



CITY OF GLENDALE, CALIFORNIA

Community Development
Planning

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February 1, 2024

Tariq Shaikh
111 W. Dyer Rd., Suite "F"
Santa Ana, CA 92707

**RE: 801 N. BRAND BOULEVARD
SIGN PROGRAM
DESIGN REVIEW CASE NO. PDR-002309-2023**

Dear Applicant:

Pursuant to the provisions of Glendale Municipal Code, Title 30, Chapter 30.33.220, the Director of Community Development, **APPROVED WITH CONDITIONS** your application for a Sign Program for the existing multi-tenant commercial building addressed as 801 North Brand Boulevard in the Downtown Specific Plan/Gateway District (DSP/GAT).

ENVIRONMENTAL DETERMINATION:

The project is exempt from CEQA review as 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 (dated December 22, 2023), 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 Division 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 or banner 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, 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 no other visible signs beyond those approved in this sign program shall be permitted.
8. That the sign program shall continue to remain in effect until superseded by a new or revised sign program.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 the existing 13-story multi-tenant commercial building (built in 1986), located at the southwest corner of Brand Boulevard and Arden Avenue, addressed as 801 North Brand Boulevard. The building is located in the Downtown Specific Plan's Gateway District and is currently occupied with multiple uses including offices, banks, and a counter restaurant. The purpose of this sign program is to establish uniform criteria for the design, construction, and placement of signs for the existing and future tenants. The sign program includes existing and proposed signs, consisting of four (4) accessory wall signs (on the first and second floor), four (4) high-rise wall signs, two (2) building identification signs, and two (2) accessory ground signs.

In accordance with the GMC Section 30.33.120 D, the sign program will allow all tenants of the building, including those on the upper stories (above second floor) to have accessory wall signs at the first and second floor walls in the designated areas, as defined by this sign program. The total area of the signs shall not exceed one (1) square foot per foot of length of frontage of the building for each ground floor and second floor building length, which directly faces a dedicated street, dedicated alley, mall or parking area.

The sign program would be consistent with the intent of the City established criteria for sign programs for multi-story buildings in the Downtown Specific Plan's Gateway district. The sign program would not unduly compete with or obstruct other business signs in the neighborhood, detract from the area's architectural features or create undue visual clutter. All signs comply with the sign regulations set forth in GMC Section 30.33 (Signs). The attached Sign Program Description and Plans (dated December 22, 2023) identify the individual sign details (size, color, font, location, etc) and consists of the following signs:

- Accessory Wall Signs (Eyebrow) for tenants of the building:
 - Location – To be mounted on the North, South, and East building façade.
 - Number – Four (4) wall signs including two (2) signs at ground level and two (2) signs at the second floor.

- Sign Area – Area to comply with Sign Code (1:1 ratio of sign area per linear foot of building frontage) as depicted in the Sign Program.
- High Rise Wall Signs:
 - Location – On building parapet wall, above the penthouse (13th floor), on the top most fascia on the north, south, east, and west façade of the building.
 - Number – Four (4) high rise wall Signs.
 - Sign Area – Maximum 428 square feet in area (North Elevation and South Elevation) with 12'-0" in height and maximum width of 65'-0"; and 172 square feet in area (West and East Elevation) with 5'-0" in height and maximum width of 43'- 3/8", as depicted in the Sign Program.
- Identification Signs (Building ID):
 - Location – Wall signs on the North and South building façade.
 - Number – Two (2) Identification Wall Signs
 - Sign Area - Area to comply with Sign Code (GMC Section 30.33.120 B) with a maximum height of 5'-0" and width of 11'-10 5/8".
- Accessory Ground Sign (Monument Sign):
 - Location – Two (2) internally LED illuminated cabinets with aluminum skin and push through letters as depicted in the Sign Program. One (1) sign is fronting Brand Boulevard on the east side of the site (existing sign) and one (1) sign is fronting Monterey Road on the south (proposed sign).
 - Number – Two (2) Accessory Ground Signs
 - Sign Area – 24'-2" in width and 2'-0" in height for the existing accessory ground sign and 9'- 3 1/2" in height and 5'-0" in width for the proposed ground sign. Area to comply with the Sign code (GMC Section 30.33.140 B)

Per GMC Section 30.33.220, 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 project architecture and the surroundings including significant landscape features.

The sign program has been designed to be complementary with the contemporary architectural style of the existing building. The 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 proposed sign program will not unduly compete with or obstruct other business signs in the neighborhood, detract from the architectural features of the neighborhood, or create undue visual clutter. The signs have been designed within a unified theme to complement the existing development and the adjacent developments including the existing high-rise buildings surrounding the subject property. The proposed signs are an appropriate size and in proportion in relation to the existing building. Tenants of the building, regardless of their location, will be permitted for one accessory wall sign subject to the building owner (landlord) approval.

3. The sign program shall exhibit a harmonious design, mounting and illumination theme for the entire lot or site.

As described in Finding 1 above, the sign program has been designed with the proposed signs working together in a harmonious design aesthetic, and such signs will be appropriately mounted and illuminated. The existing signage is to remain and will be changed as tenants vacate. The new signs will conform with the approved sign program. The proposed accessory wall signs have been appropriately scaled and would facilitate public awareness and identification of the building tenants at the ground, second floor, and upper floors. The accessory wall signs include the following sign type and details:

- a. Second floor accessory wall signs will be internally illuminated, channel letters (single color, white LED), fabricated from thick translucent acrylic or with translucent vinyl for the faces of the letters and logos with 5" deep aluminum coil returns.
- b. First floor accessory wall signs will be 3MM white ACM panels (for the letters) with UV direct printed graphics.

The proposed identification wall signs will be non-illuminated, graphically cutout letters (FCO Letters) with horizontal brushed aluminum finish. The four high-rise wall signs are proposed to be internally illuminated channel letters (single color, white LED), fabricated from thick translucent acrylic or with translucent vinyl for the faces of the letters and logos with 5" deep aluminum coil returns. The high-rise wall signs will identify major tenants of the building.

The monument signs architecturally blend with the existing building and other proposed sign types and detail and include the existing monument (accessory ground sign), facing Brand Boulevard is a granite sheathed structure with aluminum skin in 24'-2" width and 2'-0" height. The sign displays building tenants trade names and building address. The existing letters for the building address are made of 1/2" thick FCO aluminum material with gloss painted blue finish (color can be TBD). The sign is internally LED illuminated with aluminum cabinet and satin black painted finish and 1/4" deep Day/Nite acrylic push-through copy letters (illuminates white).

The proposed accessory ground sign is a two-sided triangle cabinet with anodized vertical brushed aluminum skin. The sign will display building tenant trade names and

building address. The letters for the building address will be made of 0.9” thick painted aluminum (silver). The display panel for names of tenants will be made of 0.063” thick aluminum and push through letters with LED illumination.

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 proposed sign program will be consistent with the standards set forth in GMC Section 30.33 and meets the intent of the City’s established criteria for sign programs for properties located in the DSP zone, particularly the buildings in the Gateway District. 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.

This approval is for the sign program only. Sign program/Design Review approval of a project 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, Aileen Babakhani, at 818-937-8331 or via email at ababakhani@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 Design Review Board 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.

All appeals must be filed using the City’s online permit portal: www.glendaleca.gov/Permits. Create an account, click “Apply,” type “appeal” in the search bar, and apply for “Appeal of Planning Decision.” Any appeal must be filed within fifteen (15) days following the actual date of the decision with the prescribed fee prior to the expiration of the 15-day appeal period, on or before **FEBRUARY 16, 2024. Information regarding appeals and appeals and fees may be obtained by calling the Community Development Department staff at 818-548-2140, or contacting the case planner, Aileen Babakhani, at 818-937-8331.**

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, **Aileen Babakhani**, 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.

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, plans must be stamped and approved by Planning Division staff. **Any** changes to the approved plans will require resubmitted or revised plans for approval.

An appointment must be made with the case planner for stamp and signature prior to submitting for building permits for the signs. Please contact the case planner, Aileen Babakhani during normal business hours at her direct line (818) 937-8331 or via email at ababakhani@glendaleca.gov.

Sincerely,



Erik Krause
Deputy Director of Community Development

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