

# AUDI SIGN PROGRAM AND SIGNS



CITY *of* CALABASAS

File Nos. SGNP-2021-003, SGN-2021-008  
and MSCP 2021-005

# Project Description

- Establish a new sign program; and
- Install nine (9) new signs including:
  - One (1) 62.64 s.f. building-mounted franchise sign
  - One (1) 49.08 s.f. primary building-mounted retail tenant identification sign
  - One (1) 2.7 s.f. secondary building-mounted retail tenant identification sign
  - One (1) 6 s.f. building-mounted special-service sign
  - One (1) 150 s.f., 25 foot high monument sign
  - Three (3) 2.95 s.f. window informational signs (exempt)
  - One (1) 2.44 s.f. building-mounted informational sign (exempt)



# Requested Applications

- Sign Program
  - To establish a new sign program
- Sign Permit
  - For the installation of nine new signs
    - Four informational signs are exempt from Code requirements
  - Includes a request that the City Council grant an exception for the height and area of the monument sign up to the maximum allowable of 25 feet high and 150 sq. ft. within the Calabasas Road District
- Minor Scenic Corridor Permit
  - Installation of signs within a Scenic Corridor



# Project Location



# Project Site



File No: SGNP-2021-003, SGN-2021-008 and MSCP-2021-005  
Audi Sign Permit

October 21, 2021

Request for a Sign Program, Sign Permit and Scenic Corridor Permit to  
establish a sign program and install nine signs located at 24650 Calabasas  
Road



# History

- Site was first developed in 1987 (Acura).
- June 6, 2019, Planning Commission adopted PC Resolution No. 2019-687, approving a remodel and addition, including façade improvements to update the design of the dealership structure to Audi's corporate branded image.
- Project is currently under construction.
- Applicant is now requesting approval to update the on premise signs to Audi's corporate approved sign design.



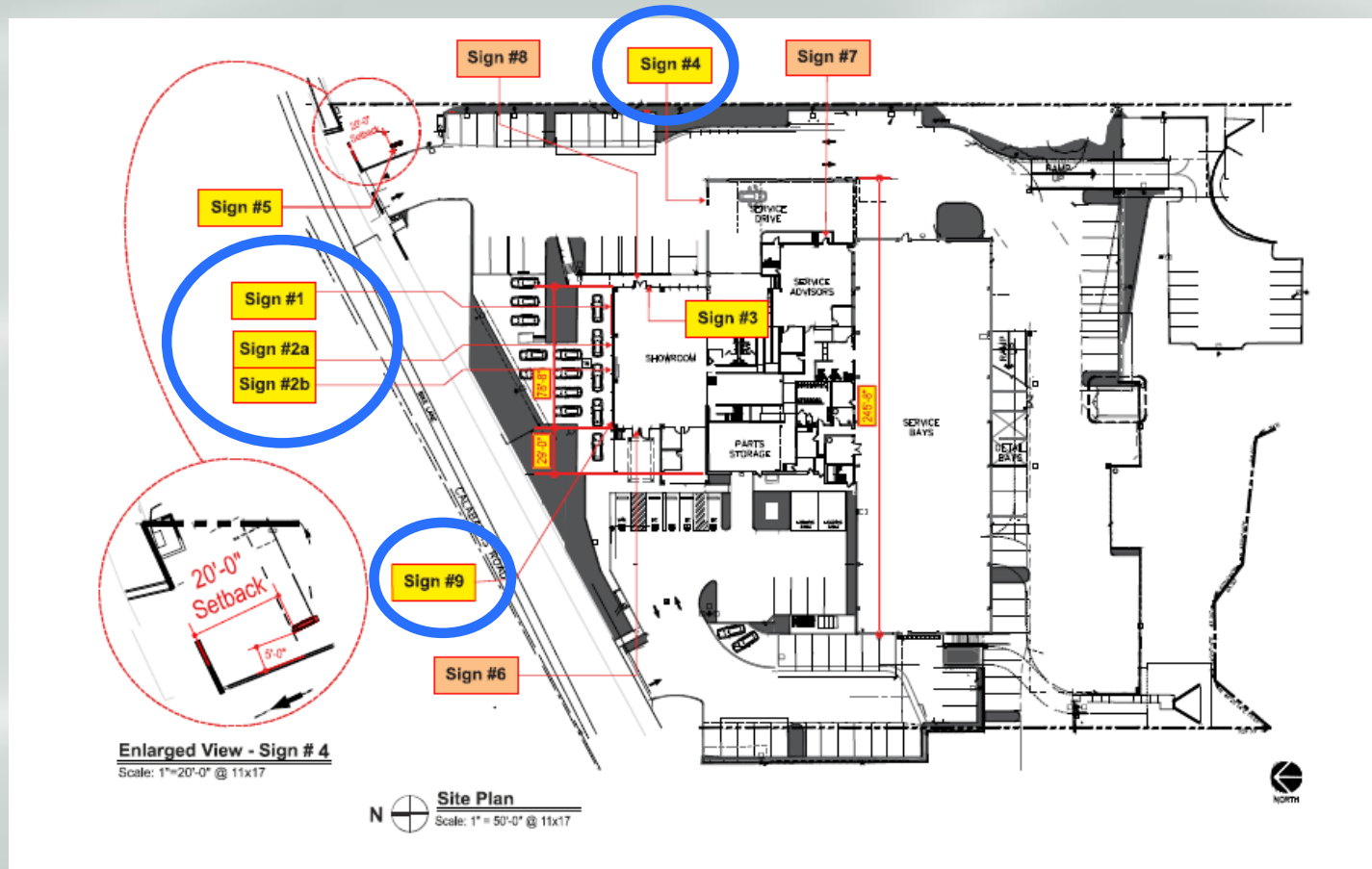
# 2019 Approved Project Rendering



# Proposed Signs

## Sign #1, #2a, #2b, Sign #4, and #9

- 1 Franchise sign (#1)
- 1 Primary Retail Tenant Identification sign (#2a and #2b)
- 1 Special Service sign (#4)
- 1 informational address sign (#9)
- Building-mounted
- Face northward toward Calabasas Rd and US 101 Freeway
- Acrylic sign faces and returns (except #9)
- Internally illuminated (except #9)



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Audi Sign Permit

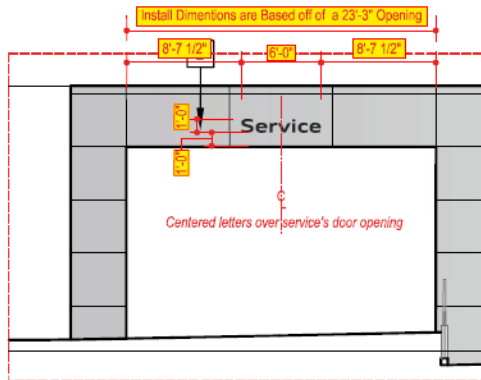
October 21, 2021

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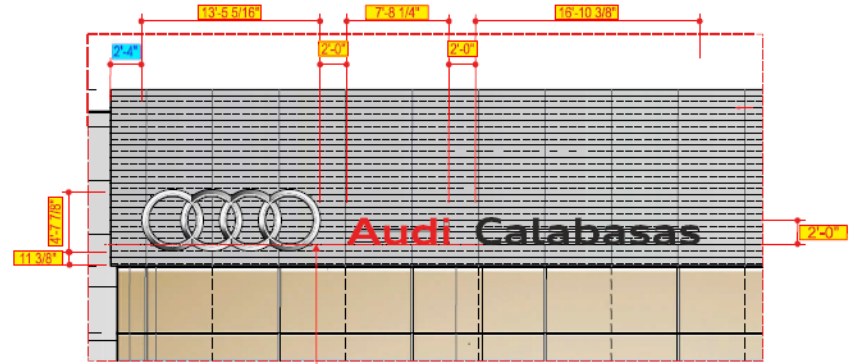


# North Elevation



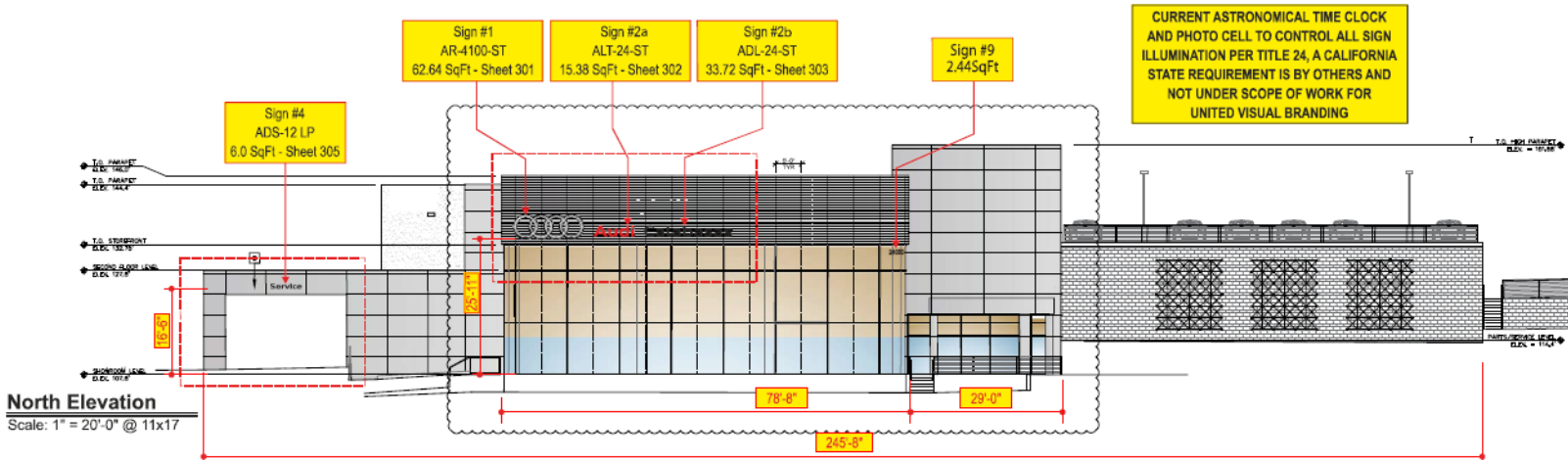
**Enlarged View - Sign #4**

Scale: 1/8"=1'-0" @ 11x17



**Enlarged View - Sign #1, #2a and Sign #2b**

Scale: 1/8"=1'-0" @ 11x17



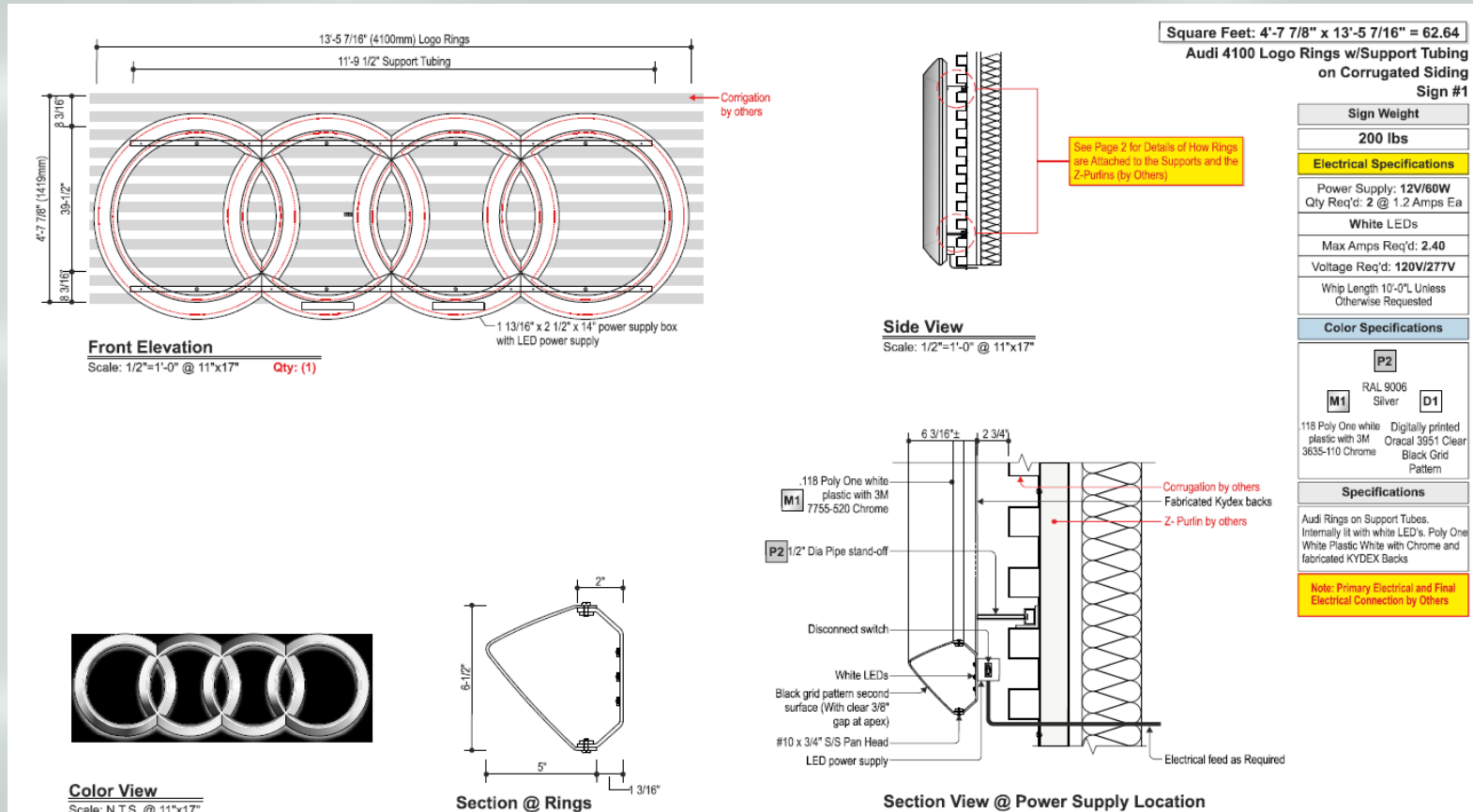
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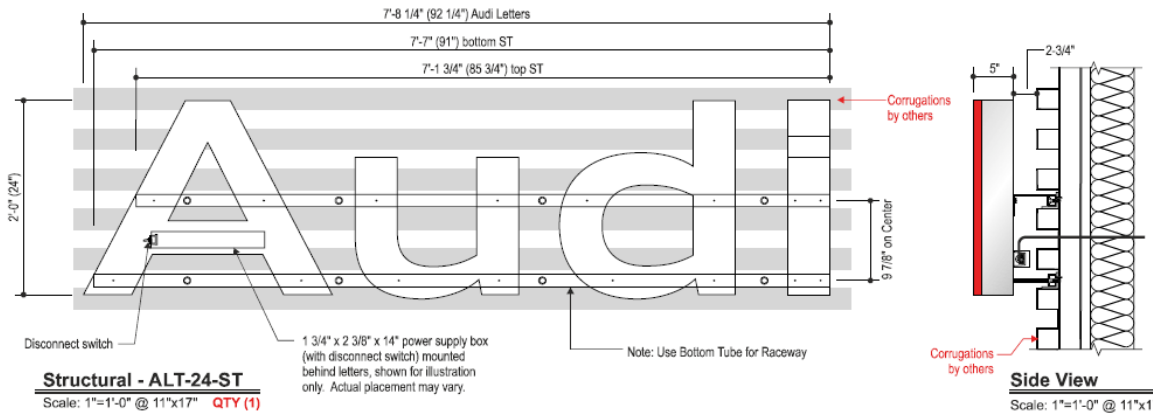
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# Sign #1 – Franchise Sign

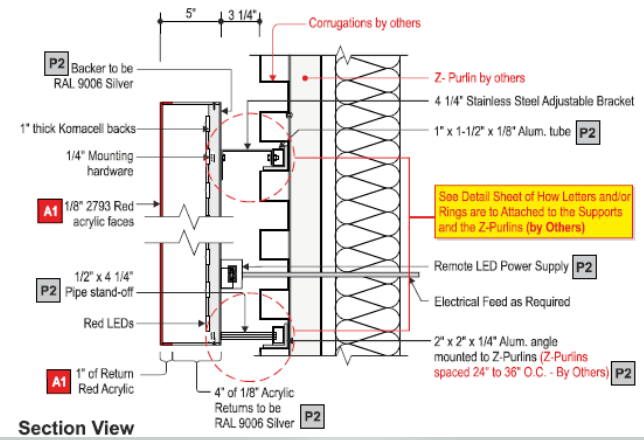
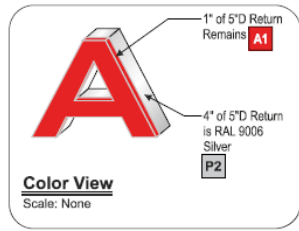


# Sign #2a and #2b – Primary Tenant Identification Sign



Square Feet: 2'-0" x 7'-8 1/4" = 15.38  
 Audi 24" Channel Letters with Support Tubing  
 ALT-24-ST Sign #2a

<b>Sign Weight</b>
40 lbs
<b>Specifications</b>
Channel Letters on Support Tubes. Internally lit with red (Audi) or white LED's (Dealer). Red Acrylic (Audi) or Day/Nite Acrylic (Dealer). Faces with returns painted silver.
<b>Electrical Specifications</b>
Power Supply: 12V/60W Qty Req'd: 1 @ 1.2 Amps Ea
<b>Red LEDs</b>
Max Amps Req'd: 1.2 Voltage Req'd: 120V/277V
Whip Length 10'-0"L Unless Otherwise Requested
<b>Color Specifications</b>
P2 RAL 9006 Silver
<b>Acrylic Specifications</b>
A1 Red 2793
Note: Primary Electrical and Final Electrical Connection by Others



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 Audi Sign Permit

October 21, 2021

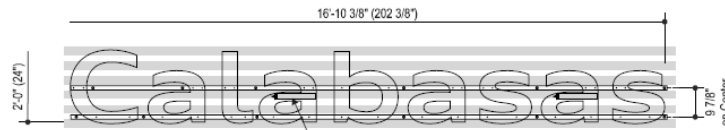
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# Sign #2a and #2b – Primary Tenant Identification Sign

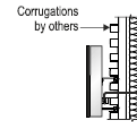
Square Feet: 2'-0" x 16'-10 3/8" = 33.72

Audi 24" Dealer Name Channel Letters with Support Tubing  
ADL-24-ST Sign #2b



**Structural - ADL-24-ST**

Scale: 3/8"=1'-0" @ 11"x17" (Qty : 1) Set 9 Letters



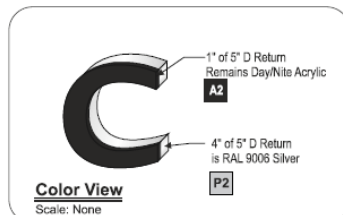
**Side View**

Scale: 3/8"=1'-0" @ 11"x17"

# Calabasas

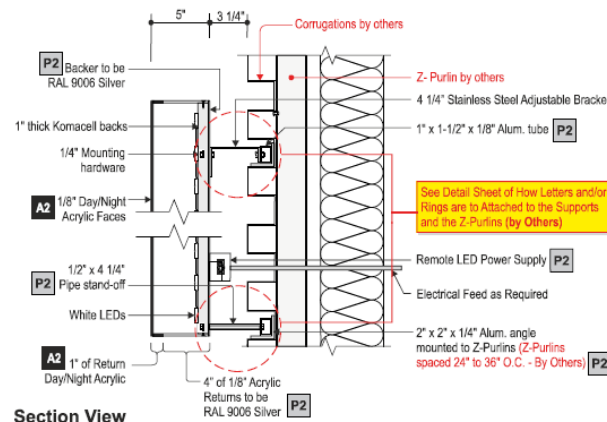
**Color View**

Scale: 3/8"=1'-0" @ 11"x17"



**Color View**

Scale: None



**Section View**

**Sign Weight**

**90 lbs**

**Specifications**

Channel Letters on Support Tubes. Internally lit with red (Audi) or white LED's (Dealer). Red Acrylic (Audi) or Day/Nite Acrylic (Dealer) Faces with returns painted silver.

**Electrical Specifications**

Power Supply: 12V/60W  
Qty Req'd: 2 @ 1.2 Amps Ea

**White LEDs**

Max Amps Req'd: 2.4

Voltage Req'd: 120-277V

Whip Length 10'-0" Unless Otherwise Requested

**Color Specifications**

**P2**

RAL 9006  
Silver

**Acrylic Specifications**

**A2**

Day/Nite

Note: Primary Electrical and Final Electrical Connection by Others

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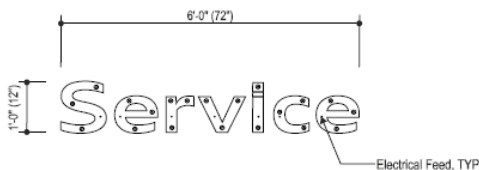


# Sign #4 – Special “Service” Sign

Sign #3  
AEE-670  
2.7 Sq Ft - Sheet 304

Square Feet: 1'-0" x 6'-0" = 6.0

Audi 12" "Service" Secondary Channel Letters  
"Low Profile" AS-12-LP  
Sign #4



**Structural Elevation**

Scale: 1/2"=1'-0" @ 11x17 Qty: (7) Letters



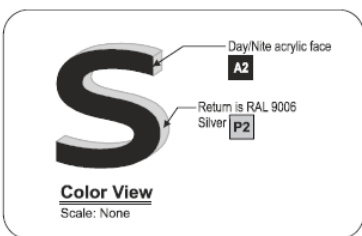
**Side View**

Scale: 1/2"=1'-0" @ 11"x17"



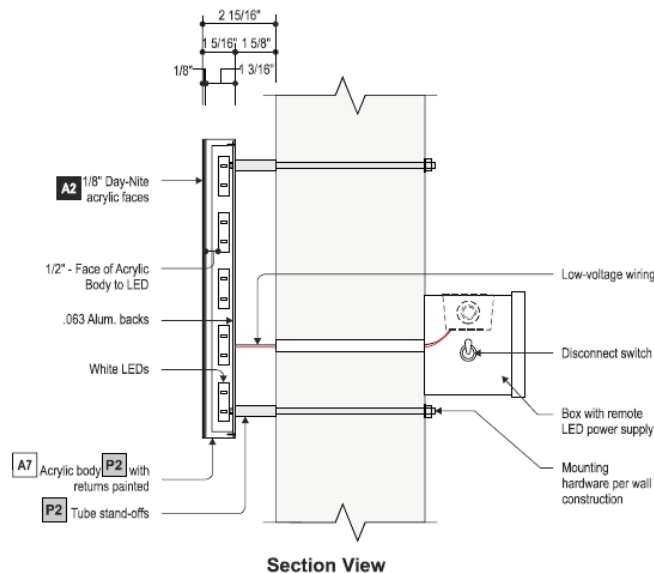
**Color Elevation**

Scale: 1/2"=1'-0" @ 11x17



**Color View**

Scale: None



**Section View**

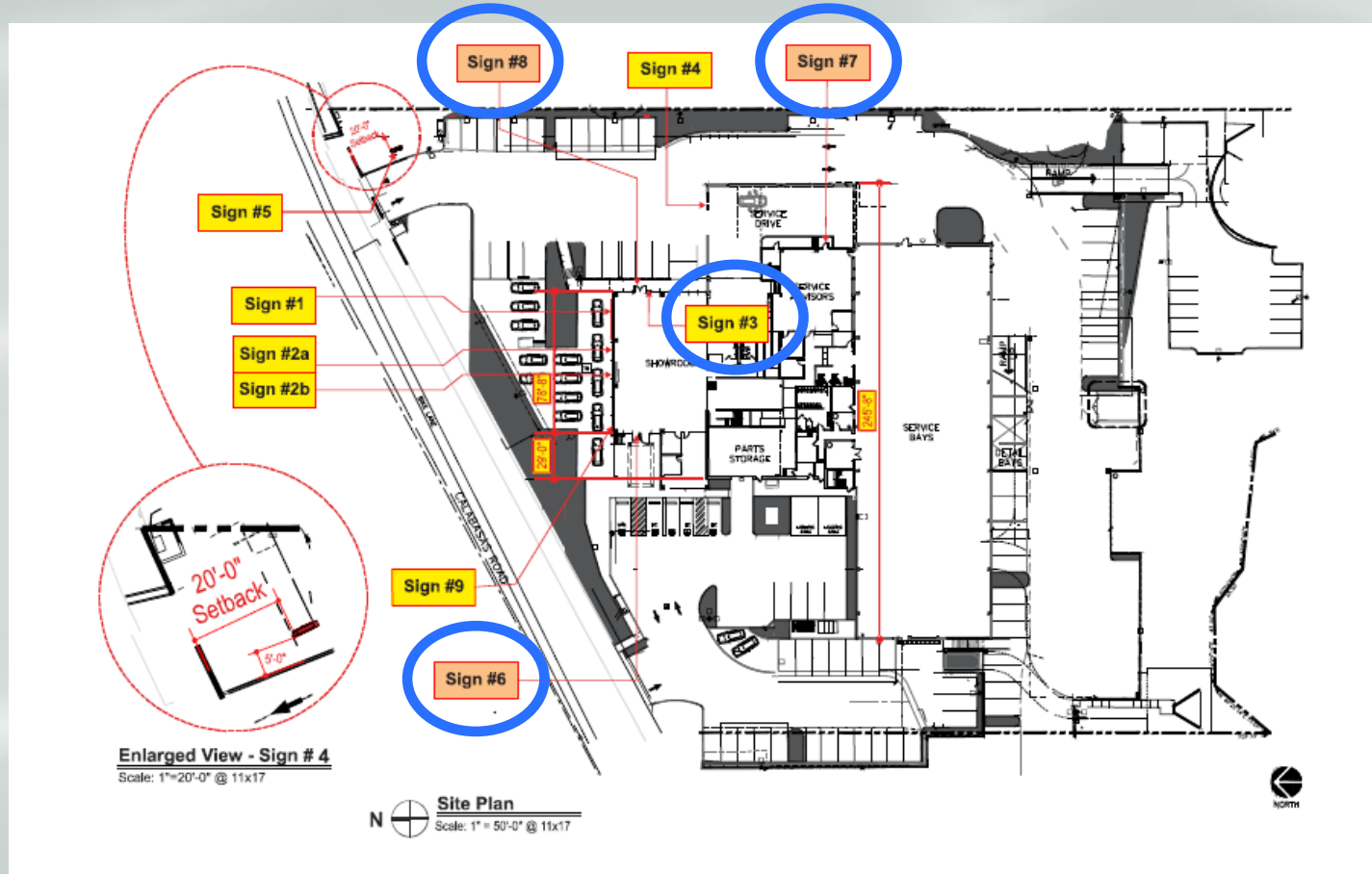
<b>Sign Weight</b>
35 lbs
<b>Electrical Specifications</b>
Power Supply: 12V/60W Qty Req'd: 1 @ 1.20 Amps Ea
<b>White LEDs</b>
Max Amps Req'd: 1.20
Voltage Req'd: 120V/277V
Whip Length 10'-0" Unless Otherwise Requested
<b>Color Specifications</b>
<b>P2</b> RAL 9006 Silver
<b>Acrylic Specifications</b>
<b>A2</b> Day/Nite <b>A7</b> 1 3/16" LED Block
<b>Specifications</b>
Low Profile Internally Illuminated Channel Letters with Black Day/Night Faces and Returns painted Silver.
<b>Note: Primary Electrical and Final Electrical Connection by Others</b>



# Proposed Signs

## Signs #3, #6, #7 and #8

- 1 Secondary Retail Tenant Identification sign (#3)
- 3 informational window signs (#6, #7 and #8)
- Building-mounted
- Sign #3, #7 and #8 Face eastward toward customer parking
- Sign #6 faces westward toward customer parking
- Acrylic sign face for secondary retail tenant identification sign
- Vinyl for window informational signs
- Non-illuminated



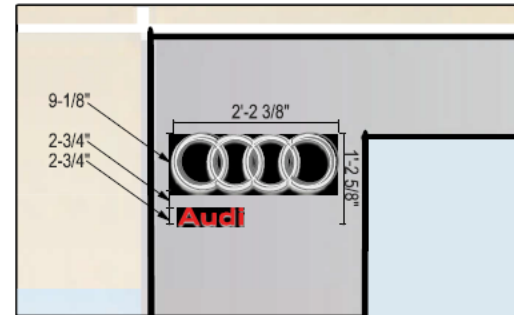
File No: SGNP-2021-003, SGN-2021-008 and MSCP-2021-005  
Audi Sign Permit

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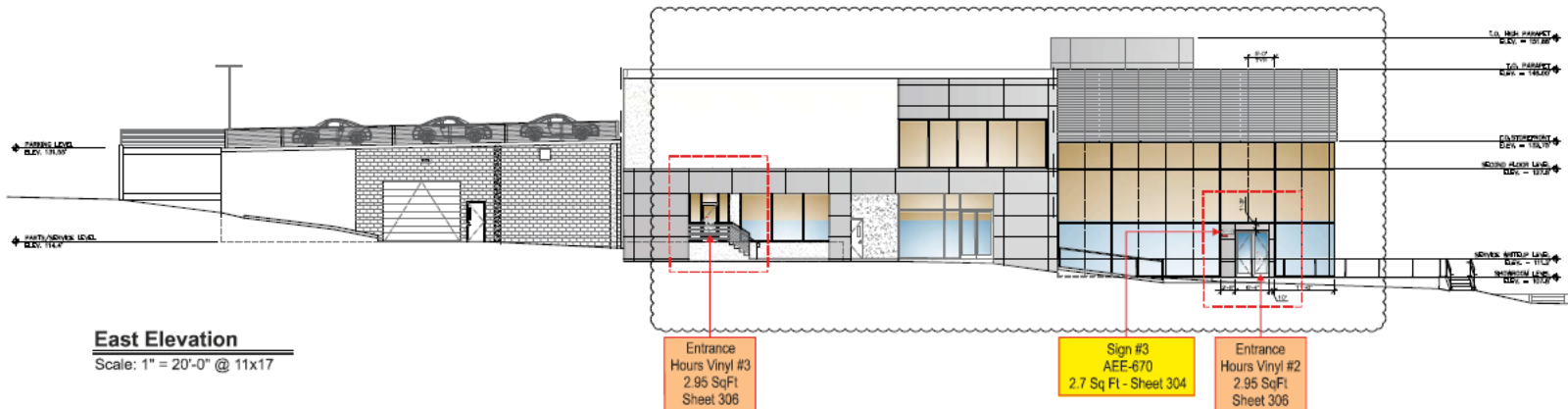
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# East Elevation



**Enlarged View - Sign #3**

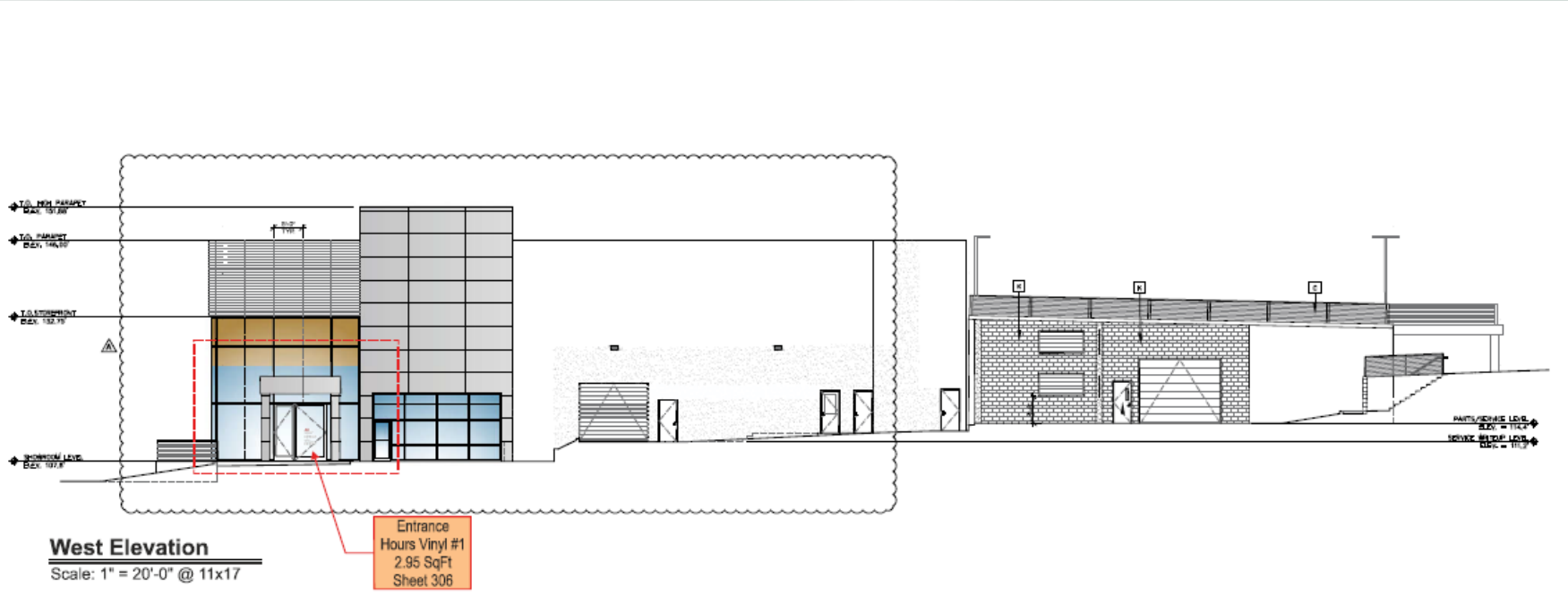


**East Elevation**

Scale: 1" = 20'-0" @ 11x17

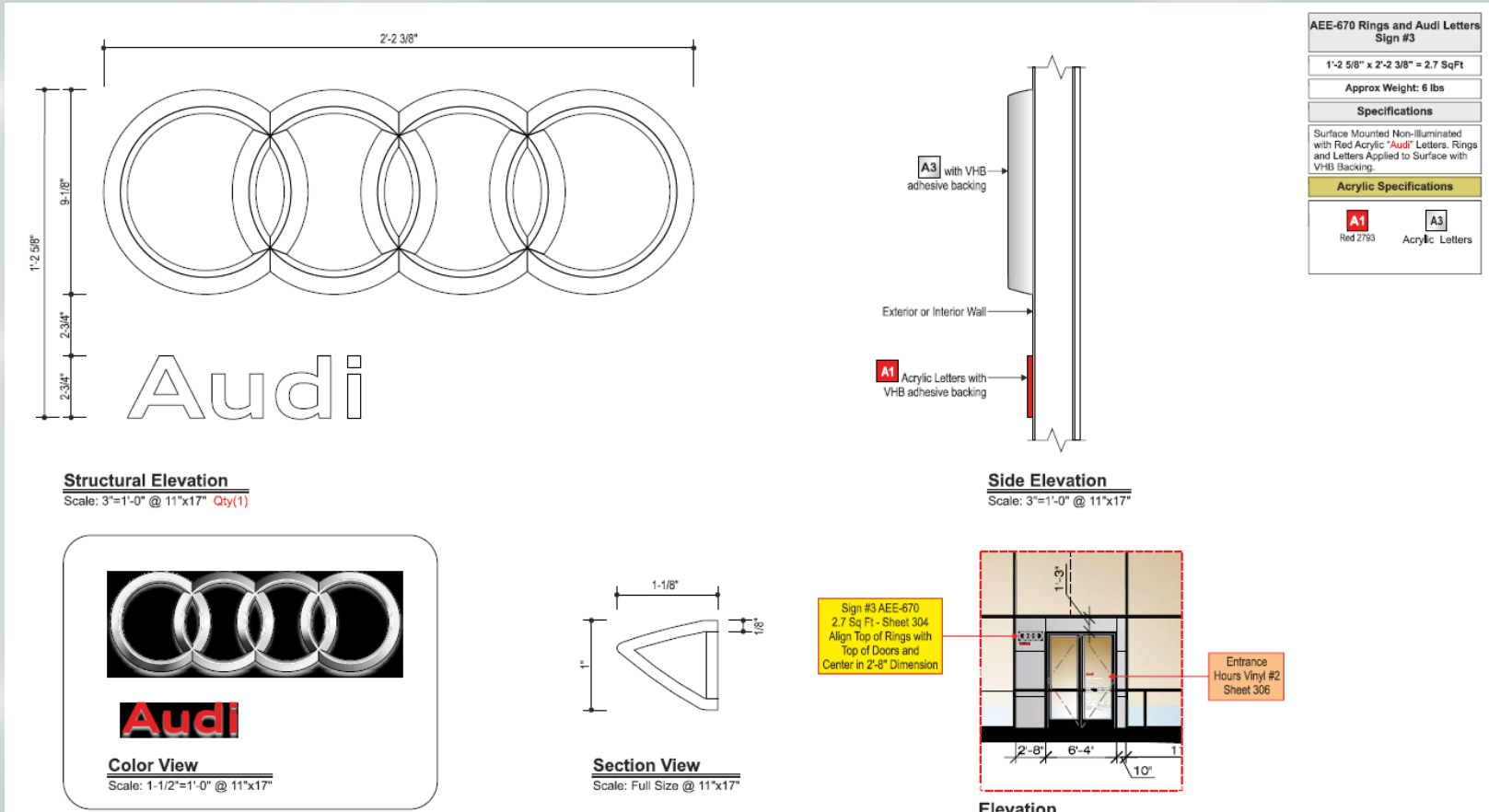


# West Elevation

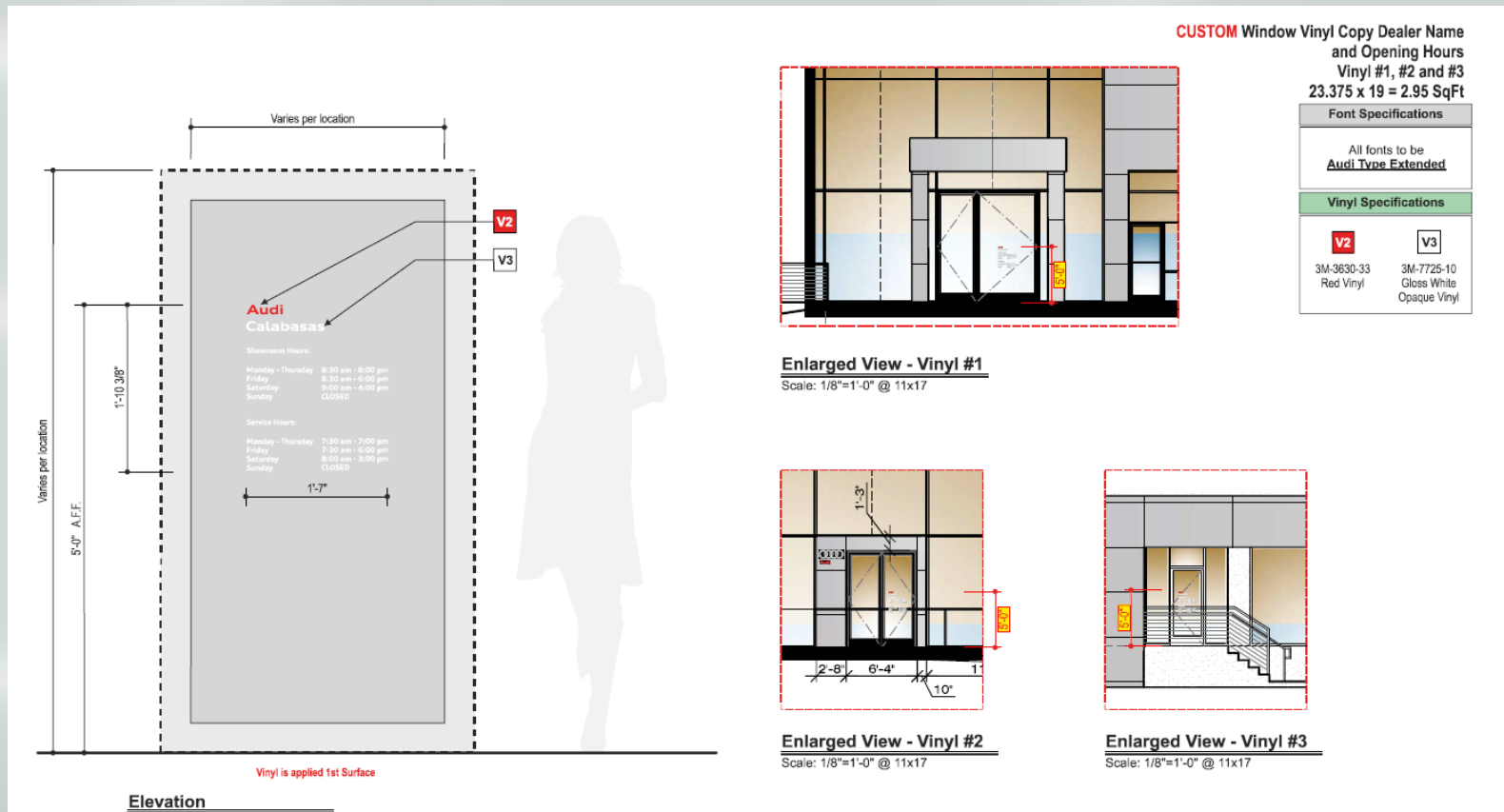




# Sign #3 – Secondary Retail Tenant Identification Sign



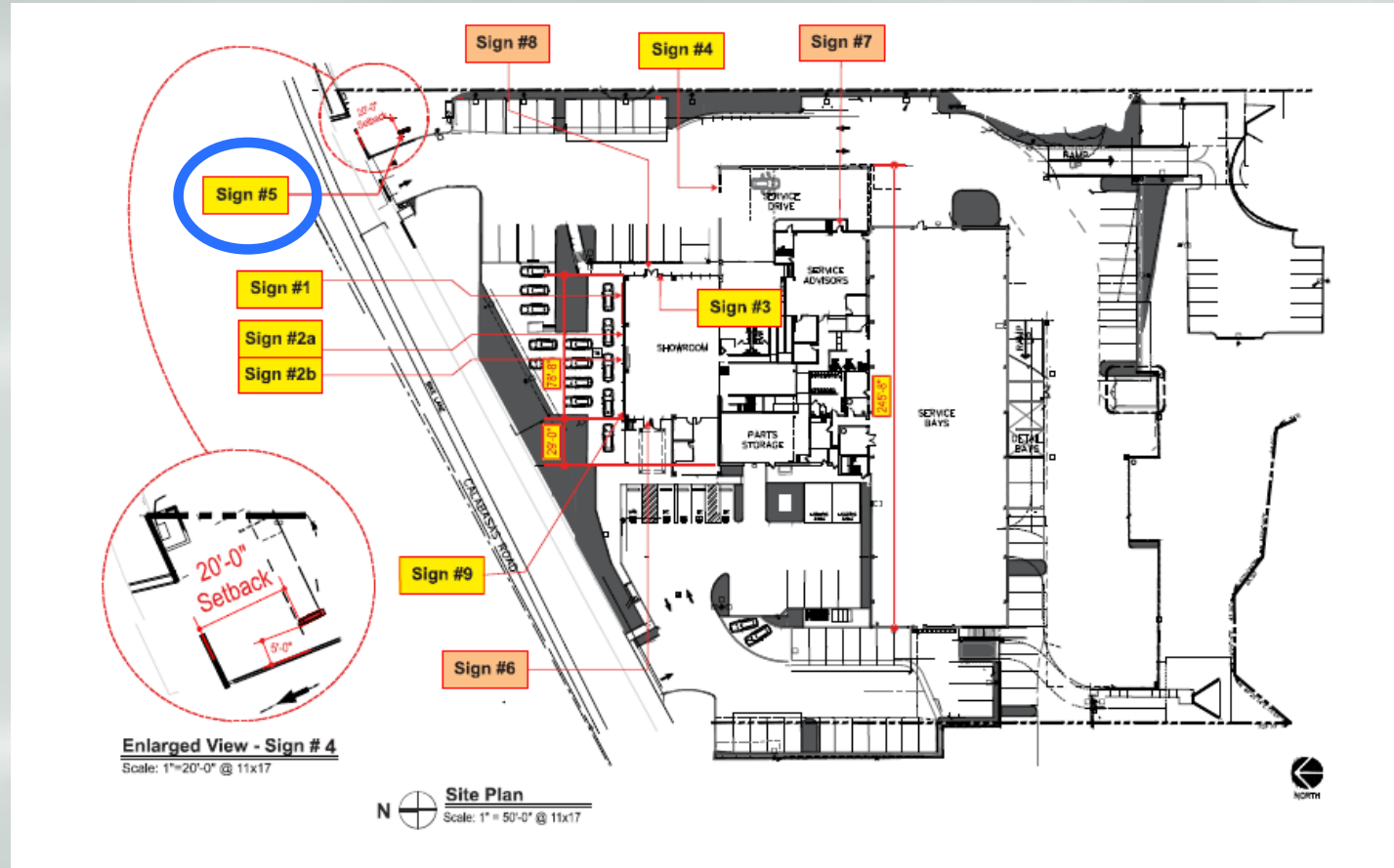
# Signs #6, #7 and #8 – Informational Window Signs



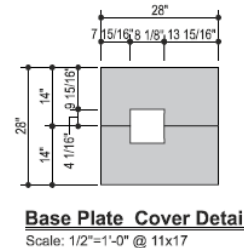
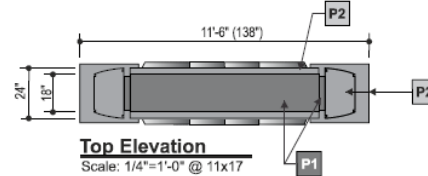
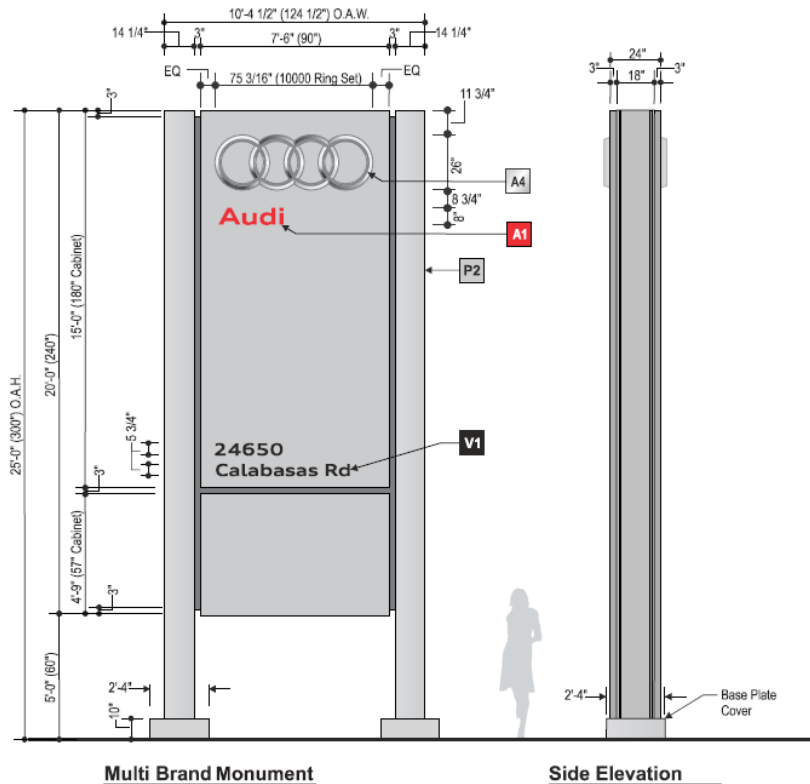
# Proposed Signs

## Sign #5

- 1 monument sign (#5)
- 25 feet in height and 150 sq. ft. in area.
- Sited in a landscaped area adjacent to the eastern driveway entrance and setback 20 feet from the right-of-way.
- Sign faces both east and west.
- Alucobond metal paneling with acrylic sign copy faces for retail tenant identification and logo, and the address in vinyl.
- Tenant name and logo are Internally illuminated



# Sign #5 – Monument Sign



CUSTOM Monument - Sign #5	
20'-0" x 7'-6" = 150.0 SqFt	
Specifications	
Monument is made of 4mm Acubond Audi Silver Metallic with dark grey mica DB 703 skirt and base.	
The reveal is non-illuminated	
The logo and Audi letters are back lit with LEDs (Logo is 1000mm/75 3/16")	
Address: Black Vinyl Copy in Audi Type Extended	
Color Specifications	
<b>P1</b> Dark Grey Mica DB 703	<b>P2</b> RAL 9006 Silver
Acrylic Specifications	
<b>A1</b> Red 2793	<b>A4</b> 7328 white acrylic backer with direct digital print
Vinyl Specifications	
<b>V1</b> 4500-03 Black Vinyl	
Electrical Specifications	
Power Supply: 12v/60w Qty Req'd: 4 @ 1.2 Amps Ea	
White LEDs	
LED Power Supply: Qty Req'd: 2 @ 1.2 Amps Ea	
Max. Amps Req'd: 7.2 Voltage Req'd: 120V-277V	
<b>Note: Primary Electrical and Final Electrical Connection by Others</b>	





# Monument Sign Justification

- Per CMC Section 17.30.080(B)(3), monument signs in the Calabasas Road District may be approved by the City Council up to a maximum of 25 feet high and 150 sq. ft. in area if the Council finds that it is necessary to allow the applicant visibility comparable to other properties in the Calabasas Road District.
- Visibility of the subject property is more limited to eastbound travelers on US 101 compared to other properties within the Calabasas Road District due to topography associated with the Mureau Road bridge overpass and related embankments, and mature landscaping.
- Furthermore, both the BMW and Mercedes automobile dealerships enjoy monument signs that are 25 feet high and up to 150 sq. ft. area.



# Visibility Limitations

(Eastbound US 101)



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Road

# Scenic Corridor / Design Guidelines

- **Scenic Corridor**
  - Goal is to protect the visual qualities / view from 101 Freeway
- **Scenic Corridor Design Guidelines (Signs)**
  - Signs to be visually proportionate to building façade and have balance and scale to building mass
- **West Calabasas Road Master Plan (WCRMP)**
  - Wall signs mounted flat on prominent site on the building
  - Use of legible, brief messaging, and to avoid intricate typefaces
  - Use of natural colors and materials
  - Use of contrasting colors (for better visibility)
  - Use of either direct source illumination, or halo (backlit) lighting
  - Wall sign colors that complement building



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Road



# Proposed Design

- Approved (Audi) structure design (2019)
  - Modern Style
  - Gray colored honeycomb metal cladding
  - Floor to ceiling glass that wraps around the building
  - Rear portions of the structure feature gray-colored CMU block
- Proposed signs
  - Use of corporate branded colors (silver, gray, red, and day/night)
  - Materials include acrylic sign faces/returns for building mounted signs, and metal paneling with acrylic sign faces for the monument sign
  - Internal illumination
  - Proportional to building mass and scale
- Architectural Review Panel (ARP) unanimously recommended approval of the design on September 24, 2021
  - Consistent with Scenic Corridor Design Guidelines and West Calabasas Road Master Plan
  - Supports increase in monument sign height and area



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# CEQA

- The project is Categorical Exempt pursuant to the following:
  - Class 1 – (New Construction and Conversion of Small Structures) because the project proposes only appurtenant structures
  - Class 11 – (Accessory Structures) for on-site signs



# Staff Conclusions

- All proposed signs meet the standards specified in CMC Chapter 17.30 (Signs)
- All proposed signs meet the design criteria contained in the Scenic Corridor Design Guidelines and West Calabasas Road Master Plan
- The requested increase in height and area of the monument sign is warranted due to limitations on visibility, and is consistent with the size and height of other monument signs within the Calabasas Road District.
- The project is exempt from CEQA



# Recommended Action

- That the Planning Commission adopt Resolution No. 2021-734, approving File Nos. SGNP-2021-003, SGN-2021-008 and MSCP-2021-005.

