



Architectural Commission Report

Meeting Date: Wednesday, August 21, 2013

Subject: **132 SOUTH BEVERLY DRIVE**
Request for approval of a façade remodel and a sign program for an existing commercial building.
(PL1310235)

Project agent: Paul Ohlmann – IDS Real Estate Group

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel for an existing 1-story commercial building including a sign program for the property located at 132 South Beverly Drive. The proposed façade modifications include the following:

- Clad façade and columns of building in new unpolished ceramic tile, color “Haze”;
- Install new pitched standing seam metal roof, color “Champagne”;
- Install three new storefront systems - mullion-less glass with stainless steel door hardware and rails;
- Remove existing awnings and install three new metal canopies of painted stainless steel material with metal panel soffit with simulated wood finish.

The proposed sign program includes:

- Install three new aluminum sign cabinets above the storefronts for tenant identification signs
 - Sign cabinet painted “champagne” to match roof color;
 - Push-thru “Day/Night” acrylic graphic letters;
 - Illuminated by recessed light cabinet;
 - Sign panel area: 30 square feet
 - No font requirement or letter height or maximum sign size specified.

URBAN DESIGN ANALYSIS

The Urban Designer’s analysis is that while the proposed project successfully retains the tripartite design and rhythm of the existing building, the proposed façade remodel does not improve the architecture of the building or enhance the streetscape along South Beverly Drive. The simple glass storefronts add no visual interest to the entry, so more attention should be paid to this design element. The proposed signage does not appear to be sufficiently articulate for the small-scale building and does not enhance the village atmosphere of the South Beverly area.

Staff recommends that the Architectural Commission consider the urban design analysis, provide the applicant with further design guidance, and direct the project to return for restudy by the Commission.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans

Report Author and Contact Information:

Reina Kapadia, Limited Term Planner
(310) 285-1129

rkapadia@beverlyhills.org



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445 North Rexford Drive, Room 280-A

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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

Public notification was not required for this project.



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Attachment A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Ten (10) sets of plans required (see Section 6 for plan size requirements).
 - 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: 3
- 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:

Cover facade and two new columns with integral color porcelain tile. New standing seam metal roof with fluoropolymer coating. New painted steel canopies with wood-slat soffits. New mullion-less glass storefronts with stainless steel door hardware and rails. New painted aluminum sign cabinets with opaque background and illuminated graphics.

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

- | | | | | |
|------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <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 |

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

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

F Are any protected trees located on the property? (See the City’s tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species:

Quantity/Sizes:

Reason for Removal:

G 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> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	130 S. Beverly Tenant ID Sign	11'-3" x 2'-8"	30 S.F.	30 S.F.	
2	132 S. Beverly Tenant ID Sign	11'-3" x 2'-8"	30 S.F.	30 S.F.	
3	134 S. Beverly Tenant ID Sign	11'-3" x 2'-8"	30 S.F.	30 S.F.	
4					
5					

C 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: 6" x 24" & 12" x 24" Crossville Ceramic Tile
 Texture /Finish: Unpolished
 Color / Transparency: Haze

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

Material: CRL Blumcraft 1301 Series
 Texture /Finish: Tempered Glass Frameless Storefront
 Color / Transparency: Clear Glass, Stainless Steel Rail at top and bottom

ROOF

Material: Drexel Metals Standing Seam Roof
 Texture /Finish: Fluoropolymer Coating
 Color / Transparency: Champagne

CHIMNEY(S)

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

COLUMNS

Material: 6" x 24" & 12" x 24" Crossville Ceramic Tile
 Texture /Finish: Unpolished
 Color / Transparency: Haze

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: Steel
Texture /Finish: Painted Canopy Support Rods/Brackets
Color / Transparency: Match Roof Color (Champagne)

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Aluminum Sign Panel with recessed light cabinet & flush fit day/night acrylic graphics
Texture /Finish: Aluminum
Color / Transparency: Face: Painted aluminum to match roof color (champagne). Day/Night Graphics: (black in daytime, white at night)

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: (Canopy Soffit) Metalworks Linear 4 by Armstrong
Texture /Finish: Effects Wood
Color / Transparency: Walnut

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

N/A

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

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

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

The proposed storefront modification is in keeping with the high quality level of the Beverly Hills experience and will make a positive contribution to the surrounding retail environment.

- 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.**

During the storefront design process consideration was given to the selection of materials that would provide a desirable environment for the building tenants, patrons and passerby's.

- 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.**

The architectural details, material selections and color/finishes are all of a quality level that will enhance not only the image of the existing building, but contribute to the perception of the neighborhood and be in harmony with the recently improved properties in 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.**

The design team conducted a research and analysis of the existing stores in the neighborhood to insure that the proposed new storefront design would be visually compatible with, and an integral part of the surrounding streetscape.

- 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 proposed storefront design took into consideration the standards of the municipal code and other applicable laws and incorporated such into the storefront's architectural treatments where they applied to the project.



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Attachment B:
Project Design Plans

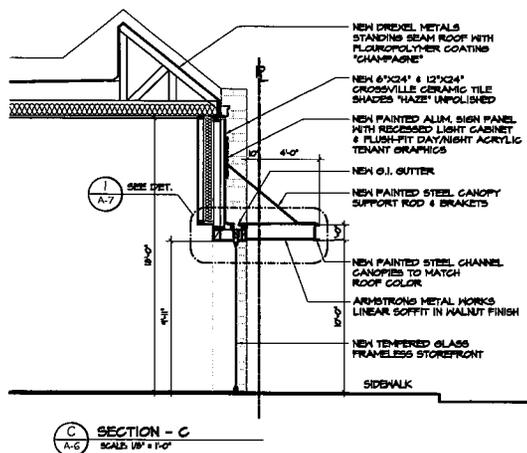
**FACADE REMODELING
OF AN EXISTING
RETAIL BUILDING**

130-134 S. Beverly Drive
Beverly Hills, CA. 90210

Owner
J D S
Real Estate Group
515 S. Figueroa Street, 16th Floor
Los Angeles, CA. 90071
Tel. (213) 362-9318 Fax (213) 627-9937

Architect
**Giorgio Daxan &
Associates**
9424 Dayton Way, Suite 217
Beverly Hills, California 90210
Tel. (310) 247-8563 Fax (310) 247-9684

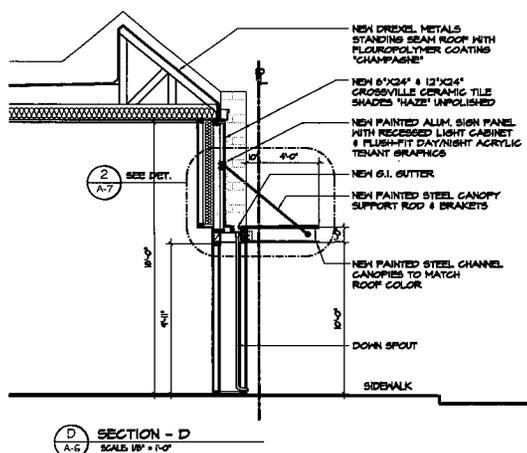
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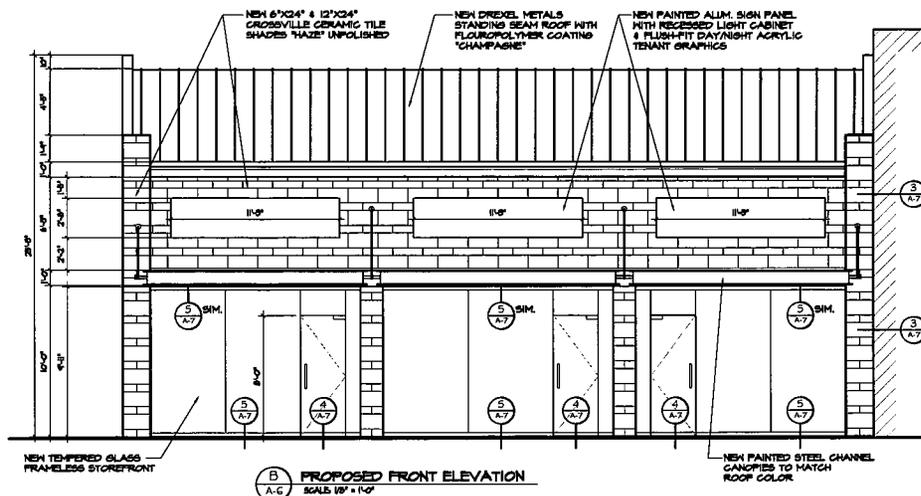
C
SECTION - C
SCALE: 1/8" = 1'-0"



A
EXISTING FRONT ELEVATION
SCALE: 1/8" = 1'-0"



D
SECTION - D
SCALE: 1/8" = 1'-0"



B
PROPOSED FRONT ELEVATION
SCALE: 1/8" = 1'-0"

REVISION : DATE :

SHEET TITLE :
**EXISTING AND PROPOSED
ELEVATION, SECTIONS**

SCALE : AS SHOWN

DRAWN : LEV

DATE : 06.28.13

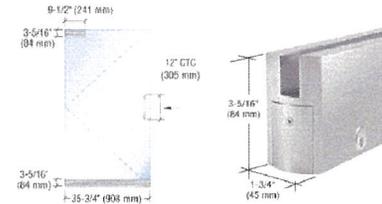
PROJECT NO. : 13-101

SHEET NO.

A-6

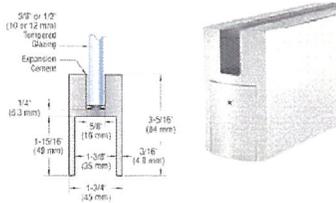
DOOR SCHEDULE						
DOOR NUMBER	DIMENSIONS			MATERIAL	FRAME (TOP & BOTTOM)	REMARKS
	WIDTH	HEIGHT	THICKNESS			
1	3'-0"	8'-0"	1/2"	TEMPERED GLASS	AL	SELF CLOSING, THRESHOLD
2	SEE PLAN	10'-0"	1/2"	TEMPERED GLASS	AL	STOREFRONT

CRL Wet Glazed Frameless Glass 3'-0" BP-Style Brushed Stainless Single Door Only Kit - with Lock

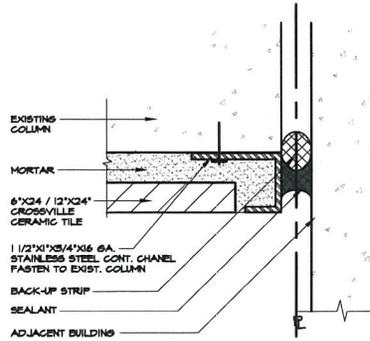


4 DETAIL
SCALE 1/2" = 1'-0"

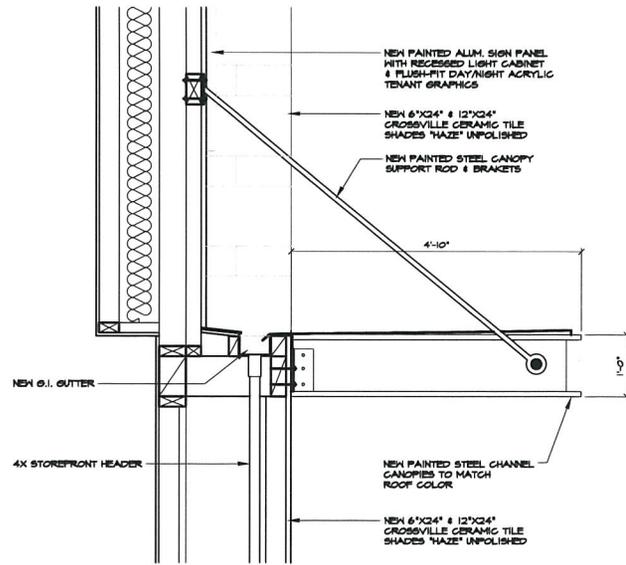
CRL Brushed Stainless 3-5/16" Tall Square CR350 Series Wet Glazed Sidelite Rail With Saddle - 120"



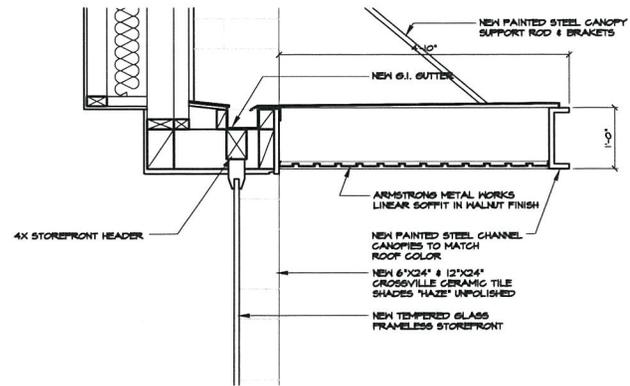
5 DETAIL
SCALE 1/2" = 1'-0"



3 DETAIL
SCALE 1" = 1'-0"



1 DETAILED SECTION
SCALE 1/2" = 1'-0"



2 DETAILED SECTION
SCALE 1/2" = 1'-0"

FACADE REMODELING OF AN EXISTING RETAIL BUILDING

130-134 S. Beverly Drive
Beverly Hills, CA. 90210

Owner
ID S Real Estates Group

515 S. Figueroa Street, 16th Floor
Los Angeles, CA. 90071
Tel.(213)362-9318 Fax(213)627-9937

Architect
Giorgio Dazzan & Associates

9424 Dayton Way, Suite 217
Beverly Hills, California 90210
Tel.(310)247-8563 Fax(310)247-9684

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REVISION : DATE :

SHEET TITLE :
DETAILED SECTIONS

SCALE : AS SHOWN

DRAWN : LEVI

DATE : 06.28.13

PROJECT NO. : 13-101

SHEET NO.



1 130-134 S. BEVERLY - PROPOSED ELEVATION
SCALE: 1/4"=1'-0"

130-134 S. Beverly Drive

Giorgio Dazzan and Associates/Davies Associates
IDS Real Estate Group

Beverly Hills, California

Architectural Review

July 1, 2013

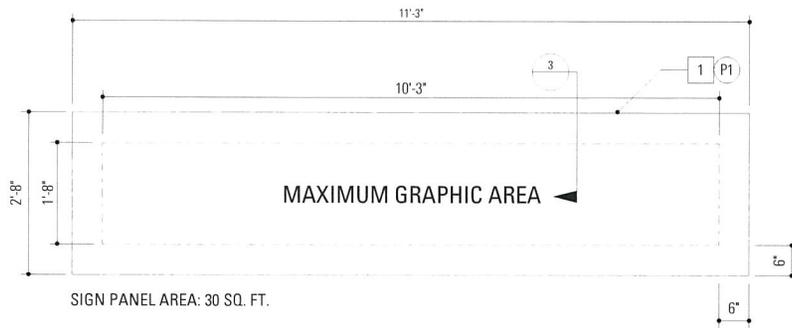
**Proposed Color
Elevation**

Elevation



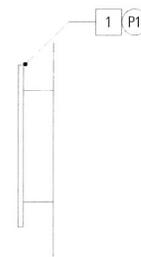
4 COLOR RENDERING - TENANT IDENTIFICATION SIGN

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



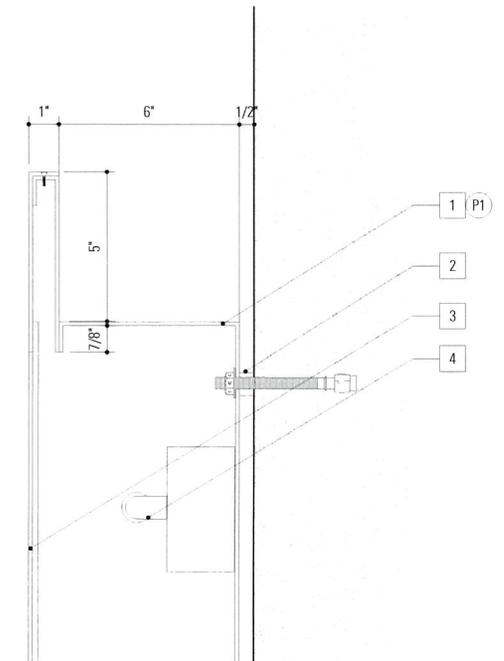
1 ELEVATION - RETAIL TENANT IDENTIFICATION SIGN

SCALE: 1/2" = 1'-0"



2 SIDE VIEW - RETAIL TENANT IDENTIFICATION SIGN

SCALE: 1/2" = 1'-0"



3 SECTION - RETAIL TENANT IDENTIFICATION SIGN

SCALE: 3" = 1'-0"

NOTES

Detail: 101_01a

- 1** FABRICATED ALUMINUM SIGN CAN WITH REMOVABLE FACE AND PAINT FINISH
 - 2** STAINLESS STEEL ANCHOR/FASTENERS WITH SPACER AS REQUIRED
 - 3** 1/8" THICK PUSH THRU DAY/ NIGHT ACRYLIC GRAPHICS WITH 1/4" THICK WHITE ACRYLIC DIFFUSER/ BACKER
 - 4** T8 FLUORESCENT LIGHTS OR LED LAMPS AS REQUIRED FOR EVEN LIGHT DISTRIBUTION.
- P1** PAINT TO MATCH METAL ROOF COLOR



1 130-134 S. BEVERLY - PROPOSED 3D PERSPECTIVE RENDERING

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

130-134 S. Beverly Drive

Giorgio Dazzan and Associates/Davies Associates
IDS Real Estate Group

Beverly Hills, California

Architectural Review

July 1, 2013

**Proposed 3D
Color Rendering**

Elevation