

#### PLANNING DEPARTMENT

DATE:

April 20, 2017

TO:

**Planning Commission** 

**APPLICANT:** 

Signature Signs for The Kanan Group, LLC

2635 Lavery Court, Unit 1 Newbury Park, CA 91320

CASE NO .:

SIGN-01332-2017 and MOD-01337-2017

LOCATION:

5835 Kanan Road (A.P.N. 2051-005-002)

REQUESTS:

Request for the approval of: (1) a sign permit to amend a commercial retail center's (Agoura Hills Mall) sign program to replace an existing monument sign cabinet; (2) a minor modification from Zoning Ordinance Section 9655.5.F.2 (ii and iii) to allow the maximum area of a monument sign to exceed 48 square feet and to allow the height of the monument sign to exceed six (6) feet; and (3) to make a finding of exemption under the

California Environmental Quality Act.

**ENVIRONMENTAL DETERMINATION:** 

Categorically 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-01332-2017 and Modification Case No. MOD-01337-2017, subject to the conditions and, based on the findings in the

attached draft resolution.

**ZONING DESIGNATION:** 

CS-MU (Commercial Shopping Center - Mixed Use)

GENERAL PLAN

DESIGNATION:

CS-MU (Commercial Shopping Center - Mixed Use)

#### I. PROJECT BACKGROUND AND DESCRIPTION

On October 4, 1984, the Planning Commission approved Site Plan Architectural Review Case No. 84-SPR-025, Resolution 10 to construct the Agoura Hills City Mall retail shopping center and offices consisting of three separate buildings on a lot at 5.7 acres. With the project approval, a sign program was established for the center. The sign program allows one (1) monument sign to be set back a minimum of ten (10) feet from the sidewalk on Kanan Road with a maximum of four (4) colors (red, yellow, blue and white); building signs (maximum of four (4) colors); pedestrian directional signs; and vehicle directional signs.

The property is located at 5835 Kanan Road, north of Thousand Oaks Boulevard and adjacent to and north of Twin Oaks Shopping Center. Agoura Hills City Mall fronts and takes access from Kanan Road to the east. The property is zoned Commercial Shopping Center-Mixed Use (CS-MU). The project is bordered to the north by Willow Elementary School, Twin Oaks Shopping Center to the south, and existing single-family residences to the west and across the street to the east of the subject property.

The applicant, Signature Signs, representing the owner of The Kanan Group, LLC, is now requesting approval of a sign permit to amend the sign program to replace the existing identification monument sign cabinet with a new directory monument sign cabinet for the Agoura Hills City Mall property. The applicant is also requesting approval of a sign modification to allow the maximum area of the sign to exceed 48 square feet and to allow the height of the monument sign to exceed six (6) feet. The center has recently been updated through an exterior remodel to create a more modern look. The applicant is looking to update the existing monument sign, approved over 30 years ago, that would be more consistent with the updated center.

#### II. STAFF ANALYSIS

Per the City Sign Ordinance requirements, a commercial site is entitled to one (1) maximum 48 square-foot, six (6)-foot high, single- or 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 a minimum distance of five (5) feet from the property line. In this instance, the monument sign will remain at its current distance of ten (10) feet from the sidewalk, per original approval.

The property currently has one (1) 43.35 square-foot monument sign in the landscaping areas at the front of the property, ten (10) feet behind the sidewalk, and perpendicular to the right-of-way of Kanan Road. The location of the sign is shown on the attached site plan sheet (Attachment 3). The existing monument sign structure is 66 square-feet in size (including the concrete base), six (6) feet high and eleven (11) feet long. The monument sign is internally illuminated. The monument sign currently complies with the Sign Ordinance requirements.

Instead of a 48 square-foot monument sign, six feet high, the applicant is requesting approval to install a 57.75 square-foot monument sign, seven-feet and one inch (7'-1') high, and 10.5 feet long above the existing sign base. The total square-footage of the sign structure with base would be approximately 78 square feet.

The Zoning Ordinance (Section 9655.11.C) grants the Planning Commission authority to approve a minor modification for signs that do not meet the required sign standards relating to size or height of a sign, provided that the size or height of the sign is not increased more than thirty (30) percent. The Planning Commission may approve minor modifications to the regulations relating to the size, height, number and location of new or existing signs.

As such, the applicant is requesting approval of a modification from Zoning Ordinance Section 9655.5.F.2 (ii) to allow a sign area of 57.75 square feet instead of 48 square-feet, and from Section 9655.5.F.2 (iii) to allow a seven-foot and one inch (7'-1") high monument sign structure (base included) instead of six (6) feet high. The request would result in an increase of 20 percent in sign area and 18 percent in height from the existing sign, and so would not result in more than thirty (30) percent increase in the size and height of the sign.

The sign is proposed to consist of a 57.75 square-foot (10.5' wide x 5.5' tall) fabricated, internally illuminated aluminum sign cabinet with an ivory painted finish and maroon painted reveal to be attached to the top of the existing 17.4 square-foot (11' wide x 1'.58" tall) concrete base that would remain but be clad with brick veneer. The cabinet sign would include routed out aluminum tenant panels with thick push-through illuminated acrylic letters of ivory and maroon colors identifying the name of the selected businesses on each side. The Adobe Fan Heiti Std B font on the monument sign for the tenant names complements the Helvetica Bold font used for the tenant names on the building signage, vet is more modern and conducive to letter fabrication at the required smaller size for the letters and panels. The proposal would not increase the structure footprint, as the increase to the sign would be to the cabinet only, directly above the base, in the same location at the front of the property. As presented, the sign design, including its font style, colors, words, proportion and graphic spacing makes the design legible from the public right-of-way. In accordance with Zoning Ordinance Section 9655.6(F)(2), a condition of approval is included to limit the monument sign to on-site business identification, a directory of on-site businesses, and the building address only. Lighting will be turned off 11:30 p.m. or close of business, whichever occurs last (Condition 12).

The applicant states that the orientation of the buildings make it difficult to see the façades and therefore building signage for motorists traveling on Kanan Road. Therefore, a directory monument sign with an increase in sign area is requested to improve identification of the tenants in the center from Kanan Road, and would replace the current sign that identifies only the center's name. With the new sign, the tenants would be listed on either side.

No additional landscaping beyond the current grass and shrubbery is proposed with the project.

#### **General Plan Consistency**

The project is consistent with the following relevant 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. Architectural and Site Design. Incorporation of signage that is integrated with the buildings' architectural character and provides meaningful identification.

The sign is constructed out of materials that complement the building's architecture, and provides clear, meaningful identification for the retail center as called for in Policy LU-13.2 of the General Plan. The font used for the tenant building signs is Helvetica Bold font. The tenant building signs are fabricated as individual letters from white translucent acrylic and gold trim caps, and they are set into routed out wood siding painted a pinkish brown color. The new monument sign would be built with natural materials and earth-tone colors, and as a result, would be keeping with the character of the center, which consists of wood and cream colored stucco. The sign is designed with a brick veneer base, architectural features, construction materials and colors that are harmonious and complement the center and surrounding area. The sign location offers optimum visibility for the business while ensuring the safety of passing vehicles and those entering and exiting the center by maintaining the ten (10)-foot setback from the property line along Kanan Road. The proposed sign is consistent with the City Architectural Design Standards and Guidelines in that the colors and the business names are in contrast with the background in order to make the sign more legible.

#### **Environmental Review**

The sign program amendment request is categorically exempt from the California Environmental Quality Act (CEQA), as the project consists of the installation of an accessory sign structure per Section 15311 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. The sign installation would not result in a significant environmental impact.

#### III. RECOMMENDATION

Based on the foregoing review and analysis, staff recommends that the Planning Commission approve Sign Permit Case No. SIGN-01332-2017 and Modification Case No. MOD-01337-2017, subject to the conditions and based on the findings in the attached draft resolution.

#### IV. ATTACHMENTS:

- 1. Draft Sign Permit Resolution and Conditions of Approval
- 2. Vicinity Map
- 3. Monument Sign Plans
- 4. Photographs of the Project Site

Case Planner: Renee Madrigal, Associate Planner

DRAFT	RESOLUTION NO.	

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS, CALIFORNIA, APPROVING SIGN PERMIT CASE NO. SIGN-01332-2017 TO AMEND THE SIGN PROGRAM FOR THE AGOURA HILLS CITY MALL SHOPPING CENTER AT 5835 KANAN ROAD TO REPLACE THE EXISTING MONUMENT SIGN; TO APPROVE MODIFICATION CASE NO. MOD-01337-2017 TO ALLOW THE MAXIMUM AREA OF THE MONUMENT SIGN TO EXCEED 48 SQUARE FEET AND TO ALLOW THE HEIGHT OF THE MONUMENT SIGN TO EXCEED SIX (6) FEET; AND TO MAKE A 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 1. An application was duly filed by Jami Leaf of Signature Signs, representing Agoura Hills City Mall, with respect to the real property located at 5835 Kanan Road, (Assessor's Parcel No. 2051-005-002). The applicant requests approval of (1) Sign Permit Case SIGN-01332-2017 to amend the Agoura Hills City Mall's sign program by replacing the existing monument sign cabinet and; (2) Modification Case No. MOD-01337-2017 for a minor modification of the standards set forth in Zoning Ordinance Section 9655.5.F.2 (ii and iii) to allow the maximum area of the monument sign to exceed 48 square feet and to allow the height of the monument sign to exceed six (6) feet.

<u>Section 2.</u> The Planning Commission of the City of Agoura Hills considered the application at a public meeting held on April 20, 2017, at 6:30 p.m. in the City 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.

<u>Section 3.</u> 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.

<u>Section 4.</u> Sign Permit Criteria. 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 of the Agoura Hills Zoning Ordinance, that:

A. The proposed sign and amended sign program are consistent with the General Plan and the provisions of the Sign Ordinance. The amended sign program enhances the visual character of the shopping center and provides meaningful identification for the shopping center as called for in Policy LU-

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13.2 of the General Plan. The monument sign of ivory and maroon with a brick base sign will be compatible with the natural materials and earth-tone colors of the building, in keeping with the character of the center. The new monument sign will be increased in size and will include the names of the businesses in the center to provide improved visibility to the public, and contribute to improving the identification of the tenants in the center from Kanan Road. The monument sign will be consistent with the Sign Ordinance standards, including setback, materials, colors, and lighting, with the exception of sign size and height for which a minor modification is being requested.

- B. The location of the proposed sign and the design of its visual elements are legible under normal viewing conditions prevailing where the sign is to be installed. The design, materials, colors, letters, and spacing make the sign legible from the public right-of-way. The monument sign will be subtly illuminated to identify the center's tenants.
- C. The location and design of the proposed sign, its 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 proposed sign will be installed in the same location as the existing monument sign. The monument size and height increase will not interfere with vehicular traffic or line-of-sight along Kanan Road in that the monument sign will continue to be set back ten (10) feet behind the sidewalk, as conditioned in the original approval, and the minor increase in size will not create any significant visual impairment. The sign is appropriate given the large size of the 5.7-acre property, and the proposed sign program colors and materials are compatible with the buildings served by the sign. The sign with new materials and design will improve the center's aesthetics.
- D. The proposed sign and amended sign program are consistent with the sign standards of the Sign Ordinance, except those for which a minor modification is requested. The sign location, the number of colors, the design of the sign cabinet, the proposed materials, and the illumination of the directory sign are consistent with the standards in the Sign Ordinance. Upon approval of the modification to increase sign size and height in order to provide adequate identification of building tenants, the sign would be consistent with the required dimensions of the Sign Ordinance.
- E. The proposed sign and amended program are consistent with the City's adopted sign design guidelines. The proposed sign colors, letter style, spacing, lighting, and materials are consistent with the design guidelines and complementary to the overall architectural design of the shopping center.

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<u>Section 5.</u> Sign Program Standards. 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 9655.6.E of the Agoura Hills Zoning Ordinance, that:

- A. The sign program complies with the purpose and overall intent of the Sign Ordinance in that the proposed changes would update the visual quality of the center and complement the building' design, and provide further visual identification of tenants.
- B. The sign program accommodates future revisions that may be required because of changes in the use or tenants. The sign program amendment provides additional flexibility for future tenant identification, as the tenant panel can be replaced as needed.
- C. The sign program complies with the standards of the Sign Ordinance in that the sign location, the number of colors, the design of the sign cabinet, the proposed materials, and the illumination of the directory sign are consistent with the standards in the Sign Ordinance. Upon approval of the modification to increase sign size and height in order to provide adequate identification of building tenants, the sign would be consistent with the required dimensions of the Sign Ordinance. This sign program amendment enhances the visual quality of the city and center by maintaining compatibility with other building signs and the building design in the shopping center and is keeping with a well-designed tenant identification program.

<u>Section 6.</u> Modifications to Sign Standards. 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 9655.11.C of the Agoura Hills Zoning Ordinance, that:

- A. The sign modification will not be detrimental to surrounding uses or properties or the community in general. The monument sign will be in the same location as the existing, ten (10) feet from the public sidewalk. The sign will be installed in compliance with the City Building Code. The size, shape, illumination, colors and location of the monument sign will be compatible with the visual characteristics of existing permitted signage in the area. The modification will allow an increase in the sign's overall size and height to allow for sufficient identifying signage at the center from the public right-of-way; however, will not interfere with traffic along the roadway or that entering or leaving the site due to its placement at the site.
- B. The sign modification will be consistent with the purposes of the General Plan, and the sign criteria set forth in the Sign Ordinance (Section 9655.5.D) and the adopted sign design guidelines. The amended sign program enhances the visual character of the shopping center and provides

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meaningful identification for the shopping center tenants, as called for in Policy LU-13.2 of the General Plan. The monument sign will be built consistent with the materials and earth-tone colors of the center. The new monument sign will be increased in size and will include the names of the businesses in the center to provide improved visibility to the public and will contribute to improving the identification of the tenants in the center from Kanan Road. Aside from the modification, the sign will be consistent with all other sign standards of the Sign Ordinance and design guidelines, including sign location, the number of colors, the design of the sign cabinet, the proposed materials, and the illumination of the directory sign.

Section 7. 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 of the Guidelines pertaining to accessory structures. The sign would not have a significant environmental impact. No exception to the categorical exemption applies as set forth in Section 15300.0 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.

<u>Section 8.</u> Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. SIGN-01332-2017 and Modification Case No. MOD-01337-2017, subject to the attached conditions, with respect to the property described in Section 1 hereof.

<u>Section 9.</u> 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  $20^{\text{TH}}$  DAY OF April 2017, by the following vote to wit:

AYES:

(0)

NOES: (0)

ABSTAIN: (0)

ABSENT: (0)

Curtis Zacuto, Chairperson

Doug Hooper, Secretary

## CONDITIONS OF APPROVAL (Case Nos. SIGN-01332-2017 and MOD-01337-2017)

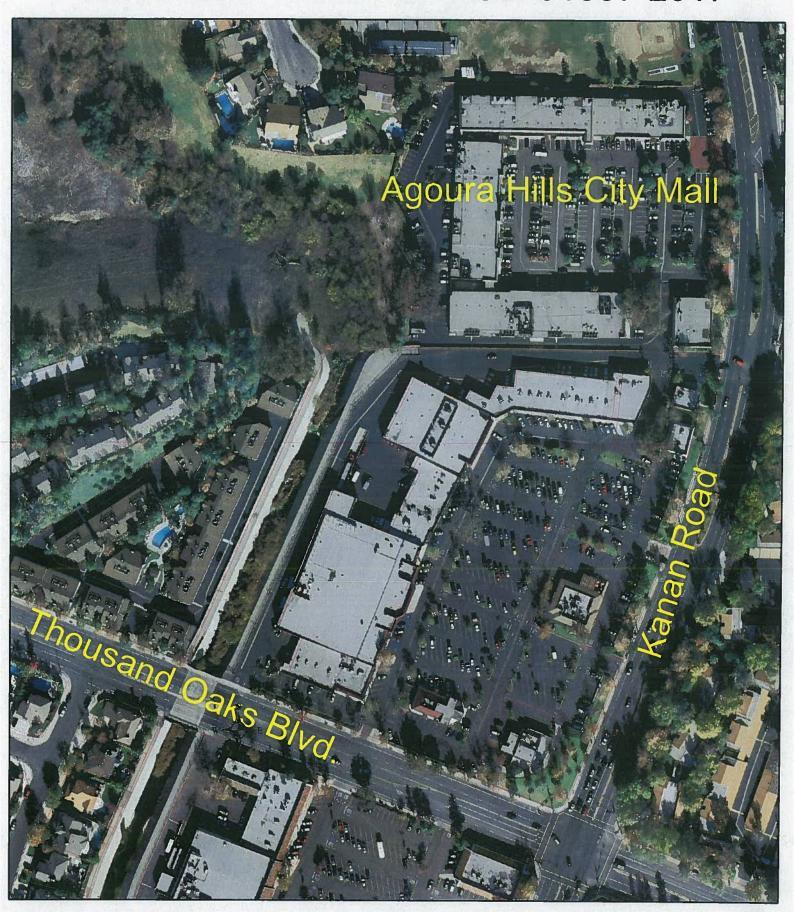
#### STANDARD CONDITIONS

- 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 required forms and related fees with the City.
- 2. The 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 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 permit is used within two (2) years from the date of City approval, Case Nos. SIGN-01332-2017 and MOD-01337-2017 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 the 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 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 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. In accordance with Agoura Hills Municipal Code Section 9655.5(F)(2), the monument sign shall be limited to on-site business identification, a directory of on-site businesses, and the building address only.
- 12. No lights on or within any sign shall be illuminated after 11:30 p.m. or close of business each day, whichever occurs last.
- 13. All signs shall be maintained in a neat and attractive, well-maintained condition. The display surface of all signs shall be kept clean, neatly painted and free from rust, cracking, peeling, corrosion or other states of disrepair.

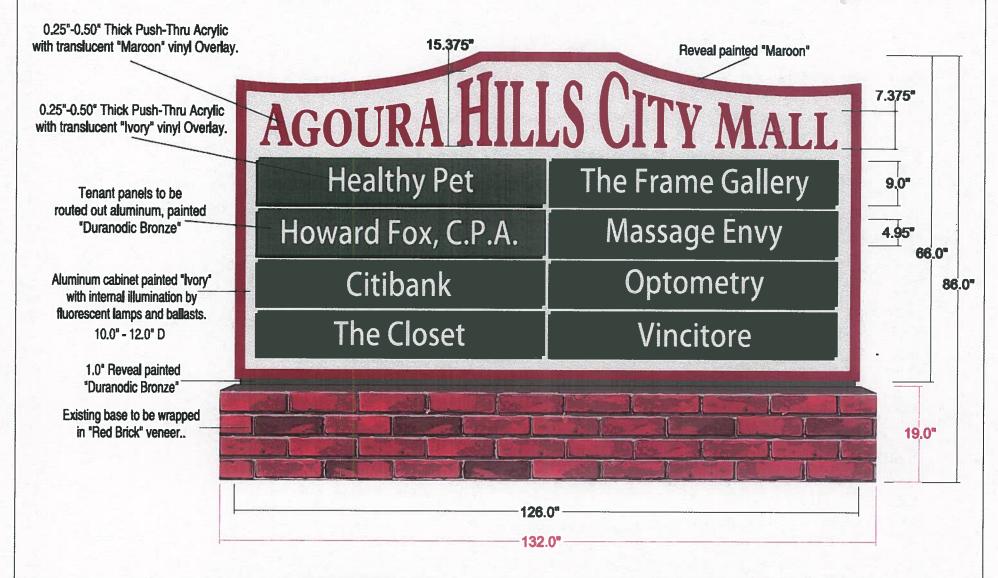
**END** 

# Sign Permit Case No. SIGN 01332-2017 and Modification Case No. MOD-01337-2017



### Double-Sided Illuminated Monument Sign - Detail

Qty: 1





PH: (805)499-3343 FAX: (805)499-4636 www.SiaSians.com

2635 LAVERY CT, UNIT #1 NEWBURY PARK, CA 91320

Project:	Monument Sign	Date:	03/02/2017
Client:	Agoura Hills City Mali	Revision:	X 2 3 4 5
Address:	5835 Kanan Rd Agoura Hills, CA	Rep:	Jami
File:	Agoura Hills City Mail - Double Sided Illuminated Monument Sign - Detailed	Designer:	John
Client Ap	proval Signature:	Date:	9 - 5 - 1

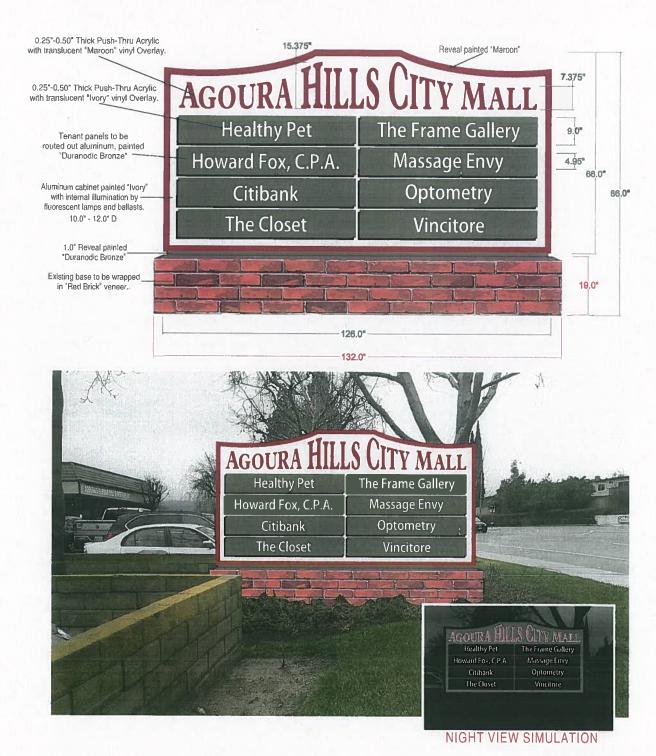
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Signature Signa answers the sight to collect from Ollent appropriate fees for graphic services/rendure stroubl its designa (whether identical or substantially similar) be labeleated and installed by their party without superas consons.

### Double-Sided Illuminated Monument Sign

Qty: 1 (BOTH SIDES OF SIGN ARE THE SAME)





PH: (805)499-3343 FAX: (805)499-4636 www.SigSigns.com

INC. 2635 LAVERY CT, UNIT #1
ALL KINDS NEWBURY PARK, CA 91320

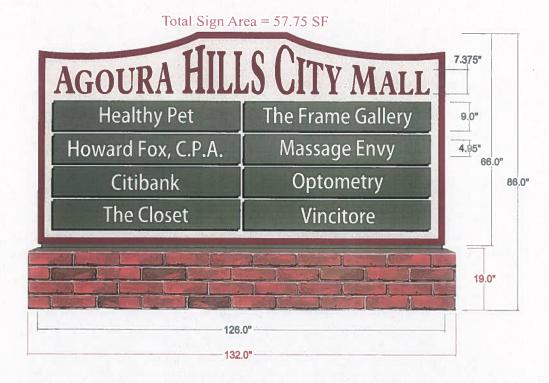
Client App	proval Signature:	Date:	1 1
File:	Agoura Hills City Mall - Double Sided Illuminated Monument Sign	Designer:	John
Address:	5835 Kanan Rd Agoura Hills, CA	Rep:	Jami
	Agoura Hills City Mall	Revision:	8 7 8 9 10
	Monument Sign		03/02/2017

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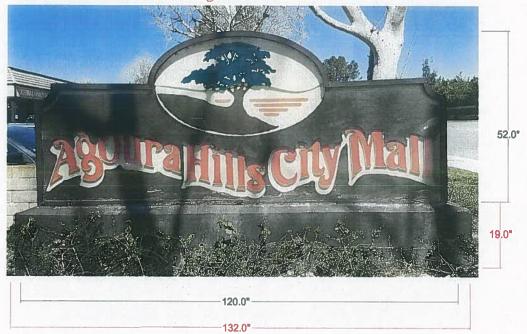
### New & Existing Monument Signs

New proposed monument



Total Sign Area = 43.35 SF

Existing monument





PH: (805)499-3343 FAX: (805)499-4636 www.SigSigns.com

2635 LAVERY CT, UNIT #1 NEWBURY PARK, CA 91320

Client Ap	proval Signature:	Date:
File: Agoura Hills City Mall - New & Existing Monument Signs		Designer: John
	5835 Kanan Rd Agoura Hills, CA	Rep: Jami
	Agoura Hills City Mall	Revision: 🗶 2 3 4 5
	Monument Sign	Date: 03/09/2017

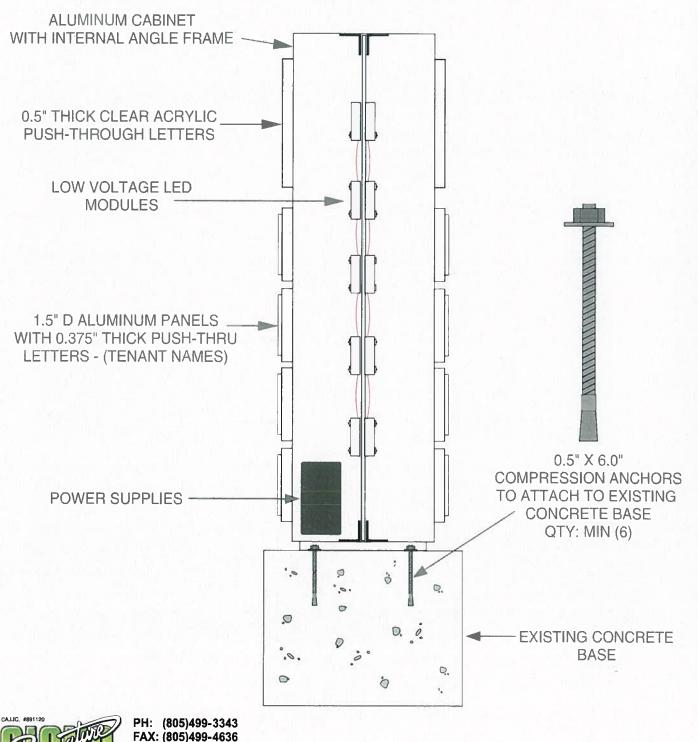
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Signature Signs reserves the right to collect from Client appropriate fees for graphic services rendered should its designs (whether identical or substantially similar) be fabricated and installed by third party without express consent.

## AGOURA HILLS CITY MALL MONUMENT CABINET INSTALLATION DETAIL

SIDE VIEW

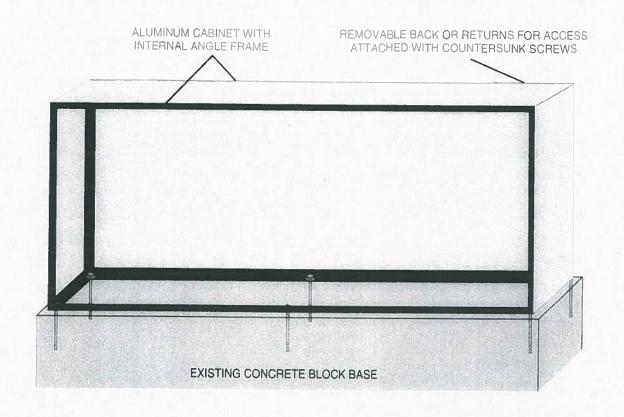




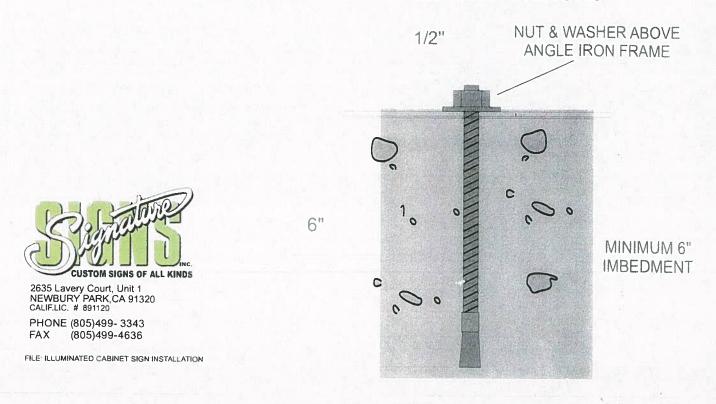
PH: (805)499-3343 FAX: (805)499-4636 www.SigSigns.com all kinds 2635 LAVERY CT, UNIT #1 NEWBURY PARK,CA 91320

FILE: Illuminated Monument Cabinet Installation

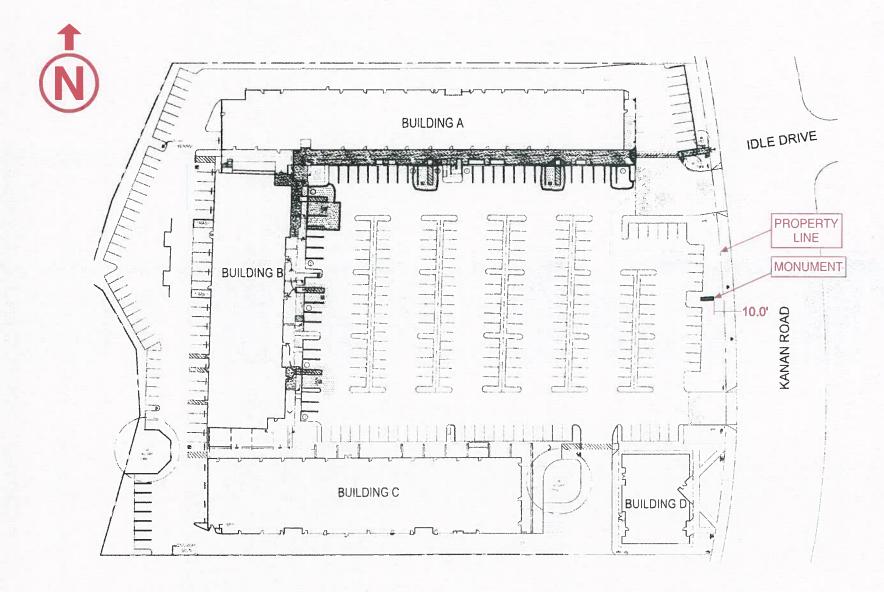
## ILLUMINATED CABINET SIGN INSTALLATION TO EXISTING CONCRETE BASE



## 1/2" X 6" "RED HEAD" COMPRESSION ANCHORS



### Site Plan





PH: (805)499-3343 FAX: (805)499-4636 www.SigSigns.com

CUSTOM SIGNS OF ALL KINDS NEWBURY PARK, CA 91320

Project:	Site Plan	Date: 03/07/2017
Client:	Agoura Hills City Mall	Revision:   1 2 3 4 5
Address:	Kanan Rd., Agoura Hills, CA	Rep: Jami
File:	Agoura Hills City Mall - Site Plan	Designer: John
Client Approval Signature:		Date:

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Signature Signs reserves the right to collect from Client appropriate fees for graphic services/rendered should its designs (whether identical or substantially similar) be fabricated and installed by third party without express consent.

