



Architectural Commission Report

Meeting Date: Wednesday, August 19, 2015

Subject: HOUSE OF CRAVINGS (PL1509679)
8925 Olympic Boulevard

Request for approval of a façade remodel, landscaping, a business identification sign, a sign accommodation to allow a business identification signage to face private property, a ground sign, and awning signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Ara Vartanian – Berno, Inc.

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, landscaping, a business identification sign, awning signage, and a sign accommodation to allow a business identification signage to face private property for House of Cravings located at 8925 Olympic Boulevard.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-3-3017 (Restaurants), a decision on a restaurant project (i.e., approved as presented, approved with conditions, or denied) must be made in one meeting by the Architectural Commission. However, the Commission may delegate final action to the Director of Community Development or the Restaurant Subcommittee.

The project was reviewed by the Restaurant Subcommittee on July 7, 2015; these plans are included as Attachment B of this staff report. At that meeting, the Subcommittee determined that the project warranted a review by the full Architectural Commission with the comments relating primarily to the size and number of the proposed signage, the intensity of the façade paint and awning color, the appropriateness of the roofing material, clarification of landscaping and lighting, the heaviness of the parking lot awning structures, and the development of general architectural details.

As a result of the Subcommittee's comments, the applicant has modified the design and the project now includes the following components:

Façade Remodel + Landscaping

- Paint existing façade in a yellow color;
- Fabric awnings (façade, parking lot) in terracotta color;
- Desert tan laminate roof shingles;
- Brick veneer pilasters and base with wrought iron fencing;
- Bronze exterior light fixtures;

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Restaurant Subcommittee Plans
- C. Applicant-prepared Response to Subcommittee Comments
- D. Project Design Plans
- E. DRAFT Approval Resolution

Report Author and Contact Information:

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- Decorative brick pavers at parking lot and exterior walkways;
- Aluminum storefront system with clear glazing;
- Sidewalk-adjacent Ficus Benjamina trees (15 gallon);
- Parking lot olive trees (15 gallon), and;
- Alley-adjacent Italian Cypress trees.

Business Identification Sign

- One (1) 32 SF façade-mounted, halo-illuminated sign consisting of aluminum letters

Pursuant to 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 length of approximately 50'-0", the maximum sign area for this elevation is 100 SF. As such, the proposed signage is in compliance with the maximum standards set forth in the BHMC.

Sign Accommodation (sign facing private property)

- One (1) 32 SF façade-mounted, halo-illuminated sign consisting of aluminum letters

Pursuant to BHMC §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed seventy five percent (75%) of the area otherwise permissible if the wall abutted a public street. Based on a length of approximately 106'-0", the maximum sign area for this elevation is 75 SF. As such, the proposed signage is in compliance with the maximum standards set forth in the BHMC.

Ground Sign

- Reface one (1) existing 35 SF, internally illuminated, ground sign on existing support structure (height: 19'-0")

Pursuant to BHMC §10-4-610, the maximum allowable sign area for a ground sign is 55 SF with a maximum height of 20'-0". As such, the proposed signage is in compliance with the maximum standards set forth in the BHMC.

Awning Signage

- Eleven (11) signs, 7" in height, on the façade and parking lot awning valances.

Pursuant to BHMC §10-4-306, one horizontal line of letters and symbols that does not exceed seven inches (0'-7") in height, which identifies the name and occupation of the tenant or owner, may be fixed to the awning valance. As proposed, the proposed awning signage is in compliance with the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The applicant has thoughtfully incorporated the Restaurant Subcommittee's comments into a revised design; however, additional modifications should be made to ensure that the project continues to be an



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enhancement to the streetscape of Olympic Boulevard and the surrounding neighborhood. Specifically, there is concern that the proposed color palette may overwhelm the streetscape. The iconic shape of the building attracts attention in its own right and a more reserved color palette may be appropriate to allow the architecture to speak for itself. Additionally, the two parking lot awning structures appear to unnecessarily contrast with the existing building's vernacular and should be revised to more appropriately complement the building. Furthermore, the use of the sidewalk-adjacent Ficus Benjamina has the potential to create a solid wall along the sidewalk, which would be an undesirable element at the pedestrian scale. A more transparent landscaping material should be considered in this location.

The façade-mounted business identification signage has been greatly improved; however, the number of awning signs should be reduced significantly so as not to overwhelm these features. Additionally, the configuration of the sign copy on the ground sign should be reconsidered to ensure appropriate legibility for passersby.

A project-specific condition has been added that final review and approval of the project components, specifically the color palette, landscape plan, and signage configuration, be delegated to the Restaurant Subcommittee.

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: New pilasters, new fence, new roof, repair stucco, new doors & windows

- 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:

Remove & replace existing roof with Eagle Roofing clay tile; remove and replace existing windows and doors with CRL aluminum storefront windows and doors; new aluminum double-door entry; repair stucco with smooth finish as needed; remove and replace brick with Pacific Clay American Trenton brick; new pilasters with brick finish; remove existing patio and construct new patio with Sunbrella red fabric roof; four (4) new awnings with Sunbrella red fabric; new Bougainvillea planters in the front (Olympic Blvd); update existing monument sign with new graphics; 2 new business signs on building facade; one (1) new door on La Peer elevation

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

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

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

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	2	8' x 10'	80 square feet	100 square feet
2	Monument Sign(s)	1	5' x 7'	35 square feet	
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
Texture /Finish: Santa Barbara (Smooth)
Color / Transparency: San Simeon

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

Material: Aluminum
Texture /Finish: Smooth
Color / Transparency: Classic Bronze / clear glass low-e

ROOF

Material: Clay Tile
Texture /Finish: Semi-Smooth
Color / Transparency: Malibu

COLUMNS

Material: Brick
Texture /Finish: Semi-smooth
Color / Transparency: Pacific Clay Red Trenton

BALCONIES & RAILINGS

Material: Wrought Iron
Texture /Finish: Smooth
Color / Transparency: Black

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

Material: Heaters / chairs / tables
Texture /Finish: Steel / vinyl / wood
Color / Transparency: Stainless steel / Red / Mahogany

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

AWNINGS, CANOPIES

Material: Sunbrella Fabric
Texture /Finish: Smooth
Color / Transparency: Jockey Red

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Monument sign: Plexi Glass / Building sign: Aluminum reverse channel letters
Texture /Finish: Smooth
Color / Transparency: White

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Aluminum sconces
Texture /Finish: Smooth
Color / Transparency: Black

PAVED SURFACES

Material: Pavers
Texture /Finish: Coarse
Color / Transparency: Dark beige

FREESTANDING WALLS AND FENCES

Material: Pilasters
Texture /Finish: Brick
Color / Transparency: Trenton Red

OTHER DESIGN ELEMENTS

Material:
Texture /Finish:
Color / Transparency:

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

The landscaping will include potted bougainvillea and lavender plants spread throughout the premises

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 project is a design improvement to the existing structure, which has been distressed over the years. The proposed project introduces a Mediterranean architecture to the surrounding area, which complements the surrounding structures and offers a warm welcome to the neighborhood.

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 proposed project takes into affect extra measures (i.e. soundboards, insulation, parapet walls) to reasonably protect against external and internal noise. The proposed project is a tenant improvement to an existing restaurant, so no new factors will be introduced to the area to make the environment less desirable.

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.**

Taken into effect the high quality of materials and tasteful Architecture of the proposed project, the project's exterior design and appearance will greatly improve 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 proposed project is a jump start to the area's development plans by the City 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.**

The proposed development is a remodel to an existing restaurant, with no change in use or square footage. All municipal codes will be adhered to and applicable laws met with conformity as required.



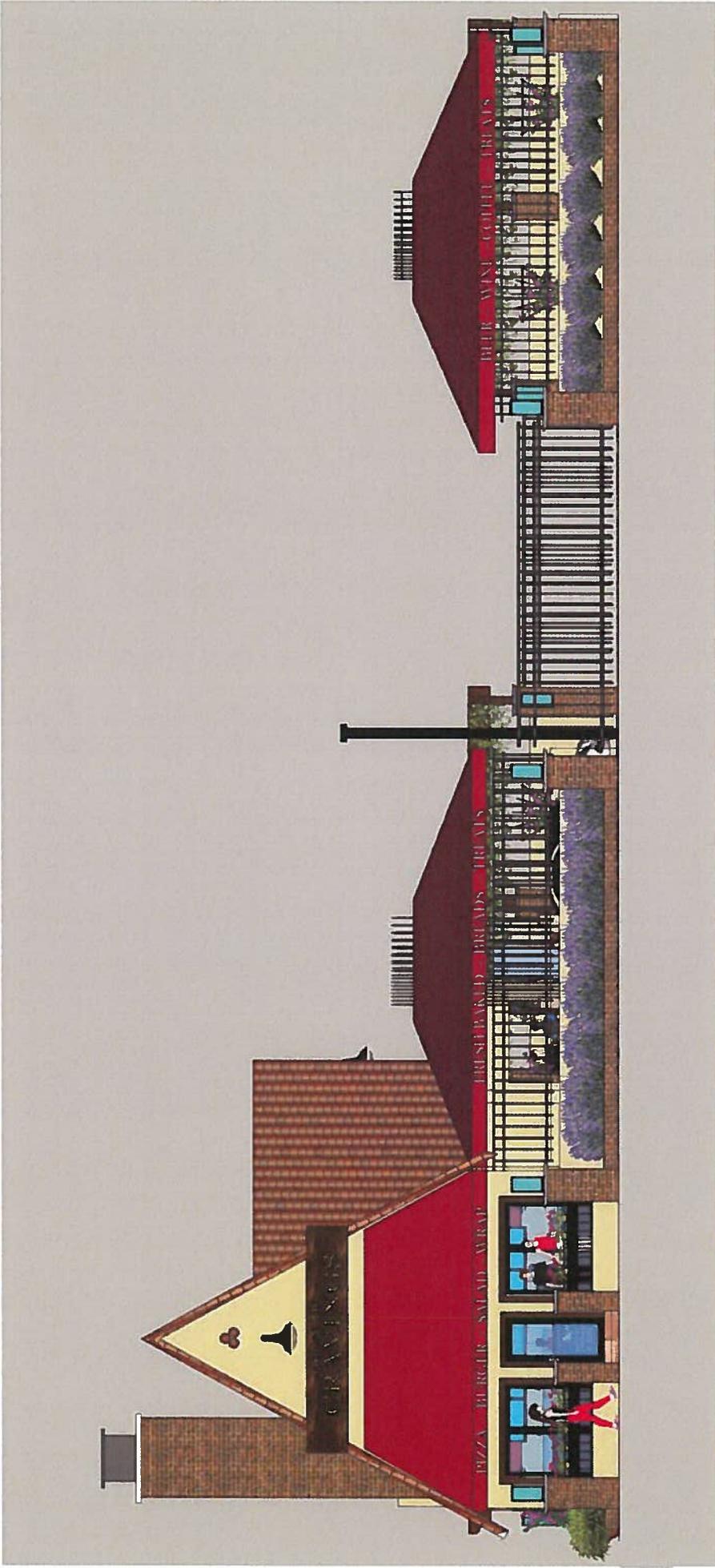
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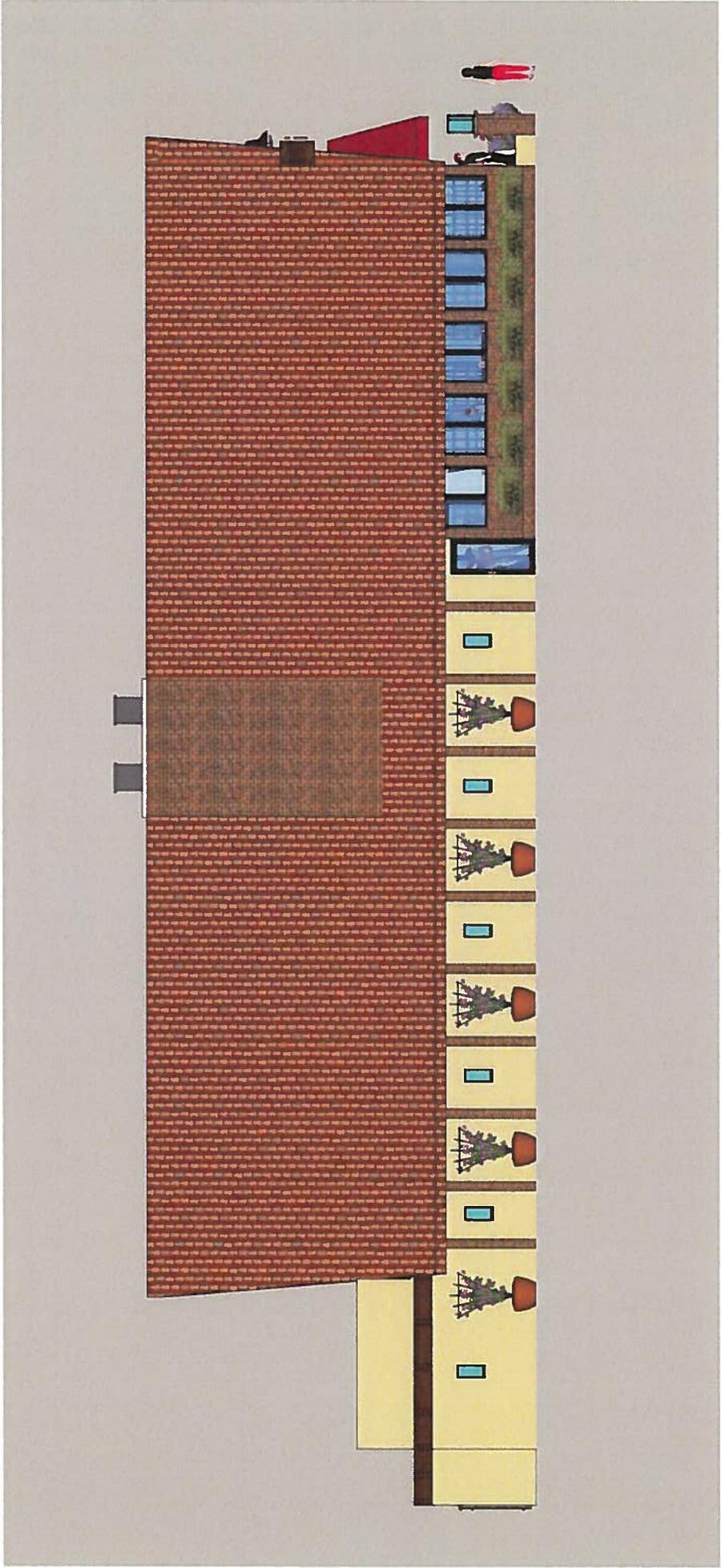
Attachment B

Restaurant Subcommittee Plans



HOUSE OF CRAVINGS RESTAURANT

FRONT ELEVATION // 001



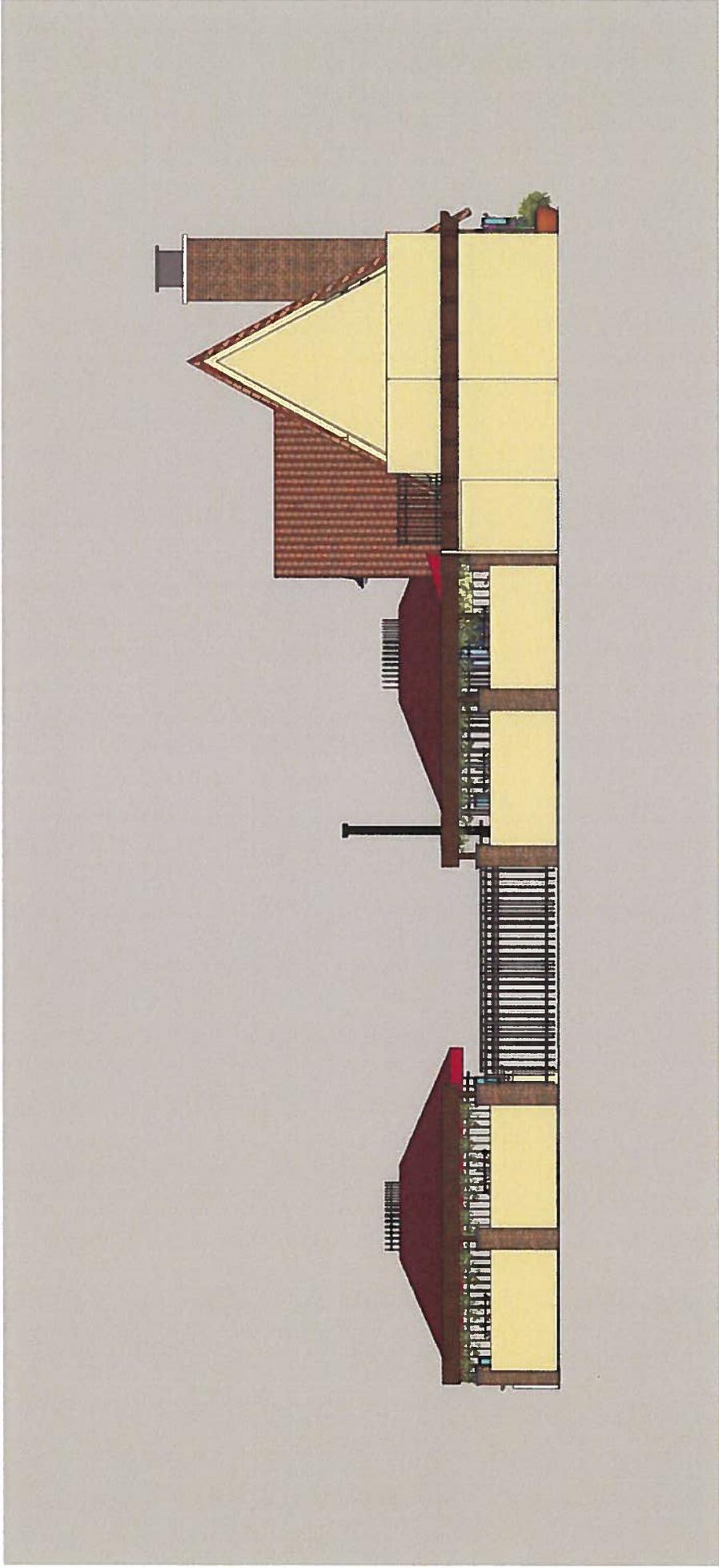
HOUSE OF CRAVINGS RESTAURANT

SIDE ELEVATION // 002



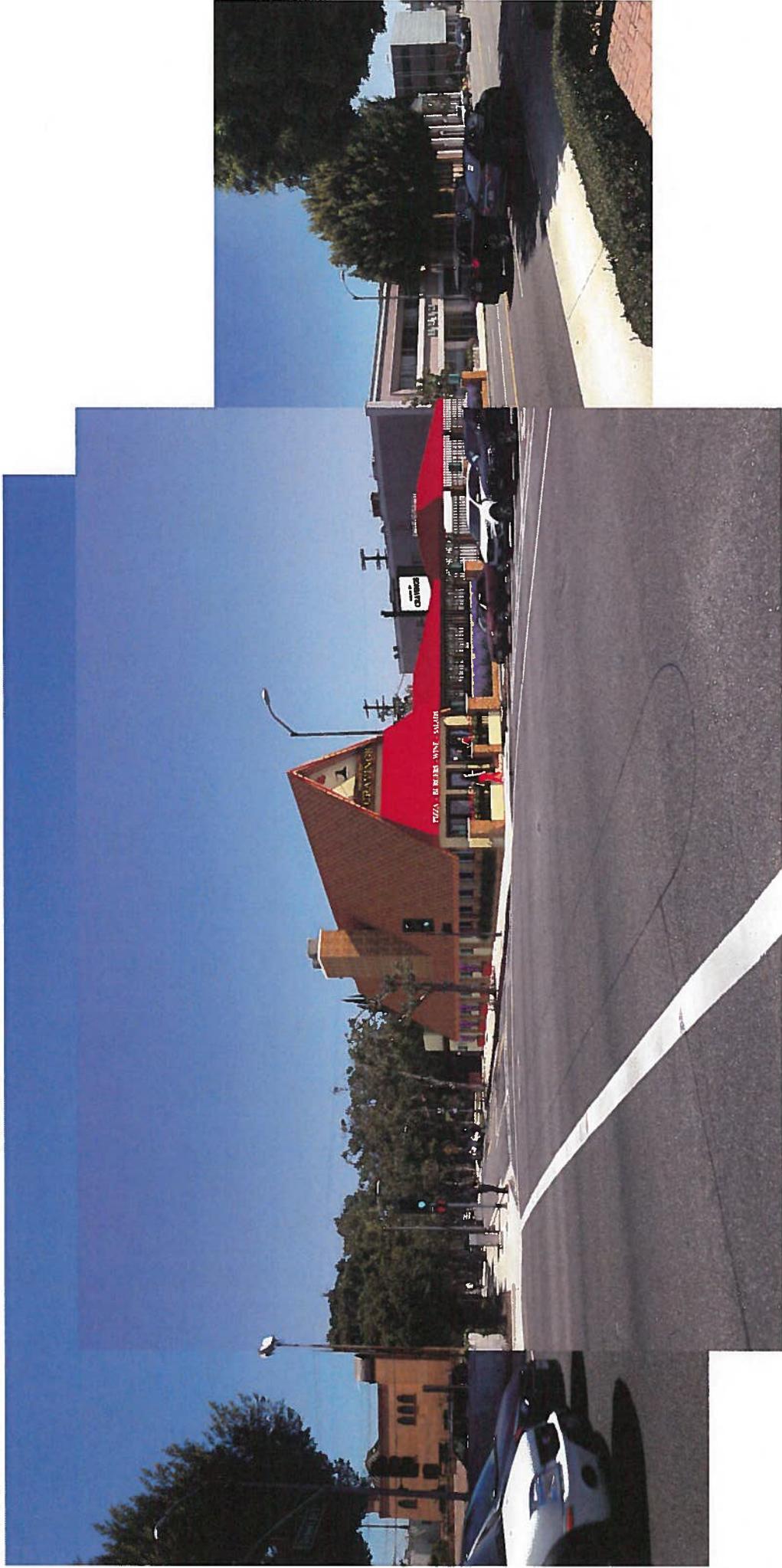
HOUSE OF CRAVINGS RESTAURANT

SIDE ELEVATION // 003



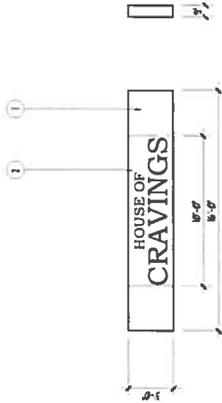
HOUSE OF CRAVINGS RESTAURANT

BACK ELEVATION // 004



HOUSE OF CRAVINGS / PROPOSED STREET PHOTO MONTAGE

PROPOSED SIGNAGE FOR HOUSE OF CRAVINGS



AS1 OLYMPIC FRONTAGE SIGNAGE
SCALE: 1/8" = 1'-0"

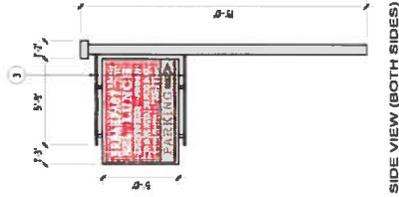
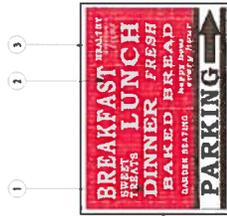


AS1 PARKING ENTRY DOOR SIGNAGE
SCALE: 1/8" = 1'-0"

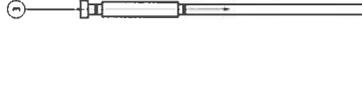
- ELEVATION KEYED NOTES**
1. ILLUMINATED FLEXGLASS
 2. FROSTED FLEXGLASS LETTERS
 3. METAL STRUCTURE TO BE PAINTED BLACK
 4. WOOD

SIGNAGE CALCULATIONS

PROPOSED	ALLOWED
1. 30.50 FT.	100.50 FT.
2. 30.50 FT.	75.50 FT.
3. 31.50 FT.	EX/10



SIDE VIEW (BOTH SIDES)



FRONT VIEW



AS1 NEW AWNING VALANCE SIGNAGE
SCALE: 1/8" = 1'-0"
OLYMPIC BLVD. SIDE



AS1 NEW PATIO VALANCE SIGNAGE
SCALE: 1/8" = 1'-0"
OLYMPIC BLVD. SIDE

AS1 EXISTING SIGNAGE UPDATE
SCALE: 1/8" = 1'-0"

House of Cravings 925 WEST OLYMPIC BLVD., BEVERLY HILLS, CA 91201	Approved	Revisions
Approved _____ Date _____ Job Class _____ Title _____	Approved _____ Description _____	Date _____ File No. _____ Drawing No. _____ Sheet AS1
Designed _____	Checked _____	



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Attachment C

Applicant-prepared Response to
Subcommittee Comments

House of Cravings
8925 W. Olympic Blvd.
Beverly Hills, CA 90211

Comment #1: Provide awning detail for connection of awning to existing roof

Response: See Awning Detail – A on sheet A1.1

Comment #2: Sign details

Response: See sheet AS.1

Comment #3: Provide a more detailed landscape plan

Response: See sheet L1

Comment #4: Provide sample of exterior pavers / hardscape

Response: See material board

Comment #5: Provide details and specs for sconces

Response: See specification sheets provided

Comment #6: Clarify use of Spanish design elements

Response: Spanish design elements have been reduced and/or removed from the new design. See updated plans and elevations

Comment #7: Clarify and/or reduce use of iron

Response: Use of iron is required for security and design purposes. Reduced affect by wrapping it with bougainvillea

Comment #8: Valance signage

Response: Details provided in renderings and elevations as to purpose

Comment #9: Reconsider awning color

Response: Changed color to a less subtle red

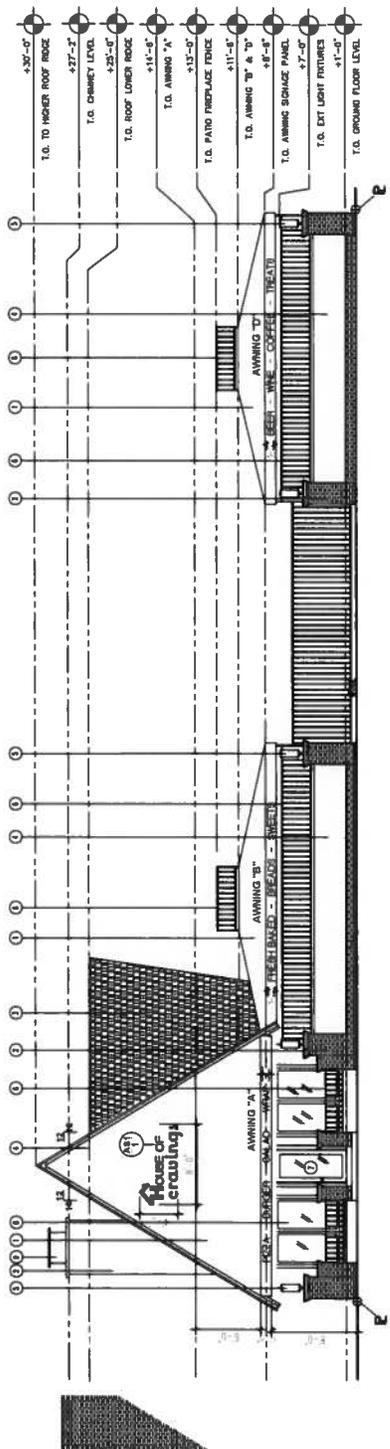


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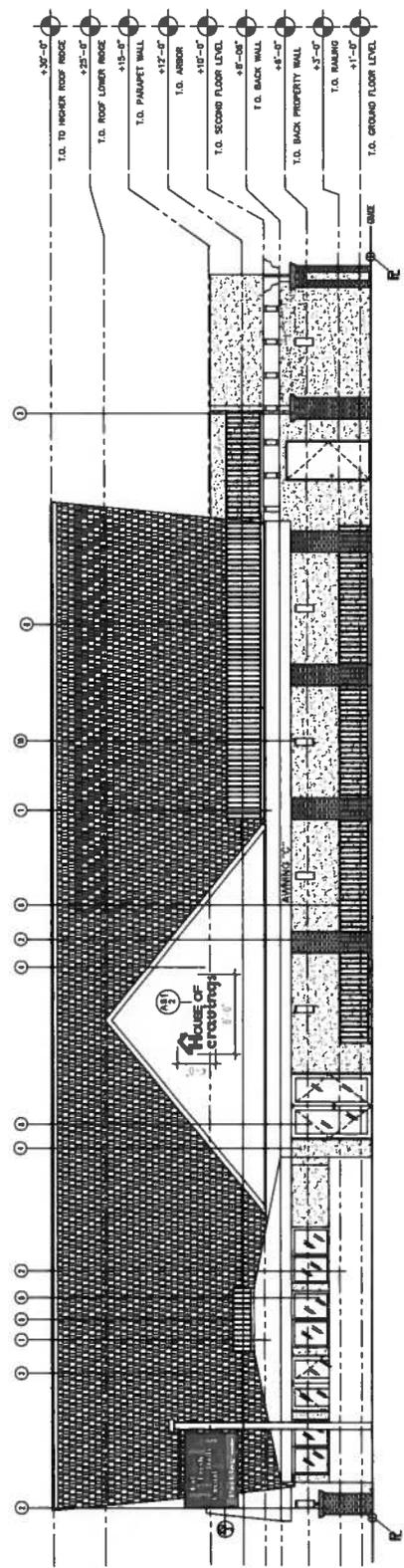
Attachment D
Project Design Plans

ELEVATION KEYED NOTES

1. SUNBELLA / STANBARD 600-600 - 60" CANVAS TERRACOTTA
2. PACIFIC CLAY THIN BRICK - TRENTON
3. OAKRIDGE DESERT TAN LAMINATE SHINGLES
4. LAHABRA STUCCO / CUSTOM PAINT BEHR PREMIUM PLUS JACKFRUIT PUFFY
5. HINKLEY LIGHTING TRELLIS PIER MOUNT LANTERN IN REGENCY BRONZE
6. NEW WROUGHT IRON FENCE - CUSTOM
7. DOORS / CR LAURENCE ALUMINUM 400 SERIES
8. WINDOWS / CR LAURENCE ALUMINUM CENTER GLAZE STOREFRONT
9. EXISTING CHIMNEY / TERMINATION CAP
10. HINKLEY LIGHTING TRELLIS OUTDOOR WALL LANTERN IN REGENCY BRONZE 1434RB
11. NEW WROUGHT IRON GATE



ROOSE SOUTH ELEVATION
SCALE 3/16" = 1'-0"



ROOSE EAST ELEVATION
SCALE 3/16" = 1'-0"

REVISIONS

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commercial
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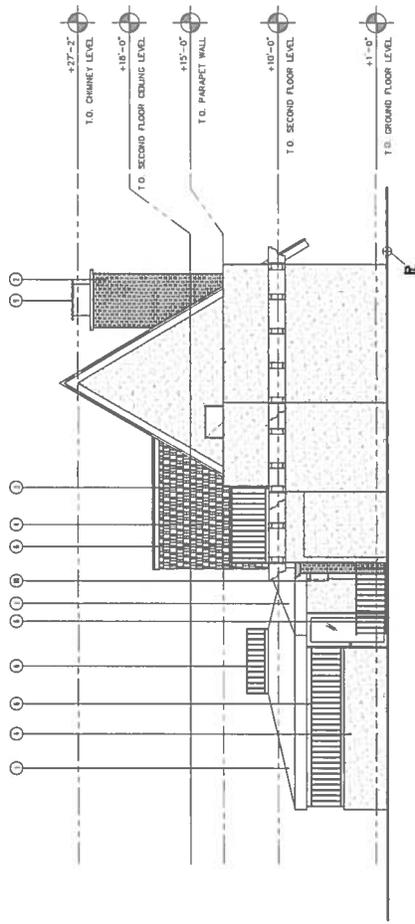
EXTERIOR ELEVATIONS

DATE: 07/2015
DRAWN BY: MKR
JOB NO: 15008

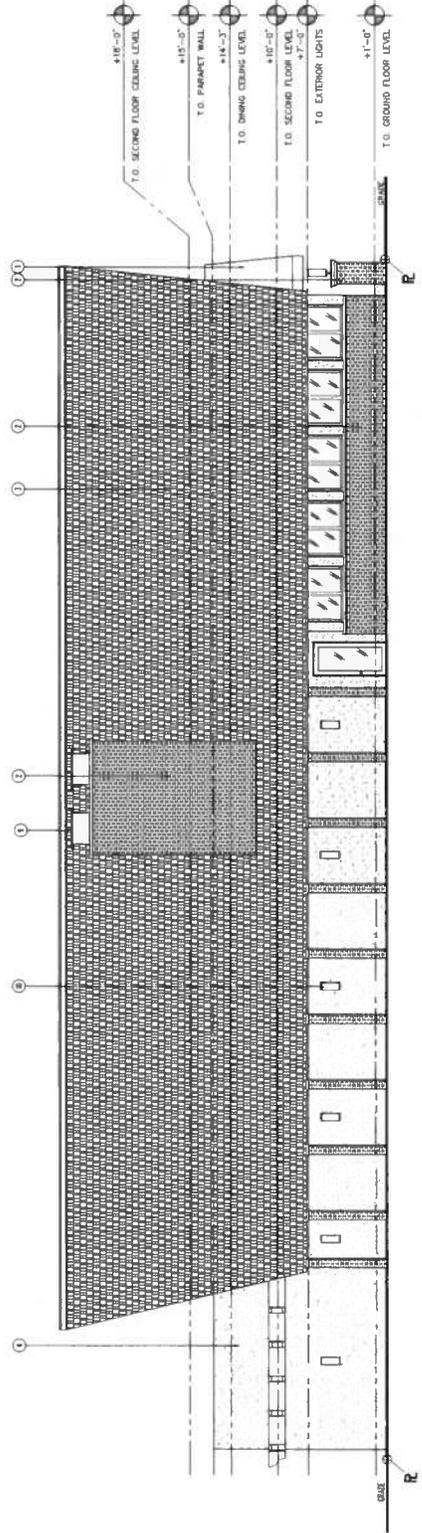
SHEET NO.
A3

ELEVATION KEYED NOTES

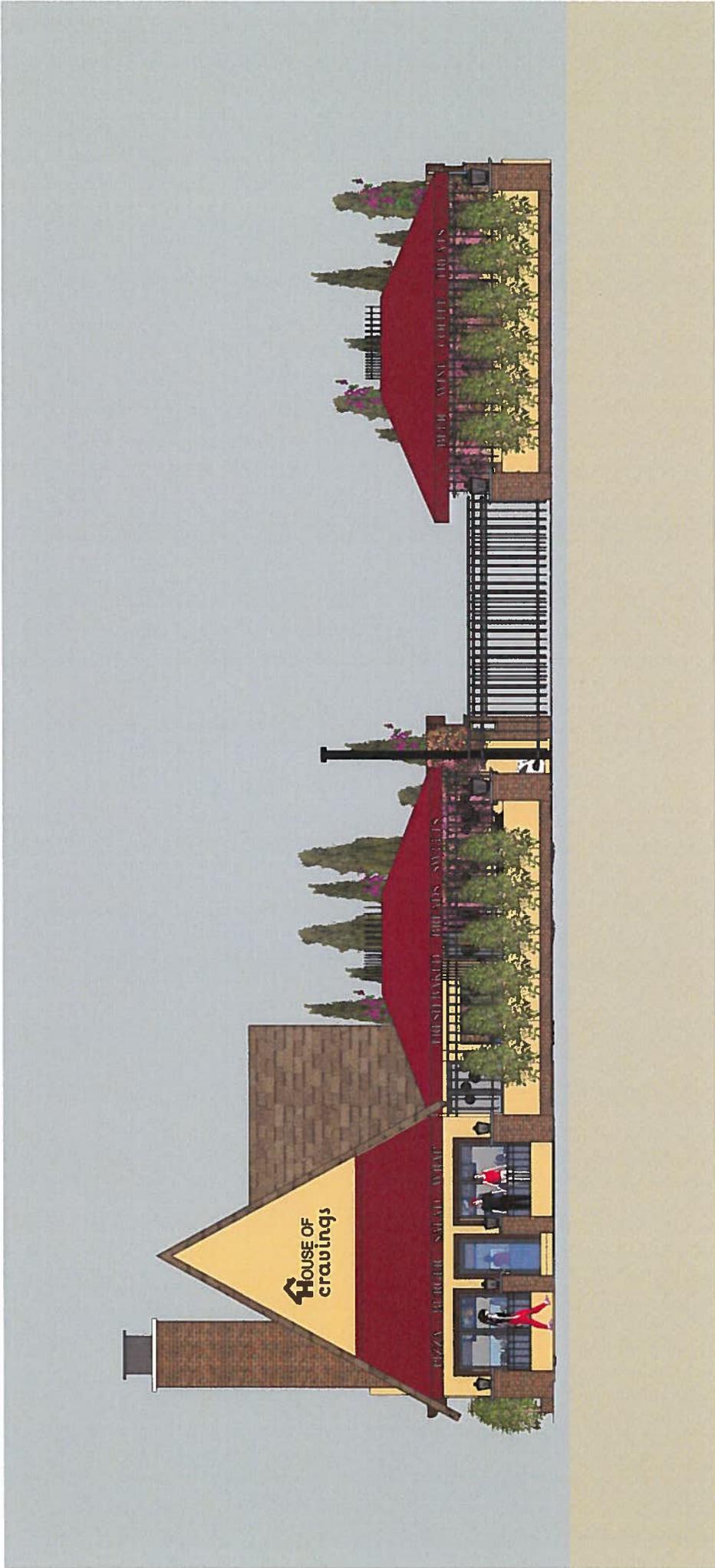
1. SUMBRELLA / STANDARD 800-800-48 CANVAS TERRACOTTA
2. PACIFIC CLAY/THIN BRICK TRENTON
3. OAKRIDGE DESERT TAN LAMINATE SHINGLES
4. LAHABRA STUCCO / CUSTOM PAINT BEHR PREMIUM PLUS JACKFRUIT PP18-7
5. HINKLEY LIGHTING TRELIS PIER MOUNT LANTERN IN REGENCY BRONZE
6. NEW WROUGHT IRON FENCE - CUSTOM
7. DOORS / CR LAURENCE ALUMINUM 400 SERIES
8. WINDOWS / CR LAURENCE ALUMINUM 400 SERIES
9. EXISTING CHIMNEY / TERMINATION CAP
10. HINKLEY LIGHTING TRELIS OUTDOOR WALL LANTERN IN REGENCY BRONZE 1434RB
11. NEW WROUGHT IRON GATE



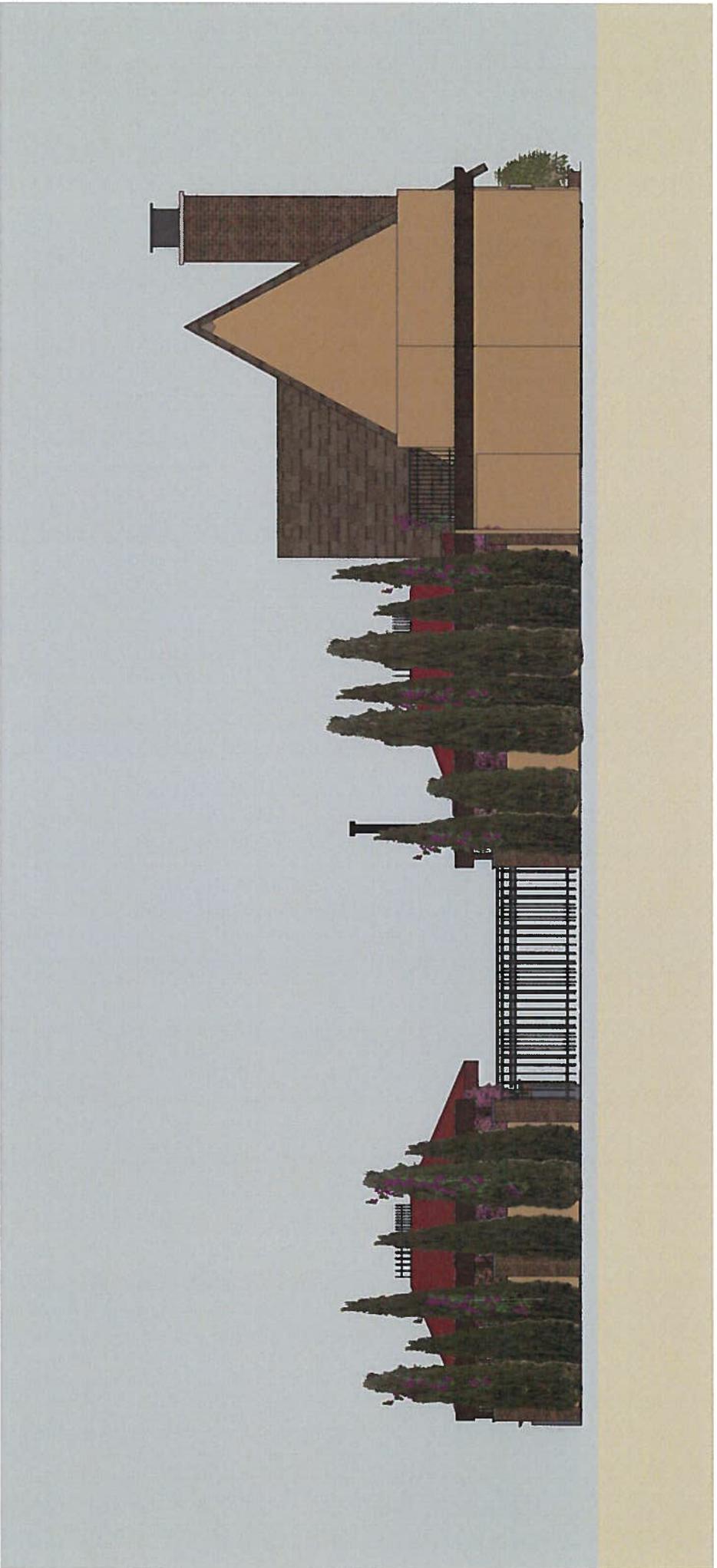
ROOSE NORTH ELEVATION



ROOSE EAST ELEVATION
SCALE: 3/16" = 1'-0"









HOUSE OF CRAVINGS

REVERSE CHANNEL ALUMINUM LETTERS W/ LED ILLUMINATION

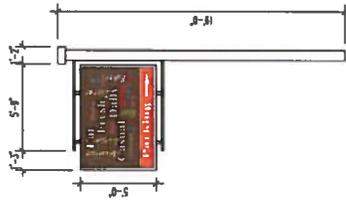


EXISTING SIGNAGE
SCALE 1/8" = 1'-0"

REVERSE CHANNEL ALUMINUM LETTERS W/ LED ILLUMINATION



CARINING ENTRY DOOR SIGNAGE
SCALE 1/8" = 1'-0"

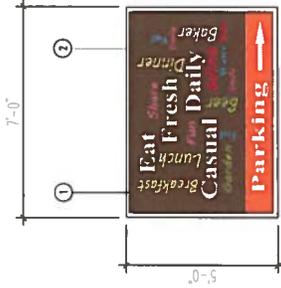


SIDE VIEW



FRONT VIEW

EXISTING SIGNAGE
SCALE 1/8" = 1'-0"

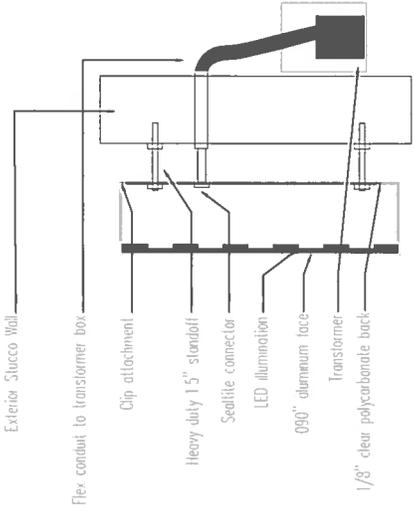


ELEVATION KEYED NOTES

- ILLUMINATED PIGGLASS W/ DESIGN
- METAL PAINTED BROWN

SIGNAGE CALCULATIONS

PROPOSED	ALLOWED
1. 32 SQ. FT.	100 SQ. FT.
2. 32 SQ. FT.	75 SQ. FT.
3. 31 SQ. FT.	EXTG



SECTION A



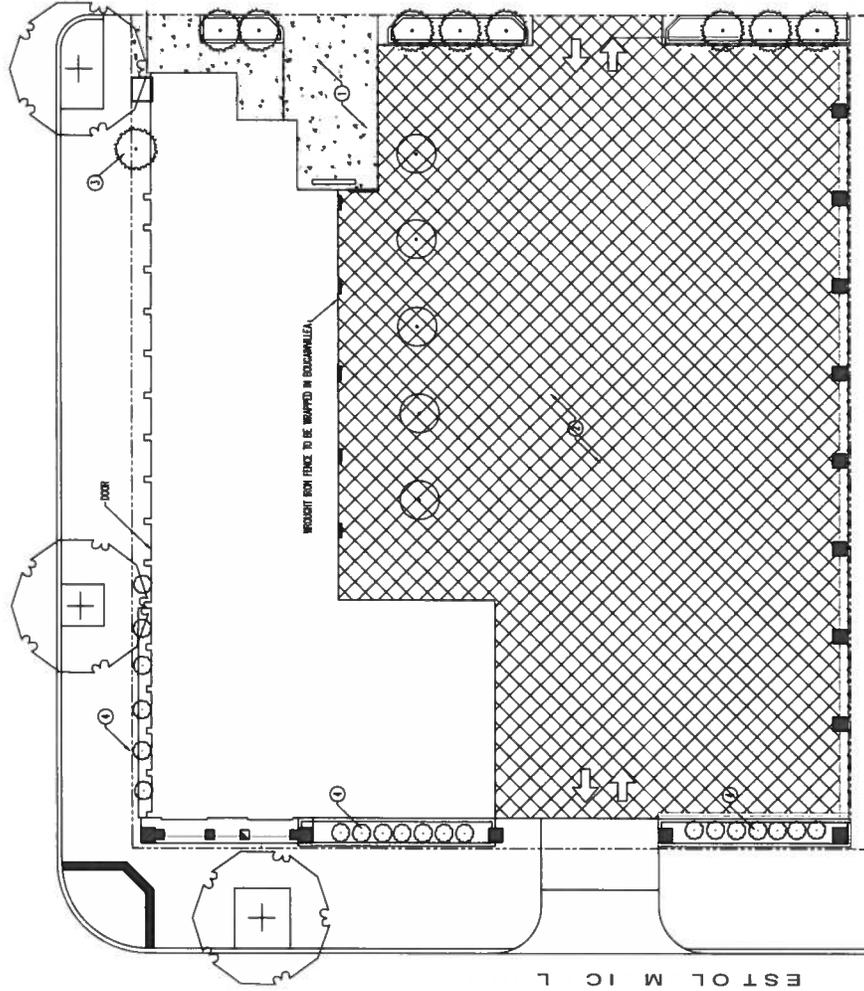
AS1 4
NEED ADJUSTING BALANCE SIGNAGE
SCALE 1/8" = 1'-0"



AS1 5
NEED DATUM BALANCE SIGNAGE
SCALE 1/8" = 1'-0"

DESIGNED	DATE	TITLE
DRAWN	DATE	JOB CLASS
CHECKED		
APPROVED		
HOUSE OF CRAVINGS 8825 WEST OLYMPIC BLVD. BEVERLY HILLS, CA 91201		
REVISIONS	DESCRIPTION	APPROVED
FILE NO.		
DRAWING NO.		
SHEET		AS1

S O U T H A S T E R N



E S T O L M I C L

A C E N T R O E R T
A L L E

SITE PLAN LEGEND

1. EXISTING CONCRETE TO REMAIN
 2. NEW TILE - LEAVING EXISTING GROUND WORK
 3. EXISTING TREE TO BE REMOVED
 4. EXISTING SHRUBS TO BE REPLACED WITH NEW TREE
- EXTERIOR FLOORING CITY**
1. DECORATIVE HIRSHGAP: 7/8" SQ. FT.
 2. CONCRETE: 4/4" SQ. FT.

PLANTING SCHEDULE

TREES	BOTANICAL	EXPLANATION	SIZE	QTY	REMARKS
+	EXISTING CITY TREE TO REMAIN				
•	IMPRESSIVE	ITALIAN CYPRESS		0	EXISTING TREE TO REMAIN
•	OLEA EUROPEA	OLIVE TREE	15 GALLON 5'	5	NEW TREE TO BE PLANTED
•	FOCUS BELLISSIMA	FOCUS TREE	15 GALLON 20"	20	NEW TREE TO BE PLANTED

PLANTING NOTES

1. MAINTAIN EXISTING SOIL AT A RATE OF 3" PER 100 SQ. FT. THROUGHOUT ENTIRE PROJECT. USE 100% LOCAL SOIL. MAINTAIN AND SOILS. TRIPLE 1/2" PER 100 SQ. FT. THROUGHOUT ENTIRE PROJECT.
2. EACH PLANTING PIT TO RECEIVE THE NECESSARY 70 LBS. NUTRIENTS PER SIZE OF PLANT CONTAINER. QTY. PER NOTES.
3. STAKE OR CUT EACH TREE FOR DETAIL & SHEET (D-1).
4. FRESH GRADE TO HAVE POSITIVE SHEET FLOW DRAINAGE AWAY FROM ALL STRUCTURES AT A MINIMUM 2% DRAINAGE PLAN IS CONCEPTUAL. CONTRACTOR MAY NEED TO CONSULT A LICENSED CIVIL ENGINEER FOR FINAL DRAINAGE LAYOUT APPROVAL. LOCATING ALL NECESSARY TRENCHES AND PAVING CATCH BASINS. CONNECT ALL DOWNSPUTS TO THE DRAINAGE SYSTEM.
5. LANDSCAPE DESIGNER TO BE 20% "BUDGET-BASED" (EXCEPT PLANTING NOTES). INSTALL LATER FOR TREE AND FRESH GRADE IS COMPLETE. AND AFTER TO PROCEED WITH INSTALLATION. CALL LANDSCAPE DESIGNER AS NOTED FOR INSTALLATION TO APPROVE FINAL LAYOUT OF LAWN BORDER.
6. ANY TREE WITHIN 10' OF ANY PAVING OR STRUCTURE. REQUIRES A ROOT BARRIER TO BE INSTALLED PER IFC's SPECIFICATIONS. ROOT BARRIERS ARE ALSO REQUIRED FOR TREES THAT HAVE AGGRESSIVE SURFACE ROOTS (E. ACACIA) EVEN IF IT IS BEYOND 10' OF ANY HARDSCAPE. USE SHOWN ON EXISTING ROOT BARRIERS.
7. MAINTAINING DESIGN INTENT IS IMPERATIVE. NOT JUST FOR PLANT AND STRUCTURE COORDINATION, BUT FOR SITES AS WELL. IF CERTAIN PLANTS ARE NOT AVAILABLE AT THE TIME OF INSTALLATION, THE CONTRACTOR MUST CONTACT THE LANDSCAPE DESIGNER AND REQUEST OPTIONS FOR REPLACEMENT.
8. CONTRACTOR TO PROVIDE THE FOLLOWING GUARANTEE OF THE PLANT MATERIAL SPECIFIED ON THE PLAN: TREES - 1 YR. SHRUBS - 30 DAY GUARANTEE - 90 DAYS.
9. SOIL PREP AND LAWN BARRIERS SHALL BE COMPLETED PRIOR TO INSTALLING ANY LATERAL LINES. THIS GUARANTEES A WORK THROUGHOUT THE PROCESS AND LESS CHANCE OF CHANGE TO THE FORMATION SYSTEM AND ENSURES THAT IRRIGATION HEADS ARE SET TO THE PROPER HEIGHT AND DISTANCE FROM THE PLANT.

LAN SCALE LAN
SCALE 1/4" = 1'-0"



HOUSE OF CRAVINGS
8929 WEST OLYMPIC
BLVD, BEVERLY HILLS, CA 91201

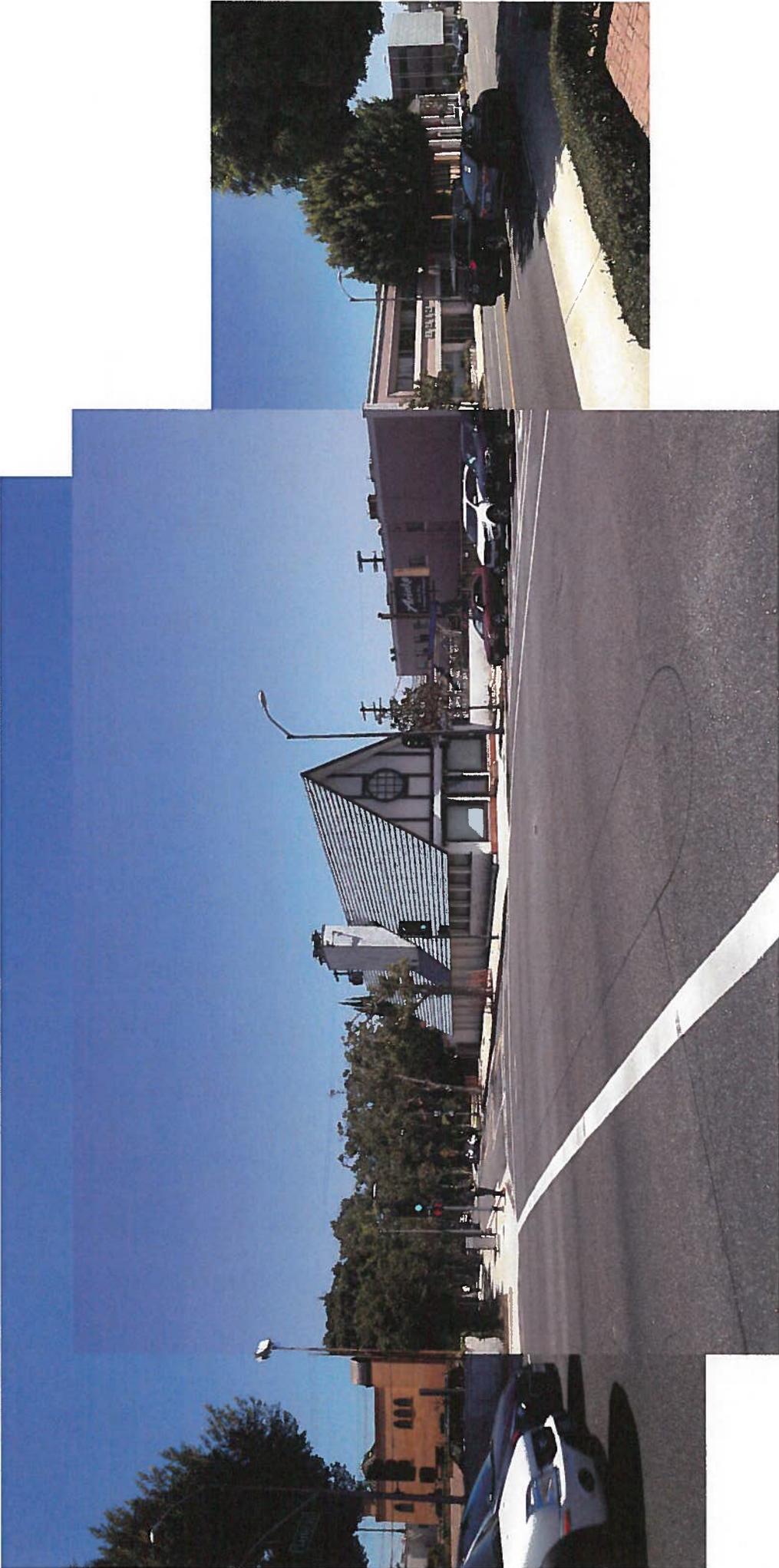
Designed
Drawn
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Date
Job Class
Approved

REVISIONS
Date
Description
Approved

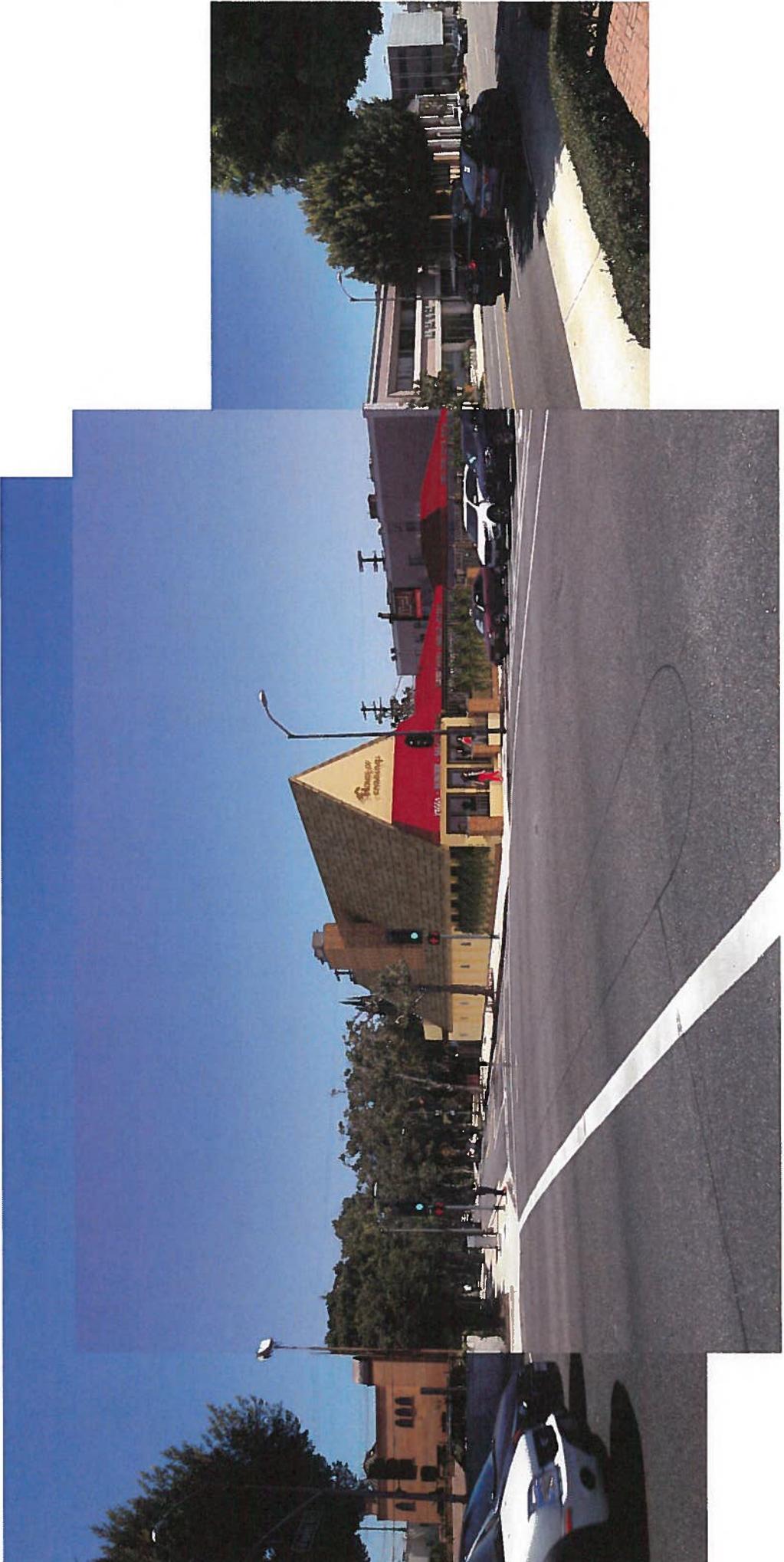
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Sheet 1



HOUSE OF CRAVINGS RESTAURANT



HOUSE OF CRAVINGS / EXISTING STREET PHOTO MONTAGE



HOUSE OF CRAVINGS / PROPOSED STREET PHOTO MONTAGE



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – August 19, 2015

Attachment E

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 OF A FAÇADE REMODEL, LANDSCAPING, A BUSINESS IDENTIFICATION SIGN, A SIGN ACCOMMODATION TO ALLOW A BUSINESS IDENTIFICATION SIGNAGE TO FACE PRIVATE PROPERTY, A GROUND SIGN, AND AWNING SIGNAGE FOR THE PROPERTY LOCATED AT 8925 OLYMPIC BOULEVARD (PL1509679 – HOUSE OF CRAVINGS).

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

Section 1. Ara Vartanian, Berno, Inc., agent, on behalf of the property owner, Frem Investments Los Angeles, LLC, and the tenant, House of Cravings, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, landscaping, a business identification sign, a sign accommodation to allow a business identification signage to face private property, a ground sign, and awning signage for the property located at 8925 Olympic 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 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 August 19, 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 Restaurant Subcommittee of the Architectural Commission shall have final review and approval of the project’s color palette, landscape plan, and signage configuration.

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: August 19, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission