

NOTICE OF PLANNING HEARING OFFICER PUBLIC HEARING VARIANCE CASE NO. PVAR 1706793

LOCATION: **145 SOUTH CENTRAL AVENUE**
Glendale, CA 90012

APPLICANT: William Letourneau/Image Resource Group

ZONE: DSP Galleria District

LEGAL DESCRIPTION: Lot 6, Tract 24714; Lot 2 and a portion of Lot 3, Tract No. 24714; Portion of vacated street and alley and portion of Lots 1 – 5, Tract 1736 and portions of Lots 10 – 14, Block 3 Map Book 5-167; Vacated street and alley and portion of Block 3 Map Book 5-167, Portion of Tract 1736 of Map Book 6-167; Vacated street and portion of Lots 9 – 16, Tract No. 1736; Portion of Lot 3 and Lots 4, 5, and 6, CF Compton Tract; Lots 18 and 19, CF Compton Tract.

PROJECT DESCRIPTION: The applicant is requesting variances to install certain signs at the Glendale Galleria which do not comply with the City's sign regulations. The project is bounded by Broadway to the north, Columbus Avenue to the west, West Colorado Street to the south and South Brand Boulevard and South Central Avenue to the east.

CODE REQUIRES

- 1) Projecting signs are required to advertise the business to which it is directly adjacent (GMC Section 30.33.120.A).
- 2) The area of projecting signs shall not exceed 12 square feet in the Downtown Specific Plan (DSP) zone (GMC Section 30.33.180.A.2).
- 3) The thickness of projecting signs shall not exceed 12 inches in the DSP zone (GMC Section 30.33.A.6).
- 4) The area of directional signs shall not exceed one (1) square foot of sign area per linear foot of driveway width (GMC Section 30.33.190.B.3).
- 5) The area of informational signs shall not exceed four (4) square feet (GMC Section 30.33.190.B.1).
- 6) The height of informational signs shall not extend more than three (3) feet above the ground surface (30.33.190.D.3).
- 7) Animated signs, designed and constructed to give a message through a sequence of progressive changes of parts by either action or motion, slashing or color changes requiring electrical or manual energy are prohibited (GMC Section 30.33.040.A).

APPLICANT'S PROPOSAL

- 1) Allow six (6) projecting signs to direct patrons to available parking spaces and not Galleria-located businesses.
- 2) Allow five (5) projecting signs to be 24 square feet in area and one (1) projecting sign to be 145 square feet in area.
- 3) Allow five (5) 20-inch thick projecting signs and one (1) 18-inch thick projecting sign.
- 4) Allow thirteen (13) directional signs to exceed one (1) square foot of sign area per linear foot of driveway width to varying degrees.
- 5) Allow five (5) informational signs to be 37 square feet in area.
- 6) Allow five (5) informational signs to be 6 ½ feet in height above the ground surface.
- 7) Allow animated projecting and informational signs.

ENVIRONMENTAL DETERMINATION: Exempt from environmental review per State CEQA Guidelines Section 15311, Class 11 "Accessory Structures".

The Planning Hearing Officer will conduct a public hearing in Room 105 of the Municipal Services Building, 633 East Broadway, Glendale, on **April 26, 2017**, at 9:30 a.m. or as soon thereafter as possible.

The hearing will be in accord with Glendale Municipal Code, Title 30, Chapter 30.43. The purpose of the hearing is to hear comments from the public with respect to zoning concerns. If you desire more information on the proposal, please contact Roger Kiesel, in the Community Development Department at (818) 937-8152 or rkiesel@glendaleca.gov where the files are available. Anyone interested in the above case may appear at the hearing and voice an opinion (either in person or by counsel, or both) or file a written statement with the Director of Community Development. **Staff reports are accessible prior to the meeting through hyperlinks in the "Agenda and Minutes" section. Website internet address: <http://www.ci.glendale.ca.us/government/>**

Ardashes Kassakhian, The City Clerk of City of Glendale [agenda.asp](#)