



Architectural Commission Report

Meeting Date: Wednesday, July 17, 2013

Subject: **IWC SCHAFFHAUSEN**
9490 Brighton Way

Request for approval of a façade modification, sign accommodation for multiple business identification signs, and a construction barricade graphic.
(PL1310189)

Project agent: Stephen Shackelton - Shackelton Design Group, LLC

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

REPORT SUMMARY

The applicant is requesting review and approval of a minor façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic for the existing IFC Schaffhausen retail store located at 9490 Brighton Way.

The applicant is proposing the following façade modifications:

- Refurbish existing storefront entry door;
- Remove existing steel and granite sign box and sign from fascia;
- Install new glass panel with black painted backing at fascia; and
- Remove existing floor stone at entry with logo and replace with plain black granite stone piece.

The applicant is also requesting approval of a sign accommodation for multiple business identification signs. The applicant is proposing four (4) business identification signs for a total area of 61.4 SF on the Brighton Way elevation, allocated as follows:

- One 5.12 SF business identification sign located on the fascia above the entryway;
- Two 28 SF window display signs (56.3 SF total); and
- One .02 SF business identification sign of on the door handle.

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 100 square feet.

The applicant is also proposing a construction barricade that features a line graphic of a watch mechanism and an 11.7 SF sign with copy "IWC Schaffhausen / Reopening soon". The proposed barricade signage is consistent with the BHMC, which allows up to 12 SF of business ID signage that lists the business name and coming soon information.

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



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

DESIGN ANALYSIS

Staff's analysis is that the proposed project is tastefully designed and the design, size, and placement of the signage seem appropriate for the building and context. No project specific conditions are proposed.

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

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):
 - Number of signs proposed:
- Other: Exterior scope of work is limited to door & sign change

C Describe the scope of work proposed including materials and finishes:

The existing retail space for IWC Schaffhausen is to be updated as follows: 1. INTERIOR – In the existing retail/ sales space only, existing interior millwork & furniture, finish walls, ceilings, floor treatments, light fixtures, etc. are to be removed; new millwork, finishes, lights, etc. are to be provided as per the design. The existing back of house & office space are not part of this project and no work is scheduled as part of this submission. The materials used for the remodel are various wood veneers, stainless steel, lacquered MDF, etc. 2. EXTERIOR - The existing storefront is to remain except the existing entry door which is to be refurbished. The existing door will have the decorative grille, glass, chrome finish and door handles removed. New brass light chrome chrome finish to match the existing to remain on the rest of the storefront, door handles and new clear glass (Starphire) will be provided. The hardware (pivot hinge) is not to be replaced. The new door handle shall be brass dark chrome plated. 3. SIGN. The existing stainless steel sign and granite fascia are to be removed and replaced with a black back painted (enameled) glass panel (Starphire glass) with the letters of the logo left unpainted and illuminated by a custom LED box installed in the back of the glass panel. 4. FLOOR, outside. Existing company logo inset in stone will be removed and replaced by plain black granite stone

D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: _____

E Lot is currently developed with (check all that apply):

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

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<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	3.68 ft x 1.40 ft	5.12 sqft	30.0 sqft for a 15'.0 frontage
2	Construction Barricade Sig	1	3.42 ft x 3.42 ft	11.70 sqft	12.0 sqft
3	Window Sign(s)	2	Irregular shapes	56.3 sqft (28 + 28.3 =56.3 sqft)	39.62 sqft (25% storefront light @ 158.5 sqft)
4	Door handle sign	1	2-3/4" x 1"	0.02 sqft	
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: N/A
 Texture /Finish:
 Color / Transparency:

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

Material: BRASS (4.1) BRASS (4.2) GLASS (9.1)
 Texture /Finish: PLATED PLATED STARPHIRE
 Color / Transparency: LIGHT CHROME DARK CHROME CLEAR

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: GLASS (9.4)
Texture /Finish: STARPHIRE
Color / Transparency: BLACK BACK PAINTED

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: GRANITE (NERO ASSOLUTO) (13.1)
Texture /Finish: HONED & FLAMED
Color / Transparency: BLACK

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.**

IWC Schaffhausen is a prestigious brand of very high end luxury watches. Already on the premises for quite some time, the brand established itself as a point of interest in Beverly Hills for the watch connoisseurs that appreciate the refined and high quality craftsmanship that goes into a Swiss watch. No less refined and exquisite are the interiors of an IWC store that position the brand among the forefront of interior design today. With the present project of complete interior renovation and minor exterior changes the brand continues to find ways to express its virtues and qualities in new and sophisticated ways.

- 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.**

Not a noise generator in itself, the store is not only providing a warm and relaxing environment by design but also by the materials that are used for the design such as carpets, soft furnishings and throughout wood paneling which all contribute to reduce the outside noise and provide an atmosphere of relaxing calm.

- 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.**

With the new minor but very effective storefront changes as well as the complete interior renovation, IWC pushes the design standards even higher with every boutique they open, contributing in a positive way to the overall quality of the area.

- 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.**

Located in a row of other specialized watch boutiques, the new store will complement and improve the existing built environment.

- 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 new design for the interiors is in compliance with local and state codes.

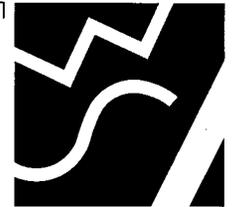


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Attachment B:

Design plans, cut sheets
and supporting elements



**WARREN
SCOTT +
ARCHITECTURE**

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wscott@wsca.com

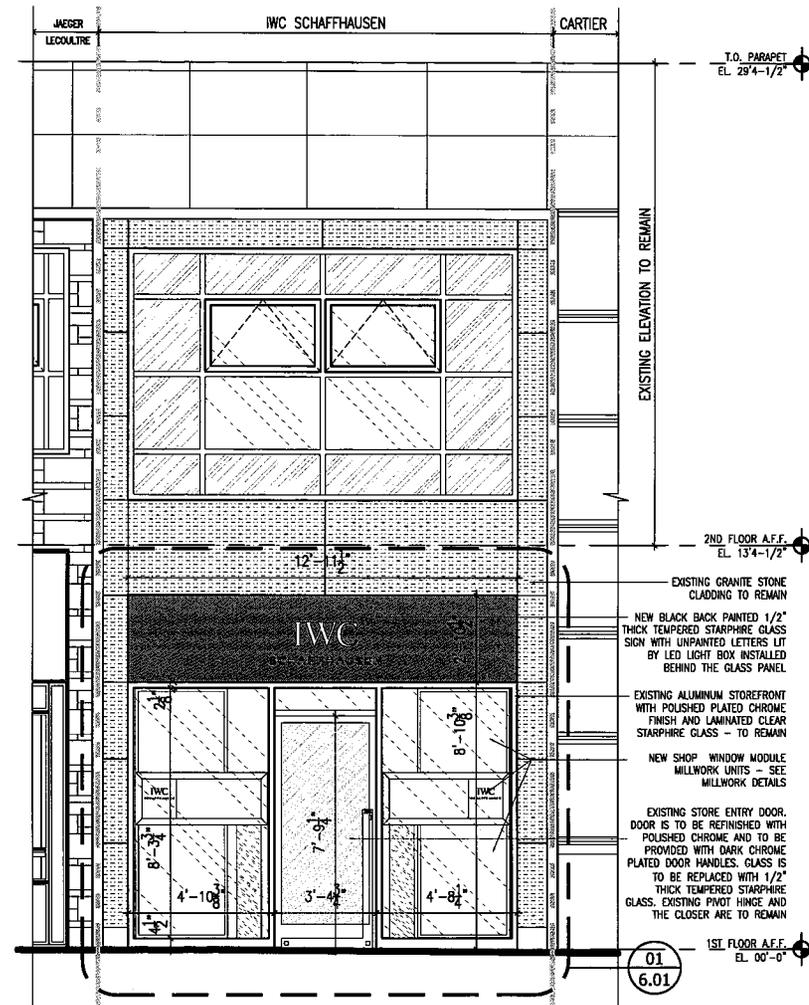
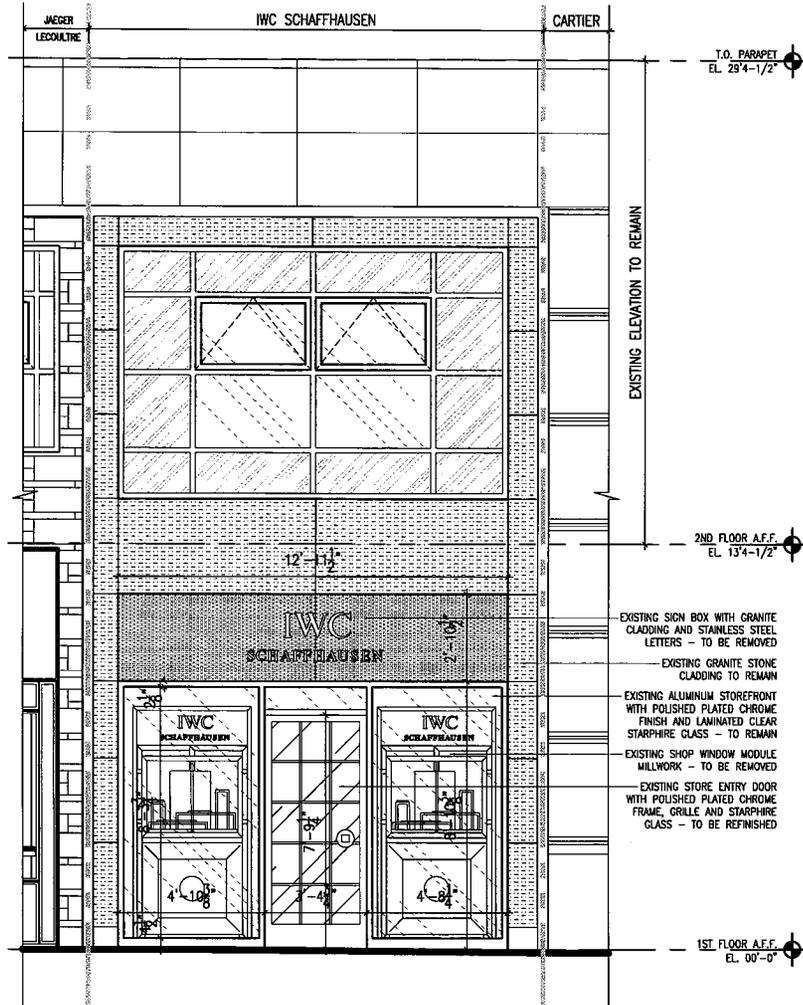


**Architectural
Commission
Review**

**IWC
Schaffhausen**
IWC BTQ#026
9490 C Brighton Way
Beverly Hills, CA 90210

07.01.2013
**EXISTING &
PROPOSED
ELEVATIONS**

ACR 04.1

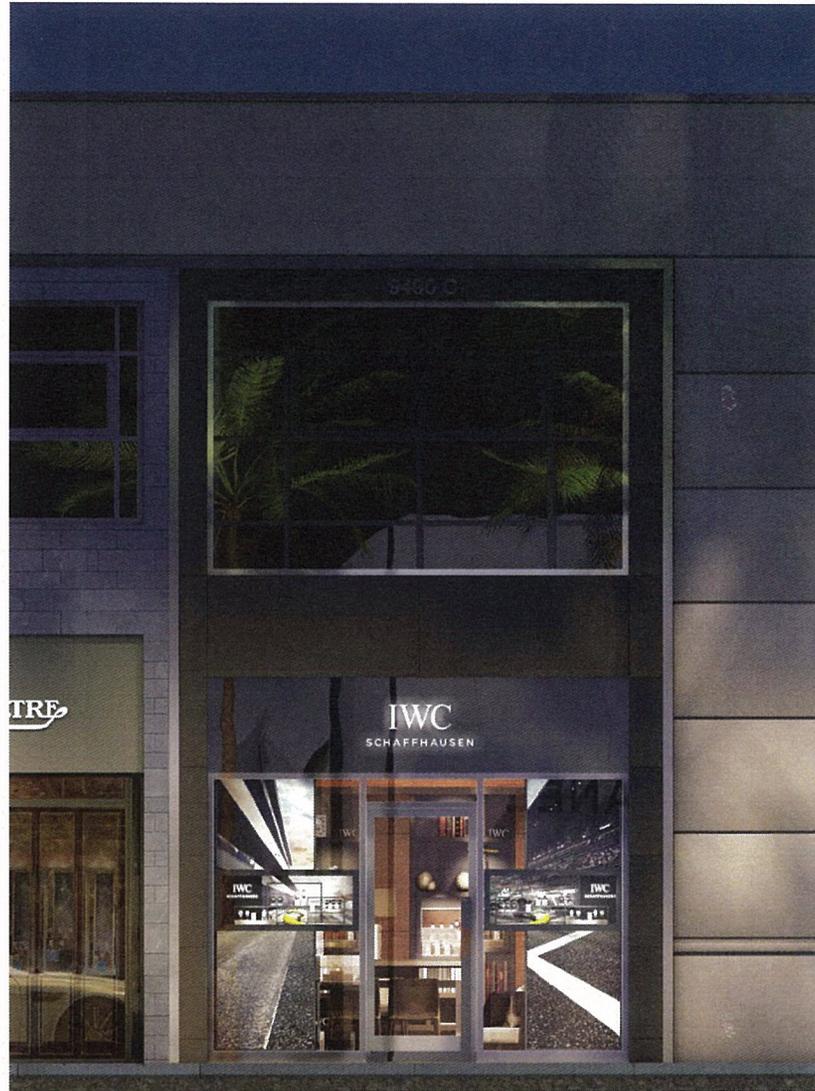


EXISTING ELEVATION
SC: 1/4" = 1'-0"

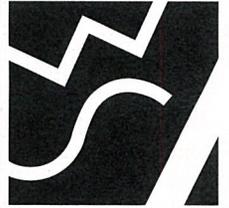
PROPOSED ELEVATION
SC: 1/4" = 1'-0"



ELEVATION DAY - "INGENIEUR" GRAPHICS



ELEVATION NIGHT - "INGENIEUR" GRAPHICS



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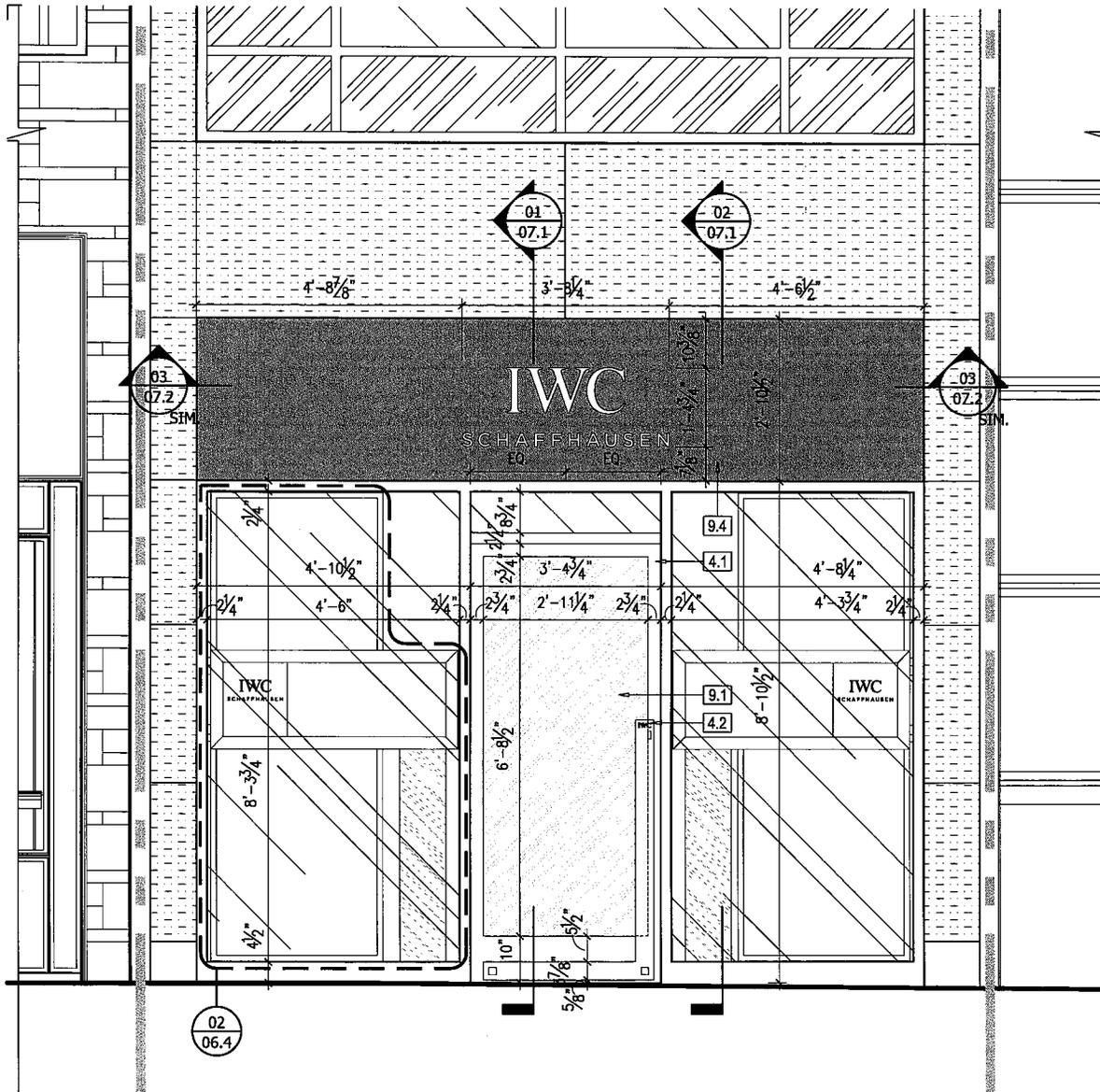


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07.01.2013
ELEVATION
DAY & NIGHT
"INGENIEUR"
GRAPHICS

ACR 05.2



1. SIGNAGE / DETAILED ELEVATION
 SC: 1/2" = 1'-0"

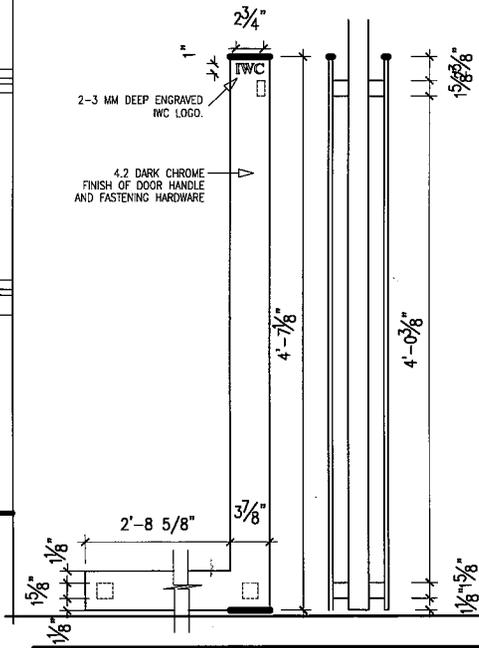
CODE AND SQFT SIGNAGE CALCULATIONS

BUSINESS ILLUMINATED SIGN
 "IWC SCHAFFHAUSEN" SIGN: 3.68FT x 1.40FT = 5.12 SQFT
 ALLOWED BY CODE: 30.0 SQFT
 (2SQFT/ LINEAR FT. @ 15 FT LINEAR FRONTAGE)

WINDOW SIGN (DISPLAY UNITS #6200)
 TOTAL WINDOW SIGNS - 56.3 SQFT
 (#6200a (LEFT): 28.3 SQFT; #6200B (RIGHT) - 28.0 SQFT)
 ALLOWED BY CODE: 39.62 SQFT
 (SIGNS INSIDE BUILDINGS: 25% OF STOREFRONT LIGHT @ 158.5 SQFT FOR THE STORE)

DOOR HANDLE SIGN: 2-3/4" x 1" = 0.02 SQFT

3. SIGNAGE / CALCULATIONS



2. SIGNAGE / DOOR HANDLE DETAILS
 SC: 1" = 1'-0"



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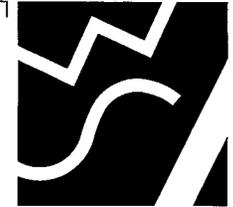


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 Beverly Hills, CA 90210

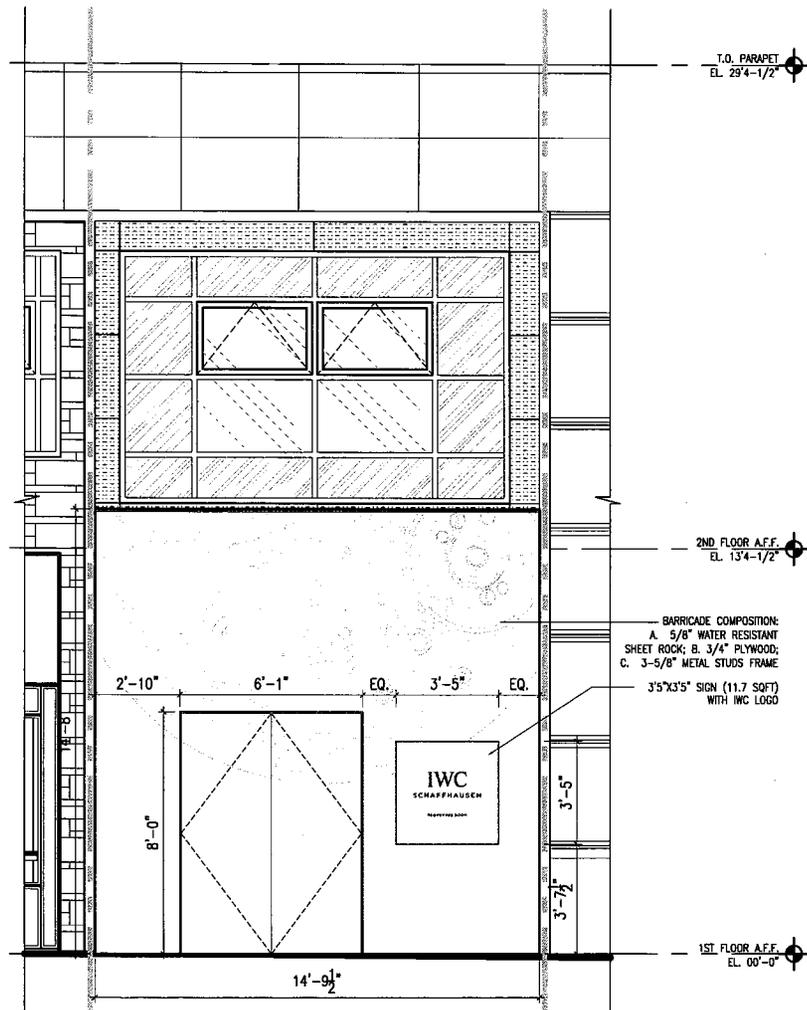
07.01.2013
SIGNAGE
 - DETAILED
 ELEVATION

ACR 06.1

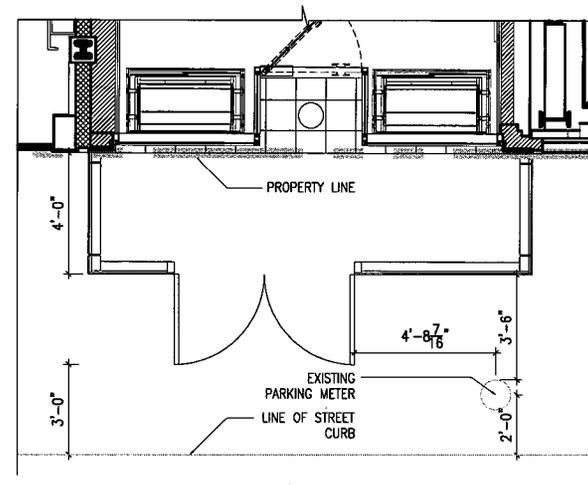


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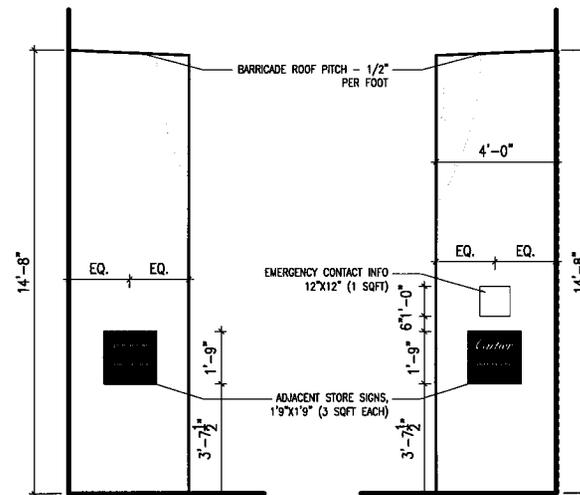
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BARRICADE - STREET ELEVATION (WITH MURAL/ SIGN)
SC: 1/4" = 1'-0"



BARRICADE - PLAN
SC: 1/4" = 1'-0"



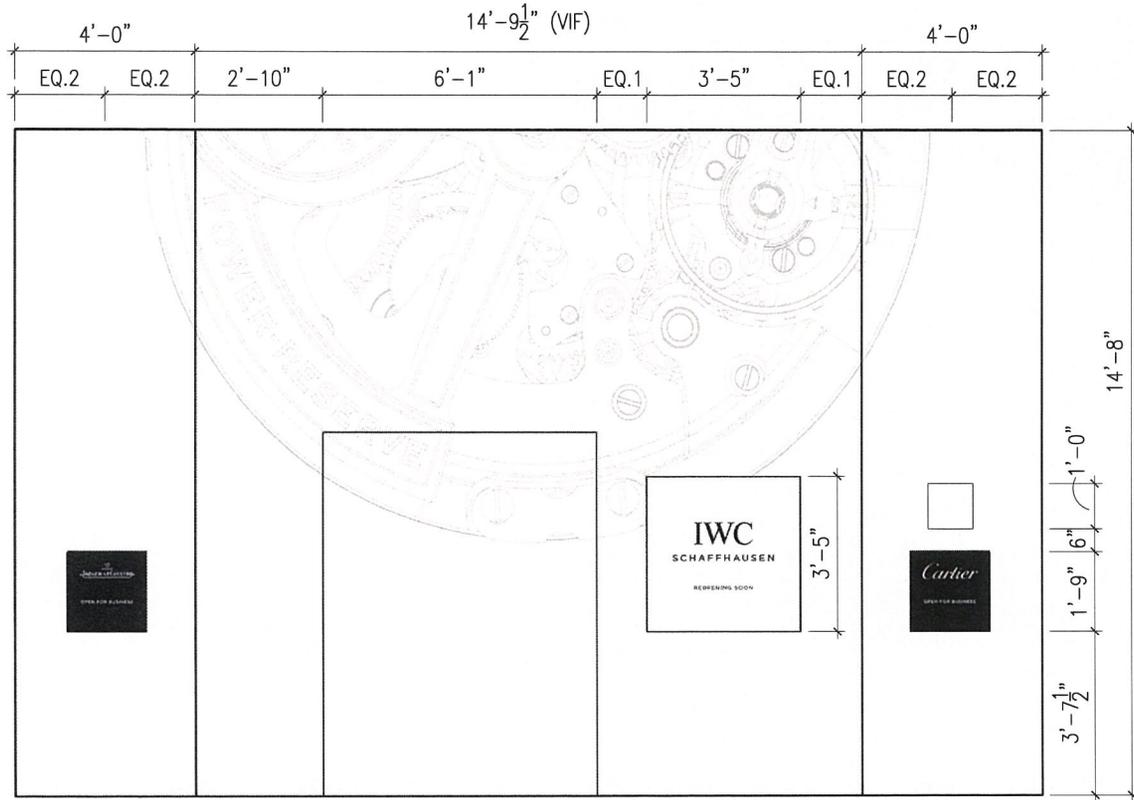
BARRICADE - SIDEWALK ELEVATIONS (WITH MURAL)
SC: 1/4" = 1'-0"

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07.01.2013
BARRICADE
MURALS/ SIGNS
- PLAN &
ELEVATIONS

ACR 08.1



BARRICADE MURAL/ SIGN - "OPEN" ELEVATION
 SC: 3/8" = 1'-0"



BARRICADE MURAL/ SIGN - RENDERING



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07.01.2013
**BARRICADE
 MURALS/ SIGNS**
 - OPEN ELEV. &
 RENDERING

ACR 08.2

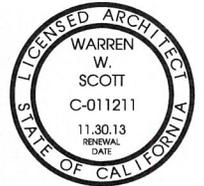


RENDERING DAY & NIGHT - "INGENIEUR" GRAPHICS



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07.01.2013
RENDERING
DAY & NIGHT
"INGENIEUR"
GRAPHICS

ACR 11.1



RENDERING DAY & NIGHT - "PILOT" GRAPHICS



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07.01.2013
RENDERING
DAY & NIGHT
"PILOT"
GRAPHICS

ACR 11.2



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 REQUEST FOR APPROVAL OF A FAÇADE MODIFICATION, SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC. FOR THE PROPERTY LOCATED AT 9490 BRIGHTON WAY (PL1310189).

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

Section 1. Stephen Shackelton, Shackelton Design Group, LLC, agent, on behalf of the property owner, RRE Holdings, LLC, and the tenant, IWC Schaffhausen (Collectively the “Applicant”), has applied for architectural approval of a façade modification, sign accommodation for multiple business identification signs, and a construction barricade graphic for the property located at 9490 Brighton Way.

Section 2. Beverly Hills Municipal Code Article 30c, 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, complaint with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

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

planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

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

Project Specific Conditions

No project specific conditions for this project.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city’s municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission

within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
7. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: July 17, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley, III, Chair
Architectural Commission