



Architectural Commission Report

Meeting Date: Wednesday, October 16, 2013

Subject: **K-BIZ (aka K. SOHO)**
425 North Beverly Drive
Request for approval of a façade modification and construction barricade graphic.
(PL1313055)

Project agent: Sungjun Yoo

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

REPORT SUMMARY

The applicant is requesting review and approval of a minor façade remodel and construction barricade graphic for the new K Biz retail store at an existing building located at 425 North Beverly Drive.

At the August 21, 2013 meeting, the Architectural Commission considered a project for the new K-Biz (aka K-Soho) which included a request to remove the existing awning at the tenant space, and for a construction barricade graphic. The Commission approved the construction barricade graphic at that meeting, but conditioned that “awnings at the subject tenant space shall not be removed prior to review and approval of a comprehensive facade remodel by the Architectural Commission.” The subject project has been submitted by the property owner in response to this Condition of Approval.

The applicant is proposing the following façade modifications and signage:

- Remove two existing awnings and frames and restore the storefront to original condition.
- Install a new 6 inch high black raceway to serve as an architectural element to support the business identification sign (bottom aligned with adjacent tenant’s raceway)
- 1 business ID sign located above the storefront
 - 18 inch high max. individual channel letters
 - Mirror polish stainless steel finish
 - Copy: K. Soho BEVERLY HILLS
- 1 supplementary business ID sign adjacent to the entry door
 - 4 SF square panel
 - Brushed stainless steel panel with polished stainless steel letters
 - Non-illuminated
 - Copy: K. Soho BEVERLY HILLS

URBAN DESIGN ANALYSIS

Based on the Urban Designer’s review of the proposed project, it appears that the view of the main business ID sign will be obscured if it rests on the raceway as proposed. Therefore the Urban Designer

Attachment(s):

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

Report Author and Contact Information:

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rkapadia@beverlyhills.org



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suggests that the bottom of the sign letters be raised to $\frac{3}{4}$ " above the top of the raceway. Additionally, the Urban Designer recommends that the maximum height of the sign letters be reduced from 18" to 14", and the remaining letters be reduced proportionally, and that the spacing between the letter "o" of Soho and "B" of Beverly Hills be increased for greater legibility.

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

No public notification was required for this project.



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Attachment A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (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: AWNING REMOVAL
- 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:

* REMOVING (E) AWNINGS @FACADE TO HAVE NEW FACADE DESIGN
- replace damaged limestone w/ new to match existing
- patching & repainting damaged portions of stucco finish
* NEW BUSINESS IDENTIFICATION SIGNS (1EA) PER DRAWING - MOUNTED ON NEW RACEWAY

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

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: _____

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

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

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	1.5'X13'-2" 2'X2'	19.75SF. 4SF.	65SF. 5SF
2					
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: 1/8" THK. ALUMINUM RACEWAY
 Texture /Finish: POWDER COATING
 Color / Transparency: BLACK

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

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

ROOF

Material: N/A
 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: (E) BLUE CANVAS AWING WILL BE DEMO
Texture /Finish:
Color / Transparency:

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: MIRROR POLISHED & HAIRLINE STAINLESS ST'L
Texture /Finish: MIRROR POLISHED/ HAIRLINE
Color / Transparency:

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: 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 MODERN DESIGN BUILDING HAS FINISHED WITH IVORY LIME STONE AND IVORY STUCCO FINISH, AND ALSO THE NEXT TENANT, NORTHFACE HAS RED & WHITE BUSINESS SIGN. TO ACCOMODATE EXISTING DESIGN FACTOR, I LIKE TO USE THE COLOR OF DARK GRAY AND WHITE; DARK GRAY FOR CONTRAST WITH RED AND WHITE FOR HARMONY WITH IVORY. TO FINALIZE THE DESIGN, I NEED TO REMOVE EXISTING BLUE CANVAS AWNING. ALSO, BUSINESS SIGN WILL BE WHITE OVER BLACK DECORATIVE FACADE.

- 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.**

THIS BUILDING IS EXISTING & THE NEW TENANT WILL HAVE ONLY BUSINESS SIGN. THERE WILL NOT BE ANY NOISE, VIBRATIONS 7 OTHER FACTORS MAY TEND TO MAKE THE ENVIRONMENT DESIRABLE.

- 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.**

WE ARE TRYING TO HAVE LUXURIOUS DESIGN TO MATCH CITY OF BEVERLY HILLS BY USING LESS COLORS, BUT DIFFERENT TONES TO HAVE VARIETIES IN COLOR TONES.

- 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 BUILDING HAS DESIGNED FOR RETAIL SHOPS AND OFFICES. THE TENANT WILL USE THE SPACE FOR RETAIL STORE. THE PROPOSED PROJECT WILL FIT THE GENERAL PLAN FOR CITY OF BEVERLY HILLS.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

THE PROPOSED PROJECT WILL BE COMPLYING TO THE LATEST LOCAL, STATE, AND FEDERAL STANDARD AND APPLICABLE LAWS BEFORE CONSTRUCTION. WE WILL OBTAIN PROPER PERMITS PRIOR CONSTRUCTION.



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Attachment B:
Project Design Plans



○ (N) FACADE W/ SIGN 3D ELEVATION



○ (N) FACADE W/ SIGN ELEVATION

PROPOSED SIGN & FACADE
- SEE A.5.1 FOR DETAIL

PROPOSED SIGN & FACADE -
SEE A.5.1 FOR DETAIL



EXAMPLE PHOTOS

INTERIOR CONCEPT GRAPHICS

○ CONCEPT DESIGN

- * MEETING A NEW STREET WHILE WALKING ON BEVERLY DRIVE - SOHO
- * EXTEND INTERIOR FRAME DESIGN TO EXTERIOR FOR SIGN & FACADE DESIGN
- * TO GIVE RICH FEELING BY USING STAINLESS ST'L & BACK LIGHTING

PROPOSED FRONT FACADE-GRAPHIC ELEVATION

SCALE : N.T.S.

1

Archi - Crea, Inc.
ARCHITECTURE ■ INTERIOR ■ ENGINEERING ■
1821 W. 27th ST. UNIT 1 LOS ANGELES, CA 90010
TEL: (213) 675-6958 FAX: (213) 382-7145

K-BIZ
TEL: (323) 834-0455
4801 WILSHIRE BLVD SUITE 312
LOS ANGELES, CA 90010

FACADE REMODEL FOR K-BIZ
PROJECT NAME: 421 N. BEVERLY DR. SUITE B
ADDRESS: BEVERLY HILLS, CA 90210

REVISIONS

NO.	DATE	BY

DRAWN: _____
CHECKED: _____
DATE: _____
PROJECT NO: _____

A.4
OF



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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 AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 425 NORTH BEVERLY DRIVE (PL1326457 – K. SOHO).

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

Section 1. K-Biz, applicant, and Jun Yoo, designer and agent, on behalf of the property owner, 421 NBD, LLC, and the tenant, K. Soho (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification signage for the property located at 425 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 **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 environmental 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 main business identification sign shall be redesigned to include the following: the bottom of the sign letters shall be raised to $\frac{3}{4}$ " above the top of the raceway; the maximum height of the sign letters be reduced from 18" to 14", and the remaining letters be reduced proportionally; and the spacing between the letter “o” of Soho and “B” of Beverly Hills shall be increased for greater legibility, for final review and approval by 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: October 16, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakely III, Chair
Architectural Commission