



Architectural Commission Report

Meeting Date: Wednesday, September 18, 2013

Subject: MAJE
350 North Beverly Drive

Request for approval of a façade remodel, awning signage, a sign accommodation for multiple business identification signs, and a construction barricade graphic. (PL1319966)

Project agent: John Neeson

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, awning signage, a sign accommodation for multiple business identification signs, and a construction barricade. The façade modification includes the following:

- New storefront with black powder coated aluminum frame and clear glazing
 - The storefront will be realigned at the main entry from a triangular inset configuration to a straight alignment parallel to the sidewalk
- New fascia of metal composite material with metal relief molding
- New black canvas awning

The applicant is requesting a sign accommodation for multiple business identification signs. A total of 9.87 SF of business identification signage is proposed, allocated as follows:

- One 6.03 SF business identification sign located above the entryway
 - 1'-6 1/16" h laser-cut metal letters pin-mounted to new fascia
- Two 1.92 SF (3.84 SF total) business identification signs located on the storefront windows.
 - 10 3/16" h white vinyl letter adhered to the inside of the storefront glazing

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 42 SF (based on a storefront width of approximately 21'); 9.87 SF of business identification signage is proposed.

Additionally, the applicant is proposing an awning sign of 6.75" high white vinyl letters to read "maje" on the awning valance. Pursuant to BHMC §10-4-306, one non-illuminated horizontal line of letters and symbols is permitted on the awning valance not to exceed seven inches in height.

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



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A construction barricade is also proposed:

- No graphic is proposed
- Solid black background
- White signage with copy: "maje" // "OPENING FALL 2013" that would be limited to a maximum sign area of 12 square feet
- Two 6 SF panels on each side of the barricade returns reserved for adjacent tenant information

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the storefront design is simple and clean. However, the amount of signage requested is excessive for the narrow storefront. The Urban Designer recommends that the applicant eliminate the awning sign and reduce the letter height of the two storefront signs to four inches.

A project-specific condition has been proposed in the draft approval resolution to reflect the Urban Designer's analysis. 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.

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. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

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, September 6, 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:
- 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:

New storefront to existing store consisting of black powder coated aluminum frame with clear glazing. New metal composite fascia with relief molding and new black canvas awning stretched over black powder coated tubular aluminum frame.

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

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

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

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

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

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	1	4'-0" X 1' 6 1/16"	6.03	42 SQ FT
2	Business ID Sign(s)	1	2'-3" X 10 3/16"	1.92	42 SQ FT
3	Business ID Sign(s)	1	1'-6" X 6 3/4"	0.82	42 SQ FT
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: Metal Composite Panel [powder coated aluminum] with powder coated metal relief molding
Texture /Finish: Smooth satin powder coat
Color / Transparency: Black [RAL 9005]

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

Material: Powder coated aluminum frame and doors with clear glazing
Texture /Finish: Smooth satin powder coat/ glass
Color / Transparency: Black [RAL 9004] / Clear glass

ROOF

Material: No Work
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: Canvas with Powder coated aluminum armature & silver heat-pressed 'Maje' signage
Texture /Finish: woven fabric/ smooth satin powder coat/ silver print
Color / Transparency: Black/ solid

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Polished stainless steel
Texture /Finish: shiny metal
Color / Transparency: Silver/ solid

BUILDING ID SIGN(S)

Material: White Vinyl
Texture /Finish: Smooth vinyl applied to inside of glass
Color / Transparency: White/ solid

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: Concrete (to finish sidewalk up to new storefront frame)
Texture /Finish: cast insitu with smooth level finish to match existing sidewalk.
Color / Transparency: Solid

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.**

The proposed storefront has been designed in a manner that is considerate of the parent building features as well as enhancing the architectural proportion. The building 'bullnose' ledge gives a natural stop for the store signage fascia but is also split into a human scale at street level by the use of an awning dividing the fascia from the display window. The fascia signage will be visible from further away and the awning also creates sunshade for the display window. The fascia is also given relief by a continuous molding.

- 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 new storefront consist of glass and aluminum frame and all openings are weather and sound sealed between inside/outside.

- 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 proposed materials are all new and finished/machined in appearance to create a uniform and harmonious storefront. The use of metal composite panel allows a fascia free of vertical joints giving a more impressive monolithic look/feel.

- 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 new storefront awning aligns with the neighboring property to retain the horizontal lines/ proportions that exist already.

- 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.**

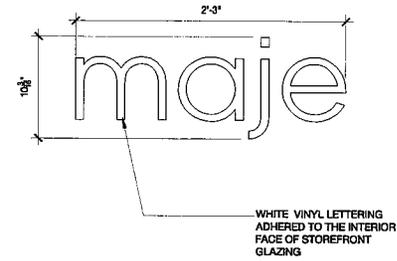
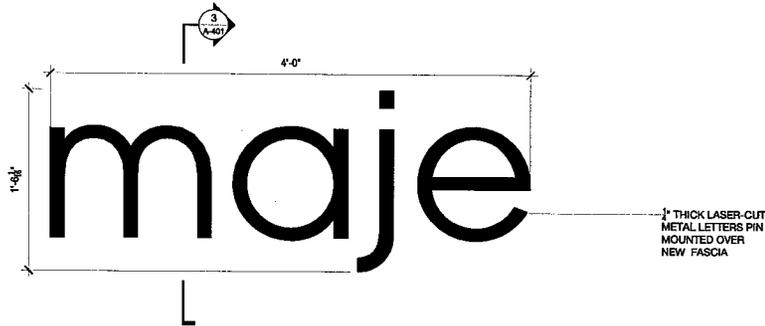
The storefront is generally dictated by the parent building and limits of the lease but all new materials follow the existing lease line. The proposed storefront conforms with California building code and State of California 'Title 24' energy code compliance.



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Attachment B:
Project Design Plans



1 STOREFRONT SIGN ELEVATION
SCALE: 1" = 1'-0"

2 STOREFRONT WINDOW SIGN ELEVATION
SCALE: 1" = 1'-0"

SIGNAGE CALCULATIONS

CITY OF BEVERLY HILLS SIGNAGE REQUIREMENTS:

10-4-604 BUSINESS IDENTIFICATION SIGNS

B. Number And Area of Signs For Ground Floor Businesses: The following business identification signs for ground floor businesses may be erected:

1. A ground floor business with street frontage may erect a business identification sign which is located on the same street face of the building as the main entrance or address of the business and which does not exceed two (2) square feet in area for each one foot (1') of ground floor street frontage that such business occupies within the building. However, in no event shall such sign exceed one hundred (100) square feet.

ALLOWABLE SIGNAGE SIZE

Length of lot = 21 ft
2 x (21 ft) = 42 sq ft Maximum

Total : 10.69 sq ft < 42 sq ft = OK
(See calculations below)

SIGNAGE SIZE

LOCATION	TYPE	"X" WIDTH	"Y" HEIGHT	AREA	QTY	SUB TOTAL
ABOVE ENTRY	PIN-MOUNTED METAL	4'-0"	1'-6 1/4"	6.03	1	6.03
STOREFRONT WINDOWS	WHITE VINYL	2'-3"	10 1/4"	1.92	2	3.84
AWNING	PAINTED FABRIC	1'-6"	6 3/4"	.82	1	0.82
TOTAL						10.69 sq ft

maje
OWNER:
SMCP USA, INC.
400 W. 10TH ST.
NEW YORK, NY 10012
T 1 212 510 8390
www.maje.com

SEAL:

CALLISON
CALLISON ARCHITECTS, P.C.
www.callison.com

MAJE BEVERLY DRIVE
350 NORTH BEVERLY DRIVE
BEVERLY HILLS, CA 90210

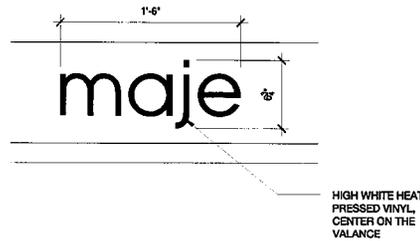
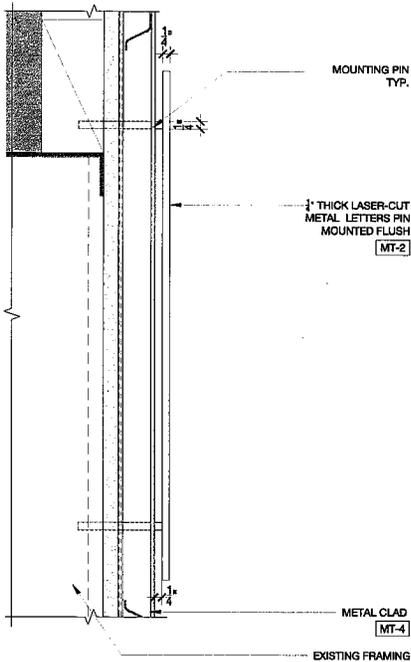
PROJECT # 214410.00

ISSUED/REVISED DATE
ISSUED FOR ARC 08.18.13

PROPOSED SIGNAGE

A-401.00

11 of 13



4 STOREFRONT AWNING SIGN ELEVATION
SCALE: 1" = 1'-0"

3 STOREFRONT SIGNAGE DETAIL
SCALE: 3" = 1'-0"



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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, AWNING SIGNAGE, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 350 NORTH BEVERLY DRIVE (PL1319966 – MAJE).

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

Section 1. John Neeson, agent, and Paul Makowicki of Callison Architects, architect, on behalf of the property owner, L3 Capital LLC / GRE North Beverly Drive LLC, and the tenant, Maje (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, awning signage, a sign accommodation for multiple business identification signs, and a construction barricade for the property located at 350 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. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

Section 5. The Architectural Commission conducted a duly noticed public hearing on September 18, 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 awning sign shall be eliminated and the letter height of the two storefront signs shall be reduced to a height of four inches.

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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: September 18, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission