



## Architectural Commission Report

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**Meeting Date:** Wednesday, May 21, 2014

**Subject:** **9665 WILSHIRE BOULEVARD (PL1407018)**  
Request for approval of ground signage and a sign accommodation to allow a ground sign on a non-primary boulevard. 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.

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### REPORT SUMMARY

The applicant is requesting review and approval of ground signage and a sign accommodation to allow a ground sign on a non-primary boulevard for the property located at 9665 Wilshire Boulevard.

The applicant is proposing to replace an existing ground sign located at the corner of North Bedford Drive and Wilshire Boulevard (considered to be oriented toward North Bedford Drive) with a 33.4 SF ground sign with internally-illuminated tenant signs and a height of 5'-2". The existing ground sign is 28.2 SF in area.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-610, the Architectural Commission may approve a sign accommodation to allow a ground sign to be located on streets other than those specifically identified in §10-4-610(C). The maximum sign area for a ground sign is 55 SF with a maximum height of 20'-0".

The applicant is also proposing to reface an existing ground sign located at Wilshire Boulevard and the adjacent alley (oriented toward Wilshire Boulevard) and to reface an existing parking identification sign located on North Bedford Drive with no change in the existing sizes.

Each sign will consist of a brushed aluminum finish with white acrylic lettering.

### URBAN DESIGN ANALYSIS

The proposed changes to the existing ground signs are of a higher quality material and will serve to positively enhance the streetscape of Wilshire Boulevard and North Bedford Drive. However, the applicant should consider utilizing a recessed shadow detail at the connection point between the existing brick bases and brushed aluminum panels so that the metal does not rest directly upon the brick and provides a more aesthetically pleasing connection.

Project-specific conditions have not been incorporated as a result of this analysis; however, the Commission may wish to consider the comments during the course of their review.

#### 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)



## **Architectural Commission Report**

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### **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.



**Architectural Commission Report**

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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: 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:**

- 1-Existing monument sign to be replaced
- 2-Existing planter sign to be replaced
- 3-Existing parking sign to be replaced

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

- R-4       R-4X       R-4       R-4-P       R-4X2
- R-3       RMCP       C-3       C-3A       C-3B
- C-5       C-3T-1       C-3T-2       C-3T-5       C-5
- Other: \_\_\_\_\_

**E Lot is currently developed with (check all that apply):**

- General Office Building       Multi-family Building       Other (specify below):
- Retail Building       Vacant
- Medical Office Building       Restaurant

**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	Monument Sign(s)	1	120" x 48"	40 s.f.	
2	Monument Sign(s)	1	62" x 77.5"	33.36 s.f.	
3	Monument Sign(s)	1	40" x 77.5"	21.5 s.f.	
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 steel  
Texture /Finish: brushed  
Color / Transparency: natural

**BUILDING ID SIGN(S)**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**EXTERIOR LIGHTING**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**PAVED SURFACES**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**FREESTANDING WALLS AND FENCES**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**OTHER DESIGN ELEMENTS**

Material: 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 existing signs are painted metal with white vinyl letters. The three proposed monument signs will be brushed aluminum or stainless steel. The letters will be white acrylic backlit with LED lighting. This will upgrade the entire plaza's aesthetics as well as ease wayfinding. The signs will have a clean elegant brushed metal finish and will be the same size as the existing signs.

2. **Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

The signs will have a steel framed wrapped with brushed metal panels. Within the signs are LED lights to illuminate the letters hence there are no moving parts no fans etc. There is nothing within these signs that will cause any sound they are silent. There is no adverse impact to the environment as far as sound.

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 existing signs have hand painted metal panels attached with adhesive. On one sign the top and bottom areas of the panels are splaying out the sign seems to be coming apart. The new signs with their brushed metal finish and white acrylic letters will look crisp and elegant in comparison. If anything there will be an appreciation in 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.**

The proposed monument signs with a brushed metal finish will visually work well with the brick paving of the plaza and the dark metal of the building. Since we are just upgrading three monument signs there is no conflict with other elements in the plaza or with 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.**

The three proposed monument signs will meet or exceed the standards of the municipal code. The proposed signs will enhance the appearance of the 9665 Wilshire office building. They will also enhance the plaza and the experience of people using the plaza.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

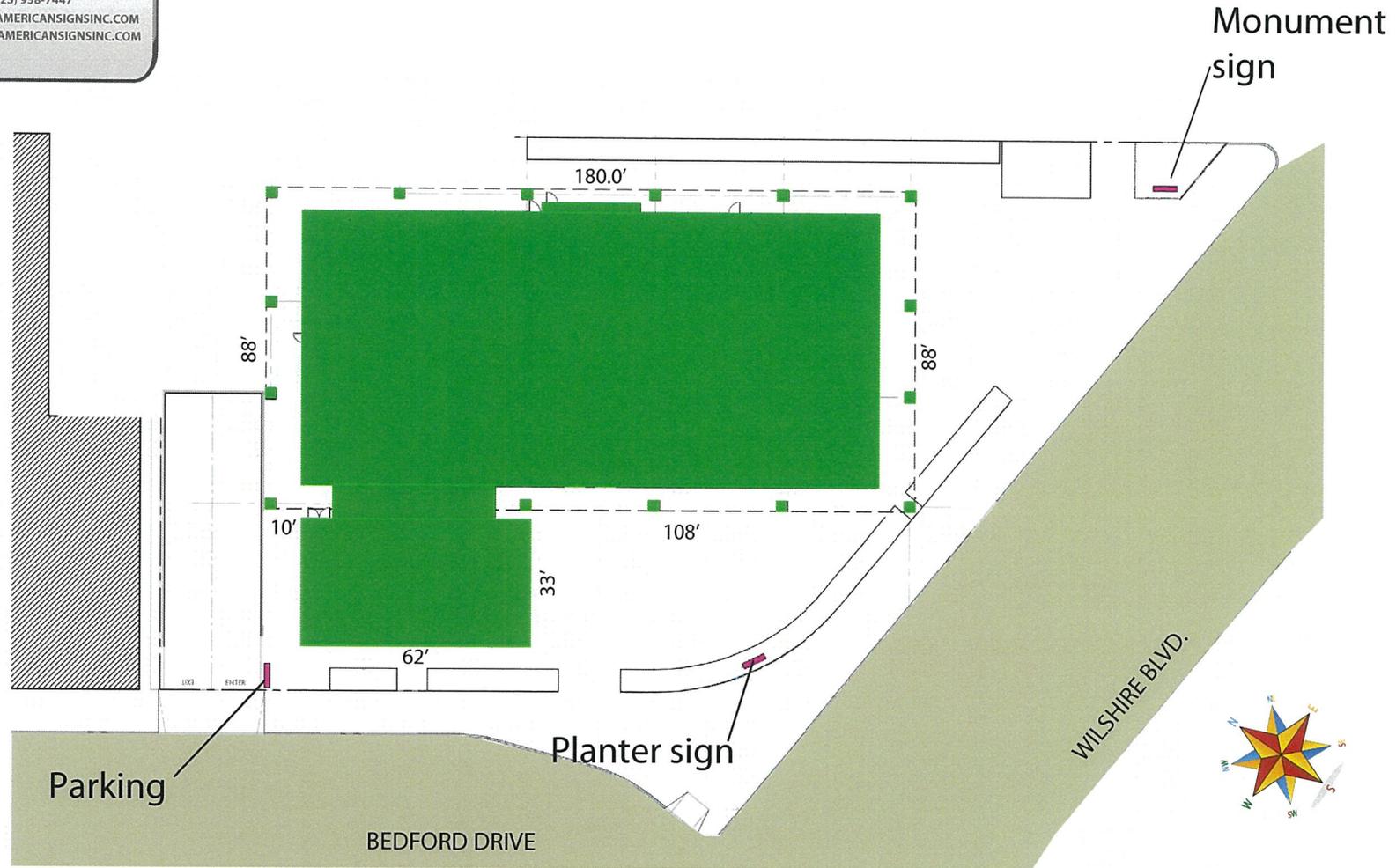
AC Meeting – May 21, 2014

**Attachment B**  
Project Design Plans



AMERICAN  
SIGNS

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



PROJECT:



REVISIONS

REV. # 1 DATE: 5-5-14 BY:

PROJECT LOCATION: 9665 Wilshire Blvd.

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.

# WILSHIRE MONUMENT SIGN

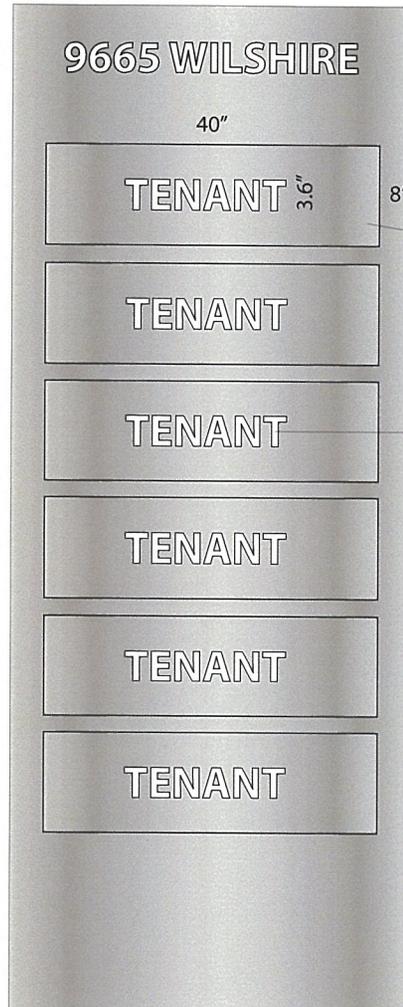


11" (MATCHES EXST'G)

48" (MATCHES EXISTING WD.)



120" (MATCHES EXISTING)

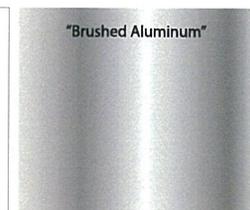
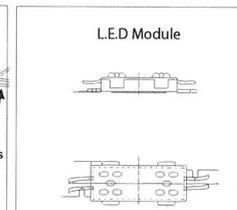
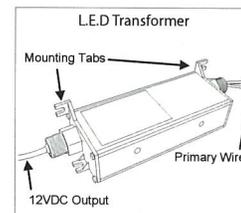


Aluminum and steel / Brushed Finish

Water jet cut removable panels

Acrylic Letters / Interior L.E.D illumination

New sign to replace existing sign.  
New sign is dimensionally the same and will be attached to existing anchor bolts



PROJECT:



**REVISIONS**

REV. # 0 DATE: 04-21-2014 BY:

DRAWN BY

Mark Allen

DWG. DATE

04-21-14

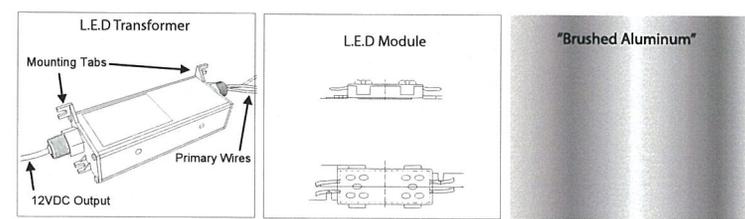
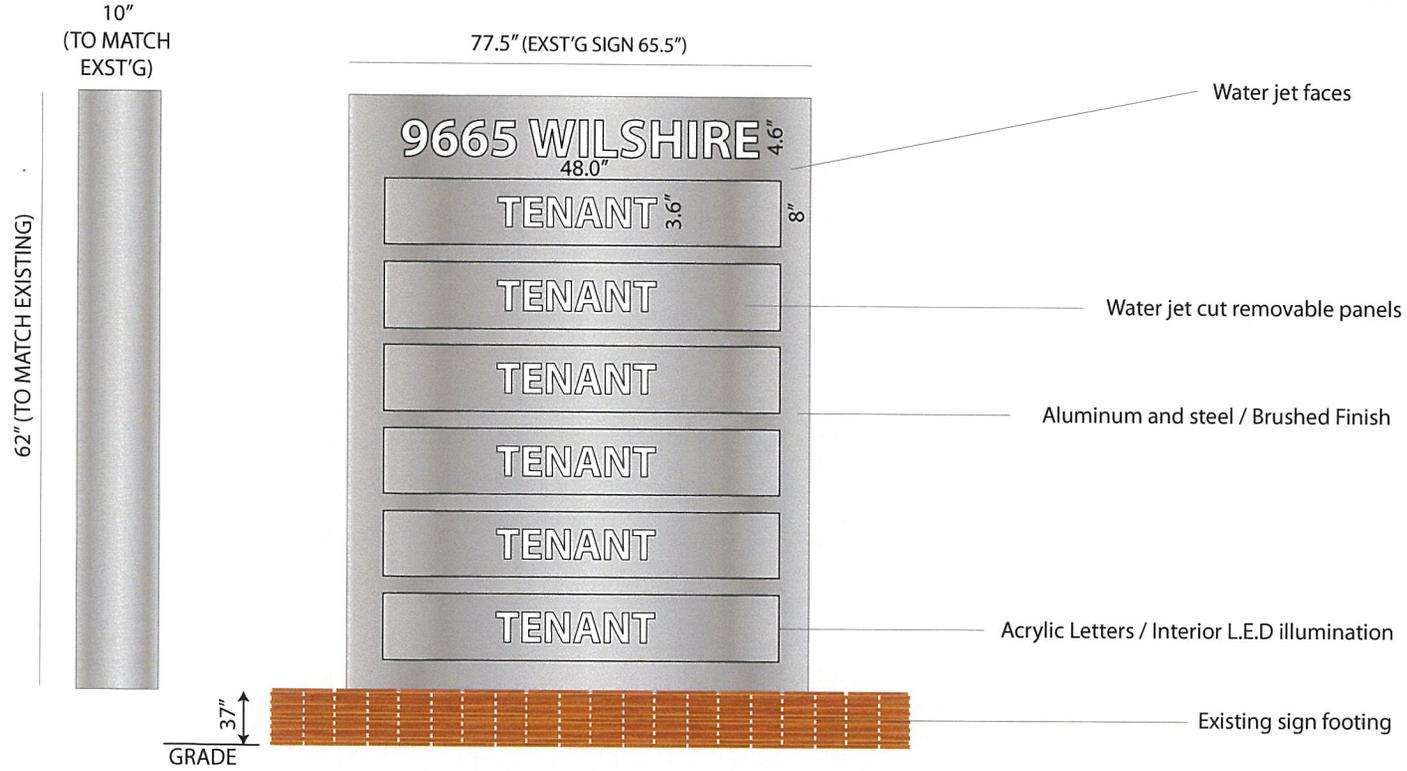
PROJECT LOCATION: Beverly Hills

**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.**

# PLANTER SIGN



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 INFO@AMERICANSIGNSINC.COM



**PROJECT:**  **REVISIONS**  
 REV. # 0 DATE: 04-21-2014 BY:  **DRAWN BY** Mark Allen **DWG. DATE** 04-21-14

PROJECT LOCATION:

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# PARKING SIGN



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16.5"  
 (TO MATCH  
 EXST'G)

77.5" (TO MATCH EXISTING)

40" (TO MATCH EXISTING)

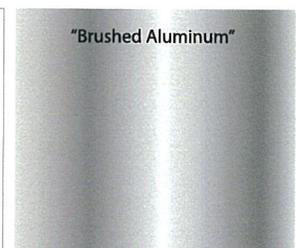
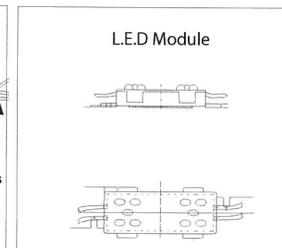
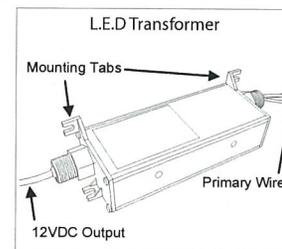


Water jet faces

Acrylic Letters / Interior L.E.D illumination

Aluminum and steel / Brushed Finish

New sign to replace existing sign.  
 New sign is dimensionally the same and  
 will be attached to existing anchor bolts



**PROJECT:**



**REVISIONS**

REV. # 0 DATE: 04-21-2014 BY:

PROJECT LOCATION:

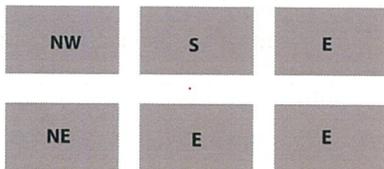
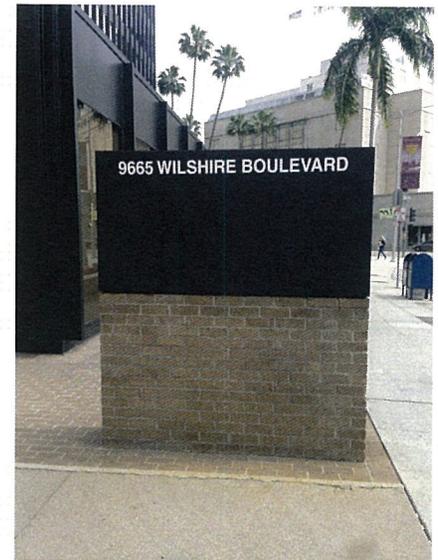
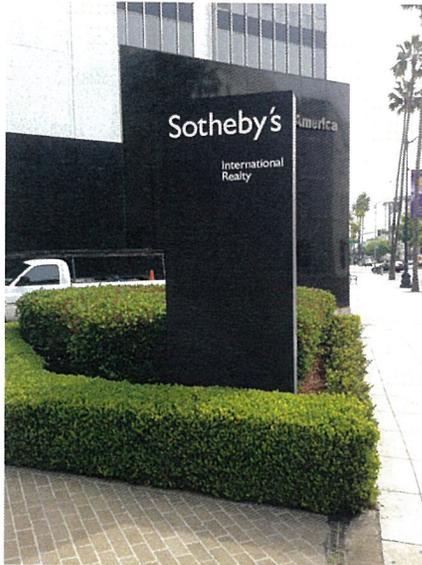
**DRAWN BY**  
 Mark Allen

**DWG. DATE**  
 04-21-14

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 AND DATED BY PROJECT MANAGER OR CUSTOMER. ANY USE  
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# EXISTING SIGNAGE



**PROJECT:** **REVISIONS**  
 REV. #  DATE:  BY:   
**DRAWN BY**  **DWG. DATE**   
**PROJECT LOCATION:**  **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.**



**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 GROUND SIGNAGE AND A SIGN ACCOMMODATION TO ALLOW A GROUND SIGN ON A NON-PRIMARY BOULEVARD FOR THE PROPERTY LOCATED AT 9665 WILSHIRE BOULEVARD (PL1407018).

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, Trizec 9665 Wilshire LLC, c/o Equity Office, (Collectively the “Applicant”), has applied for architectural approval of ground signage and a sign accommodation to allow a ground sign on a non-primary boulevard for the property located at 9665 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

No project-specific conditions are proposed.

Standard Conditions

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

within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

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

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be

entered in the administrative record maintained by the community development department.

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

Approved as to Form and Content:

Adopted: May 21, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission