



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of April 27, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: EQUINOX
9465 Wilshire Boulevard
Request for approval of a façade remodel and sign accommodation
(PL 110 4716)

PROJECT INFORMATION

Applicant	Ashok Vanmali, Gruen Associates
Address	9465 Wilshire Boulevard
Project Name	Equinox
Project Type	<ul style="list-style-type: none">• Façade remodel• Sign accommodation

PROJECT DESCRIPTION

The project is located on the north side of the 9400 block of Wilshire Boulevard, between Beverly Drive and Rodeo Drive. The applicant is requesting the approval of a façade remodel, a sign accommodation to allow multiple business identification signs and a sign accommodation to allow a business identification sign to be located along an elevation abutting an alley. The following elements are proposed:

Beverly Drive Façade:

- The existing canopy fascia would be powder-coated black to match the existing granite color.
- The plaster at the underside of the canopy will be removed and replaced with metal panels, powder-coated black, with a z-clip connection.
- New stainless steel window frames are proposed (to match the existing).
- A new entry door with walnut wood frame is proposed.
- A new fin wall (cladded in granite) is proposed adjacent to the entry.
- New black granite (to match the existing) will be added below the windows.
- New black granite planters (to match the existing) will be added at the ground.

Wilshire Boulevard Façade:

- The existing canopy fascia would be powder-coated black to match the existing granite color.

- The plaster at the underside of the canopy will be removed and replaced with metal panels, powder-coated black, with a z-clip connection.
- Opaque window film is proposed on all the windows.

Alley Elevation:

- The existing canopy fascia would be powder-coated black to match the existing granite color.
- The plaster at the underside of the canopy will be removed and replaced with metal panels, powder-coated black, with a z-clip connection.
- An existing second story window is proposed to be sealed shut and an opaque gray film is to be applied to the back side of the glazing.
- New mechanical grilles are proposed.
- A new mechanical screen wall (clad in granite) is proposed.

Business Identification Signs:

The applicant is requesting multiple business identification signs along the Beverly Drive elevation and Wilshire Elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604(D.2), the Architectural Commission may grant a sign accommodation to allow multiple business identification signs on multiple building elevations (abutting public streets) so long as the cumulative sign area does not exceed 130 square feet. The applicant is also asking for a business identification sign along the alley elevation of the building. Pursuant to Beverly Hills Municipal Code §10-4-604(D.1) the Architectural Commission may grant a sign accommodation to allow a sign to be located on a wall abutting an alley or private property¹. The applicant is proposing the following signage:

Beverly Drive Elevation:

- One business ID sign located on the building canopy. This sign would contain one line of text reading "EQUINOX". This sign would contain reverse halo LED illuminated aluminum channel letters with a satin finish. The sign would be a total of 30 square feet.
- One business ID sign located on the new fin wall adjacent to the entry. This sign would contain one line of text reading "EQUINOX" and the company logo. The sign would be composed of a pin mounted aluminum plate with halo back lighting and a stain finish. This sign would be a total of 4.5 square feet.
- Two business ID signs located on the entry doors. These signs would contain one line of text reading "EQUINOX" and the company logo. The signs would be vinyl. Each sign would be 2 square feet (4 SF total).
- Two business ID signs located on the façade windows. These signs would contain one line of text reading "EQUINOX" and the company logo. The signs would be vinyl. Each sign would be 12.5 square feet (25 SF total).

¹ BHMC §10-4-604(D.1): Furthermore, the sign affixed to that portion of the exterior wall which abuts an alley or private property must not exceed 75% of the area otherwise permissible if the wall abutted a public street (2 SF/1 linear ft, 100 SF maximum).

Wilshire Boulevard Elevation:

- One business ID sign located on the building canopy. This sign would contain one line of text reading "EQUINOX". This sign would contain reverse halo LED illuminated aluminum channel letters with a satin finish. The sign would be a total of 30 square feet.
- One business ID sign located on the façade windows. This sign would contain one line of text reading "EQUINOX" and the company logo. The sign would be vinyl and would be 12.5 square feet.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	Multiple business identification signs (located on multiple building elevations containing street frontage) not to exceed 130 SF	<u>Beverly Drive:</u> 1 sign – maximum 2 SF/1 foot of linear street frontage occupied by the tenant (maximum 100 SF) and one smaller sign not to exceed 5 SF (only for business name, address and other operating hours)	106 SF (8 signs)
		<u>Wilshire Blvd:</u> 1 sign – maximum 2 SF/ 1 foot of linear street frontage occupied by the tenant (maximum 30 SF) and one smaller sign not to exceed 5 SF (only for business name, address and other operating hours)	

Alley Elevation:

- One business ID sign located on the building canopy. This sign would contain one line of text reading "EQUINOX". This sign would contain reverse halo LED illuminated aluminum channel letters with a satin finish. The sign would be a total of 30 square feet.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	One sign not to exceed 75% of the area otherwise permissible if the wall abutted a public street (2 SF/1 linear foot, maximum 100 SF x 75% = Maximum 75 SF)	Alley signage not permitted	30 SF (1 sign)

A material board will be presented at the meeting.

ANALYSIS

The proposed façade remodel and signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and signage proposes quality materials. The use of 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 and signs create a dynamic façade and interesting visuals. The materials proposed are of a high quality. The proposed business identification signs are simplistic in design. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel and business identification signs appear 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 and new signs do 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 facade remodel and new signs do 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.

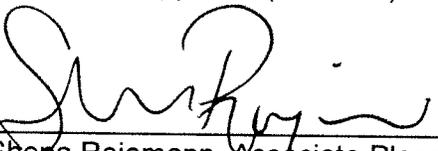
The proposed facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would 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 standard conditions of approval (attached).


Sheria 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 April 27, 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 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.