



Architectural Commission Report

Meeting Date: Wednesday, February 18, 2015

Subject: **IWC SCHAFFHAUSEN (PL1501075)**
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, a sign accommodation for awning signage, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Steven King – Lochte Architectural Group

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, a sign accommodation for multiple business identification signs, a sign accommodation for awning signage, and a construction barricade graphic for IWC Schaffhausen located at 329 North Rodeo Drive. The project includes the following components:

Façade Remodel

- White stone façade surround;
- Black powder coated metal panels surrounding storefront;
- Black metal storefront system with clear glazing;
- White canvas awnings;
- Interior shutter element at middle portion of the façade;
- Spandrel glass at upper portion of the façade;
- Two flagpoles to display the flag of the United States.

Note: The applicant team has been encouraged to ensure that the display, use, and maintenance of the flag of the United States are in compliance with the standards set forth in the United States Code.

Business Identification Signs (sign accommodation)

- One (1) 8.1 SF façade-mounted, internally-illuminated sign located directly above the entry;
- Two (2) 0.1 SF interior display-mounted signs located in the storefront windows.
- TOTAL SIGN AREA: 8.3 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". Based on a street frontage of +50'-0", the maximum sign area for this tenant is 39 SF. As

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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cgordon@beverlyhills.org



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such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

Awning Signs (sign accommodation)

- Two (2) non-illuminated signs, 2.25" in height, located on the angled portion of the awning.

Pursuant to BHMC §10-4-306, the Architectural Commission may approve a sign accommodation to allow letters and symbols to be painted or fixed in more than one line.

Construction Barricade

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 proposed façade remodel and business identification signage presents a clean and sophisticated aesthetic that will serve to positively enhance the streetscape of North Rodeo Drive. Additionally, the project will retain the existing vertical modulation that exists among those facades located immediately adjacent to the project site.

However, the applicant team should consider utilizing a soft backlighting of the façade, specifically of the interior shutters, to provide additional visual interest to the façade during evening hours.

Project-specific conditions have not been proposed as a result of this analysis; however, the Commission may wish to consider such comments during the course of their review on the project.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and 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



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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:

DEMOLITION OF EXISTING RETAIL SPACE TO INCLUDE MILLWORK, PARTITIONS, FINISHES, CEILINGS, LIGHTING FIXTURES AT GROUND FLOOR.

-INTERIOR TENANT IMPROVEMENT INCLUDES NEW FIXTURES, SOME WITH INTEGRAL LIGHTING, FINISHES, ELECTRICAL AND LOW VOLTAGE SYSTEMS AT STORE INTERIOR.

-DEMOLITON OF EXISTING STOREFRONT MATERIALS AND SIGNS.

-EXTERIOR IMPROVEMENTS TO INCLUDE NEW FACADE DESIGN, MATERIALS AND BUSINESS SIGNS.

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: <input type="text"/> | | | | |

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	Business ID Sign(s)	1	8'-6 3/4" x 2'-11 1/8"	19.35 sq. ft	46 sq. ft.
2	Window Sign(s)	2	8 5/8" x 4 3/4" each	0.28 sq. ft. each for 0.56 sq. ft.	46 sq. ft.
3	Awning Sign(s)	2	7 7/8" x 3 3/8"	0.18 sq. ft. each for 0.36 sq. ft.	46 sq. ft.
4	Alley Sign(s)				
5	Building ID Sign(s)				

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: stone, metal and glass
 Texture /Finish: powder coated metal
 Color / Transparency: white stone, black metal

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

Material: metal and glass window and door frames
 Texture /Finish: black metal and glass
 Color / Transparency: black and clear

ROOF

Material: single ply roofing
 Texture /Finish: _____
 Color / Transparency: gray

COLUMNS

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

BALCONIES & RAILINGS

Material: stone
 Texture /Finish: honed
 Color / Transparency: white

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

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

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

AWNINGS, CANOPIES

Material: awning
Texture /Finish: canvas
Color / Transparency: white

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: metal
Texture /Finish: powder coated
Color / Transparency: white

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: N/A
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.

The design of the storefront are of high quality material and design offering an appropriate scale of features to the surrounding neighbors but has a tasteful unique look

2. **Describe** how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

The construction and the selection of materials for both storefront of are the high quality material and construction methods with also insulated walls

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 materials and construction method is of high quality that can with stand the exterior elements

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 proposed building are high end retail as it was and it neighbors are

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 design of the storefronts were based on all applicable codes to Beverly Hills



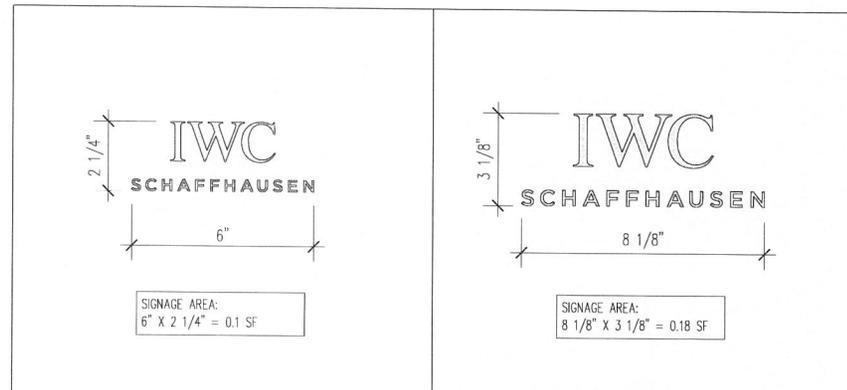
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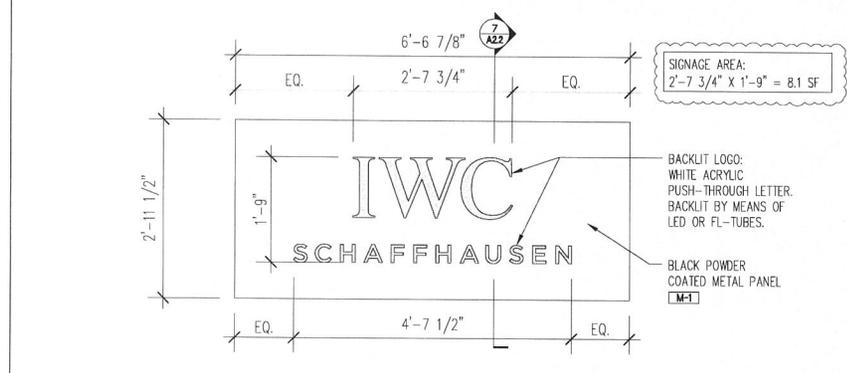
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Attachment B

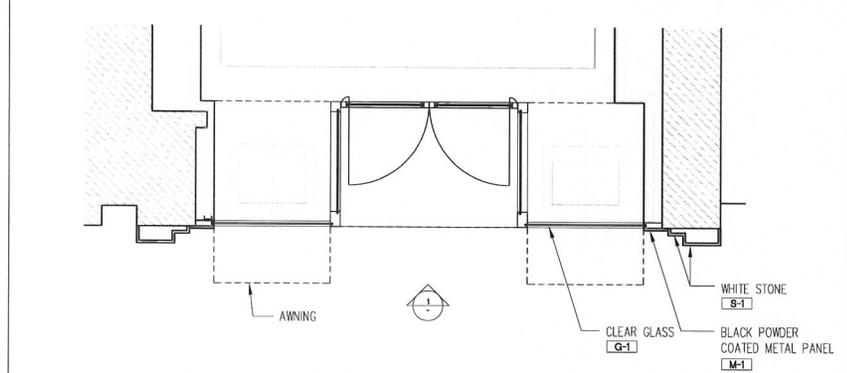
Project Design Plans



SIGN ON AWNING 3'-1'-0" 12 **SIGN ON INTERIOR DISPLAY** 3'-1'-0" 9



SIGN DETAIL 1/2" - 1'-0" 8



ENLARGED STOREFRONT FLOOR PLAN 1/4" - 1'-0" 7

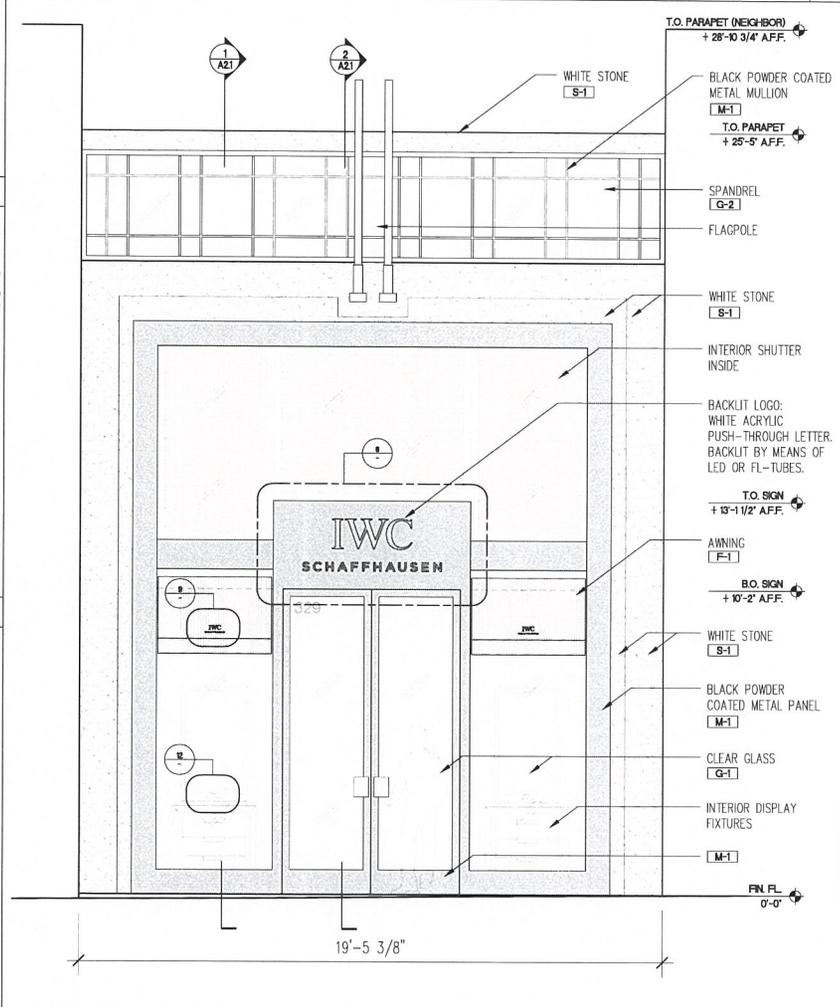
SIGN AREA CALCULATION:
8.1 + 0.18 + 0.1 = 8.38 SQ. FT. < 38.9 SQ. FT.

MAX. ALLOWED SIGNAGE AREA:
2 SQ. FT. PER LINEAR FEET OF STREET FRONTAGE
(BPMC SECTION 10.4.604.B.1)
19'-5 3/8" IWC STREET FRONTAGE X 2 SQ. FT. = 38.9 SQ. FT.

SIGN AREA CALCULATION 6

MARK	SPECIFICATIONS
[G-1]	LAMINATED "PPG STARTIRE" SUPER CLEAR GLASS, THICKNESS AS REQ'D.
[G-2]	SPANDREL
[M-1]	BLACK POWDER COATED METAL PANEL / FRAME
[S-1]	WHITE STONE
[F-1]	WHITE CANVAS, COLOR: TBD.

FINISH SCHEDULE 3



STOREFRONT ELEVATION 1/4" - 1'-0" 1



IWC
326 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

ISSUE HISTORY

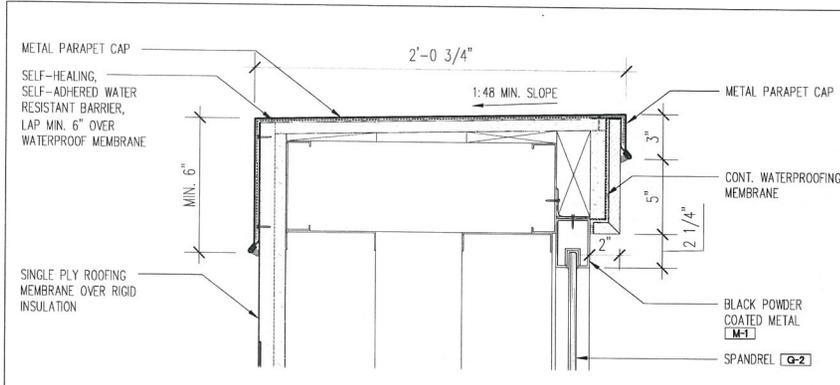
01 ARCHITECTURAL REVIEW COMMISSION SET	01/23/2015
02 ARC REVIEW COMMENTS	02/10/2015

PROJECT NUMBER: **14089**
SCALE: **AS NOTED**

SHEET TITLE:
**STOREFRONT ELEVATION
AND ENLARGED STOREFRONT
FLOOR PLAN**

SHEET NUMBER:
A2.0

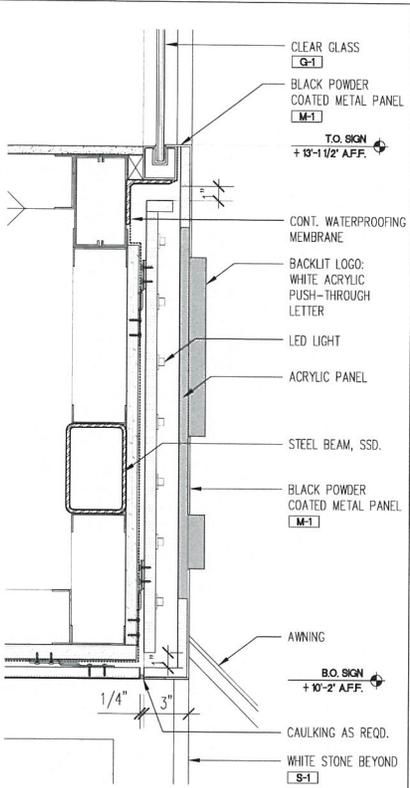
PROFESSIONAL SEAL



STOREFRONT DETAILS

1 1/2\"/>

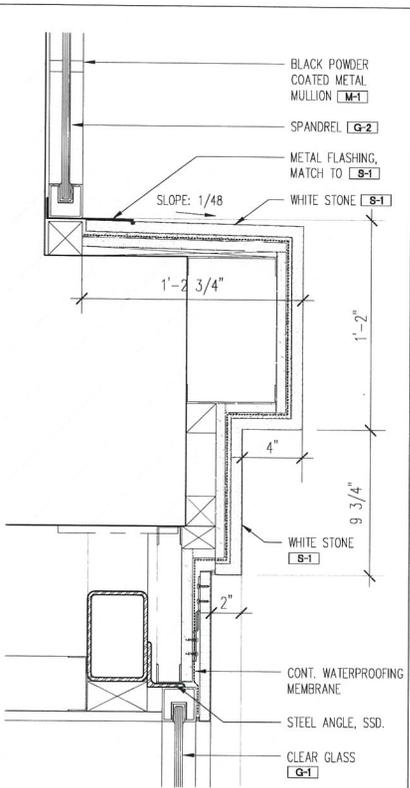
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STOREFRONT SIGN DETAILS

1 1/2\"/>

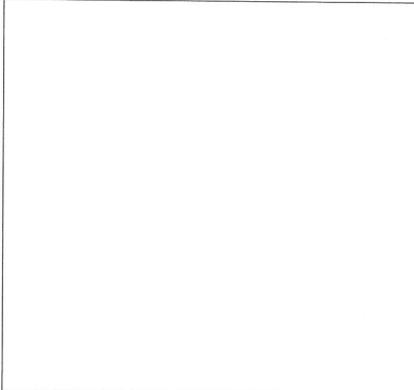
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STOREFRONT SECTION DETAILS

1 1/2\"/>

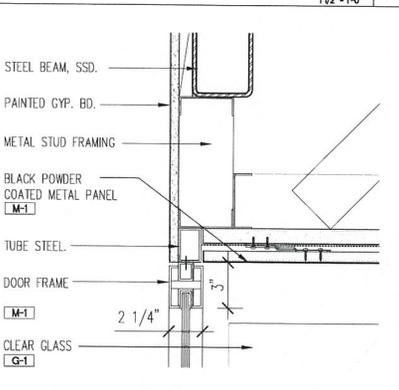
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STOREFRONT DOOR DETAILS

1 1/2\"/>

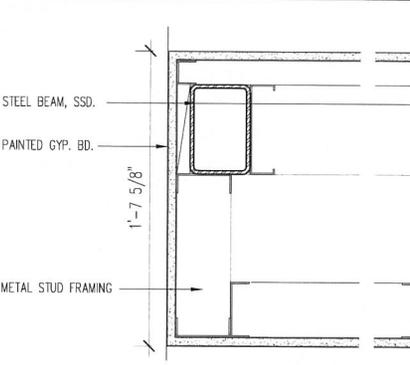
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STOREFRONT DOOR SILL DETAILS

1 1/2\"/>

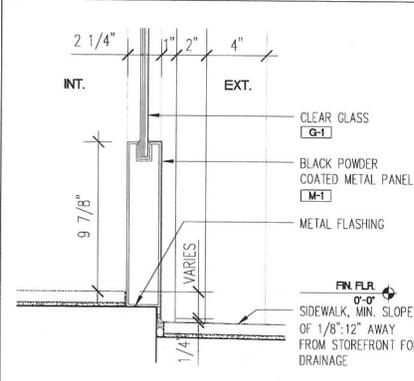
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STOREFRONT SECTION DETAILS

1 1/2\"/>

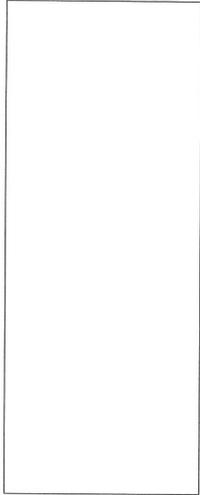
1



STOREFRONT WINDOW SILL DETAILS

1 1/2\"/>

10



IWC
326 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

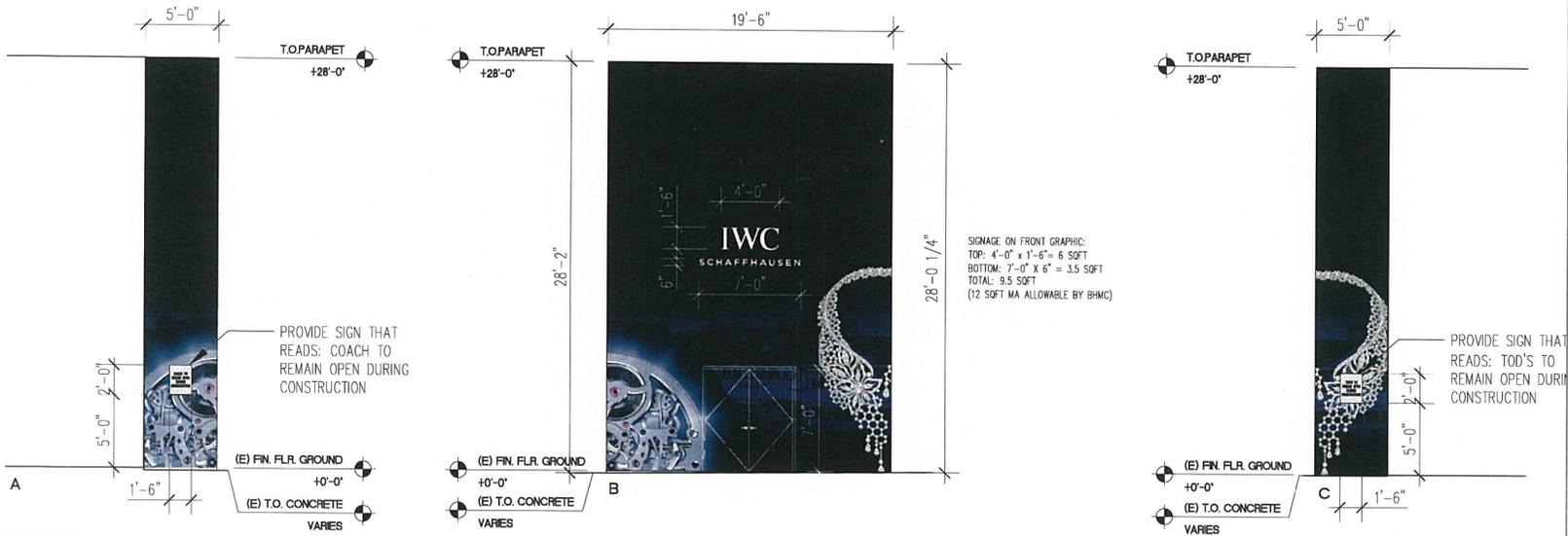
ISSUE HISTORY
01 ARCHITECTURAL REVIEW COMMISSION SET 01.23.2015

PROJECT NUMBER	SCALE	SHEET TITLE
14089	AS NOTED	STOREFRONT DETAILS

PROFESSIONAL SEAL

A2.2

PROFESSIONAL SEAL



BARRICADE ELEVATIONS

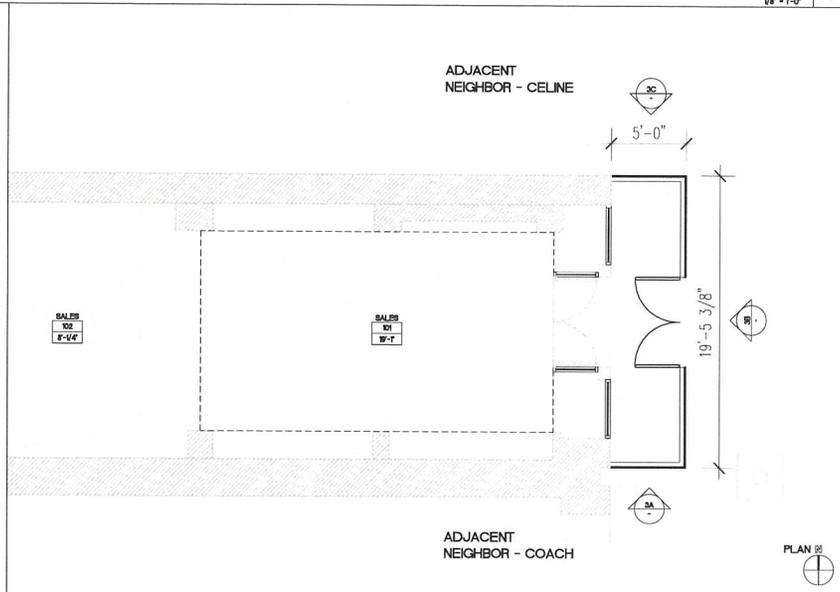
1/8" = 1'-0" 3



SIGNAGE ON FRONT GRAPHIC:
TOP: 4'-0" x 1'-6" = 6 SQFT / BOTTOM: 7'-0" x 6" = 3.5 SQFT
TOTAL: 9.5 SQFT (12 SQFT MA. ALLOWABLE BY BHMC)

BARRICADE RENDERING

1/8" = 1'-0" 1



BARRICADE PLAN

1/8" = 1'-0" 1

IWC
SCHAFFHAUSEN

IWC
326 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

ISSUE HISTORY
01 ARCHITECTURAL REVIEW COMMISSION SET 01.23.2015

PROJECT NUMBER 14089
SHELL NONE

SHELL TITLE BARRICADE PLAN
ELEVATIONS AND
RENDERING

SHELL NUMBER A3.2

PROFESSIONAL SEAL



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Attachment C

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 REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, A SIGN ACCOMMODATION FOR AWNING SIGNAGE, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 329 NORTH RODEO DRIVE (IWC SCHAFFHAUSEN – PL1501075).

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

Section 1. Steven King, Lochte Architectural Group, agent, on behalf of the property owner, Metropole Realty Advisors, Inc., and the tenant, IWC Schaffhausen (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, a sign accommodation for awning signage, and a construction barricade graphic for the property located at 329 North Rodeo 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 **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, 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: February 18, 2015

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission