



## City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210  
TEL. (310) 458-1141 FAX. (310) 858-5966

# Architectural Commission Report

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**Meeting Date:** Wednesday, May 21, 2014

**Subject:** **ENGEL & VÖLKERS (PL1406648)**  
**340 North Camden Drive**

Request for approval of a façade modification and a sign accommodation for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** Raphael Barragan – Engel & Völkers

**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 modification and a sign accommodation for multiple business identification signs for the new Engel & Völkers office located at 340 North Camden Drive. The façade modification includes the following:

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

- Paint existing brick façade and plaster piers in white to match existing painted plaster spandrel;
- Pre-finished metal architectural spandrel and sign band;
- Three white fabric awnings and painted metal frames with 5" signage lettering (note: signage is proposed on only two awnings);
- Four glass fiber reinforced concrete pilasters adjacent to existing storefront system;
- Brushed aluminum door handles on existing storefront entry, and;
- Clear glass sidelights in with anodized aluminum frame to match existing storefront entry.

#### *East Elevation (alley)*

- Two squared windows with aluminum frame in existing in-filled window spaces.

In addition to the façade modifications, the applicant is proposing a total of 9.3 SF of business identification signage, allocated as follows:

- One (1) halo-illuminated, façade-mounted 8.2 SF business identification sign;
- One (1) non-illuminated 0.5 SF business identification sign (mounted to an interior fixture), and;
- One (1) non-illuminated 0.6 SF business identification sign (mounted to an interior fixture).

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 otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall

#### 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)



## Architectural Commission Report

455 North Rexford Drive, Room 280-A  
AC Meeting – May 21, 2014

below 20'-0". For this retail tenant, the maximum business identification sign area is 47.5 SF (based on a storefront width of approximately 23'-9").

### URBAN DESIGN ANALYSIS

The proposed façade remodel is a tasteful reworking of an existing building, respects the original integrity of the design, and will positively enhance the streetscape of North Camden Drive. However, the applicant should consider utilizing the existing window rhythm on the alley-oriented elevation as the squared windows do not provide a cohesive aesthetic.

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

### 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 Friday, May 9, 2014. To date, staff has not received any comments in regards to the submitted project.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A  
AC Meeting – May 21, 2014

**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:**

Work includes painting of entire façade, new glass door at entry, new fabric awnings, new applied pilasters fabricated from glass reinforced plaster to existing brick façade. New spandrel sign - shop painted break metal with backlit letters and silkscreen painted line work on metal surface.

**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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)				
2					
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: Brick  
 Texture /Finish: Painted  
 Color / Transparency: White/Opaque

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

Material: Glass door with Anodized Aluminum Frame (Existing), Painted White Trim  
 Texture /Finish: Clear Anodized Aluminum  
 Color / Transparency: Clear 1/4" Glazing

**ROOF**

Material: Existing - Flat Built up roof  
 Texture /Finish: Light Texture  
 Color / Transparency: Grey

**COLUMNS**

Material: Exterior Cement Plaster  
 Texture /Finish: Sand Texture  
 Color / Transparency: White

**BALCONIES & RAILINGS**

Material: Metal Pipe Rail  
 Texture /Finish: Smooth Painted  
 Color / Transparency: White

**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:* Sunbrella Nylon Fabric  
*Texture /Finish:* CanvasTexture/Matte Finish  
*Color / Transparency:* White/Opaque

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

*Material:* Prefinished Metal (internally illuminated)  
*Texture /Finish:* Smooth/Non Reflective  
*Color / Transparency:* White Background, Black Lettering and Red accents (Ampersand)

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

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

**PAVED SURFACES**

*Material:* Cast in place Concrete to match (E) Public Sidewalk  
*Texture /Finish:* Broom Finish  
*Color / Transparency:* Grey

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

*Material:* Glass reinforced plaster Fluted Pilasters  
*Texture /Finish:* Smooth cast  
*Color / Transparency:* White/Opaque

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

No exterior landscape is proposed - building is a zero lot line facade along the public way. ramped entry from existing street sidewalk at N. Camden Dr.

**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.**

Enhancements to the facade related to the structural expressionism of the existing building. An articulate plaster supporting horizontal elements at floor line are similar to the existing expressed vertical pier and horizontal rectangular canopy at the 3rd floor. Windows and doors are treated as punched openings into the existing painted brick facade in the same manner as the existing openings. New elements express international brand of brokerage firm in a manner that compliments the existing structural expression adding greater detail at the level of the sidewalk, and similar levels of transparency, visibility to interior spaces as existing facade.

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.**

Added enhancements are consistent with the existing facade expression in terms exterior acoustic environment. The color palette is monochromatic in white on white tones with black text and red accent text (ampersand)

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 paint, awnings, pre-finished metal sign and cast GFRP pilasters are of high quality materials requiring little maintenance over their lifespan.

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 existing building remains as it currently is relative to adjacent properties from a land use, and development strategy - existing height is maintained, set back from street is consistent with adjacent buildings.

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.**



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

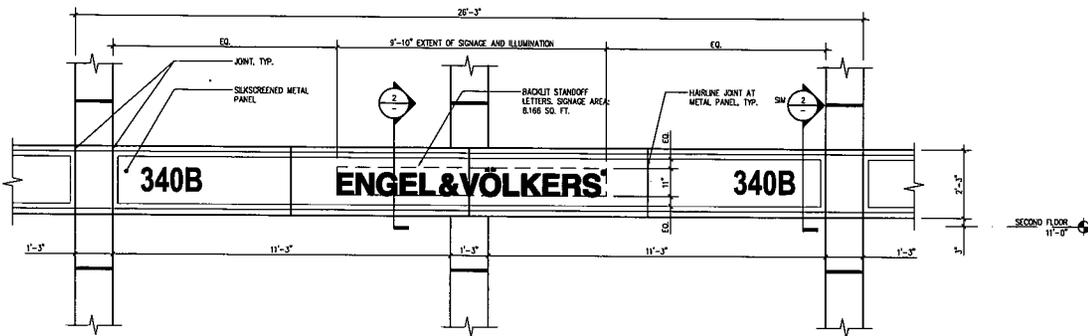
AC Meeting – May 21, 2014

**Attachment B**

Project Design Plans

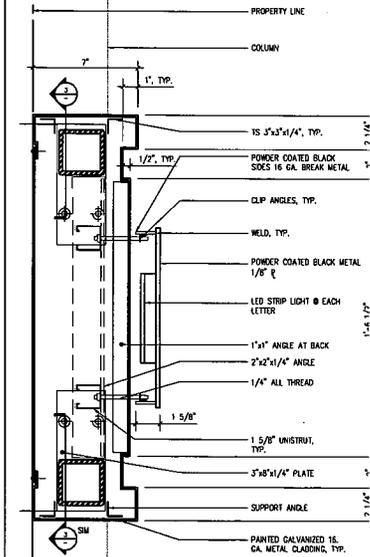




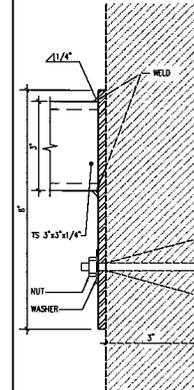


TOTAL FACADE SIGNAGE AREA:  
12,638 SQ. FT.  
TOTAL LENGTH OF TENANT STOREFRONT:  
26'-3"  
TOTAL LENGTH OF BUILDING STOREFRONT:  
50'-0"

1 ENLARGED ELEVATION W/SIGNAGE  
SCALE: 1/4"=1'-0"



2 FREESTANDING SPANDREL & SIGNAGE DETAIL  
SCALE: 1 1/2"=1'-0"



3 SPANDREL CONNECTION DETAIL  
SCALE: 1 1/2"=1'-0"

ENGEL & VÖLKERS



340B NORTH CAMDEN  
DRIVE

SMITHGROUP JR

400 P. HOPKINSON  
SUITE 1820  
1100 HUNTERTON CIRCLE  
NEW YORK, NY 10019  
www.smithgroup.com

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ARCH REVIEW BOARD MAY 21, 2016

SMITHGROUP JR

PROJECT MARK

SIGNAGE  
DETAILS

AS NOTED

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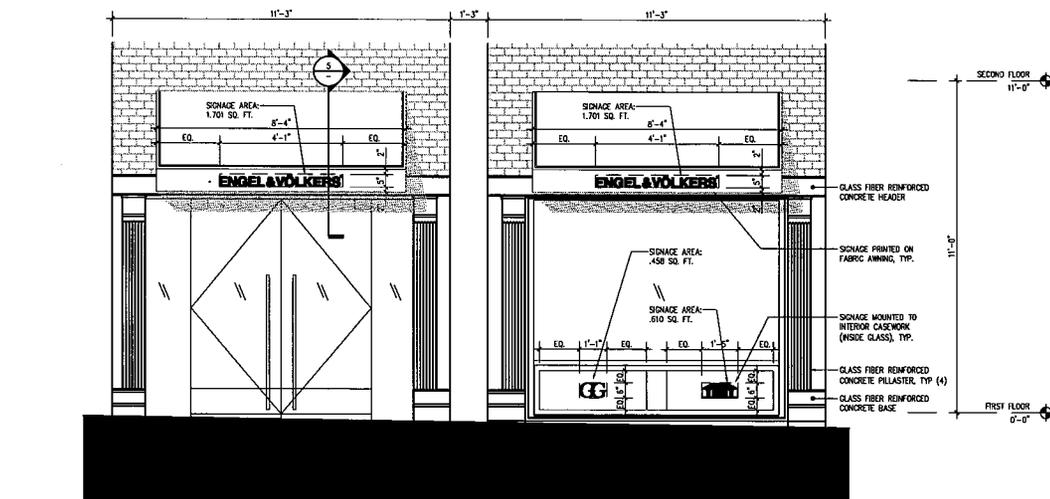
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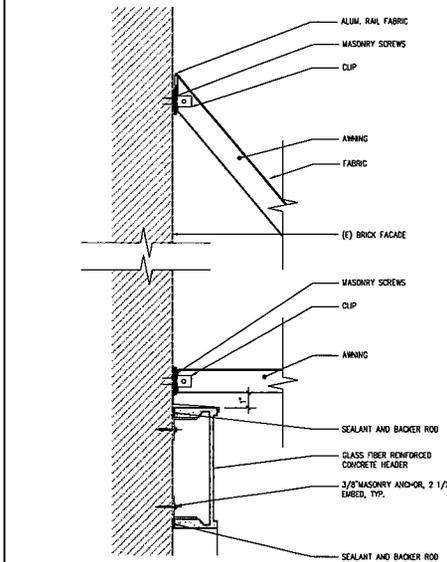
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TOTAL FACADE SIGNAGE AREA:  
12,638 SQ. FT.  
TOTAL LENGTH OF TENANT STOREFRONT:  
26'-3"  
TOTAL LENGTH OF BUILDING STOREFRONT:  
50'-0"

4 ENLARGED ELEVATION W/ FABRIC AWNING SIGNAGE  
SCALE: 1/4"=1'-0"



5 FABRIC AWNING DETAIL  
SCALE: 1 1/2"=1'-0"













**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

**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 MODIFICATION AND A SIGN ACCOMMODATION TO ALLOW MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 340 NORTH CAMDEN DRIVE (PL1406648 –ENGEL & VÖLKERS).

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

Section 1. Raphael Barragan, agent, on behalf of the property owner, KJ Camden, LLC, and the tenant, Engel & Völkers (Collectively the “Applicant”), has applied for architectural approval of a façade modification and a sign accommodation to allow multiple business identification signs for the property located at 340 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 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on May 21, 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

No project-specific conditions are proposed.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city’s municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission

within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
7. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be

entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: May 21, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission