



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: November 3rd, 2005

TO: Planning Commission

APPLICANT: Marvin Landon
28001 Dorothy Drive
Agoura Hills, CA 910301

CASE NO.: 05-SP-047

LOCATION: 28001 Dorothy Drive
(A.P.N. 2061-011-021)

REQUEST: Request for approval of a Sign Permit to install a freeway facing sign.

ENVIRONMENTAL DETERMINATION: Exempt from CEQA per Section 15311

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 05-SP-047, based on the findings of the attached draft resolution.

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

GENERAL PLAN DESIGNATION: BP-OR (Business Park – Office Retail)

I. SIGN PERMIT BACKGROUND AND PROJECT DESCRIPTION

The applicant, Marvin Landon from FDSI, is requesting approval to install a freeway facing sign at an existing office building located at 28001 Agoura Road. The applicant recently purchased the office building to relocate his company and subsidiary companies as well. The applicant is seeking identification of the building and as such is proposing to name the building after the parent company.

II. STAFF ANALYSIS

The parcel is 0.39 acres and is located in the Freeway Corridor between the 101 Freeway and Dorothy Drive. The parcel is bordered by office uses on the west side and a vacant parcel on the southeast. The parcels on that street are zoned Business Park – Office/Retail (BP-OR) zone. The site consists of one 15,000 square-foot, two-story, office building occupying the west half of the lot, with tucked-under parking and surface parking to the east of the structure. The building is situated above the 101 Freeway and highly visible to motorists traveling west on the freeway. The building is the first commercial parcel located within the City boundary and as such a key building to the City's commercial corridor.

Per Section 9655.8., an office building is entitled to one wall-mounted sign, with the sole purpose of identifying the building as well as one monument sign if desired. No comprehensive sign program was ever approved in the history of development for this parcel with the exception of an address sign. Under the previous Sign Ordinance, office buildings, in the freeway corridor, had to be a minimum of 125 feet long in order to be eligible for freeway facing signage. The recently amended Sign Ordinance permits freeway facing signs with a Planning Commission approval regardless of the length of the building.

The Planning Commission has the discretion to approve or deny sign programs. When considering freeway facing signs, the Planning Commission is directed by the Sign Ordinance to consider the proposal as part of a comprehensive sign program. Given the visual prominence of the building, the Planning Commission should also consider the potential precedent setting effects of this proposal to the freeway corridor if indeed this proposal would promote future similar requests for freeway facing signage from nearby office buildings. Furthermore, in considering this proposal, the Commission would also weigh the diversity of the sign design and the sign's level of integration with other recently approved signs in the freeway corridor and how this proposal impacts City's image and the business community developing along the corridor. Exhibits of the proposed signage and property are attached for reference.

On-Building Signage:

A. Front Sign

A combination address/identification sign was permitted by the Director of Planning and Community Development when the building underwent an interior and exterior facelift. The sign was made out of vinyl brown letters and included a number and the companies located within the building. An exhibit is provided for the Planning Commission's review.

B. Rear Sign

The applicant has requested to have a secondary sign on the north elevation of the building which faces the freeway. 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 installed on a four-foot wide architectural band that separates the first floor from the second floor on the

freeway facing elevation approximately 12 feet above average grade. The sign is less than 17 square feet and non-illuminated. The Sign Ordinance restricts the size of freeway-facing signs to a maximum of 25 square feet. The sign is constructed with four individually mounted letters, 24 inches high by 21 inches wide by 2 inches deep. The letters will be placed 5 inches apart and affixed directly to the stucco façade. The total length of the sign will be 99 inches. The letters are made out of formed plastic with polished brown finish. As proposed, the sign meets the minimum requirements established by the Sign Ordinance. No illumination is proposed.

Design Guidelines Compliance and Architectural Compatibility:

The proposed sign program was reviewed for compliance with the Sign Ordinance Design Guidelines. The sign is applied directly to the wall. The sign is proportionate with the scale and proportion of the structure. The building is occupied by one major tenant and subsidiary companies but the applicant is agreeable to providing identification for only one company. No other signage exists in the proximity of the office building. The nearest sign is located on retail store fronts approximately 700 feet away facing the freeway after the Palo Comado Canyon Road overpass.

The signage was also reviewed for compatibility with the approved architectural style of the building.

Sign Program:

The sign program consists of a freeway facing sign and an identification sign on the front facade. If additional signage is requested in the future, the applicant will be required to return to the Planning Commission and request an amendment to the sign program in place by way of a Sign Permit.

Environmental Review

The project is Categorically Exempt from the California Environmental Quality Act as an accessory structure to an existing commercial building per Section 15311(a).

III. RECOMMENDATION

Based on the foregoing review and analysis, it is recommended that the Planning Commission approve Sign Permit Case No. 05-SP-047 subject to conditions, by adopting a motion to approve the Draft Resolution.

IV. ATTACHMENTS

- Draft Resolution and Conditions of Approval
- Exhibit A: Vicinity/Zoning Map
- Exhibit B: Sign Program Description
- Exhibit C: Photographs of the Existing Building

Case Planner: Valerie Darbouze, Associate Planner