



Architectural Commission Report

Meeting Date: Wednesday, February 19, 2014

Subject: **SIXTY BEVERLY HILLS**
9360 Wilshire Boulevard

Request for approval of building identification signage, a banner sign, a sign accommodation to allow a projecting sign, and a sign accommodation to allow multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1401746)

Project agent: Mitchell J. Dawson

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

REPORT SUMMARY

The applicant is requesting review and approval of building identification signage, a banner sign, a sign accommodation to allow a projecting sign, and a sign accommodation to allow multiple business identification signs for the Sixty Beverly Hills hotel (formerly the Thompson Hotel) located at 9360 Wilshire Boulevard. The proposed signage is allocated as follows:

Building Identification Signage

- Two (2) 77 SF halo-illuminated signs consisting of stainless steel letters located on the east and west elevations of the existing penthouse (sign copy: company logo).
 - Pursuant to §10-4-605 of the Beverly Hill Municipal Code (BHMC), the maximum building identification sign area for each elevation is 154.5 SF, based on a calculation of 2% of the vertical surface area of the elevation.

Business Identification Signs / Projecting Sign

- One (1) 72 SF halo-illuminated primary business identification sign consisting of black titanium-finished stainless steel letters located on the second floor facade (sign copy: "SIXTY BH" and company logo).
- One (1) 2.7 SF halo-illuminated ancillary business identification sign consisting of stainless steel letters located directly above the parking entrance (sign copy: "SIXTY").
- One (1) 6.25 internally-illuminated projecting sign for Caulfield's located on existing canopy.
 - Pursuant to §10-4-604 of the BHMC, the Architectural Commission has the authority to grant a sign accommodation to allow a projecting sign and multiple business identification signs on the elevation so long as the total area of all business identification signs and projecting signs does not exceed 100 square feet in area. The total area proposed is 81 SF.

Attachment(s):

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

Report Author and Contact Information:

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



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Banner Sign

- One (1) 65 SF fabric banner with halo-illuminated chrome-finished aluminum letters on existing banner support located on the second floor façade (sign copy: “SIXTY BH” and company logo).
 - Pursuant to §10-4-320 of the BHMC, any flag/banner/pennant that exceeds 12 SF must be reviewed by the Architectural Commission. There is no maximum size area for flags/banners/pennants.

URBAN DESIGN ANALYSIS

While the proposed signage is appropriate in material, illumination, and location, the size of the signs should be reduced so as to more appropriately fit within the selected locations, as follows:

- Reduce the two (2) building identification signs by 50% each;
- Reduce the primary business identification sign by 50%, and;
- Reduce the ancillary business identification sign to a maximum height of 9”.

Project-specific conditions have been included in the draft resolution of approval (Attachment C). The Commission may choose to adopt, amend, or remove in their entirety the proposed conditions as a result of the discussion and comment provided during the public hearing.

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. The project has also been reviewed and found to be a potential historic resource because it was originally designed by a party listed on the City’s List of Master Architects (Maxwell Starkman). However, the project has been designed consistent with the Secretary of the Interior’s Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

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, February 7, 2014. 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 (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):
 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:

Sixty Hotels is applying for a signage permit to allow for new signage to reflect new branding and replace the old signs with energy efficient LED illumination. New signage shall be fabricated stainless steel backed with frosted white acrylic and shall be indirectly illuminated with LEDs to form a subtle halo on each letter, so as to provide an elegant light quality in keeping with the neighborhood. All lighting shall be dimmable.

The following signs are being submitted:

-"SIXTY" Banner/Blade business sign to replace existing approved fabric sign with old graphics at Wilshire blvd. Indirectly illuminated low voltage LED Nevamar polished smoked chrome finish aluminum letters over translucent white acrylic inserts. Letters are above a weave textured fabric backing. And, supported by concealed steel plate behind fabric. Area = 65 sqft (unchanged)

-"SIXTY" logo lockup (symbol / SIXTY / BH) wall mounted business sign to be surface mounted on existing travertine stone exterior wall on Wilshire Blvd. Indirectly illuminated backlit ("black titanium" finish stainless steel letters over low voltage LED illuminated translucent white acrylic inserts. Area = 72 sqft (new sign)

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

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):
 Hotel _____

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: Please see 2013 findings.

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	Blade/Banner 4'-2" x 15'-8"	65 SF	208 SF
2	Business ID Sign(s)	1	Wiltshire Wall Mnt. 8'-9" x 8'-3"	72 SF	143 SF
3	Building ID Sign(s)	2	Elevator Tower 11'-0" x 7'-0"	77 SF (each)	154 SF (each)
4	Business ID Sign(s)	1	Restaurant 2'-6" x 2'-6"	6.25 SF	
5	Business ID Sign(s)	1	Sign over Valet Entry 1'-0" x 2'-8"	2.7 SF	

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: _____
 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: SEE SECTION 2 B
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: SEE SECTION 2 B
Texture /Finish: _____
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 custom detailing of the windows adds a level of elegance to the monolithic 2nd floor of the existing hotel. The projecting aspect of the windows maintains the intended massing of the original building and considers symmetry and balance with the existing guestroom tower above.

- 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.**

All glass in the window system is insulated. In addition, all windows are strategically placed to face only commercial zoning on Wilshire and Crescent. No windows face or open to residential areas next to the site.

- 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.**

Quality of materials and careful design considerations strive to increase the value of the guest's experience in the hotel, as well as the appreciation of the appearance and value of the immediate neighborhood.

- 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 building remains in harmony with the proposed developments on land in the general area and is not making any changes other than additional windows for additional rooms.

- 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.**

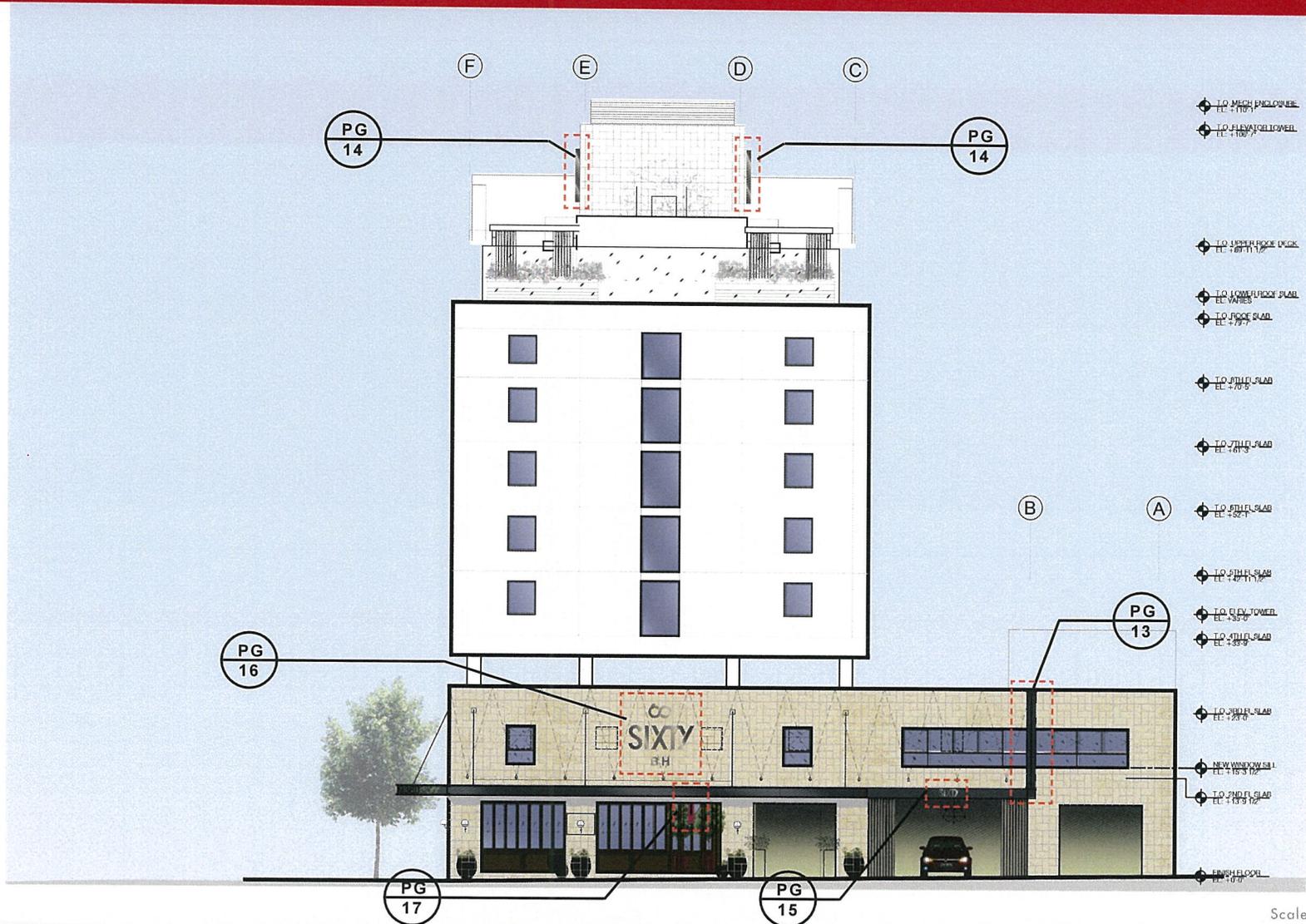
The design has been reviewed and approved by the Beverly Hills Planning Commission for its proposed use in relation to the Municipal Code and other applicable laws.



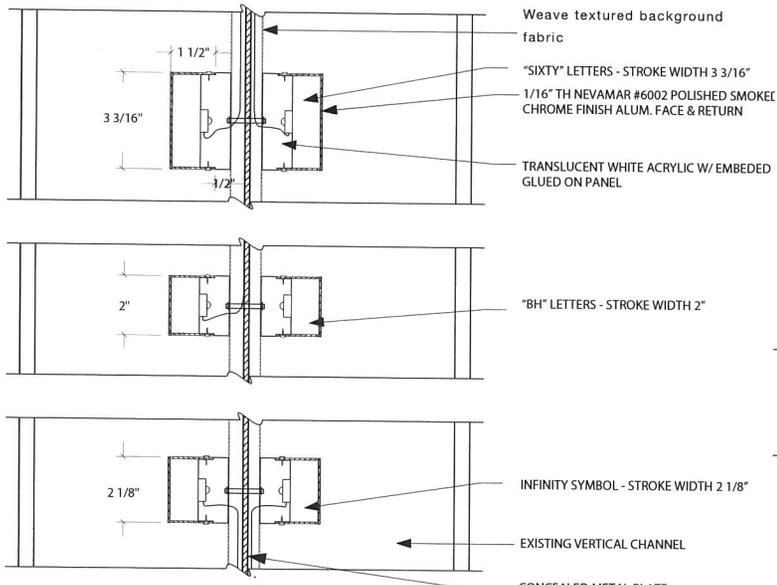
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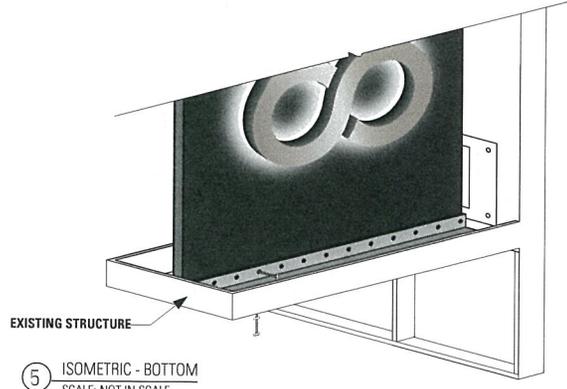
Attachment B:
Project Design Plans



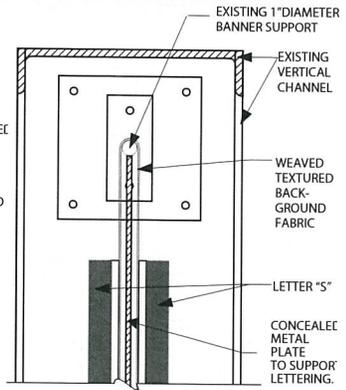
Scale: 1/16" = 1'-0"



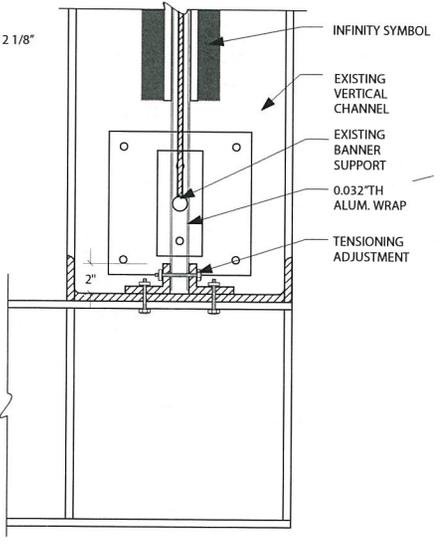
A SECTION - LETTERS AND SYMBOL
SCALE: 3" = 1'-0"



5 ISOMETRIC - BOTTOM
SCALE: NOT IN SCALE



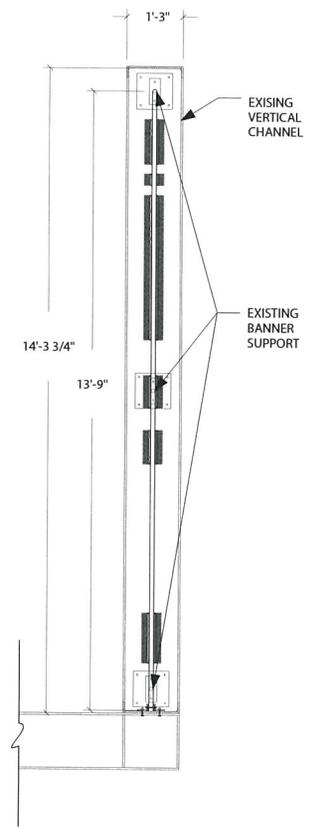
3 SECTION - CANOPY TOP
SCALE: 1 1/2" = 1'-0"



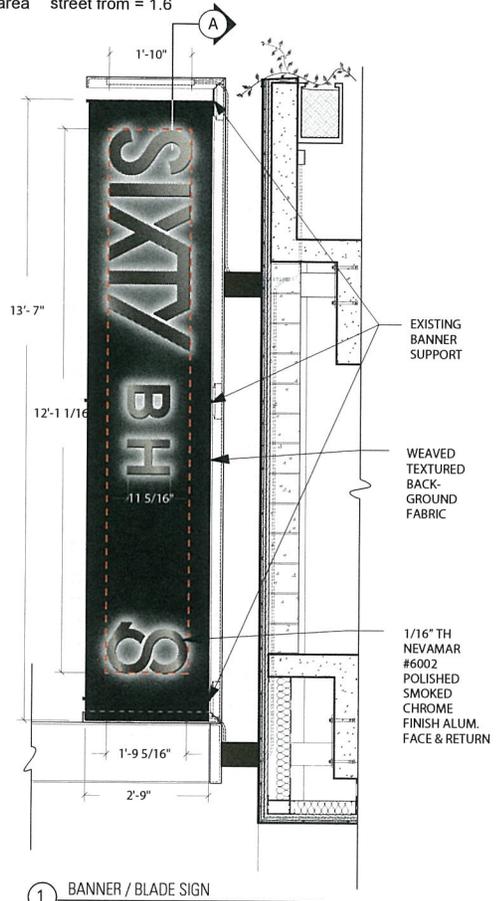
4 SECTION - CANOPY BOTTOM
SCALE: 1 1/2" = 1'-0"

Sign Code Information
10-4-604: BUSINESS IDENTIFICATION B-1. Number And Area Of Signs For Ground Floor Businesses: A ground floor business with street frontage may erect a business identification sign which is located on a street face of the building as the main entrance or address of the business which does not exceed two (2) square feet in area

for each in foot (1') of ground floor street frontage that such business occupies with the building. However, in no event shall such sign exceed one hundred (100) square feet.
 Street Frontage = 104'
 Sign S.F. = 65'
 Square Feet in area for each foot of street front = 1.6



2 BANNER / BLADE SIGN - SIDE VIEW
SCALE: 3/8" = 1'-0"



1 BANNER / BLADE SIGN
SCALE: 3/8" = 1'-0" 22.16 SQ FT

Sign Code Information

10-4-605: BUILDING IDENTIFICATION SIGNS:

B. Number And Area Of Signs: the total building identification sign area on any one side of a building shall not exceed two percent (2%) of the vertical surface area of such side, excluding penthouse walls.

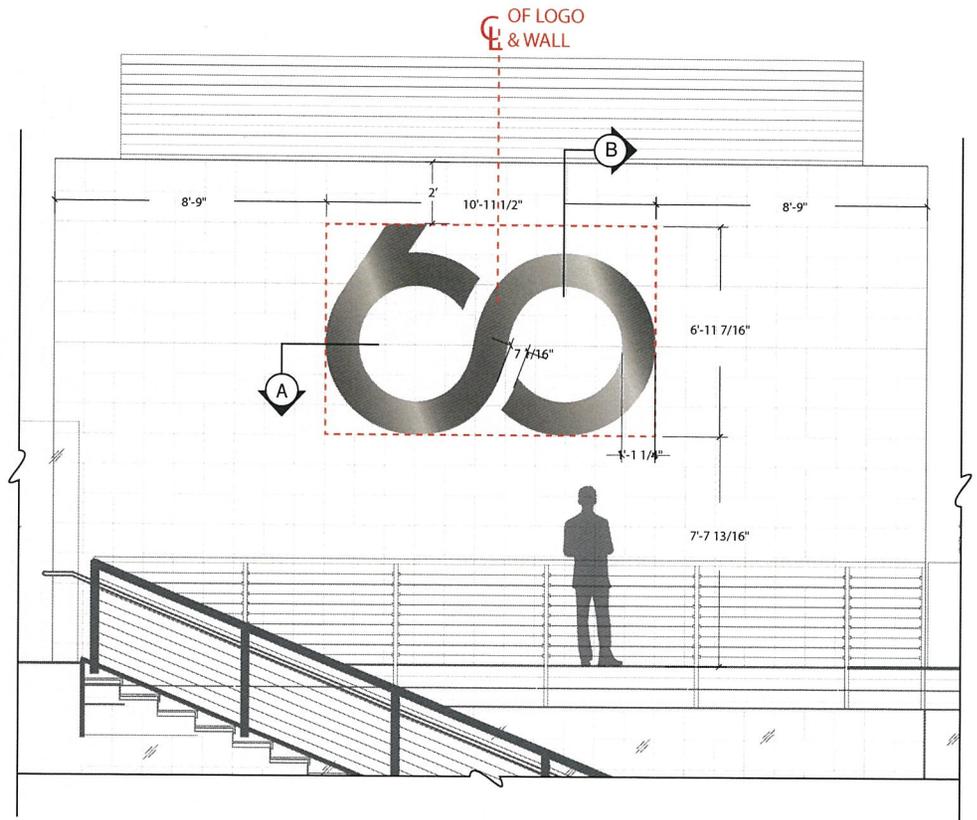
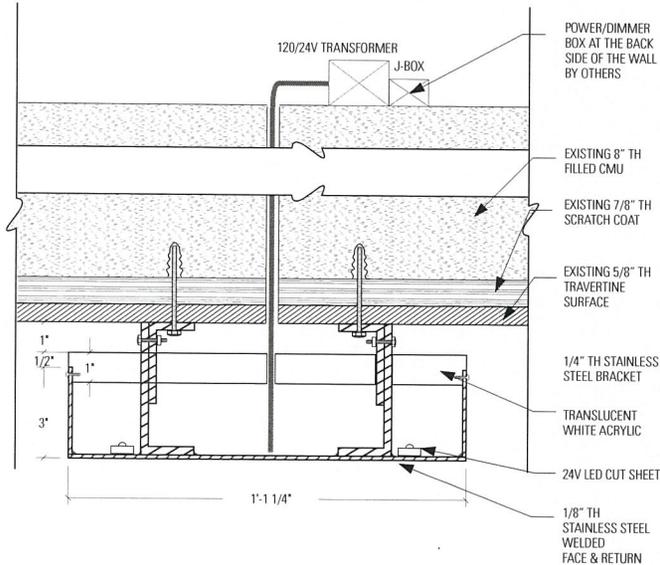
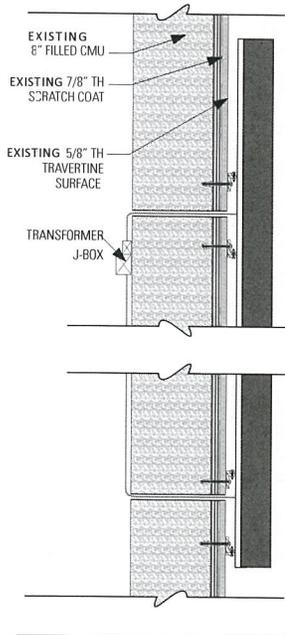
Vertical Surface Area = 7,725 s.f.

Sign Area = 116 s.f.

Percentage of Vertical Surface Area = 1.5 %

10-4-305: SIGNS PROJECTING FROM BUILDINGS:

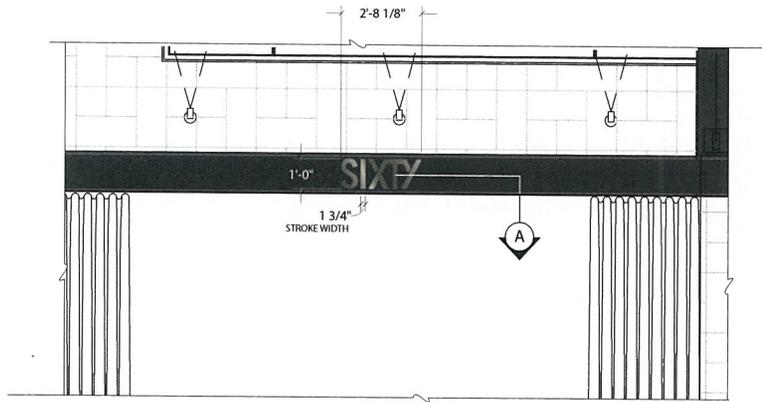
Permitted projecting signs shall not project from the wall of the building or structure to which they are attached more than thirty inches (30") and shall not exceed eight feet (8') in height. Projecting signs less than twelve (12') above grade shall be prohibited. Permitted projecting signs may project over public sidewalks. (Ord. 80-O-1775, eff. 12-5-1980)



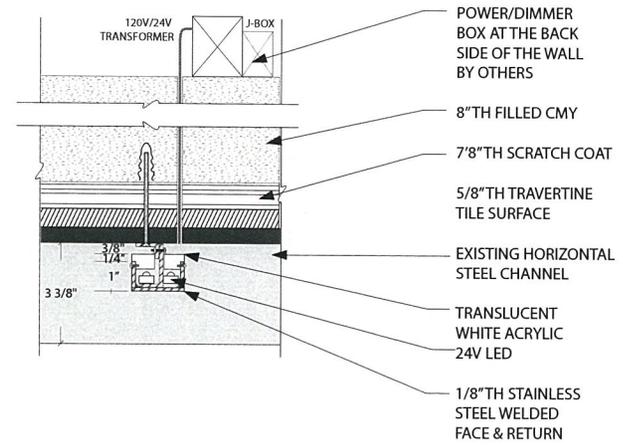
ⓑ LOGO ON ELEVATOR TOWER - SIDE VIEW
SCALE: 1" = 1'-0"

Ⓐ LOGO ON ELEVATOR TOWER - SECTION
SCALE: 3" = 1'-0" SYMBOL STROKE WIDTH 1'-1 1/4"

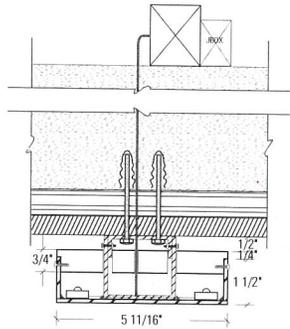
Ⓛ LOGO ON ELEVATOR TOWER - ELEVATION
SCALE: 1/4" = 1'-0" 76 SQ FT



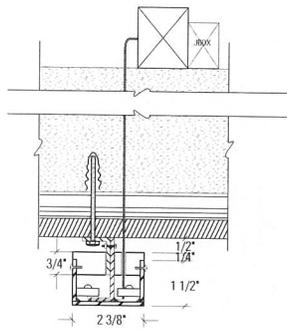
① DIMENSIONAL LETTERS - ELEVATION
SCALE: 1/4" = 1'-0" 2.67 SQ FT



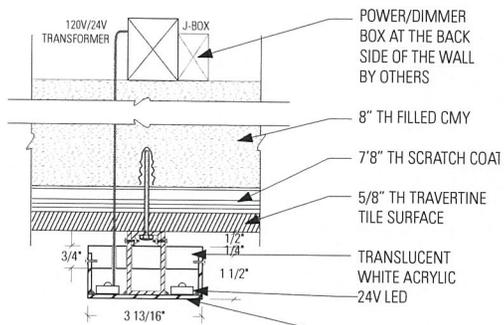
Ⓐ "SIXTY" LETTER ON CHANNEL - SECTION DRAWING
SCALE: 3" = 1'-0" 2.67 SQ FT



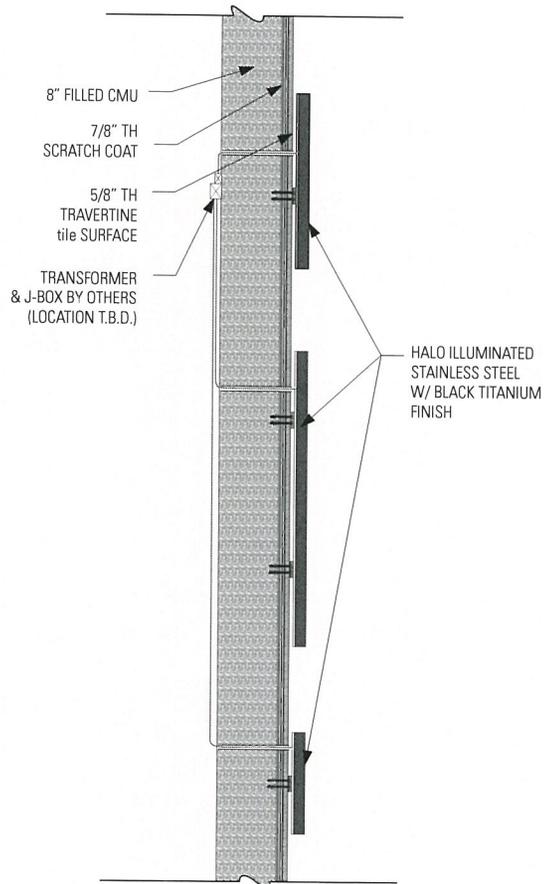
C "SIXTY" LETTERS - SECTION DRAWING
SCALE: 3" = 1'-0" STROKE WIDTH 5 11/16"



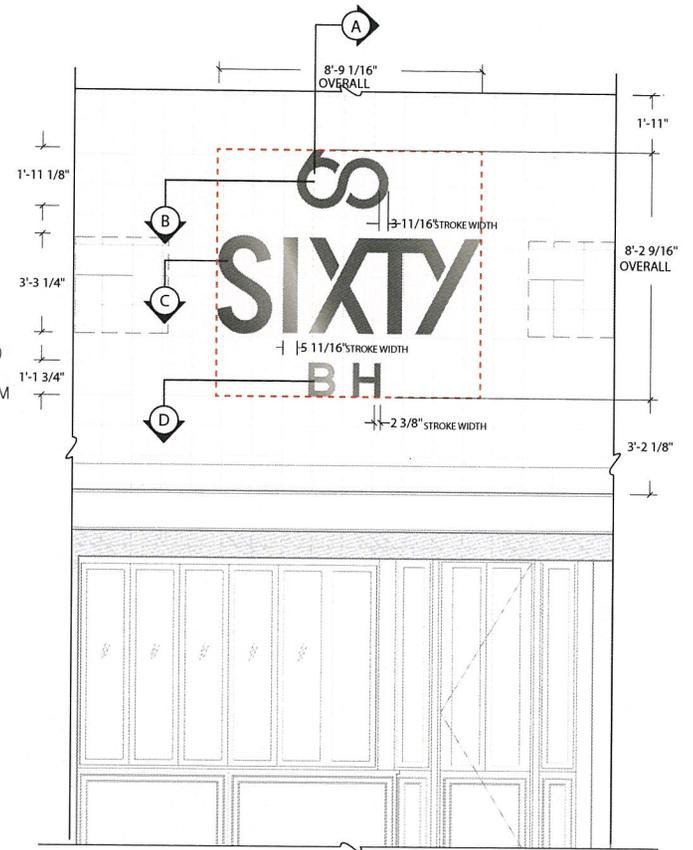
D "BH" LETTERS - SECTION DRAWING
SCALE: 3" = 1'-0" STROKE WIDTH 2 3/8"



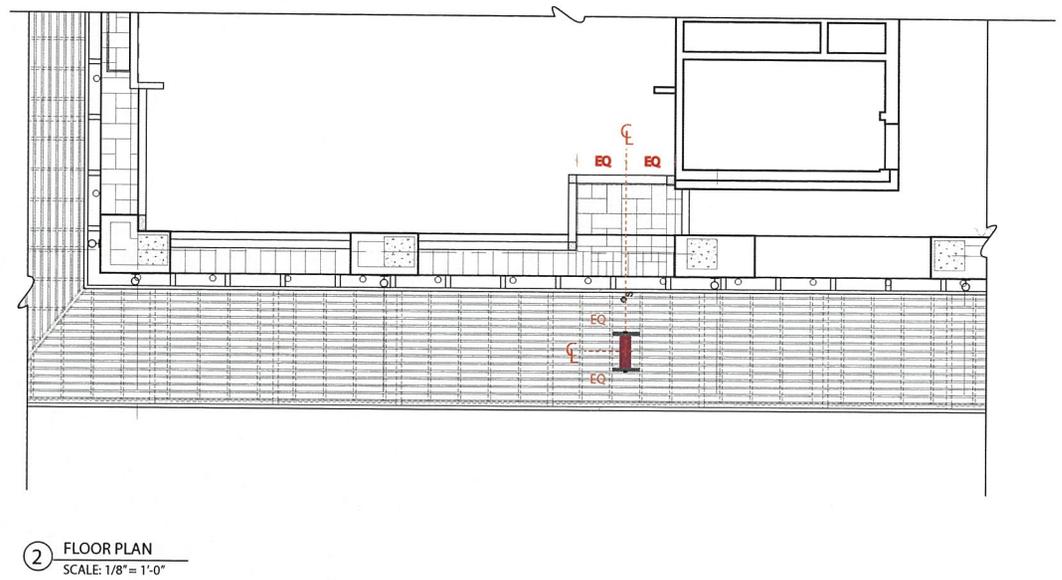
B INFINITY SYMBOL - SECTION DRAWING
SCALE: 3" = 1'-0" STROKE WIDTH 3 13/16"



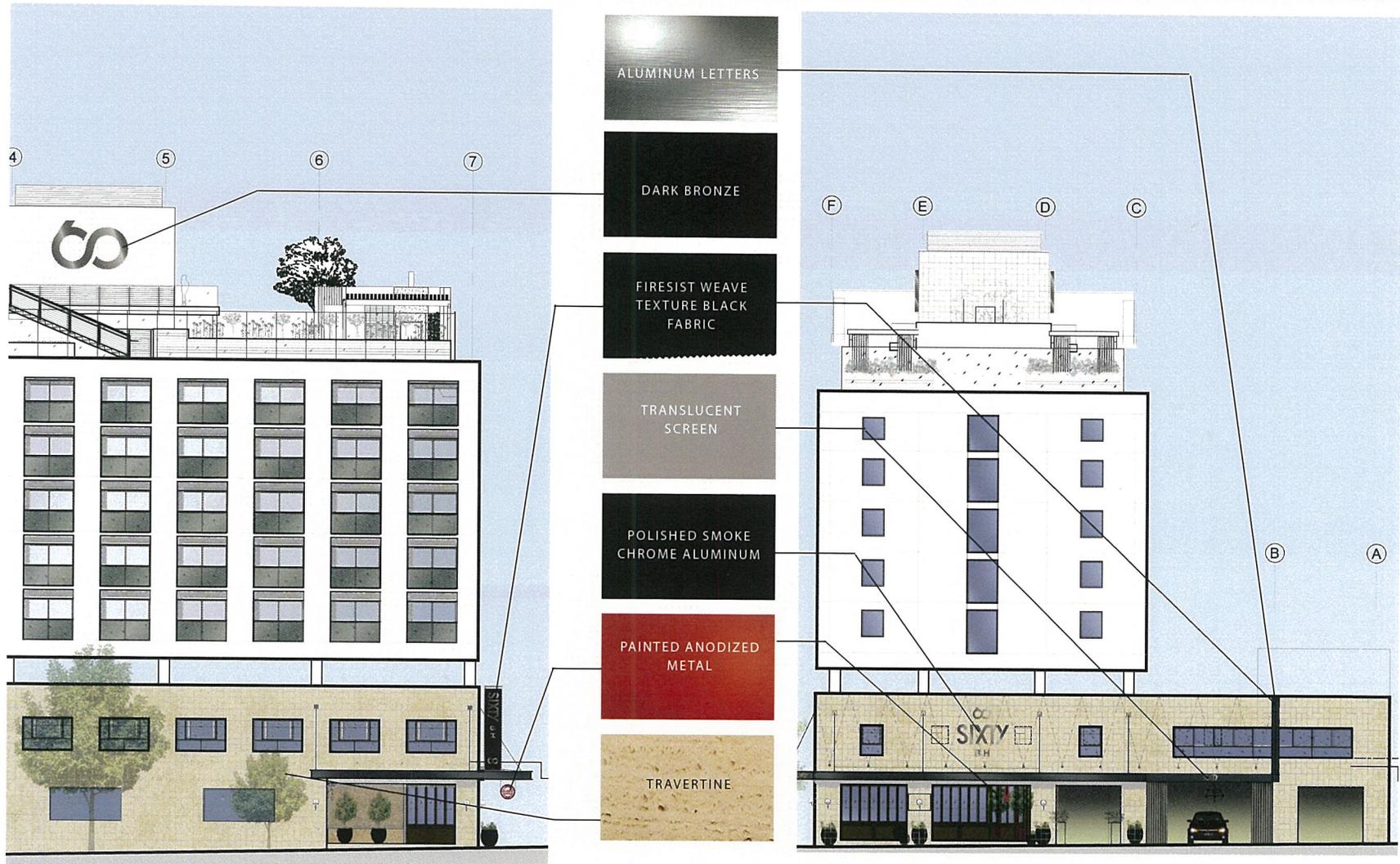
A WILSHIRE WALL SIGN - SIDE VIEW
SCALE: 3/4" = 1'-0"



1 LOGO ON WILSHIRE BLVD FACADE - ELEVATION
SCALE: 1/4" = 1'-0" 71.91 SQ FT









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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW BUILDING IDENTIFICATION SIGNAGE, A BANNER SIGN, A SIGN ACCOMMODATION TO ALLOW A PROJECTING SIGN, AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 9360 WILSHIRE BOULEVARD (PL1401746).

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

Section 1. Mitchell J. Dawson, agent, on behalf of the property owner, Beverly Pavilion LLC, LLC, and the tenant, Sixty Beverly Hills, (Collectively the “Applicant”), has applied for architectural approval of building identification signage, a banner sign, a sign accommodation to allow a projecting sign, and a sign accommodation for multiple business identification signs for the property located at 9360 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. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on February 19, 2014 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. Each building identification sign shall be reduced in size by fifty-percent, subject to final review and approval by City staff.
2. The primary business identification sign shall be reduced in size by fifty-percent, subject to final review and approval by City staff.
3. The ancillary business identification sign shall be reduced to a maximum letter height of 9”.

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: February 19, 2014

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission