



December 5, 2019

Jake Hollis
550 North Brand Blvd., Suite 650
Glendale, CA 91203

**Re: 550 North Brand Boulevard
Design Review (Sign Program) Case No. PDR 1920073**

Dear Mr. Hollis:

Pursuant to the provisions of Glendale Municipal Code, Title 30, Chapter 30.33.220, the Director of Community Development, **APPROVED** your application for a Sign Program for the existing multi-tenant building located at 550 North Brand Boulevard in the Downtown Specific Plan (DSP), Gateway District.

ENVIRONMENTAL DETERMINATION:

The project is exempt from CEQA review as 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 Division 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 or banner 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.
6. That the site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.

7. That no other visible signs beyond those approved in this sign program shall be permitted.
8. That the sign program shall continue to remain in effect until superseded by a new or revised sign program.
9. That no high-rise sign (building ID sign) will be mounted on the roof parapet.
10. That one (1) building identification sign (building ID sign) is permitted by this sign program.

PROJECT ANALYSIS:

The sign program is for the existing 21-story multi-tenant building (built in 1990), located at the southeast corner of Brand Boulevard and Doran Street, addressed 550 North Brand Boulevard. The building is located in the Downtown Specific Plan's Gateway District and is currently occupied with multiple uses including office, bank, and restaurant uses. The sign program, including existing and proposed signs, consists of seven (7) accessory wall signs (on the first and second floor walls), two (2) high-rise wall signs, and one (1) building identification sign. The existing three wall signs on the wall of the existing parking structure, facing Maryland Avenue (on the east side of the building), have been previously permitted by Variance No. 8340-S and are not included in this sign program.

In accordance with the GMC Section 30.33.120 D, the sign program will allow all tenants of the building, including those on the upper stories (above second floor) to have accessory wall signs at the first and second floor walls in the designated areas, as defined by this sign program. The total area of the signs shall not exceed one (1) square foot per foot of length of frontage of the building for each ground floor and second floor building length, which directly faces a dedicated street, dedicated alley, mall or parking area.

The sign program would be consistent with the intent of the City established criteria for sign programs for multi-story buildings in the Downtown Specific Plan's Gateway district. The proposed project would not unduly compete with or obstruct other business signs in the neighborhood, detract from the area's architectural features or create undue visual clutter. All signs comply with the sign regulations set forth in GMC Section 30.33 (Signs). The attached Sign Program Description and Plans (Version 11.0- Nov. 2019) identify the individual sign details (size, color, font, location, etc) and consists of the following signs:

- **Accessory Wall Signs (Eyebrow) for tenants of the building:**
 - Location – Standard, illuminated letters to be mounted flush to the building fascia and centered between two columns (pilasters) of the building façade at the area between the first and second floors, facing Doran Street and Brand Boulevard.
 - Number – Seven (7) wall signs including five signs at ground level and two signs at the second floor. One wall sign for each tenant space of the building, up to the landlord approval.
 - Sign Area – Area to comply with Sign Code (1:1 ratio of sign area per linear foot of building frontage), with maximum height of 12" and maximum width of 8'-0", as depicted in Sign Program.

- High Rise Wall Signs:
 - Location – On building wall, above the 21st floor of the building, on the top most fascia on the north and west elevations of the building (facing Doran Street and Brand Boulevard).
 - Number – Two (2) High rise wall Signs. Maximum of one sign per tenant that occupies twenty (20) percent or more of the square footage in the building.
 - Area – Maximum 61.25 square feet in area and 2'-6" inches in height and maximum width of 24'-6", as depicted in Sign Program.
- Identification Signs for the Building (Building ID):
 - Location – Standard, illuminated wall sign on north building elevation, facing Milford Street.
 - Number – One (1) Identification Wall Sign.
 - Sign Area – Area to comply with Sign Code (GMC Section 30.33.120 B) with a maximum height of 12" and width of 10'-3".

Per GMC Section 30.33.220, 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 project architecture and the surroundings including significant landscape features.*

The sign program has been designed to be complementary with the contemporary architectural style of the existing building. The 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 proposed sign program will not unduly compete with or obstruct other business signs in the neighborhood, detract from the architectural features of the neighborhood, or create undue visual clutter. The signs have been designed within a unified theme to complement the existing development and the adjacent development to the south (500 and 520 North Brand Blvd.) and other high-rise buildings surrounding the subject property. The proposed signs are an appropriate size and in proportion to the existing building. The wall signs will be mounted and centered between two columns (pilasters) of the building elevations to create a rhythm of signs and greater consistency. Tenants of the building, regardless of their location, will be permitted for one accessory wall sign subject to the building owner (landlord) approval.

3. *The sign program shall exhibit a harmonious design, mounting and illumination theme for the entire lot or site.*

As described in Finding 1 above, the sign program has been designed with the proposed signs working together in a harmonious design aesthetic, and such signs will be appropriately mounted and illuminated. The existing signage is to remain and will be changed as tenants vacate. The new signs will conform the approved sign program.

The proposed accessory wall signs have been appropriately scaled and would facilitate public awareness and identification of the building tenants at the ground, second floor, and upper floors. The accessory wall signs will be appropriately located within the pilasters of the building elevations and include the following sign type and details:

- a. Internally-illuminated and Push-through channel letters with flat surfaced Day/Night plexiglass or translucent acrylic with aluminum returns which are illuminated by LEDs.
- b. Cabinets (aluminum painted black) with translucent acrylic push-through letters and internal illuminated LED lighting.
- c. Non-illuminated graphically cutout letters (FCO Letters) with horizontal brushed aluminum finish.

The proposed identification wall sign will be non-illuminated, graphically cutout letters (FCO Letters) with horizontal brushed aluminum finish. A condition of approval is added to ensure that a maximum of one (1) identification wall sign (Building ID Sign) is permitted by this sign program. The two high-rise wall signs are proposed to be illuminated push-through channel letters with translucent acrylic and aluminum returns and will identify major tenants of the building. A condition of approval is added to ensure no high-rise sign is mounted on the roof parapet.

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.

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

The proposed sign program will be consistent with the standards set forth in Section 30.33 (Signs) and meets the intent of the City's established criteria for sign programs for properties located in the DSP zone, particularly the buildings in the Gateway District. Purposes of the ordinance include creating a more attractive business climate and a unified design program for all signs throughout a multi-tenant development. The proposed sign program accomplishes these goals.

This approval is for the sign program only. Sign program/Design Review approval of a project 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, Aileen Babakhani, at 818-937-8331 or via email at ababakhani@glendaleca.gov.

APPEAL PERIOD, TIME LIMITS, LAPSE OF PRIVILEGES, TIME EXTENSIONS

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 Design Review Board 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 20, 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 5:00 pm.

APPEAL FORMS available on-line www.glendaleca.gov/appeals

To save you time and a trip - please note that some of our FORMS are available on line and may be downloaded. AGENDAS and other NOTICES are also posted on our website.

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.

EXTENSION: Permits granted by such right or privilege may be requested one time and extended for up to a maximum of one 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.

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, **Aileen Babakhani**, 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.

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, plans must be stamped and approved by Planning Division staff. **Any** changes to the approved plans will require resubmitted or revised plans for approval.

An appointment must be made with the case planner for stamp and signature prior to submitting for building permits for the signs. Please contact the case planner, Aileen Babakhani during normal business hours at her direct line (818) 937-8331 or via email at ababakhani@glendaleca.gov.

Sincerely,



Erik Krause
Deputy Director of Community Development

EK:ab