



## Architectural Commission Report

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**Meeting Date:** Wednesday, February 19, 2014

**Subject:** **8484 WILSHIRE BOULEVARD**  
Request for approval of two ground signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.  
(PL1401758)

**Project agent:** Kirsten Weinoe

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

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### REPORT SUMMARY

The applicant is requesting review and approval of two ground signs for the commercial building located at 8484 Wilshire Boulevard. The ground signs, each with a sign area of 50 SF, are located on the Wilshire Boulevard frontage and the La Cienega Boulevard frontage (one per street) and consist of the following:

- Aluminum cabinet base with a cream stone marble capping;
- Halo-illuminated aluminum address letters, and;
- Internally-illuminated push-thru acrylic letters for building tenant signage.

Pursuant to §10-4-610 of the Beverly Hills Municipal Code (BHMC), ground signs shall not exceed 55 SF in area. Such signs are restricted to the street that the building represented by such sign has as its main entrance. As this property abuts two major boulevards in the city, Wilshire Boulevard and La Cienega Boulevard, the applicant may request one ground sign for each major boulevard street frontage.

*Note: All other building signs, business signs, and parking signs were conditionally approved by the Architectural Commission at their meeting on September 18, 2013 and are included for reference only.*

### URBAN DESIGN ANALYSIS

The proposed monument signs complement the building aesthetic, are placed appropriately on the property, and will enhance the streetscapes on both Wilshire Boulevard and La Cienega Boulevard

### 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.

#### 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](mailto:cgordon@beverlyhills.org)



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### **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. 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**

Public notification was not 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 (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):  
Upgrade (2) monument signs, (2) parking directional signs, Number of signs proposed:   
 (2) building address signs, (1) bank parking directional
- 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:**

Interior ground floor and mezzanine lobby renovation, including new drywall ceiling, new lighting fixtures, new glass and metal wall panels around the elevator lobby and glass railing at the mezzanine.  
 The installation of all the new elements, will be respecting the existing historic fixtures of the existing building.  
 The scope of work also includes the renovation of the main entrances storefronts as well as the tenant glass doors on the ground floor.  
 The exterior facade will include a new fiberglass canopy at both entrances to enhanced the already remarkable exterior of this project.

**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 type="checkbox"/> C-3    | <input type="checkbox"/> C-3A   | <input checked="" 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): \_\_\_\_\_

**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: William Pereira

**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	Primary Building Monument	2		50 sq ft EA	
2	Primary Parking Directional	2		16 18	
3	Building Address	2		64 EA	
4	Bank Parking Directional	1		16	
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: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUILDING ID SIGN(S)**

Material: Oil rubbed bronze, calcutta gold marble, acrylic push thru  
Texture /Finish: Smooth  
Color / Transparency: \_\_\_\_\_

**EXTERIOR LIGHTING**

Material: Existing conforming no change  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**PAVED SURFACES**

Material: Existing, no change  
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:**

Landscaping to remain in existing condition, no change

**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.**

With the understanding that this building is individually eligible for the California Register, under Criterion 3, we minimized the extent of our proposed design to add new structural clear glazing system, replacing existing on either side of building lobby. In support of the Historic Preservation Guidelines we are storing all existing glazing panels for future re-installation.

Note: This application is for upgrading monument and directional signage only.

**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.**

**2. The proposed design is not changing the existing design intent regarding internal or external noise, vibrations or any other related factors.**

**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.**

This design intent will enhance the value of the already noticeable building at the Gateway into Beverly Hills.

**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.**

Given that the exterior is materially not changing, keeps the building in harmony with the existing general plan for Beverly Hills.

**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 renovation doesn't affect any of the existing municipal codes or other laws regulations.



**Architectural Commission Report**

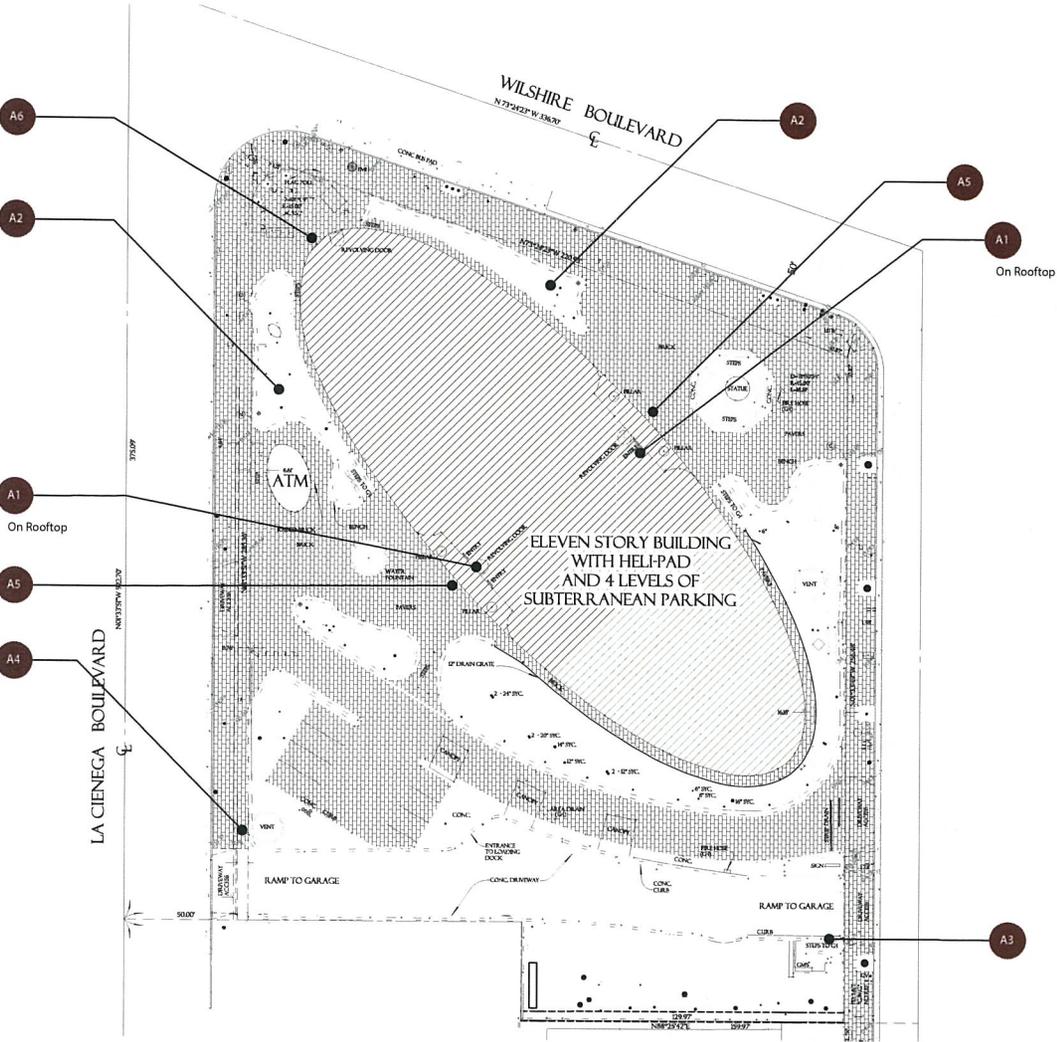
455 North Rexford Drive, Room 280-A

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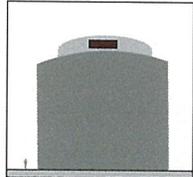
**Attachment B:**  
Project Design Plans



SIGN TYPE LOCATION PLAN & MENU



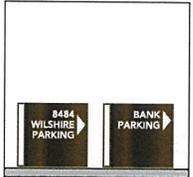
SITE SIGNAGE



A1 BUILDING TOP ID



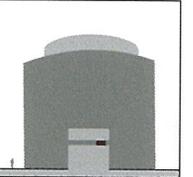
A2 PRIMARY ID MONUMENT



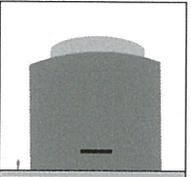
A3 PRIMARY DIRECTIONAL



A4 WALL DIRECTIONAL



A5 ADDRESS SIGN ON BROW



A6 TENANT ID

**Sign Excellence**  
 11129 VANOWEN STREET  
 NORTH HOLLYWOOD CA 91605  
 P: 818.308.1044  
 F: 818.308.1049

Design Firm

Project  
**8484 Wilshire**

Company  
**Douglas Emmett**

Work Order -      Drawn By  
 -                      **EV**

Date      Phase  
 10-15-13      Proof

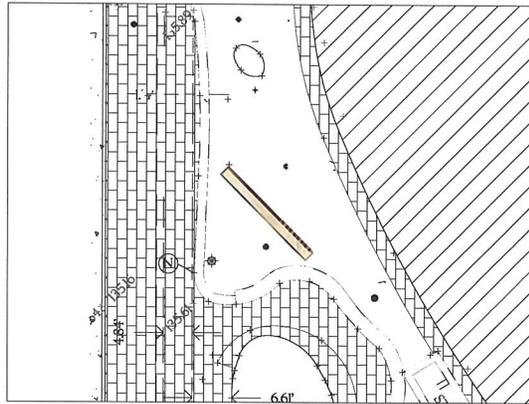
Revisions No.	Date	Phase	By
6	02-03-14	Proof	EV
▲			
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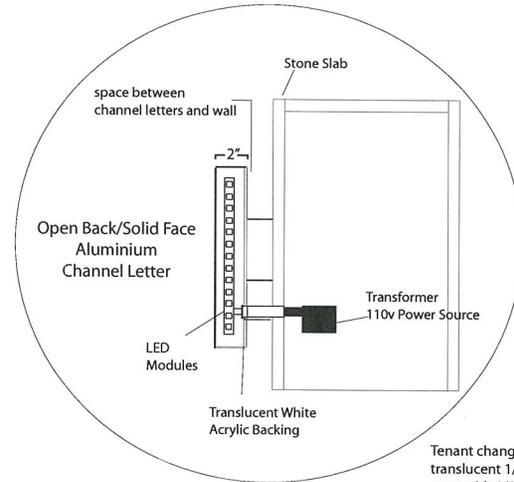
Sign Type Description  
**Monument**

Sign Type Code  
**Location Plan & Menu**

Sheet No.  
**6**



3 ENLARGED LOCATION PLAN



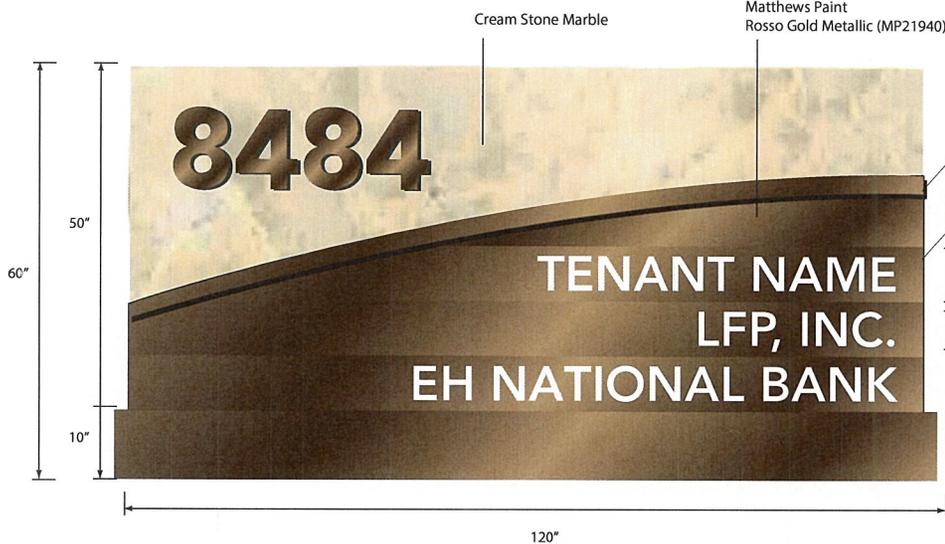
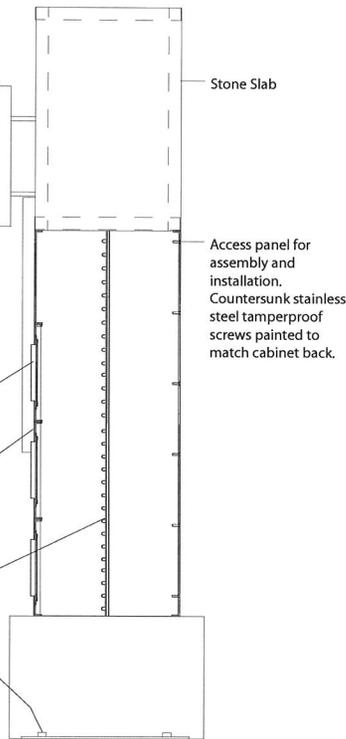
Tenant changeable panels to have push thru translucent 1/2" thick white acrylic copy with 1/8" thick translucent acrylic backer.

Fabricated S/F .090 aluminum illuminated cabinet with changeable panels and painted finish. Routed out copy with translucent acrylic push thru letters and acrylic backers.

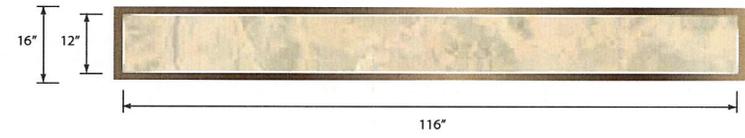
White LED module grid on removable aluminum backing.

Anchored to new concrete base

A2-PRIMARY ID MONUMENT



1 SIGNAGE ELEVATION



PLAN VIEW



11129 VANDWEN STREET  
NORTH HOLLYWOOD CA 91605  
P: 818.308.1044  
F: 818.308.1049

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Design Firm

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Project  
**8484 Wilshire**

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Company  
**Douglas Emmett**

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Work Order - Drawn By **EV**

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Date 10-15-13 Phase Proof

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Revisions No.	Date	Phase	By
6	02-03-14	Proof	EV

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Sign Type Description  
**Primary Tenant/Building Top ID**

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Sign Type Code

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**A.2**

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Sheet No.  
**11**

A2-PRIMARY ID MONUMENT



WILSHIRE BUILDING FACE



LA CIENEGA BUILDING FACE



Sign Excellence

11129 VANOWEN STREET  
NORTH HOLLYWOOD CA 91605  
P: 818.308.1044  
F: 818.308.1049

Design Firm

Project  
**8484 Wilshire**

Company  
**Douglas Emmett**

Work Order - Drawn By **EV**

Date 10-15-13 Phase **Proof**

Revisions No.	Date	Phase	By
6	02-03-14	Proof	EV
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Sign Type Description  
**Identification**

Sign Type Code

**A.2**

Sheet No.  
**12**



**Architectural Commission Report**

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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 TWO GROUND SIGNS FOR THE PROPERTY LOCATED AT 8484 WILSHIRE BOULEVARD (PL1401758).

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

Section 1. Kirsten Weinoe, agent, on behalf of the property owner, Douglas Emmett, (Collectively the "Applicant"), has applied for architectural approval of two ground signs for the property located at 8484 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 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 for this project.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the Director of Community Development, or designee, shall be submitted to the staff liaison to the Commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and

detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
  
7. **Substantial Compliance with Approved Plans.** The Director of Community Development, or designee, shall determine if changes to the approved project are in substantial compliance with the Commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
  
8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the Community Development Department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by 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

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission