



# Architectural Review Board Report

Architectural Review Board Meeting: May 4, 2020

Agenda Item: 7.1

To: Architectural Review Board  
From: James Combs, Associate Planner  
Cc: Stephanie Reich, AIA, LEED AP, Design & Historic Preservation Planner  
Subject: 20ARB-0029 to approve a new sign at a one-story commercial building.  
Address: 1104 Wilshire Boulevard  
Applicant: ATAK Graphics - Image360 South Bay

## Recommended Action

It is recommended that the Architectural Review Board approve application 20ARB-0029 based upon the findings and subject to the conditions contained within this report.

## Executive Summary

The applicant proposes one new corner mounted projecting sign to complement existing wall signs. The sign complies with Code requirements. Staff recommends approval of the proposed signs with conditions and findings contained in this report.

## Background

19ARB-0561: Two signs, one awning sign and one wall sign, totaling 7.6 SF, were approved by staff for Citrin Restaurant.

## Analysis

The proposed signage at the existing building consists of one 4.5 SF projecting sign (utilizing 9.5 SF of sign area) to be located at the building corner on 11<sup>th</sup> Street and Wilshire Boulevard. The proposed sign will be 2" thick, 51" tall and project 18" from the building. The awning and wall signs shown on the plans are existing signs approved by 19ARB-0561 will remain. The orientation at the corner provides visibility to pedestrians along both Wilshire Boulevard and 11<sup>th</sup> Street.

The building frontage is approximately 49.5 SF along Wilshire Boulevard allowing approximately 75 Sf of total sign area. Including the subject sign, the site will use approximately 17 SF of that sign area.

## Impact on Historic Resources

Existing structures are not listed on the HRI.

## 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**

<b>SIGN AREA CALCULATIONS</b>													
Multi-tenant Building	No												
Existing Sign(s) to Remain	One wall sign and one awning sign each approximately 3.8 SF.												
Permitted Sign Area	49.5 Sf on Wilshire Blvd. x 1.5 = 75 SF												
Proposed Sign Area (this application)	<table border="1"> <thead> <tr> <th><i>Sign</i></th> <th><i>Type</i></th> <th><i>Dimensions</i></th> <th><i>Total (SF)</i></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Projecting</td> <td>18" x 51"</td> <td>6.37 x 1.5 = 9.5</td> </tr> <tr> <td><b>Total:</b></td> <td></td> <td></td> <td><b>9.5</b></td> </tr> </tbody> </table>	<i>Sign</i>	<i>Type</i>	<i>Dimensions</i>	<i>Total (SF)</i>	1	Projecting	18" x 51"	6.37 x 1.5 = 9.5	<b>Total:</b>			<b>9.5</b>
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1	Projecting	18" x 51"	6.37 x 1.5 = 9.5										
<b>Total:</b>			<b>9.5</b>										
Total Sign Area Upon Completion	Two existing signs plus the proposed projecting sign will equal 17 SF												
Total Number of New Signs	One projecting 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 business.
- 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 (202.5 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

[https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0029 \(1104 Wilshire Blvd\).docx](https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0029 (1104 Wilshire Blvd).docx)