



Architectural Commission Report

Meeting Date: Wednesday, May 15, 2013

Subject: **9953 SOUTH SANTA MONICA BOULEVARD**
Request for approval of a façade remodel and a sign accommodation for multiple business identification signs.
(PL1306687)

Project agent: Murray Fischer

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 to an existing building and a sign accommodation for multiple business identification signs. The building was formerly an automotive garage and is proposed to be used as an art gallery space.

The proposed façade changes include:

- Remove two existing garage doors on front façade
 - Replace one door with solid doorway and painted metal horizontal siding
 - Replace one door with a frameless glass storefront system
- Restore and repaint existing window frames on south elevation with new glazing
- Refinish existing windows on north elevation
- Rooftop: install skylight; install mechanical units and screening

The applicant is proposing a total of 73.6 square feet of business identification signage, broken down as follows:

- One – 8.6 square foot business identification sign, made of dark bronze aluminum letters pin-mounted to the front façade;
- One – 1 square foot secondary business identification sign, made of dark bronze aluminum adhered to the storefront glass; and
- One – 64 square foot interior business identification sign wall, located within 5 feet and parallel to the storefront;

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed 100 square feet.

URBAN DESIGN ANALYSIS

The proposed mechanical units have not been integrated with the building's architecture. Due to the bow truss roof design, the placement of two units near the edge of the roof structure will distract from the otherwise well-designed building. The proposed units will likely be highly visible and the proposed

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:

Reina Kapadia, Limited Term Planner
(310) 285-1129
rkapadia@beverlyhills.org



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perforated metal screening does little to minimize their impact. Alternatively, the applicant should consider using a series of smaller units rather than two large units, relocating the units to the rear side of the building, and/or designing a screening element that is well incorporated with the architecture of the building. Proposed project-specific condition number 1 has been included in the draft resolution of approval for a redesign of this element of the project.

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

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.



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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 (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - 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: 1
- 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:

Conversion of existing automotive service shop into fine art retail display and operations. Structural Seismic improvements and tenant improvements to an existing (1) story reinforced masonry commercial building. The existing building is a rectangular masonry building with concrete slab floor, wood bow trusses and purlins for roof structure and straight 1x6 wood sheathing and rolled composition roofing. The So. Elev. has (4) large painted wood frame and clear glass windows and (2) large painted wood overhead garage doors. The No. Elev. has (6) painted thin profile divided lite steel windows with translucent patterned glass. Struc. work to consist of interior perimeter roof diaphragm blocking with epoxy bolting into masonry walls. Tenant improvements to consist of new interior non-bearing partitions, new restrooms, new concrete slab floor, new plumbing, new electrical system, new mechanical system. Existing (2) overhead garage doors to be replaced with painted horizontal siding on mtl studs and solid doorway in one opening and frameless graylite glass windows and doorway in the other opening. The (4) existing windows on the south elevation will have the frames repaired and repainted, new low-iron glass in (1) opening and gray spandrel glass in the other (3). The existing windows on the north elevation will be refinished. Any broken lites will be replaced with matching or similar pattern translucent glass. A large self-curbed skylight is proposed along with (2) heat-pumps on roof.

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):
Automotive Service Garage

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 Identity	1	17'-3" x 6"	8.61SF	
2	Building Address #'s	1	1'-7" x 6"	.80 SF	
3	Advertisement Wall	1	6'-5" x 10'	64 SF	
4	Second Bldg. Identity		5'-11" x 2"	.98 SF	76.66 SF < 100 SF maximum allowable.
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 clay structural brick. New 1x6 wood tongue and groove beveled edge siding.
Texture /Finish: Existing brick - common mold texture, no finish proposed. New wood siding - paint.
Color / Transparency: Existing brick - red, natural color mortar. New wood siding - Dunn Edwards EX-57 Charcoal - semi gloss.

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

Material: So. Elev.-(E) fixed wd. frame windows, (N) frameless windows and door, (N) painted wd. slab door. No. Elev.-(E) fixed divided lite steel windows.
Texture /Finish: South Elevation - smooth painted wood. North Elevation - smooth painted steel and painted putty glaze.
Color / Transparency: Dunn Edwards EX-57 Charcoal, Starefire Low-Iron, Gray back painted spandrel glass, existing pebble texture glass.

ROOF

Material: Rolled modified bitumen by Soprema
Texture /Finish: Granular finished capsheet
Color / Transparency: Sienna

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: Building Identification - 6" high x 1" thick pin connected individual anodized aluminum letters.
Texture /Finish: Smooth finish
Color / Transparency: Dark Bronze

BUILDING ID SIGN(S)

Material: Building Address #'s - 6" high x 1" thick pin connected individual anodized aluminum letters.
Texture /Finish: Smooth finish
Color / Transparency: Dark Bronze

EXTERIOR LIGHTING

Material: Recessed square aperture LED downlight
Texture /Finish: Smooth, paint.
Color / Transparency: Black

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: Equipment Screen - Painted perforated steel on painted steel frame
Texture /Finish: 1/4" holes at 1/2" centers.
Color / Transparency: Dunn Edwards EX-57 Charcoal - semi gloss.

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 existing brick structure, built in the late 1930's, will remain as a piece of history but at the same time have modern design "interventions". Our design intent is to preserve and renew the structure. The proposed design is informed by the past but will have a new identity that refreshes the facade and the neighborhood. The existing red color brick will remain the same. Existing wood painted roll up doors have inspired the west opening of the structure. By paying homage to this we feel we are preserving a bit of Beverly Hills history but making it modern. Three existing large window openings between two existing roll up doors will remain glazed with new gray colored laminated glass set in the existing original wood frames. All wood will be painted a

- 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 facade of the proposed structure will have laminated glass, decreasing the street traffic noise for the inhabitants. Any mechanical equipment used inside or outside will be the quietest equipment so as not to disturb the inhabitants inside or pedestrians or adjacent building inhabitants. An additional wall in the main gallery space covering windows will also provide the customer the ability to view art in a quiet environment to contemplate the art and not be distracted from the noise of the city. Our intent is to create a "museum like" environment to view and experience "art".

- 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 materials and detailing proposed will be clean, minimal and well thought out. In some respects the design has a "transparent" appearance so as to "invite" the person on the street inside. The use of laminated low iron glass will dissolve "barriers" and be very inviting. The materials proposed of existing brick, painted wood siding and glass will minimize the number of materials and simplify the design. Detailing will be contemporary, minimal in appearance and clean for the new work proposed to the existing brick structure.

- 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.**

As an existing building the design will revitalize the neighborhood in design as an innovative solution and the new use as an art gallery will contribute to the general appeal of the street and neighborhood.

- 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 existing building will not be modified in size.



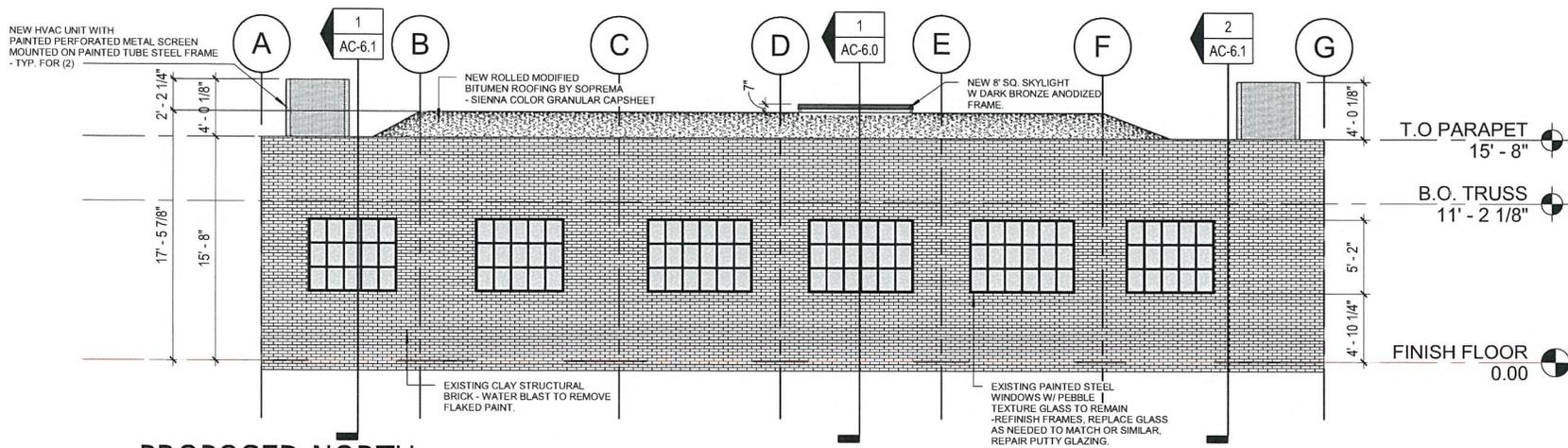
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Attachment B:

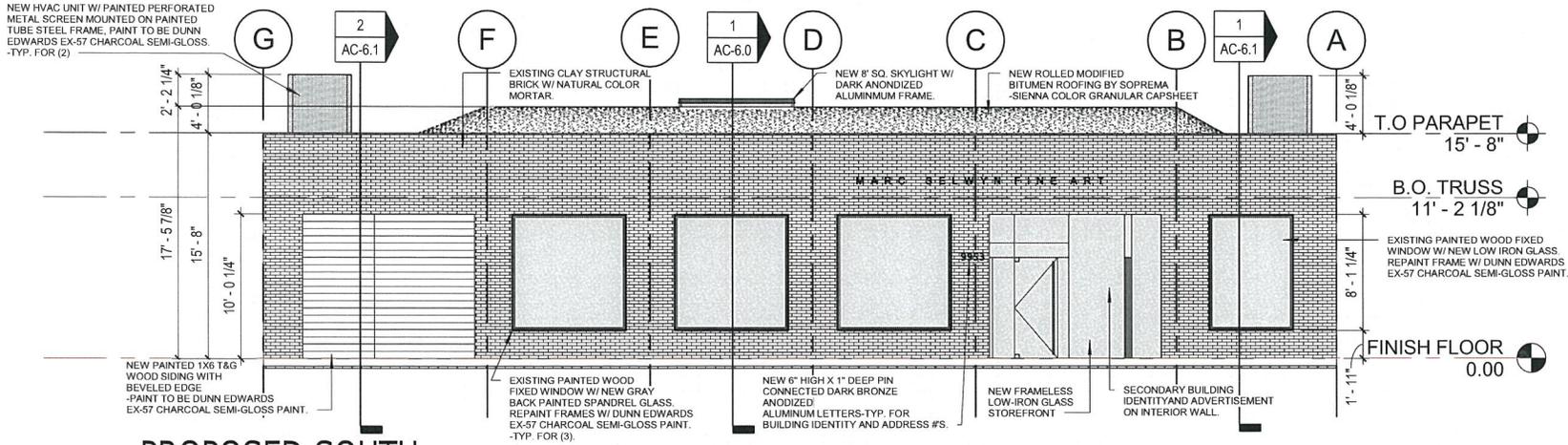
Design plans, cut sheets
and supporting elements



PROPOSED NORTH ELEVATION

2

SCALE: 1/8" = 1'-0"



PROPOSED SOUTH ELEVATION

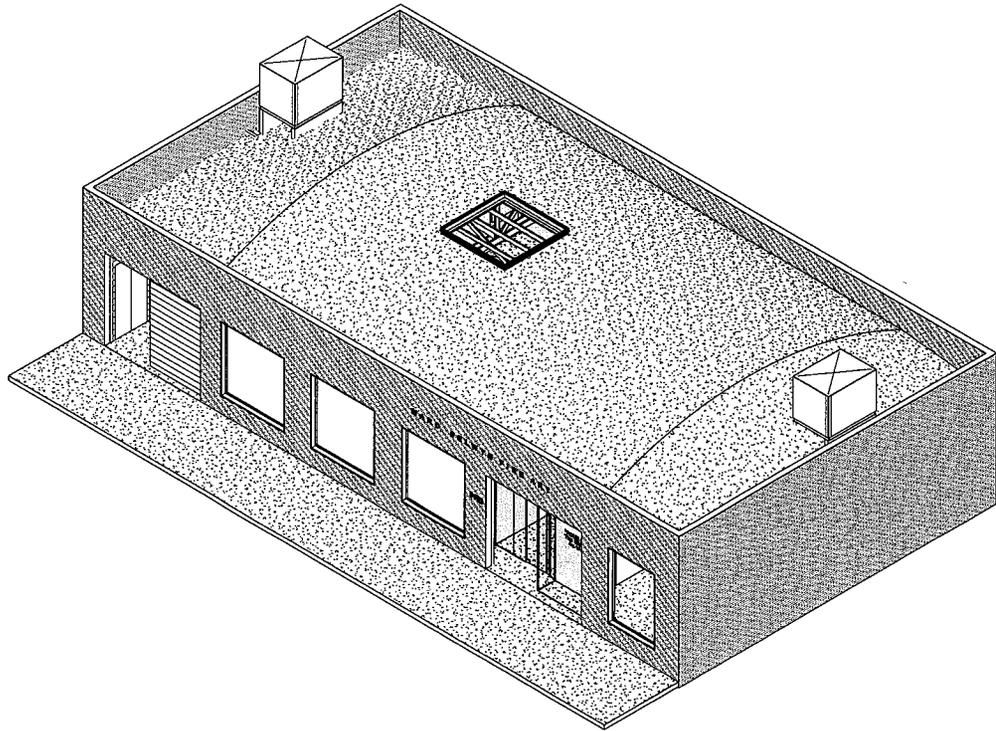
1

SCALE: 1/8" = 1'-0"

MARC SELWYN FINE ART

1/8" = 1'-0" | 13002.00 - MSG

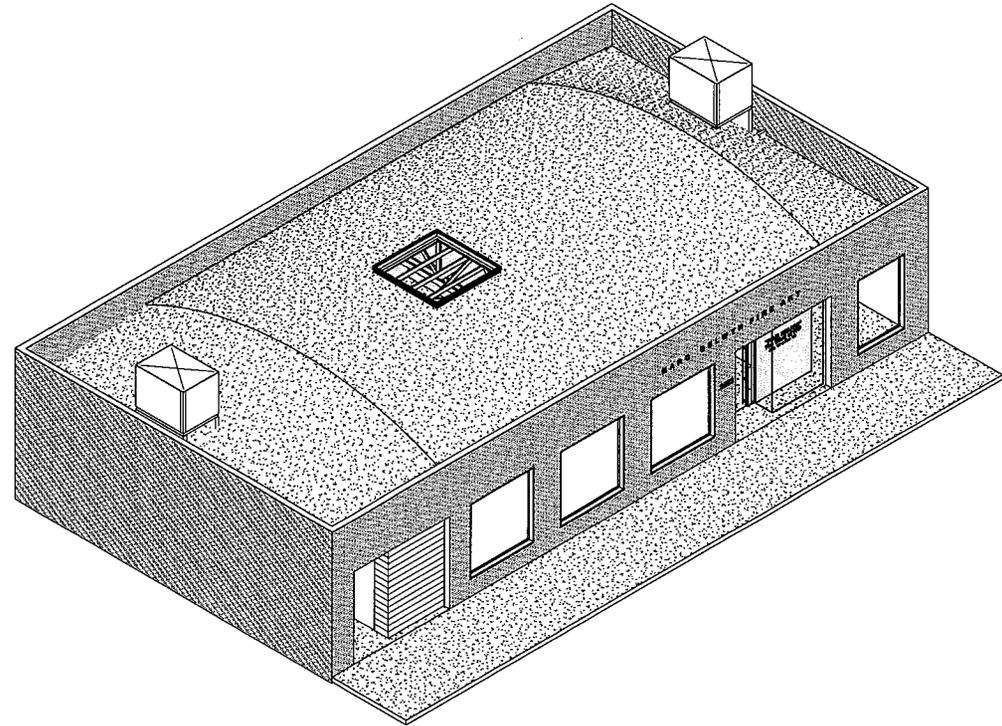
FREDERICK FISHER AND PARTNERS ARCHITECTS AC-5.6



1

VIEW FROM SE - NEW

SCALE:



2

VIEW FROM SW - NEW

SCALE:



STREETScape VIEW - PROPOSED SOUTH ELEVATION

MARC SELWYN FINE ART

14.28.13 | 13002.00 - MSG

FREDERICK FISHER AND PARTNERS ARCHITECTS AC-5.1



PERSPECTIVE RENDERING - DAYTIME - VIEW FROM SOUTH EAST

MARC SELWYN FINE ART

04/28/19 | 13002.00 - MSG

FREDERICK FISHER AND PARTNERS ARCHITECTS AC-5.3

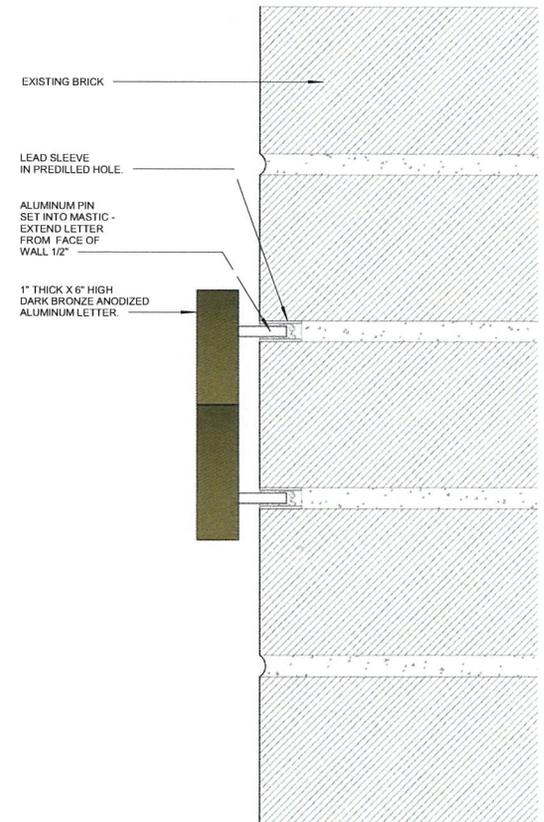
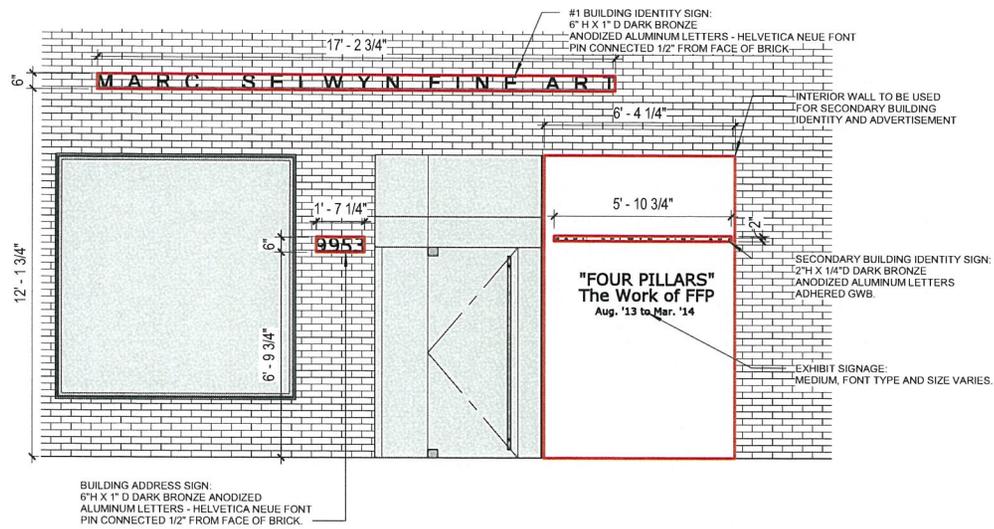


PERSPECTIVE RENDERING - DAYTIME - VIEW FROM SOUTH EAST

MARC SELWYN FINE ART

14/2/2013 | 13002.00 - MSG

FREDERICK FISHER AND PARTNERS ARCHITECTS AC-5.5



3

SIGNAGE ELEVATION

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



1

VIEW OF SIGNAGE

SCALE: 12" = 1'-0"

SIGNAGE CALCULATIONS:

#1 BUILDING IDENTITY SIGN:	1 @ 17'-2 3/4" X 6" = 8.61 SF
ADVERTISEMENT WALL:	1 @ 6'-4 3/4" X 10'-1/4" = 64.09 SF
SECONDARY BUILDING IDENTITY SIGN-1	@ 5'-10 3/4" X 2" = .98 SF
BUILDING ADDRESS SIGN:	1 @ 1'-7 1/4" X 6" = .80 SF

2

SIGN DETAIL

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

MARC SELWYN FINE ART

04/29/13 | As indicated | 13002.00 - MSG



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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 APPROVE A FAÇADE REMODEL AND SIGN ACCOMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 9953 SOUTH SANTA MONICA BOULEVARD (PL1306687).

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

Section 1. Murray Fischer, agent, and Frederick Fischer and Partners, architects, on behalf of the property owner, Mapleton Investments, LLC, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and sign accommodation for multiple business identification signs for the Mark Selwyn Gallery at the property located at 9953 South Santa Monica 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 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 environment 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

1. All exterior mechanical equipment shall be screened from view and the screening element shall be redesigned to be integrated with the architecture of the building, for final review and approval by staff.
2. Any signs mounted to the brick façade of the building shall be installed to ensure that the connections are made directly into the grout and not into the brick face. Sign details demonstrating compliance with this condition shall be included on the sign plans for sign and building permit issuance.

Standard Conditions

3. **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.
4. **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.

5. **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.

6. **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.

7. **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.

8. **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.

9. **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.

10. **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

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission