



Architectural Commission Report

Meeting Date: Wednesday, December 19, 2012

Subject: **CHARLOTTE OLYMPIA**
474 North Rodeo Drive
Request for approval of a façade remodel, business identification signage, and construction barricade graphic.
(PL1230962)

Project applicant: Charlotte Olympia

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, two business identification signs, and a construction barricade graphic for a new Charlotte Olympia retail store at 474 North Rodeo Drive. The façade proposal includes:

- Modifying the façade and entryway with a new metal-clad entry wing wall;
- Adding new metal trim to the display windows;
- Adding a new metal-clad Moderne-style eyebrow along the length of the façade; and
- Repairing and repainting the exterior plaster walls white.

The applicant is requesting two business identification signs with the copy “Charlotte Olympia”:

- One 14.6 square foot sign along the Santa Monica Boulevard elevation made of internally-illuminated metal letters. (Maximum permissible sign area: 70 SF)
- One 6 square foot sign along the N. Rodeo Drive elevation made of metal back-lite channel letters. (Maximum permissible sign area: 30 SF)

A construction barricade with a graphic is also proposed along the perimeter of the property. The applicant has been encouraged to provide alternative graphics for Commission review at the meeting.

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

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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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.



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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
 - Eight (8) 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:

Modification of the facade, entry and new metal trim on the display windows. Addition of a metal clad trim at 12'-0" above sidewalk. Existing plaster walls will be repaired and repainted White.

One business identification sign will be located on the Santa Monica elevation. A smaller business identification sign will be mounted on the Rodeo Elevation

No additional square footage is proposed.

D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: _____

E Lot is currently developed with (check all that apply):

- General Office Building Multi-family Building Other (specify below): _____
- Retail Building Vacant
- Medical Office Building Restaurant

F 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>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business Identification ▼	1	12' x 1'-2"	14.6	100 s.f.
2	Business Identification ▼	1	9' x 8"	6.0	50 sf
3					
4					
5					

B 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: Stucco, Metal Cladding, Glass
Texture /Finish: Smooth, Anodized, Clear
Color / Transparency: White, Dark Bronze, Clear

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

Material: Metal Cladding Frames, Glass
Texture /Finish: Anodized, Clear
Color / Transparency: Dark Bronze, Clear

ROOF

Material: NA
Texture /Finish:
Color / Transparency:

COLUMNS

Material: NA
Texture /Finish:
Color / Transparency:

BALCONIES & RAILINGS

Material: NA
Texture /Finish:
Color / Transparency:

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

Material: NA
Texture /Finish:
Color / Transparency:

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

AWNINGS, CANOPIES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: Metal
Texture /Finish: Anodized
Color / Transparency: Dark Bronze

BUILDING ID SIGN(S)

Material: NA
Texture /Finish: _____
Color / Transparency: _____

EXTERIOR LIGHTING

Material: NA
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: Entry Wall - Metal Cladding
Texture /Finish: Anodized
Color / Transparency: Dark Bronze

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

NA

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

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

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

Proposed modifications will upgrade the facade architecture by the dynamic entry wall and proposed colors and materials that are current and in keeping with the quality of Beverly Hills environment. The renovation will present a new and vibrant image for this location

- 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.**

There are no external or interior noise, vibrations and or other factors produced by this business. There will be no effect to the local environment.

- 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 facade renovations will enhance the existing, dated building with a new vibrant concept that will improve the local environment. The design concept is new and dynamic and in keeping with new Beverly Hills architecture.

- 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 existing building appearance is out-dated design. The proposed facade renovation will bring new life to this corner of Beverly Hills. The innovative design is in keeping with the general plan of Beverly Hills.

- 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 use of the building as Retail will not change and is within the applicable codes. The building conforms to local codes. The new renovation will improve any issues that may exist.



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Attachment B:

Design Plans, Cut Sheets
and Supporting Documents



DATE	DEC 3, 2012	REV.	DATE	REV.	DATE	REV.	DATE
DATE		REV.		REV.		REV.	
DRAWN BY		CHKD BY					

EXISTING BUILDING

SHEET
A-001

CHARLOTTE OLYMPIA

474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

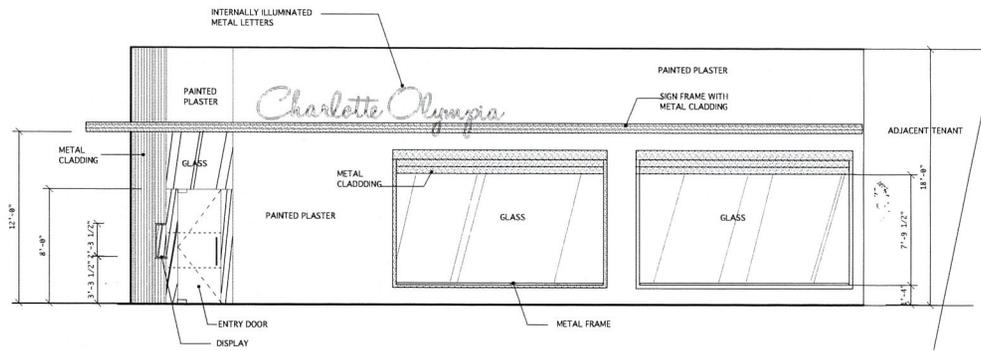
giachi

via canonica, 85m, milano
39 023653008
www.giachi.info

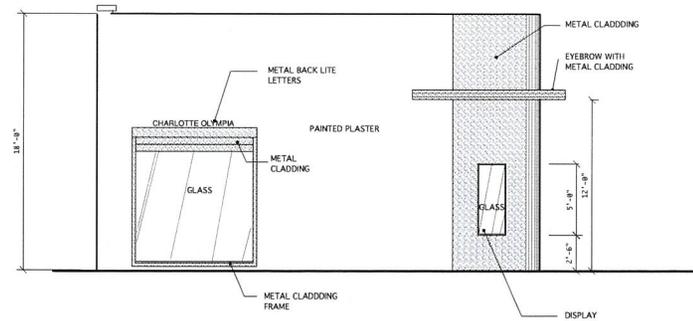
PAUL J. RUFFING AIA
ARCHITECTURE / PLANNING

TEL / FAX 949 660 8062

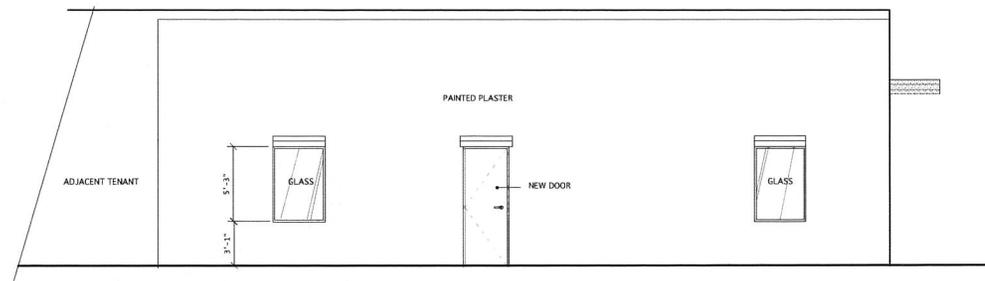
3900 BIRCH STREET, SUITE 201 NEWPORT BEACH, CA



1 SOUTH FACADE, SANTA MONICA BLVD. 1/4" = 1'-0"



2 WEST FACADE, NORTH BEVERLY DRIVE. 1/4" = 1'-0"



3 NORTH FACADE, PARKING . 1/4" = 1'-0"

PAUL J. RUFFING AIA
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39 023653008
www.giachiaro

CHARLOTTE OLYMPIA
474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

DATE	DESC.	BY	REV.	DATE	REV.	DATE	REV.	DATE

SHEET

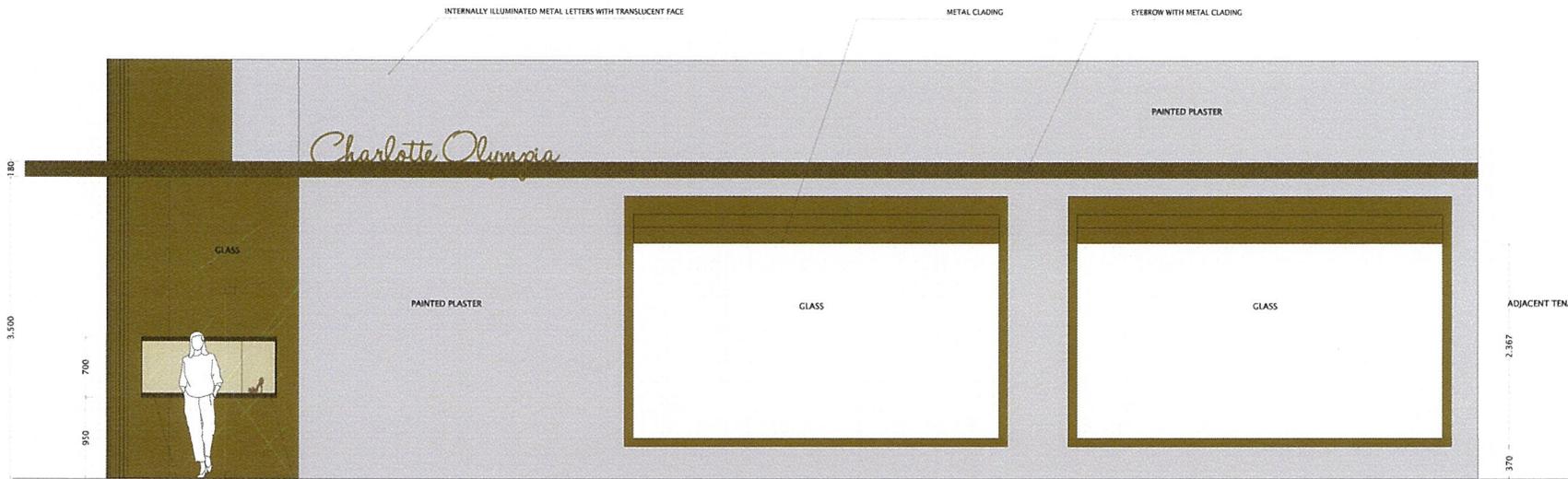
A-201

OF

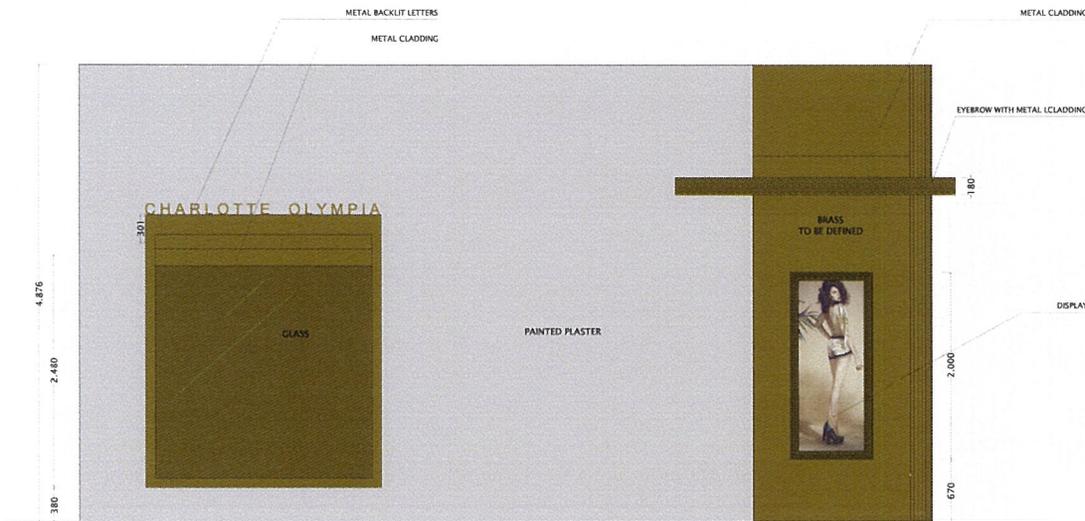
PROPOSED EXTERIOR ELEVATIONS

3900 BIRCH STREET, SUITE 201 NEWPORT BEACH, CA

TEL / FAX 949 666 8842



1 SOUTH FACADE, SANTA MONICA BLVD
SCALE 1:50



2 WEST FACADE, NORTH BEVERLY DRIVE
SCALE 1:50



ENTRY PERSPECTIVE

PAUL J. RUFFING AIA
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CHARLOTTE OLYMPIA
474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

DATE	REV.	DATE	REV.	DATE	REV.	DATE	REV.
3.2012							

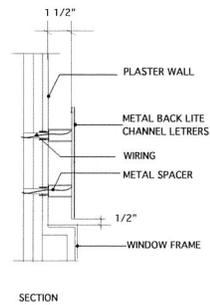
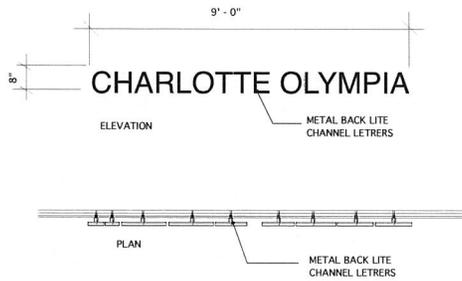
SHEET

COLOR ELEVATION

A-202

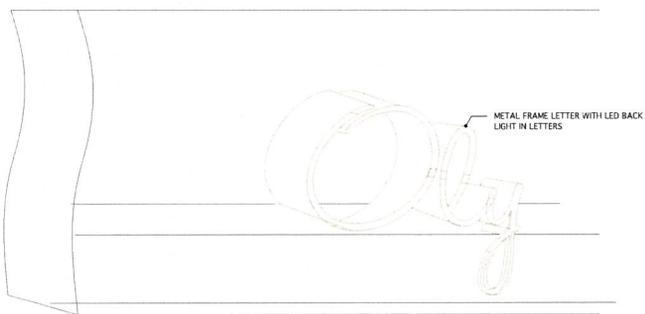
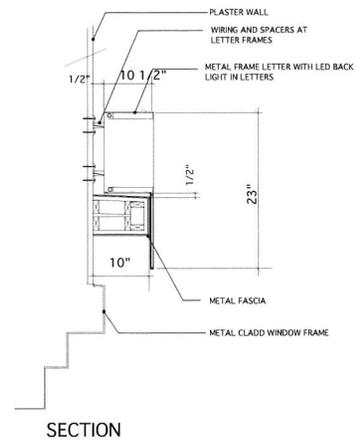
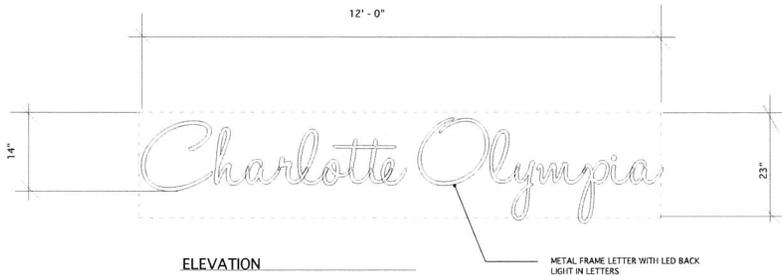
OF

3000 BIRCH STREET, SUITE 201 NEWPORT BEACH, CA



NORTH RODEO FACADE SIGN

SIGN AREA
 ALLOWABLE 50 SQ. FT.
 ACTUAL 6.0 SQ. FT.



SANTA MONICA FACADE SIGN

SIGN AREA
 ALLOWABLE 100 SQ. FT.
 ACTUAL 14.16 SQ. FT.

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CHARLOTTE OLYMPIA
 474 NORTH RODEO DRIVE
 BEVERLY HILLS, CA 90210

DATE	BY	REV.	DATE	REV.	DATE	REV.	DATE
DEC. 3, 2012							

A-203

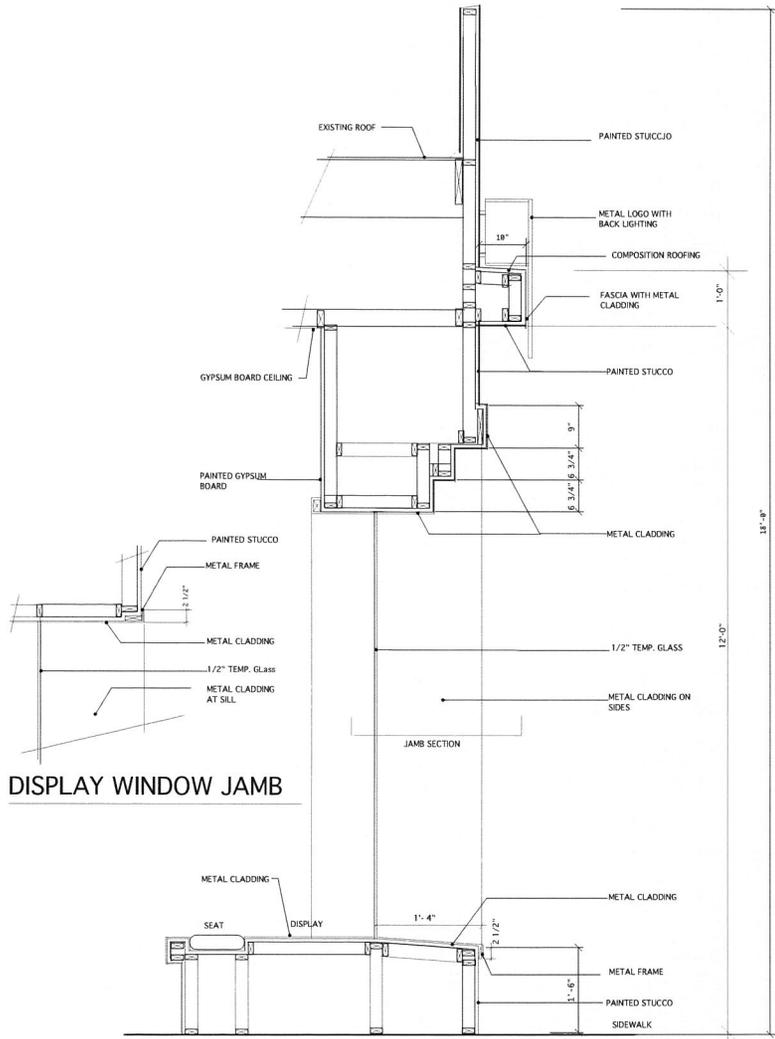
OF

SIGNAGE DETAILS

3908 BIRCH STREET, SUITE 201 NEWPORT BEACH, CA
 TEL / FAX 949 460 8002

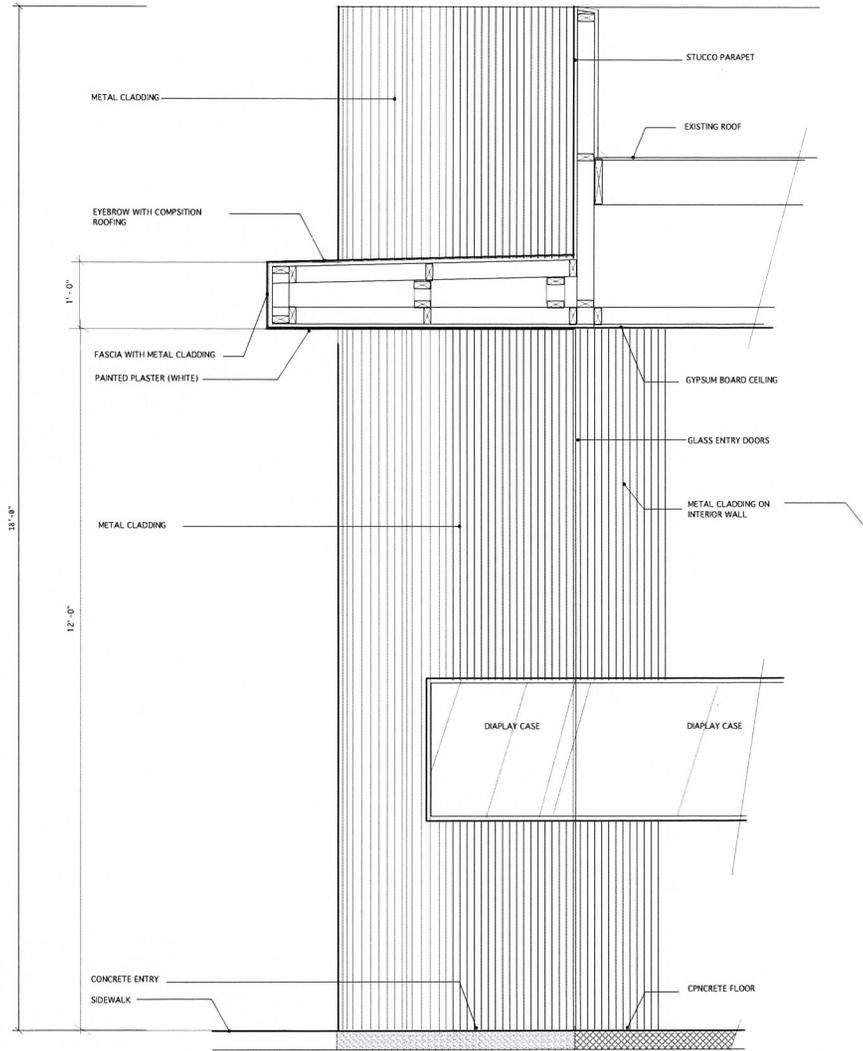
ARCHITECTURE / PLANNING

PAUL J. RUFFING AIA



DISPLAY WINDOW JAMB

DISPLAY WINDOW SECTION



ENTRY SECTION

DATE	DRAWN BY	DEC. 3, 2012	REV.	DATE	REV.	DATE	REV.	DATE



OR
A-204

DATE	REV.	DATE	REV.	DATE	REV.	DATE	REV.
DEC. 3, 2012							
DRAWN BY		CHKD BY					

PERSPECTIVE

CHARLOTTE OLYMPIA

474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

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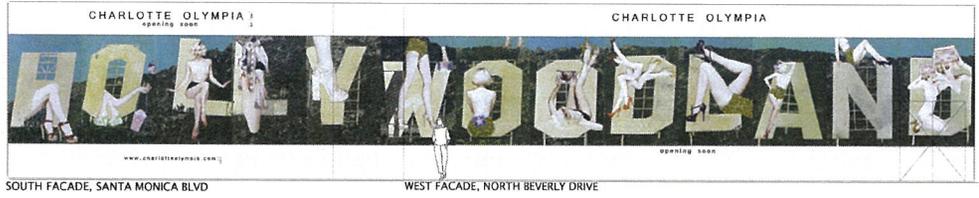
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39 023653008
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PAUL J. RUFFING AIA
ARCHITECTURE / PLANNING

TEL / FAX 949.660.8082

3500 BIRCH STREET, SUITE 201 NEWPORT BEACH, CA

1 FACADE TOTAL PERIMETER
SCALE NO



SOUTH FACADE, SANTA MONICA BLVD

WEST FACADE, NORTH BEVERLY DRIVE

2 WEST FACADE, NORTH BEVERLY DRIVE
SCALE 1:50



3 SOUTH FACADE, SANTA MONICA BLVD
SCALE 1:50



EMERGENCY INFORMATION
1 SQ.FT.

PAUL J. RUFFING AIA
ARCHITECTURE / PLANNING
3900 BIRCH STREET, SUITE 201 NEWPORT BEACH, CA

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39 023653008
www.giachinfo

CHARLOTTE OLYMPIA
474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

DATE	REV.	DATE	REV.	DATE	REV.	DATE
DEC. 3, 2012						
DRAWN BY: []						
CHECKED BY: []						

BARRICADE GRAPHICS

B-102
OF



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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, BUSINESS IDENTIFICATION SIGNAGE, AND CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 474 NORTH RODEO DRIVE (CHARLOTTE OLYMPIA – PL1230962).

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

Section 1. Charlotte Olympia, applicant and tenant, on behalf of the property owner, Ronald Simms (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, two business identification signs, and a construction barricade graphic for the property located at 474 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 **December 19, 2012** at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environmental less desirable. The proposed project is proposed to be constructed

using contemporary building materials and practices, and, as conditioned, 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: **December 19, 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 December 19, 2012 and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of five (5) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

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