



Planning Commission Report

Planning Commission Meeting: November 28, 2012

Agenda Item: 9-A

To: Planning Commission
From: Amanda Schachter, City Planning Division Manager
Subject: 12APP007 Appeal of Architectural Review Board 12ARB-355 denial of Sign Adjustment for an upper level wall sign and conditional approval of modification to an existing sign program and sign plans for Ruben Postaer Associates (RPA), a tenant within the existing Colorado Center (formerly Yahoo! Center) business park.

Address: 2525 Colorado Avenue (a.k.a. 2450 Broadway)
Applicant/Appellant: John Clark

Recommended Action

It is recommended that the Planning Commission take the following action(s) subject to the findings and/or conditions contained in Attachment B:

1. Deny appeal 12APP007 and approve Architectural Review Board ARB 12-355, subject to findings and conditions contained in the Statement of Official Action.
2. Adopt the Statement of Official Action.

Executive Summary

The applicant/appellant proposes a modification to the previously approved sign program to install two new wall signs for Ruben Postaer Associates (RPA), a major tenant in the Colorado Center, occupying the entire 2525 Colorado Avenue building. One sign is proposed above the courtyard entry doors; the other is proposed at the roofline on the Colorado Avenue elevation. The upper level sign is a prohibited sign type and requires approval of a sign adjustment.

The Architectural Review Board reviewed this project at the October 15, 2012 ARB meeting. Although some Board members expressed appreciation for the aesthetic character of the upper level sign, the Board did not find there to be an unnecessary hardship or practical difficulty that supported the sign adjustment. The Board voted 4-0 to approve the application; the Board did not approve the sign adjustment and included a condition of approval to require elimination of the proposed sign on the Colorado Avenue elevation (the upper level sign).

Staff does not believe that the findings necessary to approve a sign adjustment can be made since the business or property owner could provide adequate business identification for Ruben Postaer Associates without the use of a prohibited sign type. Additionally, staff feels that approval of a sign adjustment for an upper level sign in this case where there are not practical difficulties or unnecessary hardships associated with

installation of a conforming sign, would constitute a grant of special privilege inconsistent with limitations imposed on similarly zoned properties. The Applicant/Appellant believes that the proposed sign should be approved and that the findings for a sign adjustment can be made. The Appeal Statement cites unique site and land use characteristics, the building design and the need for Ruben Postaer Associates to have “professional identification” commensurate with the size of the business within the office park.

Staff supports approval of the proposed wall sign over the courtyard entry but does not support approval of the sign adjustment or the wall sign on the Colorado Avenue elevation. Therefore, staff recommends approval of the project with the condition that the upper level sign on the Colorado Avenue elevation be eliminated from the scope of the project.

The following issues should be considered by the Planning Commission in its review of the proposed project and are addressed in this report:

- Can the findings required pursuant to SMMC 9.52.120 be made to support approval of the sign adjustment to allow the upper level sign?
- Would approval of the sign adjustment to allow the upper level sign set a precedent for other businesses within office parks in the C5 zoning district?

Background

On September 11, 2012 the applicant submitted a Sign Adjustment application to request a modification to the existing sign program and approval of wall signs to reflect the new tenant occupying the entire 2525 Colorado building within the Colorado Center (formerly Yahoo! Center) office park (12ARB355). The Architectural Review Board reviewed this project at the October 15, 2012 meeting. Although some Board members expressed appreciation for the aesthetic character of the upper level sign, the Board did not find that there was an unnecessary hardship or practical difficulty that supported the sign adjustment. The Board voted 4-0 to approve the application; the Board did not approve the sign adjustment and included a condition of approval to require elimination of the proposed sign on the Colorado Avenue elevation (the upper level sign). On October 24, 2012, the applicant filed a timely appeal of the Architectural Review Board action.

Relevant Permit History / Prior Action (ARB)

ARB 12-115: On April 30, 2012 the Board approved a sign adjustment, sign plans, and modification to a previously approved sign program for an existing business park, Colorado Center formerly the Yahoo Center.

ARB 11-047: On March 21, 2011 the Board approved a sign adjustment, sign plans, and modification to a previously approved sign program to replace a monument sign for an existing business park, the Yahoo Center.

ARB 10-076: On April 5, 2010 the Board approved a sign adjustment, sign plans, and modification to a previously approved sign program for a new monument sign for an existing business park, the Yahoo Center.

- ARB 05-599: On December 19, 2005, the ARB approved sign plans, a sign adjustment, and modification to a previously approved sign program for a multi-tenant business park, the Yahoo! Center.
- 02ARB-465 The Architectural Review Board approved sign plans, a sign adjustment, and a modification to an existing sign program for Colorado Center at the January 6, 2003 hearing.
- 90ARB-050: A sign program for MGM Plaza was approved by the Board in March 1990. This program allowed a total of 1486 square feet of signage. The sign program has subsequently been modified on several occasions.

Project / Site Information

The following table provides a brief summary of the project location. Additional information regarding the project’s compliance with applicable municipal regulations and the General Plan is available in Attachment A.

Project and Site Information Table

<p>Zoning District:</p> <p>Land Use Element Designation:</p> <p>Parcel Area (SF):</p> <p>Parcel Dimensions:</p> <p>Existing On-Site Improvements (Year Built):</p> <p>Adjacent Zoning Districts and Land Uses:</p>	<p>C5 (Special Office Commercial) District Office Campus</p> <p>Approximately 13.3 acres Approx. 1,000’ x 580’</p> <p>6 multi-story office buildings around a central courtyard with recreational area at northeast corner. (1983)</p> <p>North C4 – Commercial Uses along Broadway South C5 – Water Garden Office Park East LMSD –Creative offices and production studios West LMSD – Creative offices and production studios and DMV Office</p>	 <p>Site Location Map</p>
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The subject building is within an existing business park (Colorado Center, formerly Yahoo! Center) in the C5 Special Office Commercial District. The site is developed on an entire city block bounded by Broadway to the north, Twenty-Sixth Street to the east, Colorado Avenue to the south, and Cloverfield Boulevard to the west. The Center is comprised of six multi-story office buildings around a central courtyard along with a recreational area at the northeast corner of the site. The recreation area includes tennis courts, a volleyball court, and basketball court. Existing landscaping includes a variety of trees, shrubs, and groundcover. Surrounding land uses include multi-story residential

buildings to the north, and single and multi-story commercial and office uses to the east, west, and south.

Environmental Analysis

The proposed sign is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311 (a), Class 11, of the State Implementation CEQA Guidelines in that the project involves the construction or replacement of minor accessory structures (on-premise signs) to existing commercial, industrial or institutional facilities.

Project Analysis

The applicant proposes a modification to the previously approved sign program to install two new wall signs for Ruben Postaer Associates (RPA), a major tenant in the Colorado Center Business Park. One sign is proposed above the courtyard entry doors; the other is proposed at the roofline on the Colorado Avenue elevation. The upper level sign requires approval of a sign adjustment because pursuant to SMMC Section 9.52.150(k), upper level signs are prohibited signs.

The first wall sign is proposed in a Code compliant location above the building entry located in the plaza between the subject “2525 Colorado” building and the adjacent “2501 Colorado” building. The illuminated “RPA” portion of the sign is only 5-feet wide but the aluminum sign face extends across the entire 17-foot width of the building entry. This tenant sign would be a new sign type for the sign program since the other wall signs within the Center are address, parking or directional signs. Since the tenant occupies the entire 2525 Colorado building, staff feels that this wall sign over the courtyard building entry is an appropriate modification to the existing sign program.



Proposed Wall Sign



Proposed Upper Level Sign

The other sign is a 60 square foot wall sign located on the third floor level at the roof line of the building, facing Colorado Avenue. This upper level sign does not conform to the existing sign program and due to its location higher than 30-inches above the second floor floor line, requires a sign adjustment. Staff does not support a wall sign on this elevation and does not support approval of a sign adjustment for an upper level sign as discussed below.

Sign Plans

SIGN AREA CALCULATIONS	
Multi-tenant Park	Yes.
Existing Sign Program	A sign program currently exists. The proposed sign would modify the program.
Permitted Sign Area	2,043 SF (total Colorado Center) 195' Colorado frontage) x 1.5 = 292.5 (this building)
Existing Sign Area	1,637 SF (entire Center– based on implemented sign program) 42 SF (RPA 2-sided monument sign)
Proposed Sign Area (this application)	60.0 SF (upper level wall sign) 60.4 SF (wall sign at courtyard entry) 120.4 SF
Total Sign Area Upon Completion	1,817.4 SF
Total Number of New Signs	2
Total Number of Signs upon Completion	62
Compliance	No. Upper level sign is prohibited; requires sign adjustment.

Sign A “RPA”

Proposed Sign Type:

Wall sign.

4” deep aluminum sign cabinet with aluminum and acrylic face, LED-illuminated. Mounted on building wall.

Proposed Dimensions (Area):

17’-3” w x 3’-6” h = 60.4 SF

Proposed Colors:

Brushed aluminum (cabinet and face);
Orange – Pantone 1665 C (face)

Sign B “RPA”

Proposed Sign Type:

Upper level wall sign.

1” deep aluminum sign cabinet with aluminum and acrylic face, LED-illuminated. Mounted 1” off face of building wall.

Proposed Dimensions (Area):

10’-0” w x 6’-0” h = 60 SF

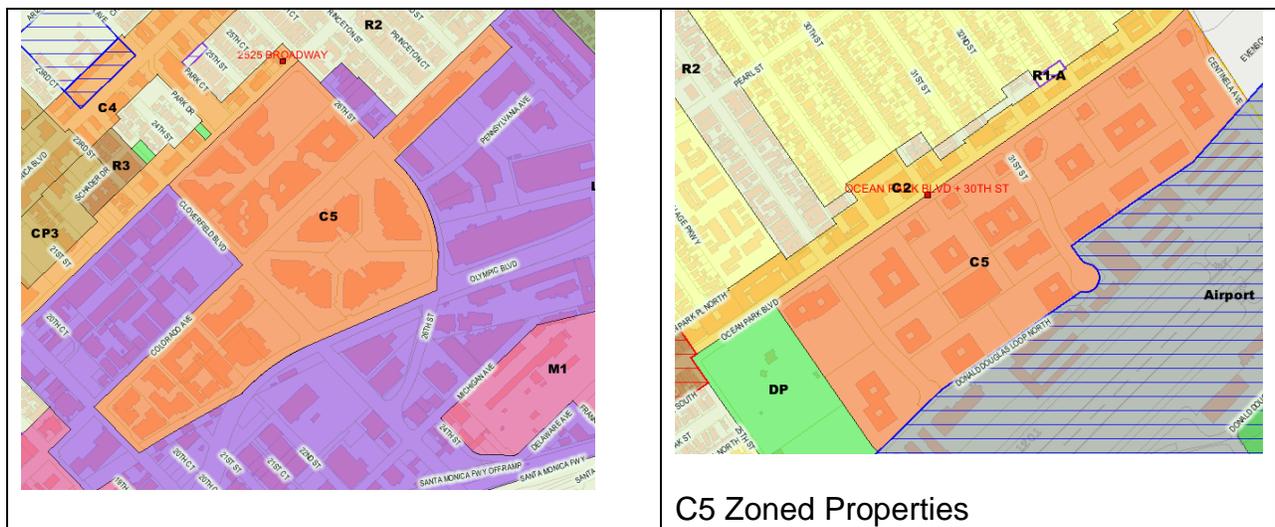
Proposed Colors:

Brushed aluminum (cabinet and face);
Orange – Pantone 1665 C (face)

Sign Adjustment

The applicant is proposing to install a 60 square foot wall sign at the roof line of the 3 story office building. Upper level signs are defined as “any sign mounted on a building that is placed in whole or in part between thirty inches above the second floor floor line and the top of a parapet or roof line, and pursuant to the Sign Code (SMMC Section

9.52.150) are prohibited. Staff does not believe that the findings necessary to approve a sign adjustment can be made since the business or property owner could provide adequate business identification for Ruben Postaer Associates without use of a prohibited sign type. Additionally, staff feels that approval of a sign adjustment for an upper level sign in this case where there are not practical difficulties or unnecessary hardships associated with installation of a conforming sign, would constitute a grant of special privilege inconsistent with limitations imposed on similarly zoned properties. As depicted in the Zoning Maps below, the C5 District spans an area between Olympic Boulevard and Broadway and the area near the airport along Ocean Park Boulevard. These areas are developed with office/business parks, including the Colorado Center, the Water Garden, and the Santa Monica Business Park. The existing office parks within the C5 District all have approved Sign Programs governing the tenant and directional signage. Whereas most of the properties have been granted sign adjustments to allow multiple ground signs, no upper level tenant signs have been approved. (The existing upper level tenant sign(s) at 2716 Ocean Park Boulevard pre-date the 1985 Sign Code.) Staff is concerned that approval of the sign adjustment to allow the proposed upper level sign would set a precedent and lead to requests for upper level signs for large tenants within the other business parks.



Modification to Sign Program

A sign program for the business park was previously approved by the Board, as were subsequent modifications. The ARB approvals included sign adjustments to allow for more than one ground sign on the site. Staff supported the sign adjustments for multiple ground signs citing the need for the large business park to adequately identify the various businesses and offices located within the center and to orient visitors through the campus. Additionally, staff noted that while multiple monument signs required a sign adjustment, they were consistent with the established sign program for the business park. Furthermore, staff noted that wall signs on the street-facing elevations of the building(s), while not requiring an adjustment, would disrupt the cohesiveness of the existing program.

Staff supports the wall sign within the courtyard as discussed above; however, staff does not support the modification to the existing sign program to allow the wall sign on the Colorado Avenue elevation since the addition of signs to the street-facing building elevations would detract from the building architecture. Therefore, rather than including a condition to require that the sign be re-positioned to a Code-compliant location, staff has included a condition to require the elimination of the wall sign from the Colorado Avenue elevation.

Appeal Statement

The applicant/appellant believes that the size of Ruben Postaer Associates at the subject location (over 650 staff) and the prominence of the business constitute a unique situation that justifies the sign adjustment. The appeal statement also cites the campus environment as a unique land use, including the following characteristics:

- the size of the parcel and the size of the buildings;
- the size of the tenant's building (180,000 square feet);
- the tenant is a "highly professional activity requesting professional identification";
- other nearby signs are larger in scale.

Additionally, the applicant/appellant believes that the proposed sign(s) are consistent with the purpose of the Sign Code for the following reasons:

- businesses located within the office park are largely anonymous due to virtually no sign identification;
- the proposed sign design, composition, and materiality is highly consistent with the building design;
- the sign(s) is modest in scale;
- the sign would not be confusing but would serve to clarify the business location.

While staff acknowledges that the sign is of high quality design and materials, and that the sign is intended to identify a large business within a very large building, staff feels that adequate business identification can be achieved through the utilization of sign types that are permitted by the Sign Code. Additionally, staff does not feel that this is a unique situation and is concerned that approval of the sign adjustment to allow the proposed upper level sign would set a precedent and lead to requests for upper level signs for large tenants within the other business parks.

Public Input

There was no public input at the October 15, 2012 Architectural Review Board meeting.

Alternative Actions:

In addition to the recommended action, the Planning Commission could consider the following with respect to the project:

- A1. Articulate revised findings and/or conditions to Approve or Deny, with or without prejudice, the subject application

Conclusion

The sign program for the Center was approved with a sign adjustment to allow more than one ground sign on the site; the use of wall signs for tenant signage is not included in the current sign program. Staff feels that the use of a wall sign on the Colorado Avenue elevation of the building is not consistent with the established sign program for the business park and use of a wall sign would disrupt the cohesiveness of the existing program. Therefore, staff supports approval of the wall sign over the courtyard entry but does not support the wall sign on the Colorado Avenue elevation. Additionally, as discussed above, staff does not feel that the findings necessary to support a sign adjustment can be made and recommends denial of the sign adjustment to allow an upper level sign.

Prepared by: Laura Beck, AICP, Associate Planner
 Steve Traeger, Principal Urban Designer

Attachments

- A. Draft Statement of Official Action (includes recommended findings and/or conditions to act upon the project)
- B. Appeal Statement
- C. Architectural Review Board Statement of Official Action
- D. Project Plans and Photographs

F:\CityPlanning\Share\PC\STRPT2012\12APP007 (2525 Colorado Ave Sign Appeal).doc

**ATTACHMENT A
DRAFT STATEMENT OF OFFICIAL ACTION**



City of Santa Monica
City Planning Division

**PLANNING COMMISSION
STATEMENT OF OFFICIAL ACTION**

City of
Santa MonicaSM

PROJECT INFORMATION

CASE NUMBER:	12APP007
LOCATION:	2525 Colorado Avenue
APPLICANT/ APPELLANT:	John Clark
PROPERTY OWNER:	CA-Colorado Center, LLC
CASE PLANNER:	Laura Beck, AICP, Associate Planner
REQUEST:	Appeal of Architectural Review Board 12ARB-355 denial of Sign Adjustment for an upper level wall sign and conditional approval of modification to an existing sign program and sign plans for Ruben Postaer Associates (RPA), a tenant within the existing Colorado Center (formerly Yahoo! Center) business park.
CEQA STATUS:	The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311 (a), Class 11, of the State Implementation CEQA Guidelines in that the project involves the construction or replacement of minor accessory structures (on-premise signs) to existing commercial, industrial or institutional facilities.

PLANNING COMMISSION ACTION

November 28, 2012 Determination Date
_____ Approved based on the following findings and subject to the
_____ conditions below.
_____ Denied.
_____ Other:

EFFECTIVE DATES OF ACTIONS IF NOT APPEALED:	November 28, 2012
EXPIRATION DATE OF ANY PERMITS GRANTED:	6 months
LENGTH OF ANY POSSIBLE EXTENSION OF EXPIRATION DATES*:	6 months

* Any request for an extension of the expiration date must be received in the City Planning Division prior to expiration of this permit.

Each and all of the findings and determinations are based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the Project. All summaries of information contained herein or in the findings are based on the substantial evidence in the record. The absence of any particular fact from any such summary is not an indication that a particular finding is not based in part on that fact.

FINDINGS FOR SIGN ADJUSTMENT:

- A. The strict application of the provisions of this Chapter would not result in practical difficulties or unnecessary hardships for the business or property owner which would be inconsistent with the purposes of this Chapter and which would arise from unique physical or topographic circumstances or conditions of project design in that although the subject property encompasses an entire city block and is developed with six multi-story office buildings around a central courtyard, the previously approved sign program for the property includes multiple ground signs to ensure that the various businesses and offices located within the center are adequately identified, and that signage is located appropriately to orient visitors through the campus, and the business owner will have adequate business identification without the requested upper level sign which is a prohibited sign type.

- B. The granting of the requested variance would constitute a grant of special privilege inconsistent with limitations imposed on similarly zoned properties or inconsistent with the purposes of the zoning regulations in that there are many similar buildings within business parks throughout the City that have not been permitted to have upper level signs for major tenants.

CONDITIONS OF APPROVAL:

Administrative

- 1. This approval shall expire in six months from the date of approval or six months from the date a certificate of occupancy is granted for construction-related projects. All conditions of approval and the final inspection process must be

completed within this timeframe. The applicant shall submit a color photograph of all installed signs demonstrating compliance with the Architectural Review Board approval to the staff liaison, prior to Planning final.

Conformance with Approved Plans

2. This approval is for plans dated September 11, 2012, a copy of which shall be maintained in the files of the City Planning Division. Project development shall be consistent with such plans, except as otherwise specified in these conditions of approval.
3. Minor amendments to the plans shall be subject to approval by the Director of Planning. A significant change in the approved concept shall be subject to Planning Commission Review. Construction shall be in conformance with the plans submitted or as modified by the Planning Commission, Architectural Review Board or Director of Planning.
4. Prior to the issuance of a building permit or sign permit, the applicant shall revise the sign plans to eliminate the wall sign on the Colorado Avenue elevation.
5. 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.

VOTE

Ayes:

Nays:

Abstain:

Absent:

NOTICE

If this is a final decision not subject to further appeal under the City of Santa Monica Comprehensive Land Use and Zoning Ordinance, the time within which judicial review of this decision must be sought is governed by Code of Civil Procedure Section 1094.6, which provision has been adopted by the City pursuant to Municipal Code Section 1.16.010.

ATTACHMENT B

Appeal Statement

2525 Colorado Avenue



City of
Santa Monica

Planning and Community Development Department
City Planning Division
(310) 458-8341

APPEAL FORM

(Please Type or Print all Information)

Application Number _____

Filed: _____

By: _____

APPELLANT NAME: JOHN CLARK

APPELLANT ADDRESS: 145 STANDARD ST, EL SEGUNDO 90245

CONTACT PERSON: JOHN CLARK Phone: 310 322 6330

(all correspondence will be mailed to this address)

Address: 145 STANDARD ST, EL SEGUNDO 90245

JOHN CLARK@LOOKINGLA.COM

PROJECT CASE NUMBER(S): ARB. 12-355

PROJECT ADDRESS: 2525 COLORADO AVENUE

APPLICANT: JOHN CLARK

ORIGINAL HEARING DATE: OCTOBER 15, 2012

ACTION BEING APPEALED: CONDITION #2, EXCLUSION OF

STREET FACING IDENTIFICATION SIGN AT BUILDING TOP.

Please state the specific reason(s) for the appeal (use separate sheet if necessary):

Is the appeal related to the discretionary action and findings issued for the proposed project? Yes No If yes, explain:

ARB REVIEW STAFF FOUND SIGN DESIGN FAVORABLE, PLANNING STAFF OBJECTED TO SIGN BASED ON CURRENT CODE, ~~PROMINENCE~~

Is the appeal related to the conditions of approval? Yes No If yes, which conditions and why:

THIS IS A UNIQUE SITUATION, SIZE OF FIRM (650+ STAFF), PROMINENCE OF BUSINESS, IMPACT IN SANTA MONICA, QUALITY OF PROPOSED DESIGN - FEW APPLICANTS WOULD MEET THIS CRITERIA

Is the appeal related to design issues? Yes No If yes, explain:

THE ARB PANEL FOUND THE DESIGN TO BE OF QUALITY AND APPROPRIATE TO THE ARCHITECTURE. ARB ASKED STAFF IF THEY COULD MAKE AN EXCEPTION TO APPROVE THE BUILDING'S TOP SIGN.

Is the appeal related to compatibility issues such as building height, massing, pedestrian orientation, etc.? Yes No If yes, explain:

SIGN DESIGN HAS BEEN CAREFULLY OBSERVANT OF BUILDING ARCHITECTURE AND MATERIAL PALETTE.

Is the appeal related to non-compliance with the Santa Monica Municipal Code? Yes No If yes, which Code section(s) does the project not comply with and why:

SIGN PROPOSAL REQUESTS CLEAR IDENTIFICATION OF THIS 650+ PERSON FIRM. CODE CURRENTLY PROHIBITS THIS SIGN TYPE.

Is the appeal related to environmental impacts associated with the project? Yes No If yes, explain:

IN THE IMMEDIATE ENVIRONMENT ARE SEVERAL BUSINESSES WITH FAR MORE IMPACTFUL SIGNING, BOTH LARGER AND LESS DISCRETE IN DESIGN AND FIT TO ARCHITECTURE. (A) →

Is the appeal related to other issues? Yes No If yes, explain:

RUBEN POSTAER ASSOCIATES IS NATION'S LARGEST INDEPENDANT ADVERTISING AGENCY, ACCOUNTS INCLUDE HONDA AND ACURA (WITH DEALERSHIPS IN SANTA MONICA). THEY CONTINUE TO GROW, WILL REASONABLY NEED MORE SPACE, BUT RECOGNITION WILL CONTINUE TO BE AN ISSUE.

THEY HAVE BEEN BASED IN SANTA MONICA OVER 22 YEARS.

APPELLANT SIGNATURE:

John Clark

NOTE: A hearing date on the appeal will not be scheduled until sufficient information regarding the basis for the appeal has been received to enable City Planning Division staff to prepare the required analysis for the staff report.

25: COLORADO
24 OCTOBER 2012

- (A) ENVIRONMENTAL
PARCEL SPANS ENTIRE CITY BLOCK, CONTRAST TO
BROADWAY, COVERED TO 26TH,
800,000 SQ. FT. OFFICE, 2525 TAKES UP 180,000 SQ. FT.
CAMPUS' ENVIRONMENT IS UNIQUE LAND USE,
MASTER PLANNED COMMUNITY. CURRENT SIGN
CODE LIMITS SIGNING TO THAT OF A SMALL,
PARTIAL FLOOR TENANT.
- (A) PRACTICAL DIFFICULTY AND UNNECESSARY
HARDSHIP IS THAT THIS BUSINESS IS LIMITED
IN A WAY NOT TYPICAL FOR SIMILAR BUSINESSES
- (B) GRANTING OF THIS REQUESTED VARIANCE WOULD
NOT CONSTITUTE A GRANTING OF SPECIAL PRIVILEGES
INCONSISTENT WITH LIMITATIONS ON OTHERS IN
THAT THIS USER IS A HIGHLY PROFESSIONAL ACTIVITY,
REQUESTING A 'PROFESSIONAL IDENTIFICATION',
LOCATED IN A MASTER PLANNED COMMUNITY.
- (C) OTHER NEARBY SIGNS ARE FAR LARGER IN
SCALE, INCLUDING 2600 COLORADO, WHERE LOWER
HEIGHT IS MORE PRACTICAL AND FITTING TO
ARCHITECTURE.

↓
OVER

⑤ PURPOSE OF SIGN CODE CHAPTER.

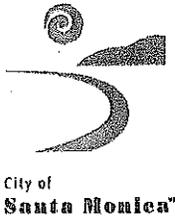
SECTION 9.52.020.(D) STATES THAT THE CODE IS INTENDED TO "ENCOURAGE SIGNS WHICH ARE INTEGRATED WITH AND HARMONIOUS TO THE BUILDINGS AND SITES THEY OCCUPY. TO ELIMINATE EXCESSIVE AND CONFUSING SIGNS!"

- 1 THIS CITY BLOCK CAMPUS WAS CREATED WITH HIGHLY CONSISTANT, UNIFORM ARCHITECTURE. BUSINESSES LOCATED WITHIN THE CAMPUS ARE LARGELY ANONYMOUS DUE TO VIRTUALLY NO SIGN IDENTIFICATIONS.
- 2 THE PROPOSED SIGN DESIGN, IN ITS COMPOSITION, SCALING TO BUILDING, AND USE OF MATERIALS IS HIGHLY CONSISTANT WITH THE ORIGINAL BUILDING DESIGN.
- 3 THE SIGN IS VERY MODEST IN SCALE AND MASS, THUS NOT EXCESSIVE.
- 4 THE SIGN IS NOT CONFUSING, RATHER, IT SERVES ONLY TO CLARIFY THE BUSINESSES LOCATION.

ATTACHMENT C

Architectural Review Board Statement of Official Action

2525 Colorado Avenue



CITY OF SANTA MONICA
CITY PLANNING DIVISION

**ARCHITECTURAL REVIEW BOARD
STATEMENT OF OFFICIAL ACTION**

PROJECT

CASE NUMBER: ARB 12-355

LOCATION: 2525 Colorado Avenue (a.k.a. 2450 Broadway)

APPLICANT: John Clark

CASE PLANNER: Laura Beck, ARB Liaison

REQUEST: Approval of a sign adjustment and sign plans and modification to a previously approved sign program for a wall sign and an upper level wall sign for Ruben Postaer Associates, a tenant within the existing Colorado Center (formerly Yahoo! Center) business park.

CEQA STATUS: The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15311 (a), Class 11, of the State Implementation CEQA Guidelines in that the project involves the construction or replacement of minor accessory structures (on-premise signs) to existing commercial, industrial or institutional facilities.

ARCHITECTURAL REVIEW BOARD ACTION

October 15, 2012 Approved.

_____ Denied.

_____ Other.

EFFECTIVE DATE OF ACTION: October 26, 2012

Each and all of the findings and determinations are based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the Project. All summaries of information contained herein or in the findings are based on the substantial evidence in the record. The absence of any particular fact from any such summary is not an indication that a particular finding is not based in part on that fact.

FINDINGS FOR SIGN ADJUSTMENT:

- A. The strict application of the provisions of this Chapter would not result in practical difficulties or unnecessary hardships for the business or property owner which would be inconsistent with the purposes of this Chapter and which would arise from unique physical or topographic circumstances or conditions of project design in that although the subject property encompasses an entire city block and is developed with six multi-story office buildings around a central courtyard, the previously approved sign program for the property includes multiple ground signs to ensure that the various businesses and offices located within the center are adequately identified, and that signage is located appropriately to orient visitors through the campus, and the business owner will have adequate business identification without the requested upper level sign which is a prohibited sign type.
- B. The granting of the requested variance would constitute a grant of special privilege inconsistent with limitations imposed on similarly zoned properties or inconsistent with the purposes of the zoning regulations in that there are many similar buildings within business parks throughout the City that have not been permitted to have upper level signs for major tenants.

CONDITIONS:

- 1. This approval shall expire in six months from the date of approval or six months from the date a certificate of occupancy is granted for construction-related projects. All conditions of approval and the final inspection process must be completed within this timeframe. The applicant shall submit a color photograph of all installed signs demonstrating compliance with the Architectural Review Board approval to the staff liaison, prior to Planning final.
- 2. Prior to the issuance of a building permit or sign permit, the applicant shall revise the sign plans to eliminate the wall sign on the Colorado Avenue elevation.
- 3. 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.

VOTE

Ayes: Burton, Ellis, Pearson, Robb
Nays: None
Abstain: None
Absent: Griffin, Ross, Rothman

NOTICE

This decision may be appealed to the Planning Commission within ten (10) calendar days from the date of action, pursuant to SMMC Section 9.32.160. If the decision is not appealed, an application for plan check review may be submitted with the Building Division for the project.

Acknowledgement by Permit Holder

I hereby acknowledge that the project plans are as specified in the final application submittal and as approved by the Architectural Review Board, or Planning Commission on appeal, are the approved plans. Any deviation from the approved plans, including, but not limited to changing any aspect of the design, colors, materials, finish, or adding new materials, features, equipment, or signs requires the prior approval of the Architectural Review Board. I agree to have the construction plans prepared in compliance with all pertinent details of the ARB approved plans. In the event of a conflict, the ARB approved Plans shall prevail over the construction plans. I further acknowledge that failure to construct the project pursuant to the ARB approved plans is grounds for withholding final inspection and occupancy until such discrepancy(s) are resolved.

JOHN CLARK, CLIENTS AGENT. NOV. 12. 2012
Print Name and Title Date

John Clark
Applicant / Authorized Representative Signature

I hereby certify that this Statement of Official Action accurately reflects the final determination of the Architectural Review Board of the City of Santa Monica.

Lynn Robb
Lynn Robb, Chairperson

Nov. 7, 2012
Date

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ATTACHMENT D

Project Plans & Photographs

2525 Colorado Avenue