



## Architectural Commission Report

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**Meeting Date:** Wednesday, January 16, 2013

**Subject:** **8801 Wilshire Boulevard**  
Request for approval of a sign program for an existing commercial building.  
(PL1302140)

**Project applicant:** Maksim Volovik – Gabbay Architects

**Recommendation:** Conduct public hearing and provide the applicant with further design guidance.

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### REPORT SUMMARY

The applicant is requesting review and approval of a sign program for the building located at 8801 Wilshire Boulevard. The project for façade modifications to the building was previously approved by the Architectural Commission on January 16, 2013, with a condition of approval that a sign program return to the Commission for review and approval. At that meeting, the Commission suggested that the applicant consider the following design elements:

- Design the signage so that it would be installed to hang from the building overhang.
- Consider installing architectural overhangs at the corner of the building and on the individual storefront on North Robertson Boulevard.

As a result of the Commission's comments, the applicant is now proposing a sign program with the following types of signage:

- Business identification signs:
  - 6 business ID signs, 1 for each tenant
  - One address sign above the door on the South Robertson Blvd. elevation
- Font: Arial
- Color: Cotton Field (greyish white)
- Material: Vinyl sticky back sign letters on glass
- Location: Placed on a sign band of sand blasted glass at each storefront
- Letter height: 15 inches

The applicant has submitted a plan set which shows the existing plot plan, floor plans, elevations, and one sign detail. However, a "sign program" is considered by Staff to be a more comprehensive document that will govern the signage for the building and future tenants, so that sign permitting for future signs would be streamlined. This type of document would include text and drawings, specify what types of signs would and would not be permitted, locations, materials, typeface, colors, and alternatives for what signage would be allowed in case tenant spaces were combined, etc. This information was conveyed to the applicant and example documents were provided, but no revised sign program was submitted.

While a draft resolution of approval has been prepared, staff has concerns about the sign program, particularly the proposed "sticky-back" vinyl letter material and letter height. Section 10-3-3010 of the 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:

Reina Kapadia, Limited Term Planner

(310) 285-1129

[rkapadia@beverlyhills.org](mailto:rkapadia@beverlyhills.org)



## **Design Review Commission Report**

455 North Rexford Drive  
AC Meeting – January 16, 2013

Beverly Hills Municipal Code (BHMC) requires the Architectural Commission to find that the plans for the proposed building is in conformity with good taste and good design, and contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, and high quality. Staff recommends that the Commission provide design guidance to the applicant to return for restudy.

### **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 notification was not required for this project.



**Design Review Commission Report**

455 North Rexford Drive  
AC Meeting – January 16, 2013

**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):**

- |  |  |
|--|--|
| <input type="checkbox"/> New construction  | <input type="checkbox"/> Remodel: Int. & Ext, <u>no</u> floor area added                           |
| <input type="checkbox"/> Façade Remodel ONLY   | <input type="checkbox"/> Remodel: Int. & Ext, floor area added                                     |
| <input checked="" type="checkbox"/> Business Identification Sign(s)<br>Number of signs proposed: 7                             | <input type="checkbox"/> Awning(s): <input type="checkbox"/> New <input type="checkbox"/> Recovery |
| <input type="checkbox"/> Building Identification Sign(s)<br>Number of signs proposed:  | <input type="checkbox"/> Open Air Dining: #Tables #Chairs  |
| <input type="checkbox"/> Sign Accommodation (explain reason for the accommodation request below):<br>Number of signs proposed: |  |
| <input type="checkbox"/> Other:  |  |

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

We are proposing 7 business ID signs on the new facade.

**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 type="checkbox"/> C-3    | <input type="checkbox"/> C-3A   | <input type="checkbox"/> C-3B  |
| <input type="checkbox"/> C-5    | <input checked="" 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):**

- |   |  |   |
|---|--|---|
| <input checked="" type="checkbox"/> General Office Building | <input type="checkbox"/> Multi-family Building | <input type="checkbox"/> Other (specify below): |
| <input checked="" type="checkbox"/> Retail Building         | <input type="checkbox"/> Vacant                | _____   |
| <input type="checkbox"/> Medical Office Building            | <input type="checkbox"/> 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: \_\_\_\_\_

**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)	2	15" x 6'-0"	7.5	20 sq.ft
2	Business ID Sign(s)	2	15" x 4'-9"	5.93	10 sq.ft
3	Business ID Sign(s)	1	15" x 2'-8"	3.43	6.332 sq.ft
4	Business ID Sign(s)	1	15" x 6'-0"	7.5	14 sq.ft
5	Business ID Sign(s)	1	12" x 3'-5"	3.4	5 sq.ft

**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: clear 3/4" glass, chrome clad trim and base  
 Texture /Finish: chrome  
 Color / Transparency: clear and sand blasted glass for sign band

**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: Sticky back sign  
Texture /Finish: VINYL  
Color / Transparency: Cotton Field

**BUILDING ID SIGN(S)**

Material:  
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

**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.

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.

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.

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.

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.

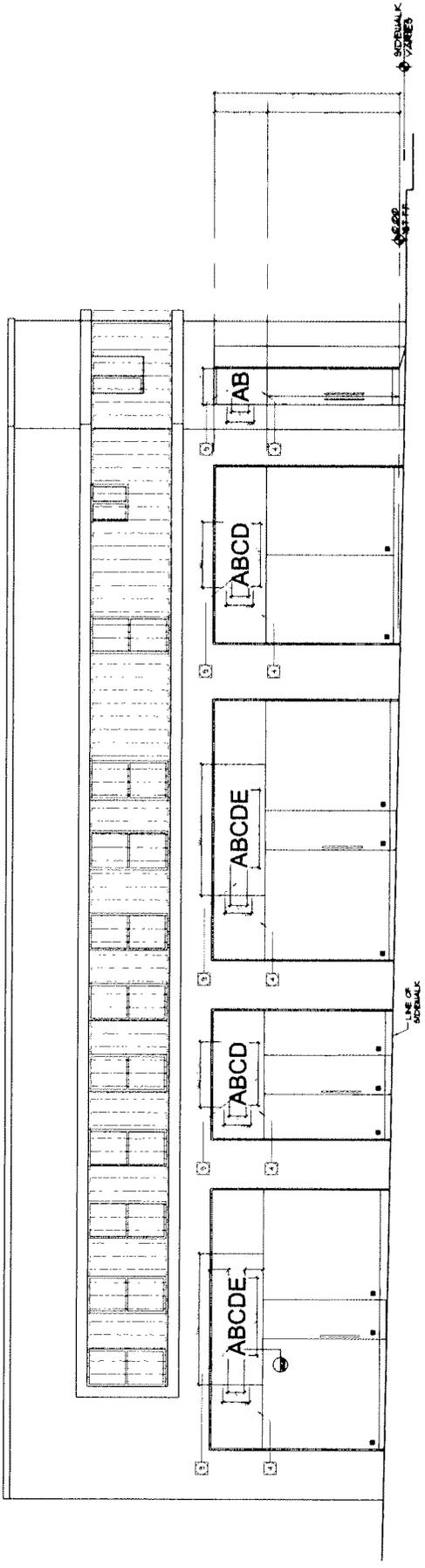


## **Design Review Commission Report**

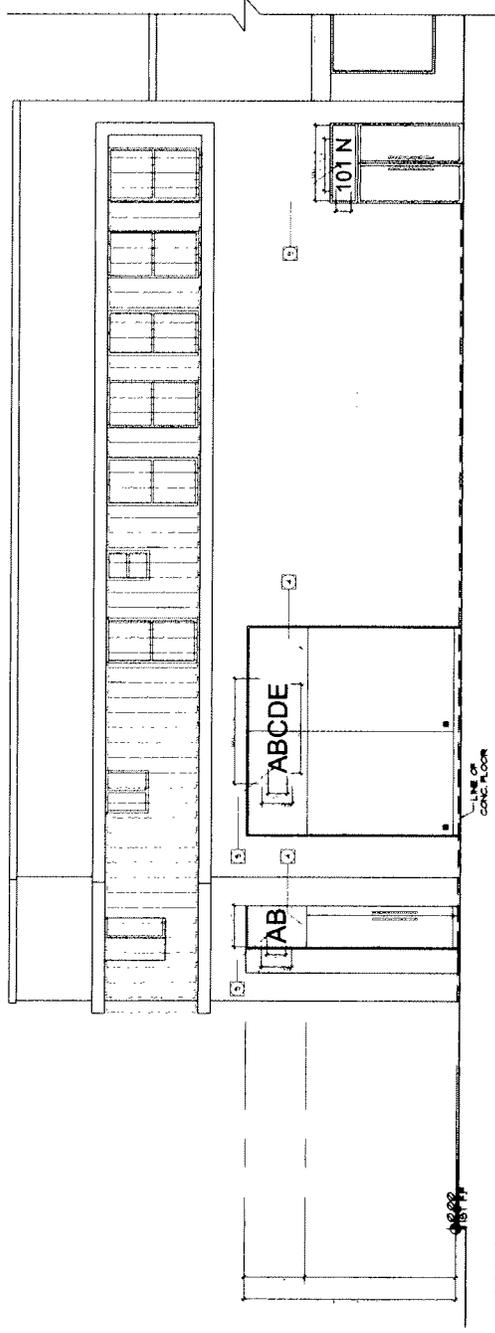
455 North Rexford Drive  
AC Meeting – January 16, 2013

### **Attachment B:**

Design Plans, Cut Sheets  
and Supporting Documents



ELEVATION A.A. (SEE SHEET B.102)



ELEVATION B.B. (CONCRETE BUILDING)

REVISIONS

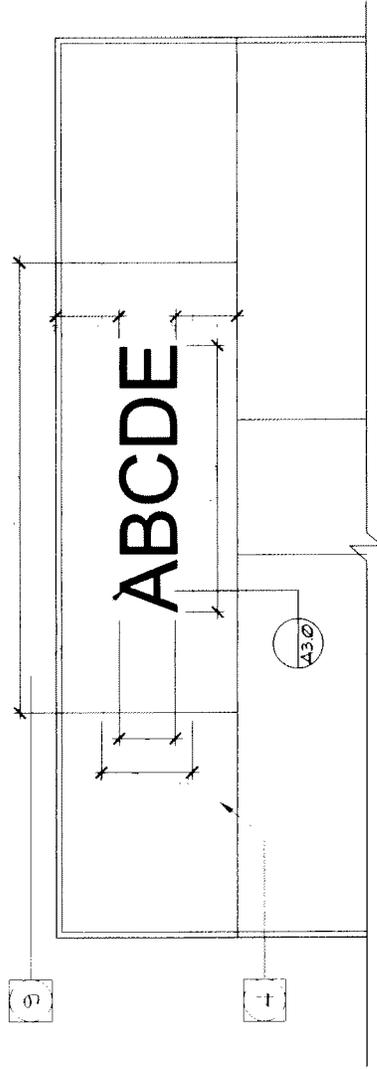
NO.	DATE	DESCRIPTION
1	10/15/11	ISSUED FOR PERMITS
2	11/15/11	REVISED TO REFLECT CHANGES TO WINDOW SIZES
3	12/15/11	REVISED TO REFLECT CHANGES TO WINDOW SIZES
4	1/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
5	2/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
6	3/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
7	4/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
8	5/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
9	6/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
10	7/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
11	8/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES
12	9/15/12	REVISED TO REFLECT CHANGES TO WINDOW SIZES

**GABBAY ARCHITECTS**

1000 MARKET STREET, SUITE 1000  
 SAN FRANCISCO, CA 94102  
 TEL: 415.774.1100  
 FAX: 415.774.1101  
 WWW.GABBAYARCHITECTS.COM

PROJECT TITLE: [REDACTED]  
 PROJECT NO.: [REDACTED]  
 SHEET NO.: [REDACTED]

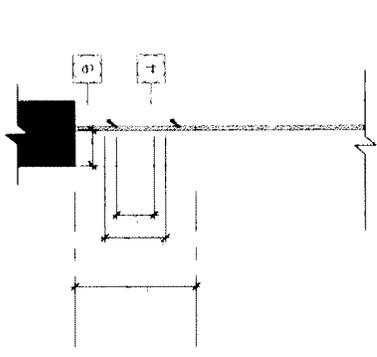
DATE: [REDACTED]  
 DRAWN BY: [REDACTED]  
 CHECKED BY: [REDACTED]  
 PROJECT MANAGER: [REDACTED]



- \*SIGN AREA VARIES PER TENANT
- \*SIGN AT LOCATIONS 1,2,3,4,5,6

NOTES:

- 3) STICKY BACK SIGN (COTTON FIELD)
  - 4) SIGN BAND (SAND BLASTED GLASS)
- FONT: ARIAL (EXAMPLE)
- LETTERS ARE PLACED ON SAND BLASTED GLASS.



- SIGN SECTION/DETAIL A 3.0
- \*SIGN AT LOCATIONS 1,2,3,4,5,6
  - REFER TO SHEET 2 FOR SIGN LOCATIONS

<b>GABBAY ARCHITECTS</b> ARCHITECTS 1000 S. GARDEN ST. SUITE 200 ANAHEIM, CALIF. 92805 TEL: 714.771.1111 FAX: 714.771.1112 WWW.GABBAYARCHITECTS.COM		SHEET NO. 5 PROJECT NO. 1000 S. GARDEN ST. SUITE 200 SCALE: 1/8" = 1'-0" DATE: 10/10/10 DRAWN BY: J. GABBAY CHECKED BY: J. GABBAY PROJECT: 1000 S. GARDEN ST. SUITE 200
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**Design Review Commission Report**

455 North Rexford Drive  
AC Meeting – January 16, 2013

**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 SIGN PROGRAM TO BE ESTABLISHED FOR THE PROPERTY LOCATED AT 8801 WILSHIRE BOULEVARD (PL1302140).

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

Section 1. Maksim Volovik of Gabbay Architects, agent, on behalf of the property owner, Four Corners Investment LLC, (Collectively the “Applicant”), has applied for architectural approval of a sign program to govern future signage for the property located at 8801 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 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 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

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

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William Crouch, Commission Secretary

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Zale Richard Rubins, Chairperson



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:

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