

**DEVELOPMENT PLAN REVIEW BOARD
MINUTES
September 25, 2014 at 8:30 A.M.
245 EAST BONITA AVENUE
CITY COUNCIL CONFERENCE ROOM, CITY HALL**

PRESENT

Scott Dilley, Chamber of Commerce
Blaine Michaelis, City Manager
Jim Schoonover, Planning Commission
Larry Stevens, Assistant City Manager of Community Development

ABSENT

Emmett Badar, City Council
Krishna Patel, Director of Public Works
John Sorcinelli, Public Member at Large

CALL TO ORDER

Jim Schoonover called the regular meeting of the Development Plan Review Board to order at 8:32 a.m. so as to conduct regular business in the City Council Conference Room.

APPROVAL OF MINUTES

MOTION: Jim Schoonover moved, seconded by Scott Dilley to approve the September 11, 2014 minutes. Motion carried 4-0-3. (Badar, Patel and Sorcinelli Absent)

DPRB Case No. 14-36

A request by Incycle Bicycles to install window graphic signs on a commercial building located at 501 W. Arrow Highway in the San Dimas Station (North) commercial center located within Creative Growth Area 1 – Regional Commercial (CG-1).

APN: 8386-007-066

Zone: Creative Growth, Area 1 Regional Commercial (CG-1)

Mark Smits, InCycle - 561 W. Arrow Hwy, was present.

Associate Planner Torrico stated that the owner, Mark Smits of Incycle, currently located at 561 W. Arrow Highway, has purchased the property at 501 W. Arrow Highway. The location is still within San Dimas Station North so Incycle will be relocating a few stores away. The applicant is currently in the process of working on exterior improvements and obtaining permits for tenant improvement work. The applicant will be installing interior racks along Arrow Highway and is requesting to install graphics to screen them from view from the street. The Code allows window graphics exceeding the 50% maximum window coverage of signs with DPRB approval. Also, the graphics need to serve an artistic purpose or obscure storage areas or the rear portion of interior displays and not serve primarily as

advertising. He pointed out where the full coverage panels will be installed and noted that they will be scenes of various outdoor settings and meet the category requirement of artistic. He noted that there will be partial graphics installed on other windows; however, even though they do not exceed 50% window coverage they would like to include them in this approval. He pointed out Condition No. 13 in regards to requiring the applicant to paint the interior grids to match the window trim. He noted that the window grids were installed for security reasons for the business and Staff is requiring that they be painted so they can blend in and not stand out so much. Staff recommends approval.

Mr. Schoonover pointed out Attachment No. 2 in the agenda packet and pointed out the photo of the building that appears very blue which it is not.

Associate Planner Torrico responded that the trim is a dark color that was approved but the printer distorts the color. He added that it does match the approved color palette.

Mr. Stevens stated that this is the first window graphics application that has been presented for approval to the Board since the Sign Code update. He stated that the overall intent is to try and make the windows function as windows opposed as the back of storage racks. He stated that it may not be allowed 100% of the time; however, the goal is to create a better appearance. He pointed out that the previous tenant had various racks and a mix of product and cardboard that fell behind the racks right up against the windows. He stated if a space is being used as an office or a service business, they may be able to do things like add drapes to help screen the interior; however, that does not always work with a retail use.

Eric Beilstein, Building Official, asked if the window graphics will be installed inside or outside of the glass.

Mark Smits, of InCycle responded they will be outside and added the window graphics are a see thru screen so they allow light into the tenant space and will not obscure the view out.

Mr. Beilstein inquired about the lifespan and maintenance of the window graphics.

Mr. Smits responded the product is very durable. He noted that some are at their current location and have been up for about eight years.

Mr. Dilley commented that similar window graphics are used on the windows of the locksmith vans and added they come in different qualities. He noted that those graphics have lasted eight to ten years due to their high quality.

Mr. Stevens stated that it is probably a good idea to keep an eye on the window graphics and see how they are maintaining their quality. The applicant may also decide he wants to refresh them at some point and bring in a different scene or element.

Mr. Smits commented that he wants to make the building one of the best kept in the City. He added that it will be a big improvement from the previous tenant.

Mr. Stevens inquired about the move in date.

Mr. Smits responded by mid-October.

MOTION:

Larry Stevens moved, second by Blaine Michaelis to approve, subject to conditions of approval.

Motion carried 4-0-3 (Badar, Patel and Sorcinelli absent)

ADJOURNMENT

There being no further business the meeting was adjourned at 8:43 a.m. to the meeting of October 9, 2014 at 8:30 a.m.

Jim Schoonover, Chairman
San Dimas Development Plan Review Board

ATTEST:

Jan Sutton
Development Plan Review Board
Administrative Secretary

Approved: October 23, 2014