



AGENDA

CITY OF SEASIDE
BOARD OF ARCHITECTURAL REVIEW

REGULAR MEETING
COUNCIL CHAMBER
440 Harcourt Avenue
Wednesday, June 17, 2015
5:30 PM

PLEASE TURN OFF YOUR CELL PHONES UPON ENTERING THE MEETING

1. **CALL TO ORDER**

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

BOARD OF ARCHITECTURAL REVIEW

Ken Rudisill	Chair
Toby Keller	Board Member
Wendell Montes	Board Member
Mitsugu Mori	Board Member
Kathleen Ventimiglia	Board Member

3. **APPROVAL OF MINUTES**

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. **BUSINESS ITEMS**

- A. **Board of Architectural Review Application No. 14-27 and Master Sign Permit Application 15-02. Storelli Brothers Auto Body, applicant, and Sparolini Investments, property owner, are requesting design review approval for changes to the exterior color scheme and for the installation of new wall signs for an existing auto body and glass business located at 1845 Del Monte Boulevard in the Automotive Commercial (CA) Zoning District. The project is Categorically Exempt from the California Environmental Quality Act pursuant to Class 1, Section 15301, existing facilities.**

PURPOSE:

In accordance with Section 17.62.030.B.8 of the Seaside Municipal Code, the applicant, Storelli Brothers Auto Body, and the property owner, Sparolini Investments, are proposing to modify the existing exterior color scheme and replace the wall signs on an existing commercial building located at 1845 Del Monte Boulevard. The change to the exterior color scheme and Master Sign Programs both require approval from the Board of Architectural Review.

RECOMMENDATION:

Staff recommends approval of the exterior color changes and the proposed Master Sign Program subject to the Conditions of Approval provided as Attachment 1 and Sign Plans provided as Exhibit "A" to Attachment 1 (MSP-15-09) and the color chips provided as Exhibit "B" to Attachment 1.

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

Next Regularly Scheduled Meeting:

Seaside City Hall

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://cvp.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.: 5.A.

TO: Board of Architectural Review

BY: Lisa Brinton, Community and Economic Development Services Manager
Diana Ingersoll, Deputy City Manager Resource Management Services
Bob Larsen, Associate Planner

DATE: June 17, 2015

SUBJECT: Board of Architectural Review Application No. 14-27 and Master Sign Permit Application 15-02. Storelli Brothers Auto Body, applicant, and Sparolini Investments, property owner, are requesting design review approval for changes to the exterior color scheme and for the installation of new wall signs for an existing auto body and glass business located at 1845 Del Monte Boulevard in the Automotive Commercial (CA) Zoning District. The project is Categorically Exempt from the California Environmental Quality Act pursuant to Class 1, Section 15301, existing facilities.

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In accordance with Section 17.62.030.B.8 of the Seaside Municipal Code, the applicant, Storelli Brothers Auto Body, and the property owner, Sparolini Investments, are proposing to modify the existing exterior color scheme and replace the wall signs on an existing commercial building located at 1845 Del Monte Boulevard. The change to the exterior color scheme and Master Sign Programs both require approval from the Board of Architectural Review.

RECOMMENDATION

Staff recommends approval of the exterior color changes and the proposed Master Sign Program subject to the Conditions of Approval provided as Attachment 1 and Sign Plans provided as Exhibit "A" to Attachment 1 (MSP-15-09) and the color chips provided as Exhibit "B" to Attachment 1.

BACKGROUND

The project site is approximately 9,067 square feet in size and is located on the northwest corner of Del Monte Boulevard and Tioga Avenue. The project site is developed with a 8,000 square-foot commercial building. The building extends to the property lines on its north, east, and south sides. The building is approximately 17 feet 8 inches in height. A row of angled parking runs along a 15 foot strip of land adjacent to the west property line. The Storelli Brothers Auto Body business has occupied the building since 1985. An auto detailing business leases a portion of the northern end of the building.

The project site is bordered by Del Monte Boulevard on the east and Tioga Avenue to the south. Surrounding land uses (Figure 1) include auto dealerships to the south and east and a vacant lot to the north. Costco borders the site to the west. A Location map is provided as Attachment 2.

Figure 1: Project Site Adjacent Land Uses

NW	N		NE
	Costco	Vacant lot	Auto sales
W	Costco	Project Site	Auto sales
	Retail sales	Auto sales	Auto sales
SW	S		SE

Environmental Review

The project is categorically exempt from the California Environmental Quality Act pursuant to Class 1, Section 15301. Class 1 consists of minor alterations of existing public or private structures involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination.

Evidence: The proposed project consists of the painting of the exterior of the building and the installation of new on premise wall signs which consist of minor improvements that whereby it can be seen with certainty would not result in any impact on the environment.

PROJECT DESCRIPTION

Exterior Building Colors

The rectangular tilt up concrete building is only painted on its street (east and south) elevations. The body color is a light caramel beige. A 3 foot black horizontal strip runs the width of the south elevation, just above center line. Smaller red then white stripes border the center stripe. These stripes turn the corner fronting Del Monte Boulevard. Two roll up doors are located on Del Monte Boulevard. Two more roll up doors are located to the rear of the building facing the parking lot. The stripes rise over the southerly of the two doors and die into the top of an eyebrow that extends between the two roll up doors. Glass commercial entry doors and windows are also located below the eyebrow. Signs are currently a part of the existing stripes and will be discussed in the Master Sign Program portion of this report.

Proposed colors will incorporate three horizontal stripes, however the stripes will remain static around the entire building. The proposed colors will introduce a 7 foot high base color of Kelly Moore 5826-3 Volcanic Rock, a 3 foot center stripe of Kelly Moore 159 Sequoia Redwood, and a 7 foot top color of Kelly Moore 5824 Winter's Park. The four 12 foot by 14 foot metal roll up doors will remain gray.

Exterior Signs

The applicant currently has two signs (32.8 sq. ft. and 16.5 sq. ft.) facing the Del Monte Boulevard frontage that total 49.3 sq. ft. and two signs (35.1 sq. ft. and 61 sq. ft.) facing the Tioga Avenue frontage that total 96.3 sq. ft. A third wood sign of approximately 35 sq. ft. is located on the west elevation facing near Tioga Avenue. The total signage currently on the building is approximately 180.6 sq. ft. A large numerical address sign is located over the front entry door. None of this sign area is for the leased space.

The Sign Ordinance states that the primary frontage is allowed one square foot of sign area for every foot of business frontage. For this building that would be 95 square feet. The secondary frontage may have 0.5 square feet of sign area for every foot of secondary frontage. For this building that would be 42.2 square feet. The Master Sign Program allows for flexibility in sign area based upon building mass and architectural style, signage for multi-tenant buildings, and the designation of primary frontage.

The applicant is requesting that the Tioga Avenue elevation be considered the primary frontage of the building and therefore able to receive the largest of the square footage request. The Del Monte Boulevard frontage would then become the secondary frontage. The applicant is requesting that the rear of the building be allowed to be considered a third frontage due to the limited parking on Del Monte Boulevard. The applicant is requesting the following signs. All of the signs are in black Brush Script painted letters. The proposal includes:

Table 1 – Proposed Sign Locations and Area

Sign	Frontage	Area (sq. ft.)
A. Storelli Brothers Auto Body	Tioga Avenue (primary)	100
B. Storelli Brothers Auto Body	Del Monte Boulevard (secondary)	50
C. Storelli Brothers Auto Body	Parking Lot (third)	50
D. Secondary Tenant	Del Monte Boulevard (secondary)	50
E. Secondary Tenant	Parking Lot (third)	50
Total		300

STAFF ANALYSIS

Staff finds that the proposed color scheme would establish the following design elements:

1. Create a point of interest at a very busy intersection without being a distraction.
2. Provide a more modern look to the building as other buildings in the area are also being upgraded and modernized. The color scheme is harmonious and pleasing to the eye.

Master Sign Program:

1. Sign Standards for Commercial Zones and Industrial Zones
Seaside Zoning Code section 17.40.030.B, Master Sign Program allows sites with two or

more tenants to receive exceptions from the sign area requirements based upon architectural style and proportion and site visibility. The primary and secondary wall signs will be in conformance with these requirements.

2. Design Criteria

Seaside Zoning Code section 17.40.060.F: Design Criteria specifies that the following design criteria be used in the review of signs: design and construction, materials and structure, and street address.

a. Design and Construction

Seaside Zoning Code Section 17.40.060.F.2, Design and Construction, requires sign proposals to be designed to produce a professional result. The proposed signs have been designed by Monterey Signs of Seaside, a licensed contractor. Based on the project plans and proposed materials, the preparation of the sign plans are in compliance with the regulations set forth in Zoning Code Section 17.40.060.F.2.

b. Sign Materials and Structure

Seaside Zoning Code Section 17.40.060.F.3: Sign Materials and Structure, provides specifications for sign material durability and proportionality of all sign components. The proposed sign materials include painted letters on a concrete building. The durability of the proposed sign materials would comply with the requirements of Zoning Code Section 17.38.060.F.3.

c. Street Address

Seaside Zoning Code Section 17.40.060.F.4: Street Address allows the review authority to require that a sign include the site street address related to public safety. The proposed design of the freestanding multi-tenant sign will include a non-illuminated street address plate as encouraged by Zoning Code Section 17.38.080.C.3. Staff recommends that conditions of approval for the project include the addition of a street address panel a minimum of 6 inches in height but not to exceed 12 inches in height to be placed above the main entry door of each tenant space facing Fremont Boulevard.

d. Copy Design Guidelines

Seaside Zoning Code Section 17.40.060.G: Copy Design Guidelines encourages copy design that will enhance readability, relate to the name of the business, and use of logos. The proposed signs feature copy and colors that would be easily readable by motorists and pedestrians, relate to the businesses within the center, and enhance the attractiveness and improve the overall streetscape along Fremont Boulevard.

FINDINGS

Building Colors

1. Urban Design Policy UD-2.5 of the General Plan states that City should strive to improve business districts and neighborhood character by expanding rehabilitation and revitalization activities.

Evidence: The modified colors would result in a more cohesive appearance of an

existing commercial building that would result in an improved site that would enhance the character of the community. All four sides of the building will be painted which will help to minimize an unwelcome area of visual blight at this corner.

Evidence: The proposed color palette will complement the structures and contribute to the overall aesthetic of the site. Project will also serve to provide economic development and create a quality project which would be compatible with the community commercial General Plan Land Use Designation.

Sign Permit Application No. MSP-15-02

The approval of a sign permit shall require that the review authority first make the following findings:

1. The proposed signs do not exceed the standards of Sections 17.40.070: Zoning District Sign Standards and 17.40.080: Standards for Specific Sign Types and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site.

Evidence: The proposed sign area and height of the letters would provide a compatible scale to the site and building mass. The size and placement of the signs would also allow pedestrians and motorists to identify the business and provide direction for on-site traffic circulation.

2. The design, height, location, and size of the signs are visually complementary and compatible with the scale, and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street.

Evidence: The design of the proposed signs would compliment the scale and style of on-site features as well as adjacent properties through color, placement, and consistent design.

3. The proposed signs are in substantial conformance with the design criteria in Subsection 17.40.060.F: Design Criteria for Signs.

Evidence: As conditioned, the proposed signs and copy comply with the Design and Construction, Materials and Structure, and Street Address regulations outlined in Zoning Code Section 17.40.060.F. The proposed sign materials are durable and would comply with the requirements of Zoning Code Section 17.40.060.F.3.

FISCAL IMPACT

There is no fiscal impact associated with this item.

ATTACHMENTS

1. Attachment 1 - Exhibit A - Conditions of Approval
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2. Attachment 2 - Site Map
 3. Attachment 3 - South Elevation (Existing & Proposed)
 4. Attachment 4 - East Elevation (Existing & Proposed)
 5. Attachment 5 - West Elevation (Existing & Proposed)
 6. Attachment 6 - Sign Plans
 7. Attachment 7 - Color Samples
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Conditions of Approval
File Nos. BAR-14-27 and MSP-15-02
June 17, 2015

Project Specific:

MSP-15-02

1. Except as modified by required conditions of approval, the plans submitted for a building permit shall substantially conform to the plans stamped "Received June 9, 2015" and approved "June 17, 2015" provided as Exhibit "A".
2. Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times.
3. Any repair to a sign shall be of equal or better in quality of materials and design as the original sign.
4. A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the Municipal Code and Chapter 17.36 (Property Maintenance).

BAR-14-27

5. Except as modified by required conditions of approval, the modified color chips shall substantially conform to the plans stamped "Received June 9, 2015" and approved "June 17, 2015" provided as Exhibit "B".

Standard:

1. The Applicant agrees as a condition and in consideration of the approval of this 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.
2. 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.

3. Any proposed future development shall comply with the requirements of the Fire, Health, Planning, Code Enforcement, Building and Public Works Departments.
4. The BAR approval is not valid until the applicant has signed and accepted the conditions of approval. Failure to sign the conditions and return them to City Hall within 15 days from the date of approval will result in the BAR approval becoming null and void.
5. The Board of Architectural Review approval shall be valid for a period of one year from the date of approval. Project approval will become null and void if a building permit is not exercised within one year from date of approval.
6. Proposed changes to the approved application(s) must receive approval from the Board of Architectural Review, unless exempt as specified in Seaside Zoning Code Section 17.54.090.C.

BOARD OF ARCHITECTURAL REVIEW FILE NO's. BAR-14-27 and MSP-15-02

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

SITE MAP

1845 Del Monte Boulevard



SOUTH ELEVATION

Existing and Proposed

Existing



84.4 ft

Proposed



EAST ELEVATION

Existing and Proposed

Existing

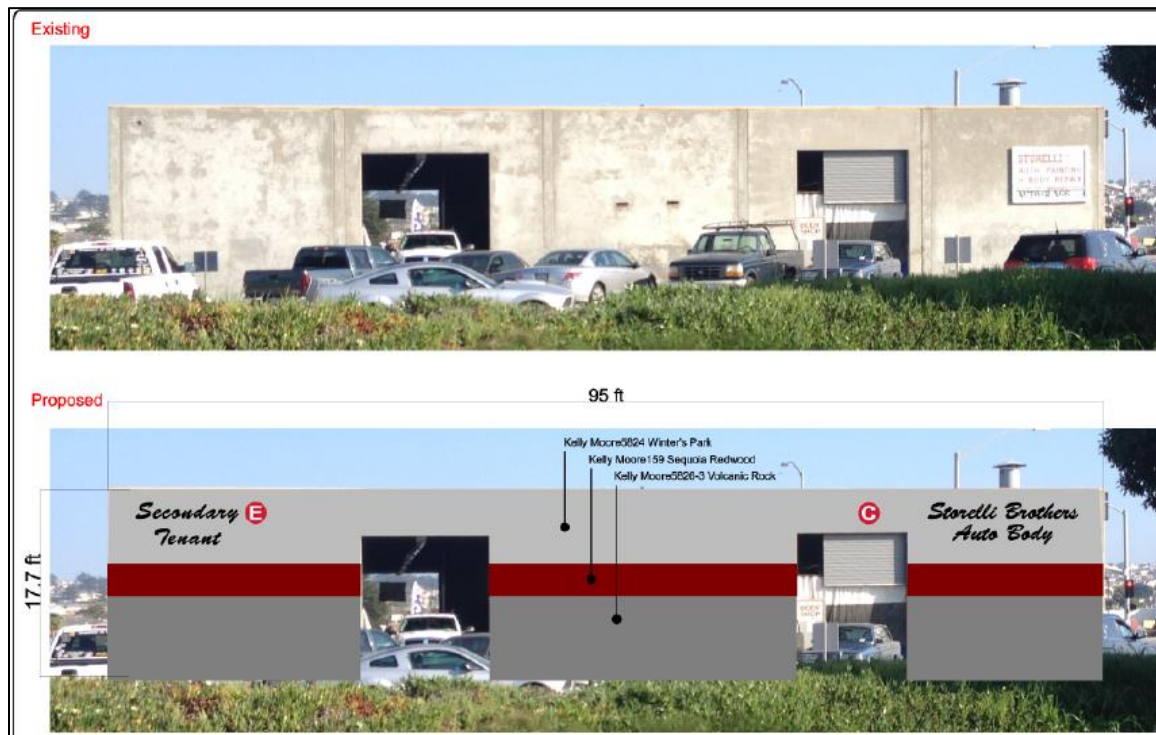


Proposed



WEST ELEVATION

Existing and Proposed



PROPOSED SIGNS

FRONTING TIOGA AVENUE 34" x 424" painted letters (Proposed Primary Frontage) Qty. 1	
A	<i>Storelli Brothers Auto Body</i> Proposed = 100 sq. ft. Allowed = 100 sq. ft.
FRONTING DEL MONTE BLVD. & 24" x 300" painted letters (Proposed Secondary Frontage) Qty. 2	
B	<i>Storelli Brothers Auto Body</i> Proposed = 50 sq. ft. Allowed = 50 sq. ft.
FRONTING PARKING LOT 45" x 161" painted letters (Proposed Third Frontage) Qty. 2	
C	<i>Storelli Brothers Auto Body</i> Proposed = 50 sq. ft. Allowed = 50 sq. ft.
FRONTING DEL MONTE BLVD. painted letters (Proposed Secondary Frontage) Qty. 2	FRONTING PARKING LOT painted letters (Proposed Third Frontage) Qty. 2
D	<i>Secondary Tenant</i> Allowed = 50 sq. ft.
E	<i>Secondary Tenant</i> Allowed = 50 sq. ft.

COLOR SAMPLES

