



Architectural Commission Report

Meeting Date: Wednesday, February 20, 2013

Subject: **SOULCYCLE**
9465 Wilshire Boulevard
Request for approval of a façade modification and sign accommodation for multiple business identification signage and for business identification signage facing an alley and private property.
(PL1301878)

Project agent: SoulCycle

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade modification and sign accommodations for multiple business identification signs and for business identification signage facing an alley and private property. The façade modification includes the following:

- New frameless glass double doors at the entryway to match the existing storefront.

The applicant is also requesting business identification signage in conjunction with the façade modification. Pursuant to §10-4-604 of the Beverly Hills Municipal Code (BHMC), the Architectural Commission may approve a sign accommodation to allow multiple business identification signs and a projecting sign if the total area of all business identification signs does not exceed the lesser of 100 SF, the sign area otherwise permitted, or a percentage calculation based upon storefront area. Based upon these standards, the maximum sign area for the Wilshire Boulevard elevation is 65.5 SF. The business identification sign area is as follows:

- 1 illuminated business identification sign – 9.28 SF (sign copy: SOULCYCLE), and;
- A portion of a non-illuminated business identification graphic logo – 78.1 SF
- *Total sign area – 87.4 SF*

As currently proposed, the signage on the Wilshire Boulevard elevation currently exceeds the maximum sign area permitted by the sign accommodation. The applicant has been informed of the compliance issue and will be presenting alternative options to the Commission at its meeting on February 20, 2013.

The applicant is also requesting business identification signage on a portion of the storefront that faces the alley and on a portion of the storefront that faces private property. Both signs are vinyl decals that adhere to the existing storefront window system. Business identification signage may be placed on these elevations so long as the area does not exceed 75% of the maximum sign area that would be permitted if the elevation faced a public street.

Attachment(s):

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

Report Author and Contact Information:

Cindy Gordon, Assistant Planner

(310) 285-1191

cgordon@beverlyhills.org



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The alley- and private property-facing business identification signage area is as follows:

Alley Elevation (maximum sign area – 75 SF)

- A portion of a non-illuminated business identification graphic logo – 47.4 SF

Private Property Elevation (maximum sign area – 27.3 SF)

- 1 non-illuminated business identification window sign – 4.5 SF

As currently proposed, both signs that face the alley elevation and the private property elevation comply with the maximum sign areas permitted by the sign 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

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Monday, February 11, 2013. To date staff has not received any comments in regards to the submitted project.



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Attachment A:

Detailed Design Description
and Materials (applicant prepared)

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
 - Eight (8) 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: 2
 - 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:

Install new 6' by 8' frameless glass double doors for new tenant pedestrian entry, matching existing storefront.

Install new internally illuminated double sided hanging sign containing tenants business name SOULCYCLE

Install window vinyl containing tenants logo

Install vinyl privacy striping in storefront windows

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <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: Victor Gruen

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

A Indicate in the chart below all applicable signage details:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)	One	8'-0" by 1'-2"	9.25	2 SF/1 foot of linear street frontage occupied by tenant (max 100 SF). Tenant's frontage is 55'-4" LF, allowing for up to 100 SF max sign area. Total proposed signage is 61.78 SF
2	Window Sign(s)	One (on two sides of store-front corner)	Irregular	Non-transparent portion of sign 30 sf + 18 sf = 48 sf	2 SF/1 foot of linear street frontage occupied by tenant (max 100 SF). Tenant's frontage is 55'-4" LF, allowing for up to 100 SF max sign area. Total proposed signage is 61.78 SF
3	Window Sign(s)	One	6'-0" by 0'-8"	4.5	2 SF/1 foot of linear street frontage occupied by tenant (max 100 SF). Tenant's frontage is 55'-4" LF, allowing for up to 100 SF max sign area. Total proposed signage is 61.78 SF
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: Frameless Glass Doors
 Texture /Finish: Smooth
 Color / Transparency: Clear

ROOF N/A

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

COLUMNS N/A

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

BALCONIES & RAILINGS N/A

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

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

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

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

AWNINGS, CANOPIES N/A

Material:

Texture /Finish:

Color / Transparency:

DOWNSPOUTS / GUTTERS N/A

Material:

Texture /Finish:

Color / Transparency:

BUSINESS ID SIGN(S)

Material: Metal / Plastic. Vinyl applied to existing glass storefront

Texture /Finish: Smooth

Color / Transparency: White / Solid. White and yellow solid vinyl

BUILDING ID SIGN(S)

Material: N/A

Texture /Finish:

Color / Transparency:

EXTERIOR LIGHTING

Material: N/A

Texture /Finish:

Color / Transparency:

PAVED SURFACES N/A

Material:

Texture /Finish:

Color / Transparency:

FREESTANDING WALLS AND FENCES N/A

Material:

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 storefront pedestrian entry, business signage and window treatments will create dynamic and attractive visuals. The proposed materials are of high quality and match existing. Proposed business signs are moderate and simplistic in design. The overall design is in keeping with the quality of nearby stores and other businesses.

- 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.**

The proposed pedestrian entrance and new signs do not modify any existing barriers to external or internal noise and should not make environment less desirable.

- 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 minor change to the facade consisting of adding a pedestrian entrance and business signage will be of the same or higher quality than the existing exterior building design appearance and therefore cause no material depreciation to the nature of the local 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 proposed pedestrian entrance doors and moderate business signage are in conformity with the prevailing uses in the general area. The entrance doors are design to be consistent with existing developments on the land and general area. Proposed business signage is typical and in harmony with surrounding business signage.

- 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 new pedestrian entrance is designed to match existing building's storefront and entrance doors, its size and appearance conforms to code requirements for exit/entrance doors and is compatible with the design of the building.



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Attachment B:

Design plans, cut sheets
and supporting elements



TSA TECHNICAL, INC.
 2050 S. BUNNY DRIVE
 SUITE 225
 LOS ANGELES
 CALIFORNIA 90001
 310.895.7903 VOICE
 310.895.7902 FAX
 WWW.TSARCH.COM

SOUL CYCLE
 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

DATE 02/04/13
 SHEET TITLE
 COVER
 SHEET

ARB



ARCHITECTURAL REVIEW BOARD SUBMITTAL
SOULCYCLE 9465 WILSHIRE BLVD. BEVERLY HILLS, CA.



TSACollective, Inc.
 2590 S. BURNS BLVD
 SUITE 225
 LOS ANGELES
 CALIFORNIA 90025
 310.893.7662 FAX
 310.893.7662 FAX
 WWW.TSACOLLECTIVE.COM

SOUL CYCLE
 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

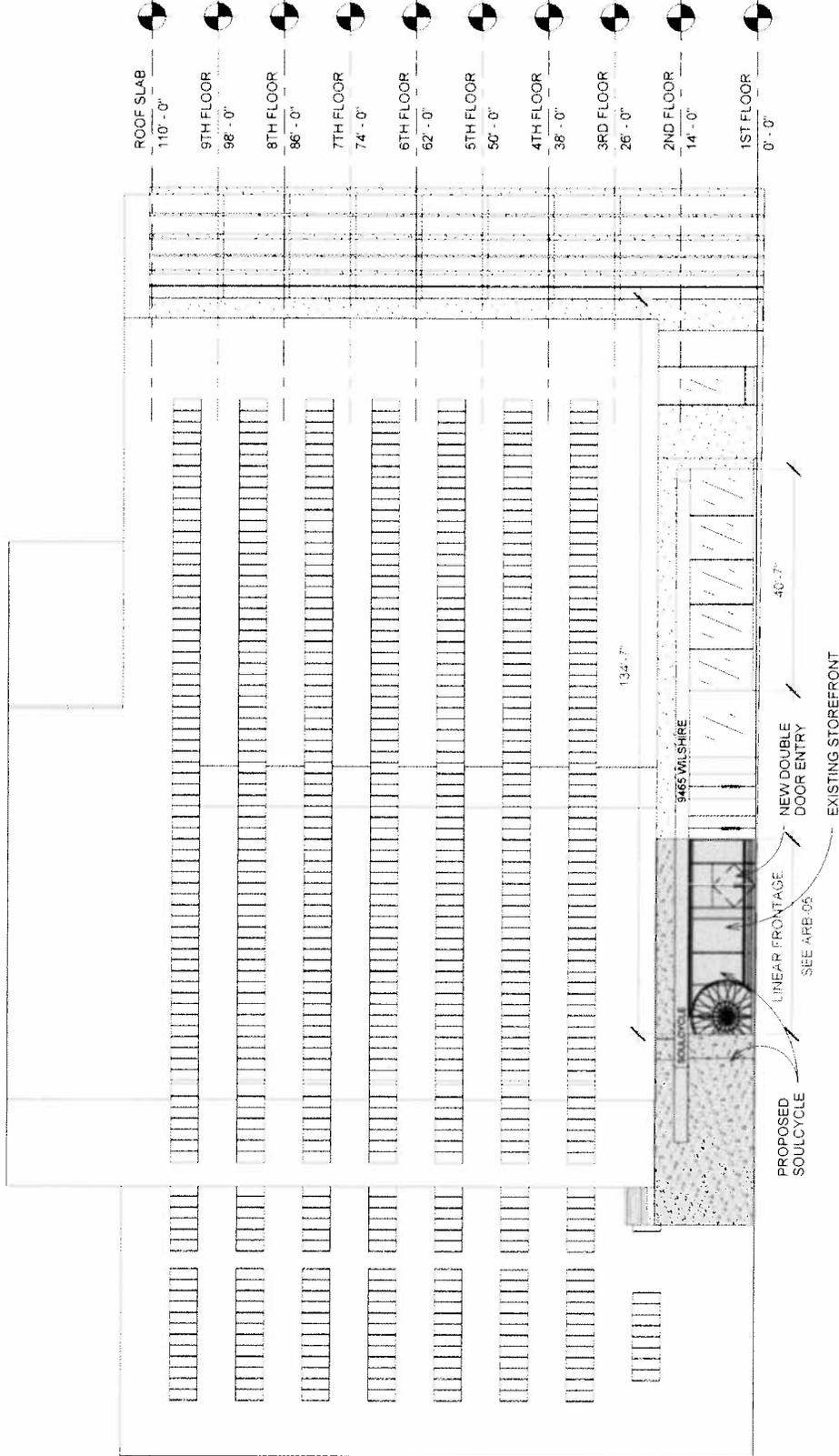
DATE 02/04/13
 SHEET TITLE

**EXISTING
 EXTERIOR
 ELEVATIONS**

SHEET

ARB-02

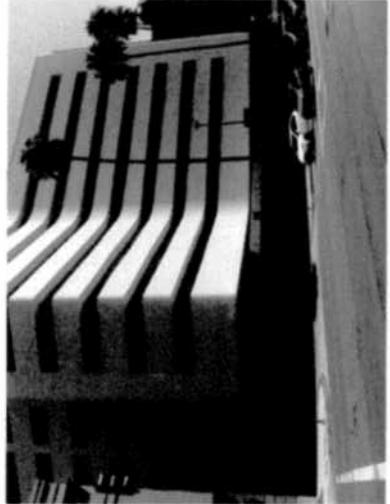
GROUND FLOOR STREET FRONTAGE		
WILSHIRE BLVD	TOTAL FRONTAGE (LF)	% PEDESTRIAN ORIENTED (0%)
	55'-4" LF	100.00%
	PEDESTRIAN ORIENTED FRONTAGE (LF)	
	55'-4" LF	



1 ARB SOUTH ELEVATION
 1" = 20'-0"



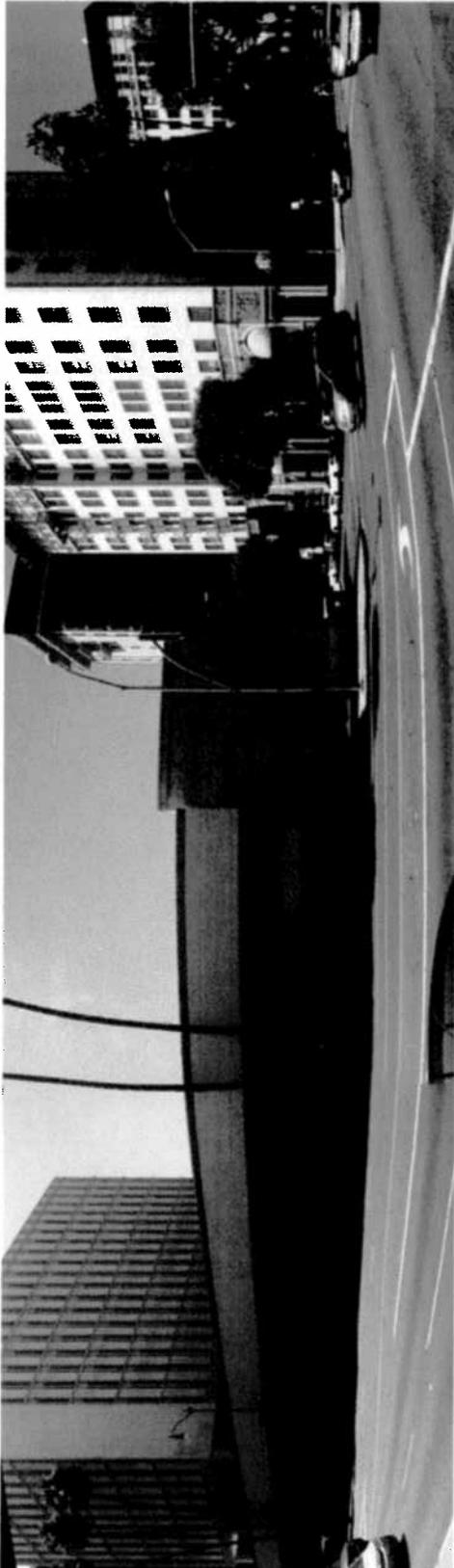
(C) SUBJECT PROPERTY SOUTH ELEVATION



(B) SUBJECT PROPERTY SOUTH / SOUTHWEST ELEVATION



(A) SOUTHWEST ELEVATION AND ADJACENT BUILDING



(D) SOUTH SIDE OF WILSHIRE BL ACROSS THE STREET FROM SUBJECT PROPERTY



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SOUL CYCLE

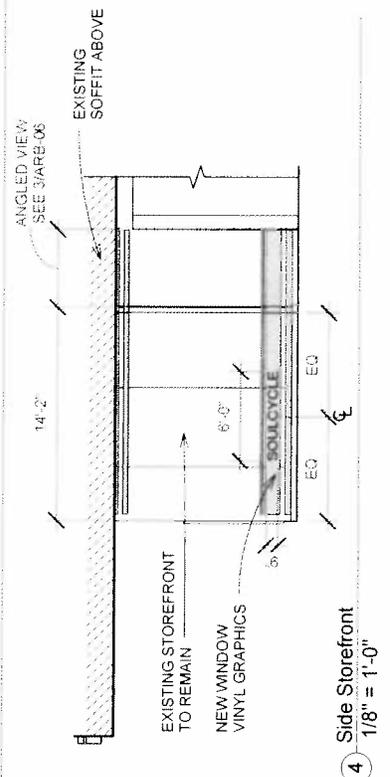
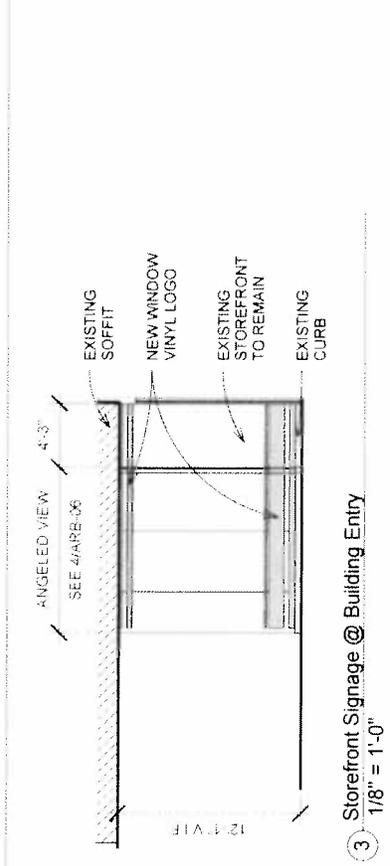
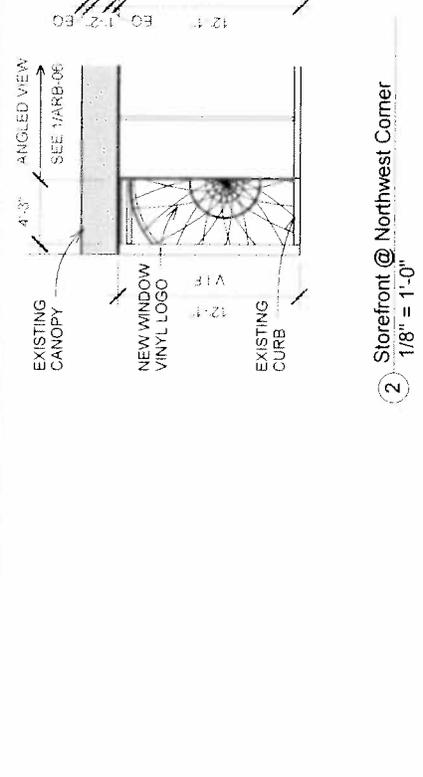
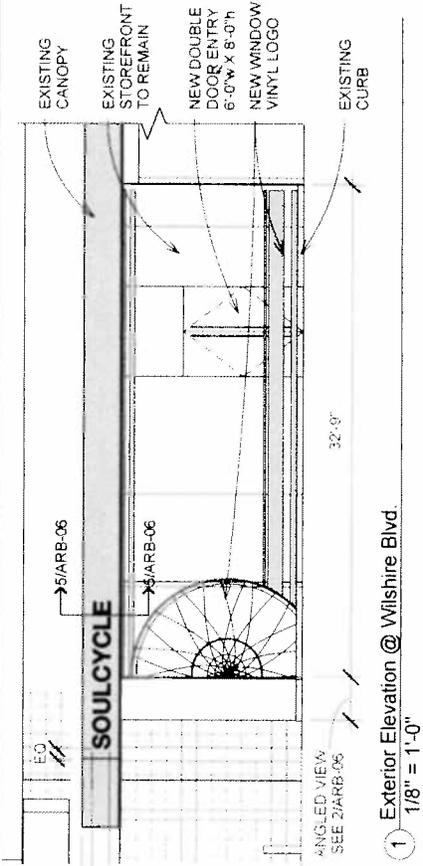
9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

DATE: 02/04/13
 SHEET TITLE:

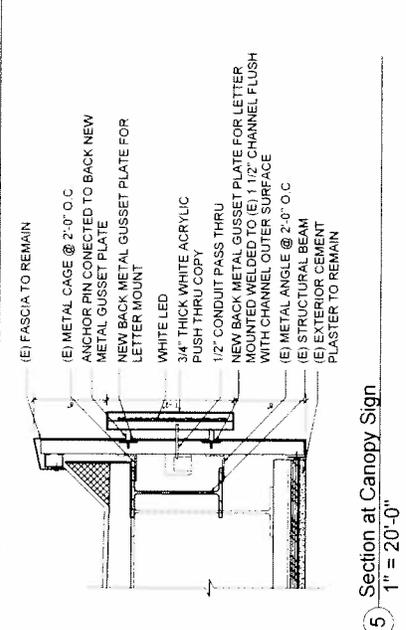
PROPOSED ELEVATIONS

SHEET

ARB-06



SIGN AREA CALCULATIONS			
PROPOSED SIGN	SIGN TYPE (WALL, MONUMENT, PYLON WINDOW, ETC.)	DIMENSIONS (HEIGHT X LENGTH) (IN SQUARE FEET)	AREA (IN SQUARE FEET)
WHITE SIGN W/WHITE ACRYLIC FACE ILLUMINATED SIGN "SOULCYCLE"	WALL	1'-2" h X 8'-0" w	9.28
GREY VINYL LOGO	WINDOW	9" h X 6'-0" w	4.5
YELLOW OPAQUE VINYL GRAPHIC	WINDOW	11'-2" h X 11'-1/2" w	48.00
TOTAL PROPOSED SIGN AREA			61.78



- LEGEND:**
- YELLOW VINYL ADHERED TO INTERIOR OF STOREFRONT
 - WHITE VINYL ADHERED TO INTERIOR OF STOREFRONT
 - EXISTING CLEAR GLASS STOREFRONT



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 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

DATE 02/04/13

SHEET TITLE

3-D
 PERSPECTIVE
 RENDERING

SHEET

ARB-07





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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE MODIFICATION AND A SIGN ACCOMMODATION MULTIPLE BUSINESS IDENTIFICATION SIGNAGE AND FOR BUSINESS IDENTIFICATION SIGNAGE FACING THE ALLEY AND PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 9465 WILSHIRE BOULEVARD (SOULCYCLE – PL1301878).

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

Section 1. Soulcycle, applicant and tenant, on behalf of the property owner, Beverly Wilshire Owner LP, (Collectively the “Applicant”), has applied for architectural approval of a façade modification and a sign accommodation for multiple business identification signage and for signage facing an alley and private property for the property located at 200 North Rodeo Drive.

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 February 20, 2013 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 environment 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. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.

2. **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.

3. **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.

4. **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.

5. **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.
6. **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.
7. **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.
8. **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

9. 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: February 20, 2013

William Crouch, Commission Secretary
Community Development Department

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-XX-13 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on February 20, 2013 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:

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