



# Architectural Commission Report

**Meeting Date:** Wednesday, September 19, 2012

**Subject:** **MALO**  
**431 North Rodeo Drive**

Request for approval of a façade remodel, a sign accommodation to allow a courtyard sign to exceed 8 SF, and a sign accommodation to allow a business identification sign facing private property.  
(PL1217495)

**Project applicant:** Giuseppe Polvani

**Recommendation:** Review the proposed project and provide the applicant with design direction.

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## REPORT SUMMARY

The applicant is requesting approval of a façade remodel, and sign accommodation to allow business identification signage to face private property and to allow business identification within the courtyard of the Rodeo Collection to exceed 8 SF. The applicant is also requesting business identification signage along Rodeo Drive that is not subject to a sign accommodation.

The proposed façade remodel consists of a new storefront system on the Rodeo Drive elevation that includes clear glazing and metal framing, a metal frame sign box, and a new metal balustrade to replace the existing. The modifications to the courtyard elevation include a new clear glazing and metal framing storefront entry system.

In addition to the proposed façade modifications, the applicant is requesting the following signage:

### *Rodeo Drive Elevation*

- One 9 SF business identification sign on the metal frame sign box
- One 0.7 SF business identification sign perpendicular to the storefront entry

### *Courtyard Entry Elevation*

- One 3.25 SF business identification sign (as this sign faces private property (a sign accommodation is required)

### *Courtyard Elevation*

- One 12.5 SF business identification sign (as this sign exceeds the 8 SF permitted for courtyard signage, a sign accommodation is required)

All proposed signs are within the sign areas that are either permitted by the Beverly Hills Municipal Code (BHMC) or by a sign accommodation pursuant to the BHMC.

#### Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Design Plans, Cut Sheets and Supporting Documents
- DRAFT Approval Resolution

#### Report Author and Contact Information:

Cindy Gordon, Assistant Planner  
(310) 285-1191  
[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## Design Review Commission Report

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The applicant has also included a construction barricade drawing in their architectural review submittal. Since the applicant is not proposing a mural or similar graphic on the construction barricade, it is not subject to review by the Architectural Commission but has been included as part of the overall package. The sign area currently proposed on the construction barricade exceeds the maximum permitted 62 SF; however, a standard condition of approval for architectural review requires all projects to comply with the BHMC. This includes construction barricade signage and the applicant has been made aware of this requirement.

### **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, September 7, 2012. To date staff has not received any comments in regards to the submitted project.



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**Attachment 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: 1
- Building Identification Sign(s)  
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
Signs facing courtyard of Rodeo Collection  
Number of signs proposed: 2
- 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:**

Renovation of existing retail store. New entry, side & rear store front & signage.

**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'-3 13/16" x 6'-8 5/8"	8.85 S.F.		
2	Business ID	1'- 10 1/2" X 4 1/2"	0.705 S.F.		
3	Business ID	4'-1 5/16" X 9 1/2"	3.25 S.F.		
4	Business ID	3'-6 3/4" X 3'-6 3/4"	12.69 S.F.		
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: Existing 5/8" stone  
 Texture /Finish: Smooth  
 Color / Transparency: White with marbling

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

Material: Metal Door Frame & Glass  
 Texture /Finish: PAINTED IN MATT FINISH & STRATIFIED EXTRACLEAR GLASS 13/32"+13/32" PL. 1,52  
 Color / Transparency: COLOR RAL 7024 GREY GRAPHITE

**ROOF**

Material: NA  
 Texture /Finish:  
 Color / Transparency:

**CHIMNEY(S)**

Material: NA  
 Texture /Finish:  
 Color / Transparency:

**COLUMNS**

Material: NA  
 Texture /Finish:  
 Color / Transparency:

**BALCONIES & RAILINGS**

Material: METAL BALUSTRADE  
 Texture /Finish: PAINTED MATT FINISH  
 Color / Transparency: COLOR RAL 7024 GREY GRAPHITE

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

Material: NA  
 Texture /Finish:  
 Color / Transparency:

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

**AWNINGS, CANOPIES**

Material: NA

Texture /Finish:

Color / Transparency:

**DOWNSPOUTS / GUTTERS**

Material: NA

Texture /Finish:

Color / Transparency:

**BUSINESS ID SIGN(S)**

Material: WATERPROOF MDF PAINTED WITH OUTDOOR PAINT COLOR

Texture /Finish:

Color / Transparency: "PANTONE 5445C"

**BUILDING ID SIGN(S)**

Material: NA

Texture /Finish:

Color / Transparency:

**EXTERIOR LIGHTING**

Material: Recessed outdoor downlights at entry

Texture /Finish:

Color / Transparency: COLOR RAL 7024 GREY GRAPHITE

**PAVED SURFACES**

Material: 1.DOOR MAT 2. STAIRS

Texture /Finish: 1.(PERIMETRAL FRAME IN STAINLESS STEEL 5 mm)

Color / Transparency: 1.NATURAL COCONUT 2. "PIETRA EXTRAFORTE" FINISH "SABBIATA"

**FREESTANDING WALLS AND FENCES**

Material: NA

Texture /Finish:

Color / Transparency:

**OTHER DESIGN ELEMENTS**

Material: NA

Texture /Finish:

Color / Transparency:

**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.**

New facade for project is designed with simple elegance and high quality materials in keeping with the image of Beverly Hills.

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 building is clad with 5/8" thick glass and stone, which will isolate the interior of the building from exterior noise. The new space will also be fully insulated to maintain the interior conditions of the space.

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 building is clad with high quality imported stone, low iron glass and powder coated metal which will not cause the local environment to depreciate in appearance or value.

4. **Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

The proposed store is contained within an existing collection of retail stores. The new stone is designed to maintain the existing design concept of the collection. The existing facade remains as-is except for the openings into the new store.

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 project does not conflict with the municipal code regarding size, height, location or appearance. The proposed project does not add any new area to the existing building.



**Design Review Commission Report**

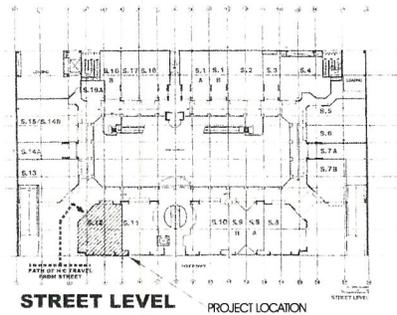
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**Attachment B:**

Design Plans, Cut Sheets  
and Supporting Documents

# MALO

## BEVERLY HILLS, CALIFORNIA



SITE PLAN



### PROJECT DIRECTORY

TENANT: MALO  
 ADDRESS: 431 N. ROCKEY  
 CITY: BEVERLY HILLS  
 STATE: CA  
 ZIP: 90210

ARCHITECT: CSA AND SPINA  
 ADDRESS: 2448 MAIN STREET  
 CITY: SANTA MONICA  
 STATE: CA  
 ZIP: 90405

CONTRACTOR: RICHARD SPINA  
 EMAIL: RSPINA@CSAARC.COM  
 PHONE: 310.314.8711  
 FAX: 310.314.8715

DESIGN ARCHITECT: PARTNER DESIGN  
 ADDRESS: 1415 WILLOW LANE #14  
 CITY: WOODLAND HILLS  
 COUNTY: CA  
 ZIP: 91367

CONTACT: DANIEL LEDER  
 EMAIL: DANIEL@PARTNERDESIGN.COM  
 PHONE: 818.707.9020  
 FAX: 818.707.9020

CONTRACTOR: ALAN REICH CONSTRUCTION CORP.  
 ADDRESS: 4601 S. AVENUE STREET  
 CITY: LONG BEACH  
 COUNTY: CA  
 ZIP: 90804

CONTACT: ALAN REICH  
 EMAIL: ALAN@ALANREICHCONSTRUCTIONCORP.COM  
 PHONE: 562.474.4077  
 FAX: 562.474.4077

### PROJECT DATA

JOB ADDRESS:  
 431 NORTH ROCKEY DRIVE  
 BEVERLY HILLS, CA 90210

PARKING:  
 NO CHANGE

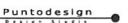
### EXISTING BUILDING DATA

SEISMOIC TYPE: FULLY SEISMIC  
 BEARING OCCUPANCY: M  
 TOTAL AREA: 1,080 SQ. FT. (A)



DATE: 2012-08-15  
 SCALE:  
 DRAWN BY:  
 CHECKED BY:  
 FILE: Y:\1756\_431 Rockey.ppt\skood  
 SHEETS: 2012-08-31  
 ARCHITECTURAL REVIEW: 2012-09-04

DESIGNER:



Via Plover Land: 14 82100 Amazzo  
 phone +39 0575 96 82 88  
 fax +39 0575 90 82 68

malo

431 NORTH ROCKEY DRIVE  
 BEVERLY HILLS, CA 90210

COVER SHEET,  
 GENERAL NOTES,  
 & PROJECT NOTES

Job Number: 1755.00  
 Sheet No. of

AC-0



1 EXISTING STOREFRONT PHOTO  
AC&T no scale

2 PROPOSED STOREFRONT PHOTO  
AC&T no scale

3 OPPOSITE SIDE OF STREET  
AC&T no scale



DATE: 2012-08-15  
 SCHEM:   
 DRAWN BY:   
 CK-1   
 FILE: y11755\_4311bndcs.ppt/000001   
 REVISION: 2012-08-31   
 ARCHITECTURAL REVIEW: 2012-09-04

DESIGNER: **Punto design**  
 431 NORTH RICOCE DRIVE  
 BEVERLY HILLS, CA 90210  
 phone +38 0878 90 82 68  
 fax +38 0878 90 82 68

**malo**

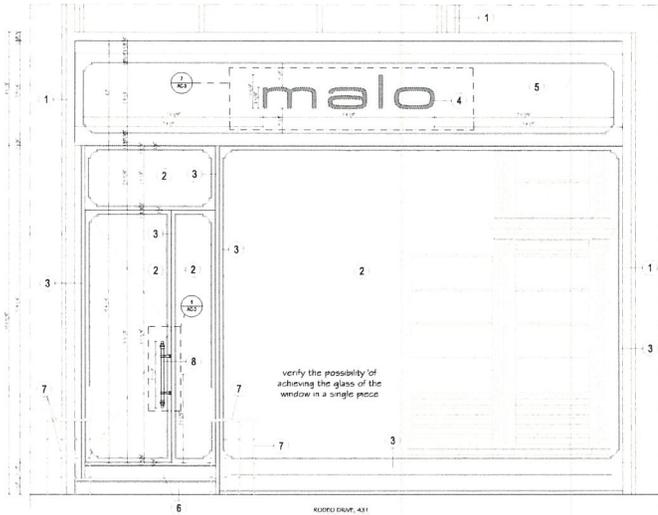
431 NORTH RICOCE DRIVE  
 BEVERLY HILLS, CA 90210  
 Street Name:

**PROPOSED &  
 NEW STREET  
 IMAGES**

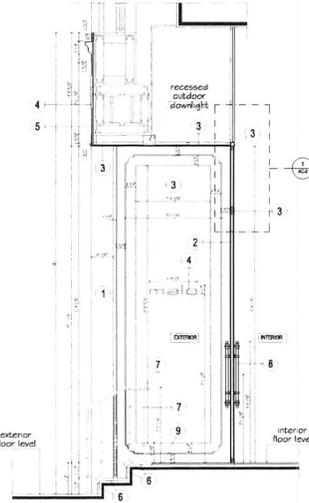
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 Sheet No. of

**AC-0.1**

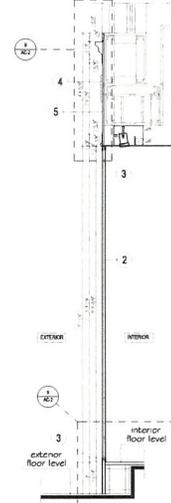




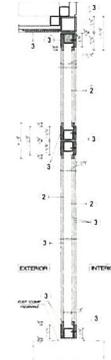
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AC-2 scale 3/8\"/>



3 PROPOSED VERTICAL SECTION 'A' OF ENTRANCE  
AC-2 scale 3/8\"/>



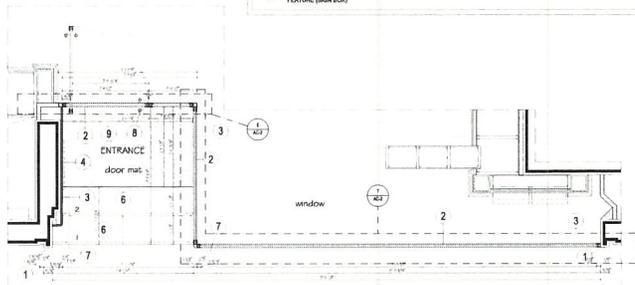
4 PROPOSED VERTICAL SECTION 'B' OF WINDOW  
AC-2 scale 3/8\"/>



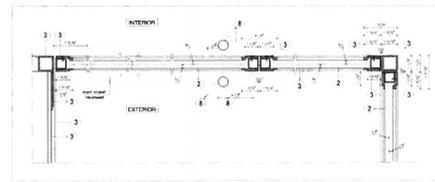
5 ENTRANCE SECTION DETAIL  
AC-2 scale 1/2\"/>

**MATERIAL CHART**

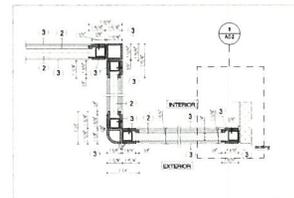
1	EXISTING STORE FRONT	EXISTING STORE FRONT ANODIZED DARK BRONZE PAINTED	6	STAIRS	STAIRS IN STONE (SEE SHEET AC-3 FOR PROPOSED FINISHES)
2	STORE FRONT GLASS	STAINLESS STEEL FRAMES FOR GLASS 1000\"/>			
3	DOOR AND WINDOWS FRAME	METAL FRAME PAINTED IN COLORED ORRAL 1024 GREY GRAPHITE MATT FINISH	7	BALLUSTRADE	METAL BALLUSTRADE PAINTED COLOR PAL 705 GREY GRAPHITE MATT FINISH
4	EXTERIOR SIGN	WATERPROOF MDF PAINTED WITH OUTDOOR PAINT COLOR 'PARSTONE 6445C'	8	HANDLE	METAL HANDLE PAINTED COLORED ORRAL 1024 GREY GRAPHITE MATT FINISH
5	HORIZONTAL ARCHITECTURAL FEATURE (SIGN BODY)	METAL FRAME PAINTED COLOR ORRAL 1024 GREY GRAPHITE MATT FINISH	9	DOOR MAT	DOOR MAT REALIZED WITH NATURAL COCONUTS (PERMETAL FRAME IN STAINLESS STEEL 5 mm)



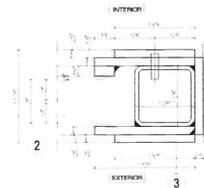
2 PROPOSED PLAN 'A'  
AC-2 scale 3/8\"/>



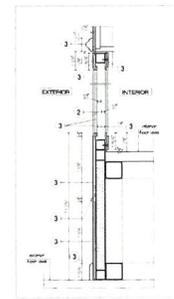
6 ENTRANCE PLAN DETAIL  
AC-2 scale 1/2\"/>



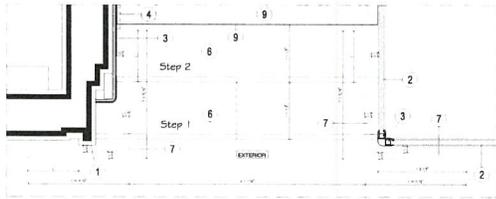
7 SHOW WINDOW PLAN DETAIL  
AC-2 scale 1/2\"/>



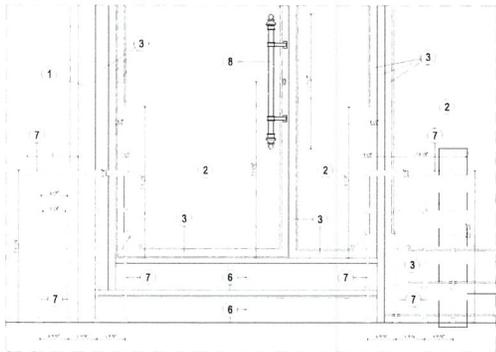
8 NODE TYPE DETAIL  
AC-3 no scale



9 SHOW WINDOW SECTION DETAIL  
AC-2 scale 1/2\"/>

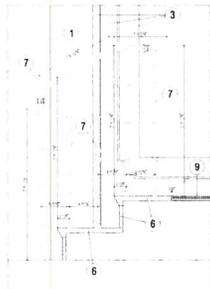


1 PROPOSED PLAN  
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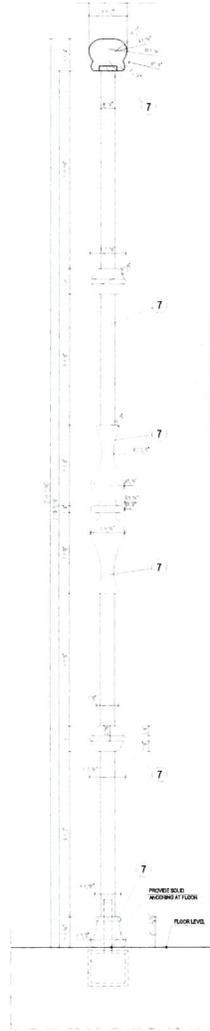


2 PROPOSED ELEVATION  
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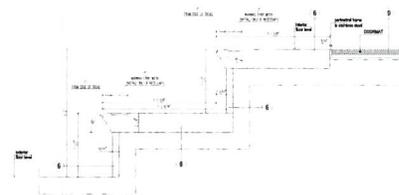
MATERIAL CHART		
1	EXISTING STONE FRONT	EXISTING STONE FRONT ANODIZED DARK BRONZE PAINTED
2	STORE FRONT GLASS	STRATIFIED EXTRA CLEAR GLASS 1300"x100"x1/2"
3	DOOR AND WINDOW FRAME	METAL FRAME PAINTED IN COLOR RAL 7024 GREY GRAPHITE MATT FINISH
4	EXTERIOR SIGH	WATERPROOF MDF PAINTED WITH OUTDOOR PAINT COLOR "PANTONE 648C"
5	HORIZONTAL ARCHITECTURAL FEATURE (SIGN BOX)	METAL FRAME PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH
6	STAIRS	STAIRS IN STONE (SEE SHEET AC-3 FOR PROPOSED FINISHES)
7	BALUSTRADE	METAL BALUSTRADE PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH
8	HANDLE	METAL HANDLE PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH
9	DOOR MAT	DOOR MAT REALIZED WITH NATURAL COCONUT PERIMETRAL FRAME IN STAINLESS STEEL 316



3 PROPOSED VERTICAL SECTION  
scale 3/4"=1'-0"

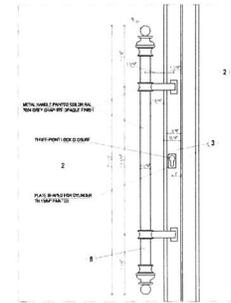
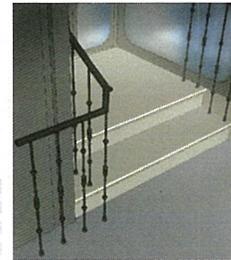
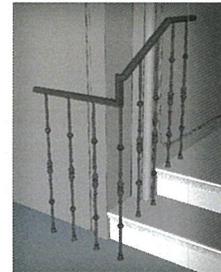


4 BALUSTRADE VERTICAL ELEMENT DETAIL  
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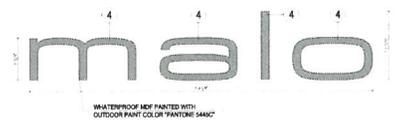
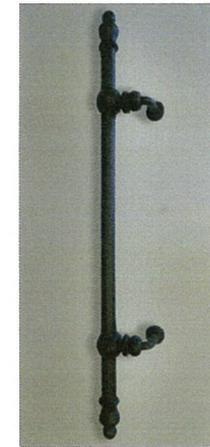


5 TREAD SECTION DETAIL  
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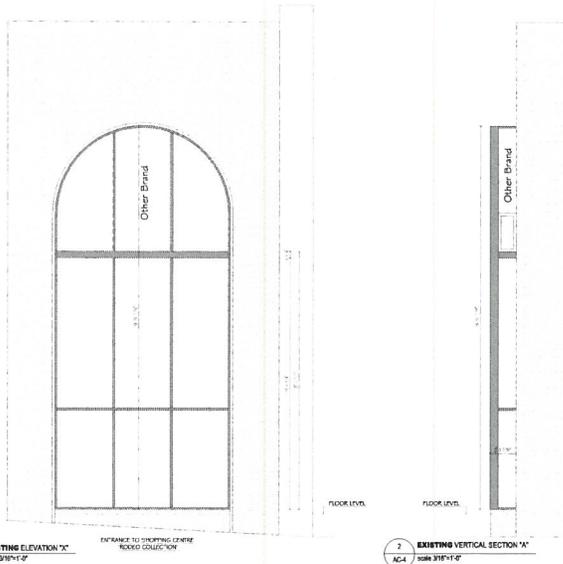
POSSIBLE MATERIALS AND FINISHES FOR EXTERIOR TREADS



6 ENTRANCE HANDLE DETAIL  
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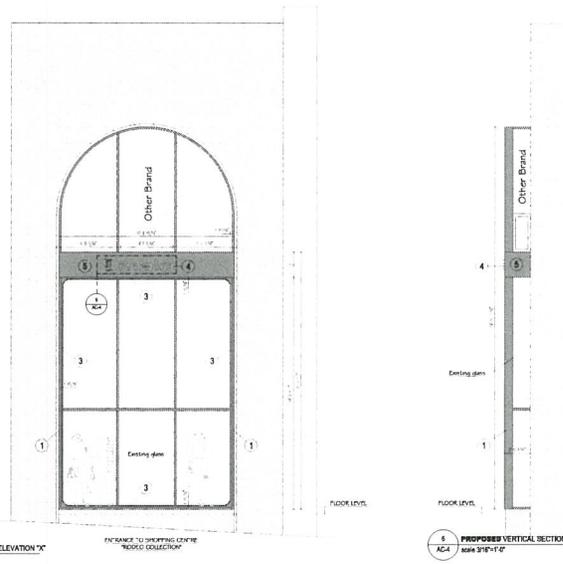


7 EXTERIOR MAIN SIGN  
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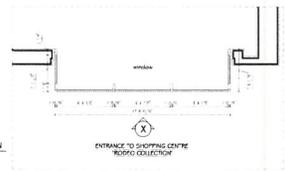
1 EXISTING ELEVATION "X"  
AC4 scale 3/16"=1'-0"

2 EXISTING VERTICAL SECTION "X"  
AC4 scale 3/16"=1'-0"

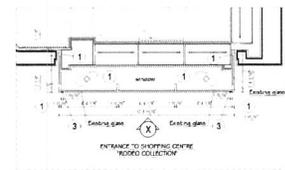


3 PROPOSED ELEVATION "X"  
AC4 scale 3/16"=1'-0"

4 PROPOSED VERTICAL SECTION "X"  
AC4 scale 3/16"=1'-0"



3 EXISTING PLAN  
AC4 scale 3/16"=1'-0"



7 PROPOSED PLAN  
AC4 scale 3/16"=1'-0"

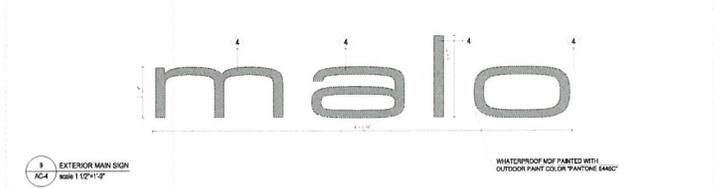
8 PROPOSED CONDITION  
AC4 TO 8/28



4 EXISTING CONDITION  
AC4 TO 8/28

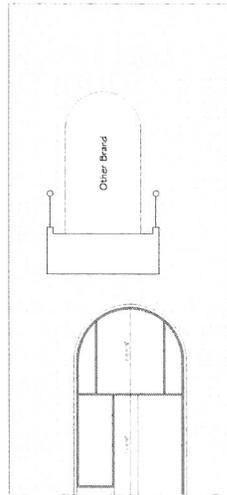
**MATERIAL CHART**

1	EXISTING STORE FRONT	EXISTING STORE FRONT WOODZE DARK BRONZE PAINTED
2	STORE FRONT GLASS	STRATIFIED EXTRACLEAR GLASS 1300"X1300" PL. 1.52
3	DOOR AND WINDOW FRAME	METAL FRAME PAINTED IN COLOR RAL 7024 GREY GRANITE MATT FINISH
4	EXTERIOR SIGN	WHATSEPROOF MOF PAINTED WITH OUTDOOR PAINT COLOR "PANTONE 6480C"
5	HORIZONTAL ARCHITECTURAL FEATURE (SIGN BOX)	METAL FRAME PAINTED COLOR RAL 7024 GREY GRANITE MATT FINISH
6	STAIRS	STONE IN STONE (SEE SHEET AC-3 FOR PROPOSED FINISH)
7	BALUSTRADE	METAL BALUSTRADE PAINTED COLOR RAL 7024 GREY GRANITE MATT FINISH
8	HANDLE	METAL HANDLE PAINTED COLOR RAL 7024 GREY GRANITE MATT FINISH
9	DOOR MAT	DOOR MAT REALIZED WITH NATURAL COCONUT POLYMERAL FRAME IN STAINLESS STEEL 3.0mm

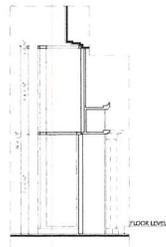


5 EXTERIOR MAIN SIGN  
AC4 scale 1/12"=1'-0"

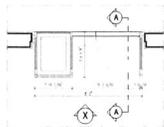
WHATSEPROOF MOF PAINTED WITH  
OUTDOOR PAINT COLOR "PANTONE 6480C"



1 EXISTING ELEVATION "X"  
ACA  
Scale 3/16"=1'-0"



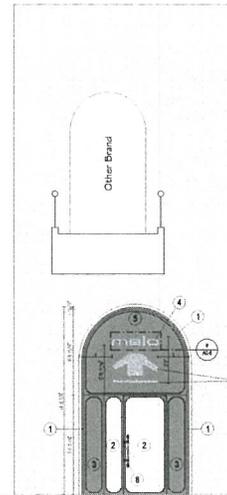
2 EXISTING VERTICAL SECTION "A"  
ACA  
Scale 3/16"=1'-0"



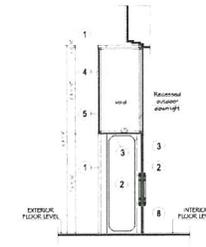
3 EXISTING PLAN  
ACA  
Scale 3/16"=1'-0"



4 EXISTING CONDITION  
ACA  
No scale



5 PROPOSED ELEVATION "X"  
ACA  
Scale 3/16"=1'-0"



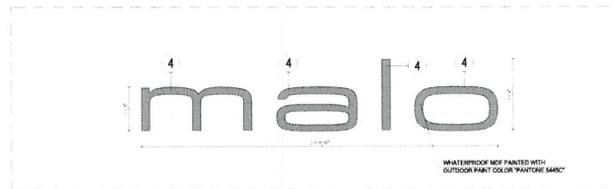
6 PROPOSED VERTICAL SECTION "A"  
ACA  
Scale 3/16"=1'-0"



7 PROPOSED PLAN  
ACA  
Scale 3/16"=1'-0"



8 PROPOSED REFLECTING CEILING PLAN  
ACA  
Scale 3/16"=1'-0"



9 EXTERIOR SIGN  
ACA  
Scale 1/12"=1'-0"



10 PROPOSED CONDITION  
ACA  
No scale

**MATERIAL CHART**

1	EXISTING STONE FRONT	EXISTING STONE FRONT ANODIZED DARK BRONZE PAINTED	6	STAIRS	STAIRS IN STONE (SEE SHEET AC-3 FOR PROPOSED FINISHES)
2	STORE FRONT GLASS	STRATIFIED EXTRINSIC LEAD GLASS 1/2"X1/2"X1/2" P.L. L/S2	7	BALLUSTRADE	METAL BALLUSTRADE PAINTED COLORED RAL 7024 GREY GRAPHITE MATT FINISH
3	DOOR AND WINDOWS FRAME	METAL FRAME PAINTED IN COLOR OR RAL 7024 GREY GRAPHITE MATT FINISH	8	HANDLE	METAL HANDLE PAINTED COLORED RAL 7024 GREY GRAPHITE MATT FINISH
4	EXTERIOR SIGN	WEATHERPROOF MDF PAINTED WITH OUTDOOR PAINT COLOR OR 'PANTONE 5480C'	9	DOOR MAT	DOOR MAT REALIZED WITH METALLIC CLOCKFACE (PER METAL FRAME IN STAINLESS STEEL 5 mm)
5	HORIZONTAL ARCHITECTURAL FEATURE (IRON ROD)	METAL FRAME PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH			



DATE: 2012-08-15  
Scale: ARCHITECT  
Drawn by:  
Ch: I  
File: y:\1755\_431\Bodieo.pjl\akwood  
Revised: 2012-08-31  
Architects Review: 2012-09-04

DESIGNER



Via Plevan Landi 14 - 62100 Anagnino  
phone +39 0575 90 82 68  
fax +39 0575 90 82 68

malo

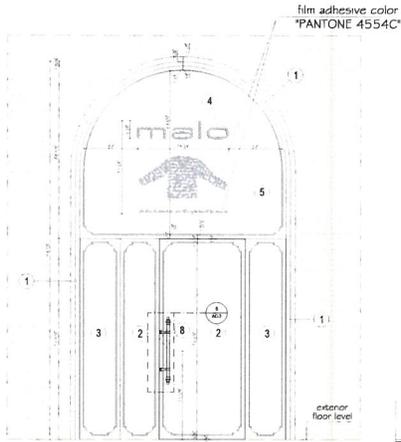
431 NORTH BODIEO DRIVE  
BEVERLY HILLS, CA 90210  
Sweet Home

STOREFRONT  
ELEVATION & PLANS

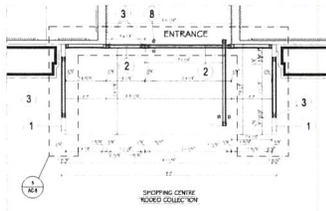
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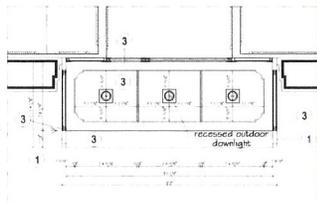
AC-5



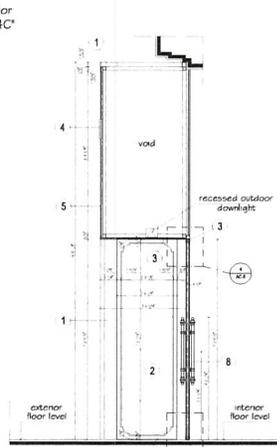
1 PROPOSED ELEVATION 'A'  
scale 3/8"=1'-0"



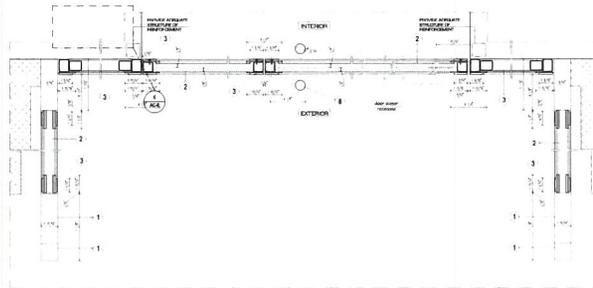
2 PROPOSED PLAN  
scale 3/8"=1'-0"



3 PROPOSED REFLECTING CEILING PLAN  
scale 3/8"=1'-0"



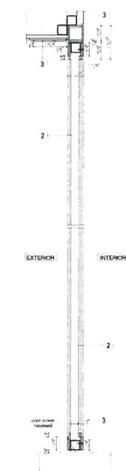
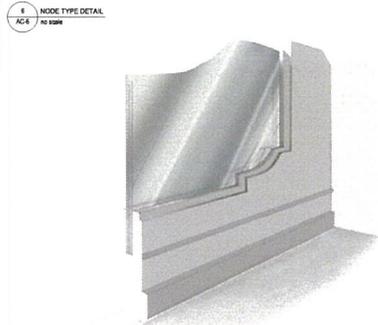
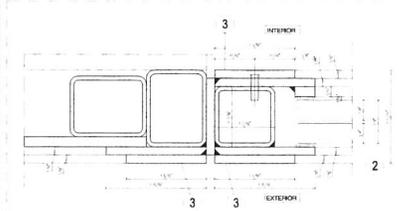
4 PROPOSED VERTICAL SECTION 'A-A' @ ENTRANCE  
scale 3/8"=1'-0"



5 ENTRANCE PLAN DETAIL  
scale 1 1/2"=1'-0"

**MATERIAL CHART**

1	EXISTING STORE FRONT	EXISTING STORE FRONT AND/OR GAIN BRONZE PAINTED
2	STORE FRONT GLASS	STRATIFIED EXTRUDED GLASS 1/2"X1/2"X1/2" P.L. 1/2"
3	DOOR AND WINDOWS FRAME	METAL FRAME PAINTED IN COLOR RAL 7024 GREY GRAPHITE MATT FINISH
4	EXTERIOR SIGN	WATERPROOF MDF PAINTED WITH OUTDOOR PAINT COLOR "PANTONE 4554C"
5	HORIZONTAL ARCHITECTURAL FEATURE (SIGN BOX)	METAL FRAME PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH
6	STAIRS	STAIRS IN STONE (SEE SHEET AC-3 FOR PROPOSED FINISHES)
7	BALUSTRADE	METAL BALUSTRADE PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH
8	HANDLE	METAL HANDLE PAINTED COLOR RAL 7024 GREY GRAPHITE MATT FINISH
9	DOOR MAT	DOOR MAT REALIZED WITH NATURAL COCONUT (PERMETAL FRAME IN STAINLESS STEEL 316)



4 ENTRANCE SECTION DETAIL  
scale 1 1/2"=1'-0"





**Design Review Commission Report**

455 North Rexford Drive  
AC Meeting – September 19, 2012

**Attachment C:**  
Approval Resolution

RESOLUTION NO. AC-57-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, A SIGN ACCOMMODATION TO ALLOW A COURTYARD SIGN TO EXCEED EIGHT (8) SQUARE FEET, AND A SIGN ACCOMMODATION TO ALLOW A BUSINESS IDENTIFICATION SIGN FACING PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 431 NORTH RODEO DRIVE (MALO – PL1217495).

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

Section 1. Richard Spina, applicant on behalf of the property owners, Rodeo Collection Ltd and the applicant, Malo (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and a sign accommodation.

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 environmental 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 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**

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Shena Rojemann, Commission Secretary  
Community Development Department

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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-57-12 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:

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