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DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

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ACTION DATE: September 20, 2007

TO: Planning Commission

APPLICANT: Coast Sign Incorporated for Bank of America  
1500 W. Embassy  
Anaheim, CA 92802

CASE NO.: 07-SP-017

LOCATION: 5667 Kanan Road  
(APN: 2053-007-025)

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

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

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to deny Sign Permit Case No. 07-SP-017, based upon the findings of the attached Resolution.

ZONING DESIGNATION: CS (Commercial Shopping Center District)

GENERAL PLAN DESIGNATION: CS (Commercial Shopping)

**I. PROJECT BACKGROUND AND DESCRIPTION**

The applicant, Coast Sign Incorporated for Bank of America, is requesting an amendment to Bank of America's existing sign program for their property located at 5667 Kanan Road, in the Agoura Meadows Shopping Center. The applicant is requesting to install three new cabinet wall-mounted signs in place of the existing three channel letter wall signs, two vehicular directional signs, four handicap ground-mounted signs, three fire lane ground-mounted signs, and one "Do Not Enter" ground-mounted sign. No vehicular

directional signs currently serve the building. The detached building fronts on Kanan Road.

## II. STAFF ANALYSIS

The proposed sign program consists of detailed design and location plans for various wall-mounted and directional signs. Listed below are the specific sign proposals and staff's analysis of each.

### Cabinet Signs

The proposal calls for three cabinet signs, with one sign located on each west, south and east building elevation. The cabinet signs consist of a white vinyl sign face with red trim that includes blue "Bank of America" lettering and a red and blue logo. Each cabinet sign would be 87 square feet in area, 3.36 feet in height, 26 feet in width, and located 12 feet above the ground. The proposal also calls for the cabinets to be internally illuminated. The cabinet signs are intended to replace the three existing wall-mounted internally illuminated white channel letter signs serving the bank. The existing signs are located on the same building elevation of the proposed signs.

While staff understands the applicant's desire to install signage that reflects the bank's corporate image, staff cannot support the sign program amendment as proposed. The City Sign Guidelines specifically prohibits internally illuminated plastic cabinet signs. Individually illuminated channel letters have served the bank for several years. Also, the Sign Guidelines discourages the use of bright colors. Staff finds the white background color to be unnecessary for visibility of wall-mounted signs on the building. Additionally, the Sign Guidelines encourages back-lit illumination, halo-lit illumination, or reverse channel letters for sign lighting purposes. The Sign Guidelines note that such back-lit signs convey a subtle and attractive appearance and very legible under moderate lighting conditions. Also, staff finds the total sign area exceeds the 50 square feet of the total sign area that is allowed for tenant of the building. A Variance would be necessary for such increase in sign area.

The two types of signs below do not require a Sign Program Amendment and the information below is for reference only.

### Vehicular Directional Signs

Two vehicular directional signs are proposed for customers of the bank's exist drive-thru ATM machines located on the north side of the building. The signs will be 3.125 square feet in area, 1.25 feet in height and 2.5 feet in width, and would be 3 feet in height. They would have blue lettering on a white painted aluminum face. The closest directional sign would be 30 feet from the street, but since it faces the on-site parking lot to the west, its text wouldn't be visible from the street.

The Sign Ordinance allows for a maximum of five (5) directional signs or four (4) signs per frontage for any business premises that has more than one frontage. The maximum area for such signs shall be three (3) square feet thus the proposal signs would need to be reduced slightly in area. However, staff finds the proposed number of vehicular identification signs to be appropriately placed for safe vehicular movement.

#### Ground-Mounted Signs/ On-site Directional Signs

There are three types of ground-mounted signs being proposed, including a "Do Not Enter" sign located at the ATM drive-through exit area, fire lane signs, and handicap parking signs in the parking lot. Each of these ground-mounted signs are mounted on a pole and are 2.25 square feet in area, 1.5 feet in height, 1.5 feet in width, and 6 feet in height. Each sign has blue lettering on a white and metallic aluminum face.

The fire lane and handicap ground-mounted signs would replace the existing fire lane and handicap ground-mounted signs currently serving the building. Standards for these types of identification signs are not included in the City Sign Ordinance. However, staff finds the proposed number of identification signs to be appropriately placed for safe vehicular movement.

#### Environmental Review

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 staff's analysis of the proposed change to cabinet signs, it is recommended that the Planning Commission deny Sign Permit Case No. 07-SP-017.

### **IV. ATTACHMENTS**

- Draft Resolution

Case Planner: Britteny (Yi Xing) Tang, Planning Technician

DRAFT RESOLUTION NO. \_\_\_

A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF AGOURA HILLS  
DENYING A SIGN PERMIT  
TO AMEND AN EXISTING SIGN PROGRAM  
(CASE NO. 07-SP-017)

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

Section 1. An application was duly filed by Coast Sign Incorporated for Bank of America with respect to the property located at 5667 Kanan Road (Assessor's Parcel Number: 2053-007-025) requesting approval of a sign permit to amend an existing sign program to install new, illuminated wall mounted signs, and directional signs. 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 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. That the proposed sign permit is not consistent with the applicable provisions of this Zoning Ordinance as it relates to the Sign Ordinance. The City Sign Guidelines expressly prohibit the use of cabinet signs as proposed for this project. The proposed bright background color of the wall-mounted signs is strongly discouraged, per the City Sign Guidelines.

B. That the proposed sign permit is not consistent with applicable provisions of the Zoning Ordinance. The request for three (3), eighty-seven (87) square foot cabinet signs exceeds the maximum fifty (50) square foot sign area allowed for the tenant.

C. The proposed sign permit is not consistent with the goals, objectives and policies of the General Plan. The proposed wall-mounted cabinet signs are architecturally incompatible with the building they serve and does not contribute in creating an efficiently organized and aesthetically pleasing city as called for in Goal No. 1 of the General Plan Community Design Element.

Section 4. The Planning Commission finds the proposed Sign Permit to include new construction of an accessory sign structure and is 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 denies Sign Permit Case No. 07-SP-017, 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:

\_\_\_\_\_  
Doug Hooper, Secretary