



Architectural Commission Report

Meeting Date: Wednesday, July 20, 2016

Subject: **Wolford (PL1609542)**
9511 Brighton Way

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

Project Agent: Ashok Vanmali

Recommendation: Conduct a 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, business identification signs, a sign accommodation to allow a projecting sign, and a construction barricade graphic for the retailer Wolford is located at 9511 Brighton Way. The project includes the following components:

Façade Remodeling

- Installation of a new specialty metal cladding system (existing façade elements to be removed).
- Installation of a new storefront system to complement the proposed façade treatment.
- Introduction of honed granite paving within the recessed entry area.
- New individual channel-letter wall sign and projecting blade sign

Business Identification Signs

- One (1) 19.2 SF façade mounted, face illuminated white lacquered metal lettering with a gloss black lacquered box surrounding.
- One (1) 1.35 SF blade sign mounted above the entry door, face illuminated with white lacquered metal lettering on a matte black lacquered cabinet.

Sign Accommodation

- One (1) total of 2.1 SF (1.05 on each side of the sign) façade-mounted, face-illuminated projecting sign consisting of gloss black lacquered metal blade sign with white lettering.

Attachment(s):

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

Report Author and Contact Information:
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cgordon@beverlyhills.org



Architectural Commission Report

9511 Brighton Way (Wolford)

July 20, 2016

Location	Size	Quantity	Illumination	Material
Upper Façade	19.2 SF	1	LED face illumination	Wall sign with white lacquered metal letters
Above Door	1.35 SF	1	LED face illumination	Matte black lacquered metal cabinet with white lacquered metal lettering
Projecting/Blade Sign	2.1 SF	1 (double sided)	LED face illumination	Gloss black lacquered metal blade sign with cut out white lettering on both sides of the sign
TOTAL SIGN AREA: 22.64 SF (4 Signs) < 32.58 SF Allowable				

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'-2.5", the maximum sign area for this tenant is approximately 32.58 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 improvements introduce a clean and modern aesthetic for the storefront and will serve as an enhancement to the overall building and streetscape of Brighton Way. The design team shall provide architectural detailing and material specifications, including a sample of the storefront glazing proposed for final review and approval by the City's Urban Designer prior to submitting for building plan check 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.



Architectural Commission Report

9511 Brighton Way (Wolford)

July 20, 2016

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

9511 Brighton Way (Wolford)

July 20, 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 (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
- Remodel: Int. & Ext, no floor area added
- Façade Remodel ONLY
- Remodel: Int. & Ext, floor area added
- Business Identification Sign(s)
 - Number of signs proposed:
- Awning(s): New Recovery
- Building Identification Sign(s)
 - Number of signs proposed:
- Open Air Dining: #Tables # Chairs
- Sign Accommodation (explain reason for the accommodation request below):
 - Number of signs proposed:
- Other: _____

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

Tenant improvement of existing retail space with new facade and interior work. The proposed facade material is ACM-Aluminum Composite Material in gloss and matte black.

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

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: _____

E Lot is currently developed with (check all that apply):

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

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

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

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	1	2'-4.75" x 8"	19.16	22.64sf total < 32.58sf (16'-2.5"LF x 2 SF)
2	Business ID Sign(s)	1	7 3/4" x 2'-1 5/8"	1.38	
3	Business ID Sign-Blade	2	6 3/4" x 1'-10 1/2"	1.05 (2) = 2.10	
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: ACM - Aluminum Composite Material
Texture /Finish: Gloss and Matte
Color / Transparency: Black

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

Material: Clear Glass / ACM mullions and frames
Texture /Finish:
Color / Transparency: Starphire Glass

ROOF

Material:
Texture /Finish:
Color / Transparency:

COLUMNS

Material:
Texture /Finish:
Color / Transparency:

BALCONIES & RAILINGS

Material:
Texture /Finish:
Color / Transparency:

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

Material:
Texture /Finish:
Color / Transparency:

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Black Aluminum box letters with white plexiglass illuminated front face.
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: Granite
Texture /Finish: polished
Color / Transparency: Black

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:

NA

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.**

Wolford boutique is a dramatic modern design. The gradated metal panels in gloss black against the matte black creates a curved optical illusion. This concept design is the new current brand image. The bay windows extend past the facade to create a dynamic display area as you approach the store.

2. **Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

The materials and methods are high quality to insulate the building.

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 facade takes a bold approach to design and follows it through with precision detailing. The design is in context with the luxury brands along Brighton Way and adjacent to Rodeo Drive

4. **Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The proposed design is compatible with the surrounding developments by providing signage, a large display window and recessed entry.

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 design keeps with all applicable codes for size, material, proposed construction, etc.



Architectural Commission Report

9511 Brighton Way (Wolford)

July 20, 2016

Attachment B Project Design Plans



2 EXISTING ELEVATION (NOT SHOWING TREE)
SCALE: NTS



1 PROPOSED ELEVATION (NOT SHOWING TREE)
SCALE: NTS



9511 BRIGHTON WAY, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

EXISTING AND PROPOSED STREETScape RENDERING

SCALE: NTS

06/30/2016



MATERIAL SCHEDULE			
TYPE	CODE	DESCRIPTION	LOCATION
METAL	MT1	MATTE BLACK LACQUERED METAL	FACADE; STOREFRONT CLADDING
METAL	MT2	GLOSS BLACK LACQUERED METAL	BLADES; BLADE SIGN
STONE	ST1	HONED BLACK GRANITE	STOREFRONT ENTRANCE SLOPE
GLASS	GL1	STARFIRE LAMINATED GLASS	STOREFRONT DOOR; WINDOWS
GLASS	GL2	FROSTED PLEXI GLASS	SIGNAGE



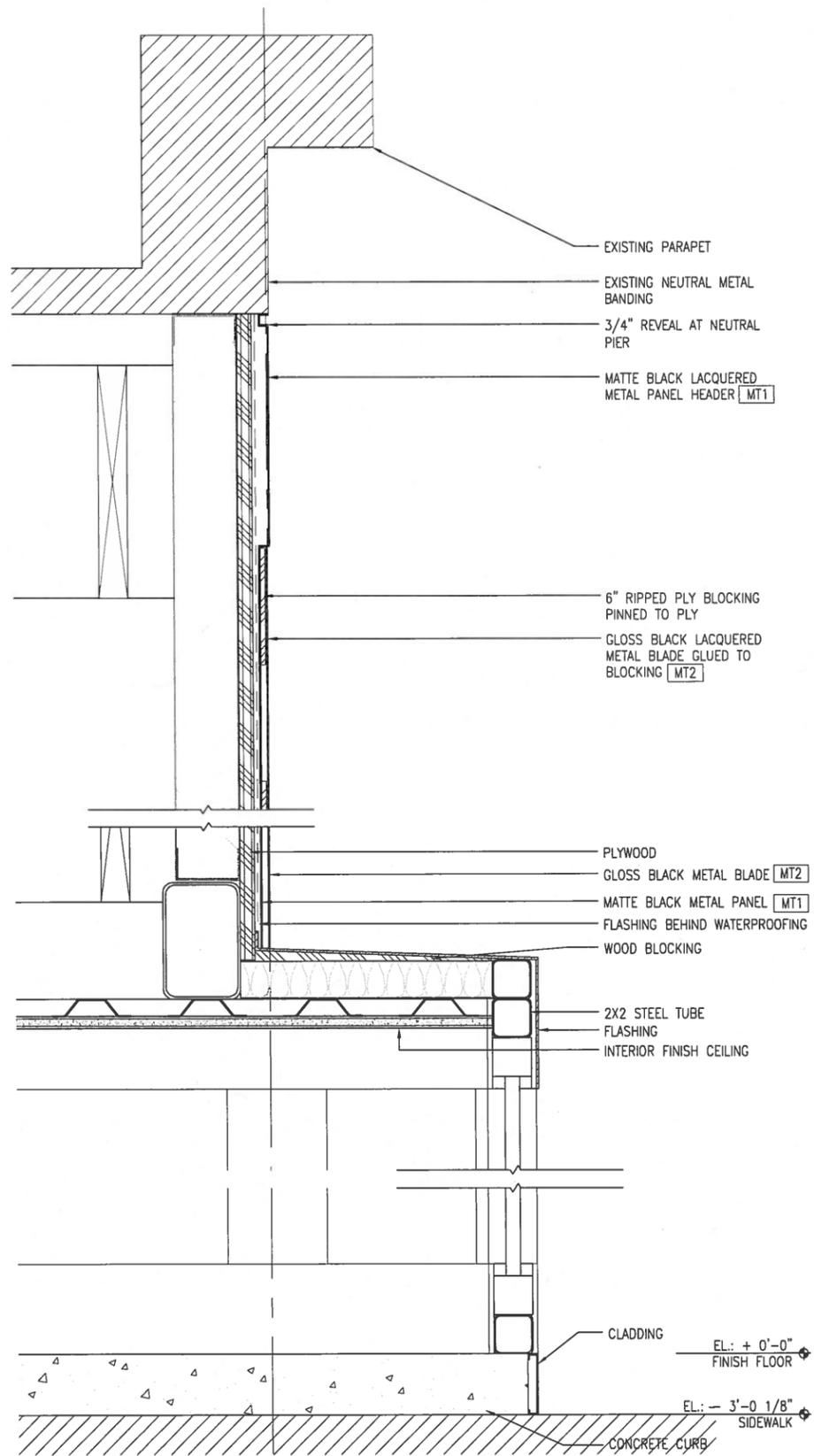
9511 BRIGHTON WAY, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

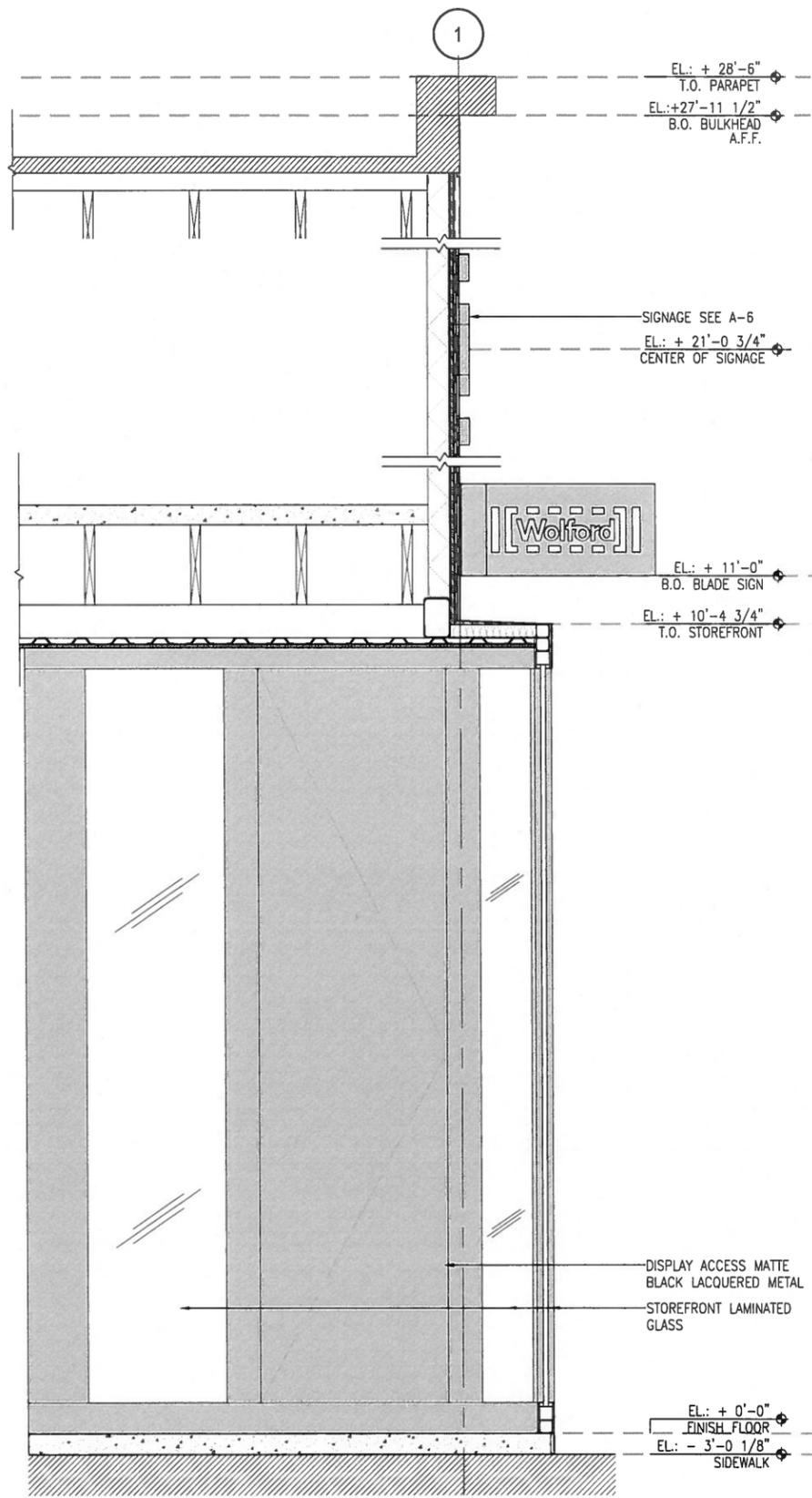
EXISTING EXTERIOR ELEVATION

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

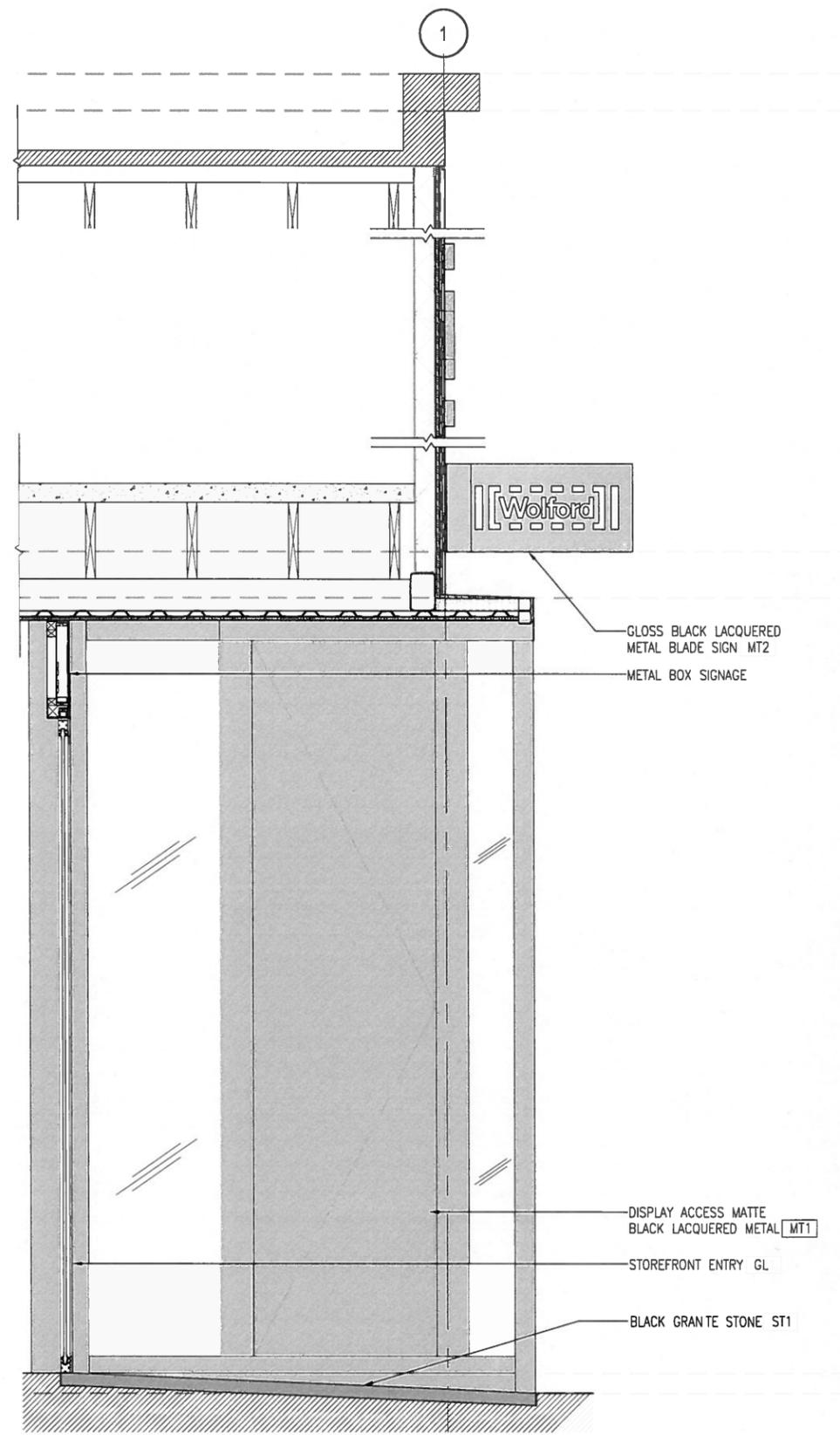
06/30/2016



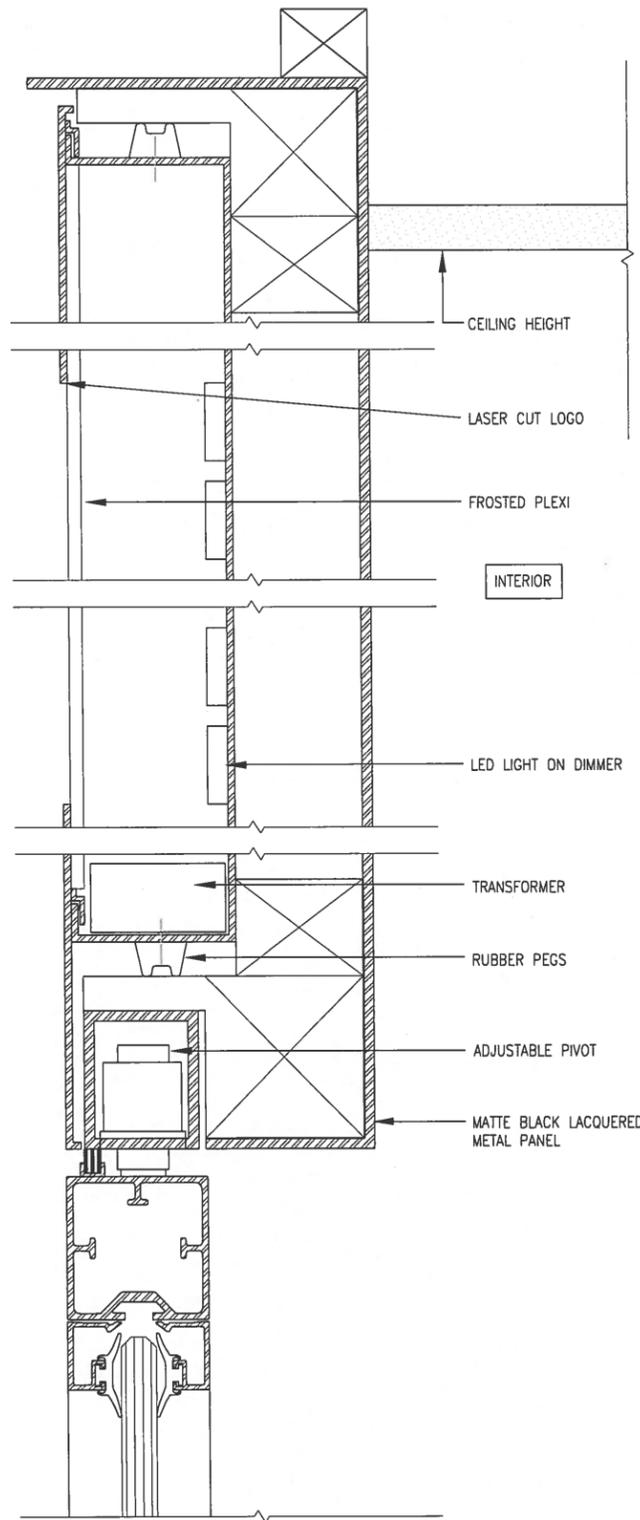
3 SECTION DETAILS
SCALE: 1/2" = 1'-0"



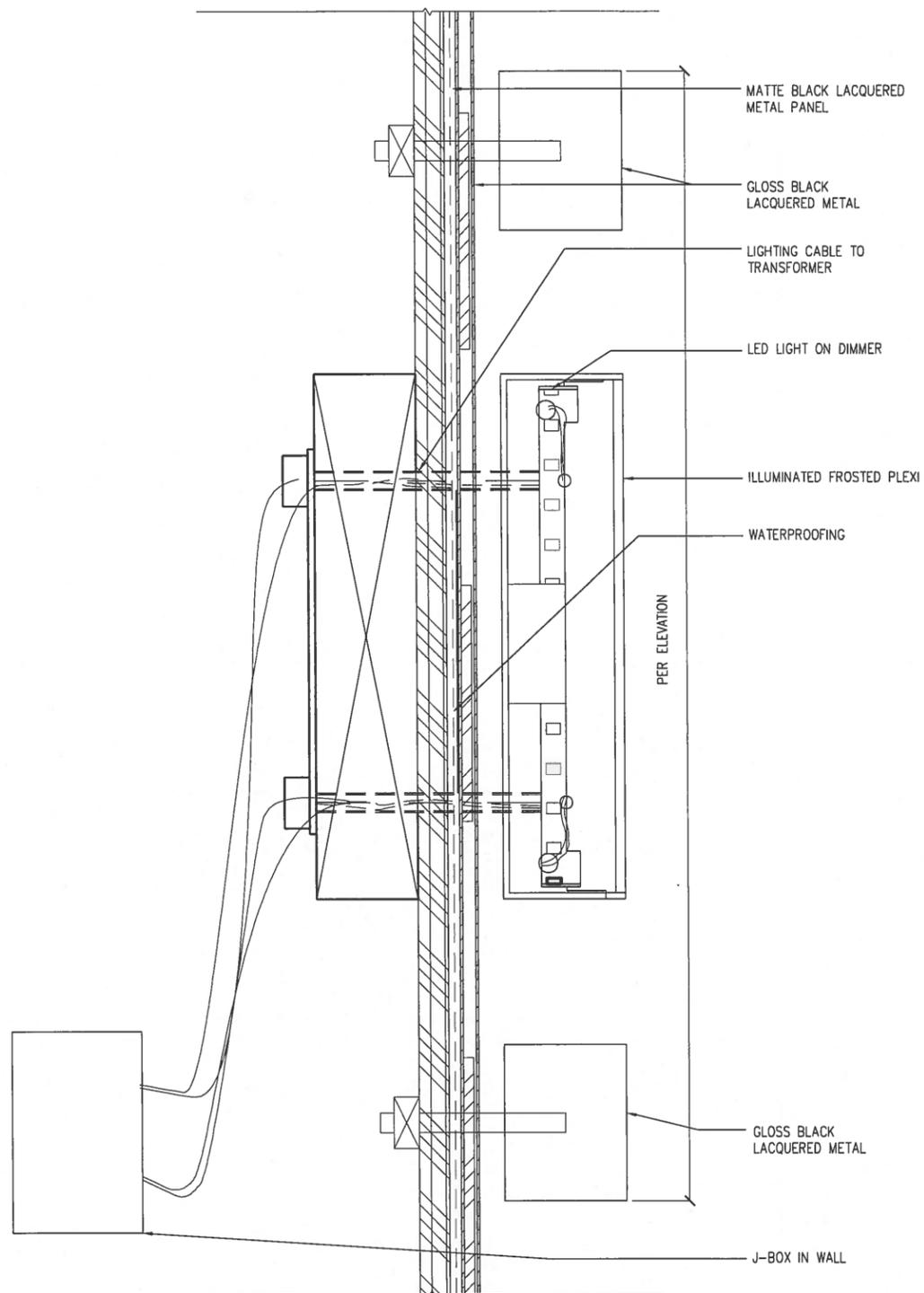
2 SECTION @ DISPLAY WINDOW
SCALE: 1/2" = 1'-0"



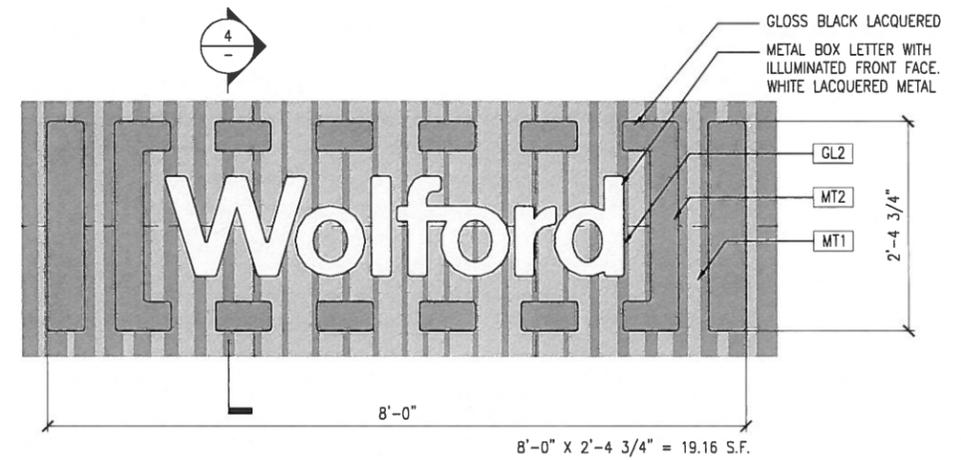
1 SECTION @ STOREFRONT ENTRY
SCALE: 1/2" = 1'-0"



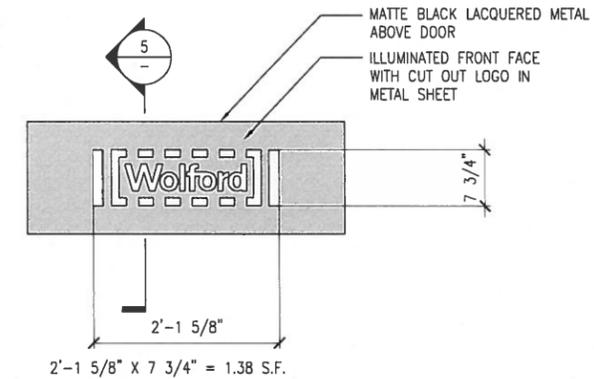
5 DETAIL SECTION THROUGH SIGN BOX
SCALE: 3"=1'-0"



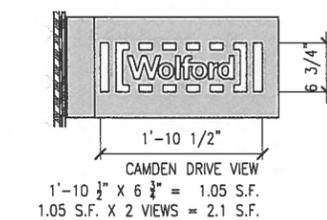
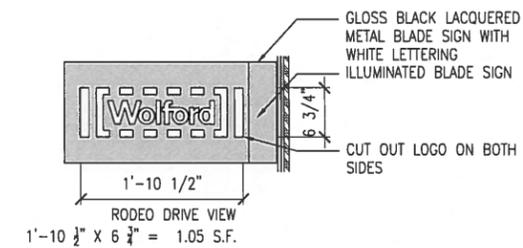
4 SIGNAGE MOUNTING DETAIL
SCALE: 3"=1'-0"



1 TYPE 'A' (19.16 S.F.)
BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2"=1'-0"



2 TYPE 'B' (1.35 S.F.)
BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2"=1'-0"



3 TYPE 'C' (2.1 S.F.)
BUSINESS ID BLADE SIGN
SCALE: 1/2"=1'-0"

SIGNAGE SCHEDULE			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	MAXIMUM AREA PERMITTED BY CODE
TYPE 'A'	1	19.16 S.F.	16'-2 1/2" L.F. X 2 S.F. = 32.58 S.F.
TYPE 'B'	1	1.38 S.F.	
TYPE 'C'	2	2.1 S.F.	
TOTAL	4	22.64 S.F.	22.64 S.F. (TOTAL SIGNAGE) < 32.58 S.F.





2 DAY TIME RENDERING
SCALE: NTS



1 NIGHT TIME RENDERING
SCALE: NTS



9511 BRIGHTON WAY, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

DAYTIME & NIGHTTIME RENDERING

SCALE: NTS

06/30/2016



Architectural Commission Report

9511 Brighton Way (Wolford)

July 20, 2016

Attachment C

DRAFT Approval Resolution

RESOLUTION NO. AC XX-XX

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT OF A FAÇADE REMODEL, BUSINESS IDENTIFICATION SIGNS, A SIGN ACCOMMODATION TO ALLOW A PROJECTING SIGN, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 9511 BRIGHTON WAY (PL1609542 – WOLFORD).

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

Section 1. Ashok Vanmali, Gruen Associates, agent, on behalf of the property owner, Arletta N. Tronstein Living Trust, and the tenant, Wolford America Inc., (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, business identification signs, a sign accommodation to allow a projecting sign, and a construction barricade for the property located at 9511 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 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 July 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, 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

None Proposed

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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: July 20, 2016

Mark Odell, Urban Designer
Community Development Department

Gidas Peteris, Chair
Architectural Commission