



Architectural Commission Report

Meeting Date: Wednesday, October 17, 2012

Subject: **ERMENEGILDO ZEGNA**
337 North Rodeo Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic.
(PL#122 5857)

Project applicant: Steven King

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic. The façade remodel includes two varieties of decorative plaster finish in gray and black, a metal finished canopy, and clear glazing with metal framing for storefront windows and entry door.

The applicant is also requesting a total of four business identification signs. The upper business identification sign is proposed at 45 SF and the lower business identification sign is proposed at 4 SF. The two window signs each have a sign area of approximately 1.75 SF. The total sign area for the sign is approximately 52.5 SF. Based on the maximum sign area outlined in the Beverly Hills Municipal Code, pursuant to a sign accommodation for multiple business identification signs, the maximum sign area for the tenant is 60 SF.

Additionally, a construction barricade graphic is proposed for the site. As proposed, the graphic functions as an advertisement for the new tenant. The applicant has been advised to bring a revised graphic that is more artistic.

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.

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:

Cindy Gordon, Assistant Planner
(310) 285-1191

cgordon@beverlyhills.org



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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.



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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: 2
 - Building Identification Sign(s)
Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
 - 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:

Demolition of existing retail space including millwork, partitions, finishes, ceilings, lighting fixtures, plumbing at first floor and fire protection systems.

Facade remodel includes new storefront doors, glazing and finishes. Finishes are decorative plasters with metal skirting, clear laminated glazing and a mullions to match skirting and parapet cap, new metal canopy **+**

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: Palm Trees Palm Trees
 Quantity/Sizes: (2) 35' Foot Tall
 Reason for Removal: N/A

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	Main Signage	2'-1 7/8" X 18'-1 1/8"	45 SF	60 SF	
2	Canopy Signage	8'-1/4" X 5'9-7/8"	4 SF	60 SF	
3					
4					
5					

C List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: Decorative Plaster
 Texture /Finish: Smooth / Lined Texture
 Color / Transparency: Gray / Black

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

Material: Glazing, Metal Frames, Doors / Windows to match
 Texture /Finish: Glazing extra clear laminated, Frame polished finish, factory finish
 Color / Transparency: Clear, Laminated Glass, Matte Finish Metal

ROOF

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

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS

Material: Decorative Plaster / Metal Cap @ Parapet
 Texture /Finish: Smooth / Lined Texture @ walls, parapet polished finish
 Color / Transparency: Plaster: Gray / Black, parapet: polished finish metal

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

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

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

AWNINGS, CANOPIES

Material: Metal
Texture /Finish: Smooth texture, factory finished
Color / Transparency: Gun metal

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Backlit Boxed Metal Letters
Texture /Finish: Smooth, Factory Finished
Color / Transparency: Black

BUILDING ID SIGN(S)

Material: Backlit Opaline Acrylic Letters
Texture /Finish: Smooth
Color / Transparency: White, Opaque

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: To Match Adjacent Sidewalk
Texture /Finish: To Match Adjacent Sidewalk
Color / Transparency: To Match Adjacent Sidewalk

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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 store's building design will fit well with its surrounding neighbors by having a refined design using rich and well-appointed materials, i. e. plasters and metals. Plus, the proportions of the building and signage will compliment and confirm well with its neighboring stores.

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.

Three sides of the building's existing are to remain and the new storefront design and construction will be the best of quality and construction methods to provide the appropriate sound attenuation.

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 proposed design will reflect the Ermenegildo Zenga brand, maker of the high quality and refined suits by having a well-proportioned composition and the use of rich and sophisticated materials that will comment the streetscape.

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 tenant improvement will be a high-end retail store within a neighborhood of the same in an existing commercial C-3 zoning and part of the Beverly Hills general plan.

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.

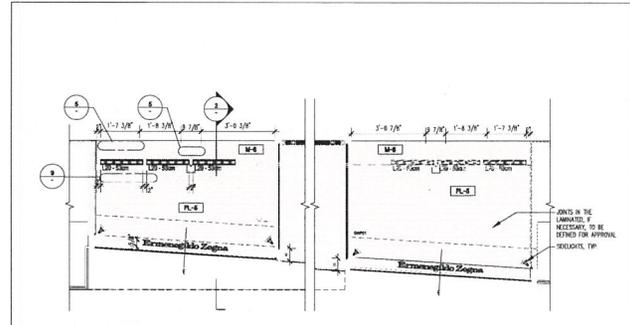
The existing use and structure of the building is unchanged. It's a type 2A construction, fully sprinklered, built within its allowable height and area and fire resistive requirements.



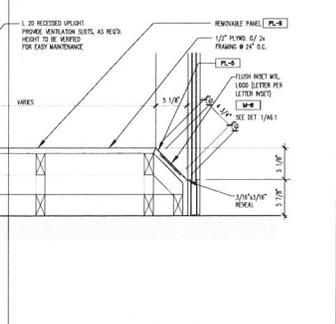
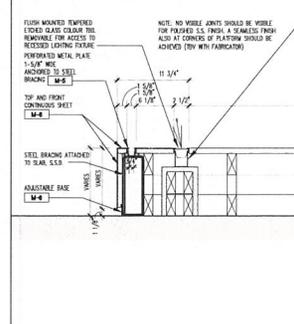
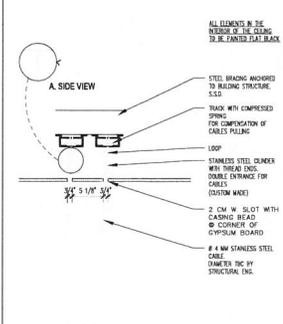
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Attachment B:
Design Plans, Cut Sheets
and Supporting Documents



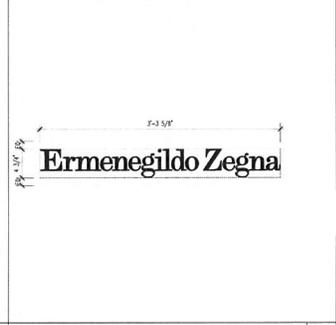
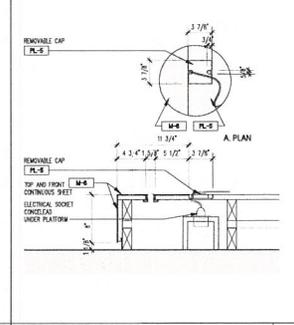
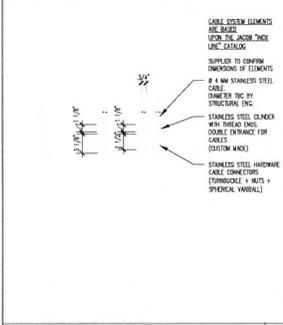
DISPLAY PLATFORM PLAN
 3/8\"/>



CABLE SYSTEM DETAIL
 3/8\"/>

DISPLAY PLATFORM SECTION
 3/8\"/>

3



CABLE SYSTEM DETAIL
 3/8\"/>

PLATFORM PLATFORM SECTION
 3/8\"/>

PLATFORM SIGNAGE
 3/8\"/>

9

5

1

ISSUE HISTORY	
SI ARCHITECTURAL CONSTRUCTION	10.01.2012

PROJECT NUMBER	12080
STATUS	AS NOTED
SHEET TITLE	STOREFRONT DETAILS
SHEET NUMBER	A.061
PROFESSIONAL SEAL	



STOREFRONT - PROPOSED

B+A
 BOSTON ARCHITECTURAL ASSOCIATION
 100 STATE STREET, SUITE 2000
 BOSTON, MASSACHUSETTS 02109
 PHONE: 617.552.1100
 FAX: 617.552.1101

NO.	DESCRIPTION	DATE
1.	REVISION	11/16/2012
2.	AS NOTED	
3.	AS NOTED	
4.	AS NOTED	
5.	AS NOTED	
6.	AS NOTED	
7.	AS NOTED	
8.	AS NOTED	
9.	AS NOTED	
10.	AS NOTED	

PROJECT NUMBER: 10060
 DATE: 11/16/2012
 DRAWN BY: [Name]
 CHECKED BY: [Name]
 SCALE: AS NOTED
 SHEET TITLE: STOREFRONT RENOVATION PROPOSED
 SHEET NUMBER: A.10
 PROJECT LOCATION: [Address]
 ARCHITECT: BOSTON ARCHITECTURAL ASSOCIATION, BOSTON, MA



A-6

A-6

A-7

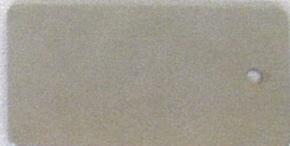
M-6

M-2

CL-1

A-6

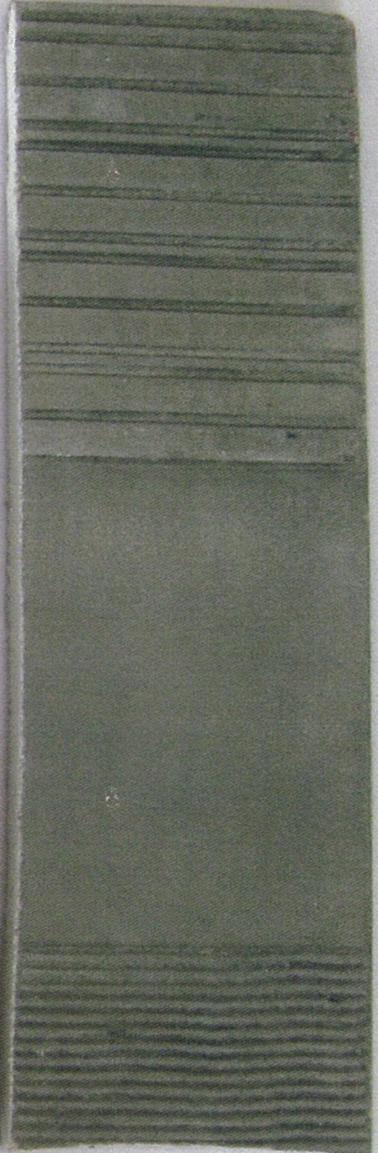
M-6



M-6 POLISHED METAL



A-7 DECORATIVE PLASTER FINISH



A-6 DECORATIVE PLASTER FINISH

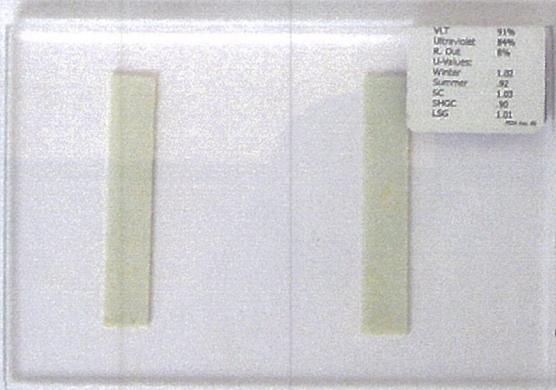
EXTERIOR PERSPECTIVE RENDERING



Cassini
Contract

M2

M-2 GUN METAL



VT	91%
Ultraviolet	94%
IR Cut	9%
U-Value:	
Winter	1.02
Summer	0.2
SC	1.03
SHGC	0.0
LSG	1.021

CL-1 EXTRA CLEAR LAMINATED GLASS

Ermenegildo Zegna
337 North Rodeo Drive
Beverly Hills, CA 90210

BRAND + ALLEN ARCHITECTS, INC B+A
601 California St., Suite 1200, San Francisco, California 94108
T. 415.441.0789 F. 415.441.1089 www.brandallen.com



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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, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 337 NORTH RODEO DRIVE (ERMENEGILDO ZEGNA – PL1225857).

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

Section 1. Steven King, applicant, on behalf of the property owners, Beverly Hills Properties II LLC, and the tenant, Eremenegildo Zega (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic for the property located at 337 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, complaint 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: **October 17, 2012**

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chairperson
Architectural Commission

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

I, WILLIAM CROUCH, Secretary of the Architectural Commission and Urban Designer 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