



# Architectural Review Board Report

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**Architectural Review Board Meeting: February 16, 2021**

**Agenda Item: 7.2**

To: Architectural Review Board

From: James Combs, Associate Planner

CC: Stephanie Reich, AIA, LEED AP, Design and Historic Preservation Planner

Subject: 20ARB-0315 to approve the design, colors, materials, and signs, for a façade update to accommodate the subdivision of the existing building into two ground floor retail tenants as well as a rear ground floor and 2<sup>nd</sup> floor office tenant.

Address: 1232 3<sup>rd</sup> Street Promenade

Applicant: Federal Realty Investment Trust

## **Recommended Action**

It is recommended that the Architectural Review Board approve application 20ARB-0315 based upon the findings and subject to the conditions contained within this report.

## **Executive Summary**

Proposed is a façade update of an existing two-story single-tenant building (Old Navy) located in the Bayside Conservation (BC) zone of the Downtown Community Plan along the Third Street Promenade. The proposed modifications divide the façade into two ground floor retail tenant spaces and a second-floor office tenant space with a ground floor lobby and small ground floor component at the rear of the building. The proposed design will modify the perceived scale and rhythm of the building façade in a manner that will enhance the Promenade experience.

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

## **Background**

The existing building was constructed for Old Navy circa 2000. The adjacent Cabo Cantina restaurant is on the same property but not included in the request.

## **Project / Site Information**

The project is located on the northernmost (1200) block of the 3<sup>rd</sup> Street Promenade. Parking Structure 2 is immediately west across an alley from the subject building.

The following table provides a summary of project data:

Zoning District	Downtown Community Plan – Bayside Conservation (BC)
Parcel Area (SF):	15,000 SF
Parcel Dimensions:	100' W x 150' D
Existing On-Site Improvements (Year Built):	1232 3 <sup>rd</sup> Street Promenade – Old Navy (2000) 1240 3 <sup>rd</sup> Street Promenade Cabo Cantina (pre 2000)
Historic Resource Inventory Status	Existing structures are not listed on the HRI.
CEQA	Exempt pursuant to Section 15183
Adjacent Zoning & Use:	North: Bayside Conservation (BC) – Retail South: BC – Cabo Cantina / Sephora East: BC – Burn Fitness West: BC – Parking Structure 2

## Analysis

### Site Design

The footprint of the building will not be changed. The ground floor façade along the Promenade will be modified to incorporate entrances on The Promenade for two retail tenants and a small lobby leading to the upstairs office. The existing alley side exit and loading / trash area are not proposed to be modified. The proximity of the rear door to Parking Structure 2 and its direct access to the office tenant's ground floor component may result in an increase in the use of this entrance, activating the alley.

### Building Design/Architectural Concept

The proposed design uses strong material distinction and varied planes to divide the façade between the ground and second floors. The rectilinear design utilizes textured stone, metal panels, glass, and wood to create a simple contemporary design. By utilizing significant glazing and carving out the second-floor deck the opportunity for pedestrian interaction is increased.

### Mass and Scale

As shown on the site plan (Sheet 001) the site is approximately 80 feet wide, more than twice the length of most single tenant spaces on the Promenade. The is building is currently expressed as a single two-story volume and entry for a single tenant space. The current proposal will break the building down to two tenant spaces at the ground floor and one on the upper level. As reflected in the façade design, this will serve to reduce the perceived scale of the building and create a more lively rhythm at the storefront.

### Design, Details, and Materials

The material palette proposes a textured grey stone façade with metal canopies over the entries at the ground floor with a lighter colored metal panel system on the second level. A condition of approval has been included to provide examples of the proposed materials prior to permit submittal, a further condition is included for the fiber cement panels to be “authentic” and not duplicate a stone or wood texture / color. The first and second floors

are aesthetically tied with similar proportions, window patterns and use of the same materials for a metal/trellis canopy system. The canopy/trellis above the new deck will create a shadow pattern across the façade and is proposed to extend beyond the property line over the Promenade.

The stucco façade of the rear elevation is proposed to be painted to match the front elevation. New windows at the ground floor and second floor alley elevation will match windows used at the front and bring natural light into the rear of the building. A portion of the alley elevation is being explored as a potential painted mural. A condition is included to ensure any proposed mural will be reviewed by Staff to ensure it is not a sign. The applicant may wish to consider applying a smooth stucco skim coat to the rear elevation; a condition of approval has been included requiring such a smooth base for any proposed murals. Tenant signage is included on the elevations for context, but details have not been provided for approval. If proposed signage is Code compliant it will be reviewed and approved by staff.

DESIGN ELEMENTS	PROPOSED EXTERIOR MATERIAL, FINISH AND COLOR
Façade	Stucco – Sand finish stucco existing (mural TBD) Stone Veneer – Gray colored stone Metal Panel System – Beige
Windows / Doors	Clear Aluminum
Roof	Flat
Mechanical Screening	None.
Refuse Screening	Existing
Lighting	No new exterior lighting.

Potential 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 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 commercial building has an architectural concept which activates the Promenade with views into the retail tenant spaces and a second-floor deck. The building is contemporary and the scale and rhythm of the façade will enhance the Promenade experience.

## **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 a pedestrian oriented architectural concept 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 panel systems, aluminum, and stone veneer 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 building permit submittal details of unique conditions & materials shall be provided for review and approval by Staff. Proposed materials shall be authentic, i.e. not imbued with an artificial texture or pattern to mimic another material.
- 2. Prior to issuance of a building permit the mural shall be presented to Staff to ensure it will not be considered signage. The base material for walls with murals proposed shall be smooth, steel troweled plaster.
- 3. 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.
- 4. 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.

5. 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.
6. 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
- B. Promenade Elevations

[https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0315 \(1232 3rd St Promenade\).docx](https://smgov365.sharepoint.com/teams/pcdsp/CityPlanning/ARB/STFRPT/SR20/20ARB-0315 (1232 3rd St Promenade).docx)