



Architectural Commission Report

Meeting Date: Wednesday, November 20, 2013

Subject: **LIVE NATION**

9350 Civic Center Drive

Request for approval of parking identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1330102)

Project agent: Maureen Nishikawa – MN Design

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 parking identification signage for an existing commercial office building at 9350 Civic Center Drive. The applicant is proposing the following signage for the property that is subject to review and approval by the Architectural Commission:

- One (1) new ground directional sign (double-faced)
 - 15.52 square feet in size, 2'-3.25" feet in height at highest point
 - .25" thick glass panel, back painted Trout Gray with .25" aluminum frame
 - Logo and letters to be .25" thick aluminum, painted Silverstone, surface-mounted to face of glass

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-652, one sign that does not exceed 20 square feet in area on each face may be erected adjacent to each garage entrance from a public street or alley for the purpose of identifying the garage entrance. The highest element of such a sign shall not exceed 20 feet above the level of the adjacent street.

- Reface one (1) existing parking ramp sign
 - Paint existing base and frame Seal Gray
 - Replace sign panel with new aluminum panel painted Seal Gray with Super White screenprinted graphic characters
 - 4.17 square feet sign face
 - Overall sign height 3'-2"

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-653, one ground sign may be permitted along each street frontage of a building to direct traffic from a street to a garage entrance that is not readily

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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visible from the street. The face of such sign shall not exceed 1.5 feet in width and 2 feet in height and the sign shall not exceed 50 inches in height.

All proposed signage is in conformance with sign requirements as specific in the Beverly Hills Municipal Code.

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, it is recommended that the Commission review and discuss the project within the context of the required findings.

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

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
 - Ten (10) 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):
(Patricia, we are awtg City info on this) Number of signs proposed:
- Other: Parking Identification and rate signs
- 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:

Request for four (4) parking signs comprised of grey back-painted glass face, with a brushed stainless steel outer frame and painted address numbers, painted identifications, and decals.

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

- | | | | | |
|---|---------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <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 type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input checked="" 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 |

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 Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species: _____

Quantity/Sizes: _____

Reason for Removal: _____

G 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: Barton Myers

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> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Parking Entrance Identification Sign	6'-10"W x 2'-3"H	15.52 SF	20 SF of sign area per face. Max. 20' in height.	10-4-652
2	Ground Directional Sign	1'-3" x 3'-2"	7.35 SF	Max. sign area 1.5' x 2' Max. 50" in height.	10-4-655
3	Parking Rate Sign	18.5" x 40.5"	5.21 SF	n/a	
4	Clearance Bar	3" x 6'-3"	1.57 SF	18" max. letter height	10-4-654
5					

C 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:

CHIMNEY(S)

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: 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: (1) Parking Signs: painted aluminum (frame and signs), back-painted grey, low-iron glass (sign face)
Texture /Finish: Painted aluminum, smooth, non directional finish
Color / Transparency: Glass: Clear with grey back-painting

D 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 (4) parking signs are designed to be simple, clear and understated features that complement the overall project. Sign information included is the project address number (9348), parking directionals for visitors and staff, garage entrance, and 1st floor tenant logo. The signs fit the civic and commercial character of street where they are visible and enhance the property's architecture and landscape design with its materials, scale, aesthetic, and attention to detail and craftsmanship.

- 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 (4) parking signs are designed to be simple, clear and understated with only the information required to clearly assist visitors and the public to enter and leave the property from the public street and sidewalks with the greatest of ease and efficiency while maintain good visibility and safety for both pedestrians and drivers. This sense of security and ease of understanding circulation flow for both people and cars will enhance the desirability of the environment around the property.

- 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 (4) parking signs are designed to match the materials used in the architecture and landscape of project: the highest level of material quality typically used for contemporary Class-A creative office building projects. For example, the use of low-iron glass, which is a premium material, is a sign detail that provides clear glass with little coloration (green) typically found in less expensive, lesser-quality glass. Non-exposed fasteners have been specified where possible, to ensure a clean, minimal design.

- 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 (4) parking signs are designed to seamlessly match and fit the overall project's architecture and parking fence designs, of which both have been approved by the Architectural Review Commission. The design quality and standard of care has been continued with the parking signs and will contribute to a harmonious development and integrate with the general area in a complimentary fashion.

- 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 (4) parking signs conform with the code allowed definitions for size, appearance and function. The location and appearance of the signs and the overall project intend to exceed the spirit of intended code allowances by presenting a high-level, creative design aesthetic for the commercial office standards, while maintaining an understated and respectful attitude towards its area and meeting and conforming with standards of the municipal code and all other applicable laws.



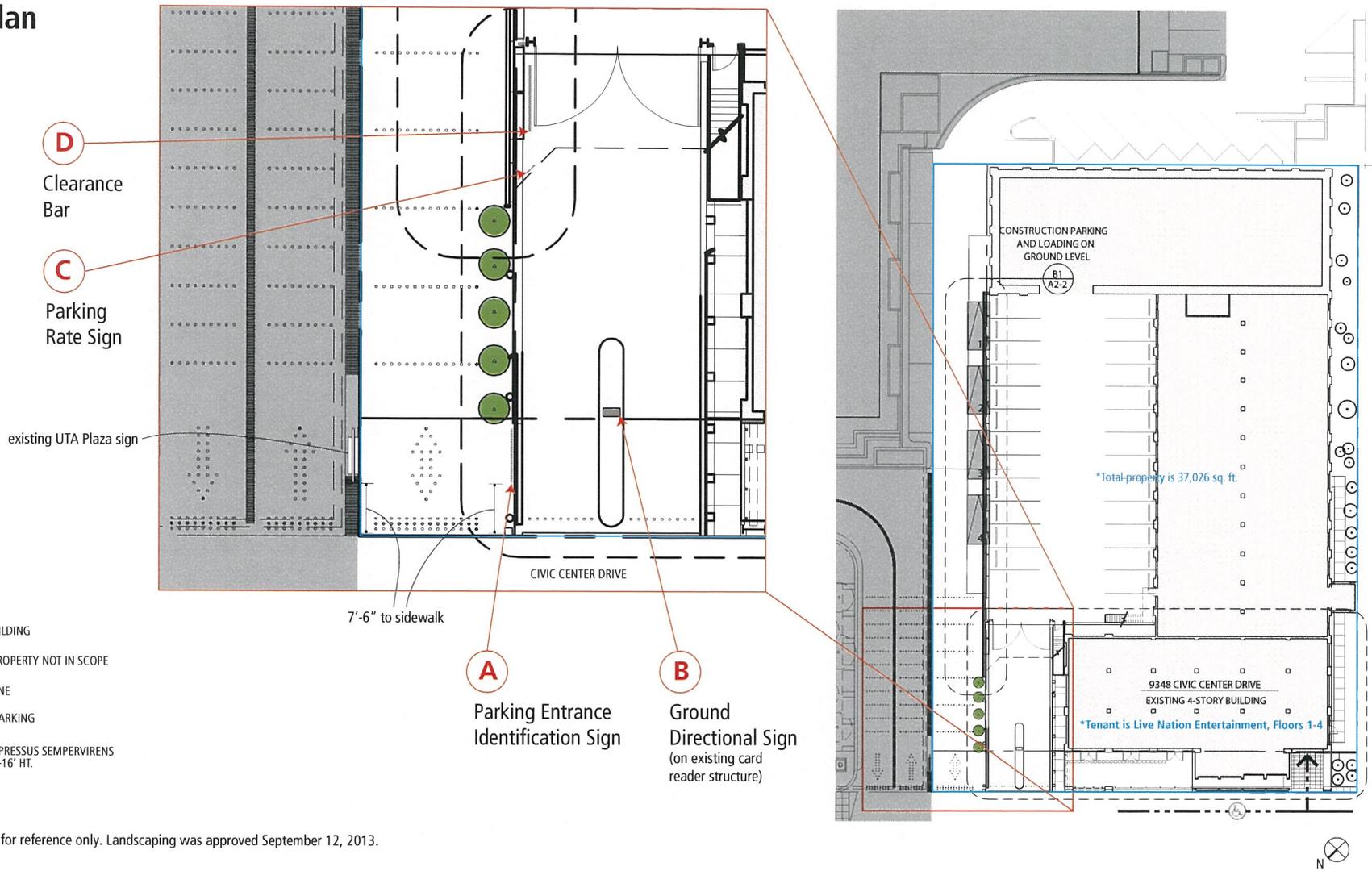
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Attachment B:
Project Design Plans

Plot Plan



*No lighting proposed.
 **Landscaping included for reference only. Landscaping was approved September 12, 2013.

TISHMAN SPEYER	Subject	Contacts	Date	Sheet
Ice House · 9348 Civic Center Drive, Beverly Hills	Plot Plan	Patricia Costopoulos /Tishman Speyer t. 213 443-5030 Dan Allen /Shimoda Design Group t. 213 596-1771	October 31, 2013	Site.2
		Maureen Nishikawa /MN Design maureen@design-mn.com c. 310 592-1292		

Parking Signage Locations



D

Clearance Bar

C

Parking Rate Sign

A

Parking Entrance Identification Sign

B

Ground Directional Sign



TISHMAN SPEYER

Ice House - 9348 Civic Center Drive, Beverly Hills

Subject

Signage Location Plan and Message Schedule

Contacts

Patricia Costopoulos /Tishman Speyer
t. 213 443-5030
Dan Allen /Shimoda Design Group
t. 213 596-1771

Maureen Nishikawa /MN Design
maureen@design-mn.com
c. 310 592-1292

Date

October 31, 2013

Sheet

Signs.1

Parking Entrance Identification Sign East Elevation

A

Glass Panels and Graphics:

- Fabricate aluminum frame .25" thick, paint Silverstone
- Insert .25" thick tempered glass panels, backpaint Trout Gray
- Mechanically fasten sign panel to existing painted ramp wall with drainage gap

Address Identification and Parking Directional:

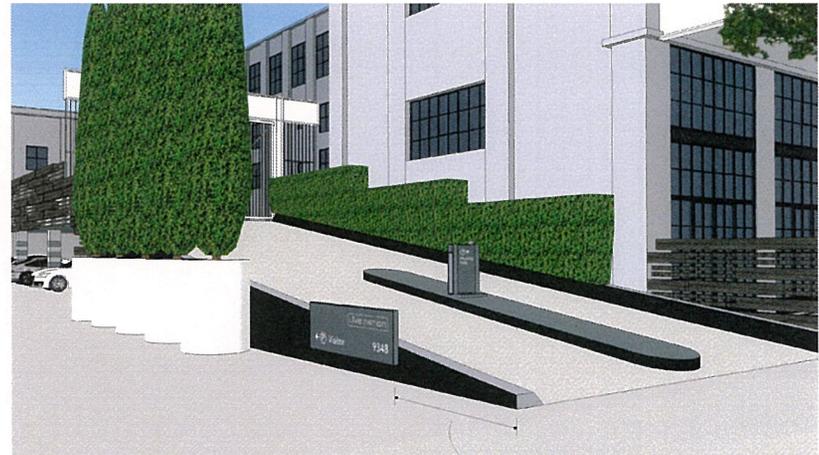
- 4.25" tall address numbers, .25" thick aluminum, paint face and edges, Silverstone
- Parking "P", plus circle and arrow, .25" thick aluminum, paint Super White
- Surface mount to face of glass with VHB tape and silicone, both sides

Live Nation Logo:

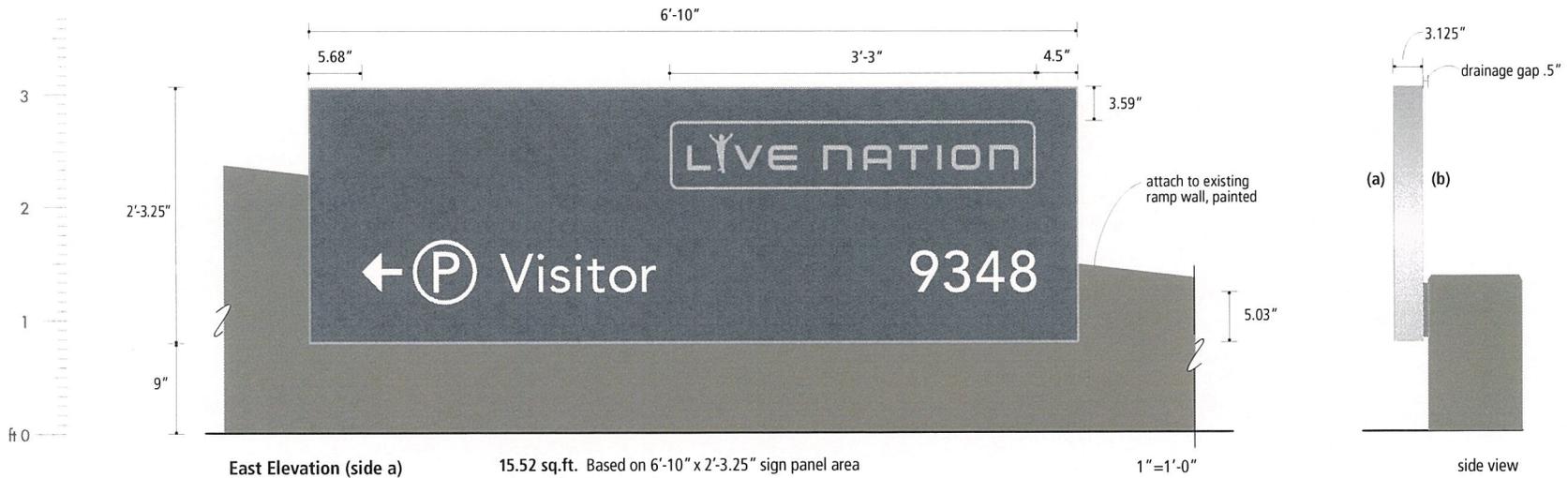
- .25" thick aluminum, paint face and edges, Silverstone
- Surface mount to face of glass with VHB tape and silicone

For Sign A (side b) - refer to sheet A.2

For Sign Details - refer to sheet A.3

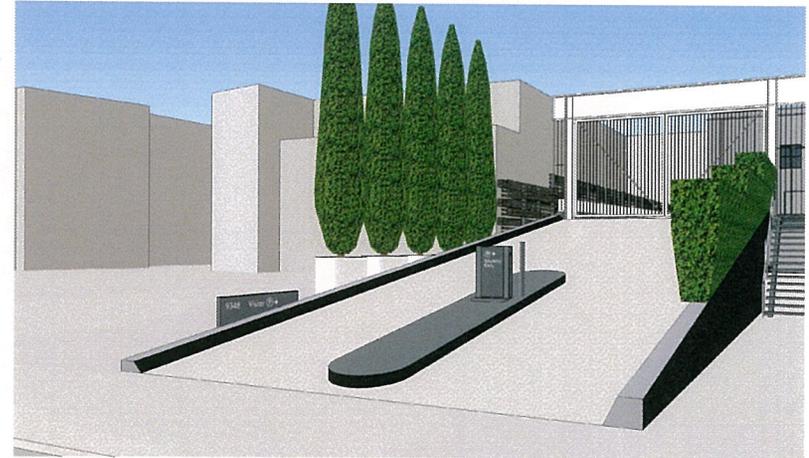


7'-6" to sidewalk

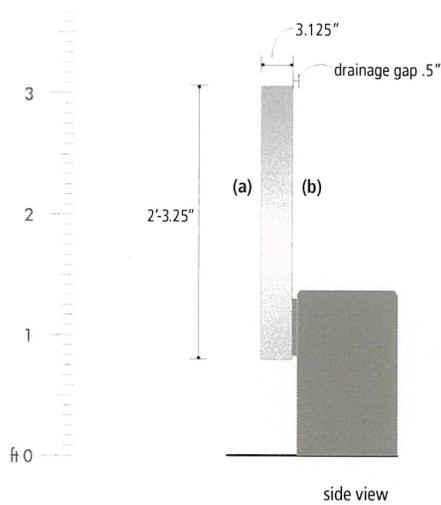


Parking Entrance Identification Sign West Elevation

A



Sign A (side b) - refer to notes on sheet A.1

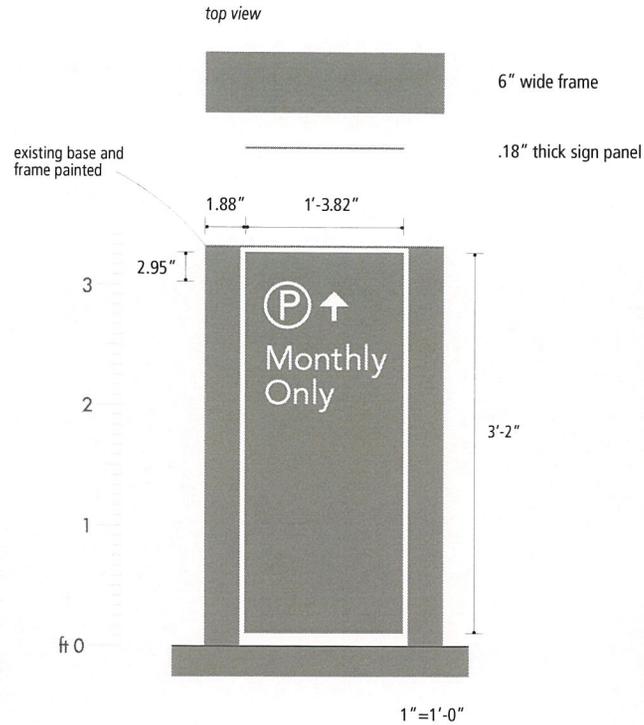
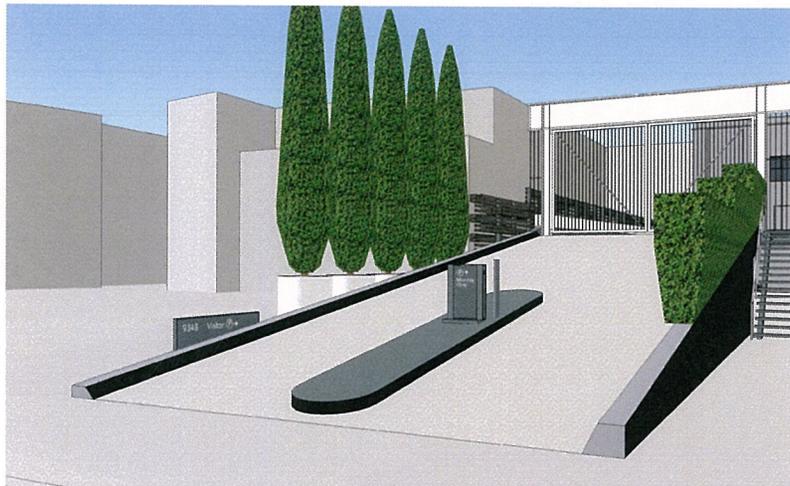


Ground Directional Sign

*Face change only

B

- Aluminum Panel 1'-3.82" x 3'-2", .18" thick
- Paint face and edges, Seal Gray
- Screenprint graphics, Super White
- Repaint existing card reader frame, Seal Gray
- Mechanically fasten sign panel to existing frame



4.17 sq.ft.
Based on 1'-3.82" x 3'-2" sign panel area

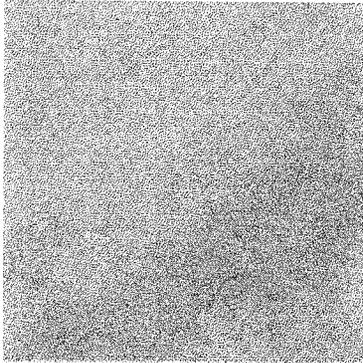


Existing card reader / sign for gate access

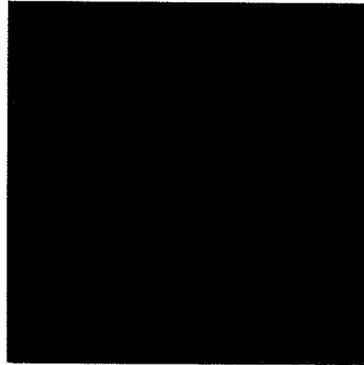
aluminum panel mounted with .18" hex head screws



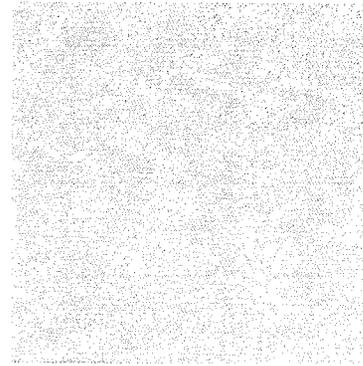
Sample Materials Board



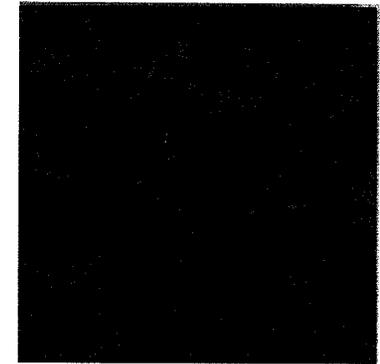
Silverstone painted Aluminum



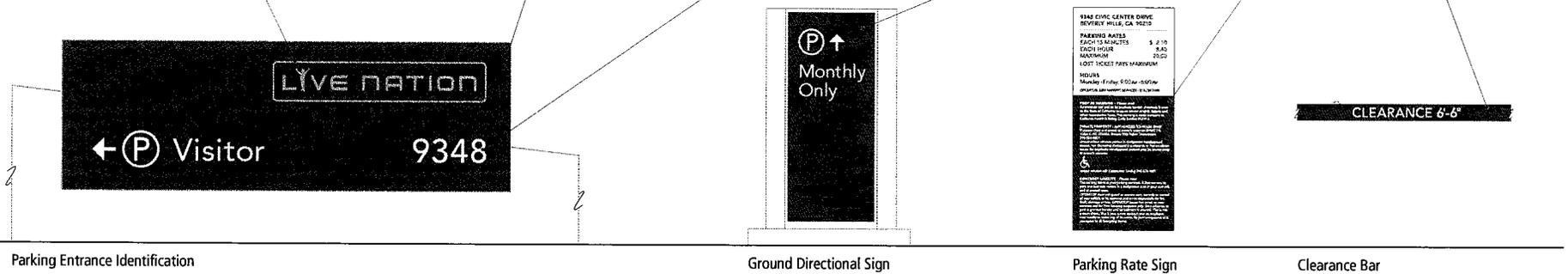
Trout Gray backpainted tempered, low-iron glass,



Super White painted Aluminum



Seal Grey painted Aluminum/Fiberglass





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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 PARKING IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 9350 CIVIC CENTER DRIVE (PL1330102 - LIVENATION).

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

Section 1. Maureen Nishikawa, agent, on behalf of the property owner, 9348 Civic Center Drive, LC c/o Tishman Speyer, and the tenant, Live Nation (Collectively the “Applicant”), has applied for architectural approval of parking identification signage for the property located at 9350 Civic Center Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions, or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the Architectural Commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design,

colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

Section 5. The Architectural Commission conducted a duly noticed public hearing on November 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 environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

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

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

Project-Specific Conditions

No project-specific conditions are proposed.

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: November 20, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission