



**CITY OF GLENDALE, CA  
REPORT TO THE DESIGN REVIEW BOARD**

**DESIGN REVIEW STAFF REPORT – COMMERCIAL / INDUSTRIAL / MIXED USE**

<b>August 20, 2020</b> <i>Decision Date</i>	<b>1260 South Brand Boulevard</b> <i>Address</i>
<b>Administrative Design Review (ADR)</b> <i>Review Type</i>	<b>5640-013-041</b> <i>APN</i>
<b>PDR 1921688</b> <i>Case Number</i>	<b>Linda Francis</b> <i>Applicant</i>
<b>Danny Manasserian, Planning Associate</b> <i>Case Planner</i>	<b>Richard J. Romero</b> <i>Owner</i>

**Project Summary**

The proposed project is an expansion of the Toyota of Glendale automobile dealership located on an approximately 57,934 square-foot site containing two buildings. The applicant is proposing to demolish 12,720 SF at the south side of the existing one- and two-story 25,987 square-foot automobile dealership building (“Building A”). The one- and two-story addition will contain 22,670 SF and be located at the south and west of the remaining portion of the building, providing a longer showroom frontage along Brand Boulevard than is currently the case. The first level of the building will include the dealership showroom, offices, service advisors’ area, a vehicle washing area, and vehicle service bays. The second level will include offices, a break/training room, conference room, and bathrooms. Access to the vehicle service area will be from East Cypress Street. Vehicle access (entrance and exit) to the dealership will be from South Brand Boulevard and East Cypress Street.

The 134,745 square-foot, three-story service building/parking structure (“Building B”) located behind “Building A”, will undergo a 3,360 SF interior remodel on the first floor only (parts storage area). The first story will continue to provide vehicle service bays, parts storage, and employee/inventory parking while the second and third floors will continue to provide employee/inventory parking.

**Environmental Review**

The project is exempt from CEQA review as a Class 1 “Existing Facilities” exemption pursuant to Section 15301 of the State CEQA Guidelines because the proposed addition to the existing structure will not result in an increase of more than 10,000 square feet of floor area.

### Existing Property/Background

The subject site is the Toyota of Glendale automobile dealership, which consists of two buildings and surface lots that provide showroom space, offices, conference room, service bays, and parking for inventory and customers. The function and use of the site will continue as is currently the case.

### Staff Recommendation

Approve with Conditions

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### Last Date Reviewed / Decision

First time submittal for final review.

**Zone:** CA - Commercial Auto      **Height District:** N/A

Although this design review does not convey final zoning approval, the project has been reviewed for consistency with the applicable Codes and no inconsistencies have been identified.

### Active/Pending Permits and Approvals

None.

### Site Slope and Grading

None proposed.

## DESIGN ANALYSIS

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### Site Planning

Are the following items satisfactory and compatible with the project site and surrounding area?

#### Building Location

yes     n/a     no

*If "no" select from below and explain:*

- Located at or near front property line
- Conforms to prevailing setbacks on the street
- Maintains appropriate sidewalk width

#### Usable Open Space

yes     n/a     no

*If "no" select from below and explain:*

- Incorporates outdoor pedestrian space
- Integrated with design and overall context
- Appropriate relationship with adjoining properties

#### Access and Parking

yes     n/a     no

*If “no” select from below and explain:*

- Parking location is appropriate to the site and its neighborhood context
- Appropriate pedestrian and vehicle access points
- Appropriate service and loading locations
- Landscape screening for street-facing parking
- Techniques employed to reduce stormwater runoff
- Decorative or colored paving to delineate pedestrian areas

### **Landscape Design**

**yes**    **n/a**    **no**

*If “no” select from below and explain:*

- Complementary to building design
- Appropriately sized and located

### **Walls, Fences, and Retaining Walls**

**yes**    **n/a**    **no**

*If “no” select from below and explain:*

- Minimize use whenever possible
- Use decorative material to complement building and/or landscape design
- Provide landscaping to minimize visual impact

### **Screening**

**yes**    **n/a**    **no**

*If “no” select from below and explain:*

- Mechanical equipment appropriately screened
- Trash bins appropriately located and screened

## **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:

- 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.

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### Massing and Scale

Are the following items satisfactory and compatible with the project site and surrounding area?

#### Building Relates to its Surrounding Context

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Appropriate proportions and transitions
- Articulation, solid/void balance, and open space relate to predominant pattern

#### Building Relates to Existing Topography

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Form and profile follow topography
- Alteration of existing land form minimized
- Retaining walls terrace with slope to minimize height

#### Consistent Architectural Concept

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Concept governs massing and height

#### Scale and Proportion

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Articulation avoids overbearing forms
- Appropriate solid/void relationships
- Entry and major features well located

#### Massing

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Larger masses broken into separate volumes
- Long, unbroken street walls avoided

- Visual impact of larger building minimized

### **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 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.

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### **Design and Detailing**

Are the following items satisfactory and compatible with the project site and surrounding area?

#### **Overall Design and Detailing**

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Consistent architectural concept
- Proportions appropriate to project and surrounding neighborhood
- Appropriate solid/void relationships

#### **Entryway**

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Well integrated into design
- Location promotes pedestrian activity
- Design provides appropriate focal point

#### **Storefronts and Windows**

**yes**    **n/a**    **no**

*If "no" select from below and explain:*

- Maximize transparency at ground floor
- 12-15' floor-to-floor height at ground-floor is encouraged

- Coordinate design with overall style of building
- Use durable materials for windows, such as aluminum or steel
- Locate security gates/grilles inside commercial spaces, preferably set back from storefront

**Awnings and Canopies**

yes    n/a    no

*If “no” select from below and explain:*

- Integrate awnings and canopies into overall building design
- Avoid long treatments spanning multiple openings
- Back-lit awnings are not allowed

**Lighting**

yes    n/a    no

*If “no” select from below and explain:*

- Light fixtures are appropriate to the building design
- Avoid over-lit facades; consider ambient light conditions when developing lighting scheme
- Utilize shielded fixtures to avoid light spillover onto adjacent properties

Light fixtures are not shown on elevation drawings. A condition is added calling for the applicant to submit revised elevation drawings and cut sheets indicating the locations and design of all exterior light fixtures.

**Finish Materials and Color**

yes    n/a    no

*If “no” select from below and explain:*

- Textures and colors reinforce design
- High-quality, durable materials used, especially facing the street
- Materials appropriately enhance articulation and façade hierarchies
- Wrap corners and terminate cladding appropriately
- Cladding is well detailed, especially at junctions between materials
- Foam trim, finished on site, is prohibited

The building will be clad in various materials, including metal panels at the street-oriented part of the building and stucco toward the rear. These materials and their locations are appropriate to the design, but a condition is added calling for the applicant to submit detail drawings of the junctions between materials for review and approval by staff to ensure that these transition points are precise and treated consistent with the generally contemporary style of the building. Stucco also be specified as having a smooth finish to ensure consistency with the style.

**Paving Materials**

yes    n/a    no

*If “no” select from below and explain:*

- Decorative material at entries/driveways
- Permeable paving when possible
- Material and color related to design

**Roof Forms**

**yes**     **n/a**     **no**

*If "no" select from below and explain:*

- Configure roofline to provide visual interest and deemphasize mass
- Roof forms are consistent with overall design
- Continue roofs and parapets around building or terminate in logical manner

**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 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.

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**Recommendation / Draft Record of Decision**

Based on the above analysis, staff recommends **Approval with Conditions**. This determination is based on the implementation of the following recommended conditions:

**Conditions**

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.

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**Attachments**

1. Reduced Plans
2. Photos of Existing Property
3. Location Map



















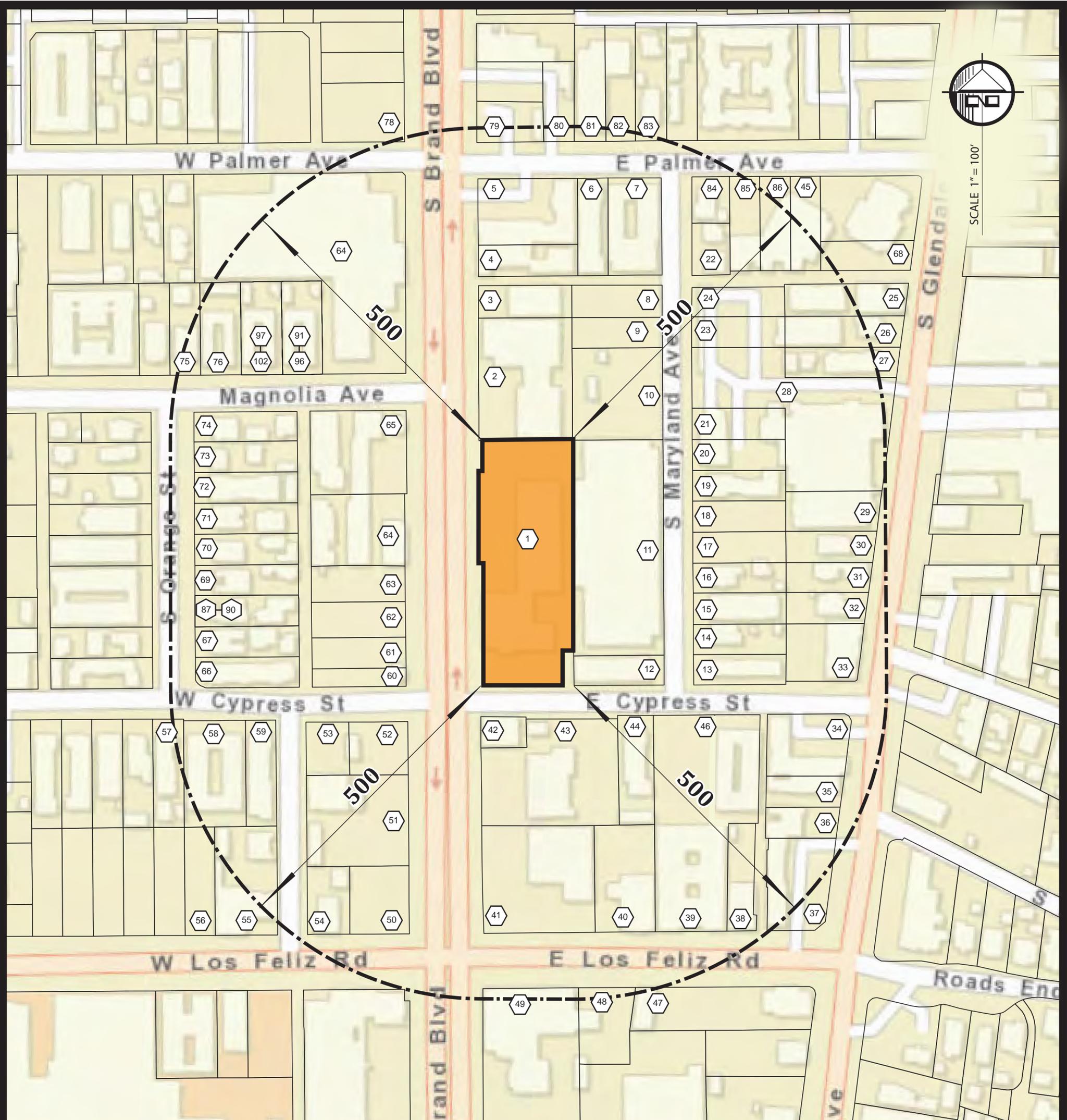






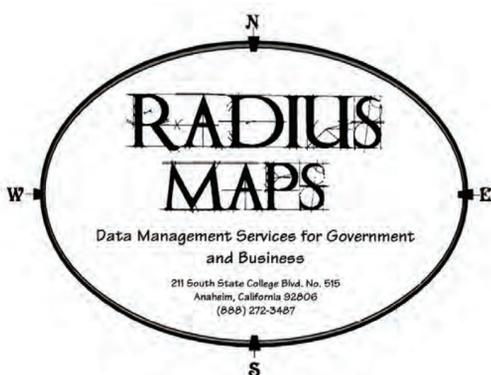






MAP LEGEND

 Indicates Map Key Number



**Public Notification  
Study**

For  
**1260 S. Brand Blvd.  
Glendale CA 91204**

**APN 7008-017-019**

August 4, 2020  
JN 20155