



## Architectural Commission Report

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**Meeting Date:** Wednesday, October 15, 2014

**Subject:** EH NATIONAL BANK (PL1426639)  
8484 Wilshire Boulevard

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

**Project agent:** Raffi Varozian – Ampersand Contract Signing Group

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation for multiple building identification signs for EH National Bank located at 8484 Wilshire Boulevard, a building with two existing building identification signs. The proposed signage is configured as follows:

- One (1) 39 SF façade-mounted (sign band), internally-illuminated sign located on that portion of the building nearest the intersection of Wilshire Boulevard and La Cienega Boulevard (sign copy: "EH National Bank")

Pursuant to §10-4-605 of the Beverly Hills Municipal Code (BHMC), the Architectural Commission may approve a sign accommodation to allow multiple building identification signs so long as the total area of all signage does not exceed 2% of the vertical surface area of that elevation, excluding penthouse walls.

Based on the dimensions of the building, the maximum building identification sign area for the total building is 1,720 SF. The two (2) existing building identification signs are located at the top of the building, each 168 SF in area, for an existing sign area of 336 SF. Including the proposed building identification sign, the total sign area is 375 SF.

### URBAN DESIGN ANALYSIS

The proposed building identification sign provides a cluttered aesthetic and creates a confusing sign precedent for the building. The proposed configuration would not serve as a positive enhancement to the building or the nearby prominent intersection.

It is recommended that the proposed building identification sign be removed in its entirety and that the tenant utilize the existing monument signs recently approved by the Architectural Commission for identification of their business. Alternatively, the tenant may work with the building owner to develop a comprehensive building directory sign that is inclusive of the subject tenant and other tenants within the building.

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



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – October 15, 2014

### **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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

### **PUBLIC OUTREACH AND NOTIFICATION**

Public outreach and notification was not required for this 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:
  - 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:**

Manufacture and Install (1) illuminated building tenant business identification sign, to read: "EH National Bank"  
 Fabricated aluminum channel letters 21" tall x 3" deep with bronze painted returns and white translucent plex faces, internally lit with white LEDs, mounted to 22'-0" x 21" x 8" deep fabricated curved aluminum raceway cabinet with bronze painted finish. Sign to be mounted to vertical metal framing at 32'-0" above grade to top of sign.

**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   |
- 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	Building ID Sign(s)	1	22'-0" x 1'-9"	38.5	
2					
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: \_\_\_\_\_  
 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: Aluminum and Plexiglas  
Texture /Finish: Painted aluminum  
Color / Transparency: Bronze painted finish, white plexiglas letter faces

**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:**

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 proposed sign adheres to the standards set forth by the property management's office. The bronze painted metal surfaces match to the building's bronze vertical metal framing, the white plex faces of the channel lettering provides contrast to the darker bronze painted finish, and the curved raceway cabinet follows the building's curved wall shape. The same color combination can be seen throughout the city's high-rise building with similar bronze colored facades.

- 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 sign has no moving parts or components and will not cause any noise or vibrations whatsoever. The proposed sign will also be unaffected from external or internal noises, vibrations, etc.

- 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 sign is fabricated from aluminum, which is light-weight, durable, and rust-proof. The paint being used is Matthews acrylic polyurethane automotive-grade paint, which is the architectural signage industry standard, which is formulated to satisfy the extreme demands of architectural, commercial and outdoor applications. Matthews sign paint exceeds even the most stringent environmental regulations while providing durability and customizable color selection. The white plexiglas used for the letter faces offers excellent weather resistance, has higher impact strength than glass, and has good resistance to dilute acids and alkalis.

- 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.**

Our proposed sign's location is directly above an existing illuminated sign with the exact same design principles (curved design and bronze/white color scheme), owned by the CORT Furniture Rental store, a neighboring tenant on the same floor of the building.

- 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.**

Our proposed sign location has previously been used for tenant business ID signage in the past.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – October 15, 2014

**Attachment B**  
Project Design Plans



Ampersand Contract Signing Group  
 3400 San Fernando Road  
 Los Angeles, California 90065  
 Phone: 323.255.1102  
 Fax: 323.255.2848

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**EH National Bank**

8484 Wilshire Blvd.  
 Beverly Hills, CA 90211

Job Number: 13707

*Primary Building Identification*

*This drawing has been reviewed and is . . .*

- Approved Without Exception
- Approved As Noted
- To Be Revised and Resubmitted

By \_\_\_\_\_

Date \_\_\_\_\_

Date: July 28, 2014

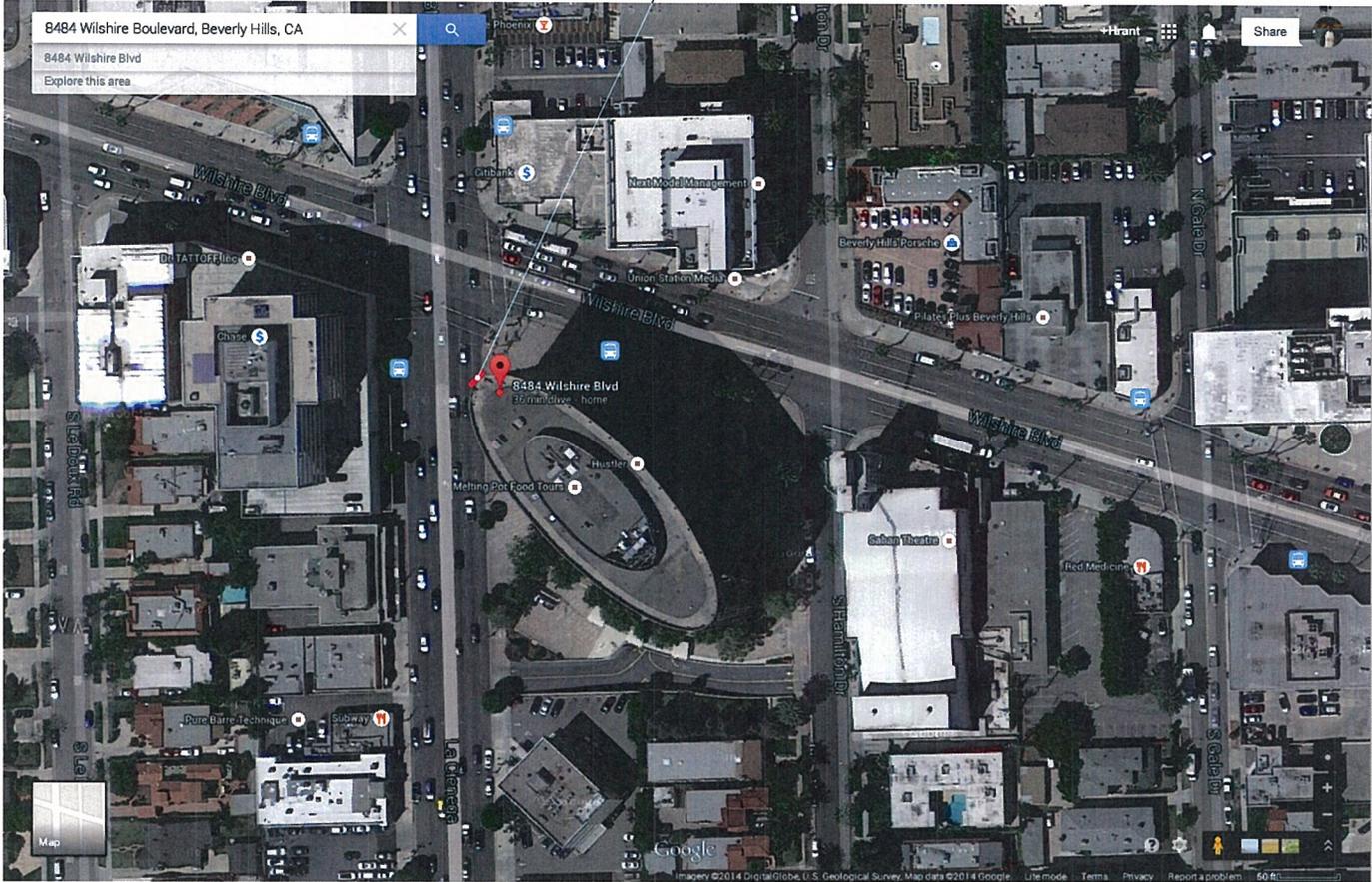
Drawn: JB

- △ Revision: \_\_\_\_\_
- △ \_\_\_\_\_
- △ \_\_\_\_\_

AMPERSAND

**1.0**

Sign Location  
 Northwest corner of building.



**Sign Location**  
 Scale: 1/2" = 50'

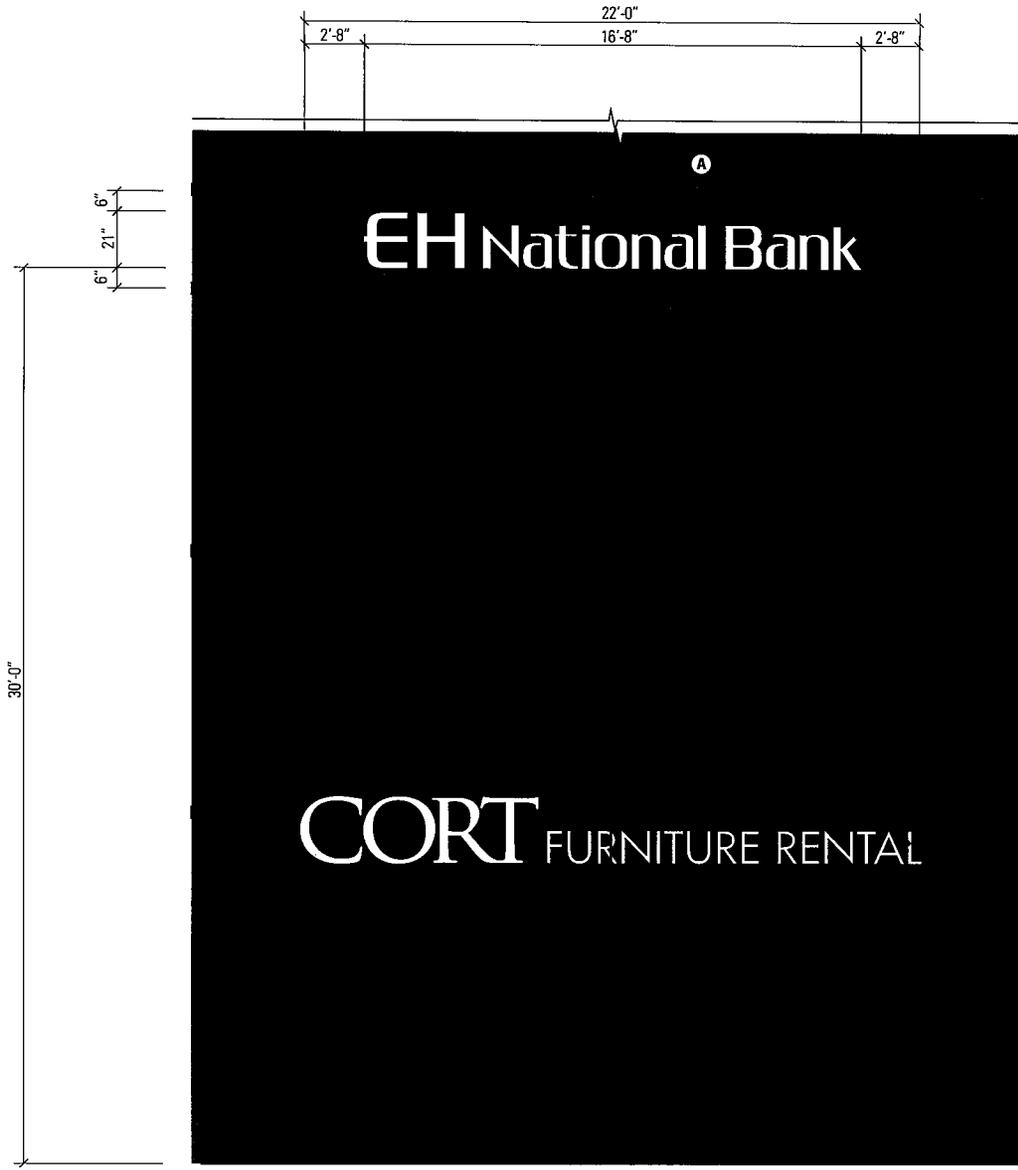
**SIGNAGE AREA CALCULATION**

**BUILDING TOTAL VERTICAL SURFACE AREA:**  
 150'W x 275'H x 2 elevations (east & west)  
 = 86,000 sf  
 Allowable Signage Area (2%): 1,720 sf max.

**EXISTING SIGNAGE AREA:**  
 1) High Rise ID Sign "L F P" (east): 168 sf  
 2) High Rise ID Sign "L F P" (west): 168 sf  
 Total Existing Signage Area - 336 sf

**PROPOSED SIGNAGE AREA:**  
 1) Tenant ID Sign "EH National Bank": 39 sf

Remaining Allowable Signage Area: 1,345 sf

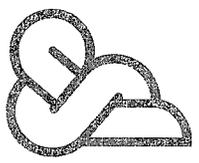


Fabricated aluminum channel letters with 3" painted returns and translucent white acrylic faces. Returns and trimcaps to be painted to match MP20147 Duranodic Bronze Metallic.

Sign is 39 square feet.

Fabricated curve aluminum raceway to be mounted to building facade mullions. Raceway to have painted finish to match MP20147 Duranodic Bronze Metallic.

Existing "CORT furniture rental" sign to remain (42 sf in area).



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**EH National Bank**

8484 Wilshire Blvd.  
 Beverly Hills, CA 90211

Job Number: 13707

*Primary Building Identification*

*This drawing has been reviewed and is . . .*

- Approved Without Exception
- Approved As Noted
- To Be Revised and Resubmitted

By \_\_\_\_\_  
 Date \_\_\_\_\_

Date: September 4, 2014

Drawn: JB

- △ Revision: \_\_\_\_\_
- △ \_\_\_\_\_
- △ \_\_\_\_\_

AMPERSAND

**Elevation**  
 Scale: 1/4" = 1' - 0"



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## EH National Bank

9701 Wilshire Blvd.  
Beverly Hills, CA 90212

Job Number: 13707

### Primary Building Identification

*This drawing has been reviewed and is . . .*

- Approved Without Exception
- Approved As Noted
- To Be Revised and Resubmitted

By \_\_\_\_\_

Date \_\_\_\_\_

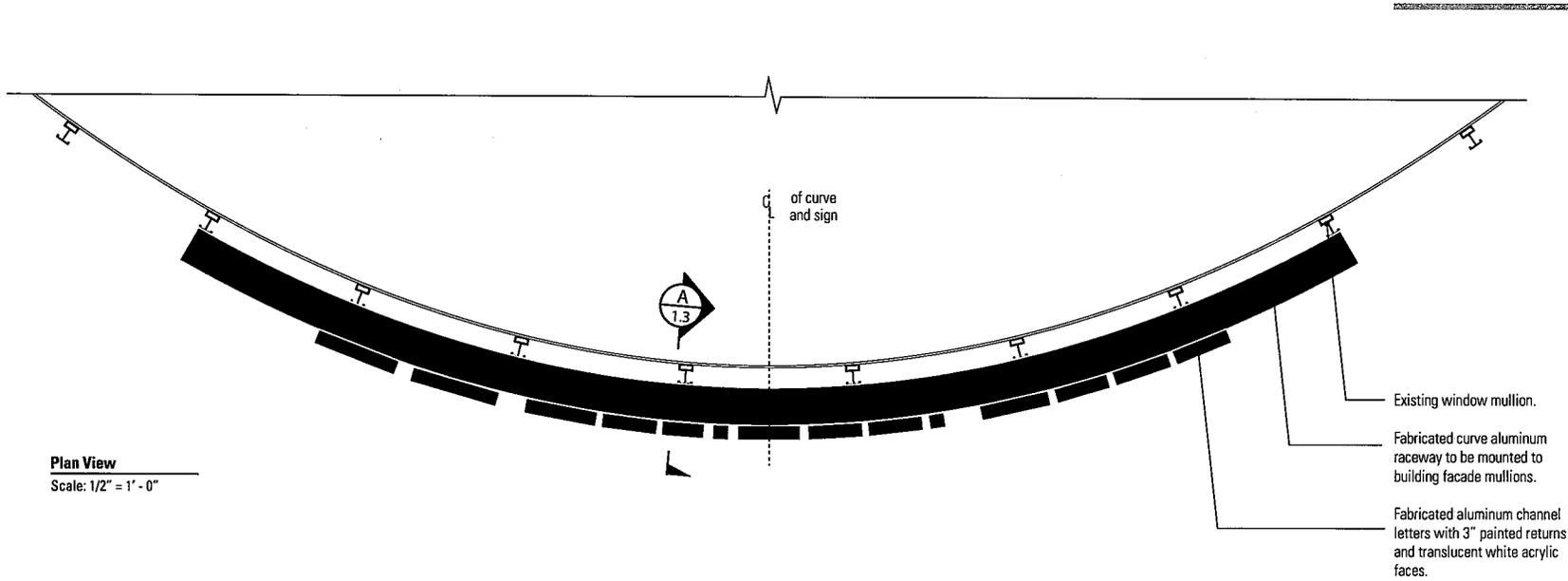
Date: September 4, 2014

Drawn: JB

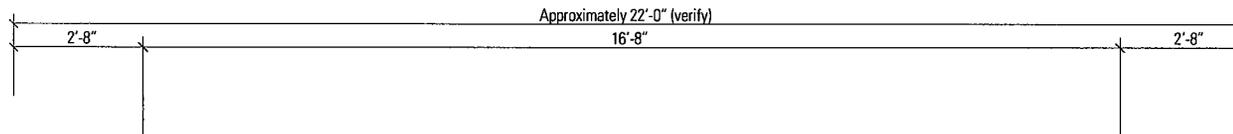
△ Revision: \_\_\_\_\_  
△ \_\_\_\_\_  
△ \_\_\_\_\_

AMPERSAND

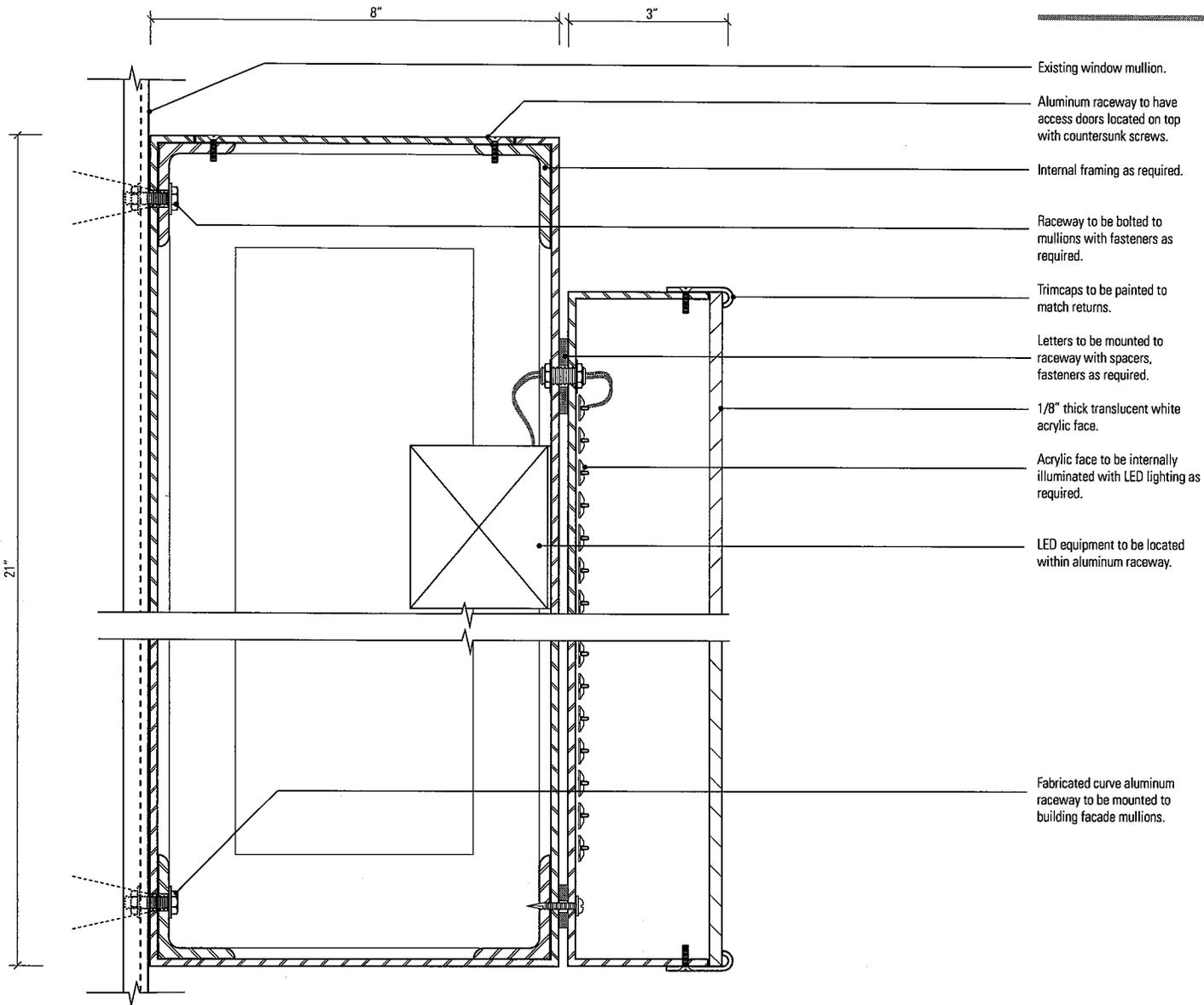
# 1.2



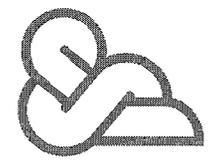
**Plan View**  
Scale: 1/2" = 1' - 0"



**Enlarged Elevation**  
Scale: 1/2" = 1' - 0"



**Section A**  
Scale: Half Size



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**EH National Bank**

9701 Wilshire Blvd.  
Beverly Hills, CA 90212

Job Number: 13707

**Primary Building Identification**

*This drawing has been reviewed and is . . .*

- Approved Without Exception
- Approved As Noted
- To Be Revised and Resubmitted

By \_\_\_\_\_  
Date \_\_\_\_\_

Date: September 24, 2014

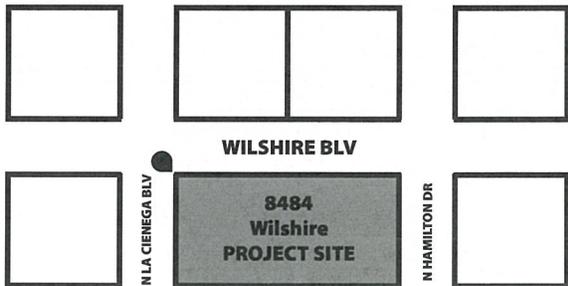
Drawn: JB

- △ Revision: \_\_\_\_\_
- △ \_\_\_\_\_
- △ \_\_\_\_\_

AMPERSAND



**PHOTO SIMULATION RENDERING**





**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 SIGN ACCOMMODATION FOR MULTIPLE BUILDING IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 8484 WILSHIRE BOULEVARD (PL1426639 – EH NATIONAL BANK).

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

Section 1. Raffi Varozian, Ampersand Contract Signing Group, agent, on behalf of the property owner, Douglas Emmett, and the tenant, EH National Bank, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple building identification signs for the property located at 8484 Wilshire Boulevard.

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

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

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

15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on 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, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a “character contributing building”: in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

No project-specific conditions are proposed.

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

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission