



CITY OF GLENDALE, CALIFORNIA

Community Development
Planning

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glendaleca.gov

April 8, 2024

Professional Permits
Garry Potts
58171 Dragonfly Court
Osceola, IN 76561

RE: SIGN PROGRAM CASE NO. PDR-002190-2023
207 - 249 NORTH GLENDALE AVENUE
Tenant: 221 North Glendale Avenue (Total Wine)

Dear Mr. Potts:

Pursuant to the provisions of the Glendale Municipal Code (GMC), Title 30, Chapter 30.33.220, the Director of Community Development has reviewed your application to modify the existing sign program for an existing multi-level commercial shopping center located at 207-249 North Glendale in the "C2 II" – Community Commercial, Height District II Zone, described as Lots 1 thru 4, Parcel Map GLN No. 1598, in the City of Glendale, County of Los Angeles. The original sign program, Case No. 98-5 was approved by the Director of Planning on December 15, 1998, and these proposed modifications are specifically related to the tenant located in the shopping center at 221 North Glendale Avenue (Total Wine).

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from the California Environmental Quality Act (CEQA) review as a Class 11 "Accessory Structures" exemption pursuant to Section 15311 (a) of the State CEQA Guidelines because the proposal is to construct two new on-premise signs.

REQUIRED/MANDATED FINDINGS

After considering the evidence presented with respect to this application, the Director of Community Development has **granted with conditions** your application based on the following findings:

- 1. Signs shall be compatible with the project architecture and the surroundings including significant landscape features.**

The proposed modifications to the approved sign program will be compatible with the existing development, its intended location and the surrounding neighborhood. The project site is located in the C2 Community Commercial Zone and is developed with a two-story multi-tenant commercial shopping center (Glendale Fashion Center) that features various retail and food service uses. The proposed modifications to the approved sign program are specifically for the tenant space addressed as 221 North Glendale Avenue, an 18,000 square-foot commercial space located on the lower level of the commercial complex that is oriented along Glendale Avenue. The tenant space is currently occupied with a retail liquor store (Total Wine) that is oriented towards the interior semi-subterranean parking garage and not visible from the street. The applicant is requesting to modify the existing sign program to include two additional signs:

- A second wall sign along the front elevation of the tenant space that is directly facing the interior parking area at the lower level.
- A wall sign on the parking structure parapet located at the driveway entrance along North Glendale Avenue.

Over time, there have been several entitlement approvals associated with the Glendale Fashion Center project site, below is a summary of approvals that are relevant to this sign program modification application:

- On June 16, 2023, the Planning Hearing Officer approved Standards Variance Case No. PVAR-000654-2022 with conditions to allow for two new signs proposed for an existing retail liquor store. The variance requests for signage include: a second wall sign along the front elevation of the ground floor tenant space, where the zoning code allows a maximum of one wall sign on a building wall that directly faces a parking area; and to allow an additional wall sign on the parking structure parapet located at the driveway entrance along North Glendale Avenue, where the zoning code requires a wall sign to be attached to the occupancy building wall.
- On March 1, 2001, the Board of Zoning Adjustments overturned the Zoning Hearing Officer's decision and granted Standards Variance Case No. 10179-S with conditions to allow a ground sign to remain attached to an existing building and above the building roofline at an existing shopping center.
- On December 15, 1998, the Director of Planning approved Sign Program No. 98-5 with conditions for the Glendale Fashion Center. Subsequent modifications to this sign program were approved in 2010.
- On July 10, 1997, the Zoning Administrator approved Standards and Setback Variance Case No. 9657-S for the demolition of the existing Glendale Fashion Center and construction of an approximately 264,000 square-foot multi-level commercial shopping center and a two-story parking structure with a 61-foot maximum height above grade for some portions of the buildings where a 45-foot maximum height above grade is permitted; 1,180 parking spaces where a minimum of 1,320 parking spaces are required, seven over-sized wall signs

(Major A, B, C, D, E, F, H & L) on some elevations; two wall signs per ground floor occupancy for “Major F” where one wall sign per ground floor occupancy is allowed; two wall signs on the parking structure parapet facing Glendale Avenue where wall signs are required to be attached to the occupancy building wall; two wall signs projecting more than two feet above the parking structure parapet on Glendale Avenue where wall signs cannot extend more than two feet above any parapet or eave line or have more than 50% of its height above any parapet or eave line; a second floor wall sign not directly facing a dedicated street, dedicated alley, mall or parking area on Glendale Avenue (Major E) where a wall signs must directly face a dedicated street, dedicated alley, mall or parking area; two accessory ground signs where one accessory ground sign is allowed for certain shopping centers; 350 square feet of surface area for the accessory ground sign on Glendale Avenue where 260 square feet of surface area for the accessory ground sign on Glendale Avenue is allowed; and a zero foot street setback for the circular parking ramp and corner of the parking structure adjacent to Glendale Avenue, a two-foot street setback for portions of the building on California Avenue and an accessory ground sign in the street setback on Glendale Avenue where a five-foot minimum street setback is required in the C2 Community Commercial Zone.

The proposed modifications to the existing sign program are only for the two additional signs as described above. No other changes to the approved sign program are proposed, and all previously City-approved signage will be maintained. The new signage is streamlined in style and compatible with the architectural style of the shopping center. With one sign located on the building wall in the lower level and the other over a driveway entrance, there are no significant landscape features, such as specimen trees that the signs would conflict with. The multi-level commercial shopping center does have existing landscape along the perimeter and at the vehicular entry points – these areas are proposed to be maintained as-is.

2. Signs shall not unduly compete with or obstruct other business signs, obstruct traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.

The proposed signage will not unduly compete with or obstruct other business signs in the neighborhood, they will not obstruct traffic signals, detract from the architectural features of the existing development and neighborhood, or create visual clutter. The proposed signage will be consistent with the intent of the proposed modifications by allowing for visual presence and public awareness of the tenant space by pedestrian and vehicular traffic. The signs have been designed with a unified theme to complement the large, contemporary multi-level commercial shopping center and does not obstruct other commercial business signage or add visual clutter. The proposal has been reviewed by the Public Works Traffic & Transportation staff and has been determined not to be visually

obstructive to vehicular circulation and traffic signals.

3. The sign program shall exhibit a harmonious design, mounting an illumination theme for the entire lot or site.

The sign program and proposed modifications exhibit a comprehensive design that is consistent with the architectural style of the multi-level commercial shopping center. The proposed signage is appropriately scaled on the building wall and parapet above the driveway and will effectively facilitate public awareness and identification of the tenant. The sign cabinets are internally illuminated, consistent with other signage on the development. Overall, the proposed signage is compatible with the types of signs permitted for other businesses of comparable size and scale, is appropriate for the use and location of this property and is compatible with the site's existing signage.

4. The sign program shall be consistent with any applicable plans or guidelines.

The sign program modifications will be consistent with the standards set forth in GMC Chapter 30.33 (Signs), with the exceptions of the approved standards variances, and meets the intent of the City's established criteria for sign programs for properties located in commercial zones. Purposes of the ordinance include creating a more attractive business climate and a unified design program for all signs throughout a multi-level commercial shopping center. The existing sign program and proposed modifications accomplish these goals.

CONDITIONS OF APPROVAL

APPROVAL of the sign program modifications shall be subject to the following conditions:

1. That the development shall be in substantial accord with the plans and materials submitted with the sign program application, except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein.
2. That all necessary permits shall be obtained from the Building and Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.
3. That the sign program structures shall be maintained in a good and safe condition and appearance to the satisfaction of the Director of Community Development. Upon notice by regular mail to the tenant, any sign found to be in poor appearance or unsafe condition shall be removed or replaced within 48 hours.
4. That all signs shall comply with the sign regulations contained in the zoning code.

5. That all future signs shall comply with the sign program, and all signs, including sign type, size and location shall be reviewed and approved by the Director of Community Development.
6. That the site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
7. That the sign program shall continue to remain in effect until superseded by a new or revised sign program.
8. That the development shall comply with Standards Variance Case No. PVAR-000654-2022, approved by the Planning Hearing Officer on June 16, 2023.
9. That the development shall comply with the original sign program, Case No. 98-5 and associated modifications.
10. That the development shall comply with Standard and Setback Variance Case No. 9657-S, approved by the Zoning Administrator on July 10, 1997.

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. Any appeal must be filed online with the prescribed fee prior to expiration of the 15-day appeal period, on or before **APRIL 23, 2024**.

All appeals must be filed using the City's online permit portal: www.glendaleca.gov/Permits. Create an account, click "Apply," type "appeal" in the search bar, and apply for "Appeal of Planning Decision." Any appeal must be filed within fifteen (15) days following the actual date of the decision with the prescribed fee prior to the expiration of the 15-day appeal period, on or before APRIL 23, 2024.

Information regarding appeals and appeals and fees may be obtained by calling the Community Development Department staff by contacting the case planner, Vista Ezzati at vezzati@glendaleca.gov or 818-937-8180.

GMC CHAPTER 30.41 PROVIDES FOR

Termination

Every right or privilege authorized by a Design Review approval 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.

Extension

Permits 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 the Design Review approval.

TRANSFERABILITY

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.

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 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.

Should you have any questions regarding this issue, please do not hesitate to contact the case planner, Vista Ezzati, at 818-937-8180 or vezzati@glendaleca.gov.

Sincerely,



Erik Krause
Deputy Director of Community Development