



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

September 25, 2018

Ms. Bobbie Duddey and Mr. Christopher Kelley
AKC Services
15197 Lighthouse Lane
Lake Elsinore, CA 92530

**Re: Sign Program Case No. PDR 1823517
111 E. Wilson Avenue (and 215 N. Maryland Avenue)**

Dear Ms. Duddey and Mr. Kelley,

Pursuant to the provisions of Glendale Municipal Code, Title 30, Chapter 30.33.220, the Director of Community Development has reviewed your application for an updated Sign Program for the multi-tenant mixed-use building located at 111 E. Wilson Avenue in the Downtown Specific Plan's (DSP's) Maryland "Art & Entertainment" District, described as Lot 1 and Lot 2 (Unit C1 and C2) of Tract 72968, Los Angeles County. This revised sign program supersedes the sign program for 111 E. Wilson and 215 N. Maryland Avenues ("Laemmle Lofts") approved by the City Council on November 29, 2011.

After considering the evidence presented with respect to this application, the Director of Community Development has **granted with conditions** your application based on the following findings:

1. The proposed sign program for the multi-tenant, mixed-use building will be compatible with its intended location and surroundings. The project is located in the DSP's Maryland "Arts & Entertainment" District and is within close proximity to significant retail activity areas in the Glendale Galleria, the Americana at Brand, the Marketplace and the Exchange. This sign program is an update of the 2011 Council-approved sign program for "Laemmle Lofts", featuring pedestrian-scaled projecting, marquee and window signs over the Wilson Avenue storefronts and the Maryland Avenue cinema lobby and including a laser-cut creative sign for "Laemmle" at the corner of the building. The current sign program addresses modifications to the Council-approved locations for commercial marquee signage (allowing for a marquee sign for Tenant 4 facing Maryland Avenue where there was no signage before) and for projecting "blade" signage (shifting all projecting signs for Tenants 1-4 along Wilson Avenue to the east, thereby allowing a projecting sign for Tenant 4 at the corner of Maryland Avenue and Wilson Avenue); the locations of all other signage will remain as previously approved. All future signage shall comply with the sign program, and all signs, including their sign type, size and location, shall be reviewed and approved by the City's Urban Design Studio staff. The sign program proposal is consistent with the intent of the City's established criteria for sign programs to have unified signs for multi-tenant projects on properties in the DSP.

2. The proposed sign program will not unduly compete with or obstruct other business signs in the neighborhood, detract from the building's architectural features or create undue visual clutter. 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 Maryland and Wilson Avenues. The signs have been designed within a unified theme to complement the contemporary, multi-tenant, mixed-use building and so as to not obstruct other commercial business signage or add visual clutter.
3. The sign program will exhibit a comprehensive design theme for the building. The subject building sits on the north-west corner of Wilson and Maryland Avenues, at the northerly terminus of the Maryland "Art & Entertainment" District, and the sign program has been designed to exhibit a comprehensive sign program for the entire development. The existing signage is to remain. All new signs must comply with the established criteria contained in the sign program to be reviewed and approved by the City's Urban Design Studio.
4. The 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. 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.

Approval of this sign program shall be subject to the following conditions:

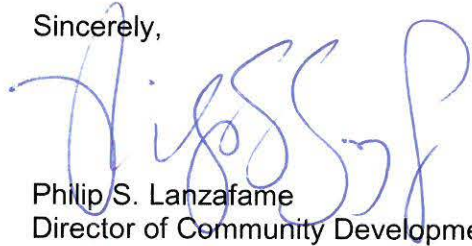
1. That the development shall be in substantial accord with the plans and materials submitted with the sign program application, except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein.
2. That all necessary permits shall be obtained from 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. 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 City's Urban Design Studio.
5. That no other visible signs beyond those approved in this sign program shall be permitted.
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.

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111 E. Wilson Avenue (and 215 N. Maryland Avenue)

Under the provision of Glendale Municipal Code Chapter 30.62, any person affected by the above decision has the right to appeal said determination 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 previously. Any appeal must be filed within fifteen (15) days following the actual date of such action. Information regarding appeals and appeal forms will be provided by the Building and Safety Section upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **October 10, 2018**, in the Building and Safety Section, 633 E. Broadway, Room 101.

If you have any questions, please contact Vilia Zemaitaitis, Principal Planner, at 818-937-8154 or vzemaitaitis@glendaleca.gov.

Sincerely,



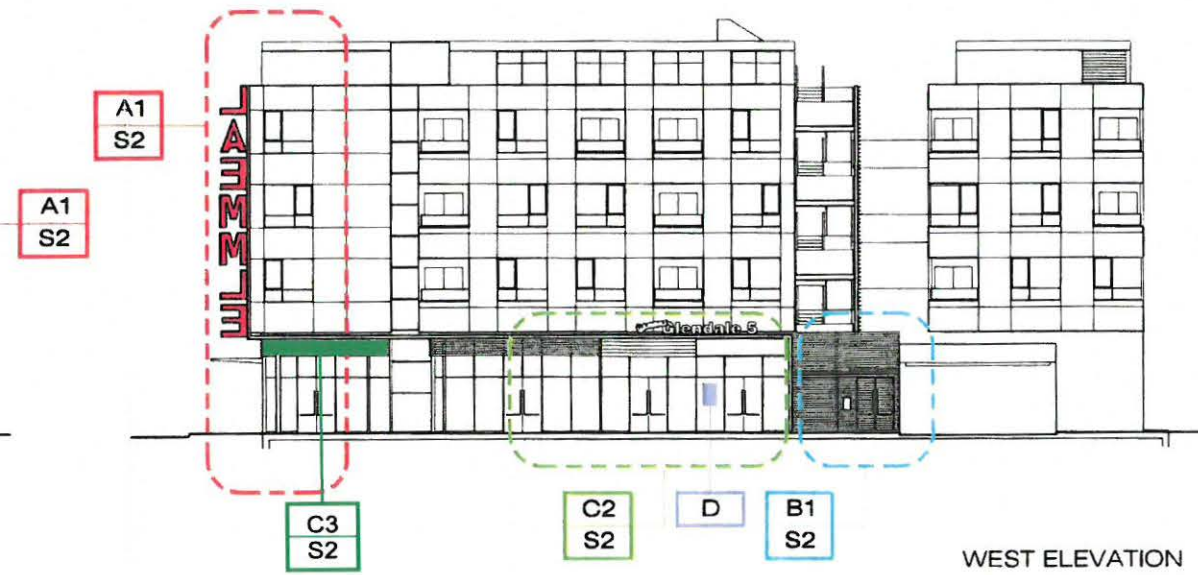
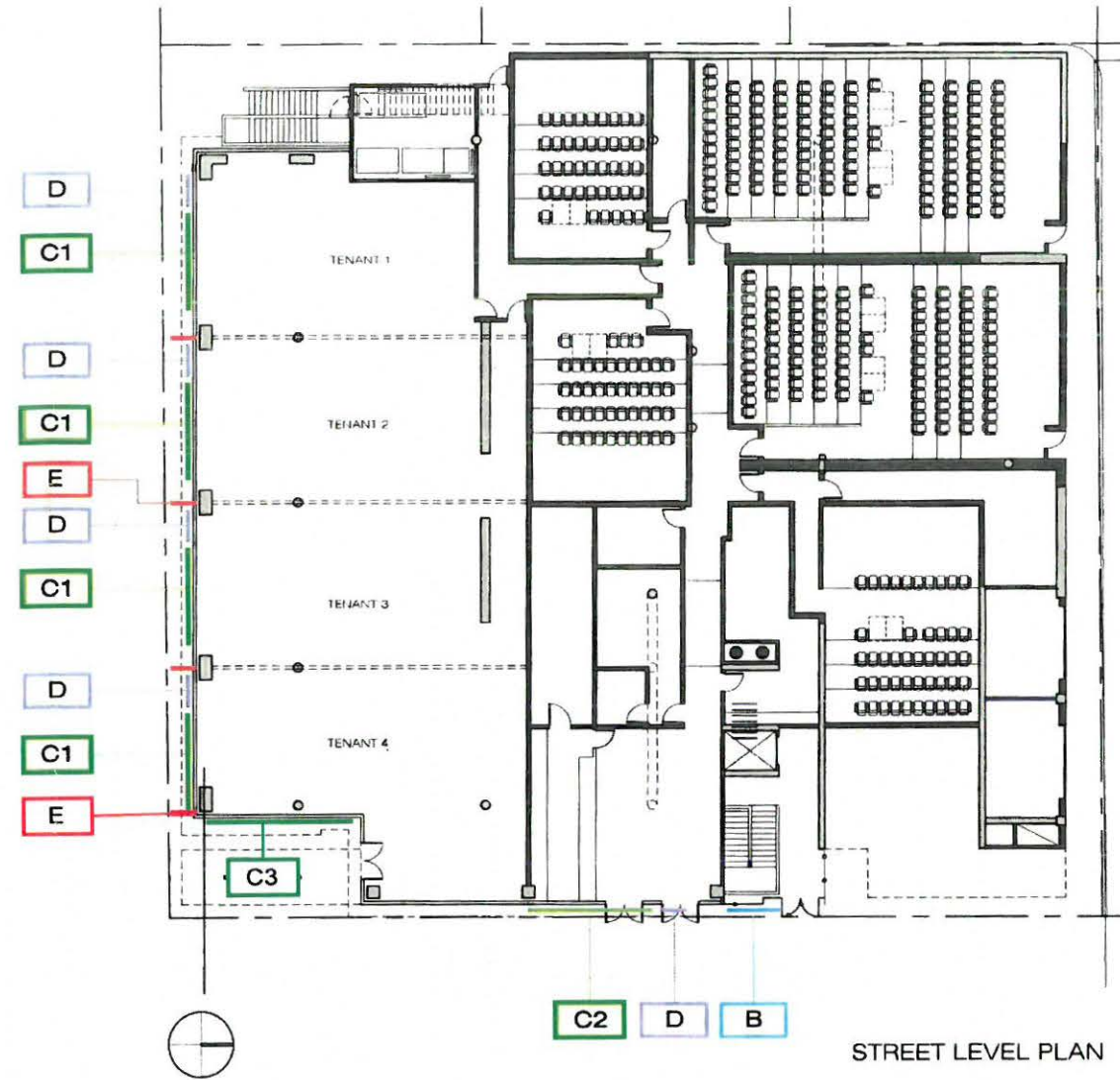
Philip S. Lanzafame
Director of Community Development

PL:VZ:vz 

cc: Wilson Maryland Mixed Use, LLC, c/o Adam Nathanson
9952 Santa Monica Blvd.
Beverly Hills, CA 90212

SIGNAGE KEY PLAN

- A** PROJECT IDENTITY SIGNAGE - CREATIVE SIGN
Requirements: Accessory sign with a high quality of design that meets the creative sign requirements of Glendale Municipal Code.
- B** COMMERCIAL SIGNAGE - WALL SIGN
Definition: Sign attached to building wall, door, or window.
Requirements: One wall sign per tenant permitted on each wall directly facing street or mall. Allowable area of 1 square foot per 1 linear foot of tenant frontage.
- C** COMMERCIAL SIGNAGE - MARQUEE SIGN
Definition: Sign attached to a canopy (any fixed shelter of any material projecting from and connected to a building, or supported by a frame extending from a building).
Requirements: See wall sign above.
- D** COMMERCIAL SIGNAGE - WINDOW SIGN
Requirements: One illuminated sign of 4 s.f. allowed per tenant frontage. Non illuminated signs allowed on interior of glass, provided no combination of any window sign covers more than 25% of the area of any window.
- E** COMMERCIAL SIGNAGE - PROJECTING "BLADE" SIGN
Definition: Sign which is not parallel to the surface of the supporting wall or canopy to which it is attached.
Requirements: One sign per occupancy limited to 6 s.f. Minimum clearance below sign of 8'.

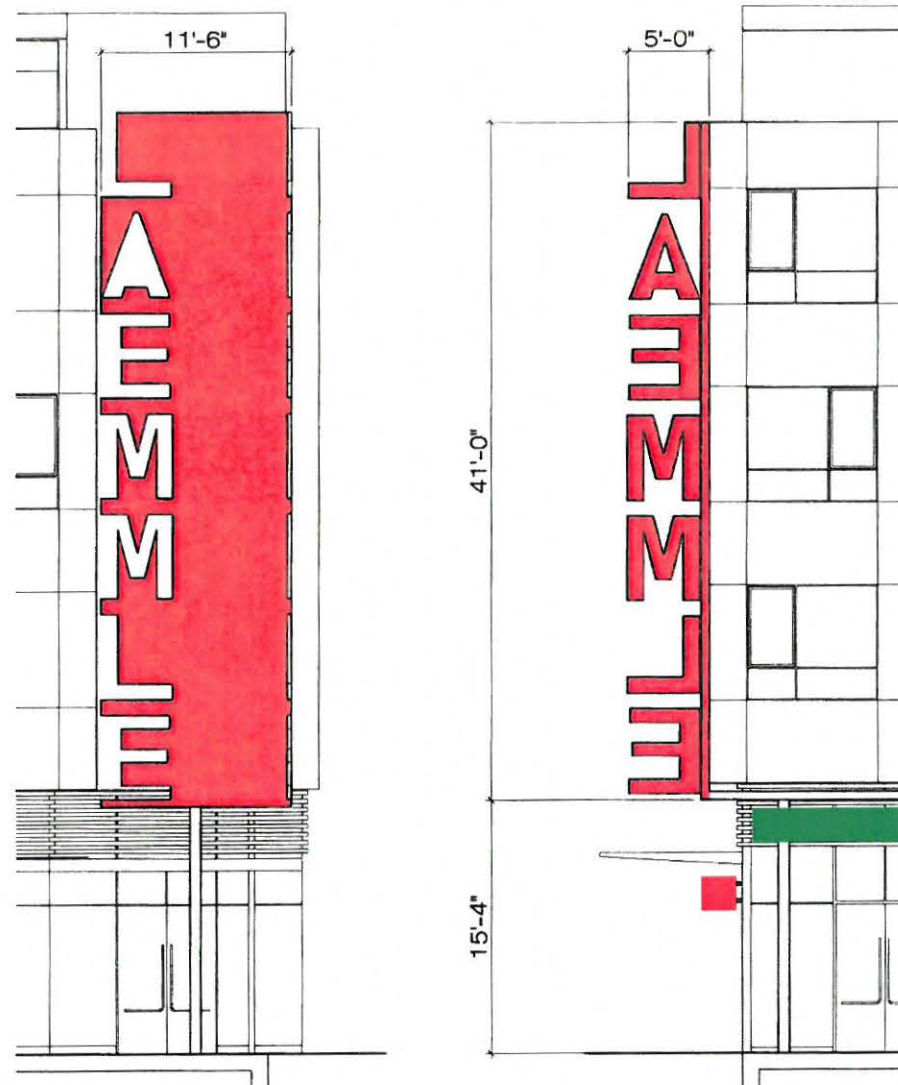


Applicant: Serrano Development Group Inc.
 Architect: Withee Malcolm Architects, LLP
 Date: September 23, 2011
 Job #: B0027

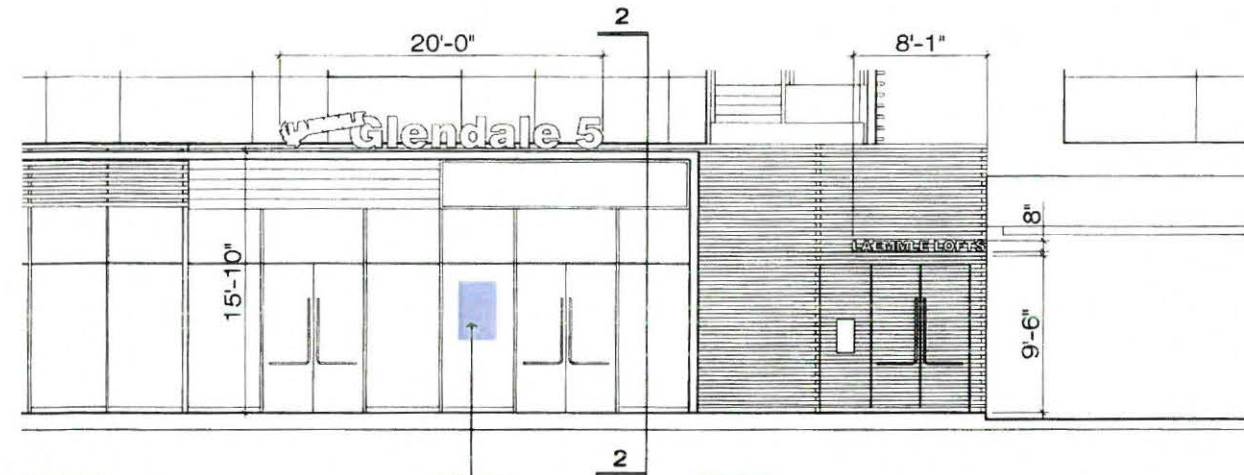
WILSON AND MARYLAND Glendale, California
 Building Signage

SIGNAGE KEY PLAN

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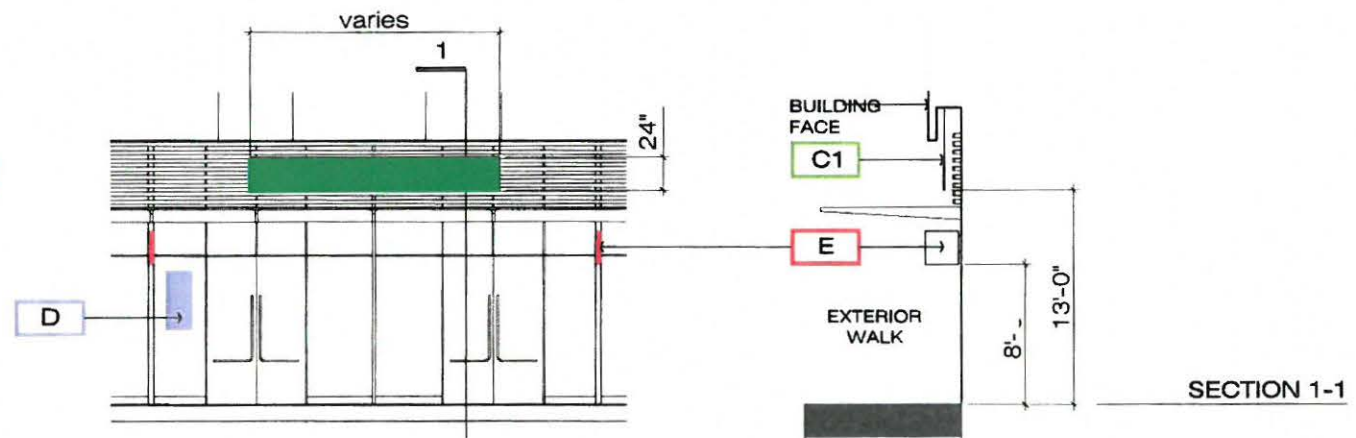
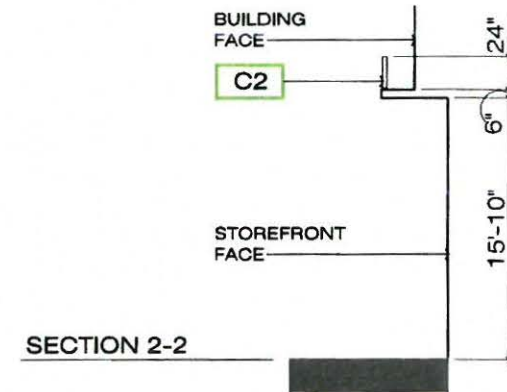


A1
CREATIVE SIGN
 SIZE: 41'-0" x 11'-6" x 5'-0"
 AREA: 687 s.f.
 MATERIAL: Painted metal with laser cut graphic.
 DESCRIPTION: Project identity sign located on the primary building corner.



C2
THEATER MARQUEE SIGN
 SIZE: 20' x 30"
 MATERIAL: Individual metal letters with illuminated translucent fronts.

B1
RESIDENTIAL WALL SIGN
 SIZE: 8'-1" length: 8" letters
 MATERIAL: Metal laser cut graphic



C1
RETAIL CANOPY SIGN - typical
 SIZE: 1s.f. per 1 linear foot store frontage. Min 20 s.f.
 MATERIAL: Metal with laser cut graphic.

E
RETAIL BLADE SIGN - typical
 SIZE: 6 square feet
 MATERIAL: Routed metal cabinet with acrylic face and vinyl graphics.