



## Architectural Commission Report

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**Meeting Date:** Wednesday, August 20, 2014

**Subject:** **BARNEYS NEW YORK (PL1412574)**  
**9570 Wilshire Boulevard**

Request for approval of a sign accommodation to allow awning signage to exceed one line of text. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** Ashok Vanmali – Gruen Associates

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation to allow awning signage to exceed one line of text for the existing Barneys New York department store located at 9570 Wilshire Boulevard. The proposed signage is configured as follows:

- One (1) business identification sign located on each side of the drive aisle canopy.
  - Sign copy: BARNEYS NEW YORK (two lines)

Pursuant to Beverly Hills Municipal Code §10-4-306, the maximum signage on such an element is one line of text with a maximum height of seven inches (7"). However, the Architectural Commission may approve a sign accommodation to allow letters and symbols to be painted or fixed in more than one line provided that the total height does not exceed fourteen inches (14").

As the current signage is proposed at a height of sixteen inches (16"), a condition of approval has been included in the draft approval resolution (Attachment C) that indicates such signage must be reduced to a total height of fourteen inches (14").

### URBAN DESIGN ANALYSIS

The proposed signage is appropriate in size and scale to the previously approved awning and will serve to identify the business in a tasteful and classic manner.

### 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.

#### 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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### **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:**

On North, East and South elevation, replace existing red awnings with white logo at ground floor with new black awnings with white logo. Awning and logo size to match existing. Add new black awnings on North, East and South elevation at second, third, fourth and fifth floor without logo. Provide a new black fabric canopy on the South side over the three incoming drive aisles. Provide a black fabric canopy over valet drop. New landscape on North and South elevation. New silver grey canopy at 5th floor North and East terrace.

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

- |                                       |                                 |                                 |                                 |                                |
|---------------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4          | <input type="checkbox"/> R-4X   | <input type="checkbox"/> R-4    | <input type="checkbox"/> R-4-P  | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3          | <input type="checkbox"/> RMCP   | <input type="checkbox"/> C-3    | <input type="checkbox"/> C-3A   | <input type="checkbox"/> C-3B  |
| <input type="checkbox"/> C-5          | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5   |
| <input type="checkbox"/> Other: _____ |                                 |                                 |                                 |                                |

**E Lot is currently developed with (check all that apply):**

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below): \_\_\_\_\_

**F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?**

Yes  No  If yes, please list Architect's name: \_\_\_\_\_

**SECTION 3 – PROJECT DETAILS AND MATERIALS** (continues on next page)

**A** Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1					
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:* Canvas Canopy.  
*Texture /Finish:* Canvas.  
*Color / Transparency:* Black.

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

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

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

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

**AWNINGS, CANOPIES**

*Material:* 100% Sunbrella Acrylic Awing Fabric.  
*Texture /Finish:* Factory applied fluorocarbon finish for water repellancy.  
*Color / Transparency:* Black 80008-0000.

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

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

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

*Material:* Landscape lighting only.  
*Texture /Finish:* Bronze metal fixtures.  
*Color / Transparency:* White - LED.

**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:* Black metal canopy supports.  
*Texture /Finish:* Paint.  
*Color / Transparency:* Black.

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

Vine covered walls grow to complement and soften the first floor of the building façade, which expresses a traditional, cosmopolitan Spanish/European aesthetic; and to express a high quality, traditional charm of climbing vines on the vertical surfaces. This enhances the pedestrian experience by bringing the scale of the building down to pedestrian scale, and provides an immediate green experience to balance the hardscape of the urban environment. Landscaping along the south property line creates a green wall to the parking lot and helps mitigate noise and visual buffering to the adjacent uses.

**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.**

In addition to the new landscape elements the awnings on the building will provide shade for the interior spaces and an attractive way to break down the mass and scale of the existing building facade. We feel the awnings are in keeping with the building and the Beverly Hills vernacular. The chosen color of white will fit seamlessly with the surrounding buildings.

- 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.**

N/A

- 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 intention of this exterior is to upgrade the exterior appearance and environment and better integrate it into the Beverly Hills vernacular by adding new awnings, painting the stucco facade elements white and adding contextually and environmentally sensitive planting.

- 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.**

See # 1 and # 3 above.

- 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 scope of work is within the perimeter of the property lines and conform with local codes of an existing building.



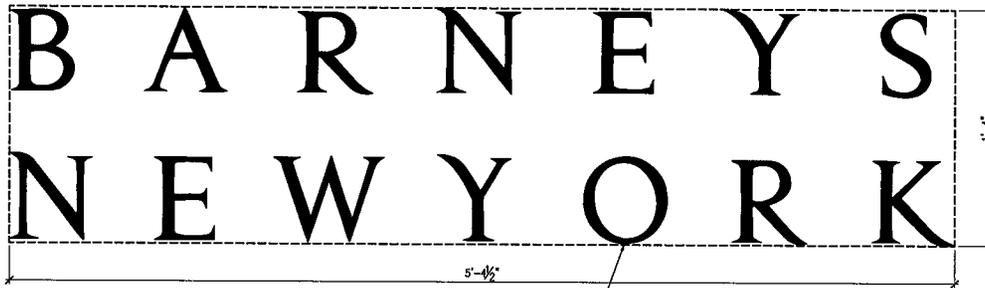
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**Attachment B**  
Project Design Plans

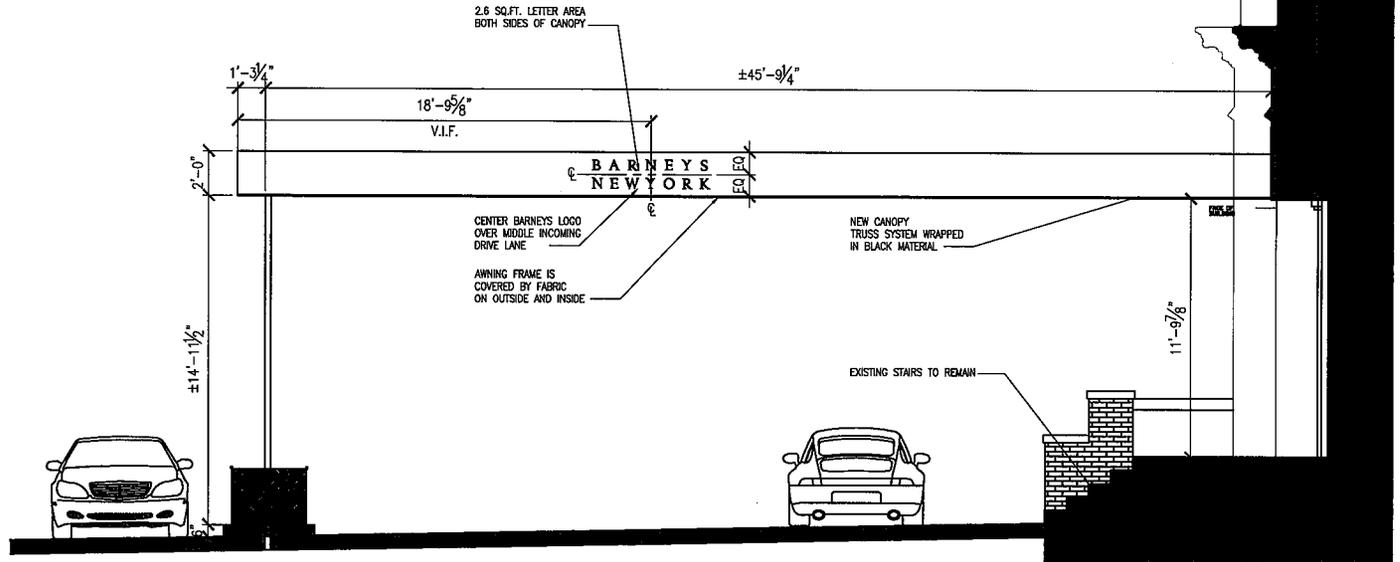




1 ENLARGED SIGNAGE  
S&B 8/14/14

WHITE LETTERING  
ON BLACK AWNING

TOTAL AREA = 7.17 SQ. FT. PER SIGN  
(1) SIGN ON EACH SIDE  
(2) SIGNS TOTAL



2 SECTION THRU CANOPY  
S&B 8/14/14



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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 SIGN ACCOMMODATION TO ALLOW AWNING SIGNAGE TO EXCEED ONE LINE OF TEXT FOR THE PROPERTY LOCATED AT 9570 WILSHIRE BOULEVARD (PL1412547 – BARNEYS NEW YORK).

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

Section 1. Ashok Vanmali, Gruen Associates, agent, on behalf of the property owner and tenant, Barneys New York, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation to allow awning signage to exceed one line of text for the property located at 9570 Wilshire 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 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

1. Each business identification sign located on the drive aisle canopy shall be reduced to a total maximum height of fourteen inches (14”), inclusive of each line of text and the spacing between.

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: August 20, 2014

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission