

**July 15, 2015**

**Applicant:**

Armen Kazanchyan  
1163 Rubio Street  
Altadena, CA 91001

**RE: ADMINISTRATIVE DESIGN REVIEW  
Case No. PDR 1508235  
1504-1510 S. Brand Boulevard, Glendale, CA 91204**

Dear Mr. Kazanchyan,

On July 15, 2015, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.47, **APPROVED** your design review application proposing to demolish the two existing commercial buildings and construct a new one-story 1,965 square-foot vehicle rental commercial building and a new 1,087 square-foot car wash for the vehicle fleet rental business use only. The lot is 22,500 and will include eight customer parking spaces and 45 surface parking spaces for vehicle fleet in the CA, Commercial Auto Zone located at **1504-1510 S. Brand Boulevard**.

**CONDITIONS OF APPROVAL**

After a review of the plans, exhibits and consideration of community input, the Director of Community Development has placed the following conditions of approval on this project:

**Conditions:**

1. Submit a cut sheet for the gate design proposed along the alley.
2. That the driveway opening at the rear, accessed from the alley shall not exceed 20 feet wide in compliance with the Zoning Code.
3. That the proposed wall along the rear (east) property line abutting the alley be six- feet high concrete masonry unit (CMU) as indicated on the site plan.
4. Submit a cut sheet for all proposed light fixtures both on the building(s) and the parking lot for staff review and approval.

**Consideration:**

1. Replace the existing chain link fence with a block wall along the southerly property line.

## **SUMMARY OF THE DIRECTOR OF COMMUNITY DEVELOPMENT'S DECISION**

**Site Planning** – The site planning is consistent with the character of the neighborhood and the intent of the Design Guidelines for new commercial uses in the commercial auto zone. The new commercial building enhances the pedestrian activity by improving its physical attractiveness of the street. In addition, access to the parking lot and the proposed landscape design palette complements the site and building design. As proposed, the site plan and the construction of the new commercial building at the front of the property will result in design improvement for the site as a whole. The car wash will be appropriately located at the rear of the property abutting the alley. This site is located on South Brand Boulevard, a major arterial, surrounded by primarily vehicle dealers and parking lots. The vehicle rental office building is proposed to be located close to the street with a landscape buffer at the front along Brand Boulevard. The proposed location of the building on the site is appropriate in relation to its topography and adjacent structures.

**Mass and Scale** – The proposed one-story commercial development and car wash relates to the, height, mass and scale of the surrounding buildings. Various design elements of the building, such as variations in form, the distinctive roof shape and use of color and materials help create a well-proportioned building. The overall size, height, mass and scale are appropriate and the project fits well within the neighborhood and the intent of the Comprehensive Design Guidelines.

**Building Design and Detailing** – The applicant's proposal is a contemporary commercial building. The proposed design and detailing feature well-proportioned volumes, high-quality materials, colors and details and appear consistent with the proposed contemporary style. The building complements the neighborhood because the project's articulation, curved building forms, and overall massing and scale help it to blend within the neighborhood context. As proposed, this development will be consistent with the intent of the Comprehensive Design Guidelines. The proposed design incorporates thoughtful, creative treatments that are internally consistent and well deployed across the site.

**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, Milca Toledo, at 818-937-8181 or via email at [mitoledo@glendaleca.gov](mailto:mitoledo@glendaleca.gov).**

### **PROJECT ANALYSIS**

**GENERAL PLAN:** Land Use Element: Commercial Services. The project complies with the intent of the General Plan and Land Use Element.

**ZONE:** CA (Commercial Auto) Zone.

#### **ENVIRONMENTAL CONSTRAINTS:**

- Slope: The site is flat.
- Indigenous Trees: No oak, Bay or sycamore trees are located on the site.

- Access & Parking: There is an existing surface parking lot with access from Brand Boulevard and from the existing alley to the east.
- Protected Ridgelines: None
- Blue line Stream: None
- Grading: No new grading will be done other than minor work for footings.
- Historic Preservation: The staff discussed the existing buildings with the City's Historic Preservation Planner and determined that the existing buildings are not eligible and/or meet the criteria for listing on any National, State, or Local Register for Historic Resources, and it is not considered a historic resource under the California Environmental Quality Act (CEQA).
- CEQA Status: Exempt per State CEQA Guidelines, Section 15303, Class 3 "New Construction"

**NEIGHBORING ZONES AND USES:**

	Zoning	Existing Uses
North	CA	Parking lot for vehicle dealer
South	CA	Vehicle dealer
East	CA	Alley, parking lot for dealer and a residential senior housing across the alley, facing Laurel Street.
West (across Brand Blvd.)	CA	Commercial uses (American Red Cross, parking lot and vehicle dealer)
Project Site	CA	Vehicle rental agency (retail use)

**DESIGN GUIDELINE REVIEW AND STAFF ANALYSIS**

Comprehensive Design Guidelines were approved by the City Council for commercial developments in November 2011. Design considerations discussed below analyze a project's overall site planning, its mass and scale, and its architectural design and detailing with a purpose to ensure that the development is of high quality, relates to its neighbors and enhances the overall built environment.

**SITE PLANNING**

The applicant is proposing to demolish the existing buildings on the site and construct a new one-story 1,965 square-foot commercial building for a vehicle rental agency and associated car wash for the vehicle rental fleet use only. Eight customer surface parking spaces are proposed to serve the vehicle rental agency business and 45 vehicle fleet parking spaces. The building will be situated at the front of the property along Brand Boulevard set back five feet from the front property line. The car wash and trash enclosure will be constructed at the center rear of the property next to the alley. The site planning is consistent with the intent of the Design Guidelines and is compatible with the placement of other commercial buildings along Brand Boulevard.

**Building Location:** The new commercial office development is placed at the front of the corner of the property facing Brand Boulevard. The car wash will be located at the rear of the property abutting the easterly property line and the alley. Placement of the office building at the front of the property with appropriate landscaping enhances the

pedestrian activity and physical attractiveness of the street.

**Usable Open Space:** Code requires a minimum of 5% landscaping for the parking lot. The project will include approximately 7% of landscaping in the parking area.

**Access and Parking:** The new parking lot provides eight parking spaces for the vehicle rental agency business. In addition, the applicant is providing 45 parking spaces (tandem configuration) proposed for the rental vehicle fleet. Access to the parking lot will be from the existing two-way driveway on Brand Boulevard and the existing alley at the rear.

**Landscaping:** A total of 1,299 square feet of landscaping is proposed on the site. The majority of the landscaped areas are in the parking lot and around the new building at the front of the lot. The landscaping plan proposes seven 24-inch box trees within the customer parking area. Landscaping planters are located abutting the public-right-of way along the perimeter of the parking lot. The landscape palette proposes drought tolerant landscaping.

**Walls:** A six foot high CMU wall is identified on the site plan along the southerly property line and along portions of the easterly property next to the alley. The height of the easterly wall is not shown on the plan. A condition is included to construct a six foot high block/CMU wall along the rear east side is included. In addition, a consideration is recommended to replace the existing chain link fence at the alley with a block wall to limit impacts of noise and car head lights to the adjacent neighbors.

**Screening:** The rooftop mechanical equipment will be screened by the architectural roof parapets.

**Trash:** An 81 square-foot enclosed trash area will be housed within the new car wash building at the rear of the property.

## **MASS AND SCALE**

The proposed project is located in the commercial auto zone where the neighborhood is comprised of a variety of one and two-story commercial buildings, auto dealers and parking lots. The abutting properties to the north, south and west are one story auto dealers and parking lots. In addition, there is an existing two-story commercial building (American Red Cross) located across Brand Blvd. to the west. The area to the east consists of an alley, a parking lot and a one-story adult residential housing development. The proposed 21'-10", one story building complies with the Zoning Code where 90 feet is allowed. The project fits well with the surrounding buildings as it relates to height and the number of stories.

The building will have a rectangular footprint and consists of two primary volumes: a double-height space with a curved roof at either side of the building that denotes the primary entry points and serves as the public area, and a lower volume containing private office spaces. The project's massing is broken up by recessed building forms, geometric volumes and combination of materials. A unique design feature of the building will be its curved roof on the north and south sides and the double-height storefront facing Brand Boulevard. These design elements

break up the mass and soften the building's verticality at the sides. Applying this technique serves to accentuate the design and minimize a boxy outline. Other areas throughout the building are broken up through the use of different materials, reveals, and fenestration. The configuration and proportions of the two volumes work well together and create an attractive, contemporary structure. In addition, these features create interest and articulate the building facades. The applicant's use of materials and color helps to reinforce the reading of different volumes. The incorporation of varying rooflines is in accordance with the Design Guidelines.

**Relate Buildings to Existing Context:** The site topography is generally flat. The proposed massing with its focal point facing the street and along the sides towards the front are appropriate with a pedestrian-friendly scale. The building is located close to the street and significantly set back from the abutting developments. The proposed car wash will be situated at the rear, properly centered away from nearby residential development.

**Scale and Proportion/Monumentality:** There will be two main entrances to the main building, one facing the street and one at the north parking lot. These establish a pedestrian scale that is enhanced by the colorful sign band that wraps the double-height part of the building, which also breaks up the building mass. The transition between the rear of the building to the front curved- roof front portion of the building lends itself to creating an appropriate hierarchy of architectural elements as a way to achieve a balanced proportional relationship between both the volumes. This design approach avoids monolithic stucco walls, thereby reducing the perceived mass and scale of building as viewed from the street.

**Roof Forms:** The curved roof provides visual interest, serving as a marker for the business to those passing by. In addition, its asymmetrical stepped design is seen with the transition of the hierarchical flat roof design at the rear of the building and the front curved roof. The car wash building at the rear will have a flat roof throughout.

## DESIGN AND DETAILING

The surrounding neighborhood is comprised of a mix of architectural styles, which include one and two-story commercial developments along Brand Boulevard. The majority of the vehicle dealer buildings along this portion of South Brand Boulevard are set back significantly from the street with their respective parking lots at the front of the property. Unlike some of the boxy, nondescript commercial buildings in the neighborhood with parking lots adjoining the right-of-way, the proposed building placed at the front of the lot features a pedestrian friendly streamlined, contemporary design that includes an emphasis on rectangular shapes and voids, clean lines, modern finishes, staggered rooflines and transparent elements.

The proposed design will result in a vibrant commercial structure with well-balanced forms and a coherent architectural vision. The curved roof provides visual interest, serving as a marker for the business to those passing by. The exterior will be finished with stucco and corrugated metal around a glass window system. The curved portion of the roof will be clad with standing-seam metal and the conventional flat roof will be concealed by a parapet on the rest of the building. The design and detailing are appropriate expressions of a commercial design that will enhance the surrounding commercial streetscape.

The enclosed car wash at the rear is designed in a rectangular form. Exterior finish for the building includes precision CMU stack bond combined with split face CMU stack bond for its side facades and slope face CMU stack bond at the north and south facades. The areas designated for entry and exit for the vehicle car wash will include a roll-up door and a painted sheet metal across the façade above the doors.

Lastly, the proposed forms and recesses throughout the office building thoughtfully enhance the design and lend themselves to the contemporary architectural style of the building. The project's articulation, curved building form, and overall mass and scale help it to blend within other vehicle dealers along Brand Blvd and the general neighborhood context. The project's design and detailing are comprised of high quality materials (steel frames, fenestration throughout, metal awnings, smooth stucco, concrete base), colors and contemporary details; such detailing and materials reinforce the overall project design and will be internally consistent throughout the building.

**Entryways:** The new building includes a main entryway at the front facing Brand Blvd. and a second entry at the north side facing the parking lot. The front façade and the sides of the building underneath the curved roof area are designed as a storefront. This design approach compiled with the curved roof creates an appropriate break in the façade while providing a soft transition between the rear and the front of the building. In addition, it reduces the perceived mass at the sides of the building upon approaching the building from the north and south. Finally, this adds visual interest while promoting pedestrian activity, as encouraged by the Design Guidelines.

**Windows:** Windows consist of black aluminum anodized frame and clear glass storefront infill that extends down to grade. The proposed fenestration compliments the architectural design of the building.

**Lighting:** No information is provided about lighting at either the building facades, or the parking lot and car wash. A condition is added requiring staff review and approval of cut sheets for these features.

**Finish Materials (front office building):**

- Stucco: Smooth stucco finish in "Light Beige"
- Corrugated wall material in metal finish.
- The canopy that surrounds the building on the north, east and west sides is clad in white and green acrylic.
- Roof: The curved portion of the roof will be clad with standing-seam metal and the conventional flat roof will be concealed by a parapet on the rest of the building.
- Windows and Doors: Black aluminum anodized frame and clear glass storefront infill. Commercial dual pane insulated glass.

**Color:** The building exterior will be "Light Beige", corrugated metal siding and standing-seam metal punctuated by the black aluminum framed windows and doors.

The car wash at the rear will be constructed with precision CMU stack bond (light beige) and split face CMU stack bond "Midnight" and painted sheet metal "Black".

The streamlined, color combination is appropriate for the contemporary buildings and neighborhood context.

**Paving Materials:** Paving materials for the driveway will be asphalt concrete. However, walkways around the building are not specified.

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#### **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 to the City Council 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 plans 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 Building and Safety Division upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **July 30, 2015**, in the Building and Safety Division, 633 E. Broadway, Room 101.

#### **APPEAL FORMS available on-line:**

<http://www.ci.glendale.ca.us/planning/SubmittingAProject.asp>

#### **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**

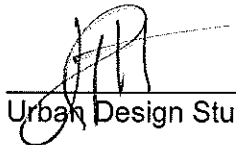
The applicant is further advised that all subsequent contact with this office regarding this determination must be with the case planner, Milca Toledo, who acted on this case. This would include clarification and verification of condition compliance and plans or building permit applications, etc., and 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, Milca Toledo, for stamp and signature prior to submitting for Building plan check. Please contact Milca Toledo directly at 818-937-8181 or via email at [mitoledo@glendaleca.gov](mailto:mitoledo@glendaleca.gov).

Sincerely,

PHILIP LANZAFAME  
Interim Director of Community Development



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Urban Design Studio Staff

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