



Architectural Commission Report

Meeting Date: Wednesday, February 20, 2013

Subject: **U.S. ALTERATION**
8692 Wilshire Boulevard
Request for approval of a façade remodel, new landscaping, and business identification signage.
(PL1301914)

Project agent: Gerald and Ilene Sraberg

Recommendation: Conduct public hearing to discuss the project details and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, new landscaping, and business identification signage for the new U.S. Alteration art gallery at 8692 Wilshire Boulevard. The façade remodel includes the following:

- Painting of existing travertine façade panels and stucco facade in black (low lustre finish);
- Painting of existing railings and metal doors in black (all located on Hamel Drive elevation);
- Removal of existing entryway sidelights and replacement of new aluminum entryway door;
- New black and white striped awning over existing entryway, and;
- New LED strip lighting along front façade to illuminate the building.

The applicant is also requesting business identification signage, to be located on each street-facing façade. Each sign consists of a heat applied vinyl decal in a matte black finish. Pursuant to §10-4-604 of the Beverly Hills Municipal Code (BHMC), in addition to a business identification sign on the primary entrance elevation, a ground floor business may also have a business identification sign located on a non-entrance elevation, so long as that elevation faces a public street. This additional sign is limited to a maximum size of 30 SF. The proposed sign areas for each elevation are as follows:

Wilshire Boulevard

- Proposed sign area: 19.5 SF
- Maximum sign area: 97.7 SF
- Sign copy: Business logo

South Hamel Drive

- Proposed sign area: 29.5 SF
- Maximum sign area: 30 SF
- Sign copy: U.S. ALTERATION

Attachment(s):

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

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
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cgordon@beverlyhills.org



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The applicant is also requesting new landscaping along both the Wilshire Boulevard and South Hamel Drive elevations, which includes the following:

- Boxwood hedges (both elevations);
- One Canary Island Palm (Wilshire Boulevard entryway);
- Black gravel contained within existing concrete lip (Wilshire Boulevard);
- One King Alexander Palm (South Hamel Drive);
- 'Green Gem' ficus (South Hamel Drive), and;
- Trough planters with jasmine vines (second floor rear balcony);

Note: No landscape lighting is proposed.

The building was permitted for construction in 1955. The architect is listed as Palmer & Krisel; William Krisel is listed as a master architect by the City of Beverly Hills. However, per the review conducted by the City's Urban Designer, the proposed work is consistent with the *Secretary of Interior Standards for Rehabilitation* and does not compromise the integrity of the potentially historic structure.

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

No public notice was required for this project.



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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
 - 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:

Interior and Exterior remodel of existing 2-Story commercial building, rear deck and related parking area

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):
Parking

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 Sign(s)	1	4'-4" Wide x 4'-6" Tall	19.5 Sq Ft.	Total of 48.85' of Street Frontage (Wishire Blvd) 48.85' x 2 = 97.7sf. < 100 sf. Max Allowable Square footage = 97.7sf. +
2	Business ID Sign(s)	1	19'-6" Wide x 1'-6" Tall	29.25 Sq Ft	Total of 81.25' of Street Frontage (S Hamel Dr) 81.25' x 2 = 162.5 sf > 30 sf. Max Allowable Square footage = 30 sf. +
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: Existing travertine panels, block wall and stucco to remain
Texture /Finish: Painted , Low Lustre Finish
Color / Transparency: Benjamin Moore, Regal Select Waterbourne Exterior Paint, Black Exterior ready mix.

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

Material: (n) entry door -US Aluminum Series 250 Narrow Stile Door & Existing to remain
Texture /Finish:
Color / Transparency: Bronze Anodized to math (e)

ROOF

Material: Modified Bitumen
Texture /Finish: Class A Title 24 Compliant
Color / Transparency: White (Not seen from street)

COLUMNS

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

BALCONIES & RAILINGS

Material: Painted Steel
Texture /Finish: Painted
Color / Transparency: Black

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: Awning Weight Fabric
Texture /Finish:
Color / Transparency: Black and White Stripe

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Heat Applied Vinyl
Texture /Finish: Matte / Waterproof
Color / Transparency: Matte Black A-6080-0

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Boca Flasher - Line Voltage Linear LED Strip Fixture
Texture /Finish: HPNLS-HO
Color / Transparency:

PAVED SURFACES

Material: concrete with exposed black aggregate & repave (e) asphalt parking area
Texture /Finish:
Color / Transparency: (n) striping to meet ADA code at parking area

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:

The proposed landscape theme is a contemporary version of vintage Beverly Hills.

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 improvements to the building are in good taste, as they are harmonious with the urban feel that has continued to develop in the Beverly Hills commercial zone. The existing building, which was built in 1955, is not being altered other than: a proposed new color scheme, tasteful business identification signage, and landscape improvements. The proposed modifications add excitement, and uniqueness to this area, while at the same time, the existing urban scale is maintained.

- 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.**

The building in its present form has existed on the site for more than 50 years. The changes being proposed will have no impact on the external or internal noises, vibrations or other factors, which would tend to make the environment less desirable. The changes being proposed include plants, trees, and greenery, which will soften the look of the building, and will enhance the garden quality of the city.

- 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 new color scheme for the building is applied via a high quality paint, which has a 30 year lifetime. The landscaping, which is being added will be irrigated with a drip system, so as to keep the plants looking green and vibrant.

- 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 existing building on the site has been there for more than 50 years, and is in need of exterior refurbishment. The proposed color scheme is harmonious with other buildings in the vicinity, along Wilshire Blvd. The Architectural Commission, has found black, to be an acceptable, exterior finish color for other retail establishments, such as the Brioni store on Rodeo Drive.

- 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 current structure on the site is in conformance with the municipal code. The proposed improvements will not change: the height, floor area or parking requirements of the existing building on the site. The appearance of the buildings will be in keeping with other retail developments throughout the city of Beverly Hills.



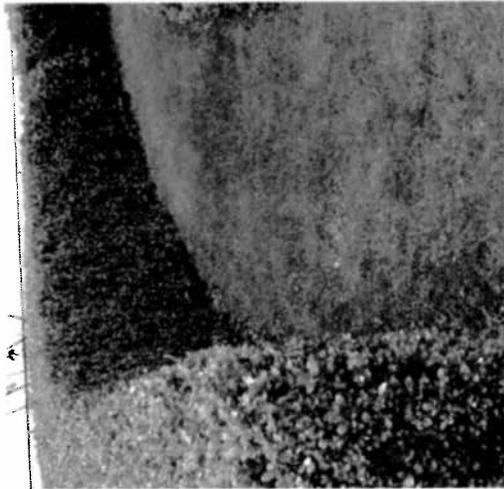
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Attachment B:

Design plans, cut sheets
and supporting elements



Hedges - Boxwood

1



Shrubs - Jasminum Angulare (South African)

3



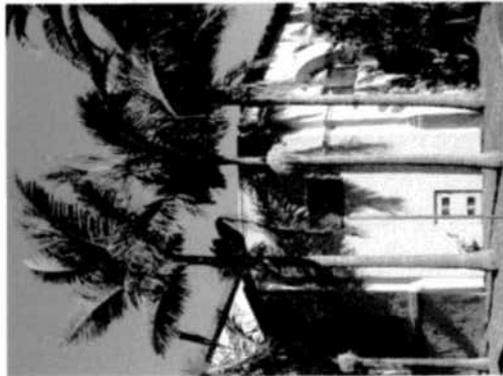
Hedges - Ficus Nitida

4



Trees - Canary Island Palm

5



Trees - King Alexander Palm

6



Trees - Olive Trees

6

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Los Angeles CA 90066
Phone 310 508 2704
Fax 310 471 4984

mike holz architect, inc

U.S. ALTERATION
8692 Wilshire Boulevard
Beverly Hills CA 90211



DATE: _____

SCALE: _____

PROJECT: _____

CLIENT: _____

NO. OF SHEETS: _____

SHEET NO.: _____

DATE: _____

BY: _____

FOR: _____

PROJECT: _____

CLIENT: _____

NO. OF SHEETS: _____

SHEET NO.: _____

DATE: _____

BY: _____

FOR: _____

Landscape
Images



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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, NEW LANDSCAPING, AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 8692 WILSHIRE BOUVELVARD (U.S. ALTERATION – PL1301914).

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

Section 1. Gerald and Ilene Sraberg, applicants and property owners, on behalf of the tenant, U.S. Alteration (Collectively the “Applicant”), have applied for architectural approval of a façade remodel, new landscaping, and business identification signage for the property located at 8692 Wilshire Boulevard.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section

15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 5. The Architectural Commission conducted a duly noticed public hearing on February 20, 2013 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. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **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.
3. **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.
4. **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.

5. **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.
6. **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.
7. **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.
8. **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

9. 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: February 20, 2013

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-13 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on February 20, 2013 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