



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

November 8, 2021

Hilda Hakobian
2919-2931 Honolulu Avenue
Glendale, CA 91214

RE: 2919-2931 HONOLULU AVENUE
Sign Program for Retail Building

Design Review Case No. PDR2115547

Dear Ms. Hakobian:

On November 4, 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 retail development located at **2919-2931 Honolulu Avenue**, located in "C1" - (Neighborhood Commercial) Zone, in the City of Glendale, County of Los Angeles.

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. That 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 That the sign program shall continue to remain in effect until superseded by a new or revised sign program.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 an existing retail commercial development that was recently remodeled and divided into six retail tenant spaces, located at 2919-2931 Honolulu Avenue, on the north side of Honolulu Avenue between Glenwood and Ramsdell Avenues. The 18,300 SF site is located on the north-east corner of Honolulu and Glenwood Avenue in the C1 (Neighborhood Commercial) zone. The project was recently remodeled in a contemporary design that includes an emphasis on rectangular shapes and voids, clean lines, modern finishes, and transparent elements. The sign program for the building proposes modest wall signs for the commercial tenants and a building identification (wall) sign serving the building as a whole along Honolulu Avenue. 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 retail building consists of the following signs:

- Wall Signs for Ground Floor Tenants along Honolulu Avenue:
 - Location – Standard, internally illuminated wall signs at south facade facing Honolulu Avenue
 - Number – One wall sign for each tenant space facing a dedicated street; project proposes four wall signs facing Honolulu Avenue (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 height ranging from 2'-6" to a maximum of 3'-0" and width ranging from 8'-0" to a maximum of 10'-0", as depicted in the Sign Program

- Wall Signs for Ground Floor Tenants along Glenwood Avenue:
 - Location – Standard, internally illuminated wall signs at east facade facing Glenwood Avenue
 - Number – One wall sign for each tenant space facing a dedicated street; project proposes three wall signs facing Glenwood Avenue (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 height ranging from 2'-6" to a maximum of 3'-0" and width ranging from 8'-0" to a maximum of 10'-0", as depicted in the Sign Program

- Identification (wall) Sign Serving the Building as a Whole:
 - Location – Standard, non-illuminated (cast aluminum) wall sign on the south façade facing Honolulu Avenue
 - Number – One wall sign for the building as a whole
 - Sign Area – Area to comply with Sign Code – Maximum of eight square feet serving the building as a whole. The project proposes maximum height of 1'-7" and maximum width of 4'-10" (approximately 7.65 SF total sign area), as depicted in the Sign Program; the wall sign area may be increased as allowed by Code

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 contemporary architectural style of the recently remodeled building. The wall signs for the commercial tenant spaces fronting Honolulu and Glenwood Avenue 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 wall 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 building identification (wall) sign facing Honolulu Avenue. Each street-facing façade features and internally illuminated cabinet sign with cut-out letters and logo. The six-inch deep fabricated silver painted aluminum cabinet features cut-out graphics with 3/16-inch acrylic backing, 12V LED white color LED lights. Aside from the silver cabinet, the wall sign colors consist of white, orange or red (to be selected). The wall signs have been appropriately scaled on the building, and would facilitate public awareness and identification of the building's tenants. The non-illuminated identification (wall) sign at the building's front façade facing Honolulu Avenue features cast aluminum, silver color (brushed finish) letters attached to the building wall. 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 North Glendale Community Plan for projects located in the Verdugo City Village Center. This portion of Honolulu Avenue consists of a variety of neighborhood commercial buildings. According to the Community Plan, signage should be minimal in size, creative, and pedestrian oriented. In this case, the signage is consistent with the objectives of promoting an attractive business climate of the City's Sign Ordinance. 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 **November 23, 2021**.

The appeal must be postmarked by the November 23, 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 FORM is also available on-line:

<https://www.glendaleca.gov/home/showdocument?id=11926>

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,



ERIK KRAUSE
Deputy Director of Community Development
EK:MT:mt
Attachment: Sign Program for 2919-2931 Honolulu Avenue



PROJECT TEAM
 LEONARD ARCHITECT
 PARTNERS
 KAZANCHYAN
 ARCHITECTS
 3786 LA CRESCENTA AVE, SUITE 201
 GLENDALE, CA 91208
 ARCHITECT OF RECORD
 ARMEN KAZANCHYAN

SIGN PROGRAM
 2919-2931 HONOLULU AVE.
 GLENDALE, CA 91214

SHEET INDEX:

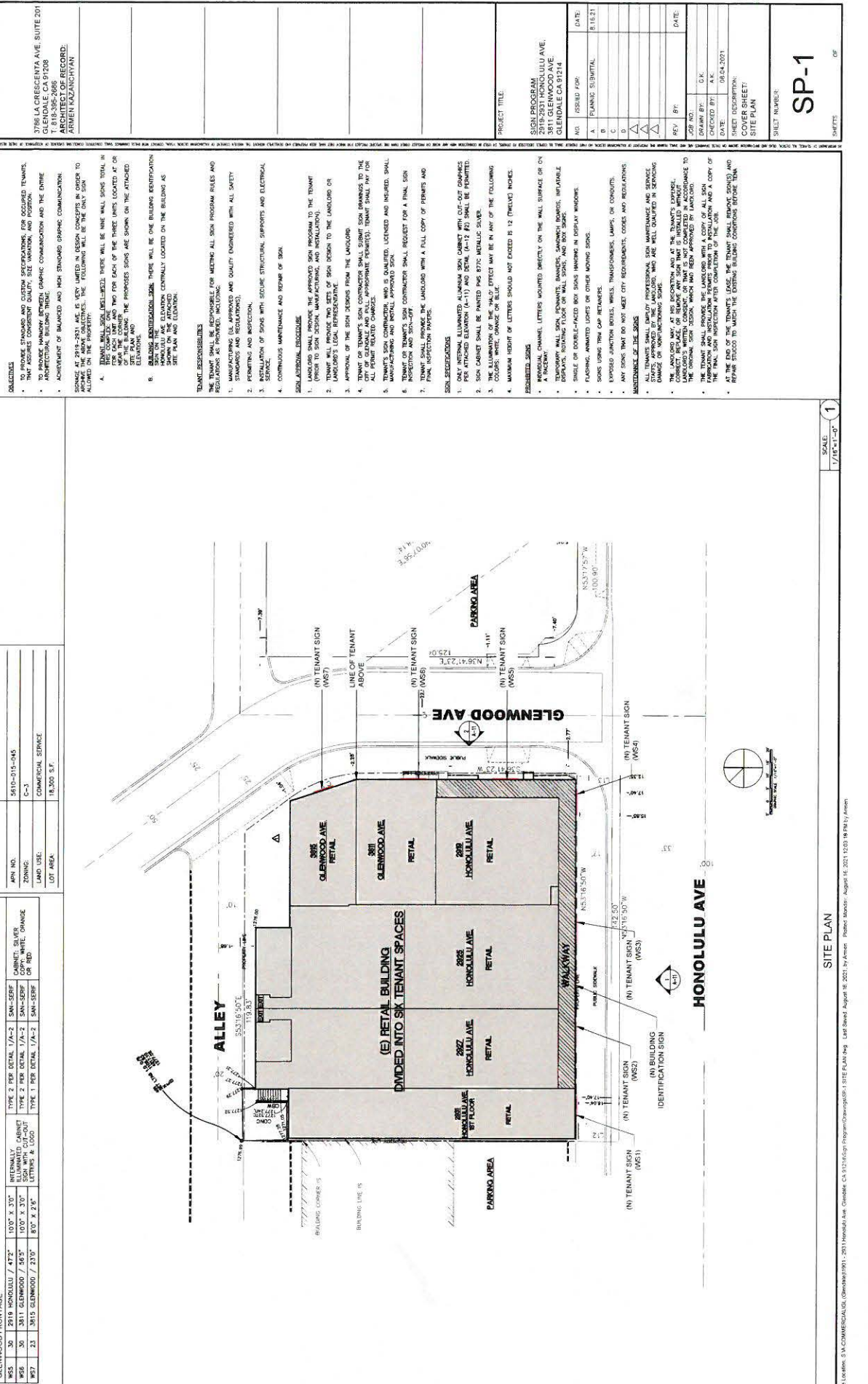
SHEET NO.	SHEET TITLE	ISSUE
SP-1	COVER SHEET / SITE PLAN	A
A-1	ELEVATIONS	X
A-2	SIGN ELEVATIONS / DETAILS	X

PROJECT INFORMATION:

JOB NAME:	2919-2931 HONOLULU AVE
BUILDING ADDRESS:	2919-2931 HONOLULU AVE, GLENDALE, CA 91214
USE:	RETAIL
OCCUPANCY:	B
LEGAL DESC.:	CRESCENTA GANGLA LOT COM S 24.92 FT AN LOT 14 BLOCK 6 TRACT 12819
APN NO.:	5810-015-045
ZONING:	C-3
LAND USE:	COMMERCIAL SERVICE
LOT AREA:	14,305 S.F.

SIGN SCHEDULE:

HONOLULU FRONTAGE	WIDTH	HEIGHT	DESCRIPTION	TYPE	DETAIL	INVERTIBLE	COLOR
WS1	30'	2919 HONOLULU / 19'6"	INTERNALLY ILLUMINATED SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 2	PER DETAIL 1/A-2	SIAM-SERIF	CABINET, SILVER COPY, WHITE, ORANGE OR RED
WS2	30'	2917 HONOLULU / 30'11"	INTERNALLY ILLUMINATED SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 2	PER DETAIL 1/A-2	SIAM-SERIF	CABINET, SILVER COPY, WHITE, ORANGE OR RED
WS3	30'	2915 HONOLULU / 40'3"	INTERNALLY ILLUMINATED SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 2	PER DETAIL 1/A-2	SIAM-SERIF	CABINET, SILVER COPY, WHITE, ORANGE OR RED
WS4	30'	2919 HONOLULU / 41'10"	INTERNALLY ILLUMINATED SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 2	PER DETAIL 1/A-2	SIAM-SERIF	CABINET, SILVER COPY, WHITE, ORANGE OR RED
WS5	30'	2919 HONOLULU / 47'2"	INTERNALLY ILLUMINATED SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 2	PER DETAIL 1/A-2	SIAM-SERIF	CABINET, SILVER COPY, WHITE, ORANGE OR RED
WS6	21'	3815 GLENWOOD / 21'0"	INTERNALLY ILLUMINATED SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 1	PER DETAIL 1/A-2	SIAM-SERIF	CABINET, SILVER COPY, WHITE, ORANGE OR RED

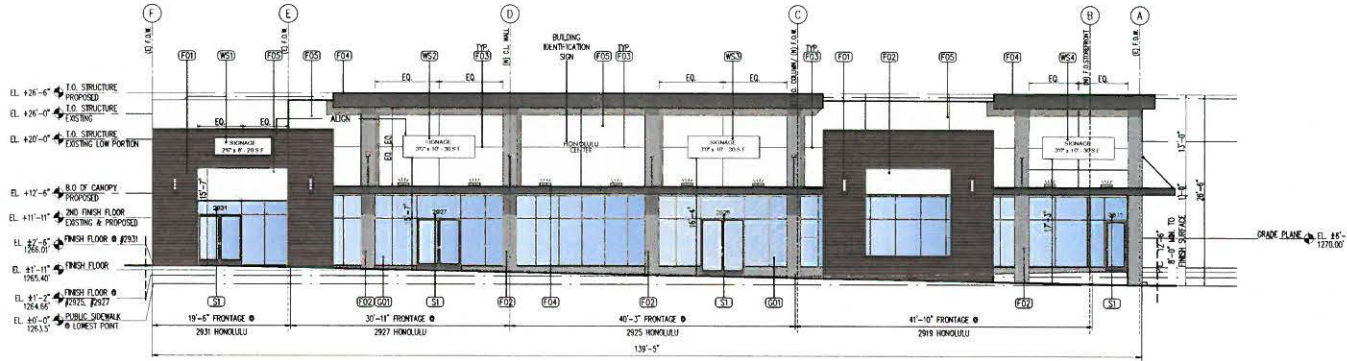


TELEPHONE RESPONSIBILITIES
 THE TENANT SHALL BE RESPONSIBLE FOR MEETING ALL SIGN PROGRAM RULES AND REGULATIONS AS PROVIDED, INCLUDING:
 1. STANDARDS AND REGULATIONS.
 2. PERMITTING AND INSPECTION.
 3. INSTALLATION OF SIGNS WITH SOUND, STRUCTURAL, SUPPORTS AND ELECTRICAL SERVICE.
 4. CONTINUOUS MAINTENANCE AND REPAIR OF SIGN.
SIGN APPLICATOR'S OBLIGATION
 1. LANDLORD SHALL PROVIDE THE APPROVED SIGN PROGRAM TO THE TENANT (PRIOR TO SIGN DESIGN, MANUFACTURING AND INSTALLATION).
 2. TENANT WILL PROVIDE TWO SETS OF SIGN DESIGN TO THE LANDLORD OR LANDLORD'S LEGAL REPRESENTATIVE.
 3. APPROVAL OF THE SIGN DESIGN FROM THE LANDLORD.
 4. THE TENANT'S SIGN CONTRACTOR SHALL SUBMIT SIGN DRAWINGS TO THE CITY OF GLENDALE (WITH APPROVED SIGN DESIGN, SIGN PROGRAM AND ALL PERMIT RELATED CHARGES).
 5. TENANT'S SIGN CONTRACTOR WHO IS QUALIFIED, LICENSED AND INSURED, SHALL BE RESPONSIBLE FOR THE SIGN DESIGN AND INSTALLATION.
 6. INSPECTION AND SIGN-OFF CONTRACTOR SHALL REQUEST FOR A FINAL SIGN INSPECTION FROM THE CITY OF GLENDALE.
 7. TENANT SHALL PROVIDE THE LANDLORD WITH A FULL COPY OF PERMITS AND FINAL INSPECTION PAPERS.
SIGN SPECIFICATIONS
 1. ONLY INTERNAL ILLUMINATED ALUMINUM SIGN CABINET WITH CUT-OUT GRAPHICS PER ATTACHED ELEVATION (A-1) AND DETAIL (A-1 & 2) SHALL BE PERMITTED.
 2. SIGN CABINET SHALL BE PAINTED PMS 877C METALLIC SILVER.
 3. THE ILLUMINATION OF THE SIGN EFFECT MAY BE IN ANY OF THE FOLLOWING COLORS: WARM, COOL OR BLUE.
 4. MAXIMUM HEIGHT OF LETTERS SHOULD NOT EXCEED 12 (TWELVE) INCHES.
PROHIBITED SIGNS
 1. INDIVIDUAL CHANNEL LETTERS MOUNTED DIRECTLY ON THE WALL SURFACE OR ON A SIGN.
 2. SIGNS WITH EXCESSIVE GLARE, REFLECTIVE SURFACES, INFLAMMABLE MATERIALS, OR EXCESSIVE LIGHTS.
 3. SIGNS WITH EXCESSIVE LIGHTS OR OTHER NOISY SIGNS.
 4. SIGNS USING TRIM GAP NETWORKS.
 5. EXPOSED JUNCTION BOXES, WIRING, TRANSFORMERS, LAMPS, OR CONSULTS.
MAINTENANCE OF THE SIGNS
 1. ANY SIGNS THAT DO NOT MEET CITY REQUIREMENTS, CODES AND REGULATIONS SHALL BE REPAIRED OR REPLACED.
 2. ALL TENANTS SHALL MAINTAIN SIGN MAINTENANCE AND SERVICE SCHEDULES APPROVED BY THE LANDLORD, WHO ARE WELL QUALIFIED IN SIGNING.
 3. THE SIGN CONTRACTOR SHALL BE RESPONSIBLE FOR THE SIGN MAINTENANCE AND SERVICE SCHEDULES APPROVED BY THE LANDLORD.
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SP-1
 SHEET NUMBER
 SCALE: 1/8" = 1'-0"
 1/18/21-09

SIGN SCHEDULE:

HONOLULU FRONTAGE						
TAG	AREA	UNIT / FRONTAGE	DIMENSIONS	DESCRIPTION	TYPE / DETAIL	TYPSTYLE / COLOR
WS1	20	2931 HONOLULU / 19'6"	8'0" X 2'6"	INTERNALLY ILLUMINATED CABINET SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 1 PER DETAIL 1/A-2	SAN-SERIF
WS2	30	2927 HONOLULU / 30'11"	10'0" X 3'0"		TYPE 2 PER DETAIL 1/A-2	CABINET SILVER COPY: WHITE, ORANGE OR RED
WS3	30	2925 HONOLULU / 40'3"	10'0" X 3'0"		TYPE 2 PER DETAIL 1/A-2	SAN-SERIF
WS4	30	2919 HONOLULU / 41'10"	10'0" X 3'0"		TYPE 2 PER DETAIL 1/A-2	SAN-SERIF
BFS	B	N/A	4'10" X 1'7"	CAST ALUMINUM	TYPE 4 PER DETAIL 3/A-2	SAN-SERIF SILVER

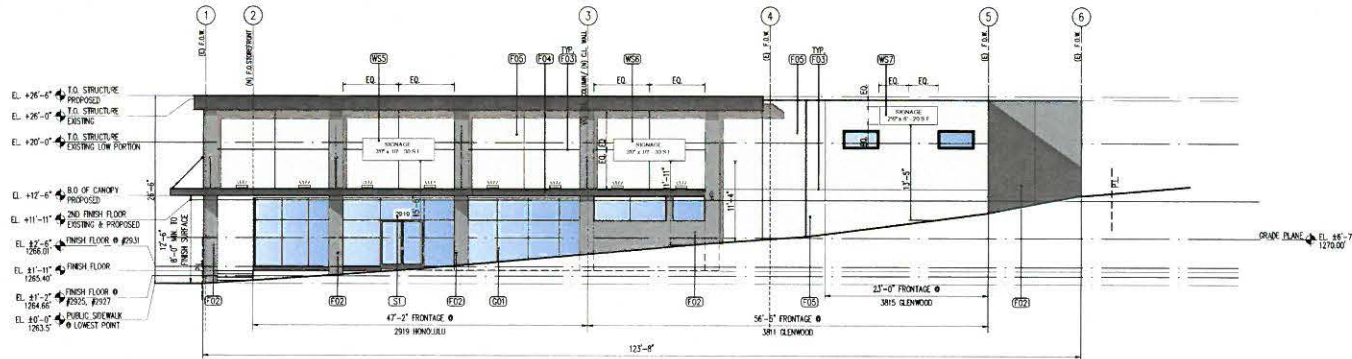


SOUTH ELEVATION (PROPOSED)

SCALE: 1/8"=1'-0"

SIGN SCHEDULE:

GLENWOOD FRONTAGE						
TAG	AREA	UNIT / FRONTAGE	DIMENSIONS	DESCRIPTION	TYPE / DETAIL	TYPSTYLE / COLOR
WS5	30	2919 HONOLULU / 47'2"	10'0" X 3'0"	INTERNALLY ILLUMINATED CABINET SIGN WITH CUT-OUT LETTERS & LOGO	TYPE 2 PER DETAIL 1/A-2	SAN-SERIF
WS6	30	3811 GLENWOOD / 56'5"	10'0" X 3'0"		TYPE 2 PER DETAIL 1/A-2	CABINET SILVER COPY: WHITE, ORANGE OR RED
WS7	23	3815 GLENWOOD / 23'0"	8'0" X 2'6"		TYPE 1 PER DETAIL 1/A-2	SAN-SERIF



EAST ELEVATION (PROPOSED)

SCALE: 1/8"=1'-0"

EXTERIOR FINISH SCHEDULE (CONT'D):

TAG	HATCH	MATERIAL	COLOR	MANF. / SUPPLIER
G01	[Hatch]	DUAL PANE INSULATED GLASS	SOLARBARR 60 (2) + CLEAR	PPG

EXTERIOR FINISH SCHEDULE (CONT'D):

TAG	HATCH	MATERIAL	COLOR	MANF. / SUPPLIER
FD4	[Hatch]	PAINTED SHEET METAL	BLACK, SW 6258 TRICORN BLACK	
FD5	[Hatch]	SMOOTH EXTERIOR PLASTER	SNOWBOUND (SW 7004)	LA HABRA OR EQUAL

EXTERIOR FINISH SCHEDULE:

TAG	HATCH	MATERIAL	COLOR	MANF. / SUPPLIER
FD1	[Hatch]	FIBERON HORIZONTAL ROSEWOOD	ROSEWOOD	FIBERON
FD2	[Hatch]	SMOOTH EXTERIOR PLASTER	STEELY GRAY (SW 7664)	LA HABRA OR EQUAL
FD3	[Hatch]	EXTERIOR PLASTER EXPANSION JOINT	MATCH SURROUNDING	

PROJECT TEAM:



KAZANCHYANDESIGN

3786 LA CRESCENTA AVE, SUITE 201
GLENDALE, CA 91208
T: 818-356-2988
ARCHITECT OF RECORD:
ARMEN KAZANCHYAN

PROJECT TITLE:

SIGN PROGRAM
2919-2931 HONOLULU AVE.
3811 GLENWOOD AVE.
GLENDALE, CA 91214

NO.	ISSUED FOR:	DATE:
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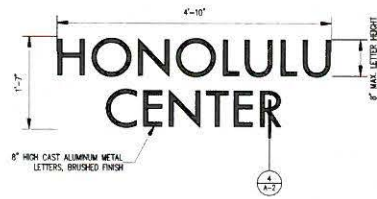
JOB NO.:
DRAWN BY: G.K.
CHECKED BY: A.K.
DATE: 08.04.2021

SHEET DESCRIPTION:
BUILDING ELEVATIONS

SHEET NUMBER:

A-1

SHEETS OF



BUILDING IDENTIFICATION SIGN (TYPE 4)

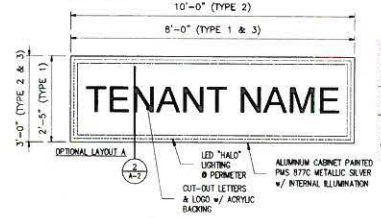
SCALE: 1/2" = 1'-0" 3



OPTIONAL LAYOUT C



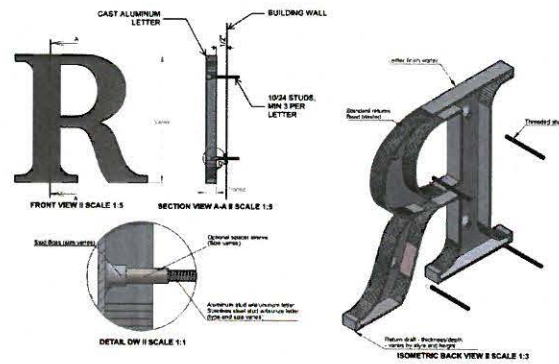
OPTIONAL LAYOUT B



OPTIONAL LAYOUT A

TENANT SIGN ELEVATION (TYPE 1, 2 & 3)

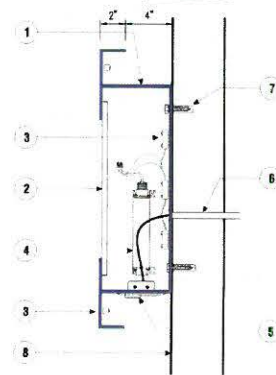
SCALE: 1/2" = 1'-0" 1



BUILDING IDENTIFICATION SIGN DETAIL (TYPE 4)

SCALE: N.T.S. 4

METAL LIGHT-BOX w/ CUT-OUT GRAPHICS & HALO LIGHTING



1. 6" DEEP FABRICATED ALUMINUM CABINET, PAINTED SILVER.
2. CUT-OUT GRAPHICS w/ 3/16" ACRYLIC BACKING.
3. 12V LED LIGHTS - WHITE COLOR.
4. CLASS 2 UL LISTED 12V POWER SUPPLY.
5. JUNCTION BOX WITH DISCONNECT SWITCH - UL LISTED.
6. 120 POWER SOURCE.
7. 3/8" x 1-1/2" NYLON ANCHOR, 165 LB TENSILE STRENGTH PER ANCHOR MIN. (8) PER LETTER.
8. BUILDING WALL.

TENANT SIGN DETAIL (TYPE 1, 2 & 3)

SCALE: N.T.S. 2

PROJECT TEAM:

KAZANCHYANDESIGN

3786 LA CRESCENTA AVE, SUITE 201
 GLENDALE, CA 91208
 T: 818-395-2688
 ARCHITECT OF RECORD:
 ARMEN KAZANCHYAN

PROJECT TITLE:
 SIGN PROGRAM
 2919-2931 HONOLULU AVE,
 3811 GLENWOOD AVE,
 GLENDALE CA 91214

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REV BY: DATE:
 JOB NO:
 DRAWN BY: G.K.
 CHECKED BY: A.K.
 DATE: 08.04.2021

SHEET DESCRIPTION:
 BUILDING ELEVATIONS

SHEET NUMBER:
A-2