

**CITY OF MONTEREY PARK
DESIGN REVIEW BOARD AGENDA**

REGULAR MEETING

**Monterey Park City Hall Council Chambers
320 West Newmark Avenue
Monterey Park, CA 91754**

**TUESDAY
AUGUST 5, 2014
7:00 PM**

MISSION STATEMENT

**The mission of the City of Monterey Park is to provide excellent services
to enhance the quality of life for our entire community.**

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 are available for public inspection in the City Clerk's Office 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://ci.monterey-park.ca.us/home/index.asp>. Copies of staff reports and/or written documents pertaining to any item on the Agenda are on file in the Community and Economic Development Department – Planning Division and are available for public inspection during regular business hours.

PUBLIC COMMENTS ON AGENDA ITEMS

For members of the public wishing to address the Design Review Board regarding any item on this Agenda, including Oral Communications, please fill out a speaker card and return it to Planning staff before the announcement of the Agenda Item.

Speakers are provided five (5) minutes per individual on each published agenda item. Individual speakers may consolidate time with another speaker's time; the total consolidated time cannot exceed two (2) minutes per speaker giving up time. However in the interest of ensuring that all members of the Public have an equal opportunity to participate, a single speaker cannot speak for more than ten (10) minutes on an individual Agenda item. If there are a large number of speakers on a particular agenda item, the Chairperson, as confirmed by the Design Review Board, may reduce the amount of time allotted to each speaker or limit the total amount time allowed for speakers to address the agenda item. At the conclusion of that period of time, the speaker will be asked to please conclude their remarks so that the next speaker may begin their comments.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call City Hall, (626) 307-1359. Please notify the Community and Economic Development Department twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure availability of audio equipment for the hearing impaired. Council Chambers are wheelchair accessible.

CALL TO ORDER – Chairperson Krystal Hamner

ROLL CALL – Vice-Chair Roy Furuto, Member Allen Wong, Billy Yeung and Wally Tsui

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

None

ORAL AND WRITTEN COMMUNICATIONS

MINUTES – May 6, 2014

[1.] UNFINISHED BUSINESS

None

[2.] NEW BUSINESS

2-A. 1470 MONTEREY PASS ROAD – NEW WALL SIGNS (DRB-14-17)

The applicant, Celia Sierra, on behalf of the property owner, is requesting design review approval for two new wall signs at 1470 Monterey Pass Road in the C-S (Commercial Services) Zone.

The Project is categorically exempt from the requirements of CEQA pursuant to CEQA Guidelines § 15311, Class 11(a) (Accessory Structures) for the installation of an on-premise sign.

It is recommended that the Design Review Board consider taking the following actions:

- (1) Opening the public hearing;
- (2) Receiving documentary and testimonial evidence;
- (3) Closing the public hearing;
- (4) Approving the requested Design Review Board (DRB-14-17), subject to conditions of approval contained therein; and
- (5) Take such additional, related, action that may be desirable.

[3.] BOARD MEMBERS COMMUNICATIONS AND MATTERS

[4.] ITEMS FROM STAFF

ADJOURN

APPROVED BY:

MICHAEL A. HUNTLEY	
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Design Review Board Staff Report

DATE: August 5, 2014

AGENDA ITEM NO: 2-A

TO: Design Review Board
FROM: Michael A. Huntley, Community and Economic Development Director
BY: Harald Luna, Assistant Planner
SUBJECT: New Wall Signs – 1470 Monterey Pass Road Design Review Board (DRB-14-17).

RECOMMENDATION:

It is recommended that the Design Review Board consider:

- (1) Opening the public hearing;
- (2) Receiving documentary and testimonial evidence;
- (3) Closing the public hearing;
- (4) Approve the requested Design Review Board (DRB-14-17), subject to conditions of approval contained therein; and
- (5) Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The applicant, Celia Sierra, on behalf of the business owner, is requesting design review approval for new wall signs at 1470 Monterey Pass Road. The subject property is located on the West side of Monterey Pass Road. The subject property is zoned C-S (Commercial Services) and designated E/T (Employment Technology) in the General Plan.

Site Analysis

The subject property is developed with a single-story commercial building and parking area within the front of the lot. The subject building is occupied by a restaurant use (Z's Crazy Good).

The surrounding properties to the north, south, east and west consist of single-story industrial/commercial buildings. The design and character of the surrounding wall signs consist of individual non-illuminated channel letters and illuminated canister signs.

Background

On May 6, 2014, the Design Review Board reviewed the conceptual sign plans and

presentation by the business owner for the proposed wall signs and exterior remodel – paint and provided several recommendations to the applicant including:

- Consider including the word “food or restaurant” to the signage to identify the business type use.
- Consider using internally illuminated and back-lit (halo) lighting for the sign.
- Provide an address number in a contrasting color from the exterior building wall.
- Provide additional landscaping within the planter areas and consider using landscaping that consists of combinations of shrubs and ground cover with careful consideration given to the use of drought-tolerant specimens and xeriscaping practices.

Modifications

Since the meeting, the business owner has provided revised sign plans, an address number in a contrasting color, and provided landscaping within the planter areas. Subsequently, staff has reviewed several iterations of the proposed addition to produce a design that is appropriate for the site and is consistent with the regulations of the Zoning Code.

Project Description

The applicant is requesting approval for a new primary and secondary wall sign for the restaurant business. The new primary wall sign will be installed on the front (west facing) business elevation and the secondary wall sign will be installed on the south side business elevation. The wall signs will consist of a logo followed by two rows of text that read “Z’s Crazy Good” to identify the business name. The new primary and secondary wall signs will be an illuminated sculpted cabinet box. The sign will be comprised of internally illuminated 3/16 inch white acrylic faces with a red (#3630-53), black (#3630-22) and yellow (#3630-015) vinyl overlay, 1½ inch black trim cap returns and 6 inch aluminum returns.

The primary wall sign will be 5 feet 4 inches tall by 9 feet wide. The sign copy logo will be 31 inches in height, followed by the first and second lines of text with 16 inch tall letters, for a total sign area of 47 square feet. The business has a frontage of 48 feet, which allows a maximum sign area of 48 square feet. Also, the proposed wall sign will be placed at a maximum height of 15 feet measured from the ground floor to the top of the sign.

The secondary wall sign will be 3 feet tall by 5 feet wide. The sign copy logo will be 22 inches in height, followed by the first and second lines of text with 9 inch tall letters, for a total sign area of 15 square feet. The southern façade is considered the secondary façade and is allowed a maximum sign area of 50 percent of the lineal width of the façade. The south business elevation has a width of 32 feet, which allows a maximum

sign area of 16 square feet. The proposed wall sign will be placed at a maximum height of 13 feet measured from the ground floor to the top of the sign.

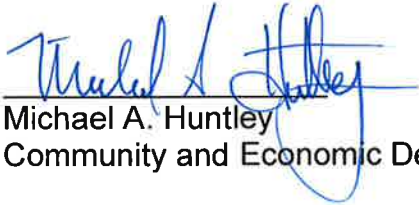
CONCLUSION:

Staff reviewed the application, conducted a site inspection of the property and believes the proposed wall signs are appropriate for the site and compatible with the signs from the surrounding commercial uses with the recommended conditions.

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.

Respectfully submitted,



Michael A. Huntley
Community and Economic Development Director

Attachments:

- Exhibit A: Conditions of Approval
- Exhibit B: Sign plan
- Exhibit C: Site plan
- Exhibit D: Existing site photographs

EXHIBIT A

Conditions of Approval

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with plans date-stamped July 15, 2014, 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 MPMC § 21.36.120.
2. Quality of all finished work shall be per planner's approval before approval from Planning on building permit final.
3. The property must be kept free of trash and debris at all times.
4. The applicant/property owner must 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.
5. This approval is for two new wall signs and is not an approval of building permits, which must be applied for separately with the Building Division.
6. 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.
7. All conditions of this approval shall be complied with prior to issuance of Planning Division's final approval for building permits.
8. 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.
9. All Landscaped areas must be properly maintained at all times. A landscape plan for the planter areas with careful consideration given to the use of drought-tolerant specimens and xeriscaping practices must be submitted at the time of plan check submittal, for the review and approval by the Planning Division.