



City of Anaheim  
**PLANNING AND BUILDING DEPARTMENT**

October 31, 2022

Walter C. Bowen  
BDC Anaheim, LLC  
1455 SW Broadway, Suite 1700  
Portland, Oregon 97201

**SUBJECT: ADMINISTRATIVE ADJUSTMENT NO. 2022-00714  
1601 SOUTH ANAHEIM BOULEVARD, ANAHEIM, CA  
REQUEST TO CONSTRUCT A 79 SQUARE FOOT WALL  
SIGN**

Dear Mr. Bowen:

I am pleased to inform you that your application to construct a wall sign, designated as Administrative Adjustment No. 2022-00714, is hereby approved 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 November 10, 2022 unless, pursuant to Section 18.60.135 of the Anaheim Municipal Code, a timely appeal is filed with the Planning Department. I will contact you in the event that this decision is appealed.

You may proceed with obtaining building permits, from the Building Division, for the proposed construction associated with this request, upon the expiration of the time allowed for filing a notice of appeal, after November 10, 2022. Judy Dadant, 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) 765-4945 or [jdadant@anaheim.net](mailto:jdadant@anaheim.net) if you have any questions or concerns.

Sincerely,

Sean Nicholas, AICP  
Principal Planner

Cc: Michael Baugh

**DECISION NO. ADJ2022-00714**

The request to construct a new seventy nine (79) square foot wall sign has been approved. The subject property is zoned “C-G” (General Commercial), and is developed with a hotel. The proposed 79 square foot wall sign is permitted subject to the approval of an Administrative Adjustment per the provisions of AMC 18.62.040 as described below.

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

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

Code permits one square foot of wall sign for each lineal foot of building frontage on which the sign is placed. The south elevation consists of 75 lineal feet of frontage, thereby allowing a 75 square foot sign. The requested deviation is a 6 percent increase from code limitations. The approval of this administrative adjustment would allow a larger identification sign to provide identification that is of appropriate scale to the almost 300 foot tall building elevation. Because the property is triangular in shape, the south building elevation narrows to fit within the site and therefore the wall sign permitted is limited. The overall elevation is large due to the height of the building and therefore the proposed sign is appropriate for the south elevation and consistent with the purpose and intent of the zoning code.

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

The south elevation on which the 79 square foot sign is proposed is narrow compared to the rest of the building due to the shape of the property. This limits the size of the wall sign proposed which is visible to Anaheim Boulevard and the Interstate 5 Freeway. A smaller code compliant sign will look small on the close to 300 foot tall building elevation. In order to construct a wall sign that looks appropriate for the building elevation, a large sign is required as proposed.

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

The hotel is located just north of the Anaheim Resort. Within the vicinity, large hotel development is common and other locations have prominent identification on the building wall similar to this proposed wall sign as well. Since the proposed wall is in proper scale to the elevation, the sign will be in character to surrounding development and will not be detrimental to the neighborhood.

This Administrative Adjustment No. 2022-00714, for the property located at 1601 South Anaheim Boulevard, is hereby approved subject to the following conditions:

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