



## Architectural Commission Report

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

**Subject:** **KREATION JUICERY**  
**9609 South Santa Monica Boulevard**

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and outdoor dining elements. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.  
(PL1308021)

**Project agent:** Marjan Sarshar

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation for multiple business identification signs, and outdoor dining elements. The façade remodel includes the following components:

- Recycled wood façade;
- Living wall set into wood on lower half of the façade;  
*Note: The living wall contains a variety of plant types and is inset into the façade with a waterproof membrane, chicken wire-mesh, and sheet metal flashing.*
- Wood paneling on underside and returns of existing awnings;
- Electronic juice dispensary with display screen, and;
- Existing storefront window and door system

The applicant is also requesting a sign accommodation for multiple business identification signs. The applicant is proposing a total of 44 SF of business identification signage, configured as follows:

- One 31.2 SF façade-stamped business identification sign located above the entryway;
- One 10.8 SF façade-stamped business identification sign located adjacent to the entryway, and;
- One 2 SF façade-stamped business identification sign located directly above the electronic juice dispensary.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". For this retail tenant, the maximum business identification sign area is 57.5 SF (based on a storefront width of approximately 28'-10").

**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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The applicant is also requesting outdoor dining elements, which consist of the following:

- Galvanized metal chair with wood top seating, and;
- Galvanized metal table with wood table top.

The requested façade was installed without the appropriate permits and, as such, there are items of clarification of which the Architectural Commission should be made aware. These items are as follows:

### Encroachments

The wood façade currently projects one inch (1") into the City's public right-of-way and the adjacent private property; however, this encroachment measurement does not include the vegetation installed on the living wall. The project applicant will be providing revised plans to the Commission that show the removal of the projection over the adjacent private property as permission to encroach over the property line has not been obtained.

Based on the current façade configuration, City Council review is required to allow such projection into the City's public right-of-way. As such, staff has included the following project-specific conditions should the Architectural Commission choose to approve a façade design that projects into the City's public right-of-way:

1. *This approval shall become null and void if a complete application for a permanent encroachment permit is not filed with the Community Development Department within ten (10) business days of the date of approval granted by the Architectural Commission. The applicant shall also provide the City with all fees necessary to review and process such permit. Failure to comply with this condition shall result in the continuation of code enforcement action to bring the project into full compliance with all applicable City codes and regulations.*
2. *If revisions to the project are required as a result of the review by City Council, the applicant shall submit revised plans to the staff liaison to the Architectural Commission within ten (10) days of the City Council review. The revised plans shall be subject to review by the Architectural Commission and include all fees necessary fees to review and process such revision. Failure to comply with this condition shall result in the continuation of code enforcement action to bring the project into full compliance with all applicable City codes and regulations.*

### Building Material and Configuration

In general, commercial buildings and facades in the City of Beverly Hills are required to have non-combustible exterior walls. However, pursuant to information provided to staff by the City's Development Services Program, combustible finish materials, such as wood, are permissible attachments to a non-combustible façade when the installation of such material is set back from the public street by a minimum distance of 5'-0".

### **DESIGN ANALYSIS**

Based on staff's review of the proposed design, the articulation of the façade is well-developed but the overall design has a "temporary" feel and does not provide appropriate balance to the façade or to the



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existing building. Specifically, the termination of the wood façade against the existing brickwork is jarring and does not provide a smooth delineation between storefronts. The Architectural Commission may wish to address this feature and provide the applicant with feedback to assist in remedying the termination.

### **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.

A code enforcement case was created on April 16, 2013 due to the unpermitted work conducted at the project site. Project review by the Architectural Commission is a required component of bringing the project into full compliance with all City codes. City Council review may be required should the Commission approve a façade design that projects into the public right-of-way.

### **ENVIRONMENTAL ASSESSMENT**

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

### **PUBLIC OUTREACH AND NOTIFICATION**

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, July 5, 2013. To date, staff has not received any comments in regards to the submitted project.



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**Attachment A:**

Detailed Design Description  
and Materials (applicant prepared)

**SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION**

**A Indicate Requested Application**

- Staff Review
  - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
  - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
  - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

**B Identify the scope of work (check all that apply):**

- New construction
  - Façade Remodel ONLY
  - Business Identification Sign(s)  
 Number of signs proposed:
  - Building Identification Sign(s)  
 Number of signs proposed:
  - Sign Accommodation (explain reason for the accommodation request below):  
 Multiple business identification signs \_\_\_\_\_ Number of signs proposed:
  - Other: Tenant improvement to convert existing yogurt shop to a juice bar
- 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 and façade remodeling to convert existing frozen yogurt shop to a juice bar:

- Interior tenant improvements
- Installation of reclaimed fire treated wood siding
- Installation of a vertical green wall
- Side wall wood siding
- Installation a Juice ATM
- Reinstating existing outdoor dining space
- "Stamped" company sign on façade

**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):  
Former frozen yogurt shop

**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	Stamped main sign painted black	1	7'-4"	28	56 S.F. Total Façade
2	Stamped ATM sign painted black	1	4'-3"	8	56 S.F. Total Façade
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: Reclaimed wood siding  
 Texture /Finish: Organic – natural (fire treated)  
 Color / Transparency: Natural color

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

Material: Existing store front system  
 Texture /Finish: Partially covered with wood siding and paint  
 Color / Transparency: Wood, natural / Paint, black

**ROOF**

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

**COLUMNS**

Material: Existing exposed red column was covered by green living wall  
 Texture /Finish: Wood - Natural/ Organic  
 Color / Transparency: Natural/Organic

**BALCONIES & RAILINGS**

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

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

Material: Eight (8) chairs and four (4) tables  
 Texture /Finish: See attached pictures and cut sheet  
 Color / Transparency: See attached

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

**AWNINGS, CANOPIES**

*Material:* Existing metal awning  
*Texture /Finish:* Reclaimed wood installed on the sides and bottom of the awning  
*Color / Transparency:* Natural organic

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

*Material:* Stamped sign – painted on the reclaimed siding  
*Texture /Finish:* Natural – Organic  
*Color / Transparency:* Black

**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:* ATM Juice Vending Machine  
*Texture /Finish:* LCD screen with frame  
*Color / Transparency:* Orange color frame

**C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:**

Green and organic features installed on the façade forming a vertical living wall. See sheet AR – 1.1  
Approximately 120 cacti and succulents from 6 different families are planted mixed with green moss on the wall in a wood frame.

**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 façade of the building integrates an aesthetically pleasing combination of environmentally friendly elements such as recycled wood and live plants. Carefully selected high grade pallet woods, many of which are handpicked from pallets used for delivery of produce to our company, are used in an uneven pattern to present a natural and nature-friendly appearance. Moss and live cacti and succulents are attached to wooden “frames” to produce a high quality, sustainable and environmentally friendly (they require minimal watering) vertical garden to further enhance the appearance of the building. Every day, tens if not hundreds of passersby stop and pose with the vertical garden for photographs. Many stop inside the store to complement us about how beautiful and pleasing the combination of the wood and the living wall is. The living wall and wooden façade blend in well with the neighboring facades and enhances the block-wall look at the remaining portion of the building we have leased.

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 existing structure has proven reasonably protected against the elements listed above. The additional façade with the living wall contributes a more desirable environment and will not add to any factor that may make the environment less desirable. Kreation Juicery has separated its kitchen from the rest of the store with a wall that contains a sealed glass window. Minimal noise or vibration can leak through this wall eliminating the possibility of any nuisance to the environment.

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.**

Highest quality of pallet wood, moss, succulents and cacti are used in the construction of the façade of the building. The modular construction of the façade (each wooden piece and plant element is easily removable and replaceable) allows for immediate replacement any wood or plant that for any reason has lost its appearance.

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 application is for the review of a façade remodel to an existing building. We believe the existing building is in harmony with the requirements above.

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.**

Interior remodeling was completed in conformity with all municipal codes and other applicable law and a certificate of occupancy has been obtained. Addition of wood to an existing steel awning on the exterior is under review by the Department of Building and Safety. Exterior façade remodeling is presented to this commission for review and approval.

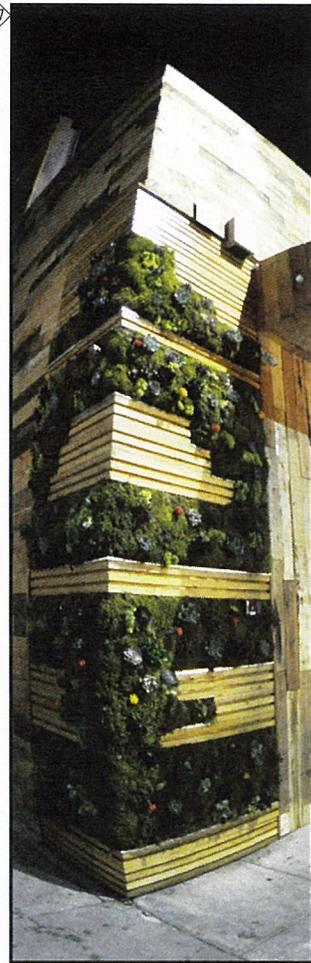


**Architectural Commission Report**

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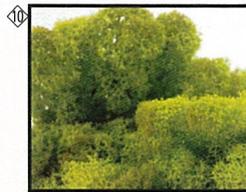
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**Attachment B:**  
Project Design Plans



LIVING WALL ELEVATIONS AND VIEWS

- ① SUCCULENTS
- ② AEONIUM TABULIFORME
- ③ ECHEVERIA RUNYONII
- ④ KALENCHOE
- ⑤ AEONIUM
- ⑥ ZWARTKOP (BLACK ROSE)
- ⑦ CORNER VIEW WITH SYMMETRICAL DESIGN
- ⑧ CENTRAL VIEW WITH ORGANIC DESIGN
- ⑨ FIRE TREATED LIVING WALL WOOD SIDING
- ⑩ FIRE TREATED LIVING WALL WOOD SIDING



PLANTING VARIETY



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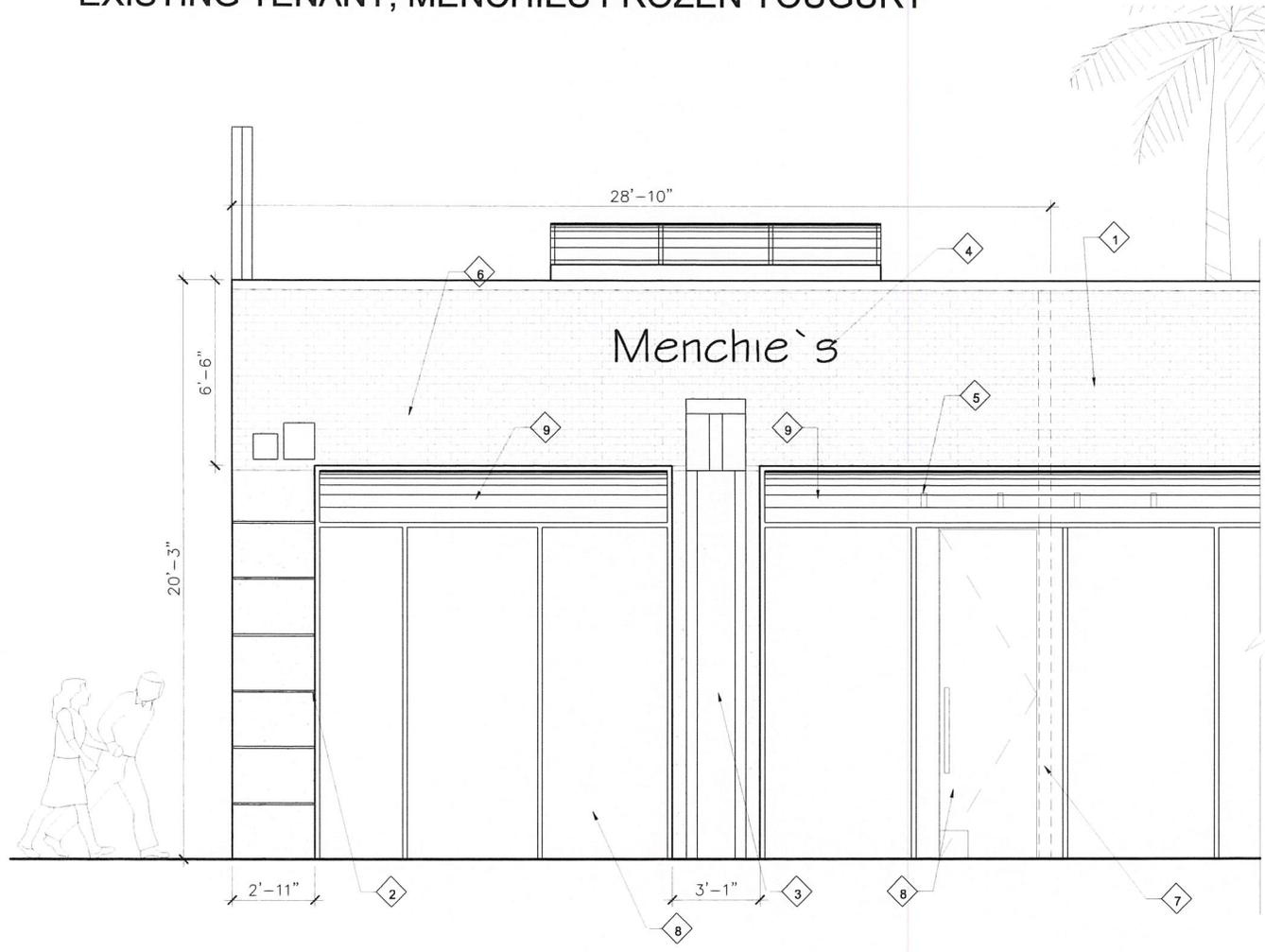


**Kreation Juice Bar**  
**Tenant Improvement**  
**9609 Santa Monica Blvd,**  
**Beverly Hills, CA 90210**

ARCHITECTURAL REVIEW SUBMITTAL  
LANDSCAPE ELEVATION  
Scale: N.T.S.  
May 13th 2013

**AR-11**

# EXISTING TENANT, MENCHIES FROZEN YOGURT



- 1 EXISTING SPLIT FACE CMU CONSTRUCTION TO REMAIN
- 2 EXISTING STONE FACADE
- 3 EXISTING EXPOSED COLUMN
- 4 EXISTING ILLUMINATED "MENCHIE'S" SIGNAGE TO BE REMOVED.
- 5 EXISTING LIGHT FIXTURES TO REMAIN.
- 6 EXISTING SPLIT FACE CMU.
- 7 EXISTING TENANT DEMISING WALL.
- 8 EXISTING GLASS DOOR AND STOREFRONT SYSTEM TO REMAIN..
- 9 EXISTING METAL AWNING.

**EXISTING ELEVATION**

**HA**  
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**Kreation Juice Bar  
 Tenant Improvement  
 9609 Santa Monica Blvd,  
 Beverly Hills, CA 90210**

ARCHITECTURAL REVIEW SUBMITTAL  
 EXISTING ELEVATION  
 Scale: 1/4" = 1' - 0"  
 May 13th 2013

**AR-12**

# NEW TENANT, KREATION ORGANIC JUICE



- 10 EXISTING SPLIT FACE CMU CONSTRUCTION TO REMAIN
- 11 EXISTING LIGHT FIXTURES TO MAINTAIN AND RE-LAMP.
- 12 NEW FIRE TREATED RECYCLED WOOD SIDING.
- 13 NEW LIVING WALL. FIRE TREATED WOOD SIDING.
- 14 NEW KREATION STAMPED SIGN ON WOOD.
- 15 LOCATION OF PROPOSED JUICE VENDING MACHINE, SEE AR-1.8.
- 16 FIRE TREATED RECYCLED WOOD ON EXISTING AWNINGS.

**PROPOSED ELEVATION**



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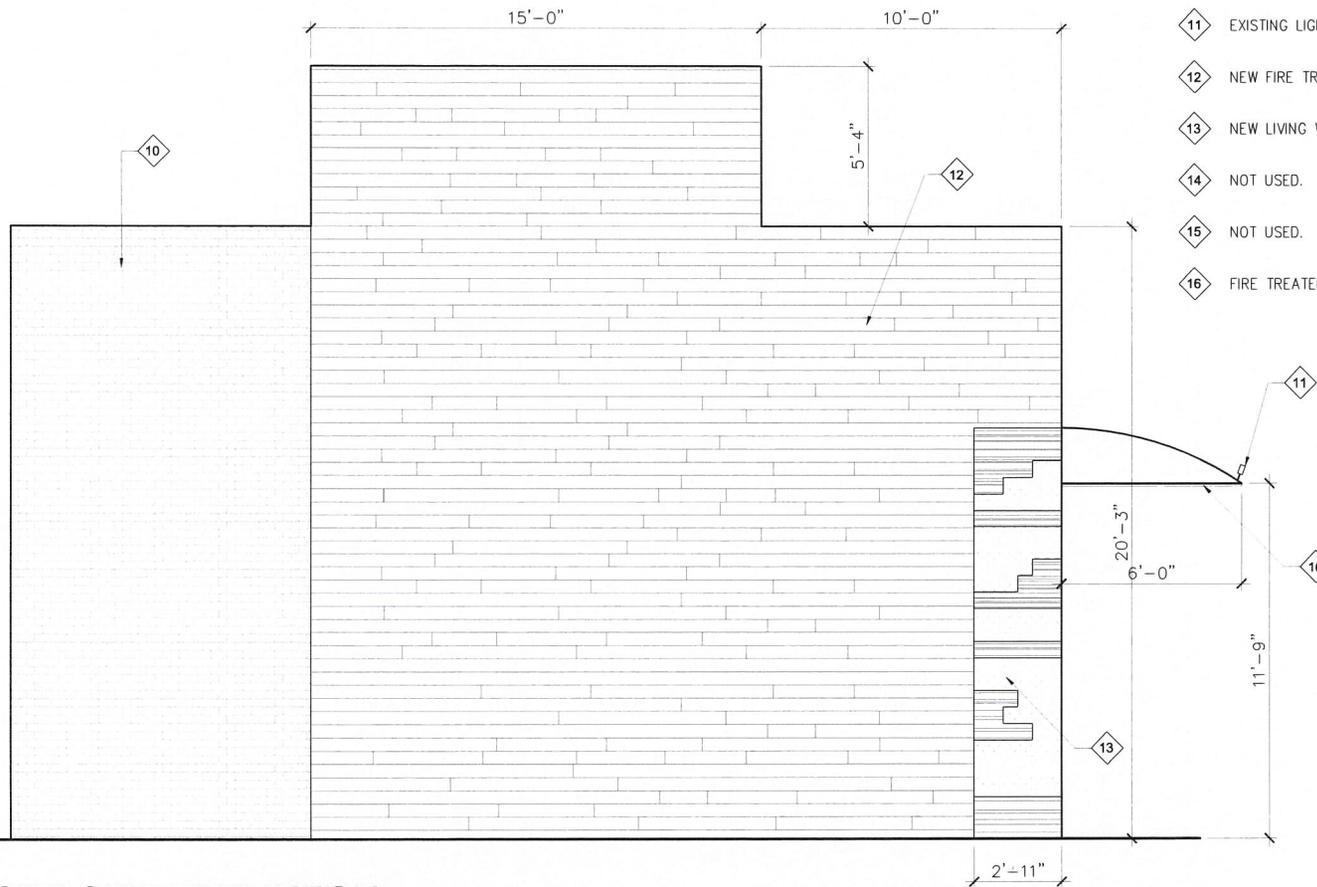
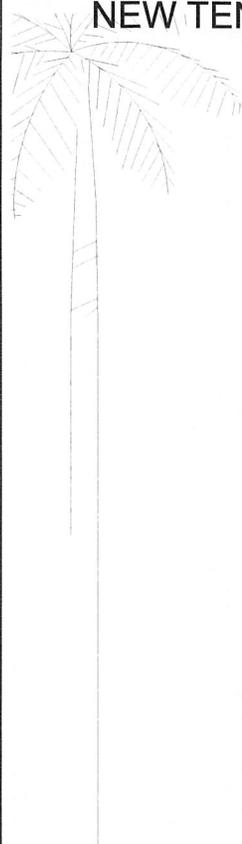


**Kreation Juice Bar  
Tenant Improvement  
9609 Santa Monica Blvd,  
Beverly Hills, CA 90210**

ARCHITECTURAL REVIEW SUBMITTAL  
PROPOSED ELEVATION  
Scale: 1/4" = 1' - 0"  
May 13th 2013

**AR-13**

# NEW TENANT, KREATION ORGANIC JUICE



- 10 EXISTING SPLIT FACE CMU CONSTRUCTION TO REMAIN
- 11 EXISTING LIGHT FIXTURES TO MAINTAIN AND RE-LAMP.
- 12 NEW FIRE TREATED RECYCLED WOOD SIDING.
- 13 NEW LIVING WALL. FIRE TREATED WOOD SIDING.
- 14 NOT USED.
- 15 NOT USED.
- 16 FIRE TREATED RECYCLED WOOD UNDER EXISTING AWNINGS.

PROPOSED SIDE ELEVATION



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ARCHITECTURAL REVIEW SUBMITTAL

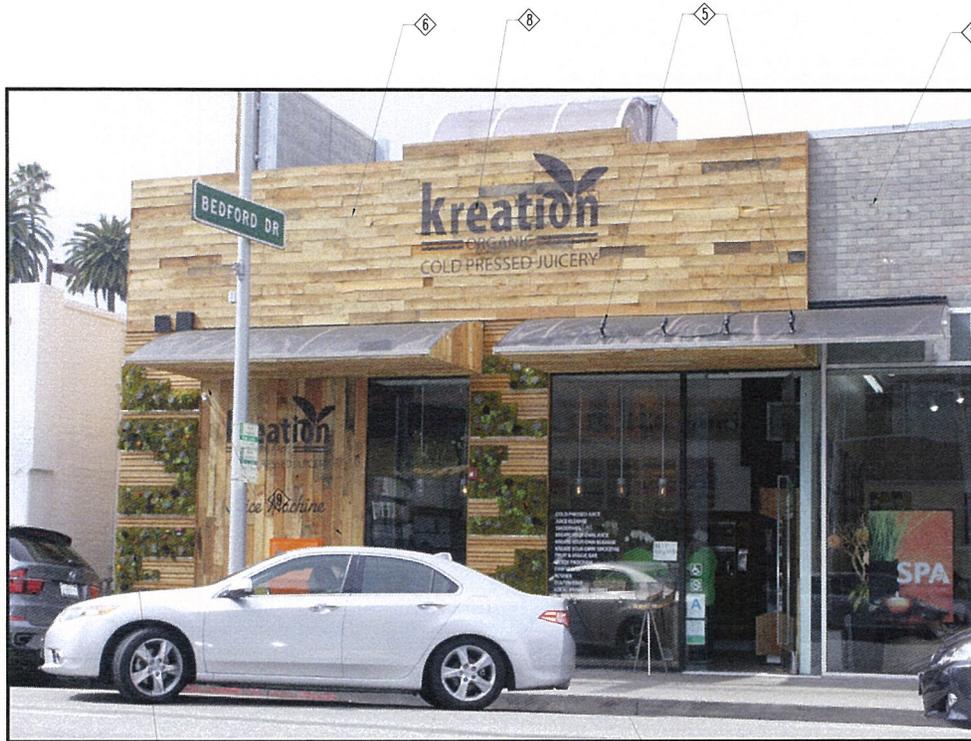
PROPOSED ELEVATION

Scale: 1/4" = 1' - 0"

May 13th 2013

**AR-14**

EXISTING TENANT, MENCHIES FROZEN YOGURT



KREATION ORGANIC JUICE

- ① EXISTING SPLIT FACE CMU CONSTRUCTION TO REMAIN
- ② EXISTING STONE FACADE
- ③ EXISTING EXPOSED COLUMN
- ④ EXISTING ILLUMINATED "MENCHIE'S" SIGNAGE TO BE REMOVED.
- ⑤ EXISTING LIGHT FIXTURES TO REMAIN.
- ⑥ NEW FIRE TREATED WOOD SIDING.
- ⑦ NEW LIVING WALL.
- ⑧ NEW STAMPED SIGN.
- ⑨ LOCATION OF PROPOSED JUICE VENDING MACHINE, SEE AR-15.



NEW TENANT PROPOSED RENDERING



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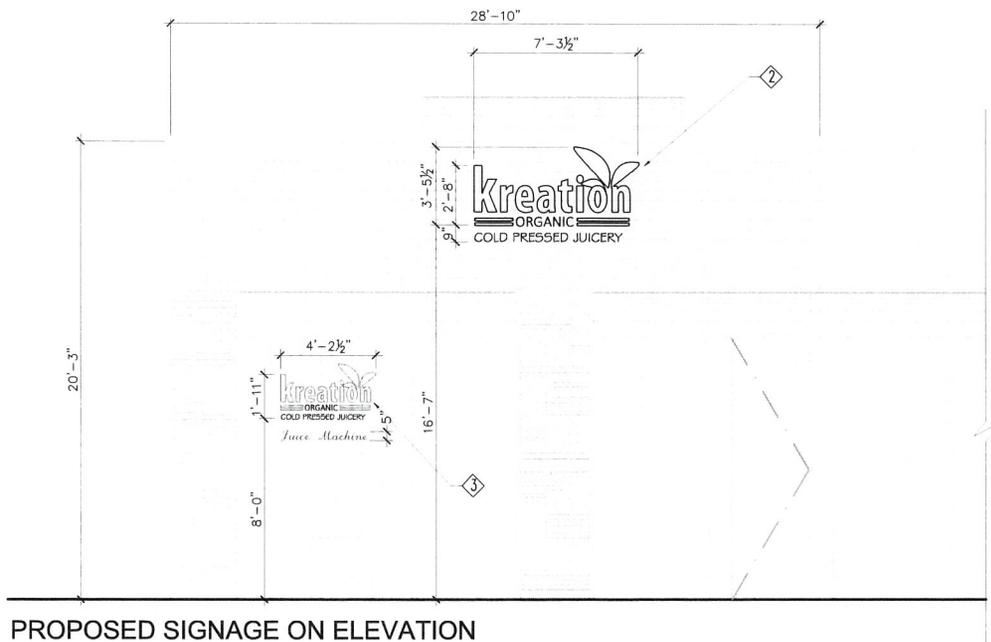
ARCHITECTURAL REVIEW SUBMITTAL

PROPOSED COLOR ELEVATION

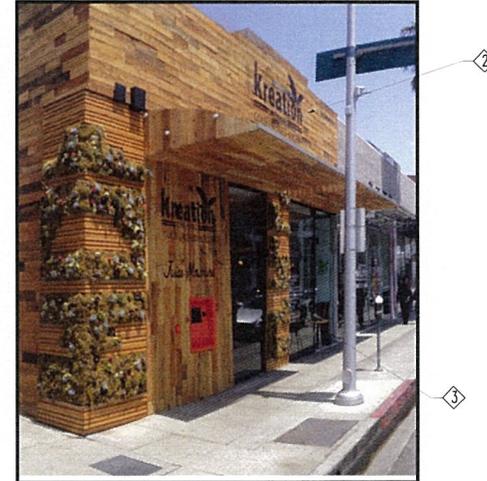
Scale: N.T.S.

May 13th 2013

**AR-15**



PROPOSED SIGNAGE ON ELEVATION



PROPOSED SIGNAGE



TYPICAL KREATION SIGNAGE

- ① TYPICAL STAMPED COLOR KREATION SIGN .
- ② KREATION STAMPED SIGNAGE IN BLACK COLOR ON RECLAIMED WOOD SIDING. APPROX. 28 S.F.
- ③ KREATION STAMPED SIGNAGE IN BLACK COLOR FOR JUICE VENDING MACHINE. APPROX. 10 S.F.



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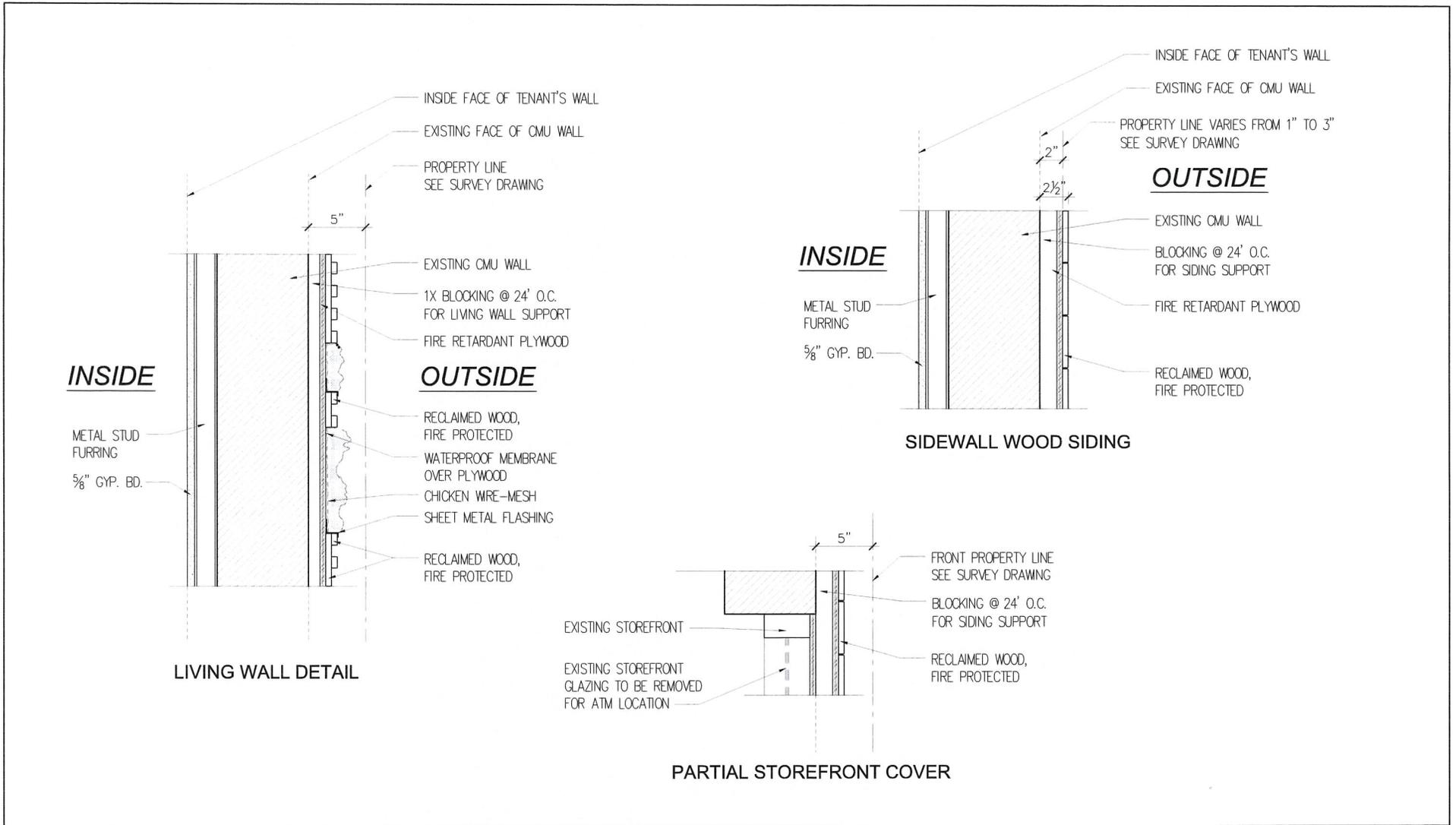
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**Kreation Juice Bar  
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ARCHITECTURAL REVIEW SUBMITTAL  
SIGNAGE INFORMATION  
Scale: 3/16" = 1' - 0"  
May 13th 2013

**AR-16**



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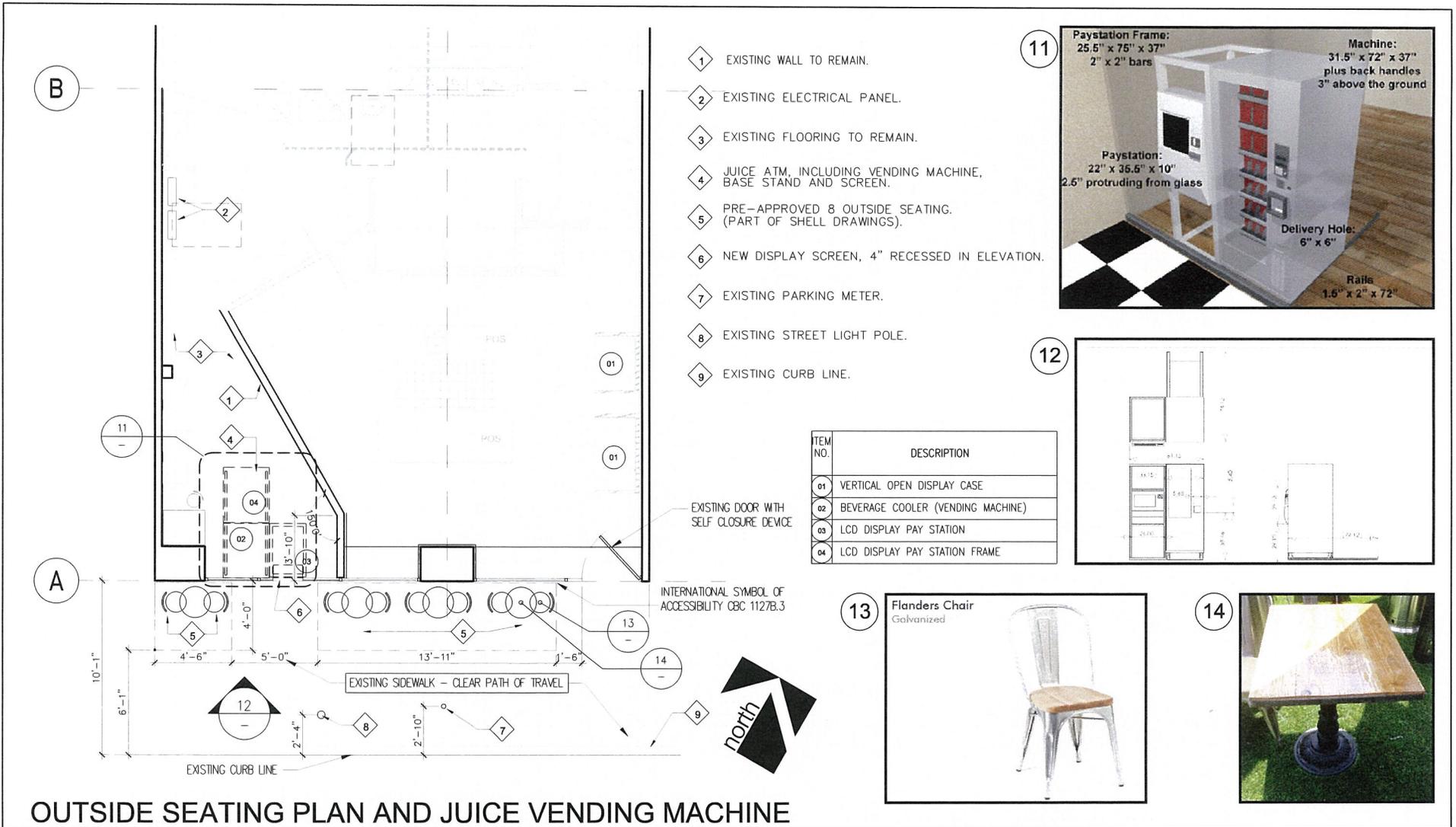
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**Kreation Juice Bar  
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ARCHITECTURAL REVIEW SUBMITTAL  
DETAILS  
Scale: N.T.S.  
May 13th 2013

**AR-17**



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**Kreation Juice Bar**  
**Tenant Improvement**  
**9609 Santa Monica Blvd,**  
**Beverly Hills, CA 90210**

ARCHITECTURAL REVIEW SUBMITTAL  
OPEN AIR DINING PLAN  
Scale: 3/16" = 1' - 0"  
May 13th 2013

**AR-18**



PANORAMIC  
STREETSCAPE  
OF  
SANTA MONICA BLVD. TOWARD  
KREATION STORE



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**Kreation Juice Bar  
Tenant Improvement  
9609 Santa Monica Blvd,  
Beverly Hills, CA 90210**

ARCHITECTURAL REVIEW SUBMITTAL  
PANORAMIC STREETSCAPE

Scale: N.T.S.  
May 13th 2013

**AR-20**

**Hot**

[Home](#) >> [Products](#) >> [New Type of Wood Flame Retardant - TLZJ-M2 Manufacturer](#)

**News****TLZJ-M2****Contact Us**

**Contact Person:** WESLEY

**TEL/FAX:** +86-28-84721009

**Email:** wesley@taifeng-fr.com

**MSN:** wuxifeng1981@hotmail.com

**Product Specification/Characteristic**

Appearance : white odorless powder

Toxicity, nontoxic

Flammability, nonflammable

Solubility, soluble in water

PH Value:  $\geq 7$

Corrosiveness: noncorrosive

**Application:**

flame retardant treatment in wood and other fiber materials. New type of wood flame retardant(TLZJ-M2) is refined by modern high-new technology of flame retardant, based on the molecular structure of deliquescent high polymer and the theory of flame retardant. It contains a variety of compound flame retardant elements, and it is nontoxic,

environment-friendly, having high-efficient performance of flame retardant, simple using method and wide application. Because of neutral PH value, noncorrosive to facilities, and soluble in water(the aqueous solution is transparent and deposit-free), TLZJ-M2 is applied in retardant treatment of woods, papers, cotton textiles and blended textiles; it has good compatibility and wettability, having capability of flame retarding, smoke-suppressing and corrosion-resistant; it makes good effect on preventing flame and nonflame burning, and it only carbonizes but not to burn after the basic material is treated, won't effect the basic material.

**Technical description of application**

(1) Dispensing methods of treating solution: 10% - 15% aqueous solution(flame retardant: water=1:8) will be made up by flame retardant according to different requirement about retarding performance, storage of treating solution, using temperature and wood permeability. Add measured flame retardant into dissolving tank which has fixed amount of soft water, agitate/stir till absolute dissolution, and transparent aqueous solution of TLZJ-M2 is obtained, which can be used to compression processing of wood. If the temperature of the room or water is too low, which results in slow dissolve, hot water which temperature is not higher than 50°C can be used to dissolve the flame retardant.

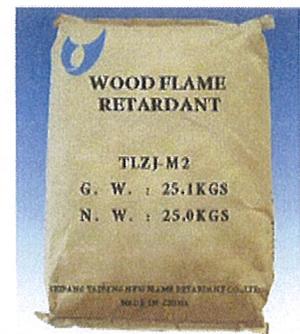
(2) Flame retarding of wood: TLZJ-M2 flame retardant applies to flame retarding treatment of wood in variety of ways. The temperature of treating solution should be proper at room temperature (20-40 centigrade) . It is high efficient in production and the quality of product is good with the treatment of vacuum/pressurization.

(3) Recycling of treating solution: the surplus treating solution can be reused directly, which doesn't need to be disposed after recycling. The concentration of treating solution remains the same unless it is exposed to the air for a long time; it also won't be changed for times of wood processing.

(4)Wood test Doing wood flame retarding test at the room temperature under normal pressure, put wood into the solvent and soak for 72 hours to let the medicament infiltrate into the wood thoroughly.

**Packing,Storage & Transportation**

Packed in 25kg plastic woven bag lined with plastic PE inner bag. It shall be kept away from rain, moisture, and direct sunlight during storage; it shall be inedible and kept out of reach of children. Transported as normal chemicals. 17m<sup>3</sup>/cl without pallets.



[Home](#) > [Products](#) > Firefree88

## FF88 Intumescent, Water-Based Coating for Building Materials

Firefree88 (FF88) is a water-based, intumescent coating that can withstand extreme temperatures (in excess of 2000° Fahrenheit) for an extended period of time (up to two hours). Firefree88 is the first coating to bring a true fire barrier to a wide variety of materials and assemblies including gypsum wallboard, wood, lath and plaster, concrete, sheet metal, tin, foam, foam composite panels, as well as more advanced materials such as fiberglass and carbon fiber. (FF88 is not designed for use on structural steel.) As a result, FF88 provides a high level of fire protection for the benefit of many diverse industries, including construction, insulation and transportation (land, air, sea).

FF88 is unique because of its unmatched level of performance both as a fire retardant (prevents flame spread/[flashover](#)) and as a fire resistant (resists fire penetration). As a result of its high performance in limiting flame spread and fire penetration, FF88 has the proven ability to contain a fire by preventing both (i) the occurrence of [flashovers](#) and (ii) the fire from penetrating walls and ceilings, thus resulting in saving lives and preserving the structural integrity of property.

FF88 is fully tested and proven. It is the first and only coating to pass the fire industry's most stringent tests for both fire retardancy and fire resistance. As a fire retardant, FF88 is the first coating to pass the industry's most severe tests ([UBC 26-3](#) / [UBC 8-2](#) / [FM 4880](#) room corner tests) and the [FM 4975 hydrocarbon ceiling tests](#) for a wide variety of materials, showing the ability to prevent vertical flame spread/[flashover](#). As a fire resistant coating, FF88 has also passed the fire industry's most stringent tests for time rated fire resistance ([ASTM E-119](#)) showing the ability to prevent fire penetration for up to two hours on a wide variety of materials. FF88 has been approved by Factory Mutual (FM Global), classified by Underwriters Laboratories (U/L) and tested at accredited third party IAS fire testing laboratories.

FF88 is cost effective, non-toxic, environmentally friendly and applies as easily as paint. Because of its ease of application, Firefree88 is a very cost effective method to provide fireproofing, often resulting in 40% to 60% savings compared to traditional methods, which often require massive amounts of material and labor and which inconvenience building occupants.

### Why is Firefree88 So Unique?

**FF88's performance is truly unique because of its high level of performance both as a fire retardant and as a fire resistant coating.**

FF88 has passed the fire industry's most stringent tests for fire retardants. The first generation of fire coatings ("fire retardants") were based on the now obsolete concept that fires spread mainly horizontally. Thus, these coatings were designed to slow the horizontal progress of a fire (providing little fireproofing) and were required only to pass the simple [ASTM E 84 test](#) (UL 723, NFPA 255), which measures horizontal flame spread, mostly on low or non-combustible materials such as cement board.

As the industry's understanding of fire grew, it became apparent that the greatest spread from a fire comes from vertical flame spread. As the initial materials burn, the flames will travel vertically and gases will collect at the ceiling. These gases will soon ignite causing [flashover](#), a fireball explosion that will burst into other parts of the structure. FF88 is the first coating to have passed the most stringent fire retardant tests for vertical flame spread/[flashover](#) ([UBC 26-3](#) / [UBC 8-2](#) / [FM 4880](#) room corner tests) and the [FM 4975 hydrocarbon ceiling tests](#) on a wide variety of materials.

FF88 has passed the fire industry's most stringent tests for fire resistants. A key factor is fire penetration of the walls or ceilings. As the initial source materials burn, fires will begin to penetrate walls and ceilings, leading to their rapid deterioration and a resulting spread of the flames to adjoining rooms. Additionally, the penetration of the fire in the walls and ceilings will lead to their contributing to the fire by becoming additional fuel to the initial fire. FF88 is the first coating to have passed the most stringent fire tests for time rated fire resistance ([ASTM E-119](#)). [ASTM E-119](#) measures a product's ability to resist fire penetration for a wide variety of materials thru walls and ceilings.

## Firefree88 Specifications

- applies like any paint
- use as an undercoat or finish paint
- water based, non-toxic
- can be tinted
- flat sheen
- environmentally friendly (VOC, 33 grams/liter)

FF88 can withstand extreme temperatures. In extensive third party testing at accredited third party IAS fire testing laboratories, including Western Fire Center, Omega, Southwest, U.L., Warnock Hersey and the University of California Forest Products Lab, FF88, an intumescent coating, has been shown to withstand temperatures of in excess of 2000° Fahrenheit for up to two hours. By comparison, an average fire will burn at about 1000° Fahrenheit to 1500° Fahrenheit (it is estimated that the World Trade Center burned at around 1700° Fahrenheit for about 45 minutes). FF88 has been approved by Factory Mutual (FM Global), classified by Underwriters Laboratories (U/L) and tested at accredited third party IAS fire testing laboratories.

FF88 contains fire to its room of origin. By protecting the walls and ceilings and preventing them from contributing to the fire, FF88 will limit the amount of combustible materials available for [flashover](#). This will prevent the fire from spreading or, at a minimum, slow it down thus giving people time to escape and firemen time to arrive and safely save property. In some cases, fires can burn out after exhausting the initial combustible materials.

FF88 limits smoke propagation. The production of smoke in a fire is often more lethal than the fire itself. Simulations and tests have proven that using FF88 will limit the combustibility of the room and thus dramatically reduce the smoke generated, allowing extra minutes to escape.

FF88 preserves structural integrity. Since FF88 can contain the fire to the room of origin and prevent fire penetration of the walls and ceiling, the potential fire damage to the studs and ceiling joists in a structure is dramatically reduced, preventing structural collapse while allowing firefighters the extra safety to fight the fire

from the inside.

FF88 application is easy and cost efficient. A brush, roller or sprayer can be used to apply Firefree88. Being a water-based latex, no special equipment is required, minimum time is needed for clean up (just use water) and FF88 can be tinted any color. FF88 can be applied over most existing paint; new paint or wallpaper can be applied over FF88.

FF88 is non-toxic and environmentally safe. Firefree88 has no toxic fumes, little or no odor and has passed the stringent requirements for solvents and emissions by the State of California for 2008.

## **What does Firefree88 do and how does it work?**

### **What does FF88 do?**

Over the past several years, Firefree88 has been widely demonstrated and tested. Based on prescribed testing, FF88 has clearly demonstrated that, depending on the dry mil thickness applied to walls, ceilings and other construction assemblies and materials, it can resist a fire in excess of 2000° Fahrenheit for up to two hours and can contribute to the containment of fire. Containment is recognized as an effective code mandated fire safety requirement for fire resistance and fire safety design and is expressed in the proper design of fire rated party walls, ceilings, shafts, access and egress corridors.

### **How does FF88 work?**

When exposed to a heat source of approximately 350° Fahrenheit, FF88 will begin to intumesce, or expand, forming a protective barrier between the flame source and the substrate to which the coating was applied. This barrier will prevent the fire from penetrating the walls and ceilings made of such substrate. Without Firefree88, as the initial materials burn, fire will penetrate walls and ceilings, leading to their rapid deterioration and a resulting spread of the flames to adjoining rooms. Additionally, the penetration of the fire in the walls and ceilings will lead to their contributing to the fire itself, by becoming fuel to the initial flames. With Firefree88, walls and ceilings will resist fire penetration thereby helping to contain the initial fire to the room of origin.

### **Fire Safety**

For various reasons, including (i) the very different circumstances that may exist from one fire to another, (ii) the differences between conditions in an actual fire and laboratory conditions in which testing is conducted and (iii) the inherent variability of fire tests, passing a laboratory test or certifying/labeling any Firefree coating for use in specific assemblies/systems, does not mean that the same application of such Firefree coating will necessarily provide equivalent protection or the same result in an actual fire or in a new laboratory test. Firefree coatings will only contribute to slowing fire spread for the area where applied and will not, by themselves, prevent a fire from starting or continuing. The amount by which Firefree coatings retard a particular fire will depend, among other things, on (i) the amount of Firefree coating applied, (ii) the conditions of the other elements of the assembly incorporating a Firefree coating and (iii) the conditions of the fire itself. Firefree coatings will not make a fire any less dangerous to persons or property. Firefree Coatings, Inc. cannot guarantee that loss or injury will not be suffered by persons or property as a result of a fire. It is the sole responsibility of the applicator to ensure that

Firefree coatings are applied in accordance with the application directions. It is the responsibility of the occupier to ensure the paint is not cracked, chipped or peeling.

Like 49

Our Wood Panels have been coated with FireFrees Best Fire Retardant product FF88. FF88 non-toxic, environmentally friendly and applies as easily as paint.

The full line of Firefree Products are water-based, intumescent fire retardant and fire resistant coatings that can withstand extreme temperatures (in excess of 2000° Fahrenheit) for an extended time (over two hours). They are the first fire retardant and fire resistant coatings to bring a true fire barrier to a wide variety of materials including sheetrock, wood, lath and plaster, concrete, sheet metal, tin, foam, foam composite panels as well as advanced materials such as fiberglass and carbon fiber.

FF88 is unique because of its unmatched level of performance both as a fire retardant (prevents flame spread/flashover) and as a fire resistant (resists fire penetration). As a result of its high performance in limiting flame spread and fire penetration, FF88 has the proven ability to contain a fire by preventing both (i) the occurrence of flashovers and (ii) the fire from penetrating walls and ceilings, thus resulting in saving lives and preserving the structural integrity of property.

FF88 is fully tested and proven. It is the first and only coating to pass the fire industry's most stringent tests for both fire retardancy and fire resistance. As a fire retardant, FF88 is the first coating to pass the industry's most severe tests (UBC 26-3 / UBC 8-2 / FM 4880 room corner tests) and the FM 4975 hydrocarbon ceiling tests for a wide variety of materials, showing the ability to prevent vertical flame spread/flashover. As a fire resistant coating, FF88 has also passed the fire industry's most stringent tests for time rated fire resistance (ASTM E-119) showing the ability to prevent fire penetration for up to two hours on a wide variety of materials. FF88 has been approved by Factory Mutual (FM Global), classified by Underwriters Laboratories (U/L) and tested at accredited third party IAS fire testing laboratories.



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

**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, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND OUTDOOR DINING ELEMENTS FOR THE PROPERTY LOCATED AT 9609 SOUTH SANTA MONICA BOULEVARD (PL1308021 – KREATION JUICERY).

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

Section 1. Marjan Sarshar, applicant, on behalf of the property owner, 9601 Santa Monica, LLC., and the tenant, Kreation Juicery (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and outdoor dining elements for the property located at 9609 South Santa Monica 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

1. This approval shall become null and void if a complete application for a permanent encroachment permit is not filed with the Community Development Department within ten (10) business days of the date of approval granted by the Architectural Commission. The applicant shall also provide the City with all fees necessary to review and process such permit. Failure to comply with this condition shall result in the continuation of code enforcement action to bring the project into full compliance with all applicable City codes and regulations.
2. If revisions to the project are required as a result of the review by City Council, the applicant shall submit revised plans to the staff liaison to the Architectural Commission within ten (10) days of the City Council review. The revised plans shall be subject to review by the Architectural Commission and include all fees necessary fees to review and process such revision. Failure to comply with this condition, as necessary, shall result in the continuation of code enforcement action to bring the project into full compliance with all applicable City codes and regulations.

Standard Conditions

3. **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.

4. **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.
5. **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.
6. **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.
7. **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.
8. **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.
9. **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.

10. **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 filing 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