

July 21, 2015

Mr. Armen Kazanchyan
635 W. Colorado St., #201
Glendale, CA 91204

**RE: SIGN PROGRAM CASE NO. PDR 1503612
500 S. Glendale Avenue, Glendale, CA 91205**

Dear Mr. Kazanchyan:

On July 21, 2015, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.33.220, **APPROVED** your application for a sign program. The sign program is for the multi-tenant development located at 500 S. Glendale Avenue.

CONDITION OF APPROVAL:

Redesign the ground sign to provide a lighter, more planar, less top-heavy appearance that is more in-keeping with the project design.

PROJECT ANALYSIS:

The proposed sign program will be for a commercial center that will be extensively remodeled. A new building (Unit A) will be constructed in the corner of the two street frontages and the existing building will be remodeled and enlarged (Units B to E). The development will be one-story and will be designed for retail and office uses. The surface parking facility will also be improved with a new parking layout. The proposed sign program will be for seven accessory wall signs, one accessory ground sign, and one building address. The accessory ground sign will provide for five double-faced sign spaces.

The sign program, pursuant to Section 30.33.220- Sign Programs of the Glendale Municipal Code, must be limited to regulate the sign location, the sign construction type and the method of illumination, and will apply only to the accessory wall signs and the accessory ground sign. All other signs permitted in Chapter 30.33 – Signs of the Glendale Municipal Code, may not be restricted by a sign program but may be subject to the property owner's discretion. The Director of Community Development has the authority to review and approve sign programs consistent with the following standards:

1. *Signs shall be compatible with the intended location, the project architecture, and the surroundings including significant landscape features.*

The proposed accessory wall signs will be rectangular cabinet signs with cut-out graphics within the perforated sheet metal cabinets. They will be mounted on the wall surfaces above the window areas where the entrances are located, except for Units A and B which have additional facades exposures. The accessory ground sign will have five double-faced sign areas, consistent with the five proposed tenant spaces. All sign cabinets will have a rectangular design consistent with the contemporary architectural style of the building remodel. Also, the ground sign will have a supporting structure consisting of a rectangular post and a red round metal post consistent with similar features on the building.

The proposed accessory ground sign is top heavy in appearance and not in keeping with the thin planes that are a major component of the building design. A condition of approval calls for the sign to be redesigned.

Signs will be located in areas where they will not be visually blocked by landscaping, building features and adjacent buildings.

2. *Signs shall not unduly compete or obstruct other business signs, traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.*

The proposed signs are an appropriate size and proportion for the scale of the remodeled building and will provide a consistent and attractive solution to a multi-tenant sign program. A standardized dimension for the signs, location, construction type and method of illumination will maintain a visual consistency without unnecessary visual clutter.

Also, it does not appear from the proposed plans that signs will obstruct other signs, traffic signals or other features. All proposed signs will be complementary to the remodeled building architecture.

3. *The sign program shall exhibit a harmonious design theme for the entire lot or site and shall include the use of internally consistent materials, colors and textures.*

All proposed signs will have rectangular shapes with aluminum cabinets and cut-out graphics for consistency and harmony.

4. *The sign program shall be consistent with any applicable plans or guidelines related to a redevelopment project area.*

The site is not located in a redevelopment project area.

ENVIRONMENTAL DETERMINATION: Exempt from CEQA review pursuant to State CEQA Guidelines Section 15311, Class 11 – Accessory Structures.

This approval is for the sign program only. Sign program approval does not constitute compliance with the Zoning Code and/or Building Code requirements. Please refer to the

end of this letter for information regarding plan check submittal. If there are any questions, please contact the case planner, Chris Baghdikian, at 818-937-8182 or via email at cbaghdikian@glendaleca.gov.

APPEAL PERIOD (effective date), TIME LIMIT, LAPSE OF PRIVILEGES, TIME EXTENSION

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper City and public agency. Under the provisions of the Glendale Municipal Code, Title 30, Chapter 30.62, any person affected by the above decision has the right to appeal to the City Council if it is believed that the decision is in error or that procedural errors have occurred, or if there is substantial new evidence which could not have been reasonably presented. It is strongly advised that appeals be filed early during the appeal period and in person so that plans may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms within fifteen (15) days following the actual date of the decision. Information regarding appeals and appeal forms will be provided by the Building and Safety Division upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before August 5, 2015 in the Building and Safety Division, 633 E. Broadway, Room 101, Monday thru Friday 7:00 a.m. to 12:00 p.m., or at the Community Development Department (CDD), 633 East Broadway, Room 103, Monday thru Friday 12:00 p.m. to 5 p.m..

APPEAL FORMS available on-line: <http://glendaleca.gov/appeals>

TRANSFERABILITY

This authorization runs with the land or the use for which it was intended for and approved. In the event the property is to be leased, rented or occupied by any person or corporation other than yourself, it is incumbent that you advise them regarding the conditions and/or limitations of this grant.

EXTENSION

An extension of the approval may be requested one time and extended for up to a maximum of one (1) additional year upon receipt of a written request from the applicant and demonstration that a reasonable effort to act on such right and privilege has commenced within the two (2) years of the approval date. In granting such extension the applicable review authority shall make a written finding that neighborhood conditions have not substantially changed since the granting of the design review approval.

NOTICE – subsequent contacts with this office

The applicant is further advised that all subsequent contact with this office regarding this determination must be with the case planner, Chris Baghdikian, who acted on this case. This would include clarification and verification of condition compliance and plans or building permit applications, etc., and shall be accomplished by appointment only, in order to assure that you receive service with a minimum amount of waiting. You should advise any consultant representing you of this requirement as well.

If an appeal is not filed within the 15-day appeal period of the decision, plans may be submitted for Building and Safety Division plan check. Prior to Building and Safety Division plan check submittal, approved plans must be stamped approved by Planning Division staff. Any changes to the approved plans will require resubmittal of revised plans for approval. Prior to Building and Safety Division plan check submittal, all changes to approved plans must be on file with the Planning Division.

An appointment must be made with the case planner, Chris Baghdikian, for stamp and signature prior to submitting for building plan check. Please contact Chris Baghdikian directly at 818-937-8182 or via email at cbaghdikian@glendaleca.gov.

Sincerely,

Philip Lanzafame
Interim Director of Community Development



Jay Plat - Urban Design Studio Staff

PL:JP:cb