



# Architectural Commission Report

**Meeting Date:** Wednesday, December 21, 2016

**Subject:** **WELLTOWER (PL1630475)**  
**436 North Bedford Drive**  
Request for approval of a building identification sign. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project Agent:** Barbara Cohen – Architectural Design & Signs, Inc.

**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 building identification sign for Welltower located at 436 North Bedford Drive. The project includes the following components:

BUILDING IDENTIFICATION SIGN				
Location	Size	Quantity	Illumination	Material
Upper right facade	36 SF	1	Internal	Acrylic face with vinyl overlay Aluminum returns
<b>TOTAL SIGN AREA: 36 SF (1 SIGN)</b>				

Pursuant to §10-4-605 of the Beverly Hill Municipal Code (BHMC), the maximum building identification sign area shall not exceed two percent (2%) of the vertical surface area of the elevation upon which the sign is proposed, excluding penthouse walls. Based on a vertical surface area of approximately 13,038 square feet, the maximum building identification sign area permitted is 260.77 square feet.

## URBAN DESIGN ANALYSIS

The proposed building identification sign for the existing commercial structure on North Bedford Drive appropriately responds to the existing façade treatments. Consideration may be given by the applicant to upgrading the specifications for the signage and/or creating a more discreet signature lighting effect for this important location. Final plans shall 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) regarding the electrical conduits, etc.; however, the Commission may wish to add/amend/delete any project-specific conditions deemed necessary to make the required findings for approval.

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

Report Author and Contact Information:  
Cindy Gordon, AICP, Associate Planner  
(310) 285-1191  
cgordon@beverlyhills.org



## **Architectural Commission Report**

436 North Bedford Drive (Welltower)

December 21, 2016

### **ZONING CODE COMPLIANCE**

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

### **ENVIRONMENTAL ASSESSMENT**

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

### **PUBLIC OUTREACH AND NOTIFICATION**

Public outreach and notification was not required for this project.



## **Architectural Commission Report**

436 North Bedford Drive (Welltower)

December 21, 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):  
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:**

One (1) set of internally illuminated channel letters attached to the building  
36" high and 144" wide.

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

- R-4       R-4X       R-4       R-4-P       R-4X2
- R-3       RMCP       C-3       C-3A       C-3B
- C-5       C-3T-1       C-3T-2       C-3T-5       C-5
- Other: \_\_\_\_\_

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

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

**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	Business ID Sign(s)	One	35" x 44"	36.00	8024 square feet of fascia @ 2% = 161.9 sq
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:* not applicable \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

*Material:* not applicable \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**ROOF**

*Material:* not applicable \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**COLUMNS**

*Material:* not applicable \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**BALCONIES & RAILINGS**

*Material:* not applicable \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

*Material:* not applicable \_\_\_\_\_  
*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: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUILDING ID SIGN(S)**

Material: aluminum painted with polyurethane finish  
Texture /Finish: satin  
Color / Transparency: translucent Acrylic faces and LED illuminated.

**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 visibility of the signs are detrimental to the success of this project therefore we have outlined the design as best as we could for the limited space they have on the building for their sign together with adapting their national logo/color specifications.

- 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.**

In no way does the signage interfere with the sounding environment.

- 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.**

The signs will always be maintained to be kept in good condition in order for them to be preserved from the elements.

- 4. Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The proposed sign does not interfere with the sounding developments in any way.

- 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.**

These signs do conform to the stands of the municipal code.



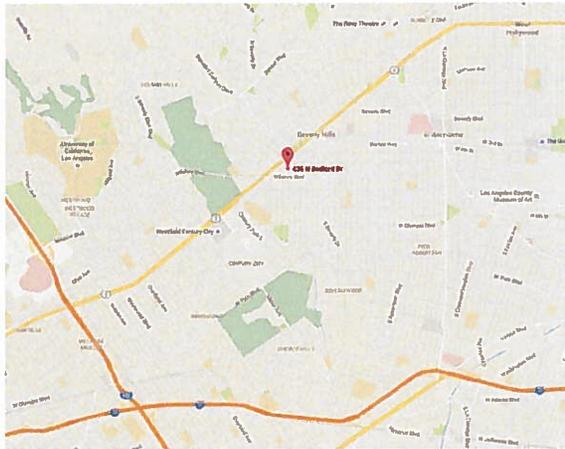
**Architectural Commission Report**

436 North Bedford Drive (Welltower)

December 21, 2016

**Attachment B**  
Project Design Plans

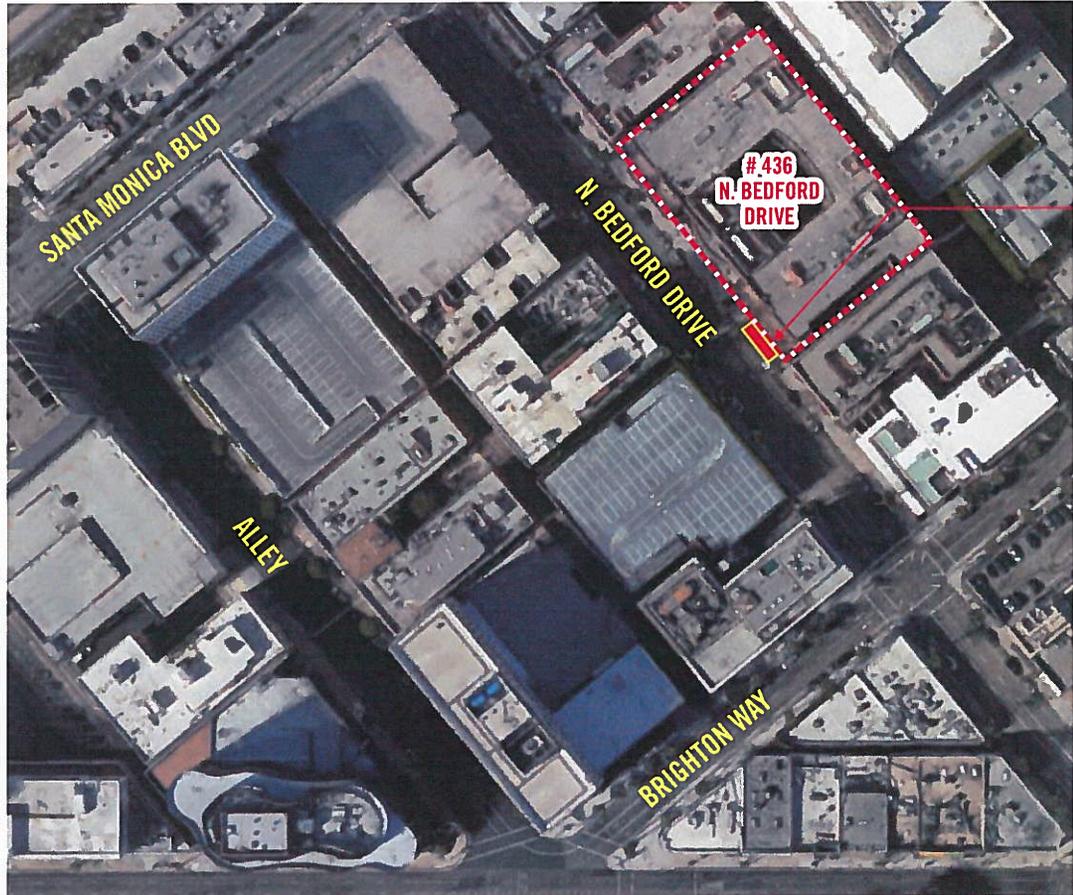
# Sign 'D'



**1** VICINITY MAP  
SCALE: NTS



**2** SITE VIEW  
SCALE: NTS



**3** SITE VIEW  
SCALE: NTS

SIGN 'D'



1160 Railroad St.  
Corona, CA 92882  
T 800.862.3202  
F 951.278.0681  
www.ad-s.com

- Signage + Fabrication
- Displays + Fixtures
- Lighting + Maintenance

Client:  
**welltower**  
435 N. Bedford Drive  
Beverly Hills, CA 90210

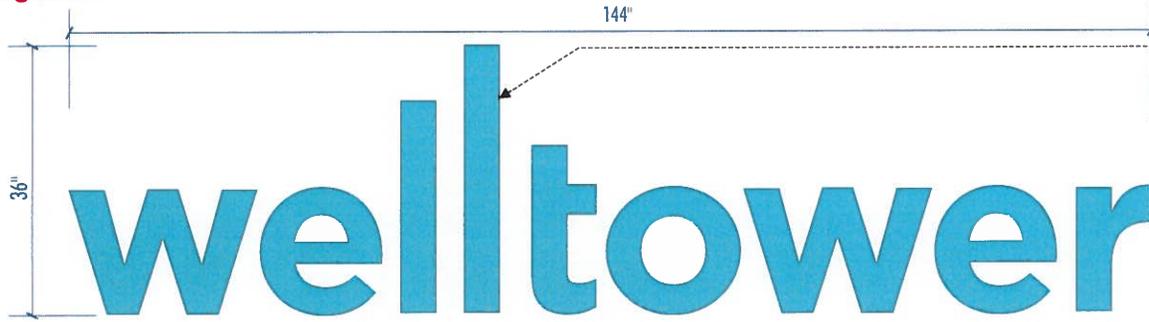
Project:  
**welltower**  
436 N. Bedford Drive  
Beverly Hills, CA 90210

- Revisions:
- SH: 9-29-16: break up drawing package by building

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Project No: 41783-R02(PS-436) GY/JDS/H  
Date: 09-29-16  
Sign Type: Vicinity Map, Overall Site View  
Sheet No: MP-1.0 3 of 9

# Sign 'D'



Digitally Printed CMYK (75-26-21-0) Translucent Vinyl w/ UV Overlay onto Acrylic Faces

Black Trim Cap and Returns Painted Black, Satin Finish for all of "welltower"

## 1 CHANNEL LETTERS - TYPICAL

SCALE: 3/4" = 1' - 0"

**REQUIREMENTS FOR ELECTRICAL ILLUMINATION:**

PRIMARY ELECTRICAL TO SIGN LOCATIONS TO BE PROVIDED BY OTHERS. A DEDICATED CIRCUIT WITH NO SHARED NEUTRALS AND A GROUND RETURNING TO THE PANEL IS REQUIRED FOR INSTALLATION.

ALL TRANSFORMERS SHALL BE (60) GROUND FAULT-INTERRUPTED TRANSFORMERS.

ALL SIGNS HAVE - DEDICATED BRANCH CIRCUIT

- THREE WIRES' LINE, NEUTRAL, & GROUND
- WIRE SIZE - MINIMUM OF 12 GA. THIN COPPER WIRE

ALSO NOTE: GAUGE OF WIRE IS DETERMINED BY THE LENGTH OF RUN & AMPERAGE AS PER NEC ARTICLE 300

- GROUND WIRE MUST BE CONTINUOUS AND GO FROM THE SIGN TO THE PANELBOARD GROUND BUS.
- VOLTAGE SHOULD READ NO MORE THAN 3 VOLTS BETWEEN GROUND AND NEUTRAL.
- CONDUIT CAN NOT BE USED AS GROUND PATH.
- POWER TO SIGN MUST BE DONE BY A LICENSED ELECTRICIAN OR ELECTRICAL CONTRACTOR.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

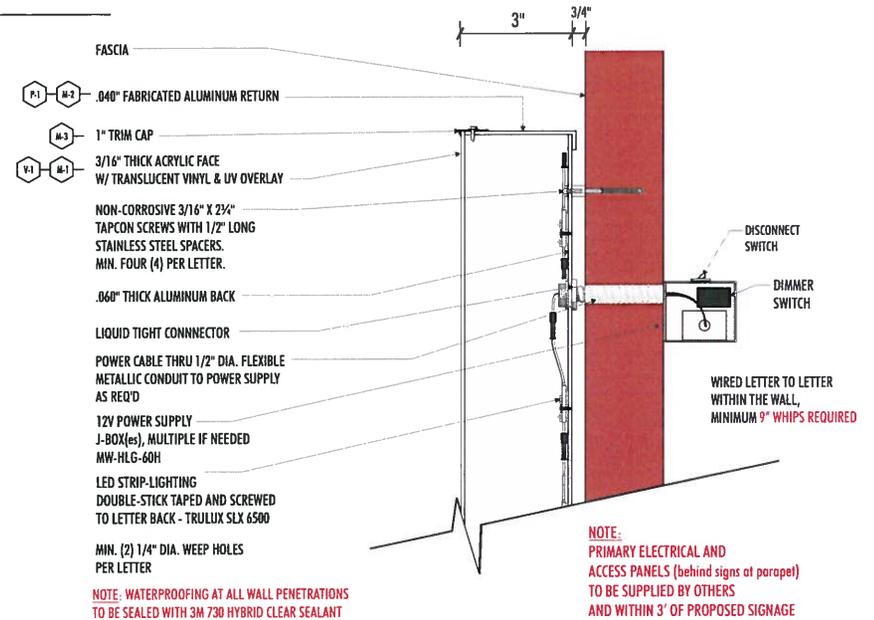
**1 Dedicated 20 Amp Circuit at 120 Volts**

**Note #1:** All above is not in sign company's scope of work and must be in place prior to installation.

**Note #2:** Timers and/or photocells for signs to be furnished and installed by the customer's electrician, who should also ensure that the completed electrical system is code compliant.

**ALL COMPONENTS TO BE APPROVED**  
**ALL SIGNS TO BE LISTED**

**Quantity: 1 (one) Sign**  
**Sign Area = 36.00 Sq. Ft.**



## 2 L.E.D. ILLUMINATED CHANNEL LETTERS - SECTION

SCALE: NTS



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- Signage + Fabrication
- Displays + Fixtures
- Lighting + Maintenance

Client:

**welltower**

435 N. Bedford Drive  
 Beverly Hills, CA 90210

Project:

**welltower**

436 N. Bedford Drive  
 Beverly Hills, CA 90210

Revisions:

SR 9-29-16 break up drawing package by building

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Project No: 41783-R02(PS-436)

GWJ/DJH

Date: 09-29-16

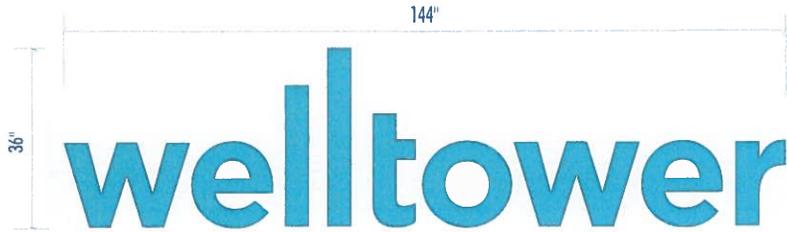
Sign Type: Sign D

Sheet No: 1.1

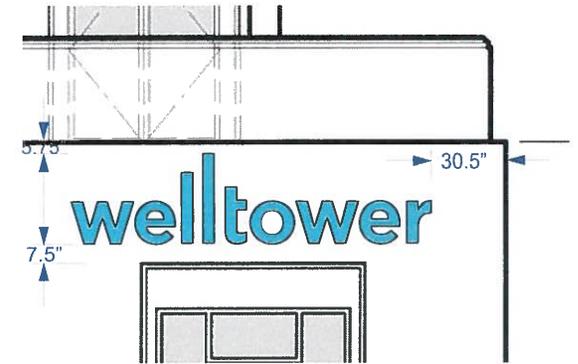
4 of 9



# Sign 'D'



**NOTE:**  
ACCESS PANEL TO BE SUPPLIED BY OTHERS  
TO ROOF-PARAPET (behind proposed signage)



**2** SIGN 'D' 36 SQ. FT  
SCALE: 1/2" = 1' - 0"

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

SIGN	Bldg. Ht.	Bldg. Width	Total Sq. FT.	Allowable %	Total Allowable Signage Sq. FT
D	58	224.8	13038.4	2%	260.77



**1** 436 N. BEDFORD DRIVE, FRONT, EAST ELEVATION - FACING N. BEDFORD DR.  
SCALE: 1/16" = 1' - 0"



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- Displays + Fixtures
- Lighting + Maintenance

Client:

**welltower**  
435 N. Bedford Drive  
Beverly Hills, CA 90210

Project:

**welltower**  
436 N. Bedford Drive  
Beverly Hills, CA 90210

Revisions:

1 SH 9.29.16 break up drawing package by building

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Project No: 41783-R02(PS-436)

GVWD/SH

Date: 09-29-16

Sign Type: Sign D - Elevation Location

Sheet No: 4.1

6 of 9

# Sign 'D'



1 436 N. BEDFORD DRIVE, FRONT, EAST ELEVATION - FACING N. BEDFORD DR.  
SCALE: NTS\*



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- Lighting + Maintenance

Client:

**welltower**  
435 N. Bedford Drive  
Beverly Hills, CA 90210

Project:

**welltower**  
436 N. Bedford Drive  
Beverly Hills, CA 90210

Revisions:

- 1 SH: 9/29/16 break up drawing package by building

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Project No: 41783-R02(PS-436) EYE/DISH

Date: 09-29-16

Sign Type: Sign D - Photo Render

Sheet No: 3.2

7 of 9



**Architectural Commission Report**

436 North Bedford Drive (Welltower)

December 21, 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 BUILDING IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 436 NORTH BEDFORD DRIVE (PL1630475 – WELLTOWER).

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

Section 1. Barbara Cohen, Architectural Design & Signs, Inc., agent, on behalf of the property owner, G&L 436 Bedford, LLC, (Collectively the “Applicant”), has applied for architectural approval of a building identification sign for the property located at 436 North Bedford Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions, or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly 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 **December 21, 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 environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the Planning Commission found contributed to the determination of the project as a “character contributing building” in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the Planning Commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

1. No project-specific conditions proposed.

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: December 21, 2016

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Mark Odell, Urban Designer  
Community Development Department

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Gidas Peteris, Chair  
Architectural Commission