



Architectural Commission Report

Meeting Date: Wednesday, October 17, 2012

Subject: LOUIS VUITTON – TEMPORARY STORE
201 North Rodeo Drive

Request for approval of a façade remodel and sign accommodation for multiple business identification signs.
(PL#122 6017)

Project applicant: Zeynep Ozandag – Louis Vuitton

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel and a sign accommodation for multiple business identification signs for the temporary Louis Vuitton retail store located at 201 North Rodeo Drive. The proposed façade remodel includes painting of the existing stone modular boxes and window mullion system in dark brown, expanded storefront windows on the North Rodeo Drive elevation, new entryway with new entry doors, and new UV film on inside of existing glazing system at the corner of the building.

The applicant is also requesting a combination of building and business identification signage for the temporary location. One building identification sign is proposed at the corner of the building, facing the Wilshire Boulevard and North Rodeo Drive intersection, that is 23 SF in area. The maximum sign area permitted for a building identification sign in this location is 23.25 SF. Two business identification signs are also proposed, one on the Wilshire Boulevard elevation and one on the North Rodeo Drive elevation. Each sign is 56.4 SF for a total sign area of 112.8 SF; the maximum cumulative sign area permitted for these two signs is 130 SF. Each sign is internally illuminated, pin-mounted, and has a white acrylic face with painted metal trim.

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, October 5, 2012. To date staff has not received any comments in regards to the submitted project.

Attachment(s):

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

Report Author and Contact Information:

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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: 3
- Building Identification Sign(s)
 Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):
 Request for more signage
 Number of signs proposed: 3
- 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:

Basic facade remodel to freshen the look of the existing building. No major modifications. Existing stone cladding to be painted and glazing to be maintained. New pattern to be installed behind cylindrical glass area and dome of existing store to be kept, but covered. 3 new Business Identification Signs will be added in a variety of sizes and finishes. Remodel of interior spaces to complement the new exterior look of the building.

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 Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Business Identification Sign A Louis Vuitton (Qty. 2)	25'-1" x 2'-3"	56.4 x 2 = 112.8 sq. ft.	100 sq. ft.	130 sq. ft.
2	Business Identification Sign B Louis Vuitton (Qty. 1)	16'-0-1/4" x 1'-5-1/4"	23 sq. ft.	N/A	23.25 sq. ft.
3					
4					
5	Total		135.8 sq ft		

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 Glass; Painted Existing Stone in Dark Brown (RAL8022); Painted Existing Window Mullions in Dark Brown (RAL8022)
Texture /Finish: Glass - Smooth; Painted Stone - Polished; Window Mullions - Polished
Color / Transparency: Glass - Clear; Painted Stone - Dark Brown and Opaque; Window Mullions - Dark Brown and Opaque

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

Material: Metal Window Mullions
Texture /Finish: Painted in Dark Brown (RAL8022)
Color / Transparency: Existing window frames to be painted Dark Brown RAL8022 - Opaque

ROOF

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

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

DOWNSPOUTS / GUTTERS

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

BUSINESS ID SIGN(S)

Material: Acrylic Encased in Painted Metal Trim and Facelit

Texture /Finish: Acrylic - Smooth; Metal Trim - Polished

Color / Transparency: Acrylic - Dark Brown (RAL8022) and Opaque; Metal Trim - Dark Brown (RAL8022) and Opaque

BUILDING ID SIGN(S)

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

EXTERIOR LIGHTING

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

PAVED SURFACES

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

FREESTANDING WALLS AND FENCES

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

OTHER DESIGN ELEMENTS

Material: N/A

Texture /Finish: N/A

Color / Transparency: N/A

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

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

The design for the Louis Vuitton Temporary Store maintains the same high attention to detail and complementary color palate that is expected on Rodeo Drive. The rich deep brown color which is characteristic of the LV brand is the primary aesthetic motif and establishes a unique identity for the building while allowing it to fit properly into its context. There is a balance between solid and void with large windows throughout, framing views of the Beverly Hills context beyond. The unique pattern which will define the cylindrical volume on the corner of Rodeo Dr. and Wilshire Blvd. will add a fresh element to the area.

- 2. Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

N/A

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The materials used to lend the proposed temporary store its new appearance will be of the highest quality. Being that the physical attributes (stone, metal mullions, glazing) are being maintained and merely being refinished to reflect a new, fresh presence, the building will undoubtedly reflect the aesthetic standard required by the City of Beverly Hills.

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

Rodeo Drive is known for its commitment to high end retail and this Louis Vuitton Temp store will complement that agenda appropriately. Its unique look will attract patrons, visitors, and tourists alike, expanding the exposure of Beverly Hills as the hub of high end retail in Los Angeles. Its high architectural quality will present Beverly Hills as a city interested in and receptive to this market.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

Rodeo Drive is characterized by the unique looks of all of the high end retail stores and the proposal for the Louis Vuitton Temporary Store building will complement the overall aesthetic of Rodeo Drive and, ultimately, the City of Beverly Hills. The signage proposed and the overall approach for the facade is within the boundaries of the municipal code and will be tested for overall performance and aesthetics. The Color palate used not only is characteristic of the LV brand but is a tone which respects and complements the surrounding context.

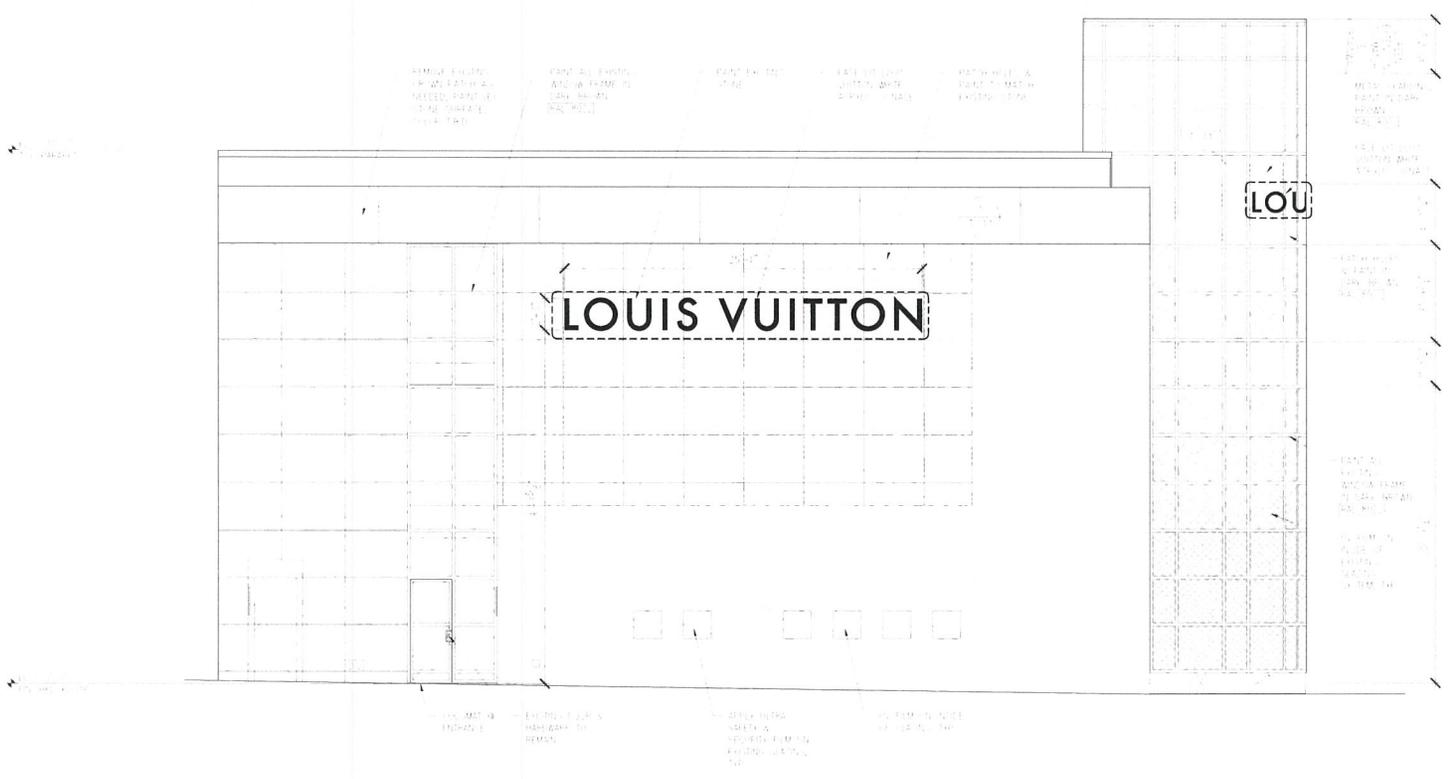


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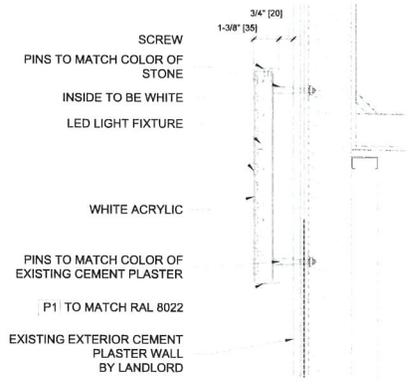
Attachment B:

Design Plans, Cut Sheets
and Supporting Documents









5 TYPE 'A' AND 'B' SIGNAGE SECTION DETAIL

25'-0" 25'-0" 25'-0"

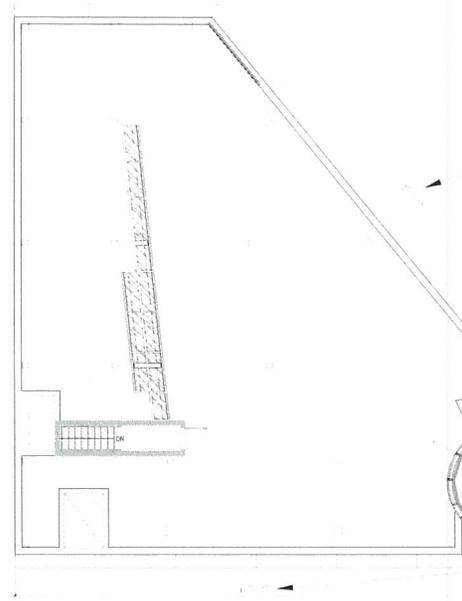
LOUIS VUITTON

1 TYPE 'A' - (56.4 SQ.) CORNER DISPLAY SIGNAGE

18'-0" 18'-0" 18'-0"

LOUIS VUITTON

2 TYPE 'B' - (23 SQ.) CANOPY SIGNAGE



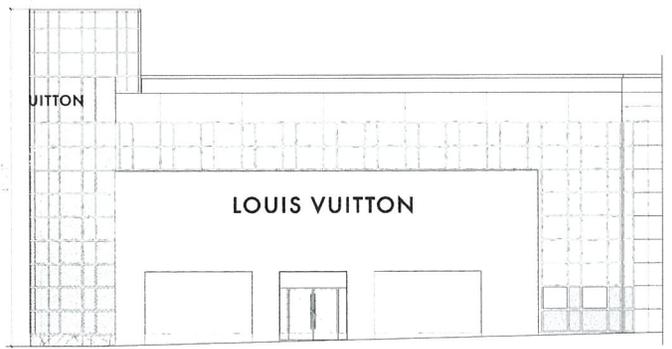
4'-0" x 12'-0" VERTICAL HEIGHT - 1847 SQ FT SIGNAGE AREA
 10' x 18' x 18' = 324 SQ FT MAX SIGNAGE ON PIER ONLY
 PER SIGNAGE MASSING COMMENTARY

10'-0" DIAMETER x 12'-0" HIGHT SIGNATURE
 81 SQ FT SIGNAGE AREA
 12'-0" x 12'-0" VERTICAL SIGNAGE HEIGHT - 144 SQ VERTICAL SIGNAGE AREA
 10' x 18' x 18' = 324 SQ FT MAX SIGNAGE ON PIER ONLY
 PER SIGNAGE MASSING COMMENTARY

4'-0" x 12'-0" VERTICAL HEIGHT - 1847 SQ FT SIGNAGE AREA
 10' x 18' x 18' = 324 SQ FT MAX SIGNAGE ON PIER ONLY
 PER SIGNAGE MASSING COMMENTARY

TYPE	QUANTITY	INDIVIDUAL SQ FT	TOTAL SQ FT	MAX HEIGHT
TYPE A	1	56.4 SQ FT	56.4 SQ FT	18'-0" FT
TYPE B	1	23.0 SQ FT	23.0 SQ FT	18'-0" FT
TOTAL			79.4 SQ FT	

3 SIGNAGE SCHEDULE



4 SIGNAGE CALCULATION





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Attachment C:

DRAFT Approval Resolution

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 TEMPORARY – 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

