



Architectural Commission Report

Meeting Date: Wednesday, February 15, 2012
(Continued from the AC meeting on December 14, 2011)

Subject: **VAN CLEEF & ARPELS**
300 North Rodeo Drive
Request for approval of a façade remodel and sign accommodation for multiple business identification signs. (PL 1131868)

Project applicant: Charles Petretti, Barteluce Architects & Associates, and John J. Neeson

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

REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on December 14, 2011. The Commission provided the applicant with comments regarding the façade remodel and signage and directed that the project be returned for restudy, with the option to meet with a subcommittee prior to the following hearing. The applicant provided revised drawings to the subcommittee and, based on that feedback, has revised the project in an attempt to address the Commission's concerns. Modifications include removal of the signage from the second floor awnings, replacement of sign text with the company's logo on the first floor awnings, removal of the vinyl decals on the entry doors, and replacement of the Deco Bas-Relief with decorative metal panels. The signage for the project now consists of 29 business identification signs (6 awning signs, 6 window display case signs, 1 door handle, and 16 façade-mounted signs) with a total area of 28.5 square feet. Pursuant to Beverly Hills Municipal Code, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs for a project containing frontage on two streets if the total area of all business identification signs does not exceed a total of 130 square feet in area. A full list of the Commission's comments and the applicant's response to the comments has been provided in Attachment A.

ZONING CODE COMPLIANCE

Applications for architectural 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

The project does not require public notification as it was continued from a previous hearing.

Attachment(s):

- A. Commission's comments at the December 14th, 2011 meeting
- B. Staff Report from the December 14th, 2011 meeting
- C. Design Plans, Cut Sheets & Supporting Documents
- D. Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner

(310) 285-1191

cggordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached A:

Commission's comments at the
December 14th, 2011 meeting



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Architectural Commission comments from the December 14th, 2011 Meeting	Applicant's Response
1. The number of signs needs to be reduced.	1. The total number of awning signs has been reduced from 10 down to 6, with the text being replaced with a logo (see Response #2); all second floor awning signage has been removed. The vinyl decals on the door have also been removed. The total signage has been reduced from a total of 37 signs to 29 signs (six awning signs, six window display case signs, one door handle, and 16 façade-mounted signs).
2. The awning signs are excessive. Consider removing them.	2. The awning signage on the second floor has been removed. The awning signage on the first floor has been revised; the text on the awning has been replaced with the logo for Van Cleef & Arpels, placed toward the end of each awning.
3. Consider removing the vinyl decals on the entry doors.	3. The vinyl decals on the entry door have been removed.
4. Consider limiting the amount of illuminated signs.	4. The number of illuminated signs has not changed.
5. Two signs on the corner are overkill.	5. Two corner signs are still proposed.
6. If the applicant so chooses, they may submit revised plans and seek guidance from a subcommittee composed of Commissioners Gardner-Apatow and Blakeley.	6. The applicant provided Commissioners Gardner-Apatow and Blakeley with design options via e-mail. The Commissioners provided design guidance on the plans and the applicant has submitted revised plans for full Commission review.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached B:

Staff Report from the
December 14th, 2011 meeting



Architectural Commission Report

Meeting Date: Wednesday, December 14, 2011

Subject: **VAN CLEEF & ARPELS**
300 North Rodeo Drive
Request for approval of a façade remodel and sign accommodation for multiple business identification signs. (PL113 1868)

Project agent(s): Charles Petretti, Barteluze Architects & Associates, and John J. Neeson

Recommendation: Conduct public hearing to discuss the project details. The Commission may wish to specifically discuss the quantity of signs being proposed, in addition to the two unique art deco elements proposed above the ground floor display windows.

REPORT SUMMARY

The applicant is requesting approval of a façade remodel and sign accommodation for multiple business identification signs. The façade remodel includes the addition of two art deco reliefs at the second floor, new show windows and display fixtures, new entry canopy and doors, new awnings and decorative metalwork above the display windows. The applicant is also proposing numerous signs. A total of ten awnings signs are proposed. Each awning sign is located on the valance of the awnings and would read "Van Cleef & Arpels". The text would be a maximum of 3-1/2" in height, less than the maximum 7" letter height permitted by code. A total of twenty five business identification signs are proposed. The cumulative area of these signs is 38.1 square feet. Pursuant to Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs for a project containing frontage on two streets, if the total area of all business identification signs does not exceed a total of 130 square feet in area.

ZONING CODE COMPLIANCE

Applications for architectural 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

The sign accommodation request for this project requires mailed public notice within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed Friday, December 2, 2011. To date staff has not received any comments in regards to the submitted project.

Attachment(s):

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

Report Author and Contact Information:

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(310) 285-1192

srojemann@beverlyhills.org



Bertelucci Architects & Associates
 47 West 17th Street
 New York, NY 10011
 Phone: 212.693.7362
 Fax: 212.693.7362
 www.bertelucci.com

Architect

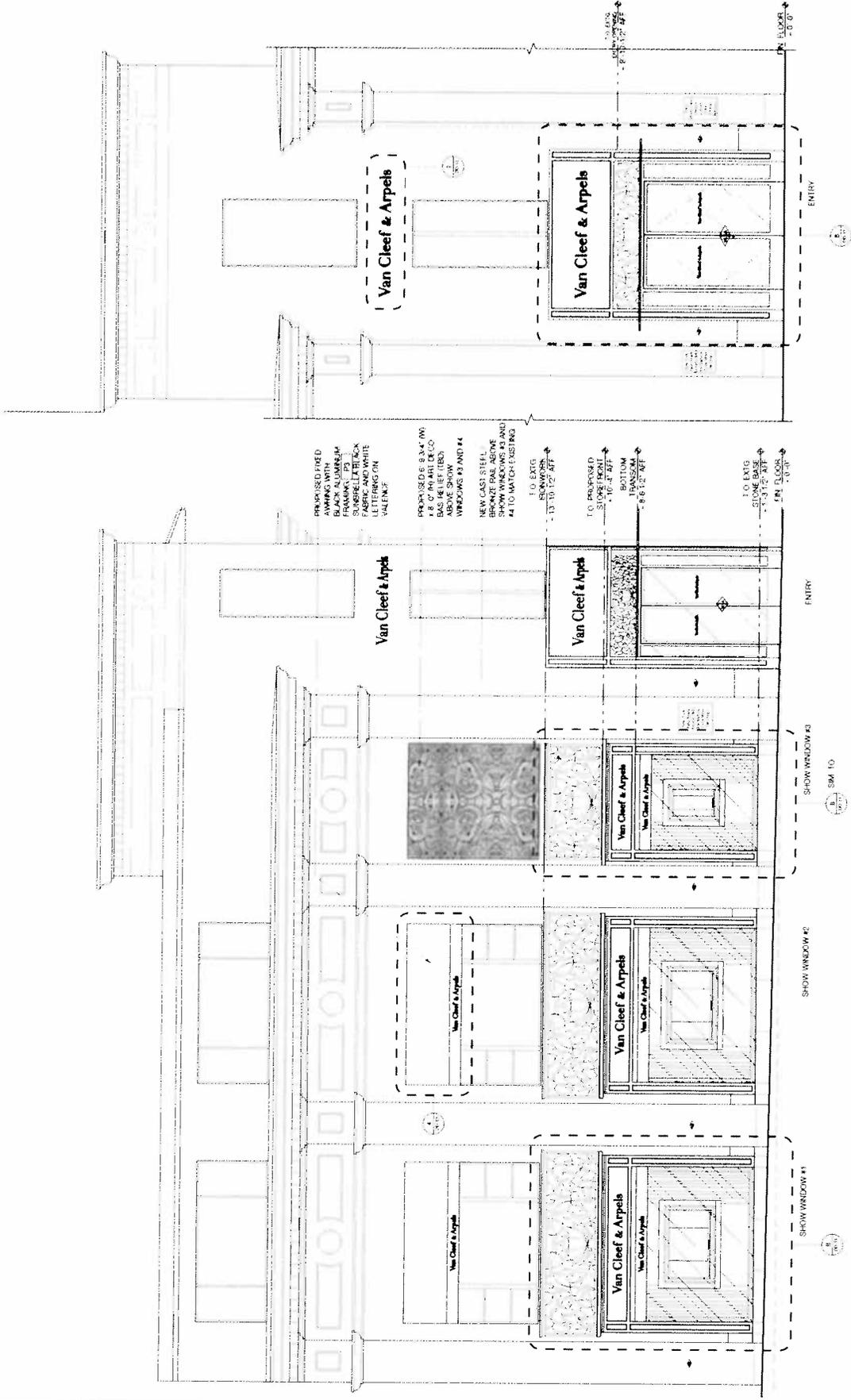
Contractor

Van Cleef & Arpels
 306 NORTH RIVER DRIVE
 RIVERHEAD, NY 11901
 PROPOSED
 STOREFRONT ELEVATIONS

DATE: 10/15/10
 DRAWN BY: FOR ARCH REVIEW

Project No. AS 10010
 Drawing No. 101-AN1
 Drawing Number

DD-09



PREPARED STOREFRONT ELEVATION SCALE: 3/8" = 1'-0"

B

PREPARED STOREFRONT ELEVATION SCALE: 3/8" = 1'-0"

A



Bartelme Architects & Associates
 37 West 42nd Street
 New York, NY 10018
 Phone: 212.687.2100
 Fax: 212.687.1260
 www.bartelme.com

Van Cleef & Arpels
 300 NORTH HOLEO DRIVE
 BREWSTER, MA 01930
 978.451.1111

PROPOSED STOREFRONT ELEVATION

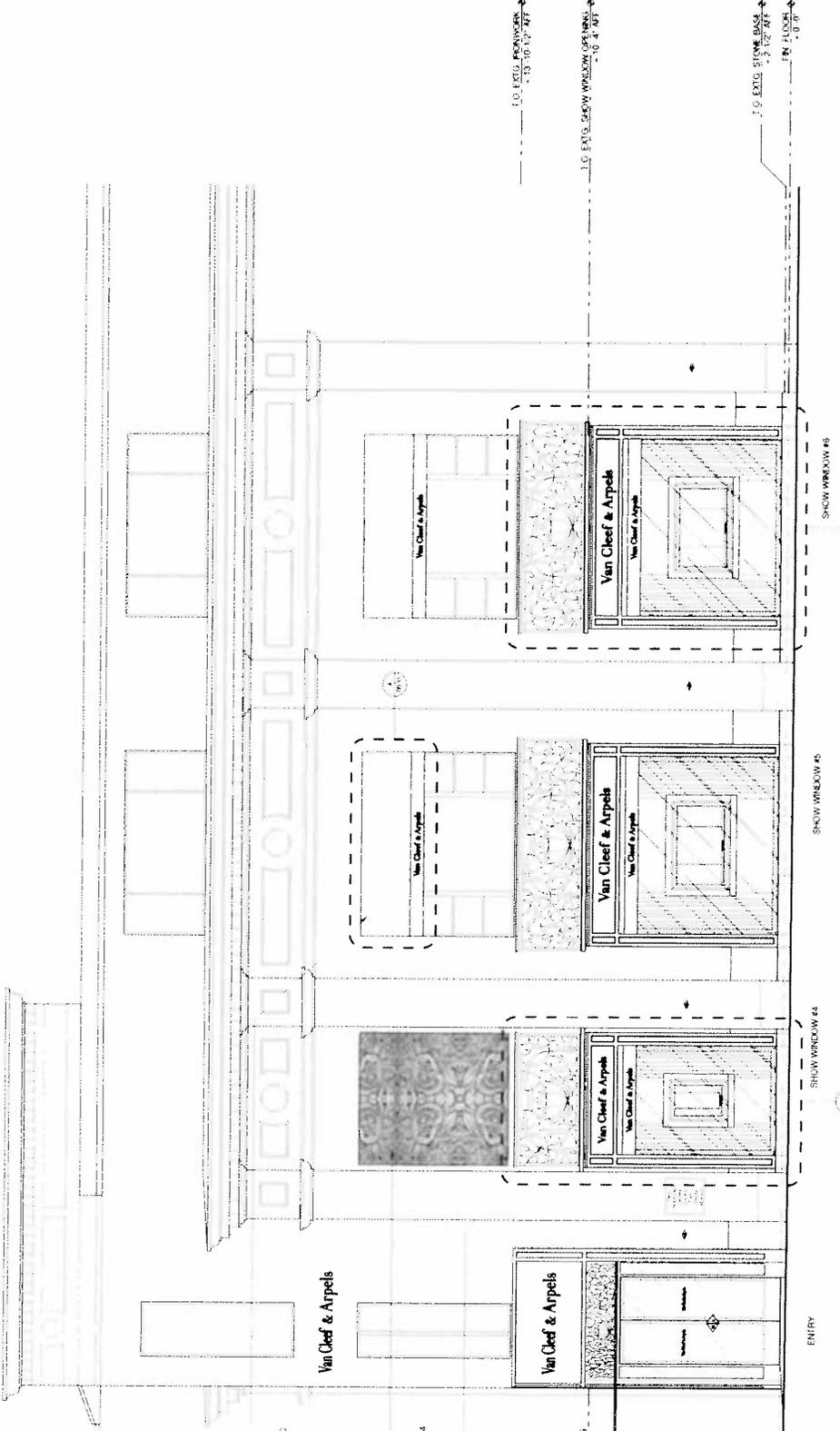
Van Cleef & Arpels
 PROPOSED STOREFRONT ELEVATION

Project No. 12-111
 Date: 12/11/11
 FOR AND REVIEW

As shown, this drawing is for informational purposes only. It is not to be used for construction or other purposes without the written consent of the architect. The architect assumes no responsibility for the accuracy of the information shown on this drawing.

Project No. 12-111
 Date: 12/11/11
 FOR AND REVIEW

DD-10



PROPOSED FIXED AWNING WITH BLACK ALUMINUM FINISH AND SUMMER BLACK FABRIC AND WHITE LETTERING ON VALENCE

PROPOSED 6'-8 3/4" (W) x 4'-0" (H) BASE RELIEF (TBD) ABOVE SHOW WINDOWS #3 AND #4

NEW CAST STEEL AND BRASS SHOW WINDOWS #3 AND #4 TO MATCH EXISTING

1'-0" EXTG. ENTRY OPENING - 8'-10 1/2" AFF

6'-0" EXTG. STONE BASE - 3'-5 1/2" AFF - FIN. FLOOR - 0'-0" AFF

SHOW WINDOW #3

SHOW WINDOW #4

SHOW WINDOW #5

SHOW WINDOW #6

ENTRY

SCALE 3/8" = 1'-0"

C ELEVATION

PROPOSED STOREFRONT



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached C:

Design Plans, Cut Sheets
and Supporting elements



Barbaleux Architects & Associates
 38 West 23rd Street
 New York, NY 10011
 Phone: (212) 697-7202
 Fax: (212) 697-7261
 www.barbaleux.com

Project No.: DD-09
 Date: 11/11/11
 Drawing No.: 01

Client: Van Cleef & Arpels
 300 NORTH RODEO DRIVE
 BEVERLY HILLS, CA

PROPOSED
 STOREFRONT ELEVATIONS

DESIGNED BY: Van Cleef & Arpels
 ARCHITECT: Van Cleef & Arpels
 FOR ARCHITECT REVIEW
 FOR ARCHITECT REVIEW

Project No.: DD-09
 Date: 11/11/11
 Drawing No.: 01

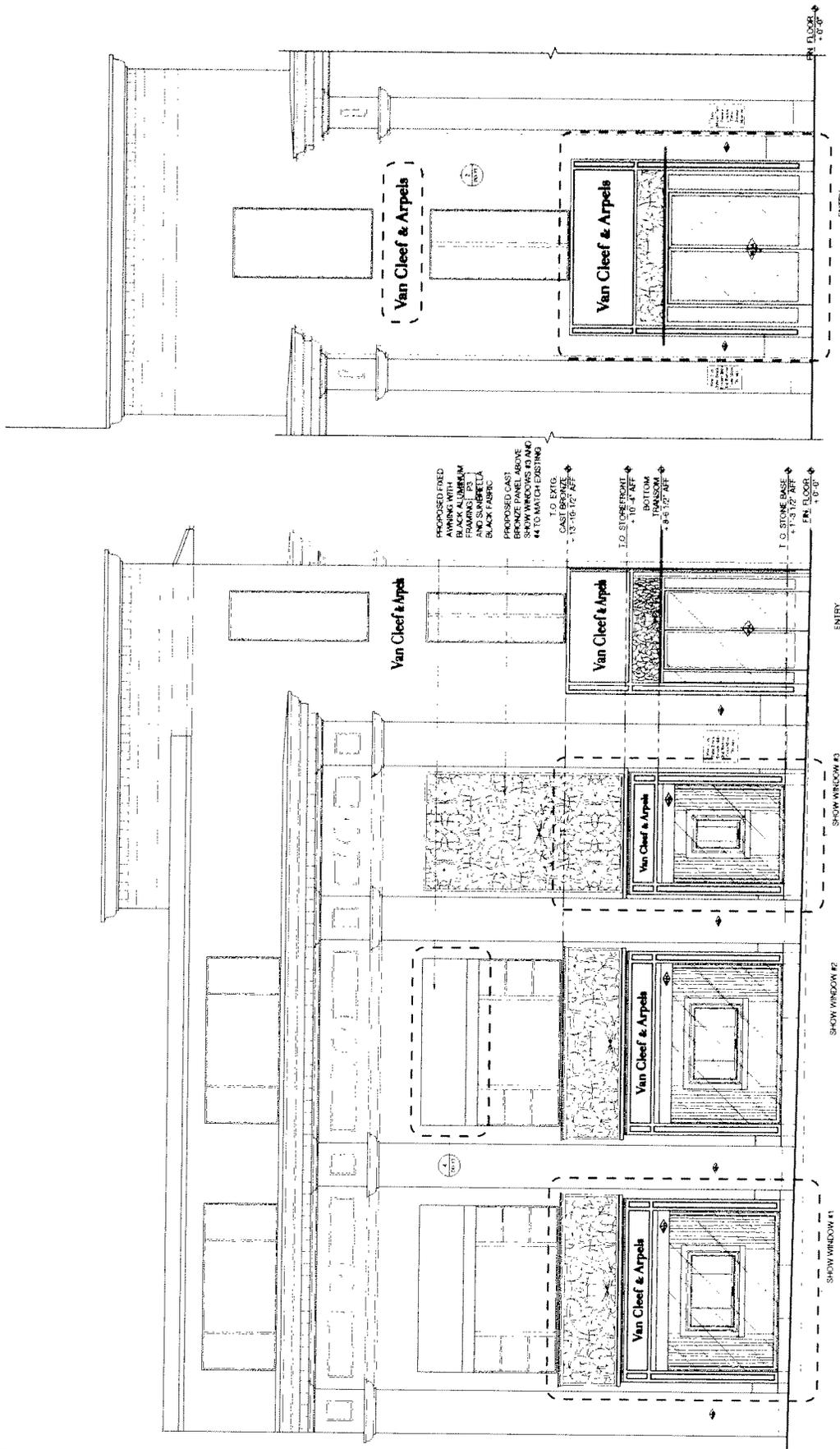
Client: Van Cleef & Arpels
 300 NORTH RODEO DRIVE
 BEVERLY HILLS, CA

PROPOSED
 STOREFRONT ELEVATIONS

DESIGNED BY: Van Cleef & Arpels
 ARCHITECT: Van Cleef & Arpels
 FOR ARCHITECT REVIEW
 FOR ARCHITECT REVIEW

Project No.: DD-09
 Date: 11/11/11
 Drawing No.: 01

STOREFRONT NOTES:
 1. CLEAN, REFINISH AND RE-FINISH EXISTING
 CAST BRONZE PANELS
 2. EXISTING AND REPAIR EXISTING STUCCO FACADE
 AFFECTED BY NEW WORK AND RESTORE ENTIRE
 FACADE TO MATCH EXISTING FINISH



PROPOSED STOREFRONT
 ELEVATION
 SCALE: 3/8" = 1'-0"

B

PROPOSED STOREFRONT
 ELEVATION
 SCALE: 3/8" = 1'-0"

A

DD-09



Barroncuo Architects & Associates
 8 Ave. 25th Street
 New York, NY 10011
 Phone: (212) 861-7200
 Fax: (212) 861-7260
 www.barroncuo.com

Van Cleef & Arpels
 100 NORTH RODEO DRIVE
 BEVERLY HILLS, CA
 PROPOSED
 STOREFRONT ELEVATION

Project No. 10011001
 Scale: 3/8" = 1'-0"
 Drawing Number: DD-10

DATE: 05/11/11
 DRAWN BY: JCP
 CHECKED BY: JCP
 FOR ARCHITECT REVIEW
 BY: JCP

PROJECT NO. 10011001
 SCALE: 3/8" = 1'-0"
 DRAWING NUMBER: DD-10

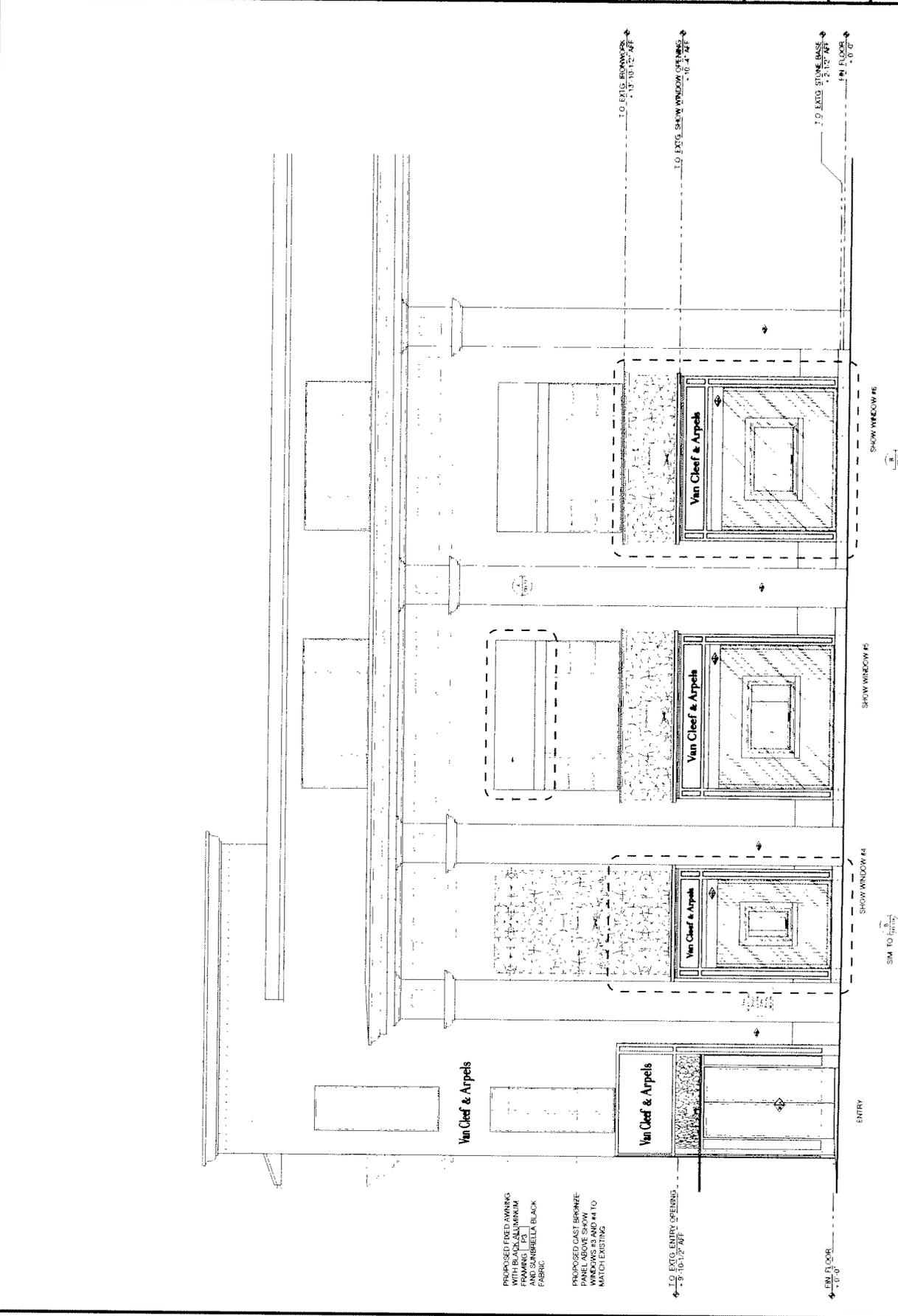
PROJECT NO. 10011001
 SCALE: 3/8" = 1'-0"
 DRAWING NUMBER: DD-10

PROJECT NO. 10011001
 SCALE: 3/8" = 1'-0"
 DRAWING NUMBER: DD-10

PROJECT NO. 10011001
 SCALE: 3/8" = 1'-0"
 DRAWING NUMBER: DD-10

PROJECT NO. 10011001
 SCALE: 3/8" = 1'-0"
 DRAWING NUMBER: DD-10

PROJECT NO. 10011001
 SCALE: 3/8" = 1'-0"
 DRAWING NUMBER: DD-10



PROPOSED STOREFRONT ELEVATION
 SCALE: 3/8" = 1'-0"

C



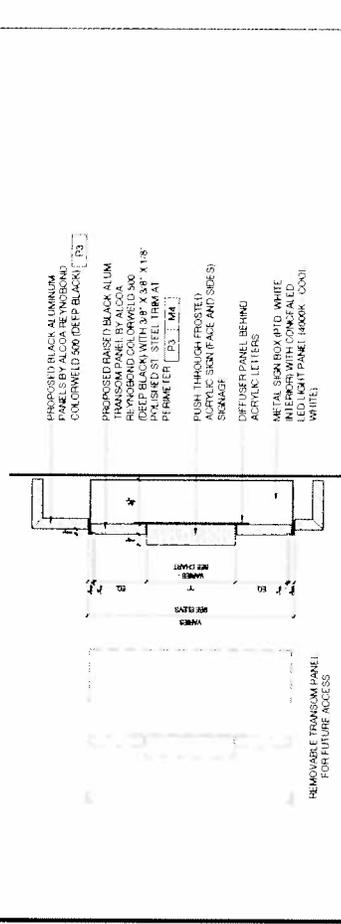
Van Cleef & Arpels

LOCATION	TYPE	SHOW WINDOW SPANS	Y HEIGHT	Z WIDTH	NUMBER OF SPACES	DEPTH	TOTAL SQ FT	PERCENT SIGN
SW #1, 2, 3, 6	BACK WINDOW	4.5' x 4.5'	4.5'	4.5'	1	4.5'	20.25 SF	100%
SW #3, 4	BACK WINDOW	4.5' x 4.5'	4.5'	4.5'	2	4.5'	40.5 SF	100%
ALL	BACK WINDOW	4.5' x 4.5'	4.5'	4.5'	3	4.5'	60.75 SF	100%
							TOTAL SQ FT	121.5 SF

LOCATION	TYPE	ENTRY SPANS	HEIGHT	WIDTH	NUMBER OF SPACES	DEPTH	TOTAL SQ FT	PERCENT SIGN
ABOVE ENTRY	BACK WINDOW	7' x 7'	7'	7'	1	7'	49 SF	100%
ABOVE ENTRY	TRANSVERSE SIGN	7' x 7'	7'	7'	1	7'	49 SF	100%
ALL	TRANSVERSE SIGN	7' x 7'	7'	7'	2	7'	98 SF	100%
							TOTAL SQ FT	196 SF

LOCATION	TYPE	AWNING SPANS	HEIGHT	WIDTH	NUMBER OF SPACES	DEPTH	TOTAL SQ FT	PERCENT SIGN
SW #1, 2, 3, 4	AWNING	8' x 8'	8'	8'	1	8'	64 SF	100%
ALL	AWNING	8' x 8'	8'	8'	1	8'	64 SF	100%
							TOTAL SQ FT	128 SF

LOCATION	TYPE	MONOGRAMS	HEIGHT	WIDTH	NUMBER OF SPACES	DEPTH	TOTAL SQ FT	PERCENT SIGN
DOOR HANDLE	TRANSVERSE SIGN	8" x 8"	8"	8"	1	8"	64 SF	100%
FAÇADE	TRANSVERSE SIGN	8" x 8"	8"	8"	1	8"	64 SF	100%
							TOTAL SQ FT	128 SF



300 NORTH BROADWAY
 NEW YORK, NY 10013
 Phone: 212.692.7300
 Fax: 212.692.7260
 www.vancleef.com

Van Cleef & Arpels
 HIRSH FIELDS CA
 PROPOSED SIGNAGE DETAILS

FOR A/C REVIEW
 08.15.12

FOR A/C REVIEW
 08.15.12

Project No.: 101011
 Drawing No.: DD-13

DD-13

1 FRONT LIT SIGNAGE DETAIL
 SCALE: 3/4" = 1'-0"

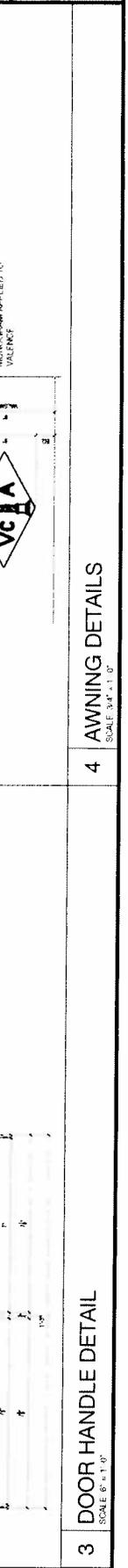
2 PIN MOUNTED SIGNAGE DETAIL
 SCALE: 3/4" = 1'-0"



3 DOOR HANDLE DETAIL
 SCALE: 3/4" = 1'-0"



4 AWNING DETAILS
 SCALE: 3/4" = 1'-0"





PROPOSED RENDERING



EXISTING PHOTO

Burkholder Architects & Associates
 140 New York Street
 New York, NY 10013
 Phone: 212 697-7200
 Fax: 212 697-7206
 www.burkholder.com

Site
 Comments

Van Cleef & Arpels
 BEVERLY HILLS, CA
 300 NORTH RODEO DRIVE
 PROPOSED
 RENDRINGS

Scale: 1/8" = 1'-0"
 Date: 12/11/11
 FOR AEC REVIEW
 FOR AEC REVIEW

All Plans, Specifications, and Schedules are subject to change without notice. The Architect shall not be responsible for construction methods or details not shown on the Plans. The Contractor shall be responsible for obtaining all necessary permits and for complying with all applicable laws, codes, and regulations. The Architect shall not be responsible for the construction of the project.

Project No.: 11-0111
 Design By: SAC/AM
 Drawing Number

DD-14



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached D:
Approval Resolution

RESOLUTION NO. AC 05-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND SIGN ACCOMMODATION FOR MULTIPLE SIGNS FOR THE PROPERTY LOCATED AT 300 NORTH RODEO DRIVE (VAN CLEEF & ARPELS - PL1131868).

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

Section 1. Charles Petretti and John J. Neeson, applicants on behalf of the property owners, Paul Kanin, and the tenant, Van Cleef & Arpels (Collectively the "Applicant"), has applied for architectural approval of a façade remodel and sign accommodation for multiple business identification signs for the property located at 300 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 February 15, 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: February 15, 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 05-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on February 15, 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