

# AUDI SIGN PROGRAM AND SIGNS



CITY *of* CALABASAS

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

# Project Location



# Site and Project History

- Site was first developed in 1987 (“Acura 101”).
- On June 6, 2019, Planning Commission approved a remodel and addition, including an updated design to fit Audi’s corporate image.
- For the past year the project has been under construction, and it is now nearing completion.
- Applicant is requesting approval of updated signs to also fit Audi’s corporate-branded image, and to match the new building design.
- Following a public hearing on October 21, 2021, the Planning Commission recommended by a 4-0 vote that the City Council approve the proposed sign program and signs.



# 2019 Approved Project Rendering



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Audi Sign Permit

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

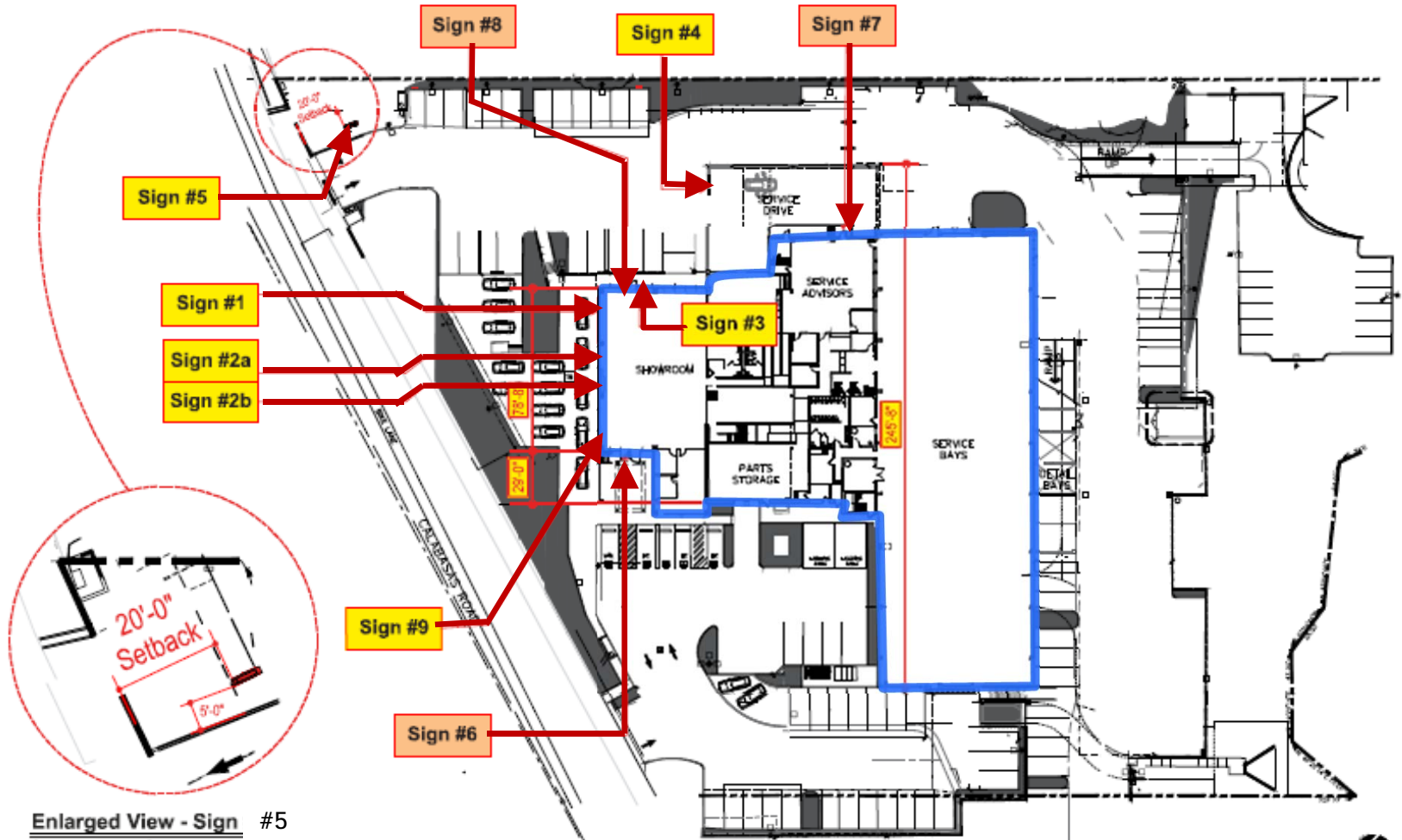
City Council  
November 10, 2021

# Project Description

Request for a Sign Program, Sign Permit and Minor Scenic Corridor Permit to establish a new sign program and install 9 new signs:

- One 62.64 s.f. building-mounted franchise sign
- One 49.08 s.f. primary building-mounted retail tenant identification sign
- One 2.7 s.f. secondary building-mounted retail tenant identification sign
- One 6 s.f. building-mounted special-service sign
- One 150 s.f., 25 foot high monument sign (approvable only by City Council)
- Four small (less than three s.f.) informational signs -- three window signs and one building-mounted sign. (These informational signs are exempt from the City's requirements for sign permitting.)

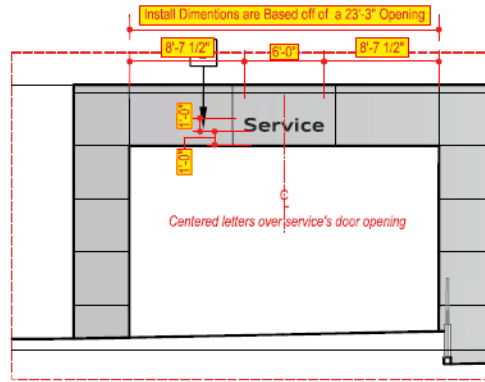




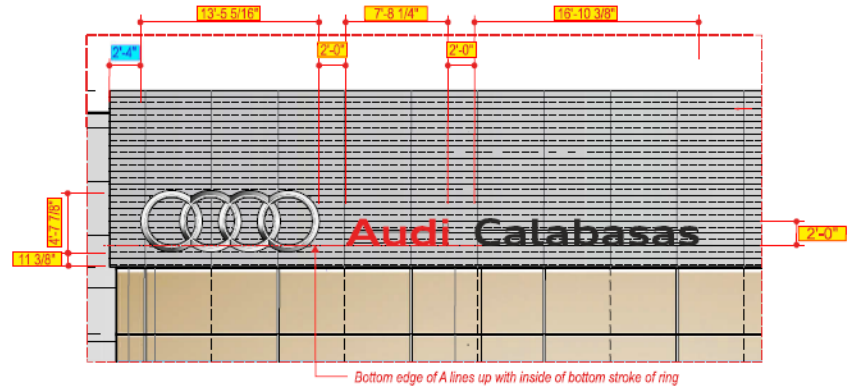
Enlarged View - Sign #5  
Scale: 1"=20'

# Proposed Sign Locations

# North Elevation

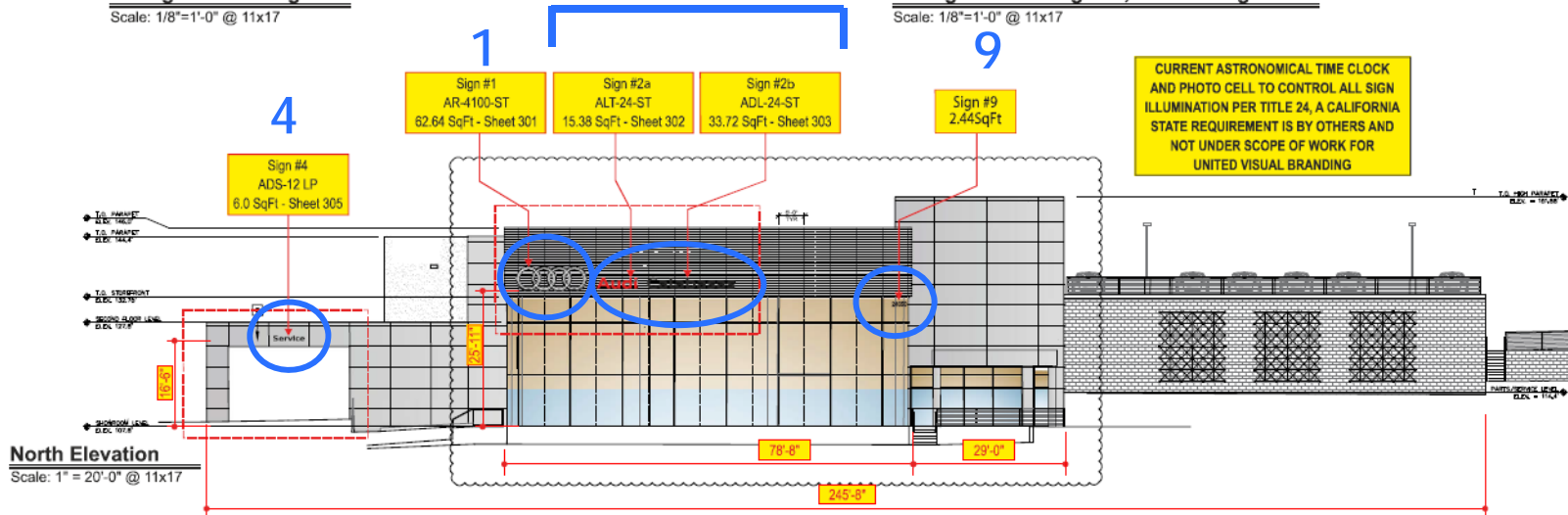


**Enlarged View - Sign #4**  
Scale: 1/8"=1'-0" @ 11x17



**Enlarged View - Sign #1, #2a and Sign #2b**  
Scale: 1/8"=1'-0" @ 11x17

2a/2b



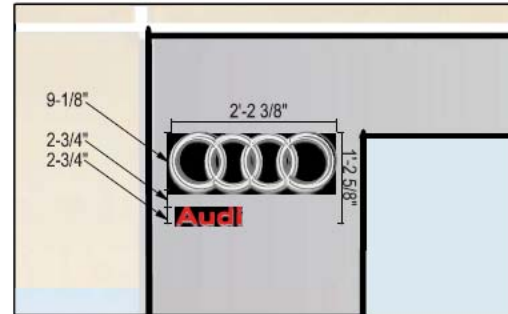
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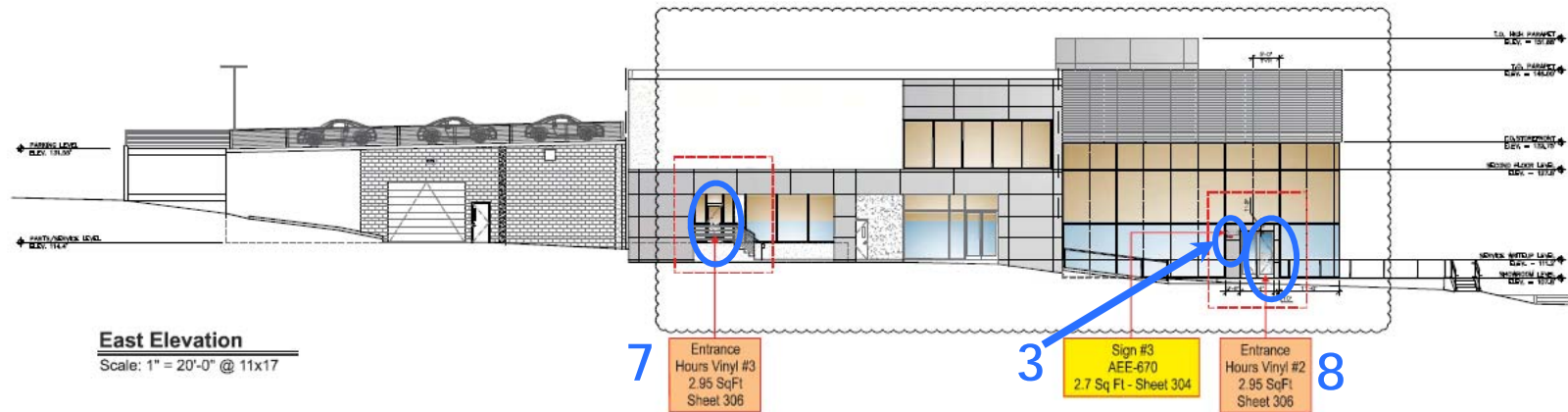
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# East Elevation

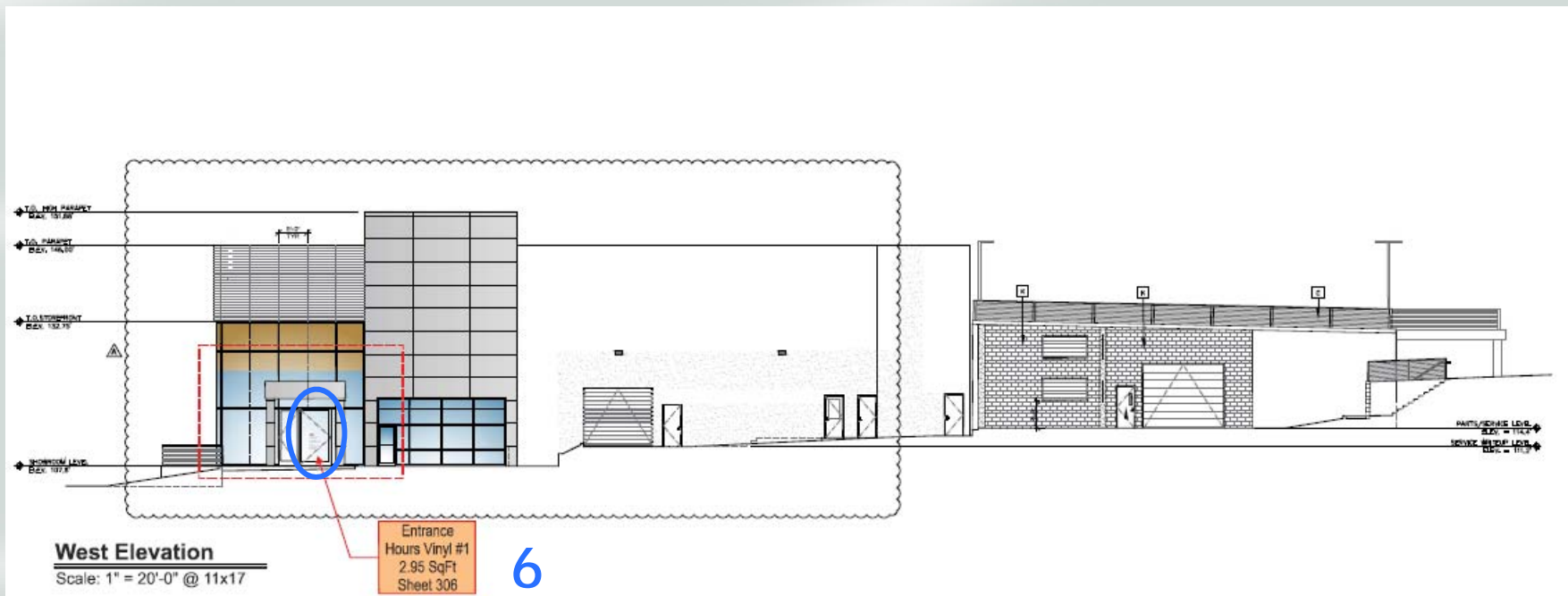


**Enlarged View - Sign #3**





# West Elevation



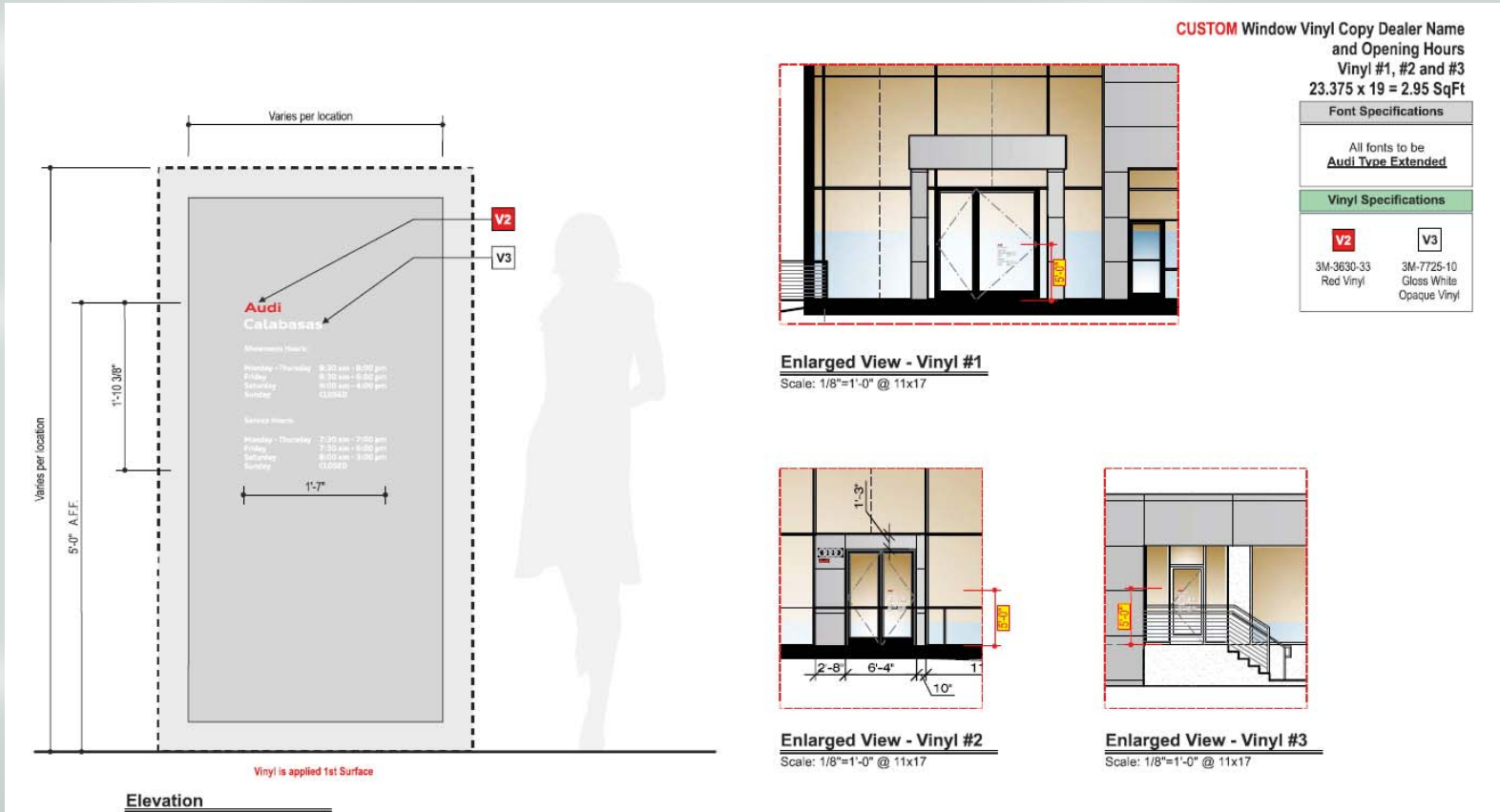
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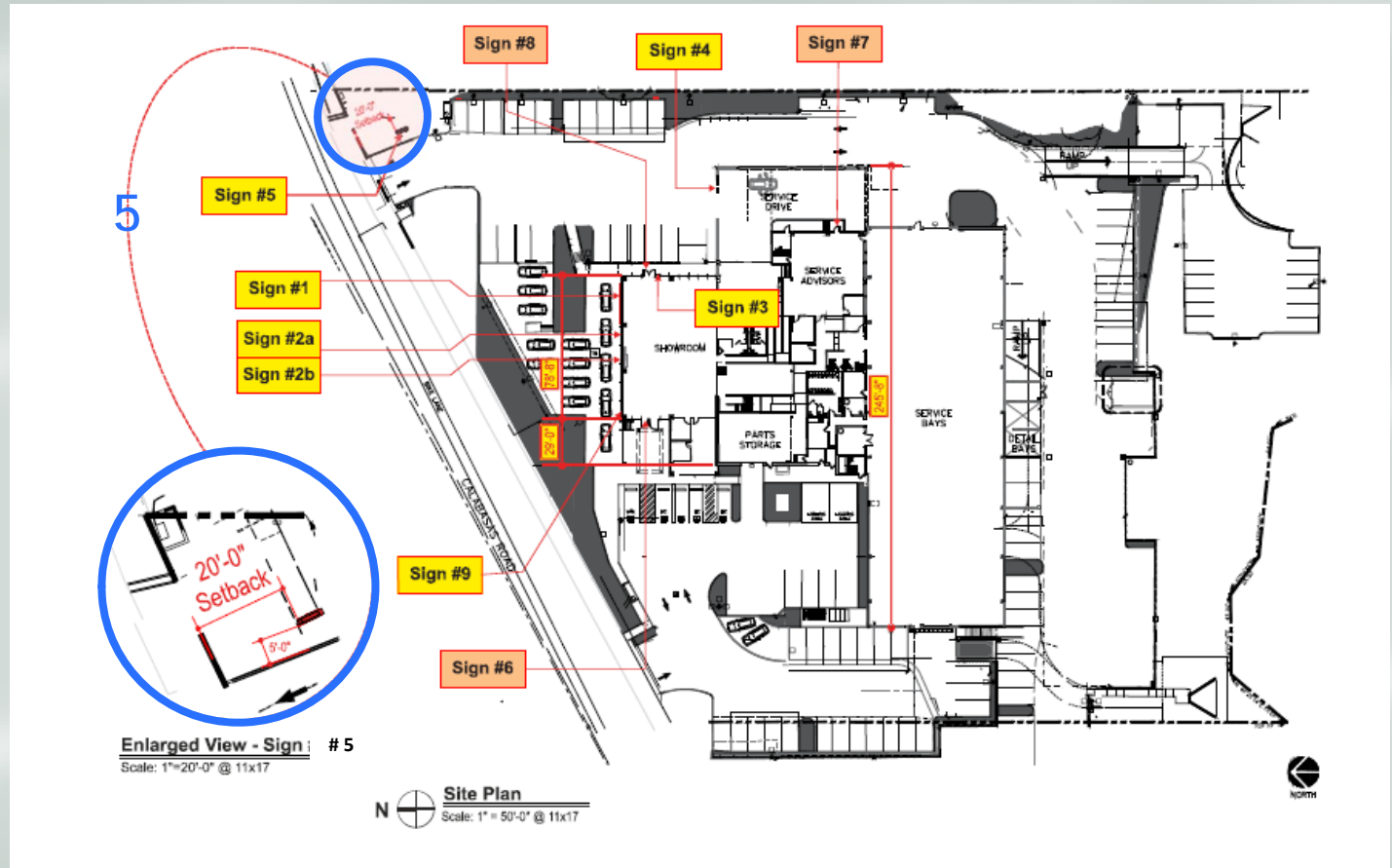
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# Signs #6, #7 and #8 – Informational Window Signs

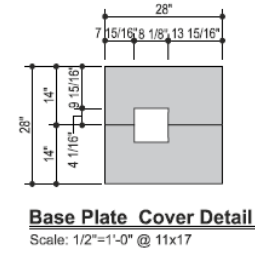
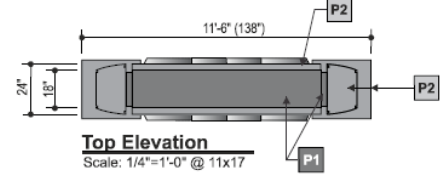
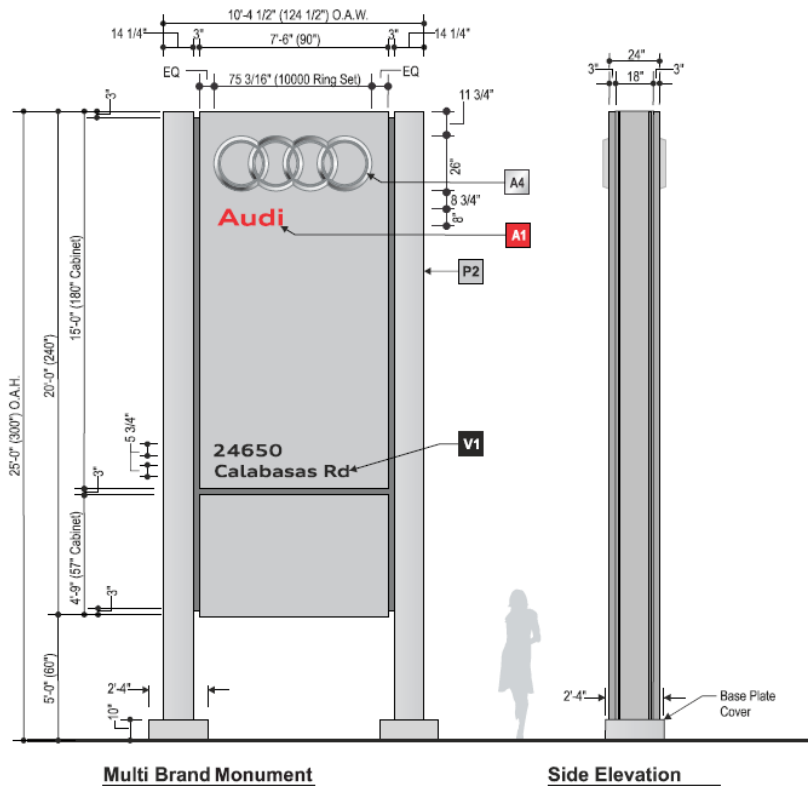


# Proposed Monument Sign

- One monument sign (#5)
- 25 feet overall height and 150 sq. ft. of sign area.
- Sited in a landscaped area adjacent to the eastern driveway entrance.
- Set back 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 100mm/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	
Note: Primary Electrical and Final Electrical Connection by Others	



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# 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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# Proposed Signs - Design

- Design of the Audi Dealership Building
  - 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 the Scenic Corridor Design Guidelines and the West Calabasas Road Master Plan
  - Supports increase in monument sign height and area





# Planning Commission Action

Based on the following factors and findings, the Planning Commission recommended approval of the proposed sign program and the nine individual signs.

- Each one of the proposed signs meets the applicable standards specified in CMC Chapter 17.30 (Signs)
- All of the 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 categorically exempt from CEQA (Class 1 and 11)



# Recommended Action

- That the City Council adopt Resolution No. 2021-1752, approving File Nos. SGNP-2021-003, SGN-2021-008 and MSCP-2021-005.

