



## Architectural Commission Report

**Meeting Date:** Wednesday, July 17, 2013

**Subject:** **GO GREEK**  
**452 North Bedford Drive**  
Request for approval of a façade remodel and business identification signage.  
(PL1309740)

**Project agent:** Murray Fischer – Law Offices of Murray Fischer

**Recommendation:** Conduct public hearing to discuss the project details and provide the applicant with design guidance.

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel and business identification signage for the new Go Greek yogurt shop at an existing building located at 452 North Bedford Drive.

- Façade Remodel
  - Remove existing awning
  - Remove existing metal trim from storefront
  - Install new wood cladding over existing storefront walls and fascia
  - Install new patterned floor tiles at store entry on private property
- Business ID sign
  - 10.3 SF (max. allowable sign area: 27.6 SF)
  - Pin mounted, halo lit natural raw steel sign panel
  - Wall mounted on fascia of storefront
- Business address sign
  - 6"H x 8"W natural raw steel numbers
  - Pin mounted

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

The applicant is proposing to occupy a ground floor tenant space in a building that has a strong internal design theme – a brick façade with regularly spaced windows and green metal storefronts with rounded green fabric awnings. The proposed project breaks from this theme entirely and ignores the surrounding context. The proposed color and materials do not integrate well into the existing building and the removal of the awning breaks the rhythm at the ground floor. Staff believes it is possible to design a façade remodel for the tenant space that is modern and meets the tenant's needs while still

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](mailto:rkapadia@beverlyhills.org)



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respecting the harmony of the existing building. As such, staff recommends that the Commission provide the applicant with design guidance and direct the project to return for restudy to a future meeting.

### **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 (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:
  - 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:**

Exterior remodel: white ash wood facade with raw steel sign, cement tile paved surface, and bare premium exterior black paint.

Interior remodel: white polished concrete floor, tongue and groove wood veneer ceiling on drywall, smooth plaster an cement tile wall coverings, construction of 4 non-bearing walls, bathroom walls and door, pocket door to kitchen area, and glass wall piece in front of frozen yogurt machines.

**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: C-2

**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:**

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	1	55" x 27"	10.3 sq. ft.	Total of 13.8' of Street Frontage (N. Bedford Dr.) 13.8' x 2 = 27.6 sf. < 100 sf. Max Allowable Square footage = 27.6 sf.
2	Building ID Sign(s)	1	3.25" x 8"	.18 sq. ft.	Total of 13.8' of Street Frontage (N. Bedford Dr.) 13.8' x 2 = 27.6 sf. < 100 sf. Max Allowable Square footage = 27.6 sf.
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:* White ash wood  
*Texture /Finish:* Finished with Fire Poly 100, aqueous based resin fire retardant coating  
*Color / Transparency:* White

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

*Material:* Bare premium exterior paint (on door/window frames)  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* Black

**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:* 1 Raw Steel Bussines ID Sign  
*Texture /Finish:* 13-Gage Cold Rolled Steel. Water Jet Cut Graphics with a natural rusted finish.  
*Color / Transparency:* Natural Rusted Color Finish

**BUILDING ID SIGN(S)**

*Material:* 1 Raw Steel Building ID Sign  
*Texture /Finish:* 13-Gage Cold Rolled Steel. Water Jet Cut Graphics with a natural rusted finish.  
*Color / Transparency:* Natural Rusted Color Finish

**EXTERIOR LIGHTING**

*Material:* Business ID Sign shall be illuminated from the back with low-voltage LED Lighting.  
*Texture /Finish:* N/A  
*Color / Transparency:* White.

**PAVED SURFACES**

*Material:* Cement Tiles  
*Texture /Finish:* Matte Finish  
*Color / Transparency:* Blues/White

**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.**

452 North Bedford will be transformed into a space that is both breathtaking and charming. Interpreting the colors and textures of Greece for a discerning American audience, the designers have envisioned a yogurt shop that is both authentic and modern. This shop was designed to carry an exotic luxury product, and its unique aesthetic mirrors this intention. It will add excitement to the urban environment of Beverly Hills while maintaining the taste and quality of the existing urban scale.

- 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.**

We are not putting any elements of structural integrity into the space. The current protection against internal and external factors will remain unchanged, and the changes proposed to the facade and interior will have no impact on the external or internal noises, vibrations, or other factors, which would tend to make the environment less desirable.

- 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 design of 452 N. Bedford provides a contemporary aesthetic that incorporates high quality materials, which will not deteriorate over time. This clean, effortless space will be a breath of fresh air along this busy thoroughfare.

- 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.**

452 North Bedford is along a commercial strip in a high-foot-traffic area of Beverly Hills. Presenting a healthy and exclusive product in a clean environment, the shop will effortlessly fold into the rhythm of its environment. There is a precedent of shops incorporating a wooden facade, like Pressed Juicery, but this project will present a much cleaner and more modern facade that will improve on the street's design and taste.

- 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.**

This storefront will be transformed into an understated, elegant, and flawless space, the presence of which will elevate its surroundings. It will be clearly marked with a building identification sign and the exterior facade will be coated with Fire Poly 100, an aqueous based resin fire retardant coating. The proposed improvements will not change: the height, floor area, or parking requirements of the existing building on the site.



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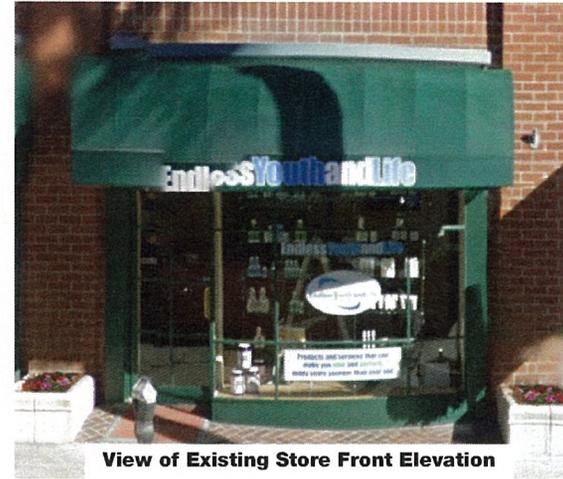
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**Attachment B:**

Design plans, cut sheets  
and supporting elements



**View of Existing Full Building Elevation**



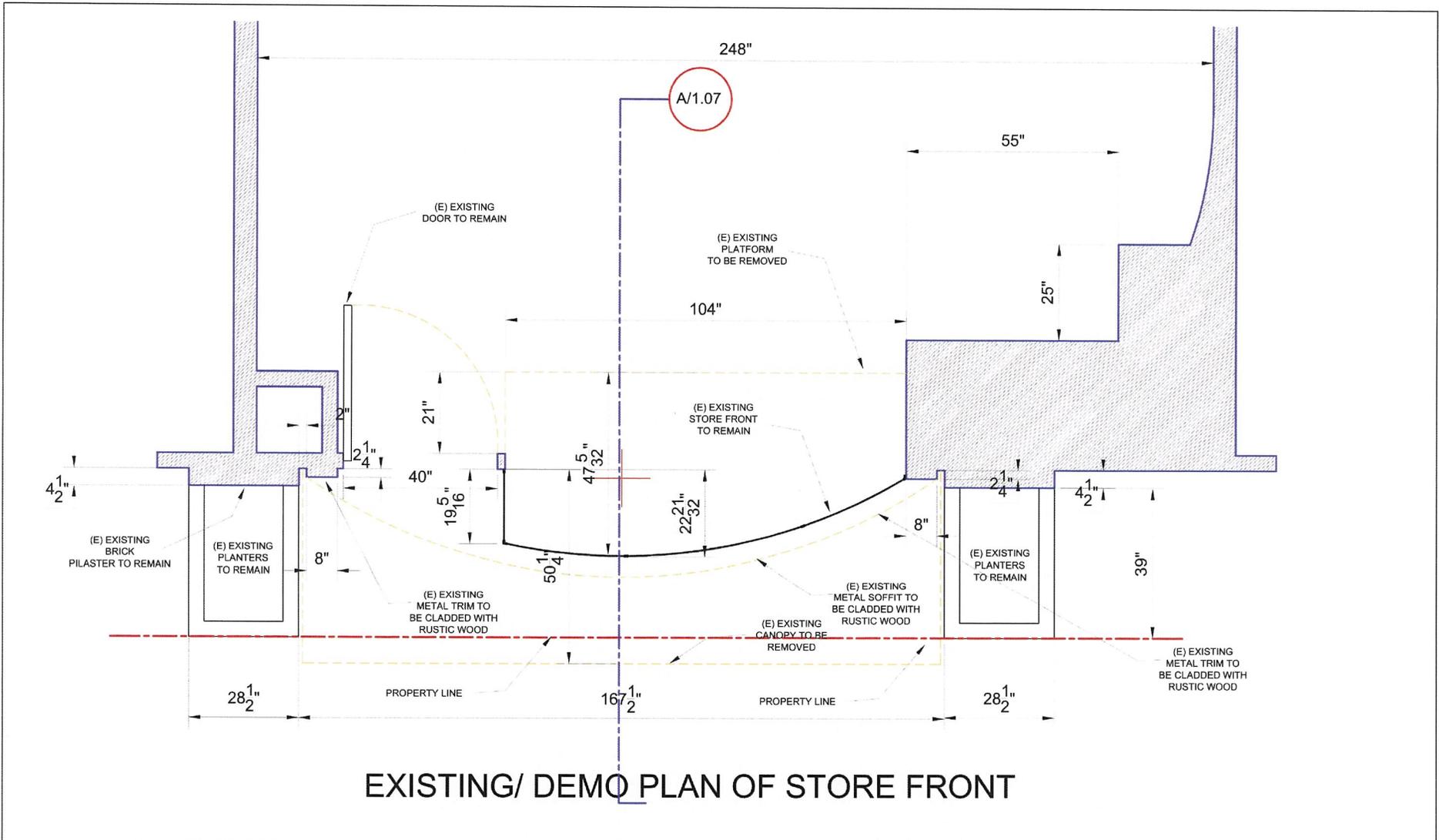
**View of Existing Store Front Elevation**



**View of Existing Elevation Looking North East**

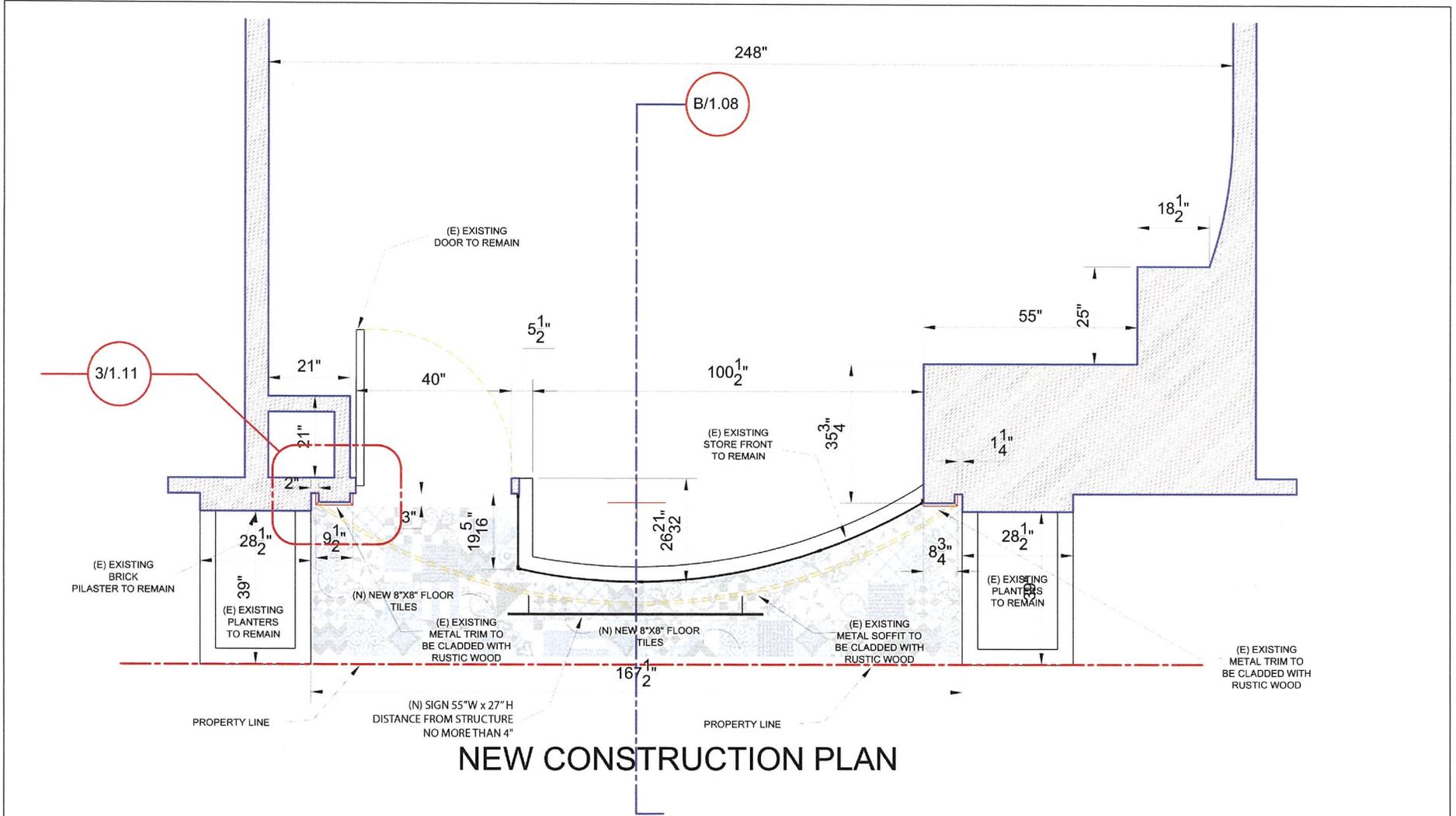


**View of Existing Elevation Looking South East**



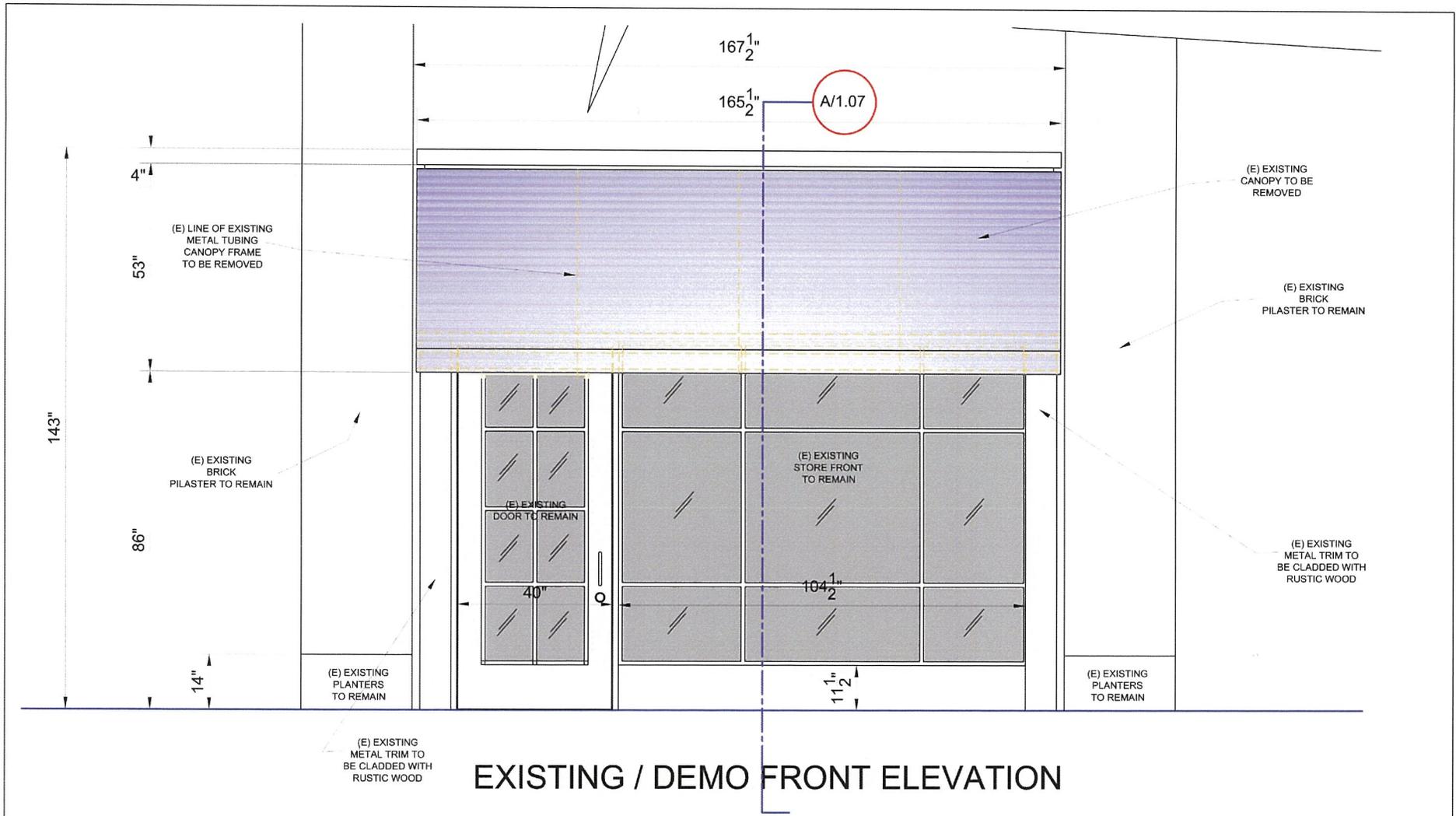
EXISTING/ DEMO PLAN OF STORE FRONT

   	N/A	Proj.	799	<b>GO GREEK SHOP</b> 452 N. BEDFORD DRIVE BEVERLY HILLS, CA 90210	Floor	Ground
		Date	6-4-13		Room	STORE FRONT
		Scale	1/2"=1'-0"		Wall	FRONT
		Drawn	JUN			



### NEW CONSTRUCTION PLAN

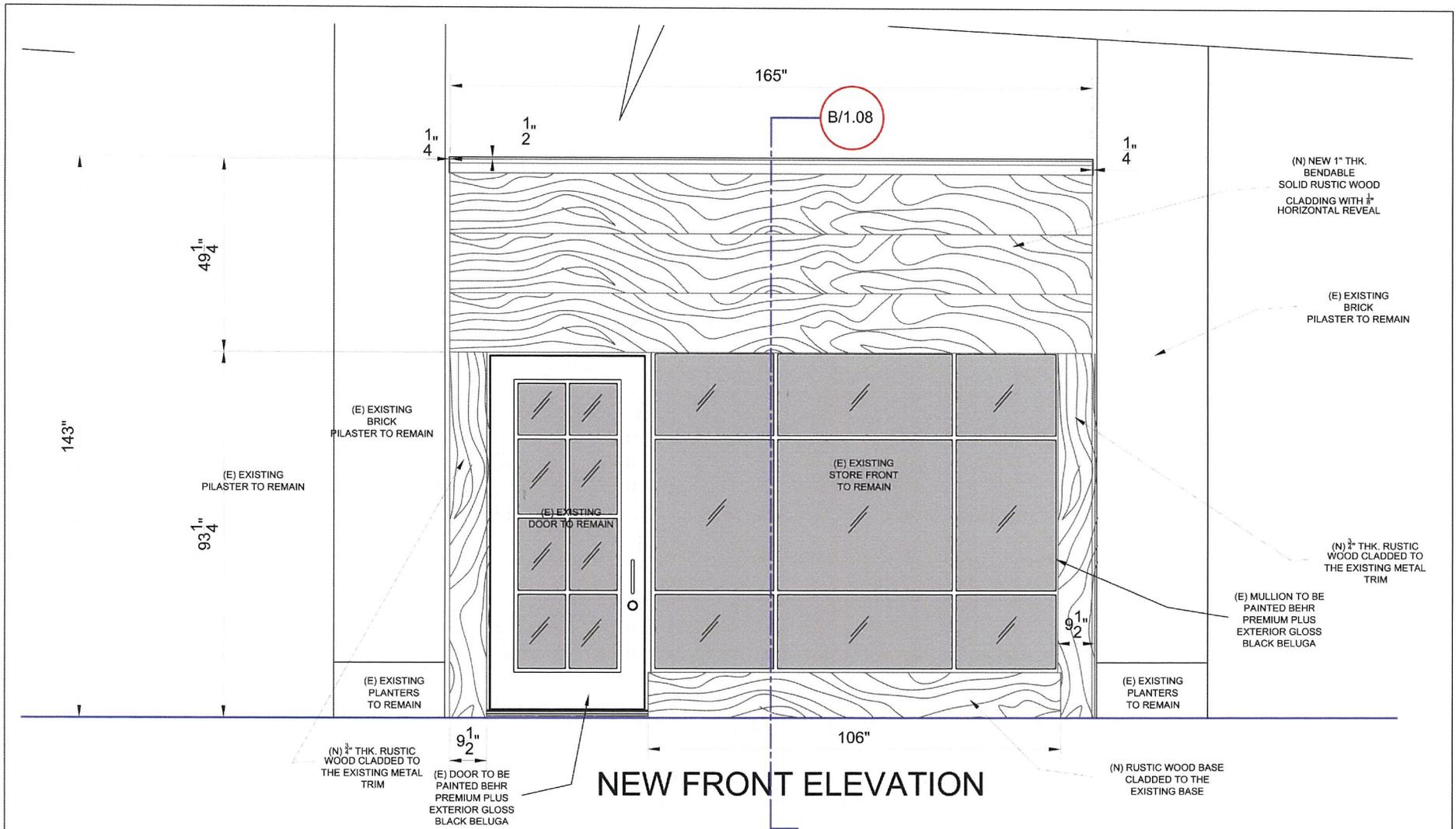
	N/A	Proj.	799	<b>GO GREEK SHOP</b> 452 N. BEDFORD DRIVE BEVERLY HILLS, CA 90210	Floor	Ground
		Date	6-4-13		Room	STORE FRONT
		Scale	1/2"=1'-0"		Wall	FRONT
		Drawn	JUN			



△	N/A	Proj.	799
△		Date	6-4-13
△		Scale	1/2"=1'-0"
△		Drawn	JUN

**GO GREEK SHOP**  
 452 N. BEDFORD DRIVE  
 BEVERLY HILLS, CA 90210

Floor	Ground
Room	STORE FRONT
Wall	FRONT



**NEW FRONT ELEVATION**

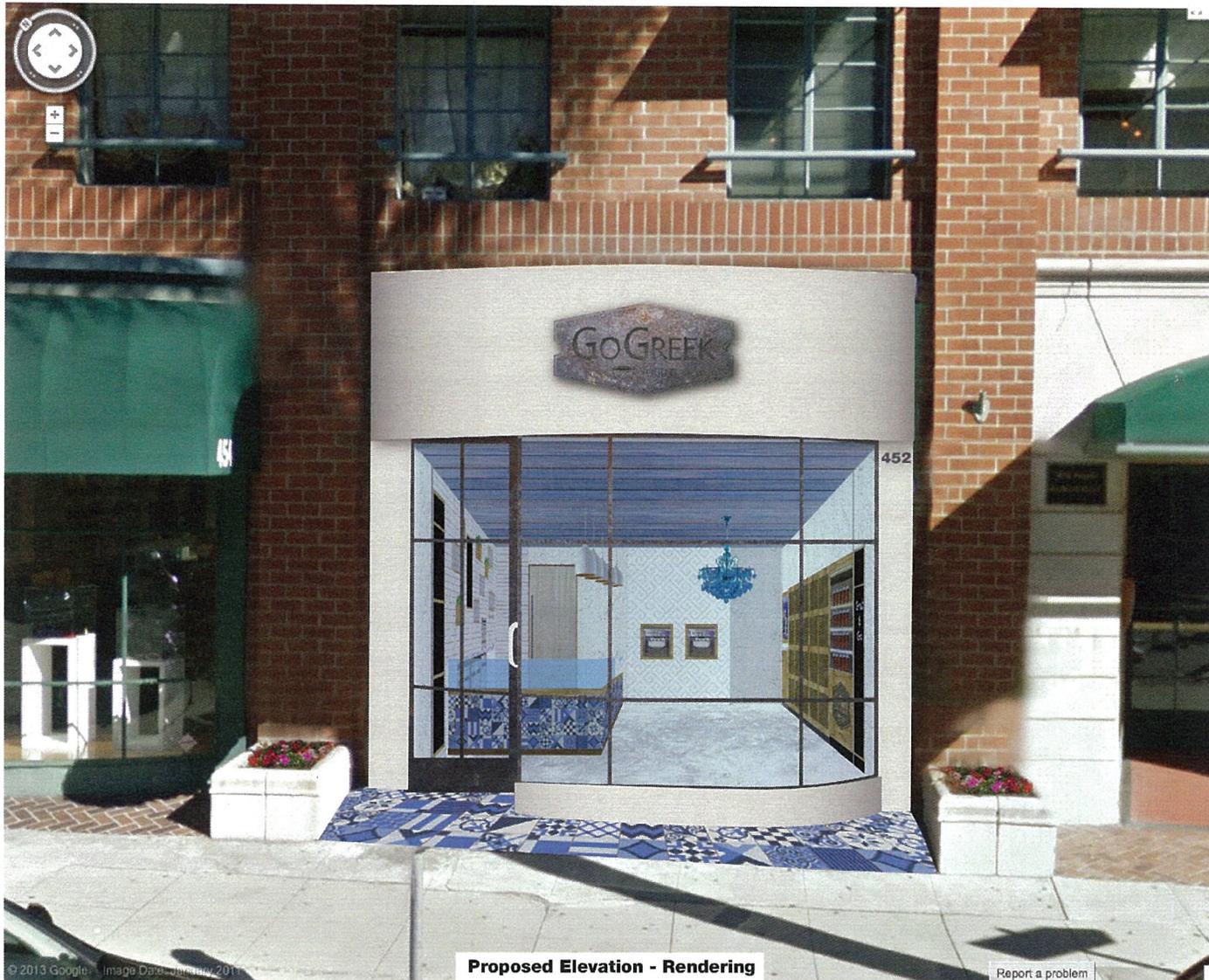
	N/A	Proj.	799	<b>GO GREEK SHOP</b> 452 N. BEDFORD DRIVE BEVERLY HILLS, CA 90210	Floor	Ground
		Date	6-4-13		Room	STORE FRONT
		Scale	1/2"=1'-0"		Wall	FRONT
		Drawn	JUN			



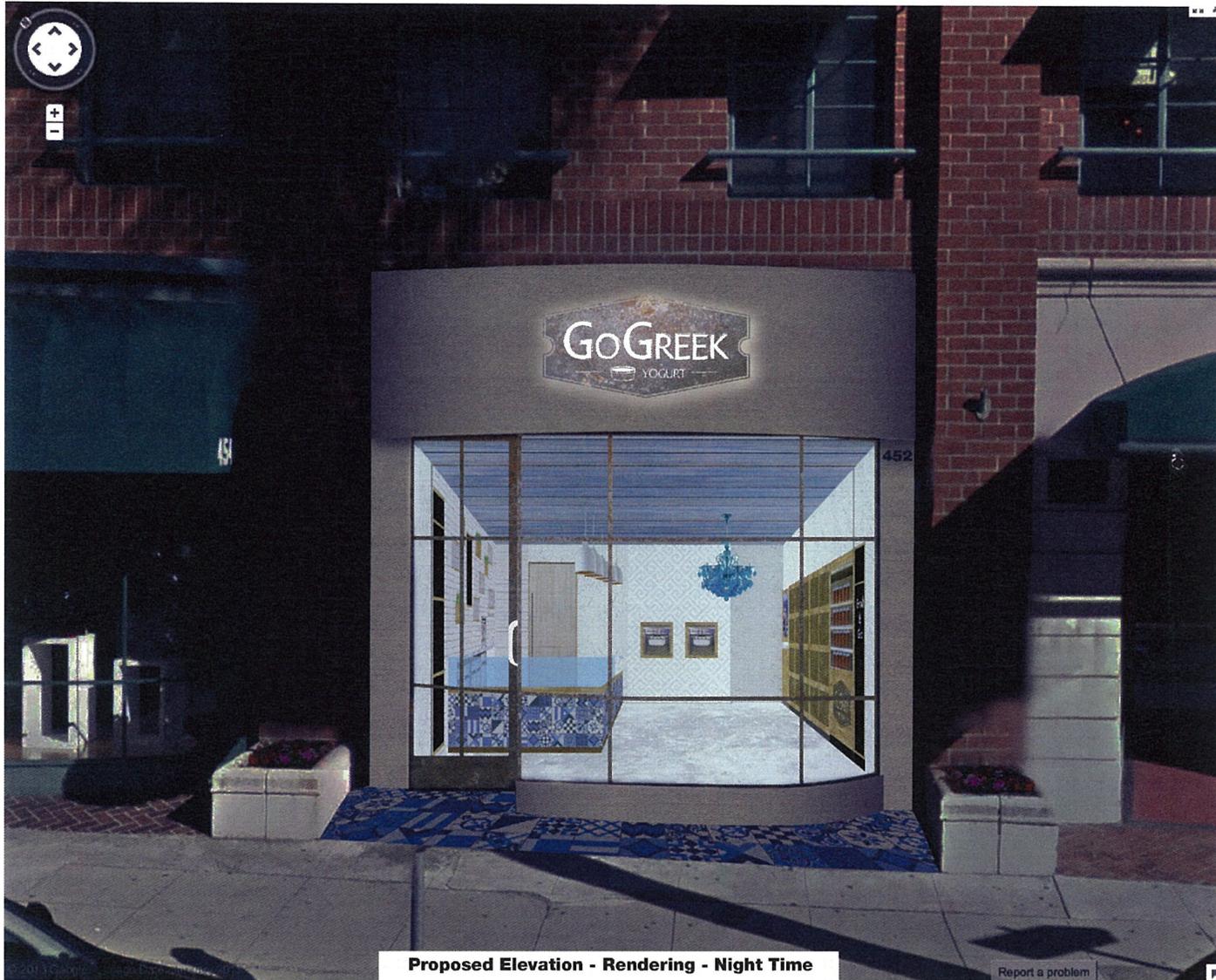
**Streetscape View - Proposed Elevation**



**Building View - Proposed Elevation**



Proposed Elevation - Rendering



Proposed Elevation - Rendering - Night Time

Report a problem

# View of Signage

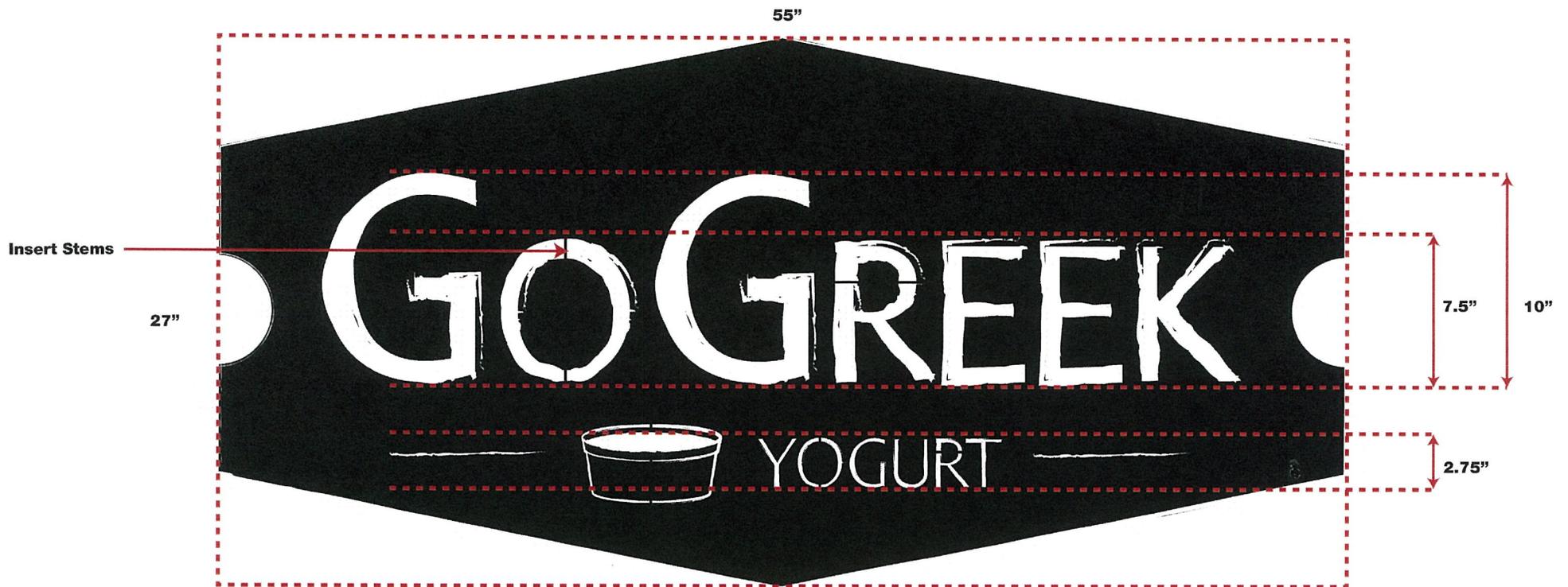


**Store Identity Sign**  
 55"W x 27"H X 1/8"D  
 Natural Raw Steel - Interior Illuminated - Wall Mounted

**Building Address Sign**  
 3.25"H x 8"W  
 6"H x 1"D Natural Raw Steel Numbers  
 Helvetica Neue Font  
 Pin Connected 1/2" From Face of Wood

**Signage Calculations**  
 Building Identity Sign 1 @ 55"x27" = 10.30 SF  
 Building Address Sign 1 @ 8"x3.25" = .18 SF

## Sign Detail

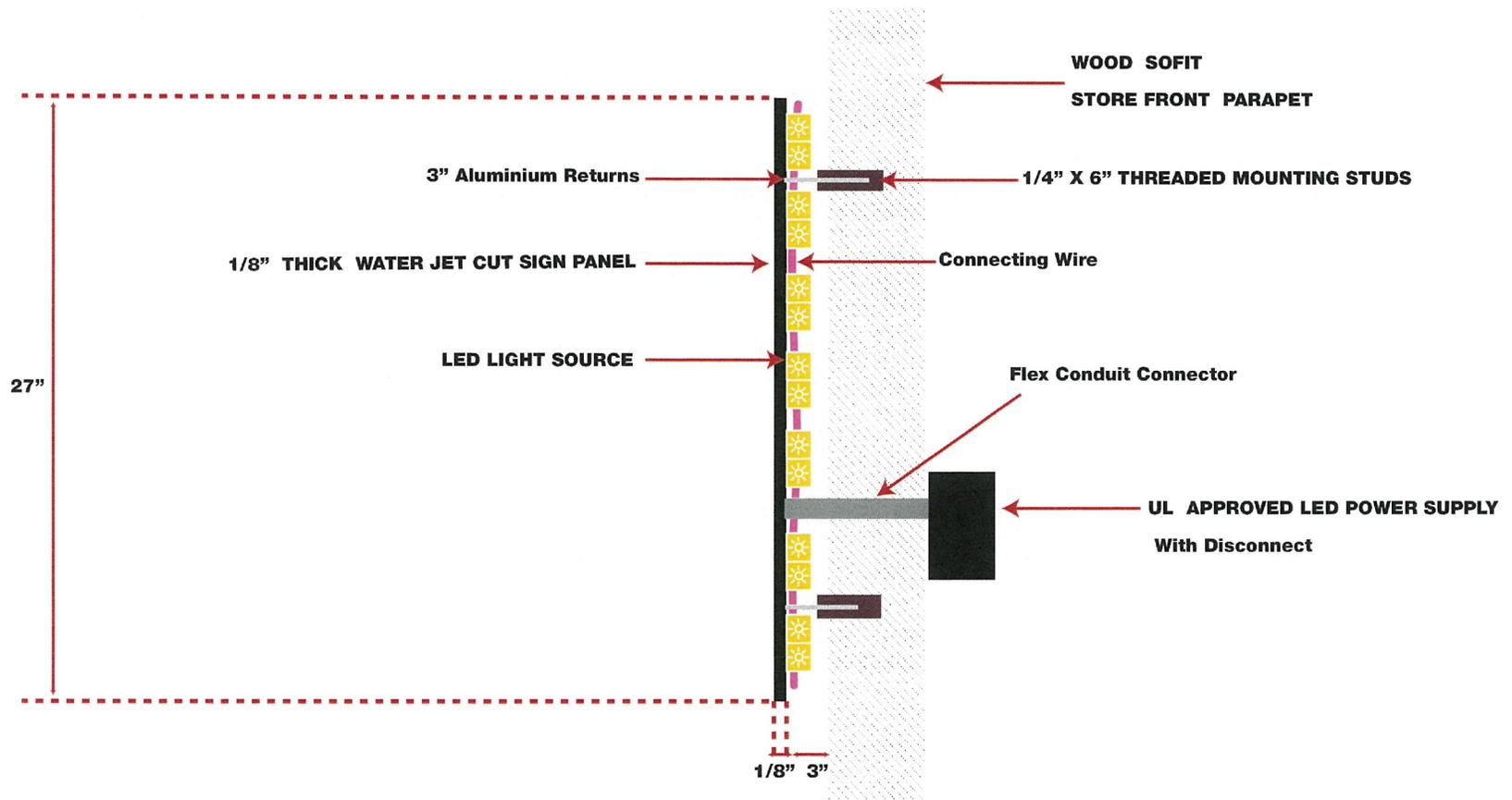


55" X 27" RAW STEEL SIGN PANEL 1/8" THICK

1/4" X 6" MOUNTING MOUNTING STUDS, ON ON BACK OF SIGN  
FOR WALL DIRECT ATTACHMENT.

# Sign Detail

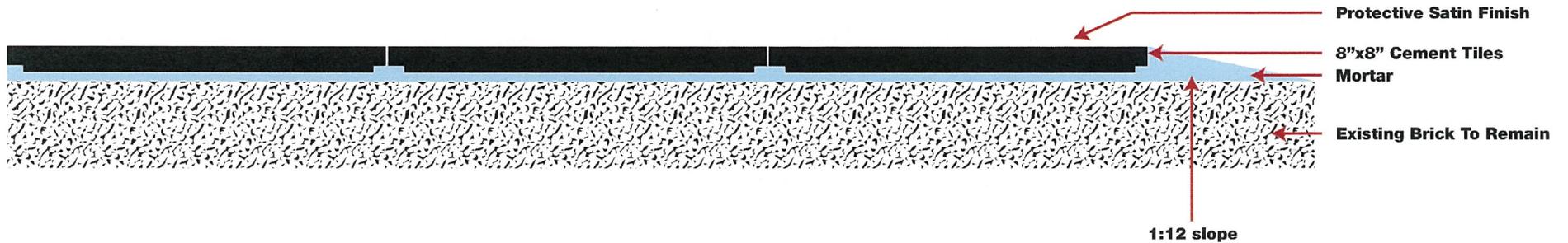
## ILLUMINATED ID SIGN MOUNTED DIRECTLY TO SOFIT



## Tile Pattern



## Tile Detail





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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 AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 452 NORTH BEDFORD DRIVE (PL1309740 – GO GREEK).

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

Section 1. Murray Fischer, agent, on behalf of the property owner, Mapleton Investments, LLC, and the tenant, Tanja Subotic, Go Greek (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification signage for the property located at 452 North Bedford 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

No project specific conditions 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: July 17, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley, III, Chair  
Architectural Commission