City of Beverly Hills
Planning Division
455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, November 14, 2012

Subject: **THEORY**
408 North Beverly Drive
Request for approval of a façade remodel, a business identification sign, and a construction barricade.
(PL1229278)

Project applicant: Veno Jamavan

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a business identification sign, and a construction barricade for Theory at 408 North Beverly Drive. The façade remodel includes an anodized black alucobond cladding and a storefront system with clear glazing.

The applicant is also requesting one business identification sign, to read "Theory", which is 15.3 SF in size and consists of backlit, translucent white acrylic logo cut out. The maximum sign area for the storefront is 60 SF.

A construction barricade is also proposed to include only a business identification sign and opening date information. As no graphic is proposed, the construction barricade does not require review by the Architectural Commission but it is included as part of the applicant's complete architectural review package.

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

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: 1
☐ 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:

ONE STORY COMMERCIAL RETAIL REMODEL. IMPROVEMENT TO EXISTING SPACE, EXTERIOR FACADE, AND SIGNAGE. NO IMPROVEMENT TO EXISTING STRUCTURE.

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

☐ R-4	☐ R-4X	☐ R-4	☐ R-4-P	☐ R-4X2
☐ R-3	☐ RMCP	☒ C-3	☐ C-3A	☐ C-3B
☐ C-5	☐ C-3T-1	☐ C-3T-2	☐ C-3T-5	☐ C-5

☐ 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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)	1	8'-10 1/4" X 1'-7"	15.3	60
2					
3					
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: METAL PANEL
Texture /Finish: MATTE FINISH
Color / Transparency: BLACK ANNODIZED

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

Material: GLASS
Texture /Finish: SMOOTH GLAZING
Color / Transparency: CLEAR

ROOF

Material: EXISTING TO REMAIN
Texture /Finish:
Color / Transparency:

COLUMNS

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

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: ACRYLIC LOGO CUT OUT OF BLACK METAL PANEL SHEET AND BACKLIT
Texture /Finish: SMOOTH
Color / Transparency: WHITE TRANSLUCENT

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: CONCRETE TO MATCH EXISTING SIDEWALK
Texture /Finish:
Color / Transparency:

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.**

THE PROPOSED FACADE IS BLACK ANNODIZED METAL PANEL WITH FRAMELESS CLEAR GLASS WINDOWS AND DOORS. THE BUSINESS ID SIGNAGE IS OF BACKLIT ACRYLIC CUT OUT OF THE METAL PANEL. THE DESIGN CREATES A MODERN EXPRESSION OF MATERIALS TO BETTER RELATE TO THE TREND AND BUSINESS PATRON. IT HAS THE LEVEL OF DETAIL AND CARE THAT IS CONSISTENT WTIH OTHER EXAMPLES OF GOOD ARCHITECTURE FOUND IN BEVERLY HILLS.

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.**

THERE IS NO CHANGE IN THE TYPE OF OCCUPANCY. THE PROPOSED WINDOW DISPLAY AND DOORS ARE SIMILAR TO WHAT IS EXISTING. THE NEW FACADE REMODEL AND NEW SIGN DO NOT APPEAR TO MODIFY ANY EXISTING BARRIERS TO THE EXTERNAL AND INTERNAL NOISE AND IS NOT ANTICIPATED TO MAKE THE ENVIRONMENT LESS FAVORABLE.

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.**

THE PROPOSED MATERIALS ARE OF HIGH QUALITY AND IN GOOD TASTE. THE PROPOSED DESIGN DOES NOT APPEAR TO BE INFERIOR IN QUALITY AND WOULD THEREFORE NOT DEGRADE THE LOCAL ENVIRONMENT IN APPEARANCE OR VALUE.

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.**

THE MASS AND SCALE OF THE PROPOSED REMODEL IS MAINTAINED AND IS IN CONFORMITY WITH THE PREVAILING USES IN THE GENERAL AREA WITH OTHER SIMILAR PROJECTS APPROVED BY THE COMMISSION. THE STORE LAYOUT AND FACADE DESIGN ARE IN HARMONY AND COMPLIANCE WITH THE GENERAL PLAN OF BEVERLY HILLS AND WITH ANY PRECISE PLANS ADOPTED PURSUANT TO THE GENERAL PLAN.

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.**

THE APPEARANCE OF THE PROPOSED WORK IS COMPATIBLE WITH ADJACENT DEVELOPMENT IN ITS USE OF MATERIALS, COLORS, AND OPENINGS AND THEREFORE SHOULD NOT PRESENT ANY VIOLATIONS OF THE MUNICIPAL CODE OR OTHER APPLICABLE LAWS.

Attached B:
Design Plans, Cut Sheets
and Supporting Documents

2 PROPOSED STOREFRONT
SCALE: NTS

1 EXISTING STOREFRONT
SCALE: NTS

theory

408 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

8330 San Vicente Blvd, Suite 200 Los Angeles, California 90048
www.gruenassociates.com T 323 937 4270 F 323 937 6001

CONSULTANT

ARCHITECT/ENGINEER SEAL

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IF SHEET IS LESS THAN 22"x34", THIS IS A REDUCED PRINT. REDUCE SCALE ACCORDINGLY.

KEY PLAN

NO.	DATE	ISSUED FOR	BY

11.05.12 ARCH. REVIEW BOARD

BASE FILE NAMES

DRAWN BY

CHECKED BY

SCALE

DATE

PROJECT NO.

EXISTING AND PROPOSED STOREFRONT ELEVATIONS

SHEET TITLE

G101

SHEET NO.

theory

408 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

5930 San Vicente Blvd. Suite 200 Los Angeles, California 90048
www.gruenassociates.com T 323 937 4270 F 323 937 6001

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KEY PLAN

NO	DATE	ISSUED FOR	BY

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SCALE

DATE

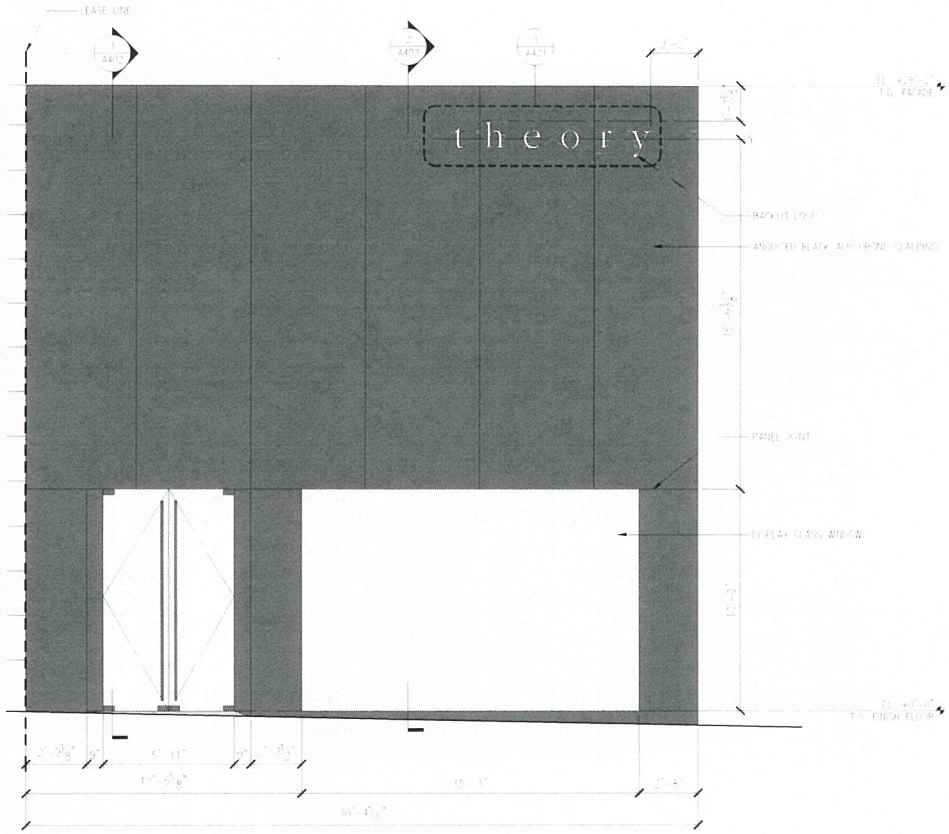
PROJECT NO.

PROPOSED STREETSCAPE PHOTOMONTAGE

SHEET TITLE

G103

SHEET NO.



theory

408 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

5330 San Vicente Blvd. Suite 200 Los Angeles, California 90048
www.gruenassociates.com T 323 937 4270 F 323 937 6011

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KEY PLAN

NO.	DATE	ISSUED FOR	BY

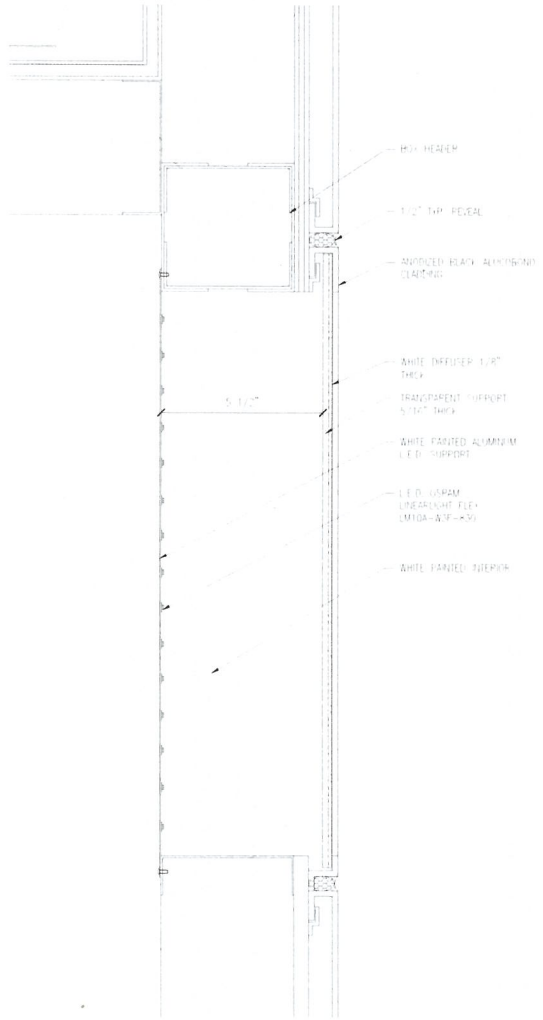
BASE FILE NAMES	
DRAWN BY	
CHECKED BY	
SCALE	
DATE	
PROJECT NO.	

STOREFRONT ELEVATION

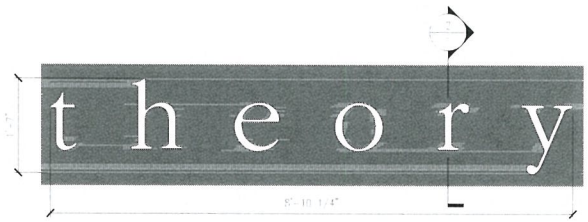
SHEET TITLE

A301

SHEET NO.



2 ENLARGED THEORY SIGNAGE SECTION



1 ENLARGED THEORY SIGNAGE

SIGNAGE SCHEDULE

SIGNAGE TYPE	PROPOSED AREA	ALLOWABLE AREA
THEORY	[illegible] SQ. FT.	[illegible] SQ. FT.

theory

408 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

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ARCHITECTURE PLANNING INTERIORS

8930 San Vicente Blvd. Suite 200 Los Angeles, California 90048
www.gruenassociates.com T 323 937 4270 F 323 937 5031

CONSULTANT

ARCHITECT/ENGINEER SEAL

The drawings and specifications, ideas, designs, and arrangements are and shall remain the property of the Architect. No part thereof shall be copied or used in connection with any work or project other than the specific project for which they have been prepared without the written consent of the Architect. Visual contact with these drawings or specifications shall constitute evidence of such acceptance of these restrictions.
Written dimensions on these drawings shall have precedence over scaled dimensions. Contractor shall verify and be responsible for all dimensions and conditions on the job. Any discrepancies must be notified of any variations from the dimensions and conditions shown by these drawings. Any details must be submitted to this office for approval before proceeding with fabrication.

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KEY PLAN

NO.	DATE	ISSUED FOR	BY

BASE FILE NAMES

DRAWN BY

CHECKED BY

SCALE

DATE

PROJECT NO.

SIGNAGE DETAILS

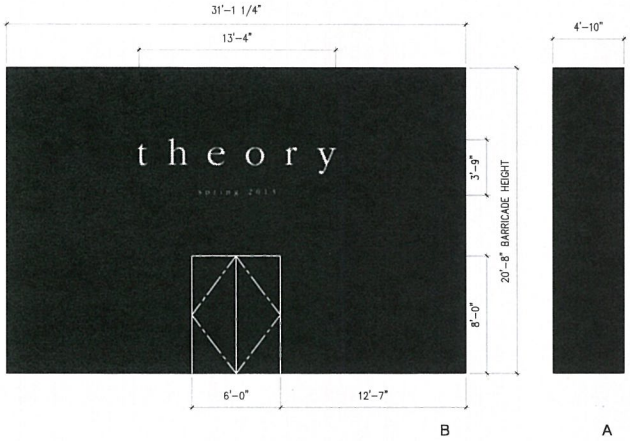
SHEET TITLE

A421

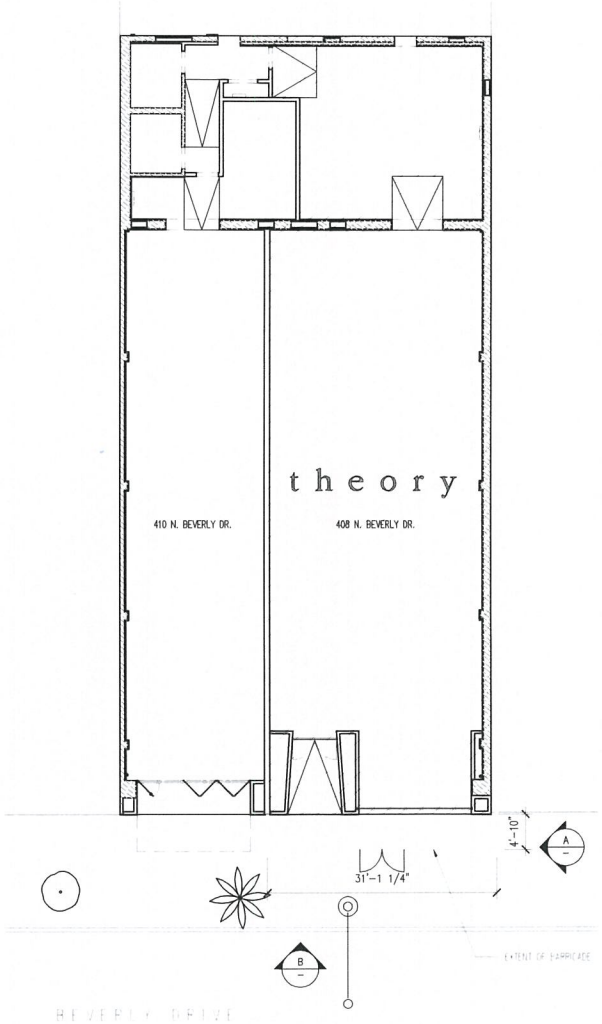
SHEET NO.

SIGNAGE SCHEDULE

SIGN NO.	SIGN	CONSTRUCTION	AMOUNT	AREA (EACH SIGN)	TOTAL AREA
1	THEORY	BARRICADE SIGNAGE	1	50 SQ. FT.	50.0 SQ. FT.
				ALLOWABLE	62.0 SQ.FT



ELEVATIONS



SITE PLAN

theory

BARRICADE

408 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

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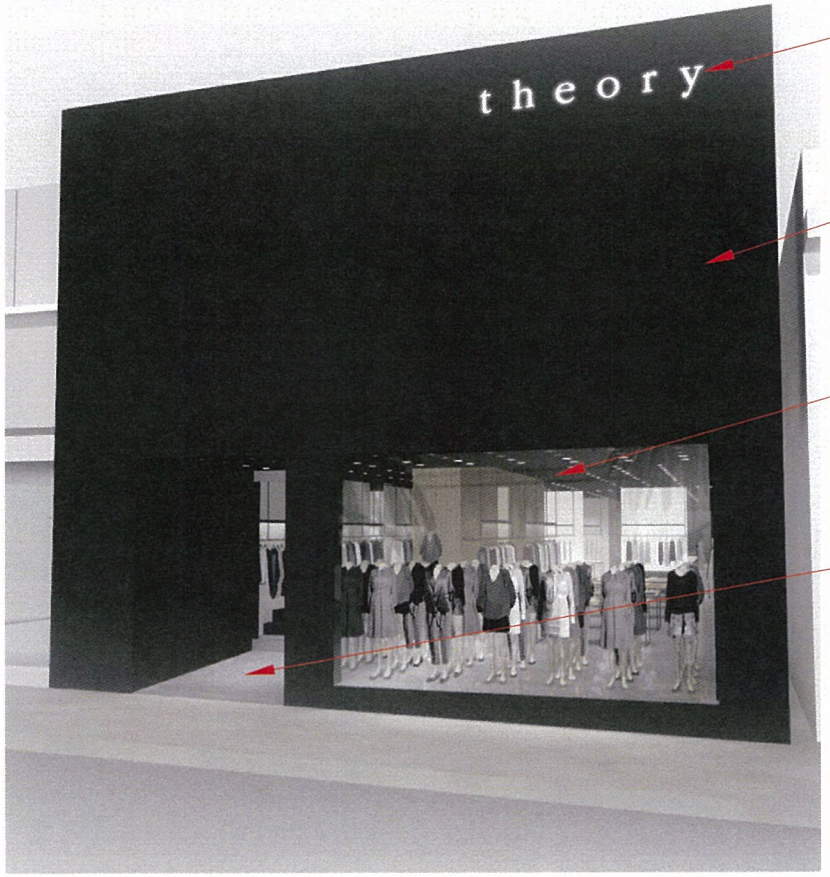
ARCHITECTURE PLANNING INTERIORS

November 2012



WHITE POLYCARBONATE

BLACK ALUCOBOND

CLEAR GLASS

CONCRETE

theory

MATERIALS

408 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

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ARCHITECTURE PLANNING INTERIORS

November 2012

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, A BUSINESS IDENTIFICATION SIGN, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 408 NORTH BEVERLY DRIVE (THEORY – PL1229278).

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

Section 1. Veno Jamavan, applicant, on behalf of the property owners, L3 Capital LLC, and the tenant, Theory (Collectively the "Applicant"), has applied for architectural approval of a façade remodel, a business identification sign, and a construction barricade for the property located at 408 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 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, 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:

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