



**DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT
MEMORANDUM**

ACTION DATE: September 3, 2009

TO: Planning Commission

APPLICANT: Michael Adler
Adler Realty Investments, LLC
20950 Warner Center Drive, Suite C
Woodland Hills, CA 91367

CASE NOS.: 06-SP-037 and 09-VAR-001

LOCATION: 28941-29145 Canwood Street
(A.P.N. 2048-011-(049-052), 053, 061)

REQUEST: Request for approval of a Sign Program for the Shops at Oak Creek retail center, and a request for a Variance from Zoning Ordinance Section 9655.8.B.1(c) to install three monument signs.

ENVIRONMENTAL ANALYSIS: Exempt from CEQA per Section 15311

RECOMMENDATION: Staff recommends that the Planning Commission approve Sign Program Case No. 06-SP-037 and Variance Case No. 09-VAR-001, subject to conditions.

ZONING DESIGNATION: CRS-FC (Commercial Retail Service – Freeway Corridor Design Overly)

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

I. PROJECT DESCRIPTION AND BACKGROUND

Last year, Adler Realty Investments, Inc. requested approval of a Conditional Use Permit to construct five (5) separate buildings within five (5) vacant lots on the north side of Canwood Street, between Kanan Road and Clareton Drive, in the Commercial Retail Service (CRS) and Freeway Corridor Overlay (FC) zones. The project, known as the Shops at Oak Creek, included a 6,800 square-foot restaurant building, a 6,000 square-foot retail building, and a 7,380 square-foot restaurant/retail building on the west side of Medea Creek. A 6,000 square-foot retail building and 7,500 square feet of restaurant space were proposed for the two lots on the east side of the creek. The project site is part of a larger land subdivision that was approved in 2002, and includes the Archstone Oak Creek Apartments to the north, and the Homewood Suites Hotel to the east.

On August 13, 2008, on appeal, the City Council overturned the Planning Commission's denial, and approved the retail project. On April 22, 2009, the City Council approved a proposed amendment to the Conditional Use Permit to allow for the construction a 12,500 square foot Trader Joe's specialty grocery store and a 2,500 square foot restaurant on the east side of Medea Creek, in-lieu of the 6,000 square foot retail building and 7,500 square foot restaurant that were previously approved for these two lots. Grading for the entire retail project has begun and the applicant has obtained building permits for two of the five buildings. The three remaining building plans are currently in plan check.

As conditioned with the project approval, the applicant is seeking the Planning Commission's approval of sign program for the entire center. A Variance from Sign Ordinance Section 9655.8.B.1.(C) is also requested to allow the installation of three (3) monument signs to serve the retail center, instead of the maximum allowance of one (1).

II. STAFF ANALYSIS

A. Building A

Similar to the recently approved Agoura West Business Center retail project proposed for the northwest corner of Canwood Street and Derry Avenue, Building A has dual frontages, with the south building elevation facing Canwood Street, and the north building elevation (and public entries) facing the interior parking lot. The Planning Commission's decision of whether Canwood Street or the parking lot is considered the primary frontage dictates, by Code, on which building elevation the larger, primary business signs would be located.

For this building, the applicant is requesting that Canwood Street be considered the primary frontage and that the parking lot be considered secondary frontage. Thus, the proposed sign program calls for five individual tenant signs on Building A that would face Canwood Street, and range in size from 20 square feet to 38 square feet. Although these signs are the larger sized

signs for the building, each proposed tenant sign facing Canwood Street is smaller than the maximum sizes allowed by Code for the size of the tenant spaces.

The maximum allowable size of the proposed secondary signs facing the parking lot is 10 square feet. The applicant is proposing signs on the north building elevation to range in size from 9 to 10 square feet. The “Starbucks Coffee” sign is shown as 10.28 square feet, however since a Variance has not been requested for a larger tenant sign, the sign would be required to not exceed 10 square feet in size.

The applicant is proposing a variety of illumination methods for the Planning Commission to consider for the center’s sign program, including goose-neck spot lights, florescent tube stem lights, goose-neck stem mounted lights, and reverse/backlit halo lights. Aluminum channel letters are proposed for each sign in the center. While specific tenant names, colors and logos are shown for reference, they may change over time. The Planning Commission is being asked to approve the locations and proportions of the sign, illumination methods, materials, and color variety.

Staff supports the applicant’s request for the primary frontage to be Canwood Street, thus allowing for the larger tenant signs facing the street. Staff also supports the location of the signs, materials, and colors for the entire sign program for each building and recommends the Planning Commission allow for the backlit halo illumination for signs facing the Canwood Street frontage (Alternate D on page 21 of the Sign Program). In order to enhance the pedestrian ambience of the interior portion of the center, staff recommends the external illumination of signs using spot lighting, such as decorative goose-neck illumination for signs facing the parking lot (Alternate C of the Sign Program).

B. Building B-1

Building B-1 will likely include two retail tenants. Similar to Building A, the applicant is requesting the Planning Commission consider Canwood Street to be the primary frontage for the purpose of placing the larger, primary signs facing the street. For this building, two signs of 30 square feet and 17 square feet are proposed on the south building elevation, which is smaller than the 40 square feet and 50 square feet allowed for the tenant spaces. Secondary signs facing the parking lot are proposed sizes of 9.6 square feet and 10.06 square feet. Again, staff would note that no secondary sign can exceed 10 square feet.

Although specific tenants have not been identified for the building, proposed sign materials and colors for building B-1 are similar to the Building A. Staff also recommends the illumination methods of the signs on the building match the methods used for Building A.

C. Building B-2

One single-tenant restaurant was originally anticipated to occupy Building B-2. The applicant now anticipates the building being occupied by two tenants, including at least one restaurant. Both tenant spaces would be configured that would allow frontage on the south and west sides of the building. The applicant is requesting the south side of the building, which faces Canwood Street, be considered the primary frontage for sign purposes. Two, 30 square foot signs are proposed on this building elevation. Two, 10 square foot signs are proposed at the building entrance on the west side of the building, which faces the parking lot.

The applicant is requesting the sign program allow the applicant to choose sign designs for the this building among the four styles shown on page 18 of the sign program, which include individual letters, background panels, tag-line footer panels, and tag-line footer panels of individual letters. Staff supports all styles shown in the sign program, however the Planning Commission may specify preferred choices if they desire. Staff also recommends the illumination of signs on this building be of decorative goose-neck fixtures (Alternate C on page 21 of the Sign Program).

D. Building C-1

Building C-1 will be occupied by Jinky's Restaurant. The applicant is proposing the primary building sign to be located on the south building elevation, which faces Canwood Street. The 17.4 square foot sign is proposed to be located on the upper portion of the chimney. The maximum primary sign size for the building is 41 square feet. A secondary sign of 10 square feet is proposed on the west building elevation, above the entry door. The specific design of the signs is yet to be determined, but staff is seeking approval of the locations and illumination methods. Again, staff recommends goose-neck decorative light fixtures for the secondary sign on the west elevation, and backlit-halo lighting methods for the primary, south-facing sign.

E. Building C-2

Trader Joe's will be occupying Building C-2. Only one sign is proposed for the building, which will be located above the main entrance on the south end of the building. The proposed 43 square foot sign is proposed of individual, back-lit halo channel letters, which staff supports.

F. Monument Signs and Variance Request

The Sign Ordinance allows for a maximum of one monument or directory sign to serve the retail center. The applicant is requesting approval of a Variance to locate one monument or directory sign at each of the three driveways serving the center. Thus, the request for a Variance is to increase the number of monument/tenant directory signs from one to three.

The applicant is seeking the Planning Commission's approval in giving the applicant the discretion to display either a shopping center identification monument sign, or a tenant directory sign, at each of the three locations. Proposed designs for both types of signs are included in the proposed sign program and are to be constructed of custom fabricated aluminum cabinets with flat-cut graphics, painted to contrast with the cabinet background color, selected to be complimentary with the color of the ledger stone clad support structure. The project identity and the names of the tenants are proposed to be stand-off pin-mounted with mechanical fasteners, attached to a removable graphics panel, fastened to each face of the sign cabinet. The applicant is requesting that the tenants with identities displayed on the directory signs be permitted to use the color of the identity brand name.

The monument and directory signs are proposed to be externally illuminated with industry standard sign lighting fixtures placement at the sign bases to wash the sign face with light. Such lighting may be direct burial, in the ground or installed above grade and concealed from public view with low-growth landscaping.

Staff supports the proposed sign designs and ground-mounted illumination. Staff also supports the Variance request for three monument/directory signs serving the center. The project site has 953 feet of street frontage, and is physically separated by Medea Creek. A monument sign serving each drive will allow for uniformity in identification of the entire retail center, and each business within the center. The retail center includes five separate parcels, but is restricted to one project monument sign or directory sign. Whereas, each building within the center would be allowed their own monument sign if they were not part of the retail center. The allowance of three monument signs will provide for needed identification of the retail center and the businesses.

One of the purposes of the City Sign Ordinance is to support and promote viable businesses by allowing signage that provides adequate identification while also promoting and enhancing the quality of the visual environment of the city. The design of the monument and directory signs matches the quality architectural style of the buildings they serve. The three monument/directory signs will allow for the identification of each building within the center, three of which are separated by parking lot area from the street frontage. Also, the placement of the signs will allow for proper visibility of vehicles and pedestrians. The construction of the signs will meet City Building Code requirements and the proposed illumination, as conditioned, will provide for adequate visibility without negatively impacting views from the 101 Freeway or surrounding parcels. The sign material and colors will match the buildings they serve and will not detract from the surrounding neighborhood.

In order to approve the Variance to increase the amount of sign from one to three, specific findings have to be made. Staff has drafted the findings for approval and are included in the attached draft Variance Resolution.

While staff supports the placement of one monument or directory sign at each driveway serving the center, the Planning Commission can consider restrictions on the most westerly monument/directory sign. While this driveway does assist in dispersing traffic and parking within the project, the main driveway serving the west end of the project is located between Buildings A and B-1. Thus, the driveway to the west of Building A can be served by a smaller monument or, perhaps be restricted to a shopping center identification sign rather than a tenant directory sign. The Planning Commission also has the option of denying a monument or directory sign at this particular driveway.

G. On-Site Directional and Traffic Signs

The proposed sign program includes a series of decorative on-site directional signs, parking signs, and traffic signs. These signs are not subject to the Planning Commission's review. Rather, staff will review these signs for compliance with the Building Code, Sign Ordinance, and approved project site plan.

The sign program and associated Variance request were reviewed under the requirements of the California Environmental Quality Act (CEQA). The signs are considered to be minor accessory sign structures to the approved retail center and are therefore exempt from CEQA per Section 15311, and a negative declaration or environmental impact report is not warranted for this project.

IV. RECOMMENDATION

Staff recommends that the Planning Commission approve Sign Program Case No. 06-SP-037 and Variance Case No. 09-VAR-001, subject to conditions.

V. ATTACHMENTS

Sign Program Draft Resolution and Conditions of Approval
Variance Draft Resolution and Conditions of Approval

CASE PLANNER: Doug Hooper, Assistant Director of Community Development

DRAFT RESOLUTION NO. ____

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF AGOURA HILLS
APPROVING A SIGN PROGRAM
FOR THE SHOPS AT OAK CREEK RETAIL CENTER
(CASE NO. 06-SP-037)

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

Section 1. An application was duly filed by Michael Adler, with respect to the property located at 28941-29145 Canwood Street (A.P.N. 2048-011-(049-052), 053, 061), requesting approval of a new sign program for the Shops at Oak Creek retail center (Case No. 06-SP-037). A public hearing was duly held on September 3, 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 signs and the design of their visual elements are legible under normal viewing conditions prevailing where the signs are to be installed. Each sign is proposed to be illuminated and will be legible to pedestrians and motorists visiting the center, and will adequately identify each business tenant.
- C. The location and design of the proposed signs, their 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 signs are proportionate for the sizes of the buildings and the proposed sign colors and materials are compatible with the buildings they serve.
- D. The proposed sign program is consistent with the standards required of the Sign Ordinance in that the number of colors, the proposed materials and the illumination of the signs 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 signs are compatible with the architectural design of the buildings through the use of the proposed colors, materials, size and proportions of the signs.

Section 4. The project includes the placement of accessory sign structures which serve an approved retail center, and are exempt from the California Environmental Quality Act (CEQA), per Section 15311, 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 Program Case No. 06-SP-037, subject to attached Conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 3rd day of September, 2009, by the following vote to wit:

AYES: (0)
NOES: (0)
ABSTAIN: (0)
ABSENT: (0)

John O'Meara, Chairperson

ATTEST:

Mike Kamino, Secretary

CONDITIONS OF APPROVAL (CASE NO. 06-SP-037)

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. 06-SP-037 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.

SPECIAL CONDITIONS

8. The signs shall comply with the requirements of the City Sign Ordinance.
9. Approved, wall-mounted tenant signs on the south elevations of each building shall be back-lit/halo-lit reverse channel letters (Alternate D on page 21 of the Sign Program). All other approved secondary wall-mounted signs shall be illuminated with goose-neck decorative light fixtures (Alternate C on page 21 of the Sign Program). The placement of the sign light fixtures shall be subject to review and approval by the Director of Planning and Community Development.
10. Each tenant sign and each monument/directory tenant sign shall be subject to approval of a Sign Permit from the Planning Department. The proposed colors of each tenant sign shall be subject to approval by the Director of Planning and Community Development.
11. On-site directional signs, traffic signs, and parking signs shall be subject to approval by the Director of Planning and Community Development and/or Building Official.

END

DRAFT RESOLUTION NO. _____

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF AGOURA HILLS
APPROVING VARIANCE CASE NO. 09-VAR-001

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

Section I. An application was duly filed by Michael Adler, with respect to the real property located at 28941-29145 Canwood Street (A.P.N. 2048-011-(049-052), 053, 061), requesting approval of a Variance from Zoning Ordinance Section 9655.8.B.1.(c) to install three monument/directory signs for the Shops at Oak Creek retail center. A public hearing was duly held on September 3, 2009, at 6:30 p.m. in the City Council Chambers, City Hall, 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date, place and purpose of the aforesaid hearing was duly given.

Section II. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid public hearing.

Section III. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance, that:

A. Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Ordinance deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification. The project site has 953 feet of street frontage, and is physically separated by Medea Creek. A monument sign serving each drive will allow for uniformity in identification of the entire retail center, and each business within the center.

B. The granting of the Variance, as conditioned, will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is situated. The retail center includes five separate parcels, but is restricted to one project monument sign or directory sign. Whereas, each building within the center would be allowed their own monument sign if they were not part of the retail center. The allowance of three monument signs will provide for needed identification of the retail center and the businesses.

C. The strict interpretation and enforcement of the provisions of the Zoning Ordinance would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance. One of the purposes of the City Sign Ordinance is to support and promote viable businesses by allowing signage that provides adequate identification while also promoting and enhancing the quality of the visual environment of the city. The design of the monument and directory signs matches the quality architectural style of the buildings they serve. The three monument/directory signs will allow for the

identification of each building within the center, three of which are separated by parking lot area from the street frontage.

D. The granting of the Variance, as conditioned, will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements of the aesthetic value in the vicinity. The placement of the signs will allow from proper visibility of vehicles and pedestrians. The construction of the signs will meet City Building Code requirements and the proposed illumination, as conditioned, will provide for adequate visibility without negatively impacting views from the 101 Freeway or surrounding parcels.

E. The granting of the Variance, as conditioned, will be consistent with the character of the surrounding area. The sign material and colors will match the buildings they serve and will not detract from the surrounding neighborhood.

Section IV. The proposed project includes a request for accessory sign structures within an approved retail center. The project, therefore, is exempt from the California Environmental Quality Act, per Section 15311.

Section V. Based on the aforementioned findings, the Planning Commission hereby approves Variance Case No. 09-VAR-001, subject to attached Conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 3rd day of September, 2009, by the following vote to wit:

AYES:
NOES:
ABSTAIN:
ABSENT:

John O'Meara, Chairperson

ATTEST:

Mike Kamino, Secretary

**DRAFT CONDITIONS OF APPROVAL
(CASE NO. 09-VAR-001)**

STANDARD CONDITIONS

1. This decision for approval of the Variance 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 Program of the retail center approved by the Planning Commission on September 3, 2009.
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, Variance No. 09-VAR-001 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.

END



THE SHOPS AT OAKCREEK

Design Guidelines
and Standards for a
Planned Sign Program

Site Identification
and Building Tenant
Identification Wall
Signs

Submitted to:
City of Agoura Hills

August 3, 2009

Prepared for:



SKA
DESIGN

Planned Signage Program for Retail Project and Tenant Identification

This submittal is intended to provide an illustrated preview of the proposed signage installations for project and retail tenant identification at The Shops at Oak Creek. Designs for project identification and site regulatory, wayfinding and parking identification signage has been developed to complement the architectural style of the project in terms of material, color and finishes. Monuments are proposed at project entrances to display the project identity and the names of some of the tenants who will occupy space on the property. Such tenants may not be visible to vehicular traffic passing on Canwood Street, due to the maturation over time, of landscape elements of the project.

The monuments will be constructed of custom fabricated aluminum cabinets with flat-cut graphics, painted to contrast with the cabinet background color, selected to be complimentary the color of the ledger stone clad support structure. The project identity and the names of the tenants will be stand-off pin-mounted with mechanical fasteners, attached to a removable graphics panel, fastened to each face of the sign cabinet. A smaller monument sign of similar construction or a post and panel sign will be provided for on site vehicular way finding directions as may be determined to be beneficial by the developer.

The project identity will be of a color that is complementary the earthen-toned color scheme of the monument sign. Tenants with identities displayed on the monuments will be permitted to use the color of their identity brand name. The monument signs will be externally illuminated with industry standard sign lighting fixtures placed at the monument bases to wash the sign face with light. Such lighting fixtures may be direct burial, in the ground or installed above grade and concealed from public view with low growth landscaping.

Post and Panel signs will be used throughout the site for the purposes of providing code required regulatory information and parking space identification, accessible paths of travel for on-site destination way-finding requirements. Such signs will be provided with tooled and stained finished wooden posts with mechanically fastened reflectorized graphics panels.

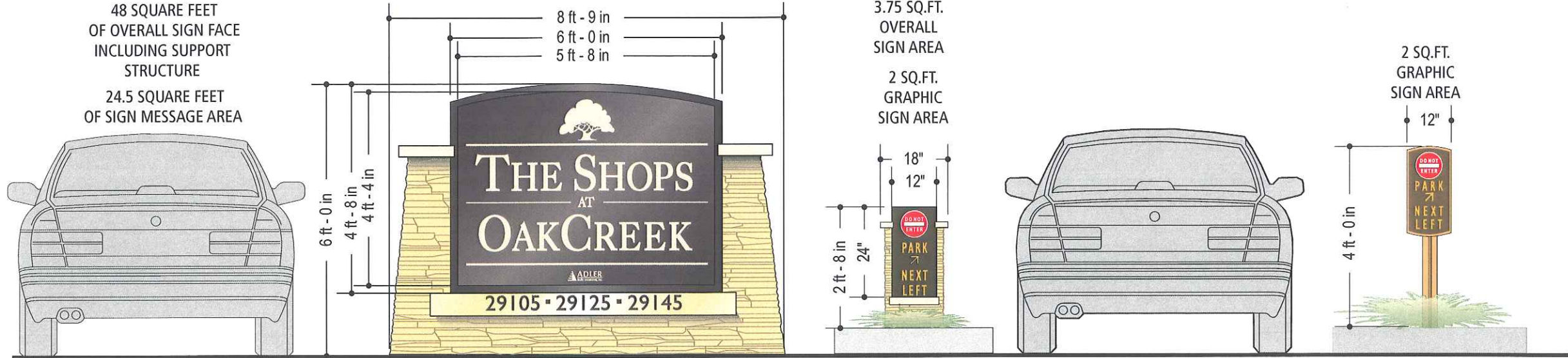
Tenant storefront identification wall signs shall be executed with the primary frontage for tenant identification being located on the Canwood Street elevations of all buildings located on both the eastern and western parcels of the project site. Tenants occupying buildings on western parcels will be permitted to have a secondary storefront identification sign, on one elevation fronting the surface parking of the site. Tenants occupying space on eastern parcels will be permitted to have a secondary sign, visible only from surface parking, as may be appropriate for each tenant's building elevation.

Such tenant identification wall signage may be illuminated externally with architectural grade lighting fixtures of the tenant's choosing. Such fixtures must be approved by the owner prior to installation. Tenant signage may also be alternately illuminated with LED arrayed lighting contained within individual letters and symbols to produce a halo lighting affect. Tenants may also choose to illuminate wall signs with combinations of halo and external illumination. Transmitted light thru the face illumination and exposed neon illumination is not permitted for any tenant wall signage.

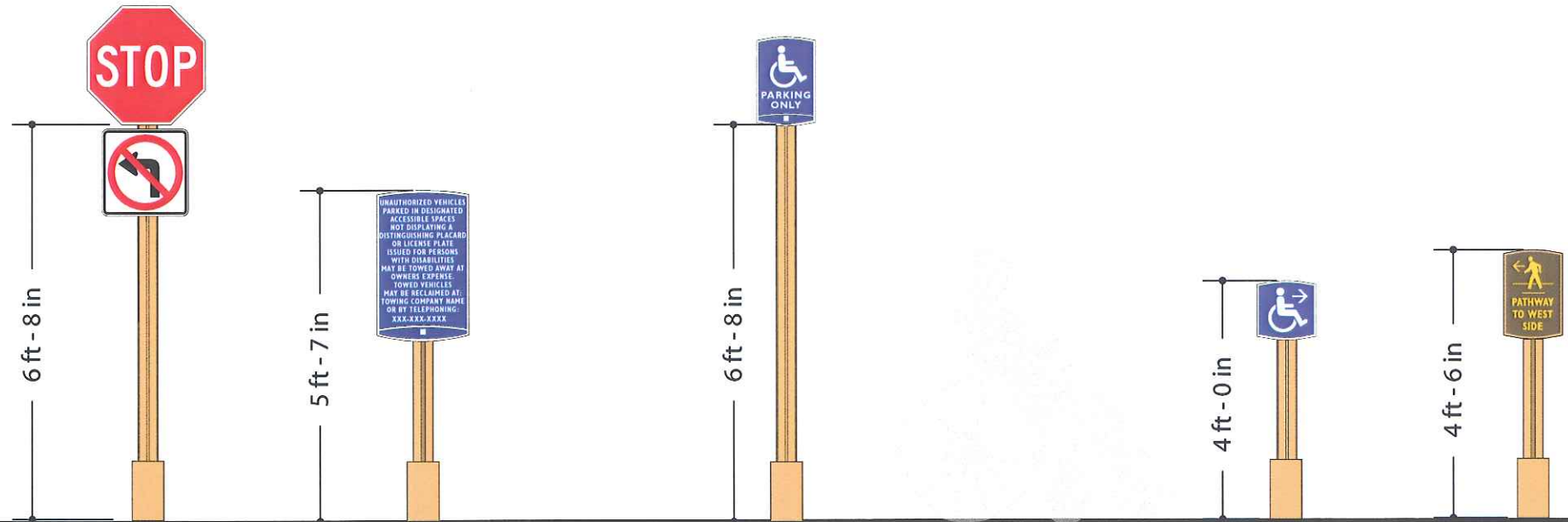
Included in this document, are drawings providing illustrations of recommended methods of execution and lighting for site identification monument signs and tenant wall signs.

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THE SHOPS AT OAKCREEK



Typical Contextual View : Site Entrance Monument Sign Type 1 and On-site Directional Sign Alternate Designs 2A and 2B



Typical Contextual View: Site Regulatory Traffic Control Parking An Access Directional Signage

Scale: 3/8"=1'-0"

Proposed Project Site Signage Design

Site/Tenant/Address Identity Monument Signage

A small monument sign, is proposed, to provide project and tenant identity for visitors to the site. Such signage shall be located at site entrances displaying only the name of the project, or the project name and up to three tenant identities. In addition, the signs will display the addresses of the buildings accessed from the site entrances.

Such signs shall not exceed a message area of 32 square feet. The overall sign area including support structure of the sign shall not exceed 48 square feet and the height of the sign shall not exceed 6 feet in height. Material and finishes for the sign shall be influenced by the architectural palette. Graphics shall be individual letters and symbols and the sign shall be externally illuminated with in-ground or above grade sign lighters, concealed from the public's view.

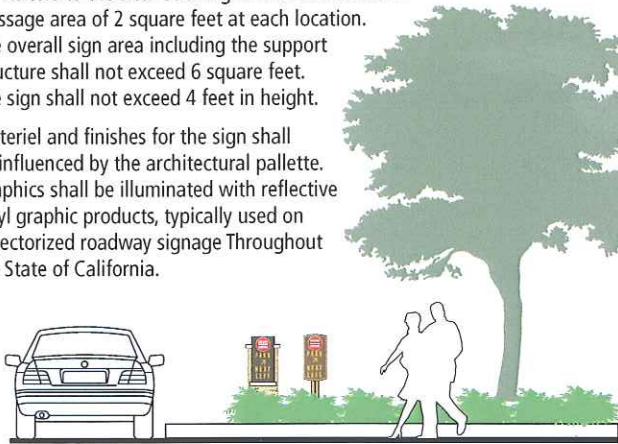


OAK CREEK PROJECT IDENTIFICATION MONUMENT SIGN (ONE SIGN AT EACH SITE ENTRANCE)

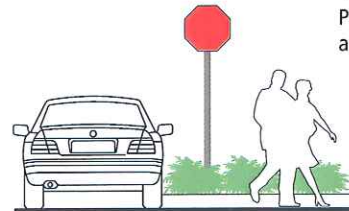
On-Site Directional Information Signage

Small monument or post and panel signs are proposed to provide directional information for visitors to the site. Such signs shall not exceed a message area of 2 square feet at each location. The overall sign area including the support structure shall not exceed 6 square feet. The sign shall not exceed 4 feet in height.

Material and finishes for the sign shall be influenced by the architectural palette. Graphics shall be illuminated with reflective vinyl graphic products, typically used on reflectorized roadway signage throughout the State of California.



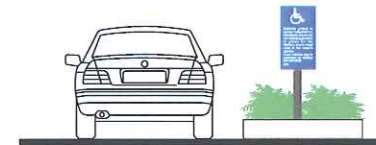
ON - SITE TENANT DIRECTIONAL INFORMATION SIGN (OPTIONAL BY OWNER)



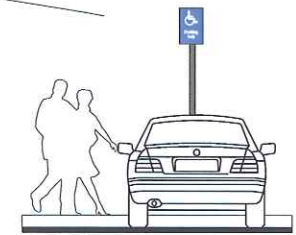
TRAFFIC REGULATORY SIGN-STOP



ON - SITE TRAFFIC REGULATORY SIGN-PEDS



CODE REQUIRED ACCESS PARKING REGULATIONS



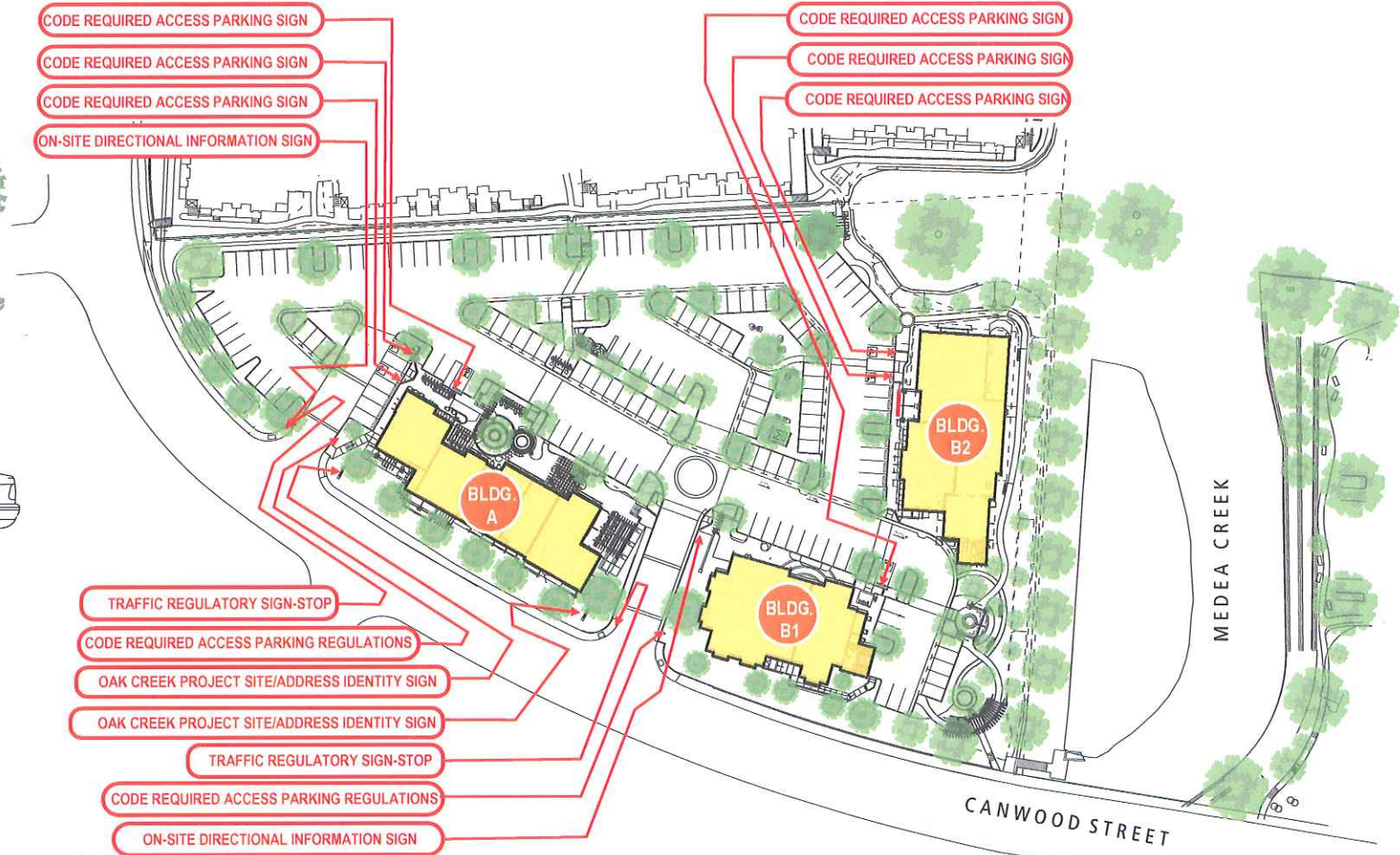
ACCESS PARKING IDENTIFICATION

- CODE REQUIRED ACCESS PARKING SIGN
- CODE REQUIRED ACCESS PARKING SIGN
- CODE REQUIRED ACCESS PARKING SIGN
- ON-SITE DIRECTIONAL INFORMATION SIGN

- TRAFFIC REGULATORY SIGN-STOP
- CODE REQUIRED ACCESS PARKING REGULATIONS
- OAK CREEK PROJECT SITE/ADDRESS IDENTITY SIGN
- OAK CREEK PROJECT SITE/ADDRESS IDENTITY SIGN
- TRAFFIC REGULATORY SIGN-STOP
- CODE REQUIRED ACCESS PARKING REGULATIONS
- ON-SITE DIRECTIONAL INFORMATION SIGN

On-site Directional Information Signage

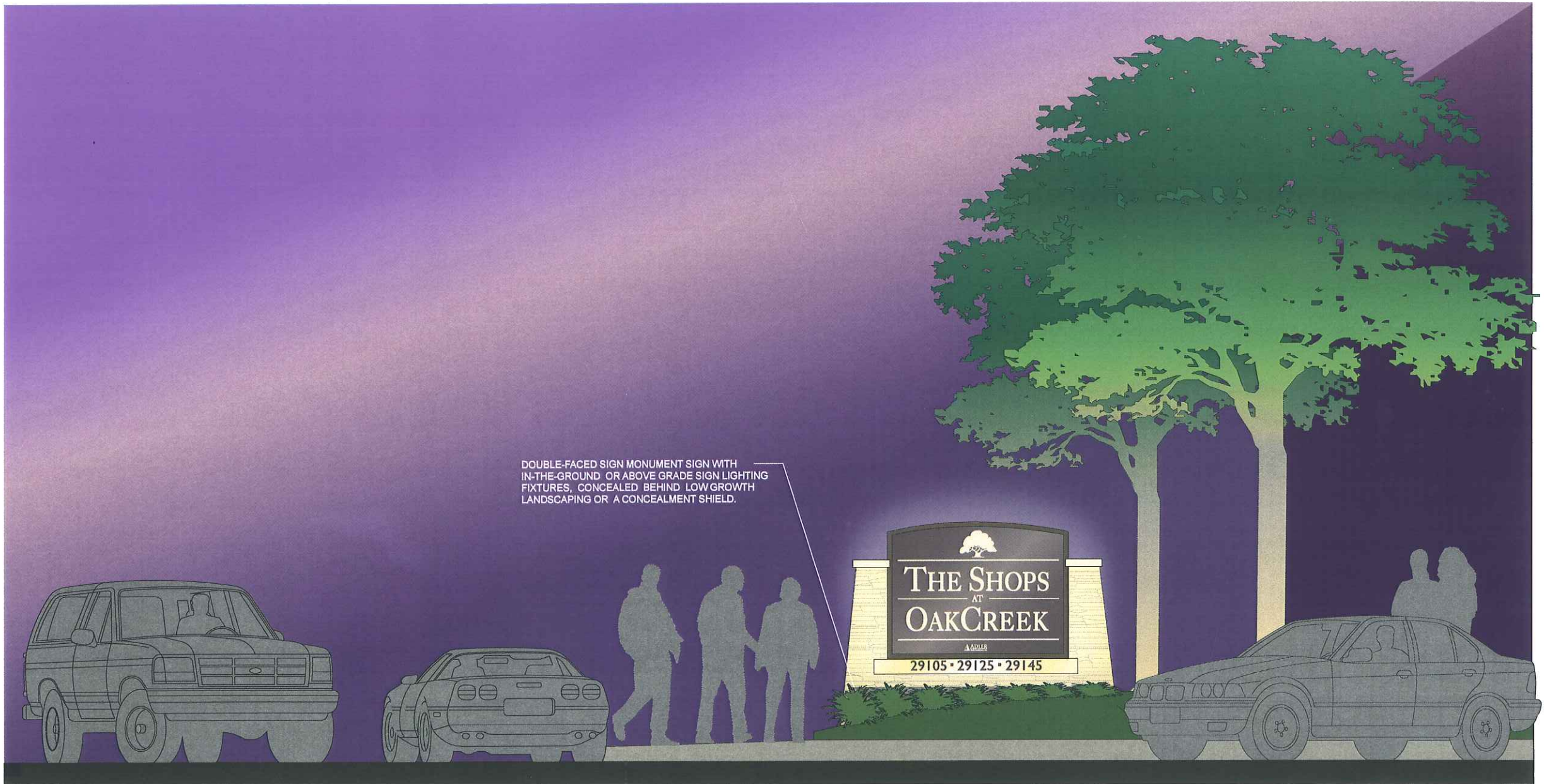
Proposed to provide on-site traffic and parking regulatory signage and information for visitors are post and panel signs with custom designed graphics executed with reflective vinyl materials.



Proposed Project Site Sign Locations, Western Parcels



Project Identity Monument Sign, Western Parcels, Daylight View



Project Identity Monument Sign, Western Parcels, Night View



Project Identity Monument Sign, Western Parcels, Daylight View



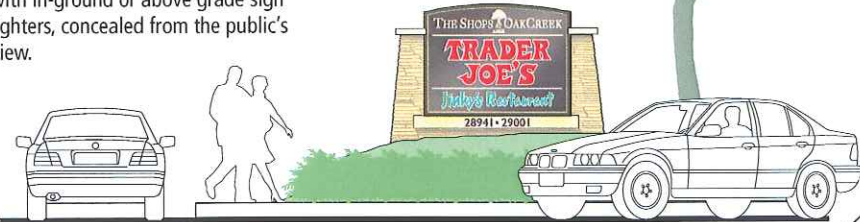
DOUBLE-FACED SIGN MONUMENT SIGN WITH IN-THE-GROUND OR ABOVE GRADE SIGN LIGHTING FIXTURES, CONCEALED BEHIND LOW GROWTH LANDSCAPING OR A CONCEALMENT SHIELD.

Project Identity Monument Sign, Western Parcels, Night View

Site/Tenant/Address Identity Monument Signage

A small monument sign, is proposed, to provide project and tenant identity for visitors to the site. Such signage shall be located at site entrances displaying only the name of the project, or the project name and up to three tenant identities. In addition, the signs will display the addresses of the buildings accessed from the site entrances.

Such signs shall not exceed a message area of 32 square feet. The overall sign area including support structure of the sign shall not exceed 48 square feet and the height of the sign shall not exceed 6 feet in height. Material and finishes for the sign shall be influenced by the architectural palette. Graphics shall be individual letters and symbols and the sign shall be externally illuminated with in-ground or above grade sign lighters, concealed from the public's view.



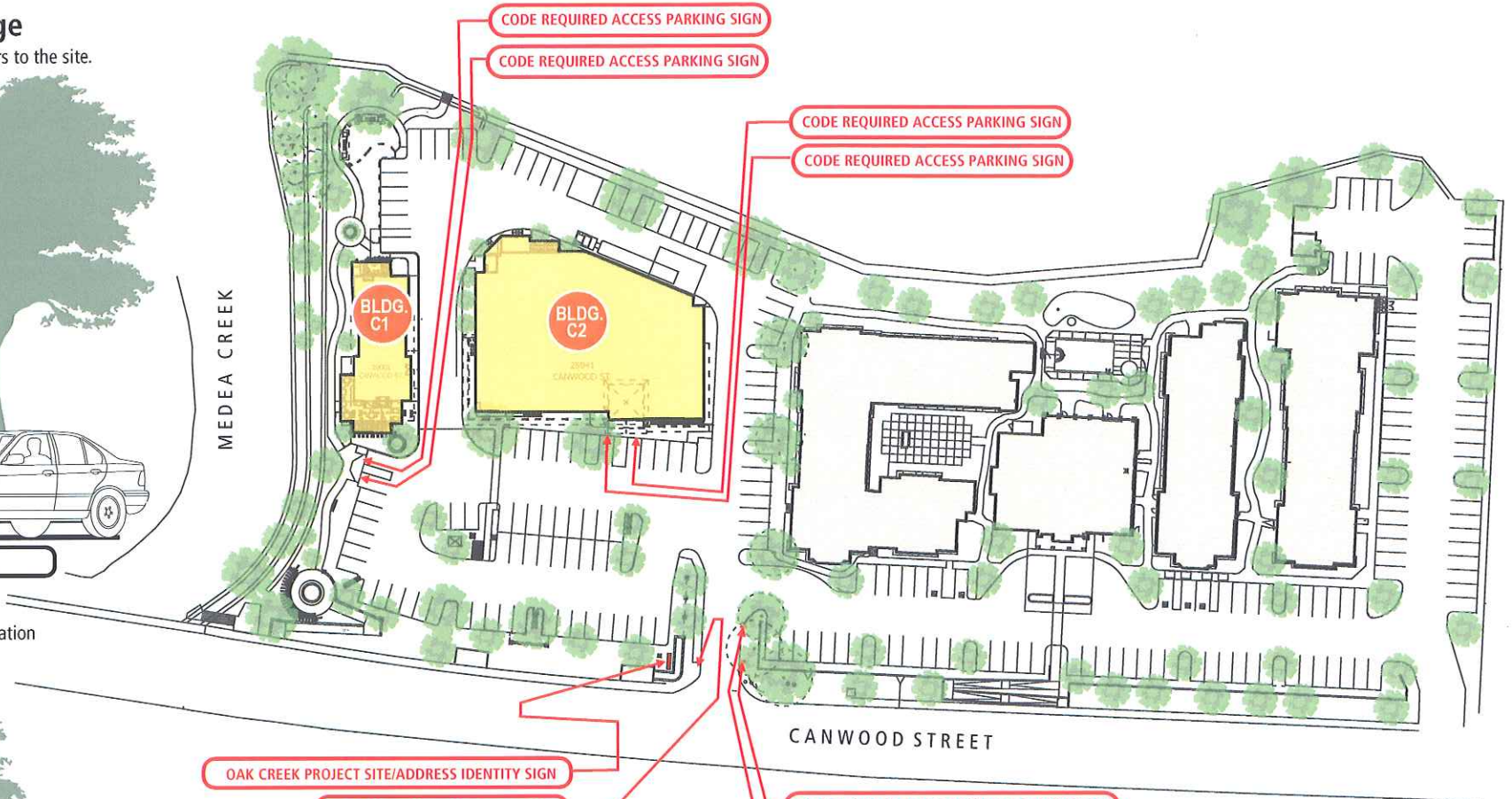
OAK CREEK PROJECT IDENTIFICATION MONUMENT SIGN (ONE SIGN AT EACH SITE ENTRANCE)

On-Site Directional Information Signage

Small monument or post and panel signs are proposed to provide directional information for visitors to the site. Such signs shall not exceed a message area of 2 square feet at each location. The overall sign area including the support structure shall not exceed 6 square feet. The sign shall not exceed 4 feet in height. Material and finishes for the sign shall be influenced by the architectural palette. Graphics shall be illuminated with reflective vinyl graphic products, typically used on reflectorized roadway signage Throughout the State of California.



ON - SITE TENANT DIRECTIONAL INFORMATION SIGN (OPTIONAL BY OWNER)



OAK CREEK PROJECT SITE/ADDRESS IDENTITY SIGN

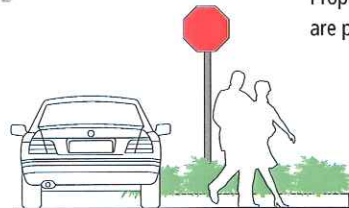
TRAFFIC REGULATORY SIGN-STOP

CODE REQUIRED ACCESS PARKING REGULATIONS

ON-SITE DIRECTIONAL INFORMATION SIGN

On-site Directional Information Signage

Proposed to provide on-site traffic and parking regulatory signage and information for visitors are post and panel signs with custom designed graphics executed with reflective vinyl materials.



TRAFFIC REGULATORY SIGN-STOP



ON - SITE TRAFFIC REGULATORY SIGN-PEDS



CODE REQUIRED ACCESS PARKING REGULATIONS

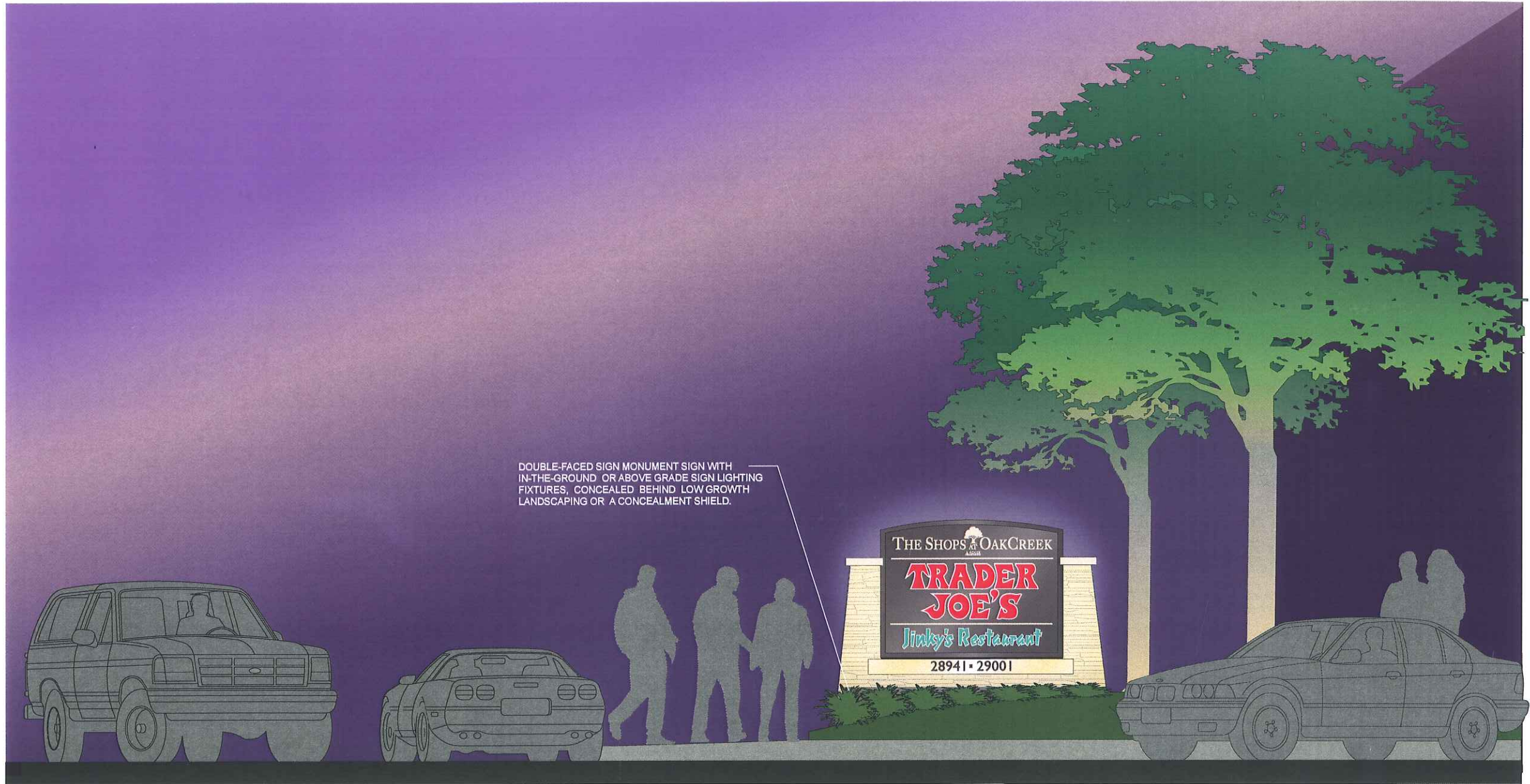


ACCESS PARKING IDENTIFICATION

Proposed Project Site Sign Locations, Eastern Parcels



Project Identity Monument Sign, Eastern Parcels, Daylight View



Project Identity Monument Sign, Eastern Parcels, Hight View

Primary Tenant Identity- Building Wall Signs

Tenant identity wall signage shall be allowed under provisions of the design criteria established herein, and are subject to review and approval by the Landlord, the Planning Department of the City of Agoura Hills and the City of Agoura Hills Design Commission.

Primary tenant identity wall signs shall be permitted on building elevations with frontage along Canwood Street. Typically, tenant identity signage shall be limited to the brand name identity associated with the business occupying the demised tenant space, upon which such identity signage has been installed.

The maximum sign area of primary tenant identity wall signs shall be limited to an area equivalent to one (1) square foot of sign area, for each linear foot of building wall frontage of the demised tenant space upon which the sign is to be installed. However, in no case, shall the combined aggregate sign area of all tenant identity wall signs permitted for each tenant, exceed a maximum of 50 square feet of total sign area.

Tenant identity wall signs shall be fabricated, with industry standard materials and finishes of high and enduring quality. Creativity is encouraged in the design and execution of such signage, with elements including symbols and letters that exhibit depth and dimensionality.

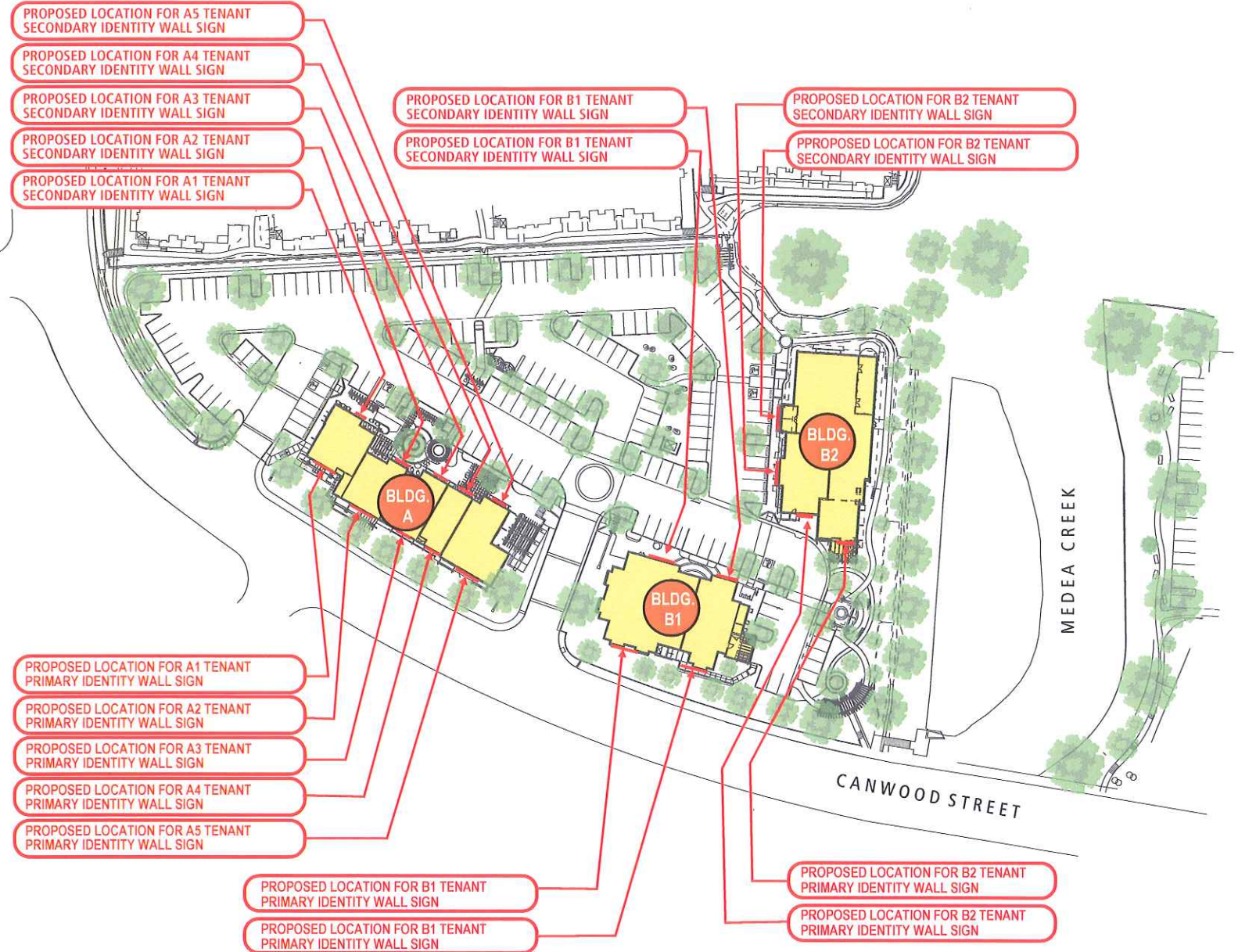
Tenant wall signs may be internally or externally illuminated or illuminated with a lighting combination thereof. Internal illumination of such signs shall be limited to a halo light affect wherein letters and graphic forms are illuminated with the light source contained within individual letter forms, concealed from public view and reflecting light off the wall surface upon which the sign is installed.

External illumination of tenant signs may be executed, either in combination with halo illumination or with external illumination alone. External lighting fixtures shall be of architectural quality, which have been approved for implementation by the owner and the architect for the project. Such lighting fixtures, may include wall mounted, goose-necked lamps, florescent tube sign lighters or ground fixtures lighting, installed above grade or in the ground used as wall washing light fixtures.

Secondary Tenant Identity-Building Wall Signs

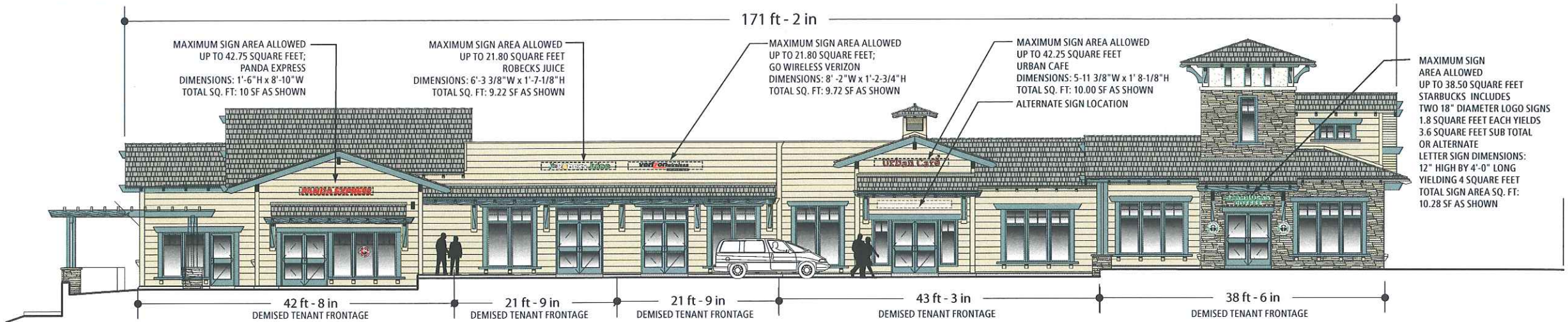
Secondary tenant identity wall signs shall be allowed on building elevations with frontage along site parking areas, located above public entrances to a demised tenant space. Such signage shall be limited to the brand name identity associated with the business occupying the demised space upon which the signage has been installed.

The maximum sign area for secondary tenant identity wall signs shall be limited to ten (10) square feet, unless otherwise approved by the planning department of the city of agoura hills and the city of agoura hills design commission. However, in no case, shall the combined aggregate sign area of all tenant identity wall signs, that are permitted for each tenant, exceed a maximum of 50 square feet of total sign area.

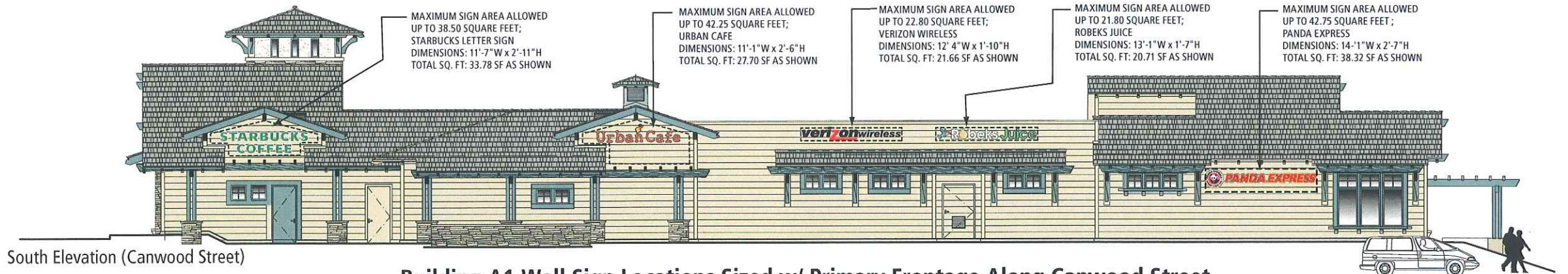
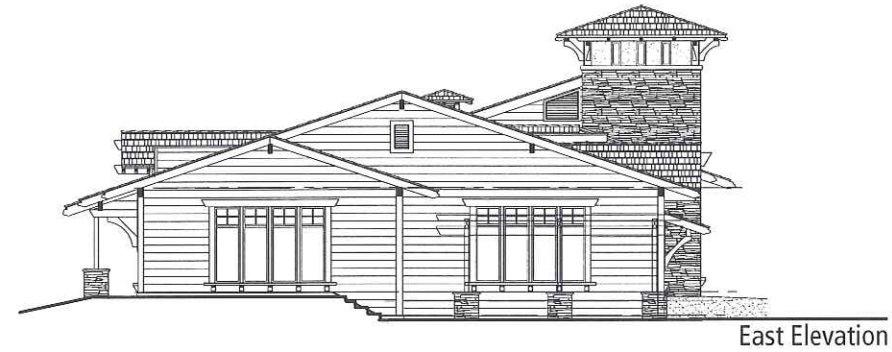
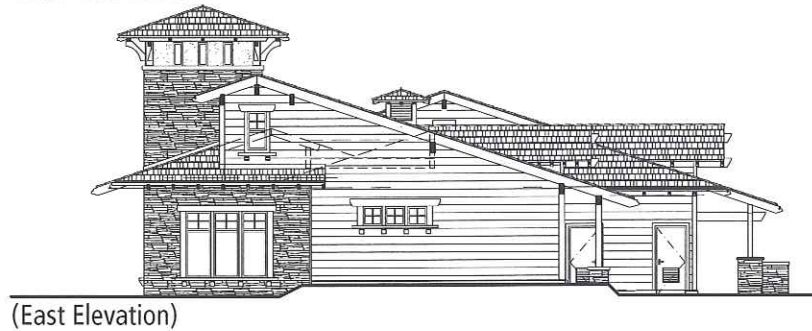


Proposed Tenant Identity Building Wall Sign Locations, Western Parcels

THE SHOPS AT OAKCREEK

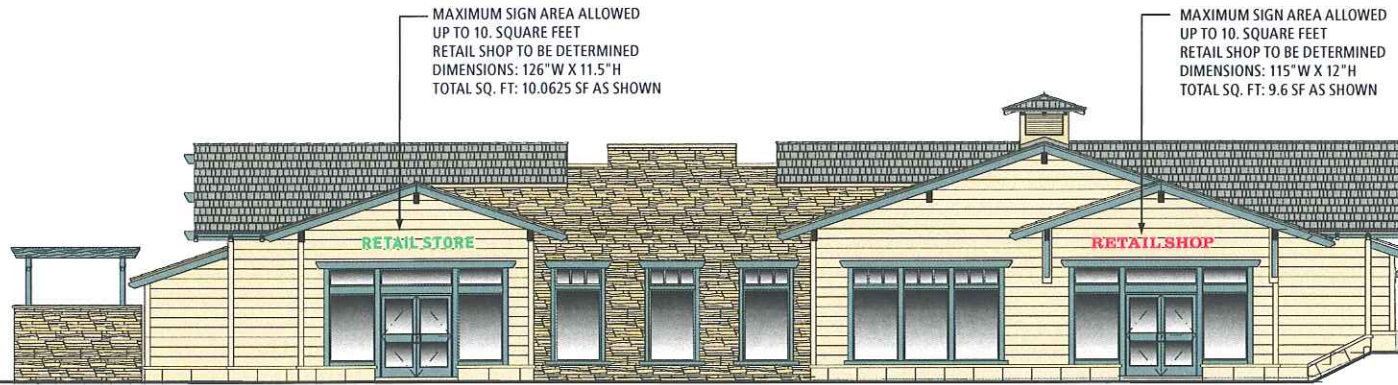


North Elevation (Parking Lot)



Building A1 Wall Sign Locations Sized w/ Primary Frontage Along Canwood Street

THE SHOPS AT OAKCREEK



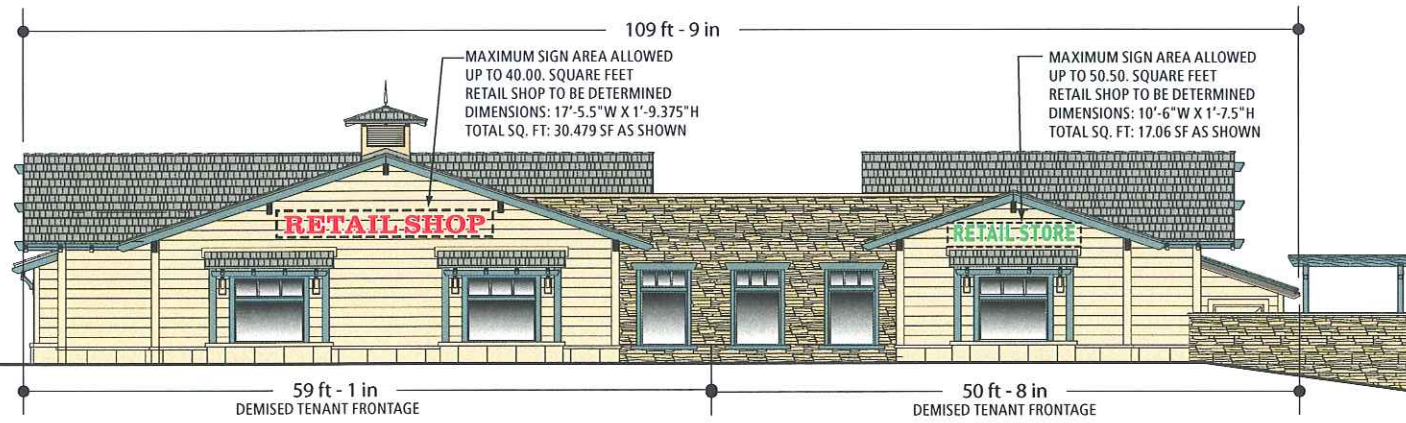
North Elevation Fronting Parking Lot



West Elevation



East Elevation

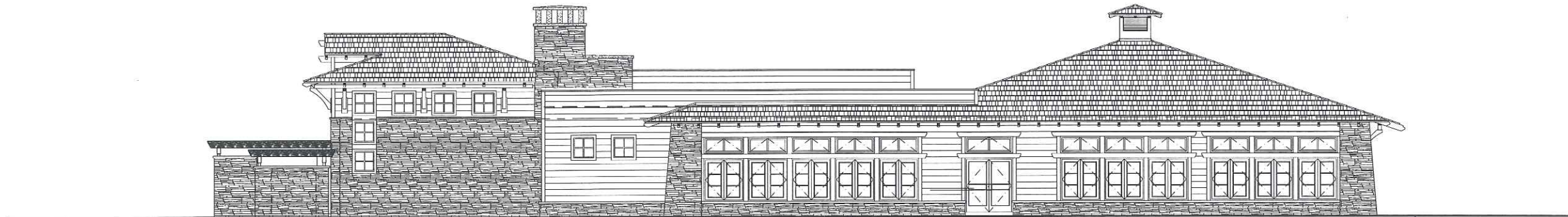


South Elevation Fronting Canwood Street

Scale 1/16"=1'-0"

Building B1 Wall Sign Locations Sized w/ Primary Frontage Along Canwood Street

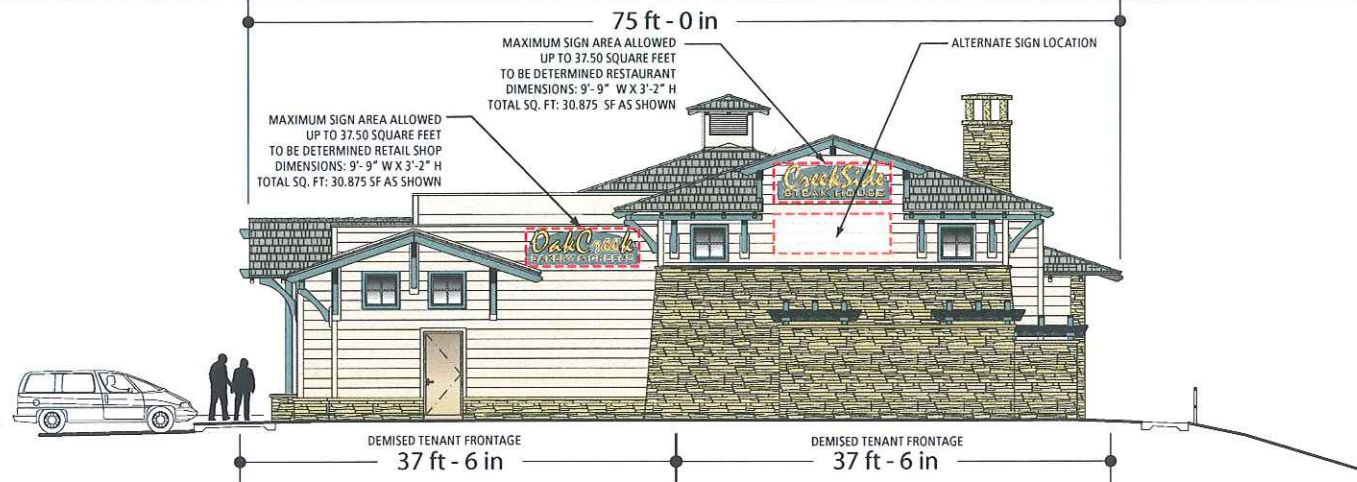
THE SHOPS AT OAKCREEK



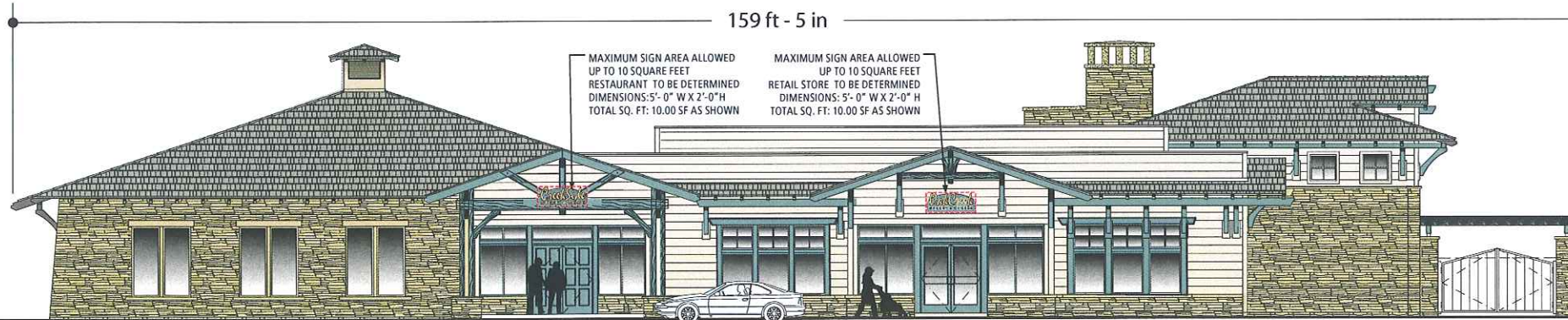
East Elevation Creek Side Frontage



North Elevation



South Elevation Fronting Canwood Street



West Elevation Parking Lot Frontage

Building B2 Wall Sign Locations Sized w/ Primary Frontage Along Canwood Street

Scale 1/16" = 1'-0"

Primary Tenant Identity- Building Wall Signs

Tenant identity wall signage shall be allowed under provisions of the design criteria established herein, and are subject to review and approval by the Landlord, the Planning Department of the City of Agoura Hills and the City of Agoura Hills Design Commission.

Primary tenant identity wall signs shall be permitted on building elevations with frontage along Canwood Street. Typically, tenant identity signage shall be limited to the brand name identity associated with the business occupying the demised tenant space, upon which such identity signage has been installed.

The maximum sign area of primary tenant identity wall signs shall be limited to an area equivalent to one (1) square foot of sign area, for each linear foot of building wall frontage of the demised tenant space upon which the sign is to be installed. However, in no case, shall the combined aggregate sign area of all tenant identity wall signs permitted for each tenant, exceed a maximum of 50 square feet of total sign area.

Tenant identity wall signs shall be fabricated, with industry standard materials and finishes of high and enduring quality. Creativity is encouraged in the design and execution of such signage, with elements including symbols and letters that exhibit depth and dimensionality.

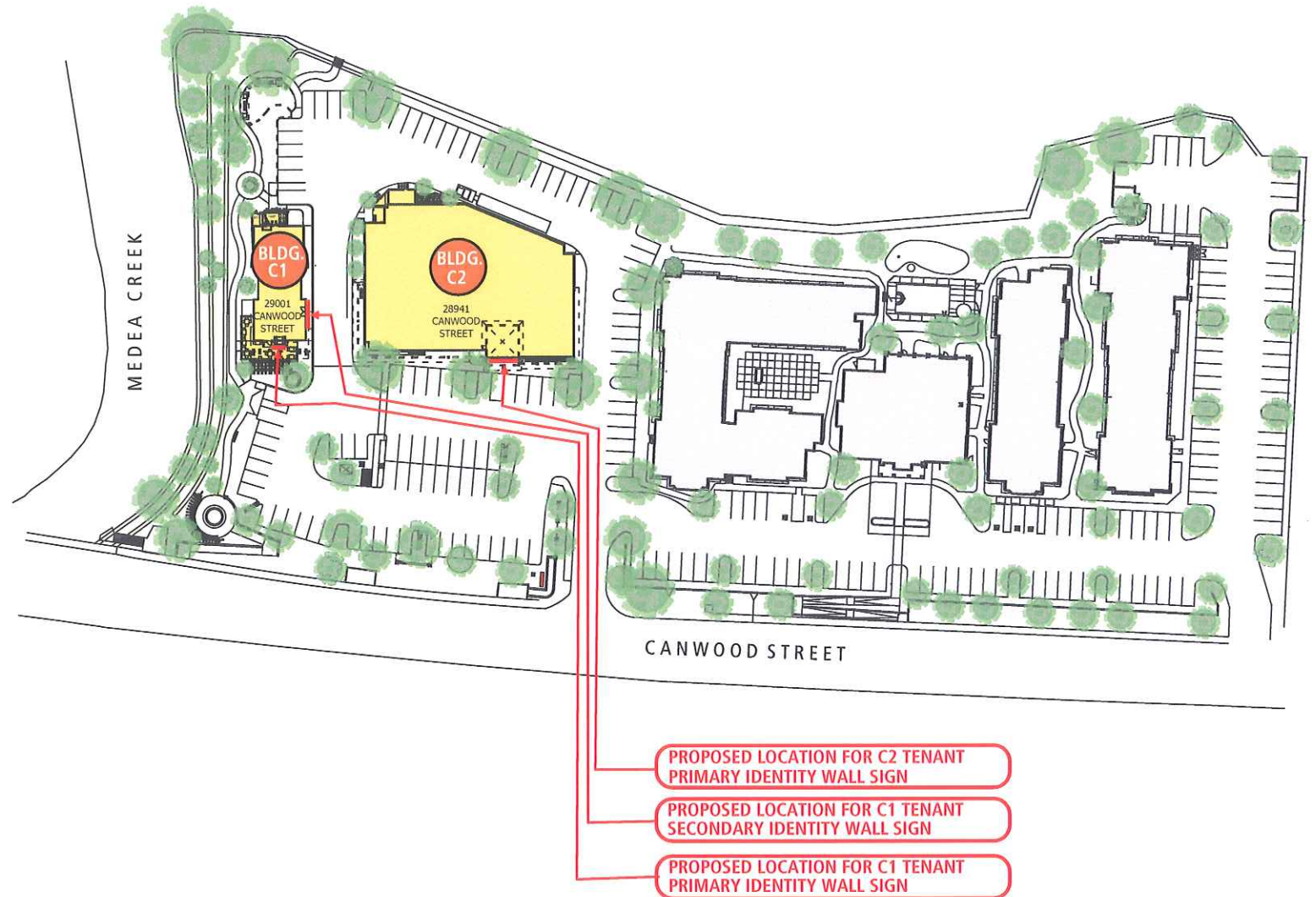
Tenant wall signs may be internally or externally illuminated or illuminated with a lighting combination thereof. Internal illumination of such signs shall be limited to a halo light affect wherein letters and graphic forms are illuminated with the light source contained within individual letter forms, concealed from public view and reflecting light off the wall surface upon which the sign is installed.

External illumination of tenant signs may be executed, either in combination with halo illumination or with external illumination alone. External lighting fixtures shall be of architectural quality, which have been approved for implementation by the owner and the architect for the project. Such lighting fixtures, may include wall mounted, goose-necked lamps, florescent tube sign lighters or ground fixtures lighting, installed above grade or in the ground used as wall washing light fixtures.

Secondary Tenant Identity-Building Wall Signs

Secondary tenant identity wall signs shall be allowed on building elevations with frontage along site parking areas, located above public entrances to a demised tenant space. Such signage shall be limited to the brand name identity associated with the business occupying the demised space upon which the sign has been installed.

The maximum sign area for secondary tenant identity wall signs shall be limited to ten (10) square feet, unless otherwise approved by the planning department of the city of agoura hills and the city of agoura hills design commission. However, in no case, shall the combined aggregate sign area of all tenant identity wall signs, that are permitted for each tenant, exceed a maximum of 50 square feet of total sign area.



Proposed Tenant Identity Building Wall Sign Locations, Eastern Parcels

THE SHOPS AT OAKCREEK

99 ft - 0 in

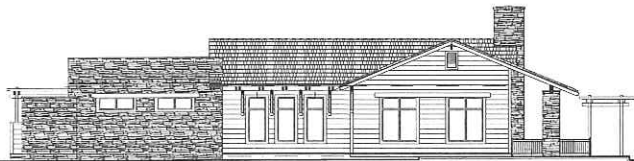
MAXIMUM SIGN AREA ALLOWED
UP TO 10.00 SQUARE FEET
RESTAURANT TO BE DETERMINED
DIMENSIONS: 108" W x 12"H
TOTAL SQ. FT: 9.00 SF AS SHOWN



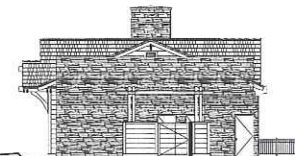
West Elevation Fronting Parking Lot 3/32" = 1'-0"

MAXIMUM SIGN AREA ALLOWED
UP TO 41.00 SQUARE FEET
RESTAURANT TO BE DETERMINED
DIMENSIONS: 56.50" DIA.
TOTAL SQ. FT: 17.40 SF AS SHOWN
NOTE: ACTUAL LOGO FOR JINKY'S NOT AVAILABLE

41 ft - 0 in



East Elevation Fronting Creekside @ 1/32" = 1'-0"



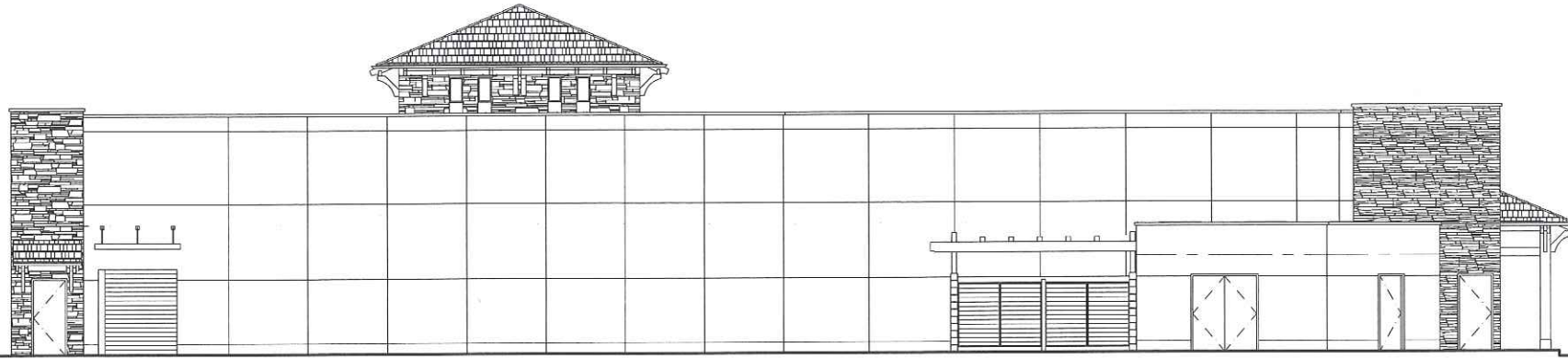
North Elevation Fronting Parking Lot @ 1/32" = 1'-0"



South Elevation Fronting Canwood Street @ 3/32" = 1'-0"

Building C1 Wall Sign Locations Sized w/ Primary Frontage Along Canwood Street

THE SHOPS AT OAKCREEK

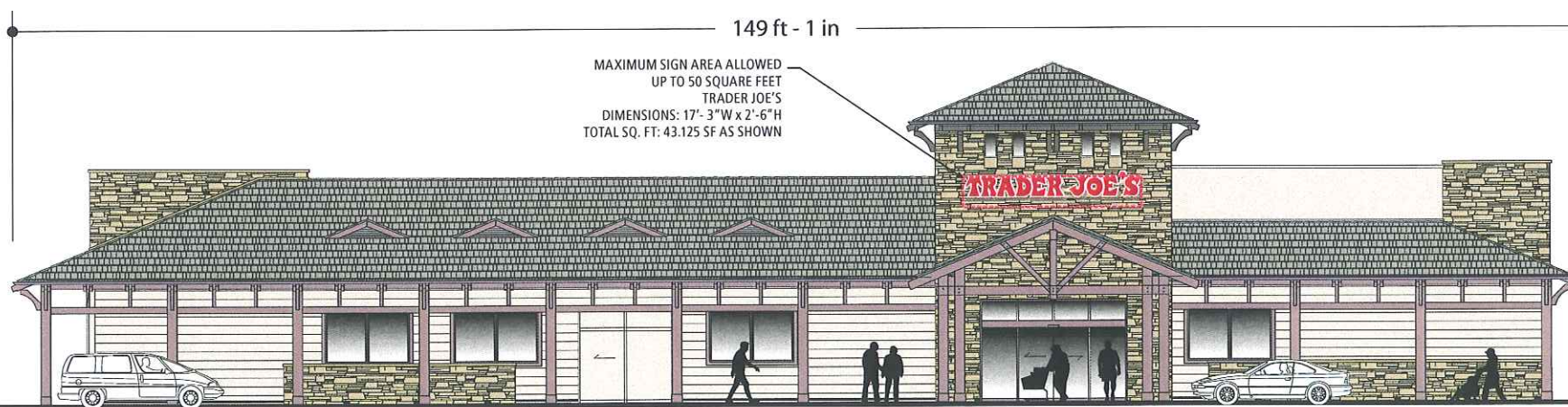


North Elevation



East Elevation @ Scale 1/32" = 1'-0"

West Elevation @ Scale 1/32" = 1'-0"



South Elevation Fronting Parking Lot And Canwood Street

1/16" = 1'-0"

Building C2 Wall Sign Locations Sized w/ Primary Frontage Along Canwood Street

Tenant Signage Design and Execution

Many nationally recognized retail and restaurant franchises have established consistent branding identity (logo) programs for the recognition of their product or service in the market place. Such recognition is a key factor to their business success, as it is seen in signage and other collateral items. Branding distinguishes businesses from each other through distinctive and memorable marks when translated into signs.

It is understood that development of a logo is not always a given with many prospective tenants. In circumstances where a logo has not been developed, such tenants may request that a sign company provide signage for the their storefront. If a logo has not been developed, the sign company may offer to provide signage to display the store name with a generic typestyle, identifying the storefront only in name or the service offered, without a unique sense of distinction or character.

Tenants who have not developed a logo for their businesses are encouraged to seek the services of a graphic designer or a sign fabricator who can offer the expertise to develop a unique image for the tenant's branding identity expressed in signage. Such effort will contribute to complementing the special and unique environment envisioned for The Shops at Oak Creek.

Creative design and execution for storefront signage is encouraged. Tenant sign proposals expressing distinctive dimensionality for letter forms and sign shapes along with creative usage of external frontal or internal LED halo lighting affects, will be looked upon favorably by the developer and The City of Agoura Hills, during the process of approval. Flat panel sign faces are discouraged. Thru-the-Face, internal illumination of any sign element is prohibited. Stand-off installation of all sign components with separation between building walls and the backs of sign components is required, from a minimum of 1" for individual letters, to a maximum of 3 inches for outline background panels.

Tenant signage may be fabricated using a variety of state of the art methods practiced by the signage industry. The installation of all tenant signage elements, shall be engineered for safety and secure fastening to architectural elements as required by code. All electrical components shall be U.L. approved and installed and connected with compliance to uniform sign and electrical codes, as required. Acceptable methods of construction and fabrication are as follows:

Reverse Pan Channel Graphics
Encapsulated Foam Graphics
Gold-Leafed, Individual Graphic Forms
Painted Acrylic Graphic Forms

Flat-Laser Cut Aluminum Graphics
Sand Blasted or Laser-Etched Panels
Patina Finished, Individual Graphics
Paint Encapsulated Medex Panels

CREEKSIDE STEAK HOUSE
OakCreek Bakery & Cheese

Generic Typestyle With Primary Red and Neutral White Transitional Outline



Logo Design with TagLine on Background Panel



Logo Design with TagLine Footer Panel



Logo Design with TagLine on Background Panel



Logo Design with TagLine Individual Footer Copy Line



EXAMPLE Individual letters of a Registered Corporate Logo Design Using Symbolic Graphic Elements

Signage Color Palette and Color Standards and Guidelines

Signage color may be selected, as may be required, from industry standard acrylic, paint and vinyl color palettes, used by the signage industry to express established corporate identity branding standards. However, the expression of such color shall remain within limits established for signage color application, as specified in the Municipal Sign Code of the City of Agoura Hills.

The architectural color palette for The Shops at Oak Creek, is bourne from the tertiary color scale, using hue values of natural earthen tones. Trim color is also derived from the tertiary scale, using complementary color to harmonize with the ambient palette of the surrounding natural environment. Ideally, tenant signage color shall be complimentary to the color of the building wall upon which the tenant's signage is to be installed.

Where established corporate branding standards use primary and secondary color schemes, such color, may best be executed with the addition of a neutral color outline border background, to provide transitional contrast between primary colored sign elements and the color of building wall surface behind. Such transitional border color may be executed with neutral, whites, grays and black or with a lighter or darker hue value of the building wall color upon which the sign is to be installed.

Tenants sign proposals must include color renderings of proposed tenant signs showing all sign colors relative to the wall color upon which the sign is to be installed. Such renderings must include reasonably close renditions of the wall color, behind the illustrated sign. White background is not acceptable unless it defines the color intended for a transitional outline border background, which must be rendered as such.

Metallic Color

Metallic color may be used to express color in signage elements. Such color may be of Brass, Bronze, Copper, Gold and Silver. Patina and Rustic finishes are also acceptable for execution of tenant signage.

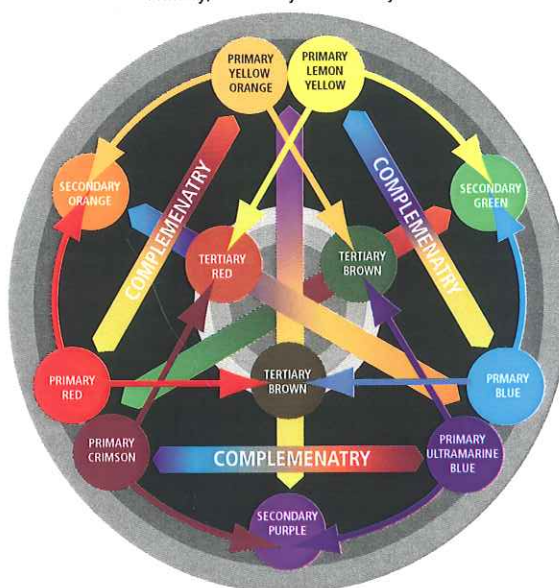
Signage Illumination Color

The primary method of signage illumination shall be executed with exterior lighting methods, with architectural lighting fixtures. However, the use of perimeter halo illumination of wall signage elements is considered an acceptable method of sign lighting at the The Shops at Oak Creek. Such signage illumination shall be complimentary to the color of the sign and the building wall material upon which the sign is to be installed. The intensity of such lighting shall be controlled to a level of intensity, deemed acceptable by the City of Agoura Hills.

Neutral Colors:
White And Black With
Grayscale Values

100% White	100% Black
5% Black	90% Black
10% Black	80% Black
20% Black	70% Black
30% Black	60% Black
40% Black	50% Black

Primary, Secondary and Tertiary Color



Optimal complementary color combinations are best achieved when a chosen color is combined with another color that resides directly opposite as shown on the color wheel diagram illustrated above. Such color combinations are more effective when implemented with a neutral background color.



Primary and Secondary Sign Colors With Transitional Neutral White Outline Border



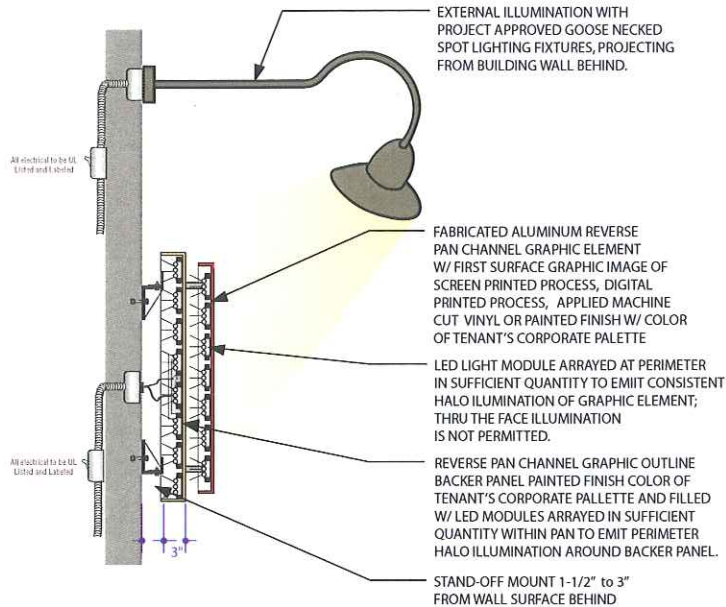
Primary and Secondary Sign Colors With Transitional Outline Border Executed With Hue of Primary Sign Color with Lighter Value



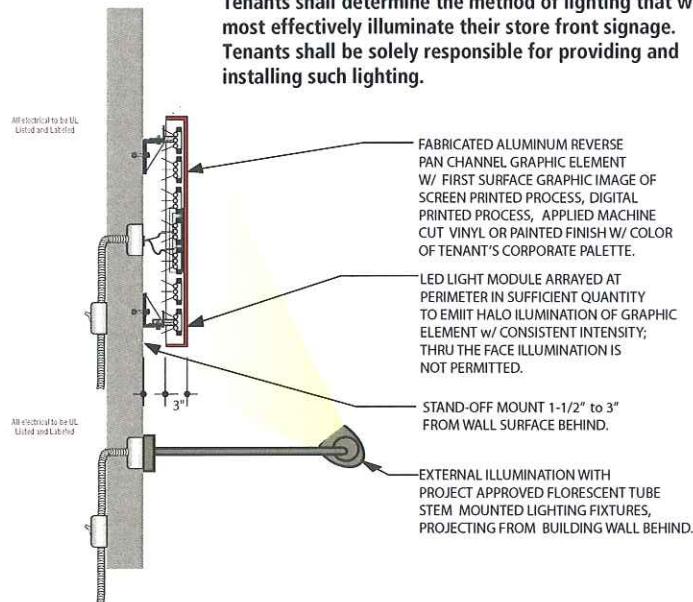
Primary and Secondary Sign Colors Without Transitional Outline Border Background



Shown on this sheet are popular examples of retail and food service branding identity signs, that present primary, secondary and neutral color schemes.



Note:
Tenants shall determine the method of lighting that will most effectively illuminate their store front signage. Tenants shall be solely responsible for providing and installing such lighting.



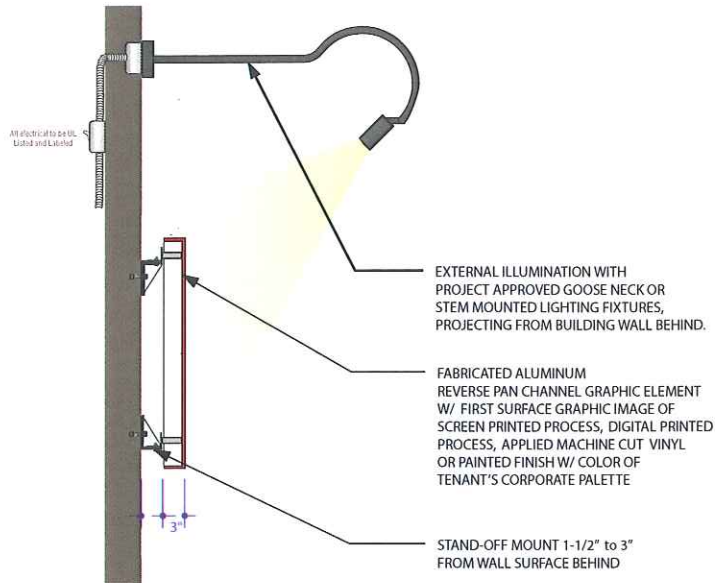
Alternate Method A: External and Halo Illumination Combination, Logo, Letterforms and Outline Backer Panel with Goose Neck Spot Lamps



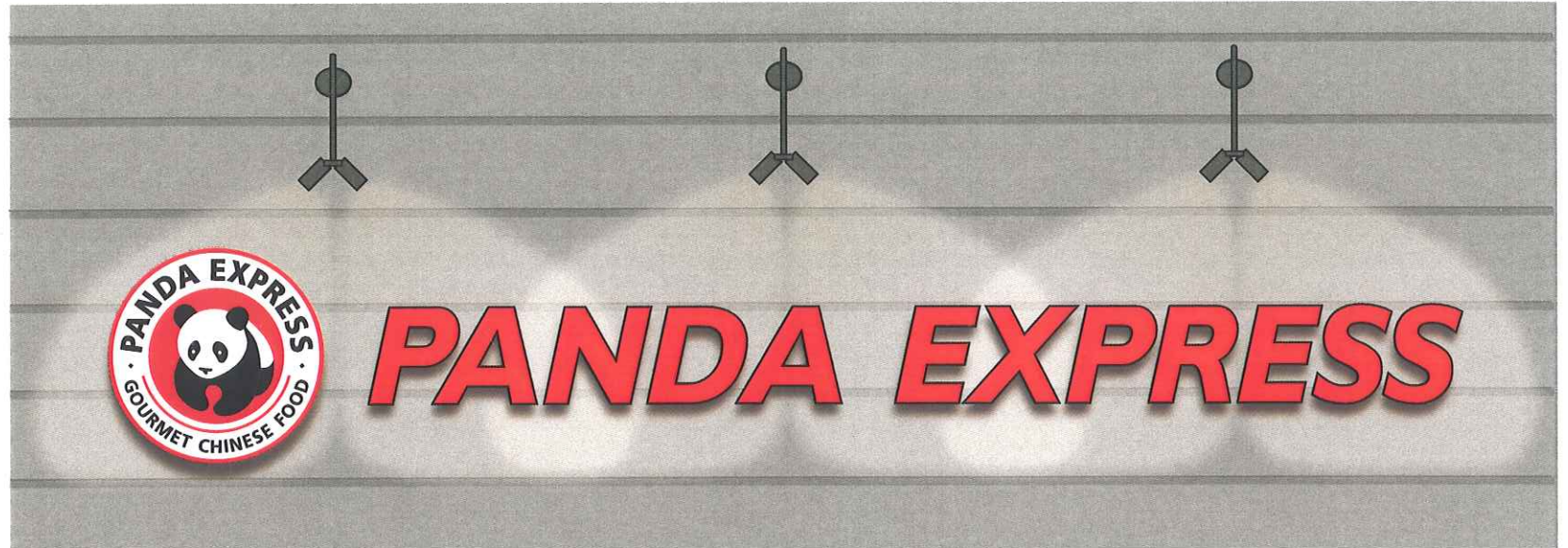
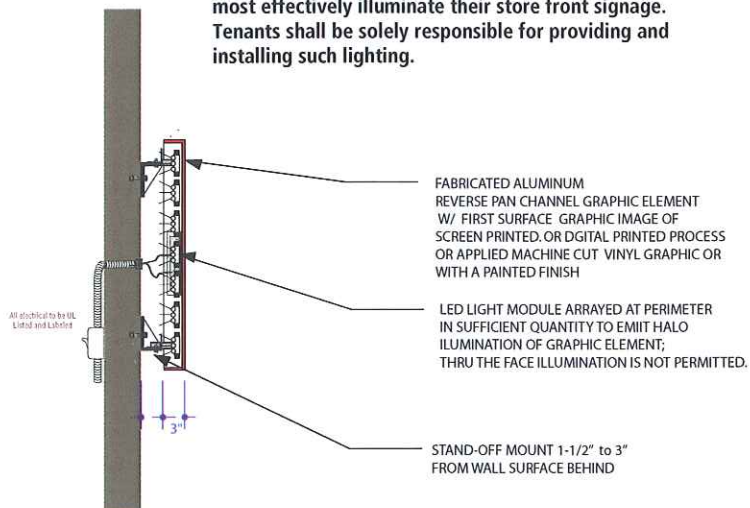
Alternate Method B: External and Halo Illumination Combination, Logo, Letterforms with LED and Horizontal Fluorescent Sign Lighter Fixtures

Note: Not to Scale, Sized to fit page for Legibility

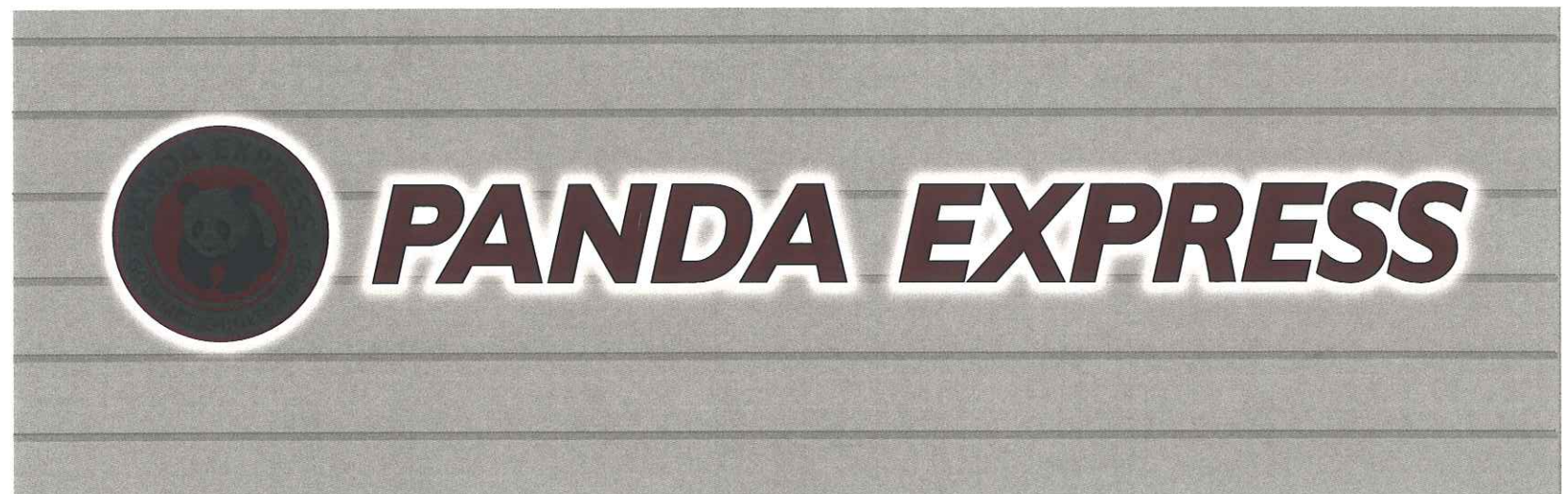
Tenant Identity Wall Sign, Alternate Fabrication and Illumination Methods A and B, Approved for Execution



Note:
 Tenants shall determine the method of lighting that will most effectively illuminate their store front signage.
 Tenants shall be solely responsible for providing and installing such lighting.

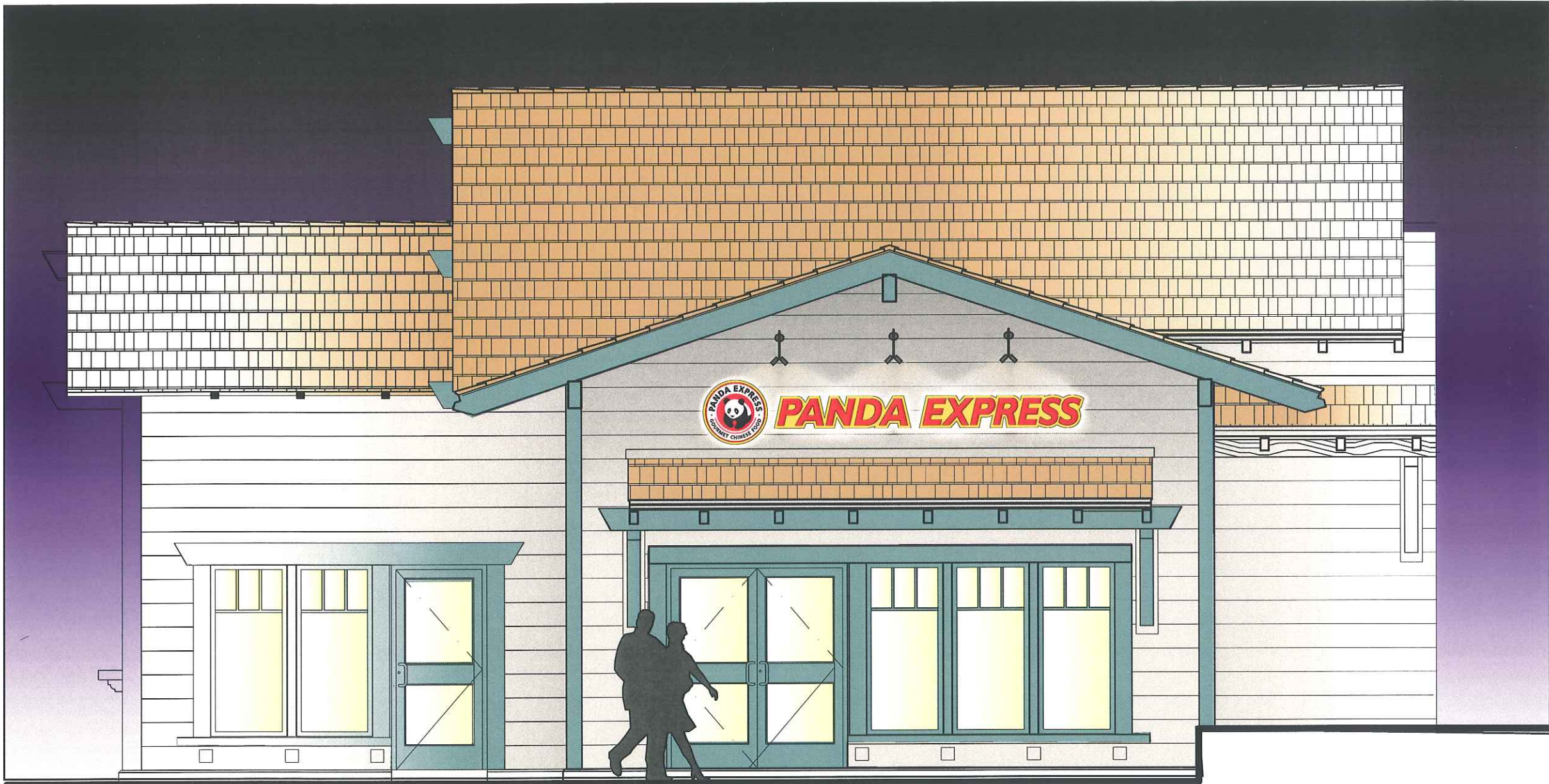


Alternate Method C: External Illumination ONLY, Logo and Letterforms with Low Voltage Stem Mounted MR16 fixtures



Alternate Method D: Halo Illumination ONLY, Logo and Letterforms with Internal LED Array

Tenant Identity Wall Sign, Alternate Methods C and D, Approved for Execution

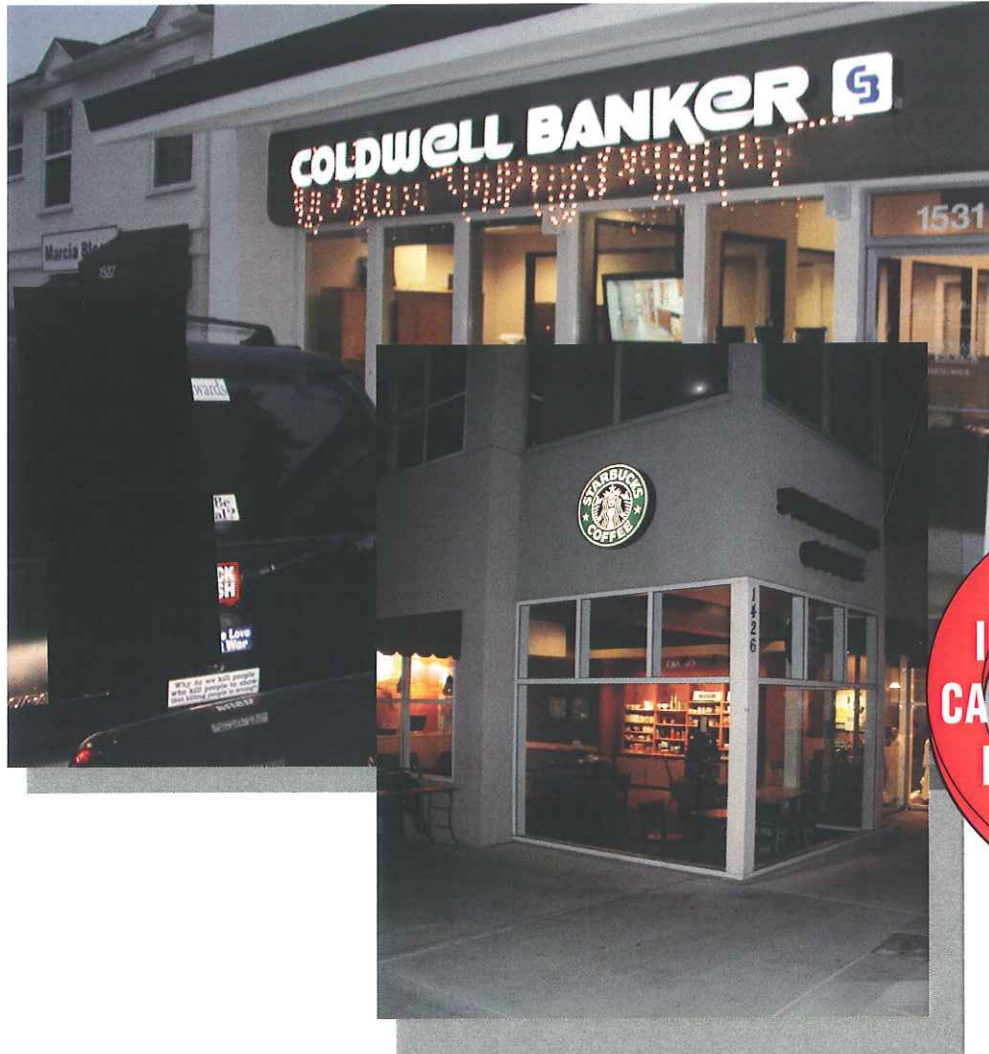


Tenant Identity Wall Sign, Illustrated Elevation

THE SHOPS AT OAKCREEK



Examples of Acceptable Signs and Sign Lighting



THRU THE FACE
ILLUMINATION OF SIGN
CABINETS AND INDIVIDUAL
LETTERS IS STRICTLY
PROHIBITED

Examples of Prohibited Sign Types and Sign Lighting