



Architectural Commission Report

Meeting Date: Wednesday, November 20, 2013

Subject: **FARBOD BARSUM**
245 North Beverly Drive

Request for approval of exterior façade lighting, 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. (PL1330159)

Project agent: Barsum Fashion Group, Inc.

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

REPORT SUMMARY

The applicant is requesting review and approval of exterior façade lighting, business identification signage, and a sign accommodation to allow awning signage to project above the top surface of an awning.

The exterior façade lighting is proposed as an LED strip light that will be fully concealed from view, both in elevation and perspective views. The lighting will be placed upon an existing architectural element on the building.

The applicant is proposing one primary business identification sign, twelve inches (12") in height, to project above the top surface of an existing architectural element. The proposed signage consists of individually mounted ½" deep laser cut aluminum with ground smooth and polished edges.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-306, the Architectural Commission may approve a sign accommodation to permit one non-illuminated sign, constructed of individual letters that do 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 secondary business identification signage on the existing glass storefront system, configured as follows:

- One (1) business identification sign located adjacent to the entryway. The proposed sign area is 0.89 SF and consists of a matte silver vinyl material.
- One (1) business identification sign located in a new display window. The proposed sign area is 0.19 SF and consists of a matte silver vinyl material. *Note: The display window is created through removing a portion of the black glazing of the existing storefront window system.*

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
(310) 285-1191
cgordon@beverlyhills.org



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Pursuant to BHMC §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 27'-0", the maximum sign area for this tenant is 54 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 signage, the placement and material use of the primary business identification sign is appropriate for the existing storefront. However, the height of the sign appears too large for the space and it is recommended that the height of this sign be reduced to nine inches (9") in height to better fit within the context of the building and the streetscape.

One project-specific condition has been proposed in the draft approval resolution to reflect the Urban Designer's analysis regarding the primary business identification sign. The Architectural Commission may choose to incorporate such conditions, propose alternative project-specific conditions based on the review conducted by the Commission at the public hearing, or approve the project as presented.

No changes are recommended for the two storefront window-mounted signs.

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

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Thursday, November 7, 2013. To date, staff has not received any comments in regards to the submitted project.



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Attachment A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
 - Number of signs proposed:
- Building Identification Sign(s)
 - Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):
 - To allow projection above feature Number of signs proposed:
- Other:

C Describe the scope of work proposed including materials and finishes:

Install Business Identification Signs:
 1- Aluminum Metal Eyebrow sign - 'Silversmith' Duranar color,
 2 - sets Vinyl Lettering on the storefront glass in matte Silver color
 1 - ADA compliant Braille Address Sign on glass with raised glass bead framed in aluminum frame.
 1 - Vinyl Numbers for Unit Address in matte Silver Color

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: <input type="text"/> | | | | |

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(s)	1	12"x 17'-0"	17.00 sq ft	Not to exceed 2 square feet per linear foot of store frontage facing the street per Municipal code 10-4-604-B.1.a & not to exceed 30" Tall per Municipal code 10-4-305
2	Business ID Sign(s)	1	2.75" x 3'-10.75"	0.89 sq ft	Not to exceed 2 square feet per linear foot of store frontage facing the street per Municipal code 10-4-604-B.1.a
3	Business ID Sign(s)	1	1.25" x 22"	0.19 sq ft	Not to exceed 2 square feet per linear foot of store frontage facing the street per Municipal code 10-4-604-B.1.a
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: N/A
 Texture /Finish: _____
 Color / Transparency: _____

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: 1/2" Laser Cut Aluminum
Texture /Finish: Matte finish, Edges to be finished and ground smooth
Color / Transparency: PPG Duranar UC70092F - 'Silversmith' Solid color

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: Vinyl Window Lettering
Texture /Finish: Matte
Color / Transparency: Silver

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

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

245 N. Beverly (MGM Place) and its design program set forth by architecture firm Gensler is a new icon and contemporary addition to the Beverly Hills 'Golden Triangle.' Our signage compliments and blends with existing materials used in the finishes of the building and conforms with MGM place Signage specs.

- 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.**

We are renting a retail space in an existing structure.

- 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 building was designed and constructed with the approval by the city of Beverly Hills using the highest quality glazing and framing system to which our proposed signage matches the finishes and materials.

- 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 mixed use commercial and retail building is in an area that is zoned for both commercial and retail. Our proposed signage is for business identification of a retail establishment.

- 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 building was designed and constructed in adherence to codes and laws applicable. Our signage will comply with any applicable codes such as suite # identification for the Fire Dept. and the Braille signage for ADA.

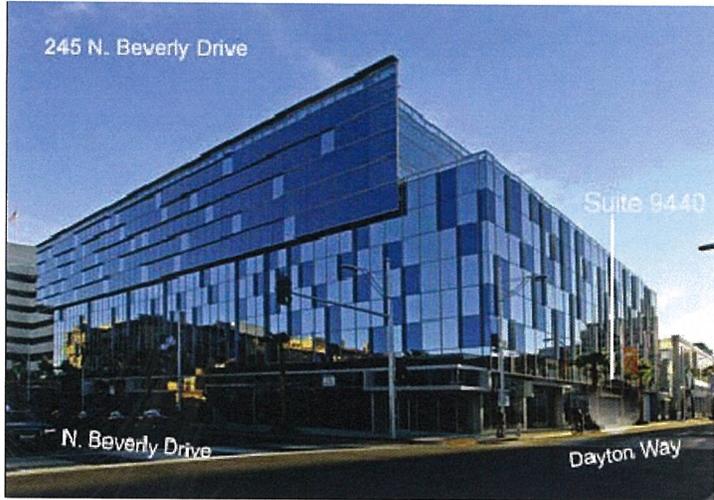


Architectural Commission Report

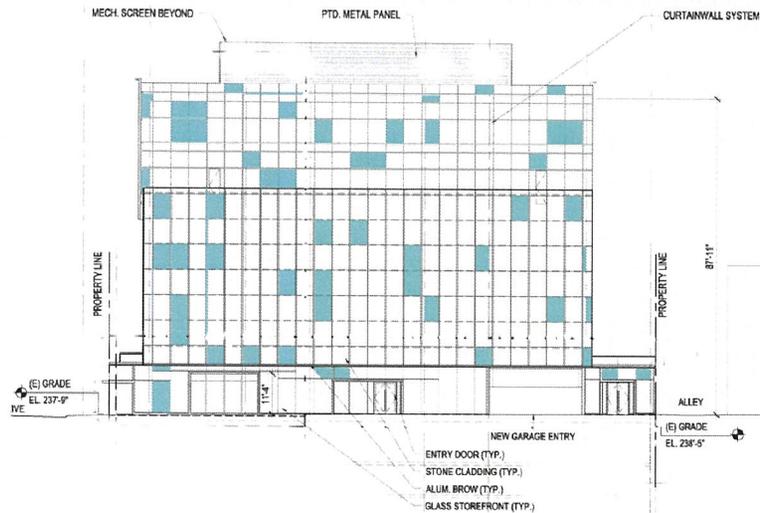
445 North Rexford Drive, Room 280-A

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Attachment B:
Project Design Plans



PROPOSED ELEVATION RENDERING



EXISTING ELEVATION

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	PROJECT NO: 0814-13	TENANT SIGNAGE PROPOSAL	BEVERLY WILSHIRE OWNER, L.P.			PROPOSED RENDERING
	COPYRIGHT: APEX ARCHITECTS, INC.	245 N. BEVERLY DRIVE, SUITE 9440 DAYTON WAY, BEVERLY HILLS, CA 90210	9465 WILSHIRE BLVD., BEVERLY HILLS, CA 90212			A-1
						OF



NO-1



NO-2



NO-3



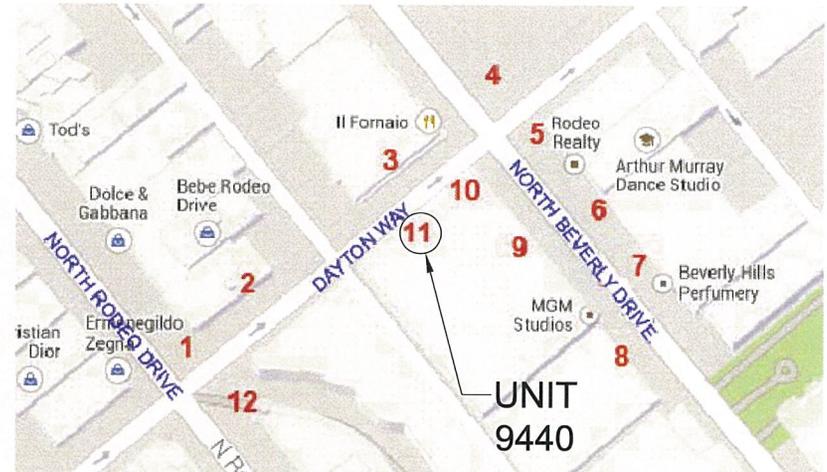
NO-4



NO-5



NO-6



SITE MAP

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	PROJECT NO: 0814-13	TENANT SIGNAGE PROPOSAL	BEVERLY WILSHIRE OWNER, L.P.			ADJACENT BUILDINGS
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						SHEET



NO-7



NO-8



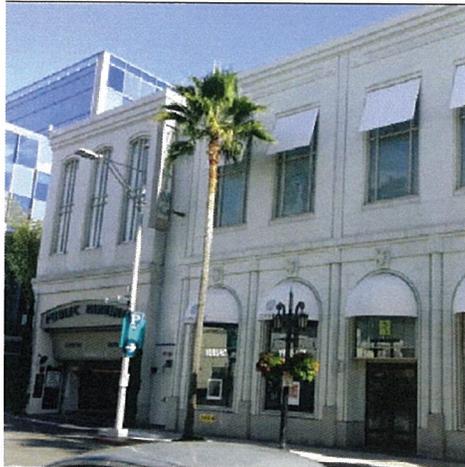
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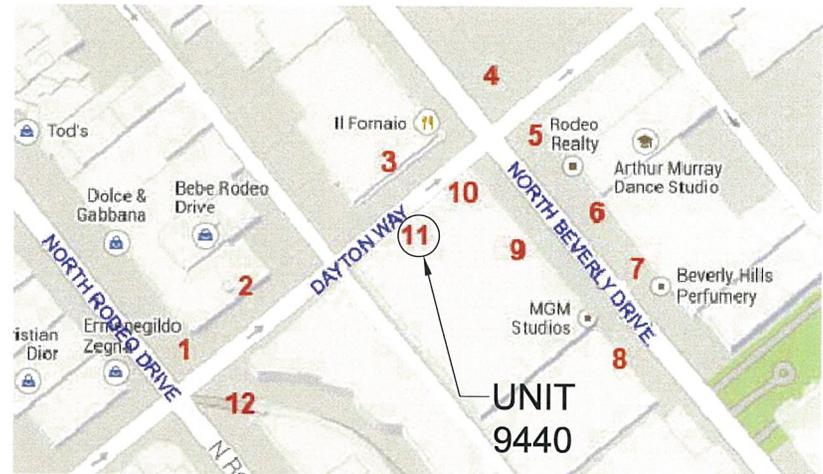
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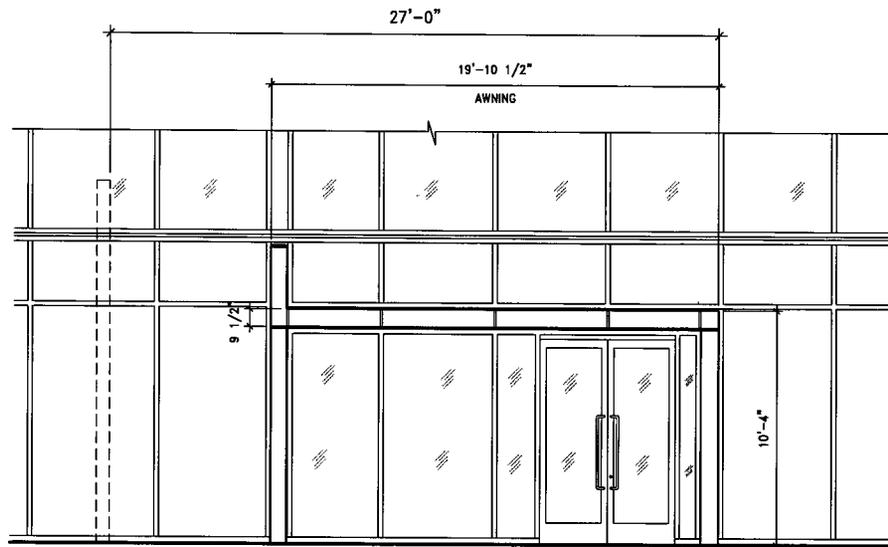


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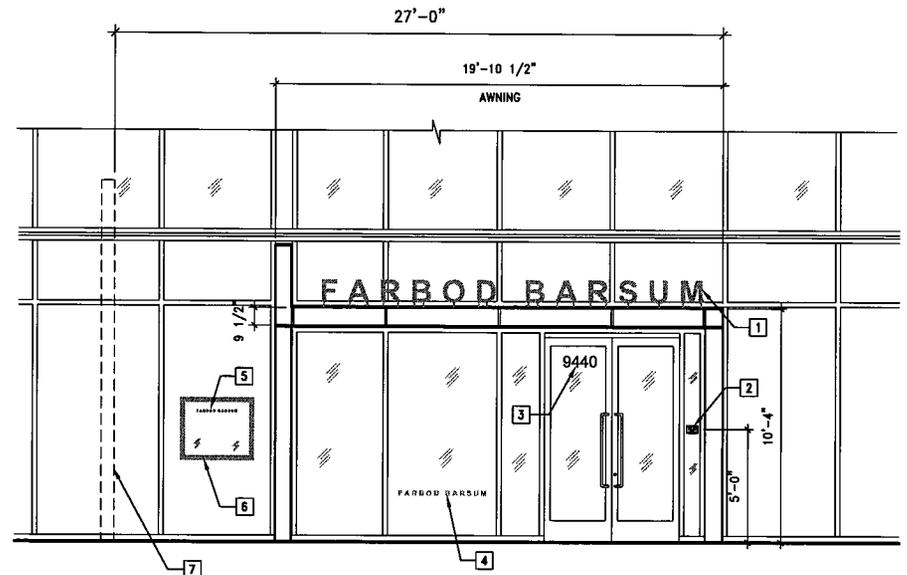


SITE MAP

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EXISTING ELEVATION
SCALE: 3/16"=1'-0"



PROPOSED SIGNAGE
SCALE: 3/16"=1'-0"

KEYNOTES

- 1 12" METAL EYEBROW SIGN ON 2" RAISED POSTS-SILVER COLOR
- 2 ADA COMPLIANT BRAILLE ADDRESS SIGN
- 3 6" VINYL ADDRESS SIGN- SILVER COLOR
- 4 2-3/4" VINYL LETTERING SIGN- SILVER COLOR
- 5 1-1/4" VINYL LETTERING SIGN- SILVER COLOR
- 6 VINYL FRAME DECAL- SILVER COLOR 39"x33"x1-1/2" WIDE
- 7 EXISTING DEMISING WALL BEHIND

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DATE: 11-4-13

PROJECT NO: 0814-13

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PROJECT:

**TENANT SIGNAGE
PROPOSAL**

245 N. BEVERLY DRIVE, SUITE 9440
DAYTON WAY,
BEVERLY HILLS, CA 90210

OWNER:

**BEVERLY WILSHIRE
OWNER, L.P.**

9465 WILSHIRE BLVD.,
BEVERLY HILLS, CA 90212



**APEX
ARCHITECTS, INC.**

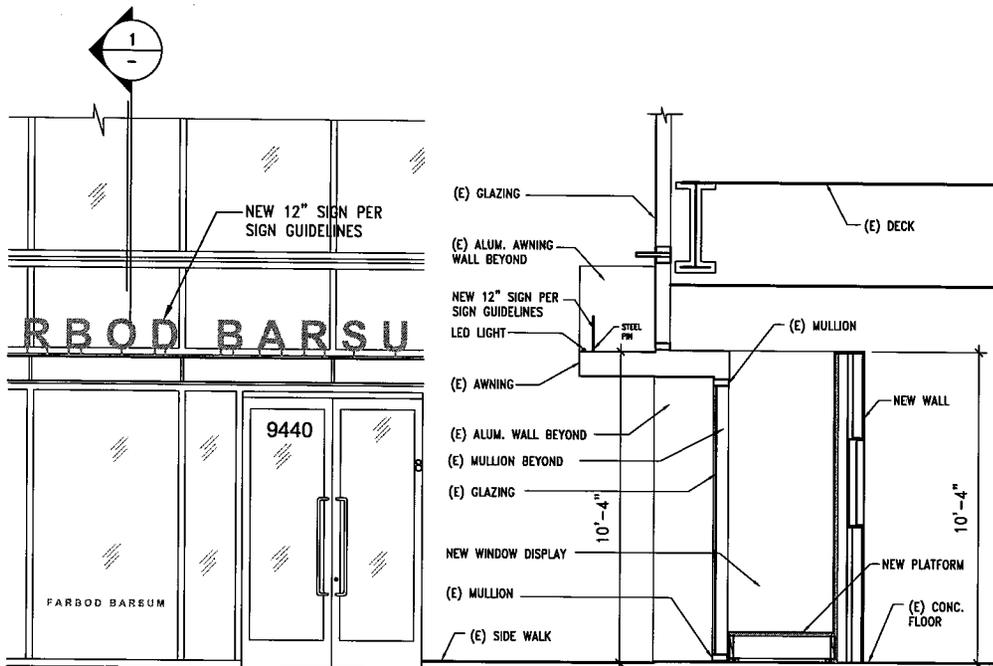
4607 LAKEVIEW CANYON RD. #190
WESTLAKE VILLAGE, CA 91361
PH: (818) 848-0955, FAX: (818) 889-2251
E-MAIL: CONTACT@APEXARC.COM

SHEET TITLE:

SIGNAGE AREA

A-5

SHEET OF



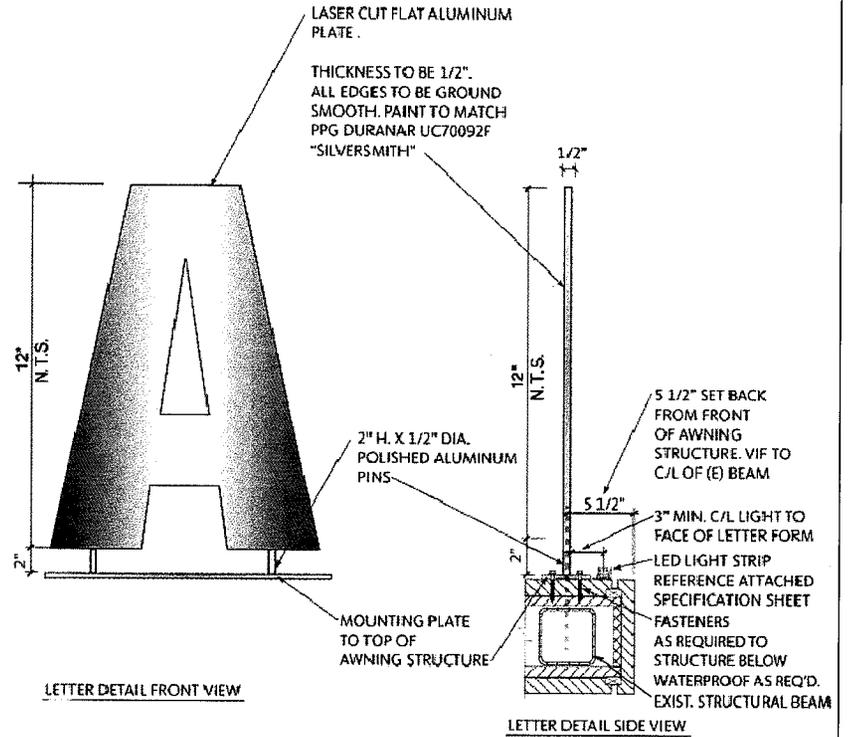
ELEVATION

SCALE: 1/4"=1'-0"

SECTION-1

SCALE: 1/4"=1'-0"

NOTE: LED LIGHT FIXTURE "TOKILUM"
BY TOKISTAR LIGHTING INC.
VIF (E) ELECTRICAL
CONNECTION LOCATION
FOR LED FIXTURE



SIGN DETAIL

N.T.S.

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DATE: 11-4-13

PROJECT NO: 0814-13

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PROJECT:

**TENANT SIGNAGE
PROPOSAL**

245 N. BEVERLY DRIVE, SUITE 9440
DAYTON WAY,
BEVERLY HILLS, CA 90210

OWNER:

**BEVERLY WILSHIRE
OWNER, L.P.**

9465 WILSHIRE BLVD.,
BEVERLY HILLS, CA 90212



**APEX
ARCHITECTS, INC.**

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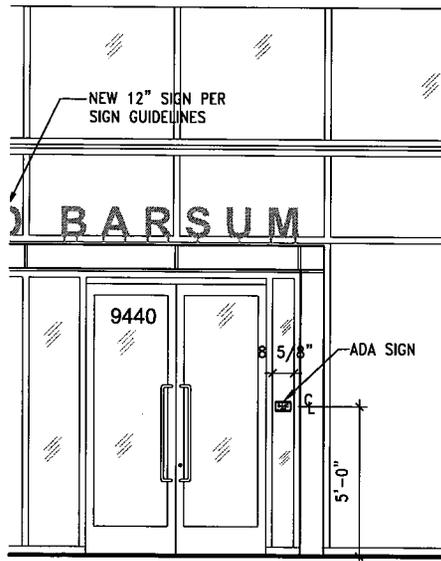
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SIGN DETAILS

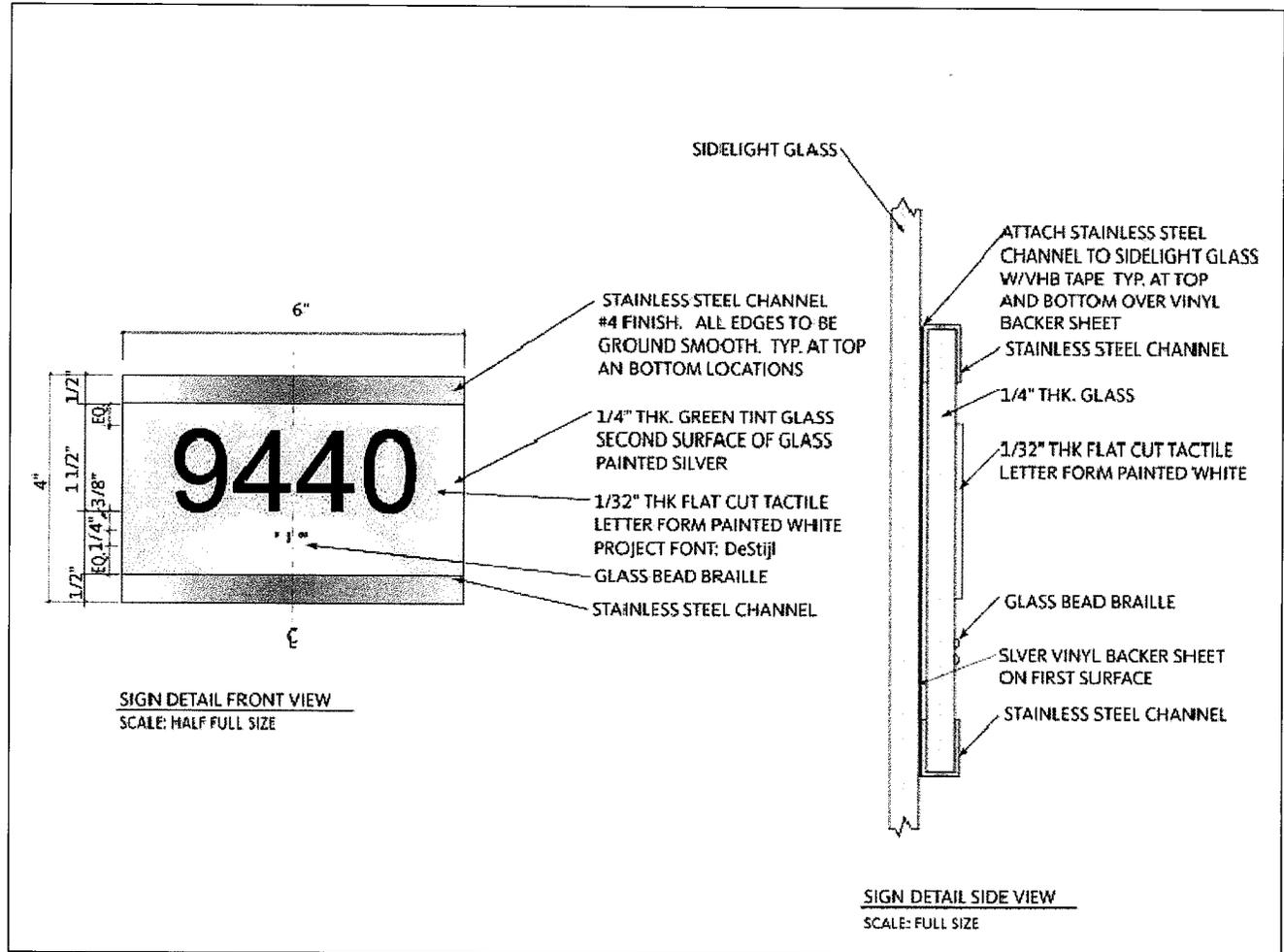
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SHEET

OF

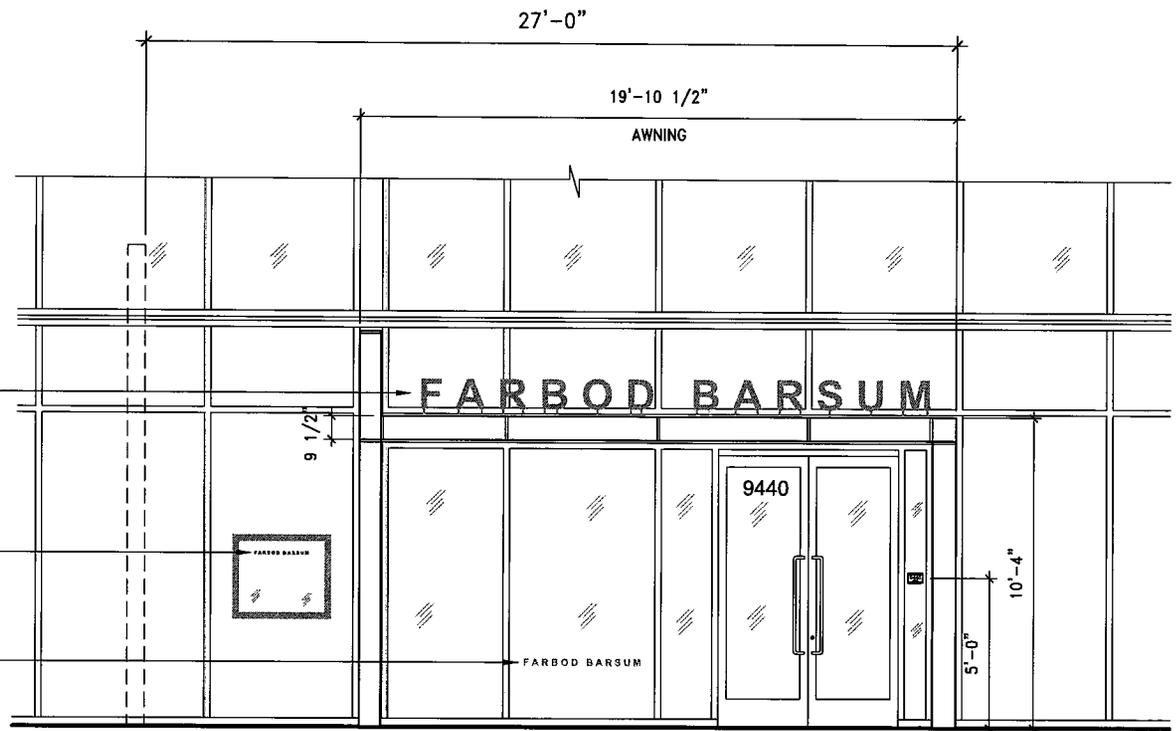
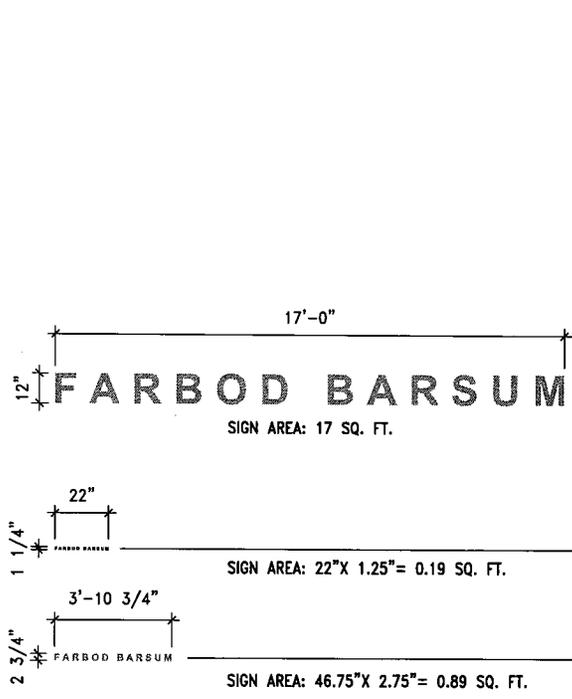


ELEVATION
SCALE: 1/4"=1'-0"



ADA SIGN DETAIL

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	PROJECT NO: 0814-13	245 N. BEVERLY DRIVE, SUITE 9440 DAYTON WAY, BEVERLY HILLS, CA 90210	9465 WILSHIRE BLVD., BEVERLY HILLS, CA 90212			A-7
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EXTERIOR ELEVATION
SCALE: 1/4"=1'-0"

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						OF



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

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 EXTERIOR FAÇADE LIGHTING, 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 245 NORTH BEVERLY DRIVE (PL1330159 – FARBOD BARSUM).

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

Section 1. Barsum Fashion Group, Inc, applicant, on behalf of the property owner, Beverly Wilshire Owner, LLP, and the tenant, Farbod Barsum (Collectively the “Applicant”), has applied for architectural approval of exterior façade lighting, 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 245 North Beverly Drive.

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

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

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s

local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

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

1. The primary business identification sign, which projects above the top surface of the building’s architectural element, shall be reduced to a maximum letter height of 9”.

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