



Architectural Commission Report

Meeting Date: Wednesday, June 17, 2015

Subject: **BOBBI BROWN (PL1507913)**
9497 South Santa Monica Boulevard

Request for approval of a façade remodel, a business identification sign, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Roy Hasson – Permit Advisors

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 business identification sign, and a construction barricade graphic for Bobbi Brown located at 9497 South Santa Monica Boulevard. The project includes the following components:

Façade Remodel

- Gray tinted Venetian stucco (trowel finish)
- Blacked steel façade surround and storefront framing, and;
- Clear storefront glazing.

Business Identification Sign

- One (1) 12 SF façade-mounted, halo-illuminated, black metal business identification sign (sign copy: "BOBBI BROWN")

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 30'-8", the maximum sign area for this tenant is approximately 61 SF.

Construction Barricade

The applicant is also requesting a construction barricade graphic with signage. The signage on that portion of the barricade parallel to South Santa Monica Boulevard is proposed at 9.2 SF. Each construction barricade return includes 3 SF for adjacent tenants; however, this must be increased to an area of 6 SF in order to comply with the Department of Community Development's policy on such signage. A project-specific condition of approval has been added to the draft resolution of approval.

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

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – June 17, 2015

construction barricade parallel to the street. Each barricade return may also include one (1) 2 SF sign that includes the name of the business and the opening date.

URBAN DESIGN ANALYSIS

The proposed façade remodel, through its simple and clean configuration and choice of materials, presents a well-executed and understated design that will serve as a positive enhancement to the streetscape. The project includes increasing the parapet height to a total of forty-five inches (45”), which is the maximum allowable, to create continued vertical modulation along South Santa Monica Boulevard. Additionally, the signage is appropriate in its size, material, configuration, and illumination and will contribute positively to the overall aesthetic of the tenant space.

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.

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 – June 17, 2015

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):
 - Business ID _____ Number of signs proposed:
 - Other: _____
- Remodel: Int. & Ext, no floor area added
 Remodel: Int. & Ext, floor area added
 Awning(s): New Recovery
 Open Air Dining: #Tables #Chairs

C Describe the scope of work proposed including materials and finishes:

Facade renovation including removal of the existing stucco finish, storefront glazing system, signage, & cornice. The glazing opening is to be infilled per the drawings & a new blackened steel storefront system is to be installed. New tinted venetian stucco to be trowel finished over wire mesh & waterproof membrane, attached to existing structure across the facade extents. A blackened steel trim detail is to surround the facade, projecting 2" from the face of the stucco finish. New signage is to be 14" high black metal, pin-mounted, backlit channel letters. The renovation also includes construction of a barricade & installation of graphics.

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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)	1	10'-2 1/2" x 1'-2"	12 SF	60 SF
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: concrete and steel
 Texture /Finish: tinted venetian stucco and blackened steel
 Color / Transparency:

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

Material: 1/2" glazing & 1-1/2" high mullion framing system
 Texture /Finish: low-iron tempered glass & blackened steel mullions
 Color / Transparency: clear

ROOF

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

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

BUSINESS ID SIGN(S)

Material: steel _____
Texture /Finish: blackened steel _____
Color / Transparency: _____

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.**

Simple elegant design of storefront using modern materials to give a timeless venetian stucco look with sleek accents of blackened steel trim to bring pedestrians' focus to the products displayed within the space.

- 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.**

Existing insulation is to remain & be replaced as necessary upon demolition. The new 1/2" stucco finish on the facade provides both sound & heat isolation between the exterior & interior. New 1/2" tempered glass provides the same benefits while maintaining views to the store interior.

- 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 exterior is designed to use high quality materials in a minimal yet impactful manner, with minimal mullion profiles and large glass panes that draw attention to the store but do not distract from the surrounding environment.

- 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 new facade is sleek and modern in keeping with the overall upscale aesthetic of Beverly Hills.

- 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.**

This store is part of an existing string of retail spaces and is receiving a facade upgrade to upgrade its aesthetic.



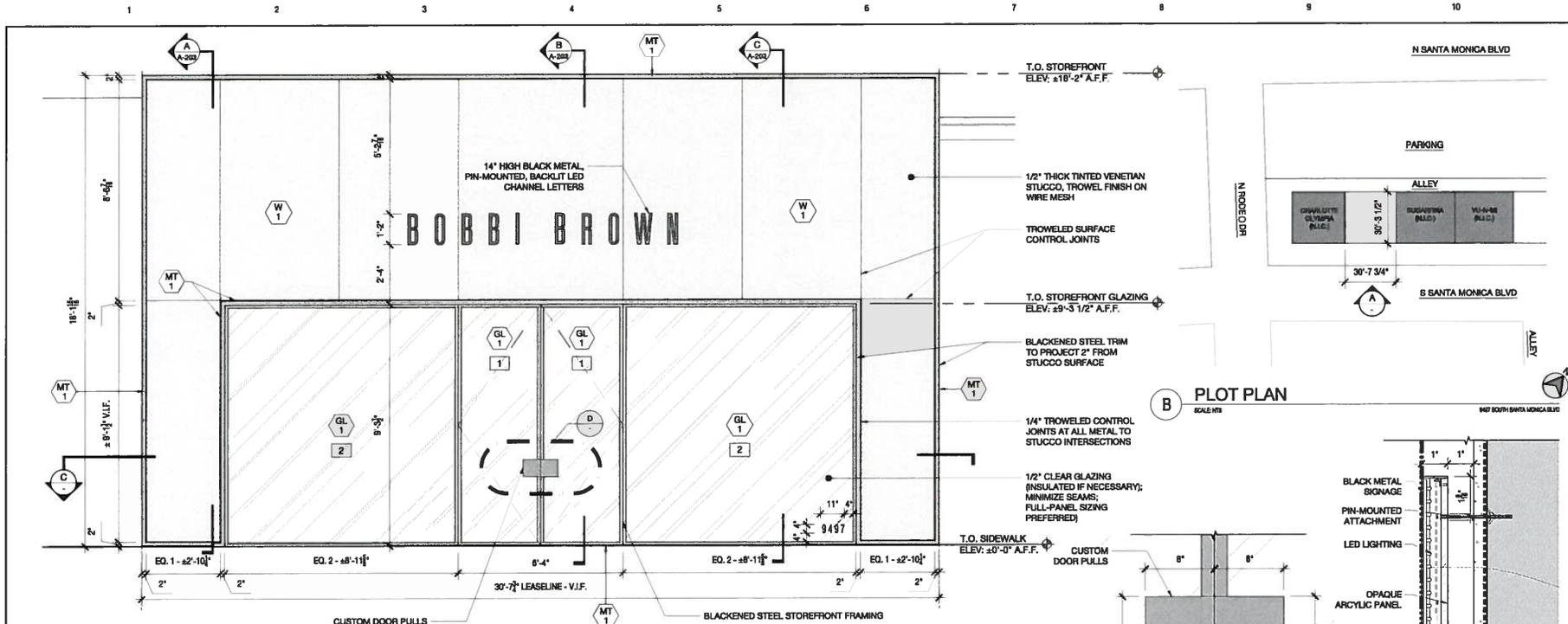
Architectural Commission Report

455 North Rexford Drive, Room 280-A

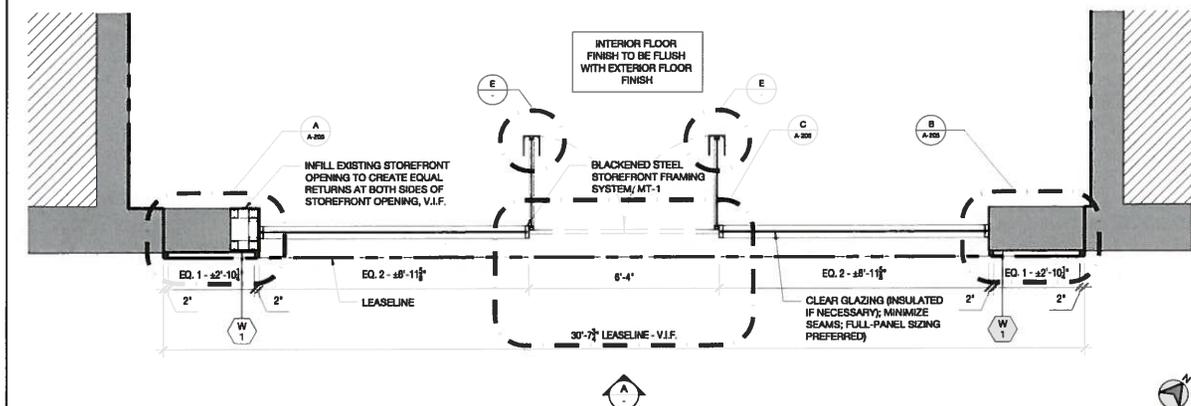
AC Meeting – June 17, 2015

Attachment B

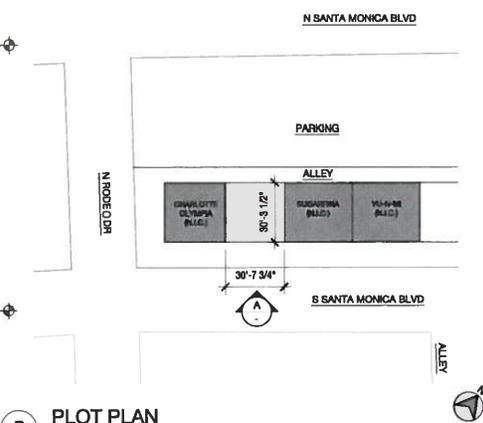
Project Design Plans



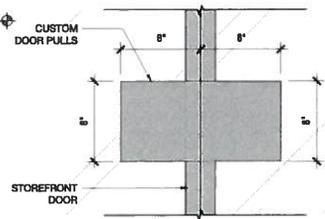
A PROPOSED STOREFRONT ELEVATION
SCALE: 1/4" = 1'-0"



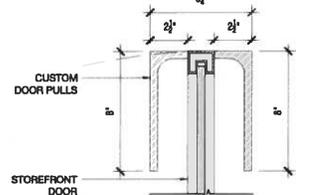
C PROPOSED STOREFRONT PLAN
SCALE: 1/4" = 1'-0"



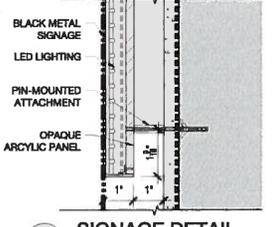
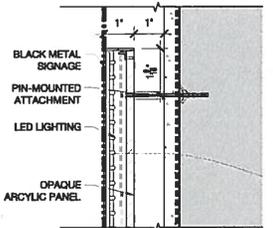
B PLOT PLAN
SCALE: NTS



D DOOR PULL DETAIL
SCALE: 1/4" = 1'-0"



E DOOR PULL DETAIL
SCALE: 1/4" = 1'-0"



F SIGNAGE DETAIL
SCALE: 1/4" = 1'-0"

DOOR & WINDOW SCHEDULE			
KEY	SIZE	DESCRIPTION	TYPE
1	9'-0 1/2" H X 2'-11" W	1/2" CLEAR LOW IRON TEMPERED	DOUBLE ENTRY DOOR
2	9'-0 1/2" H X 8'-8 5/8" W	1/2" CLEAR LOW IRON TEMPERED GLASS WITH 1-1/2" HIGH BLACKENED STEEL FRAMING SYSTEM	GLASS WINDOW WITH METAL FRAME

OWNER:
THE ESTEE LAUDER
COMPANIES, INC.
175 WEST 57TH STREET, 8TH FLOOR
NEW YORK, NY
10019

CALLISON
AN ARCADIS COMPANY
www.callison.com

BOBBI BROWN
9497 SOUTH SANTA
MONICA BLVD.
BEVERLY HILLS, CA 90210
PROJECT 2216786.00

ISSUED / REVISED DATE:
ISSUED FOR ARCH 08.01.2015

PROPOSED STOREFRONT
PLAN & ELEVATION

A-202

1 2 3 4 5 6 7 8 9 10

F

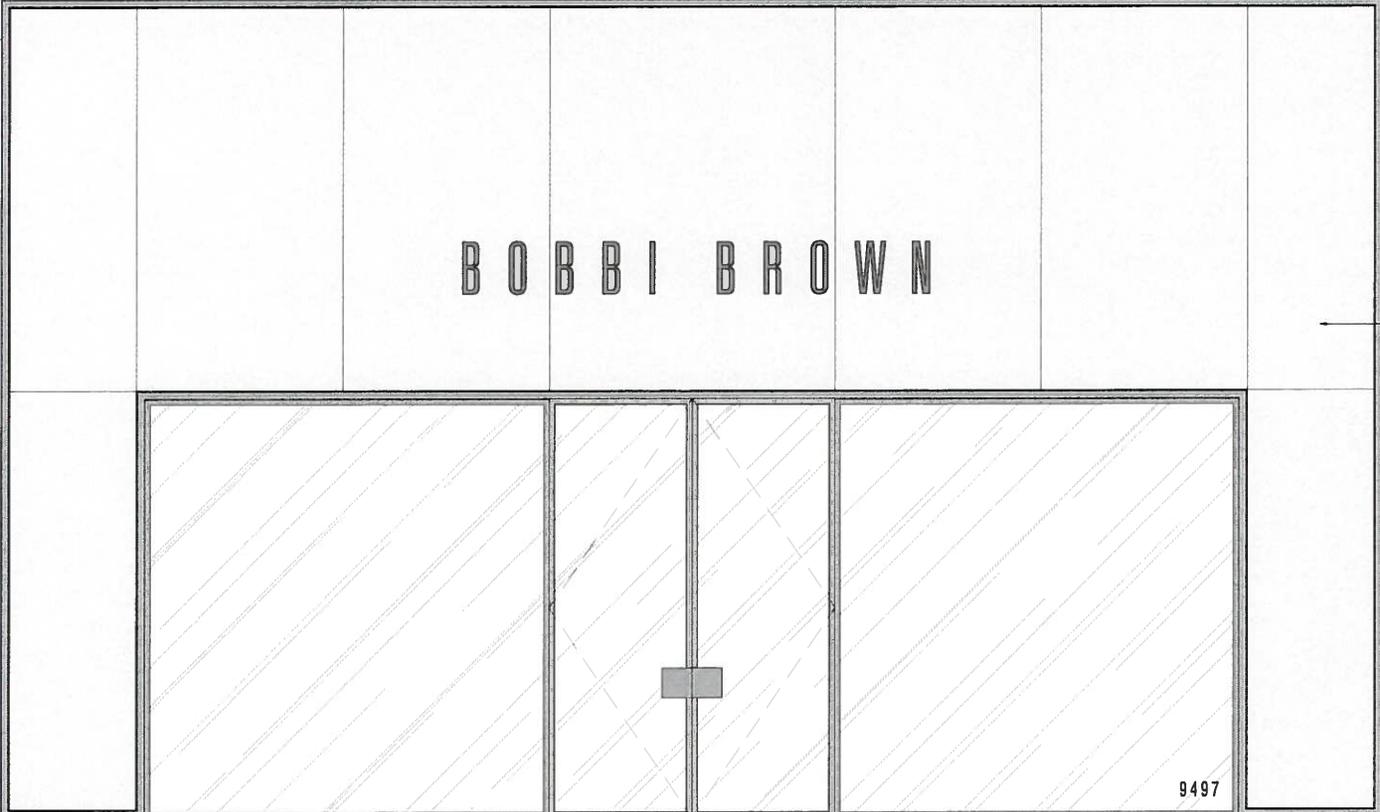
E

D

C

B

A



W 1 VENETIAN STUCCO



MT 1 BLACKENED STEEL

A PROPOSED STOREFRONT ELEVATION COLORED

SCALE: 3/4" = 1'-0"

9497 SOUTH SANTA MONICA BLVD

OWNER:
THE ESTEE LAUDER
COMPANIES, INC.
800 WEST 33RD STREET
NEW YORK, NY
10010

CALLISON
AN ARCADIS COMPANY
www.callison.com

BOBBI BROWN
9497 SOUTH SANTA
MONICA BLVD.
BEVERLY HILLS, CA 90210
PROJECT #2167388.00

ISSUED / REVISED DATE
ISSUED FOR ARCH 08.31.2015

STOREFRONT
COLORED ELEVATION

A-301



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 FAÇADE REMODEL, A BUSINESS IDENTIFICATION SIGN, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 9497 SOUTH SANTA MONICA BOULEVARD (PL1507913 – BOBBI BROWN).

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

Section 1. Roy Hasson, Permit Advisors, agent, on behalf of the property owner, H5 Capital Westwood, LLC, and the tenant, Bobbi Brown, (Collectively the “Applicant”), has applied for architectural approval for a façade remodel, a business identification sign, and a construction barricade graphic for the property located at 9497 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

1. The adjacent tenant business identification signage on each construction barricade return shall be increased to 6 SF in area.

Standard Conditions

2. **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.
3. **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.

4. **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.

5. **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.

6. **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.

7. **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.

8. **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.

9. **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