CITY OF GLENDALE, CALIFORNIA
Community Planning Department

PROPOSED MITIGATED NEGATIVE DECLARATION PEIF No. 2010-001

Advertising Signage Overlay Zone and Zone Change

The following Negative Declaration has been prepared in accordance with the California Environmental Quality Act of 1970 as amended, the State Guidelines, and the Environmental Guidelines and Procedures of the City of Glendale.

Project Title/Common Name:	Advertising Signage Overlay Zone and Zone Change
Project Location:	The proposed Advertising Signage Overlay Zone (ASOZ) may be placed in areas of the city designated Downtown Specific Plan (DSP) and located within the boundaries of the Central Glendale Redevelopment Project Area, Glendale, Los Angeles County. The proposed zone change is located within the Galleria and Town Center districts of the Downtown Specific Plan bounded by West Broadway to the north, South Brand Boulevard to the east, Colorado Street to the south and South Columbus Street to the west, Glendale, Los Angeles County.
Project Description:	The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of Galleria and Town Center Districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described below Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The proposed ASOZ would be included in the Glendale Municipal Code and would only be allowed in the Downtown Specific Plan (DSP) land use designation of the city's General Plan, within the boundaries of the Central Glendale Redevelopment Project Area on sites that are a minimum of 20 contiguous acres in size and devoted to intense commercial activity, which includes retail, restaurant and entertainment uses. The proposed ASOZ would allow for the installation of wall signs not currently permitted under the existing zoning regulations provided the signs meet standards established in the proposed ASOZ. The proposed ASOZ would allow the advertising that is incidental to and related only to the primary use of a site within the ASOZ, including business transacted, services rendered or goods sold or produced within the ASOZ. The ASOZ would also allow more signs and larger signs than permitted outside of the zone, subject to the standards in the zone. These standards included limiting the type of material used to create the signs, the type of lighting used to illuminate the signs and the type of signs to "wall signs" and requiring framing around the signs and no covering of windows, doors or other openings or architectural elements or details. The proposed ASOZ strictly prohibits the construction of any structures needed to support any new sign with the exception of framing around signs. Specific locations and sizes of proposed signs are required as part of a zone change application to allow an ASOZ. The proposed zone change included in the project is a request to change the zoning on the Galleria and Town Center Districts of the DSP to include the proposed ASOZ

Project Type:	☒ Private Project ☐ Public Project
Project Applicant(s):	Americana at Brand Attn: Luis Carmenate 101 The Grove Drive Los Angeles, CA 90036 Glendale Galleria Ryan Hursh, General Manager 100 West Broadway, Suite 700 Glendale, CA 91210
Findings:	The Director of Community Planning, on **February 5, 2010**, after considering an Initial Study prepared by the Planning Division, found that the above referenced project would not have a significant effect on the environment and instructed that a Negative Declaration be prepared.
Mitigation Measures:	See attached Mitigation Monitoring and Reporting Program
Attachments:	Mitigation Monitoring and Reporting Program; Initial Study Checklist PEIF 2010-001
Contact Person:	Hassan Haghani, Director of Community Planning City of Glendale Community Planning Department 633 East Broadway Room 103 Glendale, CA 91206-4386 Tel: (818) 548-2140 Fax: (818) 240-0392

PEIF No. 2010-001
ADVERTISING SIGNAGE OVERLAY ZONE AND ZONE CHANGE
MITIGATION MONITORING AND REPORTING PROGRAM

A.3.1 Signs shall not face primary pedestrian street as assigned in the DSP unless the sign contributes to pedestrian activities.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection). Throughout the life of the proposed project.
Responsibility:	Director of Community Planning.

A.3.2 Signs shall be installed such that they prevent the loss of architectural features, including windows, doors or other opening or elements and details of the building.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection).
Responsibility:	Director of Community Planning.

Agreement to Proposed Mitigation Measures and Mitigation Monitoring Program

I/WE THE UNDERSIGNED PROJECT APPLICANT (S), HEREBY AGREE TO MODIFICATION OF THE PROJECT TO CONFORM WITH THE IMPACT MITIGATION MEASURES AND THE MITIGATION MONITORING PROGRAM SPECIFIED HEREIN REGARDLESS OF CHANGE OF OWNERSHIP. IF I/WE DISAGREE WITH ANY RECOMMENDED MITIGATION MEASURES OR ALL OR PART OF THE MITIGATION MONITORING PROGRAM, IN LIEU OF MY/OUR SIGNATURE HEREON, I/WE MAY REQUEST RECONSIDERATION OF THE MATTER UPON SUBMITTAL OF THE APPLICABLE FEE AND DOCUMENTATION IN SUPPORT OF MY/OUR POSITION ON SAID MITIGATION MEASURES AND/OR MITIGATION MONITORING PROGRAM. (THE ENVIRONMENTAL AND PLANNING BOARD WILL RECONSIDER THE ISSUES AND TAKE ACTION AS DEEMED APPROPRIATE.)

Dated: _____ _____

Signature(s) of the Project Applicant(s)

Dated: _____ _____

1.	**Project Title:** Advertising Signage Overlay Zone
2.	**Lead Agency Name and Address:** City of Glendale Community Planning Department 633 East Broadway, Room 103 Glendale, CA 91206
3.	**Contact Person and Phone Number:** Roger Kiesel, Senior Planner Tel: (818) 937-8152 Fax: (818) 240-0392
4.	**Project Location:** The Advertising Signage Overlay Zone (ASOZ) may be placed in areas of the city designated DSP in the land use element of the General Plan; located within the boundaries of the Central Glendale Redevelopment Project Area as of the date of adopting this ordinance; with a minimum 20 contiguous acres in size not including streets and alleys; and devoted to intense commercial activity, which includes retail, restaurant and entertainment uses and contains a minimum of 400,000 square feet of leasable retail, restaurant and entertainment uses. Currently, the proposed ASOZ is proposed to be placed within the Galleria and Town Center districts of the Downtown Specific Plan bounded by West Broadway to the north, South Brand Boulevard to the east, Colorado Street to the south and South Columbus Street to the west, Glendale, Los Angeles County.
5.	**Project Sponsors' Name and Address:** Americana at Brand Attn: Luis Carmenate 101 The Grove Drive Los Angeles, CA 90036 Glendale Galleria Ryan Hursh, General Manager 100 West Broadway, Suite 700 Glendale, CA 91210
6.	**General Plan Designation:** Downtown Specific Plan
7.	**Zoning**: Zone districts within the DSP land use element of the General Plan and within the boundaries of the Central Glendale Redevelopment Project area.
8.	**Description of the Project:** (Describe the whole action involved, including but not limited to, later phases of the project, and any secondary support or off-site features necessary for its implementation.) The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of Galleria and Town Center Districts of the Downtown Specific Plan. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The proposed ASOZ would be included in the Glendale Municipal Code and would only be allowed in the DSP land use designation of the city's General Plan, within the boundaries of the Central Glendale Redevelopment Project Area on sites that are a minimum of 20 contiguous acres in size and devoted to intense commercial activity, which includes retail, restaurant and entertainment uses.

The proposed ASOZ would allow for the installation of wall signs not currently permitted under the existing zoning regulations provided the signs meet standards established in the proposed ASOZ. These standards include limiting the type of material used to create the signs, the type of lighting used to illuminate the signs and the type of signs to "wall signs" and requiring framing around the signs and no covering of windows, doors or other openings or architectural elements or details. The proposed ASOZ strictly prohibits the construction of any structures needed to support any new sign with the exception of framing around signs. Specific locations and sizes of proposed signs are required as part of a zone change application to allow an ASOZ.

The proposed zone change included in the project is a request to change the zoning on the Galleria and Town Center Districts of the DSP to include the proposed ASOZ.

9. Surrounding Land Uses and Setting:

North: Downtown Specific Plan (DSP), Broadway Center and Transitional districts; Retail, restaurant and office uses.

South: DSP, Transitional district; Retail and hotel uses.

East: DSP, Maryland district; Retail uses.

West: Commercial/Residential Mixed Use (SFMU) and High Density Residential (R-1250); commercial and multi-family residential uses.

10. Other public agencies whose approval is required (e.g., permits, financing approval or participation agreement).

None.

11. Environmental Factors Potentially Affected:

The environmental factors checked below would be potentially affected by this project, involving at least one impact that is a "Potentially Significant Impact," as indicated by the checklist on the following pages.

- ☐ Aesthetics
- ☐ Biological Resources
- ☐ Hazards & Hazardous Materials
- ☐ Mineral Resources
- ☐ Public Services
- ☐ Utilities / Service Systems
- ☐ Agricultural Resources
- ☐ Cultural Resources
- ☐ Hydrology / Water Quality
- ☐ Noise
- ☐ Recreation
- ☐ Mandatory Findings of Significance
- ☐ Air Quality
- ☐ Geology / Soils
- ☐ Land Use / Planning
- ☐ Population / Housing
- ☐ Transportation / Traffic

LEAD AGENCY DETERMINATION:

On the basis of this initial evaluation:

☐ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

X I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

☐ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

☐ I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Prepared by: _____ Date: February 5, 2010

Reviewed by: _____ Date: 2/5/10

Signature of Director of Community Planning or his or her designee authorizing the release of environmental document for public review and comment.

Director of Community Planning: Timothy Fox for H Hashemi Date: 2-5-10

Project Description: The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described herein below. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The purpose of establishing this ASOZ is to delineate areas within the city which would allow installation of wall signs that would not otherwise meet the standards for a typical wall sign while maintaining traffic safety and aesthetic controls.

The ASOZ provides criteria necessary to designate a geographic area as an ASOZ. This criteria includes limiting the areas where an ASOZ can be placed to areas designated DSP in the land use element of the General Plan; within the boundaries of the Central Glendale Redevelopment Project Area; with a minimum of 20 contiguous acres in size and devoted to intense commercial activity, which includes retail, restaurant and entertainment uses, as fully described in the proposed ASOZ ordinance. It also provides standards for wall signs enabled by the ASOZ. These standards include requiring such signs to only be wall signs; to be composed of thick gauge vinyl or other acceptable quality material; to be framed in a material compatible with the architectural style of the building(s); to not cover windows, doors or other openings or architectural elements or details of the building(s) on which they are proposed; if illuminated, to be directly illuminated with lighting fixtures compatible with the sign framing and architectural style of the building(s) on which they are proposed; to not contain sound effects, light emitting diodes (LED), projecting elements, changeable copy or be animated; to be installed parallel to the face of the building on which they are attached; to be " ASOZ accessory signs" as defined in the ASOZ ordinance; to not face primary pedestrian streets, as assigned in the DSP; to be maintained in good repair and removed if damaged; all as fully described in the proposed ASOZ ordinance.

The proposed ASOZ ordinance also provides definitions for terms contained in the ordinance not otherwise defined in the city's zoning code, requirements for application materials, procedures for changing signs allowed by the ASOZ, and provisions for tree trimming and a sunset clause for the ASOZ.

As previously mentioned, the project also includes a zone change for the placement of the proposed ASOZ within the Galleria and Town Center districts of the DSP to enable the installation of 15 wall signs on buildings contained within the Glendale Galleria and the Americana at Brand. All of the signs proposed at the Galleria and Americana at Brand would be directly illuminated with Halophane Prismbeam II Series luminaire fixtures. Light fixtures are pulse-start metal halide with luminaries that meet cutoff criteria for precise light control and distribution. Light shields are incorporated for luminaries directed downward to protect against measures of glare and light trespass. The proposed signs and lighting specifications are described as follows:

Glendale Galleria

- Five signs located on the entrance court façade of the Central Avenue frontage facing east toward the Americana at Brand ramp leading to the subterranean garage. Four of the five signs are proposed to be 10 feet wide and 18 feet high (180 sq.ft. in area). Each of these signs will be up lit with one fixture. The fifth sign is proposed to be 43 feet wide and 18 feet high (774 sq.ft. in area). This sign will be up lit with two fixtures. All of these signs would be installed 19 feet above existing grade.
- Two signs located on each side (north and south side) of the bridge crossing Central Avenue. Both signs are proposed to be 70 feet wide and 20 feet high (1,400 sq. ft. in area) and each will be up lit with four fixtures. Both signs would be installed 19 feet above existing grade.
- One sign located on the Galleria Way façade of the parking garage facing east toward Macy's and Broadway. This sign is proposed to be 40 feet wide and 15 feet high (600 sq.ft. in area) and 13 feet, 9 inches above existing grade. This sign will be down lit with three fixtures and up lit with three fixtures.
- One sign located on the food court entrance façade of the Galleria Way frontage facing west. This sign is proposed to be 20 feet wide and 15 feet high (300 sq.ft. in area) and 16 feet above existing grade. This sign will be up lit with one fixture.

Americana at Brand

- One sign located on the building façade facing east toward Americana Way leading to the parking garage, which is also visible from Brand Boulevard. This sign is proposed to be 24 feet, 8 inches wide and 39 feet, 4 inches high (970 sq.ft. in area) and 41 feet above grade. This sign will be down lit with two fixtures. This sign as proposed will not comply with the standards proposed in the ASOZ because it will face a primary pedestrian street and obscure architectural features of the building.
- One sign located on the Central Avenue façade of the building near the intersection of Central Avenue and Colorado Street facing west. This sign is proposed to be 54 feet wide and 17 feet high (918 sq.ft.) and 23 feet, 3 inches above existing grade. This sign will be up lit with three fixtures.
- Three signs located on the Colorado Street façade of the building near the intersection of Colorado Street and Orange Street facing south. Two of the three signs are proposed to be 16 feet wide and 24 feet high (384 sq. ft. in area) and 13 feet, 4 inches above existing grade. Each of these signs will be up lit with one fixture and down lit with one fixture. The third sign would be 55 feet wide and 17 feet high (935 sq.ft. in area). This sign will be up lit with three fixtures. All the signs will be 18 feet, 8 inches above existing grade.
- One sign located on the Orange Street façade of the building near the intersection of Orange Street and Colorado Street facing east. This sign is proposed to be 42 feet wide and 17 feet high (714 sq.ft. in area) and 17 feet, 2 inches above existing grade. This sign will be up lit with two fixtures.

12. Environmental Factors Potentially Affected:

The following section provides an evaluation of the impact categories and questions contained in the checklist and identifies mitigation measures, if applicable.

A. AESTHETICS

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Have a substantial adverse effect on a scenic vista?			X	
2. Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?				X
3. Substantially degrade the existing visual character or quality of the site and its surroundings?		X		
4. Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?			X	

1) *Have a substantial adverse effect on a scenic vista?*

Less Than Significant Impact. The project consists of the development of an Advertising Signage Overlay Zone (ASOZ) and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The Open Space and Conservation Element of the Glendale General Plan identifies the mountains and hills surrounding the City as the primary natural scenic resources in the community. The City of Glendale is bordered on the north by the San Gabriel Mountains, on the northwest by the Verdugo Mountains, and on the east by the San Rafael Hills. To the southwest, just beyond the City boundary is the eastern-most edge of the Santa Monica Mountains in Griffith Park in Los Angeles. The Repetto Hills are located at the southeast edge of the City. The Verdugo Mountains and the San Rafael Hills are identified in the Open Space and Conservation Element as the most significant physical landmarks in the community as these topographic features flank the central portion of the City.

Only the Verdugo Mountains and Santa Monica Mountains are visible from the Galleria and Town Center districts currently proposed for the ASOZ. These views are limited to long distance views along the major streets in the area. Views of the Santa Monica Mountains are generally visible from major east-west streets in the downtown area.

The ASOZ can only be located in the DSP designation of the city's land use element and within the boundaries of the Central Glendale Redevelopment Project Area. This area of the city is highly urbanized. Signs that would be permitted under the proposed ASOZ would only be allowed on the walls of existing structures and no new structures strictly for the purpose of creating new sign space would be allowed. In addition, the signs included in the proposed zone change to the ASOZ would all be attached to existing building walls. Therefore, no significant impacts to scenic vistas are anticipated.

Mitigation Measures: No mitigation measures are required.

2) ***Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No state scenic highway is located adjacent to, or within view of, the site on which the ASOZ will be placed. No impacts to scenic resources within a State scenic highway would occur.

Mitigation Measures: No mitigation measures are required.

3) ***Substantially degrade the existing visual character or quality of the site and its surroundings?***

Less Than Significant Impact with Mitigation Incorporated. Visual character includes the pattern and intensity of land uses and the size and scale of buildings and development. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed ASOZ can only be located within the DSP designation of the city's land use element and within the boundaries of the Central Glendale Redevelopment Project Area. Thus, the ASOZ can only be placed in highly urbanized, commercially-developed areas of the city. No new buildings or structures will be constructed as a result of the project, which would change the visual character of the area.

South Brand Boulevard and Broadway are designated primary pedestrian streets in the DSP. Signs allowed by the proposed ASOZ can be large in size and scale. These characteristics are not necessarily pedestrian oriented. Allowing signs with these characteristics to face primary pedestrian streets could cause a significant impact on the existing visual character of the site and surroundings. To mitigate this impact, a mitigation measure shall be incorporated into the project, which prohibits signs allowed by the ASOZ from facing primary pedestrian streets as assigned in the DSP unless the sign contributes to or reinforces the pedestrian environment by means of providing direction or creating an attraction to pedestrians through the creative use of materials or lighting.

An important component of visual character of a building is the fenestration location and pattern and architectural elements and details of the building. Allowing signs to obscure or partially or fully cover the windows, doors or other openings or architectural elements and details of the building could cause a significant impact on the existing visual character of the building on which the signs are located. To mitigate this impact, a mitigation measure shall be incorporated into the project, which prohibits the signs from obscuring of fenestration or other openings, or architectural features as a result of installation of any signs.

The proposed ASOZ would only permit the installation of wall signs on existing buildings and does not allow for the development of new structures for sign installation. Regulations contained in the ASOZ will ensure that the signs allowed by the ASOZ will prevent negative visual impacts of the building on which the signs are located or the surrounding area. Specific placement of proposed signs and elements of the signs such as the characteristics of the required framing will need to be approved by the City Council prior to placement of the ASOZ within an area of the city.

The project involves a zone change to allow the proposed ASOZ within the Town Center and Galleria districts. Signs allowed by the ASOZ will be built into the architecture of the building. Within the Town Center district (Americana at Brand) existing architectural features on the buildings will be used to frame the signs proposed as part of the zone change. Within the Galleria district (Glendale

Galleria) framing will be installed on the buildings where signs are proposed. Proposed framing will be required to be architecturally consistent with the building on which it is placed. In addition to requiring framing around proposed signs, other regulations contained in the proposed ASOZ will ensure that the signs allowed by the ASOZ will not degrade the appearance of the buildings on which the signs are located or degrade the surrounding area. These regulations include requiring any lighting to be architecturally compatible with the buildings on which the signs are installed, requiring signs to be composed of thick gauge vinyl or other high quality material and prohibiting signs from covering windows, doors or other openings and other architectural elements or details of the building. Based on the criteria proposed in the ASOZ and the signs proposed as part of the zone change, the project will not substantially degrade the existing visual character or quality of the area and its surroundings with the mitigation measures incorporated.

Mitigation Measures:

A.3.1 Signs shall not face primary pedestrian streets as assigned in the DSP unless the sign contributes to or reinforces the pedestrian environment by means of providing direction or creating an attraction to pedestrians through the creative use of materials or lighting.

Monitoring Action:	Plan review, site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection). Throughout the life of the proposed project.
Responsibility:	Director of Community Planning.

A.3.2 Signs shall be installed such that they prevent the loss of architectural features, including windows, doors or other opening or elements and details of the building.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection).
Responsibility:	Director of Community Planning.

4) Create a new source of substantial light or glare, which would adversely affect day or nighttime views in the area?

Less Than Significant Impact. Only direct illumination of signs will be permitted by the proposed ASOZ. All proposed lighting, including the design and illumination characteristics, will be required to be approved by the City Council or Redevelopment Agency prior to approval of a zone change requesting the ASOZ. The current project includes a zone change application to place the ASOZ within the Galleria and Town Center districts of the DSP. Should other areas request placement of an ASOZ, a lighting study will be required to ensure that proposed illumination, if any, will not cause a significant impact with regard to creating new sources of light or glare. The proposed project includes a zone change to include the proposed ASOZ within the Galleria and Town Center Districts of the DSP. Fifteen signs, as described in the project description, are proposed as part of the zone change request. Ten of these signs are proposed in locations which directly or indirectly face residential units. The five signs proposed located along the entrance court façade of the Glendale Galleria will be visible from the residential units located at the Americana at Brand adjacent to South Central Avenue. The proposed sign located on the building façade facing Americana Way leading to

the parking garage will be visible from the residential units located on the north and south side of this street within the Americana at Brand. The three proposed signs located on the Colorado Street façade of the Americana at Brand may be visible from the residential units located south on West Elk Avenue. The proposed sign located on the Orange Street façade of the Americana at Brand may be visible from the residential units located at the Americana at Brand in the building located at the intersection of South Brand Boulevard and Colorado Street.

The fifteen signs proposed as part of the current project are proposed to be directly illuminated with Halophane Prismbeam II Series luminaire fixtures. Light fixtures are pulse-start metal halide, luminaires meet cutoff criteria for precise light control and distribution and light shields are incorporated for luminaires directed downward to protect against measures of glare and light trespass. The number of fixtures and whether these fixtures will up light or down light the signs is dependant on the size and location of each individual sign, as described in the project description.

Lighting Design Studio, LLC performed a technical lighting report to determine if the illumination of signs would result in significant impacts. The analysis addressed existing luminous conditions on and adjacent to the proposed ASOZ area, the proposed panel lighting and its significance to adjacent areas and light-sensitive uses. Illuminance measurements were taken at each of the proposed signs on the horizontal and vertical planes in addition to measurements taken at the residential light-sensitive areas along Central Avenue and on Americana Way. A series of thirteen horizontal and thirty-five vertical grids were metered to measure the levels of direct and indirect light adjacent to the panels. Lighting calculation software was utilized to analyze the proposed illuminated signs and the light contribution to light-sensitive areas. The selected luminaires were placed within the computer model in addition to horizontal and vertical calculation grids to study the levels of light at each sign location.

The calculations yielded the following for each proposed sign location:

Glendale Galleria

Five signs located on the entrance court façade of the Central Avenue frontage. Light levels within the entrance court and the adjacent intersection between the Glendale Galleria and Americana at Brand subtly increased in indirect illumination. The contributions to the vertical grid at the residential units across the street at the Americana at Brand show a barely perceptible increase of .5 footcandles of indirect light.

Signs located on each side of the Central Avenue bridge. The light levels modeled indicated minimal increases in horizontal and vertical illuminance. These signs are generally not visible from residential units in the area.

Signs located on the parking garage and food court entrance adjacent to Galleria Way. The light levels modeled indicate minimal increases in horizontal and vertical illuminance. These signs are generally not visible from residential units in the area.

Americana at Brand

Sign located on the building façade facing Americana Way. Light levels at the street and the residential units show minimal increases in indirect illumination. The proposed lighting contributed approximately 1 footcandle in both the horizontal and vertical grid locations.

Signs located on Central Avenue, Colorado Street and Orange Avenue. Light levels at the street and adjacent sidewalks indicate minimal increases in indirect illumination, between .5 and 1 footcandle at the horizontal and vertical calculation grids. The sign facing Central Avenue are generally not visible from residential units in the area.

Findings in the report delineate small increases in indirect illumination of up to 1 footcandle in both horizontal and vertical grid locations. The report concludes that increases in indirect illuminance are minimal perceptually at residential light-sensitive uses. At residential balconies, light levels below 1

footcandle were measured. The lighting measure at the light-sensitive residential areas is indirect light. No direct light was a contributing factor to these recorded levels; therefore, light trespass was not a significant issue. The project will result in a less than significant impact as it relates to the creation of substantial light and glare.

Mitigation Measures: No mitigation measures are required.

B. AGRICULTURE RESOURCES

In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Department of Conservation as an optional model to use in assessing impacts on agriculture and farmland. Would the project. Would the project:	**Potentially Significant Impact**	**Less Than Significant Impact With Mitigation Incorporated**	**Less Than Significant Impact**	**No Impact**
1. Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?				X
2. Conflict with existing zoning for agricultural use, or a Williamson Act contract?				X
3. Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?				X

1) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?

No Impact. There is no prime farmland, unique farmland, or farmland of statewide significance within the project area and no agricultural activities currently take place. No agricultural use zone currently exists within Glendale, nor are any agricultural zones proposed. Therefore, no impacts associated with the conversion of farmland would result from project implementation.

Mitigation Measures: No mitigation measures are required.

2) Conflict with existing zoning for agricultural use, or a Williamson Act contract?

No Impact. The ASOZ can only be placed within areas designated DSP in the city's General Plan and located within the boundaries of the Central Glendale Project Redevelopment Area. This area of the city is highly urbanized. No portion of the project area is proposed to include agricultural zoning designations or uses, nor do any such uses exist within Glendale under the current General Plan and zoning. There are no Williamson Act contracts in effect. No conflicts with existing zoning for agricultural use or Williamson Act contract would result. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

3) ***Involve other changes in the existing environment, which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?***

No Impact. The ASOZ can only be placed in heavily-urbanized areas of the city. The Galleria and Town Center districts are developed with retail, entertainment and residential uses. No farmland would be converted to non-agricultural uses under the proposed project. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

C. AIR QUALITY

Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. Would the project:	**Potentially Significant Impact**	**Less Than Significant Impact With Mitigation Incorporated**	**Less Than Significant Impact**	**No Impact**
1. Conflict with or obstruct implementation of the applicable air quality plan?				X
2. Violate any air quality standard or contribute substantially to an existing or projected air quality violation?			X	
3. Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?			X	
4. Expose sensitive receptors to substantial pollutant concentrations?			X	
5. Create objectionable odors affecting a substantial number of people?			X	

1) ***Conflict with or obstruct implementation of the applicable air quality plan?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The project will not result in any population or employment growth. Other than very minor, short-term air impacts generated during the installation and replacement of the signs, there are no air quality impacts associated with the project.

Mitigation Measures: No mitigation measures are required.

2) ***Violate any air quality standard or contribute substantially to an existing or projected air quality violation?***

Less Than Significant Impact.

The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

Small amounts of air pollutant emissions associated with installation and replacement of the signs allowed by the ASOZ could occur for short period of time. Given the small amount and short-term nature of these impacts, no significant impacts associated with the project are anticipated.

Mitigation Measures: No mitigation measures are required.

3) ***Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?***

Less Than Significant Impact. Refer to Response C-1 and C-2 above.

Mitigation Measures: No mitigation measures are required.

4) ***Expose sensitive receptors to substantial pollutant concentrations?***

Less Than Significant Impact. The ASOZ can only be placed in the DSP land use designation and areas within the boundaries of the Central Glendale Redevelopment Project Area. These areas are highly urbanized, generally with commercial activities. Sensitive receptors are located within and near areas where the propose ASOZ can be placed.

Part of the project is the placement of the ASOZ within the Galleria and Town Center districts of the DSP. Sensitive receptors are located within the project site. Multi-family residential dwellings are located within the Americana at Brand and single-family and multi-family development is located adjacent to the west of the Glendale Galleria and south of both the Americana at Brand and the Glendale Galleria across West Colorado Street. As indicated above, small, short-term air quality impacts associated with the installation and replacement of the signs may occur as a result of the project. Given the limited time period of these impacts, impacts are considered less than significant.

Mitigation Measures: No mitigation measures are required.

5) ***Create objectionable odors affecting a substantial number of people?***

Less Than Significant Impact. Installation and replacement of the proposed signs allowed by the ASOZ may generate detectable odors from equipment used to install the signs. However, any detectable odors would be short-term. Therefore, no significant impacts are anticipated to occur from the project.

Mitigation Measures: No mitigation measures are required.

D. BIOLOGICAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?				X
2. Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish				X

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
and Game or U.S. Fish and Wildlife Service?				
3. Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, *marsh, vernal pool, coastal, etc.) through direct* removal, filling, hydrological interruption, or other means?				X
4. Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?				X
5. Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?				X
6. Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?				X

1) ***Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The Galleria and Town Center districts are heavily-urbanized and include retail, entertainment and residential uses. This area does not contain habitat that would support sensitive species. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

2) ***Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The ASOZ can only be placed in area designated DSP in the city's General Plan and located within the boundaries of the Central Glendale Redevelopment Project Area. This area does not contain riparian habitat or sensitive natural communities. The project also includes placement of this ASOZ within the Galleria and Town Center districts. The Galleria and Town Center areas do not contain any riparian habitat or sensitive natural communities identified in local or regional plans, policies or

regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

3) ***Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No federally- protected wetlands and no wetlands are located within the area permitted for the ASOZ and no impact will result from this project. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

4) ***Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The DSP and the Central Glendale Redevelopment Project Area have been heavily-urbanized for many years and substantially modified by human activity. The properties proposed for the ASOZ do not contain any wetlands or riparian vegetation, and do not support or have the potential to support any federal or state threatened or endangered species. Implementation of the proposed project will not interfere with the movement of native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

5) ***Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed ASOZ can only be placed in areas designated DSP in the City's General Plan and located within the Central Glendale Redevelopment Project Area. This area is heavily-urbanized and no biological resources are present. No indigenous trees, as defined pursuant to Chapter 12.44 of the Glendale Municipal Code (GMC), are located within the area currently proposed for the ASOZ. Tree trimming for street trees within the public right-of-way will be regulated such that unnecessary pruning to allow for better visibility of signs will be disallowed. Implementation of the proposed project will not conflict with any local policy designed to protect biological resources. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

6) ***Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?***

No Impact. There is no Habitat Conservation Plan, Natural Community Conservation Plan, or other approved plans within the area permitted on which to place the proposed ASOZ. Therefore, the project would not conflict with any such plans. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

E. CULTURAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines §15064.5?				X
2. Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines §15064.5?				X
3. Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?				X
4. Disturb any human remains, including those interred outside of formal cemeteries?				X

1) ***Cause a substantial adverse change in the significance of a historical resource as defined in CEQA Guidelines §15064.5?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

Neither the Galleria nor Town Center districts contain buildings that are listed on the National Register of Historic Places, State of California Register of Historic Places or the City of Glendale Register of Historic Places nor do the buildings in those two areas appear eligible for these registers. Should other areas within the DSP and located within the Central Glendale Redevelopment Project Area propose a zone change to place the ASOZ, additional environmental review will be needed to ensure a substantial change in the significance of a historic resource will not occur. No impacts would occur as a result of the project.

Mitigation Measures: No mitigation measures are required.

2) ***Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines §15064.5?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan

and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The ASOZ requires that proposed signs will be wall signs. No grading is proposed as a result of the proposed project and, therefore, the project poses no threat to destroy archaeological resources. No impacts would occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

3) ***Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The ASOZ requires that proposed signs will be wall signs. No grading is proposed as a result of the proposed project and, therefore, the project poses no threat to destroy paleontological resources. No impacts would occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

4) ***Disturb any human remains, including those interred outside of formal cemeteries?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No grading is proposed as a result of the proposed project and, therefore, the project poses no threat to disturb human remains. No impacts would occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

F. GEOLOGY AND SOILS

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:				
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.				X
ii) Strong seismic ground shaking?				X
iii) Seismic-related ground failure, including liquefaction?				X
iv) Landslides?				X
2. Result in substantial soil erosion or the loss of				X

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
topsoil?				
3. Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?				X
4. Be located on expansive soil, as defined in Table 18-1-B of the California Building Code (2001), creating substantial risks to life or property?				X
5. Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?				X

1) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:

i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? Refer to Division of Mines and Geology Special Publication 42.

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed ASOZ can only be placed within areas designated DSP in the city's General Plan and located within the boundaries of the Central Glendale Redevelopment Project Area. No portion of this area of the city is within an established Alquist-Priolo Fault Zone for surface fault rupture hazards. The Galleria and Town Center districts are currently developed with buildings containing retail, entertainment and residential uses. The project will have minimal construction activity as result of installation and periodic replacement of wall signs. Sign installation will be required to meet all current building and seismic safety standards and established building codes. Compliance with all applicable building codes would insure that no impacts would occur.

Mitigation Measures: No mitigation measures are required.

ii) Strong seismic ground shaking?

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The ASOZ can only be placed within areas designated DSP in the city's General Plan and located within the Central Glendale Redevelopment Project Area. This area is heavily-urbanized. The area currently within the proposed ASOZ boundaries is developed with buildings containing retail, entertainment and residential uses. No habitable structures or critical facilities are proposed as part of the project. Sign installation will be required to meet all current building and seismic safety

standards and established building codes. Compliance with all applicable building codes will insure that no impacts regarding seismic ground shaking or rupture of earthquake fault would occur.

Mitigation Measures: No mitigation measures are required.

iii) ***Seismic-related ground failure, including liquefaction?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The ASOZ can only be placed within areas designated DSP in the city's General Plan and located within the Central Glendale Redevelopment Project Area. This area is heavily-urbanized. The area currently within the proposed ASOZ boundaries is currently developed with buildings containing retail, entertainment and residential uses. No habitable structures or critical facilities are proposed as part of the project. The project site is not located within an area prone to liquefaction as indicated in the City's Safety Element (August, 2003). Therefore, no impacts associated with liquefaction would occur.

Mitigation Measures: No mitigation measures are required.

iv) ***Landslides?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

This area of the city is relatively flat and already developed. The probability of seismically-induced landslides occurring on the site is considered to be low due to the lack of elevation difference and slope geometry across or adjacent to the site. The site is not located within a designated landslide hazard zone, as indicated in the City's Safety Element (August, 2003). The project will not impact the likelihood of landslides occurring on the site. No landslide impacts are anticipated to occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

2) ***Result in substantial soil erosion or the loss of topsoil?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

Implementation of the proposed project would not result in exposure of onsite soils since the area in which the ASOZ can be placed is already developed and only proposes the installation of signs on the walls of the existing buildings. As a result, no impact would occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

3) ***Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in an onsite or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan

and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The area in which the ASOZ can be placed and the site on which placement is currently proposed is already developed and the project only proposes the installation of signs on the walls of the existing buildings. The site is not located in an area of significant subsidence activity and would not include fluid withdrawal or removal. Therefore, no impact related to unstable soil is anticipated to occur.

Mitigation Measures: No mitigation measures are required.

4) ***Be located on expansive soil, as defined in Table 18-1-B of the California Building Code (2001), creating substantial risks to life or property?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The soil within the downtown Glendale area is generally Alluvium, which has a low shrink-swell potential because it is well drained and moderately permeable. The Galleria and Town Center districts, on which the ASOZ is currently proposed has already been developed and the installation of signs on the walls of the existing buildings will not impact soil on which the buildings are built. No impact would occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

5) ***Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No septic tanks will be utilized as part of the project. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

G. HAZARDS AND HAZARDOUS MATERIALS

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?				X
2. Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?				X
3. Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?				X

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
4. Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?				X
5. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project site?				X
6. For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project site?				X
7. Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?				X
8. Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?				X

1) ***Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

It will not involve the use, routine transport, or disposal of hazardous materials. No impact as a result of the project will occur.

Mitigation Measures: No mitigation measures are required.

2) ***Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No release of hazardous materials into the environment will occur as a result of the project. No impact will occur as a result of this project.

Mitigation Measures: No mitigation measures are required.

3) ***Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No release of hazardous materials into the environment will occur as a result of the project. No impacts will occur as a result of the project.

Mitigation Measures: No mitigation measures are required.

4) ***Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?***

No Impact. The ASOZ and proposed zone change only include placement of signs on existing walls of buildings and do not include any excavation that create significant hazard. The ASOZ can only be placed in areas designated DSP in the land use element of the city's General Plan and within the boundaries of the Central Glendale Redevelopment Project Area. No portion of the Galleria or Town Center districts is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5. Should other areas request placement of the ASOZ, environmental review would be required to ensure that the project would not be located on a hazardous material site. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

5) ***For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project site?***

No Impact. The area within the proposed ASOZ boundaries is not located within an airport land use plan or within two miles of a public airport or public use airport. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

6) ***For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project site?***

No Impact. No private airstrips are located in the city of Glendale or within the vicinity of the proposed ASOZ boundaries. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

7) ***Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?***

No Impact. The proposed ASOZ can only be placed on areas designated DSP in the city's General Plan and located within the boundaries of the Central Glendale Redevelopment Project Area. Signs allowed by this ASOZ can only be wall signs, which will not impair or interfere with an adopted emergency response plan or evacuation plan.

The ASOZ is currently proposed to be placed within the Galleria and Town Center districts. South Brand Boulevard and West Broadway, adjacent to the proposed ASOZ boundaries are streets identified as a "City Disaster Response Route" and "County Evacuation Route" respectively, in the City's Safety Element (August, 2003). The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the

project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed project does not involve any changes to those streets nor would the project result in alterations to an adopted emergency response plan or evacuation plan. No impact would occur.

8) ***Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?***

No Impact. The project site is located within an area that has been heavily-urbanized for years and is not classified as a Fire Hazard Area by the City of Glendale Fire Department, as indicated in the City's Safety Element (August, 2003). No wildlands or naturally vegetated areas are located within the DSP or near the project site, as the area is built out. No impacts associated with wildland fires would occur.

Mitigation Measures: No mitigation measures are required.

H. HYDROLOGY AND WATER QUALITY

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Violate any water quality standards or waste discharge requirements?				X
2. Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?				X
3. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?				X
4. Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?				X
5. Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?				X
6. Otherwise substantially degrade water quality?				X
7. Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?				X
				X

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
8. Place within a 100-year flood hazard area structures which would impede or redirect flood flows?				
9. Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?				X
10. Inundation by seiche, tsunami, or mudflow?				X

1) ***Violate any water quality standards or waste discharge requirements?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The area in which the ASOZ can be placed is already developed and the project will not impact any water quality standards or waste discharge requirements. No impacts as a result of the project will occur.

Mitigation Measures: No mitigation measures are required.

2) ***Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The project does not involve additions or withdrawals of groundwater. The proposed project would not interfere with the recharge of local groundwater or deplete the groundwater supplies relative to existing conditions. No impact would occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

3) ***Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of stream or river, in a manner, which would result in substantial erosion or siltation on- or off-site?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The area on which the ASOZ can be placed is developed with buildings containing retail, entertainment and residential uses. The Galleria and Town Center districts are relatively flat and no water courses run through them. The project will not alter the course of a stream or river since no

river or stream is located on the site and no development is proposed. The project would not impact water runoff. No impact would occur.

Mitigation Measures: No mitigation measures are required.

4) ***Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The amount of surface runoff will be the same as existing levels since the proposed ordinance would only permit wall signs that would not alter drainage patterns. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

5) ***Create or contribute runoff water which would exceed the capacity of existing or planned storm water drainage systems or provide substantial additional sources of polluted runoff?***

No Impact. Please refer to Responses H-1, H-3 and H-4 above. The area in which the proposed ASOZ can be placed is currently developed and the amount of impervious surfaces will remain the same as existing conditions since no new development would be permitted under the proposed ASOZ. No impact will occur.

Mitigation Measures: No mitigation measures are required.

6) ***Otherwise substantially degrade water quality?***

No Impact. Please refer to Response H-1 above.

Mitigation Measures: No mitigation measures are required.

7) ***Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No residential development would be allowed under the proposed ASOZ. No impact would occur.

Mitigation Measures: No mitigation measures are required.

8) ***Place within a 100-year flood hazard area structures which would impede or redirect flood flows?***

No Impact. No portion of the city on which the ASOZ can be placed is located within a 100-year flood hazard area. No impact would occur.

Mitigation Measures: No mitigation measures are required.

9) ***Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan

and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No new development could be permitted under the proposed ASOZ. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

10) Inundation by seiche, tsunami, or mudflow?

No Impact. No new development could be permitted under the proposed ASOZ. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

I. LAND USE AND PLANNING

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Physically divide an established community?				X
2. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?			X	
3. Conflict with any applicable habitat conservation plan or natural community conservation plan?				X

1) Physically divide an established community?

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The proposed ASOZ boundaries are located within a heavily developed area of the downtown that contains retail, entertainment and residential development. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

2) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?

Less Than Significant Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed ASOZ will allow additional and larger signs than would otherwise be permitted in the city's sign ordinance in the Zoning Code. Additionally, as currently proposed, the ASOZ will allow advertising of products, services rendered or businesses located anywhere within the particular ASOZ. The Glendale Municipal Code (GMC) prohibits "nonaccessory" signs which are defined as

any sign that carries advertisement other than that of an accessory sign. The GMC defines "accessory" signs as any sign which carries advertisement incidental and related only to the primary use of the premises or site on which it is located, including signs or sign devices indicating the business transacted at, services rendered, goods sold or produced on the premises by either the owner, occupant or developer of the premises or site. The City has had a ban on new nonaccessory signs since 1979 and has been pursuing a policy of billboard removal since that time. By redefining nonaccessory signage within the context of the ASOZ, this proposal represents an exception to the policy concerning nonaccessory signs. The ASOZ provides a new definition of accessory signs within the ASOZ as a sign that carries advertisement incidental and related only to the primary use of the premises or within the ASOZ area, including signs or sign devices indicating the businesses transacted at, services rendered, good sold or produced on any premises or within the ASOZ by either owner, occupant or developer of the premises or within the ASOZ. This definition will permit a limited number of Zoning Code defined nonaccessory signs within a specific ASOZ, provided they comply with the additional restrictions that the advertising be limited to the businesses, goods or services in the ASOZ. Should this ASOZ be approved, signs approved in conformance with the ASOZ will be consistent with the city's and Zoning Code.

The proposed ASOZ will be within the Town Center and Galleria districts of the DSP, which are heavily-urbanized and developed with a mix of uses. Signs allowed by the ASOZ will only be placed on commercial or accessory use portions of buildings and not on the portions of buildings containing residential uses. Because the DSP is silent on sign regulations, sign regulations refer back to the sign ordinance in the city's Zoning Code. As part of the project, a zone change is proposed to amend Chapter 30.33 (Signs) to permit an ASOZ. Should these changes be approved, the signs proposed to be approved as part of this project will be consistent with the DSP and Zoning Code.

The signs allowed under this ASOZ are not currently permitted in the sign program for the Americana at Brand. As part of this project, the Americana at Brand sign program will be amended to allow for the proposed signs. If this sign program is amended, the proposed project will be consistent with the Americana at Brand sign program.

The buildings on which the signs will be placed are large and relatively tall and installing additional and larger signs on them would be in scale with existing development of the property. Framing will be required to surround all signs permitted by the proposed ASOZ. In addition to a framing requirement, other regulations contained in the ASOZ will ensure aesthetic quality of the signs will be maintained. These regulations include requiring illumination to be compatible with the architecture of the building on which the signs are placed, requiring the signs to be composed of thick gauge vinyl or other high quality material and prohibiting signs from covering windows, doors or other openings or architectural elements or details of the building. Given these regulations, the project will result in a less than significant impact.

Mitigation Measures: No mitigation measures are required.

3) ***Conflict with any applicable habitat conservation plan or natural community conservation plan?***

No Impact. There is no habitat conservation plan or natural community conservation plan within the boundaries of the proposed ASOZ. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

J. MINERAL RESOURCES

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?				X
2. Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?				X

1) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?

No Impact. The area in which the ASOZ can be placed is urbanized and is not within an area that has been identified as containing valuable mineral resources, as indicated in the City's Open Space and Conservation Element (January, 1993). Therefore, the proposed project would not result in the loss of availability of a known mineral resource. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

2) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?

No Impact. As indicated in Response J-1 above, there are no known mineral resources within the area in which the ASOZ can be placed. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

K. NOISE

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?				X
2. Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?				X
3. A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?				X
4. A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?			X	
5. For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working				X

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
in the project site to excessive noise levels?				
6. For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project site to excessive noise levels?				X

1) ***Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The only noise anticipated as a result of the project would be created when signs are installed and replaced on the building walls. The installation and removal of the signs is not expected to generate excessive noise levels since noise levels in the area are greater than 70 dBA as identified in the City's Noise Element. No impacts would occur.

2) ***Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No amount of grading would be allowed under the proposed ASOZ since only new wall signs would be permitted. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

3) ***A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. No permanent increase in ambient noise levels will occur as a result of installing signs on the walls of the existing buildings. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

4) ***A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?***

Less Than Significant Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project

description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

A temporary increase in ambient noise could be expected when signs are installed and replaced. However, since the boundaries for the ASOZ are within the 70 dBA noise level contours, as identified in the City's Noise Element, the additional noise is not likely to be audible above existing noise levels identified in the element. A less than significant impact will occur as a result of the project.

Mitigation Measures: No mitigation measures are required.

5) ***For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project site to excessive noise levels?***

No Impact. The project site is not located within an airport land use plan or within two miles of a public airport or public use airport. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

6) ***For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project site to excessive noise levels?***

No Impact. There are no private airstrips located on or within the vicinity of the project site. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

L. POPULATION AND HOUSING

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?				X
2. Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?				X
3. Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?				X

1) ***Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The project does not include housing and, therefore, is not growth inducing. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

2) ***Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The project does not include housing and no residential units will be displaced. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

3) ***Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?***

No Impact. No residential units will be demolished as a result of the project and, therefore, no residential population will be displaced. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

M. PUBLIC SERVICES

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:				
a) Fire protection?			X	
b) Police protection?				X
c) Schools?				X
d) Parks?				X
e) Other public facilities?			X	

1) ***Would the project result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:***

a) ***Fire protection?***

Less than Significant Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project

description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The City of Glendale Fire Department (GFD) provides fire and paramedic services to the area on which the ASOZ will be placed. Signs would be required to be constructed of fireproof or fire resistant material approved by the Glendale Fire Department. The need for fire protection is not expected to increase as a result of the proposed project since the proposed ASOZ would not permit additional development. No impacts are anticipated as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

b) Police protection?

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The Glendale Police Department (GPD) provides police services to the area. The need for police protection services are not expected to increase as a result of the proposed project since the proposed ASOZ would not permit additional development. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

c) Schools?

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed overlay ordinance would allow the installation of certain wall signs within this area not currently allowed under the existing code. The project will not increase the school-age population since the proposed ASOZ would only permit additional signs and not development of commercial or residential uses. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

d) Parks?

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed overlay ordinance would allow the installation of certain wall signs within this area not currently allowed under existing zoning. The proposed project would not involve the displacement of a park nor would the project increase the demand for parks. No impact is anticipated as a result of the project.

Mitigation Measures: No mitigation measures are required.

e) Other public facilities?

Less Than Significant Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed ASOZ would allow the installation of certain wall signs within this area not currently permitted under the existing code. There will be a slight increase in the demand for electricity since the signs under the proposed ASOZ code include lighting. However, there is adequate service available in the area to address the slight increase. No significant impacts would occur.

Mitigation Measures: No mitigation measures are required.

N. RECREATION

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?				X
2. Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?				X

1) ***Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?***

No Impact. The project is the creation of an ASOZ and the placement of this zone within the Galleria and Town Center districts of the Downtown Specific Plan to allow the installation of certain wall signs within this area, beyond what is permitted under the current code. The project would not create an increase in population since no residential development is proposed. The potential demand for new parks, or maintenance and improvements at existing parks would not increase. No impact is anticipated.

Mitigation Measures: No mitigation measures are required.

2) ***Does the project include recreational facilities or require the construction or expansion of recreational facilities, which might have an adverse physical effect on the environment?***

No Impact. No recreation facilities or expansion of existing facilities are proposed as a part of the project. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

O. TRANSPORTATION/TRAFFIC

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the				X

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
volume to capacity ratio on roads, or congestion at intersections)?				
2. Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?				X
3. Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?				X
4. Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?			X	
5. Result in inadequate emergency access?				X
6. Result in inadequate parking capacity?				X
7. Conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?				X

1) ***Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections)?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No additional development is proposed as a result of the project. The project will not create an increase in traffic. No impact would occur.

2) ***Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?***

No Impact. As discussed above in Response O-1, the proposed project will not result in any increase in traffic on the area roadway network. No impact would occur.

Mitigation Measures: No mitigation measures are required.

3) ***Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?***

No Impact. The project site is not located within an airport land use plan or within the vicinity of a private air strip. No impacts on air traffic patterns would occur.

Mitigation Measures: No mitigation measures are required.

4) ***Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?***

Less than Significant Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed project would not result in any changes to the existing roadway network. The signs permitted by the proposed ASOZ would introduce significant changes into the design features of the buildings that could potentially draw the attention of motorists passing nearby. However, the ASOZ and the proposed signs will be located in areas already heavily-urbanized with commercial development, including the Americana at Brand and Glendale Galleria. The signage proposed in the zone change application is intended, in part, to help shoppers navigate between the two significant regional shopping center districts and, thus, serves to minimize potential confusion. Moreover, traffic safety concerns are typically raised when signs are animated or contain some other attention-getting mechanism such as flashing or rotating signs. Regulations in the proposed ASOZ will prohibit signs allowed by the proposed ASOZ from containing these qualities. Therefore, no significant impacts related to increasing traffic safety hazards are anticipated.

Mitigation Measures: No mitigation measures are required.

5) ***Result in inadequate emergency access?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

No changes to the street network are proposed. The project will not have a potential impact to emergency access. No impacts will occur as a result of the proposed project.

Mitigation Measures: No mitigation measures are required.

6) ***Result in inadequate parking capacity?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The project will not increase the need for parking in the area. No impact is anticipated.

7) ***Conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?***

No Impact. The Los Angeles County Metropolitan Transportation Authority (MTA) and Glendale Beeline provide bus service to the project area. The proposed project would not conflict with any adopted policies, plans, or programs regarding alternative transportation since no changes to the existing transportation policies, plans, or programs would result from project implementation. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

P. UTILITIES AND SERVICE SYSTEMS

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?				X
2. Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
3. Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?				X
4. Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?				X
5. Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?				X
6. Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?				X
7. Comply with federal, state, and local statutes and regulations related to solid waste?				X

1) *Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?*

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed project will not increase wastewater. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

2) *Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?*

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The project would not result in the need to construct new or expanded water or wastewater treatment facilities. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

3) ***Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?***

No Impact. The project consists of the development of an ASOZASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The amount of stormwater as a result of the project would be the same as existing conditions. No impacts are anticipated.

Mitigation Measures: No mitigation measures are required.

4) ***Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The need for water will not increase as a result of the project. No impacts associated with the availability of water are anticipated.

Mitigation Measures: No mitigation measures are required.

5) ***Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The proposed project will not generate wastewater. No impacts would occur.

Mitigation Measures: No mitigation measures are required.

6) ***Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?***

Less Than Significant Impact. The majority of solid waste generated in the city of Glendale is transported to Scholl Canyon Landfill, which is owned by the City. An ordinance passed by the city of Glendale limits disposal at the landfill to solid wastes generated within the Los Angeles County incorporated cities of Glendale, La Canada Flintridge, Pasadena, South Pasadena, San Marino, Sierra Madre; the Los Angeles County unincorporated communities known as Altadena, La Crescenta, Montrose; the unincorporated area bordered by the cities of San Gabriel, Rosemead, Temple City, Arcadia, and Pasadena; and the unincorporated area immediately to the north of Arcadia, and Pasadena; and the unincorporated area immediately to the north of the city of San Marino bordered by the city of Pasadena on the west, north and east sides.

Scholl Canyon Landfill has the capacity to accept solid waste until January, 2019. Solid waste generation is expected to increase slightly when proposed signs are removed and replaced by other signs. The increase in solid waste generation associated with the proposed project would not

exacerbate landfill capacity shortages. Therefore, the impact of the project on permitted landfill capacity is less than significant.

Mitigation Measures: No mitigation measures are required.

7) ***Comply with federal, state, and local statutes and regulations related to solid waste?***

No Impact. The project will comply with all federal, state and local statutes and regulations relating to solid waste. All debris related to the project will be disposed of according to applicable federal, state and local statutes.

Mitigation Measures: No mitigation measures are required.

Q. MANDATORY FINDINGS OF SIGNIFICANCE

Would the project:	Potentially Significant Impact	Less Than Significant Impact With Mitigation Incorporated	Less Than Significant Impact	No Impact
1. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?				X
2. Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?		X		
3. Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?			X	

1) ***Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?***

No Impact. The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of the Galleria and Town Center districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described in the project description. Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code.

The area on which the proposed ASOZ can be located is already developed with buildings containing retail, entertainment and residential uses and is located in a developed urban area. No impacts are anticipated to occur to the quality of the environment, fish or wildlife habitats, fish or wildlife populations, plant or animal communities, or to rare, threatened or endangered plant and animal species as a result of the proposed project. No important examples of major periods of California history or prehistory exist on the subject site. No significant impacts would occur.

2) ***Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?***

Less than Significant Impact with Mitigation Incorporated. Implementation of the project will not increase traffic nor would it result in a population increase. Public facilities will not be impacted as a result of the project. Solid waste will very slightly increase as signs are removed from the building and disposed. The project will be a departure from current city policy, which prohibits new billboard and has since the 1970's. If the proposed project is approved, however, it will be consistent with the City's General Plan, Zoning Code, DSP, Town Center Specific Plan and the Americana at Brand sign program. Further, mitigation measures incorporated into the project, including prohibiting signs from facing primary pedestrian streets unless they contribute to pedestrian activity and preventing the loss of architectural features of a building as a result of installation of a sign will reduce impacts to less than significant levels.

3) ***Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?***

Less Than Significant Impact. Development of the proposed project will not create direct or indirect significant adverse effects on humans. Signs permitted under the proposed ASOZ may include illumination that will increase lighting levels on the site and surrounding area. However, this increase, as discussed in the lighting study, would only slightly increase the amount of lighting above existing conditions and therefore, is considered less than significant. While installation of wall signs could alter the appearance of the buildings on which they are located, no new structures will be built as a result of the project and the impact the proposed ordinance will have on visual character of the area is less than significant. The proposed ASOZ will allow additional and larger signs than would otherwise be permitted in the city's sign ordinance. While the project conflicts with the zoning ordinance, this deviation is less than significant. The area on which the ASOZ will be placed is heavily-urbanized and developed with a mix of uses. The buildings on which the signs will be placed are large and relatively tall and installing more and bigger signs on them will not create a significant adverse impact. Traffic safety will not be significantly impacted as a result of the project. Sign images will not change periodically, nor will they blink or have other attention-getting features.

13. Earlier Analyses

None

14. Project References Used to Prepare Initial Study Checklist

One or more of the following references were incorporated into the Initial Study by reference, and are available for review in the Community Planning Department Office, 633 E. Broadway, Rm. 103, Glendale, CA 91206-4386. Items used are referred to by number on the Initial Study Checklist.

1. Environmental Information Form application and materials submitted on September 30, 2009.
2. The City of Glendale's General Plan, Open Space and Conservation Element, January 1993.
3. The City of Glendale's General Plan, Safety Element, August 2003.
4. The City of Glendale's Municipal Code, as amended.
5. "Guidelines of the City of Glendale for the Implementation of the California Environmental Quality Act of 1970, as amended," August 19, 2003, City of Glendale Planning Division.
6. Public Resources Code Section 21000 et seq and California Code of Regulations, Title 14 Section 15000 et seq.

7. *"CEQA Air Quality Handbook,"* April, 1993, South Coast Air Quality Management District.

8. *"CEQA Air Quality Analysis Guidance Handbook,"* updated October 2003, South Coast Air Quality Management District.

9. The City of Glendale's General Plan, Noise Element, 2007.

10. Lighting study. Lighting Design Studio LLC., December, 2009

FILED

FEB 10 2010

DEAN C. LOGAN
REGISTRAR-RECORDER/COUNTY CLERK
L. ARTERBERRY DEPUTY

CITY ENGINEER
10 MAR 16 AM 10:51

PUBLIC NOTICE

CITY OF GLENDALE

NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION
ENVIRONMENTAL INFORMATION FORM/INITIAL STUDY NO. 2010-001

NOTICE IS HEREBY GIVEN:

The Community Planning Department, after having conducted an Initial Study, has prepared a Proposed Negative Declaration for the following project:

The project consists of the development of an Advertising Signage Overlay Zone (AS) and a zone change to allow the AS overlay zone within the boundaries of Galleria and Town Center Districts of the Downtown Specific Plan.

The proposed overlay zone would be included in the Glendale Municipal Code and would only be allowed in the Downtown Specific Plan (DSP) land use designation of the city's General Plan, within the boundaries of the Central Glendale Redevelopment Project Area on sites that are a minimum of 20 contiguous acres in size and devoted to intense commercial activity, which includes retail, restaurant and entertainment uses.

The proposed overlay zone would allow for the installation of wall signs not currently permitted under the existing zoning regulations provided the signs meet standards established in the proposed AS overlay zone. These standards included limiting the type of material used to create the signs, the type of lighting used to illuminate the signs and the type of signs to "wall signs" and requiring framing around the signs and no covering of windows, doors or other openings or architectural elements or details. The proposed overlay zone strictly prohibits the construction of any structures needed to support any new sign with the exception of framing around signs. Specific locations and sizes of proposed signs are required as part of the zone change application to allow an AS overlay zone.

The proposed zone change included in the project is a request to change the zoning on the Galleria and Town Center Districts of the DSP to include the proposed AS overlay zone.

The project is located at: The proposed Advertising Signage Overlay Zone may be placed in areas of the city designated Downtown Specific Plan (DSP) and located within the boundaries of the Central Glendale Redevelopment Project Area, Glendale, Los Angeles County.

The proposed zone change is located within the Galleria and Town Center districts of the Downtown Specific Plan bounded by West Broadway to the north, South Brand Boulevard to the east, Colorado Street to the south and South Columbus Street to the west, Glendale, Los Angeles County.

The proposed Negative Declaration and all documents referenced therein are available for review in the Community Planning Department office, Room 103 of the Municipal Services Building, 633 East Broadway, Glendale, CA 91206-4386. Information on public hearings or meetings for the proposed project can be obtained from the Community Planning Department at 818-548-2140.

THIS NOTICE WAS POSTED
ON FEB 10 2010
UNTIL MAR 15 2010
REGISTRAR-RECORDER/COUNTY CLERK

10 0037202

Written comments may be submitted to the Community Planning Department office for a period of twenty (20) days after publication of this notice.

Public Notice Published: February 6, 2010

Proposed Negative Declaration Comment Period: February 6, 2010 to February 26, 2010

Hassan Haghani
Director of Community Planning

10 0037202

PEIF No. 2010-001
ADVERTISING SIGNAGE OVERLAY ZONE AND ZONE CHANGE
MITIGATION MONITORING AND REPORTING PROGRAM

A.3.1 Signs shall not be viewed primarily from a pedestrian street, as identified in the DSP, unless the impacts from the sign may be eliminated or otherwise minimized if the sign is incorporated as an architectural element in such a way that it will contribute to the pedestrian character of the pedestrian street and to the area in general, subject to the approval of the Director of Community Planning.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection). Throughout the life of the proposed project.
Responsibility:	Director of Community Planning.

A.3.2 Signs shall be installed such that they prevent the loss of architectural features, including windows, doors or other opening or elements and details of the building.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection).
Responsibility:	Director of Community Planning.

Agreement to Proposed Mitigation Measures and Mitigation Monitoring Program

I/WE THE UNDERSIGNED PROJECT APPLICANT (S), HEREBY AGREE TO MODIFICATION OF THE PROJECT TO CONFORM WITH THE IMPACT MITIGATION MEASURES AND THE MITIGATION MONITORING PROGRAM SPECIFIED HEREIN REGARDLESS OF CHANGE OF OWNERSHIP. IF I/WE DISAGREE WITH ANY RECOMMENDED MITIGATION MEASURES OR ALL OR PART OF THE MITIGATION MONITORING PROGRAM, IN LIEU OF MY/OUR SIGNATURE HEREON, I/WE MAY REQUEST RECONSIDERATION OF THE MATTER UPON SUBMITTAL OF THE APPLICABLE FEE AND DOCUMENTATION IN SUPPORT OF MY/OUR POSITION ON SAID MITIGATION MEASURES AND/OR MITIGATION MONITORING PROGRAM. (THE ENVIRONMENTAL AND PLANNING BOARD WILL RECONSIDER THE ISSUES AND TAKE ACTION AS DEEMED APPROPRIATE.)

Dated: 4-5-10 _____
Signature(s) of the Project Applicant(s)

Dated: _____ _____

2010 APR 14 AM 10: 47

PLANNING DIVISION

Project Type:	☒ Private Project ☐ Public Project
Project Applicant(s):	Americana at Brand Attn: Luis Carmenate 101 The Grove Drive Los Angeles, CA 90036 Glendale Galleria Ryan Hursh, General Manager 100 West Broadway, Suite 700 Glendale, CA 91210
Findings:	The Director of Community Planning, on **February 5, 2010**, after considering an Initial Study prepared by the Planning Division, found that the above referenced project would not have a significant effect on the environment and instructed that a Negative Declaration be prepared.
Mitigation Measures:	See attached Mitigation Monitoring and Reporting Program
Attachments:	Mitigation Monitoring and Reporting Program; Initial Study Checklist PEIF 2010-001
Contact Person:	Hassan Haghani, Director of Community Planning City of Glendale Community Planning Department 633 East Broadway Room 103 Glendale, CA 91206-4386 Tel: (818) 548-2140 Fax: (818) 240-0392

2010 APR 14 AM 10: 47

PLANNING DIVISION

CITY OF GLENDALE, CALIFORNIA
Community Planning Department

PROPOSED MITIGATED NEGATIVE DECLARATION
PEIF No. 2010-001
Advertising Signage Overlay Zone and Zone Change

The following Negative Declaration has been prepared in accordance with the California Environmental Quality Act of 1970 as amended, the State Guidelines, and the Environmental Guidelines and Procedures of the City of Glendale.	
Project Title/Common Name:	Advertising Signage Overlay Zone and Zone Change
Project Location:	The proposed Advertising Signage Overlay Zone (ASOZ) may be placed in areas of the city designated Downtown Specific Plan (DSP) and located within the boundaries of the Central Glendale Redevelopment Project Area, Glendale, Los Angeles County. The proposed zone change is located within the Galleria and Town Center districts of the Downtown Specific Plan bounded by West Broadway to the north, South Brand Boulevard to the east, Colorado Street to the south and South Columbus Street to the west, Glendale, Los Angeles County.
Project Description:	The project consists of the development of an ASOZ and a zone change to allow the ASOZ within the boundaries of Galleria and Town Center Districts of the Downtown Specific Plan and the installation of fifteen new signs specifically described below Additionally, the project will result in changes to the Americana at Brand sign program and the city's Zoning Code. The proposed ASOZ would be included in the Glendale Municipal Code and would only be allowed in the Downtown Specific Plan (DSP) land use designation of the city's General Plan, within the boundaries of the Central Glendale Redevelopment Project Area on sites that are a minimum of 20 contiguous acres in size and devoted to intense commercial activity, which includes retail, restaurant and entertainment uses. The proposed ASOZ would allow for the installation of wall signs not currently permitted under the existing zoning regulations provided the signs meet standards established in the proposed ASOZ. The proposed ASOZ would allow the advertising that is incidental to and related only to the primary use of a site within the ASOZ, including business transacted, services rendered or goods sold or produced within the ASOZ. The ASOZ would also allow more signs and larger signs than permitted outside of the zone, subject to the standards in the zone. These standards included limiting the type of material used to create the signs, the type of lighting used to illuminate the signs and the type of signs to "wall signs" and requiring framing around the signs and no covering of windows, doors or other openings or architectural elements or details. The proposed ASOZ strictly prohibits the construction of any structures needed to support any new sign with the exception of framing around signs. Specific locations and sizes of proposed signs are required as part of a zone change application to allow an ASOZ. The proposed zone change included in the project is a request to change the zoning on the Galleria and Town Center Districts of the DSP to include the proposed ASOZ

2010 APR 14 AM 10: 47

PLANNING DIVISION

APPLICATION INSTRUCTIONS for ENVIRONMENTAL INFORMATION FORM (EIF)

MSB Room 101, 633 E. Broadway at Glendale Avenue (818) 548-3200

Type of Project: Wall Advertising Panel Overlay Zone Planner: Roger Kiesel Date: 12/4/09

Project Address: The Americana At Brand - 889 Americana Way, Glendale, CA 91210
The Glendale Galleria - 100 Broadway Street, Suite 700, Glendale, CA 91210

FEES:

_____ $ _____ EIF Filing Fee
_____ $ _____ EIR Contract Preparation Fee

EXHIBITS:

Each exhibit must be clearly readable and labeled with the project title, exhibit title, address, and map scale with north arrow, if applicable. All exhibits become the sole property of the City of Glendale and are part of the permanent public record.

A. APPLICATIONS:

Enclosed — **Environmental Information Form (EIF):** Ten (10) copies of this form, with complete answers to all applicable questions. Answers must be typewritten or printed neatly, and ORIGINAL SIGNATURES (not copies) for the owner's affidavit, applicant's affidavit, and conflict of interest statement must appear on at least one copy. Photocopies of the form are acceptable.

_____ One (1) copy of application for _____

Photocopies are acceptable.

B. EXHIBITS TO BE PREPARED ON CITY BASE MAPS:

Base maps 1" = 100' and 1" = 200' scale are available at the Engineering Section, 633 East Broadway, Room 204, (818) 548-3645

To follow — **Location Map:** Ten (10) photocopies of an 8 ½ x 11 inch location map at a scale of 1" = 200'. Site location must be clearly identified and the map must show surrounding streets and properties within 300 feet of the subject property.

To follow — **Land Use Map:** One (1) original or photocopy map at a scale of 1" = 100' identifying the specific, current use of all properties within 300 feet of the subject property. The following symbols shall be used on the map to identify land uses:

Other land uses for which symbols are not shown should be clearly identified.

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PLANNING DIVISION

To follow — **Zoning Map**: One (1) original or photocopy map at a scale of 1" = 100' identifying the existing zoning within 500 feet of the exterior boundaries of the subject property. Zones shall be shown using the letter designations shown on the official City zoning maps, and all zone boundaries shall be clearly shown.

C. EXHIBITS TO BE PREPARED BY APPLICANT

Provide one (1) original plus ten (10) copies of each plan identified below unless accompanied by CUP or variance application. In this case only one (1) original copy is required.

See Attachment 1 — **Site Plan**: Showing the location of existing buildings, existing trees and major vegetation (identified by trunk diameter, botanical and common name), paved areas, topography (where applicable) and layout of proposed development. A Title Block in the lower right corner or along the right border should include: property owners name, site address, preparer's name, address, and phone number, date of drawing, scale, and working title of project.

N/A — **Cut and Fill Map**: Topographic map of the entire site, colored to indicate cut (brown), fill (yellow), natural (green), pads and streets (white) and retaining walls. The Map shall be drawn at the same scale as the site plan and shall indicate amounts of cut, fill, import, and export involved in the grading. Off-site grading shall also be shown.

N/A — **Cross Section**: Same scale as the cut and fill map (both vertically and horizontally), showing at least two (2) representative sections with existing and proposed sections clearly identified.

N/A — **Landscape Plan**: Fully dimensioned and detailed drawn at the same scale as the plot plan, and including: full specifications chart calling out all plant types by Latin and common name, number, size, planting distances, existing trees to be retained or removed, specification, planting and staking details, irrigation specifications, curbing, hardscape treatment, location of all street trees, light standards, parkway treatments, fences, and walls.

Already on file — **Floor Plan**: Drawn to a readily legible scale.

See Attachment 2, Attachment 3 — **Building Elevations**: Fully dimensioned elevation view of all exposed sides, fully specifying roof and wall material, color, and texture, surface detailing, sign placement, etc.

See Attachment 4, Attachment 5 — **Photographic Survey**: One (1) set of photographs, minimum size 3 x 5, labeled to indicate each view. Photographs should show both the general character and condition of the property as well as specific features involved in the request.

N/A — **Reductions**: One (1) reduced size (11" x 17") copy of all full size plan sheets submitted.

D. REPORTS AND OTHER MATERIALS

N/A — **Soils and Geology Report**: One (1) copy of a soil, geologic and seismic investigation of the project site prepared by a professional geologist registered in the Sate of California and experienced in the practice of engineering geology.

N/A — **Hydrology Study**: One (1) copy of a hydrologic investigation of the project site prepared by a civil engineer registered by the State of California and experienced in the science of hydrology and hydrologic investigation.

N/A — **Traffic Study**: One (1) copy of a report analyzing the traffic impacts, prepared by a traffic engineer.

N/A — **Historic Resource Assessment Report**: One (1) copy of a report analyzing the impacts to historic resources prepared by a historic preservation professional who satisfies the Secretary of the Interior's Professional Qualifications Standards (36 CFR 61).

Check Enclosed — **Administrative Fees**: Two (2) $50 checks made payable to the Los Angeles County Clerk, 12400 E. Imperial Hwy., Norwalk, CA 90650. Fees are for the County administrative charges.

Check Enclosed — One (1) $1,876.75 check made payable to the Los Angeles County Clerk, 12400 E. Imperial Hwy., Norwalk, CA 90650. Fee is for California Department of Fish and Game administrative charges.

____ **Other Materials**: N/A

ENVIRONMENTAL INFORMATION FORM (EIF)

MSB Room 101, 633 E. Broadway at Glendale Avenue (818) 548-3200

FOR OFFICE USE ONLY

EIF #: _____ Fee Receipt #: _____ Accepted By: _____ Date: _____

Case #: _____

Project Type: Wall advertising panel to be placed on existing buildings

Project Address: The Americana At Brand - 889 Americana Way, Glendale, CA 91210
The Glendale Galleria - 100 Broadway Street, Suite 700, Glendale, CA 91210

Assessor Parcel No(s): See Attachment 6

Legal Description (Attach if necessary): See Attachment 7 and Attachment 8

Co-Applicant's Name: The Americana At Brand LLC Phone: 323.900.8100
Fax: 323.900.8101

Address: 101 The Grove Drive City: Los Angeles, CA Zip Code: 90036

Person to Contact Regarding Project: Luis Carmenate for Americana

Co-applicant's Name: Glendale I Mall Associates, LLC, Glendale II Mall Associates, LLC, and Glendale Orbach's Associates, LLC

Person to Contact Regarding Project: Ryan Hursh for Galleria Phone: 818.459.6800
Fax: 818.459.6801

Address: 100 W. Broadway, Suite 700 City: Glendale, CA Zip Code: 91210

Property Owner Information: See above

Answer all questions completely, attach additional sheets if necessary

This form will be circulated to appropriate City Departments and/or other government agencies for review of potential environmental effect of the project described herein in order to make environmental determinations pursuant to the California Environmental Quality Act of 1970, as amended (Public Resource Code Sec. 21000 et.seq.).

1. PROJECT DESCRIPTION

A. Describe the proposed project in detail (attached additional sheets if necessary): See attachment 8.1

B. List and describe all permits and other public approvals required for this project (Federal, State, County, SCAQMD, City, etc.): New zone change and advertising overlay zone proposed.

C. List all public funding sources including state and federal, if applicable: N/A

2. EXISTING CONDITIONS

A. Project area (indicate square feet and/or acres):

The Americana At Brand	15.5 Acres
The Glendale Galleria	34.5 Acres
Total	50 Acres

B. Existing zoning: Downtown Specific Plan and Town Center Specific Plan

C. General Plan or Land Use designation for project area (use all appropriate land use categories):
Existing land use to remain; new Advertising Overlay Zone proposed.

D. Is the project site within a redevelopment area? Yes x No ____

E. Existing or most recent land use (be specific and attach photographs or snapshots):
Existing land use to remain; new Advertising Overlay Zone proposed. See Attachment 4 & 5 for photographs of existing and adjacent uses.

F. Year buildings on site were constructed:

The Americana At Brand	2008
The Glendale Galleria 1	1976
The Glendale Galleria 2	1983

Answer all questions completely, attach additional sheets if necessary

There are 100 condos and 238 apartments at the Americana At Brand. The condos are projected to be occupied 50% by January 2010 and the apartments are 96% occupied currently. Using a national average there would be

G. Number of people currently residing on the project site: approximately 2.7 persons per household

H. Slope characteristics of the site (use percentages if site falls into more than one category):

Flat/Sloping (0-8%) 0-8% Hilly (16-20%) _____

Rolling (9-15%) _____ Steep (over 20%) _____

I. Number, size and type of existing trees on site (all trees with height 10'-0" or more above ground must be listed): N/A

J. Describe all wildlife inhabiting or utilizing the site (include seasonal usage): N/A

K. Land use of surrounding properties. Indicate the type of use (residential, commercial, etc.), intensity of use (single family, apartments, shops, department stores, etc.) and number of stories of building. *Attach photographs of the vicinity.* See attachment 4 & 5

North: Commercial office, restaurant, retail - single story, multi story and high rise

South: Commercial, restaurant, retail , auto repair shot, motel - single story, multi story

East: Commercial, restaurant, retail, motels - single story, multi story

West: Single family residence, multi family, restaurant banquet hall, generally 1-4 stories

3. **RESIDENTIAL PROJECT (IF NOT RESIDENTIAL, DO NOT ANSWER, GO TO QUESTION 4)**

A. Number of dwelling units in each category:

Single Family: _____ Condominium: _____

Apartment: _____ Other: _____

B. Number of:

Efficiency units: _____ Floor area per unit: _____ sq. ft.

One bedroom: _____ Floor area per unit: _____ sq. ft.

Two bedroom: _____ Floor area per unit: _____ sq. ft.

Three or more bedrooms: _____ Floor area per unit: _____ sq. ft.

TOTAL FLOOR AREA: _____ sq. ft.

C. Total number of parking spaces provided: _____ Required: _____

Answer all questions completely, attach additional sheets if necessary

D. Number of stories: _____ Height: _____ feet. Number of structures: _____

E. Amount of landscaped open space provided: _____

4. **COMMERCIAL, INDUSTRIAL OR OTHER NON-RESIDENTIAL PROJECTS (IF RESIDENTIAL ONLY, DO NOT ANSWER, GO TO QUESTION 5)**

A. Type of use (be specific): Wall advertising panels for accessory uses.

B. Total floor area allocated to each (use list above): See attachment 9.1 sq. ft.

C. Number of stories: 12 stories max Height: 130 feet (+/-) feet.

D. Total number of parking spaces provided: Americana - 3,391 Galleria - 6,398 Total - 9,789 Required: Americana - 3,205 Galleria - 6,357 Total 9,562 (at full build out of entitlement rights)

Number of loading space provided: Americana 5, Galleria 8

E. Hours of operation: Americana M-Th 10AM-9PM F-Sat 10AM-10PM Sun 11AM-8PM Galleria Hours: M-Sat 10AM-9PM Sun 11AM-7PM

F. Maximum occupancy (# of persons): N/A

Employees (per shift): _____ Anticipated visitors (customers) per day: _____

G. Amount of landscaped open space: 2.5 acres sq. ft.

H. What exterior lighting is proposed: See attachment 8.1, 9 and attachments 12-26

5. **PRJOECT SCHEDULE**

A. Indicate the proposed scheduling of project development include estimated start date (month/year) and estimated completion time (months): Start February 2010 and completed installation March 2010

B. If applicable, indicate previous or completed phases of the project: N/A

C. If the project is a component of a larger plan or program, describe the project's future phases or extensions: N/A

6. **ENVIRONMENTAL EVALUATION**

A. Number, type and age of structures to be removed as a result of the project (specify residential or commercial structures, buildings height and square footage of all existing structures): N/A

B. Are any structures to be removed or altered listed in the City's Historic Preservation Element?

YES _____ NO x

Answer all questions completely, attach additional sheets if necessary

C. Will people currently residing on the site be removed or relocated by the project?

YES _____ NO x

If yes, attach a sheet(s) specifying number in each household, current tenants, current income, and tenant agreements.

D. Will the project affect hilly or mountainous terrain or will there be a substantial alteration of ground contours? YES _____ NO x Also, indicate the gross cubic yards of grading proposed _____ the acres of land to be graded _____, cubic feet of soil to be imported cubic feet of soil to be exported, and haul routes to be used _____

YES _____ NO x If yes, submit detailed report.

F. Has the soil been investigated for toxic contamination or has the site ever had underground or above ground storage of hazardous materials?

YES _____ NO x If yes, submit detailed report.

G. Number, size and type of tree(s) to be removed: No trees to be removed.

H. If the site is currently vacant, have any investigation been conducted to determine whether or not there are any paleontological or archaeological remains on the site?

YES _____ NO x If yes, attach report.

I. How will storm water runoff quality or quantity be affected by the proposed project? (Attach report if necessary) N/A

J. What dust, fumes, smoke, odors, air pollutants, or toxic air contaminants will be created either temporarily or permanently by the project you propose (include effects of construction activity):

N/A

K. What changes in existing noise or vibration levels will occur on the project site and the immediate area as a result of the project? Submit study if necessary. N/A

L. Will hazardous (toxic, corrosive, ignitable or explosive) materials be used on the site during construction and after the project is completed?

YES _____ NO x If yes, list materials and submit risk assessment. _____

M. Does the project require a Variance or Conditional Use Permit?

YES _____ NO x If yes, attach application(s).

OWNER'S AFFIDAVIT

I hereby certify that I am the legally authorized owner of all property involved in this application or have been empowered to sign as the owner on behalf of a corporation, partnership, business, etc., as evidenced by separate instrument attached herewith. I herby grant to the applicant of this form full power to sign all documents related to this application, including any conditions or litigation measures as may be deemed necessary.

I declare under penalty of perjury that the foregoing is true and correct.

Glendale I Mall Associates, Glendale II Mall Associates, LLC, and Glendale Orbach's Associates, LLC by:

Executed on (Date) 12/16/09 at Glendale, California

Owner's Signature Carol Jacob, Owner's Printed Name Glendale I Mall Associates, Glendale II Mall Associates, LLC, and Glendale Orbach's Associates, LLC

APPLICANT'S AFFIDAVIT

I hereby certify that the statements furnished above and in the attached exhibits represent the data and information required for this initial evaluation and that the facts, statements and information presented are true and correct to the best of my knowledge and belief. Further, should the stated information be found false or insufficient, I agree to the return of this form for appropriate revisions, understanding the City of Glendale cannot process this form until all applicable information is corrected or provided by the applicant. I herby certify that I have been legally authorized by the owner to present this application and to sign on behalf of all documents related to this application, including any conditions or litigation measures as may be deemed necessary. Note: When the applicant is a corporation, partnership, business, etc., a separate document verifying the authorization to sign for such applicant is required.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on (Date) 12-16-09 at Glendale, California

Applicant's Signature _____, Applicant's Printed Name Ryan Hirsch

CONFICT OF INTEREST STATEMENT

Section 84308 of the Government Code prohibits an elected or appointed office, or alternate, or candidate for office who serves on a quasi-judicial board or commission, from accepting, soliciting or directing a contribution of $250.00 or more from any person, or his or her agent, who has an application or a license, permit or other entitlement for use pending before any body of which the office or alternate is a member of, or for three (3) months following the date a decision is rendered on an application, or from any person, or his agent, who actively supports or opposes the application. Further, said State law section requires applicants for permits to disclose whether or not they have made any such contributions to any board or commission members. Therefore, the following statement must accompany every application filed with the Planning Division for processing:

Have your or your agent made a contribution for election purposes of $250.00 or more to any member of the Planning Commission, Board of Zoning Adjustments, Environmental Planning Board, or Zoning Administrator during the twelve (12) months preceding filing of this application?

YES ____ NO X If yes, to Whom _____, When _____

I hereby certify under penalty of perjury that the above information is true and correct.

Applicant's Signature _____ Date 12-16-09

OWNER'S AFFIDAVIT

I hereby certify that I am the legally authorized owner of all property involved in this application or have been empowered to sign as the owner on behalf of a corporation, partnership, business, etc., as evidenced by separate instrument attached herewith. I herby grant to the applicant of this form full power to sign all documents related to this application, including any conditions or litigation measures as may be deemed necessary.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on (Date) DECEMBER 15, 2009 at LOS ANGELES, California

Owner's Signature X _____, Owner's Printed Name The Americana At Brand LLC BY: RICK J. CARUSO

APPLICANT'S AFFIDAVIT

I hereby certify that the statements furnished above and in the attached exhibits represent the data and information required for this initial evaluation and that the facts, statements and information presented are true and correct to the best of my knowledge and belief. Further, should the stated information be found false or insufficient, I agree to the return of this form for appropriate revisions, understanding the City of Glendale cannot process this form until all applicable information is corrected or provided by the applicant. I herby certify that I have been legally authorized by the owner to present this application and to sign on behalf of all documents related to this application, including any conditions or litigation measures as may be deemed necessary. Note: When the applicant is a corporation, partnership, business, etc., a separate document verifying the authorization to sign for such applicant is required.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on (Date) DECEMBER 15, 2009 at LOS ANGELES, California

Applicant's Signature _____, Applicant's Printed Name LUIS CARAENATE

CONFICT OF INTEREST STATEMENT

Section 84308 of the Government Code prohibits an elected or appointed office, or alternate, or candidate for office who serves on a quasi-judicial board or commission, from accepting, soliciting or directing a contribution of $250.00 or more from any person, or his or her agent, who has an application or a license, permit or other entitlement for use pending before any body of which the office or alternate is a member of, or for three (3) months following the date a decision is rendered on an application, or from any person, or his agent, who actively supports or opposes the application. Further, said State law section requires applicants for permits to disclose whether or not they have made any such contributions to any board or commission members. Therefore, the following statement must accompany every application filed with the Planning Division for processing:

Have your or your agent made a contribution for election purposes of $250.00 or more to any member of the Planning Commission, Board of Zoning Adjustments, Environmental Planning Board, or Zoning Administrator during the twelve (12) months preceding filing of this application?

YES ____ NO X If yes, to Whom _____, When _____

I hereby certify under penalty of perjury that the above information is true and correct.

Applicant's Signature _____ Date 12/15/09

D-32f (Rev 1/2007)

PEIF No. 2010-001
ADVERTISING SIGNAGE OVERLAY ZONE AND ZONE CHANGE
MITIGATION MONITORING AND REPORTING PROGRAM

A.3.1 Signs shall not be viewed primarily from a pedestrian street, as identified in the DSP, unless the impacts from the sign may be eliminated or otherwise minimized if the sign is incorporated as an architectural element in such a way that it will contribute to the pedestrian character of the pedestrian street and to the area in general, subject to the approval of the Director of Community Planning.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection). Throughout the life of the proposed project.
Responsibility:	Director of Community Planning.

A.3.2 Signs shall be installed such that they prevent the loss of architectural features, including windows, doors or other opening or elements and details of the building.

Monitoring Action:	Plan review and site inspection.
Timing:	Prior to issuance of development permits (plan review). Prior to final building inspection (site inspection).
Responsibility:	Director of Community Planning.

Agreement to Proposed Mitigation Measures and Mitigation Monitoring Program

I/WE THE UNDERSIGNED PROJECT APPLICANT (S), HEREBY AGREE TO MODIFICATION OF THE PROJECT TO CONFORM WITH THE IMPACT MITIGATION MEASURES AND THE MITIGATION MONITORING PROGRAM SPECIFIED HEREIN REGARDLESS OF CHANGE OF OWNERSHIP. IF I/WE DISAGREE WITH ANY RECOMMENDED MITIGATION MEASURES OR ALL OR PART OF THE MITIGATION MONITORING PROGRAM, IN LIEU OF MY/OUR SIGNATURE HEREON, I/WE MAY REQUEST RECONSIDERATION OF THE MATTER UPON SUBMITTAL OF THE APPLICABLE FEE AND DOCUMENTATION IN SUPPORT OF MY/OUR POSITION ON SAID MITIGATION MEASURES AND/OR MITIGATION MONITORING PROGRAM. (THE ENVIRONMENTAL AND PLANNING BOARD WILL RECONSIDER THE ISSUES AND TAKE ACTION AS DEEMED APPROPRIATE.)

Dated: 3/25/10 Ryan Hursh GM-Chandler Galleria

Signature(s) of the Project Applicant(s)

Dated: _____ _____

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