



Architectural Commission Report

Meeting Date: Wednesday, July 16, 2014

Subject: **9018 OLYMPIC BOULEVARD (PL1410433)**
Request for approval of a façade modification. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Ruben S. Ojeda, Architect

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

The applicant is requesting review and approval of a façade modification for an existing commercial building located at 9018-9020 Olympic Boulevard. The façade modification includes the following:

- Removal of the existing wood awnings and stucco arches along with the existing aluminum storefront frame and glazing system;
- Removal of a portion of the existing brick wall on the façade;
- Installation of new steel frame painted in "Fate" by Frazee paint;
- New dark bronze aluminum storefront frame system with clear glazing;
- New stainless steel door pulls;
- Paint existing brick a dark gray color "Berlin" by Frazee paint;
- Add smooth trowel plaster over existing concrete. Plaster color is "Luna" by Cal Dorado.

URBAN DESIGN ANALYSIS

Based on the review of the project by the Urban Design Team, the refurbishment of the existing building was well considered in the use of the existing elements. The design utilizes an appropriate blend of new materials to create a pleasing overall aesthetic. In addition, the design represents a modern remodel of a dated building while complementing the existing streetscape. The Applicant has not submitted a lighting plan with the plans and a condition of approval has been incorporated to have the Applicant return with a lighting plan for review and approval by staff prior to the submittal of plans for plan check.

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

Attachment(s):

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

Report Author and Contact Information:

Georgana Millican, Associate Planner
(310) 285-1121
gmillican@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – July 16, 2014

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

Public notification was not required for this project.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – July 16, 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:

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 Multi-family Building Other (specify below): _____
- Retail Building Vacant
- Medical Office Building Restaurant

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					
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: _____
 Texture /Finish: _____
 Color / Transparency: _____

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

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

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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

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.

- 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.

- 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.

- 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.

- 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 – July 16, 2014

Attachment B

Project Design Plans



9012 W. OLYMPIC BLVD.

VIEW 6

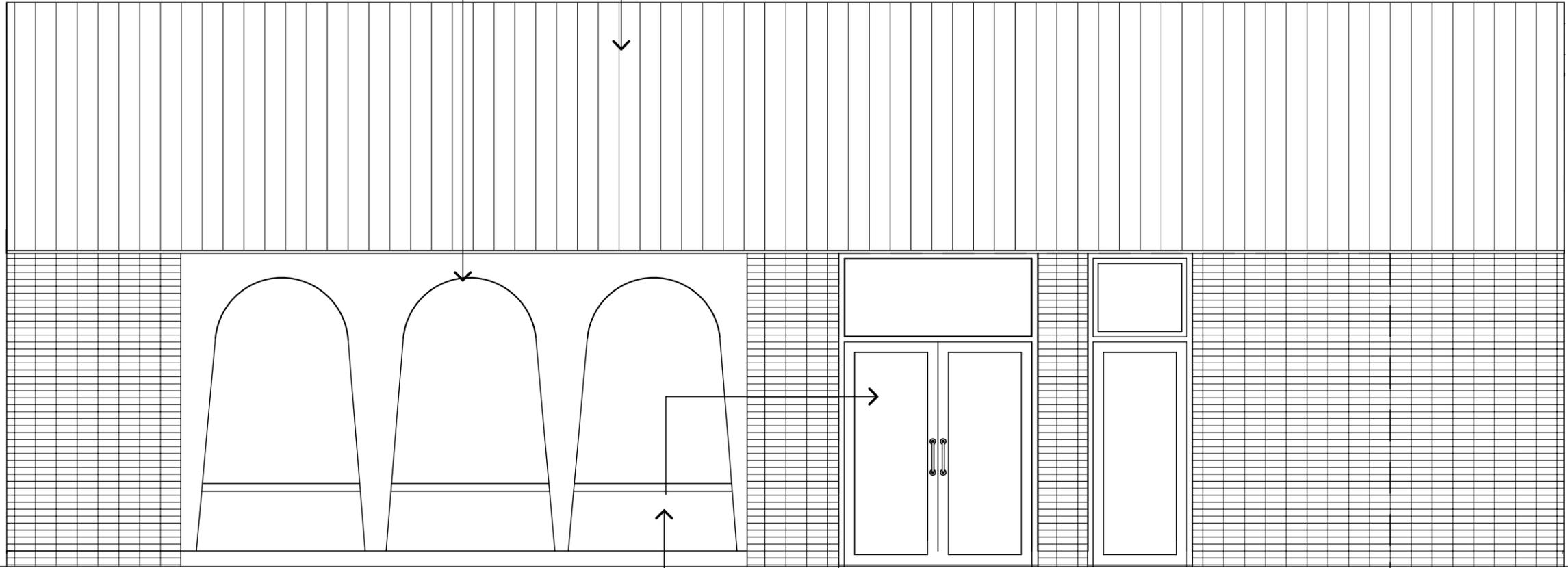
TRACO HOLDINGS LLC



9024 W. OLYMPIC BLVD.

VIEW 7

TRACO HOLDINGS LLC



EXISTING NORTH ELEVATION-DEMO



ALL OTHER DESIGN ARRANGEMENTS ARE A COPY REPRODUCED OR REPRINTED WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT. THIS DOCUMENT IS THE PROPERTY OF RUBEN S. OLYMPIC HOLDINGS LLC. ANY REUSE OR MODIFICATION OF THIS DOCUMENT WITHOUT THE WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY PROHIBITED. PLEASE CONTACT THE ARCHITECT FOR ANY REUSE OR MODIFICATION OF THIS DOCUMENT. THE ARCHITECT'S OFFICE IS LOCATED AT 546 W. AVENUE 46, LOS ANGELES, CA 90065. TEL: 323.722.2600. INFO@RSEARCHITECTS.COM

RUBEN S. OLYMPIC HOLDINGS LLC
ARCHITECTS

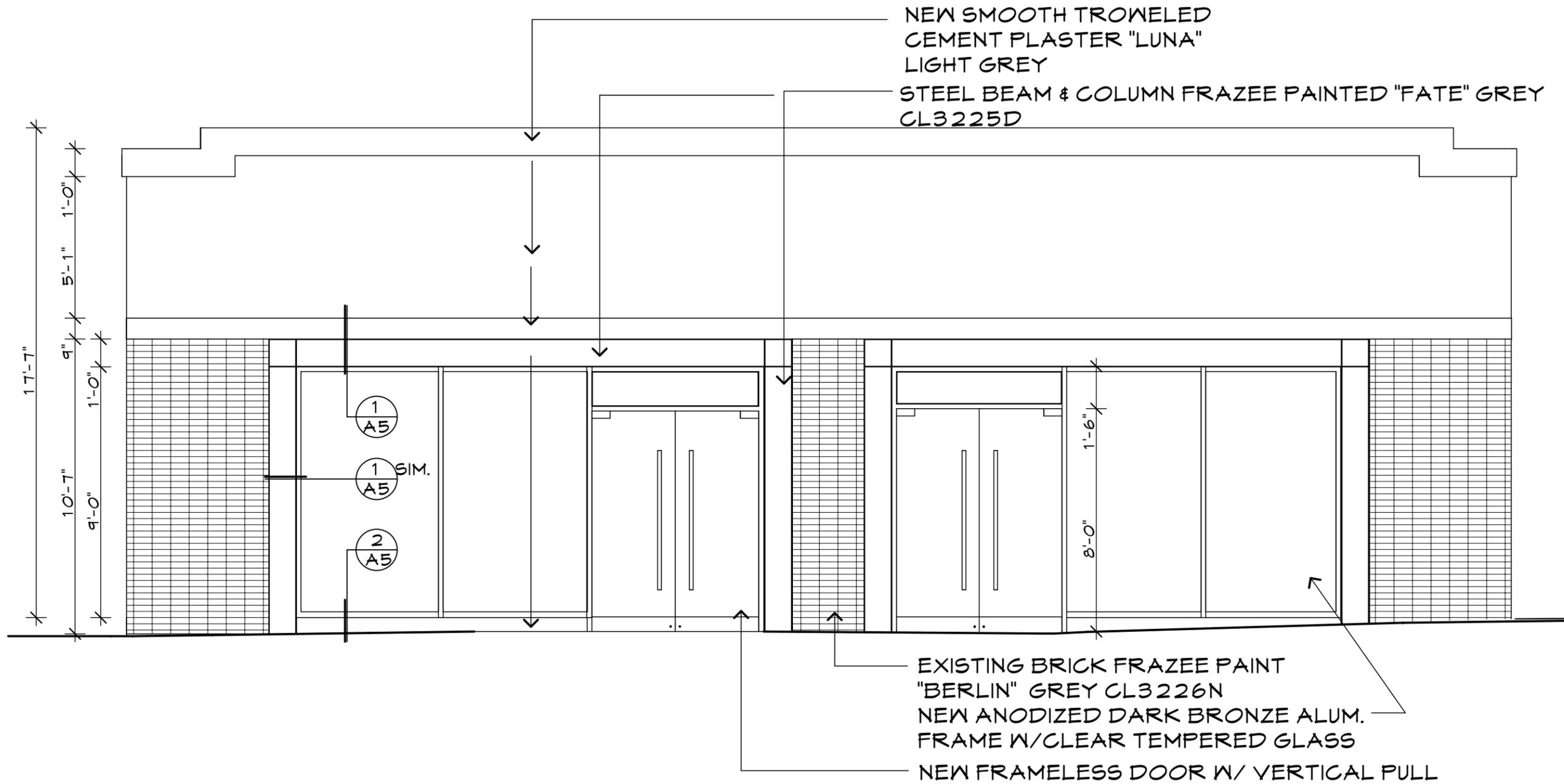
TRACO HOLDINGS LLC
9024 W. OLYMPIC BLVD. BEVERLY HILLS, CA
310.271.2586

9018-9020 Olympic Blvd.

Date: 6/27/14
Scale: AS NOTED
Drawn:
Job:
Sheet

A3.0

Plotted On: 6/27/14



PROPOSED NORTH ELEVATION



ALL OTHER DESIGN ARRANGEMENTS:
ARE TO BE PROVIDED OR REPRODUCED
WITHOUT THE WRITTEN PERMISSION OF
THE ARCHITECT. THIS DRAWING IS THE
PROPERTY OF RUBEN S. JEDA ARCHITECTS
AND IS NOT TO BE REPRODUCED, COPIED,
OR TRANSMITTED IN ANY FORM OR BY
ANY MEANS, ELECTRONIC OR MECHANICAL,
INCLUDING PHOTOCOPYING, RECORDING,
OR BY ANY INFORMATION STORAGE AND
RETRIEVAL SYSTEM, WITHOUT THE WRITTEN
PERMISSION OF RUBEN S. JEDA ARCHITECTS.
CUBA RUBEN S. JEDA ARCHITECTS
323.722.2600

RUBEN S. JEDA
ARCHITECTS

546 W. Avenue 46, Los Angeles, CA 90065
info@rsarchitects.com

9018-9020 Olympic Blvd.

TRACO HOLDINGS LLC
9024 W. OLYMPIC
BLVD. BEVERLY HILLS,
CA
310.271.2586

Date:	6/27/14
Scale:	AS NOTED
Drawn:	
Job:	
Sheet	

A3.1

Plotted On: 6/27/14

9018-9020 OLYMPIC BLVD.

Scope of work will consist of the removal of the existing wood awnings and stucco arches along with existing aluminum storefront frame & glass. A portion of the existing brick wall on the west side of the facade will be removed to give symmetry to the facade and allow the equal division of tenant spaces in this structure. A new steel frame will be added to the area the walls are being removed. The similar steel frame will be mirrored in the existing east opening. A new storefront of aluminum dark bronze, clear tempered glass with frameless doors will replace the existing glazed system.



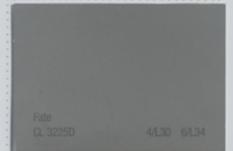
- 1
- 4
- 2
- 6
- 3
- 4
- 5
- 1

1 SEMI-GLOSS FRAZEE
'BERLIN' CL 3226N
PAINT OVER
EXISTING BRICK

2 MATTE FRAZEE PAINT
'FATE' CL3225D ON
NEW STEEL COLUMN
AND BEAM

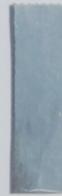
3 DARK BRONZE
ANODIZED ALUM.
STOREFRONT FRAME

4 SMOOTH TROWELED
PLASTER OVER EXISTING
CONCRETE- 'LUNA' BY
CAL DORADO



5 CLEAR GLASS

6 STAINLESS STEEL
DOOR PULL



9018-9020 Olympic Blvd.

**TRACO HOLDINGS LLC
9024 W. OLYMPIC
BLVD. BEVERLY HILLS,
CA
310.271.2586**

Date: 6/27/14
Scale: AS NOTED
Drawn:
Job:
Sheet

A7

Plotted On: 6/27/14

RUBENS. JEDA ARCHITECTS +

546 W. Avenue 46, Los Angeles, CA 90065 info@rsearchitects.com

ALL TRADE DESIGN ARCHITECTS
ALL RIGHTS RESERVED OR REPRODUCED
WITHOUT PERMISSION IS STRICTLY
PROHIBITED. THIS DOCUMENT IS THE
PROPERTY OF RUBENS. JEDA ARCHITECTS
AND IS TO BE USED ONLY FOR THE PROJECT
AND SITE SPECIFICALLY IDENTIFIED.
OTHER TRADES AND CONTRACTORS TO
VERIFY ALL DIMENSIONS AND CONDITIONS
BEFORE WORKING. ANY CHANGES TO
THE DESIGN SHALL BE MADE BY THE
DESIGNER. THE ARCHITECTS SHALL NOT
BE RESPONSIBLE FOR THE WORK OF OTHER
TRADE CONTRACTORS.
323.722.2600



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – July 16, 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 REMODEL FOR THE PROPERTY LOCATED AT 9018-9020 OLYMPIC BOULEVARD. (PL1410433).

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

Section 1. Ruben S. Ojeda, architect, on behalf of the property owner, TRACO Holdings, LLC (Collectively the “Applicant”), has applied for architectural approval of a façade remodel for the property located at 9018-9020 Olympic Boulevard.

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 July 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 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

1. The Applicant shall submit a lighting plan for review and approval by the staff prior to the submittal of plans for plan check.

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:

Adopted: July 16, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission