



Architectural Commission Report

Meeting Date: Wednesday, October 16, 2013

Subject: **LUCKY BRAND JEANS**
420 North Beverly Drive
Request for approval of a sign accommodation for multiple business identification signs and landscaping (PL1326383)

Project agent: David Magid – Lucky Brand Jeans

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

REPORT SUMMARY

The Architectural Commission approved a façade remodel for the Lucky Brand retail store at the subject property on April 17, 2013, and a sign accommodation on May 15, 2013. The approved façade remodel and signage design are included in Attachment 1 for reference.

The applicant is requesting a revision to the prior approvals, which includes:

- Revise the paint color backing the main business ID sign neon letters from Dark Khaki to Navy with a distressed finish
- Revise the entry vestibule hardscape material from a cut brass logo inset into concrete to 1" mosaic entry tile in color "Biscuit" with "LB" logo in color "Navy"

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the project, the proposed revisions are desirable upgrades and in keeping with the façade design previously approved by the Architectural Commission; therefore, staff recommends approval of the proposed project.

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

Attachment(s):

- A. Approved Façade Design & Signage (May 15, 2013)
- 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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certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

No public notification was required for this project.



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Attachment A:

Approved Façade Design & Signage (May 15, 2013)

WHITE NEON TUBE SIGNAGE



PTD. DARK KHAKI DISTRESSED LOGO



CAST STONE SURROUND
(ARCH. COMMISSION APPROVED 04/17)



BRYANT PARK SCONCE
(ANTIQUE BRASS FINISH)
(ARCH. COMMISSION APPROVED 04/17)



CUSTOM CAST STONE PLANTER BOX



REFERENCE IMAGE ONLY.
COLOR TO MATCH CAST STONE SURROUND.



WHITE-WASHED BRICK
BM: SIMPLY WHITE
(ARCH. COMMISSION APPROVED 04/17)



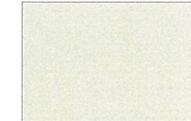
BOSTON IVY



BRASS-FRAMED AWNING
(ARCH. COMMISSION APPROVED 04/17)



Sunbrella Awning Fabric:
Marine Blue: 4678-0000
Natural: 4604-0000



PTD. WOOD FRAME
BM: SWISS COFFEE
(ARCH. COMMISSION APPROVED 04/17)

ENTRY DOOR PULL
(ANTIQUE BRASS FINISH)
(ARCH. COMMISSION APPROVED 04/17)



DATE: 04/26/2013
JOB NO:
DRAWN:
CHECKED:



711 N. FIELDER RD.
ARLINGTON, TX 76012
PH: (817) 635-5696
FAX: (817) 635-5699

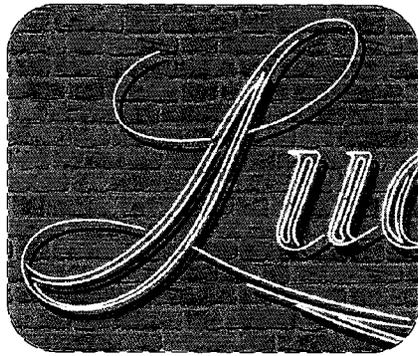
LUCKY BRAND
BEVERLY DRIVE
420 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

REVISIONS
ARB SUBMISSION
04/17/2013

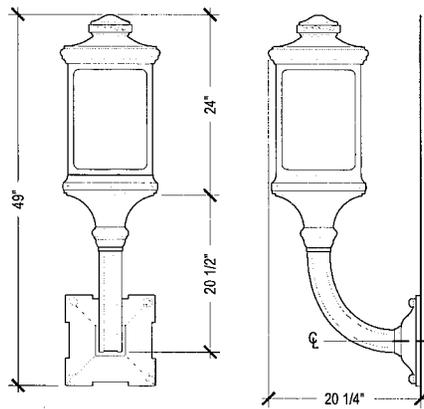
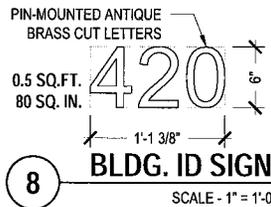
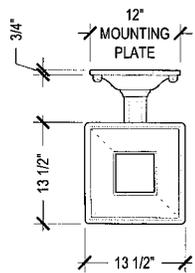
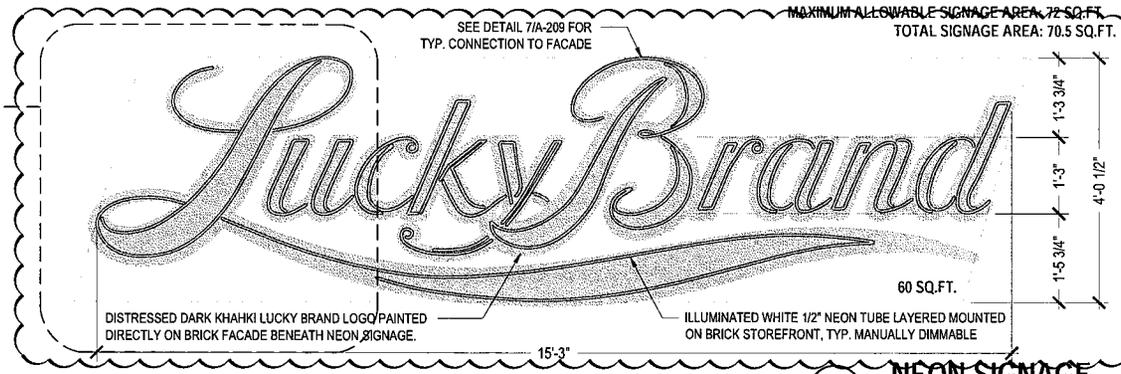
STOREFRONT
MATERIALS

SHEET NUMBER

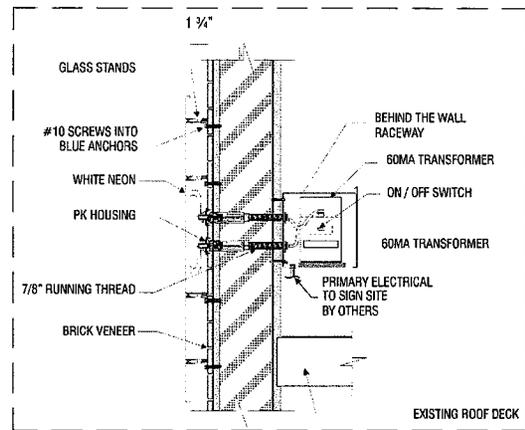
A-211



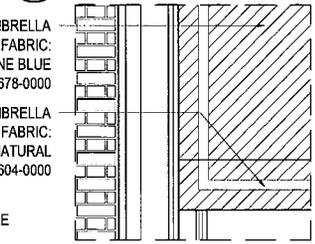
REFERENCE IMAGE FOR WHITE NEON TUBE



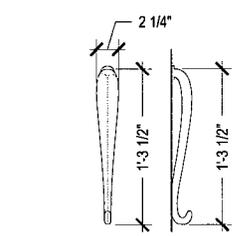
6 WALLMOUNT SCONCE
SCALE - 3/4" = 1'-0"



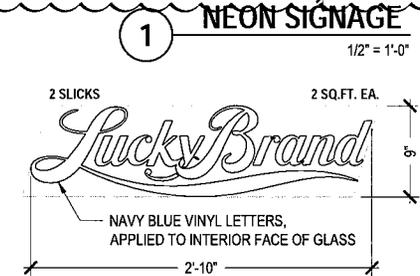
7 EXPOSED NEON SECTION DETAIL
SCALE - 1" = 1'-0"



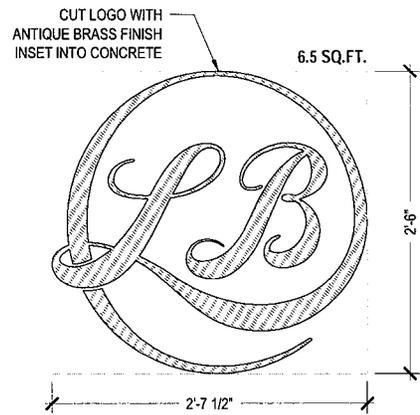
5 AWNING FABRIC
SCALE - 1/2" = 1'-0"



4 ENTRY PULL
SCALE - 1" = 1'-0"



2 VINYL SLICK
1" = 1'-0"



3 VESTIBULE SIGNAGE
1" = 1'-0"

DATE: 04/28/2013
JOB NO:
DRAWN:
CHECKED:
CM
CORTLAND
MORGAN
ARCHITECT
711 N. FIELDER RD.
ARLINGTON, TX 76012
PH: (817) 635-5696
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LUCKY BRAND
BEVERLY DRIVE
420 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

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ARB SUBMISSION
04/17/2013
FIXTURE DETAILS
SHEET NUMBER

A-209



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Attachment B:
Project Design Plans

WHITE NEON TUBE SIGNAGE
(ARCH. COMMISSION APPROVED 04/26)



PTD. NAVY
DISTRESSED LOGO



CAST STONE SURROUND
(ARCH. COMMISSION APPROVED 04/17)



BRYANT PARK SCONCE
(ANTIQUE BRASS FINISH)
(ARCH. COMMISSION APPROVED 04/17)



CUSTOM CAST STONE
PLANTER BOX
(ARCH. COMMISSION APPROVED 04/26)



REFERENCE IMAGE ONLY.
COLOR TO MATCH CAST STONE SURROUND.



WHITE-WASHED BRICK
BM: SIMPLY WHITE
(ARCH. COMMISSION APPROVED 04/17)



BOSTON IVY
(ARCH. COMMISSION APPROVED 04/26)



BRASS-FRAMED AWNING
(ARCH. COMMISSION APPROVED 04/17)



Sunbrella Awning Fabric:
Marine Blue: 4678-0000
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PTD. WOOD FRAME
BM: SWISS COFFEE
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ENTRY DOOR PULL
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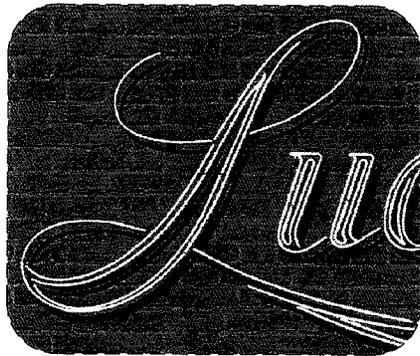
LUCKY BRAND
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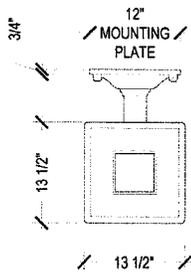
STOREFRONT
MATERIALS

SHEET NUMBER

A-211



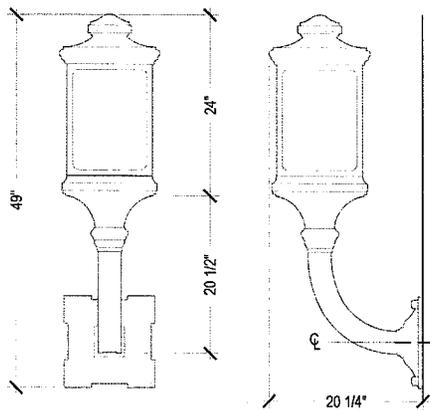
REFERENCE IMAGE FOR WHITE NEON TUBE



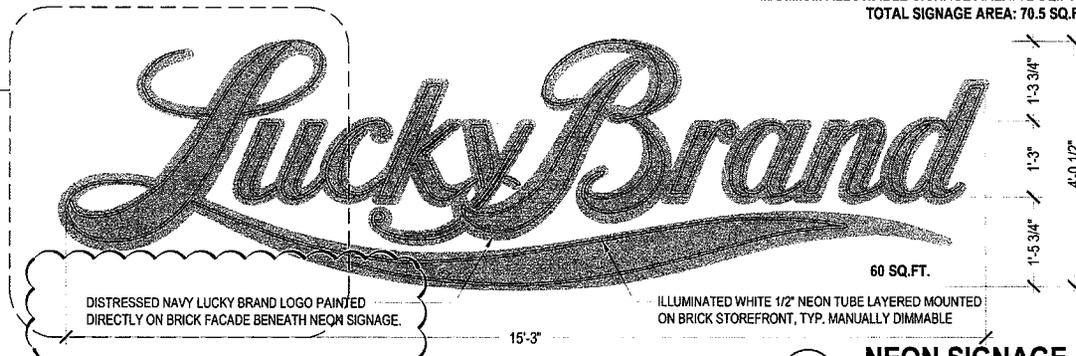
PIN-MOUNTED ANTIQUE BRASS CUT LETTERS
0.5 SQ. FT.
80 SQ. IN.



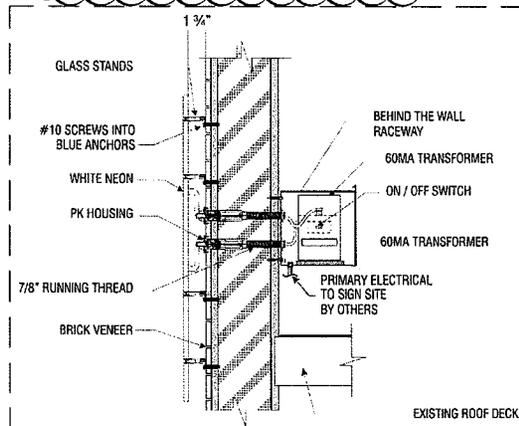
8 BLDG. ID SIGN
SCALE - 1" = 1'-0"



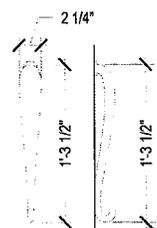
6 WALLMOUNT SCONCE
SCALE - 3/4" = 1'-0"



MAXIMUM ALLOWABLE SIGNAGE AREA: 72 SQ. FT.
TOTAL SIGNAGE AREA: 70.5 SQ. FT.



7 EXPOSED NEON SECTION DETAIL
SCALE - 1" = 1'-0"



4 ENTRY PULL
SCALE - 1" = 1'-0"



1 NEON SIGNAGE
SCALE - 1/2" = 1'-0"

2 VINYL SLICK
SCALE - 1" = 1'-0"

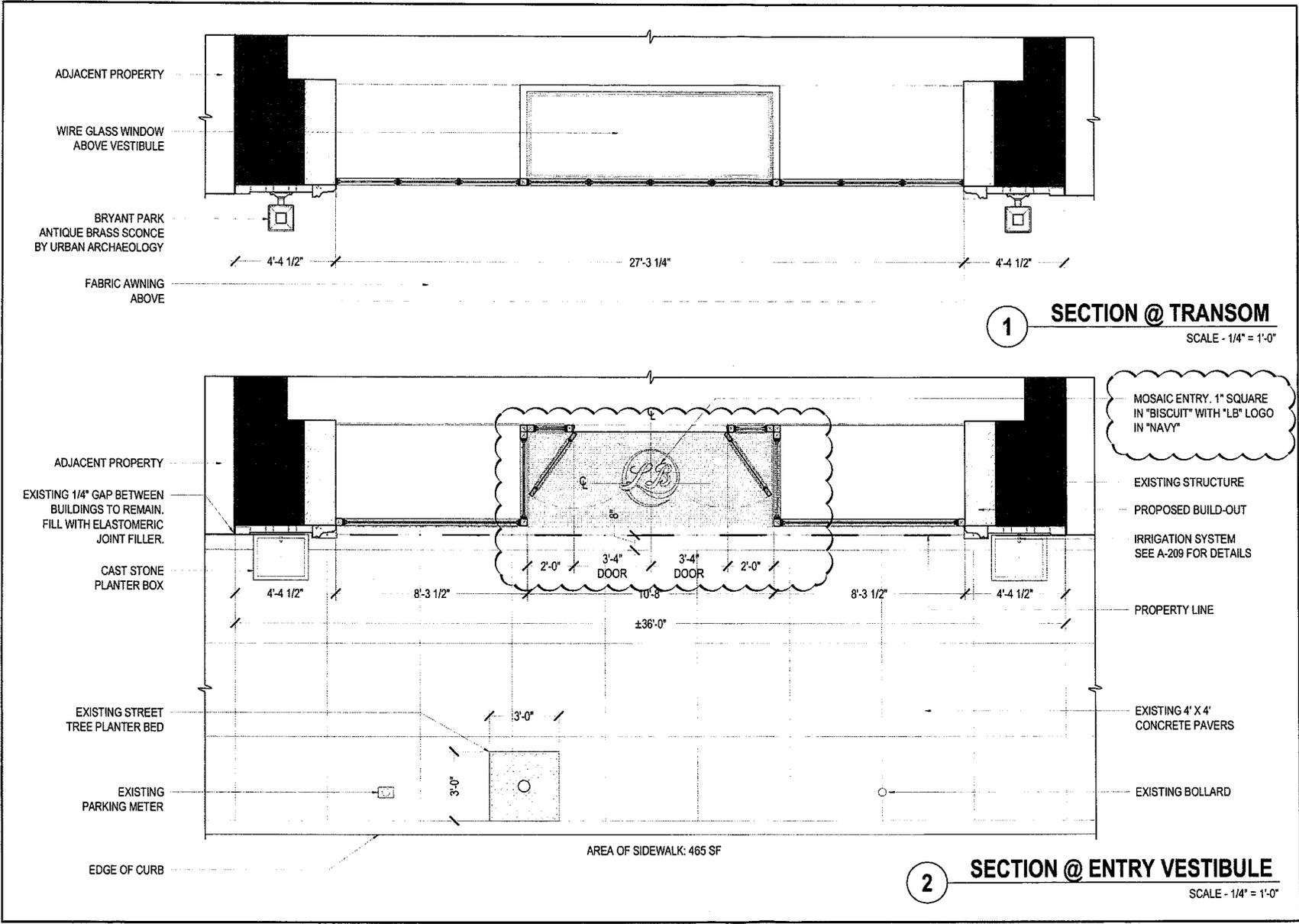
DATE: 04/28/2013
JOB NO:
DRAWN:
CHECKED:

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LUCKY BRAND
BEVERLY DRIVE
420 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

REVISIONS
APP SUBMISSION
04/11/2013
FIXTURE DETAILS
SHEET NUMBER

A-209



DATE: 04/26/2013
 JOB NO:
 DRAWN:
 CHECKED:

CM
 CORTLAND
 MORRIS
 ARCHITECT

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LUCKY BRAND
 BEVERLY DRIVE
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REVISIONS
 APR SUBMISSION
 04/17/2013

STOREFRONT
 PLANS

SHEET NUMBER

A-206

1 SECTION @ TRANSOM
 SCALE - 1/4" = 1'-0"

2 SECTION @ ENTRY VESTIBULE
 SCALE - 1/4" = 1'-0"

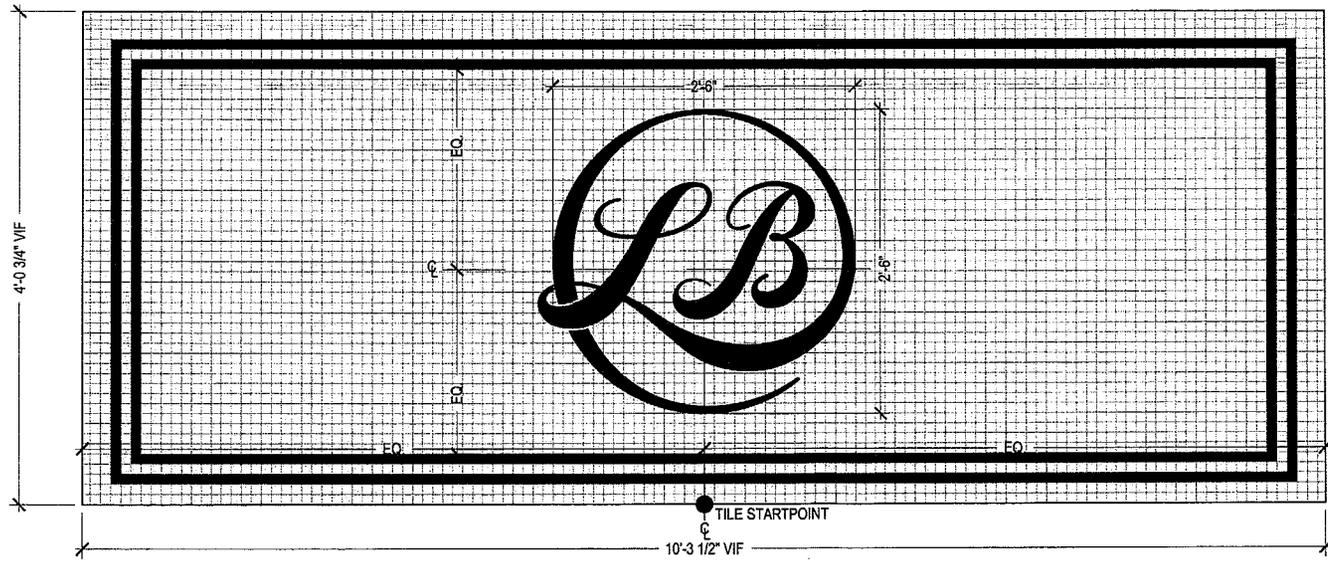
MOSAIC ENTRY. 1" SQUARE
 IN "BISCUIT" WITH "LB" LOGO
 IN "NAVY"

- EXISTING STRUCTURE
- PROPOSED BUILD-OUT
- IRRIGATION SYSTEM
SEE A-209 FOR DETAILS
- PROPERTY LINE
- EXISTING 4' X 4'
CONCRETE PAVERS
- EXISTING BOLLARD

AREA OF SIDEWALK: 465 SF



711 N. FIELDER RD.
ARLINGTON, TX 76012
PH: (817) 635-5896
FAX: (817) 635-5896



■ = DAL TILE KEYSTONES 1" x 1" FIELD TILE:
BACKGROUND = "BISCUIT" (D317)
'LB' LOGO = "NAVY" (D189)

LUCKY BRAND
BEVERLY HILLS
420 N. BEVERLY DRIVE
BEVERLY HILLS, CA 90210

ENTRY ALCOVE
FLOOR TILE

PROJECT NUMBER: 1004
SCALE: 1" = 1'-0"
ISSUED: 07/29/11
DRAWN BY: CM

SK-07



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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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 420 NORTH BEVERLY DRIVE (PL1306573 – LUCKY BRAND JEANS).

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

Section 1. David Magid, on behalf of the property owner, Beverly Drive Enterprises LLC, and the tenant, Lucky Brand Jeans (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple business identification signs for the property located at 420 North Beverly Drive.

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

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

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

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

Section 5. The Architectural Commission conducted a duly noticed public hearing on October 16, 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

No project-specific 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: October 16, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission