



Los Angeles County  
Department of Regional Planning

*Planning for the Challenges Ahead*



Richard J. Bruckner  
Director

September 19, 2013

Mr. Craig Sullivan  
4676 Admiralty Way  
Marina del Rey, CA 90292

**REGARDING:**                    **PROJECT NO. R2013-01534-(4)**  
                                         **VARIANCE NO. 201300002**  
                                         **4676 Admiralty Way, Marina del Rey**

The Regional Planning Commission, by its action of **September 18, 2013** has **DENIED** the above-referenced project. Enclosed are the Commission's Findings.

The applicant or any other interested persons may appeal the Regional Planning Commission's decision. The appeal period for this project will end at 5:00 p.m. on **October 2, 2013**. **Appeals must be delivered in person.**

**Appeals:**

**To file an appeal, please contact:**  
Executive Office of the Board of Supervisors  
Room 383, Kenneth Hahn Hall of Administration  
500 West Temple Street, Los Angeles, CA 90012  
(213) 974-1426

For questions or for additional information, please contact Anita Gutierrez of the Special Projects Section at (213) 974-4813, or by email at [agutierrez@planning.lacounty.gov](mailto:agutierrez@planning.lacounty.gov). Our office hours are Monday through Thursday, 7:30 a.m. to 5:30 p.m. We are closed on Fridays.

Sincerely,  
DEPARTMENT OF REGIONAL PLANNING  
Richard J. Bruckner

Sam Dea, Supervising Regional Planner  
Special Projects Section

Enclosures: Findings, Conditions of Approval, Affidavit of Acceptance (Permittee's Completion)

c: Board of Supervisors; Zoning Enforcement;

SD:ADG

**FINDINGS AND ORDER OF THE REGIONAL PLANNING COMMISSION  
COUNTY OF LOS ANGELES  
PROJECT NO. R2013-01534-(4)  
VARIANCE NO. 201300002**

1. **ENTITLEMENT REQUESTED.** The applicant, Chase bank, is requesting a Variance to authorize the installation of an illuminated freestanding monument sign along Lincoln Boulevard approximately 10 feet from the sidewalk pursuant to Chapter 22.56, Part 2 and 22.46.1070 of Title 22 of the Los Angeles County ("County") Zoning Code ("Zoning Code") for signage in excess of what is permitted in the Office category of the Marina del Rey Specific Plan as set forth in Section 22.46.1060 of the Zoning Code and the Revised Permanent Sign Controls and Regulations in the Marina del Rey Specific Plan Zone.
2. **HEARING DATE.** September 18, 2013
3. **PROCEEDINGS BEFORE THE REGIONAL PLANNING COMMISSION.** A duly noticed public hearing was held on September 18, 2013 before the Regional Planning Commission ("Commission"). Commissioners Valadez, Helsley and Pedersen were present. Commissioners Louie and Modugno were absent. The applicant's representatives, Craig Sullivan, Matthew Badolato and Frank Knight presented testimony in favor of the request and answered questions presented by the Commission. Mr. Badolato provided testimony that the requested sign is similar in size to signs on the Los Angeles City side of Lincoln Boulevard and provided pictures to the Commission depicting visibility issues of the current signage. Mr. Knight provided testimony that there was previously a column sign on-site which was taken down in 2005 and reiterated the visibility issues Mr. Badolato discussed. Mr. Sullivan provided testimony in favor of the proposed sign and stated the sign was needed for more prominent visibility to traffic on Lincoln Boulevard. Staff responded to testimony by stating that no records of a previous sign were provided and that the Department could not locate any prior approvals for such a sign, additionally because of the two freestanding signs approved in 2008 any new sign would still need a Variance. Staff also stated that other banks in the area operate under similar circumstances and do not have a freestanding sign. The Commission asked staff if there were any other alternatives available to the applicant for additional signage besides a freestanding sign, staff responded that directional signage was allowed per code, similar to what other tenants have on-site. There being no further testimony, the Commission closed the public hearing and denied the project.
4. **PROJECT DESCRIPTION.** The project consists of the proposed installation of an illuminated freestanding column sign (17' height x 3' 5" width), to be located along Lincoln Boulevard, approximately 87 feet from the intersection of Mindanao Way and Lincoln Boulevard and setback approximately 10 feet from the sidewalk along Lincoln Boulevard.
5. **LOCATION.** 4676 Admiralty Way, Marina del Rey (Lease Parcel 76)

6. **SITE PLAN DESCRIPTION.** The site is approximately 4.02 acres and is developed with two twelve (12) story multi-tenant office buildings and a five (5) story parking structure with commercial uses on the ground level. The Chase Bank tenant occupies the southern portion of building one, which is closest to the intersection of Mindanao Way and Lincoln Boulevard. Chase Bank currently has three wall mounted business signs totaling 278 square feet of sign area (each approximately 4' x 24' boxes, 96 square feet each), on Admiralty Way, Mindanao Way and Lincoln Boulevard respectively. Additionally, the office complex currently has two monument signs on the parcel, located along Lincoln Boulevard (2' height x 25' length each) as well as three directional garden wall signs on Mindanao (each approximately 1'2" x 6'8" on top of a 3'5" tall wall).
  
7. **EXISTING ZONING.** The subject property is zoned Marina del Rey Specific Plan. Surrounding properties are zoned as follows:  
North: City of Los Angeles  
South: Marine Commercial and Boat Storage  
East: Visitor-Serving/Convenience Commercial  
West: Visitor-Serving/Convenience Commercial/Public Parking
  
8. **EXISTING LAND USES.** The subject property is developed with three developed with two twelve (12) story multi-tenant office buildings and a five (5) story parking structure with commercial uses on the ground level and is designated as Office within the Marina del Rey Land Use Plan. Surrounding properties are developed as follows:  
North: Commercial/retail  
South: Boat Storage/boat brokers  
East: Commercial shopping center  
West: Office buildings/Public parking
  
9. **PREVIOUS CASES/ZONING HISTORY.** Plot plan RPP200801181 approved a signage plan on December 8, 2008 consisting of two monument signs, directional signs, site entry wall signage, wall mounted tenant signs and tenant wall signs.
  
10. **MARINA DEL REY LAND USE PLAN CONSISTENCY.** The project site is located within the Office land use category of the Marina del Rey Land Use Plan. This designation is intended to authorize a variety of generalized offices. The Bank use is an allowed use within the Office land use category and is therefore consistent with the permitted uses of the underlying land use category. The following policies of the Marina del Rey Land Use Plan are applicable to the proposed project:

Design requirements for Marina structures on leased parcel are set forth in the Specification portion of the County leases. The Marina del Rey Design Control Board, whose five members are appointed by the Board of Supervisors, reviews

building plans, sign and façade designs, and renovation plans. Both existing and future structures must meet requirements of the Board's guidelines, as contained in the Specifications and Minimum Standards of Architectural Treatment and Construction.

Land Use Policy 4 – Design Control Board states that *the Design Control Board, appointed by the Board of Supervisors, shall review all new development proposals, including renovations, for consistency with the Manual for Specifications and Minimum Standards of Architectural Treatment and Construction, the Statement of Aims and Policies and the Revised Permanent Sign Controls and Regulations. The Design Control Board shall conduct a conceptual review of the architectural design (i.e. building and façade design) and site planning during the Coastal Development Permit process. Any Design Control Board recommendations to the Regional Planning Commission or Hearing Officer shall be submitted in a timely fashion. Following the Regional Planning Commission's or Hearing Officer's action on Coastal Development Permits, the Design Control Board will have final review of architectural design (i.e. building and façade design, materials, colors), landscaping and signs based on the site plan approved by the Regional Planning Commission or Hearing Officer.*

The Design Control Board considered the proposal at their May 16, 2012 public meeting (DCB#12-006) at voted unanimously (4-0) to approve the design of the sign. Minutes of the May 16, 2013 meeting are attached to this report.

**11. ZONING ORDINANCE AND DEVELOPMENT STANDARDS COMPLIANCE.**

Pursuant to Sections 22.46.1060 and Part 10 of 22.52 of the County Code, development of signs in the Marina del Rey Specific Plan Zone is subject to the following development standards in the Office category:

- Signs shall be as detailed as possible without becoming unreadable. The design control board specifically regulates signs in the existing Marina through the application of standards set forth in the Board's Revised Permanent Sign Controls and Regulations, a section of the Manual for Architectural Standards, certified in 1990 as Appendix C.

The proposed sign was reviewed under the criteria outlined above and it was noted at the Design Control Board meeting that a Variance pursuant to County Code Section 22.56.260 would be required to allow the sign, however matters of land use consistency are subject to the purview of the Regional Planning Commission.

- Signs shall also be regulated by the provisions of Part 10 of Chapter 22.52 of Title 22 and the design control board's Revised Permanent Sign Controls and Regulations of September 16, 1971 (Appendix C). In the event of a conflict between the design control board's requirements and Title 22, the most restrictive standard shall prevail. Each land use category set out in this Specific

Plan shall be subject to the sign standards for a comparable zone designated in Section 22.12.010 of Title 22.

The office land use designation of Parcel 76 is compared to the C-3 Zone.

- The Revised Permanent Sign Controls and Regulations of September 16, 1971 (Appendix C) states that the maximum number of freestanding columns or tower structures allowed is one per every five (5) acres of leased land area, not to exceed three (3) per leasehold. Additionally, the maximum panel dimensions are listed as 8 feet in width and 12 feet in height (total -96 sq. ft).

The project site is approximately 4.02 acres and currently has two freestanding monument signs which exceeds the maximum of one freestanding sign per five (5) acres of leased land. Additionally, the proposed sign is seventeen (17) feet in height and the maximum panel dimension allowed is twelve (12) feet in height.

12. **NEIGHBORHOOD IMPACT/LAND USE COMPATIBILITY.** Lincoln Boulevard, is primarily a commercial corridor with only four parcels of visitor-serving and office uses fronting the Boulevard. Of those four parcels only the subject parcel has any freestanding signs. There are currently two community identification monument signs at the corner of Mindanao and Lincoln and Bali and Lincoln approximately the same height of the proposed sign. The addition of a new seventeen foot high freestanding business sign would be disproportionate to the neighborhood character given the number of signs already on the property and the size of the community identification signs nearby. Additionally, other tenants on the leasehold utilize smaller directional signage (See photo Exhibit A) to provide visual cues to their business location. Allowing a freestanding sign of this size and scale for one individual tenant of the office complex would provide a special privilege for Chase Bank that other tenants would not have as well as setting precedent for other tenants to pursue additional or similar signage.
13. **COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS.** No comments received.
14. **LEGAL NOTIFICATION AND PUBLIC OUTREACH.** Pursuant to the provisions of Sections 22.60.174 and 22.60.175 of the County Code, the community was appropriately notified of the public hearing by mail, newspaper and property posting.
15. **PUBLIC COMMENTS.** Staff has not received any comments

### VARIANCE SPECIFIC FINDINGS

16. Chase bank currently has signage along all three building frontages and two monument signs for the business complex. Adjacent properties along Lincoln Boulevard utilize the same signage requirements. Tenants within the leasehold utilize smaller directional signage (See photo Exhibit A) to provide visual cues to their business location. Allowing a freestanding sign of this size and scale for one individual tenant of the office complex would provide a special privilege for Chase Bank that other tenants would not have. Other banks within the Marina deal with the same circumstances, such as the bank on Washington Boulevard and Via Marina, which utilizes only wall business signage despite having some of its signage blocked by landscaping.

Therefore, there are not special circumstances or exceptional characteristics applicable to the property, which are not generally applicable to other properties in the same vicinity.

17. Tenants within the leasehold utilize smaller directional signage (See photo Exhibit A) to provide visual cues to their business location. Chase bank currently has signage along all three building frontages similar to signage enjoyed by other tenants and neighboring businesses.

Therefore, such variance is not necessary for the preservation of a substantial property right of the applicant such as that possessed by other properties in the same vicinity and zone.

18. **RECORD OF PROCEEDINGS.** The location of the documents and other materials constituting the record of proceedings upon which the Regional Planning Commission's decision is based in this matter is at the Los Angeles County Department of Regional Planning, 13<sup>th</sup> Floor, Hall of Records, 320 West Temple Street, Los Angeles, CA 90012. The custodian of such documents and materials shall be the Section Head of the Special Projects Section, Los Angeles County Department of Regional Planning.

### BASED ON THE FOREGOING, THE REGIONAL PLANNING COMMISSION CONCLUDES:

- A. That there are not special circumstances or exceptional characteristics applicable to the property involved, such as size, shape, topography, location or surroundings, which are not generally applicable to other properties in the same vicinity and under identical zoning classification; and
- B. That such variance is not necessary for the preservation of a substantial property right of the applicant such as that possessed by owners of other property in the same vicinity and zone; and

THEREFORE, the information submitted by the applicant and presented at the public hearing does not substantiate the required findings for a Variance as set forth in Sections 22.56.290 and 22.46.1070 of the Los Angeles County Code (Zoning Ordinance).

**REGIONAL PLANNING COMMISSION ACTION:**

1. In view of the findings of fact and conclusions presented above, Variance Number 201300002 is denied.

**ACTION DATE: 09/18/2013**

**VOTE: 3:0**

Concurring: Valadez, Helsley and Pedersen

Dissenting: 0

Abstaining: 0

Absent: Louie and Modugno

SD:ADG  
9/19/2013

c: Each Commissioner, Zoning Enforcement