



Architectural Commission Report

Meeting Date: Wednesday, June 17, 2015

Subject: **FARRE (PL1500113)**
9845 South Santa Monica Boulevard

Request for approval of a revision to a previously approved façade remodel and business identification sign. The Architectural Commission previously adopted a Categorical Exemption for the project on January 21, 2015 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

Project agent: Milan Lojdl

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

REPORT SUMMARY

The applicant is requesting review and approval of a revision to a previously approved façade remodel and business identification sign for Farre (previously reviewed as Farro) located at 9845 South Santa Monica Boulevard. The project was conditionally approved by the Architectural Commission at its meeting on Wednesday, January 21, 2015. The proposed revisions include the following:

Façade Remodel

- Removal of angled façade element to structural integrity concerns (angled entryway to remain);
- Increased length of door handle (no change in material), and;
- Addition of concrete curb at the storefront base.

Business Identification Sign

- One (1) 9 SF pin-mounted business identification sign with polished aluminum letters (sign copy: "FARRE SALON") – previously proposed at 6.3 SF
- Linear LED light fixture (white aluminum) to illuminate the business identification sign.

The size of the business identification sign increased due to the addition of the word "SALON"; however, the length of the overall sign has decreased by three inches (0'-3").

Note: The plans provided to the Architectural Commission indicate a sign area of 7.7 SF; however, that calculation was not prepared utilizing the City-required bounding box method. The 9 SF indicated in the staff report is based on an estimated total sign height of 1'-6".

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 100 square feet. Based on a storefront length of 33'-6", the maximum sign area for this tenant is approximately 67 SF.

Attachment(s):

- Previously Approved Design Plans (January 21, 2015)
- 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 – June 17, 2015

URBAN DESIGN ANALYSIS

While a defining feature of the façade is no longer proposed as part of the design, the proposed revisions maintain a tasteful design and continue to convey a clean and simple aesthetic to the streetscape. Additionally, the revised signage is appropriate in its size, location, and illumination type.

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 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.

The Architectural Commission previously adopted a Categorical Exemption for the project on January 21, 2015 pursuant to the California Environmental Quality Act [Section 15061(b)(3)]; no further environmental review is required at this time.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.

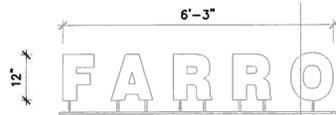


Architectural Commission Report

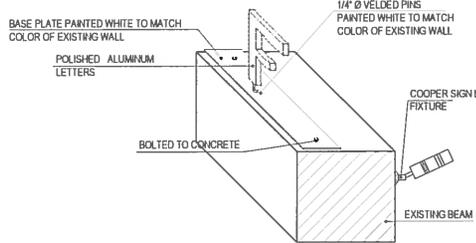
455 North Rexford Drive, Room 280-A
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Attachment A

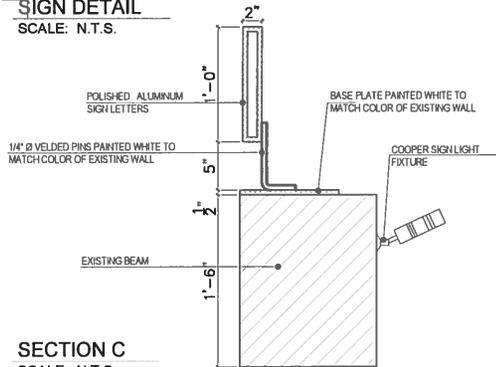
Previously Approved Design Plans
(January 21, 2015)



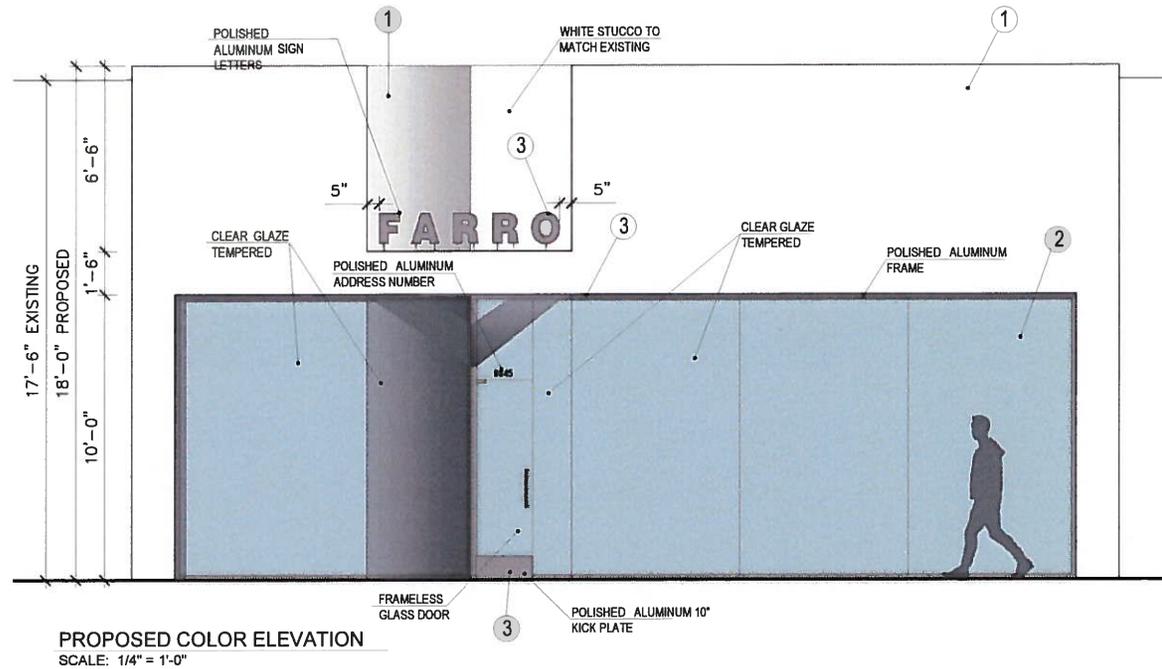
33'-6" WIDTH OF STOREFRONT x2=67 S.F.
SIGN COULD BE 67 S.F.
PROPOSED SIGN AREA IS 6.3 S.F.
SCALE: 1/2" = 1'-0"



SIGN DETAIL
SCALE: N.T.S.



SECTION C
SCALE: N.T.S.



PROPOSED COLOR ELEVATION
SCALE: 1/4" = 1'-0"

1. A linear light fixture shall be installed at the top base of the existing architectural element, where it meets the building face, to provide rear illumination on the building for the business identification signage. The illumination shall extend to the height of the letters projecting above the existing architectural element and shall not extend beyond the maximum width of the sign. All such illumination shall be installed on a dimmer.
2. The base plate and mounting pins for the building identification signage shall be powder-coated to match the color of the existing wall.

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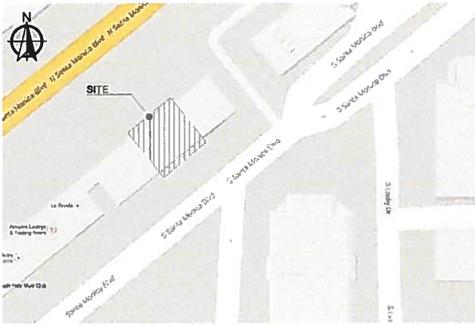
FACADE REMODELING OF AN EXISTING HAIR SALOON
9845 S. SANTA MONICA BEVERLY HILLS, CA

SCALE: AS SHOWN | DATE: 01/05/2015 | SHEET: A-5

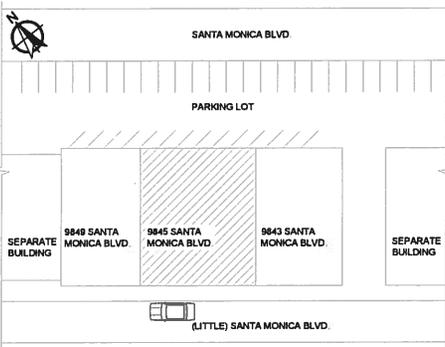


Architectural Commission Report
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Attachment B
Project Design Plans



VICINITY MAP
SCALE: N.T.S.



PLOT PLAN
SCALE: 1/8" = 1'-0"

SEBASTIAN FARRE

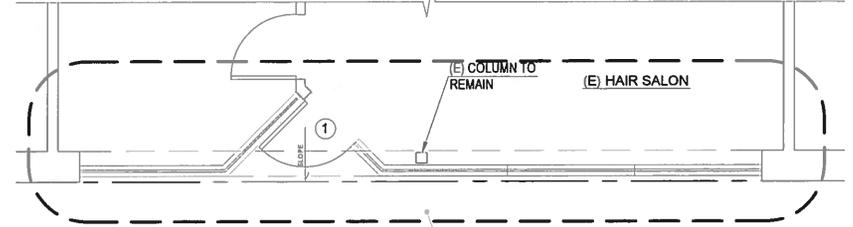
9845 S. SANTA MONICA
BEVERLY HILLS, CA 90210

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PROPOSED ELEVATION
SCALE: N.T.S.



PROPOSED STOREFRONT PLAN
SCALE: 3/16" = 1'-0"

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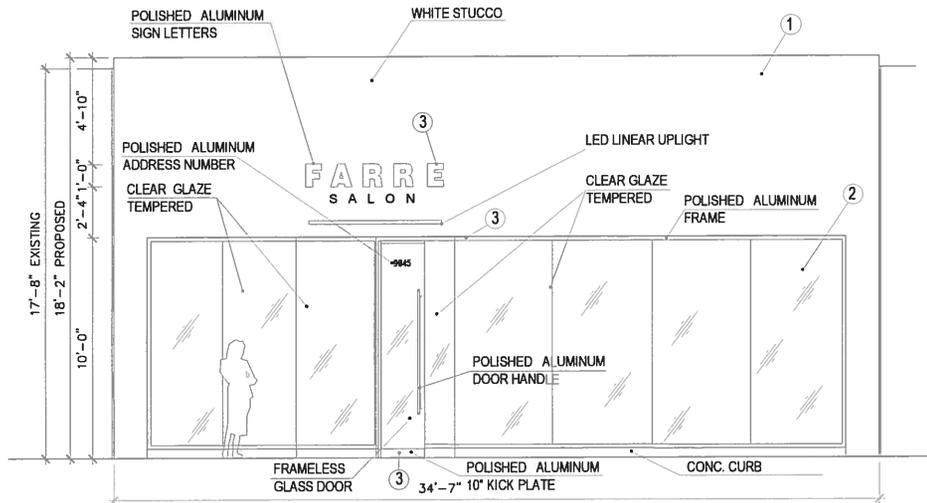
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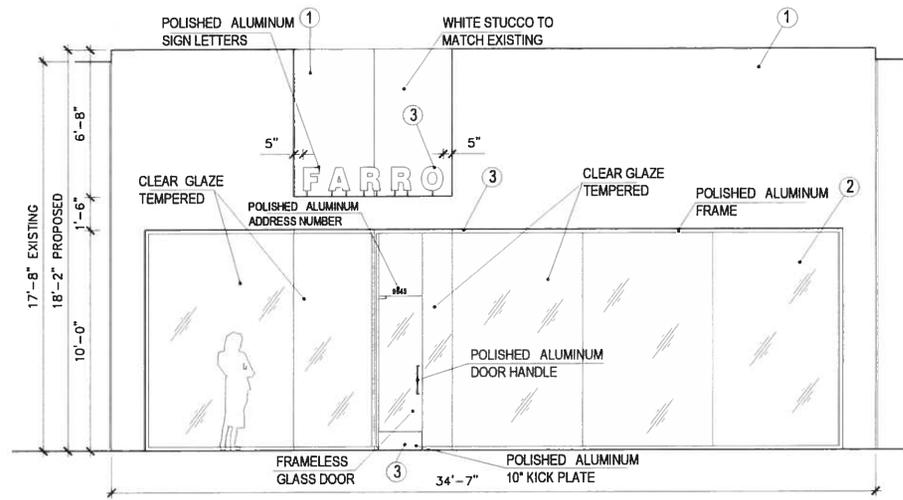
SCALE: AS SHOWN

DATE: 01/05/2015
REVISED PER: 03/25/2015
ARB COMMENTS
REVISED PER: 05/25/2015
SITE CONDITIONS

SHEET: A-1



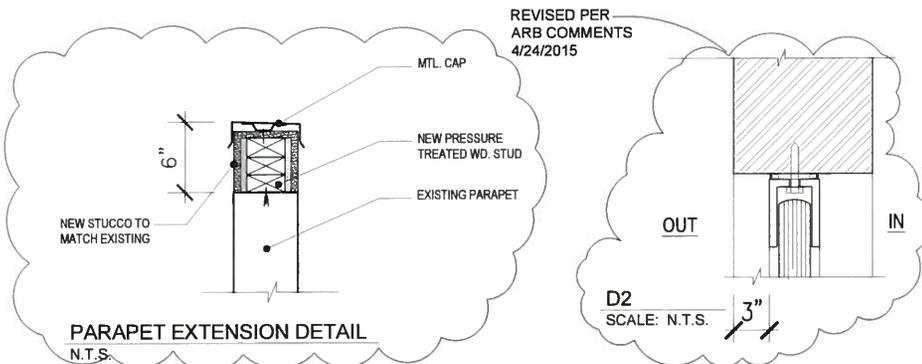
PROPOSED STOREFRONT ELEVATION - Revised Per Site Conditions
SCALE: 3/16" = 1'-0"



PROPOSED STOREFRONT ELEVATION - Originally approved by ARB
SCALE: 3/16" = 1'-0"

CHANGES PER SITE CONDITIONS:

- 1- WALL OVER THE ENTRANCE CAN NOT BE RECESSED AS ORIGINALLY PROPOSED. DURING CONSTRUCTION IT WAS DISCOVERED THAT THIS WALL IS ALL CONCRETE AND IT MAY NOT BE CUT WITHOUT COMPROMISING THE STRUCTURAL INTEGRITY OF THE BUILDING
- 2- LIGHT FIXTURES
- 3- THE WORD "SALON" WAS ADDED TO THE SIGN
- 4- DOOR HANDLE IS LONGER THAN ORIGINAL
- 5- THERE IS A CONCRETE CURB AT THE BOTTOM OF STOREFRONT



REVISED PER ARB COMMENTS

FACADE REMODELING OF AN EXISTING HAIR SALOON
9845 S. SANTA MONICA BEVERLY HILLS, CA

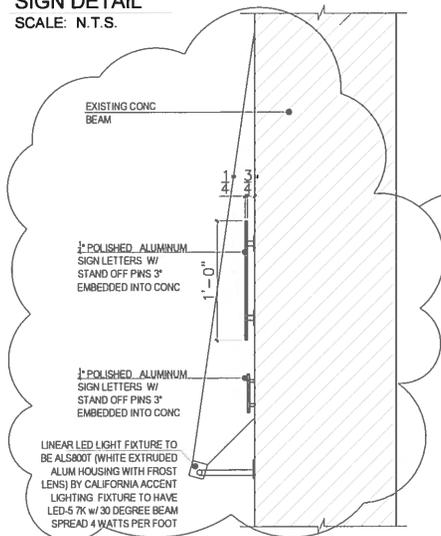
SCALE: AS SHOWN | DATE: 01/05/2015 | SHEET: A-4.1

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33'-6" WIDTH OF STOREFRONT x2=67 S.F.
 ALLOWABLE SIGN AREA = 67 S.F.
 PROPOSED SIGN AREA = 6+1.7=7.7 S.F.
 SCALE: 1/2" = 1'-0"

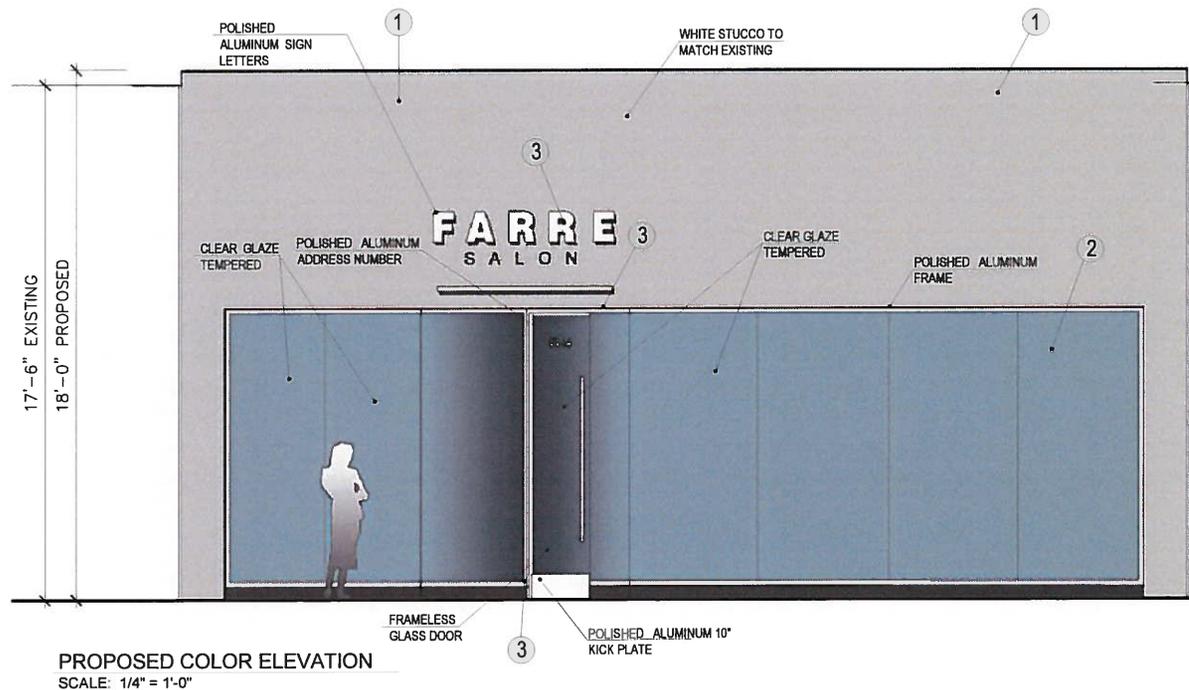
SIGN DETAIL
 SCALE: N.T.S.



REVISED PER
 SITE CONDITIONS
 5/25/2015

SECTION C
 SCALE: N.T.S.

1. A linear light fixture shall be installed on the building under the business identification signage. The illumination shall extend to the height of the letters projecting above the existing architectural element and shall not extend beyond the maximum width of the sign. All such illumination shall be installed on a dimmer.



PROPOSED COLOR ELEVATION
 SCALE: 1/4" = 1'-0"

FACADE REMODELING OF AN EXISTING HAIR SALOON
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SCALE: AS SHOWN | DATE: 01/05/2015 | SHEET: A-5

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EXISTING STOREFRONT



EXISTING PANORAMA VIEW
SCALE: N.T.S.

PROPOSED STOREFRONT



PROPOSED PANORAMA VIEW
SCALE: N.T.S.

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9845 S. SANTA MONICA BEVERLY HILLS, CA

SCALE: AS SHOWN | DATE: 01/05/2015 | SHEET: A-7

MODEL NUMBER **ALS800T** **FIXTURE TYPE**

FEATURES	
APPLICATIONS	Indirect Lighting
VOLTAGE	120 Volts
LAMP TYPE	High, Mid & Standard Output LEDs
LENGTH	Built to Order
CONSTRUCTION	Aluminum Extrusion
MOUNTING	Clip-on Brackets
LISTING	Dry and Wet Location
CRI	High Output (HO) > 90 Mid Output (MO) > 80 Standard Output (SO) > 80
DIMMING	PWM (HO), 0-10V (MO), Forward Phase (SO)

APPLICATIONS

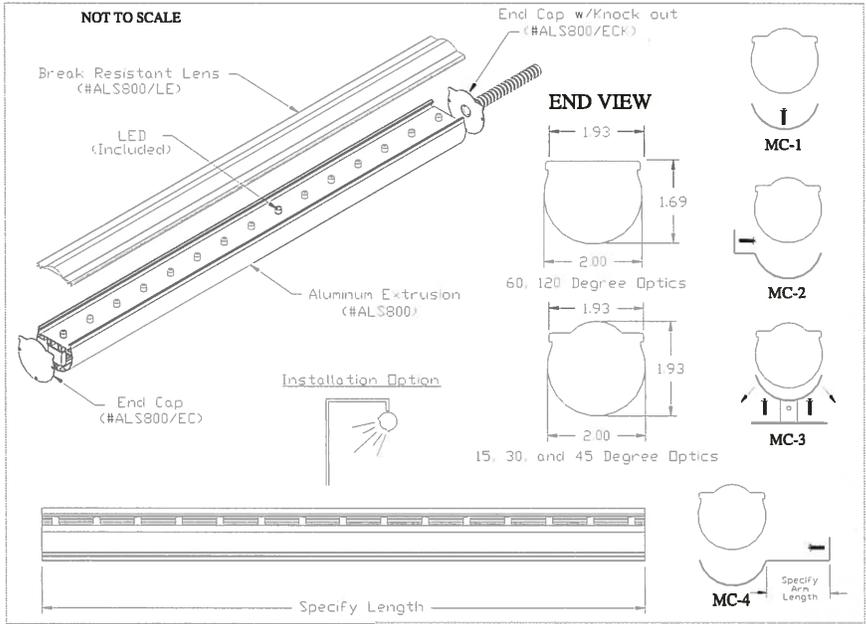
Designed for indoor or outdoor use, *alumLEDs* is ideal for many applications including the amusement, recreation, and architectural industries. *alumLEDs* is excellent for cove lighting, undercabinet lighting, accent lighting, and many more applications.

COLOR TEMPERATURE OPTIONS

High Output white LEDs are available in increments of 100K from 2700K to 7000K. For example, Warm White LEDs can be specified in 2700K, 2800K, 2900K, 3000K, 3100K, 3200K, 3300K, 3400K, etc. Specific color temperatures can be specified by adding 2.9K for 2900K after LED lamp number: LED-2.9K.

ELECTRICAL

alumLEDs is available with 120 volt integral drivers. Add "DM" after watts per foot for dimming (8WDM). Consult factory for dimming protocols to verify compatibility with dimming controls. Consult factory for 277V.



LAMP SPECIFICATIONS

LAMP NUMBER	DESCRIPTION	L70 LED LIFE	RATED LUMENS PER WATT		
			HIGH OUTPUT	MID OUTPUT	STANDARD OUTPUT
LED-2.4K	2400K Incand. White	50,000 hrs.	90	75	65
LED-2.7K	2700K Warm White	50,000 hrs.	90	75	65
LED-3.0K	3000K Warm White	50,000 hrs.	90	75	65
LED-3.5K	3500K Neutral White	50,000 hrs.	90	75	65
LED-4.0K	4000K Neutral White	50,000 hrs.	110	80	70
LED-4.5K	4500K Neutral White	50,000 hrs.	110	80	70
LED-5.0K	5000K Cool White	50,000 hrs.	110	80	70
LED-5.7K	5700K Cool White	50,000 hrs.	110	80	70

HOW TO ORDER OR SPECIFY Product Code: (Fill in the Blanks)

SERIES	FINISH	LED	BEAM SPREAD	WATTS PER FOOT	OUTPUT	FEED POINT	DRY OR WET	LENGTH OF FIXTURE
<i>Example: ALS800T</i>	WH	LED-2.7K	45D	4WDM	HO	EF	DRY	36"
ALS800T (Clear Lens)	Natural (NA)	LED-2.4K	15 Degree (15D)	12 Watts (12W)	High	End	Indoor (DRY)	Specify
ALS800T-SF (Semi-Frost Lens)	Polished (PA)	LED-2.7K	30 Degree (30D)	8 Watts (8W)	(HO)	Feed (EF)	Outdoor (WET)	Length
ALS800T-F (Frost Lens)	White (WH)	LED-3.0K	45 Degree (45D)	6 Watts (6W)	Mid	Side		138"
	Satin (SA)	LED-3.5K	60 Degree (60D)	5 Watts (5W)	(MO)	Feed (SF)		↑
	Black (BK)	LED-4.0K	120 Degree (120D)	4 Watts (4W)	Standard	Bottom		
	Green (GN)	LED-4.5K		3 Watts (3W)	(SO)	Feed (BF)		
	Red (RD)	LED-5.0K		2 Watts (2W)				
	Silver (SR)	LED-5.7K		1.5 Watts (1.5W)				



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Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – June 17, 2015

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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 9845 SOUTH SANTA MONICA BOULEVARD (PL1500113 – FARRE).

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

Section 1. Milan Lojdl, agent, on behalf of the property owner, Jeff Wilson, and the tenant, Farre, (Collectively the “Applicant”), has applied for architectural approval for a revision to a previously approved façade remodel and business identification sign for the property located at 9845 South Santa Monica Boulevard.

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

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

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s

local CEQA Guidelines. The subject project is exempt from 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 **June 17, 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: **June 17, 2015**

Ryan Gohlich, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission