



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

ACTION DATE: November 15, 2007

TO: Planning Commission

APPLICANT: Roger Ebrahimi
29348 Roadside Drive
Agoura Hills, CA 91301

CASE NO.: 07-SP-035

LOCATION: 29348 Roadside Drive
(APN: 2061-004-023)

REQUEST: Request for approval of a sign permit for a new sign program.

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-035, subject to conditions, based on the findings of the attached draft Resolution.

ZONING DESIGNATION: BP-M-FC (Business Park-Manufacturing-Freeway Corridor Overlay)

GENERAL PLAN DESIGNATION: BP-M (Business Park-Manufacturing)

I. PROJECT BACKGROUND AND DESCRIPTION

On June 17, 2004, the Planning Commission approved Site Plan/Architectural Review Case No. 03-CUP-008, which allowed for the construction of an 11,636 square foot warehouse building at 29348 Roadside Drive. Building construction is completed and occupancy was granted in September of 2007. The property owner, Roger Ebrahimi, is proposing a sign program for the building, which has been converted for retail/showroom

proposing a sign program for the building, which has been converted for retail/showroom occupancy. The applicant is proposing to install three (3) separate wall-mounted, channel lettered, halo-lit signs for the three building tenants and one free standing monument sign to be externally illuminated. The property fronts Roadside Drive and the 101 Freeway and is located in the BP-M-FC (Business Park-Manufacturing-Freeway Corridor Overlay) zone. The building is approximately sixty-five (65) feet from the Roadside Road right-of-way and 109 feet from the freeway right-of-way.

II. STAFF ANALYSIS

A sign program is intended to integrate and unify the architectural statement of the design of the signs within a multi-tenant development of three or more separate tenants that share either the same parcel or structure and use common access and parking facilities. The purpose of a sign program is also to provide a means for defining common sign regulations for multi-tenant projects and other users of multiple signs, while providing latitude in the design and display of multiple signs.

For multi-tenant buildings within one hundred (100) feet from the public right-of-way, one (1) square foot of tenant sign area is allowed for each foot of linear tenant frontage. The maximum allowable sign area is fifty (50) square feet, and the maximum length of the sign is 65% of the tenant frontage. In addition to the basic wall sign entitlement, one monument sign which can either be a monument identification sign or a directory monument sign is allowed. The applicant is requesting approval to install three (3) wall-mounted signs for three (3) separate tenants and one (1) directory monument sign to serve the property. Each wall-mounted sign is proposed to be back-lit (halo-lit) and have individually mounted reverse channeled letters.

Wall Mounted Signs

The applicant's proposed sign program states that each tenant's sign colors would be subject to approval of the landlord and the City. The proposed colors for each tenant's sign are ivory and rust. Staff recommends a condition that the sign colors of the letters be limited to ivory and rust to maintain compatibility with the building. Each sign may also include a can sign for either descriptive language and/or a business logo. As entitled in the Sign Ordinance, each tenant would be allowed up to twenty-five (25) percent of the sign area for descriptive writing, and up to twenty (20) percent of sign area for logos. All signs are to consist of reverse channel letters with five (5) inch deep returns if illuminated, and three (3) inch deep returns if not illuminated. Illumination shall be either by light emitted diode (LED) and or neon 30 M.A. low output, although staff recommends that all wall-mounted signage illumination be conditioned to be LED. No letters shall exceed nineteen (19) inches in height or exceed one (1) square foot per linear foot of store frontage. Fonts will vary with each tenant. While staff supports the proposed locations of the tenant signs, staff asks the Planning Commission to review the proportions of the signs with the elevations of the building on which the signs are proposed. The Specialty Home Hardware sign, to be located on the north building elevation, will be visible from both directions of the freeway. The two other signs to be

on the east building elevation would be visible from the north-bound traffic lanes of the freeway.

Pertinent data for each building sign is listed in the following table:

	Tenant	Tenant	Tenant
Tenant Name:	Asian Persuasion Furniture	Carpet & Floors	Specialty Home Hardware
Sign Area:	Total square footage: 23 sq. ft. (180 inches by 18 inches)	Total square footage: 19 sq. ft. (19 inches by 144 inches)	Total square footage: 45 sq. ft. Size of letters (19 inches by 276 inches) =36.4 sq. ft. Size of descriptive language/ can sign (9 inches by 132 inches) =8.25 sq. ft.
Location on Building Elevation:	East	East	North
Colors used:	2146 Ivory with Rust outline	2146 Ivory with Rust outline	2146 Ivory with Rust inline
Font:	Copprpl Goth Bd Bt	Tahoma Small	Zap Ellipt Bt Bold
Proximity to Right of Way:	110 feet	155 feet	21 feet
Proximity to Freeway Right of Way:	220 feet	265 feet	140 feet
Illumination:	Halo-lit	Halo-lit	Halo-lit

Directory Monument Sign

The directory monument sign is proposed to be six (6) feet in height and eight (8) feet in width, which meets the 48 square foot maximum signage allowed per the Sign Ordinance. The monument sign will be oriented parallel with the Roadside Drive right-of-way, and be five (5) feet from the property line, fifteen (15) feet from the sidewalk.

The directory monument sign is to include one single panel for each tenant as well as the address of the building. The proposed monument sign will have rust colored aluminum panels with painted matte white letters mounted on each panel. Staff recommends a condition to this effect. The sign panels are to be opaque. The directory monument sign will have two (2) stuccoed columns and a stuccoed base, all to be painted beige with a brown colored concrete cap. The names of each tenant will vary in font type to match the font of the wall-mounted signs. The proposed sign project calls for the directory monument sign to be externally illuminated although no illumination plans for the sign have been submitted, staff recommends the illumination of the sign to be subject to review and approval by the Director of the Planning and Community Development Department.

Overall, staff finds the proposed sign program to be in compliance with the City Sign Ordinance and the required findings of approval listed in the draft Resolution, subject to the recommended conditions.

III. RECOMMENDATION

Based on the above analysis, staff recommends the Planning Commission to approve Sign Permit Case No. 07-SP-035, subject to conditions.

IV. ATTACHMENTS

- Draft Resolution and Conditions of approval
- Exhibit A: Sign Plans
- Exhibit B: 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
FOR A NEW SIGN PROGRAM
(CASE NO. 07-SP-035)

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

Section 1. An application was duly filed by Roger Ebrahimi with respect to the property located at 28632 Roadside Drive (Assessor's Parcel Number 2061-004-023), for a sign permit for a new sign program. A public meeting was duly held on November 15, 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:

Section 4. The Planning Commission finds the proposed Sign Program categorically exempt from the requirements of the California Environmental Quality Act, per Section 15303.

A. The proposed sign program, as conditioned, is consistent with the General Plan and the provisions of the Sign Ordinance. The sign program meets the intent of the City Sign Ordinance by supporting and promoting viable businesses by allowing signage that provides adequate identification while also promoting and enhancing the quality of the visual environment of the City. The sign program also implements the goals of the General Plan, with particular regard to developing a city that is visually attractive and to preserving and enhancing the visual quality of the community's streets and highways.

B. The location of the proposed signs and the design of their visual elements, as conditioned, are legible under normal viewing conditions prevailing where the signs are to be installed. The wall-mounted halo-lit signs and the externally illuminated directory monument sign will be adequately visible from both directions of the property's frontage road (Roadside Drive).

C. The location and design of the proposed signs, their size, shape, illumination, and colors, as conditioned, are compatible with the visual characteristics of the surrounding area so as to not to cause significant depreciation of the value or quality

of adjacent properties. The proposed signs are proportional with the tenant spaces they serve and are designed in colors, materials and illumination to be compatible with the multiple building they serve.

D. The proposed signs, as conditioned, are designed as an integral part of the total building design. The proportions, sizes and letter styles provide sufficient display of the business signage for each tenant was viewed from the public right-of-way without detracting from the building architecture.

E. The number of colors, the sign copy, types of materials and illumination of the signs, as conditioned, are compatible with the materials used on the building. The rust and ivory colors of the directory monument sign and the back-lit wall signs are compatible with the brown colored stucco building they serve.

F. The location, mounting, dimensions, height, materials and illumination of the signs, as conditioned, are compliant with the Sign Ordinance. Each sign will be proportionally placed and subtly illuminated on the building and property and will not exceed the allowable sizes for each tenant within the building.

Section 4. The Planning Commission finds the proposed Sign Program 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-035, subject to attached conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 15th day of November, 2007, by the following vote to wit:

AYES:
NOES:
ABSTAIN:
ABSENT:

Steve Rishoff, Chairperson

ATTEST:

Doug Hooper, Secretary

CONDITIONS OF APPROVAL (CASE NO. 07-SP-035)

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 November 15, 2007.
4. All colors and materials approved with this Sign Program 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-035 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 an administrative Sign Permit and a Building Permit from the City, prior to construction and/or installation of any sign.

SPECIAL CONDITIONS

9. The directory monument sign shall be located at least five (5) feet from any property line and shall not be internally illuminated. External illumination of the directory monument sign shall be subject to approval by the Director of

Planning and Community Development, and the issuance of a City Building Permit.

10. The halo-illumination of the wall-mounted signs shall be by light emitting diode (LED), 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.
11. 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.
12. The signs shall not be illuminated after 11:30 p.m., or after the close of business, whichever occurs last.
13. Upon removal of any wall sign, remaining holes in the stucco shall be patched and painted to match the building.
14. Sign colors on the individually mounted letters shall be limited to ivory and rust.
15. Monument sign shall have rust colored aluminum panels with painted matte white letters to be mounted onto the panels.

Exhibit A

SIGN CRITERIA FOR TENANTS AT 29348 ROADSIDE DRIVE AGOURA HILLS, CA.

GENERAL

This sign criteria was designed for the purpose of assuring a functional, coordinated and visually attractive sign program for the mutual benefit of all tenants. Conformance will be strictly enforced. Upon demand by the landlord, or the City of Agoura Hills, any installed non-conforming or unapproved signs must be brought into conformance or removed at the tenants expense.

APPROVALS

All signage shall comply with these standards set forth. Tenants must get the approval of the landlord and City of Agoura Hills before any work can be done. No signs shall be fabricated before permits are obtain from the City of Agoura Hills Planning Department and Building and Safety. Please submit colored drawings to rodg85@aol.com.

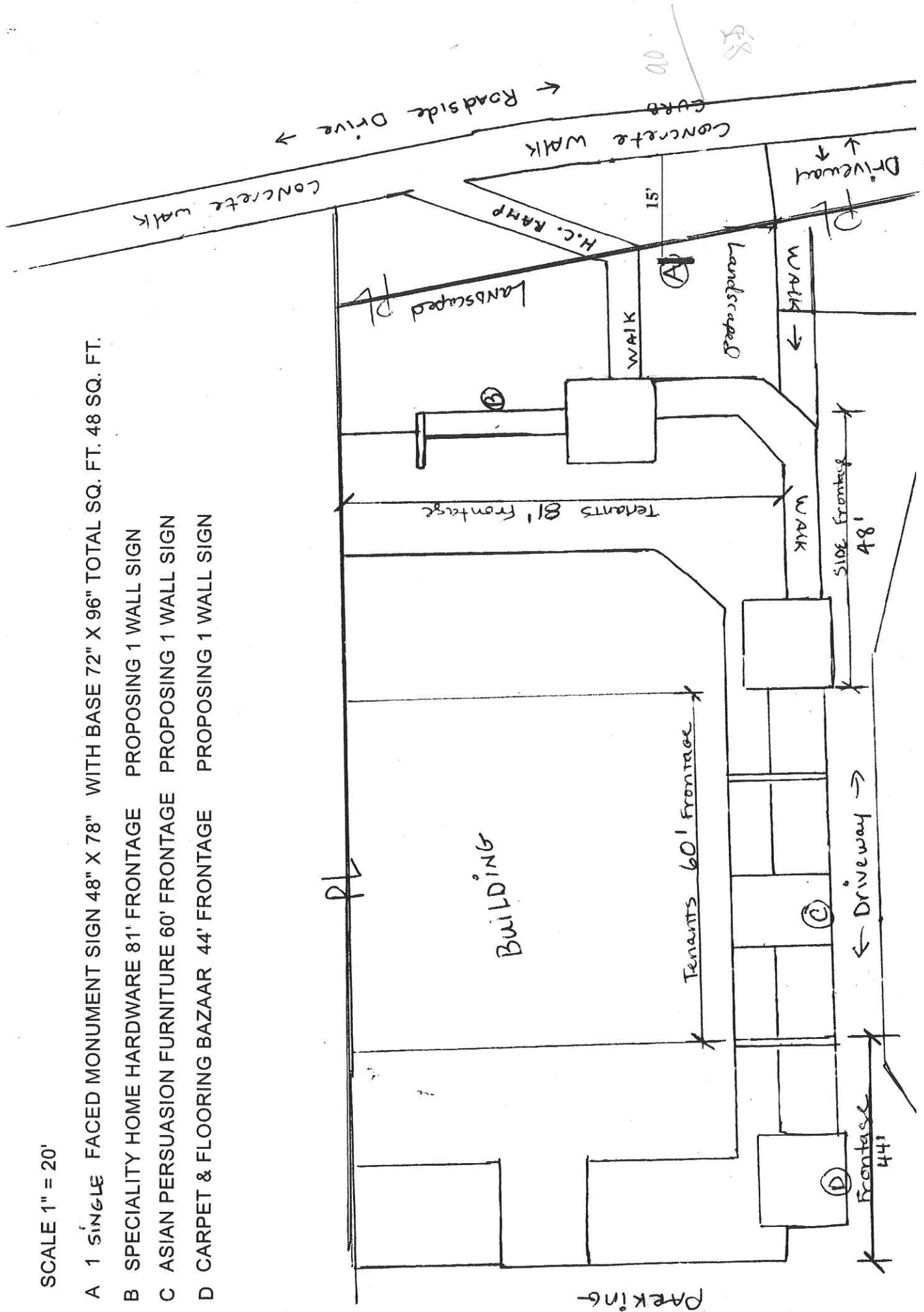
The drawings should include a plot plan showing where the signs are to be located, an elevation plan showing the signs on the building, and a sectional showing how the signs are to be installed. The sign contractor will also need to additionally insure the owner of the property before any signs are installed. Once approvals are back from Landlord, you will need to take the approved plans to the City of Agoura Hills for planning approval and building and safety approval. Please keep one set of approved plans at the job site when installing the signs.

GENERAL SIGN DESIGN REQUIREMENTS

1. All signs shall be fabricated, constructed, erected or installed and maintained in such a manner as will comply with all ordinances of the City of Agoura Hills and the approved permit.
2. All signs shall be Reverse Channel Letters with 5" deep returns if illuminated and if non-illuminated 3" deep returns. Illumination to be LED and or neon 30 M.A. Low output. Signs shall be U/L approved & listed. Fonts & colors of signs are subject to Landlord and City approvals. Each tenant shall be allowed up to 25% of sign area for descriptive writing in a pan channel box and 20% of sign area for a logo.
3. Signs shall not exceed 75% of the tenants frontage. Please see plot plan as to the placement of the sign locations for each tenant space.
4. No letters shall be taller than 19" . No sign shall exceed one square foot per linear foot of store frontage.
5. Each tenant shall be allowed 1 sign panel on the monument sign. Sign to be aluminum back painted MISSION TILE with white letters pegged off 1/2". Letters to be white material with a matte finish. Background of sign to be Opaqued and shall not show light. Sign to have exterior lighting

SCALE 1" = 20'

- A 1 SINGLE FACED MONUMENT SIGN 48" X 78" WITH BASE 72" X 96" TOTAL SQ. FT. 48 SQ. FT.
- B SPECIALITY HOME HARDWARE 81' FRONTAGE PROPOSING 1 WALL SIGN
- C ASIAN PERSUASION FURNITURE 60' FRONTAGE PROPOSING 1 WALL SIGN
- D CARPET & FLOORING BAZAAR 44' FRONTAGE PROPOSING 1 WALL SIGN



CONEJO VALLEY SIGNS
3200 CORTE MALPASO #108
CAMARILLO, CA. 93012
805 386-0066 FAX 805 386-0055
LIC. # 499746 C - 45 HIC

PROPOSED SIGN SPECIFICATIONS

1) DOUBLE SIDED 4' X 8' MONUMENT SIGN

BACKGROUND TO BE ALUMINUM PLATE PAINTED MISSION TILE PMD-42

LETTERS TO BE CUT OUT OF 1/4" THICK MATERIAL PAINTED MATTE WHITE

LETTERS TO BE RAISED & PINNED OFF BACKGROUND

BASE OF SIGN TO BE STUCCOED & PAINTED SPICED BEIGE PPL-61

2) 9" X 48" STUCCOED COLUMNS PAINTED SPICED BEIGE PPL-61

COLUMNS & BASE TO HAVE A CONCRETE CAP PAINTED PECAN PMD-84

SIGN TO BE EXTERIOR ILLUMINATED BY OTHERS

SIDE VIEW



FOR LEASE
UP TO 6000 SQ FT
805-208-8830
CARPET BAZAAR
FACTORY OUTLET

29348
ASIAN PERSUASION
FURNITURE
SPECIALTY HOME
HARDWARE
CARPET & FLOORING
BAZAAR

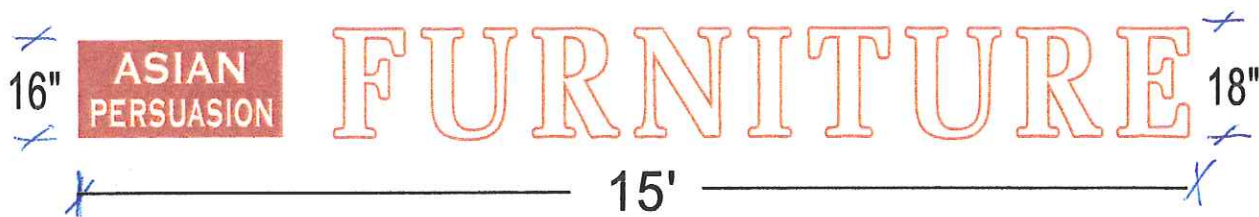
SPECIALTY HOME HARD
DECORATIVE BATH & KITCHEN



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LIC. # 499746 C - 45 HIC

PROPOSED SIGN SPECIFICATIONS

- 1 Set of 18" Ivory with rust outline Channel Letters
- 1 16" x 30" Pan Channel box rust background with ivory Letters
- Sign to be UL approved & listed
- Returns to be 5" deep painted bronze
- LED to be White 30 ma low out put



29348 Roadside DR # 1-A

CONEJO VALLEY SIGNS
3200 CORTE MALPASO #108
CAMARILLO, CA. 93012
805 386-0066 FAX 805 386-0055
LIC. # 499746 C - 45 HIC

PROPOSED SIGN SPECIFICATIONS

- 1 Set of 19" Ivory with Rust inline Reverse Channel Letters
- 1 10" tall Reverse Pan Channel box Ivory background with Rust Letters
- Sign to be UL approved & listed
- Returns to be 4" deep painted bronze
- LED to be White 30 ma low out put

Font Zap Ellipt Bt Bold

SIGN (B)

23'

SPECIALTY HOME HARDWARE 19"

10" DECORATIVE BATH & KITCHEN 6"

76"



← Tenants Frontage 80' →

CONEJO VALLEY SIGNS
3200 CORTE MALPASO #108
CAMARILLO, CA. 93012
805 386-0066 FAX 805 386-0055
LIC. # 499746 C - 45 HIC

29348 ROADSIDE RD.
3-C
AGOURA HILLS, CA

PROPOSED SIGN SPECIFICATIONS

1 Set of 19" x 144" ^{Reverse} iVORY Channel Letters with rust outline

Sign to be UL approved & listed

Returns to be 5" deep painted bronze

LED to be White 30 ma low out put

Font to be Tahoma

SIGN (D)

19" CARPET & FLOORS
12'



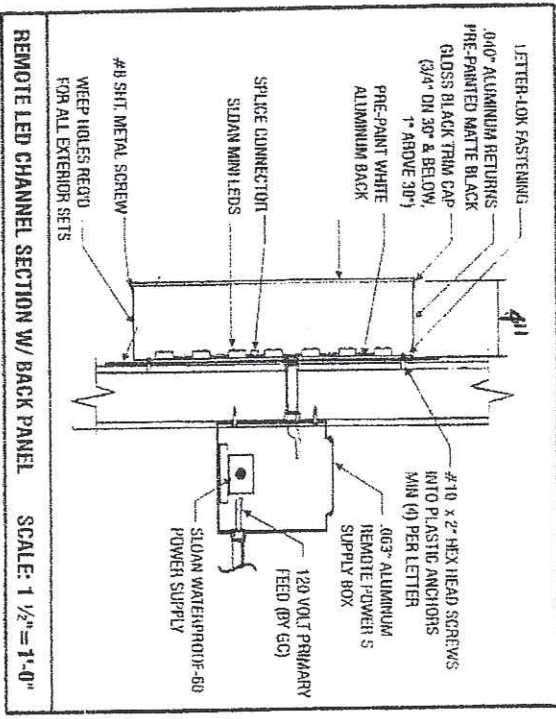
TOWER 14'

← Tenants Frontage 44' →

LED LAYOUT

N.T.S.

Reverse channel letters



REMOTE LED CHANNEL SECTION W/ BACK PANEL SCALE: 1 1/2" = 1'-0"

Exhibit B

Vicinity Map for 29348 Roadside Drive
A.P.N.: 2061-004-023

