



Architectural Commission Report

Meeting Date: Wednesday, September 18, 2013

Subject: PICNIC LA

168 South Beverly Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and outdoor dining elements. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1320778)

Project agent: Standard LLP

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation for multiple business identification signs, and outdoor dining elements. The façade remodel includes the following components:

- Removal of the existing sign band across the entryway;
- New white wood painted storefront system with clear glazing, and;
- Painting existing pillars in white to match the storefront

The outdoor dining elements consist of the following:

- Wood and stainless steel tables;
- Polypropylene chairs in charcoal/warm gray color;
- Umbrellas in a warm gray color, and;
- Stainless steel railing

The applicant is requesting review and approval of a sign accommodation for multiple business identification signs. The proposed sign configuration is proposed as follows:

- One (1) 6.5 SF vinyl window sign located on a translucent white glass window above the entry door located on the corner elevation.
- One (1) 9 SF pin-mounted sign located above the translucent white glass located on the corner elevation. The sign is non-illuminated and consists of a cyan-colored powder-coated metal.
- One (1) 22.3 SF pin-mounted façade side located above the storefront window located on the South Beverly Drive elevation. The sign is non-illuminated and consists of a powder-coated metal in cyan for the logo and warm gray for the sign copy.

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

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



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – September 18, 2013

identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted, 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 95 SF based on a linear street frontage of 45'-0"; 37.8 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 project was well-received and comments related primarily to the sign illumination. These comments have been shared with the project team and they have been advised to speak about the sign illumination at the Architectural Commission meeting.

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the overall design of the project is appropriate for the building and positively enhances the streetscape. However, the signage on the translucent white glass located above the entry door appears too large for the space and should be reduced in width, with a proportional reduction in height, so that the edges of the sign line up with the vertical edges of the entry door. Additionally, more adequate spacing should be provided between the sign logo and sign copy for the sign located on the South Beverly Drive elevation. As proposed, the two elements appear jammed together and providing additional spacing will alleviate the tension.

Project-specific conditions have been proposed in the draft approval resolution (Attachment C) as a result of this design analysis; however, the Commission may choose to amend those conditions based on discussion provided during the public hearing.

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.



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – September 18, 2013

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:
 - 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:

Replace storefront and glass w/new wood and glass storefront.
 Remove existing signs and install new signs.
 Outdoor dining proposed under separate permit application.

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: <input type="text"/> | | | | |

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	3'-0" x 3'-0"	9 sq.ft.	20sf (50% of 40sf)
2	Business ID Sign(s)	1	0'-10" x 7'-10"	6.53 sq.ft.	20sf (50% of 40sf)
3	Business ID Sign(s)	1	3'-8" x 6'-1"	22.31 sq.ft.	30sf
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: brick (existing)
 Texture /Finish: exposed
 Color / Transparency: red

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

Material: painted wood mullions with clear glass
 Texture /Finish: smooth, eggshell
 Color / Transparency: white

ROOF

Material: Asphalt shingles (existing)
 Texture /Finish: sandy
 Color / Transparency: dark grey

COLUMNS

Material: steel (existing)
 Texture /Finish: smooth, eggshell
 Color / Transparency: white

BALCONIES & RAILINGS

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

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

Material: wood and stainless steel table, polypropylene chair, marine grade acrylic umbrella
 Texture /Finish: natural materials
 Color / Transparency: clear sealer, warm gray integral color chair and umbrella fabric

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

Material: metal (existing)
Texture /Finish: smooth, eggshell
Color / Transparency: white

BUSINESS ID SIGN(S)

Material: powder coated metal and colored vinyl
Texture /Finish: smooth, eggshell
Color / Transparency: cyan_Pantone 298 and warm Gray_Pantone 8

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 (existing)
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: stainless steel tubes
Texture /Finish: brushed finish
Color / Transparency: silver

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 Building is at property line/sidewalk

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 design utilizes a natural and simple materials palette including wood (used in the historic structure, stainless steel and integral color furniture.
This palette represents the healthy food served in the proposed restaurant.

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 is designed with laminated glass.
Weather stripping and sealers are integrated into the detailing of the custom wood mullions. Mullions and door frames are sized appropriately.

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 new storefront will be constructed of white painted wood mullions, which matches the materials used in the historic design.
Brushed, unfinished stainless steel is proposed for the balustrade and table legs.
The outdoor furniture is comprised of high end brand furniture including Knoll chairs and commercial grade umbrellas from Frankford, fabricated using marine grade acrylic fabric.

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 will be constructed of white painted wood mullions, which matches the materials used in the historic design.
Non-historic planters adjacent to and therefore corroding the historic steel columns are being removed.

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 opening remain unaltered.



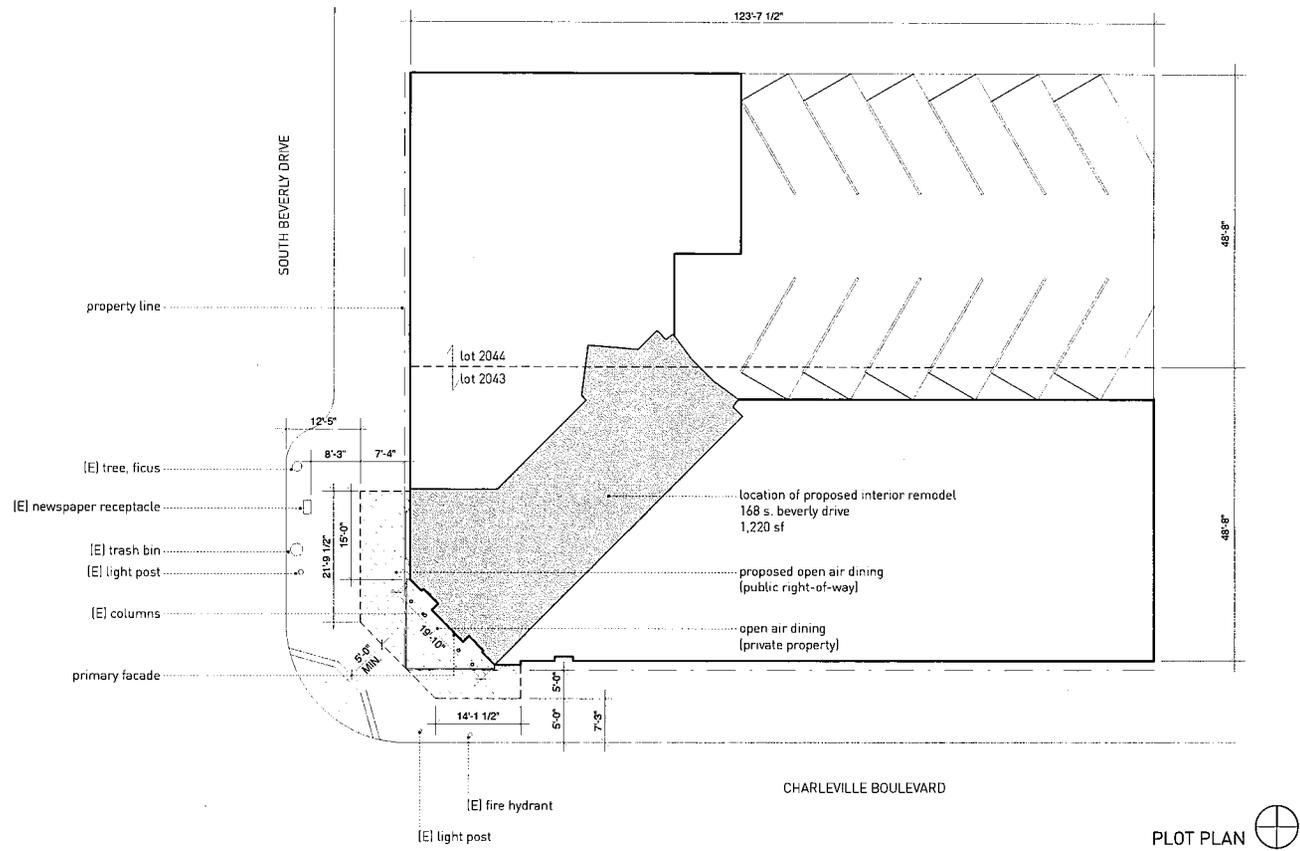
Architectural Commission Report

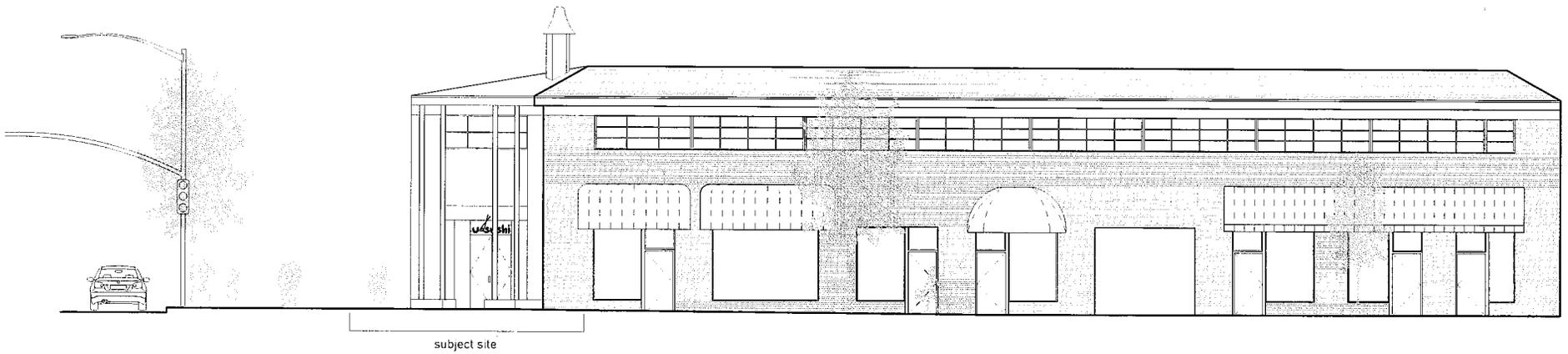
445 North Rexford Drive, Room 280-A
AC Meeting – September 18, 2013

Attachment B:
Project Design Plans

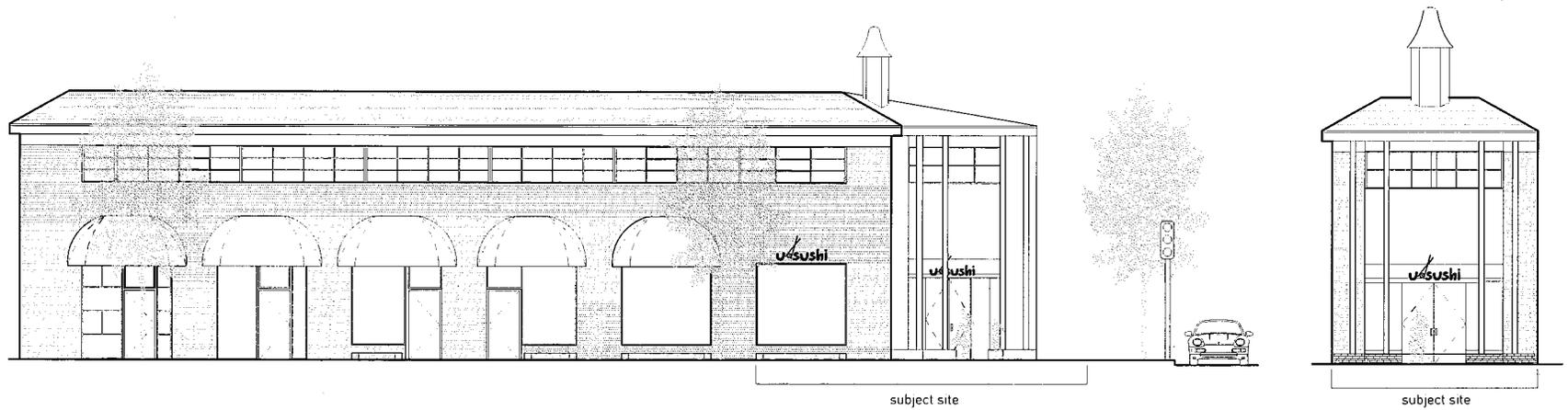
PICNIC LA





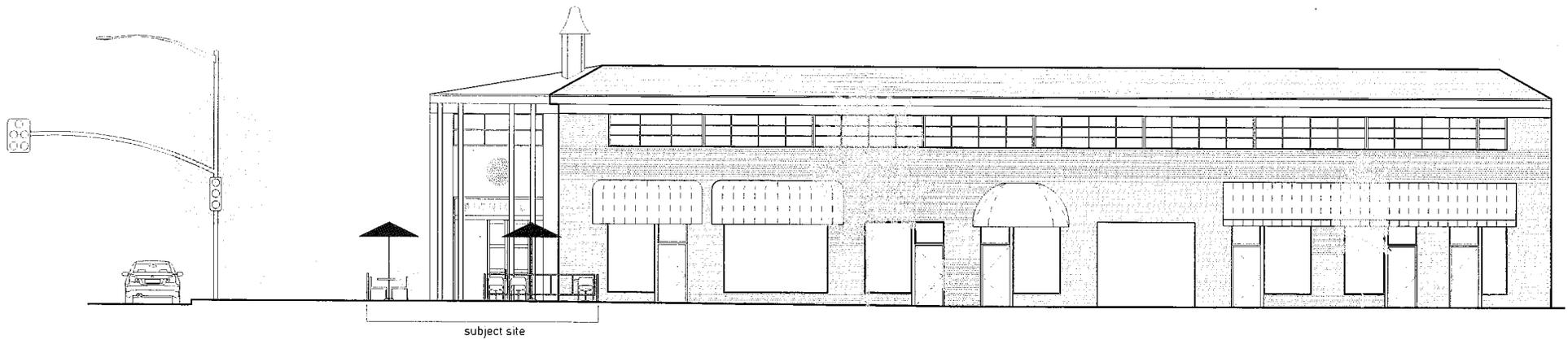


EXISTING SOUTH ELEVATION



EXISTING WEST ELEVATION

EXISTING SOUTHWEST ELEVATION



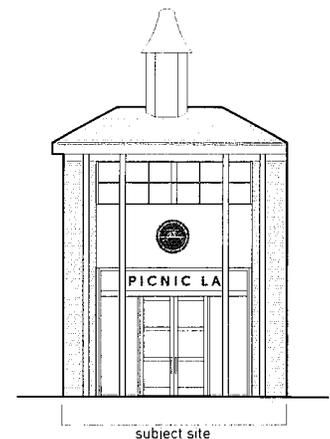
subject site

PROPOSED SOUTH ELEVATION



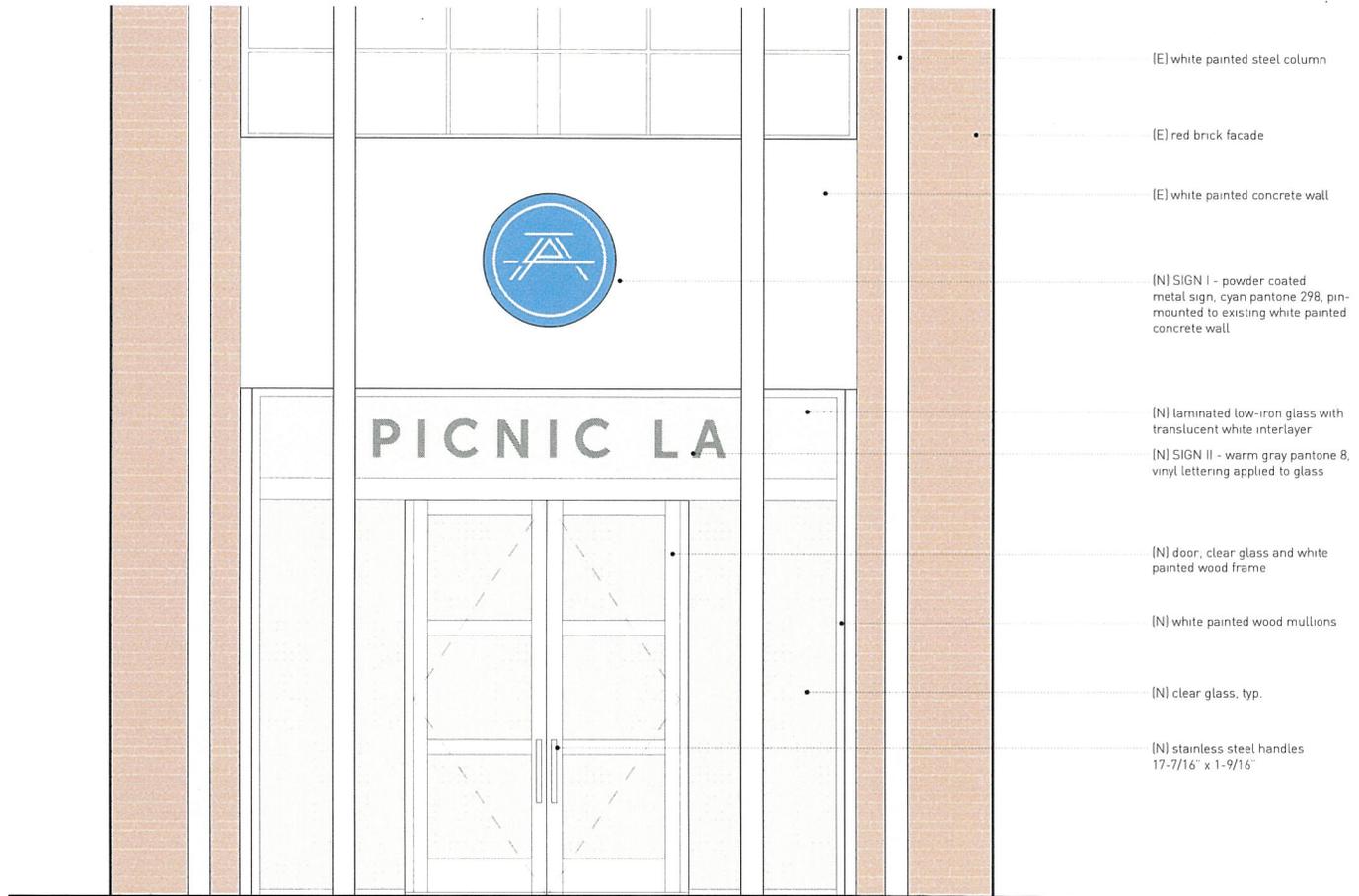
subject site

PROPOSED WEST ELEVATION



subject site

PROPOSED SOUTHWEST ELEVATION



[N] SIGN III - powder coated metal sign, cyan pantone 298, pin-mounted to existing red brick facade

[N] SIGN III - warm gray pantone 8, powder coated, pin-mounted lettering

[N] exterior umbrellas
Frankford commercial grade market umbrella, warm gray pantone 8

[E] red brick facade

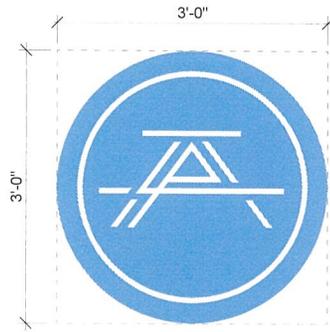
[N] window, clear glass and white painted wood mullions

[N] exterior seating
Spark stacking side chair, charcoal

[N] exterior barrier, 1 1/4" square stainless steel tubes

[N] removable 2" dia. posts in sleeves
[E] brick planter





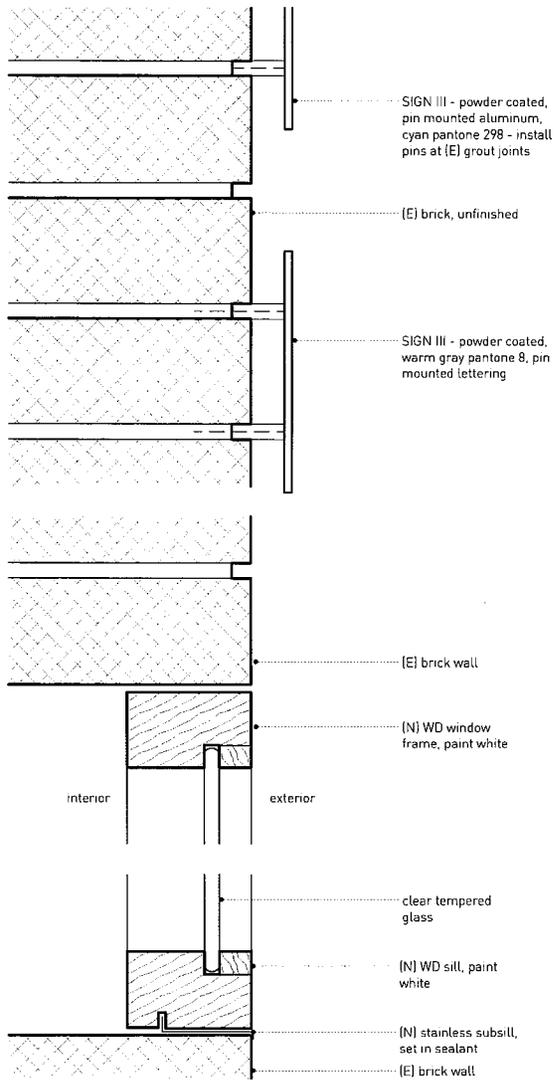
SIGN I - southwest storefront
 powder coated metal sign, cyan pantone 298, pin-mounted to existing white painted concrete wall
total square footage: 9 sq. ft.



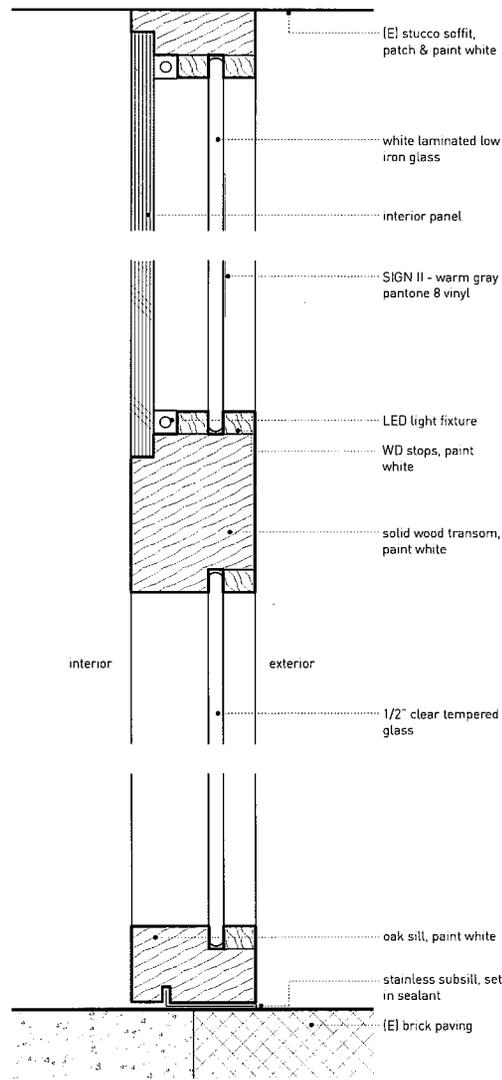
SIGN II - southwest storefront
 warm gray pantone 8 vinyl lettering applied to glass
total square footage: 6.53 sq. ft.



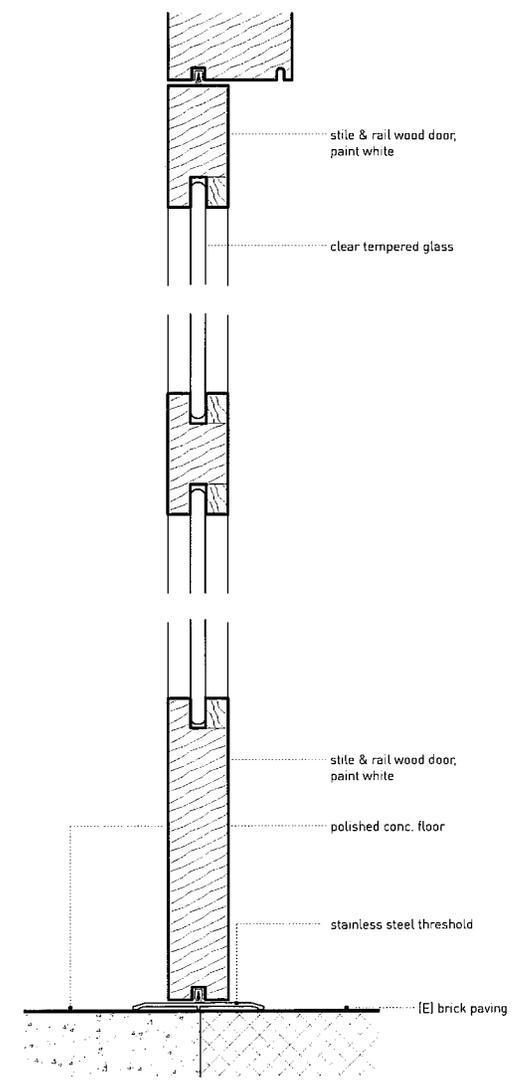
SIGN III - west storefront
 warm gray pantone 8 & cyan pantone 298 powder coated, pin-mounted metal sign
total square footage: 22.31 sq. ft.



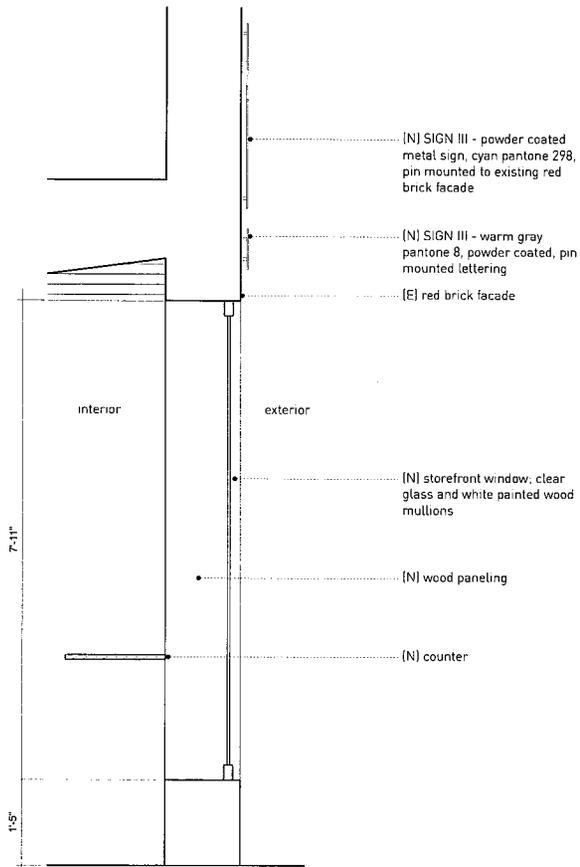
FIXED WINDOW & SIGN III DETAIL
west facade
(sign I similar)



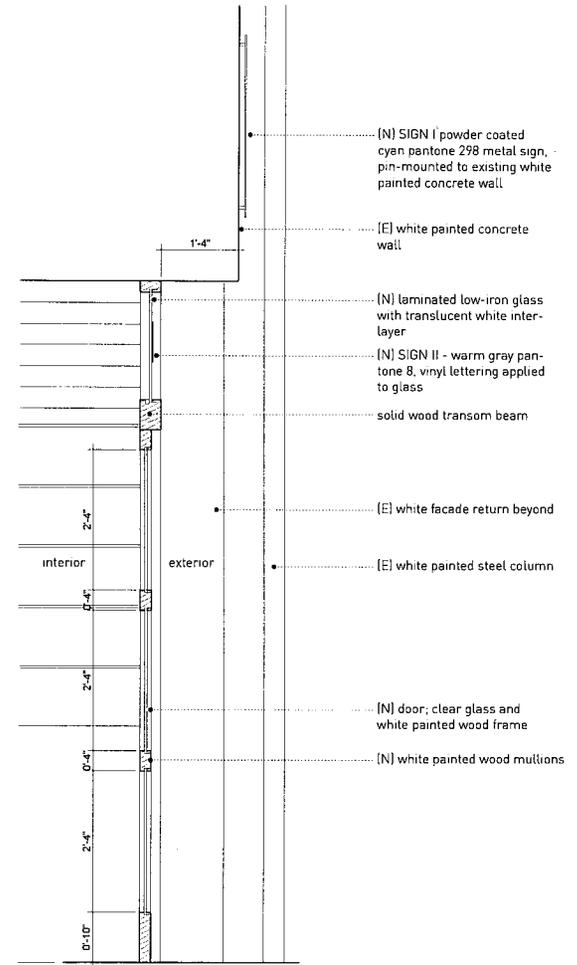
ENTRY STOREFRONT FIXED LITE & SIGN II DETAIL
southwest facade



ENTRY STOREFRONT DOOR DETAIL
southwest facade



WEST STOREFRONT SECTION
fixed window at Beverly Blvd.



SOUTHWEST STOREFRONT SECTION
entry storefront



SPARK STACKABLE SIDE CHAIR

charcoal gray
polypropylene
W 20.5" x D 22" x H 31"

Knoll
www.knoll.com



FRANKFORD COMMERCIAL GRADE MARKET UMBRELLA

pantone warm gray 8
W 6'-6" x H 101.5"
ribs: 4
lift: pulley
pole diameter: 1.5"
fabric: marine grade acrylic
umbrella shape: square
material: aluminum



OUTDOOR DINING TABLE

wood with stainless steel frame
W 24" x D 24" x H 30"
16" base

Etra Cafe Table - small
www.modlvin.com



1 clear glass, typical

2 powder coated metal - cyan, pantone 298

3 laminated low-iron glass with translucent white interlayer

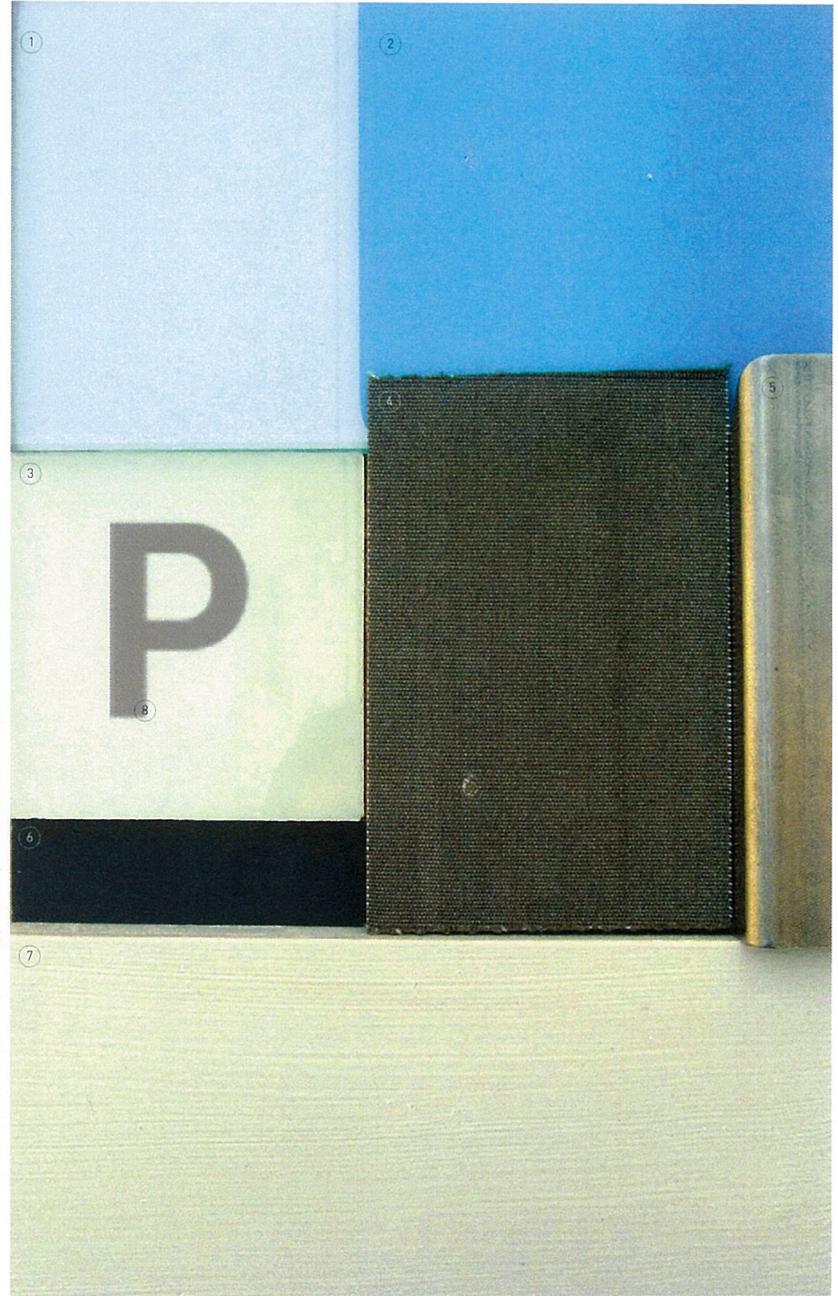
4 sunbrella fabric, gray, pantone 8

5 stainless steel balustrade

6 powdered coated metal, warm gray, pantone 8

7 white painted wood mullions

8 vinyl lettering applied to glass gray, pantone 8



1

2

3

P

8

6

7

5



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – September 18, 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 A FAÇADE REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND OUTDOOR DINING ELEMENTS FOR THE PROPERTY LOCATED AT 168 SOUTH BEVERLY DRIVE (PL1320778 – PICNIC LA).

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

Section 1. Standard LLP, agent, on behalf of the property owner, Four Corners Properties, LLC, and the tenant, Picnic LA (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and outdoor dining elements for the property located at 168 South 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

1. The signage located on the translucent white glass located above the entry door shall be revised in width so as to align with the vertical edges of the entry door. The height of the sign shall be reduced proportionally.
2. Additional spacing shall be provided between the sign logo and the sign copy located on the South Beverly Drive elevation, subject to final review and approval by City staff.

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

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission