



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of March 16, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: 9800 WILSHIRE BOULEVARD
9800 Wilshire Boulevard
Façade remodel, building identification sign and business identification signs
PL 103 8779

Continued from the February 16, 2011 AC meeting.

PROJECT INFORMATION

Applicant	Cory Taylor - Belzberg Architects
Address	9800 Wilshire Boulevard
Project Name	9800 Wilshire Boulevard
Project Type	<ul style="list-style-type: none"> • Façade remodel • Building ID sign • Business ID signs (preliminary approval)

PROJECT DESCRIPTION

The project is located on the south side of the 9800 block of Wilshire Boulevard between South Santa Monica Boulevard and Spalding Drive. This project was previously reviewed by the Commission at its meeting on February 16, 2010. At that meeting the Commission had the following comments:

Architectural Commission Requests from February 16, 2011	Applicant's Response
1. The design of the penthouse structure is not in keeping with the curved nature of the proposed façade and other elements along the façade. The penthouse structure should be restudied and further refined to be more complimentary to the curved nature of the remodeled façade.	1. The applicant made redesigned the penthouse structure to be more in complimentary to the curved nature of the façade remodel.
2. A mock-up of the glazing system which illustrates the transparency of the façade, the mullion system, the lighting and the gradation of the glass should be provided at the next meeting. Exact samples of the glass and lighting should be provided.	2. The applicant will be providing a mock up of the proposed façade for the Commission's review at the March 16, 2011 meeting.

3. Clarification on how the slumped glass along the façade will be maintained and cleaned.	3. The applicant will be providing further clarification on the maintenance of the glass façade at the meeting.
4. Provide additional sections and details of the proposed façade.	4. The applicant has provided additional sections and details per the Commission's request.
5. The window frames behind the slumped glass façade should be shown in the rendering and elevations.	5. The window frames behind the slumped glass façade are now shown in the rendering and elevations.
6. Provide pictures which show examples of where the slumped glass has been used on other facades.	6. The applicant has not provided pictures to date.
7. The slumped glass façade has a rough appearance and should be further refined	7. The applicant has made revisions to the glass façade.
8. Any changes to the garage structure should be included as part of the package.	8. The applicant is not proposing to make any changes to the glass façade.

Signage:

At the February 16, 2011 meeting, the applicant had only preliminarily designed the proposed business and building identification signs. The applicant is now proposing the following signs (see sheet A302):

- Along the north elevation, ground floor Tenant Sign B and the Building Identification Sign A are shown accurately in size and location. They are planned to be halo lit opaque signs with channel letters in a brushed aluminum or brushed stainless steel face, and white painted sides, mounted to the stucco wall with stainless steel angle tabs on the inside face of the letters.
- Along the east elevation, ground floor Tenant Sign C is also planned to be a halo lit opaque sign with channel letters in brushed aluminum or brushed stainless steel face, and white painted sides mounted to the stucco wall with stainless steel angles tabs on the inside face of the letters.
- Also along the east elevation, the upper floor Tenant Sign D is a wall mounted plaque composed of brushed aluminum or stainless steel with flush hidden fasteners to the stucco wall.

At this point in time, the tenant is requesting preliminarily approvable of the location and general design of the Tenant signs and plaque. These signs may have to be altered or changed depending on the space the future tenants occupy within the building. For example, details such as street frontage and space location (ground floor, 2nd floor, etc.) of the future tenants will directly impact the amount of signage permitted for the tenant.

The applicant is requesting approval of the Building Identification sign proposed along the Northern elevation of the building. The proposed sign would read "Liner Grode Stein" and

would contain the company logo. The sign would be halo lit opaque channel letters in a brushed aluminum or brushed stainless steel face, and white painted sides, mounted to the stucco wall with stainless steel angle tabs on the inside face of the letters. As proposed the sign would be a total of 80 SF. Pursuant to the Beverly Hills Municipal Code §10-4-605, the maximum area allowed for a building identification sign on a building façade shall not exceed 2% of the vertical surface area of the elevation of the building on which it is placed.

BUILDING IDENTIFICATION SIGN		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	<p>1 sign on each elevation with street frontage, not to exceed 2% of the vertical surface area of the building elevation on which is placed.</p> <p>(surface area of building elevation = 4725 SF $.2\% \times 4725 = 94.5$ SF max permitted)</p>	<p>80 SF</p> <p>(1 sign consisting of the logo and business name)</p>

ANALYSIS

The proposed remodel is intended to update the appearance of the building and add architectural details to the building. The proposed façade remodel proposes high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along Wilshire Boulevard. The proposed design offers a revitalized appearance with a clean finish.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration of the following criteria:

(a) The plan for the proposed building or structure is in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The proposed façade remodel creates a clean façade. The design appears in keeping with (and in some cases superior to) the quality of buildings. The proposed facade remodel appears to be in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

(b) The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

The proposed façade remodel does not appear to modify any existing barriers to external or internal noise and is not anticipated to make the environment less favorable.

(c) The proposed building is not in its exterior design and appearance of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.

The proposed façade remodel does not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or value.

(d) The proposed building or structure is in harmony with the proposed developments on land in the General area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

The proposed façade remodel is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

Subject to review of the final construction documents, the proposed façade remodel and new signage are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

RECOMMENDATION

Based on the foregoing analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the recommended conditions of approval (see Exhibit A).


Shena Rojemann, Associate Planner

Attachments

Exhibit A – Recommended Conditions of Approval

EXHIBIT A
Conditions of Approval

Project Specific Conditions:

1. The business identification signs ("Tenant" signs) shall be returned to staff for further review and analysis at the time tenants are established in the building. Staff shall determine whether the proposed design is consistent with the signs preliminarily approved by the Architectural Commission and can be approved at the staff level or whether further review by the Architectural Commission is necessary.

Standard Conditions:

2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on March 16, 2011.
3. This approval by the Architectural Commission is for design only; the project is subject to all applicable City regulations for the construction of the project (including zoning, building codes and Public Works requirements.)
4. Any future modifications to this approval shall be presented to staff for a determination as to whether the change may be approved by staff (minor) or requires review by the Commission. Changes made without City approval shall be required to be restored to match the City approved plans.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.