

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
NOVEMBER 17, 2015
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 – Chair Allen Wong

ROLL CALL – Vice-Chair Wally Tsui, Member Eric Brossy de Dios, Joseph C. Reichenberger and Celeste Morris Nguyen

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

ORAL AND WRITTEN COMMUNICATIONS

MINUTES – July 21, 2015 & August 4, 2015

[1.] UNFINISHED BUSINESS

None

[2.] NEW BUSINESS

2-A. NEW WALL SIGN – 440 SOUTH ATLANTIC BOULEVARD (DRB-15-25)

The applicant, Eddy Hsieh, is requesting design review board approval for a new wall sign at 440 South Atlantic Boulevard in the C-P (Commercial Professional) Zone.

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

- (1) Opening the public hearing;
- (2) Receiving documentary and testimonial evidence;
- (3) Closing the public hearing;
- (4) Approving the requested Design Review Board (DRB-15-25) application, subject to conditions of approval contained therein; and
- (5) Taking such additional, related, action that may be desirable.

2-B. NEW CONSTRUCTION GREATER THAN 10,000 SQUARE FEET – NEW 3-STORIES MEDICAL OFFICE DEVELOPMENT – 120 WEST HELLMAN AVENUE (DRB-15-24)

The applicant, Jin Zeng, has requested to present the conceptual design plans for a proposed 3-story medical office building project at 120 West Hellman Avenue in the C-P (Commercial Professional) Zone. Due to the size, scale and location of the proposed project, the applicant will be presenting their project to the Design Review Board to receive preliminary comments.

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

- (1) Providing comments on the preliminary medical office building design. No action is necessary at this time.

[3.] BOARD MEMBERS COMMUNICATIONS AND MATTERS

[4.] ITEMS FROM STAFF

ADJOURN:

To the next regularly scheduled meeting on December 1, 2015.

APPROVED BY:

MICHAEL A. HUNTLEY	
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Design Review Board Staff Report

DATE: November 17, 2015

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 Sign – 440 South Atlantic Boulevard (DRB-15-25).

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-15-25) application, subject to conditions of approval contained therein; and
- (5) Take such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The applicant, Eddy Hsieh, on behalf of the property owner, is requesting design review approval for a new wall sign at 440 South Atlantic Boulevard. The subject property is located on the east side of South Atlantic Boulevard, between Newmark Avenue and Harding Avenue. The subject property is zoned C-P (Commercial Professional) and designated C (Commercial) in the General Plan.

Site Analysis

The subject property is developed with a single-story commercial building and related parking area to the north side area of the lot. The subject commercial space is currently occupied by a restaurant "John's Kabob".

The surrounding properties to the north, south, and west consist of single and two-story commercial buildings. To the east are a mixture of different building types including a motel, multiple and single-family residential properties. The design and character of the surrounding wall signs consist of individual channel letter wall signs and internally illuminated cabinet signs that have a combination of both the modern letter alphabet and Chinese characters contained within one or two rows of text.

Project Description

The applicant is requesting approval for a new primary wall sign for the restaurant. The new primary wall sign will be installed on the front (west) facing elevation above the main entrance to the restaurant. The new primary wall sign will be internally-illuminated back-lit "halo" individual channel letters. The primary wall sign will consist of two rows of modern English letters "JOHN'S KABOB." The wall sign letters will be comprised of 0.40 inch aluminum painted red (DEA 104, Red Icon). The wall sign logo and text will have 1 inch spacing from the back of sign to the building wall and will have a clear lexan backing to allow for the back white illumination.

The primary wall sign text will be 2 foot 6 inches high by 5 feet 6 inches wide, for a total sign area of 13.75 square feet. The business has a front building elevation length of 50 feet, which allows for a maximum primary sign area of 50 square feet. The proposed wall sign will be placed at a maximum height of 13 feet 6 inches measured from the ground floor to the top of the sign and will centered horizontally on the building wall.

CONCLUSION:

Staff reviewed the application, conducted a site inspection of the property and believes the proposed wall sign is appropriate for the site and compatible with the signs from the surrounding commercial uses, with the recommended conditions. The proposed design is a reverse (back-lit "halo") channel letter wall sign that is internally-illuminated. The sign placement location will allow for clear visibility of the sign from the public right-of-way and will help balance the overall architectural design of the building.

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 and site plan
- Exhibit C: Existing site photographs

EXHIBIT A

Conditions of Approval

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with plans date-stamped November 9, 2015, 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 a new internally illuminated wall sign 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.
10. At the time of plan check submittal the revised plans must show how the unpermitted awning signage will be removed. The awning signs must be completely removed prior to final inspection.