

REPORT TO CITY COUNCIL

DATE: APRIL 13, 2011

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: MIKE KAMINO, DIRECTOR OF PLANNING AND COMMUNITY DEVELOPMENT

SUBJECT: PRE-SCREEN REVIEW OF FREEWAY CORRIDOR BUSINESS ENHANCEMENT MEASURES (CASE NO. 11-PSR-002)

Staff is requesting direction from the City Council on whether to proceed with a proposed Ordinance amendment to address enhancement measures for retail business located within the freeway corridor. The purpose of the pre-screen review is to receive non-binding comments and direction from the City Council. This is consistent with the City's policy of conducting pre-screen reviews of requests that may require legislative changes.

Last year a group of freeway-oriented businesses had expressed their desire to the Land Use / Economic Development Committee (LU/EDC) and Business Task Force to review possible changes to the Sign Ordinance to allow for greater visibility of freeway-oriented business signage. At the request of the LU/EDC, staff discussed the matter with the Business Task Force, who cited examples of poor visibility of particular retail businesses within the freeway corridor and supported changes that would enhance the exposure of retail business with freeway frontage.

Staff would note that one of the policies of the updated General Plan is to "accommodate the development of commercial centers within the freeway corridor to provide a strong fiscal base for the City [and to] facilitate the development of vacant and underutilized freeway parcels with commercial uses that capitalize on their freeway access and visibility in an aesthetically pleasing manner." Toward that end, staff sought input from the Land Use/Economic Development Committee on March 8, 2011, regarding possible zoning ordinance amendments to address the enhancement of freeway oriented businesses, prior to scheduling a Pre-Screen Review for the City Council's discussion.

I. BACKGROUND

Most retail businesses and commercial centers within the freeway corridor are located between Kanan Road and Chesebro Road. The two issues of focus of the Business Task Force were greater visibility of retail business signage and fewer landscape obstructions that may block visibility of commercial signage. For the City Council's reference, the following commercial business sign standards and landscaping standards are allowed or required in all commercial zones:

Tenant Signs

The allowable sizes of the signs are based on the linear frontage of the tenant space; at a one-to-one ratio. An example would be that a business with 30-foot wide tenant space would be allowed a maximum 30-square-foot wall sign. Thus, tenants with more store frontage are allowed larger signs. This requirement is based on the premise that the tenant sign should be in proportion with the width of the tenant store front. The maximum allowable size of a retail sign is 50 square feet.

Single tenant buildings are also subject to the same one-to-one ratio, but are allowed a maximum 50-square-foot wall sign to identify the name of the business or the office complex. That sign can be increased to 70 square feet if the building is located more than 100 feet from the street.

Tenant spaces that have secondary street frontage are allowed a second sign up to 25 square feet in size. Also, a business with a secondary side public entrance may have a 10-square-foot secondary sign.

Temporary Retail Banners

The City Council allowed, through July 14, 2011, retail, restaurant, and hotel businesses to display one temporary banner, not to exceed thirty (30) square feet in size, up to four (4) times during a 12-month period, at the discretion of the business owner. The banner can be displayed for a maximum of up to ten (10) days per event, with no limit on consecutive days/events. The banner is required to be placed on the building serving the business. Alternate locations for placement of the banner may be approved by the Planning Director where visibility of the banner on the building is negatively impacted.

Monument Signs and Directory Signs

One, 6-foot high, 48-square-foot monument sign or business directory monument sign is allowed per street frontage for commercial complexes, or single tenant buildings.

Illumination

Wall-mounted signs and monument signs may be internally illuminated or externally illuminated.

Sign Programs

The Sign Ordinance requires the Planning Commission's review and approval of a Sign Program for all commercial and office buildings, in order to ensure the signs are located and designed in a manner that is architecturally compatible to the buildings they serve. The Sign Programs are proposed by the property owners and specify the allowable sign style, sizes, locations, materials, colors, and illumination methods for each tenant sign. A sample of Sign Program for the Agoura Design Center on Canwood Street is attached for reference.

Freeway-Oriented Signs

For commercial and business park buildings that back or side upon the freeway, a secondary 25 square foot illuminated sign facing the freeway may be considered by the Planning Commission, subject to approval of a Sign Program. Examples include properties located between Canwood Street and the freeway, and between Agoura Road and the freeway. The freeway-oriented sign may be increased to 50 square feet in lieu of the primary building sign.

Old Agoura Sign Criteria

Commercial properties in the Old Agoura Design Overlay zone, which is generally located between Lewis Road and Palo Comado Canyon Road on both the north and south sides of the freeway, are subject to more restrictive sign criteria. Signs within this zone are required to conform to the following standards:

- A. No sign, including monument signs, shall be internally illuminated. Halo-illuminated walls signs may be considered.
- B. Signs are to be made of wood, stone, or materials that mimic wood or stone, or non-reflective or patinated metals that enhance the rural appearance of the neighborhood. Other sign materials may be considered as part of a Sign Program.
- C. Illuminated signs shall be turned off at 9:30 p.m., or the close of business, whichever occurs last.

Sign Guidelines

In addition to the above standards in the Sign Ordinance, the City Council adopted Sign Guidelines concurrently with the Sign Ordinance in December of 2006. These guidelines provide guidance on colors, materials, copy and letter style, illumination, and placement of signs.

Landscaping

Commercially zoned properties (CS and CRS land use districts) require a minimum of 10-15% of the property to be landscaped. The Business Park zones have a minimum requirement of 20% landscaping. In addition, 15% of the commercial parking lot areas are required to be landscaped. In a Pre-Screen Review, the City Council gave direction to staff to proceed in preparing a draft ordinance to allow for a reduction in the 50% commercial parking lot minimum tree canopy coverage requirement if certain hardscape and pedestrian amenities are provided. The ordinance was supported by the Planning Commission and is pending review by the City Council.

II. OPTIONS

Staff presented eight options to the LU/EDC for their consideration in supporting the application of the different sign criteria, and possibly landscape criteria, for retail businesses and/or centers which have exposure to the freeway. To assist staff in establishing a framework for a draft Ordinance amendment, the following options are provided for the City Council's consideration, and are categorized by options for individual business tenant signs, retail center signs, and other

miscellaneous categories. The comments provided by the LU/EDC are included with each option.

A. Business Tenant Sign Options

1. **Allow for larger sized individual business signs.** The City Council could consider changing the current one-to-one sign area to storefront ratio requirement. Examples include increasing the one-to-one ratio or changing to some other criteria, such as size of tenant space. This will increase the exposure of the signs, but may result in signs that are not proportional to the tenant storefront or to the original building design. Such changes to existing sign programs will require property owner approval and, in certain instances, may impact the architectural qualities of the buildings the signs serve.

The LU/EDC expressed concern with larger signs potentially being out of proportion with the existing architectural design of the buildings and questioned whether larger signs would make a visual difference if several businesses also displayed larger signs. The LU/EDC did not support changing the size of the individual business signs. Instead, the property owners can amend their sign programs so that sign visibility is more effective (see “2” below), or make their own requests for larger signs as part of a new sign program (through a Variance or Modification), if desired. This could include applications by freeway-traveler serving businesses (such as gas stations, hotels, and freestanding restaurants) that rely on effective visibility for identification from the freeway. Staff would also note that in 2006, as part of the comprehensive Sign Ordinance amendments, the City Council amended the Sign Ordinance to allow increases in sign entitlement of size and height of up to 30% be reviewed through a Modification process, rather than a Variance, with findings for Modification approval based on design issues such as sign proportionality, rather than on property hardship in a Variance.

2. **Change criteria for sign program amendments.** Sign programs for retail centers are subject to Planning Commission approval. From time-to-time, owners have asked for changes to approved sign programs, typically to accommodate tenant signs. Minor changes to the sign programs can be approved by the Planning Director, and major changes are subject to Planning Commission approval. To assist property owners in expediting requests for major sign program amendments, a subcommittee of the Planning Commission can be established to approve modifications to the sign program, rather than review by the full Planning Commission.

The LU/EDC supported the assignment of a subcommittee of the Planning Commission to review and approve modifications to a sign program, rather than requiring review by the full Planning Commission.

3. **Extend the temporary retail banner display allowance.** The temporary banner display allowance for retailers, restaurants, and hotels expires on July 14, 2011. The City Council could consider supporting another extension of the temporary retail banners displays. The City Council can also consider amending the zoning ordinance to define when such banners can be periodically displayed without future annual reviews or re-consideration of the issue by the City Council.

The LU/EDC recommended the City Council consider whether to extend the temporary retail banner display allowance for individual businesses only after staff has prepared a quantitative analysis on the effects of the existing temporary allowance, which expires in July, 2011.

B. Retail Center Sign Options

1. **Allow for more retail centers to display the name of the centers (reference freeway-oriented sign criteria on page 3 of this report).** Shopping centers that backup to, or side onto, the freeway right-of-way are currently allowed freeway-oriented signs. Centers that face a frontage road such as Roadside Drive or Canwood Street are not entitled to additional signage intended for freeway exposure. The City Council may wish to consider the names of the center being more prominently displayed on the buildings.

The LU/EDC did not support this option at this time. Although the Committee said they may consider supporting this option in certain instances, they recommended staff first survey other Cities on their allowances of such freeway-oriented sign displays for shopping centers.

2. **Allow for larger monument signs and directory signs (on private property).** The Business Task Force specifically mentioned allowing for larger, freestanding monument signs that would be above the current limitation of six feet in height, which is intended to serve motorists on the frontage street. Monument signs intended to be visible from the freeway would need to be higher for change in elevation and freeway landscaping and fencing obstructions. The Sign Ordinance currently allows the Planning Commission to consider modifications to the size, height, number, and location of monument signs and directory signs if the property owner enters into a maintenance agreement to ensure, among other things, that proper tree trimming methods are utilized.

The LU/EDC stated they may support larger monument signs (not directory signs), provided they display only the center name for larger retail centers, but recommended staff first survey other Cities on their allowances and effectiveness of such larger signs.

C. Other Sign Options

1. **Relax Old Agoura Design Overlay sign requirements.** The commercially zoned properties within the Old Agoura Design Overlay district include those located on the north side of the freeway between Derry Avenue and Chesebro Road, and on the south side of the freeway between Lewis Road and Chesebro Road. The Agoura Hills Design Center, Reed's Furniture, and Lazy Boy on Canwood Street are all within the Old Agoura Design Overlay. Allowing illuminated signs, and for longer hours, will assist in exposing the businesses to the freeway, but may conflict with the semi-rural character of the adjacent residential neighborhoods.

The LU/EDC did not support relaxing the Old Agoura Design Overlay sign requirements at this time.

2. **Provide City-owned directional signage in the public rights-of-way.** While staff would not recommend allowing for free-standing business monument signs within the public rights-

of-way, the City Council could consider allowing for small directional signage to assist motorists in finding particular retail centers or shopping areas.

The LU/EDC did not support the City providing directional signage in the public rights-of-way.

3. **Allow for a reduction in landscaping within the parking lots and adjacent to buildings for greater exposure of commercial signage.** The City Council will be considering possibly allowing for a reduction in tree canopy coverage in shopping center parking lots. The City Council could also consider reducing the amount of landscape planter area within the parking lots and adjacent to buildings to allow for even greater exposure of the retail business signs from the freeway.

The LU/EDC recommended the City Council wait at least one year before addressing this option, in order to first see the results of the new parking lot tree canopy coverage ordinance, if approved by the City Council.

III. SUMMARY

Based on the options provided above, staff recommends the City Council direct staff to proceed with one of the following options regarding freeway corridor business enhancement measures:

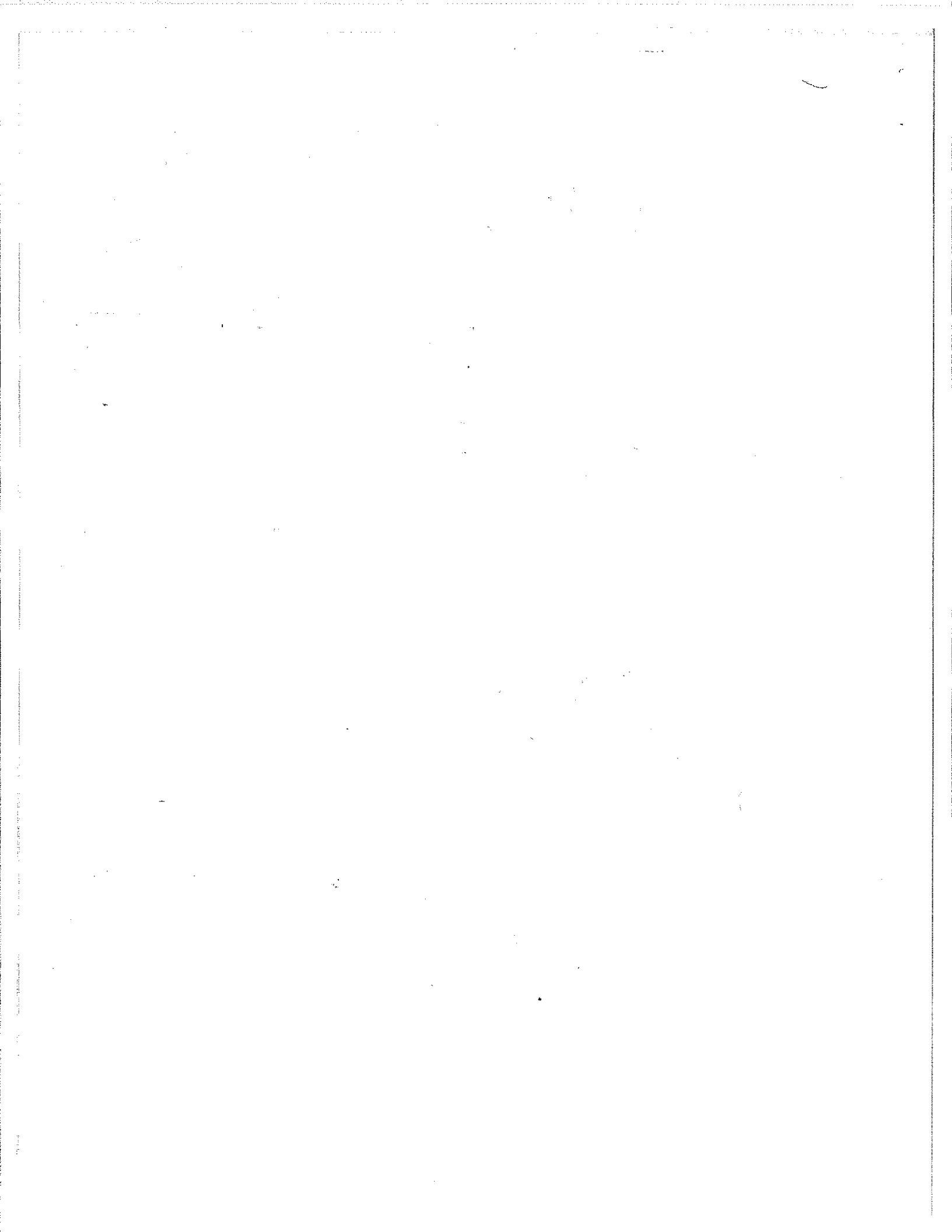
1. Proceed in drafting an ordinance based on the one option supported by the LU/EDC at this time, which is to change the review criteria for sign program amendments (A. Business Tenant Sign - Option No. 2)
2. Proceed in drafting an ordinance that includes options beyond the LU/EDC's recommendations that are desired by a consensus of the City Council.
3. Prior to proceeding in drafting an ordinance, direct staff to survey other Cities to obtain more information requested by the LU/EDC regarding retail center name displays and larger monument signs (B. Retail Center Sign - Options 1 and 2).
4. Take no directive action at this time.

RECOMMENDATION

Staff respectfully requests the City Council provide non-binding comments and direction to proceed with an ordinance to address business enhancement measures for business located within the freeway corridor.

Attachments: Sign Guidelines
Sample Commercial Center Sign Program (Agoura Design Center)

Sign Guidelines



PART 6. - OA OLD AGOURA DESIGN OVERLAY DISTRICT

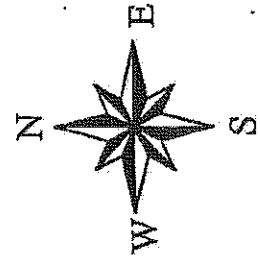
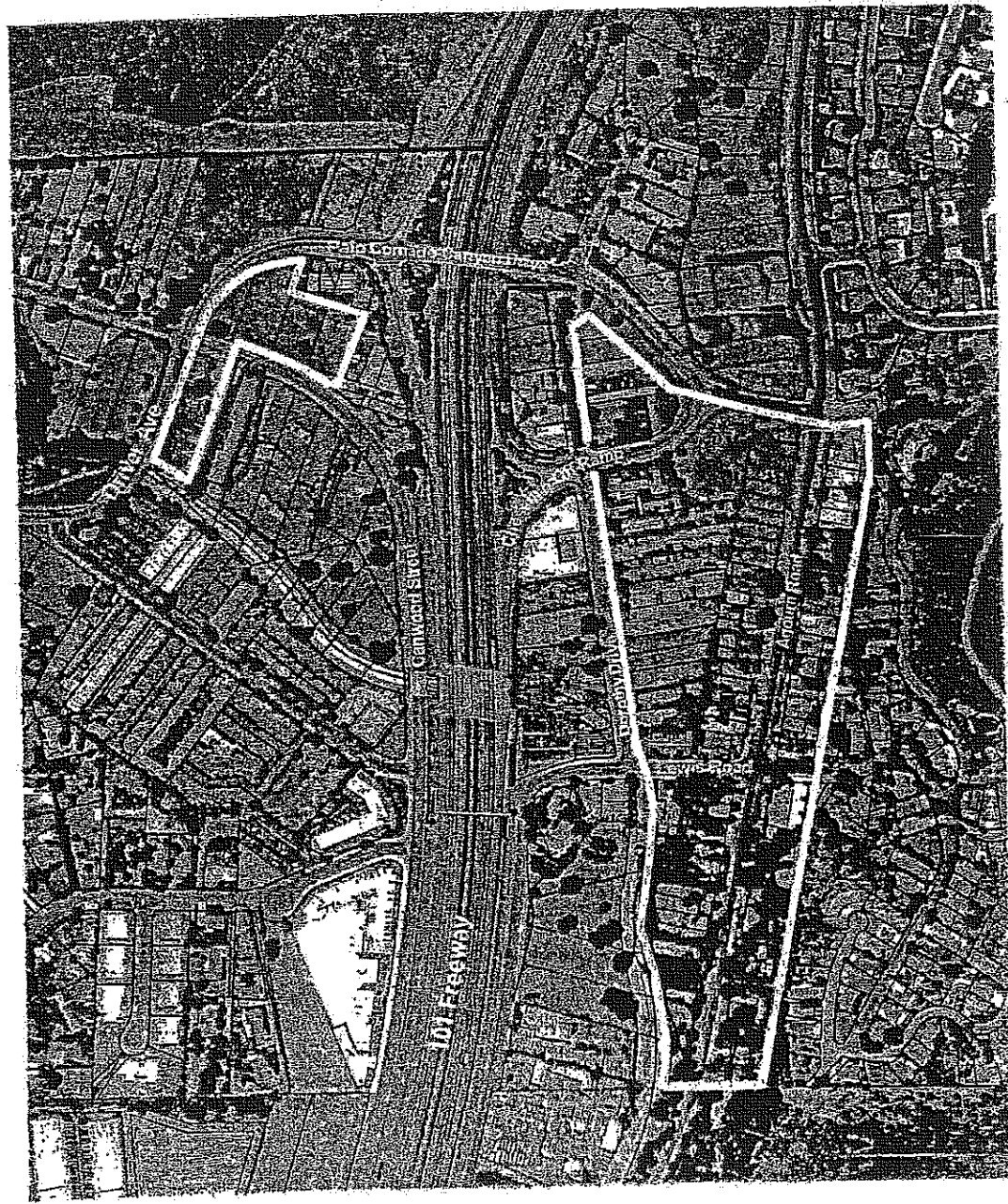
Section 9554. Signs.

All signs shall be as required by Chapter 6, except any sign shall conform to the following criteria:

- A. Monument and/or directory signs are permitted for parcels with businesses whose signs are not visible from the street with a sign permit subject to design review. All other monument signs are permitted subject to a Sign Program. Monument signs may only be externally illuminated.
- B. No sign shall be internally illuminated, however; halo illuminated wall signs are permitted, subject to design review.
- C. Signs shall be made of materials such as wood, stone or materials that mimic wood or stone or non-reflective or patinated metals that enhance the rural appearance of the neighborhood. Other sign materials may be considered as part of a Sign Program.
- D. Signs located in the geographic area shown on the following exhibit shall be turned off at close of business or 9:30 p.m., whichever occurs last. In addition, this provision shall apply to signs oriented towards Dorothy Road on parcels located on the north side of Dorothy Road between Lewis Road and Palo Comado Canyon Road.

***Insert exhibit showing sign lighting boundaries (See Exhibit A). ***

Old Agoura Sign Lighting District



0.4 Miles

0.2

0

0.2

EXHIBIT A

Sign Design Guidelines

Purpose and Intent

The following guidelines should be considered in the design of all signs within the City. These guidelines are intended to provide guidance in the way signs are designed, constructed, and placed in order to further implement the purposes of Division 5. (Sign Regulations) of the Zoning Ordinance.

These sign design guidelines are intended to promote the highest level of sign design quality and creativity, while in keeping with the overall character of the community of Agoura Hills. The guidelines will assist property owners and business owners in understanding city expectations and reduce time and cost for processing sign approvals.

General Sign Design

- Signs should be integrated with the design of the building. A well-designed building facade or storefront is created by the careful coordination of sign and architectural design, building materials and over-all color scheme.
- The scale of signs should be appropriate for the building on which they are placed and the area in which they are located. The size and shape of a sign should be proportionate with the scale and proportion of the structure.
- The layout and shape of the architectural features of the building should be considered when determining the size and location of a sign.
- New signs proposed for existing buildings shall provide a compatible appearance with the existing signage of other tenants. Signs should attempt to unify the business with its nearest neighboring tenants.
- With multiple signs on a single building, there should be a unifying element (such as size), even where no sign program exists. The design and alignment of signs on multiple use buildings should compliment each other such that a unified appearance is achieved.
- All signs shall complement their surroundings without competing with each other and shall convey their message clearly and legibly.
- New building construction and design shall anticipate signage and, where necessary, a sign program. New building design should provide logical sign areas, allowing flexibility for new users as the building is re-tenanted over time. Designs of building facades and wall exteriors which provide for convenient and attractive replacement of signs are encouraged.

Sign Colors

- Color is one of the most important aspects of visual communication -- it can be used to catch the eye or to communicate ideas or feelings. Colors should be selected to contribute to legibility and design integrity. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection. Too many colors used thoughtlessly can confuse and negate the message of a sign.
- Contrast is an important influence on the legibility of signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night. Light letters on a dark background or dark letters on a light background are most legible.



- The colors and lettering styles should compliment the building façade and harmonize with neighboring businesses.
- A sign program with a multi-color sign palette utilizing a maximum of five (5) colors may be considered for shopping center with one (1) or more major tenants. It must be demonstrated that the multi-color sign program has been carefully planned to avoid glaring, haphazard color selection. The color combination must achieve a harmonious appearance. Unifying elements should be incorporated into the sign program design:
- For projects using a three to five color sign program, back-lighted reverse channel letters are encouraged for the inline tenant signs.
- When using three to five colors, it may be appropriate to use a single type of letter style (font). Letter height and size for inline stores should be consistent throughout the project. Architectural detail, i.e. tile accents, moldings, etc. should be considered around each signage area to provide an element of consistency.
- The shade of a color should be consistent within a project, i.e. the same shade of yellow, blue or red, etc.
- Use of bright colors is strongly discouraged and the use of fluorescent colors is prohibited.

Sign Materials

- The following sign materials are recommended:
 - High-density pre-formed foam – painted or otherwise finished to compliment the building architecture. New materials may be appropriate if properly designed in a manner consistent with these guidelines, and painted or otherwise finished to compliment the architecture.
 - Ceramic tile – painted or sandblasted.
 - Wood – carved or sandblasted.
 - Metal – formed, etched, cast or engraved.
 - Stone – natural stone indigenous to the area.
 - Stucco or stone monument signs with recessed or raised lettering.
- Sign materials should be compatible with the design of the face of the facade where they are placed. The selected materials should contribute to the legibility of the sign.
- Exterior materials, finishes, and colors should be the same or similar to those of the building or structures on site,
- Signs should be professionally designed and constructed using high-quality materials
- Internally lit plastic cabinet or can signs are prohibited.
- Visible raceways and transformers for individual letters are prohibited unless the raceways are architecturally integrated (recessed) into the building wall. Sign installation details shall indicate the location of the transformer and other mechanical equipment.
- No exposed neon is allowed.
- The color of the trim caps shall match the color of the letter face, the cabinet return, or the building wall color.

Sign Copy and Lettering Style

- Signs composed of individual letters are encouraged. Back-lit (halo-lit, or reverse pan channel) letters are generally desirable for logos and wider individual letters.
- Modifications to logos and corporate identifiers may be required to fit attractively into the sign space provided.
- Separate logo/graphic elements consistent with the nature of the product to be advertised, are limited to twenty (20%) percent of the total sign area. The height of the logo/graphic element may differ from the height of the letters in the business name.

- Sign fonts shall be selected to provide both clarity and artistic integrity.
- Use a brief message. The fewer words utilized, the more effective the sign. A sign with a brief, succinct message is simpler and faster to read, looks cleaner and is more attractive.
- Carefully consider the proportion of letter area to overall sign background area. Large letters take up too much sign and they may be harder to read. Large letters are not necessarily more legible than smaller ones. A general rule is that letters should not appear to occupy more than 75% of the sign panel area.

DELICATESSEN

*Letters take up too much
of the sign area*

DELICATESSEN

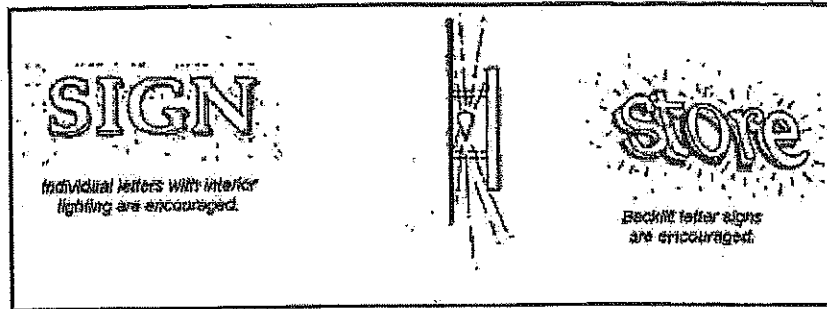
*Letters occupy approx. 75%
of the sign area (max.)*

- A limited number of lettering styles should be employed in sign design to increase legibility. The number of different lettering types should not exceed two for small signs and three for larger signs.
- Upper and lower case letters are easier to read and should be utilized, when using long words.
- Letters and words should not be spaced too close together. Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message.

Sign Illumination

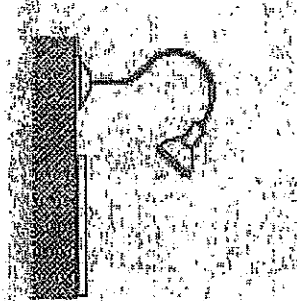
- The illumination of a sign should be carefully considered. Like color, illumination can provide more effective visual communication, or can confuse the message. Imaginative and innovative lighting techniques for signs are encouraged.
- The lighting of signs should be considered as an element in a building's overall lighting design. Both internal and external lighting methods are allowed provided that they are not harsh or unnecessarily bright.

- Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are highly encouraged for lighting purposes. Such signs convey a subtle and attractive appearance and are very legible under moderate ambient lighting conditions.



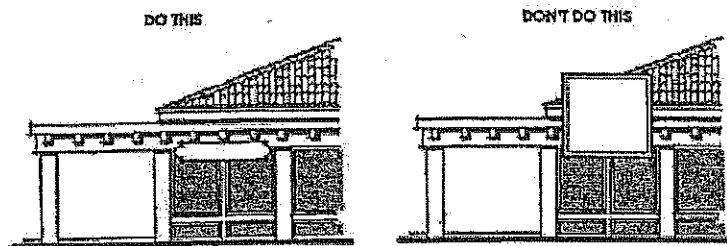
- Light sources for externally lighted signs shall be integrated into the architectural design of the building and/or project, or be concealed.
- Consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. Often, nearby street lights provide ample illumination of a sign after dark.
- Whenever external lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way. Signs should be lighted only to the minimum level required for nighttime readability.
- Signs should not exceed (1) foot candle of projected brightness measured at the nearest property line.
- External lighting shall be completely shielded from view at the nearest property line and shall not project above the structure upon which the sign is placed (i.e. building or monument sign).
- Signs shall be shaded as necessary to avoid casting a bright light upon property located in any residential district or upon any public street or park.
- External lighting should be arranged so that the light source is screened from direct view by passersby, and so that the light is directed against the sign and does not shine into adjacent property or blind motorists and pedestrians.
- Signs that use blinking or flashing lights are not permitted.
- Exposed neon tubing used to illuminate and/or accent a building, and exterior neon window signs are prohibited.

- Projecting light fixtures used for externally illuminated signs should be simple and unobtrusive in appearance and aimed directly at the sign. They should not obscure the graphics of the sign.



Sign Placement

- Place wall signs to establish facade rhythm, scale and proportion where facade rhythm doesn't exist. On buildings that have a monolithic or plain facade, signs can establish or continue appropriate design rhythm, scale, and proportion.
- The architecture of the building often identifies specific locations for signs, and these locations should be used.
- The size of signs shall be in proportion to the size of their location.

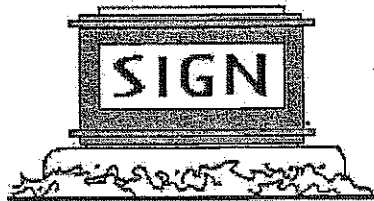


- Place signs to indicate the location of access to a business - Signs should be placed at or near the entrance to a building or site to indicate the most direct access to the business. For multi-tenant buildings, the sign should be centered over the store front.
- Signs should not be located above the fascia on a pitch roof building or on the top of a parapet when no pitch roof is provided.
- Repetitious signage information on the same building frontage shall be avoided, regardless of the sign area square footage allowed in the zoning code.

- The sign shall not project from the surface upon which it is attached more than required for construction purposes and in no case more than twelve inches. Wall Signs are to be mounted flush and fixed securely to a building wall, projecting no more than 12 inches from the face of a building wall, and not extending sideways beyond the building face or above the highest line of the building to which it is attached.
- Wall signs shall be mounted in locations that respect the design integrity of a building, including the arrangement of bays and openings.
- Building wall and fascia signs should be compatible with the predominant visual elements of the building
- Where there is more than one (1) sign; all signs should be complementary to each other in the following ways:
 - Type of construction materials (cabinet, sign copy, supports, etc.)
 - Letter size and style of copy
 - Method used for supporting sign (wall or ground base)
 - Configuration of sign area
 - Shape to total sign and related components
- Internally illuminated cabinet signs are discouraged. Internally illuminated, reverse letter and backlit channel letter signs are encouraged.
- When wall signs are architecturally framed, the frame should create a clearly defined sign area, providing shadow relief and additional wall/surface articulation on the building façade.
- The maximum sign length should not exceed sixty-five (65%) percent of the storefront length, in order to provide clear definition between signs and to avoid a crowded appearance.

Monument signs (Identification, Directory or Address)

Monument signs are intended to provide street frontage project identification and the address for a freestanding building or shopping center or development complex. Monument signs are typically placed perpendicular to approaching vehicular traffic.

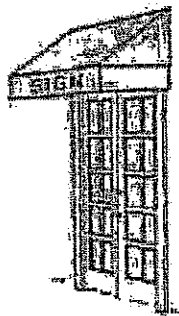


- The sign shall be located a minimum of five (5) feet from any public or private right-of-way and shall comply with city standards for vehicular sight distance at the driveway intersection with the frontage street.
- Monument signs should be sited in a manner that provides optimum visibility to the public.
- The sign shall be a maximum of forty-eight (48) square feet in area. Only one side of a double-faced (back to back) sign shall be included when calculating sign area. Sign area calculations shall not include architectural treatments or support structures.
- The maximum height of a monument sign shall be six (6) feet. Architectural treatments or support structures shall be included in the height measurement.
- The design of a monument sign shall be consistent with the overall scale of the building and shall be constructed with materials that complement the architectural theme and design used on the building(s). Each side, front, back and top of a monument sign shall include breaks. Design elements such as off-sets, curved forms, reveals, etc. are encouraged.
- The use of plastic material as a background is not permitted. The sign background material shall be opaque, which means that any interior light source shall not penetrate the material and illuminate the background but shall be limited to illuminating the sign letters.
- Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. The Director may reduce or waive this requirement if it is determined that the additional landscaping would not contribute significantly to the overall aesthetic character of the project.
- Monument signs should be constructed out of materials that compliment the building architecture and its use.
- Architectural lines which compliment that of the building shall be incorporated, especially with respect to the top of the sign.
- The design of the sign structure and the text should express high quality materials and construction.
- Monument signs should include a 2 ft. high (min) base. The base color(s) and material(s) should be compatible with the architectural theme of the building or building complex.
- The base should be complementary and proportional to the size of the sign.
- Free-standing sign bases shall be made of permanent, durable materials. Stonework similar to City street identification signs is strongly encouraged.

- A minimum of 10% of the sign area of freestanding signs for large multi-story buildings or center developments should be devoted to identification of the center or building by address or name.

Awning and Canopy Signs

Awnings and canopies can be incorporated into shopping centers to add color to the shopping environment and are often more visible from passing automobiles and by pedestrians from the opposite side of the street, especially in circumstances where street trees partially obstruct wall signs.

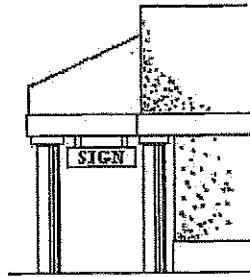


- Awning and canopy signs may be allowed only as an integral part of the awning or canopy to which they are attached or applied.
- Signs may be placed only on awnings that are located on first story building frontages, including those fronting a parking lot or pedestrian way.
- The sign area for awning and canopy signs shall be included within the basic sign entitlement.
- No structural element of an awning or canopy shall be located less than eight feet above finished grade.
- Sign text or logo areas should not occupy more than 30% of the awning panel.
- Awnings and canopies shall not be internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
- Awnings should utilize a solid color and be made of woven fabric (and not vinyl).
- Metal canopies may be appropriate on some buildings if they are compatible in scale and overall design. Canopies should be simple in design and not obscure architectural features.
- Awning and canopy signs shall be regularly cleaned and kept free of dust and visible defects.
- Awnings and canopies must be permanently attached to buildings.

- The minimum height of awnings shall be 8 feet from the lowest point to the sidewalk.
- The color scheme for awning and canopy signs should be compatible and integral to the building architecture.

Under Canopy or Hanging Signs

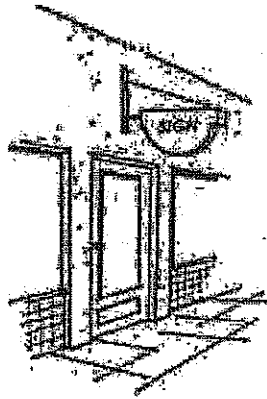
Under canopy or hanging walkway signs may be used for pedestrian oriented business identification, in addition to the standard on building tenant signage.



- The sign shall be placed or hung only on a ground floor facade, near the main entrance of the business, except for businesses located above the ground level with direct exterior pedestrian access.
- The lowest point of an under canopy sign shall be at least eight feet above finished grade.
- Sign supports and brackets shall be compatible with the design and scale of the sign.
- Sign design, materials and color(s) should complement and enhance the building architecture and should be uniform throughout the shopping center.
- Hanging signs, excluding supporting rods, chains or similar hangers, shall fit within an imaginary rectangle with a maximum area of 4 square feet.
- Signs shall be oriented toward the pedestrian and impart a sense of creativity in its design.
- Internal illumination of under canopy or hanging signs is prohibited.

Projecting signs

Projecting signs are allowed only as pedestrian signage and shall be oriented to pedestrians passing on the sidewalk in front of the building. These signs feature simple information or can be uniquely designed with colors and icons to attract attention to the business.



- The sign area shall be included within the basic sign entitlement. Size uniformity should be maintained along street frontages to the greatest extent possible. The text, copy and logo should not exceed 75% of the sign background.
- The height shall not be less than eight feet above the ground level, unless the architectural features of the structure prohibit this height.
- Projecting signs shall be oriented to pedestrians passing on the sidewalk in front of the buildings rather than to automobiles or pedestrians on the far side of the street. This can be achieved by providing a minimum clearance of 12 inches between the building face and sign and maintaining a projection of 36 inches.
- Sign supports and brackets shall be compatible with the design and scale of the sign. Mounting hardware should be an attractive and integral part of the sign design.
- Projecting signs should be carefully designed to reflect the character of each building and business as well as fitting comfortably with other adjacent signage.
- Projecting signs may not be mounted above the second floor window-sill in multi-storied buildings.
- Size uniformity should be maintained along street frontages to the greatest extent possible.
- Internal illumination of projecting signs is prohibited.

Temporary Signs

Temporary Signs can take the form of banners, window graphics, or as cards integrated with a window display. Temporary signs may contain written messages and should use a simple font that is easy to read.

- Temporary signs should be made of durable materials and shall not incorporate fluorescent or intensely bright colors.
- Temporary signs should be carefully designed and constructed, as they reflect on the quality of the business.
- Temporary signs should not interfere with pedestrian circulation.
- Illumination of temporary signs is prohibited.

**CITY OF AGOURA HILLS
SUMMARY OF KEY CHANGES TO SIGN ORDINANCE**

Sign Standards and Sign Design Guidelines - In order to ensure that all signs in the City are of high quality, existing sign standards have been strengthened and new standards have been added to the Code (Refer to Section 9655.5 F. for details). The City has also adopted new Sign Design Guidelines.

Monument and Directory Signs - The old ordinance included the base of a monument sign when calculating allowed sign area. The new ordinance has eliminated this provision and the Sign Design Guidelines encourage the use of stone or rock bases for monument signs. The ordinance prohibits the use of plastic material as background and requires that the interior light source illuminates only the sign letters not the entire panel.

For directory signs, the ordinance has been simplified to remove the restrictive design parameters that are in the existing code. The provisions that required the top panel of the sign to be a minimum height of 18 inches and the address and all other individual business signs panels to be six (6) inches in height have been deleted.

Freeway Facing Signs - The old ordinance allowed commercial complexes and offices that have one side of the building that does not abut a street and exceeds 125 feet in length to have a secondary sign that faces the freeway. This allowance for a secondary sign was often utilized on buildings with a rear or side elevation facing the 101 freeway. Symark and Countrywide are examples of buildings in the City that were granted a freeway facing sign based on this provision.

The new ordinance allows all buildings with a rear or side elevation facing the freeway regardless of the length of the building to have one (1) secondary illuminated freeway facing sign with a Sign Program approved by the Planning Commission. A secondary freeway facing sign can not exceed twenty-five (25) square feet in sign area; however, the secondary sign may be increased up to fifty (50) square feet in lieu of a primary sign. The sign may only advertise the name of the business center or primary tenant. Only one freeway facing sign is allowed for a tenant occupying multiple buildings in a business park or commercial complex.

Sign Colors - The old code allowed a maximum of two (2) colors for all permanent signs and included black and white as colors. The new sign ordinance allows a total of three (3) colors. Further, the code allows shopping centers with a major tenant a total of five (5) different colors through a Sign Program approved by the Planning Commission.

Sign Lighting - The old ordinance that specified that signs could not be illuminated after 11:30 p.m. or close of business, whichever occurred last remains. In addition, a new provision was added that requires signs in a special geographic area in Old Agoura

be turned off at 9:30 p.m. or close of business, whichever occurs last. This special geographic area covers lots generally fronting on Agoura Road, Dorothy Drive and Lewis Road and is considered to be the historic commercial origins of Old Agoura.

Sign Modifications and Tree Canopy Conflicts - In an effort to address the conflict between the City's requirement for 50% shade coverage and the trimming needed to increase views of the business signs, a new provision was added that would allow the Planning Commission to grant modifications to the sign size, height, number and location by more than 30% for monument and directory signs when the property owner enters into a Landscape Maintenance Agreement that will be recorded on the property and which also includes a provision to ensure that proper tree trimming methods are utilized. This provision only applies to existing shopping centers.

Real Estate Signs - All commercial real estate signs are only allowed with a Sign Permit. The allowed size of the sign has been reduced to three (3) feet by three (3) feet, or a total of nine (9) square feet in area and four (4) feet in height if attached to the ground by a pole(s) or other support structure. In addition, all ground mounted signs must be displayed on a permanent sign structure designed consistent with the design of the center or building on which the real estate sign is placed. Wall or window signs shall not exceed two (2) feet by two (2) feet, or a total of four (4) square feet in area.

AGOURA DESIGN CENTER

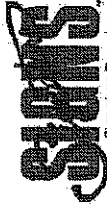
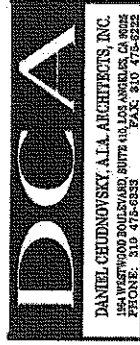
Master Sign Program

(Case # 06-SP-044)

7/17/07



20950 Warner Center Lane
Suite C
Woodland Hills, CA 91364
(818) 884-2203



801 Mitchell Rd. # 102
Newbury Park, CA 91320
(805) 499-3343

Objective:

The purpose of this sign criteria is to establish standards that assure that tenant signage is harmonious, integrates with the architecture and provides coordinated proportional exposure for all tenants. This criteria also describes the responsibilities of the tenants with respect to sign review, approval and installation. All work shall meet or exceed the minimum requirements shown in this document. A diversity of sign types within the parameters of these criteria is encouraged to allow for creative tenant identity. Any non-conforming signs that have been installed will be removed at the tenant's sole expense.

Application Procedure:

The tenant shall submit two copies of the proposed design to the landlord and/or its agent for review. Upon receiving the landlord's stamped approval, the tenant shall then submit 3 copies to the City of Agoura Hills. Drawings shall include scaled elevations of proposed sign at tenant location with dimensions of tenant frontage and length of architectural surface on which the sign is installed. Additionally, a detailed, fully dimensioned shop drawing, showing colors and materials, along with a section of the sign showing illumination source and method of attachment as required by the City of Agoura Hills, shall be included with submittal.

Upon receipt of permits, tenant shall forward copies of permits to landlord prior to installation of signs. All costs associated with the procurement of permits, fabrication and installation of signage are the sole responsibility of the tenant. Finally, any sign contractor working at The Agoura Design Center, must be fully licensed, bonded, and Have a one million dollar liability policy with The Adler Realty Investments, Inc. named as additional insured. Proof of aforementioned shall be forwarded to landlord before commencement of any work on premises.

General Requirements:

The Sign program at The Agoura Design Center calls for individual internally illuminated reverse channel letters as the designated sign format for all primary tenant signage. The use of white LED's shall be required as opposed to neon for the light source for all letters. LED's require fewer and smaller penetrations of the building, are much more energy efficient, and use much smaller transformers which are necessary for installation in the signs on building (3).

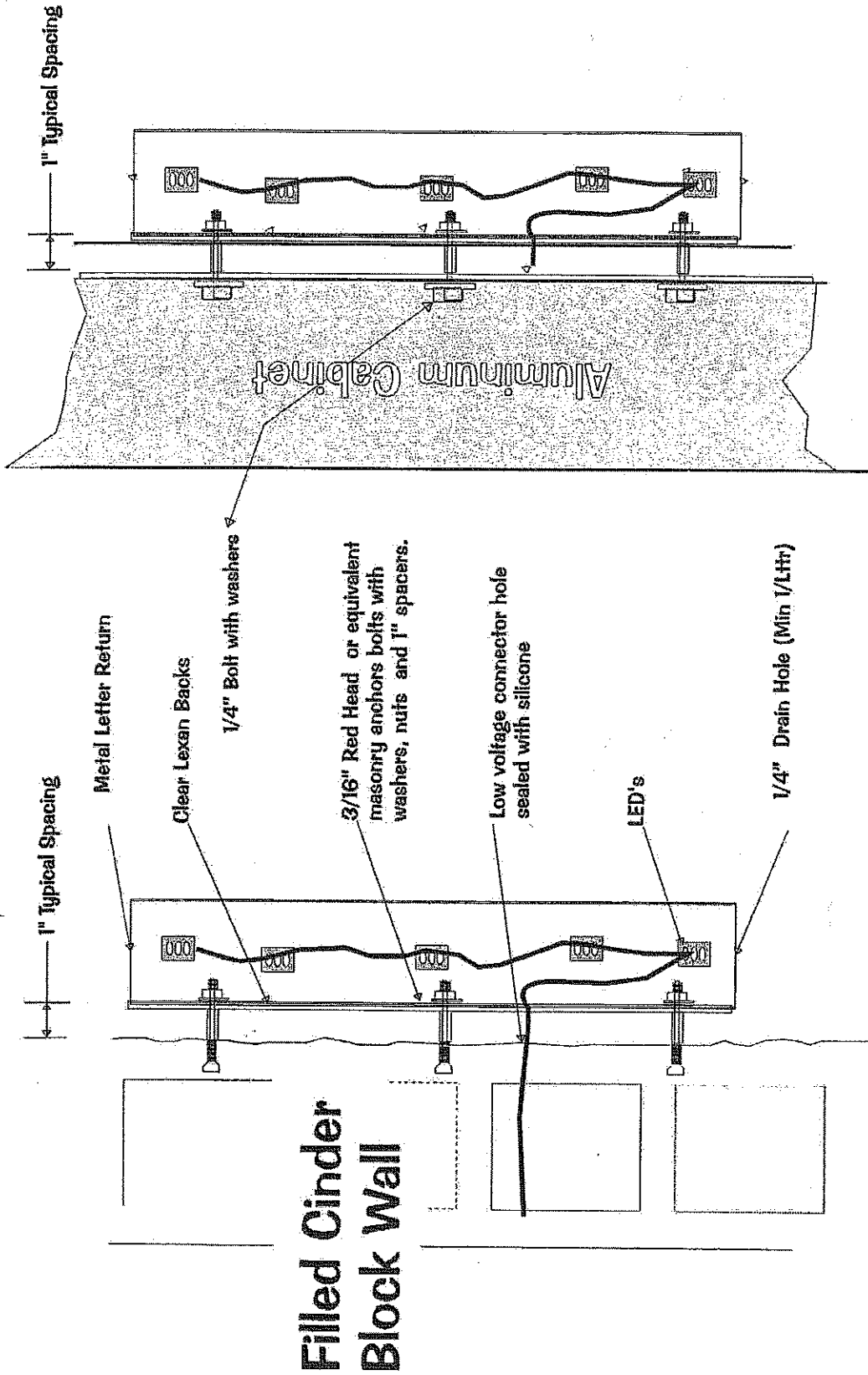
The opaque letters are to be fabricated from aluminum with no visible seams and have clear Lexan backs for halo backlighting. The letters are to be mounted one inch from the surface of the wall as shown in the diagram on page (4).

The letters are to be painted with urethane in one of five (5) satin finishes. The tenants may choose between Blue PMS #287c, Red PMS #187c, Green PMS #5605c, Bronze # PMS 876, or Silver. There is no restriction on colors for the logo or graphical element of the sign, but it is limited to 20% of the sign area as per the municipal code.

Size:

Each tenant will be allowed one sign which may not exceed 1sq ft of sign area per linear foot of store frontage up to 50 sq ft. Additionally, each sign must fit within the prescribed envelope for that location. These locations are depicted on pages 5 through 8. Placement of signs anywhere else is strictly prohibited.

Reverse Channel Letter Attachment Section (Halo Illumination)



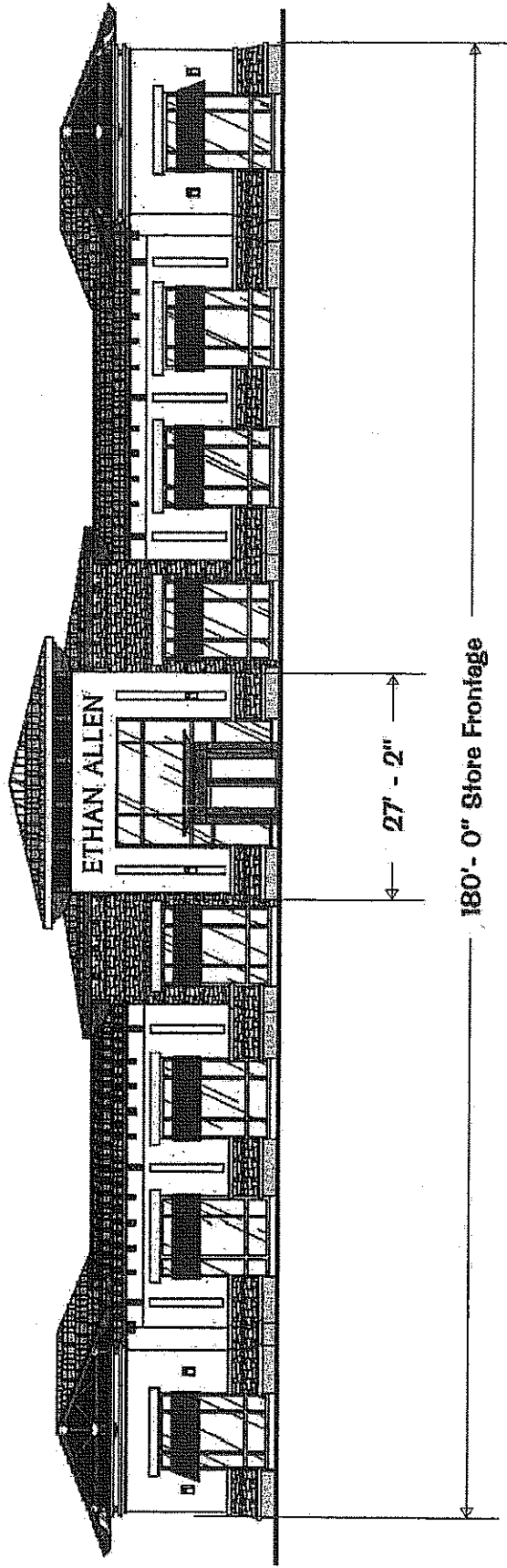
Cabinet Signs

Wall Signs

Bldg 1

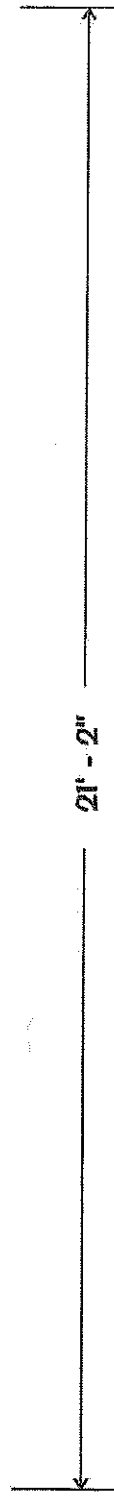
Sign Area: 47.7 sq ft

Scale: 1" = 20'



ETHAN ALLEN

27"



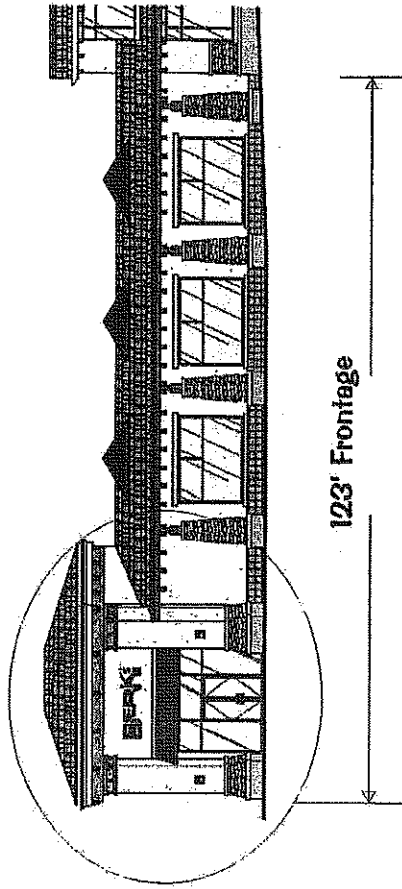
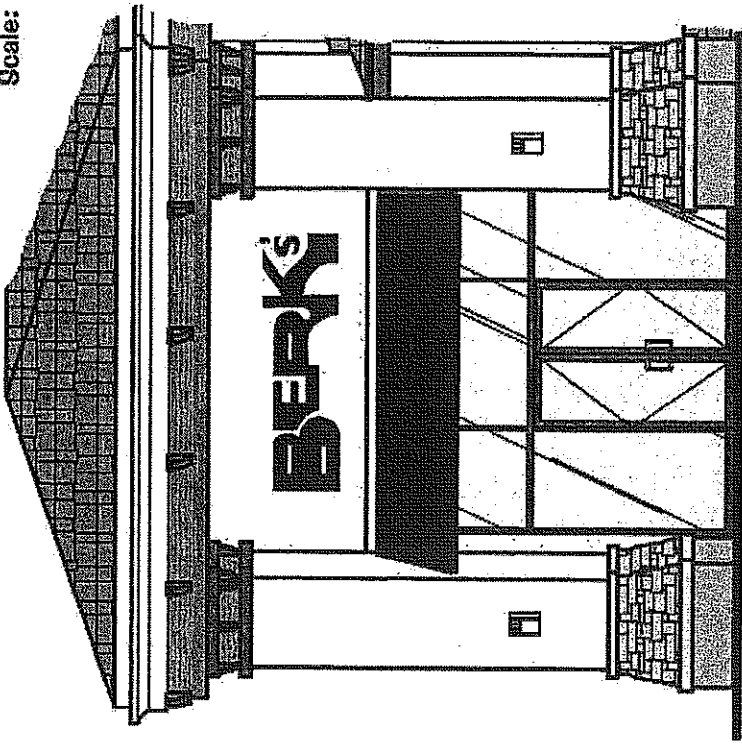
Scale: 3/8" = 1' - 0"



Bldg 2-A

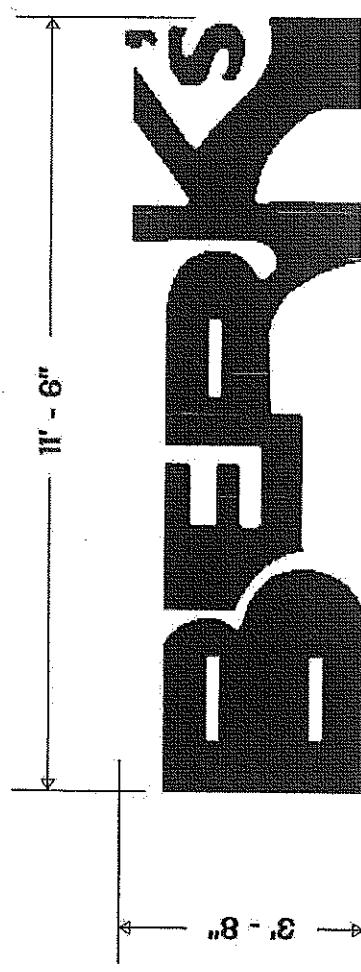
Sign Area: 42 sq ft

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



123' Frontage

16' - 6"

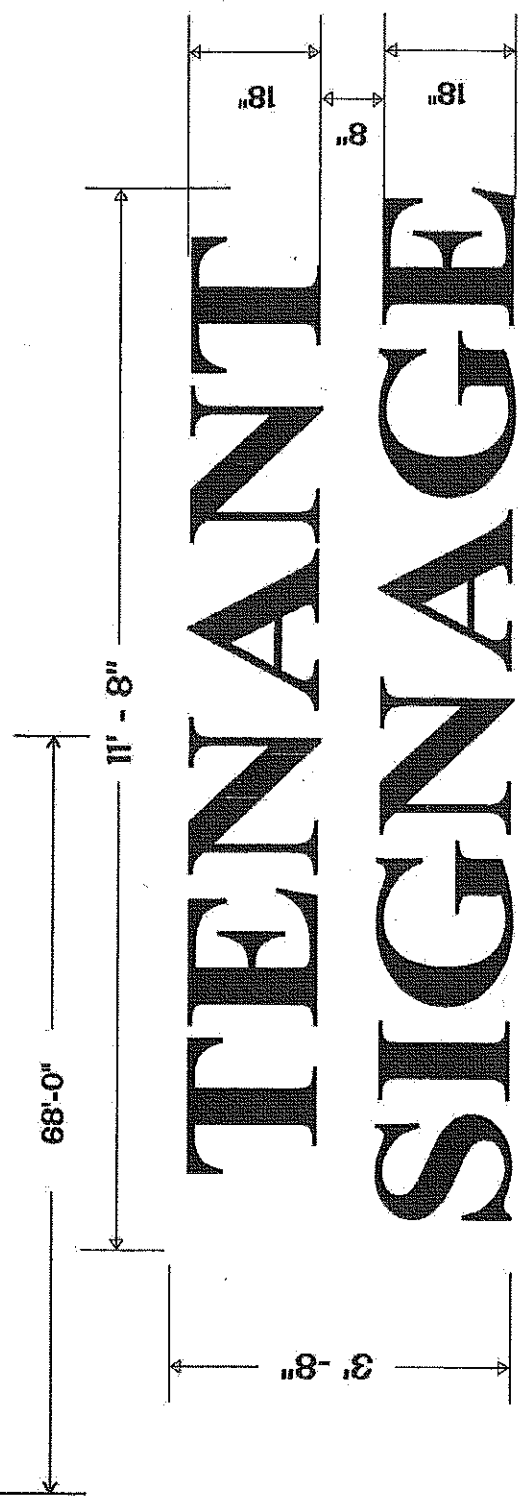
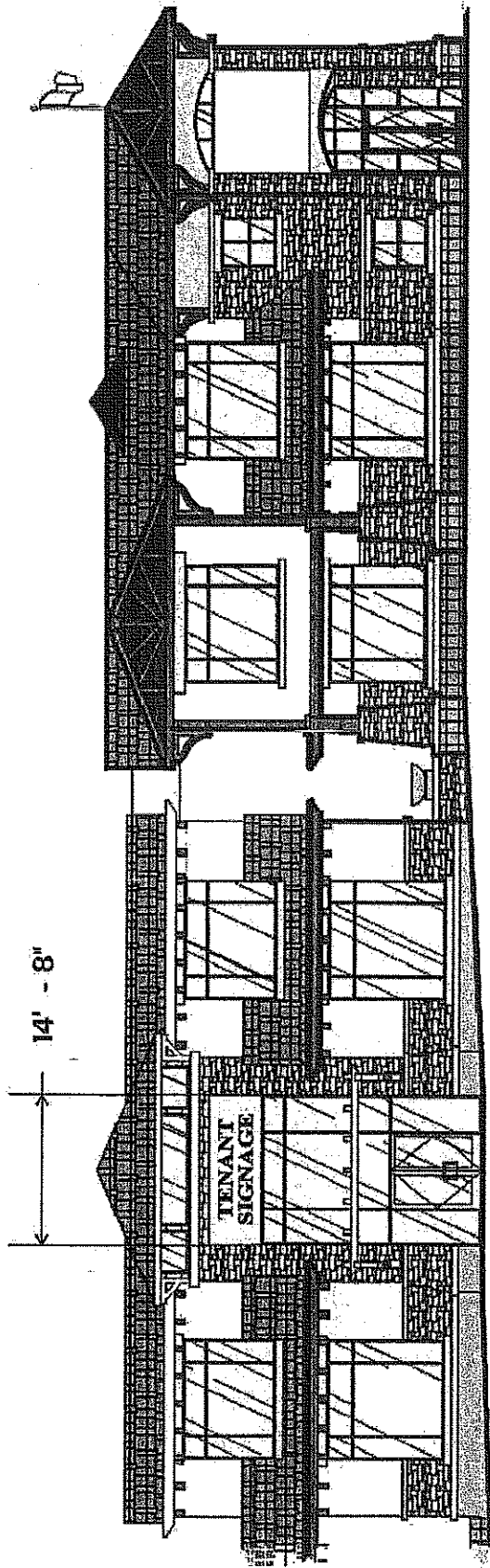


Scale: 3/8" = 1' - 0"



2850 Camwood

Sign Area : 42sq ft (as shown in example)
 subject to change but not to exceed 50 in Sign Area.

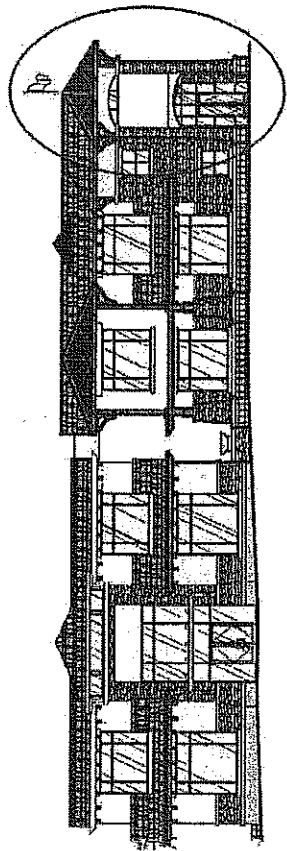


Length x Height = Cannot exceed 50 sq ft

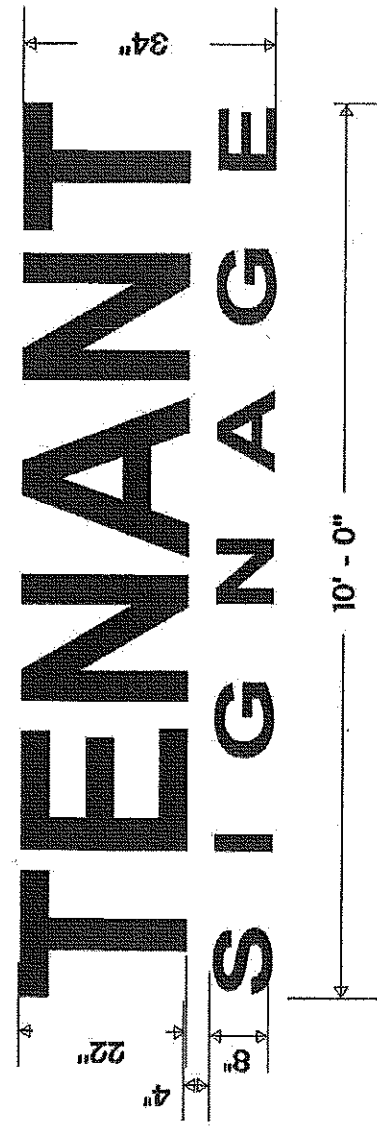
Scale: 1/2" = 1' - 0"

Bldg 2-B

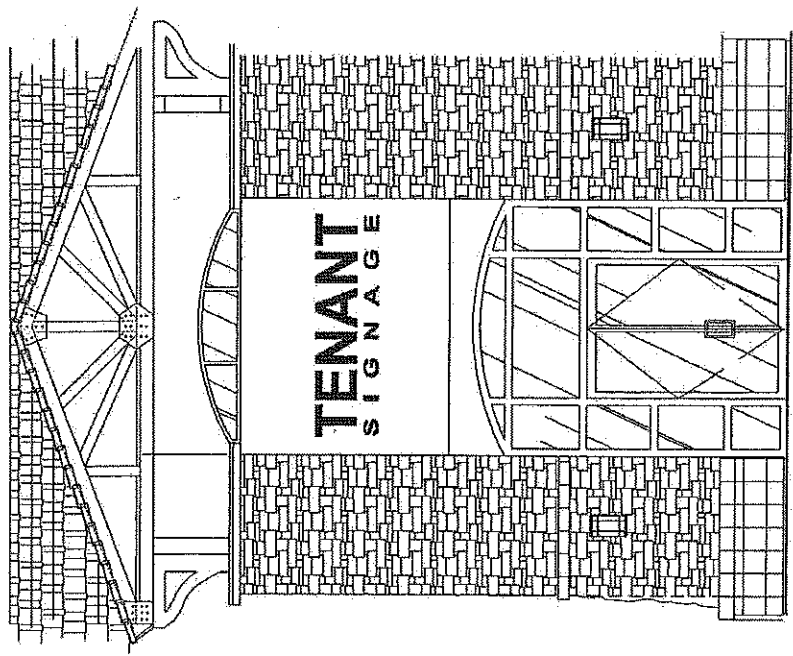
Bldg 2-C



72 - 0"



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



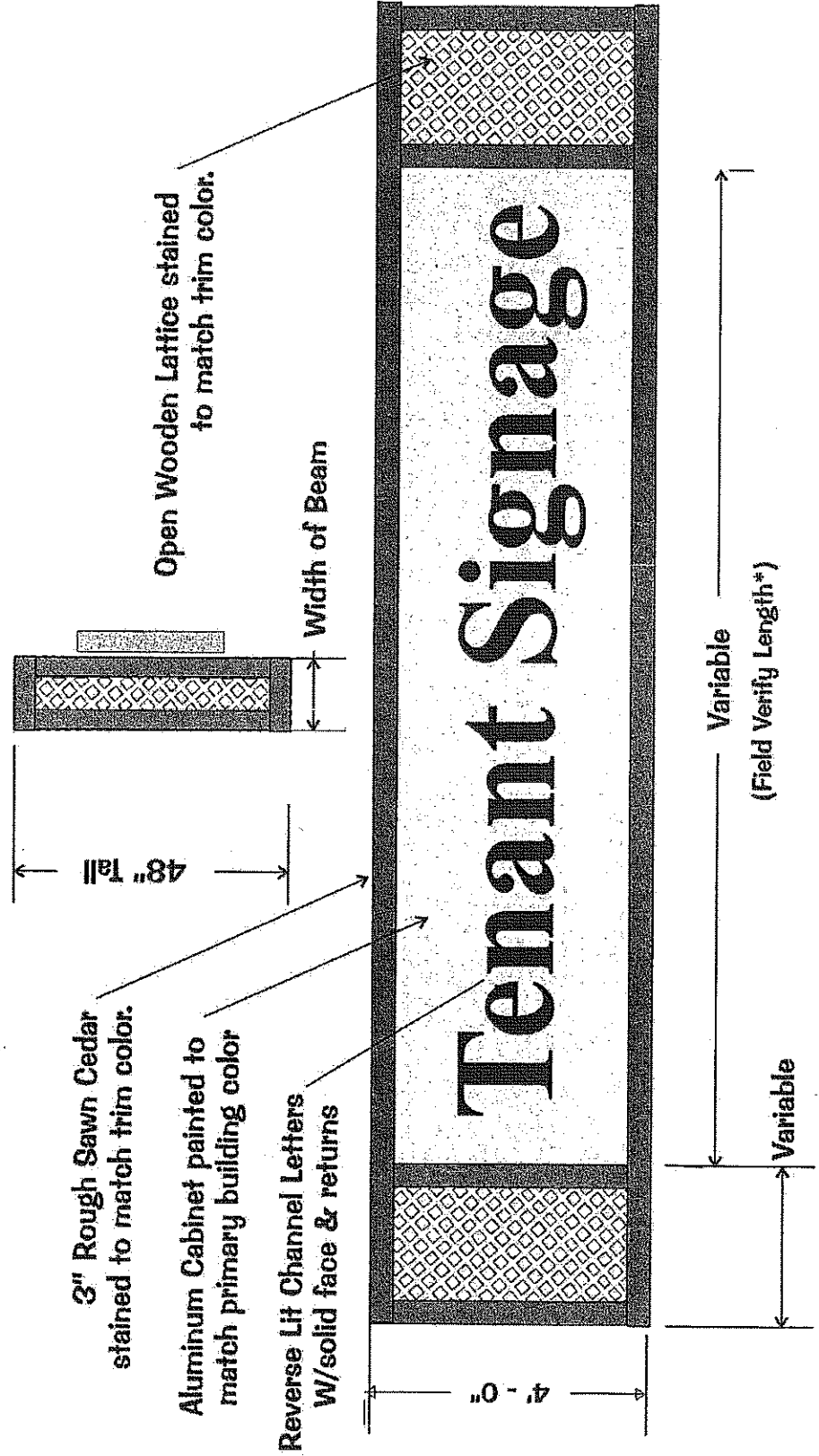
11'-6"

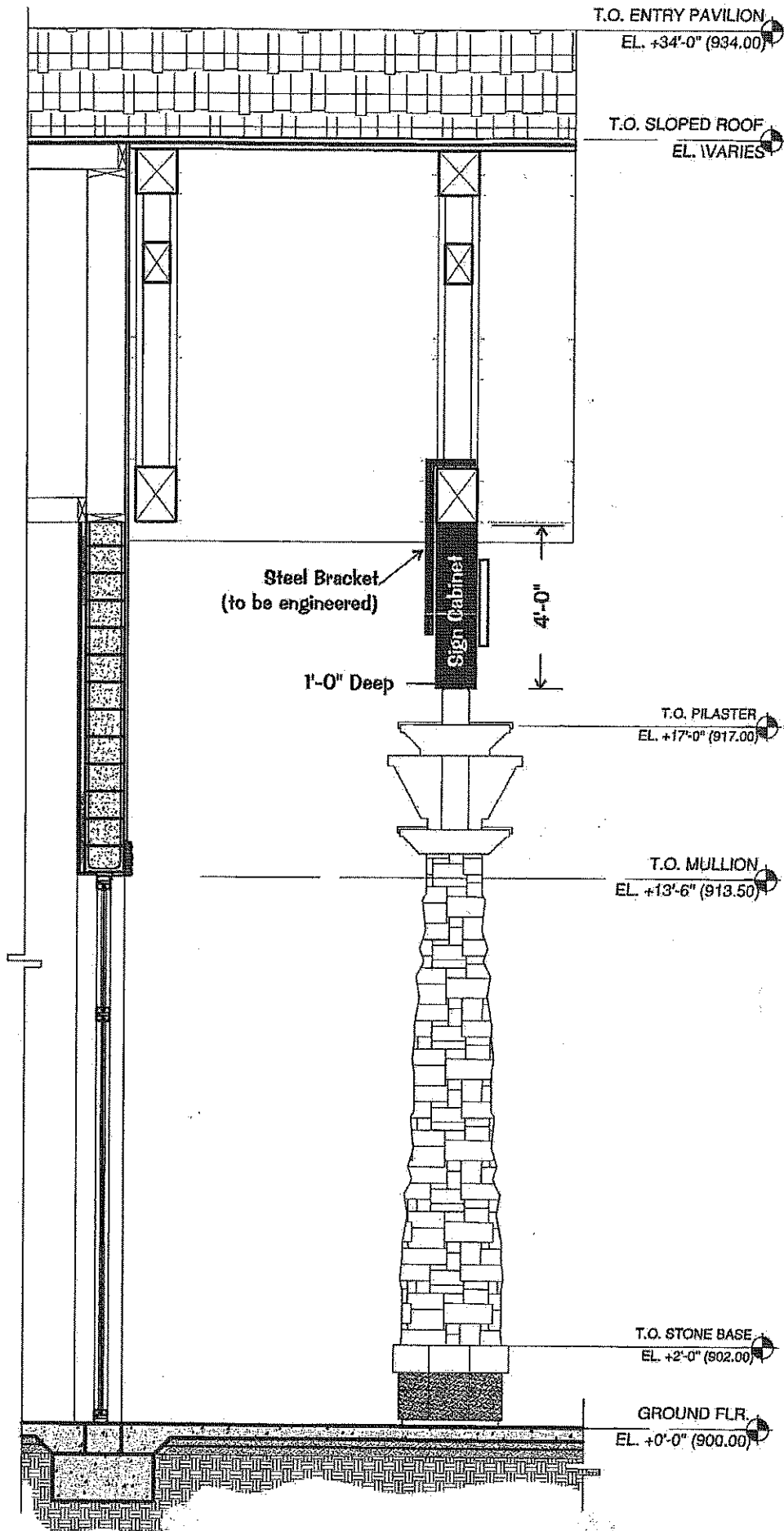
Scale: 1/8" = 1' - 0"

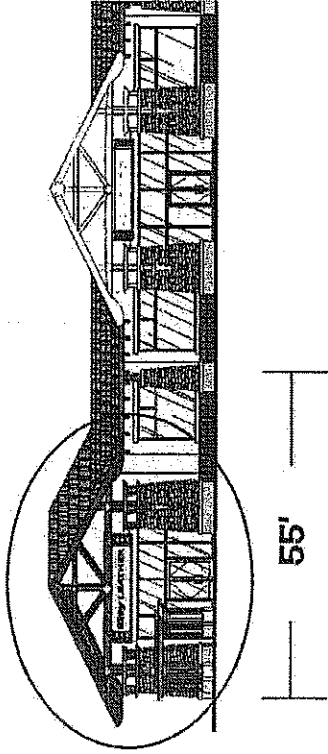
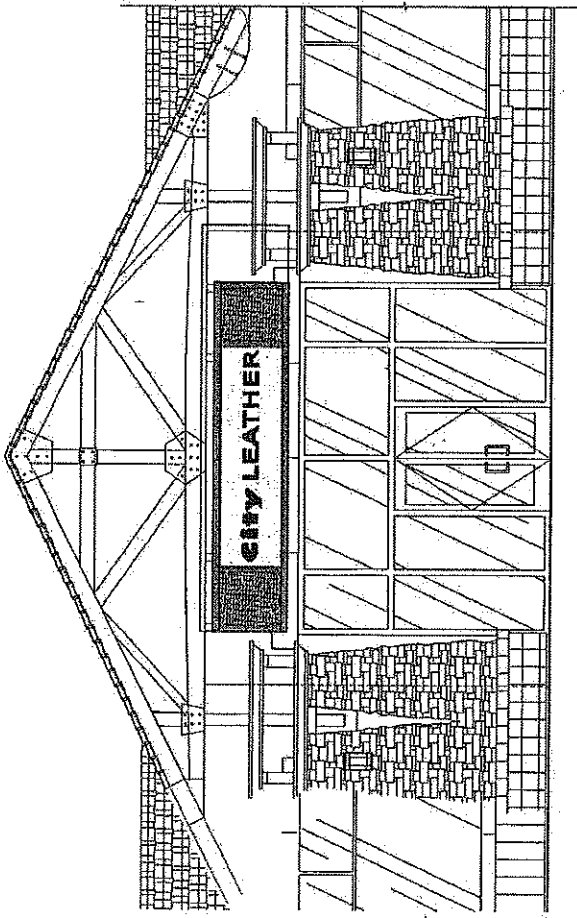
Sign Area: 28.33 sq ft as Shown not to exceed 50 sq ft

Sign Backgrounds for Building 3:

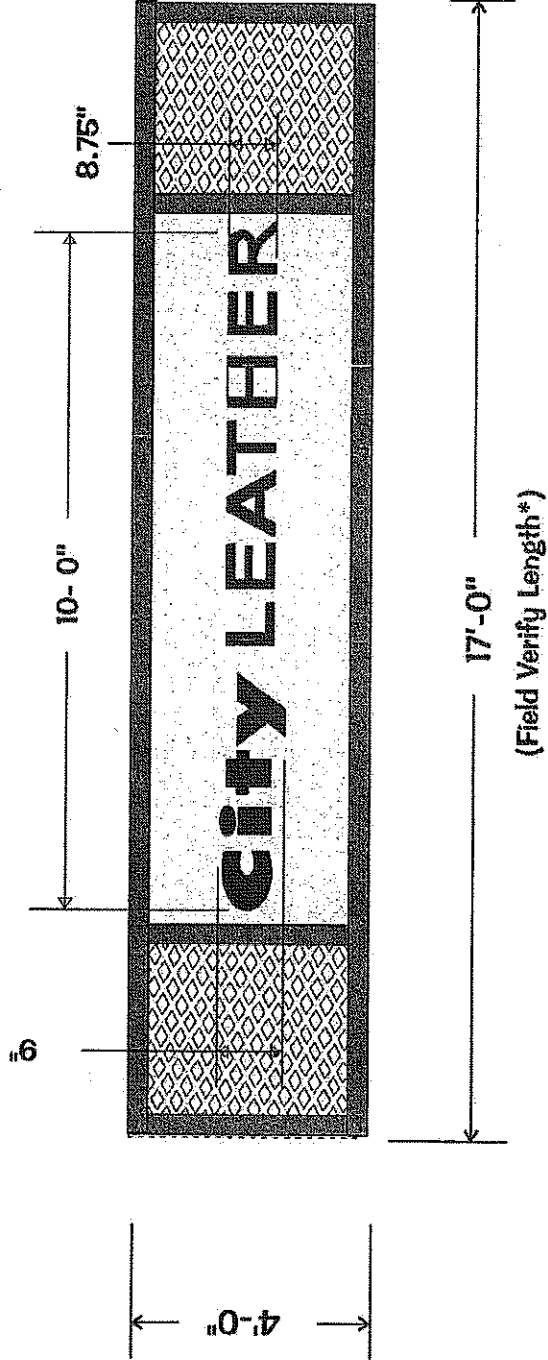
Building 3 is unique in that it has no surface on which to mount the reverse channel letters of the other two buildings. In this case, the reverse channel letters are mounted to a non-illuminated aluminum cabinet which in turn is suspended from beneath the first beam on the gable entry. They are to have decorative wooden lattice caps on either side. The cabinet itself is to be wood wrapped with rough sawn cedar and stained to match the beam on which it hangs. The cabinet is part of the architecture and is not computed in the sign area. As with the other reverse channel letters in the project, only the letters and logo are used in the calculation.







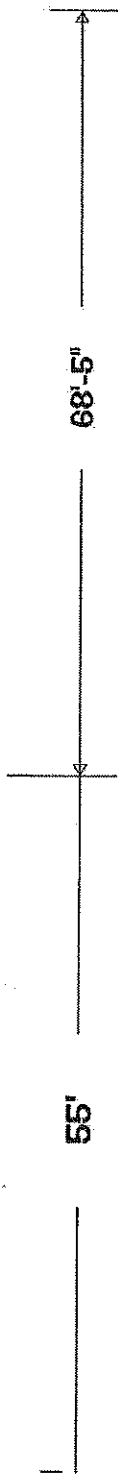
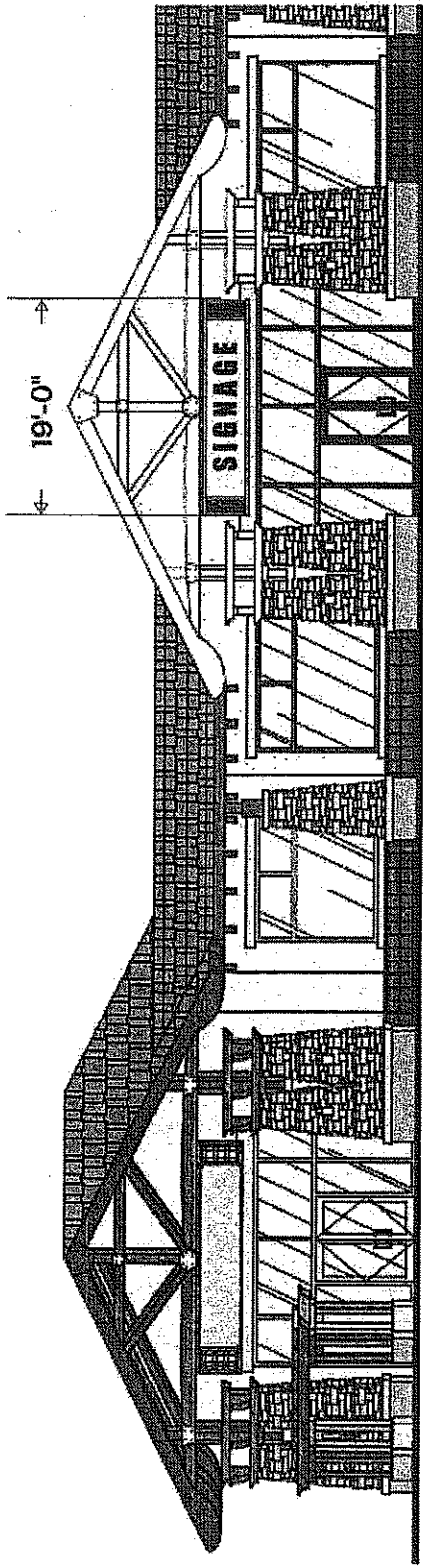
Scale: 3/8" = 1' - 0"



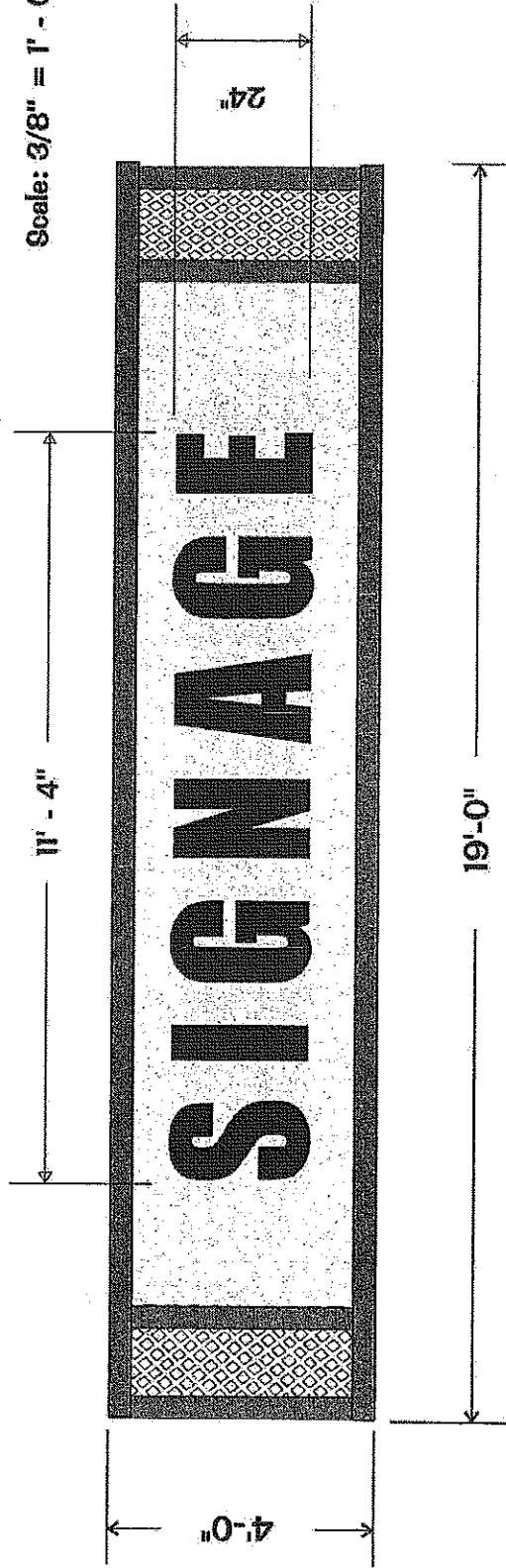
Sign Area: 10 sq ft

Bldg 3-A

Master Sign



Scale: 3/8" = 1' - 0"



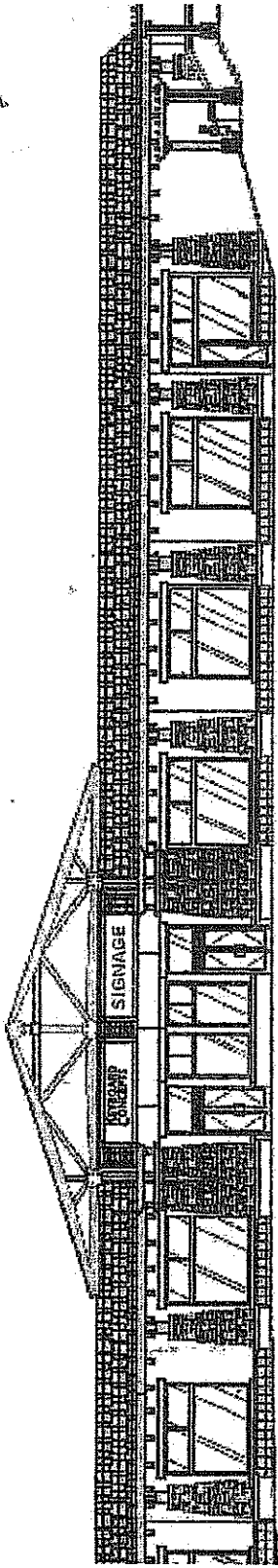
Bldg 3-B

(Field Verify Length*)

Sign Area: 22.66 sq ft

Bldg 3-C

D



68' - 0"

138' - 0"

SIGNAGE

4' - 0"

Copy Height x Copy Length
= Sign Area

18' - 6"

Scale: 3/8" = 1' - 0"

Sign Area: 22 sq ft

**KEYBOARD
CONCEPTS**

26"

7' - 5"

13

Tenant Directory

Sign Area: 32 sq ft



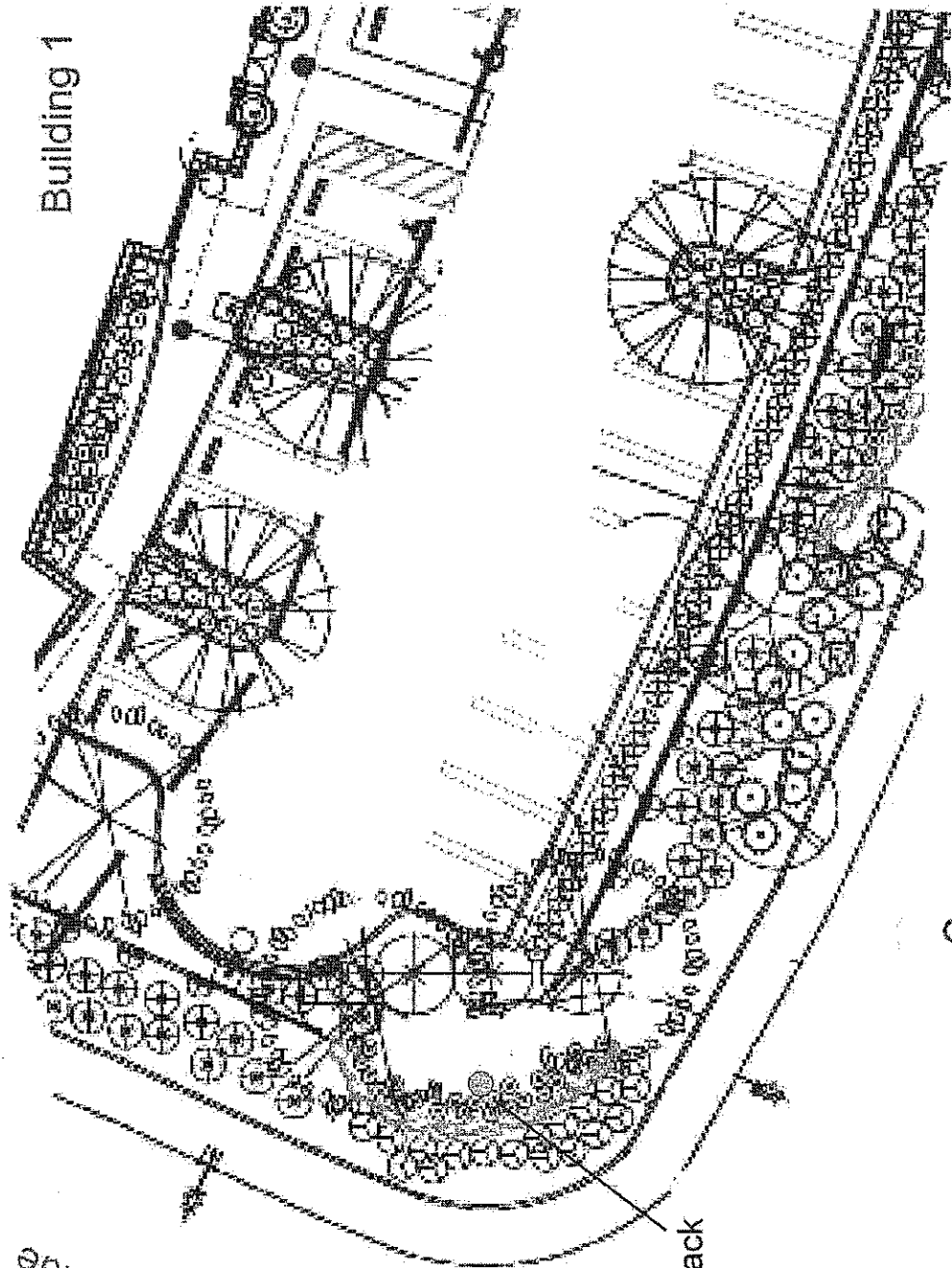
Scale: 3/4" = 1' - 0"

Tenant directory located on corner of Derry and Canwood. Individually routed copy from internally illuminated aluminum cabinet creating opaque background with color and texture to match building. Monochromatic ivory copy. Rock veneer on base to match veneer on buildings. Only tenant names in the font as used in their logos are allowed. Non-textural graphical elements will not be included.

Exploded Sculpture Site Plan:

Building 2

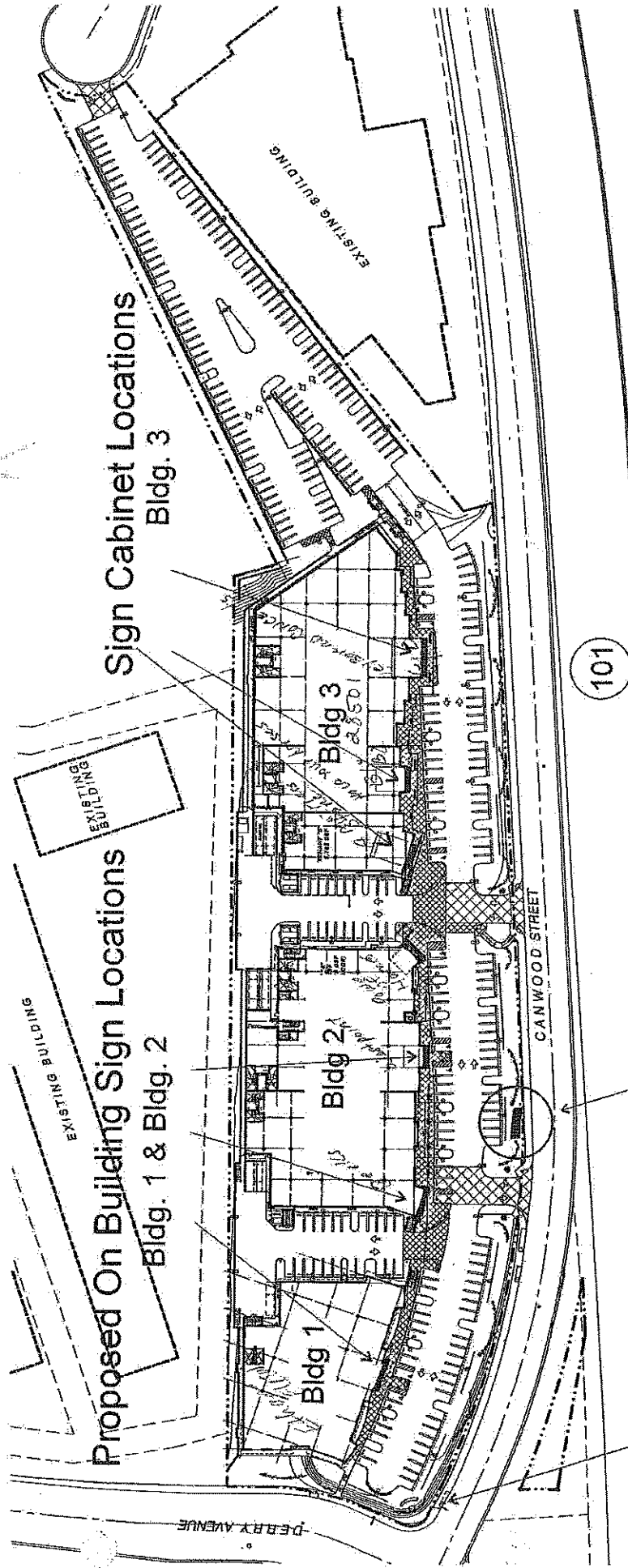
Building 1



Indian Sculpture
20' Minimum Set Back
to curb face
Facing North
Height 20' - 7"

Scale : 1" = 20' - 0"

Site Plan:



Proposed On Building Sign Locations
Bldg. 1 & Bldg. 2

Sign Cabinet Locations
Bldg. 3

Indian Sculpture Facing North

Directory / Monument (See Exploded View for Scale)