



Architectural Commission Report

Meeting Date: Wednesday, October 17, 2012
(Continued from the AC meeting on September 19, 2012)

Subject: **GAP**
370 North Beverly Drive
Request for approval of a façade modification and sign accommodation to allow multiple business identification signs
(PL#122 2208)

Project applicant: Coby Andrews – Phillips Partnership

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

REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on September 19, 2012. The Commission provided the applicant with comments regarding the façade remodel and directed that the project be returned for restudy. The comments provided to the applicant were primarily in regards to the paint scheme of the building and its potential to emphasize bulk and mass at the intersection. The Commission also requested an on-site mock-up of the proposed paint scheme.

Based on the Commission's review, modifications to the previously proposed façade remodel include:

- Incorporation of silver leaf details; and
- Incorporation of a paint trio consisting of a series of blue tones and tints

A subcommittee consisting of Chair Rubins and Commissioner Gardner-Apatow was made available for review of the revised design. The preliminary comments that were received as a result of this review included overall comments that the façade paint colors were still too dark and did not provide a significant contrast.

A full list of the Commission's comments and the applicant prepared-responses is provided in Attachment A. Per information provided by the applicant, a mock-up of the proposed paint scheme will be made available on site prior to the Commission 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

Attachment(s):

- September 19, 2012 AC Staff Report and Previously Proposed Project
- Applicant's Written Response to Commission's Comments
- Revised Design Plans, Cut Sheets & Supporting Documents
- DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 17, 2012

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 – October 17, 2012

Attachment A:

September 19, 2012 AC Staff Report and
Previously Proposed Project



Architectural Commission Report

Meeting Date: Wednesday, September 19, 2012

Subject: **GAP**
370 North Beverly Drive
Request for approval of a façade modification and sign accommodation to allow multiple business identification signs
(PL#122 2208)

Project applicant: Coby Andrews – Phillips Partnership

Recommendation: Conduct public hearing and provide the applicant with design analysis. The Commission may specifically wish to discuss the proposed paint color of the building as it detracts from the potential historic value of the building and also has a negative impact on the building within the context of the neighborhood. The Commission may also wish to discuss the scale of the proposed business identification signs.

REPORT SUMMARY

The applicant is requesting review and approval of a façade modification and a sign accommodation to allow multiple business identification signs for Gap at 370 North Beverly Drive. The façade modification consists of painting the existing building in 'Gap Blue'. The applicant is also proposing three business identification signs. Two signs would be located on the Brighton Way elevation and one sign would be located on the Beverly Drive elevation. Each sign would measure approximately 3'-6" by 4'-6", for a total of 15.75 square feet per sign. Pursuant to Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs so long as the total area of all signs does not exceed 130 square feet in area. As proposed, the total area of all business identification signs would be 47.25 square feet. The applicant is also requesting the approval of an illuminated window sign to be located on the Beverly Drive elevation. Pursuant to BHMC §10-4-604, the maximum area of the window sign would be 15 square feet. As proposed the window sign would be 5 square feet in area.

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

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, September 7, 2012. To date staff has not received any comments in regards to the submitted project.

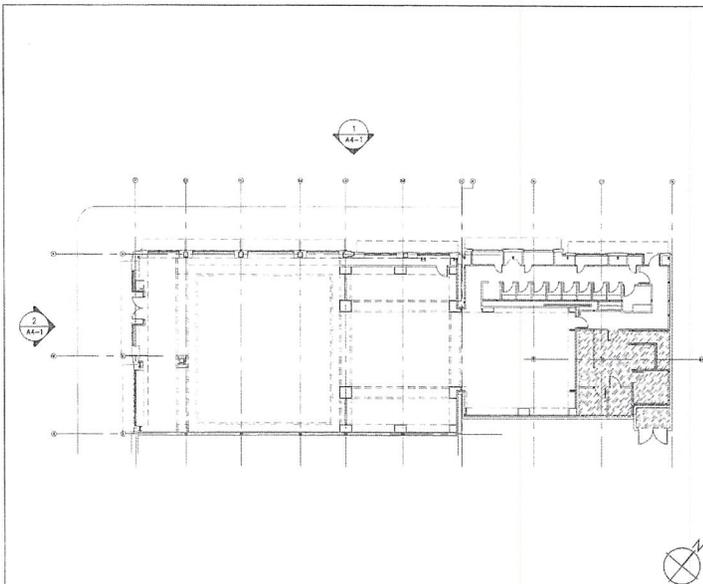
Attachment(s):

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

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192

srojemann@beverlyhills.org



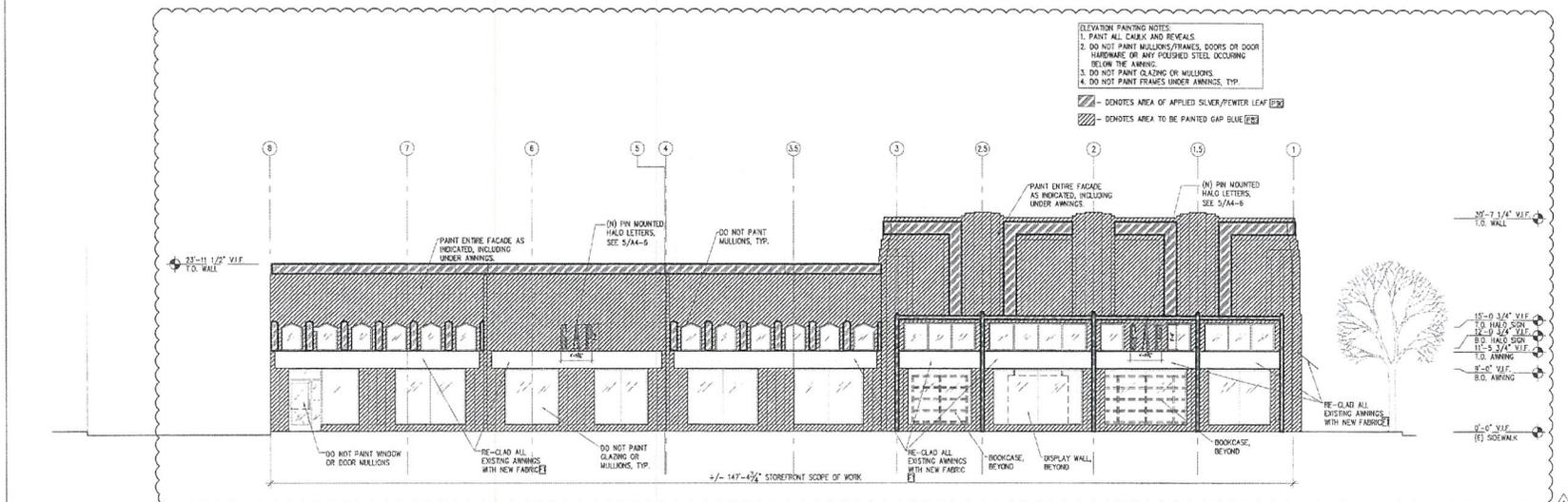
KEY_PLAN

SCALE: 1/8"=1'-0"
3



NORTH_BEVERLY_DRIVE_ELEVATION

SCALE: 1/8"=1'-0"
2



BRIGHTON_WAY_ELEVATION

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

REMODEL: CLASSIC



GAP INC.
CORPORATE ARCHITECTURE
1 HARBOR STREET
SAN FRANCISCO, CA 94103

STORE NO.: 0253

STORE NAME: BEVERLY DRIVE

STORE LOCATION:
370 N BEVERLY DRIVE
BEVERLY HILLS, CA 90210

GAP PROJ. I.D.: 000048552

PROTOTYPE VS.5 DATE:
06/13/11

OPENING 01-04 2012

REVISION 1: 08/30/12

CONSULTANT INFO:

PROFESSIONAL STAMP:

ARCHITECT INFO:

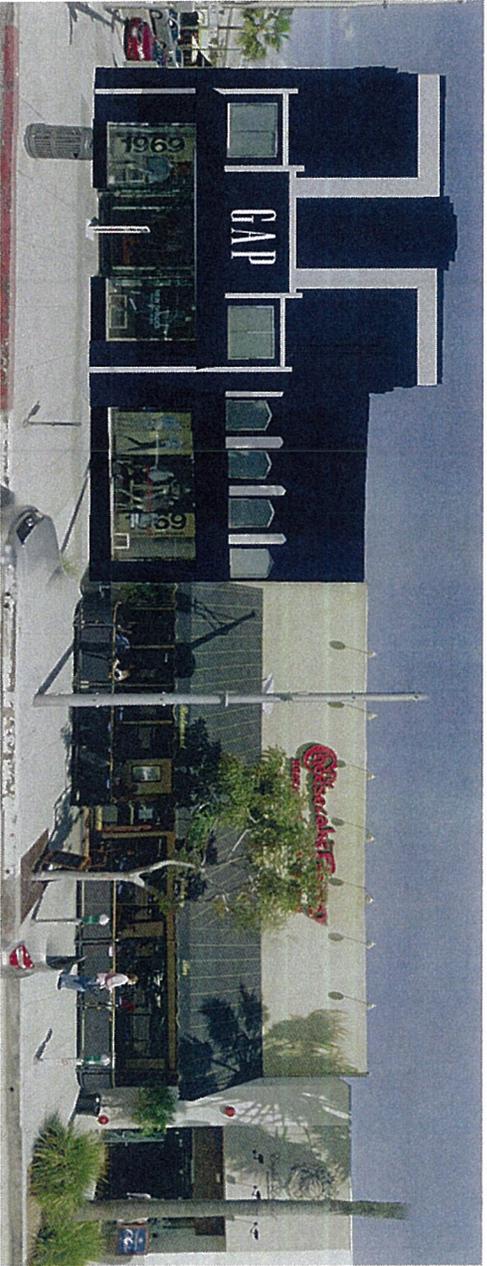


ISSUE TYPE: LLPB 07/27/2012

SCALE: AS NOTED
DRAWN BY: CA/JHF
AGE JOB NO.: 1201224

SHEET TITLE:
STOREFRONT ELEVATION

SHEET NUMBER:
A4-1







Architectural Commission Report

455 North Rexford Drive, Room 280-A
AC Meeting – October 17, 2012

Attachment B:

Applicant's Written Response
to Commission's Comments



One Harrison Street
San Francisco, CA.
94105

City of Beverly Hills
Architectural Commission
455 North Rexford Drive, Beverly Hills, CA.

October 8, 2012

Re: Case No. PL1222208
Gap
370 North Beverly Drive

Members of the Architectural Commission of Beverly Hills,

In response to your comments from the meeting of September 19, 2012. I submit to you a revised building façade and sign accommodation for 370 North Beverly Drive (Case Number PL1222208).

Comment: The proposed paint scheme masks the shade and shadow of the building and makes the building appear monolithic.

Response: In discussion with the Architectural Commission (AC) it was decided to conduct an on site mock-up on the building to see the affect of southern California light on a darker color building. A similar Mock-Up done on a building in northern California resulted in the architectural details being accented and shadow reading more varied than it was when the building was painted a dull beige. Adding the element of silver leaf and experimenting with different tints and tones of blue will also help to highlight the architectural relief throughout the building façade.

Comment: Consider using different tints and/or shades of color. Consider also utilizing different finishes (satin, semi-gloss, gloss, etc.)

Response: Gap Inc. enlisted the services of an architectural colorist who provided a series of blue tones and tints (draw downs) to look at different options for coloring the many different surfaces and details on the façade. Based on these recommendations and reviewing in northern California light, Gap Inc. chose a color scheme with more prominent planes of the building painted Dark Blue (Gap Blue), then Medium Blue (Rev. Blue #4) and Lighter Blue (Evo Blue) on the planes most recessed back and abutting the silver leaf relief work. The colorist did not recommend a different sheen approach as he felt that over time the sheens would "mellow" and no longer register as being "different".

Comment: The Commission would like to see a mock-up of the proposed paint scheme. A subcommittee consisting of the Chair Rubins and Commissioner Gardner-Apatow is available to view the mock-up prior to the next meeting. Photographs of the mock-up should be included in the re-submittal packet.

Response: Gap Inc. is in the process of securing the services of a local façade restoration company to help facilitate the painting (and leafing) of the exterior of the building in 4 key spots so that we are able to review on site, prior to the next AC meeting on October 17th, 2012. Gap Inc will submit to subcommittee proposed areas of mock-up work (by October 9th, 2012) prior to completing , we would also welcome any feedback on certain areas the subcommittee would like to see called out. Unfortunately due to timing, photographs are not available for the re-submittal package, but will be available (and sent electronically) prior to the meeting. Date TBD. Photos of the mock-up will also be mounted and brought to the meeting on October 17th, 2012.

Again, thank you for taking the time to hear this request and we look forward to meeting with you again on October 17th, 2012.

Sincerely,

John Walton & Katie Penn-Gap Project Designers

cc. Cindy Gordon

Coby Andrews/James Thompson-Philips Partnership

Robert Lhota/Erin Alley-Gap Store Design

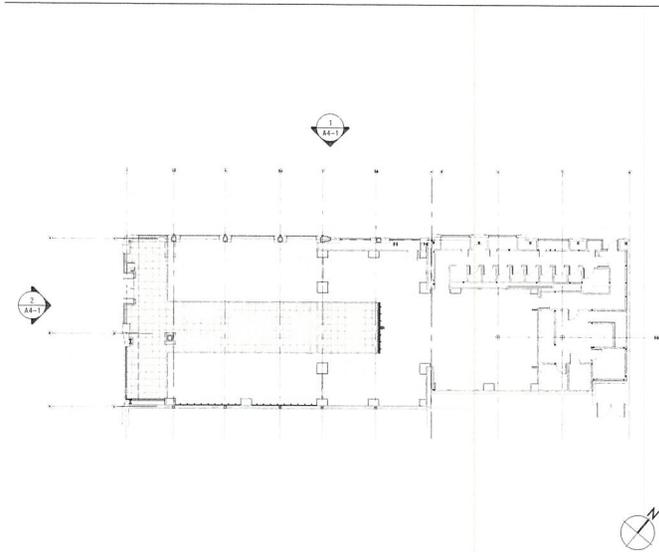


Architectural Commission Report

455 North Rexford Drive, Room 280-A
AC Meeting – October 17, 2012

Attachment C:

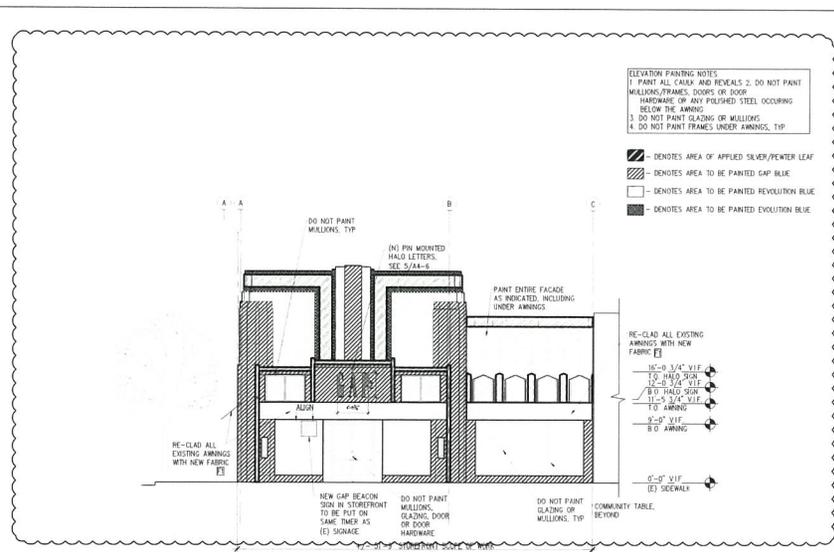
Revised Design Plans, Cut Sheets
and Supporting elements



KEY_PLAN

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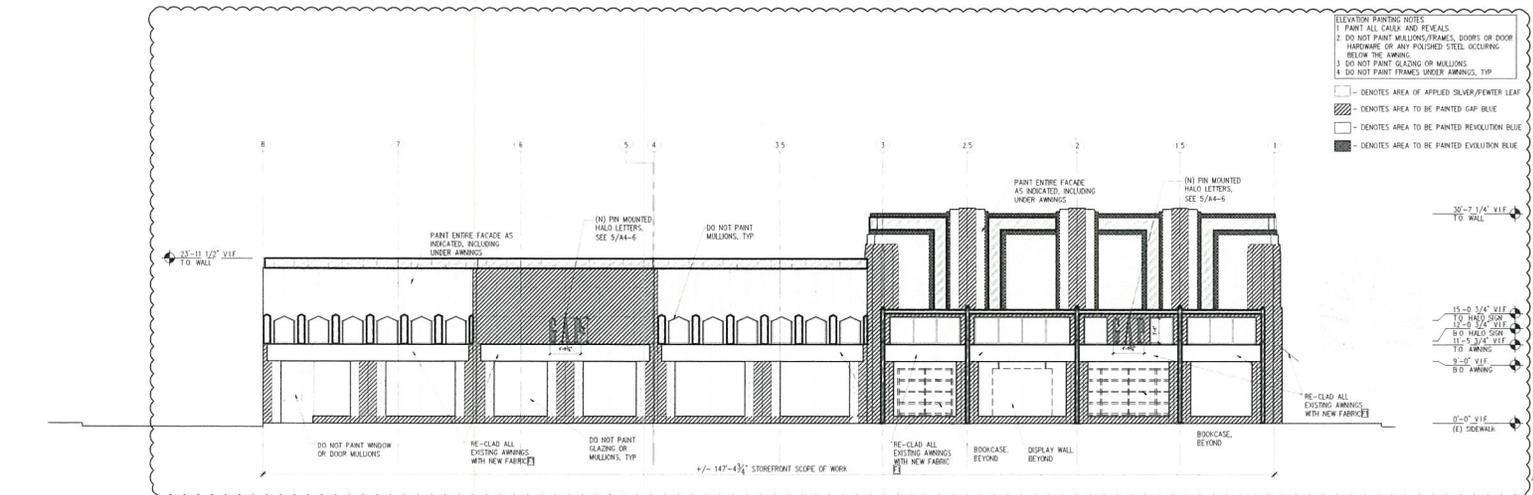
3



NORTH BEVERLY DRIVE ELEVATION

SCALE
1/4"=1'-0"

2



BRIGHTON_WAY_ELEVATION

SCALE
1/4"=1'-0"

1

REMODEL: CLASSIC



GAP INC.
CORPORATE ARCHITECTURE
1 HARRISON STREET
SAN FRANCISCO, CA 94105

STORE NO. 0253
STORE NAME BEVERLY DRIVE
STORE LOCATION
370 N BEVERLY DRIVE
BEVERLY HILLS, CA 90210

GAP PROJ ID 0000048552
PROTOTYPE V9.5 DATE
06/13/11
OPENING 01-04 2012
REVISION 1 08/30/12
RESUBMISSION 10/08/12

CONSULTANT INFO

PROFESSIONAL STAMP

ARCHITECT INFO



ISSUE TYPE: LUPB 07/27/2012

SCALE AS NOTED
DRAWN BY CA/MF
A&E JOB NO 1201224

SHEET TITLE STOREFRONT ELEVATION

SHEET NUMBER

A4-1

REMODEL: CLASSIC



GAP INC.
CORPARK ARCHITECTURE
1 HARRISON STREET
SAN FRANCISCO, CA 94105

STORE NO.: 0253

STORE NAME: BEVERLY DRIVE

STORE LOCATION:
370 N BEVERLY DRIVE
BEVERLY HILLS, CA 90210

GAP PROJ. I.D.: 000048552

PROTOTYPE V9.5 DATE:
06/13/11

OPENING Q1-Q4 2012

REVISION 1: 08/30/12

CONSULTANT INFO:

PROFESSIONAL STAMP:

ARCHITECT INFO:



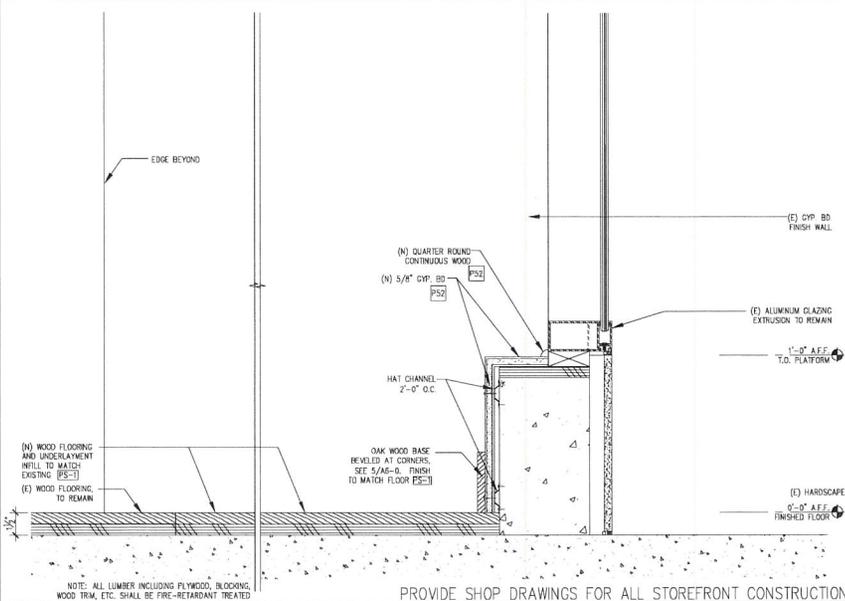
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SCALE: AS NOTED
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A&E JOB NO.: 1201224

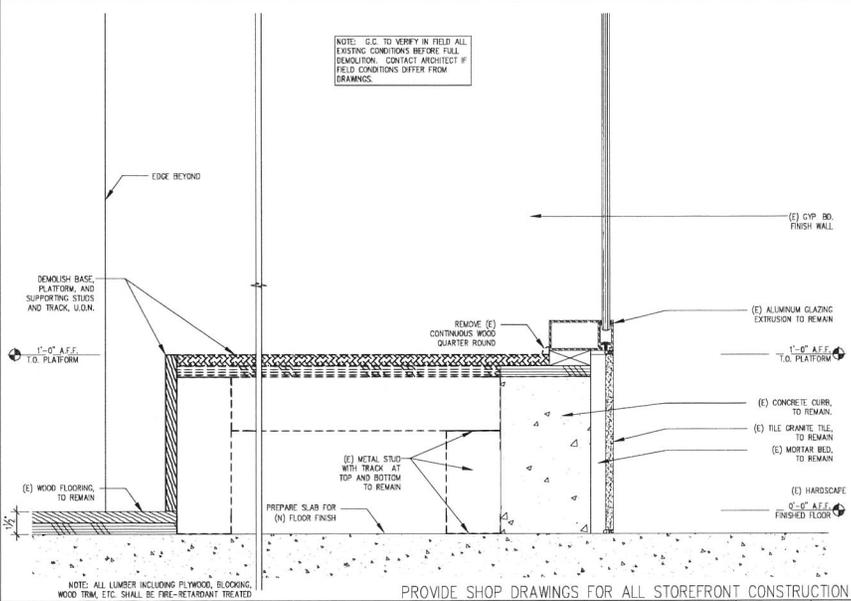
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STOREFRONT DISPLAY WINDOW SECTION

SHEET NUMBER:

A4-2



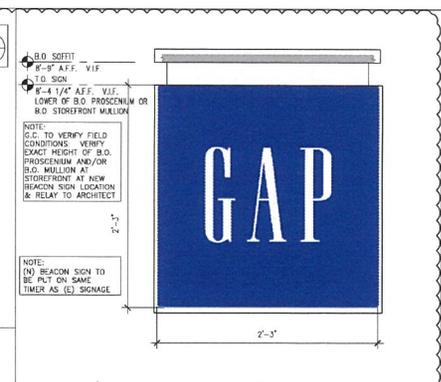
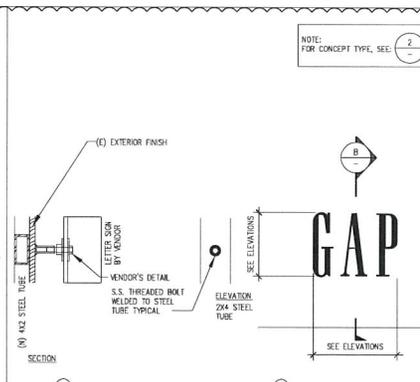
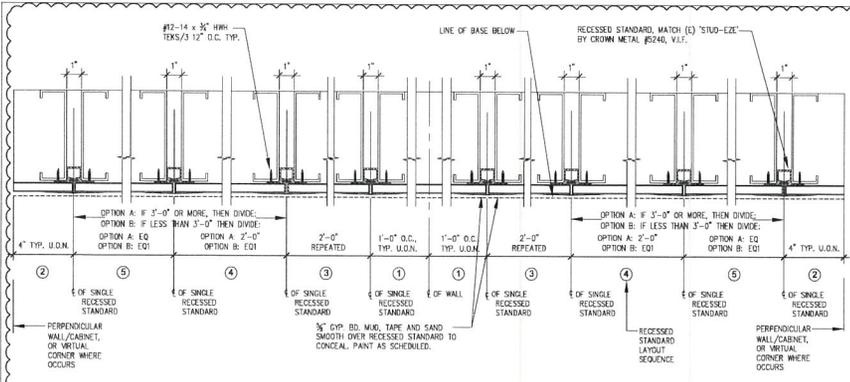
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DEMOLITION SECTION AT DISPLAY WINDOW - INTERIOR - G/I

2

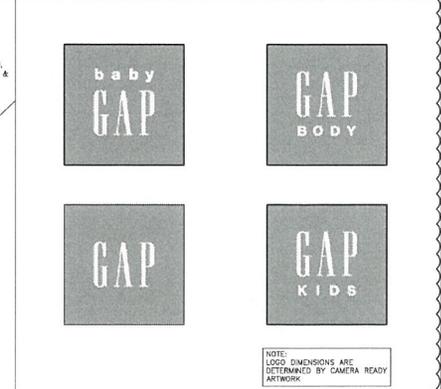
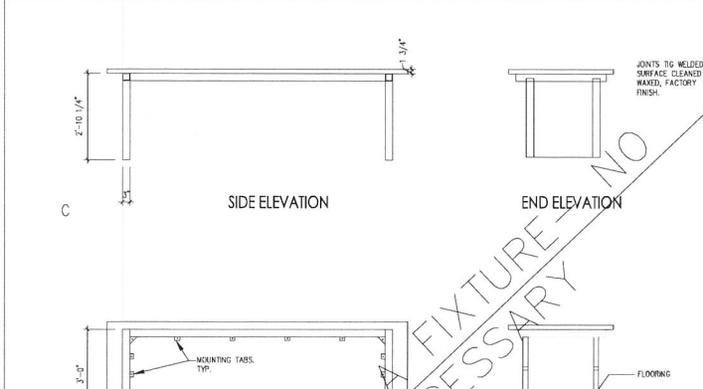
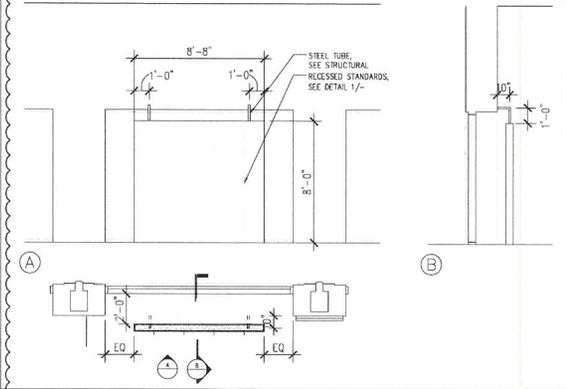
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RECESSED STANDARDS DETAIL SCALE 9/24"=1'-0"

PIN MOUNTED HALO LETTERS SCALE 5/1 1/2"=1'-0"

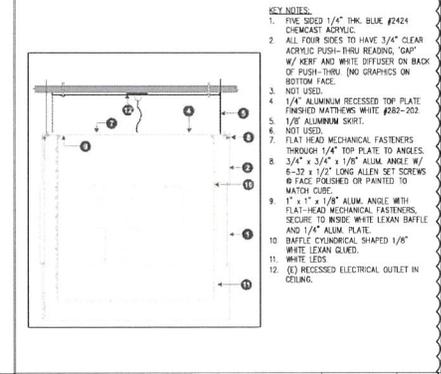
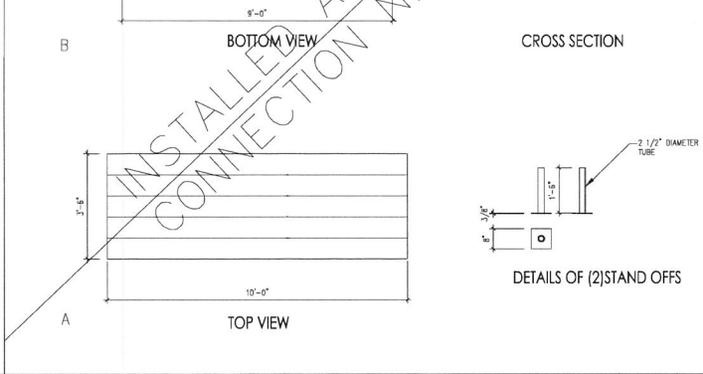
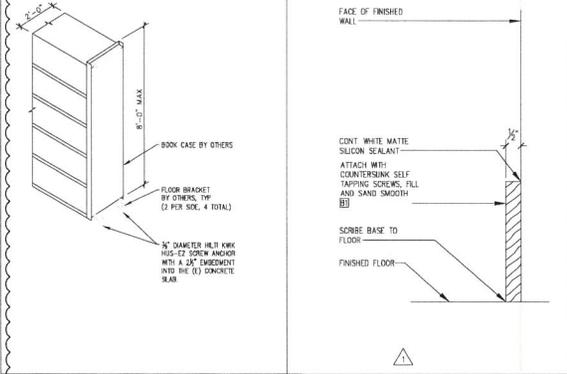
STOREFRONT INTERIOR CUBE PENDANT ELEVATION SCALE 3/1"=1'-0"



FLOATING DISPLAY WALL SCALE 8/1 1/2"=1'-0"

COMMUNITY TABLE SCALE 4/1 1/2"=1'-0"

SIGN ELEVATIONS SCALE 2/1"=1'-0"



WALL BASE SCALE 7/3/4"=1'-0"

BOOKCASE ATTACHMENT SCALE 6/3/4"=1'-0"

INTERIOR CUBE PENDANT DETAIL SCALE 1/3/4"=1'-0"

REMODEL: CLASSIC



GAP INC.
CORPORATE ARCHITECTURE
1 HARRISON STREET
SAN FRANCISCO, CA 94105

STORE NO.: 0253
STORE NAME: BEVERLY DRIVE
STORE LOCATION:
370 N BEVERLY DRIVE
BEVERLY HILLS, CA 90210

GAP PROJ. I.D.: 0000048552
PROTOTYPE V9.5 DATE:
06/13/11
OPENING Q1-Q4 2012

REVISION 1: 08/30/12

CONSULTANT INFO:

PROFESSIONAL STAMP:

PHILLIPS
ARCHITECTS
400 PHEASANT CENTER TERRACE
SUITE 600
ATLANTA, GA 30308

ISSUE TYPE: LLPB
DATE: 07/27/2012

SCALE: AS NOTED
DRAWN BY: CA/MP
A&E JOB NO.: 1207224

SHEET TITLE: DETAILS - SIGNAGE & COMMUNITY TABLE

SHEET NUMBER:

A4-6

REMODEL: CLASSIC



GAP INC.
CORPORATE ARCHITECTURE
1 HARRISON STREET
SAN FRANCISCO, CA 94105

STORE NO: 0253

STORE NAME: BEVERLY DRIVE

STORE LOCATION:
370 N BEVERLY DRIVE
BEVERLY HILLS, CA 90210

GAP PROJ. I.D.: 0000048362

PROTOTYPE V9.5 DATE:
06/13/11

OPENING Q1-Q4 2012

REVISION 1: 8/10/12

STORE DESIGN COMMENTS

CONSULTANT INFO:

PROFESSIONAL STAMP:

ARCHITECT INFO:



ISSUE TYPE:
LLPB 07/27/2012

SCALE: 1/4"=1'-0"
DRAWN BY: CA/MF
A&E JOB NO.: 1201224

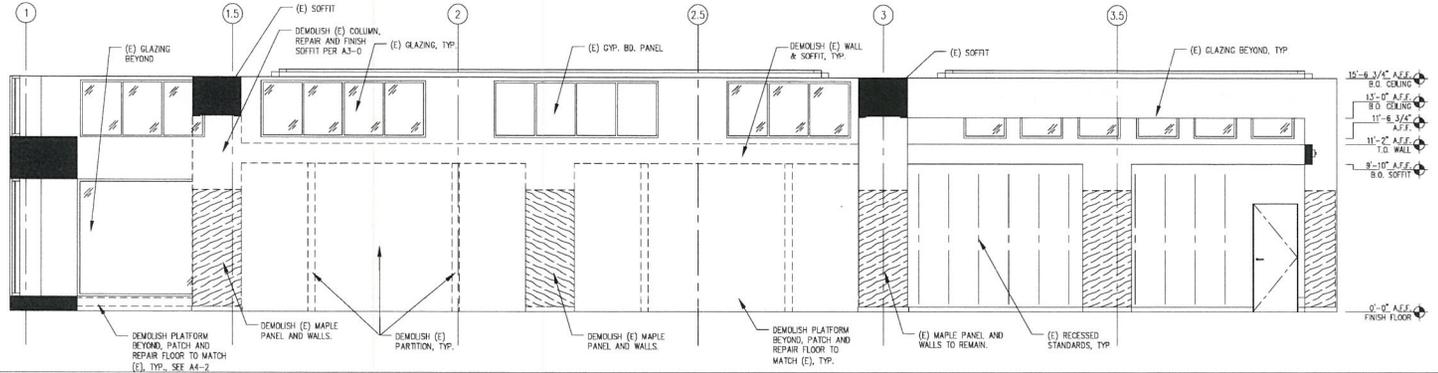
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GAP INTERIOR ELEVATIONS

SHEET NUMBER:

A5-1

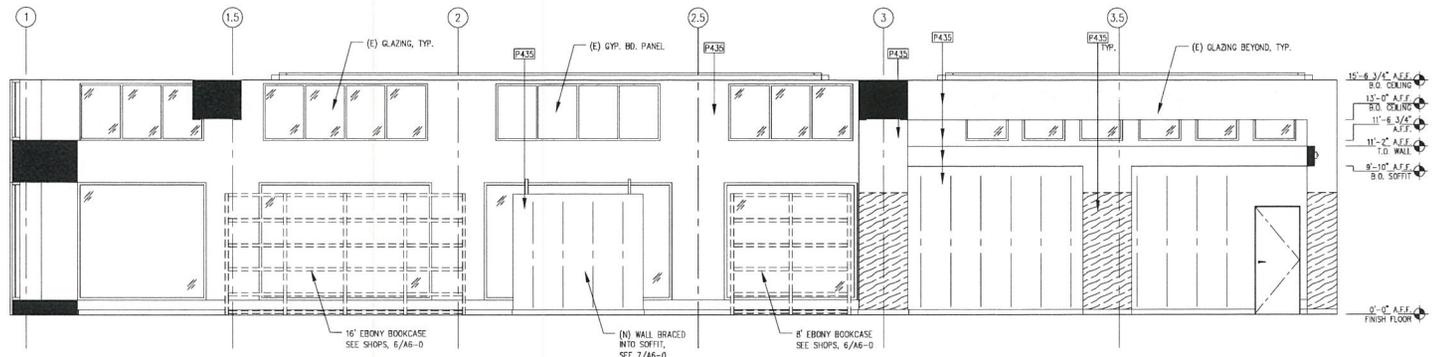
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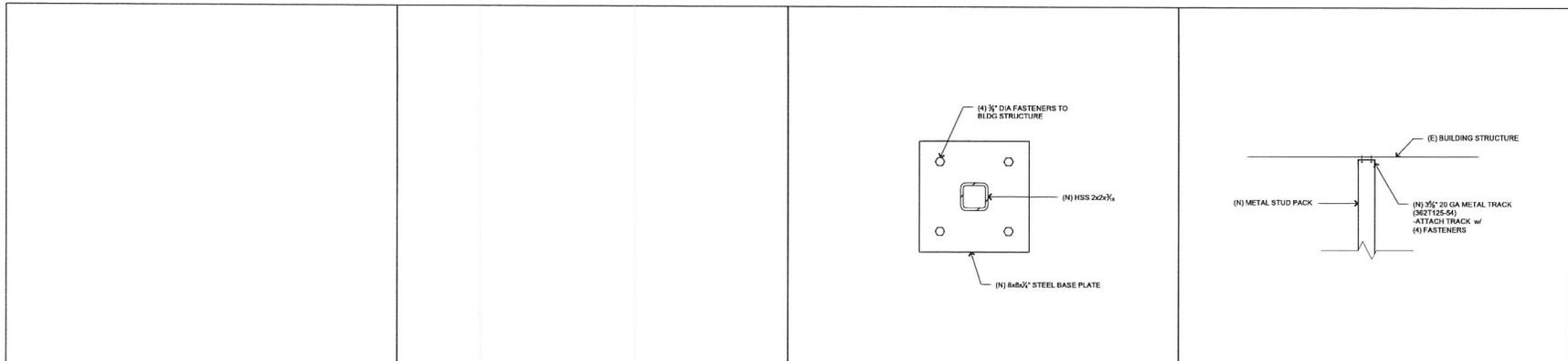
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SCALE 2
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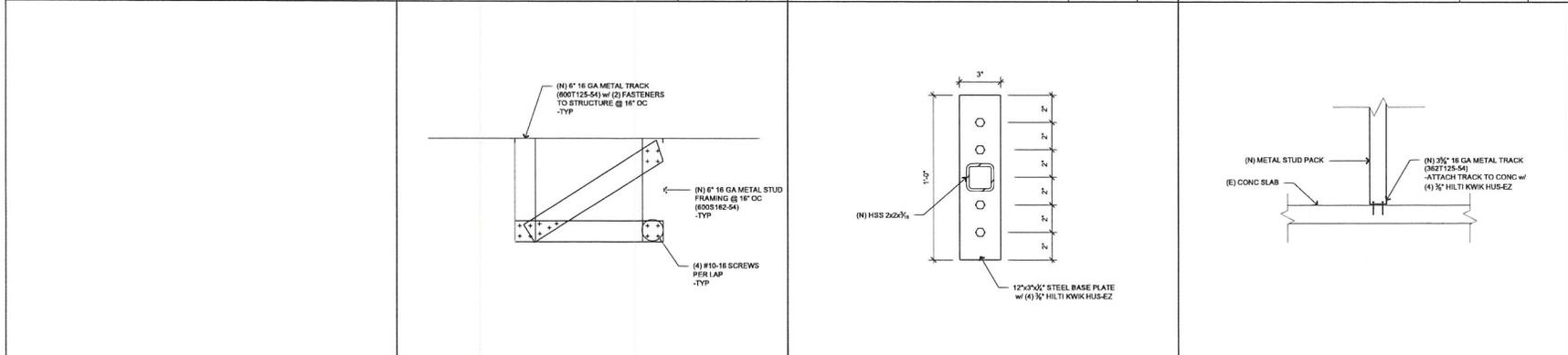


NORTH INTERIOR ELEVATION

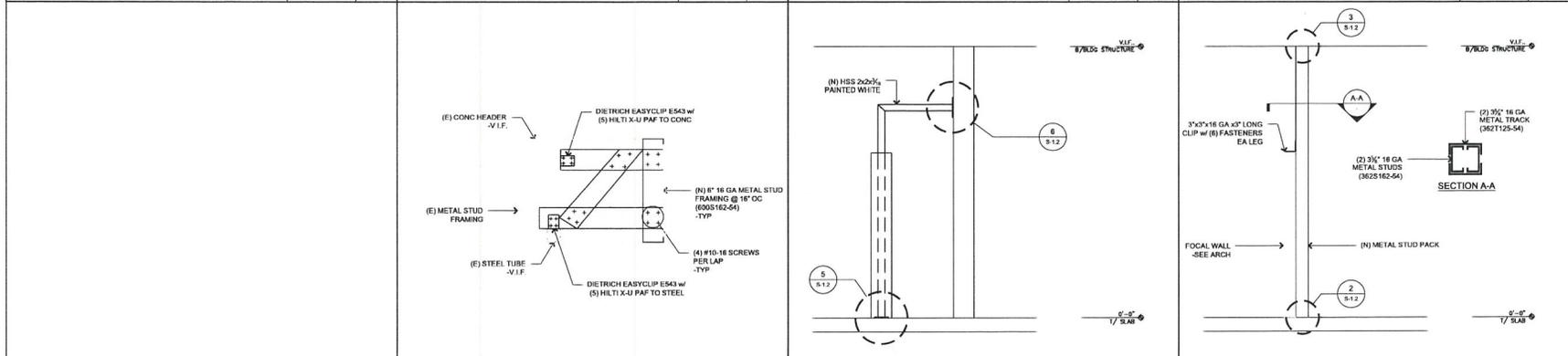
SCALE 1
1/4"=1'-0"



NOT USED SCALE N/A 12 NOT USED SCALE N/A 9 PLATE DETAIL SCALE 3/4" = 1'-0" 6 CONNECTION DETAIL SCALE 1" = 1'-0" 3



NOT USED SCALE N/A 11 SOFFIT FRAMING SCALE 3/4" = 1'-0" 8 BASE PLATE DETAIL SCALE 3" = 1'-0" 5 CONNECTION DETAIL SCALE 1" = 1'-0" 2



NOT USED SCALE N/A 10 SOFFIT FRAMING SCALE N.T.S. 7 WALL SECTION SCALE N.T.S. 4 FOCAL WALL SECTION SCALE 3/4" = 1'-0" 1

REMODEL: CLASSIC

GAP INC.
 CORPORATE ARCHITECTURE
 1 HARRISON STREET
 SAN FRANCISCO, CA 94105

STORE NO.: 0253
 STORE NAME: BEVERLY DRIVE
 STORE LOCATION:
 370 N BEVERLY DRIVE
 BEVERLY HILLS, CA 90210

GAP PROJ. I.D.: 000048362
 PROTOTYPE V9.5 DATE:
 06/13/11
 OPENING Q1-Q4 2012

CONSULTANT INFO:
 PROFESSIONAL STAMP:

ARCHITECT INFO:

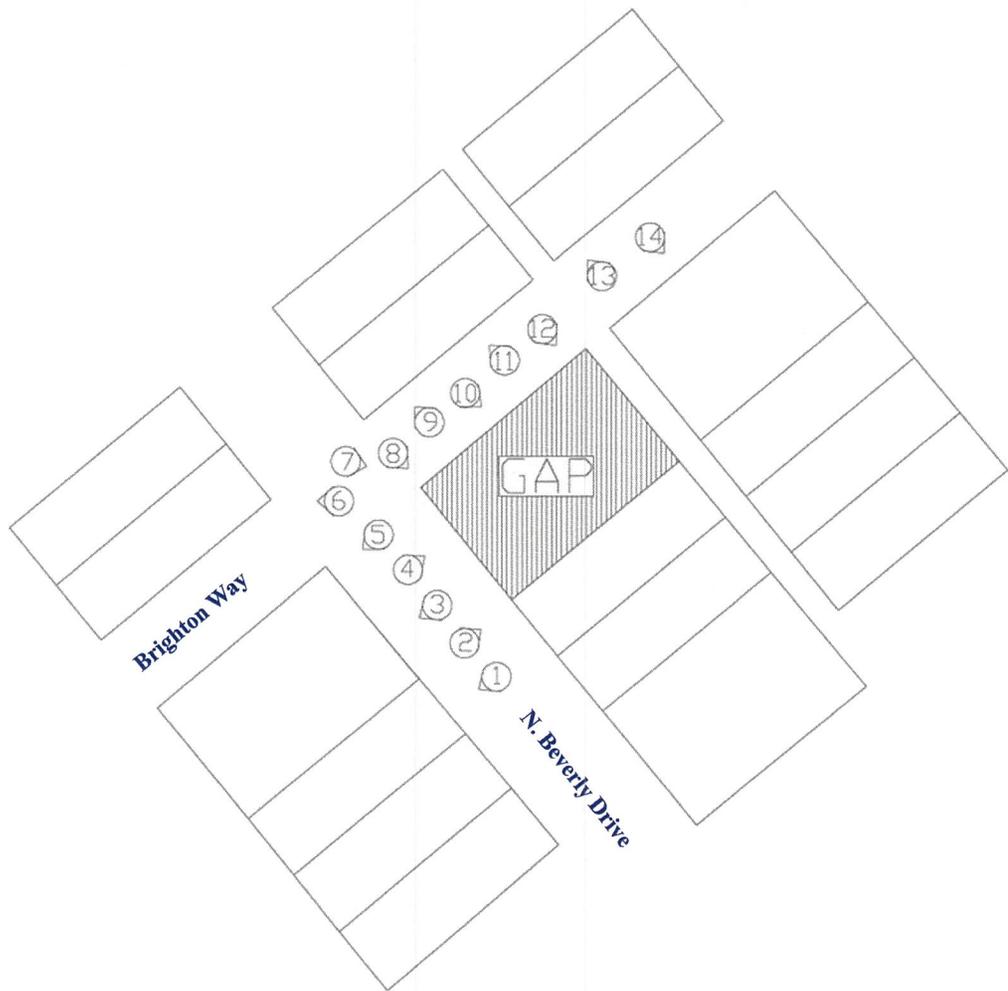
 PHILIPS
 NORTH-TENNESSEE
 400 PARKWAY CENTER TERRACE
 10TH FLOOR
 ATLANTA, GA 30346

ISSUE TYPE: 07/27/2012
 LFLPB

SCALE: AS NOTED
 DRAWN BY: CP/JMM
 A&E JOB NO.: 1201224

SHEET TITLE:
 SECTIONS AND DETAILS

SHEET NUMBER:
S-1.2









Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 17, 2012

Attachment D:

DRAFT 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 MODIFICATION AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 370 NORTH BEVERLY DRIVE (PL1222208).

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

Section 1. Coby Andrews, applicant on behalf of the property owners, Jerome Nash and the tenant, Gap, Inc (Collectively the “Applicant”), has applied for architectural approval of a façade modification and a sign accommodation to allow multiple business identification signs for the property located at 370 North Beverly Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly 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 **October 17, 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, complaint 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 filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **October 17, 2012**

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chairperson
Architectural Commission

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

I, WILLIAM CROUCH, Secretary of the Architectural Commission and Urban Designer 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 **October 17, 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:

WILLIAM CROUCH
Secretary to the Architectural
Commission/Urban Designer
City of Beverly Hills, California