

**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
SEPTEMBER 2, 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 20, 2014

[1.] UNFINISHED BUSINESS

None

[2.] NEW BUSINESS

2-A. 1000 MONTEREY PASS ROAD – NEW WALL SIGNS (DRB-14-21)

The applicant, Anson Chan, is requesting design review approval for two new wall signs at 1000 Monterey Pass Road in the O-P (Office Professional) 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-14-21), 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:

To the next regularly scheduled meeting on September 16, 2014

APPROVED BY:

MICHAEL A. HUNTLEY	
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Design Review Board Staff Report

DATE: September 2, 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 – 1000 Monterey Pass Road Design Review Board (DRB-14-21).

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-14-21), subject to conditions of approval contained therein; and
- (5) Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The applicant, Anson Chan, on behalf of the business owner, is requesting design review approval for new wall signs at 1000 Monterey Pass Road. The subject property is located on the East side of Monterey Pass Road. The subject property is zoned O-P (Office Professional) 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 and south side of the lot. The subject building is occupied by a produce wholesaler use (Always Green Corporation).

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

Project Description

The applicant is requesting approval for a new primary and secondary wall sign for the

produce wholesale 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 primary wall sign will consist of a logo followed by two rows of text that read "ALWAYS GREEN CORP." and the Chinese translation to identify the business name. The secondary wall sign will consist of a single row of text the reads "ALWAYS GREEN CORP." The new primary and secondary wall signs will be non-illuminated channel letters. The wall signs will be comprised of 2 inch thick foam letters with 1/8 inch white acrylic faces with a green (#PG519) and red (#PG537) vinyl overlay, and 2 inch white trim cap returns.

The primary wall sign logo, first and second row of text will be 3 feet tall by 12 feet wide. The logo, first and second row of text will each have 18 inch high letters, for a total sign area of 36 square feet. The business has a frontage of 36 feet 6 inches, which allows a maximum sign area of 36 square feet. The proposed wall sign will be placed at a maximum height of 14 feet 5 inches measured from the ground floor to the top of the sign.

The secondary wall sign will be 1 foot tall by 10 feet wide for a total sign area of 10 square feet. The southern building elevation is considered the secondary façade and is allowed a maximum sign area of 50 percent of the lineal width of the building elevation. The south business elevation has a width of 24 feet, which allows a maximum sign area of 12 square feet. Also, the proposed wall sign will be placed at a maximum height of 14 feet 5 inches measured from the ground floor to the top of the sign.

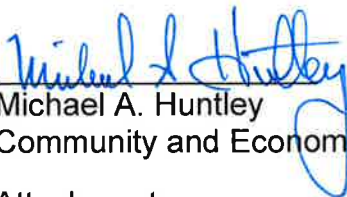
CONCLUSION:

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

Staff Report

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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 August 18, 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 landscaping and irrigation plan must be submitted as part of the plan check submission. The landscape plan must clearly indicate the type and size of all proposed plants with careful consideration given to the use of drought-tolerant specimens and xeriscaping practices. The irrigation plan must show the use of a drip irrigation system within the landscape planter areas, subject to the review and approval of the Planner. The drip irrigation system must be installed and operating prior to final inspection.