



Architectural Commission Report

Meeting Date: Wednesday, March 21, 2012
(Continued from the AC meeting on January 18, 2012)

Subject: **HERMES**
434 North Rodeo Drive
Request for approval of a façade remodel and construction barricade.
(PL1200123)

Project applicant: Paul Ruffing, AIA

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

This project was last reviewed by the Architectural Commission on January 18th 2012. At that meeting, the Commission approved the construction barricade at the rear of the property, approved the exterior façade lighting with final review and approval delegated to a subcommittee consisting of Commissioners Blakeley and Meyer, and directed the security gates and bollards to be returned to the Architectural Commission for restudy. The applicant has revised the security elements and removed all retractable security bollards along the front of the building and has also relocated the motorized the security grilles to behind the doors at the rear of the building. The motorized security grille at the entry door along Rodeo Drive has been set back approximately two feet.

Additionally, the applicant is requesting a modification to the previously approved construction barricade mural at the front of the building, facing Rodeo Drive. The proposed mural image is now a graphic of an Hermes scarf. The maximum signage a construction barricade may have is 62 square feet; the applicant is proposing 61.25 square feet.

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.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.

Attachment(s):

- A. Commission's conditions at the January 18th, 2012 meeting
- B. Staff Report from the January 18th, 2012 meeting
- C. Design Plans, Cut Sheets & Supporting Documents
- D. Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191

cgordon@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – March 21, 2012

Attachment A:

Commission's conditions from the January 18th, 2012 meeting



Design Review Commission Report

455 North Rexford Drive
AC Meeting – March 21, 2012

Architectural Commission conditions from the January 18th, 2012 Meeting	Applicant's Response
1. The security gates and bollards will be returned to the Architectural Commission for restudy.	1. The applicant has revised the security elements and removed all retractable security bollards along the front of the building and has also relocated the motorized the security grilles to behind the doors at the rear of the building. The motorized security grille at the entry door along Rodeo Drive has been set back approximately two feet.
2. Proposed lighting detail is subject to review and final approval by a subcommittee, consisting of Commissioners Blakeley and Meyer.	2. Lighting details have been submitted to Commissioners Blakeley and Meyer for review and comment.



Design Review Commission Report

455 North Rexford Drive
AC Meeting – March 21, 2012

Attachment B:

Staff Report from the
January 18th, 2012 meeting



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, January 18, 2012

Subject: **HERMES**
434 North Rodeo Drive
Request for approval of a façade remodel and construction barricade.
(PL1200123)

Project applicant: Paul Ruffing, AIA

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

On June 15, 2011, the Architectural Commission approved a construction barricade, façade remodel, and a sign accommodation for signage along an alley elevation for Hermes Paris. The applicant is now requesting a revision to the previously approved façade remodel. The current request includes adding rolling security gates painted to match existing stucco color, retractable stainless steel security bollards at the front and rear of the building, recessed lighting features, and a construction barricade. There are no proposed changes to the previously approved façade remodel.

Included in the plan set is a roof-mounted Hermes icon horseman. However, the icon will be referred to the City's Fine Arts Commission for review and approval. It is not part of the review for the Architectural Commission.

ZONING CODE COMPLIANCE

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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.

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this project.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets and Supporting Documents
- C. DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191

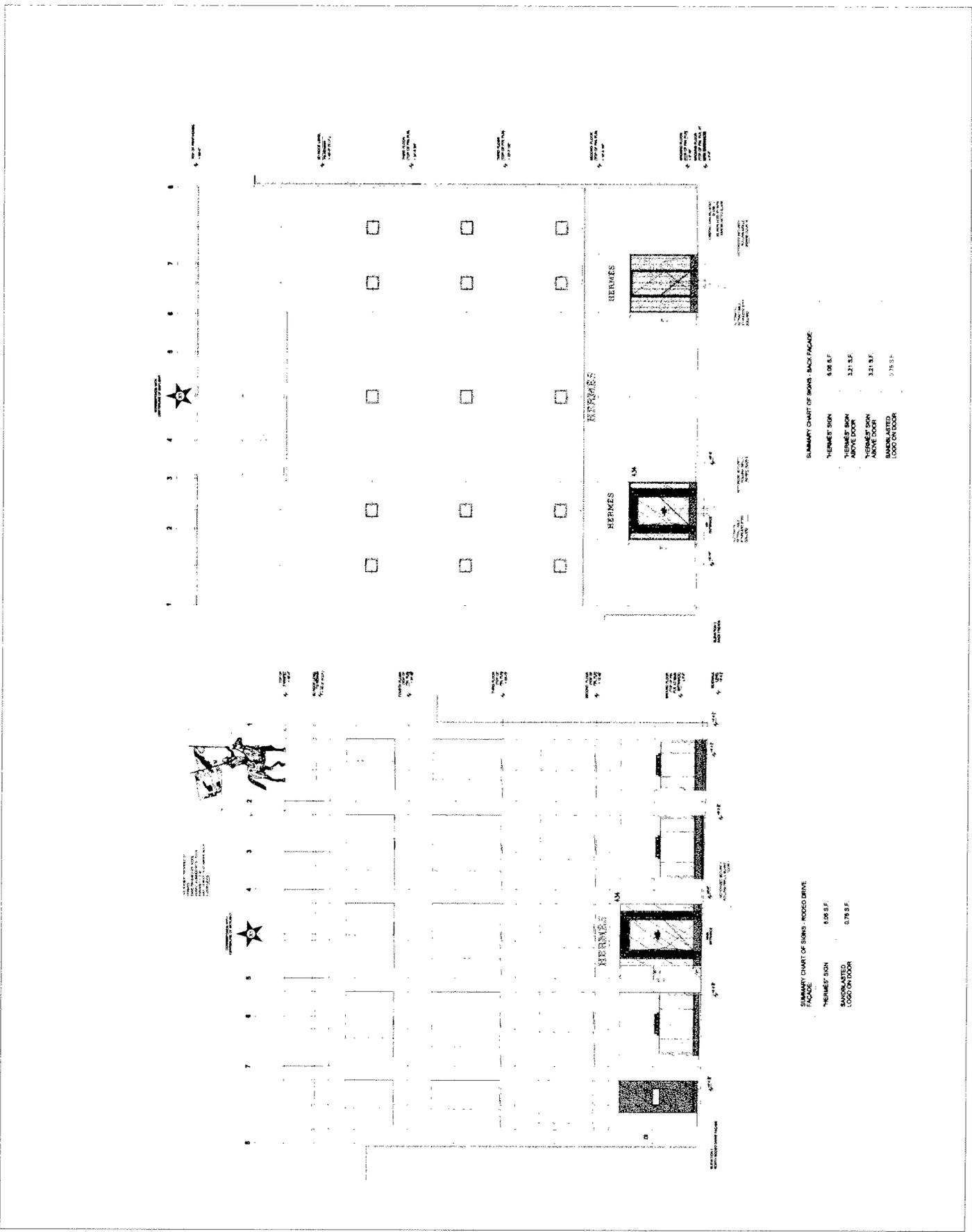
cgordon@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – March 21, 2012

Attachment C:
Design Plans, Cut Sheets
and Supporting elements



SUMMARY CHART OF SIGNS - BACK FACADE

HERMES SIGN	6.08 S.F.
HERMES SIGN ABOVE DOOR	3.21 S.F.
HERMES SIGN ABOVE DOOR	3.21 S.F.
HERMES SIGN ABOVE DOOR	0.76 S.F.

SUMMARY CHART OF SIGNS - ROCCO DRIVE FACADE

HERMES SIGN	6.08 S.F.
HERMES SIGN ABOVE DOOR	0.76 S.F.

HERMES
SHERBORN HILLS
CALIFORNIA

444 N. Palm Drive
Sherborn Hills, CA 95769
TEL: (916) 435-1234

R.D.A.I.
REGISTERED ARCHITECT

11 E. E. DUMA
SHERBORN HILLS
TEL: (916) 435-1234

PROJECT ARCHITECT
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ASSOCIATE ARCHITECT
MARTIN LADAME, LLC

2201 Wilmette Place Drive
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ROOM LANDSCAPE DESIGNER
DANIEL STREET STUDIO

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PERFORMANCE ARCHITECT
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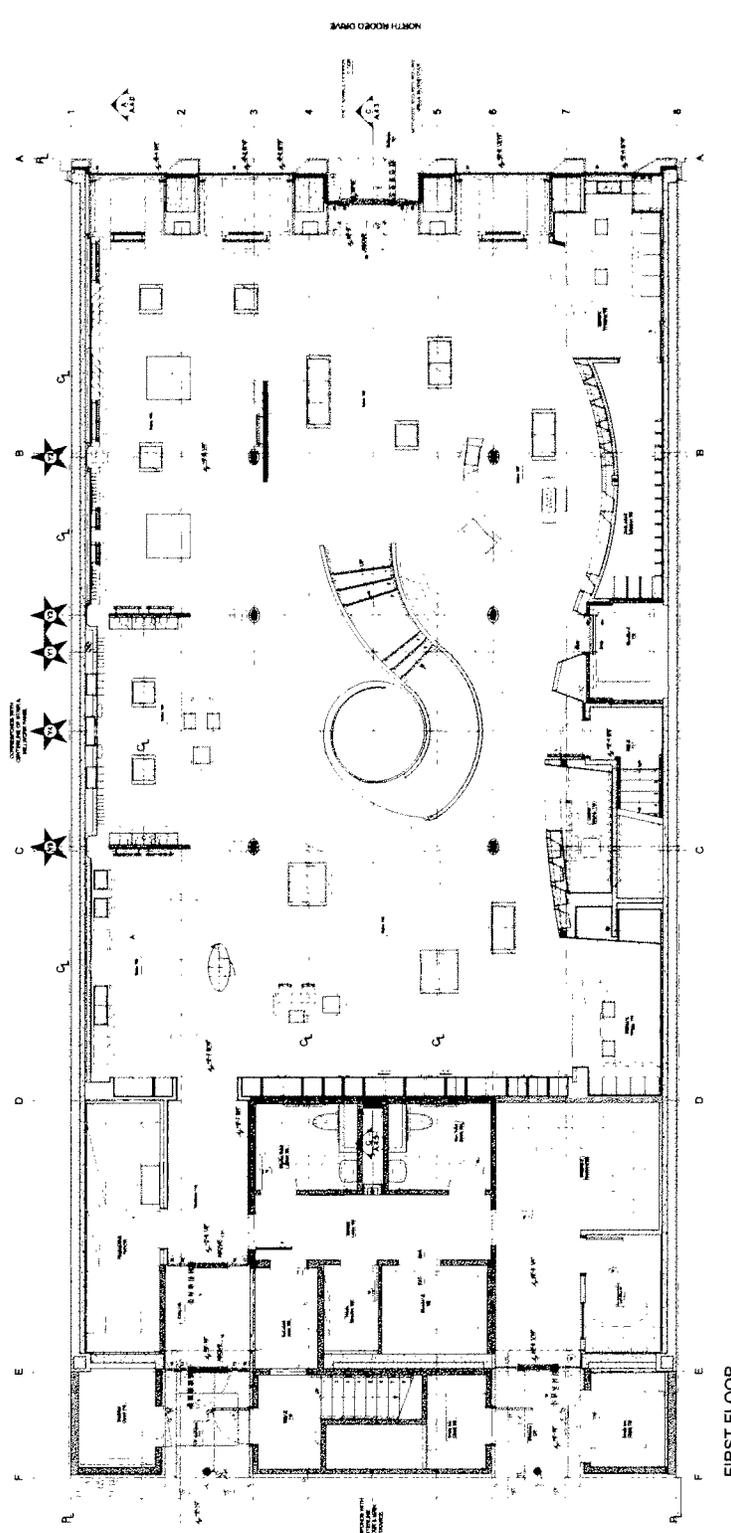
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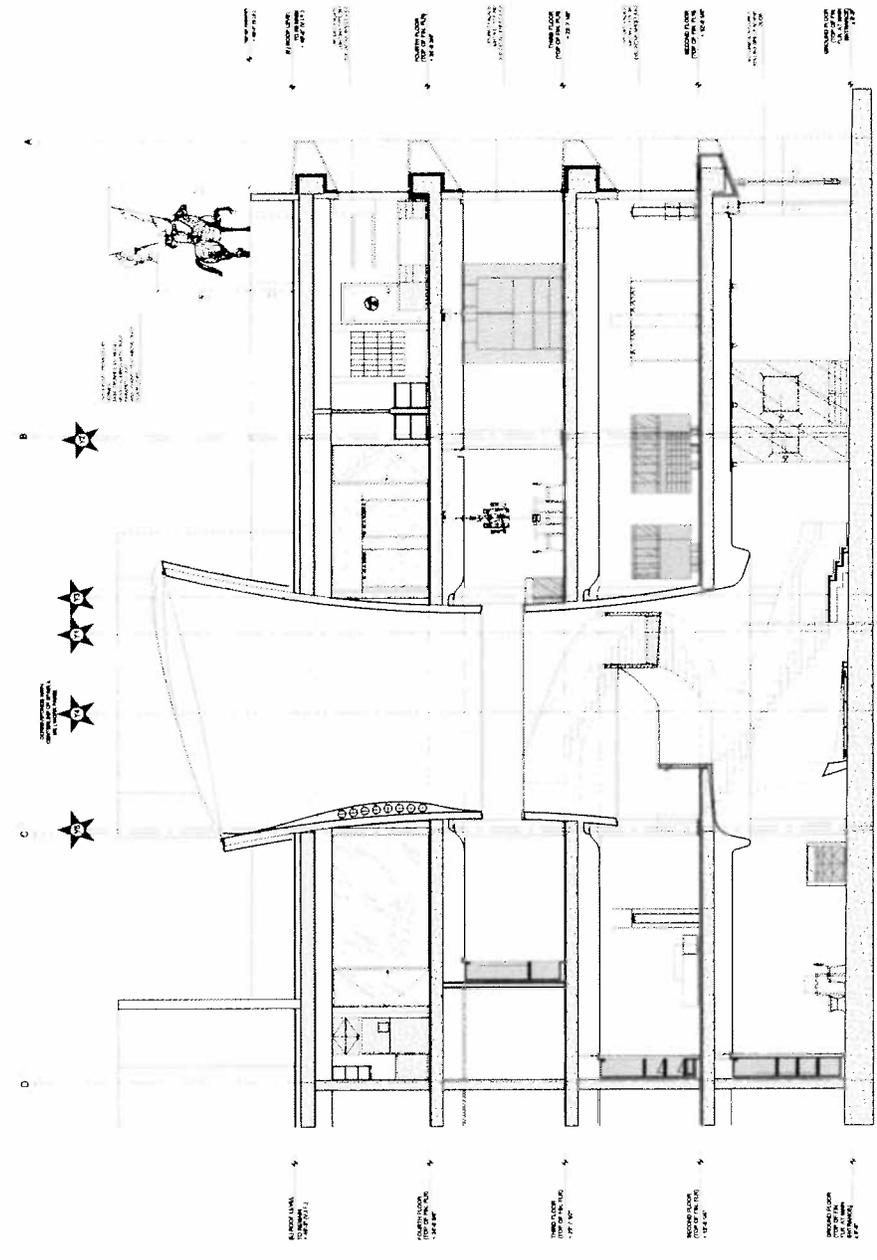
GENERAL NOTES

1. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
2. FINISHES ARE AS SHOWN ON THE FINISH SCHEDULE.
3. ALL WORK IS TO BE ACCORDING TO THE LATEST EDITIONS OF THE BUILDING CODES AND SPECIFICATIONS.
4. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.
5. THE CONTRACTOR SHALL MAINTAIN ACCESS TO ALL ADJACENT PROPERTIES AT ALL TIMES.
6. ALL MATERIALS AND WORKMANSHIP SHALL BE SUBJECT TO INSPECTION AND APPROVAL BY THE ARCHITECT.
7. THE CONTRACTOR SHALL BE RESPONSIBLE FOR PROTECTING ALL EXISTING UTILITIES AND STRUCTURES.
8. ALL WORK SHALL BE COMPLETED WITHIN THE SPECIFIED TIME FRAME.
9. THE CONTRACTOR SHALL MAINTAIN A NEAT AND SAFE WORK SITE AT ALL TIMES.
10. ALL MATERIALS AND WORKMANSHIP SHALL BE DOCUMENTED WITH PHOTOGRAPHS AND VIDEO.

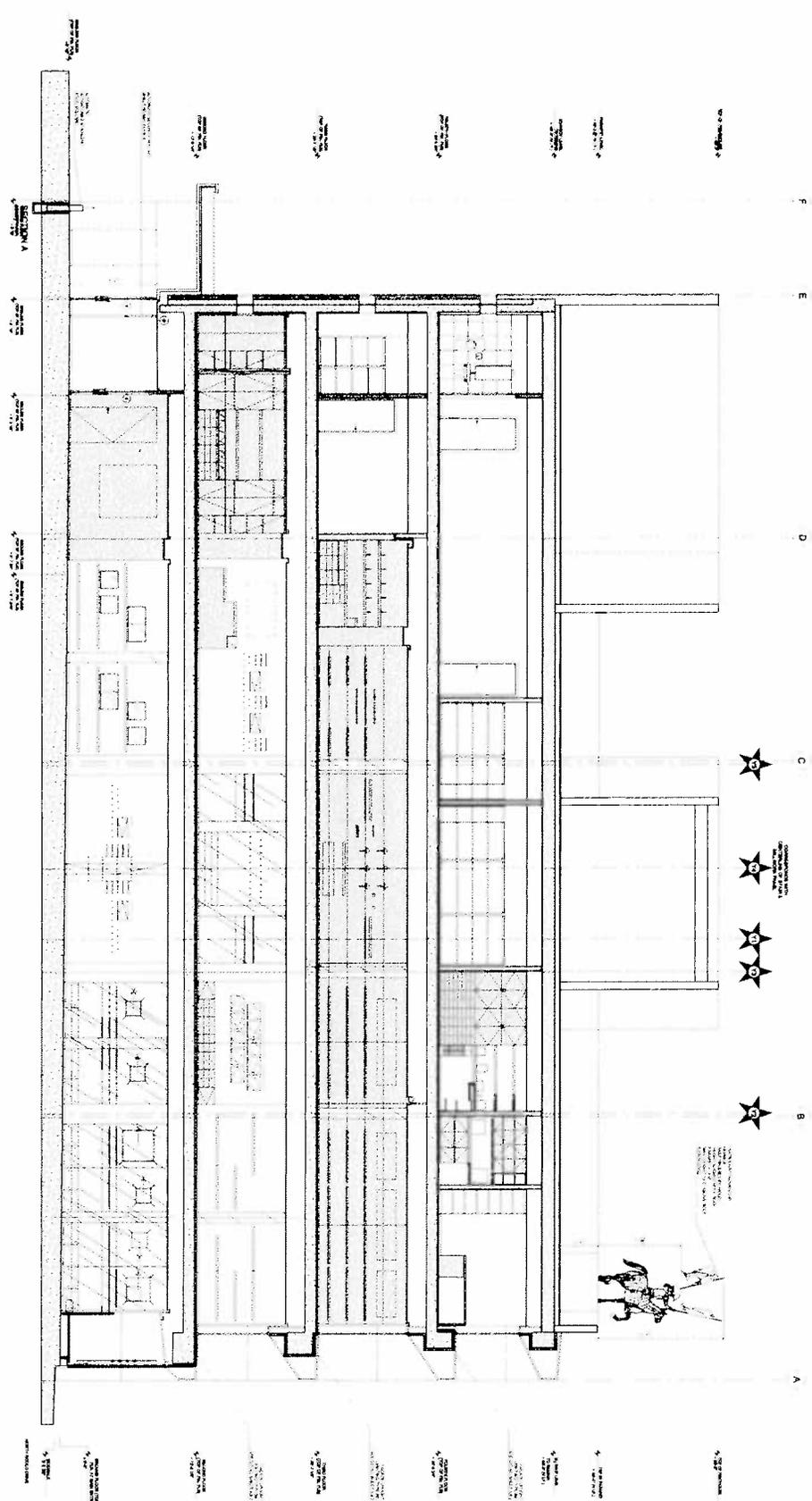
REVISIONS

NO.	DATE	DESCRIPTION
1	10/15/2021	ISSUED FOR PERMIT
2	11/01/2021	REVISIONS TO PERMIT
3	11/15/2021	REVISIONS TO PERMIT
4	12/01/2021	REVISIONS TO PERMIT
5	12/15/2021	REVISIONS TO PERMIT
6	01/01/2022	REVISIONS TO PERMIT
7	01/15/2022	REVISIONS TO PERMIT
8	02/01/2022	REVISIONS TO PERMIT
9	02/15/2022	REVISIONS TO PERMIT
10	03/01/2022	REVISIONS TO PERMIT

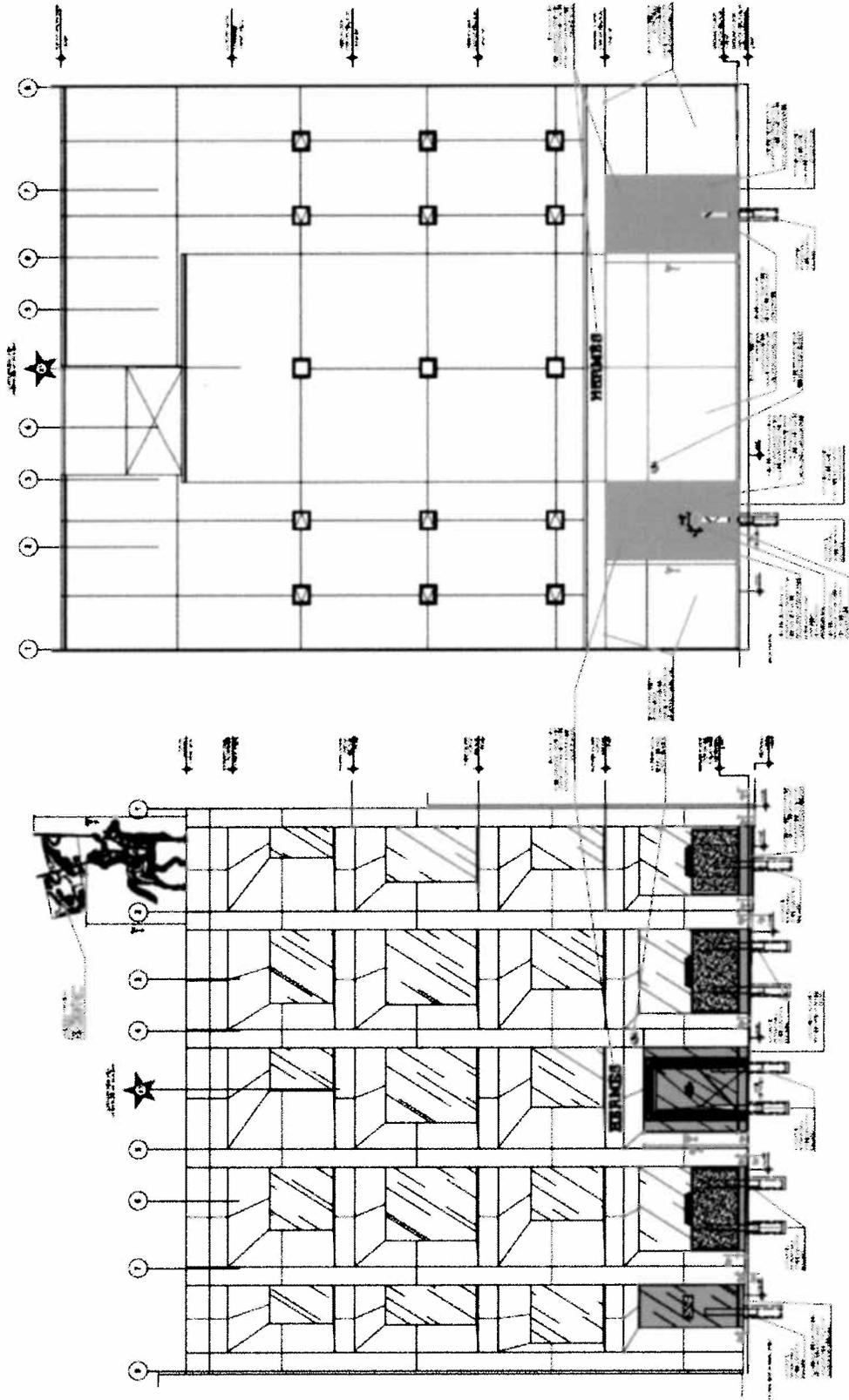
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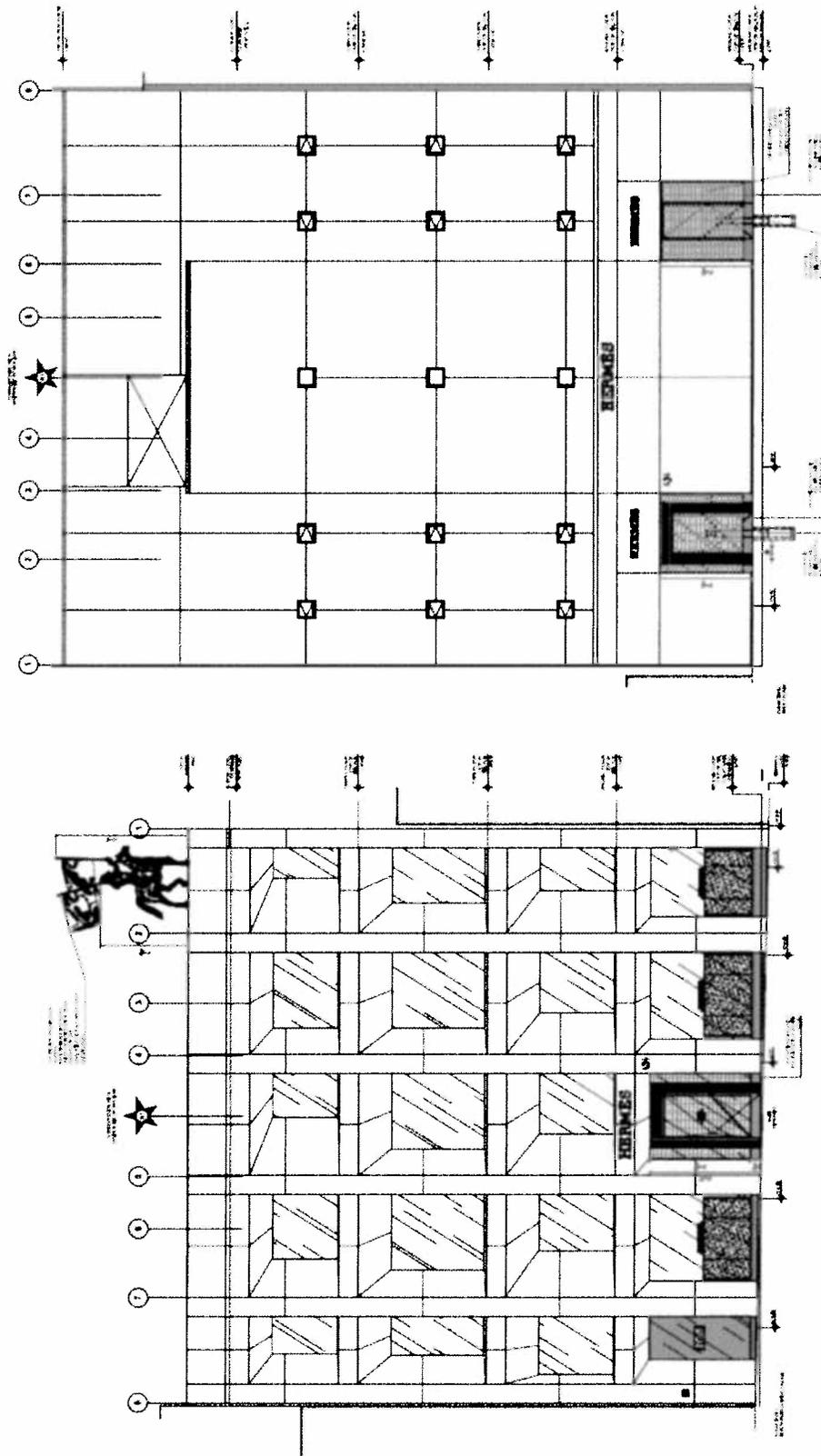
SECTION C
PROFILE



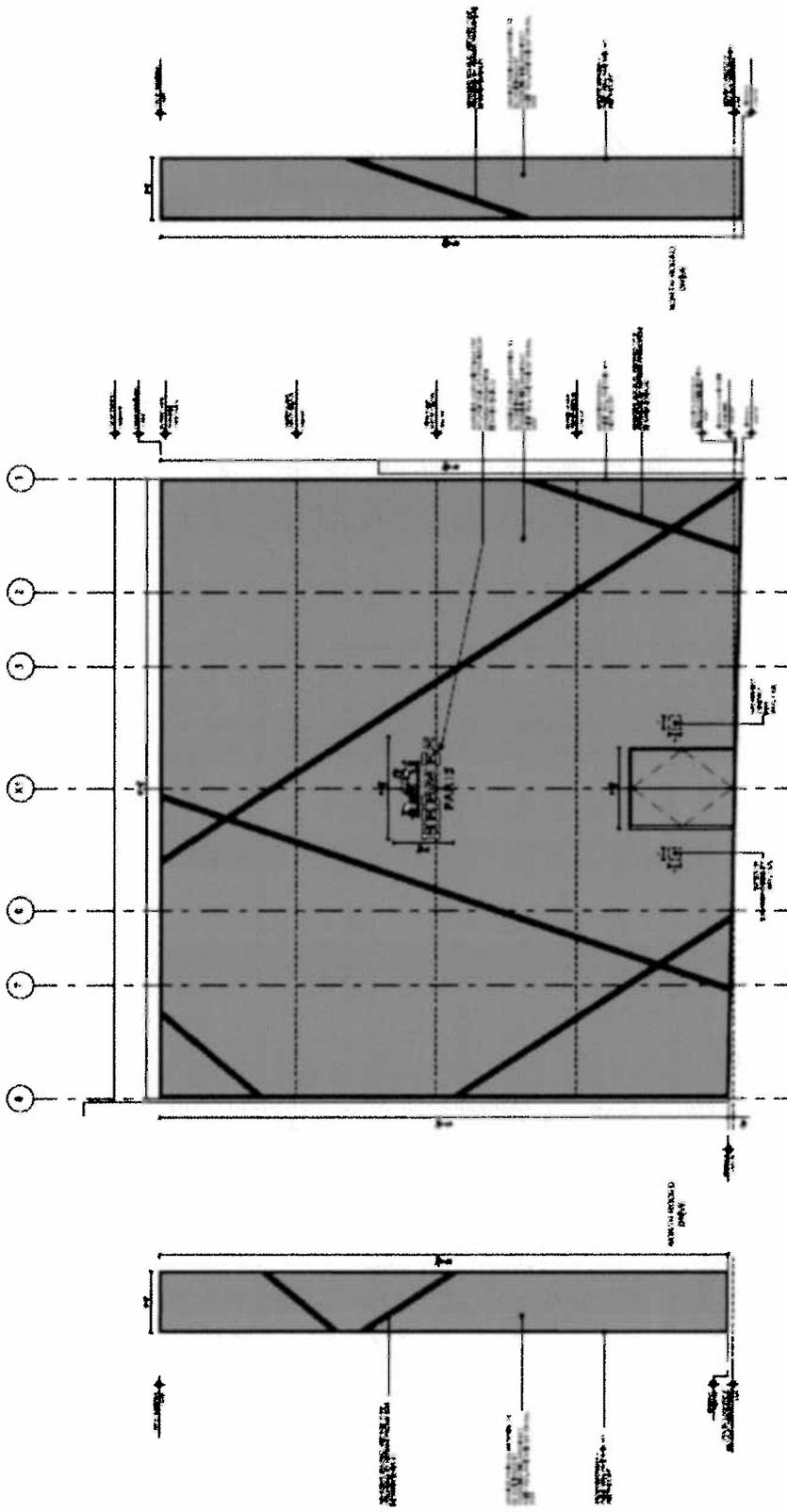
SECTION A
SECTION B
SECTION C
SECTION D
SECTION E
SECTION F



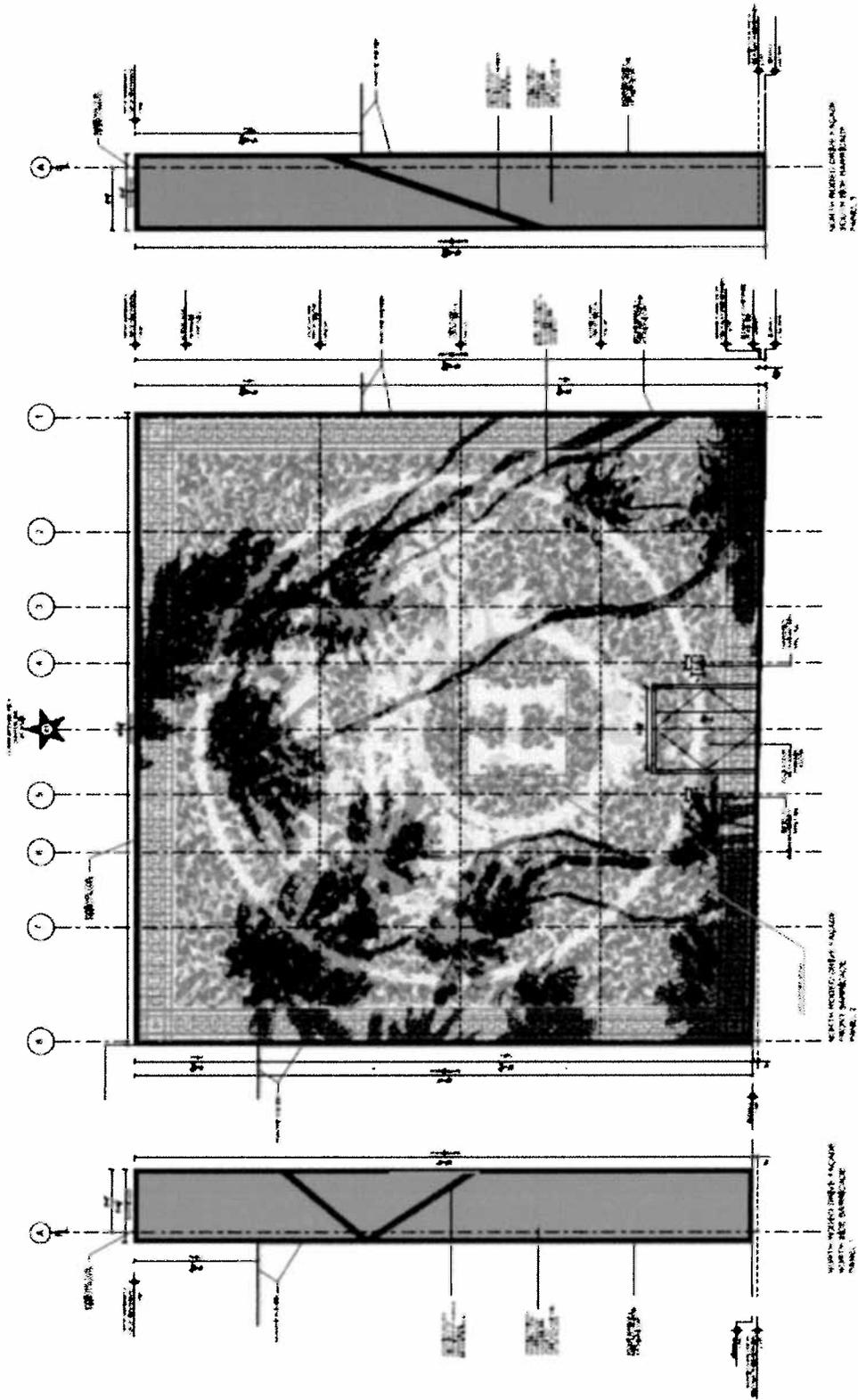
Proposed Security Elements – 1/18/12



Proposed Security Elements - 3/21/12



Approved Construction Barricade – 6/15/11



Proposed Construction Barricade – 3/21/12



Design Review Commission Report

455 North Rexford Drive
AC Meeting – March 21, 2012

Attachment D:
Approval Resolution

RESOLUTION NO. AC XX-XX

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND CONSTRUCTION BARRICADE AT THE PROPERTY LOCATED AT 434 NORTH RODEO DRIVE (PL1200123).

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

Section 1. Paul Ruffing, AIA, applicant on behalf of the property owners, Ballretch Investments, LLC (Collectively the "Applicant"), has applied for architectural approval of a façade remodel and construction barricade for the property located at 434 North Rodeo Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city's commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city's local CEQA Guidelines. The subject project is exempt from environmental review 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, 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on March 21, 2012 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:

Standard Conditions

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.

6. **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.

7. **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.

Special Conditions

8. No special conditions have been imposed for this project.

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: March 21, 2012

Shena Rojemann, Commission Secretary
Community Development Department

Fran Cohen, Chairperson
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, SHENA ROJEMANN, Secretary of the Architectural Commission and Associate Planner of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. AC XX-XX duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on March 21, 2012 and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of seven (7) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

SHENA ROJEMANN
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California