



Architectural Commission Report

Meeting Date: Wednesday, November 16, 2016

Subject: **AUDI (PL1628679)**
8844-8850 Wilshire Boulevard
Request for a preliminary review of a façade remodel to an existing car dealership.

Project Agent: Roy Hasson – Permit Advisors

Recommendation: Review the proposed project and provide the applicant with design feedback.

REPORT SUMMARY

The applicant is requesting preliminary review of a façade remodel to an existing car dealership located at 8844-8850 Wilshire Boulevard. The proposed project is currently undergoing a concept review to ensure that it fully complies with all applicable building and zoning codes; a Development Plan Review Permit may be required to increase the height of the parapet at the eastern portion of the façade (8844 Wilshire Boulevard).

Project design plans are included in Attachment A and it is recommended that the Commission review the plans and provide the applicant team with general design feedback.

URBAN DESIGN ANALYSIS

The single-story brick and concrete building at the eastern edge of the site, located at 8844 Wilshire Boulevard was built in 1939 for use as a restaurant and designed by architect Rowland H. Crawford. This structure has undergone a number of significant changes over time and a majority of the character-defining features which once identified the building have now been compromised.

The adjacent structure (to the west) located at 8850 Wilshire Boulevard was built in 1946 and designed by the architectural firm of Hudson and Brockow (W. Asa Hudson and Gene Harry Brockow) in a simplified Streamline Moderne architectural style for Washington Motors Company as a Ford dealership. W. Asa Hudson is on the City of Beverly Hills list of Local Master Architects and he was responsible for the designs of numerous buildings in his native Cleveland and later in Southern California, including Beverly Hills. Among his projects in the city were the designs for the Doheny Fountain in Beverly Gardens Park and many notable homes.

The current building improvements proposed create a modern aesthetic, which intends to link the two buildings with the introduction of contemporary cladding and storefront systems. The proposed contemporary cladding is designed to be removable in the future and does not appear to significantly impact the character-defining features of the structure and would be reversible. A majority of the existing storefront (glazing) systems have been replaced over time and, therefore, their removal and replacement does not appear to impact the resource adversely. As

Attachment(s):
A. Detailed Design Description and Materials (Applicant Prepared)
B. Project Design Plans

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the project moves forward, final material specifications and architectural details, along with specific cladding attachment requirements, shall be provided to ensure the re-design of the façade does not impact the structure negatively and the new design complies with applicable standards for resources of this type.

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.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



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Attachment A
Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

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

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

- New construction
 - Façade Remodel ONLY
 - Business Identification Sign(s)
 - Number of signs proposed:
 - Building Identification Sign(s)
 - Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
 - Number of signs proposed:
 - Other: _____
- Remodel: Int. & Ext, no floor area added
 Remodel: Int. & Ext, floor area added
 Awning(s): New Recovery
 Open Air Dining: #Tables #Chairs

C Describe the scope of work proposed including materials and finishes:

THIS PROJECT IS A RENOVATION OF AN EXISTING AUTOMOTIVE DEALERSHIP FACILITY. INTERIOR AND EXTERIOR RENOVATIONS. THE BUILDING OCCUPANCY, TYPE & FUNCTION SHALL REMAIN UNCHANGED.

EXTERIOR:
 DEMOLITION OF PORTIONS OF THE EXISTING BUILDING EXTERIOR, INCLUDING DEMOLITION OF EXTERIOR WALLS, CLADDING, AND GLAZING; CONSTRUCTION OF NEW EXTERIOR WALLS, CLADDING, AND GLAZING; CONSTRUCTION OF NEW PORTIONS OF ROOF TO TIE IN TO THE EXISTING ROOF. MATERIALS THAT WILL BE USED INCLUDE:
 - CORRUGATED METAL (CLEAR ANODIZED ALUMINUM FINISH) ON NORTH AND WEST WALLS.

INTERIOR:
 DEMOLITION OF EXISTING PARTITIONS, DEMOLITION OF A PORTION OF EXISTING DEMISING WALL BETWEEN TWO STRUCTURES, WITH MODIFICATION OF STRUCTURE AS REQUIRED;
 CONSTRUCTION OF NEW PARTITIONS; REPAIR/REPLACEMENT OF EXSITING FINISHES WITH NEW

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):
 Car Dealership _____

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

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

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Building ID Sign(s)	4	AUDI RINGS (NORTH ELEVATION) 8' 2" W x 2' 0" H +	106.03 SF	
2					
3					
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: 1. CORRUGATED METAL 2. KAWNEER CURTAIN WALL SYSTEM
Texture /Finish: 1. CLEAR ANODIZED ALUMINUM 2. CLEAR ANODIZED ALUMINUM
Color / Transparency: 1. METAL HAS PUNCHED HOLES IN DESIGN 2. GLAZING IS TRANSPARENT, SPANDREL IS GREY AND NOT TRANSPARENT.

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

Material: ALUMINUM
Texture /Finish: ANODIZED
Color / Transparency: GLAZING IN WINDOWS WILL BE TRANSPARENT

ROOF

Material: _____
Texture /Finish: _____
Color / Transparency: _____

COLUMNS

Material: EXISTING
Texture /Finish: EXISTING
Color / Transparency: EXISTING

BALCONIES & RAILINGS

Material: GLASS
Texture /Finish: N/A
Color / Transparency: TRANSPARENT

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

Material: N/A
Texture /Finish: N/A
Color / Transparency: N/A

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

AWNINGS, CANOPIES

Material: N/A
Texture /Finish: N/A
Color / Transparency: N/A

DOWNSPOUTS / GUTTERS

Material: N/A
Texture /Finish: N/A
Color / Transparency: N/A

BUSINESS ID SIGN(S)

Material: ACRYLIC ON ALUMINUM RETURNS
Texture /Finish: SMOOTH
Color / Transparency: RED & SILVER

BUILDING ID SIGN(S)

Material: ACRYLIC DECAL
Texture /Finish: SMOOTH
Color / Transparency: WHITE

EXTERIOR LIGHTING

Material: EXISTING
Texture /Finish: EXISTING
Color / Transparency: EXISTING

PAVED SURFACES

Material: SIDEWALKS TO MATCH EXISTING
Texture /Finish: SIDEWALKS TO MATCH EXISTING
Color / Transparency: SIDEWALKS TO MATCH EXISTING

FREESTANDING WALLS AND FENCES

Material: N/A
Texture /Finish: N/A
Color / Transparency: N/A

OTHER DESIGN ELEMENTS

Material: N/A
Texture /Finish: N/A
Color / Transparency: N/A

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The proposed building upgrade will significantly enhance the overall quality of the site's 2 main facades, facing Wilshire Boulevard and South Swall Drive. The exterior facade of each building will be unified to appear as one facade / building instead of two. The exterior facade is driven by Audi standard premium materials. The corrugated metal wall panel system, in conjunction with a new curtain wall glazing will bring continuity to the 2 buildings currently being used by Audi. By using high quality materials in a new and innovative application, the structure will only enhance the image of Wilshire Boulevard and its aesthetics.

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.

Currently, the Audi dealership and showroom is reasonably protected against external noise from the inside of the building and vice versa. The new walls construction being proposed will only enhance the acoustic and vibration sensitivities, as the design elements will be upgrading the quality of construction. The new exterior wall is growing slightly taller, thus eliminating site lines to rooftop equipment and also shielding and sound to nearby neighbors.

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.

Previously, the interior of the Audi dealership and showroom was renovated in 2011, but the exterior shell was left as is. The perimeter walls currently consist of face brick, CMU, and glass. The 2 buildings that house the business are also very dissimilar in look and design. In contrast, by upgrading the materials of the buildings to corrugated metal and glazing that forms a continuity between the two buildings, the overall look and aesthetics is enhanced from the inside and out thus enhancing the look of the building and bringing value to the neighborhood.

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.

Wilshire Boulevard is home to a variety of different businesses and designs. Enhancing the facade of the existing Audi dealership with premium materials fits within the business corridor of Wilshire Blvd and the adjacent Infiniti dealership.

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 building has previously been approved based on appearance, heights, square footages, setbacks, etc. The new design will be adding a small portion of square footage to the east building, as well as raising the parapet of the east building to match the west. The new corrugated metal facade will also project 6" over the property line on the north and west sides of the property line (encroachment variance will be applied for). All aesthetic related aspects of the new design are in accordance with the city codes and requirements.

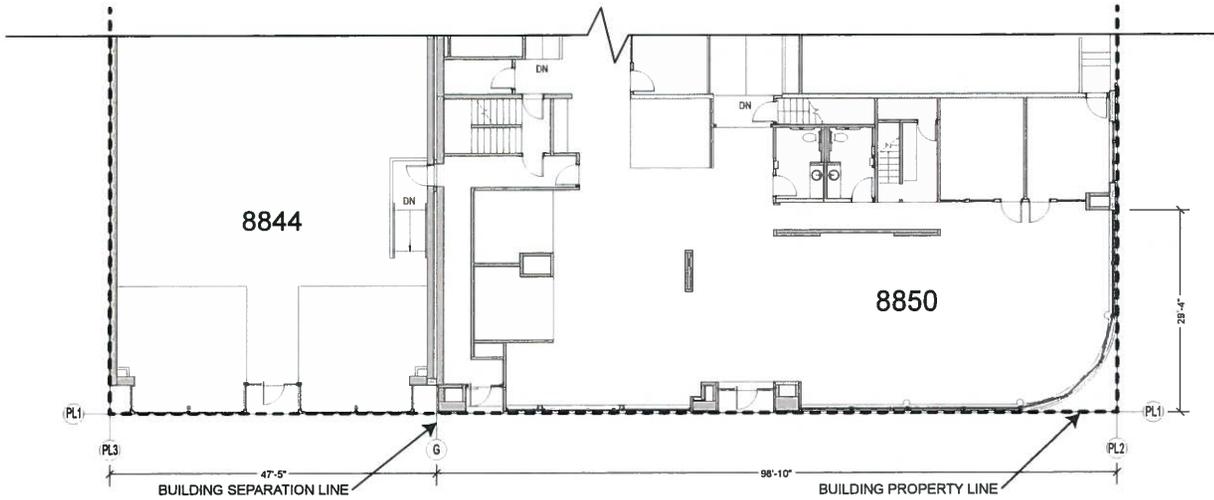


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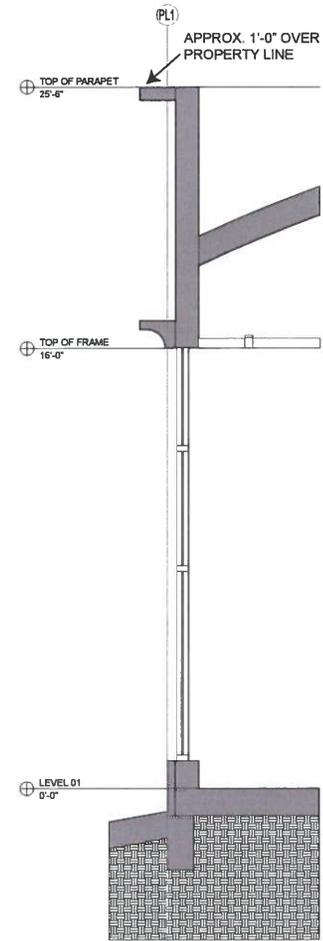
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Attachment B
Project Design Plans



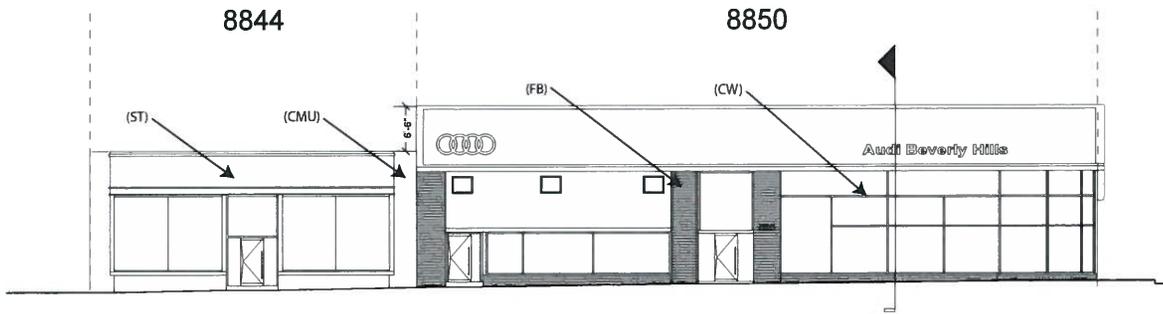
EXISTING FIRST FLOOR PLAN

SCALE: 1/8" = 1'-0"



EXISTING SECTION

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



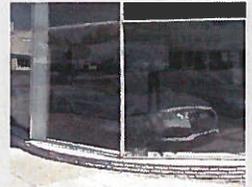
EXISTING NORTH ELEVATION

SCALE: 1/8" = 1'-0"

EXISTING FINISHES



Face Brick (FB)



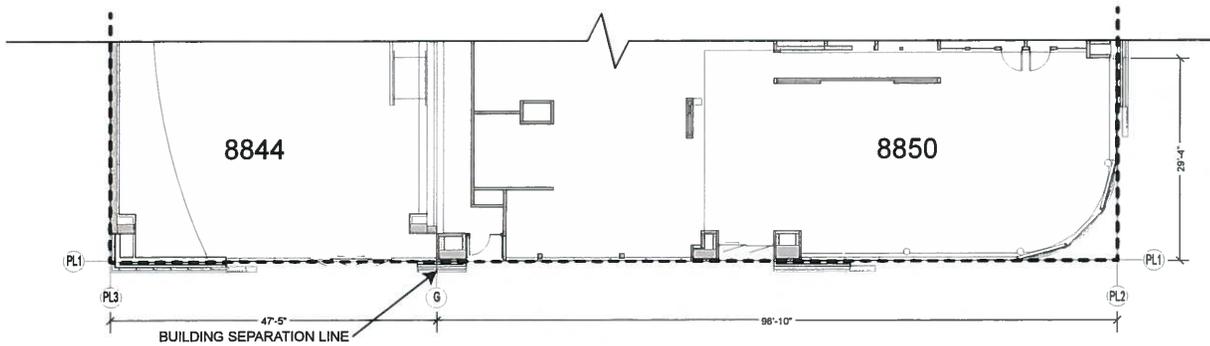
Glass Curtain Wall (CW)



Stucco (ST)

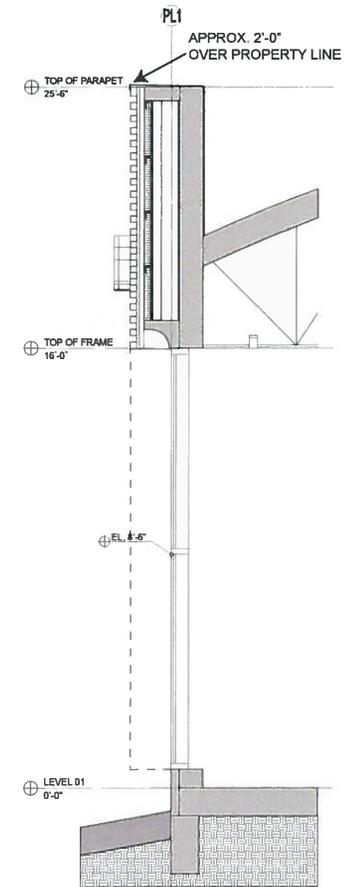


Concrete Masonry Units (CMU)



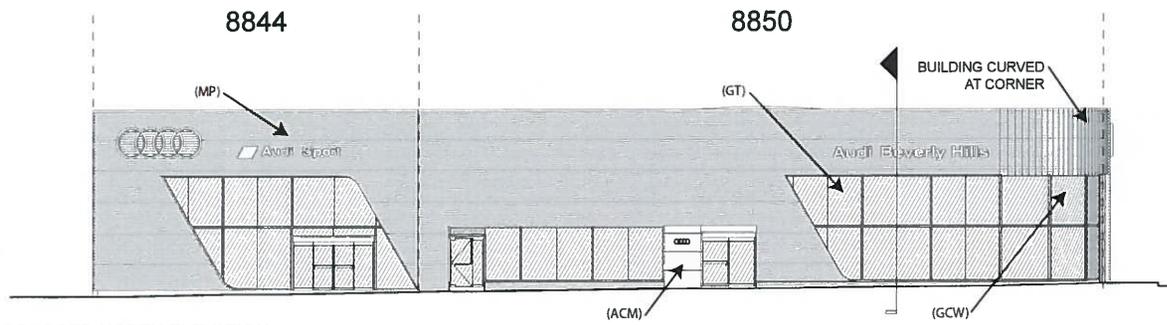
PROPOSED FIRST FLOOR PLAN

SCALE: 1/8" = 1'-0"



PROPOSED SECTION

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



PROPOSED NORTH ELEVATION

SCALE: 1/8" = 1'-0"

PROPOSED FINISHES



Glass Curtain Wall System (GCW)



ACM Panel System (ACM)



Glass - Transparent (GT)



Corrugated Metal Panel System (MP)



VIEW FROM WILSHIRE BOULEVARD

AUDI - BEVERLY HILLS
8844-8850 WILSHIRE BLVD.

PERSPECTIVE RENDERINGS
OCTOBER 27TH, 2016

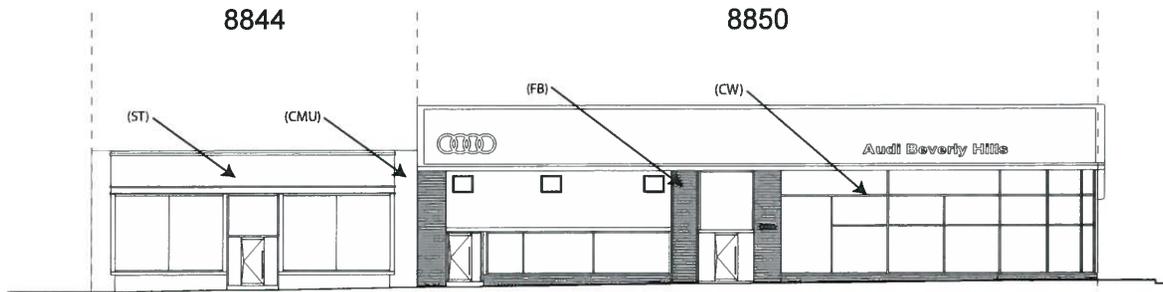
Gensler



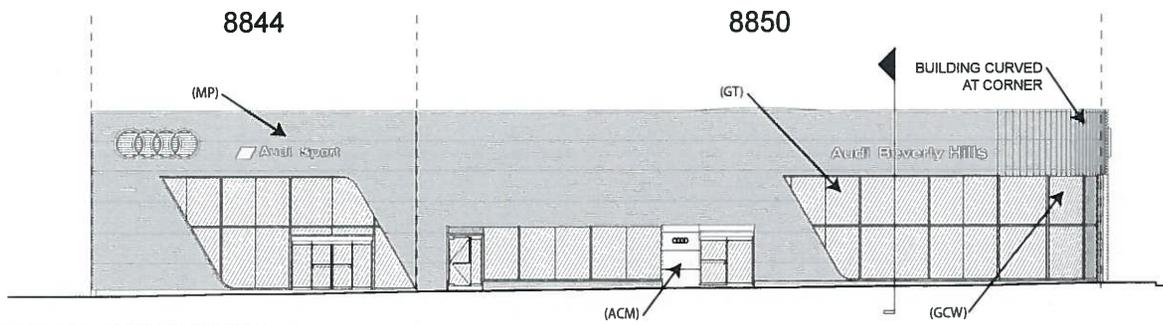
VIEW FROM CORNER OF WILSHIRE BOULEVARD AND SWALL DRIVE

AUDI - BEVERLY HILLS
8844-8850 WILSHIRE BLVD.

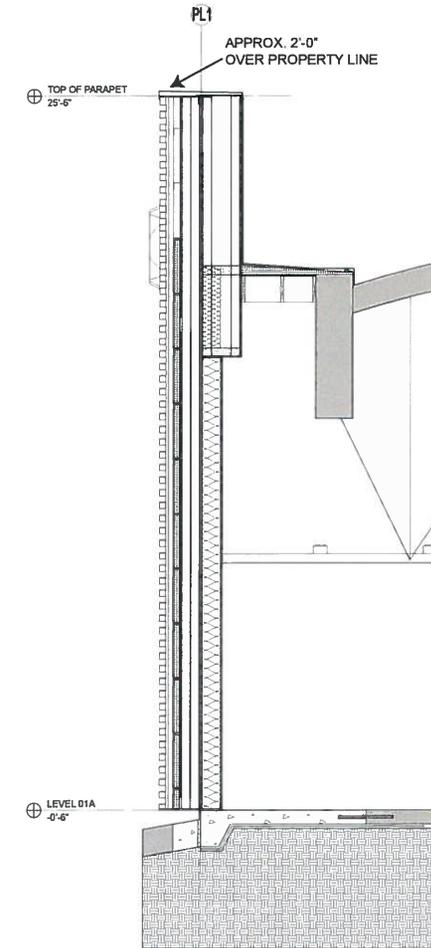
PERSPECTIVE RENDERINGS
OCTOBER 27TH, 2016



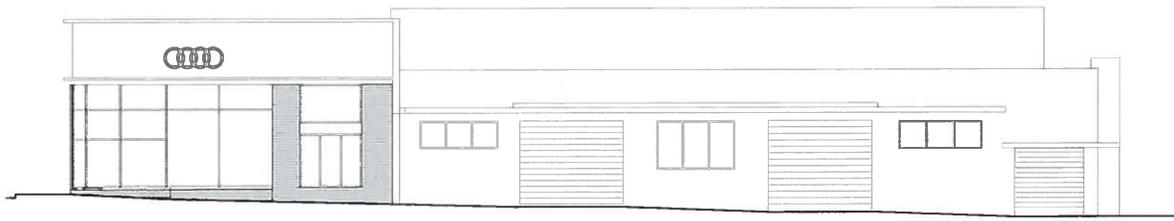
EXISTING NORTH ELEVATION
SCALE: 1/8" = 1'-0"



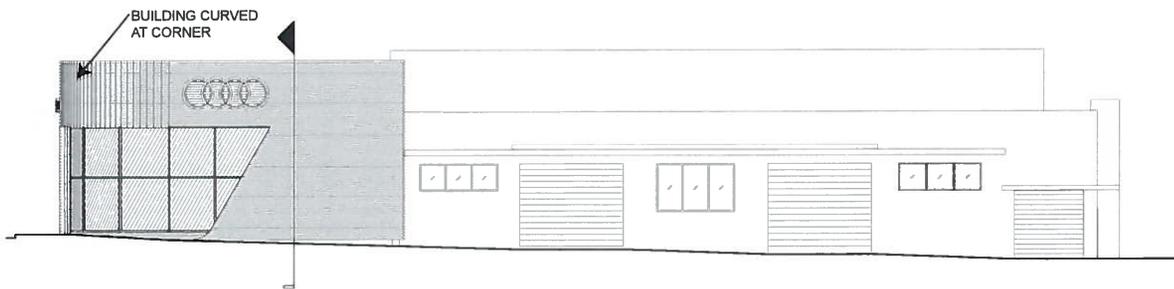
PROPOSED NORTH ELEVATION
SCALE: 1/8" = 1'-0"



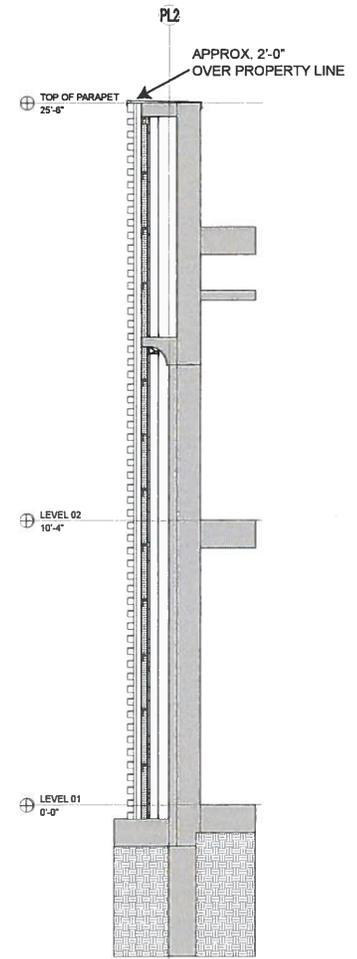
PROPOSED SECTION
SCALE: 1/2" = 1'-0"



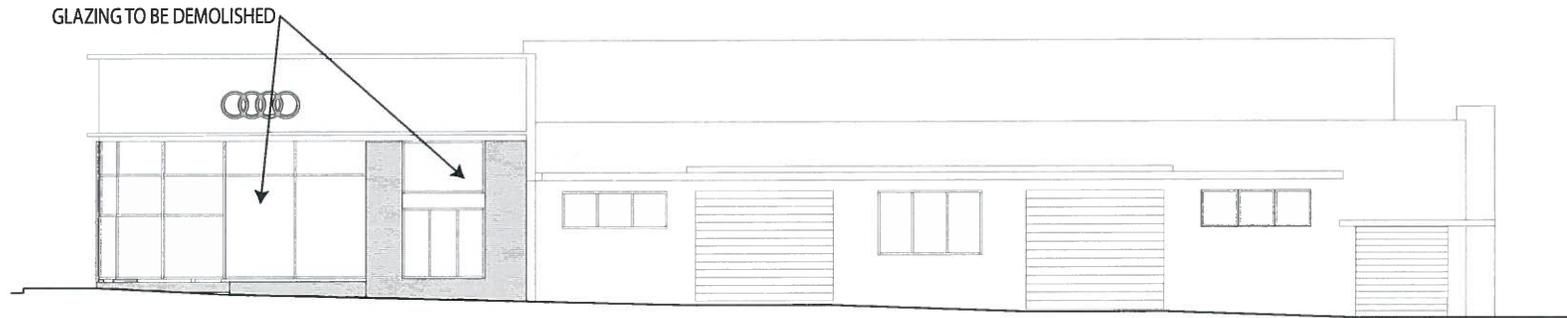
EXISTING WEST ELEVATION
SCALE: 1/8" = 1'-0"



PROPOSED WEST ELEVATION
SCALE: 1/8" = 1'-0"

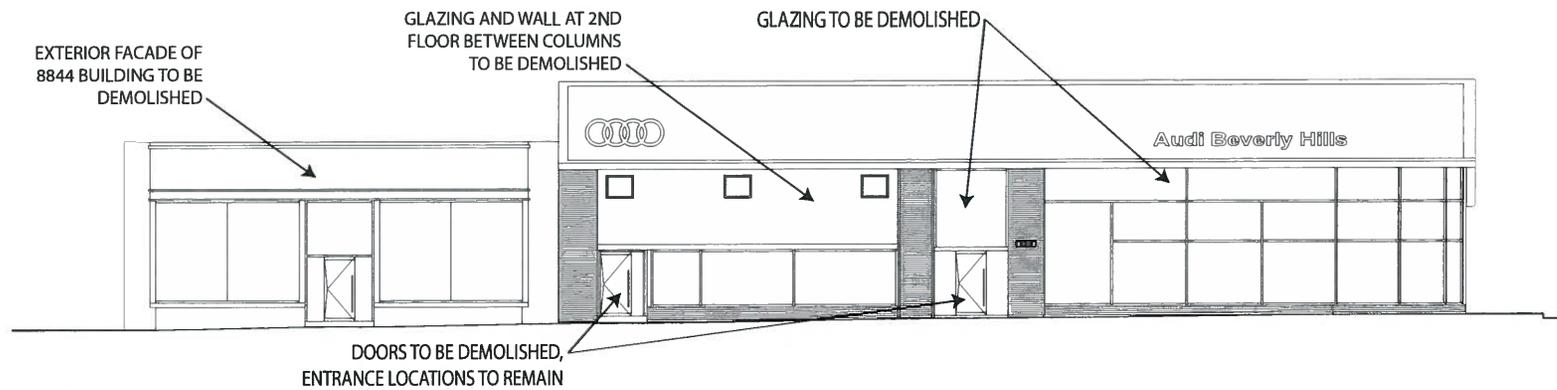


PROPOSED SECTION
SCALE: 1/2" = 1'-0"



EXISTING WEST ELEVATION

SCALE: 3/32" = 1'-0"

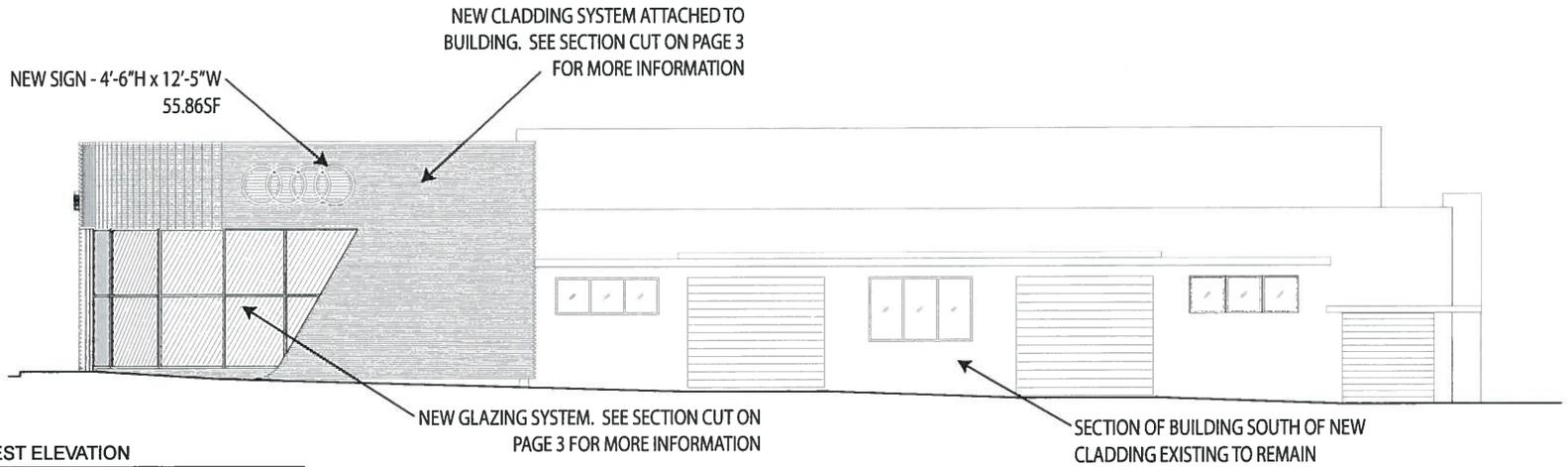


EXISTING NORTH ELEVATION

SCALE: 3/32" = 1'-0"

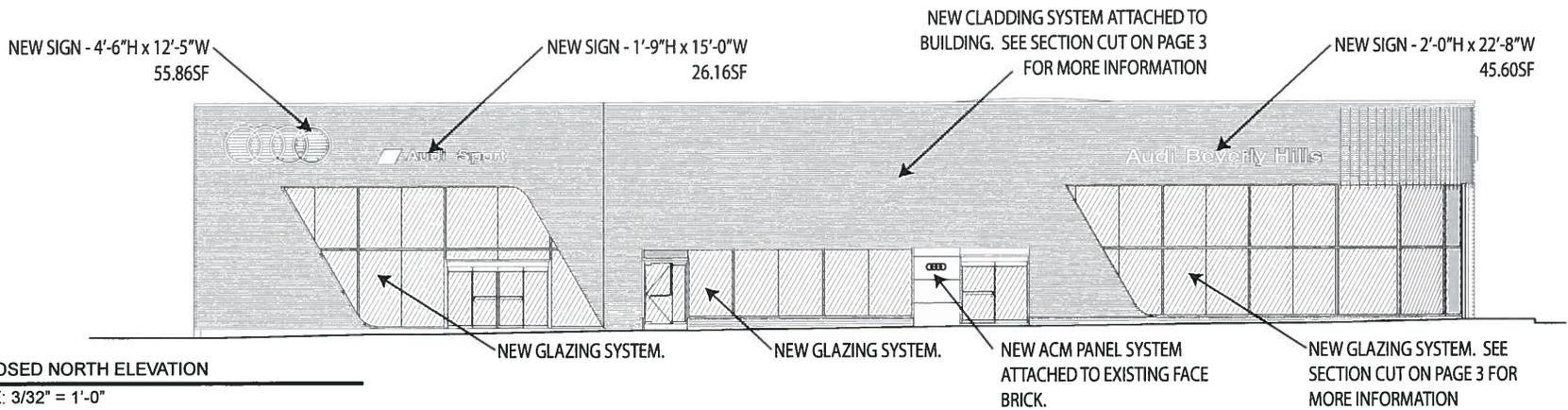
AUDI - BEVERLY HILLS
8844-8850 WILSHIRE BLVD.

ENLARGED EXISTING ELEVATIONS
OCTOBER 27TH, 2016



PROPOSED WEST ELEVATION

SCALE: 3/32" = 1'-0"



PROPOSED NORTH ELEVATION

SCALE: 3/32" = 1'-0"

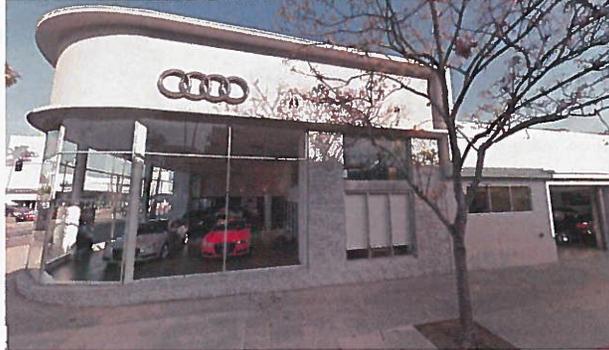
AUDI - BEVERLY HILLS
8844-8850 WILSHIRE BLVD.

ENLARGED PROPOSED ELEVATIONS

OCTOBER 27TH, 2016



8850 Building from Wilshire Blvd.



8850 Building from Swall Drive



8850 Building from Swall Drive



8844 & 8850 Buildings from Wilshire Blvd.



Corner of 8850 Building from Wilshire Blvd.