

Planning Commission

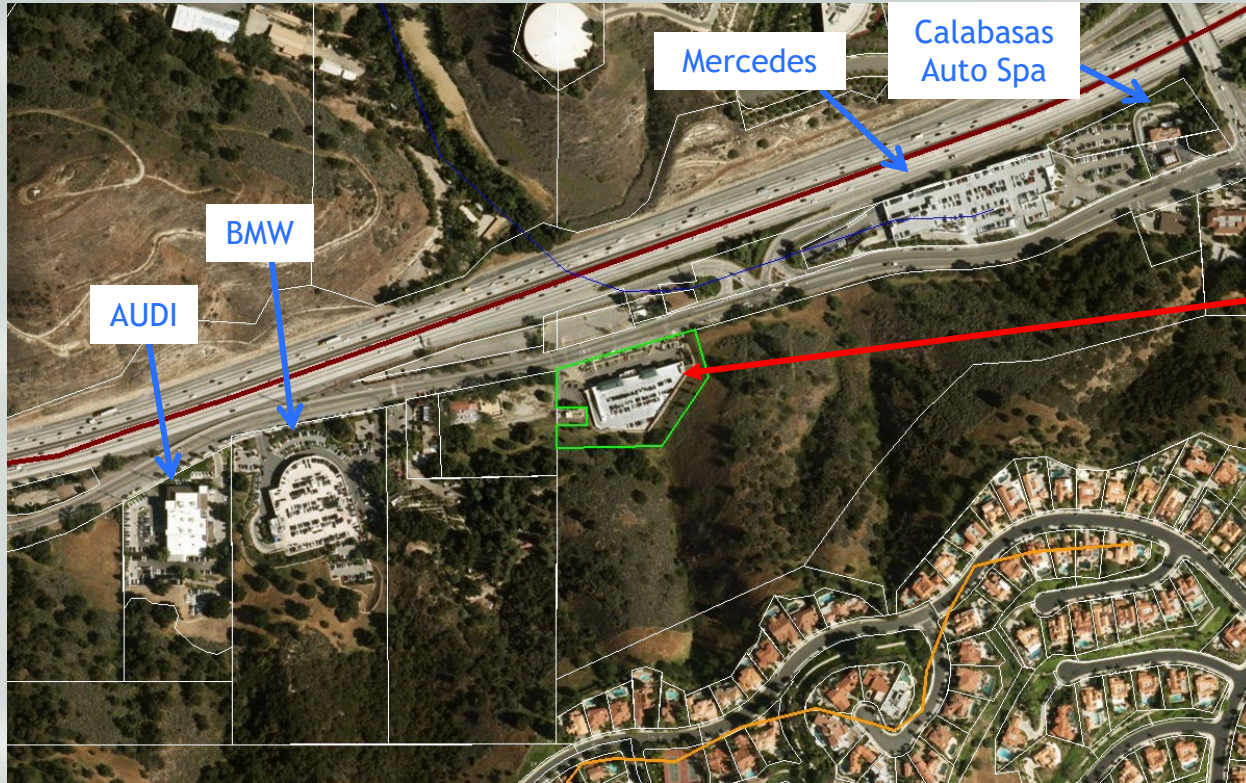
File Nos. APR-2022-001, SGN-2022-001, and SCP-2022-001



CITY *of* CALABASAS

Request for an Administrative Plan Review, Scenic Corridor Permit and Sign Permit to modify the existing façade, landscaping, and signage of an existing auto dealership located at 24400 Calabasas Road within the Commercial Limited zoning district (CL), Commercial Auto Retail (CAR) overlay zone, Scenic Corridor (SC) overlay zone and West Calabasas Road Planning Master Plan (WCRMP) area.

Location Map



Project Site



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Project Description

- Proposed modifications to an existing auto dealership include:
 - Remodel of the building's exterior façade;
 - Landscaping modifications; and
 - Replacement of 3 existing signs with 4 new signs
- No proposed change in use
- No proposed change in lighting



Existing Building



- The original auto dealership (Volvo) was approved September 17, 2003 via a conditional use permit, variance and oak tree permit - City Council Resolution No. 2003-841
- The building's current design was approved in 2012 via Planning Commission Resolution No. 2012-534 when the site was occupied by Mini



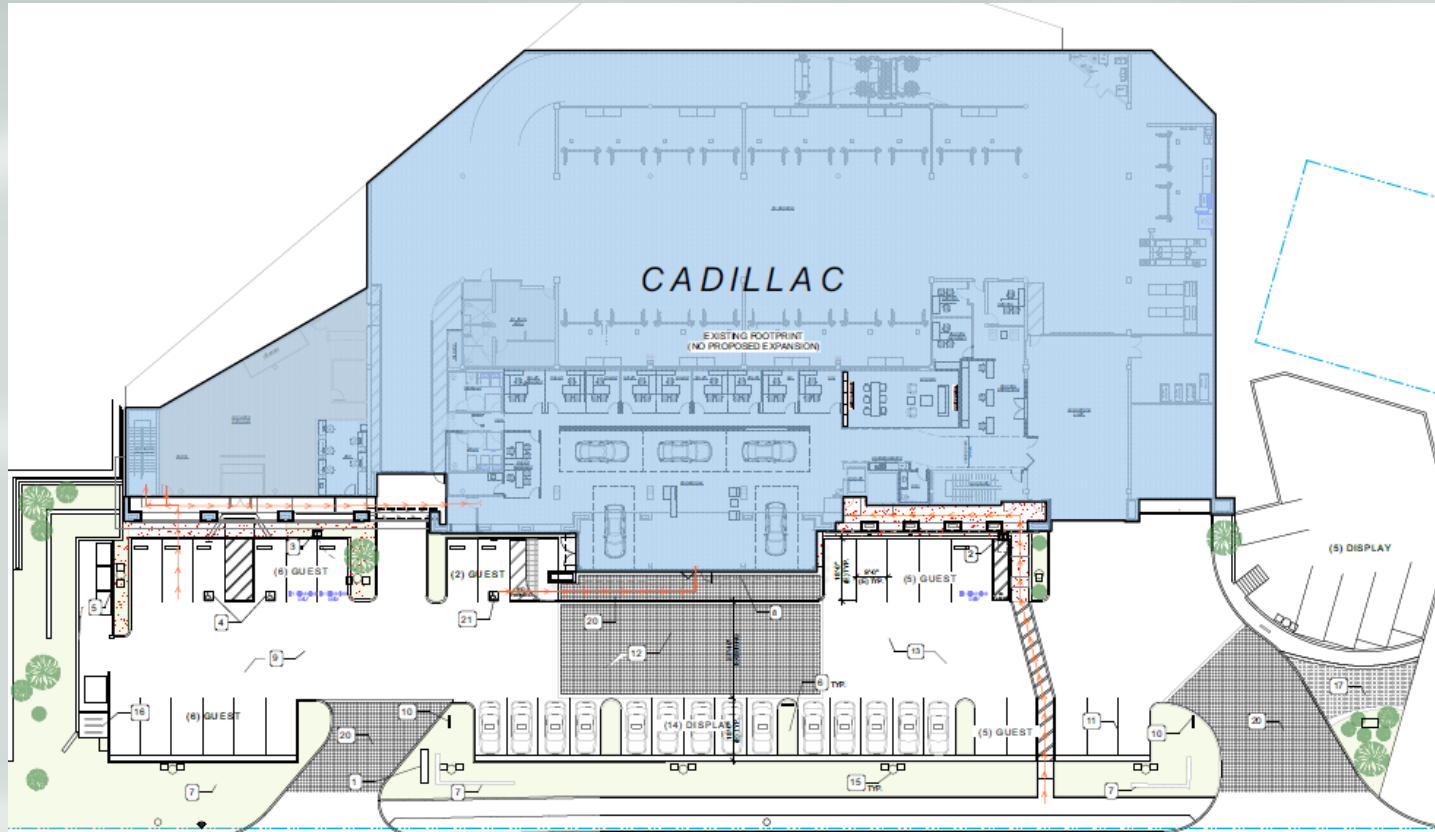
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Site Plan



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Proposed Site and Building Improvements

- Removal of the cantilevered “Jewel Box”;
- Replace exterior skin with white and light grey (mica) aluminum composite metal panels;
- Addition of EV charging stations throughout;
- Upgrade mechanical equipment (no increase in height);
- New entry features; Landscape improvements; and
- New building mounted signs (3) and monument sign (1)



Daytime Rendering

(Recommended for Approval by the Architectural Review Panel on February 25th, 2022)



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Nighttime Rendering

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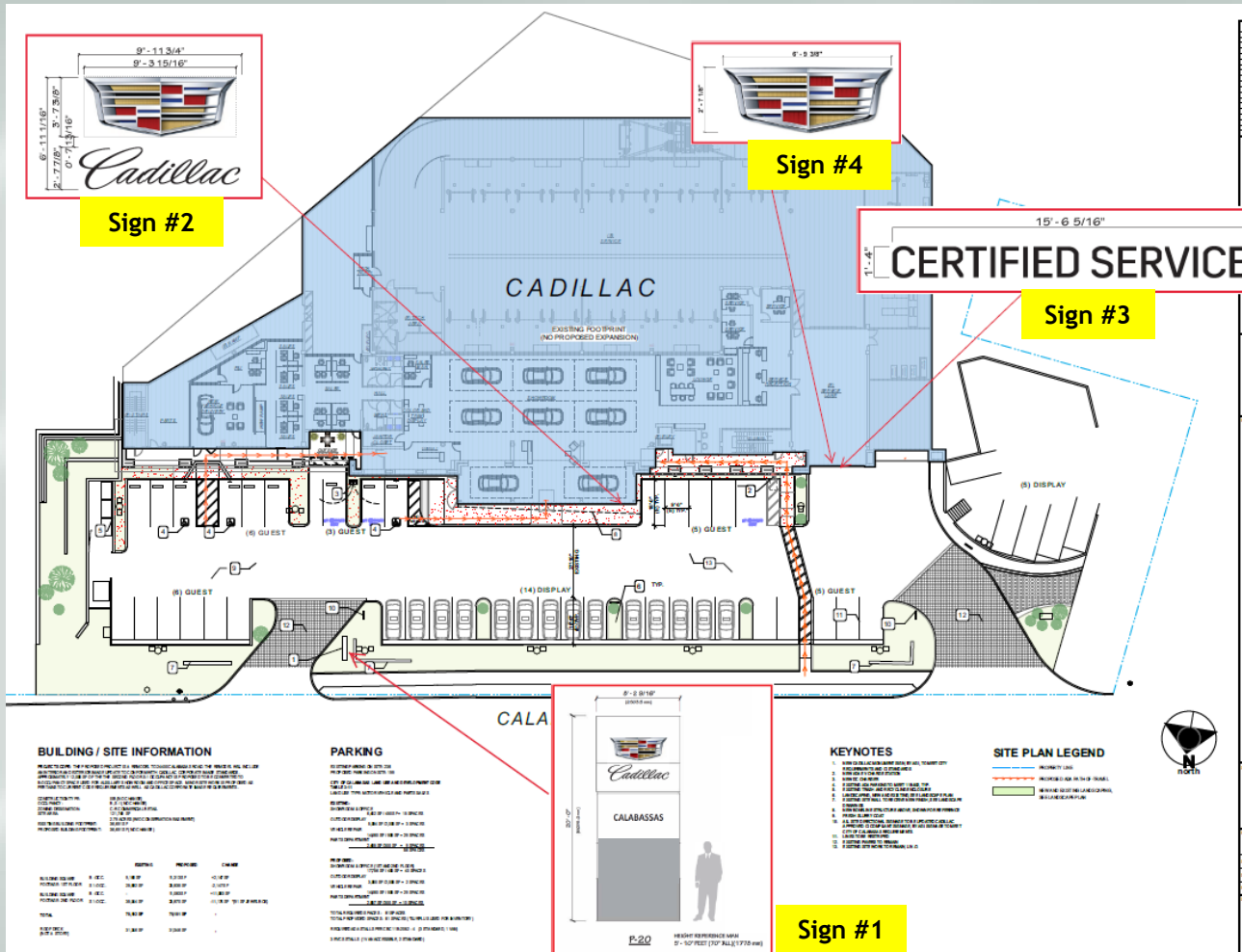
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Signs



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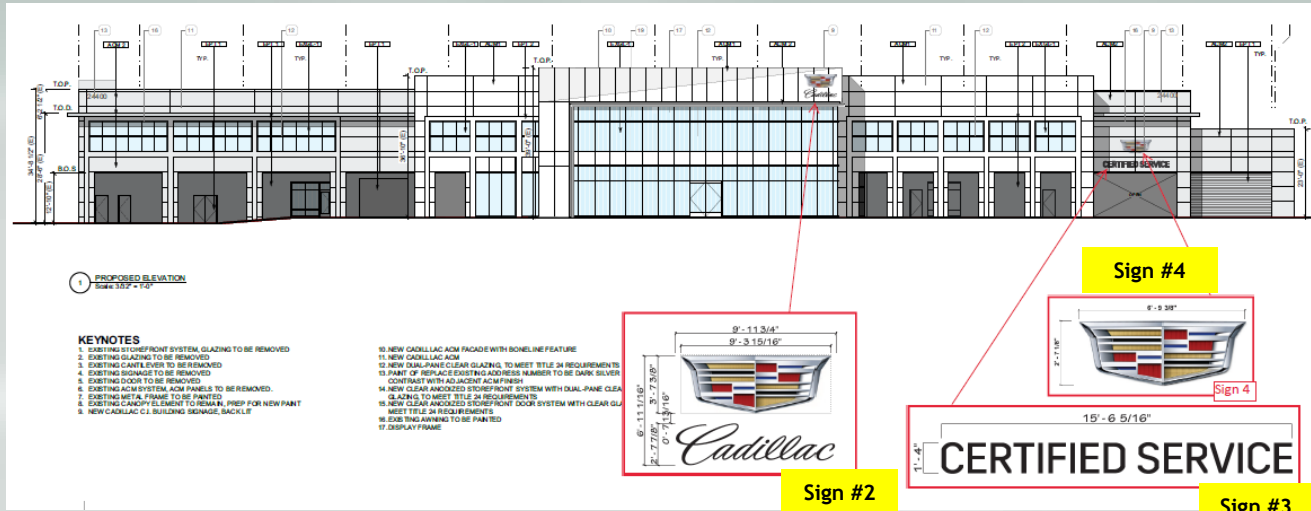
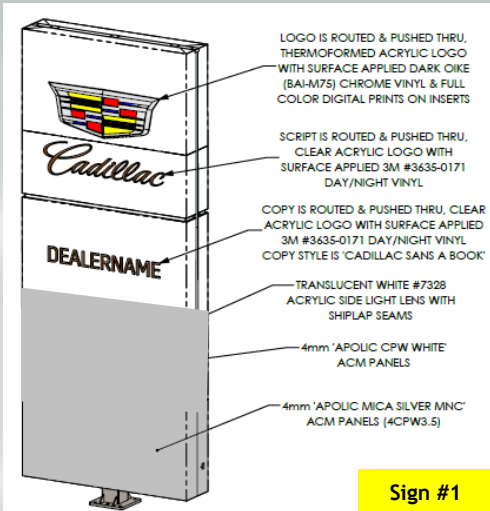
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Signs



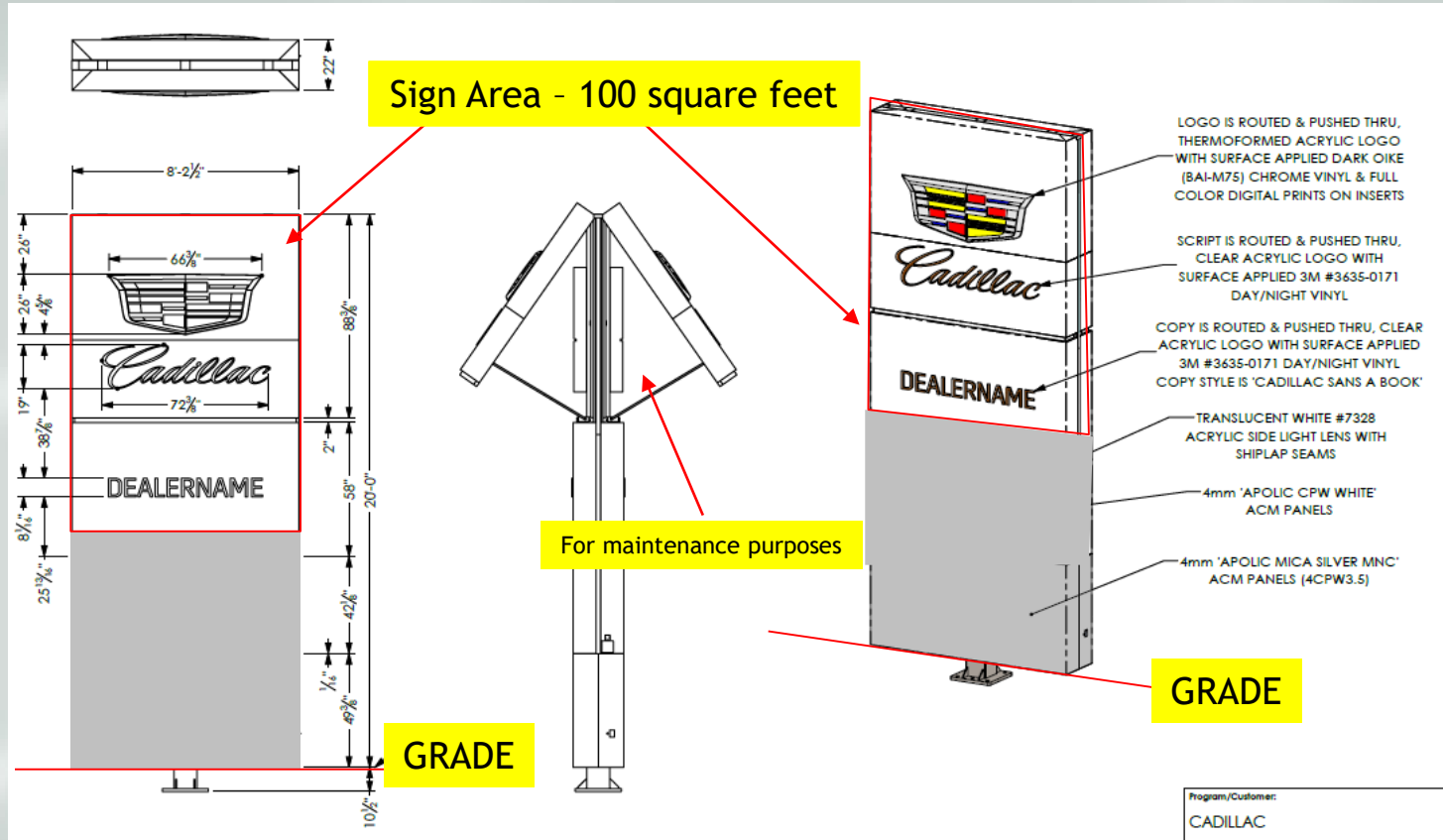
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Monument Sign Revision



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Signs at night - Carter Cadillac - Calgary



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Development Standards

- Proposed improvements comply with all development standards including site coverage, pervious surface, height and all setbacks (no changes proposed).
- Lighting is compliant with the City's Dark Skies Ordinance, and will remain the same.
- Proposed new signage is compliant with Chapter 17.30 (Sign Ordinance) and the approved sign program.
- The use and all operational characteristics are required to remain compliant with the approved conditional use permit.



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Design

- **Scenic Corridor/Design Guidelines**
 - Avoid large blank facades
 - Landscaping should enhance the corridor and utilize drought tolerant native planting
- **West Calabasas Road Master Plan (WCRMP) Design Guidelines**
 - Use high quality authentic materials, stucco is discouraged
 - Blank walls are discouraged
 - Each structure should reflect a single architectural style
 - Use vertical elements on structures to break up massing
 - Emphasize the main entrance using lighting and architecture



Consistency with Scenic Corridor / WCRMP Design Guidelines

Scenic Corridor Development Guidelines

- *Varying rooflines to break up building massing.*
- *Architectural features such as projections, differing material types, and boneline entrance structure to avoid large blank façade.*

WCRMP Design Guidelines

- *High quality authentic materials with a structurally heavy appearance.*
- *Single architectural style.*
- *Vertical elements to break up building façade.*
- *Emphasis of the entrance using lighting and landscaping.*

ARP

- *Recommended approval of the design to the Planning Commission on Feb. 25, 2022*



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Surrounding Area



Bob Smith BMW and Mini



Rendering of the recently approved Audi remodel



Mercedes-Benz



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Approved Sign Program

- The adopted sign program for the project site allows for (relevant items listed below):
 - **Business Name and Logo Module Sign:** building-mounted, internally illuminated or backlit, facing the frontage road, and not to exceed 80 square feet.
 - **Department Module Sign:** advertising a special service, building-mounted, internally illuminated or backlit, facing the frontage road, and not to exceed 25 square feet.
 - **Monument Sign:** free standing, adjacent to the exit drives, internally illuminated or back lit. The sign copy, including logos and graphics, shall not exceed 100 square feet. The height shall not exceed 20 feet above grade.
 - **Graphic Signage:** building-mounted, internally illuminated or backlit, facing the frontage road, total graphic signage not to exceed 72 square feet.



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Proposed Signs

Sign Type	Sign Material and Mounting	Sign Copy	Illumination
<u>Sign 1</u> – Monument Sign	Acrylic on Aluminum Composite Material panels. Free standing.	Tenant logo, business name “Cadillac”, and dealer name.	Internal - LED
<u>Sign 2</u> – Freeway Facing Building Mounted Sign: Business Name and Logo Module Sign (main tenant sign)	Acrylic, chrome film, and digital print. Building mounted.	Tenant logo and business name “Cadillac”	Internal - LED
<u>Sign 3</u> – Freeway Facing Building Mounted Sign: Department Module Sign (Certified Service)	Acrylic and vinyl. Building mounted.	Certified Service identification	Internal - LED
<u>Sign 4</u> – Freeway Facing Building Mounted Sign: Graphic Signage (tenant logo)	Acrylic, chrome film, and digital print. Building mounted.	Tenant Logo	Internal - LED



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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

- The subject site will remain an auto dealership consistent with prior approvals of a conditional use permit.
- The proposed project meets all required development standards.
- The proposed façade remodel is well-designed and compatible with the Scenic Corridor Development Guidelines, West Calabasas Road Master Plan Area and other structures in the area; with ARP recommending approval of the design.
- The proposed project meets all required findings for a Administrative Plan Review Permit, Sign Permit and Scenic Corridor Permit.



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Recommended Action

- That the Planning Commission adopt Resolution No. 2022-738 approving File Nos. APR-2022-001, SGN-2022-001, and SCP-2022-001.



Carter Cadillac - Calgary



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Carter Cadillac – Calgary, Canada



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