



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of April 27, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: BANK OF AMERICA
9454 Wilshire Boulevard
Request for an amendment of the conditions of a previously approved façade remodel, business identification signs and building identification signs
PL 103 8897

PROJECT INFORMATION

Applicant	Tom Owens
Address	9454 Wilshire Boulevard
Project Name	Bank of America
Project Type	<ul style="list-style-type: none">• Façade Remodel• Business ID signs• Building ID signs

PROJECT DESCRIPTION

The project site is located on the south side of the 9400 block of Wilshire Boulevard, at the southeast corner of the intersection of Wilshire Boulevard and South Beverly Drive. The subject ground floor space is currently vacant. The new tenant, Bank of America, will occupy the majority of the ground floor frontage along Wilshire Boulevard and South Beverly Drive. This project was reviewed by the Commission on January 19, 2011 and February 16, 2011. At the February 16, 2011 meeting the Commission conditionally approved the project with the following conditions:

1. Alternative design options for the window film should be explored and further reviewed by a subcommittee composed of Commission Cohen, Commissioner Blakeley and Commissioner Rubins.
2. Aside from the window film issue to be resolved by the subcommittee, the final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on February 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 may 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.

Per condition #1 the applicant submitted three alternative design options for the subcommittee's review. After reviewing over the documents, the subcommittee expressed the following concerns:

- The alternative design options presented were simply variations of the same design option presented to the Commission at its meeting on February 16, 2011.
- Viable alternatives should be explored that address the Commission's concerns with promoting pedestrian traffic along Wilshire Boulevard and activating the corner.

Consequently, the applicant has returned before the Commission to request a revision to the conditions of approval established on February 16, 2011. The applicant is requesting that the window vinyl options not be subject to subcommittee review, but rather be reviewed and acted upon by the full Commission.

The alternatives presented for the Commission's review are:

Option 1: The applicant is proposing a white silkscreen roller shade hanging in front of a secure wall. The shade/wall would be set back from the window allowing space between the window and the shade.

Option 2: The applicant is proposing a decorative white film adhered to a secure wall which would be setback from the windows. A white decorative film wainscot if proposed over the bottom sections of the glass. The applicant hopes this will aid in obscuring the public's vision of any dust that may build-up in this area.

Option 3: The applicant is proposed a decorative white film adhered to a secure wall which would be setback from the windows. A bronze decorative film wainscot if proposed over the bottom sections of the glass. The applicant hopes this will aid in obscuring the public's vision of any dust that may build-up in this area.

A material board will be presented at the meeting.

ANALYSIS

The proposed remodel is intended to update the appearance of the building facade. The proposed design materials are modern in style and shall be cohesive with, and sometimes superior to, the facades found along Wilshire Boulevard and North Beverly Drive.

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.***

As revised, the design creates a clean. The design appears in keeping with the quality of nearby shops and other businesses. The proposed sign 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.***

As revised, project 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 materials proposed for the project 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.***

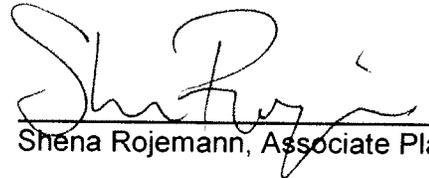
As revised, the projects design is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the project would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, 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 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 approve a window vinyl option with any conditions the Commission may wish to add (standard conditions attached in Exhibit A) or deny the window vinyl options.


Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 27, 2011.
2. 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.)
3. 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.
4. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
5. A copy of the City's approval letter shall be scanned onto the final plans.