



CITY OF GLENDALE, CALIFORNIA

Community Development
Planning

633 E. Broadway, Suite 103
Glendale, CA 91206-4311
Tel. (818) 548-2140 Fax (818) 240-0392
glendaleca.gov

September 2, 2020

Linda Francis
24691 Del Prado, Suite 201
Dana Point, CA 92629

**RE: ADMINISTRATIVE DESIGN REVIEW CASE NO. PDR 1921688
1260 SOUTH BRAND BOULEVARD**

Dear Ms. Francis,

On September 2, 2020, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.47, **APPROVED WITH CONDITIONS** your design review application proposing a net increase of 9,950 SF (12,720 SF demolition & 22,670 SF addition) to the existing two-story, 25,987 SF dealership ("Building A"), ground floor interior remodel of existing 134,745 SF, three-story service building/parking structure ("Building B"), and reconfiguration of the surface parking lot of the existing car dealership on a 57,934 SF lot, located at 1260 South Brand Boulevard, in the CA (Commercial Auto) Zone.

CONDITIONS OF APPROVAL:

1. Applicant to submit cut sheets and revised elevation drawings showing the locations and style of all exterior light fixtures for staff review.
2. The applicant shall submit detail drawings of typical junctions between disparate cladding materials for review and approval by staff.

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:

- Site planning for the project is comparable to other large automobile dealerships in the city as is the dealership's proximity to residential uses.
- The Brand Boulevard building frontage will be increased in length to allow for a larger showroom, in keeping with the site planning of other dealerships along the street.
- There is a narrow landscape area between the proposed building and the Brand Boulevard right-of-way to buffer and soften the appearance of the project from the street.
- The main access to the project will continue to be from Brand Boulevard and East Cypress Street.
- Mechanical equipment, including tanks and service uses, including the car wash, will be hidden from the public view.

Mass and Scale – The proposed massing and scale are appropriate to the site and its surroundings for the following reasons:

- The mass and scale of the project are consistent with other automobile dealerships in the immediate vicinity.
- The massing is broken up by the use of evenly spaced bays running the length of the new street façade and by the framing element that signals the new street entrance. The bays rise slightly higher than the parapet behind them, enlivening the roofline and establishing a rhythm of forms that help avoid a boxy profile.
- The project fits well into the neighborhood since the majority of developments in the immediate vicinity are similarly scaled automobile dealerships.
- The metal panel cladding (square and rectangular), creates an attractive composition that, along with the horizontal mullions in the storefront windows, helps break the tall façade into more pedestrian-scaled elements.

Building Design and Detailing – The proposed design and detailing are appropriate to the site and its surroundings for the following reasons:

- The modern design is enhanced through the use of modular metal panel and smooth stucco cladding, which will provide precise and crisp detailing that is appropriate to the style.
- To ensure consistency with the design concept, a condition is added requiring the applicant to submit detail drawings of typical junctions between disparate cladding materials for staff review.
- The chosen style is consistent with that of many other dealerships on the Brand Boulevard of Cars, making it appropriate in this context.
- The building materials chosen are of a high quality.
- Light fixtures are not shown on elevation drawings. A condition is added requiring the applicant to submit cut sheets and revised elevation drawings showing the locations and design of light fixtures for staff review.

This approval is for the project design only. Administrative Design Review approval of a project does not constitute compliance with the Zoning Code and/or Building Code requirements. Please refer to the end of this letter for information regarding plan check submittal. If there are any questions, please contact the case planner, Danny Manasserian, at 818-937-8159 or via email at dmanasserian@glendaleca.gov.

RESPONSES TO COMMUNITY INPUT RECEIVED DURING COMMENT PERIOD

The City of Glendale received one email during the pending decision period regarding traffic within the immediate vicinity.

This application is for the design of the project, however, per Parking Reduction Permit PPRP2001797 (approved on June 17, 2020), conditions have been added to mitigate traffic impacts.

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 **September 17, 2020** 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.

TRANSFERABILITY

This authorization runs with the land or the use for which it was intended for and approved. In the event the property is to be leased, rented or occupied by any person or corporation other than yourself, it is incumbent that you advise them regarding the conditions and/or limitations of this grant.

EXTENSION: An extension of the design review approval may be requested one time and extended for up to a maximum of one (1) additional year upon receipt of a written request from the applicant and demonstration that a reasonable effort to act on such right and privilege has commenced within the two (2) years of the approval date. In granting such extension the applicable review authority shall make a written finding that neighborhood conditions have not substantially changed since the granting of the design review approval.

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, **Danny Manasserian**, 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.

If an appeal is not filed within the 15-day appeal period of the decision, plans may be submitted for Building and Safety Division plan check. **Prior** to Building and Safety Division plan check submittal, approved plans must be stamped approved by Planning

Division staff. **Any** changes to the approved plans will require resubmittal of revised plans for approval. **Prior** to Building and Safety Division plan check submittal, **all** changes to approved plans must be on file with the Planning Division.

An appointment must be made with the case planner, Danny Manasserian, for stamp and signature prior to submitting for Building plan check. Please contact Danny Manasserian directly at 818-937-8159 or via email at dmanasserian@glendaleca.gov.

Sincerely,

PHILIP LANZAFAME
Director of Community Development



Urban Design Studio Staff
JP:dm