



PLANNING DEPARTMENT

DATE: September 15, 2016

TO: Planning Commission

APPLICANT: Sign Factory for Patagonia Building Supplies
756-B Lakefield Road
Westlake Village, CA 91361

CASE NO.: SIGN-01274-2016

LOCATION: 29414 Roadside Drive

REQUEST: Request for approval of a Sign Permit to construct a monument sign, and make a finding of exemption under the California Environmental Quality Act (CEQA).

ENVIRONMENTAL DETERMINATION: Exempt from CEQA per Section 15311 of the CEQA Guidelines.

RECOMMENDATION: Staff recommends the Planning Commission approve Sign Permit No. SIGN-01274-2016, subject to conditions, based on the findings of the attached resolution.

ZONING DESIGNATION: Planned Office Manufacturing – Freeway Corridor Overlay District (POM-FC)

GENERAL PLAN DESIGNATION: Planned Office Manufacturing (POM)

I. PROJECT BACKGROUND AND DESCRIPTION

The applicant, Lamont Reddington of the Sign Factory, representing the owner of Patagonia Building Supplies, is requesting approval of a Sign Permit to install a single-sided, monument sign at the southeast corner of Roadside Drive and Roadside Road, on the property located at 29414 Roadside Drive.

The parcel is 3.2 acres, and located approximately 50 feet south of the U.S. Highway 101 corridor. The parcel extends from Roadside Drive to Agoura Road and is occupied by two businesses that are physically separated by a slope and fencing. Patagonia Building Supplies is closest to U.S. Highway 101 and fronts Roadside Drive, and Bright View (formerly known as Valley Crest), a landscape company, faces Agoura Road. Patagonia Building Supplies is fenced on all sides with chain link fencing and a fabric screen. The business is accessed by two access driveways on Roadside Drive. The business sells building materials that are currently stored under individual metal structures throughout the site, and the office functions are housed in a modular structure located along the eastern side of the property. Parking and loading spaces are provided on-site. An aerial photograph of the site and vicinity is attached for the Commission's reference. As shown on the exhibit, the project is bordered to the east by a one-story building that houses outdoor/camping gear equipment business and to the west by Roadside Road and a vacant parcel beyond (which was recently approved for the construction of the LA Fitness facility).

No permanent building or monument sign currently exists on the property and no sign program was approved for the property. The applicant moved into this location in March of 2016 and has since operated without signage, other than a temporary occupancy banner.

II. STAFF ANALYSIS

Per the City Sign Ordinance, a commercial site is entitled to a 48 square-foot maximum, six (6)-foot high, double-sided monument sign per each public street frontage. The monument sign can be placed parallel or perpendicular to the right-of-way, and must be placed at least five (5) feet from the property line. In this instance, the business is located at the corner of Roadside Road and Roadside Drive, and the monument would be placed and oriented at a 30-degree angle, at the corner to serve the traffic travelling on both roadways, instead of on the Roadside Drive frontage road. However, the sign would be approximately 50 feet from the freeway corridor fence and five (5) feet from the property line. The sign will be oriented toward the freeway, and visible to motorists, since only sparse landscaping exists along the freeway right-of-way, as well as along Roadside Drive and Roadside Road street frontage. A rendering of the proposed monument sign is attached with construction details.

As proposed, the single-sided monument sign is 37.5 square feet and would not exceed the 48 square-foot maximum size, or six (6) feet in height, as allowed by the Sign Ordinance. Architectural or support structures along the sides of the monument sign are not included in the sign area calculations but are included in the height calculations and must not exceed six (6) feet which the sign complies with. The monument sign would be constructed out of three components a base, a column and an aluminum box. The box (cabinet) where the signage is proposed would be 60 inches high by 90 inches long for a total of 37.5 square feet. The entire cabinet would be painted in an ivory color with a flat finish. The paint would be textured to resemble a stucco finish. All the electrical

components and conduits would be either inside the monument structure or undergrounded and, therefore, screened from public view. Only one business would be identified on the single-sided sign, which faces Roadside Drive with a logo, and the website name serving as a descriptive. The letters would be built out of Plexiglas with a vinyl covering mounted behind the graphics to allow for lighting. The logo would appear as gold during the daytime and nighttime as would the website address. The letters for the name of the business would appear black during the daytime and white during the nighttime. The cabinet is designed to rest on the stone veneer-clad base and supported by a column clad with the same stone-veneer on one end of the aluminum box not to exceed six (6) feet in height. The column would be capped with a concrete cap piece. Per the Architectural Design Standards and Guidelines and the Sign Ordinance, the sign background will be opaque and will only allow the Light Emitting Diodes (LED) lighting through the letters. The criteria also limit the number of colors to three and the sign proposes a black letter during the daytime, gold letter and logo, and a white letter during the nighttime for a total of three (3) possible colors. As presented, the sign design including its font style, colors and words and graphic spacing makes the sign legible from the public right-of-way. The text is proportional to the size of the sign.

There is only one other monument sign on the same side of the street, approximately 350 feet to the east, on another parcel, which is also rustic in style and as such, the sign will not out of character with the development style on Roadside Drive. The proposed sign will be placed to provide maximum visibility to the public, and the sign is made of opaque and durable materials that complement the existing buildings on the site. No changes are proposed to the fencing in proximity to the sign, and on the grounds on which the sign rests. Since the sign would be placed on the natural ground, therefore, the project is conditioned to provide drought-tolerant landscaping around the base of the sign to enhance the sign and the property frontage as recommended by the Architectural Design Standards and Guidelines. A condition of approval is also included to require future changes to the copy to be subject to approval by the Planning Director.

General Plan Consistency

The project is consistent with the following relevant goal and policy.

Policy LU-13.2. *Architectural and Site Design*. Incorporation of signage that is integrated with the buildings' architectural character and provides meaningful identification.

As proposed, the monument sign is integrated with the building's architectural character and provides meaningful identification for the parcel as called for in Policy LU-13.2 of the General Plan. The new monument sign will be built with natural materials and earth-tone colors and, as a result, would be in keeping with the rustic character of the property. The sign would be internally illuminated and the letters would appear white at night to help in finding the business at night time on a less travelled street. The components of the monument sign including its size, shape, illumination, proportions, and colors are compatible with the visual characteristics of the surrounding area so as not to cause

significant depreciation of the value or quality of adjacent properties. The face is legible under normal prevailing viewing conditions where the sign is to be installed. As currently proposed, the monument sign would contain only one business name. A condition of approval is included that future changes to the copy would be subject to approval by the Planning Director. The sign is designed with a base, architectural features, construction materials and colors that are harmonious and complement the business. The sign location offers optimum visibility to the public. The proposed sign is consistent with the City Architectural Design Standards and Guidelines, and also with the sign criteria of the Sign Ordinance in that the color of the business name is in contrast with the background in order to make the sign more legible. No changes are proposed to the fencing and grounds on which the sign rests. The project is conditioned to provide drought-tolerant landscaping around the base of the sign to enhance the property frontage.

The project has been determined to be categorically exempt from the California Environmental Quality Act (CEQA) as an accessory structure to an existing commercial building per Section 15311(a) of the CEQA Guidelines. No exception to this categorical exemption applies as set forth in Section 15300.2 of the CEQA Guidelines, including but not limited to, subsection (c) which relates to unusual circumstances that could have a significant effect on the environment.

III. RECOMMENDATION

Based on the foregoing review and analysis, staff recommends that the Planning Commission approve Sign Permit Case No. SIGN-1274-2016, subject to conditions, by adopting the attached Draft Resolution.

IV. ATTACHMENTS

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

Case Planner: Valerie Darbouze, Associate Planner

DRAFT RESOLUTION NO. ____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS, CALIFORNIA, APPROVING SIGN PERMIT CASE NO. SIGN-01274-2016 FOR THE CONSTRUCTION OF A MONUMENT SIGN FOR PATAGONIA BUILDING SUPPLIES LOCATED AT 29414 ROADSIDE ROAD; AND MAKING THE FINDING OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

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

Section I. An application was duly filed by the Sign Factory representing Patagonia Building Supplies, with respect to the real property located at 29414 Roadside Drive (A.P.N. 2061-004-036). The application requests approval of a Sign Permit Case No. SIGN-01274-2016 to construct a new, single-sided monument sign on private property for Patagonia Building Supplies.

Section II. The Planning Commission of the City of Agoura Hills considered the application at a public meeting held on September 15, 2016, at 6:30 p.m. in the City Hall Council Chambers, at 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date, place and purpose of the aforesaid meeting was duly given and published as required by state law.

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

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

A. The proposed sign, as conditioned, is consistent with the General Plan and the provisions of the Sign Ordinance. The monument sign is integrated with the building's architectural character and provides meaningful identification for the parcel as called for in Policy LU-13.2 of the General Plan. The new monument sign will be built with natural materials and earth-tone colors in keeping with the character of the property. The location of the monument sign at the corner of the parcel provides optimum visibility to the public, and will contribute to improving the identification of the business along Roadside Drive.

B. The location of the proposed sign and the design of its visual elements, as conditioned, are legible under normal viewing conditions prevailing where the sign is to be installed. The new monument sign will be built with stone-veneer and solid face painted in subdued colors. The name is proportional to the size of the sign. The internal illumination is through the logo and the letters, and the remaining space of the face will be made out of a solid material that will preclude its illumination as supported by the City's Architectural Design Standards and Guidelines. Some of the letters' font and logo will be of a gold color, and others of a black color during the

daytime and a white color during the nighttime, thereby complying with the maximum number of colors.

C. The location and design of the proposed sign, its size, shape, illumination, and colors, as conditioned, are compatible with the visual characteristics of the surrounding area so as not to cause significant depreciation of the value or quality of adjacent properties. The new monument sign will improve the frontage of the existing commercial property, and help drivers in finding the business. The sign will not compete in design with the one other monument sign further east on another parcel, on this short road segment, because of its subdued colors and appropriate size. As proposed, the letters and logo are thin and do not allow a lot of lighting to come through. Additional consideration was given to maintaining public safety in that the proposed sign would be set back five (5) feet from the curb and oriented at a 30-degree angle in order not to block the line-of-sight on Roadside Drive and Roadside Road.

D. The proposed sign, as conditioned, is consistent with the sign standards of the Sign Ordinance. The sign location, dimensions, and the opaque finish of the aluminum cabinet, as well as the internal lighting, upon installation, will be in compliance with the Sign Ordinance. The sign is less than 48 square feet, within the six (6) foot maximum allowable height, and set back five (5) feet from the property line. The lighting will come through the letters only and not the background, and all electrical components will be concealed inside the structure of the monument sign and conduits underground. The sign uses only three colors, in compliance with the Sign Ordinance.

E. The proposed sign, as conditioned, is consistent with the adopted sign design guidelines in that the dimensions of the structure and name are in good proportions. The sign is designed with a base, architectural features, construction materials and colors that will be in keeping with the materials business activities on the site. The tenant name will be legible under normal prevailing viewing conditions where the sign is to be installed, and single-sided to serve Roadside Drive, a less travelled road.

Section V. The project has been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA) Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.), and the City's local CEQA guidelines. The project which involves the installation of a new monument sign on a commercial property is exempt from CEQA pursuant to Section 15311(a) of the Guidelines. No exception to this categorical exemption applies as set forth in Section 15300.2 of the CEQA Guidelines, including but not limited to, subsection (c) which relates to unusual circumstances that could have a significant effect on the environment.

Section VI. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. SIGN-01274-2016, subject to the attached conditions, with respect to the property described in Section I hereof.

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 15th day of September, 2016, by the following vote to wit:

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

John O'Meara, Chairperson

Doug Hooper, Secretary

CONDITIONS OF APPROVAL
(Case No. SIGN-01274-2016)

STANDARD CONDITIONS

1. This decision for approval of the sign permit application, or any aspect of this decision, can be appealed to the City Council within fifteen (15) days from the date of Planning Commission action, subject to filing the required forms and related fees with the City.
2. This action shall not be effective for any purpose until the applicant has agreed in writing that the applicant is aware of, and accepts all conditions of this permit with the Planning Department.
3. Except as modified herein, the approval of this action is limited to and requires complete conformation to the plans.
4. It is hereby declared to be the intent that if any provision of this permit is held or declared to be invalid, the permit shall be void and the privileges granted hereunder shall lapse.
5. It is further declared and made a condition of this action that if any condition herein is violated, the permit shall be suspended and the privileges granted hereunder shall lapse; provided that the applicant has been given written notice to cease such violation and has failed to do so for a period of thirty (30) days.
6. Unless the approval is used within two (2) years from the date of City approval, Case No. SIGN-01274-2016 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant is required to apply for and obtain approval of a building permit and an electrical permit, prior to the start of construction of the monument sign.
8. 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 up 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.
9. The applicant shall defend, indemnify, and hold harmless the City, its agents, officers, and employees from an 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 at applicant's expense.

10. The project may be subject to an encroachment permit issued by the Public Works Department in the event that work or storage of materials occurs in the public right-of-way.
11. Any changes to the sign copy of this monument sign shall be subject to review and approval by the Planning Director.
12. This monument sign shall be placed at a minimum of five (5) feet from any property lines. Prior to the issuance of a building permit, the applicant shall submit three (3) sets of landscape and irrigation plans, prepared by a licensed Landscape Architect, for review by the City Landscape Consultant, and for approval by the Planning Director.
13. The project shall include drought-tolerant landscaping around the base of the monument sign a minimum of five (5) feet in all directions.

END

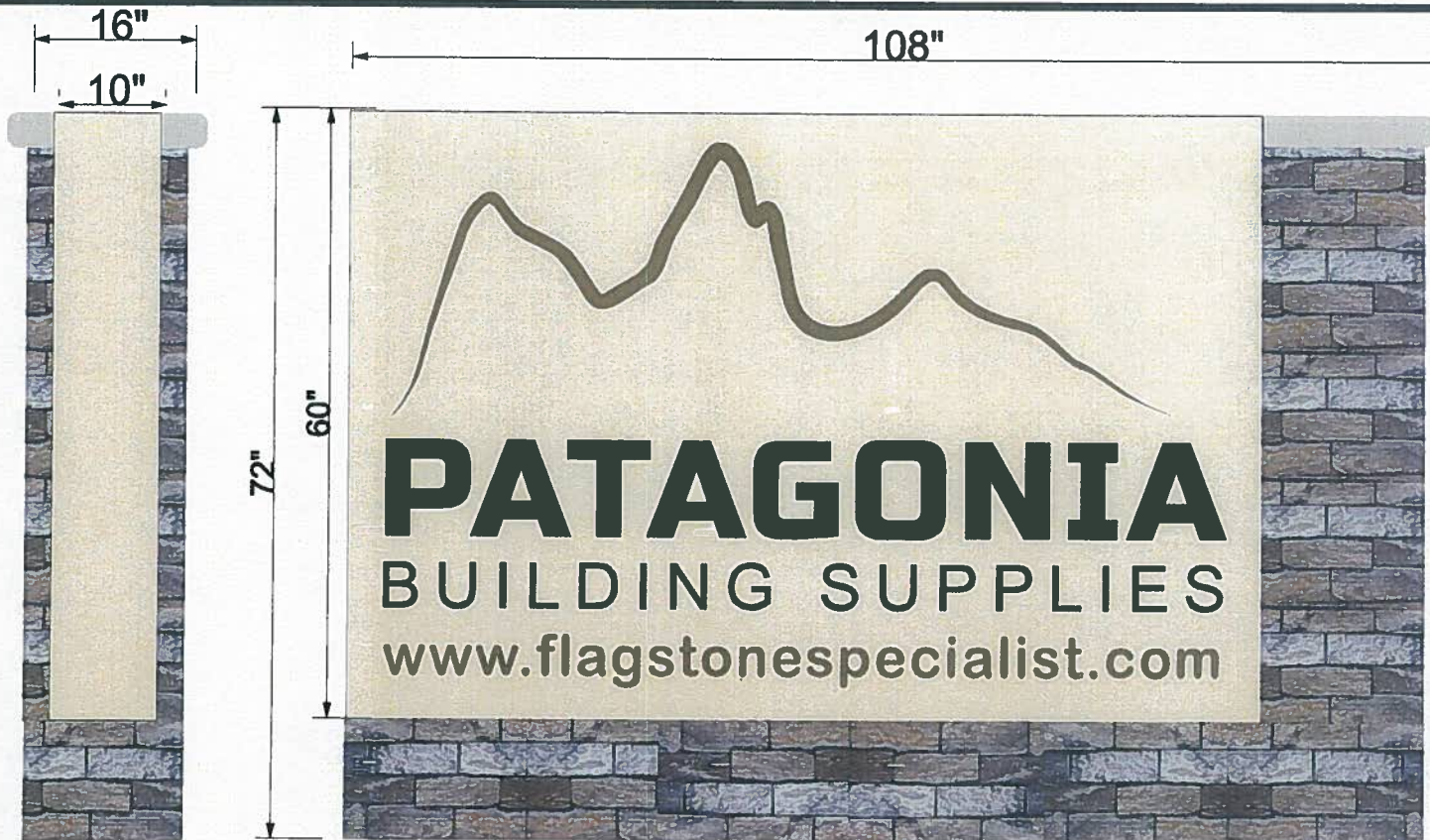
City of Agoura Hills

Vicinity/Zoning
Map

SIGN PERMIT CASE NO. SIGN-01274-2016



0 80 160 320 480 640 Feet



Specifications:

Freestanding LED illuminated monument sign. The monument is 72" high x 108" wide with a 60" x 90" x 10" deep sign cabinet on a 12" stone faced base. The stone faced pillar is 16" wide and 72" high with a concrete cap. The sign area is 60" h x 108" wide or 45.0 square feet. The sign face has routed aluminum graphics with 1/8 inch thick acrylic mounted behind the graphics with 3M 3635-91 Day-Night Film, Black/White and 3M Gold Nugget overlay. The sign is painted a textured ivory faux stucco finish. The signs power supply has an astronomical timer and photocell switching. The total power consumption of the sign is less than 180 watts.

Design No. 14588 Sign Plan
 Project Name Patagonia
Building Supplies
 Address 29414 Roadside Dr.
 City/State Agoura Hills, CA
 Contact Monte Reddington
 Phone 805-371-9470
 Client Contact A.R. Aguero
 Phone 310-410-3108
 Date 4/4/2016
 Scale N/A

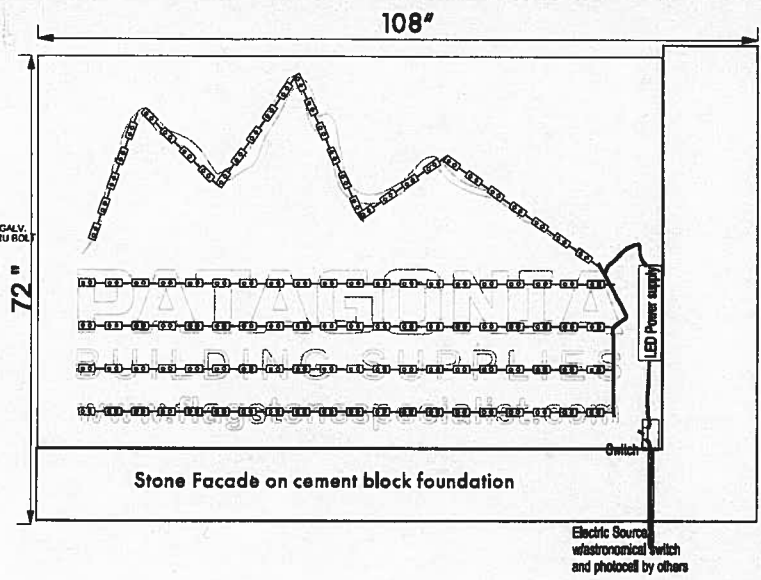
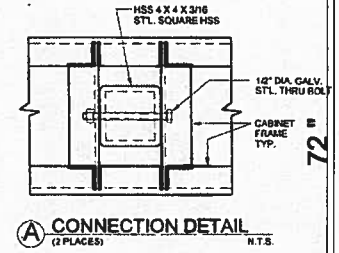
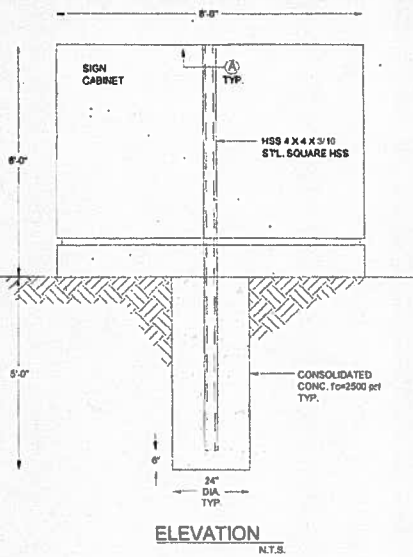
NOTICE:

This is an original design, and is the property of Sign Factory. It is not to be used for any purpose other than to convey the theme or other design elements herein to the prospective client. Reproduction of this design or construction of signs or displays based on this design by any other than Sign Factory is strictly prohibited and subject to legal remedy.

signfactory

805.371.9470 FAX.371.9570
 756-B Lakefield Road
 Westlake Village, CA 91362
 CA Lic. # 767608

Revisions _____



Design No. 14588 Elec_Mech Plan
 Project Name Patagonia Building Supplies
 Address 29414 Roadside Dr.
 City/State Agoura Hills, CA
 Contact Monte Reddington
 Phone 805-371-9470
 Client Contact A.R. Aguero
 Phone 310-410-3108
 Date 4/4/2016
 Scale N/A

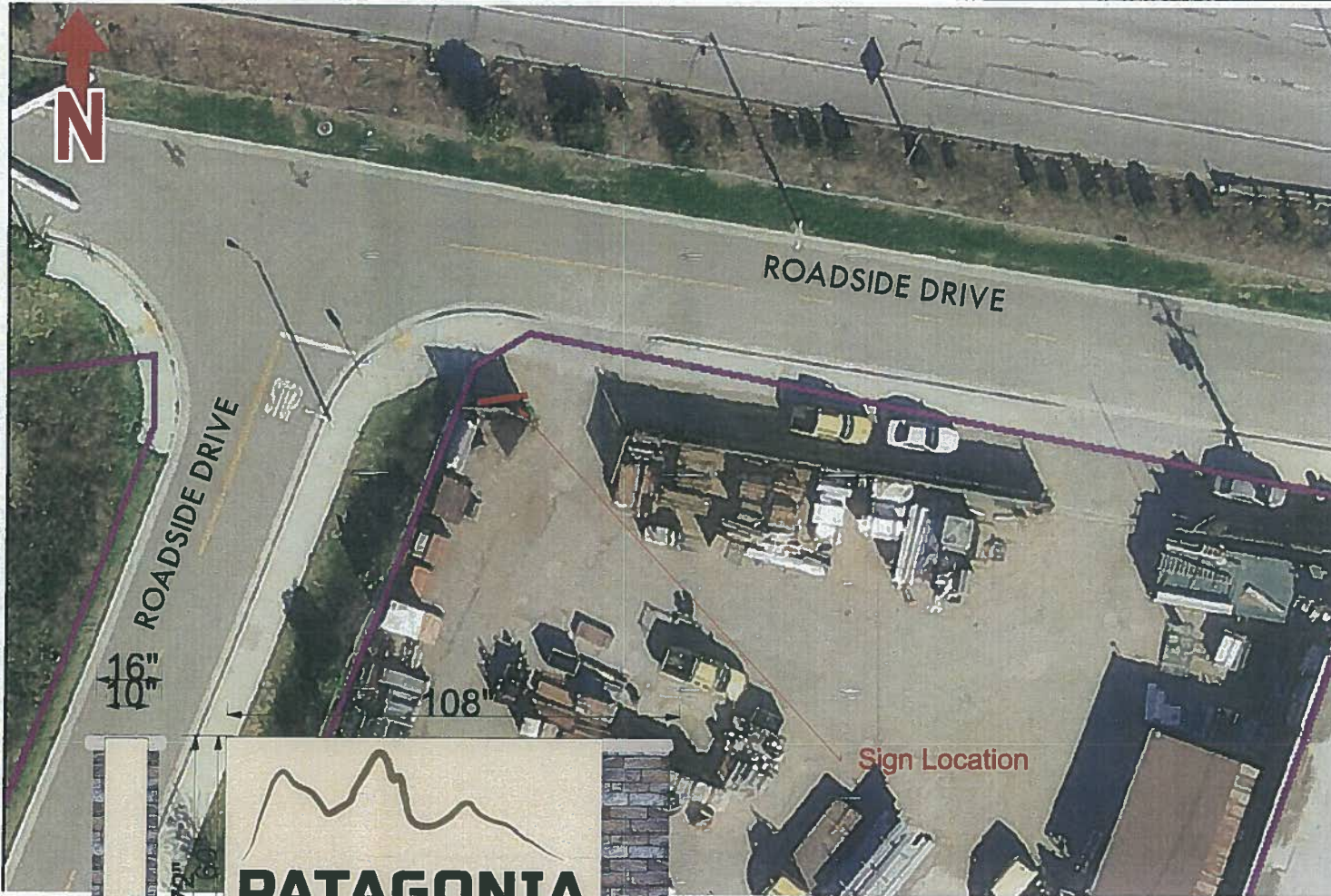
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 756-B Lakefield Road
 Westlake Village, CA 91362
 CA Lic. # 787808
 Revisions _____

Specifications:

Freestanding LED illuminated monument sign. The monument is 72" high x 108" wide a 10" deep including the 12" base. The concrete and cement block foundation for the monument is 2 feet wide and 5 feet deep with a 4" x 4" x 3/16 square steel support. The sign frame is reinforced with welded 1" angle iron and the frame is bolted top and bottom to the main support.

The signs power supply has an astronomical timer and photocell switching in line supplied by others. The total power consumption of the sign is less than 120 watts. There is a shut off switch before any power connections inside the monument. The LEDs are aligned with the routed graphics



16'
10'

108'

Sign Location

PATAGONIA
BUILDING SUPPLIES
www.flagstonespecialist.com



Design No. 14588 Plot Plan
 Project Name Patagonia Building Supplies
 Address 29414 Roadside Dr.
 City/State Agoura Hills, CA
 Contact Monte Reddington
 Phone 805-371-9470
 Client Contact A.R. Agüero
 Phone 310-410-3108
 Date 4/4/2016
 Scale N/A

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Revisions _____



**SIGN PERMIT
CASE NO. SIGN-01274-2016
29414 ROADSIDE DRIVE**

**PATAGONIA
BUILDING SUPPLIES**

