



## Architectural Commission Report

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**Meeting Date:** Wednesday, April 16, 2014

**Subject:** **EVE BY EVE'S**  
**350 North Camden Drive**

Request for approval of a façade remodel, business identification signage, and a sign accommodation to allow awning signage to exceed seven inches in height. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1404806)

**Project agent:** Artem Golestian – Cenmill Inc.

**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 façade remodel, business identification signage, and a sign accommodation to allow awning signage to exceed seven inches in height for the new Eve by Eve's retail store located at 350 North Camden Drive. The façade remodel includes the following components:

#### *West Elevation (North Camden Drive)*

- Black metal cladding over existing storefront window frames;
- Black metal fascia above storefront windows;
- White smooth stucco façade;
- Black fabric awning over entry door, and;
- Clear glass entry door with black metal detailing.

#### *East Elevation (alley)*

- White smooth stucco façade;
- Multiple 30" high wood planters;
- Black metal windows in existing openings;
- Black fabric awnings over windows and doors, and;
- Two satin black metal doors.

In addition to the façade remodel, the applicant is proposing one (1) façade-mounted business identification sign and one (1) awning business identification sign, allocated as follows:

- One (1) 4.5 SF internally-illuminated business identification sign located on the metal fascia above the existing storefront windows.

#### 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](mailto:cgordon@beverlyhills.org)



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Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, 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 50'-0", the maximum sign area for this tenant is 100 SF.

- One (1) 18" high logo sign printed on the angled portion of the proposed awning.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-306, the Architectural Commission may approve a sign accommodation to allow letters and symbols to be painted or fixed in more than one line or exceed seven inches (7") in height if the combined height of the letters and symbols in all lines and the space or spaces between lines does not exceed fourteen inches (14") in overall height.

*Note: The applicant will be required to reduce the size of the awning sign to a code-compliant maximum height of fourteen inches (14"). However, the Architectural Commission may request for the sign to be reduced to a height of less than 14" if they are unable to make the findings necessary for approval. A project-specific condition has been included in the draft approval resolution (Attachment C) to this effect.*

### URBAN DESIGN ANALYSIS

The proposed façade remodel is a tasteful reworking of an existing building and respects the original integrity of the design. It exhibits a sophisticated design aesthetic that will positively enhance the streetscape of North Camden Drive. Furthermore, the proposed storefront remodel has been determined to be consistent with the Secretary of the Interior Standards for the Treatment of Historic Properties per a review conducted by Bill Crouch, Urban Designer.

### 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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.



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### **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, April 4, 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: 2
  - 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) Façade remodel: add glass façade to match existing architectural style of building.
- 2) Business identification sign: new sign at front of property (facing N. Camden Dr.). Illuminated
- 3) Interior remodel of retail store and office.
- 4) new white smooth stucco on exterior (rear and front)
- 5) New black cloth awnings, rear and front
- 6) New glass front door
- 7) New windows at rear of building, opening sizes to remain same as existing.

**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: HONNOLD; DOUGLAS & GEORGE V. RUSSEL

**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	68" w X 9.5" h	4.5	100 SQUARE FEET
2	Business ID Sign(s)	1	18" w X 18" h	2.25	100 SQUARE FEET
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:* 1)WHITE SMOOTH STUCCO, 2) BLACK META.  
*Texture /Finish:* 1)SMOOTH 2)SATIN PAINT.  
*Color / Transparency:* 1)WHITE , 2)BLACK

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

*Material:* METAL FRAME (NEW AND EXISTING)  
*Texture /Finish:* SMOOTH  
*Color / Transparency:* CLEAR GLASS BLACK PAINTED FRAMES

**ROOF**

*Material:* BUILT UP (NEW AND EXISTING)  
*Texture /Finish:* ROUGH FLAT  
*Color / Transparency:* WHITE / LIGHT GREY

**COLUMNS**

*Material:* STEEL WITH STUCCO TEXTURE (EXISTING)  
*Texture /Finish:* STUCCO SAND FINISH  
*Color / Transparency:* WHITE

**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:* CLOTH  
*Texture /Finish:* FABRIC  
*Color / Transparency:* BLACK / OPAQUE

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

*Material:* METAL AND WHITE PLASTIC  
*Texture /Finish:* SATIN AND SMOOTH  
*Color / Transparency:* BLACK / TRANLUCENT

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

*Material:* RECESSED CEILING DOWN LIGHT  
*Texture /Finish:* NA  
*Color / Transparency:* BLACK

**PAVED SURFACES**

*Material:* CONCRETE  
*Texture /Finish:* SMOOTH, LIGHT BROOM  
*Color / Transparency:* GREY AND WHITE

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

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

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

EXISTING LANDSCAPING TO REMIAN AND EXISTING ARCHITECTURAL STYLE OF BUILDING TO REMAIN.

**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 building is a early 1940's brick structure on three sides, with a modern glass front facade. The proposed facade design aims to keep all existing elements of the architectural and color/material scheme from the original design. This will in the end create a more harmonies streetscape by bringing neighboring roof lines into a aesthetically pleasing datum.

- 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 original design of the facade is being maintained at street level, thus noise conditions resulting from front facade alteration will not change due to new design. All rear and side walls are also being maintained in there current form, thus noise conditions in relation to rear and side walls will not change due to new front facade alterations.

- 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 facade design aims to keep all existing elements of the architectural and color/material scheme from the original design. This will in the end create a more harmonies streetscape by bringing neighboring roof lines into a aesthetically pleasing datum.

- 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 general area of 350 N Camden Dr. is a mixture of old and new architecture in a multiple of styles and intentions. as the proposed design is in keeping with the existing style of building, no negative impact is anticipated to the current and future general or specific plans of the City of Beverly Hills.

- 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.**

No change to building mass are being proposed, thus the only impact of the proposed design in terms of municipal code is the architectural and physical integrity of the proposed front facade alteration.

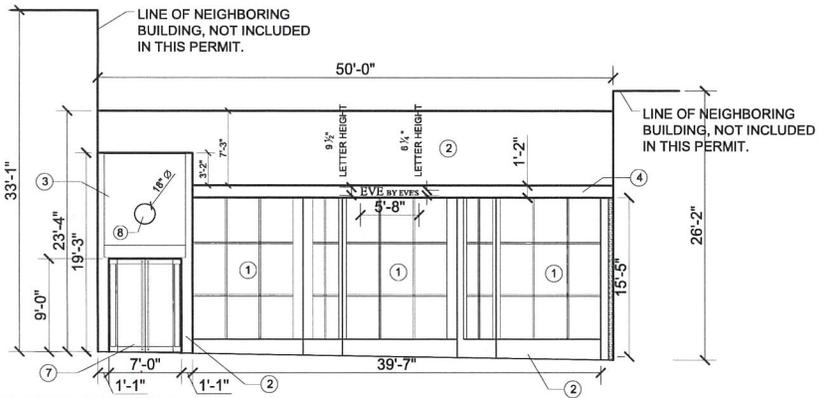


**Architectural Commission Report**

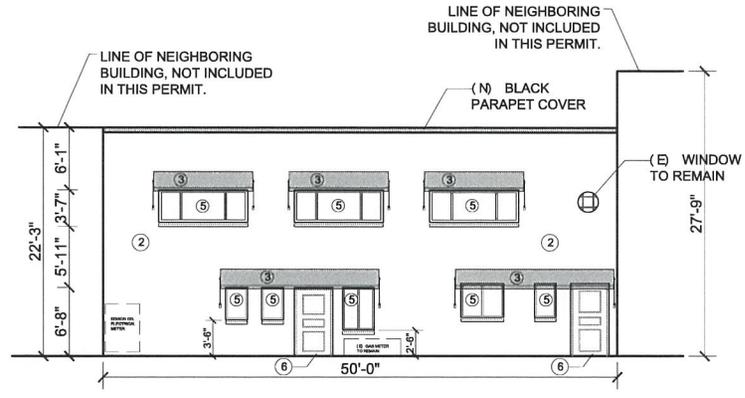
455 North Rexford Drive, Room 280-A

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**Attachment B**  
Project Design Plans

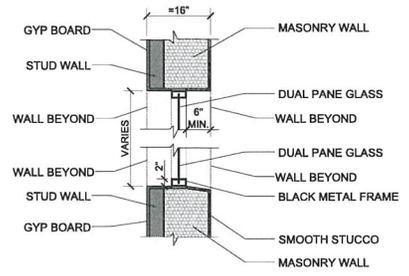


**EXISTING FRONT ELEVATION**  
SCALE: 3/32" = 1'-0"

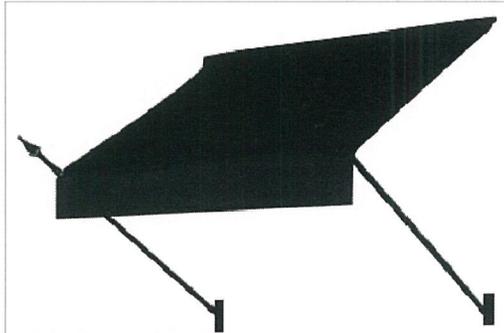


**REAR ELEVATION (EAST)**  
SCALE: 3/32" = 1'-0"

- ELEVATIONS LEGEND**
- ① EXISTING WINDOW TO REMAIN (RE-CLAD FRAME WITH NEW BLACK METAL)
  - ② (N) NEW SMOOTH STUCCO, PURE WHITE
  - ③ (N) BLACK CLOTH AWNING
  - ④ (N) BLACK METAL FASCIA WITH ILLUMINATED SIGN
  - ⑤ (N) BLACK METAL FRAME WINDOWS, EXISTING OPENING SIZES TO REMAIN
  - ⑥ (N) BLACK METAL DOOR, SATIN FINISH BLACK PAINT
  - ⑦ (N) SATIN BLACK METAL ENTRY DOORS
  - ⑧ (N) WHITE EMBLEM PRINTED ON NEW AWNING



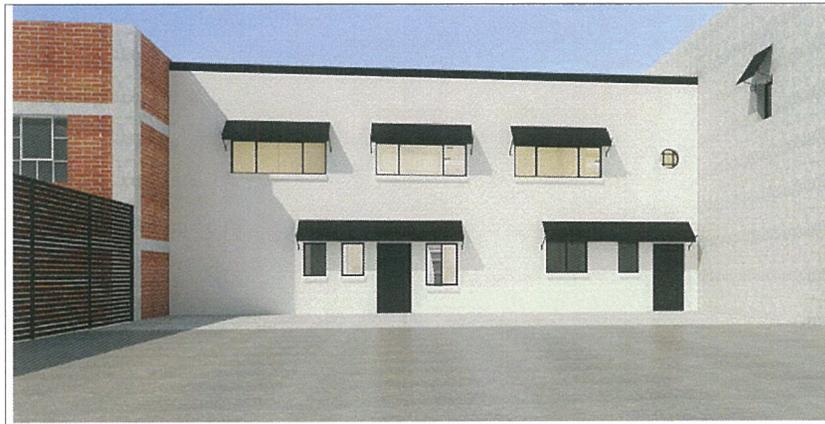
**REAR WINDOW DETAIL**  
SCALE: NONE





**FRONT ELEVATION (WEST)**

SCALE: 3/32" = 1'-0"



**REAR ELEVATION (EAST)**

SCALE: 3/32" = 1'-0"

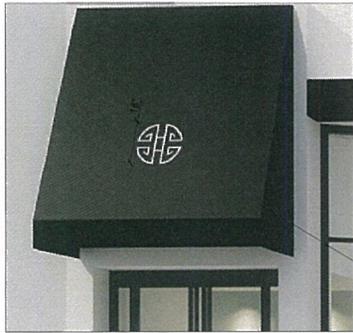
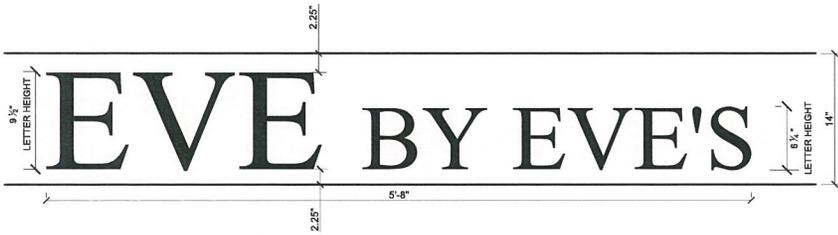
REVISIONS:

- 1
- 2
- 3
- 4
- 5

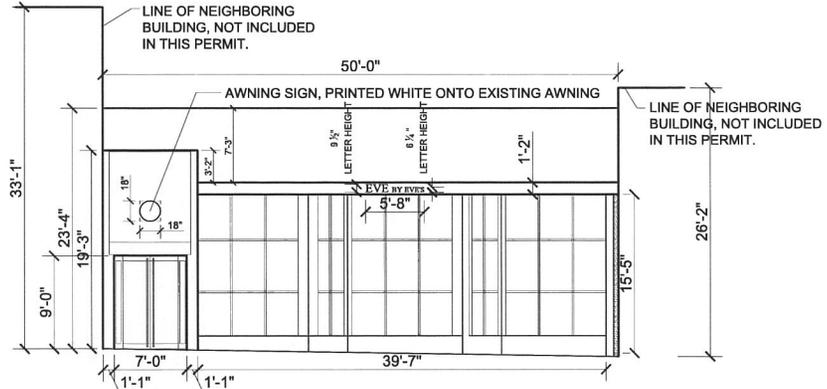
DATE:  
 03-25-2014

COLOR  
 ELEVATIONS

HEET  
**A-3**



SIGN SQUARE FEET		
SIGN 1	5'-8" x 9.5"	4.5 ft <sup>2</sup>
AWNING SIGN	18"x18"	2.3 ft <sup>2</sup>

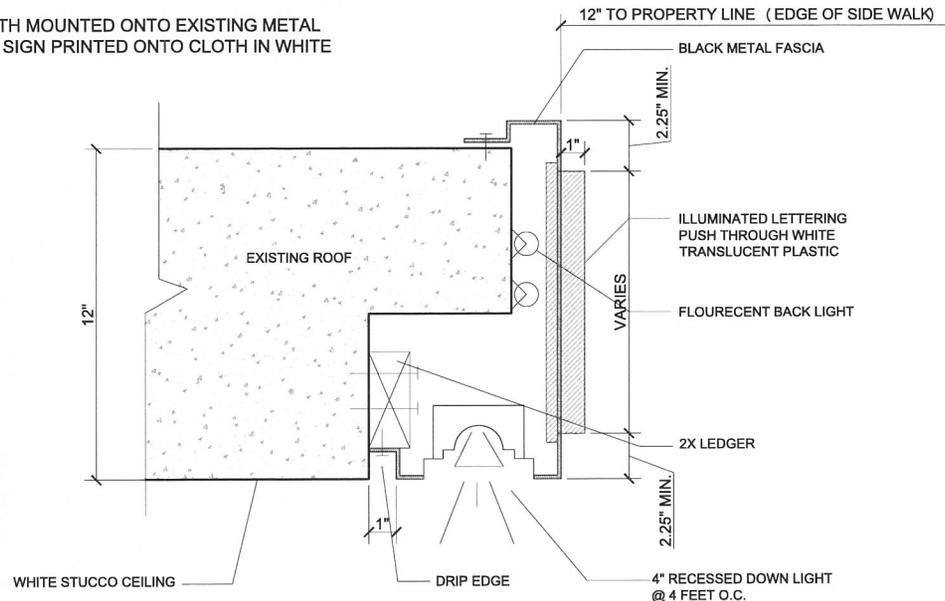


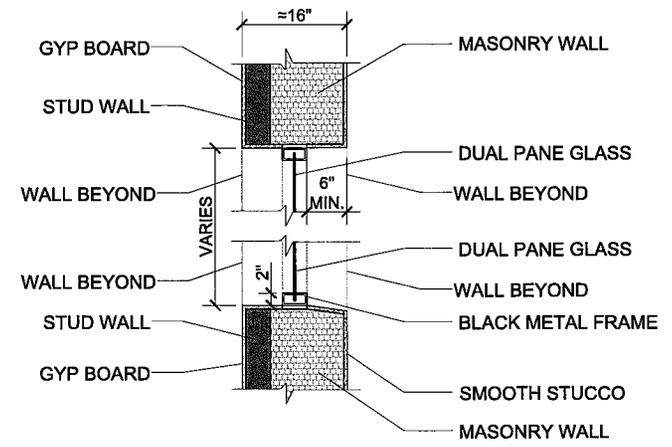
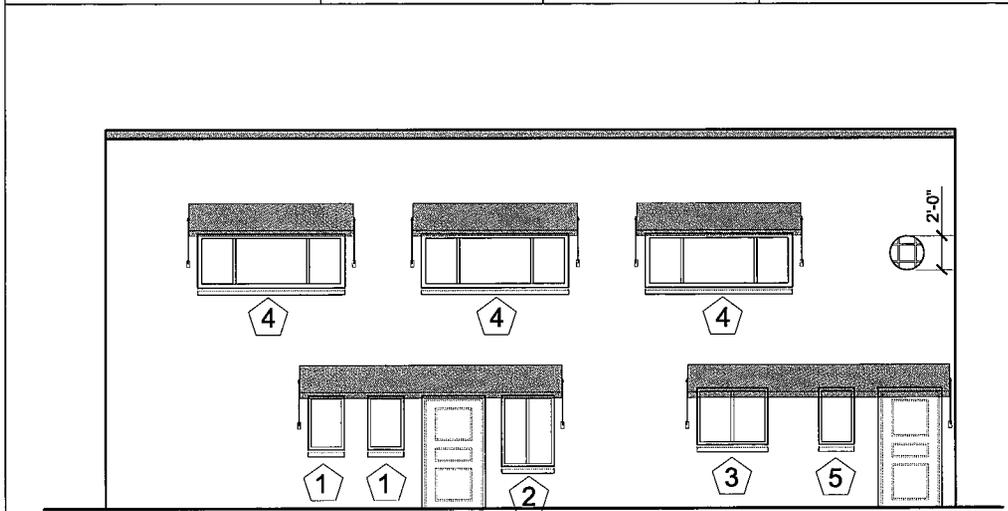
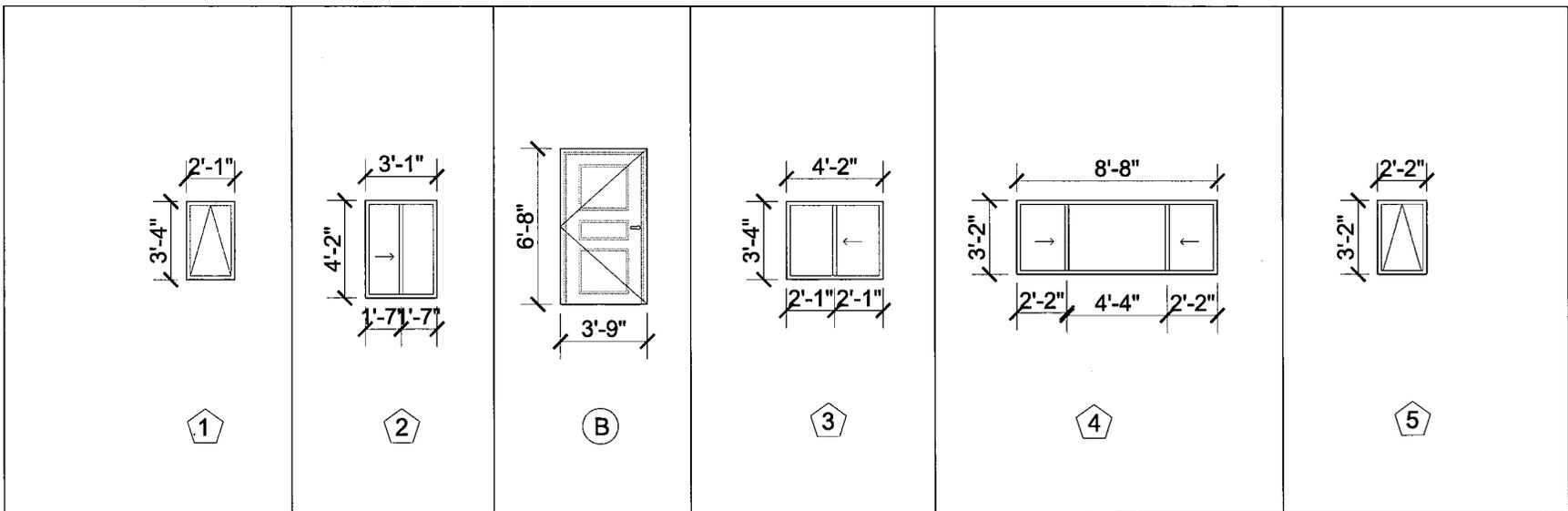
FRONT ELEVATION  
SCALE: 3/32" = 1'-0"

NEW BLACK CLOTH MOUNTED ONTO EXISTING METAL AWNING FRAME, SIGN PRINTED ONTO CLOTH IN WHITE



EXAMPLE OF EMBOSSED ILLUMINATED LETTERING





REAR ELEVATION (EAST)

SCALE: 3/32" = 1'-0"

REAR WINDOW DETAIL

SCALE: NONE



RETAIL STORE & OFFICE  
 350 NORTH CAMDEN DRIVE  
 BEVERLY HILLS, CA 90210

- REVISIONS:
- 1
  - 2
  - 3
  - 4
  - 5

DATE:  
 10-30-2013

PHOTOGRAPHS

SHEET  
 A-6



EXISTING



PROPOSED

RETAIL STORE & OFFICE  
 350 NORTH CAMDEN DRIVE  
 BEVERLY HILLS, CA 90210

- REVISIONS:
- ①
  - ②
  - ③
  - ④
  - ⑤

DATE: 03-25-2014  
 STREET SCAPE  
 PHOTO  
 MONTAGE



FRONT 3D PERSPECTIVE



REAR 3D PERSPECTIVE

REVISIONS.

- 1
- 2
- 3
- 4
- 5

DATE  
 03-25-2014

3-D  
 PERSPECTIVE  
 RENDERING

BY  
 A-8



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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 FOR A FAÇADE REMODEL, BUSINESS IDENTIFICATION SIGNAGE, AND A SIGN ACCOMMODATION TO ALLOW AWNING SIGNAGE TO EXCEED SEVEN INCHES IN HEIGHT FOR THE PROPERTY LOCATED AT 350 NORTH CAMDEN DRIVE (PL1404806 –EVE BY EVE’S).

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

Section 1. Artem Golestian, agent, on behalf of the property owner, Norton Associates, LLC, and the tenant, Eve by Eve’s (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, business identification signage, and a sign accommodation to allow awning signage to exceed seven inches in height for the property located at 350 North Camden 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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on April 16, 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, complaint 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 awning signage shall be reduced to an overall maximum height of fourteen inches (14”).

Standard Conditions

2. **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.
3. **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.
4. **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.
5. **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.

6. **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.
7. **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.
8. **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.
9. **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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: April 16, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission