



Architectural Commission Report

Meeting Date: Wednesday, February 17, 2016

Subject: **SCHUTZ (PL1601359)**
314 North Beverly Drive
Request for approval of façade remodel, a business identification sign, and a construction barricade. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project Agent: Paul J. Ruffing

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, a business identification sign, and a construction barricade for Schutz located at 314 North Beverly Drive. The project includes the following components:

Façade Remodel

- White Corian-paneled façade with backlit reveals in between each panel;
- Internally-illuminated, white acrylic storefront surround;
- Black anodized aluminum storefront system with clear glazing;
- Mirrored panel adjacent to the entry doors (perpendicular to the sidewalk)

Business Identification Sign

- One (1) 15.9 SF internally-illuminated sign with an acrylic face and returns located directly above the storefront

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 22'-5", the maximum sign area for this tenant is approximately 45 SF.

Construction Barricade

- One (1) 12 SF sign on barricade face;
- One (1) 1.95 SF sign on each barricade return, and;
- One (1) 6 SF sign area for adjacent tenants on each barricade return.

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

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

Report Author and Contact Information:
Cindy Gordon, AICP, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org



that portion of the construction barricade parallel to the street. Each barricade return 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 introduces a highly contemporary aesthetic to the 300-block of North Beverly Drive and will have a positive impact on the existing streetscape. The use of an entry-adjacent mirror and illuminated façade surround will provide a playful dynamic to the storefront and serve to enhance the pedestrian experience and bring a strong focal point to the space.

However, the internal-illumination for the business identification sign, which will be illuminated on the face and returns of the sign, should be revised to a more refined aesthetic that will reduce the sign's impact on the street. Additionally, the use of an internally-illuminated sign, when combined with the architectural illumination of the façade, may overwhelm and ultimately detract from the storefront. An edge-illumination technique is recommended, which would revise the face of the sign to an aluminum or similar material while maintaining the illuminated acrylic edges.

A project-specific condition has been added to the draft approval resolution (Attachment C); however, the Commission may elect to add, delete, or modify any project-specific conditions as 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.



Architectural Commission Report
455 North Rexford Drive, Room 280-A
AC Meeting – February 17, 2016

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: 1
 - 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:

This project includes an interior fit-up and new facade/storefront at 314 N. Beverly Drive. The project includes no major structural modifications but does add an additional 16 sq.ft. under the existing overhang gained by redesign the new storefront. The new facade will be comprised of several Corian panels arranged in a geometric pattern and separated by illuminated metal channels. The sign located in the middle of the facade is comprised of red, black, and white internally illuminated acrylic. Below the main facade all the storefront will be replaced with a new black Kawneer or similar storefront system. Flanking the door on the left is a full height mirror and above the new storefront is a painted glass (black) ceiling.

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:

	<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	3'6" high x 4' long	14 square foot	23' (street frontage) x 2 square foot (code) = 46 square feet
2					
3					
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: Corian, Metal, mirror
Texture /Finish: All pieces smooth gloss finish
Color / Transparency: White, Brushed Metal, reflective mirror

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

Material: Kawneer Alumn. Storefront System
Texture /Finish: Smooth
Color / Transparency: Black

ROOF

Material: Membrane, not visible behind parapet
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: Internally Lit Acrylic
Texture /Finish: Smooth, gloss
Color / Transparency: Red (translucent), White (translucent), Black (solid)

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Concealed white LED strip lighting
Texture /Finish: _____
Color / Transparency: white (3000k)

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

1. **Describe** how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The current area along N. Beverly Drive is comprised of a tight street wall, with no gaps between buildings running the length of the block. The current facade is a pretty standard white stucco face with some central ornamentation and a basic black sign. The new facade will add some additional character to the space while keeping with the geometric facades along the street.

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.

This is a retail tenant locations that will produce little or no noise or vibration.

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 materials used in the facade and storefronts are both of the highest quality (Corian/Kawneer) and will replace the currently dated and damaged white stucco.

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 buildings design, use, and structure, fit into the current retail/restaurant mix found along Beverly drive and the adjacent neighborhood. The new facade keeps the current cadence of the street wall and incorporates the geometric patterns found in the facades of adjacent buildings.

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 new building use and layout keeps with the previous tenant, not changing both egress or other major code related concerns. The buildings main structure will not be altered from its current state and all new elements will meet current codes in place within Beverly Hills. The new facade will conform with all zoning requirements, including being well under the maximum signage allowed and fit into the character of the surrounding neighborhood.



Architectural Commission Report
455 North Rexford Drive, Room 280-A
AC Meeting – February 17, 2016

Attachment B
Project Design Plans

WHITE STUCCO PRODUCT
(EIFS)

BLACK BREAK METAL SIGN,
HALO-LIT (WHITE LED)

BLACK STOREFRONT
SYSTEM

BEIGE CERAMIC TILE ON
EXTERIOR FLOOR



EXISTING FACADE

SCHUTZ

314 N. BEVERLY DRIVE
BEVERLY HILLS, CA

2/1/2016

Bergmeyer

PAGE: 3



FACADE RENDERING



INTERIOR RENDERING

PROPOSED RENDERINGS

SCHUTZ

314 N. BEVERLY DRIVE
BEVERLY HILLS, CA

2/1/2016

Bergmeyer

PAGE: 4



PROPOSED FACADE

PROPOSED FACADE RENDERING

SCHUTZ

314 N. BEVERLY DRIVE
BEVERLY HILLS, CA

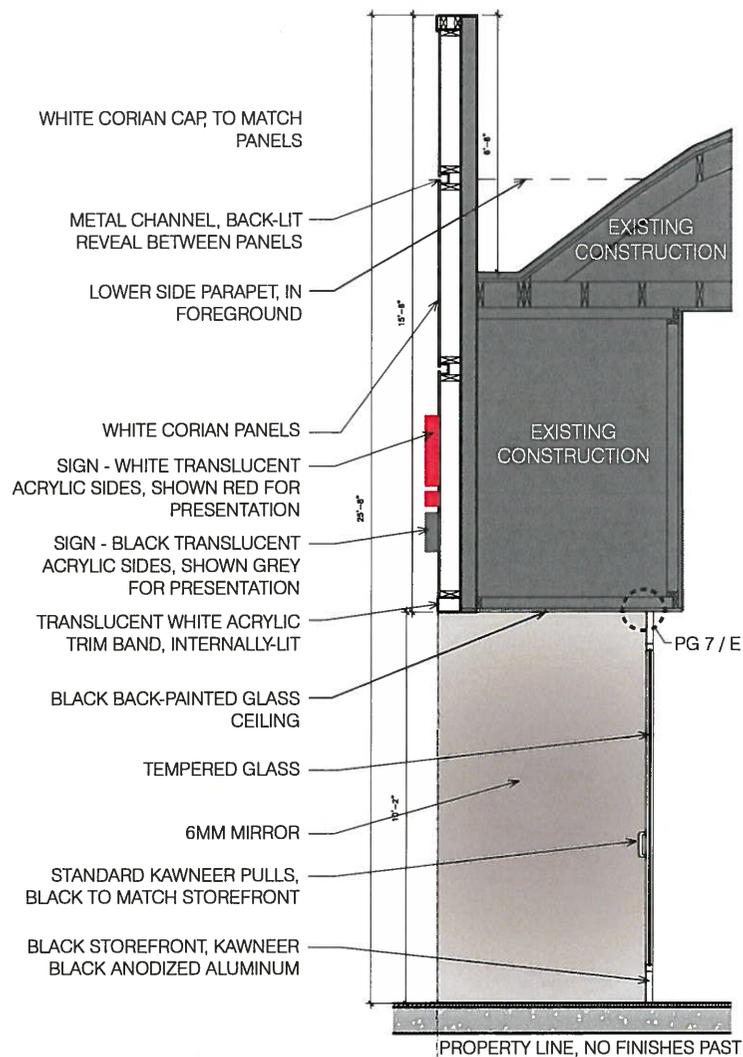
2/1/2016



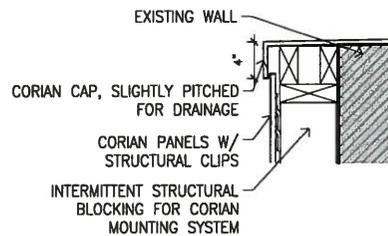
SIMILAR SIGN (DETAIL FOR THIS PROJECT, PG 6)

Bergmeyer

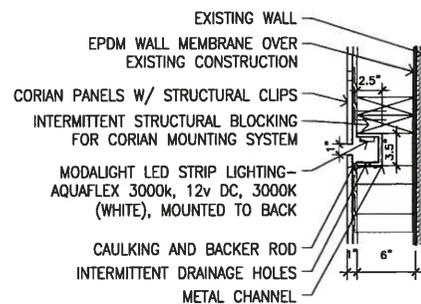
PAGE: 5



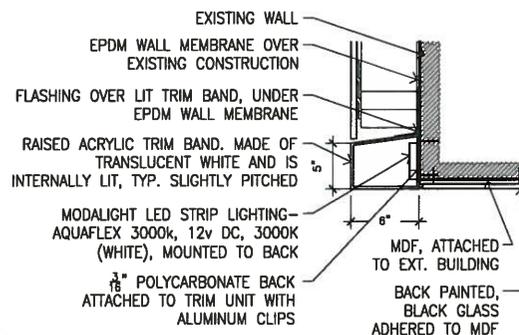
A - PROPOSED FACADE SECTION



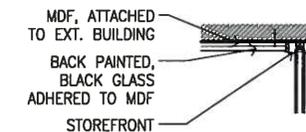
B - DETAIL AT CAP



C - DETAIL AT REVEAL



D - DETAIL AT ENTRY BAND/CEILING



E - OUTSIDE CEILING

STOREFRONT SCHEDULE					
UNIT #	GLAZING LENGTH	GLAZING HEIGHT	QUANTITY	FULL UNIT LENGTH	FULL UNIT HEIGHT
A	5' 10 1/2"	9' 10"	2	13' 1 5/8"	10' 2"
B	1' 5 1/4"	9' 10"	1	1' 9 1/2"	10' 2"
C	8"	9' 10"	2	8' 10"	10' 2"

DOOR SCHEDULE					
DOOR #	WIDTH	HEIGHT	# OF LEAVES	MATERIAL	NOTES
101	7' 0"	10' 0"	2	GLASS/ALUMINUM	DOUBLE ACTING

* PLEASE REFER TO PLANS FOR LOCATIONS

** ANYTHING NOT NOTED IS EXISTING

SCHUTZ

314 N. BEVERLY DRIVE
BEVERLY HILLS, CA

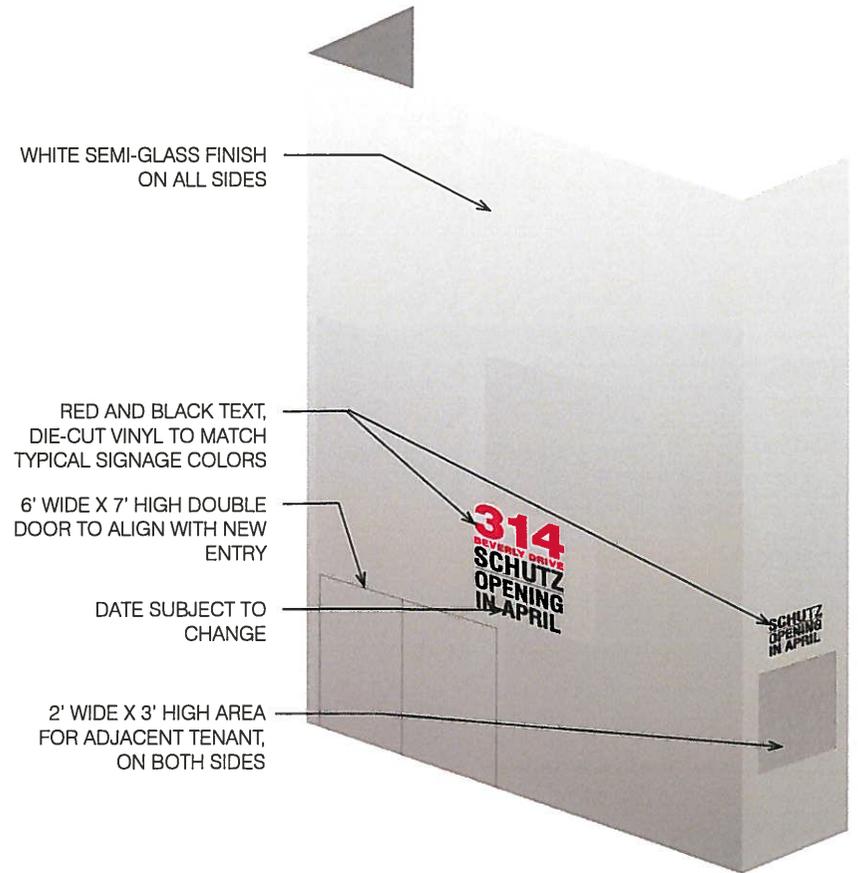
2/1/2016

Bergmeyer

PAGE: 7



PROPOSED RENDERING



CONCEPTUAL PLAN

GRAPHIC DETAILS ON PAGE 9

PROPOSED BARRICADE

SCHUTZ

314 N. BEVERLY DRIVE
BEVERLY HILLS, CA

2/1/2016

Bergmeyer

PAGE: 9



A - FRONT GRAPHIC



B - SIDE GRAPHIC

FRONT GRAPHIC INFO:

- OVERALL DIMENSIONS: 4' H x 3' L
- TOTAL SQUARE FEET: 12 SQ.FT.
- TOTAL PERMITTED: 12 SQ.FT

SIDE GRAPHIC INFO (EACH):

- OVERALL DIMENSIONS: 1'-2" H x 1'-8" L
- TOTAL SQUARE FEET: 1.95 SQ.FT.
- TOTAL PERMITTED: 2 SQ.FT

- NOTE: THERE IS A 6 SQ.FT. AREA ON EACH SIDE FOR ADJACENT USES

PROPOSED BARRICADE GRAPHICS

SCHUTZ

314 N. BEVERLY DRIVE
BEVERLY HILLS, CA

2/1/2016

Bergmeyer

PAGE: 10



Architectural Commission Report
455 North Rexford Drive, Room 280-A
AC Meeting – February 17, 2016

Attachment C
DRAFT Approval Resolution

RESOLUTION NO. AC XX-16

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE REMODEL, A BUSINESS IDENTIFICATION SIGN, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 314 NORTH BEVERLY DRIVE (PL1601359 – SCHUTZ).

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

Section 1. Paul J. Ruffing, agent, on behalf of the property owner, BRC Advisors, and the tenant, Schutz, (Collectively the “Applicant”), has applied for architectural approval for a façade remodel, a business identification sign, and a construction barricade for the property located at 314 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 Hills 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 February 17, 2016 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 illumination for the business identification sign shall be revised an edge-lit technique.

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: February 17, 2016

Ryan Gohlich, AICP, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission