



Architectural Commission Report

Meeting Date: Wednesday, May 18, 2016

Subject: **MICA BEAUTY COSMETICS (PL1606271)**
449 North Beverly Drive
Request for approval of a façade remodel and a business identification sign. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project Agent: Murray D. Fischer

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel and business identification sign for Mica Beauty Cosmetics located at 449 North Beverly Drive. The project includes the following components:

- Resurface façade in a smooth white stucco (existing façade elements to be removed);
- Frameless storefront system with clear glazing and polished stainless steel detailing.

Business Identification Sign

Location	Size	Quantity	Illumination	Material
Façade	25 SF	1	Non-illuminated	Polished stainless steel
TOTAL SIGN AREA: 25 SF (1 SIGN)				

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 100 square feet. Based on a storefront length of 18'-4", the maximum sign area for this tenant is approximately 36.6 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The proposed improvements introduce a clean and modern aesthetic of the storefront and will serve as an enhancement to the overall building and streetscape of North Beverly Drive. The design team shall provide architectural detailing and material specifications for final review and approval by the City's Urban Designer prior to submitting for building plan check 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

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



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
449 North Beverly Drive (Mica Beauty Cosmetics)
May 18, 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 (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Eight (8) sets of plans required (see Section 6 for plan size requirements).
 - 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: 1
- Building Identification Sign(s)
 - Number of signs proposed: 1
- Sign Accommodation (explain reason for the accommodation request below):
 - Number of signs proposed: _____
- Other: _____

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

Replace existing wood frame & glass storefront with frame-less glass and polished stainless steel trim.
 Remove existing decorative moldings and smooth stucco wall of front facade

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

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

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

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

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

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

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)	1	2'-0" x 12'-4"	24.66sf	36'
2	Building ID Sign(s)	1	6" X12"	0.5 sf	
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: stucco
 Texture /Finish: smooth
 Color / Transparency: white

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

Material: glass, stainless steel
 Texture /Finish:
 Color / Transparency: clear glass, polished steel

ROOF

Material: N/Aexisting built up roofing. No Change
 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: Steel
Texture /Finish: polished
Color / Transparency: _____

BUILDING ID SIGN(S)

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

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: none
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.

Upgrading storefront with quality finishes, clean contemporary upscale design

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.

No noise expected to be generated from within the building. Half inch plate glass storefront to protect against noise from outside

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.

Upgrading storefront with quality finishes, clean contemporary upscale design

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 style and quality of finishes, smooth stucco, frame-less glass and polished steel trim are similar to many newly upgraded storefronts.

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.

N/A, Facade upgrade only.



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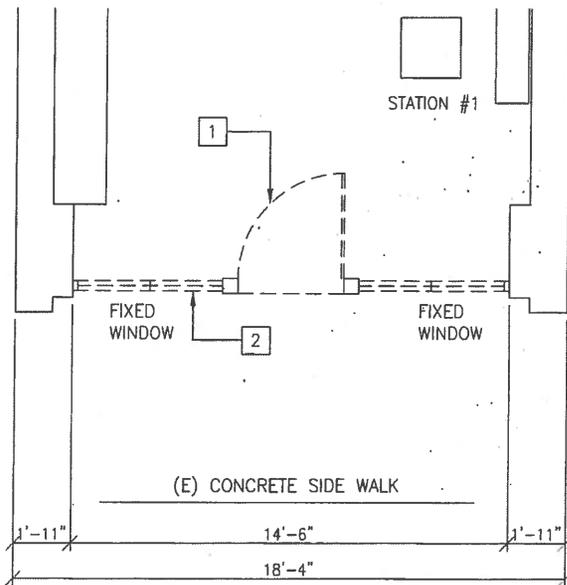
Attachment B
Project Design Plans

DOOR SCHEDULE

DOOR NUMBER	SIZE	MATERIAL	FINISH	REMARKS
①	6'-0" x 6'-8" x 3/4"	3/4" TEMPERED GLASS	CHROME FRAME	Notes: 1. Threshold where provided to be cast alum. type. Max. height 1/2" beveled 1:2. 2. Hardware to be lever type located 30"-44" above finish floor. 3. Entrance door no.1 ground floor with sign "THIS DOOR TO REMAIN UNLOCKED DURING BUSINESS HOURS" 4. Handicapp sign on restrooms door shall be centered and at 60" from finish floor

WINDOW SCHEDULE

	SIZE	MATERIAL	FINISH
Ⓐ	7'-3" x 4'-6"	1/2" GLASS	CLEAR FRAMELESS
Ⓑ	3'-7 1/2" x 6'-6"	"	"

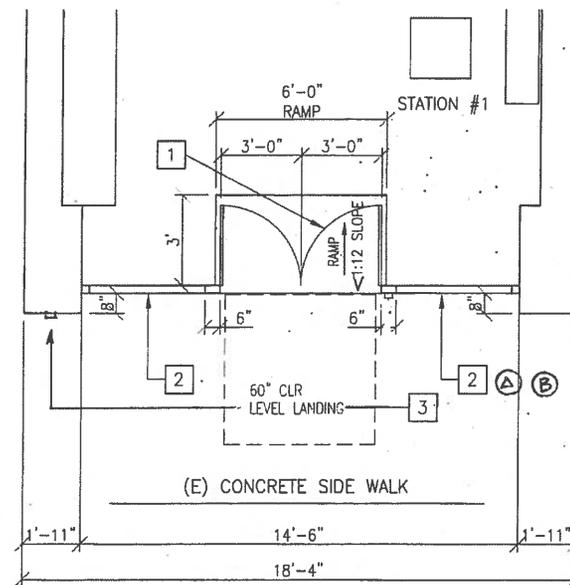


NOTES:

- ① REMOVE EXISTING STOREFRONT ENTRANCE GLASS DOOR AND HARDWARE.
- ② REMOVE EXISTING STOREFRONT GLASS WINDOW.

(E) FLOOR PLAN — DEMOLITION

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



NOTES:

- ① NEW TEMPERED GLASS DOOR.
- ② NEW TEMPERED GLASS WINDOW.
- ③ NEW AUTOMATIC H.C. DISABLED DOOR OPENER

FLOOR PLAN — PROPOSED

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



DESIGNER:

MICHAEL SOUMERKH
1140 S. ALFRED ST.
LOS ANGELES, CA 90035
TEL: (310) 345-3342

OWNER/TENANT:

MICA BEAUTY cosmetics
449 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210
TEL: (310) 345-3342

PARTIAL FLOOR PLAN

TENANT IMPROVEMENT FOR
MICA BEAUTY cosmetics
449 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

DRAWN

CHECKED

DATE

05-2-16

AS SHOWN

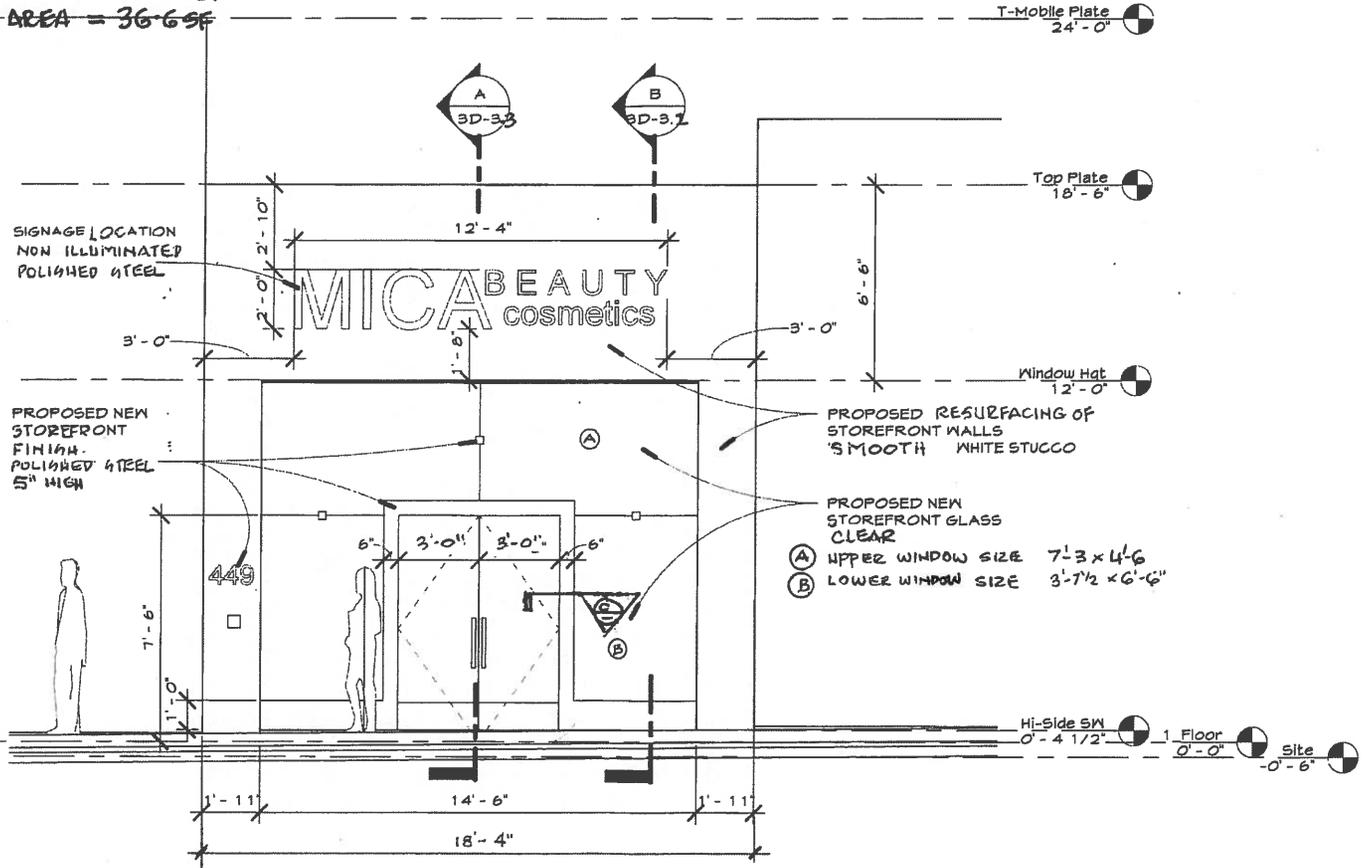
JOB NO.

A-3

SIGN SCHEDULE

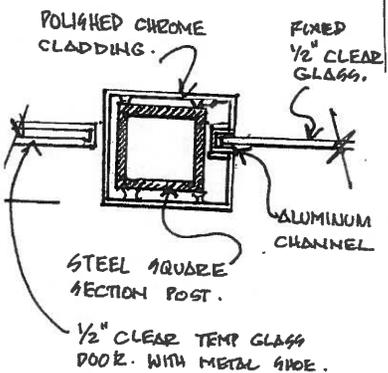
FABRICATED METAL
 POLISHED STAINLESS STEEL
 LETTER HEIGHTS 22", 10" & 9"
 LETTER THICKNESS 1"
 MOUNTING DISTANCE FROM STUCCO 1/2"
 TOTAL PROJECTION FROM BUILDING 1 1/2"
 TOTAL AREA OF SIGNAGE 25 SF
 TOTAL ALLOWABLE AREA = 36.6 SF

22" MICA BEAUTY cosmetics 9" 10"



FRONT ELEVATION

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



DETAIL C

MICA BEAUTY cosmetics
 440 N. BERRY ST. SUITE 100
 CHICAGO, IL 60610
 TEL: 312.467.1512

MICA BEAUTY cosmetics
 440 N. BERRY ST. SUITE 100
 CHICAGO, IL 60610
 TEL: 312.467.1512

MICA BEAUTY cosmetics
 440 N. BERRY ST. SUITE 100
 CHICAGO, IL 60610
 TEL: 312.467.1512

DRWN: P.D. BE
 CHECKED:
 DATE:
 SCALE:
 JOB NO:

A-3.1



(E) FRONT ELEVATION

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

DESIGNER:
 MICHAEL SOUMEKH
 1140 S. ALFRED ST.
 LOS ANGELES, CA 90035
 TEL: (310) 345-3342

OWNER/TENANT:
MICA BEAUTY
 cosmetics
 449 N. BEVERLY DRIVE
 BEVERLY HILLS, CA 90210
 TEL: (310) 345-3342

ELEVATIONS
 TENANT IMPROVEMENT FOR
MICA BEAUTY
 cosmetics
 449 N. BEVERLY DRIVE
 BEVERLY HILLS, CA 90210

DRAWN
 CHECKED
 DATE
 08-2-16
 SCALE
 AS SHOWN
 JOB NO.

A-4



3D Render - No Trees



3D Render - Trees

MICA BEAUTY cosmetics

THAT'S WHAT WE MEANT FOR
MICA BEAUTY cosmetics

OWNER

DESIGNED

DATE

SCALE

JOB NO.

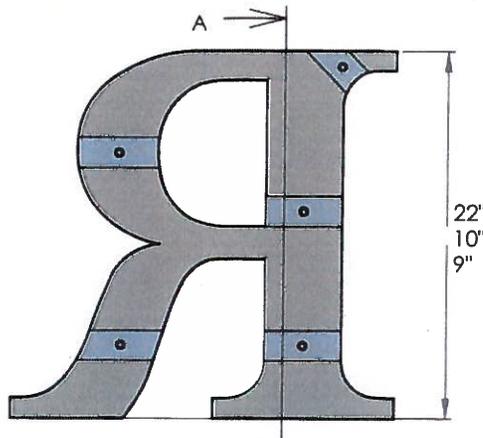
SHEET

3D-1



RENDERED FRONT ELEVATION

PARTIAL FLOOR PLAN TENANT IMPROVEMENT FOR MICA BEAUTY cosmetics 449 N. BEVERLY DRIVE BEVERLY HILLS, CA 90210		DESIGNER: MICHAEL SOUMEHK 1140 S. ALFRED ST. LOS ANGELES, CA 90035 TEL: (310) 345-3342
OWNER/TENANT: MICA BEAUTY cosmetics 449 N. BEVERLY DRIVE BEVERLY HILLS, CA 90210 TEL: (310) 345-3342		
DRAWN	CHECKED	
DATE 04-5-16	SCALE AS SHOWN	
JOB NO		3D-2

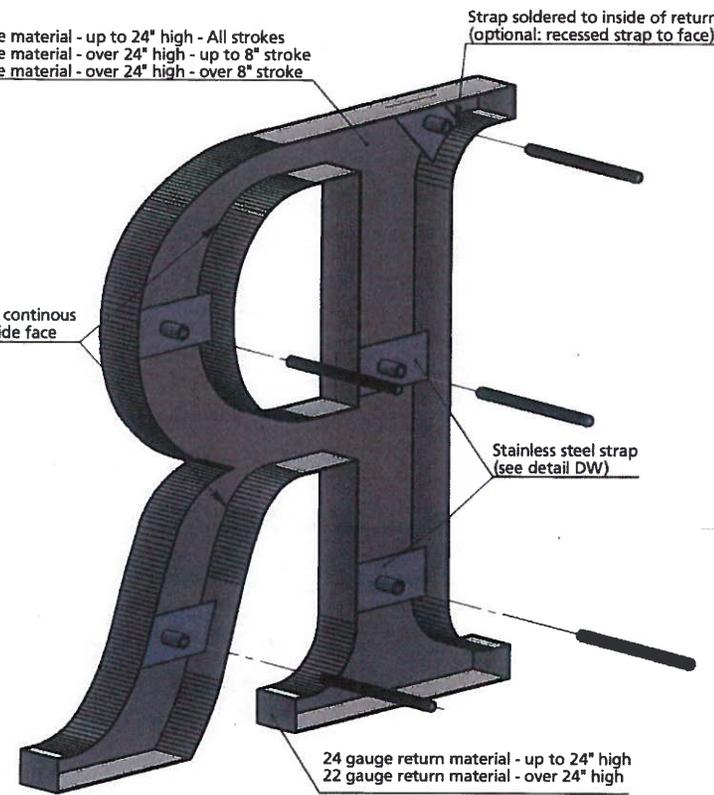


BACK VIEW II SCALE 1:5



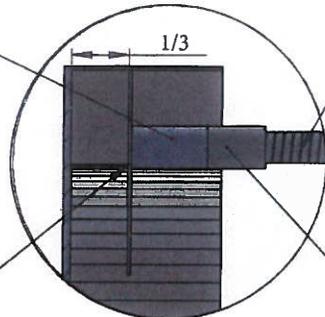
SECTION A-A II SCALE 1:5

18 gauge face material - up to 24" high - All strokes
 18 gauge face material - over 24" high - up to 8" stroke
 16 gauge face material - over 24" high - over 8" stroke



ISOMETRIC BACK VIEW II SCALE 1:3

Threaded stud boss welded to strap
 Size varies (see table)



DETAIL DW II SCALE 1:1

Stainless steel mounting stud
 Size varies (see table)

Stainless steel strap

spacer sleeve (size varies)

LETTER SIZE	STUD BOSS
6" to 24"	10 - 24
over 24"	1/4 - 20

MATERIAL OPTIONS
 Standard - 304 prefinished stainless steel
 Optional - 316 prefinished stainless steel



Order By :MCIA beauty cosmetics

3303 Harbor Blvd Suite E-6 Costa Mesa CA 92626
 714 884 3068 info@signarama-costamesa.com

22" MICA BEAUTY cosmetics 9" 10"

TITLE: METAL FACE NO BACK - STRAP MOUNT	
MATERIAL: STAINLESS STEEL	PRODUCT TYPE: FABRICATED METAL
DWG NO. FABL20	REV 03/04/16
SCALE: AS INDICATED	SHEET 1 OF 1



Architectural Commission Report
449 North Beverly Drive (Mica Beauty Cosmetics)
May 18, 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 FOR A FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 449 NORTH BEVERLY DRIVE (PL1606271 – MICA BEAUTY COSMETICS).

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

Section 1. Michael Soumekh, agent, on behalf of the property owner, Hershenson Investments LLC, and the tenant, Mica Beauty Cosmetics, (Collectively the “Applicant”), has applied for architectural approval for a façade remodel and business identification sign for the property located at 449 North Beverly 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. The project has also been reviewed and found to 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on May 18, 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

No project-specific conditions.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the Director of Community Development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

7. **Substantial Compliance with Approved Plans.** The Director of Community Development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the Community Development Department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: May 18, 2016

Mark Odell, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission