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, September 19, 2012

Subject: **366 North Rodeo Drive**
TORY BURCH
Request for a preliminary review of a proposed façade remodel and signage. (PL1218884)

Project applicant: Richard Dell – Red Architectural Group

Recommendation: Review the proposed project and provide the applicant with design feedback.

REPORT SUMMARY

The applicant is requesting a preliminary review of a proposed façade remodel and business identification signage for a new Tory Burch retail store to be located at 366 North Rodeo Drive. The project is currently undergoing review by the Planning Commission. As such, the applicant has requested to come before the Architectural Commission as a preview item to receive preliminary feedback on the proposed design. The proposed façade remodel includes the following:

- Extension of the existing second floor to the front property line and a third floor addition toward the rear of the building;
- Thin set silver travertine with a polished brass grid;
- Clear glass storefront with concrete slab base;
- Orange lacquered side returns and soffit panels; and
- Business identification signage

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 outreach and notification was not required for this project.

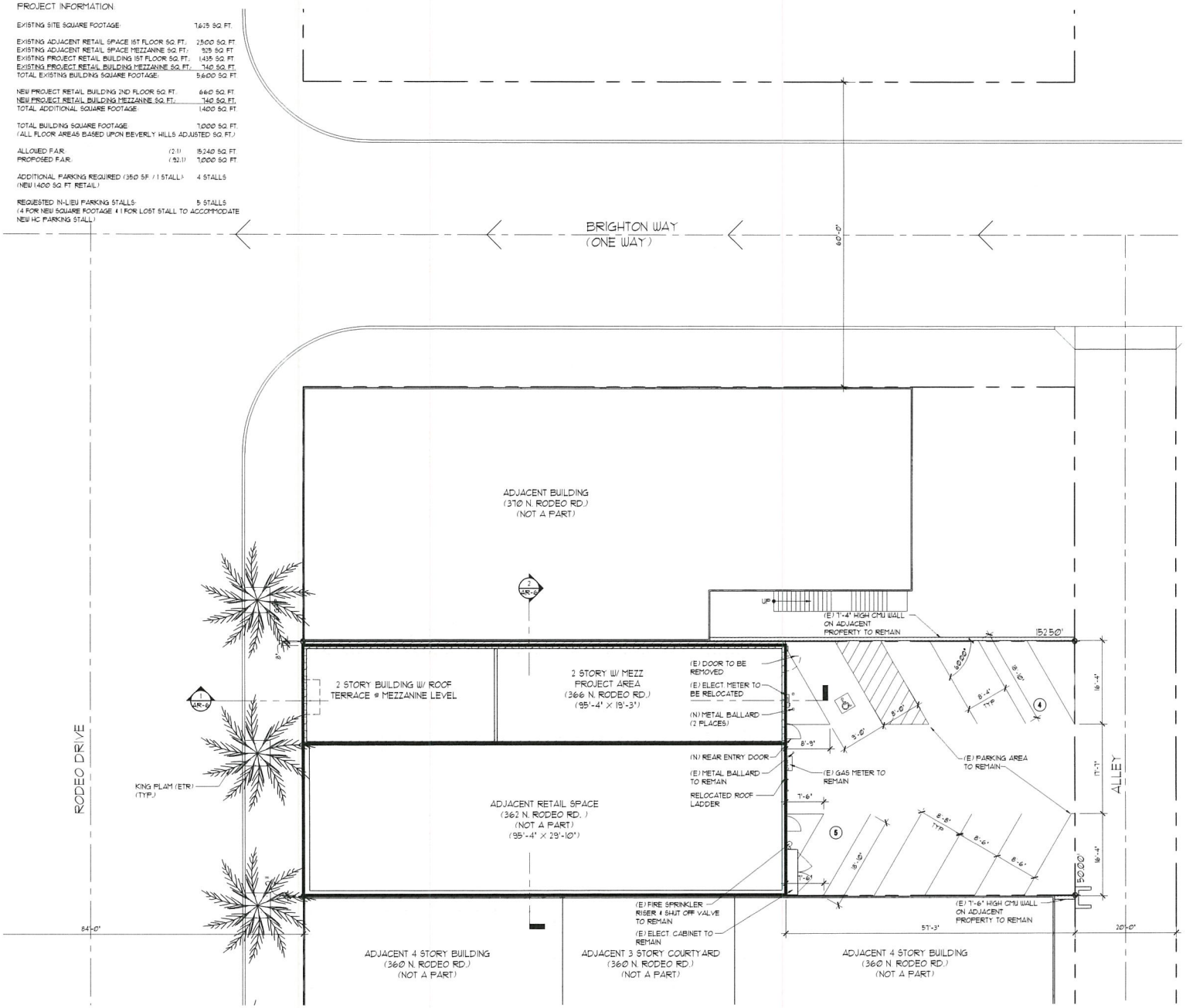
Attachment(s):
A. Design Plans, Cut Sheets and Supporting Documents

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

Attached A:
Design Plans, Cut Sheets
and Supporting Documents

PROJECT INFORMATION:

EXISTING SITE SQUARE FOOTAGE:		7,625 SQ. FT.
EXISTING ADJACENT RETAIL SPACE 1ST FLOOR SQ. FT.:		2,500 SQ. FT.
EXISTING ADJACENT RETAIL SPACE MEZZANINE SQ. FT.:		925 SQ. FT.
EXISTING PROJECT RETAIL BUILDING 1ST FLOOR SQ. FT.:		1,435 SQ. FT.
EXISTING PROJECT RETAIL BUILDING MEZZANINE SQ. FT.:		740 SQ. FT.
TOTAL EXISTING BUILDING SQUARE FOOTAGE:		5,600 SQ. FT.
NEW PROJECT RETAIL BUILDING 2ND FLOOR SQ. FT.:		660 SQ. FT.
NEW PROJECT RETAIL BUILDING MEZZANINE SQ. FT.:		740 SQ. FT.
TOTAL ADDITIONAL SQUARE FOOTAGE:		1,400 SQ. FT.
TOTAL BUILDING SQUARE FOOTAGE:		7,000 SQ. FT.
(ALL FLOOR AREAS BASED UPON BEVERLY HILLS ADJUSTED SQ. FT.)		
ALLOWED F.A.R.:	(2.1)	15,240 SQ. FT.
PROPOSED F.A.R.:	(.92.1)	7,000 SQ. FT.
ADDITIONAL PARKING REQUIRED (350 SF / 1 STALL) (NEW 1,400 SQ. FT. RETAIL)		4 STALLS
REQUESTED IN-LIEU PARKING STALLS: (4 FOR NEW SQUARE FOOTAGE + 1 FOR LOST STALL TO ACCOMMODATE NEW HC PARKING STALL)		5 STALLS



GRAPHIC SCALE: 1" = 10'- 0"

0 2' 5' 10' 20' 40'

EXISTING & PROPOSED SITE PLAN

NORTH

SHEET #: AR-1

DATE 6, September 2012

PROJECT NUMBER 384120101

TORY BURCH - 2ND FLOOR & MEZZ ADDITION

366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

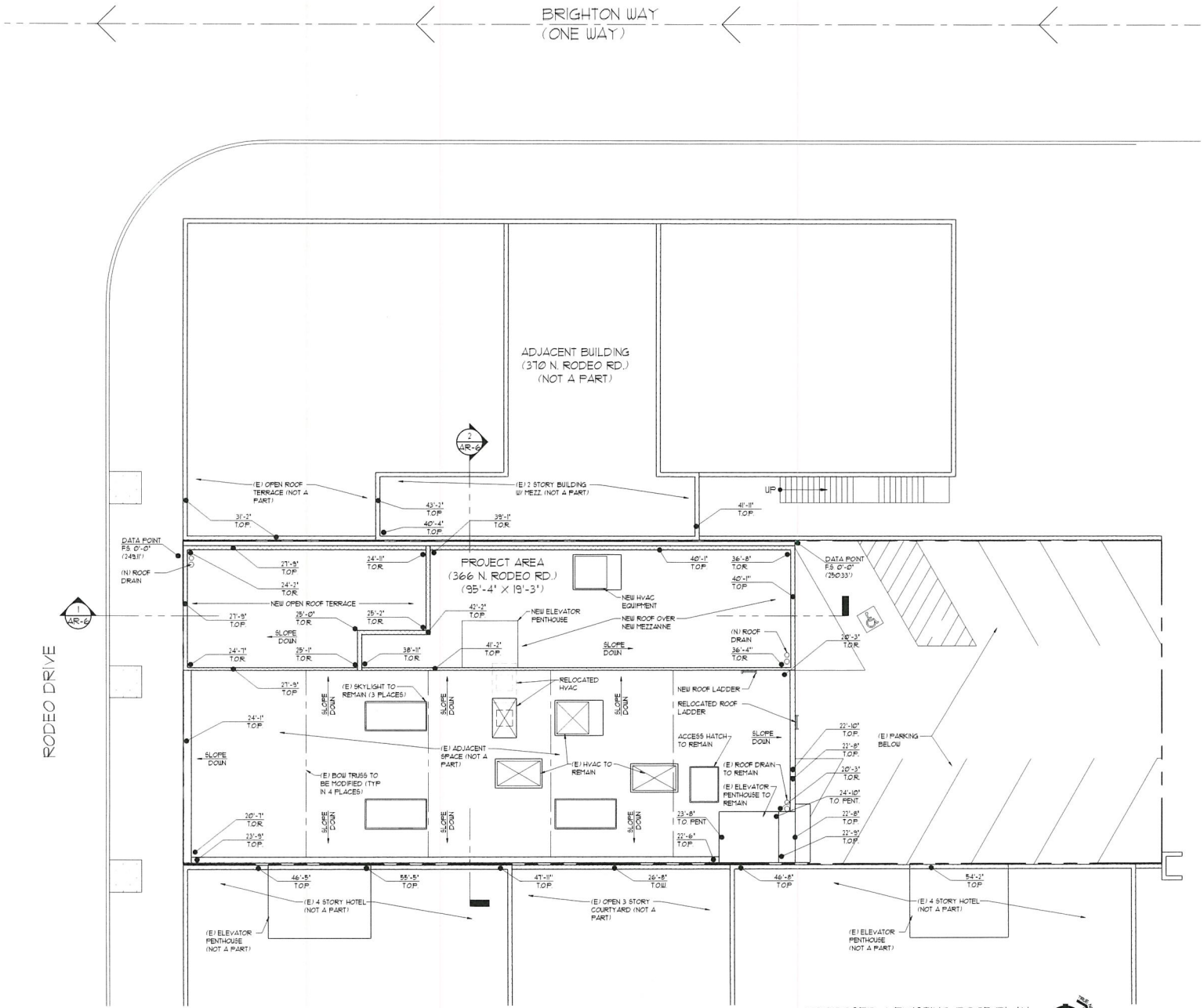
O'NEIL LANGAN ARCHITECTS, P.C.

OWNER: ALAN ABRAMSON
9405 BRIGHTON WAY, SUITE 34
BEVERLY HILLS, CA 90210
P: 310.275.8397
F: 310.275.9159

PROJECT ADRESS:
366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

R·E·D Architectural Group

PLANNING - ARCHITECTURE - INTERIORS



GRAPHIC SCALE: 1" = 10'- 0"

0 2' 5' 10' 20' 40'

PROPOSED & EXISTING ROOF PLAN

NORTH

SHEET #: AR-4

DATE 6, September 2012

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TORY BURCH - 2ND FLOOR & MEZZ ADDITION

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BEVERLY HILLS, CA 90210

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PROJECT ADRESS:
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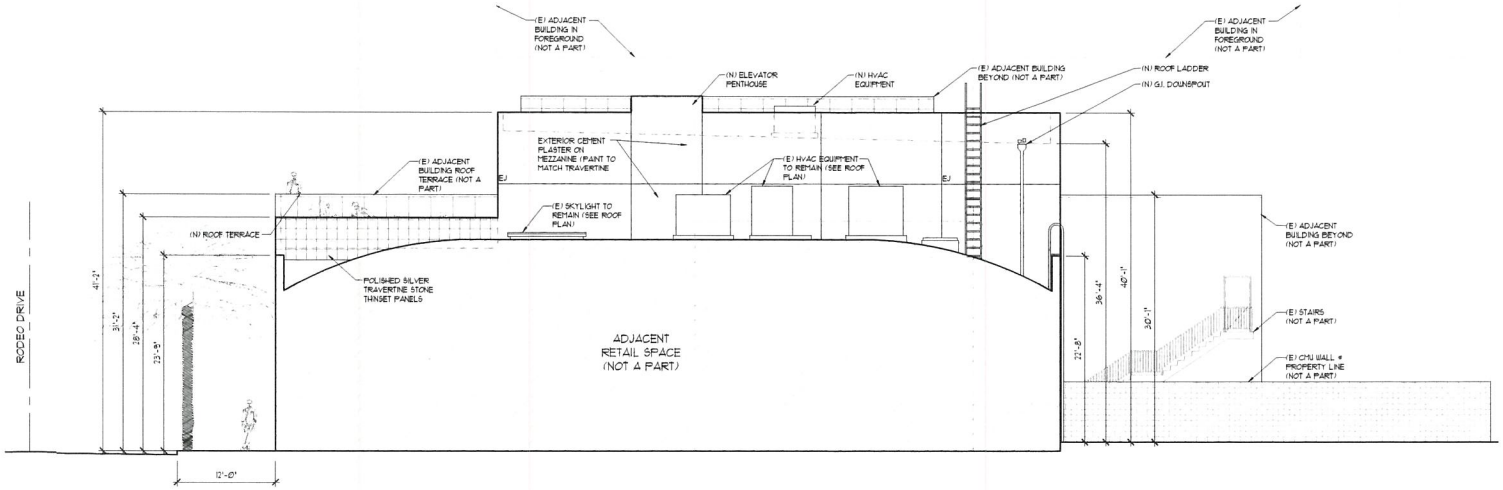
BEVERLY HILLS, CA 90210

O'NEIL LANGAN ARCHITECTS, P.C.

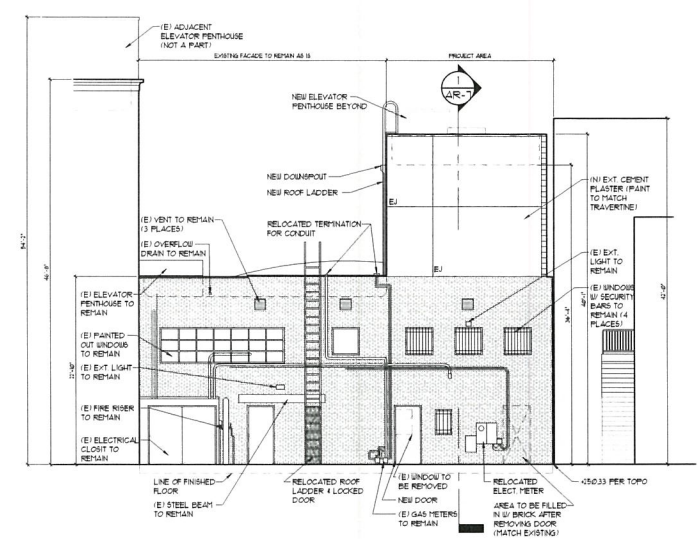
R·E·D Architectural Group
PLANNING - ARCHITECTURE - INTERIORS



PROPOSED NORTH ELEVATION

GRAPHIC SCALE: 1/8" = 1'- 0"

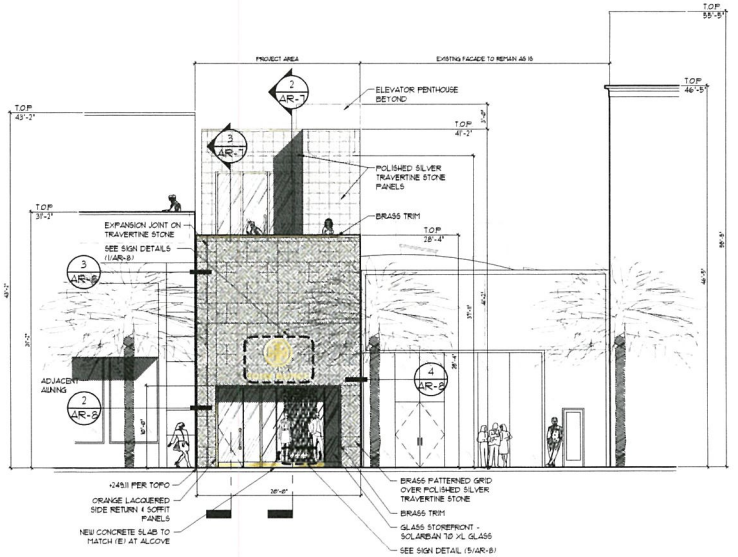
0 2' 4' 8' 16' 32'



PROPOSED EAST ELEVATION (ALLEY)

GRAPHIC SCALE: 1/8" = 1'- 0"

0 2' 4' 8' 16' 32'



PROPOSED WEST ELEVATION (RODEO DR)

GRAPHIC SCALE: 1/8" = 1'- 0"

0 2' 4' 8' 16' 32'

SHEET #: AR-5

DATE 6, September 2012

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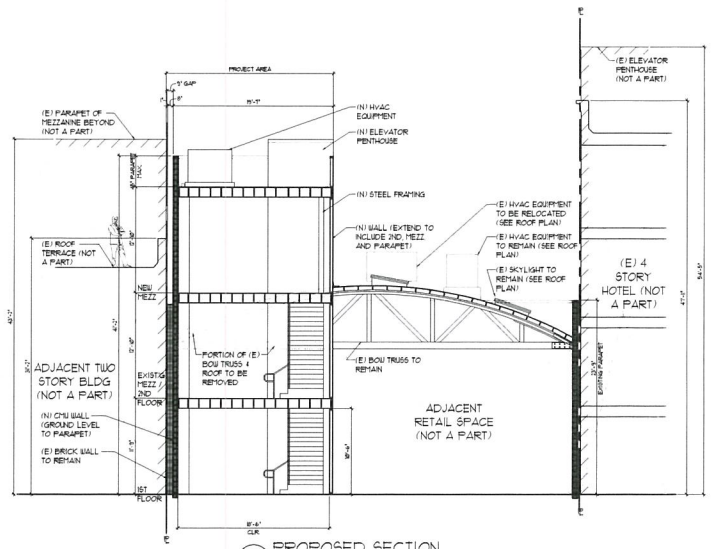
R-E-D Architectural Group

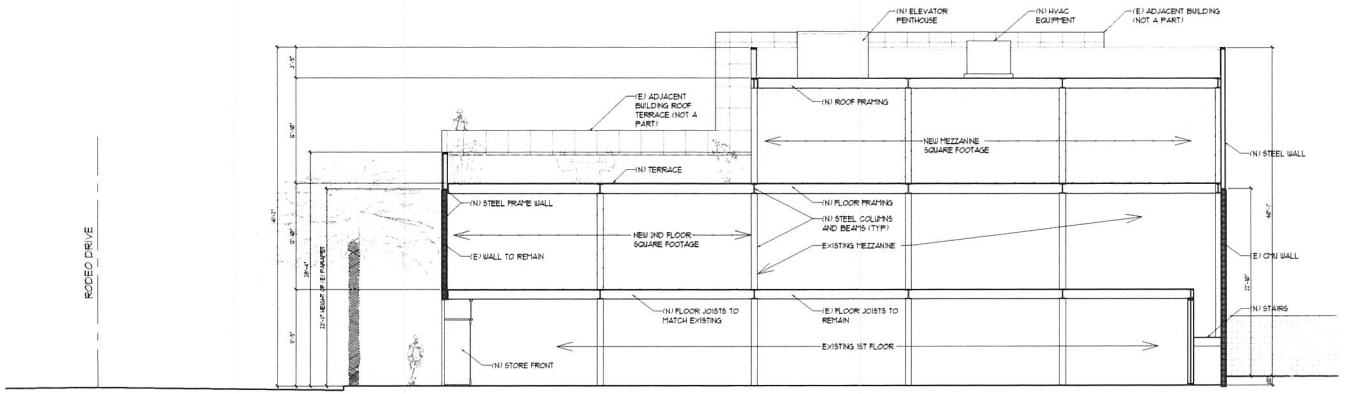
PLANNING - ARCHITECTURE - INTERIORS



2 PROPOSED SECTION

GRAPHIC SCALE: 1/8" = 1'- 0"

0 2' 4' 8' 16' 32'



1 PROPOSED SECTION

GRAPHIC SCALE: 1/8" = 1'- 0"

0 2' 4' 8' 16' 32'

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SHEET #: AR-6

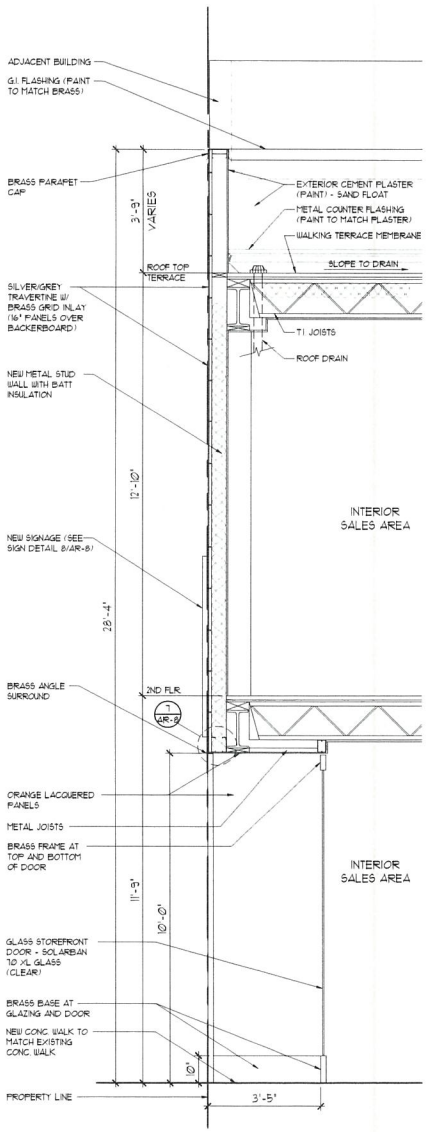
DATE 6, September 2012

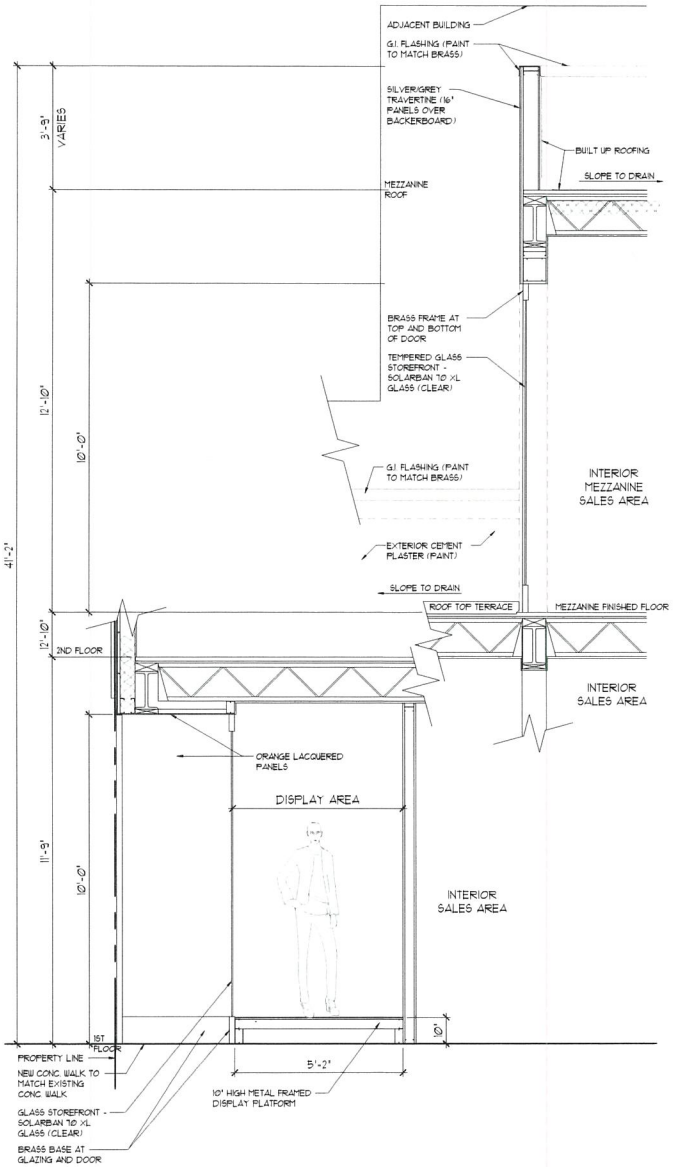
PROJECT NUMBER 384120101

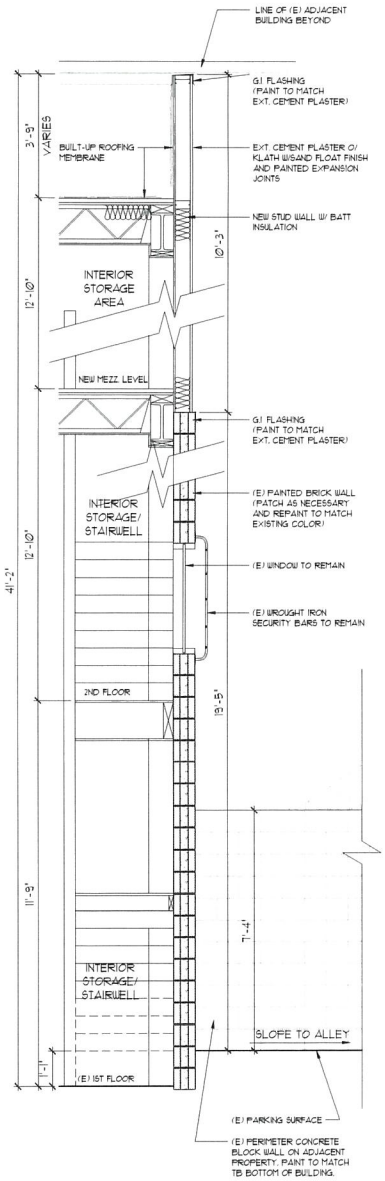
TORY BURCH - 2ND FLOOR & MEZZ ADDITION

366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

O'NEIL LANGAN ARCHITECTS, P.C.







3 WALL SECTION THROUGH FRONT ENTRY

GRAPHIC SCALE: 1/8" = 1'-0"

0 2' 4' 8' 16' 32'

2 WALL SECTION THROUGH TERRACE ENTRY & STOREFRONT

GRAPHIC SCALE: 1/8" = 1'-0"

0 2' 4' 8' 16' 32'

1 WALL SECTION THROUGH REAR OF BUILDING

GRAPHIC SCALE: 1/8" = 1'-0"

0 2' 4' 8' 16' 32'

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PROJECT ADRESS:
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BEVERLY HILLS, CA 90210

SHEET #: AR-7

DATE 6, September 2012
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TORY BURCH - 2ND FLOOR & MEZZ ADDITION

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BEVERLY HILLS, CA 90210

O'NEIL LANGAN ARCHITECTS, P.C.
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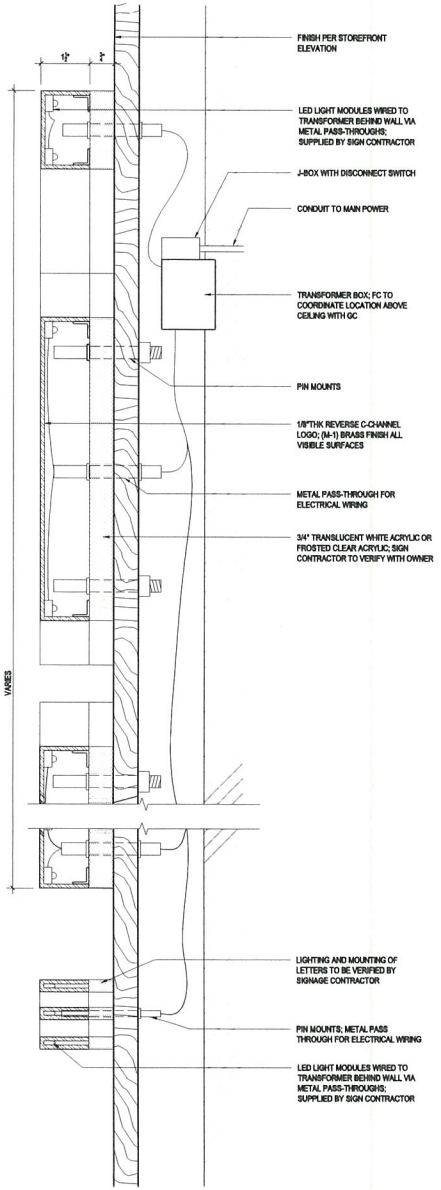
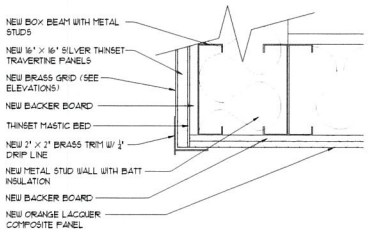
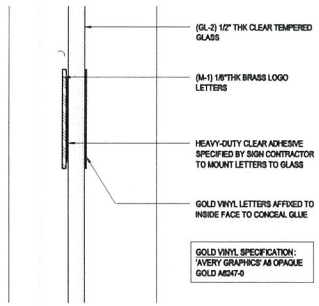


8 SECTION OF LIT BRASS SIGNAGE
SCALE: 6" = 1'-0"

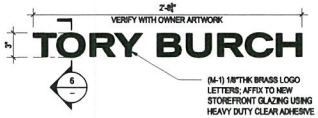


7 DRIP LINE @ EDGE OF SOFFIT
SCALE: 3" = 1'-0"

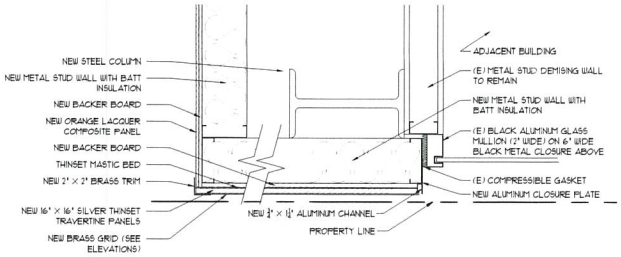


6 DETAIL OF SIGNAGE AT GLASS
SCALE: 6" = 1'-0"

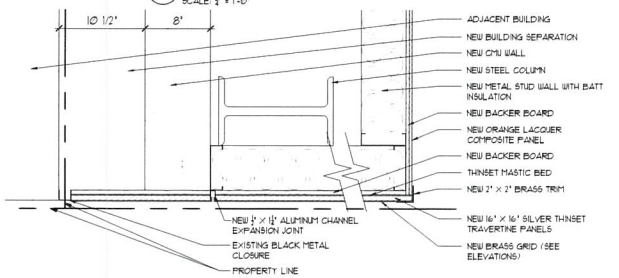
QUANTITY: 2
SUPPLIED BY OWNER; GC TO COORDINATE INSTALL



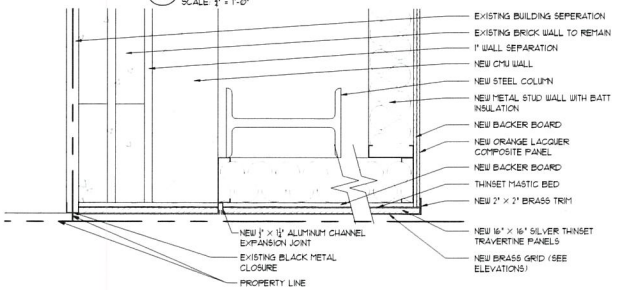
5 SIGNAGE AT GLASS
NOT TO SCALE



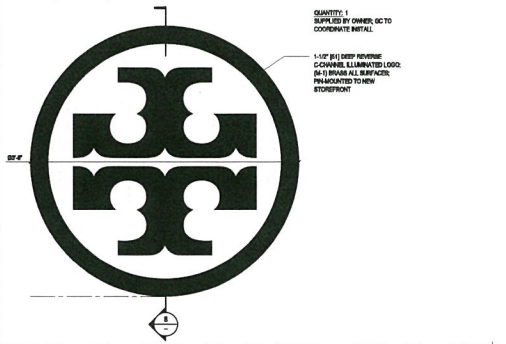
4 TRAVERTINE & BRASS FACADE CORNER DETAIL
SCALE: ¾" = 1'-0"



3 TRAVERTINE & BRASS FACADE CORNER DETAIL
SCALE: ¾" = 1'-0"



2 TRAVERTINE & BRASS FACADE CORNER DETAIL
SCALE: ¾" = 1'-0"



1 BRASS SIGNAGE
NOT TO SCALE

SHEET #: AR-8

DATE 6, September 2012
PROJECT NUMBER 384120101

TORY BURCH - 2ND FLOOR & MEZZ ADDITION
366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

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(14) 400 N. Rodeo Drive

(12) 347 N. Rodeo Drive

(10) 357 N. Rodeo Drive

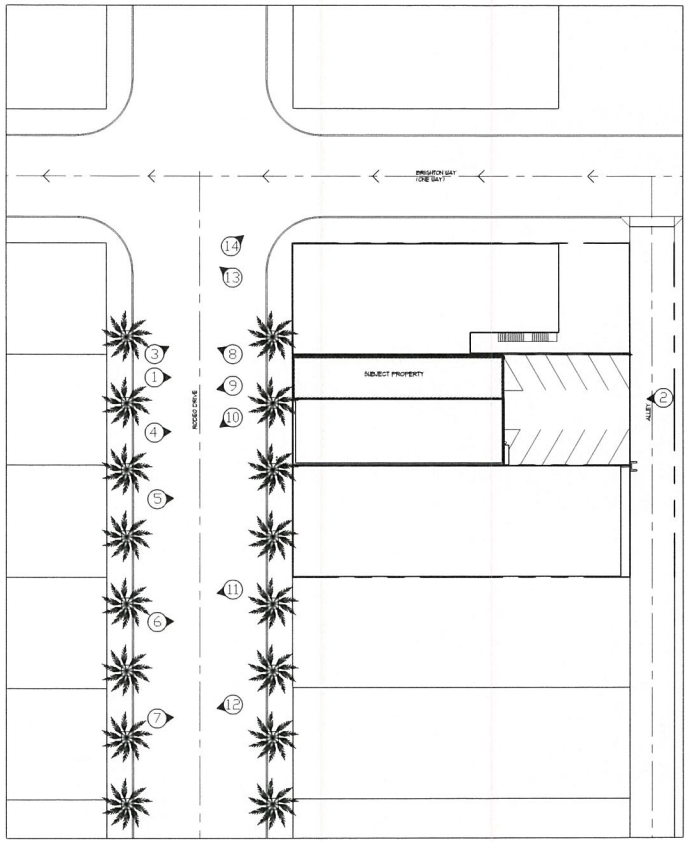
(5) 348 N. Rodeo Drive

(13) 405 N. Rodeo Drive

(11) 355 N. Rodeo Drive

(9) 357 N. Rodeo Drive

(4) 364 N. Rodeo Drive



(8) 357 N. Rodeo Drive

(3) 370 N. Rodeo Drive

(7) 332 N. Rodeo Drive

(2) 362 N. Rodeo Drive (Subject Property)

(6) 348 N. Rodeo Drive

(1) 362 N. Rodeo Drive (Subject Property)

PHOTO BOARD

SHEET #: AR-9

DATE 6, September 2012

PROJECT NUMBER 384120101

TORY BURCH - 2ND FLOOR & MEZZ ADDITION

366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

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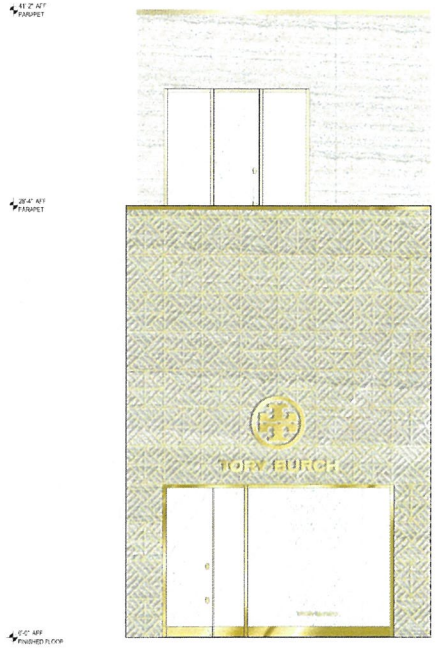
PLANNING - ARCHITECTURE - INTERIORS

FRONT FACADE RENDERING



FRONT COLOR ELEVATION

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SHEET #: AR-10

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