



May 27, 2014

Rafi Nazaryan
Sipan Architectural Designs
705 Balboa Avenue
Glendale, CA 91206

**RE: Design Review Board Case No. PDR 1409637
214 N. Brand Boulevard**

Dear Mr. Nazaryan,

On May 27, 2014, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.47, **APPROVED**, as conditioned, your design review application for a commercial building façade remodel and to convert a portion of its roof into an outdoor patio area in the DSP/Alex Theater District located at **214 N. Brand Boulevard**.

The following is an evaluation of the above project against the design standards, guidelines, policies and intentions of the Downtown Specific Plan based on drawings prepared by Rafi Nazaryan/Sipan Architectural Design and dated April 24, 2014. Summary comments are provided on the final page of this memo.

Context

The project is located on the east side of Brand Boulevard in the Alex Theater District of the Downtown Specific Plan (DSP). The Alex Theater District is concentrated along Brand Boulevard north of Wilson Avenue and south of Lexington Drive and consists of a variety of intimate-scaled retail, restaurant and service uses within traditional storefronts. The focal point of this District is the historic Alex Theater. The proposed project will be located immediately south of the Alex Theater. This District encourages entertainment activities, restaurants, small-scale retail businesses and other pedestrian-oriented activities.

Project Description

Land Use (see DSP Chapter 3) –The existing commercial building is currently vacant and previously housed the former Don Cucos Mexican Restaurant. Eden Burger Bar will be the sole occupant of the building. The existing floor plan consists of a ground floor level and a mezzanine level. The proposal will convert a portion of the roof into a 1,910 square-foot open rooftop patio overlooking Brand Boulevard. The existing building fronts Brand Boulevard which is classified as Primary Frontage Streets in the DSP. Primary frontage streets require retail, restaurant and entertainment uses on the ground floor to activate pedestrian interest at the street level. The proposed restaurant and tavern use are permitted on Primary Frontage Streets and in the Alex Theater District of the DSP consistent with the District's goal.

Project Design / Design Review Analysis

Existing Buildings, Adaptive Reuse, and/or Historic Preservation

- *Existing Buildings* (see DSP Section 4.2.2) – The proposed project is a façade and interior renovation of the former Don Cucos Mexican Restaurant with a new open rooftop patio and trellis. This building is not identified as historically significant.

Overall Site Plan

- *Site Plan* –The existing building is located on the east side of Brand Boulevard. Eden Burger Bar will be the only tenant and it will be used as a restaurant and tavern. The building footprint will remain the same. At the ground level, the covered outdoor dining area adjacent to the entry and the sidewalk will be increased from approximately 250 square feet to 420 square feet by moving the street-facing walls back 10-feet, six-inches. Sidewalk dining will also be introduced on the public right-of-way adjacent to the street-level covered outdoor dining area. A 77 square-foot ground-level entry alcove will be constructed to receive customers at the north side of the building and a separate secondary access door facing Brand Boulevard will be added to the south. The proposal also includes converting a portion of the roof into an open patio area covered by a metal trellis structure. The new open rooftop patio will be constructed at the second level and will overlook Brand Boulevard.
- *Setbacks* (see DSP Section 4.2.7) – All projects in the DSP are required to maintain an average minimum 12-foot setback from the curb to the ground floor building face. The existing setback on Brand Boulevard will not be reduced by the proposed façade renovations.
- *Open Space and Landscape* (see DSP Chapters 5.3 and 5.4) – The DSP requires that all new projects shall include open space and landscaping that is usable and accessible to the general public. However, the proposed project will only upgrade the façade and interiors of an existing building and, as such, no open space and landscaping is required.

Mass and Scale

- *Height and Massing* (see DSP Sections 4.2.3 and 4.2.4) – The 24-foot high building, including the new trellis structure, does not exceed the DSP threshold for the Alex Theater District. The remodel will reduce the appearance of the building's height and massing by removing the tall street-facing roof parapet wall and replacing it with a 42-inch high solid wall and metal safety railing. A new 1,312 square-foot open metal trellis structure that is 10-foot, six-inches high will be constructed over the new outdoor rooftop patio. This will reduce massing and bulk and open views to the historic Alex Theater. The open trellis will start adjacent to the safety railing at the street-facing side of the building and connect to the mezzanine roof to the west; however, the trellis structure will be setback eight feet from the north and south sides of the building to eliminate direct views of it from the Alex Theater forecourt. A condition is added to further reduce the roof massing by lowering the two grey stone veneer columns on the north and south sides of the new patio to the same height as the safety railing. In conjunction with lowering the columns, a condition will require the north and south walls immediately behind the two columns to be stepped back and finished appropriately. The renovation at the street level will open up street views into the restaurant by pushing back the ground-level walls 10 feet, six-inches, for approximately 80 percent for the street frontage, and by introducing an

outdoor patio area with floor to ceiling storefront windows behind it. Overall, the remodel will reduce building massing and height and open more views to the historic Alex Theater.

- *Landmark Architectural Features* (see DSP Section 4.2.6) – The project is located on the east side of Brand Boulevard and is not recognized as a landmark building; however, it is immediately south of the Alex Theater. The project's proposed façade renovation will reduce the building's massing and bulk and open up views to the Alex Theater. The proposed Modern design, with style appropriate materials, textures and colors do not compete with or detract from the Alex Theater's landmark features, rather the building's design complements the theater through its low-scale, subtle design.

Building Design and Detailing

- *Frontage, Façade Design and Materials and Colors* (see DSP Section 4.2.8) – The DSP encourages buildings to introduce ground-level design elements at human scale to enhance the pedestrian experience. The use of high quality materials on an existing building exterior, visual access to the interior of a building and articulation of a building wall should be considered in the design to create visual interest and to attract and encourage pedestrian traffic and uses. Brand Boulevard is recognized by the DSP as a "Primary Frontage" street, which emphasizes well-designed pedestrian-oriented façades.

The proposal is consistent with the Frontage and Façade Design standards and guidelines by creating additional ground-level outdoor patio areas for approximately 80 percent of the building width, with floor to ceiling store front windows and doors looking into the restaurant. Sidewalk dining in front of the ground level dining will be added as well. Additionally, rooftop dining will be added which will overlook the sidewalk. The grey quartz stone veneer, black metal materials for the trim elements and trellis structure, walnut stained wood veneer, dark tile outdoor flooring and store front glass windows and doors appear to be of a high quality and appropriate for the selected Modern design.

- *Lighting and Signs* – Lighting visible to the public right-of-way will consist of soffit lighting for the ground level outdoor dining area and strip lights incorporated into the under side of the trellis structure. Signs are regulated by the Zoning Code. One wall sign identifying Eden Burger Bar in a combination of italicized and vertical letters will be located above the main entrance. The sign is of appropriate scale and design for the selected Modern design.
- *Public Art* (see DSP Section 5.5) – Development in the DSP is required to include on-site public art, equal to 2% of project value, subject to advisory review by the Arts & Culture Commission and approval by the City Council. Alternatively, this requirement may be met by paying an amount equivalent to 1% of the project value to the City's Urban Art Fund. The applicant intends to pay the in-lieu fee.

Summary Comments

Eden Burger Bar proposes to renovate the former Don Cucos Restaurant building with a comprehensive façade and interior renovation, including creating a new rooftop patio overlooking Brand Boulevard. The building's massing and bulk will be reduced by moving street-level walls back 10 feet, six inches from the public right-of-way, increasing ground-level store front glass windows and doors at the street level, creating more outdoor sidewalk dining

and removing the street-facing parapet wall to create a new rooftop dining area. The use of various materials, colors, finishes, large glass features and a metal rooftop deck trellis successfully creates visual interest consistent with the intent of the DSP design guidelines. As conditioned below, the proposed design, materials and color palette are complementary and sensitive to the neighboring buildings, particularly the historic Alex Theater.

CONDITIONS OF APPROVAL

After a review of the plans, exhibits and consideration of community input, the Director of Community Development has placed the following conditions of approval on this project:

1. Reduce the height of the two sculptured quartz stone veneer columns above the rooftop patio to the height of the safety wall and railing.
2. Stepback the north and south walls directly behind the two columns to eliminate views of them from Brand Boulevard and to create additional open views of the Alex Theater.
3. That no portion of the project, including the metal trellis structure, shall be visible from any part of the Alex Theater forecourt.

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 **June 11, 2014** in the Building and Safety Division, 633 E. Broadway, Room 101.

APPEAL FORMS available on-line:

<http://www.glendaleca.gov/home/showdocument?id=11926>

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 design review 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, Chris Baxter, 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, Chris Baxter, for stamp and signature prior to submitting for Building plan check. Please contact Chris Baxter directly at 818-937-8162 or via email at cbaxter@glendaleca.gov.

Sincerely,

HASSAN HAGHANI
Director of Community Development



Urban Design Studio Staff

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