



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: BANK OF AMERICA
9454 Wilshire Boulevard
Façade remodel, business identification signs and building identification signs
PL 103 8479

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. The following elements are proposed:

Façade:

- Removal of the existing business signage along the first floor (ReMax Realtors and Commercial Capital Bank) along Wilshire Boulevard and South Beverly Drive.
- The existing western entry along Wilshire Boulevard will be demolished and reconstructed with a new glass entry door system.
- The existing eastern entry along Wilshire Boulevard will be removed. A window, to match the existing building windows, is proposed in its place.
- The building entrance along South Beverly Drive will be demolished and replaced with a new glass entry door system.
- A canopy is proposed along the Wilshire Elevation and would wrap around to the eastern elevation of the building. The canopy would be a minimum of 9'-0" above grade, would project approximately 6'-6" from the building and would contain a red PPG coating. The underside of the canopy is to contain a perforated aluminum panel. Lighting is proposed within the canopy. The same canopy design is also proposed along a portion of the South Beverly Drive elevation of the subject space.

- Decorative aluminum arches and lattice with a dark bronze anodized aluminum finish (to match the existing window frames) is proposed in each window section of the façade above the proposed canopies.
- A decorative window film is proposed along the exposed east elevation of the ground floor and four most eastern window sections facing Wilshire Boulevard. (Please note that the proposed window vinyl does not contain logos or images of merchandise sold. As such, the vinyl is not considered signage and is not regulated by the sign code.)

Signage:

The applicant is proposing the following signage:

- Business Identification Signs: One business identification sign is proposed along the Wilshire Boulevard elevation, above the entry. A second business identification sign is proposed along the South Beverly Drive elevation, above the entry. Both signs are proposed to be located on aluminum raceways, above the proposed awnings and would be composed of aluminum returns, blue and red trim caps, and white, blue and red acrylic faces. The signs would contain illuminated channel letters. Each sign would be a total of approximately 28.4 square feet in area.
- Building Identification Signs: One building identification sign is proposed along the west elevation facing South Beverly Drive. A second building identification sign is proposed along the east elevation, facing the private property to the east. Both signs would be composed of aluminum returns with blue and red trim caps and white, blue and red acrylic faces, and would contain illuminate channel letters. As proposed, each sign would be a total of 496.5 square feet in area (64'-9" in length by 7'-8" in height). Pursuant to the Beverly Hills Municipal Code §10-4-605¹, the maximum area allowed for a building identification sign on this building would be 507.2 square feet.

Continued on the next page.

¹ BHMC §10-4-605: a building identification sign shall not exceed 2% of the vertical surface area of the side of the building on which it is placed. The surface area of the west and east facing elevations of the building are 25,360 square feet. 2% x 25,360 SF = 507.2 SF maximum sign for each elevation.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code (for spaces with multiple street frontages)	Proposed
Wall Signs	One sign, on one street frontage, not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies, maximum 100 SF (Wilshire elevation = 100', maximum area of sign = 100 SF)	One sign = 28.4 square feet
	One sign, on the other street frontage, not to exceed 2 SF per each foot (1'-0") of street frontage, maximum 30 SF (Beverly Drive elevation = 86', maximum area of sign = 30 SF)	One sign = 28.4 square feet

BUILDING IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	One sign on each building elevation, not to exceed 2% of the vertical surface area of the side of the building on which the sign is placed (East and west elevations each = 25,360 SF in area. 2% x 25,360 = 507.2 SF)	West elevation = 1 sign, 496.5 SF East elevation = 1 sign, 496.5 SF

A 0material board will be presented at the meeting.

ANALYSIS

The proposed façade remodel and signs are intended to update the appearance of the building facade. The proposed design utilizes high quality materials that are modern in style and shall be cohesive with, and sometimes superior to, the facades found along Wilshire Boulevard and North Beverly Drive. The Commission may wish to discuss the red PPG coating proposed for the canopy and the massing and scale of the proposed building identification signage.

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 design in creating a clean classy façade. 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.

The proposed 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.

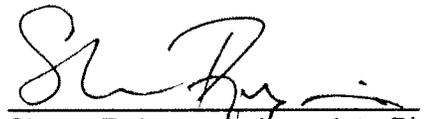
The proposed project design is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the sign would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with 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 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 standard conditions of approval (attached).



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 January 19, 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 may 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.