



Architectural Commission Report

Meeting Date: Wednesday, October 21, 2015

Subject: **BONPOINT (PL1516993)**
9521 Brighton Way

Request for approval of a sign accommodation to allow multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(Continued from the September 16, 2015 Architectural Commission meeting.)

Project agent: Steve Brabson – Franklin Studios Architecture Corp.

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

REPORT SUMMARY

The project was originally scheduled for the September 16, 2015 Architectural Commission meeting. However, as the applicant was absent from that meeting, the Commission moved to continue the item to the October 21, 2015 meeting so that the applicant may be present to discuss the project and answer any questions the Commission may have.

The applicant is requesting review and approval of a sign accommodation to allow multiple business identification signs for Bonpoint located at 9521 Brighton Way. The project includes the following components:

Sign Accommodation (multiple business identification signs)

- *Proposed:* One (1) 8.86 SF façade-mounted, non-illuminated banner consisting of brushed aluminum supports and a gray canvas face.
- *Existing:* One (1) 21 SF façade-mounted, non-illuminated business identification sign consisting of solid brass lettering.

TOTAL SIGN AREA: 29.86 sf

Note: The two unpermitted window signs are proposed to be removed as part of the current request.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-320, any flag/banner/pennant that exceeds 12 SF must be reviewed by the Architectural Commission. There is no maximum size area for flags/banners/pennants; however, a banner is considered a business identification sign and is subject to the total maximum sign area for business identification signs.

Pursuant to BHMC §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this

Attachment(s):

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

Report Author and Contact Information:

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section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". Based on a street frontage of 15'-6", the maximum sign area for this tenant is 31 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The proposed banner sign is configured in a manner that will complement the storefront and will enhance the streetscape of Brighton Way. Additionally, it is oriented perpendicularly from the storefront, which will promote the pedestrian experience and further emphasize the village-like atmosphere of the City's commercial core. However, it is recommended that the banner supports be revised to a solid brass material, or a brass-like finish, to match the existing business identification sign that is currently installed on the façade.

A project-specific condition has been added in the draft approval resolution (Attachment C); however, the Commission may wish to add, modify, or remove project-specific conditions as they deem necessary to make the required 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 (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Eight (8) sets of plans required (see Section 6 for plan size requirements).
 - 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):
requesting three signs. one banner and two on the glass windows. 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:

We are proposing to add one cloth banner sign, pulled taught between two, brushed finish metal tubes attached perpendicular to the building on the western most edge of the facade. The color will be gray with white lettering and logo. We are also proposing that we be allowed to keep two, existing, unpermitted signs which consist of the name, 'Bonpoint', written in polished brass cursive letters and adhered to the middle of each storefront window, at eye-height.

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	[N] Banner Sign	1	2.66' W x 3.33' H	8.86 SF	
2					
3	[E] Main Store Sign	1	7' W x 3' H	21 SF	
4					
5				Total Proposed: 29.86 SF	Total Allowed: 31 SF

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

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

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

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: Canvas Banner with Metal Rods
Texture /Finish: Cloth with Printed Graphic and Brushed Metal Rods
Color / Transparency: Gray Cloth, White Print, Brushed Aluminum Finish

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

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:

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 design strategy of the Bonpoint facade is one of restraint. The three colors - cream, brass, and charcoal - work easily together and are in a proportion that is well balanced. The only ornamentation on the facade is the name of the store, rendered in a well-conceived cursive gesture that speaks to the gentle elegance of the products within - high quality clothing for the very small. The proposed canvas banner, featuring the name of the store, is simply a smaller version of the awnings that are so common along the streets in this area. And the brass lettering in the windows are an easy reminder of the stores identity for those standing close by.

- 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.**

NA

- 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 quality of craftsmanship of the banner sign will match the existing high-quality of the store itself. The existing brass signs are there to be seen and are well made and attractive.

- 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 minimalist design language used on the facade is in keeping with the high-brow design aesthetic of the area in general. The design projects an image of austere refinement in keeping with the aspirations of both owners and patrons in the area. And the design dose not physically detract from the safety or enjoyment of those who call this area home.

- 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 signs make up about 30 SF of area, which is less than the 31SF allowed by code. The signs are located in such a manner as to not create a safety issue and do not block the view of surrounding stores.



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Attachment B
Project Design Plans

PERSPECTIVE VIEW OF PROPOSED CHANGES



Bonpoint - LA
9521 W. Brighton Way
Beverly Hills, CA

Exterior Changes
Submittal for Staff Review



FRANKLIN STUDIOS, INC.

PERSPECTIVE VIEW OF PROPOSED CHANGES



Bonpoint - LA
9521 W. Brighton Way
Beverly Hills, CA

Exterior Changes
Submittal for Staff Review



FRANKLIN STUDIOS, INC.

ELEVATION - PROPOSED



Bonpoint - LA
9521 W. Brighton Way
Beverly Hills, CA

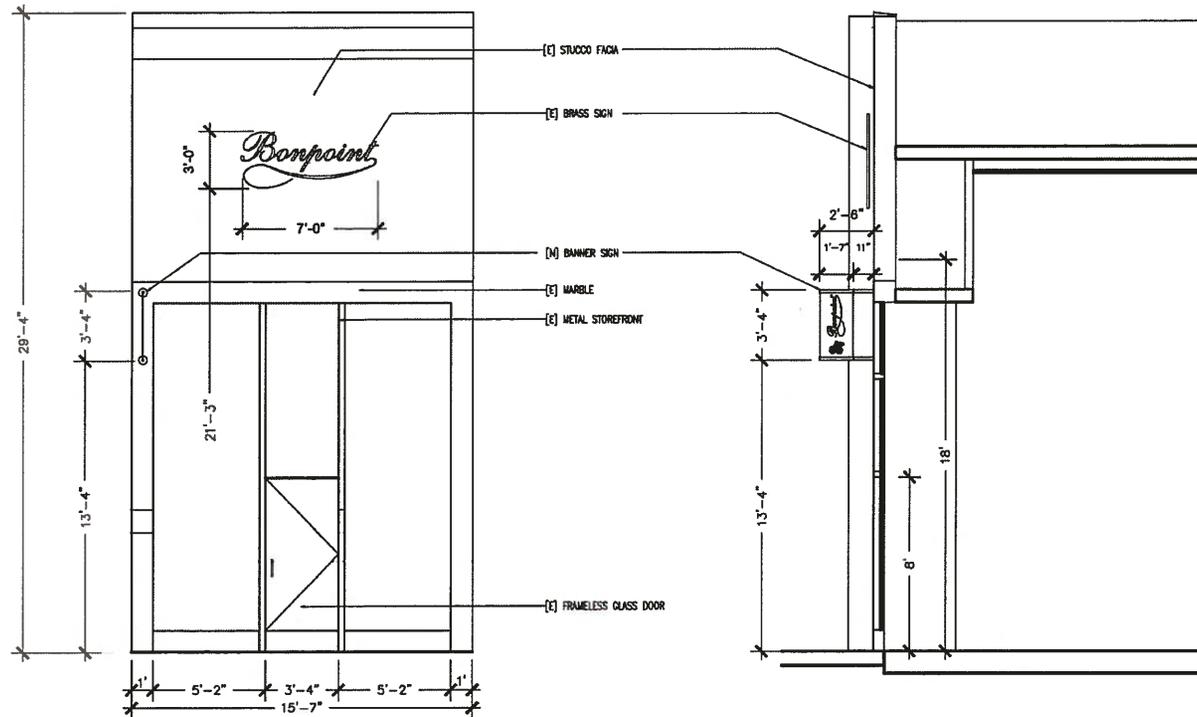
Exterior Changes
Submittal for Staff Review



FRANKLIN STUDIOS, INC.

EXTERIOR ELEVATION AND STOREFRONT SECTION

PROPOSED SIGN AREAS:	
[N] BANNER SIGN: 3.33'x2.66' =	8.86 SF
[E] MAIN SIGN: 7' X 3' =	21.00 SF
TOTAL:	29.86 SF
SIGN AREA ALLOWED:	
15.5 FT X 2 SQFT/FT =	31 SF



1 PROPOSED FRONT FACADE ELEVATION
1/4" = 1'-0"

2 PROPOSED SECTION @ STORE FRONT
1/4" = 1'-0"

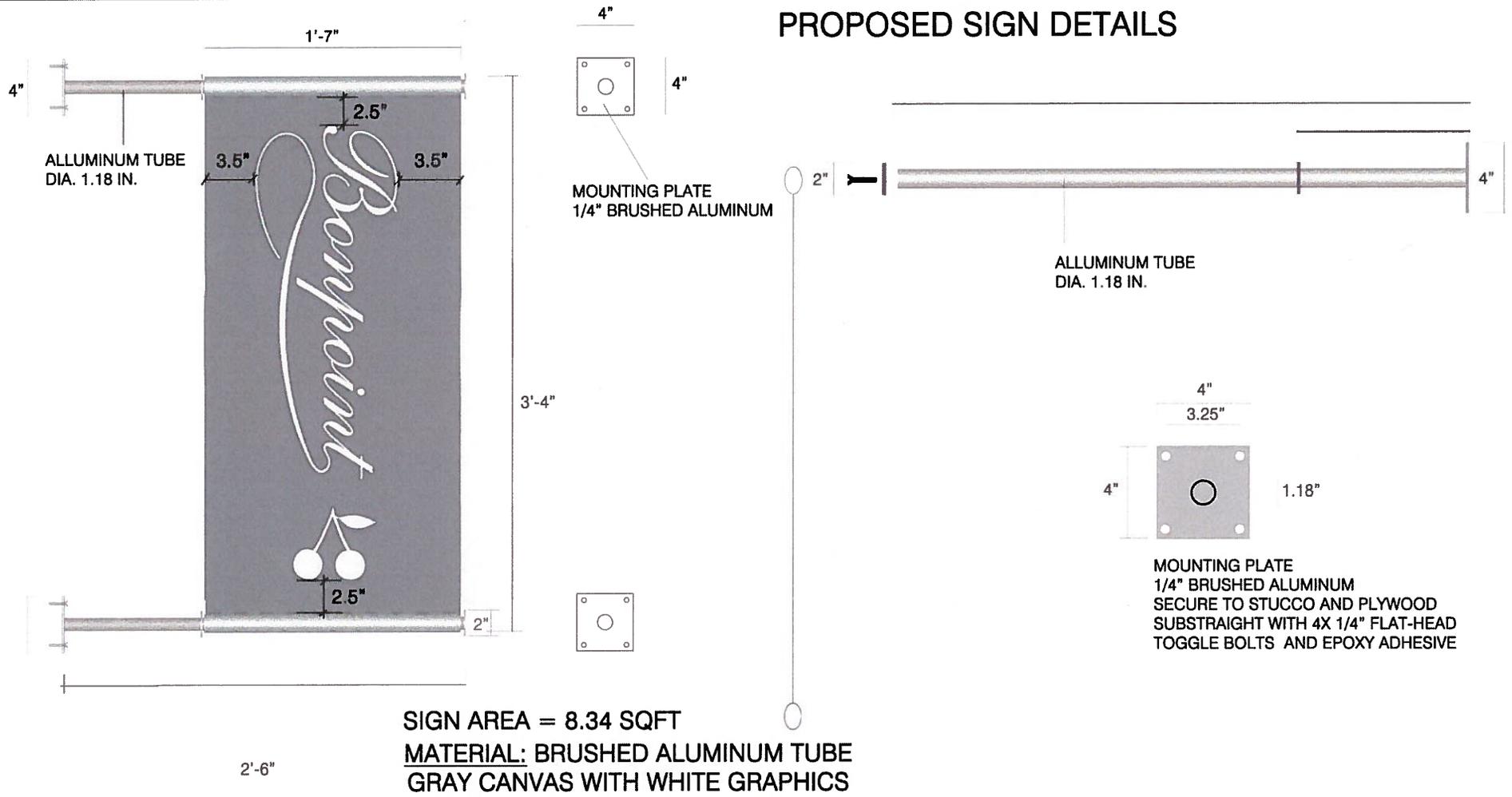
Bonpoint - LA
9521 W. Brighton Way
Beverly Hills, CA

Exterior Changes
Submission for Staff Review



FRANKLIN STUDIOS, INC.

PROPOSED SIGN DETAILS



Bonpoint - LA
 9521 W. Brighton Way
 Beverly Hills, CA



FRANKLIN STUDIOS, INC.



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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 FOR A SIGN ACCOMMODATION TO ALLOW MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 9521 BRIGHTON WAY (PL1516993 - BONPOINT).

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

Section 1. Steve Brabson, Franklin Studios Architecture Corp., agent, on behalf of the property owner, Arletta Tronstein Living Trust, and the tenant, Bonpoint, (Collectively the “Applicant”), has applied for architectural approval for a sign accommodation to allow multiple business identification signs for the property located at 9521 Brighton Way.

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 **October 21, 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 support structure for the banner sign shall be revised to a brass material, or brass-like finish, to match the existing façade-mounted business identification sign, subject to final review and approval by the Urban Design staff.

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: **October 21, 2015**

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission