



Architectural Commission Report

Meeting Date: Wednesday, September 19, 2012

Subject: **The McDevitt Company**
9400 South Santa Monica Boulevard
Request for approval of a building identification sign.
(PL122 2218)

Project applicant: John Crispis – US Sign & Mill Corporation

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

The applicant requests approval of a building identification sign for the building tenant, The McDevitt Company. The following sign is proposed:

- One building identification sign located along the north building elevation. This sign is proposed to be a total of 59 square feet in area and would be composed of individually mounted aluminum letters with blue acrylic faces. Per Beverly Hills Municipal Code Section 10-4-605, the Architectural Commission may approve a sign accommodation to allow a building identification not to exceed 2% of the vertical surface area of the building elevation on which it is located. The proposed 24.2 SF sign is well under the maximum 135 SF permitted with an accommodation.

ZONING CODE COMPLIANCE

Applications for design 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 outreach and notification was not required for this project.

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Design Plans, Cut Sheets and Supporting Documents
- Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192
srojemann@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – September 19, 2012

Attached A:
Detailed Design Description
and Materials (Applicant Prepared)

SECTION 1 – AUTHORIZATION & APPLICANT TEAM

A Property Information

Project Address: 9400 South Santa Monica Boulevard
Adjacent Streets: Santa Monica and Canon Drive

B Property Owner Information¹

Name(s): City of Beverly Hills - Brenda Lavender
Address:
City: State & Zip Code:
Phone: Fax:
E-Mail

C Applicant Information [individual(s) or entity benefiting from the entitlement]

Name(s): The McDevitt Company
Address: 228 Santa Monica Boulevard
City: Santa Monica State & Zip Code: CA, 90019
Phone: Fax:
E-Mail

D Architect / Designer Information [Employed or hired by Applicant]

Name(s): Gensler Registered Architect? Yes No
Address: 500 South Figueroa Street
City: Los Angeles State & Zip Code: CA, 90071
Phone: 213-327-3930 Fax:
E-Mail: john-plumb@gensler.com

E Landscape Designer Information [Employed or hired by Applicant]

Name(s):
Address:
City: State & Zip Code:
Phone: Fax:
E-Mail

F Agent [Individual acting on behalf of the Applicant] NOTE: All communication is made through the Agent.

Name(s): John Crispis
Address: 5010 Venice Blvde
City: Los Angeles State & Zip Code: CA 90019
Phone: 310-257-4561 Fax:
E-Mail: info@permierpermits.com

G I hereby certify that I am the owner(s) of the subject property and that I have reviewed the subject application and authorize the Agent to make decisions that may affect my property on my behalf.²

Property Owner's Signature & Date

Property Owner's Signature & Date

¹ If the owner is a corporate entity, the names of two corporate officers are required from each of the following Groups: Group A – Chairperson or president of the board; Group B – board secretary or chief financial officer.

² A signed and dated authorization letter from the property owner is also acceptable.

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Ten (10) sets of plans required (see Section 6 for plan size requirements).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
 - Façade Remodel ONLY
 - Business Identification Sign(s)
Number of signs proposed:
 - Building Identification Sign(s)
Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
 - Other: _____
- Remodel: Int. & Ext, no floor area added
 - Remodel: Int. & Ext, floor area added
 - Awning(s): New Recovery
 - Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes:

New building identification sign for the third floor tenant, McDevitt Company. Sign to be composed of aluminum returns with acrylic faces (blue).

D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/UNITEGIS/>)

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below): _____

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City’s survey)?

Yes No If yes , please list Architect’s name: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (height x length)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Building ID Sign	2'-0" x 29'-5.375"	59 SF	135 SF max	N/A
2					
3					
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

COLUMNS

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: N/A
 Texture /Finish: _____
 Color / Transparency: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: ALUMINUM RETURNS WITH ACRYLIC FACES
Texture /Finish: SMOOTH
Color / Transparency: ALUMINUM AND BLUE ACRYLIC

EXTERIOR LIGHTING

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: N/A
Texture /Finish: _____
Color / Transparency: _____

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

1. **Describe** how 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 sign meets and fits with all around design of building and neighborhood.

2. **Describe** how 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.

this sign would not be a detriment to this environment.

3. **Describe** how the 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.

The design of the sign should heighten the value and appearance of the environment.

4. **Describe** how 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 building, and its tenant The McDevitt Company, intend the signage to enhance the area and are in keeping with the general plan of the City of Beverly Hills.

5. **Describe** how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The proposed signage is well within code of building/planning and general appearance within the City of Beverly Hills.



Design Review Commission Report

455 North Rexford Drive
AC Meeting – September 19, 2012

Attached B:

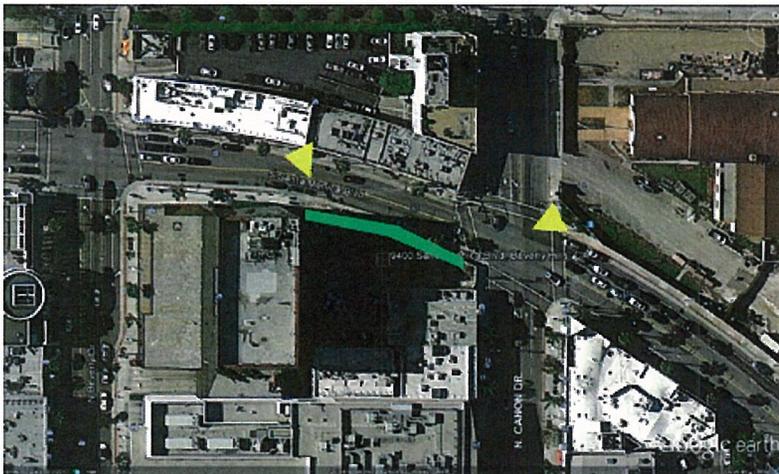
Design Plans, Cut Sheets
and Supporting Documents



**The McDewitt Company
9400 Santa Monica Blvd.
Beverly Hills, CA 90210**

**Subject Property
Panoramic Photo Sheet 8**

**Santa Monica Blvd. Looking South
N. Canon Dr. Looking Southwest**



JOB NAME:
 THE MCDEVITT COMPANY

ADDRESS:
 94.00 SANTA MONICA BLVD.
 3RD FLOOR
 BEVERLY HILLS, CA 90210-4618

PROJECT MANAGER:
 BILL UHL

DRAWN BY:
 KD

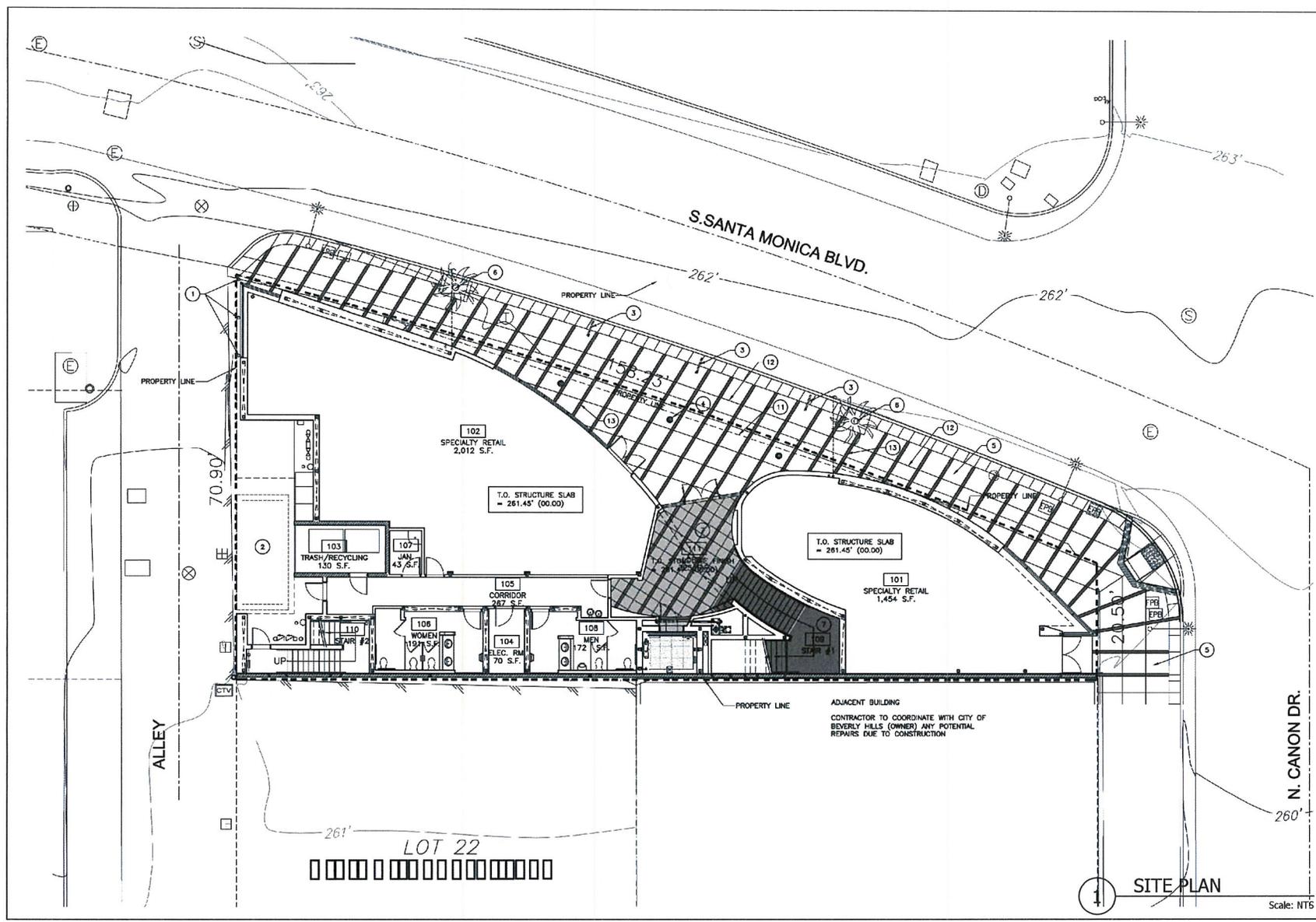
DATE:
 09/12/12

REVISIONS:

I HAVE REVIEWED THE ABOVE SPECIFICATIONS AND HEREBY FULLY UNDERSTAND THE CONTENT OF WORK TO BE PERFORMED AND I APPROVE THIS PROJECT

SIGNED: _____
 DATE: _____

A1



JOB NAME:
THE MCDEVITT COMPANY

ADDRESS:
9400 SANTA MONICA BLVD.
3RD FLOOR
BEVERLY HILLS, CA 90210-4618

PROJECT MANAGER:
BILL UHL

DRAWN BY:
MAIKOL PEÑA

DATE:
07/18/12

REVISIONS:

08/02/12	08/22/12
08/31/12	09/12/12

I HAVE REVIEWED THE ABOVE SPECIFICATIONS AND HEREBY FULLY UNDERSTAND THE CONTENT OF WORK TO BE PERFORMED AND I APPROVE THIS PROJECT

SIGNED: _____
DATE: _____

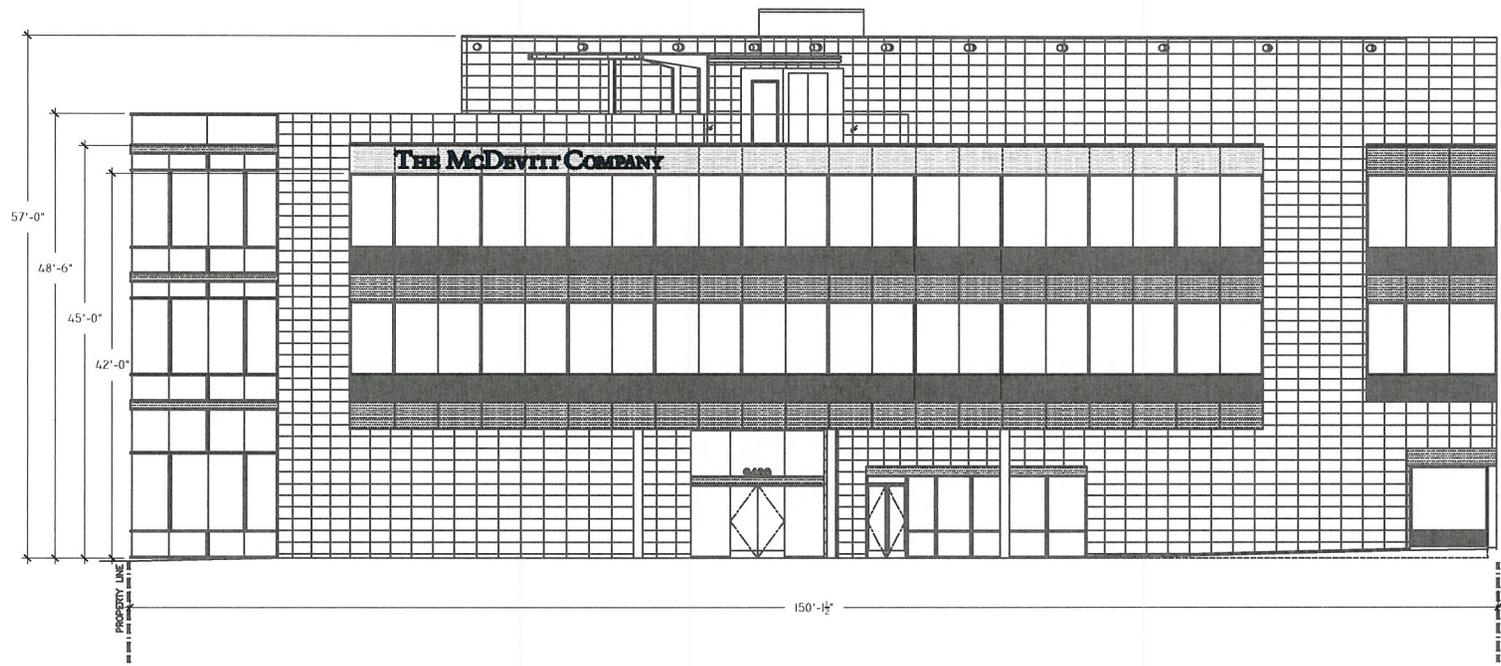
A2

THE McDEVITT COMPANY

29'-5³/₈"

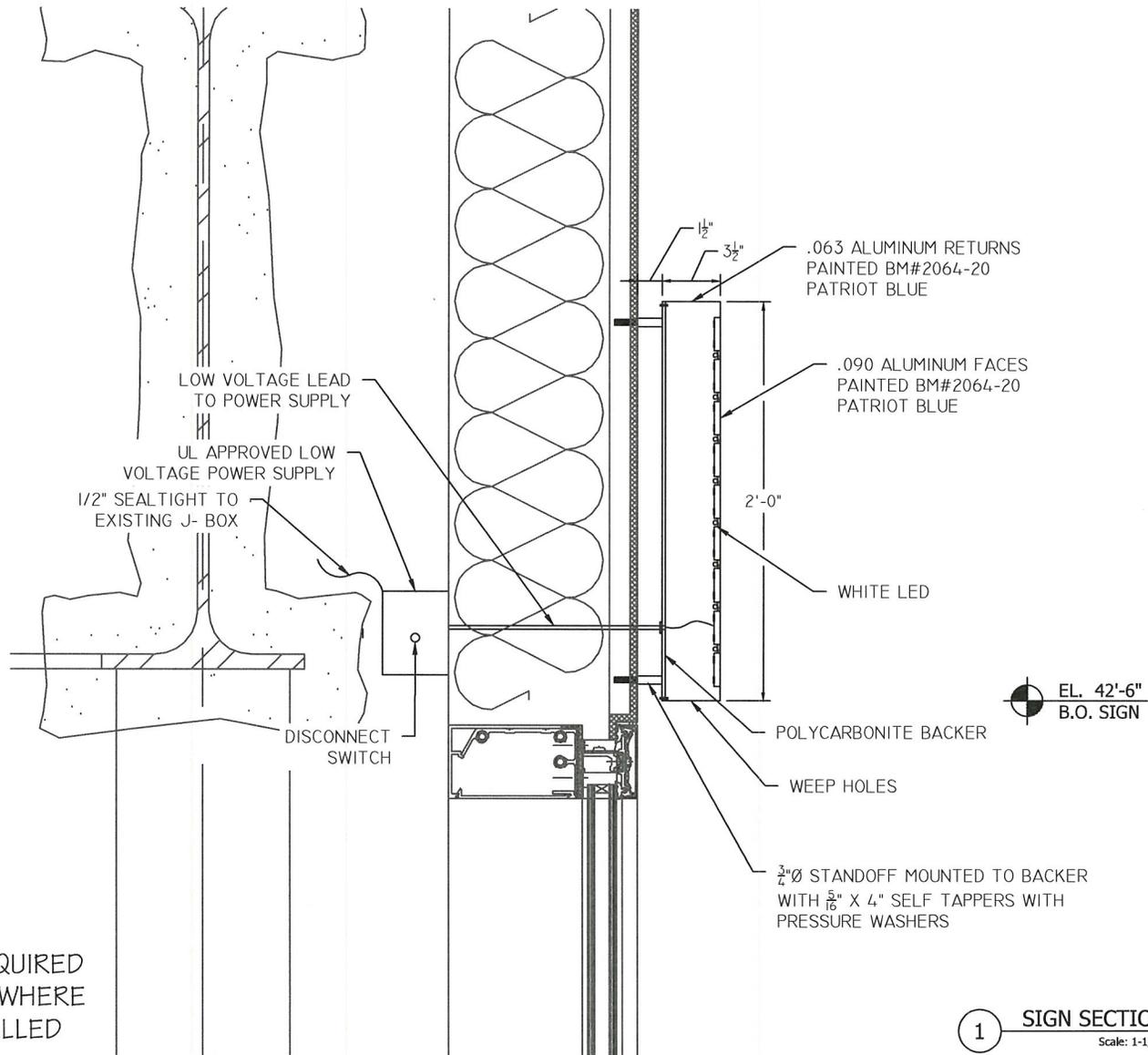
24"H X 3¹/₂"D REVERSE HALO-LIT LETTERS (WHITE LED) WITH 1¹/₂" FLOAT, .063 RETURNS, .090 FACES PAINTED BENJAMIN MOORE #2064-20 "PATRIOT BLUE", ³/₁₆" CLEAR POLYCARBONATE BACKERS.

2 SIGN DETAIL
Scale: 3/8"=1"



SIGN SQ.FT.= 58.89 SQ.FT.

1 NORTH ELEVATION
Scale: 1/16"=1"



NOTE: FULL ACCESS IS REQUIRED INSIDE AND BEHIND WALL WHERE LETTERS ARE TO BE INSTALLED

1 SIGN SECTION
Scale: 1-1/2"=1'

US SIGN CGC 019632
MILL CORPORATION
7981 Mainline Pkwy. Ft. Myers, FL 33912
ph: 239-936-9154 fx: 239-936-2899

JOB NAME:
THE MCDEVITT COMPANY

ADDRESS:
9400 SANTA MONICA BLVD.
3RD FLOOR
BEVERLY HILLS, CA 90210-4618

PROJECT MANAGER:
BILL UHL

DRAWN BY:
MAIKOL PEÑA

DATE:
07/18/12

REVISIONS:

08/02/12	08/22/12
08/31/12	09/12/12

I HAVE REVIEWED THE ABOVE SPECIFICATIONS AND HEREBY FULLY UNDERSTAND THE CONTENT OF WORK TO BE PERFORMED AND I APPROVE THIS PROJECT

SIGNED: _____
DATE: _____

A2.1



Design Review Commission Report

455 North Rexford Drive
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Attached C:
Approval Resolution

RESOLUTION NO. AC-XX-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW **A BUILDING IDENTIFICATION SIGN AT 9400 SOUTH SANTA MONICA BOULEVARD (MCDEVITT - PL122 2218).**

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

Section 1. **John Crispis**, applicant on behalf of the building tenant, **The McDevitt Company** (Collectively the “Applicant”), has applied for architectural approval of a **building identification sign at 9400 South Santa Monica 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 **September 19, 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, complaint 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 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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **September 19, 2012**

Shena Rojemann, Commission Secretary
Community Development Department

Zale Richard Rubins, 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-XX-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **September 19, 2012** and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of five (5) 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