

1. Agenda For October 2, 2012

Documents: [10-02-12.PDF](#)

2. Staff Report One For October 2, 2012

Documents: [10.2.12 SR.PDF](#)



CITY OF MONTEREY PARK

DESIGN REVIEW BOARD

AGENDA

REGULAR MEETING

CITY HALL— Council Chambers

320 W. NEWMARK AVENUE

October 2, 2012

7:00 P.M.

Board Members

Krystal Hamner, Chair

George Chiang, Vice-Chair

Roy Furuto, Member

Jack Chiang, Member

Vacant

Staff

Jim Basham, Director of Community Development

Samantha Tewasart, Associate Planner

Crystal Landavazo, Assistant Planner

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES:

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.

NEW BUSINESS:

1. **233 EAST POMONA BOULEVARD — NEW SIGN AND EXTERIOR REMODEL WITH NO INCREASE IN SQUARE FOOTAGE – NEW PAINT (DRB-12-08)**

The applicant is requesting approval for a new sign and paint color palette at 233 East Pomona Boulevard. The property is located on the north side of the Pomona Boulevard, in the C-S/P-D(Commercial Services/Planned Development) zone.

RECOMMENDATION: That the Design Review Board approves the proposed color palette with conditions.

ITEMS FROM THE BOARD:

ITEMS FROM STAFF:

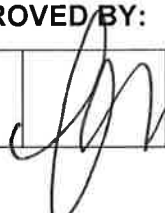
ADJOURNMENT:

To the next regularly scheduled meeting on October 16, 2012, 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:

JIM BASHAM	
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DESIGN REVIEW BOARD

STAFF REPORT

ITEM NUMBER

1

TO: Design Review Board

FROM: Director of Community Development

MEETING DATE: OCTOBER 2, 2012

CASE NUMBER: DRB-12-08

SUBJECT: NEW WALL SIGN AND EXTERIOR REMODEL WITH
NO ADDITION OF SQUARE FOOTAGE: NEW PAINT

LOCATION: 233 East Pomona Boulevard

APPLICANT: Genesis Altura
Goodwill Plus, Inc.
233 E. Pomona Blvd
Monterey Park, CA 91754

PROJECT PLANNER: Crystal Landavazo
Assistant Planner

RECOMMENDATION: After holding the public meeting, approve DRB-12-08
subject to conditions contained herein.

ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA) guidelines, the project is categorically exempt under Section 15311, Class 11(a) (Accessory Structures) for the installation of an on-premise sign.

REVIEW AND REPORT:

The applicant is requesting design review and approval of a new wall sign and new exterior color palette at 233 East Pomona Boulevard. The subject property is located in the C-S (Commercial Services) zone on the north side of Pomona Boulevard. The property is surrounded by commercial uses to the east and west with residential uses located across an alley to the north and the Pomona freeway to the south. The property is developed with a single story building, which consists of one unit and is occupied by a service business.

The applicant is proposing to install an approximately 37 sq. ft. internally illuminated channel letter and foam letter sign on the building storefront. The unit has a frontage of 60 ft. which allows a maximum sign area of 45 sq. ft. The sign will consist of the business logo and two lines of text. The first line will consist of internally illuminated channel letters and the copy will read "**Goodwill Plus**" at a height of 15 inches with red acrylic faces and white returns. The second line will consist of 2 inch thick foam letters and the copy will read "**A Home Health Agency**" at a height of 7 inches with blue acrylic faces and a white trim cap. The lines of text will be separated by a single line that consists of 2 inch thick foam with a red acrylic face.

The sign will be located in the center of the front fascia, just above the storefront windows. The building storefront consists of brick walls with large storefront windows. A 7 ft. fascia is located above a canopy that protrudes from above the windows. In addition to the new sign, the applicant proposes to paint the building.

The applicant proposes to utilize a color palette that consists of two colors. The first color, a light tan color named "Cork Board" by Behr, will be applied to the brick wall storefront. An off-white accent color, also by Behr, will be used on the fascia above the canopy over the storefront windows. The coping along the top of the fascia and the canopy will be painted in the "Cork Board" color.

CONCLUSION:

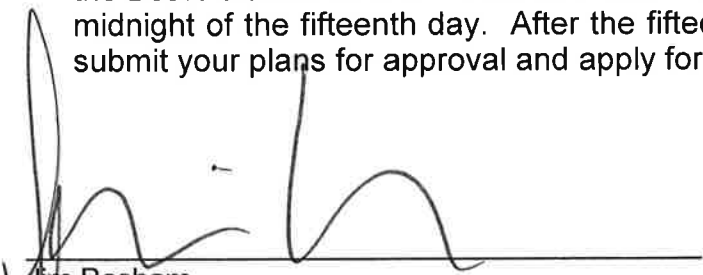
Staff reviewed the application and believes the proposed signs and color palette are appropriate for the site and compatible with surrounding uses.

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with sign plans and colored elevations date-stamped August 16, 2012 and samples date stamped September 4, 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. Quality of all finished work shall be per planner's approval before approval from Planning on building permit final.
3. 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.

4. The property shall be kept free of trash and debris at all times.
5. 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.
6. This approval for a new wall sign is not an approval of building permits, which must be applied for separately with the Building Division.
7. All signs, together with all of their supports, braces, guys and anchors, shall be kept in good repair and in proper state of preservation. The display surfaces of all signs shall be kept neatly posted at all times.
8. When the use is discontinued, the business owner and/or property owner shall remove all signage and repair/repaint any affected surfaces within 30 days. This condition shall be included into the lease agreement between owner and tenant.
9. 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.
10. All conditions of this approval shall be complied with prior to issuance of Planning Division's final approval for building permits.
11. 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.



Jim Basham

Director of Community Development

Attachments:

1. Sign Plan
2. Elevations