

August 21, 2014

Architectural Design and Signs
Attn: Barbara Cohen
2950 Palisades Drive
Corona, CA 92880

Re: Request for Minor Exception: Under marquee sign for 629 Americana Way (Sprinkles)

Dear Ms. Cohen:

Pursuant to the Town Center Specific Plan ("Specific Plan"), the Director or his/her designee may approve a Minor Exception to the standards and land uses described in the Specific Plan provided the Director conducts appropriate review under CEQA and makes a series of findings.

Sprinkles is a new tenant at the Americana at Brand and is located in the northwest portion of the Americana at Brand above a driveway entrance leading to the on-site parking structure in a tenant space that was previously occupied by Jewel City Diner. Sprinkles is proposing copy including "CUPCAKE ICE CREAM COOKIES CUPCAKE ATM" on an under marquee sign which curves around the façade of their building. The Glendale Municipal Code Section 30.33.170. requires that under-marquee signs shall not exceed six square feet in area. Pursuant to the Town Center Specific Plan, Sprinkles is requesting a minor exception to allow the installation of an under-marquee sign, which is 20 square feet in area.

After considering the evidence presented with respect to your request, the Director has reviewed and approved with conditions the Minor Exception request based on the following findings:

Findings:

The granting of the Minor Exception will result in design improvements, or there are space or other restrictions on the site which preclude full compliance with Specific Plan requirements without hardship.

Sprinkles is proposing a 20 square-foot under-marquee sign as part of the façade of their tenant space within the Americana. The granting of the minor exception from the maximum six square-foot area for under-marquee signs would result in design improvements to the tenant space. The façade of the Sprinkles building facing within the Americana is curved and contains a multi-colored marquee. This marquee brings a horizontal focus to the building. The proposed under-marquee sign re-enforces this horizontality and allows pedestrians to view the sign from various locations within the Americana.

The granting of the Minor Exception will not be materially detrimental to public welfare or injurious to property or improvements in the Specific Plan area.

The proposed under-marquee sign will be subject to review and approval by the Community Development and Public Works Departments to ensure that the sign will be constructed and installed safely and be of high-quality construction and aesthetics, while complementing other improvements with the Americana at Brand. The graphics are simple and do not overwhelm the façade of the building on which it is located. The sign lends a pedestrian orientation to the Americana, as is desired in the Town Center Specific Plan.

The granting of the Minor Exception will not be contrary to the objectives of the Specific Plan.

The Specific Plan sets forth administrative procedures to ensure that the build-out of the Specific Plan is orderly and can respond to changing conditions and market trends. The Specific Plan allows for an administrative consideration of the requested under-marquee sign. One of the objectives of the sign regulations contained in both the GMC and the Specific Plan is to prohibit excessive sign clutter. Sprinkles is only proposing three signs with a total sign area of 63 square feet. A wall sign (22 sq.ft.) and a marquee sign (22 sq.ft.) comply with the Town Center Specific Plan sign regulations and were recently approved. The proposed under-marquee sign for Sprinkles will not be contrary to the objectives of the Specific Plan and will be consistent with the overall project intent on creating a high quality, high aesthetic and very distinctive district.

California Environmental Quality Act (CEQA) Review:

The Director finds that the proposed Minor Exception will not have a significant impact on the environment because the proposed project is Categorical Exempt pursuant to CEQA Guidelines Section 15303, Class 3, New Construction or Conversion of Small Structures.

Approval of the Minor Exception shall be subject to the following conditions:

1. That the sign shall be in substantial accordance with the plans submitted with the application and any conditions made a part of the approval of this Minor Exception.
2. All necessary permits shall be obtained from the City of Glendale Building & Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.

Sincerely,



Hassan Haghani
Director of Community Development