



Architectural Commission Report

Meeting Date: Wednesday, May 21, 2014

Subject: **STEINWAY PIANO GALLERY (PL1406988)**
8801 Wilshire Boulevard

Request for approval of a revision to a sign program and a sign accommodation for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Mark Allen – American Signs

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 a revision to a sign program and a sign accommodation for multiple business identification signs for the new Steinway Piano Gallery located at 8801 Wilshire Boulevard.

A sign program was approved for the building by the Architectural Commission at their meeting on February 20, 2013. The sign program consists of twelve inch (12") white vinyl letters located on the frosted portion of each storefront (electronic plans are not available at this time).

The applicant is currently proposing signage that is not consistent with the sign program for the corner tenant space of the building, configured as follows:

- One (1) façade-mounted 26.9 SF sign adjacent to Wilshire Boulevard;
- One (1) façade-mounted 26.9 SF sign adjacent to North Robertson Boulevard, and;
- One (1) façade-mounted 7.25 SF sign adjacent to the corner entry

Each sign consists of internally-illuminated, white acrylic letters with aluminum returns painted in a glossy black color. Each sign is connected to the building by two aluminum tube raceways.

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 retail tenant, the maximum business identification sign area is 100 SF (based on a storefront width of approximately 96'-8").

URBAN DESIGN ANALYSIS

The proposed signage material and illumination is an improvement from the existing sign program; however, the signs appear too large on the building façade. As such, it is recommended that the signs

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

be reduced to a maximum letter height of 12” and spaced on the façade accordingly. Additionally, the aluminum tube raceways should be painted to match the building so as to blend more appropriately.

Project-specific conditions have been incorporated into the draft approval resolution (Attachment C); however, the Commission may choose to amend, add, or remove in their entirety any project-specific conditions as a result of their discussion and analysis of the project.

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 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.

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, May 9, 2014. To date, staff has not received any comments in regards to the submitted project.



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AC Meeting – May 21, 2014

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: 3
 - 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:

The scope is as follows

- New business I.D. sign on Wilshire Blvd.
- New business I. D. sign on Robertson Blvd.
- New business logo on corner of building

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	Wall Sign	1	16.5" x 240"	27.5	
2	Wall Sign	1	16.5" x 240"	27.5	
3	Wall Sign Logo	1	36" x 29"	7.25	
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)

Material: Aluminum and polycarbonate. L.E.D Illuminated
Texture /Finish: Gloss
Color / Transparency: Powder Coated Black Aluminum and White Translucent Vinyl

BUILDING ID SIGN(S)

Material: _____
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: 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.

The new signs will have a soft glow of green and yellow as opposed to the existing harsh white light.

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.

N/A

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 new signs meet or exceed the level of quality and craftsmanship required by the city of 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.

N/A

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 proposed signs conform to the standards of the municipal code.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

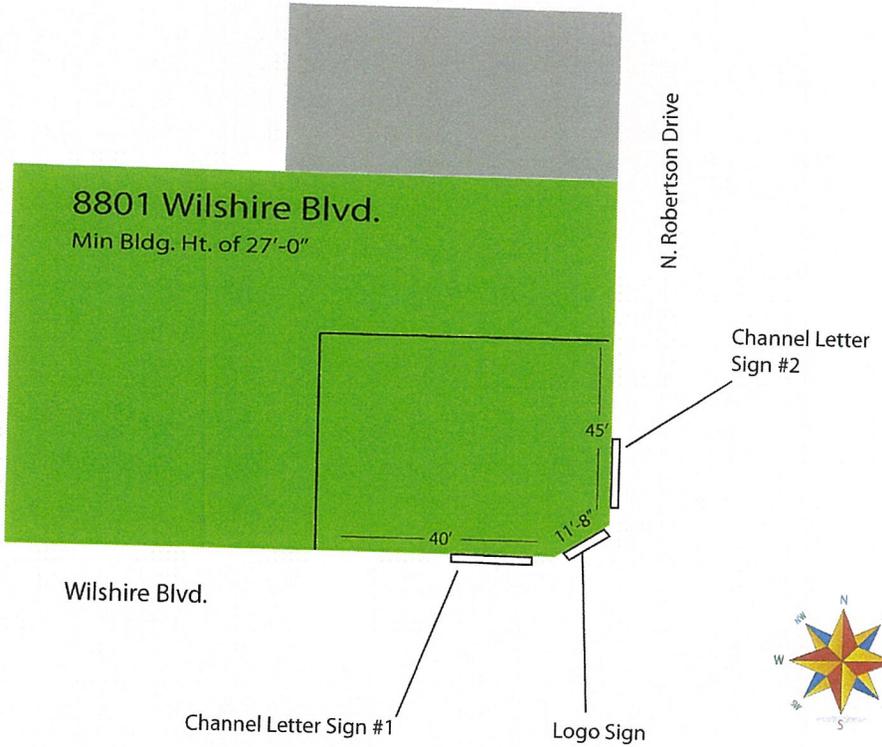
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Attachment B
Project Design Plans



AMERICAN SIGNS

PHONE : (323) 938-7446
 FAX : (323) 938-7447
 WWW.AMERICANSIGNSINC.COM
 INFO@AMERICANSIGNSINC.COM



PROJECT: STEINWAY PIANO GALLERY

REVISIONS			DRAWN BY		DWG. DATE	
REV. #	DATE:	BY:	Mark Allen	3-26-14		
1	5-5-14					

PROJECT LOCATION: 8801 Wilshire Blvd.

ALL DRAWINGS ARE THE PROPERTY OF AMERICAN SIGNS CA., L.L.C TO BE USED FOR CONCEPTUAL PURPOSES ONLY UNTIL SIGNED AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE OF THESE DRAWINGS FOR OTHER PURPOSES IS PROHIBITED.

8801 Wilshire Blvd. PL# 1406988
 Revise Sign "Steinway Piano" 5/5/14



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FAX: (323) 938-7447
WWW.AMERICANSIGNSINC.COM
INFO@AMERICANSIGNSINC.COM



Wilshire Blvd. Elevation

PROJECT:

STEINWAY PIANO GALLERY

REVISIONS

REV. # DATE: BY:

PROJECT LOCATION:

DRAWN BY

Mark Allen

DWG. DATE

3-26-14

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N. Robertson Drive Elevation

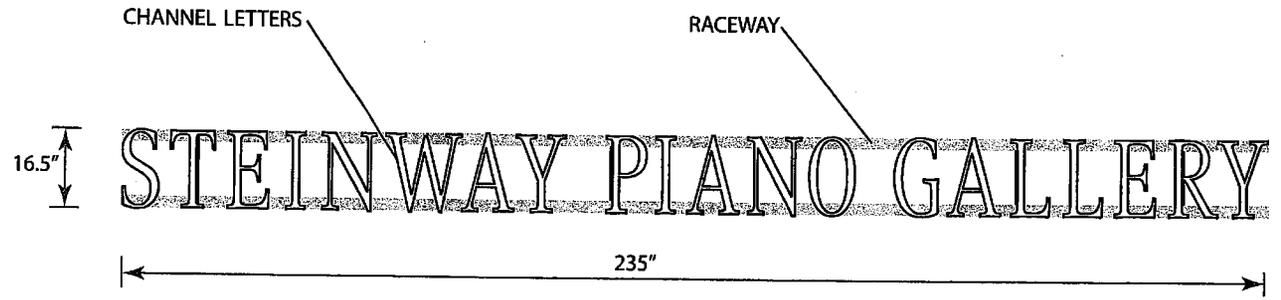
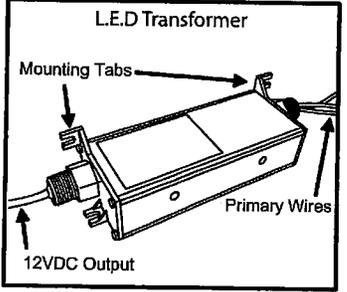
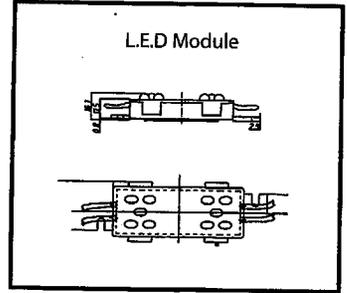
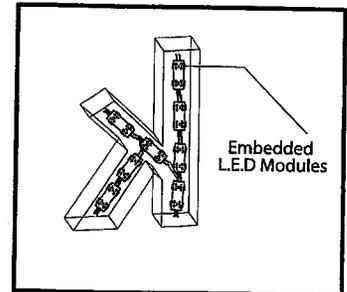
PROJECT: STEINWAY PIANO GALLERY	REVISIONS	DRAWN BY	DWG. DATE	ALL DRAWINGS ARE THE PROPERTY OF AMERICAN SIGNS CA., L.L.C TO BE USED FOR CONCEPTUAL PURPOSES ONLY UNTIL SIGNED AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE OF THESE DRAWINGS FOR OTHER PURPOSES IS PROHIBITED.
	REV. # 1 DATE: 5-5-14 BY: <input type="checkbox"/>	Mark Allen	3-26-14	
PROJECT LOCATION: 8801 Wilshire Blvd.				



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BUSINESS IDENTIFICATION SIGNS #1 & #2



CHANNEL LETTER SIGN

TYPICAL

sign area= 26.9 s.f.

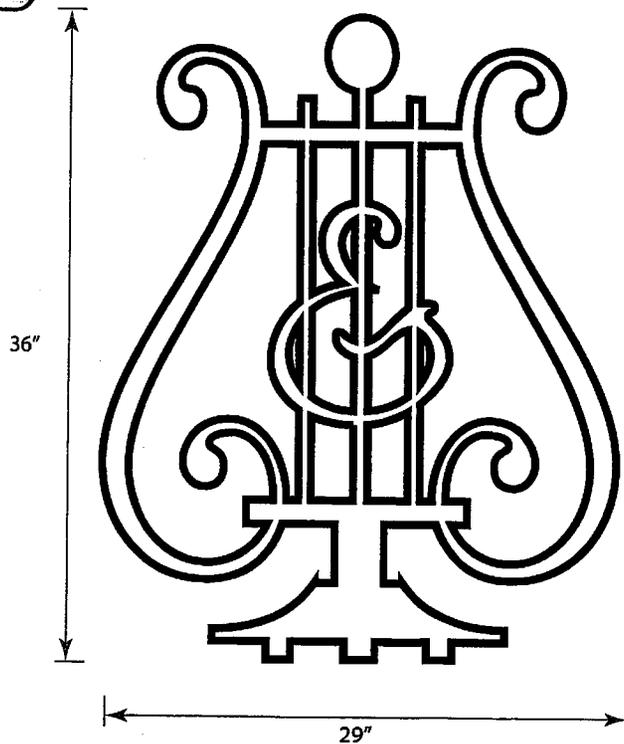
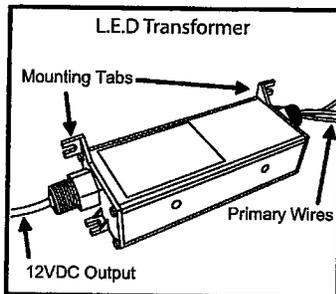
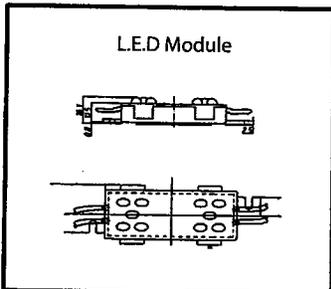
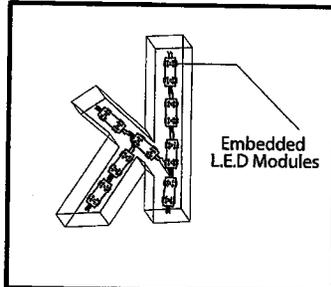
PROJECT: STEINWAY PIANO GALLERY	REVISIONS	DRAWN BY	DWG. DATE	ALL DRAWINGS ARE THE PROPERTY OF AMERICAN SIGNS CA., L.L.C TO BE USED FOR CONCEPTUAL PURPOSES ONLY UNTIL SIGNED AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE OF THESE DRAWINGS FOR OTHER PURPOSES IS PROHIBITED.
	REV. # 2	DATE: 4-21-14	BY: []	
PROJECT LOCATION: 8801 Wilshire Blvd.				



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 WWW.AMERICANSIGNSINC.COM
 INFO@AMERICANSIGNSINC.COM

LOGO SIGN #3



CHANNEL LETTER / LOGO SIGN

TYPICAL

sign area= 7.25 s.f.

PROJECT: STEINWAY PIANO GALLERY	REVISIONS	DRAWN BY	DWG. DATE	ALL DRAWINGS ARE THE PROPERTY OF AMERICAN SIGNS CA., LLC TO BE USED FOR CONCEPTUAL PURPOSES ONLY UNTIL SIGNED AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE OF THESE DRAWINGS FOR OTHER PURPOSES IS PROHIBITED.
	REV. # 1	DATE: 4-21-14	BY: []	
PROJECT LOCATION: 8801 Wilshire Blvd.				



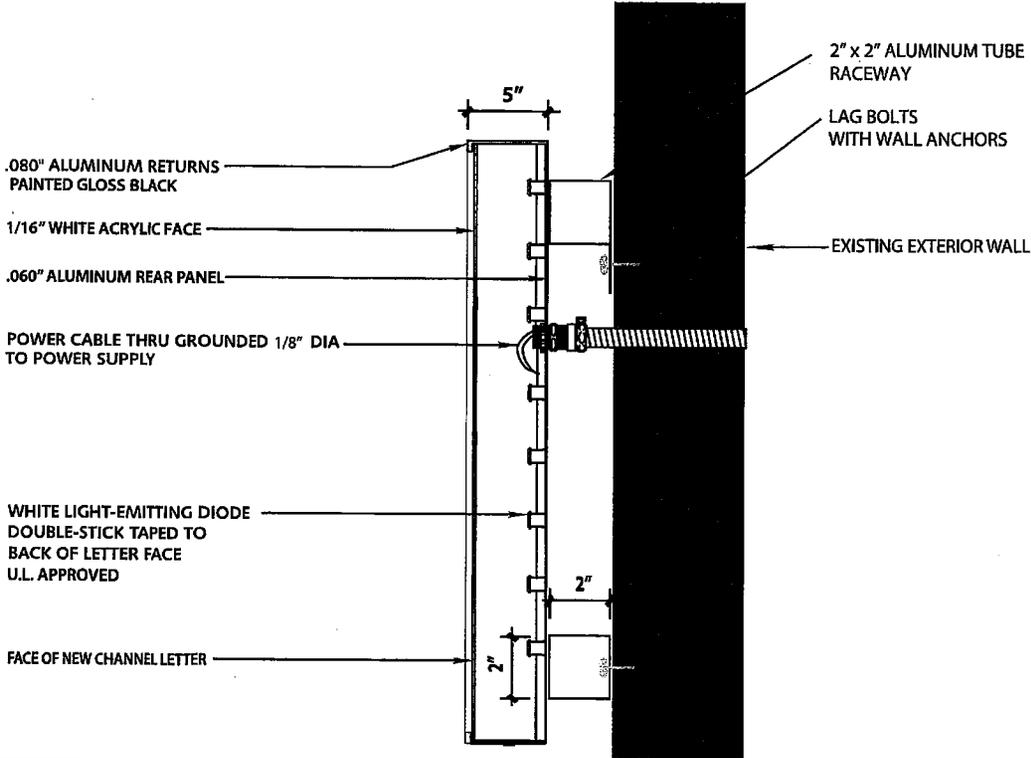
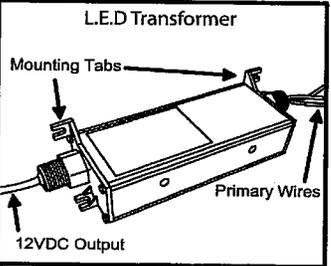
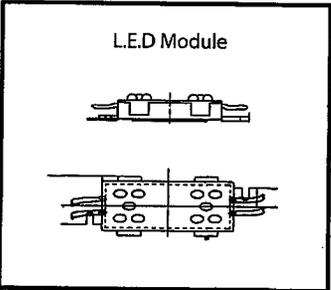
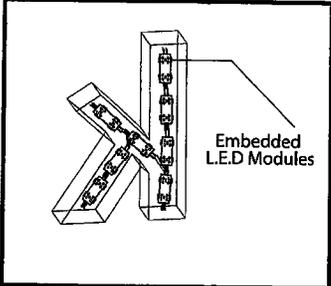
AMERICAN SIGNS

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PRIMARY SIGNAGE

CHANNEL LETTER SECTION

TYPICAL N.T.S.



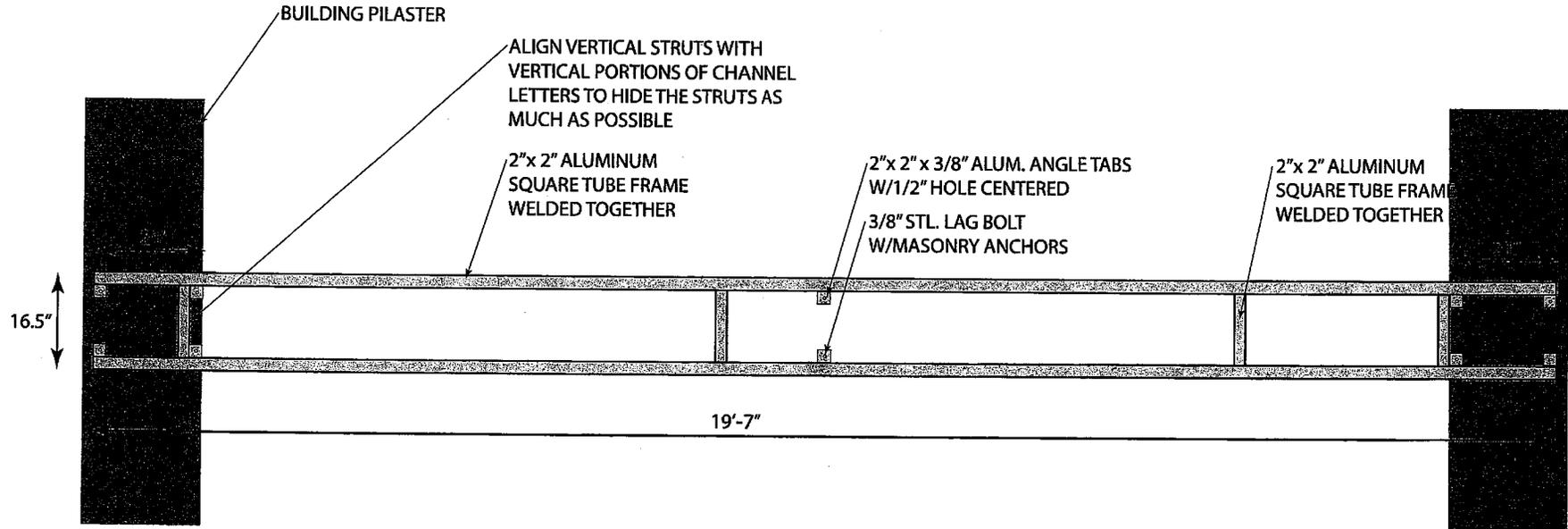
PROJECT: STEINWAY PIANO GALLERY	REVISIONS REV. # <input type="text"/> DATE: 4-21-14 BY: <input type="text"/>	DRAWN BY Mark Allen	DWG. DATE 3-26-14	ALL DRAWINGS ARE THE PROPERTY OF AMERICAN SIGNS CA., L.L.C TO BE USED FOR CONCEPTUAL PURPOSES ONLY UNTIL SIGNED AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE OF THESE DRAWINGS FOR OTHER PURPOSES IS PROHIBITED.
	PROJECT LOCATION: 8801 Wilshire Blvd.			



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RACEWAY



RACEWAY FOR CHANNEL LETTER SIGN

TYPICAL

PROJECT:
STEINWAY PIANO GALLERY

REVISIONS
 REV. # **2** DATE: **4-21-14** BY:

DRAWN BY **Mark Allen** DWG. DATE **3-26-14**

PROJECT LOCATION: **8801 Wilshire Blvd.**

ALL DRAWINGS ARE THE PROPERTY OF AMERICAN SIGNS CA., LLC TO BE USED FOR CONCEPTUAL PURPOSES ONLY UNTIL SIGNED AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE OF THESE DRAWINGS FOR OTHER PURPOSES IS PROHIBITED.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 21, 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 FOR A REVISION TO A SIGN PROGRAM AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 8801 WILSHIRE BOULEVARD (PL1406988 – STEINWAY PIANO GALLERY).

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

Section 1. Mark Allen, American Signs, agent, on behalf of the property owner, Four Corners Property, and the tenant, Steinway Piano Gallery (Collectively the “Applicant”), has applied for architectural approval of a revision to a sign program and a sign accommodation for multiple business identification signs for the property located at 8801 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 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 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 May 21, 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, complaint 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 business identification signage shall be reduced to a maximum height of twelve inches (12”) and shall be placed appropriately on the building, subject to final review and approval by the City’s Urban Designer.
2. The aluminum tube raceways shall be painted to match the building color.

Standard Conditions

3. **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.
4. **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.
5. **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.

6. **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.

7. **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.

8. **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.

9. **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.

10. **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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: May 21, 2014

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission