

DESIGN REVIEW BOARD OF MONTEREY PARK AGENDA

**REGULAR MEETING
Monterey Park City Hall Council Chambers
320 West Newmark Avenue**

**Tuesday
September 19, 2017
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.**

Documents related to an Agenda item are available to the public in the Community and Economic Development Department – Planning Division located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at www.montereypark.ca.gov.

PUBLIC COMMENTS ON AGENDA ITEMS

You may speak up to 5 minutes on Agenda item. You may combine up to 2 minutes of time with another person's speaking. No person may speak more than a total of 10 minutes. The Board Chair and Board Members may change the amount of time allowed for speakers.

Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting please call City Hall at (626) 307-1359 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

CALL TO ORDER Chair

ROLL CALL Elizabeth Yang, Gay Q. Yuen, and Ivan Lam

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

PUBLIC COMMUNICATIONS (Related to Items NOT on the Agenda). While all comments are welcome, the Brown Act does not allow the Commission to take action on any item not on the agenda. The Commission may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the Commission's subject-matter jurisdiction, comment on Agenda Items at this time. If you provide public comment on a specific Agenda item at this time, however, you cannot later provide comments at the time the Agenda Item is considered.

ORAL AND WRITTEN COMMUNICATIONS

[1.] PRESENTATIONS - None.

[2.] CONSENT CALENDAR – None.

[3.] PUBLIC HEARING –

**3-A. MODIFICATION TO MASTER SIGN PROGRAM – 2300 GREENWOOD AVENUE –
MONTEREY PARK MARKET PLACE (DRB-17-17)**

The applicant, Monterey Park Retail Partners, LLC., is requesting design review approval to modify a previously approved Master Sign Program at 2300 Greenwood Avenue in the R-S, P-D (Regional Specialty Center, Planned Development Overlay) Zone.

California Environmental Quality Act (CEQA):

Pursuant to the California Environmental Quality Act (CEQA) guidelines, the project is categorically exempt under § 15301 Class 1 categorical exemption (Existing Facilities) and § 15311, Class 11(a) (Accessory Structures) since the project scope is limited to a master sign plan for new signage for an existing commercial building.

- (1) Opening the public hearing;
- (2) Receiving documentary and testimonial evidence;
- (3) Closing the public hearing;
- (4) Approving the requested Modification for Design Review Board (DRB-17-17) application; and
- (5) Taking such additional, related, action that may be desirable.

[4.] OLD BUSINESS - None.

[5.] NEW BUSINESS - None.

[6.] BOARD MEMBERS COMMUNICATIONS AND MATTERS

[7.] STAFF COMMUNICATIONS AND MATTERS

ADJOURN

Next regular scheduled meeting on October 3, 2017.

APPROVED BY:

MICHAEL A. HUNTLEY	
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Design Review Board Staff Report

DATE: September 19, 2017

AGENDA ITEM NO: 3-A

TO: Design Review Board
FROM: Michael A. Huntley, Community and Economic Development Director
BY: Samantha Tewasart, Senior Planner
SUBJECT: Modifications to Master Sign Program – Monterey Park Market Place – 2300 Greenwood Avenue (DRB-17-17)

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) Approving the requested Design Review Board (DRB-17-17) application, subject to conditions of approval contained therein; and
- (5) Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

Pursuant to the California Environmental Quality Act (CEQA) guidelines, the project is categorically exempt under § 15301 Class 1 categorical exemption (Existing Facilities) and § 15311, Class 11(a) (Accessory Structures) for the installation of an on-premise sign.

EXECUTIVE SUMMARY:

The applicant, Monterey Park Retail Partners, LLC, is requesting design review approval for modifications to a previously-approved Master Sign Program for the Monterey Park Market Place development located at 2300 Greenwood Avenue. The Master Sign Program was approved by the Design Review Board on July 13, 2013 as part of the overall design approval for the Market Place development. On April 18, 2017, the Design Review Board reviewed and approved modifications to the overall design of the development. The project developer reevaluated the previously approved design and wanted to modernize the appearance of the development while keeping with the Prairie architectural style. The proposed Master Sign Program modifications are to maintain consistency with the modified building design.

Master Sign Program Modifications

According to MPMC § 21.24.580, a Master Sign Plan is required for any new or existing commercial project with three or more units involving exterior remodels. The Master

Sign Plan must address the size, location, number, and design of all proposed signs, but need not show the actual sign copy.

Entry Monument Signs

The Master Sign Program sets standards for Project signs as well as tenant signs. Up to ten freestanding signs are proposed, including up to three pylon signs, up to four wayfinding monument signs, two entry monument signs, and one sign over the leachate treatment plant/ thermal destruction facility (LTP/TDF). The number of allowed freestanding standing signs has not been modified from the previous approval. Although wayfinding monuments, a pylon over the LTP/TDF site, drive-thru, and obelisk signs are mentioned in the Master Sign Program, the design of those signs are not a part of this application and will be brought back to the Design Review as future modifications to the Master Sign Program.

Two entry monument signs are proposed at the main entries located at the southwest corner of Market Place Drive and Paramount Boulevard as well as at Portrero Grande Drive and Greenwood Avenue, highlighting the two main entrances. The location of the two entry monument signs has not changed, although the angle of the entry monument sign located at Market Place Drive and Paramount Boulevard will be slightly different from the previous approval, that sign is located outside of the city's boundary lines and will be subject to the review and approval of the City of Montebello.

The dimensions of the monument signs remain relatively the same, but the design of the monument structures have been modified for consistency with the building design. The monument signs will be approximately 20 feet tall by 26 feet wide aluminum cabinets with internal illumination.

The base will be painted a medium grey color (SW7068 – Grizzly Gray), the main cabinet will be a combination metal in a light grey color (SW6002 – Essential Gray) and horizontal wood paneling (Composite New Tech Wood – Peruvian Teak, and the top accent color will be dark grey (SW7674 – Peppercorn). The top portion of the monument will read "MONTEREY PARK MARKETPLACE" to identify the project name in 12 inch text height individual channel letters. Up to 22 panels will identify the tenants' names. The top two panels will identify the major tenants' names. The medium panels will be 2 feet tall by 6 feet wide, and the remaining sign panels will be 1-foot 8 inches tall and 5 feet wide. The sign panels will be metal with push-thru acrylic text in the tenant's brand colors.

Wayfinding Signs

Up to four monument wayfinding signs are proposed, two positioned close to the western entry, and two positioned close to the eastern entry. The wayfinding signs will be 17 feet tall. The wayfinding signs will use the same color palate and materials as the entry monument signs. The size of the panels and texts will be similar to the entry monument signs.

Pylon Signs

Up to three pylon signs will be placed near the southern property boundary. The signs will be spaced evenly apart. The pylon signs will be 80 feet tall and 28 feet 4 inches wide. The color and material palette will be similar to the monument signs. The sign panels, similar to the monument signs will be metal with push-thru acrylic text. Lastly, there will be a potential for a fourth pylon sign if the pylon flare wrap sign is not constructed at the LTP/TDF site. The proposed pylon wrap sign will be 47 feet tall, 48 feet wide and 16 feet deep. The construction materials and colors will be similar to the other freestanding signs.

Wall Signs

Only minor modifications are proposed to the wall sign criteria. Modifications have been made to reflect the updated site layout, building footprints, number of tenant spaces and number of elevations that will be allowed signage. The allowed text dimensions and location of wall signs have not been modified from the previous approval. However, the applicant is requesting to increase the number of allowed product/service signs from a maximum of 3 to 4. When the Master Sign Program was reviewed in 2013, staff believed that the product/service signs for the junior anchor tenants' was too much text for a single elevation and recommended the removal of product/service signs from the Master Sign Program. However, the Design Review Board, at that time, approved the criteria as proposed with a maximum of 3 product/service signs.

The tenant wall signs will be internally illuminated channel letters with acrylic faces and black aluminum returns and trim caps. Wall signs are categorized as three types, primary sign, product/service sign, and secondary sign. Primary signs will be located above the entrance of each store, identifying the business names and logos. Product/service signs will also be located on the primary elevation, showing products or services provided by the store. Secondary signs will be located on side elevations.

For major anchor tenants' (50,000 square feet or higher of lease area) primary signs, the sign area will be one square foot per lineal foot of leasehold frontage, not to exceed 450 square foot per frontage, which is in accordance with the City's sign regulation. The maximum text height allowed will be 8 feet tall. For major anchor tenants' product/service signs, the sign area will not exceed 300 square foot, with a width less than 90 feet and maximum text height of 3 feet 6 inches. For major anchor tenants' secondary signs, the signs will be a smaller version of the primary sign with the same content, with a maximum sign area of 400 square foot, with a width less than 60 feet, and a maximum text height of 5 feet.

For junior anchor tenants' (10,000 to 49,000 square feet of lease area) primary signs, the sign area will be 2.5 square foot per lineal foot of leasehold frontage, not to exceed 350 square foot per frontage. The maximum text height allowed will be 8 feet tall. For junior anchor tenants' product/service signs, the sign area will not exceed 80 square foot, with a width less than 90 feet and a maximum height of 2 feet 6 inches. For junior anchor tenants' secondary signs, the signs will not exceed 300 square foot for up to two signs, with a width less than 50 feet and maximum text height of 4 feet 6 inches tall.

For sub tenants' (6,000 to 9,999 square feet of lease area) wall signs, only primary and secondary signs are allowed. The primary sign area will be 1.5 square foot per lineal foot of leasehold frontage, not to exceed 150 square foot per frontage. The maximum text height permitted will be 3 feet tall. For secondary signs, the sign area will not exceed 150 square foot for up to two signs, with a width less than 30 feet and maximum text height of 2 feet 6 inches.

For multi-tenants' (in-line shops) wall signs, only primary and secondary signs are allowed. The primary sign area will be 1.5 square foot per lineal foot of leasehold frontage, not to exceed 360 square foot per frontage. For secondary signs, the sign area will not exceed 420 square foot for up to two signs, with a width less than 20 feet and maximum text height of 2 feet 6 inches. As an option, tenants may elect to display their main identification sign mounted to the awning above the primary storefront entrances instead of the wall. If this will be the case, the allowed sign area and text height will be the same as the wall sign.

For pads' wall signs, primary and secondary signs are allowed. The primary sign area will be 1.5 square foot per lineal foot of leasehold frontage, not to exceed 240 square foot per frontage. PAD tenants are allowed a maximum text height of 5 feet 6 inches tall. The PADs range in size from 3,000 to 8,000 square feet.

The Master Sign Program shows the proposed sign details for THE HOME DEPOT, which will be installed on Retail "E." The proposed sign details are consistent with the Master Sign Program. The proposed wall sign is comprised of one row of individual internally illuminated channel letters. The text will be illuminated with LED lighting. The text will have an orange acrylic face with 6-inch deep black returns and black trim caps. In addition to the primary wall sign, three product/service signs are proposed. The signs will read, "LUMBER," "GARDEN CENTER," and "TOOL RENTAL." The proposed product/service signs are also consistent with the Master Sign Program.

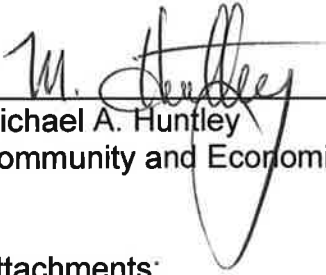
The program allows some flexibility in the letter style and colors of wall signs, which will encourage the creativity of wall signs within the project. All letter style and colors will be up to tenant's choice, subject to Landlord's and City approval.

CONCLUSION:

Staff reviewed the application and believes the proposed modifications are consistent with the building design modifications approved by the Design Review Board on April 18, 2017 and the standards established in Monterey Park Market Place Precise Plan. The Master Sign Program presents a cohesive design with the use of unifying colors and materials. The Master Sign Program complements the building design and will enhance the overall development.

The Master Sign Program complies with the purpose of the signage chapter and encourages the effective use of signage as a means of communication in the City. The Master Sign Program also encourages signs that are integrated with and harmonious in size, design, style, material, and appearance to the buildings and sites, which they occupy and surround. Lastly, the Master Sign Program will enable the fair and consistent enforcement of these sign restrictions.

Respectfully submitted,



Michael A. Huntley
Community and Economic Development Director

Attachments:

Attachment 1: Conditions of Approval
Attachment 2: Master Sign Program

ATTACHMENT 1

Conditions of Approval

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with the plans date-stamped September 14, 2017, 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 the modification of a previously-approved Master Sign Program for the Monterey Park Market Place development (case no. DRB-17-17), 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 must 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 signs, together with all of their supports, braces, guys and anchors, must 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.
10. When the use is discontinued, the business owner and/or property owner must remove all signage and repair/repaint any affected surfaces within 30 days.
11. A complete copy of these conditions, as approved, must be listed on the second sheet of plans submitted for a building permit pertaining to this project.
12. All conditions of this approval must be complied with prior to issuance of Planning Division's final approval for building permits.

13. In the parking area, there must be at least one 36-inch box size tree for every five single-row spaces or every ten double-row spaces.
14. Planting and irrigation details for landscape areas around the entry monument and monument identify signs are required at the time of plan check, subject to the view and approval of the Planner.

ATTACHMENT 2

Master Sign Program