



AGENDA

CITY OF SEASIDE
BOARD OF ARCHITECTURAL REVIEW

REGULAR MEETING
COUNCIL CHAMBER
440 Harcourt Avenue
Wednesday, April 6, 2016
5:30 PM

PLEASE TURN OFF YOUR CELL PHONES UPON ENTERING THE MEETING

1. **CALL TO ORDER**

BOARD OF ARCHITECTURAL REVIEW

Toby Keller	Chair
Mitsugu Mori	Board Member
Ken Rudisill	Board Member
Kathleen Ventimiglia	Board Member
Bani Kelso	Board Member

2. **ROLL CALL - ESTABLISHMENT OF QUORUM**

3. **REVIEW OF AGENDA**

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

4. **ORAL COMMUNICATION**

Members of the public wishing to address the Board of Architectural Review on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. **APPROVAL OF MINUTES**

6. **BUSINESS ITEMS**

- A. **Board of Architectural Review Application No. BAR-15-18. Monterey Salinas Transit, applicant, requests design approval to replace existing benches with semi-enclosed shelters at six bus stops located on Del Monte Boulevard, Broadway Avenue, and Ord Grove Avenue. This project is exempt from the California Environmental Quality Act pursuant to Class 1, Existing Facilities.**

PURPOSE: In accordance with Section 17.62.030.B.1 of the Seaside Municipal Code (SMC), design approval is required for all new non-residential construction.

RECOMMENDATION: Staff recommends that the Board of Architectural Review (BAR) review the plans and information submitted and direct staff to prepare the findings and evidence in support of the BAR recommendation.

- B. **Architectural Review Application No. BAR-16-03 and Master Sign Program Application No. MSP-16-02: Peninsula Real Estate Investment, Property Owner, and T. Wayne Bogart, Applicant, are requesting design review approval for amendments to the exterior façade of an existing automobile showroom and amendments to an adopted Master Sign Program for on-site signs associated with a Volkswagen and Fiat new car dealership franchise. The project site is located at 1735 Auto Center Parkway and 3 Geary Plaza in the Automotive Commercial (CA) Zoning District. The project is Categorically Exempt Class 1, Section 15301(e) from the California Environmental Quality Act (CEQA).**

PURPOSE:

In accordance with Section 17.62.030.B.8 of the Seaside Municipal Code, the applicant and property owner are requesting design review approval of changes to an approved project to allow for:

1. Modifications to the exterior building colors and exterior signs for the conversion of an existing automobile showroom from Fiat to a Volkswagen franchise located at 1735 Auto Center Parkway; and
2. Modifications to the adopted Master Sign Program for the installation of new onsite signs for a Volkswagen dealership at 1735 Auto Center Parkway and the relocation of the Fiat wall signs onto an existing showroom building located at 3 Geary Plaza.

RECOMMENDATION: Staff recommends that the Board of Architectural Review approve the proposed façade modifications and new Master Sign Program subject to the conditions of approval.

7. **REPORTS FROM BOARD MEMBERS**
8. **REPORTS FROM STAFF**
9. **ADJOURNMENT**

Next Regularly Scheduled Meeting:
Wednesday, April 20, 2016
Seaside City Hall
5:30 PM

The City of Seaside is an ADA accessible facility and is committed to include the disabled in all of its services, programs and activities. Any person who requires accommodation to be able to participate in this meeting is asked to contact the office of the City Clerk at 899-6707, no fewer than two business days prior to the meeting to allow for reasonable arrangements.

The City Council Chambers is equipped with a portable microphone for anyone unable to come to the podium. Assisted listening devices are also available.

Meetings that are held in the City Council Chambers are broadcast live to all Seaside residents on Comcast Channel 25 and U-verse Channel 99. Meetings are also available through live streaming at:
<http://cyp.telvue.com/player?id=T01629&video=52314&noplaylists=1&width=400&height=300> Videos of past meetings are available on demand through the City's website: <http://www.ci.seaside.ca.us>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: Board of Architectural Review

BY: Diana Ingersoll, Deputy City Manager Resource Management Services
Rick Medina, Senior Planner

DATE: April 6, 2016

SUBJECT: **Board of Architectural Review Application No. BAR-15-18.** Monterey Salinas Transit, applicant, requests design approval to replace existing benches with semi-enclosed shelters at six bus stops located on Del Monte Boulevard, Broadway Avenue, and Ord Grove Avenue. This project is exempt from the California Environmental Quality Act pursuant to Class 1, Existing Facilities.

PURPOSE

In accordance with Section 17.62.030.B.1 of the Seaside Municipal Code (SMC), design approval is required for all new non-residential construction.

RECOMMENDATION

Staff recommends that the Board of Architectural Review (BAR) review the plans and information submitted and direct staff to prepare the findings and evidence in support of the BAR recommendation.

BACKGROUND

Monterey Salinas Transit (MST) has received a \$250,000 grant to install 20 semi-enclosed bus shelters to replace existing unclosed open-air benches at selected locations throughout their system based on MST ridership demand statistics. The City of Seaside will receive 6 new bus shelters.

On February 17, 2016, the BAR opened its discussion on the proposed bus shelter design. At this meeting the BAR expressed that they did feel that the use of a faux molded aluminum tile roof on the gable roof was appropriate and acted to continue its review of the project in order to have the applicant return with alternative design which would show the use of a flat standing seam metal roof design. The BAR expressed that this design would provide a modern appearance to match the look that was established with the "Jazz Line" bus shelters.

On March 2, 2016, Hunter Harvath, Assistant General Manager with MST, was present to represent the project on behalf of MST. Mr. Harvath explained that based on the bid process that was completed in order to qualify for the grant that they would be unable to make any significant changes to the shelter that change the gable roof to a flat roof. Mr. Harvath further added because of the procurement rules regarding the Invitation for Bid on the proposed shelter that MST would be prohibited to substitute a different model of the shelter from the same company or a different company. The BAR clarified that a gable roof would be acceptable subject to the roof material being change to a standing seam metal roof.

The applicant has submitted an amended design showing the use of a standing seam metal roof design that would be used in place of the faux molded tile roof design. The amended roof design and bronze color sample are provided as Exhibit A to Attachment 1.

SITE LOCATION

The six shelters proposed for the City of Seaside are to be located at the following bus stop locations:

1. 1490 Del Monte Boulevard. In front of Skip's Auto parts. (MST #5437)
2. West of 1612 Del Monte Boulevard. In front of Jose's Restaurant. (MST #5440)
3. 1093 Broadway Avenue. In front of the Post Office. (MST #0788)
4. 1220 Broadway Avenue. In front of La Preciosa Market. (MST #0711)
5. Northwest corner of Broadway Avenue and San Lucas Street. (MST #0705)
6. Southeast corner of Noche Buena Street and Ord Grove Avenue. (MST #1022)

A Vicinity Map is provided as Attachment 2. These individual site maps are combined with the corresponding Site Photographs for each of the six locations (See Attachment 3).

PROJECT DESCRIPTION

The new shelters will be installed as depicted on the project plans provided as Exhibit A to Attachment 1.

All of the shelters will be made out of powder coated metal. The shelters are approximately thirteen feet long and five feet deep and will be located to comply with ADA accessibility. All of the vertical pipes and crossbeams will be aluminum. The gable roof peaks at 8 feet 11 inches and is composed of aluminum sheeting with aluminum molded tiles and perimeter gutters. The bottom of the eave provides seven feet of vertical clearance to the inside of the shelter. Perforated metal screens enclose the structure on the sides and rear. This same metal screen

material forms the eight foot long benches that are attached to the back screen. The shelters, benches, and screen walls will be bolted to the ground. All shelters will have a small circular trash receptacle located at the end of each unit. The shelters will be painted a dark bronze (BL Bronze) with a standing seam metal roof. Solar panels will be located on the roof of each shelter to power for an interior light in the evening.

STAFF ANALYSIS

The City of Seaside requires BAR approval for all new, nonresidential construction. Section 17.62.030.E.1 of the SMC states that Architectural Review approval shall consider the character, quality, scale of design, architectural relationships with the site, building materials, lighting, and other applicable design aspects of the project.

City staff finds that the standing seam metal roof will comply with the direction provided to the applicant on March 2, 2016. The revised roof design combined with the metal shelters will provide both an attractive and functional bus shelter. The powder coating helps provide longevity to the structures in this coastal climate. The framing and roof color will consist of a bronze color as shown in Exhibit A to Attachment 1. A color sample will be provided at the meeting.

The layout of the new shelters will require the applicant to obtain encroachment permits from the City of Seaside. Prior to the issuance of any encroachment permit, the project will be reviewed by the Public Works department for compliance with ADA standards. Public Works comments and conditions are provided as Attachment 4.

FINDINGS IN SUPPORT OF THE PROJECT

If BAR elects to approve the project as submitted, recommended findings for approval are listed below.

1. The proposed use is allowed within the public rights of way and complies with all other applicable provisions of this Zoning Ordinance and the Municipal Code;

Evidence: The proposed bus shelters comply with all applicable standards of development and provisions of the Zoning Ordinance and the Municipal Code.

2. The proposed use is consistent with the General Plan and any applicable specific plan;

Evidence: The replacement of benches with bus shelters is consistent with the General Plan.

3. Granting the permit would not be detrimental to the public interest, health, safety, convenience, or welfare or materially injurious to persons, property or improvements in the vicinity and zone district in which the property is located.

Evidence: The City of Seaside's Fire Department, Building Department and Public Works Department have reviewed the bus shelter proposal. The Fire and Building Departments have reviewed the project and offered no comments. The Public Works Department had specific comments that are included as part of the conditions of approval.

ENVIRONMENTAL DETERMINATION

This project is exempt from the California Environmental Quality Act pursuant to Class 1, minor alterations of existing public structures or facilities.

Evidence: The proposed replacement of benches with small (65 square foot) shelters is a minor alteration of existing public structures or facilities.

FISCAL IMPACT

There is no fiscal impact associated with this item.

ATTACHMENTS

1. Attachment 1 - Conditions of Approval
 2. Attachment 1 - Exhibit "A": Project Plans
 3. Attachment 2 - Location Map
 4. Attachment 3 - Public Works Comments
-

Conditions of Approval
File No. BAR-15-18
April 6, 2016

Project Specific:

Planning:

1. Except as modified by required conditions of approval, plans submitted for a building permit shall substantially conform to the plans identified as “Install Bus Stop Shelters” stamped as received on December 9, 2015, and as approved on April 6, 2016, subject to the roof material consisting of a standing seam metal roof. Project Plans are provided as Attachment 1, Exhibit “A”.

Building:

2. Compliance shall be maintained with all applicable Building Codes.

Fire Department:

3. Compliance shall be maintained with all applicable Fire Codes.

Public Works:

4. Prior to final inspection, any curb, gutter and sidewalk damaged during construction shall be replaced by a licensed concrete contractor in conformance with the most current applicable engineering standards, and upon the prior issuance of an Encroachment Permit from the Public Works Department.
5. Applicant to apply for an Encroachment Permit for the construction of bus shelter improvements.
 - a. Applicant shall include plans for each bus shelter location. Plans shall provide design of Bus Boarding and Alighting (a.k.a. bus stop and terminal) areas showing conformance with applicable sections of the 2010 American’s with Disability Act, 2010 & 2013 California Building Code.
 - b. Applicant is not responsible for addressing accessible routes beyond the Bus Boarding and Alighting area, but improvements may be required beyond the Bus Boarding and Alighting area to conform to existing sidewalk conditions.
 - c. Plans shall be stamped by a civil engineer licensed in the State of California.
 - d. Plans shall be approved by a Certified Access Specialist, CAsp, for the State of California showing conformance to applicable portions of the American’s With Disability Act (ADA) and California Building Code.
 - e. Plans shall clearly denote limits of public right of way.

- f. Applicant shall be responsible for securing deeds or easements to construct Bus Boarding and Alighting areas that extend beyond the public right of way.

Standard:

1. Board of Architectural Review approval shall not be valid until the applicant has signed and accepted these conditions of approval. Failure to sign the conditions and return them to the Planning Division within fifteen (15) days from the date of approval will result in the Board of Architectural Review approval becoming null and void.
2. Board of Architectural Review approval shall be valid for a period of one (1) year from the date of approval of this project in accordance with S.M.C.S. 17.64.080. Project approval will become null and void if a building permit is not exercised within one (1) year from date of approval.
3. Proposed changes to the approved application(s) must receive approval from the Board of Architectural Review, unless approved by the Director as outlined in Seaside Zoning Code Section 17.64.090.C.
4. The applicant agrees as a condition and in consideration of the approval of this discretionary permit that it will defend, indemnify and hold harmless the City of Seaside or its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul this approval. The applicant will reimburse the City for any court costs and attorney's fees, which the City may be required by a court to pay as a result of such action. City may, at its sole discretion, participate in the defense of such action; but such participation shall not relieve applicant of his obligations under this condition. The City shall promptly notify the applicant of any such claim, action, or proceeding, and the City shall cooperate fully in the defense thereof.
5. Any proposed future development shall comply with the requirements of the Fire, Health, Planning, Code Enforcement, Building and Public Works Departments.
6. The project shall be responsible for all applicable local and/or regional development and/or impact fees including, but not limited to, sewer, water, and traffic fees, which shall be paid prior to building permit issuance.
7. Any work within the public right-of-way must conform to current engineering standards and shall require an encroachment permit from the Public Works Department.
8. All storm water runoff shall be contained and disposed of on site and the storm water retention system shall be reviewed and approved by the Public Works Department.

9. The proposed project shall comply with the applicable requirements of the Monterey Peninsula Water Management District for the installation of new water fixtures and landscape irrigation equipment.
10. The issuance of building permits involving the installation of new water shall be subject to the availability of an adequate supply of water and sewer capacity to serve the project.
11. Water conservation fixtures shall be provided in the proposed project.

BOARD OF ARCHITECTURAL REVIEW APPLICATION NO. BAR-15-18

This permit is hereby accepted upon the express terms and conditions hereof, and shall have no force or effect unless and until agreed to, in writing, by the applicant and property owner(s).

The undersigned hereby acknowledge the approved terms and conditions and agree to fully conform to, and comply with, said terms and conditions within the time frames approved by the City of Seaside Board of Architectural Review.

Applicant's Signature

Date

Property Owner's Signature

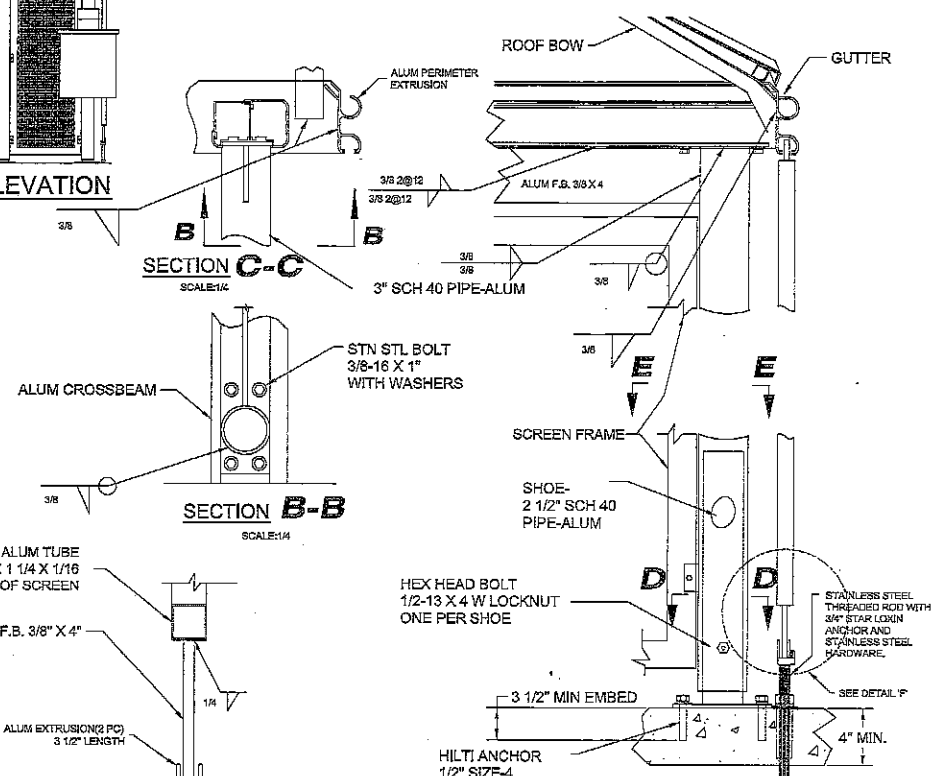
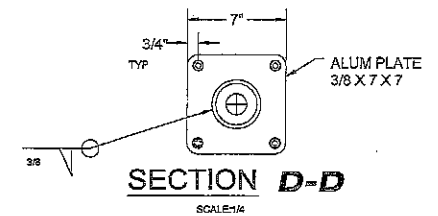
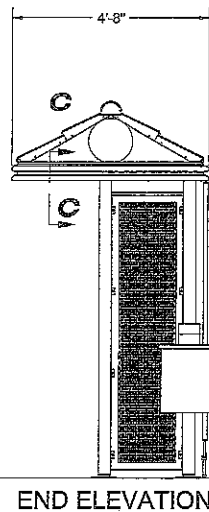
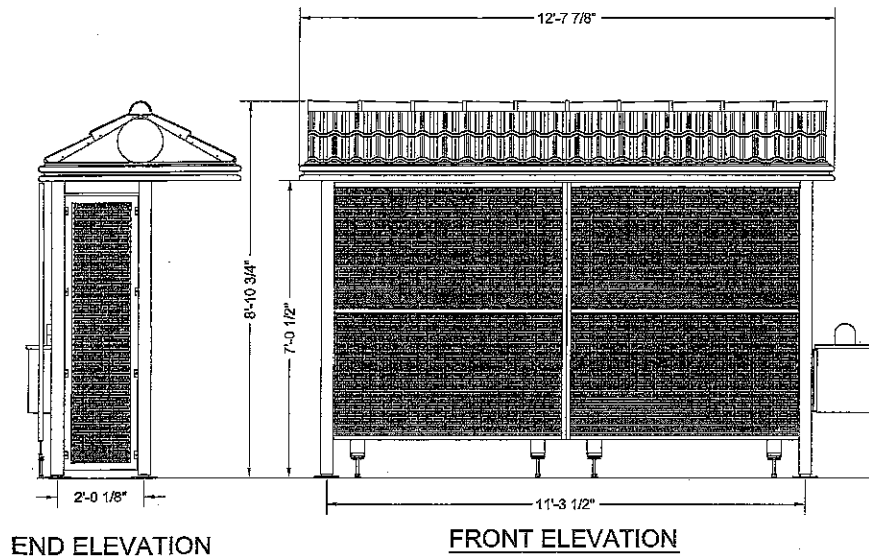
Date





THIS DRAWING IS THE PROPERTY OF TOLAR MANUFACTURING COMPANY. IT IS TO BE USED ONLY FOR THE PROJECT AND SITE SPECIFICALLY IDENTIFIED HEREON. IT IS NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN PERMISSION OF TOLAR MANUFACTURING COMPANY.

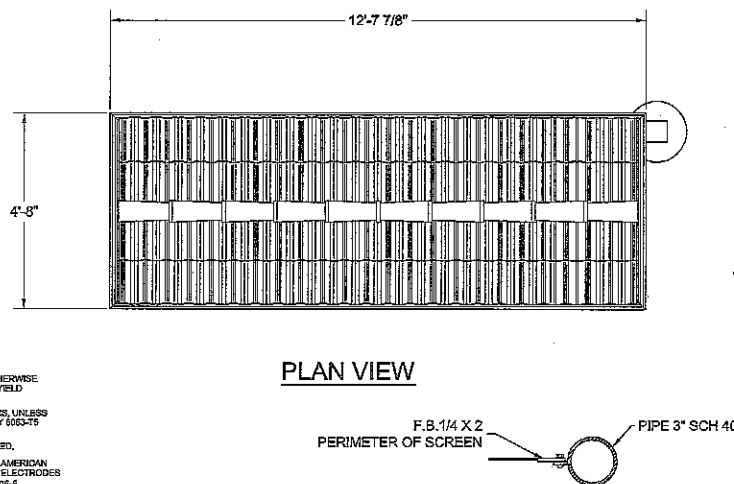
DATE	REV	DESCRIPTION	REVISOR	DATE	APPROVED



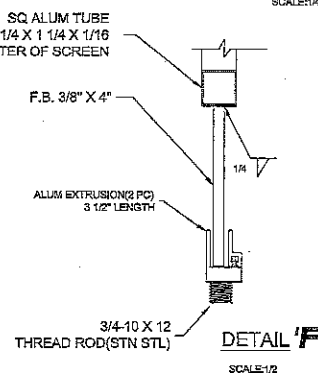
GENERAL NOTES:

1. ALL STRUCTURAL STEEL, UNLESS OTHERWISE NOTED, SHALL BE ASTM A-36, MINIMUM YIELD STRENGTH 36,000 PSI.
2. ALL STRUCTURAL ALUMINUM MEMBERS, UNLESS OTHERWISE NOTED, SHALL BE OF ALLOY 6063-T5 OR GREATER.
3. ALL HOLES TO BE DRILLED OR PUNCHED.
4. STEEL WELDING SHALL CONFORM TO AMERICAN WELDING SOCIETY STANDARD D1, 1-10. ELECTRODES SHALL CONFORM TO AWS E1, CLASS E705-S.
5. ALUMINUM WELDING SHALL CONFORM TO AMERICAN WELDING SOCIETY STANDARD D1, 9-30. ELECTRODES SHALL CONFORM TO AWS/SAF E10 CLASS ER4043.
6. ALL WELDING TO BE DONE AT TOLAR MANUFACTURING COMPANY, INC. FACILITY.
7. ALL CORPORATE PROCEDURES, INCLUDING FABRICATION, MUST BE IN COMPLIANCE WITH TOLAR MANUFACTURING CO. INC.'S QUALITY CONTROL MANUAL.

PLAN VIEW



SECTION E-E SCALE 1/4"

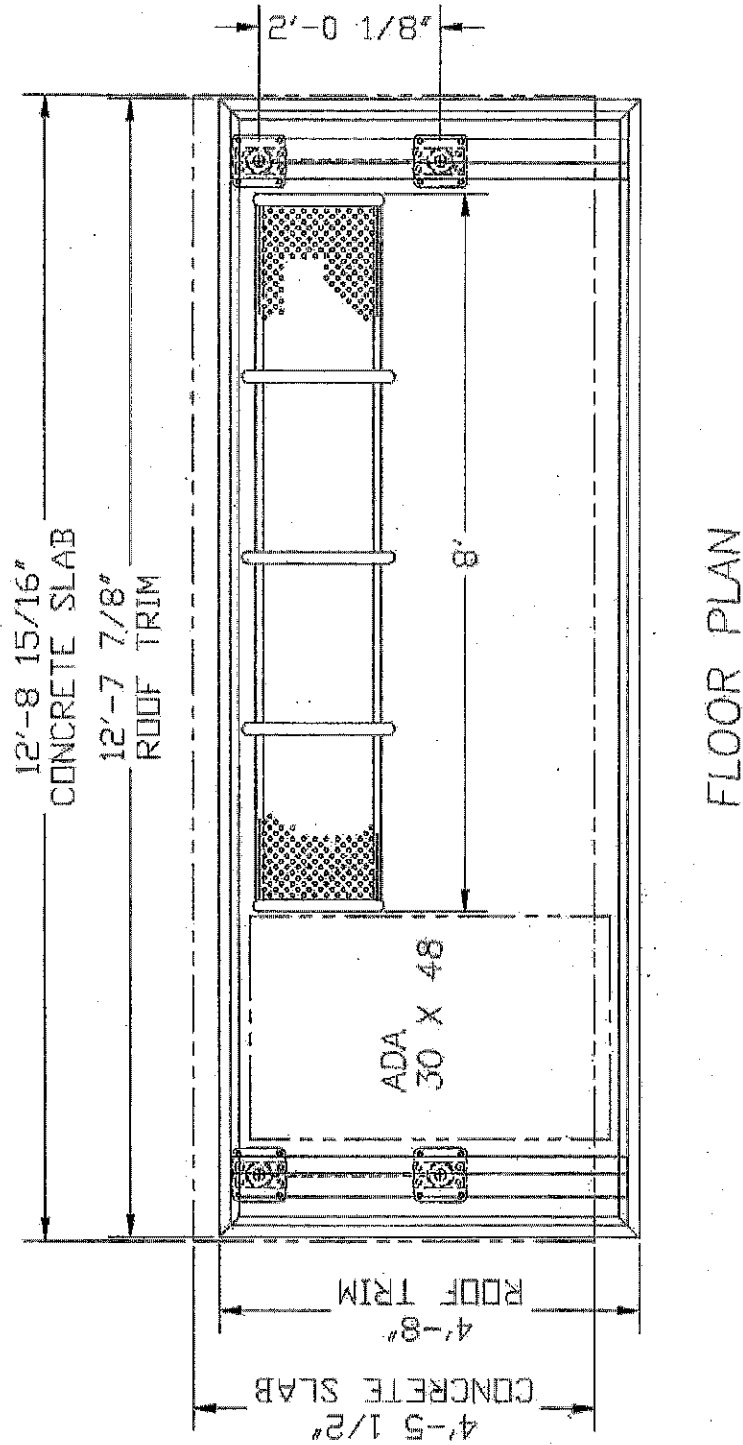


DETAIL 'F' SCALE 1/2"

SECTION A-A BACK SUPPORT POST SCALE 1/4"

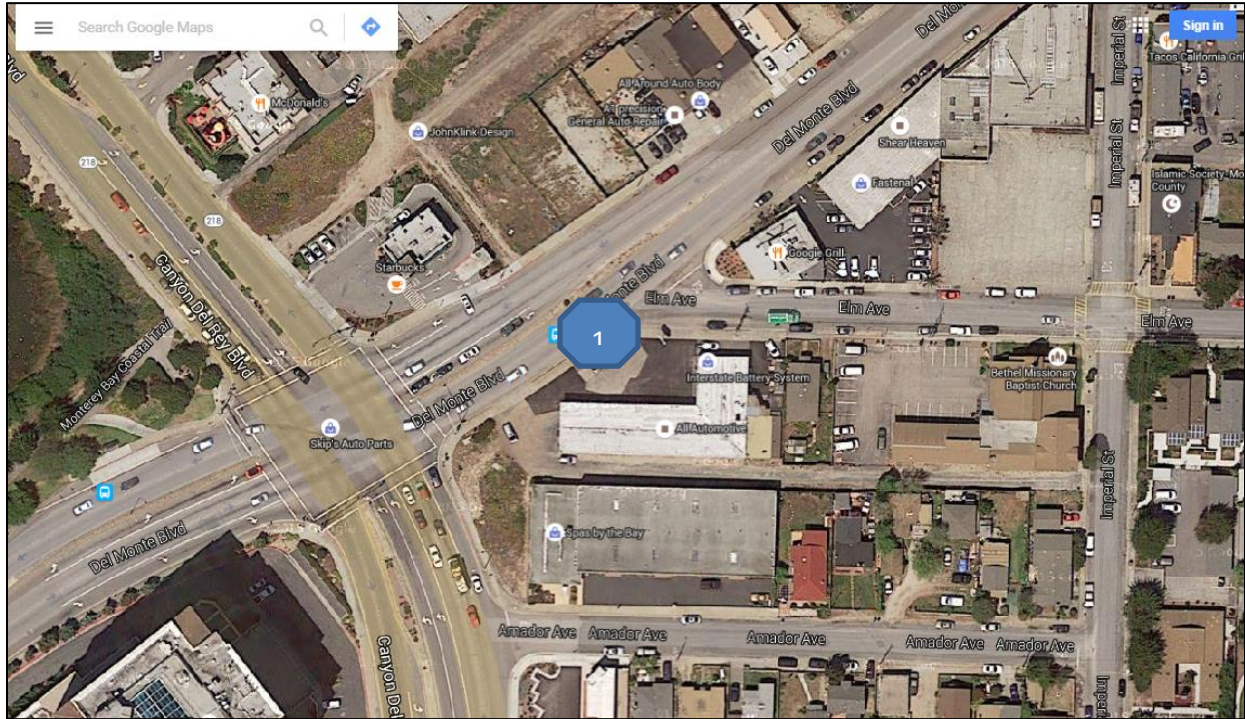
Tolar Manufacturing Company, Inc. 258 Modish Circle, Corona, CA 92879	
DESCRIPTION	13' NON AD HIGH PEAK PERF WALLS
DATE/ISSUED	MONTEREY SALINAS TRANSIT
REV	15258-00
ALL ALUM.	15258-00
1/16	10/04/11
DATE	MR

FLOOR PLAN



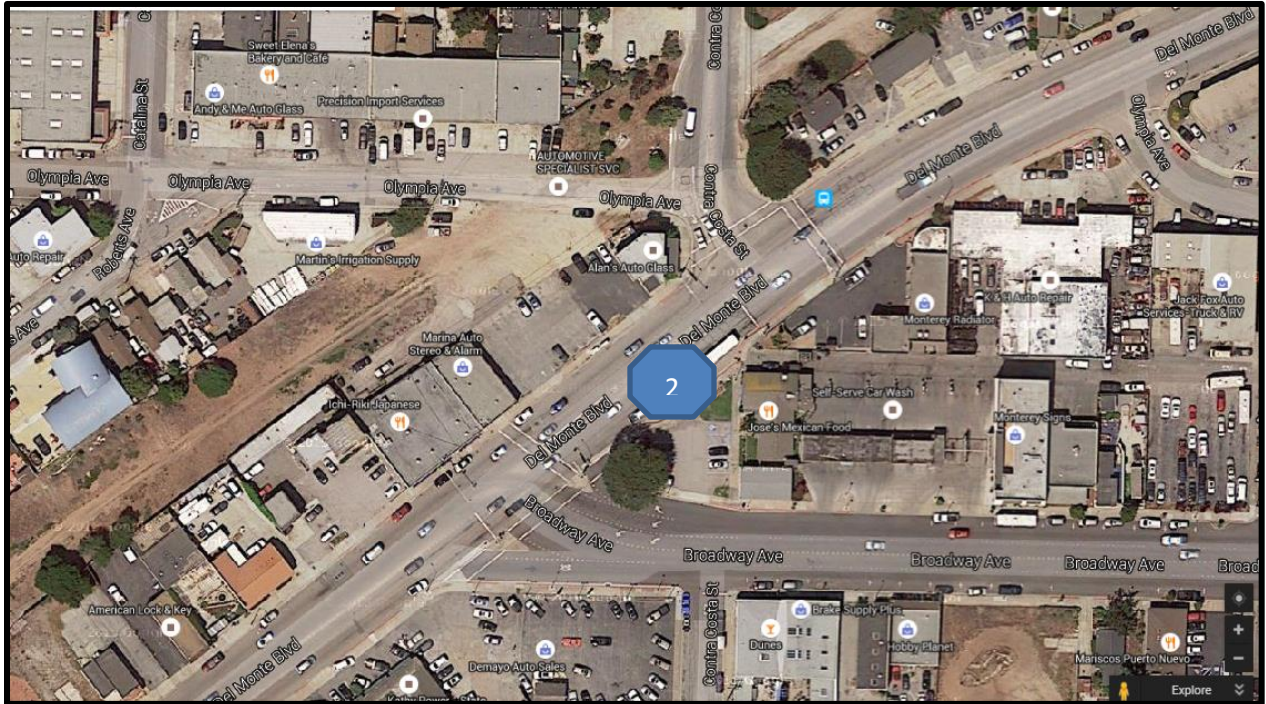
No. 1 - 1490 Del Monte Boulevard

In front of Skip's Auto parts



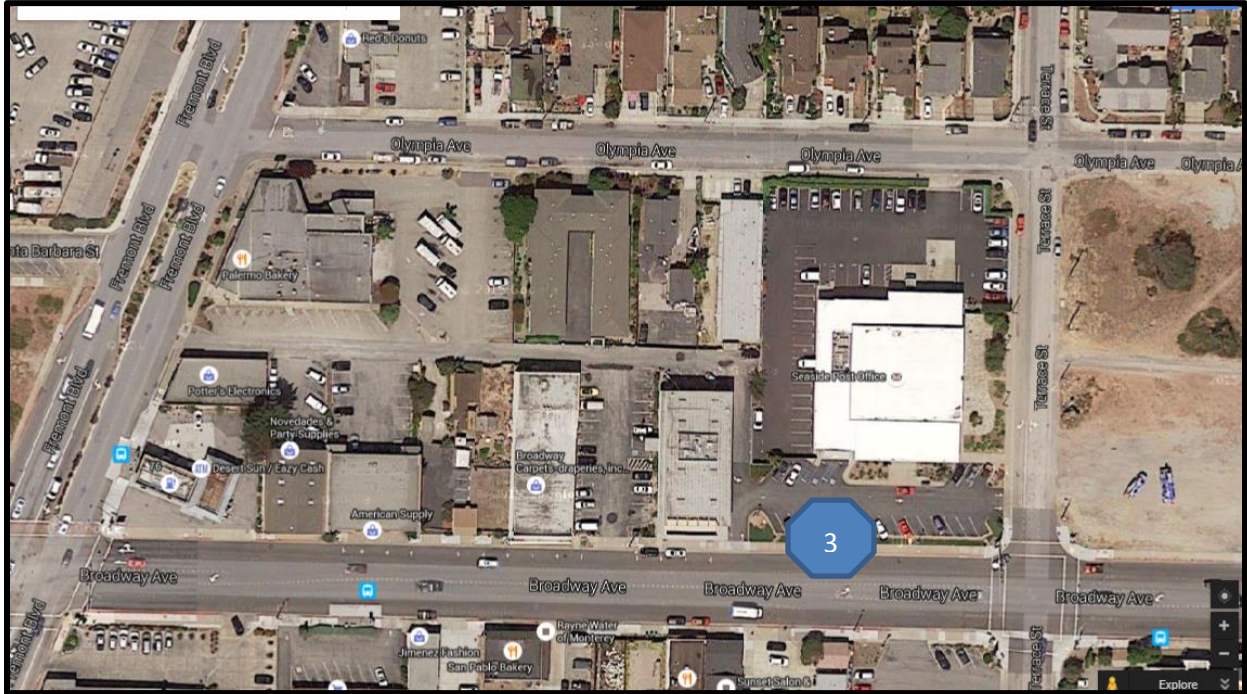
No. 2 – West of 1612 Del Monte Boulevard

In front of Jose's Restaurant



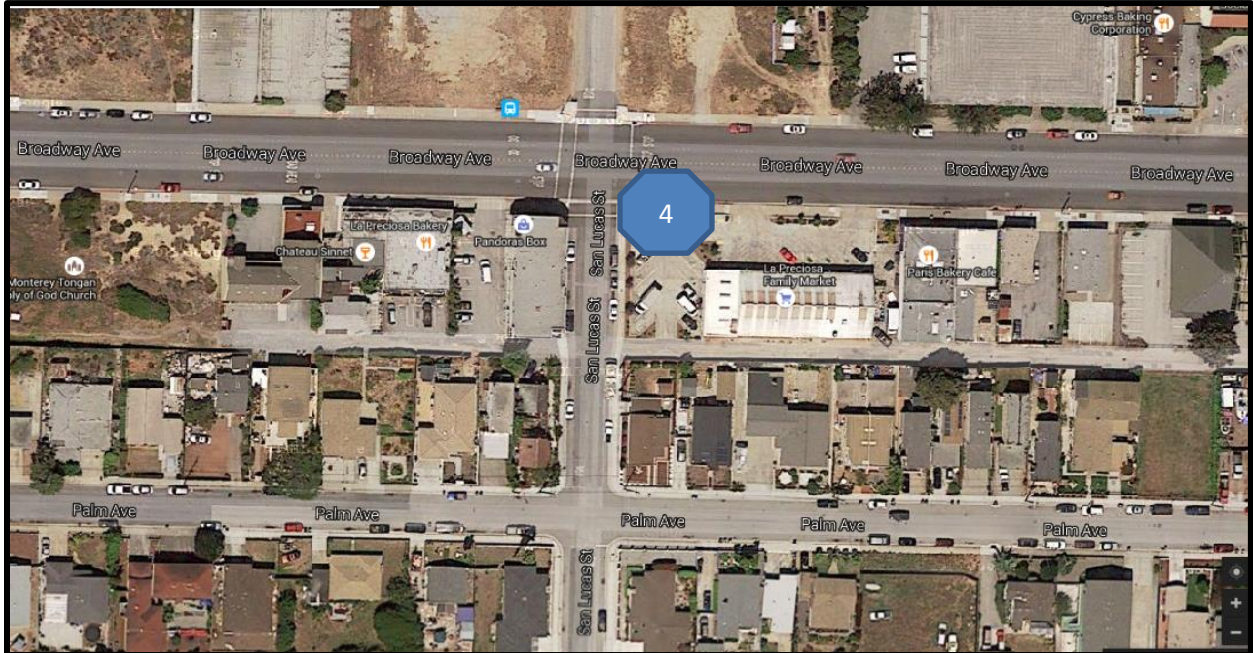
No. 3 – 1093 Broadway Avenue

In front of US Post Office

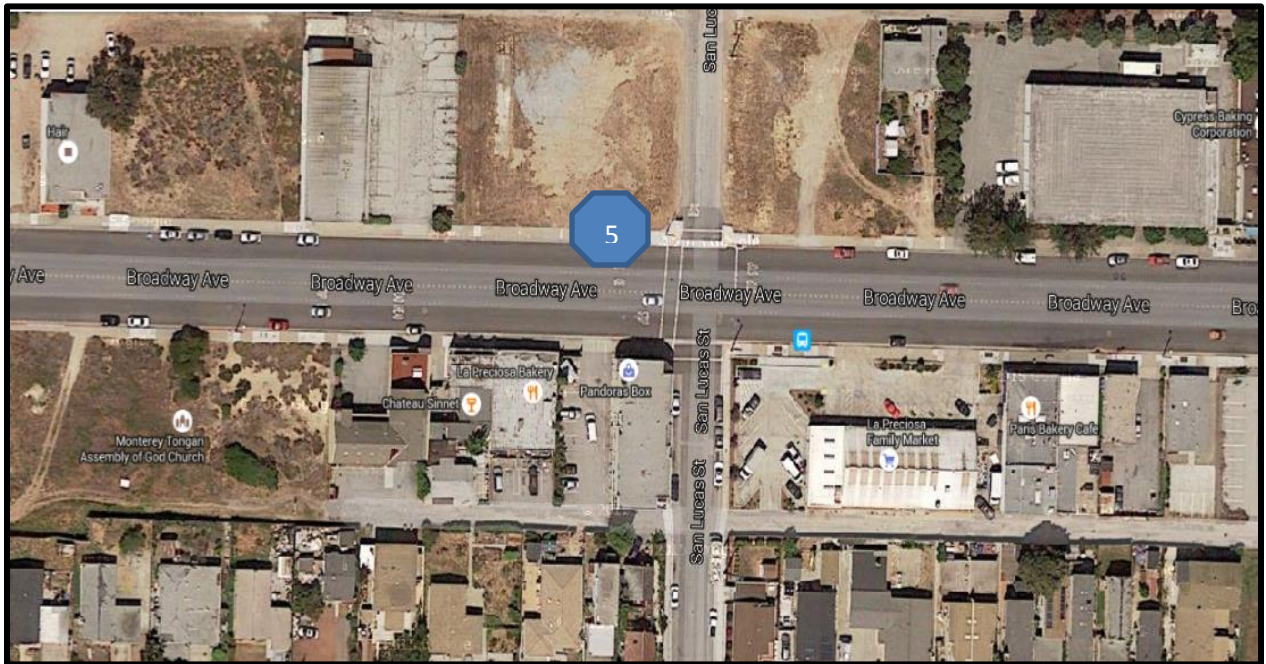


No. 4 – 1220 Broadway

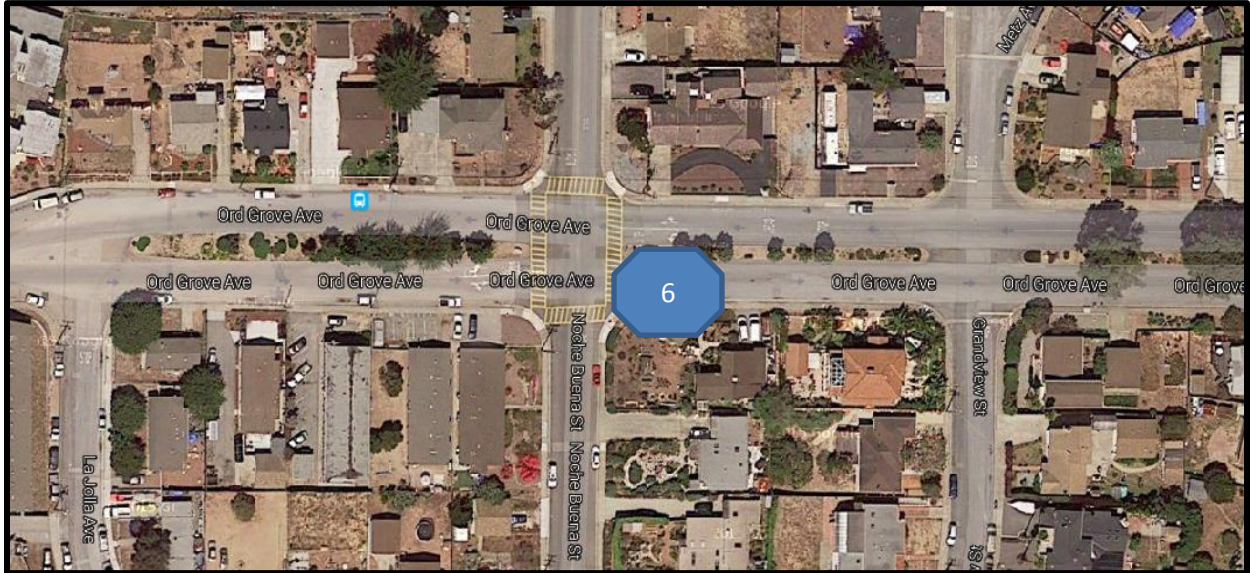
In front of La Preciosa Market



No. 5 – NW corner of Broadway Avenue and San Lucas Street



No. 6 – Southeast corner of Noche Buena Street and Ord Grove Avenue





COMMENT SHEET PUBLIC WORKS-ENGINEERING DIVISION

Project Address: Various locations Date Routed: 12/16/15
Project Number: BAR-15-18 APN: NA
Applicant: Monterey Salinas Transit
Description: Six new bus shelters to replace existing benches currently located at Del Monte/Broadway, Del Monte Canyon Del Rey, Ord Grove/Noche Buena, Broadway/Terrace, and two on at Broadway/San Lucas

CONDITIONS

Post Construction Requirement Initial Review (LID)	Single Family Dwelling ☐ or Commercial ☒
Impervious Area: ($\geq 2,500$ sf-new/replaced) ☐ ($\geq 5,000$ sf-net) ☐ ($\geq 15,000$ sf-net) ☐ ($\geq 22,000$ sf-net)	
Performance Requirement: Exempt ☒ #1 ☐ #2 ☐ #3 ☐ #4 ☐ (#2-#4 require stormwater plan)	
Erosion Sediment Control Plan	☐ (additional square footage)

The Public Works Department, Engineering Division, has completed a review of plans/documents for the above project. The following Conditions of Approval shall be satisfied prior to or in conjunction building/encroachment permit application or final occupancy approval.

1. Prior to final inspection, any curb, gutter and sidewalk damaged during construction shall be replaced by a licensed concrete contractor in conformance with the most current applicable engineering standards, and upon the prior issuance of an Encroachment Permit from the Public Work Department.
2. Applicant to apply for an Encroachment Permit for the construction of bus shelter improvements.
 - a. Application shall include plans for each bus shelter location. Plans shall provide design of Bus Boarding and Alighting (a.k.a. bus stop and terminal) areas showing conformance with applicable sections of the 2010 American's with Disability Act, 2010 & 2013 California Building Code.
 - b. Applicant is not responsible for addressing accessible routes beyond the Bus Boarding and Alighting area, but improvements may be required beyond the Bus Boarding and Alighting area to conform to existing sidewalk conditions.
 - c. Plans shall be stamped by a civil engineer licensed in the State of California.
 - d. Plans shall be approved by a Certified Access Specialist, CAsp, for the State of California showing conformance to applicable portions of the American's With Disability Act (ADA) and California Building Code.
 - e. Plans shall clearly denote limits of public right of way
 - f. Applicant shall be responsible for securing deeds or easements to construct Bus Boarding and Alighting areas that extend beyond the public right of way.

Prepared by: Scott Ottmar
Approved by: Tim O'Halloran
Project Address: Various Locations

■ Original Signed: 2/3/16
■ Original Signed: 2/3/16
Staff Time (hrs): 2

If you have any questions, please contact Scott Ottmar, Assistant Civil Engineer, at the Public Works Department, Engineering Division, at (831) 899-6825 or fax at (831) 899-6311, or email sottmar@ci.seaside.ca.us.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.B.

TO: Board of Architectural Review

BY: Diana Ingersoll, Deputy City Manager Resource Management Services
Rick Medina, Senior Planner

DATE: April 6, 2016

SUBJECT: **Architectural Review Application No. BAR-16-03 and Master Sign Program Application No. MSP-16-02:** Peninsula Real Estate Investment, Property Owner, and T. Wayne Bogart, Applicant, are requesting design review approval for amendments to the exterior façade of an existing automobile showroom and amendments to an adopted Master Sign Program for on-site signs associated with a Volkswagen and Fiat new car dealership franchise. The project site is located at 1735 Auto Center Parkway and 3 Geary Plaza in the Automotive Commercial (CA) Zoning District. The project is Categorically Exempt Class 1, Section 15301(e) from the California Environmental Quality Act (CEQA).

PURPOSE

In accordance with Section 17.62.030.B.8 of the Seaside Municipal Code, the applicant and property owner are requesting design review approval of changes to an approved project to allow for:

1. Modifications to the exterior building colors and exterior signs for the conversion of an existing automobile showroom from Fiat to a Volkswagen franchise located at 1735 Auto Center Parkway; and
2. Modifications to the adopted Master Sign Program for the installation of new onsite signs for a Volkswagen dealership at 1735 Auto Center Parkway and the relocation of the Fiat wall signs onto an existing showroom building located at 3 Geary Plaza.

RECOMMENDATION

Staff recommends that the Board of Architectural Review approve the proposed façade modifications and new Master Sign Program subject to the conditions of approval.

BACKGROUND

SITE LOCATION AND DESCRIPTION

The project site is located within the Seaside Auto Center on a 4.68 acre parcel (Assessor's Parcel 011-534-007), generally located at 3 Geary Plaza and 1735 Auto Center Parkway. See Attachment 2 for location map. The project site is bordered to the north, south, and east by automotive uses and Granite Rock construction supply store to the west (See Figure 1). Site photographs are provided as Attachment 3.

Figure 1: Project Site Adjacent Land Uses

NW	N			NE
	Granite Rock	Cypress Coast	Monterey BMW	
W	Granite Rock	Project Site	Cypress Coast	E
	Granite Rock	Victory Toyota	Sullivan Tires	
SW		S		SE

BACKGROUND

The site is currently developed with three buildings consisting of a one-story 8,174 square-foot primary showroom/administrative office area (Building #1) for Chrysler, Dodge, Jeep, and Fiat, a 28,087 square-foot automotive showroom and service area (Building #2) that will be occupied Volkswagen, and a 9,904 square-foot service building used for general service and maintenance for the entire dealership (Building #3). The proposed modifications to the exterior of Building #2 and relocation of the existing Fiat Wall signs onto Building #1 are occurring to accommodate the conversion of the showroom at Building #2 for the Volkswagen franchise.

PROJECT DESCRIPTION

The proposed exterior facade and sign modifications for 1735 Auto Center Parkway are listed in Table 1 below:

Table 1 – Proposed Exterior Façade and Sign Modifications

Design Elements	Proposed Exterior Material, Finish and Color
Façade	Existing Fiber Cement Panel (CEM-1), to be painted Sherwin Williams “Soothing White” SW6539 Existing CMU wall and drive-through portico to be painted Sherwin Williams “Gray Shingle” SW7670 Construct 15’-10” tall entry sign feature on East façade. Exterior of

	entry sign feature will consist of aluminum composite panels painted white to match Sherwin Williams "Soothing White" SW6539.
Window Glazing	No Changes to existing window glazing
Storefront System	No changes to existing Kwaneer, clear anodized aluminum
Concrete Walkway	No changes to existing Concrete Walkway, Davis Colors Graphite (Pigment #8084 Carbon) with sandblasted finish
Signs	The existing Fiat Brand Signage will be replaced with an oval 3'-9" diameter Volkswagen clip logo sign to be placed on the front on the entry feature; An oval 4'-0" diameter Volkswagen clip logo sign above the side entry on the north elevation; A 9'-0" by 2'-0" dealer name "Seaside" channel letter sign with black backlit letters will be added on the left side of the east façade; An 11'-0" by 2'-0" non-illuminated dealer service sign with black vinyl letters will be added on the east façade of the drive-through portico; a new 4'-0" tall by 3'-7" wide freestanding directional sign near the drive entrance on Auto Center Parkway; a new 8'-0" tall by 3'-0" wide freestanding sign with VW Auto World insignia on the south end of the parking lot. Face change on an existing freestanding pylon on the right side of the drive entrance for 1735 Auto Center Parkway by replacing an existing Fiat logo with a Volkswagen logo.

Examples of existing an dealership using similar colors and entry feature sign is provided as Attachment 4.

One of the existing 4'-0" diameter oval Fiat Clip signs as shown on the site photographs will be relocated onto the northern façade of the showroom building located at 3 Geary Plaza.

The project plans and color board are provided as Exhibit "A" to Attachment 1.

STAFF ANALYSIS

The proposed project is located in the Seaside Auto Center and is subject to the Automotive Regional Commercial (CA) Zone standards Center contained in Chapter 17.25 of the Seaside Municipal Code. The requirements of this Chapter are intended to encourage modern and contemporary building styles in order to modernize and update the older building styles within the CA Zone. Manufacturer image programs are acceptable.

Architecture

According to the Automotive Regional Commercial Zone standards, the architectural design

standards are seeking to reflect a modern, contemporary design for the individual dealerships. The proposed elevations utilize of a modernistic scheme and selection of building materials consistent with the design standards for the CA zone. No changes are being proposed to the existing materials except for the exterior colors to match the Volkswagen corporate image. City staff finds that the change to a white color will continue to make the showroom building harmonious with the surrounding automotive showroom and offices at 3 Geary Plaza and will enhance the character of the area.

Signs

Per the sign standards for the auto center, all signs are subject to the approval of a Master Sign Program. City staff finds that the proposed changes will be to scale with the building and the necessary sign area to provide brand recognition and customer service orientation to the various auto sale products and service/maintenance functions of the auto dealership.

ENVIRONMENTAL DETERMINATION

The project is Categorically Exempt Class 1, Section 15301(e)(2) from the California Environmental Quality Act. Class 1(e) exemption consists of minor interior and exterior alterations and additions that would result in less than 10,000 square feet if:

- (A) The project is in an area where all public services and facilities are available to allow for maximum development permissible in the General Plan; and
- (B) The area in which the project is located is not environmentally sensitive.

Evidence: The proposed project will consist completing exterior paint changes, a new 15'-10" entry sign feature, and sign face changes onto an existing structure, City staff has determined that through compliance with code requirements there are no significant environmental associated with the project either individually or cumulatively.

FINDING

1. The proposed project is consistent with the objectives of the General Plan, complies with applicable zoning regulations, and Design Guidelines for the Auto Center.

Evidence: The site plan and building elevations have been reviewed in accordance with the General Plan, Zoning Code, and Design Guidelines for the Auto Center, and it is concluded that the project's architecture and site planning meet all applicable design requirements. The color and sign changes to the showroom building takes into account the scale, style, and architectural character of the surrounding area, and meets high aesthetic and design integrity standards of the Auto Center Design Guidelines.

2. The proposed architecture and site design are suitable for the purposes of the building and site and will enhance the character of the Auto Center and neighboring

commercial properties.

Evidence: The proposed site plan and building elevations provide all design elements required by the Design Guidelines for the Auto Center, including consistent detailing of the architectural style, providing sufficient pedestrian connectivity, and application of consistent color palette throughout the project.

3. The architecture, including the character, scale, and quality of the design, relationship with the site and other buildings, building materials, colors, screening of exterior appurtenances, exterior lighting and signing and similar elements establishes a clear design concept and is compatible with the character of buildings on adjoining and nearby properties.

Evidence: The proposed exterior color and sign modifications will provide all required design elements that would establish an attractive development, and will be compatible with adjoining and nearby properties.

FISCAL IMPACT

There is no fiscal impact associated with this item.

ATTACHMENTS

1. Attachment 1 - Conditions of Approval
 2. Attachment 1 - Exhibit "A" Building Elevations and Sign Plans
 3. Attachment 1 - Exhibit "A" Color/Material Board
 4. Attachment 2- Location Map
 5. Attachment 3 - Site Photos
 6. Attachment 4 - VW Facade Entry and Colors example
-

Conditions of Approval
File No. BAR-16-03 and MSP-16-02
April 6, 2016

Project Specific:

Planning:

1. Except as modified by required conditions of approval, plans submitted for a building permit shall substantially conform to the plans identified as “Seaside Volkswagen.” stamped as received on “March 4, 2016” and approved on April 6, 2016.

Building:

2. The proposed project shall be constructed in compliance with the 2013 California Building Code. Building permits shall be obtained for all construction work, as required by the Seaside Building Official.
3. Building permit plans shall be prepared and stamped by a licensed architect or engineer.

Fire Department:

4. The proposed project shall be constructed in compliance with the 2013 California Fire Code.

Public Works:

5. Applicant shall comply with the requirements of the Public Works Department for any encroachment permits or modifications to existing paving/concrete areas.

Standard:

6. Board of Architectural Review approval shall not be valid until the applicant has signed and accepted these conditions of approval. Failure to sign the conditions and return them to the Planning Division within fifteen (15) days from the date of approval will result in the Board of Architectural Review approval becoming null and void.
7. Board of Architectural Review approval shall be valid for a period of one (1) year from the date of approval of this project in accordance with S.M.C.S. 17.54.080. Project approval will become null and void if a building permit is not exercised within one (1) year from date of approval.
8. Proposed changes to the approved application(s) must receive approval from the Board of Architectural Review, unless approved by the Director as outlined in Seaside Zoning Code Section 17.54.090.C.

9. The applicant agrees as a condition and in consideration of the approval of this discretionary permit that it will defend, indemnify and hold harmless the City of Seaside or its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul this approval. The applicant will reimburse the City for any court costs and attorney's fees, which the City may be required by a court to pay as a result of such action. City may, at its sole discretion, participate in the defense of such action; but such participation shall not relieve applicant of his obligations under this condition. The City shall promptly notify the applicant of any such claim, action, or proceeding, and the City shall cooperate fully in the defense thereof.
10. Any proposed future development shall comply with the requirements of the Fire, Health, Planning, Code Enforcement, Building and Public Works Departments.
11. The project shall be responsible for all applicable local and/or regional development and/or impact fees including, but not limited to, sewer, water, and traffic fees, which shall be paid prior to building permit issuance.
12. The proposed project shall comply with the applicable requirements of the Monterey Peninsula Water Management District for the installation of new water fixtures and landscape irrigation equipment.
13. The issuance of building permits involving the installation of new water shall be subject to the availability of an adequate supply of water and sewer capacity to serve the project.
14. Water conservation fixtures shall be provided in the proposed project.

BOARD OF ARCHITECTURAL REVIEW APPLICATION NO. BAR-16-03
AND MASTER AGIN PROGRAM No. MSP-16-02

This permit is hereby accepted upon the express terms and conditions hereof, and shall have no force or effect unless and until agreed to, in writing, by the applicant and property owner(s).

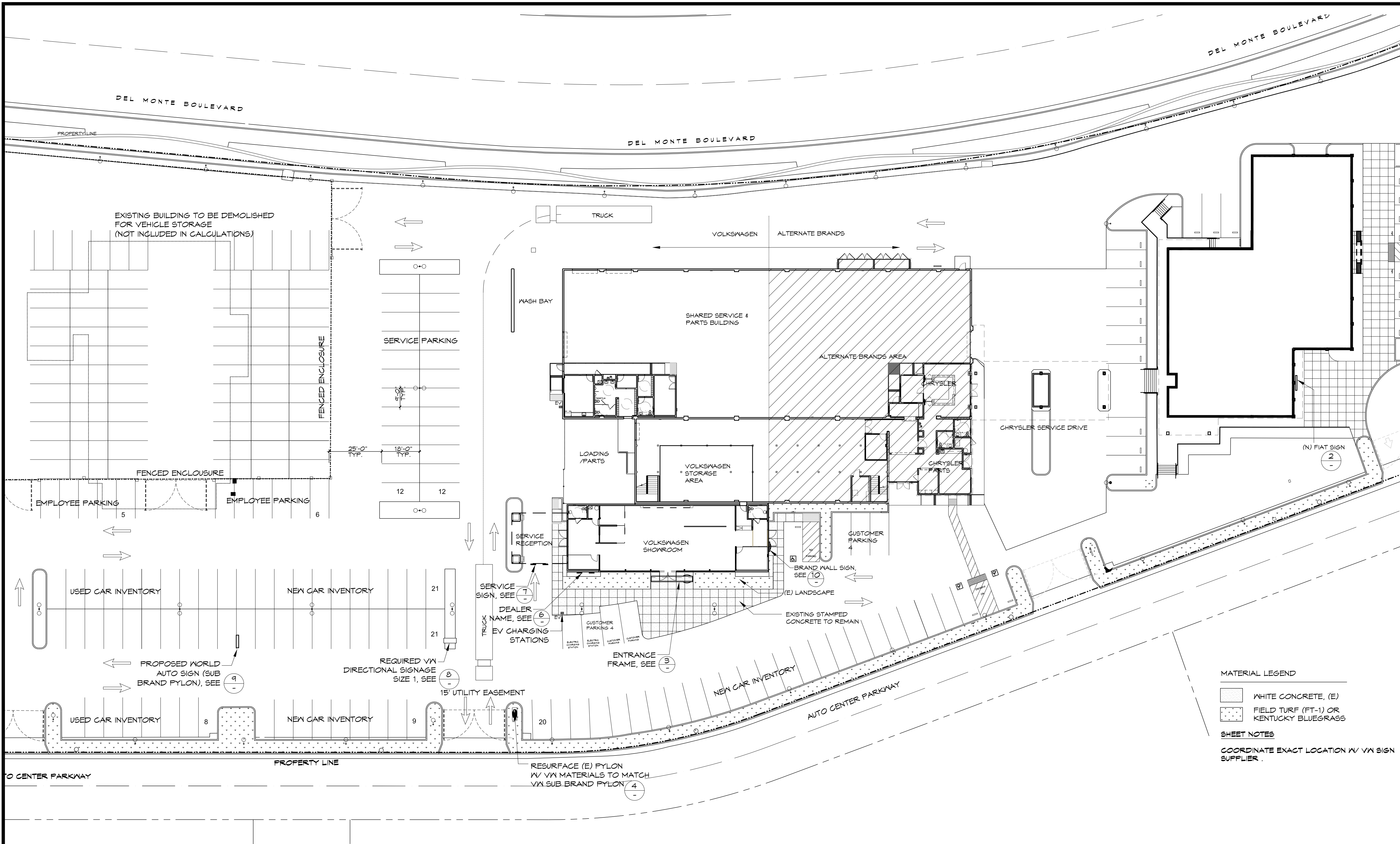
The undersigned hereby acknowledge the approved terms and conditions and agree to fully conform to, and comply with, said terms and conditions within the time frames approved by the City of Seaside Board of Architectural Review.

Applicant's Signature

Date

Property Owner's Signature

Date



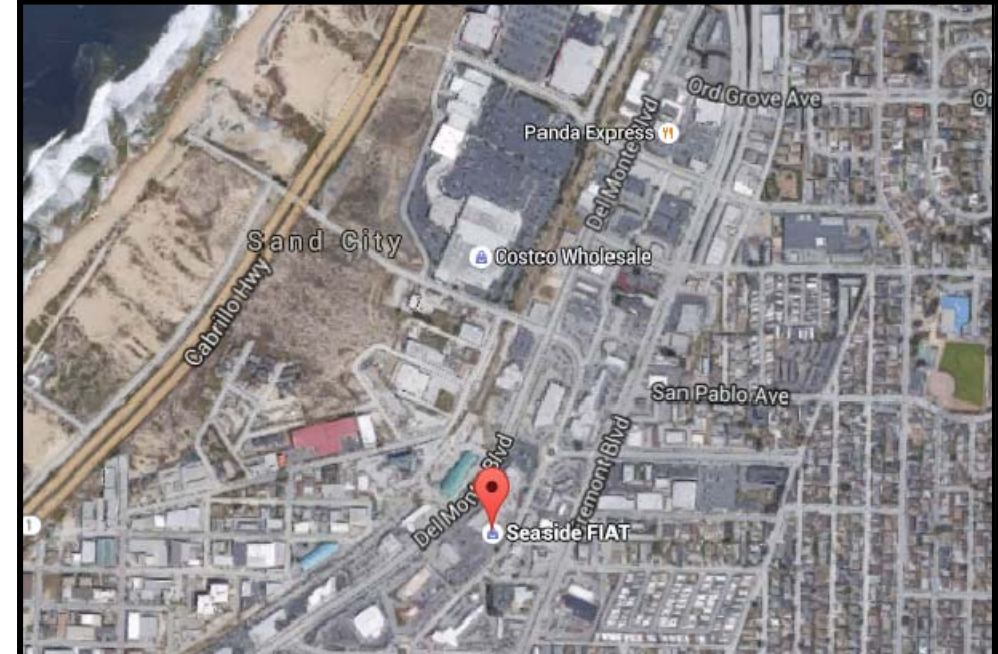
DRAWING INDEX

A1 SITE PLAN, BRANDING ITEMS
A2 ELEVATIONS

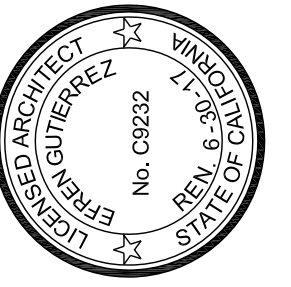
PROJECT DESCRIPTION

CONVERSION OF FIAT DEALERSHIP TO VOLKSWAGEN DEALERSHIP,
PER VOLKSWAGEN'S STANDARDS.

VICINITY MAP



SITE MAP



GUTIERREZ & ASSOCIATES
architects

Revisions:

SEASIDE VOLKSWAGEN

1735 AUTO CENTER PARKWAY
SEASIDE, CA 93955

SHEET REFERENCE:

SITE PLAN
BRANDING ITEMS

DATE: 03 MARCH 2016

A1

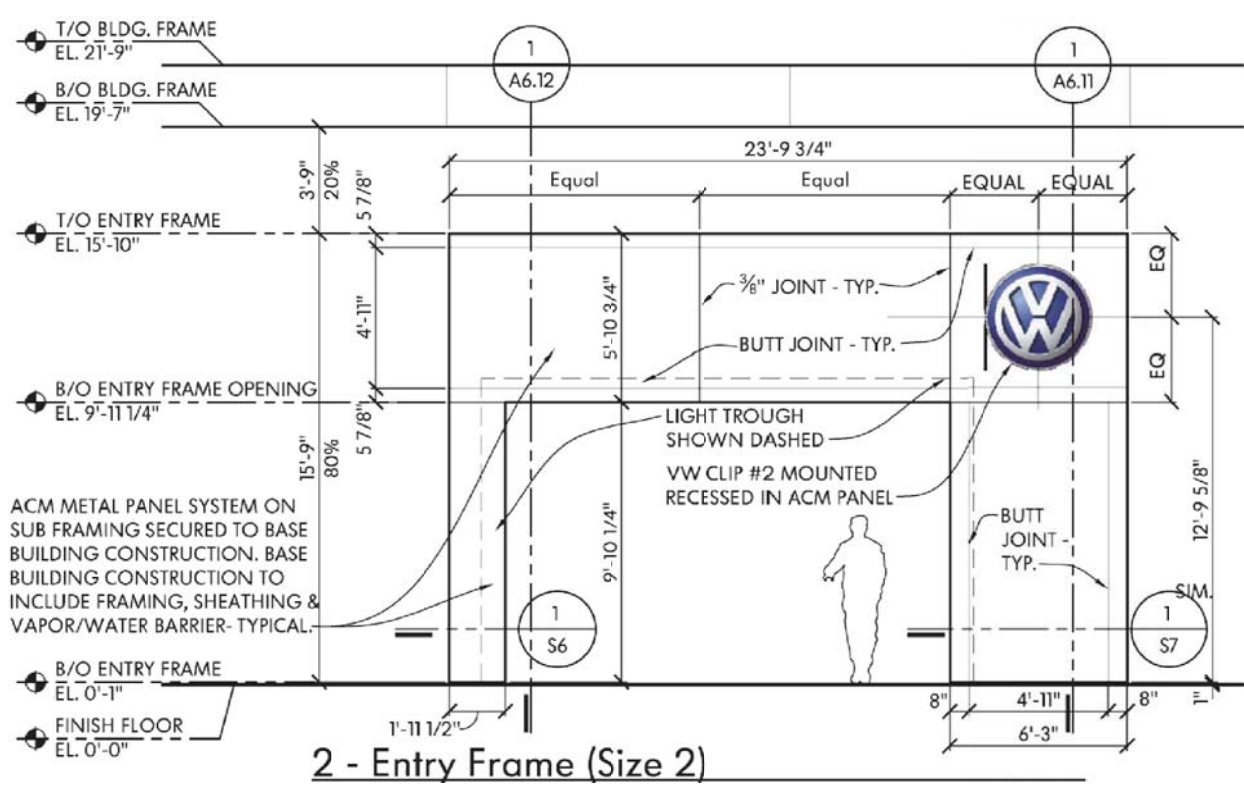
① SITE & ACCESS PLAN

SCALE: 1" = 25'



② (N) FIAT SIGNAGE LOCATION

NOT TO SCALE



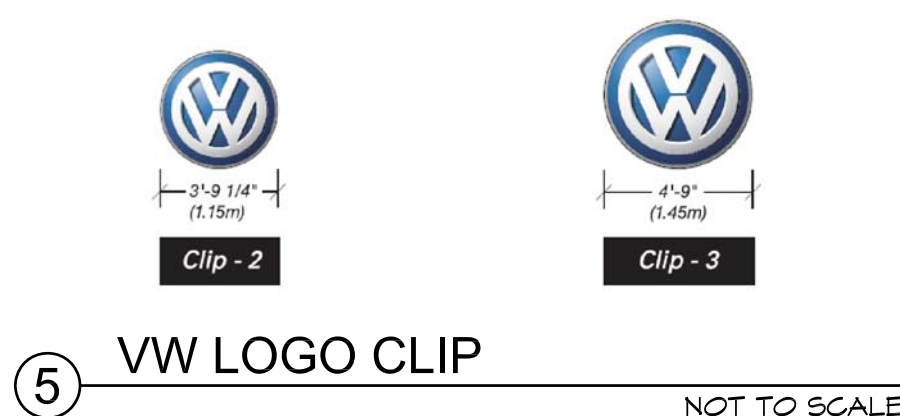
③ VW ENTRY FRAME W/ LOGO CLIP

NOT TO SCALE



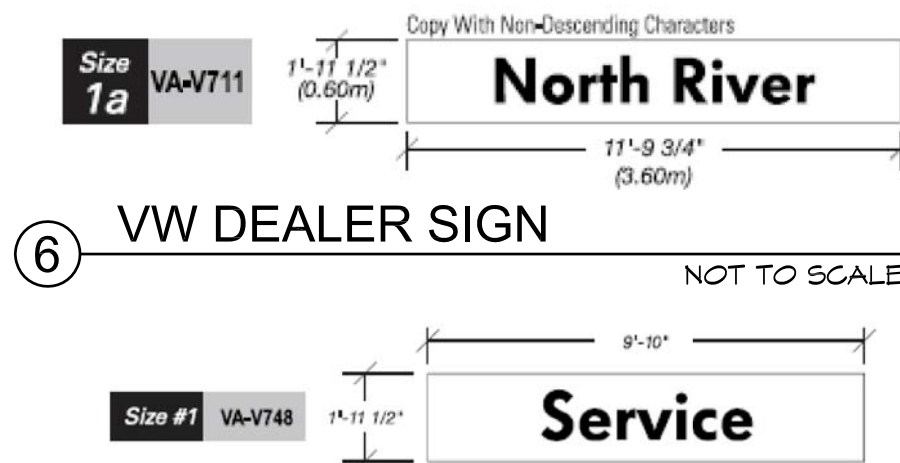
④ VW PYLON

NOT TO SCALE



⑤ VW LOGO CLIP

NOT TO SCALE

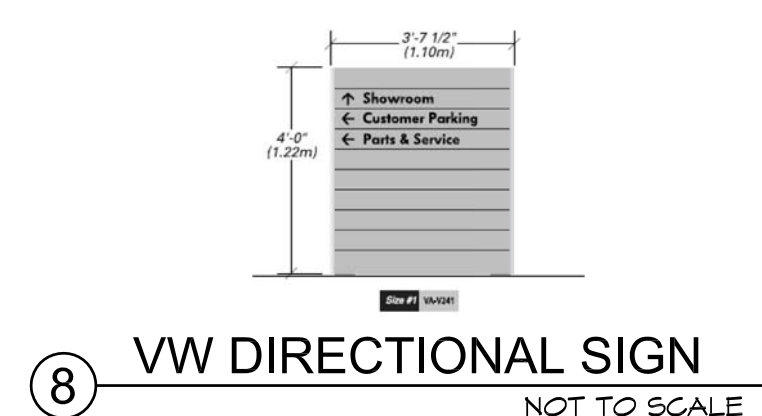


⑥ VW DEALER SIGN

NOT TO SCALE

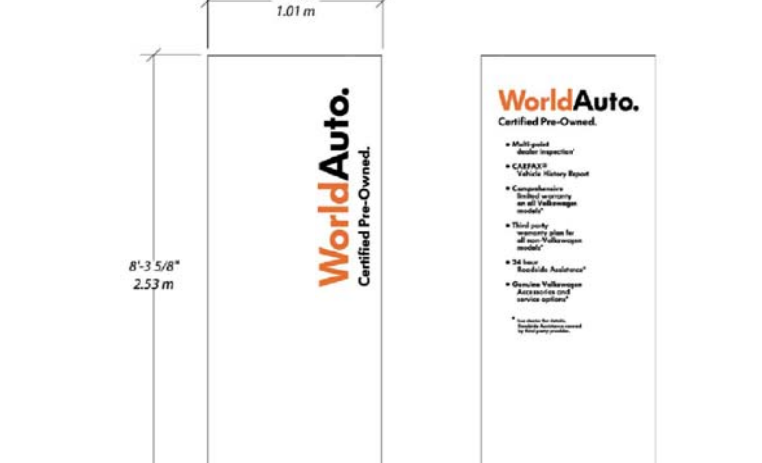
⑦ VW SERVICE SIGN

NOT TO SCALE



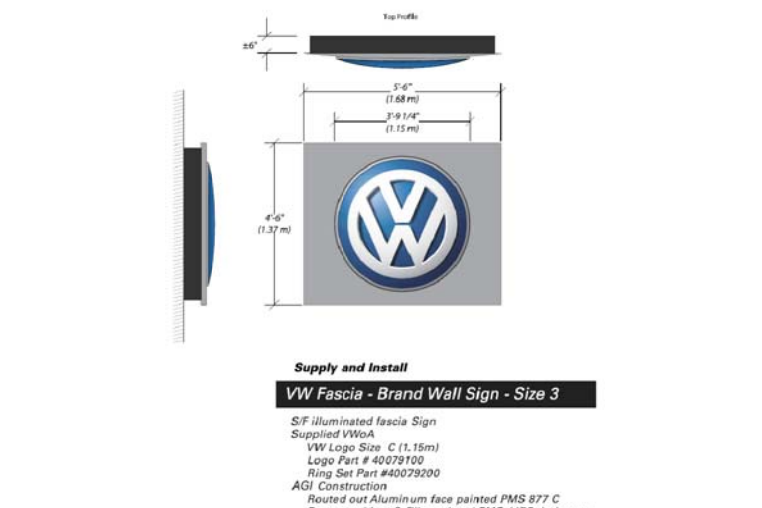
⑧ VW DIRECTIONAL SIGN

NOT TO SCALE



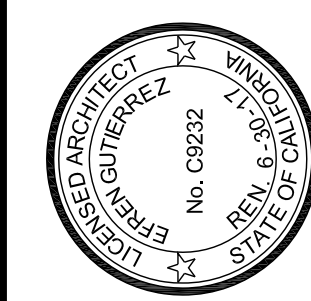
⑨ VW WORLD AUTO SIGN

NOT TO SCALE



⑩ VW BRAND WALL SIGN

NOT TO SCALE



GUTIERREZ / ASSOCIATES
architects

315 14th Street, 2nd Floor
Oakland, California 94612
510 839-3311

Revisions:

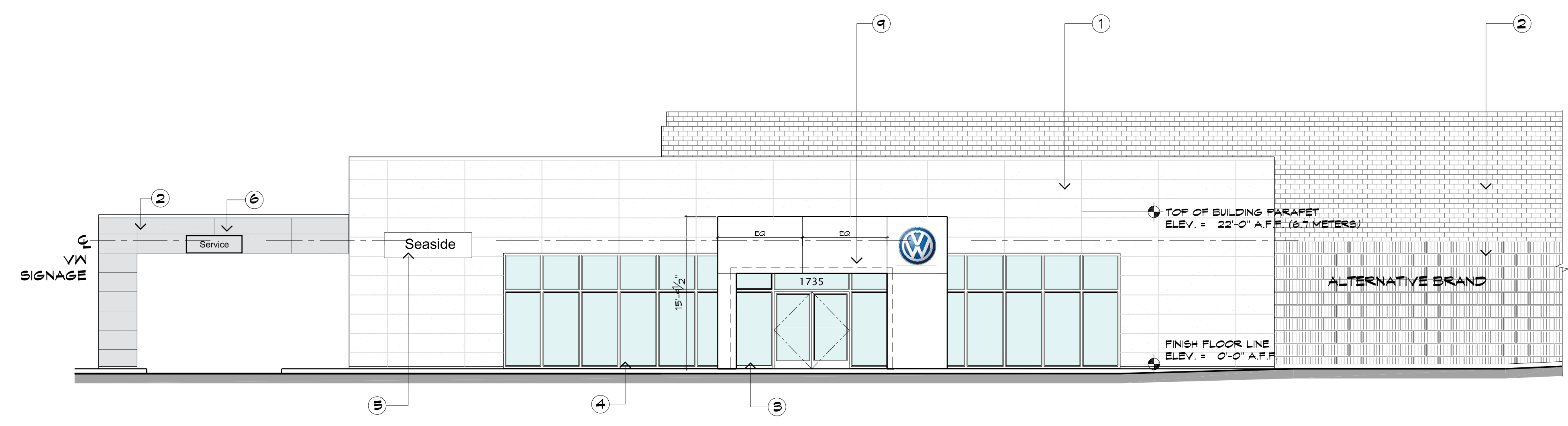
SEASIDE VOLKSWAGEN

1735 AUTO CENTER PARKWAY
SEASIDE, CA 93955

SHEET REFERENCE:
ELEVATIONS, RENDERING & PICTURE
SCHEMATIC SECTION

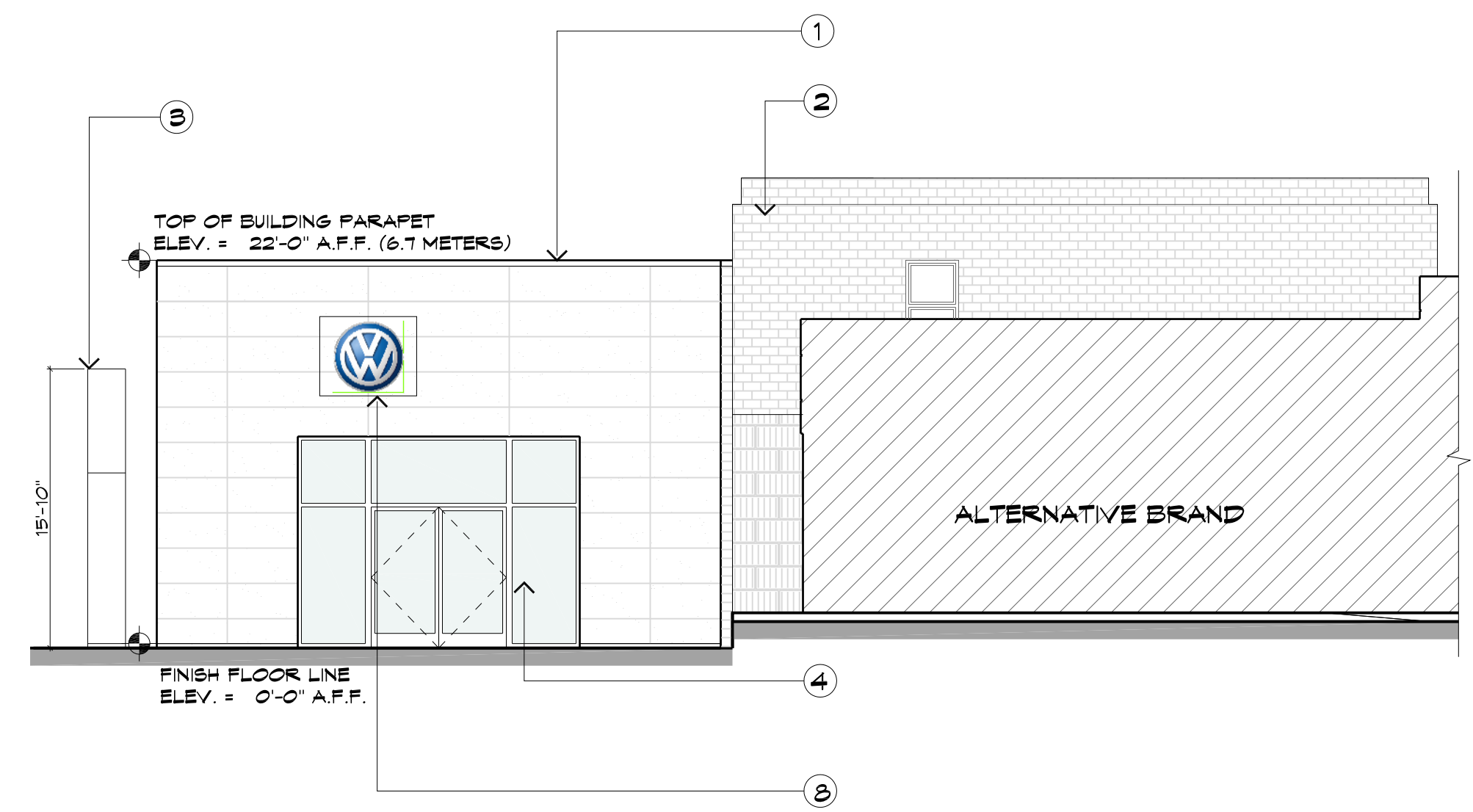
DATE: 03 MARCH 2016

A2



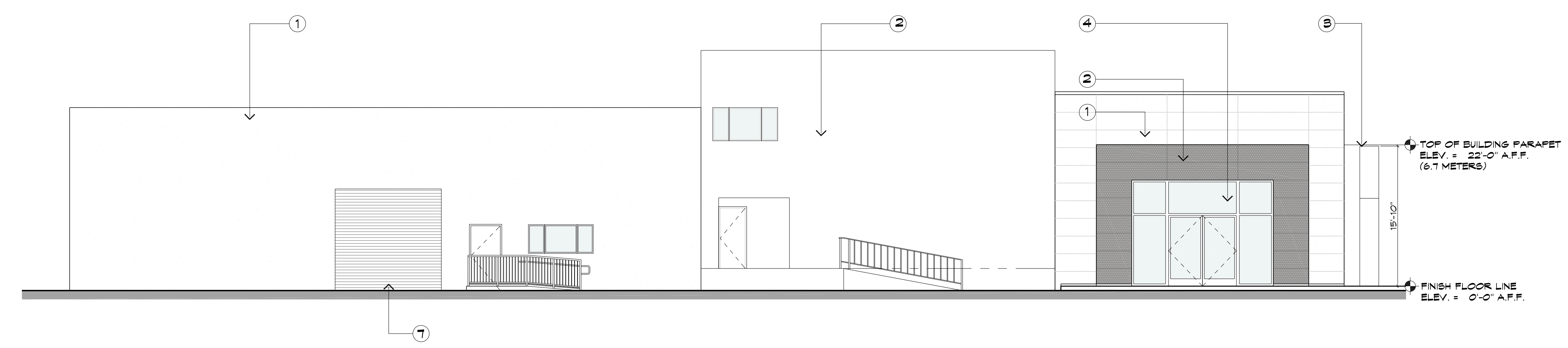
1 NORTH ELEVATION

SCALE: 1/8" = 1'-0"



3 WEST ELEVATION

SCALE: 1/8" = 1'-0"



2 EAST ELEVATION

SCALE: 1/8" = 1'-0"

KEY NOTES

- 1 MATERIAL #1 REFER TO DCD FOR MATERIAL OPTIONS (LIGHTER VALUE: SHERWIN WILLIAMS 6539 SOOTHING WHITE, SATIN)
- 2 MATERIAL #2 REFER TO DCD FOR MATERIAL OPTIONS (DARKER VALUE: SHERWIN WILLIAMS T670 GRAY SHINGLE, SEMI-GLOSS)
- 3 SIZE 2 ENTRY FRAME W/O ILLUMINATION TROUGH AT INTERIOR PERIMETER, & CLEAR INSULATED GLAZING SYSTEM. VW LOGO CLIP-2 ON INTERIOR AND EXTERIOR FACES.
- 4 EXISTING CLEAR ANOD. ALUM. CURTAIN WALL (CA-1) W/ CLEAR GLAZING (GL-1)
- 5 DEALER NAME PLATE W/ BACKLIT LETTERS BY VW SIGN VENDOR. SIZE 1A
- 6 SERVICE SIGN W/ VINYL LETTERS BY VW APPROVED VENDOR
- 7 O.H. DOORS; PAINT PT-7 (TYP.) IF NO GLAZING
- 8 BRAND WALL SIGN - SIZE 3
- 9 LINE OF LIGHT TROUGH FRAME



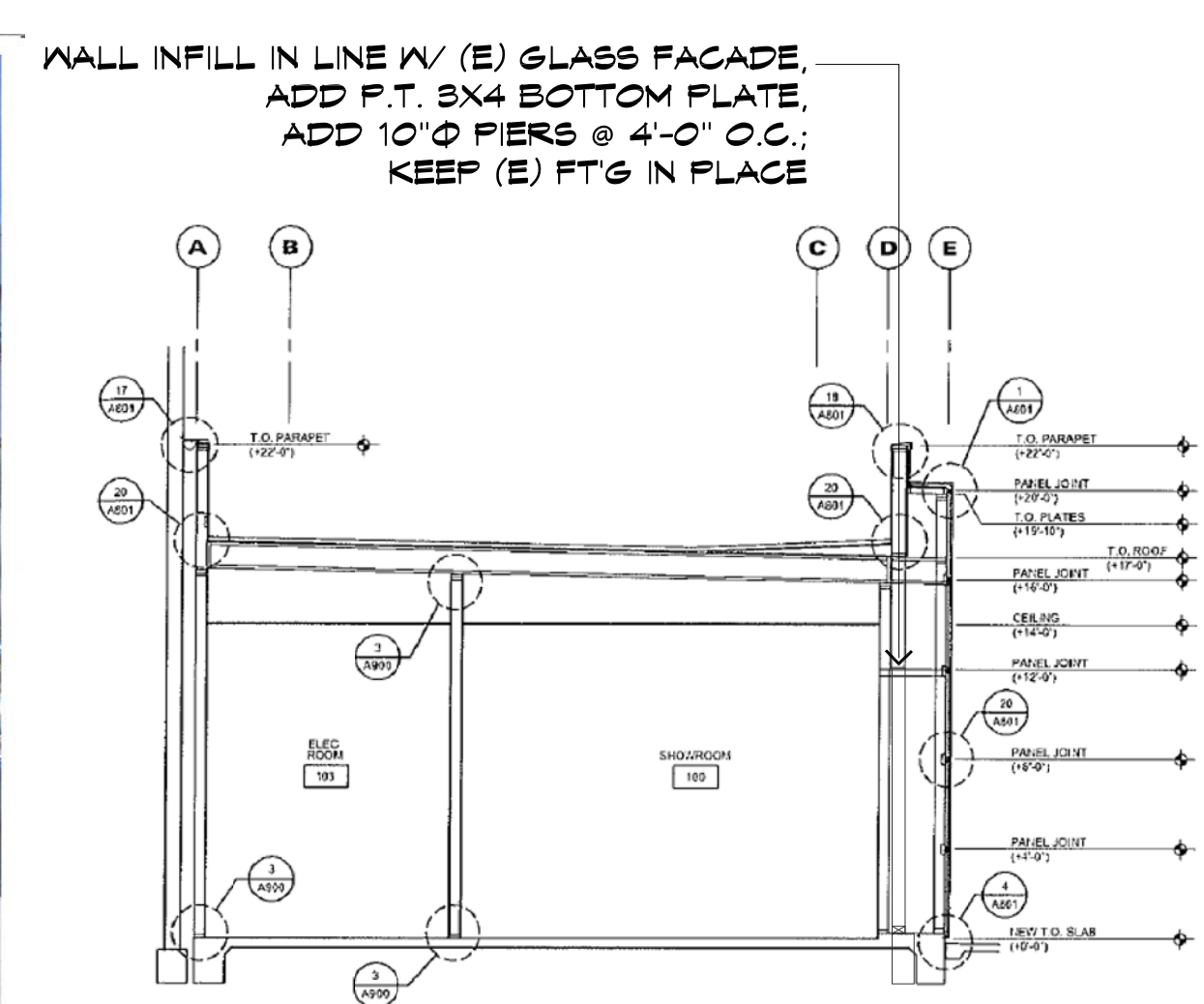
3 NORTH RENDERING

SCALE: NTS



4 PHOTO EXISTING FIAT

SCALE: NTS



5 SECTION THROUGH (E) RED POP-OUT

SCALE: 1/8" = 1'-0"

EXTERIOR PAINT PT-4b

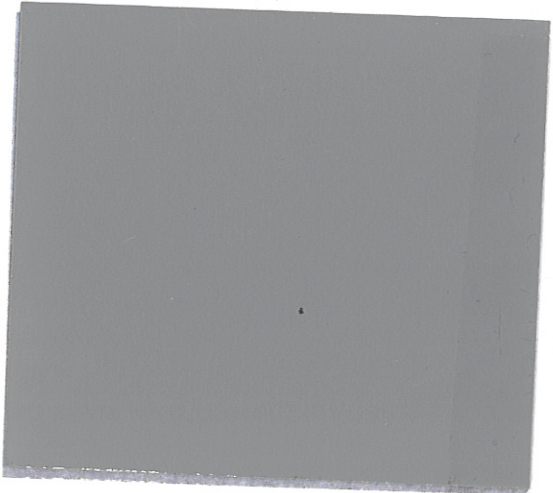
MFG
Sherwin Williams
SPECIFICATION
A-100 satin, Exterior satin recommended,
AOR determine based on substrate condition
COLOR
Soothing White SW6539
LOCATION
Exterior Walls and Underside of Soffits



EXTERIOR PAINT (ACCENT) PT-7

MFG
Sherwin Williams
SPECIFICATION
Pro Industrial Zero VOC Acrylic semi-gloss
COLOR
Gray Single SW7670

FINISH
Semi-Gloss recommended, AOR determine
base on substrate
LOCATION
Existing exterior metal panels, mullions,
exterior metal doors and frames



3 NORTH RENDERING

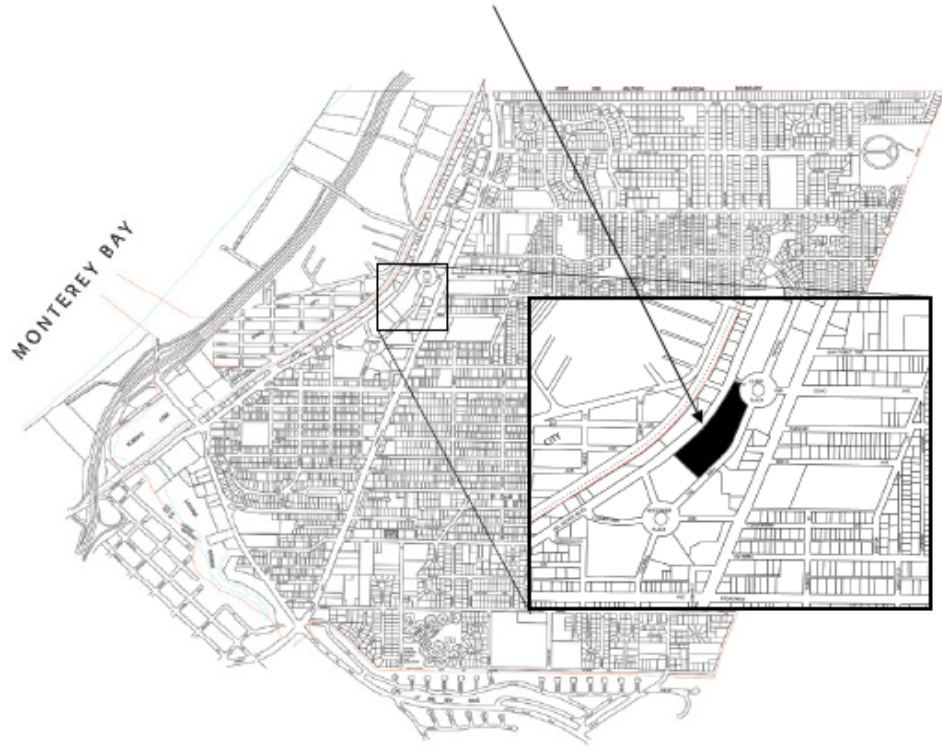
SCALE: NTS

Seaside Volkswagen
Exterior Rendering



Location Map

Project Location: #1735 Auto Center Parkway and # Geary Plaza



Site Photos



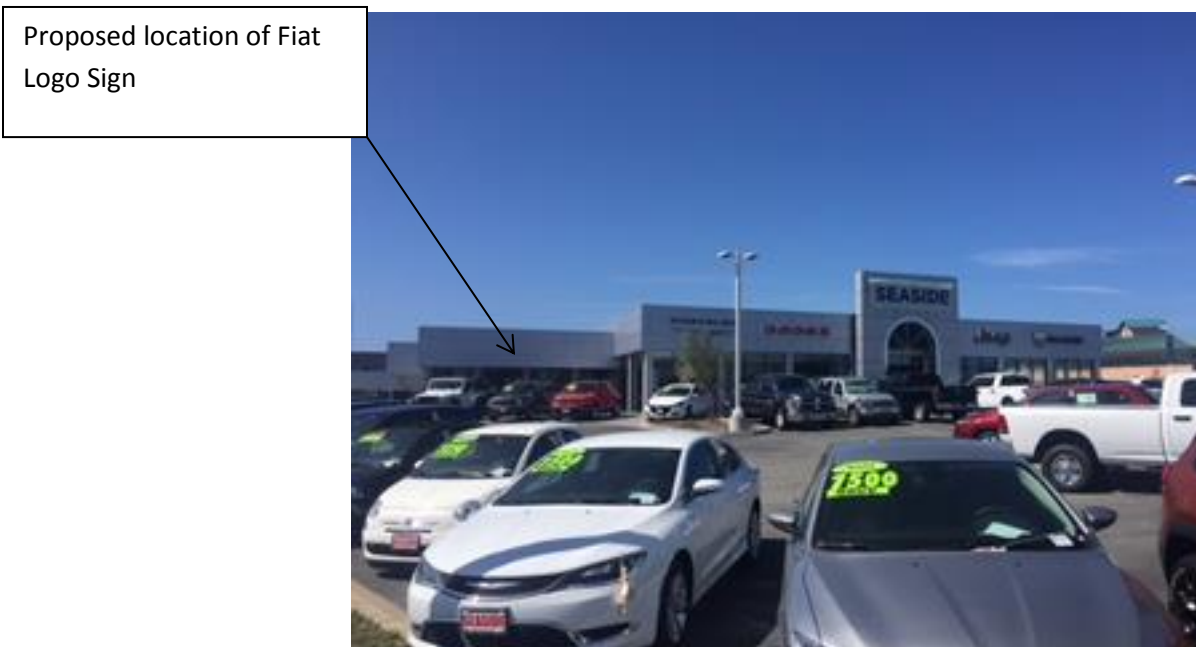
View of East Façade of showroom at 1735 Auto Center Parkway



View of drive entrance to Building #2 Showroom (1735 Auto Center Parkway)



View of north façade for showroom at 1735 Auto Center Parkway



View of auto showroom at 3 Geary Plaza

Volkswagen Colors and Entry Feature Sign

(Note: Freestanding pylon sign is not proposed)

