



DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

DATE: December 16, 2010

APPLICANT: Melissa Farwell for Raw Inspiration, Inc.
23501 Park Sorrento Drive, Suite 105
Calabasas, CA 91302

TO: Planning Commission

CASE NO.: 10-SP-057

LOCATION: 28914 Roadside Drive (Whizin Market Square)
(Assessor's Parcel No. 2061-007-047)

REQUEST: Request for approval of a Sign Program for a certified farmers' market.

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

RECOMMENDATION: Staff recommends the Planning Commission adopt a motion to approve Sign Permit Case No. 10-SP-057, subject to conditions, based on the findings of the attached draft Resolution.

ZONING DESIGNATION: Specific Plan

GENERAL PLAN DESIGNATION: Planned Development District

I. PROJECT BACKGROUND AND DESCRIPTION

On October 7, 2010, the Planning Commission considered Melissa Farwell, from Raw Inspiration, Inc.'s request for a Conditional Use Permit to operate a certified farmers' market on Tuesdays from 3:00 p.m. to 8:00 p.m. in the Whizin Market Square. The property is within the Agoura Village Specific Plan area which allows farmers markets.

On a 5-0 vote, the Conditional Use Permit (Case No. 10-CUP-006) was approved with conditions. One of the conditions required the applicant to submit a Sign Plan to the Planning Commission. Specifically, the applicant was required to comply with the following condition:

“The applicant shall submit information (proposed location, size and materials) of all temporary signs to the Planning and Community Development Department, a minimum of two weeks prior to the start of the first event. Temporary signs shall be subject to review and approval with a Sign Permit by the Planning Commission.”

Pursuant to the above condition of the Conditional Use Permit, the applicant is requesting the Planning Commission consider a sign permit for the duration of the use.

II. STAFF ANALYSIS

The applicant is requesting to have two 10' x 5' (50 square foot) banners that have a burgundy background and white lettering. As shown on the exhibits, one banner is proposed to be affixed to the handrail along the driveway perpendicular to Roadside Drive, and one banner is proposed to be affixed to the building façade facing Agoura Road also near the driveway. Since the farmers' market can be accessed from both Agoura Road and from Roadside Drive, the applicant desires to use the exposure on the north and south sides of the shopping center.

Additionally, a smaller banner is proposed to be attached to three light poles located in the parking lot of the shopping center. These banners would be displayed for as long as the market is in operation. In regards to the larger banners, staff recommends that the applicant be allowed to display them on a continuous basis for a period of 30 days after the day of the Sign Permit approval, and thereafter, only on Tuesdays when the market is open. The banners would be removed at the end of the day, on Tuesdays.

The Planning Commission is aware of the property owner's step, in the near future, to implement a new sign program for the shopping center. The sign program would include a new monument sign where one of the banners is proposed (on Roadside Drive). If and when the monument sign is built, the banner would be attached to it instead of the railing. The other banners would not interfere with the rest of the proposed signage.

The Zoning Ordinance is silent on sign standards for temporary uses with the exception of specific uses such as real estate, open house, and garage sales signs. As such, the number, location, type, size, and duration of the proposed temporary signs are at the discretion of the Planning Commission. While the proposed 50 square-foot banner exceeds the 20 square-foot banner allowed by the Code for a tenant occupancy banner, and 30 square-foot temporary retail tenant banner allowed by the City Council it is smaller than the temporary sign that was approved for the farmers' market at the Agoura City Mall and serves as community information.

In addition, small A-Frame directional signs would be located in the interior of the parking lot. Details of these directional signs are subject to review and approval by the Director of Planning and Community Development.

III. RECOMMENDATION

If it is the Planning Commission decision to approve Sign Program, Case No. 10-SP-057, staff recommends that the 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
- Exhibit C: Photographs

CASE PLANNER: Valerie Darbouze, Associate Planner

DRAFT RESOLUTION NO. ____

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF AGOURA HILLS
APPROVING SIGN PERMIT CASE NO. 10-SP-057

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

Section I. An application was duly filed by Raw Inspiration, Inc., with respect to the real property located at 28914 Roadside Drive, (Assessor's Parcel No. 2061-007-047) requesting an approval of a Sign Permit (Case No. 10-SP-057) regarding temporary signage for an approved certified farmers' market. The review and approval of a Sign Permit by the Planning Commission was a condition of approval of Conditional Use Permit – Case No. 10-CUP-006. A public meeting was duly held on December 16, 2010 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 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. Pursuant to Sections 9655.5.D and 9655.6.E. of the Agoura Hills Zoning Ordinance, the Planning Commission finds that:

1. The proposed signs, as conditioned, are consistent with the goals, policies, and objectives of the General Plan in that the sign will maintain an aesthetically pleasing city by providing sufficient separation between signs.

2. The proposed visual elements of the signs, as conditioned, are simple and equally legible from the street and the freeway. The proportions of the signs were selected for the area the sign is affixed to.

3. 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 proposed signs are displayed and located in a manner so as not to distract from the other signs in the shopping Center. The banners are not illuminated and will not conflict with the existing signage.

4. The proposed temporary sign program, as conditioned, will comply with each of the applicable provisions of this Zoning Ordinance. The signs will be located within private property and will allow for visual clearance for motorists and pedestrians.

5. The signs are consistent with the City's Adopted Sign Design Guidelines and will not distract from the shopping center's design. The signs are intended to be as information to the community of the activities on a specific day and the larger banners will not be displayed permanently. The proposed square footage is in keeping with the proportions of the building facade. The smaller banners on the parking lot light fixtures provide visual interest in the parking and help create a festive atmosphere, in addition to providing community information.

Section IV. In accordance with the California Environmental Quality Act, the City finds the project to be exempt under Section 15311(a); based on the scope of the project, the addition of on-premise signs does not require additional environmental review.

Section V. Based on the aforementioned findings, the Planning Commission hereby approves Sign Permit Case No. 10-SP-057, subject to the attached conditions, with respect to the property described in Section I hereof.

PASSED, APPROVED, and ADOPTED this 16th day of December 2010, by the following vote to wit:

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

Steve Rishoff, Chairperson

Mike Kamino, Secretary

CONDITIONS OF APPROVAL
(Case No. 10-SP-057)

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. 10-SP-057 will expire. A written request for a one (1) year extension may be considered prior to the expiration date.

SPECIAL CONDITIONS

7. All on-site directional signs shall be subject to review and approval by the Director of Planning and Community Development. No sign shall be located in the public right-of-way.
8. The two 50 square foot banners for the farmers' market shall be allowed to be displayed for up to 30 consecutive days starting on December 17, 2010 and on Tuesdays only thereafter when the market is open. The light pole banners can be displayed for as long as the farmers' market is in operation.
9. Changes to the text of the temporary banner may be approved by the Director of Planning and Community Development.

END



Banner Location

WHIZIN MARKET PLACE SITE PLAN
CASE NO. 10-SP-057

Antique stores

The Whizins
Market place

3 Light Poles
Banners

Banner Location

Roadside Drive



PROPOSED TEMPORARY BANNER
FOR THE FARMERS' MARKET
CASE NO. 10-SP-057

5' ↑

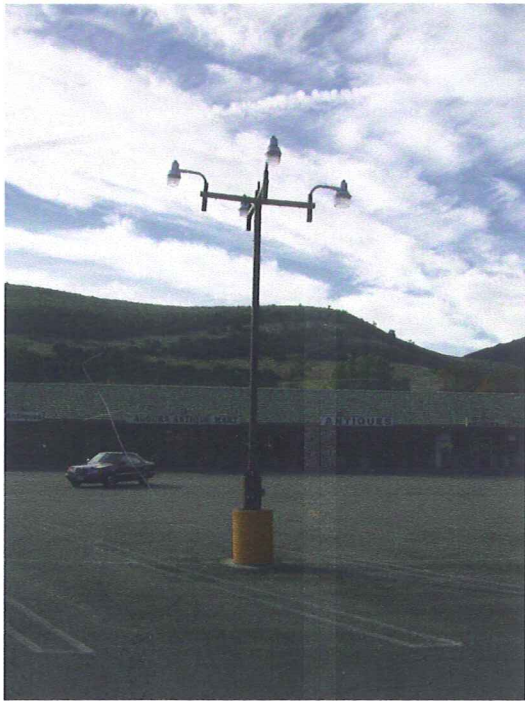
**THE WHIZIN'S
FARMERS MARKET
IS BACK!**

**STARTS DEC 7
EVERY TUESDAY
3-8 PM RAIN OR SHINE!**



← 10' →

↓



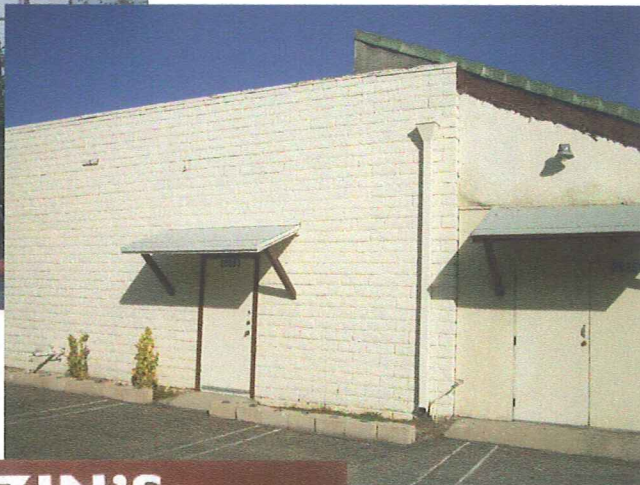
**FARMERS
MARKET
TUESDAYS
EVERY
TUESDAY**
**3 PM TO 8 PM
RAIN OR SHINE!**



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**FARMERS' MARKET
TEMPORARY
SIGN PROGRAM
CASE NO. 10-SP-057**



**THE WHIZIN'S
FARMERS MARKET
IS BACK!**
**STARTS DEC 7
EVERY TUESDAY
3-8 PM RAIN OR SHINE!**