



CITY OF GLENDALE, CALIFORNIA

Community Development
Planning

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October 17, 2022

Applicant:

Grayr Agadzhanian
318 N. Central Avenue
Glendale, CA 91203

**RE: 318 NORTH CENTRAL AVENUE
ADMINISTRATIVE USE PERMIT CASE NO. PAUP 2201209
(Seven Seas Gourmet Foods)**

The Director of Community Development will render a final decision on or after **October 27, 2022**, for the following project:

Project proposal: Application for an Administrative Use Permit (AUP) to allow the sale of alcoholic beverages for off-site consumption (ABC License Type 21) at an existing, 840 square-foot, specialty retail food store (Seven Seas Gourmet Foods), located in the DSP Zone, Orange Central District.

STAFF RECOMMENDATION: APPROVE WITH CONDITIONS

DRAFT CONDITIONS OF APPROVAL

1. That the development shall be in substantial accord with the plans submitted with the application except for any modifications as may be required to meet specific code standards or other conditions stipulated herein to the satisfaction of the Director of Community Development.
2. That all necessary licenses, approvals, and permits as required from Federal, State, County or City authorities including the City Clerk shall be obtained and kept current at all times.
3. That sufficient measures shall be enforced to effectively eliminate interior and exterior loitering, parking congestion, disturbing noise, disturbing light, bud conversation, and criminal activities.
4. That the sale of alcoholic beverages for off-site consumption shall be in full accord with the regulations and conditions established by the State Department of Alcoholic Beverage Control.

5. That no exterior signs advertising the sales of alcoholic beverages be permitted.
6. That the premises shall be maintained in a clean and orderly condition, free of weeds, trash and graffiti.
7. That any expansion or modification of the facility or use which intensifies the existing Administrative Use Permit shall require a new Administrative Use Permit application. Expansion shall constitute adding floor area, changes to the use or operation, or any physical change as determined by the Planning Hearing Officer with concurrence by the Director of Community Development.
8. That the off-site sale of alcoholic beverages shall be incidental to the main use as a retail food establishment and that the sale of alcoholic beverages for consumption on the premises is strictly prohibited.
9. That individual unit sales of alcoholic beverages shall be restricted. No individual unit sales for beer shall be allowed. No individual unit sales for wine less than a full-sized bottle shall be allowed.
10. That the business shall provide training for its personnel regarding sales to minors or intoxicated persons. Alcoholic Beverage Control staff is available and can provide this training.
11. That store display racks shall be positioned such that they are in a clear line of sight by management and staff with no restricting view and that they be appropriately lit.
12. That signs shall be posted clearly specifying no sales to minors or intoxicated persons.
13. That the proprietor and his/her employees shall make an active and conscientious effort to keep customers and employees from trespassing, loitering, or consuming any alcoholic beverages on the property, adjacent properties or otherwise making disturbances in the area.
14. That the business shall adhere to the City's Fresh Air Ordinance, Title 15, Chapter 8.52 of the Glendale Municipal Code.
15. That the business shall be operated in full accord with applicable State, County, and local laws.
16. That access to the premises shall be made available to all City of Glendale Planning and Neighborhood Services Divisions, Police Department, and Fire Department staff upon request for the purpose of verifying compliance with all laws and conditions of this approval.
17. That all signs displayed shall conform to the approved Sign Program for the mixed-use development, and all requirements of the Glendale Municipal Code, Chapter 30.33.

PROJECT BACKGROUND

Previous Permits for the Site: The tenant space has been occupied by Seven Seas Gourmet Foods since the building was completed in 2016.

Related Concurrent Permit Application(s): None at this time.

Environmental Determination: The project is exempt from CEQA review as a Class 1 “Existing Facilities” exemption, pursuant to State CEQA Guidelines Section 15301(e), because the discretionary permit request is to allow for off-site sales of alcoholic beverages at an existing retail specialty food store and there is no added floor area proposed.

General Plan: DSP - Downtown Specific Plan

Zone: DSP/OC – DSP Orange Central District

Description of Existing Property and Uses: The subject property is located on the north-east corner of Central Avenue and California Avenue. The property is developed with a six-story mixed-use building with 80 residential units located within floors 2 through 6, and approximately 7,000 square feet of ground floor commercial space. The ground floor occupancies include a residential lobby, a yoga studio, and a hair salon. The subject tenant space has been occupied by the retail food store (Seven Seas Gourmet Foods) since the building was completed in 2016. The site is bordered by a residential development on the north (Lex on Orange), a former tire and automotive service business on the east (now closed), a large stand-alone retail building on the south (Sears, now closed), and a mixed-use project on the west (Onyx). Currently, there are 167 parking spaces serving all residential and commercial uses in the building.

Neighboring Zones and uses

Direction	Zone	Existing Land Use
North	DSP/OC – Downtown Specific Plan / Orange Central District	Mixed-Use
South (across California Avenue)	DSP/OC – Downtown Specific Plan / Orange Central District	Commercial - Retail
East	DSP/OC – Downtown Specific Plan / Orange Central District	Commercial – Automotive Repair and Service
West (across Central Avenue)	DSP/TD – Downtown Specific Plan / Transitional District	Mixed-Use
Project Site	DSP/OC – Downtown Specific Plan / Orange Central District	Mixed-Use

COMMENTS FROM OTHER CITY DEPARTMENTS: No major concerns were received from the various city divisions/departments. Conditions have been received from the Police Department to ensure that any potential negative impact will be appropriately mitigated. These conditions will be made part of the application if the AUP is approved.

PROJECT ANALYSIS

The subject site is located within the General Plan – Land Use Element designation of Downtown Specific Plan (DSP) and specifically in the DSP Orange Central district. The DSP Orange Central district is centrally located with the downtown and, because of its walkable proximity to major retail and employment areas, is suitable for new, urban housing development of both mixed-use or free-standing residential buildings. Located along a primary commercial corridor, the Orange Central district is intended to offer a full range of goods and services in support of downtown residential and commercial development in order to achieve the goal of an “18-Hour” day in the downtown. As a result, this district has a broad list of permitted land uses and goods and services and generally attracts clientele from the adjoining residential neighborhoods as well as the surrounding community. Retail food stores are permitted in this district and the sale of alcoholic beverages for off-site consumption is permitted with the approval of an AUP and will help in the achievement of the 18-Hour day desired goal.

The subject site is located on the corner of Central Avenue and California Avenue. Central Avenue is considered a major arterial and California Avenue is considered an urban collector in the City’s Circulation Element. When the current mixed-use building on the site was approved in 2011, an environmental analysis was completed, including a traffic study that showed the project would not create any traffic-related impacts on area streets over and above existing conditions. The retail food store has been in operation since 2016 and the addition of the sale of alcoholic beverages for off-site consumption is complementary to the retail gourmet food store and is consistent with the uses contemplated in the traffic study and thus the request would not create any traffic-related impacts.

The subject tenant is adjacent to other complementary businesses, including retail, restaurant, and service uses. The surrounding area is made up of multi-story, multi-family residential development on the north and west, as well as a one-story commercial building on the east and a large retail building on the south.

The proposed sale of alcoholic beverages for off-site consumption at the existing retail food store will be consistent with the elements and objectives of the General Plan. The land use designation of the site is Downtown Specific Plan (DSP). One of the purposes of this designation is to encourage the location of a wide range of activities to maintain a dynamic environment. The retail food store, with the addition of the sale of alcoholic beverages for off-site consumption, will facilitate and promote an exciting, lively area, and will complement the other existing entertainment, restaurant, and retail uses and will enhance the environment desired in the DSP. Given that the project site is already developed and the AUP application only requests the sale of alcoholic beverages for off-site consumption, other elements of the General Plan, including Open Space, Recreation, Housing and Noise Elements, will not be impacted as a result of the proposal.

The project site is located in Census Tract No. 3018.02 and contains other businesses selling alcoholic beverages. This census tract suggests a limit of three off-sale licenses. There are currently six off-sale licenses in this census tract. The proposed application will bring the total to seven. According to the City’s Part 1 crime statistics for this census tract, there were 239 crimes reported in 2021, which is 43% above the citywide average of 167 crimes.

While this census tract contains more off-sale establishments than is suggested, the project

does not include on-site consumption of alcoholic beverages and the site is located in downtown Glendale, where a concentration of retail food establishments is encouraged. Also, while this census tract has more crime than in other areas of the city, it has a higher concentration of entertainment and retail uses, which may partially explain the higher crime rate, as compared to the lower density residential areas which typify most of the city. Neither the Glendale Police Department nor the Neighborhood Services Division cited concern related to this application, the number of establishments selling alcoholic beverages for off-site consumption, or the amount of crime.

The approval of the AUP for the sale of alcoholic beverages for off-site consumption would not be a detriment to the safety and public welfare of the neighborhood in general. The nearest schools are Columbus Elementary School and Daily Continuation High School, both of which are located approximately one-half mile from the subject property. Overall, the applicant's request for the sale of alcoholic beverages for off-site consumption can be supported based on the facts surrounding this application and the findings as described below.

DRAFT FINDINGS

A. That the proposed use will be consistent with the various elements and objectives of the general plan.

The proposed addition of the sale of alcoholic beverages for off-site consumption to the existing retail gourmet food store (Seven Seas Gourmet Foods), located at 318 North Central Avenue, is consistent with the elements and objectives of the General Plan. Retail food stores are a permitted use and the sale of alcoholic beverages for off-site consumption with approval of an administrative use permit are permitted within the DSP/OC District, and are therefore consistent with the land use designation. In addition, the Orange-Central District includes a wide mix of commercial, retail, restaurant, and multi-family dwellings with the intent of encouraging wide-ranging activities to create a dynamic 18-Hour day environment. The applicant's request to add the sale of alcoholic beverages for off-site consumption to the existing retail food store will be in keeping with the goals of the area to promote business and pedestrian-friendly commercial uses.

The Land Use Element of the Glendale General Plan designates the subject site as Downtown Specific Plan. The subject site is in a mixed-use and commercial area along Central Avenue (identified as a Major Arterial in the Circulation Element) that is suitable for this type of use. Given that the project site is already developed and the administrative use permit application only requests the off-site sales alcoholic beverages at the existing retail food store, no other elements of the General Plan, including the Open Space, Recreation and Housing Elements will be impacted as a result of the proposed application. Therefore, the proposed use is in keeping with the various elements and objectives of the General Plan.

B. That the use and its associated structures and facilities will not be detrimental to the public health or safety, the general welfare, or the environment.

The applicant's request for an administrative use permit is would not be detrimental to the public health or safety, the general welfare, or the environment, as conditioned. The existing retail food store would only offer the sale of alcoholic beverages for off-site

consumption. The 840 square-foot retail food store is located in an area that already has numerous shopping, dining and entertainment destinations that are in close proximity to the site. The impact of the sale of alcoholic beverages for off-site consumption, as a complementary addition to the retail sale of food products, on the residential uses within the adjacent mixed-use and multi-family developments would be minimal given the limited size of the retail store and the complementary addition to the existing retail food sales, and supported by the fact that many restaurants and other commercial uses are already located in the area. In addition, there are no known churches, private or public schools or colleges, day care facilities or hospitals near the subject location.

While the area contains more off-sale establishments than is suggested for the census tract, these types of uses are encouraged within downtown. The DSP policies are designed to encourage a wide range of activities to maintain a dynamic environment, including a concentration of residential, retail, restaurant, and entertainment uses.

According to the Glendale Police Department, the project site is located in Census Tract No. 3018.02 and contains other businesses selling alcoholic beverages. This census tract suggests a limit of three off-sale licenses. There are currently six off-sale licenses in this census tract. The proposed application will bring the total to seven. According to the City's Part 1 crime statistics for this census tract, there were 239 crimes reported in 2021, which is 43% above the citywide average of 167 crimes. While this census tract contains more off-sale establishments than is suggested, the project does not include on-site consumption of alcoholic beverages and the site is located downtown Glendale, where a concentration of retail food establishments is encouraged. Also, while this census tract has more crime than in other areas of the city, it has a higher concentration of entertainment and retail uses, which may partially explain the higher crime rate, as compared to the lower density residential areas which typify most of the city. Neither the Glendale Police Department nor the Neighborhood Services Division cited concern related to this application, the number of establishments selling alcoholic beverages for off-site consumption, or the amount of crime. In addition, suggested conditions recommended by the Glendale Police Department have been included in the conditions of approval to ensure that any potential negative impacts will be appropriately mitigated.

C. That the use and facilities will not adversely affect or conflict with adjacent uses or impede the normal development of surrounding property.

The addition of the sale of alcoholic beverages for off-site consumption at the existing food store will not adversely affect or conflict with adjacent uses or impede the normal development of surrounding property, as conditioned. The proposal would not conflict with the adjacent and surrounding land uses and in fact, this type of use, which is complementary to the food store, is encouraged in this pedestrian-oriented, Downtown area. The proposed addition of the sale of alcoholic beverages for off-site consumption will not impede normal development within the surrounding area, since the project site is already fully developed, including the existing food store; the use would not impede any redevelopment of Central Avenue, given the proposed AUP only requests the sale of alcoholic beverages in conjunction to the existing food store.

Multi-family residential uses are located above the existing food store and within adjacent buildings. However, given the commercial and mixed-use nature of the Downtown area, the complementary addition of the sale of alcoholic beverages to the existing food store, the number of existing establishments in the area that serve and sell alcoholic beverages, and

the fact that the AUP is subject to conditions, the request for off-site sale of alcoholic beverages would not adversely impact the neighborhood.

The recommended conditions will ensure that the addition of the sale of alcoholic beverages for off-site consumption to the existing food store will not conflict with any nearby uses. Section 30.64.020 of the Glendale Municipal Code provides for continuing jurisdiction over the use so that any adverse effects will not be allowed. As a result, the proposal is not anticipated to cause any conflicts with surrounding development in the future.

D. That adequate public and private facilities such as utilities, landscaping, parking spaces and traffic circulation measures are or will be provided for the proposed use.

Adequate public and private facilities such as utilities, landscaping and traffic circulation are provided for the site and the use. The project site is already developed as are the associated facilities. The mixed-use project provides 167 parking spaces for use by residents and commercial business employees and patrons; a parking exception was approved by City Council in 2010 for minor reduction from the 172 parking spaces required by Code for the development. The parking demand would not intensify with the applicant's request to allow for the addition of the sale of alcoholic beverages at the existing food store beyond that anticipated in the original 2010 approval. Central Avenue is identified as a major arterial street in the city's Circulation Element and this street can adequately handle the existing traffic circulation adjacent to the site. The applicant's AUP request will not require any new city services, nor will it require any changes to the parking or traffic circulation.

REQUIRED ADDITIONAL FINDINGS OF FACT FOR AN AUP FOR ALCOHOL SALES, SERVICE AND CONSUMPTION

That all the criteria set forth in Section 30.49.030 to be considered in making the findings in subsection a. through d. above have all been met and thoroughly considered:

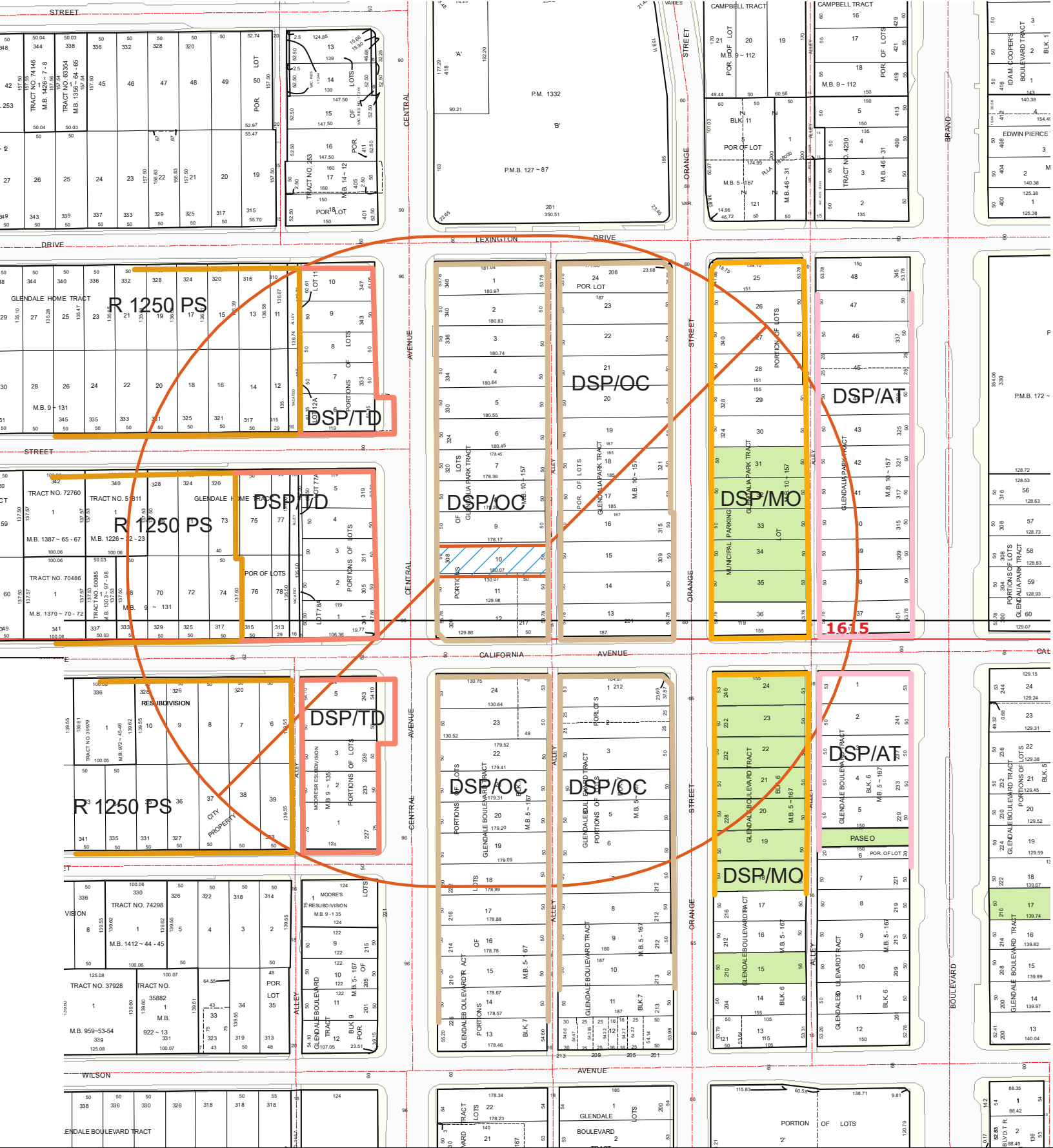
1. That such use will not tend to intensify or otherwise contribute to the adverse impacts on the surrounding area caused by over concentration. The Glendale Police Department noted no concerns with this proposal as noted in Finding B above.
2. That such use will not tend to encourage or intensify crime within the district. No evidence has been presented which would indicate that the addition of the sale of alcoholic beverages for off-site consumption at the existing food store would encourage or intensify crime within the district as noted in Finding B above.
3. That such use will not adversely impact any other uses within the surrounding area (church, public or private schools or college, day care facility, public park, library, hospital or residential use). The nearest schools are Columbus Elementary School and Daily Continuation High School, both of which are located approximately one-half mile from the subject property. There are no other known churches, private or public schools or colleges, day care facilities or hospitals near the proposed tavern. While residential uses are located nearby, the project is conditioned to ensure the proposed addition of the sale of alcoholic beverages for off-site consumption at the existing food store will be in compliance with all municipal codes and State law. The proposed off-site sales of alcoholic beverages at the existing food store is not anticipated to adversely impact other neighboring uses in this area.

4. That the proposed use satisfies its transportation or parking needs as described above because adequate access is available to serve this use. As noted in Finding D above, additional parking is not required due to the building providing 167 parking spaces, as approved by City Council.
5. Notwithstanding consideration of the aforementioned information, the proposed off-site sales of alcoholic beverages is complementary to the existing food store and does serve a public convenience for the area and will be compatible with the surrounding uses, which is important to fostering a productive and thriving community. The off-site sales of alcoholic beverages serves a public convenience because it serves local residents and businesses. Conditions placed on the approval of the proposed AUP will ensure that it will not adversely impact nearby uses.

For more information or to submit comments, please contact the case planner, Chris Baghdikian, at 818-937-8182 or CBaghdikian@glendaleca.gov.

ATTACHMENT:

1. Location Map
2. Reduced Plans
3. Departmental Comments



LMG
 Map Prepared by:
 Leon Mapping & GIS Services
 15031 Chatsworth St, Ste 17
 Mission Hills, CA 91345
 818-235-7649
 leonmapping@hotmail.com
 www.laradiusmaps.com

LEGAL DESC: GLENDALE PARK TRACT EX OF ST AND ALLEY LOT 10 (APN) 5643-020-068

ZONING 50' RADIUS

318 N CENTRAL AVE

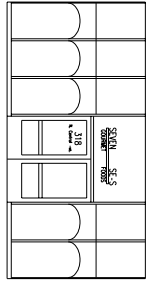
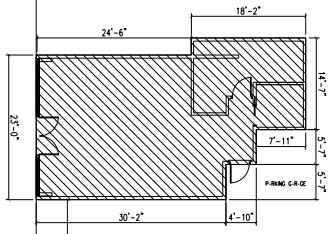
CASE #
 USES: FIELD

ACREAGE: ± 0.20
 DATE: 12/16/2021
 UPDATE: _____

CONTACT: KEVIN FRANKLIN
 PHONE : (213)706-6997

N

34' - 0"

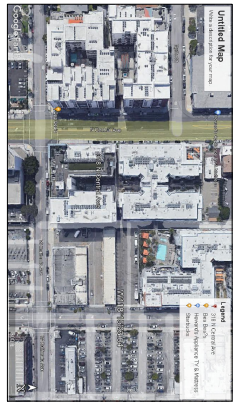


174' - 0"

OFF SITE
 TOTAL SQ. FT. = APPROX 84209 SQ. FT.
 CUSTOMER SQ. = APPROX 84209 SQ. FT.
 OFFICE SQ. = APPROX 84209 SQ. FT.
 CUSTOMER SQ. = INC. 4
 P-PANO INTERIOR STREET ONLY



--1 SITE IN N
 --2 FLOOR PLAN



114'-0"

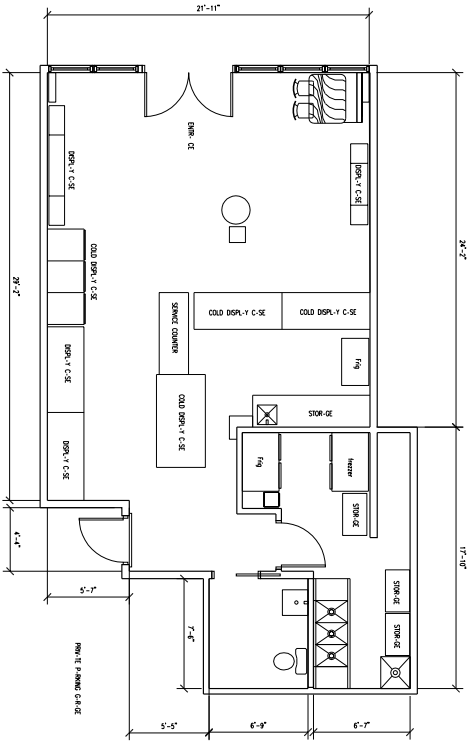
NORTH CENTRAL AVE

W. CALIFORNIA AVE.

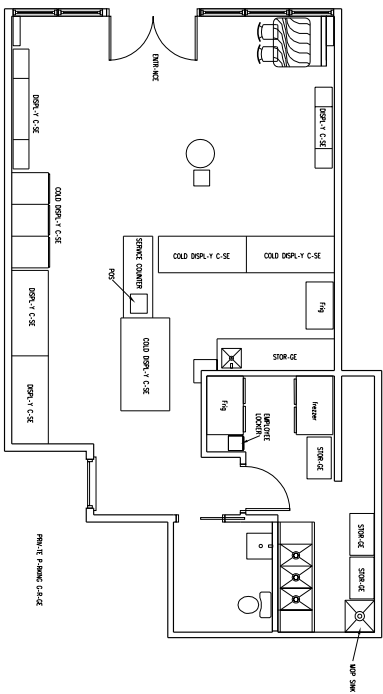
Design:
 CLARK ELLERRETT
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 323.532.0385 Office
 9@clarkellerrett.com

OWNER: D-TE: J-NJ-RY 2022
 -G- SEVEN SE-S INC
 318 N. CENTR-L - E.
 GLEND-LE, C-

A-1



SCALE 1/4" = 1'-0"



SCALE 1/4" = 1'-0"

OWNER: DATE: JANUARY 2022

AGA SEVEN SEAS INC
318 N. CENTRAL AVE.
GLENDALE, CA

A-2

Designer:
CLARK BLUEPRINTS
4178 SUTRO AVE.
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