



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: 601 North Brand Boulevard – Stage I Preliminary Design Review (Case No. PDR 000628-2022)

1. Motion to Approve Stage I Preliminary Design Review

COUNCIL ACTION

Item Type: Public Hearing

Approved for November 14, 2023 **calendar**

EXECUTIVE SUMMARY

The proposed project site is the eastern approximately three-quarters of the block created by Sanchez Drive to the north, North Brand Boulevard to the east, West Doran Street to the south and North Central Avenue to the west and is approximately 5.4 acres. The proposal consists of the demolition of an existing 144-space surface parking lot (approximately 78,000 sf) located in the northern portion of the site and the construction of a new 858-unit, 858,000 SF (total development 7.5 FAR) multi-family development. The multi-family dwelling units will be contained in two 380-ft. high towers over a podium level. The 942 parking spaces will be located at-grade as well as within four levels of below grade parking. Most of the proposed publicly accessible open space is located within a newly created plaza/courtyard formed by the proposed project and an existing on-site office building (to be maintained), fronting Brand Boulevard. Additional publicly accessible open space is proposed adjacent to the Sanchez Drive right-of-way. The project site is in the Downtown Specific Plan (DSP) Gateway District.

Aside from the surface parking lot, existing development will be maintained on the project site. This site features a 14-story office tower (611 N. Brand) fronting Brand Boulevard, a one-story retail building (601 N. Brand) located at the intersection of Brand Boulevard and Doran Street and a five-story parking garage located in the western portion of the site fronting Doran Street.

The project includes:

- 594 1-bedroom units and 264 2-bedroom units. Each residential tower will contain 429 units.
- 942 parking spaces (net spaces 798) are provided at-grade and at four levels of subterranean parking.
- The podium level at the street will contain a restaurant at the Brand/Sanchez

intersection opening onto the proposed plaza, two lobbies, a leasing office, two loading docks, back-of-house uses and bicycle storage. A proposed porte-cochere bisects this level.

- The second level of the podium will contain co-working spaces, an amenity space, two lounges, and a fitness center. The outdoor area at this level includes a swimming pool, spa, two dog parks, an outdoor kitchen with dining, a bar, seating/lounging areas and an event lawn.
- The third through 35th levels of the towers are entirely made up of residential units. A green bridge planting area connects the two residential towers.
- The 36th level of both towers contain indoor amenity spaces and outdoor covered and uncovered terraces for residents of the project.
- Proposed publicly accessible open space includes a newly created plaza fronting Brand Boulevard as well as areas adjacent to the Sanchez Drive right-of-way. Existing publicly accessible open space includes areas adjacent to and between the existing development on the site.

A Floor Area Ratio (FAR) of 7.25 and building height of 275 feet are the maximums permitted by right in the DSP Gateway District. An FAR of 7.5 and building height of 380 feet are the maximums per the DSP Community Benefits Chapter 7 for affordable housing projects. The project must comply with the City's inclusionary housing ordinance, which requires a minimum of 15% affordable housing; for the subject project, that equates to 129 units of low or very low-income housing. Because the project is providing affordable housing units, it is eligible for a density bonus per GMC 30.36 and community benefit development incentives, per DSP 7.2.1. These will be addressed at Stage II. The applicant will be requesting the following incentives and waivers:

- DSP 4.2.C – Building footplates above 200 feet high shall be reduced in area by 15%.
- DSP 4.2.M – High rise facades above 60 feet must be stepped back a minimum of 20 feet.
- DSP 4.2.4.A – Building facades over 200 feet in length must include building separation at the street level or at 16 feet above street level.
- DSP 4.2.4.B – Building separation must be at least 40 feet wide.
- DSP 4.2.14 – No more than 40% of balconies shall extend beyond the building façade and project a maximum of 25% of balconies full depth.

These incentives and waivers will be discussed and analyzed during Stage II review.

RECOMMENDATION

That the City Council approve the Stage I Preliminary Design for the proposed development located at 601 North Brand Boulevard, subject to staff's recommendations.

BACKGROUND AND SITE DESCRIPTION

The 5.4-acre (235,224 SF) project site is in the eastern three-quarters of the block created by Sanchez Drive to the north, Brand Boulevard to the east, Doran Street to the south and Central Avenue to the west. The proposed project will be in the northern portion of the project site on an existing approximately 78,000 SF surface parking lot, which will be demolished. All other current development on the project site will be maintained. This development includes an office tower (611 N. Brand) fronting Brand Boulevard, a retail building (601 N. Brand) located at the Brand/Doran intersection and a parking structure fronting Doran Street, all developed in 1972.

Zoning and Surrounding Uses

The Downtown Specific Plan (DSP) designates the project site as well as the block east and west of Brand Boulevard from Glenoaks Boulevard to the north and Lexington Boulevard to the south as the Gateway District. Located at the northern portion of the Downtown Specific Plan area, the Gateway district features the most visibly noted skyline of Downtown Glendale, characterized by high-rise development featuring numerous corporate headquarters. The focus of the Gateway District is the continued promotion and location of corporate headquarters, mixed-use and residential buildings, complementary/accessory service, and retail businesses at the street level, as well as the introduction of appropriate night-time entertainment uses.

	Zoning	Existing Uses
North	DSP – Gateway District	134 Freeway and 8-story office buildings.
South	DSP – Gateway and Orange Central Districts	High-rise, mixed-use building, parking structure, drive-thru ATM, and multi-family residential building (Altana).
East	DSP – Gateway District	High-rise office buildings.
West	DSP – Gateway District	6-story multi-family building (Modera).
Project Site	DSP – Gateway District	14-story office tower, a one-story retail building, a five-story parking garage and a surface parking lot (to be demolished for the currently proposed project).

ANALYSIS

Proposed Project

The proposed project is in the northern one-third of the subject site at the location of an existing 144-space surface parking lot. The project will feature a new 858-unit, 36-story, 380-foot-tall multi-family development contained in two residential towers. The ground floor podium level will include a restaurant/retail tenant space and associated

facilities for the residents of the project (lobbies, leasing office, back-of-house). The second-floor podium level will include co-working space, fitness center, lounges and amenity space and common outdoor areas for the tenants. Floors 3 – 35 contain entirely residential dwelling units. A green bridge planting area connects the two towers. The 36th Floor contains indoor and outdoor amenity space for residences of the project.

The remaining portion of the property, which contains an office tower, one-story retail building, parking structure and associated landscaping, walkways, and driveways, will not be altered because of the current proposal.

Parking and Circulation

The applicant is requesting a density bonus in accordance with Government Code section 65915, *et seq.* (State Density Bonus Law) that will be reviewed along with the Stage II submittal. Under State Density Bonus Law, the applicant is not required to comply with a local agency’s parking minimums and is entitled to automatic reduced parking requirements (parking concession). The project provides 942 parking spaces (net 798 new spaces) in one level of at-grade parking and four levels of subterranean parking. For reference, the table below illustrates the minimum number of parking spaces required, as established in the zoning code (Table 30-32-A, GMC Section 30.32.050), and the parking concession allowed under State Density Bonus Law. Vehicular access is proposed from new driveway entrances that are located off Sanchez Drive.

Unit Type	Zoning Code Standard	Required # of Spaces	State DB Law Standard	Required # of spaces
1-bedroom	1 space/unit	594	0.5 space/unit	297
2-bedroom	2 spaces/unit	528	1 space/unit	264
Guest Parking	1 space/10 units	86	Not required	0
Restaurant	5 spaces/1,000 SF	28	5 spaces/1,000 SF	28
Total Required		1,236		733 (589 spaces + 144 spaces in demolished parking lot)
Total Provided				942

Stage I Preliminary Design Review Analysis

Design review for projects in the DSP is performed by the City Council. A Stage I Design indicates the completion of the schematic, conceptual design phase. The site planning, mass and scale, and architectural style and details of the project have been analyzed by staff with regard to the DSP Gateway District standards and objective design standards applicable to the project, as detailed below.

SITE PLANNING – DSP Chapter 4.1 Urban Design

Overall Site Plan – The project site is the eastern approximately three-quarters of the block created by Sanchez Drive to the north, North Brand Boulevard to the east, West Doran Street to the south and North Central Avenue to the west and is approximately 5.4 acres. Aside from a surface parking lot, located in the northern portion of the site, existing structures/buildings will be maintained. These structures/buildings include a 14-story office tower (611 N. Brand) fronting Brand Boulevard, a one-story retail building (601 N. Brand Boulevard) located at the intersection of Brand Boulevard and Doran Street and a five-story parking garage located in the western portion of the site fronting Doran Street.

The proposed project will be in the northern portion of the site on what is now an approximately 78,000 SF existing surface parking lot containing 144 parking spaces, which will be demolished because of the project. The 858 dwelling units (594 one-bedroom units and 264 two-bedroom units) proposed for the project will be contained in two 36-story, 380 FT high towers over a podium level. The first podium level contains a proposed restaurant tenant space at the Brand/Sanchez intersection, two lobbies, leasing office and back-of-house areas associated with the residential use. Co-working space, fitness center, lounges and amenity space are proposed at the second podium level. Residential dwelling units are located on Floors 3 through 35 of the proposed project. A green bridge planting area connects the two towers at this level. The 36th Floor contains indoor and outdoor amenity spaces for the on-site residents.

Proposed publicly accessible open space is largely contained in a new plaza/courtyard opening onto Brand Boulevard and created by the existing office tower to the south and the proposed project. This area will include gently bermed landscaping adjacent to the Brand Boulevard right-of-way with an artistic trellis element creating a focal point and shade for the area, raised planters and paved areas with seating. This space is 100% open to the sky, aside from the area of the proposed trellis element, and orients towards and accesses from public streets. This publicly accessible open space is appropriately integrated within the project's site planning. Conceptual landscape plans are including with Exhibit 1. The final programming of the publicly accessible open space will be reviewed during the Stage II Design Review application.

The project complies with the building setback requirements of the DSP, which requires a minimum 14-foot setback from Sanchez Drive (8-ft. parkway and 6-ft. sidewalk), and a 16-foot setback from Brand Boulevard. Vehicular access to the project is proposed from two new driveway entrances, located on Sanchez Drive. One of these entrances is in the far western portion of the site and the other, enhanced with a porte cochere, is located at the center of the project site.

4.1.2 Building Heights & Floor Area Ratios

	DSP Standards Gateway District	Project Design
Height (by right)	275 FT maximum	380 FT
Height (w/ incentive)	380 FT maximum	
Density (by right)	7.25 FAR maximum	7.5 FAR
Density (w/ incentive)	7.50 FAR maximum	

The proposed project will be the highest building on the subject site at 380 FT, which is the maximum height in this district allowed with incentives. Although the portion of the site proposed for the current project is approximately 78,180 SF, the entire site is 235,390 SF. The site is currently developed with three building/structures, which will remain. The office tower is 407,534 SF. The one-story commercial building is 12,772 SF. The parking structure is 486,287 SF. When the proposed project is included, total floor area on the site will be 1,764,966 SF, with a 7.5 FAR, at the maximum permitted with incentives for this zone.

4.1.3 Building Setbacks

The project site features a Mixed-Frontage designation along Sanchez Drive, a Primary designation along Brand Boulevard and a Mixed-Use Commercial designation along Doran Street. Projects in the DSP located along Mixed-Frontage streets are required to have a minimum of 14 feet. Projects in the DSP located along a Primary designation are required to follow the Brand Boulevard Plan. The project complies with the required streetscape and setback standards along both Sanchez Drive and Brand Boulevard frontages.

4.1.4 Publicly Accessible Open Space

The project provides the required publicly accessible open space within the newly created plaza area located adjacent to Brand Boulevard in the northern portion of the site, along with the plaza and walkway areas currently located on the site. The publicly

accessible open space is open to the sky, except for the proposed trellis element, oriented towards and accessed from public streets, and integrated within the site planning for the project. The programming of the publicly accessible open space area includes amenities, seating, hardscape, and landscaping and will be reviewed during the Stage II Design Review application. The architect has submitted conceptual landscape plans that show the programming of these areas for consideration.

BUILDING DESIGN – DSP Chapter 4.2 Urban Design

Overall Building Design – In addition to site planning, the primary focus of the Stage I Preliminary Design Review concentrates on the overall massing and scale of the proposed development. The proposed development includes an approximately 31-foot-high podium level which extends the width of the site, above which are two 380-foot residential towers. These towers are slender in stature and do not incorporate the required reductions in floorplates above 200 feet in height or step backs above 60 feet in height. Nor is the required building separation being provided. The applicant will be requesting incentives and waivers from these standards, which will be discussed during the Stage II review.

The contemporary-styled project utilizes various building material, texture, massing, column projections, publicly accessible open space, recessed entries, porte cochere, windows and angular forms to articulate the street-facing facades along Brand Boulevard and Sanchez Drive. The design addresses the public sidewalks with street-level facades detailed with human-scaled high-quality materials, including a significant amount of fenestration and limestone. The project drops to one-story at the intersection of Brand and Sanchez where a proposed commercial space (restaurant) will include significant glazing and access to outdoor seating and the publicly accessible open space. Building off the street intersection, the commercial space includes an angular wall, which assists in drawing pedestrians into this open space. Although the project is requesting incentives and waivers from development standards intended to modulate the mass and scale of projects, the separation between the two residential towers, their slender nature, significant fenestration, and slightly angular form generally results in an appropriate mass and scale.

Aside from the items addressed by the staff's recommended conditions of approval, the Stage I submittal materials in Exhibit 1 indicate that the proposed project is largely consistent with the design standards, policies, and intent of the DSP. A general analysis of the project's architectural elements is provided below; however, the final details of these elements will be reviewed as part of the Stage II submittal.

Certain subsections of Chapter 4 of the DSP that are not relevant to the Project are excluded, resulting in some jumps between the numbered sections below.

4.2.2 *Massing & Scale: Modulation of Height*

Of the four available options in this DSP section, the project has incorporated a corner feature. This requires that a prominent corner feature be incorporated into the project that is differentiated by height and design features from the primary massing of the building by a minimum of 10 feet. The area of the project at the Brand/Sanchez intersection is one-story (approximately 20 feet in height). An angular wall aligning with the intersection draws pedestrians into the publicly accessible open space. Aspects used in this corner feature, including significant fenestration and an overhead canopy, are utilized in the balance of the project. The DSP identifies the intersection of Brand and Sanchez as an “entry location” into downtown Glendale. The applicant should further refine the design of this area of the project to better differentiate it from the remainder of the proposed development (while still being complimentary in overall design) as well as highlight it appropriately as a prominent entrance to downtown Glendale.

The DSP requires a visible and delineated roofline to visually demarcate where the building silhouette meets the sky. The top of the residential towers includes indoor and outdoor (covered and uncovered) amenity spaces for residents of the residential towers, as well as mechanical rooms and elevator and stair overruns. The building facades of these areas incorporate the same material as is proposed on the lower levels of the project and overall terminate at the roofline is suitable.

4.2.3 *Massing & Scale: Façade Modulation*

The project has incorporated a clearly delineated base, middle and top in accordance with the standards outlined in this section. The podium level, which includes the ground floor residential lobbies, and “back-of-house” uses, and the level above it, which includes amenity spaces, lounges, co-working space and fitness center form the base of the project and span the entire width of the site along Sanchez. Fenestration pattern and a horizontal architectural element assist in differentiation the base of the project from the remainder of the project. The middle of the project, containing the residential units, is defined by the consistent use of various types of glazing and aluminum paneling and does not contain significant façade modulation. The top of the project (the 36th floor) steps back significantly from the middle of the building on three sides of the towers to allow for outdoor terraces, an amenity for residents of the project.

4.2.4 *Massing & Scale: Building Separations*

The standards outlined in this section require a design proposal whose façade

length exceeding 200 feet to include either a building separation that extends to the street level or a building separation that begins at the second floor, no higher than 16 feet in elevation above the sidewalk and provides a distinct architectural style from the surrounding massing. The proposed project will be requesting an incentive to not comply with the “Building Separation” standards. While the two residential towers are separated from each other by the podium level below, this podium is approximately 31 feet above the sidewalk along Sanchez Drive.

4.2.6 *Massing & Scale: Landmark Architectural Features*

The DSP identifies landmark architectural features, including downtown entry locations, terminated vistas, civic promenades, and paseos. The northeastern portion of the project site (at the intersection of Brand Boulevard and Sanchez Drive) is identified in the DSP as an entry location into downtown Glendale and an ideal location for a landmark architectural feature. These features may include towers, prominent building entries, specialized signage or public art. Additionally, landscape setbacks and public pocket parks can also be used to identify these locations. The project is one story at the Brand/Sanchez intersection and will include a commercial tenant. Its facade treatment, including significant fenestration and an overhead canopy, is like that of the rest of the project at ground level. The angular east wall of the façade, which aligns with the street intersection allows for development of a promenade and facilitates and encourages pedestrians at the intersection to enter and utilize the publicly accessible open space within the project. Refinement of this area, utilizing features described above, will be conditioned to further delineate this area of the project as encouraged by the DSP.

4.2.7 *Architectural Elements: Façade Design*

The project incorporates architectural elements and design features that articulate the building façades, including high quality and varied building materials, texture, angular building massing, recessed entries, windows, and canopies. These features create a design that is unique and identifiable, while recognizing the priorities of the DSP to enhance ground level architectural elements to be human-scaled and to promote pedestrian activity. The project features a minimal amount of ground level parking that is wrapped by the commercial tenant area, leasing area and residential lobbies, consistent with the DSP requirements (The vast majority of parking is contained in a four-level underground garage). The street-level façades along Brand and Sanchez are incorporated into the overall building design and address the public sidewalk by providing differentiation in the base of the building. At the ground level, significant fenestration is proposed along with a limestone facing material at the elevator towers. The large expanses of glass are subdivided into smaller units. The base of the building is visually separated from the floors above using canopies, a

different fenestration pattern, regularly-spaced columns and by recessing the ground-floor from the floors above. At the street intersection of the ground floor, the angular eastern façade wall directs pedestrian to the publicly accessible open space. Improvements to this space along with the public right-of-way and programming will be reviewed in detail as part of the Stage II Design Review application for this project. The architect has submitted conceptual landscape plans that show the programming of these areas for consideration.

4.2.8 Architectural Elements: Materials

The project is contemporary in design and features materials that reinforce this style. At the ground level of the Sanchez façade, the project includes significant clear glass along with buff-colored limestone and neutral colored glass with ceramic frit at the elevator towers. An aluminum canopy with wood accents is proposed between the first and second levels of the podium. Clear glazing and the canopy wrap around the commercial tenant space on the Brand façade of the project, as well. The proposed materials are consistent with the contemporary aesthetic of the design and the standards outlined in this section of the DSP which encourage high-quality, human-scaled materials to reinforce the pedestrian character of the public realm. The use the materials differentiate between the base and middle volumes of the project. At the upper floors, the ceramic-fritted glass continues and painted aluminum (to match the limestone) is substituted for the limestone at the elevator towers. Neutral-colored insulated glass and charcoal-painted aluminum are proposed on the facades of the residences. Railings on the residential balconies will be clear glass. A detailed look at the building materials will be reviewed during the Stage II Final Design Review application.

4.2.9 Architectural Elements: Storefronts

Storefronts have been incorporated into the design of the project at the ground floor podium frontages where the commercial tenant space, leasing office and lobbies are located. As required by the DSP, the ground floor storefronts are provided on at least half of the façades, will have at least 75% transparency, and will feature canopies above the storefronts on at least 50% of the entire façade. The design of the ground floor storefronts appropriately establishes the base of the project, with the storefronts and building entrances recessed from the building façades adjacent to the porte cochere. Staff will continue to work with the design team during Stage II to ensure that the final details of the ground floor storefronts incorporate all the standards, such as pedestrian-oriented signage and pedestrian-scaled lighting.

4.2.10 Architectural Elements: Building Lobbies & Entries

The DSP requires the incorporation of the following features for lobby areas:

- Canopies, marquees or other weather protection that creates visual prominence;
- Material application that creates continuity with the overall building design while creating a distinct and identifiable aesthetic quality;
- A recess or projection to delineate the lobby from the balance of the project; and
- Paving material to differentiate the primary entrance distinct and unique from the adjacent paving material.

The Project features two ground floor residential lobbies, one for each of the proposed towers. Entrances to these lobbies are within the porte cochere and not facing or adjacent to Sanchez Drive. Entrances to the commercial tenant area are located directly off Sanchez Drive as well as from the publicly accessible open space. Refinement of these lobbies/entrances will be necessary in Stage II Design Review to incorporate the features specified in the DSP and better highlight these important areas of the project.

4.2.12 Architectural Elements: Corners

These standards apply only for projects that incorporate the corner feature into their design to comply with height modulation required by Section 4.2.2 of the DSP. As detailed above, the project is incorporating the corner feature into its design, so these requirements are applicable to the proposal. The design incorporates many of the standards specified in this DSP section into the project at the Brand/Sanchez intersection. The use of materials, including glazing and the canopy is consistent with the rest of the Sanchez façade of the project. The angular eastern façade emphasizes the corner feature and directs pedestrians to the publicly accessible open space. Further refinement of this area is recommended, for example, to include unique, complimentary facing materials, lighting, or architectural elements into its design to highlight this component of the project.

4.2.13 Architectural Elements: Canopies

The DSP requires a minimum of 50% of the street elevations to include canopies or marquees. The proposed design incorporates canopies at the ground floor of the street-facing facades that complement the overall building aesthetic and material palette. The canopies are proposed to be aluminum with wood accents. At the street elevations, at least half of the ground floor façades include

canopies, as required. Material and detail specifications will be reviewed as part of the Stage II Design Review application.

4.2.14 Architectural Elements: Balconies

The project includes private balconies for the residential units as well as rooftop decks for common use of the residents. Per the DSP, no balconies overhang the public right-of-way or building setback, and no more than 40% of the balconies can extend beyond the façade of the building (25% maximum projection of balcony's full depth). The proposed private residential balcony design does not comply with the "extension" requirement. The applicant is requesting an incentive/waiver for this element of the design. The balcony materials include glass railings that are compatible with the overall contemporary design of the project. The proposed balconies create a visually interesting design as their depths vary and, in concert, create an angular extension from the facades of the towers.

4.2.15 Architectural Elements: Fenestration

The fenestration design distinguishes the base from the middle of the project. At the ground level, the fenestration is subdivided into smaller units. At the residential facades, glazing is more regular in size and pattern. Final details and specifications regarding the fenestration will be reviewed as part of the Stage II Final Design Review application.

4.2.16 Architectural Elements: Fences, Walls, and Gates

The drawings do not identify any ground-floor fences, walls, and gates. The details for any fences, walls and gates will be reviewed during the Stage II Final Design Review application. Staff will work with the design team during Stage II to ensure these features are designed to comply with the DSP standards.

4.2.17 Architectural Elements: Planters

The conceptual landscape plans primarily show at-grade landscaping. Raised planters for trees and other plantings are shown to direct pedestrians from the street intersection to the main area of the publicly accessible open space as well as at the podium level common open space. In general, the design minimizes the use of planters. A low seat wall, with benches installed on it separates the Brand Boulevard right-of-way from the bermed turf mound within the publicly accessible open space. Details and specifications regarding the landscaping and the proposed seat wall (to ensure it will not unduly inhibit or discourage access to the open space) will be reviewed as part of the Stage II Final Design Review application.

4.2.20 Architectural Elements: Garage Entries

The project features 942 parking spaces at grade (hidden by the project from public rights-of-way) and in four levels of subterranean parking. Vehicular access is proposed from new driveway entrances at Sanchez Drive. One driveway is in the far western portion of this frontage, while the other bisects the project site and is part of the porte cochere.

Garage entries need to be integrated into the overall building design and not detract from the streetscape and pedestrian realm. The details and specifications regarding the entries will be reviewed as part of the Stage II Final Design Review application; however, in general, the garage design is consistent with the DSP. Garage entries located on the street shall conform to the following standards:

- a. Utilities shall not be visible from the street frontage. Projects shall provide screening, dropped ceilings, or locate utilities away from areas visible from the pedestrian level.
- b. Garage doors or gates shall be set back from the face of the building.
- c. A unique or enhanced paving pattern shall be provided on the driveway, equal to the width of the garage entry to create visual separation and acknowledge potential conflicts with other modes of transportation.
- d. The width of the garage opening shall be as narrow as possible.

4.2.21 Architectural Elements: Utilities

Utility rooms for the project are generally proposed at the ground level within the main body of the project. While most back-of-house areas are located behind the “active” uses along Sanchez Drive, including the commercial tenant space and lobbies, in the far western portion of the site, they directly front this street. The DSP requires that utility rooms be screened and incorporated into the building to provide the visual appearance of a storefront. The details and specifications regarding utility locations and integration into the building design will be reviewed as part of the Stage II Design Review application. Utilities will be required to comply with the standards outlined in this section.

4.2.22 Architectural Elements: Lighting

Per GMC Section 30.30.040 and the DSP, all exterior lighting shall be directed onto the driveways, walkways, and parking areas within the development and away from adjacent properties and public rights-of-way. Further, the DSP encourages significant architectural features such as corners or unique cornices to be illuminated and enhanced by comprehensive lighting design. A conceptual lighting plan has been submitted, and a final lighting plan will be required as part of the Stage II Design Review application.

4.2.23 Architectural Elements: Signage

This section of the DSP requires compliance with GMC Chapter 30.33 (Signs) and outlines standards related to signage to enhance the pedestrian experiences within downtown Glendale. Further, it requires developments that provide publicly accessible open space, such as the proposed project, to provide signage describing that it is part of the City's Privately Owned Public Open Space Program. This signage is required to be visible from the public right-of-way and sidewalk and state that the area is open to the public from at least 7 am until 10:00 pm.

THE PEDESTRIAN REALM – DSP Chapter 4.3 Urban Design

The subject site has frontage on three streets: Sanchez Drive, Brand Boulevard and Doran Street. The proposed project has frontage on Sanchez Drive and Brand Boulevard. Sanchez Drive is designated as a "Mixed-Frontage" street, and Brand Boulevard is designated as a "Primary" street.

Improvements to the public right-of-way will be reviewed in detail as part of the Stage II Design Review application.

4.3.1 Primary Street

Brand Boulevard (adjacent to the project site) is identified as a Primary Street. It is one of the City's widest streets with a landscaped center median with street trees, multiple lanes of vehicular traffic and a substantial public right-of-way setback. Brand Boulevard is also one of the City's signature pedestrian-oriented streets, which is lined with active, ground floor commercial uses. The Primary Street designation follows the streetscape plan established for Brand Boulevard Plan.

4.3.2 Mixed-Use Commercial Street

Mixed-Use Commercial streets are required to comply with the following standards:

- All parkways shall be a minimum of 5 feet in width from face of curb and provide a 4-foot wide paved area every 20 feet to allow for unloading of vehicles;
- Sidewalks shall be a minimum of 10 feet wide with no overlapping use by urban amenities such as seating, trash receptacles and signage;
- The building adjacent zone shall be a minimum of 3 feet in depth and used for a minimum of 50% outdoor seating. The balance shall be used for landscaping;

- The ground floor of the building frontage shall be a minimum of 16 feet in height and a maximum of 20 feet;
- Retail and neighborhood services are preferred uses along Mixed-Use Commercial streets and shall comprise more than 50% of the entire project frontage;
- Commercial storefronts shall follow the standards established in Section 4.2.9;
- 75% of the street elevation shall be transparent;
- Seating shall be provided at a ratio of one seat for every 50 linear feet in the parkway zone; and
- Public art may be located within the parkway zone.

Sanchez Drive is identified as a Mixed-Frontage Street. Mixed-Frontage streets are required to follow the same standards as Mixed-Use Commercial streets, with the following exceptions:

- Parkway shall be 8 feet wide and no paved area for unloading of vehicles is required;
- Sidewalk width shall be 8 feet;
- Retail and neighborhood services shall comprise no more than 25% of the entire project frontage; and
- 50% of the ground floor façade or elevation shall be transparent.

OPEN SPACE – DSP Chapter 5

5.3.1, 5.3.2 and 5.3.3 Open Space Requirements

For developments with an FAR greater than 3.0, the DSP requires 20% of the gross site area to be open space, with 10% of the gross site area to be dedicated as publicly accessible open space (50% of required open space). An additional 140 SF of residential open space is required per residential unit (can be provided as publicly accessible open space, common open space or private open space).

	DSP Standards	Project Design
Open Space for project > 3.0 FAR	20% x 235,390 SF = 47,078 SF min.	81,743 SF
Publicly Accessible Open Space (50% of required open space)	50% x 47,078 SF = 23,539 SF min.	34,161 SF
Residential Open Space (140 SF per residential unit)	140 x 858 units = 120,120 SF min.	128,320 SF

The Stage 1 submittal for the project includes conceptual landscape plans showing programming of the proposed publicly accessible plaza/courtyard created by the existing office tower and the proposed project adjacent to Brand Boulevard, as well as existing accessible open space currently located within the project site. Details and specifications regarding the landscaping and open space areas will be reviewed as part of the Stage II Design Review application.

As detailed in the chart above, the entire 235,390 SF project site provides a total of 34,161 SF of publicly accessible open space. The project features a total of 128,320 SF of residential open space on the project site in the form of private residential balconies. In addition, the project features 47,582 SF of common open space (shown as part of the open space required for the project in the top row of the chart above) in the form of the podium level amenity space, the third level green bridge planting area connecting the two residential towers and the roof terraces on each tower. These areas are accessible to residents of the proposed project but will not be publicly accessible. Landscape plans included with the Stage I submittal provide conceptual programming and includes, pool and spa areas, outdoor lounges and seating, dining, cabanas, and recreational spaces on the podium level and landscaping on the green bridge. Covered and uncovered terraces (and enclosed amenity space) are proposed on the rooftops of both towers. Currently, these areas are unprogrammed. Stage II Design Review will need to include landscaping and programming for these common open areas.

5.4.1 Publicly Accessible Open Space - Courtyards & Plazas

The project's publicly accessible open space includes a plaza/courtyard created by the existing office tower and the proposed project in the eastern portion of the site as well as open spaces and walkways within the existing development. The primary function of publicly accessible open spaces is to encourage social interaction and activities, to expand and reinforce the public realm, and contribute to the livability of the downtown. The publicly accessible open spaces will comply with the DSP requirements that include:

- Open to the sky;
- Fully accessible on one or two sides;
- Located at the sidewalk level;
- Include a special feature such as public art, a water feature or specimen tree;
- Include large canopy trees (1 tree per 600 SF minimum);
- Provide landscaping primarily at grade (minimum 25% of open space with maximum 25% in raised planters);
- Feature pedestrian scaled lighting, signage and wayfinding, seating, waste receptacles, etc.

Specific design of the publicly accessible open space will take place at Stage II Design Review of the project.

5.5 Residential Development Open Space.

Additional open space, above that which is required as a percentage of the area of the project site, is required to ensure quality-of-life standards and access to light and air for building residents, occupants and guests. A minimum of 140 SF of open space is required for each residential unit and can be private open space or common (publicly accessible or not) open space. The project provides a total of 128,320 SF of residential open space that private open space and 47,582 SF of common open space. The private open space is provided in the form of balconies for the residential units. The common open space is located on the second floor podium level, third floor green bridge as well as the roofs of both towers. These areas are accessible to residents of the project but not to the public. Landscape plans included with the Stage I submittal provide conceptual programming for the podium level open space and includes, pool and spa areas, outdoor lounges and seating, dining, cabanas, and recreational spaces and landscaping for the green bridge. Final details and specifications regarding the residential open space areas will be reviewed as part of the Stage II Final Design Review application.

5.6 Public Art Program

Development in the DSP is required to include on-site public art, equal to 2% of project value, subject to 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 project value to the City's Urban Art Fund. It is anticipated that the applicant will be paying the in-lieu fee.

MOBILITY – DSP Chapter 6 Mobility

The DSP designates Brand Boulevard at this location as both a Vehicular and Transit Priority Street and as a Signature Street. Vehicular Priority streets give first priority to moving automobile traffic. Transit Priority streets give priority emphasis on moving transit, even at the expense of some loss of performance of automobile traffic. Multi-function streets, like Brand Boulevard, need to balance the needs of different modes of transportation as they compete for limited space. The DSP calls for a rational, practical method of compromise whereby the net gain for the community can be maximized while the net impact on different modes and context can be minimized. Brand Boulevard is also a signature street due to its unique identity as Glendale's "main street". An existing LADOT Commuter Express stop is located adjacent to the project site on Sanchez Drive. South of Doran Street on the west side of Brand Boulevard are Metro Local and Glendale Beeline stops.

COMMUNITY BENEFITS – DSP Chapter 7

The residential project is utilizing the “Community Benefit for Certain Uses” Incentive as permitted by Section 7.2 of the DSP, and which also defines the baseline residential density as 250 dwelling units per acre. The project site is 5.4 acres with a density bonus threshold of 1,350 units. The project qualifies for a density bonus because the 858-unit project will set aside 15% of the residential units (129) for very low-income households, in accordance with State Density Bonus Law. Per DSP 4.1.2, the maximum FAR of 7.5 and the maximum height of 380 feet in the DSP Gateway District applies; the project complies with these maximums. The Density Bonus application will be included with the Stage II submittal for consideration.

SUMMARY COMMENTS & RECOMMENDATION

Aside from the issues addressed by the recommended conditions of approval, the Stage I submittal is largely consistent with the design standards, policies, and intent of the Downtown Specific Plan. Because conceptual Stage I submittals are not expected to be fully fleshed out, there is an opportunity to provide more information about elements of the design that have not been finalized for Stage II.

Based on the above analysis of the project documents, staff recommends that City Council approve the Stage I Preliminary Design Review with the following conditions:

1. The applicant shall refine the design of the project at the Brand/Sanchez intersection (commercial tenant area) to better differentiate it from the remainder of the proposed development and highlight it as a prominent downtown Glendale entrance and landmark architectural feature location. This could include unique, complimentary facing materials, lighting, signage or architectural elements.
2. The applicant shall refine the designs of the lobbies/entrances to the residential towers to incorporate the features specified in the DSP and better highlight these important areas of the project.
3. The applicant shall provide landscaping and programming for the common open space proposed on the rooftop towers.

STAKEHOLDERS/OUTREACH

The Code requires publication of public notices when the Council considers approval of entitlements such as design review. Staff has published all required notices and has mailed copies of the notices to all property owners and occupants within 500 feet of the project. Public notices have also been posted on-site.

FISCAL IMPACT

There is no fiscal impact associated with the Stage I Design submission. However, if developed, the project would have a fiscal impact consistent with other quality residential projects, including new property taxes, building permit/plan check fees, and potential increased sales tax by expanding the downtown residential base. There will be an undetermined cost associated with the increased public service delivery of the project.

ENVIRONMENTAL REVIEW (CEQA/NEPA)

Environmental review is not required for preliminary Stage I Design Review; the environmental review will be prepared and presented to City Council at the Stage II Design Review.

CAMPAIGN DISCLOSURE

The names and business addresses of the members of the board of directors, the chairperson, CEO, COO, CFO, Subcontractors and any person or entity with more than 10% interest in the company proposed for contract in this Agenda Item Report are attached in Exhibit 2, in accordance with the City Campaign Finance Ordinance No. 5744.

ALTERNATIVES

Alternative 1: Approve the Stage I Preliminary Design Submission with staff's recommended conditions;

Alternative 2: Approve the Stage I Preliminary Design Submission subject to design recommendations made by the City Council, with or without staff's recommended conditions;

Alternative 3: Deny approval of the Stage I Preliminary Design Submission and direct a redesign of the project;

Alternative 4: The City Council may also consider any other alternative for the Stage I Preliminary Design Submission not proposed by staff.

ADMINISTRATIVE ACTION

Submitted by:

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Prepared by:

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Reviewed by:

Kristen Asp, Principal Planner

Approved by:
Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

- Exhibit 1: Stage I Design Submission
- Exhibit 2: Campaign Finance Disclosure