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**DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT**

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DATE: October 1, 2009

APPLICANT: Paul Berkovitz for Camp Bow Wow  
24400 Highlander Road  
West Hills, CA 91307

TO: Planning Commission

CASE NO.: 07-SP-035 Amendment

LOCATION: 29348 Roadside Drive

REQUEST: Request to amend an existing Sign Program.

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

RECOMMENDATION: If the Planning Commission wishes to  
approve the Sign Program Amendment Case  
No. 07-SP-035 Amendment, staff  
recommends the adoption of the attached  
Resolution, subject to conditions.

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

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

**I. PROJECT BACKGROUND AND DESCRIPTION**

The applicant, Paul Berkovitz, owner and future operator of a dog day care facility (Camp Bow Wow) is requesting approval of a Sign Program Amendment (Case No. 07-SP-035) for a commercial industrial building located at 29348 Roadside Drive. The parcel is located in a Business Park – Manufacturing zone with a Freeway Corridor Overlay.

The site is occupied by an 11,600 square-foot, single-story industrial/retail building constructed in September of 2007 and subsequently subdivided into three tenant spaces. Shortly after the building was completed, the property owner received the Planning Commission's approval of a Sign Permit to establish a sign program for the property as

required by the Sign Ordinance. The program included signage for three tenants, two of which had signage on the east elevation of the building facing the driveway and one on the north elevation facing the freeway. The sign program also included a monument sign in the front (north) yard of the property.

The approved signs included individually-mounted, reverse-lit letters. The approved color was "Mission Tile" and the font style "Sherwood". The monument was built parallel to the freeway, externally lit and with a useable area of 26 square feet, enough space on the face to show the business names. The letters were cut-out letters, pin-mounted to the face and painted in the same color on a "Nutty Beige" background.

Two of the tenants have left and Camp Bow Wow will be taking over their spaces. The main entry will be on the east side of the building. The applicant is requesting an amendment to the Sign Program for their east-facing business sign (Camp Bow Wow) to be internally illuminated with individually mounted channel letters with a logo to the left of the name. The proposed sign is 35 square feet and affixed to the east parapet wall. In order to provide a subdued illumination, the applicant proposes to use white LED internal illumination and build the letters with a white acrylic face with a translucent burgundy-colored vinyl overlay. The letters will have a black trim cap as well.

The requested amendment would modify only the signage on the east side of the building; two signs of previous tenants will be removed and replaced by the one proposed sign. The existing sign on the front of the building would remain. The new sign is proposed on a parapet wall, closest to the entrance of the applicant's suite. Similarities with the existing sign include the color of the letters and differences pertain to the type of lighting, the font style and fabrication of the letters. The property owner is agreeable to a sign program that provides two types of signs. The monument sign will not change location but will only show the applicant's business name with graphics, a logo and a descriptive using a maximum of 4 colors, burgundy, white, green and black. The sign copy is conditioned to fit between the columns on each side of the monument sign and below the arch where the address is shown and will occupy the full face of the structure.

## II. STAFF ANALYSIS

The applicant is requesting to amend the Sign Program to incorporate the trademark letter style of Camp Bow Wow, and to allow greater visibility of his business sign, particularly greater exposure from the freeway. The rear portion of the building is setback from Roadside Drive and is partially obscured from the north bound direction on the freeway by an existing billboard located on the adjacent easterly lot.

However, the Sign Ordinance makes allowances for business signs to have exposure to primary frontage roads (in this case being Roadside Drive), and private rights-of-way, including driveways and parking lots. The Sign Ordinance specifically excludes the freeway from being considered a right-of-way for sign purposes.

The building, which was originally approved for a single-tenant cabinet shop, was not designed for multiple tenant sign exposure to Roadside Drive or the freeway. The current owner subdivided the building for multi-tenant industrial/retail uses and the Sign Program approved by the Planning Commission accounted for signage over each tenant space. Camp Bow Wow's public entrance is oriented toward the private driveway, thus the sign would face in an easterly direction and is intended to serve motorists entering the site from Roadside Drive, regardless of the sign's visibility from the freeway. Camp Bow Wow will be the sole tenant name on the existing monument sign, which has exposure to Roadside Drive and the freeway.

The Planning Commission has expressed a desire for back-lit illumination of signs for commercial buildings, as is reflected in the building's current Sign Program. The applicant's proposal for internally illuminated channel letters, which would comply with the City Sign Guidelines and Standards, conflicts with design desired by the Planning Commission for properties located in the freeway corridor. Staff supports the applicant's use of a trademark letter style and subdued color tones, which differ from the existing sign program. If the Planning Commission desires to accommodate the applicant's request for internal illumination of the sign, staff recommends that the amendment apply to any future tenant sign on the east side of the building. Staff would recommend that any sign on the north side of the building, facing Roadside Drive, remain back-lit for consistency in the freeway corridor.

### **III. RECOMMENDATION**

If it is the Planning Commission's wish to approve Sign Program Amendment, Case No. 07-SP-035, staff recommends that the Planning Commission adopt the attached draft Resolution of approval, subject to conditions.

### **IV. ATTACHMENTS**

- Draft Resolution of Approval
- Draft Conditions of Approval
- Exhibit A: Vicinity Map
- Exhibit B: Reduced Photocopies of Plans

**CASE PLANNER:** Valerie Darbouze, Associate Planner



DRAFT RESOLUTION NO. \_\_\_\_

A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF AGOURA HILLS  
APPROVING AN AMENDMENT TO SIGN PROGRAM CASE NO. 07-SP-035

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

Section I. An application was duly filed by Paul Berkovitz with respect to the real property located at 29348 Roadside Drive, (Assessor's Parcel No. 2061-004-023) requesting an approval of a Sign Program Amendment (Case No. 07-SP-035 Amendment) for an existing industrial/retail building. A public hearing was duly held on October 1, 2009 at 6:30 p.m. in the City Hall Council Chambers, City Hall, 30001 Ladyface Court, Agoura Hills, California. Notice of the time, date, place and purpose of the aforesaid hearings 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. Pursuant to Sections 9655.5.D and 96.55.6.E. of the Agoura Hills Zoning Ordinance, the Planning Commission finds that:

1. The proposed sign, as conditioned, is consistent with the goals, objectives and policies of the General Plan in that the sign is subdued in color and lighting which contributes to creating an aesthetically pleasing city as called for in Goal No. 1 of the General Plan Community Design Element.
2. The proposed visual elements of the sign, as conditioned, are simple and equally legible from the driveway and the freeway. The proportions of the sign were selected for the area the sign is affixed to.
3. The proposed sign, as conditioned, will not contribute to the depreciation of the property and surrounding properties. The proposed sign is far enough apart from the existing sign so as not to distract from one another. The sign color will match the color of the existing sign. A variety of sign styles currently exists on Roadside Drive.
4. The proposed amendment to the sign program, as conditioned, will comply with each of the applicable provisions of this Zoning Ordinance. The sign will be located entirely within private property and will allow for visual clearance for motorists and pedestrians. The project is required to comply with all requirements of the Uniform Building Code and the Agoura Hills Building and Safety Department.
5. The sign is consistent with the City's Adopted Sign Design Guidelines and will add identity to the building and not distract from its design. The monument sign will direct traffic to the side driveway. The sign is intended to facilitate access to the tenant's main entrance. The proposed square footage is in keeping with the building design.

Section IV. In accordance with the California Environmental Quality Act, the City finds the project to be exempt under Section 15311(a).

Section V. Based on the aforementioned findings, the Planning Commission hereby recommends approval of Sign Program Amendment Case No. 07-SP-035, subject to the attached conditions, with respect to the property described in Section I hereof.

PASSED, APPROVED, and ADOPTED this 1<sup>st</sup> day of October, 2009, by the following vote to wit:

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

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John O'Meara, Chairperson

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Mike Kamino, Secretary

**CONDITIONS OF APPROVAL**  
**(Case No. 07-SP-035 Amendment)**

STANDARD CONDITIONS

1. This decision, 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 appropriate forms and related fees.
2. This action shall not be effective for any purpose until the applicant has agreed in writing that the applicant is aware of, and accepts 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 complete conformation to the Special Conditions stated below.
4. It is hereby declared to be the intent that if any provision of this Permit is held or declared to be 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 the approval is used within two (2) years from the date of City approval, Case No. 07-SP-035 Amendment will expire. A written request for a one (1) year extension may be considered prior to the expiration date.

SPECIAL CONDITIONS

8. The Sign Program shall be subject to the following criteria:

<b>Monument Signage</b>
The copy of the monument sign shall fit within the space allocated to previous tenants names which is between the columns on each side of the monument sign and below the arch where an address is shown.
<b>North Elevation Signage</b>
The signs located on the primary frontage (facing Roadside Drive) shall be built with individually-mounted and reverse-lit channel letters.
<b>West Elevation Signage</b>
a. One sign shall be allowed per tenant space.
b. The sign shall be individually-mounted and internally-lit channel letters.
Note: The color scheme shall remain similar on all facades and shall be subject to the review and approval of the Director of the Planning and Community Development Department.

END



SIGN PROGRAM  
AMENDMENT  
CASE NO. 07-SP-035



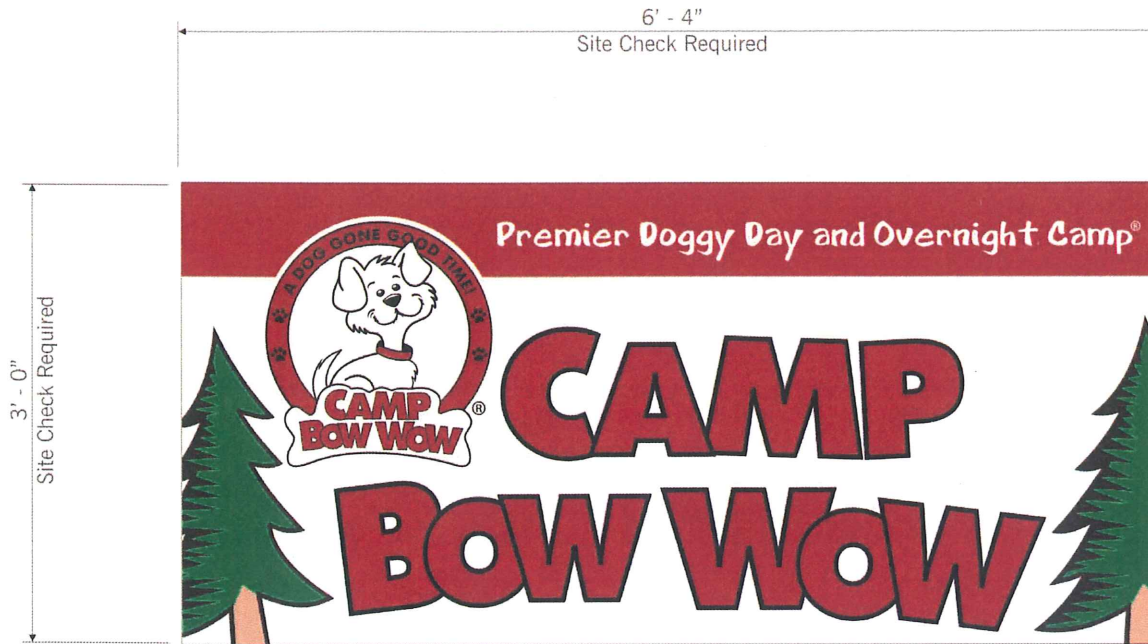
Vicinity/Zoning  
Map



S/S Replacement Panel

Scale: N.T.S.

①



Material Specifications

- Aluminum panel painted white with translucent vinyl applied 1st surface
- Satin fin

\*Signage to be stud mounted and silicon secured



Drawing No.  
CBW\_RFO91301.000A1

Refer to No:  
CBW\_MS091301

Material Specs.

Paint:

- White

Vinyl:

- Red A9327-T
- Black A9081-T
- Green A9662-T
- Brown/Khaki A9252-T

• Vectors artwork required.

• Digital image for printing required.

• Final colour specifications required.

• Site check required.

• Preliminary Artwork

• Approved for Production

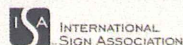
CLIENT APPROVAL

REVISION DATES:



PRIDE SIGNS

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2340 BRIGHTON-HENRIETTA TOWN LINE RD. ROCHESTER NY U.S.A TEL: 585.427.9050 FAX: 585.427.9051 WWW.PRIDESIGNS.COM

29348 Roadside Dr.  
Agoura Hills, CA

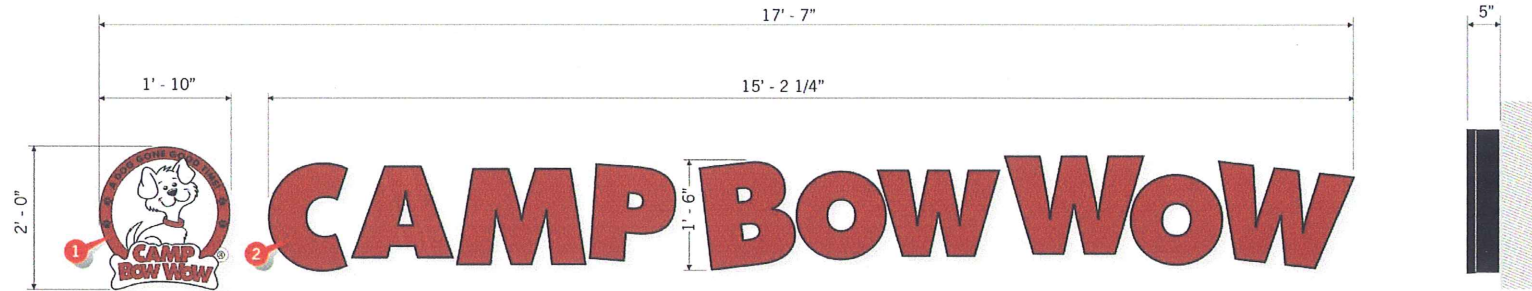


DRAWN BY: B. Hardy  
DATE: July 14, 2009



**Illuminated Channel Letters**

Scale: N.T.S.



**Material Specifications**

**Logo**

- 5" Aluminum constructed pre-finished raven black returns
- 3/16" white acrylic face
- w/ translucent Red A9327-T + black vinyl applied 1st surface
- 1" black trim cap
- White LED illumination

**Letters**

- 5" Aluminum constructed pre-finished raven black returns
- 3/16" white acrylic face
- w/ translucent Red A9327-T vinyl applied 1st surface
- 1" black trim cap
- White LED illumination



Drawing No.  
**CBW -CL091301.122A1**

Refer to No.  
**CBW -MS091301**

- Vectored artwork required.
- Digital image for printing required.
- Final colour specifications required.
- Site check required.

- Preliminary Artwork
- Approved for Production

**CLIENT APPROVAL**

**REVISION DATES:**  
Aug. 10, 2009  
Sept. 9, 2009

B. Hardy  
B. Hardy



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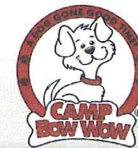


**sac** INTERNATIONAL SIGN ASSOCIATION



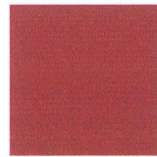
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29348 Roadside Dr.  
Agoura Hills, CA



DRAWN BY: B. Hardy  
DATE: July 23, 2009

## BRAND GUIDELINES



CAMP BOW WOW RED  
PANTONE 201  
C-0, M-100, Y-63, K-29  
R-178, G-8, B-56



CAMP BOW WOW BLACK

Camp Bow Wow maintains the integrity of our brand and mark, or logo, through the use of our two approved colors, Camp Bow Wow Red (Pantone 201) and Camp Bow Wow Black. Here you will find the process color build formulas for creating our custom red, as well as approved usage of our mark in color, black and white, and grayscale formats. If you have any other questions as to how the CBW brand interprets, please contact your FRM for more information.



COLOR LOGO



(NOTE TRANSPARENCY)



BLACK AND WHITE LOGO



GRAYSCALE LOGO