



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, April 18, 2012

Subject: **EAST WEST BANK**
9378 Wilshire Boulevard
Request for approval of business identification signs and a building identification signs
(PL120 4882)

Project applicant: Steve Therriault - applicant

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of one business identification sign and two building identification signs for the ground floor tenant EastWest Bank. Each sign will read "EastWest Bank" and would contain the company's logo. Each sign is proposed to be composed of an internally illuminated set of channel letters on a hinged background cabinet with acrylic faces. The colors of each sign are proposed to be white, red and blue. The specific sign areas proposed are as follows:

- One business ID sign located on the Wilshire Boulevard elevation. The total sign area would be 43.75 SF. The maximum area permitted pursuant to Beverly Hills Municipal Code §10-4-604, would be 100 SF.
- One building ID sign is proposed on the Wilshire Boulevard elevation. The total sign area would be 114.63 SF. The maximum area permitted pursuant to Beverly Hills Municipal Code §10-4-605, would be 117 SF (calculated based on 2% of the vertical surface area of the building elevation).
- One building ID sign is proposed on the Canon Drive elevation. The total sign area would be 114.63 SF. The maximum area permitted pursuant to Beverly Hills Municipal Code §10-4-605, would be 143 SF (calculated based on 2% of the vertical surface area of the building elevation).

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

No public notification was required for this project.

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Design Plans, Cut Sheets and Supporting Documents
- Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192

srojemann@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive
AC Meeting – April 18, 2012

Attached A:
Detailed Design Description
and Materials (Applicant Prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Ten (10) sets of plans required (see Section 6 for plan size requirements).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
Number of signs proposed: 1
- Building Identification Sign(s)
Number of signs proposed: 2
- Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
- Other:
- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s): New Recovery
- Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes: INSTALL TWO ILLUMINATED BUILDING IDENTIFICATION SIGNS EACH 4'0" X 28'7 3/4" WITH PAN CHANNEL LETTERS AND LOGOS AND ONE 2'6" X 17'6" ILLUMINATED BUSINESS IDENTIFICATION SIGN

C Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/UNITEGIS/>)

- | | | | | |
|------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below):

F Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species:

Quantity/Sizes:

Reason for Removal:

G Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name:

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square</u> <u>Feet</u>	<u>Maximum Area Permitted</u> <u>by Code</u>	<u>Maximum Area</u> <u>Permitted w/ Sign</u> <u>Accommodation</u> (if applicable)
1	BUSINESS ID	2'6" x 17'6"	43.75	100 SQ. FT.	
2	BUILDING ID	4'0" x 28'7 ³ / ₄ "	114.5	114.9 SQ. FT.	
3	BUILDING ID	4'0" x 28'7 ³ / ₄ "	114.5	164 SQ. FT.	
4					
5					

C List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material:

Texture /Finish:

Color / Transparency:

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material:

Texture /Finish:

Color / Transparency:

ROOF

Material:

Texture /Finish:

Color / Transparency:

CHIMNEY(S)

Material:

Texture /Finish:

Color / Transparency:

COLUMNS

Material:

Texture /Finish:

Color / Transparency:

BALCONIES & RAILINGS

Material:

Texture /Finish:

Color / Transparency:

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material:

Texture /Finish:

Color / Transparency:

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material:

Texture /Finish:

Color / Transparency:

DOWNSPOUTS / GUTTERS

Material:

Texture /Finish:

Color / Transparency:

BUSINESS ID SIGN(S)

Material: ALUMINUM CHANNEL LETTERS ON ALUMINUM WIREWAY

Texture /Finish: PAINTED WIREWAY (BLUE) BRUSHED ALUMINUM RETURNS ON LETTERS

Color / Transparency: WHITE FACES WITH RED VINYL ON LOGO

BUILDING ID SIGN(S)

Material:

SAME MATERIALS AS BUSINESS ID SIGNS

Texture /Finish:

Color / Transparency:

EXTERIOR LIGHTING

Material:

Texture /Finish:

Color / Transparency:

PAVED SURFACES

Material:

Texture /Finish:

Color / Transparency:

FREESTANDING WALLS AND FENCES

Material:

Texture /Finish:

Color / Transparency:

OTHER DESIGN ELEMENTS

Material:

Texture /Finish:

Color / Transparency:

- D Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:**

East West Bank
9378 Wilshire Blvd

Narrative

We are proposing to get approval for two building identification signs and one business identification sign.

The **building identification signs** will have 2' 4 6/16" tall copy reading East West Bank along with a 3' 3 1/4" tall logo that will be to the left of the copy. The logo and copy will all be face lit pan channel elements attached to a 5" deep wireway. The internal illumination will be done with LED light components.

The wireway will be painted to match #7725-197 Blue vinyl. The channel elements will have brushed aluminum returns with white acrylic faces. The letter faces will be attached to the returns with 1" red trim cap. The logo face will be attached with a 1" brushed aluminum trim cap.

These two signs will appear to be attached to the glass building. The attachment will in fact be to the top of the parapet wall.

The proposed **business identification sign** dimensions will be 2'6" x 17'6". There will be a 24" logo with 22 1/4" letters. This sign will be mounted under the building eave. There will be a clearance of 13 feet under the sign. The overall makeup of the sign is the same as the building identification signs.



Architectural Commission Report

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Attached B:
Design Plans, Cut Sheets
and Supporting Documents

R1: added two more signs and increase the size of signs 001 and 002 to 48" - OL-01/12/12
 R2: added before and after pictures with signs proposed - OL-01/17/12
 R3: changed all exterior signs to white copy with blue background wire ways - OL-01/19/12
 R4: added new elevations and re-design all exterior signs - OL-01/24/12
 R5: increase wire way sign size to 48" - OL-01/24/12
 R6: delete sign on 12300 - 124 and re-number all signs - OL-01/27/12
 R7: deleted all parking signs
 R8: back to R5 and revised design and landscape - OL-02/28/12
 R9: decrease sign size 001 to 36" x 48" - OL-02/28/12



EAST WEST BANK



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East West Bank

9378 Wilshire Boulevard
 Beverly Hills, CA. 90212

Date: 01/10/12
 Salesperson: Art Navarro
 Coordinator: Marco Mendez
 Designer: Oscar Lemus
 Scale: As Noted

Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

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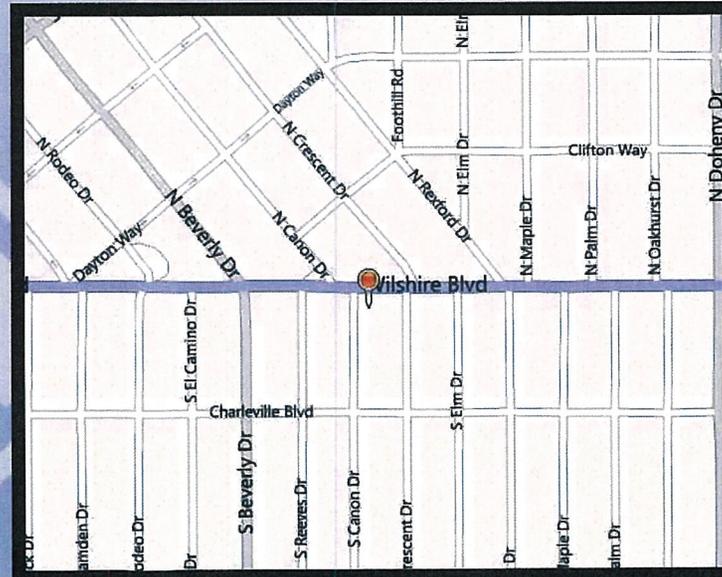
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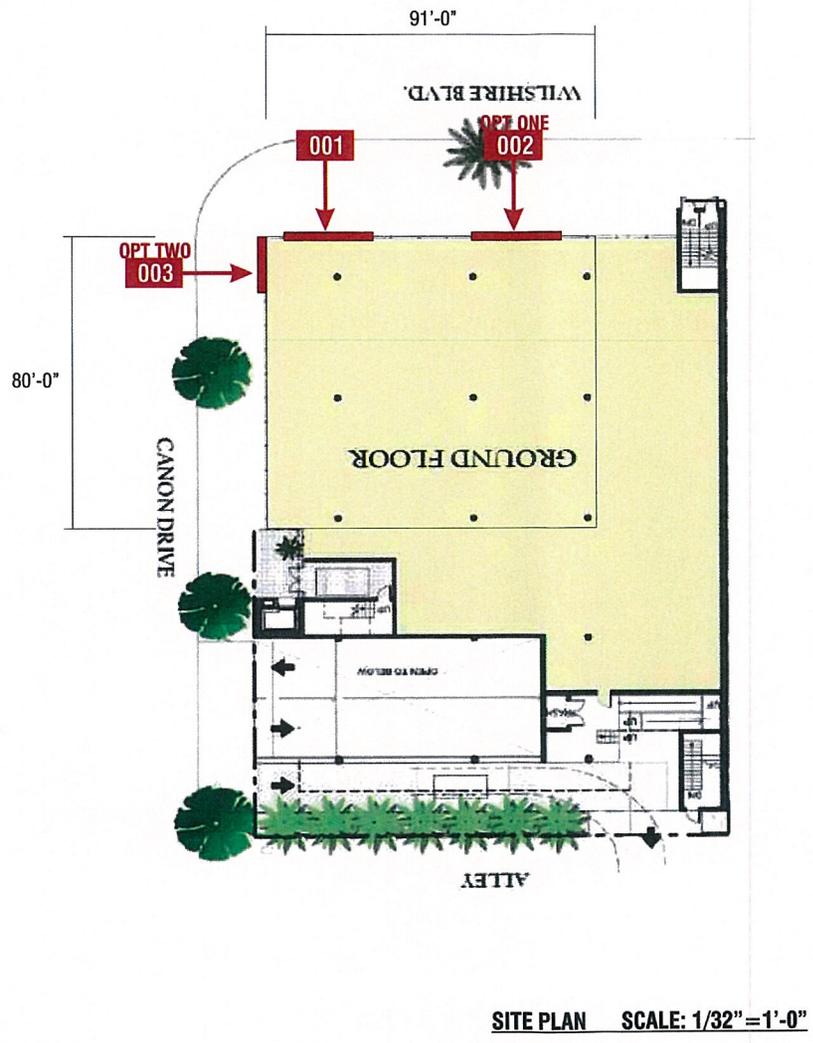
Work Order Number: 54665

Sheet: 1

Of: 15 R9



- R1: added two more signs and increase the size of signs 001 and 002 to 48" - 0L-01/12/12
- R2: added before and after pictures with signs proposed - 0L-01/17/12
- R3: changed all exterior signs to white copy with blue background w/ arrows - 0L-01/19/12
- R4: added new elevations and re-design all exterior signs - 0L-01/24/12
- R5: increase sq. ft. to all exterior signs to max - 0L-01/24/12
- R6: deleted sign on Canon side and re number all signs - 0L-01/27/12
- R7: deleted all parking signs.
- R8: back to R6 and revised design per land lord note uploaded - 0L-02/28/12
- R9: decrease size of sign 001 to 30 O.A.H. - 0L-02/28/12



SITE PLAN SCALE: 1/32" = 1'-0"



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Work Order Number: **54665**

Sheet: **2**

Of: **15** R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" - OL-01/12/12
 R2: added before and after pictures with signs proposed - OL-01/17/12
 R3: changed all exterior signs to white copy with blue background like ways - OL-01/19/12
 R4: added new elevations and re-design all exterior signs - OL-01/24/12
 R5: increase sq. ft. to all exterior signs to max - OL-01/24/12
 R6: deleted sign on Canon side and re number all signs - OL-01/27/12
 R7: deleted all parking signs
 R8: back to R6 and revised design per land lord note updated - OL-02/28/12
 R9: decrease size of sign 001 to 30 O.A.H. - OL-02/28/12

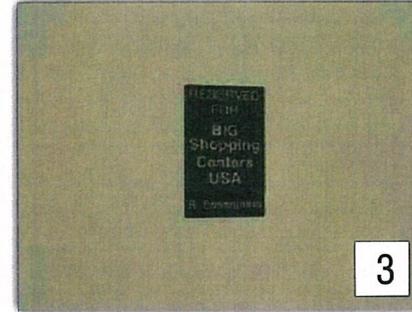
EXISTING CONDITIONS



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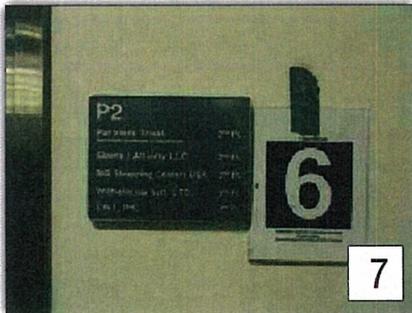
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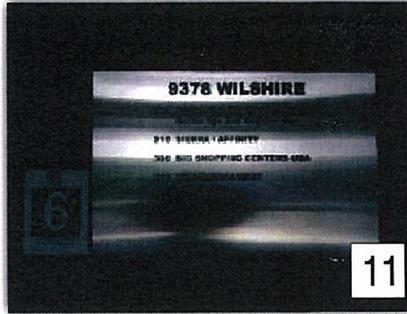
R9

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 R2: added before and after pictures with signs proposed -OL-01/17/12
 R3: changed all exterior signs to white copy with blue background with ways -OL-01/19/12
 R4: added new elevations and re-design all exterior signs -OL-01/24/12
 R5: increase sq. ft. to all exterior signs to max -OL-01/24/12
 R6: deleted sign on Canon side and re number all signs -OL-01/27/12
 R7: deleted all parking signs
 R8: back to R6 and revised design per land lord note uploaded -OL-02/28/12
 R9: decrease size of sign 001 to 30 O.A.H. -OL-02/28/12

EXISTING CONDITIONS



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Work Order Number: **54665**

Sheet: **4**

Of: **15**

R9

R1: added two more signs and increase the size of signs 001 and 002 to 48"-OL-01/12/12
 R2: added before and after pictures with signs proposed.-OL-01/17/12
 R3: changed all exterior signs to white copy with blue background via ways.-OL-01/19/12
 R4: added new elevations and re-design all exterior signs.-OL-01/24/12
 R5: increase sq. ft. to all exterior signs to max.-OL-01/24/12
 R6: deleted sign on Canon side and re number all signs.-OL-01/27/12
 R7: deleted all parking signs.
 R8: back to R6 and revised design per land lord note uploaded.-OL-02/28/12
 R9: decrease size of sign 001 to 30 O.A.H.-OL-02/28/12

EXISTING CONDITIONS



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Of: **15**

R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" - 01/12/12
 R2: added before and after pictures with signs proposed - 01/17/12
 R3: changed all exterior signs to white copy with blue background with ways - 01/19/12
 R4: added new elevations and re-design all exterior signs - 01/24/12
 R5: increase sq. ft. to all exterior signs to max - 01/24/12
 R6: deleted sign on Canon side and re number all signs - 01/27/12
 R7: deleted all parking signs
 R8: back to R6 and revised design per land lord note uploaded - 02/28/12
 R9: decrease size of sign 001 to 30 O.A.H. - 02/28/12

EXISTING CONDITIONS



28



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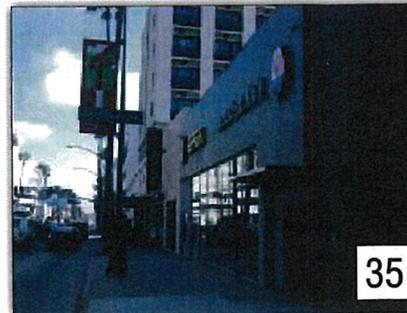
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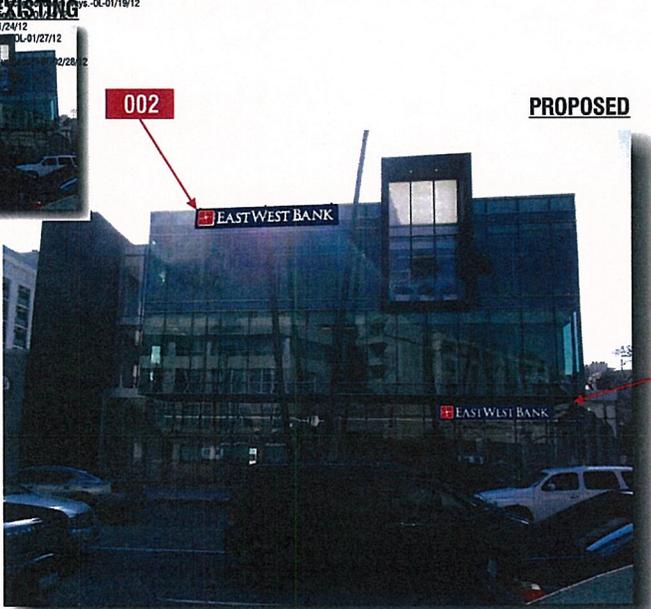
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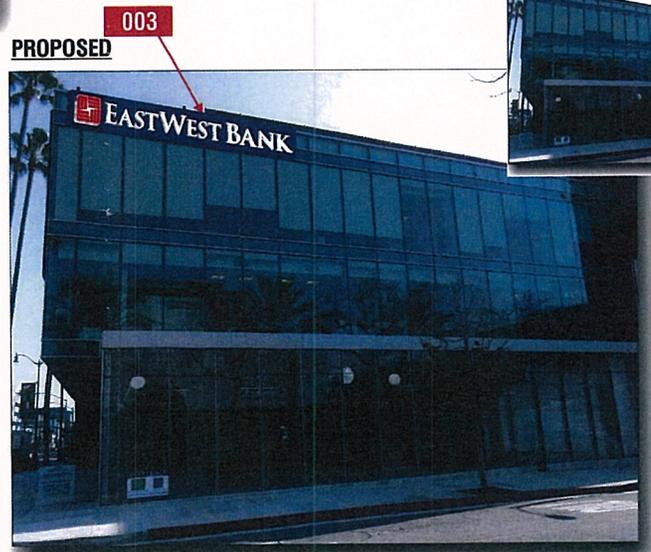
Of: **15**

R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" - DL-04/12/12
 R2: added before and after pictures with signs proposed - DL-01/17/12
 R3: changed all exterior signs to white copy with light blue background - DL-01/19/12
 R4: added new elevations and re-design all exterior signs - DL-01/19/12
 R5: increase sq. ft. to all exterior signs to max. - DL-01/24/12
 R6: deleted sign on Canon side and re number signs - DL-01/27/12
 R7: deleted all parking signs
 R8: back to original revised design per land use code - DL-02/28/12
 R9: delete sign 001 to 30 O.A.H. - DL-02/28/12



NORTH ELEVATION N.T.S.



WEST ELEVATION N.T.S.



EXISTING



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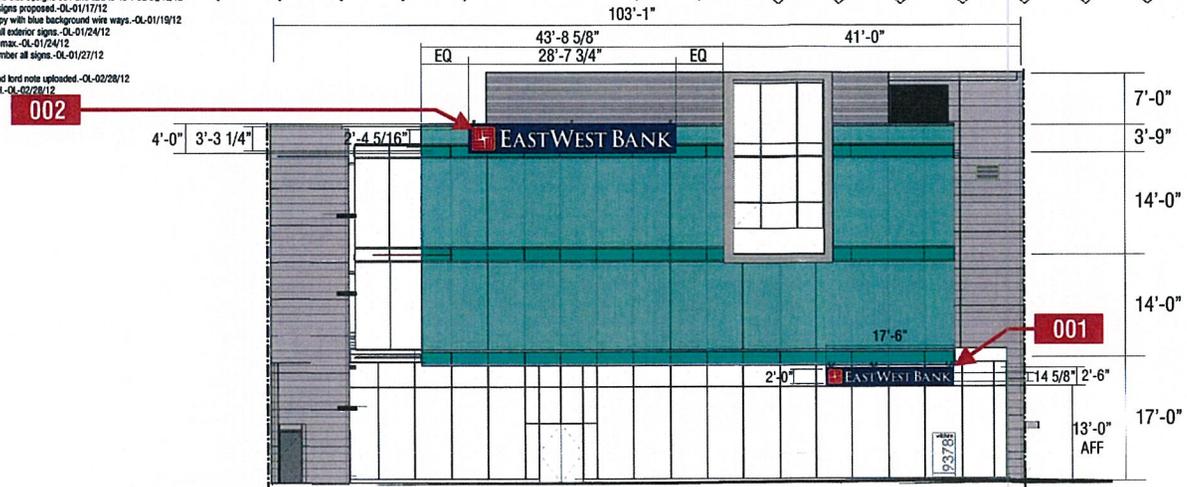
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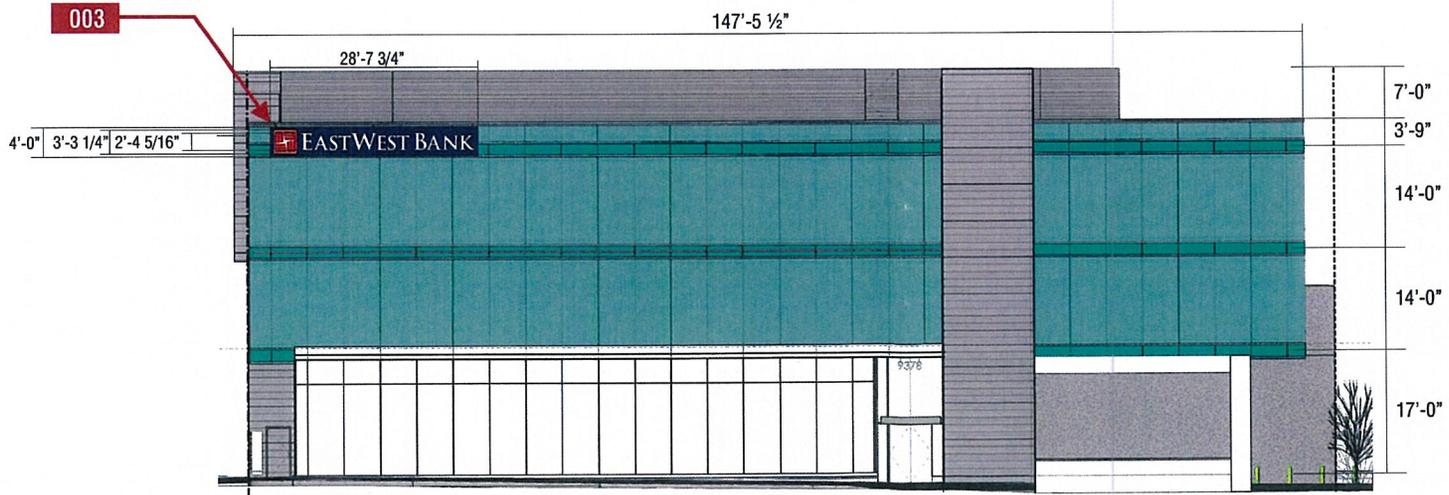
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Of: 15 R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" - 01/04/12
 R2: added before and after pictures with signs proposed - 01/17/12
 R3: changed all exterior signs to white copy with blue background like ways - 01/19/12
 R4: added new elevations and re-design all exterior signs - 01/24/12
 R5: increase sq. ft. to all exterior signs to max. - 01/24/12
 R6: deleted sign on Canon side and re number all signs - 01/27/12
 R7: deleted all parking signs
 R8: back to R5 and revised design per hand note uploaded - 02/28/12
 R9: decrease size of sign 001 to 30 D.A.H. - 02/28/12



NORTH ELEVATION SCALE: 1/16" = 1'-0"
 001 ALLOWED SQ. FT. 100 PROPOSED SQ. FT. 43.75
 002 ALLOWED SQ. FT. 117.0 PROPOSED SQ. FT. 114.63



WEST ELEVATION SCALE: 1/16" = 1'-0"
 003 ALLOWED SQ. FT. 163.94 PROPOSED SQ. FT. 114.63



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COPY, COLORS & SIZES

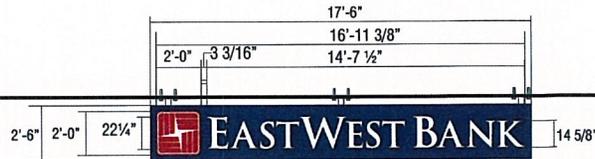
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 R3: changed all exterior signs to white copy with blue background wire ways - OL-01/19/12
 R4: added new elevations and re-design all exterior signs - OL-01/24/12
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SCALE: 3/16" = 1'-0"
 ALLOWED SQ. FT: 100
 PROPOSED SQ. FT. 43.75

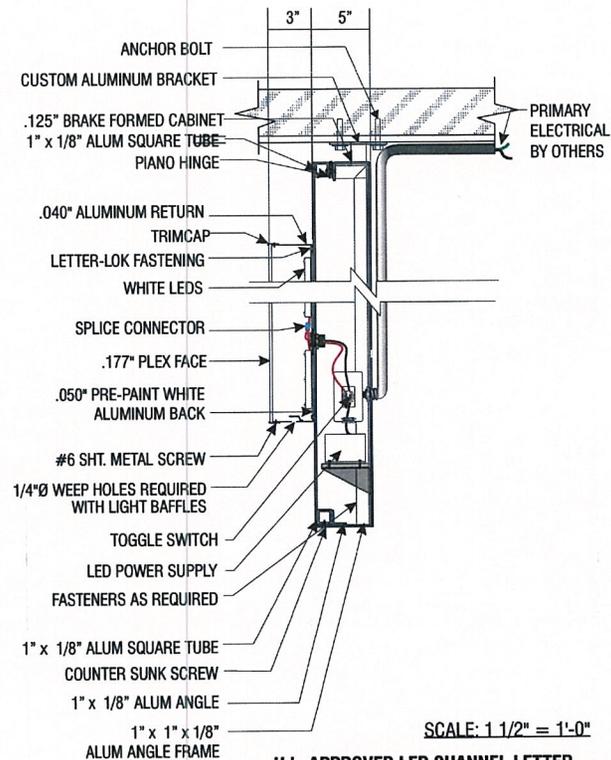
001

NEW CHANNEL LETTER DISPLAY
 MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED SET OF CHANNEL LETTERS ON FULL LENGTH HINGED BACKGROUND CABINET WITH CUSTOM BRACKET.

CABINET,
BODY : .125" BRAKE FORMED ALUM BACK, TOP AND BOTTOM WITH HINGE .125" ALUM ROUTED FACE. CABINETS TO HAVE FIELD JOINT BOLTED TOGETHER IN FIELD AND ATTACHED TO CUSTOM BRACKET. (TBD)
PAINT : PAINTED TO MATCH #7725-197 BLUE VINYL.

LOGO,
BACKS : .050" PRE-PAINTED ALUM
RETURNS : .040" x 3" DEEP PRE-FINISHED BRUSHED ALUM.
FACE: .177" THICK #7328 WHITE PLEX WITH #3630-33 RED VINYL OVERLAY FOR GRAPHIC.
TRIMCAP: 1" RED TRIMCAP.
ILLUMINATION : PERMLIGHT "NITRO" 6500 WHITE LEDS AND POWER SUPPLY AS REQUIRED FOR PROPER ILLUMINATION.

"EAST WEST BANK",
BACKS : .050" PRE-PAINTED ALUM
RETURNS : .040" x 3" DEEP PRE-FINISHED BRUSHED ALUM.
FACE: .177" THICK #7328 WHITE PLEX
TRIMCAP: 1" BRUSHED ALUM TRIMCAP
ILLUMINATION : PERMLIGHT "NITRO" 6500 WHITE LEDS AND POWER SUPPLY AS REQUIRED FOR PROPER ILLUMINATION.



SCALE: 1 1/2" = 1'-0"
U.L. APPROVED LED CHANNEL LETTER WITH CABINET HOUSING POWER SUPPLY



Signtech™

4444 Federal Blvd. San Diego CA 92102
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 www.signtechUSA.com



East West Bank

9378 Wilshire Boulevard
 Beverly Hills, CA. 90212

Date: 01/10/12
 Salesperson: Art Navarro
 Coordinator: Marco Mendez
 Designer: Oscar Lemus
 Scale: As Noted

Revisions

△	△
△	△
△	△
△	△
△	△

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

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Drawing Number: 12-00047

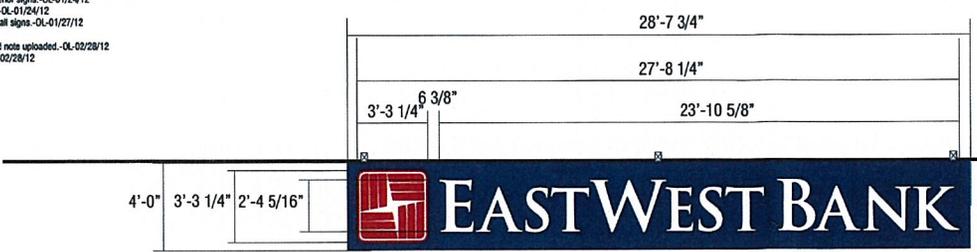
Work Order Number: 54665

Sheet: 9

Of: 15

R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" - OL-04/12/12
 R2: added before and after pictures with signs proposed - OL-01/17/12
 R3: changed all exterior signs to white copy with blue background like ways - OL-01/19/12
 R4: added new elevations and re-design all exterior signs - OL-01/24/12
 R5: increase sq. ft. to all exterior signs to max - OL-01/24/12
 R6: deleted sign on Canon side and re-number all signs - OL-01/27/12
 R7: deleted all parking signs
 R8: back to R5 and revised design per land lord note uploaded - OL-02/28/12
 R9: decrease size of sign 001 to 30 D.A.H. - OL-02/28/12



SCALE: 3/16" = 1'-0"
 ALLOWED SQ. FT. 117.0
 PROPOSED SQ. FT. 114.63

002

NEW CHANNEL LETTER DISPLAY
 MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED SET OF CHANNEL LETTERS ON FULL LENGTH HINGED BACKGROUND CABINET WITH CUSTOM BRACKET.

CABINET,

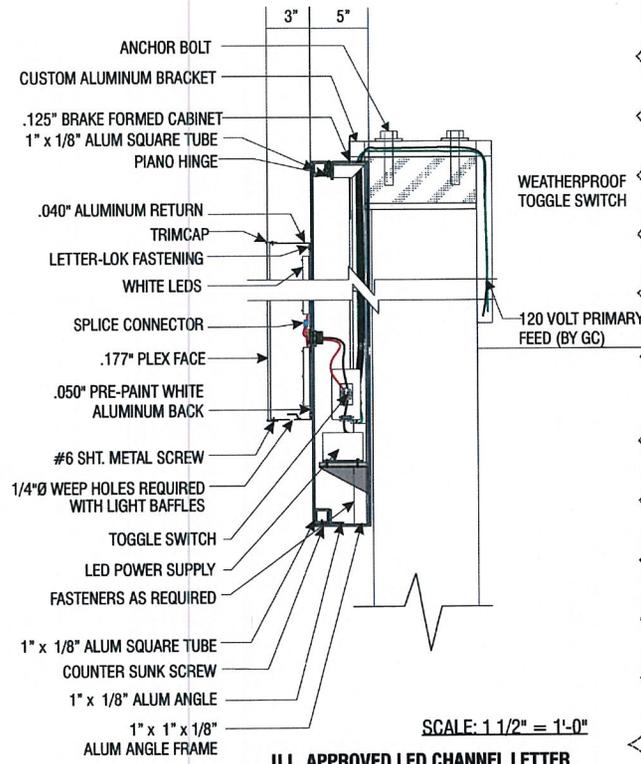
BODY : .125" BRAKE FORMED ALUM BACK, TOP AND BOTTOM WITH HINGE .125" ALUM ROUTED FACE. CABINETS TO HAVE FIELD JOINT BOLTED TOGETHER IN FIELD AND ATTACHED TO CUSTOM BRACKET. (TBD)
PAINT : PAINTED TO MATCH #7725-197 BLUE VINYL.

LOGO,

BACKS : .050" PRE-PAINTED ALUM
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SCALE: 1 1/2" = 1'-0"

U.L. APPROVED LED CHANNEL LETTER WITH CABINET HOUSING POWER SUPPLY



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Revisions	
△	△
△	△
△	△
△	△
△	△

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

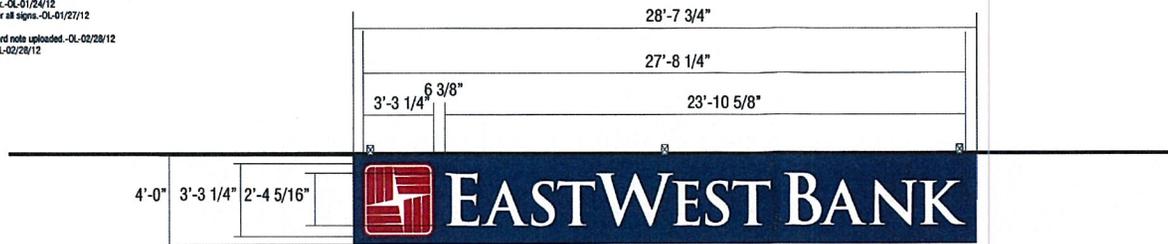
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Drawing Number: 12-00047

Work Order Number: 54665

Sheet: 10
 Of: 15 R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" - 01/30/12
 R2: added before and after pictures with signs proposed - 01/17/12
 R3: changed all exterior signs to white copy with blue background wire ways - 01/19/12
 R4: added new elevations and re-design all exterior signs - 01/24/12
 R5: increase sq. ft. to all exterior signs to max. - 01/24/12
 R6: deleted sign on Canon side and re number all signs - 01/27/12
 R7: deleted all parking signs.
 R8: back to R6 and revised design per land lord note uploaded - 01/28/12
 R9: decrease size of sign 001 to 30 O.A.N. - 02/28/12



SCALE: 3/16" = 1'-0"
 ALLOWED SQ. FT. 117.0
 PROPOSED SQ. FT. 114.63

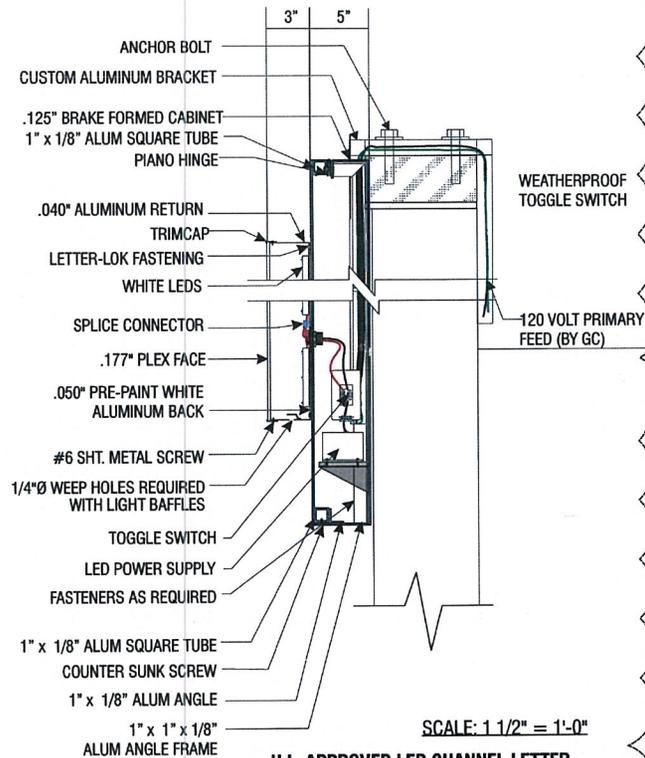
003

NEW CHANNEL LETTER DISPLAY
 MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED SET OF CHANNEL LETTERS ON FULL LENGTH HINGED BACKGROUND CABINET WITH CUSTOM BRACKET.

CABINET,
BODY : .125" BRAKE FORMED ALUM BACK, TOP AND BOTTOM WITH HINGE .125" ALUM ROUTED FACE. CABINETS TO HAVE FIELD JOINT BOLTED TOGETHER IN FIELD AND ATTACHED TO CUSTOM BRACKET. (TBD)
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"EAST WEST BANK",
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SCALE: 1 1/2" = 1'-0"
U.L. APPROVED LED CHANNEL LETTER
WITH CABINET HOUSING POWER SUPPLY



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Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY, COLORS & SIZES

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature _____ Date _____

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Drawing Number: 12-00047

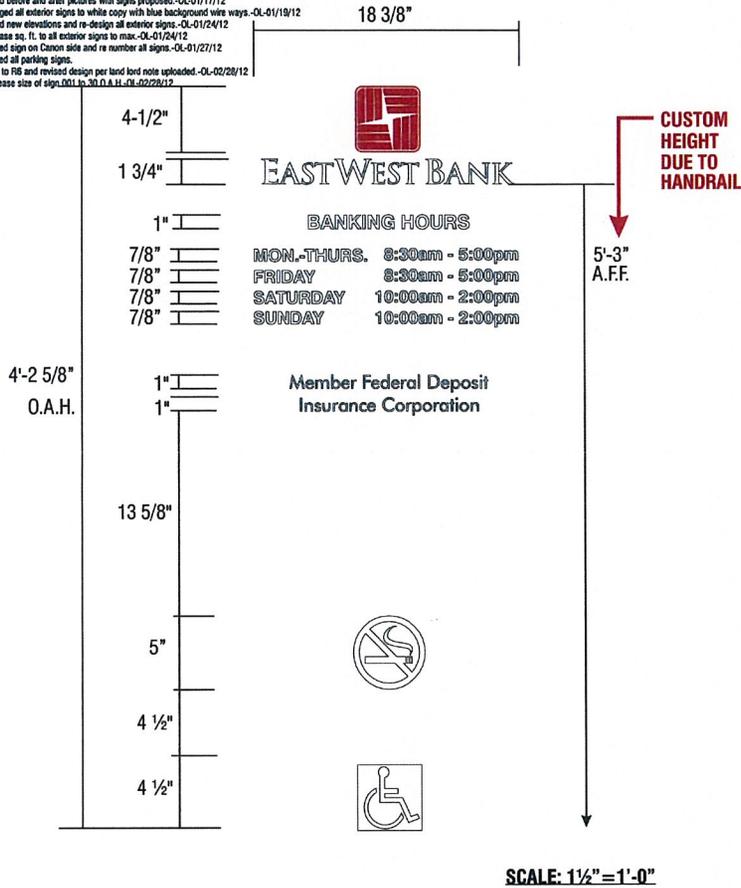
Work Order Number: 54665

Sheet: 11

Of: 15

R9

R1: added two more signs and increase the size of signs 001 and 002 to 48" -OL-01/12/12
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 R6: deleted sign on Canon side and re number all signs -OL-01/27/12
 R7: deleted all parking signs.
 R8: back to R6 and revised design per land lord note uploaded -OL-02/28/12
 R9: decrease size of sign 001 to 36" O.A.H. -OL-02/28/12



012

**MANUFACTURE AND INSTALL ONE (1) SET OF STORE HOURS
 DOOR VINYL**

LOGO: TO BE #3630-33 RED VINYL WITH OPAQUE WHITE
 VINYL BACK UP AS SHOWN ABOVE
 ALL OTHER COPY: TO BE OPAQUE WHITE VINYL
 INSTALL SECOND SURFACE ON LEFT DOOR OF DOUBLE
 ENTRY (IF APPLICABLE)

NOTE: BANK HOURS TO BE VERIFY



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△	△
△	△
△	△
△	△
△	△

CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY, COLORS & SIZES

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 electrical to sign location -
RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

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Drawing Number: 12-00047

Work Order Number: 54665

Sheet: 15

Of: 15 R9



Architectural Commission Report

455 North Rexford Drive
AC Meeting – April 18, 2012

Attached C:
Approval Resolution

RESOLUTION NO. AC-26-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A BUSINESS IDENTIFICATION SIGN AND TWO BUILDING IDENTIFICATION SIGNS AT THE PROPERTY LOCATED AT 9378 WILSHIRE BOULEVARD (EASTWEST BANK - PL1204882).

The Architectural Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Steven Therriault, agent on behalf of the property owners, AM 9370 Wilshire LLC (Avi Lerner), and EastWest Bank, the tenant (Collectively the "Applicant"), has applied for architectural approval of a business identification sign and two building identification signs for the property located at 9378 Wilshire Boulevard.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city's commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city's local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section

15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **April 18, 2012** at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

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. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

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 environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure 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. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, 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 project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development 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. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Standard Conditions

1. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.

2. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
3. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
4. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

5. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
6. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
-
7. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Special Conditions

8. **No special conditions are proposed for this project.**

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **April 18, 2012**

Shena Rojemann, Commission Secretary
Community Development Department

Allen Rennett, Chair
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, SHENA ROJEMANN, Secretary of the Architectural Commission and Associate Planner of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. **AC-26-12** duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **April 18, 2012** and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of seven (7) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

SHENA ROJEMANN
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California