



Architectural Commission Report

Meeting Date: Wednesday, July 17, 2013

Subject: **MITCHELL GOLD + BOB WILLIAMS**
242 North Beverly Drive
Request for approval of a façade remodel and business identification signage.
(PL1310004)

Project agent: Rukhsana Abdullah – Valerio Architects

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 façade remodel and business identification signage for the new Mitchell Gold + Bob Williams retail store at 242 North Beverly Dr.

The façade remodel includes the following:

- Re-stucco the façade in a smooth finish, painted white;
- Build out storefront entry to create an entry portal;
- New 13'-0"W x 11'-8" H storefront windows;
- Two new black canvas awnings over storefront; and
- Add stucco trim surround around entry portal and across top of parapet.

The applicant is proposing the following signage:

- 1 business identification sign
 - 96.4 SF (max allowable sign area: 100 SF)
 - Copy to read: "Mitchell Gold + Bob Williams // Home Furnishings"
 - Reverse channel backlit aluminum letters, powder coated black
- 2 awning signs
 - 4" white vinyl letters with copy "Mitchell Gold + Bob Williams" on each awning valance

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. Additionally, pursuant to BHMC §10-4-306, one horizontal line of letters and symbols not to exceed 7" in height may be painted on to the architectural element on the face of the element which is parallel to the wall of the building to which it is attached.

URBAN DESIGN ANALYSIS

Staff believes that the proposed size of the sign is too large for the storefront. The sign should be reduced in size such that the overall sign area fits with a comfortable margin within the vertical stucco

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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joints on the upper façade. Project Specific Condition No. 1 has been included in the draft approval resolution to this effect. Additionally, the submitted project renderings depict soft, glowing lighting at the entryway and storefront, but no such lighting information has been provided on the submitted plans. Project Specific Condition No. 2 has been included to ensure that the applicant submits lighting information for review and approval by staff.

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:
 - Building Identification Sign(s)
 Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
 Graphics on Temporary Construction Barricade Sign _____ 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:

See Full Narrative, attached.

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:

	<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	18'-6" x 5'-6"	96.4 SF	100 SF total
2	Awning Sign(s)	2	5'-3" x 4" each	3.5 SF	100 SF total
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: High Quality Painted Stucco
Texture /Finish: Smooth
Color / Transparency: White; opaque

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

Material: Tempered glass, stainless steel hardware
Texture /Finish: Clear coat
Color / Transparency: Clear, transparent

ROOF

Material: N/A- existing roof to remain
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: Canvas
Texture /Finish: Sunbrella, outdoor fabric
Color / Transparency: Black; opaque

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Reverse channel aluminum letters
Texture /Finish: Powdercoat
Color / Transparency: Black; opaque; backlit

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:

N/A

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

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

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

The proposed facade improvements will unify three existing storefronts into one large cohesive storefront which opens into a spacious showroom for high end designer furniture. The clean lines of the facade offer balance to neighboring commercial properties, and emphasize this area at the beginning of Beverly Drive North as a gateway to the kind of tasteful designer shopping experience Beverly Hills is known for.

- 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.**

Proposed improvements will use existing concrete and masonry structure and long span wooden bowstring roof trusses. All HVAC equipment will reuse existing pads on roof and be reasonably screened from pedestrian street view. Recessed storefront entry, and display windows provide a buffer between inside of space and busy Beverly Drive.

- 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.**

All proposed materials are of high quality and durability. Proposed facade will add value to the Beverly Drive shopping district.

- 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.**

Proposed retail use is allowed in the C-3 area. This high end furniture gallery is very much in keeping with the types of uses generally found along Beverly Drive.

- 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.**

Proposed height, use, overhangs, setbacks and permanent signage are all allowable within the Beverly Hills Municipal Code. Only the temporary construction barricade graphic will be in excess of what is allowed by right at this location.



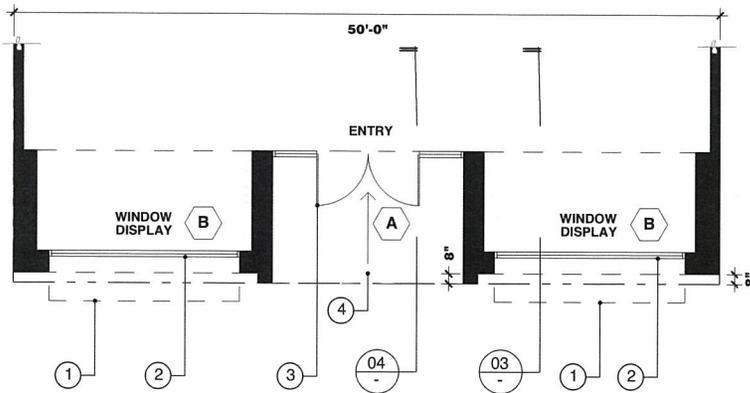
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Attachment B:

Design plans, cut sheets
and supporting elements

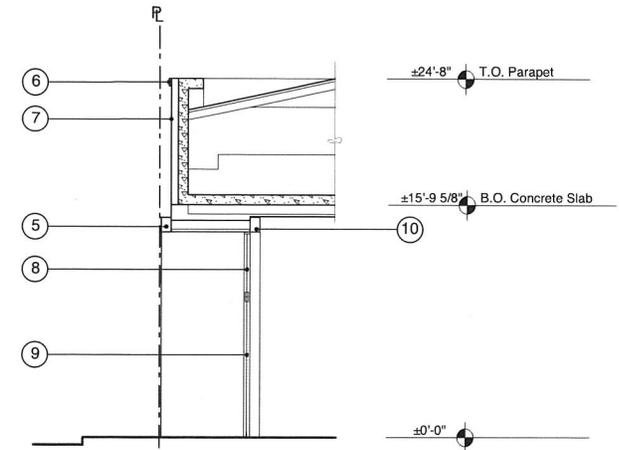


02 STOREFRONT PLAN

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

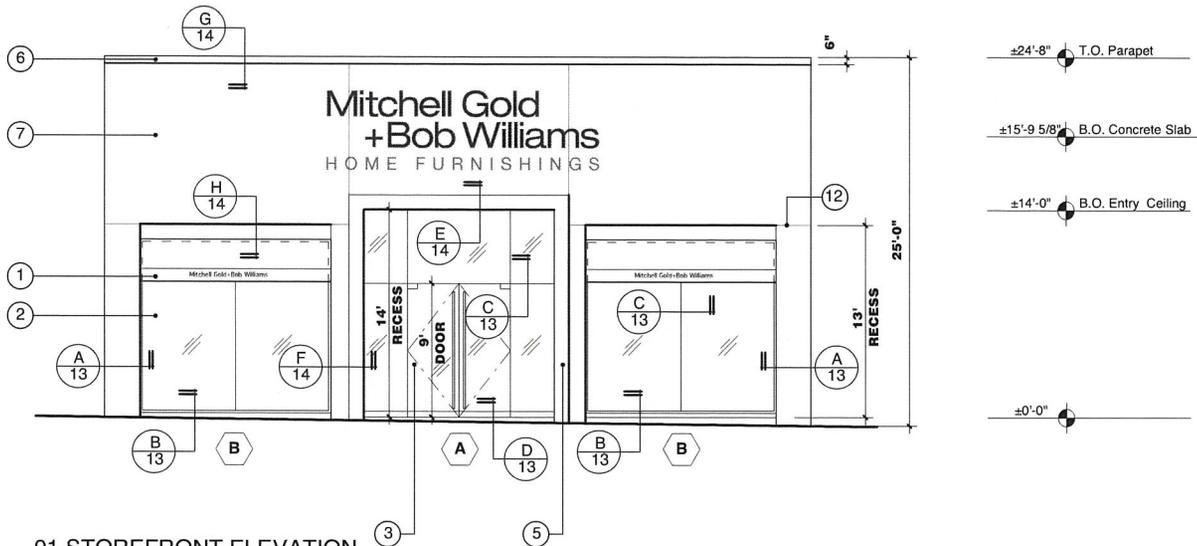
KEY NOTES:

1. CANVAS AWNING
2. TEMPERED GLASS WINDOW WITH BUTT JOINT AT CENTER. SEE SCHEDULE ON PAGE 07.
3. TEMPERED GLASS DOOR WITH TRANSOM AND SIDELITES; STAINLESS STEEL PULLS AND BASE. SEE SCHEDULE ON PAGE 07.
4. RECESSED ENTRY SLOPED UP TO ENTRY DOORS. STONE FINISH.
5. BUILT OUT STUCCO SURROUND TO MATCH FRONT OF BUILDING.
6. METAL PARAPET CAP PAINTED TO MATCH STUCCO
7. STUCCO FACADE
8. TEMPERED GLASS TRANSOM
9. TEMPERED GLASS ENTRY DOOR
10. WOOD CASED WINDOW SURROUND
11. INTERIOR PARTITION "QUOTE" WALL
12. 1/4" x 1/4" STUCCO CONTROL JOINT PAINTED TO MATCH STUCCO



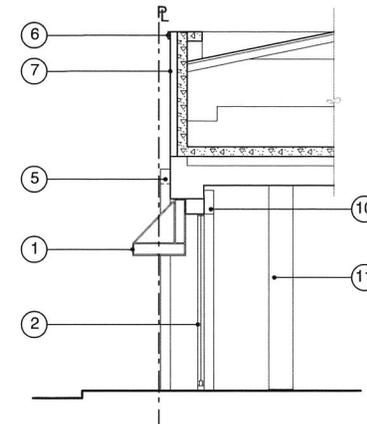
04 SECTION THROUGH STOREFRONT ENTRY

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



01 STOREFRONT ELEVATION

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

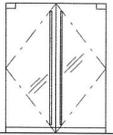


03 SECTION THROUGH STOREFRONT WINDOW

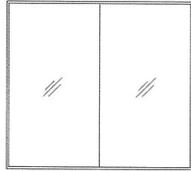
Scale: 1/8" = 1'-0"

DOOR/ WINDOW SCHEDULE

NO	WIDTH	SIZE HEIGHT	THICK	QTY	TYPE	DESCRIPTION	FRAME	FINISH	GLAZING	HARDWARE	REMARKS
DOOR 1	6' 3'-0" EA.	9'-0"	1/2"	1	A	ALUMINUM DOUBLE GLAZED STOREFRONT DOORS	ALUM.	ALUM.	CLEAR TEMPERED	1. PULL HANDLES 2. DEAD BOLT 3. DOOR STOP AND HOLDER 4. CONCEALED DOOR CLOSER 5. PIVOT HINGES 6. WEATHERSTRIP 7. THRESHOLD	1. PROVIDE SIGN ABOVE DOOR "THIS DOOR TO REMAIN UNLOCKED DURING BUSINESS HRS." 2. EXIT DR. TO BE OPENABLE FROM INT. W/OUT THE USE OF A KEY OR ANY SPECIAL KNOWLEDGE OR EFFORT
WINDOW 2	13'-0"	11'-8"	1/2"	2	B	4" ALUM. FRAME W/ GLAZED STOREFRONT	ALUM.	ALUM.	CLEAR TEMPERED	N/A	



TYPE A
Framed Storefront Glass Dr.



TYPE B
Storefront Window



Mitchell Gold
+Bob Williams

Mitchell Gold
+Bob Williams

242 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

SCHEMATIC DESIGN

Exterior Storefront Color Elevation/
Window/ Door Schedule

07

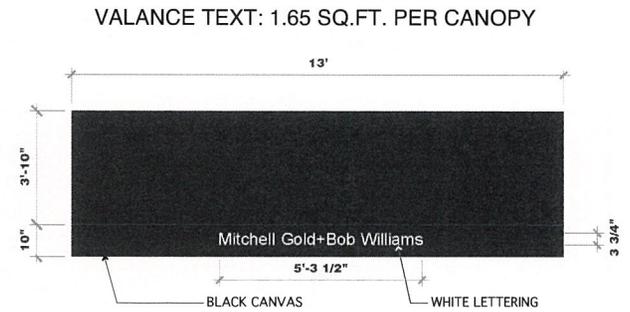
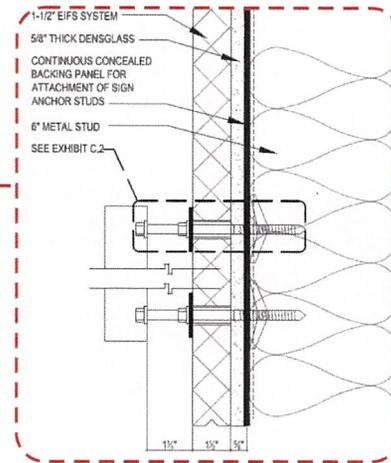
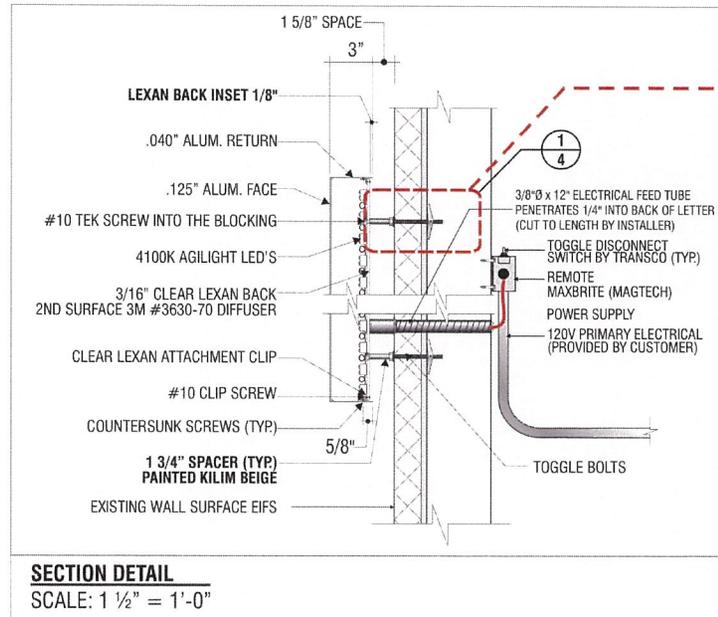
Scale: N.T.S.

Project No.: 1298-13-55

valerio architecture
and interiors

07.17.13

MANUFACTURE AND INSTALL ONE (1) SET OF ILLUMINATED REVERSE PAN CHANNEL LETTERS
LETTERS: 3" DEEP ALUMINUM CONSTRUCTION, .125" ALUM FACES AND .040" ALUM RETURNS
BACKS: 3/16" CLEAR LEXAN 2ND SURFACE 3M #3630-70 DIFFUSER
ILLUMINATION: TO BE 4100K AGILIGHT LED'S
SPACERS: PEG OFF WALL 1 1/2", SPACERS PAINTED TO MATCH WALL



SIGNAGE SQUARE FOOTAGE: 99.75 SQ.FT.





**Mitchell Gold
+Bob Williams**

**Mitchell Gold
+Bob Williams**

242 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

SCHEMATIC DESIGN

Rendering- Daytime View

11

Scale: N.T.S.

Project No.: 1298-13-55

07.017.13



**Mitchell Gold
+ Bob Williams**

Mitchell Gold
+ Bob Williams
242 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

SCHEMATIC DESIGN

Rendering- Night View

12

Scale: N.T.S.

Project No.: 1298-13-55

07.17.13



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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 242 NORTH BEVERLY DRIVE (PL1310004 – MITCHELL GOLD + BOB WILLIAMS).

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

Section 1. Rukhsana Abdullah of Valerio Architects, agent, on behalf of the property owner, Pacific Landmark LLC, and the tenant, Mitchell Gold + Bob Williams (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification signage for the property located at 242 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 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 environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

1. The main business identification sign shall be reduced in size to fit appropriately within the stucco joints on the upper façade, subject to final review and approval by staff.
2. Lighting shall be integrated into the exterior entry portal area to simulate the lighting effect provided in project renderings, for final review and approval by staff.

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