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DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

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ACTION DATE: September 20, 2007

TO: Planning Commission

APPLICANT: Ernesto Anaya for Jay Arteaga  
2820 E. Gretta Lane  
Anaheim, CA 92806

CASE NO.: 07-SP-028

LOCATION: 28632 Roadside Drive  
(A.P.N: 2061-008-051)

REQUEST: Request for approval of a sign permit to amend an existing sign program and install a new illuminated, 60 square foot, wall-mounted sign.

ENVIRONMENTAL ANALYSIS: Exempt from California Environmental Quality Act, per Section 15303.

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 07-SP-028, subject to conditions, based on the findings of the attached Resolution.

ZONING DESIGNATION: CRS-FC-OA (Commercial Retail Service-Freeway Corridor Overlay District-Old Agoura Design Overlay District)

GENERAL PLAN DESIGNATION: CRS (Commercial Retail/ Service)

**I. PROJECT BACKGROUND AND DESCRIPTION**

The applicant, Ernesto Anaya, for First Horizon is requesting approval of a Sign Permit to amend an existing sign program and install a new illuminated 60 square foot wall mounted sign on an existing multi-tenant office building located at 28632 Roadside Drive

(Agoura Gateway Center). The building is on the south side of Roadside Drive, east of Yamato Restaurant. The building also fronts on Agoura Road and is in the CRS-FC-OA (Commercial Retail Service-Freeway Corridor Overlay-Old Agoura Design Overlay) zones.

On May 19, 2005, the Planning Commission approved a sign program amendment for the Agoura Gateway Center. The approval allowed First Franklin to install a 64.79 square foot wall mounted non-illuminated brushed aluminum channel letter sign facing Roadside Drive and the 101 freeway. First Franklin's sign was recently removed and First Horizon desires to install their new 60 square foot illuminated wall-mounted sign.

The First Horizon sign is proposed to be installed in the same location of the previous sign, on the second floor of the north building facade. The new sign would consist of individual channel letters a brushed aluminum face, including a 34" by 34" logo, and be halo-lit against the building wall through the use of neon lighting. A non-illuminated "Agoura Gateway" sign mounted to the south elevation of the building is proposed to remain.

## **II. STAFF ANALYSIS**

Although Roadside Drive serves as the frontage street for the building and the proposed sign will be situated 135 feet from the public right-of-way, the sign will be highly visible from both directions of the freeway. The First Horizon sign is proposed to be halo-lit with illumination reflecting off the building wall rather than through the face of the channel letters. The previous signs serving the building have been non-illuminated. Neighboring commercial uses, including Yamato's Restaurant and the Do-It Center to the west of the property have internally illuminated signs on their building walls that are visible from the freeway.

Staff finds the proposed brushed aluminum color and material to be similar to the previously approved First Franklin sign serving the building, and that the proposed sign would be architecturally compatible with the two-story building it serves. The proposed 60 square-foot size of the sign is less than the 70 square-foot maximum size that is allowed to be placed on the north building elevation. 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 required to use compatible colors and materials to preserve and enhance the scenic quality of the freeway corridor. Staff finds that the sign proposal meets this criteria.

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. RECOMMENATION**

Based on the above analysis, staff recommends the Planning Commission approve Sign Permit Case No. 07-SP-028, subject to conditions.

### **IV. ATTACHMENTS**

- Draft Resolution and Conditions of approval
- Exhibit A: Sign Plans
- Exhibit B: Photograph of Existing Building
- Exhibit C: Vicinity/Zoning Map

Case Planner: Britteny (Yi Xing) 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. 07-SP-028)

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

Section 1. An application was duly filed by Ernesto Anaya for P.S. Services, Inc. with respect to the property located at 28632 Roadside Drive (Assessor's Parcel Number: 2061-008-051), sign permit to amend an existing sign program to install a new 60 square foot, illuminated wall-mounted sign. A public meeting was duly held on September 20, 2007 at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California. Notice of 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 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 for a new, illuminated wall-mounted sign provides adequate identification without detriment to the visual quality within the freeway corridor.

B. That the proposed sign program, as conditioned, is consistent with the applicable provisions of this Zoning Ordinance, the Sign Ordinance, and purposes of the land use district in which the use is located. The new sign will be consistent with the development standards of the Freeway Corridor Overlay zone in that the illuminated of the sign will not produce glare as seen from the freeway and will not detract from the building's architecture. The sign program meets the Old Agoura Design Overlay District standards with regard to illumination and colors.

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 135 feet from the public right-of-way (Roadside Drive). The project is required to be compliant with the City Building Code.

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. 07-SP-028, subject to attached conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 20<sup>th</sup> day of September, 2007, by the following vote to wit:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Steve Rishoff, Chairperson

ATTEST:

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Doug Hooper, Secretary

## CONDITIONS OF APPROVAL (CASE NO. 07-SP-028)

### 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 Sign Plans approved by the Planning Commission on September 20, 2007.
4. All colors and materials approved with this Sign Permit shall be in conformance with the colors and material sample 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. 07-SP-028 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 Sign Guidelines 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 the review and approval of 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