



Architectural Commission Report

Meeting Date: Wednesday, August 21, 2013

Subject: **INFINITI**
8815 - 8825 Wilshire Boulevard
Request for approval of a comprehensive sign package for an existing commercial building, including a sign accommodation for multiple business identification signs. (PL1313921)

Project agent: Murray Fischer

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of a comprehensive sign package for the Infiniti car sales dealership site located at 8815-8825 Wilshire Boulevard. A façade remodel for the subject property was approved by the Architectural Commission on March 20, 2013.

The applicant is requesting approval of a sign accommodation for multiple business identification signs. Four (4) business identification signs are proposed for a total area of 100 SF, allocated as follows:

- One 74 SF business identification sign on the Wilshire Blvd. elevation;
- One 16.5 SF business identification sign on the Wilshire Blvd. elevation, copy to read "Beverly Hills"; and
- Two 4.6 SF business identification signs at the building entrances on Wilshire Blvd. and Clark Dr.

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.

Additional signage proposed for the site includes:

- One 74 SF building identification sign on the Clark Dr. elevation;
- One freestanding directional sign, 4 feet in height and 2.25 SF in sign area.

URBAN DESIGN ANALYSIS

The Urban Designer concedes that the building ID signs at the ground floor pedestrian entrances are appropriately sized and placed. However, the 74 square foot sign is too large in size, particularly considering the proximity to residential properties and should be reduced in size by approximately 1/3 to no more than 50 SF. Additionally, the Urban Designer recommends that the business ID sign reading "Beverly Hills" be reduced to maximum of 7 feet in length, and sized down proportionately, and be moved to the far right section of the façade in order to provide an anchor on the building.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

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



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Project-specific conditions have been proposed in the draft approval resolution to reflect the Urban Designer's analysis. The Architectural Commission may choose to incorporate such conditions, propose alternative project-specific conditions based on the review conducted by the Commission at the public hearing, or approve the project as presented.

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, August 9, 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 (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: 5
- Building Identification Sign(s)
 - Number of signs proposed: 1
- Sign Accommodation (explain reason for the accommodation request below):
 - Propose 5 Business Identification Signs rather than two allowed. Number of signs proposed: 5
- 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:

Total of six signs. All signs are made of polished stainless steel.

Sign A) Polished stainless steel logo. Stainless steel letters with black powdercoated faces. Illuminated.
 Sign B) Polished stainless steel letters with black powdercoated faces. Illuminated.
 Sign C) Polished stainless steel logo and letters. Non-illuminated.
 Sign D) Polished stainless steel logo and letters. Non-illuminated.
 Sign F) Polished stainless steel logo and letters. Non-illuminated.
 Sign E) Polished stainless steel logo. Stainless steel letters with black powdercoated faces. Illuminated.

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):
- Retail Building Vacant Auto sales showroom
- 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(s)	1	6'-2 3/4" x 11'-10 1/2"	74	
2	Business ID Sign(s)	1	6'-2 3/4" x 11'-10 1/2"	74	
3	Business ID Sign(s)	1	1'-8 7/8" x 9'-4 5/8"	16.5	
4	Business ID Sign(s)	2	1'-6 7/8" x 2'-11 5/8"	4.66 each	
5	Business ID Sign(s)	1	5 1/4" x 2'-4 3/16"	1	

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: Glass panels w/ clear anodized aluminum mullions; Limestone; Torreon Stone Travertine
Texture /Finish: _____
Color / Transparency: _____

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Stainless steel logo. Stainless steel letters with black faces.
Texture /Finish: Polished logo. Letters to have polished sides and powdercoated gloss black faces
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: Stainless steel logos and letters
Texture /Finish: Polished
Color / Transparency: _____

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

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 signs and materials will be of first class quality in keeping with the Beverly Hills image. The signs will be attached in a way as to not take away from the design or create in imbalance to the 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.**

Not applicable as the sign will not have any noise vibrations.

- 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 signs and materials will be of first class quality and will keep the appearance of the previous approval granted for the building by the Architectural Review Board earlier this year. See resolution No. AC20-13 attached.

- 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 signs being proposed are of the same quality and type as the Audi signs that have been previously approved. The signs will be harmonious with the area.

- 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.**

The scale, materials and quality are compliant with our municipal codes and other laws which incorporate the corporate logo of Infiniti.



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Attachment B:
Project Design Plans



**Infiniti of Beverly Hills
Sales Building
8825 Wilshire Blvd
Beverly Hills, CA 90211**



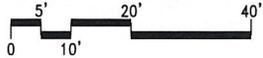
WEST ELEVATION (CLARK)

SCALE: 1" = 20'-0"



SOUTH ELEVATION (WILSHIRE BLVD.)

SCALE: 1" = 20'-0"



COLOR ELEVATIONS

Infiniti of Beverly Hills
 Sales Building
 8825 Wilshire Blvd
 Beverly Hills, CA 90211

Property Owner:
 8825 Wilshire LLC
 2301 E. 7th Street
 Los Angeles, CA 90023



PROPOSED BUILDING
SCALE: NTS

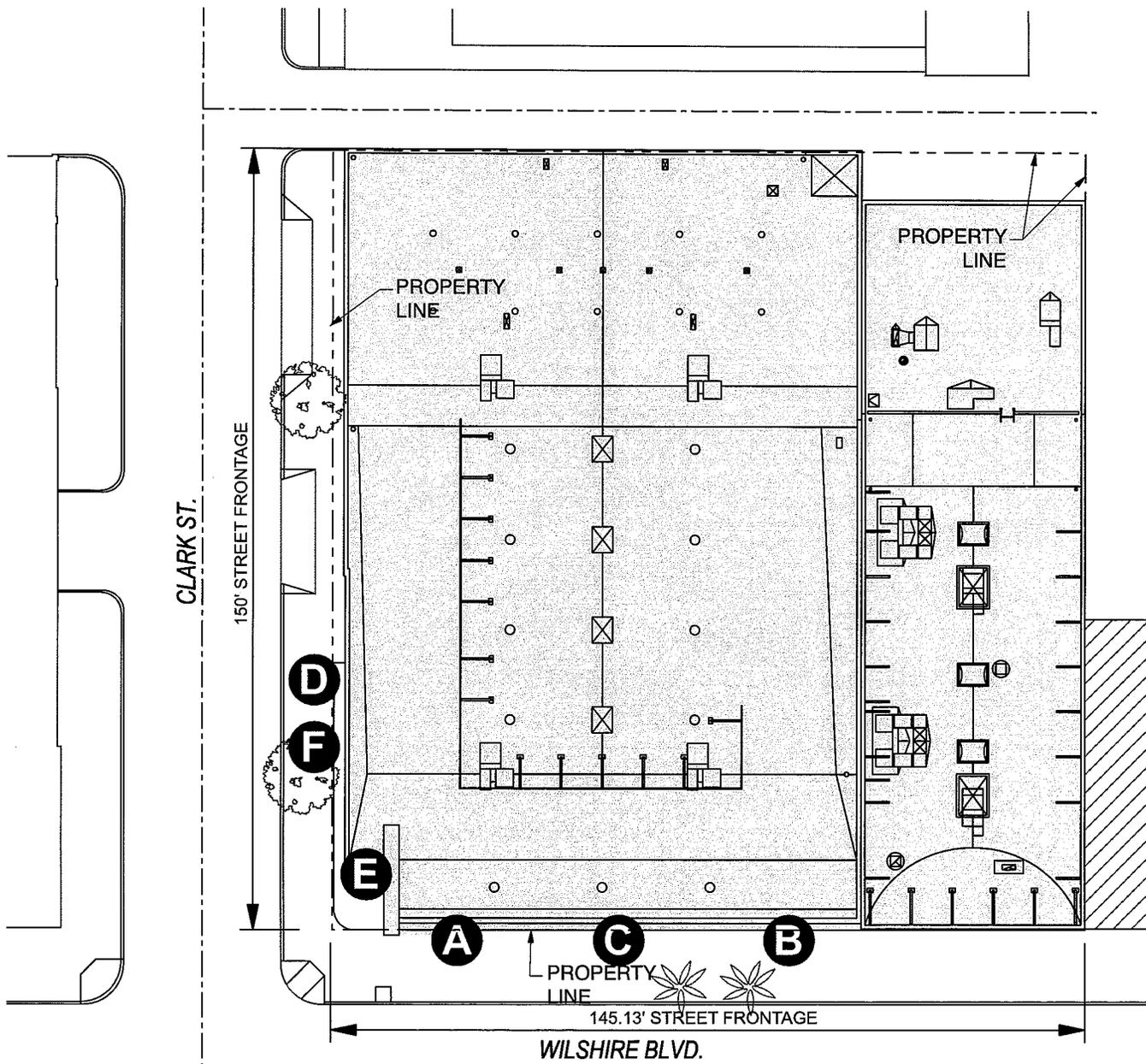


EXISTING STREETScape
SCALE: NTS

PHOTO MONTAGE

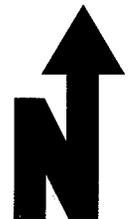
Infiniti of Beverly Hills
Sales Building
8825 Wilshire Blvd
Beverly Hills, CA 90211

Property Owner:
8825 Wilshire LLC
2301 E. 7th Street
Los Angeles, CA 90023



SIGNAGE TABLE

SIGN #	TYPE	QTY	LOCATION	SIZE	SF
A	Business ID	1	South elev	6'-2 3/4" x 11'-10 1/2"	74
B	Business ID	1	South elev	1'-8 7/8" x 9'-4 5/8"	16.5
C	Business ID	1	West elev	1'-6 7/8" x 2'-11 5/8"	4.66
D	Business	1	West elev	5 1/4" x 2'-4 3/16"	1
E	Building ID	1	South elev	6'-2 3/4" x 11'-10 1/2"	74
F	Business ID	1	West elev	1'-6 7/8" x 2'-11 5/8"	4.66

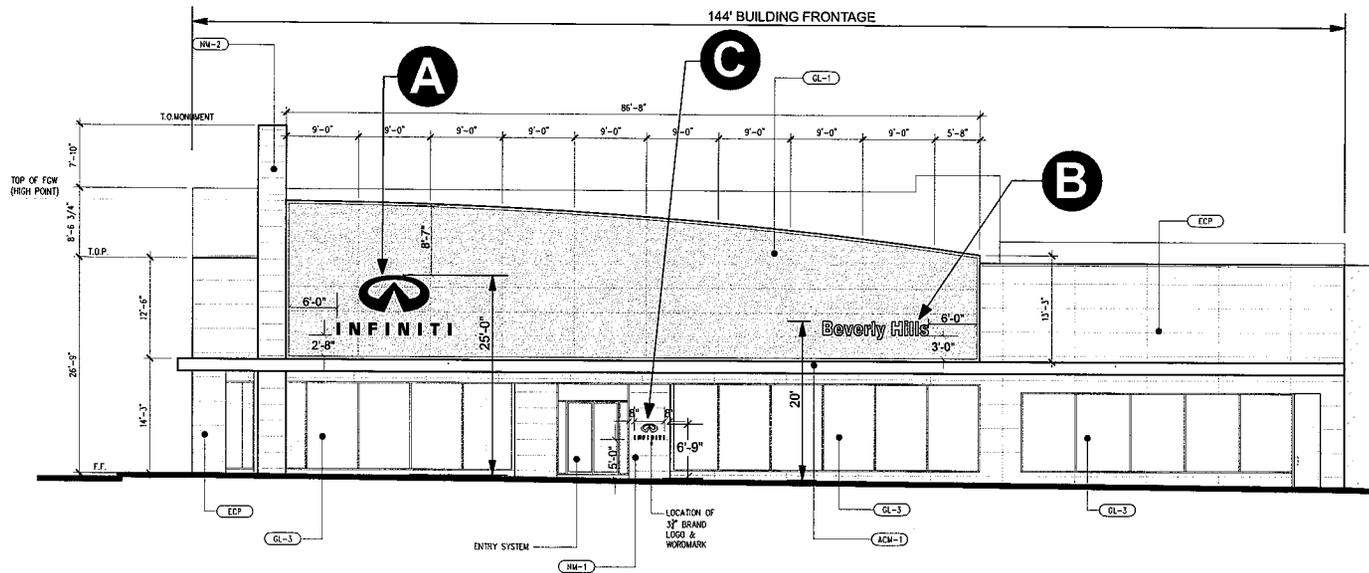


SCALE: 1" = 20'

SITEPLAN

Infiniti of Beverly Hills
 Sales Building
 8825 Wilshire Blvd
 Beverly Hills, CA 90211

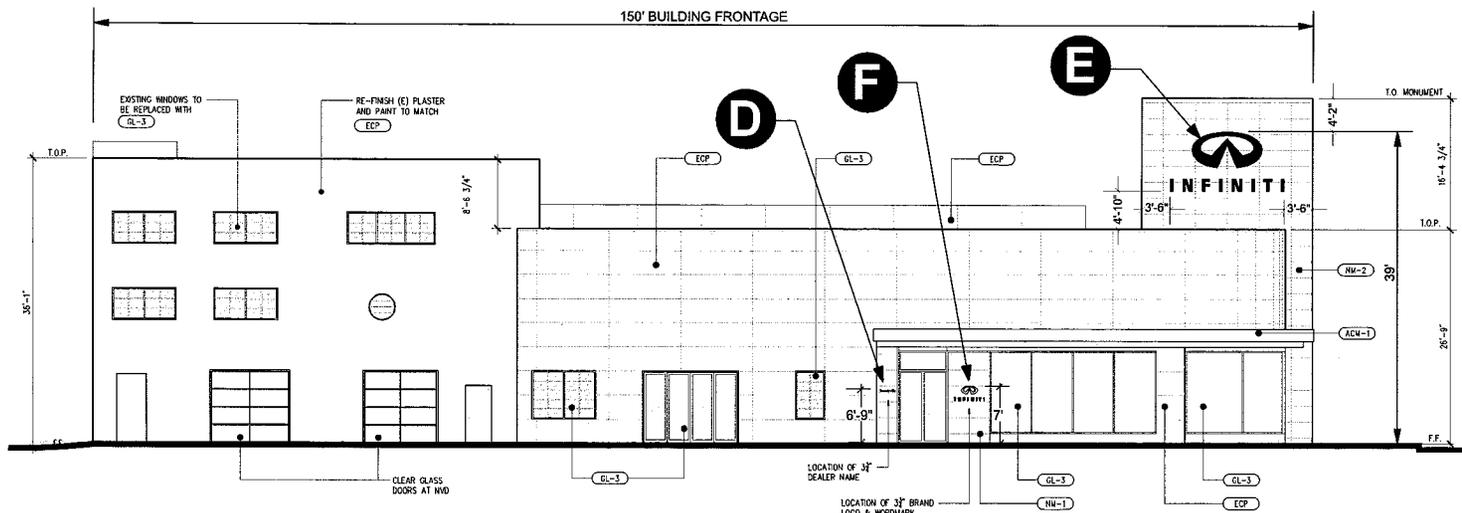
Property Owner:
 8825 Wilshire LLC
 2301 E. 7th Street
 Los Angeles, CA 90023



SOUTH ELEVATION (WILSHIRE) SCALE 1" = 15'

BUILDING MATERIAL LEGEND

- ACM-1** ALUMINUM COMPOSITE MATERIAL BY ALCOA ARCHITECTURAL PRODUCTS: REYNOLDBOND, 4MM NATURAL BRUSHED ALUMINUM, RBNBA, LUMIFLON CLEAR COAT, 0.020" ALUMINUM SKIN 4MM OVERALL THK; 0.02" ALUMINUM SKIN THK (BOTH FACES); PANELS TO BE 3:1 WIDTH:HEIGHT RATIO; HORIZONTAL GRAIN (BRUSH) DIRECTION
- ECP** EXTERIOR CEMENT PLASTER SYSTEM BY PAREX LAHABRA: TEXTURE: SANDSTONE COLOR: 10444L IVORY BY PAREX USA
- GL-1** GLASS PANELS BY OLD CASTLE GLASS: 3'H BETWEEN JOINT CENTERS; 9'W (TYP) BETWEEN JOINT CENTERS FRAMING: OLDCASTLE GLASS, SYSTEM CW644, 4-SIDED STRUCTURAL SILICONE GLAZING SYSTEM, CLEAR ANODIZED ALUMINUM MULLIONS. SEE DETAILS ON A4.7 & A4.8.
- GL-3** STANDARD ARCHITECTURAL CLEAR GLASS BY OLDCASTLE GLASS: CLEAR, LOW-E COATING RECOMMENDED FOR IMPROVED THERMAL PERFORMANCE. CLEAR ANODIZED ALUMINUM FRAMING
- NM-1** STONE BY STONE SOURCE: LIMESTONE - BALTIMORE LIMESTONE, HONED ALL TILES TO BE 2:1 WIDTH:HEIGHT RATIO.
- NM-2** STONE BY ARIZONA TILE: TRAVERTINE (ARIZONA TILE) - TORREON STONE ALL TILES TO BE 2:1 WIDTH:HEIGHT RATIO.

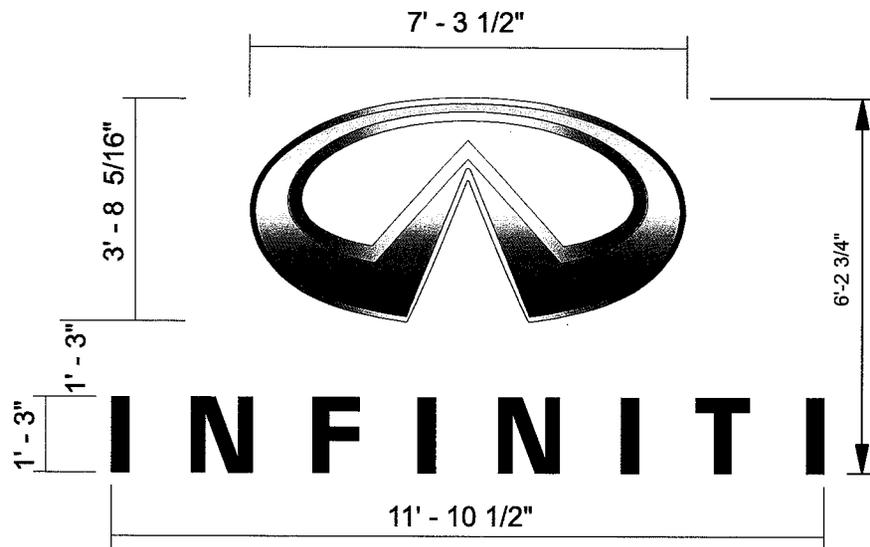


WEST ELEVATION (CLARK) SCALE 1" = 15'

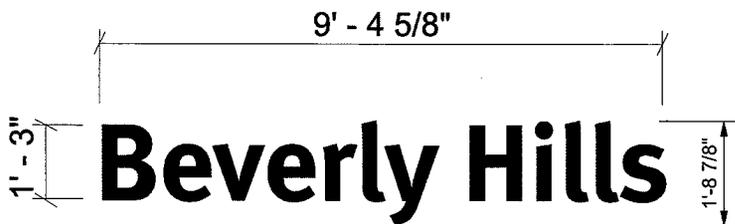
ELEVATIONS

Infiniti of Beverly Hills
Sales Building
8825 Wilshire Blvd
Beverly Hills, CA 90211

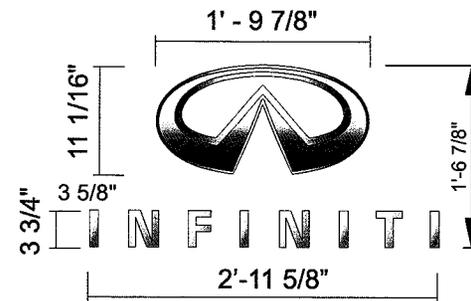
Property Owner:
8825 Wilshire LLC
2301 E. 7th Street
Los Angeles, CA 90023



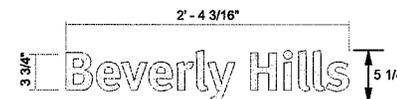
A E Main Brand Building Sign
 74 SQ FT COMBINED LETTERS AND LOGO ILLUMINATED SCALE: 1/2" = 1'



B Dealer Name Channel Letters
 16.5 SQ FT ILLUMINATED SCALE: 1/2" = 1'



C F Main Brand Building Sign
 4.66 SQ FT COMBINED LETTERS AND LOGO NON-ILLUMINATED SCALE: 1" = 1'



D Dealer Name Channel Letters
 1 SQ FT NON-ILLUMINATED SCALE: 1" = 1'

Infiniti of Beverly Hills
 Sales Building
 8825 Wilshire Blvd
 Beverly Hills, CA 90211

Property Owner:
 8825 Wilshire LLC
 2301 E. 7th Street
 Los Angeles, CA 90023



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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 BUILDING IDENTIFICATION SIGN, A FREESTANDING DIRECTIONAL SIGN, AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 8815 – 8825 WILSHIRE BOULEVARD (INFINITI SALES – PL1313921).

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

Section 1. Don Judice of Roundtree BH Property LLC, applicant, on behalf of the property owner, 8825 Wilshire LLC, and the tenant, Infiniti (Collectively the “Applicant”), has applied for a building identification sign, a freestanding directional sign, and a sign accommodation for multiple business identification signs for the property located at 8815 – 8825 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 March 20, 2013 at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

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

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

Project-Specific Conditions

1. The proposed building identification sign shall be reduced from 74 square feet to a size no greater than 50 square feet, for final review and approval by staff.
2. The proposed “Beverly Hills” business identification sign shall be reduced to a length no greater than 7 feet, and sized down proportionately. The sign shall be moved to the far right portion of the façade, with sufficient spacing from edges of the sign area, for final review and approval by staff.

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: August 21, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley, III, Chairperson
Architectural Commission