



March 14, 2025

Banks Consulting  
ATTN: Dennis Banks  
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&  
Maria Rodriguez  
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**RE: 205 NORTH CENTRAL AVENUE  
ADMINISTRATIVE USE PERMIT CASE NO. PAUP-001590-2023  
(Natalie Peruvian Seafood Restaurant)**

The Director of Community Development will render a final decision on or after **March 26, 2025** for the following project:

**Project proposal:** An application for an Administrative Use Permit (AUP) to allow the on-site sales, service, and consumption of beer and wine (ABC License Type 41) at an existing full-service restaurant (Natalie Peruvian Seafood Restaurant) located in the DSP/TD (Downtown Specific Plan/ Transitional District) Zone.

**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, Country, 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, distributing o, distributing light, loud conversation, and criminal activities.

4. That at all times when the premises are open for business, the service of any alcoholic beverage shall be made only in the areas designated with an ABC license. Consumption of alcoholic beverages shall only be in those same licensed areas.
5. That no patron of the restaurant shall be allowed to bring into the establishment any alcoholic beverage unless that alcoholic beverage was purchased within that same establishment unless the facility has an established corkage policy allowing and regulating such.
6. That the sale of beer and wine for off-site consumption is strictly prohibited, unless preemptively permitted by State regulations.
7. That there shall be no bar or lounge area upon the premises maintained solely for the purpose of sales, service or consumption of alcoholic beverages by patrons.
8. That no exterior signs advertising the sales and service of alcoholic beverages shall be permitted.
9. That there shall be no video machine(s) and/or video game(s) maintained upon the premises.
10. That no live entertainment is permitted without a "Live Entertainment Permit".
11. That the front and back doors of the establishment shall be kept closed at all times while the location is open for business, except in case of emergency.
12. The restaurant shall adhere to the City's Fresh Air Ordinance, Title 8, Chapter 8.52 of the Glendale Municipal Code.
13. That the restaurant shall be operated in full accord with applicable State, County, and local laws.
14. That access to the premises shall be made available to all City of Glendale Planning and Neighborhood Service Divisions, Police Department, and Fire Department staff upon request to verify compliance with the laws and conditions of this approval.
15. That any expansion or modification of the facility or use that intensifies the 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 from the Director of Community Development.
16. That the proprietor and their employees shall make an active and conscientious effort to keep customers and employees from trespassing on other nearby properties or otherwise making disturbances in the area.

17. That music or noise shall be contained within the edifice of the establishment. The business shall comply with all state and local laws and ordinances concerning excessive noise and disturbing the peace.
18. That the premises shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.
19. That all signs displayed shall conform to the requirements of the Glendale Municipal Code.
20. That the service of alcoholic beverages shall be in full accord with the regulations and conditions established by the State Department of Alcoholic Beverage Control.
21. That the premises shall maintain a bona fide restaurant and shall provide a menu containing an assortment of foods normally offered in such restaurant. Food service shall be available at all times and in all areas of the premises during normal operating hours.
22. That the existing landscaping at the front of the building be maintained and kept in a neat and orderly manner with live plants, free of weeds and trash.
23. That delivery vehicles making deliveries to the subject business shall not be parked or stopped illegally in the public rights-of-way.
24. That the restaurant shall remain open to the public during business hours. If the establishment has a private party during regular business hours, the restaurant still needs to stay open for business to regular customers.
25. That a Business Registration Certificate be applied for and issued for a full-service restaurant with the on-site sales, service and consumption of alcoholic beverages, subject to the findings and conditions outlined in this decision letter.
26. That an Alcoholic Beverage Control (ABC) License Type 41 be applied for and issued for a full-service restaurant with the on-site sales, service and consumption of beer and wine, subject to the findings and conditions outlined in this decision letter.
27. That authorization granted herein shall be valid for a period of ten (10) years until **March 26, 2035.**

## **PROJECT BACKGROUND**

### **Previous Permits for the Site:**

On May 13, 2013, Zoning Use Certificate No. PZUC1309183 was issued by the Director of Community Development for "Little Palace", a 1,640 square-foot full-service restaurant use.

On September 29, 2016, the Director of Community Development Approved with Conditions Administrative Use Permit Case No. PAUP1614201 to allow the sales, service and on-site consumption of beer and wine at an existing full-service restaurant, “Little Palace”. This approval expired on September 29, 2021.

On April 17, 2020, Business Registration Certificate No. BRC3315905 was issued for a full-service restaurant “Natalie Peruvian Seafood Restaurant”, and renewed on September 23, 2022.

**Related Concurrent Permit Application(s):**

There are no active permits.

**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 the on-site sales, service, and consumption of beer and wine at an existing full-service restaurant within an existing commercial space and there is no additional floor area proposed.

**General Plan:**

DSP/TD – Downtown Specific Plan/ Transitional District.

**Zone:**

DSP/TD – Downtown Specific Plan/Transitional District Zone.

**Description of Existing Property and Uses:**

The 18,710 square-foot site was developed in 1993 with a one-story, 12,321 square-foot, multi-tenant commercial building located on the northwest corner of West Wilson Avenue and North Central Avenue. The shopping center currently provides a combination of retail, personal services, and restaurant uses on-site. The two-level parking lot on-site consists of a total of 48 parking spaces. The surface parking area at the rear of the building provides 16 parking spaces, two of which are ADA accessible. This area is accessed via an existing alley off West Wilson Avenue from the south and Salem Street from the north. Additionally, there is an underground parking lot that provides 32 parking spaces, accessible from the south side of the building through a driveway on West Wilson Avenue. The existing full-service restaurant, “Natalie Peruvian Seafood Restaurant”, has been operating at this location since 2020, occupying 1,640 square-feet of the multi-tenant commercial building. No outdoor seating is proposed at this location.

**Neighboring Zones and Uses:**

Direction	Zone	Existing Land Use
North	DSP/TD	Commercial – Dental Office and Personal Services
South	DSP/TD	Commercial – Personal Services and Retail
East	DSP/OC	Commercial – Hotel and Medical Office
West	R-1250/PS	Multi-family Residential Building and Parking Lot uses

Project Site	DSP/TD	Full-service Restaurant use
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**COMMENTS FROM OTHER CITY DEPARTMENTS:**

No significant 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 part of the decision letter if the Administrative Use Permit (AUP) is approved.

**PROJECT ANALYSIS**

The subject site, located in the DSP/TD (Transitional District) Zone with a General Plan Land Use Element designation of Downtown Specific Plan/Transitional District, falls within the Central Glendale West neighborhood per the South Glendale Community Plan. The request to allow the on-site sales, service, and consumption of beer and wine at the existing full-service restaurant “Natalie Peruvian Seafood Restaurant” aligns with the area's commercial zoning. Residential neighborhoods are located nearby, but do not abut the project site. Nearby residential zoning and uses are located across the alley to the west. The Land Use Element is the most directly related to the approval of this use. It is consistent with the General Plan and South Glendale Community Plan objectives and various elements. These plans prioritize creating a vibrant area that fosters diversity and economic opportunities. The other elements of the General Plan, including Open Space, Recreation, Housing, and Noise Elements, will not be impacted due to the applicant's request. North Central Avenue Road, identified as a Major Arterial Street in the Circulation Element, is fully developed and can handle existing traffic circulation. The request to allow the on-site sales, service, and consumption of beer and wine is not expected to create adverse traffic impacts beyond the existing conditions, as commercially zoned properties surround the site and no expansions are proposed. The two-level parking lot on-site consists of a total of 48 parking spaces. The surface parking area at the rear of the building provides 16 parking spaces, two of which are ADA accessible. This area is accessed via an existing alley off West Wilson Avenue from the south and Salem Street from the north. Additionally, there is an underground parking lot that provides 32 parking spaces, accessible from the south side of the building through a driveway on West Wilson Avenue.

“Natalie Peruvian Seafood Restaurant” full-service restaurant has operated at this location since 2020 without reported issues. The applicant's request will not be detrimental to the health, safety, and public welfare of the neighborhood in general. According to the Glendale Police Department, the subject property is located in census tract 3018.02, which allows for five (5) On-Sale establishments. There are currently 30 On-Sale licenses in this tract, with “Natalie Peruvian Seafood Restaurant” being one of the existing 30 licenses. Based on arrests and Part 1 crime statistics for census tract 3018.02 in 2023, there were 418 crimes, 32% above the city-wide average of 317. Within the last year, there were no calls for police service at the location. The police department did not cite any concerns.

There are five churches located within the immediate area of the subject site: First Baptist Church located at 209 North Louise Street (0.3 miles to the east), Arabic Community Christian Church located at 125 South Louise Street (0.3 miles southeast),

First United Methodist Church located at 134 North Kenwood Street (0.4 miles east), First Evangelical Church located at 522 West Broadway (0.4 miles southwest), Armenian Apostolic Saint Sarkis Church located at 332 North Pacific Avenue (0.4 miles to the northwest). In addition, Columbus Elementary School located at 425 Milford Street (0.3 miles northwest), Allan F Daily High School located at 220 North Kenwood Street (0.4 miles east); Glendale Central Library located at 222 East Harvard Street (0.4 miles southeast); Harvard Mini Park is located at 425 West Harvard Street (0.3 miles southwest), and Doran Gardens Mini-Park is located 0.4 miles northwest of the project site. Within a half-mile radius there are six childcare facilities, and no hospitals. While these facilities and uses are within close proximity, given their orientation in relation to the subject property and the nature of consumption of beer and wine with meal service, it is not anticipated that the applicant's request will impede their existing operations.

In summary, the request for the on-site sales, service, and consumption of beer and wine at an existing full-service restaurant, "Natalie Peruvian Seafood Restaurant", is supportable, based on the facts surrounding this application and the findings. Conditions of approval are recommended to ensure that any potential negative impacts will be appropriately mitigated.

## **DRAFT FINDINGS**

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

The on-site sales, service and consumption of beer and wine at an existing full-service restaurant (Natalie Peruvian Seafood Restaurant) is appropriate in an area of the city zoned for commercial uses and will continue to provide an option for the dining public and the adjoining residential neighborhoods to enjoy alcoholic beverages with their meals. The subject site is located in the DSP/TD (Transitional District) Zone and the General Plan Land Use Element designation is Downtown Specific Plan/Transitional District within the South Glendale Community Plan identifying the neighborhood as Central Glendale West. The existing restaurant is surrounded by other complementary businesses, including retail and service uses. Residential neighborhoods are located nearby, but do not abut the project site. Nearby residential zoning and uses are located across the alley to the west. The Land Use Element is the most directly related to the approval of this use.

The on-site sales, service and consumption of beer and wine at an existing full-service restaurant (Natalie Peruvian Seafood Restaurant) will be consistent with the various elements and objectives of the General Plan. An economic goal of these documents is to create a vibrant area that promotes diversity and economic opportunities that support a variety of businesses. Goods and services that are offered in this zone generally attract patrons from surrounding communities and the adjoining residential neighborhoods. The project site is already developed, and the applicant's request is to allow on-site sales, service and consumption of beer and wine at an existing full-service restaurant that is surrounded by other complementary businesses, including retail and service uses. The other elements of the General Plan, including Open Space,

Recreation, Housing, and Noise Elements, will not be impacted as a result of the applicant's request. This application does not include any added floor area or modifications to the existing building; therefore, there will be no increase in required parking for the use.

The Circulation Element identifies North Central Avenue as a Major Arterial Street and is fully developed and can adequately handle the existing traffic circulation around the site. The project site is surrounded by commercial, parking lot and multi-family Residential zoned properties, and the applicant's request for the on-site sales, service and consumption of beer and wine at an existing full-service restaurant in conjunction with meals is not anticipated to create any negative traffic-related impacts on North Central Avenue and surrounding uses over and above the existing conditions.

**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 existing full-service restaurant, "Natalie Peruvian Seafood Restaurant" has operated from this location since 2020 with the on-site sales, service and consumption of beer and wine in conjunction with meals. The applicant's request will not be detrimental to the health, safety, and public welfare of the neighborhood in general. According to the Glendale Police Department, the subject property is located in census tract 3018.02, which allows for 5 On-Sale establishments. There are currently 30 On-Sale licenses in this tract, with "Natalie Peruvian Seafood Restaurant" being one of the existing 30 licenses. Based on arrests and Part 1 crime statistics for census tract 3018.02 in 2023, there were 418 crimes, 32% above the city-wide average of 317. Within the last year, there were no calls for police service at the location. The police department did not cite any concerns with the applicant's request to allow the on-site sales, service and consumption of beer and wine at this location and suggested conditions of approval have been included to mitigate any potential negative impacts.

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

It is not anticipated that the on-site sales, service and consumption of beer and wine at the existing full-service restaurant will be detrimental to the community or adversely conflict with the community's normal development. Since 2020, "Natalie Peruvian Seafood Restaurant" has operated without any major incident. Their request to allow the on-site sales, service and consumption of beer and wine with meals is not anticipated to adversely conflict with surrounding properties as it will be ancillary to the primary use, a full-service restaurant. The subject property is surrounded by other complementary businesses, including retail and service uses with residential neighborhoods located in the vicinity.

There are five churches located within the immediate area of the subject site: First Baptist Church located at 209 North Louise Street (0.3 miles to the east), Arabic Community Christian Church located at 125 South Louise Street (0.3 miles southeast), First United Methodist Church located at 134 North Kenwood Street (0.4 miles east),

First Evangelical Church located at 522 West Broadway (0.4 miles southwest), Armenian Apostolic Saint Sarkis Church located at 332 North Pacific Avenue (0.4 miles to the northwest). In addition, Columbus Elementary School located at 425 Milford Street (0.3 miles northwest), Allan F Daily High School located at 220 North Kenwood Street (0.4 miles east); Glendale Central Library located at 222 East Harvard Street (0.4 miles southeast); Harvard Mini Park is located at 425 West Harvard Street (0.3 miles southwest), and Doran Gardens Mini-Park is located 0.4 miles northwest of the project site. Within a half-mile radius there are six childcare facilities, and no hospitals. While these facilities and uses are within close proximity, given their orientation in relation to the subject property and the nature of consumption of beer and wine with meal service, it is not anticipated that the applicant's request will impede their existing operations.

The Circulation Element identifies North Central Avenue as a major arterial. It is fully developed and can adequately handle the existing traffic circulation around the site. The project site is surrounded by commercially zoned properties, and residential uses to the west on Wilson Avenue. The applicant's request to serve beer and wine with meals is not anticipated to create any negative traffic-related impacts on South Central Avenue and other businesses over and above the existing conditions.

**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.**

The applicant's request for to allow the on-site sales, service and consumption of beer and wine at an existing full-service restaurant will not result in inadequate public or private facilities. The project site is already developed and associated facilities are existing. The existing full-service restaurant, "Natalie Peruvian Seafood Restaurant", has been operating at this location since 2020. This application does not include any added floor area or modifications to the existing building; therefore, there will be no increase in required parking for this use. The existing on-site parking has proven to meet the parking demand of the restaurant, and the shopping center tenants and patrons, and has not resulted in conflicts with nearby businesses or residential development. The Circulation Element identifies North Central Avenue as a Major Arterial Street which is fully developed and can adequately handle the existing traffic circulation around the site. The applicant's request for the on-site sales, service and consumption of beer and wine at an existing full-service restaurant with meals 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 (E) to be considered in making the findings in subsection A through D. above have all been met and thoroughly considered:



1. That where an existing or proposed on-site use is located in a census tract with more than the recommended maximum concentration of on-site uses or where an existing or proposed off-site use is located in a Census Tract with more than the recommended maximum concentration of off-site uses, both as recommended by the California Department of Alcoholic Beverage Control (ABC), such use does not or will not tend to intensify or otherwise contribute to the adverse impacts on the surrounding area caused by such over concentration as described in Finding B above.
2. That where the existing or proposed use is located in a crime reporting district with a crime rate which exceeds 20 percent of the city average for Part I crimes, as reported by the Glendale Police Department, such use does not or will not tend to encourage or intensify crime within the district because conditions of approval have been included in the approval of this application to ensure that any potential negative impacts will be appropriately mitigated, as described in Finding B above.
3. That the existing or proposed use does not or 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), as noted in Finding C above.
4. That adequate parking and loading facilities are or will be provided for the existing or proposed use or other reasonable alternatives satisfy the transportation and parking needs of the existing or proposed use as described in Finding D above.
5. That notwithstanding consideration in subsections 1 through 4 above, the continued operation of a full-service restaurant with the on-site sales, service and consumption of alcoholic beverages does serve a public convenience for the area because it would provide beer and wine in conjunction with food service at the restaurant for local residents, businesses, and the surrounding community. Conditions placed on the approval of the project will ensure that it will not adversely impact nearby businesses and residential uses.

***For more information or to submit comments, please contact the case planner, Columba Diaz, at 818-937-8188 or [codiaz@glendaleca.gov](mailto:codiaz@glendaleca.gov)***

**ATTACHMENTS:**

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