



Architectural Commission Report

Meeting Date: Wednesday, July 15, 2015

Subject: **SCOTCH & SODA (PL1509411)**
365 North Beverly Drive

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

Project agent: John Ranous – Nationwide Permitting

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 and business identification signage for Scotch & Soda located at 365 North Beverly Drive. The project includes the following components:

Façade Remodel

- Black tile façade (4" x 4" tiles) with 1/8" grout lines;
- Wood entry door with clear glass panel, brass door handle, and brass kick plate;
- Existing storefront window to remain with black-painted sill;
- Horizontal brass bars on upper portion of façade, and;
- Black aluminum coping at parapet.

Business Identification Signage

- One (1) 7 SF façade-mounted, halo-illuminated sign consisting of a brass material (sign copy: "Scotch & Soda"), and;
- One (1) 0.9 SF window-mounted, non-illuminated sign consisting of a vinyl material (sign copy: "Scotch & Soda Amsterdam Couture")

TOTAL SIGN AREA: 7.9 SF

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 16'-0", the maximum sign area for this tenant is approximately 32 SF. In addition, a ground floor business may have an additional 5 SF sign for each fifty feet of street frontage.

URBAN DESIGN ANALYSIS

The proposed design utilizes a simple and understated material palette and it is anticipated that the tile will provide a desirable texture to the façade that will enhance the storefront and complement those adjacent to it; the signage is tasteful and appropriate in its size and its location on the façade.

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

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(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Additionally, the design maintains the existing vertical modulation that is present between adjacent storefronts, further contributing to the village-like atmosphere of North Beverly Drive.

Staff is recommending approval of the revised design, subject to any project-specific conditions the Commission deems necessary to make the findings for approval.

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.



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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:

New storefront signage.
 New tile added to existing storefront.
 New entry door.
 Interior tenant remodel - new sales/stock wall, interior finishes & fixtures.

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	Business ID Sign(s)	1	9" x 9'-4"	6.98 sq. ft.	32 sq. ft.
2	Window Sign(s)	1	8-1/4" x 1'-4-1/8"	0.9272 sq. ft.	32 sq. ft.
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: New ceramic tile on existing storefront.
Texture /Finish: _____
Color / Transparency: black

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

Material: New custom wood entry door and transom - painted black.
Texture /Finish: _____
Color / Transparency: _____

ROOF

Material: N/A - existing to remain - no work.
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: Reverse channel, halo-lit, pin mounted brass signage (letters). _____
Texture /Finish: _____
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:

No proposed landscaping.

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.

We will be enhancing the existing facade by refacing it with the timeless elegance of the black, individually hand-cut tiles and luxurious brass accents.

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.

We will be enhancing the building by the addition of tile, signage and custom wood doors without negatively impacting the conditions already present on N. Beverly Drive.

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 facade will be enhanced by adding a hand-cut and elegant, textured black tile, accented by the high quality appearance of brass.

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.

We will blend into the existing fabric of the neighborhood by taking design cues from and accentuating the Beverly Hills lifestyle, while allowing the essence of California to take center stage.

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.

We propose no addition to the existing building that would be in non-compliance with the municipal code.

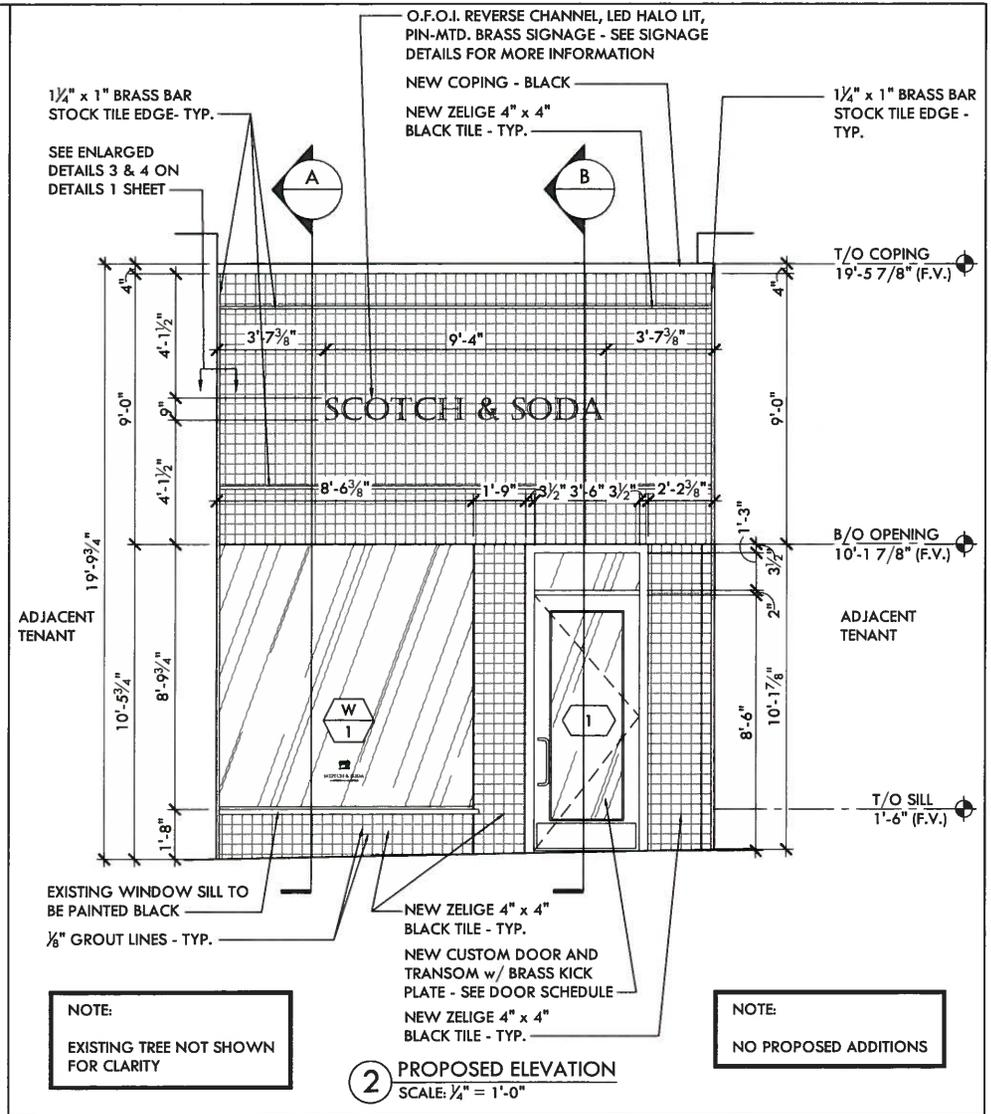
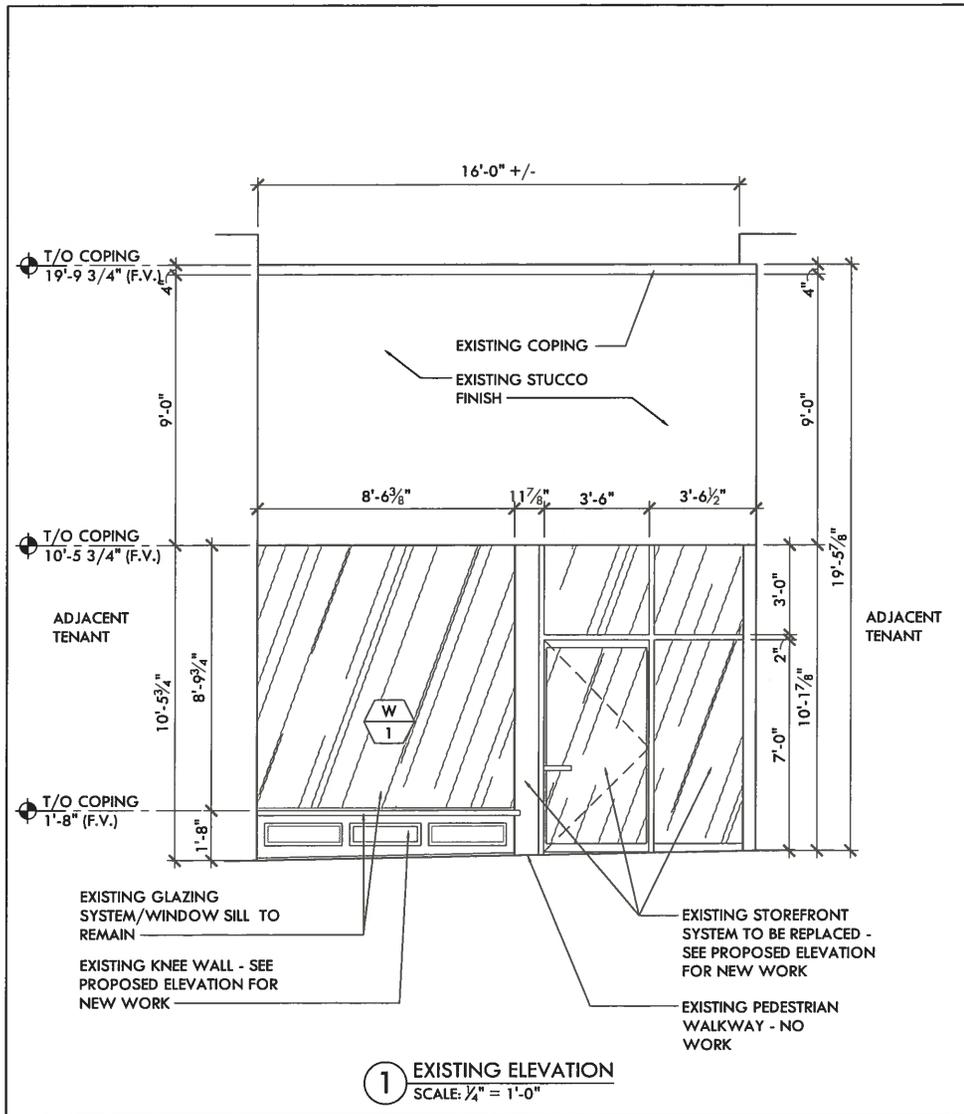


Architectural Commission Report

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Attachment B
Project Design Plans



365 N. BEVERLY DRIVE - BEVERLY HILLS, CA
SCOTCH & SODA - EXTERIOR PACKAGE - ELEVATIONS

SCALE: AS NOTED PROJECT NUMBER: 15146 06/25/15



SCOTCH & SODA
AMSTERDAM COUTURE

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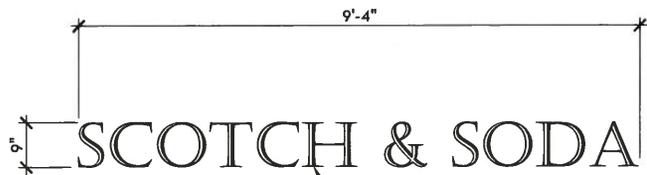
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1 PROPOSED SIGN ELEVATION
SCALE: 1/2" = 1'-0"

EXISTING LANDLORD
STRUCTURE TO REMAIN

SEALANT AT STANDOFF
CONNECTION

DRILL & EPOXY 1/4" DIA.
THREADED ANCHOR AT 24"
O.C. HORIZ. w/ SCREENTUBE
MIN. 3" EMBEDMENT

SEALANT AT STANDOFF
CONNECTION

DRILL & EPOXY 1/4" DIA.
THREADED ANCHOR AT 24"
O.C. HORIZ. w/ SCREENTUBE
MIN. 3" EMBEDMENT

O.F.O.I. REVERSE CHANNEL, LED
HALO LIT, PIN-MTD. BRASS
SIGNAGE

1" SPACERS

2 SECTION THROUGH PROPOSED SIGN
SCALE: 1/2" = 1'-0"



3 PROPOSED WINDOW DECAL
SCALE: 1 1/2" = 1'-0"

SIGN TABLE

TYPE OF SIGN	QUANTITY	DIMENSIONS	SQUARE FEET	MAX. AREA PERMITTED BY CODE
BUSINESS ID SIGN	1	9" x 9'-4"	6.98 SQ. FT.	32 SQ. FT.
WINDOW SIGN	1	8 1/4" x 1'-4 1/8"	0.9272 SQ. FT.	32 SQ. FT.

4 SIGN TABLE
SCALE: N.T.S.

365 N. BEVERLY DRIVE - BEVERLY HILLS, CA
SCOTCH & SODA - EXTERIOR PACKAGE - SIGNAGE DETAILS

SCALE: AS NOTED

PROJECT NUMBER: 15146

06/25/15



SCOTCH & SODA
AMSTERDAM COUTURE

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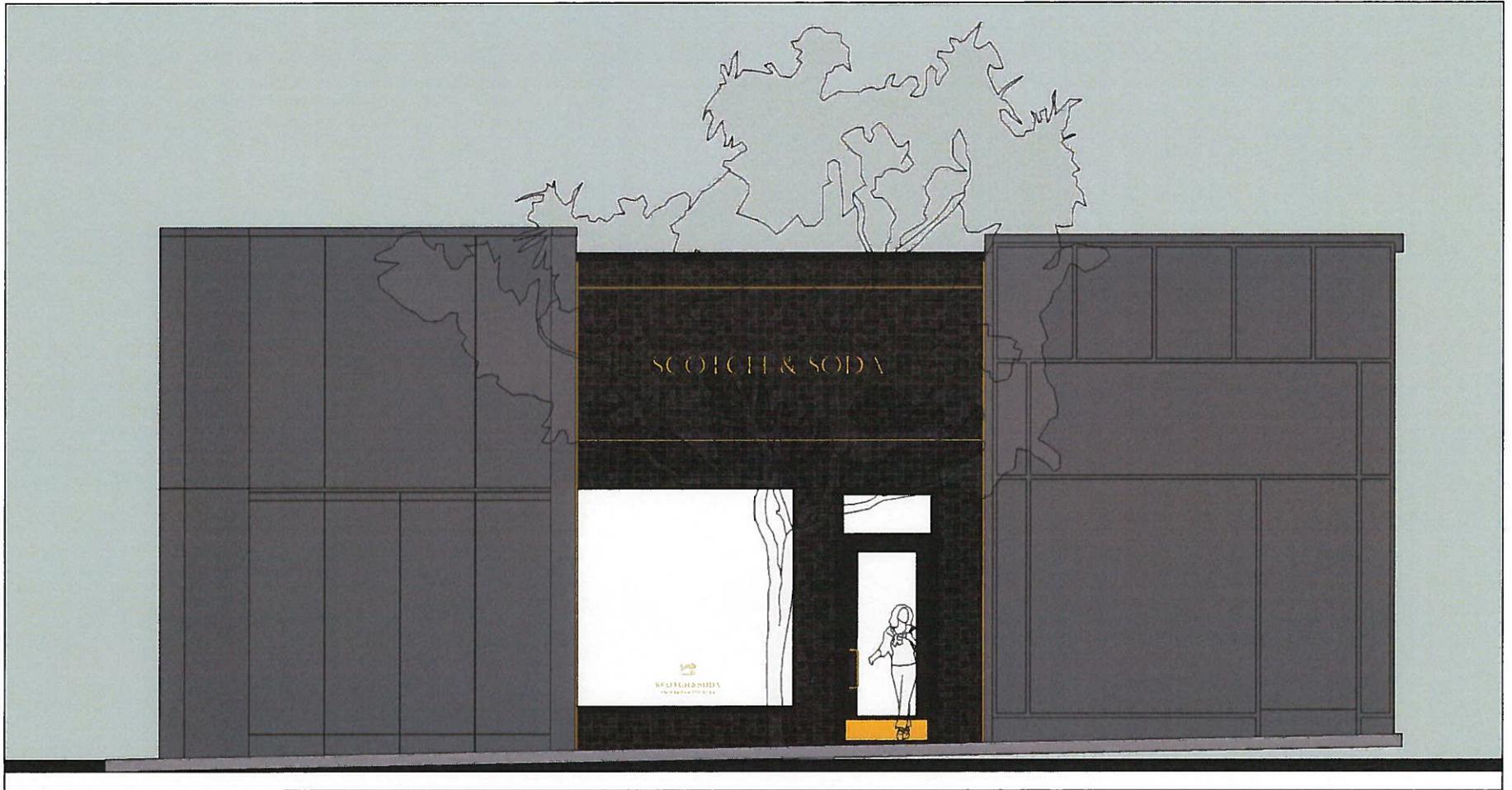
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① COLOR ELEVATION
SCALE: N.T.S.

365 N. BEVERLY DRIVE - BEVERLY HILLS, CA
SCOTCH & SODA - EXTERIOR PACKAGE - COLOR ELEVATION

SCALE: N.T.S.

PROJECT NUMBER: 15146

06/25/15



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1 3D RENDERING
SCALE: N.T.S.

365 N. BEVERLY DRIVE - BEVERLY HILLS, CA
SCOTCH & SODA - EXTERIOR PACKAGE - 3D RENDERING

SCALE: N.T.S.

PROJECT NUMBER: 15146

06/25/15



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1 PHOTOGRAPH 'A' 363 - 371 N. BEVERLY DRIVE
SCALE: N.T.S.



2 PHOTOGRAPH 'B' 367 - 375 N. BEVERLY DRIVE
SCALE: N.T.S.

365 N. BEVERLY DRIVE - BEVERLY HILLS, CA
SCOTCH & SODA - EXTERIOR PACKAGE - EXISTING STREETScape PHOTOGRAPHS
SCALE: AS NOTED PROJECT NUMBER: 15146 06/25/15



SCOTCH & SODA
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① PROPOSED STREETScape ILLUSTRATING INTEGRATION OF SCOTCH & SODA STOREFRONT
SCALE: N.T.S.

365 N. BEVERLY DRIVE - BEVERLY HILLS, CA
SCOTCH & SODA - EXTERIOR PACKAGE - PROPOSED STREETScape ELEVATION

SCALE: AS NOTED

PROJECT NUMBER: 15146

06/25/15



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Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – July 15, 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 TO ALLOW A FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 365 NORTH BEVERLY DRIVE (PL1509411 – SCOTCH & SODA).

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

Section 1. John Ranous, Nationwide Permitting, agent, on behalf of the property owner, Bevill Inc., c/o IDS Real Estate Group, and the tenant, Scotch & Soda, (Collectively the “Applicant”), has applied for architectural approval to allow a façade remodel and business identification signage for the property located at 365 North Beverly 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 to 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 July 15, 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 environmental 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: July 15, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission