



Architectural Commission Report

Meeting Date: Wednesday, June 17, 2015

Subject: **PARADIGM (PL1507950)**
360 North Crescent Drive

Request for approval of a sign accommodation for increased courtyard business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Bob Packham – Neiman and Company Signs

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 sign accommodation for increased courtyard business identification signage for Paradigm located at 360 North Crescent Drive. The sign accommodation includes the following components:

Proposed Business Identification Signs

- One (1) 4.47 façade-mounted, non-illuminated, gold-colored aluminum business identification sign (sign copy: "PARADIGM TALENT AGENCY")
- One (1) 0.9 SF hedge-mounted, non-illuminated, , gold-colored aluminum business identification sign (sign copy: logo)

Note: The hedge-mounted sign is proposed to replace the existing, larger hedge-mounted sign.

Existing Business Identification Signs

- One (1) 3.4 SF ground-mounted hanging business identification sign.

Note: The second ground-mounted hanging sign is for a separate courtyard tenant and is not included in the subject tenant's sign calculations.

TOTAL SIGN AREA: 8.77 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-608, the Architectural Commission may grant a sign accommodation to allow a courtyard signage for an individual business to exceed eight square feet (8 SF) provided that: 1) the total area of business identification signs for a business which fronts on the courtyard does not exceed one and one-quarter ($1\frac{1}{4}$) square feet for each linear foot of courtyard frontage, and 2) the total area of building identification signs along any one wall of a courtyard does not exceed two-thirds ($\frac{2}{3}$) of a square foot for each linear foot of that wall.

Based on a courtyard frontage of 45'-0", the maximum allowable sign area for this tenant is 56.25 SF. As proposed, the requested business identification sign area is within the maximum standards set forth in the BHMC.

Attachment(s):

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

Report Author and Contact Information:

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cgordon@beverlyhills.org



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URBAN DESIGN ANALYSIS

The proposed signage is understated in its design and will serve to complement the master architect-designed property (Paul Williams) in a sensitive manner. The material of choice is consistent with the signage aesthetic currently on the property, specifically the larger courtyard entryway sign. However, consideration should be given to placing the façade-mounted business identification sign in the center of the horizontal banding; currently, there are 0'-6½" to the upper band and 0'-5" to the lower band.

Project-specific conditions have not been proposed in the draft approval as a result of this analysis; however, the Commission may wish to consider the comments during their review and discussion of the project.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards 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.



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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: 2
 - 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:

Install a new aluminum-letter, non-illuminated wall sign above the entrance to Paradigm Talent Agency. Also replace an existing hedge sign with a logo. "P."

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

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

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

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: Paul Williams

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)	One	9' 7 5/8" (w) x 5' 5" (h)	4.9 SF	56.25 SF per staff
2	Business ID Sign(s)	One	20" x 6' 5"	Less than 1 SF	56.25 SF per staff
3	Business ID Sign(s)	Two	2.0' x 1.7'	3.4 SF each or 6.8 SF in total	56.25 SF per staff
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: Over the Door: 1/8" thick flat cut out aluminum letters
Texture /Finish: _____
Color / Transparency: Painted to match PMS Cool Gray 10U.

BUILDING ID SIGN(S)

Material: "P" in hedge: 1.5" fabricated aluminum
Texture /Finish: _____
Color / Transparency: Painted gold.

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 signage will complement the existing architectural style. The design is intended to reflect sophistication and elegance.

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 signage is silent.

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.

High quality materials will be used to fabricate and install the signage.

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 signage was designed to complement the architectural design of the original Paul Williams structures.

5. *Describe* how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The proposed signage was reviewed and approved by staff as conforming to all existing municipal code and other applicable laws.



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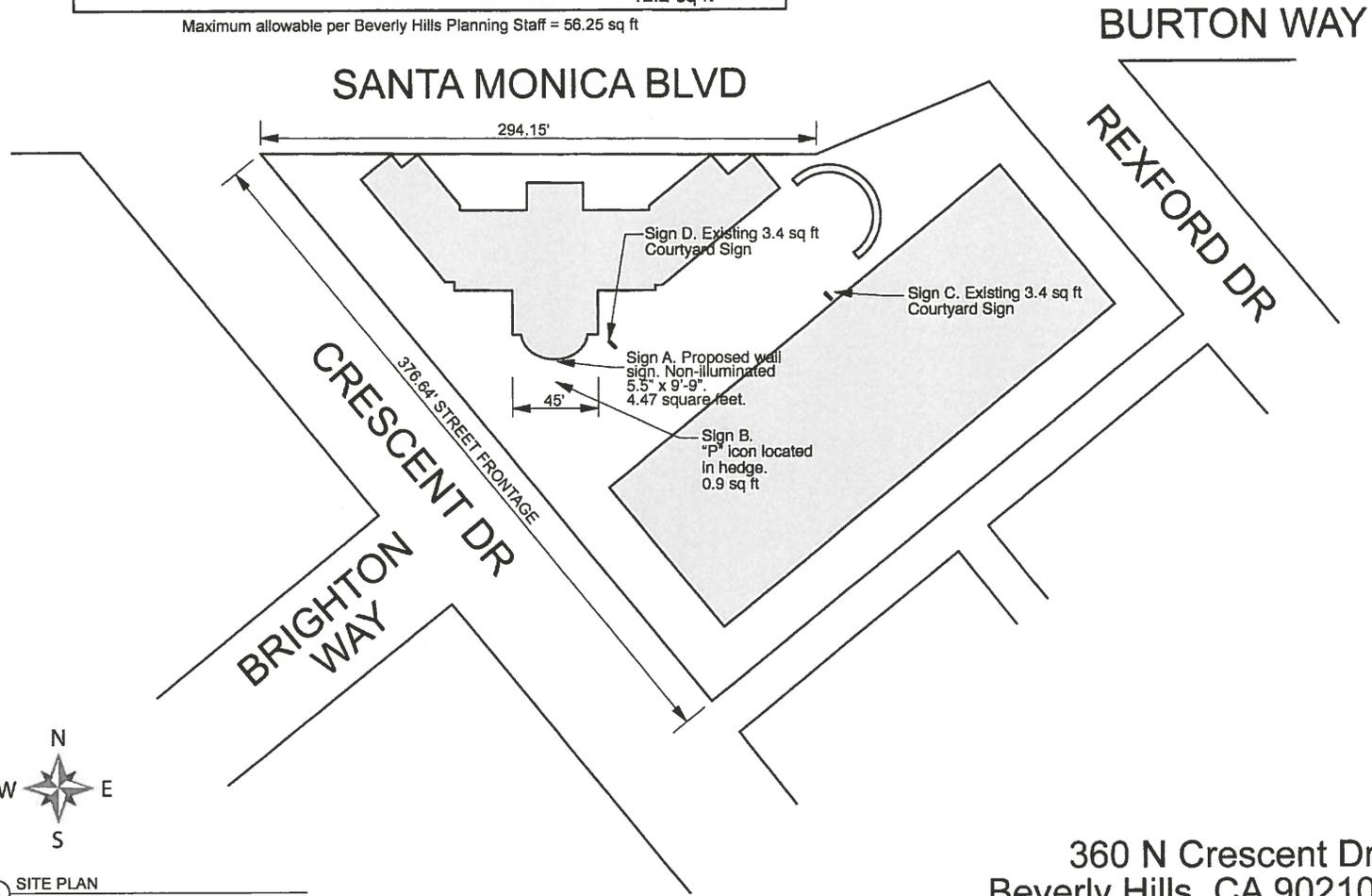
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Attachment B

Project Design Plans

Courtyard Sign Inventory			
Sign A	New letters above door	117" (w) x 5.5" (h)	4.47 sq ft
Sign B	New logo "P" in shrubbery	6.5" (w) x 20" (h)	Less than 1 sq ft
Sign C	Existing ground sign in courtyard	24" (w) x 1.7" (h)	3.4 sq ft
Sign D	Existing ground sign in courtyard	24" (w) x 1.7" (h)	3.4 sq ft
			12.2 sq ft

Maximum allowable per Beverly Hills Planning Staff = 56.25 sq ft



Ⓐ SITE PLAN
SCALE 1" = 75'

360 N Crescent Dr
Beverly Hills, CA 90210

LOCATION:

Beverly Hills Outside Front

SIZE:

Letters Above Door: 9.75 Ft W x 5.5 in. H

"P" Icon In Hedge: 6.5 in. x 20 in. H

FINISH:

Letters above door: painted to match PMS Cool Gray 10U.

"P" Icon In Hedge: Gold finish to match existing building signage.

DIMENSION:

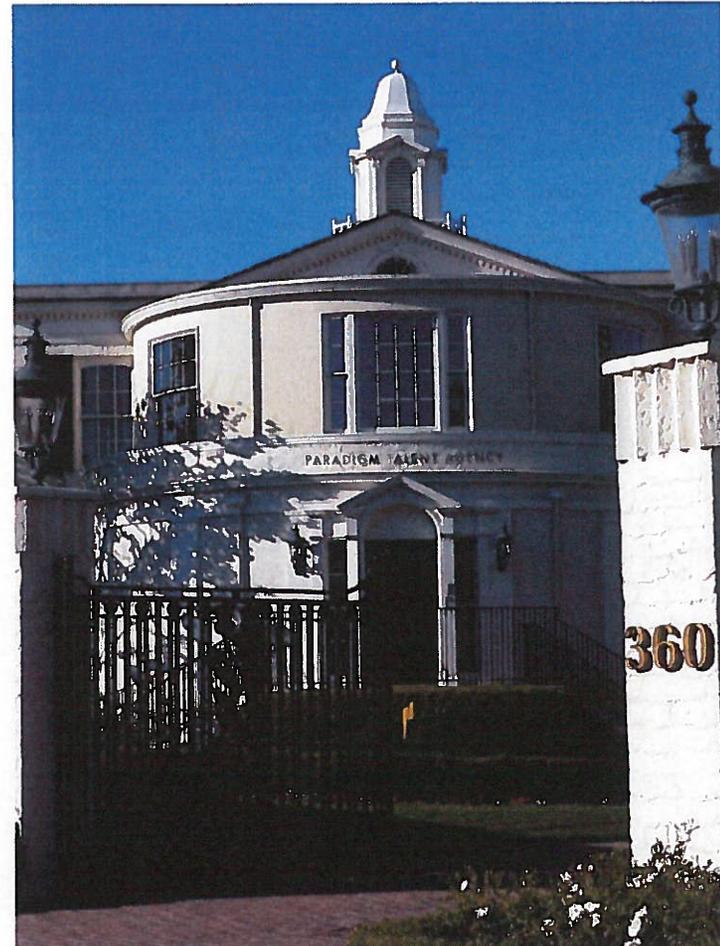
Letters Above Door: 1/8 in. thick flat cut out aluminum

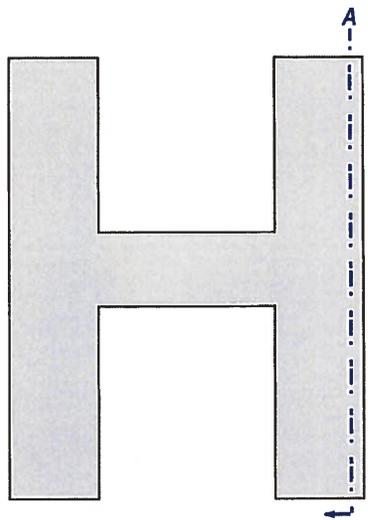
"P" Icon In Hedge: 1.5 in. thick fabricated aluminum

INSTALLATION:

Letters Above Door: tape & adhesive mounted individually to building

"P" Icon In Hedge: Mount consistent with existing sign utilizing existing structure.





Elevation
NTS

*flat cut out aluminum letter
painted Cool Gray 10U*

existing stucco

tape and silicone adhesive

Section A



6842 Valjean Avenue
Van Nuys, California 91406
T 818-781-8600
F 818-781-8900

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Standard Flat Cut Out Letter Mounting Detail

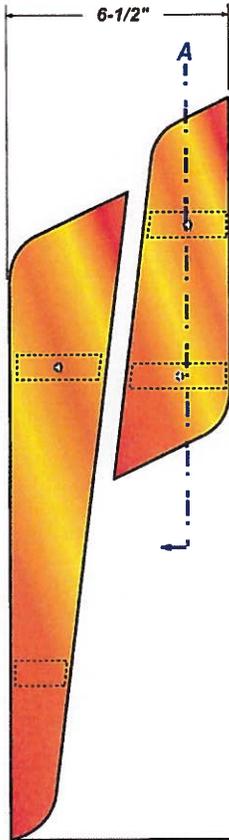


Existing Hedge & Letters



Existing Hedge & Letters

existing letters to be removed and replaced with new "P" mounted to existing sign structure



Elevation

stainless studs
(3 - 4 per letter)

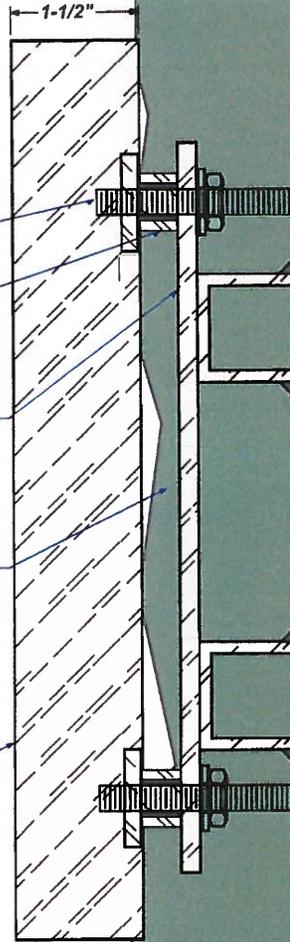
spacer

existing metal sign structure
in existing hedge

existing hedge

20"

fabricated aluminum letter
painted gold similar to existing
letters



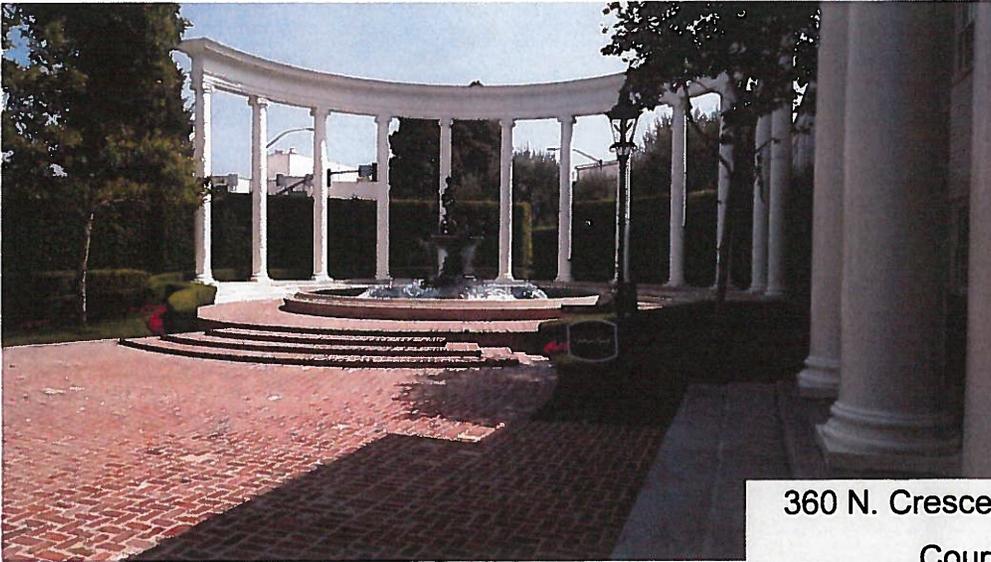
Section A



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Fabricated Letter In Existing Hedge Mounting Detail



360 N. Crescent Drive Beverly Hills
Courtyard Views



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Attachment C

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A SIGN ACCOMMODATION FOR INCREASED COURTYARD BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 360 NORTH CRESCENT DRIVE (PL1507950 – PARADIGM).

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

Section 1. Bob Packham, Neiman and Company Signs, agent, on behalf of the property owner, 360 N. Crescent, LLC, and the tenant, Paradigm, (Collectively the “Applicant”), has applied for architectural approval for a sign accommodation for increased courtyard business identification signage for the property located at 360 North Crescent Drive.

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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards 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 **June 17, 2015** 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: June 17, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission