



## Architectural Commission Report

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**Meeting Date:** Wednesday, June 18, 2014

**Subject:** **Wellness Wave**  
**455 North Roxbury Drive**  
Request for approval of a façade remodel, and business identification sign. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1408530)

**Project agent:** Erik Link – Architect

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel and a business identification sign for the Wellness Wave medical tenant improvement. The façade remodel includes the following components:

- Install a new storefront window system with clear anodized aluminum finish with clear tempered glass;
- Clad the storefront façade in a new grey porcelain tile siding Piemme “Wave” by Borgogna Onda;
- Add a smooth trowel stucco bump out (no details have been provided as to the finish color);
- Replace the existing vent louvers with new anodized aluminum louvers;
- Paint the portion of upper fascia over the storefront in blue (either Dunn Edwards “Deep Sapphire” or “Bright Blue”).
- Install new anodized aluminum entry door with solid aluminum pull.

The applicant is proposing a total of 14 SF of business identification signage on the facade, as follows:

- One (1) façade-mounted business identification sign located above the entry
  - Proposed size – 14” x 12’ (14 SF)
  - Internally illuminated channel letters with blue plexiglass faces, charcoal black aluminum returns and trim caps
  - Pin-mounted

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2’) in area for each one foot (1’) of ground floor street frontage, in no event to exceed 100 square feet.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

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(310) 285-1121  
gmillican@beverlyhills.org



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### **URBAN DESIGN ANALYSIS**

Based on the Urban Designer's review of the proposed project, the overall design lacks strong design sense and could be refined. Proposed storefront windows should be set back a minimum of 8 inches (8") to provide some dimension to the walls and the proposed tiles should return into the windows with edging tile. In addition, a tiled sill should be provided under the windows to lift the windows 12"-15" off the sidewalk. The applicant has not provided details as to the size of the tiles and any potential grout lines. The portion of the fascia over the proposed storefront belongs to the architecture of the overall building and should be consistent and not painted as proposed.

Staff would recommend individual pin-mounted halo or reverse channel letters in aluminum or stainless steel to upgrade the appearance of the proposed sign.

Project-specific conditions have not been proposed to this effect but the Commission may wish to discuss this analysis during their overall consideration of the project.

### **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.

### **PUBLIC OUTREACH AND NOTIFICATION**

No public notice was required as part of the application.



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**Attachment A:**

Detailed Design Description  
and Materials (applicant prepared)

**SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION**

**A Indicate Requested Application**

- Staff Review
  - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
  - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
  - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

**B Identify the scope of work (check all that apply):**

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)  
Number of signs proposed:
- Building Identification Sign(s)  
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
Number of signs proposed:
- Other: \_\_\_\_\_
- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s):  New  Recovery
- Open Air Dining: #Tables  # Chairs

**C Describe the scope of work proposed including materials and finishes:**

Facade improvement to include new anodized aluminum storefront system, textured porcelain tile cladding and signage on wall at entryway.

**D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)**

- R-4       R-4X       R-4       R-4-P       R-4X2
- R-3       RMCP       C-3       C-3A       C-3B
- C-5       C-3T-1       C-3T-2       C-3T-5       C-5
- 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):  
**Parking Structure**

**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	Awning Sign(s)	1	12' WIDE X 14" HIGH		
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: (N) PORCELAIN TILE SIDING.  
 Texture /Finish: Piemme "Wave" by Borgogna Onda  
 Color / Transparency: NATURAL

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

Material: Anodized aluminum frame, Clear Glass  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**ROOF**

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

**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: Individual aluminum channel letters, w/ plexiglass faces.  
Texture /Finish: Internally illuminated  
Color / Transparency: Charcoal gray, blue plexiglass faces

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

Material: N/A  
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.**

Facade remodel will enhance existing building at street level by providing a sophisticated material pallet and proportionate fenestration.

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.**

Exterior wall will be insulated with R-19 Batt insulation with 5/8" gyp. board interior. Exterior to be textured porcelain tile over cement mortar base over 5/8" exterior gypsum board sheathing. Storefront to have 1" insulated glass.

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 material palette will add richness and sophistication to the existing building. The window opening sizes are more proportionate to the wall area along the sidewalk.

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 building is existing. The material palette will add richness and sophistication to the existing building. The window opening sizes are more proportionate to the wall area along the sidewalk.

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 building is existing. Improvements are to facade and signage only. All improvements to exterior wall will conform to all applicable codes and standards.

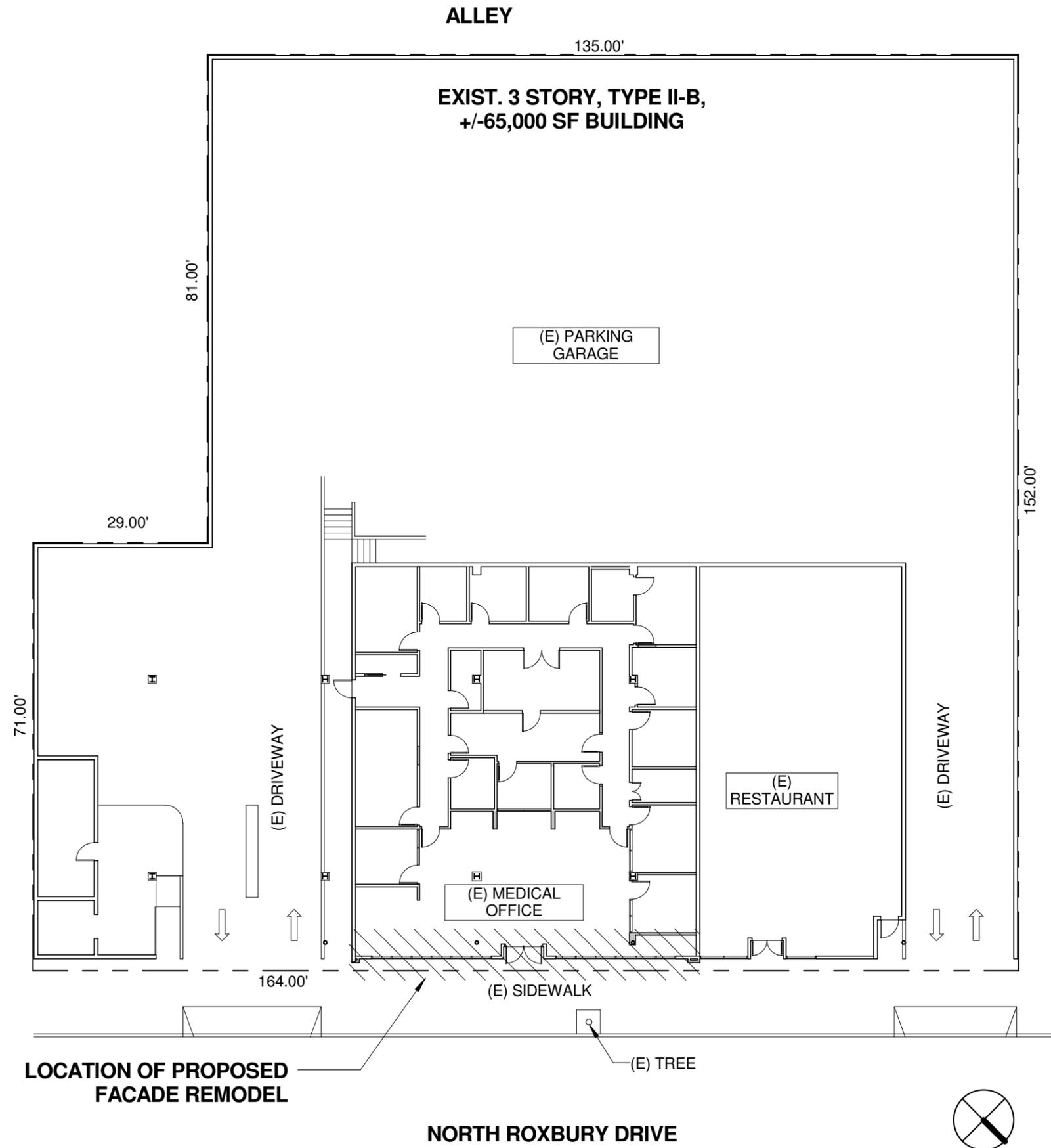


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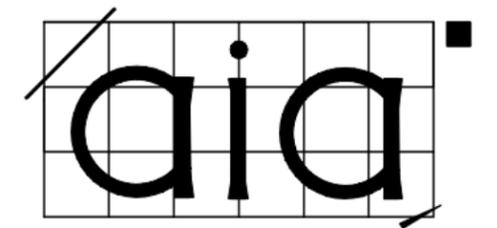
**Attachment B:**  
Project Design Plans



### PLOT PLAN

1" = 20'-0"

455 N. ROXBURY DRIVE  
BEVERLY HILLS, CA 90210



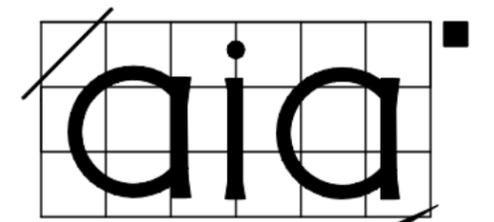
Antonoff Interior Architecture Inc.  
 13420 Huston Street  
 Sherman Oaks, CA. 91423  
 Tel: 310-569-5880 antonoffinteriors@gmail.com



### COLOR ELEVATION

1/4" = 1'-0"

455 N. ROXBURY DRIVE  
BEVERLY HILLS, CA 90210

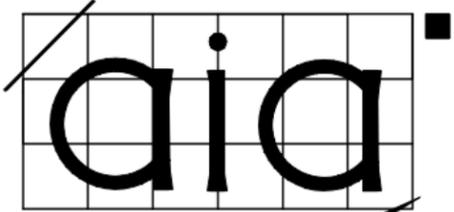


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**STREETSCAPE PHOTO MONTAGE**

455 N. ROXBURY DRIVE  
BEVERLY HILLS, CA 90210

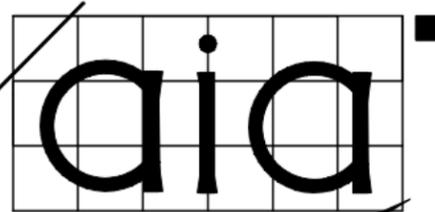


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**PROPOSED STREET VIEW RENDERING**

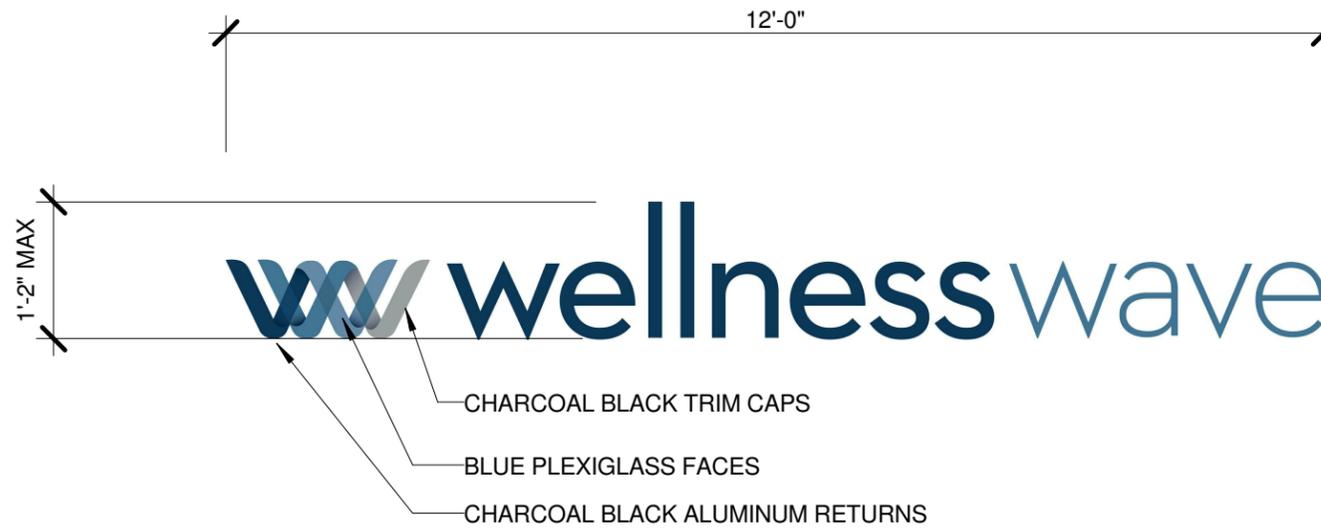
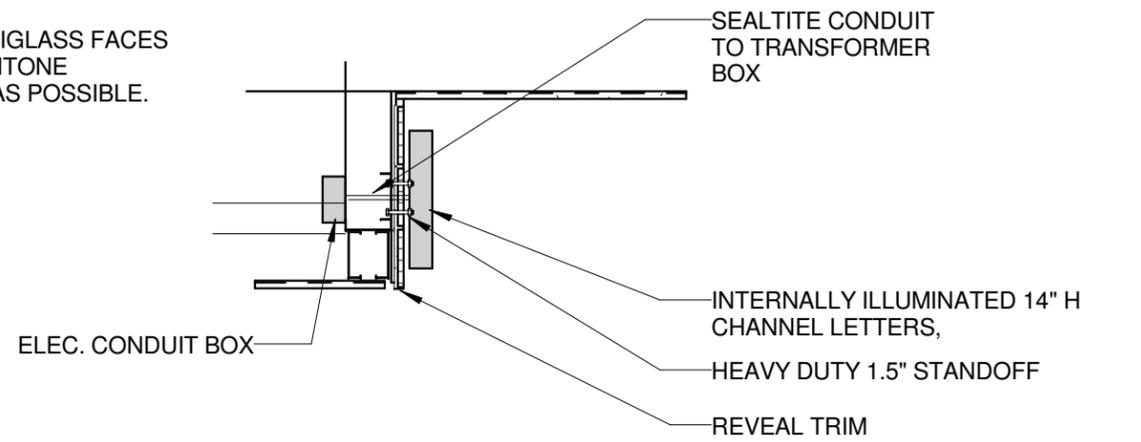
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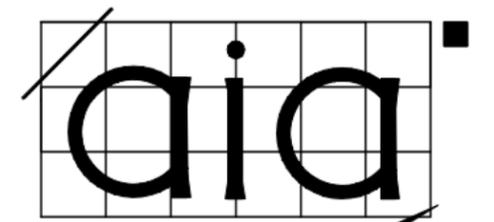
INDIVIDUAL, INTERNALLY ILLUMINATED CHANNEL LETTERS. ILLUMINATED WITH LED MODULES MOUNTED ON 1.5" STAND-OFF BOLTS. BLUE PLEXIGLASS FACES WITH CHARCOAL TRIM CAPS

TRANSLUCENT PLEXIGLASS FACES TO MATCH WITH PANTONE COLORS AS CLOSE AS POSSIBLE.



**1 PROPOSED SIGNAGE**

1/2" = 1'-0"





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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 AND BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 455 NORTH ROXBURY DRIVE (PL1408638 – WELLNESS WAVE).

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

Section 1. Erik Link, agent, on behalf of the property owner, Roxbury Properties Corp. & City National Bank of Beverly Hills, and the tenant, Wellness Wave (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and a business identification sign for the property located at 455 North Roxbury 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 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 **June 18, 2014** at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

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

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

Project-Specific Conditions

1. No project specific conditions.

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 filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

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Adopted: **June 18, 2014**

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission