

DESIGN REVIEW BOARD OF MONTEREY PARK AGENDA

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

**Tuesday
August 6, 2019
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, Ivan Lam, and Tammy Sam

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** –

2-A. REORGANIZATION OF THE MONTEREY PARK DESIGN REVIEW BOARD

It is recommended that the Design Review Board:

- (1) Nominate and vote to select a Chair and Vice-Chair pursuant to Monterey Park Municipal Code (MPMC) § 2.78.030; and
- (2) Take such additional, related, action that may be desirable.

[3.] PUBLIC HEARING -

3-A. MASTER SIGN PROGRAM – 861 SOUTH ATLANTIC BOULEVARD (DRB-18-19)

The applicant, John Sterk of Superior Electrical Advertising Inc., on behalf of the property owner, is requesting design review approval for a new Master Sign Program at 861 South Atlantic Boulevard in the C-P (Commercial Professional) Zone.

California Environmental Quality Act (CEQA):

Pursuant to the California Environmental Quality Act (CEQA) guidelines, the project is categorically exempt under § 15311, Class 11(a) (On-premise Signs), in that the proposed project consists of a new Master Sign Program.

It is recommended that the Design Review Board:

- (1) Open the public hearing;
- (2) Receive documentary and testimonial evidence;
- (3) Close the public hearing;
- (4) Approve the requested Design Review Board (DRB-18-19) application; and
- (5) Take such additional, related, action that may be desirable.

3-B. EXTERIOR REMODEL WITH NO INCREASE IN SQUARE FOOTAGE – 771 WEST GARVEY AVENUE – (DRB-19-14)

The applicant, Daniel Liu of Tawa Services Inc., on behalf of the property owner, is requesting design review approval for an exterior remodel with no increase in square footage at 771 West Garvey Avenue in the R-S, P-D (Regional Specialty, Planned Development) Zone.

California Environmental Quality Act (CEQA):

The project is categorically exempt under § 15303, Class 1 (Existing Facilities), in that the proposed project consists of minor alterations involving no expansion of existing use. The proposed project is an exterior remodel with no increase in square footage of an existing one-story commercial building.

It is recommended that the Design Review Board:

- (1) Open the public hearing;
- (2) Receive documentary and testimonial evidence;
- (3) Close the public hearing;
- (4) Approve the requested Design Review Board (DRB-19-14) application; and
- (5) Take such additional, related, action that may be desirable.

[5.] NEW BUSINESS

[4.] OLD BUSINESS

[6.] BOARD MEMBERS COMMUNICATIONS AND MATTERS

[7.] STAFF COMMUNICATIONS AND MATTERS

ADJOURN

Next regular scheduled meeting on August 20, 2019.



Design Review Board Staff Report

DATE: August 6, 2019

AGENDA ITEM NO: 3-A

TO: Design Review Board

FROM: Mark A. McAvoy, Director of Public Works/City Engineer

BY: Jeffrey Rimando, Assistant Planner

SUBJECT: New Master Sign Program – 861 South Atlantic Boulevard (DRB-18-19)

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-18-19) application, subject to conditions of approval contained therein; and
- (5) Take such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The Project is categorically exempt from additional environmental review pursuant to CEQA Guidelines § 15301 as a Class 1 categorical exemption (Existing Facilities) and § 15311 as a Class 11(a) categorical exemption (Accessory Structures) in that the project consists of a Master Sign Program for new signage for an existing commercial building.

EXECUTIVE SUMMARY:

The applicant, John Sterk of Superior Electrical Advertising Inc., on behalf of the property owner is requesting design review approval for a new Master Sign Program (MSP) for an existing multi-unit commercial building at 861 South Atlantic Boulevard. The subject property is located at the west side of South Atlantic Avenue, between Cadiz Street and Sevilla Street. The proposed MSP is designed to encourage signs, which are integrated with and harmonious in size, design, style, material and appearance to the commercial building. The applicant's request meets the zoning requirements and is consistent with other signage in the surrounding area.

Property Description

The property is zoned C-P (Commercial Professional) and designated C (Commercial) in the General Plan. The lot is relatively flat, has a lot area of approximately 36,000 square feet in size and is rectangular-shaped. Located to the northeast of the property is an existing bank, to the southeast are South Atlantic Boulevard and multi-unit

commercial buildings, to the southwest are other multi-unit commercial buildings, and to the northwest are an alleyway and single-family residences in the R-1 (Single-Family Residential) zone.

The property is currently developed with a multi-unit commercial building and related at-grade parking at the front. The property is accessible from South Atlantic Boulevard.

Master Sign Program

According to MPMC § 21.24.580, a Master Sign Plan is required for any new or existing commercial project with three or more units. The Master Sign Plan must address the size, location, number, and design of all proposed signs, but need not show the actual sign copy. The applicant is requesting approval for a new Master Sign Program for the multi-unit commercial building that addresses the types of signage permitted for buildings. Specific criteria for the primary wall signs, freestanding sign and window signage have been provided within the Master Sign Program (Attachment 2).

Master Sign Program Criteria

Wall Signs:

The new Master Sign Program allows for a maximum of one wall sign per tenant comprised of internally illuminated channel letters with 1/8-inch acrylic faces, 5-inch maximum aluminum black returns, and 3/4-inch trim caps to match face. Primary wall signs will be permitted to have a maximum sign area of one square foot per lineal foot of the business frontage with a maximum width of no more than 75% of the business frontage. The maximum sign areas are consistent with the maximum sign area allowed by the Monterey Park Municipal Code (MPMC) sign regulations. The MSP will allow for an option of either single or double rows of text and logo for each tenant sign. The former will be limited to a minimum height of 12-inches up to 18-inches maximum, with the latter limited to a maximum letter height of 12-inches per row.

The sign faces will be an acrylic material and are limited to red or white acrylic with black perforated vinyl or established corporate colors, subject to the approval of the landlord. The MSP criteria indicates that signs are limited to first story signage and will be direct mounted and located no higher than 17 feet measured from the ground floor to the top of the signs. The sign specifications including the size, location, number, and design for each unit are further illustrated in the master sign program.

Freestanding Sign:

The Master Sign Program allows for one freestanding sign which will be located within the planter area in the southern corner of the property. The freestanding sign will be erected at the maximum height allowed of 20'-0". The maximum square footage of the sign will be 90 square feet. The freestanding sign will accommodate up to 5 tenants with one sign panel each side per tenant allowed with a general maximum copy height of 8" and 12" for major tenants. The tenant panel copy area will be limited to 75% of their total tenant panel height and width.

The freestanding sign base and the cabinet will mainly consist of a yellow smooth paint finish (Sherwin Williams "Solaria" 6688). The tenant panels will be removable 2" deep, routed-out pan aluminum panels in a gray finish (Sherwin Williams "Grizzle Gray" 7068). As an accent, the base will feature a perforated metal panel to match the color of the tenant panels. In contrast, the freestanding sign cabinet will be painted a lighter shade of gray (Sherwin Williams "Grey Matters" 7066). The sign will be internally illuminated with fluorescent lamp lighting.

Window signs:

The Master Sign Program allows for window signage for the tenant spaces. The window signage permitted is limited to only one tenant identification door vinyl at the main entry door and one window vinyl identifying the hours of operation and contact information to be located on either the main entry door or to the glazing immediately adjacent to the tenant entry door.

The tenant identification door vinyl shall not exceed a total of 1 square feet with a maximum sign width of 24" and letter height of 2". The hours of operations and contact information window signage shall not exceed 2.25 square feet with a maximum sign width of 18" and height of 18". The designs may reflect corporate signage programs and colors where appropriate.

Banners:

Banners will be permitted as temporary signage only and allowed per the City of Monterey Park Municipal Code (MPMC) § 21.24 Sign Regulations, and subject to Planning Division review approval.

According to MPMC § 21.24.600, to approve a master sign plan, the Design Review Board must make the following findings:

- (A) The master sign plan complies with the purpose of the signage chapter, including the sign design guidelines;

The proposed master sign plan complies with the purpose of the signage chapter because it encourages the effective use of the signs as a means of communication in the City. The master sign plan 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 plan will enable the fair and consistent enforcement of these sign restrictions.

- (B) Proposed signs enhance the overall development and are in harmony with other signs included in the plan with the structures they identify and with surrounding development;

The proposed master sign program criteria and signs will enhance the overall development and are in harmony with other signs included the master sign plan and surrounding developments.

- (C) The master sign plan contains provisions to accommodate future revisions that may be required because of changes in use or tenants;

The proposed master sign plan contains provisions to accommodate further revisions that may be required because of changes in use or tenants.

- (D) The master sign plan complies with the standards of the signage chapter, except that flexibility is allowed with regard to sign area, number, location, and/or height to the extent that the master sign plan will enhance the overall development, achieve superior quality design, and will more fully accomplish the purposes of this chapter.

The proposed master sign program complies with the standards of the Monterey Park Municipal Code (MPMC) § 21.24 Sign Regulations chapter because the sign plan follows the criteria set in the signage chapter.

CONCLUSION:

Staff reviewed the application and believes the proposed master sign program is appropriately designed for the site, compatible with the signs from the surrounding commercial properties, with the recommended conditions.

Attachments:

- Attachment 1: Conditions of Approval
- Attachment 2: Master Sign Program
- Attachment 3: Existing Site Photographs

ATTACHMENT 1

Conditions of Approval

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with the Master Sign Program date-stamped July 25, 2019 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 Monterey Park Municipal Code (MPMC) § 21.36.120.
2. Quality of all finished work must be per planner's approval before approval from Planning on building permit final.
3. All buildings or structures on the property must remain free of graffiti. Failure of the property owner to remove any graffiti, upon 24 hours written notice by the City, must authorize the City to remove or mask said graffiti at the cost of the property owner.
4. The property must be kept free of trash and debris at all times.
5. 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.
6. This design approval for a new Master Sign Program (case no. DRB-18-19) is not an approval of building permits, which must be applied for separately with the Building Division.
7. All signs, together with all of their supports, braces, guys and anchors, shall 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-paired at any sign of chipping or fading.
8. 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.
9. 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.
10. All conditions of this approval shall be complied with prior to issuance of Planning Division's final approval for building permits.
11. Decision by the Board will be finalized 10 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 10 days are barring an appeal, you may submit your plans for approval and apply for permits.
12. A sign plan drawn to scale must be submitted to the Planning Division for any new signage on the building. New signs must meet the specified criteria of the Master Sign Program to allow for design compatibility with existing signage, subject to the

review and approval of the Planner. All wall signs must be centered horizontally and vertically along the sign band area.

13. Signs may not be supported with exposed conduits, bracing, angle iron, guy wires, cables, or similar materials.
14. Address letters, numbers, location, and size are subject to the review and approval of the Building and Safety Division and Fire Department.
15. The sign type-B elevation plan shall be revised to accurately reflect the location of the tenant lease lines prior to issuance of Planning Division's final approval for building permits.
16. The building east elevation plan shall be revised to illustrate how the sign type B wall signs will be centered for each tenant prior to issuance of Planning Division's final approval for building permits.

ATTACHMENT 2

Master Sign Program

ATTACHMENT 3

Existing Site Photographs



Design Review Board Staff Report

DATE: August 6, 2019

AGENDA ITEM NO: 3-B

TO: Design Review Board
FROM: Mark A. McAvoy, Director of Public Works/City Engineer
BY: Jeffrey Rimando, Assistant Planner
SUBJECT: Exterior Remodel with no Increase in Square Footage – 771 West Garvey Avenue (DRB-19-14)

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-19-14) 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 (Existing Facilities), in that the proposed project consists of minor alterations involving no expansion of existing use. The proposed project is an exterior remodel within no increase in square footage of an existing one-story commercial building.

EXECUTIVE SUMMARY:

The applicant, Daniel Liu of Tawa Services Inc., on behalf of the property owner, is requesting design review approval for an exterior remodel with no increase in square footage at 771 West Garvey Avenue. The subject property is located on the east side of North Atlantic Boulevard, two lots north of West Garvey Avenue. The property is zoned R-S, P-D (Regional Specialty, Planned Development) and is designated MU1 (Mixed Use I) in the General Plan.

Property Description

The subject property is currently developed with an existing one-story 22,105 square foot commercial building and its related parking area to the front (southern) and western portion of the lot. The building is occupied by a supermarket business. The properties

located to the north, east and south are zoned R-S and P-D, and west are South Atlantic Boulevard and R-S zoned lots.

Project Description

The applicant proposes an exterior remodel of the existing supermarket building with no additional square footage. The entrance of the building is oriented towards the southern portion of the lot facing West Garvey Avenue. The existing building exterior is covered with a white stucco finish. The applicant requests to install a burgundy canvas awning centered on the south elevation of the building (Sunbrella Awning, Burgundy). The awning installed will measure 61 feet wide and will comprise of a step-like design consisting of 3 frontages at varying projections. The center portion of the awning will have a maximum projection of 4 feet from the building wall with the sides slightly recessed at a maximum projection of 3 feet. No other changes are proposed to the building.

CONCLUSION:

Staff reviewed the application, conducted a site inspection of the property and believes the proposed exterior remodel with no increase in square footage of the building is appropriate for the site and compatible with the building designs from the surrounding commercial and residential uses, with the recommended conditions.

Attachments:

- Attachment 1: Conditions of Approval
- Attachment 2: Site Plan, Elevation Plan and Awning Details
- Attachment 3: Existing Site Photographs

ATTACHMENT 1

Conditions of Approval

CONDITIONS OF APPROVAL:

1. All work performed must be in substantial conformance with the plans date-stamped July 2, 2019 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 Monterey Park Municipal Code (MPMC) § 21.36.120.
2. Quality of all finished work must be per planner's approval before approval from Planning on building permit final.
3. Any damage caused to the building's façade as a result of the installation of the awning shall be repaired and painted to match the building exterior color and material, subject to the Planner's approval.
4. All buildings or structures on the property must remain free of graffiti. Failure of the property owner to remove any graffiti, upon 24 hours written notice by the City, must authorize the City to remove or mask said graffiti at the cost of the property owner.
5. The property must be kept free of trash and debris at all times.
6. 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.
7. This design approval is for an exterior remodel with no increase in square footage (case no. DRB-19-14), and is not an approval of building permits, which must be applied for separately with the Building Division.
8. All signs, together with all of their supports, braces, guys and anchors, shall 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-paired at any sign of chipping or fading.
9. 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.
10. 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.
11. All conditions of this approval must be complied with prior to issuance of Planning Division's final approval for building permits.
12. Decision by the Board will be finalized 10 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 tenth day. After the ten days are barring an appeal, you may submit your plans for approval and apply for permits.

ATTACHMENT 2

Site Plan, Elevation Plans and Awning Details

ATTACHMENT 3

Existing Site Photographs