



Architectural Commission Report

Meeting Date: Wednesday, May 15, 2013

Subject: **WRITERS GUILD OF AMERICA**
135 South Doheny Drive

Request for approval of a façade modification, a sign accommodation for multiple business identification signs, a sign accommodation for a building identification sign, and a sign accommodation for awning signage.
(PL1306428)

Project agent: Katie Yee – AREA Architecture

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, a sign accommodation for multiple business identification signs, a sign accommodation for a building identification sign, and a sign accommodation for awning signage. The façade remodel includes the following:

- Painting of existing stucco in Pratt & Lambert “Trooper” (blue-toned) and Pratt & Lambert “Kid Glove” (grey-toned)
- Painting of existing window mullions in Pratt & Lambert “Bayberry” (beige-toned)
- Painting of existing columns and railings in Pratt & Lambert “Noir” (dark blue-toned)

In addition to the façade modifications, the applicant is requesting multiple sign accommodations in order to enhance the existing signage on the building.

The applicant is proposing a total of 78 SF of business identification signage, allocated as follows:

- Two 39 SF business identification signs in same location as existing.
 - Colors will be Pratt & Lambert “Trooper” and “Noir”

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed 100 square feet, the total business sign area otherwise permitted by this section, or 10% of the vertical surface area of that portion of the wall below 20’-0”. For this retail tenant, the maximum business identification sign area for the Wilshire Boulevard elevation is 100 SF.

The applicant is also proposing signage to project above an architectural element. The signage consists of non-illuminated individually-mounted letters, proposed at a height of 14”. The letters will be constructed of a brushed stainless steel material.

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, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org



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Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-306, the Architectural Commission may approve a sign accommodation to permit one non-illuminated sign, constructed of individual letters that do not exceed fourteen inches (14") on a marquee, awning, canopy or similar architectural element which projects more than 12" from the face of the building. Awning signage is not included in the total business identification sign area.

The applicant is also proposing an address building identification sign. It is located adjacent to the entrance and is a total of 19 SF in area. The numbers will be constructed of a brushed stainless steel material.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the Architectural Commission may approve a building identification sign located below 25' in height above grade, provided that the signs located on any one side of a building do not exceed 2% of the vertical surface area of that side. Based on the vertical surface area, the maximum building identification sign area for the South Doheny Drive elevation is approximately 480 SF.

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 Friday, May 3, 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:
 - Building Identification Sign(s)
Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
To identify tenant and street address _____ 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:

Upgrading exterior facade using high quality, appropriate materials to be consistent with neighboring buildings.

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

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

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>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	1	11'-1" x 3'-5"= 39 x 2= 72 sq.ft.	72 sq.ft.	100 sq.ft.
2	Building ID Sign(s)	1	6'-2"L x 3'H	19 sq.ft.	
3	Business ID Sign(s)	1	18'L x 1'-2" H	21 sq.ft.	100 sq.ft.
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: Paint
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: Exterior grade paint
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

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

COLUMNS

Material: Paint
 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: Stainless Steel, Aluminum, Paint
Texture /Finish: _____
Color / Transparency: _____

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:

Existing landscape to remain.

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.**

Upgrading the exterior facade with high quality, appropriate materials so it is consistent with neighboring buildings.

- 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.**

No changes will be made to affect existing building and structure.

- 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 use of high quality materials, detailing and design will contribute to the overall appearance and value by being more consistent in aesthetics with the neighboring buildings.

- 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.**

Facade upgrades will have positive impact on harmony of general area as design will be consistent with neighboring buildings.

- 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.**

Use of property will remain the same. All construction will be properly permitted and reviewed with city officials.



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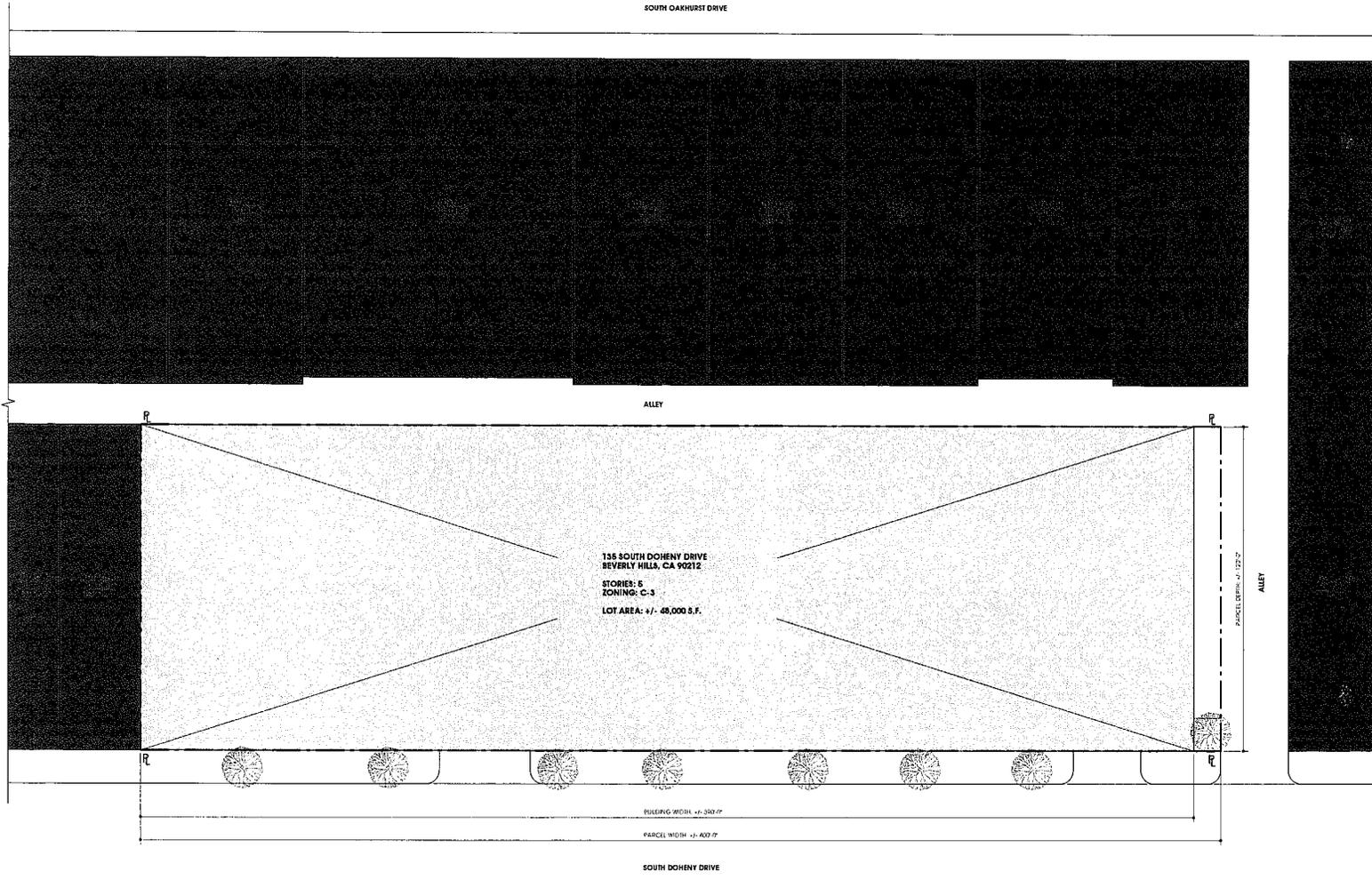
Attachment B:

Design plans, cut sheets
and supporting elements

**WRITERS
GUILD OF
AMERICA**

135 S. DOHENY DRIVE
BEVERLY HILLS, CA 90211

- NOTES**
1. Refer to Schedule A-B when there for specifications of material.
 2. Refer to Sheet GP-01 for landscape elevations and sections of new work.



ISSUE

04.29.13 ISSUE FOR BEVERLY HILLS
ARCHITECTURAL REVIEW

04.09.13 AH

DESCRIPTION

PLOT PLAN

SCALE

1/16" = 1'-0" U.N.O.

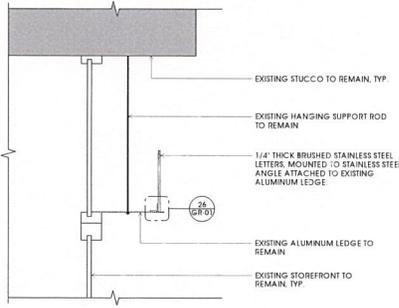
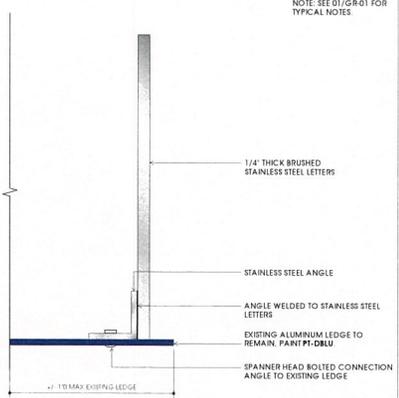
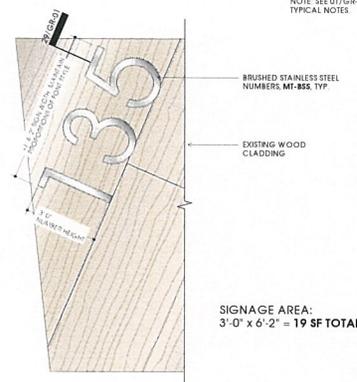
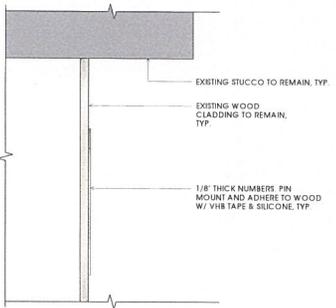
PROJECT

13710



SHEET

A-1.1



ADDRESS NUMBER SIGNAGE SECTION

SCALE: 1" = 1'-0"

29

ADDRESS NUMBER SIGNAGE ELEVATION

SCALE: 1/2" = 1'-0"

28

ENTRANCE SIGNAGE MOUNTING DETAIL

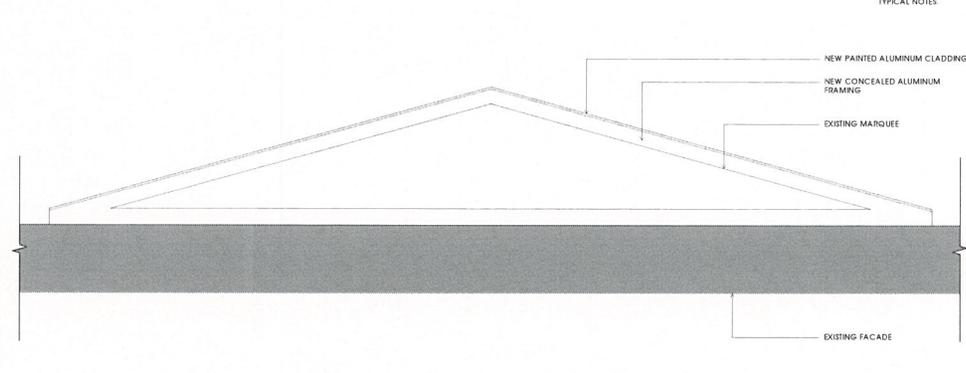
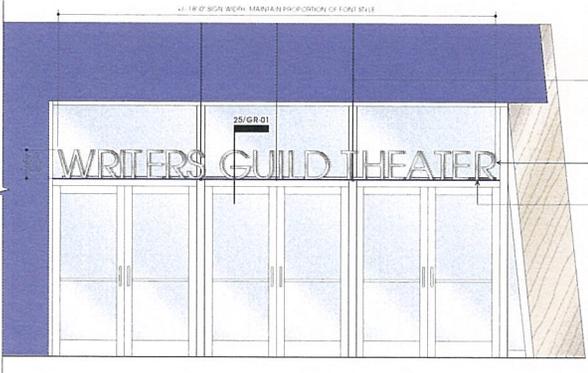
SCALE: 6" = 1'-0"

26

ENTRANCE SIGNAGE SECTION

SCALE: 1" = 1'-0"

25



ENTRANCE SIGNAGE SECTION

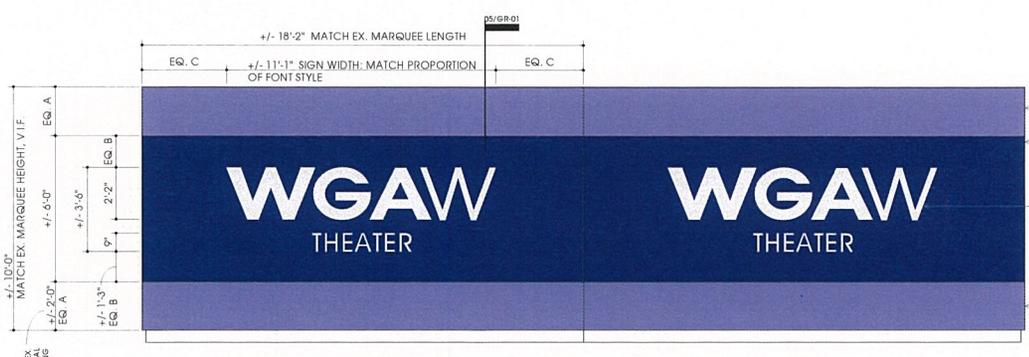
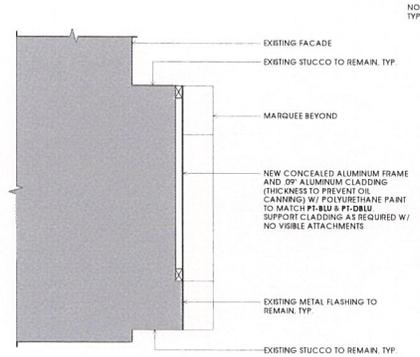
SCALE: 1" = 1'-0"

16

MARQUEE PLAN

SCALE: 1/2" = 1'-0"

13



MARQUEE SECTION

SCALE: 1/2" = 1'-0"

05

MARQUEE ELEVATION

SCALE: 1/2" = 1'-0"

01



WRITERS GUILD OF AMERICA

PHOTO MONTAGE - EXISTING
135 SOUTH DOHENY DRIVE
BEVERLY HILLS, CA 90211

04.10.13 AH

▲ AREA



WRITERS GUILD OF AMERICA

PHOTO MONTAGE - PROPOSED
135 SOUTH DOHENY DRIVE
BEVERLY HILLS, CA 90211

04.10.13 AH

▲ AREA



FROM INTERSECTION OF DOHENY DRIVE & CHARLEVILLE BOULEVARD
LOOKING TOWARDS SITE



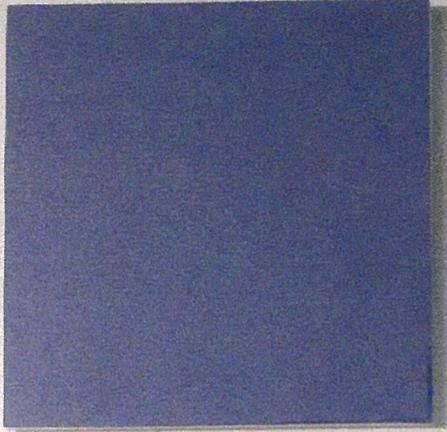
FROM INTERSECTION OF DOHENY DRIVE & WILSHIRE BOULEVARD
LOOKING SOUTH TOWARDS SITE



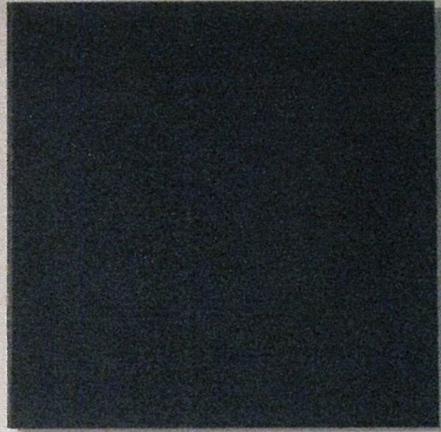
FROM SITE, LOOKING ACROSS DOHENY DRIVE TO THE EAST

WRITERS GUILD OF AMERICA

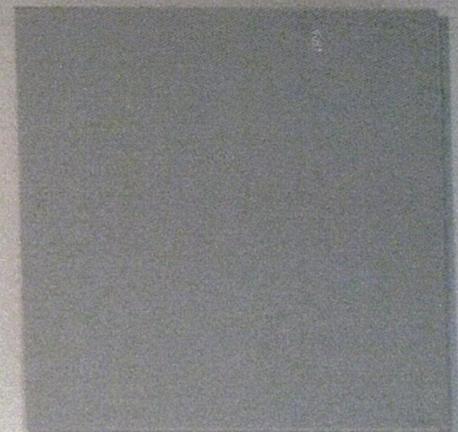
PHOTO MONTAGE - CONTEXT
135 SOUTH DOHENY DRIVE
BEVERLY HILLS, CA 90211



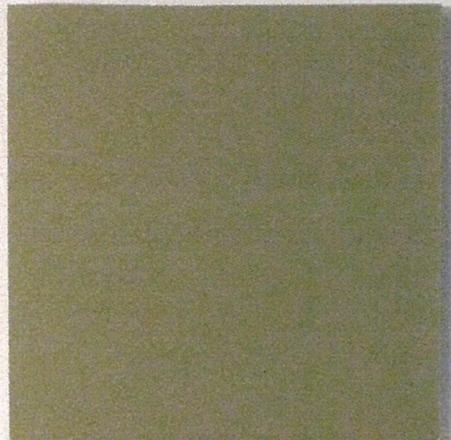
BLUE PAINT (PT-BLU)
AT STUCCO & SIGNAGE



DARK BLUE PAINT (PT-DBLU)
AT COLUMNS, RAILING & SIGNAGE



GRAY PAINT (PT-GRY)
AT STUCCO



BEIGE PAINT (PT-BG)
AT MULLIONS



BRUSHED STAINLESS STEEL (MT-BSS)
AT SIGNAGE



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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, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, A SIGN ACCOMMODATION FOR BUILDING IDENTIFICATION SIGNAGE, AND A SIGN ACCOMMODATION FOR AWNING SIGNAGE FOR THE PROPERTY LOCATED AT 135 SOUTH DOHENY DRIVE (PL1306428 – WRITERS GUILD OF AMERICA).

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

Section 1. Katie Yee, agent, on behalf of the property owner, Douglas Emmett Management, and the tenant, Writers Guild of America (Collectively the “Applicant”), has applied for architectural approval of a façade modification, a sign accommodation for multiple business identification signs, a sign accommodation for building identification signage, and a sign accommodation for awning signage for the property located at 135 South Doheny 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 May 15, 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, 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:

Project-Specific Conditions

No special conditions are proposed for this project.

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.

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: May 15, 2013

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission