



CITY OF GLENDALE, CALIFORNIA

Community Development
Planning

633 E. Broadway, Suite 103
Glendale, CA 91206-4311
Tel. (818) 548-2140 Fax (818) 240-0392
glendaleca.gov

June 25, 2024

Barry Winick
404 Garden Street
Santa Barbara, CA 92101

**RE: Request for Minor Exception: 796 Americana Way (Louis Vuitton)
PME 003486-2024**

Dear Mr. Winick:

Pursuant to the Town Center Specific Plan, the Director or his/her designee may approve a Minor Exception to the standards and land uses described in the Specific Plan provided that the Director conducts appropriate review under CEQA and makes a series of findings.

The Louis Vuitton tenant space will be located within the interior of the Americana at Brand adjacent to The Green. Louis Vuitton is proposing two wall signs on its western façade facing The Green. One of the signs will be located on the northern portion of the façade bolted into the stone cladding material and is approximately 21 square feet. The sign will be composed of channel letters which are side-lit and spell the name of the retail outlet. The other sign will be located above the entrance to the store. The sign will be approximately 8 square feet and composed of letters (also spelling "Louis Vuitton") cut out of metal paneling and face lit.

The Specific Plan allows one wall sign per frontage and one square-foot of wall sign area per linear foot of building frontage. The application is proposing two wall signs on its façade, which is approximately 69 linear feet, facing The Green. Louis Vuitton is requesting a minor exception to allow the installation of the second wall sign.

California Environmental Quality Act (CEQA) Review:

The Director finds that the proposed Minor Exception is Categorical Exempt pursuant to CEQA Guidelines Section 15301(g), Class 1, Existing Facilities because the project involves new copy on existing on-premise signs.

After considering the evidence presented with respect to your request, the Director has reviewed and approved with conditions the Minor Exception request based on the following findings:

Findings:

- 1. The granting of the minor exception will result in design improvements, or there are space or other restrictions on the site which preclude full compliance with Specific Plan requirements without hardship.**

The Louis Vuitton store will occupy two vacant former storefronts that each had a separate wall sign. Therefore, the minor exception, which requests two wall signs, will not add signage to what had already existed along the storefront. The proposed signage will complement and be consistent with the design of the storefront, while contributing to the rich architectural diversity of the overall Americana lifestyle center.

- 2. The granting of the Minor Exception will not be materially detrimental to public welfare or injurious to property or improvements in the Specific Plan area.**

The proposed wall signs will be subject to review and approval by the Building and Safety and Planning Sections of the Community Development Department to ensure that the proposed signs, although exceeding the numerical limitations permitted per the Specific Plan, will be of high-quality construction and aesthetics, safely installed and be complementary to the other improvements associated with the Americana at Brand project.

- 3. The granting of the minor exception will not be contrary to the objectives of the Specific Plan.**

The Specific Plan sets forth administrative procedures to ensure that the build-out of the Specific Plan area is orderly and can respond to changing conditions and market trends. Given the unique circumstance as described above, the Specific Plan allows for an administrative consideration of the requested signs. The Specific Plan is intended to facilitate the creation of a high-quality, comprehensive and functionally integrated open air commercial, retail, entertainment and housing district that is distinctive, creates a "sense of place", and contributes to the creation of an integrated downtown residential base. More specifically, one of the purposes of sign regulations is to limit sign clutter on commercial buildings. While an additional wall sign is requested, the total sign area for the two signs is approximately 30 square feet, well below the maximum area (69 square feet) that the Specific Plan would otherwise allow. The proposed second wall sign will not be contrary to the objectives of the Specific Plan and will be consistent with the overall project intent in creating a high quality, aesthetically pleasing and uniquely distinctive district.

Approval of the Minor Exception shall be subject to the following conditions:

1. That the sign shall be in substantial accordance with the plans submitted with the application and any conditions made a part of the approval of this Minor Exception.

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2. All necessary permits shall be obtained from the City of Glendale Building and Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.

Should you have any questions regarding this issue, please do not hesitate to contact the case planner, Roger Kiesel, during normal business hours at his direct line (818) 937-8152 or rkiesel@glendaleca.gov, between 8:30 a.m. to 5:30 p.m. weekdays.

Sincerely,



Bradley Calvert
Director of Community Development