



## Architectural Commission Report

**Meeting Date:** Wednesday, October 17, 2012

**Subject:** **HOT 8 YOGA**  
**8383 Wilshire Boulevard**  
Request for approval of a modification to an existing sign program.  
(PL#122 6669)

**Project applicant:** Vincent Nicoletta

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a modification to an existing sign program for the commercial building at 8383 Wilshire Boulevard. The existing sign program was approved by the Architectural Commission in 2008, which includes required styles, sizes, and locations for all business identification signs. The tenant, Hot 8 Yoga, occupies the space located at the corner of the building, near the intersection of Wilshire Boulevard and North Gale Drive. Staff was able to approve one business identification sign, on the Wilshire Boulevard elevation, as it complied with the existing sign program. However, as the tenant is located in a corner space, they are requesting a modification to the existing sign program to allow a business identification sign to be placed on the North Gale Drive elevation; this location was not identified as an approved location in the existing sign program.

The proposed sign is 12" in height and is consistent with the size and style requirements of other signs identified in the sign program. The proposed sign area for the North Gale Drive elevation is approximately 8 SF, below the 30 SF maximum sign area permitted for non-entrance elevations for corner tenants. An LED fixture is also proposed to the rear of the sign and is consistent with lighting identified in the existing sign program.

### 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):

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

Report Author and Contact Information:

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**Architectural Commission Report**

455 North Rexford Drive  
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**Attachment A:**  
Detailed Design Description  
and Materials (Applicant Prepared)

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**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: 1
- 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:**

Requesting an amendment to an approved existing sign program in which one additional Business Identification sign will be installed on the Gale Street facade of the subject premises at 8383 Wilshire Blvd. The business identification sign will be made of the same materials and be the same size and color of the previously approved other business identification signs within the approved sign program. In particular, the business identification sign will be 12"x 97.5" (8.125 sq/ft). The letters are to be fabricated metal with bronze finish and will be supported by an aluminium structure (to be exactly the same as the other previously approved aluminum structure) that will hang 14' above floor grade and 12" from the building facade.

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

- R-4       R-4X       R-4       R-4-P       R-4X2
- R-3       RMCP       C-3       C-3A       C-3B
- C-5       C-3T-1       C-3T-2       C-3T-5       C-5
- Other: \_\_\_\_\_

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

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

**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: \_\_\_\_\_

**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	Business ID Sign	12"x97.5"	8.125	30	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: \_\_\_\_\_

**AWNINGS, CANOPIES**

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

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

Material: The letters are to be fabricated steel  
Texture /Finish: Bronze Finish  
Color / Transparency: Bronze

**BUILDING ID SIGN(S)**

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

**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

**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 Business Identification sign is completely consistent with the previously approved existing sign program for the building. The Business Identification sign is made of the same material and is the same size and color as the other business identification signs on the building. The additional identification sign fits tastefully on the Gale facade of the building given that there are no other Business ID sign's on such facade and that the proposed space contains and entrance onto Gale Street. The requested Business ID sign location appears as a natural place for a sign.

- 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.**

N/A

- 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 proposed Business Identification sign is completely consistent with the previously approved existing sign program for the building. The Business Identification sign is made of the same material and is the same size and color as the other business identification signs on the building. The exterior design of the proposed sign is in complete harmony with the other Business ID signs in the building and appears in a natural location give the entrance of the space from Gale Street.

- 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 proposed Business Identification sign is completely consistent with the previously approved existing sign program for the building. The Business Identification sign is made of the same material and is the same size and color as the other business identification signs on the building. The exterior design of the proposed sign is in complete harmony with the other Business ID signs in the building and appears in a natural location give the entrance of the space from Gale Street.

- 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.**

Section 10-4-604(B)(1)(a) of the Beverly Hills Municipal Code provides that a ground floor business with street frontage may also have a business identification sign located on a street face of the building other than the face that contains the main entrance or address of the business. However, in no event shall such sign exceed thirty (30) square feet in area. The subject premises contains 131' feet of street frontage on Gale Street by code we would be permitted to have a maximum of 30 square feet of Business Identification signage on Gale Street, We are requesting a sign that is 8.125 square feet in size.



**Architectural Commission Report**

455 North Rexford Drive  
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**Attachment B:**

Design Plans, Cut Sheets  
and Supporting Documents

# Typestyle: Century Gothic Medium

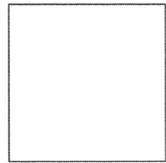
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
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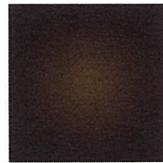
Belzec Limestone  
ST-1



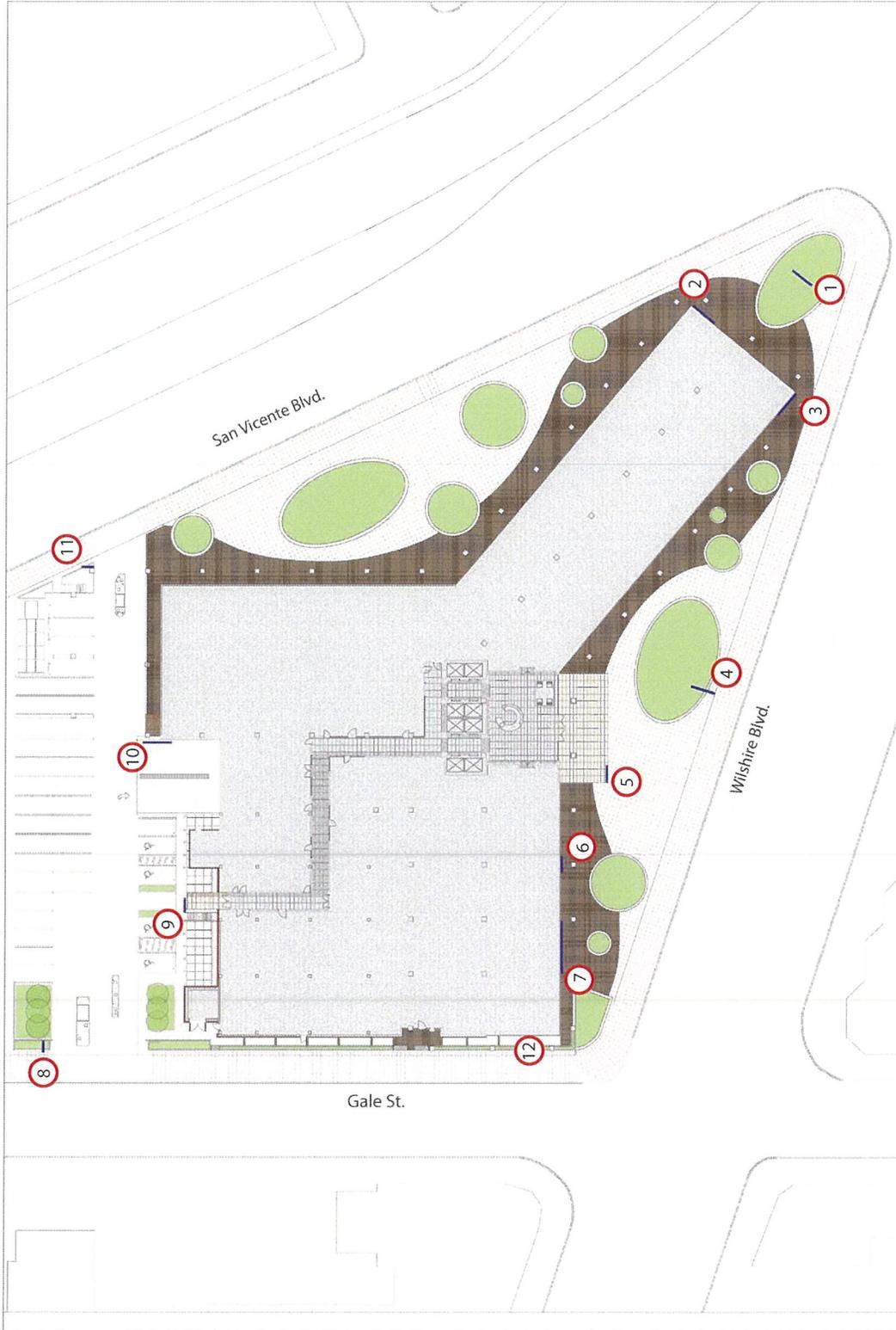
#6 Horiz Brushed  
Stainless Steel  
SS-1



White Painted Metal  
M-1



Medium Bronze #28  
M2





Existing Sign @ Signage Location #1



Existing Sign @ Signage Location #2  
Corner of San Vicente and Wilshire



Existing Sign @ Signage Location #3  
Wilshire Frontage



Existing Sign @ Signage Location #4  
Wilshire Frontage



Existing Sign @ Signage Location #5  
Wilshire Frontage



Existing Signs @ Signage Locations #6 and #7  
Wilshire Frontage



Existing Sign @ Signage Location #8  
Gale Frontage



Existing Sign @ Signage Location #9  
Wilshire Frontage



Existing Sign @ Signage Location #10  
Wilshire Frontage



Existing Sign @ Signage Location #11  
San Vicente Frontage

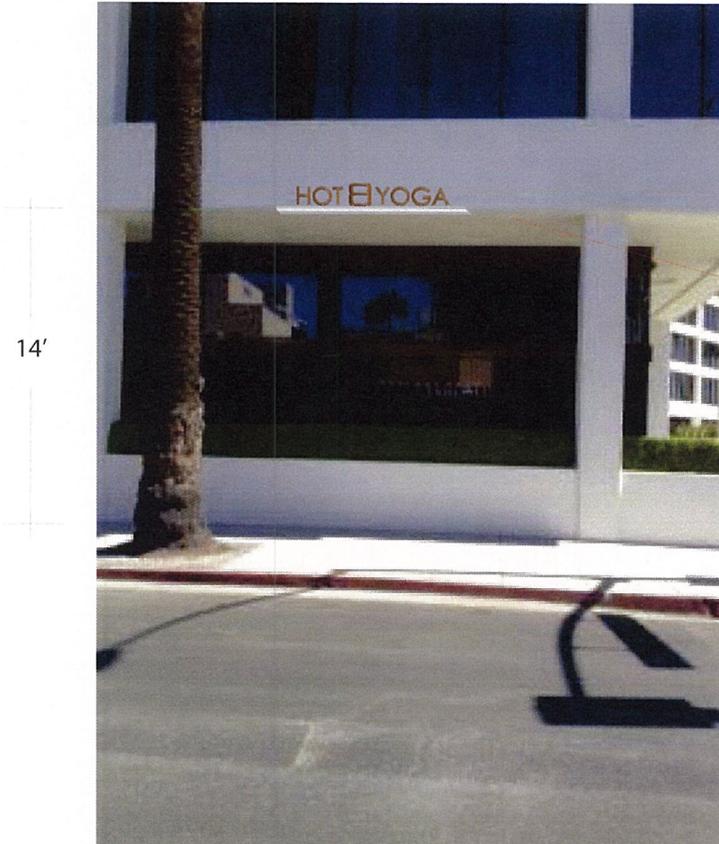


Existing Signage Location @ #12  
Gale Frontage

Existing



Proposed

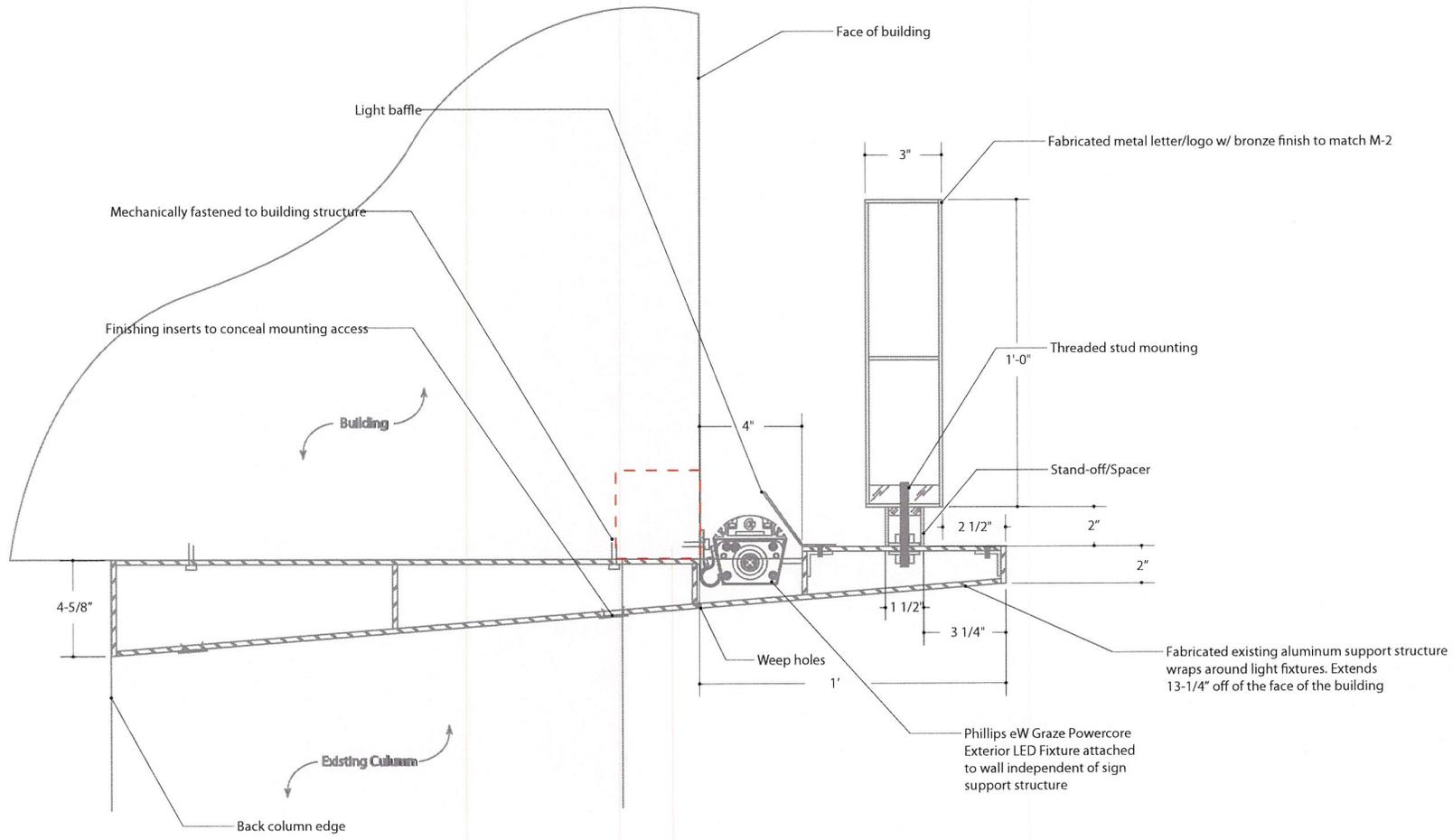


14'

HOT 8 YOGA







Power Source Supplied  
By Others

Exterior Tenant Sign Section Details | scale: 3"=1'-0" | 8383 Wilshire

UL Approved

P3.4



**Architectural Commission Report**

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**Attachment C:**

DRAFT Approval Resolution

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RESOLUTION NO. AC-63-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A MODIFICATION TO AN EXISTING SIGN PROGRAM FOR THE PROPERTY LOGATED AT 8383 WILSHIRE BOULEVARD (HOT 8 YOGA – PL1226669).

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

Section 1. Vincent Nicoletta, applicant, on behalf of the property owners, Douglas Emmett 2008 LLC, and the tenant, Hot 8 Yoga BH (Collectively the “Applicant”), has applied for architectural approval of a modification to an existing sign program for the property located at 8383 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 **October 17, 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 filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **October 17, 2012**

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William Crouch, Commission Secretary  
Community Development Department

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Zale Richard Rubins, Chairperson  
Architectural Commission

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

I, WILLIAM CROUCH, Secretary of the Architectural Commission and Urban Designer of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. AC-63-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **October 17, 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:

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WILLIAM CROUCH  
Secretary to the Architectural  
Commission/Urban Designer  
City of Beverly Hills, California