



Architectural Commission Report

Meeting Date: Wednesday, May 20, 2015

Subject: 9533 BRIGHTON WAY (PL1406936)

Request for approval of a revision to a previously approved business identification sign program. The Commission previously adopted a Categorical Exemption for the project on May 21, 2014 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

Project agent: Robbie Luongo – Luongo Design

Recommendation: Conduct public hearing to discuss the project details and provide the applicant with a decision.

REPORT SUMMARY

The applicant is requesting review and approval of a revision to a previously approved business identification sign program for the retail property located at 9533 Brighton Way. The sign program was originally approved by the Architectural Commission at their meeting on Wednesday, May 21, 2014 (Attachment A).

The current revision proposes to modify the illumination technique from the approved halo-illumination standard to an internal-illumination standard. City staff was unable to make the determination that the modification to the illumination technique substantially complied with the approved sign program; as such, the matter is before the Commission for review.

No changes in business identification sign size, configuration, location, etc. are proposed as part of the current revision.

URBAN DESIGN ANALYSIS

The proposed revision to utilize an internal-illumination standard presents an inappropriate aesthetic for a classically designed retail building. The proposed technique lacks the urban sophistication that is otherwise evident throughout the City's business triangle and may result in a downgrade of the overall project. It is anticipated that the use of an internal-illumination standard will detract from the streetscape of Brighton Way and the surrounding areas.

A resolution of approval and a resolution of denial have been included in Attachments D & E, respectively, for the Commission's consideration. The resolution of denial has been included on the basis that City staff is unable to make the following finding, which is required for approval:

BHMC §10-3-3010(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.*

Attachment(s):

- A. Previously Approved Plans (May 20, 2014)
- B. Detailed Design Description and Materials (Applicant Prepared)
- C. Project Design Plans
- D. DRAFT Approval Resolution
- E. DRAFT Denial Resolution

Report Author and Contact Information:

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



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455 North Rexford Drive, Room 280-A

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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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



Architectural Commission Report

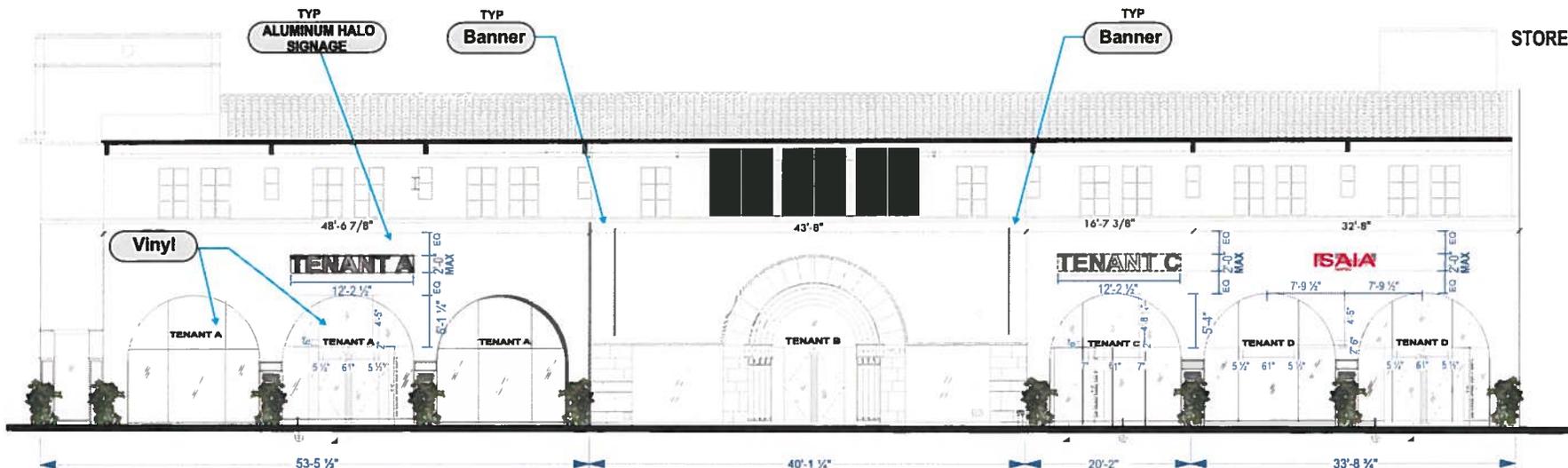
455 North Rexford Drive, Room 280-A

AC Meeting – May 20, 2015

Attachment A

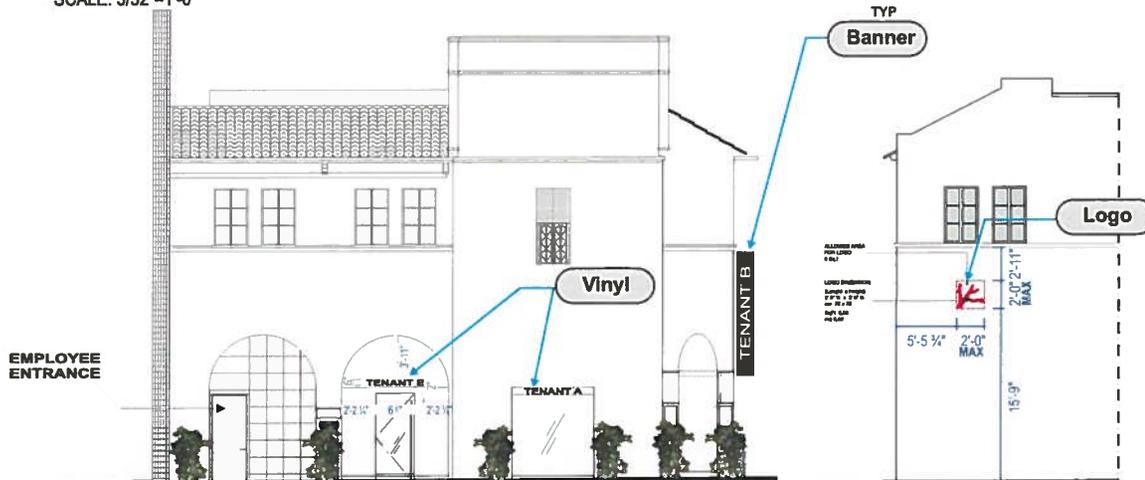
Previously Approved Plans

(May 21, 2014)



CAMDEN DR. (SOUTH) ELEVATION

SCALE: 3/32"=1'-0"



CAMDEN DR. (WEST) ELEVATION

SCALE: 3/32"=1'-0"

SIDE (EAST) ELEVATION

SCALE: 3/32"=1'-0"

- All façade-mounted signage shall be installed on a hinge or detachable so as to provide the ability to properly maintain the existing Creeping Fig façade vegetation, subject to final review and approval by City staff.
- The façade-mounted signs for Tenants A, C, and D oriented toward Brighton Way shall be reduced in size to a maximum letter height of 24". The façade-mounted sign for Tenant D oriented toward the alley shall be reduced in size to a maximum letter height of 24".

SIGN TYPES * FONT & COLOR BY TENANT

SIGNS	HEIGHT	WIDTH	PROPOSED SF
Halo	2'-0"	12'-2 1/2" +/-	24.41 SF
Vinyl	6"	6'1"	2.54 SF
Banner	132"	17"	15.58 SF
Logo	2'-0"	2'-0"	4.0 SF

SOUTH ELEVATION

TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
A	Halo/Vinyl	1(Halo) / 3(Vinyl)	32.03 SF	TBD per Tenant
B	Vinyl / Banner	1(Vinyl) / 2(Banners)	33.7 SF	TBD per Tenant
C	Halo/Vinyl	1(Halo) / 1(Vinyl)	26.95 SF	TBD per Tenant
D	Halo/Vinyl	1(Halo) / 2(Vinyl)	29.49 SF	TBD per Tenant

WEST ELEVATION

TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
A	Vinyl	1(A)	35.26	TBD per Tenant
E	Vinyl	1(A)	6 SF	TBD per Tenant

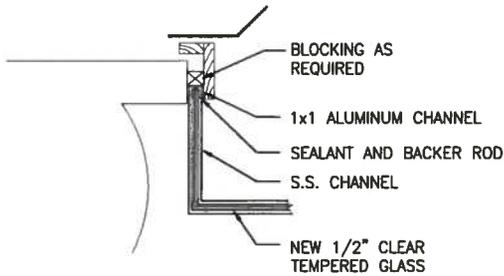
EAST ELEVATION

TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
D	Logo	1(Logo)	4.0 SF	Tenant D

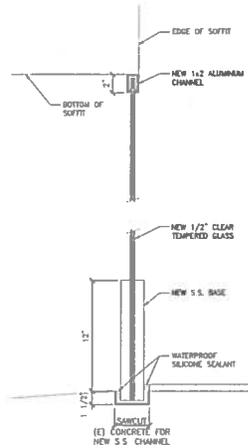
Client Review Status		Notes	Date / Description	Project Information
LUONGO DESIGN GROUP requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision. <input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit			05/05/14 Issue Date Signage	Client: Jenel Management Corp.
Name: _____ Title: _____			02/23/14 Revised	275 Madison Avenue Suite 702
			02/23/14 Revised	New York, NY 10016
			12/03/14 Revised	File: BRIGHTON DESIGN REVIEW
				Design: Luongo Design Group

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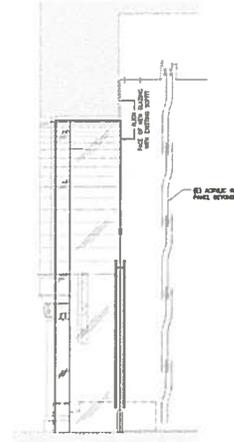
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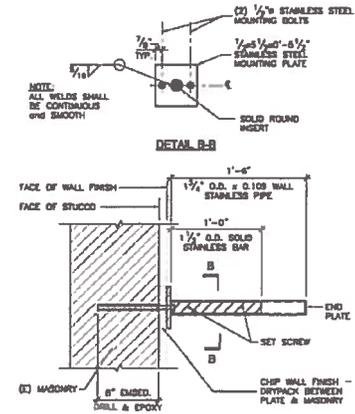
WINDOW DETAIL 1
 SCALE: NTS



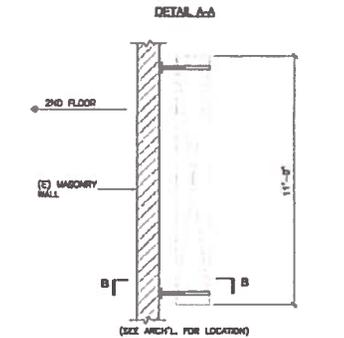
WINDOW DETAIL 2
 SCALE: NTS



DOOR DETAIL 1
 SCALE: NTS



DETAIL B-B



DETAIL A-A



*FONT & COLOR BY TENANT
 *ALL VINYL SIGNAGE TO BE APPLIED TO STOREFRONT GLAZING

VINYL SIGN
 SCALE: NTS

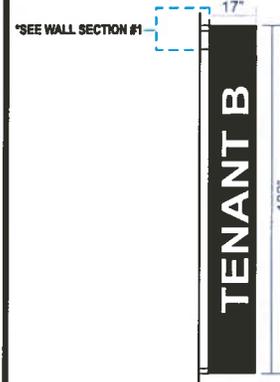


Sign Detail
 Scale 1/4" = 1'-0"

Section Detail
 Scale 1/4" = 1'-0"

*FONT & COLOR BY TENANT
 *ALUMINUM HALO LIT LETTERS
 *INDIVIDUAL SIGNAGE MUST BE HINGED OR DETACHABLE FOR MAINTENANCE AND TRIMMING THE VINES.

HALO LIT LETTERS
 SCALE: NTS



*NEW BANNERS TO BE INSTALLED USING EXISTING BANNER BRACKETS

BANNER SIGN
 SCALE: NTS

WALL SECTION #1

WALL SECTION AT HALO SIGN & BANNER
 SCALE: NTS

3 12/03/14

Client Review Status

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Approved Approved as Noted Revise & Resubmit

Name _____ Date _____

Notes

Date / Description

05/05/14	Issue Date Signage
02/23/14	Revised
02/23/14	Revised
12/03/14	Revised
-	-

Project Information

Client	Jenel Management Corp.
	275 Madison Avenue Suite 702
	New York, NY 10016
File	BRIGHTON DESIGN REVIEW
Design	Luongo Design Group

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Attachment B

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: Revision to sign illumination; change from Halo to Face Lit
- 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:

Isaia Corporation is an International Menswear Company that is opening their very first USA Flagship in Beverly Hills. The unique feature of Isaia is in their custom design fabrics using colors that are indigent to Naples and Italy in general. Their modern, youthful and elegant aesthetic has attracted the attention of Americans today. Thru out all of the Isaia shops worldwide their logo exits as pin mount letters in the classical Isaia red color. The pin mount letters are face lit with LED with the intention that during the evening the letters glow red which they feel is understated and elegant portrayal of their branding. This is an iconic feature of their business name world wide and has been consistent through the years.

- ISAIA letters to be face lit
 - NAPOLI letters not lit
 - Coral Logo to be lit.

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

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: _____

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

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

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

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

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	See attached chart				
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: Stucco - Existing to remain
Texture /Finish: Smooth - Existing to remain
Color / Transparency: Beige - Existing to Remain

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

Material: Brushed Stainless steel hardware & door pulls
Texture /Finish: Brushed
Color / Transparency: Clear glazing to match existing

ROOF

Material: Adobe Clay Tile Roof - Existing to Remain
Texture /Finish: Smooth
Color / Transparency: Adobe

COLUMNS

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

BALCONIES & RAILINGS

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

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: AcryLED (tm) Face Lit Letter with Vinyl Face and Aluminum Back
Texture /Finish: Smooth
Color / Transparency: Varies by Tenant

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:

N/A

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 proposed plan will maintain the historic building without removing an architectural features.

- 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 new glazing will be more efficient than the existing glass. The new demising walls are fire rated with insulation.

- 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 existing building is well maintained. The new plan will create an elevated shopping experience.

- 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 plans will add to the harmony of Beverly hills and create a more vibrant business and shopping district.

- 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 proposed storefront conforms to all codes and will enhance the building and the Golden Triangle.



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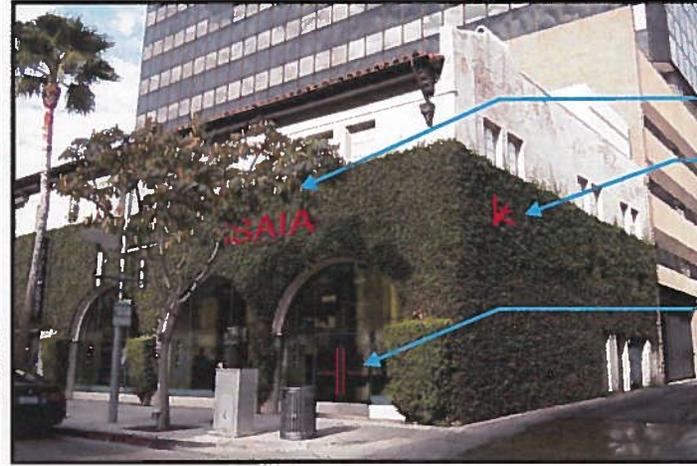
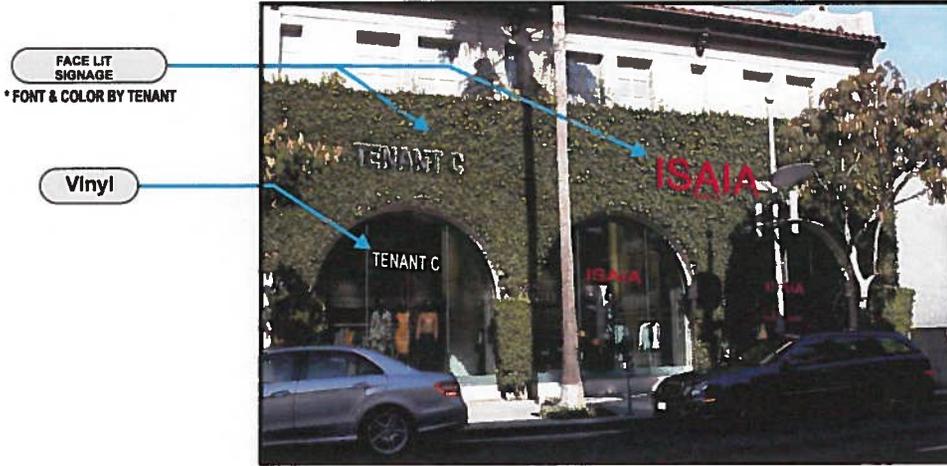
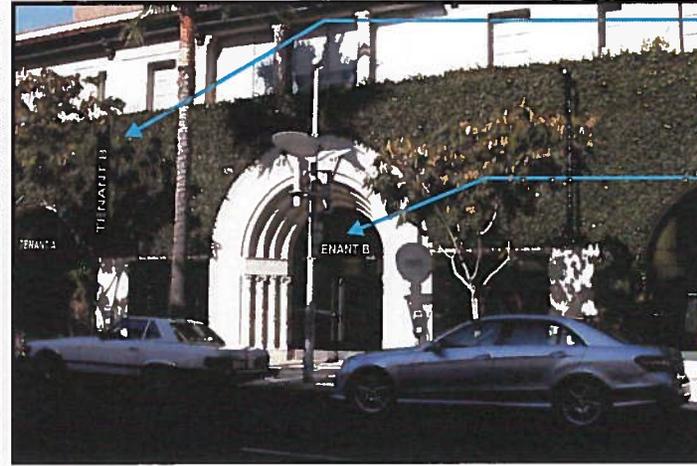
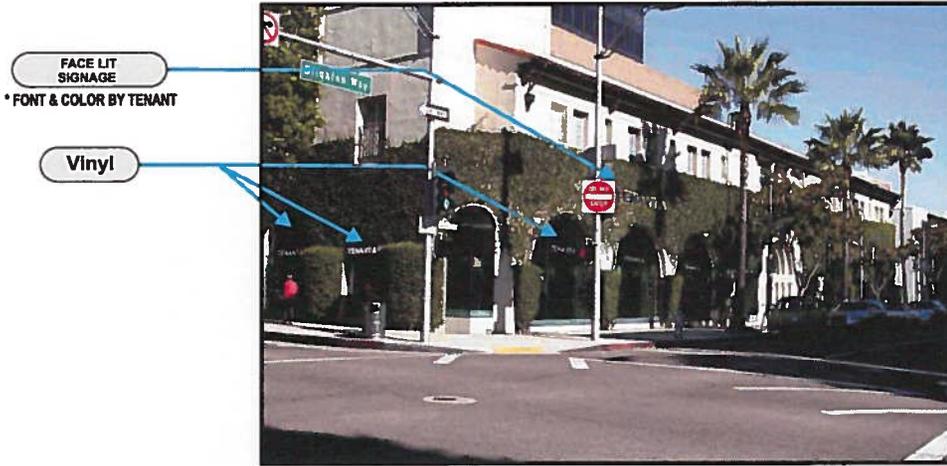
455 North Rexford Drive, Room 280-A

AC Meeting – May 20, 2015

Attachment C
Project Design Plans

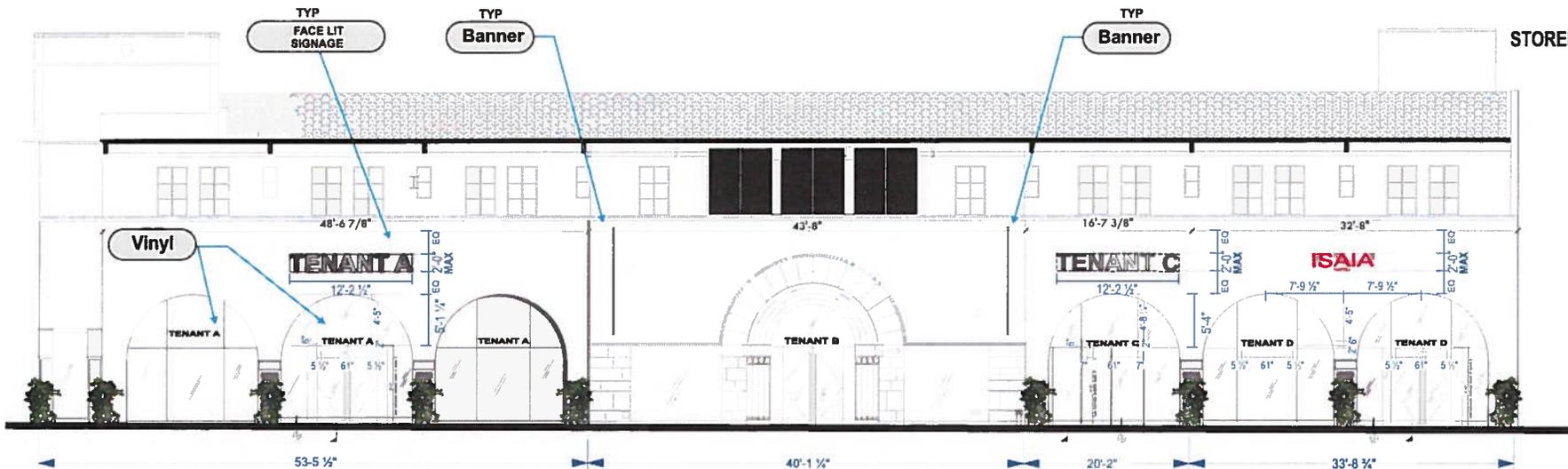
STOREFRONT PROPOSED

STORE FRONT PROPOSED



Client Review Status	Notes	Date / Description	Project Information
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Name _____			
Title _____			

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CAMDEN DR. (SOUTH) ELEVATION
SCALE: 3/32"=1'-0"

- The façade-mounted signs to be pin mounted letters which are more ivy-friendly. There's no need of hinges, it will be easy to cut the ivy around and behind the letters. There will be light and air for the ivy to grow.
- The façade-mounted signs for Tenants A, C, and D oriented toward Brighton Way shall be reduced in size to a maximum letter height of 24". The façade-mounted sign for Tenant D oriented toward the alley shall be reduced in size to a maximum letter height of 24".

SIGN TYPES * FONT & COLOR BY TENANT

SIGNS	HEIGHT	WIDTH	PROPOSED SF
Halo	2'-0"	12'-2 1/2" +/-	24.41 SF
Vinyl	6"	61"	2.54 SF
Banner	132"	17"	15.58 SF
Logo	2'-0"	2'-0"	4.0 SF

SOUTH ELEVATION

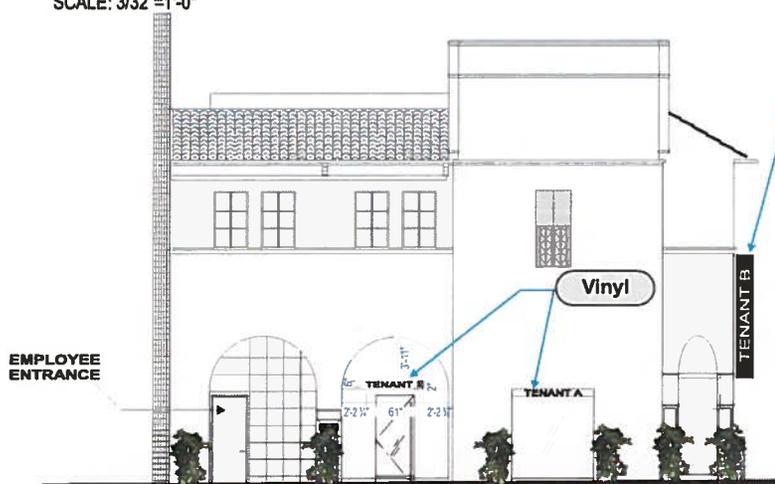
TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
A	FACE LIT/Vinyl	1 (face lit sign) / 3 (Vinyl)	32.03 SF	TBD per Tenant
B	Vinyl / Banner	1 (Vinyl) / 2 (Banners)	33.7 SF	TBD per Tenant
C	FACE LIT/Vinyl	1 (face lit sign) / 1 (Vinyl)	26.95 SF	TBD per Tenant
D	FACE LIT/Vinyl	1 (face lit sign) / 2 (Vinyl)	29.49 SF	TBD per Tenant

WEST ELEVATION

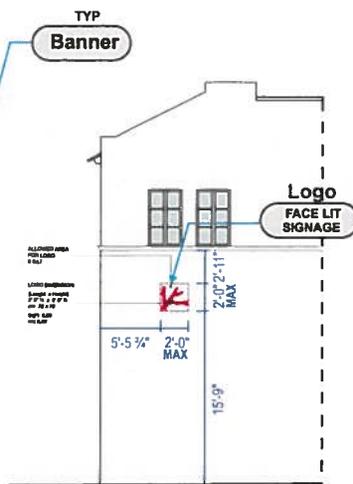
TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
A	Vinyl	1(A)	35.26	TBD per Tenant
E	Vinyl	1(A)	6 SF	TBD per Tenant

EAST ELEVATION

TENANT	SIGNS	QTY	ALLOWED	TOTAL PROPOSED
D	Logo	1 (Logo) (face lit sign)	4.0 SF	Tenant D

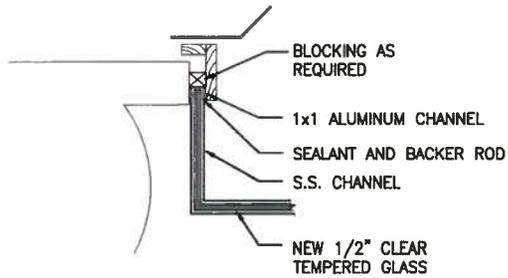


CAMDEN DR. (WEST) ELEVATION
SCALE: 3/32"=1'-0"

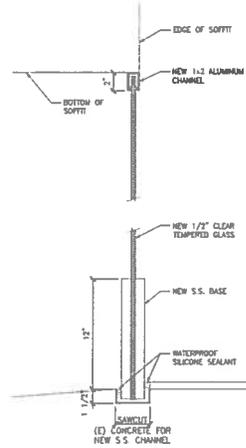


SIDE (EAST) ELEVATION
SCALE: 3/32"=1'-0"

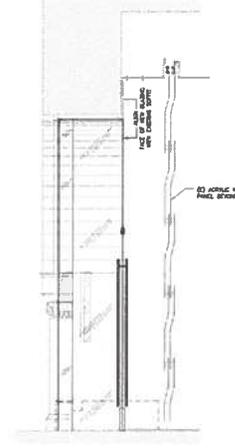
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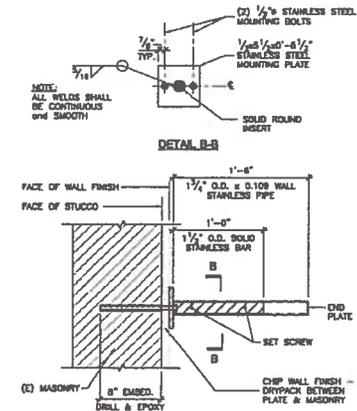
WINDOW DETAIL 1
 SCALE: NTS



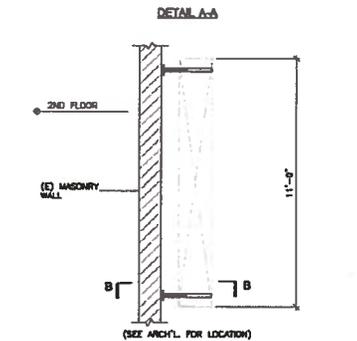
WINDOW DETAIL 2
 SCALE: NTS



DOOR DETAIL 1
 SCALE: NTS



DETAIL B-B



DETAIL A-A



*FONT & COLOR BY TENANT
 *ALL VINYL SIGNAGE TO BE APPLIED
 TO STOREFRONT GLAZING

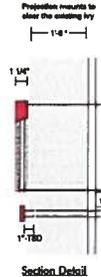
VINYL SIGN
 SCALE: NTS

ISAIA
 NAPOLI

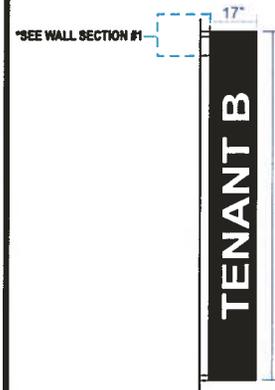
Sign Detail

*FONT & COLOR BY TENANT
 *FACE LIT
 *PIN MOUNTED LETTERS ARE MORE IVY-FRIENDLY.
 THERE'S NO NEED OF HINGES, IT WILL BE EASY TO CUT THE IVY AROUND
 AND BEHIND THE LETTERS.
 THERE WILL BE LIGHT AND AIR FOR THE IVY TO GROW.

FACE LIT SIGNAGE
 SCALE: NTS



Section Detail



*SEE WALL SECTION #1
 *NEW BANNERS TO BE INSTALLED
 USING EXISTING BANNER BRACKETS

BANNER SIGN
 SCALE: NTS

WALL SECTION #1

WALL SECTION AT FACE LIT SIGN & BANNER
 SCALE: NTS

4 05/04/15

Client Review Status

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Approved Approved as Noted Revise & Resubmit

Name _____ Date _____

Notes

Date / Description

05/05/14	Issue Date, Signage
02/23/14	Revised
02/23/14	Revised
12/03/14	Revised

Project Information

Client	Jenel Management Corp.
	275 Madison Avenue Suite 702
	New York, NY 10016
File	BRIGHTON DESIGN REVIEW
Design	Luongo Design Group

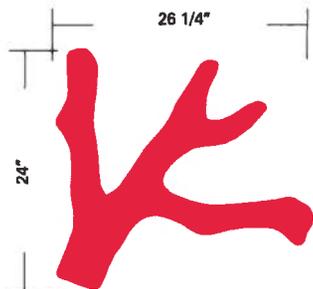
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Sign 1.1 Detail
 Scale 1/2" = 1' 0"

1" deep face lit AcryLED(tm) with 3M 3630-33 Red vinyl face to match given sample, red painted PMS 485 returns to match face. 1/4" aluminum letter back (fabbbed into 1.25" deep letter) has attachment rods and wire tube going 12" back to wall thru ivy, letters to read "ISAIA"
 1" deep non illuminated acrylic letters painted PMS 485C to read "NAPOLI". NAPOLI letters get an inline alum. background stud attachment plate to unitize into one sign piece. Plate is painted to match ivy - point TBD/VIF



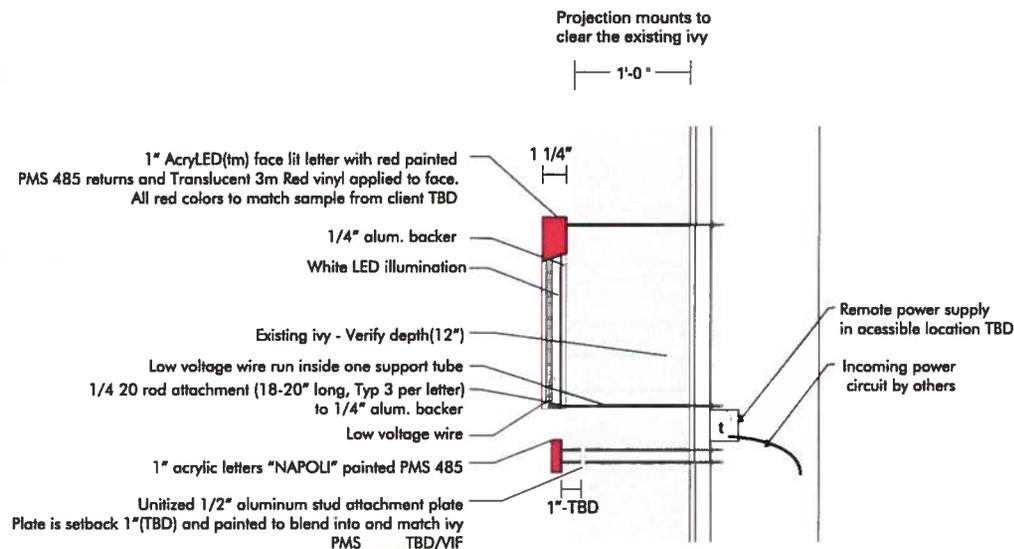
Sign 2.1 Detail
 Scale 1" = 1' 0"

1" deep face lit AcryLED(tm) logo with 3M 3630-33 Red vinyl face to match given sample, red painted PMS 485 returns to match face. 1/4" aluminum letter back (fabbbed into 1.25" deep letter) has attachment rods and wire tube going 12" back to wall thru ivy.



Sign 3.1 & 3.2 Detail
 Scale 1" = 1' 0"

3M Red 3630-33 vinyl graphics affixed to exterior of glass.



Typical Sign 1.1 (& 2.1) Section Detail
 Scale 1" = 1' 0"

Sign 2.1 - is same detail as letters.

- 3M Red 3630-33
- PMS 485



Sign 1.1 "NAPOLI" Backer Detail
 Scale 1/2" = 1' 0"

1/2" aluminum backer background to unitize stud attachments
 Painted to blend into ivy background. Paint - TBD

Client Review Status	Notes	Date / Description	Project Information
<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit Name _____ Title _____ Date _____		05/05/14 Issue Date Signage 02/23/14 Revised 02/23/14 Revised 12/03/14 Revised - -	Client Jenel Management Corp. 275 Madison Avenue Suite 702 New York, NY 10016 File BRIGHTON DESIGN REVIEW Design Luongo Design Group

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Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 20, 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 REVISION TO A PREVIOUSLY APPROVED BUSINESS IDENTIFICATION SIGN PROGRAM FOR THE PROPERTY LOCATED AT 9533 BRIGHTON WAY (PL1406936).

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

Section 1. Robbie Luongo, Luongo Design, agent, on behalf of the property owner, 9533 Brighton LLC c/o Jenel Management, (Collectively the "Applicant"), has applied for architectural approval of a revision to a previously approved business identification sign program for the property located at 9533 Brighton Way.

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 be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **May 20, 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: **May 20, 2015**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – May 20, 2015

Attachment E

DRAFT Denial Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS DENYING AN ARCHITECTURAL REVIEW PERMIT FOR A REVISION TO A PREVIOUSLY APPROVED BUSINESS IDENTIFICATION SIGN PROGRAM FOR THE PROPERTY LOCATED AT 9533 BRIGHTON WAY (PL1406936).

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

Section 1. Robbie Luongo, Luongo Design, agent, on behalf of the property owner, 9533 Brighton LLC c/o Jenel Management, (Collectively the "Applicant"), has applied for architectural approval of a revision to a previously approved business identification sign program for the property located at 9533 Brighton Way.

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 be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **May 20, 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 not in conformity with good taste and good design and, in general, does not contribute to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project does not incorporate 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, 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:

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: **May 20, 2015**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission