



Architectural Commission Report

Meeting Date: Wednesday, September 19, 2012
(Continued from the August 15, 2012 meeting.)

Subject: **361 SOUTH ROBERTSON BOULEVARD**
Request for approval of a façade remodel.
(PL121 1866)

Project applicant: Kamran Aryai – Envirotecture

Recommendation: Conduct public hearing and provide the applicant with a conditional approval.

REPORT SUMMARY

The applicant requests approval of a façade remodel of a one-story commercial building located at 361 South Robertson Boulevard. The proposed project was originally reviewed by the Architectural Commission at its meeting on August 15, 2012 (see Attachment A). At that meeting the Commission at the following comments:

- The proposed design feels disjointed and unconnected. There are many components (marque, copper band, glass system, etc.) which don't blend well with each other. The overall design needs to be unified. The design needs to be simplified.
- The address sign is too large and should be more elegant.

The applicant appears to have addressed the majority of the Commission's comments by completely redesigning the project. The applicant has provided a written response to the Commission's comments (see Attachment B).

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 outreach and notification was not required for this project.

Attachment(s):

- A. August 15, 2012 – Staff Report and Project Plans
- B. Applicant's written response to Commission's comments
- C. Design Plans, Cut Sheets and Supporting Documents
- D. Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192

rojemann@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – September 19, 2012

Attachment A:
August 15, 2012 - Staff
Report and Project Plans



Architectural Commission Report

Meeting Date: Wednesday, August 15, 2012

Subject: **361 SOUTH ROBERTSON BOULEVARD**
Request for approval of a façade remodel.
(PL121 1866)

Project applicant: Kamran Aryai – Envirotecture

Recommendation: Conduct public hearing and provide the applicant with design direction.

REPORT SUMMARY

The applicant requests approval of a façade remodel of a one-story commercial building located at 361 South Robertson Boulevard. The proposed project includes a new floating glass façade standing approximately 2" from the stucco façade. The three storefronts within the building will also be redesigned. The design also includes copper and aluminum banding accents. On the elevation, the applicant has also indicated the general sign locations for the building tenants, however the signage details have not yet been fully developed.

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.

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PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.

Attachment(s):

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

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192

srojemann@beverlyhills.org



361 SOUTH ROBERTSON BLVD.



3600 Wilshire Blvd suite 1402
 Los Angeles, CA, 90010
 Tel: 213.382.1210 Fax: 213.382.1285

Consultant
 Address
 Address
 Phone
 Fax
 e-mail

No.	Description	Date

SOUTH ROBERTSON
 361 S. ROBERTSON BLVD,
 BEVERLY HILLS, 90211

COVER SHEET

Project number	1212
Date	08/4/12
Drawn by	Author
Checked by	Checker

A-00
 Scale



3600 Wilshire Blvd suite 1402
 Los Angeles, CA, 90010
 Tel: 213.382.1210 Fax: 213.382.1285

Consultant
 Address
 Address
 Phone
 Fax
 e-mail

No.	Description	Date

SOUTH ROBERTSON
 361 S. ROBERTSON BLVD,
 BEVERLY HILLS, 90211

**EXISTING & PROPOSED
 FRONT ELEV.**

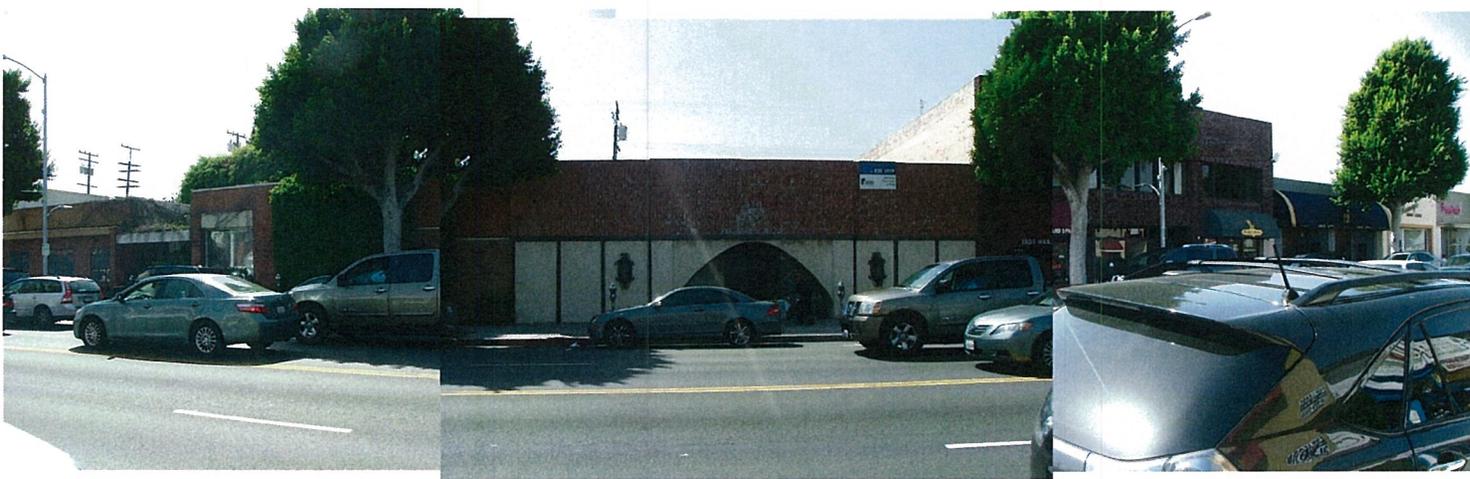
Project number	1212
Date	08/4/12
Drawn by	Author
Checked by	Checker

A-01

Scale 3/32" = 1'-0"



② PROPOSED FRONT ELEVATION
 3/32" = 1'-0"



① EXISTING FRONT ELEVATION
 3/32" = 1'-0"



Design Review Commission Report

455 North Rexford Drive
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Attachment B:

Applicant's written response to
Commission's comments

ENVIROTECTURE, Inc.

Architecture · Planning – Interior Design

Re: Case No. PL1211866
361 South Robertson Boulevard
Request for approval of a façade remodel.

This letter is in response to the comments by Architectural Commission letter.

- *The proposed design feels disjointed and unconnected. There are many components (marque, copper band, glass system, etc.) which don't blend well with each other. The overall design needs to be unified. The design needs to be simplified.*
- *The address sign is too large and should be more elegant.*

We have restudy the front façade design and after reviewing few schemes with staff, we feel we have address the concerns of the commision.

- The proposed design is more unified and simplified.
- The proposed design is using materials that blend well together.
- The address sign is reduced and simplified.

Best regards,

Kamran Aryai,
Principal designer.
Enviroecture



Design Review Commission Report

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Attached C:
Design Plans, Cut Sheets
and Supporting Documents



361 SOUTH ROBERTSON BLVD.



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Consultant
 Address
 Address
 Phone
 Fax
 e-mail

No.	Description	Date

SOUTH ROBERTSON
 361 S. ROBERTSON BLVD,
 BEVERLY HILLS, 90211

TITLE SHEET

Project number	1212
Date	09/10/12
Drawn by	Author
Checked by	Checker

A-01
 Scale 12" = 1'-0"



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Consultant
 Address
 Address
 Phone
 Fax
 e-mail



② PROPOSED ELEVATION
 3/32" = 1'-0"



① EXISTING ELEVATION
 3/32" = 1'-0"

No.	Description	Date

SOUTH ROBERTSON

361 S. ROBERTSON BLVD,
 BEVERLY HILLS, 90211

EXISTING AND PROPOSED ELEVATION

Project number	1212
Date	09/10/12
Drawn by	Author
Checked by	Checker

A-02

Scale 3/32" = 1'-0"



3600 Wilshire Blvd suite 1402
 Los Angeles, CA, 90010
 Tel: 213.382.1210 Fax: 213.382.1285

Consultant
 Address
 Address
 Phone
 Fax
 e-mail

No.	Description	Date

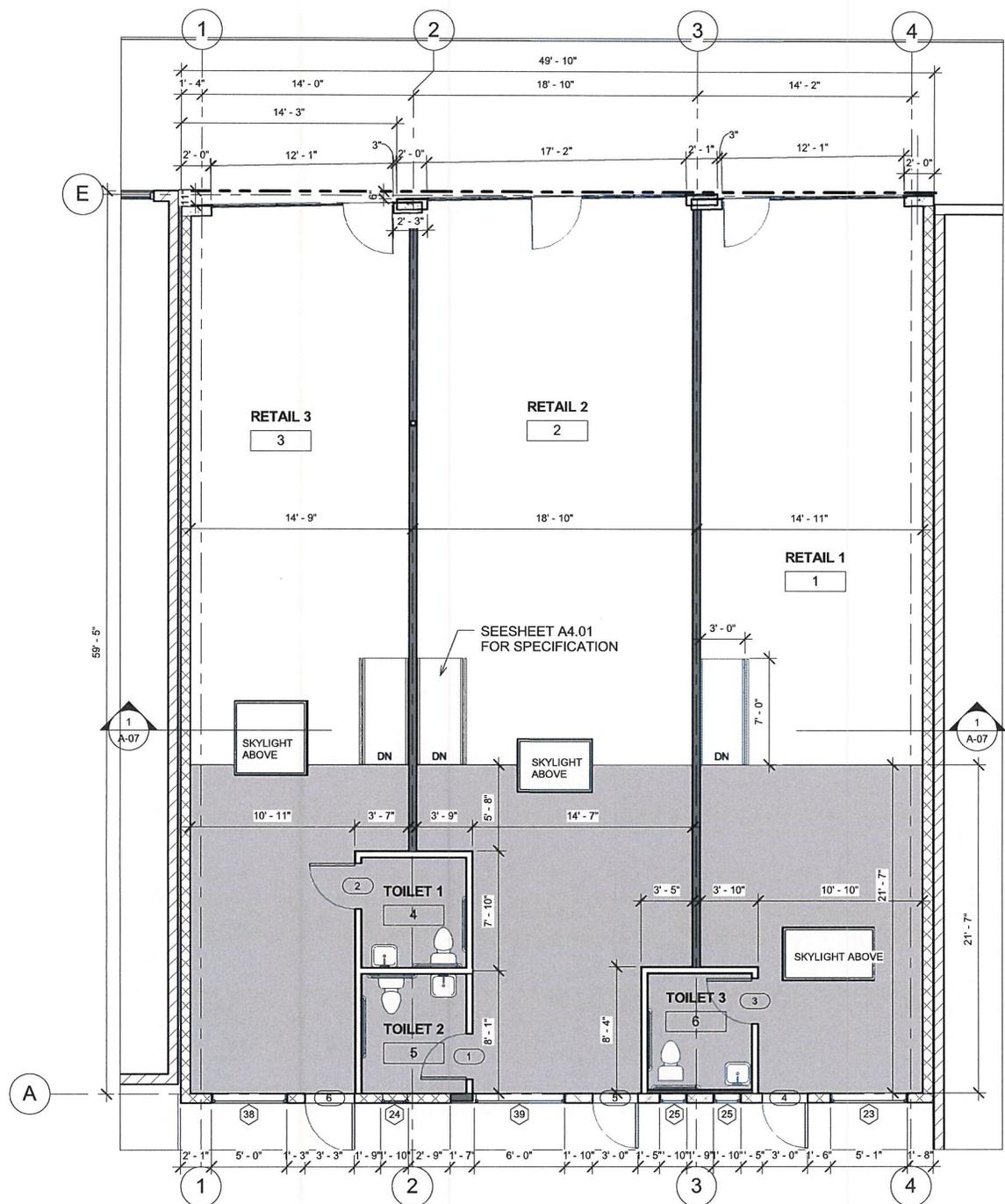
SOUTH ROBERTSON
 361 S. ROBERTSON BLVD,
 BEVERLY HILLS, 90211

FLOOR PLAN

Project number	1212
Date	09/10/12
Drawn by	Author
Checked by	Checker

A-03

Scale 3/16" = 1'-0"



① Level 1
 3/16" = 1'-0"

Keynote Legend	
Key Value	Keynote Text
04	18 GA ALUMINUM COPING PAINTED TO MATCH THE STUCCO
05	LED STRIP LIGHTING
06	16" STAINLESS STEEL ADDRESS SIGN
10	7/8" fine sand Finish WHITE X-73 EGG SHELL BASE1000 BY "LA HABRA" PANITED BY "DUNN EDWARD" HEATHER DEC773
11	7/8" fine sand Finish WHITE X-73 EGG SHELL BASE1000 BY "LA HABRA" PANITED BY "DUNN EDWARD" RAINER WHITE DEC769
12	7/8" fine sand Finish WHITE X-73 EGG SHELL BASE1000 BY "LA HABRA" PANITED BY "DUNN EDWARD" RAINEY SEASON DE6310
13	Frameless Storefront Door WITH STAINLESS STEEL DOOR PULL OR EQUAL
14	POLISHED STAINLESS STEEL RACEWAY COVER
16	EXTERIOR LIGHTING BY "LUMINIS" MODEL: SYRIOS WIT 3 SETS OF CAST ALUM. LOUVER RINGS W/ DOWN AND UP LIGHT, MATT SIVER FINISH
17	1/2" Tempered glass STORE FRONT SYSSTEM BY "CRL"



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No.	Description	Date

SOUTH ROBERTSON

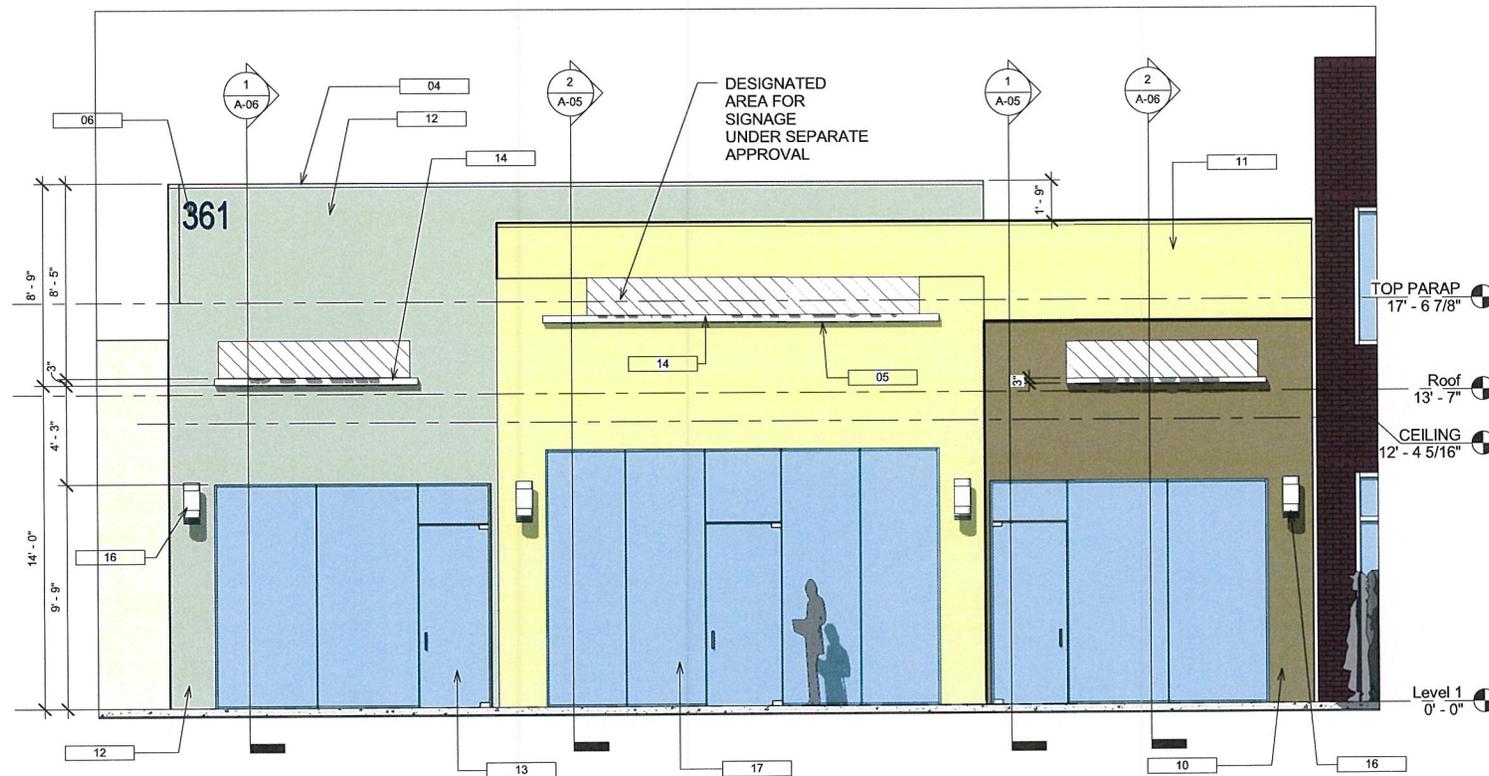
361 S. ROBERTSON BLVD,
 BEVERLY HILLS, 90211

FRONT ELEVATION

Project number	1212
Date	09/10/12
Drawn by	KA
Checked by	Checker

A-04

Scale 1/4" = 1'-0"



① EAST
 1/4" = 1'-0"



Design Review Commission Report

455 North Rexford Drive
AC Meeting – September 19, 2012

Attached D:
Approval Resolution

RESOLUTION NO. AC-XX-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND SIGN PROGRAM AT 361 SOUTH ROBERTSON BOULEVARD (PL1211866).

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

Section 1. **Kamran Aryai**, applicant on behalf of the property owners, **361 Robertson Partners, LLC** (Collectively the “Applicant”), has applied for architectural approval of a **façade remodel and sign program at 361 South Robertson 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 **September 19, 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. **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: **September 19, 2012**

Shena Rojemann, Commission Secretary
Community Development Department

Zale Richard Rubins, 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-XX-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **September 19, 2012** and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of five (5) 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