



## Architectural Commission Report

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**Meeting Date:** Wednesday, August 21, 2013

**Subject:** **K BIZ**  
**425 North Beverly Drive**  
Request for approval of a façade modification and construction barricade graphic.  
(PL1313055)

**Project agent:** Sungjun Yoo

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a minor façade remodel and construction barricade graphic for the new K Biz retail store at an existing building located at 425 North Beverly Drive.

The applicant is proposing the following façade modifications:

- Remove two existing awnings and frames and restore the storefront to original condition.

The applicant is proposing the following construction barricade graphic:

- The graphic pattern consists of a photographic image of a line of people with backs facing the street.
- 12 SF (max allowable) signage with copy to read: "Grand Opening: October 2013 / The world premier will take place right here."
- 6 SF of adjacent tenant signage has been included on the barrier returns.

No other façade work is proposed at this time. The applicant has indicated that a larger façade remodel for the subject tenant space will be proposed in the future.

### URBAN DESIGN ANALYSIS

Staff recommends that the awning removal not be permitted apart from plans to consider a larger façade remodel, and has indicated this position to the applicant prior to application submittal. Additionally, the Urban Designer suggests that the applicant may want to consider having two of the figures in the barricade graphic facing towards the street as a way to engage with pedestrians.

One project-specific condition has been proposed in the draft approval resolution to reflect the Urban Designer's analysis regarding the awning removal. The Architectural Commission may choose to incorporate such conditions, propose alternative project-specific conditions based on the review conducted by the Commission at the public hearing, or approve the project as presented.

#### Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

#### Report Author and Contact Information:

Reina Kapadia, Limited Term Planner  
(310) 285-1129  
[rkapadia@beverlyhills.org](mailto:rkapadia@beverlyhills.org)



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### **ZONING CODE COMPLIANCE**

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

### **ENVIRONMENTAL ASSESSMENT**

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

### **PUBLIC OUTREACH AND NOTIFICATION**

No public notification was required for this project.



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**Attachment A:**

Detailed Design Description  
and Materials (applicant prepared)

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

**A Indicate Requested Application**

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

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

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)  
Number of signs proposed:
- Building Identification Sign(s)  
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
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:**

- \* Construction barricade(w/graphics) ; 32' (W) x 18' (H) x 4' (D)
- \* Remove (E) awnings @façade to have original building elevation

**D Identify the Project Zoning (City Zoning Map: <http://ars.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	Construction Barricade Sig	1	32'wx18'fx4'd	12 SF	1 2SF
2	Construction Barricade Sig	2		6 SF	6 SF - ADJACENT TENANT
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:*

*Texture /Finish:*

*Color / Transparency:*

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

*Material:*

*Texture /Finish:*

*Color / Transparency:*

**ROOF**

*Material:* N/A

*Texture /Finish:*

*Color / Transparency:*

**COLUMNS**

*Material:*

*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:* (E) Awning will be demo.  
*Texture /Finish:* Canvas  
*Color / Transparency:*

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

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

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

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

**PAVED SURFACES**

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

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

*Material:* GRAPHICS ON VINYL  
*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.
  
- 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.
  
- 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.
  
- 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.
  
- 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.



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**Attachment B:**  
Project Design Plans





PROPOSED FRONT FACADE-W/O AWNING

SCALE : N.T.S.

**Archi - Crea, Inc.**  
 ARCHITECTURE ■ INTERIOR ■ ENGINEERING ■  
 1821 W. 17TH PLACE UNIT 1, LOS ANGELES, CA 90010  
 TEL: (213) 675-6930 FAX: (213) 382-7179

**K-BIZ**  
 TEL: (323) 934-4455  
 4801 WILSHIRE BLVD SUITE 312  
 LOS ANGELES, CA 90010

**T.I. FOR K-BIZ**  
 PROJECT NAME: 425 N. BEVERLY DR. SUITE B  
 ADDRESS: BEVERLY HILLS, CA 90210

NO.	REVISIONS	BY

**A.2**



PROPERTY & LEASE LINE

15'-0"

32'-0"

PROJECT SPACE  
-RETAIL (2,734SF.)  
@ 1ST. FLOOR

PROPOSED CONSTRUCTION BARRICADE

SCALE : N.T.S.

1

**Archi - Crea, Inc.**  
 ARCHITECTURE ■ INTERIORS ■ ENGINEERING  
 1821 W. 12TH PLACE UNIT 1, LOS ANGELES, CA 90010  
 TEL: (213) 675-6930 FAX: (213) 382-1749

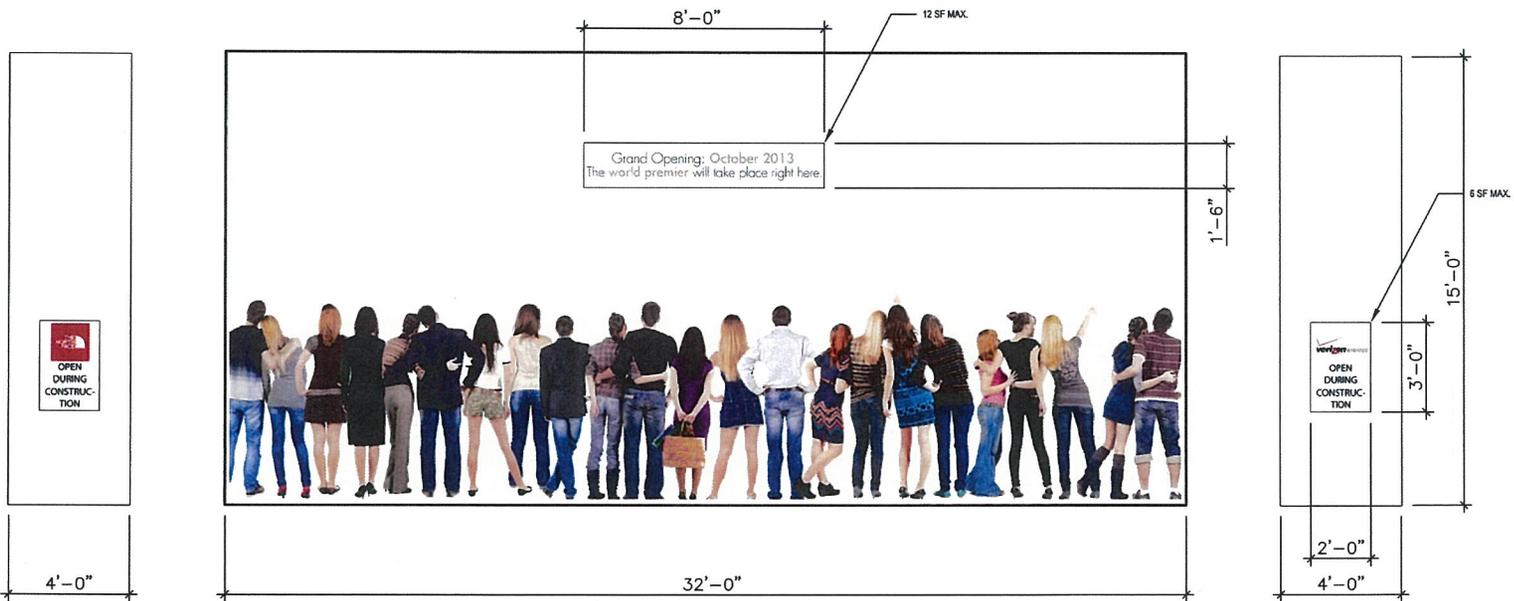
**K-BIZ**  
 TEL: (323) 834-0465  
 4801 WILSHIRE BLVD SUITE 312  
 LOS ANGELES, CA 90010

**T.I. FOR K-BIZ**  
 PROJECT NAME: 425 N. BEVERLY DR. SUITE B  
 BEVERLY HILLS, CA 90210  
 ADDRESS:

REVISION	BY

CLIENT  
 CHECKED  
 DATE  
 PROJECT NO.

**A.3**



BARRICADE DESIGN - LEFT

BARRICADE DESIGN - FRONT

BARRICADE DESIGN - RIGHT

PROPOSED BARRICADE DESIGN

SCALE : N.T.S.

1

**Archi - Crea, Inc.**  
 ARCHITECTURE ■ INTERIOR ■ ENGINEERING  
 1821 W. 127TH PLACE, UNIT 1, LOS ANGELES, CA 90010  
 TEL: (213) 675-6930 FAX: (213) 382-1749

K-BIZ  
 TEL: (323) 934-0455  
 4801 WILSHIRE BLVD SUITE 312  
 LOS ANGELES, CA 90010

T.I. FOR K-BIZ  
 PROJECT NAME: 452 ALBERNLY DR SUITE B  
 BEVERLY HILLS, CA 90210

REVISIONS	BY

DATE  
 PROJECT NO.

**A.4**  
 OF



**Architectural Commission Report**

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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 MODIFICATION AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 425 NORTH BEVERLY DRIVE (K BIZ – PL1313055).

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

Section 1. K-Biz, applicant and tenant, on behalf of the property owner, 421 NBD, LLC, (Collectively the “Applicant”), has applied for a façade modification and a construction barricade graphic for the property located at 425 North Beverly Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design,

colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 5. The Architectural Commission conducted a duly noticed public hearing on March 20, 2013 at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and

value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

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

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

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

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

### Project-Specific Conditions

1. The existing awnings at the subject tenant space shall not be removed prior to review and approval of a comprehensive façade remodel by the Architectural Commission.

### 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: August 21, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley, III, Chairperson  
Architectural Commission