



CITY OF GLENDALE, CALIFORNIA  
Community Development  
Planning

633 E. Broadway, Suite 103  
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glendaleca.gov

September 4, 2019

Simuzar Sharafatdinova  
555 West 5th Street  
Los Angeles, CA 90013

**RE: MINOR ADMINISTRATIVE PERMIT NO. PMAP1917937  
600 AMERICANA WAY, C-8 ("MOITIE")**

Dear Simuzar Sharafatdinova:

Pursuant to the provisions of the Glendale Town Center Specific Plan, Chapter 3 A, your application for a Minor Administrative Permit to allow the operation of a cart within the Americana at Brand development, located at 600 Americana Way, Cart C-8, is hereby **APPROVED WITH CONDITIONS** based on the following findings:

**A. *How is the proposed use consistent with the City of Glendale General Plan?***

The Glendale General Plan serves as the long-term planning guide for future development throughout the City. More specifically, the Land Use Element within the General Plan encourages, among many things, improved commercial activities within the Central Glendale area. The operation of the Americana at Brand project increases downtown commercial activity. The proposed cart, demonstration and sales of cosmetic products (temporary lash extensions), is a component of the Americana and will assist in improving downtown commercial activities.

**B. *How will the proposed use and application be consistent with the Town Center Specific Plan?***

The Glendale Town Center Specific Plan permits the operation of carts, subject to the issuance of a minor administrative permit. The Specific Plan is intended to facilitate the creation of a high-quality pedestrian district with a sense of place within the Americana at Brand. The cart, "Moitie", will help foster this objective and promote pedestrian activity within the open space area.

**C. *Why will the establishment and operation of the proposed use at the location proposed not endanger or constitute a menace to the public health or safety of persons residing or working within or in the immediate vicinity of the Town Center Specific Plan site?***

The cart is located within the open space area of the Americana at Brand project. Approval of this minor administrative permit is subject to certain conditions, which will ensure the safety of residents, employees and patrons of the Americana at Brand.

Approval of the minor administrative permit shall be subject to the following conditions:

1. That the cart shall be located in the area indicated in the attached map.
2. That the development shall be in substantial compliance with the plans submitted with the application and any conditions made a part of the approval of this project.

3. That each attended cart, kiosk or food service pavilion on public property shall be approved individually as to size, design and aesthetic characteristics including, signs, by the Director of Community Development.
4. That a Business Registration Certificate be applied for the retail cart.
5. That signs shall be in compliance with Section 3.T of the Specific Plan.

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper City and public agency. Under the provisions of the Glendale Municipal Code, Title 30, Chapter 30.62, any person affected by the above decision has the right to appeal said decision to the Planning Commission if it is believed that the decision is in error or that procedural errors have occurred, or if there is substantial new evidence which could not have been reasonably presented. It is strongly advised that appeals be filed early during the appeal period and in person so that imperfections/incompleteness may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms within fifteen (15) days following the actual date of the decision. Information regarding appeals and appeal forms will be provided by the Permit Services Center (PSC) or the Community Development Department (CDD) upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **September 19, 2019** at the Permit Services Center (PSC), 633 East Broadway, Room 101, Monday thru Friday 7:00 a.m. to 12:00 p.m., or at the Community Development Department (CDD), 633 East Broadway, Room 103, Monday thru Friday 12:00 p.m. to 5:00 p.m.

Sincerely,

PHILIP LANZAFAME  
Director of Community Development



Roger Kiesel  
Senior Planner

RK: dm