



Architectural Review Board Report

Architectural Review Board Meeting: January 21, 2020

Agenda Item: 7.5

To: Architectural Review Board
From: James Combs, Associate Planner
Cc: Stephanie Reich, AIA, LEED AP, Design & Historic Preservation Planner
Subject: 19ARB-0541 to approve new signs at a one-story automobile dealership.
Address: 1100 Santa Monica Boulevard
Applicant: Bob Packham for Megahertz

Recommended Action

It is recommended that the Architectural Review Board approve application 19ARB-0541 based upon the findings and subject to the conditions contained within this report.

Executive Summary

The applicant proposes two new wall signs totaling 89.67 Square Feet (SF). The signs comply with code requirements. Staff recommends approval of the proposed signs with conditions and findings contained in this report.

Background

86ARB-3080: on November 19, 1986 the Architectural Review Board approved a 100 SF, four sided pylon sign along with six wall signs for a total of 150 SF (86ARB3080).

Analysis

The proposed signage for the existing auto dealership consists of two wall signs measuring 56.13 SF and 33.54 SF. All existing signs including the pylon sign at the corner of Santa Monica Boulevard and 11th Street will be removed. 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 105 feet, allowing 157.5 SF of permitted sign area with no more than 103.62 SF on one elevation. The total signage proposed along Santa Monica Boulevard is 89.67 SF with no signs proposed on 11th Street. The subject signs require review by the Board because wall signs exceeding 25 SF cannot be approved administratively.

The largest wall sign, "HONDA", consists of illuminated channel letters measuring 30" tall. Generally the ARB encourages wall signs to be no larger than 24" tall when buildings are built at or near the property line, however the subject building is set back 50'-0" from the street making a 30" tall sign appropriate for visibility on Santa Monica Boulevard. The second wall sign, "Pre-Owned", is also illuminated channel letters and is 24" tall. The proposed signs are appropriately sized for the existing building.

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	105’ Frontage on Santa Monica Boulevard x 1.5 = 157.5 SF			
Proposed Sign Area (this application)	Sign	Type	Dimensions	Total (SF)
	1	Wall	30” x 22’-5 7/16”	56.13
	2	Wall	24” x 16’-9 ¼”	33.5
	Total:			89.67
Total Sign Area Upon Completion	157.5 SF			
Total Number of New Signs	Two wall signs.			

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 (157.5 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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