



Architectural Commission Report

Meeting Date: Wednesday, November 14, 2012

Subject: **CHRISTOFLE**
9501 Brighton Way
Request for approval of a façade remodel and business identification sign.
(PL1228945)

Project applicant: Walter Price

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade modification and business identification sign for Christofle at 9501 Brighton Way. The façade modifications include replacement of the existing awning with black awning fabric and awning lighting, a new storefront system with clear glazing and matte black brass clad framing, and honed stone beige façade with a black powder coated perforated panel.

The applicant is also requesting one business identification sign, to read "Christofle", which is 24 SF in size and consists of stainless steel nail heads projecting from the perforated panel. The maximum sign area for the store is 32 SF. A sign on the awning valance, proposed at 6" in height, is also requested.

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.

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



Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

Attached 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
 - Eight (8) 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: 2
 - Building Identification Sign(s)
 - Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
 - Number of signs proposed:
 - Other:
- Remodel: Int. & Ext, no floor area added
 Remodel: Int. & Ext, floor area added
 Awning(s): New Recovery
 Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes:

1. Renovate existing two-story facade:
 - Replace existing awning with new black awing fabric, open sides, white silk screened logo & new armature in black.
 - New storefront system/frame clad in black. Entry door to be frame less.
 - Clad upper facade (all the way up to underside of communal cornice) with powder coated perforated panel backed with polished stainless steel, with applied polished stainless steel logo.
 - New lighting under awning and under cornices.
 - New exterior stone floor
 - Remove previously projected out window display area and bring it back to align with adjacent piers and inclose the expose previous existed open vestibule to flush with new storefront.
2. Renovate total of 927 sq.ft. of retail space and back of house.



D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

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 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>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID	1	2'-8 5/8"H x 8'-11 5/8" L. (O.A. TEXT HT. IS 2'-1 1/2")	24 SQ. FT.	32 SQ. FT.
2	Business ID	1	6"H X 2'-1 5/8"L (LETTER 'F' IS 7-1/8"H).	1 SQ. FT.	Included in No. 1
3	Business ID (Interior)	1	6-1/8"H x 1'-8 1/8" L. (O.A).	0.66 SQ. FT.	5 SQ. FT.
4					
5					

B 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: BLACK PREFORATED SHEET METAL + HONED BEIGE STONE
Texture /Finish: PERFORATED METAL: SATIN FINISH. BEIGE STONE: HONED.
Color / Transparency: METAL: BLACK. STONE: BEIGE

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

Material: STOREFRONT FRAME - BLACKEN BRASS CLAD
Texture /Finish: MATTE
Color / Transparency:

ROOF

Material: EXISTING. NO CHANGE.
Texture /Finish:
Color / Transparency:

COLUMNS

Material: PIERS - STONE CLAD
Texture /Finish: HONED
Color / Transparency: BEIGE

BALCONIES & RAILINGS

Material: N/A
Texture /Finish:
Color / Transparency:

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

Material: N/A
Texture /Finish:
Color / Transparency:

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

AWNINGS, CANOPIES

Material: METAL AWNING FRAME + SUNBRELLA AWNING FABRIC
Texture /Finish: SATIN METAL FRAME + MATTE FABRIC
Color / Transparency: BLACK AWNING FRAME + BLACK AWNING FABIC

DOWNSPOUTS / GUTTERS

Material: N/A
Texture /Finish:
Color / Transparency:

BUSINESS ID SIGN(S)

Material: LOGO COMPOSED BY POLISHED STAINLESS STEEL DOTS/NAIL HEADS
Texture /Finish: 90% OF NAIL HEADS ARE SMOOTH; 10% OF NAIL HEADS ARE ENGRAVED PATTERN
Color / Transparency:

BUILDING ID SIGN(S)

Material: SILKSCREEN LOGO ON AWNING VALENCE
Texture /Finish: SATIN/SMOOTH
Color / Transparency: WHITE LETTER OVER BLACK AWNING FABRIC

EXTERIOR LIGHTING

Material: SPOT METAL HALIDE UNDER WITHIN AWNING AND BELOW PARAPET
Texture /Finish: SATIN
Color / Transparency: BLACK LIGHT FIXTURE

PAVED SURFACES

Material: STONE
Texture /Finish: HONED
Color / Transparency: DARK GRAY

FREESTANDING WALLS AND FENCES

Material: N/A
Texture /Finish:
Color / Transparency:

OTHER DESIGN ELEMENTS

Material: N/A
Texture /Finish:
Color / Transparency:

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

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1.** *Describe* how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

Please see attached sheets

- 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.

Please see attached sheets

- 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.

Please see attached sheets

- 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.

Please see attached sheets

- 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.

Please see attached sheets

Section 4A

- 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.*

RESPONSE: The minimal façade and simple elegance of the remodeled 2-story Christofle façade emulates and is sympathetic to the surrounding streetscape on Brighton Way. Christofle's branding relies on minimalist simplicity and high-end materials, aligning it with the taste and values of the city of Beverly Hills.

The massing of the façade is similar to other examples in the business triangle, and is balanced in both arrangement and material with the adjacent properties. It will continue to allow for broad vistas along Brighton Way.

- 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.*

RESPONSE: External noise/sound infiltration is limited due to the narrow storefront and the adjacent buildings, which provide a noise and vibration buffer to either side.

Internal noise emission is minimized in the same way, and though the amount of storefront glazing might allow some noise penetration, this high-end silver flatware and home accessories boutique does not generate noticeable noise or vibration to the public right of way.

- 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.*

RESPONSE: The façade consists of a perforated black metal panel over a field of cream colored stone. This is flanked by stone piers that match the field in the center. The company logo is subtly presented within the panel using polished stainless steel nail heads to accentuate the detail-oriented craftsmanship the brand is known for. This design presents a high-end look using materials and palettes that are in keeping with the Beverly Hills business district.

Below the panel is a sleek black awning that is sympathetic to the massing of the surrounding shops. The façade below the awning, including the door, is completely glazed with minimal black mullions to allow

RE: ARCHITECTURAL REVIEW APPLICATION_SUPPORTING DOCUMENT

PROJECT: CHRISTOFLE_ LOCATION: 9515 BRIGHTON WAY, BEVERLY HILLS, CA 90210

light and views from the street into the store. Mirror polished metal fittings on the door express the company's landmarks, and elegantly finish the door.

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.

RESPONSE: The proposed changes do not change the use of the building for purposes of the General Plan. The project is located within the Business Triangle District and is in a Pedestrian Oriented Area. These designations promote pedestrian oriented use, in keeping with the continued retail use of this location.

The glazing of the refreshed façade will continue to provide an unobstructed portal into the space, revealing pedestrian activity on Brighton Way when inside the store.

The façade renovation complements the city's land use elements, specifically LU2 – Community Character and Quality and LU11 – Well-Designed and Attractive Districts. The continued presence of this retail location in the district contributes to LU10 – Economically Viable Districts and LU15 – Economic Sustainability.

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.

RESPONSE: This retail store is a permitted use under the municipal code for the Commercial Zone C-3. The project meets all applicable requirements in the municipal code.

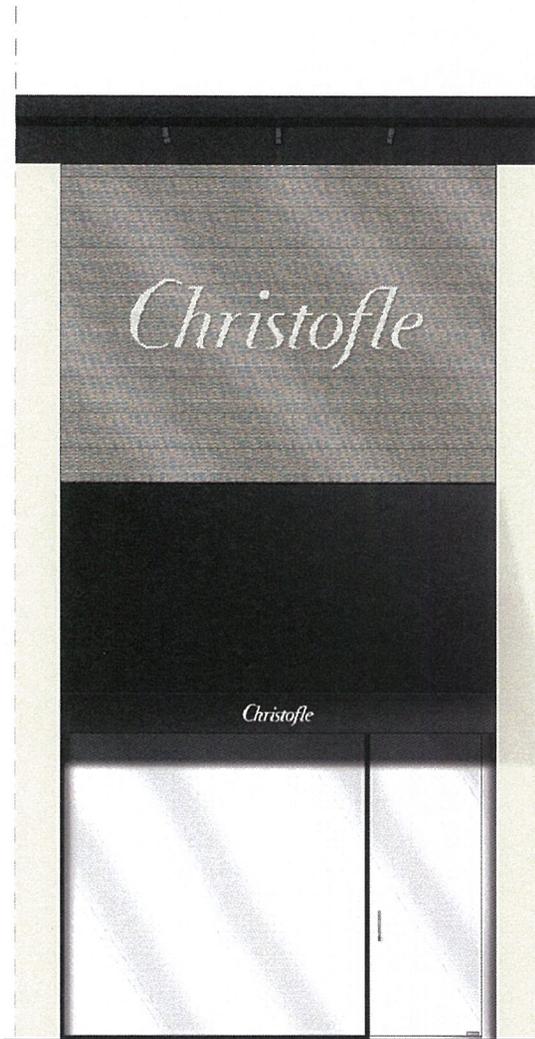


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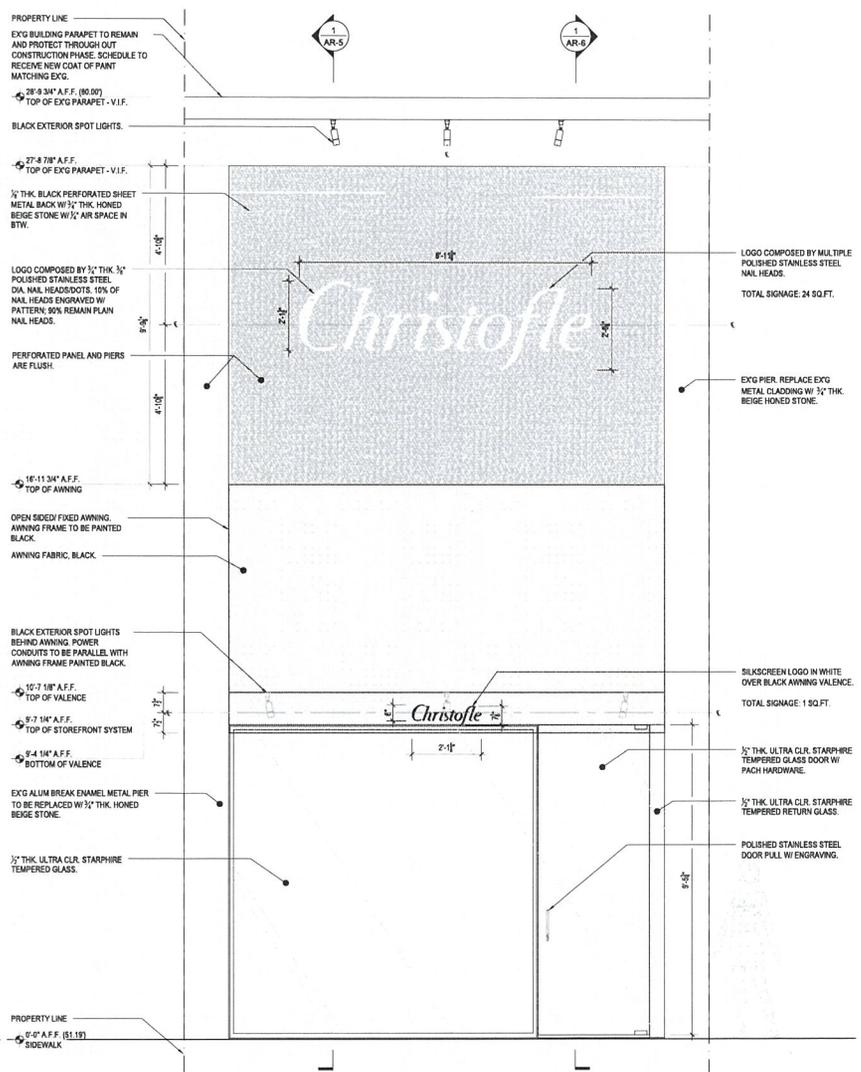
455 North Rexford Drive
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Attached B:

Design Plans, Cut Sheets
and Supporting Documents



1 PROPOSED FRONT ELEVATION RENDERING
1/2" = 1'-0"



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

PROPOSED FRONT FACADE ELEVATION & RENDERING
SHEET #: AR-4

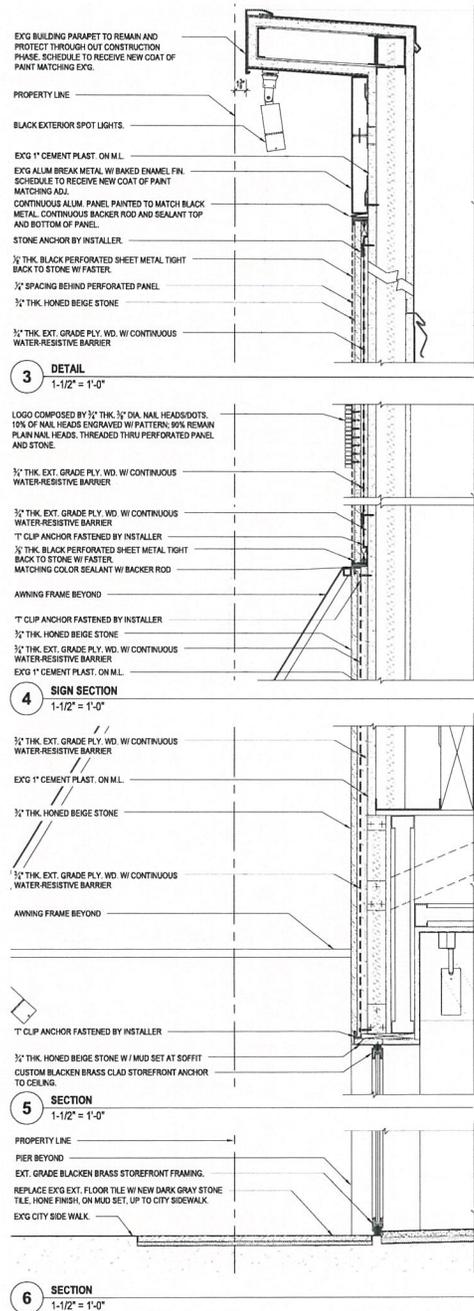
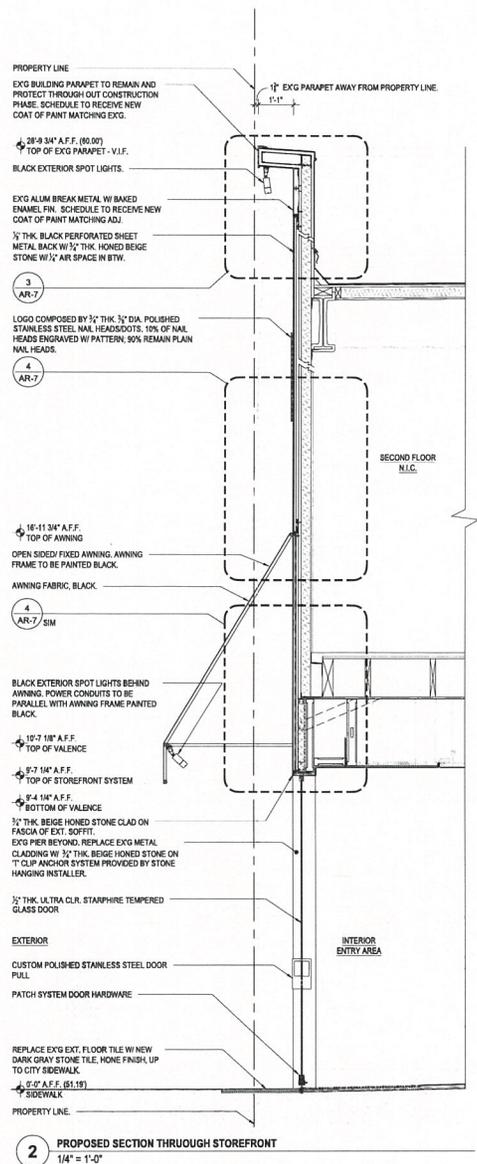
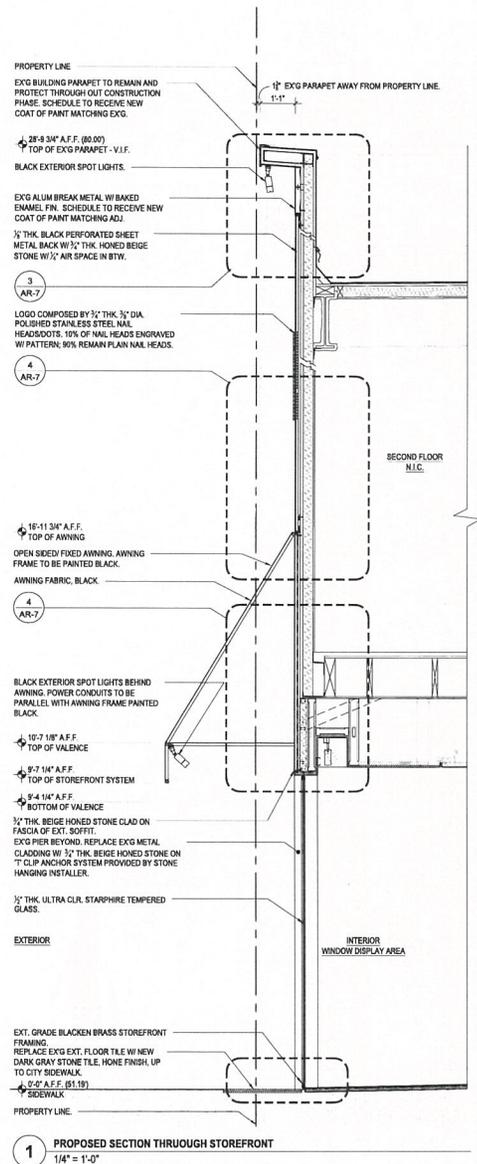
DATE: 25, OCTOBER 2012
PROJECT NUMBER: 389.1201.01

Christofle **FACADE AND INTERIOR RENOVATION**

9515 BRIGHTON WAY
BEVERLY HILLS, CA 90210

OWNER: MARK TRONSTEIN
PROPERTY MANAGEMENT:
INVESTORS PROPERTY MANAGEMENT
P.O. BOX 251858
LOS ANGELES, CA 90025-1858
P: 310.930.1673
F: 310.988.2514
PROJECT ADDRESS:
9515 BRIGHTON WAY,
BEVERLY HILLS, CA 90210
R-E-D Architectural Group

O'NEIL LANGAN
ARCHITECTS
PLANNING • ARCHITECTURE • INTERIORS
2025 WILSON BLVD., SUITE 200, BEVERLY HILLS, CA 90210
P: 310.988.2514 F: 310.988.2514



PROPOSED STOREFRONT & ENTRY SECTIONS & DETAILS
SHEET #: AR-7

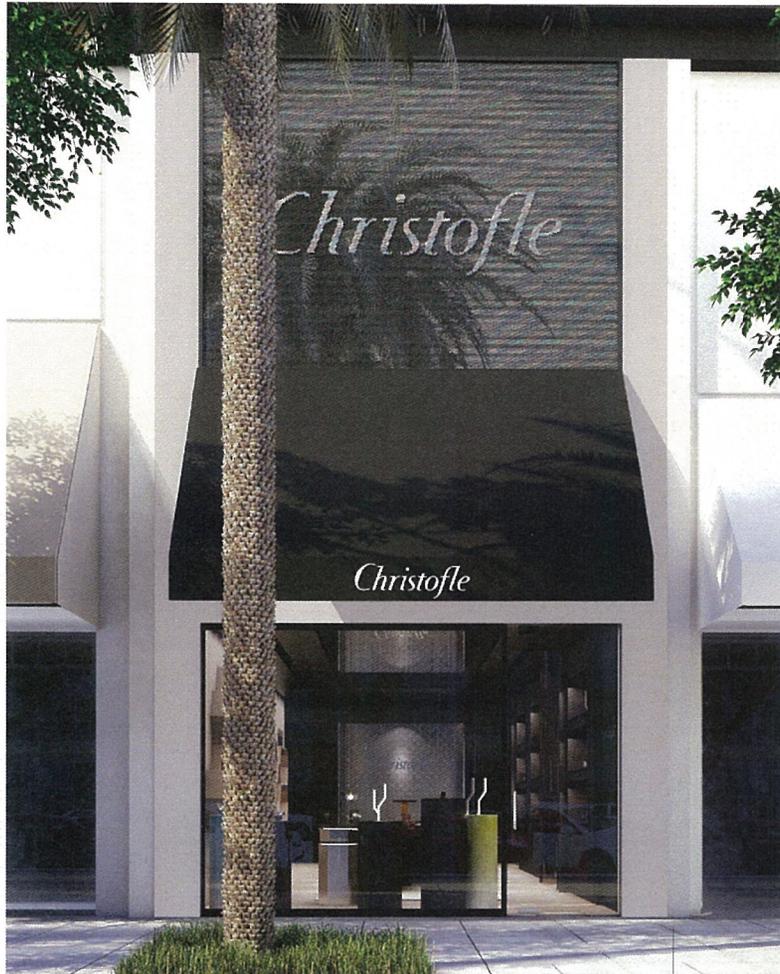
DATE 25, OCTOBER 2012
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Christofle **FAÇADE AND INTERIOR RENOVATION**
9515 BRIGHTON WAY
BEVERLY HILLS, CA 90210

OWNER: MARK TRONSTEIN
PROPERTY MANAGEMENT:
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F: 310.868.2514
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F: 310.877.8888



← 9521 BRIGHTON WAY / BONIFANT → 9515 BRIGHTON WAY / SUBJECT PROPERTY / CHRISTOFLE → 9511 BRIGHTON WAY / WOLFORD →

1 FRONT FACADE RENDERING
SCALE: ±1/2" = 1'-0"



2 FRONT FACADE RENDERING
SCALE: ±3/8" = 1'-0"

3D RENDERING
SHEET #: AR-10

DATE 25, OCTOBER 2012
PROJECT NUMBER 389.1201.01

Christofle **FACADE AND INTERIOR RENOVATION**
9515 BRIGHTON WAY
BEVERLY HILLS, CA 90210

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455 North Rexford Drive
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Attached 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 9501 BRIGHTON WAY (CHRISTOFLE – PL1228945).

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

Section 1. Walter Price, applicant, on behalf of the property owner, Mark Tronstein, and the tenant, Christofle (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification sign for the property located at 9501 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 **November 14, 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:

William Crouch, Commission Secretary
Community Development Department

Adopted: **November 14, 2012**

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 **November 14, 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

