



Architectural Commission Report

Meeting Date: Wednesday, January 15, 2014

Subject: RITE AID
300 North Canon Drive

Request for approval of a façade remodel, a sign accommodation to allow multiple business identification signs, and a sign accommodation to allow business identification signage to face private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1333364)

Project agent: P.S. Services, Inc.

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, a sign accommodation to allow multiple business identification signs, and a sign accommodation to allow business identification signage to face private property for the existing Rite Aid establishment located at 300 North Canon Drive. The façade remodel includes the following components:

- Aluminum pan-type panel in “Bungalow Beige” color on upper portion of façade near building corner;
- Painting of existing vertical columns on lower portion of façade in “Bungalow Beige” color, and;
- Painting of existing horizontal façade band in “Turkish Coffee” color.

Four (4) business identification signs are proposed on the exterior wall of the business abutting North Canon Drive, allocated as follows:

- One (1) 64 SF internally-illuminated business identification sign (sign copy: “RITE AID PHARMACY”)
- One (1) 11.5 SF internally-illuminated business identification sign (sign copy: “Open 24 Hours”)
- One (1) 14.25 SF internally-illuminated business identification sign (sign copy: “Fresh Day Café”)
- One (1) 10.7 SF internally-illuminated business identification sign (sign copy: “GNC LiveWell”)

Note: The applicant will be required to reduce the total sign area on this elevation so as to comply with the maximum sign area standards for commercial properties.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area

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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otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". For this retail tenant, the maximum business identification sign area is 100 SF based on a storefront width of 139'-0".

The applicant is also proposing two (2) business identification signs, totaling 75 SF in area, located on an exterior wall of the business facing private property (existing parking lot), allocated as follows:

- One (1) 64 SF internally-illuminated business identification sign (sign copy: "RITE AID PHARMACY")
- One (1) 11.5 SF internally-illuminated business identification sign (sign copy: "Open 24 Hours")

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed seventy five percent (75%) of the area otherwise permissible if the wall abutted a public street. For this retail tenant, the maximum alley-oriented business identification sign is 75 SF based on a wall length of 142'-0".

URBAN DESIGN ANALYSIS

Based on a review conducted by the Urban Design Team, while the proposed design enhances the existing building, a number of design components have been identified to further improve upon the enhancement, including:

- Increasing the height of a portion the aluminum pan-type panel nearest the building corner to create vertical modulation on the building and break up the existing mass. *Note: The height may only be increased up to 45" from the adjacent roof deck. If the parapet is already at this maximum height, it may not be increased further without requiring additional discretionary review.*
- The applicant should look at incorporated a green wall on the upper portion of the façade where the brick is proposed to remain to further reduce the mass of the building.
- The ancillary signage should be placed on the elevation of the main entrance (adjacent to the parking lot) so as to reduce the sign clutter on North Canon Drive.
- The railing at the building corner, which leads to subterranean parking, should be painted black so that it recesses from the façade.

Project-specific conditions have not been incorporated as a result of this analysis; however, the Commission may wish to consider the listed items during the course of their discussion.

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



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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 Friday, January 3, 2014. 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):
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:

1. Beautifying the existing facade by installing a smooth finish aluminum paneling system over the existing brick facade on the west elevation facing Canon Dr. and on the south elevation over the building entrance facing the parking lot.
2. Removing existing business identification signage and replacing with new upgraded signage to be illuminated with energy efficient LED lighting.
3. Complimenting the newly proposed aluminum paneling system and signage by installing aluminum awning bands on the west elevation facing Canon Dr. and on the south elevation over the building entrance facing the parking lot to be internally illuminated with energy efficient LED lighting.

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: _____

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	4'-4 1/4" x 14'-8"	64 sq. ft./elevation	100 sq. ft./elevation (West and South Elevation)
2	Awning Sign(s)	1	1'-3" x 9'-3"	11 sq. ft.	Falls under the total of 100 sq. ft. Max for South Elevation as noted in line item #1 above.
3	Awning Sign(s)	1	1'-3" x 9'-3"	11 sq. ft.	Falls under the total of 100 sq. ft. Max for West Elevation as noted in line item #1 above.
4	Awning Sign(s)	1	1'-6" x 9'-6"	14.26 sq. ft.	Falls under the total of 100 sq. ft. Max for West Elevation as noted in line item #1 above.
5	Awning Sign(s)	1	1' x 10'-8 1/2"	11.11 sq. ft.	Falls under the total of 100 sq. ft. Max for West Elevation as noted in line item #1 above.

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: Aluminum paneling system
 Texture /Finish: Smooth satin paint finish
 Color / Transparency: SW 2032 Bungalow Beige

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Aluminum Returns, Acrylic Faces, Plastic trim cap with LED illumination.
Texture /Finish: Smooth finish
Color / Transparency: Black Satin Finish

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: GE Contour LED's (Cove Lighting)
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

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:

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.

1. Rite Aid is bringing a new experience of serenity and a moment of serendipity by enhancing the community experience as people gather at our location. We are taking an old building with existing faded colors and adding new clean lines and earth tones to the façade. The design shows individual panels coming together. This represents the community of Beverly Hills coming together to create a nice elegant, balanced and tasteful gathering. Our white letters represent health and fitness against the broad vista and quality design introduced to existing architecture.

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.

2. In brief, the existing structure is sound and stable. The additional materials added to the façade enhance the calm, quiet interior experience.

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 new façade addition adds a new upscale look from the existing worn and dated building. The new earth tones represent a new experience of natural colors during the day and soft warm glowing light at night.

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 new structure enhances and invigorates the architectural appeal of an existing tired and existing exhausted color scheme and outdated elements.

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.

First and foremost we have desired to bring an understated elegance into our design. Our entire design conforms to existing code and sizes of our branding were reduced to balance well on the building structure and new façade additions.



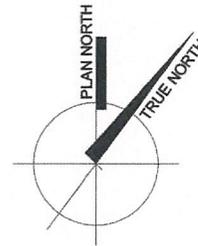
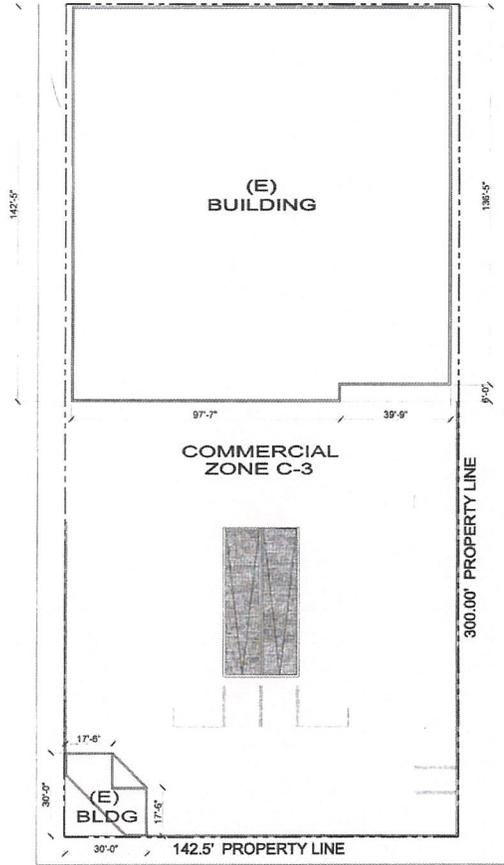
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Attachment B:
Project Design Plans

N. CANON DR.



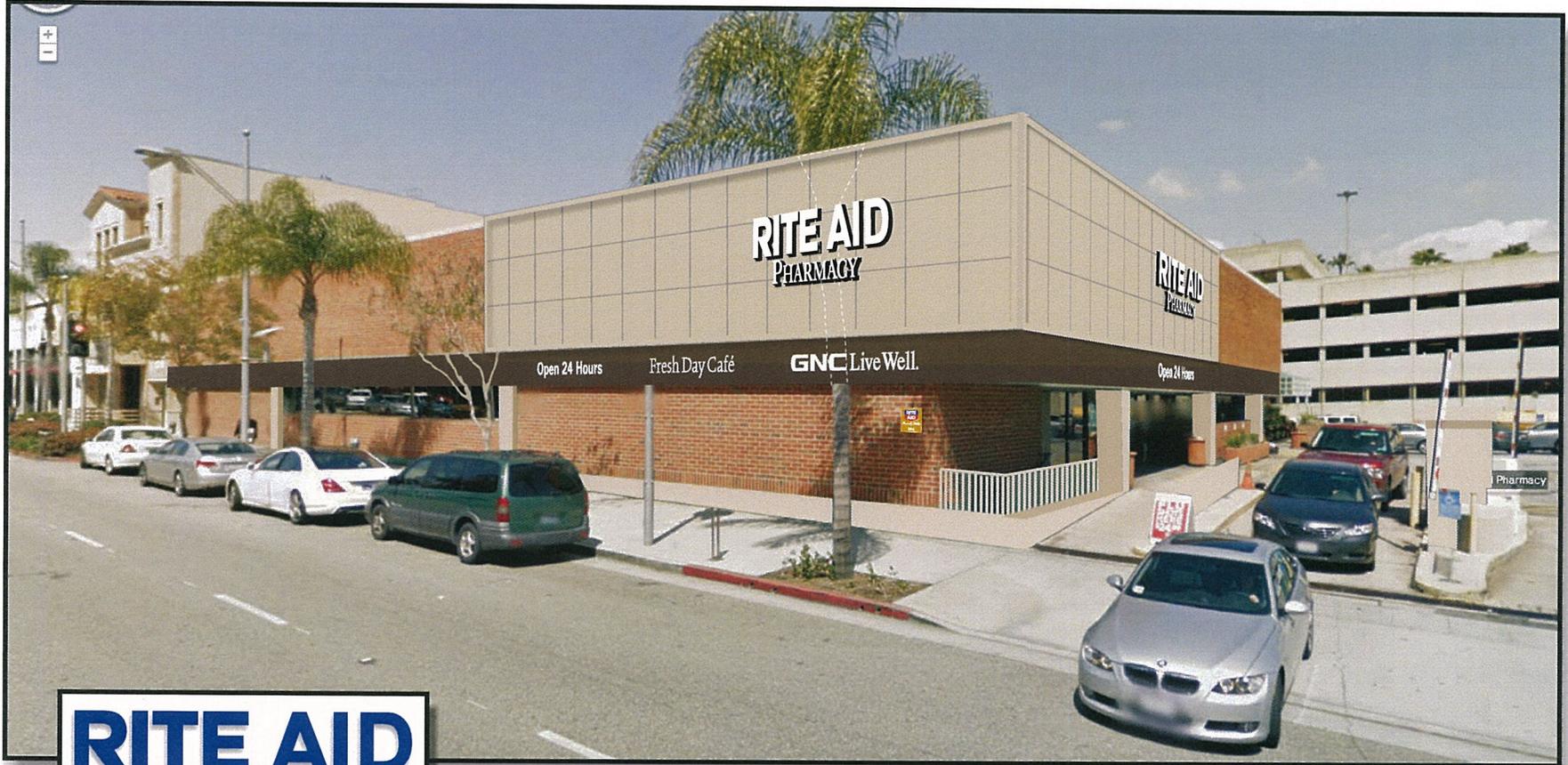
DAYTON WAY

300 NORTH CANON DRIVE

SCALE: 1" = 500'

wpna
ARCHITECTURE

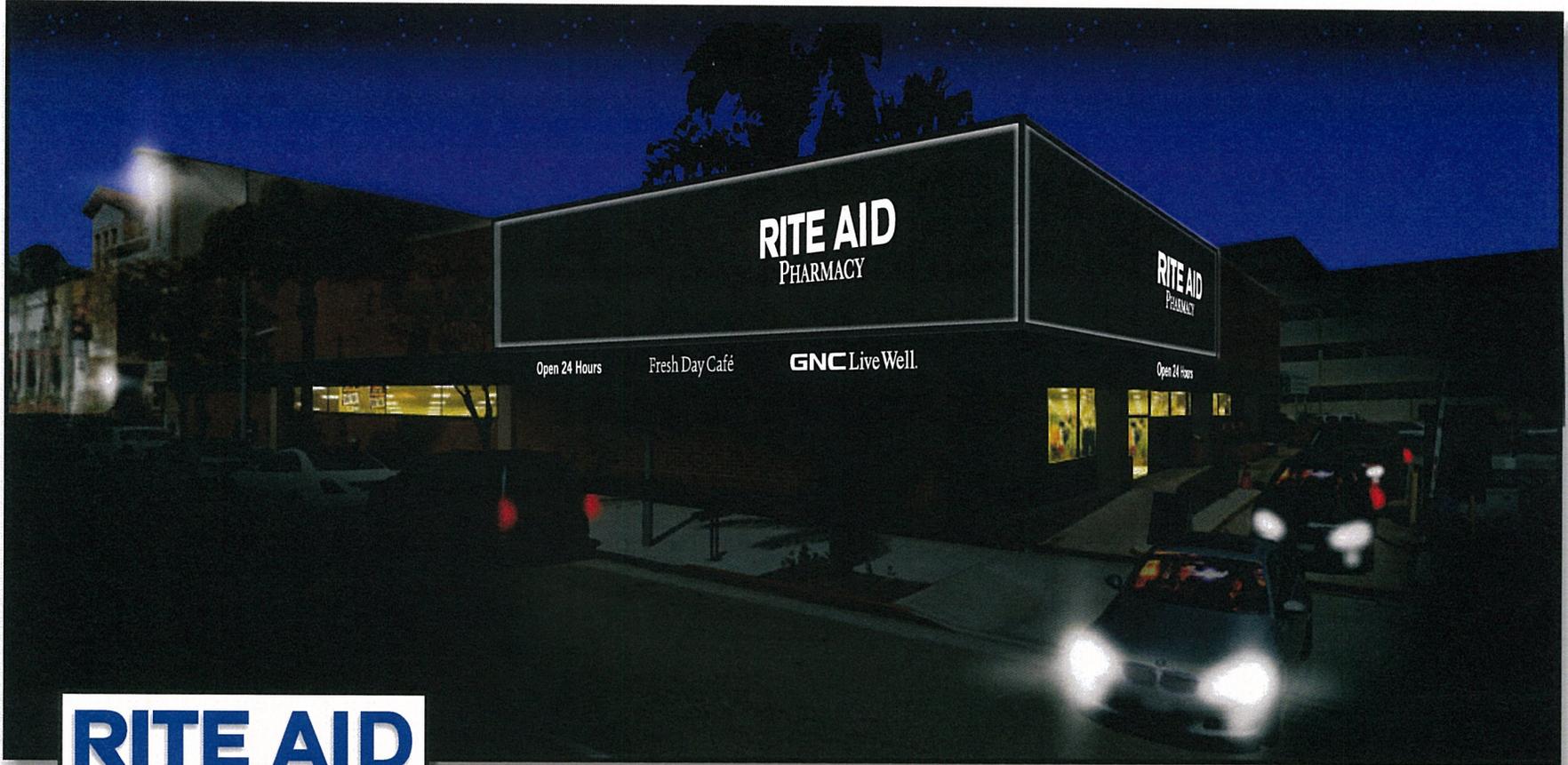




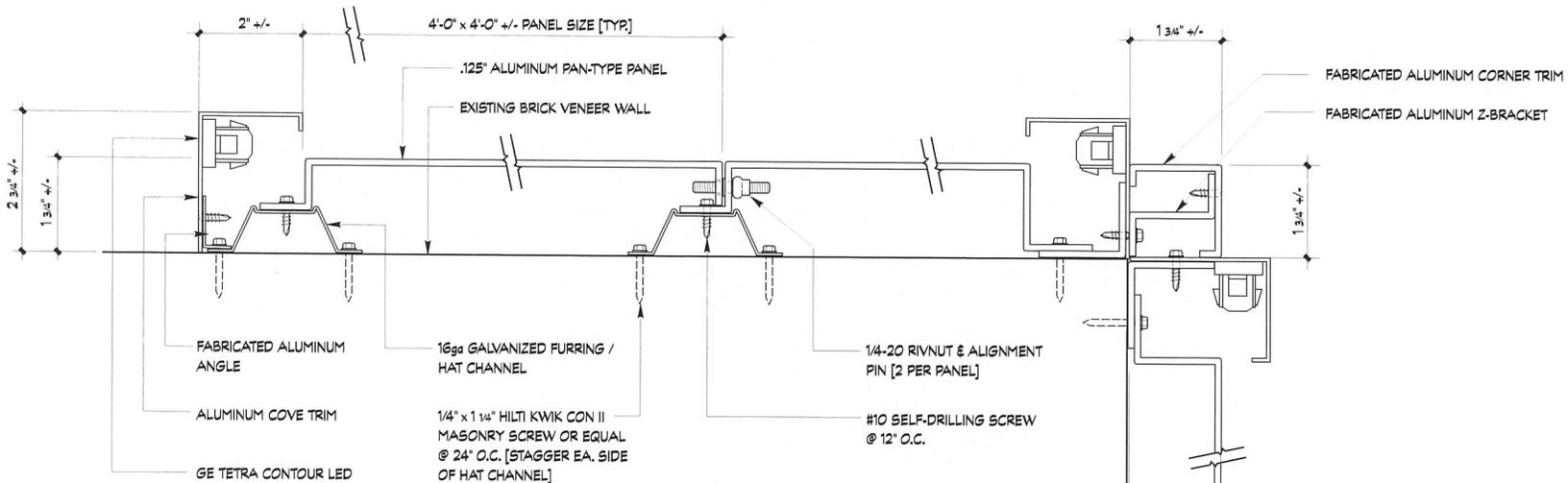
RITE AID
Beverly Hills

WEST ELEVATION
64 SQ FT CHANNEL LETTERS SHOWN
ALLOWABLE SQ FT per code = 100 SQ FT
36 SQ FT ancillary copy TOTAL

SOUTH ELEVATION
64 SQ FT CHANNEL LETTERS SHOWN
ALLOWABLE SQ FT per code = 75 SQ FT
11 SQ FT ancillary copy TOTAL



RITE AID
Beverly Hills



TWENTY-FOUR [42] OVERLAY PANELS PER SIDE

PLAN SECTION DETAIL

All light sources shall be controlled by dimmer



SW2032 BUNGALOW BEIGE

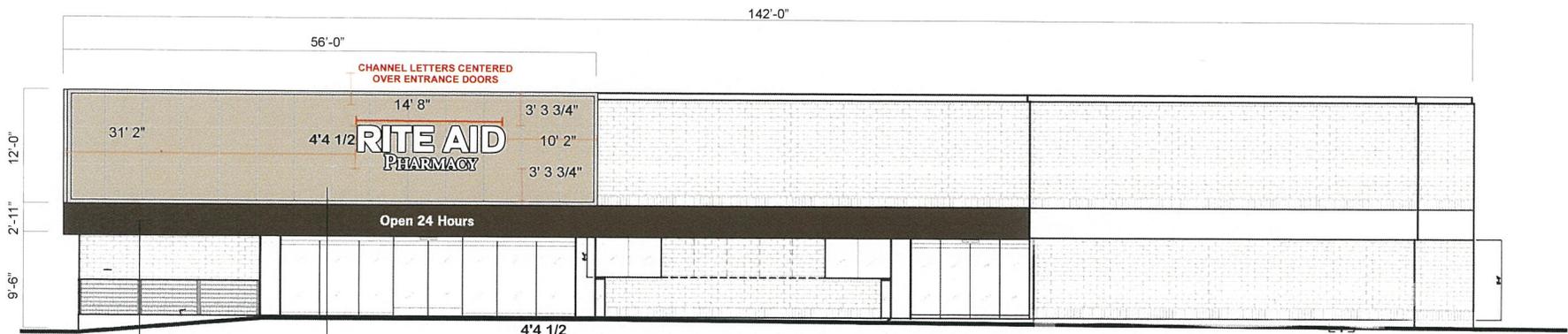
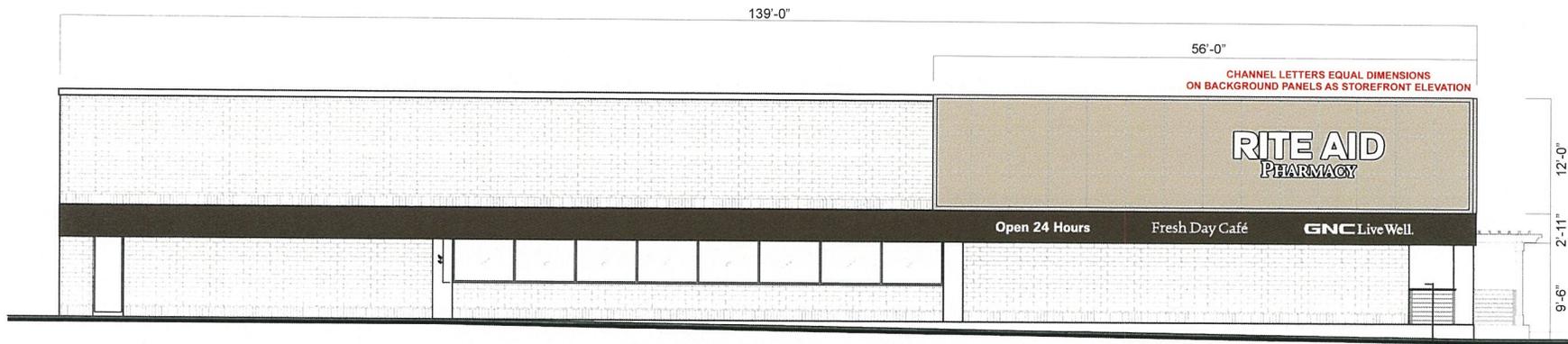
**PRELIMINARY
NOT FOR FABRICATION**



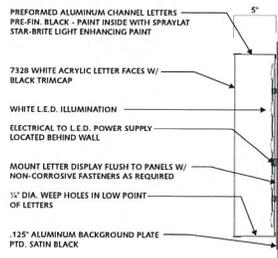
**TITLE 24
COMPLIANT**
State of California

**FINAL ELECTRICAL
CONNECTION BY
CUSTOMER**
This sign is intended to be installed in accordance with the requirements of Article 605 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign.

PROPERTY LINE



ALUMINUM



LETTER SECTION
REMOTE POWER SUPPLY





Channel letters w/ white faces, black trim & returns, and a black flat aluminum border



PREFORMED ALUMINUM CHANNEL LETTERS
PRE-FIN. BLACK - PAINT INSIDE WITH SPRAYLAT
STAR-BRITE LIGHT ENHANCING PAINT

7328 WHITE ACRYLIC LETTER FACES W/
BLACK TRIMCAP

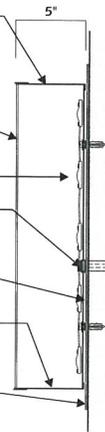
WHITE L.E.D. ILLUMINATION

ELECTRICAL TO L.E.D. POWER SUPPLY
LOCATED BEHIND WALL

MOUNT LETTER DISPLAY FLUSH TO PANELS W/
NON-CORROSIVE FASTENERS AS REQUIRED

1/4" DIA. WEEP HOLES IN LOW POINT
OF LETTERS

.125" ALUMINUM BACKGROUND PLATE
PTD. SATIN BLACK

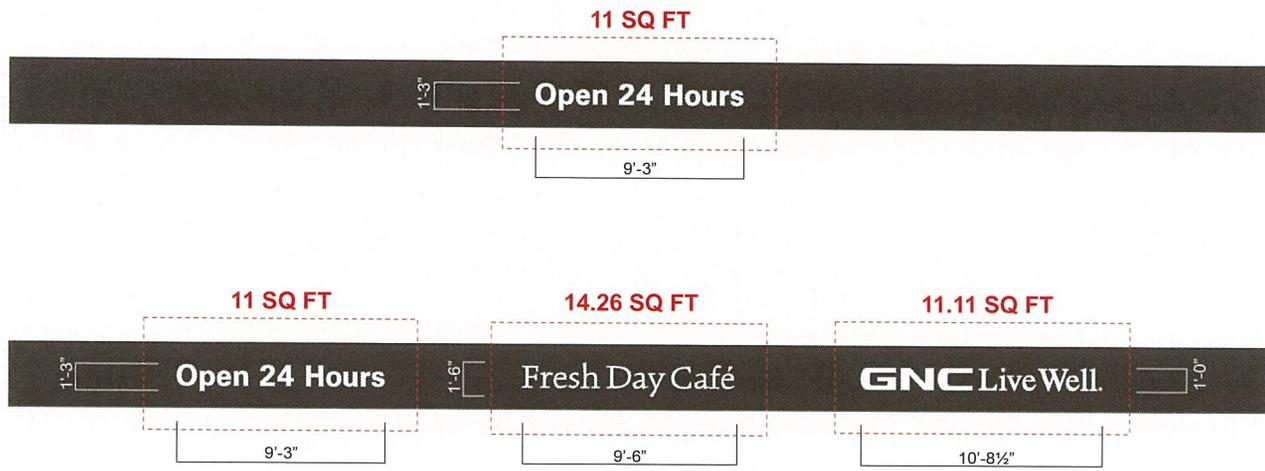


LETTER SECTION

NTS

REMOTE POWER SUPPLY



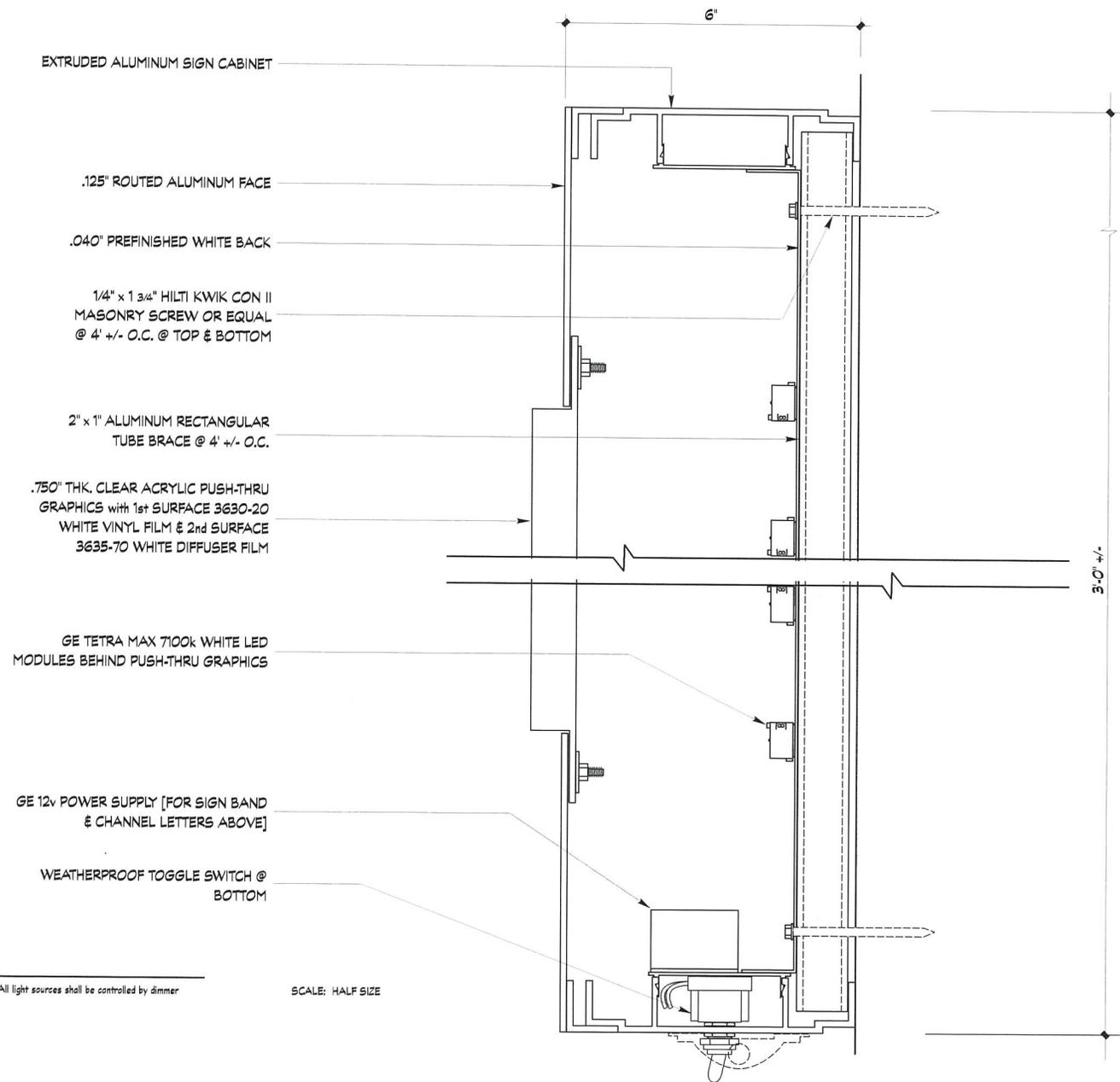


Illuminated awning bands

RITE AID
Beverly Hills



SW6076 TURKISH COFFEE



**PRELIMINARY
NOT FOR FABRICATION**

**TITLE 24
COMPLIANT**
State of California

**FINAL ELECTRICAL
CONNECTION BY
CUSTOMER**

 This sign is intended to be installed in accordance with the requirements of Article 605 of the National Electrical Code and for other applicable local codes. This includes proper grounding and bonding of the sign.





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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A SIGN ACCOMMODATION TO ALLOW BUSINESS IDENTIFICATION SIGNAGE TO FACE PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 300 NORTH CANON DRIVE (PL1333364 – RITE AID).

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

Section 1. P.S. Services, Inc., agent, on behalf of the property owner, Mark Gabay, and the tenant, Rite Aid (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signage to face private property for the property located at 300 North Canon 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 January 15, 2014 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 special conditions are proposed for this project.

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: January 15, 2014

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission