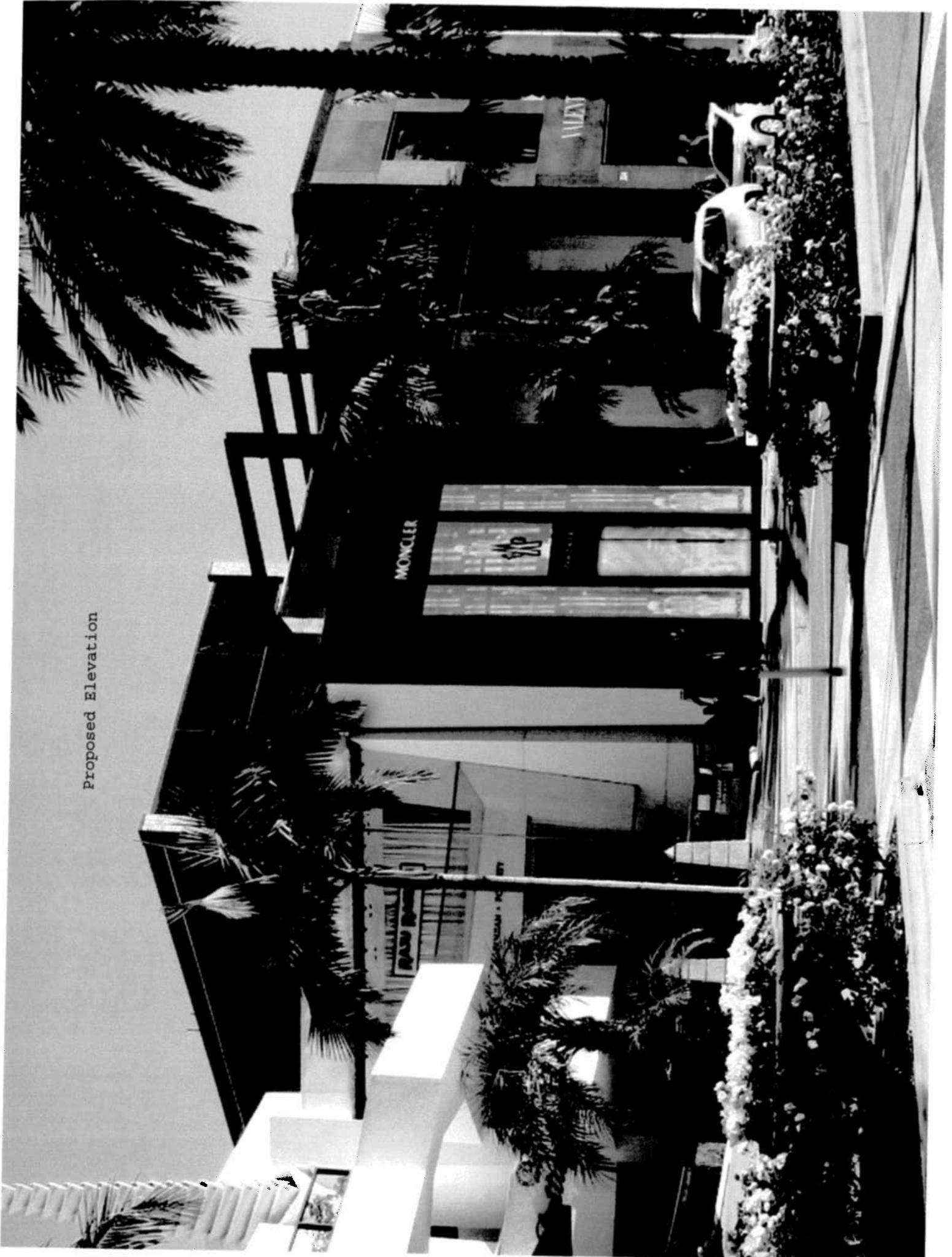


EXISTING SITE  
328 N Rodeo Drive (Moncler project)

Proposed Elevation





# Architectural Commission Report

**Meeting Date:** Wednesday, March 21, 2012

**Subject:** **MONCLER**  
**328 North Rodeo Drive**

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs and construction barricade mural.  
(PL#120 3048)

**Project applicant:** Pierluigi Bonvicini, AIA

**Recommendation:** Conduct public hearing and provide the applicant with a project approval.

## REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation and a construction barricade mural for the new building tenant Moncler at 328 North Rodeo Drive. The proposed façade remodel includes black wood paneling with decorative inlays, metal framed window and doors, paving stone tiles at the entry and stone cladding. The applicant is requesting a sign accommodation to allow multiple business identifications signs and to allow one business identification sign facing private property to the north. Pursuant to Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs so long as the total area of all signs does not exceed the total area otherwise permitted. For the subject site, the maximum permitted sign permitted is 34 square feet (2 SF x 17 linear feet store front). A total of 5 signs are proposed which equal a total of 14.6 square feet. The applicant is also requesting the approval of a sign accommodation to allow one the signs to face the private property to the north. Pursuant to BHMC §10-4-604, the Commission may approve the sign accommodation so long as the sign does not exceed 75% of the area otherwise permitted if the wall were abutting a public street. The maximum permissible area would be 75 square feet. As proposed, this sign would be 1 square foot in area. The applicant is also proposing a barricade mural. As total area of all proposed barricade signs would be 28.8 square feet, significantly less than the maximum permitted 62 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

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, March 9, 2012. 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 and Supporting Documents
- C. Approval Resolution

### Report Author and Contact Information:

Shena Rojemann, Associate Planner  
(310) 285-1191

[srojemann@beverlyhills.org](mailto:srojemann@beverlyhills.org)



**Design Review Commission Report**

455 North Rexford Drive  
AC Meeting –March 21, 2012

**Attached A:**

Detailed Design Description  
and Materials (Applicant Prepared)

**SECTION 1 – AUTHORIZATION & APPLICANT TEAM**

**A Property Information**

Project Address: 328 N Rodeo Drive, Beverly Hills, CA 90210  
Adjacent Streets: Between Bright Way and Dayton Way

**B Property Owner Information<sup>1</sup>**

Name(s): 326 Rodeo Drive, LLC  
Address: 10960 Wilshire Boulevard, Suite 1100  
City: Los Angeles State & Zip Code: CA 90024  
Phone: 310-430-2221 Fax:  
E-Mail: trvlrdouglas@hotmail.com

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

Name(s): Moncler USA, Inc.  
Address: 375 West Broadway  
City: New York State & Zip Code: NY 10012  
Phone: Fax:  
E-Mail:

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

Name(s): Pierluigi Bonvicini, AIA Registered Architect? Yes  No   
Address: 5 Windemere Court  
City: Newport Coast State & Zip Code: CA 92657  
Phone: 949-307-5873 Fax: 949-715-3007  
E-Mail: pbonvicini@aol.com

**E Landscape Designer Information [Employed or hired by Applicant]**

Name(s): N/A  
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): Pierluigi Bonvicini, AIA  
Address: 5 Windemere Court  
City: Newport Coast State & Zip Code: CA 92657  
Phone: 949-307-5873 Fax: 949-715-3007  
E-Mail: pbonvicini@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.<sup>2</sup>**

(Signature on file)

Property Owner's Signature & Date

Property Owner's Signature & Date

<sup>1</sup> 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.

<sup>2</sup> 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: 5
- Building Identification Sign(s)  
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
Multiple Business Identification Signs  
Number of signs proposed: 5
- Other:
- 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:**

New building facade made of fire retardant treated wood stained black in color - black painted window frames and extra clear glass

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

- 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

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

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

**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: N/A

N/A

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** (continues on next page)

**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	Business ID	8'-3" x 1'-2"	9.6	One sign per street elevation (max 2 SF per linear ft)	Multiple signs not to exceed 34 SF
2	Business ID	4'-5" x 7"	3.3	One sign per street elevation (max 2 SF per linear ft)	Multiple signs not to exceed 34 SF
3	Business ID	1'-3" x 0'-10"	1.04	One sign per street elevation (max 2 SF per linear ft)	Multiple signs not to exceed 34 SF
4	Business ID (2)	1'-6" x 0'-3"	0.375	One sign per street elevation (max 2 SF per linear ft)	Multiple signs not to exceed 34 SF
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: Fire retardant treated wood paneling in black color  
 Texture /Finish: Natural texture with decorative inlays  
 Color / Transparency: Black stain

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

Material: Metal framing  
 Texture /Finish: Paint/powdercoating  
 Color / Transparency: Black / dark gun metal

**ROOF**

Material: N/A  
 Texture /Finish:  
 Color / Transparency:

**CHIMNEY(S)**

Material: N/A  
 Texture /Finish:  
 Color / Transparency:

**COLUMNS**

Material: N/A  
 Texture /Finish:  
 Color / Transparency:

**BALCONIES & RAILINGS**

Material: N/A  
 Texture /Finish:  
 Color / Transparency:

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

Material: N/A  
 Texture /Finish:  
 Color / Transparency:

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

**AWNINGS, CANOPIES**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**DOWNSPOUTS / GUTTERS**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUSINESS ID SIGN(S)**

Material: Face lit plexiglass / black metal sides  
Texture /Finish: Black metal / dark gun metal  
Color / Transparency: Opaque plexiglass / black metal sides

**BUILDING ID SIGN(S)**

Material: Back lit metal sign  
Texture /Finish: Black metal / dark gun metal  
Color / Transparency: Black

**EXTERIOR LIGHTING**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**PAVED SURFACES**

Material: Stone tiles / beige  
Texture /Finish: Honed natural finish  
Color / Transparency: Beige

**FREESTANDING WALLS AND FENCES**

Material: N/A  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**OTHER DESIGN ELEMENTS**

Material: Side wall / existing stone cladding  
Texture /Finish: Stone tiles / natural polish  
Color / Transparency: Light beige

**D Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:**

N/A

**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.**

We believe this design to have much character and quality in the detailing. The type of materials used and their color make it very unique - the black color harmonize in an appropriate way with the adjacent store front designs.

- 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 store front of this proposed design is two sided and provides a particularly high sound insulation between the inside and the outside

- 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 design is of great quality as compared to the high retail standards - it is Moncler's signature in prominent location such as 5th Ave, New York - Paris & Milan

- 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.**

This is a "signature design" - it's design intention is to harmonize with the adjacent buildings in a sculptural way, not by competing or imitating but reflecting its own character and quality.

- 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 development responds to the Municipal Code's guidelines and provides a design statement of quality and in keeping with Rodeo Drive's highest design standards.



**Design Review Commission Report**

455 North Rexford Drive  
AC Meeting –March 21, 2012

**Attached B:**

Design Plans, Cut Sheets  
and Supporting Documents





REV	DATE	BY	CHK

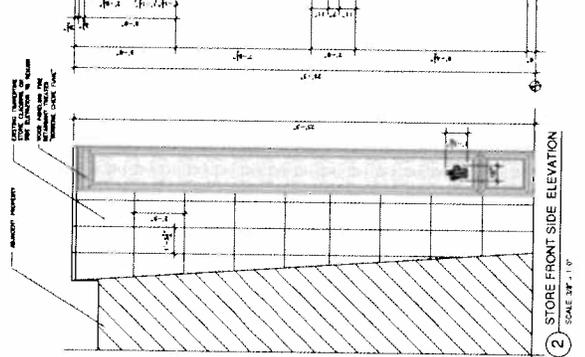
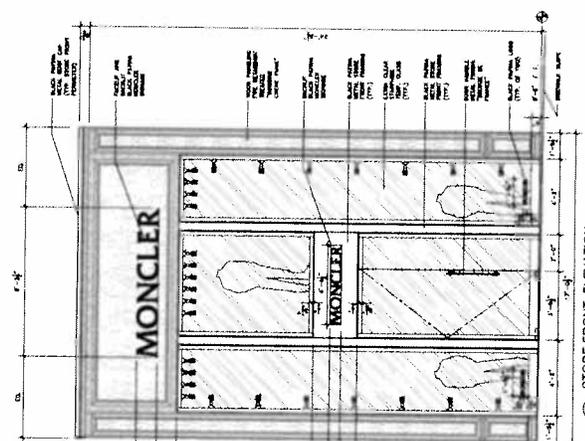
PERLITIGI ROYALTY ARCHITECT, INC.  
 5 Montgomery Court, Raleigh, NC 27601  
 TEL: (919) 979-2704 FAX: (919) 979-2001

PERLITIGI ROYALTY ARCHITECT, INC.  
 5 MONTGOMERY COURT, RALEIGH, NC 27601  
 TEL: (919) 979-2704 FAX: (919) 979-2001

MONCLER  
 1000 W. MONCLER  
 RICHMOND, VA 23220

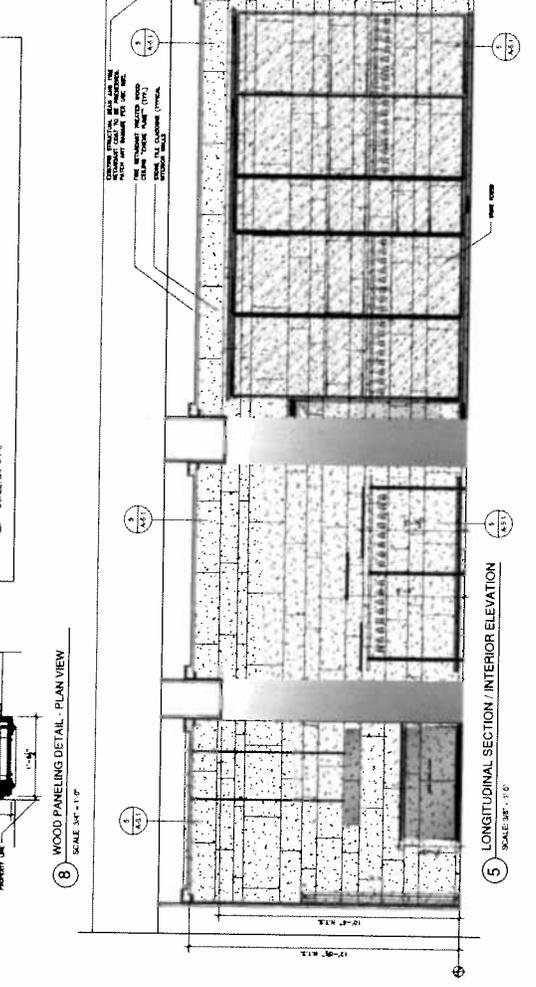
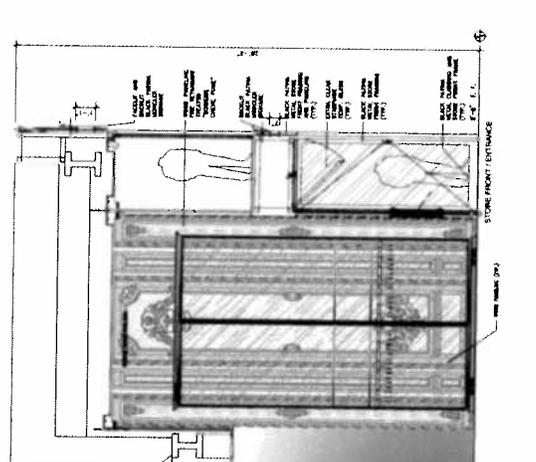
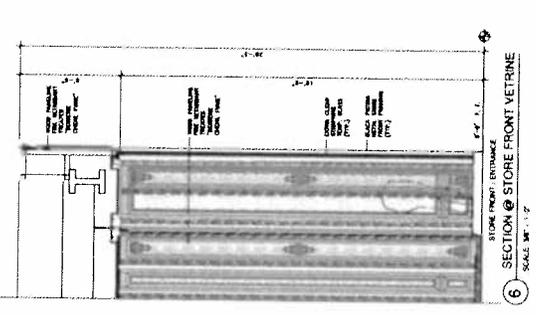
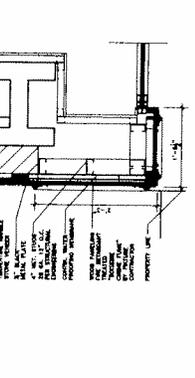
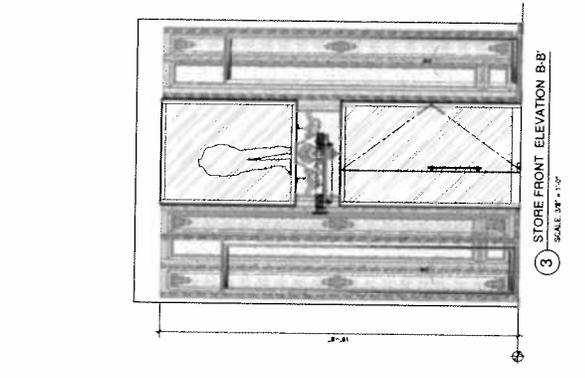
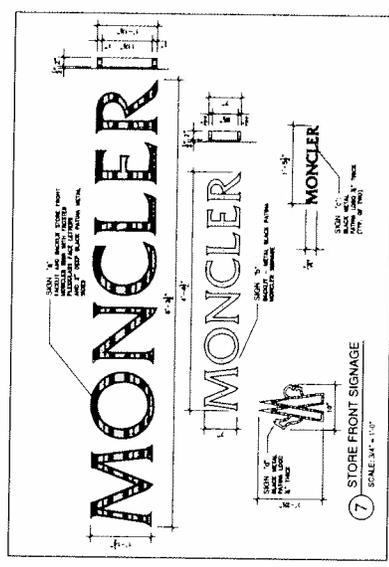
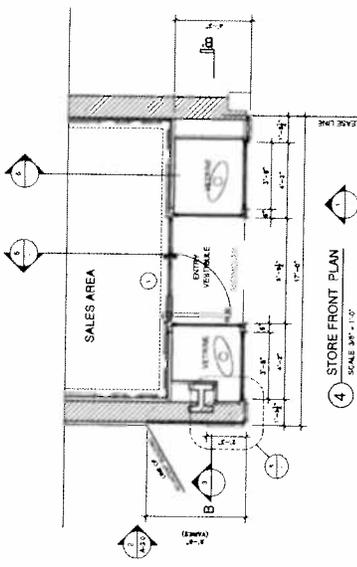


STORE FRONT / SECTIONS  
 ELEVATION / SECTIONS  
 DATE: 01.27.2010  
 DRAWN: P.L.B.  
 CHECKED: P.L.B.  
 SCALE: A-3.0



STORE FRONT SIGNS AREA COUNT:

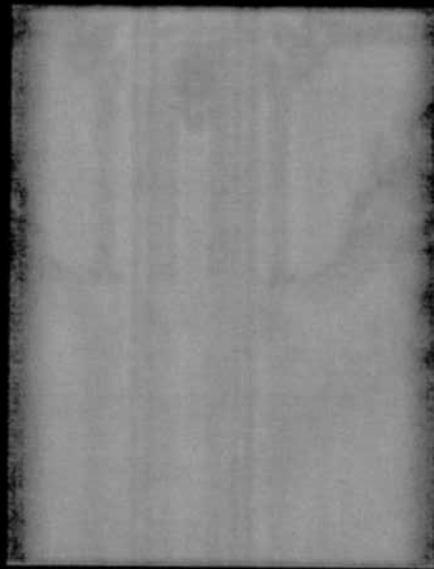
SIGN 1	8' 0" X 11' 0" = 88.00 FT <sup>2</sup>
SIGN 2	2' 0" X 5' 0" = 10.00 FT <sup>2</sup>
SIGN 3	15' 0" X 2' 0" = 30.00 FT <sup>2</sup>
SIGN 4	12' 0" X 10" = 12.00 FT <sup>2</sup>
TOTAL	140.00 FT <sup>2</sup>



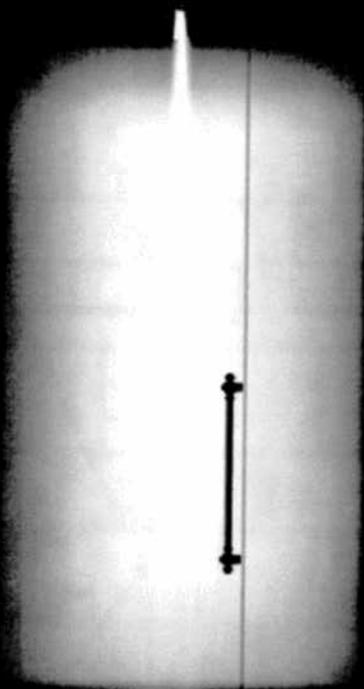




# MONCLER



## MONCLER





**Design Review Commission Report**

455 North Rexford Drive  
AC Meeting –March 21, 2012

**Attached C:**

Draft Approval Resolution

RESOLUTION NO. A-XX-XX

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, SIGN ACCOMMODATION AND A CONSTRUCTION BARRICADE MURAL AT THE PROPERTY LOCATED AT 328 NORTH RODEO DRIVE (MONCLER – PL1203048).

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

Section 1. Pierluigi Bonvicini, AIA, applicant on behalf of the property owners, 326 Rodeo Drive LLC, and the tenant, Moncler (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation and a construction barricade mural for the property located at 328 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 filing 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

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Shena Rojemann, Commission Secretary  
Community Development Department

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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:

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