



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

ACTION DATE: January 4, 2007

TO: Planning Commission

APPLICANT: Employers Direct Insurance Company
30301 Agoura Road
Agoura Hills, CA 91301

CASE NO. 06-SP-050

LOCATION: 30301 Agoura Road

REQUEST: Request for approval of a Sign Permit to amend an existing sign program and install a new illuminated, 50 square foot, wall-mounted sign.

ENVIRONMENTAL DETERMINATION: Exempt from CEQA per Section 15303

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 05-SP-050, subject to Conditions, based on findings of attached Resolution.

ZONING DESIGNATION: BP-OR-FC (Business Park - Office Retail - Freeway Corridor Overly District)

GENERAL PLAN DESIGNATION: BP-O/R (Business Park - Office/Retail)

I. PROJECT BACKGROUND AND DESCRIPTION

The applicant, Employers Direct Insurance Company, is requesting approval of a Sign Permit to amend an existing sign program and install a new, illuminated, 50 square foot, wall-mounted

sign on an existing, multi-tenant office building in 30301 Agoura Road. The property is on the north side of Agoura Road, south of the 101 Freeway, and west of the Hampton Inn Hotel.

In November of 2004, the Planning Commission approved a sign program for the two-story office building that included one, freeway-facing wall-mounted sign, a monument sign and free-standing identification sign. The signs were since installed and Employers Direct Insurance Company now desires to replace their 69 square foot, non-illuminated wall-mounted sign with a new illuminated, 50 square foot sign.

The existing sign is mounted on the second floor of the north building façade, near the northwest corner of the building. The red and blue corporate colored sign includes individual aluminum letters identifying "employers direct insurance company." The applicant desires to replace the sign with a new sign identifying solely "employers direct" with the same font and letter style on the same location of the building. By deleting the words "insurance company, the size of the sign would be reduced to 50 square feet, in compliance with the Sign Ordinance for freeway-oriented illuminated signage. The proposed individual channel letters would include a satin-finished stainless steel face and return. Each letter is to be halo lit against the building wall through the use of led modules.

II. STAFF ANALYSIS

The current sign program for the site allows for the combination of Fabricated Stainless Steel, Red PMS 186 and Blue PMS 280 materials to be used for the on-building sign. The new proposal would hold to the same style of the sign, but the material and color used for the sign will be Satin-finish Stainless Steel.

Similar to the existing Employers Direct sign on the building, the new sign will be highly visible from both direction of the freeway. Hampton Inn's freeway-facing sign to the east of the site and the Symark freeway-facing sign to the west have internally illuminated channel letters with translucent sign faces. The new Employers Direct sign is proposed to be halo lit with illumination reflecting off the building wall rather than through the face of the channel letters. Also, the proposed wall mounted sign is to be located approximately 100 feet from the freeway.

Staff finds the proposed color and materials of the proposed sign to be compatible with the architectural design of the building on which it would be located, as well as with neighboring illuminated, freeway-facing signs. One of the purposes of the Sign Ordinance is to support and promote viable business by allowing signage that provides adequate identification while also promoting and enhancing the quality of the visual environment of the city. In considering the applicant's request, the Planning Commission is being asked to evaluate the proposal with the purpose of the Freeway Corridor Overlay zone, which is to recognize the importance of the land use, architectural design, and appearance of development within the freeway corridor to the city's image. All development in the Freeway Corridor Overlay zone is also required to use

compatible colors and materials to preserve and enhance the scenic quality of the freeway corridor.

The project was reviewed by the City Environmental Analyst who determined that it is categorically exempt from the California Environmental Quality Act as new construction of an accessory sign structure per Section 15303.

III. RECOMMENDATION

Based on the above analysis, staff recommends that the Planning Commission approve Sign Permit Case No. 06-SP-050, subject to conditions.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Environmental Determination
- Vicinity Map

Case Planner: Yi Xing Britteny Tang, Planning Technician

DRAFT RESOLUTION NO. ____

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF AGOURA HILLS
APPROVING A SIGN PERMIT
TO AMEND AN EXISTING SIGN PROGRAM
(CASE NO. 06-SP-050)

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

Section 1. An application was duly filed by Employers Direct Insurance Company with respect to the property located at 30301 Agoura Road, (Assessor's Parcel Number 2061-002-046) requesting approval of a Sign Permit to amend an existing sign program to install a new, 50 square foot, illuminated, wall-mounted sign. A public meeting was duly held on January 4, 2007 at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date and place and purpose of the aforesaid was duly given.

Section 2. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid public meeting.

Section 3. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance, that:

A. The proposed Sign Permit, as conditioned, is consistent with applicable provisions of this Zoning Ordinance regarding the Sign Ordinance and purposes of the land use district in which the use is located. The sign revision does not change the location of the originally approved signs and the new illuminated sign will be smaller in size than the existing wall mounted sign.

B. That the proposed Sign Permit, as conditioned, is consistent with applicable provisions of this Zoning Ordinance. The new sign will be consistent with the development standards of the Freeway Corridor Overlay zone in that the illumination of the sign will not produce glare as seen from the freeway and will not detract from the building's architecture.

C. The proposed Sign Permit, as conditioned, will not be detrimental to the public health, safety, or welfare. The sign will be mounted to the building wall, located entirely within private property and situated approximately 100 feet from the freeway right-of-way. The project is required to be compliant with the City Building Code.

D. The proposed use, as conditioned, is consistent with the goals, objectives and policies of the general Plan in that the sign is low-profile in design and therefore contributes in creating an efficiently organized and aesthetically pleasing city as called for in Goal No. 1 of the General Plan Community Design Element. The proposed sign program amendment to change

the color and materials, and to illuminate the sign promotes the viability of the business by allowing signage that provides adequate identification without detriment to the visual quality of the freeway corridor.

Section 4. The Planning Commission finds the proposed Sign permit to include new construction of an accessory sign structure and is, therefore, categorically exempt from the requirements of the California Environmental Quality Act, per Section 15303.

Section 5. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. 06-SP-050, subject to attached conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 4th day of January, 2007, by the following vote to wit:

AYES:
NOES:
ABSTAIN:
ABSENT:

Chairperson

ATTEST:

Doug Hooper, Secretary

CONDITIONS OF APPROVAL (CASE NO. 06-SP-050)

STANDARD CONDITIONS

1. This decision for approval of the Sign Permit application, or any aspect of this decision, can be appealed to the City Council within fifteen (15) days from the date of Planning Commission action, subject to filing the required forms and related fees with the City.
2. The approval of this permit shall not be effective for any purpose until the applicant and property owner have agreed in writing that they are aware of, and accept all Conditions of this Permit with the Department of Planning and Community Development.
3. Except as modified herein, the approval of this action is limited to and requires the complete conformation to the approved Sign Plans.
4. All colors and materials approved with this Sign Permit shall be in conformance with the colors and materials samples submitted as 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 Permit 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 Conditions 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. Unless this approval is used within two (2) years from the date of the City approval, Case No. 06-SP-050 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
8. The applicant or property owner shall obtain a Building Permit from the Department of Building and Safety prior to construction of any sign.

SPECIAL CONDITIONS

9. The halo illumination of the sign shall be subject to compliance with the City Architectural Design Standards and Guidelines and the regulations of the City Building and Safety Department.
10. Upon installation of the sign, the intensity level of the halo illumination shall be subject to review and approval by the Director of Planning and Community Development. The Director may require the reduction of the intensity of illumination at any time.
11. The sign shall not be illuminated after 11:30 p.m., or after the close of business, whichever occurs last.

END

ATTACHMENTS

Notice of Exemption

To: Office of Planning and Research
1400 Tenth Street, Room 121
Sacramento, Ca 95814

From: City of Agoura Hills
30001 Ladyface Court
Agoura Hills, CA 91301

County Clerk
County of Los Angeles
Los Angeles County Clerk
12400 E. Imperial Hwy.
Norwalk, CA 90659

Project Title: Employer's Direct Sign Program Amendment (Project #06-SP-050)

Project Location-Specific: 30301 Agoura Road (APN 2061-002-046)

Project Location-City: City of Agoura Hills

Project Location-County: Los Angeles

Description of Nature, Purpose, and Beneficiaries of Project: The project consists of a sign program amendment to allow exterior signage changes to an existing office building that borders U.S. 101 Highway. The proposed sign would be generally similar in style and appearance than that existing, except that the proposal increases the sign size from about 42 square feet to 67 square feet, and there would be a change in the materials and colors to satin finish stainless steel. The sign would be internally lit. The project is consistent with the City's Sign Ordinance.

Name of Public Agency Approving Project: City of Agoura Hills

Name of Person or Agency Carrying Out Project: Davies Associates

Exempt Status: (Check One)

- Ministerial (14 Cal Code of Regs. Sec. 15268);
 Declared Emergency (14 Cal Code of Regs. Sec. 15269(a))
 Emergency Project (14 Cal Code of Regs. Sec. 15269(b),(c), (d) and (e)). State subsection letter
 Statutory Exemption (14 Cal. Code of Regs. Sections 15260 et seq.) State Statutory Number
 Categorical Exemption (14 Cal Code of Regs. Sections 15301 et seq.) State of California CEQA Guidelines Section 15303, Class 3.
 No possibility of physical impact. (14 Cal Code of Regs. Section 15061 (b)(3))

Reasons why project is exempt: The project would involve changes to the existing signage for the office building, consistent with the City's Sign Ordinance. No expansion of the building or use is proposed. Also, the project site is not along a designated state scenic highway, and is not a hazardous waste site or a historical resource. It is not within an environmentally sensitive areas, and there are no anticipated environmental impacts from the project.

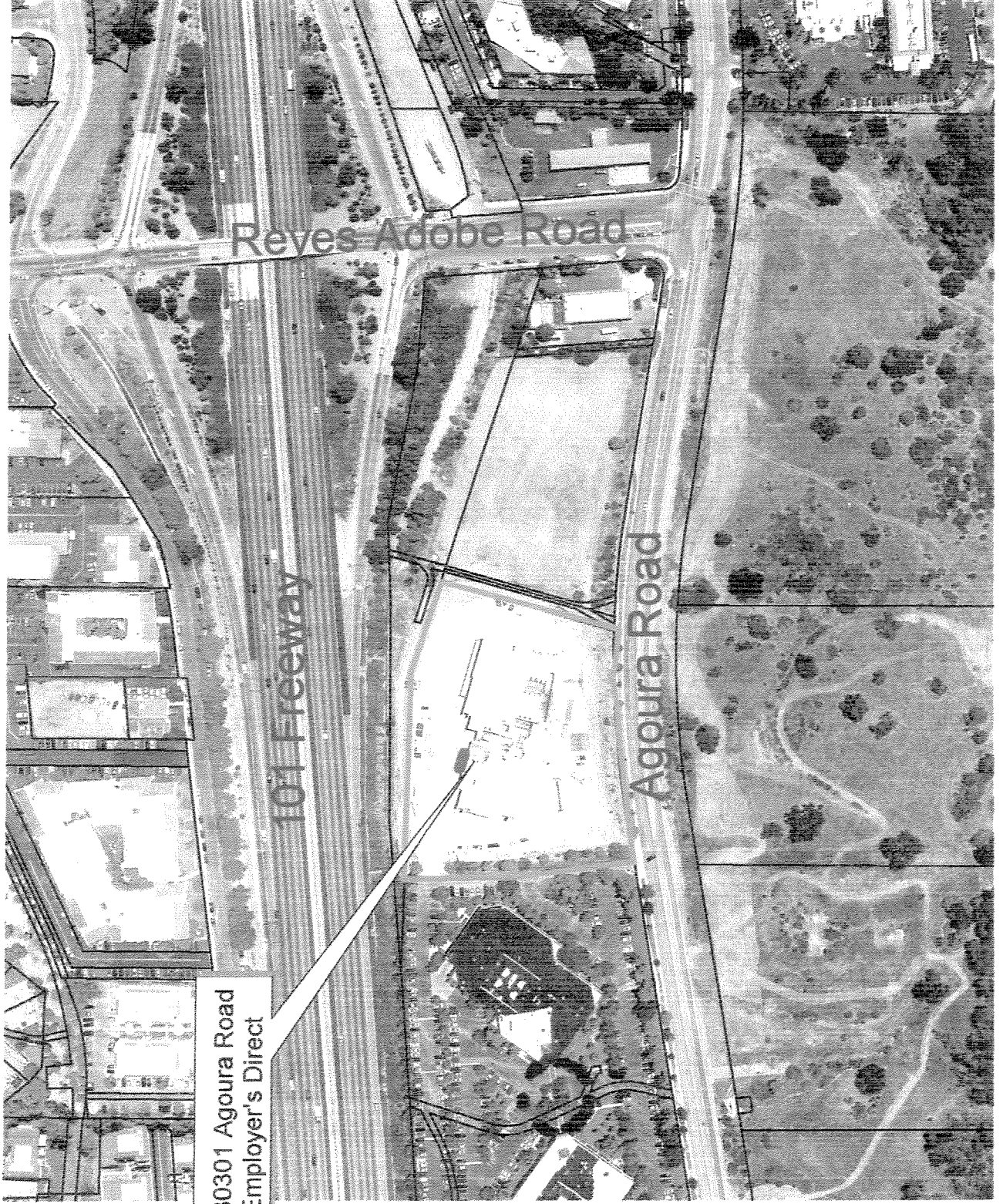
Lead Agency Contact Person: Allison Cook, Senior Planner, City of Agoura Hills

Area Code/Telephone/Extension: (818) 597-7310

Signature: Allison Cook

Date: 12/1/06

Vicinity of Site



30301 Agoura Road
Employer's Direct

