



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

Subject: **ST. AUSTIN HOME COLLECTION**
275 South La Cienega Blvd
Request for approval of a façade remodel and business identification sign
(PL120 0407)

Project agent: Paul Kim, architect

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

REPORT SUMMARY

The applicant is requesting approval of a façade remodel and business identification sign. The project scope includes remodeling the entire exterior and interior of the building. The new materials include a new aluminum storefront, new main entrance with cast concrete stone, new stucco finish and a new roof top balcony on the parking lot side of the building. The proposed building identification sign will be composed of individual aluminum letters finished in brushed gold.

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

No public notice was required for this project.

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

Report Author and Contact Information:
Shena Rojemann, Associate Planner
(310) 285-1192
srojemann@beverlyhills.org



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Attached A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 1 – AUTHORIZATION & APPLICANT TEAM

A Property Information

Project Address: 275 South La Cienega Blvd.
Adjacent Streets: La Cienega Blvd. and Gregory Way

B Property Owner Information¹

Name(s): JAD Wilshire Blvd., LLC
Address: 3600 Wilshire Blvd., #2214
City: Los Angeles State & Zip Code: CA 90010
Phone: Fax:
E-Mail James Hong [jsh@jameshonglaw.com]

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

Name(s): JAD Wilshire Blvd., LLC
Address: 3600 Wilshire Blvd., #2214
City: Los Angeles State & Zip Code: CA 90010
Phone: Fax:
E-Mail James Hong [jsh@jameshonglaw.com]

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

Name(s): Cal-City Construction, Inc./ Chae Bahng Registered Architect? Yes No
Address: 16605 Norwalk Blvd.
City: Cerritos State & Zip Code: CA 90703
Phone: (562) 404-4820 Fax: (562) 404-4830
E-Mail ykim@cal-city.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): Cal-City Construction, Inc./ Chae Bahng
Address: 16605 Norwalk Blvd.
City: Cerritos State & Zip Code:
Phone: (562) 404-4820 Fax: (562) 404-4830
E-Mail ykim@cal-city.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:

- Facade Improvement at street side with new aluminum storefront and new main entrance with cast concrete stone, New stucco finish and new roof top balcony at the parking lot side
- Floor addition (App. 700 sf).
- Tenant Improvement for furniture retail store

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	17'-4" x 3'-8" = 64 sf		2 SF per linear foot of street frontage (8'1" x 2 sf = 162 sf (Maximum 100 sf)	
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: Cast Stone(pre-cast con'c stone)/ Stucco
 Texture /Finish: Smooth/ Smooth and Fine Sand
 Color / Transparency: Beige/ White

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

Material: Aluminum Store Front/ Glazing
 Texture /Finish: Powder Coated/ Glazing
 Color / Transparency: Sand Stone 393B170, US Aluminum/ 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: Steel
 Texture /Finish: Paint Finish
 Color / Transparency: Matching Store Front Frame: Sand Stone 393B170, US Aluminum

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: Aluminum
Color / Transparency: Dark Bronze Annodized / H. Toji Sign

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Aluminum+Acryle/ Aluminum
Texture /Finish: Powder Coated/ Standard Annodized, Clear
Color / Transparency: Silver/ Aluminum Clear

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:

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.**

Modern Design has been provided using Cast Stone(precast con'c stone) and Aluminum Storefront System, powder coated. Style, Color and Material are matching to the existing buildings in surrounding area. Wall lighting Fixtures, Sign Lighting Fixtures and Sign Materials have been selected to ensure and enrich the building appearance and quality.

- 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.**

New Storefront System will be installed and replace the existing storefront at the street side and new stucco finish will be applied to the existing wall, which is masonry.

- 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.**

Modern Design has been provided using Cast Stone(precast con'c stone) and Aluminum Storefront System, powder coated. Style, Color and Material are matching to the existing buildings in surrounding area. Wall lighting Fixtures, Sign Lighting Fixtures and Sign Materials have been selected to ensure and enrich the building appearance and quality.

- 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.**

Modern Design has been provided using Cast Stone(precast con'c stone) and Aluminum Storefront System, powder coated. Style, Color and Material are matching to the existing buildings in surrounding area. Wall lighting Fixtures, Sign Lighting Fixtures and Sign Materials have been selected to ensure and enrich the building appearance and quality.

- 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 project is remodeling of the existing structure and no new location of the structure has been proposed.



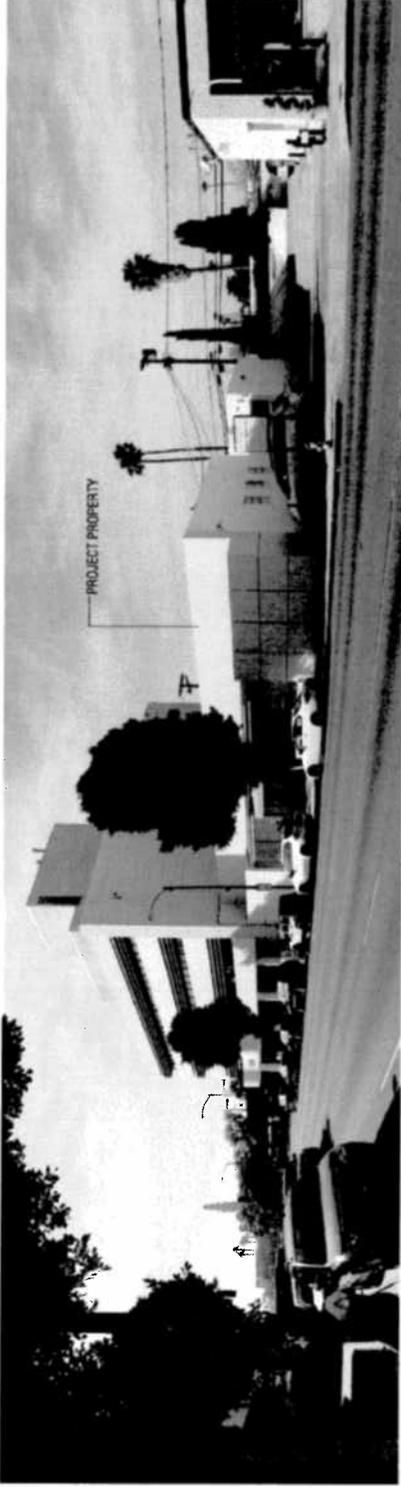
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Attached B:

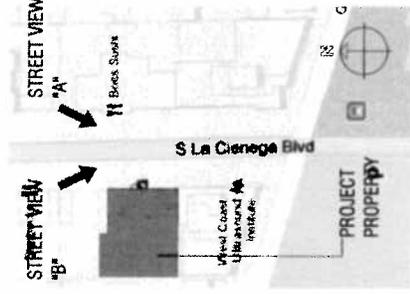
Design plans, cut sheets
and supporting elements



STREET VIEW "A"



STREET VIEW "B"



MATERIAL KEY NOTES

- 1 AL STOREFRONT SYSTEM
- 2 STUCCO SMOOTH FINISH
- 3 STUCCO CRACK FINISH
- 4 AL CHANNEL LETTER SIGN, SEE NOTE 1
- 5 WALL LIGHTS, ARD EX 31 7073-0P-1, BETA CALICO, MC
- 6 SON LIGHTS, TLA-SAM, TREJUP
- 7 PRECAST CONCRETE STONE PANEL
- 8 GUARDRAILS, STEEL PAINTED
- 9 (E) AL STOREFRONT
- 10 (E) BRICK WALL/PAINTED, WHITE
- 11 (E) PLASTER FINISH
- 12 (E) FABRIC MESHING

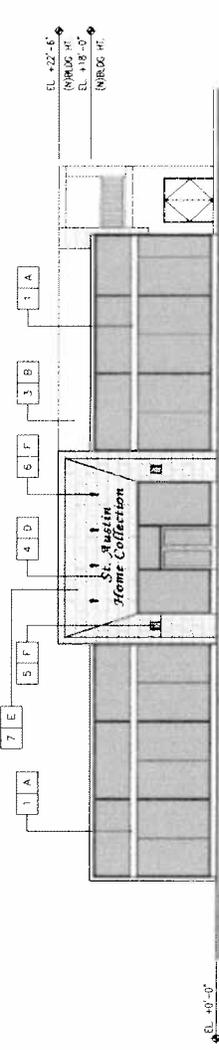
COLOR AND FINISH KEY NOTES

- A SAND STONE, 19A8170, POWDER COATED, US ALUMINUM
- B CRYSTAL WHITE, 50, LA 4458A STUCCO
- C GEL, 0228E1R, FRENCH PAINT
- D DARK BRONZE ANODIZED, TOL SIGN
- E CAST STONE, SMOOTH BEIGE, VENTURA CAST STONE, INC
- F FACTORY FINISHED
- G COLOR MATCHING TO AL STOREFRONT, SAND STONE, US ALUMINUM

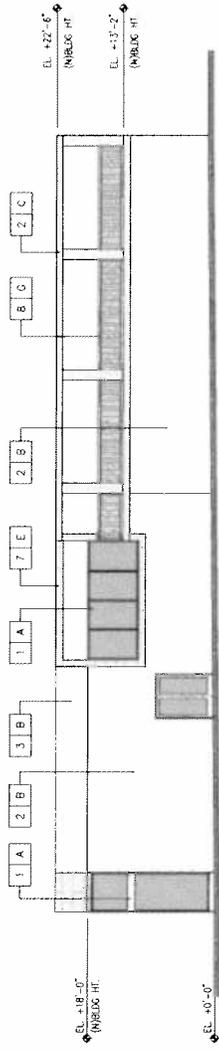
ELEVATION LEGEND

ELEVATION NOTES

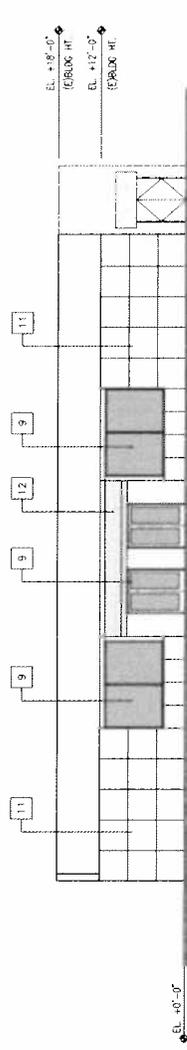
- 1 SIGN AREA ALLOWED STREET FRONTAGE: $2 \times 91 \times 2 = 182 \text{ SF}$
SIGN AREA PROPOSED: $18(6) \times 5(6) = 96 \text{ SF} < 182 \text{ SF}$



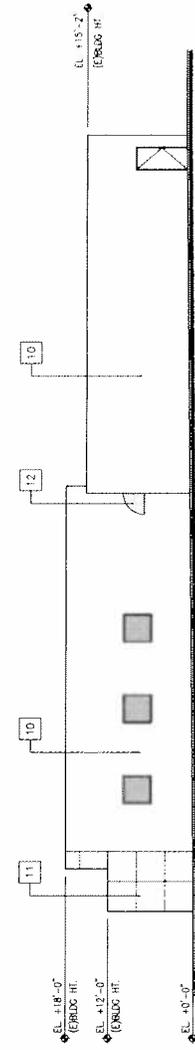
REMODELED EAST ELEVATION
SCALE: 1/8" = 1'-0"



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



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



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



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Attached C:
Approval Resolution

RESOLUTION NO. AC-09-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND A BUSINESS IDENTIFICATION SIGN AT THE PROPERTY LOCATED AT 275 SOUTH LA CIENEGA BLVD (ST. AUSTIN HOME COLLECTION – PL120 0407).

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

Section 1. Paul Kim, applicant on behalf of the property owner, JAD Wilshire Blvd, LLC. and the building tenant, St Austin Home Collection (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and a business identification sign for the property located at 275 South La Cienega Blvd.

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 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. 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 filing 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-09-12 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