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**DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT**

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ACTION DATE: June 17, 2010

APPLICANT: June Duxler for PacificComp  
30301 Agoura Road  
Agoura Hills, CA 91301

CASE NO.: 10-MOD-001

LOCATION: 30301 Agoura Road  
(A.P.N. 2061-002-046)

REQUEST: Request for approval of a Sign Modification from the Zoning Ordinance Section 9655.8.B.1.a. to allow a 65 square-foot building wall sign (instead of the required 50 square-foot maximum size).

ENVIRONMENTAL ANALYSIS: Categorically Exempt from CEQA per Section 15303

RECOMMENDATION: Staff recommends approval of Modification Case No. 10-MOD-001, subject to conditions.

ZONING DESIGNATION: BP-OR-FC (Business Park - Office Retail - Freeway Corridor Overlay District)

GENERAL PLAN DESIGNATION: BP-O/R (Business Park – Office/Retail)

**I. PROJECT BACKGROUND AND DESCRIPTION**

The applicant, June Duxler for PacificComp (formerly Employers Direct), is requesting approval of a Sign Modification from Section 9655.8.B.1.a of the City Zoning Ordinance to allow a 65 square-foot building wall sign (instead of the 50 square-foot maximum size) on an existing, two-story, office building located on the north side of Agoura Road, south of the 101 Freeway, and west of the Hampton Inn Hotel at 30301 Agoura Road. The 3.4-acre parcel is located in the BP-OR-FC (Business Park-Office Retail-Freeway Corridor Overlay) zone.

In November of 2004, the Planning Commission approved a sign program (Case No. 04-SP-035) for the property that included one, freeway-facing, non-illuminated wall sign, a monument sign and free-standing identification sign. The 69 square-foot freeway oriented sign approved in 2004 complied with the Sign Ordinance in effect at that time, which allowed up to 70 square feet. In January of 2007, an amendment to the sign program was approved by the Planning Commission to replace the 69 square-foot freeway facing, non-illuminated wall sign with a new 50 square-foot, halo-lit wall sign with individually mounted channel letters. In 2005 the Sign Ordinance was amended to allow up to 50 square feet for freeway oriented signs.

“Employers Direct,” the sole tenant of the building, recently changed their name to “PacificComp.” As such, they need to change their sign. The current request is to replace their 50 square foot, halo lit freeway facing sign with a new 65 square-foot, internally illuminated, face-lit sign.

The Sign Ordinance allows PacificComp, which directly backs up to the freeway, to have one, maximum 50 square-foot in sign area, freeway facing sign on their building. The proposed freeway facing sign exceeds 50 square feet; therefore, the applicant has requested the modification, as allowed for in Section 9676.2.B.3.g of the Zoning Ordinance to allow for a thirty (30) percent increase in the permitted sign area. This is an increase of 15 square feet. The Sign Ordinance requires the Planning Commission’s review for all Sign Modification applications. The Planning Commission may grant a Sign Modification by making the following two (2) findings:

1. The sign is or will not be detrimental to surrounding uses or properties in the community in general; and
2. The approval of such modification is consistent with the purposes of the general plan, the sign criteria set forth in subsection 9655.5 D and the adopted sign guidelines.

## **II. STAFF ANALYSIS**

The office building is located on a 3.4-acre parcel on the south side of the 101 Freeway, west of Hampton Inn Hotel. The PacificComp building is 35 feet high and the north elevation facing the freeway is 278 feet in length, and is approximately 100 feet from the freeway right-of-way. The north elevation of the building is partially screened by existing landscaping located along the freeway.

The Sign Ordinance restricts the size of freeway facing signs to a maximum of 50 square feet, but allows for internal illumination subject to the Planning Commission approval. As such, the applicant is seeking a modification to allow for an increase in sign area from 50 square feet to 65 square feet. The applicant states that the current trees planted along the freeway partially obscure the building and the orientation of the building makes it difficult to see the building facade for motorists traveling eastbound on the 101 Freeway.

Therefore, an increase in sign area is requested to improve identification of the building from the 101 Freeway.

The proposal includes a 65 square-foot, wall-mounted, freeway facing sign, advertising "PacificComp" that will replace the existing Employer's Direct sign and will be approximately the same size as the existing sign. Staff would note that the logo ("e") of the existing Employers Direct sign is 3'9" tall and was counted separately from the remainder of the sign. If combined, the total sign area of the existing sign would be 69 square feet. The proposed sign would be installed on the second floor of the north building elevation, near the northwest corner of the building, in the same location as the originally approved freeway facing sign and situated approximately 100 feet from the right-of-way. Freeway-facing signs on the buildings to the east and west of the site have internally illuminated channel letters with translucent sign faces. The new PacificComp sign is proposed to be internally illuminated with individually-mounted, aluminum channel letters with 4" returns painted to match face. The face of "Pacific" is black day-night plexiglas and the face of "Comp" is translucent acrylic painted to match Pantone 5483-C.

Staff finds that the proposed location and design of the proposed sign, its colors, materials and illumination, will be compatible with the building it identifies and the permitted signs in the surrounding area as required by the Sign Ordinance. The proposed sign is mounted in proportion to the two windows below and is also in proportion with the height of the parapet wall and the overall scale of the building. Staff also finds the 65 square feet of illuminated channel letters are consistent with the other illuminated channel letter signs in the area, and in compliance with the Sign Design Guidelines.

The project has been determined to be Categorically Exempt from the California Environmental Quality Act (CEQA) as new construction of an accessory sign structure per Section 15303.

#### **IV. RECOMMENDATION**

Based on the foregoing review and analysis, staff recommends that the Planning Commission approve Modification Case No. 10-MOD-001, subject to attached Conditions.

#### **V. ATTACHMENTS**

- Draft Resolution and Conditions of Approval
- Reduced Photocopies of the Sign Plans
- CEQA Exemption
- Vicinity Map

Case Planner: Renee Madrigal, Associate Planner

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

A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF AGOURA HILLS  
APPROVING A SIGN MODIFICATION  
(CASE NO. 10-MOD-001)

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

Section 1. An application was duly filed by June Duxler for PacificComp with respect to the property located at 30301 Agoura Road, (Assessor's Parcel Number 2061-002-046) requesting approval of a Sign Modification from the Zoning Ordinance Section 9655.8.B.1.a. to allow a 65 square-foot building wall sign (instead of the required 50 square-foot maximum size). A public meeting was duly held on June 17, 2010, at 6:30 p.m. in the Council Chambers of City Hall, 30001 Ladyface Court, Agoura Hills, California. Notice of the 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 Planning Commission at the aforesaid public meeting.

Section 3. The Planning Commission finds, pursuant to the Agoura Hills Zoning Ordinance, Section 9676.2.E , that:

- A. The proposed Sign Modification, as conditioned, will not be detrimental to the surrounding uses or properties or the community in general. The sign will be in the location as the existing building sign, and the new sign will be approximately the same size as the existing wall mounted sign. The sign will be installed in compliance with the City Building Code. The size, shape, illumination, colors and location of the wall sign will be compatible with the visual characteristics of existing permitted signage in the area. In addition, the sign will be compatible with the building it identifies and will be of a size that is proportionally placed and is in scale with the north (rear) building elevation as required by the Sign Ordinance.
- B. The proposed Sign Modification, as conditioned, will be consistent with the purposes of the General Plan, and the sign criteria set forth in the Sign Ordinance (Section 9655.5.D) and the adopted Sign Design Guidelines. The proposed 65 square-foot, freeway facing sign will be integrated with the building's architecture character and provides meaningful identification as called for in Policy LU-13.2 of the Land Use Element of the General Plan. The 36 foot high building consists of a 278-foot, north elevation, which will allow for the proposed sign to be architecturally compatible and proportional in scale with the building it serves. The proposed sign, which consists of internally illuminated, individual channel letters, will be compatible with the building it identifies and

with existing permitted signage in the area. The 100 foot distance between the wall sign and the 101 Freeway reduces the visual impact of the sign and will not negatively impact the desired image of the freeway corridor. Due to the existing orientation of the building and the current trees planted along the freeway, a 65 square-foot sign will adequately identify the building to the motorists on the 101 Freeway. The Sign Modification is necessary for sufficient building identity.

Section 4. The Planning Commission finds the proposed Sign permit to include new construction of an accessory sign structure and is therefore, categorically exempt from the requirements of the California Environmental Quality Act, per Section 15303.

Section 5. Based on the aforementioned findings, the Planning Commission hereby approves Sign Modification Case No. 10-MOD-001, subject to attached conditions, with respect to the property described in Section 1 hereof.

PASSED, APPROVED and ADOPTED this 17<sup>th</sup> day of June, 2010, by the following vote to wit:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Steve Rishoff, Chairperson

ATTEST:

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Mike Kamino, Secretary

## CONDITIONS OF APPROVAL (CASE NO. 10-MOD-001)

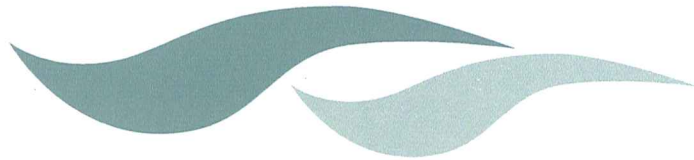
### STANDARD CONDITIONS

1. This decision for approval of the Sign Modification 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 modification 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. All exterior materials used in this project shall be in conformance with the materials specified on the Sign Plan.
5. 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.
6. 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.
7. Unless this approval is used within two (2) years from the date of City approval, Case No. 10-MOD-001 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.
8. 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

9. The sign shall comply with the requirements of the City Sign Ordinance.
10. Upon installation of the signs, the intensity level of illumination shall be subject to the review and approval of the Director of Planning and Community Development. The Director may require the reduction of the intensity of illumination at any time.

END



# PacificComp

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## Signage Program

Modification Request Package

04.14.2010



**Davies Associates**

Environmental Graphics  
Davies Associates, Inc.  
9424 Dayton Way  
Suite 217  
Beverly Hills, CA 90210  
tel 310.247.9572  
fax 310.247.9590  
www.daviesia.com



1 SATELLITE VIEW  
NOT TO SCALE



**Davies Associates**

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**PacificComp**

Signage and Graphics Program  
Agoura Hills, California  
Project No. 10013

Pacific Compensation  
Insurance Company

Construction Documents 04.14.10 MS

**Satellite View**

30301 Agoura Hills Road

**LP1**





**1** SITE PLAN / SIGN LOCATION  
NOT TO SCALE



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**PacificComp**

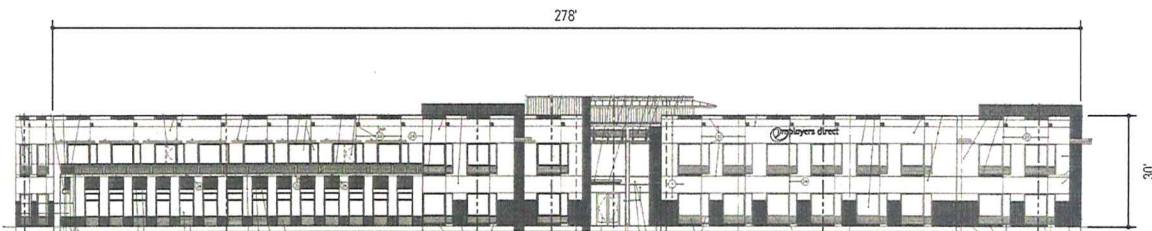
Signage and Graphics Program  
Agoura Hills, California  
Project No. 10013

Pacific Compensation  
Insurance Company

Construction Documents 04.14.10 MS **Site Plan**

Sign Locations

**LP2**



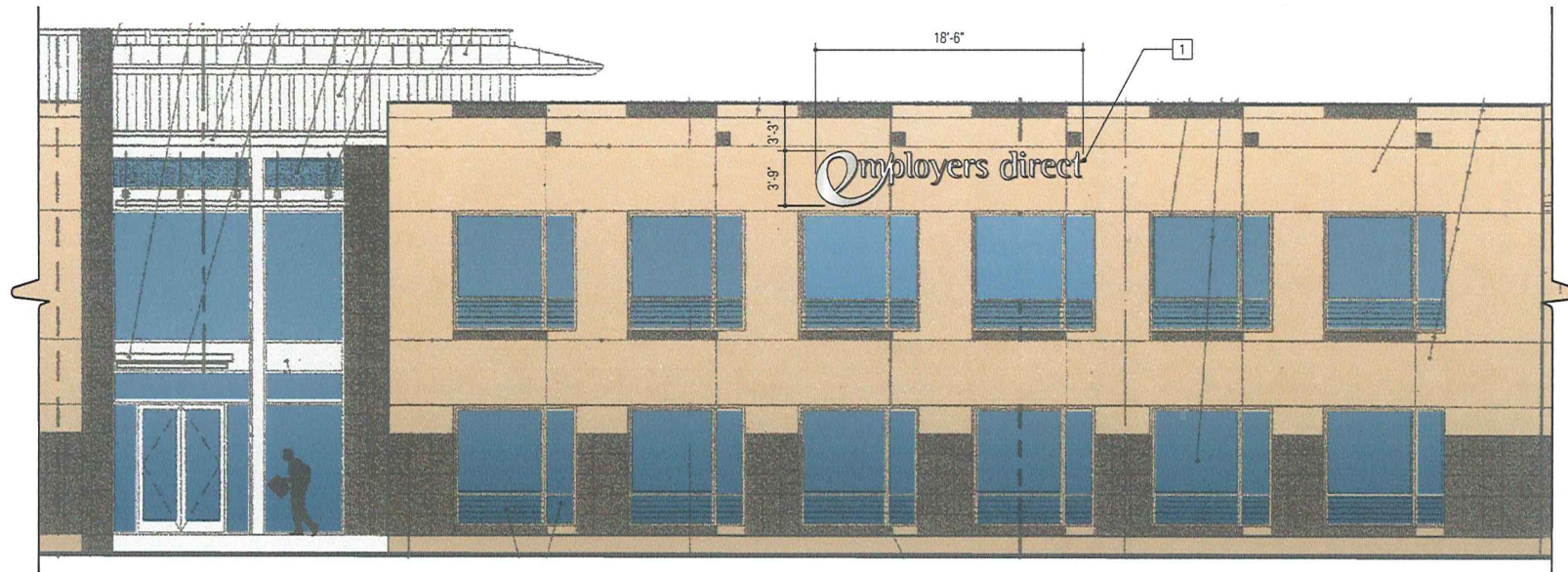
NOTES

PacComp\_BldgElev\_ExtSign.ai

- 1 EXISTING HALO-LIT SIGN, 50 SQUARE FEET.

2 NORTH ELEVATION WITH SIGN

SCALE: 1/32" = 1'-0"



1 PARTIAL NORTH ELEVATION WITH EXISTING 50 SQ. FT. SIGN

SCALE: 1/8" = 1'-0"



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**Pacific Compensation  
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Construction Documents 04.14.10 MS

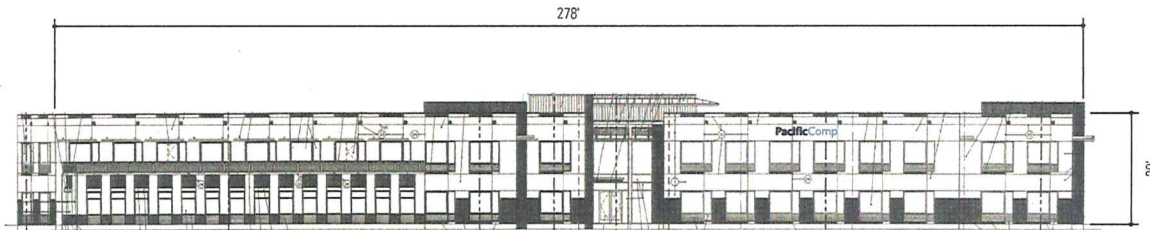
**Existing  
 Building ID -  
 50 sq ft**

Elevations

**G1**

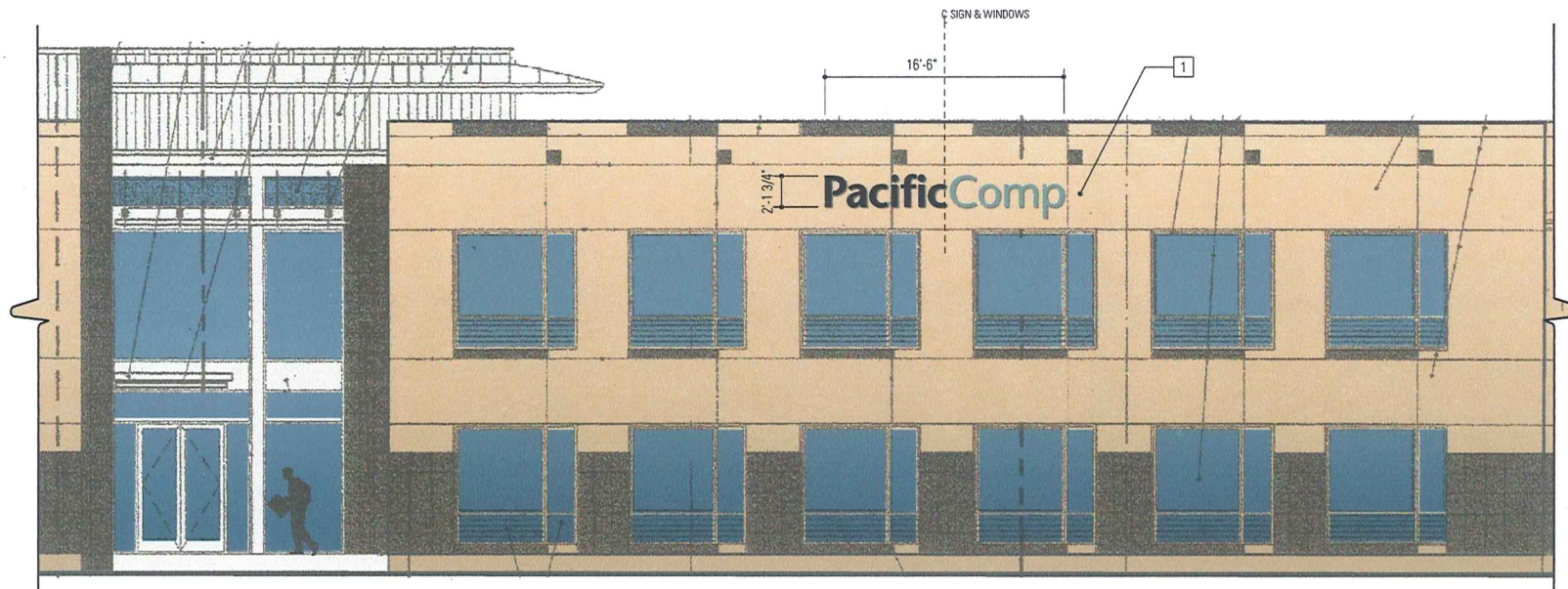
NOTES

- 1 INTERNALLY ILLUMINATED, FACE-LIT CHANNEL LETTERS WITH 4" RETURNS PAINTED TO MATCH FACE.



2 NORTH ELEVATION WITH SIGN

SCALE: 1/32" = 1'-0"



1 PARTIAL NORTH ELEVATION WITH 50 SQ. FT. SIGN

SCALE: 1/8" = 1'-0"



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 Project No. 10013

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Construction Documents 04.14.10 MS

**Building ID -**  
**50 sq ft**

Elevations

**G2**

NOTES

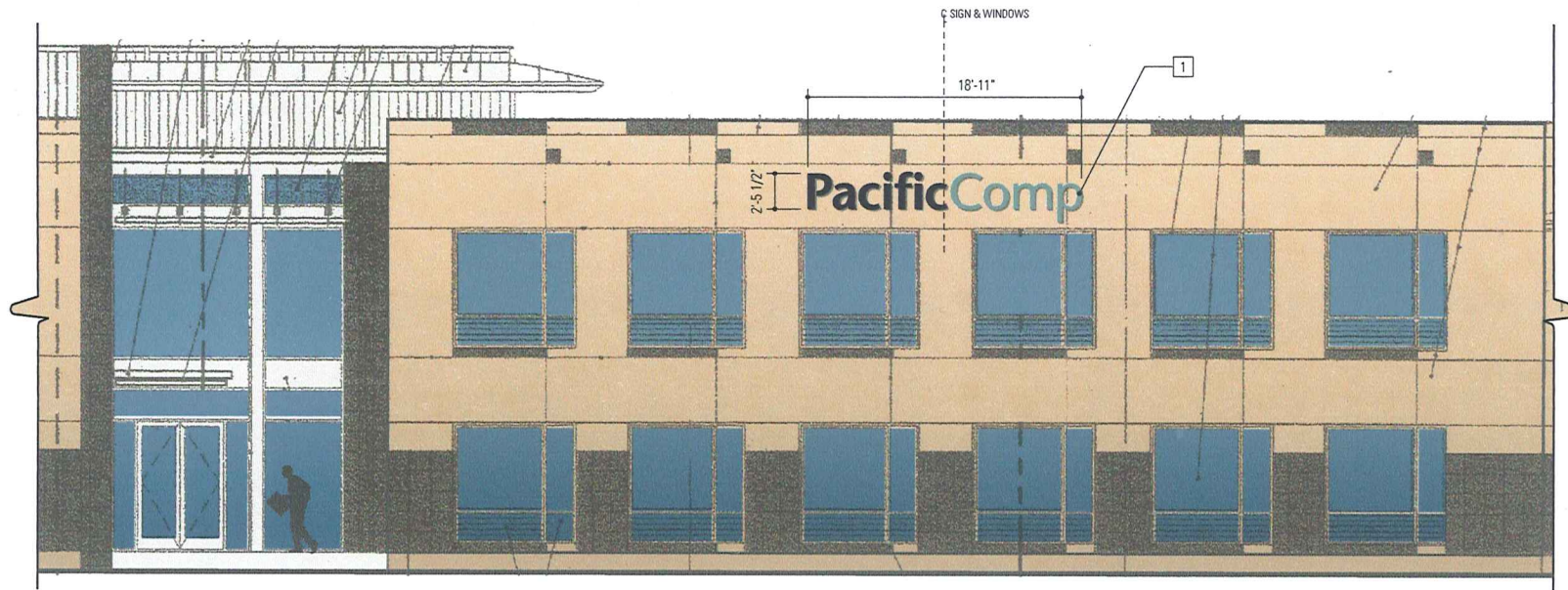
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INTERNALLY ILLUMINATED, FACE-LIT CHANNEL LETTERS WITH 4" RETURNS PAINTED TO MATCH FACE.



2 NORTH ELEVATION WITH SIGN

SCALE: 1/32" = 1'-0"



1 PARTIAL NQRTH ELEVATION WITH 65 SQ. FT SIGN

SCALE: 1/8" = 1'-0"

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 Project No. 10013

Pacific Compensation  
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Construction Documents 04.14.10 MS

Proposed  
 Building ID -  
 65 sq ft

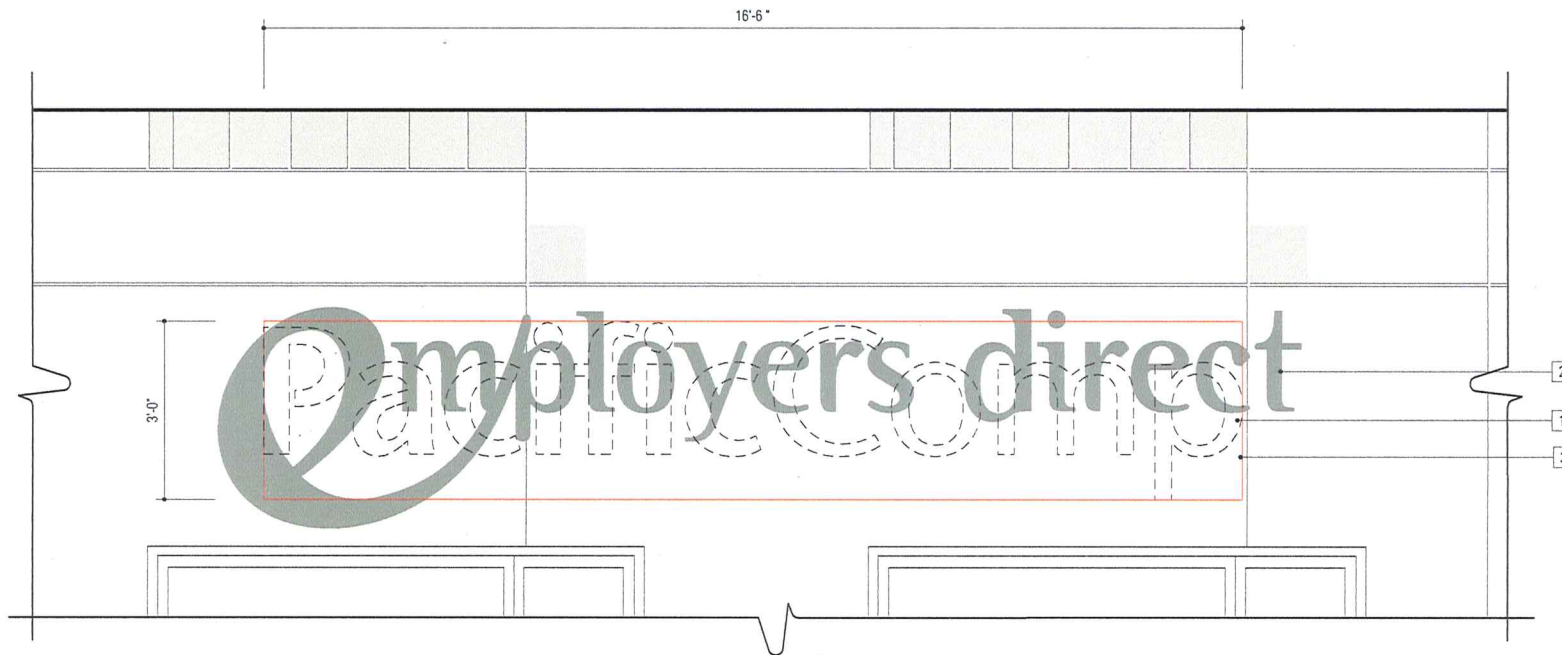
Elevations

**G3**

NOTES

PacComp\_SignElev\_08sept11

- 1 REPLACEMENT SIGN
- 2 EXISTING SIGN TO BE REMOVED, ALL HOLES PATCHED/FILLED AND PAINTED TO MATCH BUILDING COLORS.
- 3 REPLACEMENT SIGN IS 50 SQ. FT. AS SHOWN.



1 ELEVATION - EXISTING SIGN & 50 SQ. FT. REPLACEMENT SIGN

SCALE: 1/2" = 1'-0"



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Construction Documents 04.14.10 MS

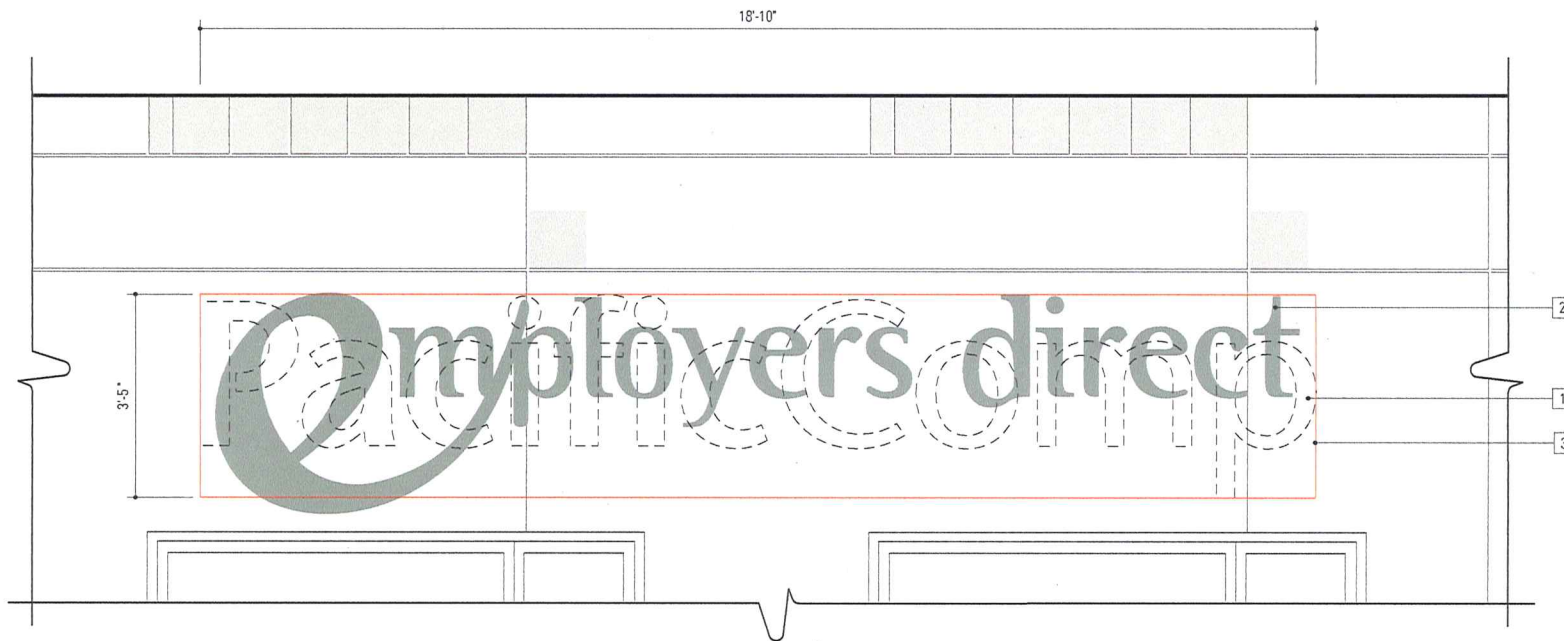
**Building ID**  
 50 sq ft

Location, Size comparisons

**G4**

NOTES

- 1 REPLACEMENT SIGN
- 2 EXISTING SIGN TO BE REMOVED, ALL HOLES PATCHED/FILLED AND PAINTED TO MATCH BUILDING COLORS.
- 3 REPLACEMENT SIGN IS 65 SQ. FT. AS SHOWN.



1 ELEVATION - EXISTING SIGN & 65 SQ. FT. REPLACEMENT

SCALE: 1/2" = 1'-0"



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 Agoura Hills, California  
 Project No. 10013

Pacific Compensation  
 Insurance Company

Construction Documents 04.14.10 MS

**Proposed  
 Building ID  
 65 sq ft**

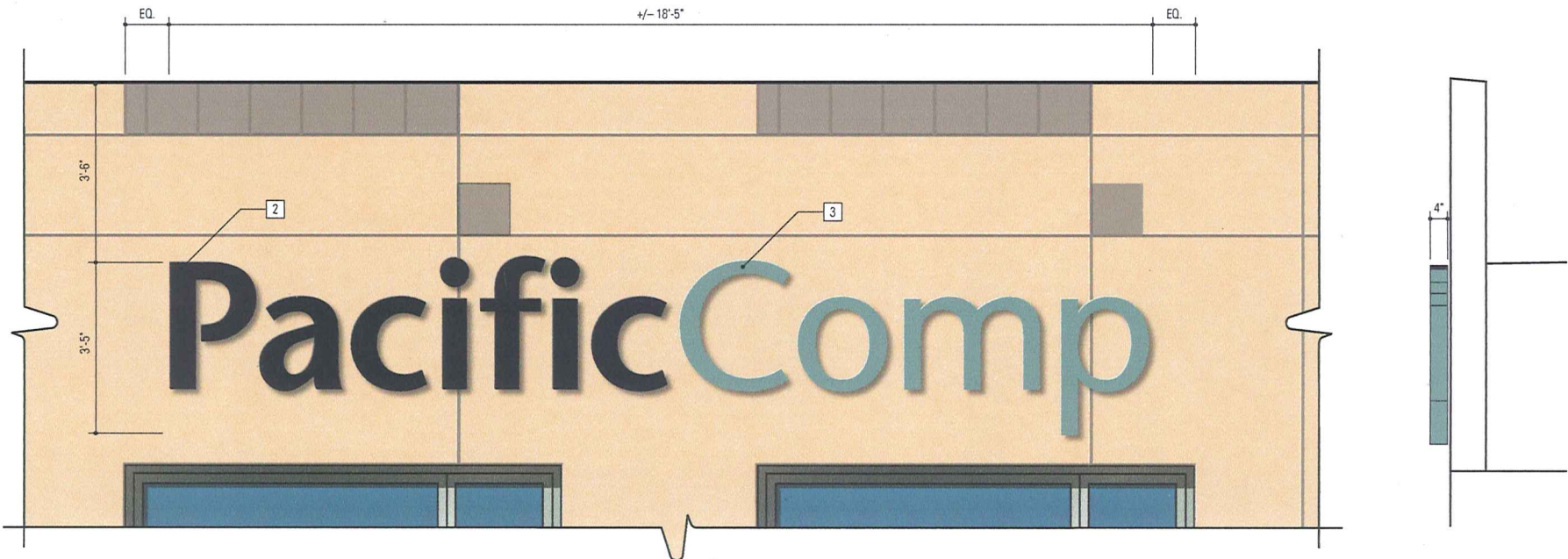
Location, Size comparisons

**G5**

NOTES

ForComp\_BldgID\_Sign\_CD.ai

- 1 INTERNALLY ILLUMINATED, FACE-LIT FABRICATED CHANNEL LETTERS WITH 4" RETURNS. USE LED'S AS REQUIRED FOR ILLUMINATION.
- 2 FACE OF "PACIFIC" IS BLACK DAY-NIGHT ACRYLIC BY PLEXIGLAS. RETAINER AND RETURNS PAINTED TO MATCH FACE.
- 3 FACE OF "COMP" IS ACRYLIC SUB-SURFACE PAINTED WITH SPRAYLAC LACRYL 400 SERIES PAINT TO MATCH PANTONE 5483-C. PAINTING METHODS SHOULD BE SUITABLE FOR A FACE-LIT SIGN. RETAINER AND RETURNS PAINTED TO MATCH FACE.



1 ELEVATION - PACIFIC COMP I.D. SIGN - 65 SQ. FT.  
SCALE: 1/2" = 1'-0"

2 SIDE VIEW  
SCALE: 1/2" = 1'-0"



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Agoura Hills, California  
Project No. 10013

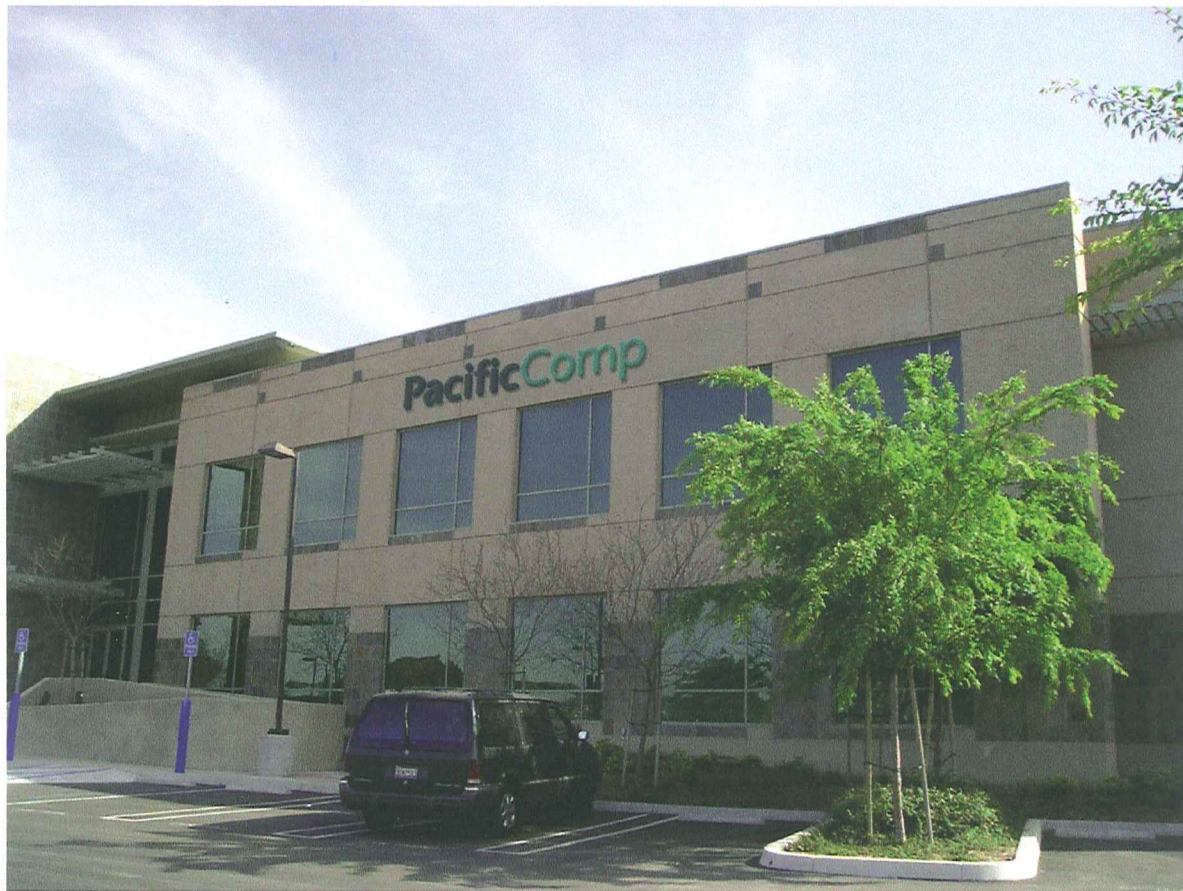
Pacific Compensation  
Insurance Company

Construction Documents 04.14.10 MS

**Proposed  
Building ID  
65 sq ft**

Color Comp

**G6**



1 PHOTO SIMULATION DAYTIME - PACIFIC COMP I.D. SIGN  
NOT TO SCALE



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Agoura Hills, California  
Project No. 10013

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Insurance Company

Construction Documents 04.14.10 MS

**Proposed  
Building ID  
65 sq ft**

Daytime Photo Simulation

**G7**





1 ELEVATION - NIGHTTIME VIEW

NOT TO SCALE



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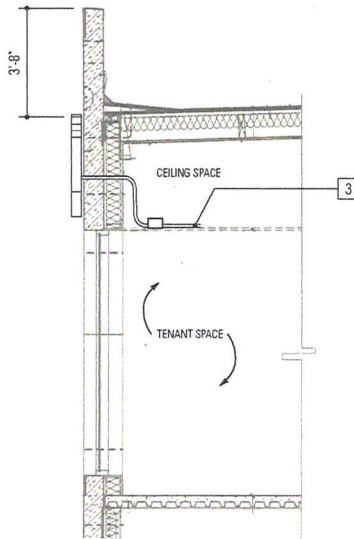
Pacific Compensation  
Insurance Company

Construction Documents 04.14.10 MS

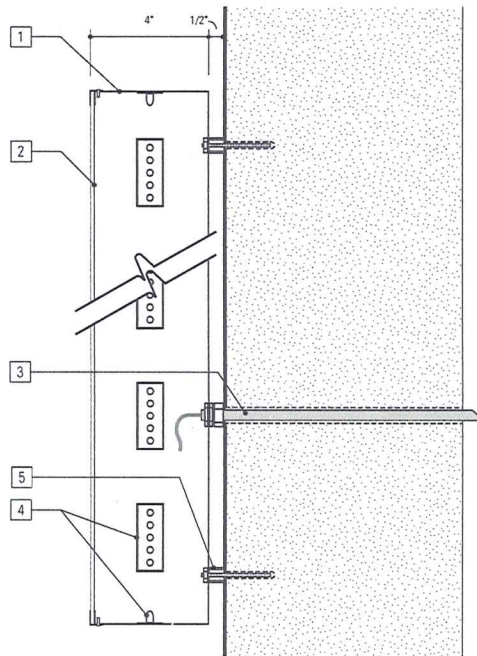
**Proposed  
Building ID  
65 sq ft**

Nighttime Photo Simulation

**G8**



**1** SECTION VIEW AT PARAPET WALL  
SCALE: 1/4" = 1'-0"



**2** TYPICAL LETTER SECTION  
SCALE: 3" = 1'-0"

**NOTES**

PacComp\_CompDetail.dwg

- 1** 4" THK. INTERNALLY ILLUM. CHANNEL LETTER. RETURNS TO BE .090 THK. ALUMINUM, BACK TO BE .125 THK. ALUMINUM, BOTH PAINTED TO MATCH LETTERFACES. TRIM CAP PAINTED TO MATCH LETTERFACES. INTERIOR PAINTED WITH LIGHT ENHANCING PAINT (LEP). NO LIGHT LEAKS. LETTERS STAND 1/2" OFF BUILDING FACE.
- 2** FACE OF "PACIFIC" IS BLACK DAY-NIGHT ACRYLIC BY PLEXIGLAS. RETAINER AND RETURNS PAINTED TO MATCH FACE. FACE OF "COMP" IS P95 FINISH ACRYLIC SUB-SURFACE PAINTED WITH SPRAYLAC LACRYL 400 SERIES PAINT TO MATCH PANTONE 5483-C. PAINTING METHODS SHOULD BE SUITABLE FOR A FACE-LIT SIGN. RETAINER AND RETURNS PAINTED TO MATCH FACE.
- 3** LOW-VOLTAGE ELECTRICAL AS REQUIRED. TRANSFORMERS TO BE REMOTE IN CEILING SPACE. OWNER TO PROVIDE ELECTRICAL TO SIGN AS REQUIRED.
- 4** SLOAN LED MODULES AS REQUIRED TO LIGHT SIGN FACE.
- 5** STAINLESS STEEL MOUNTING HARDWARE.



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**PacificComp**

Signage and Graphics Program  
Agoura Hills, California  
Project No. 10013

Pacific Compensation  
Insurance Company

Construction Documents 04.14.10 MS

**Sign Fabrication  
Details**

Main Identification - Wall Mounted  
Elevations and Details

**G9**

## Notice of Exemption

To: [ ] Office of Planning and Research  
1400 Tenth Street, Room 121  
Sacramento, Ca 95814

From: City of Agoura Hills  
30001 Ladyface Court  
Agoura Hills, CA 91301

[ ] County Clerk  
County of Los Angeles  
Los Angeles County Clerk  
12400 E. Imperial Hwy.  
Norwalk, CA 90659

**Project Title:** PacificComp Sign Modification (Case No. 10-MOD-001)

**Project Location-Specific:** 30301 Agoura Road (A.P.N.: 2061-002-046)

**Project Location-City:** City of Agoura Hills

**Project Location-County:** Los Angeles

**Description of Nature, Purpose, and Beneficiaries of Project:** Request for approval of a Sign Modification from the Zoning Ordinance Section 9655.8.B.1.a. to allow a 65 square-foot building wall sign (instead of the required 50 square-foot maximum size).

**Name of Public Agency Approving Project:** City of Agoura Hills

**Name of Person or Agency Carrying Out Project:** June Duxler for PacificComp

**Exempt Status:** (Check One)

- Ministerial (14 Cal Code of Regs. Sec. 15268);
- Declared Emergency (14 Cal Code of Regs. Sec. 15269(a))
- Emergency Project (14 Cal Code of Regs. Sec. 15269(b),(c), (d) and (e)). State subsection letter
- Statutory Exemption (14 Cal. Code of Regs. Sections 15260 et seq.) State Statutory Number
- Categorical Exemption (14 Cal Code of Regs. Sections 15300 et seq.) State of California CEQA Guidelines Section 15303(a).
- No possibility of physical impact. (14 Cal Code of Regs. Section 15061 (b)(3))

**Reasons why project is exempt:** The project would involve changes to the existing signage for the office building, consistent with the City's Sign Ordinance. No expansion of the building or use is proposed. Also, the project site is not along a designated state scenic highway, and is not a hazardous waste site or a historical resource. It is not within an environmentally sensitive areas, and there are no anticipated environmental impacts from the project.

**Lead Agency Contact Person:** Renee Madrigal, Associate Planner, City of Agoura Hills

**Area Code/Telephone/Extension:** (818) 597-7339

Signature: Renee Madrigal Date: 6/8/10 Title: Associate Planner

SIGN MODIFICATION CASE NO. 10-MOD-001  
(A.P.N. 2061-002-046)

