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**PLANNING DEPARTMENT**

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DATE: October 20, 2016

TO: Planning Commission

APPLICANT: Visible Graphics  
9736 Eton Avenue  
Chatsworth, CA 91311

CASE NO.: SIGN-01256-2016

LOCATION: 28610 Canwood Street

REQUEST: Request for approval of a Sign Permit to amend the signage for an existing commercial business (NW Rugs & Furniture); and make a finding of exemption under the California Environmental Quality Act (CEQA).

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

RECOMMENDATION: Staff recommends the Planning Commission approve Sign Permit Case No. SIGN-01256-2016, subject to conditions, based on the findings of the attached draft Resolution.

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

GENERAL PLAN DESIGNATION: Commercial Retail Service (CRS)

**I. PROJECT BACKGROUND AND DESCRIPTION**

The applicant, Visible Graphics, representing Shawn Nili (owner of NW Rugs & Furniture), has submitted a Sign Permit application (Case No. SIGN-01256-2016) to amend the signage at the existing retail building, NW Rugs, located at

28610 Canwood Street. NW Rugs fronts and takes access from Canwood Street to the north. The site is bordered on the south by the U.S. 101 Freeway. The building is prominently visible from both directions of the freeway. The property is located in the Commercial Retail Service (CRS) zone and the Freeway Corridor Overlay (FC) zone. The irregular shaped parcel of 1.7 acres is bordered by a truck rental company to the west and a small triangular piece of land east of the site, which is vacant. The site consists of a 25,835 square-foot, single-story, retail store placed 20 feet from the rear south property line and approximately 55 feet from the travel lanes of the freeway, with a parking lot on the east side of the building. The store was built with a tower element, located adjacent to the freeway right-of-way, and designed to accommodate freeway facing signage. The project was approved by the Planning Commission on April 20, 2000 as a Site Plan/Architectural Review, and included a Sign Permit, which allowed one 50-square-foot sign on the east tower elevation and a 48-square-foot monument sign on the site along Canwood Street.

One 24.1 square-foot monument sign is located in front of the building, five (5) feet behind the sidewalk, near the westerly driveway entrance and perpendicular to the right-of-way of Canwood Street. The existing monument sign structure is 39 square feet and approximately 12 feet long by three feet and two inches (3'-2") high. It includes decorative stone similar in design to the stone accents found throughout the building's architecture. The rust-colored letters are mounted on a beige colored stucco plate placed between the two stone-veneered ends of the sign structure. The monument sign is currently externally illuminated. The City Sign Ordinance allows for the display of one double-sided monument sign per each public street frontage that can be no larger than 48 square-feet in size, and six (6) feet in height, and the existing monument sign complies with these provisions.

On January 3, 2002, the Planning Commission approved a Variance to allow an increase in the maximum allowable area of a secondary sign (not located on a primary frontage) by 12.5 square feet (from 25 square feet maximum allowed to 37.5 square feet) to be installed on the western tower elevation facing the freeway corridor, so that there would be signage on two sides of the tower to be visible to motorists traveling in both directions. The owner agreed to reduce the size of the existing sign on the eastern tower elevation from 50 square feet to 37.5 square feet, so that there would be two signs of equal size and design located on two sides of the tower. The total sign area of the building did not exceed the combined maximum allowable sign area for the building of 75 square feet. New sign measurement guidelines would consider the 37.5 square foot signs to be 50 square feet in size. The Planning Commission determined the two 37.5-square-foot signs, one on each side of the tower, to provide better visual balance.

On October 5, 2006, the Planning Commission approved a Sign Permit replacing the two externally illuminated wall-mounted signs with two internally illuminated.

The letters on the existing signs are approximately two and one-half (2.5) feet high and five (5) inches deep. As mentioned above, the signs are constructed with aluminum individually mounted, illuminated rust colored channel letters with a black return. The signs are placed in the center of a 128 square-foot area of each tower façade on smooth-finished stucco painted beige, and do not obstruct any building features.

The current request is to change the face of the existing signs on the building tower element from "NW RUGS" to "NW RUGS & FURNITURE." The proposed signs would continue to be internally illuminated and in the same location on the east and west elevations of the tower element. Smaller letters would be used in order to stay within the maximum allowed 50 square-foot sign area for each sign. The existing font style and letter color of rust with a black return would continue. The applicant is also requesting changes to the existing monument sign consisting of revising the text from "NW RUGS" to "NW RUGS & FURNITURE;" increasing the height of the monument structure by approximately two (2) feet, from three feet and two inches (3'-2") to five feet (5'); and internally illuminating the sign. The font style and rust lettering color, as well as beige stucco background, would remain. The sign size would be 38.9 square feet, compared to the existing 24.1 square feet. The stone veneer ends of the structure would remain.

## **II. STAFF ANALYSIS**

### Tower Mounted Signs

The applicant is requesting to remove the existing tower signs of 50 square feet each and install two (2) new 49.84 square-foot (3'-9"x13'-3.5") internally illuminated wall mounted signs, one each on the west and east tower elevations facing the freeway, maintaining the same sign area and placement as currently exists. The existing letter height is two feet and six inches (2'-6"), and the proposed ranges from two feet and one quarter inch (2'-3") to one foot and four and one quarter inches (1'-4.3") high. In 2005, the current Sign Ordinance and Guidelines were adopted, changing how signs are measured. Signs are now measured by placing a virtual rectangle around all the letters in the sign and includes any blank areas within that rectangle, whereas previously the blank areas were excluded in the measurement. Because, previously, the blank area of 24.5 square feet was not counted in the total square footage of the signs, the square footage for the building signs totaled 75 square feet (two 37.5-square-foot signs). The length of the building sign is changing from 9'-8.5" to 13'-3.5", but the height is reduced from 5'-1.5" to 3'-9". Thus, the square footage remains 49.8 as measured per the current guidelines. However, using the current method of measuring, the same total sign area, which includes blank areas, would measure approximately 100 square feet.

Each of the proposed wall signs would identify the new name of the store, "NW RUGS & FURNITURE." In all other ways, the signs would resemble those currently on the tower. The proposal consists of Bremen Bd Bt font, rust colored individually mounted, internally-illuminated channel letters projected three (3) inches from the surface of the building wall, compared to the maximum 12 inches allowed by the Sign Ordinance, and spaced in the same manner as currently exists. The total sign area of the building would not exceed the maximum allowable 100 square feet: approximately 50 square feet on the east tower elevation and approximately 50 square feet on the west tower elevation.

### Monument Sign

The applicant is requesting approval to change the letters on the double-sided monument sign from "NW RUGS" to "NW RUGS & FURNITURE." While currently externally illuminated, the monument sign is proposed to be internally illuminated and increased in height from three feet and two inches (3'-2") to five feet (5'). No changes to the stone veneer ends of the sign are proposed. The proposal consists of Bremen Bd Bt font, rust colored individual mounted, internally-illuminated acrylic push-through letters attached to a stucco background that matches the building's stucco. The font style and color of the letters would match that existing and that proposed for the building signs.

The proposal would increase the monument sign from 24.1 square feet, a height of three feet and two inches (3'-2") and a length of nine feet and four inches (9'-4") to a total 38.9 square feet, a height of five (5) feet, and a length of nine feet and four inches (9'-4"). The letter size would vary from one foot four inches (1'-4") high to seven and three quarter inches (7.75"), a change from the current one foot three inches (1'-3") high. The monument sign meets the requirements of Section 9655.5.F.2 of 48 square feet maximum size and six (6) foot maximum height with a maximum five (5) feet high sign that totals 39 square-feet in size.

### General Plan Consistency

Staff finds the project will be consistent with the following applicable General Plan goal and policy:

**Goal LU-13: Well-Designed and Attractive Districts.** Retail centers and corridors that are well-designed and attractive, providing a positive experience for visitors and community residents, and fostering business activity.

- *Policy LU-13.2 Architecture and Site Design.* Ensure that new development and the renovation, addition, or remodel of existing buildings in existing commercial centers and corridors complement existing uses and exhibit a high level of architectural and site design quality in consideration of the following principles:

- Incorporation of signage that is integrated with the buildings' architectural character and provides meaningful identification.

The monument sign and building tower wall signs will provide clear, meaningful identification of the retail store. They are aesthetically pleasing and well designed, and integrated with the building's architecture and with one another in a unified theme. The monument sign includes beige stucco and decorative stone similar in design to the building. The building tower wall signage will continue to provide visual balance of the tower element, as each freeway side of the tower would have a sign. The proportions of the signs are compatible with the size of the tower, and are legible without being too large. All signs would be internally illuminated and the letters rust in color. The combined maximum allowable building wall signage of 100 square feet will not be exceeded, as each sign will be just under 50 square feet. The components of the signs, including the size, shape, illumination, proportions, and colors are compatible with the visual characteristics of the surrounding area so as not to dominate the building or surrounding area or cause significant depreciation of the value of adjacent properties. Therefore, the project is consistent with Goal LU-13, and Policy LU-13.2.

#### Environmental

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, and will not have a significant environmental impact. 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-01256-2016, subject to conditions, by adopting the attached draft Resolution.

### **IV. ATTACHMENTS**

1. Draft Resolution for the Sign Permit with Exhibit A – Conditions of Approval
2. Reduced Copies of Project Plans
3. Vicinity Map

Case Planner: Renee Madrigal, Associate Planner

RESOLUTION NO. 16-\_\_\_\_\_

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS, CALIFORNIA, APPROVING SIGN PERMIT CASE NO. SIGN-01256-2016 TO AMEND THE SIGNAGE FOR NW RUGS LOCATED AT 28610 CANWOOD STREET; 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 Visible Graphics for Shawn Nili, with respect to the real property located at 28610 Canwood Street (Assessor Parcel No. 2048-012-016), requesting approval of a Sign Permit (Case No. SIGN-01256-2016) to amend the signage for an existing commercial business (NW Rugs & Furniture).

Section II. The Planning Commission of the City of Agoura Hills considered the application at a public meeting held on October 20, 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 upon 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. of the Agoura Hills Municipal Code, that:

A. The proposed signs are consistent with the General Plan and the provisions of the Zoning Ordinance. The building mounted signs and monument sign are integrated with the building's architectural character and provide meaningful identification for the business, as called for in Policy LU-13.2 of the General Plan, as viewed from the freeway corridor and Canwood Street. The sign colors and materials will match those of the building, and the signs will provide legible identification without dominating the appearance of the use. The signs meet all design standards in terms of dimensions and colors of the Sign Ordinance.

B. The locations and design of the proposed building and monument signs are legible under normal viewing conditions where the signs are to be installed. The new signs will be installed so as to identify the business clearly without impacting nearby properties. The building-mounted and monument sign letters are internally illuminated and the font highly legible. The design, including font style, colors, letters and spacing makes

the signs legible from the public right-of-way and freeway. The text is proportional to the size of the sign. The content of the signs complies with the Sign Ordinance requirements.

C. The location and design of the proposed signs for the building and the monument sign, and their size, shape, illumination, 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 two tower wall signs of equal size and design will be installed in the same location as the existing signs. The signs will be approximately the same design style and size as the existing wall mounted signs and will not block the window space and will not compete with any other architectural feature. The monument sign height increase will not interfere with vehicular traffic or line of sight along Canwood Street in that the monument sign is set back five feet behind the sidewalk, as required by the Sign Ordinance. The monument structure, including stone veneer columns will remain, with the stucco plate and lettering replaced. All signs will be compatible with the building design, its colors and materials of beige stucco and stone accents, and will not adversely affect the aesthetics of the surrounding area, or interfere with adjacent buildings or sites.

D. The proposed building and monument signs are consistent with the sign standards of the Sign Ordinance. The signs' use of two colors, rust with black return, provide adequate contrast, are internally illuminated, are individual channel letters, and are compatible with the building they identify and so are in compliance with the Sign Ordinance.

E. The proposed signage is consistent with the City's adopted sign design guidelines in the City's Architectural Design Standards and Guidelines in that the dimensions of the signs are in good proportion, the building signs do not interfere with windows or other design features, and the proposed sign colors and letter styles are compatible with the architectural design of the building that it serves.

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 amendment of signage on a commercial property, is exempt from CEQA pursuant to Section 15311(a) of the Guidelines, and is not anticipated to result in significant environmental impacts. 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-01256-2016, subject to the attached conditions in Exhibit A, 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 this

certification to be entered in the Book of Resolutions of the Planning Commission of the City.

PASSED, APPROVED, and ADOPTED this 20<sup>th</sup> day of October, 2016, by the following vote to wit:

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

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John O'Meara, Chairperson

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Doug Hooper, Secretary



**Exhibit A**  
**CONDITIONS OF APPROVAL**  
**(Case No. SIGN-01256-2016)**

1. This decision, 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 appropriate forms and related fees.
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 action with the Planning Department.
3. Except as modified herein, the approval of this action is limited to and requires complete conformation to the conditions of approval.
4. It is hereby declared to be the intent that if any provision of this action is held or declared to be invalid, the approval 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-01256-2016 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 electrical permit, prior to the start of construction of the monument sign and building tower wall signs.
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.

END

# NW RUGS & FURNITURE

28610 Canwood Street  
Agoura Hills, CA 91301

ORIGINALLY SUBMITTED: May 13, 2016

REVISED: September 20, 2016

NATIONAL SIGN FABRICATION,  
PROJECT MANAGEMENT AND DESIGN  
LICENSE# 745555 TYPE C-45 EXP: 07/31/2016

9736 Eton Avenue, Chatsworth, CA 91311  
T 818.787.0477 Fax 818.787.0415 [www.visiblegraphics.com](http://www.visiblegraphics.com)





**NW RUGS  
& FURNITURE**

28610 Canwood Street  
Agoura Hills, CA 91301



Vicinity Map (Not To Scale)

VISIBLE GRAPHICS

**W**  
9736 Eton Avenue  
Chatsworth, CA 91311  
T 818.787.0477  
E-Fax 818.477.5123  
www.visiblegraphics.com

Project Name:  
**NW Rugs - Agoura Hills, CA**

Project Address:  
**28610 Canwood Street  
Agoura Hills, CA 91301**

Date: **09-20-2016**  
Sign Type: **As Noted**  
Scale: **As Noted**  
Sr Acct Mngr: **Amy Karaoghianian**  
Coordinator:  
Designer: **Lucas Clerk**

**NW RUGS  
& FURNITURE**

**CLIENT APPROVAL**  
Visible Graphics does NOT provide primary  
electrical to sign location - responsibility of others

Client Signature \_\_\_\_\_ Date \_\_\_\_\_  
COPY - COLORS - SIZES

**LANDLORD APPROVAL**

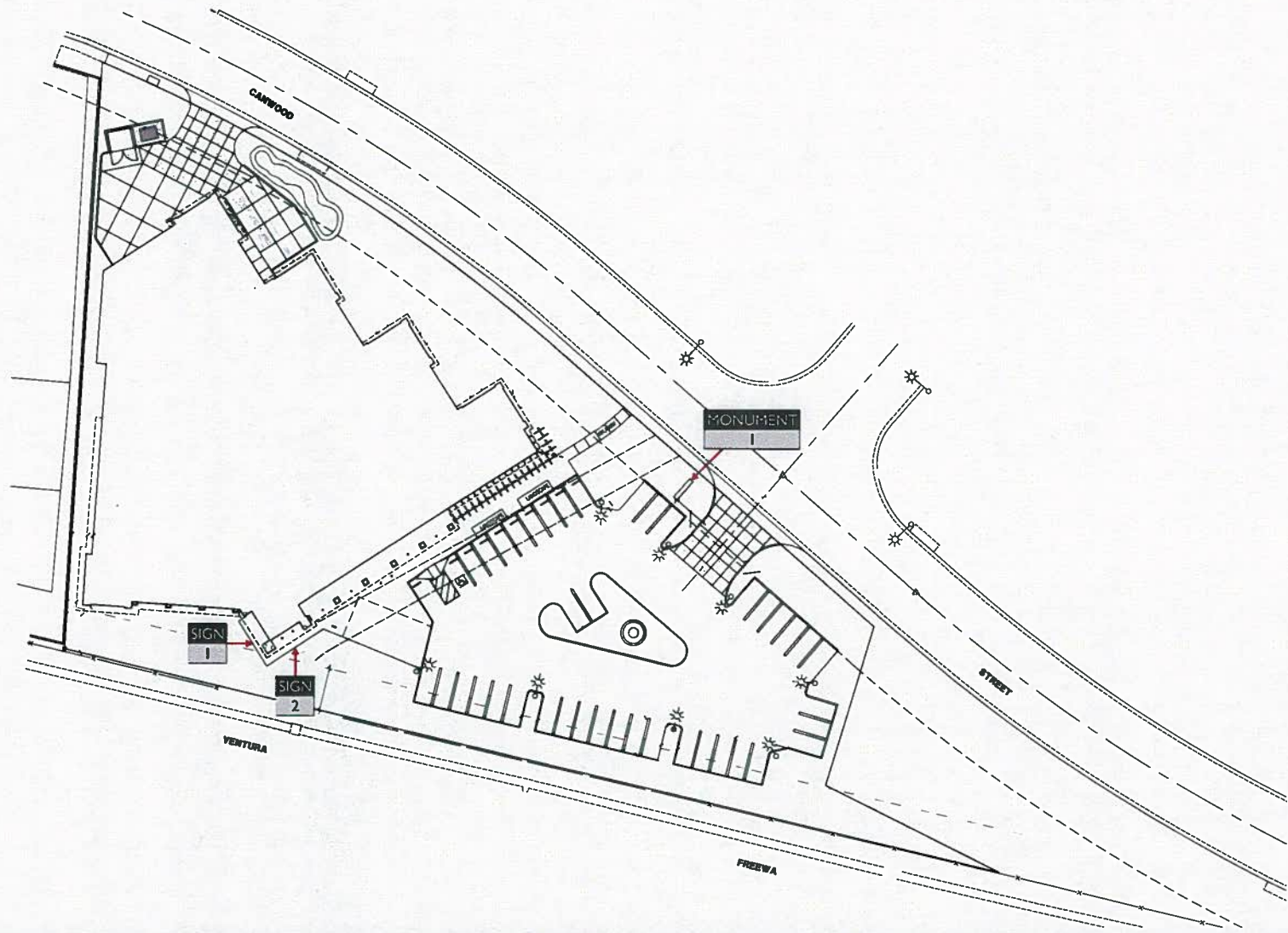
Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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Job Number

Sheet:

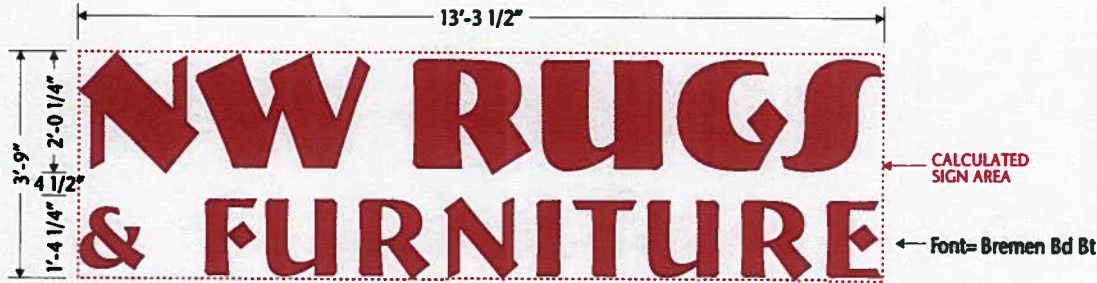
**1**



Site Plan (Not To Scale)

 9736 Elton Avenue Chatsworth, CA 91311 T 818.787.0477 E-Fax 818.477.5123 www.visiblegraphics.com	Project Name: <b>NW Rugs - Agoura Hills, CA</b>	Date: <b>09-20-2016</b> Sign Type: <b>As Noted</b> Scale: <b>As Noted</b>		<b>CLIENT APPROVAL</b> <small>Visible Graphics does NOT provide primary electrical to sign location - responsibility of others</small>	<b>LANDLORD APPROVAL</b>	<small>This design is the exclusive property of Visible Graphics and cannot be reproduced in whole or part, without prior written approval</small>	Sheet: <b>2</b>
	Project Address: <b>28610 Canwood Street          Agoura Hills, CA 91301</b>	Sr Acct Mngr: <b>Amy Karaghianian</b> Coordinator: Designer: <b>Lucas Clerk</b>		Client Signature _____ Date _____ COPY - COLORS - SIZES	Landlord Signature _____ Date _____	Job Number _____	

File Name: \\SERVER02\All Visible Docs\Retail Jobs\Amy\# - NW Rugs - Agoura Hills, CA\02 Drawings



Existing Signage Measurements

COLOR KEY	
	BLACK
	2380 RUST ACRYLIC (TO MATCH EXISTING)

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN.

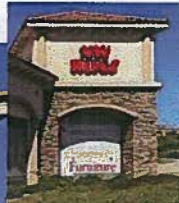
SIGNS I & 2 Measurements QTY: 2 Sign Area = 49.84 Sq. Ft. Scale 1/2"=1'

Total Frontage = 115.00 Ft.



West Elevation

Scale 1/8"=1'



Existing Sign

Total Frontage = 170.00 Ft.

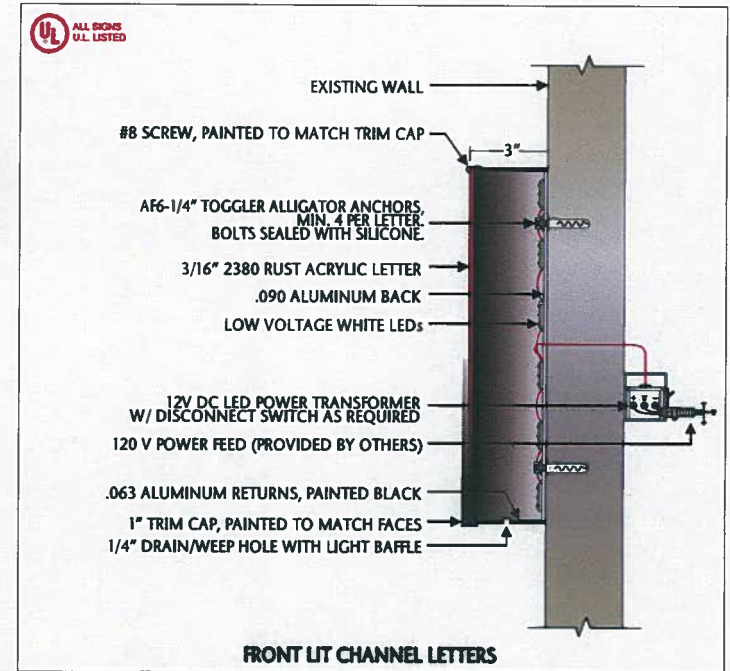


East Elevation

Scale 1/8"=1'



Existing Sign



VISIBLE GRAPHICS

**W** 9736 Eton Avenue  
Chatsworth, CA 91311  
T 818.787.0477  
E-Fax 818.477.5123  
www.visiblegraphics.com

Project Name: **NW Rugs - Agoura Hills, CA**  
Project Address: **28610 Camwood Street Agoura Hills, CA 91301**

Date: **02-20-2016**  
Sign Type: **As Noted**  
Scale: **As Noted**  
Sr Acct Mgr: **Amy Karaghianian**  
Coordinator: \_\_\_\_\_  
Designer: **Lucas Clark**

**NW RUGS & FURNITURE**

**CLIENT APPROVAL**  
Visible Graphics does NOT provide primary electrical to sign location - responsibility of others  
Client Signature \_\_\_\_\_ Date \_\_\_\_\_  
COPY - COLORS - SIZES

**LANDLORD APPROVAL**  
Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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Job Number \_\_\_\_\_

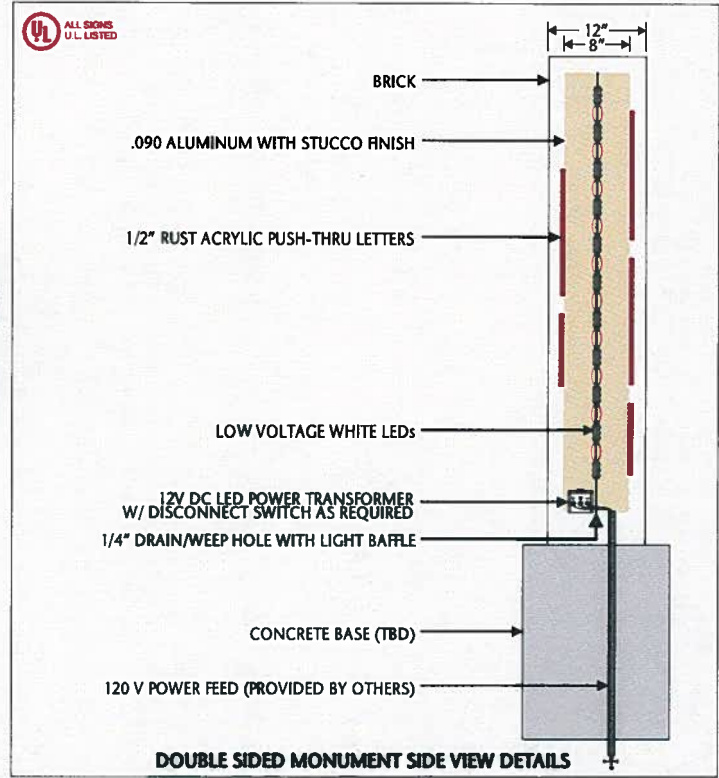
Sheet: **3**



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN.

**COLOR KEY**

- STUCCO FINISH TO MATCH BUILDING
- 2380 RUST ACRYLIC (TO MATCH EXISTING)
- BRICK



**Proposed Monument Measurements**



**Elevation**

VISIBLE GRAPHICS

9736 Eton Avenue  
 Chatsworth, CA 91311  
 T 818.787.0477  
 E-Fax 818.477.5123  
 www.visiblegraphics.com

Project Name:  
**NW Rugs - Agoura Hills, CA**

Project Address:  
**28610 Camwood Street  
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Date: **09-20-2016**  
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 Sr Acct Mng: **Amy Karaoghianian**  
 Coordinator:  
 Designer: **Lucas Cleric**

**NW RUGS & FURNITURE**

**CLIENT APPROVAL**  
 Visible Graphics does NOT provide primary electrical to sign location - responsibility of others  
 Client Signature \_\_\_\_\_ Date \_\_\_\_\_  
 COPY - COLORS - SIZES

**LANDLORD APPROVAL**  
 Landlord Signature \_\_\_\_\_ Date \_\_\_\_\_

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Sheet:  
**4**

SIGN PERMIT CASE NO SIGN-01256-2016 (NW Rugs & Furniture)

