



## Architectural Commission Report

**Meeting Date:** Wednesday, September 18, 2013

**Subject:** **FATBURGER / BUFFALO'S**  
**474 North Beverly Drive**

Request for approval of a sign accommodation for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310727)

**Project agent:** Sergio Meiron – Image Systems Signs, Inc.

**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 sign accommodation for multiple business identification signs for the new Fatburger / Buffalo's restaurant establishment. The proposed sign configuration is proposed as follows:

- Two (2) "Fatburger" business identification signs that are 20 SF in area each (total: 40 SF). The sign consists of an internally illuminated logo sign with satin black aluminum returns.
- Two (2) "Buffalo's" business identification signs that are 19.25 SF in area each (total: 38.5). The sign consists of an internally illuminated logo sign with satin black aluminum returns.

One "Fatburger" sign and one "Buffalo's" sign is proposed on each elevation (South Santa Monica Boulevard and North Beverly Drive).

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 tenant, the maximum business identification sign area is 100 SF; 78.5 SF of signage is proposed and is in compliance with the sign area maximums.

As part of the City's restaurant streamlining process, this project was preliminarily reviewed by the Architectural Commission's Restaurant Subcommittee, consisting of Chair Blakeley and Commissioner Peteris. The primary concerns expressed by the Subcommittee review related to the overall depth of the signs (with an indication that it should be reduced), the size of the signs, and the general configuration, particularly on the North Beverly Drive elevation. These comments have been shared with the project team and they have been encouraged to bring revised plans to the Architectural Commission meeting for review.

**Attachment(s):**

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

**Report Author and Contact Information:**

Cindy Gordon, Associate Planner

(310) 285-1191

[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



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### **URBAN DESIGN ANALYSIS**

Based on the Urban Designer's review of the proposed project, the proposed signage does not appear to be compatible with the existing building and detracts from the urban streetscape environment.

The use of a blade sign that complements the building's architecture may provide a configuration that enhances not only the building but the overall streetscape. In addition to the use of a building-appropriate blade sign, the building and streetscape may be better served by the use of window graphic signs, as opposed to mullion-mounted signs, that are sized appropriately for the space.

Project-specific conditions have not been proposed as part of this analysis but the Commission may wish to consider the suggestions in their own discussions.

### **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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

### **PUBLIC OUTREACH AND NOTIFICATION**

Pursuant to BHMC §10-3-3017, public noticing is not required for sign accommodations requested by restaurant establishments.



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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
  - Eight (8) 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: 4
  - 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:**

Two sets of internally LED illuminated channel letters logos placed on the south elevation wall facing N. Beverly Drive and two sets on the east elevation, facing S. Santa Monica.

Fatburger: Logo and channel letters are made of aluminum returns in black satin finish with acrylic faces in corporate red and yellow colors.

Buffalo's: Logo and channel are letters made of aluminum returns in black satin finish with acrylic faces in custom green and orange colors overlay, with grey, yellow and black small (logo) accents.

**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 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	Wall Signs Channel Letters	2	4' radius	12.81 ea. elev.	
2	Wall Signs Channel Letters	2	1'-8" x 5'-5" 1'-10" x 5'-9"	19.57 ea. elev.	
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: N/A  
 Texture /Finish: N/A  
 Color / Transparency: N/A

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

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

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

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

**AWNINGS, CANOPIES**

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

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

*Material:* Aluminum, Acrylic and vinyl  
*Texture /Finish:* Smooth  
*Color / Transparency:* Aluminum returns in satin black, acrylic in it's respective corporate colors

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

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

**PAVED SURFACES**

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

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

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

**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 Fatburger sign with its 50's retro look, and the Buffalo's distinctive logo are unique and well known.

The combination of the two signs with its distinct expressions of shape and color will complement the character and atmosphere of the area, adding unique look and balance to the community, beautifully integrating in the Beverly Hills landscape.

- 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.**

Both signs are lighted with low voltage LEDs, which is energy efficient, light weight, reliable and there are no hot spots.

There is very little heat emitted which makes it very safe to use in many applications, specially in signs. It do not use mercury, will never leak poisonous gasses.

It is also absolutely silent, with no vibrations or buzzing sounds.

- 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 materials used in the sign and its components are made with reliability and quality in mind to last and keep its appearance for many years to come.

The letters are made of aluminum (in lieu of sheet metal) against rust and powder coated (not spray paint). The faces are made of quality acrylic and high-performance 3M vinyl graphics overlay in some areas.

- 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 signs are in harmony with the building as a natural substitute to other previous restaurants in this location (Johnny Rockets Burgers).

It also harmoniously integrates in the general area, as its location is across the street of other eateries.

- 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 signs comply to the Beverly Hills sign codes, it is in conformity to the other elements in the structure and adjacent buildings.



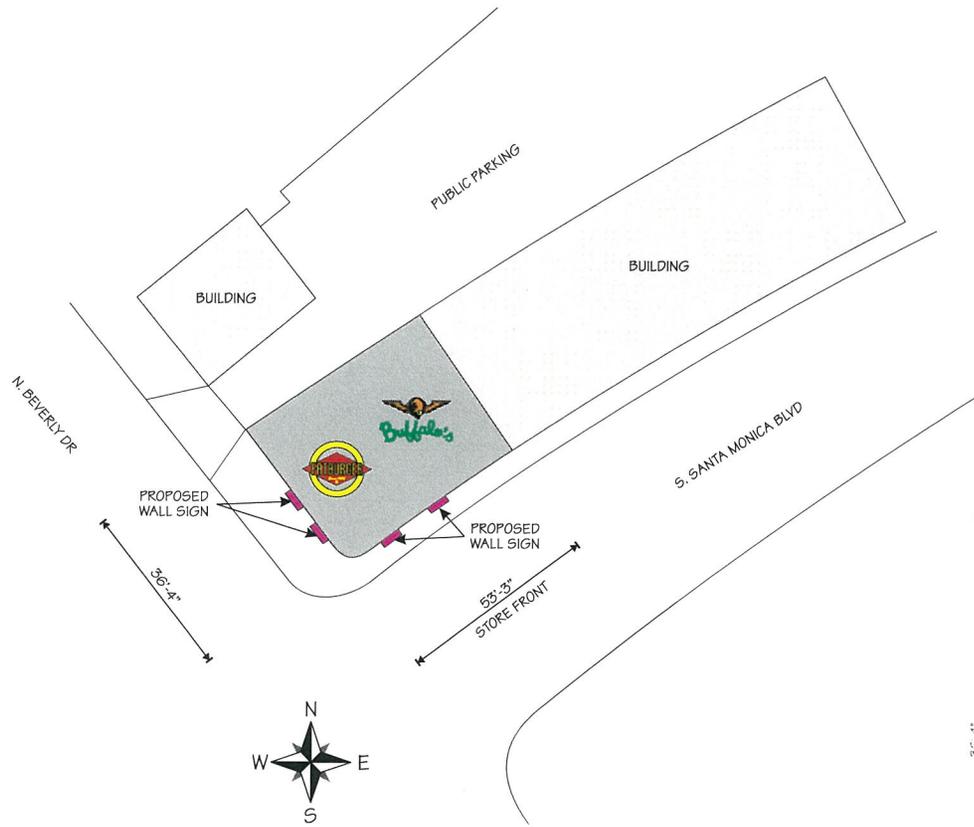
**Architectural Commission Report**

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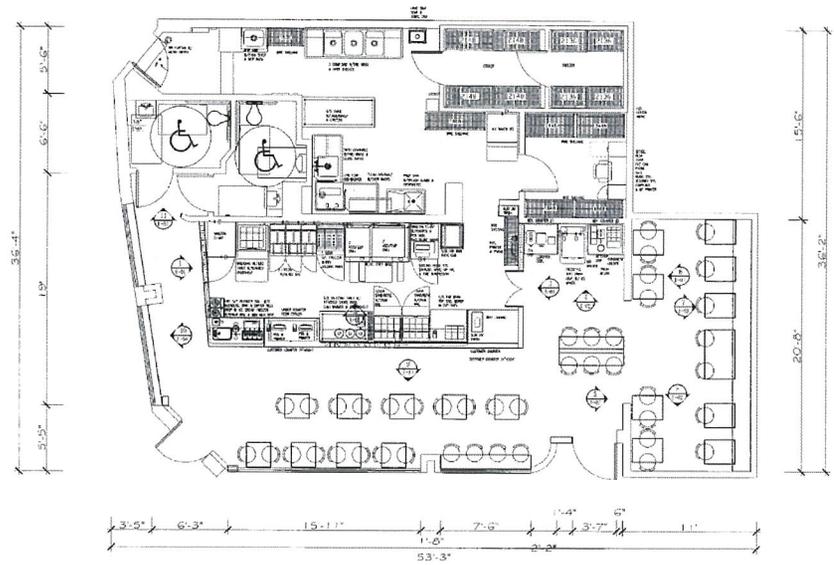
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**Attachment B:**  
Project Design Plans

**SITE PLAN**



**FLOOR PLAN**



**IMAGE SYSTEMS SIGNS**  
 Drawn by: J.E.  
 Revised by: S.M.  
 Tel: (323) 931-6630  
 Fax: (323) 931-6006  
 www.ImageSystemsUSA.com

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**Client Information:**  
 Fatburger/Bufalo's  
 474 N. Beverly Dr.  
 Beverly Hills, CA  
 Date: August 29, 2013

**Client Approval:**  
 Approved  
 Approved as Noted  
 Revise & Resubmit  
 Name \_\_\_\_\_  
 Date \_\_\_\_\_

**Notes:**

**UL**  
 Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes

PROPOSED SIGNS



WEST ELEVATION

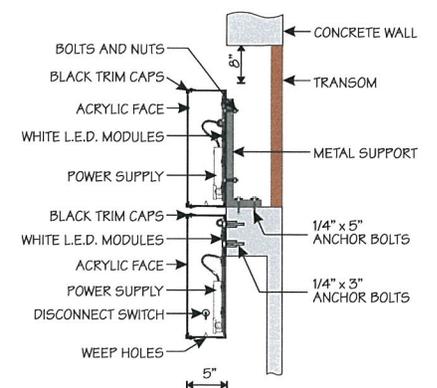
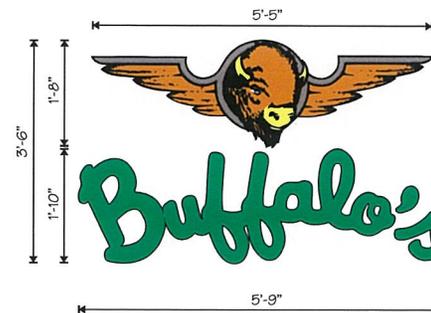
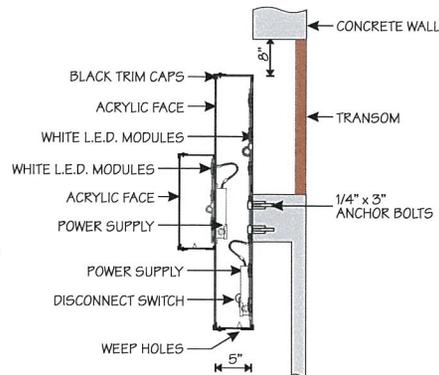
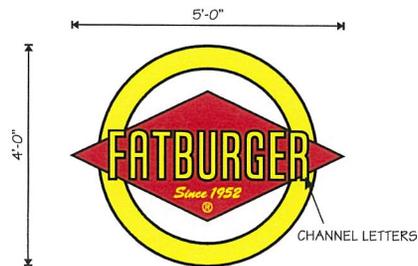
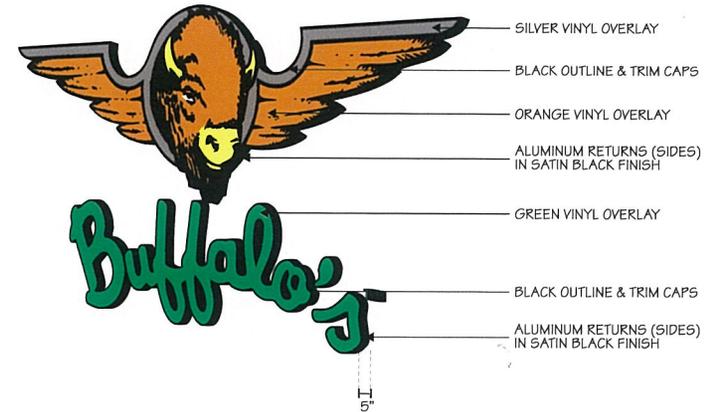
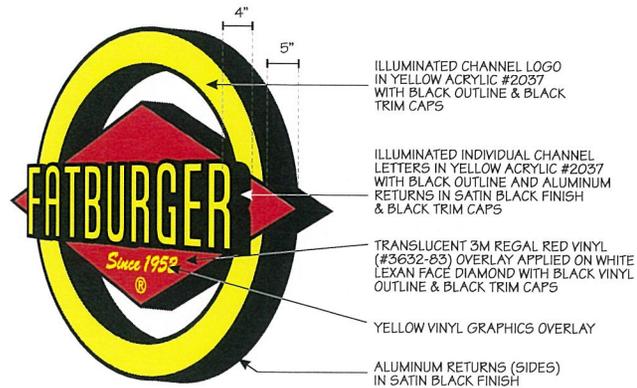


SOUTH ELEVATION



**FATBURGER LOGO SIGN AND INSTALLATION DETAILS**  
12.81 SQ.FT

**BUFFALO'S LOGO SIGN AND INSTALLATION DETAILS**  
19.57 SQ.FT



**SPECIFICATIONS**

FABRICATED ALUMINUM .40 RETURNS IN BLACK FINISH;  
3 1/2" DEEP FOR INTERIOR SIGNS, 5" FOR EXTERIOR WITH 3/4" TRIM CAPS  
VINYL GRAPHICS APPLIED ON FIRST SURFACE ON 3/16" MILKY WHITE ACRYLIC (#2447)  
WHITE LED MODULES, 12V POWER SUPPLIES

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**Client Information:**  
Fatburger/Bufalo's  
474 N. Beverly Dr.  
Beverly Hills, CA  
Date: August 29, 2013

**Client Approval:**  
 Approved  
 Approved as Noted  
 Revise & Resubmit  
Name \_\_\_\_\_  
Date \_\_\_\_\_

**Notes:**



Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes



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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 SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 474 NORTH BEVERLY DRIVE (PL1320727 – FATBURGER / BUFFALO’S).

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

Section 1. Sergio Meiron – Image Systems Signs, Inc., agent, on behalf of the property owner, 4670 Beverly LLC, and the tenant, Fatburger / Buffalo’s (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple business identification signs for the property located at 474 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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

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, 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 special conditions are proposed 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: September 18, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission