



Architectural Commission Report

Meeting Date: Wednesday, October 17, 2012

Subject: **CHRIS AIRE**
9601 Brighton Way
Request for approval of a façade remodel and business identification sign.
(PL#122 7038)

Project applicant: David Cho

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade modification and business identification sign for Chris Aire at 9601 Brighton Way. The façade modifications include a polished stone mosaic façade, a new storefront system with clear glazing, brushed stainless steel window surrounds and door pull, and three natural cherry display cases with brushed stainless steel frames.

The applicant is also requesting one pin-mounted illuminated business identification sign, to read "CHRIS AIRE", that is 9 SF in area with brushed stainless steel letters. The maximum sign area for this storefront is 35.5 SF. An address sign is also proposed with non-illuminated satin charcoal numbers.

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. 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



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Attachment A:
Detailed Design Description
and Materials (Applicant Prepared)



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: 0
- Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed: 0
- 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:

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 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	108" x 12"	9 SF	36 SF	
2	ADDRESS ID	30" x 6"	1 1/4 SF		
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: 3/8" THICK MARBLE MOSAIC TILE - RANDOM WIDTH/LENGTH
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: ALUMINUM AND GLASS
 Texture /Finish: BRUSHED ALUMINUM
 Color / Transparency: CLEAR GLASS

ROOF

Material: NOT APPLICABLE
 Texture /Finish: _____
 Color / Transparency: _____

CHIMNEY(S)

Material: NOT APPLICABLE
 Texture /Finish: _____
 Color / Transparency: _____

COLUMNS

Material: SAME AS FAÇADE
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: NO CHANGES
 Texture /Finish: _____
 Color / Transparency: _____

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: NOT APPLICABLE
 Texture /Finish: _____
 Color / Transparency: _____



SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: NOT APPLICABLE
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: NOT APPLICABLE
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

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

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: NOT APPLICABLE
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: NOT APPLICABLE
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: NOT APPLICABLE
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: NOT APPLICABLE
Texture /Finish: _____
Color / Transparency: _____

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

NOT APPLICABLE

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.

Beverly Hills continues to be the inspiration for a fashionable lifestyle throughout the world. Thanks to creative and careful planning, good taste and beauty are synonymous to the City. Our store design takes into account its historical surroundings and will visually fuel the high expectations of residents and visitors alike.

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.

Most of the time a jewelry transaction is not a raucous activity. However, to ensure that no sounds of exuberance escape the confines of the space, our façade will be clad with the most tasteful of sound-absorbing materials.

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.

All superficial matter and finishes that were added over the years will be stripped from the original structure. Our storefront will be the obvious descendant of this building's architectural legacy. New value will be created for Brighton Way from our aesthetic provenance.

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.

Beverly Hills has been a world-class inspiration for so many. It certainly was for my girlfriend when she was a starving student while attending UCLA. Whenever she got gloomy, she would drive down to Rodeo to remind herself why she should keep studying. We want to be part of whatever plan that continues to inspire!

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.

Situated in the heart of the Triangle and built in 1926, this venerable structure is an architectural icon. Much has appeared and disappeared around it. Codes and laws provide the standards but the executors are the citizens. We fully intend to do our part to preserve and foster the growth and vitality of Beverly Hills.



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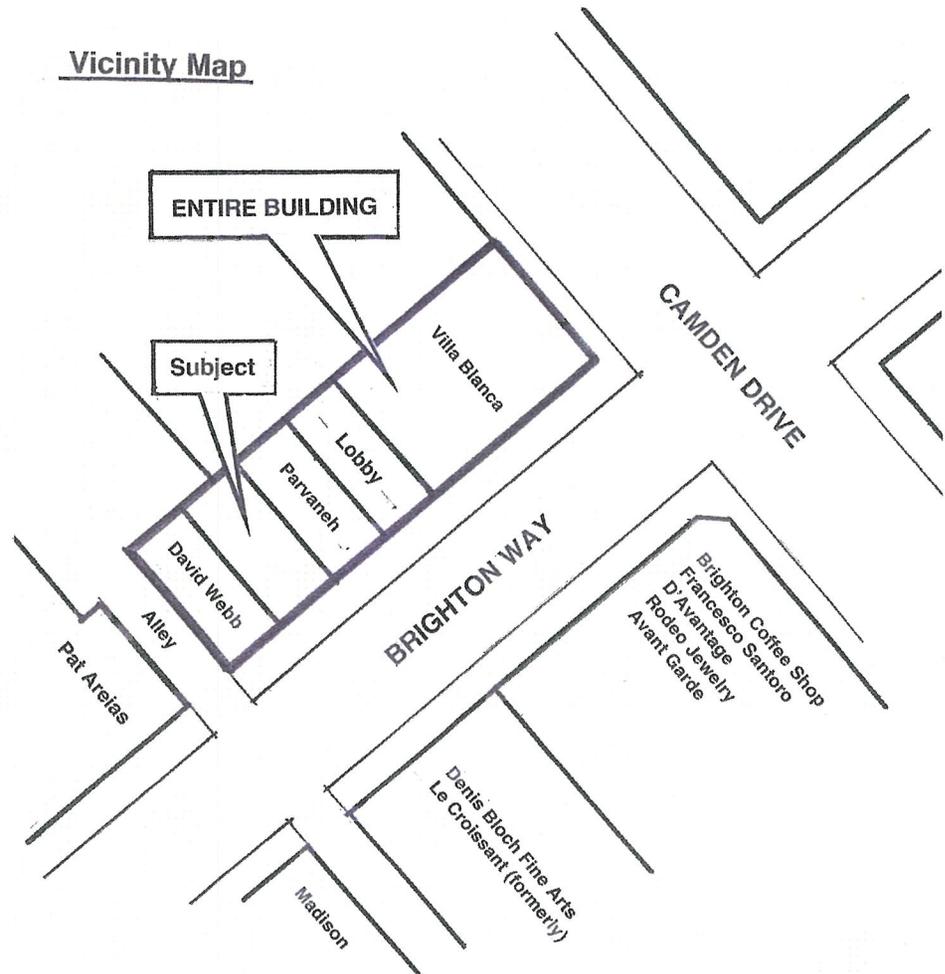
455 North Rexford Drive
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Attachment B:
Design Plans, Cut Sheets
and Supporting Documents

Satellite Map



Vicinity Map

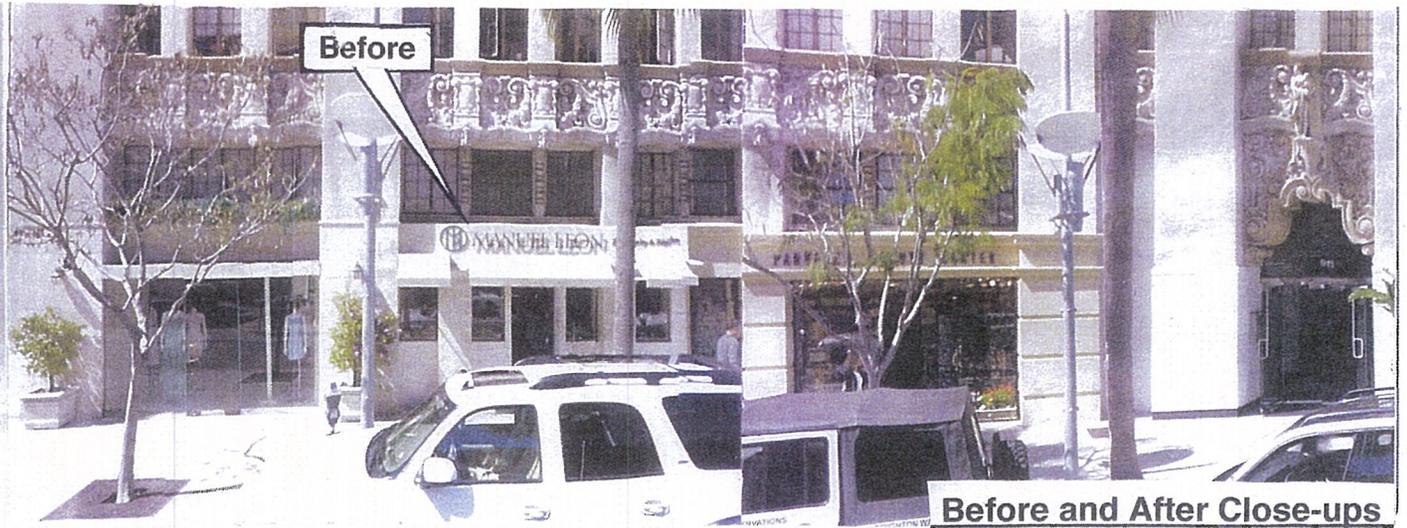
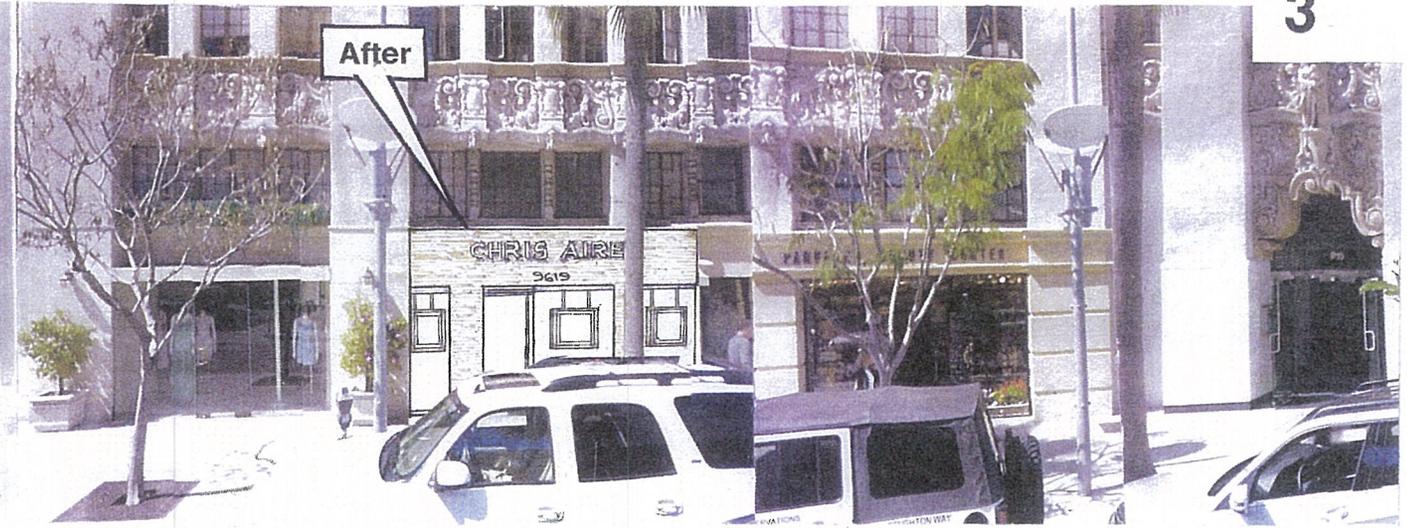


Looking at the north side of the street

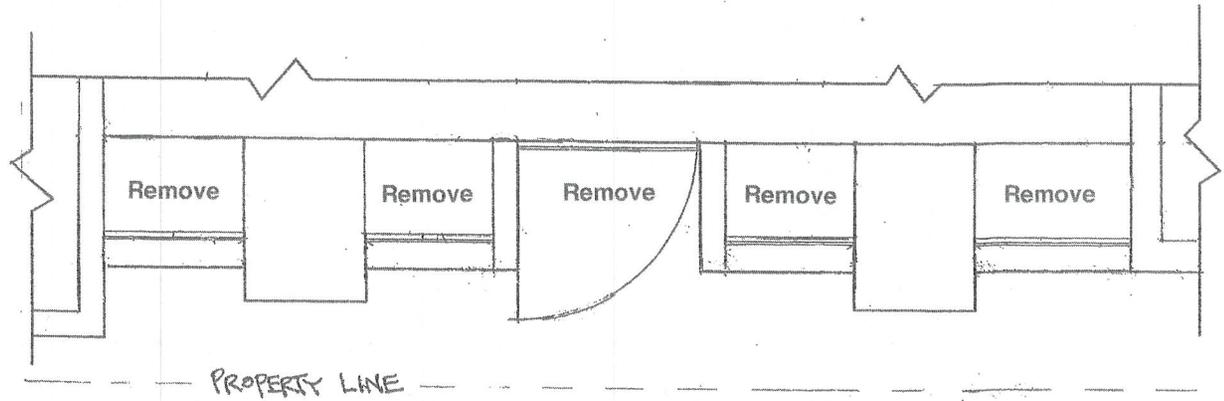


Looking at the south side of the street



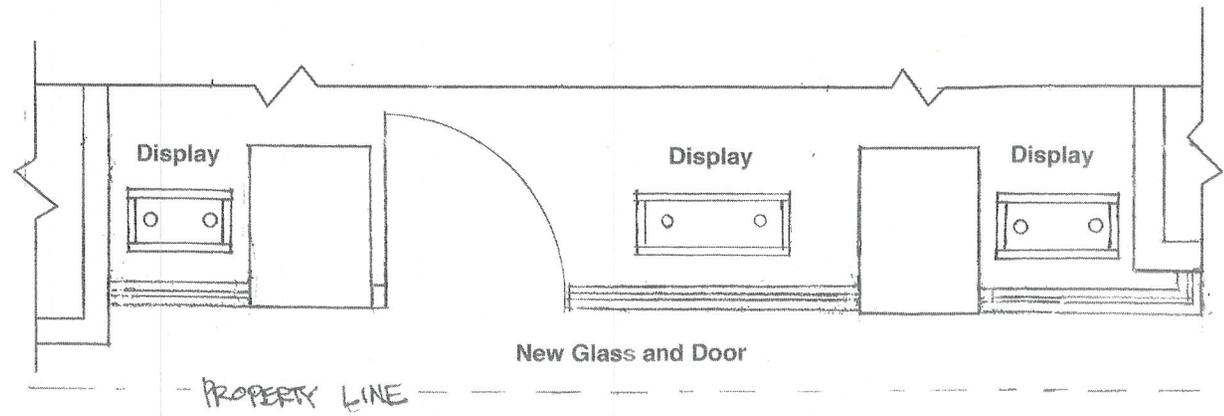


Before and After Close-ups



EXISTING FLOOR PLAN

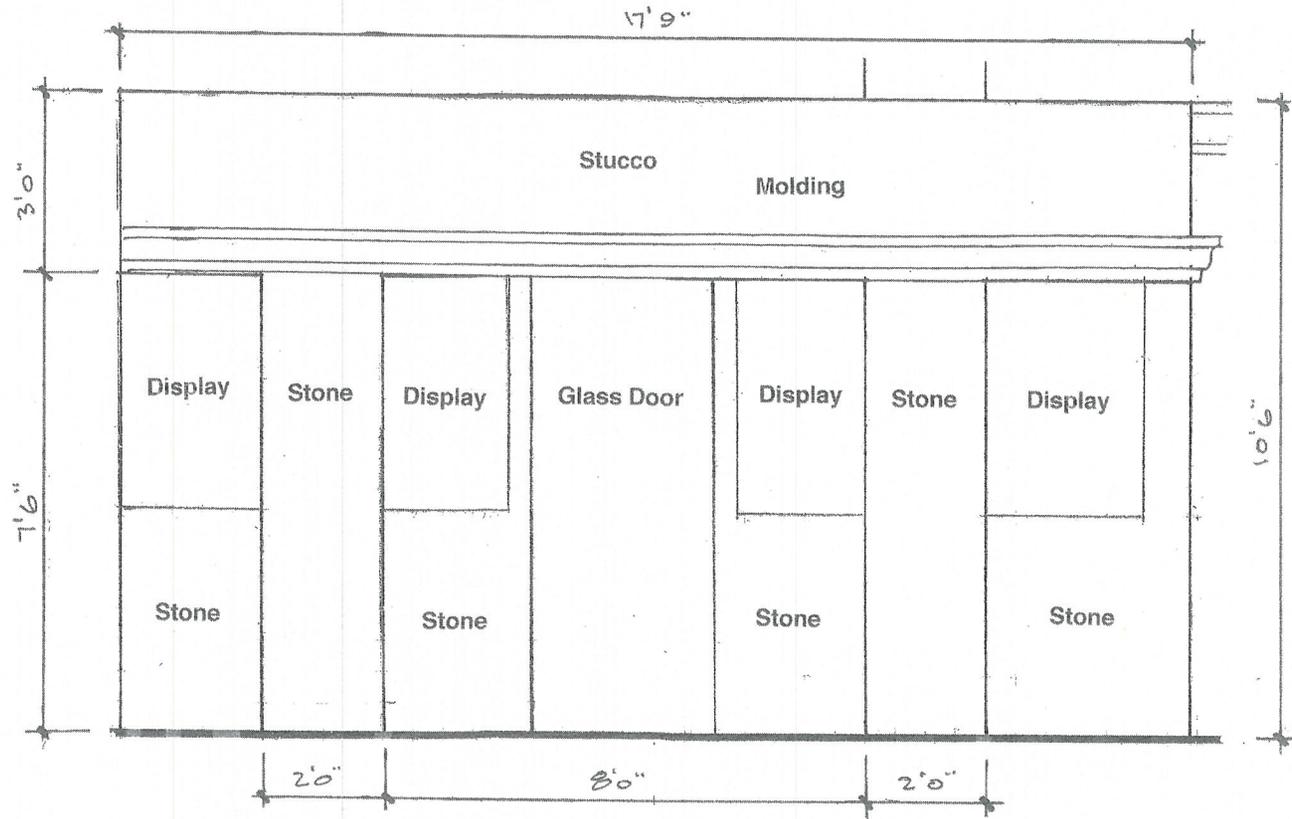
1/2" = 1'0"



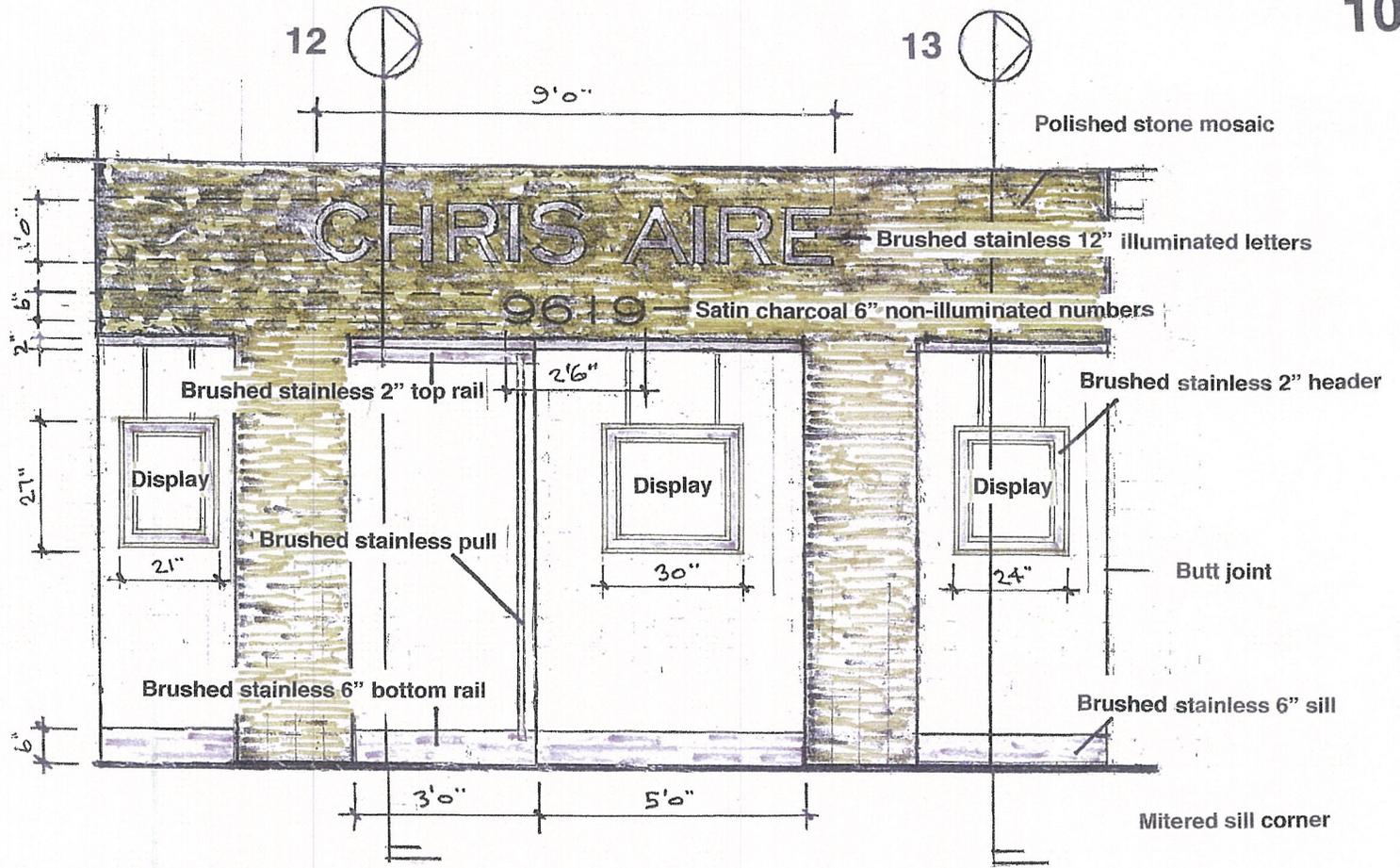
PROPOSED FLOOR PLAN

1/2" = 1'0"

Before and After Proposed Changes

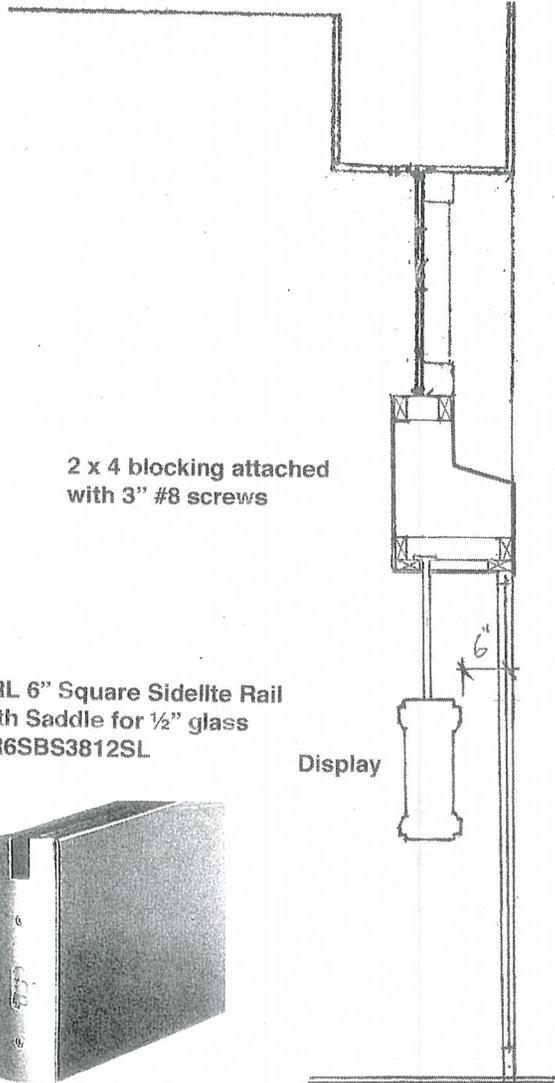


Existing Storefront Elevation

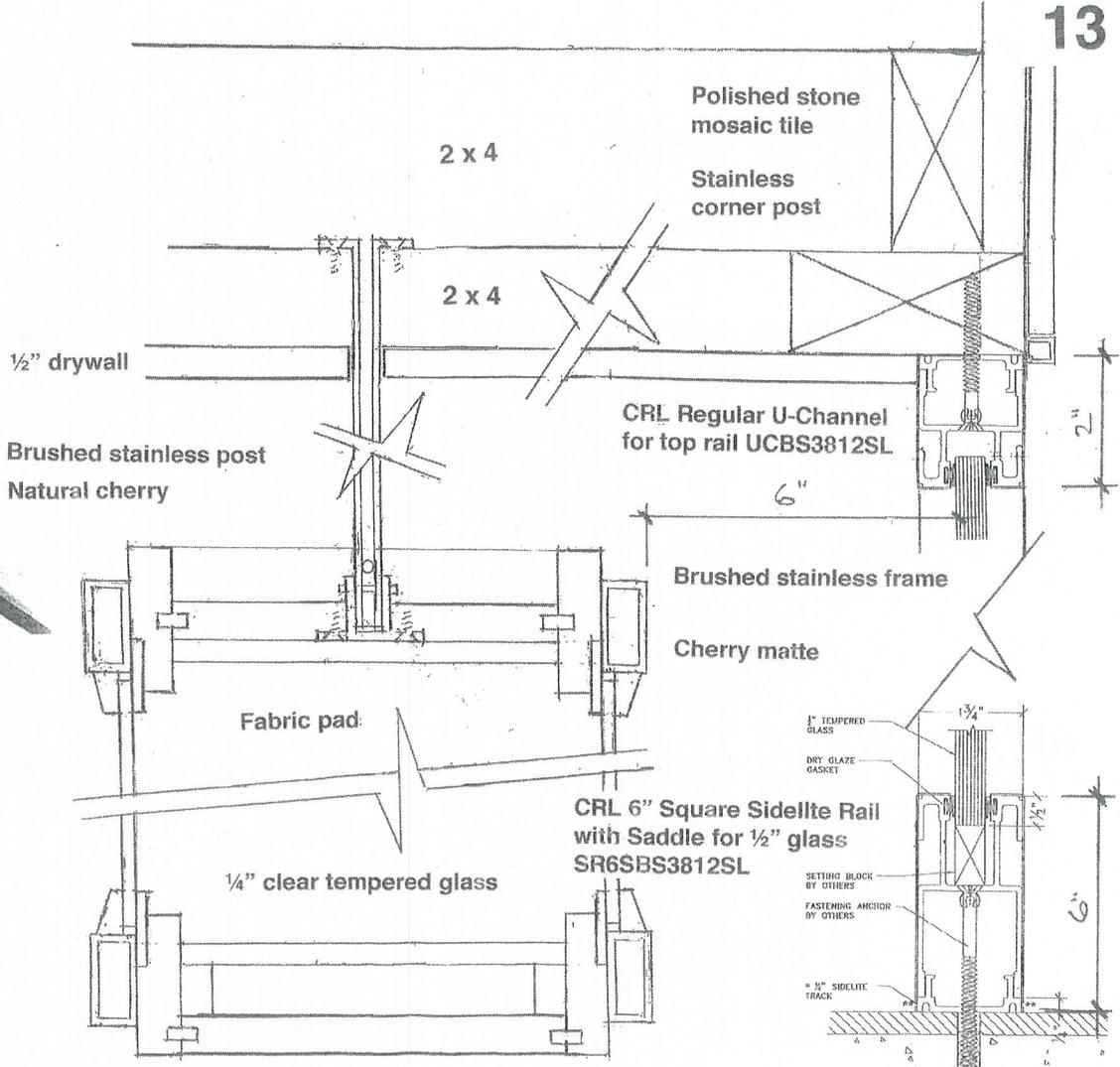
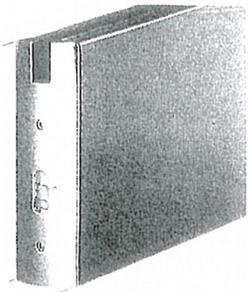


All displays are natural cherry with brushed stainless frames.

Proposed Storefront Elevation



CRL 6" Square Sidelite Rail with Saddle for 1/2" glass SR6SBS3812SL



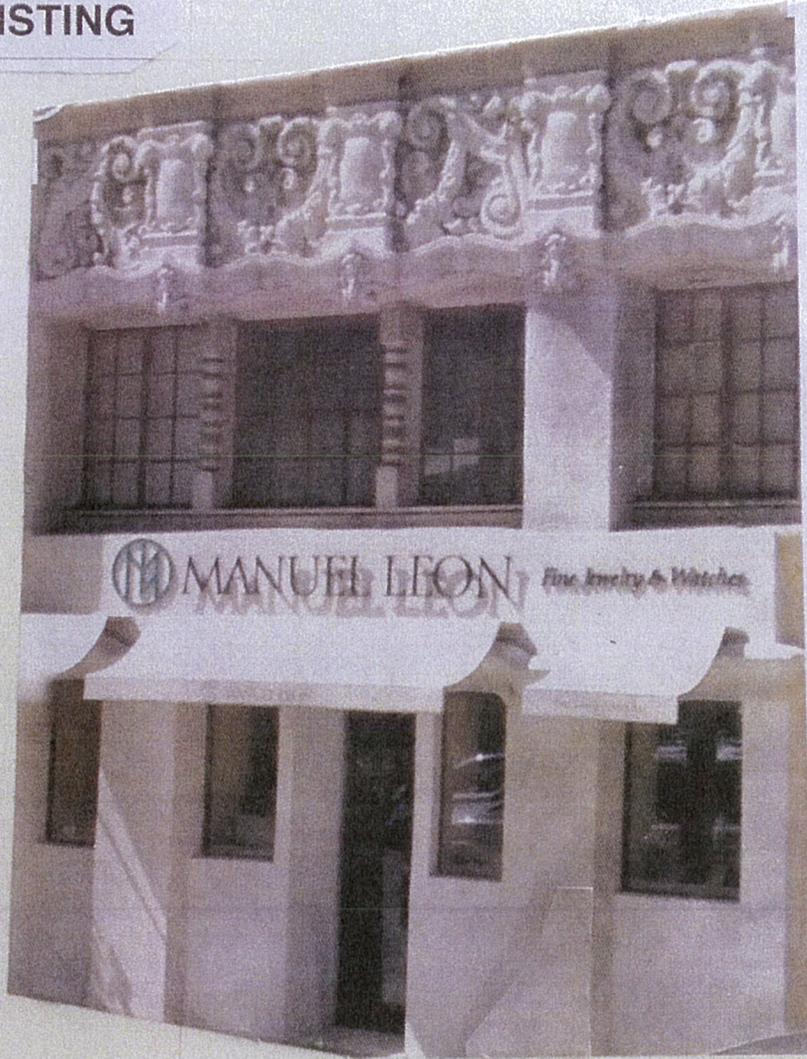
Section through Window and Display

STANDARD SIDELITE © SILL
 *ADDITIONAL SETTING TRACKS AVAILABLE
 **EXTENDED GLASS & ENDCAPS TO COVER TRACKS AVAILABLE ON REQUEST

CHRIS AIRE

9619 Brighton Way, Beverly Hills
Scope of work: Remodel

EXISTING



PROPOSED

BUSINESS ID

Illuminated channel letters (3" d x 12" h) ³
floated 1 1/2" from fascia in brushed
stainless finish

WALL AND FASCIA MATERIAL
Polished, natural stone mosaic
Mirage CS-94

CHRIS AIRE
9619

ADDRESS

Non-illuminated flat cut numbers (1/4" d x 6" h)
with a satin, charcoal finish and mounted
directly on the fascia.

CORNER TRIM

Polished, chrome strips
Blanke 304-340-10025

WINDOWS

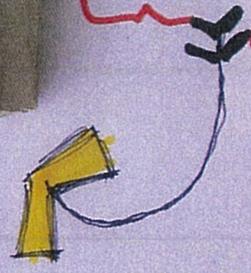
Clear, tempered 1/2" glass set in
brushed stainless 2" and 6" rails

DOOR

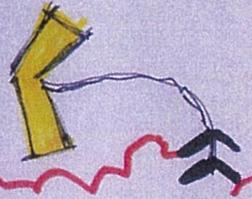
Clear, tempered 1/2" glass with brushed
stainless rails and handles

All display cases are natural
straight-grain oak and cherry,
clear tempered glass and
brushed stainless

3/4" MARBLE
THRESHOLD



1/2" CLEAR,
TEMPERED GLASS





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Attachment C:
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 REMODEL AND BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 9601 BRIGHTON WAY (CHRIS AIRE – PL1227038).

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

Section 1. David Cho, agent, on behalf of the property owner, Bijan Chad, and the tenant, Chris Aire (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification sign for the property located at 9601 Brighton Way.

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 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. 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

