets. The primary purpose of Sign Program Addendum 1, is to further establish a theme for the Whizin Market Square and reinforce the theme through signs that are strategically located throughout the Center.

Each of the proposed monuments signs, directory signs, wayfinding signs and dormer sign are designed around a common theme using WMS icon and the rural character of the community. The use of natural looking materials relate to the recently renovated portions of the WMS as well as the surrounding hillsides. The height, size, scale and number of signs, are consistent with the size of the Center and the large expanse of exterior area they will serve and will address each of the three roadway frontages, welcoming visitors from each of the five driveways. The proposed Sign Program provides the cohesive statement that one has arrived at this unique destination.

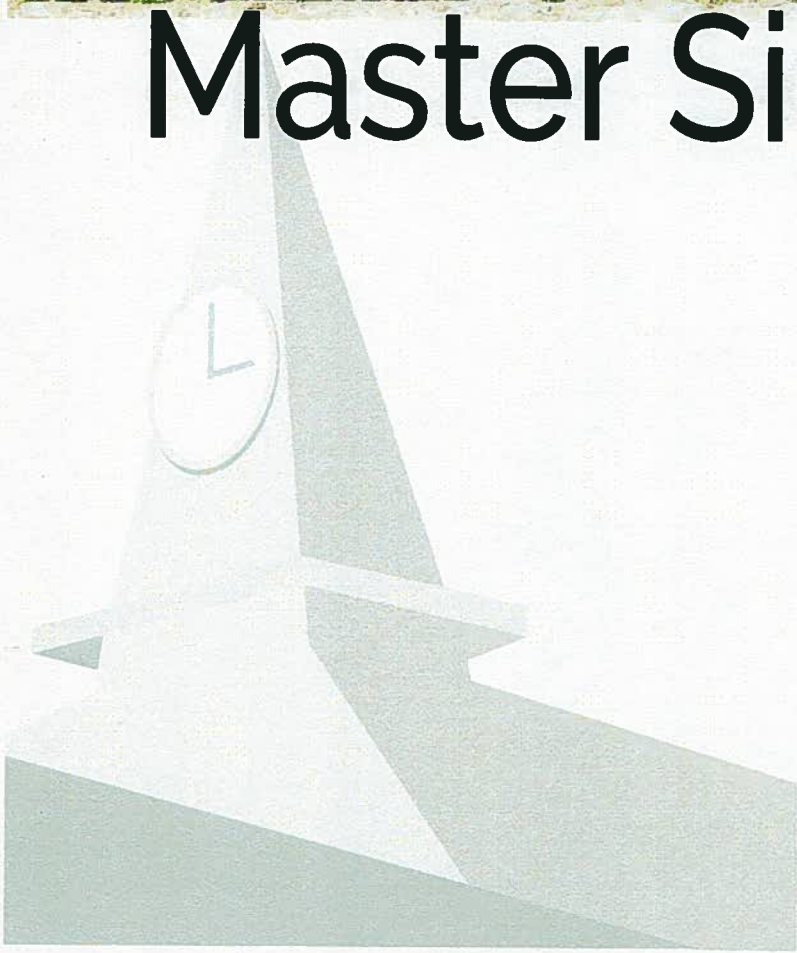
The colors and materials of the signs will match the facades of the center and will enhance the surrounding neighborhood. The Proposed Signs allowed by the Variance would convey a sense of the natural environment by their use of faux wood materials, meant to look like the wood materials used in the approved "gateway" signs, and in keeping with rural Agoura Hills. As monument identification signs, the design, materials, and orientation of the Proposed Signs will be consistent with the built environment along Roadside Drive, Cornell Road and Agoura Road, key focal points within the Agoura Village. Thus, the granting of the requested Variance will be consistent with the character of the surrounding area.

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EXHIBIT F



Master Sign Program



Addendum 1

Updated July 20, 2015

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WHIZIN MARKET SQUARE

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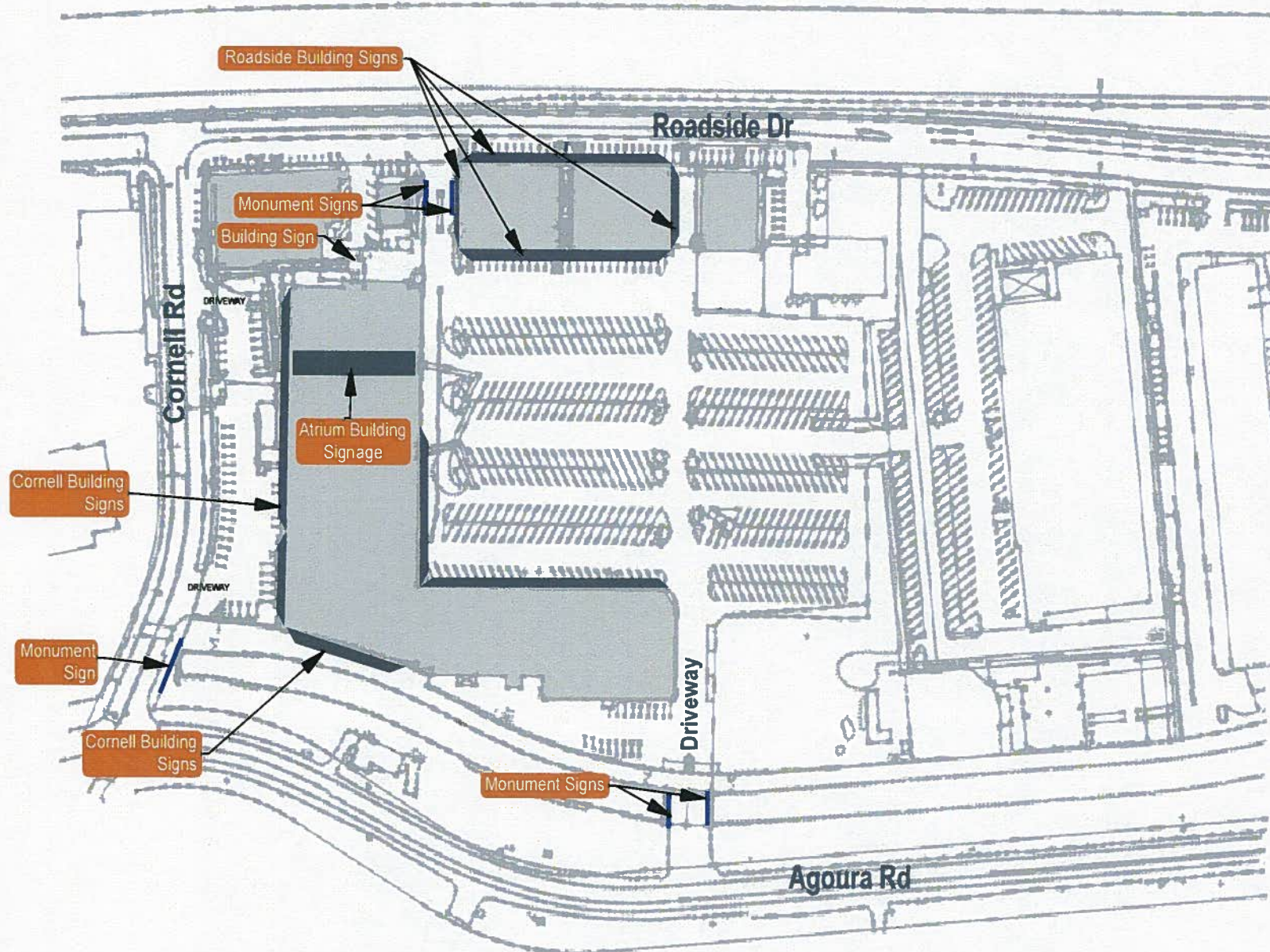
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WHIZIN MARKET SQUARE

Site Plan - Previously Approved in 2011



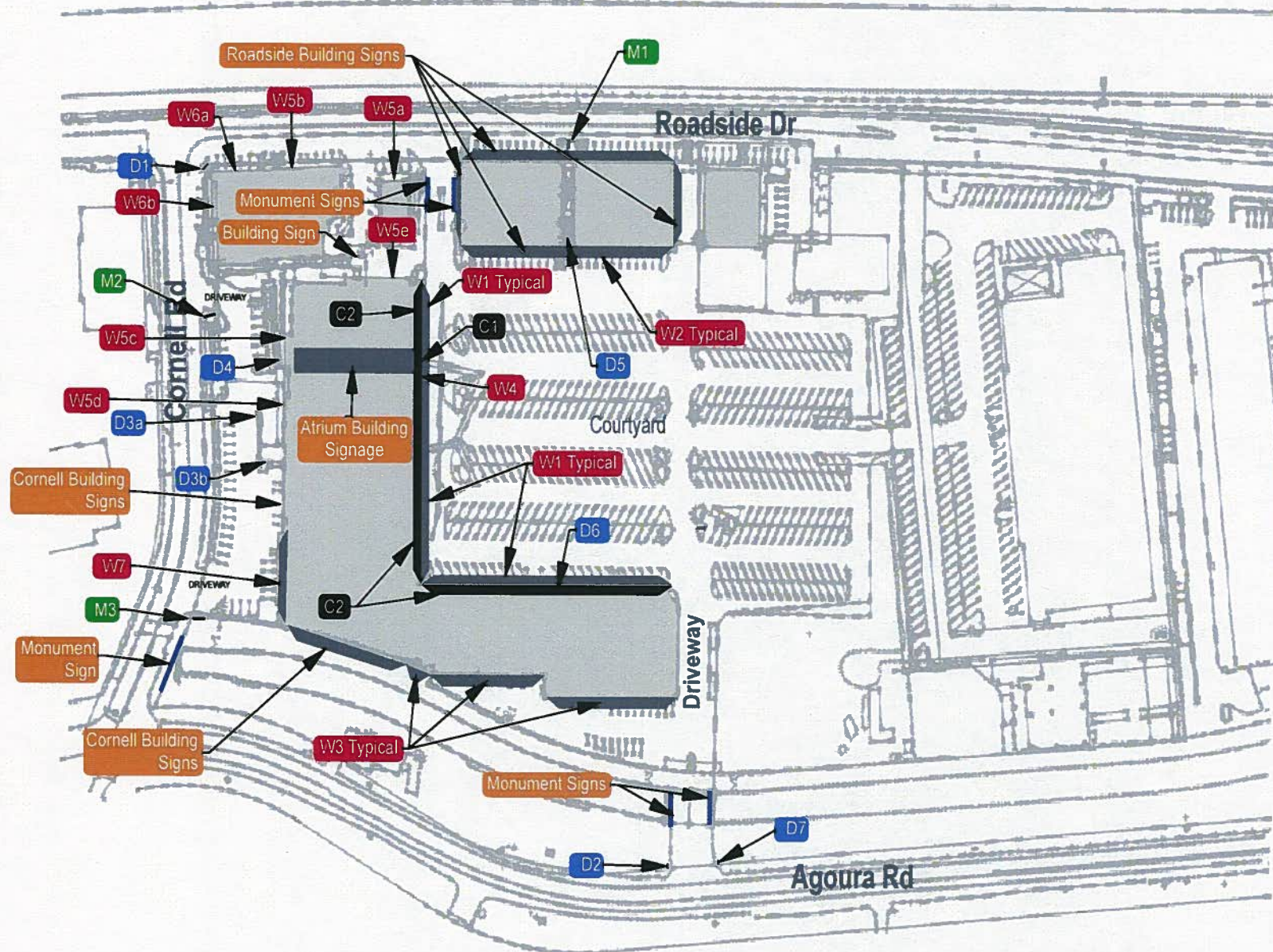
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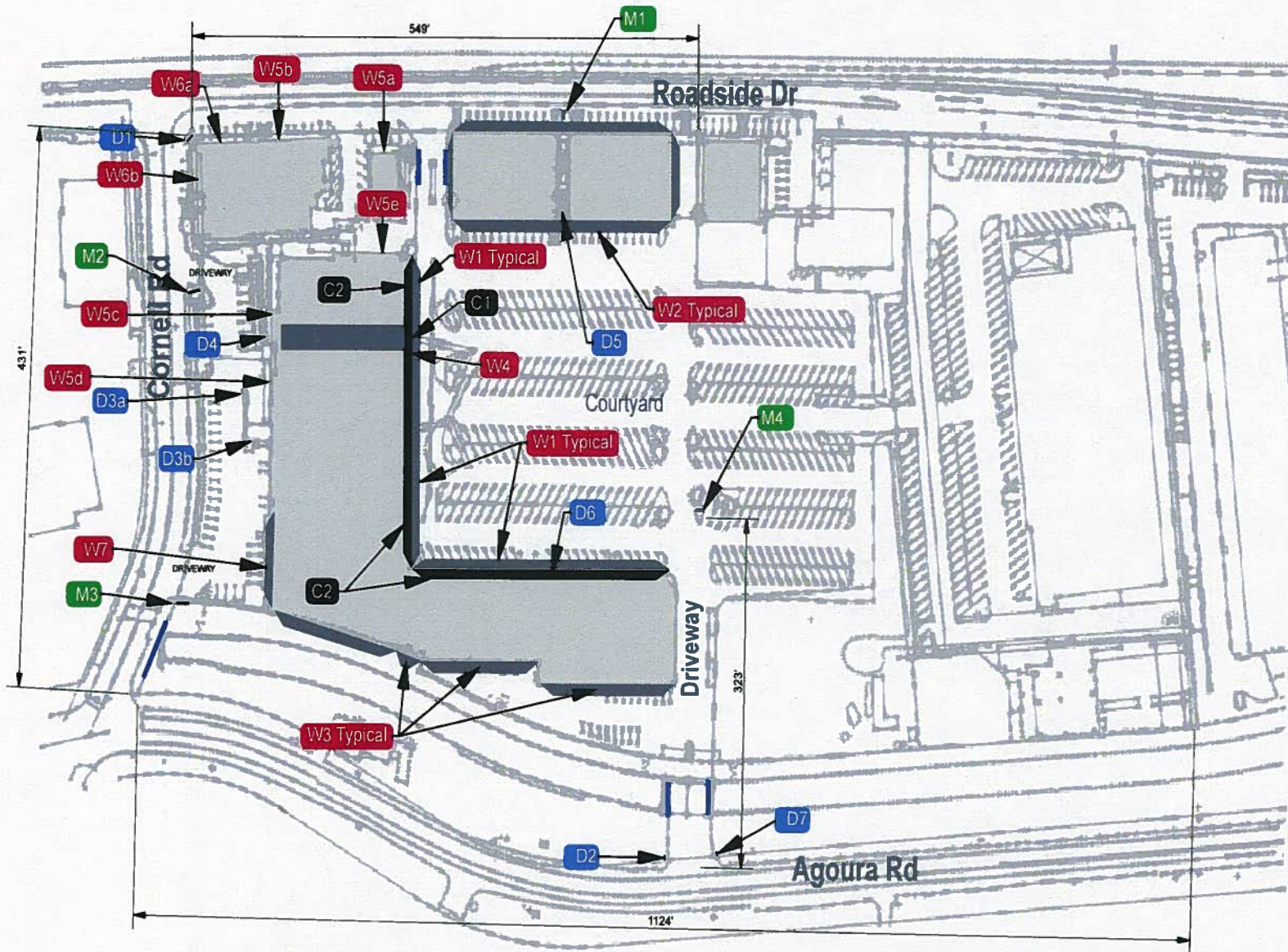
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Site Plan - Addendum 1 Signs Only



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WHIZIN MARKET SQUARE

Inventory - Addendum 1 Signs














MONUMENT SIGNS		QTY	AREA
M1	ROADSIDE DR	1	47.2 SQ FT
M2	CORNELL ROAD SOUTH	1	42.63 SQ FT
M3	CORNELL ROAD NORTH	1	42.63 SQ FT
M4	COURTYARD DRIVEWAY	1	57.38 SQ FT
WALL SIGNS		QTY	AREA
W1	FACING COURTYARD	ONE PER TENANT	16.5 SQ FT MAX
W2	FACING COURTYARD	ONE PER TENANT	10 SQ FT
W3	FACING AGOURA RD	ONE PER TENANT	10 SQ FT
W4	AT ATRIUM ENTRANCE ON EAST ELEV	1	12 SQ FT
W5a	FACING ROADSIDE DR (On dormer)	1	22.5 SQ FT
W5b	FACING ROADSIDE DR (On dormer)	1	27.9 SQ FT
W5c	FACING CORNELL RD (Existing on dormer)	1	29.5 SQ FT
W5d	FACING CORNELL RD (Existing on dormer)	1	29.5 SQ FT
W5e	FACING ROADSIDE DR (On dormer)	1	25 SQ FT
W6a	FACING ROADSIDE DR (Existing on dormer)	1	42 SQ FT
W6b	FACING CORNELL RD (Existing on dormer)	1	33 SQ FT
W7	FACING CORNELL RD	1	50 SQ FT MAX

DIRECTIONAL SIGNS		QTY	AREA
D1	CORNER OF ROADSIDE DR & CORNELL RD	1	6 SQ FT
D2	WEST SIDE OF AGOURA RD DRIVEWAY	1	6 SQ FT
D7	EAST SIDE OF AGOURA RD DRIVEWAY	1	6 SQ FT
D3a	DRIVEWAY NEAR CORNELL ROAD	1	6.75 SQ FT
D3b	DRIVEWAY NEAR CORNELL ROAD	1	6.75 SQ FT
D4	AT WEST END OF ATRIUM	1	15.75 SQ FT
D5	AT NORTH END OF COURTYARD	1	14 SQ FT
D6	AT SOUTH END OF COURTYARD	1	17.81 SQ FT
UNDER CANOPY SIGNS		QTY	AREA
C1	AT ATRIUM ENTRANCE ON EAST ELEV	1	7.5 SQ FT
C2	SAME TENANT SPACES AS W1 SIGNS ONLY	ONE PER TENANT	9 SQ FT MAX

WHIZIN MARKET SQUARE

Miscellaneous Sign Criteria And C2 Under Canopy Signs

MATERIAL COLORS

	W1 Reclaimed Wood Finish		P7 Green Paint PMS 374c
	P1 Dark Grey Paint Benjamin Moore "Iron Mountain" BM 2134-30 (Semi gloss)		V1 Translucent Green Vinyl To match PMS 374c
	P2 Paint for bases and poles Benjamin Moore "Whale Gray" BM 2134-40 (Semi gloss)		V2 Antique White Vinyl 3M #7725-90 High Performance Opaque Vinyl
	P3 White Wash Wood Finish To match blade signs in the atrium		V3 Black Vinyl 3M #7725-12 High Performance Gloss Opaque Vinyl
	P4 India Ink Paint Diluted Black Paint to Create India Ink Effect		V4 Reflective White Vinyl 3M Scotchlite #3290
	P5 Antique White Paint Benjamin Moore "White Dove" OC-17		B1 Electrostatic Bronze Finish Paint for Divider Bars CRL# D901BRZ
	P6 Black Paint to match wood used in shopping center PMS# _____		

C2 UNDER CANOPY SIGN SPECIFICATIONS

Each tenant in a space that requires sign type W1 may install one Under Canopy Sign.

Tenant Under Canopy Sign Guidelines

- Must be non-illuminated.
- One sign per tenant.
- Area may not exceed (9) nine square feet.
- No structural element shall be located less than eight (8) feet above finished grade.
- Shall be hung near the main entrance of the business
- Sign supports and brackets shall be compatible with the design and scale of the sign.
- Although Whizin Market Square encourages unique and appropriate designs for each tenant, property owner approval is required before permit is applied for.
- Permit must be obtained at City of Agoura Hills.

FONT SPECIFICATIONS

- Tenant names on Monument Signs to be Raleway Medium font.
- Universally increase "tracking" to 45. Applies to entire line of every line of text.
(DO NOT STRECH OR DISTORT TEXT)

WOODRANCH ← Shown with tracking increased to 45

WOODRANCH ← Shown with tracking un-altered

WHIZIN MARKET SQUARE

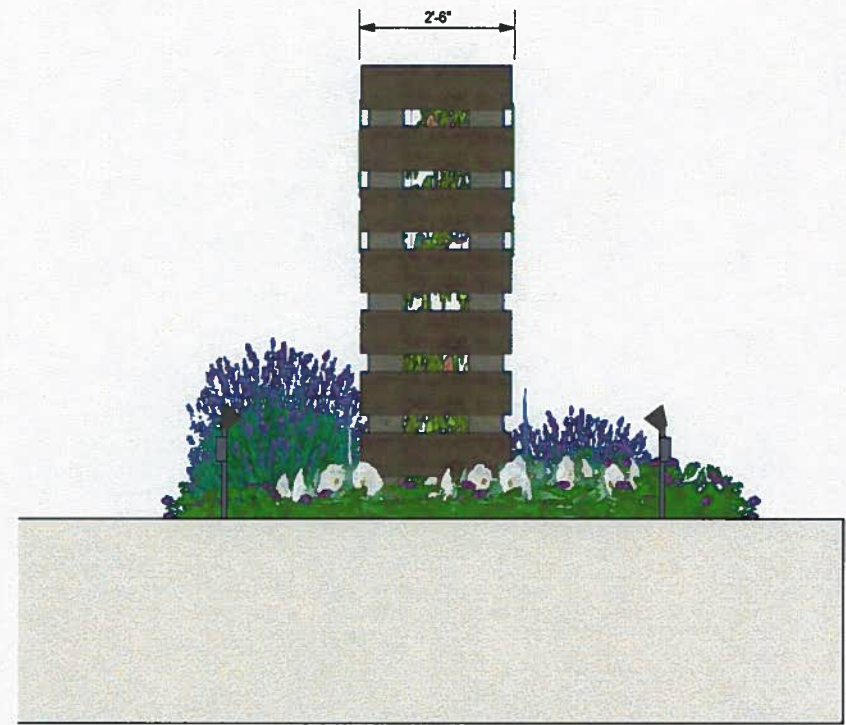
Monument Sign M1 Elevations

EXTERNALLY ILLUMINATED
DOUBLE SIDED MONUMENT SIGN

SIGN AREA
47.2 SQ FT



Ⓐ FRONT VIEW
SCALE 1/2" = 1'



Ⓑ SIDE VIEW
SCALE 1/2" = 1'

VISIBLOGRAPHICS

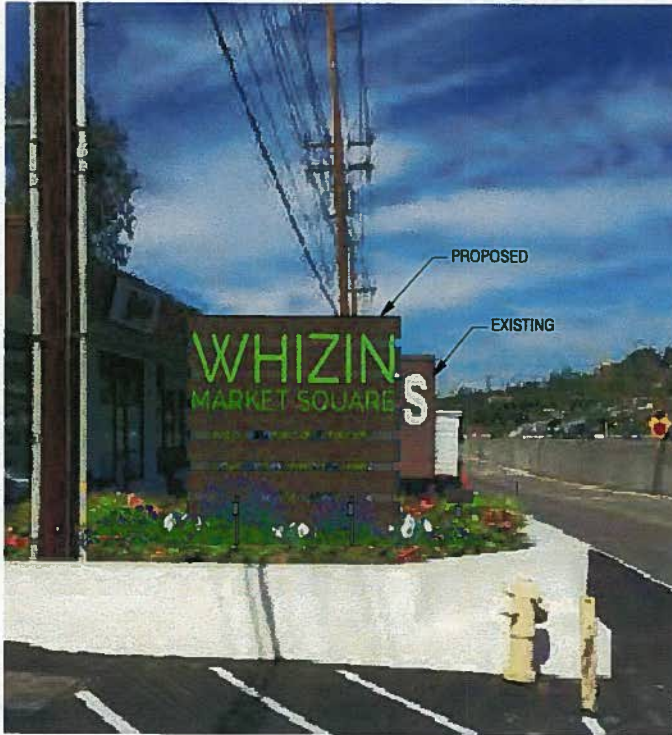
21520 Stralham Street
Oroville Park, CA 91304
T 515.787.0477 x1062
E-Fax 515.477.5123
www.visiblographics.com

NATIONAL SIGN FABRICATION
PROJECT MANAGEMENT AND DESIGN

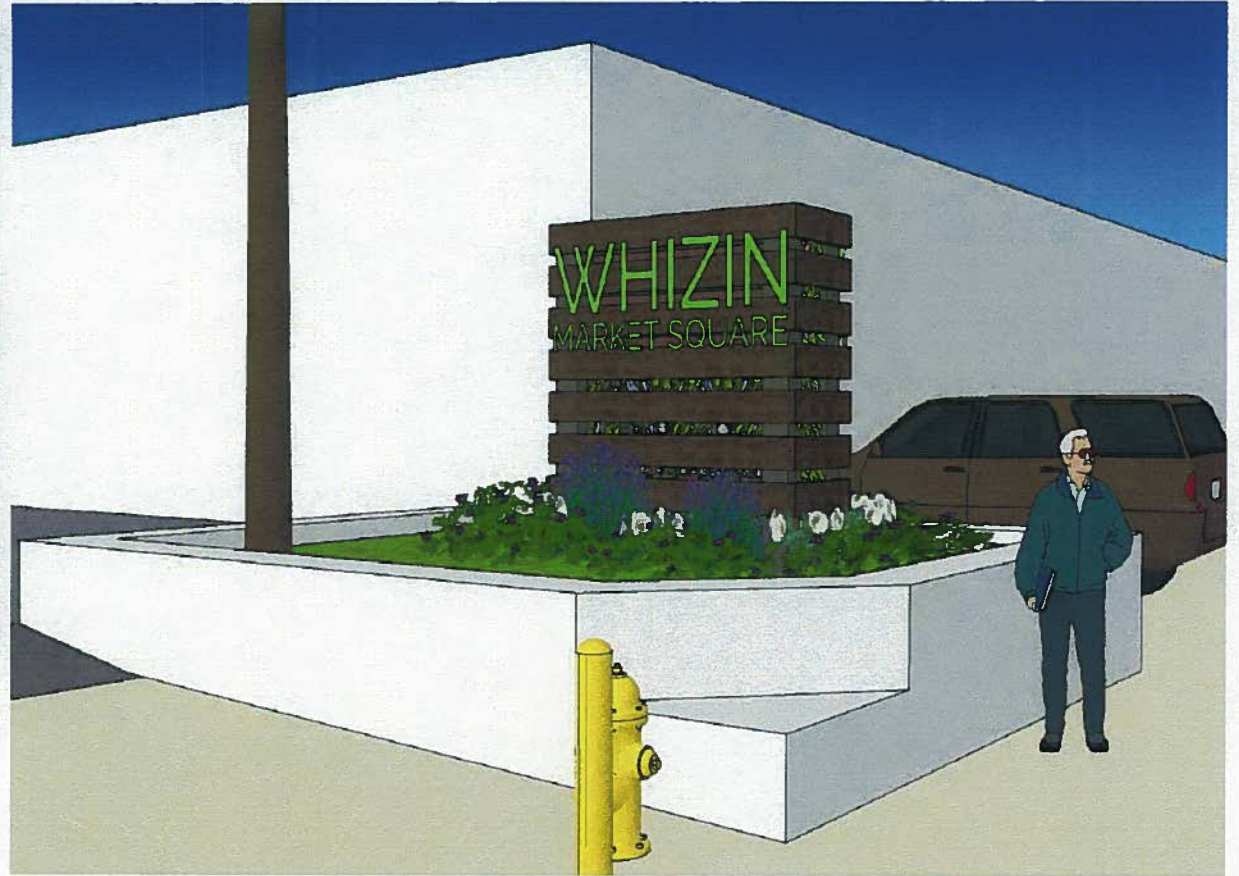
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WHIZIN MARKET SQUARE

Monument Sign M1
Photo-composite & Rendering



A EAST FACING PHOTO-COMPOSITE
SCALE 1/4" = 1'



B RENDERING
NTS

VISIBLEGRAPHICS

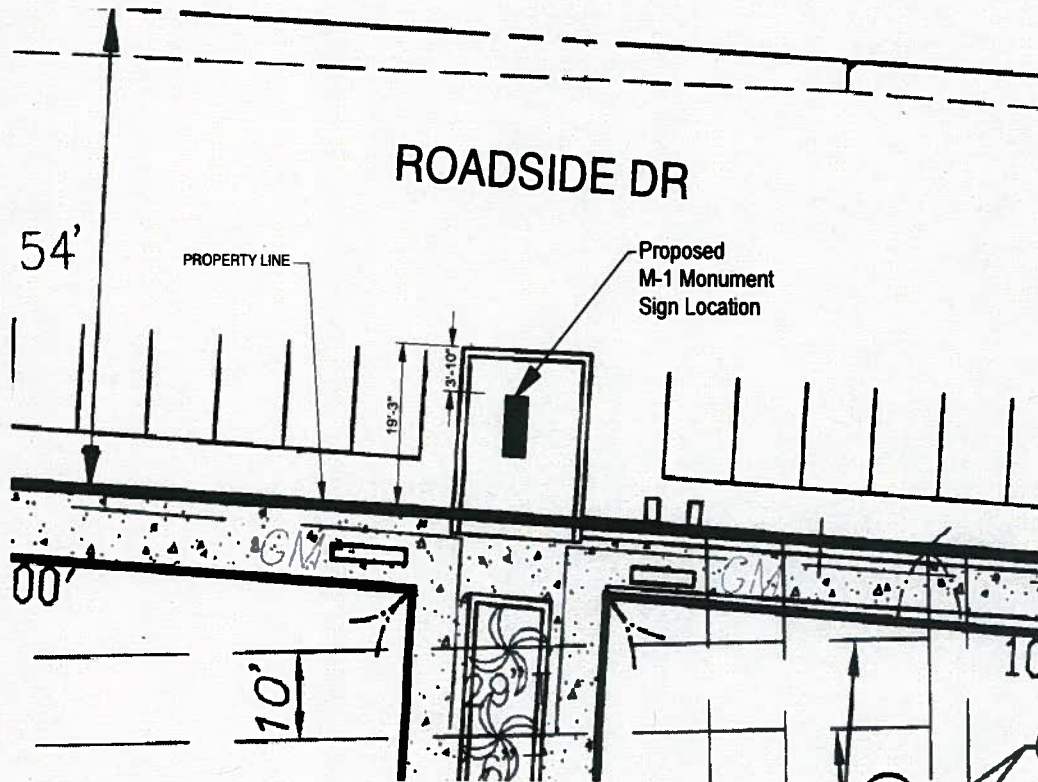
21500 Southern Street
Castaño Park, CA 91304
T 818.787.0477 x1662
E-Fax 818.471.5123
www.visiblegraphics.com

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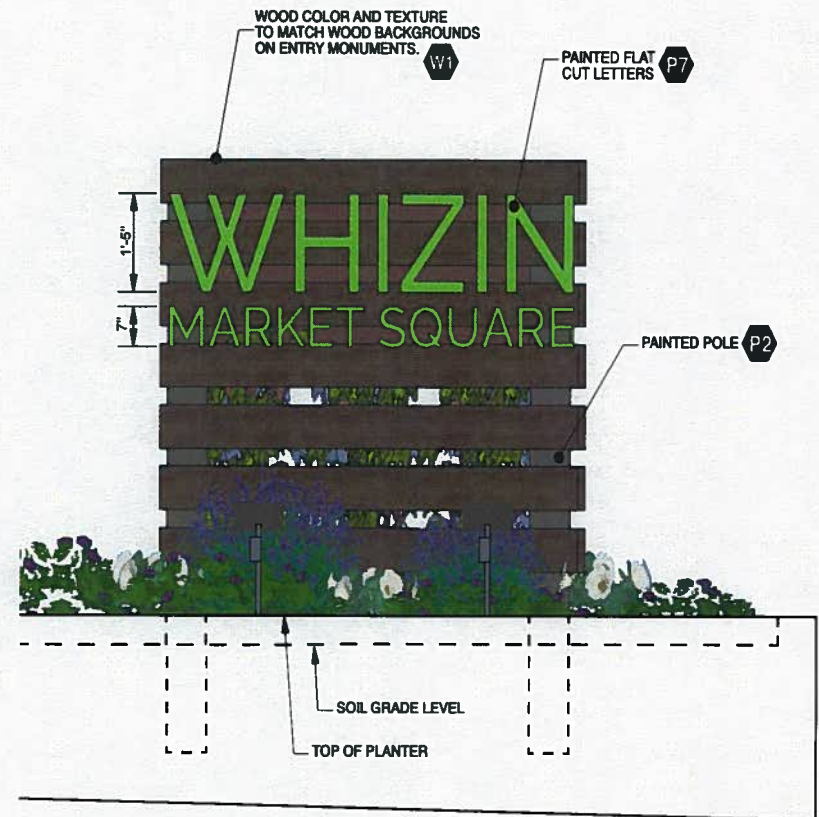
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WHIZIN MARKET SQUARE

Monument Sign M1 Location and Materials



A SIGN LOCATION, PLAN VIEW
SCALE 1/16" = 1'



B MATERIALS
SCALE 1/2" = 1'

VISIBLEGRAPHICS
21520 Strathglen Street
Castro Park, CA 95134
T: 818.787.0477 x1002
E-Fax: 818.477.5123
www.visiblegraphics.com

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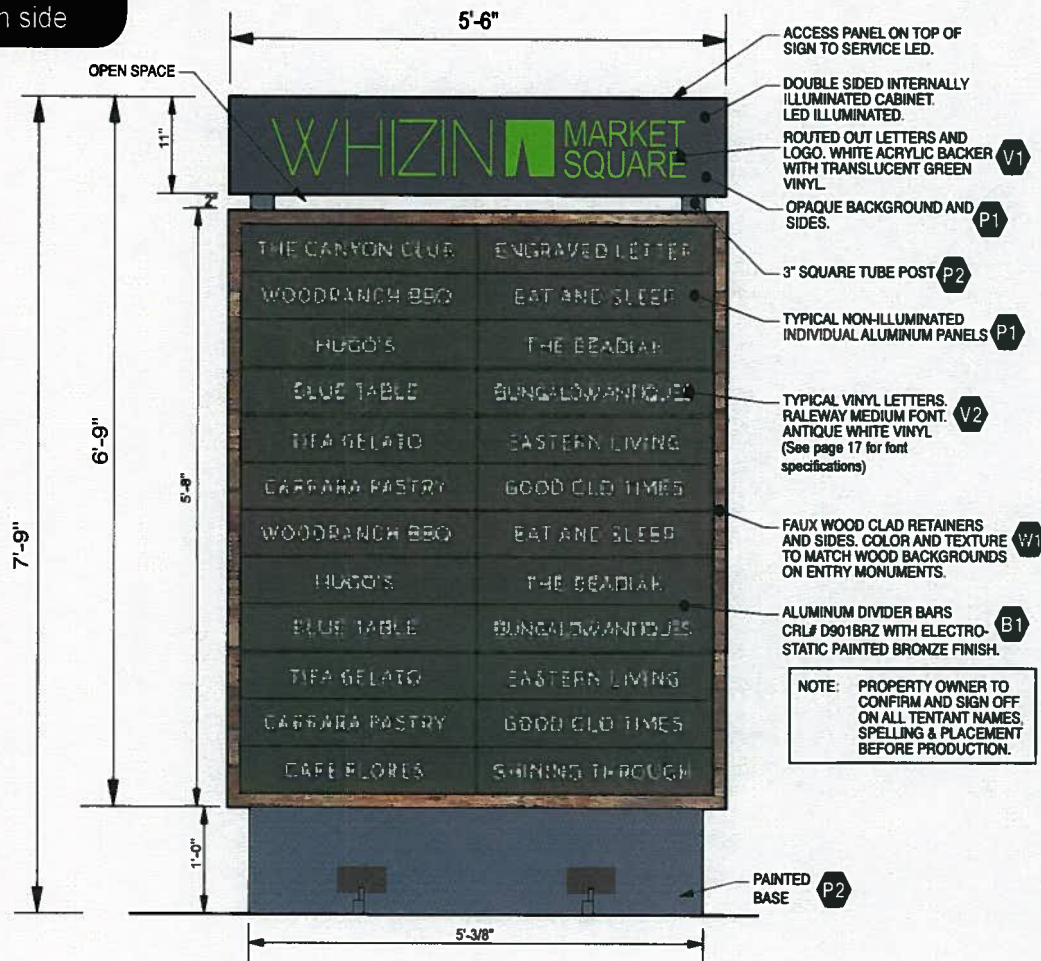
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WHIZIN MARKET SQUARE

Monument Directory Signs - M2 & M3 Materials

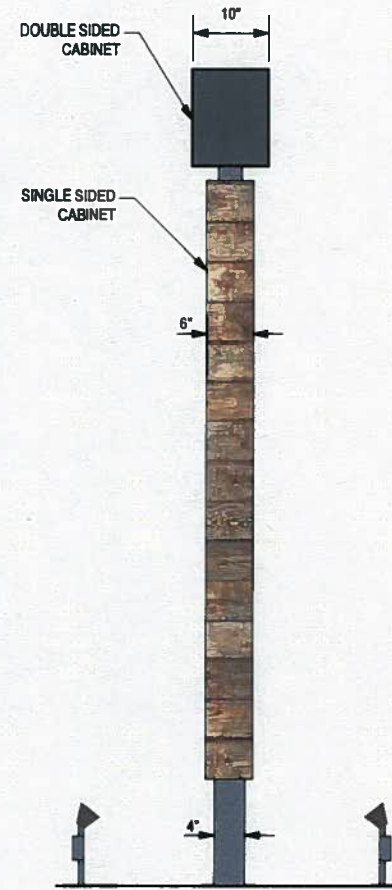
SIGN AREA
42.63 SQ FT
each side

DOUBLE SIDED MONUMENT SIGN



A FRONT VIEW
SCALE 3/4" = 1'

Additional Parking via Agoura Rd



B SIDE
SCALE 3/4" = 1'

VISIBLGRAPHICS

21220 Strabasso Street
Carpools Park, CA 91304
T 519.787.0477 x1062
E-Fax 818.477.5123
www.visiblegraphics.com

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WHIZIN MARKET SQUARE

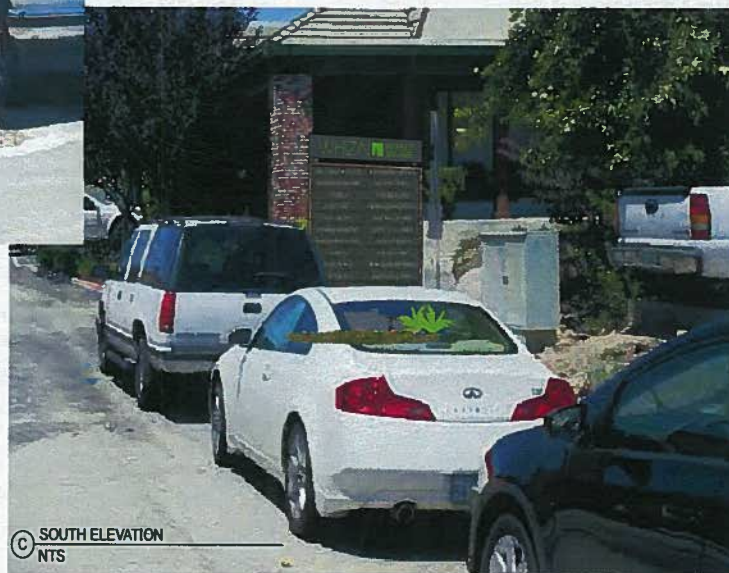
Monument Directory Sign - M2 Location & Photo-composites



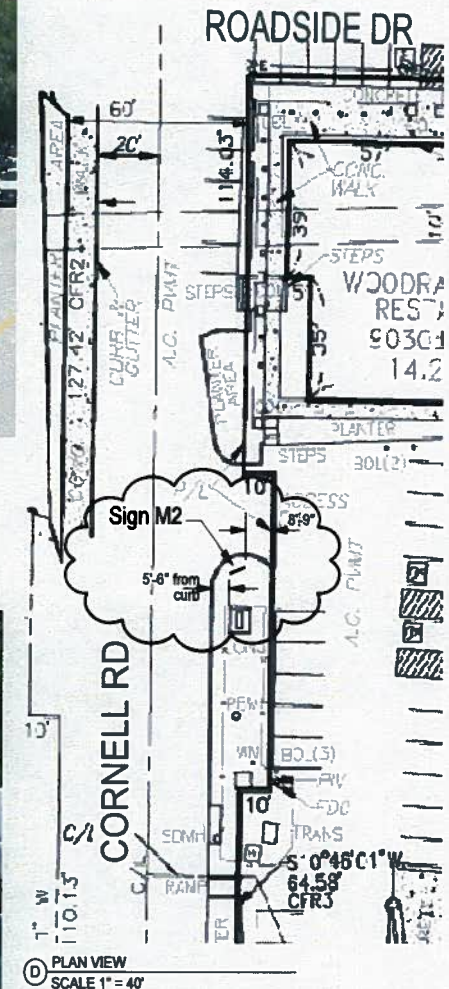
(A) NORTH ELEVATION
SCALE 1/2" = 1'



(B) VIEW FROM NORTHWEST
NTS



(C) SOUTH ELEVATION
NTS



(D) PLAN VIEW
SCALE 1" = 40'

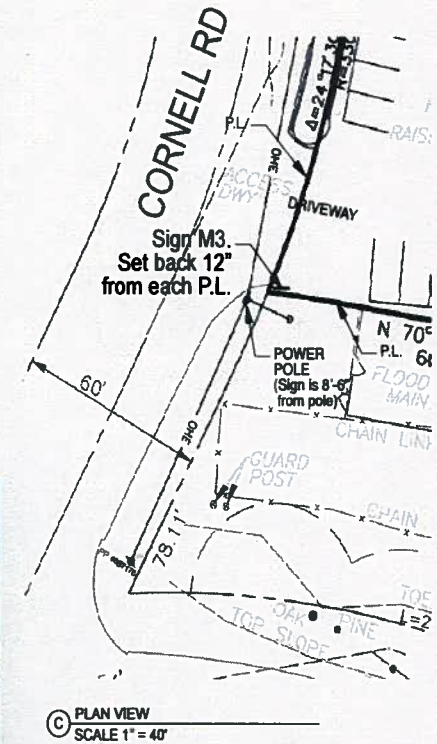
VISIBILEGRAPHICS
21520 Shubert Street
Cupertino, CA 95014
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E-Fax 510.477.5123
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WHIZIN MARKET SQUARE

Monument Directory Sign - M3 Location & Photo-composites



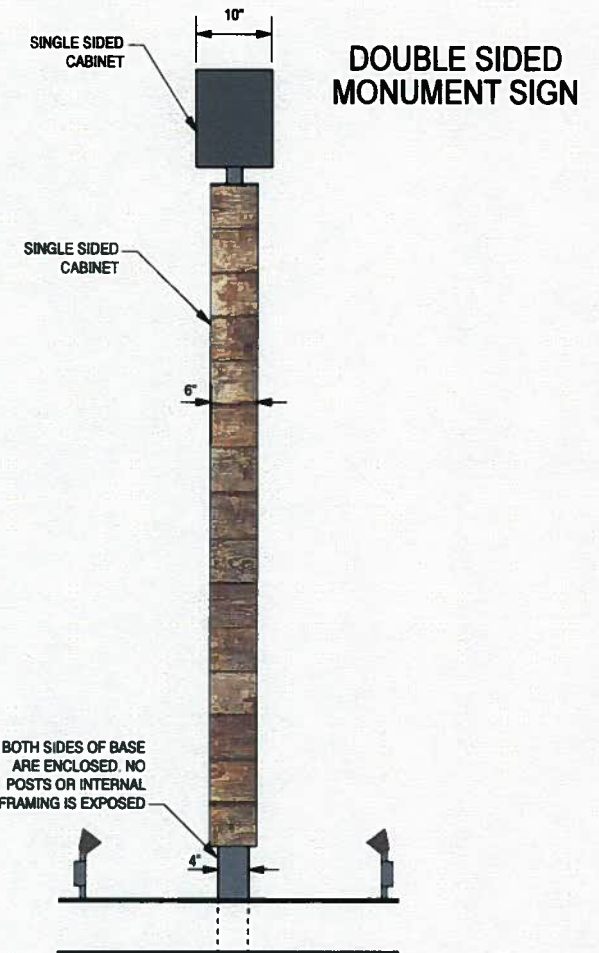
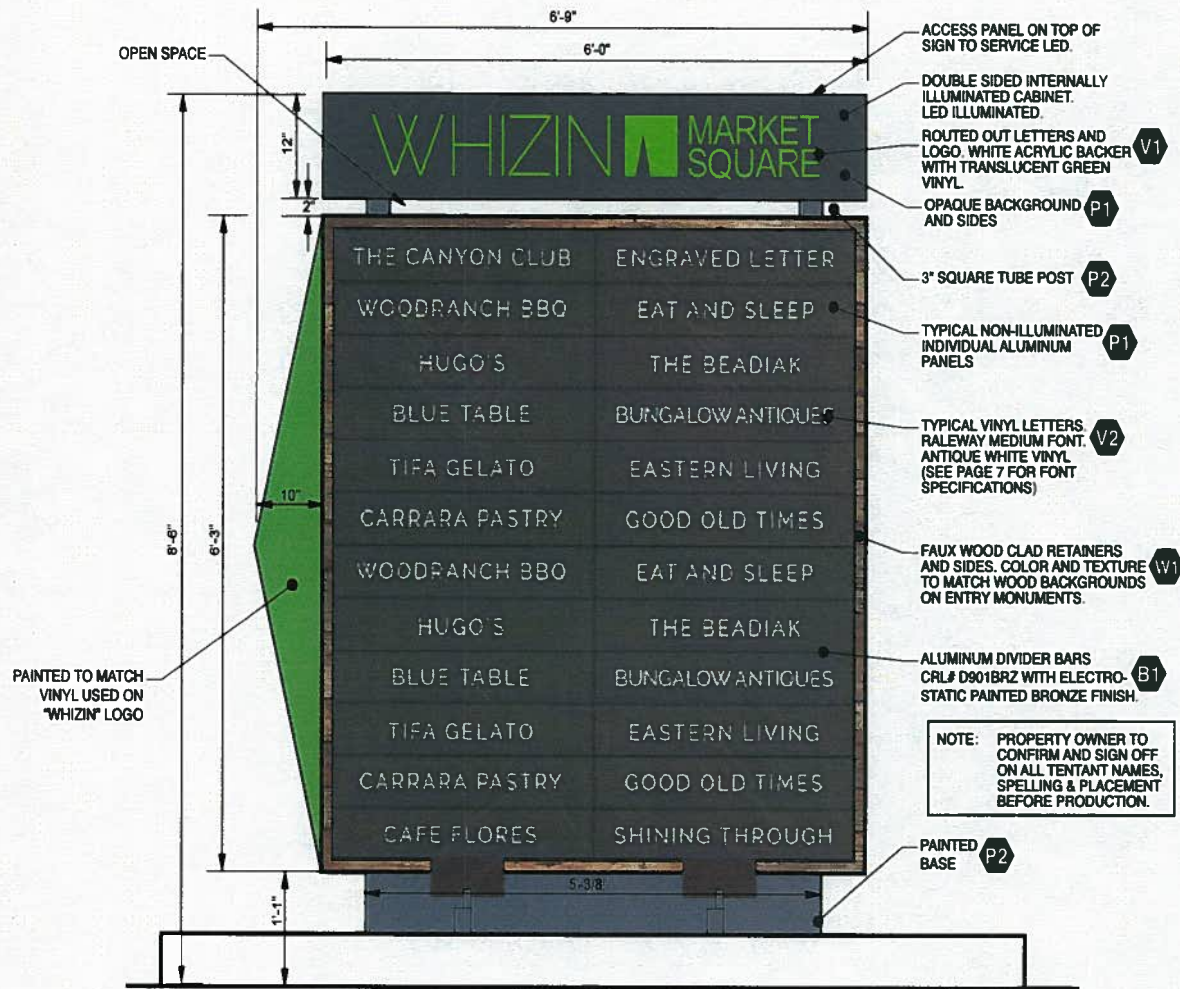
VISIBLOGRAPHICS
21520 Stratbarn Street
Castro Park, CA 91704
T 916.867.0477 v15022
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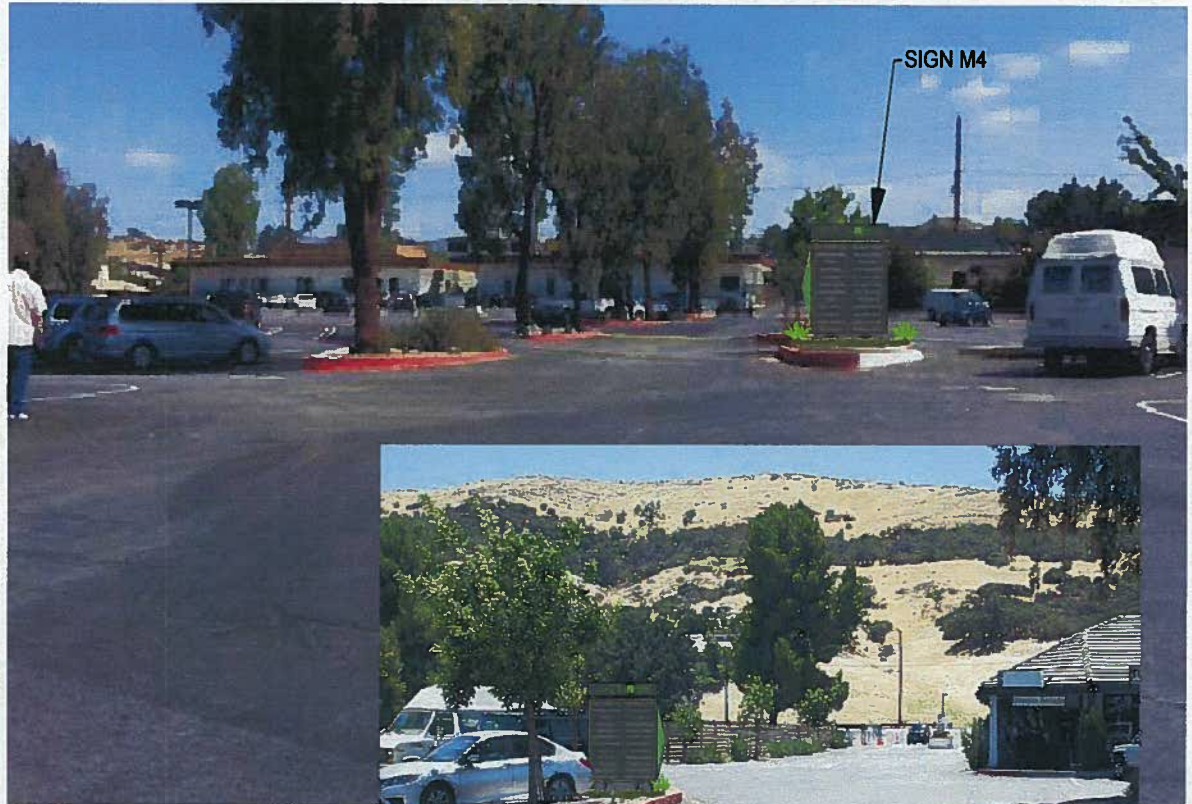
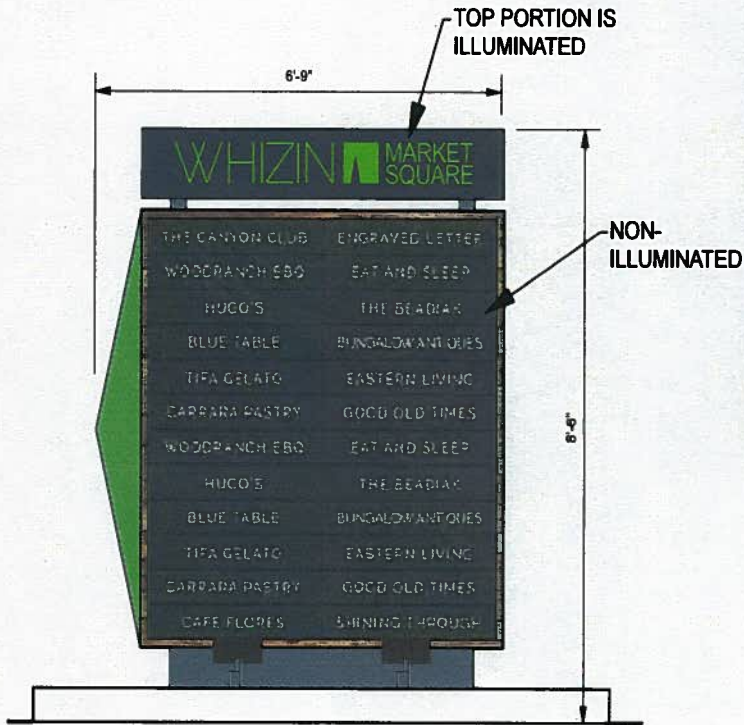
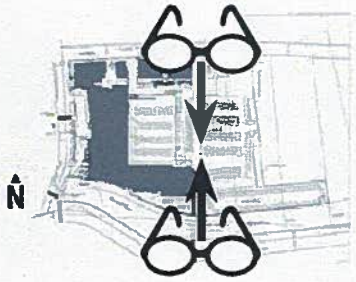
WHIZIN MARKET SQUARE

Monument Directory Sign - M4 Materials



WHIZIN MARKET SQUARE

Monument Directory Sign - M4 Location & Photo-composites



B PHOTOCOMPOSITE - VIEW FACING NORTH
NTS



C PHOTOCOMPOSITE - VIEW FACING SOUTH
NTS

A PARKING LOT DIRECTORY
SCALE 1/2" = 1'

VISIBLE GRAPHICS
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Cupertino Park, CA 91304
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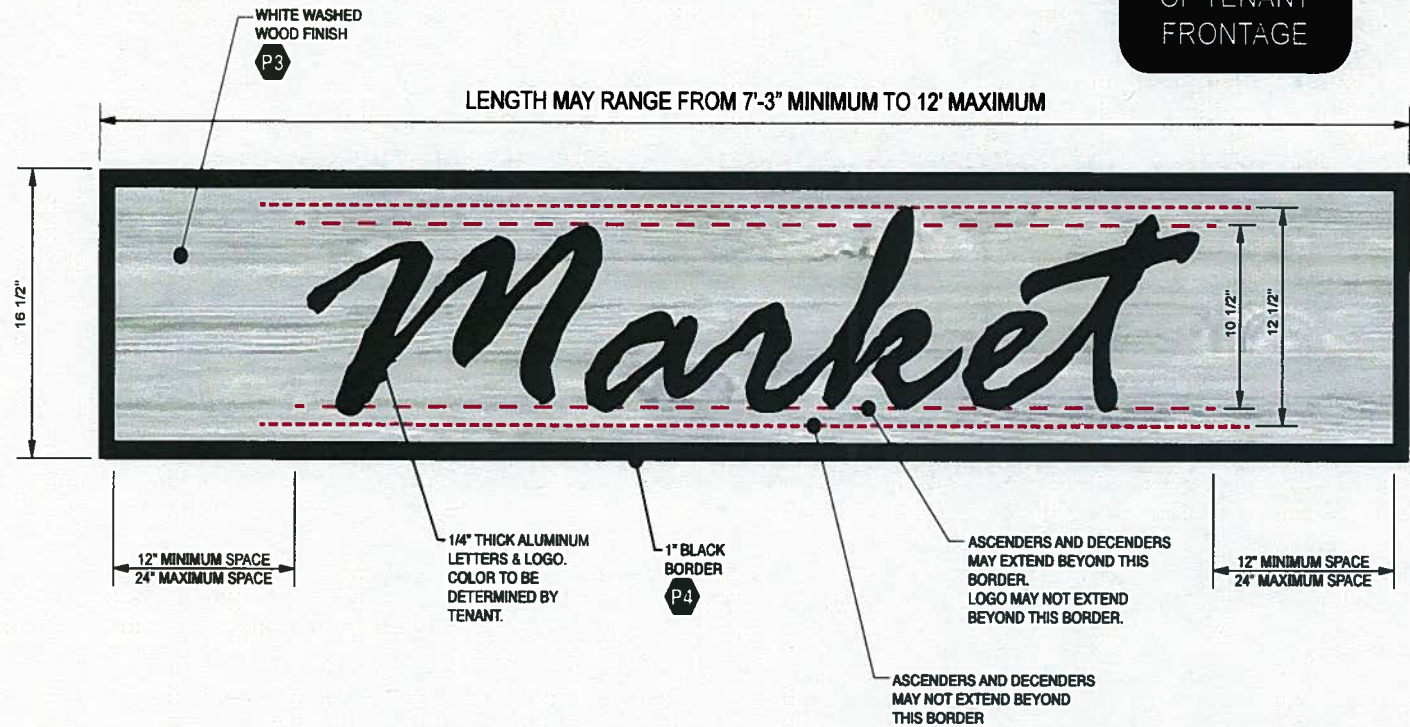
WHIZIN MARKET SQUARE

Wall Sign - W1 Artwork Spacing

ALLOWABLE SIGN AREA:
SIGN AREA MAY NEVER EXCEED 1 SQUARE FOOT PER EACH LINEAR FOOT OF TENANT FRONTAGE, OR MAXIMUM AREA BASED ON SIZE RANGE SHOWN BELOW, WHICHEVER IS SMALLER

SIGN AREA MAY NEVER EXCEED 16.5 SQ FT REGARDLESS OF TENANT FRONTAGE

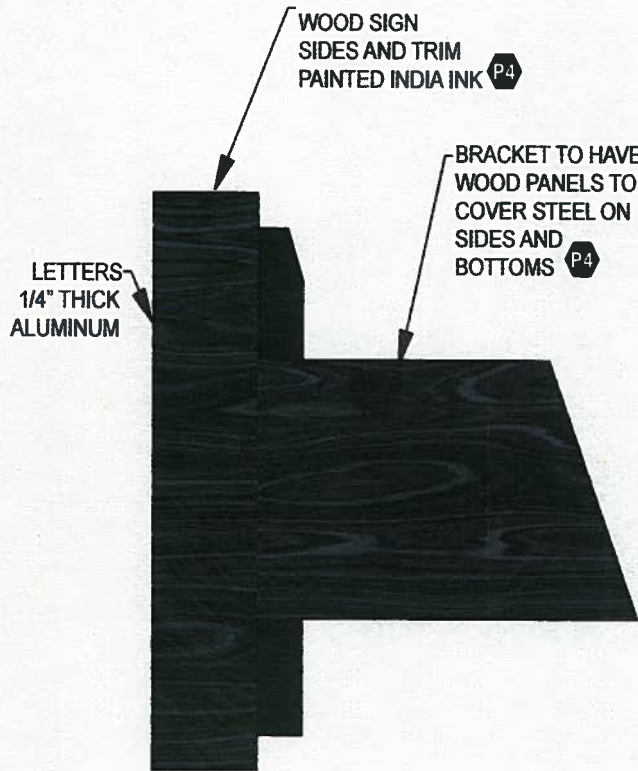
See page 17 for attachment and illumination requirements



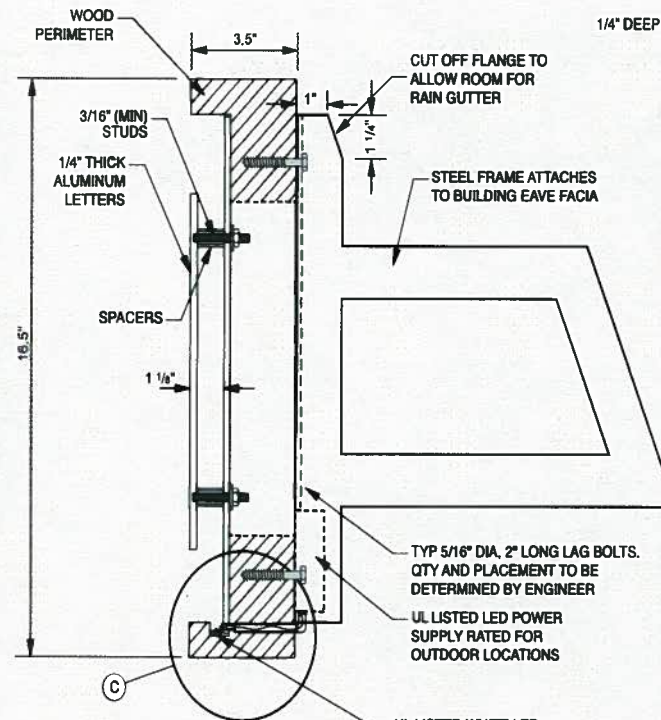
(A) SIZE & SPACING CRITERIA
SCALE 1 1/2" = 1'

WHIZIN MARKET SQUARE

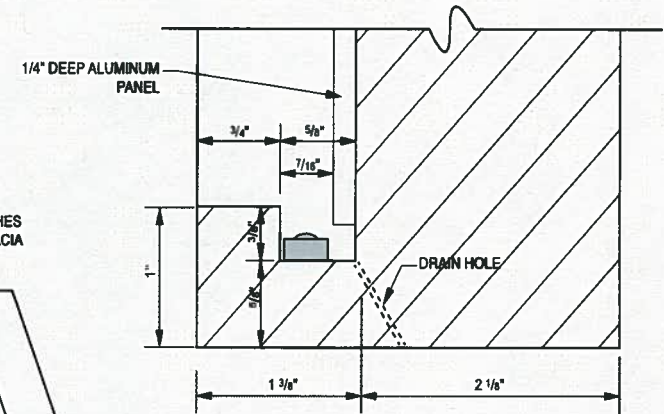
Wall Sign - W1 Typical Material & Attachment Details



(A) SIDE VIEW
SCALE 3" = 1"



(B) SECTION
SCALE 3" = 1"



(C) SECTION
SCALE 1" = 1"

VISIBLEGRAPHICS

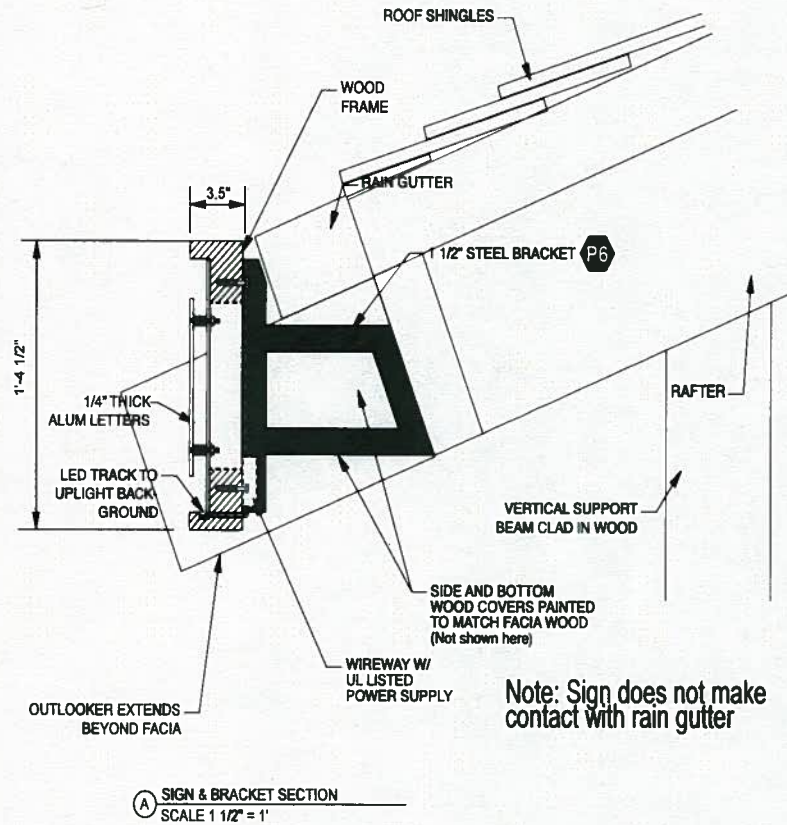
21520 Garbans Street
Cupertino, CA 95014
T 814.767.0477 x1062
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WHIZIN MARKET SQUARE

Wall Sign - W1 Typical Placement Detail & Photo-composite



(B) PHOTOCOMPOSITE
NTS

WHIZIN MARKET SQUARE

Wall Sign - W1 Typical
Photo-composite



A FRONT ELEVATION
SCALE 1/2" = 1'

VISIOLOGRAPHICS

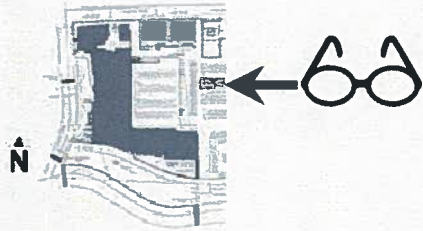
21520 Rivadero Street
Castroville, CA 95004
T: 818.783.6477 x1022
E-Fax: 818.477.5123
www.visiolographics.com

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PROJECT MANAGEMENT AND DESIGN

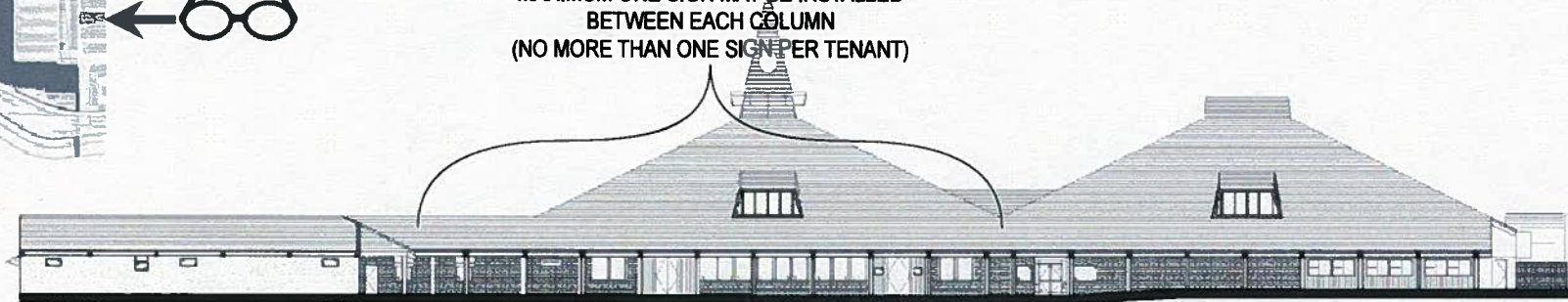
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Wall Sign - W1 Elevations

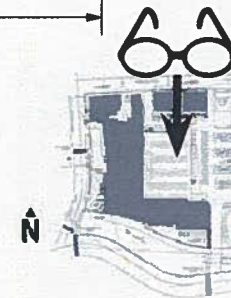


COURTYARD-FACING WALL SIGNS.
MAXIMUM ONE SIGN MAY BE INSTALLED
BETWEEN EACH COLUMN
(NO MORE THAN ONE SIGN PER TENANT)

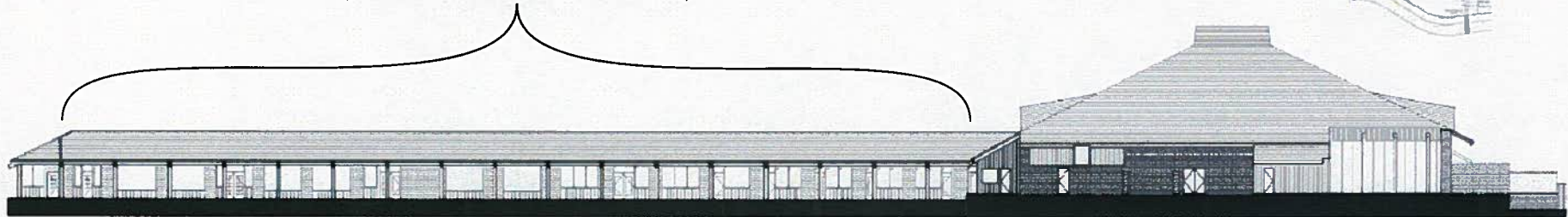


228'-0"

A EAST FACING ELEVATION
SCALE 1" = 25'



COURTYARD-FACING WALL SIGNS.
MAXIMUM ONE SIGN MAY BE INSTALLED
BETWEEN EACH COLUMN
(NO MORE THAN ONE SIGN PER TENANT)



219'-0"

B NORTH FACING ELEVATION
SCALE 1" = 25'

VISIBLEGRAPHICS

23420 Tynham Street
Concord Park, CA 91304
T 510.787.0477 x1057
E-Fax 618.417.5125
www.visiblegraphics.com

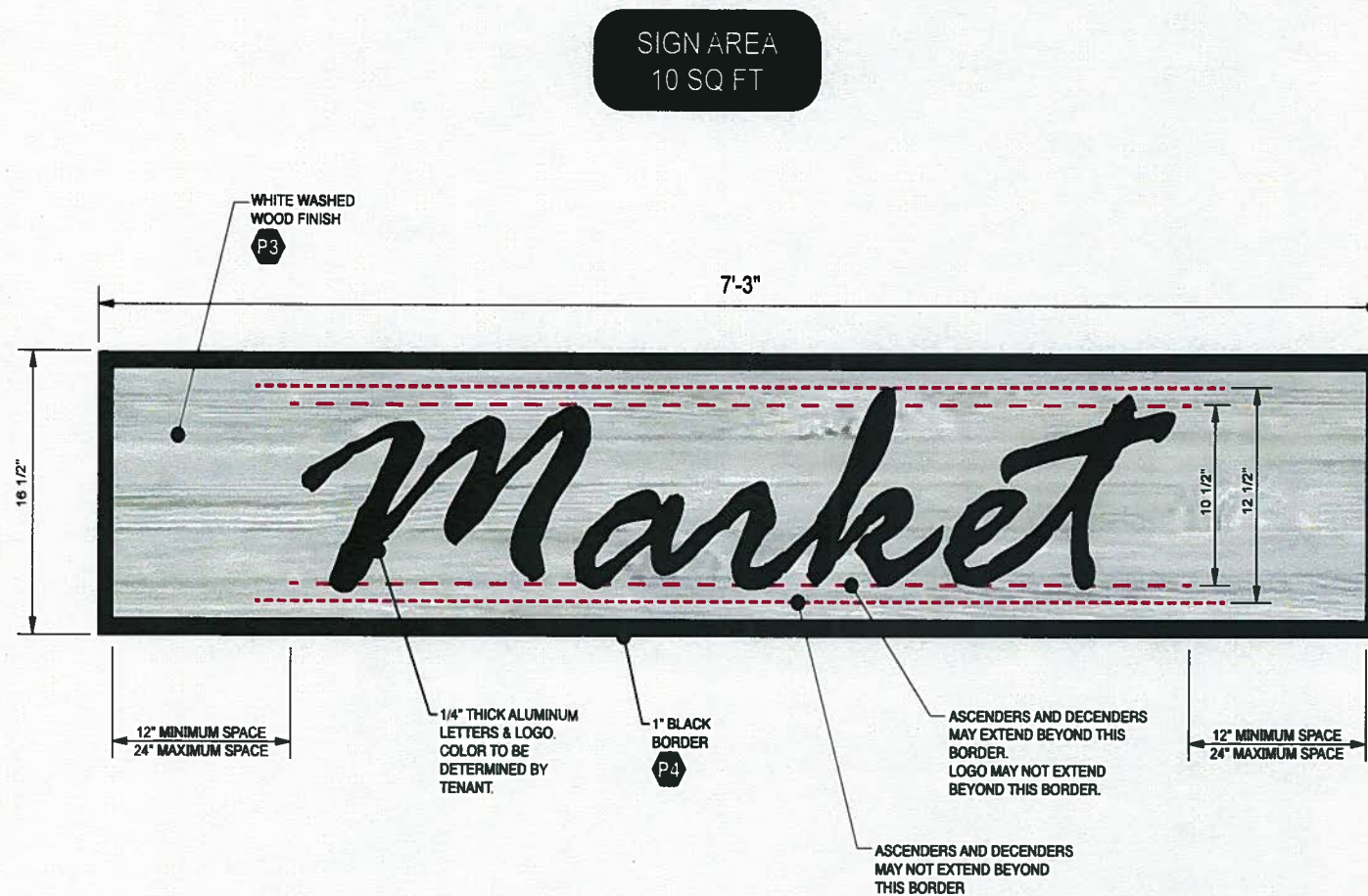
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PROJECT MANAGEMENT AND DESIGN

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WHIZIN MARKET SQUARE

Wall Sign - W2 Typical Artwork Spacing

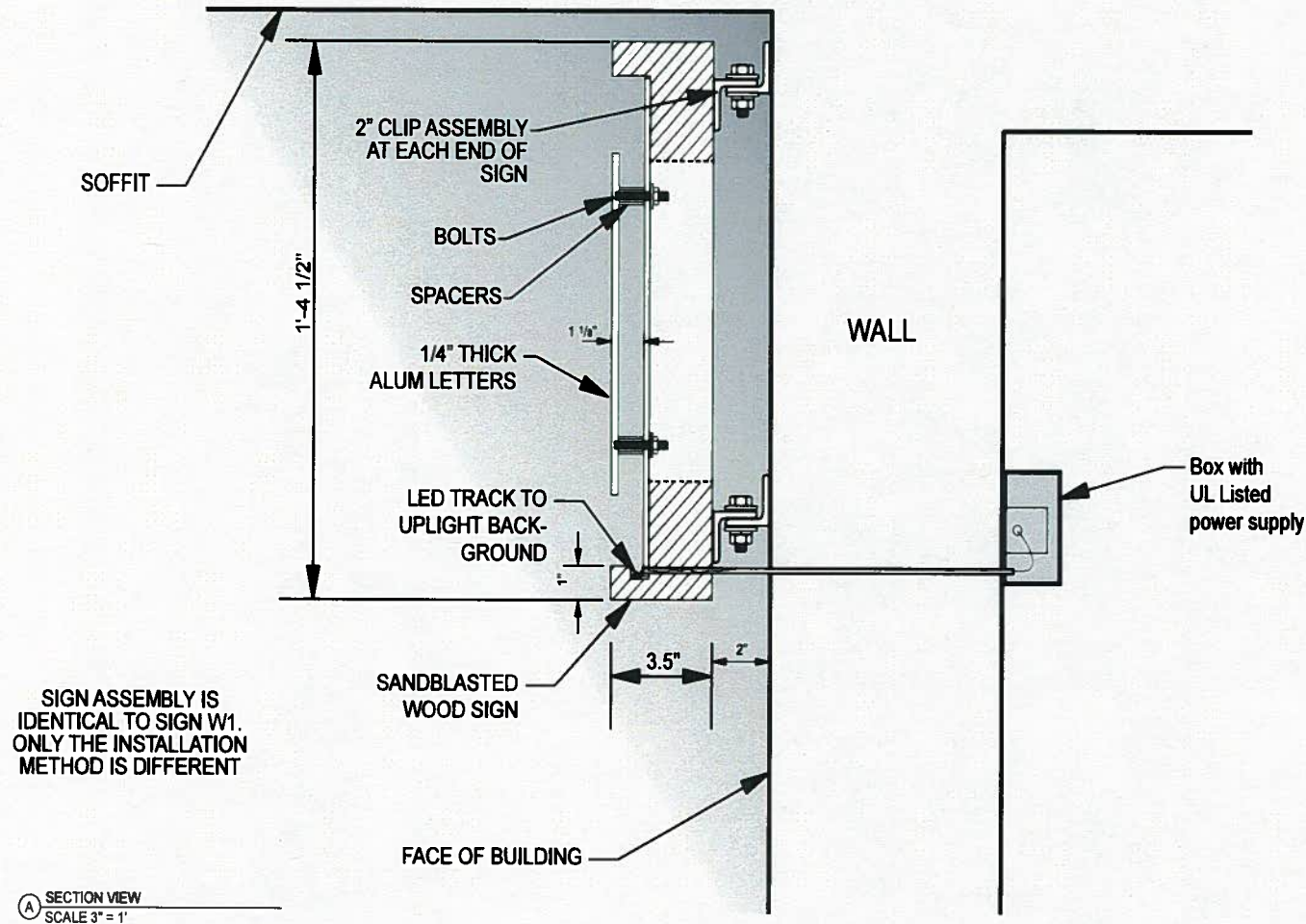
See page 22 for attachment
and illumination requirements



A SIZE CRITERIA
SCALE 1 1/2" = 1'

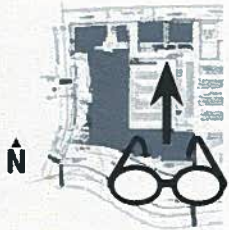
WHIZIN MARKET SQUARE

Wall Sign - W2 Typical Attachment Detail for Roadside Buildings

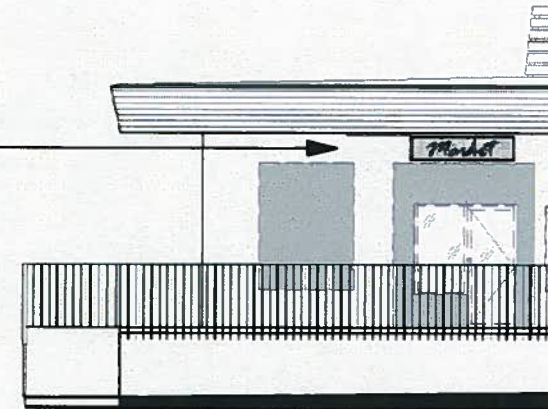


WHIZIN MARKET SQUARE

Wall Sign - W2 Roadside Buildings Elevations



WALL SIGNS TO BE CENTERED
VERTICALLY IN SIGN BAND



(B) VERTICAL SIGN LOCATION
NTS

COURTYARD-FACING WALL SIGNS.
MAXIMUM ONE SIGN PER TENANT
CENTERED OVER STOREFRONT



(A) ROADSIDE BUILDINGS - SOUTH ELEVATION
SCALE 1/16" = 1'

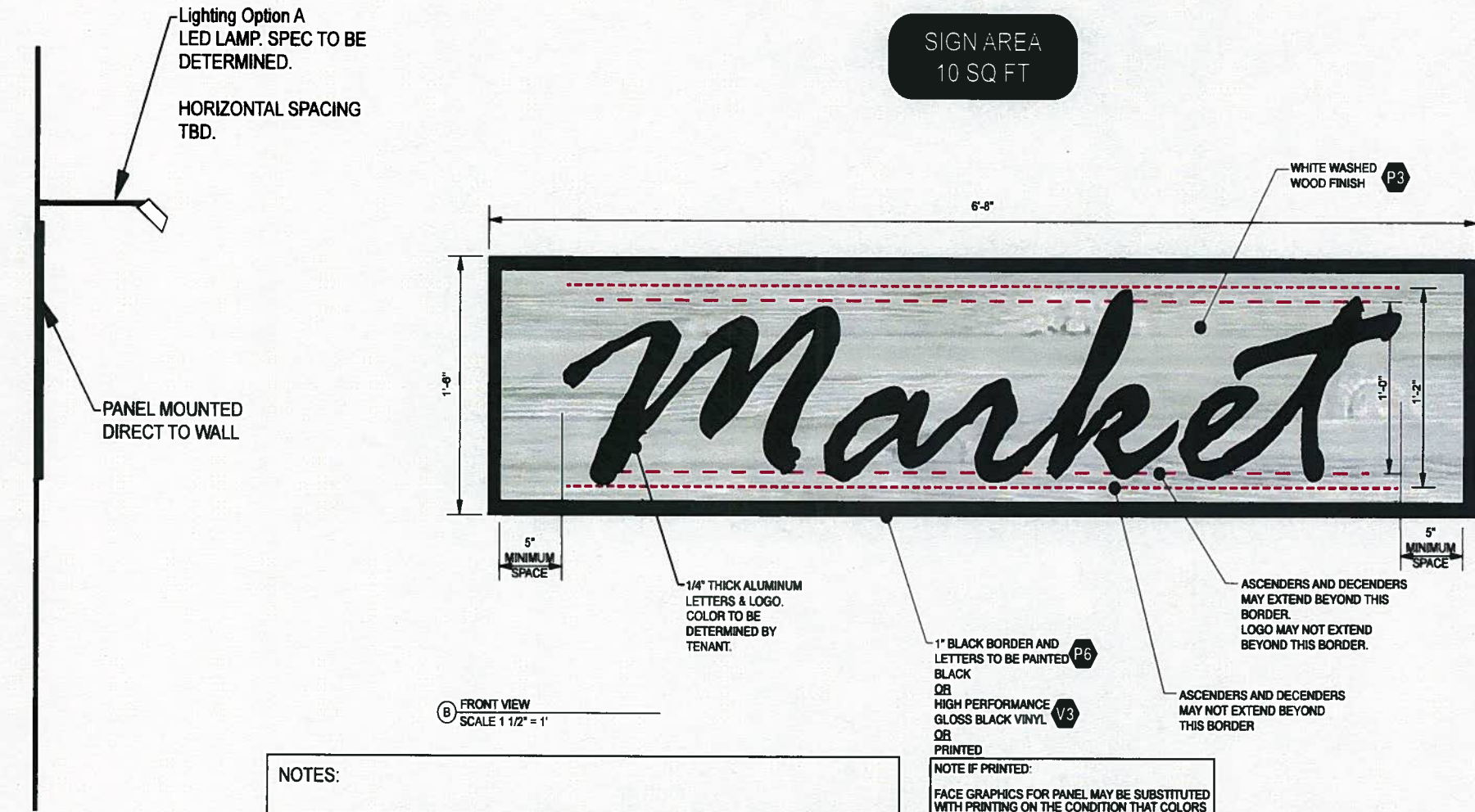
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Canyon Park, CA 91304
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WHIZIN MARKET SQUARE

Wall Sign - W3 Typical Artwork Spacing & Attachment Details



NOTES:

PANEL THICKNESS MAY RANGE FROM 1/8" TO 1/4" BUT MUST NOT HAVE ANY KINKS OR "OIL CANNING". MATERIAL MAY BE DIBOND, ALUCABOND, ALUMINUM, ETC.

INSTALLATION HARDWARE MAY ONLY BE LOCATED WITHIN BLACK TEXT OR BORDER AND MUST BE PAINTED BLACK TO MATCH.

NOTE IF PRINTED:

FACE GRAPHICS FOR PANEL MAY BE SUBSTITUTED WITH PRINTING ON THE CONDITION THAT COLORS MATCH COORESPONDING PAINT. LONG TERM QUALITY PRINTING PROCESS IS USED AND ENTIRE FACE IS COATED WITH LONG TERM UV COATING.

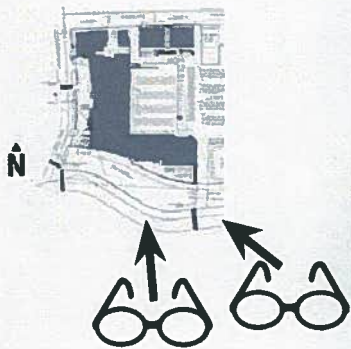
(A) SIDE VIEW
SCALE 3/4" = 1'

WHIZIN MARKET SQUARE

Wall Sign - W3
Renderings



A RENDERING, FACING AGOURA RD
NTS

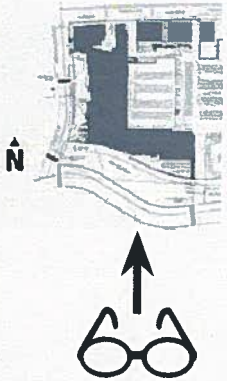


B RENDERING, FACING AGOURA RD
NTS

VISIBLEGRAPHICS
21500 Strathern Street
Carroll Park, CA 91304
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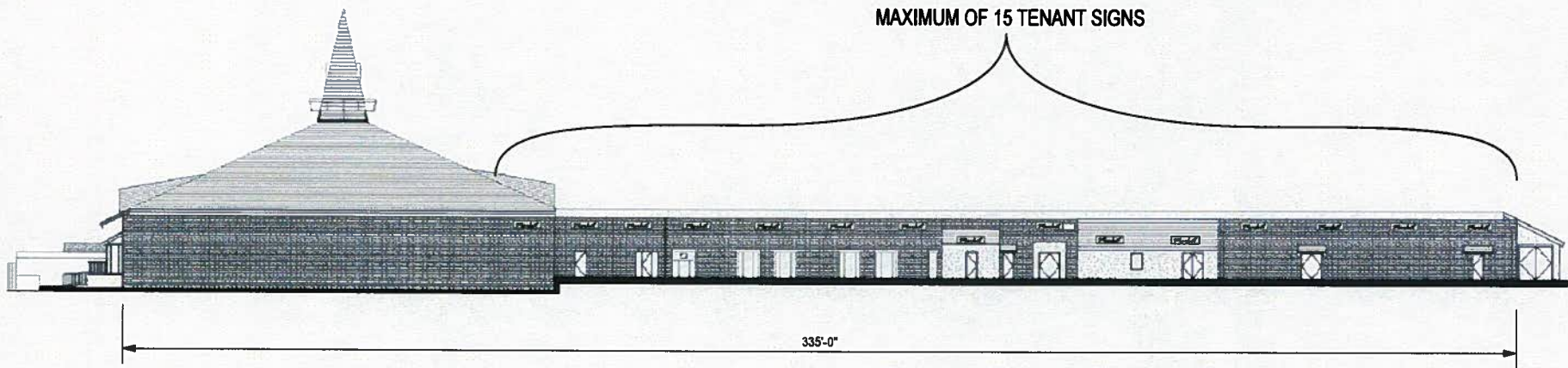
WHIZIN MARKET SQUARE

Wall Signs - W3 Elevation



NOTES:
SIGNS TO BE INSTALLED WITHIN
TENANT FRONTAGE.

SIGNS ALONG CONTINUOUS WALL
MAY NOT BE CLOSER THAN 10'
TO NEIGHBORING SIGNS.



(A) SOUTH FACING ELEVATION
SCALE 1" = 25'

VISEBLOGRAPHICS

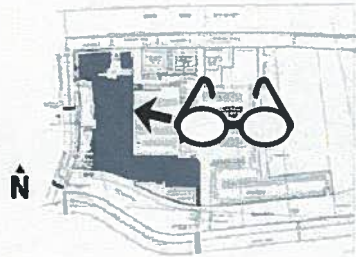
21520 Straborn Street
Castro Park, CA 91704
T: 916.461.0477 x1000
E: Fax: 916.477.5123
www.viseblographics.com

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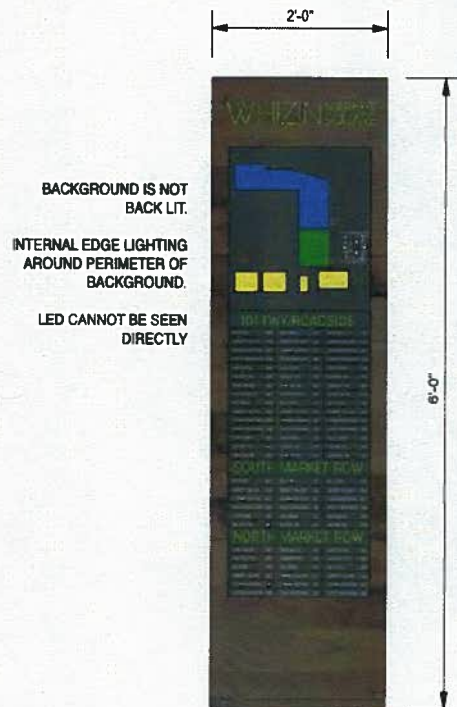
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WHIZIN MARKET SQUARE

Pedestrian Wall Sign - W4
Elevation



SINGLE SIDED INTERNALLY ILLUMINATED CABINET



(A) PEDESTRIAN DIRECTORY
SCALE 3/4" = 1'



(B) PHOTO COMPOSITE
NTS

SIGN AREA
12 SQ FT



(C) EXISTING
NTS

VISEBARGRAPHICS
21520 Southam Street
Cabrera Park, CA 91304
T 618.761.6477 x1062
E-Fax 618.477.5123
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WHIZIN MARKET SQUARE

Wall Sign - W5 Elevation

See page 36 for attachment
and illumination requirements



A FRONT ELEVATION
NTS

SIGN PLACEMENT:
CENTER SIGN VERTICALLY.
AND HORIZONTALLY IN SIGN BAND.

ESB GRAPHICS
215.20 Starbarn Street
Castroville, CA 95004
T 816.767.0477 x1062
E-Fax 816.477.5123
www.esb-graphics.com

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WHIZIN MARKET SQUARE

Wall Sign - W5e Elevation

SIGN PLACEMENT:
CENTER SIGN VERTICALLY.
AND HORIZONTALLY IN SIGN BAND.

Sign W5e
MAX SIGN AREA
25 SQ FT

LETTERS & LOGO TO BE
PAINTED 'IRON MOUNTED' P1
GRAY

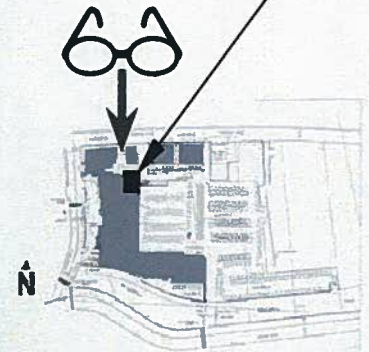
SIGN MUST BE CENTERED
HORIZONTALLY WITHIN
THIS AREA

Signage shown is existing as of the submittal date of this criteria. If this tenant signage is changed, it must be approved by the City of Agoura Hills per the criteria shown on this page. Maximum sign area is 26.78 square feet. Max 4' high x 7' wide.

See page 36 for attachment and illumination requirements



Sign W5e is to be used strictly for this tenant space



NORTH ELEVATION
SCALE 3/16" = 1'

VISIBLOGRAPHICS
71520 Stratbarn Street
Castaño Park, CA 91304
T 818.867.6477 v1022
E-Fax: 818.477.5123
www.visiblographics.com

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WHIZIN MARKET SQUARE

Wall Sign - W5b Elevation

THIS SIGNBAND IS UTILIZED BY
TENANT AT 29000 ROADSIDE DR.
(SEE INSET ELEVATION BELOW)

MAX SIGN AREA
22 SQ FT

LETTERS & LOGO TO BE
PAINTED "IRON MOUNTED"
GRAY P1

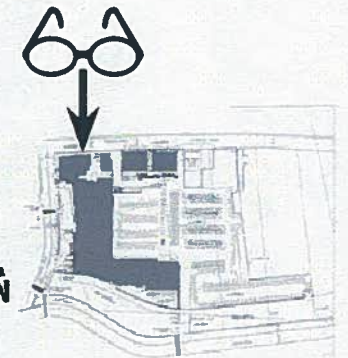
SIGN IS RESTRICTED TO
THIS AREA, BUT MAY NOT
EXCEED MAXIMUM
ALLOWABLE AREA

PAINTED
TRIM P4

PAINTED
WALL P5

See page 36 for attachment
and illumination requirements

SIGN PLACEMENT:
CENTER SIGN VERTICALLY
AND HORIZONTALLY IN SIGN BAND.



A FRONT ELEVATION
SCALE 1/2" = 1'

B 29000 ROADSIDE DR STOREFRONT
SCALE 1/8" = 1'

VISIBLEGRAPHICS

21530 Stralham Street
Cupertino, CA 91034
T: 818.767.0477 x1002
E-Fax: 818.477.5123
www.visiblegraphics.com

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WHIZIN MARKET SQUARE

Wall Sign - W6a Elevation

MAX SIGN AREA
42 SQ FT

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If this tenant signage is changed, it must be approved by the City
of Agoura Hills per the criteria shown on this page.

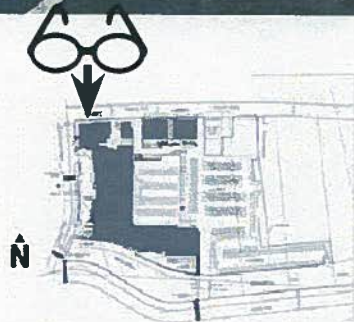
See page 36 for attachment
and illumination requirements



SIGN PLACEMENT:
CENTER SIGN VERTICALLY.
AND HORIZONTIALLY IN SIGN BAND.



(A) FRONT ELEVATION
SCALE 3/8" = 1'



W6a

W6b

VISION GRAPHICS

21520 Shalburn Street
Canyon Park, CA 91384
T: 818.283.0477 x1022
E-Fax: 818.477.5123
www.visiongraphics.com

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WHIZIN MARKET SQUARE

Wall Sign - W6b Elevation

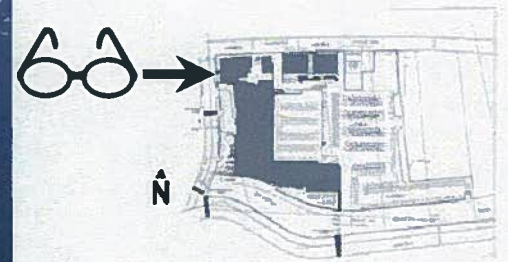
MAX SIGN AREA
33 SQ FT

Signage shown is existing as of the submittal date of this criteria.
If this tenant signage is changed, it must be approved by the City
of Agoura Hills per the criteria shown on this page.



FRONT ELEVATION:
SCALE: 3/8" = 1'

See page 36 for attachment
and illumination requirements



**SIGN PLACEMENT:
CENTER SIGN VERTICALLY.
AND HORIZONTALY IN SIGN BAND.**

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Canyon Park, CA 91304
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WHIZIN MARKET SQUARE

Wall Signs - W5c & W5d Elevation

Signage shown is existing as of the submittal date of this criteria. If this tenant signage is changed, it must be approved by the City of Agoura Hills per the criteria shown on this page.



Sign W5c
MAX SIGN AREA
29.5 SQ FT

Sign W5d
MAX SIGN AREA
29.5 SQ FT

LETTERS & LOGO TO BE PAINTED "IRON MOUNTED" GRAY (P1)

LETTERS & LOGO TO BE PAINTED "IRON MOUNTED" GRAY (P1)

PAINTED TRIM (P4)

PAINTED TRIM (P4)

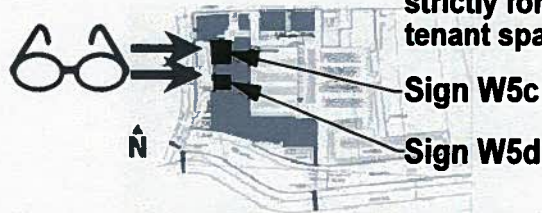
PAINTED WALL (P5)

PAINTED WALL (P5)

FRONT ELEVATION
SCALE 3/16" = 1'

Signs must be used strictly for these tenant spaces

See page 36 for attachment and illumination requirements



SIGN PLACEMENT:
CENTER SIGNS VERTICALLY.
AND HORIZONTALLY IN SIGN BANDS.

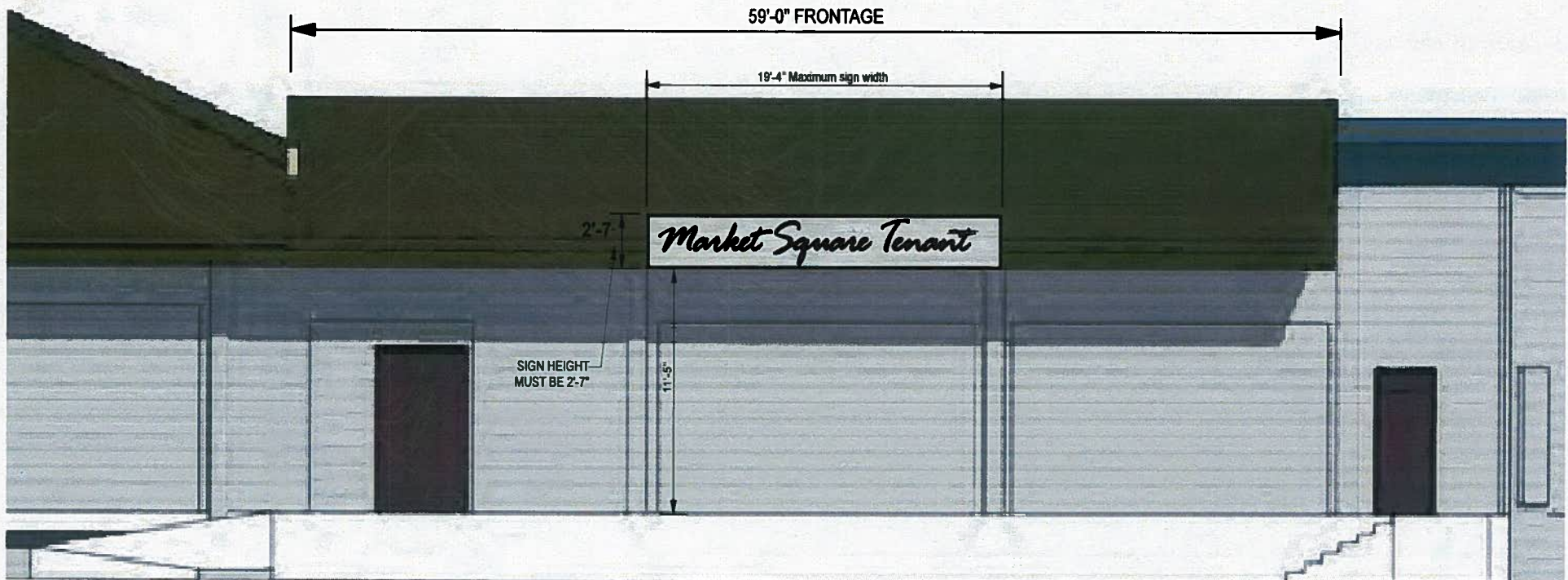
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Carpool Park, CA 91304
T: 818.787.0477 x1062
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WHIZIN MARKET SQUARE

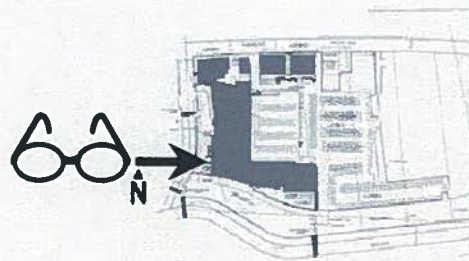
Wall Sign - W7 Front Elevation

MAX SIGN AREA
50 SQ FT

See page 17 for attachment
and illumination requirements



A FRONT ELEVATION
SCALE 3/16" = 1'



VISIBLEGRAPHICS

21520 Sunbeam Street
Cathlamet Park, CA 91304
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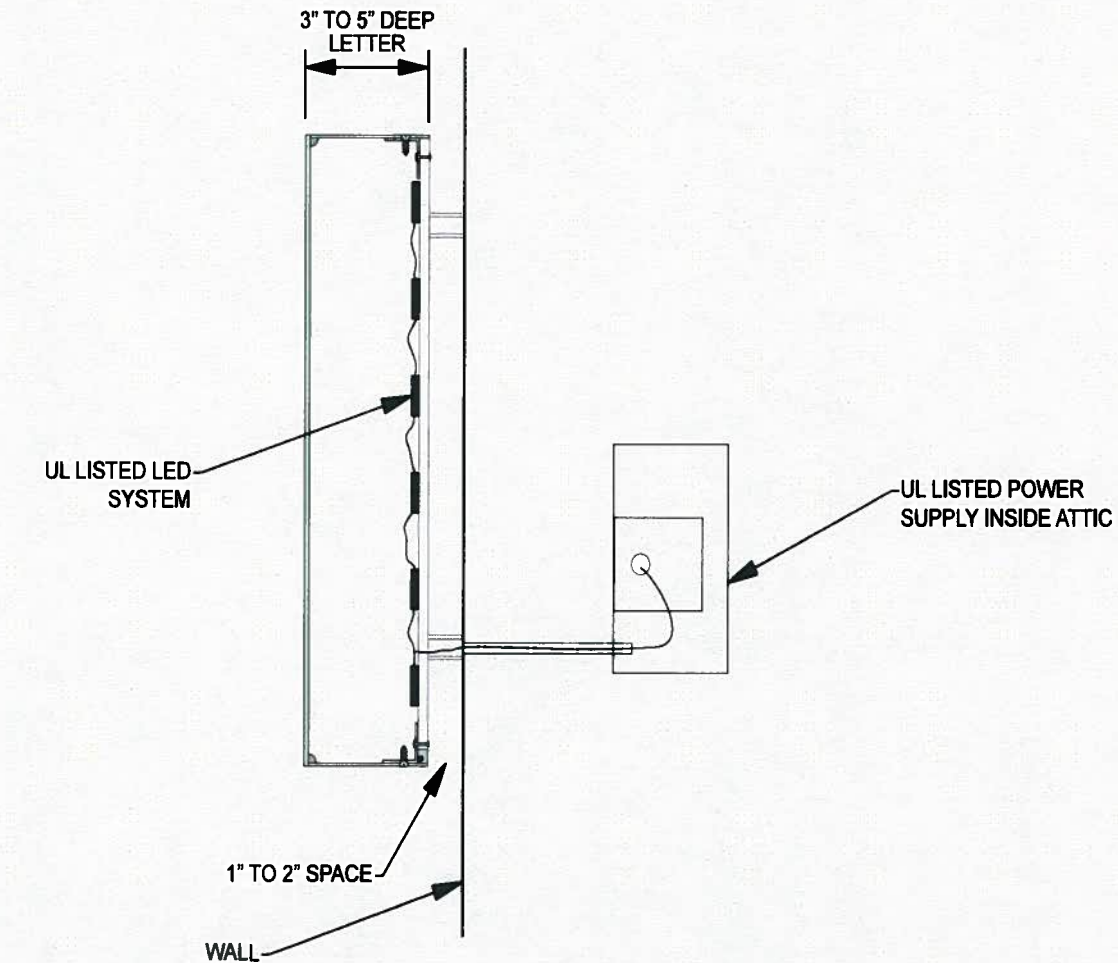
WHIZIN MARKET SQUARE

Wall Signs - W5, W6 & W7

Typical Letter Type & Attachment Details

LETTER TYPE TO BE REVERSE
CHANNEL LETTERS WITH INTERNAL
HALO ILLUMINATION.

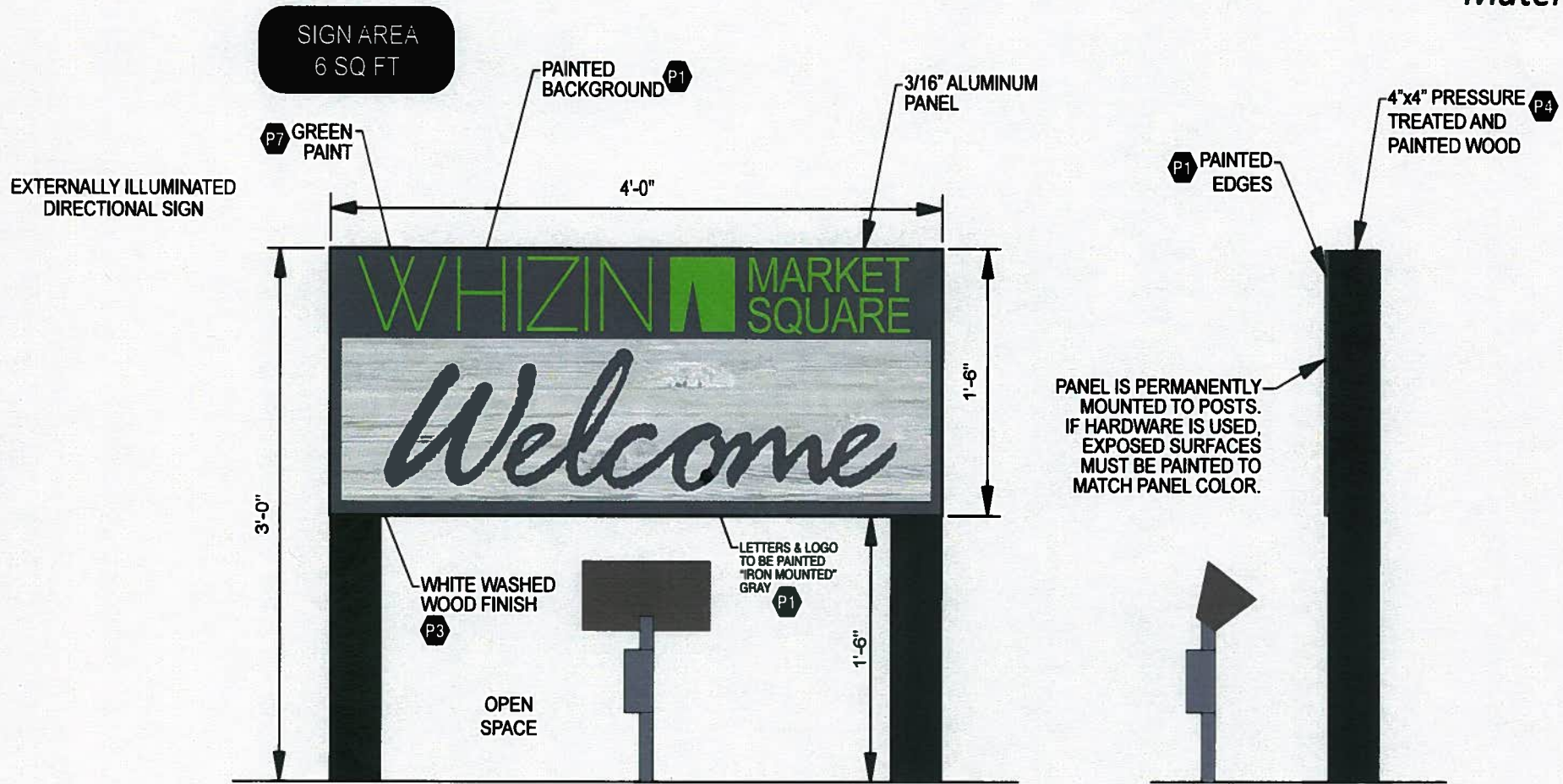
LETTERS & LOGO TO BE PAINTED **P1**
"IRON MOUNTED" GRAY



A SECTION VIEW
NTS

WHIZIN MARKET SQUARE

Directional Signs - D1, D2 & D7 Materials



(A) TYPICAL DIRECTIONAL SIGN DETAILS
SCALE 1 1/2" = 1'

(B) SIDE VIEW
SCALE 1 1/2" = 1'

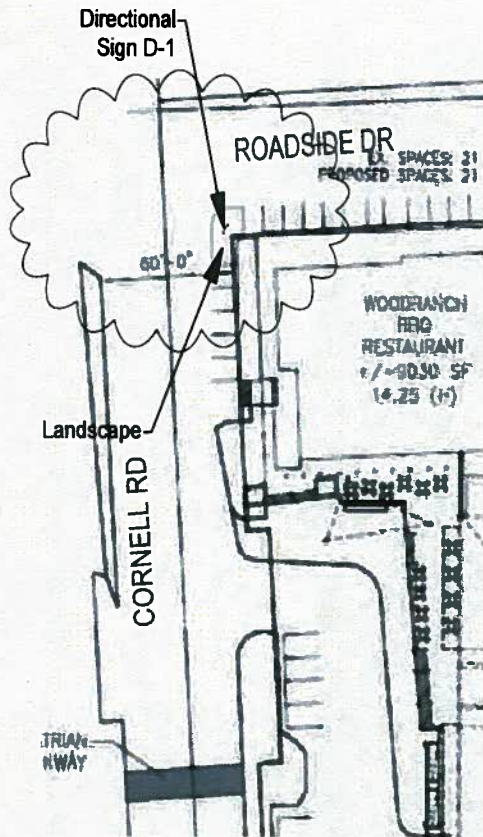
NOTE:

FACE GRAPHICS FOR PANEL MAY BE SUBSTITUTED WITH PRINTING ON THE CONDITION THAT COLORS MATCH COORESPONDING PAINT, LONG TERM QUALITY PRINTING PROCESS IS USED AND ENTIRE FACE IS COATED WITH LONG TERM UV COATING.

Sign D1: Single-sided
Sign D2: Double-sided
Sign D7: Double-sided

WHIZIN MARKET SQUARE

*Directional Sign - D1
Location & Photo-composite*



A LOCATION. PLAN VIEW
NTS



B PHOTOCOMPOSITE
NTS

Sign D1: Single-sided

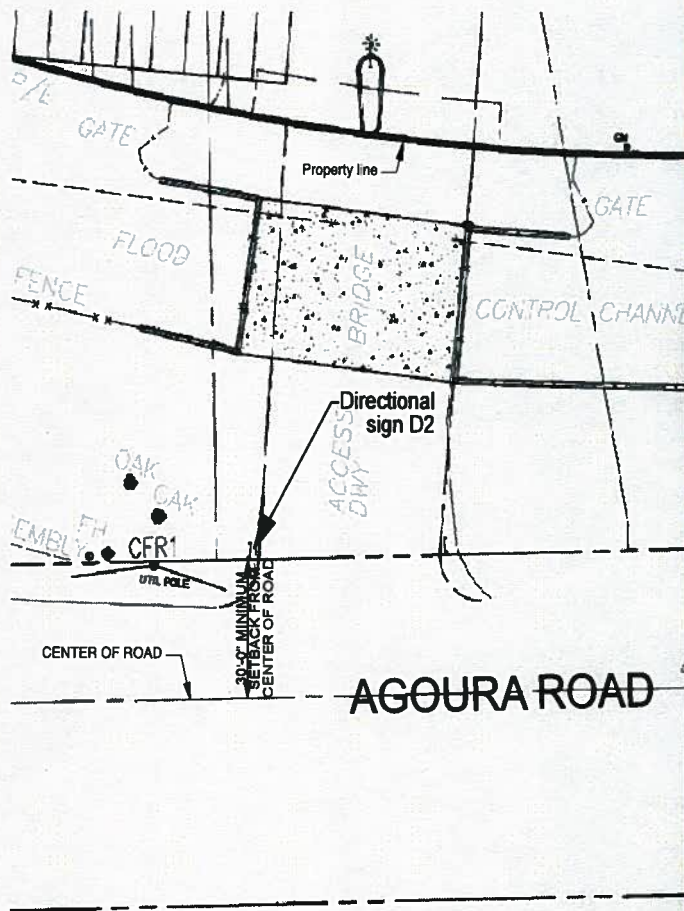
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*Directional Sign - D2
Location & Photo-composite*



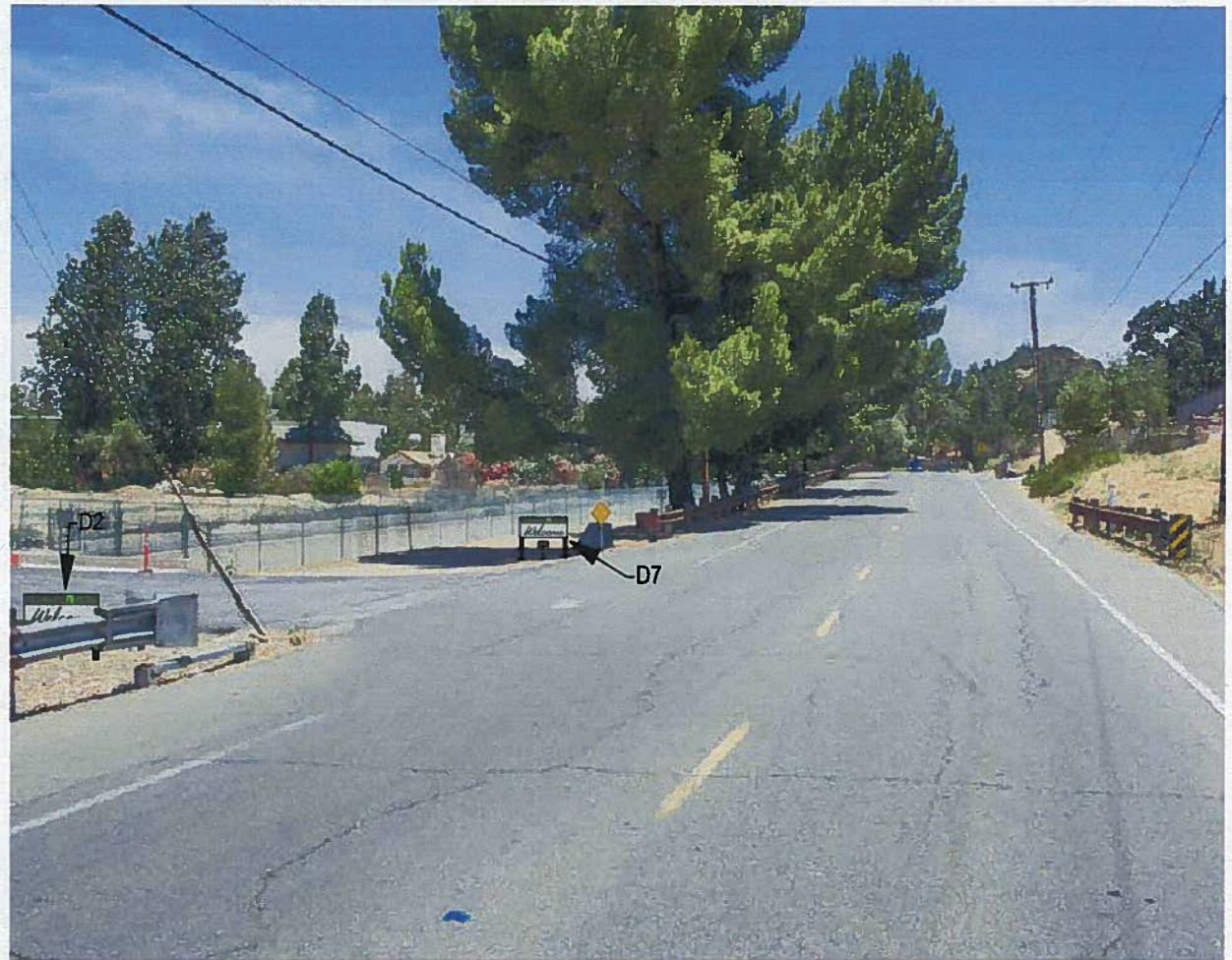
(A) LOCATION. PLAN VIEW
SCALE 1" = 30'

(B) PHOTO-COMPOSITE - VIEW FACING WEST
NTS

Sign D2: Double-sided

WHIZIN MARKET SQUARE

*Directional Sign - D7
Location & Photo-composite*



A LOCATION, PLAN VIEW
SCALE 1" = 30'

B PHOTO-COMPOSITE - VIEW FACING WEST
NTS

Sign D7: Double-sided

VISIBLE GRAPHICS
21E20 Southern Street
Canoga Park, CA 91304
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WHIZIN MARKET SQUARE

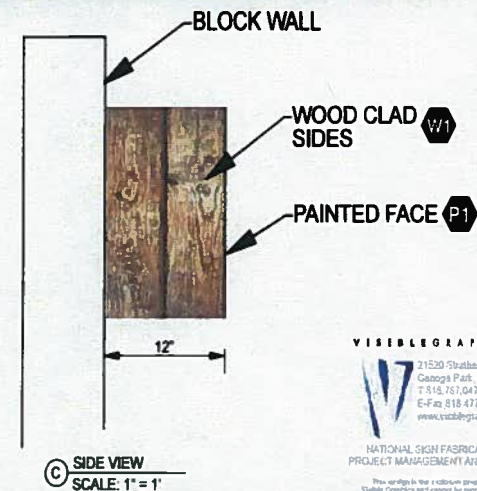
Directional Sign - D3a
Material & Existing Elevation



A FRONT ELEVATION - FACING WEST
SCALE: 1/4" = 1'



B COLOR CALLOUTS
SCALE: 1" = 1'



VISIBLE GRAPHICS
21530 Skatlam Street
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WHIZIN MARKET SQUARE

Directional Sign - D3b
Sign Layout. Existing & Rendering



A FACING SOUTH
NTS

SIGN AREA
6.75 SQ FT



B SPECIFIC LAYOUT
SCALE: 1" = 1'

VISIBLGEOPHICS

21520 Strathorn Street
Castroville, CA 95004
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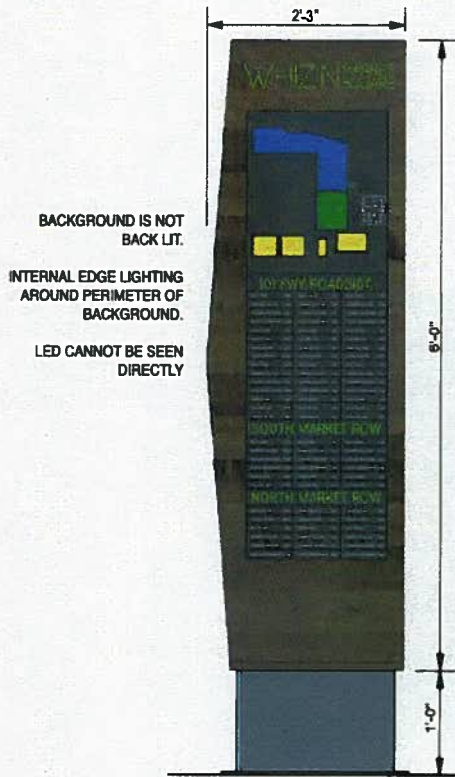
WHIZIN MARKET SQUARE

Pedestrian Directional Sign - D4 Elevation

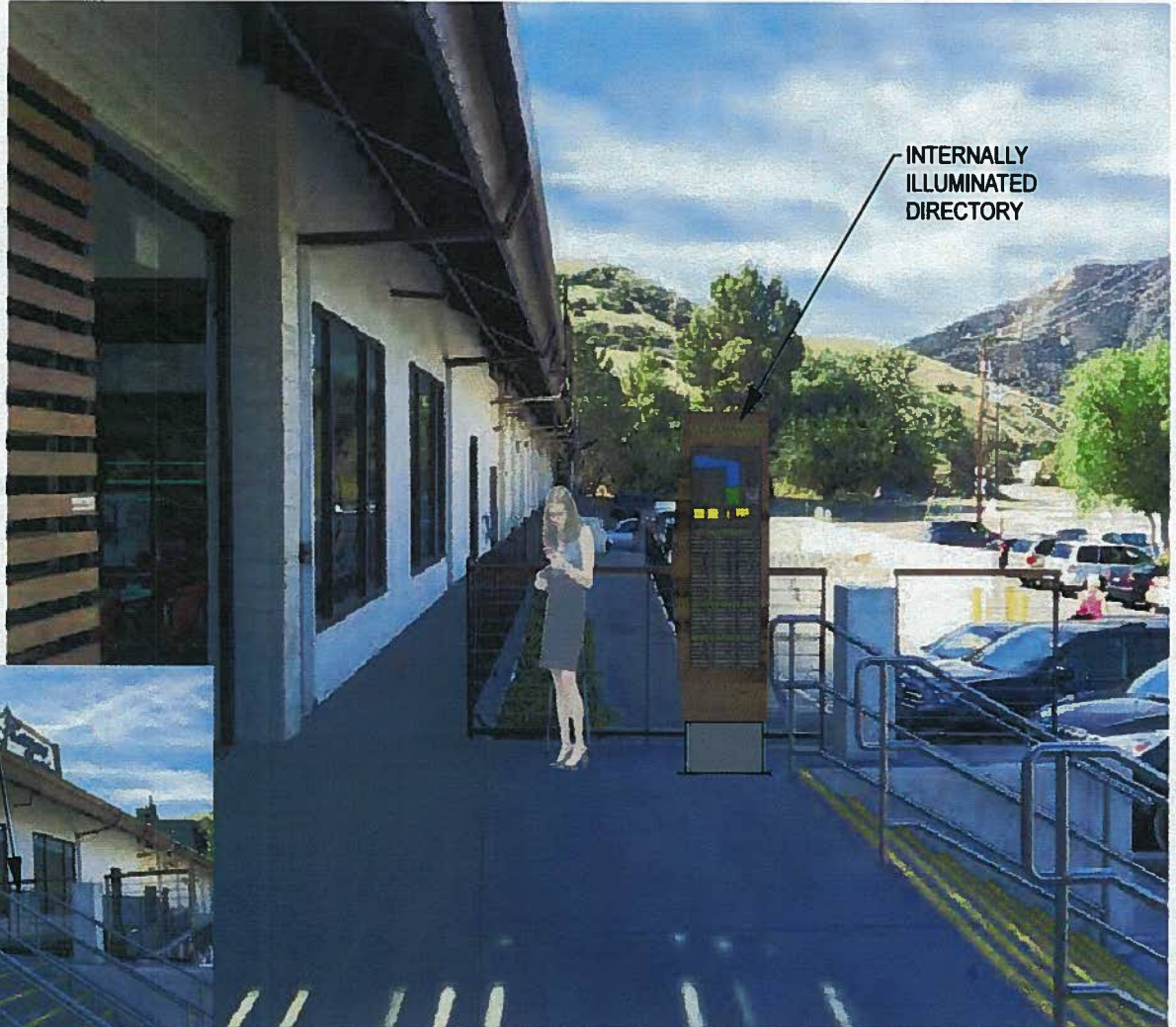
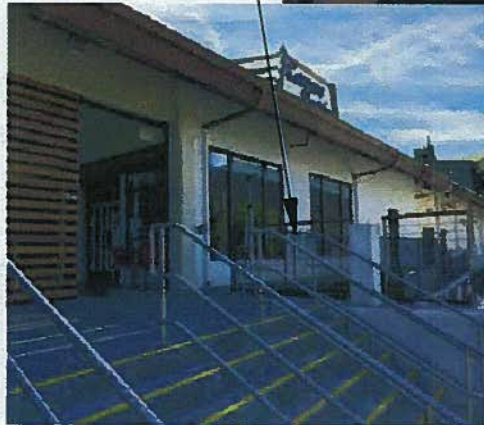


SIGN AREA
15.75 SQ FT

SINGLE SIDED INTERNALLY ILLUMINATED CABINET



PROPOSED SIGN
LOCATION



(B) PHOTO COMPOSITE
NTS

(A) PEDESTRIAN DIRECTORY
SCALE 3/4" = 1'

VISIBLOGRAPHICS

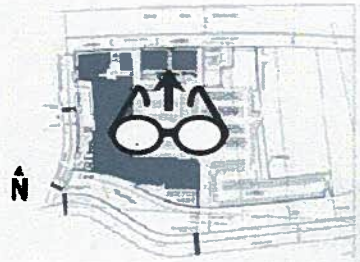
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Georgetown, CA 95134
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WHIZIN MARKET SQUARE

Pedestrian Directional Sign - D5 Elevation



SIGN AREA
14 SQ FT

DOUBLE SIDED INTERNALLY ILLUMINATED CABINET



BACKGROUND IS NOT
BACK LIT.

INTERNAL EDGE LIGHTING
AROUND PERIMETER OF
BACKGROUND.

LED CANNOT BE SEEN
DIRECTLY

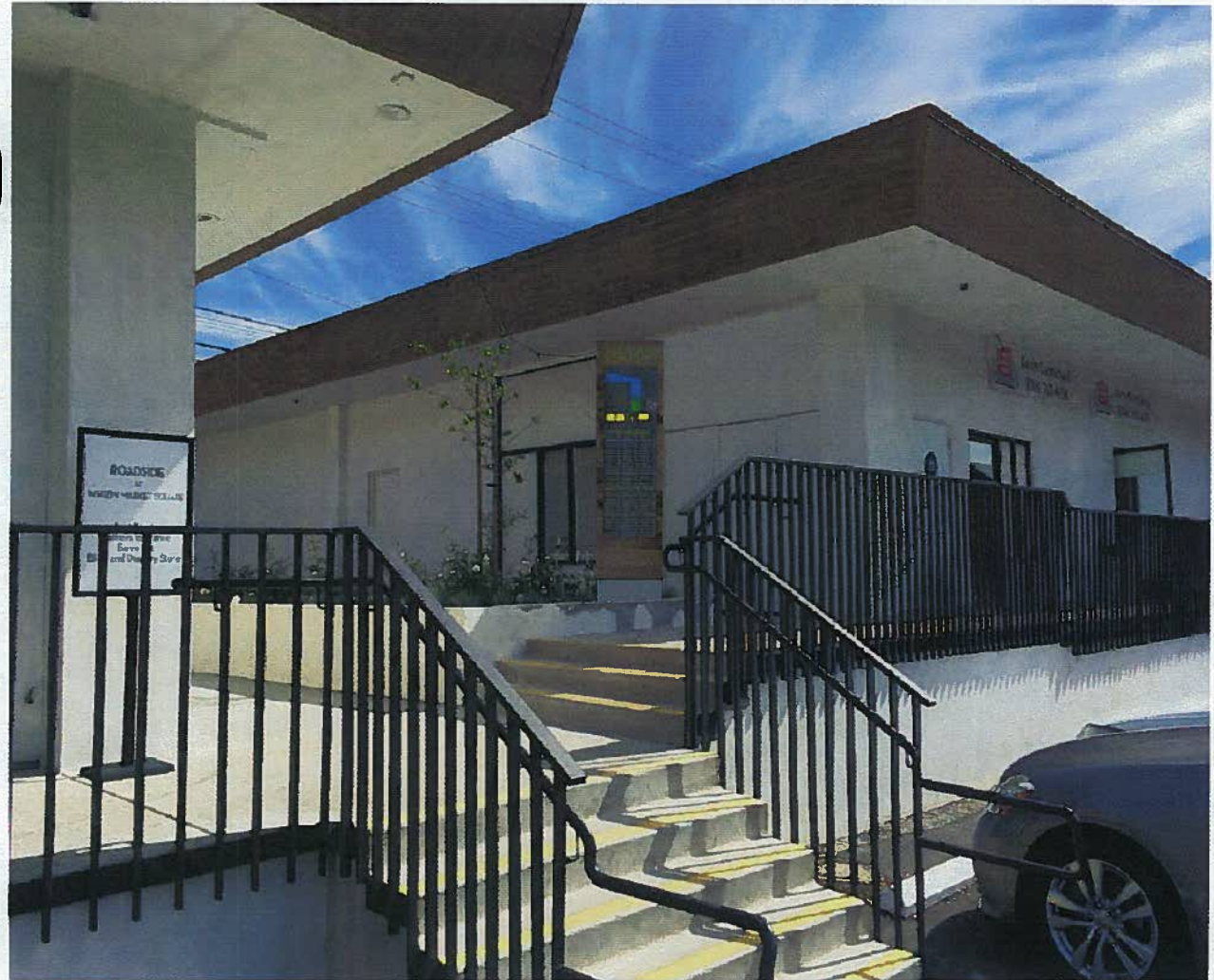


PHOTO COMPOSITE
NTS

PEDESTRIAN DIRECTORY
SCALE 3/4" = 1'

VISIBLGEOPHICS

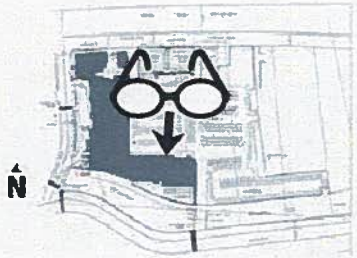
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Canoga Park, CA 91304
T 818.767.6472 x1000
E-Fax 818.472.5173
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PROJECT MANAGEMENT AND DESIGN

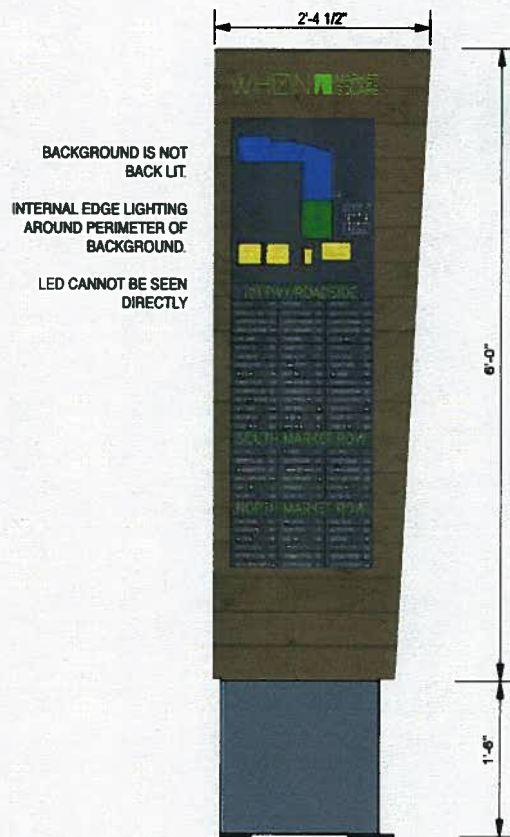
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WHIZIN MARKET SQUARE

Pedestrian Directional Sign - D6 Elevation



DOUBLE SIDED INTERNALLY ILLUMINATED CABINET



SIGN AREA
17.81 SQ FT

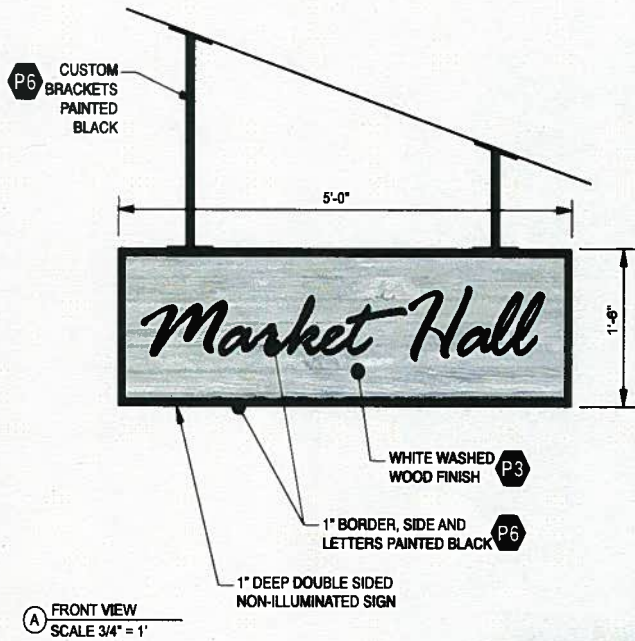


(B) PHOTOCOMPOSITE
NTS

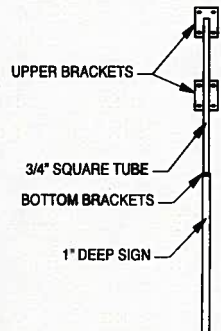
(A) PEDESTRIAN DIRECTORY
SCALE 3/4" = 1'

WHIZIN MARKET SQUARE

Under Canopy Sign - C1 Details & Photo-composite



SIGN AREA
7.5 SQ FT



NOTE:
VERIFY FIELD CONDITIONS
BEFORE FABRICATION



VISIBLEREGRAPHICS

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