



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: August 3, 2006

TO: Planning Commission

APPLICANT: Vogue Sign Company for Farmers Insurance
721 Commercial Avenue
Oxnard, CA 93030

CASE NO.: 06-SP-028

LOCATION: 30801 Agoura Road
(A.P.N. 2061-001-029)

REQUEST: Request for approval of a Sign Permit to implement a new sign program at an existing office building.

ENVIRONMENTAL DETERMINATION: Exempt from CEQA per Section 15311

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 06-SP-028 based on the findings of the attached draft resolution.

ZONE DESIGNATION: BP-M-FC (Business Manufacturing – Freeway Corridor Overlay District)

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

I. SIGN PERMIT BACKGROUND AND PROJECT DESCRIPTION

The applicant, Vogue Sign Company, is requesting approval to implement a sign program at an existing office building located at 30801 Agoura Road. Two wall-mounted signs are proposed for the new tenant - Farmers. The purpose of the sign program is to establish sign design, material, location and illumination compatibility with the site development and neighborhood specific signage requirements.

II. STAFF ANALYSIS

The parcel is 6.33 acres and is located in the Freeway Corridor between the 101 Freeway and Agoura Road. The parcel is bordered by office uses on both sides with the Business Park – Manufacturing (BP-M) zone. The site consists of a 118,119 square-foot, two-story, office building placed closer to the rear (north end) of the lot, with parking in the front and on the west side. Access to the site is provided by two driveways on Agoura Road. The building is situated above the 101 Freeway and is consequently visible to motorists traveling from both side of the freeway. The front elevation of the building is partially screened by existing landscaping located within the parking lot and along Agoura Road.

On-Building Signage:

A. Front Sign

The proposed primary sign would be mounted on the south elevation, at the west end of the building. The sign identifies the name of the tenant “Farmers” with a logo to the left. The total proposed size of the sign is 67.7 square feet including a 13.54 square-foot logo. The building site is entitled to 70 square feet of sign area as the building is setback over 100 feet from the right-of-way, in this case Agoura Road. The sign is constructed with individually mounted channel letters, five inches deep made out of a combination of Plexiglas and aluminum on the face and the returns.

B. Freeway Facing Sign

The applicant has requested to have a freeway facing sign on the west elevation of the building which is perpendicular to the freeway. This additional sign, although not directly facing north, sides onto the freeway corridor in order to be visible to motorists traveling east. Signs that are meant to be viewed from the freeway on buildings that side or back onto the freeway are allowed per the City Sign Ordinance subject to the approval of a sign program by the Planning Commission. The exhibits submitted indicate that the additional sign will be built similarly to the primary sign and proposed to be installed below the roof parapet and roof line at the edge of the building closest to the freeway as the sign on the front of the building. The sign is proposed to be 23.15 square feet and illuminated the same way. The Sign Ordinance restricts the size of freeway-facing signs to a maximum of 25 square feet but allows for internal illumination subject to the Planning Commission approval. Previously, a “Teradyne” sign existed on the same elevation. As proposed, the sign meets the minimum requirements established by the Sign Ordinance.

Design Guidelines Compliance and Architectural Compatibility:

The proposed sign program was reviewed for compliance with the Sign Ordinance Design Guidelines. The construction of the sign provides flexibility of installation and adapts itself to a variety of surfaces. The sign is proportionate with the scale and of the structure. The building is occupied by one tenant and does not have to compete with other signage on the building. The nearest sign is located on the building to the east and also designed with channel letters against

the same texture and color for the walls. The red letters provide sufficient contrast to heighten legibility. The signage was also reviewed for compatibility with the approved architectural style of the building. The buildings near the west end of the city were built in the same way and provide a background for a variety of sign style and colors.

Sign Program:

The applicant is requesting only the approval of two wall-mounted signs. In the event that a monument or any other signage is requested in the future, the applicant will be required to return to the Planning Commission and request an amendment to the sign program in place by way of a Sign Permit.

Environmental Review

Both projects have been determined to be Categorical Exempt from the California Environmental Quality Act as an accessory structure to an existing commercial building per Section 15311(a).

III. RECOMMENDATION

Based on the foregoing review and analysis, it is recommended that the Planning Commission approve Sign Permit Case No. 06-SP-028, subject to conditions, by adopting a motion to approve the Draft Resolution.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Exhibit A: Vicinity/Zoning Map
- Exhibit B: Sign Program Description
- Exhibit C: Photographs of the Existing Building

Case Planner: Valerie Darbouze, Associate Planner