



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

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. 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 – December 14, 2011

Attached A:
Detailed Design Description
and Materials (Applicant Prepared)

SECTION 1 AUTHORIZATION & APPLICANT TEAM

A Property Information

Project Address: 434 North Rodeo Drive
Adjacent Streets: Santa Monica Blvd.

B Property Owner Information¹

Name(s): Ballretch Investments LLC
Address: 1900 Avenue of the Stars, 21st Floor
City: Los Angeles State & Zip Code: CA 90067
Phone: 310.533.3610 Fax:
E-Mail

C Applicant Information [individual(s) or entity benefiting from the entitlement]

Name(s): Hermes of Paris
Address: 55 East 59th Street
City: New York State & Zip Code: NY 10022
Phone: 212.835.6493 Fax: 212.835.6460
E-Mail akovacevic@hermesofparis.com

D Architect / Designer Information [Employed or hired by Applicant]

Name(s): Paul J. Ruffing, AIA Registered Architect? Yes No
Address: 3900 Birch Street, Suite 201
City: Newport Beach State & Zip Code: CA 92660
Phone: 949.660.8062 Fax: 949.660.8062
E-Mail pjruiffarch@aol.com

E Landscape Designer Information [Employed or hired by Applicant]

Name(s): NA
Address:
City: State & Zip Code:
Phone: Fax:
E-Mail

F Agent [Individual acting on behalf of the Applicant] NOTE: All communication is made through the Agent.

Name(s): Paul J. Ruffing, AIA
Address: 3900 Birch Street, Suite 201
City: Newport Beach State & Zip Code: CA 92660
Phone: 949.660.8062 Fax: 949.660.8062
E-Mail pjruiffarch@aol.com

G I hereby certify that I am the owner(s) of the subject property and that I have reviewed the subject application and authorize the Agent to make decisions that may affect my property on my behalf.²

Property Owner's Signature & Date

Property Owner's Signature & Date

¹ If the owner is a corporate entity, the names of two corporate officers are required from each of the following Groups:
Group A – Chairperson or president of the board; Group B – board secretary or chief financial officer.

² A signed and dated authorization letter from the property owner is also acceptable.

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
 - Ten (10) 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
 - Façade Remodel ONLY
 - Business Identification Sign(s)
Number of signs proposed:
 - Building Identification Sign(s)
Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
 - Other: Modifications to previously approved Architecture Review
- 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:

Add Retractable Security Stainless Steel bollards at storefront window and alley entrances. Add retractable roll-down metal security grills at Rodeo entrance and two alley entrances. Install indirect LED light fixture to highlight the facade offsets on the 2nd, 3rd, & 4th levels. Install Hermes Icon horseman(Artificier) at roof level. Barricades, Rodeo Drive add Hermes Logo, add one storey barricade with Hermes Logo. Install Hermes icon horse (Artificier) man at the roof level

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

- | | | | | |
|------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <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 |

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 Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species:

Quantity/Sizes:

Reason for Removal:

G 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

A Indicate in the chart below all applicable signage details:

| | <u>Type of Sign</u> (i.e. business ID, building ID, parking, etc.) | <u>Dimensions</u> (length x width) | <u>Square Feet</u> | <u>Maximum Area Permitted by Code</u> | <u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable) |
|---|---|---------------------------------------|--------------------|---------------------------------------|--|
| 1 | NA | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |

C 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: No changes to the approved architectural facade, add bollards and grills
 Texture /Finish: Marble, Pre finished metal
 Color / Transparency: White, Stainless Steel, White grills

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

Material: No change
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

Material: No Change
 Texture /Finish: _____
 Color / Transparency: _____

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

SECTION 3 – PROJECT DETAILS AND MATERIALS

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: No change
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: No Change
Texture /Finish: _____
Color / Transparency: _____

EXTERIOR LIGHTING

Material: Recessed LED
Texture /Finish: Factory finish
Color / Transparency: White

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: Hermes Icon horsman (artificier), Security Bollards, Security Grills
Texture /Finish: Natural Pre finished. Pre-finished paint
Color / Transparency: Refer to attached photo, White

D 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.**

The Bollards and Security Grills will be concealed during public hours, The Rodeo grill is located inside the entry doors and not readily visible from public area.
The Horse Logo (Artificier) mounted a top the building will enhance the charter along Rodeo Drive and create a unique Interest to visitors and local shoppers.

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.**

There is not internal or external noise generated by this project.

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 modifications will not be detrimental to the local because the security elements are retracted during the night.
The Horseman will add unique interest to the local environment without modifications to the building.

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 security grill and bollards are of high quality design and material. These elements will not have an impact on Beverly Hills general plan.

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 proposed modifications of Security Grills, Bollards, Horseman and Indirect lights will not change the quality of previously approved facades. Except for the Horseman all elements are concealed during the daytime hours.



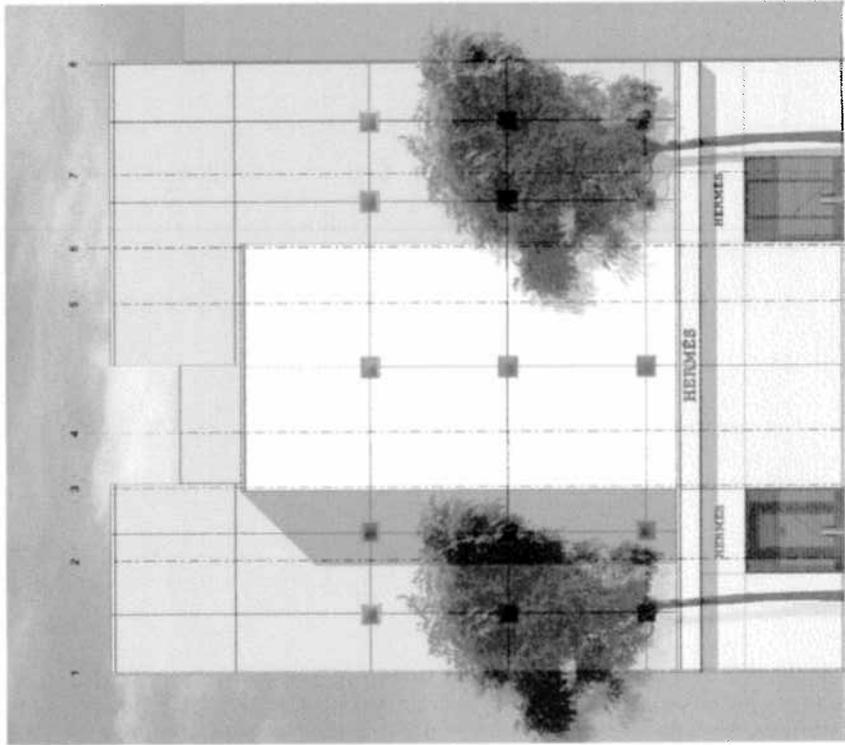
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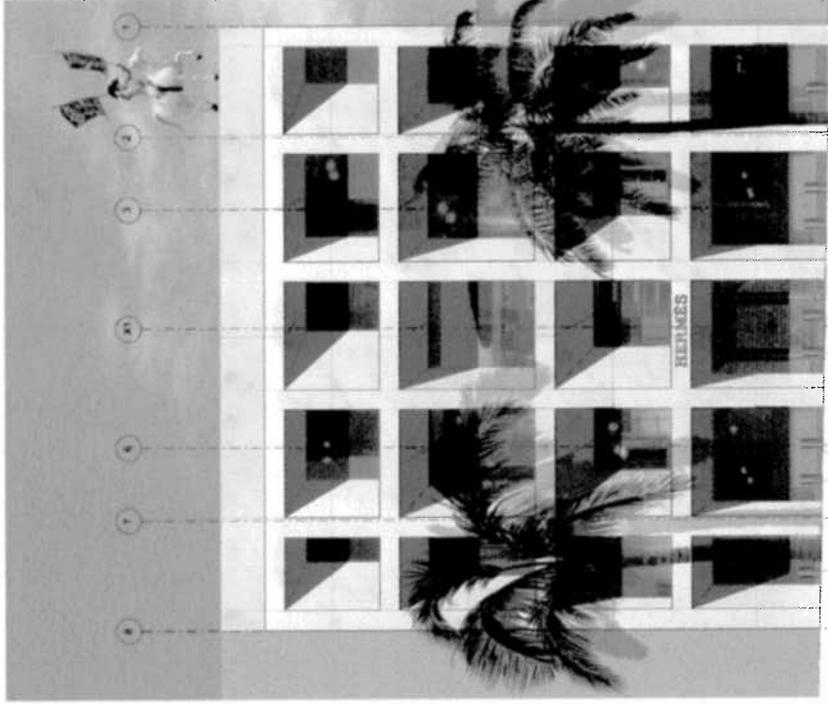
AC Meeting – December 14, 2011

Attached B:

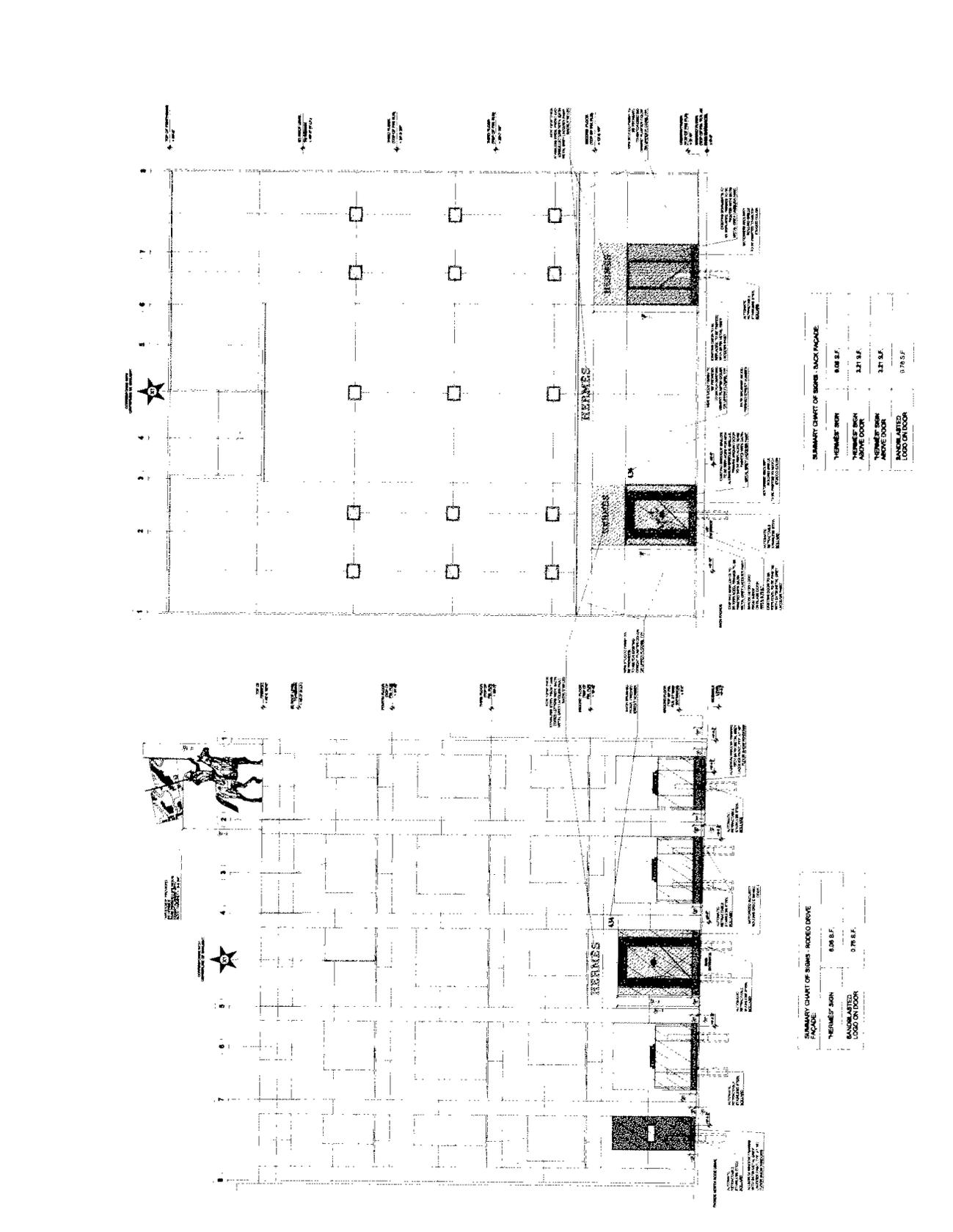
Design Plans, Cut Sheets
and Supporting Documents



HERMES BEVERLY HILLS
HBH 659C
 BACK FACADE ELEVATION
 with bollards and security grilles



HERMES BEVERLY HILLS
HBH 659C
 RODEO DRIVE ELEVATION
 with bollards and security grille behind entrance door



SUMMARY CHART OF SIGNS - BACK PACKAGE

| SIGN TYPE | AREA (S.F.) |
|---------------------------------------|-------------|
| HERMES SIGN | 6.08 S.F. |
| HERMES SIGN - TRANSLATED LOAD ON DOOR | 3.27 S.F. |
| HERMES SIGN - TRANSLATED LOAD ON DOOR | 3.27 S.F. |
| HERMES SIGN - TRANSLATED LOAD ON DOOR | 0.78 S.F. |

SUMMARY CHART OF SIGNS - RODEO DRIVE PACKAGE

| SIGN TYPE | AREA (S.F.) |
|---------------------------------------|-------------|
| HERMES SIGN | 6.08 S.F. |
| HERMES SIGN - TRANSLATED LOAD ON DOOR | 0.78 S.F. |



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Attached C:

DRAFT Approval Resolution

RESOLUTION NO. AC 10-12

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 January 18, 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, comply 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: January 18, 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 10-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on January 18, 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