



Architectural Review Board Report

Architectural Review Board Meeting: January 21, 2020

Agenda Item: 7.4

To: Architectural Review Board
From: James Combs, Associate Planner
Cc: Stephanie Reich, AIA, LEED AP, Design & Historic Preservation Planner
Subject: 19ARB-0540 to approve signs at an existing automotive repair facility.

Address: 3300 Olympic Boulevard
Applicant: Bob Packham for Megahertz

Recommended Action

It is recommended that the Architectural Review Board approve application 19ARB-0540 based upon the findings and subject to the conditions contained within this report.

Executive Summary

The applicant proposes three new wall signs totaling 97 Square Feet (SF) and a ground sign at 60 SF. Staff recommends approval of the proposed sign program with conditions and findings contained in this report.

Background

September 26, 2019: A revision to 17ARB-0338 was approved at a staff level as 19ARB - 0432

October 16, 2017: The Architectural Review Board approved 17ARB-0338, a facade remodel at the subject site.

Analysis

Proposed are four signs for an existing one-story car repair facility. The proposed signage consists of three wall signs measuring 81.37 SF, 10.02 SF, and 5.8 SF as well as a ground sign measuring 60 SF (40 SF x 1.5). Pursuant to SMMC Section 9.61.190(B), corner properties within commercial districts "The total operative frontage dimension for structures located on a street corner site is one and one-half times the building's address frontage. For such corner locations, no more than two-thirds of the total allowable sign area shall be permitted facing on one or the other street." The store frontage is 415 feet, allowing 622 SF of permitted sign area with no more than 410.5 SF on one elevation. The total signage proposed along Olympic Boulevard is 157.36 SF with no signs proposed on Centinela Avenue. The subject signs require review by the Board because ground signs and wall signs greater than 25 SF exceed what can be approved administratively.

The largest wall sign measures 47” tall, including the backing board, logos do not exceed 29” with letter heights proposed at 10.5” or less. The sign is significantly set back along a major thoroughfare into the City and seems appropriately sized to be visible to passing vehicles on Olympic Boulevard. Other wall signs are significantly smaller measuring 10 and 5.8 SF. At 5’-0” tall by 8’-0” wide the proposed illuminated monument sign conforms to the maximum size limits of a ground sign and is appropriately sized and located as a sign on Olympic Boulevard. The proposed signs are appropriately sized for the existing building and complement and add to the existing neighborhood character.

Impact on Historic Resources

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

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. Any significant changes to the design subsequent to any ARB approval will require Board approval.

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 commercial, industrial or institutional facilities.

Sign Plans

SIGN AREA CALCULATIONS				
Multi-tenant Building	No			
Existing Sign(s) to Remain	None, all existing signs to be removed.			
Permitted Sign Area	415’-0” Frontage on Olympic Boulevard x 1.5 = 622.5 SF			
Proposed Sign Area (this application)	Sign	Type	Dimensions	Total (SF)
	1	Wall	20’-8” x 3’-11	81.37
	2	Wall	10’-5” x 11 ¾”	10.2
	3	Wall	5’-10” x 11”	5.79
	4	Ground	8’-0” x 5’-0”	60 (40 x 1.5)
	Total:			157.36
Total Sign Area Upon Completion	157.36 SF			
Total Number of New Signs	Four Signs: Three wall signs and one ground sign.			

FINDINGS:

- A. The plan for the proposed signs 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 signs complement the architectural design of the buildings and are appropriately sized for visibility from the street and the pedestrian.
- B. The proposed signs are 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 such as aluminum, and acrylic as detailed in the application submittal and as presented to the Architectural Review Board will be used.
- C. The proposed design of the signs is compatible with developments on land in the general area in that the area's developments are integrating pedestrian oriented and activated ground floor uses with appropriate signage for a cohesive visual identification of the businesses and building.
- D. The proposed development conforms to the effective guidelines and standards adopted pursuant to Chapter 9.55 – *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 building complies with required findings set forth in Chapter 9.55, 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.

Summary

The total amount of sign area complies with the Zoning Code allotment and all proposed signs appear proportional and appropriate to the building.

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 24 months from its effective date, or 30 months if in the Coastal Zone unless appealed.
- 2. Prior to the issuance of a building permit, the applicant shall demonstrate that the sign plans comply with all applicable provisions of the sign program and sign 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.
- 3. Minor amendments to the commercial retail tenant sign area may be considered by staff review and approval based on the final number of commercial tenants and compliance with the total sign area allowed for the site (622.5 square feet).

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 SMMC 9.61.100.

Attachments

Applicant's Submittal Material

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