



Los Angeles County
Department of Regional Planning

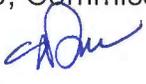
Planning for the Challenges Ahead



Richard J. Bruckner
Director

September 12, 2013

TO: David W. Louie, Chair
Esther L. Valadez, Vice Chair
Harold V. Helsley, Commissioner
Curt Pedersen, Commissioner
Pat Modugno, Commissioner

FROM: Samuel Dea 
Section Head, Special Projects Section

SUBJECT: **Additional Materials for Hearing**
Project No. R2013-01534-(4)
Variance No. 201300002
RPC Meeting: 9/18/2013
Agenda Item: 8

Please find enclosed correspondence from the applicant, for the above referenced agenda item, that was received subsequent to hearing package submittal to the Regional Planning Commission, as well as some additional information on the Design Control Board (DCB) review.

- Applicant correspondence - The applicant has provided alternative height proposals for the requested sign, with the lowest at twelve (12) feet in height.
- DCB information - Staff included the minutes from the May 12, 2012 DCB meeting in the hearing package, however the project was also heard at a prior DCB meeting on April 24, 2012. At the April hearing a different pole sign was presented and subsequently revised at the request of DCB to the column design currently proposed. Minutes and sign image from the April meeting attached.

If you need further information, please contact Anita Gutierrez of my staff at (213) 974-4813 or agutierrez@planning.lacounty.gov. Department office hours are Monday through Thursday from 7:00 a.m. to 6:00 p.m. The Department is closed on Fridays.

SD:ADG

Applicant Correspondence

September 11, 2013

RE: VARIANCE 201300002 - Chase Free-Standing Signage – Alternatives to Initial Submittal

TO: Anita Gutierrez and Planning Commission

Good Afternoon,

In an effort to arrive at an acceptable compromise for a free-standing sign at the aforementioned property, we have provided two smaller versions of Chase Pylon Signs. The overall areas and heights of these signs have been significantly reduced from that which was part of our initial submittal. We feel that the garden style monument as previously suggested by the planning commission will not provide us with sense of identity that is the Chase Brand. We also would not get the same level of visibility as we do with the monolithic type pylons that we are proposing. It also has been brought up that no other tenants within the building have free-standing signs. However, these are also not retail business type of tenants that are dependent on signs to identify them for walk in customers. Most of the other tenants in this building are part of Research Groups and do not want to attract anyone that is not affiliated with them. We do not believe that there would be much objection from the tenants within for allowing a larger sign than they currently have.

We hope that we one of the two signs that we are presenting now (preferably the larger of the two) would be approved by yourself and the planning commission. Thank you for the opportunity to present these alternatives.

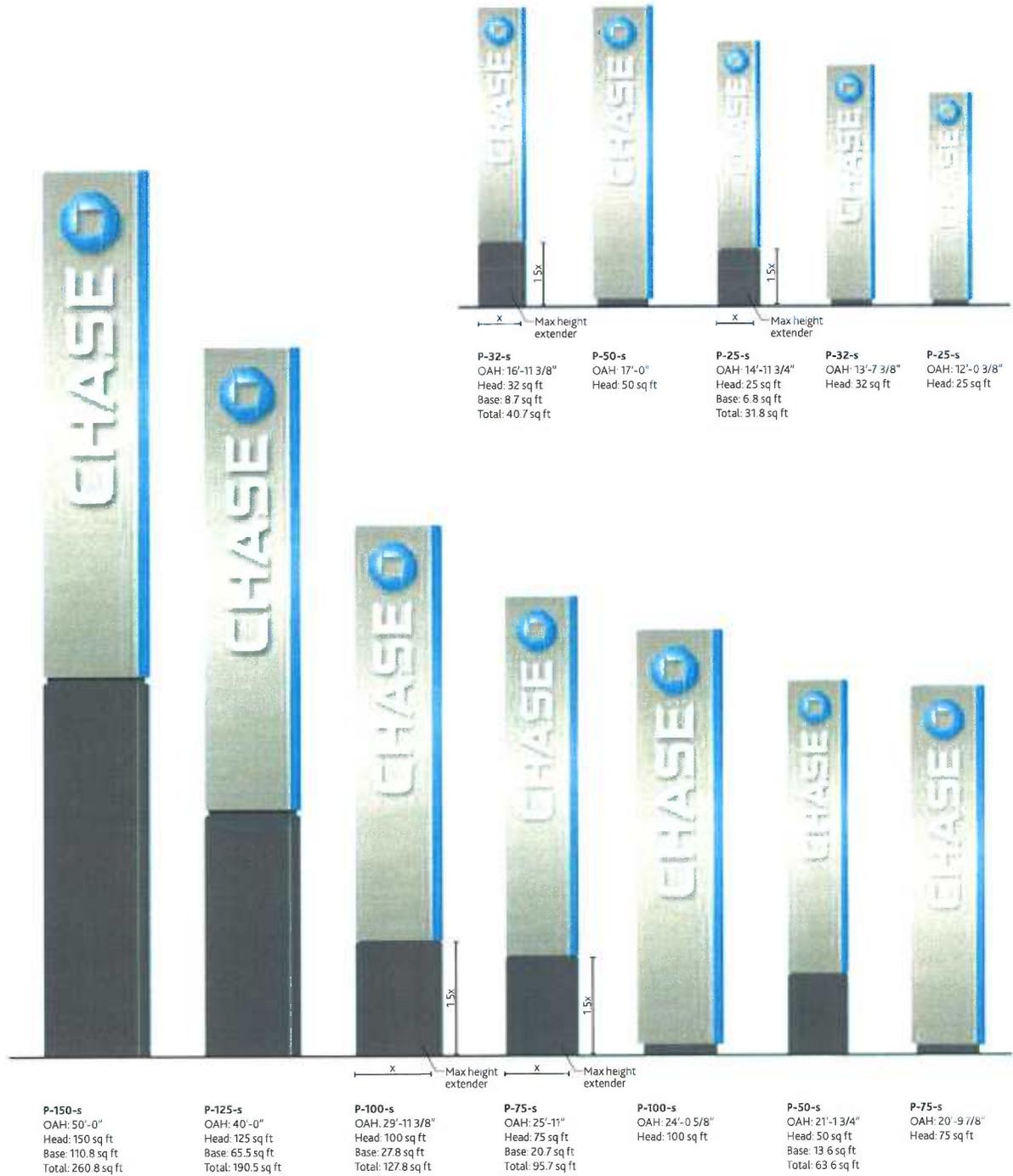
Best Regards,



Matt Badolato, On Behalf of Chase Bank



407-251-9311 O • 407-456-0689 C • 407-251-9351 F • mbadolato@nwsignindustries.com



CHASE



CHASE - RETROFIT

REVISION NOTES

1. XX	XX/XX XX

9/11/13

143609

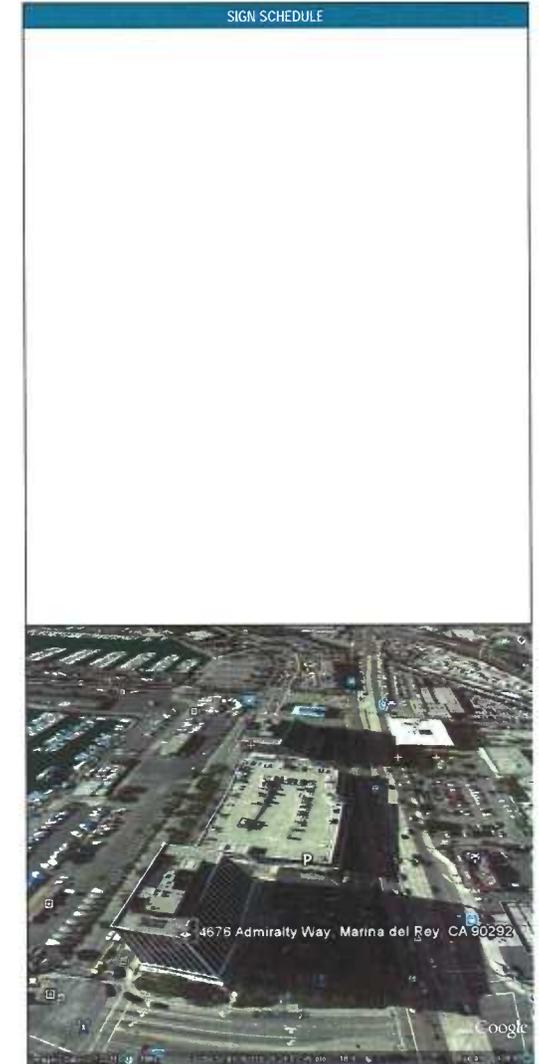
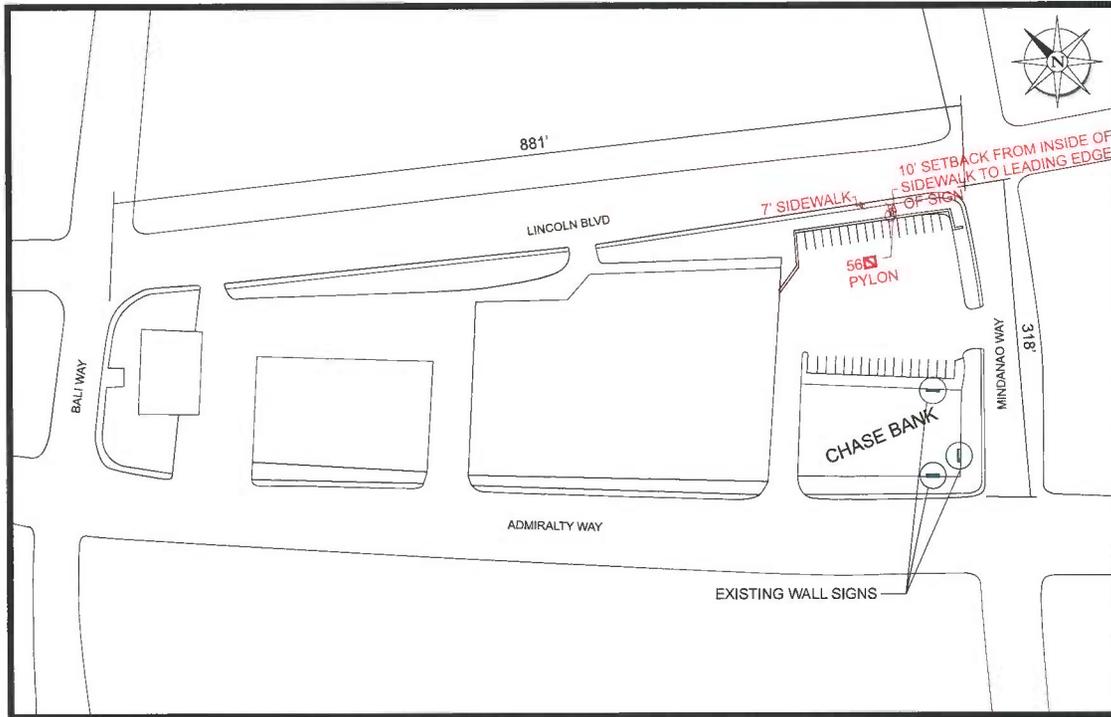
Marina Del Rey

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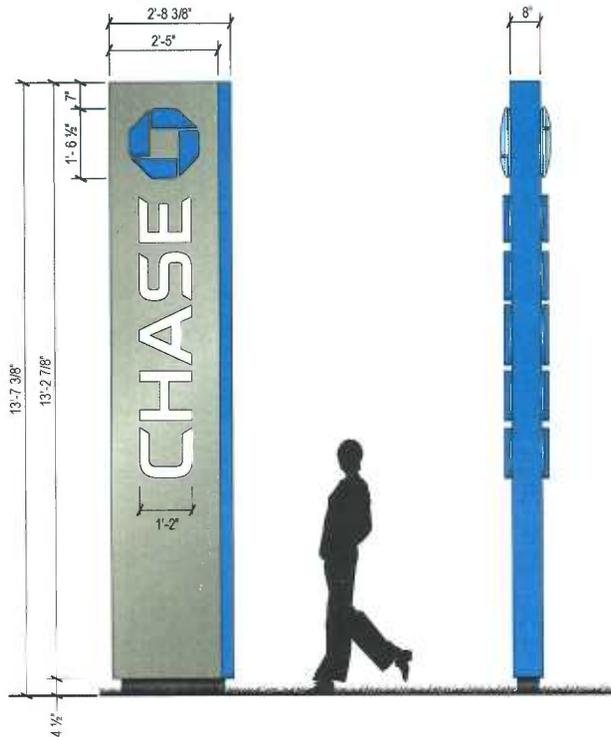


CHASE 4676 Admiralty Way, Marina Del Rey CA, 90292 143609 6 House MDB 9/11/13 2 Rendering - Marina Del Rey

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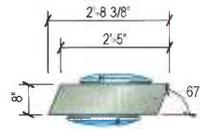
FLORIDA: 2416 SAND LAKE ROAD ORLANDO, FL 32809 - TEXAS SERVICE CENTER: 460 SOUTH BELTLINE ROAD SUITE 422 IRVING, TX 75060 - NORTH CAROLINA: 120 CASCADE DRIVE CONCORD, NC 28027 - TEXAS: 7303 BURLESON ROAD SUITE 706 AUSTIN, TX 78744

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1 Illuminated Pylon - P-32
Scale: 3/8" = 1'-0"

Side View
Scale: 3/8" = 1'-0"



Top View
Scale: 3/8" = 1'-0"

PROPOSED HOURS OF ILLUMINATION
6PM - 6AM

NOTES:

D/F internally illuminated Pylon. Routed aluminum face finished MP 19891 Chase nickel w/ fabricated letters w/ white acrylic faces and 6046 blue acrylic returns. Formed ACRYSTEEL 6046 Blue acrylic logo. Angled side light panels are 3M Panaflex 945 w/ first surface 3M 3632-127 Blue film. Base painted MP 18248 Chase dark nickel.

FABRICATION NOTE(S):

UL LABELS ARE TO BE PLACED ON THE SIDE OF THE SIGN, SO THEY ARE VISIBLE TO CITY INSPECTORS.

SIGN TO BE FAB'D TO MATCH LINK SPEC. DRAWING: B224097 (P-32-LED PYLON SIGN). FOUNDATION TO MATCH AUGURED OPTION.



EXISTING



PROPOSED



PROPOSED - SOUTH BOUND ON LINCOLN



PROPOSED - NORTH BOUND ON LINCOLN

EXISTING SIGNAGE PHOTOS



2

REMAIN AS IS



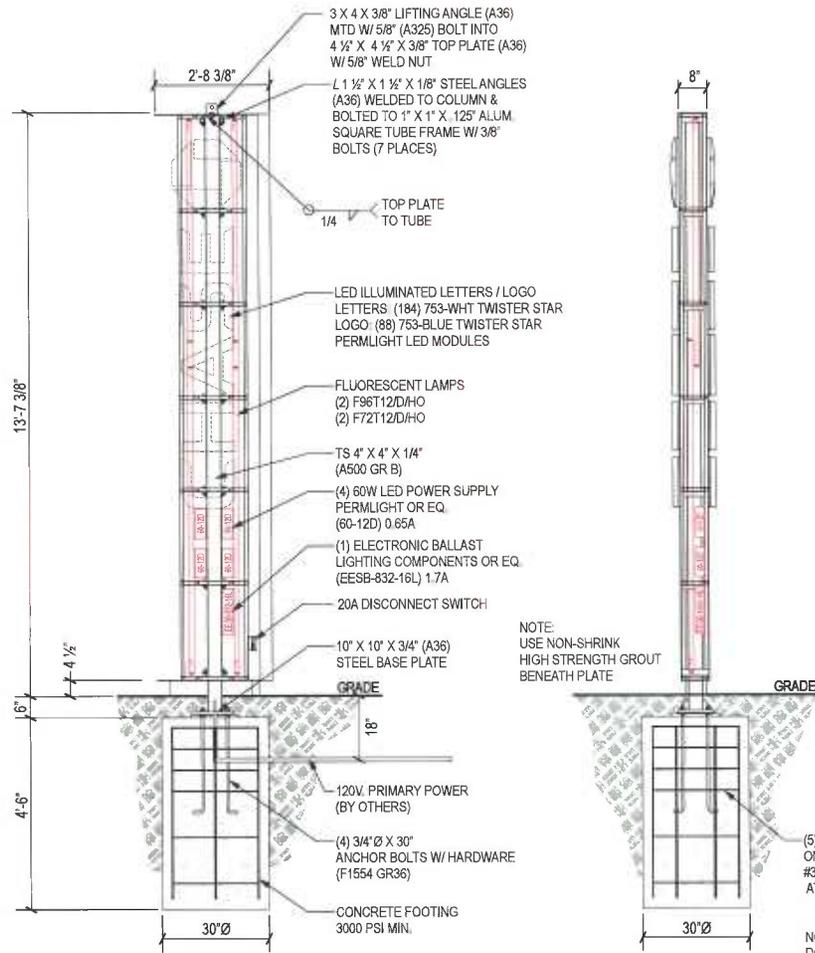
3

REMAIN AS IS



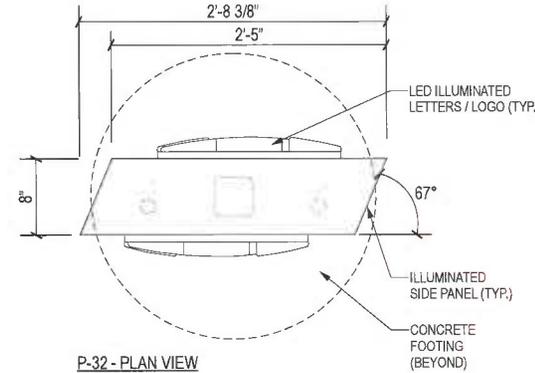
4

REMAIN AS IS

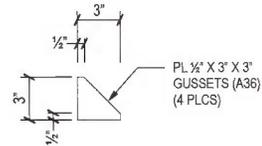


P-32 - ILLUMINATED PYLON - DETAIL ELEVATION
SCALE: 3/8" = 1' 0"

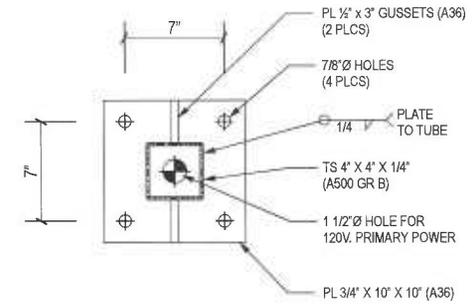
TYPICAL SECTION
SCALE: 3/8" = 1' 0"



P-32 - PLAN VIEW
SCALE: 1" = 1' 0"



GUSSET DETAIL - (2) REQ'D
SCALE: 1 1/2" = 1' 0"



P-32 - BASE PLATE DETAIL
SCALE: 1 1/2" = 1' 0"

DESIGN WIND SPEED 90 MPH
-3 SEC GUST WIND
IMPORTANCE FACTOR 1.0
EXPOSURE C

ESTIMATED SIGN WEIGHT
- 425 lbs. PER SIGN

ESTIMATED ELECTRICAL LOAD
4.3A @ 120VAC

ESTIMATED ELECTRICAL REQUIREMENTS
(1)20A circuit @ 120VAC

THIS DRAWING IS INTENDED FOR SITE SPECIFIC MOUNTING AND INSTALLATION PURPOSES. REFER TO THE LATEST LINK ENGINEERING SPECIFICATIONS FOR SPECIFIC FABRICATION METHODS.
[SEE LINK DRAWING - B224097 - P-32 LED PYLON SIGN](#)

GENERAL NOTES:

- U.L. LISTED - FILE NUMBER E157099
- ALL ELECTRICAL WORK SHALL BE PERFORMED IN ACCORDANCE WITH "NEC" REF. SECTION 600
- ALL ELECTRICAL SIGN SECTIONS TO HAVE U.L. LABEL IN ACCORDANCE WITH "NEC" 600.3 AND MANUFACTURERS LABEL LOCATED NEXT TO DISCONNECT SWITCH
- ALL NON-CURRENT CARRYING METAL PARTS OF SIGN SHALL BE GROUNDED & BONDED IN ACCORDANCE WITH "NEC" 250
- ALL WIRING CONTAINED IN ENCLOSED AREAS WITH LAMPS SHALL BE FIXTURE RATED
- SPlicing OF CONDUCTORS SHALL BE MADE IN JUNCTION BOXES OR SIMILAR METAL ENCLOSURES -AT THE POINT THAT ELECTRICAL CABLE PASSES THRU THE SIGN BOX, IT SHALL PASS THRU A U.L. LISTED RUBBER GROMMET

CHASE



CHASE - RETROFIT

REVISION NOTES

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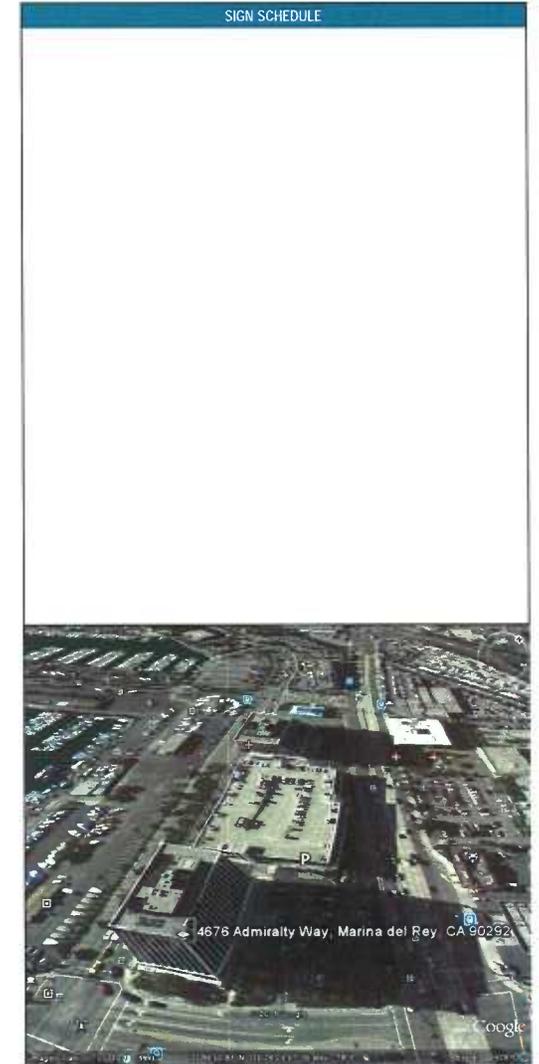
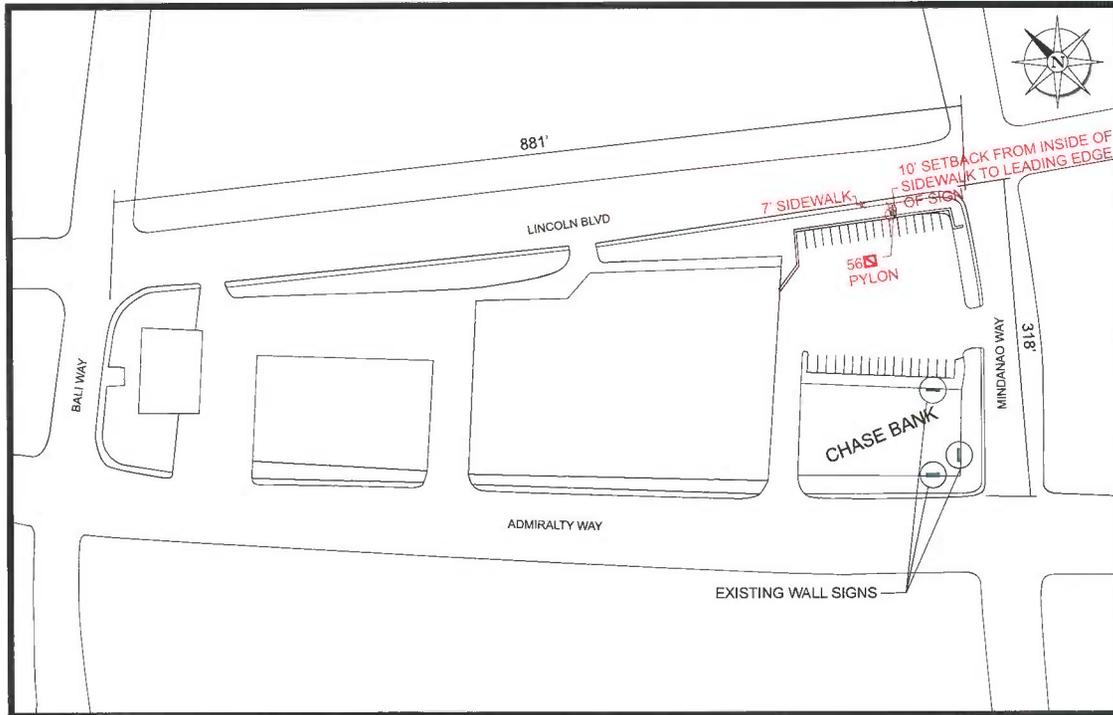
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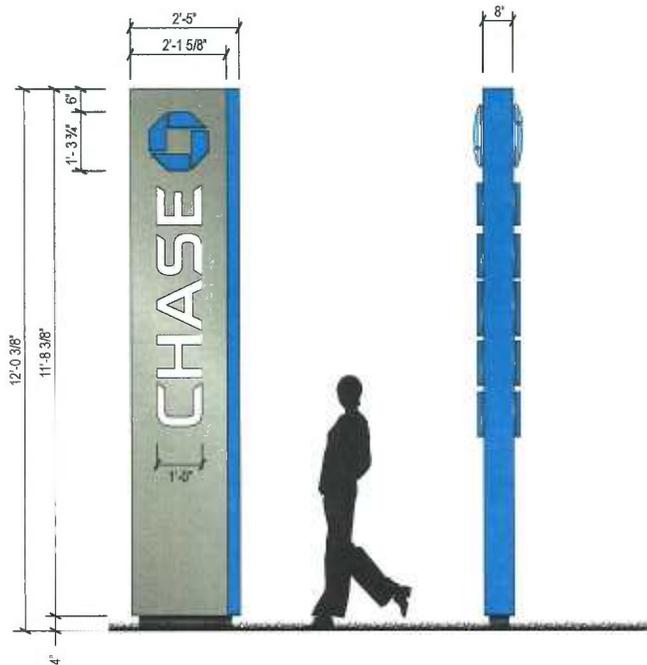


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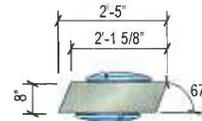
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Illuminated Pylon - P-25
Scale: 3/8"= 1'-0"

Side View
Scale: 3/8"= 1'-0"



Top View
Scale: 3/8"= 1'-0"

PROPOSED HOURS OF ILLUMINATION
6PM - 6AM

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D/F internally illuminated Pylon. Routed aluminum face finished MP 19891 Chase nickel w/ fabricated letters w/ white acrylic faces and 6046 blue acrylic returns. Formed ACRYSTEEL 6046 Blue acrylic logo. Angled side light panels are 3M Panaflex 945 w/ first surface 3M 3632-127 Blue film. Base painted MP 18248 Chase dark nickel.

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SIGN TO BE FAB'D TO MATCH LINK SPEC. DRAWING: B224095 (P-25-LED PYLON SIGN). FOUNDATION TO MATCH AUGURED OPTION.



EXISTING



PROPOSED



PROPOSED - SOUTH BOUND ON LINCOLN



PROPOSED - NORTH BOUND ON LINCOLN

EXISTING SIGNAGE PHOTOS



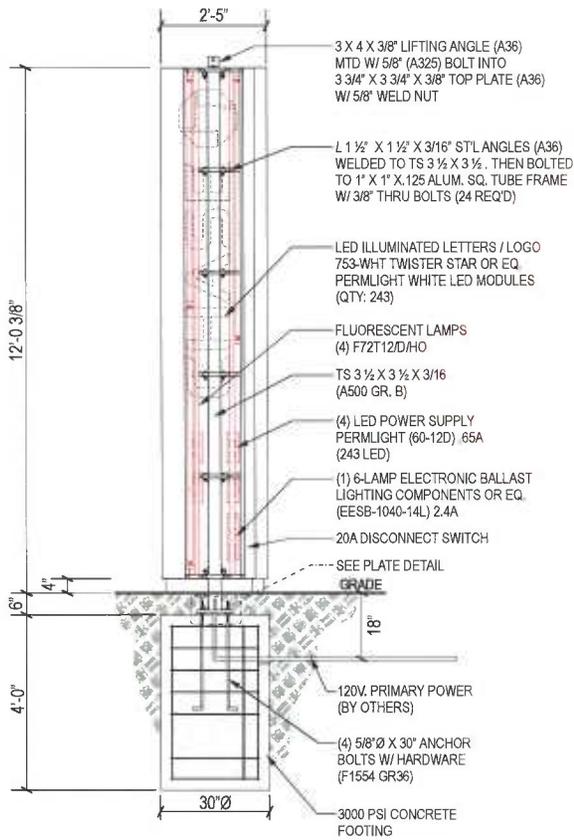
2 REMAINS AS IS



3 REMAINS AS IS



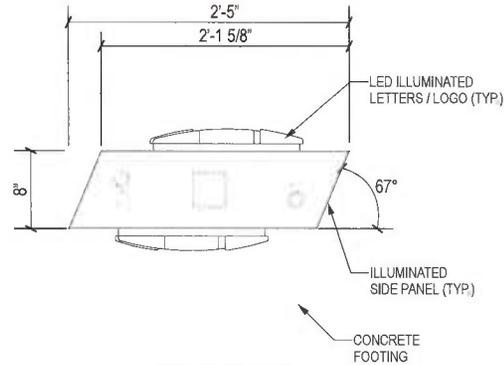
4 REMAINS AS IS



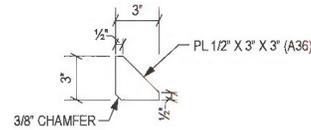
P-25 - ILLUMINATED PYLON - DETAIL ELEVATION
SCALE: 3/8" = 1' 0"



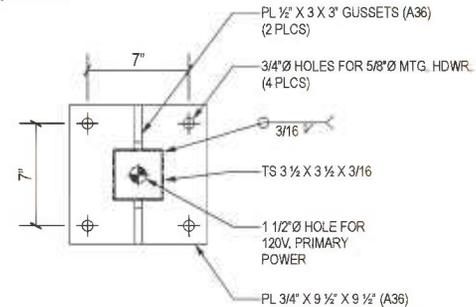
SECTION DETAIL
SCALE: 3/8" = 1' 0"



P-25 - PLAN VIEW
SCALE: 1" = 1' 0"



GUSSET DETAIL - (2) REQ'D
SCALE: 1 1/2" = 1' 0"



P-25 - BASE PLATE DETAIL
SCALE: 1 1/2" = 1' 0"

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- ALL WIRING CONTAINED IN ENCLOSED AREAS WITH LAMPS SHALL BE FIXTURE RATED
- SPlicing OF CONDUCTORS SHALL BE MADE IN JUNCTION BOXES OR SIMILAR METAL ENCLOSURES AT THE POINT THAT ELECTRICAL CABLE PASSES THRU THE SIGN BOX. IT SHALL PASS THRU A U.L. LISTED RUBBER GROMMET

BASIC WIND SPEED 90 MPH
-3 SEC GUST WIND
IMPORTANCE FACTOR: 1.0
EXPOSURE C

ESTIMATED SIGN WEIGHT
-350 lbs.

ESTIMATED ELECTRICAL LOAD
5.0A @ 120VAC

ESTIMATED ELECTRICAL REQ'MENTS
(1)20A circuit @ 120VAC

THIS DRAWING IS INTENDED FOR SITE SPECIFIC MOUNTING AND INSTALLATION PURPOSES. REFER TO THE LATEST LINK ENGINEERING SPECIFICATIONS FOR SPECIFIC FABRICATION METHODS.

SEE LINK DRAWING: B224095 - P-25-LED PYLON SIGN

DCB Information

DESIGN CONTROL BOARD MINUTES
April 18, 2012

Members Present: Peter Phinney, AIA, Chair (Fourth District); David Abelar, Member (Second District); Simon Pastucha, Member (Third District); Tony Wong, P.E, Member (Fifth District);

Members Absent: Helena Jubany, Vice Chair (First District)

Department Staff Present: Santos Kreimann, Director; Gary Jones, Deputy Director; John Kelly, Deputy Director; Carol Baker Community and Marketing Services Division Chief; Charlotte Miyamoto, Planning Division Chief; Michael Tripp, Planning Specialist; Ismael Lopez, Planner; Yeni Maddox, Temporary Secretary

County Staff Present: Anita Gutierrez, Department of Regional Planning; Amy Caves, County Counsel

Guests Testifying: Richard Shieh, LA County Department of Public Works (DPW); Brittany Barker, DPW; Pamela Manning, DPW; Frank Hickman, Goldrich & Kest; Andrew Davey, Goldrich & Kest; Calvin Abe, Goldrich & Kest landscape consultant; Monika Moses, GMPA Architects; Erin Erdman, Esquared Lighting; Linda Smith, Signs & Services Co.; Robin Perkins, Signage & Wayfinding Consultant; Ray Medak, Blue Water Design Group; Tim Bazley, Blue Water Design Group; Karen Seemann, Essex; Matt Badolato, Chase Bank

1. Call to Order and Pledge of Allegiance

Mr. Phinney called the meeting to order at 1:41 PM.

Mr. Wong moved to excuse the absence of Ms. Jubany. The motion was seconded by Mr. Abelar and passed unanimously.

Mr. Pastucha led the Pledge of Allegiance.

Mr. Phinney requested to move Item 5A to follow after Item 5C.

2. Approval of March 21, 2012 Minutes

Mr. Phinney asked if members of the board had any comments on the March 21, 2012 minutes.

Mr. Wong moved to approve the March 21st meeting minutes. The motion was seconded by Mr. Abelar and passed unanimously.

3. Public Comment

Jon Nahhas spoke about a 60-day period for submittal reviews to determine whether a night meeting was needed for greater community involvement.

4. Consent Agenda

No Items

5. Old Business

A. Briefing on Marina del Rey street median landscape palette

Mr. Lopez presented the staff report.

Ms. Barker presented a toned down color palate, perpendicular design and new nodes to areas that address bicyclist and pedestrian safety.

Mr. Shieh stated that based on feedback from the Board they added two nodes, crosswalk symbols and two crosswalks.

Mr. Wong asked if the pedestrian crossing would be connected to the street crossing.

Mr. Shieh replied that pedestrian crossings exist and three out of four of them are signalized.

Public Comment

None

Board Comment

Mr. Phinney suggested that a vertical element be added to have pedestrians and drivers pay attention to points of interest.

Mr. Kriemman stated that it will be taken into consideration during the Visioning Process.

B. Parcel OT – Oceana Retirement Facility – Consideration of final redevelopment plan and Design Control Board Review related thereto – DCB#05-015-C

Mr. Lopez presented the staff reports on items 5B and 5C (Parcel 21 – Holiday Harbor Courts).

Mr. Hickman focused on the landscaping, lighting, and signage of the projects and how they responded to the Board's previous comments and recommendations.

Ms. Moss stated that based on the comments made in the meeting held in 2005 the enclosed atrium was redesigned to open up the courtyard and focus on the Oxford Basin.

Mr. Abe stated that based on Regional Planning's comments about encouraging pedestrian friendliness, a new design was created to provide areas of outside seating with additional landscaped areas for future tenants and a coffee shop.

Ms. Erdman stated they kept lighting to a minimum, focusing on the safety requirements needed and giving presence to the main entrance of the building.

Mr. Phinney inquired about the lighting hours and solicited Board member's input.

Mr. Pastucha stated that the lighting program corresponded with his concerns very well.

Mr. Wong expressed his concern about safety lighting for senior citizen tenants.

Mr. Davey stated that directional parking signage was added to the corner between Admiralty Way and the alley.

Public Comment

Jon Nahhas objected to the retirement facility project and associated traffic from limousines.

Mr. Tripp replied that the environmental impact report for this project included a traffic study that was reviewed and approved by the Department of Public Works.

Board Comment

Mr. Abelar asked how many parking spaces would be eliminated.

Mr. Tripp replied that the current 186 parking spaces would be divided as follows: 92 parking spaces will remain in their current location and the other 94 spaces would be rebuilt near Marina Beach on Parcel 21.

Mr. Wong asked if the public parking signage displays "public parking" and whether there would be a cost for parking.

Mr. Tripp answered affirmatively to both questions and noted that they both would be consistent with the other public parking lots in the Marina.

Mr. Abelar asked if the lighting would be equipped with sensors.

Mr. Hickman stated that the lighting would be controlled by a timer without any use of sensors and the up lighting would be turned off by 10pm.

Mr. Phinney requested clarification from applicants on the limousine issue brought up by Mr. Nahhas.

Mr. Hickman replied that there would be no use of limousines; however, there will be town cars available for pick-up and drop-off of guests of the facility.

Mr. Wong moved to approve the project, which was seconded by Mr. Pastucha. The motion was approved unanimously

C. Parcel 21 – Holiday Harbor Courts – Consideration of final redevelopment plan and Design Control Board Review related thereto – DCB #05-016-C

Mr. Davey noted that the applicant has proposed a community park on Parcel 21 and is returning nearly an acre of land back to the Beaches and Harbors for further development of Marina Beach.

Mr. Abe pointed out that the proposed changes were previously directed for the promenade, including the addition of shade structures and a node.

Mr. Davey stated that his focus was to have enough signs to lead the pedestrians to the water front, parking structure and retail businesses.

Public Comment

Jon Nahhas asked about boater parking spaces and special accommodations for senior citizen boaters.

Board Comment

Mr. Pastucha commented on the creativity of the bending light pole, the lighting and seating design.

Mr. Abelar inquired about the existence of any public restrooms and water fountains in the park.

Mr. Hickman replied there will be water fountains and tenant boater restrooms which will require key access.

Mr. Phinney asked if there were any interested tenants for the new Holiday Harbor building and Mr. Hickman replied that no tenants were signed as of yet.

Mr. Phinney expressed his concern about the Board's approval of a commercial building with no tenancy because of non-anticipated usage such as a hotel.

Mr. Tripp stated that the Regional Planning Commission has approved a commercial building with specific uses including a health club, yacht club and marine commercial uses.

Ms. Gutierrez stated that a hotel would require a separate permit and entitlement which the project doesn't have.

Mr. Jones added that a lease extension has specific requirements as to what uses can occur on the site. Also, the active public use clause requires the lessee to lease out the building to its maximum potential.

Mr. Phinney stated the parking structure being the wrong usage of a waterfront parcel.

Mr. Abelar asked for the hours of the park will be lighted.

Mr. Kriemann responded saying that the hours of operation must be determined by the Sheriff's Department, based on the best interest of the public's safety.

6. New Business

A. Parcel 50 – Bellagio Nails and Spa – Consideration of new business identification signage and Design Control Board Review related thereto-DCB#12-004

Mr. Lopez presented the project staff report.

Ms. Smith and Ms. Johnson introduced themselves and stated that staff had covered everything.

Public Comment

None

Board Comment

None

Mr. Wong moved to approve the signage, which was seconded by Mr. Abelar. The motion was approved unanimously.

B. Parcel 125 – Marina City Club – Consideration of boater restroom improvements and Design Control Board Review related thereto – DCB #12-005

Mr. Lopez presented the project staff report.

Mr. Medak added that the restrooms are strictly for tenant boater usage and that ADA signage would be placed on the door.

Mr. Abelar inquired about the removal of the existing retaining wall and the distance between the restroom and the wall.

Mr. Medak answered that the existing retaining wall will remain and the new restroom wall would be built against it to eliminate the existing vagrancy problem in that walkway.

Public Comment

Jon Nahhas suggested the use of a fob for access to the bathroom.

Board Comment

None

Mr. Wong moved to approve the signage, which was seconded by Mr. Abelar. The motion was approved unanimously.



C. Parcel 76 – Chase Bank – Consideration of new business identification signage and Design Control Board Review related thereto – DCB#12-006

Mr. Lopez presented the project staff report.

Mr. Matalano added that Chase Bank feels that additional signage on Lincoln Blvd would be beneficial.

Public Comment

None

Board Comment

Mr. Pastucha expressed his concern about the pole signage and Mr. Phinney concurred and asked staff about the regulations of the installation of pole signage.

Ms. Guterrez replied that pole signage is considered a free standing sign and therefore not allowed if one already exists on the property.

Mr. Phinney suggested a monument sign and asked the applicant to submit a revised proposal in 30 days.

Mr. Wong moved to continue the item, which was seconded by Mr. Abelar. The motion was continued unanimously.

7. **Staff Report**

All reports were received and filed.

Public Comment

Jon Nahhas spoke about the lack of recreational programs in the Marina.

8. **Adjournment**

Mr. Wong moved to adjourn the meeting. Mr. Pastucha seconded the motion and it was approved unanimously. Meeting adjourned at 4:24 PM.

Respectfully Submitted,

Yeni S. Maddox
Temporary Secretary for the Design Control Board

CHASE



CHASE - RETROFIT

REVISION NOTES

NO.	DESCRIPTION	DATE
1. XX		X/XX/XX

9/28/2011

143609

Marina Del Rey

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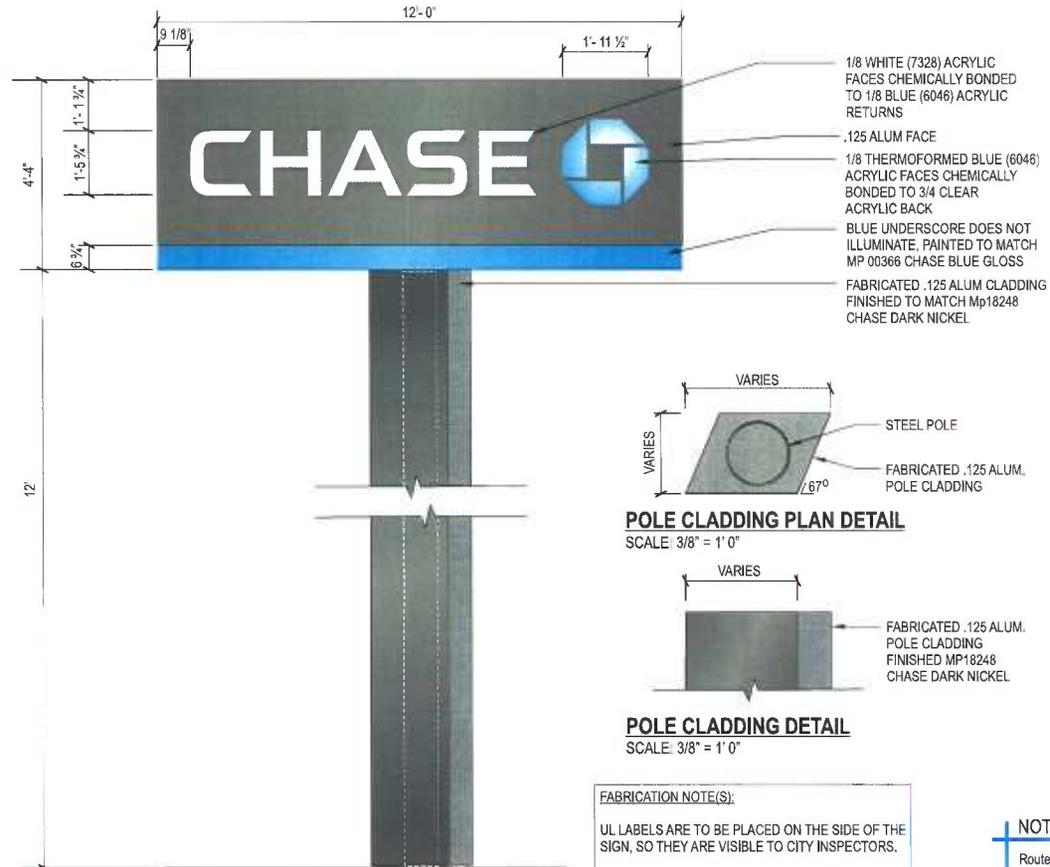
SIGN SCHEDULE	

CHASE	4676 Admiralty Way, Marina Del Rey CA, 90292	143609	6	House	MDB	9/28/2011 2	Rendering - Marina Del Rey
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1 Horizontal Pylon - HP-52
Scale: 3/8" = 1'-0"

FABRICATION NOTE(S):

UL LABELS ARE TO BE PLACED ON THE SIDE OF THE SIGN, SO THEY ARE VISIBLE TO CITY INSPECTORS.

SIGN TO BE FAB'D TO MATCH LINK SPEC. DRAWING: B224115 (HP-52 HORIZONTAL PYLON). FOUNDATION TO MATCH AUGURED OPTION.

NOTES:

Routed aluminum face finished MP 18248 Chase dk. nickel, fabricated letters with white acrylic faces and 6046 blue acrylic returns.

Formed ACRYSTEEL 6046 Blue acrylic logo

Blue vinyl accent strip. Side middle panel finished MP 18248 Chase Dark nickel



EXISTING



PROPOSED



PROPOSED - SOUTH BOUND ON LINCOLN



PROPOSED - NORTH BOUND ON LINCOLN



Marina Del Rey

4676 Admiralty Way

Marina Del Rey CA, 90292

#1: No Existing Sign. (HP-52) is being proposed at Corner of Lincoln and Mindanao.



BIRDS EYE SITE PLAN



EXISTING ELEVATION



PROPOSED ELEVATION