



Architectural Commission Report

Meeting Date: Wednesday, May 21, 2014

Subject: **9533 BRIGHTON WAY (PL1406936)**
 Request for approval of a façade modification, a sign program for an existing commercial building, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signage to be located on a wall abutting an alley or private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Robbie Luongo – Luongo Design

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 modification, a sign program for an existing commercial building, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signage to be located on a wall abutting an alley or private property for the existing retail building located at 9533 Brighton Way. The façade modification includes the following:

- New storefront systems and entries with clear glazing and polished stainless steel hardware for each tenant space (note: there is no proposed change in size to existing building fenestration).

In addition to the façade modifications, the applicant is also proposing a new sign program for the building, allocated between each tenant as follows:

Tenant	Requested Signage	Maximum Allowed Signage
A*	<p><i>Brighton Way</i></p> <p>One (1) façade-mounted 30.52 SF sign Three (3) window-mounted 2.54 SF signs</p> <p><i>North Camden Drive</i></p> <p>One (1) window-mounted 2.54 SF sign</p> <p>TOTAL: 40.68 SF</p>	100 SF cumulative for both public street facing elevations.
B	<p>One (1) window-mounted 2.54 SF sign Two (2) façade-mounted 15.9 SF banner signs</p> <p>TOTAL: 33.34 SF</p>	80 SF (based on a storefront width of approx. 40'-0")

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

Tenant	Requested Signage	Maximum Allowed Signage
C	One (1) façade-mounted 30.52 SF sign Two (2) window-mounted 2.54 SF signs TOTAL: 35.6 SF	40 SF (based on a storefront width of approx. 20'-0")
D*	<i>Brighton Way</i> One (1) façade-mounted 30.54 sign Two (2) window-mounted 2.54 SF signs TOTAL: 35.6 SF <i>Alley-oriented signage</i> One (1) façade-mounted 6.03 sign TOTAL: 6.03 SF	<i>Brighton Way</i> 67.2 SF (based on a storefront width of 33'-8") <i>Alley</i> 75 SF (based on a storefront width of 50'-0")
E	<i>North Camden Drive</i> One (1) window-mounted 2.54 SF sign TOTAL: 2.54 SF	6 SF (second floor tenant)

* Indicates a sign accommodation is required.

While the font and color of each sign are proposed to be determined by each individual tenant, the material choices for each sign type are listed below:

Sign Type	Material / Lighting
Façade-mounted	Individual aluminum letters Halo-illuminated
Window-mounted	Individual vinyl letters Non-illuminated
Banner	Fabric Non-illuminated

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 below 20'-0".

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.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

URBAN DESIGN ANALYSIS

While the façade-mounted and banner signs are appropriate to the building and will serve to positively enhance the building and overall streetscape, the applicant should consider replacing the vinyl window-mounted letters with a high-quality metal letters that complement the façade-mounted signage.

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 for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

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: 15
 - Building Identification Sign(s)
 - Number of signs proposed: _____
 - Sign Accommodation (explain reason for the accommodation request below):
 - Additional signage required for multiple new tenants _____ Number of signs proposed: 15
 - 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:

New glass entry doors and glazing for new tenants. New exterior signage for each tenant. New demising walls between each tenant. Existing stucco, roof, ivy, openings at all arches to remain as is.

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	See attached chart				
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: Stucco - Existing to remain
Texture /Finish: Smooth - Existing to remain
Color / Transparency: Beige - Existing to remain

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

Material: Brushed Stainless steel hardware & door pulls
Texture /Finish: Brushed
Color / Transparency: Clear glazing to match existing

ROOF

Material: Adobe Clay Tile Roof - Existing to remain
Texture /Finish: Smooth
Color / Transparency: Adobe

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Aluminum Halo lit signage
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Existing to remain
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

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

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:

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 proposed plan will maintain the historic building without removing any architectural features.

- 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 new glazing will be more energy efficient than the existing glass. The new demising walls are five hour rated with insulation.

- 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 existing building is well maintained. The new plan will create an elevated shopping experience.

- 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 proposed plans will add to the harmony of Beverly Hills and create a more vibrant business and shopping district.

- 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 proposed storefront conforms to all codes and will enhance the building and the Golden Triangle.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

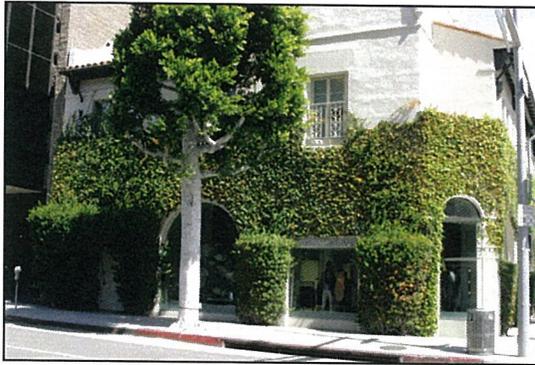
Attachment B
Project Design Plans

9533 BRIGHTON WAY
BEVERLY HILLS, CA 90210

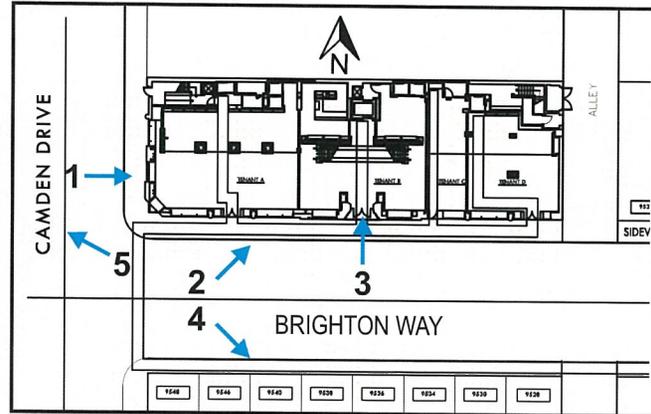
0 05/05/14

LUONGO
DESIGN GROUP

STREETSCAPE EXISTING



①
WEST VIEW



KEY PLAN



④
VIEW ACROSS THE STREET



②
PERSPECTIVE FRONT VIEW



③
SIGNAGE FOR TENANT B



⑤
VIEW ON CAMDEN AT BRIGHTON

05/05/14

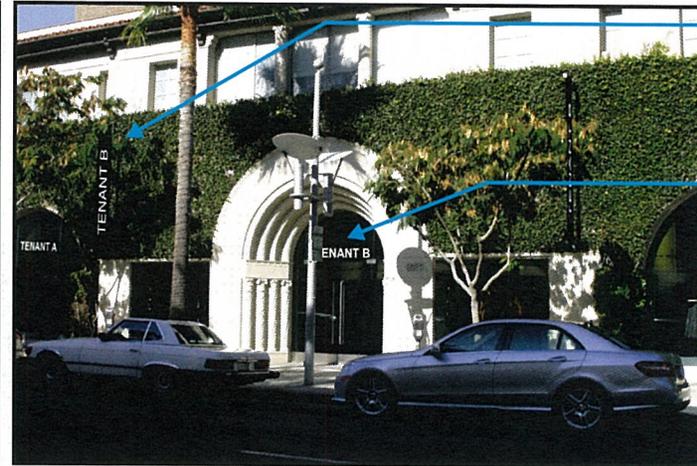
Client Review Status	Notes	Date / Description	Project Information
LUONGO DESIGN GROUP requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision. <input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit	-	05/05/14 Issue Date Signage	Client: Jenel Management Corp. 275 Madison Avenue Suite 702 New York, NY 10016 File: BRIGHTON DESIGN REVIEW Design: Luongo Design Group
Name: _____			
Title: _____			

LUONGO
 DESIGN GROUP
 LUONGODESIGN.COM

This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.

STOREFRONT PROPOSED

STORE FRONT PROPOSED



05/05/14

Client Review Status	Notes	Date / Description	Project Information
LUONGO DESIGN GROUP requires that an <input type="checkbox"/> "Approved" drawing be obtained from the client prior to any production release or production release revision. <input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit Name _____ Date _____ Title _____	-	05/05/14 Issue Date Signage <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Client: Jenel Management Corp. 275 Madison Avenue Suite 702 New York, NY 10016 File: BRIGHTON DESIGN REVIEW Design: Luongo Design Group

This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.

MATERIAL BOARD

ALUMINUM HALO SIGNAGE
*FONT & COLOR BY TENANT

Vinyl

ALUMINUM HALO SIGNAGE
*FONT & COLOR BY TENANT

Banner

Vinyl

ALUMINUM HALO LIT SIGNAGE
*FONT & COLOR BY TENANT

ALUMINUM HALO SIGNAGE
*FONT & COLOR BY TENANT

Vinyl

ALUMINUM HALO SIGNAGE
*FONT & COLOR BY TENANT

Logo

Vinyl

VINYL SIGNAGE @ STOREFRONT GLASS

EXISTING ROOF, STUCCO, W/ GLAZING AND EXISTING OPENINGS AT ALL ARCHES TO REMAIN AS IS. NEW ENTRY DOORS WILL MATCH EXISTING AND WILL BE INSTALLED WITHIN EXISTING ARCHES AS SHOWN ON NEW PLANS.

CAMDEN DR. (SOUTH) ELEVATION
SCALE: 3/32"=1'-0"

FABRIC BANNER BLADE SIGN FOR TENANT B ONLY
(NON ILLUMINATED)

ENTRY DOOR HARDWARE & FINIALS @ BANNER SIGNS

Client Review Status	Notes	Date / Description	Project Information
LUONGO DESIGN GROUP requires that an <input type="checkbox"/> "Approved" drawing be obtained from the client prior to any production release or production release revision. <input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit Name: _____ Date: _____		05/05/14 Issue Date Signage	Client: Jenel Management Corp. 275 Madison Avenue Suite 702 New York, NY 10016 File: BRIGHTON DESIGN REVIEW Design: Luongo Design Group

This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.

05/05/14

Client Review Status

LUONGO DESIGN GROUP requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision.
 Approved Approved as Noted Revise & Resubmit
 Name: _____ Date: _____

Notes

Date / Description

05/05/14	Issue Date Signage
▲	
▲	
▲	
▲	

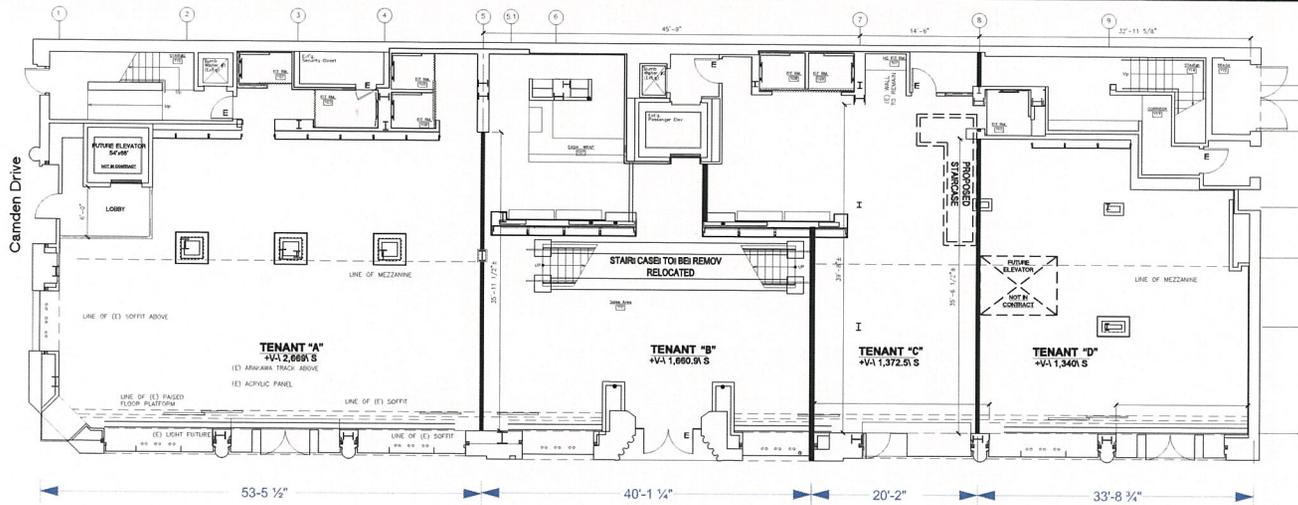
Project Information

Client: **Jenel Management Corp.**
 275 Madison Avenue Suite 702
 New York, NY 10016
 File: **BRIGHTON DESIGN REVIEW**
 Design: Luongo Design Group

This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.

DOOR SCHEDULE

DOOR TYPES		DOOR JAMB	SCALE: NONE	5	DOOR HEAD	SCALE: NONE	4	TYP. BOTTOM OF WALL DETAIL	SCALE: NONE	3	TYP. TOP OF WALL DETAIL	SCALE: NONE	2																																																																																																																																																																																													
 		<p align="center">DOOR SCHEDULE</p> <p align="center">FROM DOOR DETAILS REFER TO DOOR TYPES - THIS SHEET</p> <table border="1"> <thead> <tr> <th>NO</th> <th>ROOM NAME</th> <th>WIDTH</th> <th>HEIGHT</th> <th>THK</th> <th>TYP</th> <th>MATERIAL</th> <th>FINISH</th> <th>CORE</th> <th>GLZG.</th> <th>FIRE RATING</th> <th>MATERIAL</th> <th>FINISH</th> <th>H</th> <th>J</th> <th>S</th> <th>HW</th> <th>REMARKS</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>TENANT A</td> <td>3'-0"</td> <td>8'-3" PR</td> <td>-</td> <td>A</td> <td>GLASS</td> <td>TO MATCH STOREFRONT</td> <td>-</td> <td>1/2"</td> <td></td> <td>-</td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>STOREFRONT DOOR - DOUBLE ACTING ON PIVOT HINGE, TEMPERED, FRAMELESS 1/2" TEMPERED CLEAR GLASS</td> </tr> <tr> <td>2</td> <td>TENANT C</td> <td>3'-0"</td> <td>8'-3"</td> <td>-</td> <td>A</td> <td>GLASS</td> <td>TO MATCH STOREFRONT</td> <td>-</td> <td>1/2"</td> <td></td> <td>-</td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> </tr> <tr> <td>3</td> <td>TENANT D</td> <td>3'-0"</td> <td>8'-3" PR</td> <td>-</td> <td>A</td> <td>GLASS</td> <td>TO MATCH STOREFRONT</td> <td>-</td> <td>1/2"</td> <td></td> <td>-</td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> </tr> <tr> <td>4</td> <td>EXIT DOOR (WEST)</td> <td>3'-0"</td> <td>7'-0"</td> <td>1 3/4"</td> <td>B</td> <td>H.M.</td> <td></td> <td></td> <td></td> <td></td> <td>METAL</td> <td>SEMI GLOSS</td> <td>4</td> <td>5</td> <td></td> <td></td> <td>2</td> <td></td> </tr> <tr> <td>5</td> <td>TENANT A</td> <td>3'-0"</td> <td>7'-0"</td> <td>1 3/4"</td> <td>B</td> <td>H.M.</td> <td></td> <td></td> <td></td> <td></td> <td>METAL</td> <td>SEMI GLOSS</td> <td>4</td> <td>5</td> <td></td> <td></td> <td>2</td> <td></td> </tr> <tr> <td>6</td> <td>TENANT A</td> <td>3'-0"</td> <td>7'-0"</td> <td>1 3/4"</td> <td>B</td> <td>H.M.</td> <td></td> <td></td> <td></td> <td></td> <td>METAL</td> <td>SEMI GLOSS</td> <td>4</td> <td>5</td> <td></td> <td></td> <td>2</td> <td></td> </tr> <tr> <td>7</td> <td>TENANT B</td> <td>3'-0"</td> <td>7'-0"</td> <td>1 3/4"</td> <td>B</td> <td>H.M.</td> <td></td> <td></td> <td></td> <td></td> <td>METAL</td> <td>SEMI GLOSS</td> <td>4</td> <td>5</td> <td></td> <td></td> <td>2</td> <td></td> </tr> <tr> <td>8</td> <td>TENANT B</td> <td>3'-0"</td> <td>7'-0"</td> <td>1 3/4"</td> <td>B</td> <td>H.M.</td> <td></td> <td></td> <td></td> <td></td> <td>METAL</td> <td>SEMI GLOSS</td> <td>4</td> <td>5</td> <td></td> <td></td> <td>2</td> <td></td> </tr> <tr> <td>9</td> <td>TENANT D</td> <td>3'-0"</td> <td>7'-0"</td> <td>1 3/4"</td> <td>B</td> <td>H.M.</td> <td></td> <td></td> <td></td> <td></td> <td>METAL</td> <td>SEMI GLOSS</td> <td>4</td> <td>5</td> <td></td> <td></td> <td>2</td> <td></td> </tr> </tbody> </table> <p>HARDWARE SPECS.</p> <p>1 = ENTRY HARDWARE - POLISHED S.S. PULL AND LOCK PER OWNER, TO MATCH STOREFRONT 2 = PANIC BAR, DOOR SHALL BE MAINTAINED SELF-CLOSING OR SHALL BE AUTOMATIC CLOSING BY ACTUATION OF A SMOKE DETECTOR (FINISH:US26 SATIN CHROME)</p>												NO	ROOM NAME	WIDTH	HEIGHT	THK	TYP	MATERIAL	FINISH	CORE	GLZG.	FIRE RATING	MATERIAL	FINISH	H	J	S	HW	REMARKS	1	TENANT A	3'-0"	8'-3" PR	-	A	GLASS	TO MATCH STOREFRONT	-	1/2"		-	-					1	STOREFRONT DOOR - DOUBLE ACTING ON PIVOT HINGE, TEMPERED, FRAMELESS 1/2" TEMPERED CLEAR GLASS	2	TENANT C	3'-0"	8'-3"	-	A	GLASS	TO MATCH STOREFRONT	-	1/2"		-	-					1		3	TENANT D	3'-0"	8'-3" PR	-	A	GLASS	TO MATCH STOREFRONT	-	1/2"		-	-					1		4	EXIT DOOR (WEST)	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2		5	TENANT A	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2		6	TENANT A	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2		7	TENANT B	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2		8	TENANT B	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2		9	TENANT D	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2	
NO	ROOM NAME	WIDTH	HEIGHT	THK	TYP	MATERIAL	FINISH	CORE	GLZG.	FIRE RATING	MATERIAL	FINISH	H	J	S	HW	REMARKS																																																																																																																																																																																									
1	TENANT A	3'-0"	8'-3" PR	-	A	GLASS	TO MATCH STOREFRONT	-	1/2"		-	-					1	STOREFRONT DOOR - DOUBLE ACTING ON PIVOT HINGE, TEMPERED, FRAMELESS 1/2" TEMPERED CLEAR GLASS																																																																																																																																																																																								
2	TENANT C	3'-0"	8'-3"	-	A	GLASS	TO MATCH STOREFRONT	-	1/2"		-	-					1																																																																																																																																																																																									
3	TENANT D	3'-0"	8'-3" PR	-	A	GLASS	TO MATCH STOREFRONT	-	1/2"		-	-					1																																																																																																																																																																																									
4	EXIT DOOR (WEST)	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2																																																																																																																																																																																									
5	TENANT A	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2																																																																																																																																																																																									
6	TENANT A	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2																																																																																																																																																																																									
7	TENANT B	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2																																																																																																																																																																																									
8	TENANT B	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2																																																																																																																																																																																									
9	TENANT D	3'-0"	7'-0"	1 3/4"	B	H.M.					METAL	SEMI GLOSS	4	5			2																																																																																																																																																																																									



FLOOR PLAN
SCALE: NTS

Client Review Status

LUONGO DESIGN GROUP requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision.

Approved Approved as Noted Revise & Resubmit

Name _____ Date _____

Notes

Date / Description

05/05/14 Issue Date Signage

Project Information

Client **Jenel Management Corp.**

275 Madison Avenue Suite 702
New York, NY 10016

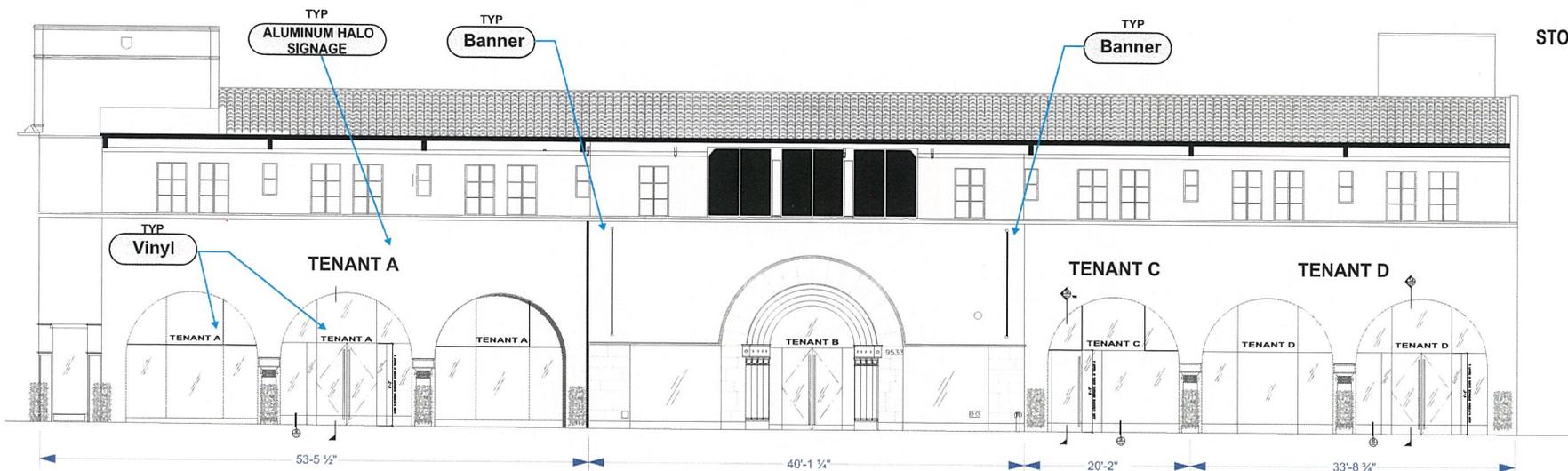
File **BRIGHTON DESIGN REVIEW**

Design Luongo Design Group

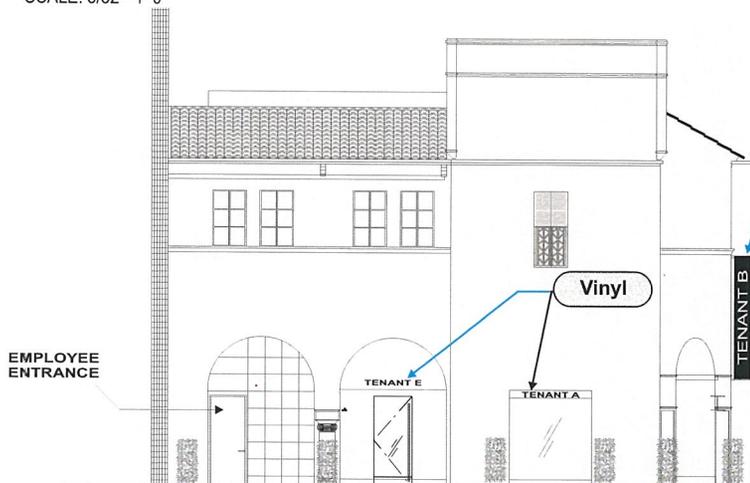
LUONGO
DESIGN GROUP

LUONGODESIGN.COM

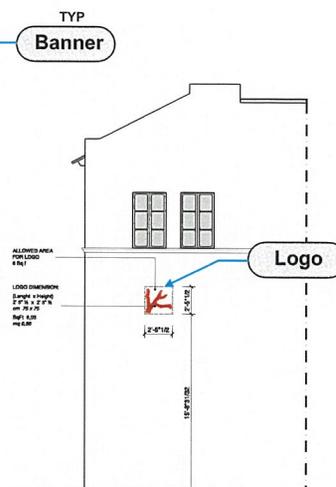
This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.



CAMDEN DR. (SOUTH) ELEVATION
 SCALE: 3/32"=1'-0"



CAMDEN DR. (WEST) ELEVATION
 SCALE: 3/32"=1'-0"



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

SIGN TYPES * FONT & COLOR BY TENANT

SIGNS	HEIGHT	WIDTH	PROPOSED SF
Halo	2'-6"	12'-2 1/2"	30.52 SF
Vinyl	6"	6 1"	2.54 SF
Banner	132"	17"	15.58 SF
Logo	2' 5 1/2"	2' 5 1/2"	6.03 SF

SOUTH ELEVATION

TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
A	Halo/Vinyl	1(Halo) / 3(Vinyl)	92 SF	TBD per Tenant
B	Vinyl / Banner	1(Vinyl) / 2(Banners)	82.56 SF	TBD per Tenant
C	Halo/Vinyl	1(Halo) / 1(Vinyl)	31 SF	TBD per Tenant
D	Halo/Vinyl/Logo	1(Halo) / 2(Vinyl)	62 SF	TBD per Tenant

WEST ELEVATION

TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
A	Vinyl	1(A)	35.26	TBD per Tenant
E	Vinyl	1(A)	6 SF	TBD per Tenant

05/05/14

Client Review Status

LUONGO DESIGN GROUP requires that an Approved drawing be obtained from the client prior to any production release or production release revision.

Approved Approved as Noted Revise & Resubmit

Name _____ Date _____

Notes

- _____
 - _____
 - _____

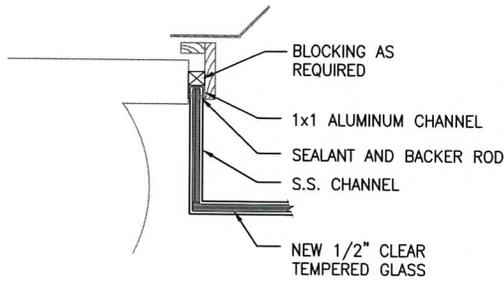
Date / Description

05/05/14 Issue Date_Signage
 - _____
 - _____
 - _____

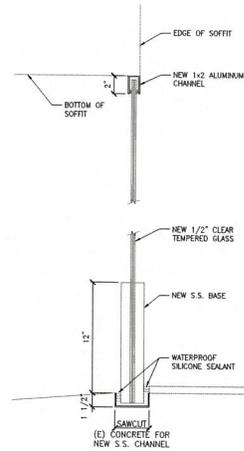
Project Information

Client **Jenel Management Corp.**
 275 Madison Avenue Suite 702
 New York, NY 10016
 File **BRIGHTON DESIGN REVIEW**
 Design Luongo Design Group

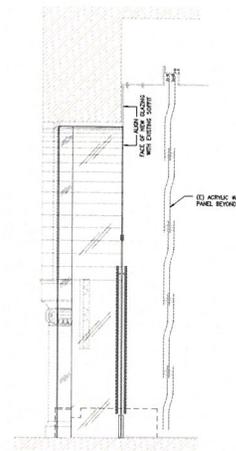
This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.



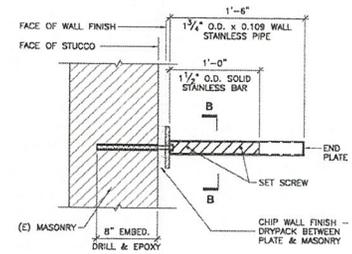
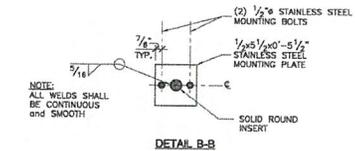
WINDOW DETAIL 1
SCALE: NTS



WINDOW DETAIL 2
SCALE: NTS



DOOR DETAIL 1
SCALE: NTS



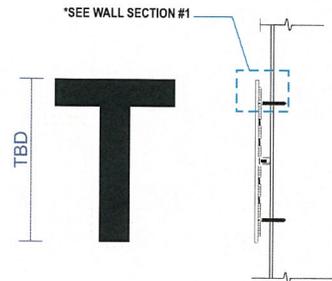
WALL SECTION #1

WALL SECTION AT HALO SIGN & BANNER
SCALE: NTS



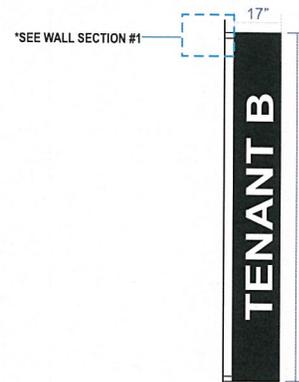
*FONT & COLOR BY TENANT
*ALL VINYL SIGNAGE TO BE APPLIED
TO STOREFRONT GLAZING

VINYL SIGN
SCALE: NTS



*FONT & COLOR BY TENANT
*ALUMINUM HALO LIT LETTERS

HALO LIT LETTERS
SCALE: NTS



*NEW BANNERS TO BE INSTALLED
USING EXISTING BANNER BRACKETS

BANNER SIGN
SCALE: NTS

05/05/14

Client Review Status

LUONGO DESIGN GROUP requires that an Approved drawing be obtained from the client prior to any production release or production release revision.
 Approved Approved as Noted Revise & Resubmit
 Name _____
 Title _____ Date _____

Notes

-

Date / Description

05/05/14	Issue Date Signage

Project Information

Client **Jenel Management Corp.**
 275 Madison Avenue Suite 702
 New York, NY 10016
 File **BRIGHTON DESIGN REVIEW**
 Design Luongo Design Group

LUONGO
DESIGN GROUP

LUONGODESIGN.COM

This is an original unpublished drawing, created by LUONGO DESIGN GROUP. It is submitted for your personal use in connection with the project being planned for you by LUONGO DESIGN GROUP. It is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. All or part of this design (except for registered trademarks) remain the property of LUONGO DESIGN GROUP.



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 TO ALLOW A FAÇADE MODIFICATION, A SIGN PROGRAM FOR AN EXISTING COMMERCIAL BUILDING, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A SIGN ACCOMMODATION TO ALLOW BUSINESS IDENTIFICATION SIGNAGE TO BE LOCATED ON A WALL ABUTTING AN ALLEY OR PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 9533 BRIGHTON WAY (PL1406936).

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

Section 1. Robbie Luongo, agent, on behalf of the property owner, Jenel Management Corp., (Collectively the “Applicant”), has applied for architectural approval of a façade modification, a sign program for an existing commercial building, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signage to be located on a wall abutting an alley or private property for the property located at 9533 Brighton Way.

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 for Rehabilitation 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 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 environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a “character contributing building”: in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

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: May 21, 2014

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission