



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

October 31, 2019

Ms. Tish Scialampo
Absolute Sign
10655 Humbolt Street
Los Alamitos, CA 90720

**RE: Sign Program for CCTan Mixed-Use Project - REVISED
521 West Colorado Street
Design Review Case No. PDR 1917179**

Dear Ms. Scialampo:

On October 31, 2019, 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 mixed-use development located at 521 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 That the sign program shall continue to remain in effect until superseded by a new or revised sign program.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 521 West Colorado Street, mid-block on the north side of West Colorado Street between South Pacific Avenue and the Interstate 5 Freeway On-/Off-Ramp. The project consists of a 90 multi-family residential units, 18,000 square feet of medical office space, and 1,000 square feet of restaurant (counter service with limited seating) within a five-story building on a 0.99 acre site zoned SFMU (Commercial/Residential Mixed Use). A density bonus pursuant to SB1818 was approved for the project in exchange for providing 5% of the base density for very-low income households; the approval allowed for four additional units greater than the permitted density, reduced parking standards for affordable housing projects, and an additional story incentive. The CCTan mixed-use project is designed in a modern/contemporary style that employs a variety of geometric patterns and angled building forms for architectural effect. The sign program for the building proposes modest wall signs and projecting signs for the commercial tenant spaces located on the ground floor, 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 mixed-use project consists of the following signs:

- One Accessory Ground Sign:
 - Location and Sign Area – An illuminated 20' by 7' monument sign located within the planter fronting West Colorado Street, as depicted in Sign Program
- Wall Signs for Commercial Units A to H
 - Location – Standard, illuminated wall signs at tenant entry locations facing Colorado Street
 - Number – One wall sign for each tenant space
 - 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 9'-0", as depicted in Sign Program
- Wall Signs for Commercial Units I to P:
 - Location – Standard, illuminated wall sign for each tenant entry not fronting Colorado Street
 - Number – One wall sign for each tenant space
 - Sign Area - Area to comply with Sign Code (1:1 ratio), with a maximum height of 1'-6" and maximum width of 2'-0", as depicted in Sign Program; the wall sign area for these units may be increased as allowed by Code
- Wall Sign for Commercial Unit Q:
 - Location – Wall sign for Commercial Unit Q only (restaurant/deli tenant space), located at the south-east corner of building between two columns and slightly recessed from the building wall above
 - Number – One only for said tenant space
 - Area – Maximum 22.5 square feet in area and 2'-6" feet in height, as depicted in the Sign Program

- Projecting Signs for Commercial Units:
 - Location – Non-illuminated blade sign located at each tenant entry location
 - Number – One projecting sign for each tenant space
 - Area: Maximum area per Sign Code is 12 square feet, while the sign program recommends 1'-4" by 1'-4" with a total area of 1.77 square feet; the area can be increased as allowed by Code
- Window Signs:
 - As allowed by Sign Code, GMC 30.33.210.B
- Directional and Informational Signs:
 - As allowed by Sign Code, GMC 30.33.190

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 tenant spaces fronting Colorado are appropriately larger than the ones for the tenant spaces located towards the rear of the project and accessed from the internal walkways. The wall signs and projecting signs are streamlined and subdued in style, and hence, 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 gas station to the east on the corner of Colorado Street and Pacific Avenue, and those on the commercial office building 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. Per Public Work staff's direction, the accessory ground sign has been moved slightly to the east to ensure greater visibility around the circular driveway for pedestrian interface along Colorado Street. Given the variety of uses and buildings along West Colorado at this location, 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 A above, the sign program has been designed with the proposed accessory wall signs and projecting signs working together in a harmonious design aesthetic, and such signs are appropriately mounted and illuminated. The accessory ground sign is located within the front landscape planter along West Central Avenue, and the monument sign appropriately marks the project with its graphically cutout letters which are illuminated at night. Meanwhile, given the undulated siding along the ground floor of the mixed-use building, sign cabinets internal illuminated LED lighting with routed-out translucent acrylic with push-through copy are proposed for the wall signage and such

standardized installation prevents damage to the siding during sign change-outs). The complementary projecting blade signs at tenant entrances currently identify the occupancies with a single letter, which correspond to an LED directory signs by the building's lobby and elevators, streamlining identification and allowing for flexibility through the use of technology. The wall and projecting signs have been appropriately scaled to the intended tenant spaces, and would facilitate public awareness and identification of the tenants' locations. The wall sign for the far-east tenant (deli restaurant) between two columns matches the wall signage in terms of push-through lettering and the rectangular face. 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 mixed-use 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, Vilija Zemaitaitis, at 818-937-8154 or via email at vzemaitaitis@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 Permit Services Center (PSC) or the Community Development Department (CDD) upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **November 14, 2019**, at the Permit Services Center (PSC), 633 East Broadway, Room 101, Monday thru Friday 7:00 am to 12:00 pm, or at the Community Development Department (CDD), 633 East Broadway, Room 103, Monday thru Friday 12:00 pm to 5 pm.

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 an Administrative Exception 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

An Administrative Exception may be terminated by the review authority upon any interruption or cessation of the use permitted by the Administrative Exception 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.

REVOCAION

Section 30.64.020 – Revocation – The Community Development Department shall have continuing jurisdiction over variances, conditional use permits and administrative exceptions. To consider the revocation, the Director of Community Development shall hold a public hearing after giving notice by the same procedure as for consideration of a variance at least 10 days' notice by mail to the applicant or permittee.

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 and then, the Hearing Officer 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, Vilia Zemaitaitis, for stamp and signature prior to submitting for building permits for the signs. Please contact Vilia Zemaitaitis directly at 818-937-8154 or via email at vzemaitaitis@glendaleca.gov.

Sincerely,



ERIK KRAUSE
Deputy Director of Community Development

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