



Architectural Commission Report

Meeting Date: Wednesday, October 17, 2012
(Continued from the AC meeting on June 20, 2012)

Subject: **LOUIS VUITTON**
201 & 295 North Rodeo Drive
Request for approval of a façade remodel for both buildings and a sign accommodation for multiple business and building identification signs.
(PL1208534 – 201 North Rodeo Drive, PL1208777 – 295 North Rodeo Drive)

Project applicant: Zeynep Ozandag, Louis Vuitton

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

REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on June 20, 2012. The Commission provided the applicant with comments regarding the façade remodel and directed that the project be returned for restudy. At that meeting, the Commission provided the following comments:

- Please provide additional connection details for the façade ribbons.
- Please provide information on how the façade will be maintained and cleaned.
- If mock-ups have been prepared for the façade materials, please provide either photographs of the mock-ups or bring samples to the Commission hearing.
- The corner of the men's store at Wilshire Boulevard and Rodeo Drive should be reconsidered to have more of an impact on the corner. As currently proposed, it does not take the passerby into the store and is not powerful enough.
- The women's store along Dayton Way should be reconsidered to enhance the pedestrian experience along this elevation.
- Reconsider the number of signs on both buildings. The building is so dramatic and elegant that the number of signs proposed detracts from and clutters the design, particularly when viewed from the intersections on either side of the project.

Based on the Commission's review, modifications to the previously proposed façade remodel include:

- Revised Wilshire Boulevard corner to include continuous wrap of ribbon panels;
- Removal of pedestrian-height ribbon panels on the Dayton Way elevation;
- Removal of large "LV" logo from upper corner of the women's store;
- Relocation of "LV" logo to upper left corner on Wilshire Boulevard elevation on the men's store;

Additional details on the façade ribbon connections and façade maintenance methods have also been provided.

A full list of the Commission's comments and the applicant prepared-responses is provided in Attachment A.

Attachment(s):

- A. June 20, 2012 AC Staff Report and Previously Proposed Project
- B. Applicant's Written Response to Commission's Comments
- C. Revised Design Plans, Cut Sheets & Supporting Documents
- D. Draft Approval Resolution – 201 North Rodeo Drive
- E. Draft Approval Resolution – 295 North Rodeo Drive

Report Author and Contact Information:

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 17, 2012

ZONING CODE COMPLIANCE

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

ENVIRONMENTAL ASSESSMENT

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

PUBLIC OUTREACH AND NOTIFICATION

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 17, 2012

Attachment A:

June 20, 2012 AC Staff Report and
Previously Proposed Project



Architectural Commission Report

Meeting Date: Wednesday, June 20, 2012

Subject: LOUIS VUITTON

201 & 295 North Rodeo Drive

Request for approval of a façade remodel for both buildings and a sign accommodation for multiple business and building identification signs.

(PL1208534 – 201 North Rodeo Drive, PL1208777 – 295 North Rodeo Drive)

Project applicant: Zeynep Ozandag, Louis Vuitton

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 and sign accommodation for multiple business and building identification signs for the Louis Vuitton men's store at 201 North Rodeo Drive and the Louis Vuitton women's store at 295 North Rodeo Drive. As the review at both properties is for one tenant, and as the buildings are directly adjacent to one another, it is being considered as one project. The proposed façade remodels include the following primary elements:

Men's Store

- Brushed stainless steel ribbons and aluminum ribbons. The aluminum ribbons will be painted with a brown high-gloss finish.
- Transparent low-iron glass and semi-translucent spandrel glass. Both elements will have a light green tint.
- A bronze anodized aluminum glass frame system.
- A brown quartzite stone at the base of the façade.

Women's Store

- Brushed stainless steel ribbons and aluminum ribbons. The aluminum ribbons will be painted with an off-white high-gloss finish.
- Transparent low-iron glass and semi-translucent spandrel glass. Both elements will have a light green tint.
- A clear anodized aluminum glass frame system.
- A "Trani Marble-Honed" stone at the base of the façade.

The applicant is also requesting a sign accommodation to allow multiple business and building identification signs.

At *201 North Rodeo Drive*, the Louis Vuitton men's store, the project applicant is proposing a total of 60.8 square feet of signage, broken down as follows:

Building Identification Signage

- 1 sign on the Wilshire Boulevard elevation with an area of 7.9 square feet

Business Identification Signage

- 5 wall signs with a total area of 49.3 square feet
- 6 window signs with a total area of 3.6 square feet

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets and Supporting Documents
- C. Draft Approval Resolution – 201 North Rodeo Drive
- D. Draft Approval Resolution – 295 North Rodeo Drive

Report Author and Contact Information:

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



Architectural Commission Report

455 North Rexford Drive
AC Meeting – June 20, 2012

At 295 North Rodeo Drive, the Louis Vuitton women's store, the project applicant is proposing a total of 81.7 square feet of signage, broken down as follows:

Building Identification Signage

- 2 signs on the Rodeo Drive elevation with a total area of 22.9 square feet
- 1 sign on the Dayton Way elevation with a total area of 15 square feet

Business Identification Signage

- 4 signs with a total area of 40.2 square feet
- 6 window signs with a total area of 3.6 square feet

The total sign area for the project is 142.5 square feet. Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs on corner lot properties if the total area of all business identification signs does not exceed 100 square feet. As proposed, the total project (both the men's and women's store) includes 21 business identification signs, which have a combined sign area of 96.7 square feet.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the Architectural Commission may approve a sign accommodation to allow multiple building identification signs so long as the total area of all signage does not exceed 2% of the vertical surface area of that elevation, excluding penthouse walls. As proposed, the total project includes a total of 4 building identification signs, which are a total 45.8 square feet, and are within the maximum sign area permitted per the BHMC for building identification signs.

The signs are a combination of signs that read "Louis Vuitton" and signs with the "LV" logo.

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.

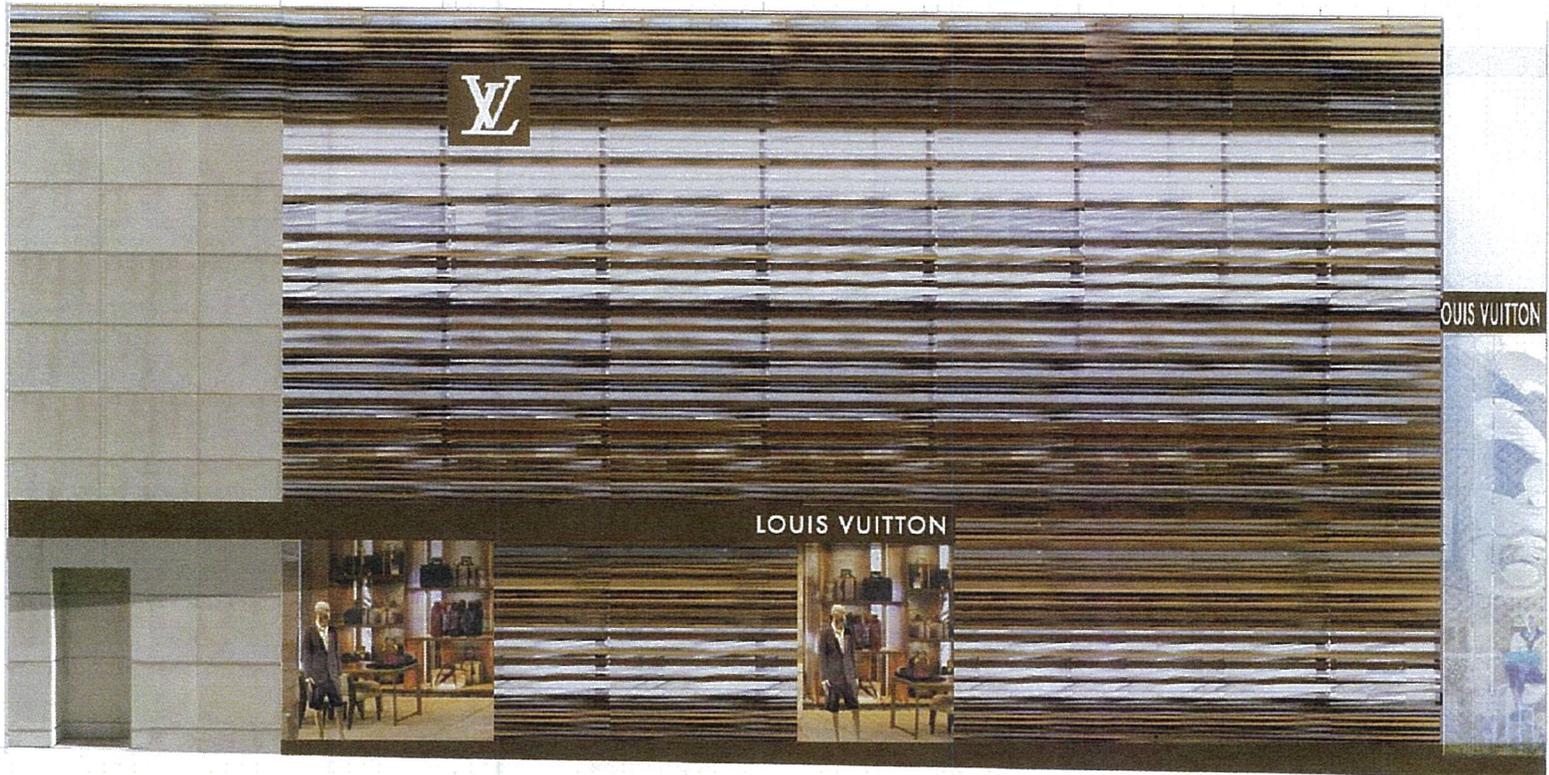
ENVIRONMENTAL ASSESSMENT

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 Wednesday, June 13, 2012. To date staff has not received any comments in regards to the submitted project.







LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

3D PERSPECTIVE RENDERING

SCALE: N/A

JUNE 4, 2012

M-11



LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

3D PERSPECTIVE RENDERING

SCALE: N/A

JUNE 4, 2012

M-12







LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

3D PERSPECTIVE RENDERING

SCALE: N/A

JUNE 4, 2012

W-14



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Attachment B:

Applicant's Written Response
to Commission's Comments

Architectural Commission - Louis Vuitton - 201/295 North Rodeo Drive

RESPONSE TO THE COMMENTS FROM THE CITY OF BEVERLY HILLS

RE: Case Nos. PL1208534 & PL1208777

LOUIS VUITTON

201 & 295 N. Rodeo Drive

Request for approval of a façade remodel for both buildings and a sign accommodation for multiple building and business identification signs.

ARB Comments	Responses
Please provide additional connection details for the façade ribbons.	Refer to sheet D-1 & D-2 for the ribbon & armature details.
Please provide information on how the façade will be maintained and cleaned.	We will use water jet to clean the façade regularly.
If mock-ups have been prepared for the façade materials, please provide either photographs of the mock-ups or bring samples to the Commission hearing.	The photographs of the façade mock-ups are enclosed.
The corner of the men's store at Wilshire Blvd and Rodeo Drive should be reconsidered to have more of an impact on the corner. As currently proposed, it does not take the passerby into the store and is not powerful enough.	The design at the corner of the men's store is revised as the ribbons continuously wraps around the building to visually connect the elevations on Rodeo Drive and Wilshire Blvd.
The women's store along Dayton Way should be reconsidered to enhance the pedestrian experience along this elevation.	The ribbon panels are removed from the pedestrian height to allow more transparency for visual connection into the store.
Reconsider the number of signs on both buildings. The building is so dramatic and elegant that the number of signs proposed detracts from and clutters the design, particularly when viewed from the intersections on either side of the project.	The large LV logo is removed from the upper corner of women's building. For men's store, the LV logo is relocated to the upper left corner at Wilshire Blvd.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Attachment C:

Revised Design Plans, Cut Sheets
and Supporting elements

214 N. ROSS
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1 DAYTON WAY - SOUTH VIEW



2 DAYTON WAY - NORTH VIEW



3 WILSHIRE BOULEVARD - NORTH VIEW



4 RODEO DR. - EAST / WILSHIRE BLVD. - SOUTH VIEW



5 WILSHIRE BLVD. - NORTH / RODEO DR. - WEST VIEW



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1 RODEO DRIVE - EAST VIEW



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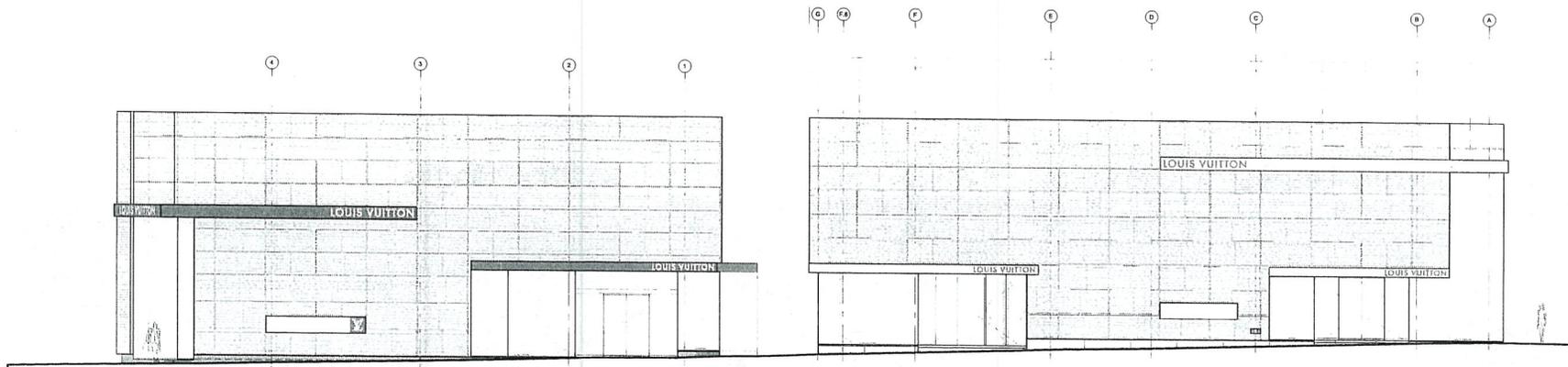
2 RODEO DRIVE - WEST VIEW



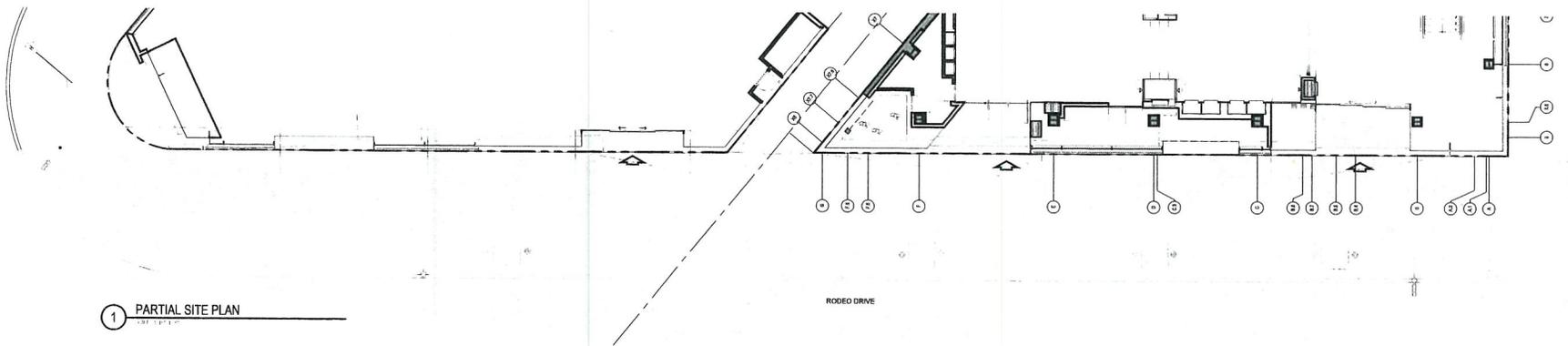
1 EXISTING ELEVATION



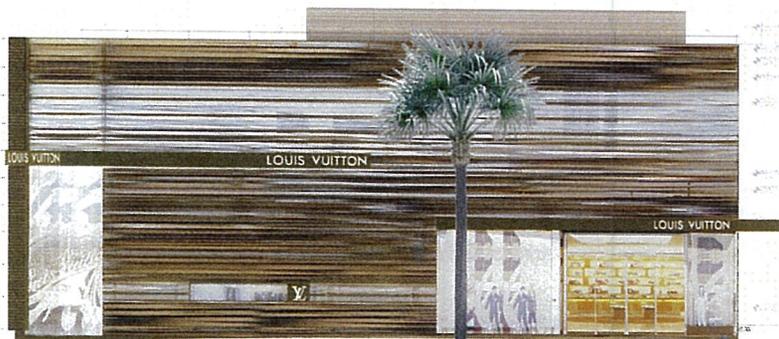
2 PROPOSED ELEVATION



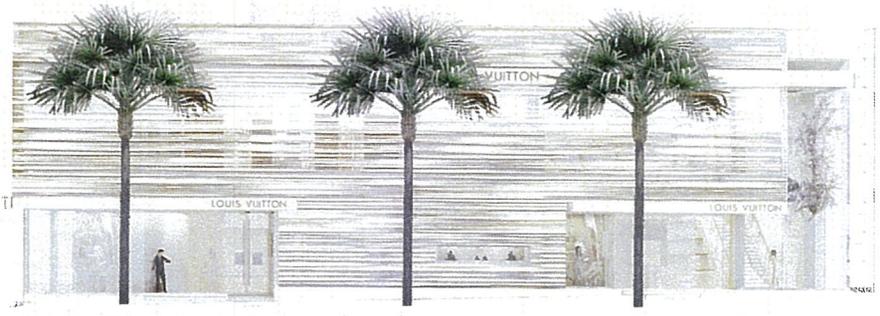
2 NORTH-EAST ELEVATION at RODEO DRIVE



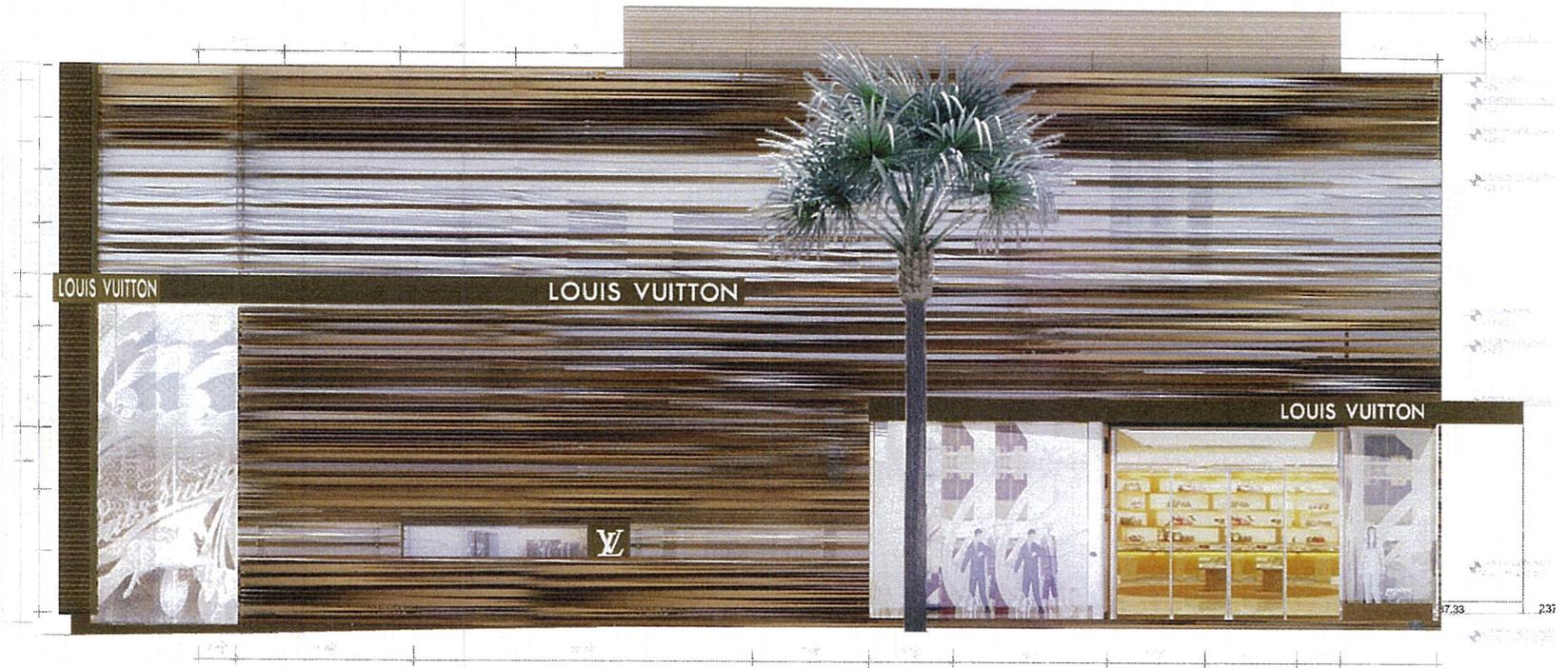
1 PARTIAL SITE PLAN



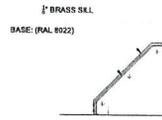
2 MEN'S ELEVATION at RODEO DRIVE



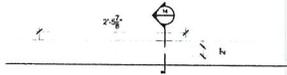
1 WOMEN'S ELEVATION at RODEO DRIVE



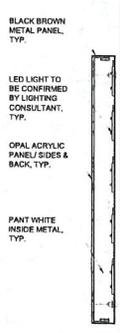




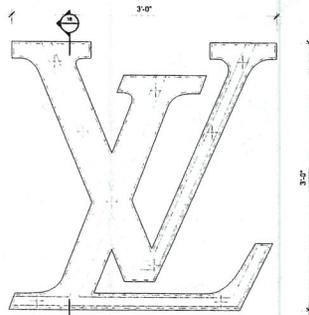
14 TYPE 'D'
BOTTOM DISPLAY SIGNAGE SECTION
SCALE: 3/4"=1'-0"



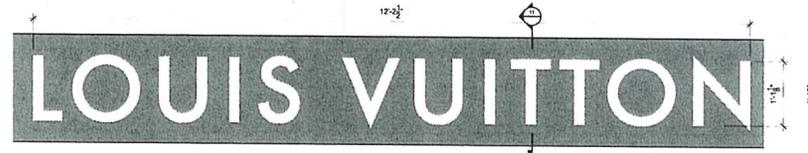
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BOTTOM DISPLAY SIGNAGE ELEVATION
SCALE: 1/4"=1'-0"



16 TYPE 'A.2'
CLIP SIGNAGE SECTION
SCALE: 1/2"=1'-0"



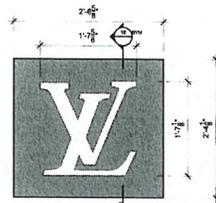
15 TYPE 'A.2' (9 SQ. FT.)
CLIP SIGNAGE ELEVATION
SCALE: 1/2"=1'-0"



2 TYPE 'A' (13.55 SQ. FT.)
CORNER DISPLAY SIGNAGE ELEVATION
SCALE: 1"=1'-0"



4 TYPE 'A.1' (7.38 SQ. FT.)
CANOPY SIGNAGE ELEVATION
SCALE: 1"=1'-0"



5 TYPE 'C' (2.59 SQ. FT.)
CORNER SIGNAGE ELEVATION
SCALE: 1/4"=1'-0"

SIGNAGE SCHEDULE			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	TOTAL SQ. FT.
TYPE A	2	13.55 SF	26.70 SF
TYPE A.1	1	7.38 SF	7.38 SF
TYPE A.2	1	9.00 SF	9.00 SF
TYPE C	1	2.59 SF	2.59 SF
TYPE D	6	0.42 SF	2.52 SF
TOTAL	11		60.8 SQ. FT.

MATERIALS LIST

GLASS
EG-1 LAMINATED INSULATED LOW IRON/LOW E GLASS
EG-2 LAMINATED LOW IRON/EXTRA WHITE GLASS
EG-3 LAMINATED LOW IRON/EXTRA WHITE GLASS NON REFLECTIVE
EG-4 GLASS CLAD POLYCARBONATE W/ LOW IRON / EXTRA WHITE GLASS

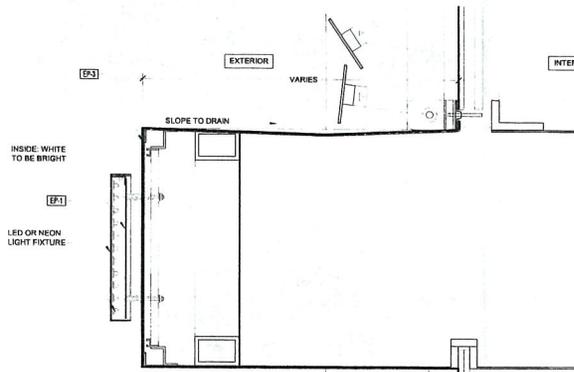
METALS
EM-1 POLISHED ALUMINUM
EM-7 CLEAR ANODIZED ALUMINUM
EM-8 POLISHED STAINLESS STEEL
EM-9 BRUSHED STAINLESS STEEL

PAINTED FINISHES
EP-1 BAKED ON ENAMEL/PAINT FINISH (RAL 8022)
EP-2 BAKED ON ENAMEL/PAINT FINISH (CUSTOM TRANSLUCENT BROWN)
EP-3 BAKED ON ENAMEL/PAINT FINISH (CUSTOM HIGH-GLOSS IVORY)
EP-4 EXT CEMENT PLASTER TO MATCH EXISTING
EP-5 EXT CEMENT PLASTER - WHITE

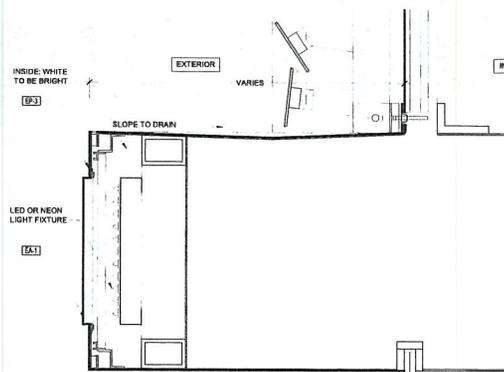
STONE
EST-1 LIMESTONE
PIETRASANTA-MILLER DUCK ITALY / PEDRA GALA-EDM
EST-2 BROWN QUARZITE

SYNTHETICS / COMPOSITES
EA-1 OPALE ACRYLIC

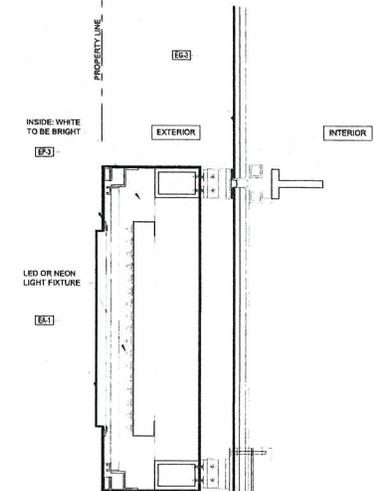
WOODS
EW-1 SOLID TEAK



13 TYPE 'A.1'
CANOPY SIGNAGE SECTION
SCALE: 3/4"=1'-0"



12 TYPE 'C'
CANOPY SIGNAGE SECTION
SCALE: 3/4"=1'-0"



11 TYPE 'A'
CORNER DISPLAY SIGNAGE SECTION
SCALE: 1/4"=1'-0"



LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

MEN'S PERSPECTIVE at RODEO DRIVE

SCALE: N / A

OCT. 01, 2012

M-11



LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

MEN'S PERSPECTIVE at WILSHIRE BLVD.

SCALE: N / A

OCT. 01, 2012

M-12





LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

MEN'S PERSPECTIVE at WILSHIRE BLVD. and RODEO DRIVE

SCALE: N/A

OCT. 01, 2012

M-14





LOUIS VUITTON

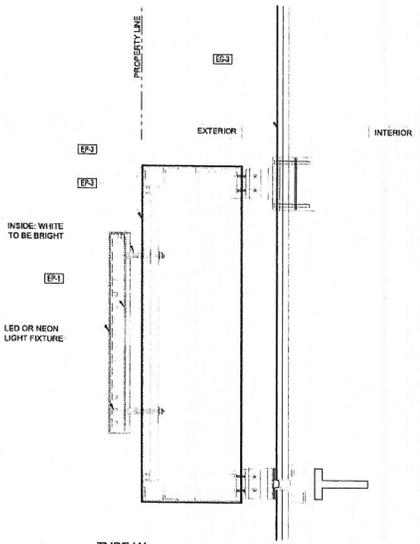
Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

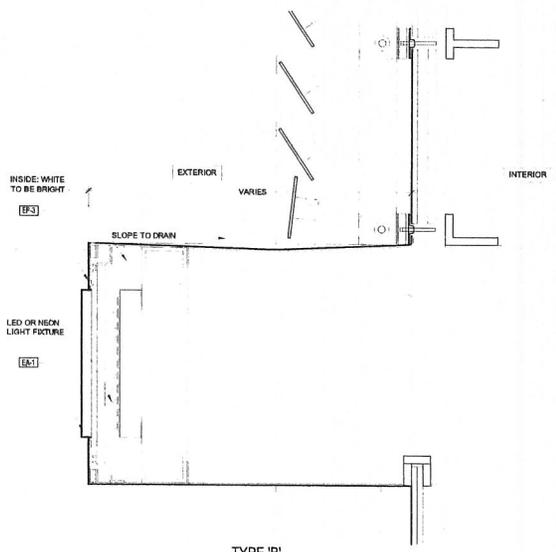
WOMEN'S COLOR ELEVATION at RODEO DRIVE
SCALE: N.T.S.

JUNE 4, 2012

W-10



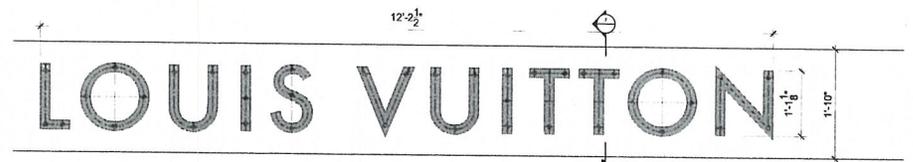
7 TYPE 'A' CORNER DISPLAY SIGNAGE SECTION



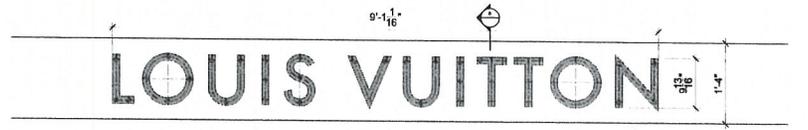
8 TYPE 'B' CANOPY SIGNAGE SECTION

6 SIGNAGE SCHEDULE

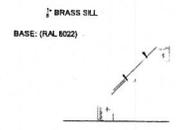
NO.	DESCRIPTION	AREA	TYPE
1	CORNER DISPLAY SIGNAGE	13 SQ. FT.	A
2	CANOPY SIGNAGE	7.4 SQ. FT.	B
3	DISPLAY WINDOW SILL SIGNAGE	0.42 SQ. FT.	E



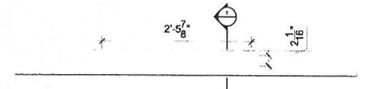
1 TYPE 'A' - (13 SQ. FT.) CORNER DISPLAY SIGNAGE



2 TYPE 'B' - (7.4 SQ. FT.) CANOPY SIGNAGE



5 TYPE 'E' DISPLAY WINDOW SILL SIGNAGE SECTION



4 TYPE 'E' - (0.42 SQ. FT.) DISPLAY WINDOW SILL SIGNAGE



LOUIS VUITTON

Peter Marino
Architect, PLLC

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

WOMEN'S PERSPECTIVE at DAYTON WAY

SCALE: N/A

OCT. 01, 2012

W-14



LOUIS VUITTON

Peter Marino
Architect, PLLC

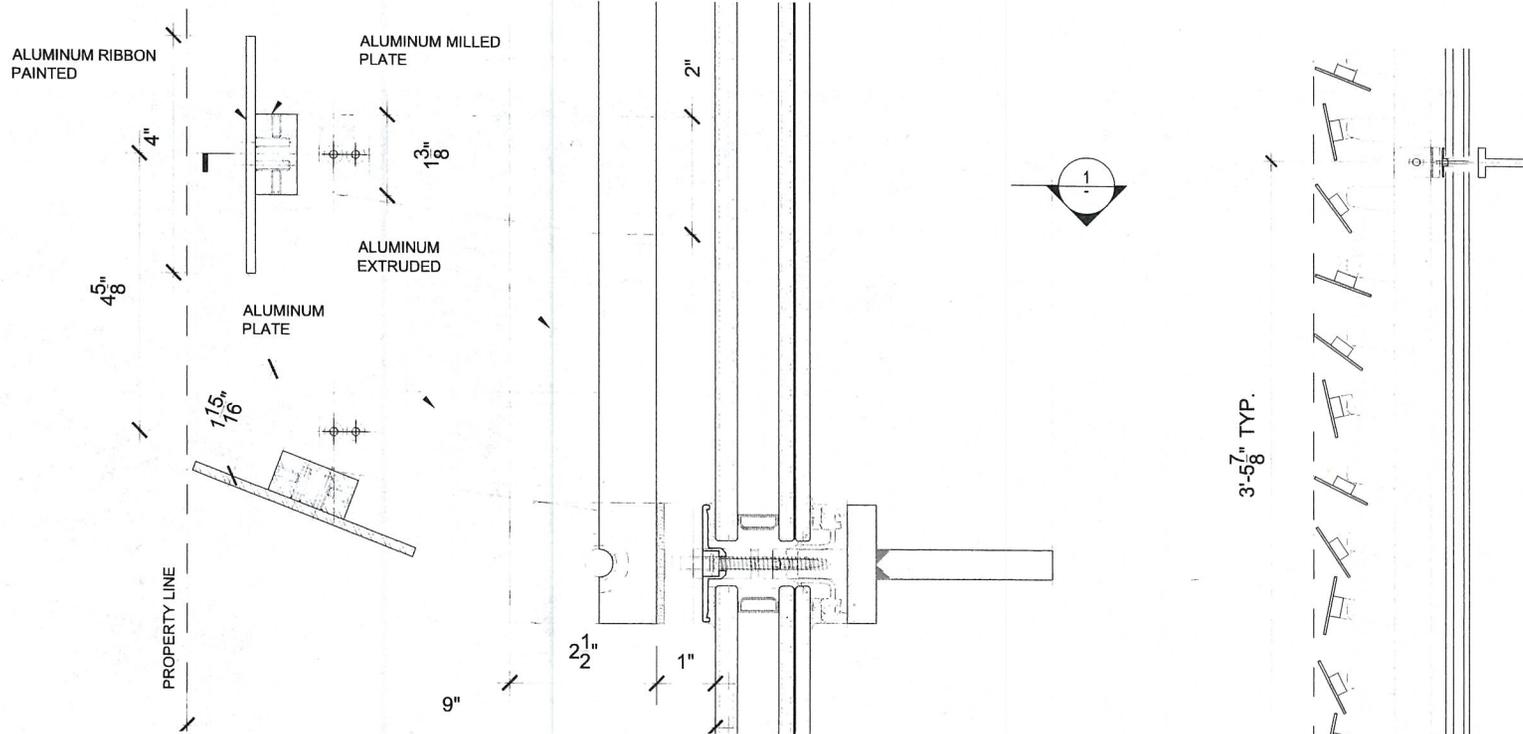
GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

WOMEN'S PRESEPTION at RODEO DRIVE (NIGHT VIEW)

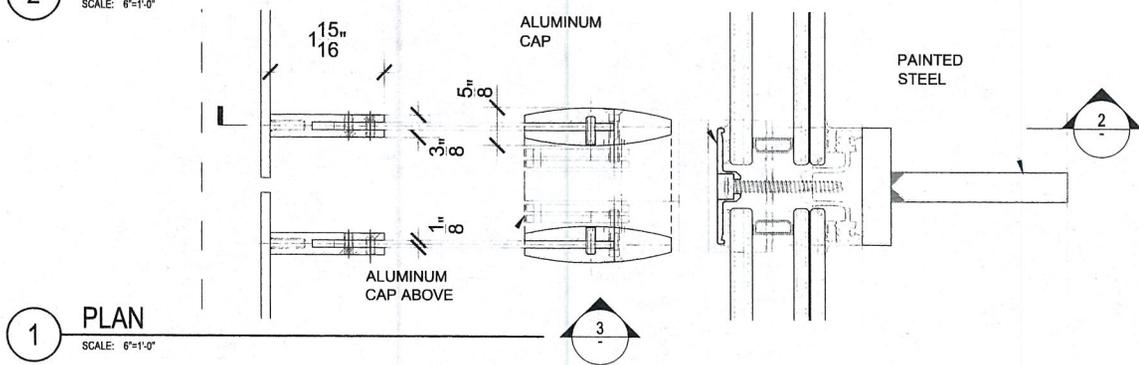
SCALE: N/A

OCT. 01, 2012

W-15



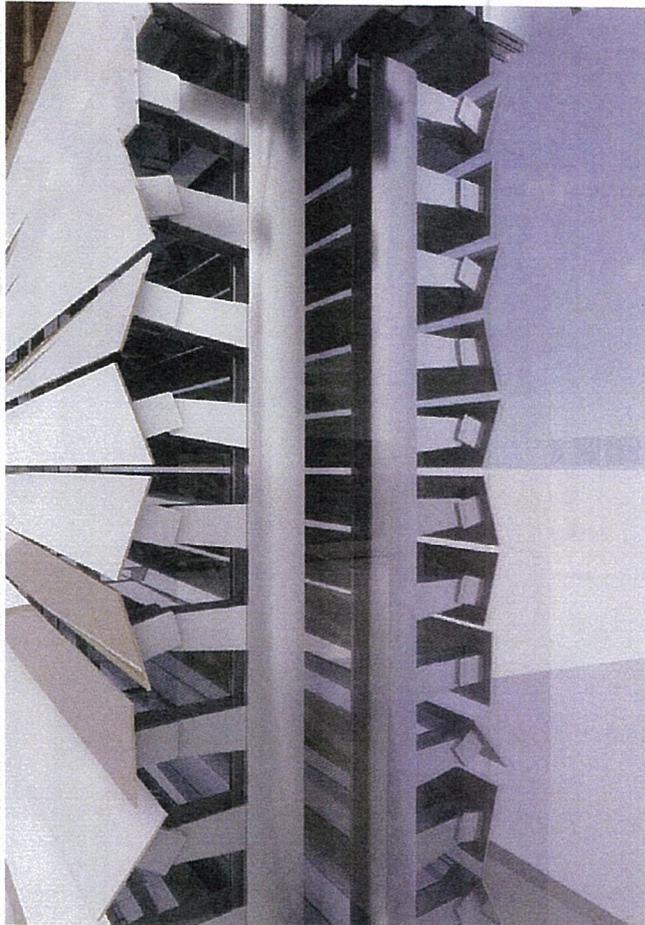
2 SECTION
SCALE: 6"=1'-0"



1 PLAN
SCALE: 6"=1'-0"

3 ELEVATION
SCALE: 1 1/2"=1'-0"

3'-5 7/8" TYP.



FROM EXTERIOR



FROM INTERIOR





Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 17, 2012

Attachment D:

DRAFT Approval Resolution

201 North Rodeo Drive

RESOLUTION NO. AC-XX-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 201 NORTH RODEO DRIVE (LOUIS VUITTON – PL1208534).

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

Section 1. Zeynep Ozandag , agent on behalf of the property owners, CBRE – Two Rodeo Drive, the property owner, and Louis Vuitton, the tenant (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and a sign accommodation for multiple business identification signs for the property located at 201 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 October 17, 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: October 17, 2012

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, WILLIAM CROUCH, 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-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on October 17, 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:

WILLIAM CROUCH
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – October 17, 2012

Attachment E:

DRAFT Approval Resolution
295 North Rodeo Drive

RESOLUTION NO. AC-XX-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS AND BUILDING IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 295 NORTH RODEO DRIVE (LOUIS VUITTON – PL1208777).

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

Section 1. Zeynep Ozandag , agent on behalf of the property owners, Fred Hayman Trust, the property owner, and Louis Vuitton, the tenant (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and a sign accommodation for multiple business and building identification signs for the property located at 295 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 October 17, 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: October 17, 2012

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, WILLIAM CROUCH, 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-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on October 17, 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:

WILLIAM CROUCH
Secretary to the Architectural
Commission/Urban Designer
City of Beverly Hills, California