



Architectural Commission Report

Meeting Date: Wednesday, August 19, 2015

Subject: JUICE SERVED HERE (PL1511173)
451 North Beverly Drive

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

Project agent: Kirsten Bungler – Juice Served Here

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, landscaping, a business identification sign, a sign accommodation to allow a projecting sign, and a construction barricade for Juice Served Here located at 451 North Beverly Drive. The project includes the following components:

Façade Remodel + Landscaping

- Vertically-oriented cedar wood panels;
- Black-painted stucco (behind cedar wood panels);
- Geometrically-configured black-painted steel panels;
- Angled black-painted steel storefront with clear glazing;
- At-grade succulent landscaping in the storefront recess with three up-lights, and;
- Two (2) façade-mounted aluminum downlights

Business Identification Sign

- One (1) 17.2 SF façade-mounted, halo-illuminated sign consisting of black aluminum letters.

Sign Accommodation (projecting sign)

- One (1) 1.6 SF façade-mounted, non-illuminated projecting sign consisting of steel material.

TOTAL SIGN AREA: 18.8 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may grant a sign accommodation to allow projecting signs in place of the individual signs otherwise permitted by subsection B of this section if the total area of all business identification signs does not exceed the lesser of: a) one hundred (100) square feet, b) the total business sign area otherwise permitted by this section, or c) ten percent (10%) of the vertical surface area of that portion of the wall below twenty feet (20') in height and occupied by the frontage of the business. Based on a storefront length of 16'-5", the

Attachment(s):

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

Report Author and Contact Information:

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maximum sign area for this tenant is approximately 32 SF. As such, the proposed signage is in compliance with the maximum standards set forth in the BHMC.

Construction Barricade

The applicant is also requesting a construction barricade with business identification signage. Pursuant to BHMC §10-4-612, construction barricades may include 12 SF of signage that includes the name of the business, a company logo, and the opening date of the business on that portion of the construction barricade parallel to the street. Each barricade return (that portion located perpendicular to the street) may include 2 SF of such signage. As proposed, the barricade complies with the standards.

Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

The proposed façade remodel will generally serve as a positive enhancement to the streetscape of North Beverly Drive. The use of the vertically-oriented cedar panels provides an appropriate interruption to the existing building and further emphasizes the village-like façade rhythm of the street. This type of design component is essential as the parapet is currently at its maximum height and is unable to be increased without requiring a Development Plan Review Permit. While the façade is unable to provide vertical modulation, the panels project slightly in front of the existing façade and will provide the desired modulation in a horizontal manner. Additionally, the signage is appropriate in both size and configuration and positively complements the storefront.

Furthermore, the at-grade landscaping provides a garden-oriented aesthetic to the storefront and is an appropriate design element for the recessed entry. The use of succulents is not only water-wise but complementary to the natural materials proposed for the façade.

However, the geometric configuration of the steel appears unstable and diverts the eye from the storefront. While it stands out as a unique element to the façade, it is recommended that the steel be revised to a more coherent configuration.

Project-specific conditions have not been proposed as part of this analysis; however, the Commission may wish to consider the comments during the course of their review.

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.

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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: 2
 - 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:

Tenant Improvement to existing retail store. Prepackaged cold pressed juice. No food preparation or cooking on site. Remove existing storefront. Replace and recess new steel and glass storefront system. Cover existing stucco with wood slats and metal architectural elements. New water jet cut aluminum letters, powder coated white with back lighting.

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> 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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID Sign(s)	1	13'-7 3/4" x 1'-3"	13.6 SQ.FT.	
2	Business ID Sign(s)	1	1'-2" x 1'-4 3/4"	1.6 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: Wood Slats, Steel Architectural Elements, (E) Stucco
 Texture /Finish: Smooth
 Color / Transparency: Natural, Cedar, Black

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

Material: Steel and Glass
 Texture /Finish: Smooth
 Color / Transparency: Black, Transparent

ROOF

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

COLUMNS

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

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

AWNINGS, CANOPIES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: Aluminum
Texture /Finish: Smooth, Gloss
Color / Transparency: Powder Coat White

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Aluminum, Glass
Texture /Finish: Smooth
Color / Transparency: Black

PAVED SURFACES

Material: Concrete
Texture /Finish: Smooth
Color / Transparency: Natural, Gray

FREESTANDING WALLS AND FENCES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

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

Our landscape design is a minimalist desert motif comprised of cacti and succulents. The simplicity of the landscape is echoed in the clean lines and earth tones of the building.

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 JSH design platform blends post modern, Scandinavian and simplistic Japanese themes with a color palette of matte black, stark whites, raw woods, stone, and our signature pop of pantone. Three of our stores have won design awards in the past and this location prove to show the same standard of design.

- 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.**

Our recessed storefront creates a welcoming entry. The wood slats run down the facade and wrap back into the space inviting customers inside the store from the sidewalk. The landscape serves to remove the pedestrian traffic to create a more intimate experience.

- 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 proposed design of the facade is simple yet expensive and elevates the visible impression of the building itself while not being audacious and obtrusive.

- 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 design is working to create a harmonious feel for a walkable shopping district with a high end retail experience.

- 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 usage of the store is in line with the designated zone and surrounding businesses. Our design accommodates all customers and traffic.



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Attachment B
Project Design Plans



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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 OF A FAÇADE REMODEL, LANDSCAPING, A BUSINESS IDENTIFICATION SIGN, A SIGN ACCOMMODATION TO ALLOW A PROJECTING SIGN, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 451 NORTH BEVERLY DRIVE (PL1511173 – JUICE SERVED HERE).

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

Section 1. Kirsten Bungler, Juice Served Here, agent, on behalf of the property owner, Hershenson Investments LLC, and the tenant, Juice Served Here, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, landscaping, a business identification sign, a sign accommodation to allow a projecting sign, and a construction barricade for the property located at 451 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 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 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.

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: August 19, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission