



Architectural Commission Report

Meeting Date: Wednesday, August 20, 2014

Subject: **AMERICAN TEA ROOM (PL1412316)**
401 North Canon Drive

Request for approval of a façade remodel, business identification signage, and outdoor dining elements. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: John Clouse

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 remodel, business identification signage, a sign accommodation to allow an increase in the size of a business identification sign on a non-entry street front, and outdoor dining elements for the existing American Tea Room retail store located at 401 North Canon Drive. The façade modification and open air dining elements include the following:

Façade Modification

- Existing plaster finish façade and parapet cap to remain;
- Steel beam storefront frame in blackened metal finish with white window molding;
- Steel canopy and tiebacks in blackened metal finish;
- Down lights located within the canopy.
- Storefront with black metal frame and clear glazing, and;
- Removal planters.

Note: As of the printing of this report, staff has not been able to confirm that the removable planters and steel canopy are permissible encroachments into the public right-of-way.

Open Air Dining Elements

- Removable metal railing in a blackened metal finish with wood top;
- Topiary box hedge in planter attached to railing;
- Electric heaters;
- Teak tables and chairs with white metal finish.

Two (2) business identification signs are included as part of the overall project. A total of 38.2 SF of business identification signage is proposed, allocated as follows:

North Canon Drive elevation

- One (1) 18.9 SF window-etched sign with a backlit film(sign copy: "AMERICAN TEA ROOM").

Attachment(s):

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

Report Author and Contact Information:

Cindy Gordon, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org



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Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum sign area for a ground floor business with street frontage is calculated at a ratio of 2 SF for each one foot of linear street frontage (2:1 ratio). Based on a street frontage of approximately 48'-0", the maximum sign area for this tenant is 96 SF.

Brighton Way elevation

- One (1) 19.3 SF halo-illuminated façade-mounted sign (sign copy: "AMERICAN TEA ROOM").

Pursuant to BHMC §10-4-604, a ground floor business with street frontage may also have a business identification sign located on a street face of the building other than the face that contains the main entrance of the business (i.e., a corner property). The maximum sign area for this elevation is calculated at the 2:1 ratio; however, the maximum sign area is 30 SF.

URBAN DESIGN ANALYSIS

The proposed project is tasteful in its aesthetic and will positively enhance the streetscape of North Canon Drive. Additionally, the façade remodel will greatly contribute to the street wall as the new design increases transparency between the interior of the store and the street.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this 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 (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:

We are proposing a facade re-model of the building located on 401 North Canon Dr. Our purposed design is to re-model the east elevation, into an open air patio area, and increase the size of the glazing on the south elevation, both of which will include signage of the current business. Material to be used in the open air patio will be steel structure that will have a blacken metal finish, walnut wood beams at the metal canopy and patio rail. Aluminum storefront will be painted black with 1/2" temper glazing for both the east and south elevation.

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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Window Sign(s)	1	2'-8" X 7'-1"	18.89 SQFT	98 SQFT ALLOWABLE
2	Business ID Sign(s)	1	2'-5" X 8'-0"	19.33	73 SQFT ALLOWABLE
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: Steel Structure, Wood Beams, Wood Top Rail, Concrete Planters
Texture /Finish: Steel - Blacken Metal w/clear conversion coat, Wood - Walnut Wood, Concrete Smooth
Color / Transparency: _____

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

Material: 1/2" temper glass storefront dual glazing system.
Texture /Finish: _____
Color / Transparency: Aluminum painted Black

ROOF

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

COLUMNS

Material: Steel
Texture /Finish: Blacken Steel w/ clear conversion coat
Color / Transparency: _____

BALCONIES & RAILINGS

Material: Steel Railing, Walnut Wood top Rail
Texture /Finish: Steel Railing - Blacken Steel w/Clear conversion coat, Walnut wood top rail - Clear Flat
Color / Transparency: _____

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

Material: Premium Teak Wood, Powder coated Aluminum
Texture /Finish: _____
Color / Transparency: Aluminum powder coated white

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

AWNINGS, CANOPIES

Material: Steel Structure, Walnut Trellis Beams
Texture /Finish: Steel Structure w/ Clear conversion coat, Walnut Trellis Beam - clear flat
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Etched signage on glazing, Reverse channel halo lite sign
Texture /Finish: _____
Color / Transparency: Etched signage on back lite file, Reverse channel - finish matted black with yellow star

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: HUNZA WALL SPOT
Texture /Finish: _____
Color / Transparency: BLACK

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: CONCRETE PLANTER
Texture /Finish: SMOOTH
Color / Transparency: _____

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

Two simple concrete planters will flank the Canon Drive facade with low green vegetation and planters suspended on the outside dining area railing will have low "ivy" type green vegetation.

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.

With the exception of the interior remodel and the modifications to the facade, the existing structure will not be altered. By opening the existing banal and stark facade along Canon Drive we are providing a more pleasant pedestrian shopping experience and adding a fresh beauty by bringing the facade design up to a higher contemporary aesthetic standard.

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.

With the exception of the interior remodel and the modifications to the facade, the existing structure will not be altered. The glazing to be used on the new storefront will be dual glazed to reduce the direct heat gain from the morning sun as well as provide a sound buffer to the street noise.

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.

With the exception of the interior remodel and the modifications to the facade, the existing structure will not be altered. By visually opening the facade to allow views of the shopping experience, providing greater pedestrian scale architectural details, and upgrading the facade character to a contemporary image the local environment will not 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.

With the exception of the interior remodel and the modifications to the facade, the existing structure will not be altered. By visually opening the facade to allow views of the shopping experience, providing greater pedestrian scale architectural details, and upgrading the facade character to a contemporary image the facade remodel is in harmony with the intentions of creating a thriving, and visually interesting, shopping experience.

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.

With the exception of the interior remodel and the modifications to the facade, the existing structure will not be altered. The exterior facade remodel meet the design criteria laid out in the municipal code by addressing the requirements of providing pedestrian scale architectural elements and overall design.



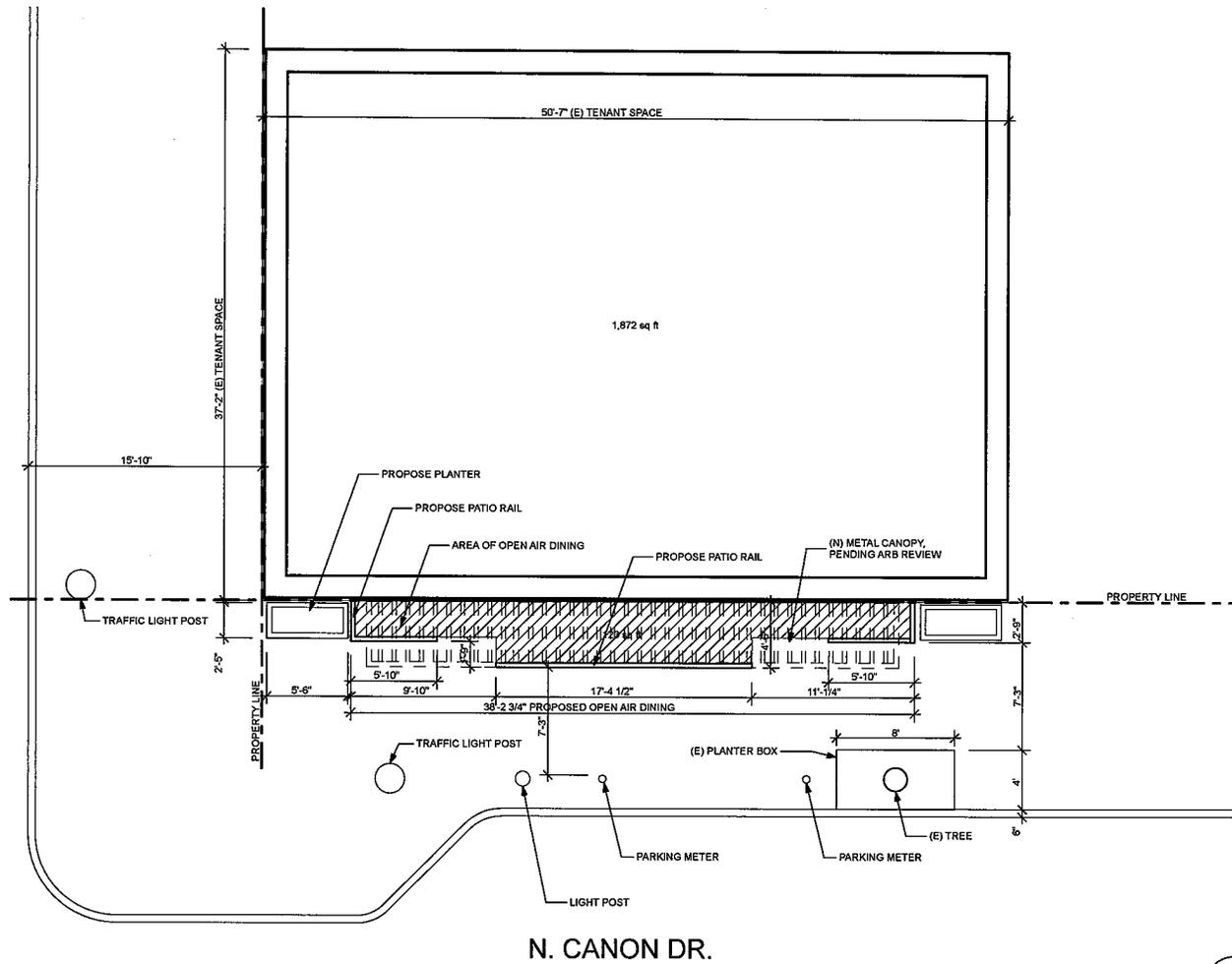
Architectural Commission Report

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Attachment B
Project Design Plans

BRIGHTON WAY



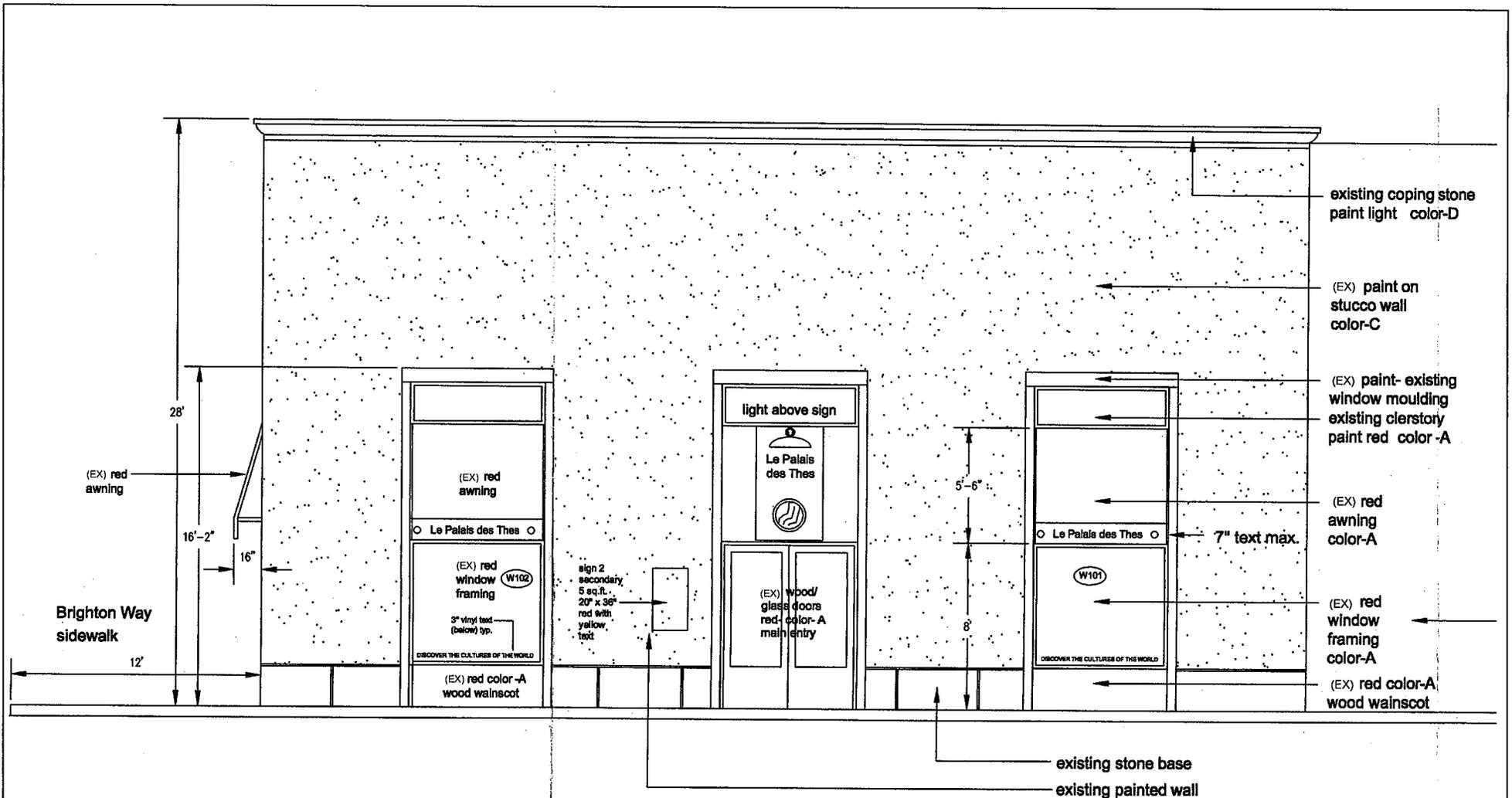
N. CANON DR.



American Tea Room PLOT PLAN
401 North Canon Drive
Beverly Hills, CA 90210

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

SFJones
ARCHITECTS

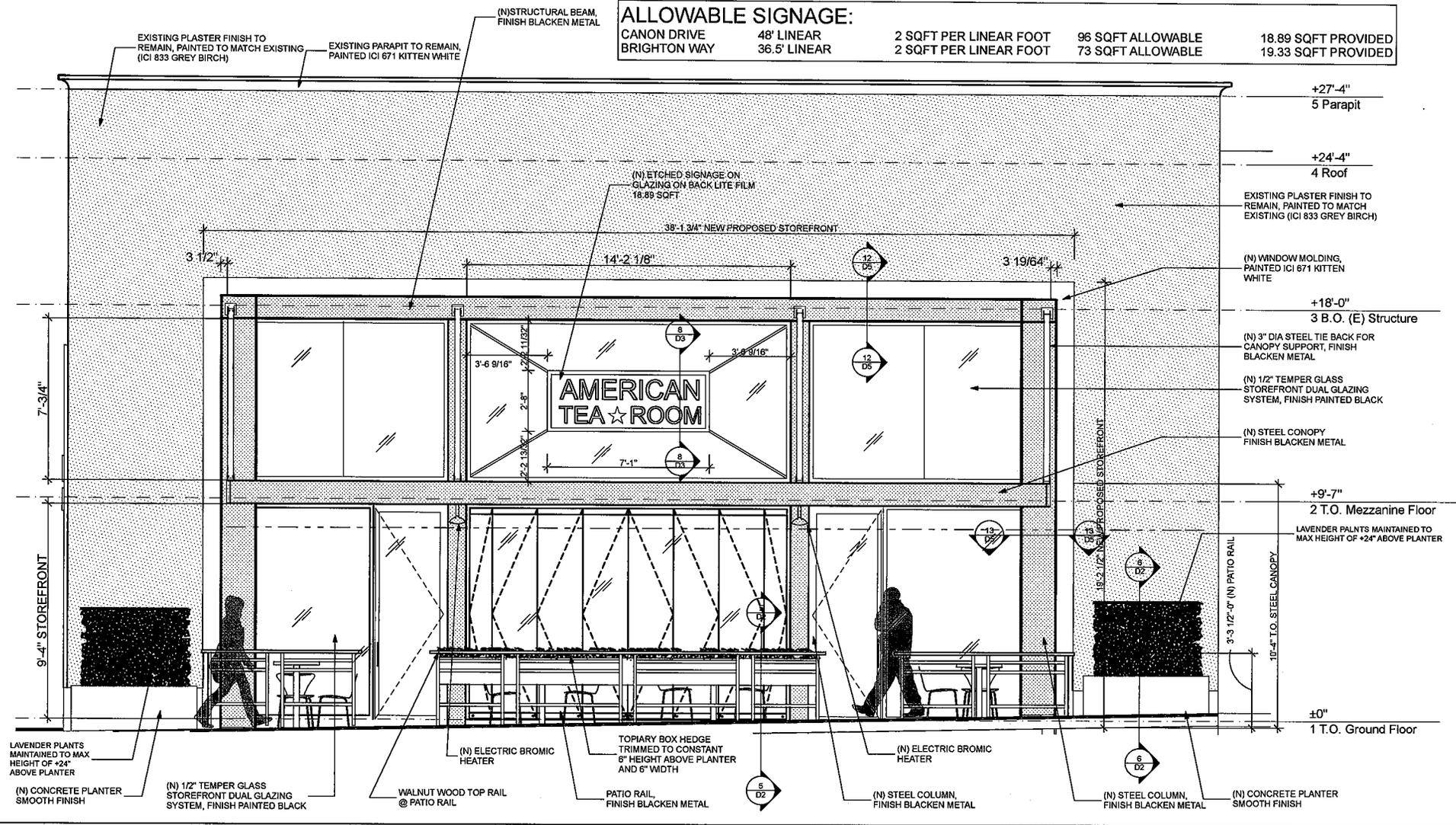


American Tea Room (EX) CANON ELEVATION
 401 North Canon Drive
 Beverly Hills, CA 90210

SF Jones
 ARCHITECTS

ALLOWABLE SIGNAGE:

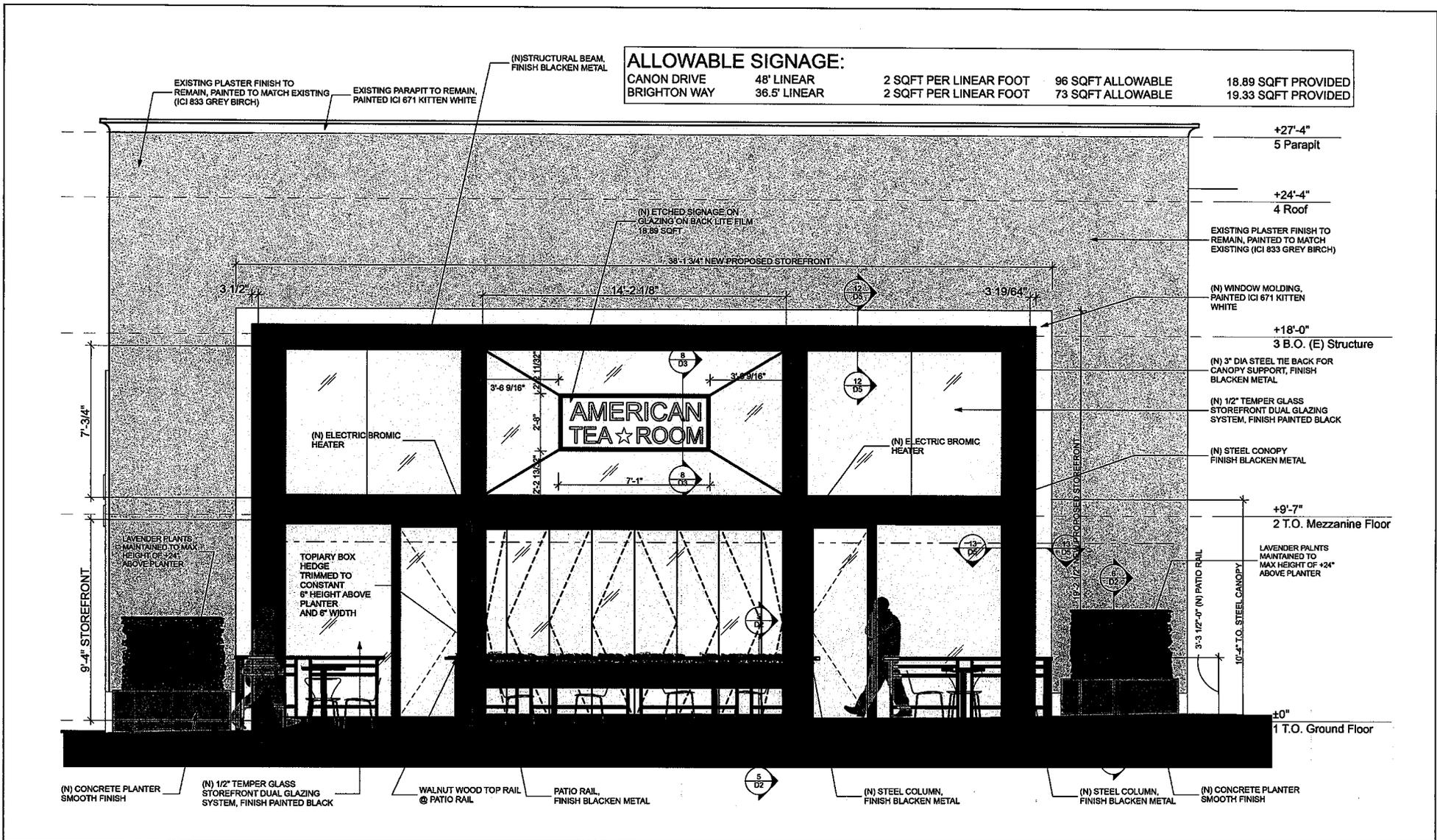
CANON DRIVE	48' LINEAR	2 SQFT PER LINEAR FOOT	96 SQFT ALLOWABLE	18.89 SQFT PROVIDED
BRIGHTON WAY	36.5' LINEAR	2 SQFT PER LINEAR FOOT	73 SQFT ALLOWABLE	19.33 SQFT PROVIDED



American Tea Room CANON DRIVE ELEVATION
 401 North Canon Drive
 Beverly Hills, CA 90210

SCALE: 1/4" = 1'-0"





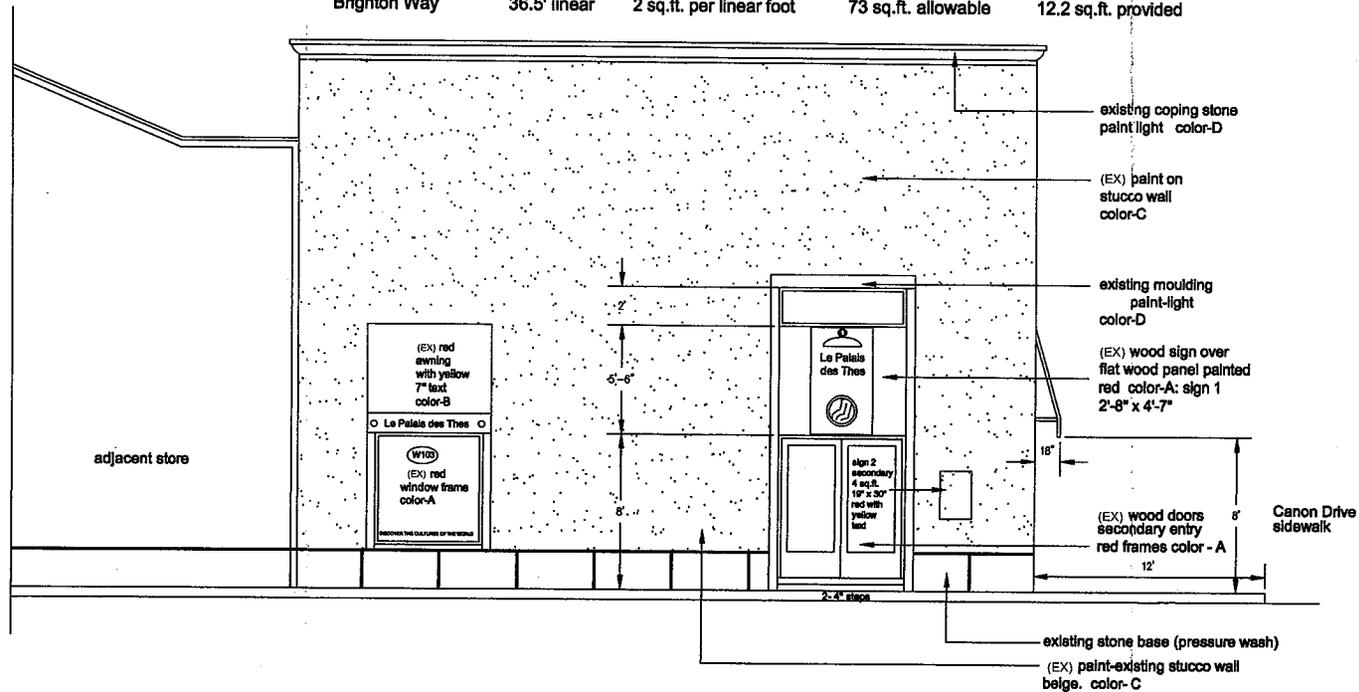
American Tea Room COLORED CANON DRIVE ELEVATION
 401 North Canon Drive
 Beverly Hills, CA 90210

Color Chart

Item	Color	Location	Manufacture
Color - A	Red	Window Framing, Awnings, Signage, Wainscot	model no.- AKSO nobel 73269
Color - B	Yellow	Signage Text	model no.- ICI #789 golden crown
Color - C	Beige	Wall Stucco Color	model no.- ICI #833 gray birch
Color - D	Light Beige	Accent Trim at Windows, Coping and Cornice	model no.- ICI #962 moss mist

Allowable Signage

Canon Drive	48' linear	2 sq.ft. per linear foot	96 sq.ft. allowable	12.2 sq.ft. provided
Brighton Way	36.5' linear	2 sq.ft. per linear foot	73 sq.ft. allowable	12.2 sq.ft. provided

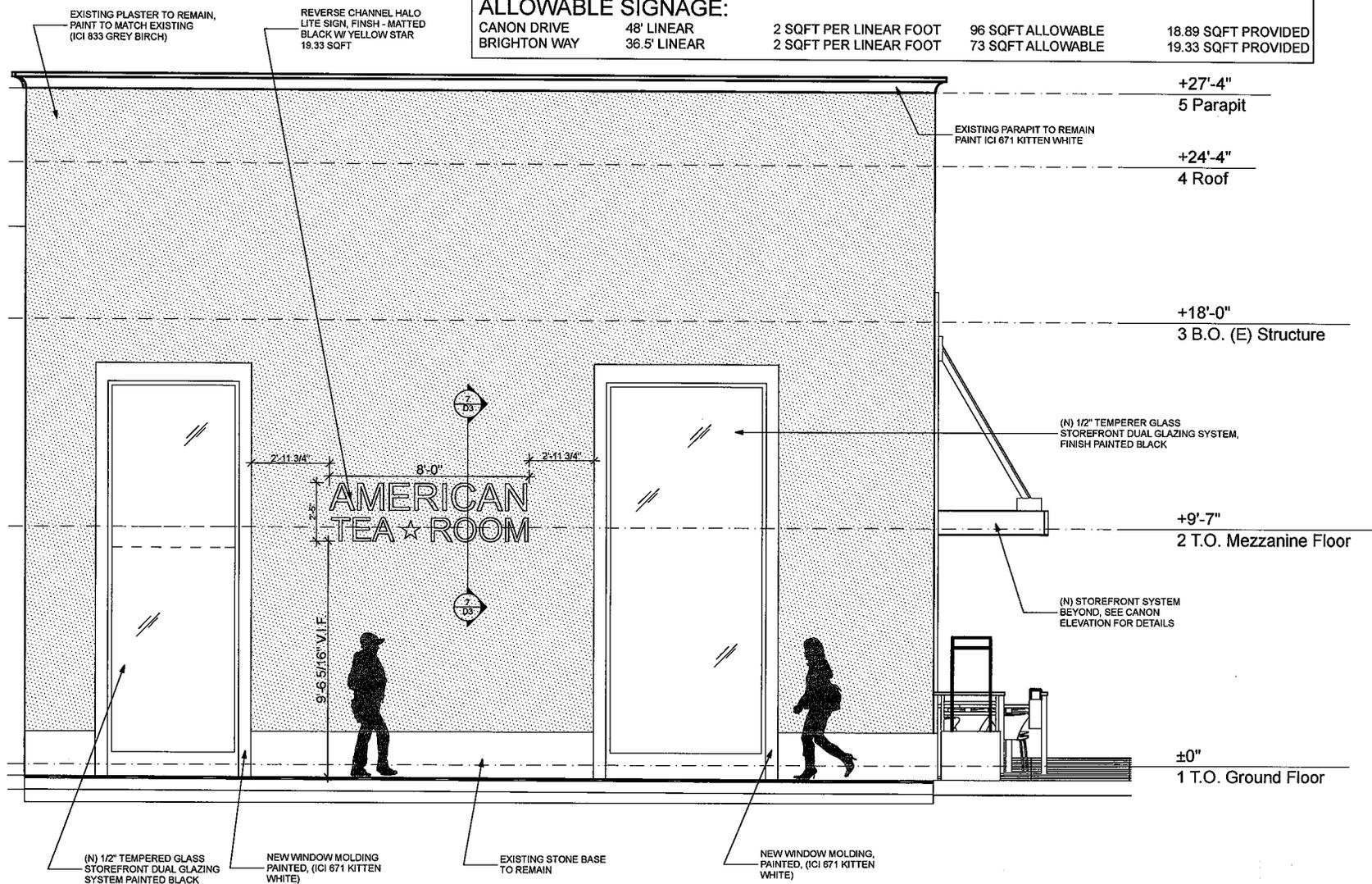


American Tea Room (EX) BRIGHTON ELEVATION
 401 North Canon Drive
 Beverly Hills, CA 90210

SFJones
 ARCHITECTS

ALLOWABLE SIGNAGE:

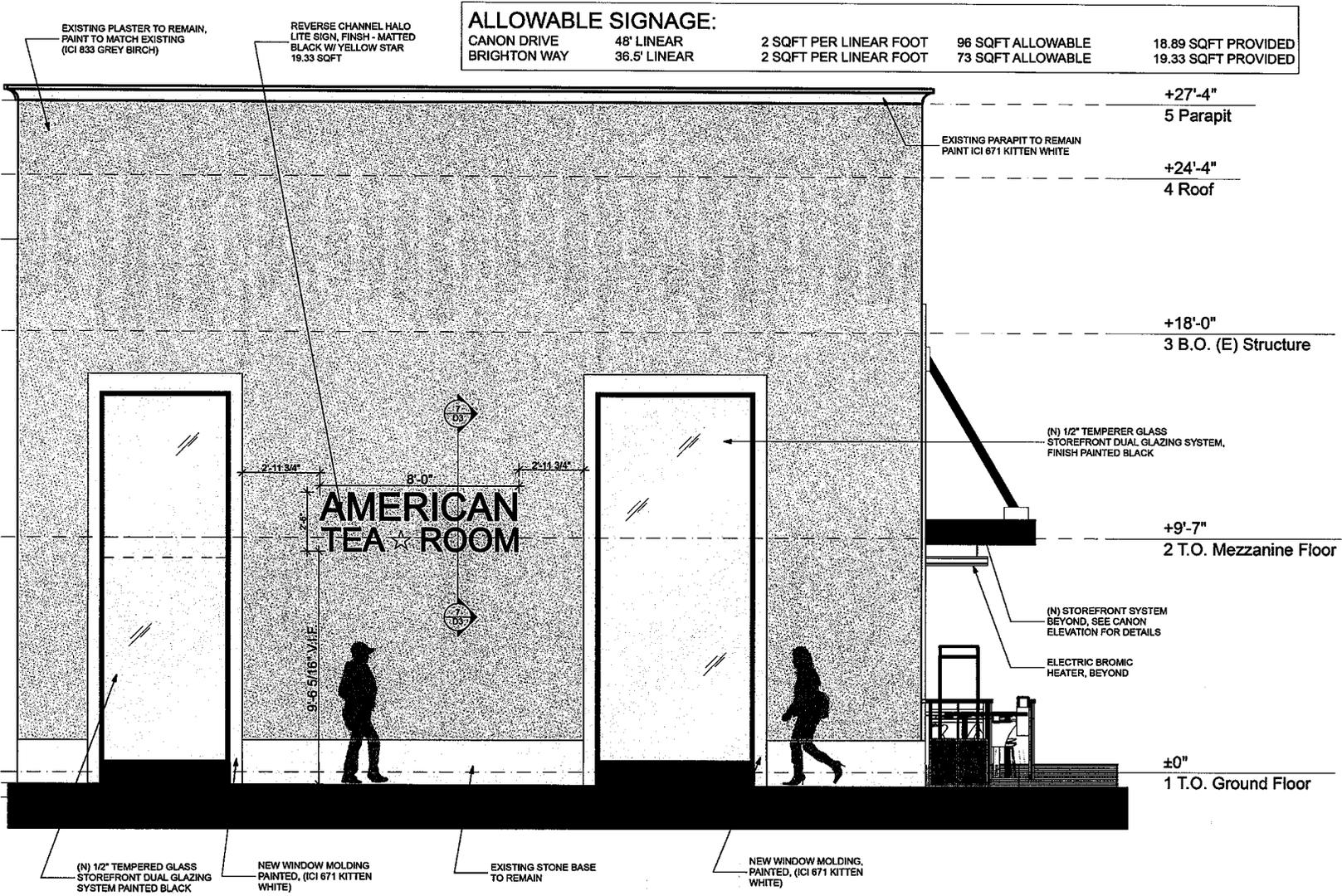
CANON DRIVE	48' LINEAR	2 SQFT PER LINEAR FOOT	96 SQFT ALLOWABLE	18.89 SQFT PROVIDED
BRIGHTON WAY	36.5' LINEAR	2 SQFT PER LINEAR FOOT	73 SQFT ALLOWABLE	19.33 SQFT PROVIDED



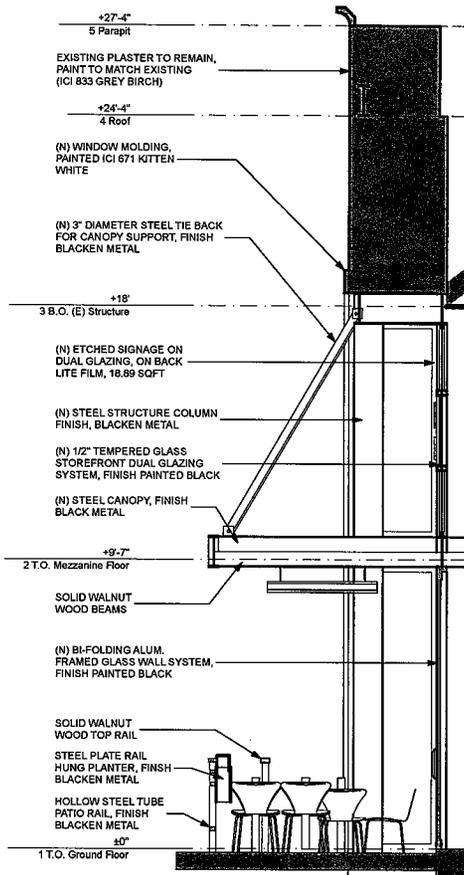
American Tea Room BRIGHTON WAY ELEVATION
 401 North Canon Drive
 Beverly Hills, CA 90210

SCALE: 1/4" = 1'-0"

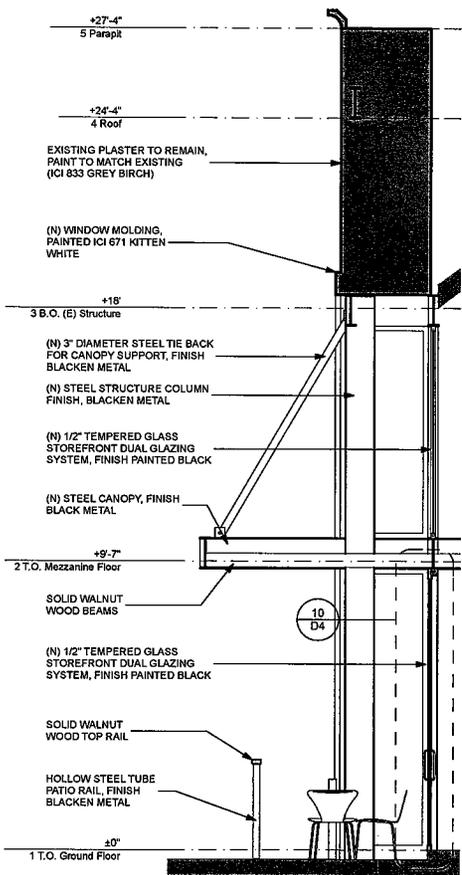
SFJones
 ARCHITECTS



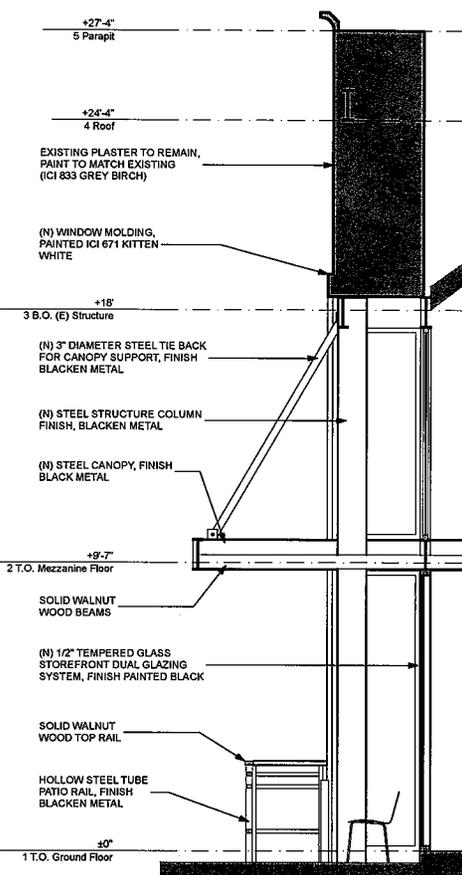
American Tea Room COLORED BRIGHTONWAY ELEVATION
 401 North Canon Drive
 Beverly Hills, CA 90210



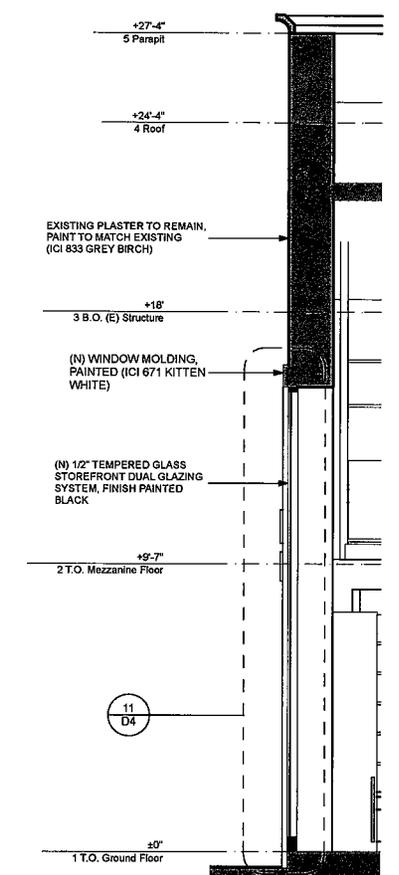
4 SECTION
SCALE: 1/4" = 1'-0"



3 SECTION
SCALE: 1/4" = 1'-0"



2 SECTION
SCALE: 1/4" = 1'-0"

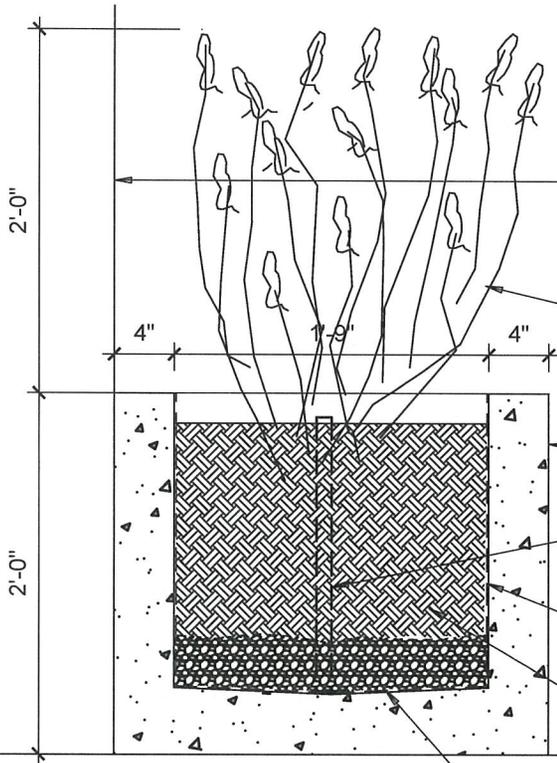


1 SECTION
SCALE: 1/4" = 1'-0"

LAVENDER PLANT IMAGE



BOX HEDGE IMAGE



SMOOTH PAINTED PLASTER FINISH ON EXTERIOR WALLS TYP.

LAVENDER PLANTS MAINTAINED TO MAX HEIGHT OF +24" ABOVE PLANTER

SMOOTH CONCRETE C.I.P. PLANTER

PVC PIPE FOR DRAINAGE MAINTENANCE AND EXCESS WATER EVAPORATION (2) PER PLANTER

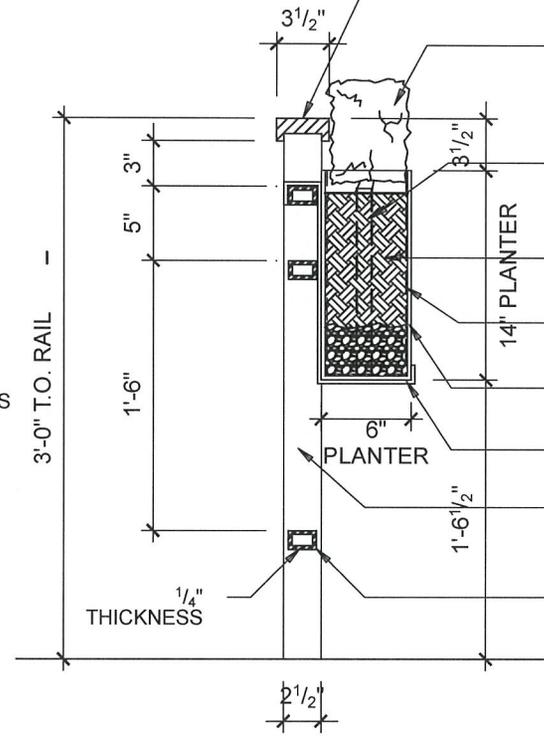
FLUID APPLIED W.P. MEMBRANE AN ALL INTERIOR SURFACES

POTTING SOIL MIX OVER 3" GRAVEL

SLOPE CONCRETE BASE TO CENTER FOR DRAINAGE

NOTE: (N) PLANTER SIZE 16.9167 CUBIC FEET (108.7 GALS)

6 PLANTER @ SIDEWALK DETAIL
SCALE: 1 1/2" = 1'-0"



3 1/2" X 1 1/2" SOLID WALNUT WOOD TOP RAIL @ PATIO RAIL

TOPIARY BOX HEDGE TRIMMED TO CONSTANT 6" HEIGHT ABOVE PLANTER AND 6" WIDTH

PVC PIPE FOR DRAINAGE MAINTENANCE AND EXCESS WATER EVAPORATION

POTTING SOIL OVER GRAVEL

FLUID APPLIED W.P. MEMBRANE AN ALL INTERIOR SURFACES

1/4" THICK FOLDED STEEL PLATE. FINISH BLACKENED METAL

1 1/2" X 1/4" STEEL HANGER. FINISH BLACKENED METAL

1 1/2" X 2 1/2" HOLLOW STEEL TUBE. FINISH BLACKENED METAL

2" X 1 1/2" HOLLOW STEEL TUBE. FINISH BLACKENED METAL

5 PATIO RAIL DETAIL
SCALE: 1 1/2" = 1'-0"



American Tea Room EXISTING BUILDING IMAGE
401 North Canon Drive
Beverly Hills, CA 90210



American Tea Room MONTAGE
401 North Canon Drive
Beverly Hills, CA 90210



Architectural Commission Report

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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 TO ALLOW A FAÇADE REMODEL, BUSINESS IDENTIFICATION SIGNAGE, A SIGN ACCOMMODATION TO ALLOW AN INCREASE IN THE SIZE OF A BUSINESS IDENTIFICATION SIGN ON A NON-ENTRY STREET FRONT, AND OUTDOOR DINING ELEMENTS FOR THE PROPERTY LOCATED AT 401 NORTH CANON DRIVE (PL1412316 – AMERICAN TEA ROOM).

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

Section 1. John Clouse, agent, on behalf of the property owner, Hershenson Investments, LLC, and tenant, American Tea Room, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, business identification signage, a sign accommodation to allow an increase in the size of a business identification sign on a non-entry street front, and outdoor dining elements for the property located at 401 North Canon 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 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 August 20, 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

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: August 20, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission