

1. Agenda For October 15, 2013

Documents: [10.15.13.PDF](#)

2. Staff Report One For October 15, 2013

Documents: [10.15.13 SR1.PDF](#)

3. Staff Report Two For October 15, 2013

Documents: [10.15.13 SR2.PDF](#)



CITY OF MONTEREY PARK

DESIGN REVIEW BOARD

AGENDA

REGULAR MEETING
CITY HALL— Council Chambers
320 W. NEWMARK AVENUE
October 15, 2013
7:00 P.M.

Board Members

Krystal Hamner, Chair
Roy Furuto, Vice-Chair
Jack Chiang, Member
Vacant
Vacant

Staff

James Funk, Lead Planner/Economic and
Development Special Projects Manager
Samantha Tewasart, Acting Senior Planner
Harald Luna, Assistant Planner

CALL TO ORDER:

ROLL CALL:

APPROVAL OF MINUTES: July 2, 2013

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.

OLD BUSINESS:

NEW BUSINESS:

1. 120 N GARFIELD AVENUE – NEW WALL SIGN (DRB-13-18)

The Applicant, Shadow Wong, on behalf of the property owner, is requesting design review approval for a new wall sign at 120 N Garfield Avenue in the C-B, P-D (Neighborhood Shopping, Planned Development) Zone.

RECOMMENDATION: After holding the public meeting, approve DRB-13-18 subject to conditions contained herein.

2. **306 E GARVEY AVENUE – NEW WALL SIGNS, MONUMENT SIGN AND PRICE SIGN REFACE, AND EXTERIOR COMMERCIAL REMODEL WITH NO INCREASE OF FLOOR AREA – PAINT**

The applicant, Gregg Swanson of Calcraft Corporation, is requesting design review approval for new signs and exterior paint at 320 E Garvey Avenue in the C-B, P-D (Central Business Commercial, Planned Development) Zone.

RECOMMENDATION: After holding the public meeting, approve DRB-13-20 subject to conditions contained herein.

ITEMS FROM THE BOARD:

ITEMS FROM STAFF:

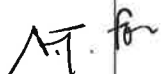
ADJOURNMENT:

To the next regularly scheduled meeting on November 5, 2013, 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:

JAMES FUNK	
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DESIGN REVIEW BOARD STAFF REPORT

ITEM
NUMBER

1

TO: Design Review Board

FROM: Community Development Department

MEETING DATE: OCTOBER 15, 2013

CASE NUMBER: DRB-13-18

SUBJECT: NEW WALL SIGN

LOCATION: 120 N GARFIELD AVE

APPLICANT: Shadow Wong
2812 Peck Road
El Monte, CA 91776

PROJECT PLANNER: Harald Luna
Assistant Planner

RECOMMENDATION: After holding the public meeting, approve DRB-13-18 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, Shadow Wong, on behalf of the business owner, is requesting design review approval for a new wall sign at 120 N. Garfield Avenue. The subject property is zoned C-B, P-D (Central Business Commercial, Planned Development) and designated MU-I (Mixed Use-I) in the General Plan. The property is located on the east side of Garfield Avenue, two lots north of the northeast corner of Garfield Avenue and Garvey Avenue. The property is surrounded by commercial uses to the north, south, east and west. The property is developed with a single-story commercial building, occupied by a beauty salon (Chao Yue Salon). The property is undergoing its interior remodel and new clear glass storefront for the beauty salon.

The applicant is requesting approval for the new sign for the beauty salon. The new wall sign will be installed on the front (west facing) business elevation and will consist of two rows of text that read "*Chao Yue Salon*" to identify the business name, and the Chinese translation text which will take a step shape located above the English text. The newly proposed wall sign with the Chinese characters will be comprised of individual internally illuminated LED channel letters. The sign will be installed so that it is vertically centered on the wall with 8.5 inches of space from the top of the building wall to the top of the sign and 8.5 inches of space from the bottom of the sign to the top of the awning. The English letters of the proposed sign will consist of 1/8" acrylic faces with a blue (Arlon Film 2940) vinyl overlay, 3/4-inch gold trim-cap with 5-inch black returns, and white LEDs for illumination. The Chinese characters of the proposed sign will consist of 1/8" acrylic faces with a red (Arlon Film 2283) vinyl overlay, 3/4-inch gold trim-cap with 5-inch black returns, and white LED for illumination.

The proposed sign will consist of one line of English text with a height of 15 inches and a width of 7 feet 8 inches, and one line of Chinese characters with a height of 2 feet 1 inch and a width of 3 feet 1 inch, for a total sign area of 16 square feet. The business has a frontage of 21 feet 4 inches, which allows a maximum sign area of 16 square feet.

CONCLUSION:

Staff reviewed the application, conducted a site inspection of the property and believes the proposed sign is appropriate for the site and compatible with surrounding uses with the recommended conditions.

CONDITIONS OF APPROVAL:

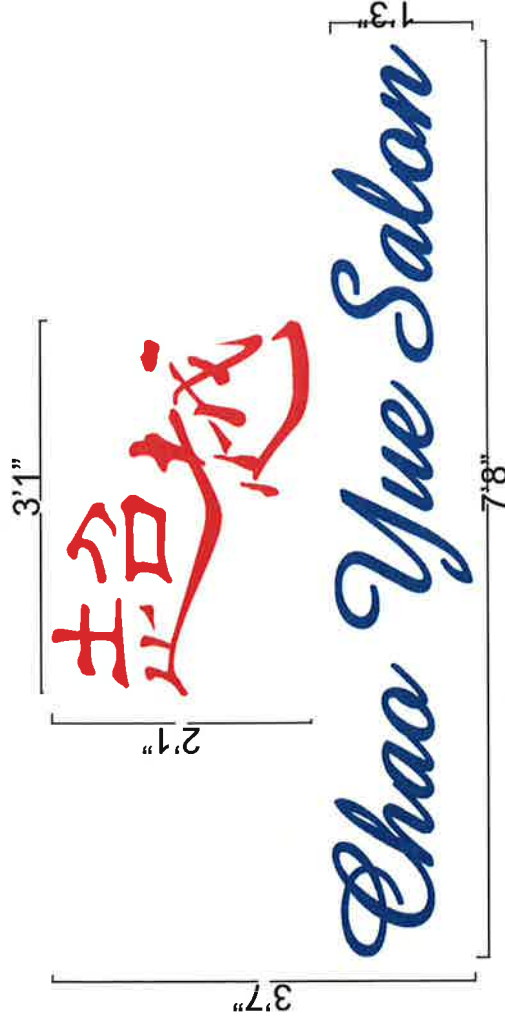
1. All work performed must be in substantial conformance with sign plans and colored elevations date-stamped October 10, 2013 unless changed by any of the succeeding conditions. Future modifications that are not in substantial conformance, as determined by the Planner, shall require modification of this 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. The sign faces must be re-painted at any sign of chipping or fading.
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.
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.
12. The wall sign shall be installed so that it is vertically centered with 8.5 inches spacing from the top of the building wall to the top of the sign and 8.5 inches spacing from the bottom of the sign to the top of the awning, as shown on the sign plan elevation.


James Funk, Lead Planner/Economic and
Development Special Projects Manager

Attachments:

1. Sign Plan & Elevations



Scale: 1:20

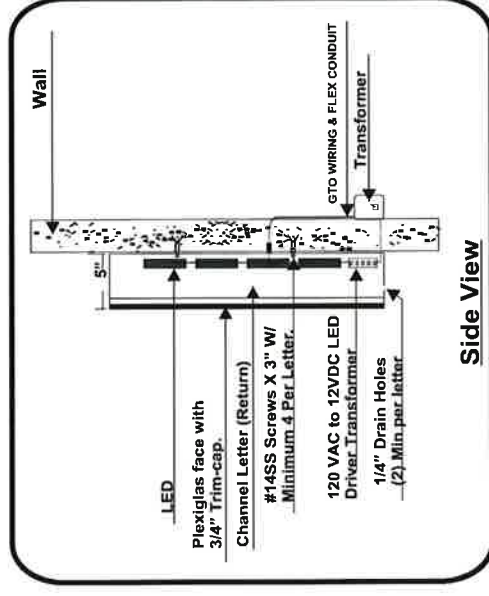
Blue: Arlon Premium Cast Translucent Film 2940

Red: Arlon Premium Cast Translucent Film 2283

Total Area: 16 sq ft Centered



Job Location:
120 N. Garfield Ave.
Monterey Park, CA 91754



Illuminated Channel Letter Detail

- 1) English Letter x12 Illuminated Channel Letter with 1/8" white acrylic face, 3/4" gold trim-cap, 5" black returns, blue vinyl cut stuck on top, white LED for illumination.
- 2) Chinese words x2 Illuminated Channel Letter with 1/8" white acrylic face, 3/4" gold trim-cap, 5" black returns, red vinyl cut stuck on top, white LED for illumination.

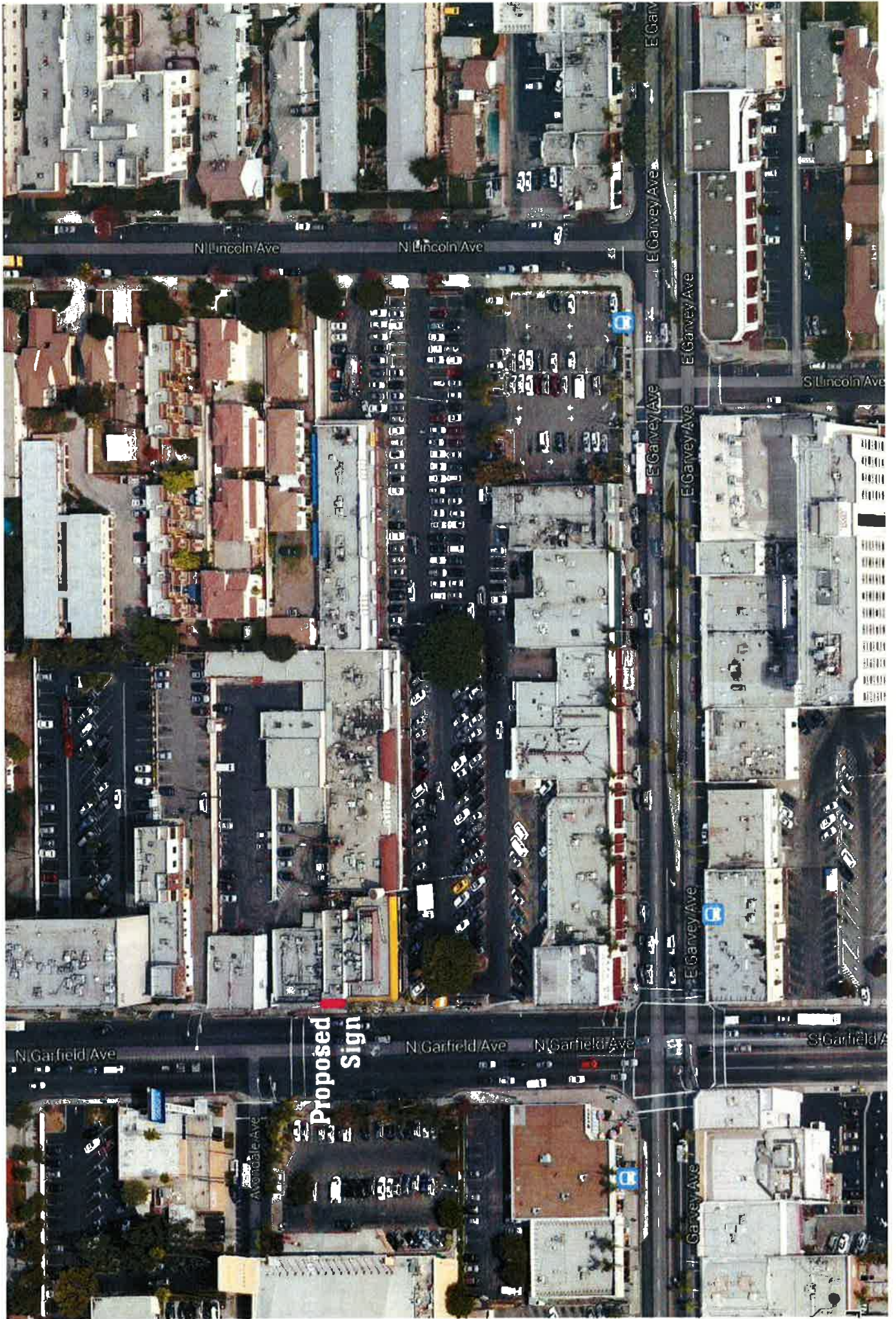
Landlord Signature:

RECEIVED

OCT 10 2013

Date:

CITY OF MONTEREY PARK
 COMMUNITY DEVELOPMENT DEPT.





DESIGN REVIEW BOARD STAFF REPORT

ITEM
NUMBER

2

TO: Design Review Board

FROM: Community and Economic Development Department

MEETING DATE: OCTOBER 15, 2013

CASE NUMBER: DRB-13-20

SUBJECT: NEW WALL SIGNS, MONUMENT SIGN AND PRICE SIGN REFACE, AND EXTERIOR COMMERCIAL REMODEL WITH NO INCREASE OF FLOOR AREA – PAINT

LOCATION: 306 E GARVEY AVE.

APPLICANT: Gregg Swanson of Calcraft Corporation
1426 S Willow Avenue
Rialto, CA 92376

PROJECT PLANNER: Samantha Tewasart
Acting Senior Planner

RECOMMENDATION: After holding the public meeting, approve DRB-13-20 subject to conditions contained herein.

ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA) guidelines, the project is categorically exempt under §15301, Class 1 (Existing Facilities) and §15311, Class 11(a) (Accessory Structures) for new exterior paint with no expansion of use and the installation of an on-premise sign.

REVIEW AND REPORT:

The applicant, Gregg Swanson of Calcraft Corporation, is requesting design review and approval for new signs and exterior paint at 306 E Garvey Avenue. The subject property is located at the southeast corner of East Garvey Avenue and South Nicholson Avenue. The property is zoned C-B, P-D (Central Business, Planned Development). To the north, east and west are commercially zoned properties and to the south are residentially zoned properties. Structures on the property include one canopy with dispensers underneath and one food mart with auto service bays. The property is currently occupied by a Shell gas station.

Wall Sign

The applicant is requesting approval for two new wall signs, reface of an existing monument sign and an existing price sign, two new Shell logos on the existing canopy, and new exterior paint. Both wall signs will be placed on the north elevation of the building facing East Garvey Avenue. The proposed text will be red acrylic (Pantone SHL005 – Shell Red) on a white acrylic background (Shell Warm White – RAL 9016). One wall sign will be located over the entrance of the minimart, which will read “Food Mart”, with a height of 2 feet 7.5 inches and a width of 8 feet 10.3 inches, for a sign area of 23.24 square feet. The other proposed wall sign will be located above the entrance of the service station, and will read “Service Center”, with a height of 2 feet 7.5 inches and a width of 12 feet 3.3 inches, for a sign area of 32.21 square feet. The two signs add up to a total sign area of 55.45 square feet. The building frontage is 65 feet wide. The maximum sign area permitted is 75 percent of the lineal width of the building frontage. In this case the maximum sign area permitted is 48.75 square feet. The proposed wall signs are oversized by 6.7 square feet. Therefore, the proposed wall signs must be resized to meet the maximum area allowed.

Logos

Two new illuminated Shell logos are proposed on the east and west elevations of the canopy. The logos will be 3 feet 11 inches tall by 3 feet 11 inches wide for a total sign area of 15.4 square feet. The logos are proposed to be 5 feet 7 inches away from the corner of the canopy. The proposed logos exceed the height of the canopy. A condition of approval has been added to require the logos to be resized to fit the height of the canopy.

Monument Sign and Freestanding Price Sign

The applicant also proposes to reface the existing monument sign and freestanding price sign. The existing monument sign is located in a planter area at the northwest corner of the property, facing east and westbound traffic. The monument sign will have a new color palette and will include new price panels. The proposed monument sign face will be comprised of 3 sections to display the Shell logo and V-Power, the directory sign for service center and food mart, and the gas prices. The background color of the monument sign will be white (Shell Warm White – Ral 9016). The directory sign panels will consist of blue (Shell Blue – Pantone 294C) texts. The price panels will have red

(Shell Red – Pantone SHL005) text indicating the name of products and LED digital panels indicating the prices.

The existing free standing price sign is perpendicular to South Nicholson Avenue abutting the sidewalk. The existing freestanding illuminated sign has a width of 3 feet and a length of 6 feet for a total sign area of 18 square feet, consisting of two sections to display the business name and prices of products, located on top of a metal post. The existing front and rear faces of the frame will be painted white (Shell White – RAL9016), and the outside faces will be painted grey (Shell Silver Gray). The support post will be painted Shell Silver Grey. The proposed price sections will display the type of gas sold and the changeable price panels with a red background (Shell Red – Pantone SHL005). A condition of approval has been added requiring the color of the gas prices be white to contrast with the red background.

Exterior Paint

The minimarket and canopy will receive new paint. The Shell branding fascia, consisting of a yellow (Shell Yellow – Pantone SHL003) and red (Shell Red – Pantone SHL005) band at the bottom, will be installed over the storefront extending the width of the building.

The four elevations of the canopy will also be painted Shell White (Warm White RAL 9016) with the corporate stripe color of Shell yellow (Pantone SHL003) and Shell red (Pantone SHL005). The canopy is supported by two columns. The bottom 12 inches of the columns will be painted grey. The red stripe on the north, east and west elevations will be illuminated. The four gas dispensers will be painted with the Shell yellow (Pantone SHL003) and Shell red (Pantone SHL005) and the casing will be painted with Shell White (Warm White RAL 9016). Each column will have four pump flag with numbers located at the upper portion, consisting of red text and yellow background in consistent with the overall color scheme.

The applicant also proposes to paint all the bollards and island curbs. Bollards are proposed to be painted with Shell White and Shell Grey at the base. Shell Gray (Pantone SHL001) is utilized to be painted on island curbs (face only).

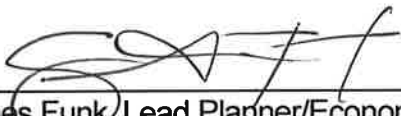
CONCLUSION:

Staff reviewed the application and believes the proposed wall signs, monument sign, freestanding price sign, and exterior paint are appropriate for the site and compatible with surrounding uses with the recommended conditions.

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with sign plans, colored elevations, and samples date-stamped September 4, 2013 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 two new wall signs, monument sign and price sign face change, and exterior paint 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. The sign faces must be re-painted at any sign of chipping or fading.
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.
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.

12. The proposed wall signs must be resized to meet the maximum area allowed, subject to the review and approval of the Planner.
13. The logos must be resized to fit the height of the canopy.


James Funk, Lead Planner/Economic and
Development Special Projects Manager

Attachments:

1. Sign Plans