



Architectural Commission Report

Meeting Date: Wednesday, November 19, 2014

Subject: **REVERSE AGING CENTER (PL1430371)**
455 North Roxbury Drive

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

Project agent: Jacob Webster – All American Permits

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 revision to a previously approved façade remodel and business identification signage for the Reverse Aging Center (previously identified as Wellness Wave during the project's initial review) located at 455 North Roxbury Drive. The project was previously approved by the Architectural Commission at their meeting on June 18, 2014. Subsequently, changes were made in the field that exceeded the threshold for a staff-level revision. As such, the revisions are before the Commission for review. The modifications include the following:

Façade Remodel

- Porcelain tile siding (12"x24" planks) in a striated gray color
 - *Previously approved as a porcelain tile with a dimensional wave pattern*

Business Identification Signage

- One (1) 7.6 SF edge-lit sign with acrylic push-thru letters.
 - *Previously approved as an 11.5 SF halo-illuminated sign*

URBAN DESIGN ANALYSIS

The previously approved porcelain tile was of a superior material palette and the current proposal lacks the imagination of the original concept. However, the current installation is of acceptable design standards and is anticipated to be consistent with the existing streetscape of North Roxbury Drive.

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:

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



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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 outreach and 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:

Facade improvement to include new anodized aluminum storefront system, textured porcelain tile cladding and signage at existing roof canopy.

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 checked="" 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: Porcelain tile, Exterior cement plaster (stucco)
 Texture /Finish: Smooth
 Color / Transparency: Cool tone

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.**

Exterior wall will be insulated with R-19 batt insulation with 5/8" gypsum board interior. Exterior to be porcelain tile over cement mortar over 5/8" exterior gypsum sheathing.

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

The material palette will add richness and sophistication to the existing building.

- 4. Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The building is existing. The material palette will add richness and sophistication to the existing building.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

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



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Attachment B
Project Design Plans

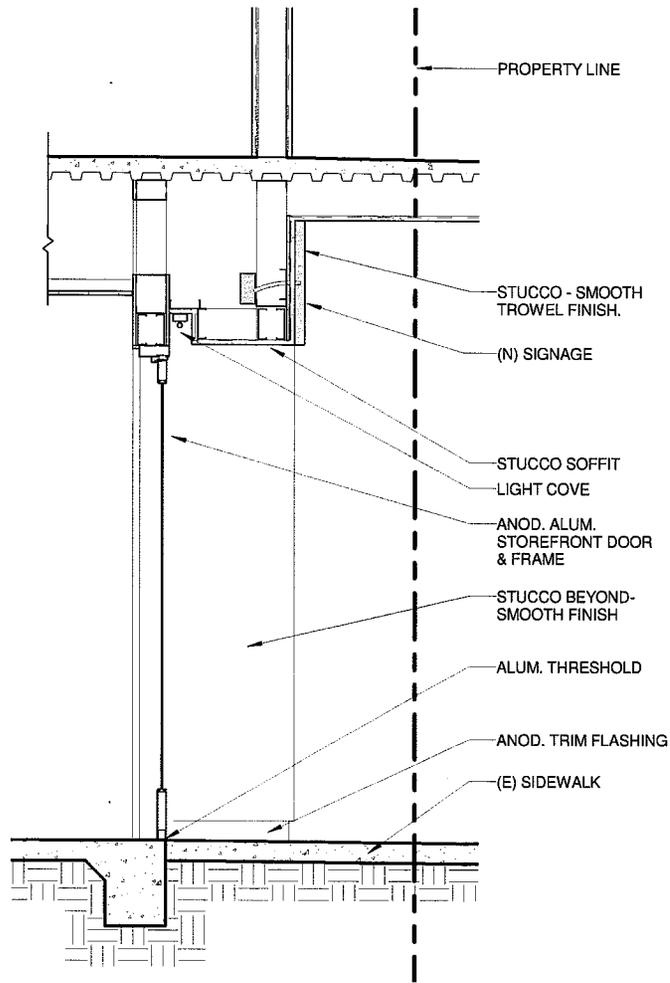


COLOR ELEVATION

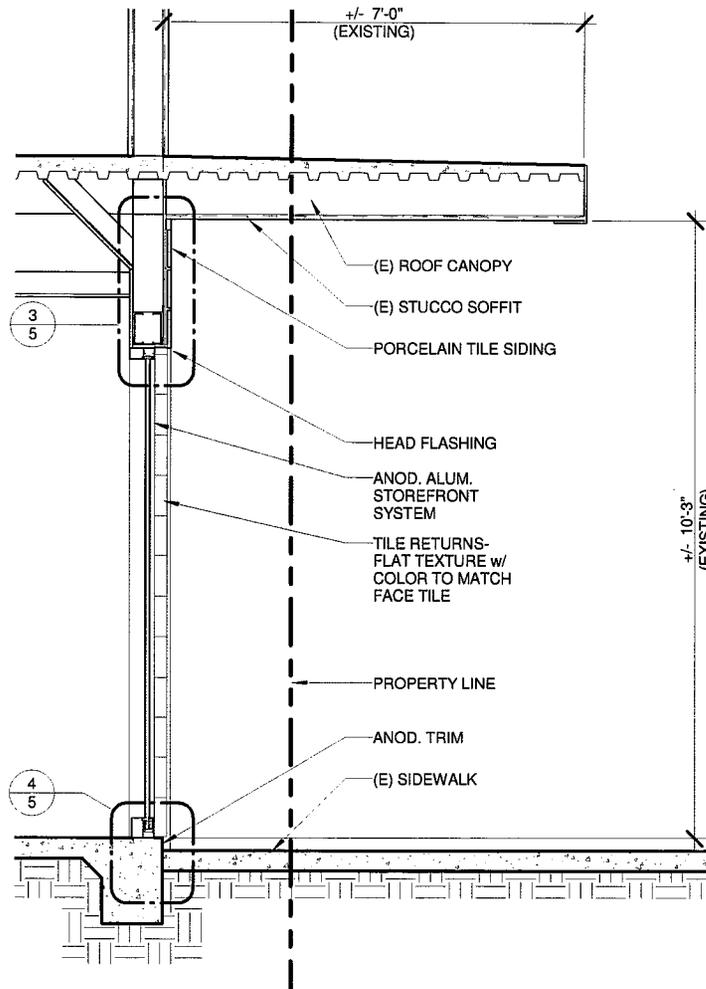
1/4" = 1'-0"

455 N. ROXBURY DRIVE
BEVERLY HILLS, CA 90210

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

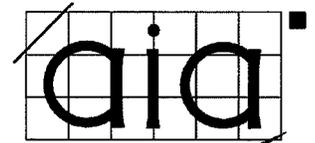


2 SECTION AT DOOR
1/2" = 1'-0"



1 SECTION AT STOREFRONT
1/2" = 1'-0"

455 N. ROXBURY DRIVE
BEVERLY HILLS, CA 90210

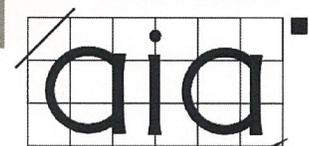


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PROPOSED STREET VIEW RENDERING

455 N. ROXBURY DRIVE
BEVERLY HILLS, CA 90210

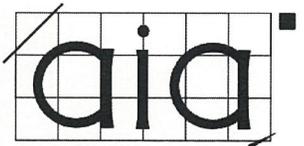


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EXISTING VIEW

455 N. ROXBURY DRIVE
BEVERLY HILLS, CA 90210



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

SIGN TYPE A,B

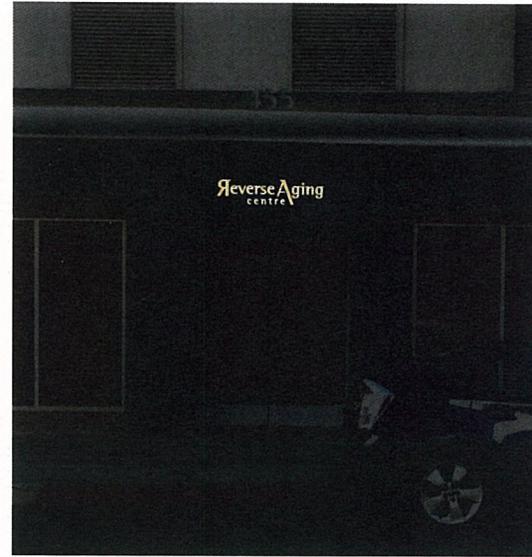
Before



After



Night Time Rendering



Sign Centrix <small>ARCHITECTURAL SIGNAGE</small>													
447 S. Robertson Blvd., Suite 1011 Beverly Hills, CA 90211 T: 310 . 288 . 0088 F: 310 . 288 . 0089 E: sean@signcentrix.com LIC. # C45-968468													
Project: Reverse Aging Centre 455 N Roxbury Dr. Beverly Hills, CA													
Date: Oct. 23, 2014													
Account Manager: SEAN NASS													
Drawn by: Danny Flores													
Phase: Day Time Rendering													
Revisions: <table border="1"> <thead> <tr> <th>Date</th> <th>Number</th> </tr> </thead> <tbody> <tr><td> </td><td> </td></tr> </tbody> </table>		Date	Number										
Date	Number												
Page: 2													

SIGN TYPE A



Front View

Side View

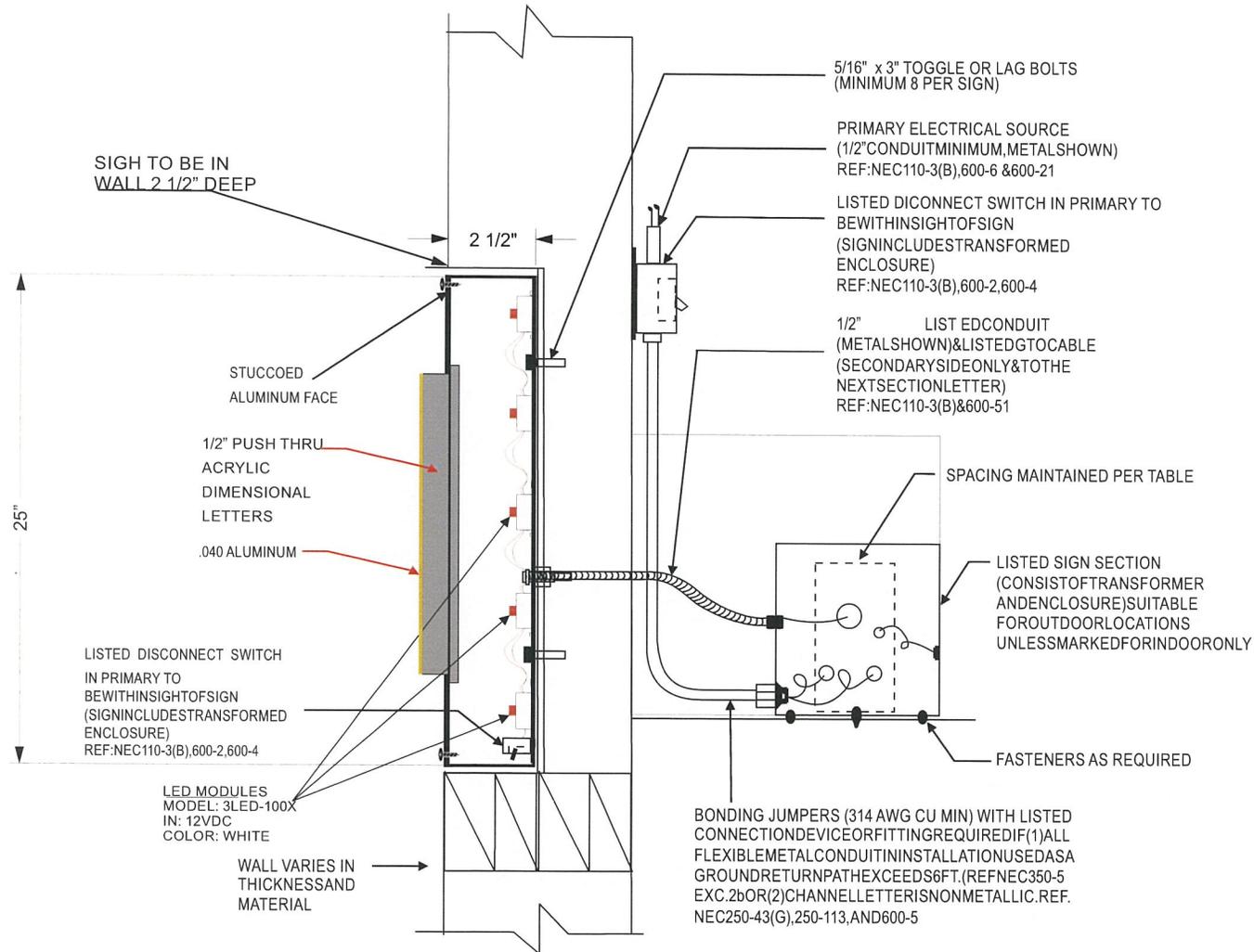
Specification:

Custom Architectural edge lit sign with 1/2" thick acrylic push thru letters

- Face Finish: Natural Grey Stucco Finish
- Return Color of Letters: White
- Face Color and finish of Letters: .040 thick aluminum painted PMS 143 UL Listed

Sign	
Centrix	
447 S. Robertson Blvd., Suite 101 Beverly Hills, CA 90211 T: 310 . 288 . 0088 F: 310 . 288 . 0089 E: sean@signcentrix.com LIC. # C45-968468	
Project: Reverse Aging Centre 455 N Roxbury Dr. Beverly Hills, CA	
Date: Oct. 23, 2014	
Account Manager: SEAN NASS	
Drawn by: Danny Flores	
Phase: Halo lit channel letter specifications	
Revisions:	Number
_____	_____
_____	_____
_____	_____
_____	_____
Page: 3	

SIGN TYPE A



LISTED MARKS:

1. LISTED MARK SIGN SECTION LABEL SHALL BE ON EACH LETTER AND TRANSFORMER ENCLOSURE.

THE FIRST BLANK SPACE IDENTIFIES THE NUMBER OF EACH SIGN SECTION. THE SECOND BLANK SPACE IDENTIFIES THE TOTAL NUMBER OF SIGN SECTIONS.



ELECTRIC BACK SECTION
MO CX-123AB4
□ = □

Sign Centrix
447 S. Robertson Blvd., Suite 101
Beverly Hills, CA 90211
T: 310 . 288 . 0088
F: 310 . 288 . 0089
E: sean@signcentrix.com
LIC. # C45-968468

Project:
Reverse Aging Centre
455 N Roxbury Dr.
Beverly Hills, CA

Date:
Oct. 23, 2014

Account Manager:
SEAN NASS

Drawn by:
Danny Flores

Phase:
Shop drawing for illuminated box sign

Revisions:	
Date	Number



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Attachment C

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 455 NORTH ROXBURY DRIVE (PL1430371 – REVERSE AGING CENTER).

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

Section 1. Jacob Webster, All American Permits, agent, on behalf of the property owner, Roxbury Properties Corp. & City National Bank of Beverly Hills, and the tenant, Reverse Aging Center, (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved façade remodel and business identification signage for the property located at 455 North Roxbury Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the

State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city's local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

Section 5. The Architectural Commission conducted a duly noticed public hearing on November 19, 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, complaint 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: November 19, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission