



Architectural Commission Report

Meeting Date: Wednesday, July 17, 2013

Subject: **SOULCYCLE**
9465 Wilshire Boulevard
Request for approval of revisions to previously-approved sign accommodations.
(PL1310224)

Project agent: Christopher Serrao - TSArchitects

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 for a revision to a previously approved signage package. The original project for a façade remodel (new glass door at entry) and business identification signage (multiple business ID signs and graphic logo), was approved by the Architectural Commission on February 20, 2013 (Attachment A). The revisions proposed at this time include the following:

- Eliminate the previously-approved business ID sign from the fascia,
- New 3.3 SF business ID sign made of channel letters with white acrylic face that are non-illuminated and suspended 2" below the soffit, and
- Increasing the size of the previously-approved vinyl window sign that faces private property from 9" letters to 12" letters and total size from 4.5 SF to 9 SF.

No other changes to the design of the façade or alleyway signage are requested at this time.

As currently proposed, the proposed revisions to both signs comply with the maximum sign areas permitted by the sign accommodation.

URBAN DESIGN ANALYSIS

Staff believes that the location of the business ID sign that is proposed to be suspended from the soffit should be shifted slightly in order to better relate to the store entrance. The placement of the sign 6" from the edge of the soffit could be moved back to 2' from the edge, and centered about the doorway, in order to more clearly define the entryway and provide a comfortable margin. Project Specific Condition No. 1 has been included in the draft approval resolution to this effect should the Commission concur with staff's design analysis.

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

Attachment(s):

- A. February 20, 2013 Staff Report and Approved Plans
- B. Detailed Design Description and Materials (Applicant Prepared)
- C. Design Plans, Cut Sheets & Supporting Documents
- D. DRAFT Approval Resolution

Report Author and Contact Information:

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



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

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.



Architectural Commission Report
445 North Rexford Drive, Room 280-A
AC Meeting – July 17, 2013

Attachment A:
February 20, 2013 Staff Report
and Approved Plans



Architectural Commission Report

Meeting Date: Wednesday, February 20, 2013

Subject: **SOULCYCLE**
9465 Wilshire Boulevard

Request for approval of a façade modification and sign accommodation for multiple business identification signage and for business identification signage facing an alley and private property.
(PL1301878)

Project agent: SoulCycle

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

REPORT SUMMARY

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

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

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

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

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

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

Attachment(s):

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

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – February 20, 2013

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

Alley Elevation (maximum sign area – 75 SF)

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

Private Property Elevation (maximum sign area – 27.3 SF)

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

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

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

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



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SOUL CYCLE
 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

BEVERLY HILLS PLANNING & COMMUNITY DEVELOPMENT
 APPROVED PLANS
 SUBJECT TO THE CONDITIONS CONTAINED IN
 CASE # L1301878 DATE 2/20/13
 THIS APPROVAL IS NOT A BUILDING PERMIT
[Signature]

DATE: 02/04/13

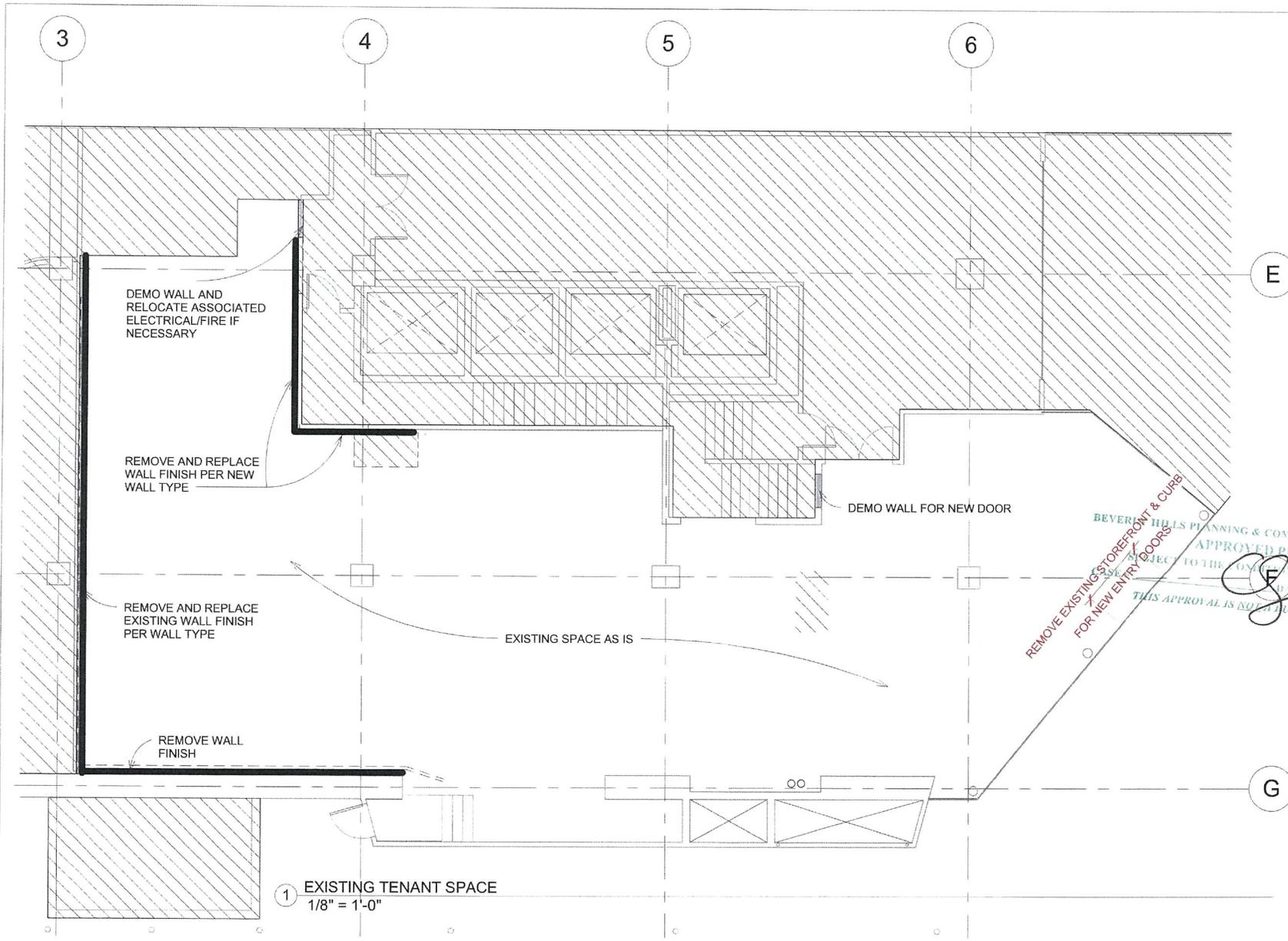
SHEET TITLE

COVER

SHEET

ARB

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



TSArchitects, Inc.

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SOUL CYCLE

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BEVERLY HILLS, CALIFORNIA

BEVERLY HILLS PLANNING & COMMUNITY DEVELOPMENT
APPROVED PLANS
SUBJECT TO THE CONDITIONS CONTAINED IN
THIS APPROVAL IS NOT A BUILDING PERMIT

DATE: 02/04/13

SHEET TITLE

EXISTING TENANT SPACE

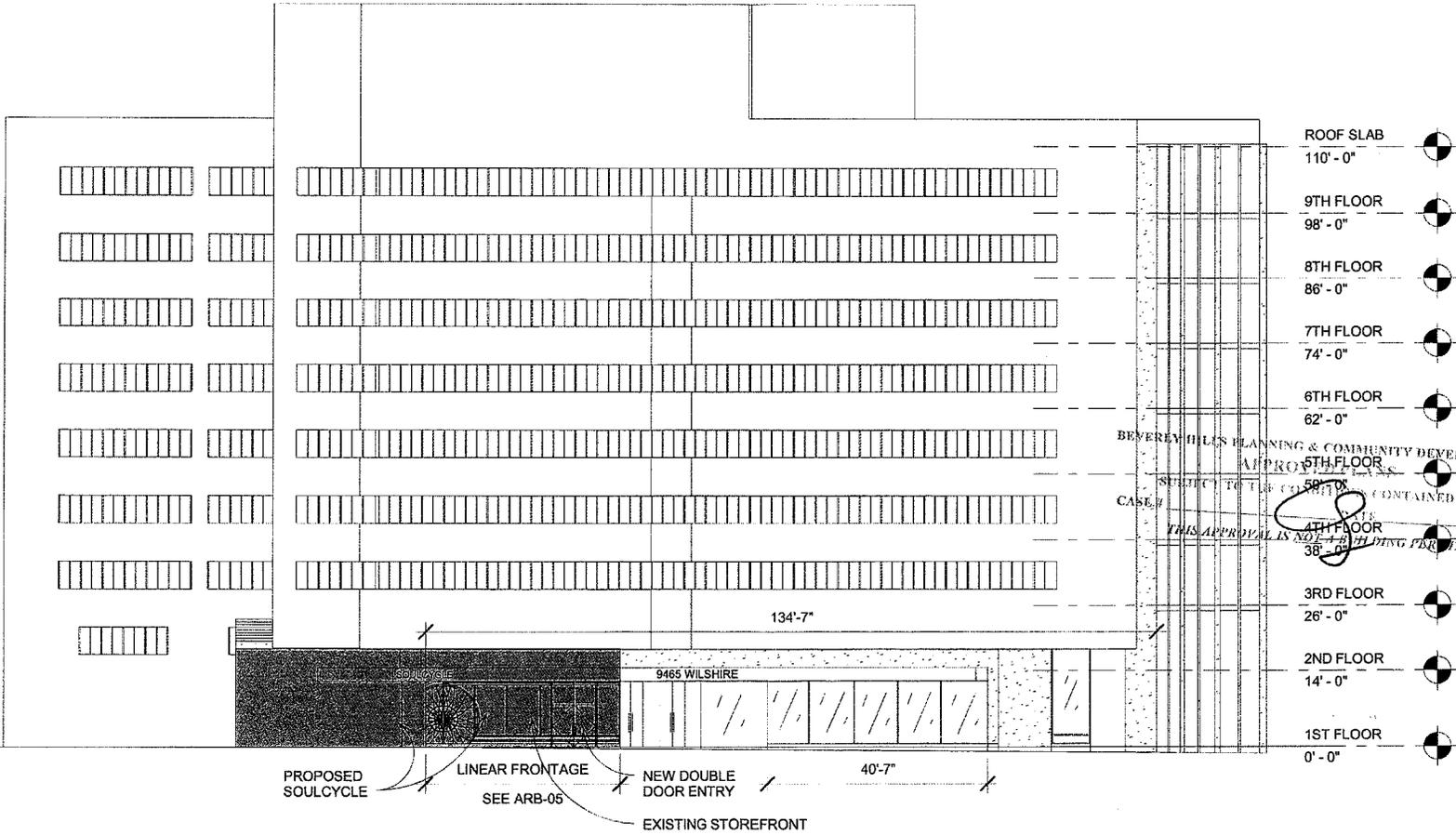
SHEET

ARB-01B

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



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SOUL CYCLE
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 BEVERLY HILLS, CALIFORNIA

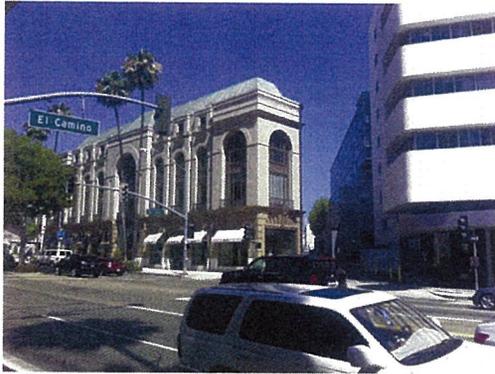
DATE: 02/04/13
 SHEET TITLE

EXISTING EXTERIOR ELEVATIONS

SHEET

ARB-02

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



(A) SOUTHWEST ELEVATION AND ADJACENT BUILDING



(B) SUBJECT PROPERTY SOUTH / SOUTHWEST ELEVATION



(C) SUBJECT PROPERTY SOUTH ELEVATION



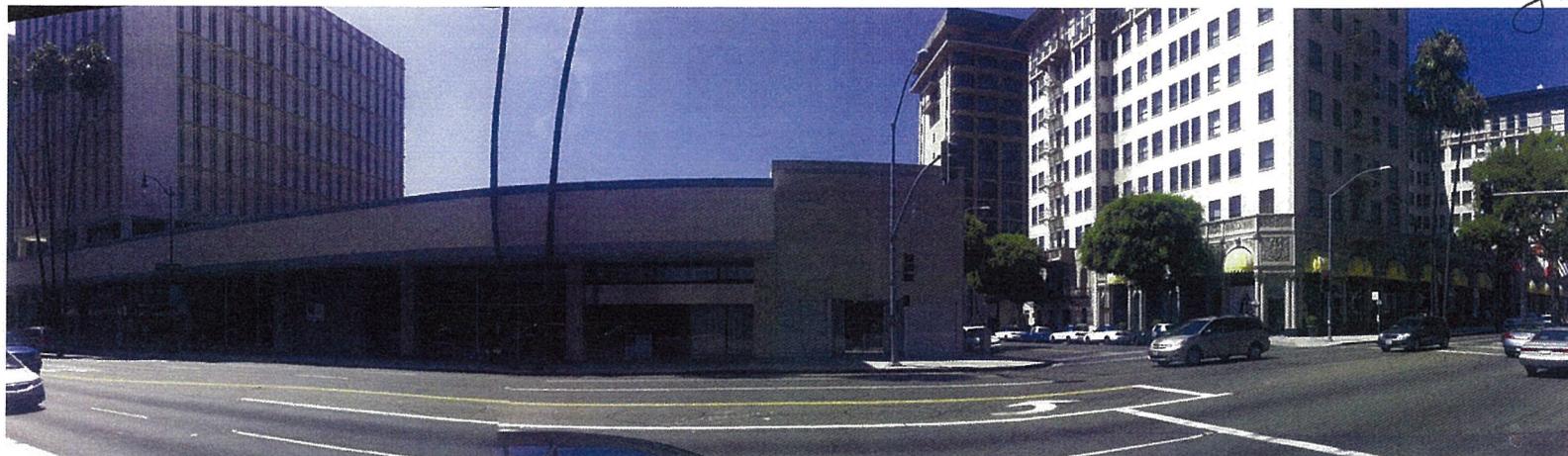
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SOUL CYCLE

9465 WILSHIRE BLVD.
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APPROVED PLANS
SUBJECT TO THE CONDITIONS CONTAINED
CASE # _____ DATE _____
THIS APPROVAL IS NOT A BUILDING PERMIT



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

DATE: 02/04/13

SHEET TITLE

EXISTING
SITE
PHOTOS

SHEET

ARB-03



(E) EXISTING TENANT SUITE WEST ELEVATION



(F) EXISTING TENANT SUITE SOUTH ELEVATION



(G) EXISTING TENANT SUITE ENTRY LOBBY TO BUILDING



(H) EXISTING TENANT SUITE EAST ELEVATION



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SOUL CYCLE
9465 WILSHIRE BLVD.
BEVERLY HILLS, CALIFORNIA

BEVERLY HILLS PLANNING & COMMUNITY DEVELOPMENT DEPARTMENT
APPROVED PLANS
SUBJECT TO THE CONDITIONS CONTAINED IN
CASE # _____ DATE _____
THIS APPROVAL IS NOT A BUILDING PERMIT

DATE:

02/04/13

SHEET TITLE

EXISTING
PHOTOS

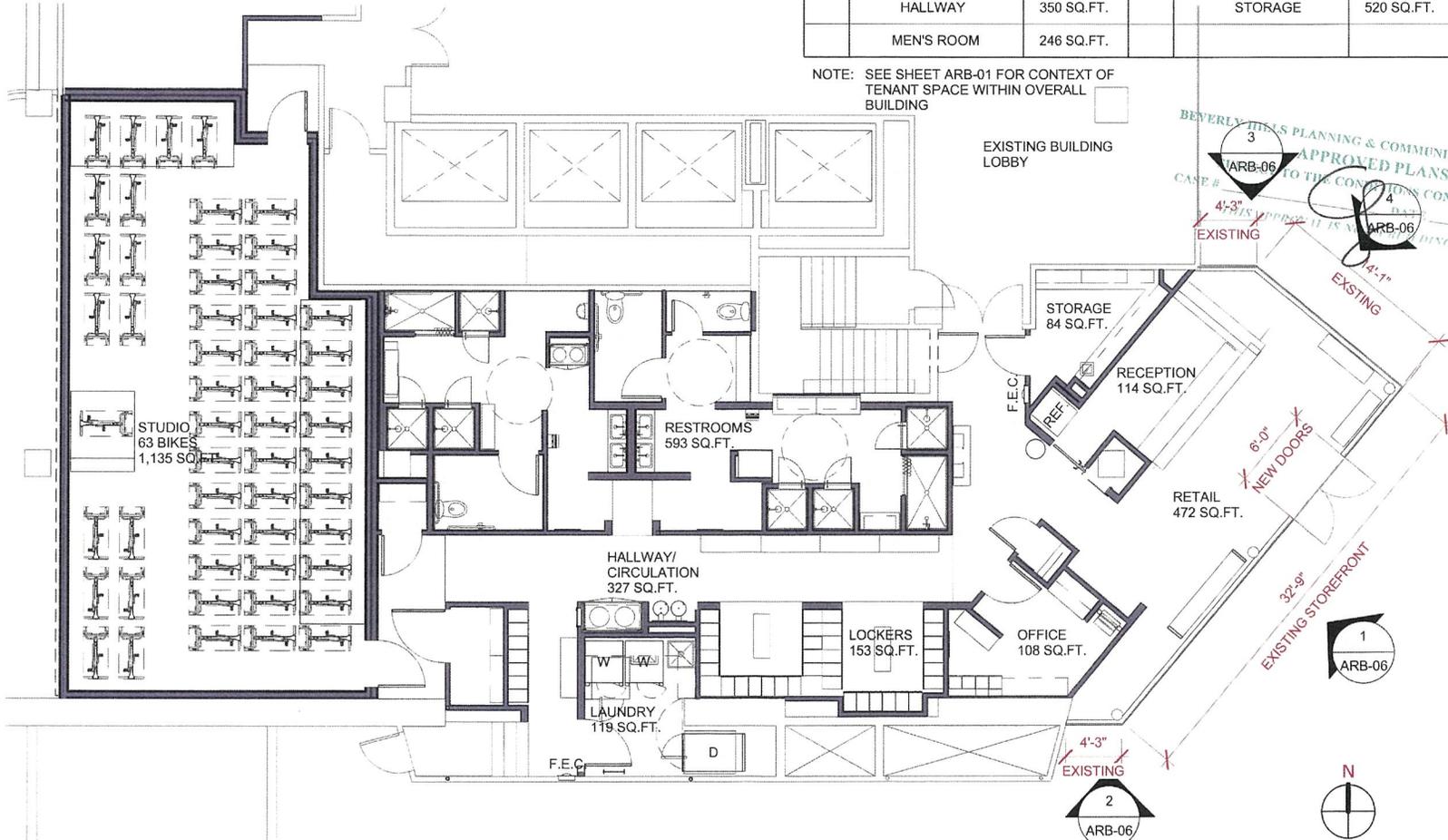
SHEET

ARB-04

FLOOR AREA CALCULATIONS			
ROOM	AREA	ROOM	AREA
RETAIL	502 SQ.FT.	WOMEN'S ROOM	322 SQ.FT.
RECEPTION / LOUNGE	222 SQ.FT.	STUDIO	1,104 SQ.FT.
OFFICE	84 SQ.FT.	MECHANICAL / LAUNDRY	267 SQ.FT.
LOCKERS	180 SQ.FT.	ELECTRICAL	80 SQ.FT.
HALLWAY	350 SQ.FT.	STORAGE	520 SQ.FT.
MEN'S ROOM	246 SQ.FT.		

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NOTE: SEE SHEET ARB-01 FOR CONTEXT OF TENANT SPACE WITHIN OVERALL BUILDING



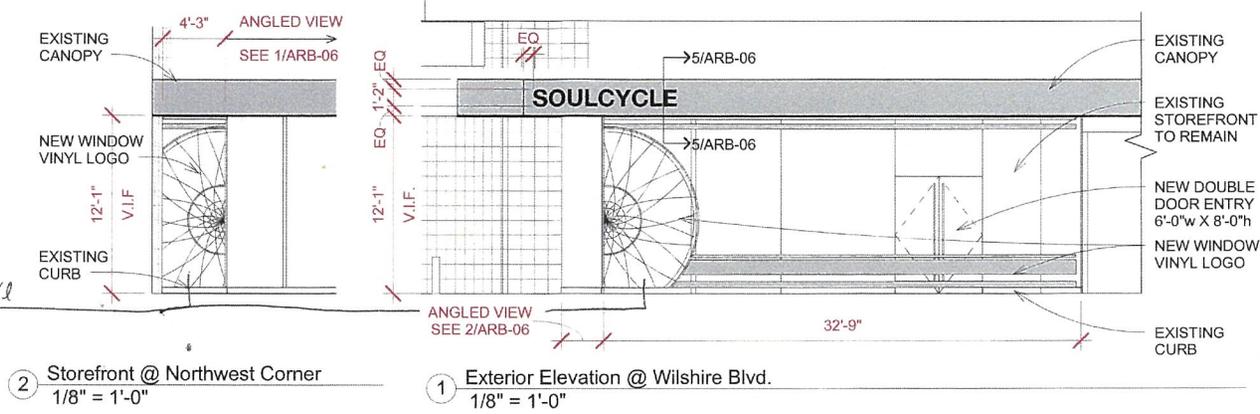
BEVERLY HILLS PLANNING & COMMUNITY DEVELOPMENT
 APPROVED PLANS
 CASE # [] TO THE CONDITIONS CONTAINED
 IN THIS APPROVAL IS A CONDITIONING PERMIT

SOUL CYCLE
 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

1 ARB FLOOR PLAN
 1/8" = 1'-0"

DATE: 02/04/13
 SHEET TITLE:
**PROPOSED
 1ST FLOOR
 PLAN
 (ENLARGED)**
 SHEET:
ARB-05

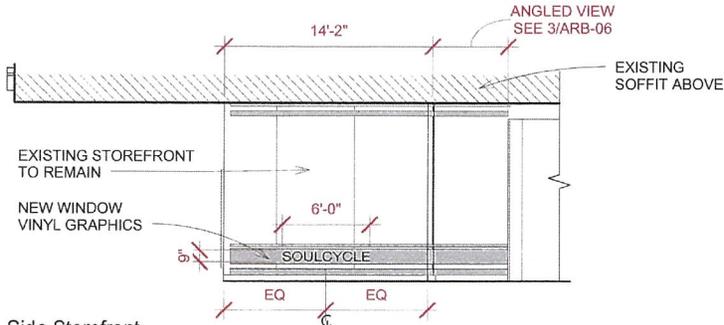
This sign shall be reduced to a size of no more than 50¢ on that portion facing Wilshire to comply with size reqs. The NW corner shall be reduced proportionally.



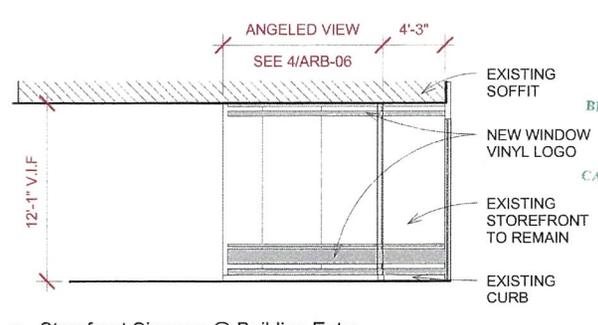
② Storefront @ Northwest Corner
1/8" = 1'-0"

① Exterior Elevation @ Wilshire Blvd.
1/8" = 1'-0"

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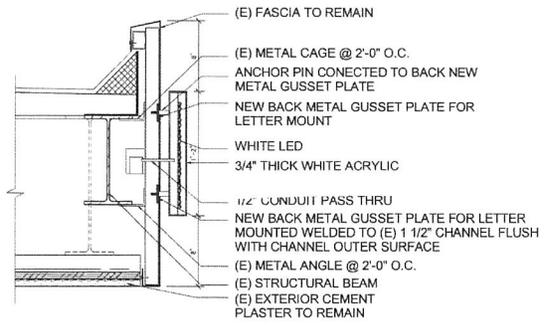
④ Side Storefront
1/8" = 1'-0"



③ Storefront Signage @ Building Entry
1/8" = 1'-0"

BEVERLY HILLS PLANNING & COMMUNITY DEVELOPMENT
APPROVED PLANS
SUBJECT TO THE CONDITIONS CONTAINED
HEREIN
DATE: _____
THIS APPROVAL IS NOT VALID FOR PERMITS

SOUL CYCLE
9465 WILSHIRE BLVD.
BEVERLY HILLS, CALIFORNIA



⑤ Section at Canopy Sign
1" = 20'-0"

*Sign shall be halo illuminated

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

max ϕ : 65.5 ϕ (Wilshire)

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

DATE: 02/04/13
SHEET TITLE: PROPOSED ELEVATIONS
SHEET: ARB-06



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

Attachment B:

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 (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - 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):
 - 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:

Wilshire Blvd Elevation (max allowed sign area 65.5 SF):
 One non-illuminated sign of individual letters SOULCYCLE 7" high suspended from canopy - 3.2 SF;
 One non-illuminated window vinyl sign SOULCYCLE - 9 SF;
 Previously approved portion of non-illuminated graphic logo - 42.5 SF. NO CHANGE

Private Property Elevation (max allowed sign area 27.3 SF):
 One non-illuminated window vinyl sign SOULCYCLE - 9 SF.

Alley Elevation (max allowed sign area 75 SF):
 Previously approved portion of non-illuminated graphic logo - 42.5 SF. NO CHANGE

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: <input type="text"/> | | | | |

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(s)	1 (Wilshire Blvd)	5'-8" by 7"	3.2	65.5
2	Window Sign(s)	1 (Wilshire Blvd)	8'-6" by 5'-0"	42.5	65.5
3	Window Sign(s)	1 (Private entry)	9'-0" by 1'-0"	9	27.3
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: White metal channel letters. Vinyl applied to glass storefront
Texture /Finish: _____
Color / Transparency: White, grey, yellow

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.

Proposed business signs are moderate and simplistic in style. The overall design is in keeping with the quality of nearby stores and other businesses.

2. **Describe** how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

N/A

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.

N/A

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.

Proposed business signage is typical and in harmony with surrounding business signs

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.

N/A



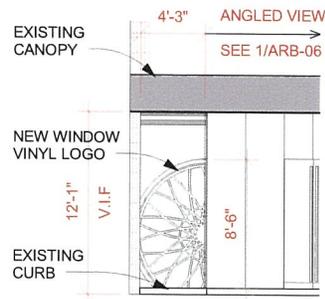
Architectural Commission Report

445 North Rexford Drive, Room 280-A

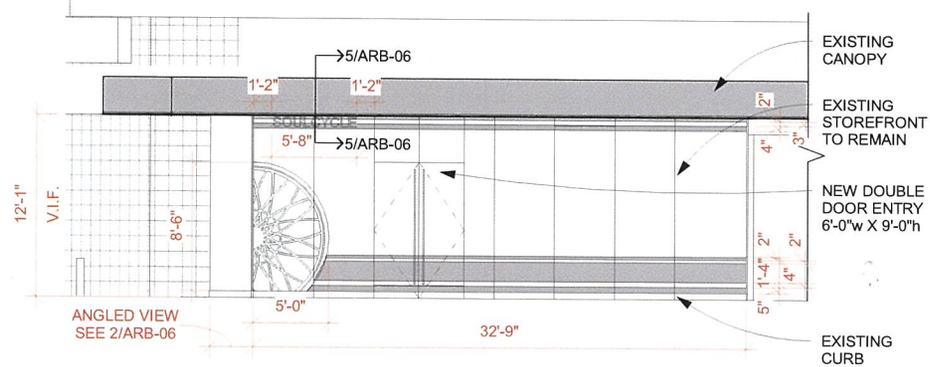
AC Meeting – July 17, 2013

Attachment C:

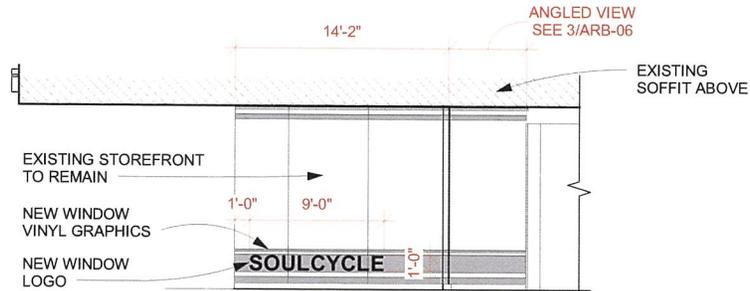
Design plans, cut sheets
and supporting elements



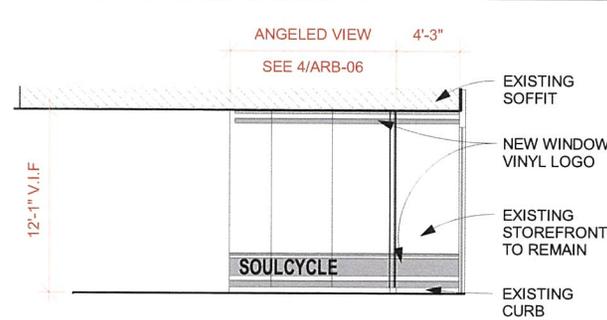
2 Storefront @ Northwest Corner
1/8" = 1'-0"



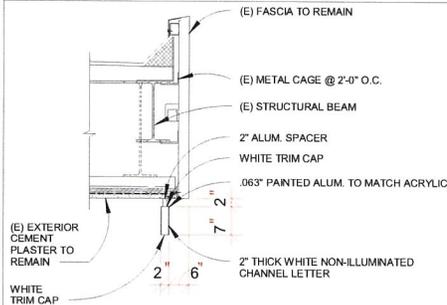
1 Exterior Elevation @ Wilshire Blvd.
1/8" = 1'-0"



4 Side Storefront
1/8" = 1'-0"



3 Storefront Signage @ Building Entry
1/8" = 1'-0"



5 Section at Canopy Sign
1" = 30'-0"

SIGN AREA CALCULATIONS			
PROPOSED SIGN	SIGN TYPE (WALL, MONUMENT, PYLON WINDOW, ETC.)	DIMENSIONS (HEIGHT X LENGTH)	AREA (IN SQUARE FEET)
WHITE SIGN W/WHITE ACRYLIC FACE SIGN "SOULCYCLE"	CANOPY	7'h X 5'-8"w	3.30
TRANSPARENT VINYL LOGO	WINDOW	1'-0"h X 9'-0"w	9
YELLOW OPAQUE VINYL GRAPHIC	WINDOW ALLEY	8'-6"h X 4'-3"w	36.2
	WINDOW WILSHIRE	8'-6"h X 5'-0"w	42.5
TOTAL PROPOSED SIGN AREA @ WILSHIRE			54.8
TOTAL PROPOSED SIGN AREA @ ALLEY			36.2

LEGEND:

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

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SOUL CYCLE
 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

DATE:
06/26/13

SHEET TITLE

PROPOSED ELEVATIONS

SHEET

ARB-06



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BEVERLY HILLS, CALIFORNIA

DATE:
06/26/13

SHEET TITLE
COVER

SHEET
ARB

9465 WILSON

SOULCYCLE

SOULCYCLE

SOULCYCLE



SOULCYCLE





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SOUL CYCLE
 9465 WILSHIRE BLVD.
 BEVERLY HILLS, CALIFORNIA

DATE: 06/26/13
 SHEET TITLE: 3-D PERSPECTIVE RENDERING
 SHEET: **ARB-07**



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

Attachment D:

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 REVISION TO A PREVIOUSLY APPROVED SIGN ACCOMMODATION FOR AWNING SIGNAGE AND A REQUEST TO A PREVIOUSLY APPROVED SIGN ACCOMODATION FOR BUSINESS IDENTIFICATION SIGNAGE FACING PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 9465 WILSHIRE BOULEVARD (SOULCYCLE – PL1310224).

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

Section 1. Soulcycle, applicant and tenant, on behalf of the property owner, Beverly Wilshire Owner LP, (Collectively the “Applicant”), has applied for architectural approval of a revision to a sign accommodation for multiple business identification signage and for signage facing an alley and private property for the property located at 9465 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 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, complaint with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the

planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

1. The proposed business identification sign that is suspended from the soffit shall be relocated to 24” behind the edge of the soffit and shall be centered about the two entry doors, subject to final review and approval by staff.

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: **July 17, 2013**

William Crouch, Commission Secretary
Community Development Department

James Blakeley, III, Chairperson
Architectural Commission