



## Architectural Commission Report

**Meeting Date:** Wednesday, May 15, 2013

**Subject:** **LUCKY BRAND JEANS**  
**420 North Beverly Drive**  
Request for approval of a sign accommodation for multiple business identification signs and landscaping  
(PL1306573)

**Project agent:** David Magid – Lucky Brand Jeans

**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 sign accommodation for multiple business identification signs and landscaping. These elements are part of a larger façade remodel that was approved by the Architectural Commission on April 17, 2013 (Attachment A). At that meeting, the Commission directed that the applicant return to a future meeting with details on the exposed neon tube lighting for the business identification sign and refined details for the façade landscaping. At that meeting, the Commission expressed concern about the brightness of the neon as well as the appropriateness of the chosen vegetation (Creeping Fig) to be used as façade landscaping.

As a result of the Commission's comments, the applicant has continued to refine these elements of the project and have prepared plans to address the concerns. The modifications are as follows:

- Replacement of the Creeping Fig with a Boston Ivy plant;
- Increase height of planters to increase overall volume to accommodate expected plant growth;
- Installation of "self-adjusting neon transformer to dim proposed neon sign, and;
- Painting of façade behind sign to provide contrast for white neon on a white façade.

The plans were sent to a subcommittee consisting of Commissioners Gardner-Apatow and Peteris, as suggested by the Commission at its meeting on April 17, 2013. Overall, the subcommittee provided positive comments about the dimmable nature of the neon but continued to express concern about the volume provided in the planter to allow for future plant growth. This information has been shared with the applicant with direction to provide further design and technical information.

### 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.

Attachment(s):

- A. Approved Façade Design (April 17, 2013)
- B. Design Plans, Cut Sheets & Supporting Documents for Signage/Landscaping
- C. DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Associate Planner

(310) 285-1191

[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## **Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – May 15, 2013

### **ENVIRONMENTAL ASSESSMENT**

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

### **PUBLIC OUTREACH AND NOTIFICATION**

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, May 3, 2013. To date, staff has not received any comments in regards to the submitted project. .



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – May 15, 2013

**Attachment A:**

Approved Façade Design (April 17, 2013)

WHITE NEON TUBE SIGNAGE



CAST STONE SURROUND



BRYANT PARK SCONCE  
(ANTIQUÉ BRASS FINISH)



CUSTOM CAST STONE  
PLANTER BOX



REFERENCE IMAGE ONLY.  
COLOR TO MATCH CAST  
STONE SURROUND.



WHITE-WASHED BRICK



CREEPING FIG



BRASS-FRAMED AWNING



Sunbrella Awning Fabric:  
Marine Blue: 4678-0000  
Natural: 4604-0000



SWISS COFFEE  
WOOD FRAME

ENTRY DOOR PULL  
(ANTIQUÉ BRASS FINISH)



DATE: 04/01/2013  
JOB NO:  
DRAWN:  
CHECKED:



711 N. FIELDER RD.  
ARLINGTON, TX 76012  
PH: (817) 635-5696  
FAX: (817) 635-5699

LUCKY BRAND  
BEVERLY DRIVE  
420 N. BEVERLY DRIVE  
BEVERLY HILLS, CA 90210

REVISIONS  
SUBMISSION  
04/01/2013

STOREFRONT  
MATERIALS

SHEET NUMBER

A-211



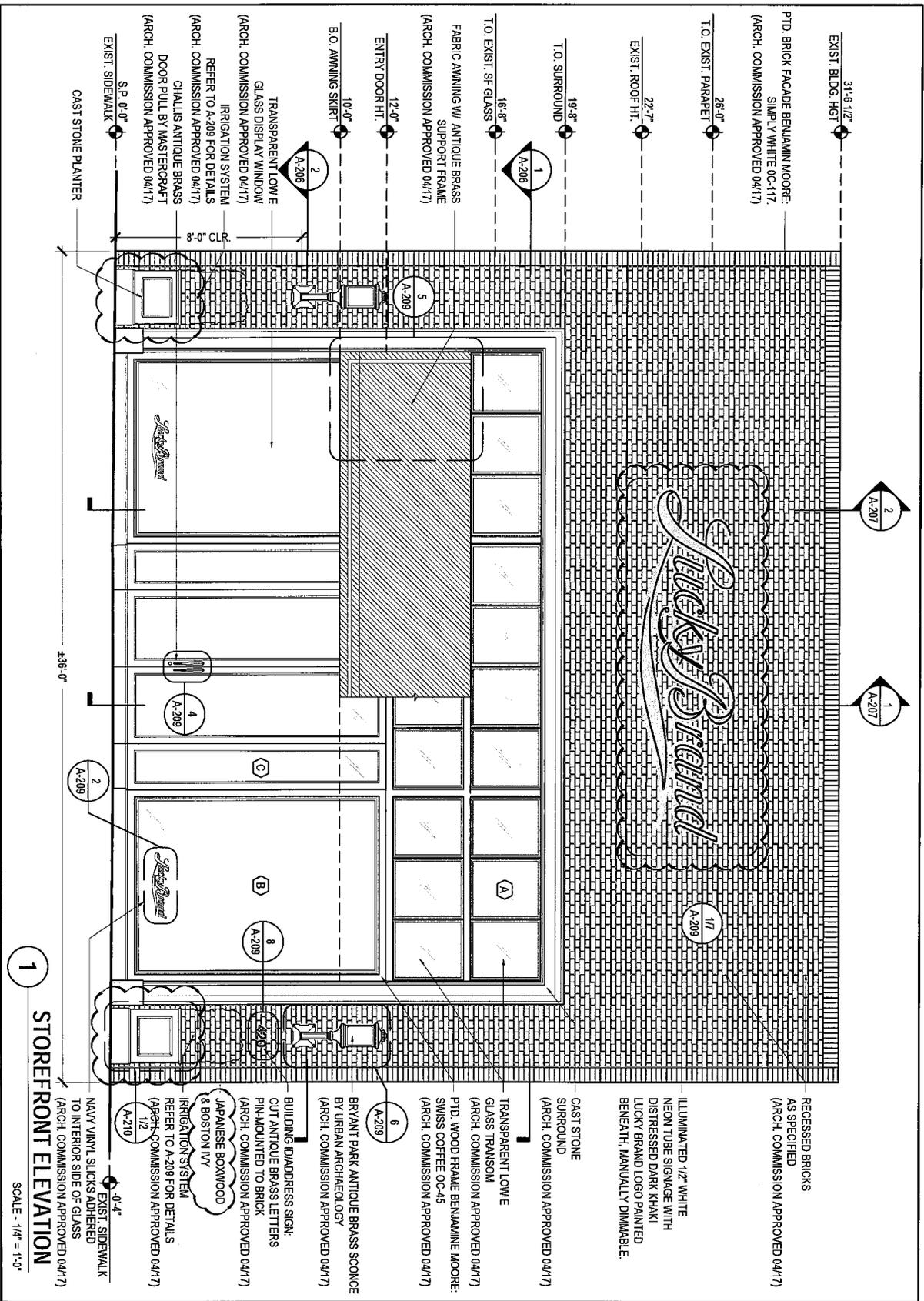
**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – May 15, 2013

**Attachment B:**

Design plans, cut sheets  
and supporting elements  
for signage/landscaping



DATE: 04/28/2013  
 JOB NO:  
 DRAWN:  
 CHECKED:



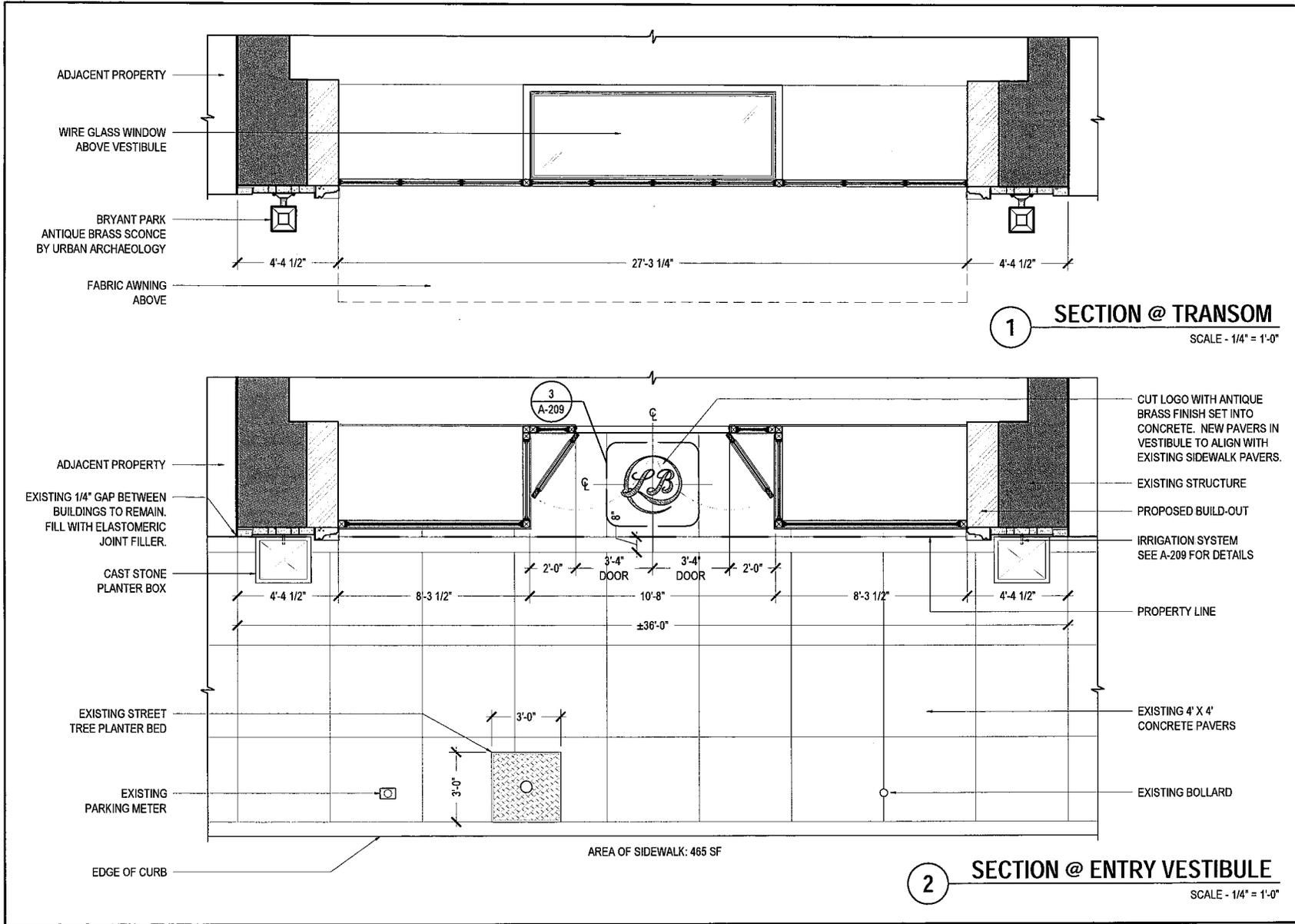
711 N. HEIDER RD.  
 ARLINGTON, TX 76012  
 TEL: (817) 555-5995  
 FAX: (817) 555-5999

LUCKY BRAND  
 BEVERLY DRIVE  
 420 N. BEVERLY DRIVE  
 BEVERLY HILLS, CA 90210

REVISIONS  
 A05 SUBMISSION 04/17/2013

STOREFRONT ELEVATION  
 SHEET NUMBER

A-205



DATE: 04/26/2013  
 JOB NO:  
 DRAWN:  
 CHECKED:

**CM**  
 CORTLAND  
 MORSE  
 ARCHITECT

711 N. FIELDER RD.  
 ARLINGTON, TX 76012  
 PH: (817) 635-5896  
 FAX: (817) 635-5899

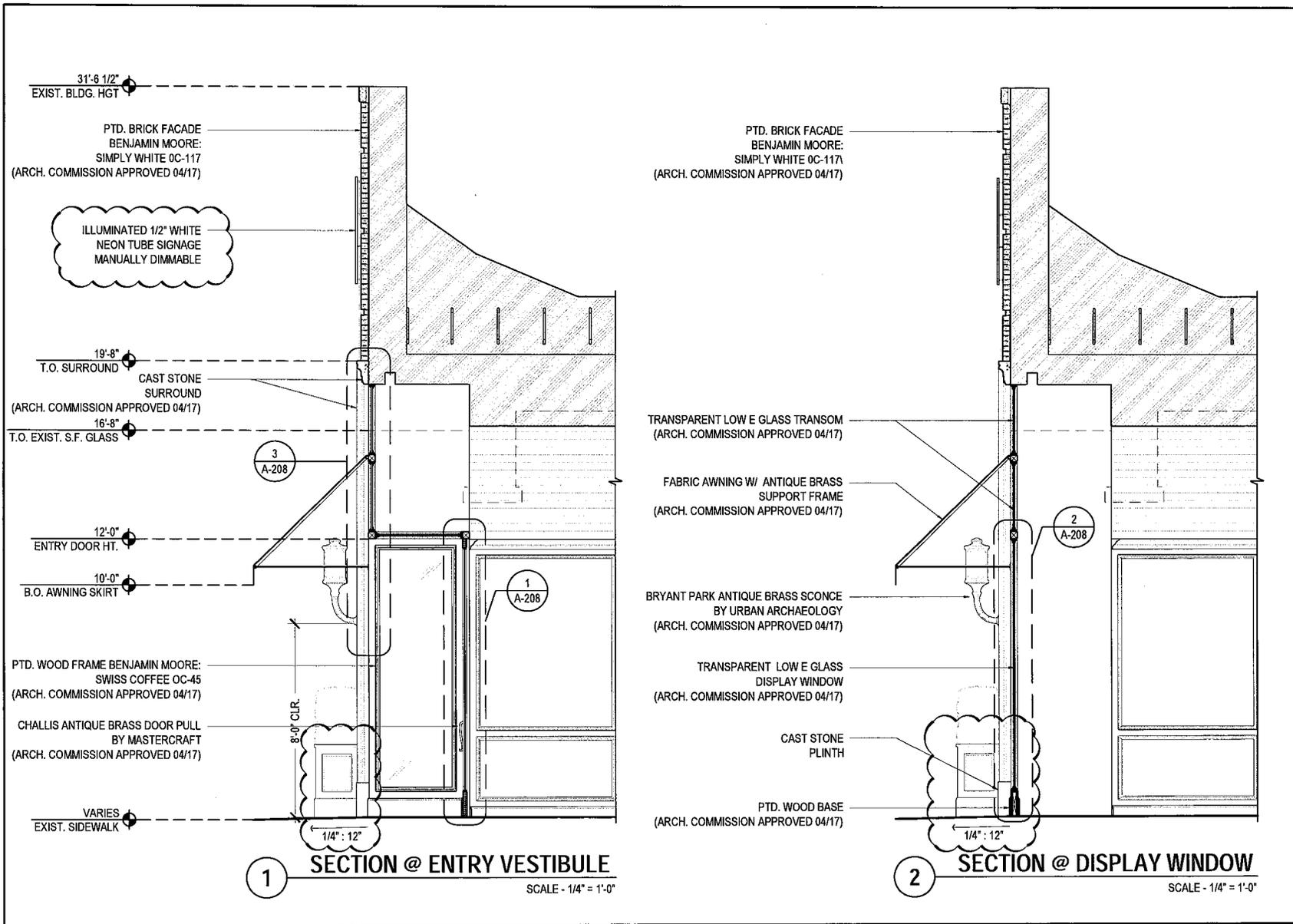
**LUCKY BRAND**  
 BEVERLY DRIVE  
 420 N. BEVERLY DRIVE  
 BEVERLY HILLS, CA 90210

**REVISIONS**  
 ARB SUBMISSION  
 04/17/2013

STOREFRONT  
 PLANS

SHEET NUMBER

A-206



DATE: 04/26/2013  
 JOB NO:  
 DRAWN:  
 CHECKED:

**CM**  
 CORTLAND  
 MORGAN  
 ARCHITECT

711 N. FIELDER RD.  
 ARLINGTON, TX 76012  
 PH: (817) 635-5696  
 FAX: (817) 635-5699

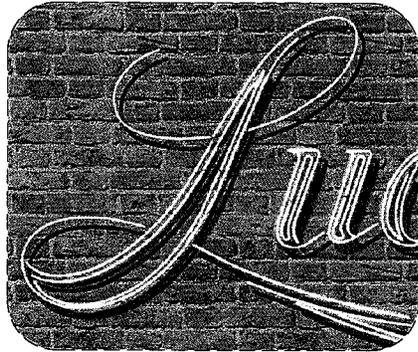
LUCKY BRAND  
 BEVERLY DRIVE  
 420 N. BEVERLY DRIVE  
 BEVERLY HILLS, CA 90210

REVISIONS  
 AFB SUBMISSION  
 04/17/2013

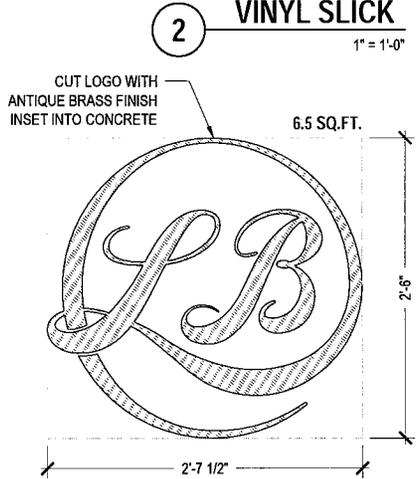
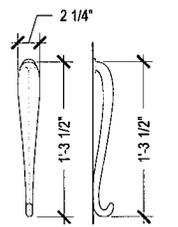
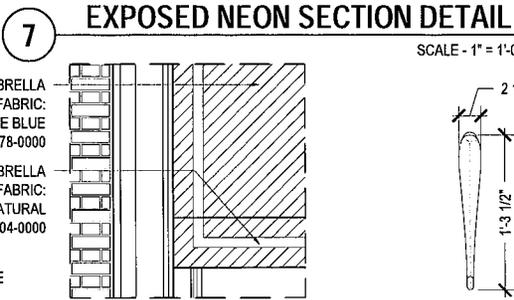
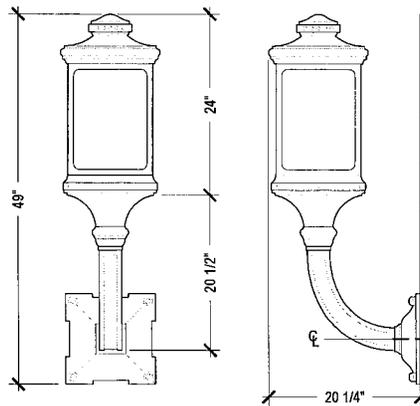
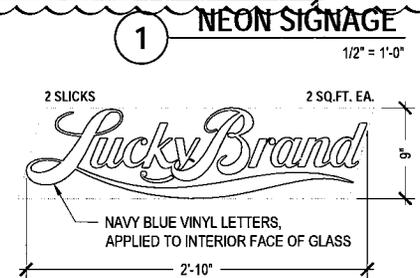
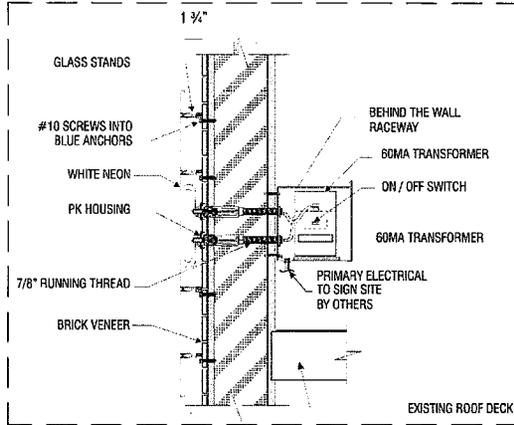
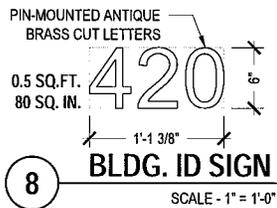
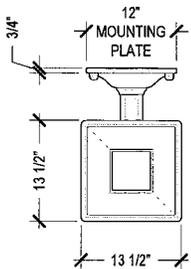
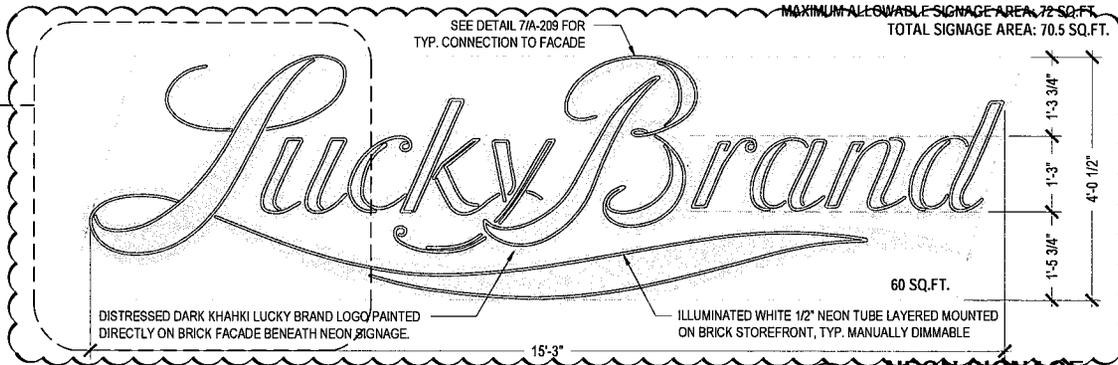
STOREFRONT  
 SECTIONS

SHEET NUMBER

A-207



REFERENCE IMAGE FOR WHITE NEON TUBE



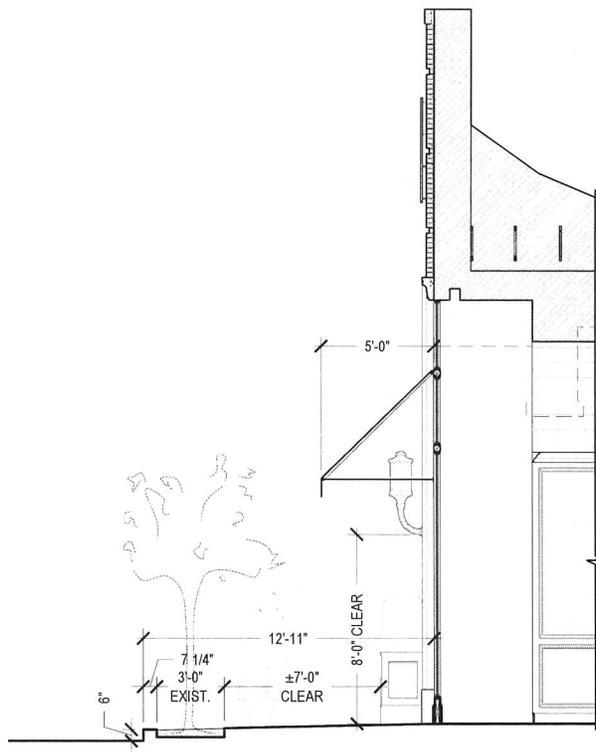
DATE: 04/28/2013  
 JOB NO:  
 DRAWN:  
 CHECKED:  
  
 CORTLAND MORGAN ARCHITECT  
 711 N. FIELDER RD.  
 ARLINGTON, TX 76012  
 PH: (817) 633-5696  
 FAX: (817) 633-5699

LUCKY BRAND  
 BEVERLY DRIVE  
 420 N. BEVERLY DRIVE  
 BEVERLY HILLS, CA 90210

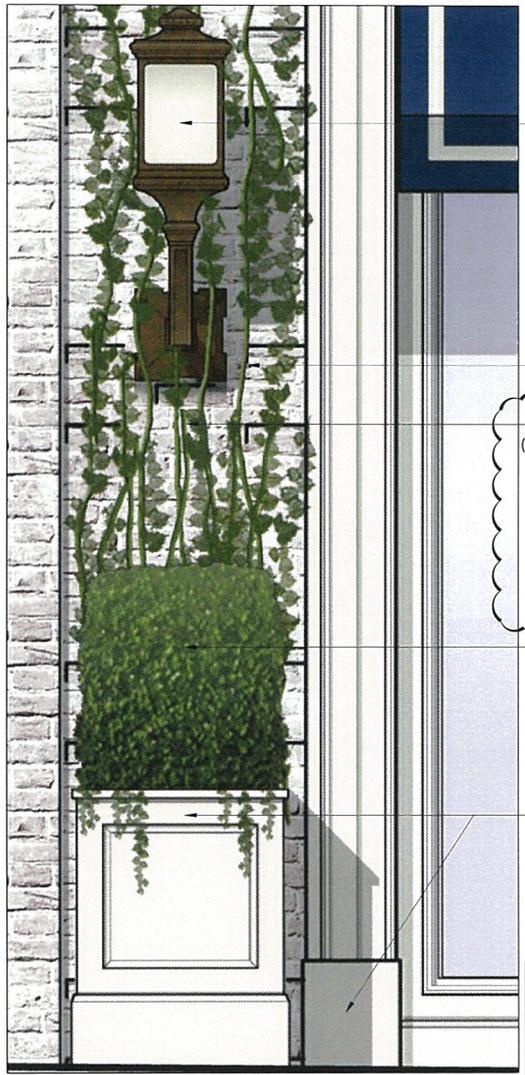
REVISIONS  
 ARB SUBMISSION  
 04/17/2013  
 FIXTURE DETAILS  
 SHEET NUMBER

A-209

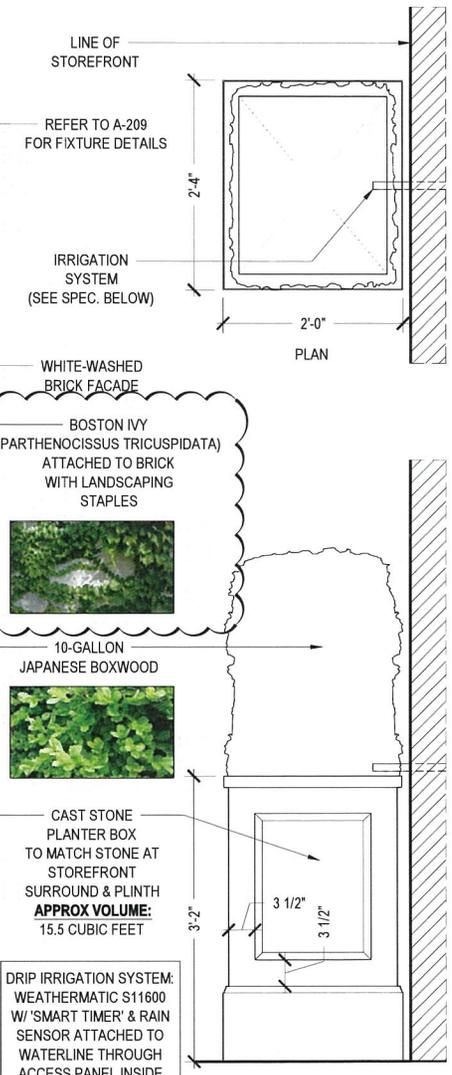
NOTE: JAPANESE BOXWOODS AND CREEPING FIG TO BE PURCHASED AS LARGE AS WILL FIT CAST STONE PLANTER WITH AS MANY EXTERIOR VINES AS POSSIBLE



**3 STREET SECTION**  
SCALE - 3/16" = 1'-0"



**2 PLANTER RENDERING**  
SCALE - 3/4" = 1'-0"



**1 PLANTER BOX**  
SCALE - 3/4" = 1'-0"

DATE: 04/26/2013  
JOB NO:  
DRAWN:  
CHECKED:  
**CM**  
CORTLAND  
MORGAN  
ARCHITECT  
711 N. FIELDER RD.  
ARLINGTON, TX 76012  
PH: (817) 635-5696  
FAX: (817) 635-5699

LUCKY BRAND  
BEVERLY DRIVE  
420 N. BEVERLY DRIVE  
BEVERLY HILLS, CA 90210

REVISIONS  
ARB SUBMISSION  
04/17/2013

LANDSCAPE  
DETAILS

SHEET NUMBER

A-210

WHITE NEON TUBE SIGNAGE



PTD. DARK KHAKI DISTRESSED LOGO



CAST STONE SURROUND  
(ARCH. COMMISSION APPROVED 04/17)



BRYANT PARK SCONCE  
(ANTIQUÉ BRASS FINISH)  
(ARCH. COMMISSION APPROVED 04/17)



CUSTOM CAST STONE  
PLANTER BOX



REFERENCE IMAGE ONLY.  
COLOR TO MATCH CAST STONE SURROUND.



WHITE-WASHED BRICK  
BM: SIMPLY WHITE  
(ARCH. COMMISSION APPROVED 04/17)



BOSTON IVY



BRASS-FRAMED AWNING  
(ARCH. COMMISSION APPROVED 04/17)



Sunbrella Awning Fabric:  
Marine Blue: 4678-0000  
Natural: 4604-0000



PTD. WOOD FRAME  
BM: SWISS COFFEE  
(ARCH. COMMISSION APPROVED 04/17)

ENTRY DOOR PULL  
(ANTIQUÉ BRASS FINISH)  
(ARCH. COMMISSION APPROVED 04/17)



DATE: 04/26/2013  
JOB NO:  
DRAWN:  
CHECKED:



711 N. FIELDER RD.  
ARLINGTON, TX 76012  
PH: (817) 635-5696  
FAX: (817) 635-5899

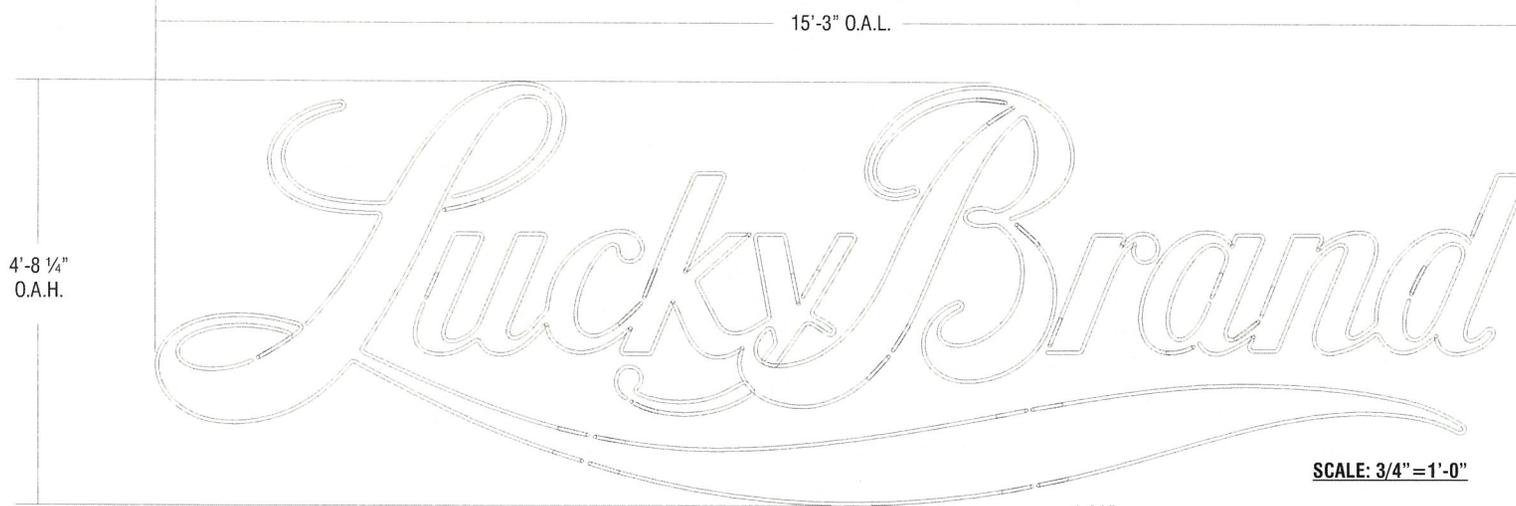
LUCKY BRAND  
BEVERLY DRIVE  
420 N. BEVERLY DRIVE  
BEVERLY HILLS, CA 90210

REVISIONS  
ARB SUBMISSION  
04/17/2013

STOREFRONT  
MATERIALS

SHEET NUMBER

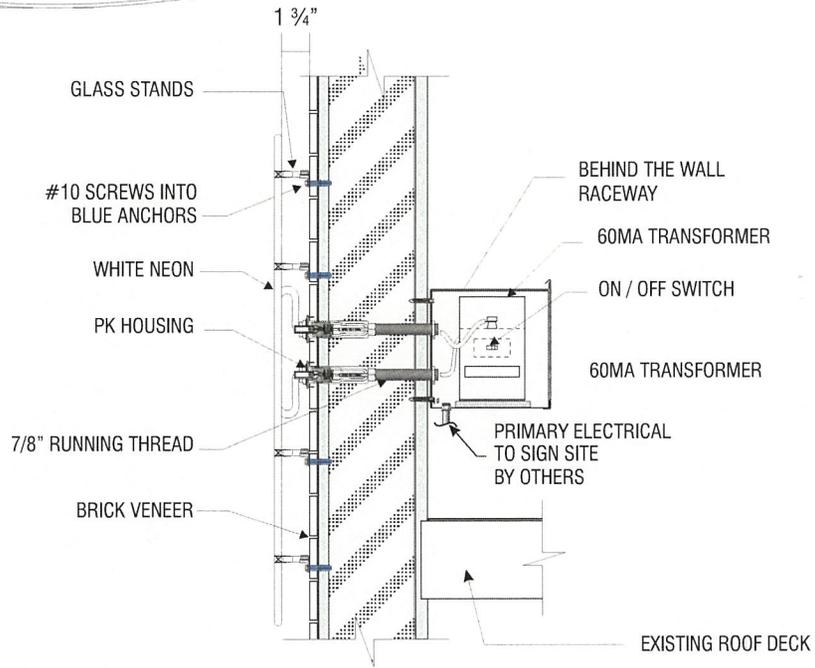
A-211



SCALE: 3/4" = 1'-0"

**A**

**MANUFACTURE AND INSTALL ONE (1) EXPOSED NEON LOGO**  
 NEON: TO BE VOLTARC 12MM #3500 WHITE EXPOSED NEON  
 PEG OFF BRICK VENEER WALL 1 3/4"



**EXPOSED NEON SECTION DETAIL**

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



**Signtech™**

4444 Federal Blvd. San Diego CA 92102  
 Phone: (619) 527-6100 / Fax: (619) 527-6111  
 www.signtechUSA.com



**Lucky Brand**

420 Beverly Hills Dr  
 Beverly Hills, CA.

Initial Date: 04/26/13  
 Salesperson: Christine Mello  
 Coordinator: Misty Little  
 Designer: amy kaplan  
 Scale: As noted

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

**COPY, COLORS & SIZES**

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 13-00578

Work Order Number: 59189



# Uni-Serve



5930CPX120R

101530BPX120R

## Self-Adjusting Neon Transformers

### Product Details

- 15,000V unit replaces 15,000V / 12,000V / 10,500V ratings
- 9,000V unit replaces 9,000V / 7,500V / 6,000V / 5,000V ratings
- Available in Standard and Enclosed Case
- 120V, 60hz, normal P.F.
- Poly-resin filled
- Dimmable and Flashable



TRANSFORMERS-02-12



# Uni-Serve

### User Friendly Ground Fault Protection

**Service Button:** Allows the secondary ground fault protection (SGFP) mode to be bypassed for approximately 30 minutes. Note: The LED will blink Red if the unit has tripped and is not properly grounded. To prevent electrical shock hazard, the unit will not enter the bypass mode while improperly grounded.

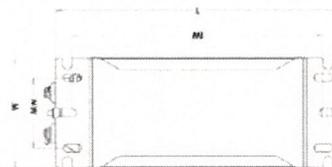
**Auto-Reset:** The transformer will attempt to reset itself 3 times. The reset feature will help avoid nuisance tripping. The reset interval is approximately 3 seconds.

### Diagnostic LED Operation:

| LED Mode                                       | Root Cause                                |
|--|---|
| ■ LED Off                                      | ■ Normal Operation                        |
| ■ Continuous Flashing                          | ■ Secondary Fault                         |
| ■ 1 Flash, Long Pause                          | ■ Transformer overheated                  |
| ■ 2 Flashes, Pause                             | ■ Transformer case missing service ground |
| ■ 3 Flashes                                    | ■ L&N reversed (347 unit only)            |
| ■ LED ON                                       | ■ Transformer in bypass service mode      |
| ■ To reset transformer, cycle power off and on |   |

### Specifications

|       | Catalogue Number | Secondary |    | Primary | Input | Housing |       |       |       |       | Wt. Lbs. |
|-------|------------------|-----------|----|---------|-------|---------|-------|-------|-------|-------|----------|
|       |                  | Volts     | mA | V.A.    |       | L       | W     | H     | Ml    | Mw    |          |
| 30 mA | 101530BPX120R    | 15 KV     | 30 | 450     | 3.75  | 10.88"  | 4.20" | 5.30" | 9.62" | 2.71" | 20       |
|       | 5930CPX120R      | 9 KV      | 30 | 270     | 2.25  | 10.03"  | 3.69" | 3.92" | 9.06" | 2.99" | 12       |



Ml = Mounting Length  
Mw = Mounting Width  
L = Overall Length  
W = Overall Width

Visit us at [www.allanson.com](http://www.allanson.com)

US  
Phone 1.800.559.3659  
Fax 1.615.643.1890  
Email [customerservice@eballast.com](mailto:customerservice@eballast.com)

CANADA  
1.800.661.7251  
1.416.752.6717  
[custserv@allanson.com](mailto:custserv@allanson.com)



**Signtech™**

4444 Federal Blvd. San Diego CA 92102  
Phone: (619) 527-6100 / Fax: (619) 527-6111  
[www.signtechusa.com](http://www.signtechusa.com)



### Lucky Brand

420 Beverly Hills Rd  
Beverly Hills, CA.

Initial Date: 04/26/13

Salesperson: Christine Mello

Coordinator: Misty Little

Designer: amy kaplan

Scale: As noted

### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

**COPY, COLORS & SIZES**

Signtech does NOT provide primary electrical to sign location - **RESPONSIBILITY OF OTHERS!**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

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Drawing Number: 13-00578

Work Order Number: 59189



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – May 15, 2013

**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 SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS AND LANDSCAPING FOR THE PROPERTY LOCATED AT 420 NORTH BEVERLY DRIVE (PL1306573 – LUCKY BRAND JEANS).

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

Section 1. David Magid, on behalf of the property owner, Beverly Drive Enterprises LLC, and the tenant, Lucky Brand Jeans (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple business identification signs for the property located at 420 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 May 15, 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:

Project-Specific Conditions

No special conditions are proposed for this project.

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.

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: May 15, 2013

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William Crouch, Commission Secretary  
Community Development Department

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Zale Richard Rubins, Chair  
Architectural Commission