REPORT TO PLANNING COMMISSION

DATE: JUNE 20, 2024

TO: HONORABLE CHAIR AND MEMBERS OF THE PLANNING

COMMISSION

FROM: DENICE THOMAS, COMMUNITY DEVELOPMENT DIRECTOR

BY: KATRINA GARCIA, ASSOCIATE PLANNER

REQUEST: CONSIDER APPROVING A RESOLUTION TO 1) APPROVE A SIGN

PERMIT THAT PERMITS THREE WALL-MOUNTED SIGNS FOR A COMMERCIAL BUILDING LOCATED AT 5025 ROADSIDE ROAD AND 2) TO MAKE A FINDING OF EXEMPTION UNDER THE CALIFORNIA

ENVIRONMENTAL QUALITY ACT (CEQA)

APPLICANT: Jami Leaf for Selleck Development Group

CASE NO: SIGN-2024-0087

LOCATION: 5025 Roadside Road (AIN 2061-004-046)

ENVIRONMENTAL Exempt from the California Environmental Quality Act

DETERMINATION: (CEQA) per §15311(a) (Accessory Structures) of the

CEQA Guidelines.

ZONING Planned Office and Manufacturing District – Freeway

DESIGNATION: Corridor Overlay District (POM-FC)

GENERAL PLAN Planned Development District (PD)

DESIGNATION:

RECOMMENDATION: Staff recommends the Planning Commission approve

Sign Permit case no. SIGN-2024-0087, based on the

findings of the attached Draft Resolution.

I. PROJECT BACKGROUND AND DESCRIPTION

Jami Leaf of Signature Signs, the Applicant for the Property Owner, Selleck Development, is requesting approval for a Sign Permit (SIGN) to allow the installation of three illuminated wall-mounted signs on an existing building for a new school; the Mountainview Montessori school (Project).

The Project site is zoned Planned Office Manufacturing District (POM) with a Freeway Corridor Overlay (FC) and a General Plan designation of Planned Development (PD). The subject property is located on the south side of the 101 Ventura Freeway, west of Kanan Road. As seen in *Figure 1. Vicinity Map*, the lot borders Roadside Road on the east and Agoura Road on the south. The Project site is one of two buildings (A and B) approved under development application case No. 14-SPR-003 (Planning Commission Resolution No. 15-1147). Construction was completed in the Spring of 2019.

At the time the original development was approved, the Planning Commission also denied the sign permit for Building A (now "LA Fitness"). The developer/applicant appealed the decision to the City Council and was approved under City Council Resolution No. 16-1807 (Case No. 14-SP-040). Although the plans indicated conceptual sign locations for Building B, the Conditions of Approval for Resolution No. 16-1807 indicated that no approval for signs were granted to Building B under that permit, and required any sign proposed at Building B to return to the Planning Commission for approval. Most recently, the Community Development Director approved a Site Plan/Architectural Review (SPR) on October 13, 2022 for Building B, to remodel the building and site to accommodate a



Figure 1. Vicinity Map

Source: LA County Planning GIS-NET Public

new child care center (Case No. SPR-2021-0010). The applicant is now requesting approval of new wall-mounted signs for Building B.

The proposed scope of work is as follows:

•	One new wall-mounted sign (Primary Public ROW #1 Frontage)	43 square
		feet (sq. ft.)
•	One new wall-mounted sign (Public ROW #2 Frontage)	22 sq. ft.
•	One new wall-mounted sign (Private ROW Frontage)	10 sq. ft.

Legislative Review

Because Building B did not have a tenant at the time, Condition no. 7 was issued as part of the Conditions of Approval of Resolution No. 16-1807, which required the signage of Building B to be approved separately by the Planning Commission at a future date.

II. STAFF ANALYSIS

The proposed sign permit is subject to the design standards set forth under the AHMC Division 5 §9655 et seq. (Sign Regulations). Table 1 provides a summary and indicates the proposed Project meets those standards.

Development Requirement		Allowed/Req'd	Proposed	Comments
Size	Primary Public ROW #1 Frontage (south)	50 sq. ft. max	43 sq. ft.	Complies
(max.)	Public ROW #2 Frontage (east)	25 sq. ft. max	22 sq. ft.	Complies
	Private ROW Frontage (north)	10 sq. ft.	10 sq. ft.	Complies
Duningtion	Primary Public ROW #1 Frontage (south)	12 inch (in.) maximum (max)	4 in.	Complies
Projection from wall	Public ROW #2 Frontage (east)	12 in. max	4 in.	Complies
	Private ROW Frontage (north)	12 in. max	4 in.	Complies

Site Plan and Buildings

The 162,602-square-foot-developed lot contains two buildings located on opposite ends of the lot. Building A (LA Fitness) is sited on the northernmost end of the property, abutting the 101 Ventura Freeway. Building B, the location of the proposed signage, is sited on the southeast corner of the property fronting both Agoura Road and Roadside Road on the south and east, respectively. The entrance to the building is located on the north side and faces the private right-of-way or the parking lot.

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In conjunction with the Planning Commission's approval of the development of the site, the City Council also approved case no. 14-SP-040 and 14-VAR-003, which was for a sign permit and a variance to increase the size of the LA Fitness sign to 113 sq. ft. on the south elevation and 83 sq. ft. on the north elevation, which also included two monument signs: one on the corner of Agoura and Roadside Roads, and the other on the east, near the driveway entrance, both at 13.5 sq. ft. each. Neither of the monument signs have been constructed, nor are any changes proposed under this application. The development plans of the site originally identified Building B as a multi-tenant building for retail/fast service restaurant businesses with three possible locations for signage: one on the south elevation, and two on the north elevation

Signage

All three proposed signs for the Mountainview Montessori will be individual halo-lit letters made of white-painted aluminum with a dark bronze background to contrast and reflect the light. The lighting temperature of the three signs are proposed at 3,500 Kelvin (K).

The largest of the signs will be located along Agoura Road (south) at 43 sq.ft., which is below the 50 sq. ft. maximum allowed for wall signs. It will be mounted to the stone veneer wall above an awning, but below the roof overhang. The raceway for this sign will not be visible as it will be located within the wall of the building. Because the building fronts two streets, the Zoning Ordinance (AHMC §9655.8.B.1.e) allows the second frontage to have a sign not to exceed one-half of the allowance of the first frontage. As such, a sign of 21 sq. ft. is proposed on the east elevation to be mounted on a stone veneer wall.

The Zoning Ordinance also allows a sign, not exceeding 10 sq. ft., to be located above a public entrance, facing the private right-of-way. The proposal includes a sign of 10 sq. ft. along the north elevation. At the time the site was approved for development in 2014, the plans identified two potential sign locations on the north elevation that would have been for two separate tenants. Since the entire building is now occupied by one tenant, only one sign is proposed on the north elevation above the main entrance and will be mounted on a cross beam under the canopy. The sign will maintain a 12-foot clearance from the finished floor, which exceeds the eight-foot-minimum required by the Zoning Ordinance. The raceway for this sign will be visible from behind the exposed beam but will be painted green to match the color of the beam.

III. Findings

The Project is consistent with General Plan Goal LU-13 and its policies. The new sign will tie the building and its use together. The colors will be consistent between the signs and are compatible with the modern rustic architecture of the building. The addition of the warm-toned signs enhances the definition and the character of the street frontage, which makes for a more pedestrian-friendly environment. In addition to compatibility with the General Plan, the Project is also subject to findings 1-4 of §9655.5.D (permanent signs). The Project is consistent with the standards of the Sign Ordinance as it pertains to sign

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permits, including the Sign Design Guidelines. The size, location, lighting, colors, and materials are compatible with the existing modern rustic architecture of the building. The style of lettering and halo illumination against a high-contrast background makes the sign legible in the evening. The scale of Buildings A and B are different and as such require different sized signs that are also respective of the architectural style of the building, both of which feature rustic elements. However, Building A features a flat roof, while Building B features a standard sloped roof. Although the building's signs are different in size, and lighting style, the differences are warranted given the size of each building and their distance from Agoura Road, which receives more neighborhood traffic. As such a halo-lit sign will be less obtrusive to neighborhood traffic. The full list of findings are described in the draft resolution (Attachment 1).

IV. ENVIRONMENTAL REVIEW

The Project has been reviewed pursuant to CEQA and has been determined to be Categorically Exempt from the CEQA Guidelines per §15311(a) (Accessory Structures). This exemption includes construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premises signs. No significant environmental impacts are expected from the development of the Project, as it is limited to the installation of prefabricated aluminum signs to an existing building. No exception to this categorical exemption applies as set forth in §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.

V. FISCAL IMPACT

There are no fiscal impacts to the City Council adopted 2023-2024 budget as all applicable fees were paid by the applicant during the Project submittal. The fees collected cover the full cost of review for the City's consultants and also cover staff's time spent reviewing the Project plans.

VI. RECOMMENDATION

Based on the foregoing analysis, staff recommends that the Planning Commission approve Sign Permit Case No. SIGN-2024-0087, subject to the Conditions of Approval and based on the findings of the attached Draft Resolution.

VII. ATTACHMENTS

- 1. Draft Resolution for the Sign Permit, with Exhibit A, Conditions of Approval
- 2. Project Plans
- 3. City Council Resolution 16-1807

Case Planner: Katrina Garcia, Associate Planner

ATTACHMENT 1

Draft Resolution and Exhibit A, Conditions of Approval

RESOLUTION NO. 24-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF AGOURA HILLS, CALIFORNIA, APPROVING SIGN PERMIT CASE NO. SIGN-2024-0087, THAT PERMITS THREE WALL-MOUNTED SIGNS FOR A COMMERCIAL BUILDING AT 5025 ROADSIDE ROAD; AND MAKING 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:

<u>Section I.</u> An application was duly filed by Jami Leaf for the Property Owner, Selleck Development Group, with respect to the property located at 5025 Roadside Road (Assessor's Identification No. 2061-004-046), requesting approval of a Sign Permit (Case No. SIGN-2024-0087) that permits three wall-mounted signs for a tenant at an existing commercial building ("Project").

Section II. The Project has been reviewed pursuant to the California Environmental Quality Act (CEQA) and has been determined to be exempt from CEQA per §15311(a). This exemption includes the construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs. No significant environmental impacts are expected from the development of this Project, as it is limited to the installation of pre-fabricated aluminum signs to an existing building. No exception to this categorical exemption applies as set forth in §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.

<u>Section III.</u> The Planning Commission of the City of Agoura Hills considered the Project application at a public meeting held on June 20, 2024, at 6:30 p.m. The meeting was held in-person in the City Council Chambers. The Applicant and members of the public were given the opportunity to present statements and provide materials to the Commission both in-person and electronically.

<u>Section IV.</u> Evidence, both written and oral, including the staff report and supporting documentation, was presented to and considered by the Planning Commission at the aforementioned public meeting.

<u>Section V.</u> Sign Permit Review. Based upon the evidence presented at the meeting, including the staff report and oral and written testimony, the Planning Commission finds, pursuant to §9655.5(D) of the Agoura Hills Municipal Code (AHMC), that:

- 1. The proposed signage is consistent with the General Plan and the provisions of the Zoning Ordinance in that the signs are integrated with the building's architecture, and provide clear, meaningful identification, as described in finding No. 3. The wall signage is consistent with General Plan Goal LU-13 and its policies such that the signs are integrated with the design and modern rustic architecture of the building through the halo lighting and dark bronze background the light reflects off. The signage enhances the character of the street frontage and makes for a pedestrian-friendly environment as it provides visual interest to the site and necessary identification to the business.
- 2. The location and orientation of the proposed sign, as well as the design of its visual elements (lettering, words, figures, colors, decorative motifs, spacing, and proportions), are legible under normal viewing conditions prevailing where the sign is to be installed. The size and location of the signs provide clear identification to the business, that also accounts for potential growth of landscaping that may visually obstruct view of the signs from the street. General sign criteria provided in the Sign Ordinance requires that no more than three different colors are used on all signs, the materials of the signs should be compatible with the materials used on the building, and the signs are legible under normal viewing conditions. The Project is consistent with the criteria of the Sign Ordinance because the sign utilizes aluminum material that can also be found on the existing architecture. The high contrasting white and dark bronze colors, as well as sansserif lettering improves legibility of the signs.
- 3. The signs are consistent with the sign standards of the Sign Ordinance, AHMC §9655.6 and §9655.7, pertaining to the signs' size, location, materials and lighting and more, specifically for wall-mounted signs, their integration with the building design. their projections from the wall, and screening. The proposed signs and their locations are within the parameters of the Zoning Ordinance. The largest sign located on the south frontage, with an elevation length of 98 feet (ft.), is less than the 50 -square-foot maximum allowed for wall signs, at approximately 43.13 square feet (sq. ft.) The second street frontage (east) sign, with an elevation length of 52 ft., is approximately 21.73 sq. ft., and less than one-half of the first frontage, as allowed by the Sign Ordinance regarding businesses located along two frontages or streets. The private right-of-way frontage sign, with an elevation length of 104 ft, is approximately 9.86 sg. ft. and less than the 10 sg. ft. allowed by the Sign Ordinance. Given the length of each elevation, the signs are proportional to the building and do not over-saturate the building. The aluminum lettering is compatible with the building as the building also features metal architectural details, as seen on the roof and the corrugated metal siding. The halo lighting also complements and highlights the rustic elements of the building, including the stone veneers and wooden beams. Given its proximity to the streets, halo lighting provides subtle visibility in the evening without being obtrusive to drivers.
- 4. The signs are consistent with the adopted Sign Design Guidelines. To promote the highest level of sign design quality the Sign Design Guidelines identify the following criteria: colors should be limited to three to five colors, colors and material contrast from each other, materials should be similar to those on the building, individual

Resolution No.	24
Page 3 of 3	

letters are encouraged, halo-lit illumination is encouraged, and placement of signs should be below the roof pitch, and located on a designated area based on the architectural features of the building. The Project proposes signs proportionate to the length of each elevation that it is located on and placed below the roof pitch on the open gable of the south and east elevation, which are architecturally treated with stone veneers. The third sign is located above the main entrance, on a wooden beam, beneath the awning. The signs are also limited to only two colors (white and dark-bronze) and considered high contrasting colors which makes the signs more legible. The signs are all individual letters that are internally illuminated with halo lighting that reflects off the dark bronze background

<u>Section VI.</u> Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. SIGN-2024-0087, subject to the conditions attached hereto as Exhibit A, with respect to the property described in Section I hereof.

<u>Section VII.</u> The Secretary of the Planning Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the Book of Resolutions of the Planning Commission of the City.

PASSED, APPROVED, and ADOPTED this 20th day of June 2024, by the following vote to wit:

AYES: NOES: ABSENT: ABSTAIN:	(0) (0) (0) (0)		
ATTEST:		Morgan Roth, V	ice Chair
Denice Thomas, Se	cretary		

EXHIBIT A CONDITIONS OF APPROVAL (Case No. SIGN-2024-0087)

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 approval of this permit 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 Division.
- 3. Except as specifically modified by conditions of approval, the proposed development shall be constructed in substantial conformance with the approved plans and project description. The proposed project shall further comply with all conditions of approval stipulated in this resolution attached hereto. In the event project plans conflict with any condition of approval, the condition shall take precedence.
- 4. Minor changes to the approved plans or the conditions of approval may be approved by the Community Development Director, provided such changes achieve substantially the same results and the project is still in compliance with the Agoura Hills Municipal Code. Revised plans reflecting the minor changes and additional fees shall be required to be submitted to complete the record. All exterior materials used in this project shall be in conformance with the material samples submitted as a part of this application.
- 5. It is hereby declared to be the intent that if any provision of this permit is held or declared invalid, the permits shall be void and the privileges granted hereunder shall lapse.
- 6. 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.
- 7. All requirements of the Agoura Hills Municipal Code Zoning Ordinance and of the specific zoning designation of the subject property must be complied with unless set forth in these conditions or on the approved Site Plan.
- 8. The Sign Permit (SIGN-2024-0087) shall become void two years following the date it was approved, unless prior to the expiration of one year, a building permit is issued and construction is commenced and diligently pursued toward completion on the site which was the subject of the permit, or a certificate of occupancy is issued for the structure which was the subject of the permit. Prior to the expiration of the permit, the

- applicant may request up to two extensions for a period of time not exceeding 12 months, subject to the approval of the Planning Division.
- 9. No final approval shall be granted until all conditions of approval have been complied with as determined by the Community Development Director.
- 10. All outstanding fees owed to the City, if any, shall be paid by the applicant within thirty (30) days from the date of this approval.
- 11. It is the responsibility of the applicant and/or his or her representatives to report to the City any changes related to any aspects of the construction prior to undertaking the changes.
- 12. The applicant or property owner shall obtain a Building Permit from the Building Division prior to construction of any signs.
- 13. No construction work or repair shall be performed outside the hours of 7:00 a.m. to 7:00 p.m. or any Sunday or Holiday.
- 14. The Applicant, and property owner(s), and their successors in interest, shall indemnify, defend and hold harmless the City, its officials, officers, agents, and employees (collectively "Indemnitees") from and against any and all claims, actions, lawsuits, damages, losses, and liabilities arising or resulting from the granting of this approval by the City or the exercise of the rights granted by this approval. This indemnification obligation shall include, but not be limited to, paying all fees and costs incurred by legal counsel of the City's choice in representing the Indemnitees in connection with any such claims, actions or lawsuits, any expert fees, and any award of damages, judgments, verdicts, court costs or attornevs' fees in any such claim, action or lawsuit. The City shall promptly notify Applicant and property owners of any claim, action, or proceeding and the City shall reasonably cooperate in the defense. In the event such a legal action is filed, the City shall estimate its expenses for litigation. Applicant or property owners shall deposit such amount with the City or enter into an agreement with the City to pay such expenses as they become due. Applicant and property owners shall reimburse the City, and each of the Indemnitees for any and all legal expenses and costs incurred by it in enforcing the indemnity herein provided. 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.

SPECIAL CONDITIONS

- 15. The internal illumination of the signs shall be subject to compliance with the City's Sign Design Guidelines, Sign Ordinance, and Building Code regulations.
- 16. No lights on or within any sign shall be illuminated after 11:30 P.M. or close of business each day, whichever occurs last.

- 17. The signs shall be maintained in a neat and attractive, well-maintained conditions. The display surface of the signs shall be kept clean, neatly painted and free from rust, cracking, peeling, corrosion or other states of disrepair.
- 18. Sign lighting shall comply with the requirement of a one-foot candle illumination maximum measured at all property lines.
- 19. Upon installation of the sign, the intensity level of the internal illumination shall be subject to review and approval by the Community Development Director. The Director may require the reduction of the intensity of illumination at any time.
- 20. No temporary signage is permitted on the site, in addition to the signs that are approved in this sign permit, unless approved by the Community Development Director.
- 21. The approval of any illuminated sign shall not be final until 30 days after installation during which period the Director may order the dimming of any illumination found to be excessively brilliant.

END

ATTACHMENT 2

Project Plans

MOUNTAINVIEW MONTESSORI

5025 Roadside Rd., Agoura Hills, CA

Scope of Work: 3 New Signs

Installation of three illuminated building signs on exterior of the North, South & East Facing Elevations.

Sign Plans (5 pages total)

Sheet Index:

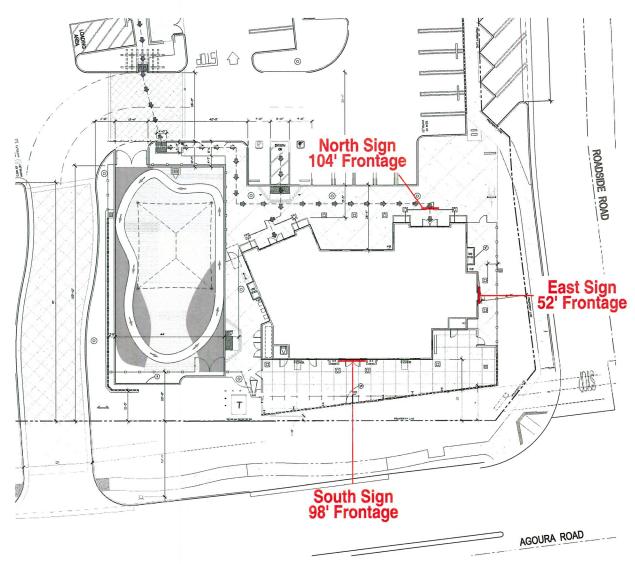
Pg. 1) Cover Sheet

Pg. 2) North Elevation drawing of exterior Illuminated Building Sign

Pg. 3) South Elevation drawing of exterior Illuminated Building Sign

Pg. 4) East Elevation drawing of exterior Illuminated Building Sign

Pg. 5) Sign detail attachment sheet



Sign Location Map



Illuminated Channel Letter sign with Background Panel (North Elevation)

Individual halo-lit letters to be fabricated from aluminum with 3"D returns. Custom contour background panel for reflected light. Letters and panel are to be mounted to a 5"D aluminum raceway, installed to underside of beam with lag screws and painted "green" to match. Backlit illumination with 3500K white LED modules; power supplies are to be contained in raceway for service access.

Qty: 1

12.125" 9.35"

MOUNTAINVIEW MONTESSORI

114.33"

117.1"

9.86 sq. ft.



Signature

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

2635 LAVERY CT, UNIT #1 NEWBURY PARK,CA 91320 CA.LIC. #1114603

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NIGHT SIMULATION

Client Ap	proval Signature:	Date:	
File:	Mountainview Montessori - illuminated Channel Letters - North Elevation	Designer:	GG
Address:	5025 Roadside Rd., Agoura Hills, CA	Rep:	Mark
Client:	Mountainview Montessori	Revision:	1 3 4 5
Project:	Illuminated Channel Letter sign with Background Panel (North Elevation)		04/03/2024

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3"D ALUMINUM REVERSE CHANNEL LETTER WITH LED ILLUMINATION

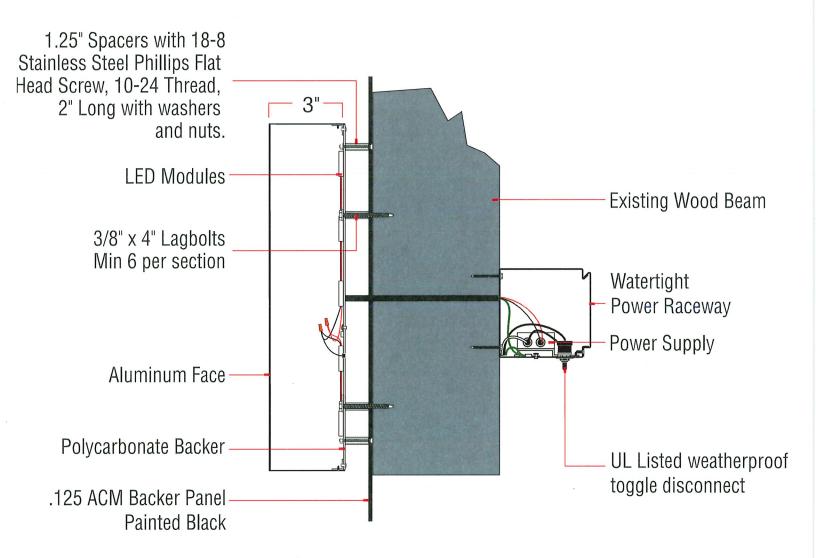
MOUNTED TO WOOD BEAM

Applicable Codes:

Code(Title 31)

2022 California Building Code(Title 26) 2022 California Electrical Code(Title 28) 2022 California Plumbing Code(Title 26) 2022 California Mechanical Code(Title 29) 2022 California Residential Code(Title 30) 2022 California Green Building Standards 2022 California Existing Building Code
(Title 33) of the 2023 Los Angeles Co.
Code, adopting the 2022 edition of
Title 24 of the California Code of
Regulations. Part 6 of Title 24 of
the California Code of Regulations
has been adopted as the Energy
Code for the City.

Compliant to CEC 600.3 Compliant to NEC Article 600





NOTE: Not accurate to scale, proportion or color; refer to rendering provided.

Illuminated Channel Letter sign with Background Panel (East Elevation)

Individual halo-lit letters to be fabricated from aluminum with 3"D returns painted white. Custom contour background panel painted "Dark Bronze" for reflected light.

Backlit illumination with 3500K white LED modules; power supplies are to be contained behind wall for service access.

Qty: 1

MOUNTAINVIEW MONTESSORI

173.84"

21.73 sq. ft.



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

2635 LAVERY CT, UNIT #1 NEWBURY PARK,CA 91320 CA.LIC. #1114603

52 FF -

Project: Illuminated Channel Letter sign with Background Panel (East Elevation) Date: 04/03/2024 Revision: 1 X 3 4 5 Client: Mountainview Montessori Address: 5025 Roadside Rd., Agoura Hills, CA Rep: Mark File: Mountainview Montessori - illuminated Channel Letters - East Elevation Designer: GG Client Approval Signature: Date:

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Illuminated Channel Letter sign with Background Panel (South Elevation)

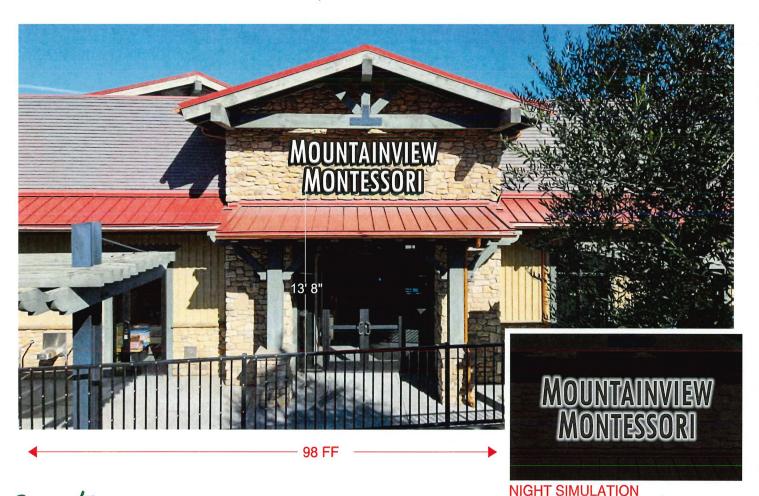
Individual halo-lit letters to be fabricated from aluminum with 3"D returns painted white. Custom contour background panel painted "Dark Bronze" for reflected light.

Backlit illumination with 3500K white LED modules; power supplies are to be contained behind wall for service access.

Qty: 1



43.13 sq.ft.



Signature

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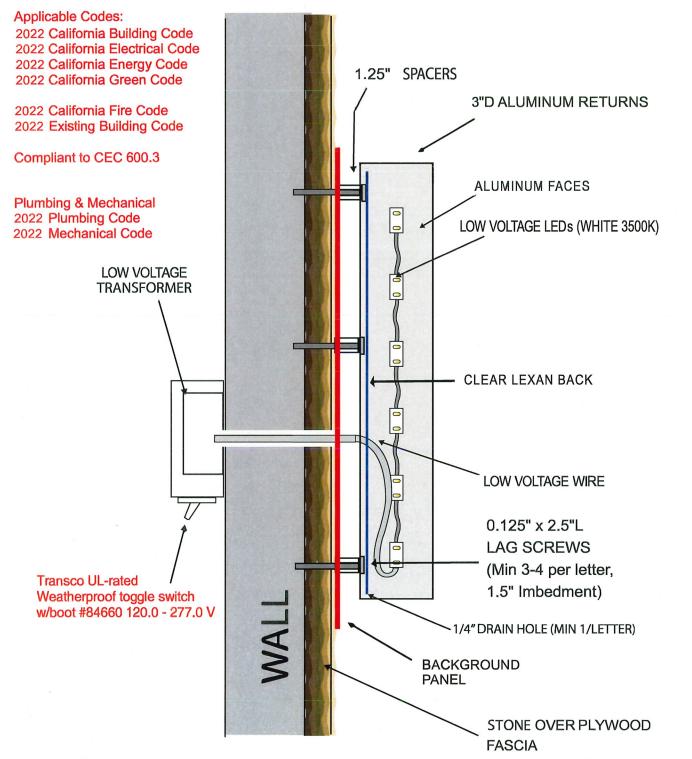
Project:	Illuminated Channel Letter sign with Background Panel (South Elevation)	Date:	04/03/2024
Client:	Mountainview Montessori	Revision:	1 3 4 5
Address:	5025 Roadside Rd., Agoura Hills, CA	Rep:	Mark
File: Mountainview Montessori - illuminated Channel Letters - South Elevation		Designer:	GG
Client Ap	proval Signature:	Date:	

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Page 5

ALUMINUM REVERSE CHANNEL LETTER WITH LED ILLUMINATION

MOUNTED TO BUILDING FASCIA





PH: (805)499-3343 FAX: (805)499-4636 www.SigSigns.com 2635 LAVERY CT, UNIT #1 NEWBURY PARK, CA 9132 CALIC. # 1114603

Compliant to NEC Article 600

NOTE: Illustration not accurate to scale, proportion or color; refer to rendering submitted.

ATTACHMENT 3 City Council Resolution 16-1807 and Conditions of Approval

RESOLUTION NO. 16-1807

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA APPROVING SIGN PERMIT CASE NO. 14-SP-040 AND VARIANCE REQUEST CASE NO. 14-VAR-003(B) TO INCREASE THE SIZE OF TWO BUILDING-MOUNTED SIGNS FOR THE AGOURA PARK PROJECT LOCATED AT 29431 AND 29439 AGOURA ROAD

THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA HEREBY RESOLVES, DETERMINES AND ORDERS AS FOLLOWS:

- Section I. An application was duly filed by Rosenheim & Associates, on behalf of Selleck Development Group, Inc. with respect to the real property located at 29431 and 29439 Agoura Road (Assessor's Parcel Numbers 2061-004-015, -035, and -036) requesting approval of a Sign Permit (Case No. 14-SP-040) to install two (2) building-mounted signs on Building A and two (2) ground-mounted signs on the site, and a variance request (Case No. 14-VAR-003(B)) to increase the size of the two (2) building-mounted signs for the Agoura Park Project (Project).
- <u>Section II.</u> The Planning Commission of the City of Agoura Hills considered the applications at a public hearing held on December 3, 2015, at 6:30 p.m. in the Council Chambers, City Hall, at 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.
- <u>Section III</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 IV</u>. Based on the evidence at the hearing, including the staff report and oral and written testimony, the Planning Commission did not approve a resolution to adopt the Sign Permit and variance request.
- <u>Section V.</u> On December 9, 2015, the City Council appealed the Planning Commission's decision on the Sign Permit and variance request for the City Council's de novo review of the Project.
- <u>Section VI</u>. The City Council of the City of Agoura Hills considered the applications at a public hearing held on January 27, 2016 at 6:00 p.m. in the City Hall City Council Chambers, 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date, place and purpose of the aforesaid hearing was duly given.

<u>Section VII</u>. Evidence, both written and oral, including the staff report and supporting documentation, was duly presented to and considered by the City Council at the aforesaid public meeting.

Section VIII. In accordance with the California Environmental Quality Act (CEQA), the City provided public notice of the intent to adopt an Initial Study/Mitigated Negative Declaration (IS/MND) and a Mitigation Monitoring and Reporting Program (MMRP) for this Project. On January 29, 2016, the City Council held a public hearing to review the IS/MND and MMRP. Upon the close of the public hearing, and based upon the IS/MND, public comments and the record before the City Council, the City Council adopted Resolution No. 16-1804, adopting the IS/MND, making environmental findings pursuant to CEQA, and adopting a MMRP for the Project. Resolution No. 16-1804 and the findings therein are hereby incorporated by this reference as though set forth in full.

Section IX. Sign Permit Review. Based upon the evidence presented at the public hearing, including the staff report and oral and written testimony, and the revisions to the Project whereby the height of the sign on Building A's south elevation shall be reduced to three and one-half (3.5) feet and the total sign area to 113 square feet, and the height of the sign on Building A's north elevation shall be reduced to three (3) feet and the total sign area of 83 square feet and shall be halo lit, (as shown in the Exhibit entitled, "Signage Studies 4 and 4.0," by Architects Orange, dated January 20, 2016, and presented to the City Council), and whereby the City Council reduced the maximum square footage of Building A's north elevation sign to no more than 75 square feet, consistent with the conditions of approval attached in Exhibit "A" attached hereto and incorporated herein by reference, the City Council finds, pursuant to Section. 9655.5.D. of the Agoura Hills Municipal Code, that:

- A. The proposed Sign Permit, as conditioned, is consistent with the General Plan and the provisions of the Zoning Ordinance. The building mounted signs are integrated with the building's architectural character and provide meaningful identification for the business, specifically, the fitness facility, as called for in Policy LU-13.2 of the General Plan as viewed from the freeway corridor, Agoura Road and Roadside Road.
- B. The location of the proposed building and ground mounted signs are legible under normal viewing conditions where the signs are to be installed. Building A's proposed signs and the monument signs will be built so as to identify the business clearly during the daytime and nighttime without impacting nearby properties. The north elevation building-mounted sign letters will be halo lit, and the south elevation sign letters will be internally lit and the font highly legible. The ground-mounted sign letters are externally lit. The content of the signs and the number of colors comply with the Sign Ordinance requirements.
- C. The location and design of the proposed signs for Building A, 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. Each sign will be in the center of the front and rear elevation and will

not block the window space and will not compete with any other architectural feature. The monument signs are small and sited so as to not interfere with vehicular traffic.

- D. The proposed signs are consistent with the sign standards of the Sign Design Guidelines in that each building sign is one color and does not compete with the design of the building, and the illumination of the sign does not flood the building façade. The monument signs are one color and would be compatible with the architecture and overall site design. With the exception of the size of the Building A signs, the monument and building signs are all in compliance with the Sign Ordinance.
- E. The proposed signs are consistent with the adopted sign design guidelines in that the dimensions of the signs are in good proportions and the signs do not interfere with windows or other architectural features of Building A, and do not exceed the height of the roof line.
- Section X. Variance. Based on the evidence presented at the public hearing, including the staff report and oral and written testimony, and the revisions to the Project whereby the height of the sign on Building A's south elevation shall be reduced to three and one-half (3.5) feet and the total sign area to 113 square feet, and the height of the sign on Building A's north elevation shall be reduced to three (3) feet and the total sign area of 83 square feet and shall be halo lit, (as shown in the Exhibit entitled, "Signage Studies 4 and 4.0," by Architects Orange, dated January 20, 2016, and presented to the City Council), and whereby the City Council reduced the maximum square footage of Building A's north elevation sign to no more than 75 square feet, consistent with the conditions of approval attached in Exhibit "A" attached hereto and incorporated herein by reference, the City Council 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 deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. Given the unusually long and narrow parcel, Building A's substantial distance (approximately 500 feet) from Agoura Road, the distance from Roadside Road ingress/egress points, and the location and height of Building B potentially blocking views of Building A, Building A, requires a primary sign that is visible to both eastbound and westbound traffic on Agoura Road. Similarly, the larger halo lit sign proposed on the north (rear) building elevation will help maintain visibility from both the eastbound and westbound travel lanes on the freeway given the site topography and that the building will be set at a lower grade than that of the freeway right-of-way. The building facades were designed such that the area where a sign could be installed allows a larger sign without impacting the architectural design of the building.
- B. 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. Because the building is placed at a lower elevation from the freeway right-of-way compared to other buildings along the freeway corridor, a larger sign is required for the building to be visible to passersby on the freeway. The increased sign

size will help identify the building and its tenant. Given the long and narrow parcel, and the location of Building A needing to be at the widest portion of the site, near the northern end, the substantial distance of approximately 500 feet from the building to Agoura Road necessitates a larger front elevation sign to be visible to travelers along Agoura Road.

- C. The strict interpretation and enforcement of the provisions of the Zoning Ordinance would result in impractical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. Given the physical site constraints, requiring Building A to be located at the northern end of the parcel and that the building be set below the freeway right-of-way grade such that the appearance of the building is reduced, the south elevation sign needs to be visible from a further distance, and the north elevation sign needs to be more prominent to freeway travelers to serve as a way finding feature.
- D. 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. Despite the additional square footage, the signs will comply with the City Building Code and will be compatible with the aesthetics of the site buildings, and proportional in size to Building A.
- E. The granting of the variance will be consistent with the character of the surrounding area. Larger signs have been approved on the freeway facing facades of other buildings in the City. Both front and rear signs on Building A are the same color and the same design to ensure consistency. No aspect of the signs is distracting to motorists and the signs represent only a small portion of the total front and rear elevations. There is sufficient separation between the north (freeway facing) elevation sign and residential developments located north of the freeway so as to not cause light pollution and spillover to those neighborhoods, and the Project includes a condition of approval to turn off the sign lights on Building A's north elevation at the close of business each day.

<u>Section XI.</u> Based on the aforementioned findings, the City Council hereby approves Sign Permit Case No. 14-SP-040 and Variance Case No. 14-VAR-003(B) subject to the conditions of approval attached as Exhibit A and incorporated herein by reference, with respect to the property described in Section I hereof.

<u>Section XII</u>. The City Clerk shall certify to the passage, approval, and adoption of this resolution.

PASSED, APPROVED, and ADOPTED this 10th day of February 2016, by the following vote to wit:

AYES:

(5) Schwarz, Weber, Buckley Weber, Koehler, Northrup

NOES:

(0)

ABSENT: ABSTAIN: (0)(0)

Harry/Schwarz, Mayor

of Agour

ATTEST:

APPROVED AS TO FORM:

Candice K. Lee, City Attorney

EXHIBIT A

CONDITIONS OF APPROVAL (Case No. 14-SP-040 and 14-VAR-003(B))

EXHIBIT A

CONDITIONS OF APPROVAL (Case No. 14-SP-040 and 14-VAR-003(B))

STANDARD CONDITIONS

- 1. 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 Department of Planning.
- 2. Except as modified herein, the approval of this action is limited to and requires complete conformation to the Special Conditions stated below.
- 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.
- 4. 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.
- Unless the approval is used within two (2) years from the date of City approval, Case No. 14-SP-040 and Case No. 14-VAR-003(B) will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
- 6. The Variance Case No. 14-VAR-003(B) is valid only in conjunction with Case Nos. 14-SP-040, 14-SPR-003, 14-OTP-016, and VTPM 73266, and the approved conditions of approval therein.

SPECIAL CONDITIONS

- 7. The signage for the retail/fast service restaurant (Building B) is not approved as part of this application and shall be subject to Planning Commission review and approval at a future date.
- 8. Lighting for the signage on the north elevation of the fitness building (Building A) shall be turned off at the close of business each day.
- 9. Excepting Special Condition No. 10, the signage for the fitness building (Building A) shall be consistent with the Exhibits entitled, "Signage Studies 4 and 4.0" prepared by Architects Orange, dated January 20, 2016, and presented to the City Council on January 27, 2016.

10. The fitness building (Building A) signage on the north elevation shall be halo lit and not exceed 75 square feet in area and shall be no taller than three (3) feet, while the signage on the south elevation shall not exceed 113 square feet in area and shall be no taller than three and one-half (3.5) feet.

END