



Architectural Commission Report

Meeting Date: Wednesday, July 17, 2013

Subject: **OLIVE & JUNE**
434 North Canon Drive
Request for approval of a façade modification and business identification signage.
(PL1310210)

Project agent: Sarah Gibson Tuttle – Olive & June LLC

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

REPORT SUMMARY

The applicant is requesting review and approval of a minor façade remodel and business identification signage for the new Olive & June nail salon at an existing building located at 434 N. Canon Drive.

The applicant is proposing the following façade modifications:

- Remove existing awning and frame;
- Paint front façade and storefront frame white.

The applicant is proposing the following signage:

- 1 business identification sign
 - 18.7 square feet (max. allowable sign area: 30 SF)
 - Flat cut out aluminum letters in “blush” pink
 - Pin-mounted onto upper fascia
 - Non-illuminated
- 1 supplemental business identification sign
 - 1.25 SF (max. allowable sign area: 5 SF)
 - Solid vinyl window decal with business logo, business hours, and website
 - Located on entry door glass

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 100 square feet.

DESIGN ANALYSIS

Staff's analysis is that the simple and refined design of the proposed project is appropriate for the building and context. The size, placement, and design of the main business identification sign and the clean white façade are compatible with the streetscape of relatively simple storefronts on this block of Canon Drive. The only recommended design change from staff is that the vinyl entry door sign would appear cleaner with individual cut-out letters with no solid background field. Project Specific Condition

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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No. 1 has been included to this effect should the Commission concur with staff's recommendation.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

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

PUBLIC OUTREACH AND NOTIFICATION

No public notification was required for this project.



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Attachment A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (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:
- 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:

Olive & June, LLC would like to remove the existing awning, paint the front of the building white (currently unevenly painted) and place a sign on the wall. All material and finish information may be found on the accompanying color and material boards.

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 Multi-family Building Other (specify below):
- Retail Building Vacant
- Medical Office Building 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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)	1	211" x 66"	18,718"	30" SF
2					
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: PAINT
 Texture /Finish: SEMI GLOSS
 Color / Transparency: WHITE

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

Material: EXISTING/AS IS
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

Material: PARAPET WALL/NO ROOF - EXISTING/AS IS
 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: ALUMNINUM, PAINT
Texture /Finish: SEMI GLOSS
Color / Transparency: NUDE (PANTONE 486)

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

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:

Not applicable.

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.**

We are proposing a new, simple but elegant, facade that matches both Beverly Hills in general and the new facade next door. We are looking to simplify the current structure (remove the awning, paint the entire wall white, attach a tastefully subtle sign of the new business logo) while also creating a beautiful facade that will complement both Leggiardo's new facade and the surrounding restaurant facades (Porta Via and La Scala).

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.**

Division walls are five hour fire rated plus insulation.

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.**

Our design proposal increases the appearance and value of the local environment by removing an awning that is deteriorating and putting a more cohesive look together with all of our neighbors, creating a more welcome and open space.

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.**

Our design proposal opens up the block, making it a more pedestrian friendly environment which encourages increased neighborhood involvement and interaction. Our proposal also helps align the storefronts on the block to create a more vibrant business and shopping district.

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.**

Given we are allotted a certain square footage of sign frontage, we are proposing a subtle yet effective sign well within those constraints.



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Attachment B:

Design plans, cut sheets
and supporting elements

COLOR AND MATERIAL BOARD

MATERIAL

MATERIAL

1/4" THICK SOLID ALUMINUM

PAINT EXISTING STUCCO AND BRICK

COLOR

COLOR



LETTERS

FACE & RETURNS
PAINT HIGH GLOSS
FINISH TO MATCH
PMS # 486 BLUSH



WALL

Paint the entire front elevation
PAINT HIGH GLOSS
FINISH TO MATCH
FARROW & BALL "ALL WHITE" 2003



OLIVE & JUNE



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DOOR WINDOW
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A SIGN AT ENTRY DOOR 1.25 SQ/FT

signs AND SERVICES

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Stanton, CA 90680
Phone: 1.800.743.6942
Fax: 714.761.2451
signsandservicesco.com

ISO 9001 members of:
SEGD CMA WMA

Client:
OLIVE & JUNE

Location:
430 N. Canon Drive
Beverly Hills, CA 90210

Representative:
Rick Denman

Design Creation Date:
05-30-2013

Designer's Name:
CL

Revisions:

Approvals:

Customer Approval _____

Landlord Approval _____

Sales Approval _____

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Drawing #: 2968
Sheet #: 1 of 1

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Beverly Hills, CA 90210

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SHEET TITLE
COLOR AND MATERIAL BOARD

SHEET NO:
T6.0

NO. OF SHEET
6 OF 6



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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 MODIFICATION AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 430 NORTH CANON DRIVE (PL1310210 – OLIVE & JUNE).

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

Section 1. Sarah Gibson Tuttle – Olive & June LLC, applicant and tenant, on behalf of the property owner, Leisure Properties Ltd, (Collectively the “Applicant”), has applied for architectural approval of a façade modification and business identification signage for the property located at 430 North Canon 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 July 17, 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

1. The vinyl entry door sign shall consist of individual cut-out letters with no solid background field.

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: July 17, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley, III, Chair
Architectural Commission