



Architectural Commission Report

Meeting Date: Wednesday, October 15, 2014

Subject: **BEVERLY HILLS SYNAGOGUE (PL1427006)**
9261 Alden Way

Request for approval of a business identification sign and a sign accommodation to allow business identification signage to face private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Mitch Chemers – Sign All

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

REPORT SUMMARY

The applicant is requesting review and approval of a business identification sign and a sign accommodation to allow business identification signage to face private property for Beverly Hills Synagogue located at 9261 Alden way. The proposed signage is configured as follows:

Business Identification Sign

- One (1) 13 SF façade-mounted, non-illuminated sign with brushed stainless steel lettering (sign copy: "BEVERLY HILLS SYNAGOGUE")

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum sign area for a ground floor business with street frontage is calculated at a ratio of 2 SF for each one foot of linear street frontage with a maximum area of 100 SF. Based on a street frontage of 100'-0", the maximum sign area for this tenant is 100 SF.

Sign Accommodation (side entry elevation)

- One (1) 2.9 SF façade-mounted, non-illuminated sign in a clear anodized material (sign copy: Menorah)
- One (1) 7.2 SF façade-mounted, non-illuminated sign with clear anodized aluminum letters (sign copy: "KELLERMAN • SCHAFFER • BUILDING")

TOTAL SIGN AREA: 10.1 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed 75% of the area otherwise permissible if the wall abutted a public street. Based on side entry elevation width of 21'-0", the maximum sign area for an alley-oriented business identification sign is 31.5 SF, as the maximum sign area would otherwise be 42 SF if the façade abutted a public street.

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 15, 2014

URBAN DESIGN ANALYSIS

The proposed business identification signage is tasteful in its location and its execution. It identifies the building and related components without overwhelming the contemporary architecture of the building. As such, it is anticipated that the signage will serve as a positive enhancement to the building and the streetscape of Alden Way.

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

Public outreach and notification was not required for this project.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 15, 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 (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: _____
- 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:

Sign A: Install one 13.03 square foot non-illuminated 1 1/2" deep reverse channel horizontal brushed stainless steel letters on south facing wall to read "BEVERLY HILLS SYNAGOGUE".

Sign B: Install one total 2.94 square foot non-illuminated 1/2" thick clear anodized aluminum menorah graphic facing west.

Sign C: Install one total 7.16 square foot non-illuminated 1/2" thick clear anodized aluminum letters with graphic bar of same material facing west to read "KELLERMAN SCHAEFFER BUILDING".

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	Business ID Sign(s)	1	9.625" x 195"	13.03	
2	Business ID Sign(s)	1	12" x 35.25"	2.94	
3	Business ID Sign(s)	1	5.875" x 150"	7.16	
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: _____
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

COLUMNS

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: _____
 Texture /Finish: _____
 Color / Transparency: _____

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

AWNINGS, CANOPIES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: Sign A: Stainless steel. Sign B & C: Aluminum.
Texture /Finish: Sign A: Horizontal brushed. Sign B & C: Clear anodized.
Color / Transparency: Silver/aluminum

BUILDING ID SIGN(S)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

EXTERIOR LIGHTING

Material: _____
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

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

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

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

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

The proposed signage is designed to integrate into the architectural elements of the subject building. The signage consists of colors and finishes that don't conflict with those elements of the building. Proposed signage provides just enough contrast to stand out against each background while contributing to the tasteful design of the building while contributing to the image of Beverly Hills.

- 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 proposed signage is both non-illuminated and contains no moving parts. Therefore it will not cause or contribute to any external & internal noise, vibrations or other factors which could 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.**

The proposed signage is designed and built with high quality stainless steel and aluminum material. These materials and finishes have colors and textures that are subtle and don't contain offensive colors that would conflict with the nature of the building or the local environment, or materially depreciate its appearance or 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 sign is consistent with the use of the subject building, which contributes to and reinforces the subject building's conditions of approval per 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 placement and appearance of the proposed signage size, quantity and placement are exceedingly modest in relation to the allowable size and quantity allowed for the building in the municipal code. At 23.13 square feet, the proposed signage is large enough to meet the intent of the code, while being significantly below the allowable square footage.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

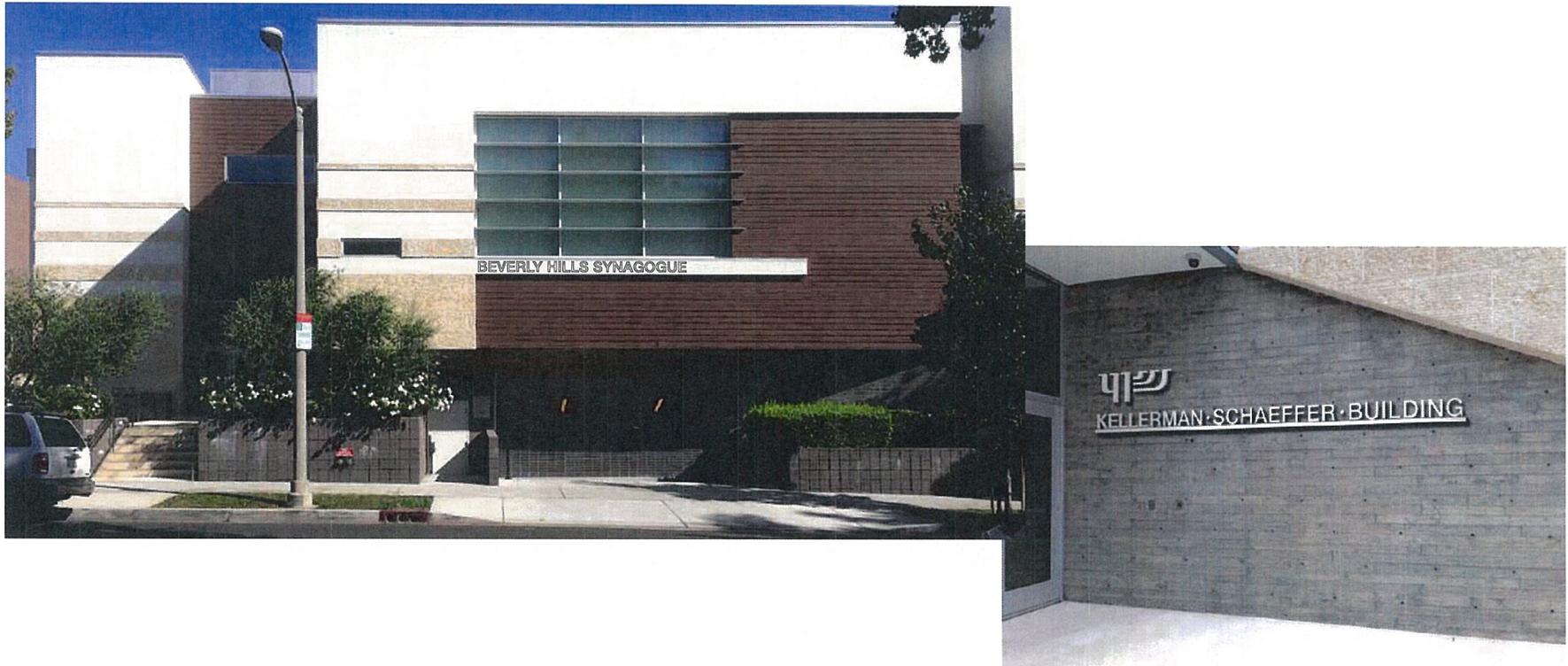
AC Meeting – October 15, 2014

Attachment B
Project Design Plans

כ"ש BEVERLY HILLS SYNAGOGUE

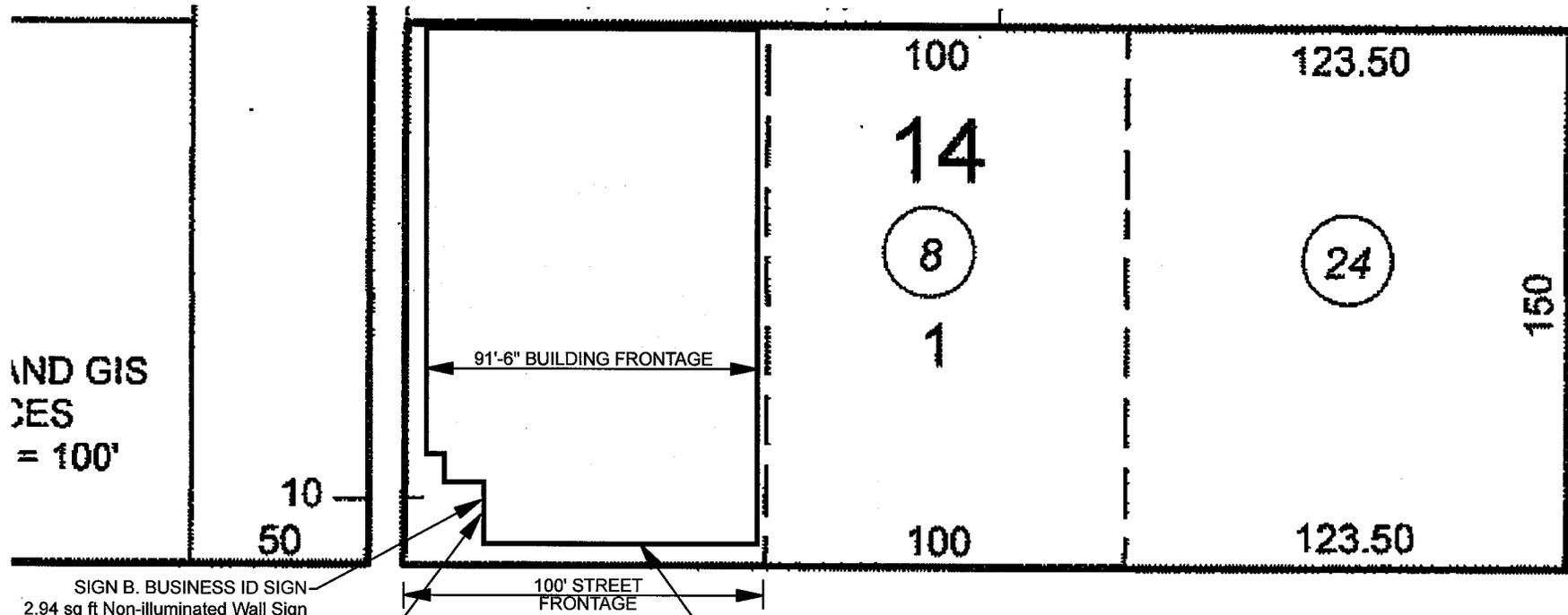
9261 Alden Drive, Beverly Hills CA 90210

Signage



Submitted 9/29/14

SITE PLAN



SIGN B. BUSINESS ID SIGN
2.94 sq ft Non-illuminated Wall Sign
Menorah graphic

SIGN C
BUSINESS ID SIGN
7.16 sq ft Non-illuminated Wall Sign
"KELLERMAN SCHAEFFER BUILDING"

SIGN A
BUSINESS ID SIGN
13.03 sq ft Non-illuminated Wall Sign
"BEVERLY HILLS SYNAGOGUE"

ALDEN DRIVE

MAPLE DRIVE 67

(A) SITE PLAN
SCALE 1" = 30'

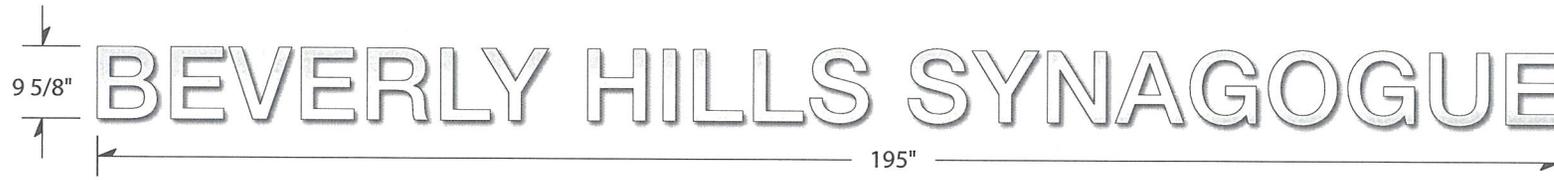


Sign-All

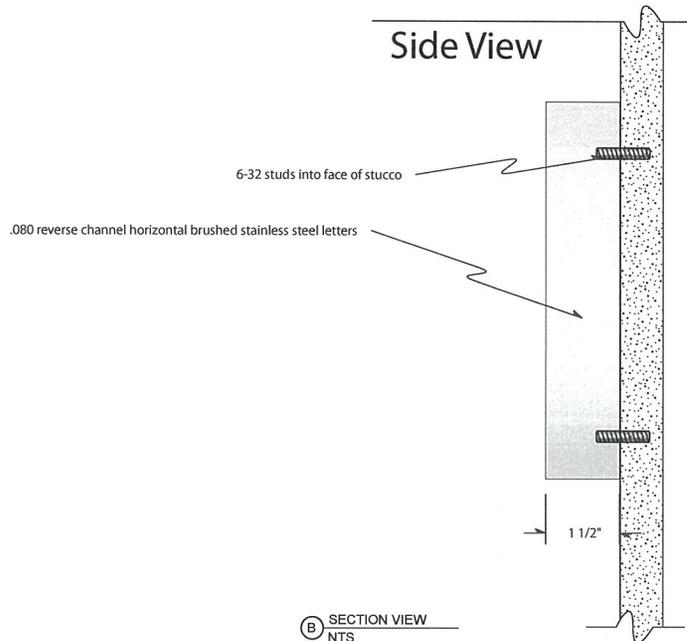
ARCHITECTURAL SIGNAGE

PROJECT: Beverly Hills Synagogue	DATE: 09/23/14	SCALE: Noted	DOC NAME: BHS Kellerman	PO NUMBER NA	REVISION: 4.09/23/14	ALL REPRODUCTION RIGHTS RESERVED UNDER LAW. NO COPIES TO BE MADE WITHOUT EXPRESSED WRITTEN PERMISSION BY SIGN-ALL ARCHITECTURAL SIGNAGE.	REPRESENTATIVE: MITCH CHEMERS C/O SIGN-ALL 6154 LEMONA AVE VAN NUYS, CA 91411 818-373-1010	APPLICANT:	PROPERTY OWNER:
LOCATION: 9261 Alden Drive Beverly Hills, CA 90120	CONTACT: Vartan	DRAWN BY: MC	PAGE NUMBER: 1	PAGE SIZE: 11" X 17"	1.07/28/14		5.		
					2.08/04/14		6.		
					3.08/11/14		7.		

SIGN A



(A) SIGN ELEVATION
SCALE 3/4" = 1'



(B) SECTION VIEW
NTS



(C) LETTER CONSTRUCTION
NTS



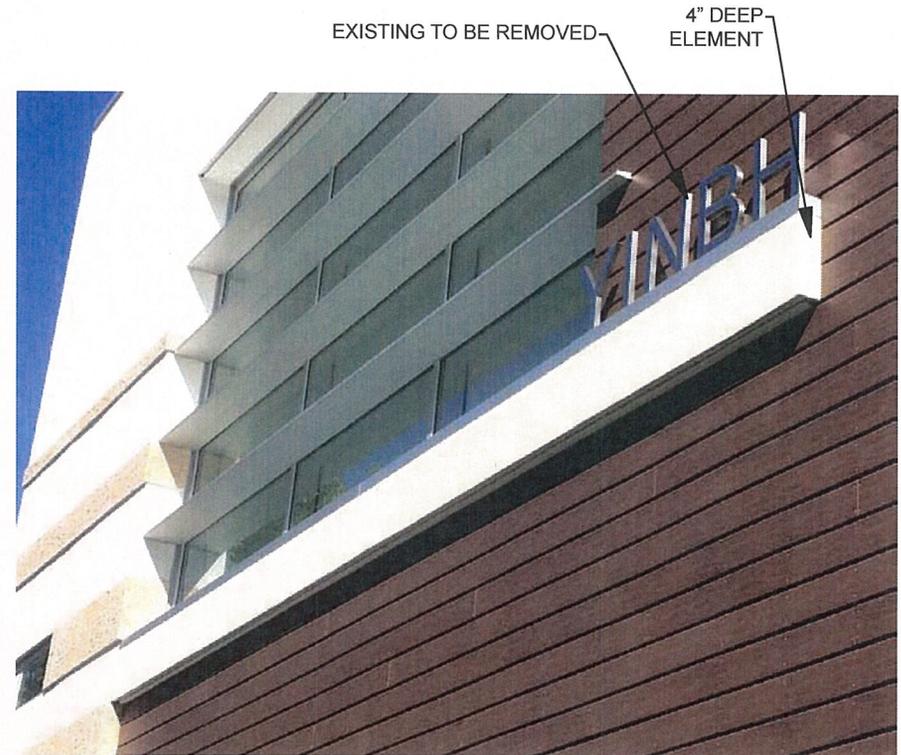
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					6.				
					3. 08/11/14	7.			

SIGN A - Photocomposite 1



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					2. 08/04/14		6.		
					3. 08/11/14		7.		

SIGN A Placement Details

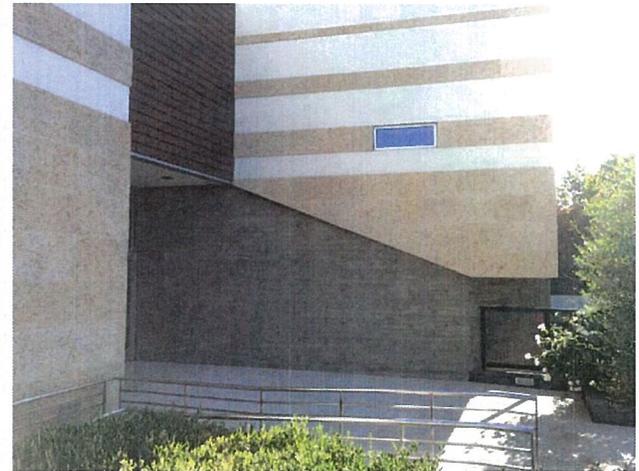


Architectural feature / signband



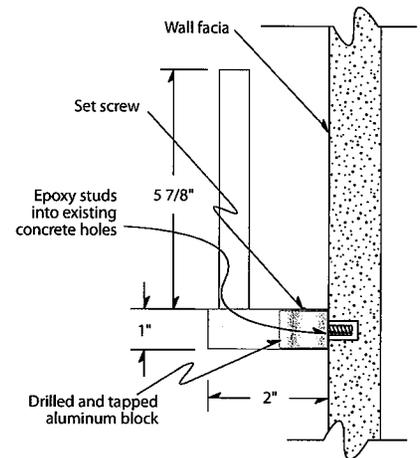
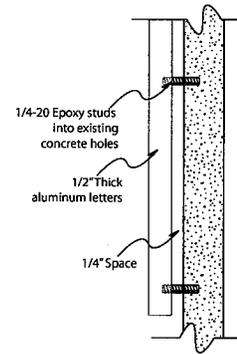
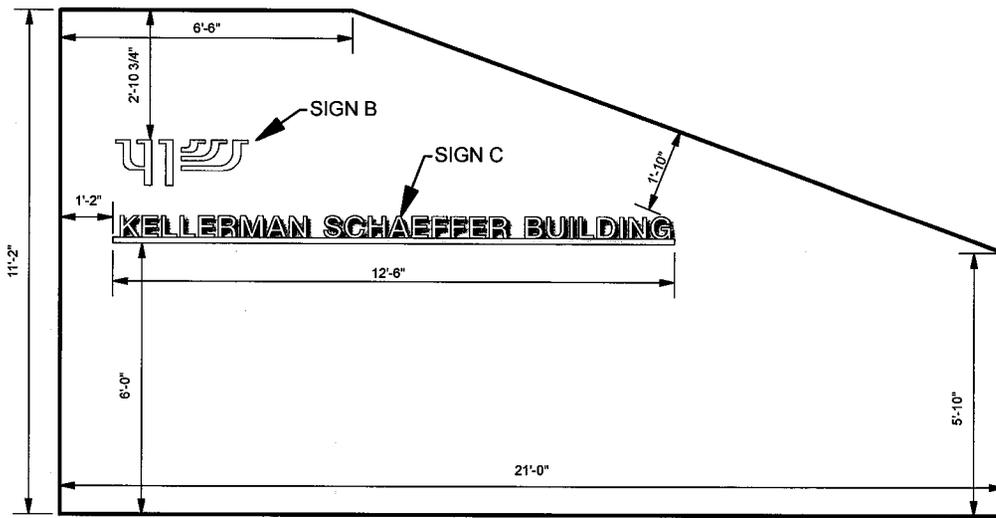
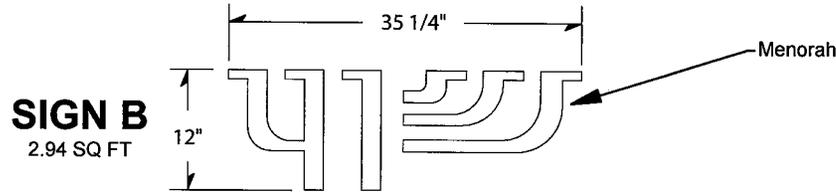
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LOCATION: 9261 Alden Drive Beverly Hills, CA 90120	CONTACT: Vartan	DRAWN BY: MC	PAGE NUMBER: 1	PAGE SIZE: 11" X 17"	1. 07/28/14				
					2. 08/04/14				
					3. 08/11/14				

SIGNS B & C - Photocomposite



PROJECT: Beverly Hills Synagogue	DATE: 09/23/14	SCALE: Noted	DOC NAME: BHS Kellerman	PO NUMBER NA	REVISION: 4. 09/23/14	ALL REPRODUCTION RIGHTS RESERVED UNDER LAW. NO COPIES TO BE MADE WITHOUT EXPRESSED WRITTEN PERMISSION BY SIGN-ALL ARCHITECTURAL SIGNAGE.	REPRESENTATIVE: MITCH CHEMERS C/O SIGN-ALL 6154 LEONORA AVE VAN NUYS, CA 91411 818-373-1010	APPLICANT:	PROPERTY OWNER:
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SIGNS B & C



Sign-All ARCHITECTURAL SIGNAGE	PROJECT: Beverly Hills Synagogue	DATE: 09/23/14	SCALE: Noted	DOC NAME: BHS Kellerman	PO NUMBER NA	REVISION: 4. 09/23/14	ALL REPRODUCTION RIGHTS RESERVED UNDER LAW. NO COPIES TO BE MADE WITHOUT EXPRESSED WRITTEN PERMISSION BY SIGN-ALL ARCHITECTURAL SIGNAGE.	REPRESENTATIVE: MITCH CHEMERS C/O SIGN-ALL 4354 LEMONIA AVE VAN NUYS, CA 91411 818-373-1010	APPLICANT:	PROPERTY OWNER:
	LOCATION: 9261 Alden Drive Beverly Hills, CA 90120	CONTACT: Vartan	DRAWN BY: MC	PAGE NUMBER: 1	PAGE SIZE: 11" X 17"	REVISION: 1. 07/28/14 2. 08/04/14 3. 08/11/14				



Architectural Commission Report

455 North Rexford Drive, Room 280-A
AC Meeting – October 15, 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 BUSINESS IDENTIFICATION SIGN AND A SIGN ACCOMMODATION TO ALLOW SIGNAGE TO FACE PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 9261 ALDEN WAY (PL147006 – BEVERLY HILLS SYNAGOGUE).

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

Section 1. Mitch Chemers, Sign-All, agent, on behalf of the property owner, Rabbi Pinchas Dunner, and the tenant, Beverly Hills Synagogue, (Collectively the “Applicant”), has applied for architectural approval of a business identification sign and a sign accommodation to allow signage to face private property for the property located at 9261 Alden Way.

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 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 October 15, 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, 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: October 15, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission