

**OFFICIAL MINUTES
MONTEREY PARK DESIGN REVIEW BOARD
REGULAR MEETING
AUGUST 5, 2014**

The Design Review Board of the City of Monterey Park held a Regular Meeting of the Board in the Council Chambers, located at 320 West Newmark Avenue in the City of Monterey Park, Tuesday, August 5, 2014 at 7:00 p.m.

CALL TO ORDER:

Chairperson Krystal Hamner called the Design Review Board meeting to order at 7:12 p.m.

ROLL CALL:

Planner Luna called the roll:

Chair Krystal Hamner, Vice-Chair Furuto, Member Allen Wong, and Billy Yeung

Absent – Member Wally Tsui

ALSO PRESENT: Michael A. Huntley, Director of Community & Economic Development
Harald Luna, Assistant Planner

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS: None

ORAL AND WRITTEN COMMUNICATIONS: None

MINUTES:

May 6, 2014

Action Taken:

The Board approved the minutes from the regular meeting of May 6, 2014.

Motion:

Moved by Board Member Yeung and seconded by Board Member Wong, motion carried by the following vote:

Ayes: Board Members: Hamner, Furuto, Wong, and Yeung

Noes: Board Members: None

Absent: Board Members: Tsui

Abstain: Board Members: None

[1.] UNFINISHED BUSINESS: None

[2.] NEW BUSINESS:

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

The applicant, Celia Sierra, 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.

Planner Luna presented the staff report. Board Member Wong inquired if there was going to be a pole sign. Planner Luna stated that there is an existing pole sign. Vice-Chair Furuto stated that if there is already a pole sign are there any conditions of approval to have the pole painted. Planner Luna stated that there currently are no conditions of approval for the pole sign, as it is not a part of the request. Director Huntley stated the existing freestanding sign has already been painted and the sign has been cleaned up based on what was there before. Vice-Chair Furuto stated that the applicant needs to state the size of the address numbers on the plans.

Chair Hamner opened the public hearing and asked the applicant to come to the podium. The business owner, Zarik Petrossian, was in the audience and addressed the Board on behalf of the property owner. Vice-Chair Furuto inquired about the condition of the existing pole sign. The business owner indicated that he painted the pole red to match the colors of the restaurant with permission of the property owner. Vice-Chair Furuto inquired about having address numbers on both the front and south side of the building, and the size of the address numbers. The business owner replied 1 foot. The business owner inquired about making the south elevation sign larger. Director Huntley stated that the proposed signs before the Design Review Board are per code and staff can go back and consider revisiting the sign ordinance. Vice Chair Furuto inquired what is a frontage considered the building width or the lot width. Director Huntley stated the frontage is based on the front of the building. What is in question is the south side elevation secondary sign. Member Yeung suggested if the sign can be placed more towards the center so the sign is in front of the red paint of the building wall which will improve visibility of the sign and not have to change the dimensions of the sign and stay within code requirements. Vice-Chair Furuto inquired how the sign areas are calculated. Planner Luna stated the primary signs are allowed 1 square foot per lineal foot of the building frontage and secondary signs are allowed half of a square foot per lineal foot of the building frontage. So the proposed secondary sign on the south elevation is allowed 16 square feet maximum. Vice-Chair inquired if the applicant wanted to increase the size of the sign would he have to apply for a variance. Director Huntley stated that the business owner can apply for a variance but it would be a self induced hardship and the chances of getting the variance approved are not great. Another option would be to look at the freestanding sign, and see if it can be modified. The third option would be as the zoning code is amended staff can revisit the sign section of the code. Vice-Chair Furuto inquired if they were to deny the project, can the applicant file for an appeal to Council. Director Huntley stated that the Council can approve the sign but cannot approve an increase of the sign area. Vice-Chair Furuto asked how the signs are being measured. Planner Luna stated the overall dimensions of the sign. Director Huntley stated that the proposed two signs before the Board if approved would allow

the applicant to install the primary sign since visibility is important within reason to the applicant and then he can hold off on the installation of the secondary sign while staff works with the applicant on alternative designs and amending the zoning code. Chair Hamner inquired about the existing signs. Director Huntley stated that the existing signs are box signs and are legal non-conforming signs. Chair Hamner inquired if the business owner removed the original sign. The Business owner stated that they removed the previous sign that was 2 feet by 10 feet. Chair Hamner stated that the current sign ordinance is inadequate for this sign project at the subject property. Vice-Chair Furuto inquired if the sign area included the sign logo component of the sign to calculate the total square footage. Planner Luna stated yes. Chair Hamner suggested making the letter "Z" as a separate channel letter from the rest of the sign to possibly increase the sign area. Director Huntley stated the business owner currently has a banner on the building which allows for advertisement, there is a proposal for the two signs in front of the Board, or the other option would be to direct the applicant to revise the sign design to channel letters and bring the design back to the next meeting. Chair Hamner inquired if the applicant was ok with coming back to the next DRB meeting. The business owner inquired if he was going to have to wait another month if that is the direction from the Board. Planner Luna stated that if the item is continued to the next meeting of August 19, and if the Board approves the project at that meeting there is a 15 day appeal period that the applicant would have to wait before he can apply for building permits. Chair Hamner inquired if the signs are approved as proposed and if the applicant decides to modify the sign he would have to re-apply for another application. Planner Luna stated that the Board can add a condition of approval directing staff to work with the applicant on the sign design based on the Board's recommendation, and is subject to the review and approval of the Planner. Chair Hamner then inquired that the signs can be approved as is or with the recommendations to separate the signs to increase the square footage and have the Planning Staff review and approve the signs without having to come back to the DRB. Director Huntley replied yes. Vice-Chair Furuto inquired if there are maximum sizes for banners. Director Huntley stated yes. Vice-Chair Furuto inquired if he can also place the same size banner on the side elevation temporarily. Director Huntley stated that the proposed sign can be modified and have the letter "Z" as a separate channel letter and the words "Crazy Good" on its own to possibly increase the letter height. The business owner wanted a clear direction from the board. Director Huntley stated that the Board has provided direction and the applicant can work with staff to review and approve the sign design. Chair Hamner directed the applicant to work with staff on revising the secondary sign, if the applicant wishes to increase the sign area and since there were no further questions by the board she closed the public hearing.

Action Taken: The Board Approved the Conditions of Approval as stated in the staff report with the added conditions: 1) Condition 10. At the time of plan check a revised secondary wall sign plan for the south elevation drawn to scale must be submitted. The secondary wall sign plan must provide an internally illuminated channel letter design to not exceed 16 square feet in area. The design for the secondary wall sign must be consistent with the primary wall sign design on the front (west) elevation, subject to the review and approval of the Planner.

Motion: Moved by Board Member Wong and seconded by Board Member Yeung motion carried by the following vote:

Ayes: Board Members: Hamner, Furuto, Wong, and Yeung
Noes: Board Members: None
Absent: Board Members: Tsui
Abstain: Board Members: None

[3.] BOARD COMMUNICATIONS AND MATTERS

Vice-Chair Furuto inquired about the length of driveway regulations in residential zones. Director Huntley stated that staff has reviewed the zoning code and provided the Board with an explanation of the Zoning Code section 21.22.090 which explains the driveway length requirements for properties in the R-2 and R-3 zones. Vice-Chair Furuto inquired if that section of the code will be amended. Director Huntley stated that it could be one of the many section of the code that needs to be amended.

[4.] ITEMS FROM STAFF

None

ADJOURNMENT:

The Design Review Board adjourned the meeting at 7:53 p.m. on August 5, 2014, until the next regularly scheduled meeting on August 19, 2014 at 7:00 p.m. in the Council Chambers.

Michael Huntley
Director of Community and Economic Development