



City of Huntington Beach Planning and Building Department

STAFF REPORT

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning and Building
BY: Jill Arabe, Assistant Planner JA
DATE: April 13, 2010

SUBJECT: **APPEAL OF DESIGN REVIEW BOARD'S DENIAL OF DESIGN REVIEW NO. 2009-031 (WELLS FARGO ATM – CONTINUED FROM THE FEBRUARY 23, 2010 MEETING AT THE APPLICANT'S REQUEST WITH THE PUBLIC HEARING OPEN)**

APPLICANT: Robert J. Lopez, Hamilton Pacific, 751 N. Todd Road, Azusa, CA 91702

APPELLANT: Diane Frank, Hamilton Pacific, 751 N. Todd Road, Azusa, CA 91702

PROPERTY

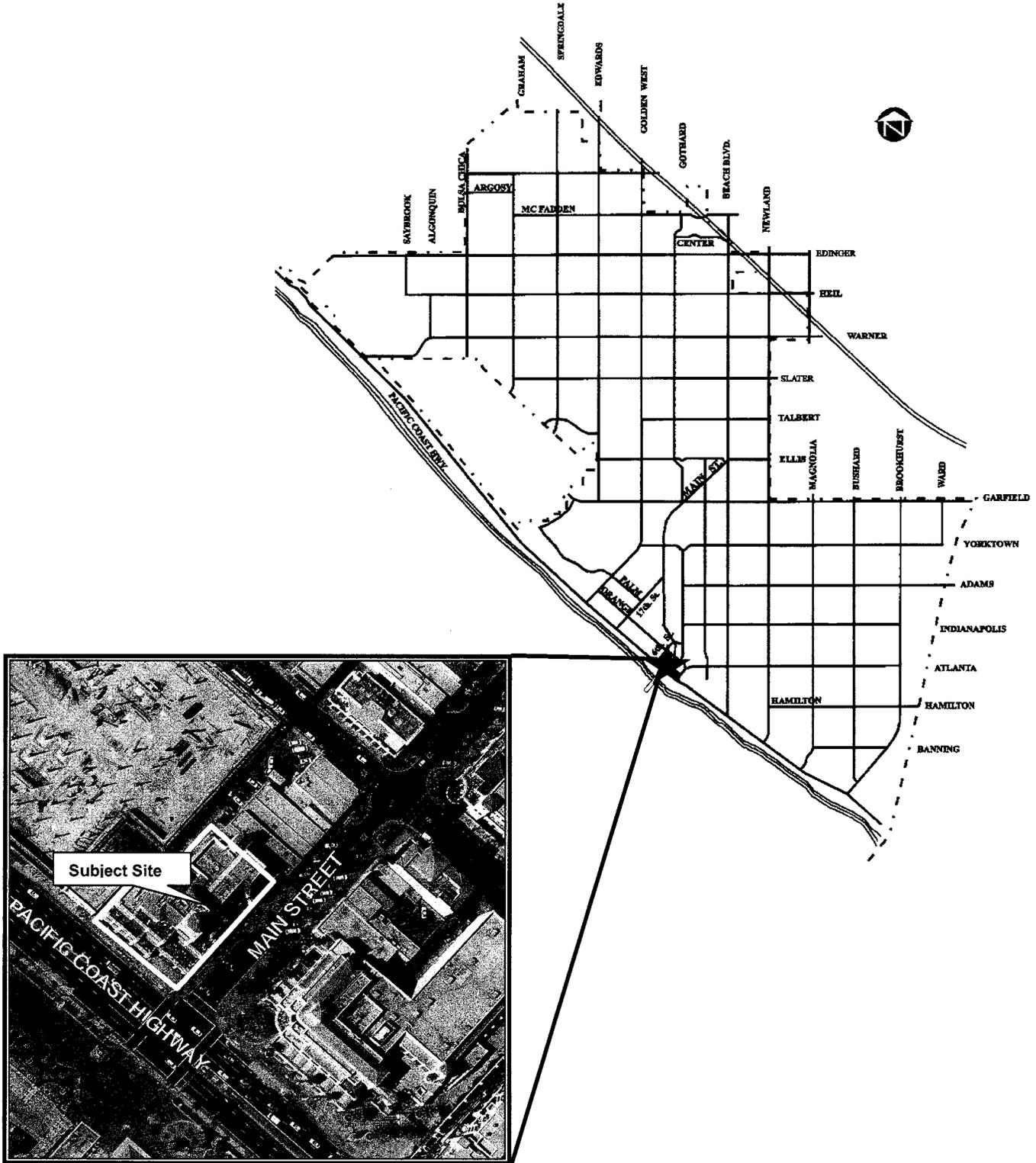
OWNER: Jamal Abdelmuti, 7575 Reynolds Circle, Huntington Beach, CA 92647

LOCATION: 101 Main Street, 92648 (northwest corner of Main Street and Pacific Coast Highway - Downtown)

STATEMENT OF ISSUE:

- ◆ Design Review (DR) No. 09-031 request:
 - To install a Wells Fargo Bank automated teller machine (ATM) at the Oceanview Promenade building. The proposed ATM is to be located on the eastside of the building at the column between Jamba Juice and Jack's Girls retail suites.

- ◆ Staff's Recommendation:
 - Approve Design Review No. 09-031 based upon the following:
 - The redesigned ATM will blend into the existing building and be consistent with the City's Urban Design Guidelines
 - The redesigned ATM will encourage pedestrian activity and not impact the pedestrian accessibility on the public right-of-way
 - The redesigned ATM will not impact the outdoor retail sales for Jack's Surfboards or the outdoor seating for Jamba Juice



VICINITY MAP
DESIGN REVIEW NO. 2009-031
(WELLS FARGO BANK ATM- 101 MAIN STREET, 92648)

RECOMMENDATION:

Motion to:

“Approve Design Review No. 09-031 with suggested findings and conditions of approval.”

ALTERNATIVE ACTION(S):

The Planning Commission may take alternative actions such as:

- A. “Deny Design Review No. 09-031 with findings for denial.”
- B. “Continue Design Review No. 09-031 and direct staff accordingly.”

PROJECT PROPOSAL:

Design Review No. 09-031 represents a request to review the installation of a Wells Fargo Bank ATM located within the Downtown Specific Plan pursuant to Section 244.02 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The ATM is specifically located west of Main Street at the building column between Jamba Juice and Jack’s Girls at 101 Main Street (Oceanview Promenade).

The original plan was to install an 18 square-foot ATM with a three-foot projecting canopy placed in front of an existing column. The ATM design was standard, composed of aluminum framing and fiberglass components, and gray in color. The overall height and depth of the ATM including the canopy was eight feet-two inches (8’-2”) and six feet-six inches (6’-6”), respectively. The proposed setback of the ATM (excluding the canopy) to the property line was three feet-six inches (3’-6”) in lieu of the existing setback of seven feet. Additionally, the proposal included the installation of three light fixtures. The plans did not contain consistent design elements with the existing building or address potential conflicts with pedestrian access.

This item represents an appeal filed by the applicant of the Design Review Board’s denial of DR No. 09-031 on November 12, 2009. The appeal was originally scheduled for public hearing on February 23, 2010 in order for the Planning Commission to consider a redesign of the ATM and address the queuing concerns. The project was continued at the applicant’s request to provide the applicant with additional time to submit revised plans (Attachment No. 2) with accompanying queuing analysis (Attachment No. 5).

In contrast to the original proposal, the revised design complies with the City’s Urban Design Guidelines and General Plan’s Pedestrian Zone Overlay District. The revised plans demolish a portion of the existing column and insert a 12 square-foot ATM into the column. The existing column projects two feet from the building and is currently proposed to increase one foot-four inches in order to conceal the ATM. The overall height of the ATM is five feet-six inches (5’-6”). The overall depth of the ATM is three feet, with eight inches of the ATM visible and projecting from the rebuilt column. The proposed setback to the ATM is five feet. No canopy is proposed with this design and the rebuilt column will be finished to match the existing façade. Furthermore, the ATM is smaller in size with an increased setback and blends harmoniously within the building façade. The proposed materials consist of stone cladding and stucco plaster around the ATM, which is consistent with the existing building.

Background:

Wells Fargo Bank had formerly leased an ATM location on the eastside of the second block of Main Street adjacent to Coach’s Restaurant (Main Promenade, 200 Main Street, Suite 105). The lease on the ATM location expired and has since been occupied by a new tenant. The proposal for a new ATM is a result of the loss of the former location. The proposal to install the ATM at the building column is primarily for Wells Fargo to retain visibility on Main Street.

Study Session:

The item was presented at the February 9, 2010 study session meeting. Staff identified the primary issues of design and potential queuing with regard to the original plan, which was denied by the Design Review Board. The ATM was proposed to be located in front of the column without incorporating any design elements of the existing building. The overall width and height of the ATM was incompatible due to the bulk and mass of the generic ATM design. The size of the ATM reduced the amount of area on private property for potential queuing area. The primary concerns of the Planning Commission were similar to the DRB, such that the proposed facility and its potential for queuing would conflict with the pedestrian activity along the sidewalk. The Planning Commission requested more information pertaining to the transaction and queuing history of the former Wells Fargo location at the second block of Main Street. The applicant indicated that queuing rarely occurred at the prior location, providing the requested analysis in Attachment No. 5.

ISSUES:

Subject Property And Surrounding Land Use, Zoning And General Plan Designations:

LOCATION	GENERAL PLAN	ZONING	LAND USE
Subject Property, North and East of Subject Property (across Main St.)	MV-F12-sp-pd (Mixed Use Vertical – 3.0 max floor area/30 du/ac – specific plan – pedestrian overlay)	SP-5 – CZ – District #3 (Downtown Specific Plan – Coastal Zone – Visitor-Serving Commercial)	Mixed use
South of Subject Property (across PCH)	CV-d (Commercial Visitor – design overlay)	SP-5 – CZ – District #10 (Downtown Specific Plan – Coastal Zone – Pier-Related Commercial)	Restaurants
West of Subject Property (across PCH)	OS-S (Open Space – Shoreline)	SP-5 – CZ – District #11 (Downtown Specific Plan – Coastal Zone – Beach Open Space)	Beach

General Plan Conformance:

The General Plan Land Use Map designation on the subject property is Mixed Use. The proposed project is consistent with this designation and the policies and objectives of the City’s General Plan as follows:

Land Use Element

Objective LU 15.2: Promote the establishment of commercial and mixed-use districts characterized by high levels of pedestrian activity.

Policy LU 15.2.1: Preclude the development of uses that are characterized by low levels of patronage or conflict with pedestrian activity along the primary sidewalk and street frontages.

Policy LU 15.2.2: Require that structures located in the pedestrian overlay zone be sited and designed to enhance pedestrian activity along the sidewalks.

Coastal Element

Goal C 3: Provide a variety of recreational and visitor commercial serving uses for a range of cost and market preferences.

Objective C 3.2.4: Encourage the provision of a variety of visitor-serving commercial establishments within the Coastal Zone, including, but not limited to, shops, restaurants, hotels and motels, and day spas.

The proposed ATM is consistent with the General Plan objectives and policies because the use is pedestrian oriented and conveniently located for pedestrians. The ATM does not encroach into the public right-of-way. The use will not conflict with existing uses such as the outdoor dining area for Jamba Juice and temporary sidewalk sales for Jack's Surfboards. Based on information provided by Wells Fargo, potential queuing for the use is temporary and will not conflict with pedestrians (Attachment No. 5). Peak times for the use will occur during Surf City nights and Saturday nights, when Main Street is closed and pedestrian activity to and from the beach is reduced.

Zoning Compliance:

This project is located in the SP-5 (Downtown Specific Plan) and complies with the requirements of that zone. The subject property is primarily designated for mixed uses, primarily visitor serving commercial uses including but not limited to the proposed ATM. The project complies with all applicable land use and development standards of the specific plan, including minimum setbacks.

Environmental Status:

The proposed project is Categorically Exempt pursuant to Section 15301, Class 1, of the California Environmental Quality Act, because the project consists of a minor alteration of an existing building with no expansion of existing use. The minor alteration involves the installation of an ATM at the exterior of the existing building.

Coastal Status:

The request is exempt from coastal development permit requirements, pursuant to Section 245.08(A) – Exemptions.

Redevelopment Status:

The project is located within the Main-Pier Redevelopment Project Area. The Economic Development Department reviewed the proposal and supports the project.

Design Review Board:

On November 12, 2009, the DRB reviewed the applicant's request for the installation of an ATM located on the building exterior between Jamba Juice and Jack's Girls, within the first block of Main Street.

Staff presented concerns with the proposed ATM's design and potential for queuing to the DRB and recommended denial. The original plan contained an ATM with an approximate height of eight feet and width of six feet. It was proposed with a depth of three feet-six inches and placed in front of the existing building column. Staff stated that the project should be consistent with design guidelines and the pedestrian overlay of the General Plan. As an alternative to denial, staff recommended that the ATM is incorporated into the building, provide colors and materials compatible with the building, and reduce the projection of the ATM from the building wall. The applicant agreed to redesign the project as necessary with DRB recommendations, but asserted that the property owner may not concede with any changes to the building exterior. Staff also recommended that an alternate location within this property adjacent to Jack's Surfboards on Pacific Coast Highway would provide a greater area for queuing on private property.

The DRB's primary concern was related to queuing and the project's potential obstruction to pedestrian traffic. The DRB denied the installation of the ATM as proposed. To date, there have been no comments from the public regarding this request. The applicant submitted revised plans incorporating the ATM into the building column and increasing the setback to property lines (Attachment No. 2). The DRB has not reviewed the revised plans.

Subdivision Committee: Not applicable.

Other Departments Concerns and Requirements:

The Departments of Public Works, Police, and Building have reviewed the application and identified applicable code requirements in Attachment No. 7.

Public Notification:

Legal notice was published in the Huntington Beach/Fountain Valley Independent on March 25, 2010. As of April 6, 2010, no public comments have been received.

Application Processing Dates:

DATE OF COMPLETE APPLICATION:

MANDATORY PROCESSING DATE(S):

November 11, 2009

January 10, 2010

DR No. 09-031 was filed on October 12, 2009, and deemed complete on November 11, 2009. The Design Review Board took action on the item on November 12, 2009 in compliance with the mandatory processing deadlines. The appeal was filed on November 23, 2009 and scheduled for public hearing on February 23, 2010. The project was continued at the applicant's request to April 13, 2010. On March 24, 2010, revised project plans and queuing analysis were submitted. The application is scheduled for public hearing before the Planning Commission on April 13, 2010.

ANALYSIS:

Downtown Specific Plan's General Plan Pedestrian Zone Overlay District

Staff has evaluated the revised project with regard to conflicts with pedestrian activity along the primary sidewalk and street frontages and has determined that the proposed ATM design is consistent with the General Plan's Pedestrian Zone Overlay. The ATM as revised will not obstruct pedestrian activity along the sidewalk because the structure is located on private property, recessed into the building column with a two foot projection, and customers at the ATM will be on private property. Potential for queuing onto the public right-of-way exists when two or more people want to use the ATM at the same time. Based on the applicant's data (refer to Attachment No. 5), a queue consisting of two or more individuals at the former location would occur on Tuesdays from 5 PM to 9 PM and Friday/Saturday nights from 10 PM to 11 PM. The frequent use of the ATM on these particular nights coincides with the activity that is occurring downtown during these times. Surf City Nights, a weekly street fair, occurs every Tuesday evening. On Friday/Saturday nights, visitors and residents are patronizing the various restaurant and nightlife options. Since the frequency of the ATM use directly relates to the activity occurring downtown, a change in location from the second block to the first block of Main Street would not change the days/times when the ATM is most utilized.

Potential queuing at the revised ATM will not conflict with downtown pedestrian accessibility. During Surf City Nights, Main Street is closed from Pacific Coast Highway to Orange Avenue. The downtown pedestrian activity is thus expanded to 79 feet, the width of the entire street from property line to property line. Since the pedestrian area incorporates the street, the potential impact of ATM queuing on pedestrian accessibility is reduced and would not be an issue of concern. Furthermore, the data also shows that the largest number of transactions at the ATM occurs between 10 PM and 11 PM on Friday and Saturday nights. Due to the late night hour, pedestrian activity is generally limited to patrons of the restaurants and nightlife either walking to or from their vehicles, residence or business. Heavy pedestrian activity from beachgoers is not anticipated at this time and would be minimal, if any. The existing public sidewalk along Main Street in front of the project location is 30 feet and can adequately accommodate a queue from the ATM as well as pedestrians.

City's Urban Design Guidelines

Staff has evaluated the revised project with regard to the design and architectural compatibility with the existing building. The revised plans (Attachment No. 2) incorporate materials and colors that are consistent with the column. The ATM is integrated within the column, thus concealing the bulk and mass of the structure. It is setback five feet from the property line, which complies with the Downtown Specific Plan, and approximately 24 feet from the nearest tree well. It does not encroach into the public right-of-way. The proposed ATM sign is also pedestrian oriented and provides visual interest without being a distraction.

ATTACHMENTS:

1. Suggested Findings and Conditions of Approval – DR 09-031
2. Site Plan and renderings dated March 24, 2010, and elevations dated April 5, 2010
3. Project Narrative received and dated April 5, 2010
4. Appeal Letter received and dated November 23, 2009
5. Queuing and Transaction Analysis received and dated April 5, 2010
6. Design Review Board Notice of Action – DR No. 09-031 dated November 13, 2009
7. Departments of Building, Public Works, and Police Code Requirements (reference only)
8. February 23, 2010, Planning Commission staff report

SH:HF:JA:lw

ATTACHMENT NO. 1

SUGGESTED FINDINGS AND CONDITIONS OF APPROVAL

DESIGN REVIEW NO. 2010-031

SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The proposed project is Categorical Exempt pursuant to Section 15301, Class 1, of the California Environmental Quality Act, because the project consists of a minor alteration of an existing building with no expansion of existing use. The minor alteration involves the installation of an ATM at the exterior of the existing building.

SUGGESTED FINDINGS FOR APPROVAL – DESIGN REVIEW NO. 2010-031:

1. The design of the proposed facility integrates harmoniously into the character of the immediate neighborhood. The immediate neighborhood is designated as a Pedestrian Zone Overlay district in the City of Huntington Beach General Plan. General Policies for the Pedestrian Zone Overlay district (LU 15.2.2) call for areas between building storefronts and public sidewalks to be visually and physically accessible to pedestrians. More than 25 feet of public right-of-way is available for pedestrian access because the ATM projects two feet from the existing column. The proposed automated teller machine (ATM) is designed such that users of the ATM will stand on private property. Based on information provided by the applicant, potential queuing will not negatively interfere with pedestrian access. Peak usage of the ATM and potential queuing will occur during times when pedestrian activity is reduced (Saturday nights) or concentrated in the street (Surf City Nights).
2. The design of the proposed facility enhances the desirability and/or enjoyment of the immediate neighborhood. The facility is pedestrian oriented and provides banking convenience for downtown residents and visitors. It does not encroach into the public right-of-way and provides adequate area on private property for customers.
3. The design of the proposed facility stabilizes and protects civic facilities or civic district areas and promotes aesthetic environmental qualities. The proposed facility will have a positive visual impact on the public right-of-way, since the design is harmoniously integrated into the architecture of the building column. The design incorporates materials and colors to match the building without being a distraction.
4. The design of the proposed facility results in a betterment of conditions affecting the public health, safety, comfort, morals and welfare. The proposed facility incorporates an adequate buffer between the public right-of-way and the machine to insure discreet use of the automated teller machine and discourage over the shoulder surveillance and theft of personal identification numbers. The design utilizes security cameras and adequate lighting for the facility.

SUGGESTED CONDITIONS OF APPROVAL – DESIGN REVIEW NO. 2010-031:

1. The site plan and renderings dated March 24, 2010 and elevations dated April 5, 2010, shall be the conceptually approved layout.

INDEMNIFICATION AND HOLD HARMLESS CONDITION:

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.

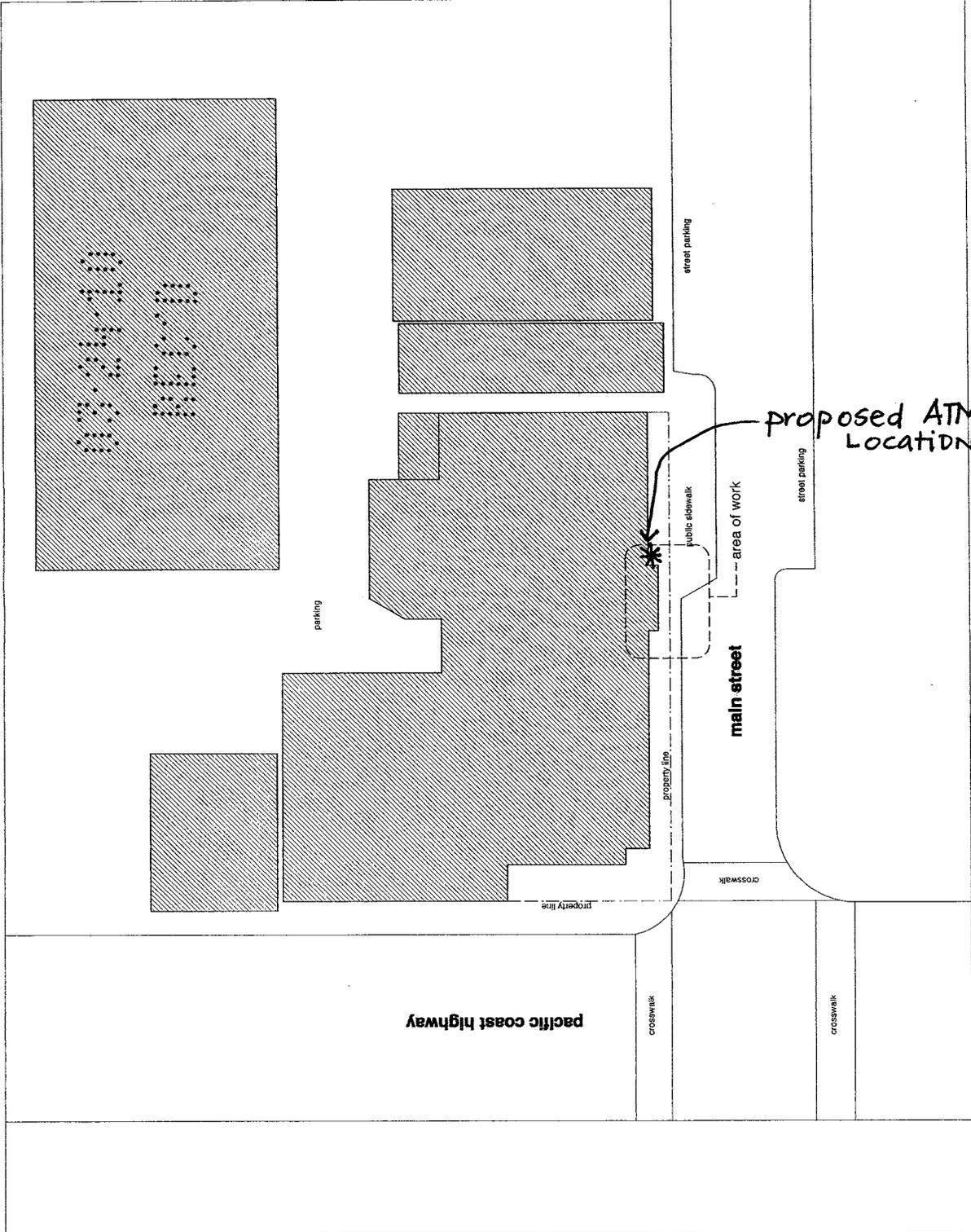


Hamilton Pacific
 751 N. Todd Ave.
 Azusa, CA 91702

REVISIONS	
A	03.24.10
B	
C	
D	

WELLS FARGO BANK
JACKS GIRLS
 101 MAIN ST. SUITE 101, 111
 HUNTINGTON BEACH, CA 92648

DATE	9-22-08
DRAWN BY	
CHECKED	
SCALE	
FILES	
SHEET	1
SP-100	



1

site plan

not to scale



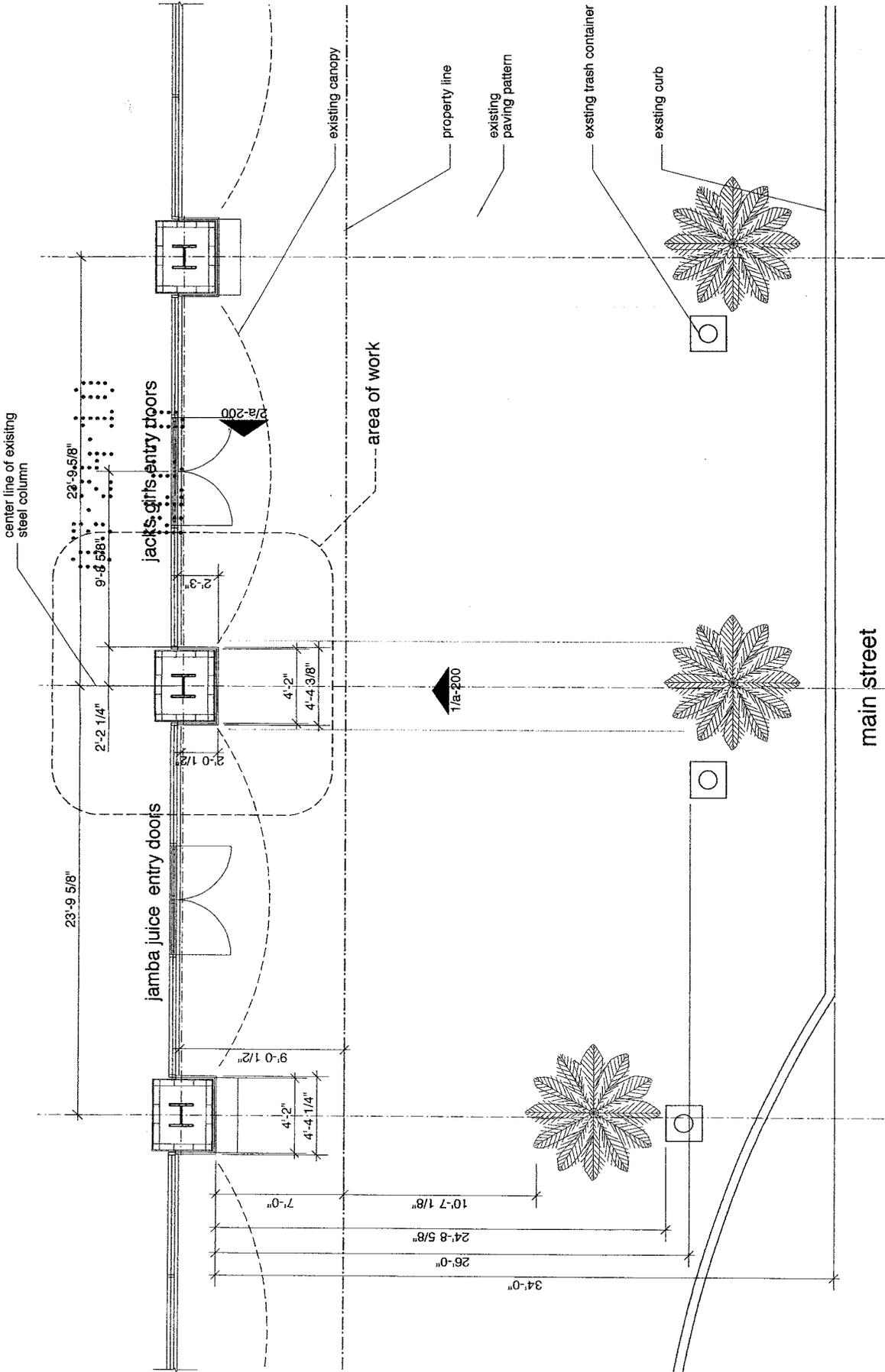
Hamilton Pacific

751 N. Todd Ave.
Azusa, CA 91702

REVISIONS	
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C	
D	

WELLS FARGO BANK
JACKS GIRLS
101 MAIN ST. SUITE 101, 111
HUNTINGTON BEACH, CA 92648

DATE	DESIGNED
9-22-09	JOSH G. OSBORN
DATE	CHECKED
3/16/10	
DATE	SCALE
	3/16" = 1'-0"
DATE	PROJECT
	enlarged existing plan
DATE	PLAN
	1
DATE	NO.
	a-100



enlarged existing plan 1

scale 3/16" = 1'-0"

ATTACHMENT NO. 2.e



Hamilton Pacific
 751 N. Todd Ave.
 Azusa, CA 91702

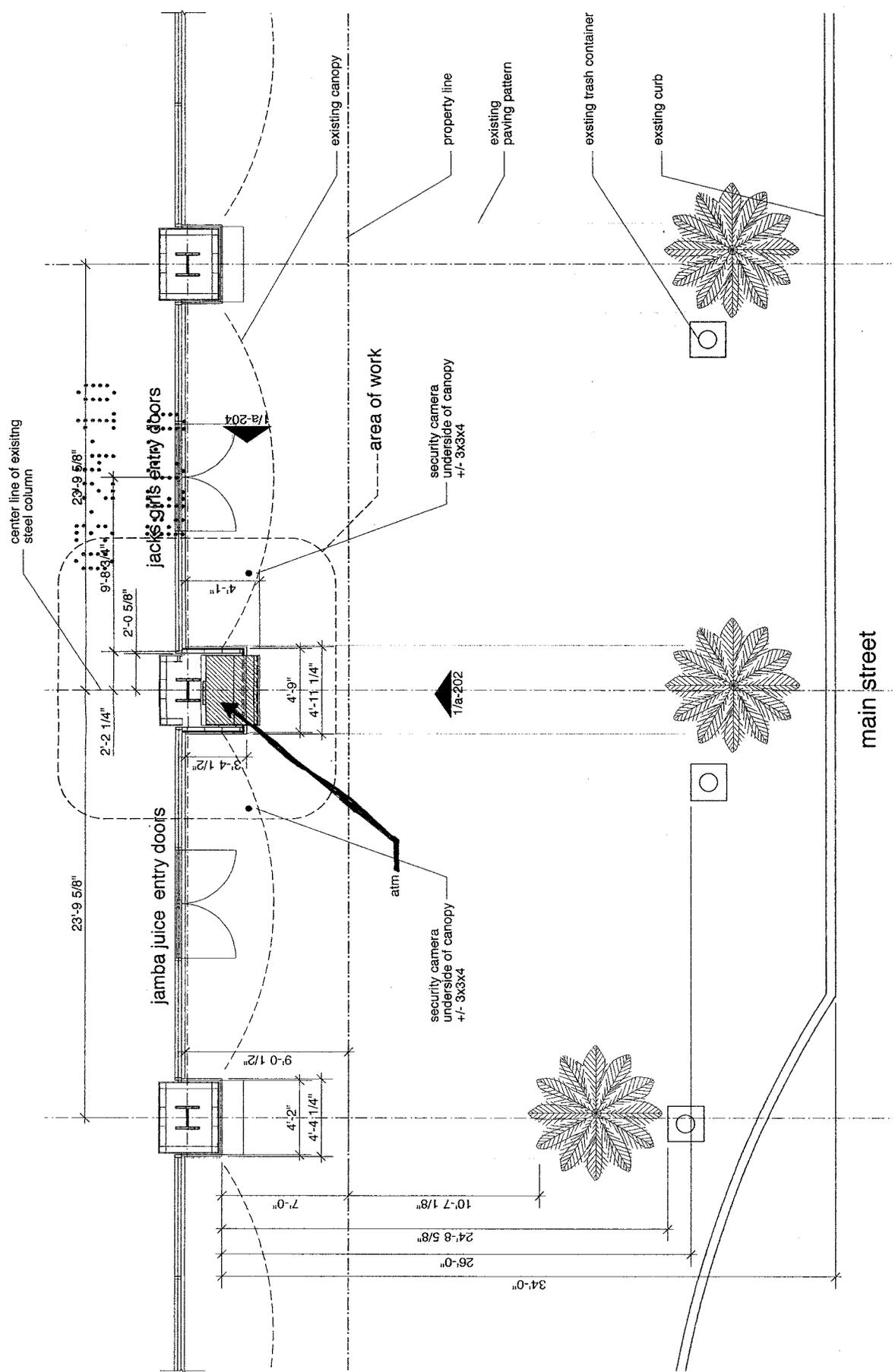
REVISIONS	
A	03/24/10
B	
C	

WELLS FARGO BANK
JACKS GIRLS
 101 MAIN ST. SUITE 101, 111
 HUNTINGTON BEACH, CA 92648

DATE: 9-22-09
 DRAWN BY: JOSH G. OSWALD

SCALE: 3/16" = 1'-0"

PROJECT: a-101



enlarged proposed plan 1

scale 3/16" = 1'-0"

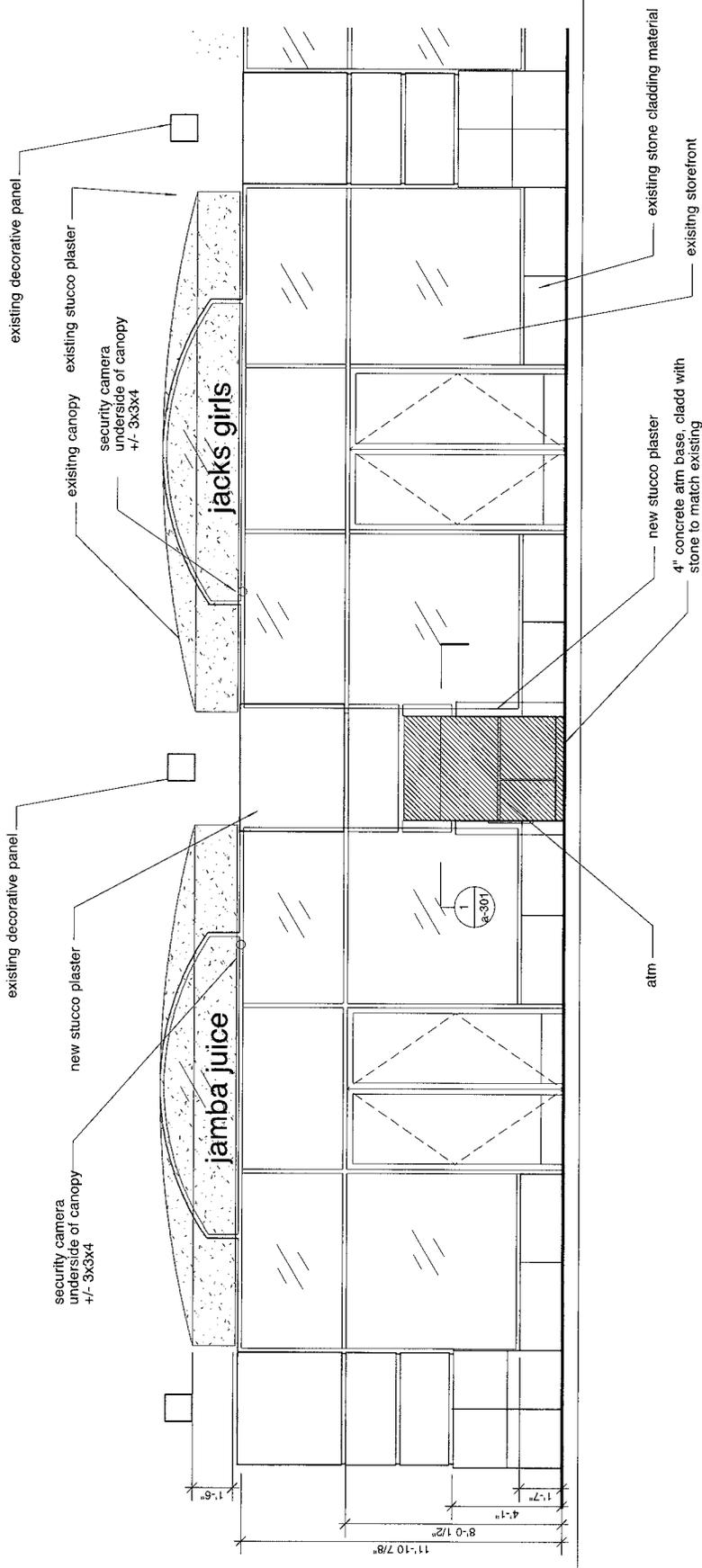


Hamilton Pacific
 751 N. Todd Ave.
 Azusa, CA 91702

REVISIONS	
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D	04/01/10

WELLS FARGO BANK
JACKS GIRLS
 101 MAIN ST. SUITE 101, 111
 HUNTINGTON BEACH, CA 92648

DATE	03/22/09
ISSUED FOR	PERMITS
PROJECT	JACKS GIRLS
SCALE	1/4" = 1'-0"
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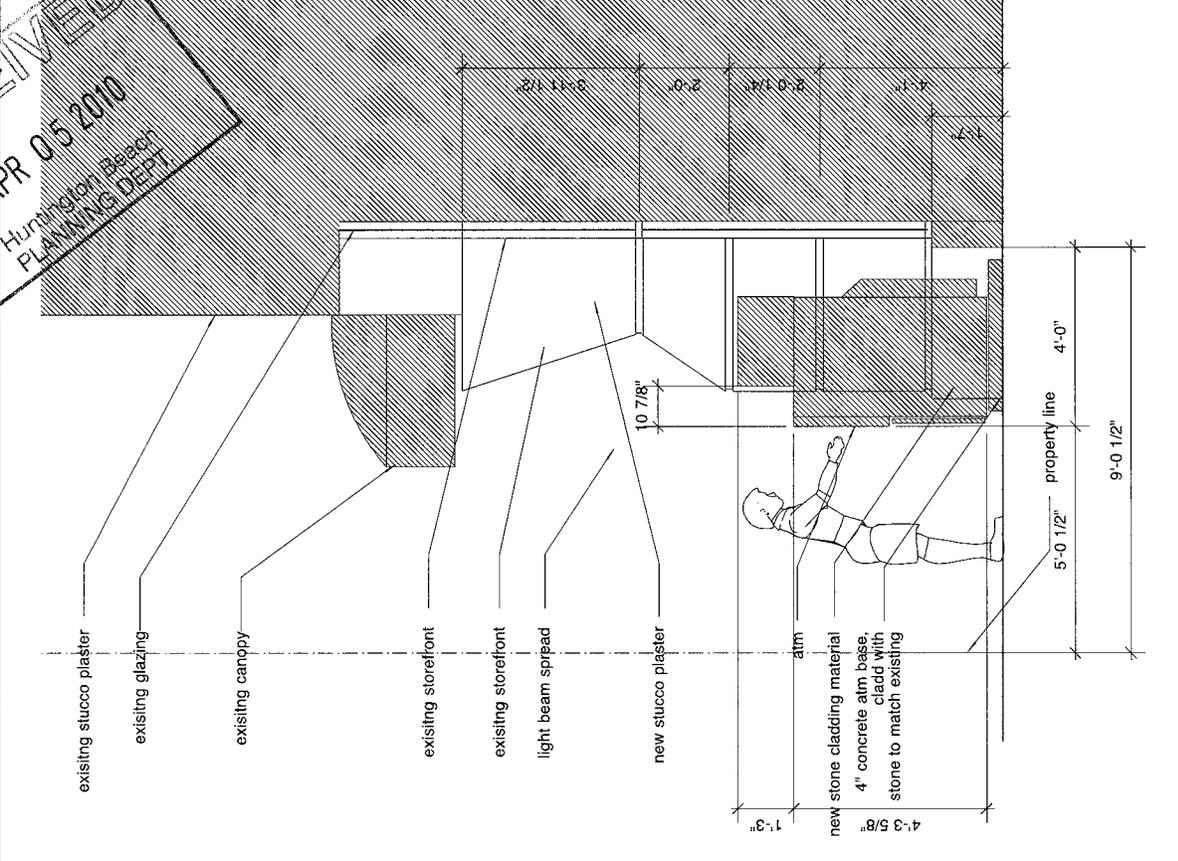
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 APR 05 2010
 Huntington Beach
 PLANNING DEPT.

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 elevation-proposed

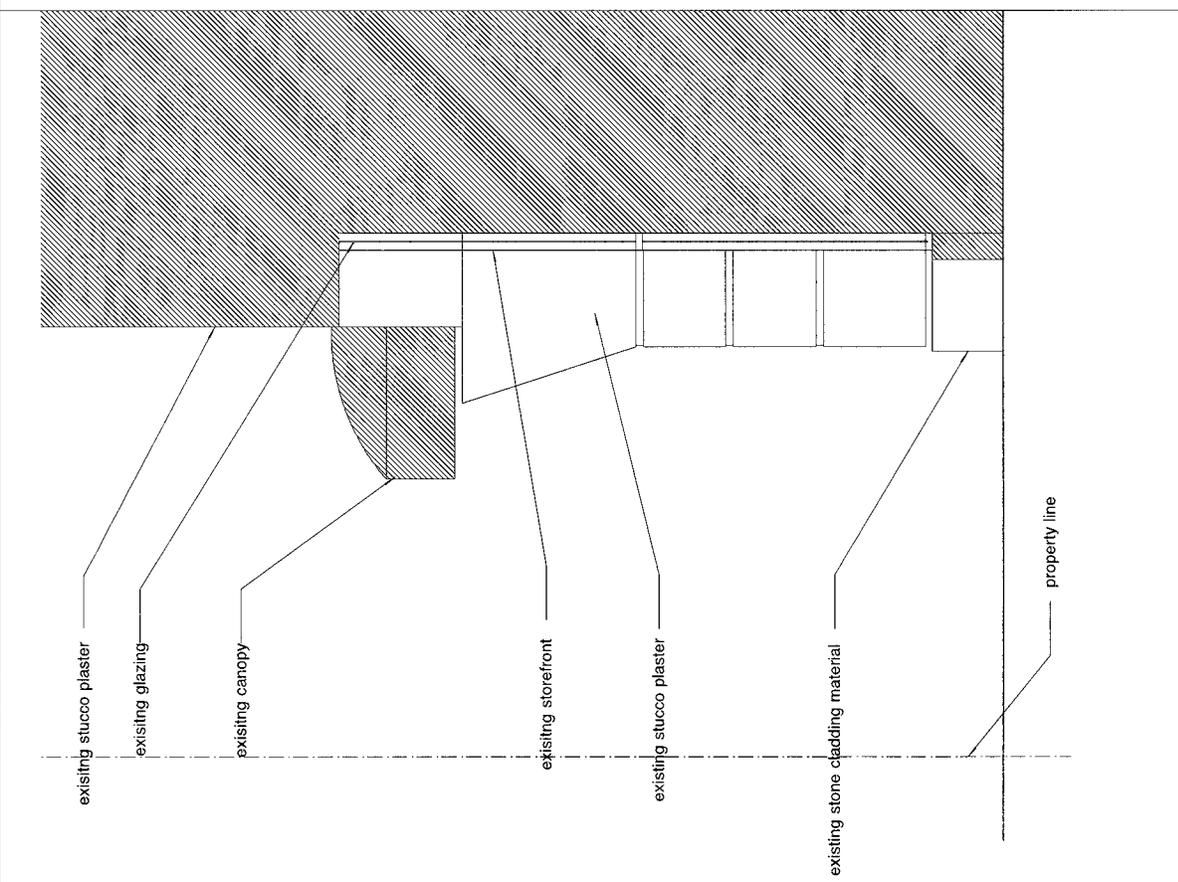
scale 1/4" = 1'-0"

RECEIVED
 APR 05 2010
 Huntington Beach
 PLANNING DEPT.

 Hamilton Pacific 751 N. Todd Ave. Azusa, CA 91702	REVISIONS A 1 B 2 C 3 D 4	WELLS FARGO BANK JACKS GIRLS 101 MAIN ST. SUITE 101, 111 HUNTINGTON BEACH, CA 92648	DRAWN JOSH G. CHECKED DATE 9-22-09 DRAWN BY CRYSTAL SCALE 3/8" = 1' 0" SHEET a-204
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scale 3/8" = 1'-0" **1** side elevation



scale 3/8" = 1'-0" **2** existing side elevation



Hamilton Pacific

751 N. Todd Ave.
Azusa, CA 91702

REVISIONS
A 03.24.10

B
C
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WELLS FARGO BANK
JACKS GIRLS
101 MAIN ST. SUITE 101, 111
HUNTINGTON BEACH, CA 92648

DRAWN
JUSTIN G.
02/09

DATE
9-22-09

PROJECT
SECTION

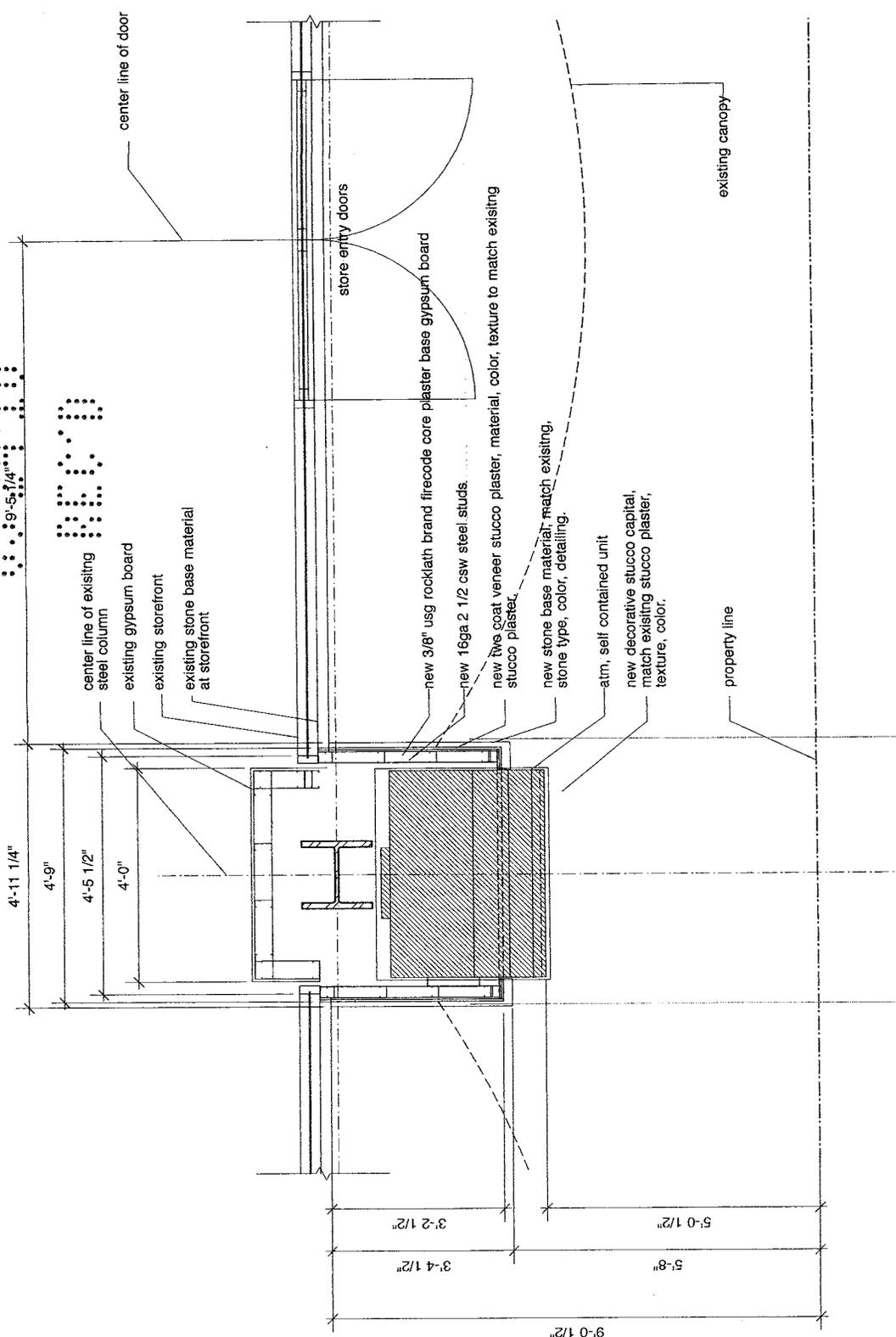
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1/2" = 1'-0"

SHEET
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section, proposed

scale 1/2" = 1'-0"





Hamilton Pacific

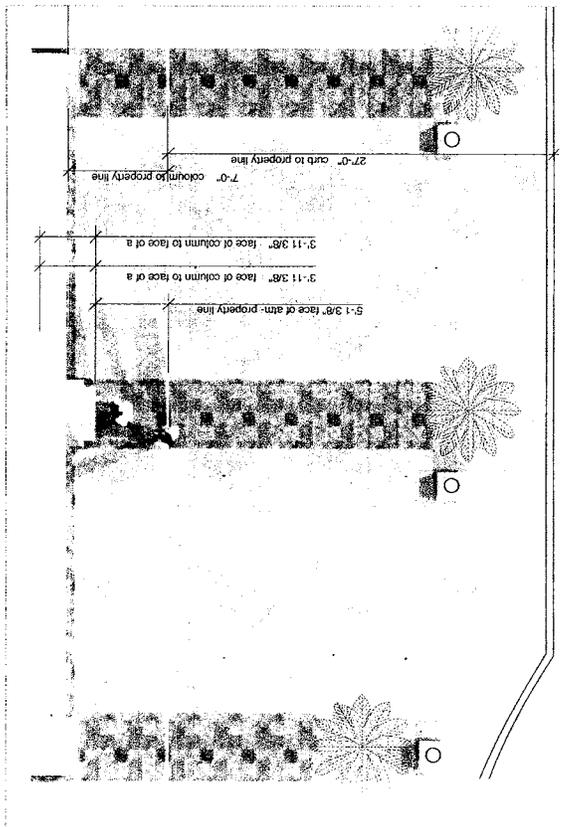
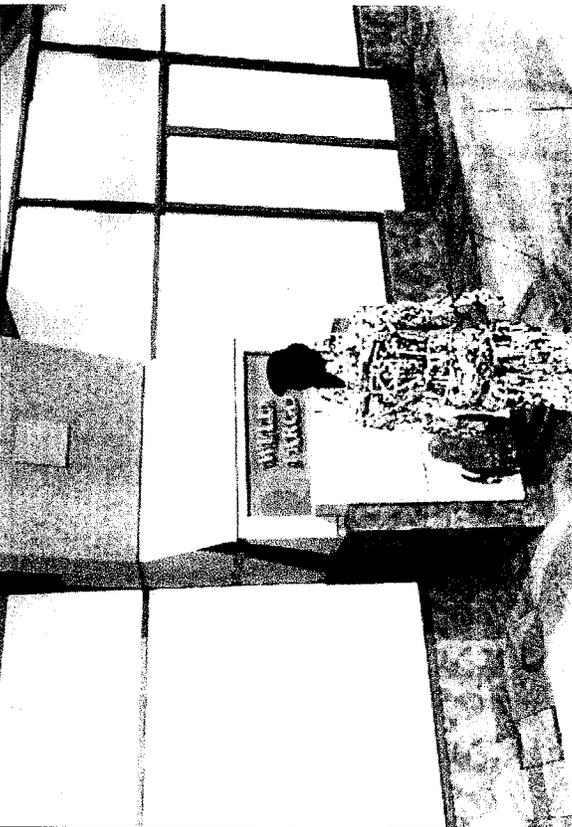
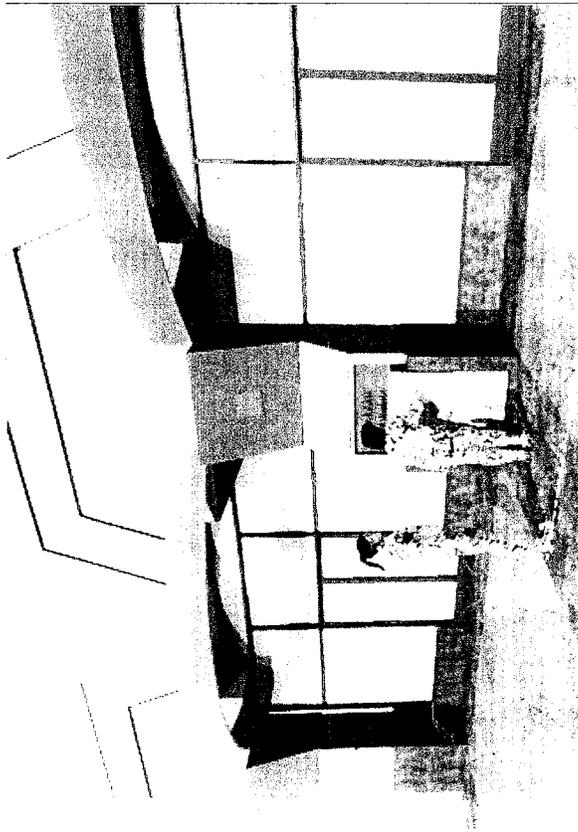
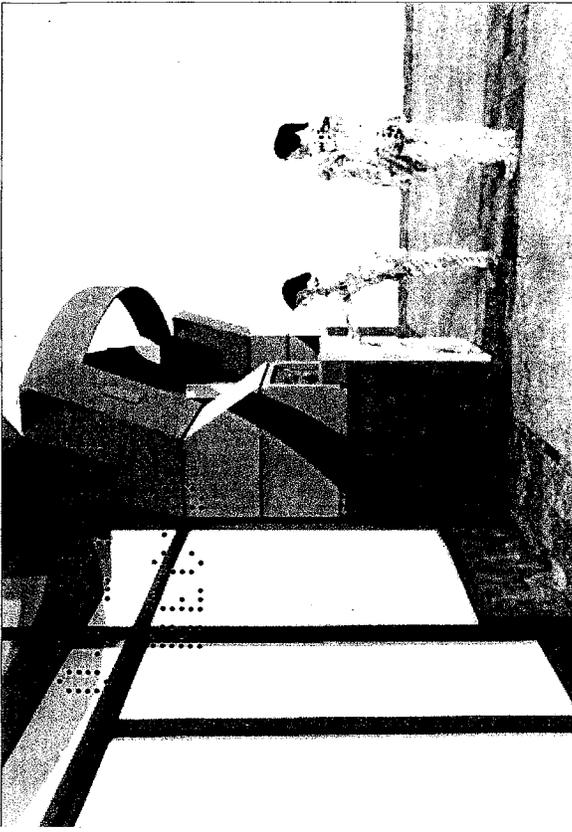
751 N. Todd Ave.
Alameda, CA 94720

REVISIONS
A 03/24/10

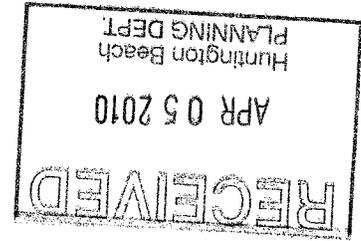
DATE
BY

WELLS FARGO BANK
JACKS GIRLS
101 MAIN ST. SUITE 101, 111
ALAMEDA, CA 94720

DATE
JOB# G.
CHECK#
DATE
9-22-09
DRAWING#
REVISIONS
DATE
1/2" = 1'-0"
BY
a-003



Cruz + balber architects
5847 uplander way suite a
culver city, california 90230
310.216.4700 charles_balber@me.com



04.02.10
in support of project submittal:

Project: Proposed Wells Fargo Bank ATM, 101 Main Street, Huntington Beach

Wells Fargo Bank formally had an ATM located in the 300 block of Main St.; the landlord at that location did not renew the lease for the operation of that ATM which resulted in the removal of it from that location. Wells Fargo Bank desires to maintain its beneficial presence in the downtown area by installing a replacement ATM at a new location on the east side of Jacks Surf Shop which is located at 101 Main Street. The new location shall be entirely on private property and within the boundary of the property line with no element of the installation projecting into public space.

The ATM is to be positioned within a modified, existing, column detail separating Jamba Juice and Jacks Girls. A portion of the existing column façade will be demolished to allow for the extension of its sides and lower front using the same materials and finish properties to create an enclosure. The ATM shall be recessed into the modified column as far as possible to reduce the forward projection from the building face. The condition of the housing shall be such that it will allow for a minimum space around the top and sides of the ATM to allow for adequate air circulation while inhibiting the collection of trash and other debris that would otherwise occur with a wider gap between the two. The area of the column above the ATM would be altered to mirror the angular detail just above the demolition extents and thereby creating the space necessary to incorporate a topper for enclosure of the telco and alarm equipment that accompany an off-site ATM installation of this type. Utilities servicing the ATM will come from existing source points within Jacks and will be routed through existing building elements so as not to be visible, or reachable, from any point around the proposed set point. All modified surfaces shall retain the aesthetic qualities and properties of the materials surrounding it and will not in any way be separated from the main structure in any form.

The ATM will be operational 24 hours a day, seven days a week, as was the former ATM. To comply with State mandated safety regulations, an AB-244 lighting survey shall be conducted prior to commencement of any work to validate the existing conditions. The proposed new light fixtures shall be of a type that illuminate the walkway below them and to their sides; additionally, the new fixtures shall be painted the same color as the wall from which they are mounted thereby reducing conspicuous notice. The proposed ATM will be serviced with cash by Brinks Armored Transport; Wincor, the manufacturer, shall provide all first line maintenance when service is required. A security review, to be performed by Wells Fargo Bank, may require the installation of a *wall* mounted dome type camera in addition to the one contained within the ATM itself. Currently dome type cameras are shown within the canopies adjoining the atm.

Access to the proposed ATM shall be on foot only, customers in vehicles must park in any of the existing short term, metered, parking stalls located on Main Street then walk to the ATM. The proposed ATM will best serve the general public frequenting the numerous retail and restaurant establishments that exist on the block as well as those across the street, in the surrounding blocks and on the pier. The proposed ATM shall also serve Wells Fargo Bank customers electing to conduct their banking business at the proposed ATM instead of at a traditional branch location.

Modifications to the existing building and installation of the ATM during construction will not impede pedestrian traffic on the public right of way. All barricading during the construction phase shall be in accordance with City of Huntington Beach requirements and shall otherwise be located entirely within property line. Access to the adjacent retail establishments shall remain unimpeded as it was prior to the proposed installation. The installation of then proposed ATM will be an asset to the local business community and redevelopment zone.



November 20, 2009

City of Huntington Beach
Planning

Scott Hess, Secretary of the Planning Commission
Jill Arabe, Assistant Planner
City of Huntington Beach
2000 Main St.
Huntington Beach, CA 92648

NOV 23 2009

Rec'd PAID *[Signature]*

Re: Design Review NO. 2009-031 (Wells Fargo ATM)

Dear Mr. Hess:

We are in receipt of the Notice of Action for the proposed project. This letter shall serve as written notice to the Secretary of the Planning Commission that Wells Fargo Bank is appealing the decision of the Design Review Board. A filing fee of \$2,002.00 will be paid.

We are addressing the recommendation for security with the placement of convex mirrors to allow the user to view a person approaching from the rear or side. The ATM will have AB 244 compliant lighting and a surveillance camera as well as an internal ATM camera. Video will be retained as noted by the police department and the machine is alarmed. All of these items are standard Wells Fargo requirements.

The request from Public Works will be addressed and there is the required distance between the ATM and the tree well. This will be noted on revised plans to be submitted.

The ATM enclosure will be revised to a custom enclosure that is partially recessed into the building column and will be finished in stucco and granite panel to match the building. The awning over the ATM will be sloped and canvas covered to meet the city guidelines.

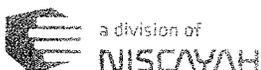
Wells Fargo has previously maintained an ATM at 200 Main Street #116 and has reviewed the record of the transactions at that location. The records indicate that there are generally single transactions with no queuing or one person queuing. Infrequently, there may be two persons queuing.

We respectfully request that this project be reconsidered and design modifications be accepted.

Please let us know if you have any questions or need further information at this time.

Best Regards,

Diane Frank
Branch Manager
dfrank@hamiltonpacific.com





City of Huntington Beach Planning Commission
Scott Hess, Secretary of Planning Commission
Jill Arabe, Assistant Planner

Huntington Beach Proposed Wells Fargo ATM

Wells Fargo has compiled the following information to address Huntington Beach Planning Commission's questions/concerns regarding placement choice and customer queuing at the proposed WF ATM on Main Street. The information is based on the transaction data from our recently deinstalled ATM which was removed due to the landlord not renewing our lease. Based on the close proximity to the proposed location we feel that the transaction volume will be a good representation of what can be expected at the new ATM. We reviewed two years of transaction data for the old ATM, October 08' to October 10', and determined it would be best to provide the information from the "peak" months (June-September). This is when the transaction volume is at its highest and will provide the planning commission with the "worst case" of what can be expected.

ATM Location Preference

Wells Fargo has chosen to pursue the ATM placement on Main Street as opposed to PCH based on the following;

- It's more convenient for our customers. The location is in closer proximity to our deinstalled ATM.
- There is convenient parking next to the location and parking garages nearby.
- The location is closer to restaurants, shops, and other traffic generators.
- It has excellent visibility in an area with high pedestrian traffic.
- Surfcityusa.com summed it up best, "Off the beach, Main Street, Huntington Beach **is the place to be**, where crowds young and old – and families too – congregate for nightlife, shopping and dining."

ATM Queuing

We utilized an M/M/1 queuing system to determine the average number of customers in queue at any given hour. The queuing model takes into account the variability of **arrival rates** as well as the variability in individual **service rates**. Based on queuing, we looked at an absolute worst case by taking the maximum hourly ATM transactions by hour by day as well as one transaction per customer and feeding that arrival pattern in our queuing model. Below you will find a brief explanation of the two key components in our model, arrival rates and service rate, along with our key findings. Please refer to the Graphs on the following page for a visual depiction of the information.

Queue Model Components

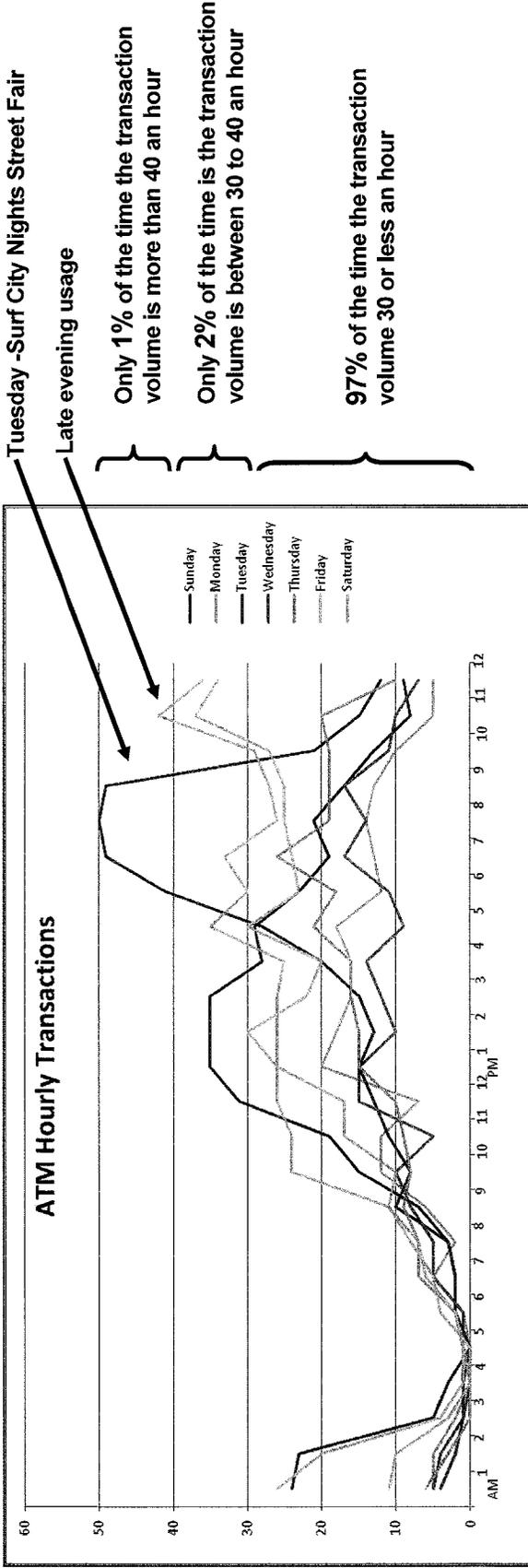
- Arrival Rates – We utilized our transaction records to determine visits based on ATM card numbers. The transaction record was sorted by transaction date and time. The visits were determined by the unique card numbers. From these records, transaction volume at this ATM location never exceeded capacity; thusly it was safe to assume that transaction times associated with visits were an adequate proxy for arrival times.
- Service Rate – We assumed the worst case scenario for our service rate estimates. We conducted a time study to measure visit durations for the variety of transactions that are conducted at our ATMs. We then applied the longest time for each transaction to the historical transaction data from our recently deinstalled ATM to determine the average service rate for the proposed ATM. We obtained the average transaction duration of 50 seconds, coupled with an average of 1.3 transactions per visit to determine average visit duration of 1 minute and 5 seconds.
 - Transaction Times from time study
 - Multiple check and cash deposits – 1 minute 9 seconds (6% of all transactions)
 - Withdrawals – 45 seconds (75% of all transactions)
 - Balance inquires - 15 seconds (17% of all transactions)
 - Transfers/stamps – 25 seconds (1% of all transactions)

Key Findings

- 97% of the time the ATM transaction volume is anticipated to be less than 30 transactions an hour. In terms of the queuing it translates to no more than 1 customer in the queue for the vast majority of the time.
- 2% of the time the transaction volume fluctuates between 30 to 40 an hour. During these times you can regularly expect to find 1-2 customers in the queue.
- 1% of the time we anticipate the ATM transaction volume to exceed 40 an hour. This only occurs in the late evening Friday and Saturday and during Surf City Nights. Depending on the arrival rate and transaction type the queue can vary from 2 -5 customers in lines.

ATM Transaction Volume

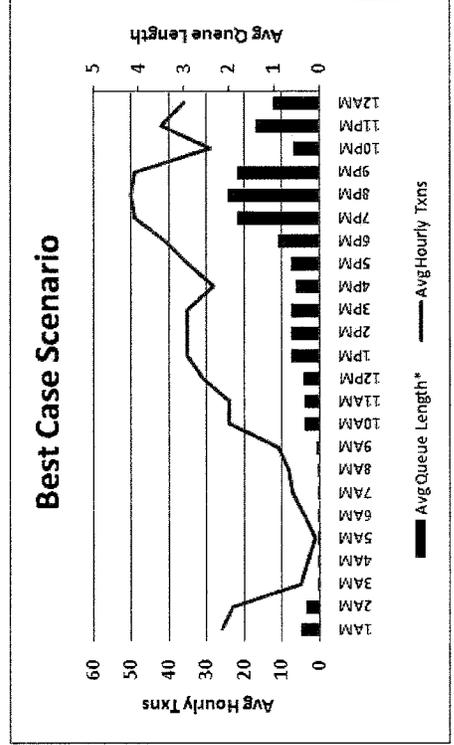
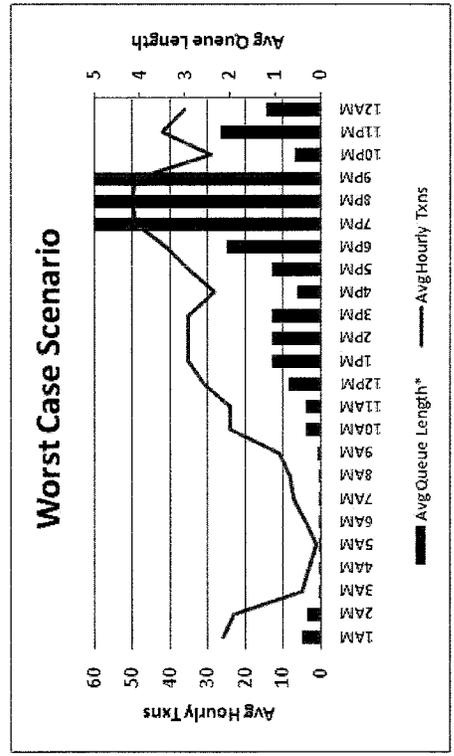
The chart below displays the average amount of transactions conducted by day of the week for the old ATM during the "peak" transaction months over a two year period of time. The information encompasses all transactions conducted by both Wells Fargo and non-Wells Fargo customers.



Customer Queuing

Worst Case Scenario – Shows a 1:1 ratio between customer and transaction during the highest transaction hour from the days of the week. This adds on additional time prior to and after a transaction is completed which is calculated into the queue. (Reminder –the longest transaction time were used)

Best Case Scenario – Shows a 1:1.3 ration between customer and transaction during the highest transaction hour from the days of the week. This was the case at the recently removed ATM down the street. Applying it to the model significantly reduces the number of customers in queue during high transaction times.



Conclusion

Based on our findings we have determined that for the vast majority of the time the queuing from the ATM will not encroach on the on the pedestrian traffic off Main Street. There are a few brief instances when the queuing can regularly be expected to exceed 2 customers in line. These are short lived, taking place in the late evening on Friday and Saturday or during Huntington Beach's Surf City Nights. In either case we do not feel that the added queue will be an issue or obstruction. During the late evenings the stores are closed and the beach is not heavily used, greatly reducing the amount of pedestrian on the side walk. During Surf City Nights the majority of the pedestrian traffic has migrated to the street. There may be a few instances where the queuing will exceed 2 people in line outside our projections as there is no way to accurately predict when a group of people will approach the machine at the same time. Should this occur the duration will be extremely brief.

Frank Rivera,
Regional Account Executive
Wells Fargo – ATM Banking



CITY OF HUNTINGTON BEACH

2000 MAIN STREET

CALIFORNIA 92648

DESIGN REVIEW BOARD

Phone 536-5271
Fax 374-1540
374-1648

NOTICE OF ACTION

November 13, 2009

Robert J. Lopez
c/o Hamilton Pacific
751 N. Todd Road
Azusa, CA 91702

APPLICATION: DESIGN REVIEW NO. 2009-031 (WELLS FARGO ATM)

APPLICANT: Robert J. Lopez, c/o Hamilton Pacific, 751 N. Todd Road, Azusa, CA 91702

PROPERTY OWNER: Jamal Abdelmuti, 7575 Reynolds Circle, Huntington Beach, CA 92647

REQUEST: Review the design, colors, and materials of a new Wells Fargo ATM.

PROJECT LOCATION: 101 Main Street, 92648 (northwest corner of Pacific Coast Highway and Main Street)

DATE OF ACTION: November 12, 2009

The Design Review Board of the City of Huntington Beach denied your application on November 12, 2009.

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Design Review Board becomes final at the expiration of the appeal period. A person desiring to appeal the decision shall file a written notice of appeal to the Secretary of the Planning Commission within ten calendar days of the date of the Design Review Board's action. The notice of appeal shall include the name and address of the appellant, the decision being appealed, and the basis for the appeal. A filing fee of \$2,002 shall also accompany the notice of appeal. In your case, the last day for filing an appeal and paying the filing fee is **November 23, 2009**.

You are also hereby notified that you have 90 days to protest the imposition of the fees described in this Notice of Action. If you fail to file a written protest regarding any of the fees contained in this Notice, you will be legally barred from later challenging such action pursuant to Government Code §66020.

ATTACHMENT NO. 6.1

If you have any questions, please contact Jill Arabe, Assistant Planner at (714) 374-5357 or via email at jarabe@surfcity-hb.org or the Planning Department Zoning Counter at (714) 536-5271.

Sincerely,



Tess Nguyen, Secretary
Design Review Board

TN:JA

- c: Honorable Mayor and City Council
Chair and Planning Commission
Fred Wilson, City Administrator
Scott Hess, Director of Planning
Herb Fauland, Planning Manager
William H. Reardon, Division Chief/Fire Marshall
Steve Bogart, Acting Principal Civil Engineer
Gerald Caraig, Permit-Plan Check Manager
Jamal Abdelmuti, Property Owner
Project File

Arabe, Jill

From: Arabe, Jill
Sent: Tuesday, November 03, 2009 2:15 PM
To: Bogart, Steve; Small, Ken; Caraig, Gerald
Subject: Planning Application No. 2009-0270
Attachments: Code Requirements - 11.3.09.doc

I apologize for the late notice. If I could receive your comments in time for the DRB meeting of 11/12/09, it would be very much appreciated. Thanks.

PETITION(S): Planning Application No. 2009-0270
Design Review No. 2009-031 (Wells Fargo ATM)

REQUEST(S): To review the design, colors, and materials of a proposed Wells Fargo ATM.

LOCATION: 101 Main St., 92648 (west side of Main Street, north of PCH)

ZONE: SP5-CZ – District 3 (Downtown Specific Plan – Coastal Zone)

GENERAL PLAN: MV – F6/25 – sp-pd

EXISTING USE: retail

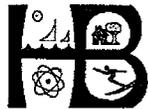
Please submit your concerns and recommended changes or conditions in writing on or before **November 10, 2009**

Jill Ann Arabe
Assistant Planner
City of Huntington Beach
(P) 714.374.5357

*BUILDING & SAFETY (CODE COMMENT ONLY)
PROPOSED ATM SHALL MEET ~~THE~~ CURRENT PROVISIONS
OF THE 2007 CBC FOR ACCESS & 2007 CEC FOR
ELECTRICAL.*

CARAIG X1575

ATTACHMENT NO. 7.1



CITY OF HUNTINGTON BEACH

PUBLIC WORKS INTERDEPARTMENTAL COMMUNICATION

PROJECT IMPLEMENTATION CODE REQUIREMENTS

DATE: 3/31/10
PROJECT NAME: WELLS FARGO ATM
ENTITLEMENTS: DR 09-031
PLNG APPLICATION NO: 2009-0270
DATE OF PLANS: 3/24/10
PROJECT LOCATION: 101 MAIN STREET
PROJECT PLANNER: JILL ARABE, ASSISTANT PLANNER
TELEPHONE/E-MAIL: (714) 374-5357 / JARABE@SURFCITY-HB.ORG
PLAN REVIEWER: JOSH MCDONALD, CIVIL ENGINEERING ASSISTANT 
TELEPHONE/E-MAIL: 714-536-5509 / JOSHUA.MCDONALD@SURFCITY-HB.ORG
PROJECT DESCRIPTION: TO REVIEW THE DESIGN, COLORS, AND MATERIALS OF A PROPOSED WELLS FARGO ATM AND CANOPY ATTACHED TO A COLUMN OF AN EXISTING MIXED USE BUILDING. THE SCOPE OF WORK WILL INCLUDE THE INSTALLATION OF THREE LIGHT FIXTURES AND GUARDRAILS.

The following is a list of code requirements deemed applicable to the proposed project based on plans as stated above. The items below are to meet the City of Huntington Beach's Municipal Code (HBMC), Zoning and Subdivision Ordinance (ZSO), Department of Public Works Standard Plans (Civil, Water and Landscaping) and the American Public Works Association (APWA) Standards Specifications for Public Works Construction (Green Book), the Orange County Drainage Area management Plan (DAMP), and the City Arboricultural and Landscape Standards and Specifications. The list is intended to assist the applicant by identifying requirements which shall be satisfied during the various stages of project permitting, implementation and construction. If you have any questions regarding these requirements, please contact the Plan Reviewer or Project Planner.

THE FOLLOWING DEVELOPMENT REQUIREMENTS SHALL BE COMPLETED PRIOR TO ISSUANCE OF A BUILDING PERMIT:

1. The proposed ATM shall not encroach into the public right-of-way. Per Section 3202.2 of the 2007 California Building Code, "Encroachments into the public right-of-way above grade and below 8 feet in height shall be prohibited."
2. An Encroachment Permit is required for all work within the City's right-of-way. (MC 12.38.010/MC 14.36.030)



**HUNTINGTON BEACH
PUBLIC WORKS DEPARTMENT
SUGGESTED CONDITIONS OF APPROVAL**

DATE: 3/31/10
PROJECT NAME: WELLS FARGO ATM
ENTITLEMENTS: DR 09-031
PLNG APPLICATION NO: 2009-0270
DATE OF PLANS: 3/24/10
PROJECT LOCATION: 101 MAIN STREET
PROJECT PLANNER: JILL ARABE, ASSISTANT PLANNER
TELEPHONE/E-MAIL: (714) 374-5357 / JARABE@SURFCITY-HB.ORG
PLAN REVIEWER: JOSH MCDONALD, CIVIL ENGINEERING ASSISTANT 
TELEPHONE/E-MAIL: 714-536-5509 / JOSHUA.MCDONALD@SURFCITY-HB.ORG
PROJECT DESCRIPTION: TO REVIEW THE DESIGN, COLORS, AND MATERIALS OF A PROPOSED WELLS FARGO ATM AND CANOPY ATTACHED TO A COLUMN OF AN EXISTING MIXED USE BUILDING. THE SCOPE OF WORK WILL INCLUDE THE INSTALLATION OF THREE LIGHT FIXTURES AND GUARDRAILS.

**THE FOLLOWING CONDITIONS ARE REQUIRED TO BE COMPLIED WITH FOR THE
SUBJECT USE:**

1. The site plan received and dated March 24, 2010 shall be the conditionally approved layout, except for the following:
 - a. A minimum ten foot wide pedestrian walkway shall be maintained between the ATM and adjacent tree well.



**CITY OF HUNTINGTON BEACH
PLANNING DEPARTMENT**

PROJECT IMPLEMENTATION CODE REQUIREMENTS

DATE: November 6, 2009
PROJECT: WELLS FARGO ATM
PROJECT LOCATION: 1010 MAIN STREET (West of Main, North of PCH)
REQUESTS: TO REVIEW THE DESIGN OF A PROPOSED ATM
PROJECT PLANNER: JILL ARABE
PLAN REVIEWER: JAN THOMAS
TELEPHONE/E-MAIL: (949) 348-8186 JCKTHOMAS@COX.NET

The following is a list of code requirements deemed applicable to the proposed project based on plans received. The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. A list of conditions of approval adopted by the Zoning Administrator in conjunction with the requested entitlement(s), if any, will also be provided should the project be approved. If you have any questions regarding these requirements, please contact the Plan Reviewer.

Recommended conditions of approval

Concern:

This ATM is located in a visible area on Main Street. Therefore, the location is beneficial to public safety. However, this is a 24-hour ATM. Therefore it may be used at all hours, including times where there may be little or no activity on Main Street. Keeping these situations in mind, it is important that the ATM user see on either side of the kiosk before approaching the ATM, as well as have the ability to see behind oneself when using the ATM.

Recommendation:

Maximizing visibility while approaching and using the ATM can be partially accomplished by installing two convex mirrors. Each mirror, if placed on the upper right and left hand corner of the kiosk (and back a few inches) would allow the user to see if someone is lying in wait on the other side of the kiosk, and, while using the ATM, someone possibly approaching from behind.

Mirrors are also installed to provide ATM customers with a rear view to prevent "shoulder surfing," a common means of compromising personal identification numbers.

NOTE:

The applicant stated they are complying with the required provisions of the statewide law known as AB244. Although AB244 does not require it, this applicant has proposed installation of a wall mounted camera in addition to the one proposed for the kiosk and ATM. This is appreciated and optimal. Police request that video be retained for 30 days.



City of Huntington Beach Planning and Building Department

STAFF REPORT

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning and Building
BY: Jill Arabe, Assistant Planner 
DATE: February 23, 2010
SUBJECT: **APPEAL OF DESIGN REVIEW BOARD'S DENIAL OF DESIGN REVIEW NO. 09-031 (WELLS FARGO ATM)**

APPLICANT/

APPELLANT: Hamilton Pacific, 751 N. Todd Road, Azusa, CA 91702

PROPERTY

OWNER: Jamal Abdelmuti, 7575 Reynolds Circle, Huntington Beach, CA 92647

LOCATION: 101 Main Street, 92648 (northwest corner of Main Street and Pacific Coast Highway – Downtown)

STATEMENT OF ISSUE:

The applicant is requesting that Design Review No. 09-031 be continued to the April 13, 2010 Planning Commission meeting. The continuance is requested on behalf of Wells Fargo to prepare revised plans with sufficient information to address project concerns (see attachment).

RECOMMENDATION:

Motion to:

“Continue Design Review No. 09-031 to the April 13, 2010 Planning Commission meeting with the public hearing open at the applicant’s request.”

ATTACHMENT:

Letter from Diane Frank, Hamilton Pacific, dated and received February 10, 2010

SH:HF:JA:lw

February 9, 2010

Scott Hess, Secretary of the Planning Commission
Jill Arabe, Assistant Planner
City of Huntington Beach
2000 Main St.
Huntington Beach, CA 92648

Re: Design Review NO. 2009-031 (Wells Fargo ATM)

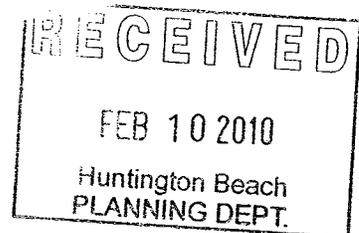
Dear Mr. Hess:

We are in receipt of the Design Review Board agenda for the proposed project. This letter shall serve as written notice to the Secretary of the Planning Commission that Wells Fargo Bank requires additional time to address the planning department concerns of the previous submittal. We are in the process of re-designing the proposed project; as such, we require additional time to compile a comprehensive package descriptive of the revised proposal with sufficient information for clarity of intent.

We are requesting a continuance to April 13th. We are submitting the additional deposit for continuance.

We respectfully request that this request be accepted.

Please let us know if you have any questions or need further information at this time.



Best Regards,

A handwritten signature in black ink, appearing to read "Diane Frank". A long horizontal line extends from the end of the signature across the page.

Diane Frank
Branch Manager
dfrank@hamiltonpacific.com

