



Architectural Commission Report

Meeting Date: Wednesday, July 17, 2013

Subject: **361 SOUTH ROBERTSON BOULEVARD**
Request for approval of a façade remodel to an existing commercial building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310306)

Project agent: Lee Jubas – Lee Jubas Architects

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 a façade remodel to an existing commercial building. The façade remodel includes the following components:

South Robertson Boulevard elevation

- Brick veneer;
- Zinc metal clad awning with recessed LED down lights;
- Storefront system with clear glazing and anodized aluminum framing;
- Brushed stainless steel door pull, and;
- 8" address numbers suspended from awning.

Alley elevation

- Removal of existing paint and utilization of clear seal;
- Zinc metal clad awning with recessed LED down lights;
- Aluminum clad roll-up garage door;
- Clear anodized aluminum skim on steel doors with brushed stainless steel hardware, and;
- Clear anodized aluminum frame window.

DESIGN ANALYSIS

Based on staff's review of the proposed design, the clean and simple facade is well-articulated and is of appropriate scale for the area. However, the rhythm of the streetscape is not maintained in the singular block nature of the building and adequate spacing is not provided between the proposed awning and the middle storefront system. An alternative configuration has been identified by staff, shown in Figure 1, which would create an aesthetic of individual storefronts and a village feel while maintaining the preferred internal configuration of the building. Such configuration includes the following elements:

- Increasing the height of the parapet over the middle storefront system.

Note: The parapet may be increased to a maximum height of 45" above the adjacent roof deck.

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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cgordon@beverlyhills.org



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445 North Rexford Drive, Room 280-A

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- Use of individual awnings over each storefront system, as opposed to one that continues for the full length of the façade.

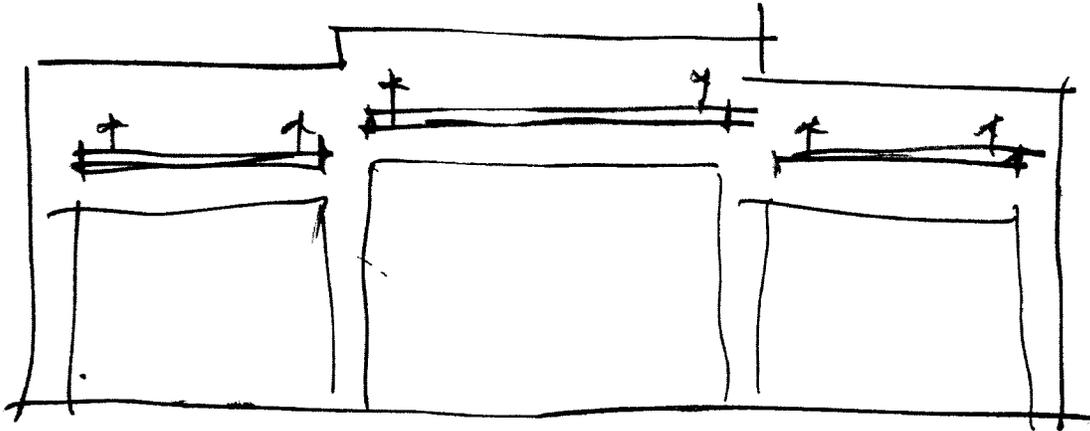


Figure 1. Staff recommended façade configuration

While not shown in Figure 1, staff also recommends decreasing the height of the address letters by approximately one to two inches.

Project-specific conditions have been included in the draft resolution of approval. The Commission may choose to adopt the conditions proposed or revise them based on comments provided at the 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

Public notification was not 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):
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:

Tenant improvement of an existing 2,930 sq. ft., 1-story commercial building. The front facade is to be remodeled with new glazed openings in aluminum frames, flanking a center frameless glass entry. New brick veneer is proposed to replace existing brick veneer, in same stacked bond pattern. A new zinc metal clad awing is proposed. The rear, alley-facing, facade is constructed of structural brick and is to remain. It's surface is to be sand-blasted, removing the existing paint, revealing the natural brick surface. Then a clear sealer will be applied, of a mat finish. The rear facade will receive replacement doors, one new aluminum window and one roll up garage door. The doors will be steel with an aluminum cladding, or skin.

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					
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: Brick
 Texture /Finish: Split-rough
 Color / Transparency: natural fired brick red.

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

Material: Aluminum Frame; tempered glass
 Texture /Finish: Smooth; polished
 Color / Transparency: Metallic-Aluminum; clear glass

ROOF

Material: Existing to remain and not visible from public right of way
 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: Zinc (99.995% pure, alloyed with copper and titanium)
Texture /Finish: Smooth
Color / Transparency: Dark Charcoal Gray

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

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

BUILDING ID SIGN(S)

Material: Stainless Steel: Required Address Numbers only
Texture /Finish: Brushed
Color / Transparency: Metallic-Natural Stainless Steel

EXTERIOR LIGHTING

Material: Aluminum
Texture /Finish: Brushed
Color / Transparency: Metallic-Natural Aluminum

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:
None

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.**

By juxtaposing brick as a natural material against manufactured materials such as glass and metal, a historical context of Beverly Hills is recalled while opening the storefront visually to the public.

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 majority of the existing exterior walls are maintained. The concrete and brick front and rear walls provide both an acoustic and thermal barrier for the interior space. The proposed glazing also has acoustical insulation properties.

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.**

Through a minimalist palette of brick, metal and glass, the proposed structure opens to the street, inviting the public in. This re-establishes the missing private-public relationship of this commercial corridor.

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 existing structure's scale, which is to remain, is within the spirit of what Beverly Hills intended for this commercial zone.

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 location of the building is unchanged. The proposed changes maintain the lower scale and massing for this zone, as the municipal code intended.

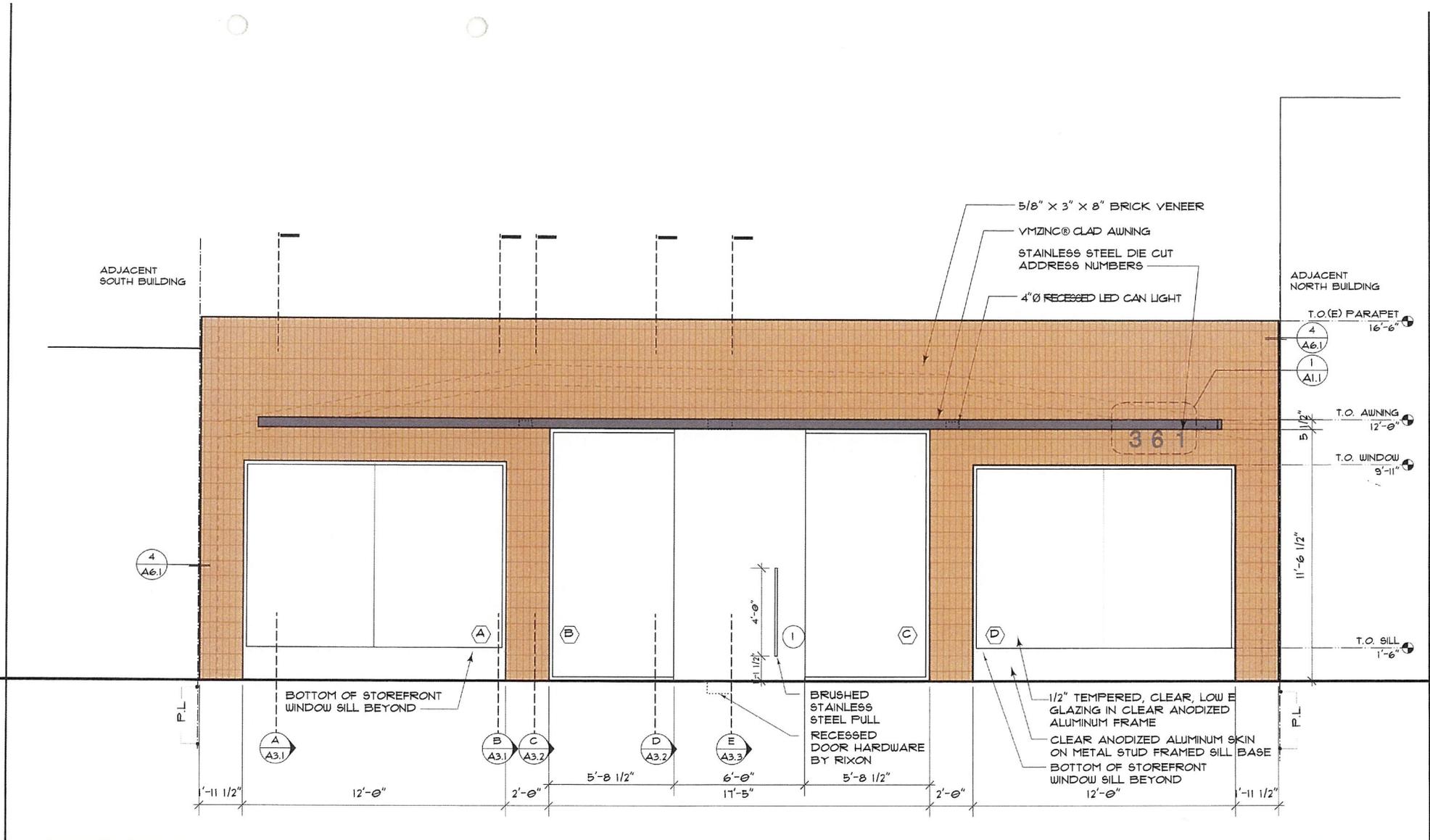


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Attachment B:
Project Design Plans



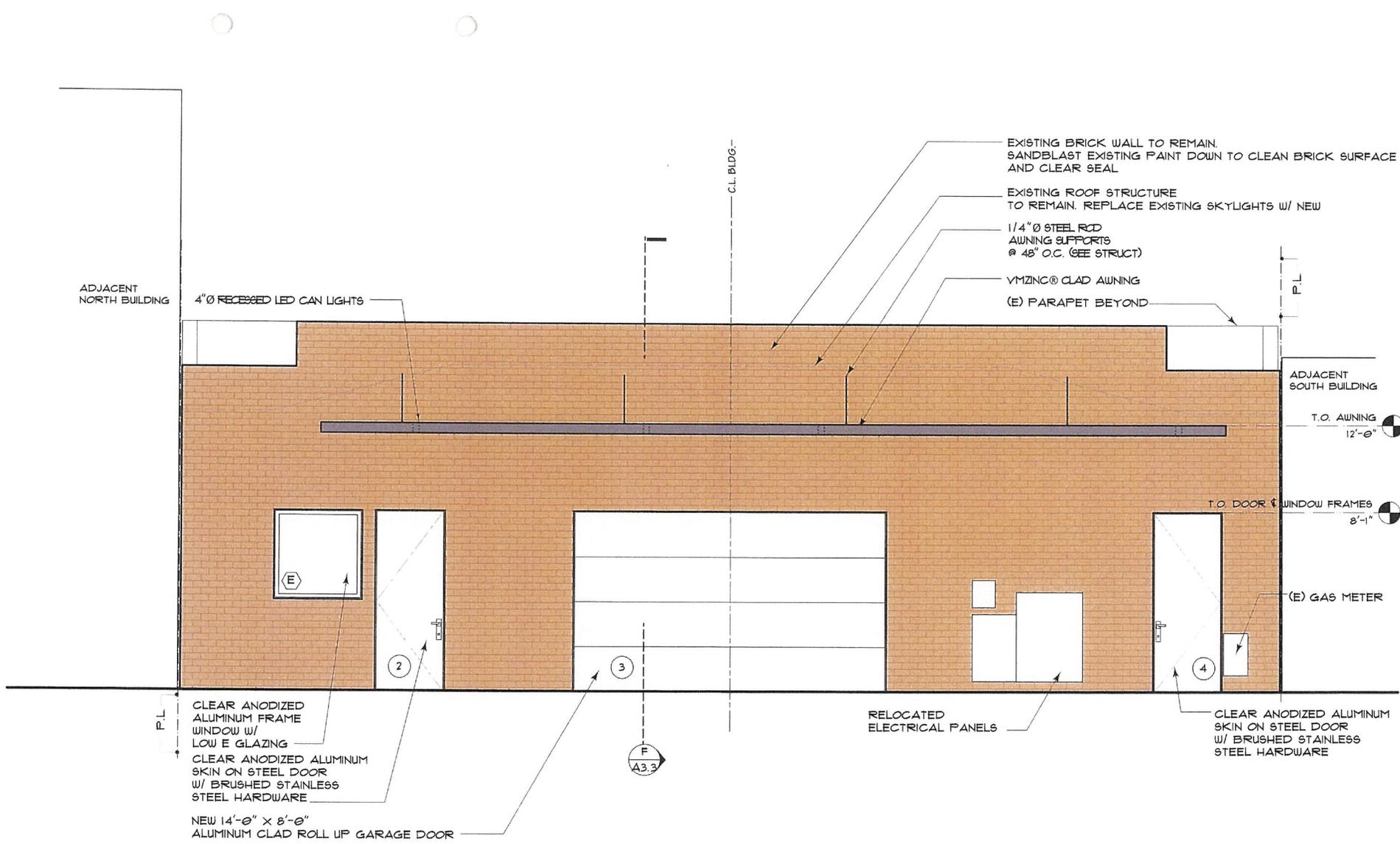
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**FACADE REMODEL
 361 S. ROBERTSON DRIVE
 BEVERLY HILLS, CA 90211**

**FRONT ELEVATION - COLOR
 (ROBERTSON BLVD)**
 SCALE: 3/16" = 1'-0"

A2.1



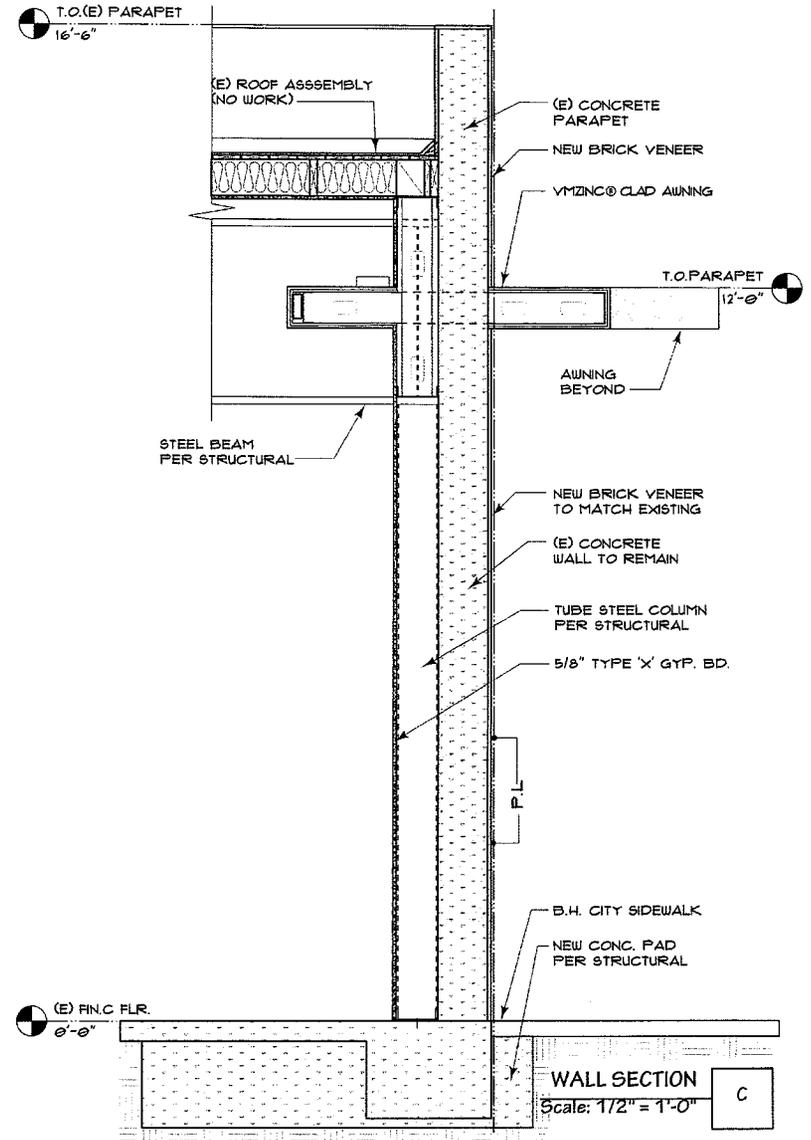
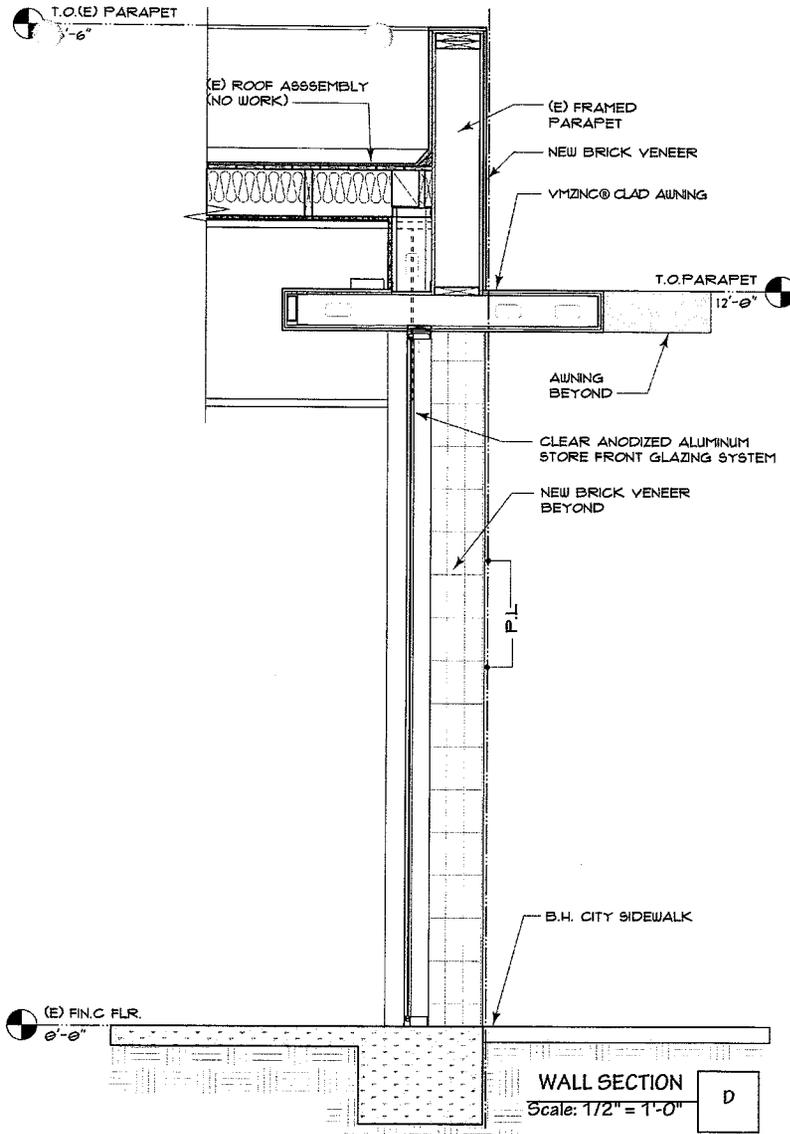
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FACADE REMODEL
361 S. ROBERTSON DRIVE
BEVERLY HILLS, CA 90211

FRONT ELEVATION - COLOR
(ALLEY)
 SCALE: 3/16" = 1'-0"

A2.2



FACADE REMODEL
361 S. ROBERTSON DRIVE
BEVERLY HILLS, CA 90211

WALL SECTIONS 'C' & 'D'
 SCALE: 1/2" = 1'-0"

A3.2

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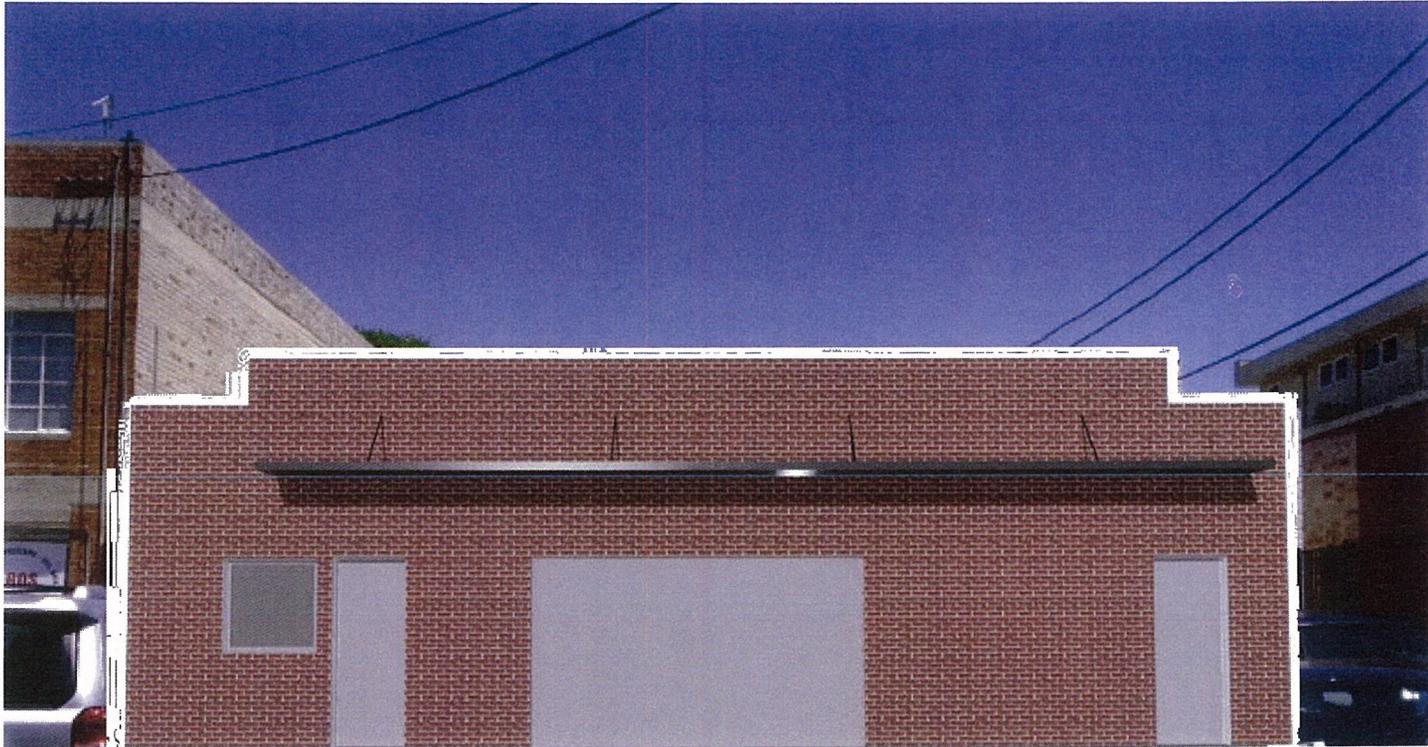
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**FACADE REMODEL
361 S. ROBERTSON DRIVE
BEVERLY HILLS, CA 90211**

**PROPOSED FACADE 3D
ROBERTSON BLVD
SCALE: NTS**

A4.1



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FACADE REMODEL
361 S. ROBERTSON DRIVE
BEVERLY HILLS, CA 90211

PROPOSED FACADE 3D
ALLEY

SCALE: NTS

A4.2



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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 TO AN EXISTING COMMERCIAL BUILDING FOR THE PROPERTY LOCATED AT 361 SOUTH ROBERTSON BOULEVARD (PL1310306).

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

Section 1. Lee Jubas, agent, on behalf of the property owner, Paul Zuckerman, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel to an existing commercial building for the property located at 361 South Robertson Boulevard.

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

No project-specific conditions are proposed.

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