



Architectural Commission Report

Meeting Date: Wednesday, July 16, 2014

Subject: **SHAN SOCIAL HOUSE (PL1410755)**
138 North La Cienega Boulevard

Request for approval of a sign accommodation for signage to be located on a wall abutting private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Nathan Nielson – Presentation Media

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

REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation to allow signage to be located on a wall abutting private property for the new Shan Social House located at 138 North La Cienega Boulevard.

Signage Abutting Private Property (total area: 49 SF)

- Two (2) 24.18 SF façade-mounted, halo illuminated business identification signs with routed out aluminum and lexan push through letters with Cyprus wood stained “Espresso”, business identification signs. One sign is located on the north side of the building and one on the south side, both signs are adjacent to parking lots. No signage is proposed on the La Cienega Boulevard street elevation.

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. For this tenant, the maximum business identification permitted to face private property sign is 75 SF based on a wall length of 105’-0” on each elevation.

URBAN DESIGN ANALYSIS

Based on the review by the Urban Design Team, the proposed signage appears to be large for the space and the signage may benefit from some additional room for the letters. Staff has not included project-specific conditions of approval related to these comments but the Commission may wish to consider these comments during their review and analysis 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

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

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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 is required for the project.



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Attachment A

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Eight (8) sets of plans required (see Section 6 for plan size requirements).
 - 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.**

By utilizing a cypress facade and a natural, elemental color palate, we feel that these new signs will improve the overall look of the site. The signs are well balanced and the colors are subtle.

- 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 proposed signage utilizes LED lighting with power supplies that do not make any audible noise as neon and florescence do.

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The proposed new signs and accompanying cypress wood background will add a natural aesthetic to the restaurant exterior and the overall La Cienega street scape.

- 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.**

We have reviewed the current sign code and have consulted with Staff to create a harmonious business identity that will add this major business corridor.

- 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 signage uses only high-end materials that fit with the look and feel of the surrounding buildings.



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Attachment B

Project Design Plans



Halo Illuminated Letters

total square feet: **24.18**

North Elevation

scale: 1/8" = 1'-0"



Manufacture and Install (1) set of push-thru, halo-illuminated wall sign letters.



Site Photo

current condition



For Reference Only

total square feet: **none on this elevation**

West Elevation

scale: 1/8" = 1'-0"



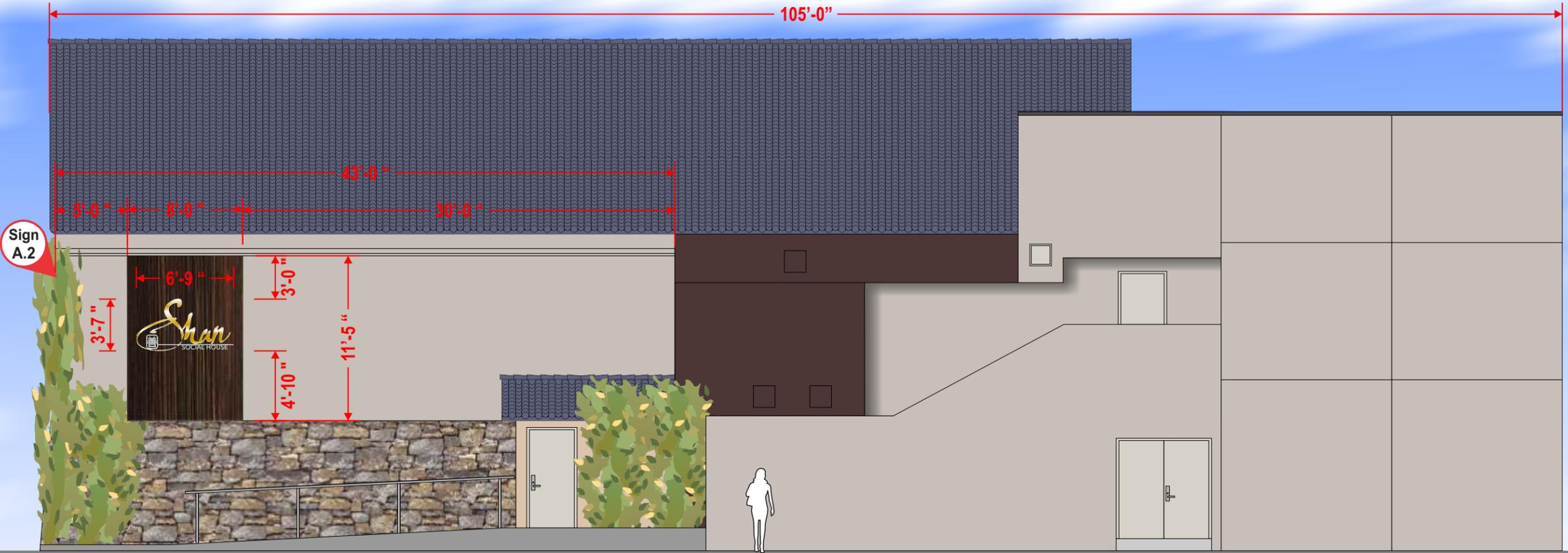
W

Manufacture and Install (2) set of push-thru, halo-illuminated wall sign letters.



Site Photo

current condition



Halo Illuminated Letters

total square feet: **24.18**

South Elevation

scale: 1/8" = 1'-0"



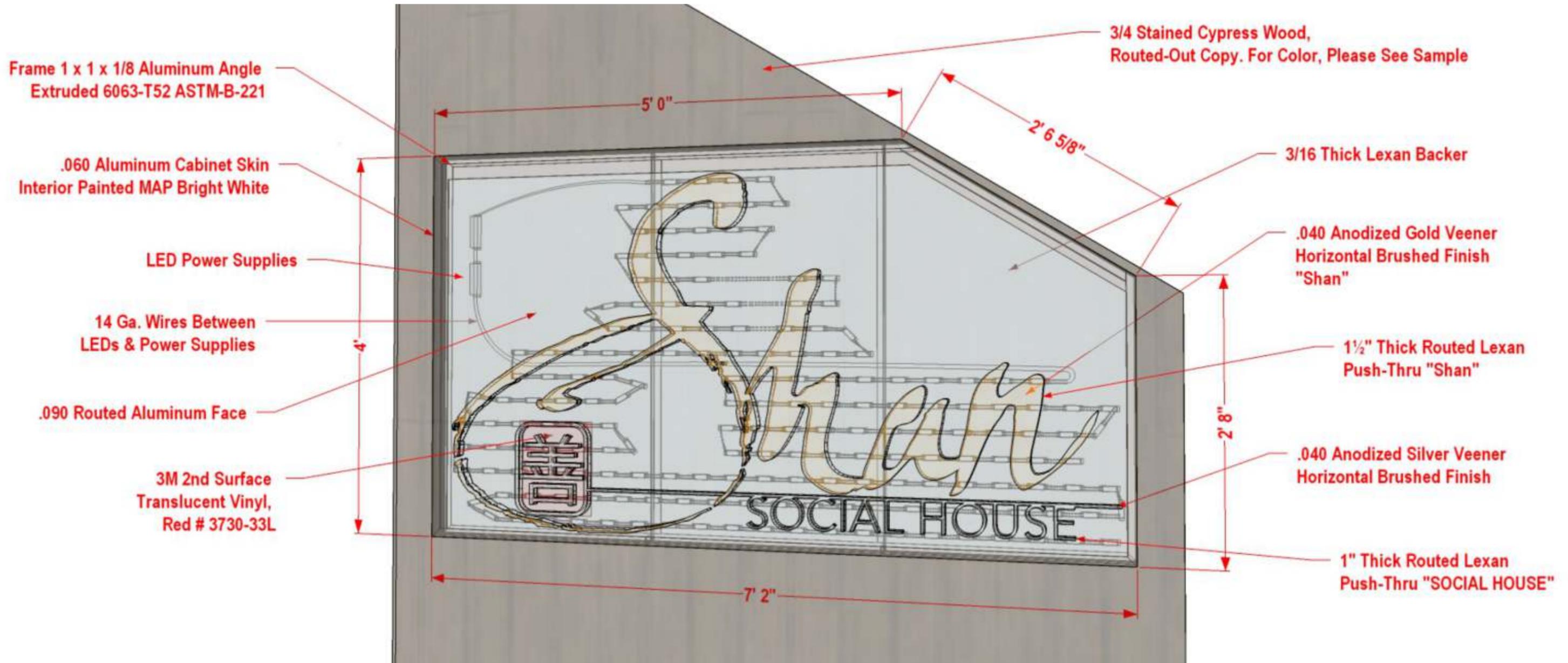
S

Manufacture and Install (1) set of push-thru, halo-illuminated wall sign letters.



Site Photo

current condition



Routed-Out, Push-Thru Logo & Letters

Construction

square feet: **24.18 ea.**

scale: Iso View

Manufacture and Install (2) sets of 1" deep, push-thru acrylic logo boxes with cypress wood faces.

A
1-2

Description	Material	Finish	Color
"Shan" Faces	.040 Alum. Veneers	Horizontal Brushed	Anodized Gold
"善 & Social House" Faces	.040 Alum. Veneers	Horizontal Brushed	Silver
"Shan" Letters	1.5 Cut-Out Lexan	Push-Thru	Clear RH# 0000
"善 & Social House" Ltrs.	1.0 Cut-Out Lexan	Push-Thru	Clear RH# 0000
Letter Illumination	AgiLight LED Modules	Internal	Warm White
Wood Backer	3/4" Thick Routed Cypress	Stained and Sealed	See Sample Board



Nighttime Simulation

proposed illumination



Routed-Out, Push-Thru Logo & Letters

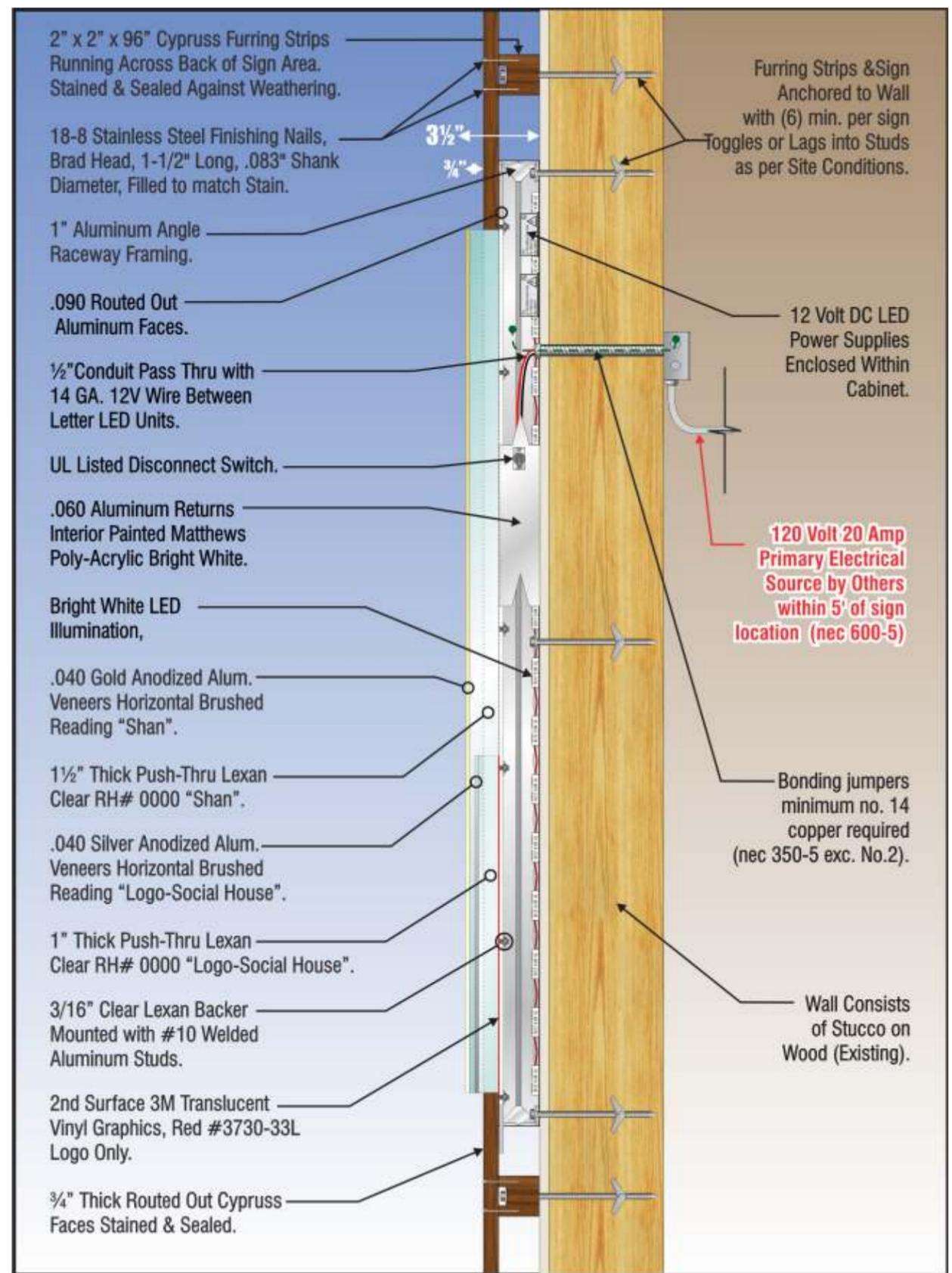
square feet: **24.18 ea.**

Face Layout

scale: 3/4" = 1'-0"

Manufacture and Install (2) sets of 1" deep, push-thru acrylic logo boxes with cypress wood faces.

A
1-2



Push-Thru Illuminated Sign Section

Standard aluminum construction painted with Matthews Acrylic Polyurethane or equal, satin finish. 3.3A LED power supply.

UL LISTED
ELECTRIC SIGN SECTION
(or other accredited testing laboratory)

UL 879 COMPLIANT



North side of building

**Field Verify Before
Construction**

Routed-Out, Push-Thru Logo & Letters

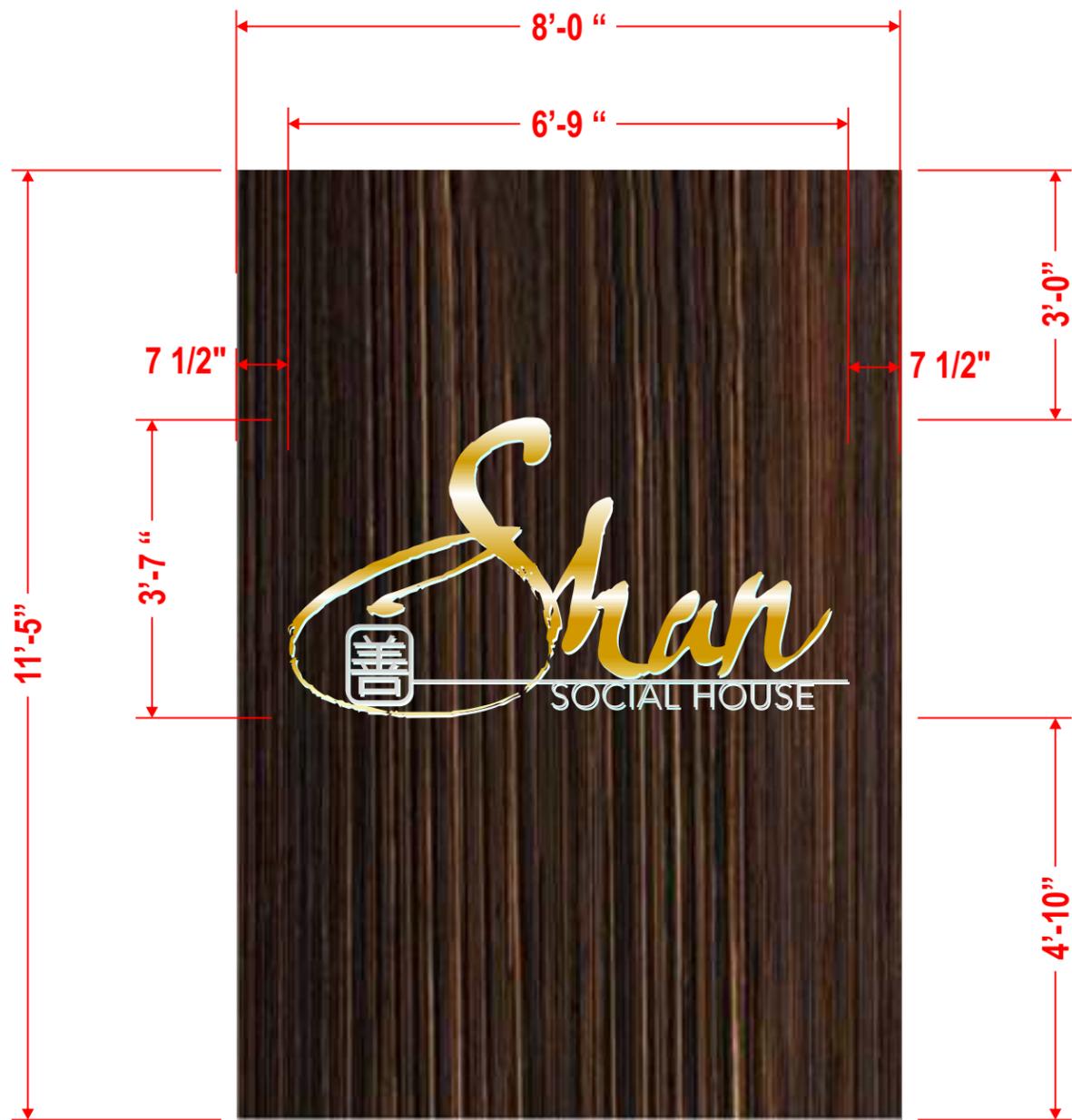
square feet: **24.18 ea.**

Copy Layout

scale: 1/2" = 1'-0"

A.1

Manufacture and Install (1) set of 1" deep, push-thru acrylic logo boxes with cypress wood faces.



South side of building

Field Verify Before Construction

Routed-Out, Push-Thru Logo & Letters

square feet: **24.18 ea.**

Copy Layout

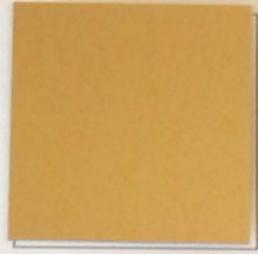
scale: 1/2" = 1'-0"

A.2

Manufacture and Install (1) set of 1" deep, push-thru acrylic logo boxes with cypress wood faces.

SHAN Social House
138 North La Cienega Boulevard
Beverly Hills, California, 90211

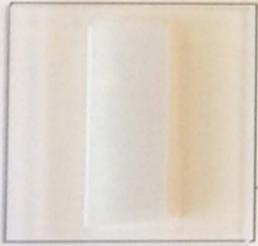
Renaming restaurant



.040" Anodized Aluminum



.75" thick Cypress Wood



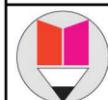
1.5" thick clear Lexan



.040" Brushed Aluminum



1" clear Lexan



PROJECT LOCATION:

Shan Social House
 138 N. La Cienega Blvd.
 Beverly Hills, CA 90211

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

Signature

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REVISIONS

REVISION	DATE	DESCRIPTION



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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 APPROVAL OF A SIGN ACCOMMODATION TO ALLOW SIGNAGE TO BE LOCATED ON A WALL ABUTTING PRIVATE PROPERTY; FOR THE PROPERTY LOCATED AT 138 NORTH LA CIENEGA BOULEVARD (PL1410755 –SHAN SOCIAL HOUSE).

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

Section 1. Nathan Nielson, agent, on behalf of the property owner, RCCI LLC, and the tenant, Shan Social House (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation to allow signage to be located on a wall abutting private property for the property located at 138 North La Cienega Bouelvard.

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.

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

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: July 16, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission