

Regional Planning Commission Transmittal Checklist

Hearing Date
09/18/2013

Agenda Item No.
8

Project Number: R2013-01534-(4)
Case(s): Variance No. 201300002
Planner: Anita Gutierrez

- Project Summary
- Property Location Map
- Staff Analysis
- Draft Resolution / Draft Ordinance / 8.5x11 Map (ZC or PA)
- Draft Findings
- Draft Conditions
- Burden of Proof Statement(s)
- Environmental Documentation (ND / MND / EIR)
- Correspondence
- Photographs
- Aerial Image(s)
- Land Use/Zoning Map
- Tentative Tract / Parcel Map
- Site Plan / Floor Plans / Elevations
- Exhibit Map
- Landscaping Plans
- Design Control Board Minutes

Reviewed By: 



Department of Regional Planning
 320 West Temple Street
 Los Angeles, California 90012

PROJECT NUMBER

R2013-01534-(4)

HEARING DATE

9/18/2013

REQUESTED ENTITLEMENTS

Variance No. 201300002

PROJECT SUMMARY

OWNER / APPLICANT

Brookfield Office Properties

MAP/EXHIBIT DATE

5/7/2011

PROJECT OVERVIEW

The project includes a request for a variance to allow the installation of a freestanding monument sign along Lincoln Boulevard approximately 10 feet from the sidewalk.

LOCATION

4676 Admiralty Way, Marina del Rey

ACCESS

Via Mindanao Way

ASSESSORS PARCEL NUMBER(S)

4224-009-900

SITE AREA

Acres

GENERAL PLAN / LOCAL PLAN

Marina del Rey Local Coastal Program

ZONED DISTRICT

Playa del Rey

LAND USE DESIGNATION

Office

ZONE

Specific Plan

PROPOSED UNITS

N/A

MAX DENSITY/UNITS

N/A

COMMUNITY STANDARDS DISTRICT

N/A

ENVIRONMENTAL DETERMINATION (CEQA)

Class 3 Categorical Exemption – New Construction or Conversion of Small Structures

KEY ISSUES

- Consistency with the Marina del Rey Local Coastal Program
- Satisfaction of the following Section(s) of Title 22 of the Los Angeles County Code:
 - 22.56.209 (Variance Burden of Proof Requirements)
 - 22.46.1070 (Variance Procedures – Marina del Rey Specific Plan)

CASE PLANNER:

Anita Gutierrez

PHONE NUMBER:

(213) 974 -4813

E-MAIL ADDRESS:

agutierrez@planning.lacounty.gov

ENTITLEMENTS REQUESTED

- The applicant, Chase Bank, is requesting a variance to allow 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.

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.

SITE PLAN DESCRIPTION

Parcel 76 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).

The proposed illuminated freestanding column sign (17’ height x 3’ 5” width, approximately 59 square feet) would be located along Lincoln Boulevard, setback approximately 10 feet from the sidewalk (see page 2 of plans)

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

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

PREVIOUS CASES/ZONING HISTORY

RPP200801181 – Plot plan 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.

ENVIRONMENTAL DETERMINATION

Los Angeles County ("County") Staff recommends that this project qualifies for a Categorical Exemption (Class 3 Exemption, new construction or conversion of small structures) under the California Environmental Quality Act (CEQA) and the County environmental guidelines. Therefore, staff recommends that the Regional Planning Commission determine that the project is categorically exempt from CEQA.

STAFF EVALUATION

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**

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.

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.

Site Visit

Staff visited the site on August 8, 2013 and found that the current signage on the building is visible from the intersection of Mindanao Way and Lincoln Boulevard.

Burden of Proof

The applicant is required to substantiate all facts identified by Section(s) 22.56.290 and 22.46.1070 of the County Code. The Burden of Proof with applicant's responses is attached. Staff is of the opinion that the applicant has not met the burden of proof. The applicant (JP Chase Morgan) did not demonstrate special circumstances applicable to the property, which are generally applicable to other properties in the same vicinity. 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. As the subject parcel is already developed with two freestanding signs, the applicant has not substantiated the required information pursuant to subsections A and B of Section 22.56.290 as follows: That there are 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 that such variance is 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.

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.

COUNTY DEPARTMENT COMMENTS AND RECOMMENDATIONS

Staff has not received any comments at this time.

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, property posting, library posting and DRP website posting.

PUBLIC COMMENTS

Staff has not received any comments at this time.

STAFF RECOMMENDATION

The following recommendation is made prior to the public hearing and is subject to change based upon testimony and/or documentary evidence presented at the public hearing:

Staff recommends **DENIAL** of Project Number R2013-01534, Variance Number 201300002.

SUGGESTED DENIAL MOTION:

I MOVE THAT THE REGIONAL PLANNING COMMISSION DENY VARIANCE NUMBER 201300002 SUBJECT TO THE ATTACHED FINDINGS.

Prepared by Anita Gutierrez, Principal Planner, Special Projects Section
Reviewed by Sam Dea, Supervising Regional Planner, Special Projects Section

Attachments:
Draft Findings,
Applicant's Burden of Proof statement
Site Photographs, Photo Simulations, Aerial Image
Site Plan, Land Use Map

SD:ADG
9/4/2013

**DRAFT 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.**
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

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

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, 13th 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

SD:ADG
9/05/2013

c: Each Commissioner, Zoning Enforcement, Building and Safety



VARIANCE BURDEN OF PROOF

In addition to the information required on the application by Chapter 22.56, Part 2, the applicant for a variance shall substantiate to the satisfaction of the Director the following facts:

(Do not repeat the statement or provide Yes/No responses. If necessary, attach additional pages.)

<p>A. That there are 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</p>
<p>WHEN HEADING SOUTH BOUND ON LINCOLN AVE BEFORE APPROACHING THE INTERSECTION OF LINCOLN AND MINDAHO WAY, CHASE CANNOT BE IDENTIFIED DUE TO LARGE OBSTRUCTIONS OF TREES. HEADING THIS DIRECTION, YOU WOULD PASS RIGHT BY CHASE.</p>
<p>B. That such variance is 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</p>
<p>HAVING A SIGN AT THIS LOCATION WOULD CREATE A LANDMARK THAT WOULD NOT BE MISSED -</p>
<p>C. That the granting of the variance will not be materially detrimental to the public welfare or be injurious to other property or improvements in the same vicinity and zone.</p>
<p>IT WILL HAVE NO AD-VERSE EFFECT ON OTHER PROPERTIES.</p>



To: Anita Guterrez

Re: Chase Variance Marina Del Rey

In response to sections A and B of the LA COUNTY Code, Sec. 22.46.1070: The variance will conform to the Local Coastal Program and will not have an adverse effect on the environment.

For anyone that is traveling southbound on Lincoln approaching the intersection of Lincoln and Mindanao, there is no visible signage that identifies the branch. There is a sign on the building facing this street frontage but it is across the parking lot 150' from the road, and is blocked by a line of palm trees at the street. It currently is very easy for the driver to miss the turn resulting in them second guessing that decision to drive through the intersection but being too late to do anything about it. That second guessing could materialize in the form of the driver's head pointing in the 3:00 position, in turn taking their eyes off of the road. To not have an identifier in this area presents vehicular danger. By putting our sign approximately 65' North from the NW Corner of that intersection, drivers will know that they need to turn right at Mindanao to get to the Branch.

I believe we are making this a safer intersection for pedestrians and vehicles by placing a sign here as the driver will be ready to make the turn well before they approach the intersection.

Sincerely,

A handwritten signature in dark ink, appearing to read "Matt Badolato", is written over a light-colored background.

Matt Badolato

Project Manager

NW Sign Industries

1255 LaQuinta Drive, Ste 120

Orlando FL, 32809

(O) 407-251-9311

(C) 407-456-0689

(F) 407-251-9351

<http://www.nwsignindustries.com/>

Photo Exhibit A



Photo of southwest corner of Mindanao Way and Lincoln Boulevard, directional signage on the left and one "Marina Towers" monument sign on the right.

Photo Exhibit B



Photo of South side of Lincoln Boulevard, second "Marina Towers" monument sign shown.

Photo Exhibit C



Photo of southeast corner of Mindanao Way and Lincoln Boulevard. Community identification sign shown

Photo Exhibit D



Photo of signage along Admiralty Way building frontage.

Photo Exhibit E

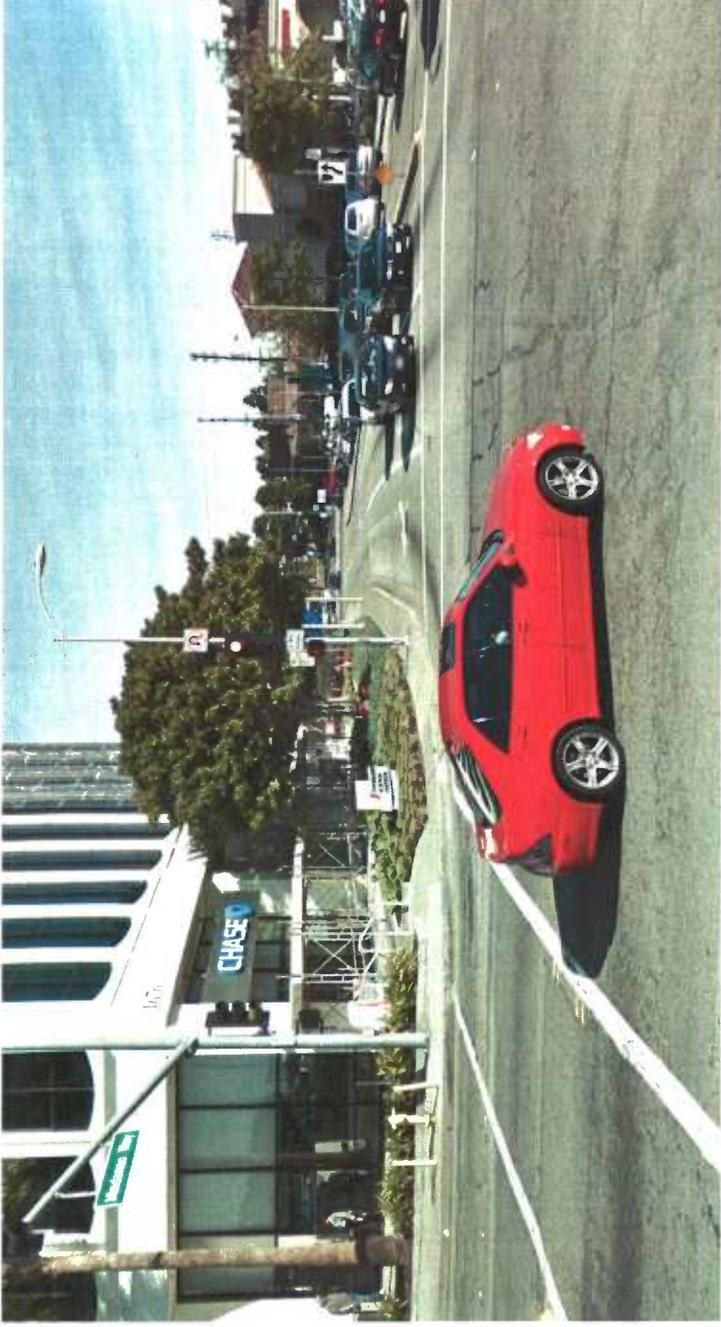
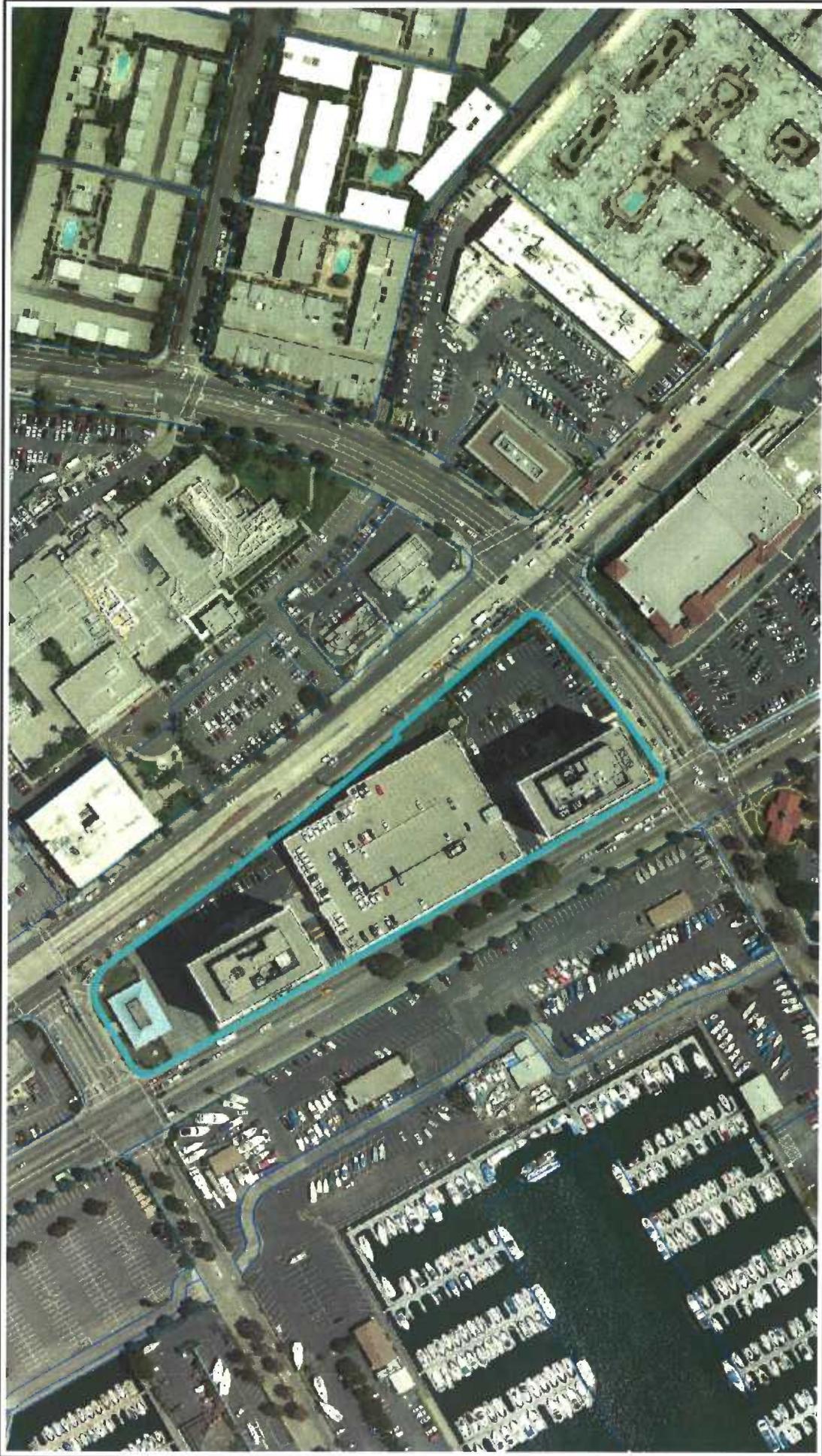


Photo of signage along Mindanao Way building frontage.



Department of Regional Planning

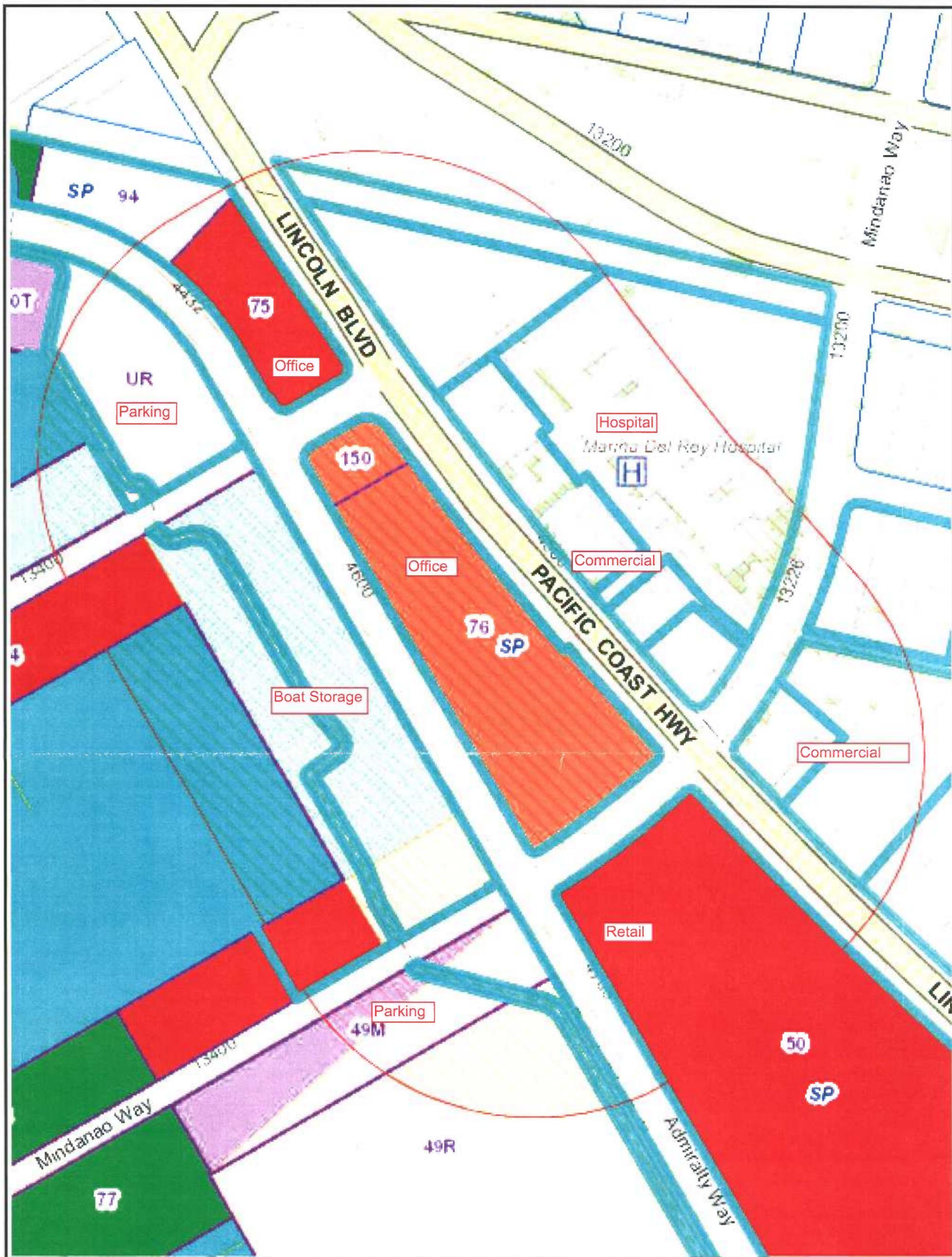
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Department of Regional Planning

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DESIGN CONTROL BOARD MINUTES
May 16, 2012

Members Present: Peter Phinney, AIA, Chair (Fourth District); Helena Jubany, Vice Chair (First District); Simon Pastucha, Member (Third District); Tony Wong, P.E, Member (Fifth District);

Members Absent: David Abelar, Member (Second District)

Department Staff Present: 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: Aaron Clark, Armbruster Goldsmith & Delvac LLP; David Freil, Pacifica Hotel Company; Victoria Pakshong, Place Landscape; Craig Sullivan, JPM Chase Bank; Daniel Hyde, Pacifica Hotel Company; Kevin Berry, Associated Sign; Bill Clark, Lorna Jane Active Living; Marcia Johnson, Caruso Affiliated; Jack Hollander, Jack Hollander and Associates Inc.

1. Call to Order and Pledge of Allegiance

Mr. Phinney called the meeting to order at 1:39 PM.

Mr. Wong moved to excuse the absence of Mr. Abelar which was seconded by Mr. Pastucha and passed unanimously.

Ms. Jubany led the Pledge of Allegiance.

2. Approval of April 18, 2012 Minutes

Mr. Phinney asked if members of the Board had any comments on the April 18, 2012 minutes.

Mr. Wong moved to approve the April 18th meeting minutes which was seconded by Mr. Pastucha and passed unanimously.

3. Public Comment

None

4. Consent Agenda

No Items

5. Old Business

A. Parcel 42/43 – Marina del Rey Hotel – Consideration of final site renovation plan and Design Control Board Review related thereto – DCB#11-011-B

Mr. Lopez presented the staff report.

Mr. A. Clark stated that the project is also concurrently in the Regional Planning process.

Mr. Friel pointed out that the modifications were made based on the Board's comments and suggestions such as raising the height of the tower, the enhancement of guest room balconies with colored glass panels and the enhancement of the North and West wing tower stairs.

Ms. Pakshong stated that there were no changes to the landscaping; however, changes were made to the promenade and slip gate design.

Public Comment

None

Board Comment

Ms. Jubany and Mr. Phinney disclosed their ex parte meetings with the applicants prior to the DCB meeting.

Ms. Jubany commended the applicants for their improvements to the entry's design.

Mr. Phinney expressed his concern regarding the wall facing North, next to the banquet facility and requested the applicants address it.

Ms. Pakshong stated that she had added bamboo and grass to screen the wall.

Mr. Pastucha asked for the total improvement value of the project and Mr. Friel replied by stating that it will be approximately \$18 million.

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

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

Mr. Lopez presented the staff report.

Mr. Sullivan clarified that the hours of lighting for the signage will be from dusk to 1am instead of dusk till 6 am as previously stated in the staff report.

Public Comment

None

Board Comment

Mr. Pastucha stated that he was generally pleased with the new design.

Mr. Sullivan stated that the design is standard for Chase Bank.

Mr. Phinney asked Regional Planning staff whether the signage would create an issue and if it's still considered a monument or pole sign.

Ms. Guterrez replied by saying that it would still be considered a free standing pole sign which requires a variance which is processed within her department.

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

6. New Business

A. Parcel 27 – Jamaica Bay Inn – Consideration of new business identification signage and Design Control Board Review related thereto-DCB#12-007

Mr. Lopez presented the staff report.

Mr. Berry stated that the staff report covered everything and noted that the restaurant has a California style.

Public Comment

None

Board Comment

None

Mr. Wong moved to approve the signage, which was seconded by Mr. Pastucha and was unanimously approved.

B. Parcel 50 – Lorna Jane Active Living – Consideration of new business identification signage and Design Control Board Review related thereto – DCB #12-008

Mr. Lopez presented the staff report.

Mr. B. Clark added that the awning will be removed from the design due to the space of the existing storefront.

Mr. Phinney asked staff if the proposed change by the applicant was allowable due to procedural regulations and Ms. Caves stated that she would have to research the answer.

Mr. Pastucha stated that the Board can take an action that doesn't approve the awning as part of the action so that the application doesn't change.

Public Comment

None

Board Comment

Ms. Jubany asked the applicant why the façade and blade signage are substantially different from each other.

Mr. B. Clark responded that the signage is the trademark branding of Lorna Jane Active Living.

Mr. Phinney stated that the blade signage is beautiful but didn't understand the different style of storefront's signage.

Mr. Wong moved to approve the signage with elimination of the awning structure, which was seconded by Ms. Jubany and unanimously approved.

C. Parcel 95/LLS – Marina West Shopping Center – Consideration of conceptual site redevelopment and Design Control Board Review related thereto – DCB#12-009

Mr. Lopez presented the staff report.

Mr. A. Clark and Mr. Hollander presented a more detailed presentation.

Public Comment

None

Board Comment

Ms. Jubany and Mr. Phinney disclosed their ex parte meetings with the applicants prior to the DCB meeting.

Ms. Jubany expressed her concern regarding the difference between the height of the existing tower and the height of the new tower.

Mr. Pastucha agreed with Ms. Jubany's concern.

Mr. Hollander stated that he could lower the height of the new tower to the height of the existing tower.

Mr. Phinney asked for clarification regarding the discussion of the tower's height and asked Mr. Pastucha if he wanted to see the tower's height reduced. He also mentioned that he would like to see the awnings added to the first floor.

Mr. Hollander stated that he had no problem making the suggested adjustments.

Mr. Phinney stated that he felt that lowering the new tower's height to the same level as the existing tower's height was too low and suggested that the new tower's height be reduced just slightly.

Mr. Pastucha stated that he was pleased with the connection between the building and the public park.

Mr. A. Clark replied stating that the design was created to give pedestrians better access to the Venice Beach boardwalk.

Ms. Jubany moved to approve the conceptual design with proposed changes, which was seconded by Mr. Pastucha and unanimously approved.

7. Staff Report

All reports were received and filed.

Public Comment

None

8. Adjournment

Mr. Wong moved to adjourn the meeting which was seconded by Mr. Pastucha and unanimously approved. Meeting adjourned at 2:42 PM.

Respectfully Submitted,

Yeni S. Maddox
Temporary Secretary for the Design Control Board



CHASE - RETROFIT

REVISION NOTES	
1. XX	XXXX XX

5/7/2011

143609

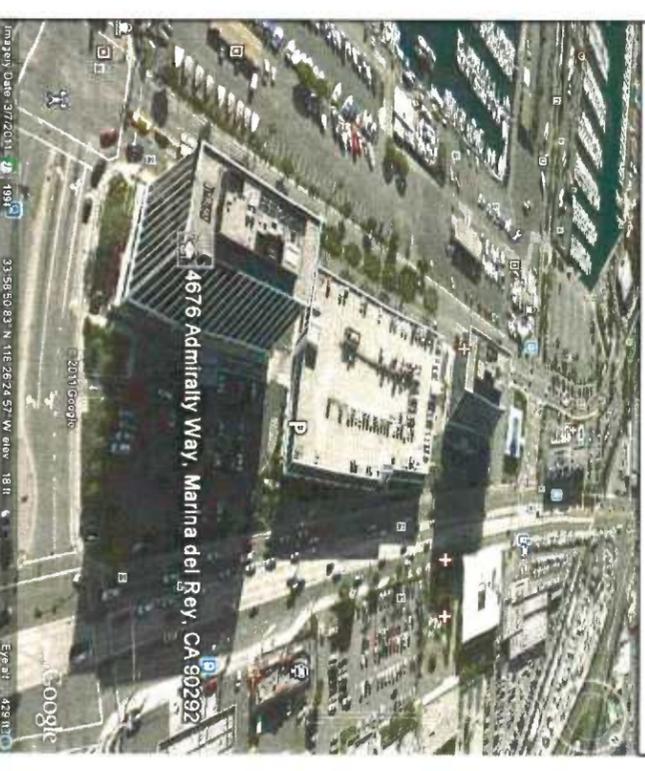
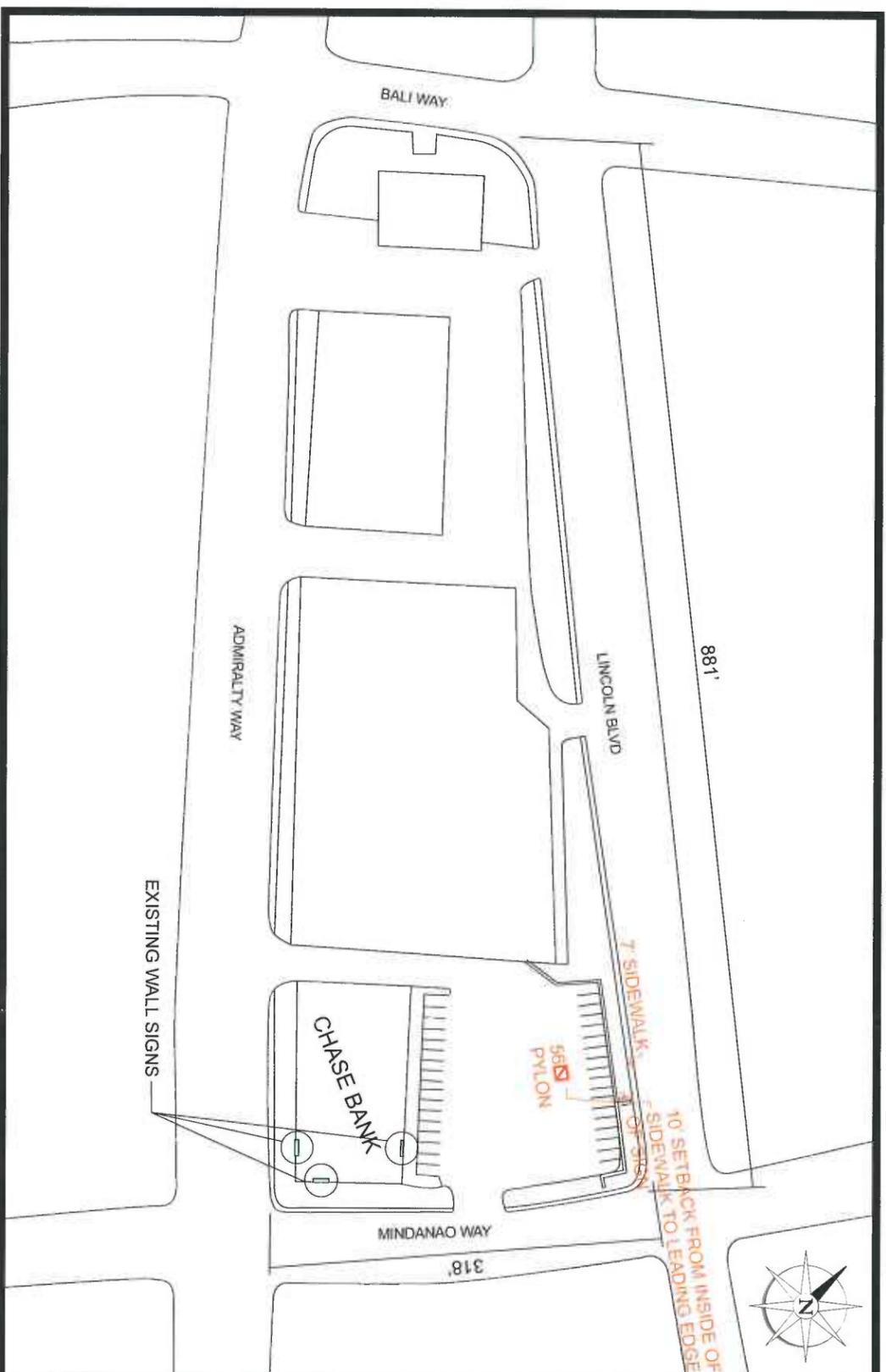
Marina Del Rey

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CHASE

4676 Admiralty Way, Marina Del Rey CA, 90292

143609

6

House

MDB

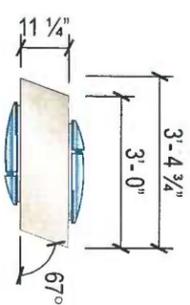
5/7/2011

2

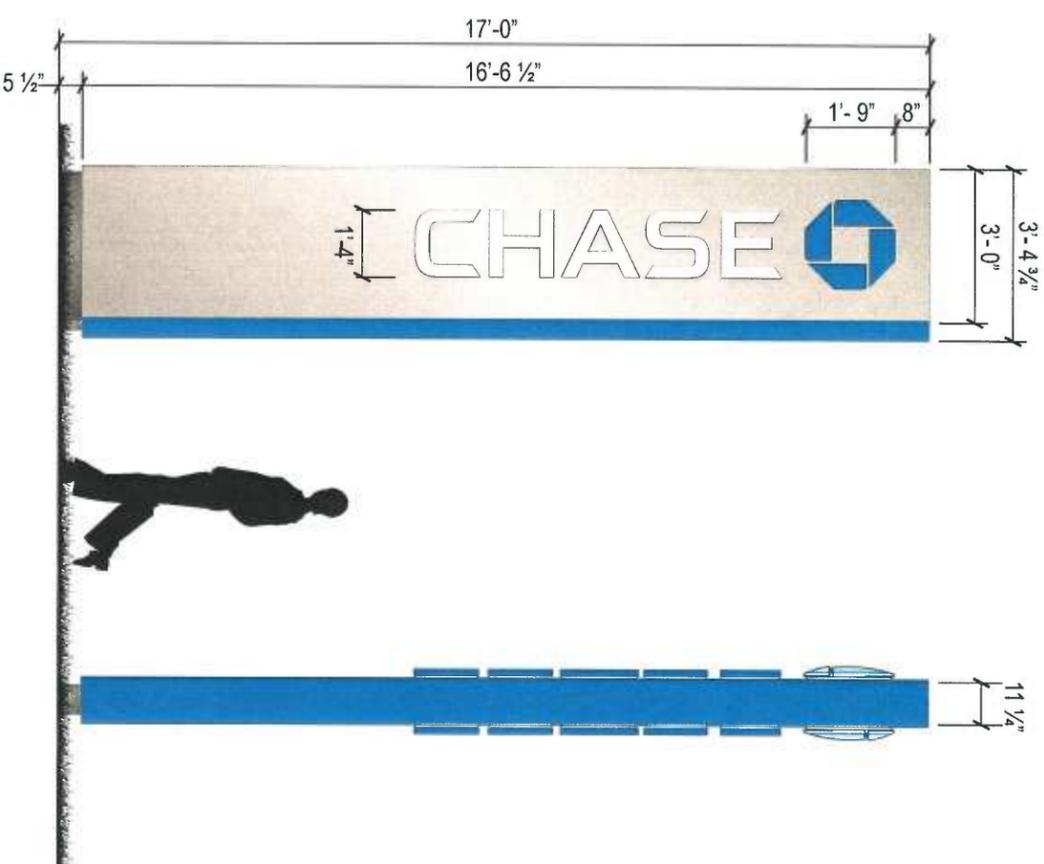
Rendering - Marina Del Rey

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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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Top View
Scale: 1/4" = 1'-0"



1 Illuminated Pylon - P-50
Scale: 1/4" = 1'-0"

Side View
Scale: 1/4" = 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: B224096 (P-50-LED PYLON SIGN). FOUNDATION TO MATCH AUGURED OPTION.



EXISTING



PROPOSED

CHASE

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4

Rendering - Marina Del Rey

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PROPOSED - SOUTH BOUND ON LINCOLN



PROPOSED - NORTH BOUND ON LINCOLN

CHASE

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5

Rendering - Marina Del Rey

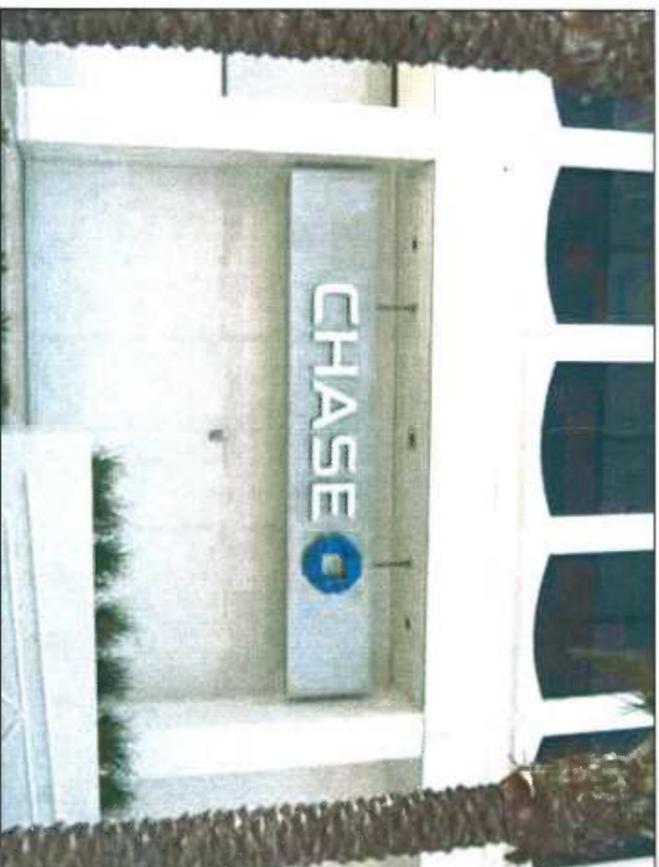
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FLORIDA 2416 SAND LAKE ROAD ORLANDO, FL 32809 - TEXAS SERVICE CENTER 460 SOUTH BELTLINE ROAD SUITE 422 IRVING, TX 75060 - NORTH CAROLINA 120 CASCADE DRIVE CONCORD, NC 28027 - TEXAS 7303 BURLISON ROAD, SUITE 706 AUSTIN, TX 78744

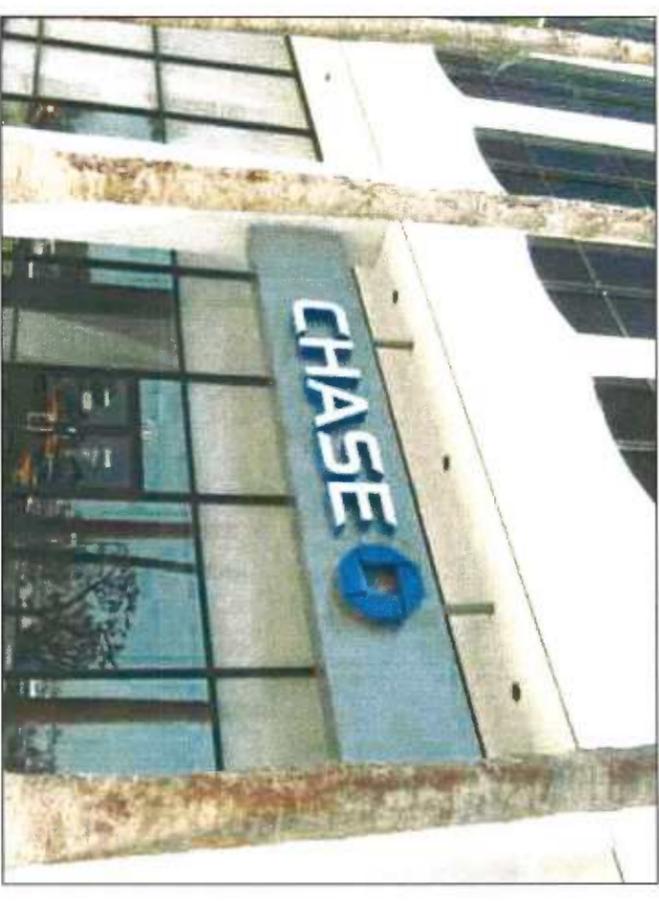
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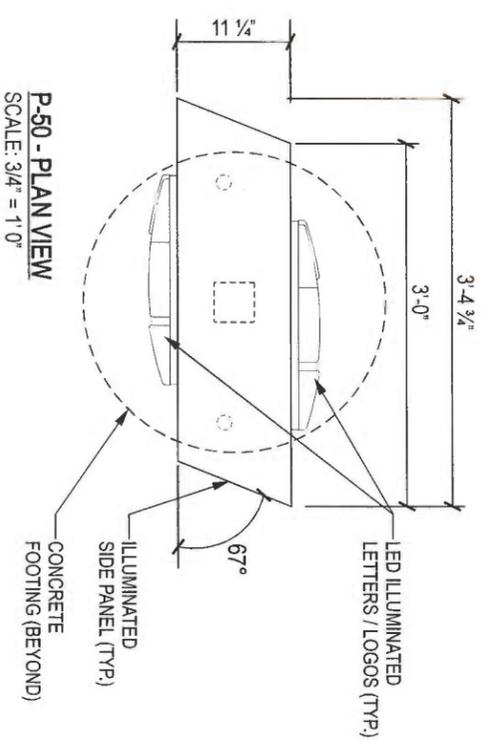
2 REMAIN AS IS



3 REMAIN AS IS



4 REMAIN AS IS

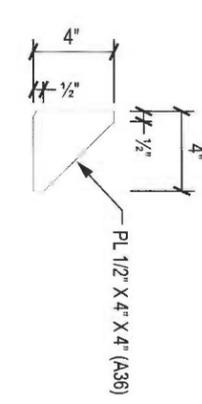


P-50 - PLAN VIEW
SCALE: 3/4" = 1' 0"

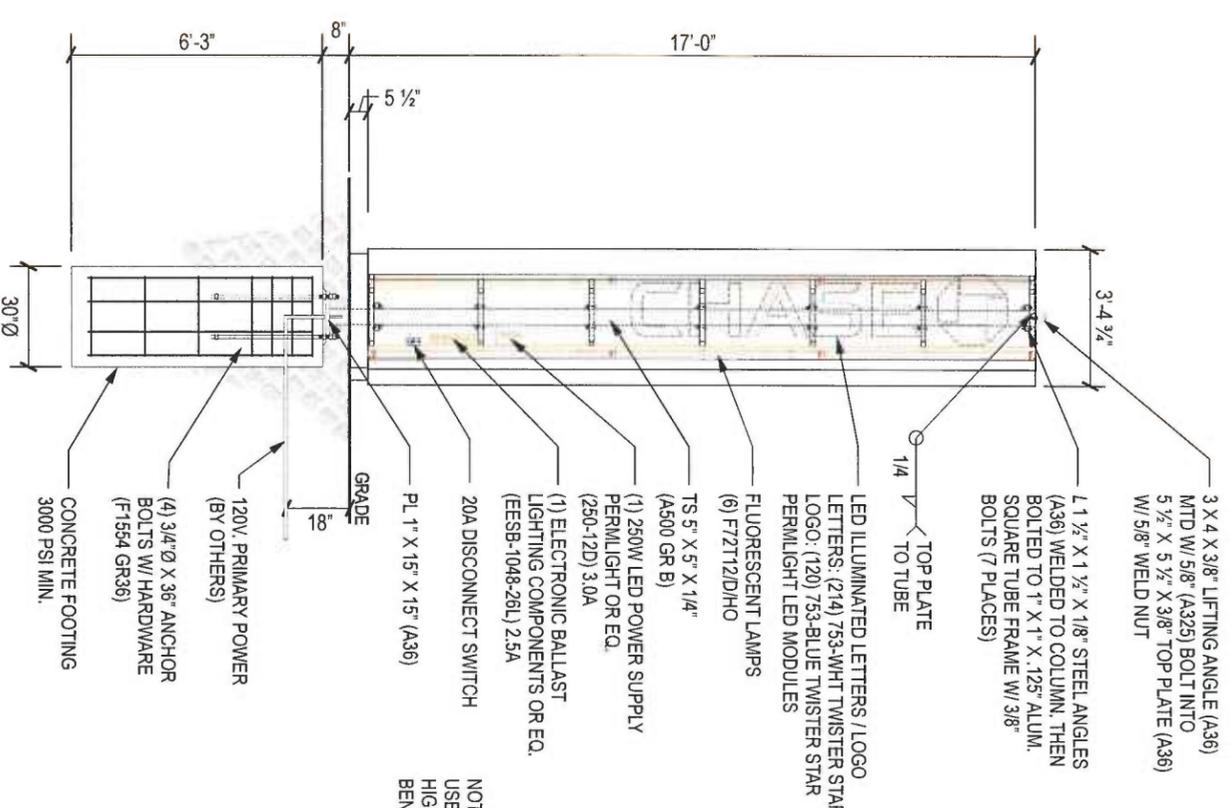
DESIGN WIND SPEED 90 MPH
3-SEC GUST WIND
IMPORTANCE FACTOR: 1.0
EXPOSURE C
ESTIMATED SIGN WEIGHT
- 625 lbs. PER SIGN
ESTIMATED ELECTRICAL LOAD
5.5A @ 120VAC
ESTIMATED ELECTRICAL REQUIREMENTS
(1)20A circuit @ 120VAC

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 - B224099 - P-50 LED PYLON SIGN

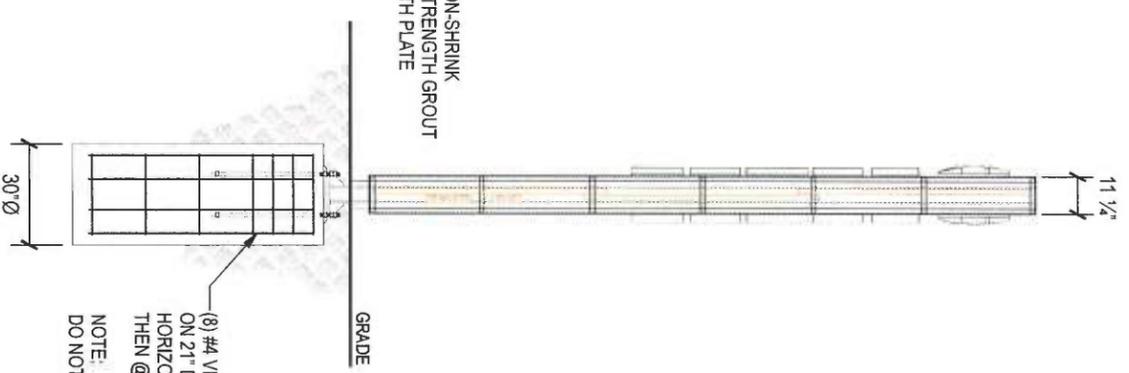
GENERAL NOTES:
- U.L. LISTED - FILE NUMBER E167099
- ALL ELECTRICAL WORK SHALL BE PERFORMED IN ACCORDANCE WITH "NEC" REF. SECTION 800
- ALL ELECTRICAL SIGN SECTIONS TO HAVE U.L. LABEL IN ACCORDANCE WITH "NEC" 800.3 AND MANUFACTURERS LABEL LOCATED NEXT TO DISCONNECT SWITCH
- ALL NON-CURRENT CARRYING METAL 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



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

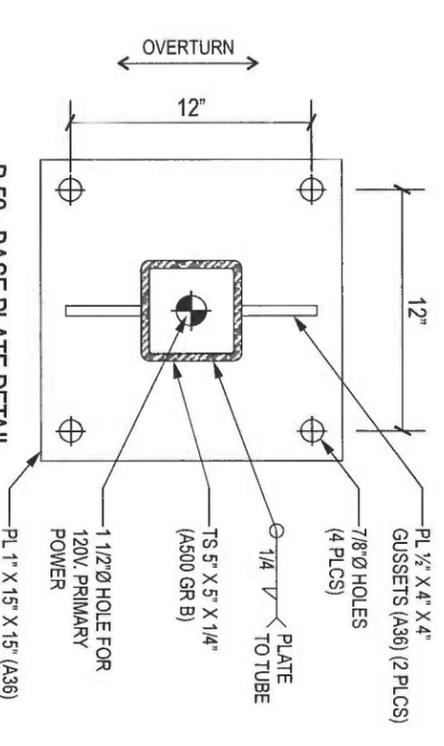


P-50 - ILLUMINATED PYLON - DETAIL ELEVATION
SCALE: 1/4" = 1' 0"



TYPICAL SECTION
SCALE: 1/4" = 1' 0"

(8) #4 VERTICAL REBAR (A615 GR 60) ON 21" DIA PATTERN W/ (7) #3 HORIZONTALS @ 6" O.C. AT TOP 18" THEN @ 16" O.C. BELOW THAT
NOTE:
DO NOT WELD REBAR



P-50 - BASE PLATE DETAIL
SCALE: 1 1/2" = 1' 0"