

CHAPTER 30.26 – ADVERTISING SIGNAGE OVERLAY ZONE (ASOZ)

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30.26.010 – Description and Purpose

The ASOZ is intended to allow advertising signage in a manner consistent with this chapter. The purpose of an ASOZ is as follows:

- A. To promote economic development and ensure an attractive business climate for the downtown area of the City.
- B. To highlight and cross-promote the uses, goods and services available in the City’s retail commercial core, particularly uses located within large-scale multi-tenant commercial/retail buildings.
- C. To create a lively, visually exciting environment for the commercial heart of the city.
- D. To promote appropriate and economically viable signage which uses clear, attractive graphics and coordinates with the architectural elements of the building on which the signs are located.
- E. To protect street views and vistas of pedestrian-oriented streets.
- F. To minimize the obstruction of architectural elements.
- G. To limit visual clutter by regulating the number, size and location of signs.
- H. To protect pedestrians and motorists from traffic safety hazards.
- I. To protect residents from glare and excessive illumination.
- J. To provide clear development standards under which signs enabled by this overlay zone can be designed and installed.
- K. To promote and protect the public health, safety, welfare and convenience by regulating signs enabled by this overlay zone.

30.26.020 – General Provisions

The provisions of the zone underlying an ASOZ shall apply except as provided in this chapter.

30.26.030 – Definitions

Whenever the following terms are used in this Chapter, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Chapters 30.33 and 30.70 of the Code.

- A. “Architectural elements and details” means the unique components that together form the architectural style of a building, including, but not limited to cornices, moldings, projections, window and door openings and railings.
- B. “ASOZ accessory sign” means a sign allowed by an ASOZ which carries advertisement incidental and related only to the primary use of the premises or within the ASOZ, including signs or sign devices indicating the business transacted at, services rendered, goods sold or produced on the premises or within the ASOZ by either the owner, occupant or developer of the premises.
- C. “Compatible or compatibility” means consistent and harmonious as to form, proportion, scales, color, materials, surface treatment, overall sign size, and the size and style of lettering.
- D. “Frame” means a decorative border for enclosing a sign.
- E. “Thick gauge vinyl” means vinyl material a minimum of 15 mill in size.
- F. “Viewed primarily from a pedestrian street” means that the sign may be seen with greater ease from a public street that is a primary pedestrian street, as designated in an official City document, than from streets which are not so designated.

30.26.040 – Application

The following materials shall be provided for an ASOZ application at the time of filing:

- A. Zone Change application (20 copies).
- B. Site Map - minimum dimension of not less than 18 inches by 26 inches. The scale of the map shall be large enough to show clearly all details thereof, but in no case is to be smaller than 1 inch equals 50 feet. (20 copies).

Site map shall show the following information:

1. The boundary dimensions of the area for which the ASOZ has been filed.
2. Name and address of the applicant(s).
3. Name and address of the person preparing the site map.
4. The locations, names, right-of-way widths and roadway widths of all existing streets in or adjacent to the ASOZ.
5. Existing use(s) within the area.
6. Location and species of all trees or stands of trees over six (6) inches in diameter in or adjacent to the area proposed for the ASOZ.
7. Date, north arrow, and scale.

- C. A vicinity map showing all adjacent and abutting property and streets within 500-foot radius together with a symbol delineating the use of the area.
- D. Location map (8 ½” x 11”) at a scale of 1” = 200’ with the proposed ASOZ site hatched and a 500-foot radius drawn from the perimeter of the proposed area.
- E. Panorama “street view” photographs of the area of the proposed ASOZ and the surrounding area.
- F. Scaled site plan and interior floor plans of each of the floors of the building(s) proposed to be contained within the ASOZ.
- G. Elevation drawings of the building(s) proposed to be contained within the ASOZ, labeling the heights of various parts of the building(s), including the lowest and highest points. Elevation drawings shall include adjacent properties.
- H. Information on the proposed signs, including the location(s) of the signs within the ASOZ, materials used to compose the signs, framing materials and details, lighting fixtures and attachment details, method of sign attachment/projection from face of wall and other miscellaneous sign characteristics.
- I. Within the areas where signs are proposed, elevations of the buildings showing the existing and proposed signage including showing sign dimensions and height above ground and horizontal and vertical placement of the sign(s) on the building.
- J. Title report.

30.26.050 – Criteria to Approve an ASOZ

- A. Application. An application for adoption or amendment of an ASOZ shall be processed and considered pursuant to Chapter 30.63 of this Title.
- B. The City Council may, by ordinance, designate a geographic area as an ASOZ if the Council finds that area is:
 - 1. Designated Downtown Specific Plan (DSP) in the City’s land use element of the General Plan.
 - 2. Located within the boundaries of the Central Glendale Redevelopment Project Area as of the date of adopting this ordinance.
 - 3. A minimum of 20 contiguous acres in size, not including streets and alleys, excluding the areas of streets and alleys from acreage calculations.
 - 4. Devoted to intense retail, restaurant and/or theater uses, and contains a minimum of 1,000,000 square feet of gross area of those uses, where no each applicant has operational controls of properties with a minimum of 400,000 square feet of gross retail, restaurant and/or theatre use.
 - 5. Occupied by buildings where the highest point of the roof or parapet wall is no more than 110 feet in height.
- C. In addition to the findings required by subsection A and B above, the Council may only designate a geographic area as an ASOZ if it finds that:

1. The advertising signage in the ASOZ will contribute to the economic vitality of the geographic location in which the ASOZ is located and the downtown core in general;
2. The ASOZ will advance the purposes of the City’s sign regulations, as set forth in Sections 30.26.010 and 30.33.030 of this Code, including but not limited to advancing the City’s interests in traffic safety and enhancing and protecting the physical appearance of the community; and
3. With the approval of the ASOZ, the City’s sign regulations contained in this Chapter and in Chapter 30.33 of this Code continue to advance the purposes thereof, including but not limited to advancing the City’s interests in traffic safety and enhancing and protecting the physical appearance of the community.

30.26.060 – Regulations for Signs Allowed by the ASOZ

The following regulations shall apply to all signs authorized by an ASOZ:

- A. Signs shall only be wall signs, as defined by Chapter 30.33 of the Zoning Code.
- B. Signs shall be composed of durable, thick gauge vinyl material or other material of equal or better quality.
- C. Signs shall be framed in a material compatible with the architectural style of the building(s) on which sign(s) are proposed. Compatibility shall be determined with regard to the form, proportion, scale, materials, surface treatment, overall sign size and size and style of the lettering as it relates to the building wall upon which the sign(s) are proposed.
- D. Signs may be directly illuminated. No indirect illumination is permitted. Should illumination be proposed, lighting fixtures shall be compatible with the sign framing and architectural style of the building(s). No conduit or electrical boxes, gear or panels shall be permitted.
- E. Signs shall be compatible with the architectural integrity of the building on which the signs are placed and shall be proportional with the massing and scale of the building taking into consideration windows, doors and architectural features.
- F. Signs shall not cover windows, doors or other openings or details of the building(s) on which they are proposed.
- G. Signs shall not be located on residential buildings or portions of buildings containing residential units.
- H. Signs shall not contain sound effects, light emitting diodes (LED), projecting elements, changeable copy, or be animated in any manner.
- I. Signs shall be installed parallel to the face of the building on which they are attached.
- J. Signs shall be maintained in good repair while installed on the building(s). Damaged signs or signs in poorly maintained conditions, shall be promptly repaired or removed.
- K. Only “ASOZ Accessory Signs” as defined by this Chapter shall be permitted.

- L. Signs shall not be viewed primarily from a pedestrian street, as identified in the DSP, unless the impacts from the sign may be eliminated or otherwise minimized if the sign is incorporated as an architectural element in such a way that it will contribute to the pedestrian character of the pedestrian street and to the area in general, subject to the approval of the Director of Community Development. The Director of Community Development is authorized to submit such a proposal to the City Council or Agency for their consideration if the Director of Community Development deems such a review necessary.
- M. Signs located on building walls, where these building walls are over a public right-of-way, may be exempted from criteria A, B, D, H and I above, subject to the review of the applicable review authority.
- N. The building and ground area around signs shall be properly maintained at all times. Immediately after removal of an ASOZ sign, all unused frames, unless approved as part of the existing design, and mounting devices, hardware and wall perforations shall be removed and building surfaces shall be repaired and restored to their original condition immediately prior to the installation of the ASOZ sign.
- O. No access platform, ladder or other service equipment shall be installed or attached to any sign or framing.
- P. Signs shall be at the location and of the exact dimension as specified in the ASOZ application and approved by the City Council.
- Q. Except with respect to existing signs installed pursuant to a City or Agency-approved sign program or other pre-existing entitlement, and except where in conflict with the provisions of this Chapter and any ordinance enacted under, and consistent with this Chapter, the provisions of Chapter 30.33 shall apply to all signs located within an ASOZ.
- R. The City may revoke the right to maintain any sign approved under an ASOZ upon a finding that the sign is maintained in a manner that is detrimental to the public health, safety or welfare or so as to constitute a nuisance. The right to maintain a sign approved by an ASOZ may only be revoked after a noticed public hearing by a hearing officer in accordance with the procedure for revocation of variances, conditional use permits and administrative exceptions set forth in Section 30.64.020(A). The decision of the hearing officer shall be subject to appeals to the Planning Commission under Chapter 30.62 and to the City Council under Chapter 2.88 of this Code.

30.26.070 – Changes to Signs Allowed by the ASOZ

Except as set forth in Section 30.26.060, changes to signs authorized by an ASOZ, including the sign location and size, framing or sign material and lighting may be approved by the Director of Community Development, so long as such changes are in substantial conformance with the ASOZ. The Director of Community Development may refer those sign changes which are not in substantial conformance to the Glendale Redevelopment Agency or City Council for review and approval. The following changes do not require approval by the Director of Community Development: changing out the signs for replacement with new signs, of the same material, shape, size and illumination method and consistent with all other aspects of the approved ASOZ.

30.26.080 – Tree Trimming

Trees within the public right-of-ways and private property shall not be removed if required as part of any discretionary approval, and shall not be unnecessarily pruned or over pruned to allow better visibility of the signs allowed by the ASOZ.

30.26.090 – Sunset Clause for the ASOZ

- A. In any ordinance approving an ASOZ, the Council may impose a requirement that the ASOZ expires - within a time set by the City Council in its reasonable discretion, unless, prior to the expiration of the ASOZ, the City Council extends the time in which the ASOZ is valid. In the event an ordinance approving an ASOZ incorporates such a sunset provision, the Planning Commission and Council shall hold hearings to determine whether to extend the time period for the validity of the ASOZ. Notice of said hearings shall be given in the manner required for zone changes as set forth in this Code and shall be held with sufficient time for the Council to hear, consider, and adopt an ordinance extending the ASOZ and for said ASOZ extension ordinance to become effective prior to the cessation or expiration of the ASOZ. The Council may only extend the effectiveness of the ASOZ if it finds that the ASOZ continues to meet the criteria set forth in Section 30.26.050.

- B. If the Council extends an ASOZ as set forth above, the Council may impose requirements reasonably related to implementing the provisions of this Chapter and to achieving the City’s purpose and intent in enacting this Chapter and Chapter 30.33. Such requirements may include a requirement that, prior to the continued use of the signs, the property owners in the ASOZ area shall execute development agreements with the City. Any such development agreements shall be adopted pursuant to, and in compliance with, the provisions of Government Code Section 65864 *et seq.* (as it exists or may hereafter be amended) and shall comply with the provisions of this Chapter and Chapter 30.33 (where not in conflict with this Chapter). Any development agreement allowing the use or continued use of the signs authorized by this Chapter shall not permit or be construed to permit the signs authorized by an ASOZ in contravention with any of the requirements of this Chapter. As part of any development agreement(s) approved by the Council pursuant to this section, the City may impose additional requirements pertaining to the City’s safety and aesthetic goals and payments or fees to the City in exchange for the benefits granted to the property owners by said development agreements. In the event an ASOZ is not extended, all signs, and other related fixtures, including lighting and framing allowed by the overlay zone shall be removed and the areas of the buildings where the signs are located shall be repaired to the condition prior to enactment of the ASOZ.

30.26.100 – Agreements Providing Public Benefits

When approving an ASOZ, the Council may require that, prior to the installation of signs permitted by this Chapter, each property owner/applicant shall enter into an agreement with either the City or Redevelopment Agency providing certain public benefits to the City/Agency. Said agreement may be a statutory development agreement (Government Code Section 65864 *et. seq.*), owner participation agreement, disposition and development agreement, or other agreement providing public benefits to the City or Redevelopment Agency. The City or Agency may require that the agreement providing public benefits include the sharing of revenues from the signs permitted by this Chapter. Said agreement may include an existing agreement between the City or Agency and the property owner/applicant, if the Council determines it will provide appropriate public benefits resulting from the signs permitted by this Chapter. Any agreement providing public benefits executed pursuant to this section shall not permit or be construed to permit any sign inconsistent with the provisions of this Chapter.

30.26.110 – Permits required

It is unlawful for any person to construct, place, erect, maintain, alter or relocate within an ASOZ any sign, lighting fixture, framing or other structure associated with the sign permitted by an ASOZ without first obtaining a permit therefore from the Building Official. Nothing in this Chapter shall be interpreted to mean that any permit or fee shall be required for maintaining and repairing existing signs which comply with the provisions of this Chapter.

Prior to the issuance of an ASOZ sign permit applicants shall submit a complete final lighting and materials package to the Director of Community Development for review and approval for conformance with this Chapter. Such review and approval shall be completed within the time frames established by the Permits Streamlining Act and shall be based upon the criteria set forth in this Chapter.

30.26.120 – Violation-Penalty

Notwithstanding the provisions of chapter 1.20 of this Code, whenever in this chapter any act is prohibited or declared unlawful or the doing of any act is required, or the failure to do any act is declared to be unlawful, it shall be a misdemeanor, and any person convicted of such misdemeanor shall be punished by a fine not exceeding one thousand dollars (\$1,000).