



Architectural Commission Report

Meeting Date: Wednesday, November 20, 2013

Subject: IRO

325 North Beverly Drive

Request for approval of a façade remodel, business identification signage, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1330168)

Project agent: Enrico Como & Roi Lapeyre

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, business identification signage, and a construction barricade graphic for the new Iro retail store. The façade remodel includes the following components:

- Class ivory extreme ceramic tile (off-white) façade surround;
- Clear glass storefront windows with metal powder-coated (matte black) storefront system;
- Custom metal powder-coated (matte black) door pull, and;
- Patch upper façade to match the existing.

The applicant is proposing one (1) business identification sign to be placed on the storefront window directly adjacent to the entry door. It is proposed at 0.8 SF and consists of black cut vinyl letters.

Pursuant to Beverly Hills Municipal Code §10-4-604, the maximum sign area for ground floor tenants is two (2) square feet in area for each one foot (1') of ground floor street frontage that such business occupies within the building. Based on a linear storefront of 19'-2", the maximum sign area for this tenant is approximately 38 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

The applicant is also requesting a construction barricade graphic with signage. The proposed graphic is artful in nature and the signage, which includes the business name and a store opening indication, is proposed at approximately 8 SF. Each barricade return includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

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

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URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the design of the proposed storefront and business identification sign is simple and refined and is appropriate for the building and the streetscape.

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 while it is not listed as a potential historic resource on any of the City's historic surveys, an individual listed on the City's List of Master Architects (Samuel Reisbord) is identified as the architect for a storefront permitted in 1947. However, subsequent permits show a substantial remodel of the storefront that was permitted in 1999 and, based on the Urban Designer's review, the existing storefront has lost historic integrity and is not subject to the City's 30-day demolition hold period nor is it eligible to be nominated as a local landmark.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not 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 (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:

Redesign of existing facade at 325 N. Beverly Dr. The storefront opening proposed seeks to allow more natural light into the space with a new minimal storefront system metal frame with clear glass with a single entry door positioned slightly off-centered to the right. The metal frame will be matte black powder coated and the single sign is to be minimalist black vinyl letters adhered to the glass panel closest to the right. Class Ivory extreme ceramic tile will be around the the storefront system

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 |
- Other: _____

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

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

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

Yes No If yes, please list Architect’s name: _____

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID sign	1	2'-0" x 4.75"	0.8 s.f.	21 s.f.
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: Ceramic tile
Texture /Finish: marble
Color / Transparency: Class Ivory Extreme (off white)

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

Material: Glass - Starfire, Metal frame
Texture /Finish:
Color / Transparency: Matte black powder coated

ROOF

Material: NA
Texture /Finish:
Color / Transparency:

COLUMNS

Material: NA
Texture /Finish:
Color / Transparency:

BALCONIES & RAILINGS

Material: NA
Texture /Finish:
Color / Transparency:

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

Material: NA
Texture /Finish:
Color / Transparency:

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

AWNINGS, CANOPIES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: VINYL
Texture /Finish: SMOOTH
Color / Transparency: BLACK

BUILDING ID SIGN(S)

Material: NA
Texture /Finish: _____
Color / Transparency: _____

EXTERIOR LIGHTING

Material: NA
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

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.**

This high-end retail space seeks to be both elegant and minimalist with the materials and finishes chosen. The class ivory extreme ceramic tile is similar to marble and the storefront system is a minimalist and contemporary window frame system.

- 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 storefront system proposed is a high end custom-made system with the highest of materials and finishes that is regularly used in similar environments with high performance results.

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The proposed materials are proven elegant materials that will last with minimal maintenance in the proposed environment. The elegant ceramic tile and custom made storefront system are of high quality that can be seen in a similar high end location.

- 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.**

As stated before, the facade at 325 N. Beverly Dr. is small but elegant and contemporary in appearance that will easily integrate within the adjacent design language.

- 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 height, opening and sign sizes are all within the limits and confines of the local code.

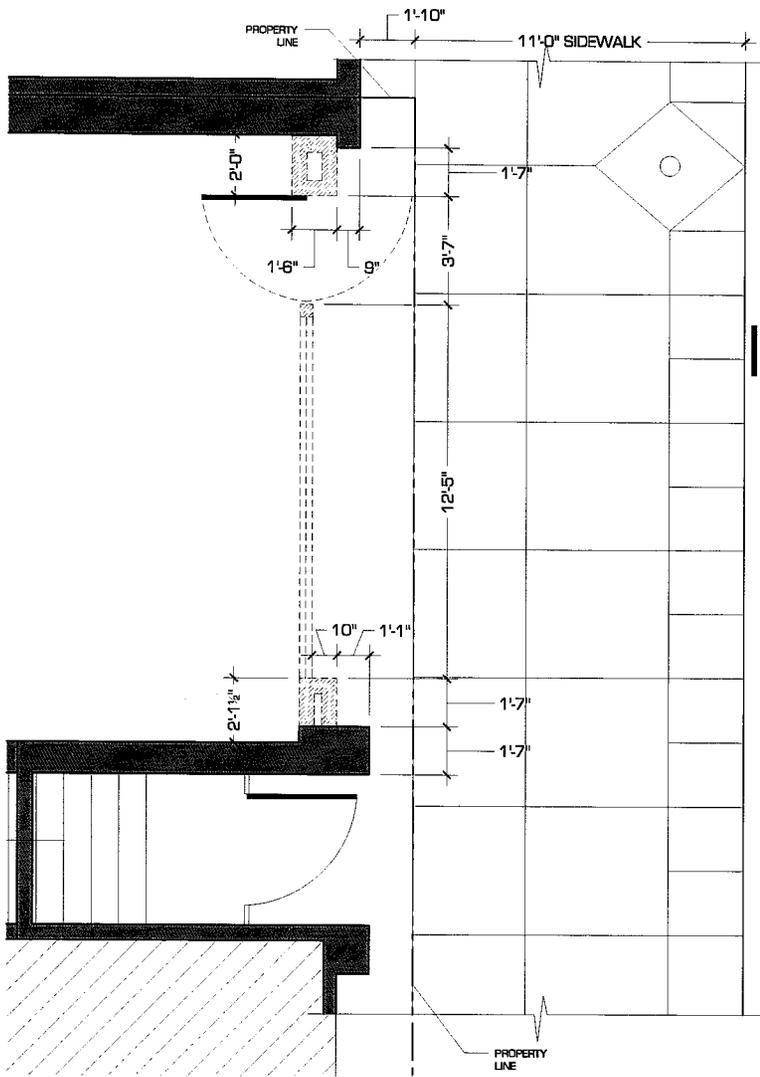


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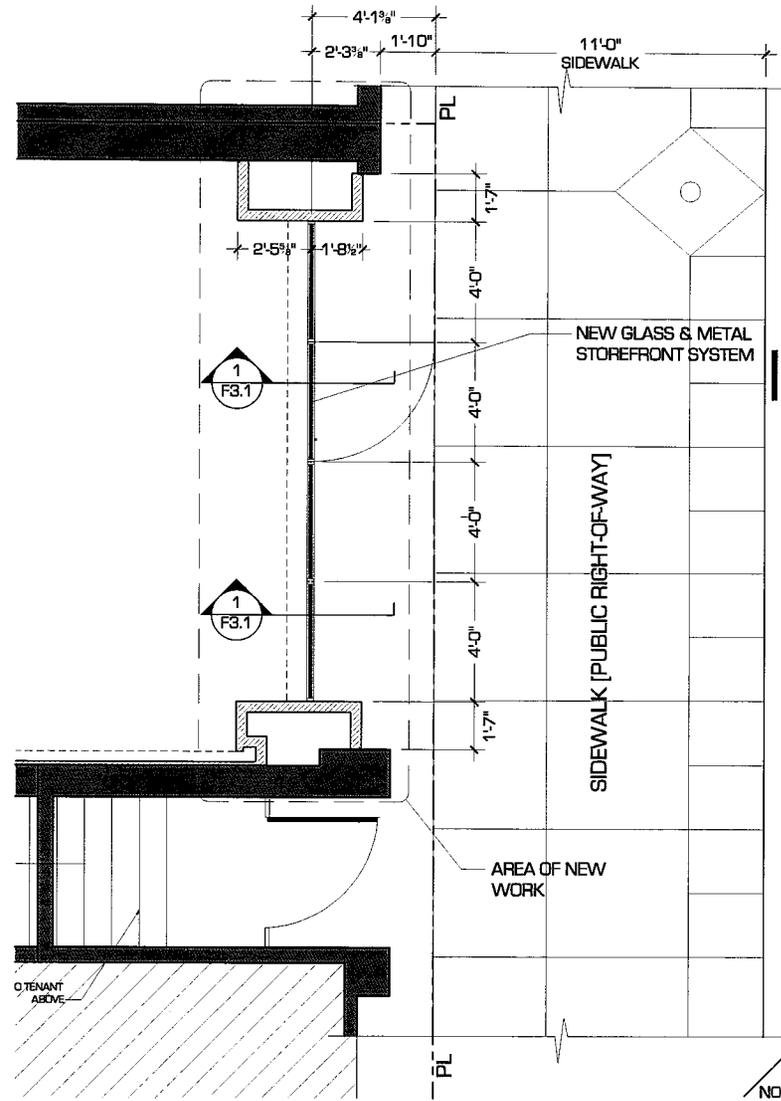
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Attachment B:
Project Design Plans



1 FLOOR PLAN - STOREFRONT [EXISTING]
SCALE: 1/4" = 1'-0"



2 FLOOR PLAN - STOREFRONT [PROPOSED]
SCALE: 1/4" = 1'-0"

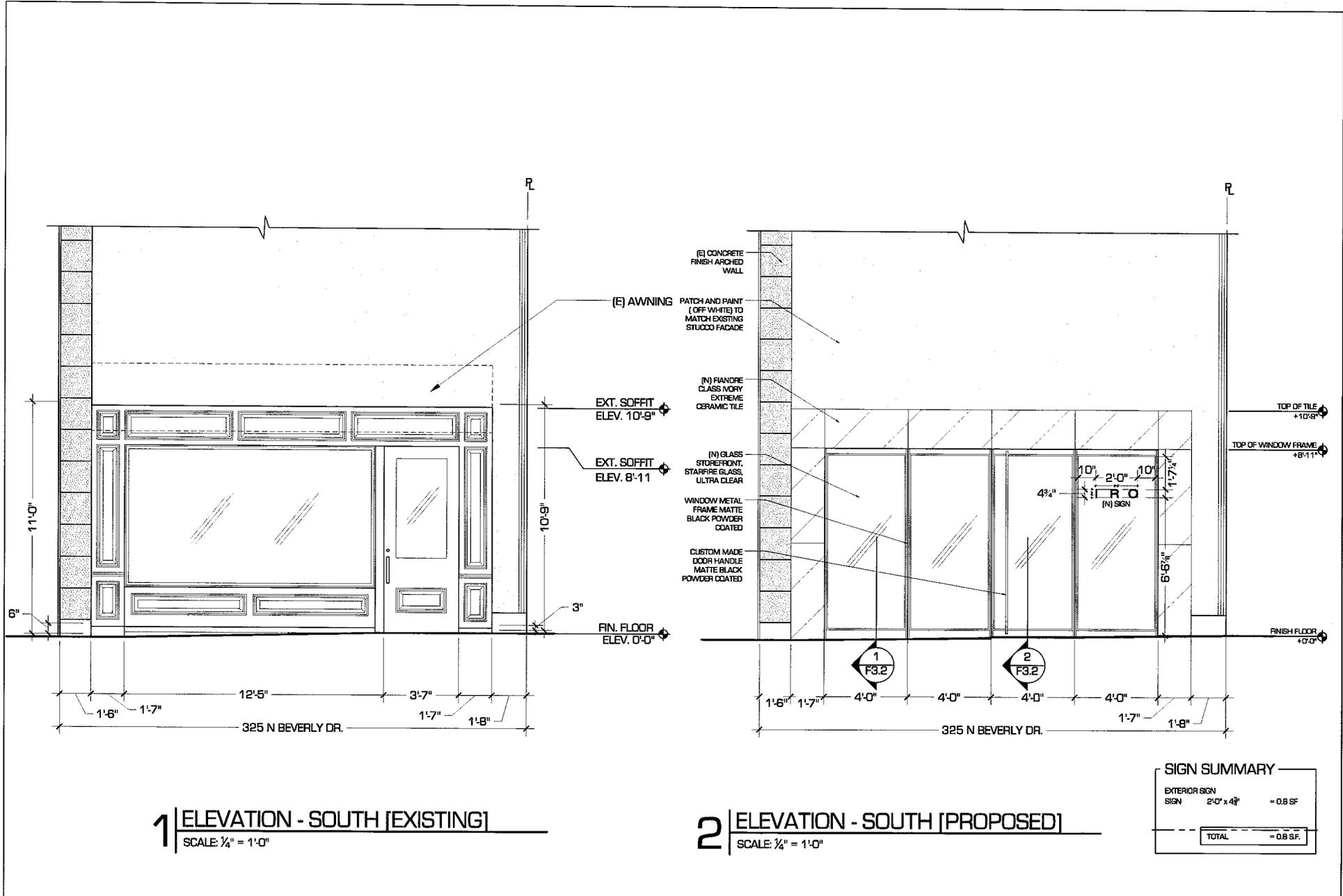


F2.1
DATE: 11/04/2013
NOT TO SCALE IF SHEET SIZE IS NOT 11x17"

I R O
325 NORTH BEVERLY DRIVE, BEVERLY HILLS, CA 90210

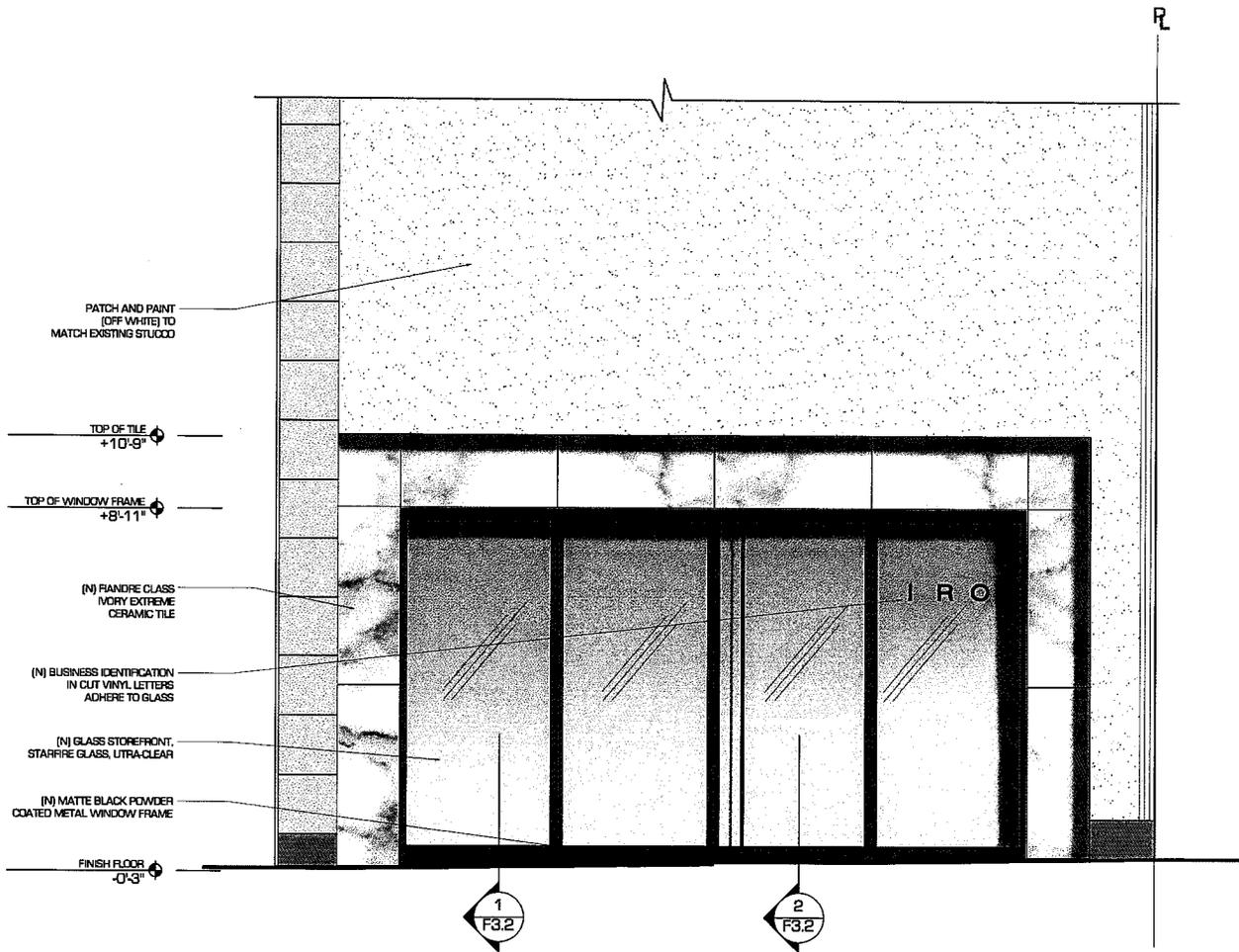
807 North Boulevard
Los Angeles, CA 90004
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Space
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43 1/2" | 2'-0" | I R O

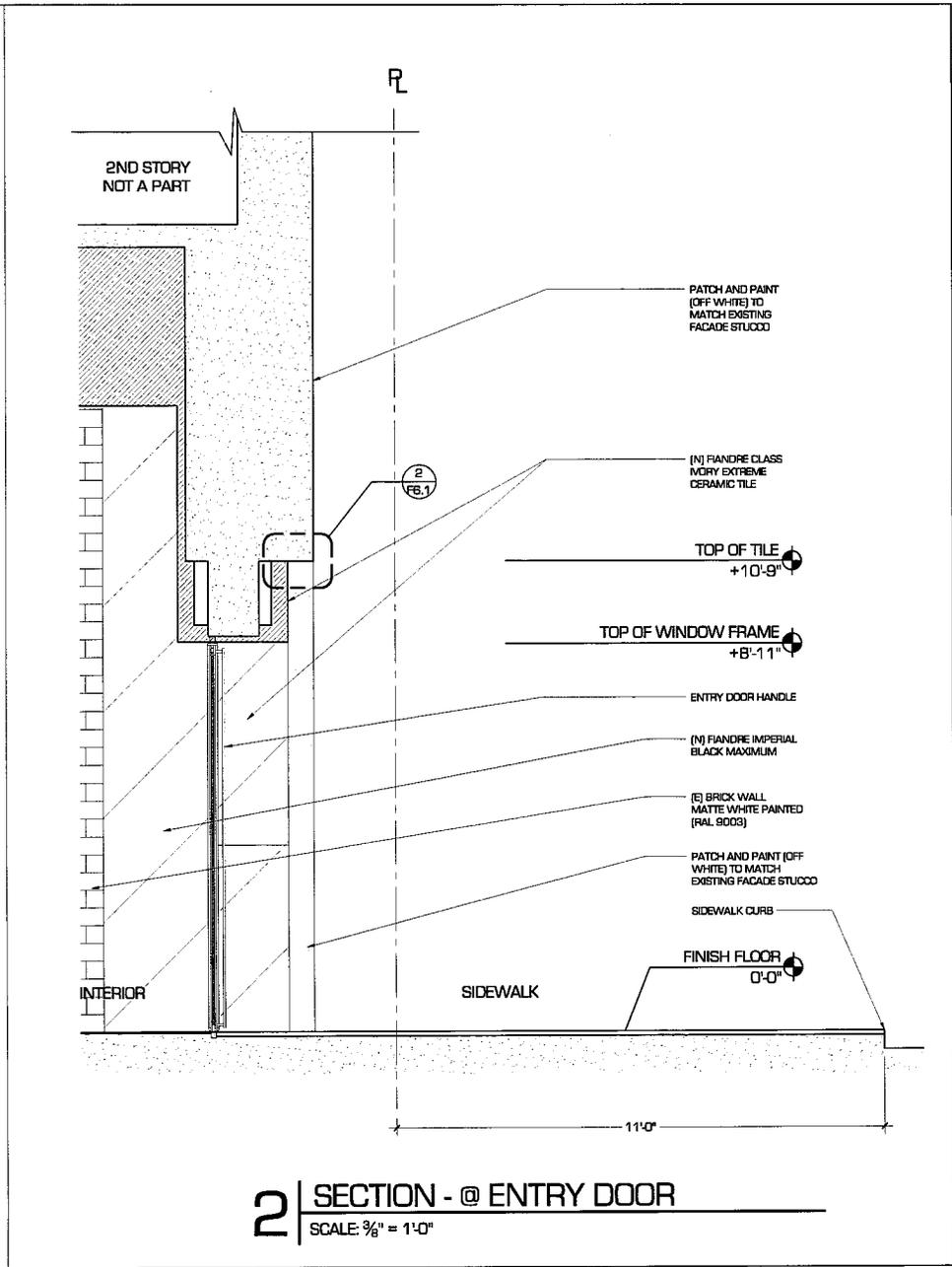
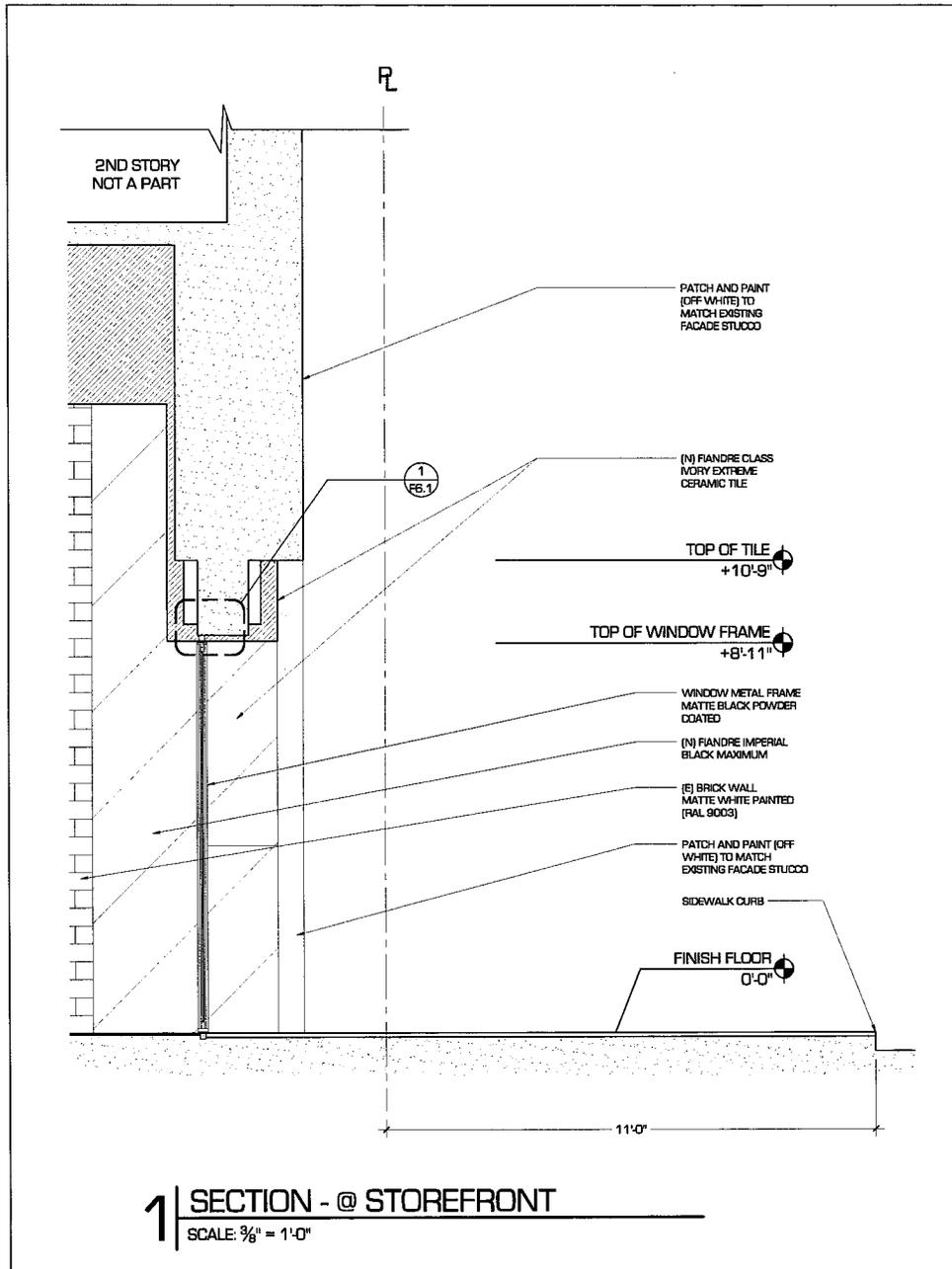
2 | SIGN
1" = 1'-0"



SIGN SUMMARY	
EXTERIOR SIGN	
SIGN 2'-0" x 4 3/4"	= 0.8 SF

TOTAL	= 0.8 SF.

1 | ELEVATION COLORED (PROPOSED)
N.T.S.





1 | PERSPECTIVE VIEW [EXISTING]
NTS



2 | PERSPECTIVE VIEW [PROPOSED]
NTS



1 | SOUTH BEVERLY DRIVE ELEVATION [EXISTING]
NTS



2 | SOUTH BEVERLY DRIVE ELEVATION [PROPOSED]
NTS



F5.0
DATE: 11/04/2013
NOT TO SCALE & SHEET SIZE IS NOT 11x17"

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TEMPORARY BARRICADE

- WOODEN BOX
- BACKGROUND (FRONT AND SIDES) WHITE PAINTED SURFACES
- IDENTIFICATION AND INFORMATION: BLACK VINYL LETTERS
- IMAGE: BLACK INK ON TRANSPARENT VINYL



1 PROPOSED CONSTRUCTION BARRICADE
 $\frac{1}{4}" = 1'-0"$

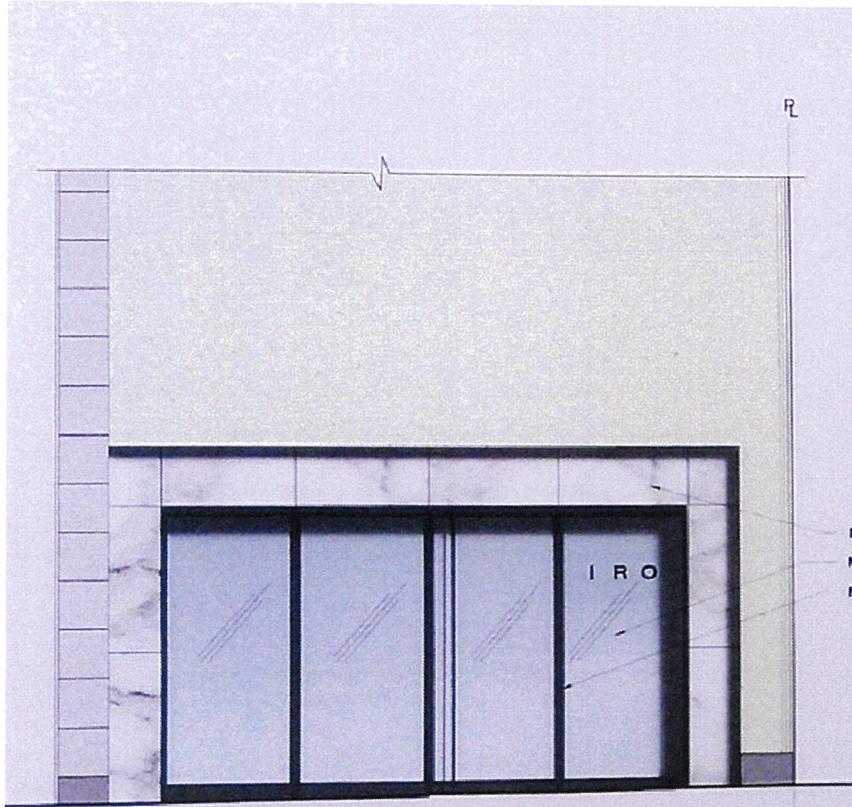


F7.0
 DATE: 11/04/2013
 NOT TO SCALE & SHEET SIZE IS NOT 11x17

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M2

M1
M2
M3

M1

MATERIAL BOARD

325 N BEVERLY DR., BEVERLY HILLS, CA 90210

MATERIALS

- M1 - FIANDRE CLASS IVORY EXTREME CERAMIC TILE
- M2 - GALSS, STAR FIRE, ULTRA-CLEAR
- M3 - MATTIE BLACK PAINTED METAL WINDOW FRAME



FIANDRE
CLASS IVORY
EXTREME



F8
DATE: 11/04/2013
NOT TO SCALE & SHEET SIZE IS NOT 11 x 17

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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 FAÇADE REMODEL, BUSINESS IDENTIFICATION SIGNAGE, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 325 NORTH BEVERLY DRIVE (PL1330168 – IRO).

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

Section 1. Enrico Como & Roi Lapeyre, agents, on behalf of the property owner, Meyer Pacific, and the tenant, Iro (Collectively the “Applicant”), has applied for architectural approval of façade remodel, business identification signage, and a construction barricade graphic for the property located at 325 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 while it is not listed as a potential historic resource on any of the City's historic surveys, an individual listed on the City's List of Master Architects (Samuel Reisbord) is identified as the architect for a storefront permitted in 1947. However, subsequent permits show a substantial remodel of the storefront that was permitted in 1999 and, based on the Urban Designer's review, the existing storefront has lost historic integrity and is not subject to the City's 30-day demolition hold period nor is it eligible to be nominated as a local landmark.

Section 5. The Architectural Commission conducted a duly noticed public hearing on November 20, 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, 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.

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: November 20, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission