



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

For the Architectural Commission  
Meeting of February 16, 2011

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Associate Planner

**SUBJECT: 9800 WILSHIRE BOULEVARD**  
**9800 Wilshire Boulevard**  
Façade remodel, building identification sign and business identification signs  
PL 103 8779

*Continued from the January 19, 2011 AC meeting.*

**PROJECT INFORMATION**

<b>Applicant</b>	Cory Taylor - Belzberg Architects
<b>Address</b>	9800 Wilshire Boulevard
<b>Project Name</b>	9800 Wilshire Boulevard
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade remodel</li><li>• Building ID sign (conceptual review)</li><li>• Business ID signs (conceptual review)</li></ul>

**PROJECT DESCRIPTION**

The project is located on the south side of the 9800 block of Wilshire Boulevard between South Santa Monica Boulevard and Spalding Drive. This project was originally scheduled for the January 19, 2011 Architectural Commission meeting, however, the applicant was not present at that meeting, and thus the project was continued to the February 16, 2011 meeting. The applicant is requesting the approval of a façade remodel, and the preliminary approval of the location of a proposed building identification sign and business identification signs (place holders). The following elements are proposed:

**North Elevation (Wilshire Blvd):**

- Demolition of the façade curtain wall system and stucco frame.
- Replace the façade with new storefront windows and stucco infill walls.
- Add new white stucco frame elements around the base, sides and top of the façade and attach 4x8 slumped glass panels in aluminum channels over the entire façade. The stucco frame will project approximately 54" above the roof line at a section for a rooftop glass guardrail.
- LED strip/cove lighting is embedded at the top and bottom of the stucco frame projecting onto the slumped glass panels.

### **East Elevation (Spaulding Dr.):**

- A new entrance with a recessed aluminum storefront entry door is proposed.
- Demolition of the third floor recessed balcony storefront system and replace with a new clear aluminum anodized storefront.
- Two new windows approximately 6'x6' will be cut out of the existing wall at the third floor for office views.
- Construction of a new stucco wall at the corner as an infill wall to "flush out" the façade behind the glass panels.
- Introduce a stucco veneer projecting approximately 1-2" from the existing wall finish as a "frame" element at the base, side and top for the slumped glass panels to sit in.
- Extend the slumped glass panels set in aluminum channels around from the north elevation to the east elevation along with the LED strip lighting at the top and bottom projecting over the glass.

### **Signage:**

Since the signage details for the project have not been fully designed, at this time, the applicant is requesting feedback on the general location and concept of the proposed building identification sign and business identification signs. Final signage details shall be returned to the Commission for final review (see the recommended conditions of approval in Exhibit A). At this point in time the following signage concepts are proposed:

- Along the north elevation, ground floor Tenant Sign B and the building identification Sign A are shown accurately in size and location. They are planned to be halo lit opaque signs with channel letters in a brushed aluminum or brushed stainless steel face, and white painted sides, mounted to the stucco wall with stainless steel angle tabs on the inside face of the letters.
- Along the east elevation, ground floor Tenant Sign C is also planned to be a halo lit opaque sign with channel letters in brushed aluminum or brushed stainless steel face, and white painted sides mounted to the stucco wall with stainless steel angles tabs on the inside face of the letters.
- Also along the east elevation, the upper floor Tenant Sign D is a wall mounted plaque composed of brushed aluminum or stainless steel with flush hidden fasteners to the stucco wall.

### **ANALYSIS**

The proposed remodel is intended to update the appearance of the building and add architectural details to the building. The proposed façade remodel proposes high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along Wilshire Boulevard. The proposed design offers a revitalized appearance with a clean finish.

## **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 façade remodel creates a clean façade. The design appears in keeping with (and in some cases superior to) the quality of buildings. The proposed facade remodel 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 façade remodel 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 proposed façade remodel 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 façade remodel is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design 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 new 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 recommended conditions of approval (see Exhibit A).

  
Shena Rojemann, Associate Planner

Attachments  
Exhibit A – Recommended Conditions of Approval

**EXHIBIT A**  
Conditions of Approval

**Project Specific Conditions:**

1. The building identification and business identification signs shall be returned to the Architectural Commission for further review.

**Standard Conditions:**

2. 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 shall 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.