



Wednesday, February 26, 2020

6:30 Open Session

AGENDA

**SPECIAL MEETING
SITE AND ARCHITECTURAL DESIGN REVIEW BOARD**

Marina City Council Chambers
211 Hillcrest Avenue
Marina, CA

VISION STATEMENT

Marina will grow and mature from a small town bedroom community to a small city which is diversified, vibrant and through positive relationships with regional agencies, self-sufficient. The City will develop in a way that insulates it from the negative impacts of urban sprawl to become a desirable residential and business community in a natural setting. **(Resolution No. 2006-112 – May 2, 2006)**

MSSION STATEMENT

The City Council will provide the leadership in protecting Marina's natural setting while developing the City on a way that provides a balance of housing, jobs and business opportunities that will result in a community characterized by a desirable quality of life, including recreation and cultural opportunities, a safe environment and an economic viability that supports a high level of municipal services and infrastructure. **(Resolution No. 2006-112 – May 2, 2006)**

1. CALL TO ORDER

Chair Ed Rinehart, Heather Marquard, Dominic Askew, David Bielsker, Richard Boynton

2. ROLL CALL & ESTABLISHMENT OF QUORUM

3. MOMENT OF SILENCE & PLEDGE OF ALLEGIANCE

4. SPECIAL ANNOUNCEMENTS AND COMMUNICATIONS FROM THE FLOOR

Announcements of special events or meeting of interest as information to Board and Public. At this time any person may comment on any item, which is not on the agenda. Please state your name and address for the record. Action will not be taken on an item that is not on the agenda. If it requires action, it will be referred to staff and/or placed on the next agenda. Planning Commission members or City staff may briefly respond to statements made or questions posed as permitted by Government Code Section 54954.2. In order that all interested parties have an opportunity to speak, please limit comments to a maximum of Four (4) minutes. Any member of the public may comment on any matter listed on this agenda at the time the matter is being considered by the Planning Commission.

5. **CONSENT AGENDA**

Background information has been provided to the Planning Commission on all matters listed under the Consent Agenda, and these items are considered to be routine. All items under the Consent Agenda are normally approved by one motion. Prior to such a motion being made, any member of the public or the Planning Commission may ask a question or make a comment about an agenda item and staff will provide a response. If discussion or a lengthy explanation is required, that item will be removed from the Consent Agenda and placed at the end of Other Action Items.

a. **Minutes – September 23, 2019 Meeting**

b. **Minutes – December 18, 2019 Meeting**

6. **ACTION ITEMS**

Action listed for each Agenda item is that which is brought forth for Planning Commission consideration and possible action. The Planning Commission may, at its discretion, take action on any items. The public is invited to approach the podium to provide up to four (4) minutes of public comment.

a. **3131 Crescent Avenue – Compass Church**

Consider Adopting a Resolution to Approve Sign Permit Application SG 2019-08 to Allow the Installation of One (1) Non- Illuminated Freestanding Monument Sign at Compass Church Located at 3131 Crescent Avenue, Marina (APN: 032-171-032)

7. **OTHER ACTION ITEMS**

a. **None**

8. **DISCUSSION ITEMS**

a. **None**

9. **CORRESPONDENCE**

a. **None**

10. **ADJOURNMENT**

CERTIFICATION:

I, **Erin Fernando, Administrative Assistant** for the City of Marina, do hereby certify that a copy of the foregoing agenda was posted at Marina City Council Chambers bulletin board, 211 Hillcrest Avenue; City Kiosk at the corner of Del Monte Boulevard and Reservation Road; and Monterey County Free Library Marina Branch at 190 Seaside Circle on or before 6:30 p.m. Friday, February 21, 2020.

Signature _____

_____ Date Posted



Monday, September 23, 2019

6:30 P.M.

**MINUTES
REGULAR MEETING OF
DESIGN REVIEW BOARD**

Marina City Council Chambers
211 Hillcrest Avenue
Marina, CA

1. **CALL TO ORDER**

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

Design Review Board Members: Ed Rinehart (Chair), Heather Marquard (Arrived at 6:38 PM), Dominic Askew, David Bielsker, Richard Boynton.

3. **MOMENT OF SILENCE & PLEDGE OF ALLEGIANCE**

4. **SPECIAL ANNOUNCEMENTS**

None

5. **COMMUNICATIONS FROM THE FLOOR**

None

6. **CONSENT AGENDA**

None

7. **ACTION ITEMS**

a. **3134 Del Monte Blvd – KFC/M Baker Management**

Consider a Site and Architectural Design Review Application (DR 2019-16) for exterior upgrades to the existing Kentucky Fried Chicken (KFC) store including sign upgrades and exterior refreshes of the façade (repainting) located at 3134 Del Monte Blvd., Marina (APN: 031-181-012).

Senior Planner David Mack presented a PowerPoint outlining the details of the proposed improvements to the KFC building. Following the presentation, Planner Mack fielded questions from Board Members.

Board Member Askew asked if Planner Mack was able to provide a larger version of the lighting plan sheet, as the copies that were distributed were small and difficult to read. Planner Mack was able to provide a lightly larger print for the Board Members to review. Following the review of the lighting plans, there were no further questions from Board Members to Planner Mack. Chair Rinehart then invited the applicant, Mr. Jason Baker, to provide additional information and address questions from the Board.

Chair Rinehart began by asking Mr. Baker if the design being presented was developed by corporate. Mr. Baker confirms that the design was developed by corporate and is asking all 4,000 locations nationwide to implement the changes. However, the design currently being presented does deviate from the original corporate design in that the color scheme has been “toned down in intensity”. He also provided photos of other locations which have adopted the new design.

Board Member Boynton then proceeded to discuss the Shell Gas Station in which the applicant proposed an improvement project which the canopy was to be painted in the company’s red and yellow color scheme. At the time the Shell project was presented, the Design Review Board motioned to deny the project because it determined the painting of the canopy made the canopy one large sign. He went on to say that if KFC were to paint the building per the plans presented, the entire building would effectively become a sign. Board Members Askew, Marquard and Rinehart voiced their agreement with Board Member Boynton’s statements.

Following this, Board Members Askew and Marquard inquired about proposed lighting fixtures, their placement and whether they are up-down style lighting. Mr. Baker replied confirming the fixtures to be down-lighting only, and reviewed photos of the current fixture placement in comparison with the new proposed lighting.

Board Member Boynton then asked Planner Mack if it was possible for the Board to approve parts of the project and deny others. Planner Mack confirmed they Board could approve the project with conditions to be met by the applicant. He also stated that while the Design Review Board can recommend denial, the Planning Commission is the enforcing body and it will be up to them to enforce any conditions.

Mr. Baker then stood to inform the Board of the requirement from corporate that all improvements be completed by the end of the calendar year, and the only way he would be able to request amendments to the design provided by KFC corporate would be if the project was denied.

After the applicant’s statements, Board Member Askew made a motion to recommend denial of the project to Planning Commission, based on disagreement with Finding #1 in the Staff Report which reads:

“That the project has been designed and will be constructed, and so located, that the project, as conditioned, will not:

1. *Be unsightly, undesirable or obnoxious in appearance to the extent that it will hinder the orderly and harmonious development of the City, in that the proposed project improves an existing building and site through structural enhancements that will transform this parcel in Marina for the betterment of the neighborhood and community.”*

All Board Members expressed hesitation to approve the proposed design as they determined the exterior paint design to be both undesirable and obnoxious. Following this, Board Member Boynton seconded the motion, which was carried with a 4(Rinehart, Boynton, Askew, Marquard) – 1(Bielsker) – 0 – 0 vote.

8. OTHER ACTION ITEMS

None

9. DISCUSSION ITEMS

None

10. CORRESPONDENCE

Planner Mack provided an update on the CalAm project. He informed the Board that a Coastal Commission hearing is scheduled for November 14th, which is a scheduled Planning Commission meeting date. It is yet to be determined if a meeting will be held due to the hearing.

He also informed the Board that effective October 10, 2019 he would no longer be employed with the City of Marina.

11. ADJOURNMENT

Meeting was adjourned at 7:02 PM.

Ed Rinehart, Chair

ATTEST:

Erin Fernando, Administrative Assistant

Date



Wednesday, December 18, 2019

6:30 P.M.

**MINUTES
REGULAR MEETING OF
SITE AND ARCHITECTURAL DESIGN REVIEW BOARD**

Marina City Council Chambers
211 Hillcrest Avenue
Marina, CA

1. CALL TO ORDER

2. ROLL CALL & ESTABLISHMENT OF QUORUM

Present: Chair Ed Rinehart, David Bielsker, Dominic Askew

Absent: Heather Marquard, Richard Boynton

3. MOMENT OF SILENCE & PLEDGE OF ALLEGIANCE

4. SPECIAL ANNOUNCEMENTS

None

5. COMMUNICATIONS FROM THE FLOOR

None

6. CONSENT AGENDA

None

7. ACTION ITEMS

a. 3200 Imjin Road – Joby Aviation

Consider Adopting a Resolution Recommending Planning Commission Approval of Site and Architectural Review DR 2019-27 for a New 580,000 Square Foot Aviation Manufacturing Building at 3200 Imjin Road at the Marina Airport (APN: 031-111-037).

Planning Services Manager Christine Hopper presented a PowerPoint which outlined the proposed project. Upon completion of Ms. Hopper's presentation, she addressed questions from the Board regarding the presentation. Board Member Askew inquired about the requirements for parking and whether the facility would really be required to provide upwards of 1,300 parking spaces. Ms. Hopper stated that there are conflicting requirements, and the total number of required spaces would likely not be 1,300.

Chair Rinehart then invited the applicants to provide comments and address questions from the Board. Ms. Amy Gross of Joby Aviation and Mr. Henry Ruhnke of Ward, Ruhnke and Dost stood to provide comments regarding the project. Mr. Ruhnke also provided a brief summary of the building design, how it has been set up for production as well as it's potential for use should Joby ever discontinue operations at the location.

Board Member Bielsker proceeded to ask Mr. Ruhnke about the tent structure, which was previously approved for the site, and how it would be utilized in relation to the proposed building. Mr. Ruhnke responded that the tent would be used for manufacturing components and assembly of prototypes.

Next, Board Member Askew inquired about the construction of the building – would it be a phased construction or full construction to be completed all at once? Mr. Ruhnke expressed that while the preference would be one – shot construction, the project may be phased to installation of infrastructure followed by an interior buildout. Board Member Askew then revisited his question about the total number of parking spaces required for the building. Mr. Ruhnke stated that a parking analysis was performed by Kimley Horn, and they estimated that approximately 690 spaces would be utilized.

After all questions from the Board were satisfied, Board Member Askew made a motion to approve the project with the condition that the base color for the building be more compatible with the natural landscape of the airport area. Board Member Bielsker seconds the motion, and it is passed with a 3 – 0 – 2 (Boynton, Marquard) – 0 vote.

8. **DISCUSSION ITEMS**

None

9. **COMMISSIONER COMMENTS AND STAFF INFORMATIONAL REPORTS**

None

10. **CORRESPONDENCE**

None

11. **ADJOURNMENT**

Meeting was adjourned at 6:55 P.M.

Ed Rinehart, Chair

ATTEST:

Erin Fernando, Administrative Assistant

Date



COMMUNITY DEVELOPMENT
City of Marina

STAFF REPORT

Agenda Item #6a
Design Review Board
February 26, 2020

TO: Design Review Board Members

FROM: Alec Barton, Assistant Planner

RE: Consider Adopting a Resolution Approving Sign Permit Application SG 2019-08 for a Non-Illuminated Freestanding Monument Sign Located at 3131 Crescent Avenue (APN: 032-171-031).

Applicant: Snow Signs
111-A Abbott Street
Salinas, California 93901

Owner: Joseph & Jeannette M Cardinale
830 Padre Drive
Salinas, California 93901

Summary of Issues

- Is the proposal in keeping with the Design Guidelines and Standards?
- Does the proposal meet the requirements of the Zoning Ordinance?
- Do the conditions developed by staff appropriately address the concerns associated with the use?

Environmental Determination

The City of Marina Planning Division determined that this project is categorically exempt from environmental review in accordance with Article 19, Section 15311, Class 11 of the California Environmental Quality Act (CEQA) applicable to on-premise signs.

Alternatives

The Site and Architectural Design Review Board (DRB) may:

1. Approve the Sign Permit Application with staff-recommended findings and conditions;
2. Continue consideration of the application with specific direction to staff or the applicant; or
3. Deny the application with findings for denial.

Staff recommends that the Design Review Board approve the application because the project is consistent with all applicable rules and regulations found within the City of Marina Design Guidelines and Standards and the sign is consistent with the Sign Ordinance.

Background

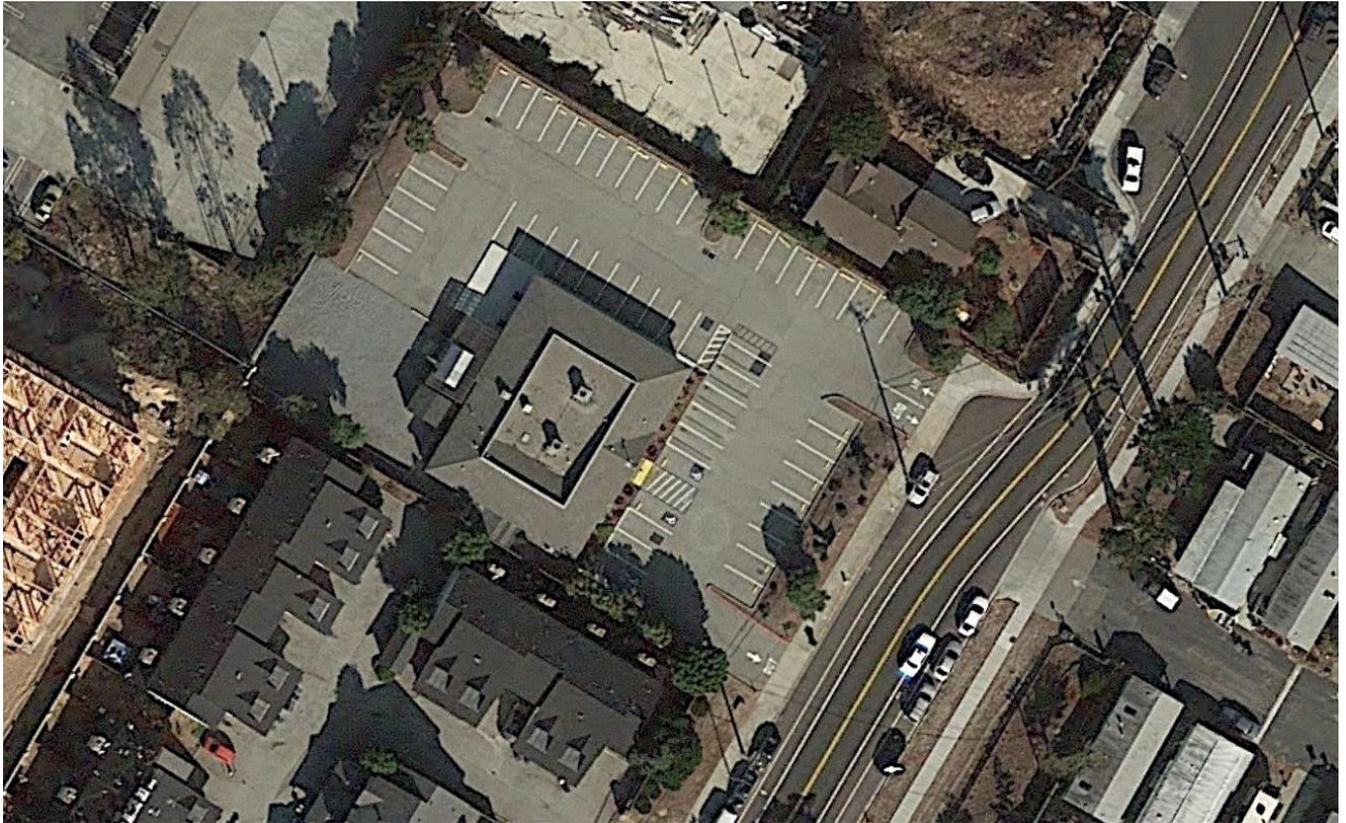


Figure 1. 3131 Crescent Ave.

The subject site is located within the “Downtown Vitalization Area” boundary at 3131 Crescent Avenue (Figure 1). The City is preparing a Downtown Vitalization Specific Plan (“Plan”) to guide future development and design of the “Downtown” area. The Plan is subject to CEQA review, and an Environmental Impact Report (EIR) is currently being prepared to allow implementation of the Plan. In the meantime, until the Plan is finalized, approved, and adopted by the City, the existing zoning, development, and design standards remain in place and are the regulations by which development shall be measured.

This project does not involve an addition to or replacement of building square footage, does not involve a change in use (church), and the project does not require a Conditional Use Permit. The proposed project consists of a new non-illuminated freestanding monument sign to be located at the front of the property facing Crescent Avenue (Figures 2 and 3).



Figure 2. Existing conditions.



Figure 3. Proposed monument sign.

Proposed Sign

The proposed sign is in compliance with all applicable standards for freestanding signs included in the zoning ordinance and citywide design guidelines and standards. The table below summarizes the characteristics of the sign proposed in this application.

Signage ID	Proposed Sign Description	Proposed SQ FT (Allowed)	Proposed Height in FT (Allowed)	Number of Existing Signs (Total/Allowed)
Monument Sign	“Compass Church” sign	23.3 (126)	3.9 (7)	1 (2/4)

Section 17.59.170M of the Marina Municipal Code states that a monument sign is “a low-profile freestanding sign incorporating the design and building materials and accenting the architectural theme of buildings within the same development. Such signs shall be considered the same as a freestanding sign.” Section 17.59.170D further clarifies that Site and Architectural Design Review Board approval and a Sign Permit is required for a freestanding sign.

Analysis

Staff recommends that the DRB recommend approval of the applications for the following reasons:

That the project has been designed and will be constructed, and so located, that the project, as conditioned, will not:

1. Be unsightly, undesirable, or obnoxious in appearance to the extent that it will hinder the orderly and harmonious development of the City, in that the proposed project improves an existing site through the addition of a sign that will identify the property and enhance the site.
2. Impair the desirability of tenancy or investment or occupation in the City, in that the proposed sign will improve and add value to the surrounding area.
3. Limit the opportunity to obtain the optimum use and value of the land and improvements, in that the site is currently developed and investment in maintaining the site will enhance the value of the property.
4. Otherwise adversely affect the general welfare of the community, in that the project will have an overall positive effect on the general welfare of the community.

Recommended Motion

Based on Staff recommendation, a recommended motion is included.

MOTION

Move to adopt a Resolution approving Sign Permit Application SG 2019-08 to allow the installation of one non-illuminated freestanding monument sign at 3131 Crescent Ave. (APN: 032-171-031).

Attachments:

Draft Resolution approving Sign Permit Application SG 2019-08.

- e: Site and Architectural Design Review Board Members; Christine Hopper, Planning Services Manager; Snow Signs, Applicant; Joseph & Jeannette M Cardinale, Owner.

RESOLUTION NO. 2020-XX

A RESOLUTION OF THE CITY OF MARINA SITE AND ARCHITECTURAL DESIGN REVIEW BOARD APPROVING SIGN PERMIT APPLICATION SG 2019-08 TO ALLOW THE INSTALLATION OF ONE (1) NON-ILLUMINATED FREESTANDING MONUMENT SIGN AT COMPASS CHURCH LOCATED AT 3131 CRESCENT AVENUE, MARINA (APN: 032-171-031).

WHEREAS, on October 21, 2019, Snow Signs, applicant, applied for a permit on behalf of Joseph and Jeannette M Cardinale, property owner, to permit the installation of one (1) non-illuminated freestanding monument sign for Compass Church located at 3131 Crescent Avenue as shown on ‘**EXHIBIT A**’; and,

WHEREAS, the property is located within the Downtown Vitalization Specific Plan Area. The City is preparing a Downtown Vitalization Specific Plan (“Plan”) to guide future development and design of the “Downtown” area. The Plan is subject to CEQA review, and an Environmental Impact Report (EIR) is currently being prepared to allow implementation of the Plan. In the meantime, until the Plan is finalized, approved and adopted by the City, the existing zoning, development, and design standards remain in place and are the regulations by which development shall be measured; and,

WHEREAS, The City of Marina Planning Division determined that this project is categorically exempt from environmental review in accordance with Article 19, Section 15311, Class 11 of the California Environmental Quality Act (CEQA) applicable to on-premise signs; and,

WHEREAS, the project is subject to Site and Architectural Design Review per City Code Section 17.59.170 (D); and the project is subject to final approval by the Planning Commission per City Code Section 17.50.050;

NOW, THEREFORE BE IT RESOLVED by the DRB of the City of Marina that Sign Permit Application SG 2019-08 to allow the installation of one (1) non-illuminated freestanding monument sign at the Compass Church located at 3131 Crescent Avenue (APN: 032-171-031) be approved, subject to the following findings and conditions of approval.

Findings

That the project has been designed and will be constructed, and so located, that the project, as conditioned, will not:

1. Be unsightly, undesirable, or obnoxious in appearance to the extent that it will hinder the orderly and harmonious development of the City, in that the proposed project improves an existing site through the addition of a sign that will identify the property and enhance the site.
2. Impair the desirability of tenancy or investment or occupation in the City, in that the proposed sign will improve and add value to the surrounding area.

3. Limit the opportunity to obtain the optimum use and value of the land and improvements, in that the site is currently developed and investment in maintaining the site will enhance the value of the property.
4. Otherwise adversely affect the general welfare of the community, in that the project will have an overall positive effect on the general welfare of the community.

Conditions of Approval

1. Substantial Compliance – All construction, colors, and materials shall be accomplished in substantial accordance with the attached Exhibit A.
2. Building Permits – The applicant shall obtain all necessary building and/or grading permits from the Marina Building Department prior to commencement of any construction activities.
3. Permit Expiration (Design Review Board) – This permit will expire 12 months from the date of approval by the Design Review Board, unless a valid building permit has been issued and construction of the project has commenced prior to expiration. The applicant may apply for an extension of this permit, by submitting an extension request application and applicable fees, no less than 30 days prior to expiration date. No renewal notice will be sent to the applicant or property owner.

PASSED AND ADOPTED by the Site and Architectural Design Review Board of the City of Marina at a regular meeting duly held on the 26th day of February 2020, by the following vote:

AYES, BOARD MEMBERS:

NOES, BOARD MEMBERS:

ABSENT, BOARD MEMBERS:

ABSTAIN, BOARD MEMBERS:

Ed Rinehart, Chair

ATTEST:

Alec Barton
Assistant Planner
Community Development Department
City of Marina



Sign(s) Specifications:

Compass Church -Marina Location Monument-

Custom-fabricated, single-sided monument with dimensional lettering, acrylic message panel.

Expanded polystyrene core and acrylic stucco finish over galvanized steel C-Channels

Colors:

- PMS 7527 C
- Acrylic Dimensional Letters
Blue/Gray/White
- 3/8" Clear Acrylic Panel
mounted on 1/2" Standoffs

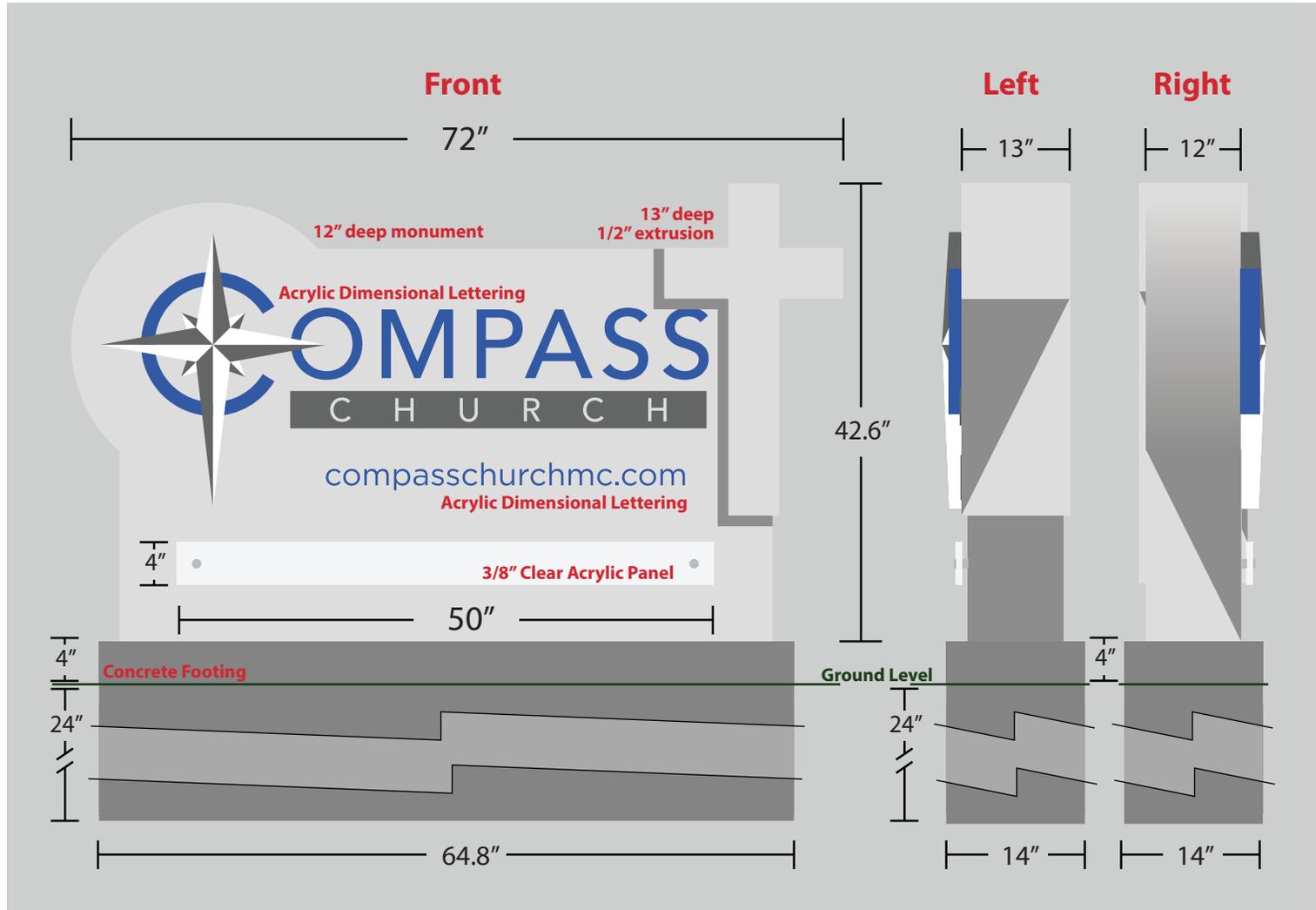
Due Date if Applicable:

Date Sent:

10/31/2019

Version Number:

8



Approval 1 of 2

Check all spelling and make sure information is correct

All artwork created by Snow Signs | Krazy Wraps will be submitted to the client via print or digital proof for approval. Prior to any printing all digital proofs must be approved by signature and returned. Due to the differences in color profiles between proofs viewed on screens or monitors and final products, printed colors may vary from what appears digitally. It is recommended to print all proofs for most accurate color representation and color match art when possible. Snow Signs/Krazy Wraps is dedicated to ensuring colors are as accurate as possible. It is understood that slight color variations can occur between production runs, material types, and/or finishes. Upon approval Snow Signs | Krazy Wraps will not be held responsible for any errors or omissions in regards to spelling, color, or design. It is also understood that upon approval of the final graphic proofs some changes to the finalized artwork may be necessary at time of printing and fabrication. Client authorizes Snow Signs | Krazy Wraps to make such necessary changes.

Please Sign



Sign(s) Specifications:

Compass Church -Marina Location Monument-

Custom-fabricated,
single-sided monument with
dimensional lettering, acrylic
message panel.

Expanded polystyrene core
and acrylic stucco finish over
galvanized steel C-Channels



Existing

Colors:

- PMS 7527 C
- Acrylic Dimensional Letters
Blue/Gray/White
- 3/8" Clear Acrylic Panel
mounted on 1/2" Standoffs



Proposed

Due Date if Applicable:

Date Sent:

10/31/2019

Version Number:

8

Approval 2 of 2

Check all spelling and make sure information is correct

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Please Sign