



Architectural Commission Report

Meeting Date: Wednesday, April 20, 2016

Subject: **WHAT GOES AROUND COMES AROUND (PL1604716)
9520 Brighton Way**

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

Project Agent: Anita Koritowska – Space Architects

Recommendation: Conduct a 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 sign accommodation for multiple business identification signs, and a construction barricade for What Goes Around Comes Around located at 9520 Brighton Way. The project includes the following components:

Façade Remodel

- Black Venetian plaster façade;
- Brass cladding to cover existing storefront system (clear glazing to remain);
- Brass cladding at entry door, and;
- Entryway black coco-mat

Sign Accommodation (multiple business identification signs)

BRIGHTON WAY				
Location	Size	Quantity	Illumination	Material
Upper facade	21.75 SF	1	Halo-lit	Brass
Storefront window	2.1 SF (4.2 SF total)	2	None	Gold vinyl decal
TOTAL SIGN AREA: 25.95 SF (3 SIGNS)				

Note: Sheet F6.0 of the submitted plans incorrectly indicates that the cumulative square footage of the window signs is 6.25 SF; the corrected calculations are included in the table above.

Pursuant to the Beverly Hills Municipal Code (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 section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". Based on a total storefront length of 32'-7" the maximum sign area is 65.2 square feet; the proposed sign area is 29.95 square feet. As such,

Attachment(s):

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

Report Author and Contact Information:

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the proposed business identification signage is within the maximum standards set forth in the BHMC.

Construction Barricade

- One (1) 11.90 SF business identification sign on the barricade face;
- One (1) 2 SF business identification sign on *each* barricade return, and;
- One (1) 6 SF business identification sign area on *each* barricade return allocated for adjacent tenants.

The applicant is also requesting a construction barricade with signage; no graphics are proposed. Pursuant to BHMC §10-4-612, construction barricades may include 12 square feet 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 square feet of such signage. As proposed, the barricade complies with the standards.

Each barricade return also includes 6 square feet 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 project introduces a strong and monolithic façade that will appropriately anchor the building and serve as a focal point for this area of Brighton Way; the darkness of the Venetian plaster is balanced by the contrast of the proposed brass finishes. However, minor modifications and/or clarifications have been identified to ensure a well-executive design:

- Consider a reduction in the size proposed for the business identification sign on the upper façade as it currently appears out of scale. In conjunction with the reduced wall sign, consideration could be given for the the introduction of a small, pedestrian-oriented projecting sign.
- Provide final specifications and finish treatment for the Venetian plaster to ensure the specialty decorative coating is a high quality surface treatment and measures have been taken to prevent excessive cracking or discoloration over time.

Project-specific conditions have been included in the draft approval resolution (Attachment C); however, the Commission may wish to add/delete/modify any project-specific conditions deemed 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.



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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: 3
- Building Identification Sign(s)
 - Number of signs proposed: _____
- Sign Accommodation (explain reason for the accommodation request below):
 - New retail brand identification signs _____ Number of signs proposed: 3
- Other: _____

- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s): New Recovery
- Open Air Dining: #Tables _____ # Chairs _____

C Describe the scope of work proposed including materials and finishes:

- New black venetian plaster
- New patina brass color window frame cladding over existing painted aluminum mullions
- New patina brass color cladding over existing door top and bottom rails
- Two patina brass color door handles to match existing
- New barricade and logo
- New black coco-mat at exterior of entry doors
- New patina brass color trim at entry portal
- New back-lit patina brass color business sign
- New brass color vinyl signs at display windows

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):
BH City Parking Structure

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	21'-8" x 1'-0"	21.75	65.16 s.f.
2	Window Sign(s)	2	6'-3" x 4"	6.25	see above
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: Venetian Plasted
Texture /Finish: Steel troweled/smooth
Color / Transparency: Black

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

Material: Existing Clear Glass, new brass window frames
Texture /Finish: Patina
Color / Transparency: Existing Clear

ROOF

Material: N/A
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: LED back-lit brass channel letters
Texture /Finish: Light patina
Color / Transparency: lightly aged brass

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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

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.**

Proposed applying new black steel trowel venetian plaster, smooth finish over existing (irregular) sand textures stucco finish.
Proposed larger new brass window frames over existing painted aluminum mullions.
Proposed brass cladding of stainless steel top and bottom door rails with matching brass door handles.

- 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.**

N/A

- 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 larger window brass frames and mullion cladding will be covering painted aluminum 2" mullions.
Smooth deep black venetian plaster will cover the entire facade's painted sand finish stucco. These are significant upgrades in material and overall look.

- 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.**

N/A

- 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.**



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Attachment B
Project Design Plans



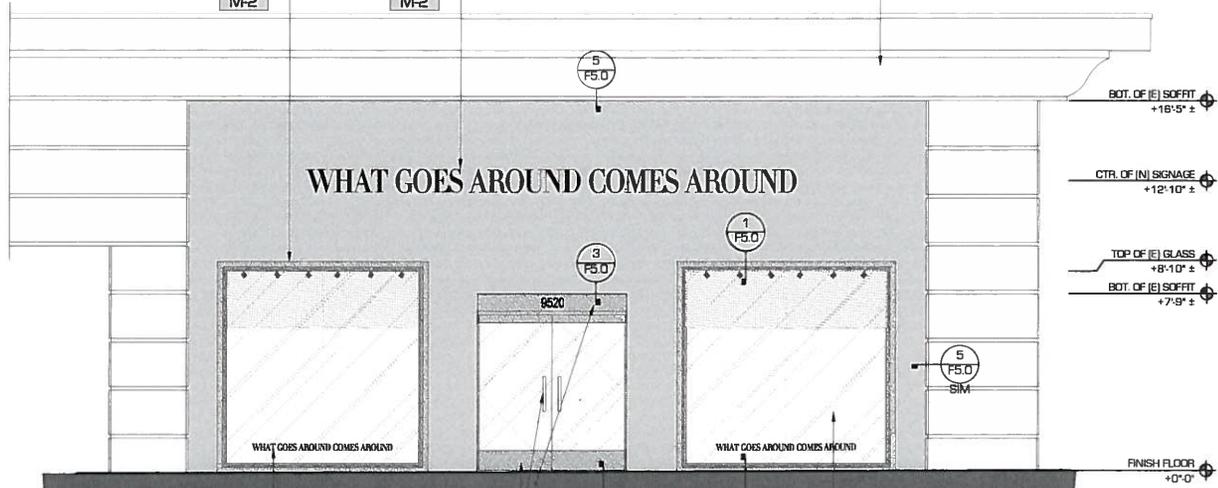
EXISTING ELEVATION

SCALE: 3/16" = 1'-0"

(N) BRASS FRAME
CLADDING, TYP.
M-2

(N) BRASS
BACK LIT LOGO
M-2

(E) BUILDING FACADE
NOT IN SCOPE



WHAT GOES AROUND COMES AROUND

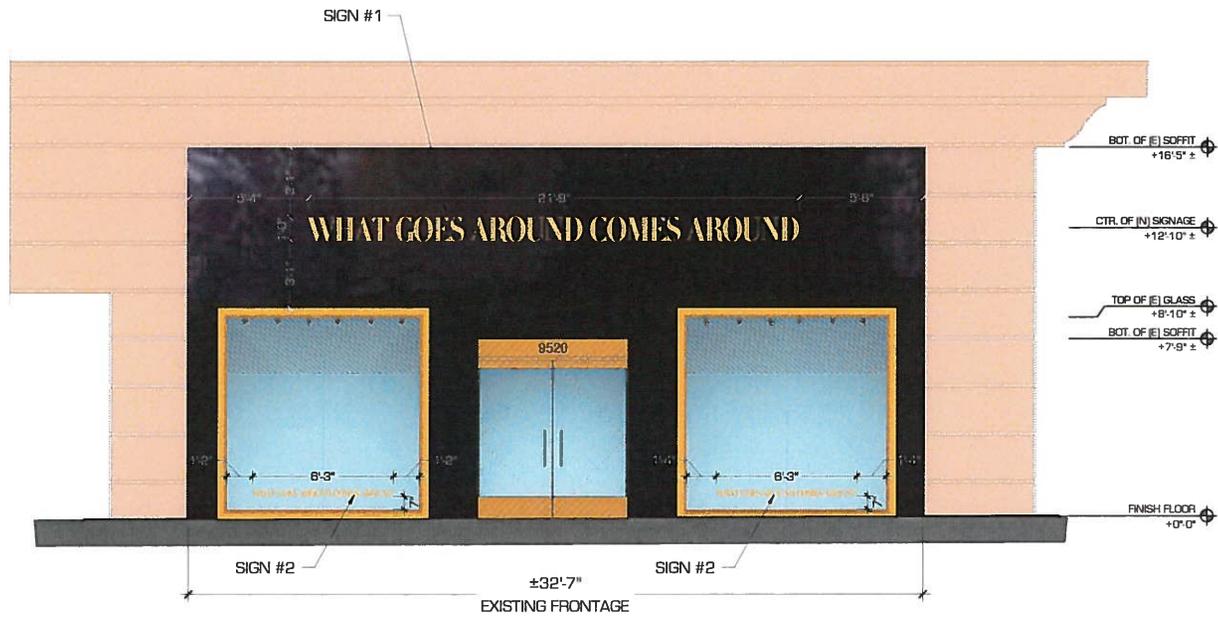
(N) LOGO WINDOW DECAL APPLIED
TO SECOND SURFACE, TYP-2

(N) BRASS DOOR CLADDING
M-2

(E) GLASS TO REMAIN, TYP.

PROPOSED ELEVATION

SCALE: 3/16" = 1'-0"



PROPOSED ELEVATION/ COLORED

$\frac{3}{16}'' = 1'-0''$



* GOLD VINYL LETTERS APPLIED TO 2ND SURFACE OF GLASS

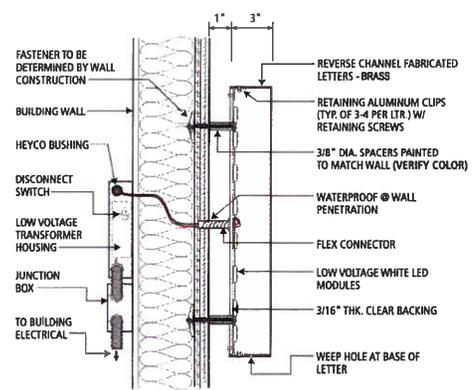
SIGN #2

$\frac{1}{2}'' = 1'-0''$

SIGN SUMMARY

PROPOSED SIGN	
SIGN #1	21'-9" x 1'-0" = 21.75 s.f.
SIGN #2 (x2)	2x (4" x 6'-3") = 6.25 s.f.
TOTAL	= 28.0 s.f.

ALLOWED SIGN
 FACADE FRONTAGE: 32'-7" 32'-7" x 2 = 65.16 s.f.



SECTION VIEW (N-T-S)



SIGN #1

$\frac{1}{2}'' = 1'-0''$



EXISTING
PERSPECTIVE VIEW

NTS



PROPOSED
PERSPECTIVE VIEW

NTS



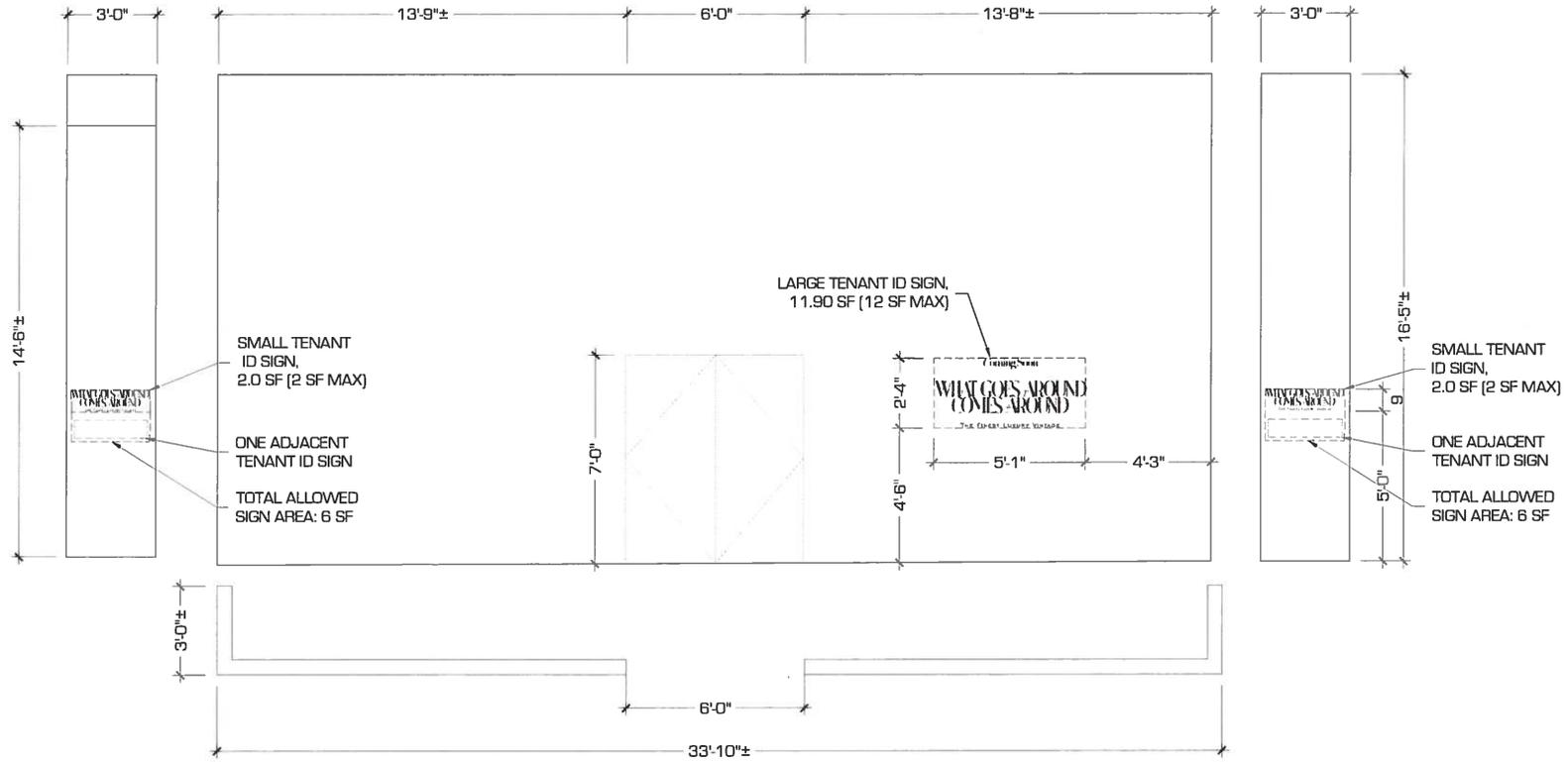
EXISTING
SOUTH BRIGHTON WAY ELEVATION

NTS



PROPOSED
SOUTH-EAST BRIGHTON WAY ELEVATION

NTS



PROPOSED CONSTRUCTION BARRICADE

¼" = 1'-0"



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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 SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 9520 BRIGHTON WAY (PL1604716 – WHAT GOES AROUND COMES AROUND).

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

Section 1. Anita Koritowska, Space Architects, agent, on behalf of the property owner, City of Beverly Hills, and the tenant, What Goes Around Comes Around, (Collectively the “Applicant”), has applied for architectural approval for a façade remodel, sign accommodation for multiple business identification signs, and a construction barricade graphic for the property located at 9520 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 **April 20, 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 environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, complaint 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. Final specifications and finish treatment for the Venetian plaster shall be provided to the City's Urban Designer for final review and approval to ensure the material specification is a high quality surface treatment and measures are incorporated to prevent excessive cracking and/or discoloration.

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: April 20, 2016

Mark Odell, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission