



City of Anaheim
PLANNING AND BUILDING DEPARTMENT

June 3, 2020

via email: RKim@prosperahotels.com

Ronald Kim
333 City Blvd West, Suite 2000
Orange, CA 92868

**SUBJECT: ADMINISTRATIVE ADJUSTMENT NO. 2020-00446
1775 SOUTH CLEMENTINE STREET, ANAHEIM, CA
7.1% INCREASE (350 SQUARE FEET PERMITTED; 374
SQUARE FEET PROPOSED) IN WALL SIGN AREA FOR A
NEW LOGO ADDITION TO AN EXISTING WALL SIGN FOR
THE JW MARRIOTT HOTEL**

Dear Mr. Kim:

I am pleased to inform you of the approval of your application for a seven percent increase in building wall sign area for a new 25 square foot Griffin logo addition to the existing wall sign for the JW Marriott Hotel located at 1775 South Clementine Street in the City of Anaheim. This approval, Administrative Adjustment No. 2020-00446, is in accordance with Section 18.62.040.050 of the Anaheim Municipal Code and subject to the conditions and restrictions set forth at the end of this letter. If there are elements of this approval that you are concerned about, please contact me as soon as possible. This decision will become final on June 13, 2020 unless, pursuant to Section 18.60.135 of the Anaheim Municipal Code, the Planning Department receives an appeal of this decision. I will contact you in the event that this decision is appealed.

You may obtain building permits for the proposed building wall sign upon the expiration of the time allowed for filing a notice of appeal, on or after June 13, 2020. Elaine Thienprasiddhi, Senior Planner, will continue to be your project manager for any questions you may have during the remainder of the process. Please feel free to contact her at (714) 765-4568 or ethien@anaheim.net if you have any questions or concerns.

Sincerely,

Susan Kim
Principal Planner

DECISION NO. ADJ2020-00446

The Planning & Building Department approves this requested 25-square foot Griffin logo addition, resulting in a seven percent increase in wall sign area. The subject property is located in the Disneyland Resort Specific Plan (DRSP), Parking District, Anaheim GardenWalk Overlay, C-R Overlay (SP92-1). The existing 12-story hotel includes two wall signs that comply with the Anaheim GardenWalk Coordinated Sign Program. The applicant will install the new Griffin logo, which identifies the JW Marriott branding, at the top of the existing wall sign on the hotel's east elevation, facing Clementine Street. The Anaheim GardenWalk Coordinated Sign Program allows the subject sign to be up to 350 square feet; with the added logo, the sign will be 374 square feet.

The Planning Director has made the Code required findings as listed and explained below:

1. *The adjustment is consistent with the purposes and intent of the Zoning Code.*

The purpose of the Anaheim GardenWalk Coordinated Signage Program is to make it clear to visitors of the Resort that GardenWalk is a destination for dining, shopping, entertainment and hospitality. The existing wall signs are compliant with the Anaheim GardenWalk Coordinated Sign Program. The visibility of the sign along the I-5 freeway is limited; the addition of the JW Marriott Griffin logo will help to enhance this visibility. Through the addition of the logo, the new hotel will differentiate and clearly identify the hotel to tourist and visitors attempting to locate it. Furthermore, the proposed sign area will allow this business owner to operate their new hotel with the signage required to identify the property to tourists and other visitors.

2. *The same or similar result cannot be achieved by using provisions in the Zoning Code that do not require the adjustment.*

The existing sign, without the logo, is close to the maximum allowable size. Based on the orientation of the existing sign, the logo addition at the top of the existing sign would make it the brand of the hotel clear to visitors unfamiliar with the area. Therefore, an adjustment to the Anaheim GardenWalk Coordinated Sign Program requirements is required in order to make this modification to the sign.

3. *The adjustment will not produce a result that is out of character or detrimental to the neighborhood.*

As depicted in Exhibit No. 1, the existing sign with the proposed logo is consistent with the height, length, scale and mass of the hotel's façade. In addition, the proposed logo consists of a design and materials that are consistent with the existing sign, and compatible with the architectural design of the hotel. Approval of the administrative adjustment will not be out of character or detrimental to the adjacent properties in the vicinity.

This Administrative Adjustment No. 2020-00446, for the property located at 1775 South Clementine Street, is hereby approved subject to the following conditions:

No.	Conditions of Approval	Responsible for Monitoring
<i>GENERAL</i>		
1	The subject property shall be developed substantially in accordance with plans and specifications submitted to the City of Anaheim by the applicant and which plans are on file with the Planning Department marked Exhibit No. 1 and as conditioned herein.	Planning Division
2	The appropriate building permits shall be obtained from the City of Anaheim for the proposed construction.	Building Department