



# Architectural Review Board Report

Architectural Review Board Meeting: May 4, 2020

Agenda Item: 7.2

To: Architectural Review Board  
From: James Combs, Associate Planner, ARB Liaison  
Cc: Stephanie Reich, AIA, LEED AP, Design & Historic Preservation Planner  
Subject: 20ARB-0060 to approve new sign program at a one-story commercial building.  
Address: 1319 – 1323 Third Street Promenade  
Applicant: Josh Shedd

## Recommended Action

It is recommended that the Architectural Review Board approve application 20ARB-0060 based upon the findings and subject to the conditions contained within this report.

## Executive Summary

The applicant proposes a sign program to allow 2'-0" x 10'-0" marquee signs, and 2'-0" x 2'-0" blade signs for each of three tenants at the above address. Sign programs can only be approved by the Board, further, marquee signs and blade signs are not included in the staff approval resolution. As proposed, the signs exceed allowed sign area but otherwise comply with Code requirements, and generally complement the building design.. Staff recommends approval of the proposed signs with conditions and findings contained in this report.

## Background

18ARB-0444: On December 17, 2018 the Board approved a façade remodel for the subject building but did not approve the included sign program requesting that it return for review later.

18ENT-0233 On August 2, 2018 a Minor Outdoor Dining Permit was applied for at Silverlake Ramen (1319).

18ARB-0297: On July 5, 2018 planning staff approved a façade remodel for Silverlake Ramen (1319) to include new glass store front to match neighboring units and a smooth stucco facade.

## Project / Site Information

The following table provides a brief summary of project data:

Zoning District / Design Guidelines:	BC (Bayside Conservation) District of the Downtown Community Plan (DCP)
Parcel Area (SF):	7,500 SF

Parcel Dimensions:	50' x 150'
Existing On-Site Improvements (Year Built):	Two-story 7,500 SF commercial building (1925/1960)
Historic Resource	The building is not listed on the City's Historic Resources Inventory as a potential Structure of Merit
CEQA	Exempt pursuant to Section 15061 (b)(3)
Adjacent Zoning & Use:	North BC – Restaurants (The Gallery Food Hall) South BC – Retail (Abercrombie & Fitch) East BC – Parking Structure (Parking Structure 3) West BC – Restaurant (Johnny Rockets)

The existing commercial building is located on the Third Street Promenade in a BC (Bayside Conservation) District of the Downtown Community Plan (DCP) and is surrounded by a mix of retail, restaurant, and office uses. Pedestrian orientation and storefront designs are key elements and integral components to the vitality of Third Street Promenade and the Downtown core. Of the three tenant spaces within the subject building two are currently unoccupied (1321 and 1323) and one is occupied with a restaurant, "Silverlake Ramen" (1319).

## Analysis

### Sign Plans

<b>SIGN AREA CALCULATIONS</b>																	
Multi-tenant Building	Yes																
Existing Sign(s) to Remain	None, all existing signs to be removed.																
Permitted Sign Area	Pursuant to SMMC 9.61.190(F)(5) 50' Frontage on 3 <sup>rd</sup> Street Promenade = 50' SF of sign area, however, pursuant to SMMC 9.61.190(E) no business shall be required to have less than 25 SF of sign area.																
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><b>1-3</b></td> <td>Marquee</td> <td><b>2' x 10'</b></td> <td><b>20 (60)</b></td> </tr> <tr> <td><b>4-6</b></td> <td>Blade</td> <td><b>2' x 2'</b></td> <td><b>6 (2x2x1.5 = 6) (18)</b></td> </tr> <tr> <td><b>Total:</b></td> <td></td> <td></td> <td><b>78</b></td> </tr> </tbody> </table>	<i>Sign</i>	<i>Type</i>	<i>Dimensions</i>	<i>Total (SF)</i>	<b>1-3</b>	Marquee	<b>2' x 10'</b>	<b>20 (60)</b>	<b>4-6</b>	Blade	<b>2' x 2'</b>	<b>6 (2x2x1.5 = 6) (18)</b>	<b>Total:</b>			<b>78</b>
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Total Sign Area Upon Completion	Existing Signs to be removed. Proposed: 78 SF																
Total Number of New Signs	Three marquee signs, three blade signs.																

Proposed are backlit channel letters centered on each awning as well as a blade sign for each tenant. As proposed, the maximum sign area allotted for tenants exceeds the standard 1 SF of sign area per linear foot of building frontage and exceeds the 25 SF minimum granted to narrow tenant spaces. In order to comply with Code, the proposed

signs require a reduction of 3 SF of sign area. Given the pedestrian nature of the 3<sup>rd</sup> Street Promenade and that the awning projects 6'-0" from the building face a condition has been included to limit the maximum letter height to 18", while allowing logos up to 24" x 24" provided no individual tenant exceeds 25 SF of sign area. A condition of approval reflecting this recommendation has been included.

The proposed blade signs appear to be appropriately sized and located. As conditioned, the marquee and blade signs are proportionate to the building and enhance the unique character of the Promenade.

#### Impact on Historic Resources

The building is not listed on the City's Historic Resources Inventory (HRI).

#### **CEQA Status**

The project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 150061 (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 only 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. Any significant changes to the design subsequent to any ARB approval will require Board approval.

#### **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 sign program provides a unique identity for the new retail tenants and the simple, consistent plan will continue to reflect the restraint of the building design while providing an appropriate pedestrian scale along the Promenade.
- 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 and unique designs as detailed in the application submittal and as presented to the Architectural Review Board will be used in the future signs. The material choices and designs ensure high-level execution of the design that will enhance its integrity over time.
- C. The proposed signs program is compatible with developments on land in the general area in that the program for the three tenant spaces provides for a consistent sign plan while allowing creativity to enhance the eclectic design quality found within Third Street Promenade and surrounding area. The conditioned letter height of the marquee signs and placement of the blade sign

further enhances the walkability and pedestrian scale of the Third Street Promenade.

- 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. Approval from the Public Works Department is required for modifications to the canopy projection into the Public Right-of-Way prior to the issuance of a building permit.
2. No individual tenant shall propose a combined sign area (marquee, blade, window etc...) exceeding 25 SF.
3. Letter heights of proposed signs shall not exceed 18 inches in height excluding ascenders and descenders.
4. All conduits, wires, raceway, and transformers for the signs shall be concealed.
5. The California Coastal Commission approval is required prior to the issuance of a building permit.
6. This approval shall expire when the administrative or discretionary entitlements previously granted by an associated approval have lapsed. If no such permit has been issued, this approval shall expire 24 months from its effective date, unless appealed or otherwise implemented pursuant to applicable municipal regulations.
7. The approval for the signs 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.
8. 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 SMMC 9.61.100.

**Attachments**

A. Applicant's Submittal Material

[https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-060 - 1319 3rd St \(Sign Program\)/20ARB-0060 \(1319-1323 3rd Street\).doc](https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-060 - 1319 3rd St (Sign Program)/20ARB-0060 (1319-1323 3rd Street).doc)