



CITY OF GLENDALE, CALIFORNIA

Community Development
Planning

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glendaleca.gov

May 5, 2021

Dawna Stromsoe
Dawna Stromsoe Design, Inc.
2405 Roscomore Road, Suite 8
Los Angeles, CA 90077

RE: 800 North Brand Boulevard
SIGN PROGRAM CASE NO. PDR 2106140

Dear Ms. Stromsoe:

On May 5, 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 consisting of one projecting sign and two high rise wall sign for the commercial building located at **800 North Brand Boulevard** in the Downtown Specific Plan (DSP), Gateway District.

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 both high rise wall signs are individually internally-illuminated logo/channel letters on an existing steel frame structure centered at the top floor of the high rise building and that the projecting sign uses individual hot-rolled steel letters mounted vertically. Each high rise wall signs shall be mounted and centered on the portion of the top floor of the existing building on the east and west façade. The projecting sign shall be vertically mounted at the ground floor of the building façade at the east portion of the main building entrance facing

Monterey Road. All signs shall be installed to the satisfaction of the Director of Community Development.

6. That 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 Director of Community Development.
7. That the site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
8. That 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 “Service Titan” commercial building located at 800 N Brand Boulevard. It encompasses the entire eastern block of Brand Boulevard between Monterey Road and the Verdugo Wash. It is located in the Downtown Specific Plan Gateway District which features the most visibly noted skyline of Downtown Glendale. Characterized by high-rise development, the district is home to numerous corporate headquarters and businesses whose multi-storied towers are visible from various viewpoints throughout the city and the 134 Freeway. The “Service Titan” building is designed in a corporate modern style that employs vertical elements combined with a consistent pattern of masonry panels and curved window bays for architectural effect. The sign program for the building proposes two existing wall signs and one projecting sign for the largest commercial tenant in the building and one commercial (restaurant tenant) space located on the ground floor. 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.*

The sign program has been designed to complement the existing architectural details of the subject commercial building. The sign design, materials and location are compatible with the architecture of the building and are appropriate for the project. Two types of signs (high rise wall signs and a projecting sign) are proposed in the sign program. The tenant sign drawings propose one high rise wall sign style: internally-illuminated, individual logo/channel letters, and one projecting sign style: individual hot-rolled steel letters mounted vertically, colored silver. Both high rise wall signs are mounted and centered on the top portion of the building (east and west facing façades). The ground floor tenant projecting sign proposes one projecting sign that projects no more than 20.3” from the building face and has a minimum clearance of 12 feet from the ground surface, and is limited to six and 1/2 feet in height with a maximum square footage of 7.8 square feet.

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 and existing signs are an appropriate size for and in proportion to the existing building and will provide a consistent and uncluttered approach signage for both the main building tenant and ground floor restaurant tenant. The building is permitted four high rise wall signs (one for each façade), but is electing to utilize only two façades (east and west facing). Additionally, each ground floor tenant is permitted one accessory wall sign and one

projecting sign facing Brand Boulevard and Monterey Road. As proposed, only the ground floor restaurant tenant is utilizing an understated, unlit projecting sign facing the large plaza space. Given this very large plaza area, the unlit ground floor projecting sign will not compete or obstruct traffic signals. The limited number of signs has been designed so as to not obstruct other commercial business signage. Each high rise wall sign is mounted on the upper most portion of the building wall located at the top floor at the uppermost building stepbacks. This minimalist sign program maintains a visual consistency and offers an elegant approach without adding unnecessary visual clutter.

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.*

The subject building stretches a large portion of the easterly and southerly block face along Brand Boulevard and Monterey Road, and the sign program has been designed to exhibit a harmonious design theme for the entire building façade using consistent materials, and illumination. The high rise wall signs will be composed of individual logo/channel letters and the projecting sign uses non-illuminated, individual hot rolled steel letters. The high rise wall signs are mounted and centered appropriately on the top portion at the stepback of the existing building façade, maintaining a consistent appearance. The ground floor tenant projecting sign proposes one projecting sign mounted vertically on the existing building façade. The type of signs proposed and their composition will be complementary to the corporate modern design of the building.

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

The Downtown Specific Plan (DSP) establishes design parameters for the Central Redevelopment Project Area. The plan for this redevelopment area requires that signs conform to City requirements set forth in Chapter 30.33 (Signs) consistent with the City established criteria for sign programs for properties located in the DSP zone. A condition of approval of this sign program will require that all signs conform to the City's sign regulations. The purpose of the ordinance is to create a more attractive business climate and enhance and protect the physical appearance of the community through a unified sign program for all signs installed on the subject property. The proposed sign program accomplishes this goal and is deemed to be consistent with the DSP.

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, Kristen Asp, at 818-937-8161 or via email at kasp@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 **May 20, 2021**.

The appeal must be postmarked by the May 20, 2021 deadline (mailed to Community Development Department – Planning Division, Attention (Kristen Asp), 633 East Broadway, Room 103, Glendale, CA 91206) OR emailed to the case planner at kasp@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 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 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, Kristen Asp, for stamp and signature prior to submitting for building permits for the signs. Please contact Kristen Asp directly at 818-937-8161 or via email at kasp@glendaleca.gov.

Sincerely,



ERIK KRAUSE
Deputy Director of Community Development

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