



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of April 27, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: 9800 WILSHIRE BOULEVARD
9800 Wilshire Boulevard
Request for approval of revisions to a previously approved façade remodel,
building identification sign and business identification signs
PL 103 8779

Continued from the March 16, 2011 AC meeting.

PROJECT INFORMATION

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

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 previously reviewed by the Commission at its meetings on January 19, 2011, February 16, 2011 and March 16, 2011. At the March 16, 2011 meeting the Commission conditionally approved the project with the following conditions:

1. The design of the parapet design shall be restudied and returned to the Commission for final review and approval.
2. The signage details shall be returned to the Commission for final review and approval.
3. The final plans for all aspects of the project other than the parapet design and signage details shall substantially conform to the plans submitted to, reviewed by and conditionally approved by the Architectural Commission on March 16, 2011.
4. 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).
5. 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.
6. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.

7. A copy of the City's approval letter shall be scanned onto the final plans.

As conditioned, the applicant has made changes to the parapet design and has returned with the signage details. In addition to addressing the Commission's conditions, the applicant has made other revisions to the project. Consequently, the applicant is now requesting approval of the revisions made to the previously approved project. The revisions made include the following:

- Removed stucco base, cornice and side frame around the slumped glass panels, also at the balcony and roof deck.
- Removed Spalding entrance canopy, proposing a simple white stucco frame around the recessed storefront door.
- Added a clear anodized aluminum mullion frame around the bottom, sides and top of the slumped glass panels.
- Extended the slumped glass panels around the balcony opening and wrapped the glass panels with the clear anodized aluminum frame around the south corner into the alley 4'.
- Reduced the overall height of the northeast mechanical enclosure 18", and wrapped the stucco wall around the Wilshire side and turned it into the building to create a more solid box.
- Added a clear glass guardrail at the balcony and at the roof deck on Wilshire

The applicant is requesting the approval of the revised design, including the building identification sign. Preliminary approval of the business identification sign is being requested as all the tenants for the building have not yet been established (see sign details below).

Signage:

The applicant is proposing the following signs (see sheet AC10):

- 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.

At this point in time, the tenant is requesting preliminarily approvable of the location and general design of the Tenant signs and plaque. These signs may have to be altered or changed depending on the space the future tenants occupy within the building. For example, details such as street frontage and space location (ground floor, 2nd floor, etc.) of the future tenants will directly impact the amount of signage permitted for the tenant.

The applicant is requesting approval of the Building Identification sign proposed along the Northern elevation of the building. The proposed sign would read "Liner Grode Stein" and would contain the company logo. The sign would be halo lit opaque 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. As proposed the sign would be a total of 80 SF. Pursuant to the Beverly Hills Municipal Code §10-4-605, the maximum area allowed for a building identification sign on a building façade shall not exceed 2% of the vertical surface area of the elevation of the building on which it is placed.

BUILDING IDENTIFICATION SIGN		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	<p>1 sign on each elevation with street frontage, not to exceed 2% of the vertical surface area of the building elevation on which is placed.</p> <p>(surface area of building elevation = 4725 SF 2% x 4725 = 94.5 SF max permitted)</p>	<p>80 SF</p> <p>(1 sign consisting of the logo and business name)</p>

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 business identification signs ("Tenant" signs) shall be returned to staff for further review and analysis at the time tenants are established in the building. Staff shall determine whether the proposed design is consistent with the signs preliminarily approved by the Architectural Commission and can be approved at the staff level or whether further review by the Architectural Commission is necessary.

Standard Conditions:

2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on March 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.