# MINUTES OF THE REGULAR MEETING OF THE REDEVELOPMENT DESIGN REVIEW COMMITTEE

COUNCIL CHAMBERS FULLERTON CITY HALL
Thursday August 10, 2006 4:00 PM

**CALL TO ORDER:** The meeting was called to order at 4:06 PM by Chairman Daybell

ROLL CALL: COMMITTEE MEMBERS Chairman Daybell; Committee Members

PRESENT: Cha, Duncan, Hoban, and Larsen

COMMITTEE MEMBERS

ABSENT:

PUBLIC PRESENT: Joey Aliano and Mark Perlmutter

STAFF PRESENT: Acting Senior Planner Allen, Acting Chief

Planner Eastman, Clerical Staff Leopold,

MINUTES: MOTION made by Committee Member Duncan, SECONDED by

Committee Member Cha and CARRIED unanimously by all voting

members present to APPROVE July 27 minutes AS WRITTEN.

#### **OLD BUSINESS:**

# Item No. 1

<u>PRJ06-00021 – ZON06-00006. APPLICANT: ULTRA SIGNS; PROPERTY OWNER: DMP PROPERTIES.</u>

Acting Senior Planner Allen presented a staff report for a Minor Development Project request for a sign program for the site at Hillcrest Park Center (formerly La Mancha Center) on a property in the Community Improvement District on the west side of North Harbor Blvd. from Berkeley Ave. to Valley View Dr. (1001 - 1235 N. Harbor Blvd.) for the purposes of modifying an existing pole sign, adding two monument signs, and updating building signage standards for the strip commercial center, professional building, and free standing restaurant (Categorically exempt under Section 15301 of CEQA Guidelines) (C-3 Zone) (HAL)

Chairman Daybell asked if the applicant had seen the proposed conditions of approval and if he concurs? Acting Senior Planner Allen said they did and had one question they would like to discuss.

Acting Senior Planner Allen reviewed some of the conditions indicated including:

 Staff recommended that the brick veneer on the Ralph's pole site be banded on the bottom to finish off the veneer and protect it. The applicant prepared a revised rendering to meet the requirement.

- Staff is requesting that the Berkeley monument sign follow the design of the Ralph's pole sign. Staff would request that brick be added to the bottom of that as well.
- Staff is requesting that the construction details clarify how the "building entrance" signs are
  to be affixed to the professional building as the sign program is unclear.
- Staff is requesting that the existing landscaping by either protected in place or removed during construction and replaced.
- This sign program will supersede the existing sign program.
- Staff is requesting that blank pans be utilized while tenant spaces are empty rather than leaving up an out-dated sign or flipping something over.

Committee Member Duncan questioned staff's condition on the bottom of the brick veneer. He recommended that brick be continued to the ground as it is more durable than stucco. Acting Senior Planner Allen said the intent of the condition was to make sure the finish terminated into the ground for both aesthetics and stability.

Mark Perlmutter, representative of the ownership and management of the property, commented on Condition No. 6 regarding the posting of a landscaping bond. He stated that the only new monument sign they are planning on doing is the four-tenant office building sign. It would be placed on a planter area with some ground cover and little landscaping that would be affected by installing the new sign. The existing Ralph's sign has landscape that will not be affected. The applicant's believed posting a bond was unnecessary for the scope of the project.

Staff clarified that the signs are being installed in existing landscaped areas. Staff is concerned that something is damaged or removed and not replaced. Typically based on the code requirements, a landscape plan is submitted as part of the project. Given the scale of the project, staff didn't feel it was necessary to actually require the landscape plan, but rather let the applicant fix it through the construction process. The bond will be fairly minimal in context to what they are proposing and it is done to ensure that if it is not completed, staff has something in place to get the City to do the work. Acting Chief Planner Eastman stated the bond is fully refundable. It is an assurance that the job will be done and the plants maintained, which is why staff has recommended it. Committee Member Hoban asked how much the bond will be? Acting Chief Planner Eastman said staff doesn't anticipate it will be a large amount approximately a couple of thousand dollars, enough to cover the costs, as needed.

Committee Member Hoban asked the applicant what the budget was for the project? He answered \$11,000 and stated he wants to keep property looking better and will continue to make improvements on it.

Committee Member Duncan asked the applicant to go over a detail on page 14 of the packet. He said the American Martial Arts sign edge overhangs the end of the sign a couple of inches, but on the side elevation it is different. Committee Member Duncan asked if they are supposed to wrap around or overhang? Joey Aliano, Ultra Signs, sign consultant, said the sign will overhang a couple of inches.

Committee Member Hoban said he is in support of the project and it will be a vast improvement from what is currently there. However he was still confused with discussion about the brick. Acting Chief Planner Eastman stated that staff's recommendation is to keep the foundation from being exposed or a circumstance where you have the veneer that floats above structural supports. Staff wanted to make sure that it looks complete and the sign comes all the way to the base of the foundation. Committee Member Hoban reiterated that everyone was in agreement that the brick needs to go down as far as the eye can see to the ground.

Committee Member Larsen agreed with Committee Member Hoban's comments, especially about the brick going all the way down to the base. Committee Member Larsen doesn't see the need to put a stucco band on the bottom and is in support of the project.

Committee Member Cha had no comment.

Committee Member Duncan agreed with the Committee Members' comments, and said the intent they are after regarding finishing off the bottom can be done with brick instead of stucco. He would modify the condition that brick be used. The brick could go straight down or a wider brick band could be used at the base. Committee Member Duncan reiterated his statement about the panels overhanging and stated with the material it will look good, but the ends look unfinished. He re-opened this matter for discussion to the Committee. Acting Chief Planner Eastman stated that staff's only concern regarding the ends is to clarify how the sign is finished off on the sides, so that it doesn't look like an afterthought, or have bolts and rivets exposed.

Chairman Daybell asked if Acting Chief Planner Eastman wants the ends to have a finished corner instead of something protruding out? Acting Chief Planner Eastman said staff would be concerned with how the ends are constructed and finished, not that they are sticking out. It is at the discretion of the Committee to decide if the overextending design is appropriate.

Committee Member Larsen said he does not think it's necessary to wrap it all the way around but it needs to for 2 or 3 inches, so that it will seem that it's locked in. Committee Member Duncan agreed with that detail.

Committee Member Hoban addressed the bond and said it is one way of doing business with the City to ensure that projects get done adequately. For the scope of the project, he stated \$2,000 is a small token to make sure it is done properly, and it's the way municipalities work and doesn't see the bond as a problem. The applicant will get it back if they perform.

Committee Member Cha said he had no problem with the bond. Protection at bottom of brick can be stucco or another layer around the brick to protect it. He stated when this type of brick goes all the way down it can get damaged and will take more work to fix it. Perhaps another layer of brick around it can protect it and make it look good?

Chairman Daybell concurred with the Committee Member's comments regarding the appearance and doesn't want to see exposed concrete from the footings under the sign. He stated he likes the brick. He commented that he sees many shopping centers where a tenant moves out and the sign stays up and continues to advertise their business for years. He recommended that if a tenant leaves, the sign should be removed within a week of the vacancy and be replaced with a blank sign.

MOTION made by Committee Member Hoban, to APPROVE project pending staff's recommendations clarifying that the brick veneer on the main sign go out of view and covers the

footing and reiterated that the bond be kept. Committee Member Duncan added a condition that the pan cabinet wrap around the edge of the sign, possible up to 4 inches. He added that Condition No. 2 be revised replacing stucco with brick. SECONDED by Committee Member Duncan.

Committee Member Larsen provided a sketch to the sign consultant regarding the Committee's request.

Public hearing re-opened.

Mr.Aliano said he thinks he is not sure if the Committee's request can be done based on how the sign will be fabricated. He would be glad to make the adjustment assuming it is feasible.

Committee Member Duncan said it's not the end of the world if it stays as is. If it's difficult to change, then it is up to the applicant to work with staff to meet the intent of the condition.

Acting Chief Planner Eastman explained the 10-day appeal process and general bond cost to the applicant.

## **PUBLIC COMMENT:**

No public comments.

## **STAFF/COMMITTEE COMMUNICATION:**

Acting Chief Planner Eastman provided an update on the Extreme Fitness building.

#### **MEETINGS:**

Acting Chief Planner Eastman provided an update on the City Council and Planning Commission meetings.

## **ADJOURNMENT:**

MOTION made by Committee Member Hoban, SECONDED by Committee Member Cha and CARRIED unanimously by all voting members present to adjourn meeting at 5:10 P.M.

Respectfully Submitted,
Duth Loopeld
Ruth Leopold Clerical Support