



July 18, 2018

John Clark
145 Standard Street
El Segundo, CA. 90245

**RE: 655 NORTH CENTRAL AVENUE
VARIANCE CASE NO. PVAR 1809115**

Dear Mr. Clark:

On July 18, 2018, the Planning Hearing Officer conducted and closed a public hearing, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.43, on your application for a Variance to allow the installation of three accessory ground signs delineating the address of the property, in the "DSP" Gateway District Zone, located at **655 North Central Avenue**, described as Portions of Lots 20-22 and 48-56 and Lots 23-29, Pioneer Investment Trust Co. Glendale Place, in the City of Glendale, County of Los Angeles.

APPLICANT'S PROPOSAL

- (1) To allow the installation of three accessory ground signs, all of which are oriented toward the same street (Central Avenue).
- (2) To allow the installation of the accessory ground signs located approximately 8 feet apart from each other.

CODE REQUIRES

- (1) No more than one accessory ground sign shall be permitted for each dedicated street frontage of the site. A maximum of two accessory ground signs may be permitted per lot or site provided that each accessory ground sign is oriented toward a different dedicated street frontage of the lot or site.
- (2) No accessory ground sign shall be closer than fifteen feet to any other accessory ground sign on the same lot or site.

ENVIRONMENTAL RECOMMENDATION

This project is exempt from CEQA review as a Class 11 "Accessory Structures" exemption pursuant to State CEQA Guidelines Section 15311 because the project proposal involves accessory ground signs located on the site of an existing commercial building.

REQUIRED/MANDATED FINDINGS

After thorough consideration of the statements contained in the application, the plans submitted therewith, the report by the Community Development Department staff thereon, and the statements made at the public hearing with respect to this application, the Planning Hearing Officer has **GRANTED WITH CONDITIONS** your application based on the following:

A. That the strict application of the provisions of any such ordinance would result in practical difficulties or unnecessary hardship inconsistent with the general purposes and intent of the ordinance.

Strictly applying the sign standards to the proposed accessory ground signs would result in unnecessary hardship inconsistent with the general purposes and intent of the ordinance because the intent of the sign code is to create a more attractive business climate, enhance and protect the physical appearance of the community and reduce advertising obstructions, among other things. The subject site's downtown location provides the context where similarly sized buildings and scaled signs exist. The three proposed signs in total are approximately 84 square feet, well within the maximum 220 square-foot size limit. The numerals will be composed of stainless steel and have no front or rear face panels and are built solely from the "returns" of the letters. The signs are attractive and will enhance the appearance of the site. Allowing flexibility in sign regulations, in this case permitting additional ground signs while maintaining the sign area well within limits, re-enforces the attractive business climate that Glendale seeks to foster. The proposed ground signs do not contain commercial messages and are located at least 6 feet from the street-front property line, mid-block between the 134 Freeway exit ramp and Pioneer Drive, thus minimizing obstructions. It is an unnecessary hardship to deny the variance request for additional ground signs closer to each other than otherwise allowed given that the sign area in total is well within the maximum area permitted and the proposal meets the intent of the sign regulations.

B. There are exceptional circumstances or conditions applicable to the property involved or to the intended use or development of the property that do not apply generally to other property in the same zone or neighborhood.

There are exceptional circumstances applicable to the property involved that do not apply generally to other property in the same zone or neighborhood, which warrant granting the requested variances because the subject site is large and adjacent to the 134 Freeway. The subject site is developed with a high rise office tower, immediately south of the 134 Freeway. The signs, delineating the address of this property, are staggered from left forward to right at the rear in part to respect the primary access route from eastbound traffic exiting the freeway and turning right around to the Central Avenue frontage of the site. The sign locations are proposed to enable full view of them once at the corner of the site. Additionally, the large numbers will fit, from a scale perspective, within the large landscaped courtyard into which they will be installed.

C. The granting of the variance will not be materially detrimental to the public welfare or injurious to the property or improvements in such zone or neighborhood in which the property is located.

The granting of the variance request will not be materially detrimental to the public welfare or injurious to the property or improvements in such zone or neighborhood in which the property is located because the proposed signs do not contain any commercial message, will not pose safety concerns and are well designed. The three signs (taken together) delineate the numeric address of the subject property, "655". As such, installation of the signs will not result in commercial advertising "over signage". While technically three accessory ground signs, given the size of the proposed signs and their placement approximately eight (8) feet apart from each other, and that individually each sign conveys no meaning, the project "reads" as a single sign. The signs are not proposed near street

intersections and are set back from Central Avenue such that their placement will not impact driver sightlines. No concerns related to safety were identified by other City departments. The signs, composed of stainless steel, have a sculptural quality and are attractive. The subject site contains a high rise building with a large landscape/seating area between the building and Central Avenue. The proposed signs (to be located within this landscape/seating area) fit the scale of existing development on the site.

D. The granting of the variance will not be contrary to the objective of the ordinance.

The granting of the variance will not be contrary to the objective of the ordinance because the objectives of the City's sign regulations include reducing obstructions that may lead to safety hazards, creating a more attractive business climate and enhancing and protecting the appearance of the community; and the proposed signs are consistent with these objectives. The proposed signs will be located in the middle of the Central Avenue frontage of the site and the Public Works Department did not cite visual obstruction or safety concerns related to installing the proposed signs. The signs will effectively convey the address of the subject site, which is located on a heavily-travelled street adjacent to the 134 Freeway. No commercial message will be conveyed. The proposed signs are attractive and will increase the prominence of this high rise building. They have a unique composition and their attractive urban appearance is appropriate for the building's context at an entrance to downtown Glendale. While there are more accessory ground signs than would otherwise be allowed, the three signs read as one sign and, taken together, are well within the maximum area permitted for wall signs and, therefore, will not result in over-signing of the center.

CONDITIONS OF APPROVAL

APPROVAL of this Variance shall be subject to the following conditions:

1. That the development shall be in substantial accord with the plans submitted with the application and presented at the hearing except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein to the satisfaction of the Planning Hearing Officer.
2. That all necessary licenses (i.e. building, fire, engineering, etc.) shall be obtained from the Building and Safety section and Public Works Department and all construction shall be in compliance with the Glendale Building Code UBC (Universal Building Code) and all other applicable regulations.
3. A grading/drainage plan shall be submitted for the Engineering Division's review and approval and shall be made a part of the building plans submitted with the building permit application.
4. Separate permits are required for all work within the public right-of-way. The applicant shall bear all fees for the necessary permits and construction inspection for work within the public right-of-way.

5. The project shall comply with all National Pollutant Discharge Elimination System (NPDES) requirements, including filing a Notice of Intent with the Los Angeles Regional Water Quality Control Board, and the submittal and certification of plans and details showing preconstruction, during construction and post-construction Best Management Practices (BMPs) that are integrated into the design of the project. In addition, the applicant shall submit an approved Standard Urban Stormwater Mitigation Plan (SUSMP) to be integrated into the design of the project.
6. That signs shall not restrict pedestrian paths to a width of less than five (5) feet.
7. That a building permit shall be obtained for all work enabled by this variance.
8. That if any buildings, sidewalks, curb or gutter, fencing or landscape areas, etc., adjacent to the site are damaged during the course of construction on public or private property, the damage shall be repaired to the satisfaction of the Planning Hearing Officer for private property and the Director of Public Works for public property.

APPEAL PERIOD

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 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 Permit Services Center (PSC) or the Community Development Department (COD) upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before August 2, 2018, at the Permit Services Center (PSC), 633 East Broadway, Room 101, Monday thru Friday 7:00 a.m. to 12:00 p.m., or at the Community Development Department (COD), 633 East Broadway, Room 103, Monday thru Friday 12:00 p.m. to 5 p.m.

APPEAL FORMS available on-line: <http://www.glendaleca.gov/appeal>

TRANSFERABILITY

GMC CHAPTER 30.41 PROVIDES FOR

Termination

Every right or privilege authorized by a Variance shall terminate two (2) years after the granting of such, unless the exercise of such right or privilege has commenced in good faith prior to such time, except as otherwise provided for.

Cessation

A Variance may be terminated by the review authority upon any interruption or cessation of the use permitted by the Variance for one year or more in the continuous exercise in good faith of such right and privilege.

Extension

Variances granted by such right or privilege 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 such variance.

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 sold, 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.

VIOLATIONS OF THESE CONDITIONS

Violations of conditions required by this determination may constitute a misdemeanor or infraction under Section 1.20.010 of the Glendale Municipal Code (GMC) and/or a violation of other local, State or Federal laws or regulations.

Unless a specific penalty is provided, any person convicted of a misdemeanor shall be punished by a fine not to exceed one thousand dollars (\$1,000.00), or imprisonment for a term not to exceed six (6) months, or by both fine and imprisonment. Infractions are punishable by a fine not exceeding the sum of five hundred dollars (\$500.00) for each violation. Violations of conditions required by this determination may be grounds for a revocation.

REVOCATION, CONTINUING JURISDICTION

Section 30.64.020 – Revocation – The Community Development Department shall have continuing jurisdiction over variances and conditional use permits (individual cases heard and decided upon by the Planning Hearing Officer).

To consider the revocation, the Planning Hearing Officer shall hold a public hearing after giving notice by the same procedure as for consideration of a Variance at least ten (10) days notice by mail to the applicant or permittee. Continuing jurisdiction over any case is the purview of the Planning Hearing Officer, with concurrence by the Director of Community Development.

NOTICE – subsequent contacts with this office

The applicant is further advised that all subsequent contacts with this office regarding this determination must be with the Case Planner (Roger Kiesel at 818-937-8152) first and then, the Planning Hearing Officer who acted on this case. This would include clarification, 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.

Sincerely,



Bradley Collin
Planning Hearing Officer
RK:BC:sm

CC: City Clerk (K. Cruz); City Attorney's Dept. (G. Van Muyden/Y.Neukian); Fire Prevention Engineering Section (J. Halpert); Dir. Of Public Works (R. Golanian); Building and Safety (S.Hairapetian); Design Review and Historic (J.Platt); Housing (P.Zovak); (Traffic & Transportation Section (P. Casanova); General Manager for Glendale Water and Power (S.Zurn); Glendale Water & Power - Water Section (G.Tom/S. Boghosian); Glendale Water & Power - Electric Section (B.Alshanti/B.Ortiz); Community Services and Parks Dept. (T. Aleksanian); Neighborhood Services Division (S.Sardarian/J.Jouharian); Integrated Waste Management Admin. (D.Hartwell); Maintenance Services Section Admin. (D.Hardgrove); Street and Field Services Admin.; Engineering and Environmental Management (R. Villaluna); and case planner Roger Kiesel.