



Architectural Review Board Report

Architectural Review Board Meeting: June 8, 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-0099 to approve new signs at a one-story automobile dealership.
Address: 3020 Santa Monica Boulevard
Applicant: Bob Packham

Recommended Action

It is recommended that the Architectural Review Board approve application 20ARB-0099 based upon the findings and subject to the conditions contained within this report.

Executive Summary

The applicant proposes three wall signs and one ground sign with a total area of 139.75 SF. Wall signs exceeding 25 SF and ground signs of any size are not included in the staff approval resolution and must be approved by the Board. As proposed, the signs comply with code requirements. Staff recommends approval of the proposed signs with conditions and findings contained in this report.

Background

- 17ARB-0337: On October 27, 2017 the Board approved a façade remodel for the subject building.
- 17ENT-0058: On September 8, 2017, the Zoning Administrator approved Minor Use Permit application for the 571 SF expansion of the existing automobile/vehicle sales and leasing dealership.
- 12ARB-0150: On June 4, 2012, the Architectural Review Board approved sign plans for an existing automobile dealership.
- 06ARB-0160: On June 6, 2006, the Architectural Review Board approved sign plans for four wall signs and one monument sign for Hornburg Jaguar/Land Rover automobile dealership.
- 04-ARB-0323: On August 16, 2004, the Architectural Review Board approved the design, colors, materials and landscape plans for a building and site remodel for a new automobile dealership.

Project / Site Information

The existing building is a low-lying one-story contemporary structure constructed in 1991 as a dealership. The site is surrounded primarily by other automobile dealerships fronting Santa Monica Boulevard as well as other retail, restaurant, and service-related uses. Located to the north and south of the boulevard are multi-family residential buildings of varying density.

The following table provides a brief summary of project data:

Zoning District / Design Guidelines:	MUBL (Mixed-Use Boulevard Low)
Existing On-Site Improvements (Year Built):	1-Story Commercial Building (1991), currently serving as the showroom/office for the Land Rover/Range Rover dealership
Historic Resource	Not listed on the Historic Resources Inventory.
CEQA	Exempt pursuant to Section 15061 (b)(3)
Adjacent Zoning & Use:	North MUBL – Mixed-Use Building South R2 – Multi-Family Residential Building East MUBL - Retail West MUBL – Vacant Lot (future mixed-use building)

Analysis

Sign Plans

SIGN AREA CALCULATIONS				
Multi-tenant Building	No.			
Existing Sign(s) to Remain	None, all existing signs to be removed.			
Permitted Sign Area	Pursuant to SMMC 9.61.190(B) 142' Frontage on Santa Monica Boulevard x 1.5 = 213 SF of allowed sign area with no more than 2/3 of the sign area (142 SF) on any one elevation.			
Proposed Sign Area (this application)	Sign	Type	Dimensions	Total (SF)
	1	Wall	23'-3" x 1'-8"	38.59
	2	Wall	24'-4" x 2'-0"	48.66
	3	Wall	6'-10 3/8" x 7 7/8"	4.5
	4	Ground	8'-0" x 4'-0"	32 x 1.5 = 48
	Total:			139.75
Total Sign Area Upon Completion	Existing Signs to be removed. Proposed: 139.75 SF			
Total Number of New Signs	Three wall signs, one ground signs.			

The applicant is proposing two backlit built-up acrylic wall signs with letters and a logo for "Land Rover" and "Jaguar" mounted at opposite ends of the north (Santa Monica Boulevard) elevation. With letter heights of approximately 1'-4" tall and logos at 24" tall

the proposed signs are appropriately scaled for the building. Sign 3 which designates the dealership name is 7" tall and centered over the entrance.

The ground sign is proposed perpendicular to Santa Monica Boulevard near the intersection with Berkeley Street. The internally lit ground sign is proposed at to be 4'-0" tall and 8'-0" wide. Being located on a primarily auto-oriented portion of Santa Monica Boulevard the proposed ground sign seems appropriately sized.

As conditioned, the wall and ground signs are proportionate to the building and enhance the character of the City.

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 signs provide a unique identity for the new tenant and reflect the restraint of the building design while providing an appropriate scale for Santa Monica Boulevard.
- 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 are compatible with developments on land in the general area in that they are compatible with developments in the area and, as conditioned, appropriately sized for visibility along Santa Monica Boulevard and surrounding areas. The ground sign and proposed wall signs are compatible with surrounding developments and enhances the overall area.

- 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 signs 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. All conduits, wires, raceway, and transformers for the signs shall be concealed.
2. 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.
3. 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.
4. 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-0099 \(3020 Santa Monica Blvd\)/20ARB-0099 \(3020 Santa Monica Boulevard\).doc](https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0099 (3020 Santa Monica Blvd)/20ARB-0099 (3020 Santa Monica Boulevard).doc)