



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: August 7, 2008

TO: Planning Commission

APPLICANT: Signature Signs Inc. for Adler Realty Investments, Inc.
801 Mitchell Road, Suite 102
Newbury Park, CA 91320

CASE NO.: 08-SP-024

LOCATION: 28501, 28505-28509 Canwood Street
(A.P.N. 2048-012-017, 018, and 2055-003-064)

REQUEST: Request for approval to modify the existing sign program at the Agoura Design Center to include a monument sign.

ENVIRONMENTAL DETERMINATION: Categorically Exempt from CEQA per Section 15311 (a)

RECOMMENDATION: Staff recommends approval of Sign Permit Case No. 08-SP-024, 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

The applicant, Signature Signs Inc., representing Adler Realty Investments, Inc., is requesting approval to modify the existing sign program for the Agoura Design Center to include one (1) monument sign.

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 located at 28501 and 28504-5 Canwood Street. The furniture center consists of three separate buildings on the

property, which were recently constructed. The furniture/retail center is situated on a 7.18 acre parcel that is bordered by Reeds & Son furniture store to the southeast, 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.

The sign program for the center was approved by the Planning Commission on September 20, 2007 (Case No. 07-SP-044) and consists of 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. A monument sign was proposed at the same time but was not approved by the Planning Commission. The Planning Commission expressed concerns regarding the proposed style of the monument sign as it relates to compatibility with other existing commercial signs in the community. A copy of the plan of the previously proposed monument sign is attached.

II. PROJECT DESCRIPTION AND STAFF ANALYSIS

The City Sign Ordinance allows for the display of one (1) monument sign to serve the property that can be no larger than 48 square feet in size and 6 feet in height. Additionally, the monument sign should be located within a landscape planter and would need to be setback five feet from the property line.

The applicant is proposing to include one (1) monument sign to the sign program. The proposed monument sign is 48 square foot in size, including base, with a maximum height of 6 feet. The monument sign is proposed to be located in the front landscape planter, in front of Building 2, five feet behind the sidewalk, near the westerly driveway entrance and parallel to the right-of-way of Canwood Street.

To address the concerns raised by the Planning Commission regarding the style of the monument sign, the proposed monument sign consists of a 32 square foot aluminum, single faced cabinet (4' tall x 8' wide cabinet) on a 16 ¾" base (1' 2 ¾" tall x 8' wide base) that is to be clad with river rock veneer to match the river rock on the planters. The cabinet face includes individually cut aluminum letters (¼" thick) painted metallic brown to match the dark wood trim on the buildings and will be pin mounted to the cabinet. The cabinet frame will be a combination of brown and dark brown colors to match the building wood trim. The off-white color background and stucco finish of the cabinet is intended to match the building stucco. The monument sign will display the name of the furniture retail center "Agoura Design Center."

The monument sign will be externally illuminated with ground mounted garden lights. Lighting details have not been submitted and staff is recommending that the lighting design be subject to review and approval by the Director of Planning and Community Development.

Staff finds the proposed monument sign to be in compliance with the Sign Ordinance Design Guidelines. The colors and materials of the monument sign, as conditioned, are architecturally compatible with the on-site buildings. Exhibits of the proposed monument sign and property are attached for reference.

Environmental Review

The project has been determined to be Categorical Exempt from the California Environmental Quality Act (CEQA) as an accessory structure to an existing commercial building per Section 15311 (a) of the CEQA Guidelines.

III. RECOMMENDATION

Based on the foregoing review and analysis, it is recommended that the Planning Commission approve Sign Permit Case No. 08-SP-024, subject to conditions, by adopting a motion to approve the Draft Resolution.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Vicinity Map
- Exhibits of the Proposed Monument Sign, Sign Specifications, Site Plan and Previously Proposed Monument Sign

Case Planner: Renee Madrigal, Assistant Planner