

January 14, 2016

Rodney V. Khan
Khan Consulting
1111 North Brand Boulevard
Suite 403
Glendale, CA 91202

**RE: ADMINISTRATIVE DESIGN REVIEW
CASE NO. PDR 1519625
800 South Brand Boulevard**

Dear Mr. Khan,

On January 14, 2016, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.47, **DENIED** your design review application to modify the exterior façade of the existing BMW automobile dealership on a site in the CA Zone, located at **800 South Brand Boulevard**. The staff report is attached.

SUMMARY OF THE DIRECTOR OF COMMUNITY DEVELOPMENT'S DECISION

Site Planning - The proposed site planning is appropriate to the site and its surroundings for the following reasons:

- No changes to the site planning are proposed. The applicant is requesting façade modifications to the existing dealership building.

Mass and Scale - The proposed massing and scale are **not** appropriate to the site and its surroundings for the following reasons:

- The use of a single color and material at the building's prominent facades will increase its sense of scale and mass by removing the existing material and color variations that help visually break the exterior walls into component parts rather than the overbearing, monolithic appearance depicted in the proposal.
- The applicant shall either maintain the building in its present condition or propose a variety of complementary materials/colors on the dealership façade to break up the mass and scale of the building, consistent with the Comprehensive Design Guidelines.

Design and Detailing - The proposed design and detailing are **not** appropriate to the site and its surroundings for the following reasons:

- The use of a single material and texture will increase the building's monolithic appearance and is not consistent with the Comprehensive Design Guidelines, which call for using a variety of façade materials to provide visual interest and enhance the overall streetscape.
- The applicant shall either maintain the building in its present condition or propose a variety of complementary materials/colors on the dealership façade to break up the mass and scale of the building and maintain interest for the building, consistent with the Comprehensive Design Guidelines.

Response to Community Input Received During Comment Period

There was one comment received from the community during the comment period with regard to occupational safety when constructing the project. This comment is not relevant to the design review aspects of the proposal.

If there are any questions, please contact the case planner, Roger Kiesel, at 818-937-8152 or via email at rkiesel@glendaleca.gov.

APPEAL PERIOD (effective date), TIME LIMIT, LAPSE OF PRIVILEGES, TIME EXTENSION

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper City and public agency.

Under the provisions of the Glendale Municipal Code, Title 30, Chapter 30.62, any person affected by the above decision has the right to appeal said decision to the Design Review Board if it is believed that the decision is in error or that procedural errors have occurred, or if there is substantial new evidence which could not have been reasonably presented. It is strongly advised that appeals be filed early during the appeal period and in person so that imperfections/incompleteness may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms within fifteen (15) days following the actual date of the decision. Information regarding appeals and appeal forms will be provided by the Permit Services Center (PSC) or the Community Development Department (CDD) upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **January 29, 2016** at the Permit Services Center (PSC), 633 East Broadway, Room 101, Monday thru Friday 7:00 am to 12:00 pm, or at the Community Development Department (CDD), 633 East Broadway, Room 103, Monday thru Friday 12:00 pm to 5 pm.

APPEAL FORMS available on-line: www.glendaleca.gov/appeals

To save you time and a trip - please note that some of our FORMS are available on line and may be downloaded. AGENDAS and other NOTICES are also posted on our website. Visit us.

NOTICE – subsequent contacts with this office

The applicant is further advised that all subsequent contact with this office regarding this determination must be with the case planner, **Roger Kiesel**, who acted on this case. This would include clarification and verification of condition compliance and plans or building permit

applications, etc., and shall be accomplished **by appointment only**, in order to assure that you receive service with a minimum amount of waiting. You should advise any consultant representing you of this requirement as well.

Please contact Roger Kiesel directly at 818-937-8152 or via email at RKiesel@glendaleca.gov.

Sincerely,

PHILIP LANZAFAME
Director of Community Development



Urban Design Studio Staff

RK:rk

Attach: staff report