



Architectural Commission Report

Meeting Date: Wednesday, November 20, 2013

Subject: **UMBERTO**

8840 Olympic Boulevard

Request for approval of a façade remodel and business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1329977)

Project agent: Umberto Savone

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 and business identification signage for a new Umberto salon located at 8840 Olympic Boulevard. The façade remodel includes the following components:

- Alusion aluminum metal seamless metal screen panels with backlit LED illumination on the central portion of the facade parallel Olympic Boulevard and at curved building corner;
- Fiber cement panels (graphite gray) on side portions of façade parallel to Olympic Boulevard and the full facades parallel to South Clark Drive and the rear alley;
- Clear glass windows in an aluminum box frame (graphite gray);
- Clear glass storefront entry in frameless storefront system;
- Brushed stainless steel ADA-compliant access ramp;
- Aluminum awnings over rear alley windows, and;
- Conceal metal roll down grill at front entry door.

The applicant is also proposing two (2) business identification signs, configured as follows:

- One (1) business identification sign located on the central portion of the façade parallel to Olympic Boulevard. The size is proposed at 40 SF (2'-6" x 16'-0") and will consist of halo-illuminated painted metal letters.
- One (1) business identification sign located on the curved building corner. The size is proposed at 8 SF (1'-0" x 8'-0") and will consist of halo-illuminated painted metal 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, with a maximum sign area of 100 SF. Based on a linear storefront of 102'-0", the maximum sign area for this tenant is approximately 100 SF.

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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cgordon@beverlyhills.org



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Additionally, the tenant may have a business identification sign located on a street façade of the building that does not contain the main entrance of the business provided that the sign does not exceed two (2) square feet in area for each one foot (1') of ground floor street frontage, with a maximum sign area of 30 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 of good architecture and enhances the streetscape along Olympic Boulevard. It has been requested of the applicant to provide exterior lighting details and a night rendering, if possible, to further understand the designs impacts on the streetscape.

While the façade aesthetic is appropriate to the streetscape, the primary business identification sign on Olympic Boulevard is overly large for the building and should be reduced to a more appropriate size. Project-specific conditions have not been proposed at this time to address the issue though the Commission may wish to incorporate such conditions based on their review and discussion of the 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 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

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:

Exterior facade renovation at existing one story brick structure. New cladding materials consist of:

1. Painted Fiber cement panels secured with exposed stainless steel screws
2. Alusion Aluminum facade panels with exposed stainless steel screws
3. CR Laurence aluminum frame window and storefront glazing system
4. Stainless steel door hardware and ADA handrail

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 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 checked="" 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):
Beauty Salon

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	UMBERTO	1	30"X168"	35	100 sq.ft. cumulative total
2	UMBERTO	1	14"X 96"	9.3	100 sq.ft. cumulative total
3	8840 OLYMPIC	1	10"X 96"	6.6	100 sq.ft. cumulative total
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: Fiber Cement Panels Aluminum Textured Panels
Texture /Finish: Fiber Cement Panels - painted smooth Aluminum Textured Panels - painted
Color / Transparency: _____

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

Material: Window and Door Frames: Aluminum Glass: Tempered Glazing
Texture /Finish: Window and Door Frames: Anodized Glass: Clear
Color / Transparency: Window and Door Frames: Aluminum Grey Glass: Clear

ROOF

Material: Built Up/Torch Down Roof Asphalt Bitumen Class A
Texture /Finish: Smooth
Color / Transparency: Light Grey

COLUMNS

Material: Not Applicable
Texture /Finish: _____
Color / Transparency: _____

BALCONIES & RAILINGS

Material: Railing: Stainless Steel
Texture /Finish: Smooth Brushed 626 Finish
Color / Transparency: Stainless steel/grey

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

Material: Not Applicable
Texture /Finish: _____
Color / Transparency: _____

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

AWNINGS, CANOPIES

Material: Stainless Steel / Aluminum
Texture /Finish: Smooth/Brushed
Color / Transparency: Silver

DOWNSPOUTS / GUTTERS

Material: Not Applicable - internal roof drains
Texture /Finish:
Color / Transparency:

BUSINESS ID SIGN(S)

Material: Painted Metal - Kynar Finish
Texture /Finish: Smooth
Color / Transparency: Graphite Grey

BUILDING ID SIGN(S)

Material:
Texture /Finish:
Color / Transparency:

EXTERIOR LIGHTING

Material: Light-Emitting Diode (LED)
Texture /Finish: Indirect Rope Light
Color / Transparency: Warm White

PAVED SURFACES

Material: Existing Parking Lot: Asphalt Handicap Ramp: Concrete to match sidewalk
Texture /Finish: Existing Parking Lot: smooth Handicap Ramp: smooth broom finish to match sidewalk
Color / Transparency: Existing Parking Lot: Grey/Black Handicap Ramp: warm grey/beige to match sidewalk

FREESTANDING WALLS AND FENCES

Material: Not Applicable
Texture /Finish:
Color / Transparency:

OTHER DESIGN ELEMENTS

Material: Not Applicable
Texture /Finish:
Color / Transparency:

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

None - match original/existing

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.**

Exterior facade renovation will clad and replace the original brick exterior. The facade panels will transform the building into a contemporary structure in keeping with the existing architecture context of Olympic Blvd. The materials employed are progressive and of excellent quality assuring a sense of permanence and longevity. Graphite Gray color, aluminum, glass and stainless steel and will give the project an elegant and understated quality.

- 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 proposed structure will emit no noise as it will be a beauty/hair salon. In order to reduce any noise emitted from passing vehicles on Olympic Blvd. that would transfer into the proposed structure, dual glazed windows will be installed. No sound currently travels through the original brick walls that surround the building.

- 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 structure is no of inferior quality, in fact, it is just the opposite. Stainless steel, tempered glass, Alusion aluminum panels and fiber cement panels are all fireproof and esthetically pleasing materials. Both the interior and exterior of this structure are of the highest material standards. In addition, the owner, Mr. Umberto Savone, has long been committed to enhancing the City of Beverly Hills. His former salon Umberto Men (Camden Dr.) and his existing salon, Umberto (Canon Dr.) are of the utmost quality. This new structure will follow the same example of the prior buildings that he has improved and maintained at the highest level.

- 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 renovation and improvements were purposely aimed at keeping the existing one story structure at it's current scale and height - in keeping with the scale and context of this area of Olympic Blvd. Reflecting the Owner's desire to improve the building and the context of the neighborhood, excellent quality materials that are finely detailed have been specified for this renovation. The project will have a positive effect on adjacent property owners who will continue to improve the quality of structures in this neighborhood.

- 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 development legally conforms to current use and all Planning/Zoning codes as well as Building and Safety codes that govern the property. The renovated friendly facade focuses it's attention on Olympic Boulevard where the majority of it's retail customers will make visual contact with this structure.



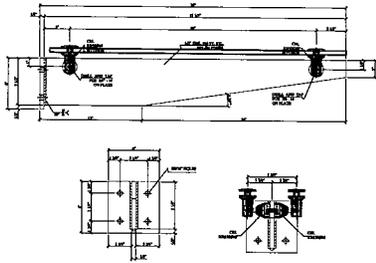
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Attachment B:
Project Design Plans

C.R.L. 36° AWNING BRACKET DETAIL

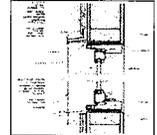


(1) C.R. Lawrence Awning Brackets
With 1/4" Solid Aluminum Sheets

4' x 8' Horizontal
Fiber Cement Panel Rain Screen
Paint finish with 1/4" reveal joint at
each edge

Brushed Stainless Steel Sign
4' x 8' Horizontal
Aluminum Panels with Paint finish
Flush joint at each edge

TYP WINDOW DETAIL



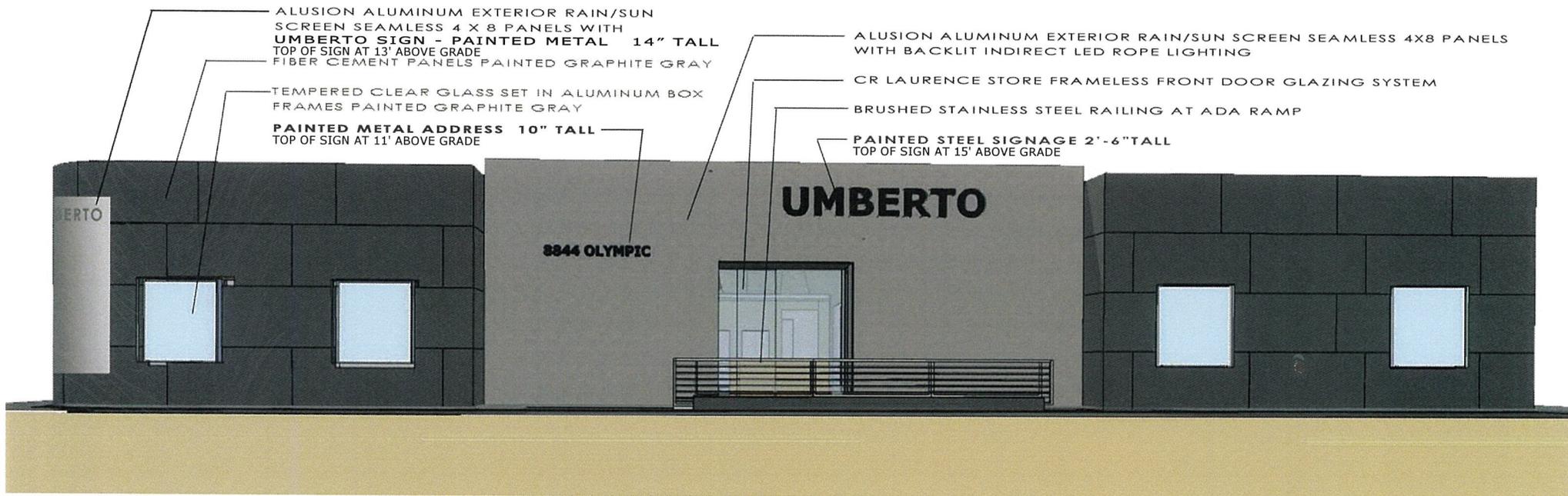
**Proposed Side/East Elevation
at S. Clark Drive**

4' x 8' Horizontal
Fiber Cement Panel Rain Screen
Paint finish with 1/4" reveal joint at
each edge

(1) C.R. Lawrence Awning Brackets
With 1/4" Solid Aluminum Sheets

**Proposed Rear/South Elevation
at Alley**

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OLYMPIC BOULEVARD FRONT FACADE RENDERING

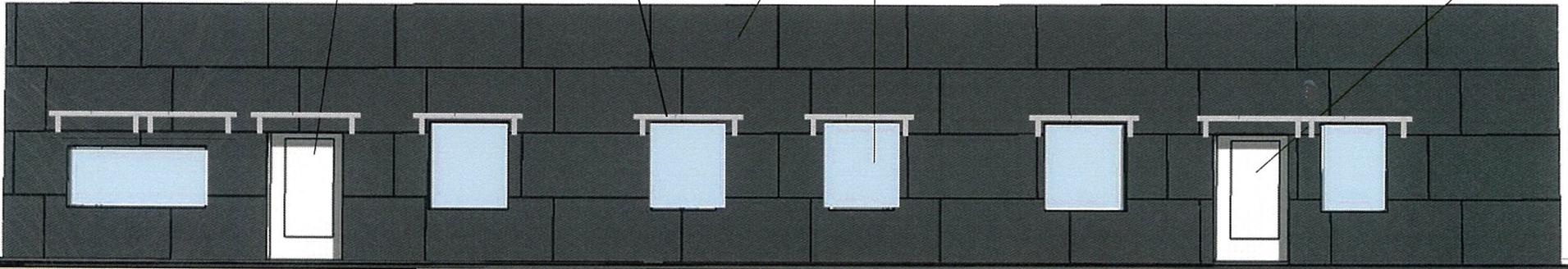
TYPICAL BRUSHED STAINLESS STEEL AWNING
BRACKET & ALUMNUM AWNING

RECESSED LED LIGHTS TYPICAL AT CEILING OF
BOTH DOOR OPENINGS AT REAR FACADE - ALL
LIGHTING TO BE INDIRECT

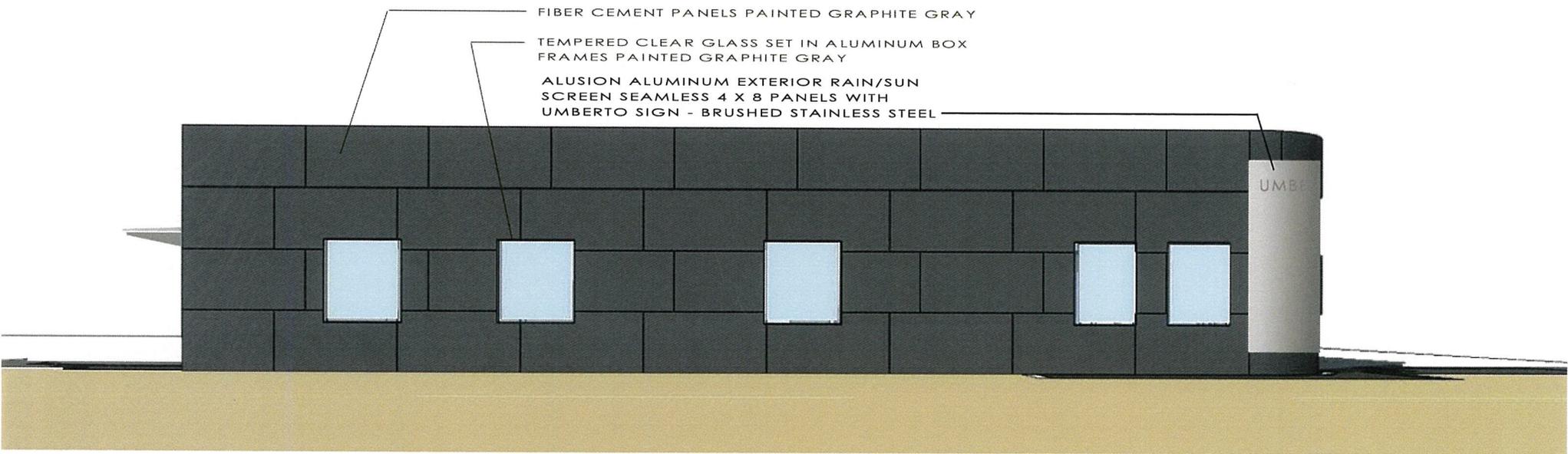
FIBER CEMENT PANELS PAINTED GRAPHITE GRAY

TEMPERED CLEAR GLASS SET IN ALUMINUM BOX
FRAMES PAINTED GRAPHITE GRAY

SOLID SINGLE PANEL WOOD DOOR PAINTED
LIGHT GRAY WITH BRUSHED STAINLESS STEEL



REAR/SOUTH FACADE



FIBER CEMENT PANELS PAINTED GRAPHITE GRAY

TEMPERED CLEAR GLASS SET IN ALUMINUM BOX
FRAMES PAINTED GRAPHITE GRAY

ALUSION ALUMINUM EXTERIOR RAIN/SUN
SCREEN SEAMLESS 4 X 8 PANELS WITH
UMBERTO SIGN - BRUSHED STAINLESS STEEL

UMBERTO

SIDE/EAST FACADE



EXISTING EXTERIOR CORNER PERSPECTIVE
Brick Facade



EXTERIOR CORNER PERSPECTIVE
with Trees/Landscape



OLYMPIC BLVD. STREETSCAPE VIEW W/OUT TREES



OLYMPIC BLVD. STREETSCAPE VIEW WITH TREES



OLYMPIC BLVD. STREETSCAPE VIEW EXISTING



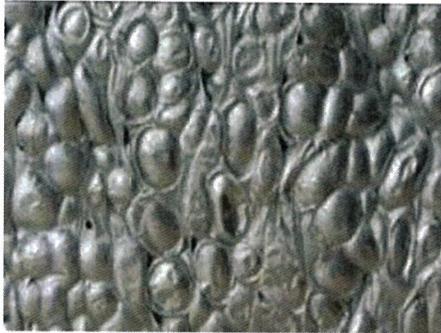
ALUSION Gallery of Photos: <https://picasaweb.google.com/112477094106321077270?gsessionid=4qfidLXLyHBjimyB90i1BQ>

Alusion™ Aluminum Panels are a unique and versatile material with virtually limitless design and architectural applications. A strong and yet lightweight panel, similar in appearance to a metallic sponge, with a striking, and a modern dramatic look.

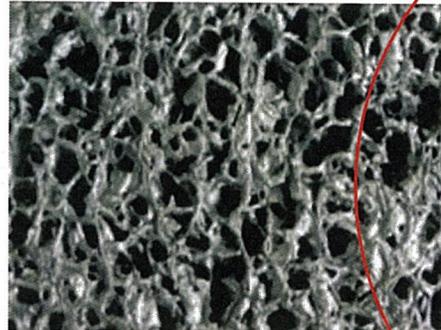
Alusion™ is produced by **Cymat Technology**, based in Toronto, Canada. Cymat Technologies is an innovative materials technology company that has the exclusive worldwide rights, through patents and licenses, for producing Stabilized Aluminum Foam. In the late 1990's Cymat

ENTRY FACADE SUN/RAIN SCREEN PANEL SYSTEM - see page 5
Aluminum Foam panels will butt joint (no reveal) & Stainless steel fasteners

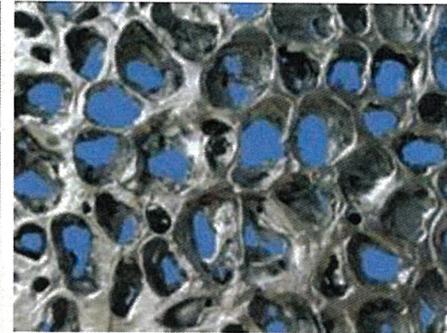
ALUSION VERSIONS AVAILABLE:



Alusion Large Cell Natural



Alusion Large Cell Open One Side



Alusion Large Cell Open Two Sides



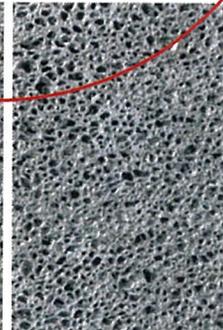
Alusion Small Alusion Small Cell Natural



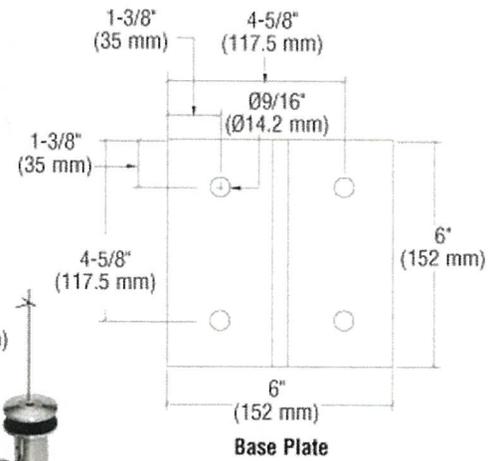
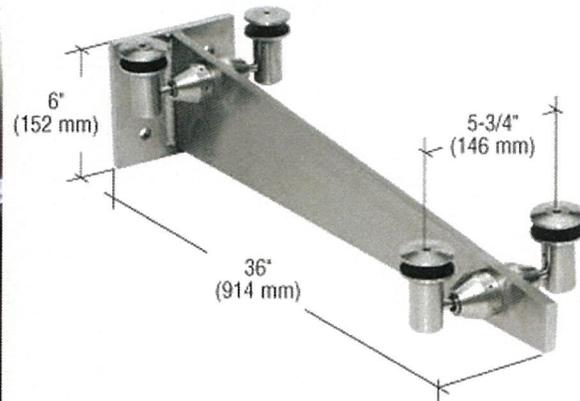
Alusion Small Cell Open One Side (or 2)



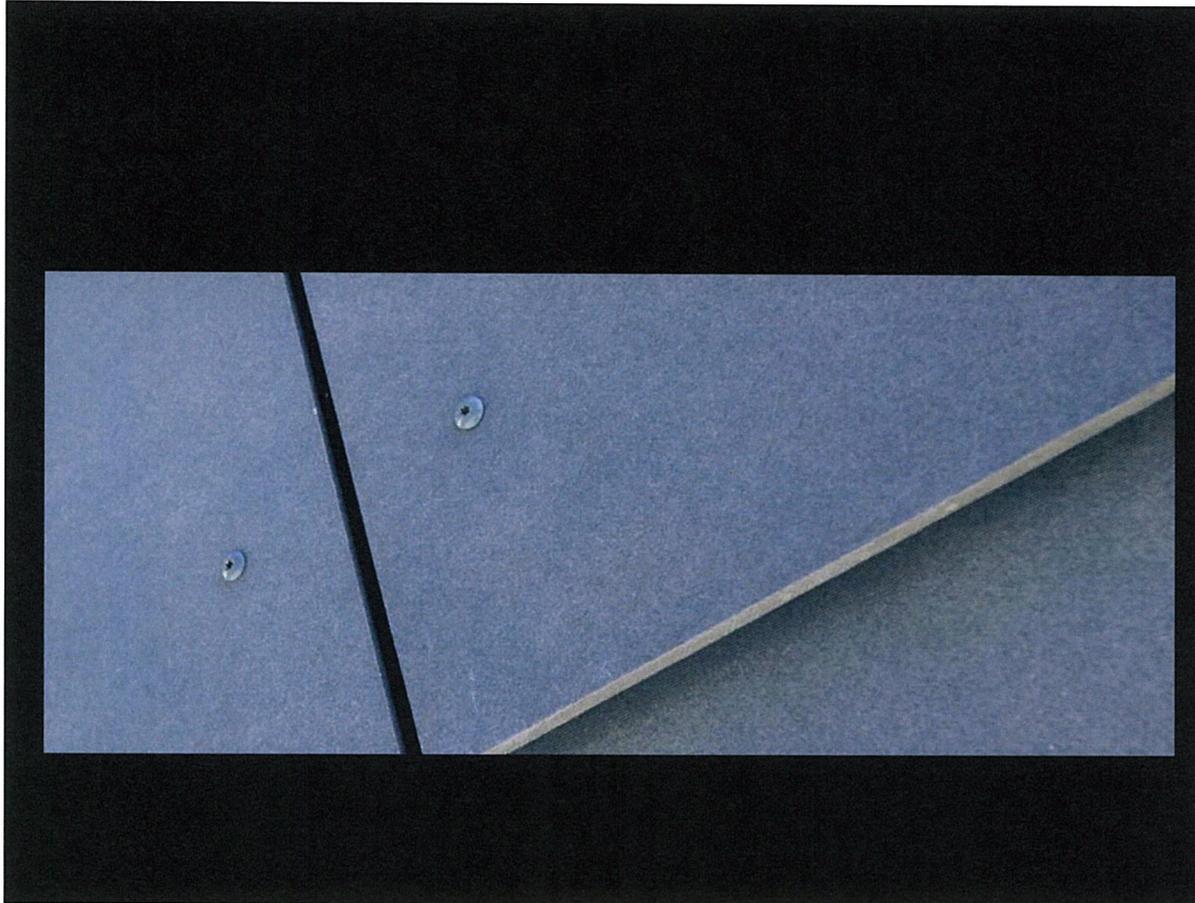
Mid Cell Open Back



Mid Cell Open Front



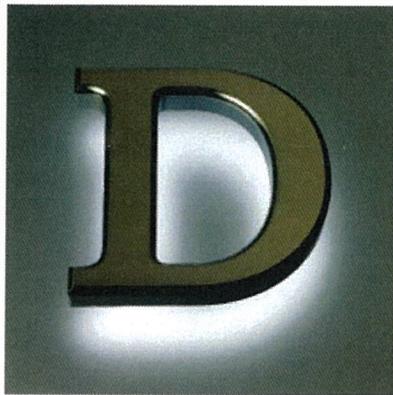
REAR FACADE AWNING BRACKET SYSTEM
Stainless Steel Brackets with 3/16" Aluminum Sheet Awning



EXTERIOR SUN/RAIN SCREEN PANEL SYSTEM
Fiber Cement Panel with 1/4" reveal & Stainless steel fasteners

Back Lit

CFI US Suitable for Outdoor Use 

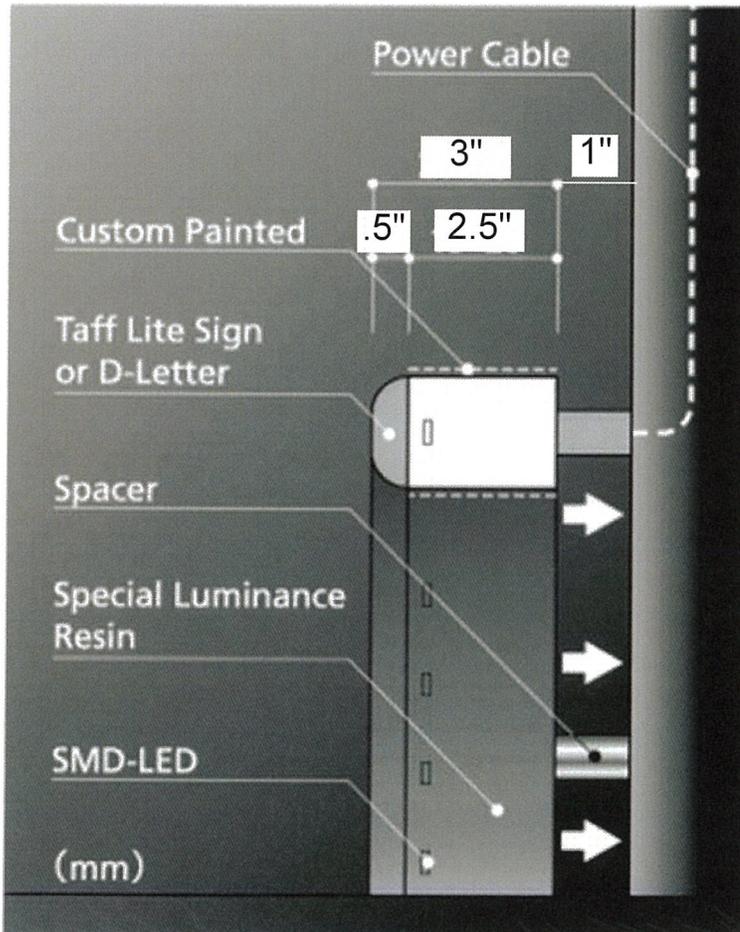


Enhanced with Taff Lite Sign and D-Letter layers on the top, this originally designed Lumi Letter demonstrates fine illumination and exquisite visual image which could not be achieved with the metal channel letter.

Light Source	SMD-LED on Custom Designed Circuit Board
Material	5.0mm Thick Taff Lite Sign or D-Letter / 15, 20mm Thick Special Luminance Resin
Minimum Height	100mm
Maximum Height	With Taff Lite Sign Top Layer: 275mm / With D-Letter Top Layer: 900mm
Minimum Stroke	8.5mm

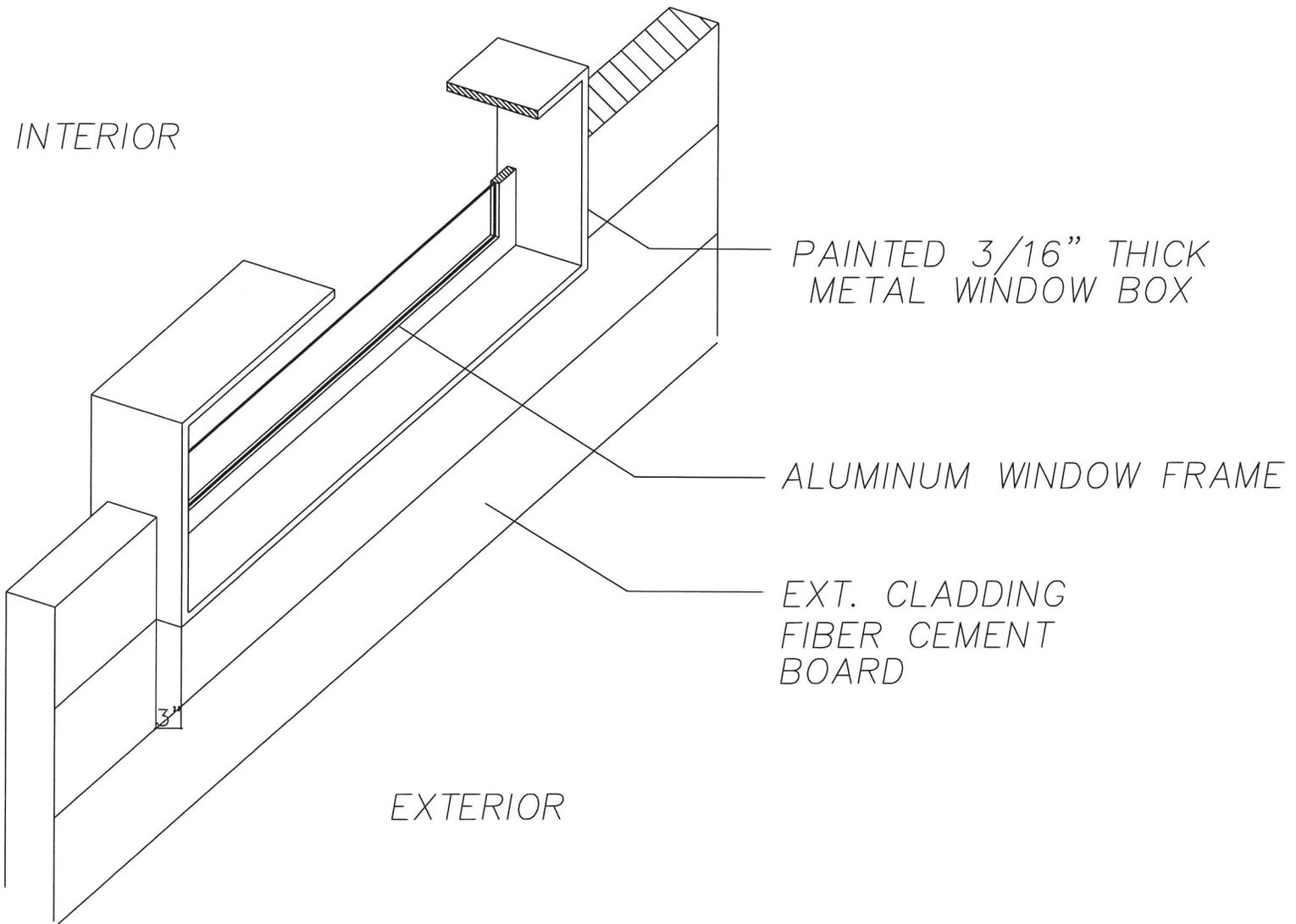
COLORS DRAWING

SHOWCASE

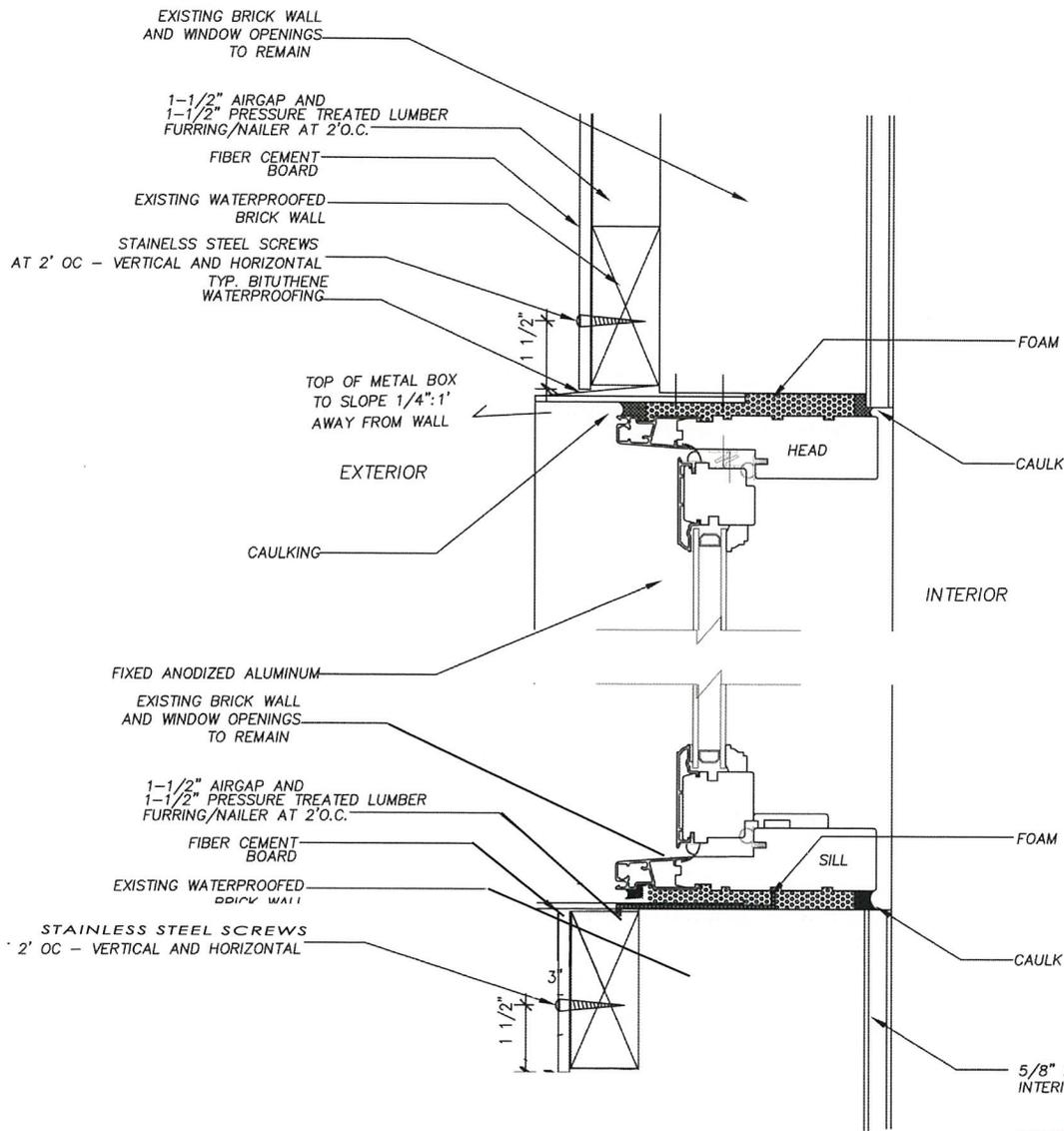


SIGNAGE FASTENING NOTE

All signage/letters shall be anchored to the original brick wall/new facade with an approved CONCEALED metal fastening device per structural code requirements. Sign fabricator shall submit shop drawings of all fastening details. Fastening device/system shall not be visible.



TYPICAL WINDOW BOX FRAME CUTAWAY SECTION VIEW



EXTERIOR WALL AND WINDOW DETAIL



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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 8840 OLYMPIC BOULEVARD (PL1329977 – UMBERTO).

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

Section 1. Umberto Savone, applicant, property owner, and tenant (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification signage for the property located at 8840 Olympic 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 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 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 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.

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