



## Architectural Commission Report

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

**Subject:** CHASE BANK

**9465 Wilshire Boulevard**

Request for approval of a revision to a previously approved 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.  
(PL1402529)

**Project agent:** Steve Therriault

**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 a revision to a previously approved sign accommodation to allow multiple business identification signs for the existing Chase Bank establishment located at 9465 Wilshire Boulevard.

The applicant is proposing three (3) illuminated business identification signs, totaling 5.25 SF, located above the existing ATM vestibule at the corner entry to the building.

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 the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". For this tenant, the maximum business identification sign area is 100 SF; with the current request, the cumulative business identification sign area is proposed at 69 SF.

The applicant was previously approved for a sign accommodation for multiple business identification signs by the Architectural Commission on May 16, 2012. The currently requested signs were not part of this original approval and were installed, along with an illuminated blue wall surrounding the ATMs, at a later date. Due to maximum sign area standards set forth in the BHMC, the inclusion of the illuminated blue wall (which is considered a business identification sign) would result in the tenant exceeding such standards and has since been removed as part of the current proposal.

While the plans have been revised to indicate that the blue wall surrounding the ATMs is to be non-illuminated, a project-specific condition has been added to the draft approval resolution (Attachment C) requiring that all such electrical wiring currently installed for such illumination shall be removed in its entirety.

**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

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



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A  
AC Meeting – March 19, 2014

### **URBAN DESIGN ANALYSIS**

The applicant team has worked extensively with the Urban Design staff to present a project that complies with all standards set forth in the BHMC and that positively enhances the streetscape and important intersection of Wilshire Boulevard and North Beverly Drive. The three illuminated signs are appropriate in size and configuration to the storefront and will positively enhance the streetscape and nearby commercial areas.

### **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, March 7, 2014. To date, staff has not received any comments in regards to the submitted project.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A  
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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):  
Number of signs proposed:
  - Other: Interior illuminated signage: (3) illuminated ATM surrounds, and (1) illuminated glass wall
- 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:**

Three ATM surrounds made of aluminum and painted Chase Nickel (see sample). ATM surrounds have illuminated "Chase" push-thru copy. One background illuminated glass wall comprised of tempered glass w/vinyl, and panels behind the glass that illuminate w/leds. Sample to be provided.

**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):

**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	Window Sign(s)	3	3'-10" x 63 1/4"	2.10 x 3	10% of glazed area or 15sf
2	Window Sign(s)	1	14'-9 3/4" x 9'-11 5/8"	0	No branding on this element
3					
4					
5					

**B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):**

**FAÇADE** (List all material for all portions visible from the street)

Material: N/A

Texture /Finish:

Color / Transparency:

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

Material: N/A

Texture /Finish:

Color / Transparency:

**ROOF**

Material: N/A

Texture /Finish:

Color / Transparency:

**COLUMNS**

Material: N/A

Texture /Finish:

Color / Transparency:

**BALCONIES & RAILINGS**

Material: N/A

Texture /Finish:

Color / Transparency:

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

Material: N/A

Texture /Finish:

Color / Transparency:

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

**AWNINGS, CANOPIES**

Material: N/A

Texture /Finish:

Color / Transparency:

**DOWNSPOUTS / GUTTERS**

Material: N/A

Texture /Finish:

Color / Transparency:

**BUSINESS ID SIGN(S)** QTY. 3 INCLUDING 2 ILLUMINATED AND ONE NON-ILLUMINATED

Material: THE NON-ILLUMINATED LETTERS HAVE BLACK FACES WITH NICKEL RETURNS

Texture /Finish: THE LOGO HAS BLUE FACES AND RETURNS

Color / Transparency: THE 2 ILLUMINATED SIGNS MATCH THE BUILDING ID SIGN

**BUILDING ID SIGN(S)**

Material: .090 PAINTED ALUMINUM RETURNS WITH ACRYLIC FACES

Texture /Finish: GLOSS FINISH

Color / Transparency: BLACK LETTER FACES, NICKEL LETTER RETURNS, BLUE LOGO FACES & RETURNS

**EXTERIOR LIGHTING**

Material: N/A

Texture /Finish:

Color / Transparency:

**PAVED SURFACES**

Material: N/A

Texture /Finish:

Color / Transparency:

**FREESTANDING WALLS AND FENCES**

Material: N/A

Texture /Finish:

Color / Transparency:

**OTHER DESIGN ELEMENTS**

Material: N/A

Texture /Finish:

Color / Transparency:

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

N/A

**SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)**

**A** Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

1. *Describe* how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

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.

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.

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.

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.

1. The ATM surround with Chase copy across the header, as well as what Chase calls a "blue glowing wall," contribute to the beauty and high quality design aesthetic demanded in Beverly Hills, by the innovative use of architectural light and fine quality craftsmanship.
2. The proposed signage will have no effect on the environment regarding noise, or vibrations which may make the environment less desirable.
3. The proposed signage enhances the appearance of the vestibule of the building, and provides exposure to the public.
4. The ATM signage proposed is in harmony with other banks and businesses in the area, and the blue glowing wall is also utilizing elements of light that many businesses are now adopting.
5. The intent of the ATM surround with Chase copy is to identify to the customer what ATM they are using, and provides a sense of security to the end user. The blue glowing wall & ATM surrounds when originally brought forth for permitting were asked to be removed from the permit package that was going to ARC. Chase had every intention of legally conforming to the standards of the applicable laws. The blue glowing wall was also noted on the Architect's Tenant Improvement plans, again with the intention to be reviewed by the City for conformance.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – March 19, 2014

**Attachment B**

Project Design Plans



WILSHIRE BLVD.

FLOOR PLAN  3/32" = 1'-0"



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**JP Morgan Chase Bank  
 #24501**

Wilshire and Beverly  
 9465 Wilshire Blvd  
 Beverly Hills, CA 90212

Date: 12/03/13  
 Salesperson: Arthur Navarro  
 Coordinator: Randi Zeigler  
 Designer: b.jones  
 Scale: As noted

**Revisions**

△	△
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**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY, COLORS & SIZES**

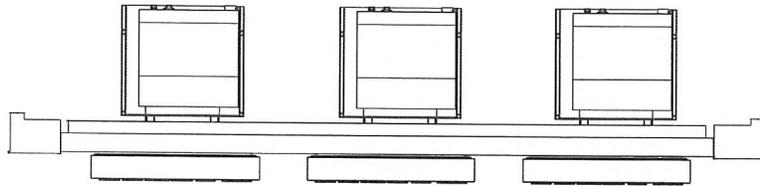
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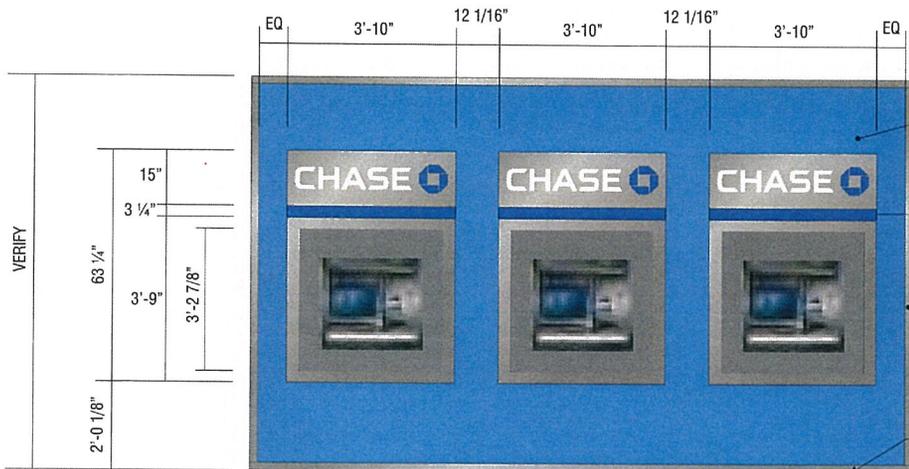
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Work Order Number: 61741



TOP VIEW SCALE: 3/8" = 1'-0"



FRONT VIEW SCALE: 3/8" = 1'-0"



SIDE VIEW

1/2" ANNEALED LAMINATED GLASS WITH SECOND SURFACE 3M #3630-127 BLUE VINYL AND 3M #7725-114 TRANSPARENT FILM OVER BLUE VINYL

BLUE GLOWING WALL ATM SURROUND TYP.

VISTAWALL STOREFRONT EXTRUSION SYSTEM WITH #WW-402 MULLION, #WW-162 PRESSURE PLATE & #WW-110 FACE CAP (PAINT EXPOSED SURFACES TO MATCH MATTHEWS #Mp18101 CHASE LIGHT NICKEL GLOSS FINISH)

FINISHED FLOOR (GRADE)

STEEL SLED FOR ATM MACHINE

ATM MACHINE (NCR 6634 SHOWN FOR ILLUSTRATION)

ALL EXPOSED FASTENER HEADS SHALL BE PAINTED TO MATCH THE EXTERIOR CABINET FINISH

NOTES:

- Design is based on 90 mph 3 sec gust design wind speed per IBC 2006, Exposure C.
- No additional wind catching surfaces are added to the building structure, the customer's building engineer is to determine the adequacy of the supporting structure.
- Steel tube shall be free from defects and shall meet ASTM A500 grade B with a minimum yield strength of 46000 psi. Steel plate & angle shall meet ASTM A36. Aluminum shapes shall be extruded from 6061-T6 alloy. Aluminum sheet shall be 3003-H14 alloy. Aluminum plate shall be 5052-H34 alloy.
- Structural bolts shall be zinc coated A325, unless otherwise noted. All other fasteners shall be stainless steel or otherwise coated to prevent corrosion.
- Welds shall be made with E70xx electrodes for steel and with a 4000 series filler for aluminum by persons qualified in accordance with AWS standards within the past two years.
- All wall penetrations shall be sealed to prevent water intrusion.
- This design is prototypical and should not be used for site specific applications unless deemed suitable by a competent Professional Engineer.



**N8 BLUE WALL N5 N6 N7 ATM SURROUNDS**  
**SIGN TYPE BLUE WALL ATM**  
**MANUFACTURE AND INSTALL ONE (1) BLUE WALL BEHIND ATM SURROUNDS**

NON-ILLUMINATED



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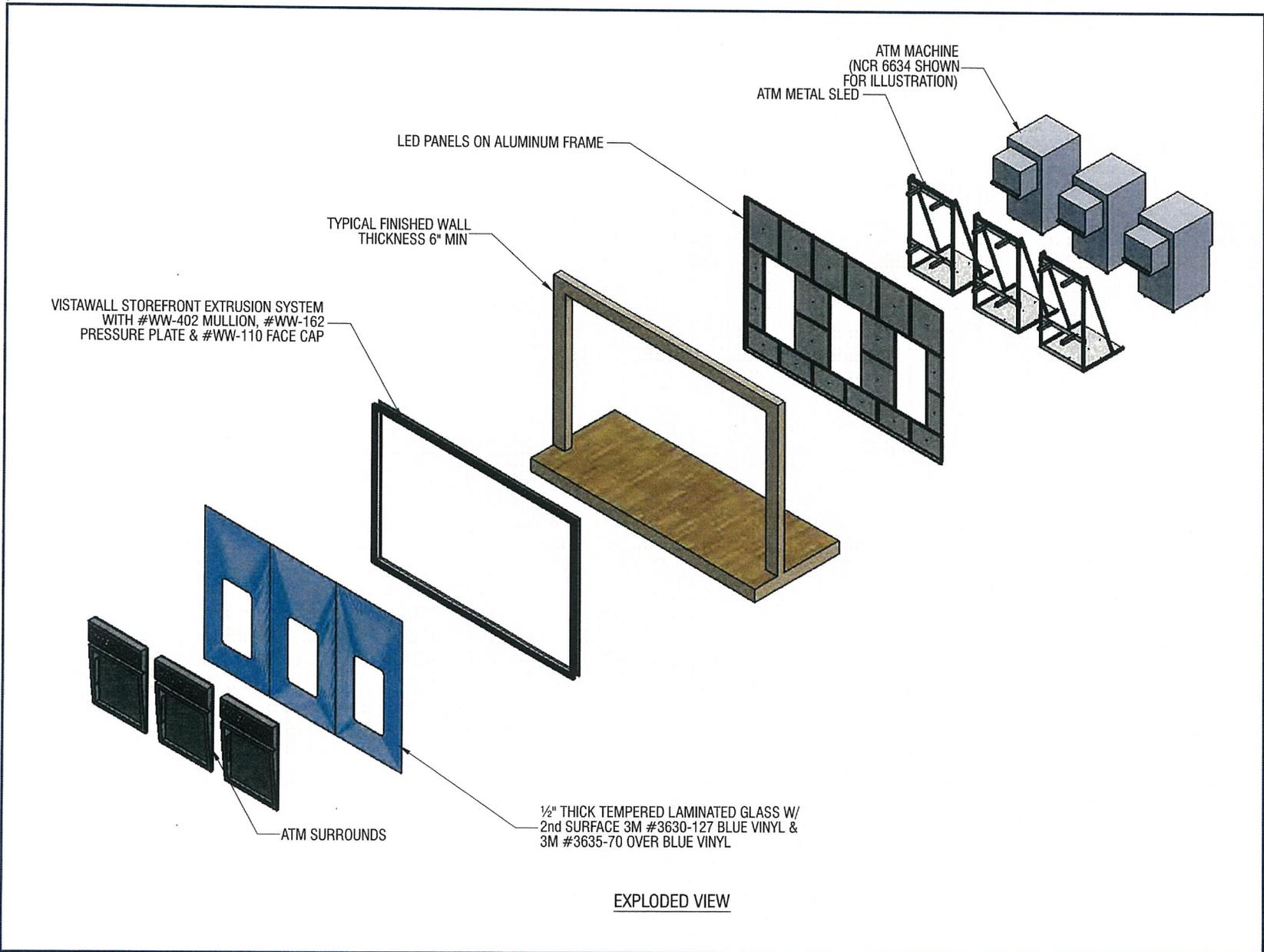
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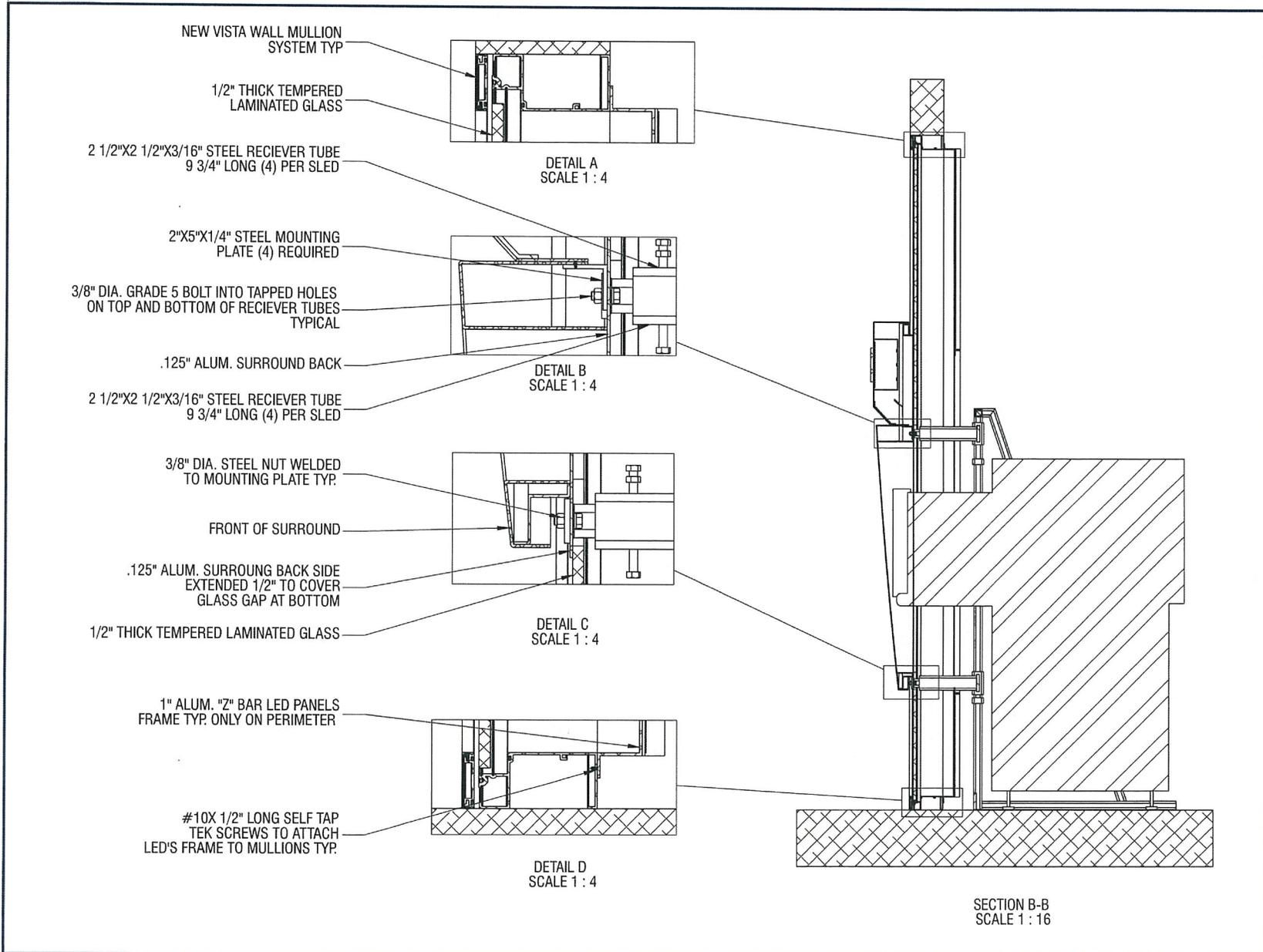
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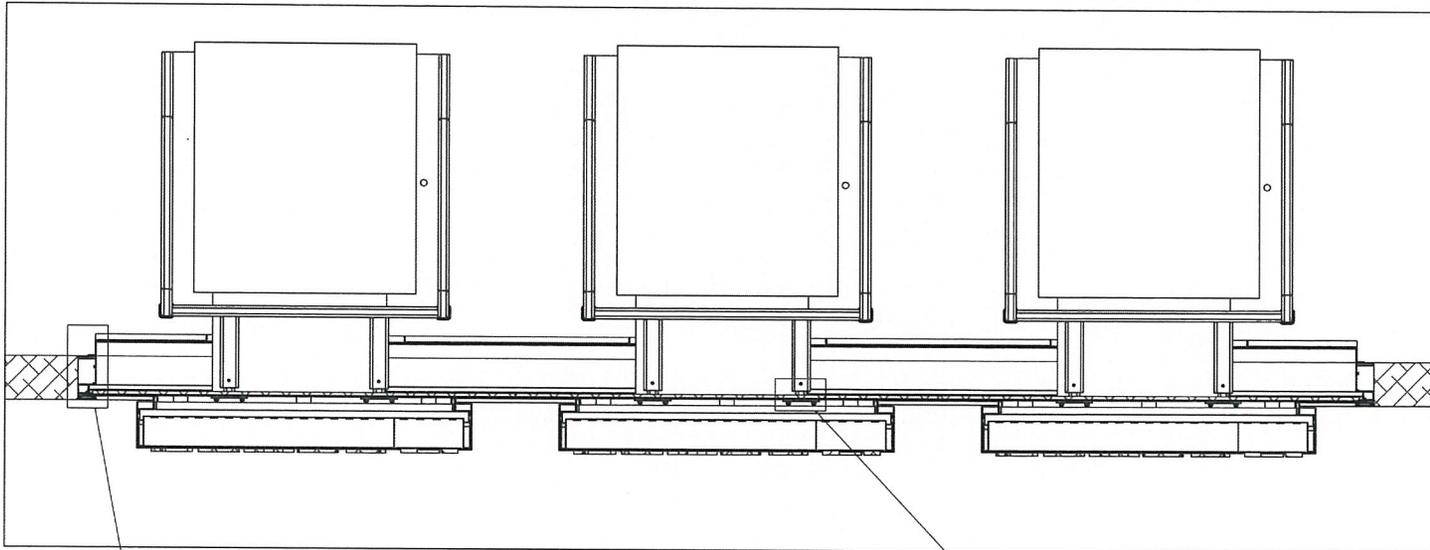
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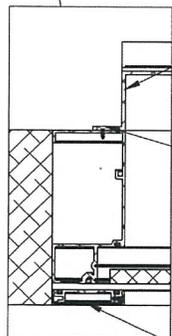
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SECTION A-A  
SCALE 1 : 16



DETAIL A  
SCALE 1 : 4

1" ALUM. "Z" BAR LED PANELS  
FRAME TYP. ONLY ON PERIMETER

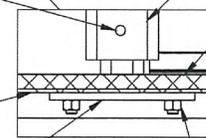
#10X 1/2" LONG SELF TAP  
TEK SCREWS TO ATTACH  
LED'S FRAME TO MULLIONS TYP.

NEW VISTA WALL MULLION  
SYSTEM TYP.

3/8" DIA. GRADE 5 BOLT INTO  
TAPPED HOLES ON TOP AND  
BOTTOM OF RECIEVER TUBES  
TYPICAL

.125" ALUM. SURROUND BACK

2"X5"X1/4" STEEL MOUNTING  
PLATE (4) REQUIRED



DETAIL B  
SCALE 1 : 4

2 1/2"X2 1/2"X3/16"  
STEEL RECIEVER TUBE  
9 3/4" LONG  
(4) PER SLED

1/2" THICK TEMPERED  
LAMINATED GLASS

3/8" DIA. STEEL NUT  
WELDED TO MOUNTING  
PLATE TYP.



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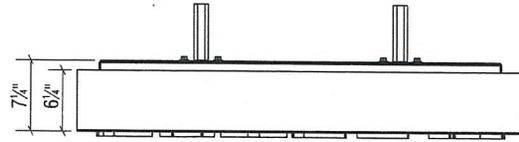
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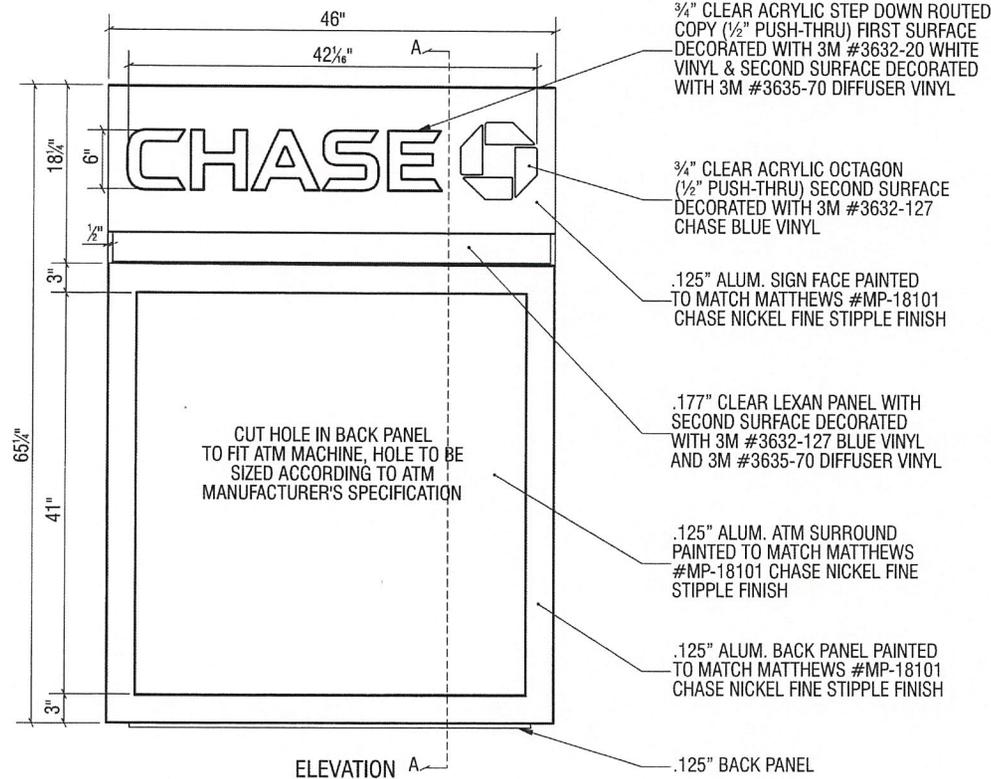
BASE COAT:\* 3-4 MEDIUM COATS OF MAP SVOC2471 FOR BASE COAT.  
 ALLOW TO AIR DRY 12-24 HRS OR FORCE DRY AT 200 DEG. F. FOR 15MIN.  
 STIPPLE FINISH COAT:\* MIX MAP SVOC1761 WITH CATALYST BUT\_\*NO\*\_REDUCER;  
 SET PRESSURE POT AT 18-20 PSI TANK PRESSURE AND  
 20-25 PSI ATOMIZING AIR AT THE PAINT GUN -  
 USE 1.0 TO 1.2 FLUID NOZZLE.  
 APPLY 5-6 PASSES OF A FINE TIGHT STIPPLE



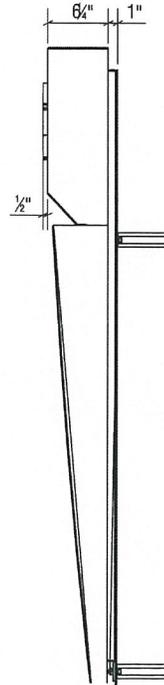
TOP VIEW

N5 N6 N7 SIGN TYPE CUSTOM SUR-TTW-U

MANUFACTURE AND INSTALL THREE (3) INTERNALLY ILLUMINATED ATM SURROUNDS



ELEVATION A



SIDE VIEW

ALL EXPOSED FASTENER HEADS SHALL BE PAINTED TO MATCH THE EXTERIOR CABINET FINISH



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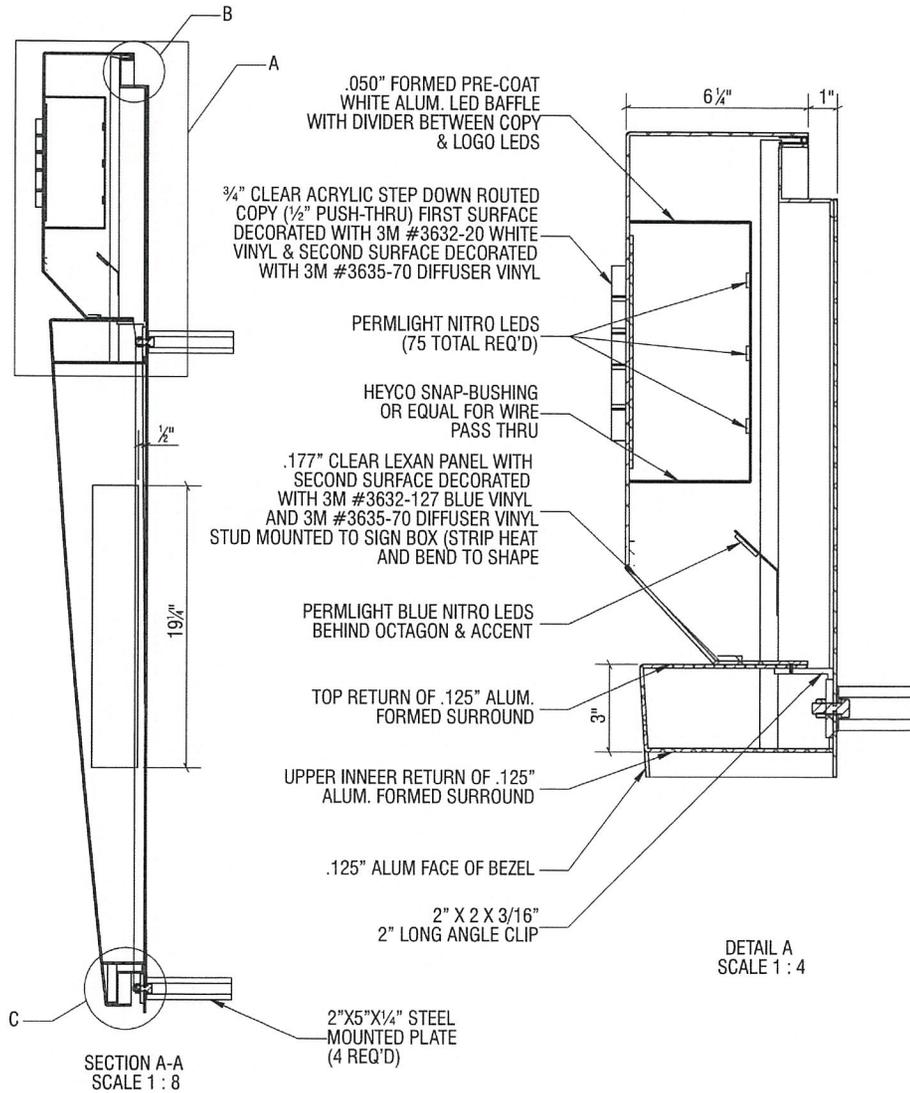
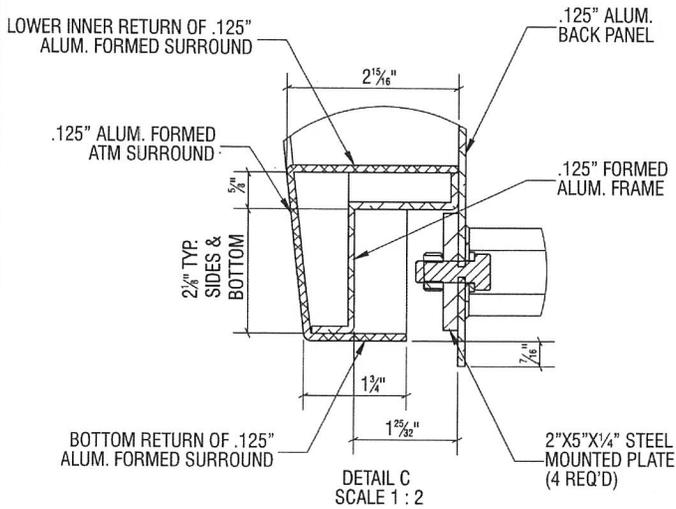
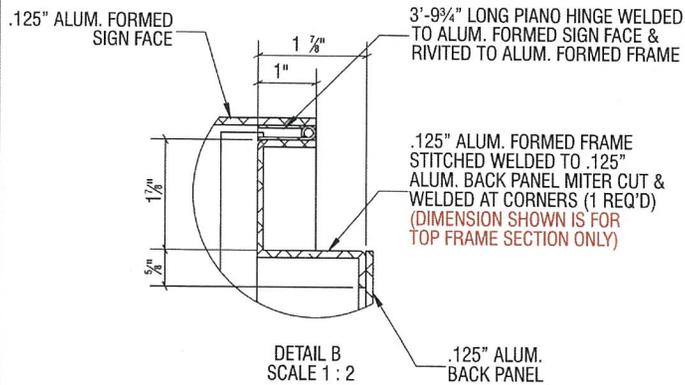
Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
**COPY COLORS & SIZES**

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**RESPONSIBILITY OF OTHERS!**

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**EXISTING CONDITIONS**



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**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – March 19, 2014

**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 A REVISION TO A PREVIOUSLY APPROVED SIGN ACCOMMODATION TO ALLOW MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 9465 WILSHIRE BOULEVARD (PL1402529 – CHASE BANK).

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

Section 1. Steve Therriault, agent, on behalf of the property owner, Beverly Wilshire Owner, LP, and the tenant, Chase Bank, (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved sign accommodation to allow multiple business identification signs for the property located at 9465 Wilshire Boulevard.

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

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

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

colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. 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 March 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. All electrical wiring and all associated components utilized for the blue wall surrounding the ATMs shall be removed in its entirety in order to comply with the Beverly Hills Municipal Code.

Standard Conditions

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

6. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
  
7. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
  
8. **Substantial Compliance with Approved Plans.** The Director of Community Development, or designee, shall determine if changes to the approved project are in substantial compliance with the Commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
  
9. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

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

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: March 19, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission