



October 10, 2016

Mr. Rick Lemmo  
Caruso Affiliated  
101 The Grove Drive  
Los Angeles, CA 90036

**RE: 539 AMERICANA WAY  
ADMINISTRATIVE PERMIT CASE NO. PMAP1624657  
(Tesla Motors, Inc.)**

Dear Mr. Lemmo:

Pursuant to the provisions of the Glendale Town Center Specific Plan, Chapter 3.A, Section 5.C.3, the application for an Administrative Permit to allow a Tesla Motors automobile showroom within the Americana at Brand development, located at 539 Americana Way, is hereby **APPROVED WITH CONDITIONS** based on the following findings:

**a. How is the proposed use consistent with the City of Glendale General Plan?**

The Glendale General Plan serves as the long-term planning guide for future development throughout the City. The General Plan land use designation for the Americana at Brand is Town Center Specific Plan ("Specific Plan"). The Specific Plan permits the operation of an auto display showroom of less than 10,000 square feet with approval of an Administrative Permit. The proposed showroom will not offer repair services, vehicle storage, or delivery from the site; activities associated with an "auto dealership" which is prohibited by the Specific Plan. The Tesla showroom operation will focus on vehicle sales, display, and consumer education and will operate in a manner similar to a specialty retailer. The Land Use Element within the General Plan encourages, among many things, improved commercial activities within the central Glendale area. As a specialty retailer, the proposed Tesla auto display showroom will contribute to increased commercial activity in the central Glendale area.

**b. How will the proposed use and application be consistent with the Town Center Specific Plan?**

The Specific Plan permits the operation of an auto display showroom of less than 10,000 square feet with approval of an Administrative Permit. The proposed auto display showroom use is therefore provided for by the Specific Plan and its operation would not be in contradiction to the Specific Plan. The Specific Plan is intended to facilitate the creation of a high-quality and functionally integrated open air district. Tesla auto display showrooms operate as specialty retailers and are located in similar regional malls and lifestyle centers throughout the country. The Tesla auto display showroom would diversify the retail offerings at the Americana at Brand and strengthen the high-quality character of the project.

**c. The site is physically adequate for the type of use being proposed.**

The Tesla auto display showroom will not provide maintenance services, repair, storage, or the rental of vehicles which could not be physically accommodated within the site. Rather, the showroom will display a limited number of vehicles, conduct sales and place new vehicle orders, provide consumer education regarding electric vehicles and energy products, and schedule test drives. Thus, the showroom will operate in a manner that is not much different than other retailers within the Americana at Brand. This business model is well tested with similar showrooms located within enclosed regional malls and other open-air malls. The test drive vehicles will be limited in number and in designated spaces within the parking garage. At 3,350 square feet the showroom can be accommodated in an existing tenant space.

**d. The design, location, size and operating characteristics of the proposed use are compatible with the existing and future land uses within the Specific Plan site; and**

Tesla auto display showrooms are already well established in the retail marketplace and found in many life-style centers similar to the Americana at Brand. The Tesla's business model reflects the technology driven changes in consumer behavior that are motivating vehicle manufacturers to reinvent where and how they conduct their sales which has led to a shift of new car sales to more traditional retail shopping districts. The showroom is specifically designed to integrate into the American at Brand retail environment and by extension not conflict with the existing and future land uses within the Specific Plan.

**e. Why will the establishment and operation of the proposed use at the location proposed not endanger or constitute a menace the public health or safety of persons residing or working within or in the immediate vicinity of the Town Center Specific Plan site?**

An auto display showroom below 10,000 square feet is permitted within the Specific Plan subject to approval of an Administrative Permit. The showroom will occupy an existing retail space within the Americana at Brand and will operate as specialty retailer which is the predominate use within the project. The test drive vehicles will be located in the approximately 2,700 space parking garage on-site and thus will not conflict with the operation of the Americana at Brand. Additionally, approval of this Administrative Permit is subject to certain conditions, which will ensure the safety of residents, employees and patrons of the Americana at Brand.

**APPROVAL** of this Administrative Permit shall be subject to the following conditions:

1. That the development shall be in substantial compliance with the plans submitted with the application and any conditions made a part of the approval of this project.
2. That all necessary permits shall be obtained from the City of Glendale Building & Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.

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 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 October 25, 2016** in the Building and Safety Division, 633 East Broadway, Room 101.

Sincerely,



Erik Krause  
Interim Deputy Director of Planning

cc: Roger Kiesel  
Mark Berry, Principal Development Officer