

ADDENDUM TO MITIGATED NEGATIVE DECLARATION REVISIONS TO THE ADVERTISING SIGNAGE OVERLAY ZONE (ASOZ)

The Advertising Signage Overlay Zone (ASOZ) is located in areas of the city designated Downtown Specific Plan (DSP) and within the boundaries of the Central Glendale Redevelopment Project Area.

The existing ASOZ area is 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.

INTRODUCTION

On March 23, 2010, the City Council approved the Advertising Signage Overlay Zone (ASOZ) and adopted a Final Mitigated Negative Declaration (MND) for the project. Council's approval included both text and map amendments. Chapter 30.26 Advertising Signage Overlay Zone (ASOZ) established criteria by which a geographic area could be designated as an ASOZ and certain regulations for signs allowed by the ASOZ. The City's zone map was amended to place the overlay zone on the Galleria and Town Center districts of the Downtown Specific Plan (DSP) and identified areas where ASOZ signs could be installed.

It is currently proposed to amend the text of the ASOZ and the City's zone map. The purpose of this addendum is to evaluate the proposed revisions.

DISCUSSION OF PROJECT CHANGES

Previously approved project

The ASOZ established criteria by which a geographic area could be designated as an ASOZ and contained certain regulations for signs allowed by the ASOZ. These regulations included that only "ASOZ accessory signs" be permitted. An "ASOZ accessory sign" can carry advertisement for services and goods sold or produced anywhere on the premises or within the ASOZ. ASOZ regulations required these signs to be wall signs and prohibited animated signs and the use of light emitting diodes (LED). Section 30.33.040.H of the City's sign regulations prohibit signs located in the public right-of-way, with limited exceptions. The ASOZ is silent with regard to signs in the right-of-way and, therefore, regulations regarding this defer to Chapter 30.33.

As part of the 2009 zone change application, specific locations of certain wall signs (ASOZ accessory signs) within both the Glendale Galleria and the Americana at Brand were identified.

Revised Project

The requested amendments to the project include the following:

- Allow non-accessory signs.
- Allow animated signs.
- Expand the types of signs allowed in the ASOZ to include banners and ground signs both within the public right-of-way and on private property.
- Amend the zone map to incorporate the proposed new signs identifying the locations of permitted signs.

CEQA GUIDELINES

Pursuant to Title 14 CCR Section 15162, Subsequent Negative Declarations, subsection (a), when a negative declaration has been adopted for a project, no subsequent negative declaration shall be prepared for that project unless the lead agency determines, on the basis of substantial evidence in the light of the whole record, one or more of the following:

- (1) Substantial changes are proposed which will require major revisions of the previous negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- (2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
- (3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous negative declaration was adopted, shows any of the following:
 - (A) The project will have one or more significant effects not discussed in the previous negative declaration;
 - (B) Significant effects previously examined will be substantially more severe than shown in the previous negative declaration;

Section 15164 of Title 14 CCR allows for the preparation of an addendum if some changes to a previously adopted negative declaration are necessary but none of the conditions described in Section 15162 calling for the preparation of a subsequent negative declaration have occurred.

This Addendum concludes that the proposed zone text and zone map amendments will not result in any of the circumstances requiring a subsequent or supplemental MND. The information and analysis in this Addendum shows that:

- (1) No substantial changes are proposed, or have occurred, in the approved Project, which will require major revisions to the previously adopted MND due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- (2) No substantial changes are proposed or have occurred with respect to the circumstances under which the project is undertaken that will require major revisions of the previously adopted MND due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; and
- (3) No new information as defined by Public Resources Code Section 21166 and *State CEQA Guidelines* Section 15162 related to the approved Project results in any new or more severe significant effects not discussed or shown in the previously adopted MND.

ENVIRONMENTAL ANALYSIS

Aesthetics

As analyzed in Section A of the MND, significant impacts to aesthetics are identified and mitigation measures were incorporated into the project to reduce these impacts to less than significant levels. Proposed amendments to the ASOZ would allow banners and ground signs. Scenic vistas in Glendale are limited to long distance views along the major streets. Given the limited number of these signs and regulations restricting their size and location, street corridor vistas would not be adversely impacted. A mitigation measure required in the adopted mitigated negative declaration prevented signs from being viewed primarily from a pedestrian street, with limited exceptions. Certain proposed ground signs will be viewed from Brand Boulevard, a pedestrian street. The new sign types would not degrade the visual character or quality of the site given constraints on their size and location. Additionally, the purpose of many of the proposed signs is to provide directions to pedestrians. Only direct illumination of signs is permitted by the ASOZ and a technical lighting report determined that slight increases (up to 1 footcandle) would occur in indirect illumination resulting in a less than significant impact related to light and glare. Proposed standards for animated signs require that maximum brightness levels not exceed ambient light levels. As such, no new source of light or glare would adversely affect day or nighttime views. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Agricultural Resources

As analyzed in Section B of the MND, no impacts to agricultural resources are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Air Quality

As analyzed in Section C of the MND, no significant impacts to air quality are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Biological Resources

As analyzed in Section D of the MND, no impacts to biological resources are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Cultural Resources

As analyzed in Section E of the MND, no impacts to cultural resources are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Geology and Soils

As analyzed in Section F of the MND, no significant impacts to geology and soils are identified and no mitigation measures are required. No new or substantially greater impacts would occur with

implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Greenhouse Gas Emissions

Greenhouse Gas (GHG) Emissions are said to result in an increase in the earth's average surface temperature commonly referred to as global warming. This rise in global temperature is associated with long-term changes in precipitation, temperature, wind patterns, and other elements of the earth's climate system, known as climate change. These changes are now broadly attributed to GHG emissions, particularly those emissions that result from the human production and use of fossil fuels.

Climate changes resulting from GHG emissions could produce an array of adverse environmental impacts including water supply shortages, severe drought, increased flooding, sea level rise, air pollution from increased formation of ground level ozone and particulate matter, ecosystem changes, increased wildfire risk, agricultural impacts, ocean and terrestrial species impacts, among other adverse effects.

In 2006, the State passed the Global Warming Solutions Act of 2006, commonly referred to as AB 32, which set the greenhouse gas emissions reduction goal for the State of California into law. The law requires that by 2020, State emissions must be reduced to 1990 levels by reducing greenhouse gas emissions from significant sources via regulation, market mechanisms, and other actions.

Senate Bill 375 (SB 375), passed in 2008, links transportation and land use planning with global warming. It requires the California Air Resources Board (ARB) to set regional targets for the purpose of reducing greenhouse gas emissions from passenger vehicles. Under this law, if regions develop integrated land use, housing and transportation plans that meet SB 375 targets, new projects in these regions can be relieved of certain review requirements under CEQA. The Southern California Association of Governments (SCAG) has prepared the region's Sustainable Communities Strategy (SCS), which is part of the Regional Transportation Plan (RTP). Glendale has an adopted Greener Glendale Plan, which meets regional greenhouse gas reduction targets, as established by SCAG and adopted by the ARB. The Greener Glendale Plan uses land use development patterns, transportation infrastructure investments, transportation measures and other policies that are determined to be feasible to reduce GHG.

It should be noted that an individual project's GHG emissions will generally not result in direct impacts under CEQA, as the climate change issue is global in nature, however an individual project could be found to contribute to a potentially significant cumulative impact. The project would not result in cumulatively considerable impacts associated with GHG emissions since the project only proposes revisions to sign regulations in the ASOZ.

In an effort to implement State mandates under AB32 and SB375 that address climate change in local land use planning, local land use jurisdictions are generally preparing GHG emission inventories and reduction plans and incorporating climate change policies into local General Plans to ensure development is guided by a land use plan that reduces GHG emissions. The City of Glendale adopted the Greener Glendale Plan with strategies to reduce GHGs. These strategies will provide direction for individual development projects to reduce GHG emissions and help the City meet its GHG emission reduction targets.

For the reasons discussed above, the project would not conflict with an applicable plan, policy or regulation adopted for the purpose of reducing the emissions of greenhouse gases.

Hazards and Hazardous Materials

As analyzed in Section G of the MND, no significant impacts to hazards and hazardous materials are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Hydrology and Water Quality

As analyzed in Section H of the MND, no significant impacts to hydrology and water quality are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Land Use

As analyzed in Section I of the MND, no significant impacts to land use are identified and no mitigation measures are required. Proposed revisions to the ASOZ will allow non-accessory and animated signs and signs in the public right-of-way. These types of signs, with limited exception, are not permitted in the city's sign regulations. Should revisions to the ASOZ be approved, signs approved in conformance with the ASOZ will be consistent with the city's zoning code. Regulations regarding location, number, illumination and image changes will ensure quality of the signs will be maintained and no new impacts will be created. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Mineral Resources

As analyzed in Section J of the MND, no impacts to mineral resources are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Noise

As analyzed in Section K of the MND, no impacts to noise are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Population and Housing

As analyzed in Section L of the MND, no impacts to population and housing are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Public Services

As analyzed in Section M of the MND, no significant impacts to public services are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Recreation

As analyzed in Section N of the MND, no significant impacts to recreation are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Traffic and Transportation

As analyzed in Section O of the MND, no significant impacts to traffic and transportation are identified and no mitigation measures are required. Proposed amendments to the ASOZ would allow animated signs. Proposed standards for animated signs include that images cannot change more than every eight seconds and "transition" periods occur between images not less than one second in duration. Additionally, the maximum illumination levels for animated signs will not be able to exceed ambient light levels. These restrictions will ensure that any animated sign will not increase traffic hazards. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.

Utilities and Service Systems

As analyzed in Section P of the MND, no significant impacts to utilities and service systems are identified and no mitigation measures are required. No new or substantially greater impacts would occur with implementation of the proposed changes to the project when compared to those identified in the previous environmental review document.