



**CITY OF GLENDALE, CALIFORNIA**

Community Development  
Planning

633 E. Broadway, Suite 103  
Glendale, CA 91206-4311  
Tel. (818) 548-2140 Fax (818) 240-0392  
glendaleca.gov

December 4, 2019

Glendale Medical Professional Building, LLC  
Attn: Dr. Soheil Younai  
16055 Ventura Blvd  
Encino, CA 91436

**RE: Sign Program for 500 East Colorado Street, Glendale, CA 91205  
(420, 424 and 500 E. Colorado Street and 423 E. Elk Avenue)  
Design Review Case No. PDR 1923621**

Dear Dr. Younai:

On December 4, 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 for the multi-tenant medical office development located at 500 East Colorado Street in the Downtown Specific Plan (DSP) – East Broadway District.

**ENVIRONMENTAL DETERMINATION**

The project is exempt from CEQA review as a Class 11 "Accessory Structures" exemption pursuant to Section 15311 of the State CEQA Guidelines, because the project involves new on-premise signs.

**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. 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 or his/her designee.

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 That the sign program shall continue to remain in effect until superseded by a new or revised sign program.

**PROJECT ANALYSIS:**

The sign program is for a four-story, 60-foot high, multi-tenant commercial building with three levels of primarily medical offices. The building is located on three lots fronting Colorado, while the rear adjoining lot on Elk Avenue is being redeveloped as a surface parking lot with two levels of subterranean parking. The project is designed in a modern/contemporary style and features a total of 155 parking spaces (see Parking Exception Case No. PPPEX 1708137). The sign program for the building proposes building identification signs at the top floor, and under-marquee and projecting signs for the commercial tenant spaces located on the ground floor, and an accessory ground sign along Colorado Street. Per GMC 30.33.220, the Director of Community Development has the authority to review and approve sign programs consistent with the following standards.

The submitted sign program for the project consists of the following signs:

- One Accessory Ground Sign:
  - Location and Sign Area – An illuminated 8' by 20' monument sign located within the planter fronting East Colorado Street, as depicted in Sign Program. Though not depicted in the plans, a second sign may be permitted on the south side of the property along Elk Avenue, according to Code.
- Building Identification Wall Signs:
  - Number and Location – One permitted per each elevation directly facing a street or parking area
  - Sign Area – Maximum sign area limited to 100 SF.
- Projecting Signs:
  - Location – Illuminated or non-illuminated blade sign located at each ground floor tenant entry location
  - Number – One projecting sign for each tenant space
  - Area: Maximum area per Sign Code is 12 square feet
- Under-Marquee Signs:
  - Number and location – One permitted per ground floor tenant at the marquee directly above the tenant entry
  - Sign Area – Maximum of 6 SF, as depicted in Sign Program; the letters shall be suspended from the marquee and either non-illuminated or internally illuminated channel letters
- Window Signs:
  - As allowed by Sign Code, GMC 30.33.210.B
  - Area: Maximum 25% of window area
- Directional and Informational Signs:
  - As allowed by Sign Code, GMC 30.33.190

All signs comply with the sign regulations set forth in GMC 30.33 (Signs). The attached Sign Program Description and plans identify the individual sign details (areas, locations, etc).

Per Section GMC 30.47.040.F, the sign program is consistent with the following standards:

1. *Signs shall be compatible with the project architecture and the surroundings including significant landscape features.*  
The comprehensive sign program has been designed to be complementary with the proposed contemporary architectural style of the project. The building identification walls signs, under-marquee signs, and projecting signs are streamlined and subdued in style, and hence, compatible with the building. Meanwhile, the surroundings do not include any significant landscape features, such as specimen trees, mountain views, etc., so the signs do not conflict with such features.
2. *Signs shall not unduly compete with or obstruct other business signs, obstruct traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.*  
The code-compliant signs do not compete with, nor will they obstruct other surrounding business signs, such as the one-story commercial buildings directly to the east and west of the project site, and the seven-story commercial building north across Colorado Street. The proposed signage has been reviewed by the Public Works Traffic & Transportation staff and has been determined not to be visually obstructive to traffic signals. Per Public Work staff's direction, the accessory ground sign has been moved slightly to the east to ensure greater visibility around the circular driveway for pedestrian interface along Colorado Street. Given the variety of uses and buildings along East Colorado at this location, the proposed signs will not detract from the architectural features of the neighborhood, nor will the comprehensive sign program result in visual clutter.
3. *The sign program shall exhibit a harmonious design, mounting and illumination theme for the entire lot or site.*  
As described in Finding A above, the sign program has been designed with the proposed building identification walls signs along the building parapet, and the projecting and under-marquee signs for the ground floor tenants, working together in a harmonious design aesthetic, and such signs are appropriately mounted and illuminated. The accessory ground sign is located within the front landscape planter along East Colorado Street adjacent to the driveway, and will be illuminated for night-time visibility. Meanwhile, the pin-mounted under-marquee signs are proposed under the marquee canopies along the ground floor, and such standardized installation prevents damage to the exterior of the building during sign change-outs. Complementary projecting blade signs are proposed at the ground floor tenant entrances. The wall and projecting signs have been appropriately scaled to the intended tenant spaces, and would facilitate public awareness and identification of the tenants' locations. Overall, the proposed signage is compatible with the types of signs permitted for other businesses of comparable size and scale, and is appropriate for the use and location of this property. Furthermore, the proposed signage would be consistent with the intent of the sign program by allowing for visual presence and public awareness of the building by pedestrian and vehicular traffic along a prominent major arterial street.
4. *The sign program shall be consistent with any applicable plans or guidelines related to a redevelopment project area.*  
The medical office building is not located within a redevelopment project area.

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, Vilia Zemaitaitis, AICP, Principal Planner, at 818-937-8154 or via email at [vzemaitaitis@glendaleca.gov](mailto:vzemaitaitis@glendaleca.gov).

#### **APPEAL PERIOD**

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 said decision to the Planning Commission 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 imperfections/incompleteness 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 Permit Services Center (PSC) or the Community Development Department (CDD) upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **December 19, 2019**, at the Permit Services Center (PSC), 633 East Broadway, Room 101, Monday thru Friday 7:00 am to 12:00 pm, or at the Community Development Department (CDD), 633 East Broadway, Room 103, Monday thru Friday 12:00 pm to 5 pm.

**APPEAL FORMS available on-line** <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 sold, 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.

#### **GMC CHAPTER 30.41 PROVIDES FOR**

##### TERMINATION

Every right or privilege authorized by an Administrative Exception shall terminate two (2) years after the granting of such, unless the exercise of such right or privilege has commenced in good faith prior to such time, except as otherwise provided for.

##### CESSATION

An Administrative Exception may be terminated by the review authority upon any interruption or cessation of the use permitted by the Administrative Exception for one year or more in the continuous exercise in good faith of such right and privilege.

##### EXTENSION

Permits granted by such right or privilege 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 administrative exception.

#### **VIOLATIONS OF THESE CONDITIONS**

Violations of conditions required by this determination may constitute a misdemeanor or infraction under section 1.20.010 of the Glendale Municipal Code (GMC) and/or a violation of other local, State or Federal laws or regulations. Unless a specific penalty is provided, any person convicted of a misdemeanor shall be punished by a fine not to exceed one thousand dollars (\$1,000.00), or imprisonment for a term not to exceed six (6) months, or by both fine and imprisonment. Infractions are punishable by a fine not exceeding the sum of five hundred dollars (\$500.00) for each violation. Violations of conditions required by this determination may be grounds for a revocation.

#### **REVOCAION**

Section 30.64.020 – Revocation – The Community Development Department shall have continuing jurisdiction over variances, conditional use permits and administrative exceptions. To consider the revocation, the Director of Community Development shall hold a public hearing after giving notice by the same procedure as for consideration of a variance at least 10 days' notice by mail to the applicant or permittee.

#### **NOTICE – subsequent contacts with this office**

The Applicant is further advised that all subsequent contacts with this office regarding this determination must be with the Case Planner first and then, the Hearing Officer who acted on this case. This would include clarification, 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.

An appointment must be made with the case planner, Vilia Zemaitaitis, for stamp and signature prior to submitting for building permits for the signs. Please contact Vilia Zemaitaitis directly at 818-937-8154 or via email at [vzemaitaitis@glendaleca.gov](mailto:vzemaitaitis@glendaleca.gov).

Sincerely,



ERIK KRAUSE  
Deputy Director of Community Development

EK:VZ:vz

cc: City Clerk (K.Cruz); Police Dept. (J.Newton/Z.Avila); City Attorney's Dept. (G. Van Muyden/Y.Neukian); Fire Prevention Engineering Section-(J.Halpert); Dir of Public Works (Y.Emrani);Traffic & Transportation Section (P.Casanova); Integrated Waste Management Admin. (D. Hartwell); Maintenance Services Section Admin. (D. Hardgrove/T.Dodson); Street and Field Services Admin.; Engineering and

Environmental Management (C.Chew/R. Villaluna); General Manager for Glendale Water and Power (S.Zurn); Glendale Water & Power--Water Section (G. Tom/S. Boghosian/R.Takidin); Glendale Water & Power--Electric Section (B. Alshanti/B.Ortiz/E.Olsen); Parks, Recreation and Community Services Dept. (T. Aleksanian); Neighborhood Services Division (R.Sada/J.Jouharian); and case planner – Vilia Zemaitaitis.

# 500 COLORADO

Sean Younai, MD  
Glendale Medical Professional Building  
(818) 388-8171  
[SYounai@ADEdevelopment.com](mailto:SYounai@ADEdevelopment.com)

Bob Kossari  
Reflect Signs Co.  
(818) 787-3567  
[bob@reflectsigns.com](mailto:bob@reflectsigns.com)

## MASTER SIGN PROGRAM

### GLENDALE MEDICAL PROFESSIONAL BUILDING

[www.500Colorado.com](http://www.500Colorado.com)

500 East Colorado St., Glendale CA 91205





## **Table Contents**

<b>Objective &amp; Overview</b>	<b>3</b>
<b>Building Wall Identification Signs</b>	<b>4</b>
<b>Map- Wall Identification Signs</b>	<b>5</b>
<b>Elevations- Wall Identification Signs</b>	<b>6</b>
<b>Accessory Ground Sign</b>	<b>7</b>
<b>Map- Accessory Ground Sing</b>	<b>8</b>
<b>Accessory Ground Sign Location</b>	<b>9</b>
<b>Projecting Signage</b>	<b>10</b>
<b>Under Marquee Signs</b>	<b>11</b>
<b>Map- Under Marquee Signs</b>	<b>12</b>
<b>Window Display Graphics</b>	<b>13</b>
<b>Prohibited Signs</b>	<b>14</b>
<b>Tenant Signage Approval Process</b>	<b>15</b>
<b>Signage Fabrication, Installation, &amp; Maintenance</b>	<b>16</b>
<b>Author &amp; Contact Information</b>	<b>17</b>



## PROPERTY OWNER

Glendale Medical Professional Building  
ADE Real Estate  
16055 Ventura Blvd., Suite 100  
Encino, CA 91436  
Contact: S. Sean Younai, MD  
T: 818-388-8171  
E: [syounai@ADEdevelopment.com](mailto:syounai@ADEdevelopment.com)

## SIGN DESINGER

Reflect Signs Co.  
14315 Bessemer St.  
Van Nuys, CA 91401  
Contact: Bob Kossari  
T: 818-787-3567  
E: [Bob@reflectsigns.com](mailto:Bob@reflectsigns.com)

## OBJECTIVE

Our objective is to provide standards and specifications that ensure consistent quality, size, variety and placement for Tenant signs throughout this building. This criterion is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signage at Reflect Signs is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

## OVERVIEW

The overview of these criteria is to assist the Landlord/Tenant and City relationship.

The Landlord will be responsible to:

1. Provide base building design and construction information requested by Tenant's sign design consultant.
2. Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord. At the end of the lease, the tenant is responsible for signage removal and returning the building to its pre-lease condition.

Landlord reserves the right to revoke the sign program.



### **BUILDING IDENTIFICATION WALL SIGNS**

#### **Number:**

- Up to one (1) identification wall sign shall be permitted for each building tenant.
- Up to one (1) total sign is permitted on each wall side of the building, for a total of **four (4) for the building.**

#### **Area:**

- The area of an identification wall sign shall not exceed one hundred **(100) square feet.**

#### **Lighting:**

- Any lighting of identification signs shall follow the electrical code and shall not cause disturbing glare onto any adjacent areas due to excessive brightness or method of illumination.
- Any devices or structures used in conjunction with direct illumination of wall signs shall either be concealed from general view, recessed into a building or structure, or function as a decorative element in keeping with the character of the sign and the building to which it is attached.
- The direct illumination of identification signs shall be subject to approval by the City of Glendale Planning Department and the landlord.
- Preferred sign type would be internally illuminated face lit channel letters.

### **BUILDING ADDRESS NUMBERS**

The building address number and street address is located on the Building, facing the Colorado St. The size of the building number is **limited to 10 sq.ft.**

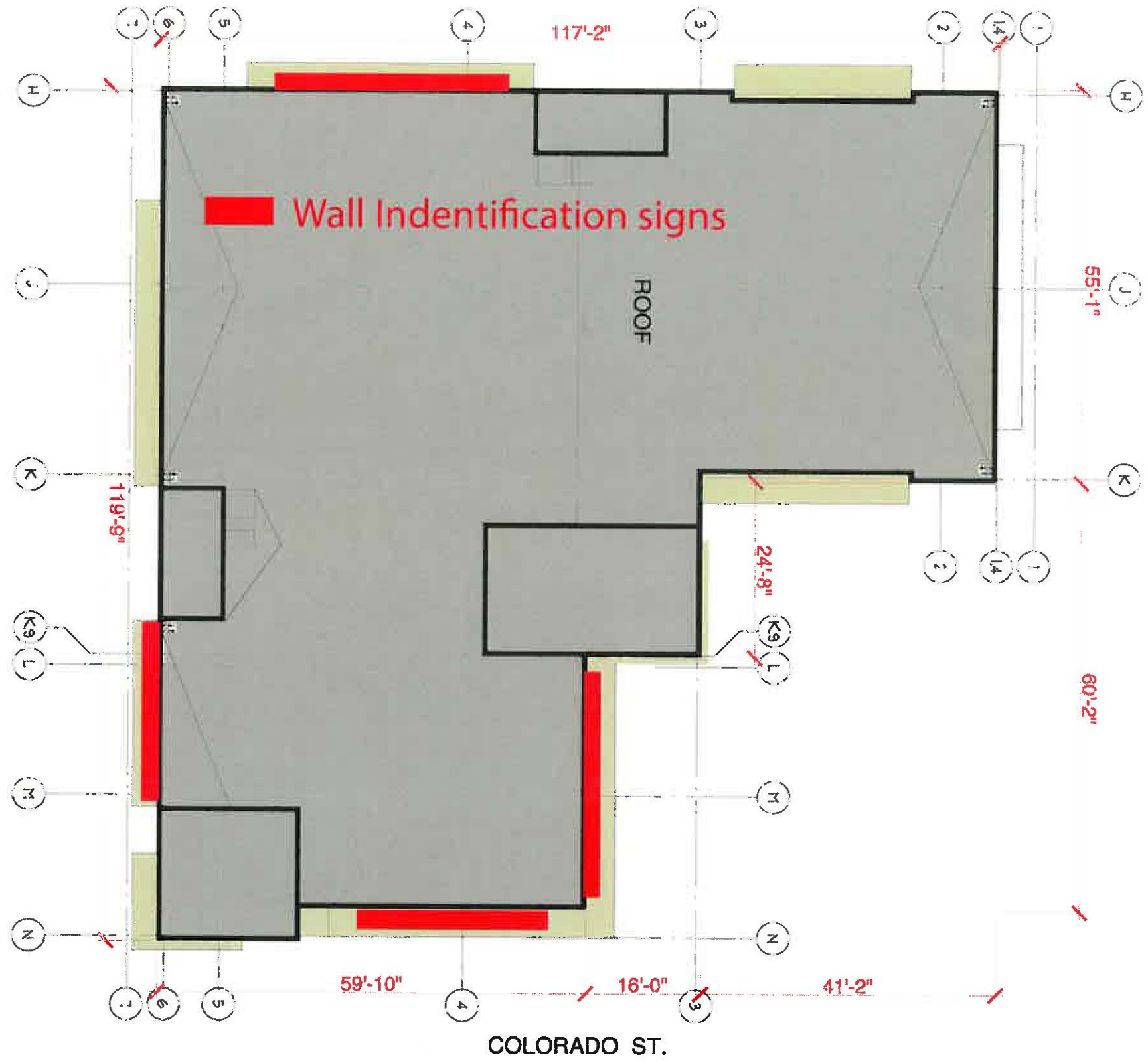
### **DIRECTIONAL SIGNS FOR PARKING**

- One (1) directional sign shall be permitted for each vehicular entrance and exit per lot or site.
- No directional sign shall have an area greater than four (4) square feet except for directional signs located over a vehicular entrance or exit of a structure designed and used for the parking of twenty (20) or more motor vehicles.
- No directional sign located over a vehicular entrance or exit of a structure designed and used for the parking of twenty (20) or more motor vehicles shall have an area greater than one (1) square foot for each foot of driveway width and no such sign shall extend beyond the width of such entrance.
- When located on a parking lot the height of a directional sign shall not exceed four (4) feet above the adjacent driveway or parking surface. In this case such a sign must be located a minimum of five (5) feet from the intersection of any driveway and the public right-of-way.
- When located at the vehicular entrance or exit of a structure designed for the parking of motor vehicles a directional sign may be located on the wall or in the entryway immediately above such entrance or exit.

# 500 COLORADO

Possible Locations  
of Building  
Identification Wall  
Signs:

ROOF PLAN 





# 500 COLORADO

## ACCESSORY GROUND SIGN

**Number:** One (1), Two-faced Accessory ground sign is located on the front-entrance (North, E. Colorado St.). A second one may be permitted on the Elk St. entrance, as long as it has an area of less than 1 sq.ft. per foot of property length on that side.

**Area:** Approximately 130 sq.ft. (*less than 1 sq.ft. per foot of building property length along Colorado -150'*).

**Location:** The Accessory ground sign is located in the front planter basin, 5' from the driveway, and 28-30' from the building.

### Dimensions:

- Max Display Elevation: 18'-6".
- Length of base- 7'-0".
- Width of base-1'-6".
- Footing height of 2'-0".

**Lighting:** Back lighted & Raised lettering with letters and logos of tenants. All tenant signs and logos must be approved by the landlord.

### Content:

- On the top, it depicts building street address and building web address for leasing information.
- It has multiple slots for tenant representation. Each tenant is allocated up to one slot.
- Tenant signage is licensed by the landlord per the lease.

1'-6"



North

7'-0"

16'-6"

2'-0"

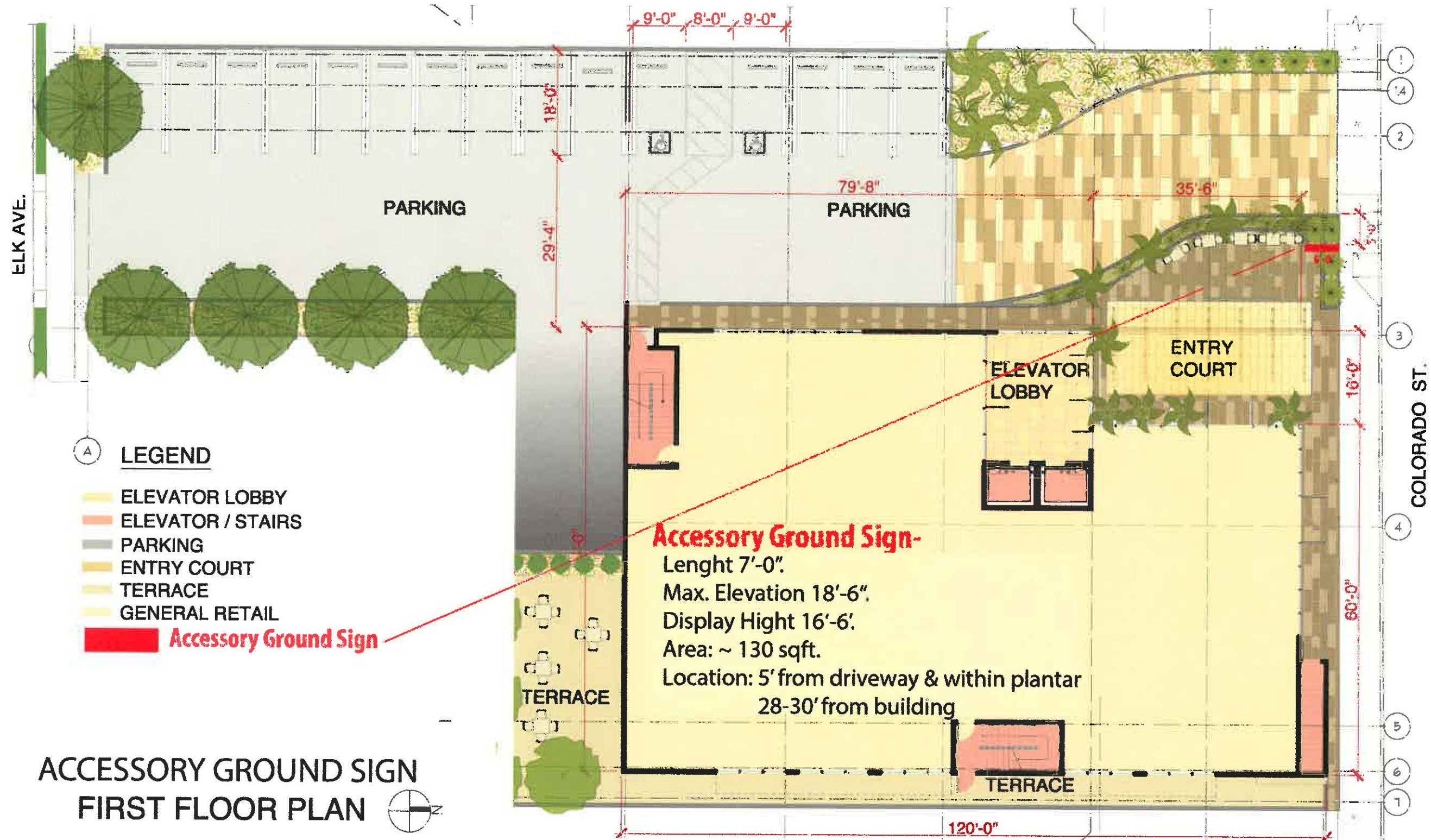


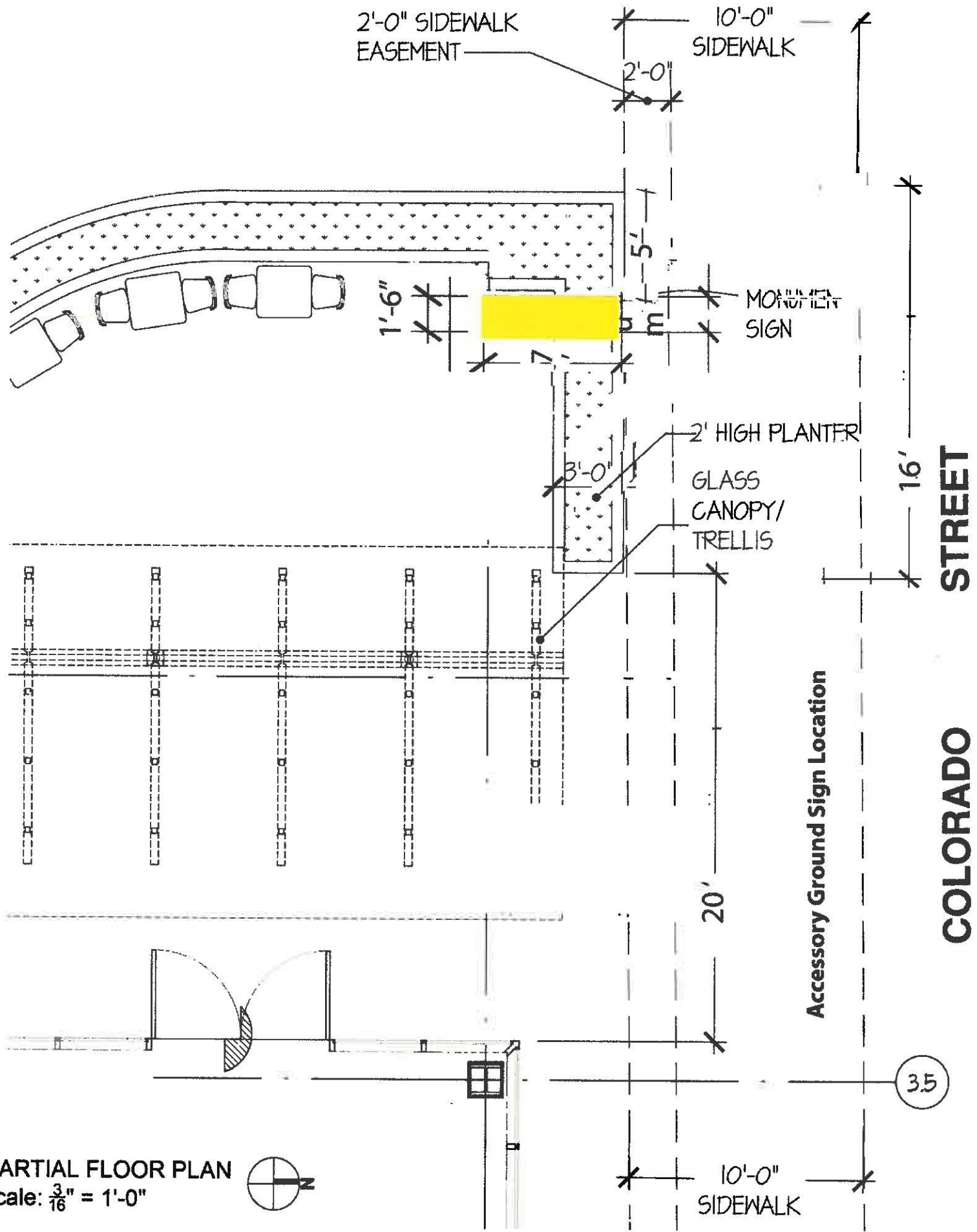
West



East

# 500 COLORADO





PARTIAL FLOOR PLAN  
 scale:  $\frac{3}{16}" = 1'-0"$



**ALAJAJIN-MARCOOSI ARCHITECTS INC**

320 West Arden Ave., Suite 120  
 Glendale, CA. 91203  
 Tel: (818) 244-5130  
 Fax: (818) 551-1613

Project Name:

**Glendale Medical Professional Building**

Project Address:

**500 E. Colorado Street  
 Glendale, CA 91205**

## PROJECTING SIGNAGE

**Number:** One (1) projecting sign shall be permitted per ground floor occupant and must be located adjacent to the tenant space.

**Area:** The area of each projecting sign shall not exceed twelve (12) sq.ft. per tenant and shall be directly adjacent to tenant space.

**Clearance:**

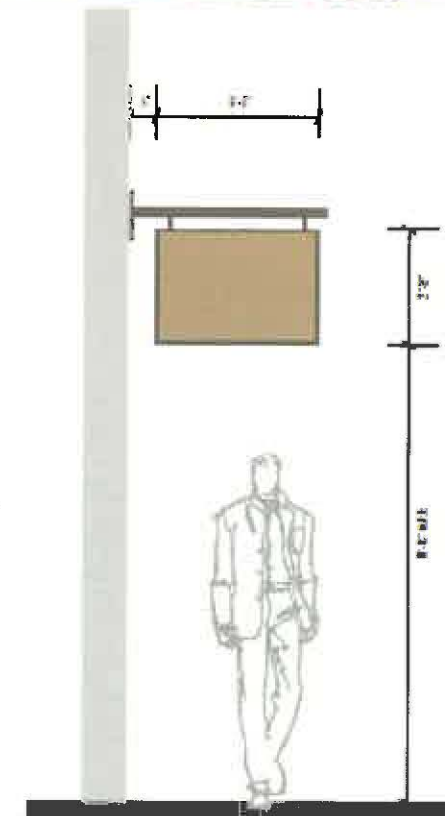
- **Hight-** Projecting signs shall have a minimum clearance of eight (8) feet between the bottom of the sing and ground surface.
- **Separation:** must be located a minimum of ten (10) feet from any interior property line which intersects a property line along a right-of-way and a minimum of ten (10) feet from any other projecting sign located on the building. Projecting signs shall project no more than three feet six inches (3'-6") from the building face and shall be no more than two feet (2'-0") in height, with a maximum of six (6) square feet of area.

**Dimensions:** It shall not exceed thickness of six (6) inches.

**Design:**

- The projecting sign program requires that each Tenant's graphic identity be transformed into a double-faced sign.
- The Landlord encourages the Tenant to propose projecting sign design, which enriches the pedestrian environment with a creative use of color and material combined with strong store name identification.
- Projecting signs may be illuminated or non-illuminated.
- Proposals for projecting sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate support for the projecting sign, and all required electrical services and connections.
- The projecting sign may use creative shapes.
- Landlord is not responsible for structural backing or the dedicated primary electrical power that may be required to support the projecting sign. This must be coordinated with Tenant's Improvement Contractor prior to installation.

## UNDER MARQUEE SIGNS





# 500 COLORADO

**Number:** One (1) under-marquee sign shall be permitted per ground floor tenant at its entrance to the building.

**Area.** Total of six (6) sq.ft. of signage is permitted per front-store tenant.

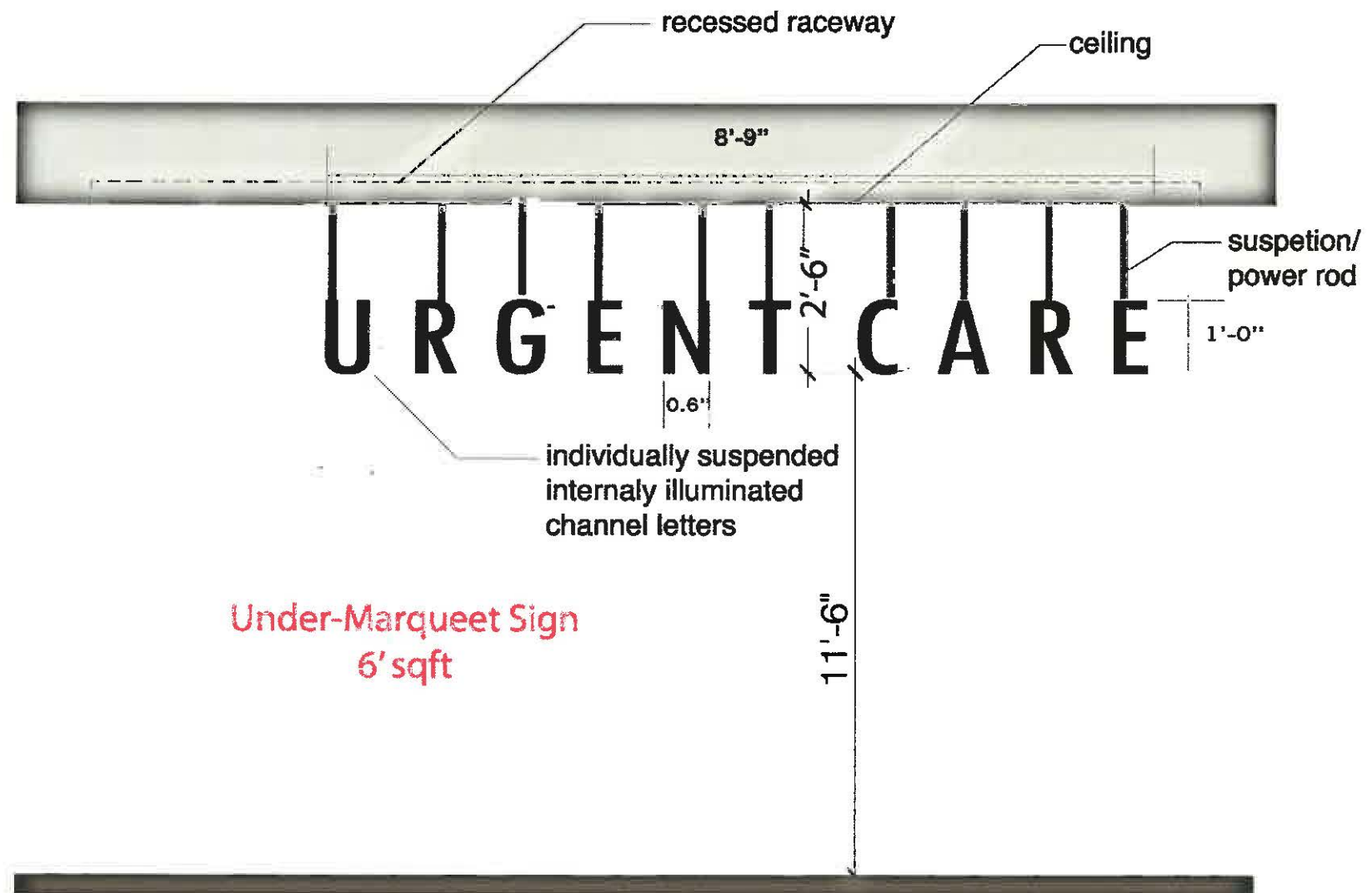
**Location:** Under Marquee signs shall be directedly adjacent to the tenant space and its entrance.

**Height.** The height of the face of an under-marquee sign shall not exceed two (2) feet, and the clearance above grade shall be not less than eight (8) feet.

**Lighting.** Any lighting of under-marquee signs shall be following the electrical code.

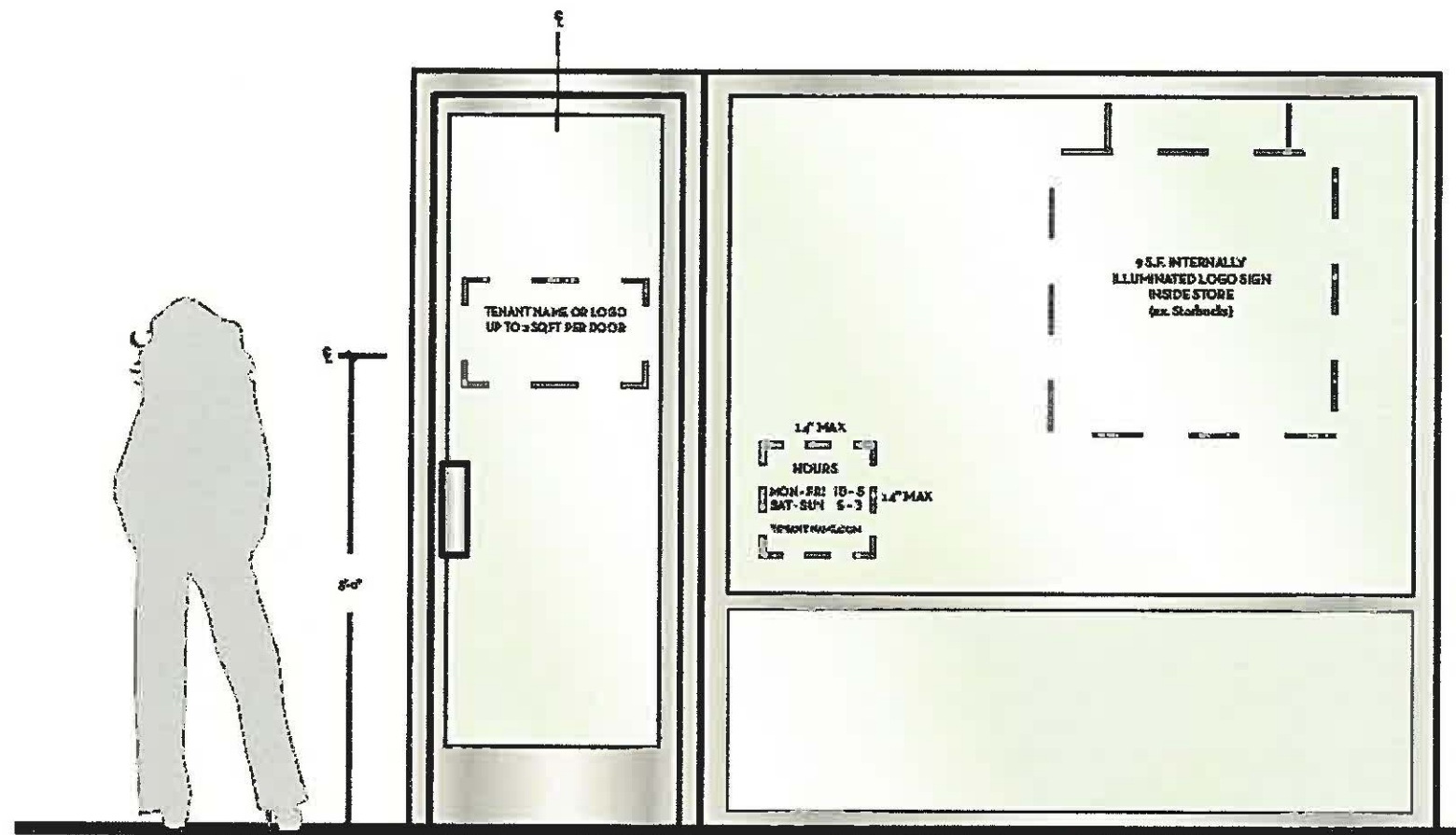
**Dimensions:**

- An under-marquee sign shall not exceed six (6) inches in thickness.
- Individually suspended and internally illuminated channel letters are preferred.
- Company logo may accompany and must be also individually suspended.
- Signage is be suspended from the marquee with suspension power rods.
- National brand suspended signage types are acceptable as long as approved by the Landlord.



## WINDOW DISPLAY GRAPHICS

- Each first-floor tenant is permitted Vinyl window graphics displays not to cover more than twenty-five percent (25%) of the each window frame area.
- Exposed neon signs are not permitted.
- Company store hours and ancillary signage to be white vinyl non-lit copy.
- County Health Cards are to be displayed on a window in an anodized aluminum frame with a decorative back treatment (Snap Frame 8 1/2" x 11" from Alphabet Signs recommended).
- Window signage, artwork, or lighting is not permitted on any of the 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> floor windows.
- All signage content, types, messaging, and usage type require approval from the Landlord and can vary between tenants at Landlords discretion.



## PROHIBITED SIGNS

- A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
- Temporary Wall Signs, Pennants, Sale / Promotional Banners, Inflatable Displays or Sandwich Boards, unless with specific prior approval from Landlord, and must be in accordance with City of Glendale, California, as applicable.
- Window signs or signs blocking doors or fire escapes.
- Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval, at his discretion.
- Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, or neon crossovers of any type.
- Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
- Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
- Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)
- Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
- Simulated materials such as wood grained plastic laminates or wall coverings.
- Flashing, oscillating, animated lights or other moving sign components.
- Signs on equipment screens.
- Advertising or promotional signs on parked vehicles.
- Sign company decals in full view (limit to one placement only).
- Portable and A-frame signs, unless with specific approval of Landlord and with approvals from the City per GMC 30.33.215.
- Wind-activated and balloon signs.
- Outdoor advertising structures (billboards).
- Abandoned and/or dilapidated signs and sign structures.
- Obscene or offensive signs.
- Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe or obstruct a required ventilator, door, stairway, or window above the first story.
- Signs emitting audible sounds, odors, or visible matter.
- Signs on public property or projecting within the public right-of-way, except with an Encroachment permit issued by the City of Glendale. Signs that constitute a hazard to the safe and free flow of traffic by obstructing or restricting the vision of drivers of motor vehicles and pedestrians.
- Noncompliant signs are to be removed immediately upon request.



**500** COLORADO

**AUTHORS**

**S. Sean Younai, MD**  
**Glendale Medical Professional Building**  
**(818) 388-8171**  
[syounai@ADEdevelopment.com](mailto:syounai@ADEdevelopment.com)

**Bob Kossari**  
**Reflect Signs Co.**  
**(818)787-3567**  
[bob@reflectsigns.com](mailto:bob@reflectsigns.com)

