



Architectural Commission Report

Meeting Date: Wednesday, November 20, 2013

Subject: **OCEAN PRIME**
9595 Wilshire Boulevard

Request for approval of a façade remodel, landscaping, outdoor dining elements, business identification signage, and a sign accommodation to allow business identification signage to project above the top surface of an architectural element. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1330366)

Project agent: George Kelly – Kelly Architects

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, landscaping, outdoor dining elements, business identification signage, and a sign accommodation to allow business identification signage to project above the top surface of an architectural element for a new Ocean Prime restaurant located at 9595 Wilshire Boulevard.

This project was previously reviewed by the Architectural Commission as a project preview at their meeting on Wednesday, October 16, 2013. At that meeting, the project was well-received by the Commission with the comments relating primarily to further clarifying façade details.

As part of the project's formal submittal, the Architectural Commission's Restaurant Subcommittee (Chair Blakeley and Vice Chair Bernstein) also reviewed the project at their meeting on Wednesday, November 6, 2013. The design again received positive remarks with a majority of the discussion directed at zoning concerns that would affect the façade aesthetic; these topics related primarily to business identification signage and the "openness" of the louvre system to meet floor area requirements. (Note: A majority of the louvre system has been subsequently removed to meet development standards pursuant to the Beverly Hills Municipal Code).

As a result of the prior reviews, the overall concept of the project has not changed substantially and includes the following components:

- Teak wood trellis and exterior wood/green wall;
- Brushed metal window frames;
- Storefront louvre system located only at wine room/host area exterior;
- Limestone and clear glass perimeter wall with landscaping;

Attachment(s):

- A. Project Preview Staff Report and Plans
- B. Restaurant Subcommittee Plans
- C. Detailed Design Description and Materials (Applicant Prepared)
- D. Project Design Plans
- E. DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org



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- Dark and light gray floor tile at the outdoor dining area
- Fabric covered outdoor dining seating, and;
- White marble outdoor dining tables.

The applicant is proposing one (1) business identification sign, fourteen inches (14") in height, to project above the proposed trellis. The signage consists of white acrylic illuminated face channel letters with aluminum returns.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-306, the Architectural Commission may approve a sign accommodation to permit a business identification sign that does not exceed fourteen inches (14") on a marquee, awning, canopy or similar architectural element which projects more than 12" from the face of the building. Awning signage is not included in the total sign area calculations for business identification signs.

The applicant is also proposing one (1) business identification sign located on the North Camden Drive elevation. The size is proposed at 11.95 SF in area and consists of white acrylic illuminated face channel letters with aluminum returns.

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, with a maximum sign area of 100 SF. Based on a linear storefront of 118'-0", the maximum sign area for this tenant is 100 SF.

As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the design of the proposed façade remodel is consistent with the Secretary of the Interior's Standards and the comments from the Commission and Restaurant Subcommittee have been thoughtfully incorporated. The project is appropriate in design and scale to the existing building and positively enhances 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



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certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

PUBLIC OUTREACH AND NOTIFICATION

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



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Attachment A:

Project Preview Staff Report
and Plans



Architectural Commission Report

Meeting Date: Wednesday, October 16, 2013

Subject: **OCEAN PRIME**
9595 Wilshire Boulevard
Request for preliminary review of a façade remodel, business identification signage, landscaping, and open air dining elements.
(PL1326272)

Project agent: George Kelly – Kelly Architects

Recommendation: Review the proposed project and provide the applicant with design feedback.

REPORT SUMMARY

The applicant is requesting a preliminary review of a façade remodel, business identification signage, landscaping, and open air dining elements for the new Ocean Prime restaurant to be located at 9595 Wilshire Boulevard. The project is currently undergoing historic and zoning review and may be revised as a result of such reviews. As such, the applicant has requested to come before the Architectural Commission as a preview item.

Project design plans are included in Attachment A and it is recommended that the Commission review the design plans and provide applicant team with general design feedback.

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the design intent of the remodel is well articulated; however, various elements of the aesthetic have been identified as needing further refinement, such as:

- The new solid wall located directly adjacent to the sidewalk should be reduced in height to minimize the blank street wall effect.
- The height of the proposed landscape lighting on the new wall should be reduced so as to be level with the height of the wall capping.
- The new soffit should be further refined so that it does not read as a single projecting plane.
- Lighting within the beams of the projecting soffit should be further studied to identify ways the soffit can play with light and shadow. Such features should utilize concealed and indirect lighting sources.

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.

Attachment(s):

A. Project Design Plans

Report Author and Contact Information:

Cindy Gordon, Associate Planner

(310) 285-1191

cgordon@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
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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.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.

BRUSHED BLACK METAL - MT-01 - GREEN WALL PLANTERS, TRELLIS BORDER, WINDOW FRAMES/LOUVERS

TEAK WOOD - WD-01/WD-04 - TRELLIS, EXTERIOR WOOD/GREEN WALL, WINE ROOM EXTERIOR

ANAMOSA LIMESTONE - ST-03 - PERIMETER WALL



UMBRELLA UNDERSIDE VIEW



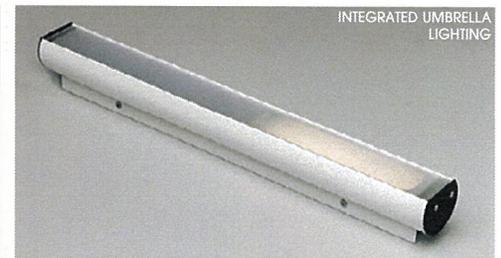
HEAT RAY HEATED OUTDOOR UMBRELLA



INTEGRATED UMBRELLA HEATING ELEMENT



OCEAN PRIME



INTEGRATED UMBRELLA LIGHTING

STEP 6.1 STEP LIGHTING

Application
Indoor or outdoor recessed applications. Discussed with architect, specify 1/2" x 1/2" overall width of 2" x 1" x 1/2".
Color coding for each model WC 1000
Rocks in each meter aluminum extrusion at 1/8" intervals
6000k, 5000k, 4000k, 3000k

Material
Finish available
N and type of LED
1 power_LED

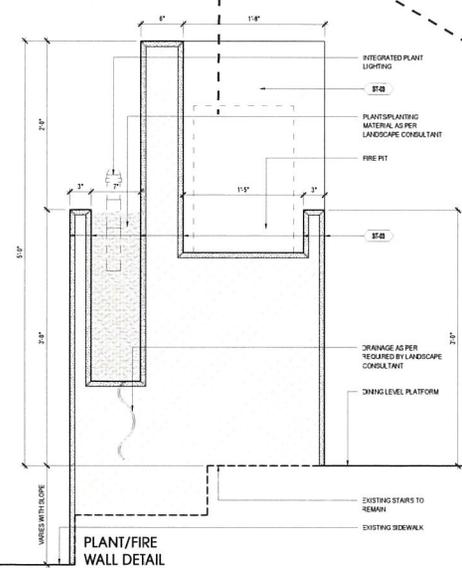
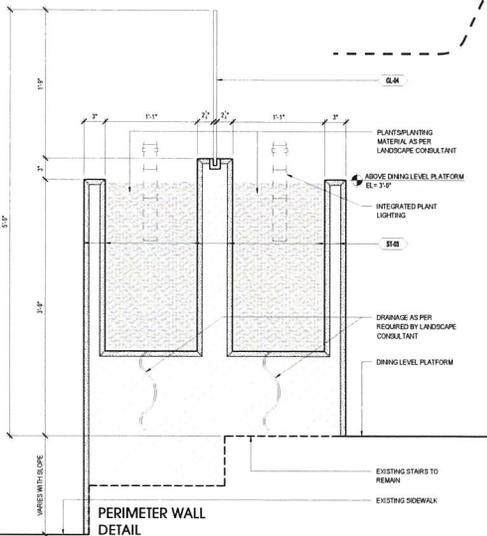
Power supply
10W, 20W
60mA, 100mA

Power supply unit
Fan included

Connection
40mm (1.57")
40mm (1.57")

Total Delivered Lumens
Optics
Optics: Warm White (2700K), Warm White (3000K), Natural White (4000K), Cool White (5000K), Blue

LED colour
IP



PLANT LIGHTING

GLOW STAR™

CATALOG NUMBER LOGIC

Example: 66 LED 403 80 80W 1 12 P113 1 100

DRIVER DATA

Model	LED Type	Power	Temp	Beam Angle	Beam Diameter	Beam Spread	Beam Length	Beam Width	Beam Height	Beam Depth	Beam Area	Beam Volume
66	LED	403	80	80W	1	12	P113	1	100			

L679 DATA

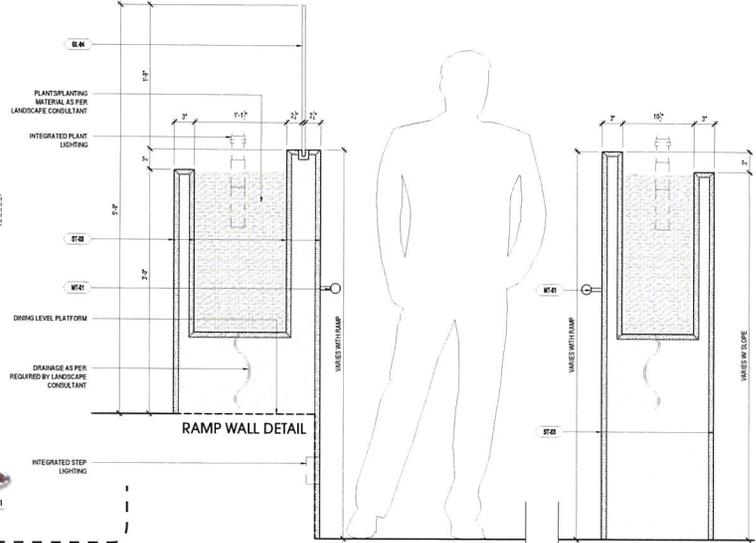
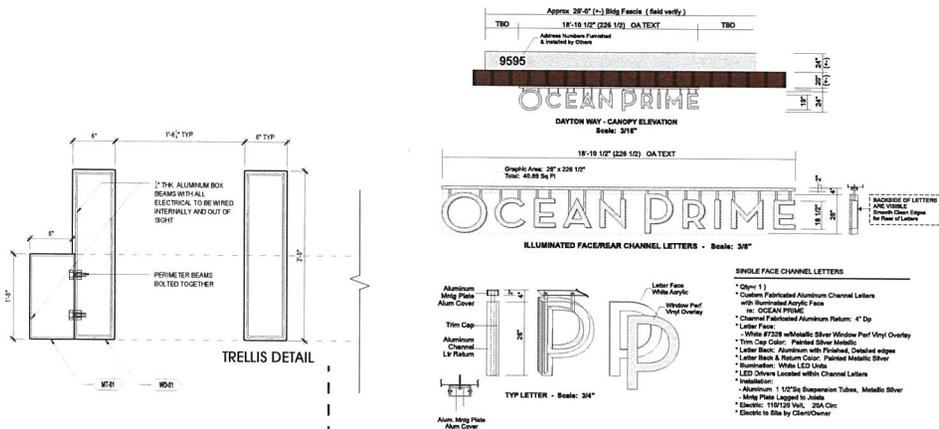
Model	LED Type	Power	Temp	Beam Angle	Beam Diameter	Beam Spread	Beam Length	Beam Width	Beam Height	Beam Depth	Beam Area	Beam Volume
L679	LED	403	80	80W	1	12	P113	1	100			

L70 DATA

Model	LED Type	Power	Temp	Beam Angle	Beam Diameter	Beam Spread	Beam Length	Beam Width	Beam Height	Beam Depth	Beam Area	Beam Volume
L70	LED	403	80	80W	1	12	P113	1	100			

B-K LIGHTING

OCEAN PRIME BEVERLY HILLS : RENDERING REMODEL PROJECT



1515 E. 7TH Ave. Columbus, OH 43219 P: (614) 252-3153 F: (614) 252-3494

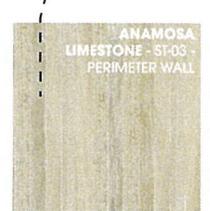
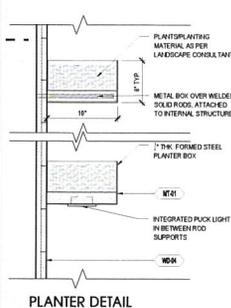
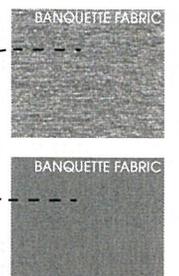
9595 Wilshire Blvd Beverly Hills, CA

Client: Ocean Prime Beverly Hills CA Date: 08/25/13 Dwg: 213-0544 pg1

Reviewed: 08/28/13 10:30 Scale: 1/4" = 1'-0"

Revised: 08/28/13 9:50 Supersedes: 1/4" = 1'-0"

UT Required: YES NO Drawn By: IK



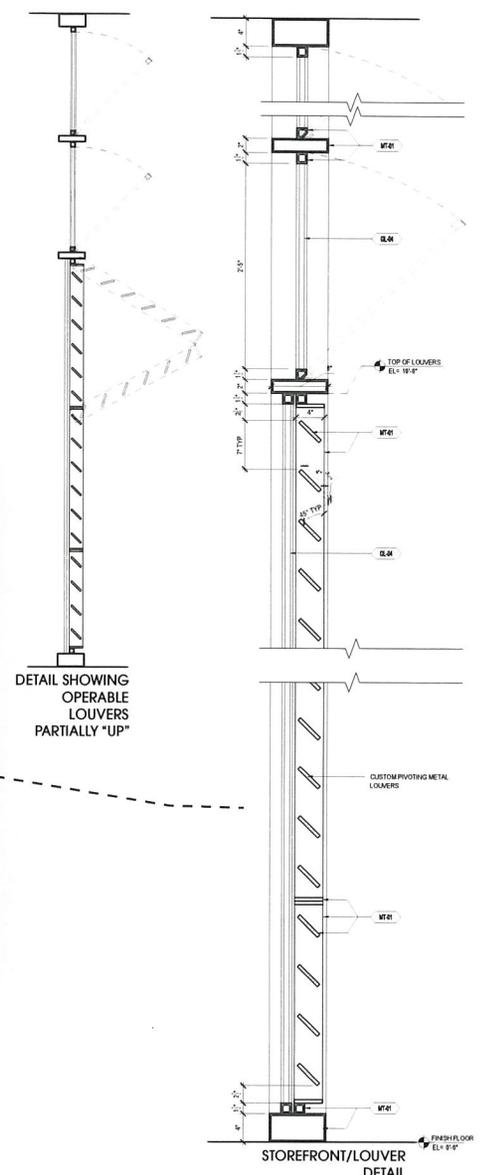
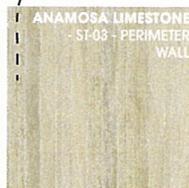
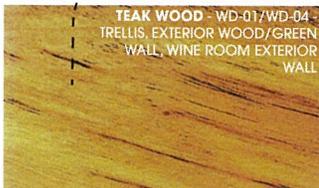
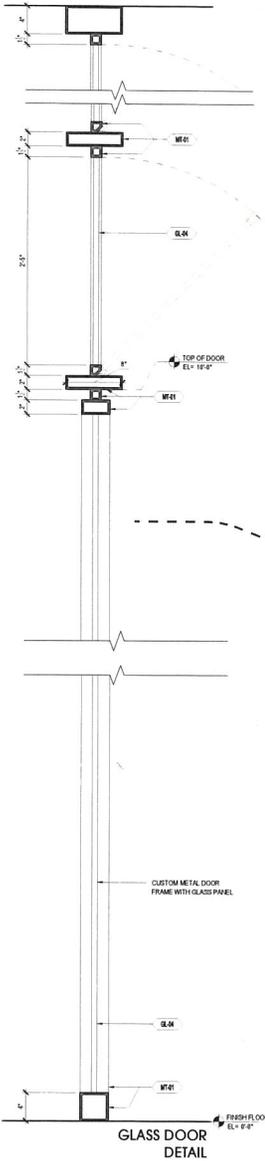
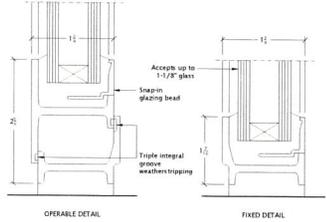
OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT

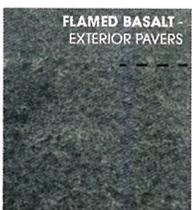
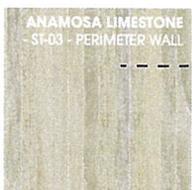
HOPE'S® JAMESTOWN 175™ SERIES
Fixed, Projected and Casement Steel Windows

Hope's Jamestown 175 Series steel windows are manufactured from heavy custom hotrolled steel sections. All frames, ventilators and mullin bars are 1-3/4" in depth.

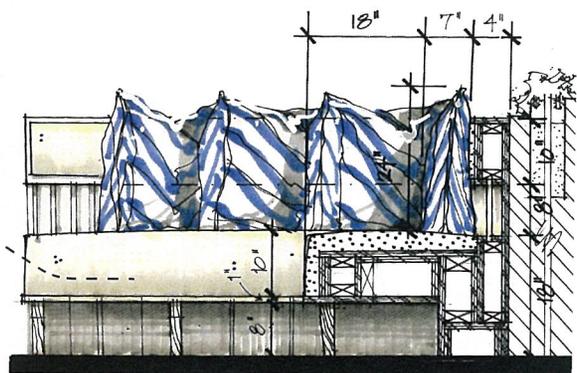
PRODUCT FEATURES

- A 20 percent increase in window section depth, when compared to Hope's Landmark 175™ Series, doubles the moment of inertia (I value). Improved structural integrity results in larger window sizes without extra reinforcing or mullions.
- Accepts up to 1-1/8" thick glass with flush snap-in glazing beads.
- Triple integral groove weatherstripping.
- Solid brass or bronze hardware.
- Hope's advanced finishing process, including PPG Powercoat® 8000 electrocoat pretreatment and polyurethane finish paint.





1515 E. Fifth Ave. Columbus, OH 43219 P: (614) 252-3123 F: (614) 252-2484
 Revised: 08/28/13 10:30 Scale: Ocean Prime
 Reviewed: 08/28/13 9:00 Submitter: LH Client: Beverly Hills, CA Date: 08/25/13
 US Requirement: _REV_ _NO_ Drawn By: _JK_ 313-0544 pg2





CURRENT BUILDING ENTRY PROPOSAL



ALTERNATE BUILDING ENTRY PROPOSAL



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Attachment B:

Restaurant Subcommittee Plans



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT





CAMDEN ELEVATION



DAYTON ELEVATION



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Attachment C:

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: _____
- 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:

The scope of work involves renovating what was El Torito mexican restaurant into a new Ocean Prime restaurant. The restaurant renovation entails constructing a series of what appears to be 3 boxes. The first on the left (furthest up Camden) is a lpe wood clad box that anchors the restaurant on this side. From this box, a wood and steel canopy extends out over our space and creates a lid that caps the other two boxes, which are glass and/or open with dark metal louvers, and extends out over the outdoor patio dining creating an area of partial shelter. An area of the existing hard-scaped building plaza is being proposed to become this outdoor dining garden space by enclosing it with a low natural stone planting wall.

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: _____ | | | | |

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: Langdon & Wilson Architects

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)	2	14" x 123"	11.95 SF	246.70 SF
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: Metal Frame (MT-01), Wood Paneling (WD-04), Trellis (WD-01), Glazing (GL-04)
Texture /Finish: Brushed texture, Sealed wood paneling, Clear Glass with UV Film
Color / Transparency: Black frame, Medium wood stain (Iroko), Transparent glass

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

Material: Metal frame (MT-01) with Glass inset (GL-04)
Texture /Finish: Brushed texture with clear glass with UV Film
Color / Transparency: Black metal with transparent glass

ROOF

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

COLUMNS

Material: Wood Paneling (WD-04)
Texture /Finish: As per material with urethane matte finish
Color / Transparency: As per material (medium wood stain)

BALCONIES & RAILINGS

Material: Exterior glass (glazing)
Texture /Finish: Clear
Color / Transparency: 100% transparency

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

Material: Table Tops (TB), Banquette (BQ), Chairs (CH), Fabric (BQF, CHF, SOF), Umbrellas (AC)
Texture /Finish: Varies (refer to specifications for related information)
Color / Transparency: White Marble with veining, Black Metal, White Powder Coating, Misc. Fabrics and Finishes

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

AWNINGS, CANOPIES

Material: Metal framing (MT-01) and Wood trellis slats (WD-01)
Texture /Finish: Brushed texture and natural wood texture with light urethane matte finish
Color / Transparency: Black metal and medium wood tone (as per wood material)

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Aluminum channel letters, illuminated acrylic face, perforated vinyl overlay
Texture /Finish: Metallic frame, matte letters, perforated metallic overlay
Color / Transparency: Metallic silver frame, White #7328 acrylic letters, Metallic silver perforated overlay

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Illuminated signs (2), fluorescent lighting integrated into umbrella canopies
Texture /Finish:
Color / Transparency: White LED units at signage, pearl carbonate diffuser at umbrella light fixtures

PAVED SURFACES

Material: Through body Porcelain tile (TL-01 and TL-02)
Texture /Finish: Light Texture for traction as per material
Color / Transparency: Dark grey (TL-01) and Light grey (TL-02)

FREESTANDING WALLS AND FENCES

Material: Stone (ST-03)
Texture /Finish: Amarosa Limestone
Color / Transparency: Off White

OTHER DESIGN ELEMENTS

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

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

The landscaping that is being added as part of our overall design is meant to add warmth and a general lush backdrop to the our dining areas, as well as becoming a feature and an amenity for the building and neighborhood. The plantings are meant to be low and human scaled and not detract from the existing or proposed surrounding architecture. The seasonal and flowery plants will be create a beautiful outdoor garden dining environment when viewed from within our space, and create a nice natural backdrop to the corner of Camden and Wilshire when viewed from beyond. The existing hard-scape of this corner will be transformed with the aid of the dining environment and specific plantings.

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 main goal for our design was to take the existing corner of 9595 Wilshire and make it a beautiful glowing beacon that would live up to its famous surroundings. This was done architecturally by designing a modern yet classic wood, steel, and glass box that looks like it is slid under the existing overhanging building. Instead of being an inward looking restaurant, we wanted to make the warm glowing heart of the space be visible to and entice passersby, while still giving a discreet level of privacy. The warm wood cap to our design connects the separate spaces of the restaurant, provides shade and shelter, and creates a backdrop that reflects the amber glow from within. The materials being used are of high quality and the design is classy, contemporary, and inviting.

- 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 interior dining spaces are all within enclosed and conditioned spaces and will be beautiful and private. The partially enclosed spaces have a combination of glass and a louver system that creates privacy, shade, and sound protection. In addition to the series of enclosed and partially enclosed spaces for the restaurant itself, we are also proposing on re-imagining the existing patio space into a beautiful outdoor garden dining area that will be an amenity to the building and the neighborhood beyond. This dining area will be enclosed with a low planted wall with a glass partition which provides another level of privacy as well as protecting from traffic noise from Wilshire.

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

The materials used in the design are of high quality and durability. Most are natural finishes such as stone and wood. All metal finishes will be a consistent finish. The space was designed to be a beautiful, warm but sophisticated, and inviting addition to the neighborhood.

- 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 space is a renovation of an existing restaurant location, so there would be no change to the overall general plan of Beverly Hills. The space is designed to complement with the surrounding area and be an amenity to the neighborhood. Care has been taken to match details and features as much as possible from the existing storefront, and the design is in-line with the other high end brands in nearby proximity.

- 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.**

All new structures meet local ADA requirements and code. A new partially hidden ramp will be provided for access to the second building entry point and other first floor tenants. In order to not be an eyesore, the ramp is integrated into the perimeter planting wall and will include integrated lighting and be code compliant



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Attachment D:
Project Design Plans



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



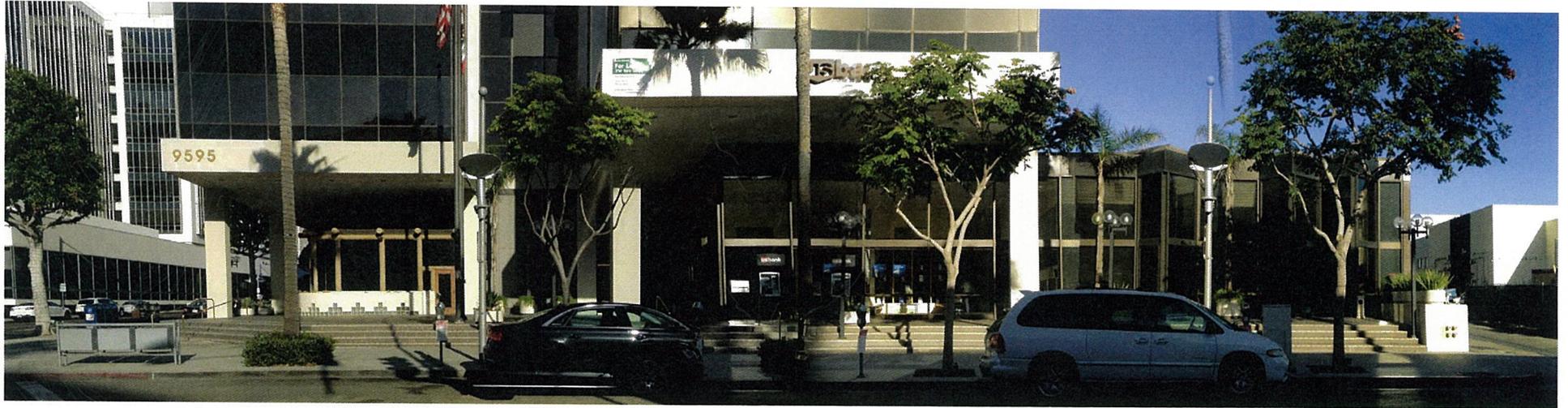
OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



OCEAN PRIME BEVERLY HILLS : RENDERING
REMODEL PROJECT



CAMDEN ELEVATION



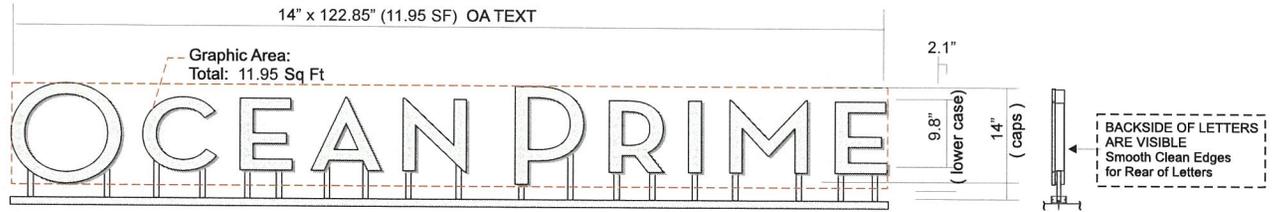
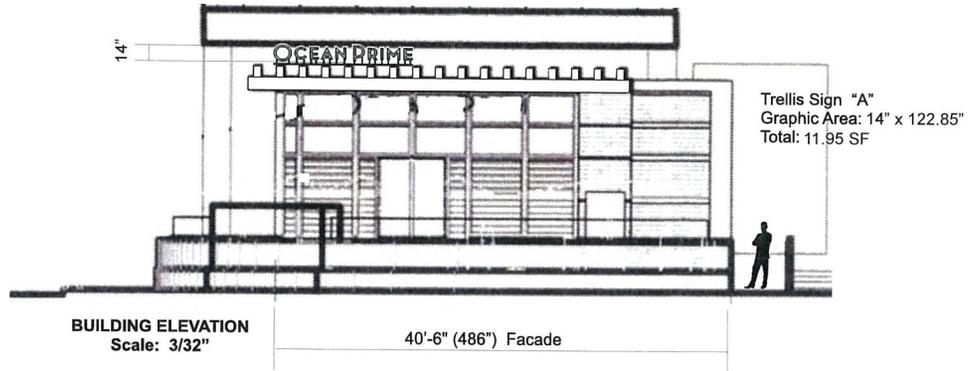
DAYTON ELEVATION



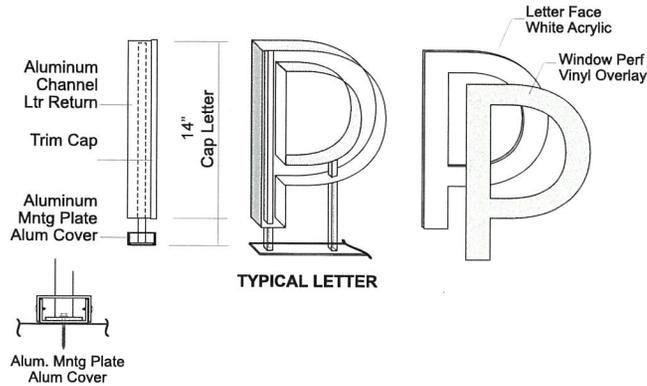
FRONT VIEW CHANNEL LETTERS - DAYTON WAY
Illuminated Face



REAR VIEW CHANNEL LETTERS
N. Camden Drive Elevation



ILLUMINATED FACE CHANNEL LETTERS - Scale: 1/4"



SINGLE FACE CHANNEL LETTERS

- * Qty= (1)
- * Custom Fabricated Aluminum Channel Letters with Illuminated Acrylic Face
re: OCEAN PRIME
- * Channel Fabricated Aluminum Return: 4" Dp
- * Letter Face:
- White #7328 w/Metallic Silver Window Perf Vinyl Overlay
- * Trim Cap Color: Painted Silver Metallic
- * Letter Back: Aluminum with Finished, Detailed edges
- * Letter Back & Return Color: Painted Metallic Silver
- * Illumination: White LED Units
- * LED Drivers Located within Channel Letters
- * Installation:
- Aluminum 1 1/2" Sq Suspension Tubes, Metallic Silver
- Mntg Plate Lagged to Joists
- Electric: 110/120 Volt, 20A Circ
- Electric to Site by Client/Owner

TRELLIS LETTERS "A"
9595 Wilshire Blvd

1515 E. Fifth Ave. Columbus, OH. 43219 P: (614) 252-3133 F: (614) 252-2494

Revised: 08/30/13 12:30 Scale: _____
Revised: _____ Salesperson: MH _____
U/L Required: YES NO Drawn By: LK _____

Client: Ocean Prime Beverly Hills CA Date: 08/30/13 Drwg: 213-0555 pg1





Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

Attachment E:

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, LANDSCAPING, OUTDOOR DINING ELEMENTS, BUSINESS IDENTIFICATION SIGNAGE, AND A SIGN ACCOMMODATION TO ALLOW BUSINESS IDENTIFICATION SIGNAGE TO PROJECT ABOVE THE TOP SURFACE OF AN ARCHITECTURAL ELEMENT FOR THE PROPERTY LOCATED AT 9595 WILSHIRE BOULEVARD (PL1330366 – OCEAN PRIME).

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

Section 1. George Kelly, agent, on behalf of the property owner, Tony Ecker, CBRE, and tenant, Ocean Prime (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, landscaping, outdoor dining elements, business identification signage, and a sign accommodation to allow business identification signage to project above the top surface of an architectural element for the property located at 9595 Wilshire Boulevard.

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 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