glendale california

City of Glendale
Community Development
Planning & Neighborhood Services

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October 17, 2016

Bijan Armandpour
109 Sierra Street,
El Segundo, CA 90245

RE: 127 S. BRAND BOULEVARD
ADMINISTRATIVE DESIGN REVIEW CASE NO. PDR 1609578

Dear Mr. Armandpour

On October 17, 2016, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.47, **APPROVED** your design review application for the façade remodel of an existing 21,960 square-foot three-story commercial building located on an approximately 8,000 square-foot lot in the DSP/M (Down Town Specific Plan/Maryland District) Zone located at **127 South Brand Boulevard**.

CONDITIONS OF APPROVAL: NONE

SUMMARY OF THE DIRECTOR OF COMMUNITY DEVELOPMENT'S DECISION

Site Planning – The proposed site planning is appropriate, as modified by any conditions, to the site and its surroundings for the following reasons:

- There is no proposed change to the site plan of the building.
- A new L-shaped, 427 square-foot outdoor seating area (open space) will be located partially on the Brand Boulevard frontage and on the south side of the building between the subject building and neighboring building. The new outdoor seating area integrates into the overall design of the new façade and is consistent with the surrounding buildings and uses along Brand Boulevard (main pedestrian street.)
- A new automatic glass door will provide access to the recently-established retail store and counter service restaurant from Brand Boulevard through the proposed outside seating area, covered by a new metal/glass canopy.
- The new storefront will be set back 7'-3" from the existing building edge on the Brand Boulevard frontage.
- There is no proposed change to the location of the primary entrance on the ground level facing Brand Boulevard.
- There are no changes to the two existing street trees on public right-of-away on the Brand frontage.

Mass and Scale – The proposed massing and scale are appropriate, as modified by any conditions, to the site and its surroundings for the following reasons:

- The new decorative metal cladding system covers the east elevation (the Brand Boulevard frontage) and extends over portions of the side elevations visible from Brand Boulevard (on the north and south side). It is attached to the existing building walls while maintaining 4 to 28 inches

distance from the existing wall surfaces. The new façade does not substantially alter the massing and scale of the existing building.

- The new decorative framework is consistent with the existing volume and scale of the surrounding commercial buildings, which enhancing the appearance of the building.
- The new decorative metal cladding system is approximately 2'-4" higher than the existing building walls. It will not change the scale and proportion of the building significantly due to open quality of the framework. The building will maintain its three-story height.
- New horizontal canopy visually separates the ground floor and upper floors in an appropriate way and guides shoppers to the entrance of the building.

Building Design and Detailing – The proposed design and detailing are appropriate, as modified by any conditions, to the site and its surroundings for the following reasons:

- The overall design is consistent with the intent of the Urban Design Standards and Guidelines of the Glendale Downtown Specific Plan.
- The proposal features a pedestrian friendly design, which reinforces pedestrian activity in Glendale's signature street, Brand Boulevard.
- The proposed design improves the existing boxy appearance by creating an attractive, contemporary façade consistent with the variety of architectural styles of the surrounding buildings.
- The new façade's design and detailing are comprised of high quality materials and details.
- The new decorative metal cladding system consists of irregular geometric shapes, which are attached to the surface of the existing walls by vertical metal members. Some shapes are infilled with metal slats to provide visual interest.
- The existing masonry parapet wall facing the Brand Boulevard frontage will be replaced by the new blue-green, shatter-proof glass panels, which fit within decorative metal frame bars.
- The combination of "green wall" and stone veneer will cover the surface of the ground floor walls on the Brand Boulevard frontage and a portion of the north and south façades, providing visual interest at street level.
- A planter with golden bamboo is proposed along the north façade (ground level) to minimize the visual contrast between the existing plain concrete wall on the north facade and the new decorative metal façade, which wraps a portion of the south façade.
- Existing concrete walls behind the metal frame will be painted in white, highlighting the new framework.
- The streamlined metal canopy is appropriate to the new contemporary façade's detail and design. It will be attached to the existing concrete walls by aircraft cables attached to the new decorative metal cladding system that will hold the canopy.
- A new horizontal metal band on the north façade adjacent to the primary entrance provides architectural harmony with the overall design.
- A new 42" height steel fence is proposed to surround the outdoor seating area and harmonize with the ground level design.
- Lighting includes strip lighting fixtures under the proposed canopy and along the metal bars on the decorative metal cladding system, which create irregular shapes and patterns on the new façade (east and portions of north and south side).

This approval is for the project design only. Administrative 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 (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 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. 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 1, 2016** 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: www.glendaleca.gov/appeals

To save you time and a trip - please note that some of our FORMS are available on line and may be downloaded. AGENDAS and other NOTICES are also posted on our website. Visit us.

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, **Aileen Babakhani**, 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, Aileen Babakhani, for stamp and signature prior to submitting for Building plan check. Please contact Aileen Babakhani directly at 818-937-8331 or via email at ababakhani@glendaleca.gov.

Sincerely,

PHILIP LANZAFAME
Director of Community Development

Urban Design Studio Staff

JP:ab