



Architectural Review Board Report

Architectural Review Board Meeting: March 15, 2021

Agenda Item: 7.1

To: Architectural Review Board
From: Gina Szilak, Associate Planner
Cc: Stephanie Reich, AIA, LEED AP, Design & Historic Preservation Planner
Subject: 20ARB-0324 to review the façade remodel, colors, materials, landscaping plan, lighting plan, sign plans and a sign program for a new commercial multi-tenant building.

Previously reviewed on January 19

Address: 2919 Wilshire Boulevard
Applicant: URB 2919 Wilshire SM, LLC/ Co Greg Fick (Tait)

Recommended Action

It is recommended that the Architectural Review Board approve ARB application 20ARB-0324 based upon the findings and subject to the conditions contained within this report.

Executive Summary

The proposal is for a new 14,999 SF commercial space with ground floor food serving tenant spaces, and a daycare use located towards the rear portion of the site on the first and second levels. A similar project was approved by the Board on November 4, 2017, however, given the change of use and substantial design changes, the plans are again submitted for Board consideration. On January 19, 2021, the Board reviewed the new project design and requested the project be continued for further refinement.

Background

The existing building (Jerry's Liquor) and site improvements were constructed in 1949.

19ENT-0455: Administrative Approval was approved on October 20, 2020 for the proposed retail/commercial project with a daycare center.

17ARB-0203: Building design, colors, materials, landscape irrigation and sign plans were approved by the Board on December 4, 2017 for the same developer but with a different design concept.

20ARB-0325: The project was reviewed on January 19, 2021 and continued to refine the building design, colors, materials, landscape irrigation and sign plans.

The Board's Comments

The Board was generally supportive of the project, building design, signage and landscaping. There were various suggestions to refine the details, delineate the materials and structures on the roof top daycare space for a more fully integrated design, and to distinguish the food court access and entries from the daycare use.



Project Rendering – Wilshire Boulevard elevation January 19, 2021



Project Rendering – Wilshire Boulevard elevation revised

Below is a summary of the Board's comments with response to comments:

- The interface between the building material and the ground should be a durable material
 - Board formed concrete is now a base between the stucco façade and the deck or sidewalk. See material sheet A-17;
- Provide details for the upper level metal screen
 - Gage and percentage opening are included in details See sheet A22 ;
- Integrate shade devices and play equipment within the architectural design
 - canopies are included and more integrated with the lines and angles of the building architecture. The canopies color and wood finishes are the same as those used on the building See sheet A2 and front elevation on A17;
- Increase planter depths and consider adding sensory plants;
 - Soil depth appears appropriate for the variety of plants including Rosemary (*Rosmarinus officinalis* 'Huntington Carpet') and sage (*Salvia clevelandii*). Plants are included with the purpose of stimulating children's senses, as well as providing an educational experience. Rosemary (*Rosmarinus officinalis* 'Huntington Carpet') and sage (*Salvia clevelandii*) not only provide wonderful fragrances, they also attract insects and butterflies. Bamboo (*Bambusa multiplex*) provides screening purpose at the play area and also provides a safety barrier between the play area and metal mesh beyond, See sheet A23;
- Consider use of vine cables in place of Naturescape;
 - Tension cables are integrated into to the building providing a more elegant design solution. See sheet A19, material #9;
- Provide additional transparency between the second floor indoor and outdoor space-
 - The length of storefront window was increased from 9' to 27' on the upper level creating additional transparency to the play area in order to enhance the visual and physical connection. See second floor plan on A15;
- Consider reducing the length of corridor at the second floor for more openness and transparency
 - The corridor has not been reduced at the second floor due to programmatic requirements. See floor plans A14 and A15;
- Integrate the various design elements of the upper outdoor spaces into the building design
 - Revised plans are programmed at upper level play area, shading structures are further integrated with the building architecture, hardscape vs landscape are further defined, tenant-specific play area equipment is shown, and more sensory plant types have been provided to enhance the children's learning experience. See second floor plan on A15 and bird's-eye view rendering on A2.
- Play structures should be reviewed for their design as they will be in view from the street
 - Due to the height of the parapet at the outdoor play area, it appears that the playstructures would not visible to pedestrians across the street. The maximum height and exact location of the play structures are shown in perspective on the building section (sheet A21) Nevertheless, a condition

has been added to ensure the play structures are complementary to the building architecture;

- Reconsider the entry location for the day care to minimize conflicts with food-serving uses, and clarify entry to Wilshire frontage in general:
 - The relocated daycare entry to the west end of the site directly adjacent to the west stairway. This separates the daycare entry from the restaurant suites and creates a more isolated access path separated from the retail activity. The entry to at the Wilshire frontage has also been refined for greater ease of access. See floor plan on A14;
- Provide a dedicated drop-off area for the Day Care use:
 - The primary dedicated drop off will be on the parking level. The drop-off area on Wilshire shown on sheet A14 is a secondary pedestrian loading stall. The drop-off stalls and access path has been shown in a red dashed line. See sheet A16.

Staff has reviewed the details, comments, and revised plans and, as noted above, the Board's comments have been addressed resulting in a stronger, more fully functional and refined design.

Sign Plans/ Program

A sign program is being established with this application to provide criteria for the future commercial tenants in the building. The proposed sign program applies to identification for the nine tenant spaces associated with the property, seven individual restaurant spaces and one childcare center. The Childcare center will have a secondary wall sign visible along the Stanford Street elevation. Interior blade signs are proposed, but as they are not visible from the street, they are not subject to the Sign Code limitations on sign area.

SIGN AREA CALCULATIONS	
Multi-tenant Building	Yes
Existing Sign Program	New building projects require a sign program.
Permitted Sign Area	255 SF (170' frontage x 1.5 corner lot = 255 SF)
Existing Sign Area (signs that will remain)	Existing meritorious pole sign "Jerry's Liquor" proposed to be removed.
Proposed Sign Area (this application)	24 square feet per tenant 9 x 24 = 216 SF One monument sign 6 x 4.5 = 27 x 1.5 (2 faces) = 40 SF 255 SF Total
Total Sign Area Upon Completion	9 wall sign areas + one monument sign = 10 total signs
Total Number of New Signs	See sign program dated 3/1/21
Compliance	The proposed sign program is compliant with the sign code; total allowable sign area of 255 SF

Proposed Sign Type: Logo and individual letters on raceway, building louvers or metal, or window mullions; LED-illuminated
Proposed Dimensions (Area):24 square feet including logo max height 18”
Proposed Colors: Brushed stainless steel (tenant spaces 9 x 24 SF @)

Sign “B” Pg. 9

Proposed Sign Type: one monument signs, aluminum cabinet wood faces non-illuminated channel letters
Proposed Dimensions (Area):6’ x 4.5’ x 1’ (2 sides copy) = 40 SF includes text
Proposed Colors: individual white cut out aluminum letters, ground illuminated

Sign Program

Specifications for the sign program include a logo and aluminum letters mounted to horizontal aluminum raceway but no trim cap attached to the letters. Colors and style of letters proposed would be at the individual tenant’s discretion. The nine allocated sign areas are proposed to have 24 square foot sign allowance which is consistent with our sign policy of allowing multi-tents to have a minimum of 25 square feet.

As proposed, the double-faced monument sign (located at the central building entrance upon the raised deck dining area) is perpendicular to the street located along the Wilshire fronting property wall. The daycare center has been allocated two wall signs, one on the Stanford Street frontage and another along the Wilshire Boulevard frontage. The Wilshire Boulevard sign and entry has been moved to the far westerly corner, separating the daycare from the commercial restaurant use. The sign area is now compliant with Code.

Impact on Historic Resources

The subject property is not listed on the City’s Historic Resources Inventory.

CEQA Status

The project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Section 15061 (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.

Summary

The project design expresses main forms opposite one another with a recessed outdoor space between. The second story cantilever creates a strong corner element. The building’s focal point is the outdoor experience expressed as outdoor patios with customer seating on the ground level. The proposed uses activate the street and is enhanced by the ground level’s transparency into the space which invites the public domain into the

adjoining private development. The plan refinements and additional details have further enhanced the project design. Therefore, staff recommends approval with the attached findings.

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 the proposed new design is pedestrian-oriented with a strong design concept. Small tenant spaces proposed as restaurants with ample outdoor dining will create a lively frontage along Wilshire Boulevard.
- 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 material such as manufactured wood, aluminum metal panels, trim/fascia, and clear glass store front systems that reinforce the architectural concept are detailed in the application submittal and as presented to the Architectural Review Board.
- C. The proposed design of the building or structure is compatible with developments on land in the general area the proposed building enhancements incorporates and outdoor dining promotes an active street frontage which is appropriate and consistent with the variety of commercial establishment in the immediate neighborhood along Wilshire Boulevard.
- 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. Play structures shall be chosen for color and design to be complementary to the building architecture.
- 2. 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 Architectural Review Board approval shall be in full force and effect from and after the date of the rendering of the decision by the Board 36 months pursuant to the Twenty-eighth Supplement to the Executive Order of the Director of Emergency Services Declaring the Existence of a Local Emergency adopted on November 24, 2020 unless appealed.

3. The applicant shall submit a color photograph of all installed signs demonstrating compliance with the Architectural Review Board approval to the staff liaison, prior to final sign-off for the sign permit.
4. This sign program includes the plans dated March 1, 2021, a copy of which shall be maintained in the files of the City Planning Division. Future signs shall be consistent with such plans, except as otherwise specified in these conditions of approval. Exposed conduit, wiring or transformers are not permitted. Conductors, transformer and other equipment shall be concealed within the building and sign.
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 750 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 SMMC 9.61.100.

Attachments

- A. Applicant's Submittal Material