

NOTICE OF PLANNING HEARING OFFICER PUBLIC HEARING STANDARDS VARIANCE NO. PVAR-003201-2024

LOCATION: 201 NORTH BRAND BOULEVARD, UNIT B100
Glendale, CA 91203

APPLICANT: Michael J. Gonzalez-Matsuda, Martial Arts History Museum

ZONE: “DSP/AT” - Downtown Specific Plan, Alex Theatre Zone District

LEGAL DESCRIPTION: Glendale Boulevard Tract, Block 6, Lots 11 and 12, in the City of Glendale, in the County of Los Angeles.

APN: 5642-015-036

PROJECT DESCRIPTION

The applicant requests a standards variance to allow a new projecting sign for a recently relocated cultural art center and museum (the Martial Arts History Museum) in a subterranean tenant space at an existing historic commercial building in the Downtown Specific Plan, Alex Theatre (DSP/AT) zone, subject to the standards listed in GMC 30.33.

CODE REQUIRES

- 1) For each ground-floor occupancy of a building, one (1) projecting sign shall be permitted, subject to additional standards (GMC 30.33.180).

APPLICANT’S PROPOSAL

- 1) To allow a new projecting sign over the Brand Boulevard entrance to a subterranean-level occupant without ground-floor occupancy.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from California Environmental Quality Act (CEQA) review as a Class 11 “Accessory Structures,” per Section 15311(a) of the CEQA Guidelines, because the project proposes construction of one new off-premises projecting sign.

HEARING INFORMATION

The Planning Hearing Officer will conduct a public hearing regarding the above project in Room 105 of the Municipal Services Building, located at 633 East Broadway, Glendale, CA 91206 on **September 25, 2024, at 9:30 a.m.** or as soon thereafter as possible. The purpose of the hearing is to hear comments from the public with respect to zoning concerns for the project. The hearing will be held in accordance with Glendale Municipal Code, Title 30, Chapter 30.42.

The meeting can be viewed on Charter Cable Channel 6 or streamed online at [GlendaleCA.gov/live](https://www.glendaleca.gov/live). For public comments and questions during the meeting call 818-937-8100. City staff will be submitting these questions and comments in real time to the appropriate person during the Planning Hearing Officer Hearing. You may also testify in person at the hearing if you wish to do so. If the final decision is challenged in court, testimony may be limited to issues raised before or at the public hearing.

The staff report and case materials will be available prior to the hearing date at [GlendaleCA.gov/agendas](https://www.glendaleca.gov/agendas).

QUESTIONS OR COMMENTS

If you desire more information on the proposal, please contact the case planner, Alan Lamberg, at alamberg@glendaleca.gov or (818) 548-2140 or (818) 937-8158.

PROCEDURES

Any person having an interest in the subject project may participate in the hearing, by phone as outlined above and may be heard in support of his/her opinion. Any person protesting may file a duly signed and acknowledged written protest with the Director of Community Development not later than the hour set for public hearing before the Hearing Officer. "Acknowledged" shall mean a declaration of property ownership (or occupant if not owner) under penalty of perjury. If you challenge the decision of this project in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City of Glendale, at or prior to the public hearing. In compliance with the Americans with Disabilities Act (ADA) of 1990, please notify the Community Development Department at least 48 hours (or two business days) for requests regarding sign language translation and Braille transcription services.

When a final decision is rendered, a decision letter will be posted online at GlendaleCA.gov/planning/decisions. An appeal may be filed within 15 days of the final decision date appearing on the decision letter. All appeals must be filed using the City's online permit portal: GlendaleCA.gov/permits

Dr. Suzie Abajian, The City Clerk of the City of Glendale