



June 14, 2019

**MCP ONYX, LLC**  
c/o Mike Daniszewski  
333 South Hope Street, Suite 3650  
Los Angeles, CA 90071

**RE: 313 W CALIFORNIA AVENUE/304 W MYRTLE STREET  
SIGN PROGRAM CASE NO. PDR 1815690**

Dear Mr. Daniszewski:

On June 14, 2019, 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 consisting of five accessory wall signs, and five projecting signs for the multi-tenant mixed-use development located at 304 W Myrtle Street and 313 W California Avenue in the Downtown Specific Plan (DSP), Transitional District.

**CONDITIONS OF APPROVAL:**

1. That the development shall be in substantial accord with the plans and materials submitted with the sign program application, except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein.
2. That all necessary permits shall be obtained from the Building and Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.
3. That the sign program structures shall be maintained in a good and safe condition and appearance to the satisfaction of the Director of Community Development. Upon notice by regular mail to the tenant, any sign found to be in poor appearance or unsafe condition shall be removed or replaced within 48 hours.
4. That all signs shall comply with the sign regulations contained in the zoning code.
5. That all accessory wall signs are one of the following styles: halo illuminated, individual channel letters; mixed media (signs using two or more illumination and fabrication methods); dimensional geometric shapes; and/or exposed neon when used as an accent. All accessory wall signs shall be mounted on the portion of the stucco building wall located directly above each tenant space and centered between appropriate columns to the satisfaction of the Director of Community Development.
6. All future signs shall comply with the sign program, and all signs, including sign type, size and location, shall be reviewed and approved by the Director of Community Development.

7. That the site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
8. That the sign program shall continue to remain in effect until superseded by a new or revised sign program.

### **PROJECT ANALYSIS:**

The project site contains the “Onyx” mixed-use residential building located at 313 W California/304 W Myrtle Street, which completed construction in 2018. It encompasses the entire western block of Central Avenue between Myrtle Street and California Avenue. It is located in the Downtown Specific Plan Transitional District which imagines North Central Avenue lined with mid-rise and fairly dense mixed-use and residential structures. The “Onyx” building is designed in a modern/contemporary style that employs a variety of geometric patterns of materials for architectural effect. The sign program for the building proposes modest wall signs and projecting signs for the commercial tenant spaces located on the ground floor. 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 sign program has been designed to complement the existing architectural details of the subject mixed-use building. The sign design, materials and location are compatible with the architecture of the building and are appropriate for the project. Two types of signs (accessory wall signs and projecting signs) are proposed in the sign program. The retail tenant sign drawings propose four wall sign styles: halo illuminated, individual channel letters; mixed media (signs using two or more illumination and fabrication methods); dimensional geometric shapes; and exposed neon when used as an accent. Each tenant wall sign is mounted on the portion of the stucco building wall located directly above each tenant space. The retail tenant projecting signs propose one projecting sign per customer entrance (maximum one per tenant). Each projecting sign projects no more than 3’-6” from the building face and has a minimum clearance of eight feet from the ground surface, and is limited to two feet in height with a maximum square footage of six square feet. A condition of approval has been included to have each proposed sign centered between appropriate columns of the building depending on the horizontal length and location of each tenant space to better match the rhythm of columns along the Central Avenue façade and provide greater consistency.

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 for and in proportion to the new building and will provide a consistent and attractive solution to the multi-tenant commercial building. Each tenant is permitted one accessory wall sign and one projecting sign facing Central Avenue. Given the wide sidewalk adjacent to the building, proposed signs should not compete or obstruct traffic signals. The limited number of signs has been designed within a unified theme to compliment the block-long mixed-use development and so as to not obstruct other commercial business signage. Each wall sign is mounted on the portion of the stucco building wall located directly above each tenant space and centered between appropriate columns depending on the horizontal



length and location of the tenant space. This standardization for the signs and maintaining a visual consistency offers an elegant approach without adding unnecessary visual clutter.

- 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.*

The subject building stretches the entire westerly block face along Central Avenue between Myrtle Street and California Avenue, and the sign program has been designed to exhibit a harmonious design theme for the entire Central façade using consistent materials, and illumination. The accessory wall signs will be composed of a limited variety (four) sign styles: halo illuminated, individual channel letters; mixed media (signs using two or more illumination and fabrication methods); dimensional geometric shapes; and exposed neon when used as an accent. They are mounted on the portion of the stucco building wall located directly above each tenant space and centered appropriately between the buildings existing columns, maintaining a consistent appearance. The retail tenant projecting signs propose one projecting sign per customer entrance (maximum one per tenant). This has been made a condition of approval to the satisfaction of the Director of Community Development. The type of signs proposed and their composition will be complementary to the modern/contemporary design of the building.

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

The Downtown Specific Plan (DSP) establishes design parameters for the Central Redevelopment Project Area. The plan for this redevelopment area requires that signs conform to City requirements set forth in Chapter 30.33 (Signs) and with intent of the City established criteria for sign programs for properties located in the DSP zone. A condition of approval of this sign program will require that all signs conform to the City's sign regulations. The purpose of the ordinance is to create a more attractive business climate and a unified design program for all signs throughout the subject building. The proposed sign program accomplishes this goal and is deemed to be consistent with the DSP.

**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, Kristen Asp, at 818-937-8161 or via email at [kasp@glendaleca.gov](mailto:kasp@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 May 9, 2016 in the Building and Safety Division, 633 E. Broadway, Room 101.

**APPEAL FORMS available on-line:** [www.glendaleca.gov/appeals](http://www.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, Roger Kiesel, 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, Kristen Asp, for stamp and signature prior to submitting for building plan check. Please contact Kristen Asp directly at 818-937-8161 or via email at [kasp@glendaleca.gov](mailto:kasp@glendaleca.gov).

Sincerely,

  
Philip Lanzafame  
Director of Community Development

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