



Architectural Commission Report

Meeting Date: Wednesday, February 18, 2015
(Continued from the December 17, 2014 meeting)

Subject: **FREE PEOPLE (PL1431895)**
370 North Canon Drive

Request for approval of a façade modification, an alley-oriented business identification sign, a business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Wale Falade – NewStudio Architecture

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 modification, an alley-oriented business identification sign, a business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, and a construction barricade graphic for Free People located at 370 North Canon Drive.

The project was previously reviewed by the Architectural Commission at their meeting on Wednesday, December 17, 2014. At that meeting, the Commission felt the design warranted further review and directed the project to be restudied and returned to a future meeting. The comments provided by the Commission related primarily to increasing the visual interest and/or storefront transparency on the Brighton Way elevation, expressing Free People's interior energy in the façade design, façade coloration, and the combination of wood and steel on the storefront elements.

As a result of the Commission's comments, the applicant has modified the design, as follows:

North Canon Drive

- No changes are proposed to this elevation as a result of the Commission's comments.

Brighton Way

- Option 1 (applicant preferred) – retain existing façade recess and infill with backlit, laser cut steel panels in a white powder-coated finish.
- Option 2 – infill the existing façade recess and create new window to match existing.
- Business identification sign relocated to directly above the existing recess/proposed window area with a reduction in size to 60 SF (previously proposed at 67 SF)

Attachment(s):

- December 17, 2014 Staff Report and Previously Proposed Plans
- Applicant-prepared *Response to Comments*
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 18, 2015

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow ground floor businesses located on a corner lot adjacent to two (2) public streets to increase the size of a non-entry business identification sign provided such sign does not exceed one hundred (100) square feet, the total combined sign area of the signs does not exceed one hundred thirty (130) square feet, and the total combined sign area does not exceed ten percent (10%) of the vertical surface area of that portion of the wall below twenty feet (20') in height and occupied by the frontage of the business. As proposed, the two street facing business identification signs comply with these sign standards.

Alley-oriented Business Identification Sign (no change from previous proposal)

- One (1) 4 SF façade-mounted, halo-illuminated sign located adjacent to the alley entry.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum sign area for an alley-oriented business identification sign is 4 SF and must be located below a height of eight feet (8') above grade. As proposed, the alley-oriented business identification sign complies with these sign standards.

Construction Barricade (no change from previous proposal)

The applicant is also requesting a construction barricade graphic with signage. The proposed graphic is artful in nature and the signage on that portion of the barricade parallel to the street, which includes only the business name, is proposed at 12 SF.

Pursuant to BHMC §10-4-612, construction barricades may include one (1) 12 SF sign that includes the name of the business, a company logo, and the opening date of the business on that portion of the construction barricade parallel to the street.

Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

The minor revisions to the façade will activate the streetscape, particularly Brighton Way, in a far more pleasing manner than the previous proposal. The Urban Design staff believes that Option 2 (additional window) will create a more pedestrian-oriented experience as it greatly increases the transparency between the interior and exterior. Should this option be pursued, a second window should be added so that the fenestration is in better balance with the business identification sign above.

While the additional window is the preferred direction by the Urban Design staff, should such a configuration not be attainable, the proposed steel panels will serve to adequately activate the streetscape along Brighton Way and are considered to be a suitable alternative.

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



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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 outreach and notification was not required for this project.



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Attachment A

December 17, 2014 Staff Report
and Previously Proposed Plans



Architectural Commission Report

Meeting Date: Wednesday, December 17, 2014

Subject: **FREE PEOPLE (PL1431895)**
370 North Canon Drive

Request for approval of a façade modification, an alley-oriented business identification sign, a business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

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

REPORT SUMMARY

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Façade Modification

- Removal of (e) patterned awnings;
- New glazed steel entry doors with side light(s) at N. Canon Drive and alley elevations (existing storefront windows to remain), and;
- Infill existing Brighton Way façade recess with stucco to match existing.

Business Identification Sign (sign accommodation)

- One (1) 60 SF façade-mounted, halo-illuminated sign located on the entry façade adjacent to North Canon Drive (sign copy: “free people”)
- One (1) 67 SF façade-mounted, halo-illuminated sign located on the non-entry façade adjacent to Brighton Way (sign copy: “free people”).
- TOTAL SIGN AREA: 127 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow ground floor businesses located on a corner lot adjacent to two (2) public streets to increase the size of a non-entry business identification sign provided such sign does not exceed one hundred (100) square feet, the total combined sign area of the signs does not exceed one hundred thirty (130) square feet, and the total combined sign area does not exceed ten percent (10%) of the vertical surface area of that portion of the wall below twenty feet (20') in height and occupied by the frontage of the business. As proposed, the two street facing business identification signs comply with these sign standards.

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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(310) 285-1191
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Alley-oriented Business Identification Sign

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Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

The proposed business identification signage is appropriate in scale and simple in its execution that will enhance the clean lines of the façade. However, the existing side street, with its limited number of storefront windows, is currently activated in part due to the existing wood-filled façade recess. Infilling this area with stucco to match the building will take vibrancy away from the building and will deactivate the façade. This would detract from the vitality of the street and would not serve as a positive enhancement to the streetscape of either street from which it is visible. It is recommended that the existing recess be maintained and the proposed signage on this area be reconfigured and/or relocated to accommodate this design element.

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



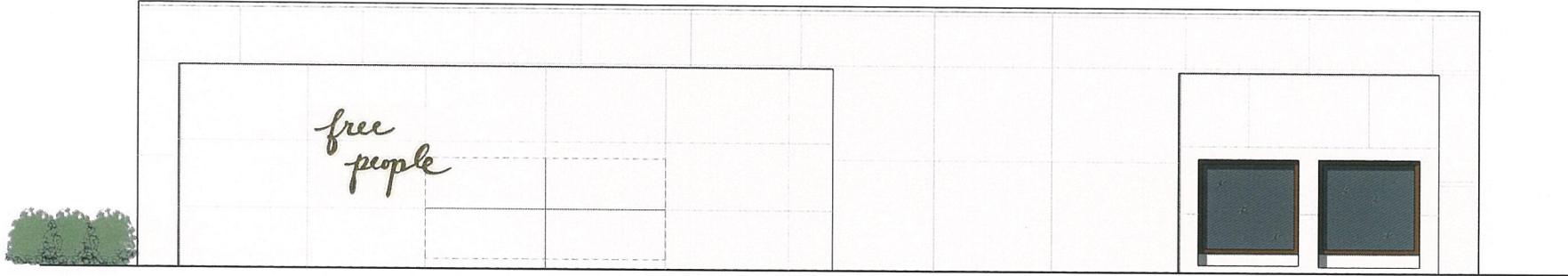
Architectural Commission Report

455 North Rexford Drive, Room 280-A
AC Meeting – December 17, 2014

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.



2 SIDE ELEVATION ALONG BRIGHTON WAY

A310 SCALE: 1/8" = 1'-0"



1 FRONT ELEVATION @ CANON DRIVE

A310 SCALE: 1/8" = 1'-0"

free people

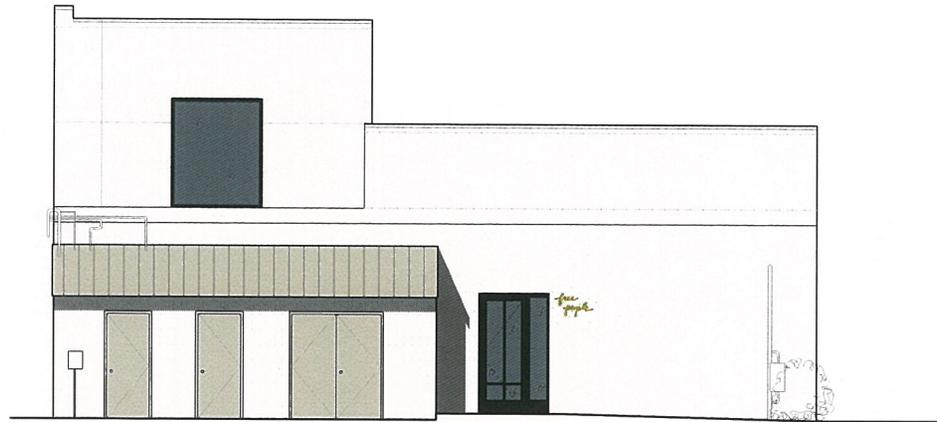
370 N CANON DRIVE, BEVERLY HILLS, CA 90210

NewStudioArchitecture

4431 Lake Avenue South
White Bear Lake, MN 55110
p: 651.207.5527 f: 651.207.8247

A310

COLOR
ELEVATIONS



1 REAR ELEVATION @ ALLEY

A311 SCALE: 1/8" = 1'-0"

free people

370 N CANON DRIVE, BEVERLY HILLS, CA 90210

NewStudioArchitecture

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A311

COLOR
ELEVATIONS



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Attachment B

Applicant-prepared
Response to Comments

- Regarding that the Brighton facade should have an energy to it:

Free People Design agrees that the long façade should have an energy to it and feels that the laser cut panels or the additional opening will provide a sculptural interest and/or vibrancy to the street.

- Regarding a desire for a window in to the Intimates area:

This possibility was investigated but the brand was uncomfortable with a window to the street in the intimates area, the plan was adjusted to make the window open to the ready to wear section of the sale floor.

- Regarding the stucco remaining the same:

FP Design is happy with the stucco finish and feels it creates a wonderful backdrop for the handmade brass signage and warm wood window surrounds.

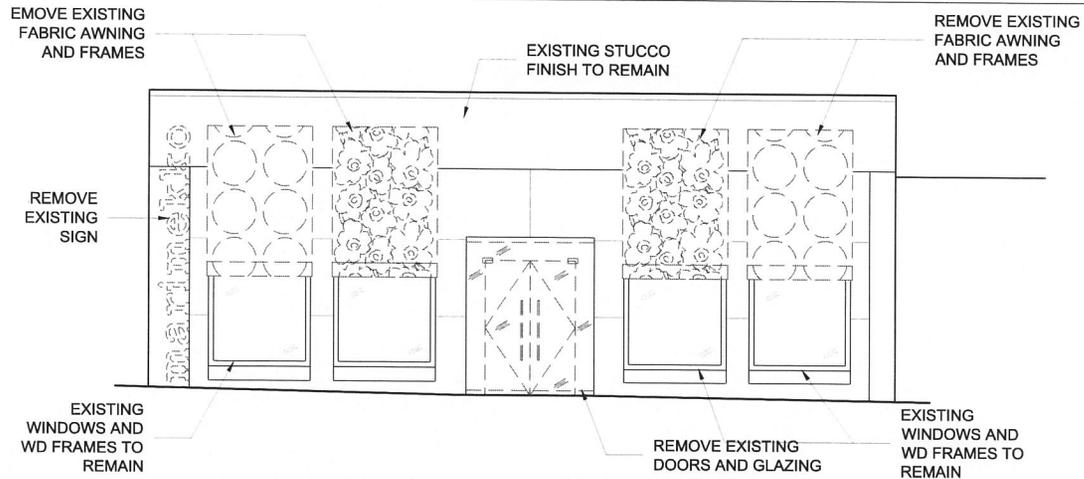


Architectural Commission Report

455 North Rexford Drive, Room 280-A

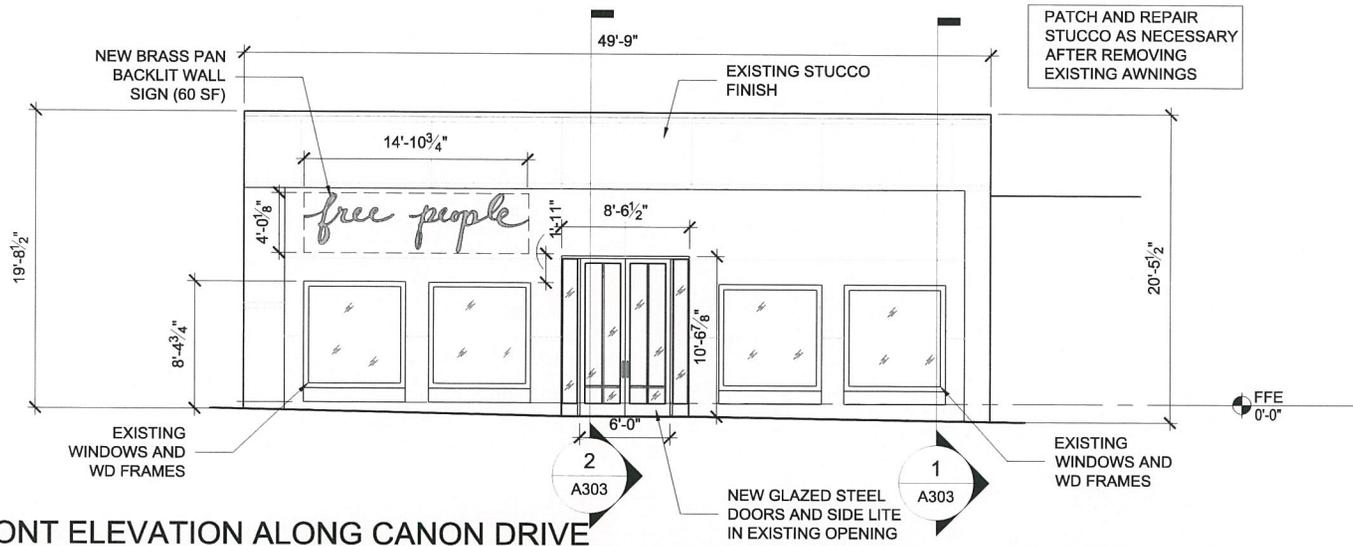
AC Meeting – February 18, 2015

Attachment C
Project Design Plans



2 DEMO FRONT ELEVATION ALONG CANON DRIVE

A300 SCALE: 1/4" = 1'-0"



1 PROPOSED FRONT ELEVATION ALONG CANON DRIVE

A300 SCALE: 1/4" = 1'-0"

free people

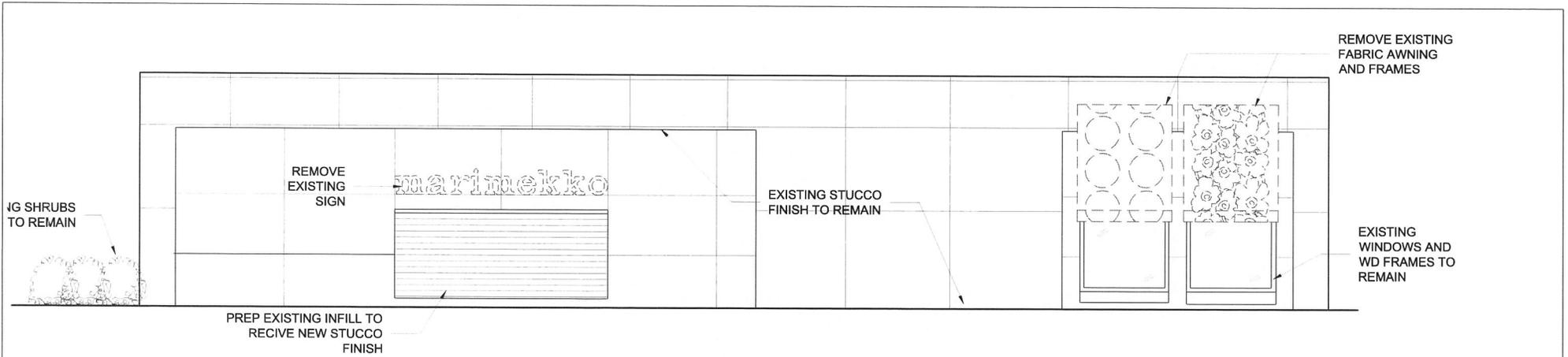
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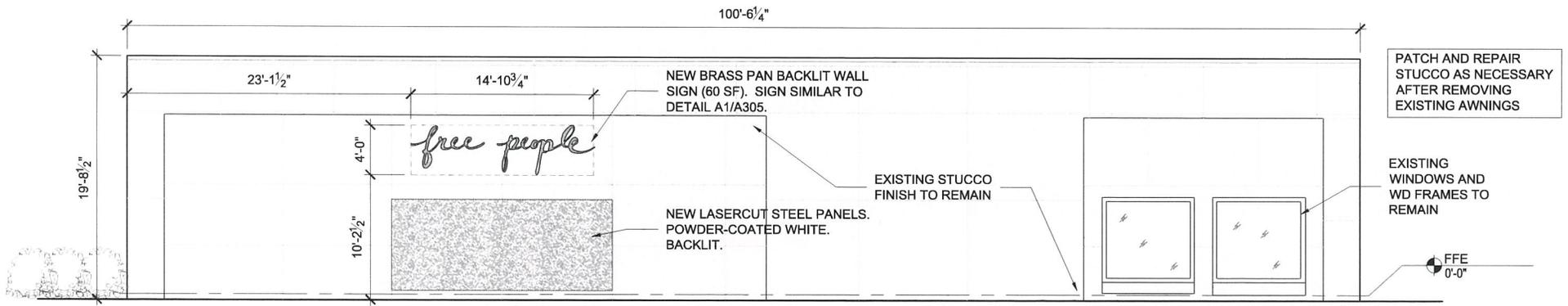
A300

EXTERIOR
ELEVATION



1 DEMO ELEVATION ALONG BRIGHTON WAY

A300 SCALE: 1/4" = 1'-0"



1 PROPOSED SIDE ELEVATION ALONG BRIGHTON WAY

A301 SCALE: 1/4" = 1'-0"

free people

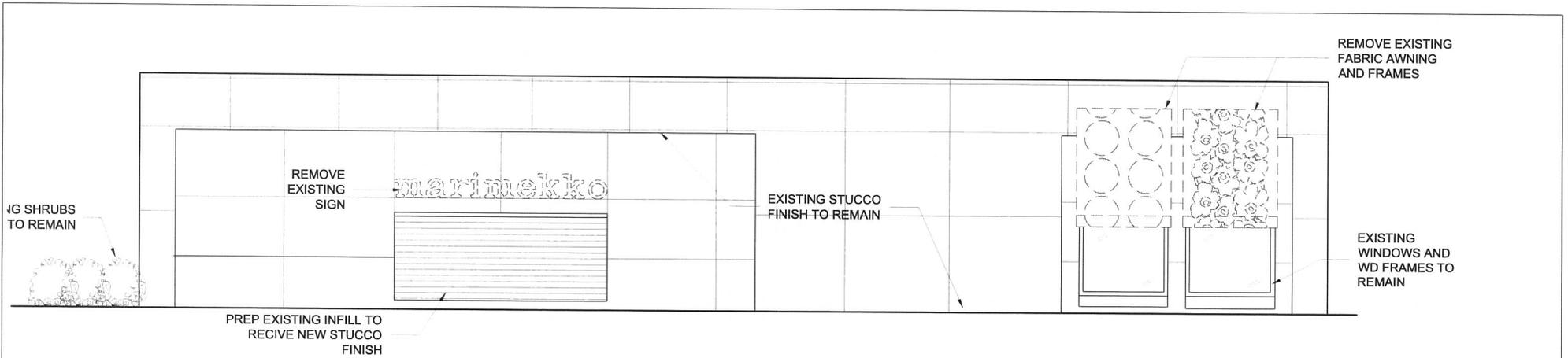
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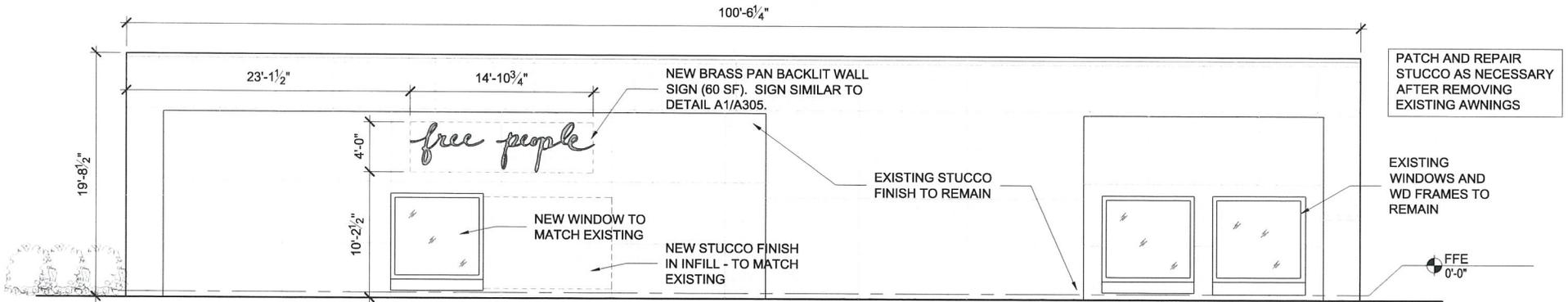
A301

EXTERIOR
ELEVATION



1 DEMO ELEVATION ALONG BRIGHTON WAY

A300 SCALE: 1/4" = 1'-0"



1 PROPOSED SIDE ELEVATION ALONG BRIGHTON WAY

A301 SCALE: 1/4" = 1'-0"

free people

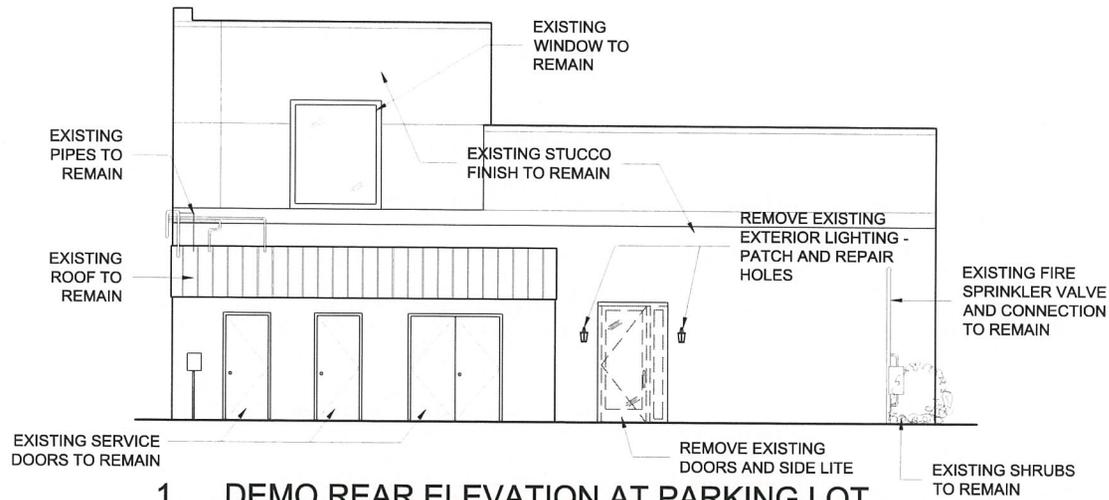
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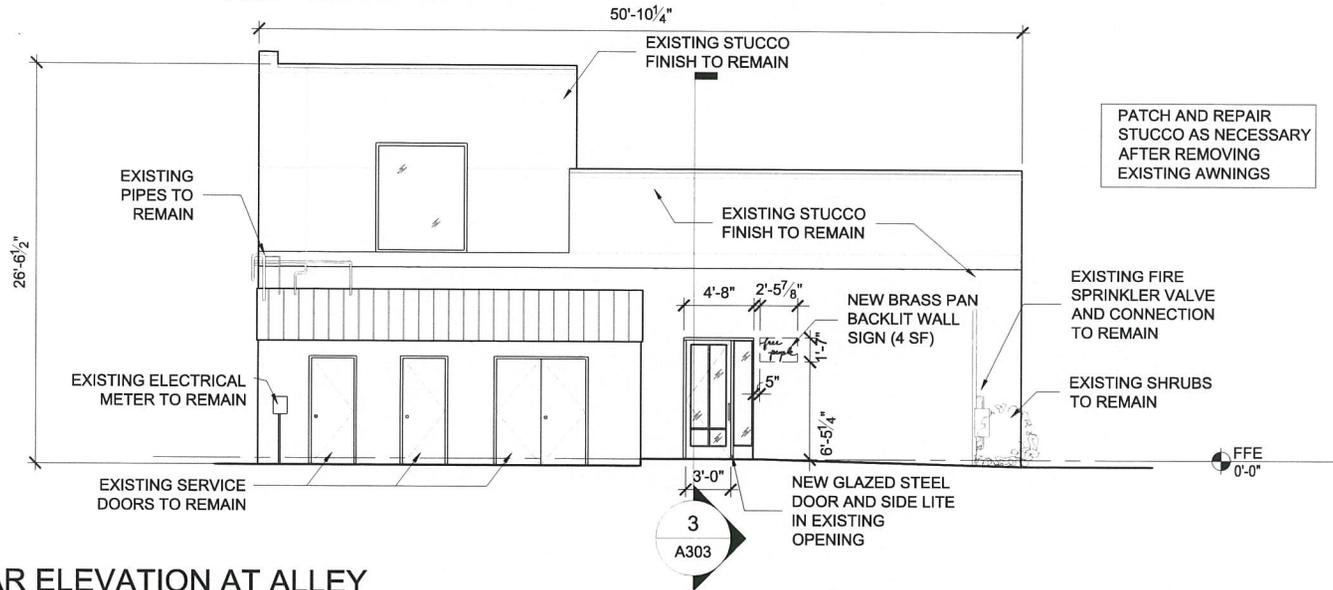
A301 ALT

EXTERIOR ELEVATION
ALTERNATIVE



1 DEMO REAR ELEVATION AT PARKING LOT

A302 SCALE: 1/8" = 1'-0"



3 PROPOSED REAR ELEVATION AT ALLEY

free people

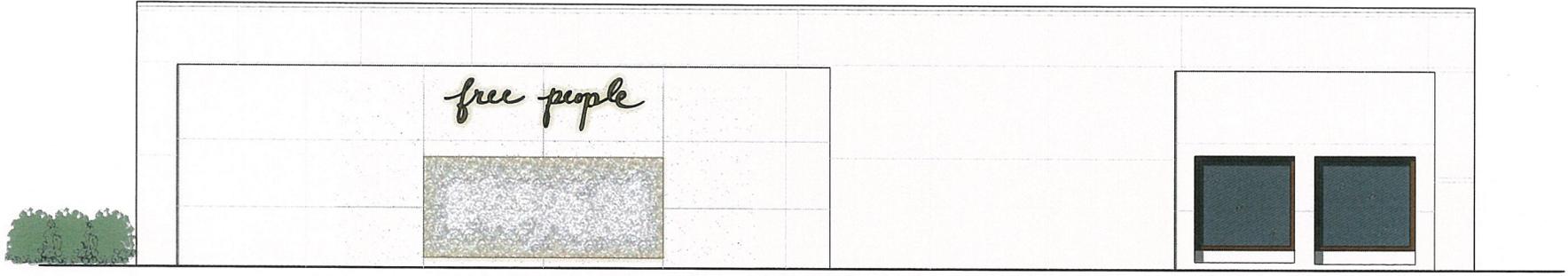
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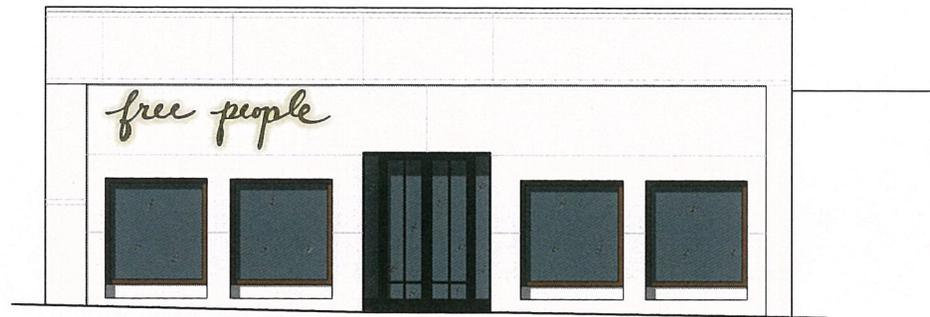
A302

EXTERIOR
ELEVATIONS



2 SIDE ELEVATION ALONG BRIGHTON WAY

A310 SCALE: 1/8" = 1'-0"



1 FRONT ELEVATION @ CANON DRIVE

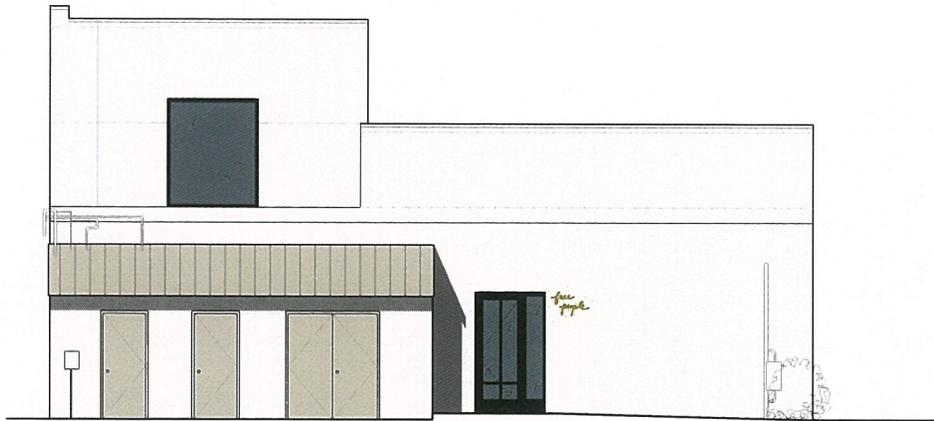
A310 SCALE: 1/8" = 1'-0"

free people
370 N CANON DRIVE, BEVERLY HILLS, CA 90210

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A310
COLOR
ELEVATIONS



1 REAR ELEVATION @ ALLEY

A311 SCALE: 1/8" = 1'-0"

free people

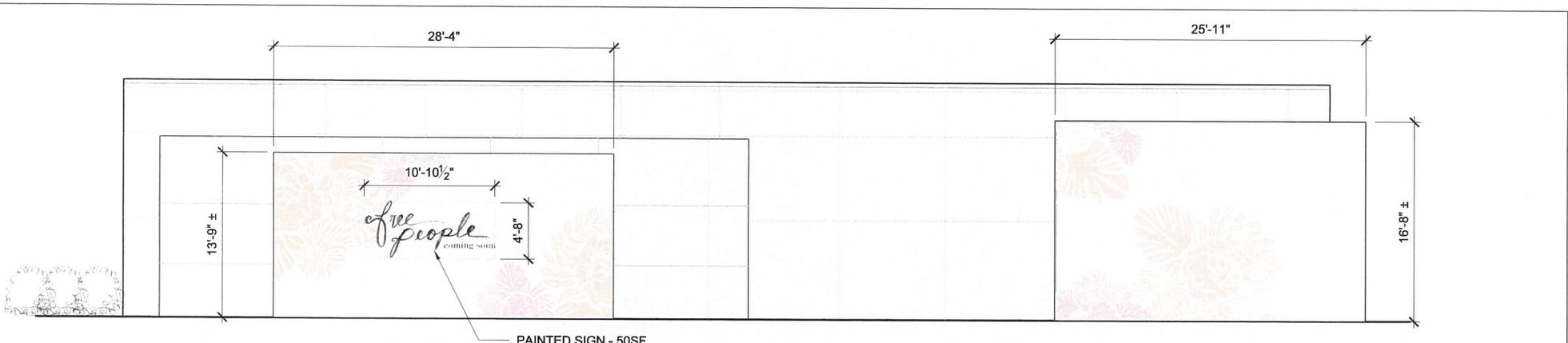
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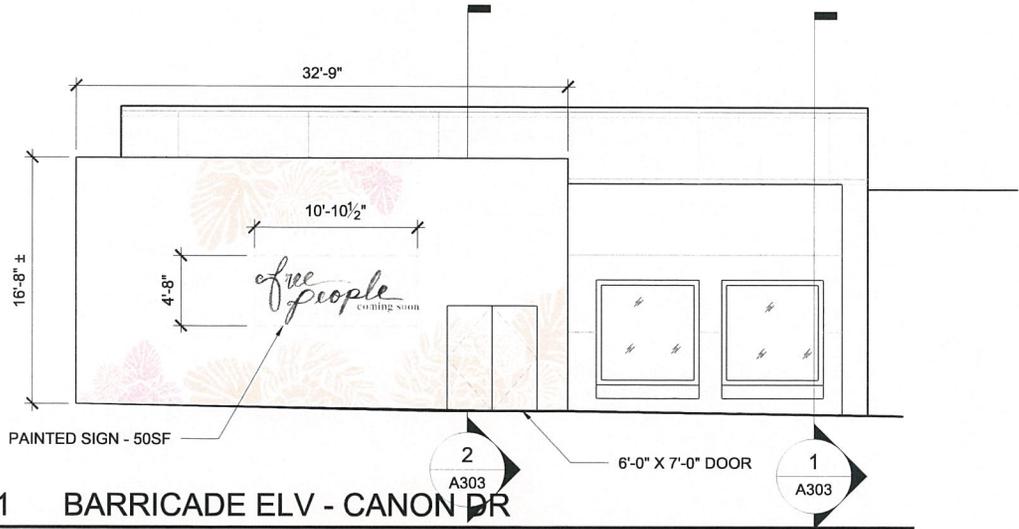
COLOR
ELEVATIONS



PAINTED SIGN - 50SF

2 BARRICADE ELV - BRIGHTON WAY

A312 SCALE: 1/8" = 1'-0"



PAINTED SIGN - 50SF

1 BARRICADE ELV - CANON DR

A312 SCALE: 1/8" = 1'-0"



free people

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A322

3D

PERSPECTIVE-RENDERING



free people

370 N CANON DRIVE, BEVERLY HILLS, CA 90210

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A322 ALT

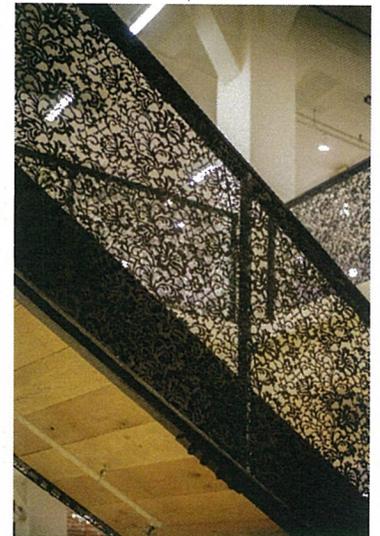
3D PERSPECTIVE-RENDERING
ALTERNATIVE



HOT ROLLED STEEL
STOREFRONT/DOOR FRAMES.
GLAZED WITH CLEAR GLASS

NEW LASERCUT STEEL PANELS
POWDER-COATED WHITE. BACKLIT.

BRASS PAN
BACKLIT SIGN



free people

370 N CANON DRIVE, BEVERLY HILLS, CA 90210

NewStudioArchitecture

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A325

SAMPLE
MATERIALS BOARD



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 18, 2015

Attachment D

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE MODIFICATION, AN ALLEY-ORIENTED BUSINESS IDENTIFICATION SIGN, A BUSINESS IDENTIFICATION SIGN, A SIGN ACCOMMODATION TO ALLOW A NON-ENTRY ELEVATION SIGN TO EXCEED THIRTY SQUARE FEET, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 370 NORTH CANON DRIVE (PL1431895 – FREE PEOPLE).

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

Section 1. Wale Falade, NewStudio Architecture, agent, on behalf of the property owner, 370 North Canon Drive LP, and the tenant, Free People, (Collectively the “Applicant”), has applied for architectural approval of a façade modification, an alley-oriented business identification sign, a business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, and a construction barricade graphic for the property located at 370 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 the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City’s Master Architect list and the site and improvements are not listed on the City’s historic resource inventory.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **December 17, 2014 and February 18, 2015** 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: **February 18, 2015**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission