



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 285-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, November 18, 2015

Subject: **THE WALLIS (PL1511198)**
9390 Santa Monica Boulevard

Request for approval of a comprehensive sign program for the Wallis Annenberg Center for the Performing Arts. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(Continued from the October 21, 2015 Architectural Commission meeting.)

Project agent: Tania Camargo – The Wallis

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

REPORT SUMMARY

The applicant is requesting review and approval of a comprehensive sign program for the Wallis Annenberg Center for the Performing Arts (The Wallis) located at 9390 Santa Monica Boulevard.

The project was previously reviewed by the Architectural Commission at its meeting on October 21, 2015. At that meeting, the Commission indicated that the design warranted further review with various modifications to the sign program requested and directed the project to be restudied and returned to a future meeting. The applicant has prepared a *Response to Comments*, included as Attachment B of this report, that outlines the Commission's comments specific to each sign type and the applicant's associated response.

Additionally, it should be noted that the project requires a Certificate of Appropriateness as the Beverly Hills Post Office is designated as a local landmark. As such, a project-specific condition has been added to the draft approval resolution (Attachment D) indicating that any approval granted by the Architectural Commission is contingent upon the applicant securing a Certificate of Appropriateness for the project. Should any modifications to the comprehensive sign program be required in order to grant the Certificate of Appropriateness, City staff will review such modifications for consistency with the approved comprehensive sign program and determine the appropriate architectural review process. Significant modifications may result in the comprehensive sign program returning to the Architectural Commission for review and approval.

COMPREHENSIVE SIGN PROGRAM DETAILS + ANALYSIS

Various modifications have been made to the sign program as a result of the Commission's comments. The proposed signage is outlined below by sign type, which includes a brief summary of the Commission's comments, revised sign details, and the associated urban design analysis. Additionally, it should be noted that the subject property is considered unzoned and therefore is not regulated by the City's sign code. In the absence of specific code provisions, the required findings should be used to guide the Commission in its review and discussion of the project.

Attachment(s):

- A. Previously Proposed Staff Report and Plans (10/15/15)
- B. Applicant-prepared *Response to Comments*
- C. Project Design Plans
- D. DRAFT Approval Resolution

Report Author and Contact Information:

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Pole Structure + Banners (previously Projection Structure + Banners)

Commission Comments

The Commission expressed concern about the appropriateness of its location along North Santa Monica Boulevard, the overall height of 27'-0", and whether it contributes to sign clutter when viewed in combination with the façade banners.

Sign Details

The ground-mounted pole structure has been relocated from its previous location along North Santa Monica Boulevard to the landscaped area adjacent to the sidewalk along North Canon Drive. The structure has been reduced by 5'-0" to a proposed height of 22'-0" and the projection structure component has been fully removed. Each banner is proposed at 10'-0" in height (no change from previous) and would rotate with The Wallis' event schedule. The triangle banner configuration (three visible sides) is proposed; the spoke banner configuration (six visible sides) has been removed.

Urban Design Analysis

While the location is an improvement from the previously proposed location, the pole structure and banners continue to appear out of scale due to its considerable height, which conflicts with the pedestrian-oriented area. Additionally, the structure may detract and render less significant the flag pole located in the nearby courtyard.

Furthermore, from the vantage points that a passerby may view this sign, alternative signs that are more architecturally- and site-appropriate will also be visible, such as the ground sign, motor court entry sign, and the Goldsmith Theatre sign. Based on this analysis, City staff does not recommended approval of the ground-mounted pole structure or related banner signage.

Goldsmith Theatre

Commission Comments

The Commission was generally supportive of the sign and expressed a preference for locating it above the uppermost horizontal mullion. The use of dimensional letters, as opposed to vinyl appliques, was discussed as a preferred option.

Sign Details

One sign is proposed to be located on the glass façade of the Goldsmith Theatre with letters proposed at 32" in height and consisting of vinyl lettering (no change). The location option located above the uppermost horizontal mullion is proposed; the option locating the sign below the uppermost horizontal mullion has been removed.

Urban Design Analysis

With the staff-supported location above the uppermost horizontal mullion, the proposed sign on the glass façade of the Goldsmith Theatre is appropriate in its size and location to allow for appropriate business identification on one of the City's major thoroughfares. However, staff continues to recommend that the sign be revised to a dimensional letter as opposed to the vinyl appliqué currently proposed. Based on this analysis, City staff recommends approval of the Goldsmith Theatre signage, as modified.



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Ground Sign – North Canon Drive

Commission Comments

The Commission was generally supportive of the sign type and its location but expressed a preference for it to be configured in a manner more consistent with the current ground sign located adjacent to North Crescent Drive, such as locating the text on two lines as opposed to three.

Sign Details

One ground-mounted sign is proposed to be located adjacent to the intersection of North Santa Monica Boulevard and North Canon Drive. The sign consists of a dark bronze aluminum sign cabinet with edge-lit aluminum letters (frosted acrylic returns) and a light bronze aluminum sign base. The size and configuration has been revised to more closely match the ground sign located near North Canon Drive. No change in height is proposed; however, the width has been increased to 20'-0" (previously proposed at 12'-0") to allow the sign copy to be configured in two lines as opposed to three.

Urban Design Analysis

The location of the sign is appropriate and provides an introduction to the site for those travelling east along North Santa Monica Boulevard. Additionally, the proposed ground sign is enhanced by its consistency with the ground sign proposed adjacent to North Crescent Drive as they share similar configurations. However, the height of 5'-10" is out of scale for the pedestrian area. Therefore, staff continues to recommend that the height be reduced to preserve the pedestrian-oriented area and also to allow for clear visibility onto the site and the Beverly Hills Post Office. Based on this analysis, City staff recommends approval of the North Canon Drive ground sign, as modified.

Wall/Ground Sign – North Crescent Drive

Commission Comments

The Commission was supportive of this sign as presented and did not recommend any modifications.

Sign Details (no modifications are proposed)

One wall-mounted sign is proposed to be located on the existing site wall near the intersection of North Santa Monica Boulevard and North Crescent Drive. The sign is proposed to replace the existing sign in the same location that was previously approved through the City Council Liaison. The only modification to the overall size is in the depth of the so as to allow for an edge-lit illumination (the existing sign is not illuminated). The sign consists of a dark bronze aluminum sign cabinet with edge-lit aluminum letters (frosted acrylic returns) and a light bronze aluminum sign base. The proposed height is 3'-6" (not including wall area underneath sign) with a width of 24'-0".

Urban Design Analysis

The proposed sign is architecturally appropriate to the site and is of an appropriate scale to its location. It is replacing an existing sign of substantially the same size and will introduce a visually pleasing lighting aesthetic through its use of edge-illumination. Based on this analysis, City staff recommends approval of the North Crescent Drive ground sign, as presented.

Elevator Building

This sign component has been fully removed from the comprehensive sign program.



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Poster Kiosks

Commission Comments

The Commission was generally supportive of this sign type but expressed concern about the number of signs proposed in the motor court. It was recommended that the quantity be reduced by 50%.

Sign Details

The number of proposed poster kiosks signs has been reduced from six to three. These are proposed to be located in the motor court area in front of the two wings flanking each side of the main entrance of the Beverly Hills Post Office. Each sign is proposed at a height of 6'-8" with a width of approximately 2'-0". The signs will include general locational information and each will contain an area for event posters that will rotate with The Wallis' event schedule (note: the directional sign located directly adjacent to North Canon Drive would not contain an area for event posters).

Urban Design Analysis

The proposed signs are appropriate in size and scale and will serve as architecturally appropriate locational guides to users of The Wallis. They have been sited appropriately on either side of the main entrance so as not to detract from the entry feature. While tall in size, the width of approximately 2'-0" allows the signs to retain a pedestrian-oriented scale, similar to other wayfinding-type signs. Additionally, the reduction in number from six to three will assist in reducing sign clutter within the motor court. Based on this analysis, City staff recommends approval of the poster kiosks, as presented.

Building Banners

Commission Comments

The Commission expressed concern that the two banner signs located parallel to the building façade were too large and obscured an important "United States Postal Office" sign that had been engraved into the building's architectural horizontal molding.

Sign Details (no modifications are proposed)

A total of four building banners are proposed on the Beverly Hills Post Office. Two of the signs are installed parallel to the building with a height of 18'-0" and a width of 14'-0". These signs will rotate with The Wallis' event schedule. The remaining two signs are located perpendicular to the building (projecting) and are business-oriented signs.

Urban Design Analysis

The building banner signs present an appropriate manner by which to advertise upcoming events at The Wallis. While the two projecting signs are appropriate in size and scale, and flank the main entrance thoughtfully, the two larger banners appear to detract from the architecture of the Beverly Hills Post Office. Such banners may be more appropriate if they were to be reduced in size so as to serve as secondary elements to the building without overshadowing the building itself. Based on this analysis, City staff recommends approval of the building banner signs, as modified.

Flag Pole Banners

This sign component has been fully removed from the comprehensive sign program.



Temporary Event Projections

This sign component has been fully removed from the comprehensive sign program.

Summary of Recommendations

| <i>Sign Type</i> | <i>City Staff Recommendation</i> |
|---|----------------------------------|
| Ground-mounted Pole Structure + Banners | Not recommended |
| Goldsmith Theatre | Recommended, as modified |
| Ground Sign – North Canon Drive | Recommended, as modified |
| Wall/Ground Sign – North Crescent Drive | Recommended, as presented |
| Poster Kiosks | Recommended, as presented |
| Building Banners | Recommended, as modified |

Project-specific conditions have not been proposed as a result of the design analyses; however, the Commission may wish to consider the analyses during the course of its review.

Note: The sign program plans includes street banner signage proposed for light posts located in the City's public right-of-way. The Architectural Commission's decision-making authority is limited only to those portions of a project located on private property. As such, the banner signage is not considered a part of the proposed sign program for purposes of this review.

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 15301 (Class 1) of the State CEQA Guidelines in that the project includes the minor alteration of an existing structure that involves negligible or no expansion of use beyond that existing at the time of the lead agency's determination. The project has also been reviewed and found to be a historic resource and designed by an individual listed on the City's List of Master Architects (Ralph C. Flewelling). However, the project has been designed to be consistent with the Secretary of the Interior's Standards for Rehabilitation and is therefore exempt from the California Environmental Quality Act. Additionally, as a local landmark, the project will be required to obtain a Certificate of Appropriateness to ensure compliance with all applicable historic standards.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



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Attachment A
Previously Proposed Staff Report and Plans
(10/15/15)



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Architectural Commission Report

Meeting Date: Wednesday, October 21, 2015

Subject: **THE WALLIS (PL1511198)**
9390 Santa Monica Boulevard

Request for approval of a comprehensive sign program for the Wallis Annenberg Center for the Performing Arts. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Tania Camargo – The Wallis

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

REPORT SUMMARY

The applicant is requesting review and approval of a comprehensive sign program for the Wallis Annenberg Center for the Performing Arts (The Wallis) located at 9390 Santa Monica Boulevard. The existing signage currently installed on-site was approved by a City Council Liaison Committee during construction and initial opening of The Wallis. However, the long term goal was to have a comprehensive sign program submitted to the City, subject to review by the Architectural Commission. The applicant has submitted a comprehensive sign program, which is the project currently under consideration by the Commission.

Project Review History

The project was submitted to the City for review on Monday, August 3, 2015. Due to the scale of the project, City staff held a meeting with the City's contract architect and applicant team on Monday, August 24, 2015 to discuss the overall project and initial thoughts on the proposed sign program. The discussion focused primarily on the neighborhood context, user interaction, signage hierarchy, and overall appropriateness of the signage in relation to the buildings and site. Subsequently, a site visit was held on Thursday, September 17, 2015 with the same parties to gain a more comprehensive understanding of how the sign program would integrate into the project site and surrounding areas.

COMPREHENSIVE SIGN PROGRAM DETAILS + ANALYSIS

No modifications have been made to the sign program as a result of the project discussions. The proposed signage is outlined below by sign type, which includes the sign details as well as the associated urban design analysis. Additionally, it should be noted that the subject property is considered unzoned and therefore is not regulated by the City's sign code. In the absence of specific code provisions, the required findings should be used to guide the Commission in its review and discussion of the project.

Projection Structure + Banners

One ground-mounted pole structure, 27'-0" in height, that holds three banners and the projection structure for the temporary projections (to be discussed further on in this staff report) is proposed to be located adjacent to the sidewalk on North Santa Monica Boulevard. Each banner is proposed at 10'-0"

Attachment(s):

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

Report Author and Contact Information:

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in height and would rotate with The Wallis' event schedule. Two configuration options are proposed: 1) a total of six sides would be visible (spoke), and; 2) a total of three sides would be visible (triangle).

Urban Design Analysis

The proposed projection structure signage appears out of scale due to its considerable height and is anticipated to detract from the vista to the Beverly Hills Post Office as seen from North Santa Monica Boulevard and Beverly Gardens Park. While there is flexibility in the application of the sign code, the proposed height of 27'-0" exceeds the code maximum of 20'-0" for similar ground/pole signs in the City's commercial areas. Based on this analysis, City staff does not recommend approval of the projection structure or related banner signage.

Goldsmith Theatre

One sign is proposed to be located on the glass façade of the Goldsmith Theatre with letters proposed at 32" in height and consisting of vinyl lettering. Two location options are proposed: 1) located above the uppermost horizontal mullion, and; 2) located below the uppermost horizontal mullion.

Urban Design Analysis

The preferred location for the sign is above the uppermost horizontal mullion as it would allow for a clear and uninterrupted view to the interior space. Locating the sign below the mullion may distract from the view, both interior and exterior, and unnecessarily clutter the otherwise clean aesthetic of the glass wall. With the preferred location, the proposed sign on the glass façade of the Goldsmith Theatre is appropriate in its size and location to allow for appropriate business identification on one of the City's major thoroughfares. However, it is recommended that the sign be revised to a dimensional letter as opposed to the vinyl appliqué currently proposed. Based on this analysis, City staff recommends approval of the Goldsmith Theatre signage, as modified.

Ground Sign – North Canon Drive

One ground-mounted sign is proposed to be located adjacent to the intersection of North Santa Monica Boulevard and North Canon Drive. The sign consists of a dark bronze aluminum sign cabinet with edge-lit aluminum letters (frosted acrylic returns) and a light bronze aluminum sign base. The proposed height is approximately 5'-10" with a width of 12'-0".

Urban Design Analysis

The location of the sign is appropriate and provides an introduction to the site for those travelling east along North Santa Monica Boulevard. However, the height of 5'-10" is out of scale for the pedestrian area. It is recommended that it be reduced to a total height of 4'-0" to preserve the pedestrian-oriented area and also to allow for clear visibility onto the site and the Beverly Hills Post Office. Based on this analysis, City staff recommends approval of the North Canon Drive ground sign, as modified.

Wall/Ground Sign – North Crescent Drive

One wall-mounted sign is proposed to be located on the existing site wall near the intersection of North Santa Monica Boulevard and North Crescent Drive. The sign is proposed to replace the existing sign in the same location that was previously approved through the City Council Liaison. The only modification to the overall size is in the depth of the so as to allow for an edge-lit illumination (the existing sign is not



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illuminated). The sign consists of a dark bronze aluminum sign cabinet with edge-lit aluminum letters (frosted acrylic returns) and a light bronze aluminum sign base. The proposed height is 3'-6" (not including wall area underneath sign) with a width of 24'-0".

Urban Design Analysis

The proposed sign is architecturally appropriate to the site and is of an appropriate scale to its location. It is replacing an existing sign of substantially the same size and will introduce a visually pleasing lighting aesthetic through its use of edge-illumination. Based on this analysis, City staff recommends approval of the North Crescent Drive ground sign, as presented.

Elevator Building

One complete building wrap is proposed for the uppermost transom that includes an option for business-oriented signage and an option for event-oriented signage that would rotate with The Wallis' event schedule. The uppermost transom is 5'-0" in height and the wrap is proposed for the full extent of the height. Additionally, the signage is described as digital posters; however, no details have been provided for a digital poster structure in which the equipment would be located.

Urban Design Analysis

The wrapping of the transom at the top of the elevator building is contextually inappropriate and effectively serves as a billboard on the property. It contrasts unnecessarily with the glass and metal structure that functions as a tertiary structure, with its understated and see-through design, to the Beverly Hills Post Office and its contemporary theatre addition. The addition of a building wrap, digital or otherwise, would counter the current function of the building by diverting attention away from the Post Office and theatre addition in a manner that may cause an adverse impact to the site and adjacent streetscapes. Based on this analysis, City staff does not recommend approval of the elevator building signage.

Poster Kiosks

Six ground-mounted signs are proposed to be located in the motor court area in front of the two wings flanking each side of the main entrance of the Beverly Hills Post Office. Each sign is proposed at a height of 6'-8" with a width of approximately 2'-0". The signs will include general locational information and each will contain an area for event posters that will rotate with The Wallis' event schedule (note: the directional sign located directly adjacent to North Canon Drive would not contain an area for event posters).

Urban Design Analysis

The proposed signs are appropriate in size and scale and will serve as architecturally appropriate locational guides to users of The Wallis. They have been sited appropriately on either side of the main entrance so as not to detract from the entry feature. While tall in size, the width of approximately 2'-0" allows the signs to retain a pedestrian-oriented scale, similar to other wayfinding-type signs. Based on this analysis, City staff recommends approval of the poster kiosks, as presented.



Building Banners

A total of four building banners are proposed on the Beverly Hills Post Office. Two of the signs are installed parallel to the building with a height of 18'-0" and a width of 14'-0". These signs will rotate with The Wallis' event schedule. The remaining two signs are located perpendicular to the building (projecting) and are business-oriented signs.

Urban Design Analysis

The building banner signs present an appropriate manner by which to advertise upcoming events at The Wallis. While the two projecting signs are appropriate in size and scale, and flank the main entrance thoughtfully, the two larger banners appear to detract from the architecture of the Beverly Hills Post Office. Such banners may be more appropriate if they were to be reduced in size so as to serve as secondary elements to the building without overshadowing the building itself. Based on this analysis, City staff recommends approval of the building banner signs, as modified.

Flag Pole Banners

Banner signs are proposed on the existing flag pole that is located adjacent to North Canon Drive. Each banner is proposed at 16'-0" in height. Two configuration options are proposed: 1) a total of six sides would be visible (spoke) with The Wallis' business-oriented signs, and; 2) a total of three sides would be visible (triangle) with event-oriented signage that would rotate with The Wallis' event schedule.

Urban Design Analysis

The proposed banner signs appear overly large and may distract from the view into the site from the west. Additionally, the signs' location may detract from the prominence of flags of the United States and California, both of which are located at peak of the flagpole. As signage for The Wallis will be visible to passersby from the staff-supported ground sign at the intersection of North Santa Monica Boulevard and North Crescent Drive, and from the staff-supported glass wall sign located on the Goldsmith Theatre, the flagpole signs may contribute to undesirable sign clutter in the area. Based on this analysis, City staff does not recommend approval of the flag pole signs.

Temporary Event Projections

A variety of illuminated signs are proposed to be projected onto the Beverly Hills Post Office during special events hosted by The Wallis or other groups. The projections are proposed in various sizes and locations on the north and west elevations of the building. The projection structure will contain a permanent projection device for signs located on the front of the building; temporary projection devices will be used as necessary for other locations that are not accessible by the permanent device.

Urban Design Analysis

The proposed projected illuminated signs appear to be out of character with the Beverly Hills Post Office and have the potential to render the building and its architecture as secondary features. Additionally, such signs, even if temporary in nature, may contribute to sign clutter on the site when viewed in combination with the proposed façade-mounted banner signs on the building and the proposed ground-mounted poster kiosks located at the motor court, both of which may contain appropriate event-oriented signage. Based on this analysis, City staff does not recommend approval of the temporary event projections.



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Summary of Recommendations

| <i>Sign Type</i> | <i>City Staff Recommendation</i> |
|---|----------------------------------|
| Projection Structure + Banners | Not recommended |
| Goldsmith Theatre | Recommended, as modified |
| Ground Sign – North Canon Drive | Recommended, as modified |
| Wall/Ground Sign – North Crescent Drive | Recommended, as presented |
| Elevator Building | Not recommended |
| Poster Kiosks | Recommended, as presented |
| Building Banners | Recommended, as modified |
| Flag Pole Banners | Not recommended |
| Temporary Event Projections | Not recommended |

Note: The sign program plans includes street banner signage proposed for light posts located in the City's public right-of-way. The Architectural Commission's decision-making authority is limited only to those portions of a project located on private property. As such, the banner signage is not considered a part of the proposed sign program for purposes of this review.

ZONING CODE COMPLIANCE

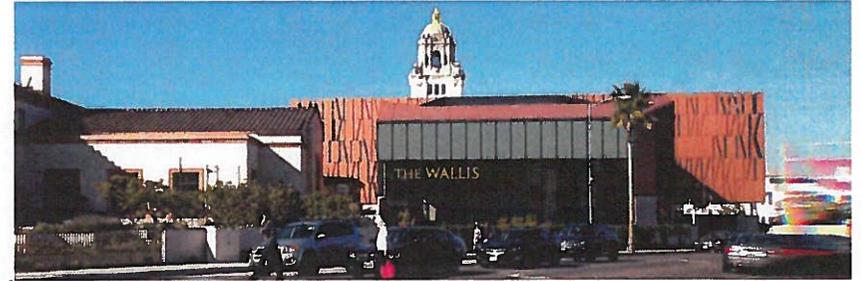
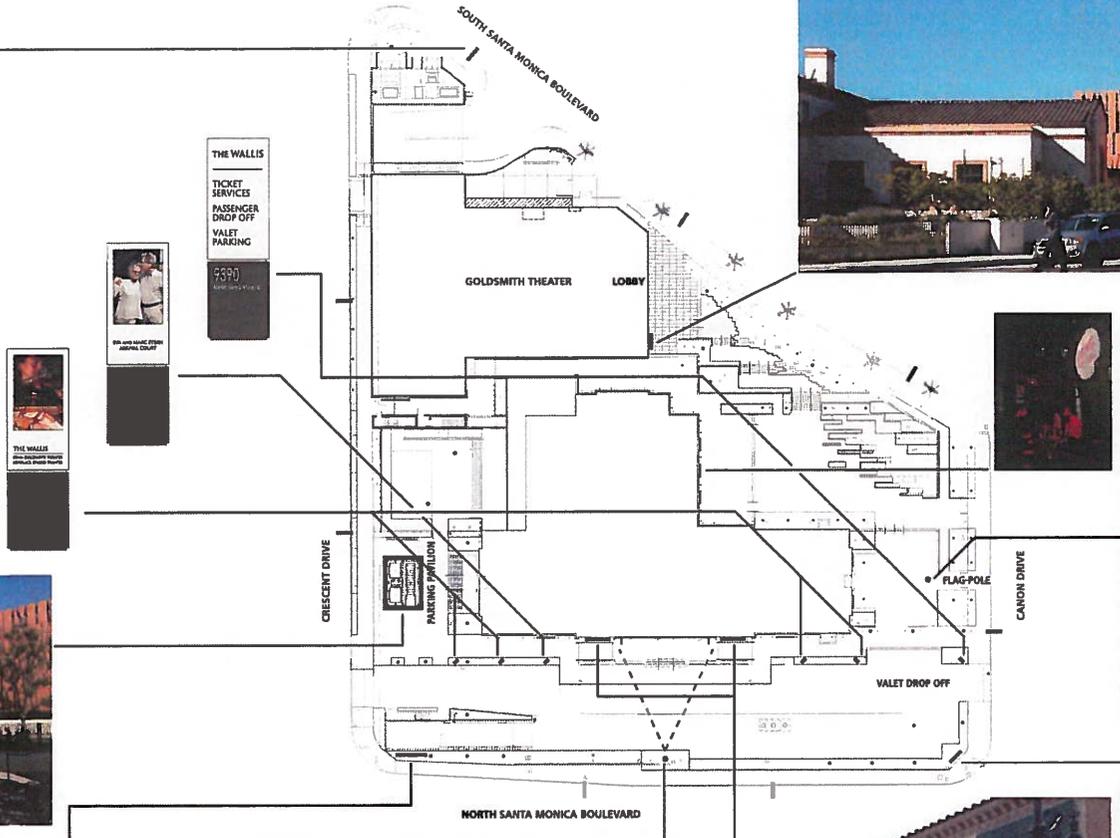
Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (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.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



WALLIS ANNEBERG CENTER FOR THE PERFORMING ARTS
 9350 North Santa Monica Blvd., Beverly Hills, CA 90210

FOLLIS DESIGN
 927 Weimar Avenue, Altadena, CA 91001
 1 626 792 3590

All drawings and specifications, ideas, designs and arrangements are and shall remain the property of Follis Design. No part thereof shall be copied or used in connection with any work or project other than the specific project for which they have been prepared without the written consent of Follis Design. Visual contact with these drawings or specifications shall constitute evidence of acceptance of these restrictions.

Written dimension on these drawings shall have precedence over scaled dimensions. Contractor shall verify, and be responsible for, all dimensions and conditions on the job and this office must be notified of any variations from the dimensions and conditions shown by these drawings. Shop details must be submitted to this office for approval before proceeding with fabrication.

Date 09/08/2015
 Project FD 6480-01
 Drawn GF

© 2014-15 FOLLIS DESIGN

LOCATION P

SCALE: 1/32" = 1' - 0"



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Attachment B
Applicant-prepared Response to Comments

A RESPONSE TO COMMENT

WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS

COMPREHENSIVE SIGNAGE PACKAGE PRESENTED OCTOBER 21, 2015

COVER PAGE

The cover page was modified to reflect the revised comprehensive signage program.

Page 101 1A and 1B - Banner pole and projector

Comment: The Commission noted that the sign was too much, that it should be relocated to the Canon side and scales appropriately to the Building.

Response: The banner pole sign and projector at North Santa Monica was removed from the comprehensive sign program. A smaller banner pole sign is proposed for Canon drive.

Page 101 1C, 1D and 2C – THE WALLIS sign at West facing Bram Goldsmith Theater

Comment: The Commission approved the size and location of THE WALLIS sign on the upper portion of the west facing Bram Goldsmith theater glass façade. The Commission requested that we look at the option of the sign being dimensional letters in lieu of the digital print letters.

Response: The Wallis proposes to keep the digital print letters on the glass. In further review with the Signage Designer – Grant Follis and with sign fabricators – dimensional letters cannot be affixed to the glass without the risk of falling off. Drilling thru the glass is not an option – as the glass is both laminated and has a vacuum air seal that cannot be compromised. Changing the glass is not possible now that the building is finished. There are many examples of digital print letters on glass throughout the City. We can show examples at the next meeting. These include both informational, advertisement and company names.

Page 103 1A – Canon and North Santa Monica Corner

Comment: The Commission approved a sign at the corner of Canon and North Santa Monica – but wanted to see two lines of copy – not three as shown in the original presentation. The Commission thought that the sign design should mirror the existing sign at the Crescent and North Santa Monica corner, including the height and the integration with the low wall. The sign should be set back into the planter to preserve the pedestrian view to the Historic Building.

Response: The Wallis redesigned the sign to comply with the Commission's recommendations, including changing the sign to two lines of copy, setting back the low wall, and sign to preserve the pedestrian view, integrating the sign with the low wall and lowering the overall height to match the existing sign at the Crescent and North Santa Monica corner.

Page 104 1A – Crescent and North Santa Monica Corner

Comment: The Commission approved the replacement of the existing sign at the corner of Crescent and North Santa Monica.

Response: No changes were required.

Page 105 1A and 1B – Parking Pavilion

Comment: The Commission disapproved the sign proposed at the Parking Pavilion.

Response: The proposed sign has been removed from the Comprehensive Signage package.

Page 106 1A – Pedestrian Oriented signs

Comment: The Commission approved three of the proposed 6 pedestrian oriented signs, including the valet drop off sign at Canon, the existing donor sign next to the Historic Building's porch and a third sign at near the Parking Pavilion. No changes were proposed to the sign design. .

Response: The Wallis has changed the drawings to reflect the Commission's comments.

Page 107 1A – Banner signs on North side of Historic Building

Comment: The Commission approved the banner signs as shown

Response: No changes were required.

Page 108 1A and 1B – Flagpole banner signs

Comment: The Commission noted that the banners should not be placed on the flagpoles, but that a separate pole sign was possible. The Commission directed us to redesign a banner pole sign along Canon Drive, scaled appropriately to the Building.

Response: The Wallis proposes a smaller banner pole sign at the Canon Drive entrance to the property. This banner sign would be 22' tall, with a 12' banner set 10' above the ground. The banners would be installed as a three sided format, as shown on the revised drawings.

Page 109 1A – Projections

Comment: The Commission stated that projections on the building would continue to be considered on a case by case basis. Typically this is handled thru an events or other permit process.

Response: The proposed projections have been removed from the Comprehensive Signage package.

Page 110 1A – Street Banners

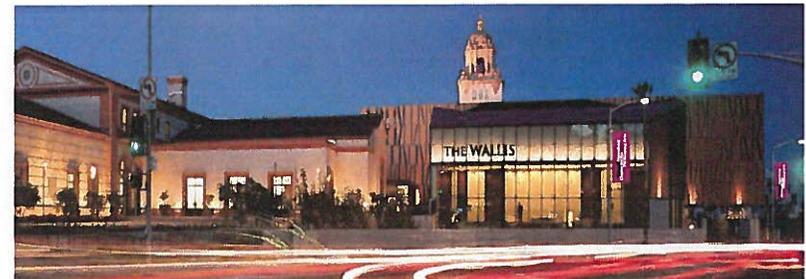
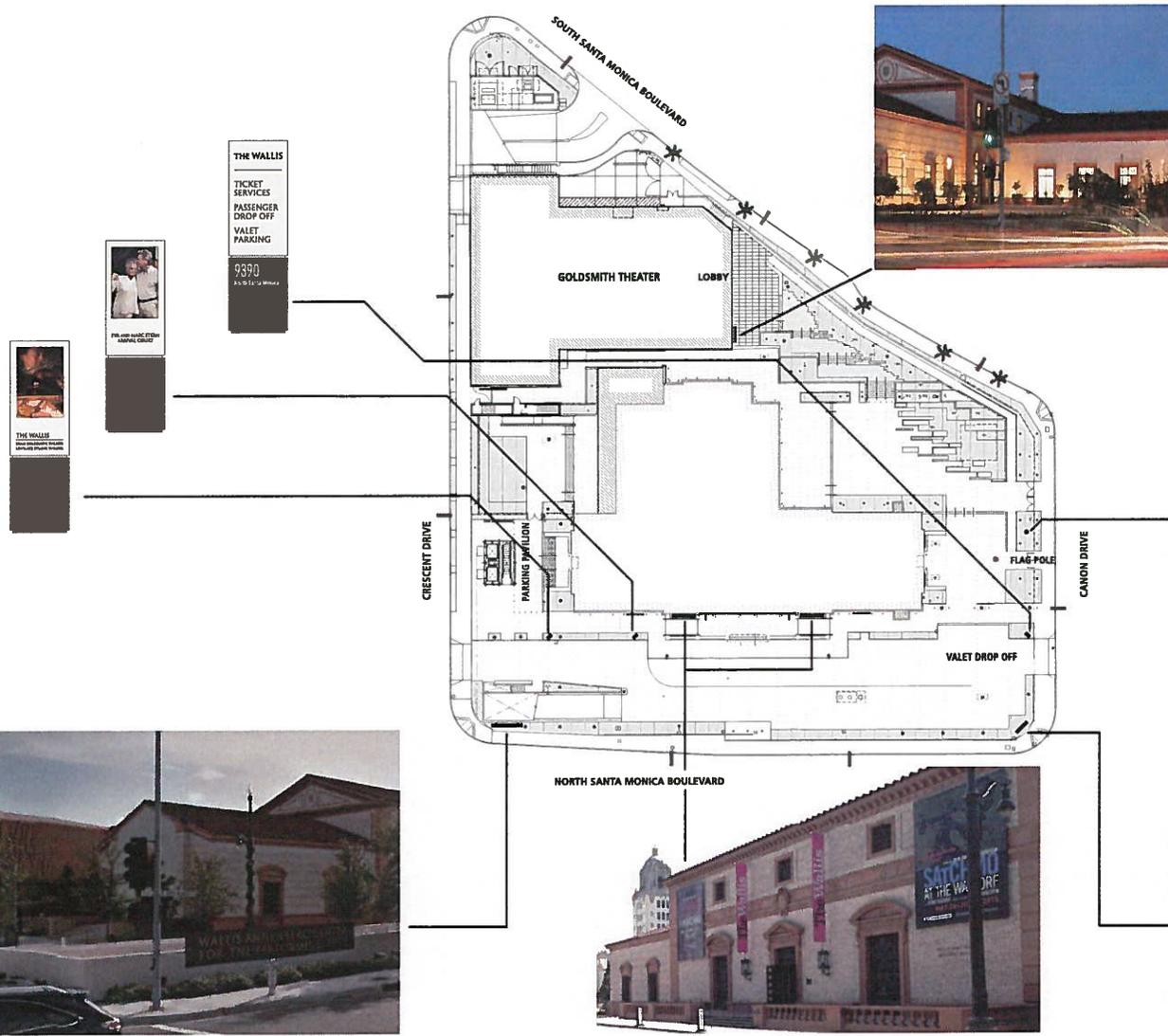
Comment: The Commission staff stated that the street banners are on public property, whereas the Commission's jurisdiction does not extend to public property. .

Response: The proposed street banners have been removed from the Comprehensive Signage package.



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Attachment C
Project Design Plans



WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS
 9350 North Santa Monica Blvd., Beverly Hills, CA 90210

FOLLIS DESIGN
 927 Weimar Avenue, Altadena, CA 91001
 1 626 792 3590

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Date 10/28/2015
 Project FD 6480-01
 Drawn GF

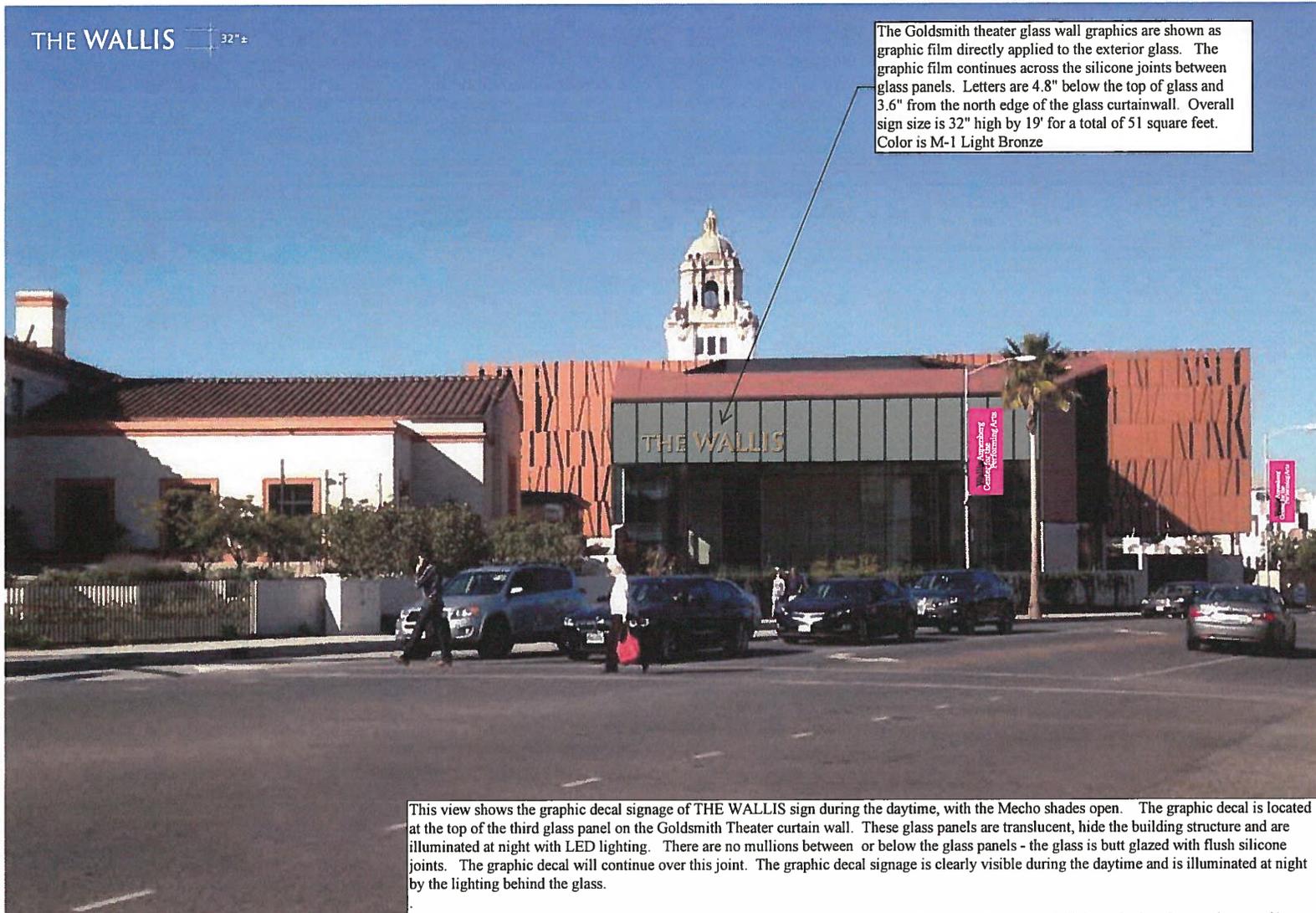
© 2014-15 FOLLIS DESIGN

LOCATION PLAN

SCALE: 1/32" = 1'-0"

THE WALLIS 32" ±

The Goldsmith theater glass wall graphics are shown as graphic film directly applied to the exterior glass. The graphic film continues across the silicone joints between glass panels. Letters are 4.8" below the top of glass and 3.6" from the north edge of the glass curtainwall. Overall sign size is 32" high by 19' for a total of 51 square feet. Color is M-1 Light Bronze



This view shows the graphic decal signage of THE WALLIS sign during the daytime, with the Mecho shades open. The graphic decal is located at the top of the third glass panel on the Goldsmith Theater curtain wall. These glass panels are translucent, hide the building structure and are illuminated at night with LED lighting. There are no mullions between or below the glass panels - the glass is butt glazed with flush silicone joints. The graphic decal will continue over this joint. The graphic decal signage is clearly visible during the daytime and is illuminated at night by the lighting behind the glass.

We reviewed options for installing dimensional letters on the glass, but this is not feasible. We cannot drill through glass for attachment of letters - as the glass is a combination of laminated glass with a vacuum sealed inner-layer. We also cannot drill thru the silicone as the waterproofing would be compromised.

GOLDSMITH WEST ELEVATION

FOLLIS DESIGN

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Altadena, California 91001
626 792 3590 Telephone
follisdesign@earthlink.net

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WALLIS
ANNENBERG CENTER
FOR THE PERFORMING ARTS

9350 North Santa Monica Blvd.
Beverly Hills, California 90210

| | |
|----------|------------|
| Date | 06/24/2015 |
| Project | 6445 - 4 |
| Drawn | GF |
| Check | |
| Revision | |

THE WALLIS 32"±



This view shows the simple graphic decal signage of THE WALLIS sign during the daytime, with the Mecho shades closed.

GOLDSMITH WEST ELEVATION

FOLLIS DESIGN

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Altadena, California 91001
626 792 3590 Telephone
follisdesign@earthlink.net

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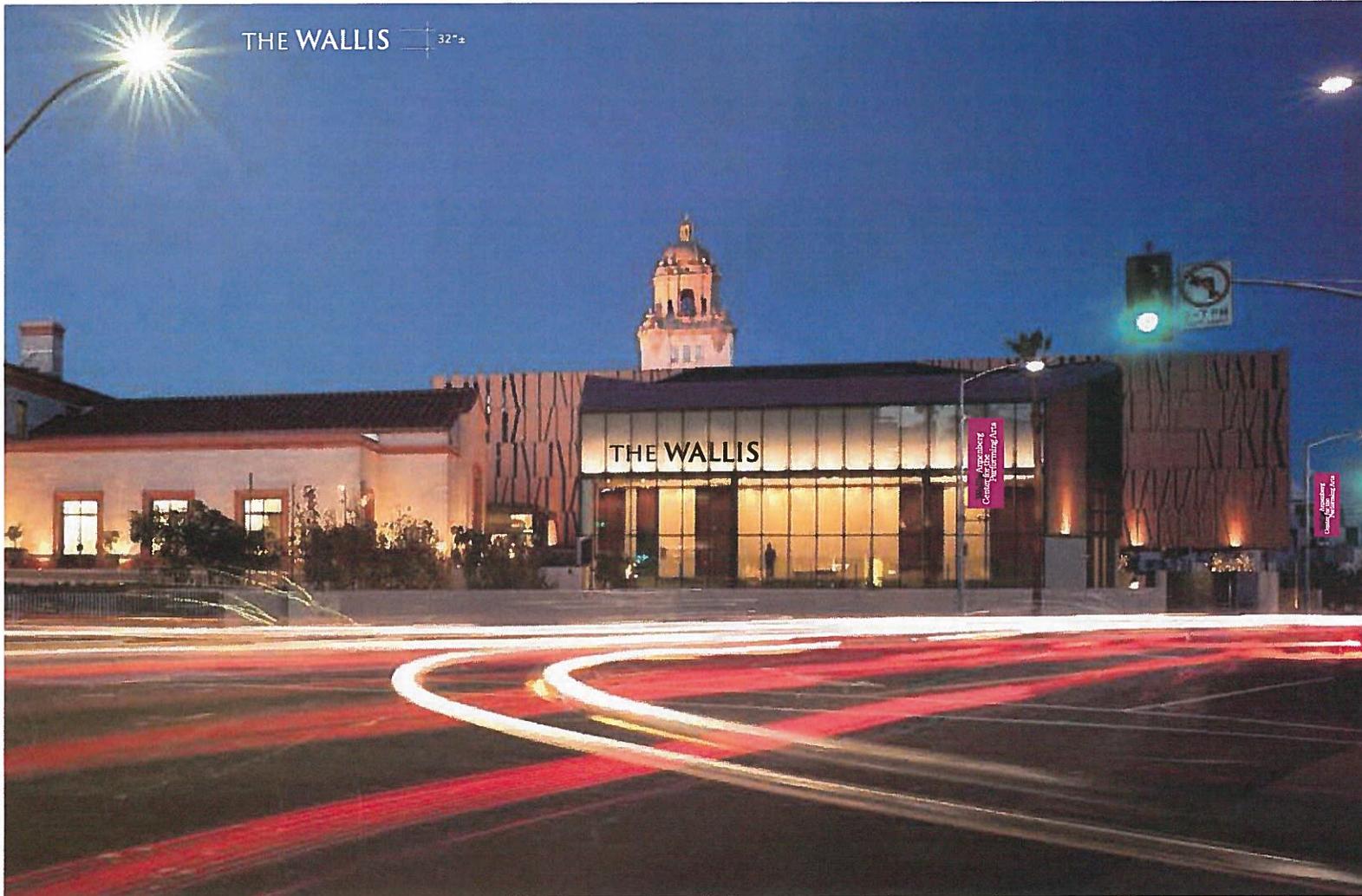
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WALLIS
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FOR THE PERFORMING ARTS

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Beverly Hills, California 90210

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| Date | 06/24/2015 |
| Project | 6445 - 4 |
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| Revision | |
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SIGN TYPE
101.1D OF



This view shows the simple graphic decal signage of THE WALLIS sign during the nighttime, with the Mecho shades open.

GOLDSMITH WEST ELEVATION

FOLLIS DESIGN

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 Altadena, California 91001
 626 792 3590 Telephone
 follisdesign@earthlink.net

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|----------|------------|
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| Project | 6445 - 4 |
| Drawn | GF |
| Check | |
| Revision | |

SIGN TYPE

101.2C OF

FOLLIS DESIGN

927 Weimar Avenue
 Altadena, California 91001
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 626 792 4981 Facsimile
 follisdesign@earthlink.net

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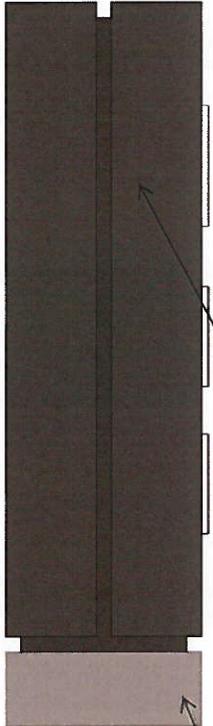
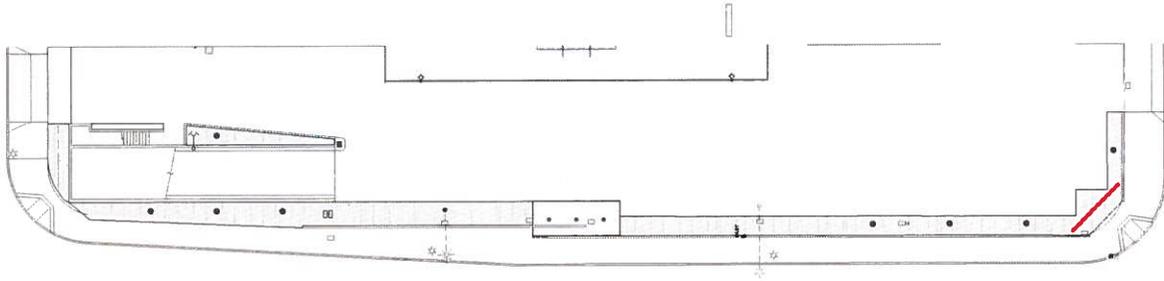
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**ANNENBERG CENTER
 BEVERLY HILLS**

9394 North Santa Monica Blvd.
 Beverly Hills, California 90210

| | |
|----------|------------|
| Date | 06/24/2015 |
| Project | 6386 - 4 |
| Drawn | GF |
| Check | |
| Revision | 10/26/2015 |

SIGN TYPE
103.1A OF



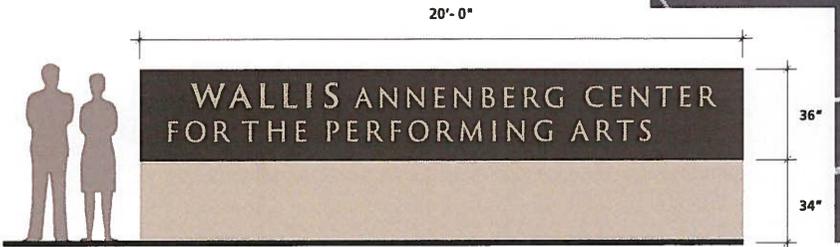
M-3 Dark Bronze structure with M-1 Light bronze letters. Letters are 10" and 8" high (smaller than the existing sign at Crescent corner)

ALUMINUM SIGN CABINET
 PUSH THROUGH FROSTED ACRYLIC LETTERS
 WITH ALUMINUM FACE

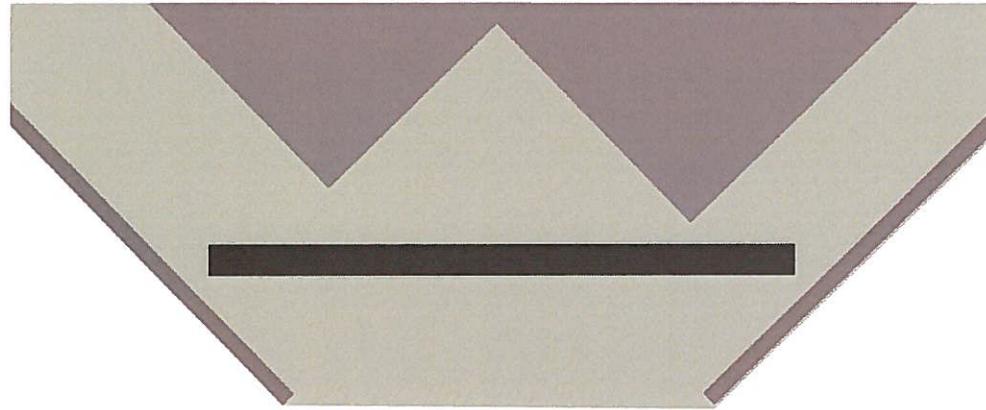
PRODUCES EDGE LIGHT ONLY

NEW SIGN BASE

Base painted to match existing site walls.



A secondary "Wallis Annenberg Center for the Performing Arts" Cornerstone Marker is proposed for the corner of North Canon Drive and North Santa Monica Blvd, facing eastbound towards drivers and pedestrians. The landscape was originally designed with a gap between the low walls along Canon and North Santa Monica, with the intent that a sign be designed within this gap. The design features two lines of text - similar to the existing sign at the North Santa Monica and Crescent corner. The height is the same as the opposite corner, but the sign is set back from the corner to preserve the pedestrian view towards the Historic Building. The letters are side-lit letters, similar to the side-lit signage around City Hall (also designed by Grant Follis). The overall sign size is 60 square feet.



FOLLIS DESIGN

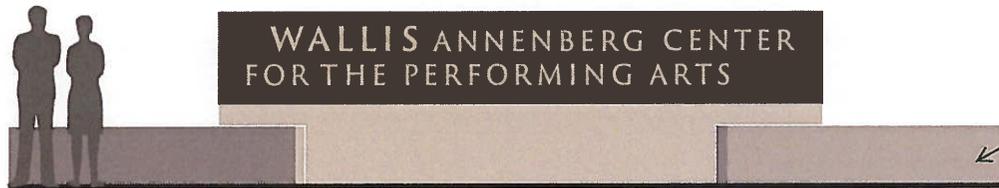
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ANNENBERG CENTER BEVERLY HILLS



Proposed sign at Canon Drive & North Santa Monica Blvd.



Existing sign at Crescent Drive & North Santa Monica Blvd.

Design view of Crescent and Canon Drive and North Santa Monica Blvd proposed and existing signs.

9394 North Santa Monica Blvd.
 Beverly Hills, California 90210

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|----------|------------|
| Date | 06/24/2015 |
| Project | 6386 - 4 |
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| Check | |
| Revision | 10/26/2015 |

SIGN TYPE

103. 1B OF

FOLLIS DESIGN

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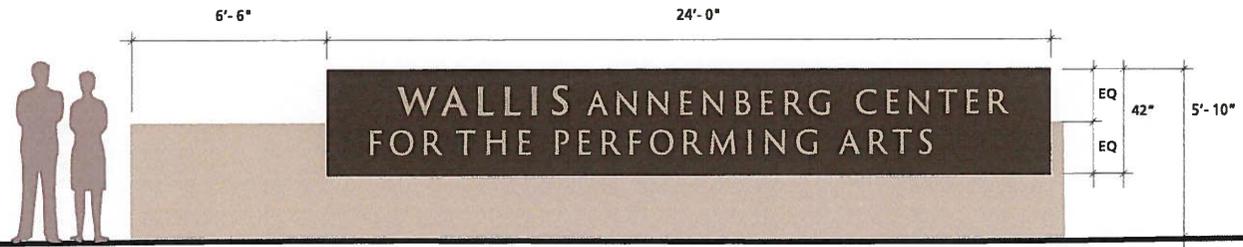
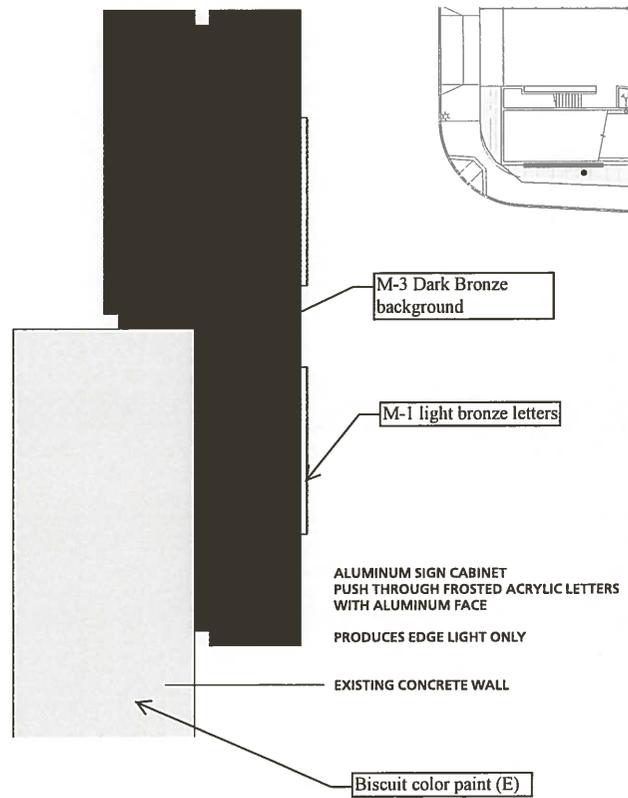
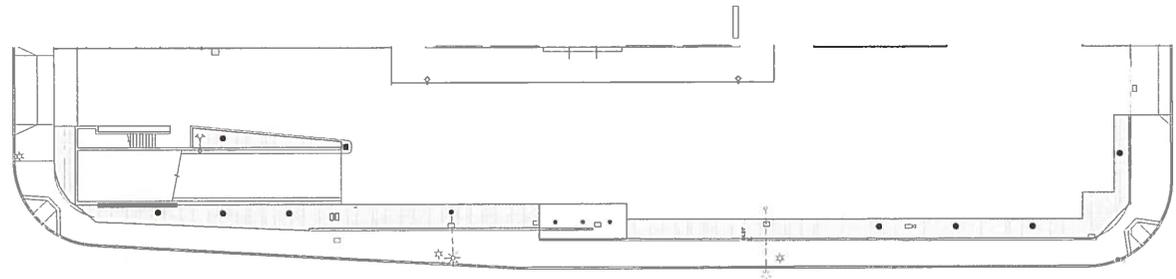
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**ANNENBERG CENTER
 BEVERLY HILLS**

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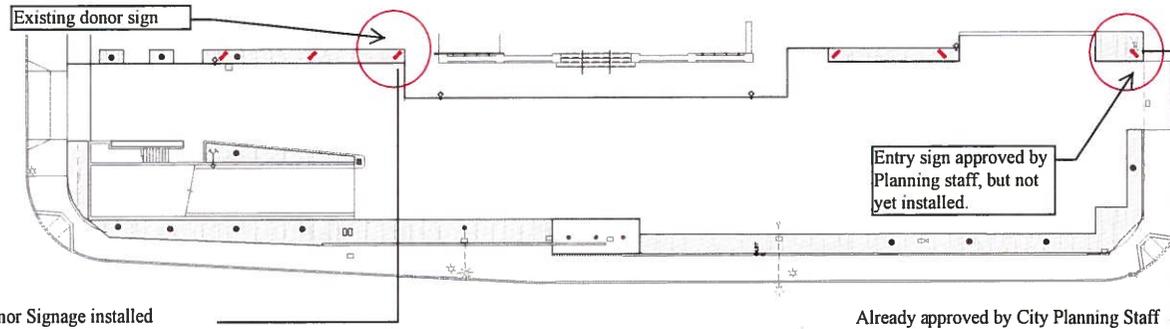
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| Date | 06/24/2015 |
| Project | 6386 - 4 |
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| Revision | |

SIGN TYPE
104.1A OF



MAIN IDENTIFICATION SCALE: 1/4" = 1'-0"

Replacement of the existing "Wallis Annenberg Center for the Performing Arts" sign along North Santa Monica Blvd. at Crescent Drive is proposed. The replacement sign remains essentially identical with the addition of subtle side-lit letters to allow visibility during nighttime. The size of the new sign will remain the same size at 84 square feet, with M-2 dark bronze background and M-1 light bronze letters. The letter size will remain the same size at 12" and 10". The sign depth will be increased to 15" to allow for the LED light components.



Donor Signage installed

Already approved by City Planning Staff



6'-8"

EVA AND MARC STERN
ARRIVAL COURT

THE WALLIS

TICKET
SERVICES

PASSENGER
DROP OFF

VALET
PARKING

9390
North Santa Monica

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**WALLIS
ANNENBERG CENTER
FOR THE PERFORMING ARTS**

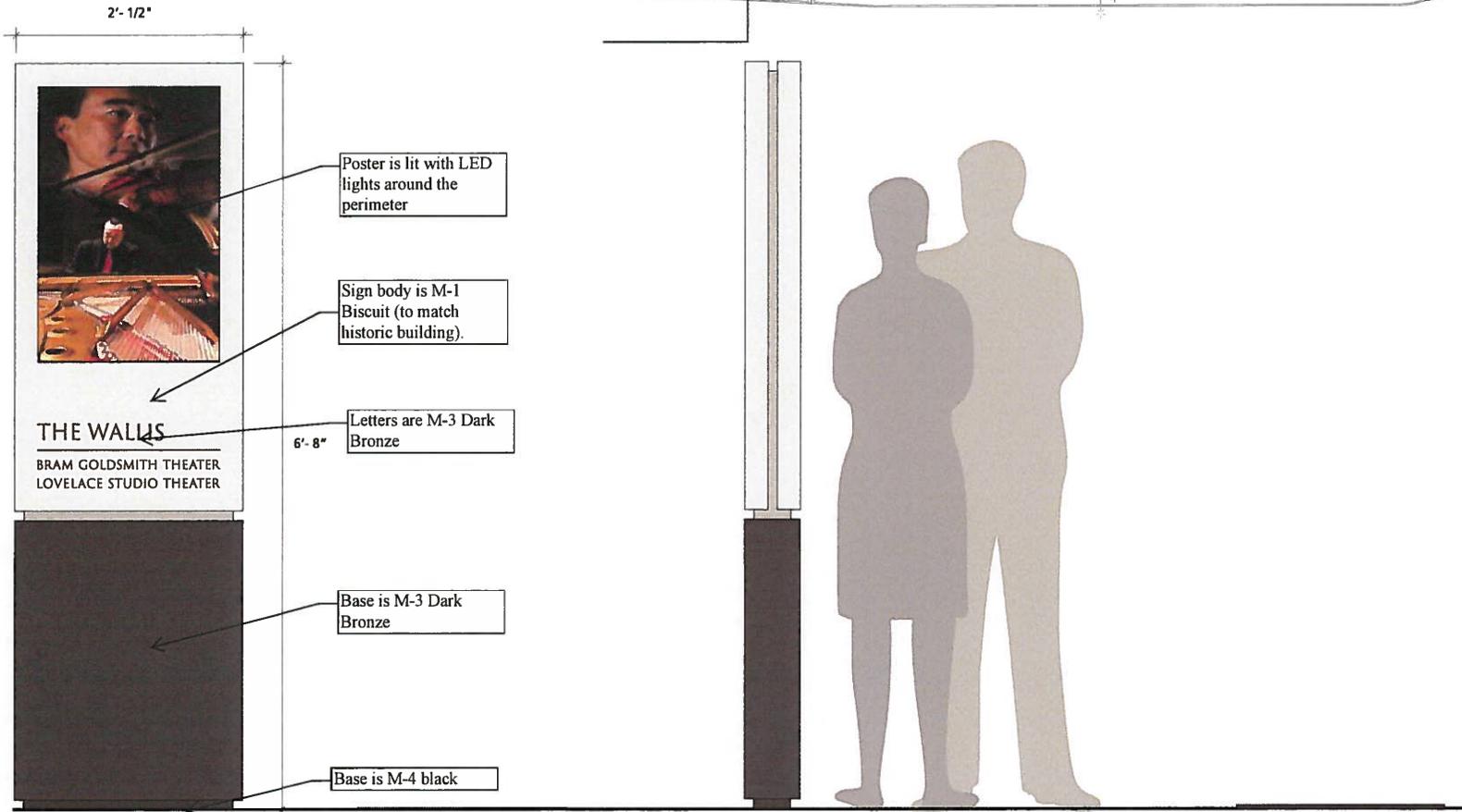
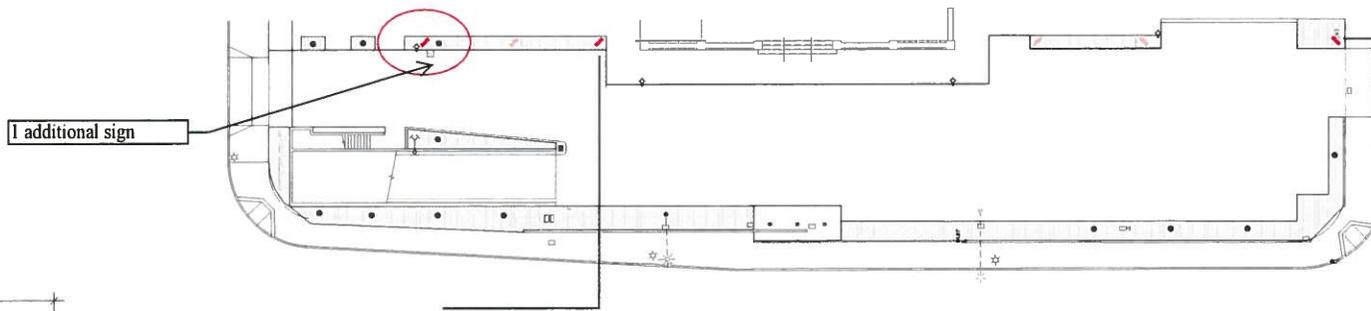
9350 North Santa Monica Blvd.
Beverly Hills, California 90210

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| Date | 06/24/20145 |
| Project | 6445 - 4 |
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SIGN TYPE
106.1A OF

POSTER KIOSK / VALET & DROP OFF SCALE: 1" = 1'-0"

The Wallis requests approval to one more pedestrian-oriented directional signage element. One of these signs was originally installed as a part of the donor signage program. Another sign to provide information at the valet drop-off entrance was approved by Planning staff, but has not yet been installed. The additional sign elements would serve a similar purpose of guiding patrons to the entrance of the building. This sign is pedestrian oriented and would address the current problem of disoriented patrons at both Crescent and Canon Drive. Additionally, the sign would be outfitted with 20" x 30" LED back-lit posters to accommodate informational and performance posters on both sides.



FOLLIS DESIGN

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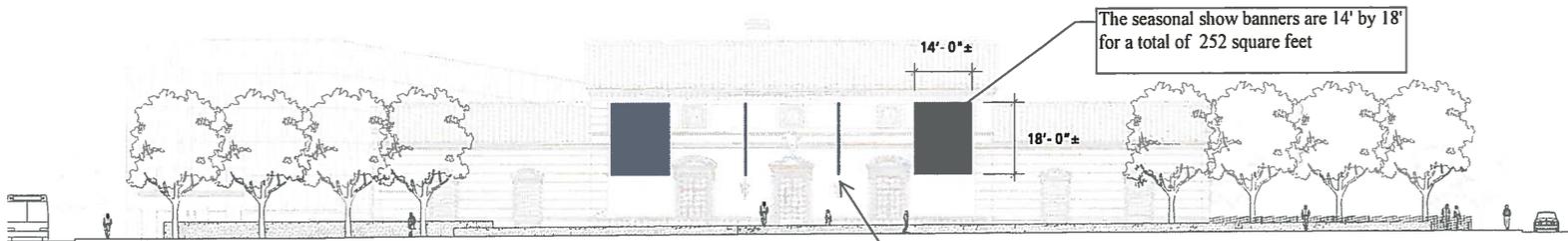
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| Date | 06/24/20145 |
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| Revision | |

SIGN TYPE

106.1A OF



The Wallis magenta color banners are 18' by 2.5', for a total of 45 square feet



The Wallis requests to obtain permanent approval for the current arrangement of two seasonal banners and two narrow logo banners along the front entrance of the Historic Building. A permit for these banners was granted for the 2014/2015 season. The banners have been periodically changed to show the upcoming and current performances within the Goldsmith and Lovelace theaters. We have found the banners very successful in distinguishing the building as a performing arts center, while keeping the essence of the Historic Post Office. We ask to continue this permit indefinitely as it has become a crucial Marketing resource for raising awareness for our biggest shows, and has greatly helped to build our brand. The Wallis Staff, Board and Architectural Team believe that the scale of the banners is appropriate for the historic building and would like to continue with the current installation. The Historic Building and its architecture is visible, while the banner messaging can be read clearly from the street.

BUILDING BANNERS

FOLLIS DESIGN

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follisdesign@earthlink.net

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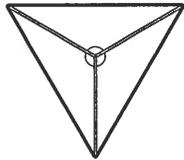
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| Date | 06/24/20145 |
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| Revision | |

SIGN TYPE

107.1A OF



Today the side of the building at Canon Drive looks barren. Many folks think the building is not open to the public. We want to retain and respect the flag, while we activate the Canon courtyard. We propose placing the banners along Canon Drive to help tell the story to the Beverly Hills community and area visitors that there is a performing arts center with exciting activities inside. The banners create a triangle shape surrounding a new pole. The height is scaled towards the pedestrian and is appropriately respectful to the flag pole and historic building. The pole is 22' tall, with a 10' high banner. The banner is three sided, with each side at 6' wide. The total square footage of the banners is 180 square feet.

BANNER

FOLLIS DESIGN

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| Date | 06/24/20145 |
| Project | 6445 - 4 |
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| Revision | |

SIGN TYPE

108.1B OF



Architectural Commission Report
455 North Rexford Drive, Room 280-A
AC Meeting – November 18, 2015

Attachment D
DRAFT Approval

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A COMPREHENSIVE SIGN PROGRAM FOR THE PROPERTY LOCATED AT 9390 SANTA MONICA BOULEVARD (PL1511198 – THE WALLIS).

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

Section 1. The Wallis Annenberg Center for the Performing Arts, agent and tenant, on behalf of the property owner, City of Beverly Hills, (Collectively the “Applicant”), has applied for architectural approval for a comprehensive sign program for the property located at 9390 Santa Monica Boulevard.

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

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

Section 4. The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15301 (Class 1) of the State CEQA Guidelines in that the project includes the minor alteration of an existing structure that involves negligible or no expansion of use beyond that existing at the time of the lead agency’s determination.

The project has also been reviewed and found to be a historic resource and designed by an individual listed on the City's List of Master Architects (Ralph C. Flewelling). However, the project has been designed to be consistent with the Secretary of the Interior's Standards for Rehabilitation and is therefore exempt from the California Environmental Quality Act. Additionally, as a local landmark, the project will be required to obtain a Certificate of Appropriateness to ensure compliance with all applicable historic standards.

Section 5. The Architectural Commission conducted a duly noticed public hearings on **October 15, 2015 and November 18, 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 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

1. The approval granted by the Architectural Commission is contingent upon the applicant securing a Certificate of Appropriateness for the project. Should any modifications to the comprehensive sign program be required in order to grant the Certificate of Appropriateness, City staff will review such modifications for consistency with the approved comprehensive sign program and determine the appropriate architectural review process. Significant modifications may result in the comprehensive sign program returning to the Architectural Commission for review and approval.

Standard Conditions

2. **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.
3. **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.

4. **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.
5. **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.
6. **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.
7. **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.
8. **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.

9. **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: **November 18, 2015**

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission