



Architectural Commission Report

Meeting Date: Wednesday, November 14, 2012
(Project was previewed by the AC on September 19, 2012)

Subject: **TORY BURCH**
366 North Rodeo Drive
Request for approval of a façade remodel and business identification sign.
(PL1228942)

Project applicant: Renee Viola – Tory Burch, LLC

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 business identification sign for a new Tory Burch retail store at 366 North Rodeo Drive. The project came before the Commission at its meeting on September 19, 2012 as a preview item while it was undergoing review by the Planning Commission for various entitlements associated with the project. Overall, the project was well received with positive comments related to the design aesthetic. The applicant has made slight modifications to the design, which include removing the “Tory Burch” text from the business identification sign and modifying the brass patterned grid connection.

The currently proposed façade includes a travertine stone finish, brass patterned gridwork over the stone finish, orange lacquered side returns, a concrete slab at the entrance, and a new storefront with clear glazing.

The applicant is also requesting one business identification sign, 9.62 SF in size, above the entry. Based on a storefront width of 20'-0", the applicant is permitted a maximum sign area of 40 SF. One additional business identification sign, less than SF in size, is proposed in the storefront; however, since this is less than 5 SF, it is not considered to be a multiple business identification sign.

ZONING CODE COMPLIANCE

This project has been reviewed and approved by the Planning Commission and as presented appears to comply with all the zoning requirements.

ENVIRONMENTAL ASSESSMENT

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

PUBLIC OUTREACH AND NOTIFICATION

Public notification was not required for this 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:

Cindy Gordon, Assistant Planner
(310) 285-1191

cgordon@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

Attached A:

Detailed Design Description
and Materials (Applicant Prepared)

SECTION I - AUTHORIZATION & APPLICANT TEAM

A Property Information

Project Address: 3006 N. Ryder Dr., Berkeley, CA 94704
Adjacent Streets: Cedar St, Brighton Way

B Property Owner Information

Name(s): ALAN HERSHMAN / HERSHMAN INVESTMENTS
Address: 9925 BRIGTON WAY #34-
City: BERKELEY, CA 94710
Phone: 510.215.8397
E-Mail: State & Zip Code: CA 94710
Fax: 510.215.1159

C Applicant Information (Individuals) or entity benefiting from the entitlement

Name(s): DUSTY BUNSON LLC
Address: 1100 19TH STREET
City: BERKELEY, CA
Phone: 510.215.3152
E-Mail: State & Zip Code: CA 94704, 94701
Fax:

D Architect / Designer Information (Employed or hired by Applicant)

Name(s): RED ARCHITECTURAL GROUP
Address: 2700 N. DEAN STREET
City: BERKELEY, CA
Phone: 510.215.1152
E-Mail: State & Zip Code: CA 94704
Registered Architect? Yes No

E Landscape Designer Information (Employed or hired by Applicant)

Name(s): N/A
Address:
City:
Phone:
E-Mail: State & Zip Code:
Fax:

F Agent (Individual acting on behalf of the Applicant) NOTE: All communication is made through the Agent.

Name(s): JEFF ARCHITECT
Address: 4100 PLYMOUTH AVE
City: State & Zip Code:
Phone: Fax:
E-Mail:

G I hereby certify that I am the owner(s) of the subject property and that I have reviewed the subject application and authorize the Agent to make decisions that may affect my property on my behalf.

Signature: [Signature] Date: 10/26/12
Property Owner's Signature & Date
Property Owner's Signature & Date

1. If the owner is a corporate entity, the names of two corporate officers are required from each of the following Groups:
Group A - Chairperson or president of the board; Group B - Board secretary or chief financial officer.
A signed and dated authorization letter from the property owner is also acceptable.

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:

THE ADDITION OF 1400 SF OF RETAIL SPACE TO AN EXIST'G 5000 SF RETAIL BLD'G
 THE PROPOSED BLD'G EXPANSION WILL RESULT IN A 2 STORY W/ MEZZ BLD'G
 ONLY 20' WIDE AREA OF THE 50' WIDE BLD'G WILL BE EXPANDED.
 NEW FRONT + REAR FACADES WILL BE INCLUDED ALONG WITH A 675 SF ROOF TOP
 TERRACE. BLD'G WILL NOT EXCEED ALLOWABLE FAR + HEIGHT. 5 PARKING
 SPACES HAVE BEEN APPLIED FOR IN-LEU PARKING PROGRAM. EXT FACADE INCLUDES
 TRAVELING BRASS TRIM, VISION GLASS + PUMPER

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:

	Type of Sign (i.e. business ID, building ID, parking, etc.)	Dimensions (length x width)	Square Feet	Maximum Area Permitted by Code	Maximum Area Permitted w/ Sign Accommodation (if applicable)
1	BUSINESS ID	2'-8 3/4" 31"	1.68 sf		
2	BUSINESS ID	3'-6" DIA	9.62 sf		
3					
4	TOTAL ALLOWED		40 sf.		
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: MECHANICALLY ANCHORED & THIN SET TRAVERTINE W/ BRASS
 Texture / Finish: FRET PANELS • POLISHED STONE + BRASS
 Color / Transparency: GREY / SILVER

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

Material: CLEAR VISION GLASS (SOLARBAN 70XL) DOUBLE FRAME - CLEAR
 Texture / Finish: BRASS MULLIONS & FRAME W/ ORANGE LACQUERED
 Color / Transparency: RETURN PANELS •

ROOF

Material: BUILT-UP COMPOSITE ROOF
 Texture / Finish: STONE PAVERS @ ROOF TOP TERRACE
 Color / Transparency: LIGHT

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS - OUTDOOR ROOF TOP TERRACE

Material: SEE "ROOF"
 Texture / Finish:
 Color / Transparency:

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

DOWNSPOUTS / GUTTERS

Material: GALVANIZED METAL PAINTED
Texture /Finish: MATTE
Color / Transparency:

BUSINESS ID SIGN(S)

Material: POLISHED BRASS REVERSE CHANNEL - HALO LIGHTED SIGN
Texture /Finish: SMOOTH
Color / Transparency: OPAQUE

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: LED HALO LIGHTED SIGN @ FRONT FACADE
Texture /Finish: 2 EXISTING FLOOD LIGHTS @ REAR BLDG FACADE
Color / Transparency: TEMPORARY PORTABLE LIGHTS FOR TERRACE

PAVED SURFACES

Material: CONCRETE SLAB @ FRONT FACADE ACCESS TO MATCH
Texture /Finish: EXISTING ADJACENT PUBLIC SIDE WALK
Color / Transparency: REAR ASPHALT PAVED PARKING LOT TO REMAIN
POB COAT + SEAL

FREESTANDING WALLS AND FENCES

Material: EXISTG INTERIOR PAINTED WALL ON ADJACENT
Texture /Finish: PROPERTY
Color / Transparency:

OTHER DESIGN ELEMENTS

Material:
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.

SEE ATTACHED SHEET

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.

SEE ATTACHED SHEET

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.

SEE ATTACHED SHEET

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.

SEE ATTACHED SHEET

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.

SEE ATTACHED SHEET

ARCHITECTURAL REVIEW APPLICATION

SECTION 4; QUESTION 1

Describe how the proposed building or structure is in conformity with the 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 proposed expanded building mass and 2-story façade along Rodeo Drive emulates and is in conformity with those existing buildings along Rodeo Drive. The façade and its distinctive recessed entry/display portal provides for the branding of this high end clothing retailer. The travertine provides a subtle and elegant background for the polished brass grid attached to it, balancing these two high end materials. All finished materials have a long performance life cycle span. The façade is balanced and not over powering on Rodeo Drive due to the 45' front property line setback of the mezzanine level. All materials and massing are prevalent within the business triangle. The polished brass pattern grid work is part of the luxury corporate brand of the tenant.

SECTION 4; QUESTION 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.

External noise/sound infiltration is minimized due to the limited glazing proposed for the structure. Street level display area has a backdrop demising wall assisting in repelling noise infiltration from Rodeo Drive. Solid masonry side and rear walls, along with adjacent building also minimize the infiltration of ambient noise.

Internal noise emittance is minimized with the same components listed for external noise infiltration, along with the numerous interior walls and salon areas within the building. These interior walls act as sound buffers trapping internal sound and noise to within the structure. This high end clothing salon does not generate noticeable noise levels on to the public right of way.

SECTION 4; QUESTION 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 travertine and polished brass grid, trim and glazing mullions are generally found and used in high end design applications. These materials are found and used currently within the Beverly Hills business district/triangle. The human scale, friendly street façade and its modulated/recessed entry/display portal provides a welcomed relief from the numerous at property line building facades. The orange lacquered panels (another corporate branding identity material) provide a measured splash of color adding to the vibrant retail pedestrian atmosphere existing on rodeo drive.

SECTION 4; QUESTIONS 4 & 5

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.

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.

1. The proposed expanded retail use is consistent with the underlying use and zone designation identified in the General Plan which is C-3. The project is located within the Business Triangle District and a Pedestrian Oriented Area. These designations promote pedestrian oriented uses, e.g. retail uses, along with higher density (FAR) and increased building heights. This project stays well under the allowed FAR and is under the allowed building height. The expanded retail use further complements the existing high end retail nature of Rodeo Drive and the Business Triangle District.

The project further complements and underpins the City's Land Use elements specifically LU2 - Community Character, LU 10 - Economically Vital Districts, LU 11 - Well Designed and Attractive Districts, LU 15 - Economic Sustainability. No CUP's, Variances, Zone Amendments, Special Use Permits are required for this project. The prior tenant was a retail use.

2. With the addition of only approximately 1,400sf of retail space, the proposed Tory Burch retail project will not adversely affect the existing and anticipated development in the vicinity and will further promote harmonious development in the immediate area. The project's additional space will further contribute to the retail base within the Business Triangle along with complementing the retail uses in the area. View corridors from the adjacent hotel will not be affected nor will the roof top terrace of the adjacent retailer be affected due to the 30 foot setback off the hotel, the positioning of the majority of the proposed space to the rear of the existing building, along with the proposed outdoor roof top terrace floor level similar to that of the adjacent outdoor roof top terrace.

3. The proposed expanded retail project lies in the heart of the Business Triangle, placing it over 1,000 linear feet from the closest residential property whereby the nature and configuration, location, density, height and manner of operation will not significantly and adversely interfere with the use and enjoyment of residential properties in the vicinity of the subject property. The General Plan specifically identifies this site area as high density retail commercial use.

4. The main street façade of the structure will be sheathed in brass accentuated polished silver travertine stone panels bringing another high-end, high quality finish material to Rodeo Drive. The brass trimmed display window and main street entry door contrasts yet compliments the stone panels. This mixture of rich finish materials will add another quality texture and lightness to Rodeo Drive's contextual facades. The raised parapet of the proposed terrace assists in providing a massing transition down from the slightly higher parapet of the adjacent Cartier parapet to that of the adjacent lower parapet of the Roberto Cavalli structure. The large glazed display window and entry door provides for an unobstructed view portal into the space, as well as revealing pedestrian access and activity out onto Rodeo Drive when inside the store. This is all accomplished with a balance of human scale, proportions, and integrity. The recessed display and entry portal on the first floor is a welcome relief to the adjacent building planes abutted against the property lines as typically seen along Rodeo Drive. The design philosophy is subtle but elegant. The orange lacquered window return panels at the entry/display portal allows for a subtle visual connection associated with Tory Burch's worldwide corporate branding.



Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

Attached B:

Design Plans, Cut Sheets
and Supporting Documents

PROJECT INFORMATION:

EXISTING SITE SQUARE FOOTAGE: 7,625 SQ. FT.

EXISTING ADJACENT RETAIL SPACE 1ST FLOOR SQ. FT.: 2,500 SQ. FT.
 EXISTING ADJACENT RETAIL SPACE MEZZANINE SQ. FT.: 928 SQ. FT.
 EXISTING PROJECT RETAIL BUILDING 1ST FLOOR SQ. FT.: 1,435 SQ. FT.
 EXISTING PROJECT RETAIL BUILDING MEZZANINE SQ. FT.: 740 SQ. FT.
 TOTAL EXISTING BUILDING SQUARE FOOTAGE: 5,603 SQ. FT.

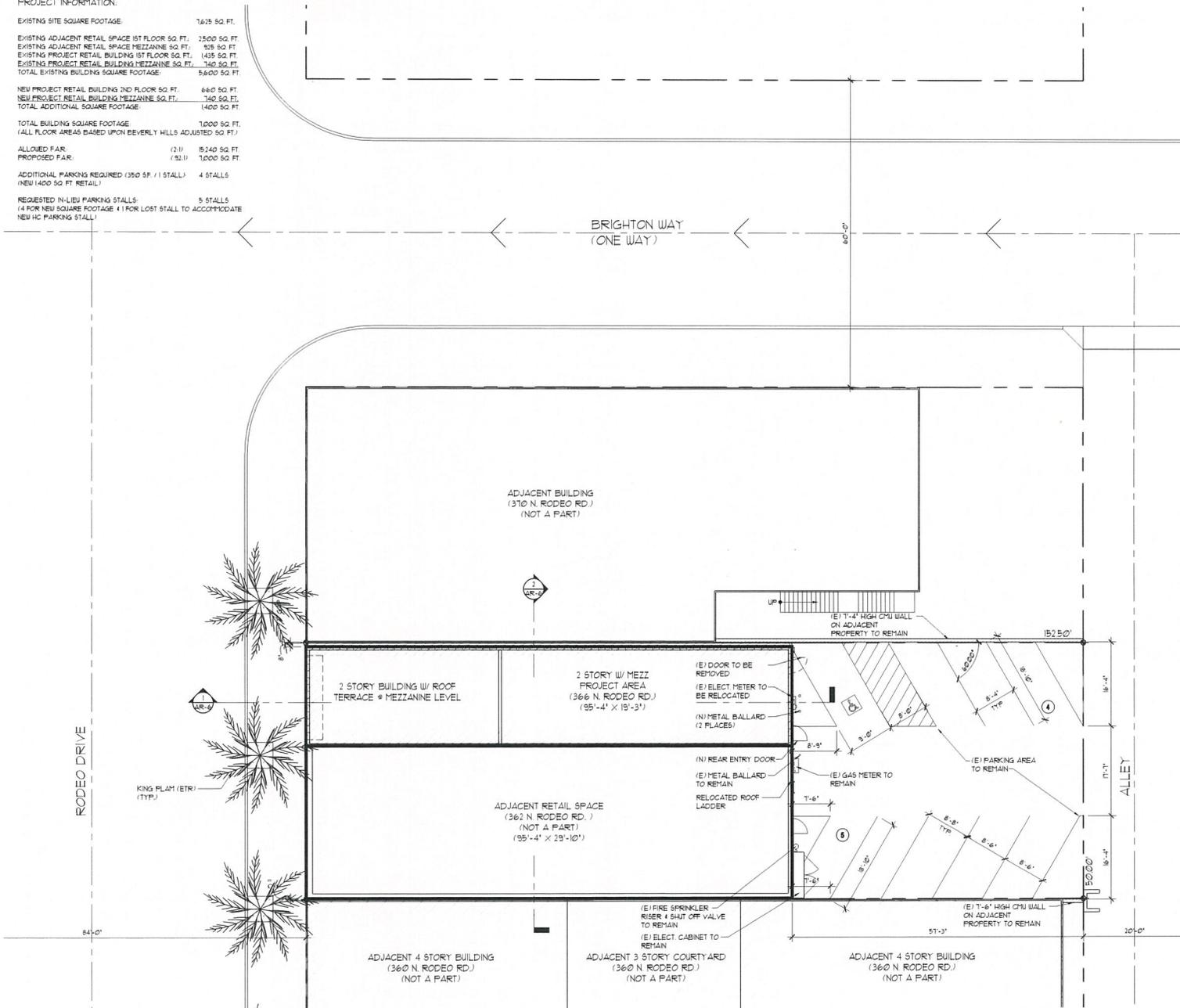
NEW PROJECT RETAIL BUILDING 2ND FLOOR SQ. FT.: 660 SQ. FT.
 NEW PROJECT RETAIL BUILDING MEZZANINE SQ. FT.: 340 SQ. FT.
 TOTAL ADDITIONAL SQUARE FOOTAGE: 1,000 SQ. FT.

TOTAL BUILDING SQUARE FOOTAGE: 7,000 SQ. FT.
 (ALL FLOOR AREAS BASED UPON BEVERLY HILLS ADJUSTED SQ. FT.)

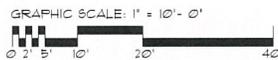
ALLOWED F.A.R. (2.1): 15,240 SQ. FT.
 PROPOSED F.A.R. (5.2.1): 7,000 SQ. FT.

ADDITIONAL PARKING REQUIRED (350 SF./1 STALL): 4 STALLS
 (NEW 1,400 SQ. FT. RETAIL)

REQUESTED IN-LIEU PARKING STALLS: 5 STALLS
 (4 FOR NEW SQUARE FOOTAGE, 1 FOR LOST STALL TO ACCOMMODATE
 NEW HC PARKING STALL)



EXISTING & PROPOSED SITE PLAN



SHEET #: AR-1

DATE: 26, October 2012
 PROJECT NUMBER: 384120101

TORY BURGH - 2ND FLOOR & MEZZ ADDITION

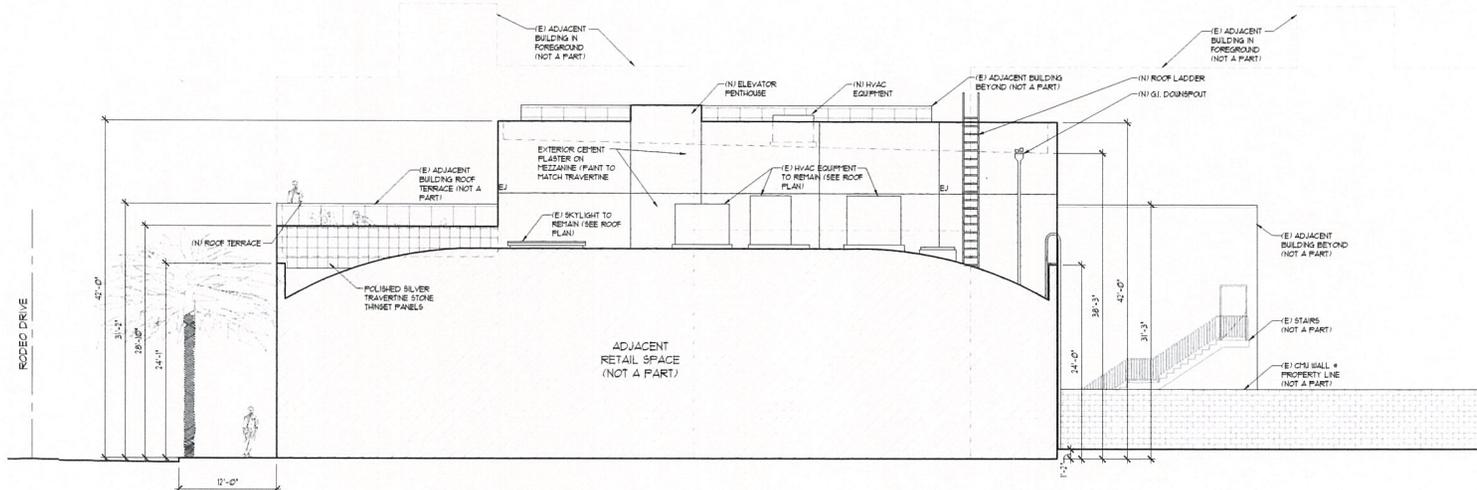
386 N. RODEO DRIVE,
 BEVERLY HILLS, CA 90210

OWNER: HERSENSON MANAGEMENT
 TRUSTEES: ALAN ARRAMBON
 8405 BRIGHTON WAY, SUITE 34
 BEVERLY HILLS, CA 90210
 P: 310.275.6397
 F: 310.275.9199

PROJECT ADDRESS:
 386 N. RODEO DRIVE,
 BEVERLY HILLS, CA 90210

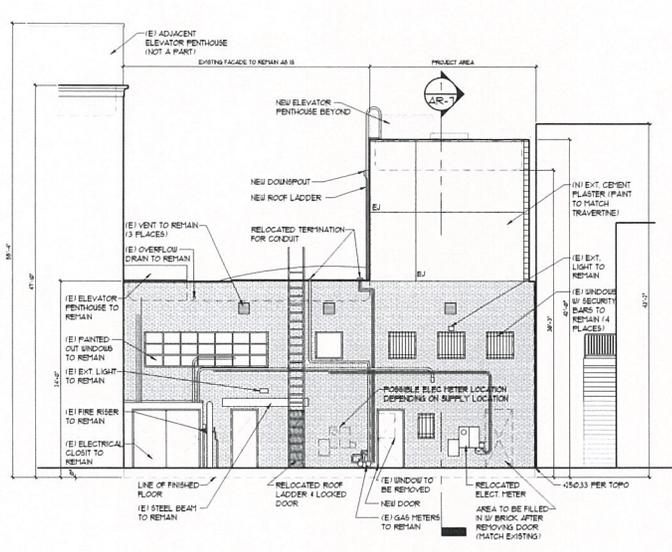
O'NEIL LAMON
 ARCHITECTS, P.C.
 11000 CRENSHAW
 SUITE 1000
 BEVERLY HILLS, CA 90210
 TEL: 310.275.9199

R-E-D Architectural Group
 ARCHITECTS - INTERIORS - SITEWORK
 10000 CRENSHAW SUITE 1000 BEVERLY HILLS, CALIFORNIA 90210
 P: 310.275.9199 F: 310.275.9199



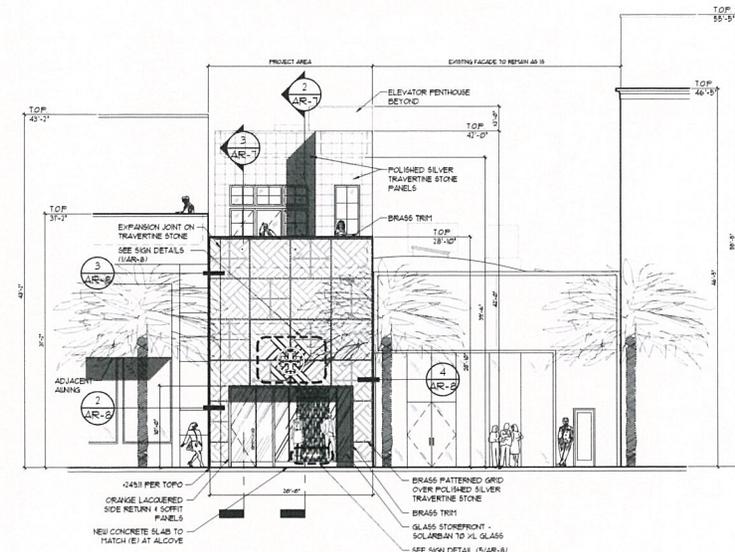
PROPOSED NORTH ELEVATION

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



PROPOSED EAST ELEVATION (ALLEY)

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



PROPOSED WEST ELEVATION (RODEO DR)

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



SHEET #: AR-5

DATE 26, October 2012
PROJECT NUMBER 384120101

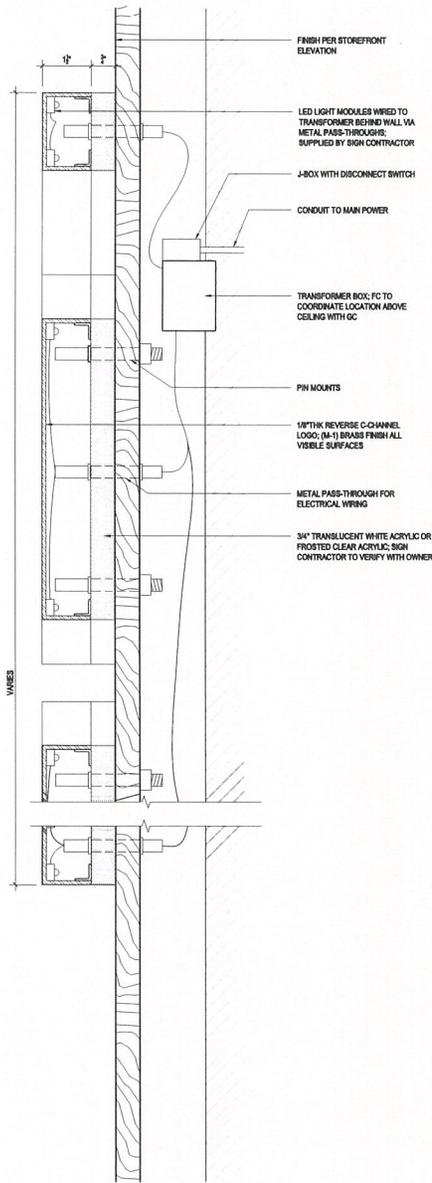
TORY BURCH = 2ND FLOOR & MEZZ ADDITION
366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

O'NEIL LAMHAN
ARCHITECTS

OWNER: HERSENSON MANAGEMENT
TRUSTEE: ALAN ABRAMSON
8905 BRINGTON WAY, SUITE 34
BEVERLY HILLS, CA 90210
P: 310.275.8387
F: 310.275.9190

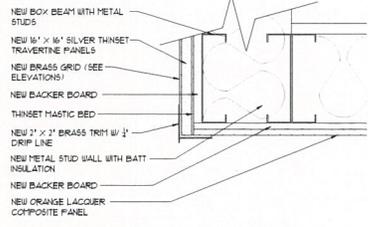
PROJECT ADDRESS:
366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210
R-E-D Architectural Group

PLANNERS - ARCHITECTS - INTERIORS
4000 CRENSHAW BOULEVARD, SUITE 200, BEVERLY HILLS, CALIFORNIA 90208
P: 310.275.8387 F: 310.275.9190

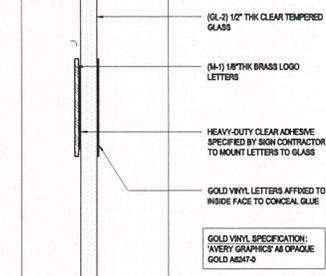


8 SECTION OF LIT BRASS SIGNAGE
SCALE: 6" = 1'-0"

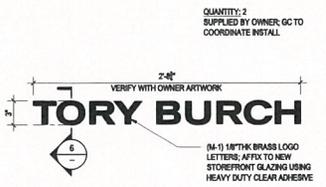
SHEET #: AR-8



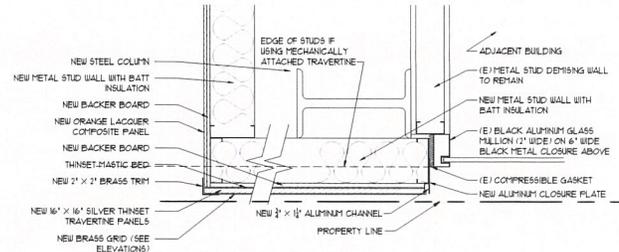
7 DRIP LINE @ EDGE OF SOFFIT
SCALE: 3" = 1'-0"



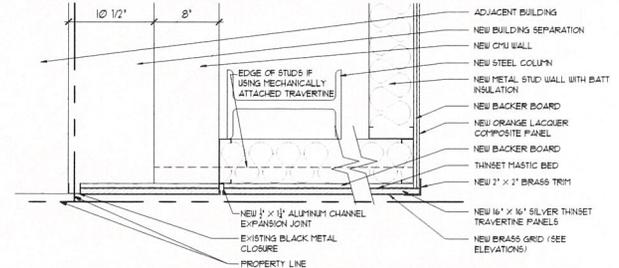
6 DETAIL OF SIGNAGE AT GLASS
SCALE: 6" = 1'-0"



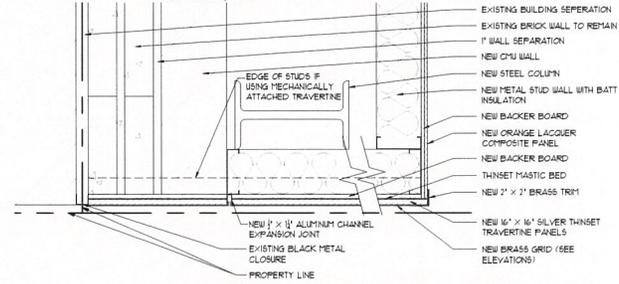
5 SIGNAGE AT GLASS
NOT TO SCALE



4 TRAVERTINE & BRASS FACADE CORNER DETAIL
SCALE: 3/4" = 1'-0"



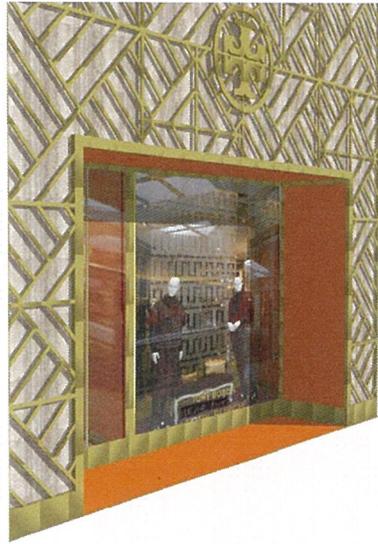
3 TRAVERTINE & BRASS FACADE CORNER DETAIL
SCALE: 3/4" = 1'-0"



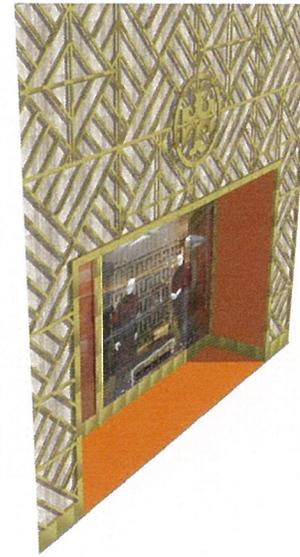
2 TRAVERTINE & BRASS FACADE CORNER DETAIL
SCALE: 3/4" = 1'-0"



1 BRASS SIGNAGE
NOT TO SCALE



FRONT FACADE RENDERING #3



FRONT FACADE RENDERING #4



FRONT FACADE RENDERING #1



FRONT FACADE RENDERING #2

SHEET #: AR-10

DATE 26, October 2012
PROJECT NUMBER 384120101

TORY BURCH - 2ND FLOOR & MEZZ ADDITION

366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

OWNER: HERSENSON MANAGEMENT
TRUSTEE: ALAN ABRAMSON
8905 BRIGHTON WAY, SUITE 34
BEVERLY HILLS, CA 90210
P: 310.275.8387
F: 310.275.9150

PROJECT ADDRESS:
366 N. RODEO DRIVE,
BEVERLY HILLS, CA 90210

O'NEIL LANGRAN
ARCHITECTS
11111 CRENSHAW
AVENUE, SUITE 100
BEVERLY HILLS, CA 90210
TEL: 310.275.2121

PLANNER - ARCHITECTURE - INTERIOR
R-E-D Architectural Group
1000 WILSON BOULEVARD, SUITE 200, BERKELEY, CALIFORNIA 94704
P: 925.832.7700 F: 925.832.7701



Design Review Commission Report

455 North Rexford Drive

AC Meeting – November 14, 2012

Attached 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 BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 336 NORTH RODEO DRIVE (TORY BURCH – PL1228942).

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

Section 1. Renne Viola, applicant, on behalf of the property owners, Hershenson Investments, and the tenant, Tory Burch (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and business identification sign for the property located at 366 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 **November 14, 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. **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:

William Crouch, Commission Secretary
Community Development Department

Adopted: **November 14, 2012**

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 November 14, 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