



## Architectural Commission Report

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**Meeting Date:** Wednesday, August 15, 2012  
(Continued from the AC meeting on July 18, 2012)

**Subject:** **CRESCENT HOTEL**  
**403 North Crescent Drive**  
Request for approval of a façade remodel and a sign accommodation to allow a non-conforming use in a multi-family zone to have signage permitted in a commercial zone.  
(PL1210212)

**Project applicant:** Blue Hotel LLC

**Recommendation:** Conduct public hearing and provide the applicant with an approval.

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### REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on July 18, 2012. The Commission provided the applicant with comments regarding the façade remodel and business identification signs and directed that the project be returned for restudy. A full list of the Commission's comments and the applicant prepared-responses is provided in Attachment A.

A subcommittee consisting of Vice Chair Blakeley and Commissioner Gardner-Apatow met with the applicant team on August 3, 2012. Shena Rojemann, Associate Planner, was also in attendance. The applicant team presented revised plans based on the Commission's comments and worked with the subcommittee to ensure all such comments were addressed and modifications to the plans were made as appropriate.

Based on the review by both the Commission and subcommittee, modifications to the previously proposed façade remodel and business identification signs include:

#### *Brighton Way*

- Redesign of the hotel entrance with sandblasted glass canopy with incandescent underside illumination and arched entry door with matching sidelight.
- New hotel and restaurant signage etched into clear glass.
- New canopies over the existing windows.
- Reduced projecting sign with a thin mounting pole and exterior illumination.
- New ornamental tile along the base of the façade.

#### *Crescent Drive*

- Identified building address number location.
- Relocated and redesigned restaurant signage with an antique bronze finish and backlit laser cut lettering.
- New wood slat wall screen.
- New wall cap along existing wall in rough sawn wood to match the proposed trellis.
- New canopies over the existing windows.

#### Attachment(s):

- A. July 18, 2012 AC Staff Report and Previously Proposed Project
- B. Applicant's Written Response to Commission's Comments
- C. Revised Design Plans, Cut Sheets & Supporting Documents
- D. Approval Resolution

#### Report Author and Contact Information:

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[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – August 15, 2012

### *Landscaping*

- Sweet shade tree (*Hymenosporum Flavum*) to replace fruitless olive trees.
- Low flower accents.
- Ivy on the existing front wall.

Due to the short turnaround time between the subcommittee meeting and the submittal deadline for the August AC meeting, the applicant was still preparing the requested details at the time of packet preparation. As such, additional details will be provided to the Commission at a later date, prior to the meeting; hard copies will be presented at the meeting.

### **ZONING CODE COMPLIANCE**

Applications for architectural 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.

### **PUBLIC OUTREACH AND NOTIFICATION**

The project does not require public notification as it was continued from a previous hearing.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A  
AC Meeting – August 15, 2012

**Attachment A:**

July 18, 2012 AC Staff Report and  
Previously Proposed Project



## Architectural Commission Report

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**Meeting Date:** Wednesday, July 18, 2012

**Subject:** CRESCENT HOTEL  
403 North Crescent Drive

Request for approval of a façade remodel and a sign accommodation to allow a non-conforming use in a multi-family zone to have signage permitted in a commercial zone.

(PL1210212)

**Project applicant:** Blue Hotel LLC

**Recommendation:** Conduct public hearing and provide the applicant with an approval.

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### REPORT SUMMARY

The applicant is requesting approval of a façade remodel and a sign accommodation for business identification signs for the Crescent Hotel, located at 403 North Crescent Drive. The following elements are proposed:

#### *Brighton Way*

- Solid wood hotel entry door with divided light and divided side light
- Dark bronze patina awning with incandescent light bulb illumination
- Two business identification signs: 1 plaque at entry and 1 blade sign near building corner

#### *Crescent Drive*

- Existing entry stair removal, replaced with a new wall section to match existing front wall
- Landscaping along front wall
- Refinish existing doors in solid oak with antique bronze door pulls
- Removal of existing surround for door and transom window, replaced with new surround to match existing window surrounds.
- Mechanically operated awning with redwood trellis
- One business identification sign: 1 wall sign on new wall section

On June 14, 2012, the Planning Commission approved a modification to the hotel's existing Conditional Use Permit regarding installation of an awning above the open air dining area, reconfiguration of the outdoor dining area, and a new hotel entry door on Brighton Way. At that hearing, the Planning Commission expressed interest in having the new wall section along Crescent Drive be flush with the existing wall and landscaping be provided along the full length of the wall. As currently proposed, the new wall section projects forward from the existing wall by 2'-0" and abuts the property line. Based on direction set forth by the Planning Commission, staff is recommending the Architectural Commission include a project-specific condition of approval that requires the new wall section along Crescent Drive to be flush with the existing wall, without any projection, and with landscaping to be planted along the full length of the wall.

#### Attachment(s):

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

#### Report Author and Contact Information:

Cindy Gordon, Assistant Planner

(310) 285-1191

[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## **Design Review Commission Report**

455 North Rexford Drive  
AC Meeting – July 18, 2012

### **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.

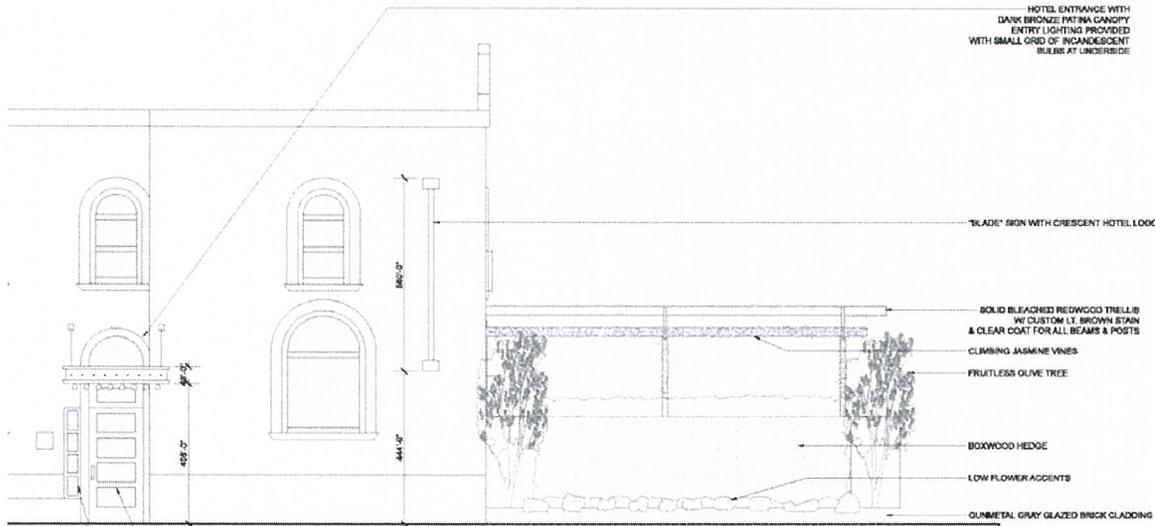
### **ENVIRONMENTAL ASSESSMENT**

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.

### **PUBLIC OUTREACH AND NOTIFICATION**

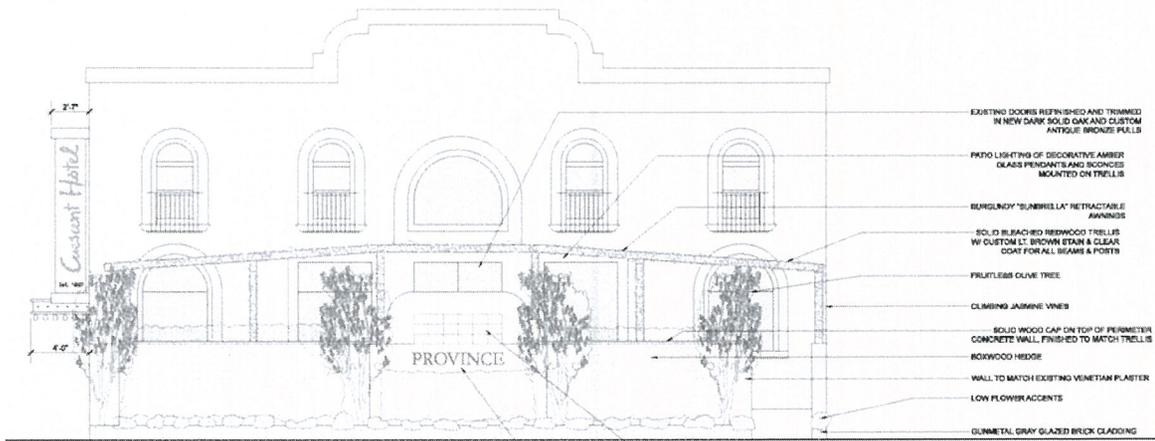
Public notification was not required for this project.

# LANDSCAPE PLAN



EQ. SPACED DIVIDED LIGHTS IN SOLID WOOD DOOR W/ CUSTOM PUSH-PULL BRONZE HANDLES W/ DARK PRINA

12 IN. FIXED SIDE LIGHT AND BRONZE HOTEL SIGN MOUNTED TO WALL



EXISTING DOORS REFINISHED AND TRIMMED IN NEW DARK SOLID OAK AND CUSTOM ANTIQUE BRONZE PULLS

PATIO LIGHTING OF DECORATIVE AMBER GLASS PENDANTS AND SCOPES MOUNTED ON TRELLIS

BERGUNDY "BUMBRELLA" RETRACTABLE AWNING

SOLID BLEACHED REDWOOD TRELLIS W/ CUSTOM LT. BROWN STAIN & CLEAR COAT FOR ALL BEAMS & POSTS

FRUITLESS OLIVE TREE

CLIMBING JASMINE VINES

SOLID WOOD CAP ON TOP OF PERIMETER CONCRETE WALL, FINISHED TO MATCH TRELLIS

BOXWOOD HEDGE

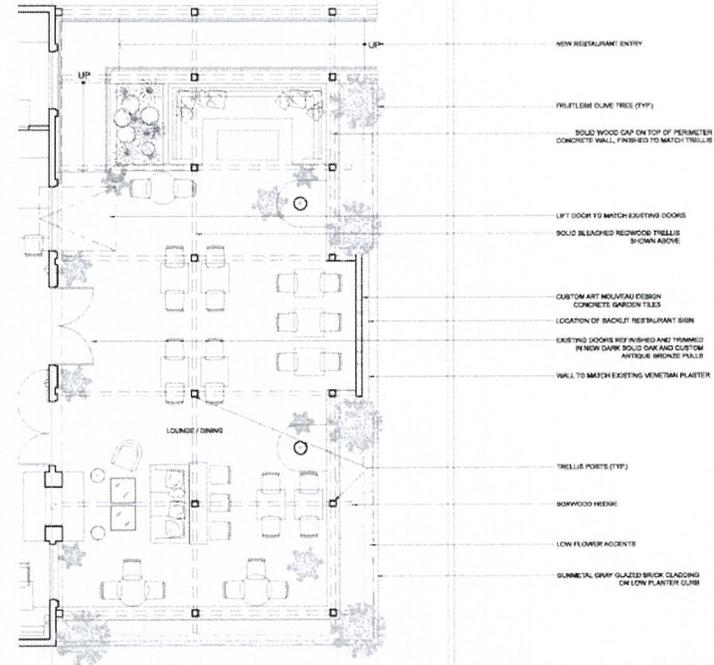
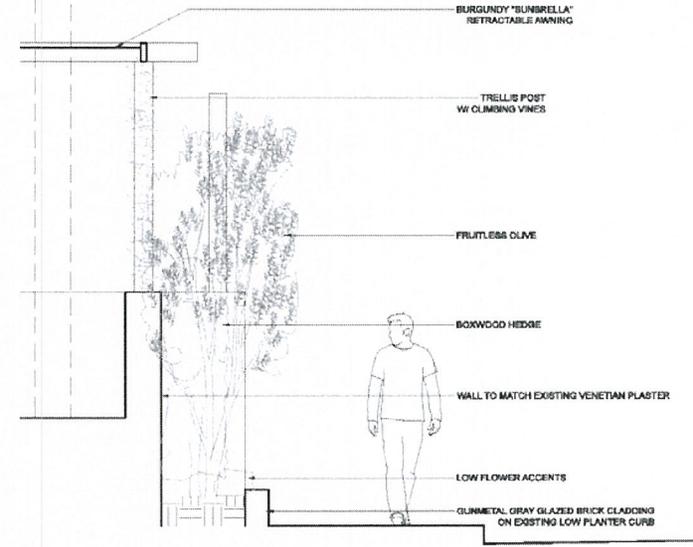
WALL TO MATCH EXISTING VENETIAN PLASTER

LOW FLOWER ACCENTS

CUNMETAL GRAY GLAZED BRICK CLADDING

CUSTOM ART NOUVEAU DESIGN CONCRETE GARDEN TILES

RESTAURANT SIGN OF BACKLIT CHANNEL LETTERS IN ANTIQUE BRONZE FINISH WITH DEEP RED LED LIGHTING COLOR -14" HIGH LETTERS, 8 FT. LONG



## 3 DIMENSIONAL PERSPECTIVE RENDERINGS

Crescent Drive View



## 3 DIMENSIONAL PERSPECTIVE RENDERINGS

Brighton Way View





**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – August 15, 2012

**Attachment B:**

Applicant's Written Response  
to Commission's Comments



RE: Case no. PL1210212

403 N. Crescent Drive

Request for approval of a façade remodel and a sign accommodation to allow a non-conforming use in a multi family zone to have signage permitted in a commercial zone.

**Comment 1:**

*"The entrance to Brighton Way should be redesigned to have a more elegant statement"*

The Brighton Way entrance has been redesigned to accommodate a double door and a grander feel.

**Comment 2:**

*"The planter area provided is not deep enough for the proposed fruitless olive trees. Please consider alternative landscaping."*

The fruitless olive trees have been eliminated from the landscaping design plan and replaced with the hymenosporum flavum, sweet shade tree. This plant will fit within the planter area provided as it grows.

**Comment 3:**

*"The trellis and awning details need to be further developed. Please provide details on how the trellis and awning are connected (Simpson strap details); details on the capping, mullions, cross bars, etc; details on the connection of the wall cap; and details on how the fabric will look when it is rolled up. The Simpson strap attachments should be hidden on the trellis"*

The proposed trellis and awning details have been included in the plans. Please reference A-2

**Comment 4:**

*"The restaurant sign needs to be made smaller and moved closer to the restaurant entrance. The name of the hotel should be more dominant than the name of the restaurant."*

The restaurant sign has been scaled down and relocated closer to the restaurant entrance. The restaurant name has also been included on the Brighton Way plaque under the hotel name.

**Comment 5:**

*"Additional information on the projecting sign and the interplay between the fabric and lighting is needed. Consider utilizing LED lighting as opposed to strip lighting. As proposed, the projecting sign is too heavy. The applicant may also wish to consider putting the hotel sign on the awning, as opposed to a projecting sign., to establish a defined point of entry or placing the projecting sign closer to the hotel entrance."*

# Crescent Hotel

Est. 1927

The hotel name will remain prominent and visible from the blade sign outreached to the side of the building. We feel that the hotel name will be adequately prominent and visible. We have maintained the projecting sign but have eliminated the internal lighting feature. Instead, we have proposed lighting the projecting sign by small lights attached to the side of the blade.

## **Comment 6:**

*"Please indicate the location of the address sign."*

The address sign has been relocated to the south corner of the Crescent Drive wall.

## **Comment 7:**

*"The awning does not fit the building, visually or mechanically. Please consider redesigning the awning to follow the shape of the windows, as opposed to a large, flat mass. The current awning design looks very heavy when compared to the softness of the building."*

The awning over the Brighton Way entrance has been redesigned to better compliment the overall architecture of the building. It is designed as a sandblasted glass canopy on powder-coated steel frame.

## **Comment 8:**

*"Please provide a sample of the gun metal gray glazed brick cladding."*

Please refer to Materials Board.



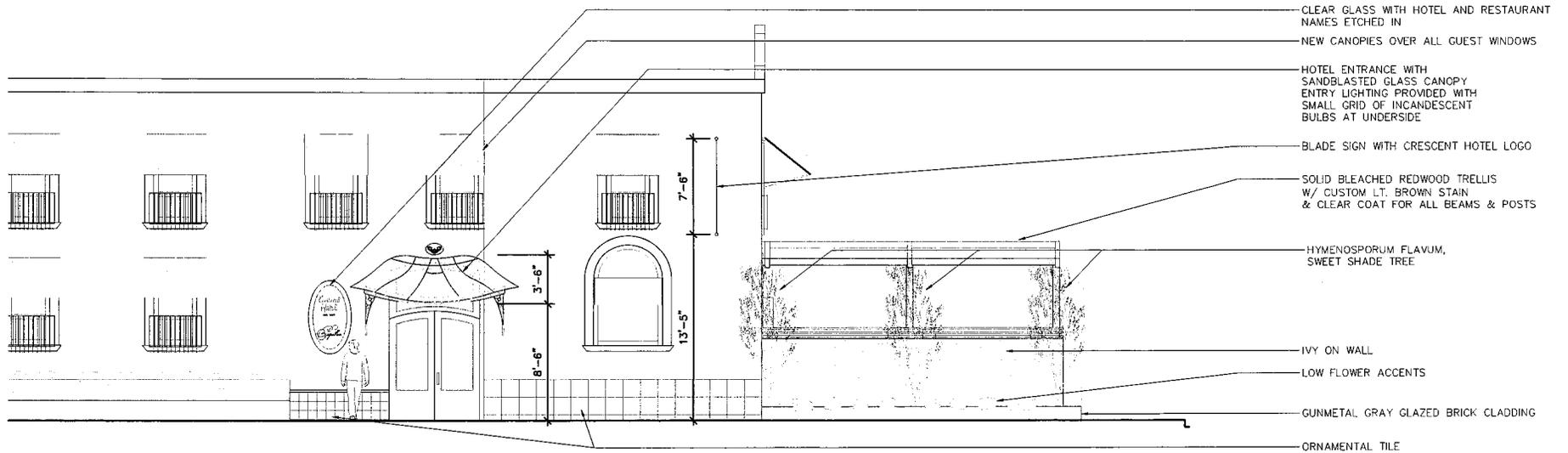
**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – August 15, 2012

**Attachment C:**

Revised Design Plans, Cut Sheets  
and Supporting elements



- CLEAR GLASS WITH HOTEL AND RESTAURANT NAMES ETCHED IN
- NEW CANOPIES OVER ALL GUEST WINDOWS
- HOTEL ENTRANCE WITH SANDBLASTED GLASS CANOPY ENTRY LIGHTING PROVIDED WITH SMALL GRID OF INCANDESCENT BULBS AT UNDERSIDE
- BLADE SIGN WITH CRESCENT HOTEL LOGO
- SOLID BLEACHED REDWOOD TRELLIS W/ CUSTOM LT. BROWN STAIN & CLEAR COAT FOR ALL BEAMS & POSTS
- HYMENOSPORUM FLAVUM, SWEET SHADE TREE
- IVY ON WALL
- LOW FLOWER ACCENTS
- GUNMETAL GRAY GLAZED BRICK CLADDING
- ORNAMENTAL TILE

**SOUTH ELEVATION**  
3/16"=1'-0"



**SECTION**  
3/16"=1'-0"

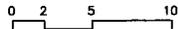
**EAST ELEVATION**  
3/16"=1'-0"

Frank Weeks, Architect

SCALE AS NOTED

DATE 08 AUG 2012

© 2012, FRANK WEEKS



*Crescent Hotel*

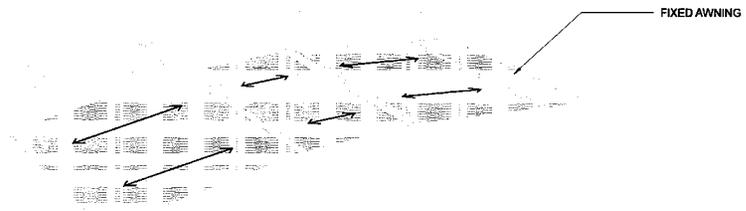
Est. 1927

403 NORTH CRESCENT DRIVE  
BEVERLY HILLS, CA 90210  
WWW.CRESCENTDH.COM

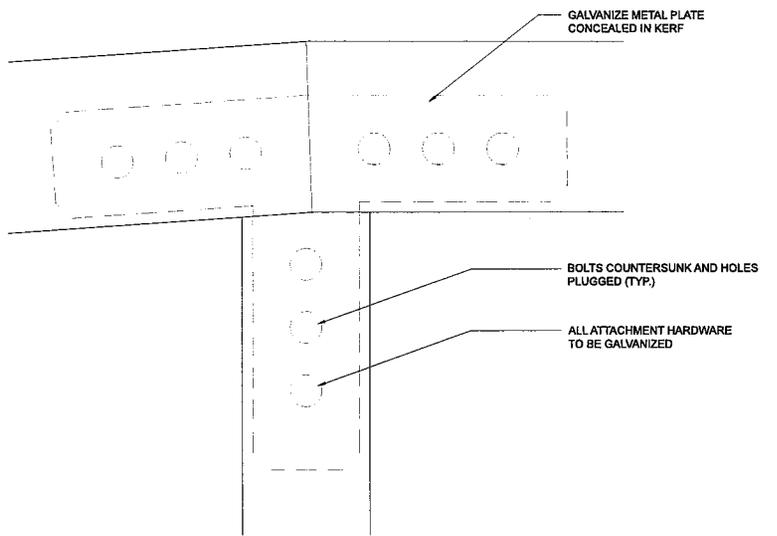
ELEVATIONS

SHEET NUMBER

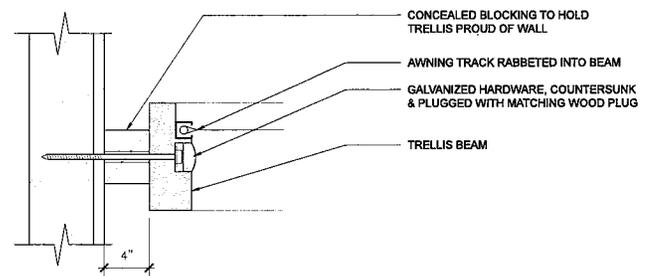
A-1



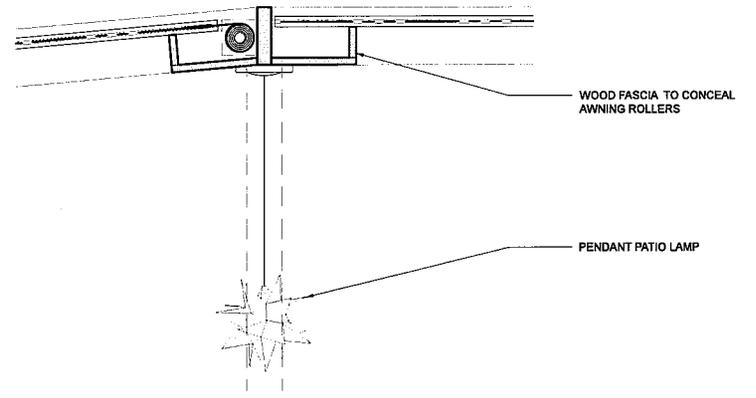
○ **RETRACTABLE AWNING OPERATIONS**  
N.T.S.



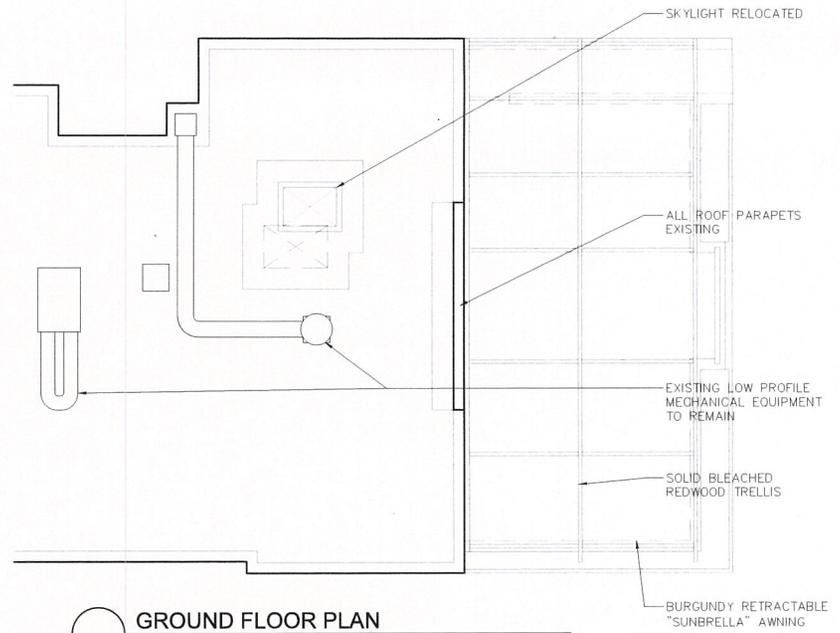
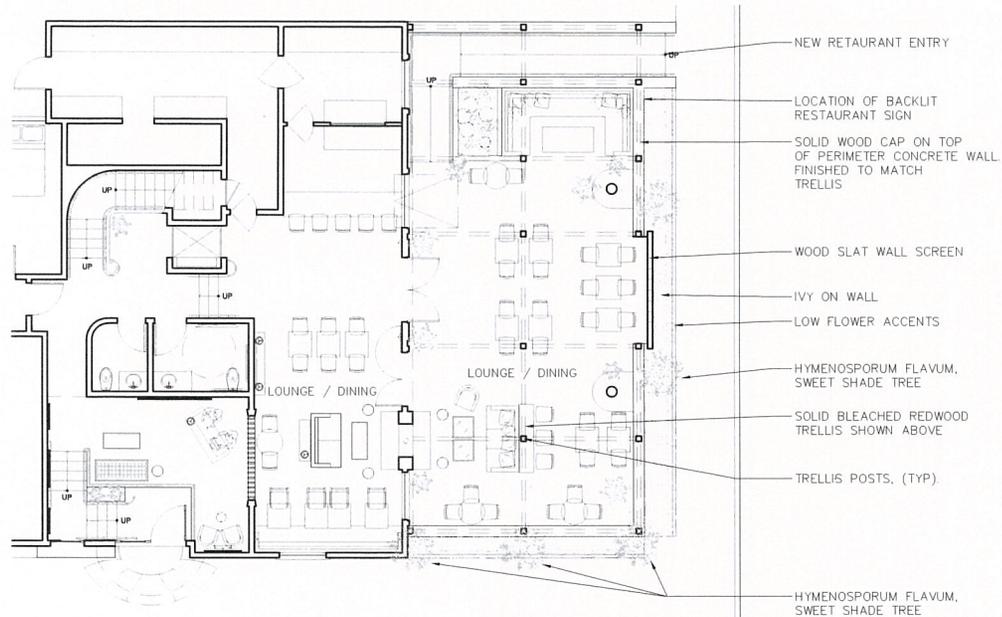
○ **TRELLIS MEMBER CONCEALED ATTACHMENT DETAIL**  
3" = 1'-0"



○ **SECTION DTL. @ BLDG. ATTACHMENT**  
1" = 1'-0"



○ **SECTION THROUGH TRELLIS AT FASCIA**  
1" = 1'-0"

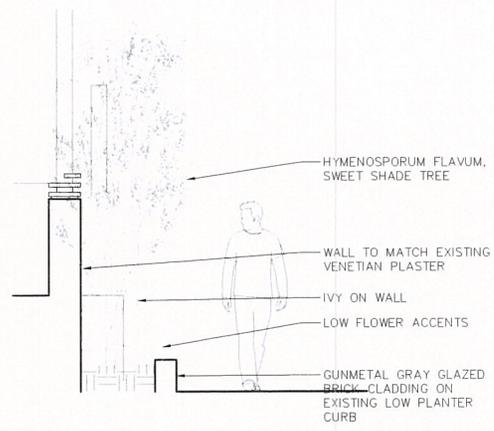


GROUND FLOOR PLAN  
1/8"=1'-0"

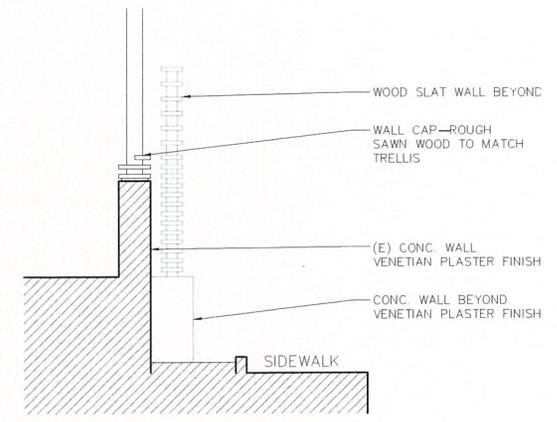
GROUND FLOOR PLAN  
1/8"=1'-0"



HYMENOSPORUM FLAVUM "SWEET SHADE"



SECTION THROUGH PLANTER  
3/8"=1'-0"



WALL SECTION DETAIL  
3/8"=1'-0"

Frank Weeks, Architect

SCALE AS NOTED

DATE 08 AUG 2012

© 2012, FRANK WEEKS

*Crescent Hotel*  
Est. 1927  
403 NORTH CRESCENT DRIVE  
BEVERLY HILLS, CA 90210  
WWW.CRESCENTBH.COM

LANDSCAPE PLAN  
FLOOR PLANS

SHEET NUMBER

A-4

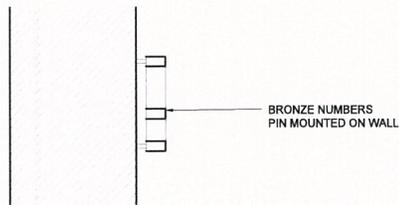


ETCHED GLASS — HOTEL & RESTAURANT NAME

○ WINDOW AT BRIGHTON ENTRANCE  
N.T.S.



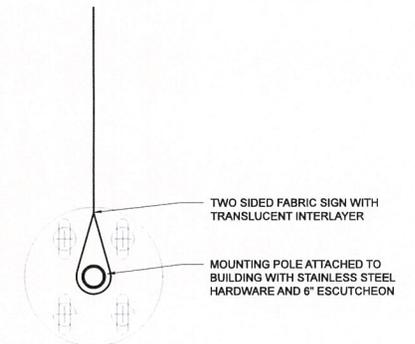
○ BUILDING NUMBERS  
N.T.S.



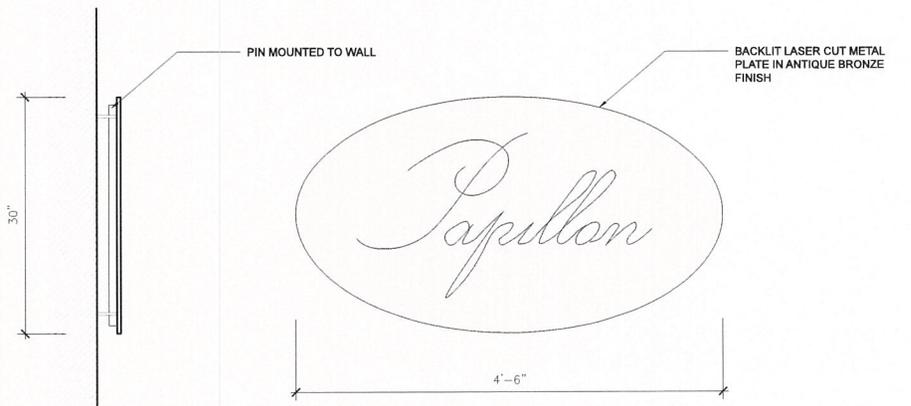
SMALL FOCUSED SIGN DOWNLIGHTS  
MOUNTED AT CORNICE



○ SIGN ELEVATION  
N.T.S.



○ BLADE SIGN  
POLE DETAIL  
N.T.S.



○ RESTAURANT SIGN  
N.T.S.

# STREET ELEVATIONS

## BRIGHTON VIEWS



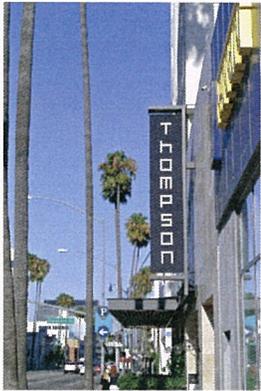
Pro Forma View of Brighton Elevation



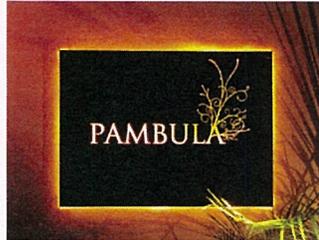
Existing View from Brighton

# REFERENCE IMAGES

## SIGNAGE



Blade Sign – Hotel



Backlit Letters – Restaurant

## RETRACTABLE AWNING



## TRELLIS



## BRIGHTON ENTRANCE AWNING



Glass Awning – Brighton

## ENTRY RAMP FLOOR MATERIAL



Brick Pavers

## BANQUETTE SEATING



## TABLES & CHAIRS



## OUTDOOR LIGHT FIXTURES



Scence



03AM-B  
Zika Star Light Antique Mirrored Glass, 12"  
\$92.00



11AM-B  
Meravian Star Light Fixture, Antique Mirrored Glass, 12"  
\$129.00



13AM-B  
Glass Star Light Fixture, 15", Antique Mirrored  
\$149.00



15AM-B  
Pendant Lights



08FG-S



11FG-S

## COLOR PALETTE



PANTONE 19-2118 - Winetasting  
R75, G56, B64



PANTONE 17-1540 - Apricot Brandy  
R196, G105, B87



PANTONE 14-1316 - Dusty Pink  
R225, G173, B157



PANTONE 17-1927 - Desert Rose  
R208, G105, B123



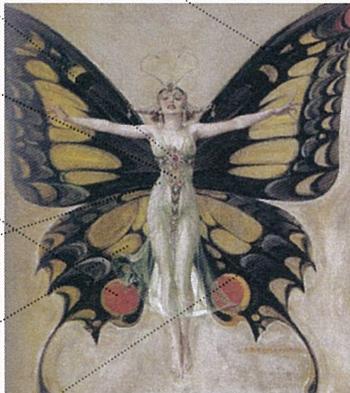
PANTONE 17-0625 - Boa  
R144, G136, B101



PANTONE 15-0927 - Pale Gold  
R183, G139, B95



PANTONE 17-4015 - Infinity  
R102, G123, B152



Inspiration Image—J.C. Leyendecker, The Flapper, 1922

*Crescent Hotel*  
Est. 1927



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – August 15, 2012

**Attachment D:**  
Approval Resolution

RESOLUTION NO. AC-XX-XX

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND SIGN ACCOMMODATION AT THE PROPERTY LOCATED AT 365 NORTH RODEO DRIVE (CRESCENT HOTEL – PL1210212).

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

Section 1. Gregory Peck, applicant on behalf of the property owner, Blue Hotel LLC, and the tenant, The Crescent Hotel (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and sign accommodation for the property located at 403 North Crescent 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 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 August 15, 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, 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:

#### 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. **There are no special conditions 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: August 15, 2012

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Shena Rojemann, Commission Secretary  
Community Development Department

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Zale Richard Rubins, Chairperson  
Architectural Commission

