



Architectural Commission Report

Meeting Date: Wednesday, May 15, 2013

Subject: **9171 WILSHIRE BOULEVARD**
Request for approval of a sign program for an existing commercial building.
(PL1306570)

Project agent: Steve Karegeannes

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 sign program to define uniform business identification sign standards for an existing commercial building.

Existing signage on the building includes:

- Building address numbers
- Tenant directory signage
- One parking entrance sign on Palm Drive
- One monument sign

The applicant is proposing the following signs as part of the sign program:

- Three (3) business identification signs
 - 16 square feet per sign – 48 square feet total (100 SF maximum allowable)
 - Satin stainless steel finish with translucent blue acrylic cut-out letters
 - Signs to be hanging from 3" square aluminum tubing
 - Illumination: Internal L.E.D. lighting
 - Typeface: Copperplate Gothic. Type size: 5"

The sign program includes alternative elevations demonstrating how signs should be allocated based on whether one, two, or three tenants occupy the tenant space at the ground floor.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 100 square feet.

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.

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:

Reina Kapadia, Limited Term Planner
(310) 285-1129
rkapadia@beverlyhills.org



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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

No public notification was required for this 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: 3
 - 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:

We are proposing a signage program for the exterior of 9171 Wilshire Boulevard. This will include 3 new Business identification signs for 3 tenants at the ground level of 9171 Wilshire. All exposed surfaces will be clad in horizontal brushed satin stainless steel, This will tie in nicely with the existing building monument sign and the existing parking sign on Palm Drive Letters will be cut out in the stainless, a white translucent panel with translucent blue vinyl will be applied to the panel, I will be backlit evenly with LED bulbs, This will create a warm inviting light at night. This is the same color and panel that was used on the existing parking sign.

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: <u>Commercial 6 Story Office Building</u> | | | | |

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

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

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

Yes No If yes , please list Architect's name:

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business Id Sign	3	12'-0"x1'-4"	16 square feet	30 square feet is maximum allowed per Code Article 6, Non Residential Zones 10-4-503 Allowable Sign Location and Size
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: Stainless Steel and Tranlucent Blue Acrylic Letters
Texture /Finish: Horizontal Brushed Satin Stainless Steel on Sign
Color / Transparency: Tranlucent Blue Acrylic on the Letters

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Stainless Steel and Acrylic
Texture /Finish: Horizontal Brushed Stainless on the Signage Enclosure and supports
Color / Transparency: Translucent Blue Acrylic on the Letters

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

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 addition of the new business identification signs will enhance the beauty of Wilshire Boulevard. High quality materials such as brushed stainless with tie in with the existing building signage and create a cohesive look for the architectural character of the building. The signs will be elegant and restrained in character as not to take away from the unique look of this building. The translucent blue letters will enhance the existing blue paint hues of this building.

- 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.**



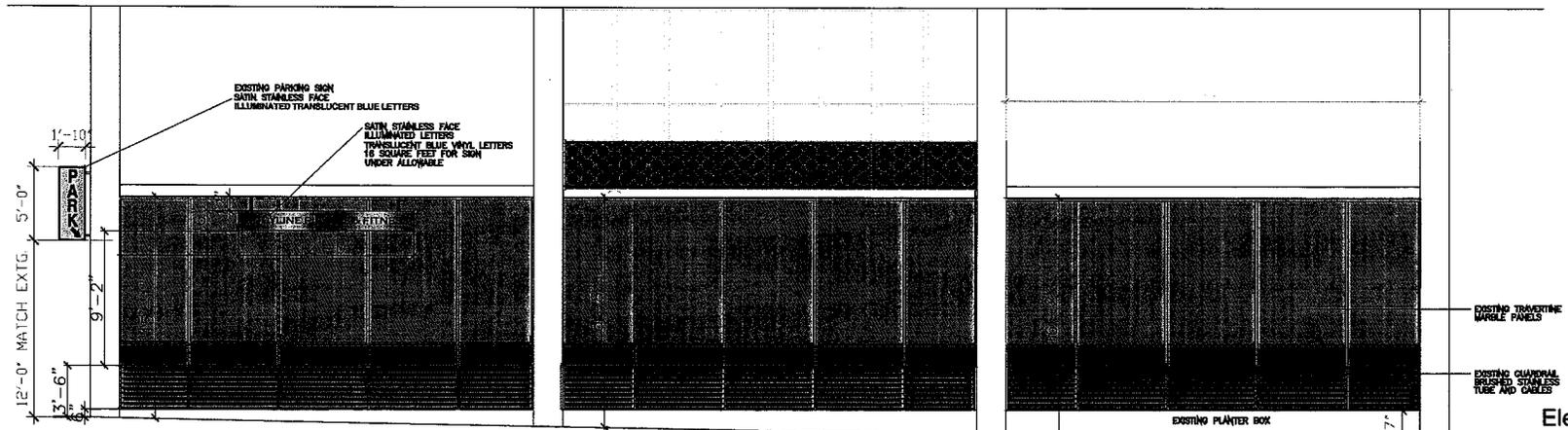
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Attachment B:

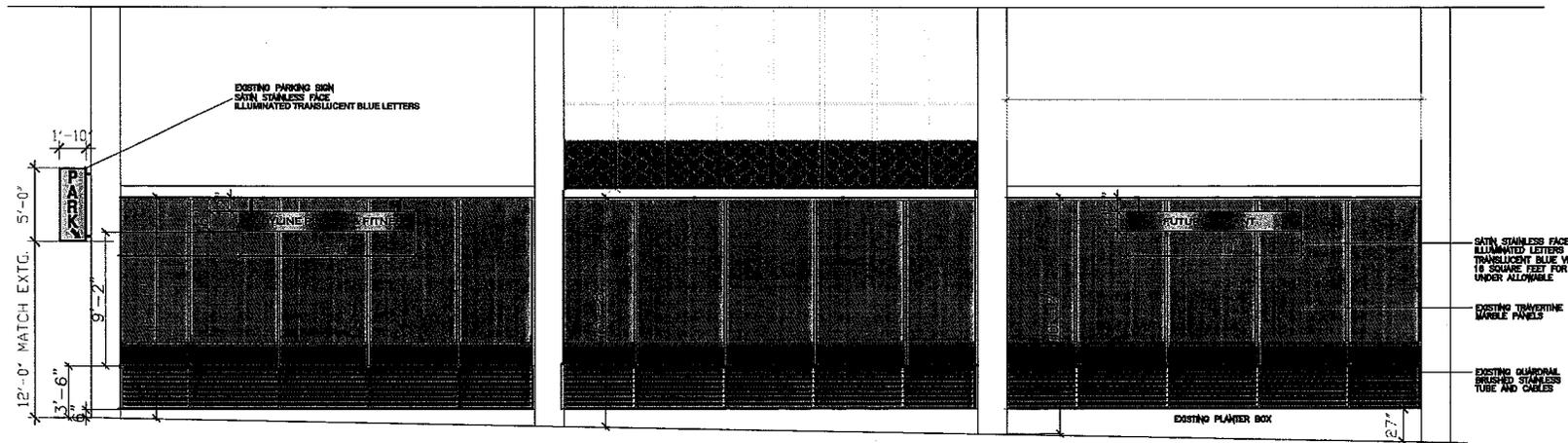
Design plans, cut sheets
and supporting elements



PROPOSED TENANT SIGNAGE @ WILSHIRE BOULEVARD

SCALE 1/8"=1'-0"

Elevations
Retail Sign Option C
1 Tenants



PROPOSED TENANT SIGNAGE @ WILSHIRE BOULEVARD

SCALE 1/8"=1'-0"

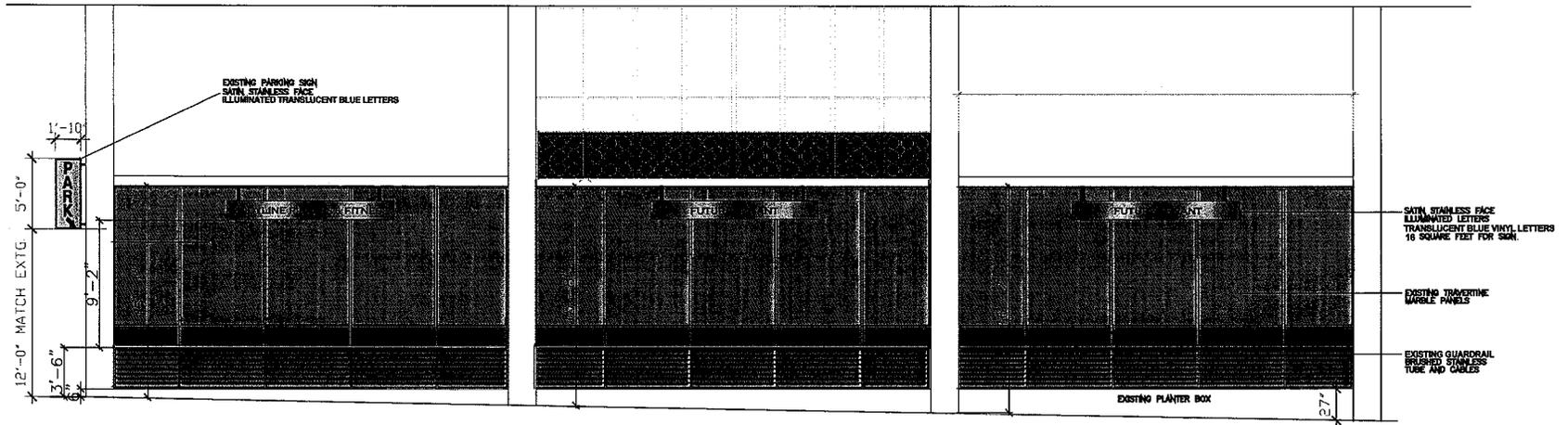
Elevations
Retail Sign Option B
3 Tenants



1535 South Stanley Ave. Los Angeles, CA 90019
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www.studioKD.com

Exterior Signage Program
City of Beverly Hills-Architectural Review
MAY 2013

Manulife Financial
9171 Wilshire Boulevard
Beverly Hills, Ca



PROPOSED TENANT SIGNAGE © WILSHIRE BOULEVARD

SCALE 1/8"=1'-0"

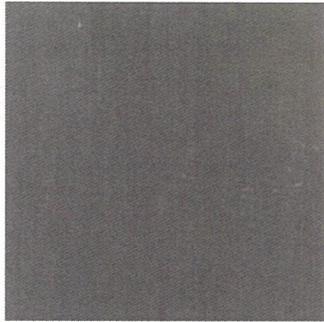
Elevations
Retail Sign Option A
3 Tenants

KD

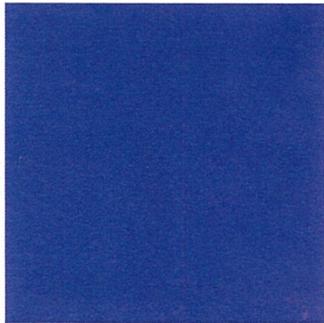
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Exterior Signage Program
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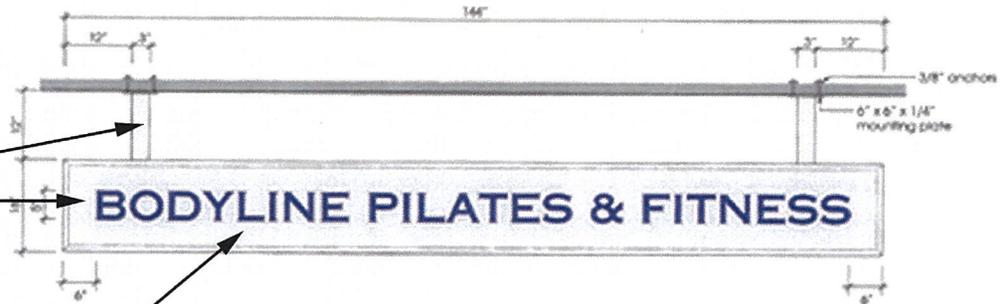
Manulife Financial
9171 Wilshire Boulevard
Beverly Hills, Ca



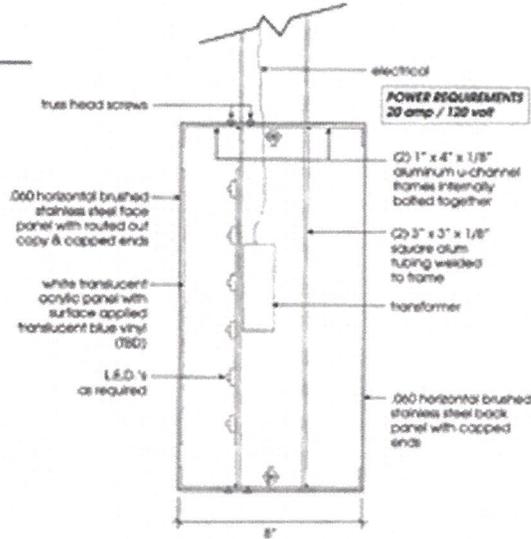
Satin Stainless Steel



Translucent Delft Blue



ELEVATION
Scale: 1/8" = 1"



DETAIL - SIDE VIEW
Scale: 1/4" = 1"



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Exterior Signage Program
 City of Beverly Hills-Architectural Review
 MAY 2013

Materials

Manulife Financial
 9171 Wilshire Boulevard
 Beverly Hills, Ca



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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 APPROVE A SIGN PROGRAM FOR AN EXISTING COMMERCIAL BUILDING FOR THE PROPERTY LOCATED AT 9171 WILSHIRE BOULEVARD (PL1306570).

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

Section 1. Steve Karegeannes, architect, on behalf of the property owner, Manulife Financial, (Collectively the “Applicant”), has applied for architectural approval of a sign program for an existing commercial building located at 9171 Wilshire Blvd.

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:

Special Conditions

1. No special conditions are proposed for this project.

Standard Conditions

2. **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.
3. **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.
4. **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.
5. **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.
6. **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.

7. **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.

8. **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.

9. **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