



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210  
TEL. (310) 458-1141 FAX. (310) 858-5966

## Architectural Commission Report

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**Meeting Date:** Wednesday, July 17, 2013

**Subject:** **STARZ**  
**9242 Beverly Boulevard**  
Request for approval of a sign accommodation for multiple building identification signs.  
(PL1309540 - Starz)

**Project agent:** Jack Daghestanian – CA Signs

**Recommendation:** Conduct public hearing to discuss the project details and provide the applicant with design guidance.

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### REPORT SUMMARY

The applicant is requesting approval of a sign accommodation to allow an additional building identification sign at the third story on the western side of the building facing Civic Center Drive. The proposed signage includes one façade-mounted building identification sign at the second floor, in addition to multiple existing façade-mounted building identification signs at the second and third floors.

#### Proposed signage:

- 1 building ID sign for tenant "Starz"
- 21.1 SF
- Located at the second floor along the west elevation
- Non-illuminated; pin-mounted flush to surface
- 3" deep fabricated aluminum letters, painted black with semi-gloss finish

#### Existing exterior building ID signs:

- 1 – building ID sign for Mercedes-Benz of Beverly Hills
- 1 – building ID logo for Mercedes-Benz of Beverly Hills
- 1 – building ID sign for Relativity media

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605C, the Architectural Commission may approve a sign accommodation to allow multiple building identifications signs in excess of one sign per building face or four signs per building. Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the maximum area for all building identification signs through the sign accommodation is 2% of the vertical surface area of that side of the building, excluding penthouse walls. The maximum allowable sign area for the western side of the subject building is 155.82 square feet. The western façade currently has two existing building identification signs, which total 100 SF. With the proposed sign, the total signage on the west elevation will total 121.1 SF, which is within the maximum allowable sign area.

#### 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**

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### **DESIGN ANALYSIS**

The addition of another building identification sign adds to the visual clutter on the exterior of the building. Staff recommends that the Commission provide the applicant with design guidance to find a more suitable alternate location for the proposed sign.

### **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, July 5, 2013. To date staff has not received any comments in regards to the submitted project.



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**Attached 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):  
 MULTIPLE BUILDING IDENTIFICATION SIGNS ON BUILDING      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:**

INSTALLATION OF (1) ONE SET OF NON-ILLUMINATED CHANNEL LETTER BUILDING ID/ LOGO WALL SIGN

"STARZ" = ( 8'-2" X 2'-0" ) = 16.33 SF

3" DEEP INDIVIDUAL ALUMINUM CHANNEL LETTERS PAINTED BLACK WITH A SEMI GLOSS FINISH PIN MOUNTED FLUSH TO THE BUILDING.

**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       Multi-family Building       Other (specify below):  
 AUTOMOBILE DEALERSHIP
- Retail Building       Vacant
- Medical Office Building       Restaurant

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

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

**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	BUILDING ID SIGN	(1)	8'-2" x 2'-0"	16.3 SF	
2					
3					
4					
5					

**B** List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

**FAÇADE** (List all material for all portions visible from the street)

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

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

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

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

**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: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUILDING ID SIGN(S)**

Material: ALUMINUM  
Texture /Finish: SEMI GLOSS  
Color / Transparency: PAINTED BLACK

**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 PROPOSED SIGN DESIGN CREATES A CLEAN CLASSY FACADE. THIS DESIGN WILL BE IN CONFORMITY WITH THE GOOD TASTE AND HIGH QUALITY THAT WILL CONTRIBUTE TO THE IMAGE OF BEVERLY HILLS AS A PLACE OF BEAUTY, 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.**

THE PROPOSED SIGN DESIGN WILL NOT MODIFY ANY EXISTING BARRIERS TO EXTERNAL OR INTERNAL NOISE AND IS NOT ANTICIPATED TO MAKE THE ENVIRONMENT LESS FAVORABLE,

- 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 MATERIALS PROPOSED FOR THIS PROJECT WILL BE OF HIGH QUALITY AND WOULD THEREFORE NOT DEGRADE THE LOCAL ENVIRONMENT IN APPEARANCE OR VALUE. THE ADDITION OF THIS CHANNEL LETTER WALL SIGN, WILL HAVE NO ADVERSE EFFECT ON THE OVERALL ARCHITECTURAL SCHEME OF THE AREA, AND WILL ADD TO THE COMPLETE OCCUPANCY OF THE BUILDING.

- 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 SIGN DESIGN WILL BE IN CONFORMITY WITH THE PREVAILING USES IN THE GENERAL AREA. THE SIGNAGE HAS NO EFFECT ON THE GENERAL PLAN OR PURPOSE OF THE BUILDING OTHER THAN TO NOTIFY THE PUBLIC OF THE EXISTANCE OF "STARZ" IN THE BUILDING.

- 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.**

THIS SIGN DOES NOT DETRACT FROM THE APPEARANCE OF THE BUILDING AND MEETS ALL STANDARDS FOR SIGNAGE.



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**Attached B:**

Design Plans, Cut Sheets  
and Supporting Documents



**ELEVATION VIEW**  
*Scale: Not to Scale*

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**Client Approval:**  
 as submitted  
 as noted  
 resubmit

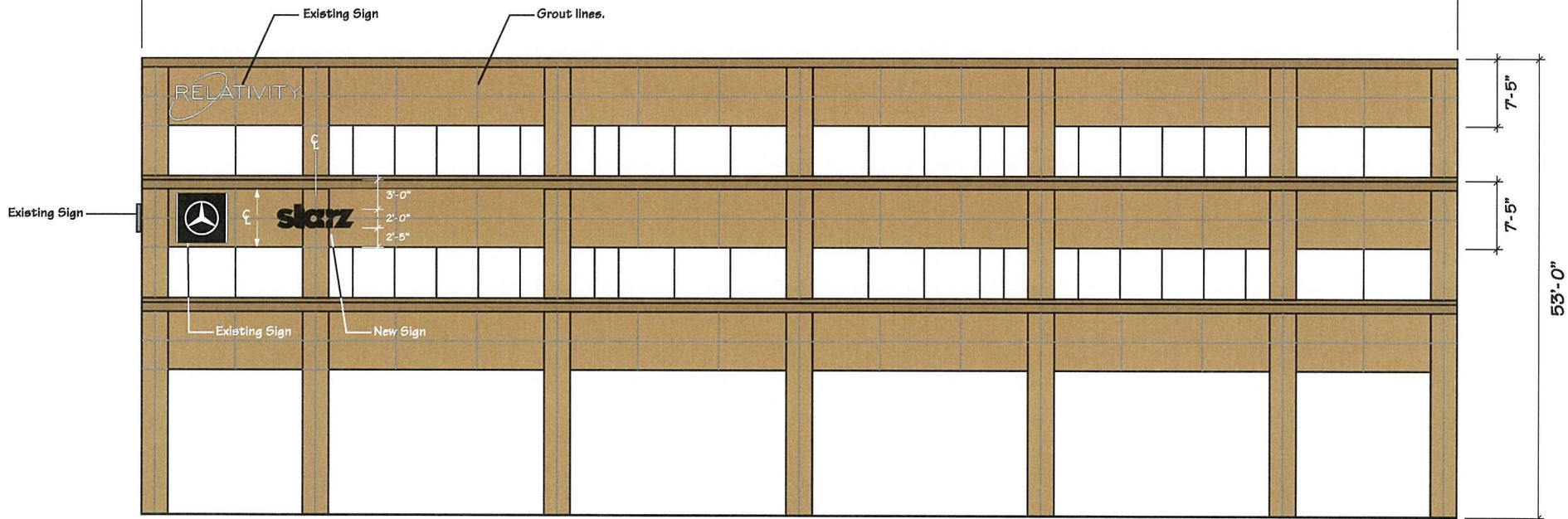
By: \_\_\_\_\_  
 Date: \_\_\_\_\_

Date: 11/07/12  
 Revision:  $\Delta$  Date: 01/21/13  
 Drawn by: Martin  
 Review by:

**CASigns** 10280 Glenoaks Boulevard  
 Pacoima, CA 91331-1604  
 FAX: 818-899-4499  
 www.CASigns.com  
 Telephone: 818-899-1888

Project: Starz Entertainment  
 Ref: Exterior Identity Sign  
**D-11.12-861-3**  
 Scale: As Noted

147'-0"



**WEST ELEVATION VIEW**  
Scale: Not to Scale

WEST FACADE TOTAL FOOTAGE.: 7791 SQ. FT.  
EXISTING RELATIVITY SIGN FOOTAGE: 75 SQ. FT.  
EXISTING MERCEDEZ BENZ SIGN FOOTAGE: 25 SQ. FT.

FACADE TOTAL FOOTAGE.: 7791 SQ. FT.  
EXISTING SIGNAGE FOOTAGE: 100 SQ. FT.  
NEW STARZ SIGN FOOTAGE: 16.33 SQ. FT.  
TOTAL COMBINED SIGNAGE FOOTAGE: 116.33 SQ. FT.  
2% SIGNAGE ALLOWANCE:  $7791 \times 2\% = 155.82$  SQ. FT.

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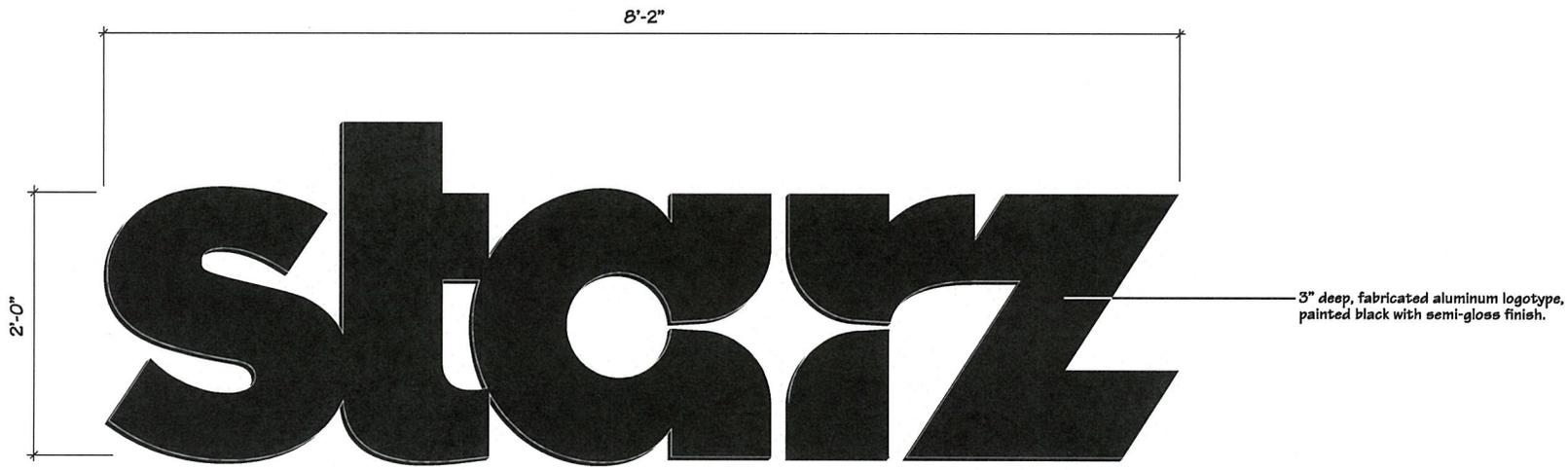
**Client Approval:**  
 as submitted  
 as noted  
 resubmit

By: \_\_\_\_\_  
Date: \_\_\_\_\_

Date: 11/07/12  
Revision:  $\Delta$  Date: 05/14/13  
Drawn by: Martin  
Review by:

**CASigns** 10280 Glenoaks Boulevard  
Pacoima, CA 91331-1604  
FAX: 818-899-4499  
www.CASigns.com  
Telephone: 818-899-1888

Project: Starz Entertainment  
Ref: Exterior Identity Sign  
**D-11.12-861-2**  
Scale: As Noted



**Front View - Exterior Non-Illuminated Identity Sign**  
 Scale: 3/32" = 1"



**Side View:**  
 Scale: 3/32" = 1"

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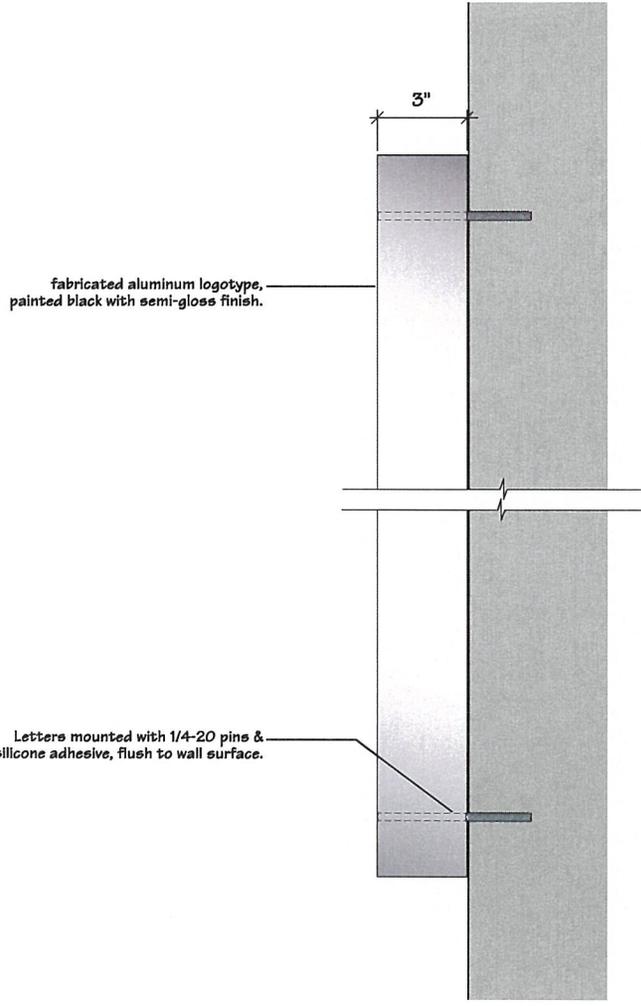
**Client Approval:**  
 as submitted  
 as noted  
 resubmit

By: \_\_\_\_\_  
 Date: \_\_\_\_\_

Date: 11/07/12  
 Revision:  $\Delta$  Date: 01/29/13  
 Drawn by: Martin  
 Review by:

**CASigns** 10280 Glenoaks Boulevard  
 Pacoima, CA 91331-1604  
 FAX: 818-899-4499  
 www.CASigns.com  
 Telephone: 818-899-1888

Project: Starz Entertainment  
 Ref: Exterior Identity Sign  
**D-11.12-861-4**  
 Scale: As Noted



fabricated aluminum logotype,  
painted black with semi-gloss finish.

Letters mounted with 1/4-20 pins &  
silicone adhesive, flush to wall surface.

Section View  
Scale: 1/4" = 1"

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**Client Approval:**  
 as submitted  
 as noted  
 resubmit  
 By: \_\_\_\_\_  
 Date: \_\_\_\_\_

Date: 11/07/12  
 Revision:  $\Delta$  Date: 01/21/13  
 Drawn by: Martin  
 Review by: \_\_\_\_\_

**CASigns** 10280 Glenoaks Boulevard  
 Pacoima, CA 91331-1604  
 FAX: 818-899-4499  
 www.CASigns.com  
 Telephone: 818-899-1888

Project: Starz Entertainment  
 Ref: Exterior Identity Sign  
**D-11.12-861-4.1**  
 Scale: As Noted



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**Attached 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 ACCOMMODATION FOR MULTIPLE BUILDING IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 9424 BEVERLY BOULEVARD (PL1309540 – STARZ).

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

Section 1. Jack Daghestanian of CA Signs, agent, on behalf of the property owner, Beverly Place L.P., and the tenant, Starz Entertainment LLC (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple building identifications signs for the property located at 9242 Beverly 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 July 17, 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:

Project-Specific Conditions

No project specific conditions for the 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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: July 17, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley, III, Chair  
Architectural Commission