



Architectural Commission Report

Meeting Date: Wednesday, September 19, 2012

Subject: **BVLGARI**
401 North Rodeo Drive
Request for approval of a revision to a previously approved business identification sign
(PL121 4731)

Project applicant: Ashok Vanmali, AIA – Gruen Associates

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

REPORT SUMMARY

The applicant is requesting approval of a revision to a previously approved business identification sign which was approved by the AC on March 21, 2012 (see Attachment A). The application is requesting a revision to the sign located on the Brighton Way elevation of the building. The approved sign was to be composed of individually mounted brass letters. The applicant is now requesting that the sign be composed of a copper metal sheet with bronzed brass letters. This material is consistent with the sign previously approved for the Rodeo Drive elevation. The sign would be a total of 18.5 square feet which is consistent with the previously approved sign which was also 18.5 square feet in area.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.

Attachment(s):

- A. AC Approved Elevation – March 21, 2012
- B. Design Plans, Cut Sheets and Supporting Documents
- C. Approval Resolution

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192
srojemann@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting –September 19, 2012

Attached A:

AC Approved Elevation
March 21, 2012



BVLGARI

401 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS
February 2012
ARB APPROVED SIGNAGE



BVLGARI

401 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS
February 2012
ARB APPROVED SIGNAGE



Design Review Commission Report

455 North Rexford Drive
AC Meeting –September 19, 2012

Attached B:
Design Plans, Cut Sheets
and Supporting Documents

BVLGARI

401 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES ARCHITECTURE PLANNING INTERIORS

6330 Sun Vesta Blvd, Suite 200, Los Angeles, California 90048
www.gruenassociates.com 1 323 857 4200 F 323 857 8011

CONSULTANT

ARCHITECT/ENGINEER SEAL

The engineer and architect, when signed and stamped, do not and cannot warrant the propriety of the architect. No part thereof shall be copied or used to reproduce any part or portion thereof for any other project for which they have not been specifically authorized in writing by the architect. The engineer shall have authority to modify the work within the limits of his or her professional seal. Other drawings or items drawings shall have permission over sealed drawings. The architect and engineer are to be responsible for all dimensions and conditions on this plan when to them existing. They shall make it available to this office for approval when planning with the architect.
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NORTH
⊕
IF SHEET IS LESS THAN 22"x34", THIS IS A REDUCED PRINT. REDUCE SCALE ACCORDINGLY.

KEY PLAN

NO.	DATE	ISSUED FOR	BY

02.17.12	ARCH. REVIEW BOARD		
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BASE FILE NAMES	
DRAWN BY	BS
CHECKED BY	AV
SCALE	1/8"=1'-0"
DATE	01.06.12
PROJECT NO.	7941

GROUND AND MEZZANINE DEMOLITION PLANS

SHEET TITLE

D111

SHEET NO.

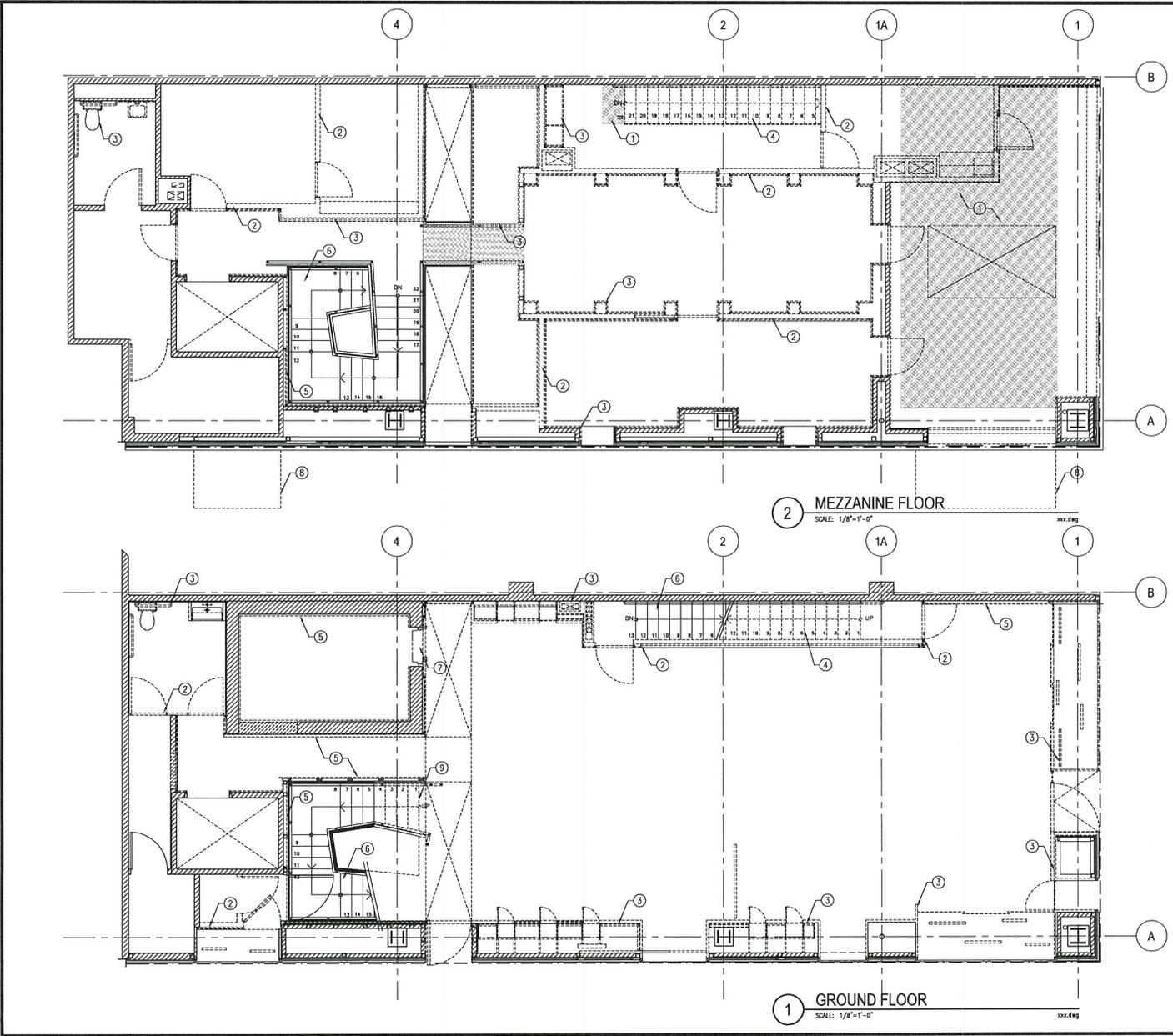
KEYNOTES:

- EXISTING SLAB TO BE REMOVED
- EXISTING WALL AND DOOR TO BE REMOVED
- EXISTING FIXTURES, MILLWORK AND FURNITURE, FLOOR FINISHES, WALL FINISHES AND ASSOCIATED BASES/TRIMS TO BE REMOVED
- EXISTING STAIR TO BE RELOCATED
- EXISTING WALL FINISHES AND ASSOCIATED BASES/TRIM TO BE REMOVED
- EXISTING STAIR TO REMAIN
- EXISTING VAULT DOOR TO BE REUSED AND RELOCATED
- EXISTING CANOPY TO BE REMOVED
- EXISTING STAIR TO BE MODIFIED

LEGEND:

- EXISTING WALL TO REMAIN
- DEMO EXISTING WALL

PROGRESS PRINT - NOT FOR CONSTRUCTION



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Minor dimensions on these drawings shall have precedence over verbal dimensions. Contractor shall verify and be responsible for all dimensions and conditions on the job and they shall be held for any variation from the drawings and conditions shown by these drawings. Shop details must be submitted to the architect for approval before proceeding with fabrication.
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KEY PLAN

NO. DATE ISSUED FOR BY

03.21.12 ARCH. REVIEW BOARD

BASE FILE NAMES

DRAWN BY BS

CHECKED BY AV

SCALE 1/8"=1'-0"

DATE 01.06.12

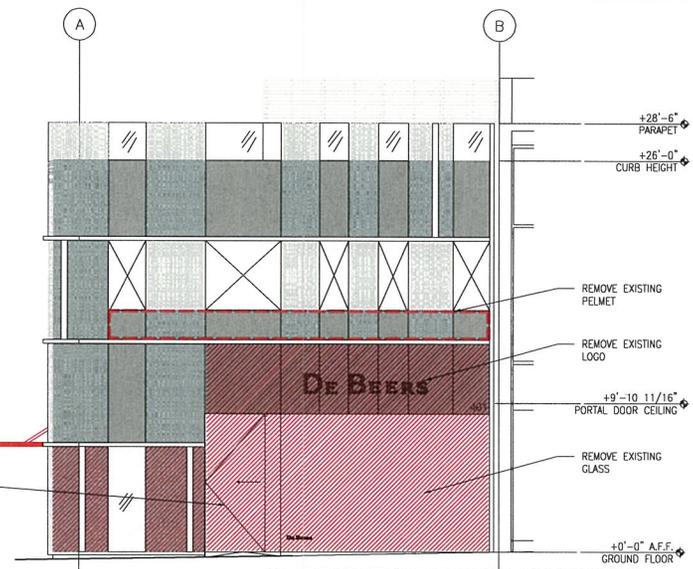
PROJECT NO. 7941

DEMOLITION - EXTERIOR ELEVATIONS

SHEET TITLE

D311

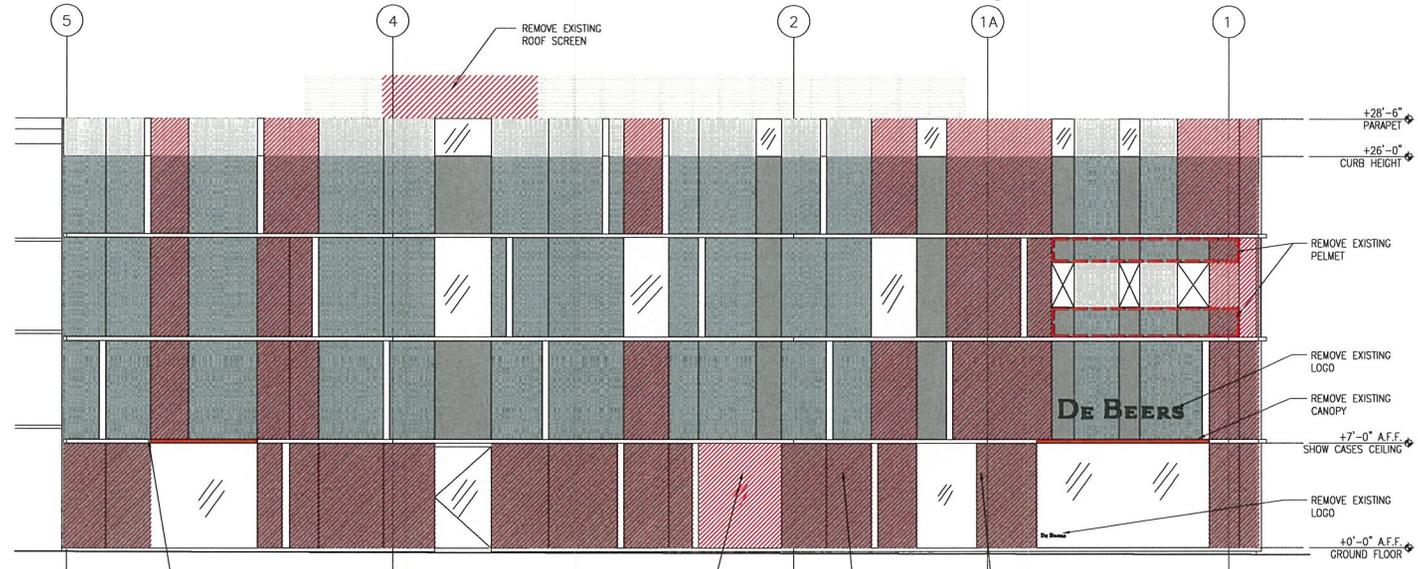
SHEET NO.



2 DEMOLITION ELEVATION - RODEO DRIVE
SCALE: 1/8"=1'-0" xxx.dwg

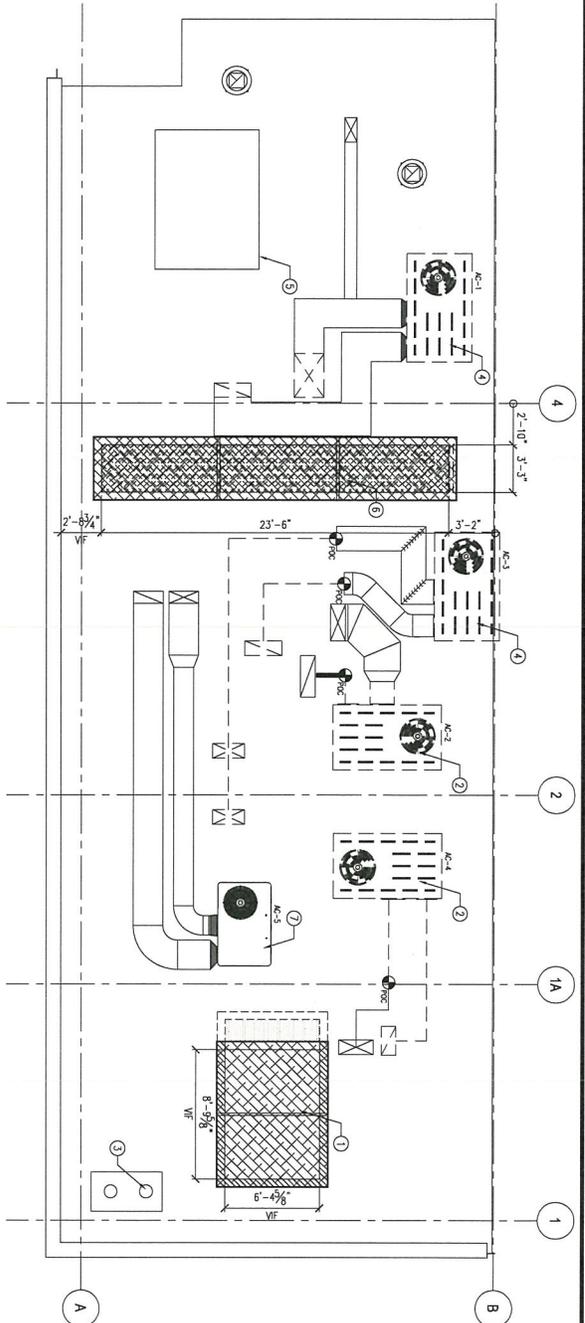
LEGEND:

-  (E) CLEAR OR ENGRAVED GLASS PANEL TO BE REMOVED
-  (E) PELMET TO BE REMOVED
-  (E) CANOPY TO BE REMOVED



1 DEMOLITION ELEVATION - BRIGHTON WAY
SCALE: 1/8"=1'-0" xxx.dwg

PROGRESS PRINT - NOT FOR CONSTRUCTION



1 ROOF PLAN
SCALE: 1/8"=1'-0"

- KEYNOTES:**
1. EXISTING SKYLIGHT WITH NEW GLASS ROOF
 2. EXISTING MECHANICAL EQUIPMENT TO REMAIN
 3. EXISTING ROOF DRAINS/LOW POINT OF ROOF
 4. EXISTING MECHANICAL EQUIPMENT TO BE RELOCATED
 5. EXISTING ELEVATOR BUMP UP
 6. PROPOSED NEW SKYLIGHT WITH GLASS
 7. NEW MECHANICAL EQUIPMENT

- LEGEND:**
- EXISTING WALL TO REMAIN
 - ===== NEW WALL
 - - - - - LEASE LINE
 - Fire EXTINGUISHER CABINET

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BVLGARI

401 N. ROSSO DRIVE
BEVERLY HILLS, CA 90210

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CONSULTANT

ARCHITECT/ENGINEER SEAL

I, **GRUEN ASSOCIATES**, a California Limited Liability Company, do hereby certify that I am a duly Licensed Architect/Engineer in the State of California, and that I am the Architect/Engineer of Record for the project described herein. I am not providing this seal for any other project, and I am not providing this seal for any other purpose. I am not providing this seal for any other project, and I am not providing this seal for any other purpose. I am not providing this seal for any other project, and I am not providing this seal for any other purpose.

PROJECT NO. 7941
DATE 01.08.12
SCALE 1/8"=1'-0"
CHECKED BY AN
DRAWN BY SS
DATE FILE NAMED 02.17.12 ANCL REVIEW BOARD

ROOF PLAN
SHEET TITLE
A112

SHEET NO.

BVLGARI

401 N. RODEO DRIVE
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KEY PLAN

NO.	DATE	ISSUED FOR	BY
09.19.12	ARB	SIGNAGE MODIFICATION	
02.17.12	ARCH.	REVIEW BOARD	

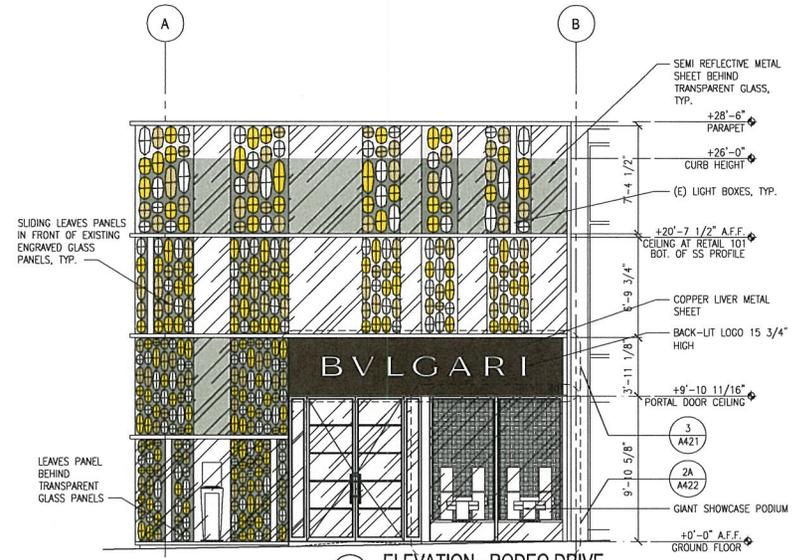
BASE FILE NAMES	
DRAWN BY	BS
CHECKED BY	AV
SCALE	1/8"=1'-0"
DATE	01.06.12
PROJECT NO.	7941

EXTERIOR ELEVATIONS

SHEET TITLE

A311

SHEET NO.



2 ELEVATION - RODEO DRIVE

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

xxx.dwg



1 ELEVATION - BRIGHTON WAY

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

xxx.dwg

BVLGARI

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KEY PLAN

NO.	DATE	ISSUED FOR	BY
09.19.12	ARB SIGNAGE MODIFICATION		
02.17.12	ARCH. REVIEW BOARD		

BASE FILE NAMES	
DRAWN BY	BS
CHECKED BY	AV
SCALE	1/8"=1'-0"
DATE	01.06.12
PROJECT NO.	7941

EXTERIOR ELEVATIONS - LIGHTING

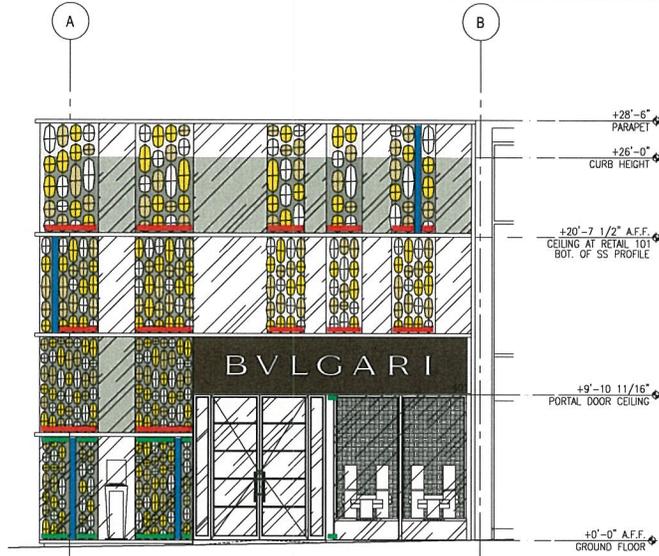
SHEET TITLE

A312

SHEET NO.

LEGEND:

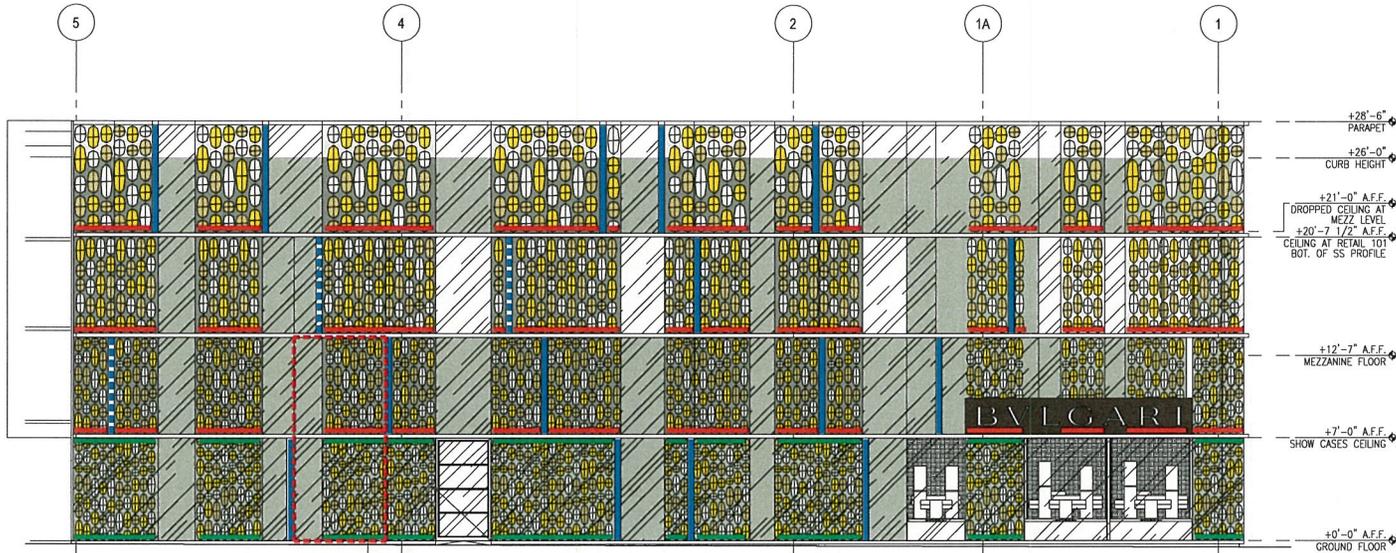
- █ 10 LIGHTING (LENGTH VARIES) LINE
2.0 HO 52" 5' L.E.D. 3000K
- █ 10 LIGHTING (LENGTH VARIES) LINE
.75 HO SYMMETRIC 48" 10'
3000K HIGH OUTPUT ADJUSTABLE
MOUNTING
- █ NEW LED BACKLIGHTING



2 ELEVATION - RODEO DRIVE

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

xxx.dwg



1 ELEVATION - BRIGHTON WAY

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

xxx.dwg

2

A502

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KEY PLAN

NO.	DATE	ISSUED FOR	BY
02.17.12	ARCH. REVIEW BOARD		

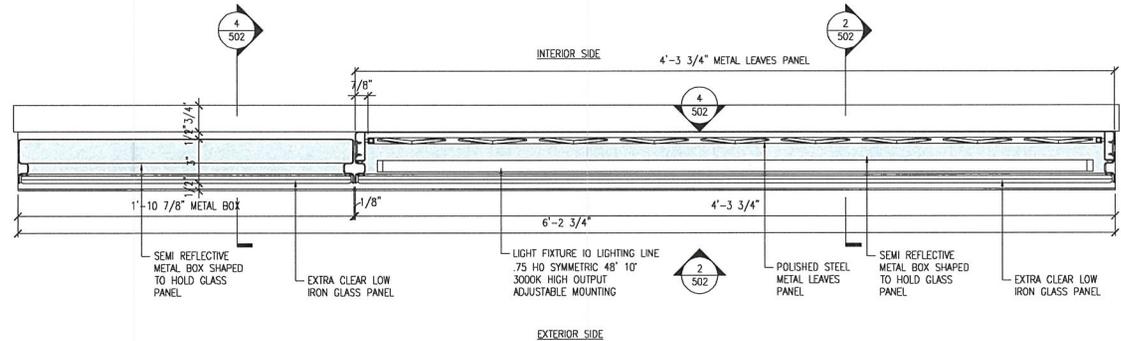
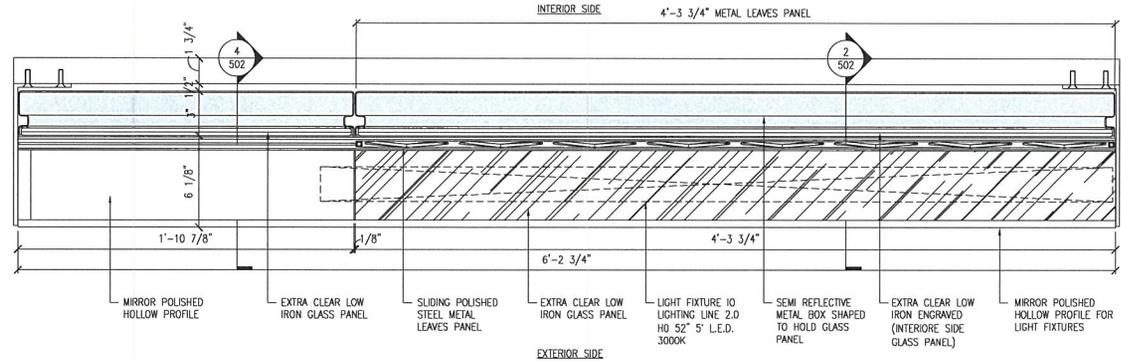
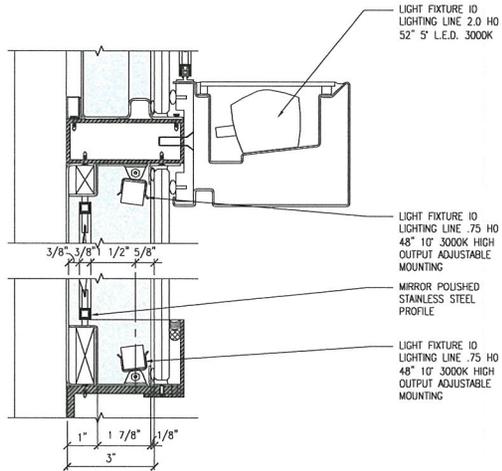
BASE FILE NAMES	
DRAWING BY	CM
CHECKED BY	AV
SCALE	AS NOTED
DATE	01.06.12
PROJECT NO.	7941

EXTERIOR DETAILS

SHEET TITLE

A501

SHEET NO.





Design Review Commission Report

455 North Rexford Drive
AC Meeting –September 19, 2012

Attached C:
Draft Approval Resolution

RESOLUTION NO. AC-59-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A **REVISION TO A PREVIOUSLY APPROVED BUSINESS IDENTIFICATION SIGN** (BVLGARI – PL1214731).

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

Section 1. **Ashok Vanmali**, applicant on behalf of the property owners, **Rodeo and Brighton LLC**, and the tenant, **Bvlgari** (Collectively the “Applicant”), has applied for architectural approval of a **revision to a previously approved business identification sign for the property located at 401 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 **September 19, 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. **There are no special conditions 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: **September 19, 2012**

Shena Rojemann, Commission Secretary
Community Development Department

Zale Richard Rubins, 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-59-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **September 19, 2012** and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of five (5) 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

