



Architectural Commission Report

Meeting Date: Wednesday, January 18, 2012
(Continued from the AC meeting on December 14, 2011)

Subject: **9001 Wilshire Boulevard**
Request for approval of a façade remodel and monument sign
(PL 1131317)

Project applicant: Nicholas Marques, Kanner Architects

Recommendation: Conduct public hearing to discuss the project details and provide the applicant with an approval.

REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on December 14, 2011. At that meeting the Commission provided the applicant with comments regarding the remodel and directed that the project be returned for restudy at the January 18, 2012 meeting. As such, the applicant has revised the project in an attempt to address the Commission's concerns. The modifications include removal of the address numbers, size specifications for monument sign content, removal of protruding tile pattern on building façade, and modifications to the plant content in the landscape plan. A full list of the Commission's comments and the applicant's response to the comments has been provided in Attachment A.

ZONING CODE COMPLIANCE

Applications for architectural review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.

Attachment(s):

- A. Commission's comments at the December 14th, 2011 meeting
- B. Staff Report from the December 14th, 2011 meeting
- C. Design Plans, Cut Sheets & Supporting Documents
- D. Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached A:

Commission's comments at the
December 14th, 2011 meeting



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Architectural Commission comments from the December 14 th , 2011 Meeting	Applicant's Response
1. The plant palette should be redesigned as the proposed plants will not grow with the limited amount of light they will receive.	1. The three plants proposed with the original application have been revised. Plant types now include Berkeley Sedge (<i>Carex Tumulicola</i>), Airplane Plant (<i>Crassula Falcata</i>), and Black Mondo Grass (<i>Ophiopogon Planiscapus</i>).
2. The address numbers should be re-thought. They should be smaller or larger to make a real statement. Smaller seems more appropriate for the location.	2. The address numbers projecting above the proposed awning have been removed from the current proposal.
3. Need to have a set limit on the total amount of signage allowed on the monument sign. A sign plan is desirable.	3. Size limitations have been proposed for the monument sign. The address is shown at a height of 1'-7" and a width of 3'-8". The occupant list area is shown with a maximum height of 1'-0" and a maximum width of 2'-0". Each line in the occupant list is shown with a height of 0'-3".
4. The non-rhythm of the accent tiles is architecturally distracting.	4. The accent tiles have been removed from the current proposal.
5. Provide a mock-up of the glass (with window film).	5. The applicant will provide individual sample of glass with window film at the Architectural Commission meeting.
6. The length of the canopy should be more accurately illustrated.	6. The applicant has provided revised renderings to more accurately illustrate the projection of the canopy toward Wilshire Boulevard.
7. Provide a lighting detail.	7. Applicant has provided specification sheets for accent lighting proposed with the project.



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Attached B:

Staff Report from the
December 14th, 2011 meeting



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, December 14, 2011

Subject: **9001 WILSHIRE BOULEVARD**
Request for approval of a façade remodel and monument sign
(PL113 1317)

Project agent: Nicholas Marques, Kanner Architects

Recommendation: Conduct public hearing to discuss the project details. The Commission may wish to specifically discuss the scale of the proposed address numbers above the entry.

REPORT SUMMARY

The applicant is requesting approval of a façade remodel of an existing commercial building located on Wilshire Boulevard. The project details include, but are not limited to, stainless steel window fins, thin tiles in 'Urban Grey', 'Snow' and 'Smoke', blue window film, clear glass storefronts, entry canopy in glossy white stucco and an internally illuminated glass column which contain building tenant information (monument sign). The proposed signs would be a total of approximately 7 square feet in area. The maximum area of signage permitted on monument signs is 55 square feet.

ZONING CODE COMPLIANCE

Applications for architectural review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets & Supporting Documents
- C. Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192

srojemann@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

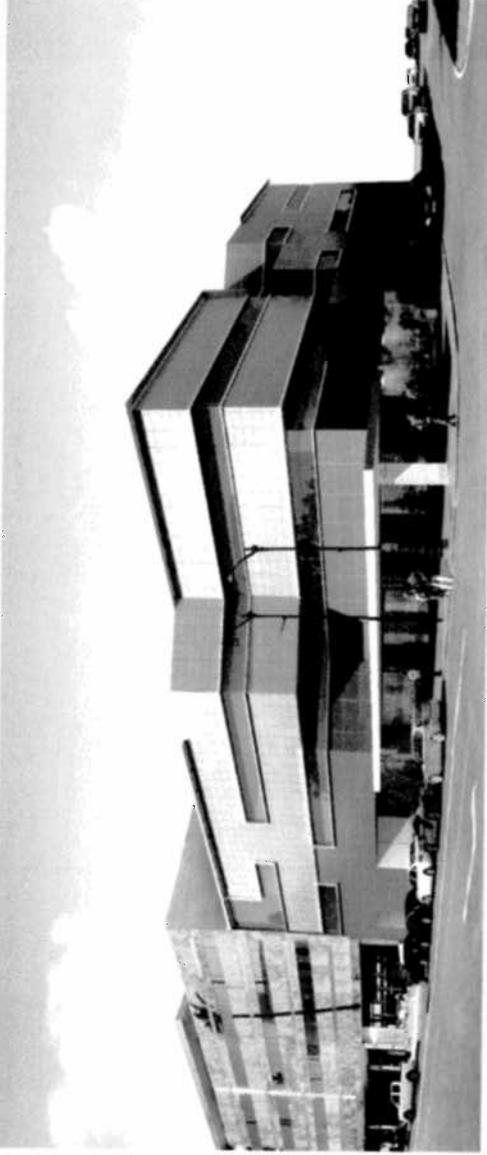
AC Meeting – January 18, 2012

Attached C:

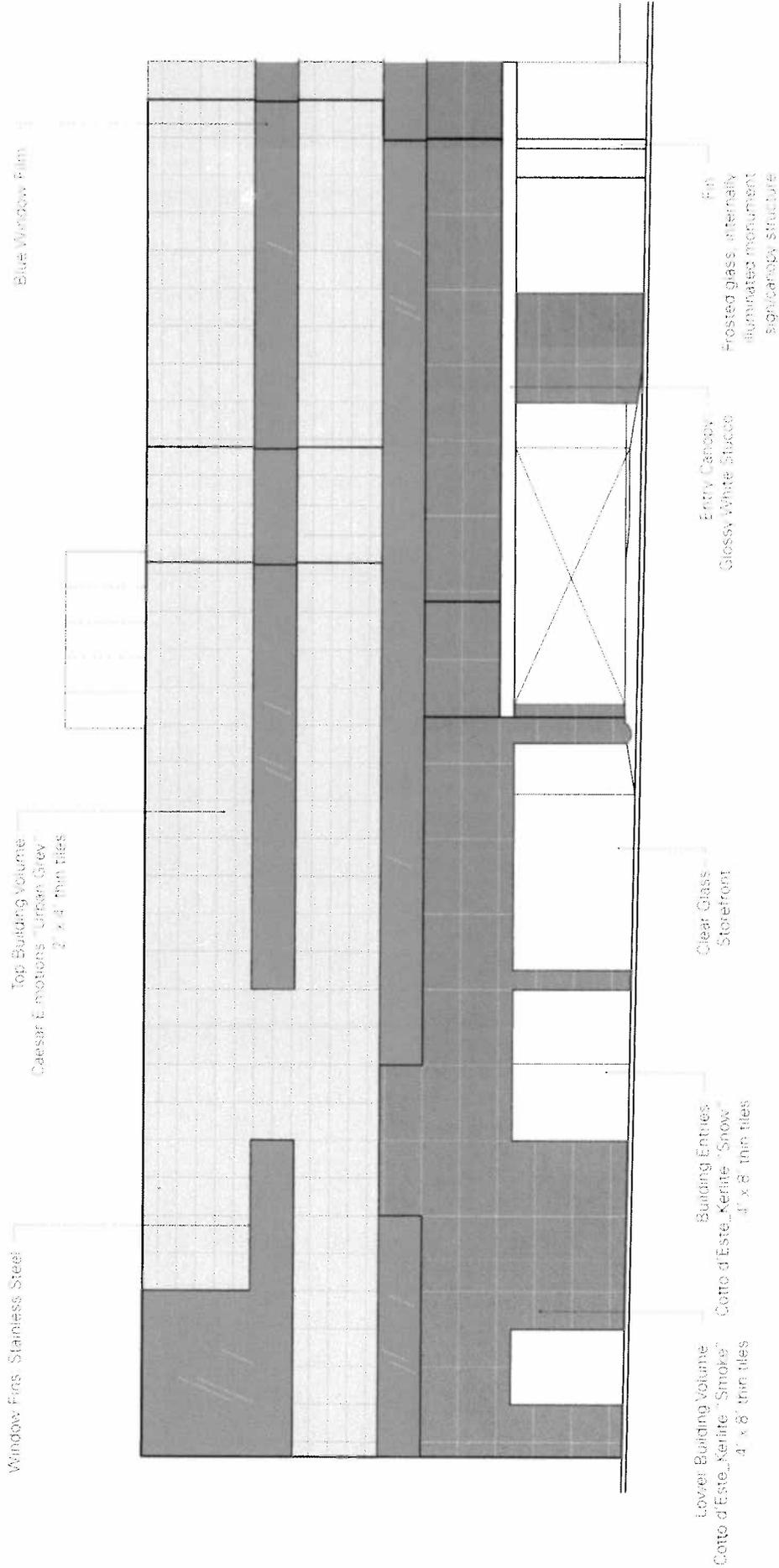
Design Plans, Cut Sheets
and Supporting elements



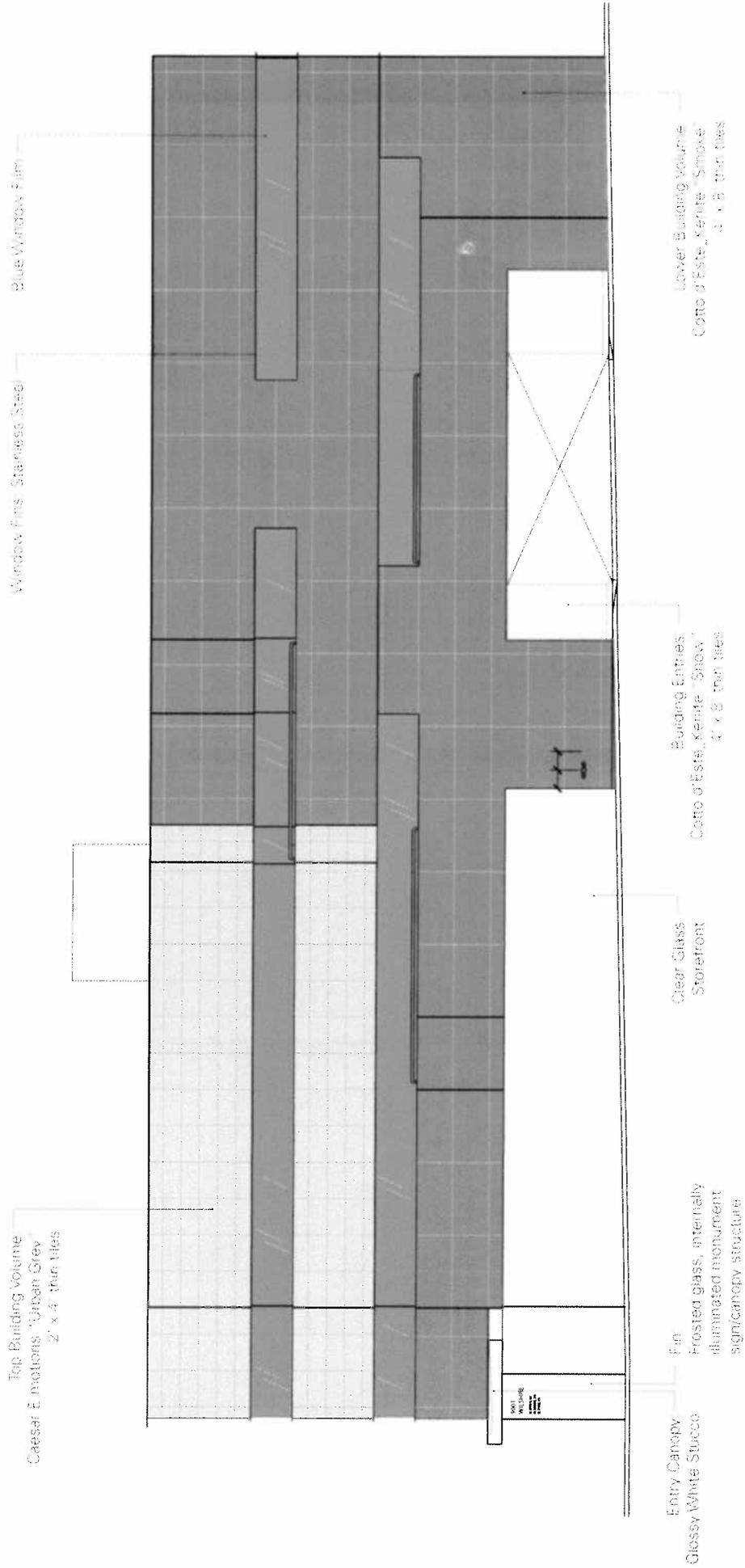
Proposed Project With Landscape



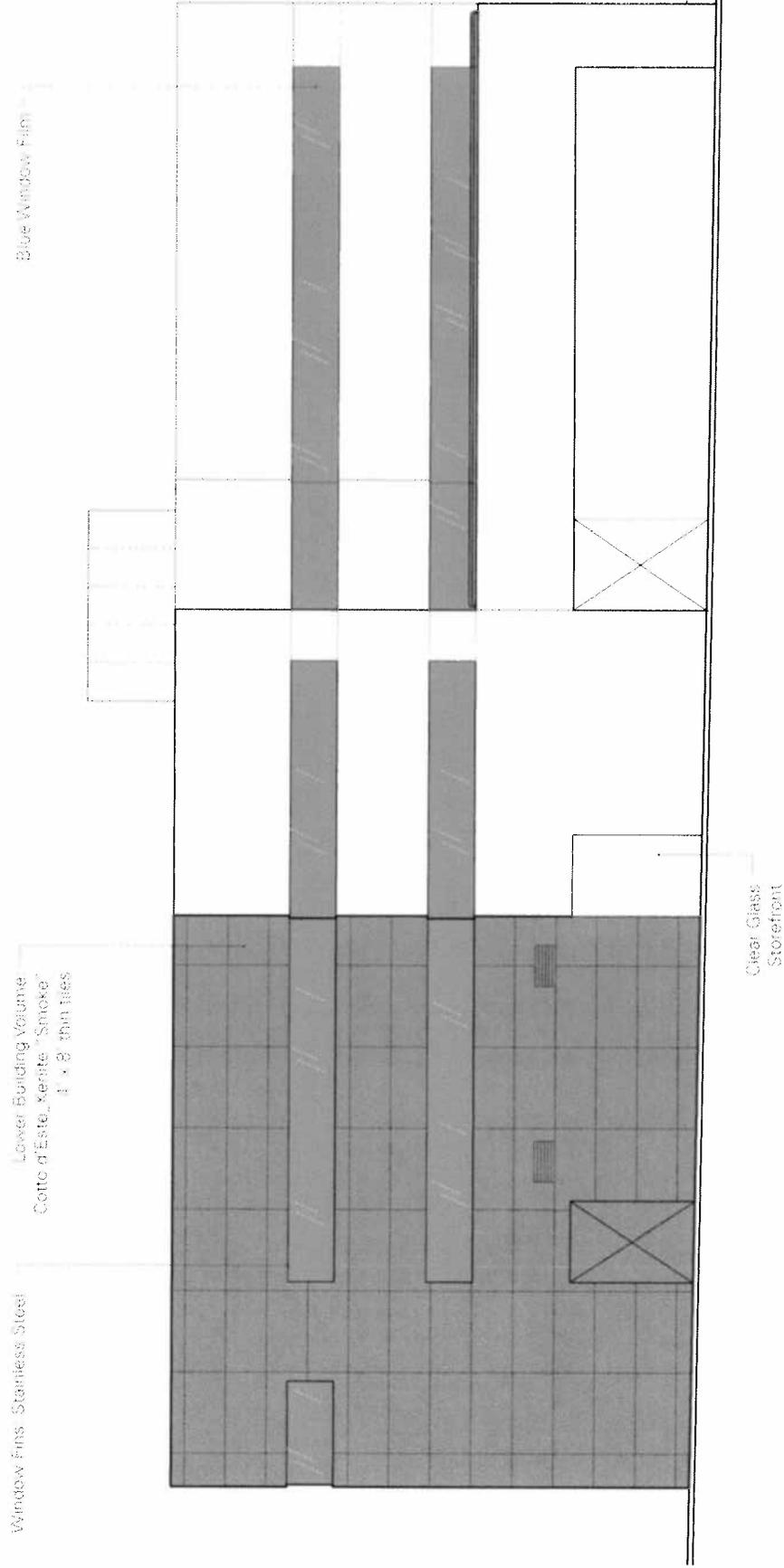
Proposed Project Without Landscape



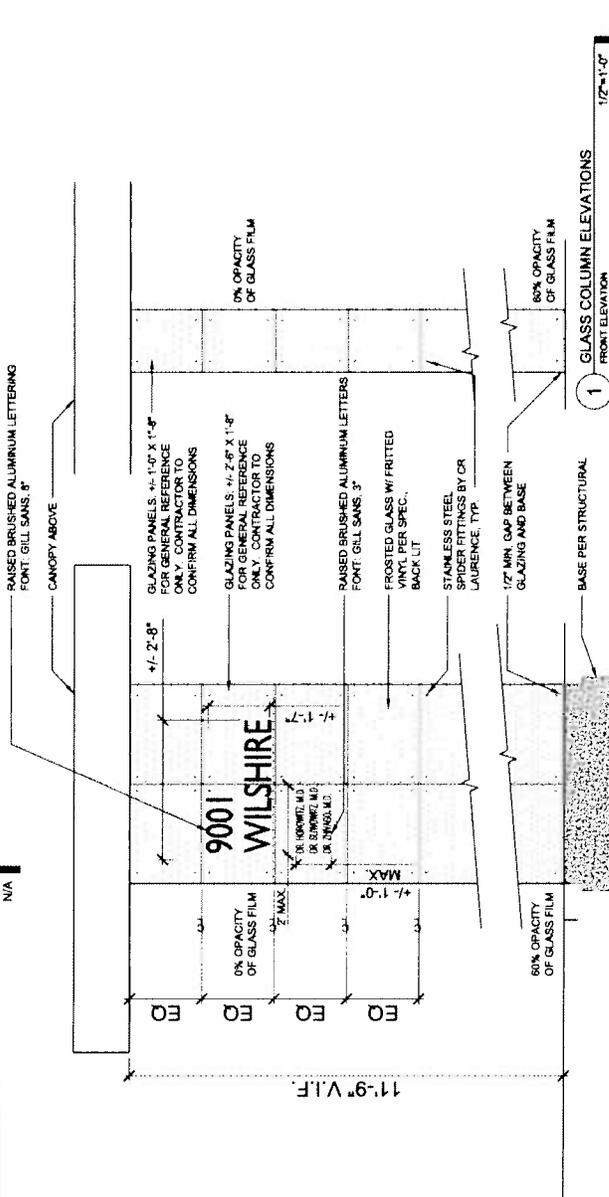
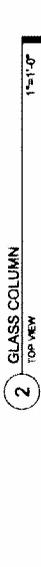
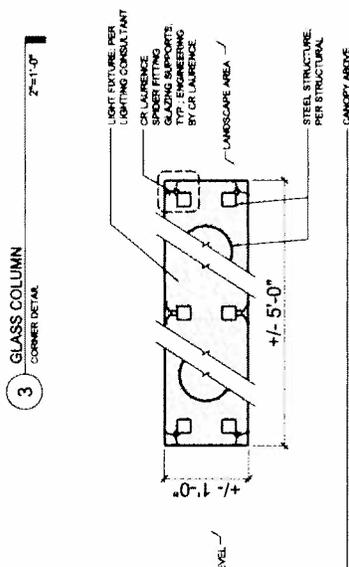
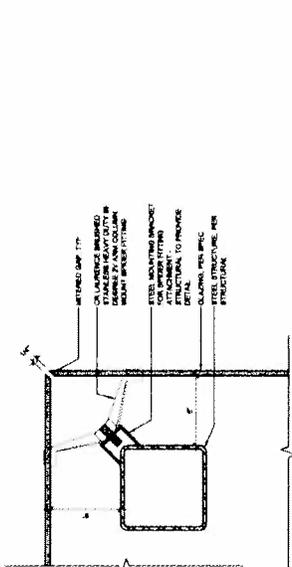
Wilshire Medical Office Building



Wilshire Medical Office Building



Wilshire Medical Office Building



5 LIGHT COLUMN PRECEDENT

not to scale

N/A

4 CANOPY SIGNAGE UNDER SEPARATE PERMIT

- ENTRY - GENERAL NOTES**
1. ALL DIMENSIONS ARE BASED ON DRAWINGS PROVIDED BY THE OWNER. DIMENSIONS MAY VARY IN THE FIELD AND ALL DIMENSIONS SHOULD BE VERIFIED AND ADJUSTED ACCORDINGLY.
 2. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED. EXISTING CONDITIONS AND CONDITIONS SHALL BE THE BASIS OF CONSTRUCTION UNLESS OTHERWISE NOTED.
 3. NOT IN USE
 4. S.C. RESPONSIBLE FOR PROTECTING ALL EXISTING AND REMOVING ANY DAMAGED OR MISSING PRE-EXISTING. S.C. SHALL BE RESPONSIBLE FOR PROTECTING ALL EXISTING AND REMOVING ANY DAMAGED OR MISSING PRE-EXISTING. S.C. SHALL BE RESPONSIBLE FOR PROTECTING ALL EXISTING AND REMOVING ANY DAMAGED OR MISSING PRE-EXISTING.
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 15. THE FLOOR TO BE CONTINUED UNDERNEATH SHALL BE MAINTAINED AS SHOWN AND SHALL BE PROTECTED FROM ALL DAMAGE AND SHALL BE PROTECTED FROM ALL DAMAGE AND SHALL BE PROTECTED FROM ALL DAMAGE.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached D:
Approval Resolution

RESOLUTION NO. AC 01-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND MONUMENT SIGN AT THE PROPERTY LOCATED AT 9001 WILSHIRE BOULEVARD (PL1131317).

The Architectural Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Nicholas Marques, applicant on behalf of the property owners, Mr. Michael Pashaie/Arcadia Hub Holdings 3, LLC (Collectively the "Applicant"), has applied for architectural approval of a façade remodel and monument sign for the property located at 9001 Wilshire Boulevard.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city's commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city's local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design,

colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 5. The Architectural Commission conducted a duly noticed public hearing on January 18, 2012 at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

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. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

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 environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure 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. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, 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 complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development 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. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Standard Conditions

1. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
2. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
3. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
4. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

5. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

6. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

7. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Special Conditions

8. No special conditions have been imposed for this project.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: January 18, 2012

Shena Rojemann, Commission Secretary
Community Development Department

Fran Cohen, Chairperson
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, SHENA ROJEMANN, Secretary of the Architectural Commission and Associate Planner of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. AC 01-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on January 18, 2012 and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of seven (7) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

SHENA ROJEMANN
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California