



Architectural Commission Report

Meeting Date: Wednesday, April 18, 2012

Subject: **DIOR**
309 North Rodeo Drive
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs and construction barricade mural.
(PL#120 5063)

Project applicant: Bill Shaffer, Christian Dior Inc.

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 Dior at 309 North Rodeo Drive. The proposed façade remodel includes clear glass, chromium mirror frit, linear LED lighting, and brushed stainless steel frames for the windows and doors. The applicant is also requesting a sign accommodation to allow multiple business identification signs. 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 100 square feet, the total business sign area otherwise permitted, or 10% of the vertical surface area of that portion of the wall below 20' in height, whichever is less. For the subject site, the maximum permitted sign area is 100 square feet. Four signs are proposed with a total sign area of 23.4 square feet; this is less than 25% of what is otherwise permitted by the Beverly Hills Municipal Code. Two signs are located on the upper portion of the façade and two signs are located on the storefront windows. The proposed signage material includes polished stainless steel with a black vinyl face. The applicant is also proposing a construction barricade mural with a vinyl purse image.

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, April 6, 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:

Cindy Gordon, Assistant Planner

(310) 285-1191

cjgordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive
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Attached A:

Detailed Design Description
and Materials (Applicant Prepared)

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):
Request for more signage
Number of signs proposed: 4
 - 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:

Entirely new facade proposed with custom made sawtooth glass panels backed by chain woven screen and backlit by vertical LED lights. Four new Business Identification Signs will be added in three different sizes. Signs to be made from polished stainless steel with black acrylic face. The street level will be a fully glazed display window area. An automated glass sliding door will be the main entrance to the store.

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 (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</u> <u>Feet</u>	<u>Maximum Area Permitted</u> <u>by Code</u>	<u>Maximum Area</u> <u>Permitted w/ Sign</u> <u>Accommodation</u> (if applicable)
1	Business ID (1) Type A	6'-5 1/4" x 2'-6 1/2" (1)	16.3	100	
2	Business ID (1) Type B	3'-9 1/2" x 1'-6" (1)	5.7	100	
3	Business ID (2) Type C	1'-4 1/2" x 6 1/2" (2)	.7 x 2 = 1.4	100	
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: Custom glass with chromium mirror pattern
Texture /Finish: Transparent/Mirrored
Color / Transparency: Clear/Transparent

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

Material: Clear glass with brushed stainless steel frame
Texture /Finish: Clear
Color / Transparency: Clear/Transparent

ROOF

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

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: "Dior" in 3 different size; Polished Stainless Steel with Black Vinyl Face
Texture /Finish: Glossy/Polished
Color / Transparency: Black/Opaque

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Linear LED Lights
Texture /Finish: Illuminated
Color / Transparency: White/Illuminated

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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 proposed design is characterized by a unique and novel glazing system which communicates the City's efforts to be at the forefront of progressive design, specifically as it applies to the retail market. The layering of the materials - glass, chrome, chain woven mesh, led, and metallic finish - will lend a certain depth to the street-scape of Rodeo Drive. The resulting crystal-like aesthetic will serve to attract patrons and visitors to the area, bolstering Beverly Hills's reputation at the forefront of retail culture in Los Angeles.

- 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.**

N/A

- 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 materials used in building the facade will be of the highest quality in order to successfully complement the unique and equally high quality of the proposed design. Glass is a timeless material and being that it will be used in an entirely modern and novel way in this design will make the proposed a strong addition to the area.

- 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.**

Rodeo drive is known for its commitment to high end retail and this Dior retail project fits that mould perfectly. The newly designed project will complement the number of similarly unique retail buildings in its direct vicinity and will not only attract more patrons and visitors to the area but will communicate the retail culture of Beverly Hills to a larger audience by means of its high architectural 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.**

Rodeo Drive is characterized by the unique looks of all of the high end retail stores and the proposed Dior design will complement these existing buildings and become a suitable addition to the city.



Architectural Commission Report

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Attached B:

Design Plans, Cut Sheets
and Supporting Documents

Dior
Beverly Hills

309 North Rodeo Drive
Beverly Hills, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

1000 De Soto Ave, Suite 202, Los Angeles, California 90024
Phone: (310) 470-1000 Fax: (310) 470-1001

Peter Mgrino
Architect

101 East 5th Street
Los Angeles, CA 90012
Tel: 213.799.3999
Fax: 213.799.3777

CONTRACT NO.

PROJECT/CLIENT NAME

DATE OF ISSUE
PROJECT/CLIENT NAME
PROJECT/CLIENT ADDRESS
PROJECT/CLIENT PHONE
PROJECT/CLIENT FAX
PROJECT/CLIENT EMAIL
PROJECT/CLIENT WEBSITE
PROJECT/CLIENT URL
PROJECT/CLIENT CONTACT PERSON
PROJECT/CLIENT CONTACT PHONE
PROJECT/CLIENT CONTACT FAX
PROJECT/CLIENT CONTACT EMAIL
PROJECT/CLIENT CONTACT WEBSITE
PROJECT/CLIENT CONTACT URL
PROJECT/CLIENT CONTACT PERSON
PROJECT/CLIENT CONTACT PHONE
PROJECT/CLIENT CONTACT FAX
PROJECT/CLIENT CONTACT EMAIL
PROJECT/CLIENT CONTACT WEBSITE
PROJECT/CLIENT CONTACT URL

NOTES:
NORTH

F. SHEET IS LESS THAN 27" x 36" THE 0.1 REVISED
PRINT (REDUCE SCALE ACCORDINGLY)

NO. DATE REVISION FOR BY
04.07.12 ARCH. REVIEW BOARD

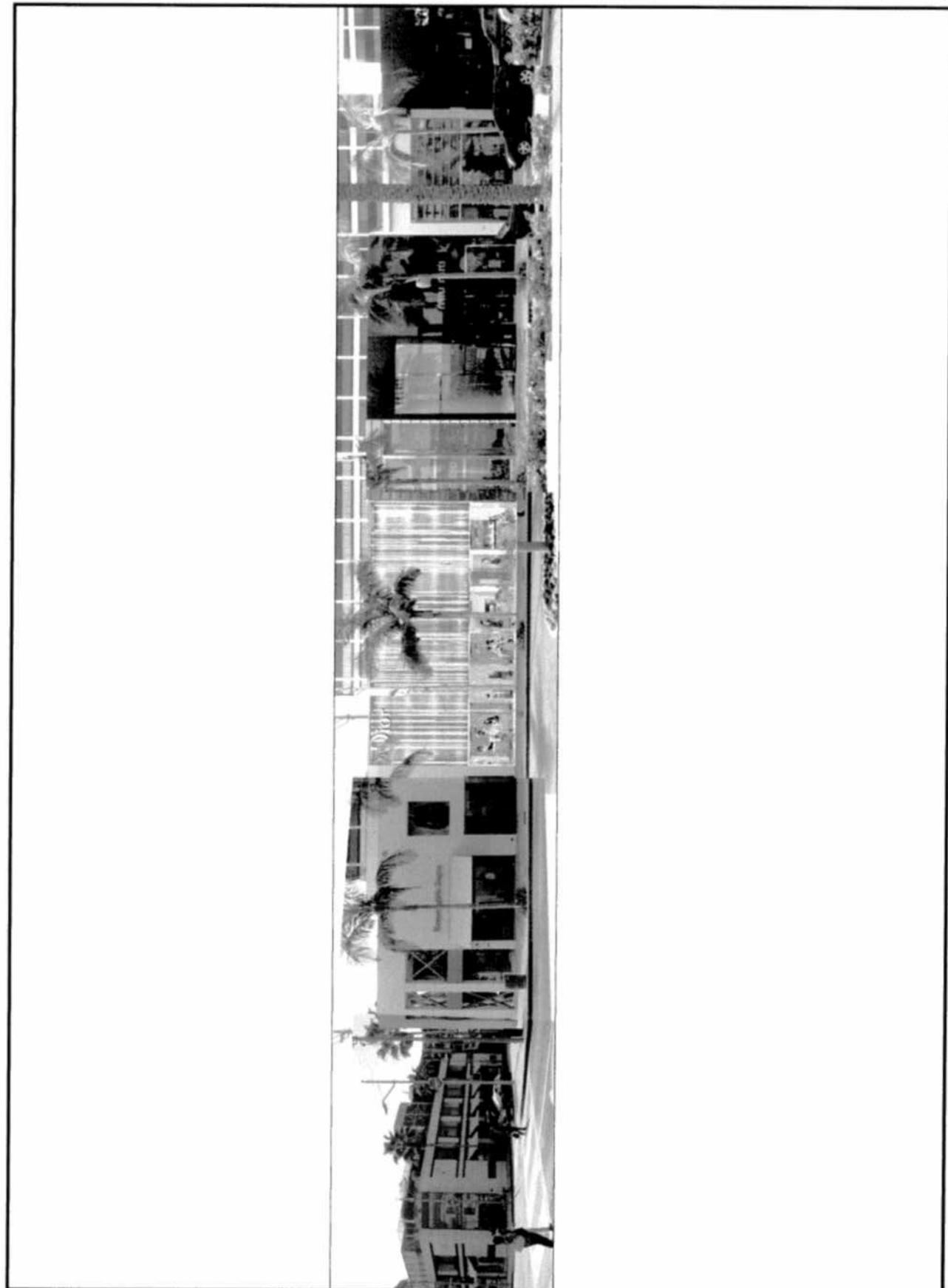
BASE FILE NAME
DRAWN BY
CHECKED BY
SCALE
DATE
PROJECT NO.

STREETSCAPE
PHOTOMONTAGE

SHEET TITLE

G108

SHEET NO.



Dior
Beverly Hills

309 North Rodeo Drive
Beverly Hills, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

2500 Wilshire Blvd Suite 200 Los Angeles California 90010
Phone: (310) 276-1400 Fax: (310) 276-1401 TDD: (310) 276-1402

Peter McGrino
Architect

100 West 5th Street
Los Angeles, CA 90013
Tel: 213.624.4444
Fax: 213.624.2277

CONTRACT NO.

ARCHITECT/INTERIOR DESIGNER

PROJECT NO.

DATE

SCALE

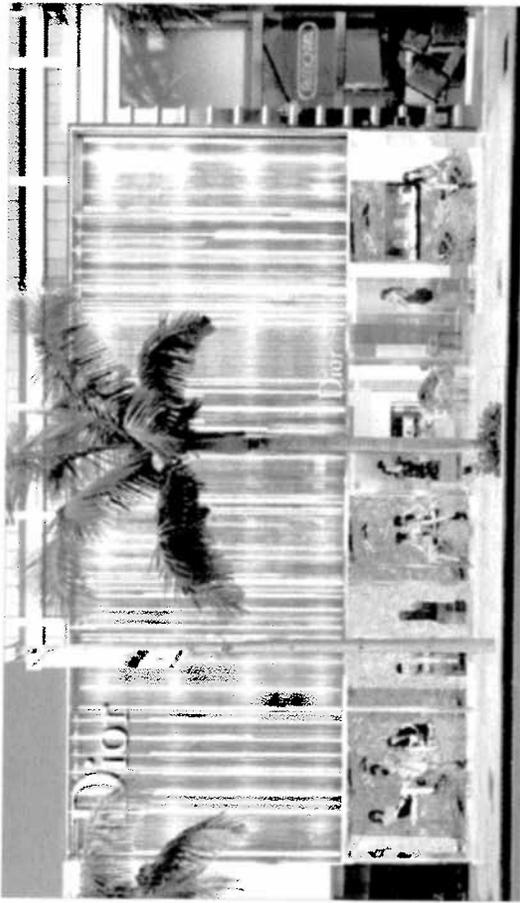
DATE

BY

DATE



1 EXTERIOR RENDERING - PERSPECTIVE
SCALE: 1/8" = 1'-0"



2 COLOR ELEVATION
SCALE: 1/8" = 1'-0"

3 DIMENSIONAL
PERSPECTIVE RENDERING
& COLOR ELEVATION
SHEET TITLE

A501

SHEET NO.

Dior
Beverly Hills

309 North Rodeo Drive
Beverly Hills, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

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Architect

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Fax: 310.274.1201

CONSULTANT

ARCHITECT/INTERIOR DESIGNER

GRUEN ASSOCIATES, INC. is a registered professional architectural firm in the State of California. The firm is a member of the American Institute of Architects (AIA) and the California Institute of Architects (C.A.A.). The firm is also a member of the National Society of Professional Engineers (NSPE) and the National Society of Professional Engineers (NSPE). The firm is also a member of the National Society of Professional Engineers (NSPE) and the National Society of Professional Engineers (NSPE).

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IF SHEET IS LESS THAN 27" X 36", THIS IS A REDUCED SHEET. PLEASE REDUCE SCALE ACCORDINGLY.

NO. DATE REVISION FOR BY
04/22/12 ARCH REVIEW BOARD

WALL PANEL NUMBER

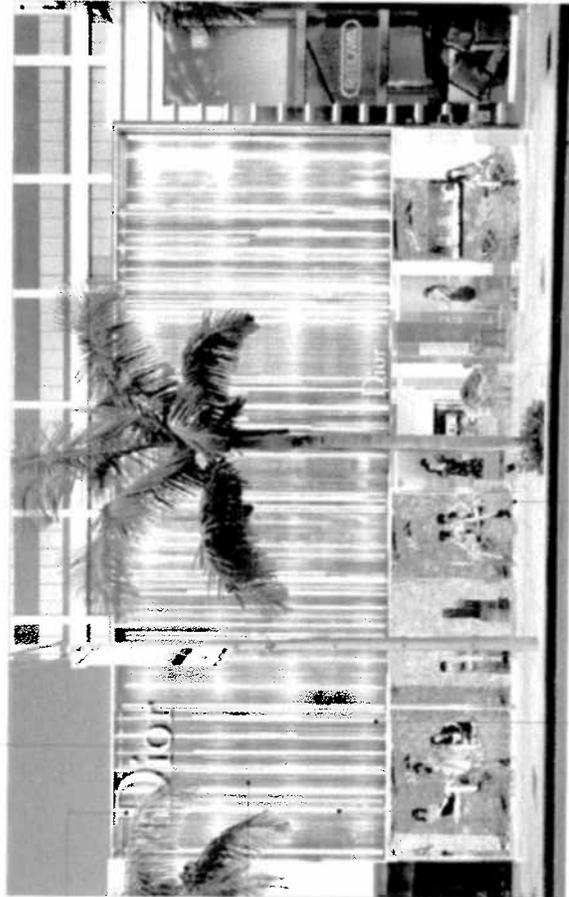
DESIGNED BY RW
CHECKED BY DB
SCALE NTS
DATE 03/26/12
PROJECT NO. 7925

MATERIAL CALLOUT

SHEET TITLE

A511

SHEET NO.



POLISHED STAINLESS STEEL



BLACK ACRYLIC



CLEAR GLASS



NEUTRAL LED LIGHTING

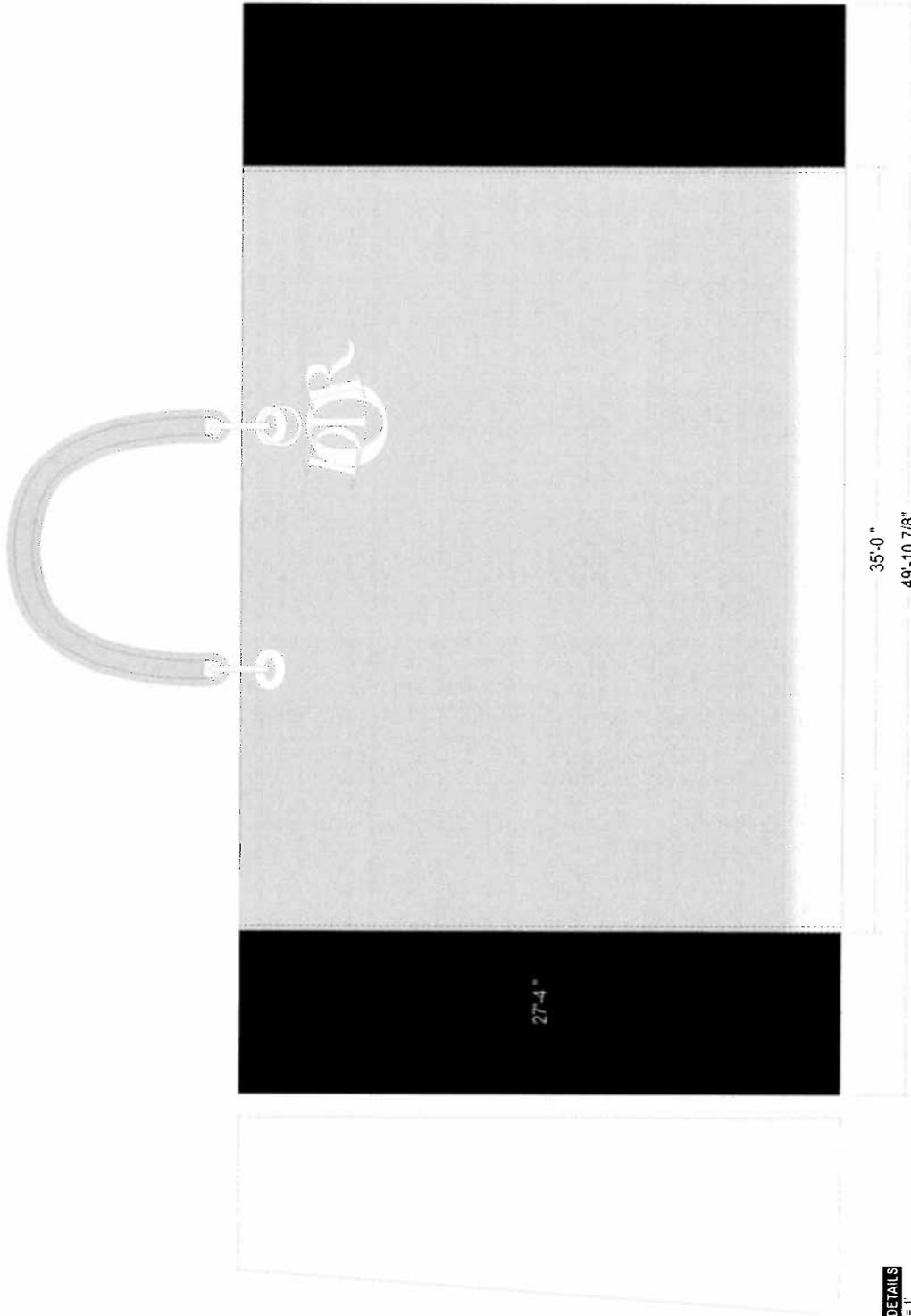


GLASS WITH CHROMIUM MIRROR FRIT



BRUSHED STAINLESS STEEL

Dior - Rodeo Drive
35 feet wide



ELEVATION DETAILS
SCALE: 1/4" = 1'



Beverly Hills
35 feet wide





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Attached C:

Draft 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, SIGN ACCOMMODATION, AND CONSTRUCTION BARRICADE AT THE PROPERTY LOCATED AT 309 NORTH RODEO DRIVE (PL1205063).

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

Section 1. Ashok Vanmali, agent, on behalf of the property owners, Barack Ferrazzano Kirschbaum & Nagelberg LLP, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and sign accommodation for the property located at 309 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 April 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, 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 are proposed 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: April 18, 2012

Shena Rojemann, Commission Secretary
Community Development Department

Allen Rennett, Chair
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 April 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