



## DESIGN REVIEW BOARD RECORD OF DECISION

**Meeting Date**      August 11, 2022      **DRB Case No.** PDR. 2205154

**Address**                      1231-1265 S. Brand Blvd.

**Applicant**                      Daniel Lin

**Project Summary:**

The applicant is proposing to demolish four existing one-story commercial automobile dealership with a combined total of 14,118 SF (vehicle sales showroom repair and storage buildings), maintain an existing 3,175 SF (workshop and car wash) building, and construct a new two-story, 54,000 SF Honda automobile dealership building which includes a new showroom, offices, service areas and an attached parking structure and a new 1,500 SF service canopy on an approximately 70,718 SF site. The project will be constructed in two phases across the entire site. The new building will be two-stories and approximately 37'-0" in height at the top of the parking deck. The first level includes the dealership showroom, sales offices, parts storage and vehicle service. Access to the service reception will be from Magnolia Ave., and vehicle access (entrance and exit) to the dealership will be from Brand Blvd. and Magnolia Ave. The second level will include offices and parts storage. The project provides a total of 90 on-site parking spaces, including 29 surface parking spaces and 61 rooftop parking spaces in the parking structure.

**Design Review:**

Board Member	Motion	Second	Yes	No	Absent	Abstain
Lockareff		X	X			
Minas					X	
Simonian					X	
Tchaghayan			X			
Welch	X		X			
<b>Totals</b>			<b>3</b>			
<b>DRB Decision</b>		Approve with conditions. Environmental Acknowledged.				

**Conditions:**

- For better design integration and to soften the building walls along the south side facing the Cypress Street and the west side facing the alley, address the following:

- Articulate the south building façade to match the front façade through the use of quality materials and color variation; and
  - Install landscape planters and vine/green walls at the base of the building walls along the south (facing Cypress St.) and west (alley) sides.
2. Provide a cut-sheet of the decorative paving material proposed for the driveways/pedestrian/automobile contact zones for staff review and approval.
  3. Clearly depict planters in the City's parkway in the public-right-of-way and introduce new street trees in this area to the satisfaction of the City's Urban Forestry section and in compliance with their comments dated March 9, 2021.
  4. Submit drawing details of all junctions where different materials intersect, including corner details where materials turn the corners, for staff's review and approval prior to plan check submittal.
  5. That all signs proposed on the site and the buildings are subject to zoning review and will require a separate sign permit.
  6. Emphasize the main entrance to the building within the front façade to provide a more recognizable, visible entry along Brand Boulevard.
  7. Redesign the detached service canopy structure to complement the design of the new main building, properly articulating the building through the use of colors, materials, etc.
  8. Replace the chain-link fence on the site with a higher quality material that complements the site and the building.
  9. Provide architectural detailed plans associated with the existing detached (car wash/workshop) building proposed to remain. Its design, colors and materials should complement and be in-keeping with the new main building.
  10. Introduce landscape vegetation instead of decorative paving at the main driveway area facing Brand Boulevard. If not feasible, provide more landscaping at other areas of the site.

### **Determination of Compatibility: Site Planning**

The proposed site planning is appropriate, as modified by any proposed conditions, to the site and its surroundings for the following reasons:

- The site planning for the project is comparable to other large dealerships in the city as is the dealership's proximity to residential uses.
- The proposed building is located close to both Brand Boulevard and Cypress Street to create a street-wall that defines the street and the block; landscaping is proposed between the building and the street right-of-ways to buffer and soften the appearance of the project from the streets.
- Significant ground level glazing is proposed at the Brand Boulevard façade of the project, which will allow vision into the showroom component of the project – appropriate to the site and the neighborhood.
- Decorative paving is proposed at all existing and new driveway entrances where there are pedestrian/automobile contact zones, consistent with the Commercial Design Guidelines and South. A condition is included to submit a cut-sheet of the decorative paving for staff review and approval.
- As conditioned by the Board, introduce landscape vegetation instead of decorative paving at the driveway area facing Brand Boulevard, and if not feasible, provide more landscaping at other areas of the site.

- The proposed development strengthens and enhances the street edge by providing landscaped planter areas facing Brand Boulevard and Magnolia Avenue including the parking areas on site.
- As conditioned, the project will be required to comply with the City's Urban Forestry conditions and provide new street trees in the sidewalk (public right-of-way). The new street trees will help soften the building from the street and improve the pedestrian experience.
- As conditioned by the Board, the chain-link fence will be replaced with a higher quality material.
- Mechanical equipment, including trash areas and vaults, are located within the enclosed building, appropriately screened from view.

### **Determination of Compatibility: Mass and Scale**

The proposed massing and scale are appropriate, as modified by any proposed conditions, to the site and its surroundings for the following reasons:

- The massing of the project is consistent with the other automobile dealerships, which have residential uses across an alley.
- From Brand Boulevard, the mass of the project is mitigated with the use of storefront glazing at the ground level and the use of various materials, including glass curtain wall and aluminum paneling on the upper level.
- The northern street building facade is primarily composed of stucco, metal cladding combined with transparent elements and windows. The massing is broken up by recessed building forms, breaks in wall planes, window treatment, and color combination, which helps avoid long horizontal facades and minimizes a boxy outline as recommended by the Guidelines. However, the south face (facing Cypress Street) and the west façade (facing the alley) need further articulation and softening. As conditioned by the Board, the south façade must be better articulated through the use of quality materials and color variation to match the front façade and the building walls softened along the south and west (alley) sides with a landscaping planter at the base of the building and vine/green wall.
- The proposed palette of materials (e.g., stucco, metal cladding, glass) and variety of colors help to reinforce the reading of different volumes, and articulates the building. The building's massing and articulation reflects the development pattern of other automobile dealerships along the Brand Boulevard of cars corridor.

### **Determination of Compatibility: Design and Detailing**

The proposed design and detailing are appropriate, as modified by any proposed conditions, to the site and its surroundings for the following reasons:

- The project is contemporary in style and building materials used, including metal paneling, windows with aluminum mullions, and stucco with different color combination helps re-enforce the design.
- The combination of colors and materials proposed for the building including off-white and gray stucco walls and "Honda" blue accent are complementary to the contemporary style of the buildings.
- The proposed storefront windows and doors with clear anodized finish are appropriate to the design of the building and complementary other vehicle dealerships along Brand Boulevard of Cars corridor.
- As conditioned, the applicant shall submit drawing details of all junctions where different materials intersect, including corner details where materials turn the corners, should be provided for staff review and approval prior to plan check submittal.
- As conditioned, the applicant must submit a cut-sheet of the proposed decorative paving material for staff review and approval to ensure complementary hardscape.
- As conditioned by the Board, emphasize the main entrance to the building within the front façade to provide a more recognizable, visible entry along Brand Boulevard.

- As conditioned by the Board, the detached service canopy structure shall be redesigned to complement the main building.
- As conditioned by the Board, the detached service canopy structure shall be modified to complement the design of the new main building, properly articulating the building through the use of colors, materials, etc.

DRB Staff Member     Milca Toledo, Senior Planner    

Notes:

Contact the case planner for an appointment for a DRB stamp prior to submittal for plan check.

The Design Review Board approves the design of projects only. Approval of a project by the Design Review Board does not constitute an approval of compliance with the Zoning Code and/or Building Code requirements.

If an appeal is not filed within the 15-day appeal period of the Design Review Board decision, plans may be approved for Building Division plan check. Prior to Building Division plan check submittal, Design Review Board approved plans must be stamped approved by the Design Review staff.

Any changes to the approved plans may constitute returning to the Design Review Board for approval. Prior to Building Division plan check submittal, all changes in substantial conformance with approved plans by the Design Review Board must be on file with the Planning Division.