

1. Agenda For April 3, 2012

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1.1. Staff Report One For April 3, 2012

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# CITY OF MONTEREY PARK

## DESIGN REVIEW BOARD

### AGENDA

REGULAR MEETING  
**CITY HALL— Council Chambers**  
320 W. NEWMARK AVENUE  
April 3, 2012  
7:00 P.M.

#### **Board Members**

Gene Ong, Chair  
Krystal Hamner, Vice-Chair  
George Chiang, Member  
Roy Furuto, Member  
Jack Chiang, Member

#### **Staff**

Jim Basham, Director of Development Services  
Samantha Tewasart, Associate Planner  
Crystal Landavazo, Assistant Planner

#### **CALL TO ORDER:**

#### **ROLL CALL:**

**APPROVAL OF MINUTES:** January 17, 2011

#### **ORAL AND WRITTEN COMMUNICATIONS:**

The public may at this time address the members of the Design Review Board on any matters within the jurisdiction of the Design Review Board, prior to any action taken on the agenda. No action may be taken on off-agenda items except as authorized by law. Speakers are requested to limit their comments to no more than **five minutes** each.

If you would like to address the Design Review Board, please complete the **white speaker's card**. The card is available at the speaker's podium or from the Secretary. Please identify on the card your name, address and the item on which you would like to speak and return to the Secretary. The **speaker's card** assists the Chairperson in ensuring that all persons wishing to address the Members are recognized. If you wish to speak on an agenda item, your name will be called at the time the matter is heard by Design Review Board.

#### **AGENDA CHANGES AND ADOPTION:**

#### **NEW BUSINESS:**

1. **2401 SOUTH ATLANTIC BOULEVARD — EXTERIOR REMODEL WITH NO INCREASE IN SQUARE FOOTAGE AND SIGNAGE (DRB-12-02)**

The applicant is requesting approval for an exterior remodel with no increase in square footage and signage at 2401 South Atlantic Boulevard. The property is located on the west side of South Atlantic Boulevard, south of First Street, in the S-C (Shopping Center) zone.

**RECOMMENDATION:** That the Design Review Board approves the proposed remodel and signage with conditions.

**ITEMS FROM THE BOARD:**

**ADJOURNMENT:**

To the next regularly scheduled meeting on April 17, 2012, at 7:00 p.m.

**IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, YOU SHOULD CONTACT CITY HALL, (626) 307-1359 OR TTD/TTY (626) 307-2540. PLEASE NOTIFY THE CITY CLERK'S OFFICE TWENTY-FOUR HOURS PRIOR TO THE MEETING SO THAT REASONABLE ARRANGEMENTS CAN BE MADE TO ASSURE ACCESSIBILITY TO THIS MEETING.**

Staff reports, writings, or other materials related to an item on this Agenda, which are distributed to the Design Review Board less than 72 hours before this scheduled meeting shall be available for public inspection in the Planning Division located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours. Such staff reports, writings, or other materials are also on the City's website subject to staff's ability to post the materials before the meeting. The City's website is located at <http://www.ci.monterey-park.ca.us>.

**APPROVED BY:**

|                   |                                                                                       |
|-------------------|---------------------------------------------------------------------------------------|
| <b>JIM BASHAM</b> |  |
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# DESIGN REVIEW BOARD STAFF REPORT

ITEM NUMBER

1

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**TO:** Design Review Board

**FROM:** Director of Community Development

**MEETING DATE:** April 3, 2012

**CASE NUMBER:** DRB-12-02

**SUBJECT:** EXTERIOR COMMERCIAL REMODEL WITH NO  
INCREASE OF FLOOR AREA

**LOCATION:** 2401 SOUTH ATLANTIC BOULEVARD

**APPLICANT:** Camino Real Chevrolet  
2401 South Atlantic Boulevard  
Monterey Park, CA 91754

**PROJECT PLANNER:** Crystal Landavazo  
Assistant Planner

**RECOMMENDATION:** After holding the public meeting, approve DRB-12-02,  
subject to conditions contained herein.

## ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA) guidelines, the project is categorically exempt under Section 15301, Class 1 (Existing Facilities) minor alteration of existing facilities.

## REVIEW AND REPORT:

The applicant is requesting design review approval for an alteration to the exterior of an existing building located at 2401 South Atlantic Boulevard. The subject property is located on the east side of South Atlantic Boulevard, south of the Atlantic Boulevard and First Street intersection. Commercially developed lots are located to the north and west of the subject property. Residential uses are located to the east and the Pomona Freeway (SR-60) is to the south.

The subject site is currently developed with two commercial buildings that operate together as an automobile dealership. Both buildings have high ceilings and are connected by a concrete bridge. Vehicles are parked on the roofs of both buildings which are accessed through a curved ramp located on the main building, facing First Street toward Collegian Avenue. A low parapet and railing is provided along the edge of both buildings and the ramp. The main building has an existing open patio facing Atlantic Boulevard.

### ELEVATION

The applicant is proposing to install a new fascia on the existing patio of the main building, facing Atlantic Boulevard. The applicant is proposing to create the new façade using ALPOLIC panels in a blue finish, to match Chevrolet's blue logo color (4mm 4CVB 3.5CVB BLUE). The blue panels will be installed so they create a frame around the center of the patio. A thin aluminum accent will outline the center of the blue frame using ALPOLIC panels (4mm 4HLZ 3.5DM HLZ ALUMINUM). The new façade will include silver ALPOLIC panels (3mm 4TBX 3.5MTLC TBX SILVER) along the roofline on each side of the blue panel frame. The silver panels will wrap around the roofline of the main building and extend 147 ft. 6 in. along the elevation facing First Street, and 111 ft. on the elevation facing the Pomona Freeway (SR-60). The silver panels will be provided with a thin blue accent band at the base, using the same blue panels at the center of the new façade.

The existing columns supporting the patio will be painted Silver using Benjamin Moore paint (2121-40 SILVER HALF DOLLAR). The existing white buildings will be given a new coat of Benjamin Moore white paint (OC-61 WHITE DIAMOND). The existing railing on the roof of the building, the vehicle ramp, and exterior stairs, will remain blue.

### SIGNAGE

Both existing buildings on the property are connected through a concrete roof bridge to create the business frontage facing Atlantic Boulevard. The business frontage facing Atlantic Boulevard is permitted to have a maximum sign area of 225 square feet. The applicant is proposing to remove four existing signs facing Atlantic Boulevard and replace them with three new signs. The new signs will not exceed the allowable sign area permitted for the business frontage. The applicant is also proposing to remove two existing signs from the east elevation facing First Street and replace them with one sign.

The Atlantic Boulevard signage will identify the business name and services provided. The first sign will be placed on the connecting bridge to indicate the service area and the copy will read "**Certified Service.**" This sign will be 1 ft. 10 in. high, 18 ft. 5.25 in. wide and consist of internally illuminated channel letters with a blue acrylic face. The new façade will serve as the primary focus along the Atlantic Boulevard elevation. The second sign on this

elevation will be located on the new silver ALPOLIC panels, west of the center blue panels, and will read "**CAMINO REAL**." The sign will be 1 ft. 10 in. high, 20 ft. 4 in. wide and consist of internally illuminated channel letters with a blue acrylic face. The third sign facing Atlantic Boulevard will be located on the center blue panels in the new façade area and will read "**CHEVROLET**" preceded by a logo. The sign will be 3 ft. high, 24 ft. 5 in. wide and consist of internally illuminated channel letters with a white acrylic face.

The elevation facing First Street will be provided with a sign to indicate the services provided to the business. The sign will be located on the north side of the east elevation and will read "**Certified Service**." Silver ALPOLIC panels will be installed on this elevation to serve as a background for the 1 ft. 4 in. high by 13 ft. 5 in. wide sign. The sign consist of internally illuminated channel letters with a blue acrylic face. There will be no changes to the existing freestanding sign facing Atlantic Boulevard.

### **CONCLUSION:**

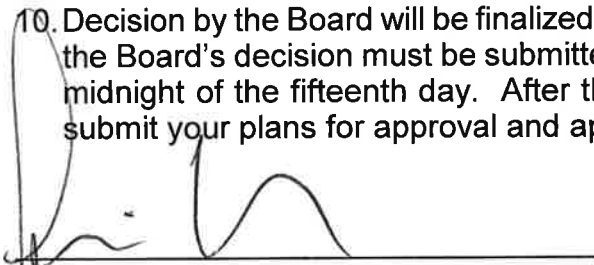
Staff has reviewed the application and believes that the proposed exterior alterations and signage are appropriate for the subject site.

### **CONDITIONS OF APPROVAL:**

1. All work performed must be in substantial conformance with plans date-stamped March 6, 2012 and colored elevations date stamped January 26, 2012, unless changed by any of the succeeding conditions. Future modifications that are not in substantial conformance, as determined by the Planner, shall require modification of this approval subject to the provisions of Monterey Park Municipal Code (MPMC) Section §21.72.120.
2. This approval for signage and an exterior remodel with no increase in square footage is not an approval of a building permit, which must be applied for separately with the Building Division.
3. Quality of all finished work shall be per Planner's approval before building final.
4. All buildings or structures on the property shall remain free of graffiti. Failure of the applicant/property owner to remove any graffiti, upon 24 hours written notice by the City, shall authorize the City to remove or mask said graffiti at the cost of the applicant/property owner.
5. The perimeter wall shall be painted to match the existing wall color. All gray and mismatched paint patches will be painted to match the existing wall color as part of this project.
6. The property shall be kept free of trash and debris at all times.
7. A complete copy of these conditions, as approved, shall be listed on the second sheet of plans submitted for a building permit pertaining to this project.
8. The applicant/property owner shall sign and have notarized an affidavit acknowledging acceptance of the conditions of approval and return it to the Planning Division within 30 days of the effective date of this approval, or prior to the issuance of Planning's stamp of approval for building permit.

9. All conditions of this approval shall be complied with prior to issuance of Planning Division's final approval for building permits.

10. Decision by the Board will be finalized 15 days after the date of the meeting. Appeal of the Board's decision must be submitted on appropriate forms to the City Clerk prior to midnight of the fifteenth day. After the fifteen days are barring an appeal, you may submit your plans for approval and apply for permits.



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Jim Basham  
Director of Community Development

Attachments:

1. Architectural & Sign Plans
2. Proposed Colored Elevations
3. Site Photos