



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

May 17, 2021

Raymond Spano
1163 Rubio Street
Altadena, CA 91001

**RE: Sign Program for Dental & General Office Building
400 WEST COLORADO STREET
Design Review Case No. PDR 2011801**

Dear Mr. Spano:

On May 5, 2021, 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 dental and general offices development located at **400 West Colorado Street**, located in "SFMU" - (Commercial/Residential Mixed Use).

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, except as noted below under the sign descriptions, 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 That the sign program shall continue to remain in effect until superseded by a new or revised sign program.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 new mixed-use project, located at 400 West Colorado Street, on the south side of West Colorado Street between South Columbus Avenue and South Pacific Avenue. The project consists of a new three-story, 6,584 SF commercial building for dental and general office use on a 12,500 SF site located on the south-west corner of Colorado Street and Columbus Avenue in the SFMU (Commercial/Residential Mixed Use) zone. The project is a streamlined, contemporary design that includes an emphasis on rectangular shapes and voids, clean lines, modern finishes, staggered roofline and transparent elements. The sign program for the building proposes modest wall signs for the commercial tenants located on the first floor; identification (wall) signs, including directories serving the building as a whole; 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 dental/general office building consists of the following signs:

- One Accessory Ground Sign:
 - Location and Sign Area – An internally illuminated 9'-0" (height) by 3'-0" (width) monument sign located within the planter fronting West Colorado Street, as depicted in Sign Program
- Wall Signs for Ground Floor Tenant
 - Location – Standard, internally illuminated wall signs at north and east facades facing Colorado Street and Columbus Avenue
 - Number – One wall sign for each tenant space facing a dedicated street; project proposes two wall signs total (one per street frontage)
 - Sign Area – Area to comply with Sign Code (1:1 ratio of sign area per linear foot of tenant space), with maximum height of 2'-6" and maximum width of 11'-0", as depicted in Sign Program
- Identification (wall) Sign Serving the Building as a Whole:
 - Location – Standard, non-illuminated wall sign on the north façade facing Colorado Street
 - Number – One wall sign for the building as a whole
 - Sign Area – Area to comply with Sign Code – 100 SF maximum serving the building as a whole. The project proposes maximum height of 2'-0" and maximum width of 5'-0" (10 SF total sign area), as depicted in Sign Program; the wall sign area may be increased as allowed by Code
- Identification Sign Serving the Building as a Whole:
 - Location – Directory wall signs at entry points – At the north façade along Colorado Street, on the south façade facing the parking lot, and on the west facade adjacent to the elevator, facing the parking lot.
 - Number – Three identification (directory) signs proposed serving the building as a whole
 - Area – Maximum of eight square feet, as depicted in the Sign Program

- Window Signs:
 - As allowed by Sign Code, GMC 30.33.210.B

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 (size, color, font, location, 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 wall signs for the commercial tenant space fronting Colorado are appropriate in terms of their size and location on the building facing the street. The wall signs are streamlined in style, and 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 those at the adjacent commercial business to the west of the project site. 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. 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 1 above, the sign program has been designed with the proposed accessory walls signs working together in a harmonious design aesthetic, and such signs are appropriately mounted on the building walls and illuminated except for the non-illuminated directories, as well as a building identification (wall) sign. Each street-facing façade features and internally illuminated wall sign consisting of two aluminum panels with powder coated colors (to be selected) and black letters cut into an aluminum plate or separated from the panel by aluminum studs. The wall signs have been appropriately scaled on the building, and would facilitate public awareness and identification of the building's first floor tenant. The non-illuminated identification (wall) signs at the building's entry points and adjacent to the elevator facing the parking lot feature white vinyl letters on a tempered glass over an aluminum panel with a powder coat finish, and polished aluminum caps corner to secure the panel on the building. The accessory ground sign is located within the front landscape planter along West Colorado Street. The sign appropriately identifies the project with its maroon and hunter green background colors, white letters on a plexiglass concrete panel, and internal LED lighting cabinet. 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 project is located in the former San Fernando Road Redevelopment Project Area, though the Redevelopment Agency was dissolved on February 1, 2012, in accordance with ABX1 26, and replaced by the Glendale Successor Agency (GSA). Regardless, the signage is consistent with the objectives of promoting an attractive business climate of the City's Sign Ordinance and the previous San Fernando Road Redevelopment Plan. 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.

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, Milca Toledo, at 818-937-8181 or via email at Mitoledo@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 Community Development Department (CDD) staff upon request by calling (818) 548-2140.

The completed appeal form must be filed with the prescribe fee prior to the expiration of the 15-day appeal period, on or before **JUNE 1, 2021**.

The appeal must be postmarked by the JUNE 1, 2021 deadline (mailed to Community Development Department – Planning Division, Attention (Milca Toledo), 633 East Broadway, Room 103, Glendale, CA 91206) OR emailed to the case planner at MiToledo@glendaleca.gov prior to the close of said business day. The prescribed fee must be included along with the appeal application and may be submitted wither in the form of a check or credit card payment. For credit card payment, please contact the case planner to make arrangements with the cashier. Note: The standard 2.5% fee for credit card payment applies.

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 a Design Review Sign Program 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

A Design Review Sign Program may be terminated by the review authority upon any interruption or cessation of the use permitted by the Design Review Sign Program 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.

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, 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, Milca Toledo, for stamp and signature prior to submitting for building permits for the signs. Please contact Milca Toledo directly at 818-937-8181 or via email at Mitoledo@glendaleca.gov.

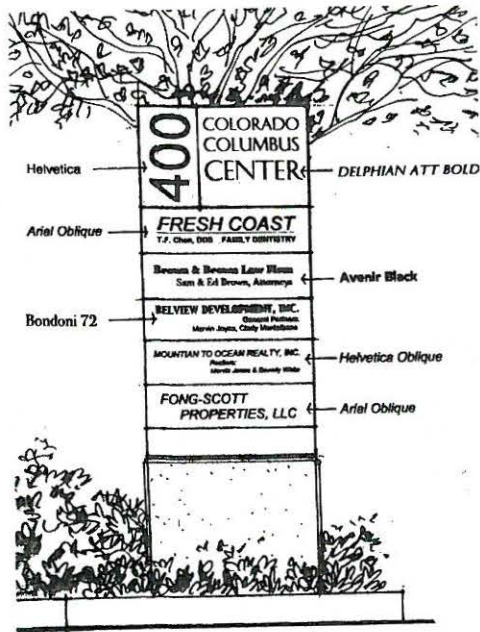
Sincerely,

A handwritten signature in blue ink, appearing to read 'Erik Krause', with a stylized flourish at the end.

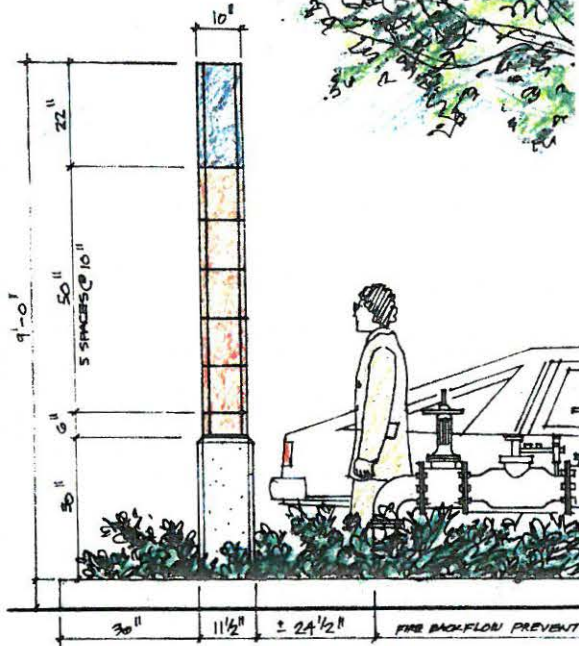
ERIK KRAUSE
Deputy Director of Community Development

EK:MT:mt

Attachment: Sign Program for 400 W. Colorado St.



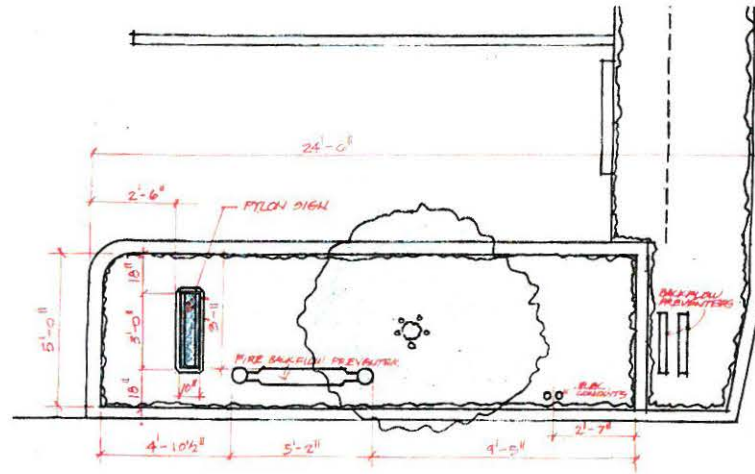
PYLON SIGN - Font Types
Scale: 1" = 1'-0"



PYLON SIGN ELEVATION
Scale: 1" = 1'-0"



PYLON SIGN FACE ELEVATION
Scale: 1" = 1'-0"



PYLON SIGN/PLANTER PLAN
Scale: 1/2" = 1'-0"

project
OFFICE BUILDING
for:
Dr. T. F. Chan
400 W. Colorado Street
Oceanside, California 92054

Sign Program for:
400 W. Colorado Street
Oceanside, California

Sparks Architects

1183 Rubio Street
Alhambra, California
91001

Telephone
626.594.8945 Sparks

email:
ray@sparksarchitects.com

fax
626.787.8646 Sparks

owner:
Dr. T. F. Chan
400 W. Colorado Street
Oceanside, California 92054

consultant(s)

△ data/description by

designer

drafter

checker

project architect RFS

sheet title

Monument Sign
Pylon Sign Plan
& Elevations

scale date
AS SHOWN 12.18.20
project number

sheet number

SP-3.5

sheet 3 of 3

