

**NOTICE OF PLANNING COMMISSION PUBLIC HEARING**  
**ZONING CODE TEXT CASE NO. PZC 2110228 AND**  
**STATUTORY DEVELOPMENT AGREEMENT RELATING TO SIGNAGE IN THE**  
**ADVERTISING SIGNAGE OVERLAY ZONE**

**LOCATION:** AMERICANA AT BRAND  
**APPLICANT:** The Americana at Brand, LLC  
**ZONE:** "DSP" - (Downtown Specific Plan) – TCSP (Town Center Specific Plan)  
**APN(s):** 5642-014-069;-072;-074;-078;-079;-185;-186;-187;-189;-190;-193;-194;-195;-196;-197;-198;-199;-200;-201;-202;-951; and -952

**PROJECT DESCRIPTION**

**The Americana at Brand has requested a Development Agreement to comply with GMC Section 30.26.100, including the provision of certain public benefits to the City, the Development Agreement term, and the regulation of signage in accordance with GMC Chapter 30.26 Advertising Signage Overlay Zone (ASOZ). Revisions to Chapter 30.26 include allowing freestanding signs (kiosks) and marquee (theater) signs to include non-accessory content and digital displays (animated signs).**

**ENVIRONMENTAL DETERMINATION**

An addendum to the previously-adopted mitigated negative declaration (MND) was prepared for the proposed amendments to the ASOZ. As indicated in the Addendum, the proposed amendments to the ASOZ will not result in any new adverse impacts, nor increase the severity of any impacts identified in the MND adopted by City Council in March 2010.

**HEARING INFORMATION**

The Planning Commission will conduct a public hearing regarding the above project, on **November 16, 2022**, at 5:00 pm or as soon thereafter as possible. The purpose of the hearing is to hear comments from the public with respect to the proposed zoning code text amendment. The hearing will be held in accordance with Glendale Municipal Code, Title 30, Chapter 30.36. The Planning Commission will be making a recommendation to City Council.

The meeting can be viewed on Charter Cable Channel 6 or streamed online at: <https://www.glendaleca.gov/government/departments/management-services/gtv6/live-video-stream>

For public comments and questions during the meeting call 818-937-8100. City staff will be submitting these questions and comments in real time to the appropriate person during the Planning Commission meeting.

If you desire more information on the proposal, please contact Roger Kiesel, AICP, Senior Planner, in the Community Development Department at (818) 937-8152 or email: [rkiesel@glendaleca.gov](mailto:rkiesel@glendaleca.gov).

Any person having an interest in the subject project may participate in the hearing, by phone as outlined above, and may be heard in support of his/her opinion. Any person protesting may file a duly signed and acknowledged written protest with the Director of Community Development not later than the hour set for public hearing before the Planning Commission. "Acknowledged" shall mean a declaration of property ownership (or occupant if not owner) under penalty of perjury. If you challenge the decision of this project in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Glendale, at or prior to the public hearing. In compliance with the Americans with Disabilities Act (ADA) of 1990, please notify the Community Development Department at least 48 hours (or two business days) for requests regarding sign language translation and Braille transcription services.

Copies of the materials will be available for review prior to the scheduled Planning Commission hearing in the Community Development Department office, Room 103 of the Municipal Services Building, 633 East Broadway. Staff reports are accessible prior to the meeting through hyperlinks in the 'Agendas and Minutes' section. Website Address: [www.glendaleca.gov/agendas](http://www.glendaleca.gov/agendas)

Dated: November 6, 2022

Dr. Suzie Abajian  
The City Clerk of the City of Glendale