



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: April 2, 2009

TO: Planning Commission

APPLICANT: Wilson Sign Art for Video & Audio Center
15024 Moorpark, Suite 7
Sherman Oaks, CA 91403

CASE NO.: 06-SP-044 Amendment

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

REQUEST: Request for approval to amend the existing sign program at the Agoura Design Center to include one (1) additional wall sign for "Video & Audio Center".

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

RECOMMENDATION: If the Planning Commission desires to approve Sign Permit Case No. 06-SP-044 Amendment, a draft Resolution and Conditions of Approval have been prepared for adoption.

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, Wilson Sign Art for Video & Audio Center, representing Adler Realty Investments, Inc., is requesting approval to amend the existing sign program for the Agoura Design Center to include one (1) additional wall sign on the center's middle building (Building 2) for Video & Audio's business located at 28505 Canwood Street, Unit 2C.

On July 13, 2005, City Council 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. 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 the westerly building (Building 1), three (3) wall mounted signs on Building 2, and four (4) projecting cabinet signs on Building 3, all on the south side building elevations facing Canwood Street. A monument sign for the center was also approved by the Planning Commission on August 7, 2008 (Case No. 08-SP-024).

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

The applicant is requesting approval to amend the sign program to install a wall-mounted tenant sign in a location not previously specified in the sign program for future tenant signage.

II. PROJECT DESCRIPTION AND STAFF ANALYSIS

The City Sign Ordinance allows each separate business one (1) primary sign on the building. The sizes of the signs are based on the length of tenant frontage.

Staff has been informed that Video & Audio Center has partnered with Power of Home and sub-leased a portion of the space within Power of Home for their business.

The original Power of Home building sign was designed with their business name only. The Director of Planning and Community Development approved several design modifications to Power of Home's project, including changes to their wall sign, floor plan, and site plan. Specifically, the approved change to their wall sign was to include as part of their sign the letters identifying the name "Video & Audio Center". However, Power of Home chose to stay with their original approved wall sign, due to Video & Audio Center's expressed desire to have a separate wall sign for their business.

The applicant, Video and Audio Center, would like to distinguish their presence within the Power of Home Store and Agoura Design Center. Therefore, they are requesting approval to amend the existing sign program at the Agoura Design Center to include one (1) additional wall mounted sign, specifically for their business, on Building 2, to be located on the south side building elevation facing Canwood Street.

The proposal is to install a new 18 square foot, halo illuminated wall mounted sign on the left side of the Power of Home building frontage, between the first and second-story windows. The proposal consists of red on black colored individual mounted, aluminum routed reverse channel letters projected one inch from the surface of the building. The building elevation currently consists of off-white stucco and stone base. The combined two signs total 36 square feet in size, which is below the maximum 50 square foot size allowed for a primary building sign. Exhibits of the proposed wall sign, sign specifications, and site plan are attached for reference.

Berk's, West Point Furniture, and Power of Home are tenants of Building 2. Berks furniture store (Building 2A), the tenant on the west side of the building, has a 42 square foot sign over the entrance of their business with a blue awning that matches the color of the sign. West Point Furniture (Building 2B), the tenant in the center of the building, has a 34 square foot sign with red colored letters over the entrance of their business. Power of Home (Building 2C), the tenant on the east side of the building, has an 18 square foot primary sign with orange and black colored letters that identifies the name of "Power of Home" over the entrance of their business with an orange awning that matches the color of the sign. The wall mounted signs on the building comply with the maximum 50 square foot size allowed for a primary sign.

Regarding the applicant's request, staff recommends the Planning Commission consider the proportions and location of the sign in context with the building's architecture. The approval of this amendment may set a precedent for allowing future building signs to be installed in locations other than the approved location above the building entrance doors. The City's Sign Guidelines encourage signs to be centered over the store front to indicate the most direct access to the business. If the sign request is denied, the applicant could locate their sign over the entry door in a shared location with Power of Home's sign.

Environmental Review

The project has been determined to be Categorically Exempt from the California Environmental Quality Act (CEQA) per Section 15311 (a) of the CEQA Guidelines.

III. RECOMMENDATION

If the Planning Commission desires to approve Sign Permit Case No. 06-SP-044 Amendment, staff has prepared the draft Resolution and Conditions for the Planning Commission to consider for adoption.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Yavar Rafieha, Applicant, Letter
- Vicinity Map
- Exhibits of the Proposed Wall Mounted Sign, Sign Specifications, and Site Plan

Case Planner: Renee Madrigal, Assistant Planner

DRAFT RESOLUTION NO. ____

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF AGOURA HILLS
APPROVING A SIGN PROGRAM AMENDMENT
(CASE NO. 06-SP-044 AMENDMENT)

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

Section 1. An application was duly filed by Video & Audio Center for Adler Realty Investments, Inc., with respect to the property located at 28501, 28505 and 28509 Canwood Street, (Assessor's Parcel Numbers 2048-012-017, 018 and 2055-003-064) requesting approval of an amendment to a sign program for one (1) additional wall sign for "Video & Audio Center". A public meeting was duly held on April 2, 2009, at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California; and that 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:

- A. The sign program is consistent with the General Plan and the provisions of the Sign Ordinance. The property is located within the Freeway Corridor Overlay zone and the sign program is consistent with the high quality highway image desired by the residents and business community, as called for in the Community Design Element.
- B. The location of the proposed wall sign and the design of its visual elements are legible under normal viewing conditions prevailing where the sign is to be installed. The wall-mounted sign will be halo illuminated to identify the business. Moreover, the proposed wall sign is compatible with the previously approved sign program for the wall signs.
- C. The location and design of the proposed wall sign, its size, shape, illumination, and color are compatible with the visual characteristics of the surrounding area so as not to cause significant depreciation of the value or quality of adjacent properties. The sign is proportionate for the size of the property and the proposed sign colors and materials are compatible with the building it serves.
- D. The proposed sign program is consistent with the standards required of the Sign Ordinance in that the number of colors and the proposed materials and the illumination of the wall sign are consistent with the standards specified in the Sign Ordinance.

- E. The proposed sign program is consistent with the City's adopted sign design guidelines. The wall sign is compatible with the architectural design of the buildings through the use of the proposed colors, materials, size and proportions of the sign.

Section 4. The project, which is the placement of a minor structure, is exempt from the California Environmental Quality Act (CEQA), per Section 15311(a) and does not require adoption of an environmental impact report or negative declaration.

Section 5. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. 06-SP-044 Amendment, subject to attached Conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 2nd day of April, 2009, by the following vote to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

John O'Meara, Chairperson

ATTEST:

Doug Hooper, Secretary

CONDITIONS OF APPROVAL (CASE NO. 08-SP-024)

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 approved Sign Plans.
4. 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.
5. It is further declared and made a Condition of this action that if any Condition 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.
6. Unless this approval is used within two (2) years from the date of City approval, Case No. 08-SP-024 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
7. The applicant or property owner shall obtain a Building Permit from the Department of Building and Safety prior to construction of any sign.

END



Topanga Plaza Shopping Town
6800 Topanga Canyon Blvd.
Canoga Park, CA 91303
Tel. (800) 679-4600

January 23, 2009

City of Agoura Hills
30001 Ladyface Court
Agoura Hills, CA 91301
Tel: (818) 597-7332
Fax: (818) 597-7337

Dear City of Agoura Hills:

I would like to take this opportunity to address our requests for a new sign outside our new store, Power of Home within the Agoura Design Center.

Power of Home is a new concept for home furnishings which was introduced in July 2007. Not anticipating these unprecedented economic times we decided to expand our concept to the city of Agoura Hills. Thereafter, we signed a lease with Adler investments to develop and build one of the most beautiful upscale galleries in Southern California located in Agoura Hills.

However, since we started construction we have noticed that the Agoura Design Center's overall foot traffic is dead. The current tenants inside the center are not surviving and soon might close their business, according to our conversations with them.

To be honest, there were moments in which our executive staff requested to stop construction and hold back the entire project.

Nevertheless, we decided to move forward only if we would be able to sub-lease a portion of our space to Video & Audio Center.

Video & Audio Center has two locations (Santa Monica & Torrance) and is one of the best and well known retailers in Southern California when comes to audio and video. Their advertising alone attracts customers from all over Los Angeles. You can see their ads in LA TIMES, Daily News, Radio, TV, Staple Center, as well as high end media publications. Power of Home in collaboration with Video & Audio center is planning to introduce a very, very special concept to the city of Agoura Hills. We will provide design solutions for the homes by selling home automation, TV's, and furniture as

package deals. These solutions will also provide custom automation for every home in Agoura Hills.

The main reason why we have been pursuing Video & Audio Center to sub-lease a space within our store is because of the fact that they are extremely successful in Santa Monica and advertise over 2 million dollars a year, increasing foot traffic within their Santa Monica location. In fact they are also the #1 Sony dealer in Southern California.

Therefore, based on our research we proposed to Video & Audio Center to partner with Power of Home and sell package deals (furniture & TV's) to the Agoura Hills customers similar to "Living Spaces" but at a much higher end level and quality. In addition, they have guaranteed that their presence within the Agoura Design Center will indefinitely increase the overall foot traffic within the center.

Nevertheless, in order for Power of Home to finalize its agreements with Video & Audio Center, we must have an approved sign outside our location as they are planning to heavily advertise at the Agoura Design Center. They simply will NOT move forward with this partnership without this approval from the city of Agoura Hills.

Therefore, we are kindly requesting from the City of Agoura to support Power of Home and help us approval this sign. We need to ensure that we will be able to stay in business and create a successful formula for the city as well as the center.

I have attached a sample of the artwork as well as the location and measurements we are requesting to feature "Video & Audio Center". Please be advised that the color used in the sample artwork is the same color "red" as the neighboring stores "The Mattress store" and "The Piano Store".

We respect and will follow all your codes, rules, and regulations, however we really need your support with this request. This concept will be very unique to the city and will help us succeed in these very tough unprecedented economic times.

We believe in this center and in this city, but we need your help!

It will be impossible for us to stay in business if we do not have Video & Audio center within our space.

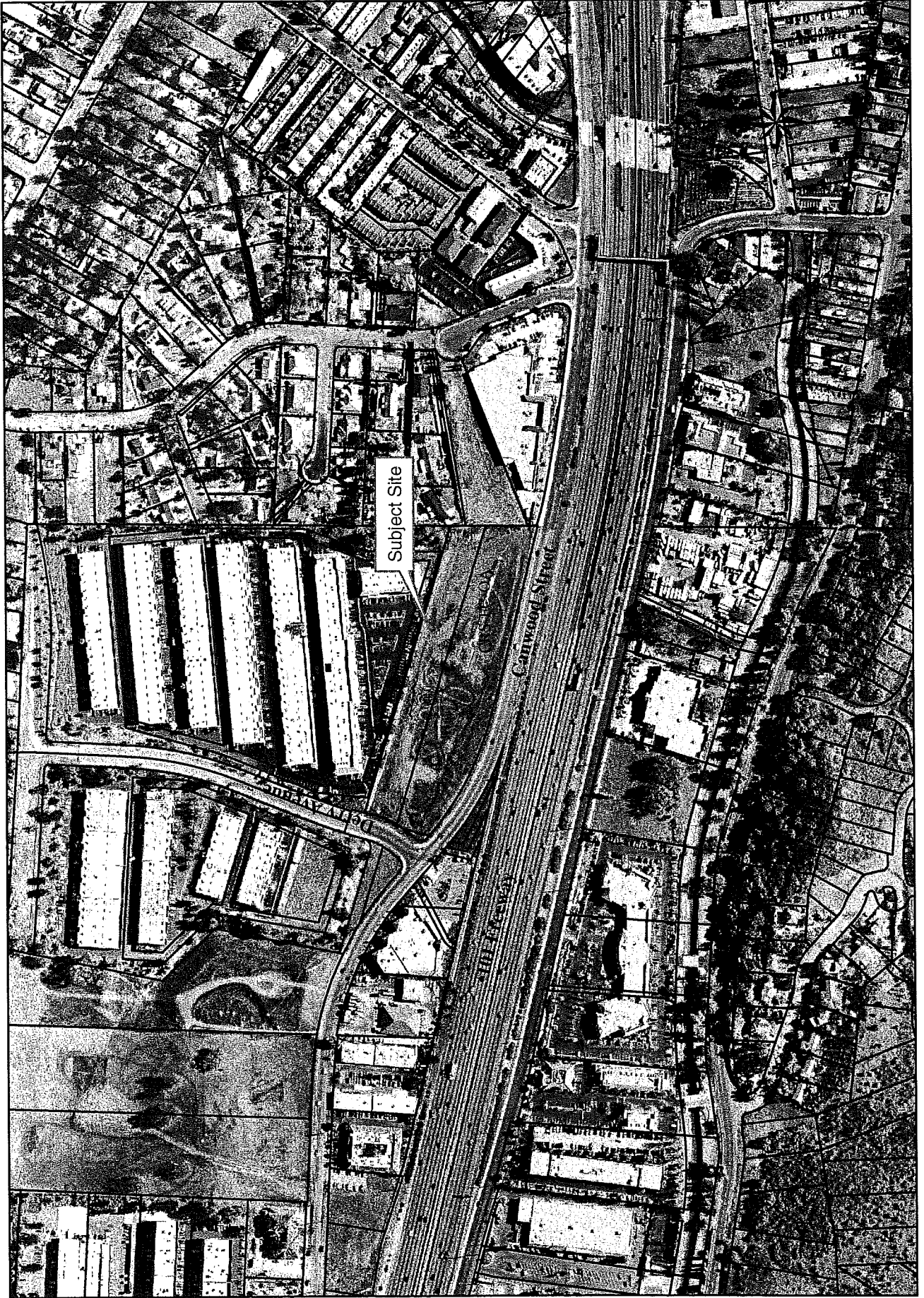
The economy is at its lowest point in decades and home furnishings are not doing well so we hope that the future will be brighter and we hope that we can be a successful tenant for the Agoura Design Center and for the city of Agoura Hills.

Please feel free to contact me with any questions.

Sincerely,

Yavar Rafieha
Vice President
Power of Home Corporation

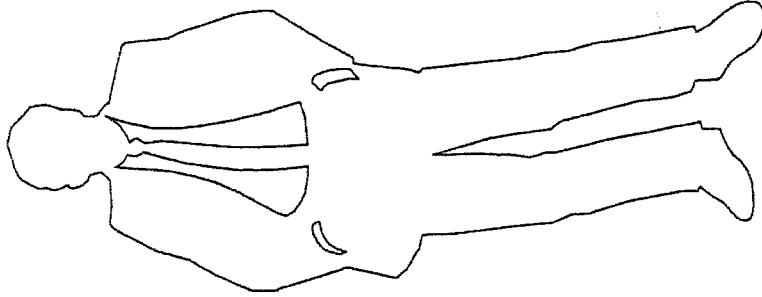
**SIGN PERMIT CASE NUMBER 06-SP-044 AMENDMENT
(A.P.N. 2048-012-017, 018 AND 2055-003-064)**



Storefront Sign

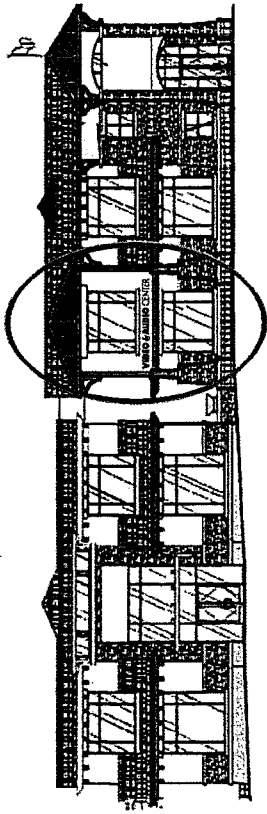
Sign Area: 18 Sq. Ft.

15 inches
173 inches
VIDEO & AUDIO CENTER



Each letter will have 4-5 pegs. The letters will be 1/4" thick aluminum, painted and clear coated. 2.5" long threaded studs with 1/4" diameter will be used to hold up the sign. Behind the sign there will also be a hi-strength silicon adhesive for extra protection. The colors will be red and black.

06-SP-044 Amend.

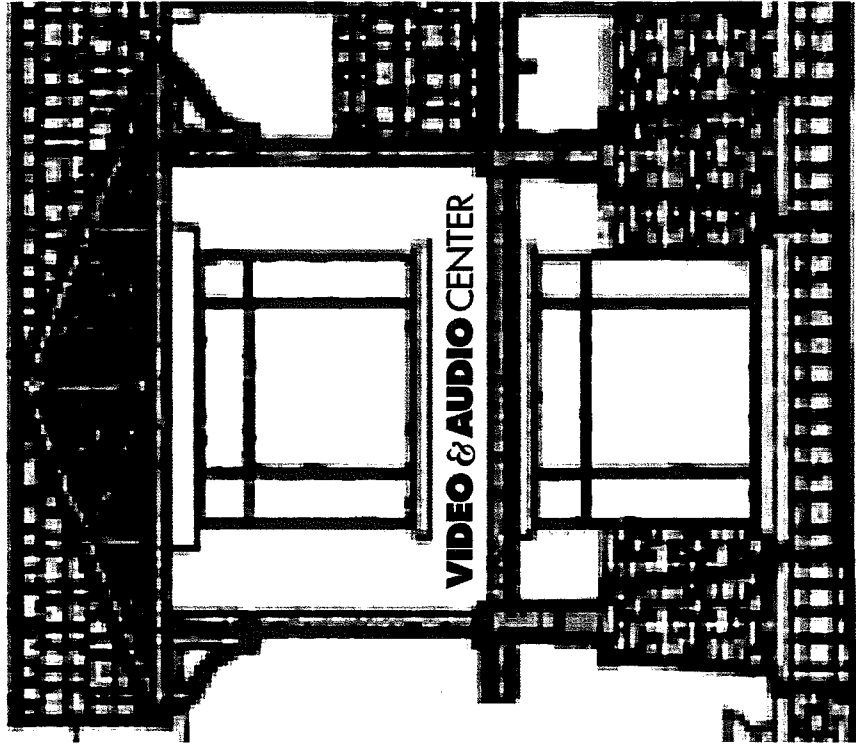


72 - 0"

173 inches

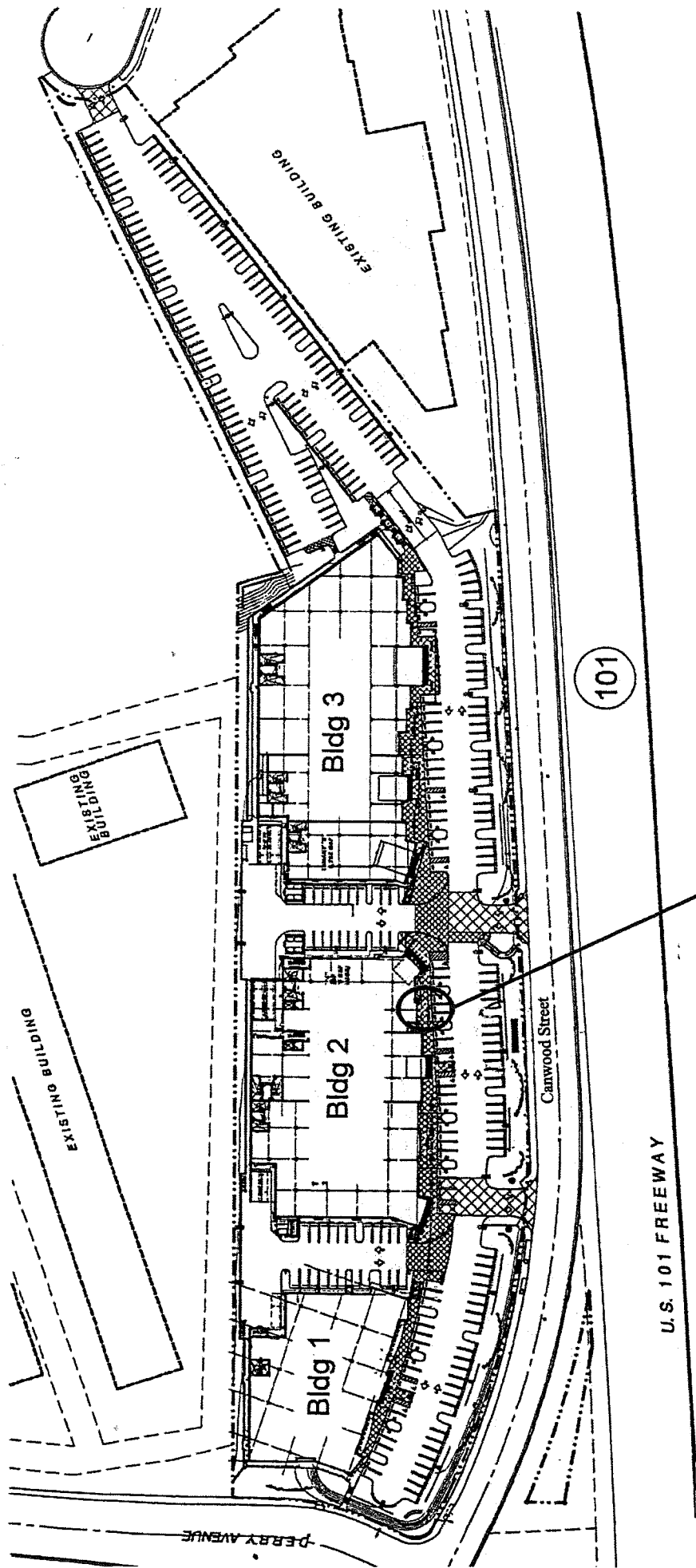
15 inches

VIDEO & AUDIO CENTER

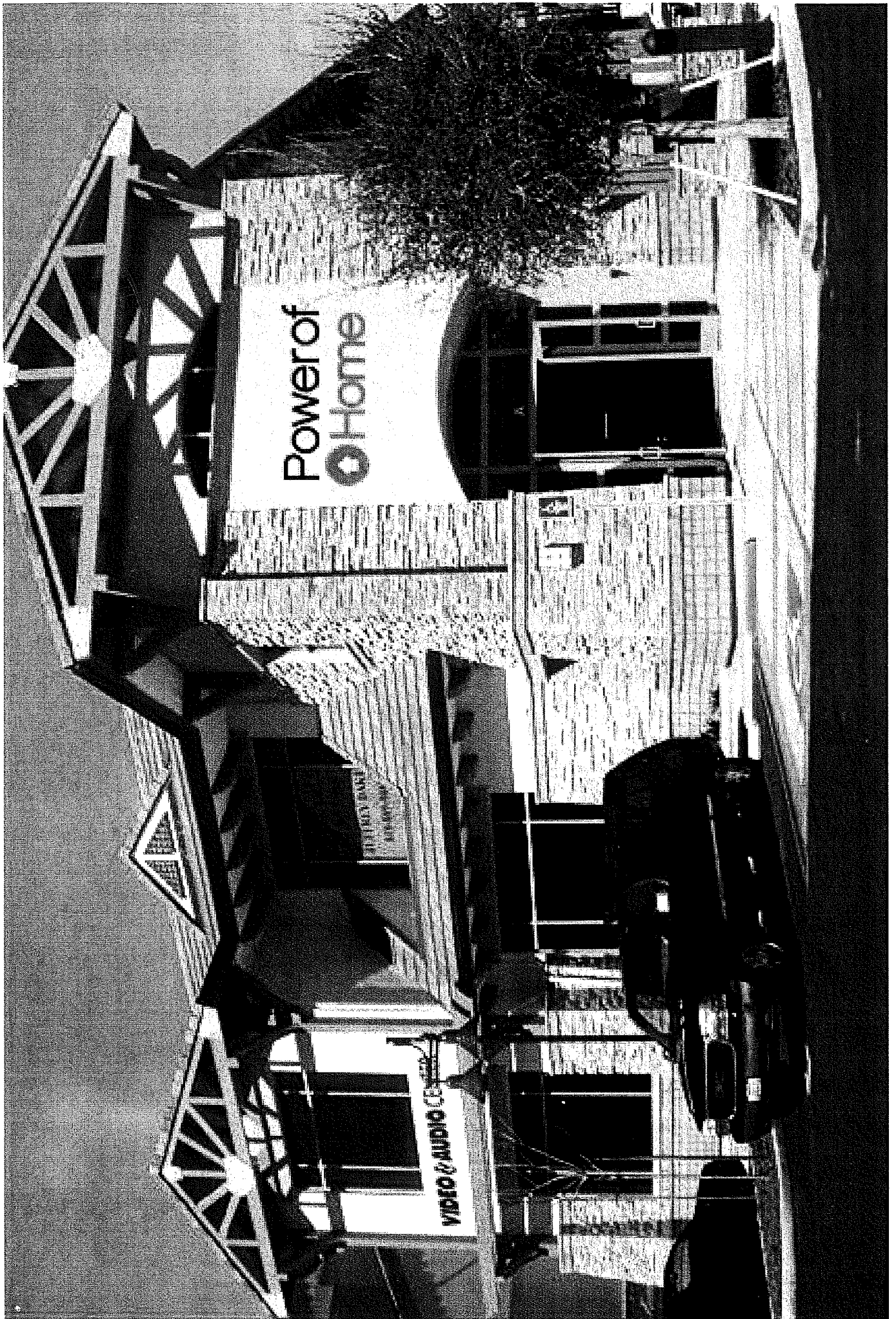


Sign Area: 18 sq. ft. as shown, not to exceed 50 sq. ft.

Site Plan:

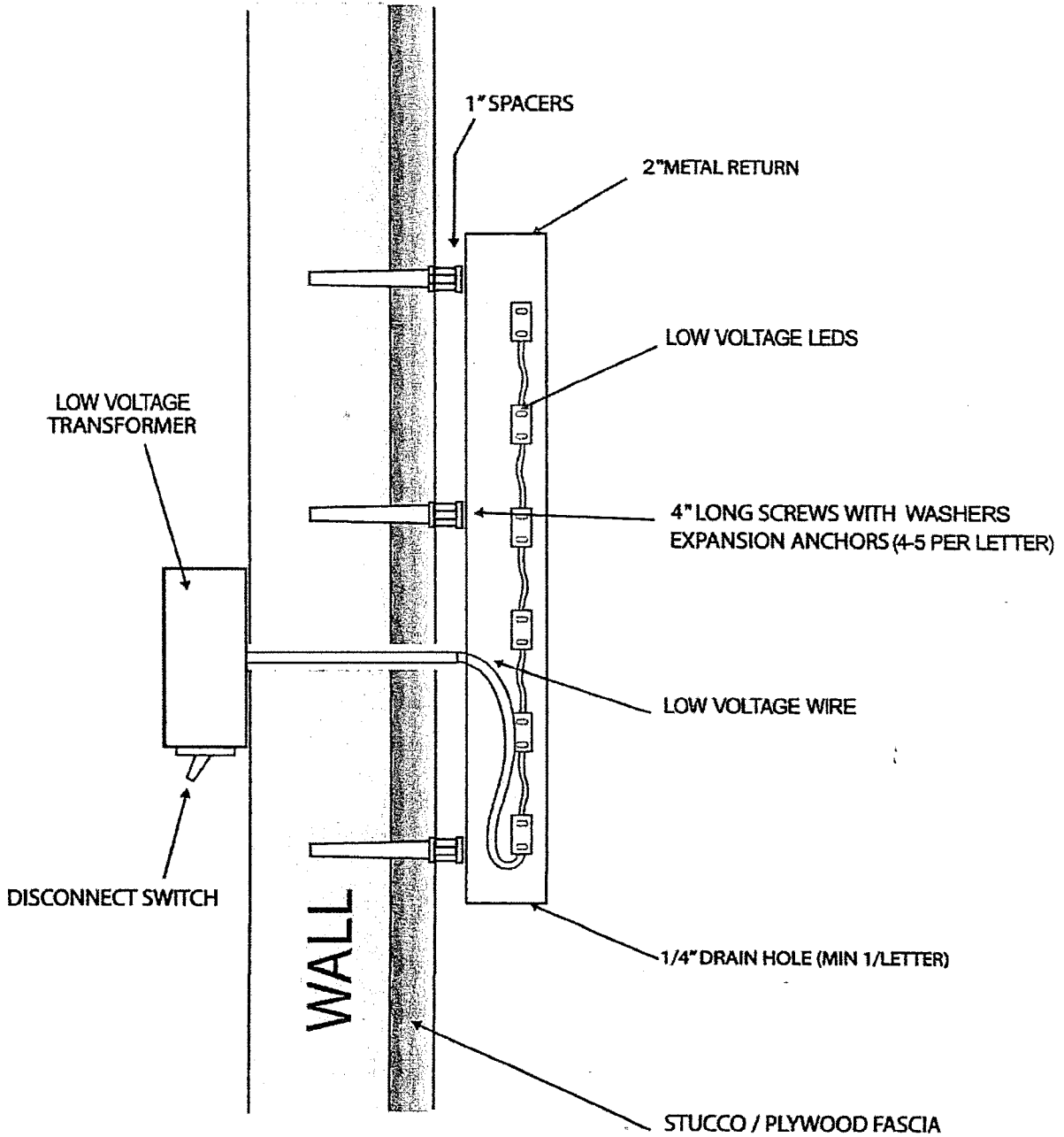


Video & Audio Center Storefront Sign
(See exploded View for Scale)



ALUMINUM-FACED REVERSE CHANNEL LETTER WITH LED ILLUMINATION

MOUNTED TO BUILDING FASCIA



Compliant to NEC Article 600