



November 27, 2018

**Greg Goldman**  
**1250 6<sup>th</sup> Street**  
**Santa Monica, CA 90401**

**RE: 275 WEST LEXINGTON DRIVE**  
**SIGN PROGRAM CASE NO. PDR 1827808**

Dear Mr. Goldman:

On November 27, 2018, 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 201 West Lexington Drive, a multi-tenant, mixed-use development located at 201 West Lexington Drive in the Downtown Specific Plan (DSP), Orange Central District.

**CONDITIONS OF APPROVAL:**

1. 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. 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. Signs 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. Signs shall comply with the sign regulations contained in the zoning code.
5. The site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
6. The sign program shall continue to remain in effect until superseded by a new or revised sign program.

## PROJECT ANALYSIS:

The project site contains the multi-tenant, mixed-use development 201 West Lexington located at 201 West Lexington Drive. The project is currently under construction and has a contemporary aesthetic. The sign program for the development proposes wall signs, marquee signs, under-marquee signs and projecting signs. 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 intended location, the project architecture, and the surroundings, including significant landscape features.*

Four types of signs are proposed in the sign program – wall signs, marquee signs, under-marquee signs and projecting signs. Three of the four commercial tenant spaces are located at the street intersections of the development, including the Central/Lexington intersection, the Lexington/Orange intersection and the Orange/Milford intersection. The fourth commercial tenant is located mid-block on Lexington Drive. Two wall sign locations are identified for the commercial tenant (Citibank) located at the Central Avenue and Lexington Drive intersection. Wall signs will be constructed of channel letters with indirect illumination. Marquee sign locations are proposed above the canopies of the commercial tenant spaces at the corners of the development. These signs will be composed of pin mounted aluminum channel letters with acrylic faces and will be internally illuminated. An under-marquee sign is proposed adjacent to the mid-block Lexington commercial tenant. The under-marquee sign will be pin mounted channel letters and will also be indirectly illuminated. A projecting sign is proposed along the Central Avenue façade of the development to advertise the new “Citibank” location. This sign will be composed of a routed aluminum face and push through acrylic letters. It will be indirectly illuminated.

The purpose of a sign program is to provide some consistency and cohesiveness to signage within commercial multi-tenant developments, and signage compatible with the design of the project. The proposed sign program successfully achieves this. The sign program is limited to four types of signs, two of which are proposed only once on the development. Only internally illuminated channel letters will be used for the wall signs, marquee signs and under-marquee sign. This will provide consistency and cohesiveness to the proposed signs on the buildings and complement the contemporary nature of the design of the development

2. *Signs shall not unduly compete or obstruct other business signs, traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.*

The proposed signs are an appropriate size and in proportion to the development and will provide a consistent and attractive solution to the multi-tenant commercial building. The limited number of signs proposed will eliminate visual clutter on the development. There are traffic signals at each of the three street intersections of the project. Given the types of signs proposed, it is not anticipated that they will obstruct existing traffic signals; however, the City’s Engineering Division will review all proposed signs prior to the issuance of building permits for them.

3. *The sign program shall exhibit a harmonious design theme for the entire lot or site and shall include the use of internally consistent materials, colors and textures.*

Proposed sign types include wall signs, marquee signs, under-marquee signs and projecting signs. The former three sign types will be composed of internally-illuminated channel letters. As colors and font style are not regulated, this will allow for some design creativity and building interest while minimizing the chaotic appearance of commercial centers that have a wide variety of sign types. The types of signs proposed and their composition will be complementary to the contemporary style of the building.

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

The subject site is located in the Central Glendale Redevelopment Project area. The plan for this redevelopment area requires that signs conform to City requirements. As proposed, three of the signs for the proposed CitiBank tenant do not comply with the sign regulations. The proposed 16 square-foot projecting sign is larger than the 12 square-foot area allowed. Additionally, marquee signs can be a maximum of 24 inches high. The proposed CitiBank marquee signs are approximately 31 inches in height. A condition of approval of this sign program will require that all signs conform to the City's sign regulations. The proposed sign program is deemed to be consistent with the Central Glendale Redevelopment Project area.

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, Roger Kiesel, at 818-937-8152 or via email at [rkiesel@glendaleca.gov](mailto:rkiesel@glendaleca.gov).

#### **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 December 12, 2018 in the Building and Safety Division, 633 E. Broadway, Room 101.

**APPEAL FORMS available on-line: <http://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 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**

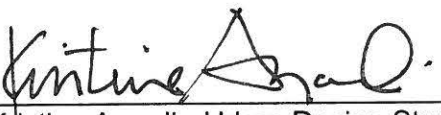
The applicant is further advised that all subsequent contact with this office regarding this determination must be with the case planner, Roger Kiesel, who acted on this case. This would include clarification and verification of condition compliance and plans or building permit applications, etc., and 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 resubmittal 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, Roger Kiesel, for stamp and signature prior to submitting for building plan check. Please contact Roger Kiesel directly at 818-937-8152 or via email at rkiesel@glendaleca.gov.

Sincerely,

Philip Lanzafame  
Director of Community Development

  
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Kristine Agardi - Urban Design Studio Staff

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