



Architectural Commission Report

-
- Meeting Date:** Wednesday, December 17, 2014
(Continued from the October 15, 2014 Architectural Commission meeting)
- 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 a decision.
-

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. This project was previously reviewed by the Architectural Commission at their meeting on October 15, 2014. At that meeting, the Commission felt the design warranted further refinement and directed the project be restudied and returned to a future meeting. The comments provided by the Commission related primarily to identifying a more suitable location for the sign. As a result of those comments, the applicant has modified the proposed signage, as follows:

Wilshire Boulevard elevation

- One (1) 39 SF façade-mounted (sign band), internally-illuminated sign located on that portion of the building directly adjacent to the tenant space.

La Cienega Boulevard elevation

- One (1) 39 SF façade-mounted (sign band), internally-illuminated sign located on that portion of the building directly adjacent to the tenant space.

The sign copy for each sign reads “EH National Bank” and consists of letters with a white acrylic face and painted aluminum returns (bronze metallic).

Note: The previous proposal, presented on October 15, 2014, included one (1) building identification sign located on that portion of the building nearest the intersection of Wilshire Boulevard and La Cienega Boulevard.

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.

Attachment(s):

- October 15, 2014 Staff Report and Previously Proposed Plans
- Applicant-prepared Response to Comments
- 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

445 North Rexford Drive, Room 280-A

AC Meeting – December 17, 2014

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 414 SF.

URBAN DESIGN ANALYSIS

The revised sign locations are more appropriate to the building in that they are directly adjacent to the tenant space and no longer provide a cluttered aesthetic near the intersection of Wilshire Boulevard and La Cienega Boulevard.

However, in order to ensure consistency between existing and proposed signs, it is recommended that the two proposed signs be relocated to the first horizontal window transom, consistent with the height of the existing CORT sign that is located on the corner of the building. The relocation of the two building signs to the lower height would ensure internal compatibility of building signage and serve as a more positive enhancement to the building and streetscapes.

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

445 North Rexford Drive, Room 280-A

AC Meeting – December 17, 2014

Attachment A:

October 15, 2014 Staff Report
And Previously Proposed Plans



Architectural Commission Report

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.

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):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. 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

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.

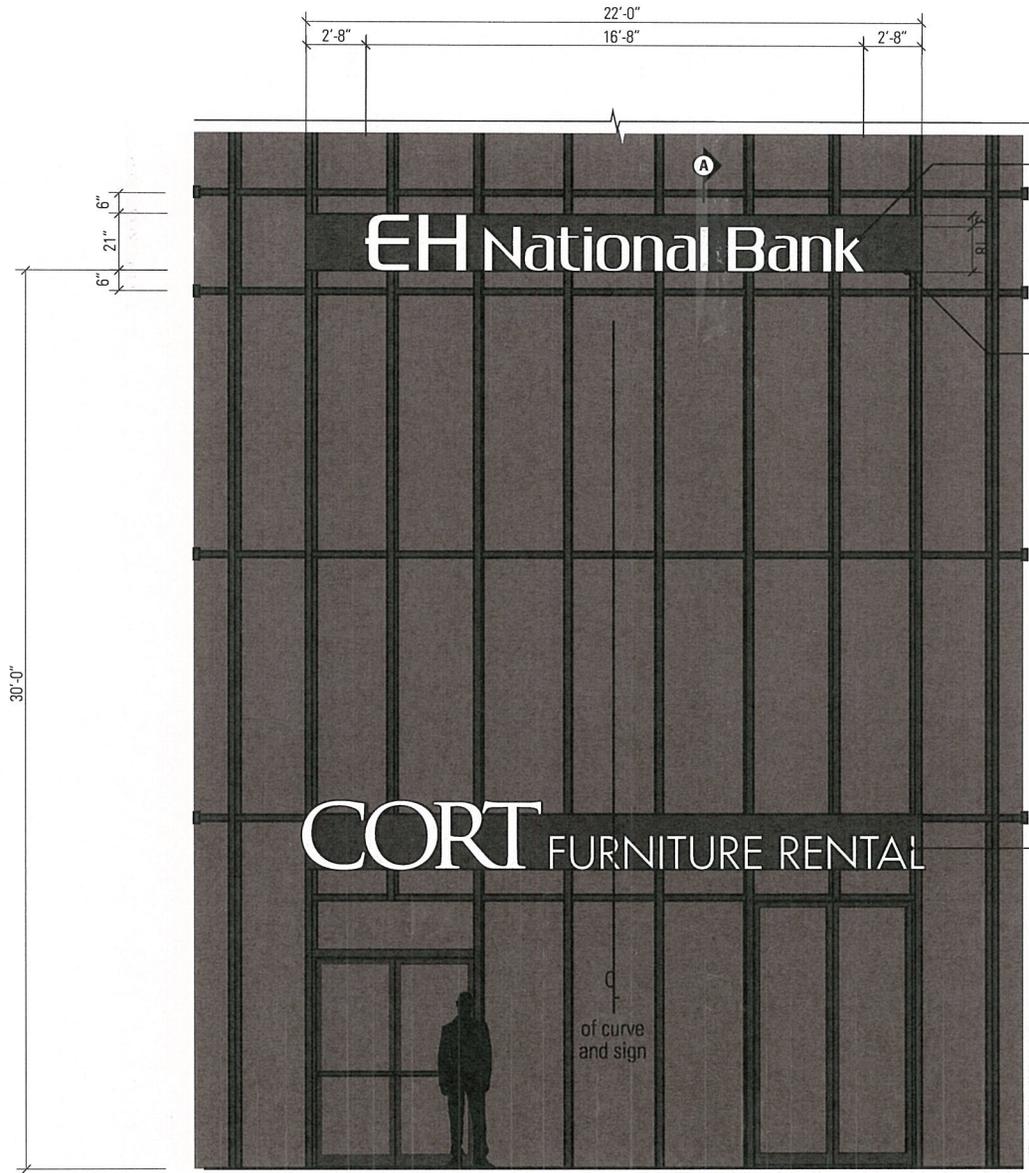
SIGNAGE AREA CALCULATION

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 Duronodic 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 Duronodic Bronze Metallic.

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



Ampersand Contract Signing Group
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 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: September 4, 2014

Drawn: JB

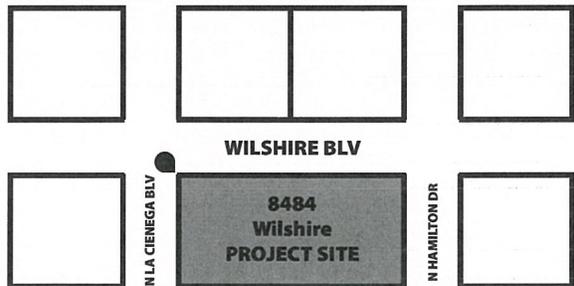
Revision:	By:	Date:
△	_____	_____
△	_____	_____
△	_____	_____

AMPERSAND

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



PHOTO SIMULATION RENDERING





Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – December 17, 2014

Attachment B:
Applicant-prepared Response to Comments

AC Meeting Comments:

On 10/15/2014, the Beverly Hills Planning Staff and Architectural Commission reviewed EH National Bank's proposed building corner sign location, directly above the existing Cort Furniture's sign, over the building's sign band, and facing the prominent intersection of Wilshire and La Cienega. Concerns were raised regarding the proposed sign location, which would 1) provide a cluttered aesthetic, and 2) create a confusing sign precedent for the building.

Towards the end of discussions, the Planning Staff clarified since EH National Bank is a ground floor tenant, the applicant team is available to look at other options on the building directly adjacent to the bank tenant space - lower on the building, but not necessarily at the corner of La Cienega & Wilshire Blvd. The Architectural Commission granted the applicant team an opportunity to return with a different signage location, which would be directly adjacent to the EH National Bank tenant storefront.

Response to Comments:

In response to the commission's concerns, EH National Bank has requested to moved our proposed sign away from the Wilshire and La Cienega intersection to the north wall of the building, just east of the north lobby entrance facing westbound traffic on Wilshire Blvd. The new sign location would be directly adjacent to the bank's tenant space, and the height from the bottom of the proposed sign to grade level has been lowered as requested.

The bank has also requested to add a secondary sign located at the south side of the building, east of the south lobby entrance facing northbound traffic on La Cienega. The new secondary sign is also directly adjacent to the bank's tenant space, and has been located on the building's sign band to allow for greater visibility over various ground level obstructions.

The signage locations for the proposed primary and secondary signs are located away from other tenant signage, hopefully alleviating any concerns for cluttered aesthetics and confusing sign precedents for the building.

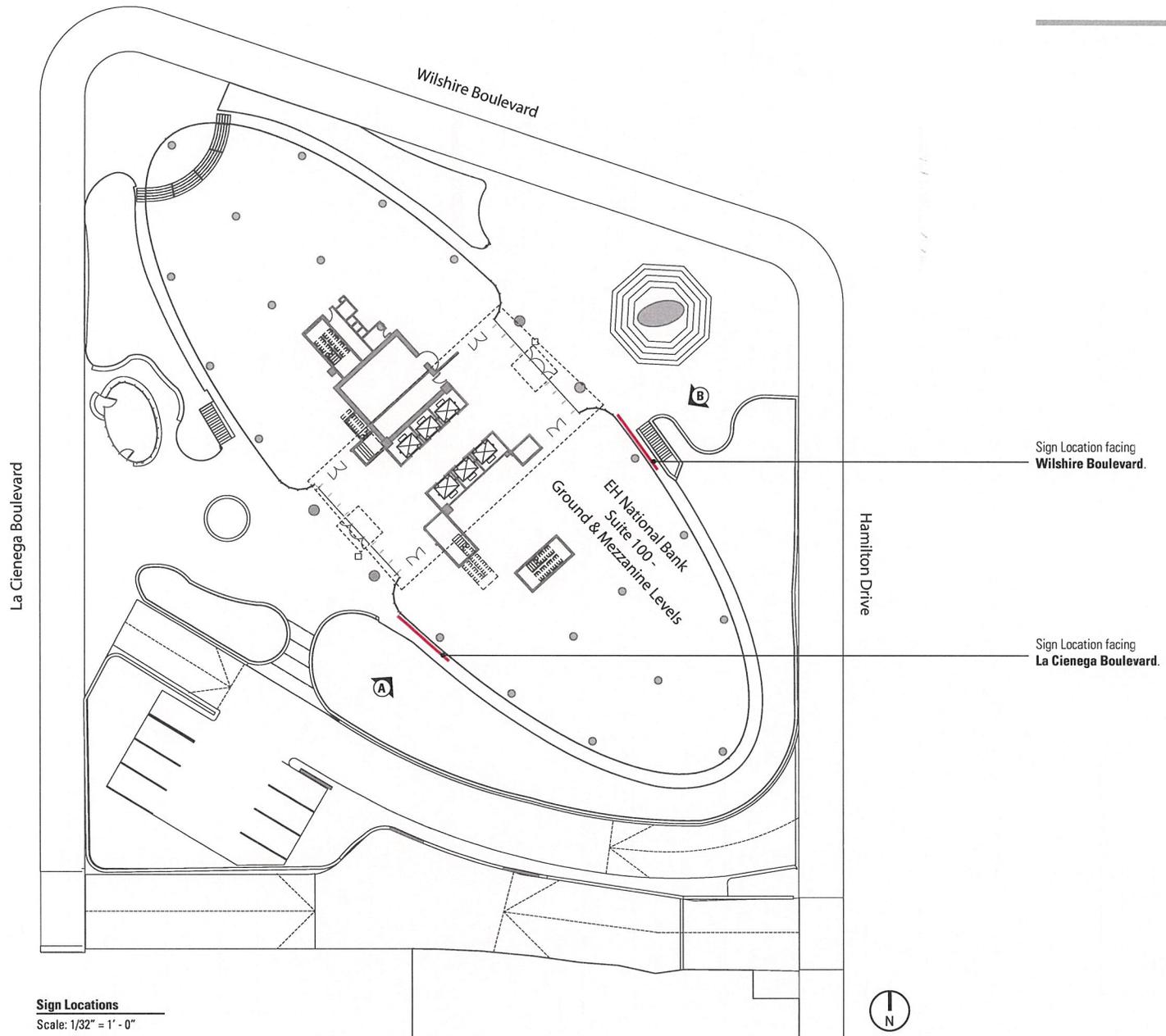


Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – December 17, 2014

Attachment C: Project Design Plans



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EH National Bank

8484 Wilshire Blvd, Suite 100
 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

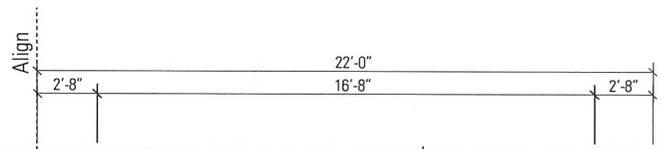
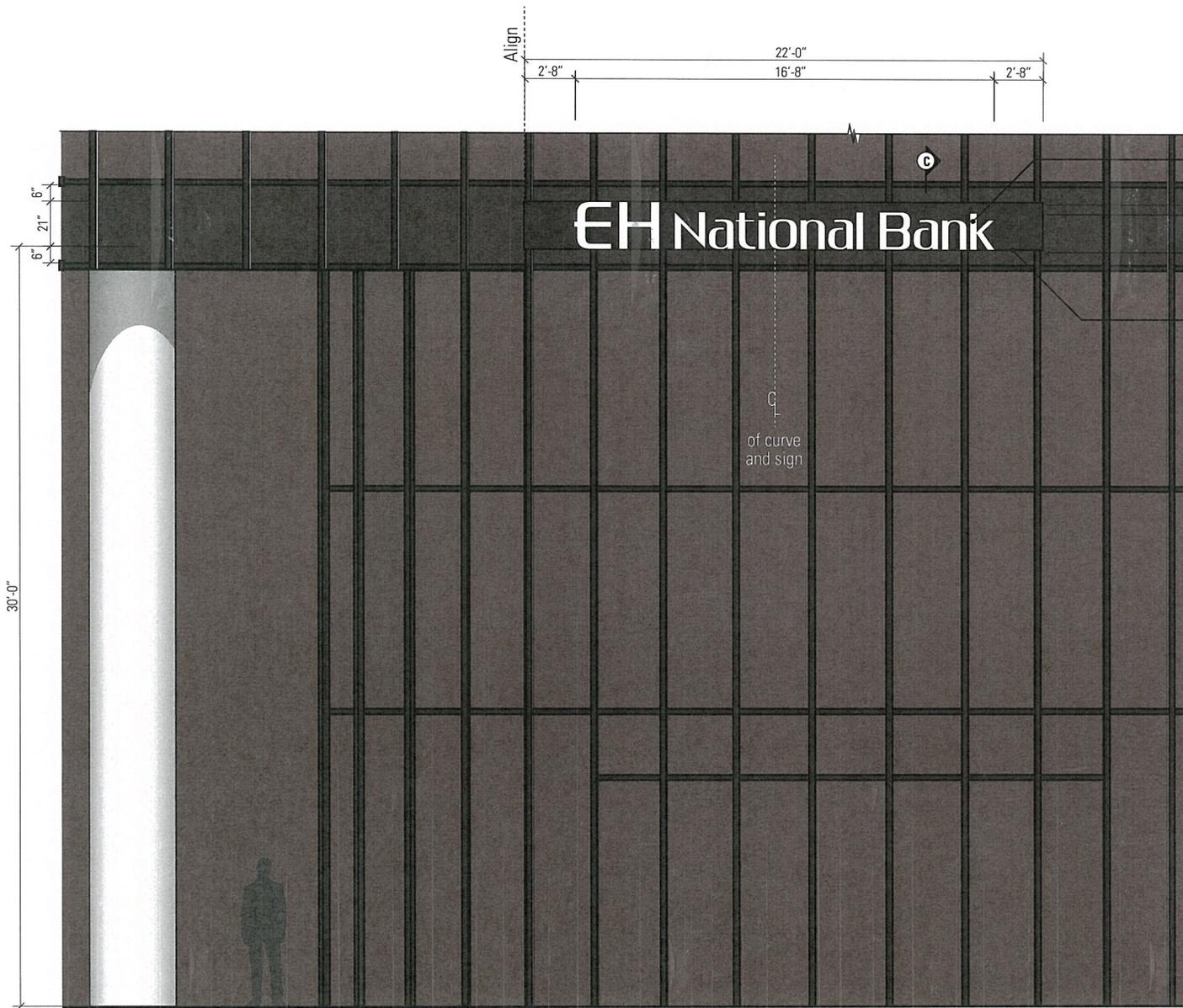
By _____

Date _____

Date: November 24, 2014

Drawn: JB

- △ Revision: _____
- △ _____
- △ AMPERSAND



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

C
of curve and sign

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
3) "Cort Furniture":	42 sf
Total Existing Signage Area - 378 sf	
PROPOSED SIGNAGE AREA:	
1) Tenant ID Sign "EH National Bank":	39 sf
2) Tenant ID Sign "EH National Bank":	39 sf
Total Proposed Signage Area - 78 sf	
Remaining Allowable Sign Area: 1,264 sf	



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EH National Bank

8484 Wilshire Blvd. Suite 100
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: November 24, 2014

Drawn: JB

- △ Revision: _____
- △ _____
- △ _____

AMPERSAND

Partial Elevation A (La Cienega Blvd)
Scale: 1/4" = 1' - 0"



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

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 3) "Cort Furniture": 42 sf Total Existing Signage Area - 378 sf
PROPOSED SIGNAGE AREA:	1) Tenant ID Sign "EH National Bank": 39 sf 2) Tenant ID Sign "EH National Bank": 39 sf Total Proposed Signage Area - 78 sf
Remaining Allowable Sign Area:	1,264 sf



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EH National Bank

8484 Wilshire Blvd, Suite 100
 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: November 24, 2014

Drawn: JB

- △ Revision: _____
- △ _____
- △ AMPERSAND

Partial Elevation B (Wilshire Blvd)
 Scale: 1/4" = 1' - 0"



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EH National Bank

8484 Wilshire Blvd. Suite 100
 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 _____

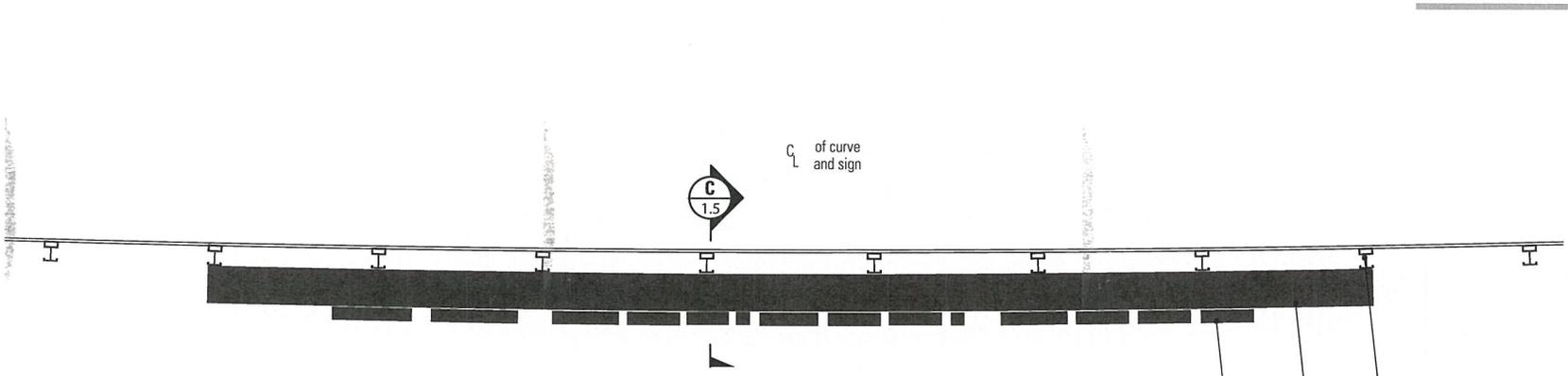
Date: November 24, 2014

Drawn: JB

- △ Revision: _____
- △ _____
- △ _____

AMPERSAND

1.4

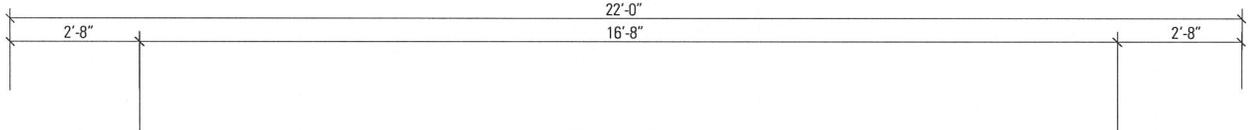


Plan View
 Scale: 1/2" = 1' - 0"

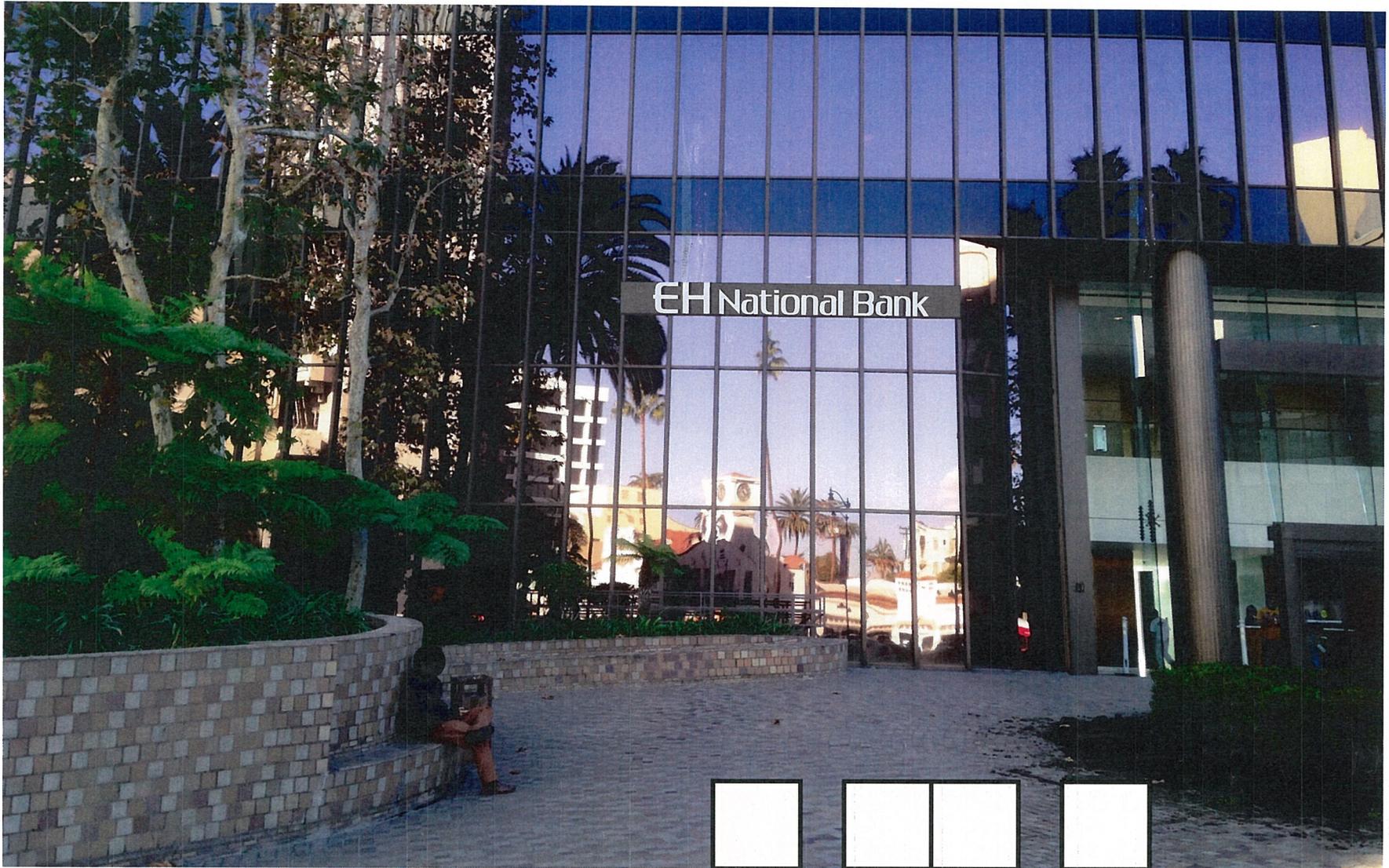
Existing window mullion.

Fabricated curve aluminum raceway to be mounted to building facade mullions.

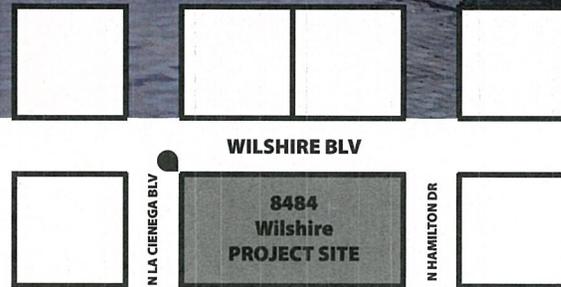
Fabricated aluminum channel letters with 3" painted returns and translucent white acrylic faces.



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

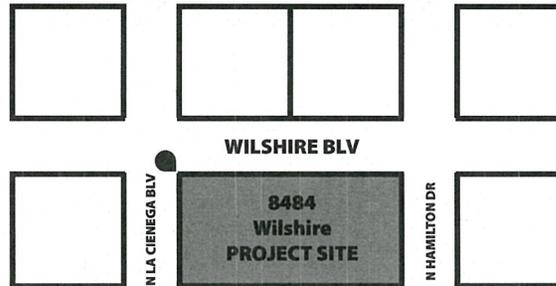


**PHOTO SIMULATION RENDERING
SIGN FACING WILSHIRE BLVD.**





**PHOTO SIMULATION RENDERING
SIGN FACING LA CIENEGA BLVD.**





Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – December 17, 2014

Attachment D: 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 and December 17, 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: **December 17, 2014**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission