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**From:** Ed Corridori <edcorridori@gmail.com>  
**Sent:** Wednesday, July 1, 2020 4:15 PM  
**To:** Kimberly Rodrigues  
**Subject:** Letter to Planning Commission  
**Attachments:** lettertoPC.docx

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Hi Kimberly,  
Please pass on the attached letter to the Planning Commission for their meeting tomorrow. Please let me know if it is received.  
Thanks,  
Ed

Following is a comment re: Item #2 on Thursday's Planning Commission agenda, the sign program for Speedway.

To put this item into some historical perspective, the USA Gas station was actually the first new building to go into the Agoura Village Plan area. It went in prior to the final adoption of the plan. At the time, the council was very concerned that a gas station, a very automobile intensive use, on that corner would destroy the character and pedestrian orientation we wanted for the Agoura Village.

"The vision for Agoura Village is to create a welcoming pedestrian friendly atmosphere that captures the character of Agoura Hills." Chapter 1, page 7 of the Plan.

Our exceptionally talented planning staff under Mike Kamino came up with a plan that made the gas station palatable. The building was moved to the corner and the gas pumps and driveways were screened from view behind it. In addition, the building featured natural materials, wood and stone, and landscape elements, to give it a more rustic look that fit the "character" of Agoura Village. USA Petroleum resisted this configuration, but eventually went along with it. The result was a relatively attractive station, that did not destroy the ambiance that we were looking for in Agoura Village. USA Petroleum was also pleased with the result.

As we look at the sign program for the new owners of the gas station, we are most struck by the bright red color on all of the signs. The color seems to us to be inconsistent with the character of the building and its location within Agoura Village. The Commission should question the need, size and overall impact of each of these signs. The monument sign in particular is a large splash of a very vibrant, almost fluorescent, red. It is harsh and more suitable for an auto racing venue than a village gas station. Perhaps that is what the "Speedway" brand is looking for. The wood material framing the sign all but vanishes to the eye in the face of that color.

Consider these two more excerpts from the Agoura Village Plan:

"C. Signs should coordinate with the building design, materials, color, size, and placement. 5-85

C. Monument signs should incorporate complementary colors, materials, and lettering fonts used on the buildings. More than one material is recommended. 5-86

We think it is possible to use a red color on the signs and still be within character for the building and the anticipated surroundings of Agoura Village. It could also provide sufficient visibility and brand recognition for Speedway. It would have to be an earthier red, more subdued, smokier, or however you want to describe it. But it would be a red that did not seem out of place on a building with stone and natural wood.

On another matter, we would ask the applicant to consider installing an EV charging station in the future for the many electric vehicles that use Kanan Road every day. Of course, that is not a part of this application and should not influence your decision on the application.



Thank you for the opportunity to comment on this issue.

Former Agoura Hills Mayors,

- Ed Corridori
- Louise Rishoff
- Fran Pavley
- Joan Yacovone
- Jack Koenig
- Dan Kuperberg
- Jeff Reinhardt
- Bill Koehler
- Harry Schwarz