



Architectural Review Board Report

Architectural Review Board Meeting: May 4, 2020

Agenda Item: 7.3

To: Architectural Review Board
From: James Combs, Associate Planner
CC: Stephanie Reich, AIA, LEED AP, Design and Historic Preservation Planner
Subject: 20ARB-0023 to approve the design, colors, materials, signs, and landscape plans for the construction of a new one-story restaurant project with outdoor dining totaling 4,499 square feet.
Address: 501 Wilshire Boulevard
Applicant: Permit Resources – Mary Ryan

Recommended Action

It is recommended that the Architectural Review Board approve application 20ARB-0023 based upon the findings and subject to the conditions contained within this report.

Executive Summary

Proposed is a new one-story restaurant (Shake-Shack) with outdoor dining totaling 4,499 SF located in the Wilshire Transition (WT) zone of the Downtown Community Plan between 5th and 6th Streets. The proposed pedestrian oriented business will provide interest at the corner that serves to enliven the street.

Staff recommends approval of the design, colors, and materials for the proposed addition with conditions and findings contained in this report.

Background

The parcel was developed in 1952 as Polly's Pies, a one-story restaurant space most recently occupied by Panera Bread.

December 19, 2019 – A deed restriction was applied for to allow vehicle and utility access to the subject property from the parcel to the north (1139 5th Street).

October 28, 2019 – A Minor Use Permit was approved to allow a 4,499 SF restaurant with outdoor seating where restaurants between 2,501 and 5,000 SF require such a permit.

February 19, 2019 - A demolition permit for the existing building was submitted for all structures onsite except the pole sign. Although pole signs are a prohibited sign type and not granted legal nonconforming rights to remain the subject sign was deemed meritorious, representing early development patterns of the City's architectural character and can remain, provided modifications are limited to changes to the sign.

Project / Site Information

The project is located at the northeast corner of 5th Street and Wilshire Boulevard in the Wilshire Transition (WT) zone of the Downtown Community Plan. The building immediately east is a five-story retail / condominium building. Adjacent corner buildings consist of one-story retail buildings and a gas station. In general, Wilshire Boulevard is developed with a mix of high-rise (401 Wilshire) and mid-rise buildings. The existing parking lot immediately north of the subject property will be used as parking for Shake Shack.

The following table provides a brief summary of project data:

Zoning District	Downtown Community Plan – Wilshire Transition (WT)
Parcel Area (SF):	7,500 SF
Parcel Dimensions:	50' W x 150' D
Existing On-Site Improvements (Year Built):	501 Wilshire one story restaurant (1952) All proposed to be demolished, with exception of the pole sign.
Historic Resource Inventory Status	Existing structures are not listed on the HRI. Existing pole sign was designated as meritorious.
CEQA	Exempt pursuant to Section 15303(c)
Adjacent Zoning & Use:	North: WT – Parking lot South: Neighborhood Village (NV) – One-story retail (former Whole Foods) East: WT – Five-story retail/condominium West: WT – One story retail (Former Zucky's)

Analysis

Site Design

The project has been designed within the existing building footprint with a zero setback on the eastern property line, with outdoor dining and open space along the west (5th Street) property line. A deviation from the Downtown Community Plan's (DCP) build-to-line requirements was approved to accommodate additional landscape, open space, and outdoor dining.

The primary access is provided on Wilshire Boulevard with a secondary entrance through the outdoor dining patio on 5th Street. As a new building within the DCP no parking stalls are required, however, a single passenger loading stall is required and provided at the north edge of the property with access from the off-site parking lot to the north. As part of the minor use permit approved for the subject restaurant an access agreement is required to guarantee access from the parcel to the north to serve the loading zone and utilities at the rear.

Landscape Design

Proposed landscaping screens and softens the edges of the building perimeter and helps define the outdoor dining areas. The street elevations will be bordered by a raised planter

ranging from 1'-6" to 3'-0" above the adjacent sidewalk. Proposed plantings in the planter include Light Green Aeonium (*Aeonium arboreum*), Blue Gem Coast Rosemary (*Westringia fruticosa*), Hummingbird Sage (*Salvia spathacea*), and Desert Rose Paddle Plant (*Kalanchoe luciae*). Due to the existing height of the planter and the potential height of the proposed plants including the Rosemary and Hummingbird Sage, a condition of approval has been included to modify the planting along Wilshire Boulevard to incorporate lower plants to preserve visibility between the sidewalk and the storefront. Along 5th Street the planter is approximately 12"-10" wide until about 60 feet back from the corner when the building jogs back opening to an inground landscaped courtyard area. This rear courtyard features a 15-gallon Thornless Honey Mesquite tree (*Prosopis glandulosa*) as the centerpiece.

Building Design/Architectural Concept

The proposed design highlights the corner while creating a pedestrian oriented restaurant with and indoor-outdoor sensibility. The site plan configuration and floor plan emphasize the outdoor dining and fenestration to flood the dining room with natural light and incorporating contemporary flourishes in the roof design.

Mass and Scale

As a single-story building with outdoor dining the mass and scale are similar to the existing building. Most of the building is set back and has significantly more landscape than other properties within the DCP due to the approved reduction of the build-to-line requirements.

Design, Details, and Materials

The material palette of smooth stucco, gray Hardie plank and a white corrugated metal parapet with a rectilinear building creates a clean, simple building. Architectural elements such as the raised "sails" over the outdoor dining area (detailed on Sheet A150 as note 17) and the parapet creating a peak, or prow, at the corner, provide architectural interest. The existing pole sign will be similarly painted with white and gray and the Shake Shack logo. Murals are proposed on virtually all the exterior walls and will create a lively dining environment. As of preparation of this report an artist has yet to be chosen. The Board has purview over the location and context of the proposed mural but not mural design. Staff will review proposed murals to ensure they do not constitute signage.

Pursuant to SMMC 9.10.060(E)(2)(b) "a minimum of 65% of the [building] frontage shall be transparent and include windows, doors, and other openings." Transparency is measured in the area between 2'-6" above the ground and 8'-0" above the ground. As proposed, the Wilshire Boulevard elevation provides 70% transparency, however the Fifth Street elevation provides 56%. Staff has worked with the applicant to determine adding an additional pane on the north facing elevation of the "garden room" and a six-foot-wide window to the west facing wall just north of the "garden room" will fulfill this requirement. A condition of approval has been included that the minimum 65% transparency requirement be met along the Fifth Street elevation.

DESIGN ELEMENTS	PROPOSED EXTERIOR MATERIAL, FINISH AND COLOR
Façade	Stucco – smooth stucco (mural TBD) Hardie Board – ship lap vertical siding (gray)
Windows / Doors	Anodized aluminum (white)
Roof	Flat
Mechanical Screening	Roof parapet – corrugated metal (white)
Refuse Screening	CMU enclosure with sliding doors (white)
Lighting	Café lights and wall sconces
Planters	Concrete Tile – (Rosa matte)

Compliance with Special Conditions Related to Design

Although several operational conditions were included with the approval of Minor Use Permit 19ENT-0248, no design conditions were included. As part of Administrative Approval 19ENT-0247 the applicant was granted a deviation to provide landscape and outdoor dining in lieu of constructing the proposed building at the build-to-line where the Code requires at least 70% of the building at the build-to-line.

Sign Plans

SIGN AREA CALCULATIONS	
Multi-tenant Building	No
Existing Sign(s) to Remain	The existing meritorious pole sign will remain.
Permitted Sign Area	48'-6" Frontage on Wilshire Boulevard + 150' frontage on 5 th Street = 198.5 SF
Proposed Sign Area (this application)	Sign Type Dimensions Total (SF)
	A Awning 2'-0" x 17'-3" 35.8
	B Awning 2'-0" x 17'-3" 35.8
	C Pole See Sheet 10 62 (41.4 x 1.5)
	Total: 133.7 SF
Total Sign Area Upon Completion	133.7 SF
Total Number of New Signs	Three Signs: Two awning signs and one meritorious pole sign.

The proposed signage consists of two awning signs with face lit channel letters, one on 5th Street and one on Wilshire Boulevard. Each awning sign will be slightly raised above the awning by approximately 3". The letter height of 24 inches is appropriate for the proportions of the building and pedestrian orientation of the site. The existing meritorious pole sign will be maintained to host the Shake Shack logo on both sides of the sign. The logo is proposed of LED behind translucent green vinyl on a 0.125" thick aluminum panel painted white on both sides. The roof of the sign will be painted in a matte gray. The pole and face are both counted in the total area using up to 8 lines and right angles when calculating the area of a pole sign.

Potential Impact on Historic Resources

The subject property is not listed on the City's Historic Resources Inventory. The existing meritorious pole sign will be maintained with new copy.

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 proposed project is exempt from CEQA pursuant to CEQA Guidelines Section 15182, which exempts projects that are consistent with a specific plan adopted pursuant to Title 7, Division 1, Chapter 3, Article 8 of the Government Code.

Summary

The proposed one-story restaurant has an architectural concept which activates the streetscape along Wilshire Boulevard and Fifth Streets with outdoor dining and views into the restaurant. The building is low and subdued and will not negatively impact the surrounding neighborhood.

FINDINGS:

- A. The plan for the proposed building 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 project is designed with an architectural concept, a fully developed courtyard, landscape design, and high quality materials.
- B. The proposed building or structure is 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 materials such as metal "sail" panels over the outdoor dining areas and corrugated panels and white anodized aluminum windows as detailed in the application submittal and as presented to the Architectural Review Board will be used.
- C. The proposed design of the building or structure is compatible with developments on land in the general area in that the project design is appropriate for the context of its location with its massing and configuration, three-dimensional façade design, and material selection.
- 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 buildings and structures comply 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.

CONDITIONS:

1. Prior to issuance of a building permit, a minimum of 65% transparency shall be incorporated into the Fifth Street elevation in compliance with SMMC 9.10.060(E)(2)(b).
2. Prior to issuance of a building permit, the planting palette along Wilshire Boulevard shall be modified to incorporate lower growing plant varieties to preserve the visibility from the sidewalk into the storefront.
3. Prior to issuance of a building permit the mural shall be presented to ARB staff for review. The base material for walls with murals proposed shall be smooth, steel troweled plaster.
4. 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.
5. Prior to the issuance of a building permit, the applicant shall demonstrate landscape and irrigation plan compliance with the City's Green Building Ordinance standards (SMMC 8.108) subject to staff approval. Modifications to the landscape plan that effect less than 150 square feet of area may be reviewed and approved by the Staff Liaison to the Board.
6. Prior to the issuance of a building permit a hydrozone matrix shall be included in the landscape and irrigation plans that describes for each hydrozone the following: the square footage, percentage of total landscaped area, plant type and plant form, hydrozone basis, hydrozone description, exposure or micro-climate, irrigation method, irrigation devices (including manufacturer, make and model), zone pressure, precipitation rates, zone gallons per minute and controller station numbers.
7. 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 SMMC9.61.100.

Attachments

A. Applicant's Submittal Material

[https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0023 \(501 Wilshire Blvd\) Shake Shack.docx](https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0023%20(501%20Wilshire%20Blvd)%20Shake%20Shack.docx)