To: Architectural Review Board
From: Steve Traeger, Principal Urban Designer
Grace Page, ARB Liaison
Subject: ARB 12-128 to approve the design, colors materials and sign plans for a façade remodel of an existing auto-related retail and service shop, American Tire Depot.

Address: 2311 Lincoln Boulevard
Applicant: Bedros Darkjian

Recommended Action
It is recommended that the Architectural Review Board approve ARB application 12-128 based upon the findings and subject to the conditions contained within this report.

Executive Summary
The applicant proposes to remodel the facade and install two business wall signs on an existing tire service and retailer located on the 2300 block of Lincoln Boulevard. The single story building is enhanced with a new storefront system, aluminum wall panels, smooth stucco and ‘C’ channel awnings. The remaining wall surfaces and existing roll up door are refreshed with an application of paint. The business also intends on occupying the adjacent building located on the parcel directly south of the subject site at 2317 Lincoln Boulevard. While the business operations involve two buildings, the proposed design intent is to visually connect the two properties with similar façade enhancements. The proposed signage includes a primary identification sign centered over the business entry and secondary sign centered above the roll-up door. Staff feels that the proposed façade and signs provide an enhanced façade comprised of durable materials and appropriate color palette for auto-related use and recommends approval of the application.

Background
12CUP-006: On November 13, 2013, the Planning Commission approved a Conditional Use Permit to modify the existing legal, non-conforming auto repair facility.

The approval of the Conditional Use Permit has lapsed and the applicant has opted to proceed with a façade remodel of the existing facilities.
Project / Site Information
The following table provides a brief summary of project data:

<table>
<thead>
<tr>
<th>Zoning District / Design Guidelines:</th>
<th>C4, Highway Commercial</th>
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</thead>
<tbody>
<tr>
<td>Parcel Area (SF):</td>
<td>5,280 SF</td>
</tr>
<tr>
<td>Parcel Dimensions:</td>
<td>Approximately 150’</td>
</tr>
<tr>
<td>Existing On-Site Improvements (Year Built):</td>
<td>One-story automobile service building with four auto repair bays (1948)</td>
</tr>
<tr>
<td>Historic Resource</td>
<td>Existing building is not listed ar</td>
</tr>
<tr>
<td>CEQA</td>
<td>Exempt pursuant to Section 15061 (b)(3)</td>
</tr>
<tr>
<td>Adjacent Zoning &amp; Use:</td>
<td>North C4 -Single and 2-story apartments</td>
</tr>
<tr>
<td></td>
<td>South C4 -Offices &amp; retail shops</td>
</tr>
<tr>
<td></td>
<td>East R2 – 2-story, multi-residential</td>
</tr>
<tr>
<td></td>
<td>West C4 – Single story retail</td>
</tr>
<tr>
<td>Landscape Plans</td>
<td>Landscape plans are not a part of this application.</td>
</tr>
</tbody>
</table>

The subject parcel is 5,280 SF in area and developed with a single-story auto service related building on the east side of Lincoln Boulevard. The subject building is one of several automotive related businesses on the 2300 block of Lincoln Boulevard. Properties located east of the site consist of several multi-family residential buildings in the R2 District.

Analysis
Building Design
The applicant proposes to remodel the façade of an existing tire retail and service facility, American Tire Depot. The design is intended to update the tired and faded appearance of the exterior with contemporary materials and new signage. The business also intends on occupying the adjacent building located on the parcel directly south of the subject site at 2317 Lincoln Boulevard. While the business operation involves two buildings on two separate parcels, the design intent is to visually connect the two structures with similar façade enhancements. A primary sales area is distinguished from the adjacent building with an extended parapet wall for an overall height of approximately 22-feet. The façade alterations also involve the removal of the existing storefront system located along the front property line with a new storefront system that is setback approximately 3-feet from the property line. By pulling back the storefront, the customer entrance is reconfigured allowing the double doors to be oriented towards the boulevard. Additionally, the adjusted storefront allows for an enhancement of landscaping to be introduced along Lincoln Boulevard. The building façade for the retail sales area of the building features a durable Pac-Clad aluminum wall panel system. Specifically, the wall surface surrounding the storefront and window bays are treated with 18-inch slate gray panels and the area above the storefront is clad with 7-inch red panels. A ‘C’ channel awning is placed above the storefront entrance.
and two bays along south east elevation (Sheet A-7). An existing canopy above the roll-up door is removed and also replaced with a ‘C’ channel awning to provide some continuity along the façade. The areas of smooth stucco walls are painted in either a dark or medium shade of gray. The existing roll-up doors and remaining walls along the side and rear elevations will also have a new coat of gray paint applied for a comprehensive color palette that is practical for the site’s automotive repairs and tire-related work.

Neighborhood Compatibility
There are several automotive related uses concentrated in the immediate area and commercial retail directly across Lincoln Boulevard. The updated and contemporary appearance improves the streetscape with its new storefront, quality materials, simple color scheme and opportunity for pockets of landscaping.

Impact on Historic Resources
The subject property is not listed on the City’s Historic Resources Inventory.

Landscape Plans
Landscape plans are not proposed as part of the project.

CEQA Status
The project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15061 (b)(3) in that it can be seen with certainty that the proposed project does not have the potential for causing a significant effect on the environment in that the project involves the review of design-related issues associated with the proposed structure(s) in terms of general architectural design, proposed materials, colors, mechanical screening and/or landscape plans.

Code Compliance
This application has been preliminarily reviewed for compliance with the base district’s development standards which address aspects of the plan that could result in significant changes to the project’s design. A complete code-compliance review will not occur until the application is submitted for plan check. It is the applicant’s responsibility to ensure that the plans comply fully with all applicable provisions of the Municipal Code. The applicant has been notified of any significant non-compliant aspects of their plans, and a condition has been added requiring full compliance with all applicable regulations prior to the issuance of a building permit. Any significant changes to the design subsequent to any ARB approval will require Board approval.

Building Design

<table>
<thead>
<tr>
<th>DESIGN ELEMENTS</th>
<th>PROPOSED EXTERIOR MATERIAL, FINISH AND COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Façade</td>
<td>Stucco-smooth, painted (Black Fox and Dorian Gray)</td>
</tr>
<tr>
<td></td>
<td>18” Pac-Clad Aluminum wall panels, smooth (Slate Gray)</td>
</tr>
<tr>
<td></td>
<td>7” Pac-Clad Aluminum wall panels, smooth (Cardinal Red)</td>
</tr>
<tr>
<td>Windows</td>
<td>Aluminum frame storefront, smooth (Red)</td>
</tr>
</tbody>
</table>
Tempered glass (clear)

Doors
Aluminum frame storefront door, smooth (Red)
Tempered glass (clear)

Roof
Flat roof, existing

Mechanical Screening
42-inch roof parapet (above sales area) stucco, smooth (Black Fox)

Lighting
Vortech B2 Series, IVT511 down light cylinder

Canopy/Awning/Trellis
‘C’ channel awning, powder coated (Statuary Bronze)

Roll-up Garage Doors
Existing roll-up doors, pro-industrial grade paint (Dorian Gray)

<table>
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<tr>
<th>SIGN AREA CALCULATIONS</th>
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<tbody>
<tr>
<td>Multi-tenant Building</td>
</tr>
<tr>
<td>Existing Sign Program</td>
</tr>
<tr>
<td>Permitted Sign Area</td>
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<tr>
<td>Existing Sign Area</td>
</tr>
<tr>
<td>Proposed Sign Area (this application)</td>
</tr>
<tr>
<td>Total Sign Area Upon Completion</td>
</tr>
<tr>
<td>Total Number of New Signs</td>
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<tr>
<td>Compliance</td>
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</tbody>
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Sign A “American Tire Depot”
Proposed Sign Type: Internally illuminated, wall sign with 5-inch deep channel letters
Proposed Dimensions (Area): 15’L x 2’-8”H = 40 SF
Proposed Colors: White acrylic face, trim cap and returns

Sign B “Auto Care Experts”
Proposed Sign Type: Internally illuminated, wall sign with 5-inch deep channel letters
Proposed Dimensions (Area): 10’L x 1’H = 10 SF
Proposed Colors: Auto Care: White acrylic face, trim cap and returns Experts: Yellow acrylic face and returns with black trim cap

Signs are included in the applicant’s proposal and appear to be illustrated in various conceptual locations on the drawings. The detailed plans provided in the sign plan submittal depict two wall signs comprised of internally illuminated channel letters that
contrast nicely against the red aluminum panels and gray wall surface. The proposed signs yield a total of 50 SF which is the maximum sign area permitted for the site. Staff supports the proposed business signage detailed in the sign plans dated December 1, 2015.

FINDINGS:

A. The plan for the proposed building or structure is expressive of good taste, good design, and in general contributes to the image of Santa Monica as a place of beauty, creativity and individuality in that the proposed façade remodel provides a comprehensive and contemporary design that updates a tired and faded storefront along a major commercial corridor. The façade design is thoughtful in its approach to provide a visual connection to the adjacent building for a more uniform appearance.

B. The proposed building or structure is not of inferior quality such as to cause the nature of the local neighborhood or environment to materially depreciate in appearance and value in that high quality material as detailed in the application submittal and as presented to the Architectural Review Board will be used.

C. The proposed design of the building or structure is compatible with developments on land in the general area in that the proposed façade remodel updates the appearance of an existing one-story commercial service building and incorporates a design that modernizes the building with quality materials and a fitting color scheme that enhances the streetscape along Lincoln Boulevard.

D. The proposed development conforms to the effective guidelines and standards adopted pursuant to Chapter 9.32 – Architectural Review Board, and all other applicable ordinances insofar as the location and appearance of the buildings and structures are involved. Specifically, the location and appearance of the buildings and structures comply with required findings set forth in Chapter 9.32, as documented by the Architectural Review Board, and as conditioned, the plans will fully comply with all applicable regulations prior to the issuance of a building permit.

CONDITIONS:

1. This approval shall expire when the administrative or discretionary entitlements, not including any Subdivision Map approvals, previously granted for the project have lapsed. If no such entitlements have been granted, this approval shall expire eighteen (18) months from its effective date, unless appealed.

2. Prior to the issuance of a building permit, the applicant shall demonstrate that the plans comply with all applicable provisions of the Zoning Ordinance. Significant changes to a project’s design shall require review and approval of the Architectural Review Board. Minor changes may be approved administratively pursuant to all applicable guidelines.
The Architectural Review Board’s approval, conditions of approval, or denial of this application may be appealed to the Planning Commission if the appeal is filed with the Zoning Administrator within ten consecutive days following the date of the Architectural Review Board’s determination in the manner provided in Chapter 9.32, Section 9.32.160.

Prepared by: Grace Page, ARB Liaison

**Attachments**
A. Applicant’s Submittal Material

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