



CITY of CALABASAS

**HISTORIC PRESERVATION COMMISSION AGENDA REPORT**  
**AUGUST 25, 2020**

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**TO:** Members of the Historic Preservation Commission

**FROM:** Jaclyn Rackerby, Assistant Planner

**FILE NO.:** SGN-2020-020

**PROPOSAL:** A request for a sign permit to allow a 9.94 square-foot storefront hanging sign for 'BodyWerks', located at 23504 Calabasas Road Ste. 3 within the Commercial, Old Town (CT) zoning district and Scenic Corridor (SC) overlay zone.

**APPLICANT:** Custom Building Signage, Eric Toeg

**RECOMMENDATION:** That the Historic Preservation Commission determine that the proposed sign complies with the Old Town Master Plan and Design Guidelines and recommend that the Director of Community Development approve File No. SGN-2020-020.

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**REVIEW AUTHORITY:**

The Historic Preservation Commission is reviewing this application because Section 17.60.025 of the Calabasas Municipal Code stipulates that the Historic Preservation Commission shall review all projects located within the Commercial, Old Town (CT) zone for consistency with the Old Town Calabasas Master Plan and Design Guidelines. The HPC shall make a recommendation to the Director of Community Development.

**BACKGROUND:**

On July 21, 2020, Custom Building Signage submitted a sign permit application for BodyWerks Rejuvenation Spa, a medical salon/spa (previously called Renewal Beauty Bar) occupying tenant space within the existing building located at 23504 Calabasas Rd within the Commercial, Old Town (CT) zoning district. The requested permit is to allow for the installation of a 9.94 square-foot hanging balcony sign for BodyWerks to replace the previous hanging sign for Renewal Beauty Bar.

## **STAFF ANALYSIS:**

The applicant has proposed a new 9.94 square-foot balcony sign identifying “BodyWerks Rejuvenation Spa” as the new business name of the tenant at 23504 Calabasas Rd Ste. 3. The proposed sign will replace the previous hanging balcony sign for Renewal Beauty Bar. The proposed sign includes the logo for BodyWerks Rejuvenation Spa, with sage green lettering on a white background with gray borders. The proposed sign will be constructed of a synthetic wood for durability, and will be hung from the same location the previous tenant sign hung from. The sign will not be illuminated.

### *Compliance with the Old Town Master Plan and Design Guidelines*

The proposed sign complies with the Old Town Calabasas Master Plan and Design Guidelines for balcony/canopy signs, and the goal to encourage the creation of high quality attractive signage within Old Town.

1. Balcony or canopy signs are those that hang above a sidewalk. One such sign per business is allowed (page 58). The proposed sign is to be installed hanging from the existing balcony, in the same location above the sidewalk as the previous tenant’s sign. The proposed sign will be the tenant’s only signage.
2. Balcony signs within the same development shall be of uniform size, design, and height (page 58). There are no additional balcony signs located at the building; however, the proposed sign is roughly the same size (approximately 10 square feet and 2 feet in height) as the previous tenant’s balcony sign.
3. Signs reflecting the type of business through design, shape, or graphic form are encouraged (page 58). The proposed sign features a sans-serif typeface and modern logo on a synthetic wood sign, in order to reflect the modern aesthetic of the salon/spa use while also incorporating the Old Town Calabasas character.
4. Care should be taken in the method of attachment chosen, but signs should typically hang from iron rings mounted to the balcony canopy (page 58). The proposed sign will hang from iron hooks mounted to the balcony above, and will reuse the existing iron hooks utilized by the previous sign if they are in good enough condition to do be reused.

For the reasons identified above, the proposed sign complies with the Old Town Calabasas Master Plan and Design Guidelines.

## **STAFF RECOMMENDATION:**

Based on the aforementioned reasons, staff recommends that the Historic Preservation Commission determine that the proposed balcony sign complies with the Old Town Master Plan and Design Guidelines.

**RECOMMENDED ACTION:**

Provided that the Historic Preservation Commission concurs with Staff recommendation, an appropriate motion for the Commission's consideration would be to recommend approval of File No. SGN-2020-020 as presented and reviewed in the staff report, to include the specified findings of consistency and conformance with the Old Town Calabasas Master Plan and Design Guidelines.

**ATTACHMENTS:**

Exhibit A: Plans

**TECHNICAL APPENDIX:**

Location Map

