



## Architectural Commission Report

**Meeting Date:** Wednesday, February 19, 2014

**Subject:** **LULULMEON ATHLETICA**  
**334 North Beverly Drive**

Request for approval of business identification signage and a sign accommodation to allow a mural. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1401754)

**Project agent:** Sergio Meiron

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a business identification sign and a sign accommodation to allow a mural for the existing Lululemon Athletica retail establishment located at 334 North Beverly Drive, as proposed:

- Remove existing "Lululemon Athletica" sign copy and install new horizontal panel in the existing color and finish. Only the 6.25 SF company logo will remain as signage.
  - Pursuant to §10-4-604 of the Beverly Hills Municipal Code, the maximum sign area for a ground floor business with street frontage is calculated at a ratio of 2 SF for each one foot of linear street frontage. Based on a street frontage of approximately 34'-5", the maximum sign area for this tenant is 69 SF.
- Vinyl graphic mural with artistic line rendering on existing glass on the upper portion of the façade.
  - Pursuant to §10-4-319 of the BHMC, the Architectural Commission may approve a sign accommodation to authorize the installation of a mural or similar environmental graphic.

### URBAN DESIGN ANALYSIS

The removal of the existing sign copy creates a streamlined sign aesthetic and the remaining sign logo is appropriate to the façade. Additionally, the mural proposed on the upper portion of the façade positively enhances the building and the North Beverly Drive 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

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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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, February 7, 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 (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: Facade artistic graphics
- 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 existing business is upgrading the store facade, as follow:

The 'lululemon athletica' channel letters will be removed, the existing round Logo sign will remain. The trim will be replaced new in lieu of patching and painting.

A new artistic graphics will be applied on the green glass facade. It will be printed using UV grade ink on 3M outdoor hi-performance vinyl with additional lamination for extended life.

**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 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	Wall Signs Logo sign	1	2'-6" radius	9.82	
2	Facade Graphics	1	12'-0" x 33'-6"	402	
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: Vinyl with clear coat  
 Texture /Finish: Smooth  
 Color / Transparency: White with black & grey lines

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

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

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

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

**AWNINGS, CANOPIES**

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

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

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

**BUILDING ID SIGN(S)**

Material: Aluminum & Acrylic  
Texture /Finish: Smooth  
Color / Transparency: Black, White & Red

**EXTERIOR LIGHTING**

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

**PAVED SURFACES**

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

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

Material: Proposed: Hi-performance printed vinyl with clear vinyl coat  
Texture /Finish: Smooth  
Color / Transparency: White background, black and grey artistic lines

**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.

The existing sign will be removed, only the logo will remain. The facade will have a cleaner look.  
The graphics will add a touch of art and class on the empty and boring green wall.

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 existing logo is lighted with low voltage LEDs, which is energy efficient, light weight, reliable and there are no hot spots.  
There is very little heat emitted which makes it very safe to use in many applications, specially in signs. It do not use mercury, will never leak poisonous gasses.  
It is also absolutely silent, with no vibrations or buzzing sounds.

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 sign and it's components are made with reliability and quality in mind to last and keep it's appearance for many years to come.  
The artwork is printed with HP Scitex LX610 ink on high-performance 3M film with additional clear lamination for extended life.

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 signs are in harmony with the adjacent buildings as a high-end and classy artwork. It harmoniously integrates in the general area, as its location is near other luxurious store fronts.

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 signs comply to the Beverly Hills sign codes, it is in conformity to the other elements in the structure and adjacent buildings.



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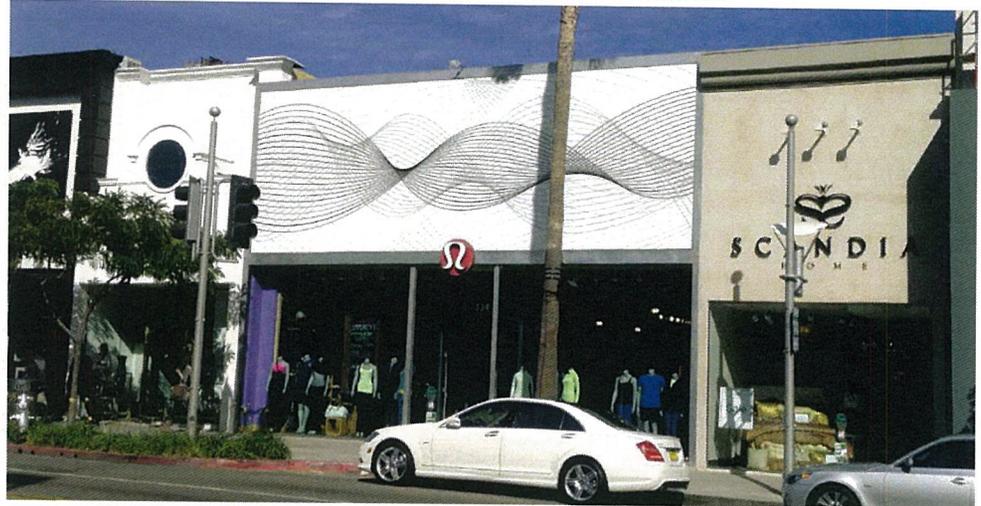
**Attachment B:**  
Project Design Plans

LULULEMON ATHLETICA PROPOSED CHANGES  
 334 N. BEVERLY DRIVE, BEVERLY HILLS, CA 90210

CURRENT CONDITION

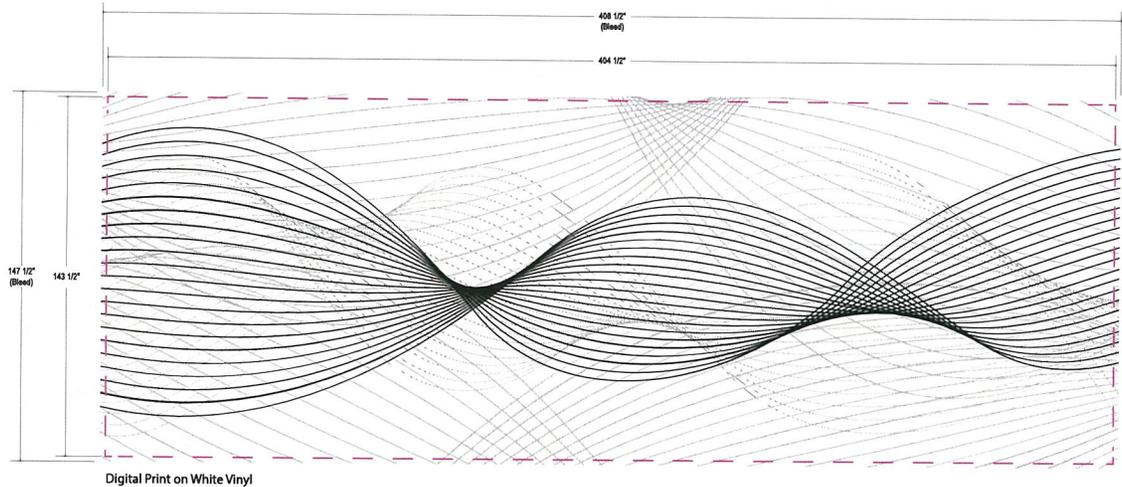


PROPOSED ARTISTIC GRAPHICS & LETTERING REMOVAL



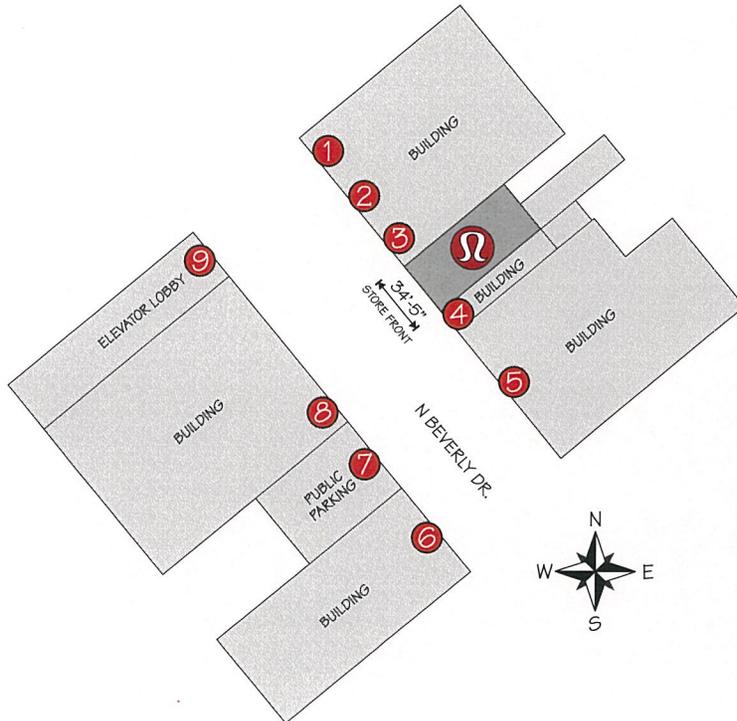
**SCOPE OF WORK:**  
 REMOVE EXISTING "LULULEMON ATHLETICA" CHANNEL LETTERS  
 INTERNALLY BACK-LIT ILLUMINATED LOGO TO REMAIN  
 INSTALL NEW PANEL IN THE SAME FINISH (TO COVER PENETRATION AND LETTERS MARKS)  
 APPLY NEW ARTISTIC PRINTED VINYL GRAPHICS ON THE FRONT GLASS FACADE

THE FACADE ARTWORK IS PRINTED WITH HP SCITEX LX610 UV (BLACK & GREY) INK  
 ON HIGH-PERFORMANCE 3M SELF ADHESIVE WHITE FILM WITH 3M CLEAR LAMINATION



STREET SCAPE PHOTOS & SITE PLAN  
334 N. BEVERLY DRIVE, BEVERLY HILLS, CA 90210

- |  |  |   |
|--|--|---|
| 1 JACK N' JILL'S<br>342 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210      | 4 SCANDIA<br>332 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210               | 7 PUBLIC PARKING  |
| 2 WILLIAM EMEST BROWN<br>340 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210 | 5 VICTORIA'S SECRET<br>328-330 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210 | 8 WILLIAM SONOMA<br>337 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210 |
| 3 MONNALISA<br>238 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210           | 6 ADRIANO GOLDSCHMIED<br>329 N. BEVERLY DR.<br>BEVERLY HILLS, CA 90210   | 9 ELEVATOR LOBBY  |





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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 BUSINESS IDENTIFICATION SIGNAGE AND A SIGN ACCOMMODATION TO ALLOW A MURAL FOR THE PROPERTY LOCATED AT 334 NORTH BEVERLY DRIVE (LULULEMON ATHLETICA - PL1401754).

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

Section 1. Sergio Meiron, agent, on behalf of the property owner, Ackerman Investment Partnership, LLC, and the tenant, Lululemon Athletica (Collectively the "Applicant"), has applied for architectural approval of business identification signage and a sign accommodation to allow a mural for the property located at 334 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on February 19, 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 project-specific 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: February 19, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission