



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, January 18, 2012
(Continued from the November 16, 2011 AC meeting.)

Subject: **MAXFERD JEWELRY & LOAN**
9640 South Santa Monica Blvd
Request for approval of a façade remodel and business identification signs
(PL112 2719)

Project agent: Terek Abdel-Ghaffar, designer

Recommendation: Conduct public hearing to discuss the project details.

REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on November 16, 2011. At that meeting the Commission provided the applicant with comments regarding the remodel and directed that the project be returned for restudy (see the Commission's comments in Attachment A). The applicant team has since hired a new designer and completely redesigned the project. As such, a revised application which includes the new materials has also been submitted. The revisions to the project include proposing new materials and revising the business identification sign. Staff has included a resolution of approval for the Commission's consideration.

ZONING CODE COMPLIANCE

Applications for architectural review are preliminarily evaluated for compliance with the zoning code. Staff's preliminary evaluation of the project has discovered that, pursuant to Beverly Hills Municipal Code §10-4-307, signs are not permitted to be located on top of a building parapet. As such, staff has included a condition of approval to address this zoning issue in the Resolution of Approval (see Attachment B).

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.

Attachment(s):

- A. Commissions comments at the November 16, 2011 meeting
- B. Staff Report/Details from the November 16, 2011 meeting
- C. Revised Detailed Design Description and Materials (Applicant Prepared)
- D. Revised Design Plans, Cut Sheets & Supporting Documents
- E. Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192
srojemann@beverlyhills.org



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached A:

Commission's Comments at the
November 16, 2011 meeting



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Architectural Commission comments at the November 16, 2011 Meeting	Applicant's Response
1. The design does not have a clear intent and articulation is not present. The plans are not adequate and there needs to be more of an architectural presentation.	1. The applicant has entirely redesigned the façade of the building. The revised plans contain more specific details per the Commission's request.
2. The details are generic. The details should clearly show how the materials will fit together.	2. The applicant as revised the entire design and has provided details which more clearly show how the materials will fit together.
3. The main entry is not emphasized enough – should be more obvious.	3. The applicant has redesigned the main entry.
4. The emergency egress door should blend more with the façade so that it 'goes away'	4. The applicant is proposing to clad the egress door with the same material as the façade so it does not stand out.
5. The business ID sign is too large and feels incomplete.	5. The applicant has redesigned and reduced the size of the business ID sign.
6. The multiple awning signs are excessive. Consider one awning sign above the main entry.	6. The applicant has removed the awning signage from all awnings except the one above the entry.
7. The Commission requested more information on the following elements: <ul style="list-style-type: none"> a. Show the window display cases; b. Provide samples of the foe-window glass; c. Show signs proposed in the windows, if any; d. Provide more details on the foe-windows; e. Show details of how the stone wrapping is handled on the façade. 	7. The applicant has entirely redesigned the project. As such a number of elements previously proposed have been removed. Please see the revised plans for details of the new design.



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached B:

Staff Report/Details from the
November 16, 2011 meeting.



Architectural Commission Report

Meeting Date: Wednesday, November 16, 2011

Subject: **MAXFRED JEWELRY & LOAN**
9640 South Santa Monica Blvd
Request for approval of a façade remodel and business identification signs
(PL112 2719)

Project agent: Nick Evenhaim, applicant's agent

Recommendation: Conduct public hearing to discuss the project details. The Commission may wish to specifically discuss the applique windows located on the second floor, the scale of the business identification sign and the abundant number of signs proposed on the ground floor awnings.

REPORT SUMMARY

Prior to submitting the application for a Commission level review, the applicant submitted to staff an application to re-stucco the building and also to add the ground floor awnings. Staff approved that request on September 1, 2011. On September 14, 2011 the applicant submitted the Commission level application to further modify the project. The scope of work includes modifying the eastern most entry and replacing the glass in the existing storefronts, adding a granite tile at the base of the building, adding applique windows with awnings along the second floor and including a business identification sign and awning signs. Staff has included a resolution of approval and for denial for the Commissions consideration.

ZONING CODE COMPLIANCE

Applications for architectural review are preliminarily evaluated for compliance with the zoning code. Staff's preliminary evaluation of the project has discovered that, pursuant to Beverly Hills Municipal Code §10-4-307, signs are not permitted to be located on top of a building parapet. As such, staff has included a condition of approval to address this zoning issue in the Resolution of Approval (see Attachment B).

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets & Supporting Documents
- C. Approval Resolution
- D. Denial Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner

(310) 285-1192

srojemann@beverlyhills.org

SECTION 1 – AUTHORIZATION & APPLICANT TEAM

A Property Information

Project Address: 9640 S. Santa Monica
Legal Description:

B Property Owner Information¹

Name(s): 9650 Bedford Drive LLC
Address: 9663 Santa Moinca Blvd Suite 831
City: Beverly Hills State & Zip Code: CA 90210
Phone: 310-849-5116 Fax: 424-777-0722
E-Mail ellasnek@aol.com

C Applicant Information [individual(s) or entity benefiting from the entitlement]

Name(s): Collateral Leander Inc
Address: 103 N.Robertson Blvd
City: Beverly Hills State & Zip Code: CA 90210
Phone: 310-657-4725 Fax: 310-657-3718
E-Mail loanmart@yahoo.com

D Architect / Designer Information [Employed or hired by Applicant]

Name(s): RJ Engineerring Registered Architect? Yes No
Address: 21777 Ventura Blvd Suite 234
City: Woodland Hills State & Zip Code: CA
Phone: 818-704-7844 Fax: 818-704-7117
E-Mail rjengr@sbcglobal.net

E Landscape Designer Information [Employed or hired by Applicant]

Name(s): N/A
Address:
City: State & Zip Code:
Phone: Fax:
E-Mail

F Agent [Individual acting on behalf of the Applicant] NOTE: All communication is made through the Agent.

Name(s): Nissim "Nick" Evenhaim
Address: P.O.BOX 8864
City: Calabasas State & Zip Code: CA 91372
Phone: 818-780-8777 Fax: 818-780-7177
E-Mail evenhaimnick@yahoo.com

G I hereby certify that I am the owner of the subject property and that I have reviewed the subject application and authorize the Agent to make decisions that may affect my property.²

Shawn Nilk

Property Owner's Name (PRINT)

(signature on file)

Property Owner's Signature & Date

¹ If the owner is a corporate entity, signatures from two corporate officers are required from each of the following Groups:
Group A – Chairperson or president of the board; Group B – board secretary or chief financial officer.

² A signed and dated authorization letter from the property owner is also acceptable.

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
 - Ten (10) 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
- Remodel: Int. & Ext, floor area added
- Business Identification Sign(s)
- Building Identification Sign(s)
- Sign Accommodation (explain reason for the accommodation request below):
- Other:
- Remodel: Int. & Ext, no floor area added
- Façade Remodel ONLY
- Awning(s): New Recovery
- Open Air Dining #Tables: # Chairs:

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

Remove glass block and replace with clear glass, install 2 canopies over faux windows, install two rows of 12"x12" granite tiles on the bottom part of the front wall, replace glass doors with a store front glass.

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

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

Adjacent Streets: _____

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

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Other:

F Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

	<u>Quantity</u>	<u>Sizes</u>	<u>Reason for Removal</u>
Heritage:			
Native:			
Urban Grove:			

G 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> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Business ID	13 ft 7 in x 5 ft 1 in	82.33 sq. ft	2 SF for each foot of street frontage(max 100 SF)= 2 x 67'-8" = 100 SF Max	
2					
3					
4					
5					

C 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 and Sand Finish By LaHabra
 Color / Transparency: Clay 830 Silver Grey 16 By LaHabra

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

Material: Glass
 Texture /Finish: Smooth
 Color / Transparency: Clear

ROOF

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

CHIMNEY(S)

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: Canvas
Texture /Finish: Smooth
Color / Transparency: Sunbrela Black 4608

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Brass
Texture /Finish: Smooth
Color / Transparency: Polish Brass

BUILDING ID SIGN(S)

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

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

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.**

At this time the building design is out dated. Our goal is to update it to today's standards and to conform with the surrounding structures.

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.**

The building was built with thick concrete walls, originally. It is sound proof.

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.**

We were very careful putting together the materials and finishes to stand up proudly next to all other buildings.

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.**

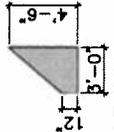
The store is situated in a building which we occupy partly. We matched our finishes to existing in order to create harmony.

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.**

We went through the city codes and complied with them.

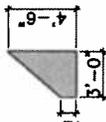
(E) MATERIALS AND COLORS

- ① - 7" LETTERS/BEVERLY HILLS JEWELRY & LOAN COLOR SILVER
- ② - FABRIC FINISH BY SIMBREGA COLOR BLACK 4400-0000
- ③ - STUCCO COLOR 16 SILVER GRAY BY LAFHARO 30"X30" SQ. 20/30 FINE SAND FINISH
- ④ - STUCCO SMOOTH FINISH COLOR 630 CLAY BY LAFHARO
- ⑤ - 6/8" SPACER
- ⑥ - STOREFRONT SYSTEM FINISH CLEAR GLASS
- ⑦ - (E) STOREFRONT GLASS DOOR
- ⑧ - CLEAR GLASS DOOR AND HINGEWIRES
- ⑨ - (E) GLASS BLOCK
- ⑩ - (E) DOOR

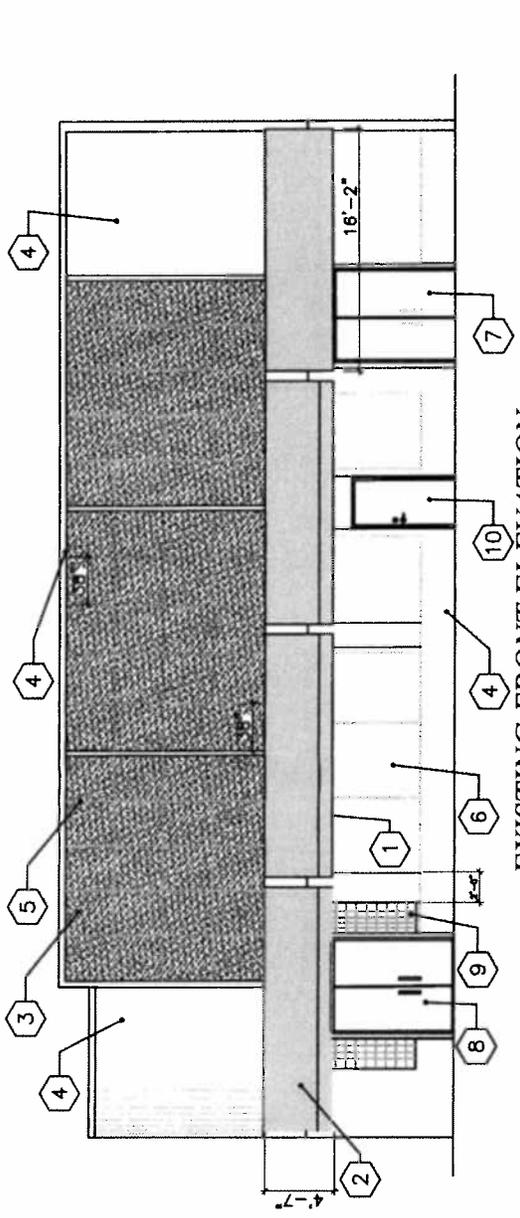


MATERIALS AND COLORS

- ① - NEW TINTED GLASS WINDOW WITH STAINLESS STEEL FRAME
- ② - FABRIC FINISH BY SIMBREGA COLOR BLACK 4400-0000
- ③ - REPLACE (E) GLASS DOOR WITH STOREFRONT GLASS
- ④ - 12"X12" GRANITE TILE COLOR: TROPICAL GOLD BY STONE MATE
- ⑤ - REPLACE (E) WOOD DOOR TO NEW GLASS DOOR WITH ALUMINUM FRAME
- ⑥ - REMOVE (E) GLASS BLOCK AND INSTALL CLEAR GLASS
- ⑦ - SIGN NAME ILLUMINATED CHANNEL LETTERS 2" THICK LETTERS WITH POLISHED GOLD LAMINATE FRONT FONT: TIMES NEW ROMAN

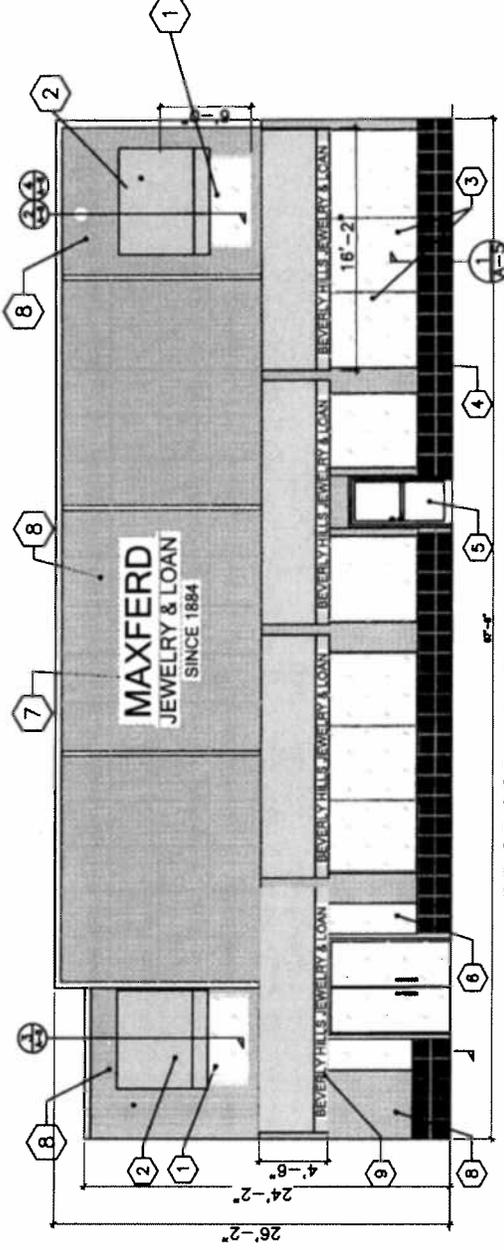


- ⑧ - STUCCO SMOOTH FINISH COLOR 630 CLAY BY LAFHARO
- ⑨ - 7" LETTERS COLOR SILVER



EXISTING FRONT ELEVATION

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



PROPOSED FRONT ELEVATION

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

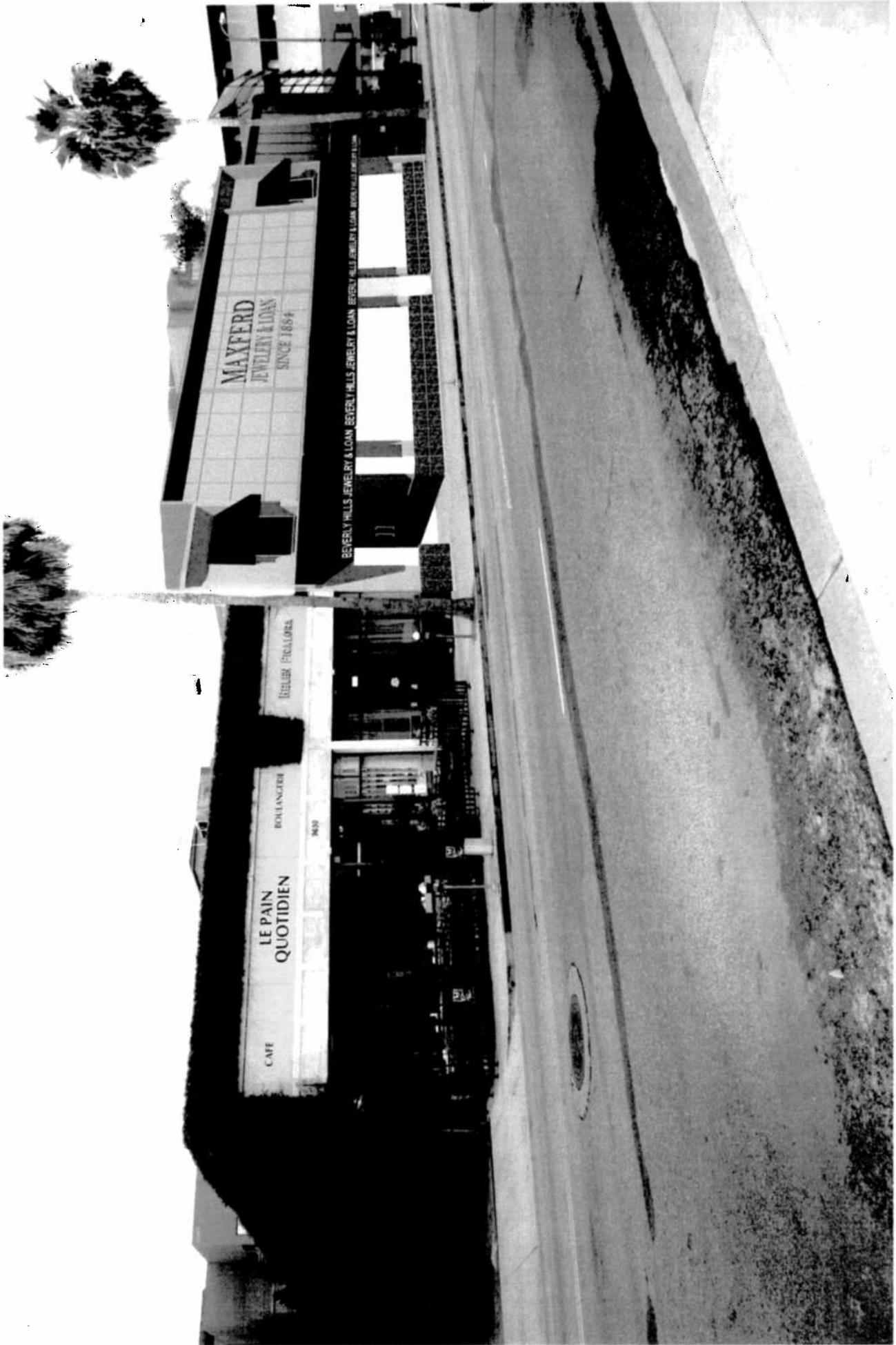
ENGINEERING INC.
 STRUCTURAL ENGINEERING SERVICES
 21777 VENTURA BLVD #235
 WOODLAND HILLS, CA 91364
 TEL (818) 704-7844
 FAX (818) 704-7817
 E-MAIL: eng@maxferd.com

PROJECT NAME AND ADDRESS
 COLLATERAL LEASERS
 EXTERIOR REMODELING
 9640 SANTA MONICA BLVD
 BEVERLY HILLS, CA 90210

JOB TITLE
FRONT ELEVATIONS

DATE AUG 2011
SCALE 1/8"=1'-0"

SHEET
A-1



MAXFERD
JEWELRY & LOAN
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BEVERLY HILLS JEWELRY & LOAN BEVERLY HILLS JEWELRY & LOAN BEVERLY HILLS JEWELRY & LOAN

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BIBLER FLORENTA



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached C:

Revised detailed design description
and materials (applicant prepared)

SECTION 1 – AUTHORIZATION & APPLICANT TEAM

A Property Information

Project Address: 9640 S. Santa Monica Blvd. Beverly Hills, CA 90210
Adjacent Streets: N. Bedford Dr. / N. Camden Dr.

B Property Owner Information¹

Name(s): 9650 Bedford Drive LLC
Address: 9663 Santa Monica Blvd. Suite 831
City: Beverly Hills State & Zip Code: CA 90210
Phone: 310-849-5116 Fax: 424-777-0722
E-Mail: elliasnek@aol.com

C Applicant Information [individual(s) or entity benefiting from the entitlement]

Name(s): Collateral Lender Inc.
Address: 103 N. Robertson Blvd.
City: Beverly Hills State & Zip Code: CA 90210
Phone: 310-657-4725 Fax: 310-657-3718
E-Mail: loanmart@yahoo.com

D Architect / Designer Information [Employed or hired by Applicant]

Name(s): L&V Architects Registered Architect? Yes No
Address: 2332 Cotner Ave. Suite 303
City: Los Angeles State & Zip Code: CA 90064
Phone: 310-914-5577 Fax: 310-914-5578
E-Mail: tarek@lvarch.com

E Landscape Designer Information [Employed or hired by Applicant]

Name(s): N/A
Address: _____
City: _____ State & Zip Code: _____
Phone: _____ Fax: _____
E-Mail: _____

F Agent [Individual acting on behalf of the Applicant] NOTE: All communication is made through the Agent.

Name(s): L&V Architects - Attn: Tarek Abdel-Ghaffar
Address: 2332 Cotner Ave. Suite 303
City: Los Angeles State & Zip Code: CA 90064
Phone: 310-914-557 x 304 Fax: 310-914-5578
E-Mail: tarek@lvarch.com

G I hereby certify that I am the owner(s) of the subject property and that I have reviewed the subject application and authorize the Agent to make decisions that may affect my property on my behalf.²

Property Owner's Signature & Date

Property Owner's Signature & Date

¹ If the owner is a corporate entity, the names of two corporate officers are required from each of the following Groups:
Group A – Chairperson or president of the board; Group B – board secretary or chief financial officer.

² A signed and dated authorization letter from the property owner is also acceptable.

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
 - Ten (10) 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:
- 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:

(E) Building Façade remodel. At Street level: replace glass doors with storefront glazing, add ext. slab stone frame (Caeserstone - black), attach ext. fiber cement paneling (Certainteed Panel - color Mahogany). (E) awnings to remain. At Second floor: add double awning window with infill spandrel fibre cement panels and ext. slab stone frame (Caeserstone -black). Where indicated in drawings (E) stucco to be repainted gray ('Play on Gray' by Dunn Edwards). (N) 40 sq.ft. Building ID sign made of Black Anodized Aluminum Letters. +

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

- | | | | | |
|------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <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 |

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 Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species:

Quantity/Sizes:

Reason for Removal:

G 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> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Business ID	15'-6" x 2'-7"	40 sq.ft.	2 sq.ft. for each foot of street frontage (max 100sq.ft.) 2x87'-8" = 100 sq.ft. Max	
2					
3					
4					
5					

C 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: 'Certainteed' Fiber Cement Panels / 'Caeserstone' slab stone frame
 Texture /Finish: Prefinished Cedar - No Groove / smooth
 Color / Transparency: Mahogany / Absolute Noir (6100 - Black)

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

Material: Storefront glazing / 'Fry Reglet' Aluminum reglet w/ 1/2" reveal
 Texture /Finish: smooth / smooth
 Color / Transparency: clear / Black Anodized

ROOF

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

CHIMNEY(S)

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
Texture /Finish: Smooth
Color / Transparency: Black Anodized Aluminum

BUILDING ID SIGN(S)

Material: N/A
Texture /Finish: _____
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: Existing Stucco to be painted (Where indicated in drawings)
Texture /Finish: Existing
Color / Transparency: 'Dunn Edwards' - Play on Gray (Color-DE6228)

D 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 facade remodel is in conformity with good design and the attributes of Beverly Hills as listed above. The building is located on an attractive and walk-able street in Beverly Hills. The building's facade is designed to fit in this context through its materiality, scale, and architectural character.

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.

The building is constructed out of concrete, thereby alleviating these concerns. The storefront has awnings above and also faces northerly which prevents direct sunlight and heat from being a detriment.

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 proposed building facade remodel will upgrade the existing materials and finishes to a quality suitable to the location.

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 building is in harmony with the adjacent developments based on scale, materiality, and architectural character. The building will retain its current use as a retail store, therefore remaining in conformity with the general plan for Beverly Hills.

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 proposed facade remodel conforms with all applicable codes.



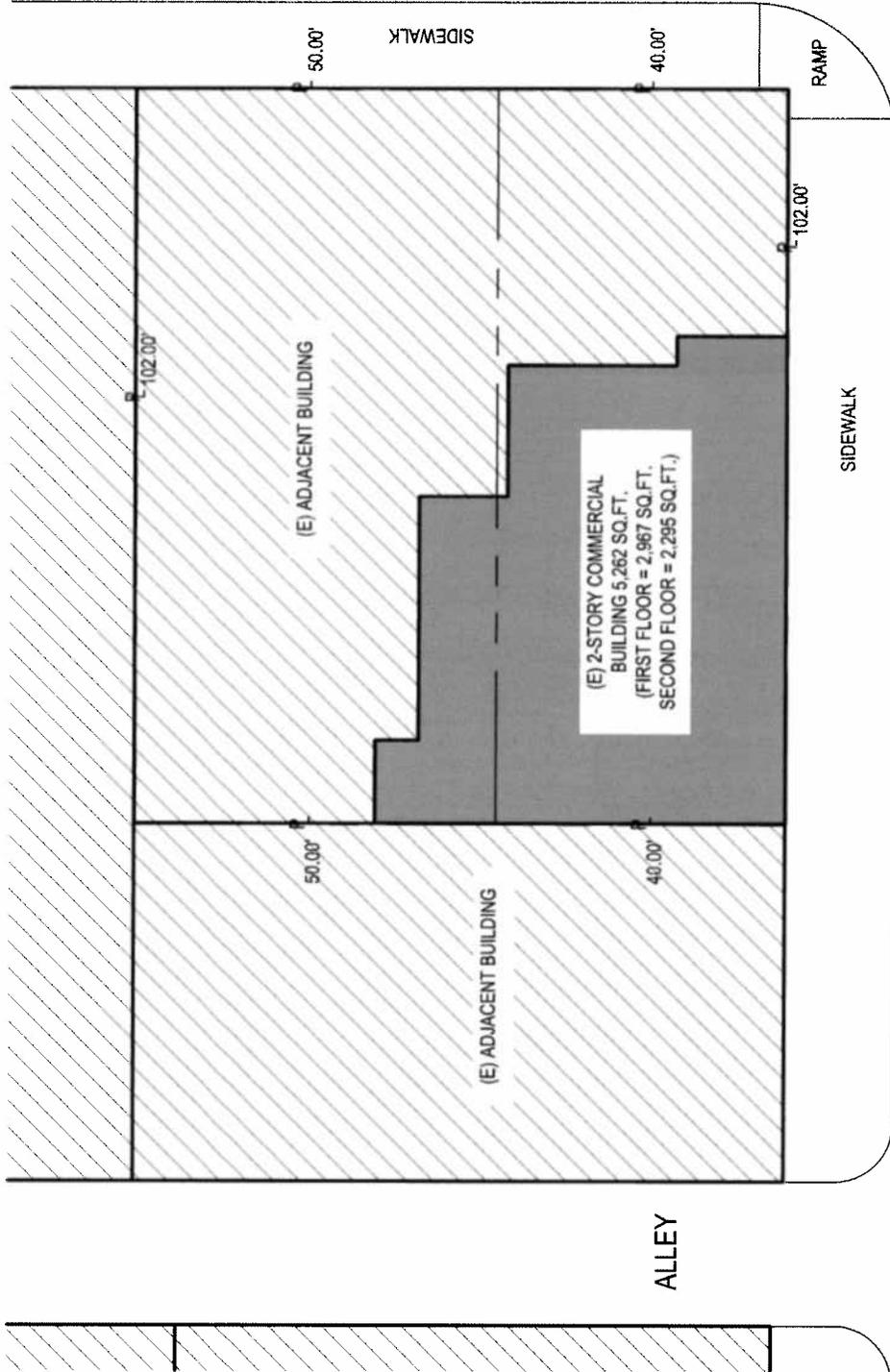
Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached D:

Revised design plans, cut sheets
and supporting elements



N. BEDFORD DR.

S. SANTA MONICA BLVD.

ALLEY

A - 0.10
PLOT PLAN

1 PLOT PLAN

1/16" = 1'-0"



9640 S. Santa Monica Blvd.
Beverly Hills, CA 90210
Exterior Remodel
Collateral Lenders
Beverly Hills Arch. Review Application

L+V architects inc.
2332 corner avenue | suite 303
west los angeles, ca 90064
www.LVARCH.com

EXISTING ELEVATION LEGEND

1. (E) Smooth Stucco | Color: B30 CLAY by Lahabra
2. (E) Fabric Awning - by Sunbrella | Color - Black
400-0000 Fiber Awning on awning over entry only
"BEVERLY HILLS JEWELRY & LOAN"
- see rendered elevation on sheet A-6.20
3. (E) Clear Storefront Glass
4. (E) Existing Glass Doors and Hardware to be removed
5. (E) 39"x39" Sq. 20/50 fine sand finish Stucco | Color: 15 SILVER GRAY by Lahabra
6. (E) 3/4" reveal
7. (E) Clear Glass Door with Chromed Hardware
8. (E) Egress door from second floor
9. (E) Stucco Frame - Smooth Stucco | Color: B30 CLAY by Lahabra

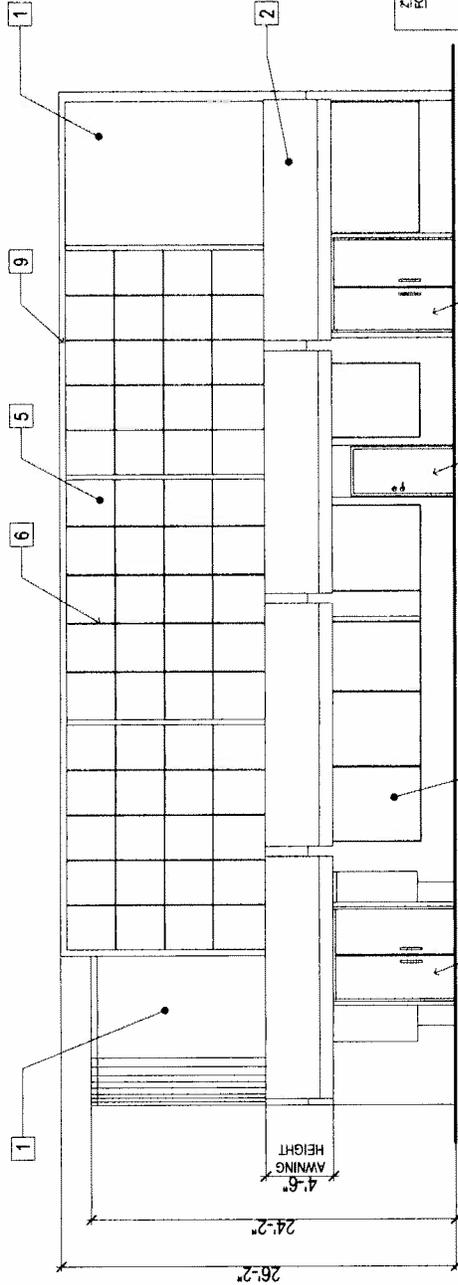
PROPOSED ELEVATION LEGEND

10. (M) Exterior Fiber Cement Paneling
Color: Natural Prefinished Cedar No Groove vertical Panel - by Centanred | Color: Mahogany
11. (M) Stab Stone Frame by Caesarstone | Color: Absolute Noir: 6100 (Black)
12. (M) Aluminum Reglet with 1/2" Reveal by FTY Reglet | Color - Black Anodized
13. (M) Clear Storefront Glazing to match existing
14. Infill (E) Opening with Low Wall and Storefront Glazing to Match (E)
15. (M) Double Awning Window with Black Anodized Aluminum Frame and Infill Spandrel Fiber Cement Panels (see item 10)
16. (M) Black anodized aluminum letter sign - see sign detail (31A-2.10)
17. (M) Fiber Cement Paneling over (E) Steel Egress Door
18. Fiber Cement Paneling Throughout Within (E) recessed Egress Door Above
19. Anodized Aluminum Base Flashing | Color - Black to Match Reglets
20. (M) Acrylic Display Cubes with (M) Storefront Displays at (E) Entry - See Detail (31A-7.20)
21. (M) Paint Over (E) Stucco | Color: D65228 Play on Gray by Dunn Edwards

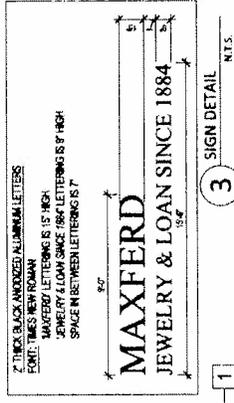
NOTE: ALL DIMENSIONS SHOULD BE VERIFIED IN FIELD BY CONTRACTOR. NOTIFY ARCHITECT OF ANY DISCREPANCIES THAT MAY RESULT

A - 2.10 ELEVATIONS

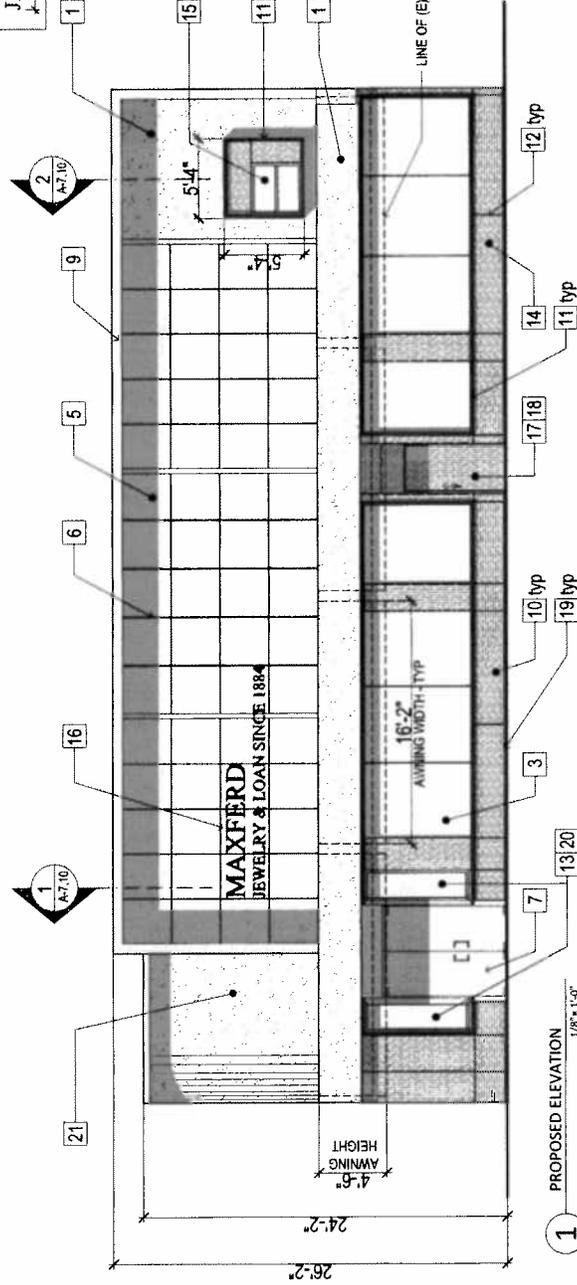
9640 S. Santa Monica Blvd.
Beverly Hills, CA 90210
Exterior Remodel
Collateral Renderers
Beverly Hills Arch. Review Application



2 EXISTING ELEVATION
1/8" = 1'-0"



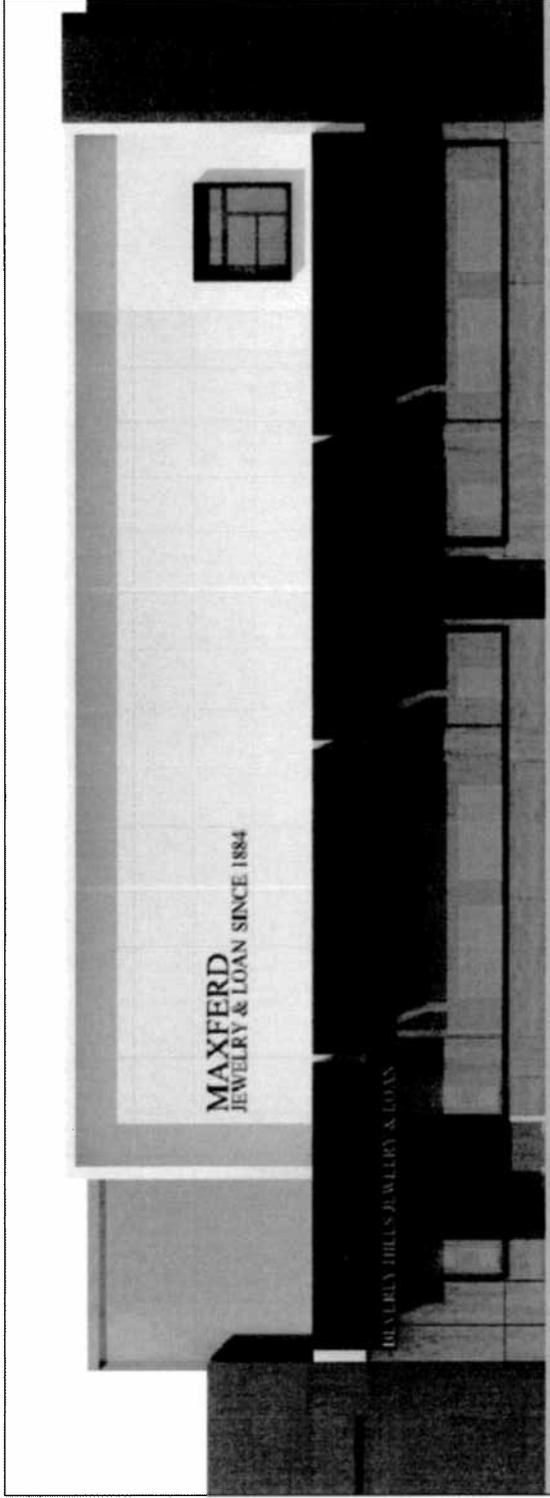
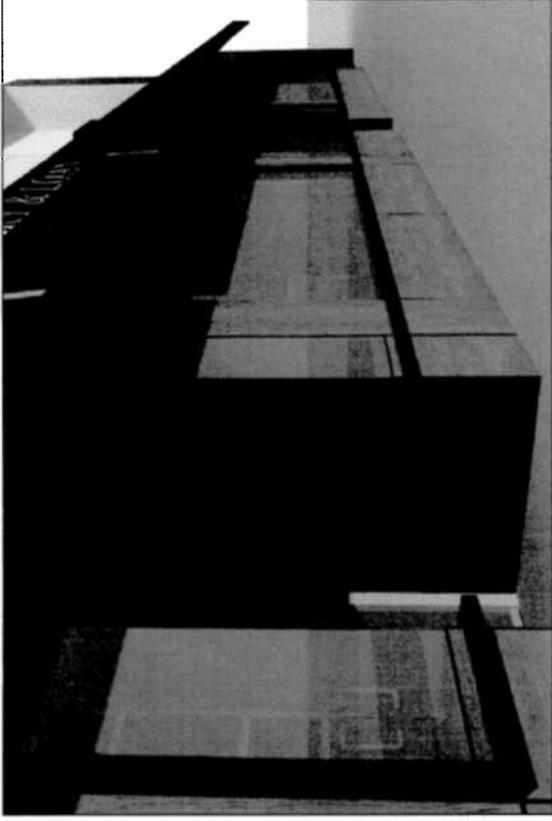
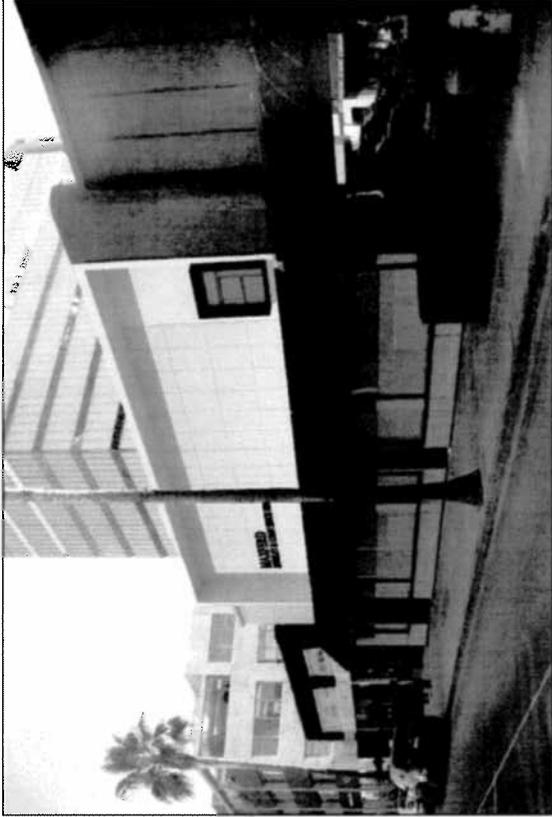
3 SIGN DETAIL
N.T.S.



1 PROPOSED ELEVATION
1/8" = 1'-0"



L+V ARCHITECTS
2332 cotner avenue | suite 303
west los angeles, ca 90064
www.lvarch.com



A - 6.10 RENDERINGS

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Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – January 18, 2012

Attached E:
Approval Resolution

RESOLUTION NO. AC-03-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNS AT THE PROPERTY LOCATED AT 9640 SOUTH SANTA MONICA BOULEVARD (MAXFERD JEWELRY & LOAN – PL112 2719).

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

Section 1. Tarek Abdel-Ghaffer, applicant on behalf of the property owner, 9650 Bedford Drive LLC, and the building tenant, Maxferd Jewelry & Loan (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification signs for the property located at 9640 South Santa Monica Boulevard.

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

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

Section 4. The subject project 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 environmental review 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, 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 January 18, 2012 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, comply 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. 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:

Standard Conditions

1. **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.
2. **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.
3. **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.
4. **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.

5. **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.

6. **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.

7. **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.

Special Conditions

8. No special conditions have been imposed for this project.

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: January 18, 2012

Shena Rojemann, Commission Secretary
Community Development Department

Fran Cohen, Chairperson
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, SHENA ROJEMANN, Secretary of the Architectural Commission and Associate Planner of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. AC-03-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on January 18, 2012 and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of seven (7) members and said Resolution was passed by the following vote of said Commission, to wit:

- AYES:
- NOES:
- ABSTAIN:
- ABSENT:

SHENA ROJEMANN
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California