



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: January 5, 2006

TO: Planning Commission

APPLICANTS: Larry Lovelace for McDonald's Restaurant
2060 E. Avenida De Los Arboles, #D-290
Thousand Oaks, CA 91362

CASE NOS.: 05-SP-035 and 05-SPR-018

LOCATION: 29161 Canwood Street
(A.P.N. 2048-011-029)

REQUEST: Request for approval of a Sign Permit to update a sign program and approval of an exterior lighting plan for an existing McDonald's Restaurant.

ENVIRONMENTAL DETERMINATION: Categorically Exempt from CEQA per Section 15301

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 05-SP-035 and a lighting plan, based on the findings of the attached draft resolution.

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

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

I. SIGN PERMIT BACKGROUND AND PROJECT DESCRIPTION

The applicant, Larry Lovelace is requesting approval to update a sign program at an existing McDonald's Restaurant, located at 29161 Canwood Street. The applicant is proposing 1) to install one (1) new wall-mounted sign on the east building elevation; 2) to replace the existing channel letter roof sign on the south building elevation with a wall-mounted sign; 3) to relocate the existing pole sign; 4) to install a monument sign to be perpendicular with the right-of-way of Kanan Road; 5) to add one (1) directional sign at the new entrance of Canwood Street, one at the exit of the drive-through aisle, and one at the entrance of the grill waiting area; 6) to install two

(2) menu boards, two (2) order display/speaker stands, and two (2) clearance signs close to where both drive-through aisles intersect; 7) and to relocate one (1) flag pole. The Planning Commission approved Site Plan/Architectural Review Case No 05-SPR-018 on October 20, 2005 to update the exterior design of the building and reconfigure the parking lot to accommodate new access driveways and drive-thru lanes. The applicant was conditioned as part of their project approval to return with a sign program and lighting plan for the Planning Commission's review. The building and site improvements are expected to start the beginning of the year.

II. STAFF ANALYSIS

The parcel is .99 acres and is located in the Freeway Corridor along the north side of the 101 Freeway and east of Kanan Road. The parcel is bordered by Shell gas station on the west and Kanan Plaza shopping center to the north within the Commercial Retail Service-Freeway Corridor (CRS-FC) zone. The site is served by one (1) existing access driveway along Kanan Road and one new access driveway being provided off the new Canwood Street. The building is setback approximately 64 feet from the front (east) property line and between 40 and 60 feet from the eastern property line where the proposed building signs will be located.

The project's conditions of approval required the submittal of a sign program for the Planning Commission's review in accordance with the Sign Ordinance. Exhibits of the proposed signage and property are attached for reference.

On-Building Signage:

A. Front Sign

The proposed primary sign would be on the east elevation of the building, centered above two windows at the left side of the entrance to the building. The sign identifies the name and logo of the tenant "McDonald's" and is intended to provide corporate identity to the building. The "McDonald's" sign consists of a yellow colored arch logo and white colored channel letters. A 50 square foot sign is allowed on the building's primary frontage which, in this instance, is the east elevation facing the new Canwood Street. The proposed total square footage requested is 42.5 square feet with maximum height and width dimensions of 2.0 feet by 18 feet for McDonald's letters and 2.5 feet by 3.0 feet for arch logo. The sign is constructed with individually mounted illuminated channel letters and arch logo, five inches deep made out of aluminum both for the face and the returns, mounted to a flat surface of the dormer that will be attached to the building parapet and painted to match the building.

B. Secondary Sign

The applicant has requested to have a secondary sign on the south elevation of the building which faces the freeway, replacing the existing frontage sign. Freeway facing signs are allowed per the City Sign Ordinance subject to the approval of a sign program by the Planning Commission. The exhibits submitted indicate that the secondary sign will be built similarly to the primary sign and proposed to be located and centered on the

south elevation of the building. The sign is 23 square feet and illuminated the same way. The Sign Ordinance restricts the size of this secondary sign to a maximum of 25 square feet. As proposed, the sign meets the minimum requirements established by the Sign Ordinance.

C. Monument Sign

One monument sign is requested at the west side of the property, placed in a planter and perpendicular to the right-of-way of Kanan Road with the McDonald's logo. The sign would be double faced and internally illuminated; however, the lighting would transmit through the arch face and not the background. The background would be opaque with a solid red aluminum face. The monument base would be finished with beige stucco to match the building. The total dimensions would be 6 feet by 6 feet for a total of 30 square feet. The maximum allowable size is 48 square feet in area. An exhibit is attached to the report for the Commission's review.

D. Directional Signs

There are three existing directional/informational signs serving the property. These signs are meant to direct traffic to the drive-through aisle or thank customers for patronizing the restaurant. The existing three signs will be removed and three new signs are proposed on the property. One sign is proposed at the new access driveway on the east side of the property so that it is visible from "new" Canwood Street as it is intended to direct traffic to the drive-through lane. Another sign is proposed to be located at the exit of the drive-through aisle in the parking lot and is meant to thank customers for using the restaurant. The total dimensions would be 1 foot by 3 feet, for a total of 3 square feet and a maximum height of 3 feet. Also, a sign is proposed to be located at the entrance of the grill waiting area on the south side of the property to assist drive-through customers who may need to wait for their food order. The total dimensions would be 1.5 feet by 2 feet for a total of 3 square feet and a maximum height of 3 feet. The maximum allowable size for directional signs is 3 square feet and shall not exceed 3 feet in height.

E. Pole Sign

The City is acquiring Canwood Street frontage from the applicant as part of the Kanan Road interchange project. Pursuant to the agreement with the applicant, the applicant is required to relocate the existing pole sign from the current location along the "old" Canwood Street to a new landscaped area near the "new" Canwood Street driveway. The pole sign is proposed to be refaced, re-lamped and repainted (if necessary) and will not change in size or material and will be placed at or near the same elevation as it currently exists. The 80-foot tall sign was built double-faced with internally illumination and is allowed to remain as built. The Sign Ordinance only allows for face changes to non-conforming signs provided that no structural changes are provided.

F. Flag Pole

One flag pole currently exists on the site and is proposed to be relocated to a new landscaped area on the east side of the property, along the “new” Canwood Street. The flag is 40 square feet with a vertical dimension of 5 feet and a horizontal dimension of 8 feet and a maximum height of 35 feet which meets the maximum requirements established by the Sign Ordinance.

G. Clearance Sign

Two clearance signs are proposed at the intersection of two drive-through aisles. The signs will be double faced and internally illuminated. The face to be white with red vinyl background and white “Drive-Thru” letters, “Clearance 9’-0,” is routed out backed with yellow plexiglass. The total dimensions would be 1.5 feet by 12 feet for a total of 18 square feet.

H. Menu Board and Order Display/Speaker Stand

One menu board and one order display/speaker stand exists on the site and will be replaced and relocated along with an additional menu board and order display/speaker stand at the intersection of the two drive-through aisles. The total dimensions for each menu boards are 5 feet by 6 feet for a total of 30 square feet. The order display/speaker stands are 4.5 square feet each. The maximum allowable size is 30 square feet each.

Design Guidelines Compliance and Architectural Compatibility:

The proposed sign program was reviewed for compliance with the Sign Ordinance Design Guidelines. The construction of the signs provides flexibility of installation and adapts itself to a variety of surfaces. The signs are proportionate with the scale and proportion of the structure. The signage is also considered by staff to be compatible with the approved architectural style of the building.

III. LIGHTING PLAN BACKGROUND AND STAFF ANALYSIS

Included in the Planning Commission’s approval of the Site Plan Architectural Review application for the building and site improvements is a condition that the applicant obtain the Planning Commission’s approval of an exterior lighting plan. The applicant has submitted a lighting plan for the Planning Commission’s consideration.

New, dark bronze colored skirted bell-shape fixtures are proposed in the parking areas. Currently four light fixtures exist and will be replaced with the new fixtures. These areas are in the rear of the property and in the parking lot to the south and east. The existing building light fixtures around the building at the walkways, located in the front and side areas of the building are not proposed for replacement, nor can the City require their replacement since they are not being altered. Staff recommends, however, that in the event that the existing light fixtures are replaced, the new fixtures shall match the fixtures approved with this permit. The proposed

fixtures are more decorative in style to reflect the currently proposed remodel of the building. No wall-mounted light fixtures are proposed.

An exterior Photometric Plan is provided for the Planning Commission's review. The Architectural Review Panel recommended adequate lighting be provided at the driveway serving Kanan Road. The applicant agreed to this recommendation and is providing additional lighting to the landscape areas along Kanan Road, not to exceed 1.0 footcandle at the property line.

The Architectural Review Panel supports the lighting plan, finding it compliant with the City's Lighting Design Standards.

Environmental Review

Both projects have been determined to be Categorically Exempt from the California Environmental Quality Act, per Section 15311, as accessory structures to an existing commercial building per Section 15311.

IV. RECOMMENDATION

Based on the foregoing review and analysis, it is recommended that the Planning Commission approve Sign Permit Case No. 05-SP-035 and the lighting plan for the property, subject to conditions, by adopting a motion to approve the Draft Resolution.

IV. ATTACHMENTS

- Exhibit A: Draft Resolution and Conditions of Approval
- Exhibit B: Vicinity Map
- Exhibit C: Sign Program Description
- Exhibit D: Lighting Fixtures Specifications and Photometric Plan
- Exhibit E: Photographs of the Existing Building

Case Planner: Renee Madrigal, Assistant Planner