



City of Beverly Hills

Planning Division

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

Architectural Commission Report

Meeting Date: Wednesday, June 19, 2013

Subject: **SANDRO**
310 North Beverly Drive
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1308455)

Project agent: John J. Neeson

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 façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade. The façade remodel includes the following components:

- Limestone veneer façade;
- Limestone cornice at parapet cap;
- Aluminum storefront system with clear glazing;
- Limestone window bases;
- Black powder coated metal door pulls and kick plate, and;
- Concrete entrance ramp with brass metal trimming.

The applicant is also requesting a sign accommodation for multiple business identification signs. The total business identification sign area for the tenant space is proposed at 12.92 SF and is configured as follows:

- One 11.26 SF business identification sign located above the entryway, and;
- Two 0.83 SF business identification signs located on the storefront windows (1.66 SF combined)

The business identification sign located above the entryway consists of black matte aluminum pin-mounted letters; no illumination is proposed. The window signs consist of white vinyl lettering adhered to the interior façade of 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 the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall

Attachment(s):

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

Report Author and Contact Information:

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below 20'-0". For this retail tenant, the maximum business identification sign area is 44.5 SF (based on a storefront width of approximately 22'-3").

The applicant is also requesting one construction barricade that includes only signage; no graphic is proposed. The signage has a maximum area of 12 SF and contains the name of the business and an opening date. No signage is proposed on the barricade returns with the exception of allocated space for each adjacent tenant (6 SF on each return).

DESIGN ANALYSIS

Based on staff's review of the proposed design, the façade and signage treatments are suitable in both size and scale to the tenant space and contribute to an appropriate modest design aesthetic.

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 (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: 3
 - 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:

- Demolish existing stucco, wood and glass storefront facade as well as the ceramic floor tiling at the street entry.
- Install new light grey limestone facade up to an approximate height of 25' 4" to align with the facade of the properties on either side.
- Install with new black powder coated aluminum glazing frame and doors and new clear glass glazing throughout.
- Install new black powder coated aluminum pin-mounted signage at high level on the limestone facade reading 'SANDRO' with white vinyl letters of the same applied to the inside of the glazing at low level.
- Install new sloped poured concrete floor to the entry 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): _____

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)	1	1'-1 3/4" x 9'-10"	11.26	44 sq ft
2	Window Sign(s)	2	3 3/4" x 2'-8"	.83	inc in above
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: Limestone
 Texture /Finish: straight cut stone / rough (unpolished) face
 Color / Transparency: Gray / Opaque

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

Material: Powder coated Aluminum with clear glass insets.
 Texture /Finish: Smooth / Matte powder coating to frames. Glass is clear polif
 Color / Transparency: Black solid frames

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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



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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Powder coated Aluminum
Texture /Finish: Smooth / Matte powder coating
Color / Transparency: Black

BUILDING ID SIGN(S)

Material: Adhesive Vinyl sign (inside of glass)
Texture /Finish: Smooth / shiny
Color / Transparency: white opaque

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: Concrete with 1/8" brass divider strips
Texture /Finish: smooth trowelled concrete / unpolished brass
Color / Transparency: light grey opaque / brass opaque

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:

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

The proposed facade is a tasteful contemporary rendition of a traditional facade using a balance of traditional (stone) and modern (aluminum/glass) materials. The building cornice aligns with the existing properties on each side of the facade and the proportion of large stone veneer panel joints/grout lines balance the tall proportions of the facade.

- 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 new facade will be typically built off of the existing building structure to replace an existing stucco facade. All new stone veneer and glazing will be independently secured back to the existing structure or from new metal stud framing tied into the existing structure. All materials are to be securely fixed to the framing and gaps filled with appropriate caulk joints or mortar to match the limestone/powder coated aluminum.

- 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 stone facade is replacing an existing one with the same height/proportion. The replacement materials are superior quality to those being removed resulting in a much more high quality finish than the current facade.

- 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 limestone veneer facade retains the existing proportions. The 1st floor glass facade height is in line with the top of the neighboring building awning which creates a harmonious horizontal alignment throughout.

- 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 application is for a new facade only. Only the appearance of the building is affected and its conformity is described in the notes above.



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Attachment B:
Project Design Plans



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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, SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 310 NORTH BEVERLY DRIVE (PL1308455 - SANDRO).

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

Section 1. John J. Neeson, agent, on behalf of the property owner, Beverly-Dayton LLC, and the tenant, Sandro (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, sign accommodation for multiple business identification signs, and a construction barricade graphic for the property located at 310 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, 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 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