



# Architectural Commission Report

**Meeting Date:** Wednesday, August 17, 2016

**Subject:** **CEDARS SINAI MEDICAL GROUP (PL1615085)**  
**9090 Wilshire Boulevard**

Request for approval of a sign accommodation to allow multiple building identification signs and a sign accommodation to allow a parking entrance identification sign to exceed twenty square feet in area. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project Agent:** Arno Ford Furstenberg – SignGroup / Karman

**Recommendation:** Conduct a 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 sign accommodation to allow multiple building identification signs and a sign accommodation to allow a parking entrance identification sign to exceed twenty square feet in area for Cedars Sinai located at 9090 Wilshire Boulevard. The proposed signage configuration is as follows:

### Building Identification Signage

WILSHIRE BOULEVARD				
Location	Size	Quantity	Illumination	Material
Upper façade	96 SF	1	Internal	Translucent acrylic
Lower façade	10 SF	1	Non-illuminated	Beige aluminum
Lower façade	3 SF	1	Non-illuminated	Beige aluminum
<b>TOTAL SIGN AREA: 109 SF (3 SIGNS)</b>				

S. DOHENY DRIVE				
Location	Size	Quantity	Illumination	Material
Upper façade	96 SF	1	Internal	Translucent acrylic
Lower façade	3 SF	1	Non-illuminated	Beige aluminum
Lower façade	5 SF	1	Non-illuminated	Beige aluminum
<b>TOTAL SIGN AREA: 104 SF (3 SIGNS)</b>				

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605C, the Architectural Commission may approve a sign accommodation to allow multiple building identifications signs in excess of one sign per building face or four signs per building, provided that the signs located on any one

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

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 cgordon@beverlyhills.org



## Architectural Commission Report

9090 Wilshire Boulevard (Cedars Sinai)

August 17, 2016

side of a building do not exceed two percent (2%) of the vertical surface area of that side of the building, excluding penthouse walls.

The maximum allowable sign areas for the Wilshire Boulevard and S. Doheny Drive elevations are 149 square feet and 141 square feet, respectively. As proposed, the building identification signage is within the maximum standards set forth in the BHMC.

### Parking Entrance Identification Sign

S. DOHENY DRIVE				
Location	Size	Quantity	Illumination	Material
Parking entrance	51 SF	1	Non-illuminated	Aluminum
<b>TOTAL SIGN AREA: 51 SF (1 SIGN)</b>				

Pursuant to BHMC §10-4-652, the Architectural Commission may grant a sign accommodation to authorize a sign permitted by such section to vary from the City's parking sign guidelines (in this case, a maximum parking entrance identification sign of 20 square feet).

### **URBAN DESIGN ANALYSIS**

The proposed building identification signs and directional signage for the existing commercial structure appropriately respond to the BHMC requirements and are well integrated with the overall building design. However, the applicant team may wish to consider relocating the building identification sign on Wilshire Boulevard to be further from the corner so as to reduce the potential for sign clutter at the corner; it is anticipated that appropriate visibility will remain.

Additionally, the final details and specifications are being requested as follows:

- Provide the details for any proposed raceways or back panels required for the proposed signage.
- Final plans shall also indicate that all electrical conduits, transformers, etc. shall be concealed from public view.

Project-specific conditions have been proposed in the draft approval resolution (Attachment C); however, the Commission may wish to add/amend/delete any project-specific conditions deemed necessary to make the required findings for approval.

### **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.



## **Architectural Commission Report**

9090 Wilshire Boulevard (Cedars Sinai)

August 17, 2016

### **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**  
9090 Wilshire Boulevard (Cedars Sinai)  
August 17, 2016

**Attachment A**  
Detailed Design Description  
and Materials (applicant prepared)

**SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION**

**A Indicate Requested Application**

- Staff Review
  - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
  - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
  - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

**B Identify the scope of work (check all that apply):**

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)  
Number of signs proposed:
- Building Identification Sign(s)  
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
**Exterior identification & directional info for Primary Tenant** 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:**

**Fabricated signs are consistent with the architecture of the building.  
 Design of the signs are per the C-S Branding standards.  
 Plaque color was chosen to blend with the building wall color.**

**The semigloss painted finish is a durable, UV resistant and Ultra Low VOC.**

**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  **N/A** If yes, please list Architect's name: \_\_\_\_\_

**SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)**

**A** Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	2	44'-4" x 2'-2"	96 sq.ft. per sign	141 sq. ft. for Wilshire Bl. elevation 149 sq. ft. for Doheny Dr. elevation
2	Parking Sign(s)	1	20'-3" x 2'-6"	51 sq.ft.	
3	Building ID Sign(s)	4	3'-10" x 2'-6" 1'-11" x 1'-8" (2) 1'-11" x 2'-6"	10 sq.ft. 3 & 3 sq.ft. 5 sq.ft.	
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: **N/A**  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

Material: **N/A**  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**ROOF**

Material: **N/A**  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**COLUMNS**

Material: **N/A**  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**BALCONIES & RAILINGS**

Material: **N/A**  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

Material: **N/A**  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

**AWNINGS, CANOPIES**

Material: **N/A**  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**DOWNSPOUTS / GUTTERS**

Material: **N/A**  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUSINESS ID SIGN(S)**

Material: **Aluminum fabricated channel letters with acrylic faces**  
Texture /Finish: **Painted semigloss**  
Color / Transparency: **Day/Nite vinyl on white building - Black at day & White at night and Red CS Logo with White letters**

**BUILDING ID SIGN(S)**

Material: **Solid aluminum letters and plaques**  
Texture /Finish: **Painted semigloss**  
Color / Transparency: **Black copy on Beige plaque & Red CS Logo with White letters**

**EXTERIOR LIGHTING**

Material: **N/A**  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**PAVED SURFACES**

Material: **N/A**  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**FREESTANDING WALLS AND FENCES**

Material: **N/A**  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**OTHER DESIGN ELEMENTS**

Material: **N/A**  
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 Business ID signs are located to effectively identify the Tower Hematology Oncology Medical Group. They fit well within the existing horizontal bands at the top of the building.

The Parking sign was designed to give the proper information that is currently missing.

The Building ID signs, for the first time, will inform the public that the entries are on the side on Doheny. Plus the disabled will now be directed away from stairs to proper access.

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.

N/A

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.

All designs were created to work with the placement of the signs for drivers and pedestrians.

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.

N/A

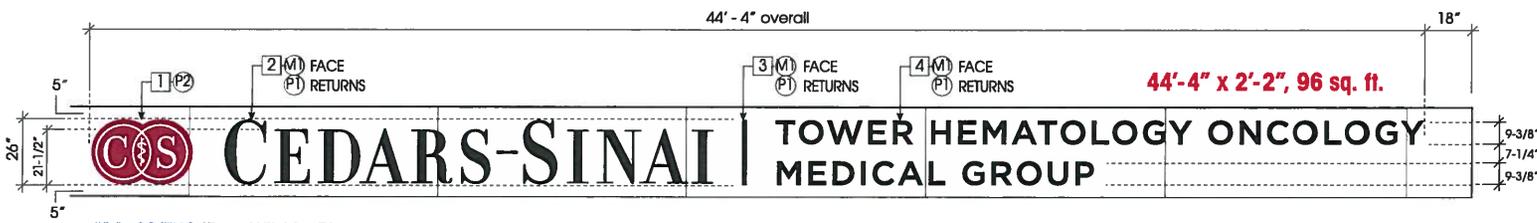
5. *Describe* how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The signs meet all sign codes by the State of California and the City of Beverly Hills.



**Architectural Commission Report**  
9090 Wilshire Boulevard (Cedars Sinai)  
August 17, 2016

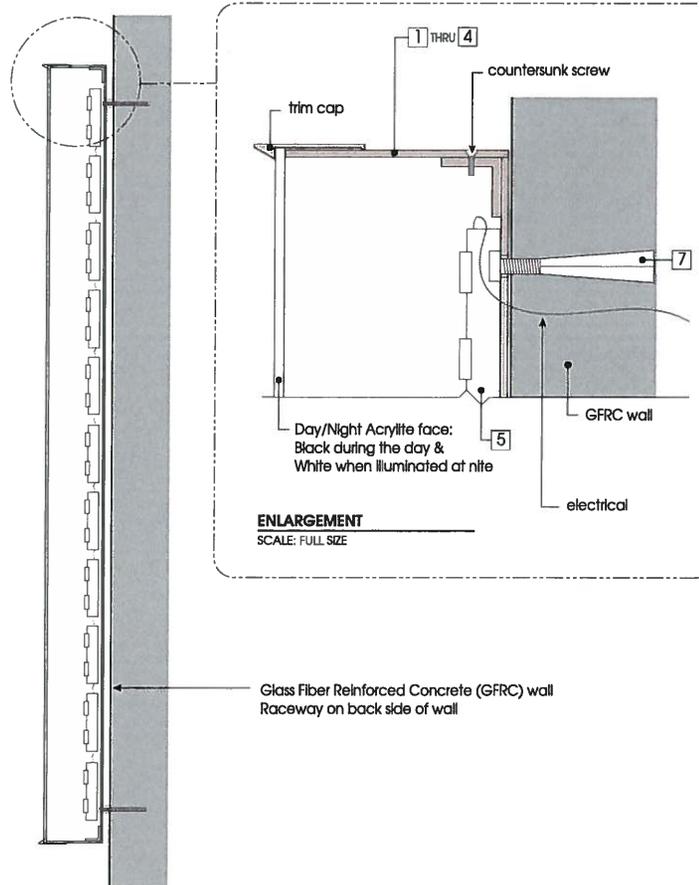
**Attachment B**  
Project Design Plans



#1.1, CS/THO ID on Wilshire Bl.

**ELEVATION**

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



**ENLARGEMENT**  
SCALE: FULL SIZE

**SIDE SECTION - TYPICAL**  
SCALE: 1/4" = 1'

**Sign Type 1.1 - Illuminated Channel Letters/Logo**

**Construction:**

- 1 CS Logo: 26" h. x 2" d. fabricated internally illuminated logo with trim cap & Red & White translucent acrylic face. Face to have surface applied translucent vinyl graphics.
- 2 CS Copy: 26" h. & 21-1/2" h. x 2" d. fabricated internally illuminated letters with trim cap & day/night acrylite face.
- 3 Ruleline: 26" h. x 1-3/4" w. x 2" d. fabricated internally illuminated line with trim cap & day/night acrylite face.
- 4 THO Copy: 9-3/8" h. x 2" d. fabricated internally illuminated letters with trim cap & day/night acrylite face.
- 5 White LED Lighting
- 6 Raceway: (x 2) 2" x 5" x 1/8" aluminum u-channels.

**Colors/Finish:**

- (P1) Black
- (P2) Red Pantone 201C
- (M) Day/Night Acrylite
- (V2) Logos: Translucent vinyl to match Red Pantone 201C (on white translucent acrylic)

**Copy/Graphics:**

Typestyle: Per Artwork  
Type Size: see drawing

**Mounting:**

- 7 Small Letters: 1/4" - 20 x 2-1/4" concrete stud anchor.  
Large Letters: 3/8" - 16 x 3-1/2" concrete stud anchor.  
(NOTE: Min. x 2 anchors per letter)
- 8 #10 Sheet Metal Screws & #10 Plastic Concrete Anchors.

**Quantity:**

1 set

**Project:** Tower Hematology Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

**ORDER NO.**  
**160268**

**Client:** Cedars-Sinai Health Systems  
6500 Wilshire Bl., Suite 700  
LA, CA 90048

**Artwork:** SG/K - SMT/AFF

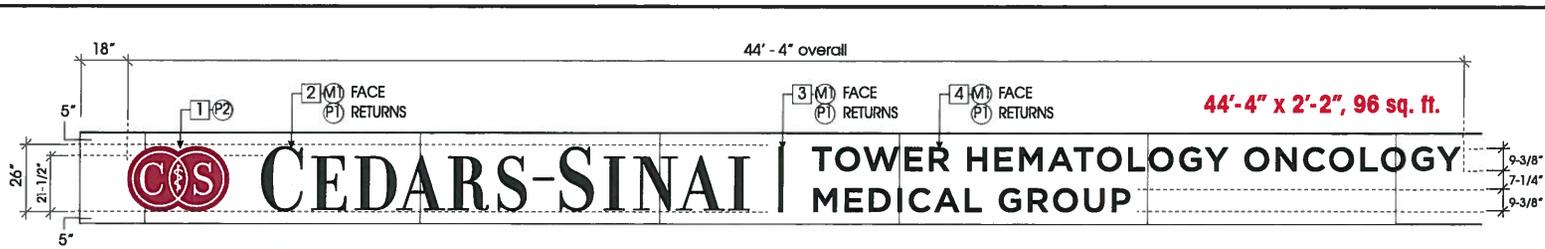
**Approval:** \_\_\_\_\_

**SG** **SignGroup - Karman**  
Architectural Signs & Graphics

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**Date:** 7.11.16 **Sheet:** 1  
**Revised:** \_\_\_\_\_ **Of:** 8

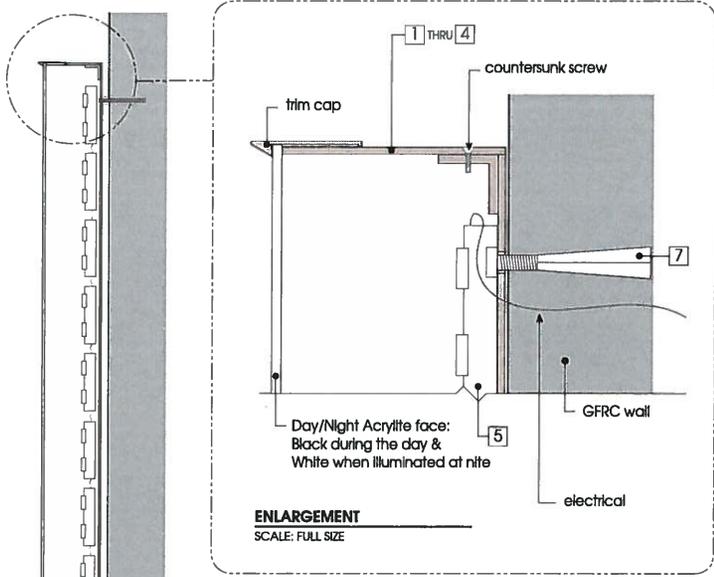
**9E.1**



44'-4" x 2'-2", 96 sq. ft.

#1.2, CS/THO ID on Doheny Dr.

**ELEVATION**  
SCALE: 1/4" = 1'-0"



**ENLARGEMENT**  
SCALE: FULL SIZE

Glass Fiber Reinforced Concrete (GFRG) wall  
Raceway on back side of wall

**SIDE SECTION - TYPICAL**  
SCALE: 1/4" = 1'

**Sign Type 1.2 - Illuminated Channel Letters/Logo**

**Construction:**

- 1 CS Logo: 26" h. x 2" d. fabricated internally illuminated logo with trim cap & Red & White translucent acrylic face. Face to have surface applied translucent vinyl graphics.
- 2 CS Copy: 26" h. & 21-1/2" w. x 2" d. fabricated internally illuminated letters with trim cap & day/night acrylite face.
- 3 Ruleline: 26" h. x 1-3/4" w. x 2" d. fabricated internally illuminated line with trim cap & day/night acrylite face.
- 4 THO Copy: 9-3/8" h. x 2" d. fabricated internally illuminated letters with trim cap & day/night acrylite face.
- 5 White LED Lighting
- 6 Raceway: (x 2) 2" x 5" x 1/8" aluminum u-channels.

**Colors/Finish:**

- (P1) Black
- (P2) Red Pantone 201C
- (M) Day/Night Acrylite
- (V2) Logos: Translucent vinyl to match Red Pantone 201C (on white translucent acrylic)

**Copy/Graphics:**

Typestyle: Per Artwork  
Type Size: see drawing

**Mounting:**

- 7 Small Letters: 1/4"-20 x 2-1/4" concrete stud anchor.  
Large Letters: 3/8"-16 x 3-1/2" concrete stud anchor.  
(NOTE: Min. x 2 anchors per letter)
- 8 #10 Sheet Metal Screws & #10 Plastic Concrete Anchors.

**Quantity:**

1 set

**Project:** Tower Hematology Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

**ORDER NO.**  
**160268**

**Client:** Cedars-Sinai Health Systems  
6500 Wilshire Bl., Suite 700  
LA, CA 90048

**Artwork:** SG/K - SMT/AFF

**Approval:** \_\_\_\_\_

**SG** **SignGroup • Karman**  
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**Date:** 7.11.16 **Sheet:** 2  
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**9E.2**

Looking East on Doheny Dr.



- #1.2, CS/THO ID on Doheny Dr. 96 sq. ft.
- #4.2, Entry/Disabled Directional on Doheny Dr. 3 sq. ft.
- #5.1, Entry/Disabled sign on Doheny Dr. 5 sq. ft.
- Total square footage for Doheny Dr. elevation: 104 sq. ft.**

#2.1, Parking entry sign 51 sq. ft.

#1.1 #1.2



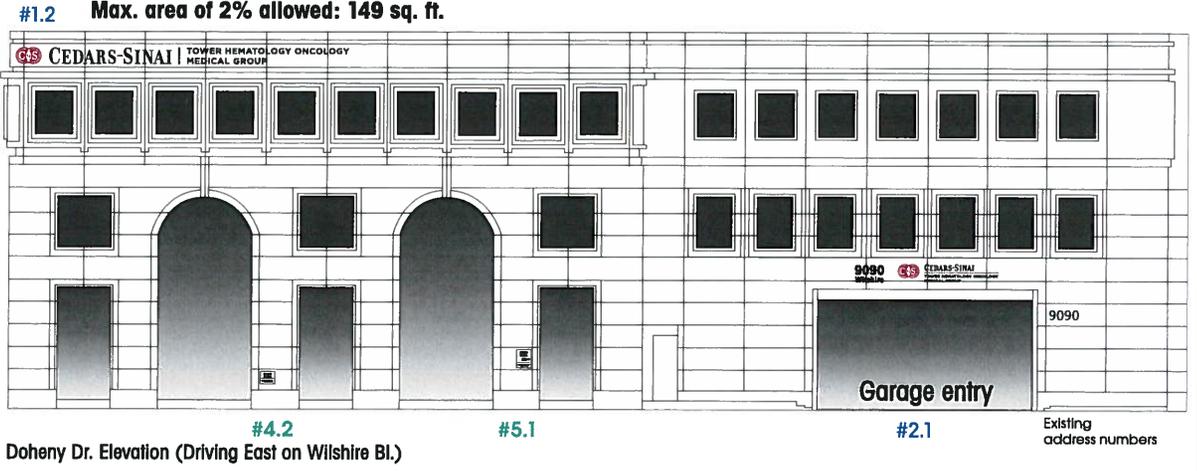
Corner of Wilshire Bl. & Doheny Dr. looking SE

- #1.1, CS/THO ID on Wilshire Bl. 96 sq. ft.
- #3.1, Directional sign on Wilshire Bl. 10 sq. ft.
- #4.1, Entry/Disabled Directional on Wilshire Bl. 3 sq. ft.
- Total square footage for Wilshire Bl. elevation: 109 sq. ft.**

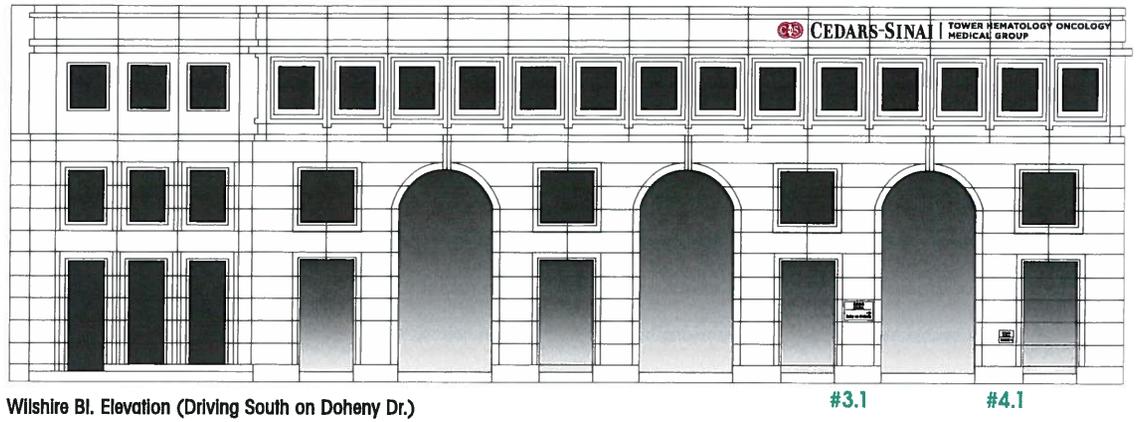


Driving West on Wilshire Bl.

155' lineal street frontage x 48' tall = 7,440 sq. ft.  
Max. area of 2% allowed: 149 sq. ft.



147' lineal street frontage x 48' tall = 7,056 sq. ft.  
Max. area of 2% allowed: 141 sq. ft.



Scale: 1/16"=1'-0"

9E.3

**Project:** Tower Hematology Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

**Client:** Cedars-Sinai Health Systems  
6500 Wilshire Bl., Suite 700  
LA, CA 90048

**Artwork:** sa/k - SMT/AFF

**Approval:** \_\_\_\_\_

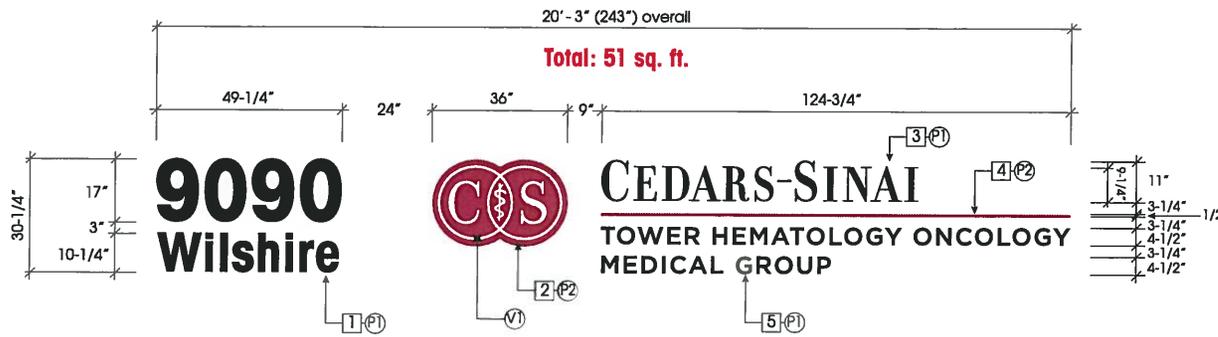
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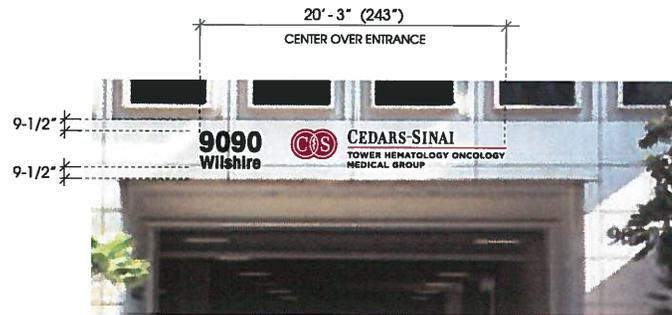
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**Date:** 7.11.16 **Sheet:** 3

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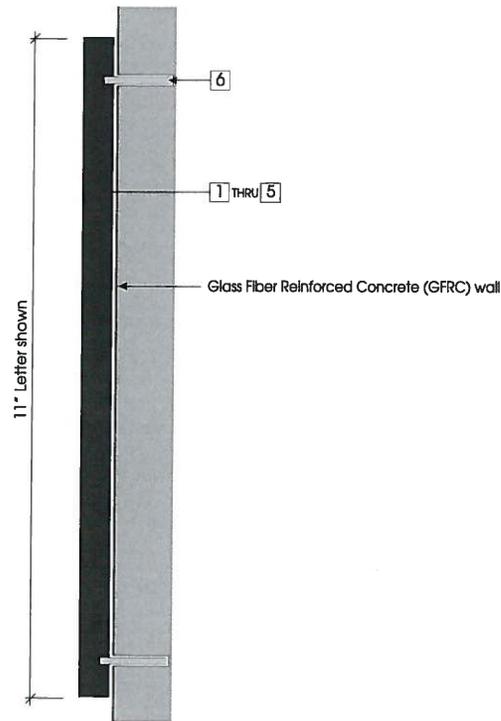


**ELEVATION**  
SCALE: 1/32" = 1"



#2.1, Address/ID sign above Garage entry on Doheny Dr.

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



**Side View on Small CAPS of CS Name**  
Scale: Half actual

**Sign Type 2 - Address/Bldg ID Above Garage Entry**

**Construction:**

- 1 Address: 17" & 10-1/4" h. x 1/2" thk. painted solid aluminum letters & numbers.
- 2 CS Logo: 24" h. x 36" w. x 1/2" thk. painted solid aluminum shape with surface applied vinyl graphics.
- 3 CS Copy: 11" & 9-1/4" h. x 1/2" thk. painted solid aluminum letters & numbers.
- 4 Ruleline: 1/2" h. x 124-3/4" w. 1/2" thk. painted solid aluminum bar.
- 5 THO Copy: 4-1/2" h. x 1/2" thk. painted solid aluminum letters.

**Colors/Finish:**

- (P1) Black
- (P2) Red Pantone 201C
- (V1) Logo Graphics: 3M Matte White (vinyl)

**Copy/Graphics:**

Typestyle: Per Artwork  
Type Size: see drawing

**Mounting:**

- 6 Stud mounted flush with wall surface in epoxy filled holes.

**Quantity:**

1 set

**Project:** Tower Hematology Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

**ORDER NO.**  
**160268**

**Client:** Cedars-Sinai Health Systems  
6500 Wilshire Bl., Suite 700  
LA, CA 90048

**Artwork:** SO/K - SMT/AFF

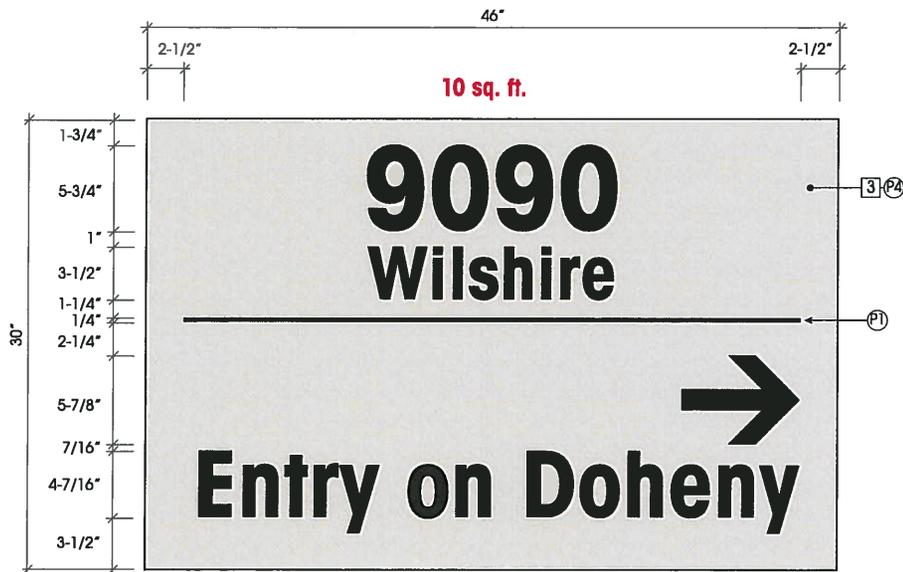
**Approval:** \_\_\_\_\_

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**Date:** 7.11.16 **Sheet:** 4  
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**9E.4**



#3.1, Directional sign on Wilshire Bl.

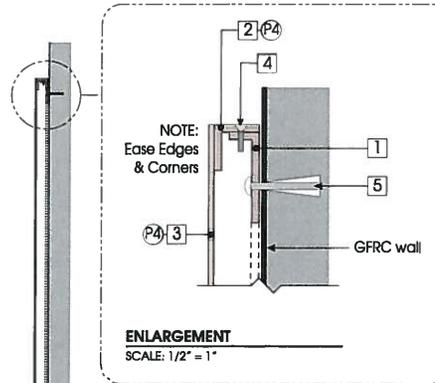
Front View  
Scale: 1-1/2" = 1'-0"



Existing faded Address panel to be covered up with directional sign #3.1



Side View



Section

**Sign Type 3 - Directional on Wilshire**

**Construction:**

- 1 29-3/4" h. x 45-3/4" w. x 1/2" d. fabricated aluminum mounting frame. Fabricated using 1/2" x 1-1/2" x 1/8" aluminum L-angle.
  - 2 30" h. x 46" w. x 3/4" d. fabricated, aluminum frame. Fabricated using 3/4" x 3/4" x 1/8" aluminum L-angle.
  - 3 30" h. x 46" w. x .090 thk. aluminum face panel with surface silkscreened graphics.
- NOTE: Ease all edges & corners.

**Colors/Finish:**

- (P1) Graphics: Black
- (P4) Background: Beige Pantone 726C

**Copy/Graphics:**

Typestyle: Avant Garde Bold Condensed  
Type Size: see drawing

**Mounting:**

- 4 Face Panel to Mounting Frame: Countersunk Allen Head Screws
- 5 Mounting Frame to Glass Fiber Reinforced Concrete: #10 Sheet Metal Screws & #10 Plastic Concrete Anchors.

**Quantity:**

1

**Project:** Tower Hematology  
Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

ORDER NO.  
**160268**

**Client:** Cedars-Sinai Health Systems  
6500 Wilshire Bl., Suite 700  
LA, CA 90048

**Artwork:** SK/K - SMT/AFF

**Approval:** \_\_\_\_\_

**SG** **SignGroup • Karman**  
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Date: 7.11.16 Sheet: 5  
Revised: \_\_\_\_\_ Of: 8

**9E.5**



#4.1, Entry/Disabled Directional on Wilshire Bl.

Front View  
Scale: 3" = 1'-0"

3 sq. ft.



#4.2, Entry/Disabled Directional on Doherty Dr.

QTY: 1

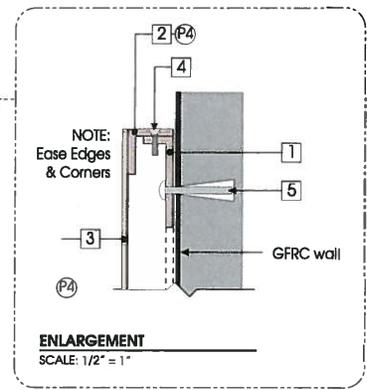
Scale: 1-1/2" = 1'-0"



Side View



Section



**Sign Type 4 - Entry/Disabled Directional**

**Construction:**

- 1 19-3/4" h. x 22-3/4" w. x 1/2" d. fabricated aluminum mounting frame. Fabricated using 1/2" x 1-1/2" x 1/8" aluminum L-angle.
  - 2 20" h. x 23" w. x 3/4" d. fabricated, aluminum frame. Fabricated using 3/4" x 3/4" x 1/8" aluminum L-angle.
  - 3 20" h. x 23" w. x .090 thk. aluminum face panel with surface silkscreened graphics.
- NOTE: Ease all edges & corners.

**Colors/Finish:**

- (P1) Graphics: Black
- (P4) Background: Beige Pantone 726C

**Copy/Graphics:**

Typestyle: Avant Garde Bold Condensed  
Type Size: see drawing

**Mounting:**

- 4 Face Panel to Mounting Frame: Countersunk Allen Head Screws
- 5 Mounting Frame to Glass Fiber Reinforced Concrete: #10 Sheet Metal Screws & #10 Plastic Concrete Anchors.

**Quantity:**

2

**Project:** Tower Hematology Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

ORDER NO.  
**160268**

**Client:** Cedars-Sinai Health Systems  
8500 Wilshire Bl., Suite 700  
LA, CA 90048

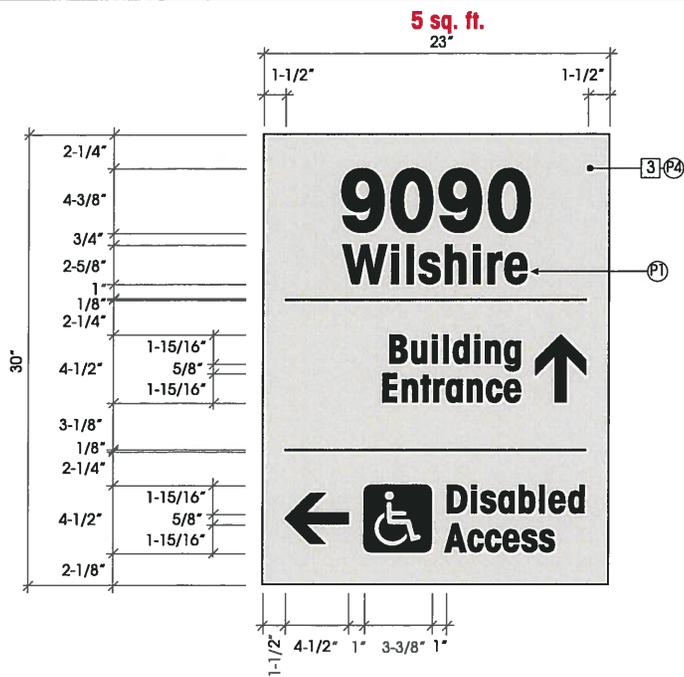
**Artwork:** SO/K - SMT/AFF

**Approval:** \_\_\_\_\_

**SG SignGroup • Karman**  
Architectural Signs & Graphics  
9812 Independence Ave. Chatsworth, CA 91311  
818-998-3636 818-998-0758 info@sgksigns.net

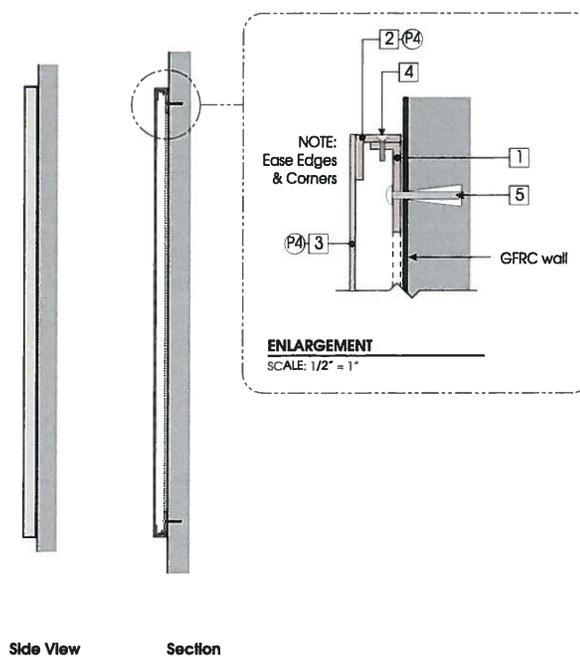
Date: 7.11.16 Sheet: 6  
Revised: \_\_\_\_\_ Of: 8

**9E.6**



#5.1, Entry/Disabled sign on Doheny

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



**Sign Type 5 - Entry/Disabled on Doheny**

**Construction:**

- 1 29-3/4" h. x 22-3/4" w. x 1/2" d. fabricated aluminum mounting frame. Fabricated using 1/2" x 1-1/2" x 1/8" aluminum L-angle.
- 2 30" h. x 23" w. x 3/4" d. fabricated, aluminum frame. Fabricated using 3/4" x 3/4" x 1/8" aluminum L-angle.
- 3 30" h. x 23" w. x .090 thk. aluminum face panel with surface silkscreened graphics.

NOTE: Ease all edges & corners.

**Colors/Finish:**

- P1 Graphics: Black
- P4 Background: Beige Pantone 726C

**Copy/Graphics:**

Typestyle: Avant Garde Bold Condensed  
Type Size: see drawing

**Mounting:**

- 4 Face Panel to Mounting Frame: Countersunk Allen Head Screws
- 5 Mounting Frame to Glass Fiber Reinforced Concrete: #10 Sheet Metal Screws & #10 Plastic Concrete Anchors.

**Quantity:**

1

**Project:** Tower Hematology  
Oncology Group  
9090 Wilshire Bl., Suite 200  
BH, CA 90211

ORDER NO.  
**160268**

**Client:** Cedars-Sinai Health Systems  
6500 Wilshire Bl., Suite 700  
LA, CA 90048

**Artwork:** se/K - SMT/AFF

**Approval:** \_\_\_\_\_

**SG** **SignGroup • Karman**  
Architectural Signs & Graphics

9812 Independence Ave. Chatsworth, CA 91311  
☎818-998-3636 ☎818-998-0758 ✉info@sgksigns.net

**Date:** 7.11.16      **Sheet:** 7  
**Revised:**              **Of:** 8

**9E.7**

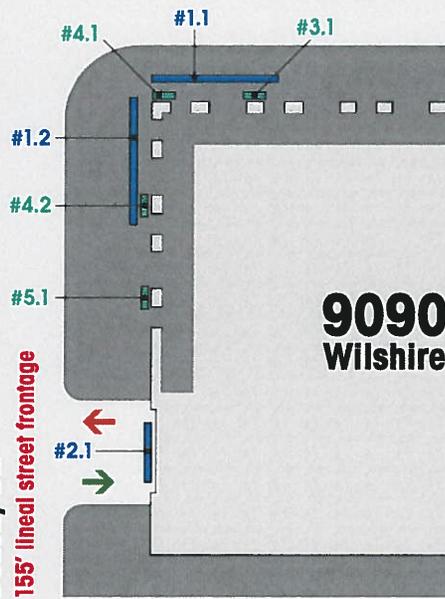


**Wilshire Bl.**  
147' lineal street frontage

**Doheny Dr.**  
155' lineal street frontage

**Wetherly Dr.**

**9090  
Wilshire**



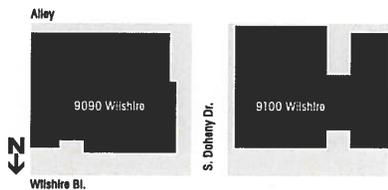
**264 sq. ft. for Sign Program**

- #1.1, CS/THO ID on Wilshire Bl. 96 sq. ft.
- #1.2, CS/THO ID on Doheny Dr. 96 sq. ft.
- #2.1, Address/ID sign above Garage entry 51 sq. ft.
- #3.1, Directional sign on Wilshire Bl. 10 sq. ft.
- #4.1, Entry/Disabled Directional on Wilshire Bl. 3 sq. ft.
- #4.2, Entry/Disabled Directional on Doheny Dr. 3 sq. ft.
- #5.1, Entry/Disabled sign on Doheny Dr. 5 sq. ft.

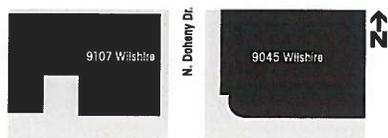
**SITE PLAN**  
NOT TO SCALE

Site Plan		
<b>Project:</b> Tower Hematology Oncology Group 9090 Wilshire Bl., Suite 200 BH, CA 90211	<b>ORDER NO.</b> 160268	
<b>Client:</b> Cedars-Sinai Health Systems 6500 Wilshire Bl., Suite 700 LA, CA 90048		
<b>Artwork:</b> se/K - SMT/AFF		
<b>Approval:</b> _____		
<b>SG</b> <b>SignGroup • Karman</b> Architectural Signs & Graphics		
<small>9812 Independence Ave. Chatsworth, CA 91311 818-998-3636 818-998-0758 info@sgkigns.net</small>		
<b>Date:</b> 7.11.16	<b>Sheet:</b> 8	
<b>Revised:</b> _____	<b>Of:</b> 8	

**9E.LPO**



South side of Wilshire Bl.



North side of Wilshire Bl.

**SG** **SignGroup/Karman**  
 Architectural Signs & Graphics  
 9812 Independence Avenue Chatsworth, CA 91311  
 818.998.3636 818.998.0758 info@sgksigns.net

Client:  
**CEDARS-SINAI**  
 Cedars-Sinai Medical Center  
 6500 Wilshire Bl., Suite 700  
 LA, CA 90048  
 Ms. Amber Friedline  
 323.866.7976, C: 310.733.9106  
 Amber.Friedline@cshs.org

Project:  
**CEDARS-SINAI** | TOWER HEMATOLOGY ONCOLOGY  
 MEDICAL GROUP  
 9090 Wilshire Bl., Suite 200  
 BH, CA 90211

#160268

7.11.16

Streetscape Photo Montage  
 Wilshire Bl.

←N



N. Doheny Dr.

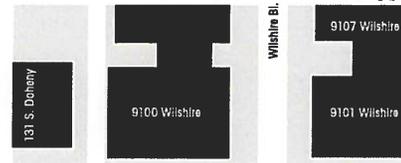
S. Doheny Dr.



East side of Doheny Dr.



N→



S. Doheny Dr.

N. Doheny Dr.



West side of Doheny Dr.



**SG** **SignGroup/Karman**  
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**Project:**  
**CEDARS-SINAI** | TOWER HEMATOLOGY ONCOLOGY  
 MEDICAL GROUP  
 9090 Wilshire Bl., Suite 200  
 BH, CA 90211

#180268

7.11.16

**Streetscape Photo Montage**  
**Doheny Dr.**

**2**



**Architectural Commission Report**  
9090 Wilshire Boulevard (Cedars Sinai)  
August 17, 2016

**Attachment C**  
DRAFT Approval Resolution

RESOLUTION NO. AC XX-16

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT OF A SIGN ACCOMMODATION TO ALLOW MULTIPLE BUILDING IDENTIFICATION SIGNS AND A SIGN ACCOMMODATION TO ALLOW A PARKING ENTRANCE IDENTIFICATION SIGN TO EXCEED TWENTY SQUARE FEET IN AREA FOR THE PROPERTY LOCATED AT 9090 WILSHIRE BOULEVARD (PL1615085 – CEDARS SINAI MEDICAL GROUP).

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

Section 1. Arno Ford Furstenberg, SignGroup/Karman, agent, on behalf of the property owner, 9090 Wilshire, LP, and the tenant, Cedars Sinai Medical Group, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation to allow multiple building identification signs and a sign accommodation to allow a parking entrance identification sign to exceed twenty square feet in area for the property located at 9090 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 Hills 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 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **August 17, 2016** 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, 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

1. Final plans shall indicate that all electrical conduits, transformers, etc. shall be concealed from public view.

2. Final details shall be provided for any proposed raceways or back panels required for signage installation, subject to final review and approval by the City's Urban Designer.

#### Standard Conditions

3. **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.
4. **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.
5. **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.
6. **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.
7. **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.

8. **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.
9. **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.
10. **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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: August 17, 2016

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Mark Odell, Urban Designer  
Community Development Department

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Gidas Peteris, Chair  
Architectural Commission