



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: September 20, 2007

TO: Planning Commission

APPLICANTS: Signature Signs Inc.
801 Mitchell Road, Suite 102
Newbury Park, CA 91320

CASE NOS.: 06-SP-044

LOCATION: Northeast corner of Canwood Street and Derry Avenue
(A.P.N. 2048-012-017, 018, and 2055-003-064)

REQUEST: Request for approval of a Sign Program for Agoura Design Center.

ENVIRONMENTAL DETERMINATION: Categorically Exempt from CEQA per Section 15311

RECOMMENDATION: Staff recommends approval of Sign Permit Case No. 06-SP-044, subject to Conditions, based on the findings of the Draft Resolution.

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

GENERAL PLAN DESIGNATION: CG (Commercial-Retail/Services)

I. BACKGROUND AND PROJECT DESCRIPTION

On May 5, 2005, the Planning Commission approved Conditional Use Permit Case No. 04-CUP-007, allowing for the construction of a furniture retail center on the northeast corner of Canwood Street and Derry Avenue. The City Council considered an appeal of the Planning Commission's decision on June 13, 2005. The City Council upheld the decision of the Planning Commission, subject to conditions, including the requirement for the applicant to submit a sign program for review and approval by the Planning Commission.

The applicant, Signature Signs Inc., representing Adler Realty Investments, Inc., is requesting approval of a new Sign Program at Agoura Design Center, which is currently under construction. The furniture retail center is situated on a 7.18 acre parcel that is bordered by Reeds & Son furniture store and Lewis Road to the east, an industrial/warehouse complex and single-family residences to the north, and Canwood Street and the US 101 Freeway to the south, and Derry Avenue and vacant business-park/manufacturing zoned property to the west. Access to the site is taken from two driveways on Canwood Street and one driveway on Lewis Road. The furniture retail center is situated on the north end of the lot and above Canwood Street and is prominently visible from both directions of the freeway. Buildings one and two are setback approximately 90 feet from the south property line (Canwood Street) and Building 3 is setback approximately 68 feet from the south property line at its closest point where the proposed building signs will be located.

II. STAFF ANALYSIS

The City Sign Ordinance allows each separate business one (1) primary sign on the building, and the installation of one (1) monument sign to serve the property. The furniture center consists of three separate buildings on the property anticipated to be occupied by seven furniture/retail tenants.

The applicant, Signature Signs Inc., is requesting approval to install one (1) wall mounted sign on Building 1, three (3) wall mounted signs on Building 2, and four (4) projecting cabinet signs on Building 3, on the south side building elevations facing Canwood Street; and approval of one (1) monument sign to be located parallel with the right-of-way of Canwood Street in front of Building 2. Renderings of the sign specifications is attached for the Planning Commission's review marked Exhibit B.

All the signs on all three buildings would be halo illuminated and are to consist of individually-mounted, aluminum routed channel letters. The letters are to be painted in one of five satin finishes, to be selected by the tenants, which includes blue (PMS #287c), red (PMS #187c), Green (PMS #5605c), Bronze (PMS #876), or silver colors. The signs are proposed to be located above the building entrance doors on all three buildings.

Wall Mounted Signs

Ethan Allen Furniture Store is the only tenant of the westerly building (Building 1) and they are proposing to install a 47.7 square foot (27"x 21'-2") sign on the south elevation facing Canwood Street. The sign identifies the name of the "Ethan Allen". The proposal consists of blue (PMS #287c) colored individually mounted, aluminum routed channel letters projected one inch from the surface of the building wall. The building elevation currently consists of off-white colored stucco and stone base with blue awnings on the windows and over the entry that match the color of the sign.

On Building 2-A, Berk's Furniture Store is the tenant on the west corner of the building and is proposed to install a 42 square foot (3'x 11'-6") sign on the southwest building elevation facing

Canwood Street. The sign identifies the name of the “Berk’s”. The proposal also consists of blue (PMS #287c) colored individually mounted, aluminum routed reverse channel letters projected one inch from the surface of the building wall. The building elevation currently consists of off-white colored stucco and stone base with a blue awning over the entry that match the color of the sign.

Building 2-B and 2-C, the tenant are unknown at this time. The applicant is proposing to place a 42 square foot sign on the south (mid) elevation and a 28.33 square foot (3’x 11’-8”) sign on the southeast elevation facing Canwood Street. The color of the channel letters will be determined by the future tenant. Although the sign is subject to change, the sign area will not exceed the maximum 50 square foot size allowed for primary signs.

Projecting Cabinet Signs

Building 3 is unique in that it has no surface on which to mount the channel letters, unlike Buildings 1 and 2. In this case, the halo illuminated channel letters are proposed to be mounted on an off-white solid face aluminum cabinet which in turn is suspended from beneath the first beam on the gable entry between pilasters. They are to have decorative wooden lattice caps on each side. The cabinet is to be wood wrapped with rough sawn cedar and stained to match the brown colored beam on which it hangs.

Building 3 consists of four (4) signs as follows:

	<u>Tenant</u>	<u>Tenant</u>	<u>Tenant</u>	<u>Tenant</u>
Tenant Name:	City Leather	Unknown	Keyboard Concepts	Unknown
Sign Size:	10 sq. ft. (9”x 10’)	22.6 sq. ft. (4’x 11-4”)	19.5 sq. ft. (26”x 7’-6”)	22.6 sq. ft. (4’x 11’-4”)
Location on Building:	South	South	South	South
Channel Letters Color:	Red	Unknown	Black	Unknown

The wall signs and projected cabinet signs on all three buildings comply with the maximum 50 square foot size allowed for a primary sign.

Monument Sign

One 32 square foot monument sign (maximum 6 feet in height and maximum 8 feet in width) is proposed to be located in front of Building two, 6 feet behind the sidewalk, near the westerly driveway entrance and parallel to the right-of-way of Canwood Street. The City Sign Ordinance allows for the display of one monument sign on the property that can be no larger than 48 square feet in size and 6 feet in height.

The applicant is proposing to place a 48” high halo illuminated aluminum, single faced cabinet on a 24” base that is to be clad with stone veneer to match the building. The cabinet face includes routed, opaque lettering. The cabinet frame will be a combination of medium brown and dark brown in color and the lettering will be off-white in color to match the building stucco color. The brown color of the cabinet face is intended to match the trim color of the buildings. The monument sign will display the names of the furniture store tenants in the center and will be halo lit as allowed by the Sign Ordinance for the Old Agoura Overlay District.

Staff finds the proposed sign program to be in compliance with the Sign Ordinance Design Guidelines. The signs appear generally to be proportionate with the scale of the buildings they serve. However, staff recommends a condition that a minimum one foot above, below and on the sides of the letters on the signs for Buildings 1 and 2 be provided for future tenants. The colors and materials of the signs, as conditioned, are architecturally compatible with the on-site buildings. Exhibits of the proposed signage and property are attached for reference. The proposed sign program had been determined by staff to be categorically exempt from the California Environmental Quality Act (CEQA) as being accessory structures to an existing commercial building, per Section 15311 of the CEQA Guidelines.

The sign program is intended for any future tenants of the buildings. If the sign program is approved, any future modifications proposed for the on-site signs will be subject to review and approval by the Planning Commission.

III. RECOMMENDATION

Based on the foregoing review and analysis, it is recommended that the Planning Commission approve Sign Permit Case No. 06-SP-044, subject to conditions, by adopting a motion to approve the Draft Resolution.

IV. ATTACHMENTS

Draft Resolution and Conditions of Approval

- Exhibit A: Vicinity Map

Case Planner: Renee Madrigal, Assistant Planner