

September 15, 2014

Carol Anne Stevenson
1300 West Optical Drive, Suite 200
Azusa, CA 90016

**RE: CREATIVE SIGN DESIGN REVIEW
CASE NO. PADR 1422148
300 West Colorado Street**

Dear Ms. Stevenson,

On September 15, 2014, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.47, **APPROVED** your creative sign design review application to replace the existing ground sign with a creative sign at the southwest corner of Central Avenue and Colorado Street in the Downtown Specific Plan Transitional District Zone. Paving beneath the sign will be replaced and the existing corner landscaping will be replaced with "water-wise" plants.

STAFF RECOMMENDATION: APPROVAL

Creative Signs shall be consistent with the following design criteria as outlined in Section 30.47.040.H of the Zoning Code:

1. *Contextual Criteria. The sign shall meet at least one of the following criteria:*
 - a. *The sign shall be at a location identified for a "landmark architectural feature" as identified in Figure 4-C of the Downtown Specific Plan. The proposed sign is located at the southwest corner of Colorado Street and Central Avenue, identified as an "Entry Location" in Figure 4-C of the Downtown Specific Plan.*
 - b. *The sign shall be located on an "Entertainment Street" frontage as identified in Figure 4-A of the Downtown Specific Plan. This criterion does not apply to the proposed sign.*
 - c. *The sign shall be at a location identified within a plaza or paseo identified in Figure 5-A of the Downtown Specific Plan. This criterion does not apply to the proposed sign.*
 - d. *Creative image reflecting current or historic character of the city or neighborhood. This criterion does not apply to the proposed sign.*
 - e. *Classic historic design style. This criterion does not apply to the proposed sign.*
2. *Design Criteria. The sign shall contain at least one of the following elements:*
 - a. *Inventive representation of the name or logo of the structure, business or use on the site. Robbins Brothers is a company that sells a large selection of engagement rings, wedding bands, jewelry and gifts from top bridal designers. In a recent updating of their branding program they replaced their former slogan "world's largest" with the new tag line "the engagement ring store". As part of this rebranding, the company proposes the replacement of the existing corner ground sign featuring a large globe and ring with a 3-dimensional interpretation of their new*

slogan and wall signage. To represent “the engagement ring store”, the creative sign proposed would be a simple contemporary sculptural form readily recognized as wedding rings. It features two large intertwined metal arches (rings) with a representational diamond (lighted from within) at the top. The arches, in their exaggerated scale, provide a very simple interpretation of traditional male/female wedding rings; and the corner location provides the perfect location for the arches to converge symbolizing a union or marriage.

- b. *Symbols or imagery relating to the entertainment, creative, or design industries.* This criterion does not apply to the proposed sign.

3. *Design Quality. The sign shall:*

- a. *Provide strong graphic and artistic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.* The exaggerated scale of crossing arches with a lighted “diamond” at the top provides an artistic representation of wedding rings, which could be considered a traditional symbol for love and marriage. The ‘rings’ will be constructed using a high quality metal fabrication coated with a durable metallic paint and protective coating. A concrete circle placed beneath the arches will have a dark grey color with black silicon carbide additive to add sparkle to the finish. An outer band surrounding the interior circle will have the words love, cherish, and commitment engraved using a thin silver metal strip.
- b. *Utilize or enhance the architectural elements of the building.* The two arches are complementary to the simple, understated modern building that features clean lines and minimal ornamentation. The metal material of the sign enhances the metal and glass elements of the building. To provide a light and fresh landscape more appropriate to the overall message of “new love”, the existing planting beds at the base of the building will be replanted with a variety of flowering and varied foliage plant species; and trees within the property lines will be replaced with Crepe Myrtle, a flowering tree.
- c. Be placed in a logical and proportional location in relation to the overall composition of the building’s façade and not cover any key architectural features and details. The proposed sign would be located at the southwest corner of Central Avenue and Colorado Street. The intersection location provides the perfect site for the converging arches; and the street level placement of the metal arches will provide a focal point to the two-story glass façade. The arches are proportionally scaled for people to walk under and around, with the intention of it being a photo opportunity site. The arches fit well within the first story façade. Overall, the elements of the creative sign have been appropriately proportioned to the building and site.

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 **September 30, 2014** in the Building and Safety Division, 633 E. Broadway, Room 101.

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 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 design review 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, Chris Baxter, 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 re-submittal 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, Kathy Duarte, for stamp and signature prior to submitting for Building plan check. Please contact Kathy Duarte directly at 818-937-8163 or via email at kduarte@glendaleca.gov.

Sincerely,

HASSAN HAGHANI
Director of Community Development



Urban Design Studio Staff

HH:KWD