



**STAFF REPORT  
CITY OF BEVERLY HILLS**

**For the Architectural  
Commission Meeting of  
September 10, 2008**

**TO:** Architectural Commission

**FROM:** Ivy Nguyen, Assistant Planner

**SUBJECT:** PL 083 5133  
**8383 Wilshire Boulevard**  
Sign Accommodation for Multiple Signs and Façade Remodel

**PROJECT INFORMATION**

<b>Applicant / Owner</b>	Gary Downer of Gensler on behalf of Douglas Emmett Management LLC
<b>Address</b>	8383 Wilshire Boulevard
<b>Project Name</b>	Sign Accommodation for business identification signs and building façade remodel at existing commercial building
<b>Project Type</b>	Signage and façade remodel

**PROJECT DESCRIPTION**

The subject site is an existing commercial building on the property bounded by San Vicente Boulevard, Wilshire Boulevard and Gale Drive. The project includes the following elements:

**Signage**

11 signs have been identified on the site. The specifications are as followed, which correspond with the numbers as identified on the site plan:

1. **Ground Sign.** Existing (previously permitted) ground sign with multiple tenant names will be replaced with a building identification ground sign to consist of a white sign box with stainless steel letters and Belzac limestone base (beige color). The monument will measure 10'-0" wide by 2'- ¼" tall; the "8383 Wilshire" letters will measure 1'-4" tall. The sign will be approximately 14 square feet.
2. **Business Identification Sign.** New business identification signs are proposed for tenants located at the ground floor. The sign will be constructed with stainless steel letters with brushed finish, horizontally mounted on a support, and will be front-lit. The letters will measure 1'-0" tall and vary in width from 4'-0" to 10'-0", depending on the tenant name.
3. **Business Identification Sign.** Same as number 2, above.

4. Ground Sign. Existing (previously permitted) ground sign with tenant information (“Leumi”) will be replaced with a building identification ground sign to consist of a white sign box with stainless steel letters and Belzac limestone base (beige color). The monument will measure 10’-0” wide by 4’- 0” tall; the “8383 Wilshire” letters will measure 1’-4” tall. The sign will be set atop a planter that measures 2’-0” tall. The sign will be approximately 40 square feet.
5. Building Identification Sign. A new canopy structure that will extend over the primary front entrance facing Wilshire Boulevard will be constructed with white metal and glass overhang. The canopy will measure 52’-4” wide by 21’- ½” deep; the canopy overhang will increase in height from 3” to 1’-8”. It will be constructed 11’-7” from ground level.

The non-illuminated building identification sign above the top surface of a canopy, “8383” has been specified to be 1’-6 ½” tall. Pursuant to Section 10-4-306(C), a sign up to fourteen inches in height will require a sign accommodation. As a condition, the applicant will be required to reduce the sign to 14” maximum height to comply with the BHMC.

6. Business Identification Sign. Same as number 2, above.
7. Business Identification Sign. Same number 2, above.
8. Ground Directional Sign. The existing directional sign to the parking structure will be refaced at the Gale Drive elevation. It will be constructed of a white metal sign box with stainless steel letters and Belzac limestone base (beige color). Regulatory text will also be included. The sign will measure 6’-0” tall and 2’-6” wide; the sign is approximately 15 square feet.
9. Building Identification Sign. The existing green awning with the “8383” address will be replaced with a new canopy structure that will extend over the rear entrance facing the parking lot will be constructed with white metal and glass overhang. The canopy will measure 36’-10” wide by 12’ deep; the canopy overhang will increase in height from 3” to 1’-8”. It will be constructed 11’-7” from ground level.

The non-illuminated building identification sign above the top surface of a canopy, “8383” has been specified to be 1’-6 ½” tall. Pursuant to Section 10-4-306(C), a sign up to fourteen inches in height will require a sign accommodation. As a condition, the applicant will be required to reduce the sign to 14” maximum height to comply with the BHMC.

10. Building Directional Sign. The existing directional sign to the parking structure at the interior of the site will be replaced with “Parking 8383 Wilshire” lettering not to exceed 18” in height, as permitted by the BHMC. “Parking” will be 8 ½” tall, “8383” will be 18” tall, and “Wilshire” be will 8 ½” tall. The letters will be 1” thick in brushed stainless steel and mounted ½” off of the building surface with threaded stud standoffs.

11. Ground Directional Sign. The existing directional sign to the parking structure will be refaced at the San Vicente Boulevard elevation. It will be constructed of a white metal sign box with stainless steel letters and Belzac limestone base (beige color). Regulatory text will also be included. The sign will measure 6'-0" tall and 2'-6" wide; the sign is approximately 15 square feet.

Please note that the signage program in the architectural plans have been grouped according to material samples, and not presented in chronological order.

### **Landscaping**

Specified on the site plan (page 2) as "L-1", the tall trees in the planters will be removed and replaced with proposed low growing plants, pebbles, and paving as shown on page 16 of the architectural plans.

### **Paving**

Specified on the site plan (page 2) as "ST-3", the damaged brickwork surrounding the building will be replaced with stained concrete in brown. Sample color and material to be provided at the meeting.

Specified on the site plan (page 2) as "ST-1" and "ST-2", the paving at the front entrance of the building will be replaced with limestone in beige and light taupe color. Sample color and material to be provided at the meeting.

### **Façade**

The entire building façade will be painted white, with a material color to be provided at the meeting. It is specified in the plans at "P-1".

The windows on the building will be re-glazed as specified in the plans as "GL-1", "GL-2" and "GL-3". Sample material to be provided at the meeting.

The front entryway door will have a new door pulls, and an example has been provided for on page 16 and labeled as "F-3" on the plans.

A new canopy at the front and rear elevation is proposed. It will be constructed with white metal and a glass overhang. Sample material to be provided at the meeting.

At the base of the building along Gale Drive, at the rear of the property facing the parking lot, and at the trash bins in the parking lot, the applicant is proposing a new lattice wall as identified as "M-2" in the architectural plans. The paint color will be brown, and a color sample will be provided at the meeting.

New lighting fixtures will be situated surrounding the site. A color example has been provided on page 16 of the architectural plan and labeled as "F-1" and "F-2".

**ANALYSIS**

<b>Allowed by Right</b>		<b>Requested Changes</b>
Sign 1. Ground Sign	Section 10-4-610: Area not to exceed 55 square feet Not to exceed 20' in height	Replacing previously permitted ground sign. Sign area 14 square feet. Measures 2'- ¼" tall.
Sign 2. Business Identification Sign	Section 10-4-604: One primary business ID sign to consist of a maximum of 2 square feet per linear foot per ground floor street frontage.	Total area of each tenant sign varies from 4 square feet to 10 square feet, depending on length of tenant name.
Sign 3. Business Identification Sign	See Sign 2 above.	See Sign 2 above.
Sign 4. Ground Sign	Section 10-4-610: Area not to exceed 55 square feet Not to exceed 20' in height	Replacing previously permitted ground sign. Sign area 40 square feet. Measures 6' tall.
Sign 5. Building Identification Sign	Section 10-4-306(c): Non-illuminated building ID sign up to 14" tall.	Non-illuminated 1'-6 ½" tall sign requested. The "8383" sign shall be reduced to 14" tall; sign accommodation permit required.
Sign 6. Business Identification Sign	See Sign 2 above.	See Sign 2 above.
Sign 7. Business Identification Sign	See Sign 2 above.	See Sign 2 above.
Sign 8. Ground Directional Sign	Section 10-4-653: Face of sign shall not exceed 1.5' wide by 2' tall Shall not be taller than 50" in height	Re-facing directional sign to be smaller than existing sign. Sign will measure 6'-0" tall by 2'-6" wide; sign area is approximately 15 square feet.
Sign 9. Building Identification Sign	Section 10-4-306(c): Non-illuminated building ID sign up to 14" tall.	Non-illuminated 1'-6 ½" tall sign requested. The "8383" sign shall be reduced to 14" tall; sign accommodation permit required.
Sign 10. Building Identification Sign	Section 10-4-654: Lettering not to exceed 18" in height	Lettering varies between 8 ½" to 18" tall, as permitted by BHMC.
Sign 11. Ground Directional Sign	Section 10-4-653: Face of sign shall not exceed 1.5' wide by 2' tall Shall not be taller than 50" in height	Re-facing directional sign to be smaller than existing sign. Sign will measure 6'-0" tall by 2'-6" wide; sign area is approximately 15 square feet.

The sign program is in conformance with Code requirements exception of, with the building identification signs (sign #5 and #9) for which conditions are proposed to reduce the letters to 14" tall for final approval.

## **ARCHITECTURAL CRITERIA**

With regard to any architectural elements reviewed in conjunction with the above, pursuant to Municipal Code §10-3-3010 the Architectural Commission may concurrently or separately 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 the 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 and signage program represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The façade changes will enhance the symmetry of the building, and create a cohesive quality to the restaurant. Thus, the project as presented would contribute 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 and signage program does not appear to create any conditions that are 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 and signage program appears to be of good quality and would not appear to cause the nature of the local environment to materially depreciate in appearance and 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 submitted plans are in harmony with the existing uses and structures on the surrounding land 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.***

The proposed façade remodel appears to be in conformance 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 criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the project as presented subject to the following condition:

1. Building identification signs on top of the canopies (signs #5 and #9) shall be reduced to 14" tall to comply with BHMC.
2. Prior to the issuance of a building permit, the applicant shall obtain approval from Recreation and Parks Park and Urban Forest Department to confirm that protected trees are not removed.



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Ivy Nguyen, Assistant Planner