



Architectural Commission Report

Meeting Date: Wednesday, June 19, 2013

Subject: **RABEANCO**
253 North Beverly Drive

Request for approval of exterior façade lighting, a sign accommodation to allow awning signage to project above the top surface of an awning, and a sign accommodation to allow a projecting sign. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1308480)

Project agent: Nicole Simone

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 exterior façade lighting, a sign accommodation to allow awning signage to project above the top surface of an awning, and a sign accommodation to allow a projecting sign.

The exterior façade lighting is proposed as an LED strip light that will be fully concealed from view, both in elevation and perspective views. The lighting will be placed upon an existing architectural element on the building.

The applicant is proposing one primary business identification sign, eight inches (8") in height, to project above the top surface of an existing architectural element. The proposed signage consists of individually mounted ½" deep stainless steel letters.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-306, the Architectural Commission may approve a sign accommodation to permit one non-illuminated sign, constructed of individual letters that do not exceed fourteen inches (14") on a marquee, awning, canopy or similar architectural element which projects more than 12" from the face of the building. Awning signage is not included in the total sign area calculations for business identification signs.

The applicant is also proposing business identification signage on an existing architectural projection on the building. The projection is directly connected to the architectural element upon which the primary business identification sign is placed. The proposed sign area is approximately 0.75 SF and consists of stainless steel letters. The sign is proposed on both sides of the projecting architectural element.

Pursuant to Beverly Hills Municipal Code §10-4-604, the Architectural Commission has the authority to grant a sign accommodation to allow a projecting sign on the elevation so long as the total area of all

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Associate Planner
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cgordon@beverlyhills.org



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signs does not exceed the lesser of: 1) 100 square feet; 2) the total business identification signage otherwise permitted, or; 3) ten percent (10%) of the vertical surface area of that portion of the wall below twenty feet (20') in height and occupied by the frontage of the building. For this tenant, the maximum business identification sign area is 60 SF.

DESIGN ANALYSIS

Based on staff's review of the proposed design, the size, scale, and placement of the proposed signage is appropriate for the existing storefront. Additionally, as it faces inward, the projecting sign is tasteful and does not clutter the streetscape with additional signage. Both signs are proposed to be fabricated material that is non-contrasting to the existing façade, which further creates a refined sign design.

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, June 7, 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 (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):
 - Sign projects over architectural element and will be lit. Number of signs proposed: 1
 - 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:

Scope of work includes the addition of 3 business identification sign, one requiring sign accommodation. Pin mounted stainless steel vibration finished letters will be adhered to the existing blade sign band on both sides. One sign of vibration finished stainless steel letters will be installed on top of the existing base building canopy. These letters project above the architectural element and will be lit from a concealed light source. Existing base building storefront is existing to remain and will be protected during construction.

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):

- | | | |
|--|--|--|
| <input type="checkbox"/> General Office Building | <input type="checkbox"/> Multi-family Building | <input checked="" type="checkbox"/> Other (specify below): |
| <input type="checkbox"/> Retail Building | <input type="checkbox"/> Vacant | mixed use building of Office, retail & restaurant |
| <input type="checkbox"/> Medical Office Building | <input type="checkbox"/> Restaurant | |

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	Awning Sign(s)	1	8'-8 1/4" x 6 1/8"	4.4 S.F.	
2	Business ID Sign(s)	1	3'-6" x 2 1/2"	.73 S.F.	
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: N/A
 Texture /Finish: N/A
 Color / Transparency: N/A

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Steelart Stainless Steel
Texture /Finish: Vibration Finish (Non Direction Fine & Course)
Color / Transparency: Stainless Steel

BUILDING ID SIGN(S)

Material:
Texture /Finish:
Color / Transparency:

EXTERIOR LIGHTING

Material: Tokilum LUM-50-IW LED (.48 Watts/ 6 VDC)
Texture /Finish: N/A
Color / Transparency: 3000K Warm White LED's

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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.**

Rabeanco's sign design uses high quality materials for an elegant, clean design that conforms with the good taste of Beverly Hills and does not detract from its beauty.

- 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 existing storefront will not be altered. The intent in locating the new signs was to minimally disturb the base building.

- 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 base building façade will be undisturbed. The elements added are of equal quality and will subtly enhance the local environment.

- 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 proposed design is in harmony with the existing property's land use and with Beverly Hills in general. It utilizes like material and has clean lines suitable for the building and its surroundings.

- 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 specifications and drawings have been reviewed by a licensed architect to ensure its conformance with municipal code and local standards including but not limited to fire resistance, material performance & safety.

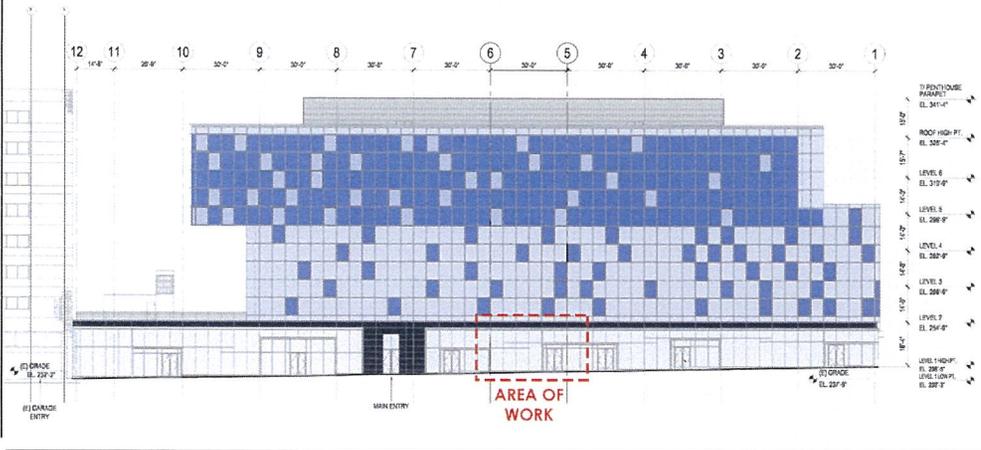


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Attachment B:
Project Design Plans



OWNER:

RABEANCO
CARLSBAD, CA 92011
T: 760.431.2919
P: 760.431.0151

DESIGNER:

YUKIHARU TAKEMATSU
#101 6-1-24 SHIMOMEGURO
MEGURO-KU, TOKYO 153-0064
T: 813.5768.6581
F: 813.3791.5452

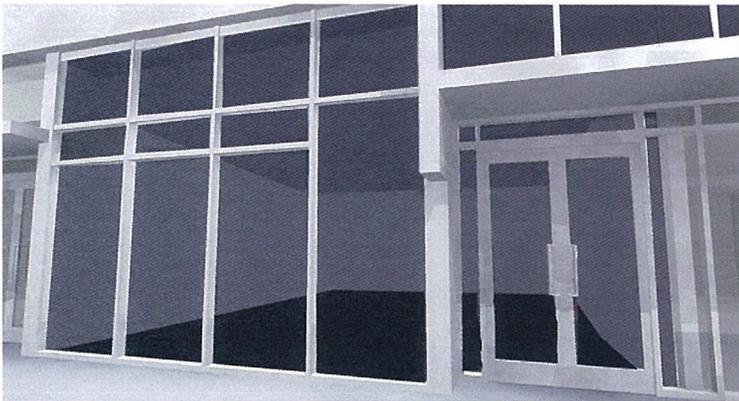
ARCHITECT:

SARGENTI ARCHITECTS
461 FROM RD - FLOOR 2
PARAMUS, NJ 07652

NICOLE SIMONE
T: 973.253.9393 X 108
F: 973.253.9390

DRAWING INDEX

- A.01 COVER PAGE
- A.02 PLOT PLAN
- A.03 STOREFRONT PHOTOS
- A.04 STOREFRONT PHOTOS
- A.05 FLOOR PLANS & ELEVATIONS
- A.06 STOREFRONT SECTIONS
- A.07 SIGNAGE DETAILS
- A.08 SAMPLE BOARD



BEFORE



AFTER

RABEANCO

235-269 NORTH BEVERLY DRIVE
BEVERLY HILLS, CA 90210

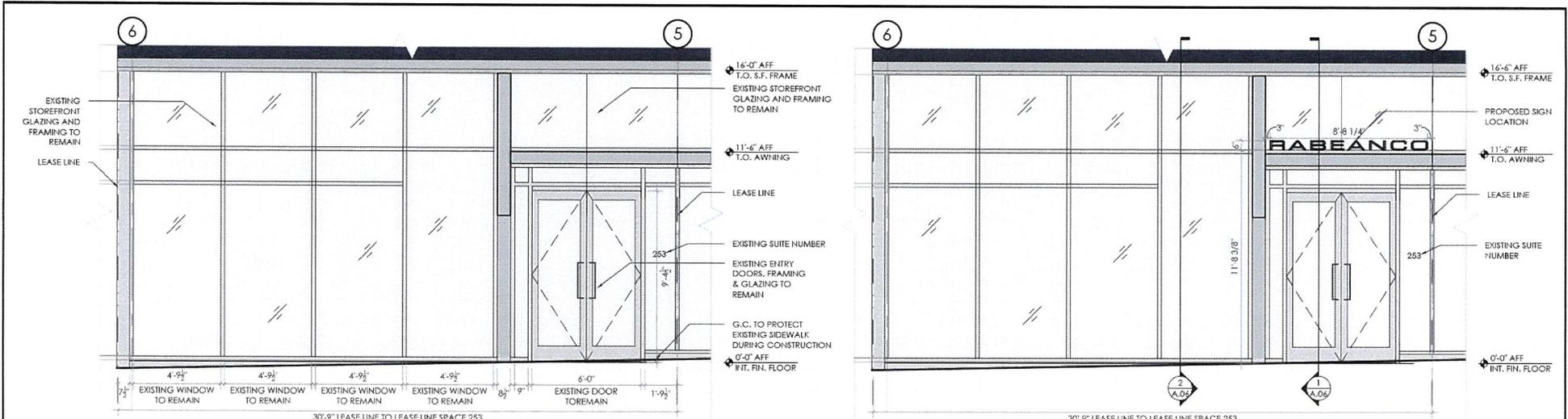
DESIGN REVIEW PACKAGE

COVER PAGE A.01

REV	DATE	ISSUE
	06.19.13	ARC MEETING

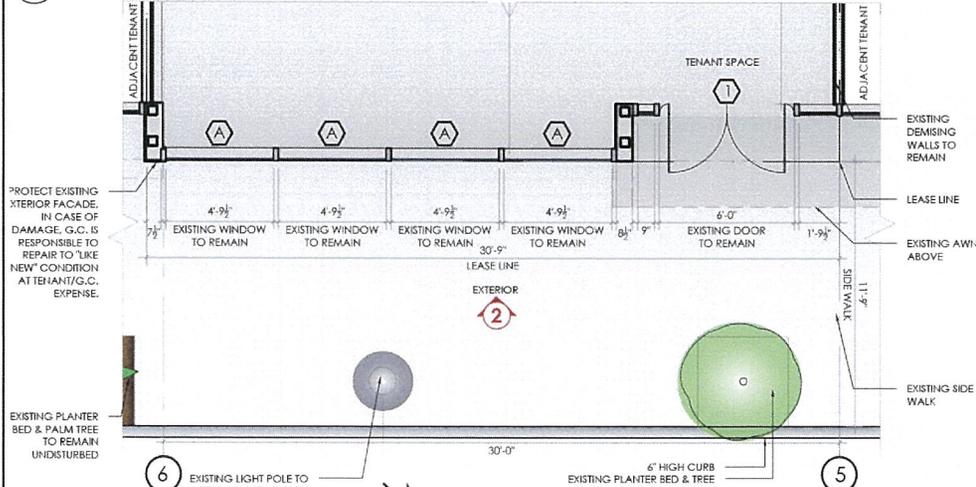


461 From Road
Second Floor
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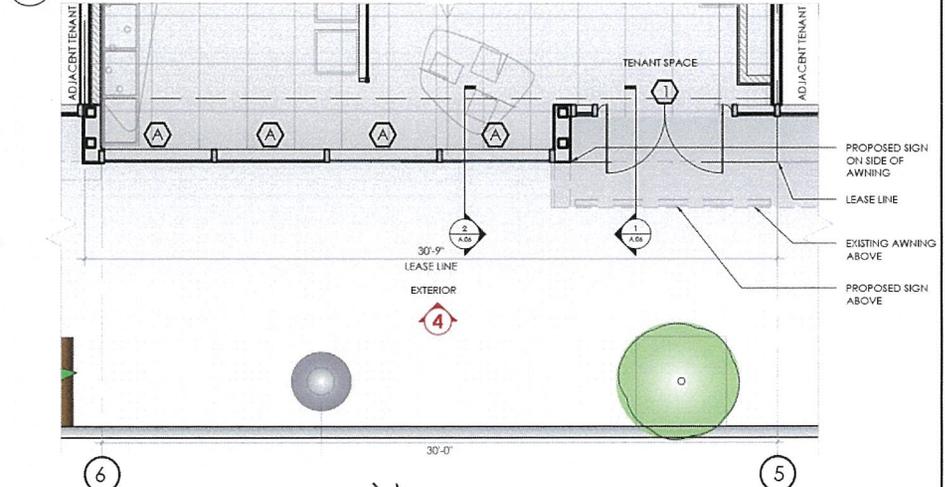


2 EXISTING ELEVATION
SCALE: 3/16" = 1'-0"

4 PROPOSED ELEVATION
SCALE: 3/16" = 1'-0"



1 EXISTING FLOOR PLAN
SCALE: 3/16" = 1'-0"



3 PROPOSED FLOOR PLAN
SCALE: 3/16" = 1'-0"

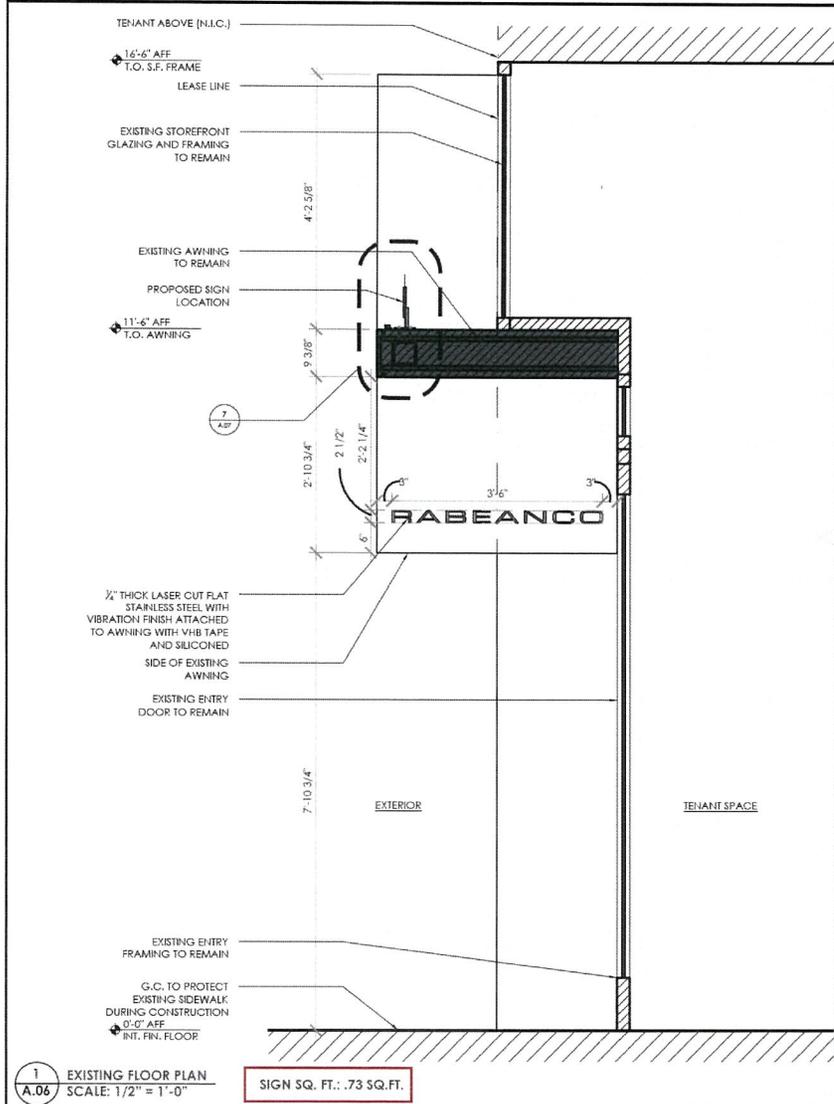
RABEANCO
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DESIGN REVIEW PACKAGE
FLOOR PLANS & ELEVATIONS A.05

REV	DATE	ISSUE
	06.19.13	ARC MEETING

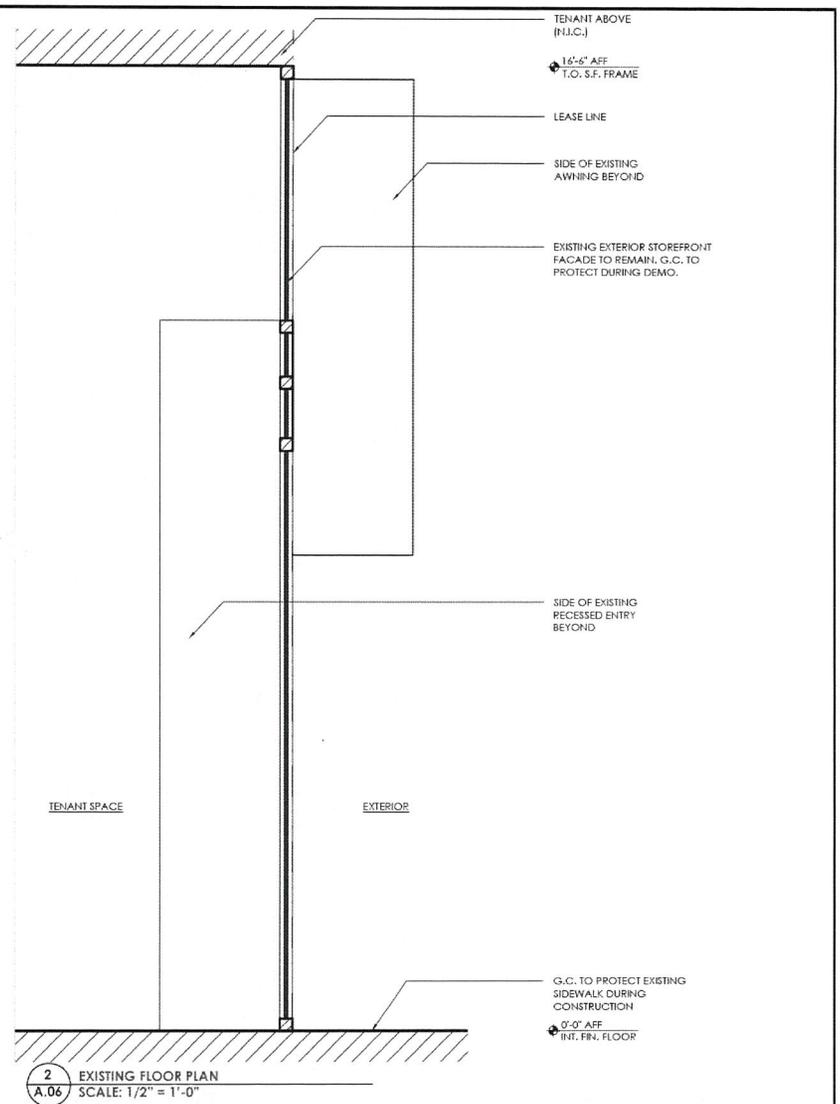


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1
A.06 EXISTING FLOOR PLAN
SCALE: 1/2" = 1'-0"

SIGN SQ. FT.: .73 SQ. FT.



2
A.06 EXISTING FLOOR PLAN
SCALE: 1/2" = 1'-0"

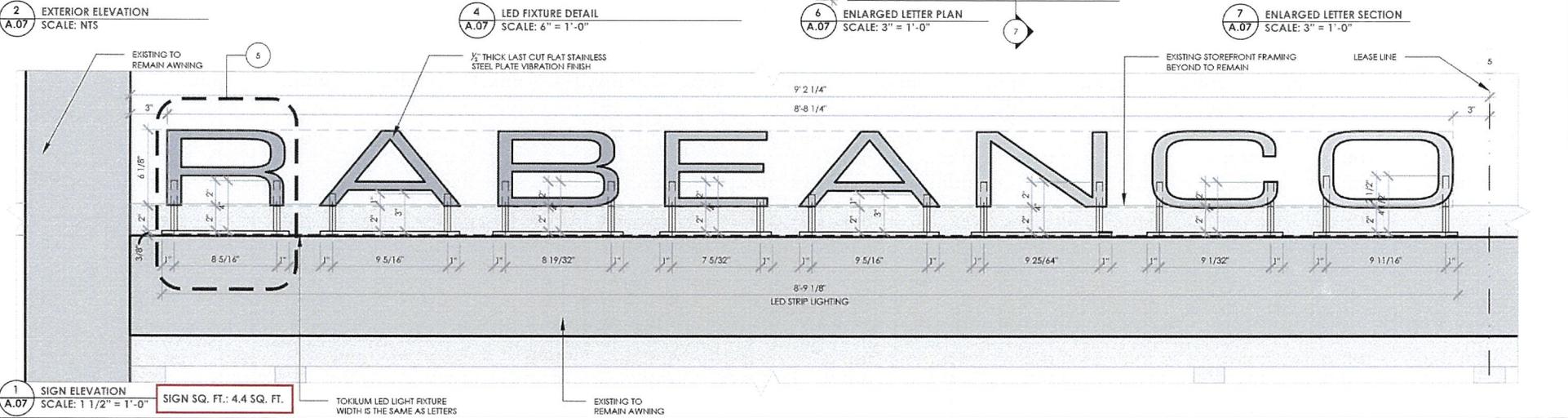
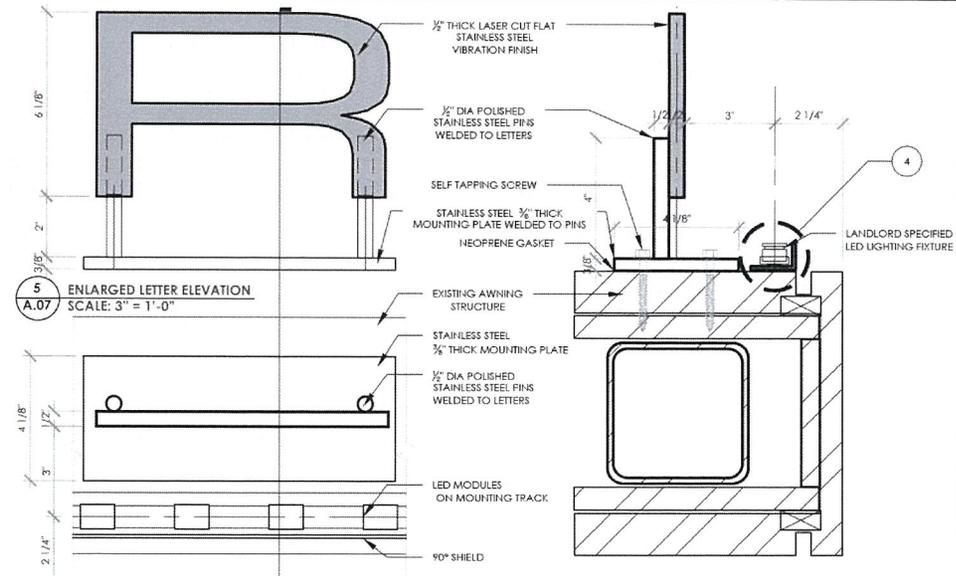
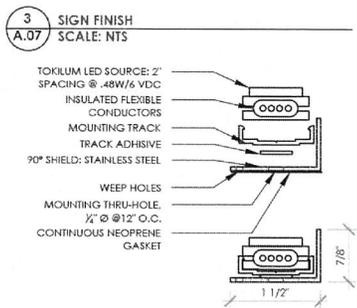
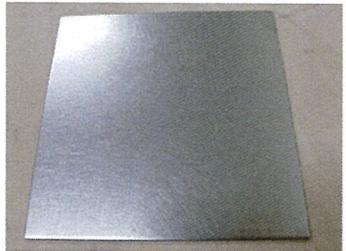
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DESIGN REVIEW PACKAGE
STOREFRONT SECTIONS A.06

REV	DATE	ISSUE
	06.19.13	ARC MEETING



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DESIGN REVIEW PACKAGE
SIGNAGE DETAILS A.07

REV	DATE	ISSUE
	06.19.13	ARC MEETING

SA
SARGENTI ARCHITECTS

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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 EXTERIOR FAÇADE LIGHTING, A SIGN ACCOMMODATION TO ALLOW AWNING SIGNAGE TO PROJECT ABOVE THE TOP SURFACE OF AN AWNING, AND A SIGN ACCOMMODATION TO ALLOW A PROJECTING SIGN FOR THE PROPERTY LOCATED AT 253 NORTH BEVERLY DRIVE (PL1308480 - RABEANCO).

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

Section 1. Nicole Simone, agent, on behalf of the property owner, Beverly Wilshire Owner LP, and the tenant, Rabeanco (Collectively the “Applicant”), has applied for architectural approval of exterior façade lighting, a sign accommodation to allow awning signage to project above the top surface of an awning, and a sign accommodation to allow a projecting sign for the property located at 253 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 June 19, 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, 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:

Project-Specific Conditions

No project-specific 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: June 19, 2013

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission