

CHAPTER 30.26
ADVERTISING SIGNAGE OVERLAY ZONE (ASOZ)

§ 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 design within the development and on the buildings 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.
(Ord. 5688 § 1, 2010; Ord. 6000 § 1, 2023)

§ 30.26.020. General provisions.

The provisions of the zone underlying an ASOZ shall apply except as provided in this chapter. Where any portion of this chapter is in conflict with the Town Center Specific Plan (TCSP), Downtown Specific Plan (DSP) or the Zoning Ordinance, the provisions of this chapter take precedence.

(Ord. 5688 § 1, 2010; Ord. 5804 § 1, 2013)

§ 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 this code.

“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.

“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 property or within the ASOZ area.

“ASOZ non-accessory sign” means a sign allowed by an ASOZ which carries advertisement incidental and related 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 property or within the ASOZ area or which carries advertisement incidental and not related to the primary use of the premises or within the ASOZ.

“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.

“Frame” means a decorative border for enclosing a sign.

“Freestanding sign” means those signs identified in the Town Center Specific Plan (TCSP) as unstaffed, stand-alone, self-supporting kiosk structures located in a fixed location, the sole purpose of which is to advertise businesses, services, and goods sold or produced.

“Primarily visible” or “primarily visible from” means that the sign is more readily visible from a city designated primary pedestrian street than from streets which are not so designated.

“Thick gauge vinyl” means vinyl material a minimum of 15 mil in size.
(Ord. 5688 § 1, 2010; Ord. 5804 § 2, 2013; Ord. 6000 § 2, 2023)

§ 30.26.040. Criteria to approve an ASOZ.

- A. Application. An application for adoption or amendment of an ASOZ shall be submitted to the community development department in a form consistent with the current submittal requirements and 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 the 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 chapter.

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 one million (1,000,000) square feet of gross area of those uses, where each applicant has operational controls of properties with a minimum of 400,000 square feet of gross retail, restaurant and/or theater use.
 5. Occupied by buildings no more than 110 feet in height.
- C. In addition to the findings required by subsection 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.

(Ord. 5688 § 1, 2010; Ord. 5804 § 4, 2013; Ord. 6000 § 4, 2023)

§ 30.26.050. Regulations for signs allowed by the ASOZ.

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

- A. For ASOZ accessory signs, signs shall only be wall signs, animated signs, banners, freestanding signs, marquee signs or ground signs as defined by this chapter and Chapter 30.33 of the zoning code.
- B. ASOZ non-accessory signs shall be permitted only as wall signs, animated signs, freestanding signs or marquee signs, which are permitted under this chapter and allowed by the overlay zone map as ASOZ non-accessory wall signs, freestanding signs or marquee signs.
- C. Wall signs permitted under this chapter shall:
 1. Be composed of a material to be approved by the director of community development;
 2. 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 related to the building wall upon which the sign(s) are proposed;

3. Not cover windows, doors or other openings or details of the building(s) on which they are proposed;
 4. Not contain sound effects or projecting elements;
 5. Be installed parallel to the face of the building on which they are attached;
 6. Only “ASOZ accessory signs” and “ASOZ non-accessory signs” as defined by this chapter shall be permitted;
 7. Not be viewed from primary pedestrian streets, 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 for their consideration if the director of community development deems such a review necessary; and
 8. Not have an access platform, ladder or other service equipment installed or attached to any sign or framing.
- D. Animated signs permitted under this chapter shall:
1. Only be wall signs, freestanding signs or marquee signs which are permitted under this chapter and allowed by the overlay zone map as ASOZ non-accessory wall signs, freestanding signs or marquee signs;
 2. Wall signs shall not change images more frequently than each eight seconds, with a transition period of one second or less;
 3. Freestanding signs and marquee signs shall not change images more frequently than each eight seconds, with a transition period of one second or less when static images are used. Freestanding signs and marquee signs, if not visible from a public street, may contain a message through a sequence of progressive changes of parts by either action or motion, flashing or color changes, advertising content in animated or motion picture form or having changing display/message formed by the selective illumination of an array of individual light bulbs or light emitting diodes (LEDs) displaying text and/or graphic images;
 4. Not have sound effects or projecting elements; and
 5. The maximum brightness levels shall not exceed ambient light levels. The director may require a lighting study, field measurements or other satisfactory method to verify compliance with this requirement.

- E. Banner signs permitted under this chapter shall:
1. Be composed of high quality vinyl or other material acceptable to the director; and
 2. Be a maximum of 16 feet high and three feet wide.
- F. Ground signs permitted under this chapter:
1. Shall be a maximum of 16 feet high and three feet wide, including any pole or other support structure;
 2. Shall not impede the flow of pedestrians to the satisfaction of the building official, city engineer or fire chief; and
 3. May be located in the public right-of-way to the satisfaction of the city engineer and approval of an encroachment permit.
 4. Downtown business identification signs:
 - i. Applicant must submit sign design and receive approval of the design from the director of community development within three months from the effective date of the ordinance codified in this section;
 - ii. Must be installed within eight months from the effective date of the ordinance codified in this section, unless an extension is granted by the director of community development;
 - iii. At least one sign shall be located in the public right-of-way adjacent to the Glendale Galleria Central Avenue plaza at location(s) to be approved by the directors of community development and public works;
 - iv. At least one sign shall be located on the Brand Boulevard frontage of the Americana at Brand at location(s) to be approved by the directors of community development and public works;
 - v. Shall comply with subsections (F)(2) and (F)(3), and the maximum size shall be determined by the director of community development;
 - vi. Shall be directories used to guide or direct pedestrian traffic but shall contain no advertising for specific businesses;
 - vii. Shall provide directions to businesses and other points of interest within the downtown business district to the satisfaction of the director of community development;
 - viii. Shall not exceed ambient light levels at the location installed. The director may require a lighting study, field measurements or other satisfactory method to verify compliance with this requirement; and
 - ix. Shall be oriented towards pedestrians and shall not visually interfere with vehicular traffic to the satisfaction of the director of public works.

- G. Marquee signs permitted under this chapter:
1. May be located on top of the canopy and may extend up to 13 feet above the top of the canopy to which it is attached;
 2. Shall be no more than two feet in width or depth;
 3. Shall face within the development in which it is proposed and not be visible from a public street, if the marquee sign is an animated sign that contains a message through a sequence of progressive changes of parts by either action or motion, flashing or color changes, advertising in animation or motion picture form or having changing display/messages formed by the selective illumination of an array of individual light bulbs or light emitting diodes (LED) display text and/or graphic images; and
 4. May be located in the public right-of-way to the satisfaction of the city engineer and approval of an encroachment permit, if the marquee sign is an animated sign that contains images that do not change more frequently than each eight seconds, with a transition period of one second or more.
- H. Freestanding signs permitted under this chapter:
1. Shall be composed of a material to be approved by the director of community development;
 2. Shall be of an architectural style compatible with the surrounding buildings and overall development. Compatibility shall be determined with regard to the form, proportion, scale, materials, surface treatment and overall size as it relates to the surrounding buildings and overall development;
 3. Shall not exceed five feet in width or depth and 10 feet in height;
 4. Shall only be located on private property;
 5. Shall not be closer than 25 feet from the public rights-of-way of Brand Boulevard, Central Avenue, Columbus Street, Colorado Street and Broadway; and
 6. Shall not contain sound effects or projecting elements.
- I. In addition to other regulations, the following shall apply to all signs permitted under this chapter:
1. Signs shall not be located on residential buildings or portions of buildings containing residential units.
 2. Signs shall be maintained in good repair. Damaged signs or signs in poorly maintained conditions, shall be promptly repaired or removed.
 3. 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. Signs shall not cover windows, doors or other openings or details of the building(s) on which they are proposed.

4. Signs may be directly or indirectly illuminated. Lighting shall be compatible with the sign framing and architectural style of the building(s).
5. Signs shall not negatively impact the flow of traffic or cause confusion for motorists, to the satisfaction of the director of public works.
6. Signs shall not contribute to visual overcrowding, or be incompatible with the architecture and siting of adjacent buildings and other public or private improvements, to the satisfaction of the community development director.
7. Signs shall be at locations and of dimensions as specified in the ASOZ map and its attachments and may be modified pursuant to Section 30.26.060.
8. The provisions of Chapter 30.33 shall apply to all signs located within an ASOZ, except for existing signs installed pursuant to a sign program or other pre-existing entitlement. Where the provisions of Chapter 30.33 conflict with the provisions of Chapter 30.26 or the town center specific plan (TCSP), the provisions of Chapter 30.26 or the TCSP shall control.
9. 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.
10. The building and ground area around signs shall be properly maintained at all times. All unused frames and mounting devices, hardware and wall perforations shall be removed and building surfaces shall be restored to their original condition.

(Ord. 5688 § 1, 2010; Ord. 5747 § 24, 2011; Ord. 5804 § 5, 2013; Ord. 6000 § 5, 2023)

§ 30.26.060. Changes to signs allowed by the ASOZ.

Except as set forth in Section 30.26.050, changes to signs allowed by an ASOZ, including the sign location, size, framing, 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 city council for review and approval. 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 does not require approval from the director of community development.

(Ord. 5688 § 1, 2010; Ord. 5747 § 25, 2011; Ord. 5804 § 6, 2013; Ord. 6000 § 6, 2023)

§ 30.26.070. Tree trimming.

Trees within the public rights-of-way 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. No pruning shall occur to city trees without the approval of the director of public works.

(Ord. 5688 § 1, 2010; Ord. 6000 § 7, 2023; Ord. 6023, 2/13/2024)

§ 30.26.080. 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 30.26.040.

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.

(Ord. 5688 § 1, 2010; Ord. 6000 § 8, 2023)

§ 30.26.090. Development agreement required.

Approval of an ASOZ, or an amendment to an ASOZ that increases or permits new, additional or different signage or sign media, shall be subject to the council's approval of a statutory development agreement (Government Code Section 65864 et seq.). Said development agreement shall govern the duration and regulation of the signage in accordance with the terms of this chapter and shall provide public benefits to the city which include, but are not limited to, signage, revenue sharing or other public benefits negotiated by the city and the ASOZ applicant. Said development agreement shall be approved prior to the issuance of permits or installation, whichever comes first, for ASOZ non-accessory signs and sign structures and animated signs and sign structures. Notwithstanding the foregoing, this section does not in any way invalidate or modify any existing disposition and development agreement between the applicant and the city or the former Glendale Redevelopment Agency. Any development agreement executed pursuant to this section shall not permit or be construed to permit any sign inconsistent with the provisions of this chapter.

(Ord. 5688 § 1, 2010; Ord. 5752 § 1, 2011; Ord. 5804 § 7, 2013; Ord. 6000 § 9, 2023)

§ 30.26.100. 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 therefor 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.

(Ord. 5688 § 1, 2010; Ord. 5747 § 26, 2011; Ord. 6000 § 10, 2023)

§ 30.26.110. 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 \$1,000.

(Ord. 5688 § 1, 2010; Ord. 6000 § 11, 2023)