



# Architectural Commission Report

**Meeting Date:** Wednesday, April 18, 2012

**Subject:** **COMMERCIAL BUILDING**  
**9301 Wilshire Boulevard**  
Request for approval of an entryway remodel and ground sign remodel.  
(PL#120 5075)

**Project applicant:** Joe Badawi, Wolcott AI

**Recommendation:** Conduct public hearing and provide the applicant with a project approval.

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## REPORT SUMMARY

The applicant is requesting review and approval of an entryway remodel and a ground sign remodel for a commercial building located at 9301 Wilshire Boulevard. The proposed entryway remodel includes the addition of a steel and glass horizontal canopy over the main entry doors, new guardrails and handrails at the existing raised deck area, and a new frameless glass storefront system at the main entry doors. The applicant is also requesting a remodel to the existing ground sign, which includes increasing the height by 2'-6", for a total height of 9'-1". Pursuant to Beverly Hills Municipal Code §10-4-610, the maximum height for ground signs is 20'-0". The total area for the remodeled ground sign is approximately 39 square feet, less than the maximum allowed ground sign area of 55 square feet. The proposed signage for the ground sign includes the property address and tenant information. The proposed materials for the ground sign include stainless steel banding with push-thru white plex illumination, translucent glass, glass panels, and stone cladding.

## 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

Public notification was not required for this project.

### Attachment(s):

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

### Report Author and Contact Information:

Cindy Gordon, Assistant Planner  
(310) 285-1191  
[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



**Architectural Commission Report**

455 North Rexford Drive  
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**Attached A:**

Detailed Design Description  
and Materials (Applicant Prepared)

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

Other: Monument signage

**C Describe the scope of work proposed including materials and finishes:**

1. New steel and glass horizontal canopy over the main entry doors.
2. New guardrail and handrail at the existing raised deck area.
3. New frameless glass storefront system at the main entry doors.
4. Refined finishes at the existing signage monument.

**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 Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Refined finishes to the existing building/business ID monument sign	6'long x 2' wide x 6' high	12 s.f.		
2					
3					
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: N/A  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

Material: Steel and Glass frameless butt glazed back connected storefront system  
 Texture /Finish: Smooth finish stainless steel hardware  
 Color / Transparency: Gray tinted glass panels to match existing storefront

**ROOF**

Material: N/A  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**CHIMNEY(S)**

Material: N/A  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**COLUMNS**

Material: N/A  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**BALCONIES & RAILINGS**

Material: Steel and Glass back connected guardrail and handrail system  
 Texture /Finish: Smooth finish stainless steel hardware  
 Color / Transparency: Green tinted glass panels

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

Material: N/A  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

**AWNINGS, CANOPIES**

*Material:* Steel and Glass horizontal canopies over main entry doors  
*Texture /Finish:* Smooth finish stainless steel hardware  
*Color / Transparency:* Green tinted glass panels

**DOWNSPOUTS / GUTTERS**

*Material:* N/A  
*Texture /Finish:*  
*Color / Transparency:*

**BUSINESS ID SIGN(S)**

*Material:* Refined finishes to the existing building/business ID monument sign  
*Texture /Finish:* Smooth finish oil rubbed steel Building ID signage band and Business ID raised letters  
*Color / Transparency:* Translucent glass back lit monument capital and Business ID signage bands

**BUILDING ID SIGN(S)**

*Material:* N/A  
*Texture /Finish:*  
*Color / Transparency:*

**EXTERIOR LIGHTING**

*Material:* N/A  
*Texture /Finish:*  
*Color / Transparency:*

**PAVED SURFACES**

*Material:* N/A  
*Texture /Finish:*  
*Color / Transparency:*

**FREESTANDING WALLS AND FENCES**

*Material:* N/A  
*Texture /Finish:*  
*Color / Transparency:*

**OTHER DESIGN ELEMENTS**

*Material:* N/A  
*Texture /Finish:*  
*Color / Transparency:*

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

N/A

**SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)**

**A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:**

- 1. Describe how 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.**

New storefront glazing system, entry canopies, guardrails, and refined signage monument are simple, modern, and low profile in their aesthetic character, blending seamlessly with the existing architectural fabric.

- 2. Describe how 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.**

New scope elements do not affect noise, vibration, or any other environmental factors.

- 3. Describe how the 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.**

New storefront glazing system, entry canopy, guardrails, and refined signage monument are of high quality materials from known manufacturers, and will blend seamlessly with the aesthetic character of the existing building fabric.

- 4. Describe how 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.**

New storefront glazing system, entry canopy, guardrails, and refined signage monument is in harmony with surrounding development, and complies with the general plan and any precise plans for Beverly Hills.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

New storefront glazing system, entry canopy, guardrails, and refined signage monument complies with city, state, and nationally applicable building and zoning codes.



**Architectural Commission Report**

455 North Rexford Drive  
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**Attached B:**

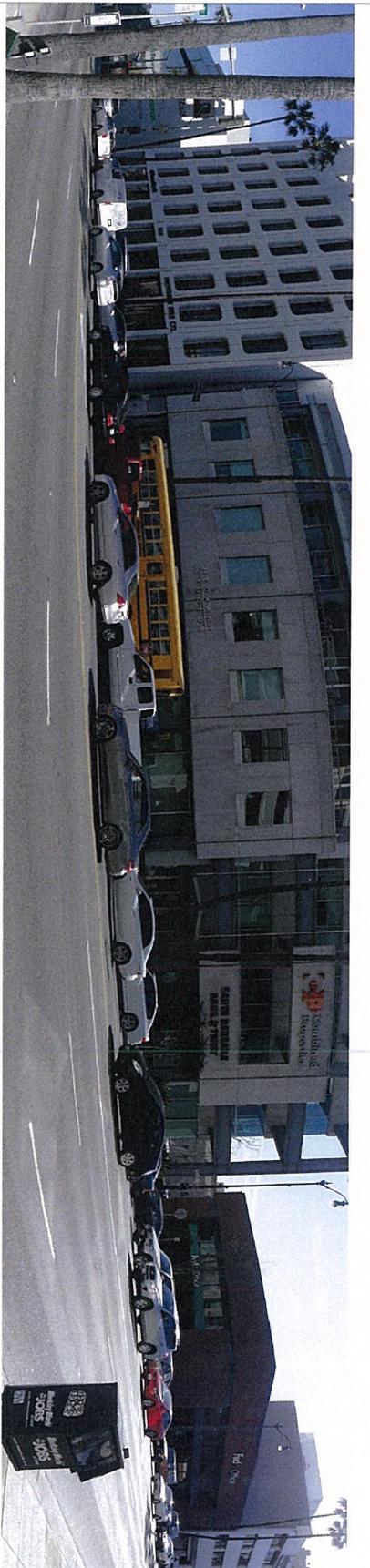
Design Plans, Cut Sheets  
and Supporting Documents

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PANORAMA VIEW FROM 9301 WILSHIRE BUILDING MAIN ENTRY BOULEVARD

SCALE 1/8" = 1'-0"



ENLARGED VIEW OF EXISTING MAIN ENTRY AND SITE MAP

SCALE 1/8" = 1'-0"



PANORAMA VIEW FROM ACROSS THE STREET OF 9301 WILSHIRE BOULEVARD

SCALE 1/8" = 1'-0"



9301 WILSHIRE EXTERIOR RENOVATIONS

9301 WILSHIRE BLVD.  
 BEVERLY HILLS, CA 90210

REVISIONS:

DATE: 12-18-06  
 BY: JLS  
 CHECKED BY: A.M.  
 PROJECT MANAGER: J.E. BAKER  
 DRAWING SCALE: AS NOTED  
 SHEET SIZE: 30" X 42"

NO.	DATE	DESCRIPTION
1	12-18-06	FOR ARCHITECTURAL DESIGN REVIEW 04.18.12

CLIENT REPRESENTED BY: [Blank]

DATE: 12-18-06-21-1

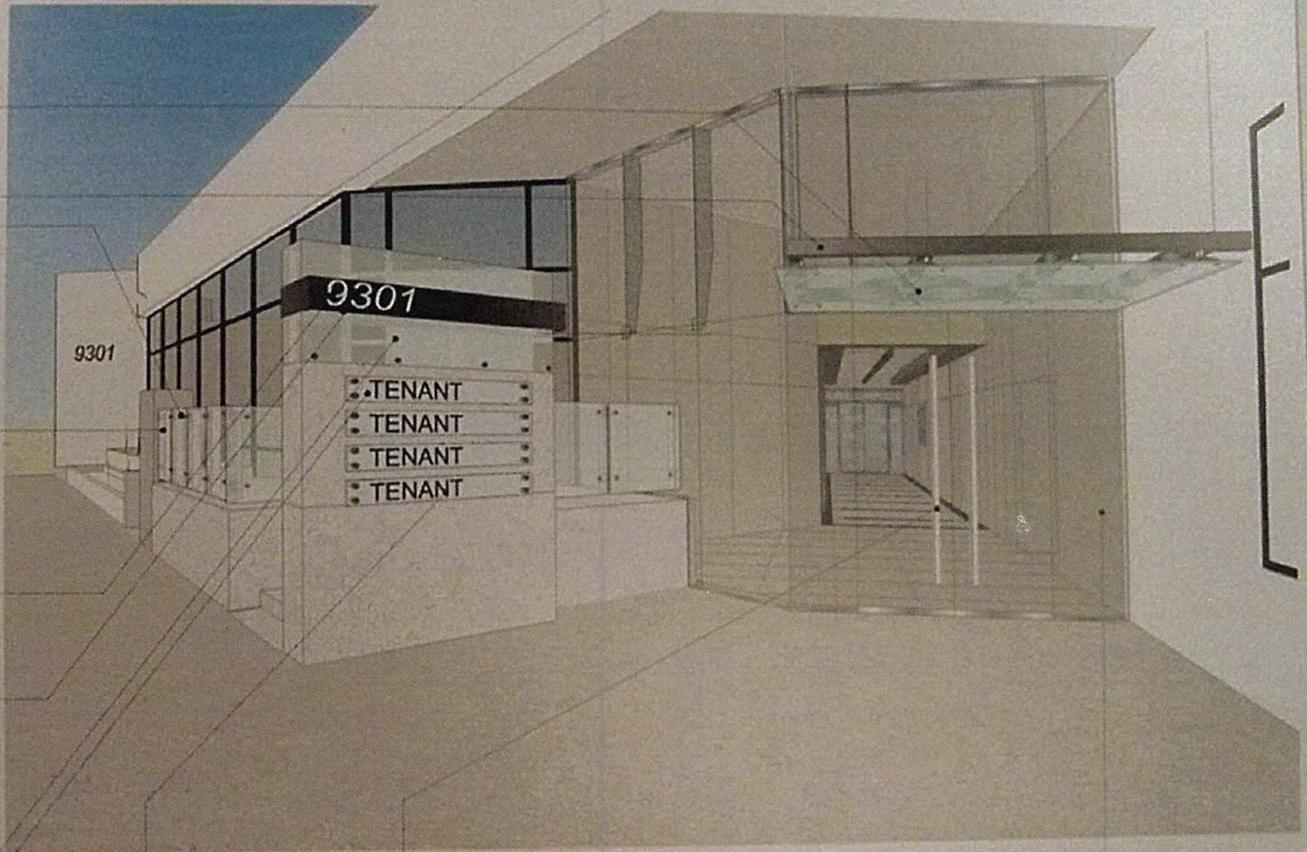
DRAWN BY: JLS CHECKED BY: A.M.

PROJECT MANAGER: J.E. BAKER

DRAWING SCALE: AS NOTED

SHEET SIZE: 30" X 42"

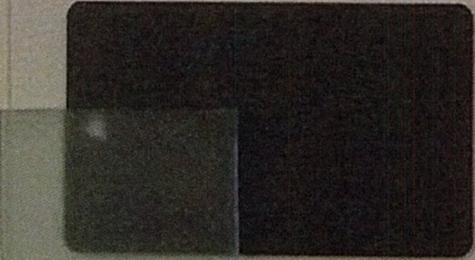
# MAIN BUILDING ENTRY RENOVATIONS



Brushed Gold  
Custom Metal Panels



White  
Metal Panels



# R



KENNEDY WILSON

9301 WILSHIRE BLVD., BEVERLY HILLS, CA 90210

WOLCOTT  
ARCHITECTURE | INTERIORS



**Architectural Commission Report**

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**Attached C:**  
Draft Approval Resolution

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RESOLUTION NO. AC-XX-XX

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW AN ENTRYWAY REMODEL AND GROUND SIGN REMODEL AT THE PROPERTY LOCATED AT 9301 WILSHIRE BOUELVARD (PL1205075).

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

Section 1. Joe Badawi, on behalf of the property owners, Kennedy Wilson, (Collectively the “Applicant”), has applied for architectural approval of an entryway remodel and ground sign remodel for the property located at 9301 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 environment 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.
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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**

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Shena Rojemann, Commission Secretary  
Community Development Department

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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-XX-XX** 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:

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

