



Architectural Commission Report

Meeting Date: Wednesday, February 20, 2013

Subject: **BREGUET**
200 North Rodeo Drive
Request for approval of a façade modification, a building identification sign, and sign accommodations for multiple business identification signs and a projecting sign. (PL1301946)

Project agent: John Hays, Swatch Group US

Recommendation: Conduct public hearing to discuss the project details and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting review and approval of a façade modification, a building identification sign, and a sign accommodation for multiple business identification signs and a projecting sign. The façade modification includes the following:

- Replacement of existing double swing door with new single swing bronze metal framed door
- New bronze metal panel above entryway

The applicant is also requesting various sign types in conjunction with the façade modification. Multiple sign accommodations are required, which include accommodations for multiple business identification signs and a projecting sign. Pursuant to §10-4-604 of the Beverly Hills Municipal Code (BHMC), the Architectural Commission may approve a sign accommodation to allow multiple business identification signs and a projecting sign if the total area of all business identification signs does not exceed 100 SF. The business identification sign area is as follows:

- 1 façade-mounted business identification sign above the corner entry – 7.1 SF;
- 1 projecting sign – 6.5 SF;
- 17 window business identification signs – 83.2 SF.

The total area proposed for business identification signage is 96.8 SF. As such, the business identification signage currently complies with the standards set forth in the BHMC. As part of the business identification signage, the applicant is proposing an advertisement-oriented graphic on the Dayton Way elevation; however, the applicant has been encouraged to look at alternative signage types for this area.

In addition to the business identification signs, the applicant is requesting one building identification sign with a total area of 10.25 SF. Based on a 2% calculation of the corner façade area (631 SF), pursuant to §10-4-605 of the BHMC, the maximum sign area for a building identification sign is 12.62 SF. As such, the building identification sign currently complies with the standards set forth in the BHMC.

Attachment(s):

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

Report Author and Contact Information:

Cindy Gordon, Assistant Planner

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cgordon@beverlyhills.org



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The applicant is also proposing to maintain the six existing awning signs on both the Dayton Way and Two Rodeo elevations. The existing awning signs are within the 7" height maximum for lettering on awnings and are not included in the overall business or building identification sign area calculations.

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, February 8, 2013. 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
 - 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: 1
 - Sign Accommodation (explain reason for the accommodation request below):
 - Request for a projecting sign (clock) in addition to Bus. and Bldg 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:

ONE STORY COMMERCIAL RETAIL REMODEL. IMPROVEMENT TO EXISTING SPACE, EXTERIOR FACADE, AND SIGNAGE. NO IMPROVEMENT TO EXISTING STRUCTURE.

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <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 |
| <input type="checkbox"/> Other: _____ | | | | |

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 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 ID Sign(s)	1 ("B")	"B" 3'-4 5/8" x 2'-1 1/8"	7.1	194 square feet (97 lineal feet * 2) 100 square feet maximum
2	Business ID Blade Sign	1 ("C")	28" diameter	6.5	8 square feet
3	Window Sign(s)	8 ("D", "E") 1("H")	1'-11 5/8" wide x 1'-2 3/4" tall; 2'-6 3/8" x 1'-7"	2.4*8=19.2 1*4=4	194 square feet (.1 * 1940 facade area under 20') 141 square feet (.10 * 1407 glazed area) 15 square feet
4	Window Graphic	2 ("H")	6'-4" wide x 9'-6" tall	60*1=60	194 square feet (.1 * 1940 facade area under 20') 141 square feet (.10 * 1407 glazed area) 15 square feet
5	Awning Sign(s)	6 ("G")	1'-0" wide x 4" high	0.35*6=2.1	Existing
6	Building ID Sign	1 ("A")	"A" 4'-0 3/4" x 2'-6 1/4"	10.25	12.62 square feet (.02 x 631 facade area)

B List the specific materials and finishes for the architectural project (List N/A, not applicable, for features that do not apply.):

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

Material: Stone, off-white mullions, clear glazing, bronze color door surround, off-white awnings
Texture /Finish: Carved stone, smooth glazing, smooth storefront, smooth canvas awnings
Color / Transparency: Off-white stone, grey speckled stone, and off-white and bronze color mullions

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

Material: Off-white and bronze painted metal frame, clear glazing
Texture /Finish: Smooth frames, smooth glazing
Color / Transparency: Off-white frames, clear glazing

ROOF

Material: Bronze metal
Texture /Finish: Patina smooth
Color / Transparency: Green patina bronze

COLUMNS

Material: Off-white stone
Texture /Finish: Honed
Color / Transparency: Cream

BALCONIES & RAILINGS

Material: N/A
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: Off-white canvas fabric
Texture /Finish: Smooth
Color / Transparency: Cream

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Backlit white glass, Reverse channel backlit bronze, Backlit transparency (2)
Texture /Finish: Smooth glazing
Color / Transparency: Transparent white, Bronze, Clear glass

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Round glass sconces
Texture /Finish: Smooth glass
Color / Transparency: Translucent white

PAVED SURFACES

Material: Cobblestone pattern
Texture /Finish: Cobblestone
Color / Transparency: Dark Grey

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

Material: Protruding Breguet clock
Texture /Finish: Smooth
Color / Transparency: Transparent glass with metal finish frame

C 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 Breguet store is in a wedge shape space on the corners of Dayton and Via Rodeo. The existing facade is of off-white and grey speckled stone, off-white metal mullions, off-white canvas awnings. The proposed additions to the store include bronze colored door frame and signage, backlit white glass signage, and backlit transparency visual graphics. A new protruding signature Breguet clock is also proposed to enliven the Two Rodeo entrance courtyard. The new design elements create a contemporary expression which complement the classic materials of the existing facade. It retains the level of detail and care that is consistent with other examples of good architecture found in Beverly Hills.

- 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 is no change in the type of occupancy. The new facade remodel and new signage do not appear to modify any existing barriers to the external and internal noise and is not anticipated to make the environment any less favorable.

- 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 materials are of high quality and in good taste. The proposed design does not appear to be inferior in quality and would therefore not degrade the local environment in appearance or value.

- 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 mass and scale of the proposed remodel is maintained and is in conformity with the prevailing uses in the general area with other similar projects approved by the commission. The store layout and facade design are in harmony and compliance with the general plan of Beverly Hills and with any precise plans adopted pursuant to the 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 appearance of the proposed work is compatible with adjacent development in its use of materials, colors, and openings and therefore should not present any violations of the municipal code or other applicable laws.



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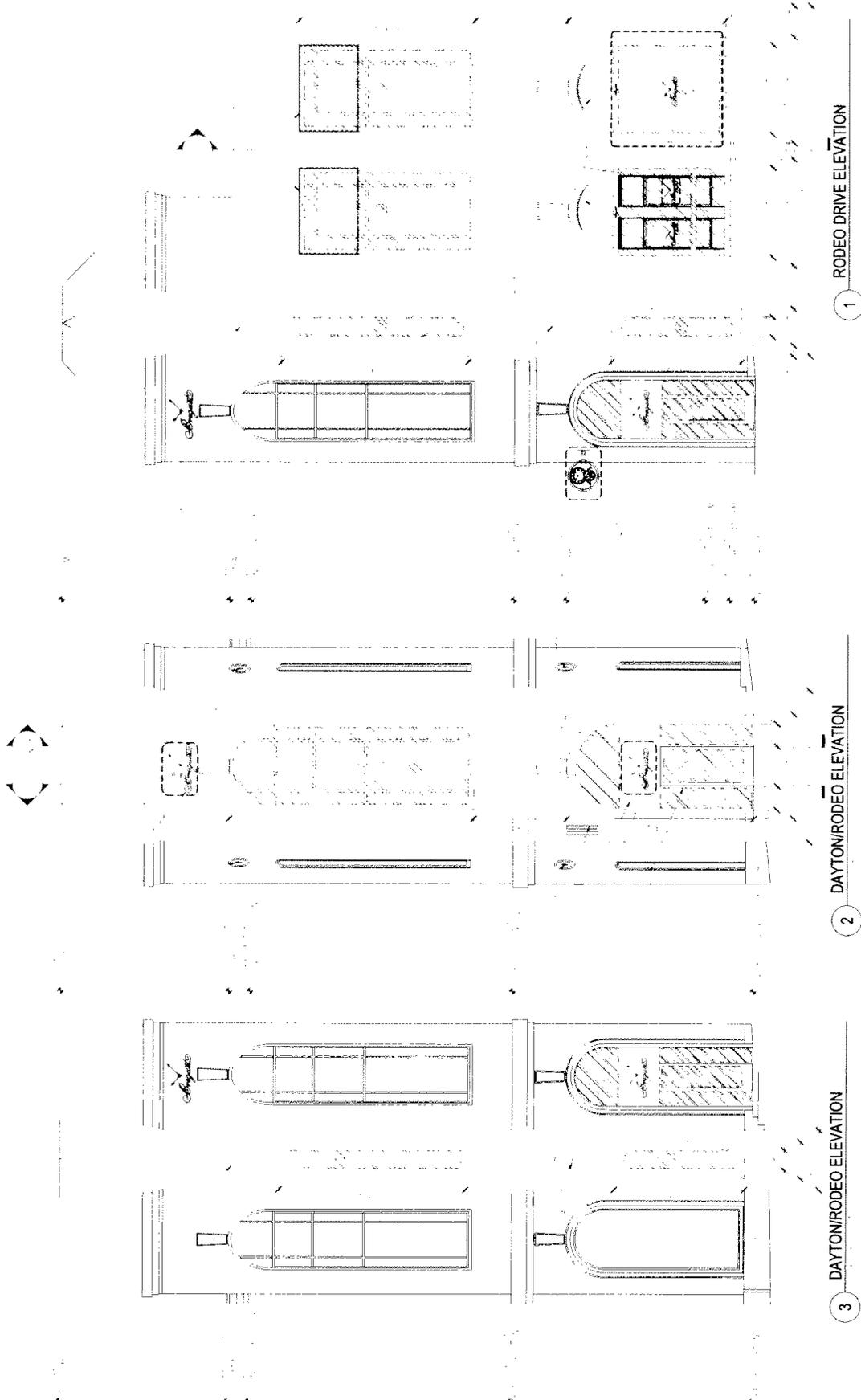
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Attachment B:

Design plans, cut sheets
and supporting elements

NOTES

1. NEW BRACKET WALL CLOCK
2. STORAGE TYPE 'X'
3. NEW BRONZE METAL PANEL
4. STORAGE TYPE 'W'
5. NEW SINGLE SWING DOOR, 60" X 84"
6. EXISTING WHITE ANCHORS WITH STORAGE TYPE 'S' TO REMAIN
7. EXISTING STONE TO REMAIN
8. EXISTING STONE BASE TO REMAIN
9. EXISTING SCIENCE TO REMAIN (TYP OF #)
10. EXISTING DISPLAY WINDOW GLASS AND PAINTED MULLION SYSTEM TO REMAIN
11. NEW BACKLIT VISUAL GRAPHIC LIGHTBOX
12. EXISTING SECOND STORY WINDOW GLASS AND PAINTED MULLION SYSTEM TO REMAIN



1 RODEO DRIVE ELEVATION

2 DAYTON/RODEO ELEVATION

3 DAYTON/RODEO ELEVATION

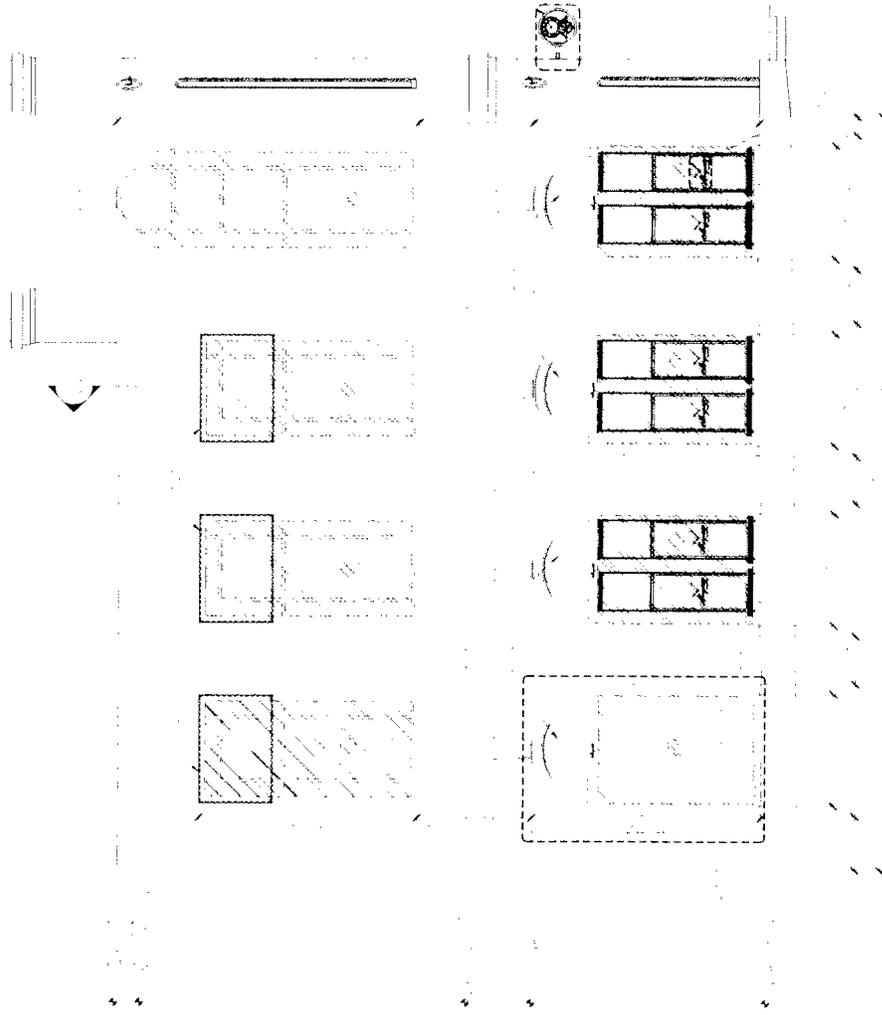
EXTERIOR ELEVATIONS

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

SCALE 1/8" = 1'-0"



- NOTES:
1. NEW BREGUET WALL CLOCK
 2. STORAGE TYPE 'X'
 3. NEW BRONZE METAL PANEL
 4. STORAGE TYPE 'B'
 5. NEW SINGLE SWING DOOR, 60" X 84"
 6. EXISTING WHITE ANNEXES WITH STORAGE TYPE 'B' TO REMAIN
 7. EXISTING STONE TO REMAIN
 8. EXISTING STONE BASE TO REMAIN
 9. EXISTING SCOURE TO REMAIN (TYP. OF 4)
 10. EXISTING UPPER WINDOW GLASS AND PAINTED MULLION SYSTEM TO REMAIN
 11. NEW BACKLIT VISUAL GRAPHIC LIGHTBOX
 12. EXISTING SECOND STORY WINDOW GLASS AND PAINTED MULLION SYSTEM TO REMAIN



1 DAYTON WAY ELEVATION

EXTERIOR ELEVATIONS

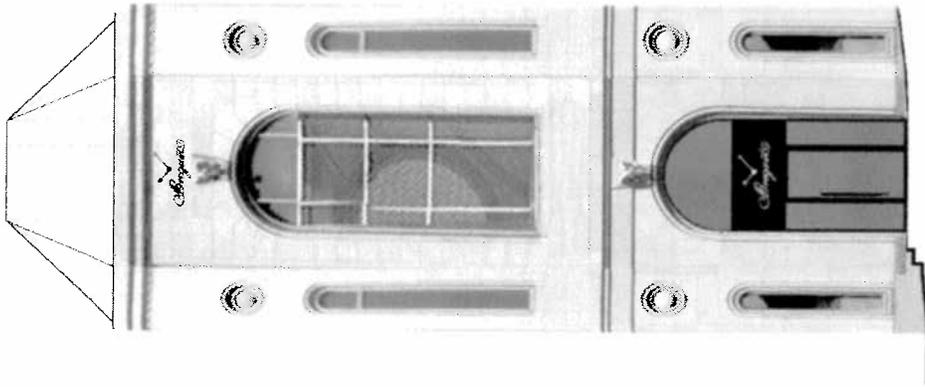
SCALE 1/8" = 1'0"

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

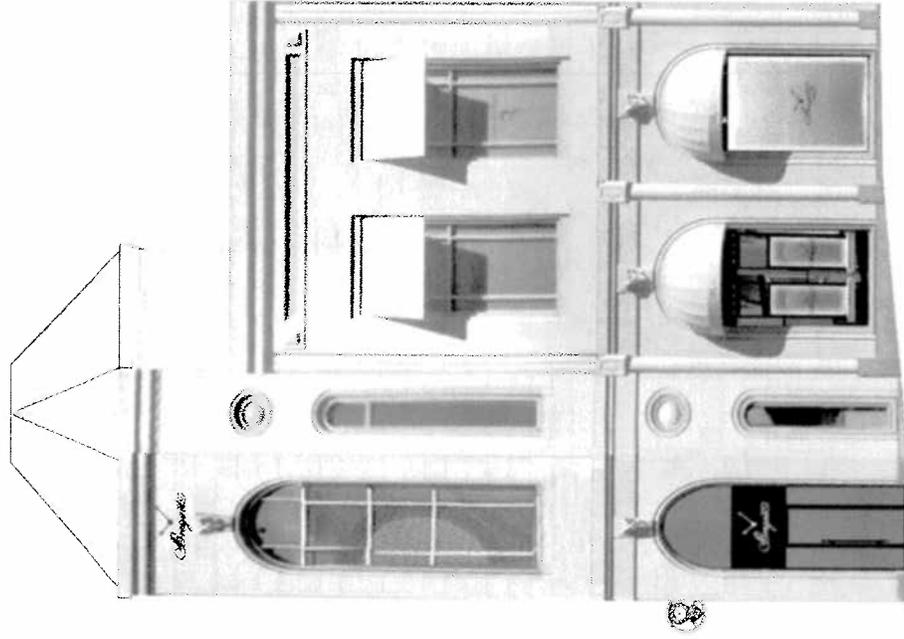
Breguet
DENNIS 1775

FEBRUARY 20, 2013

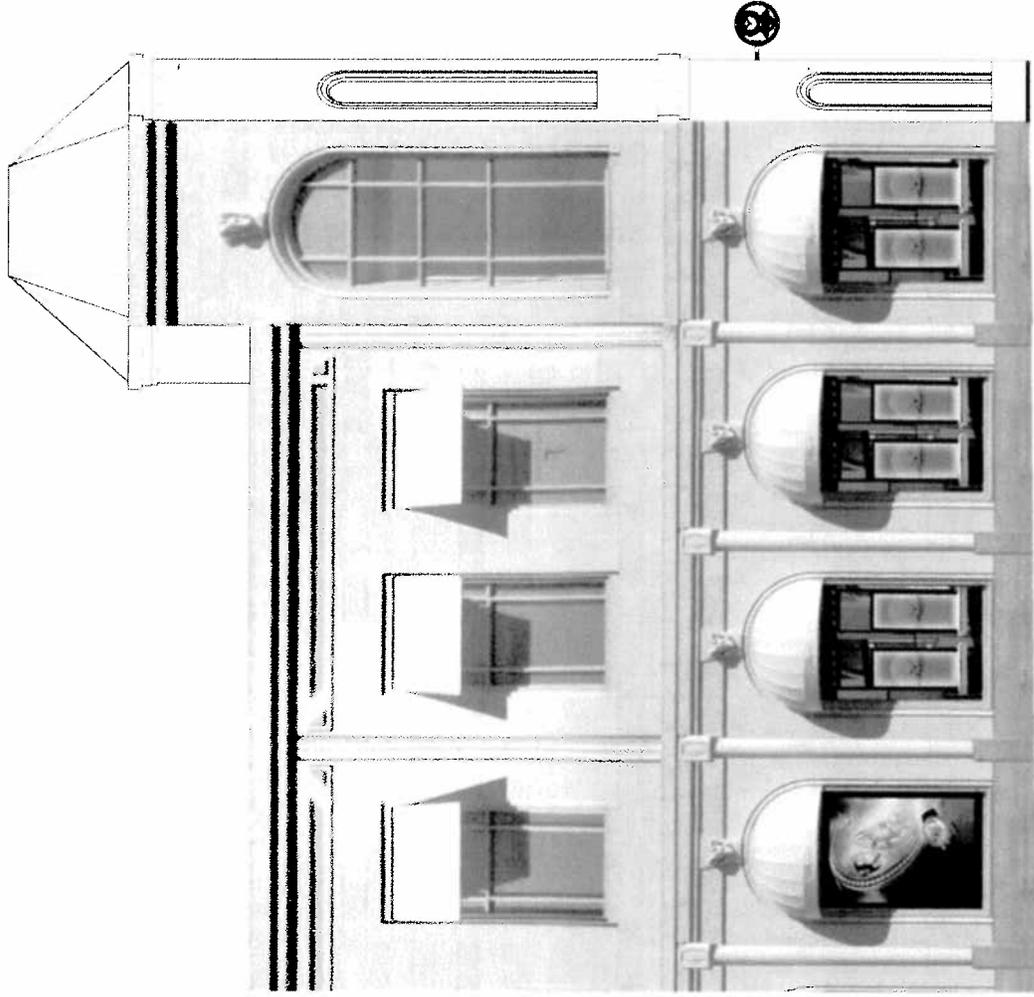
B-3



2 DAYTON RODEO ELEVATION



1 RODEO DRIVE ELEVATION



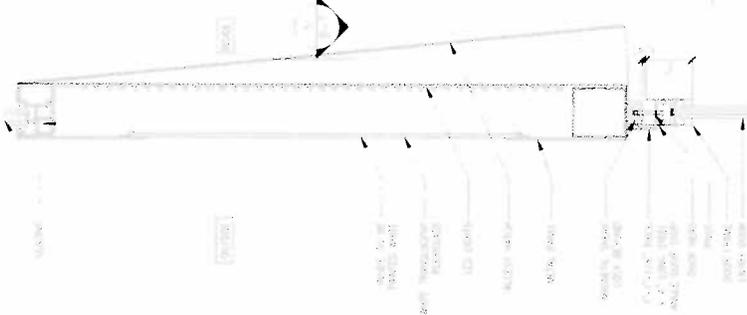
1 DAYTON WAY ELEVATION

COLORED ELEVATION DAYTON WAY

SCALE: NTS

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

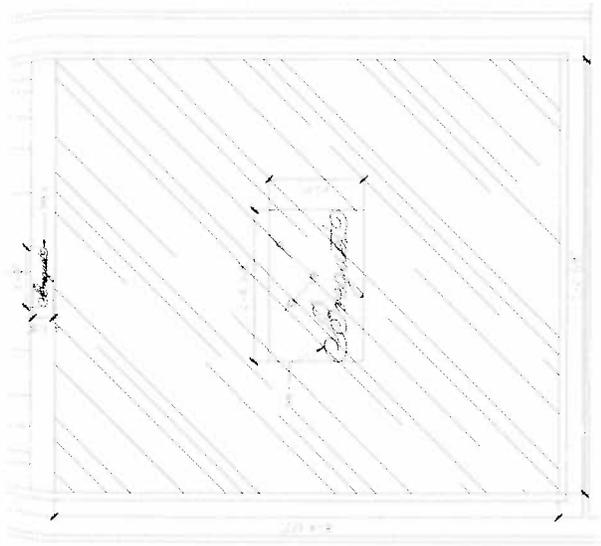




TYPE 'B' SIGNAGE DETAIL



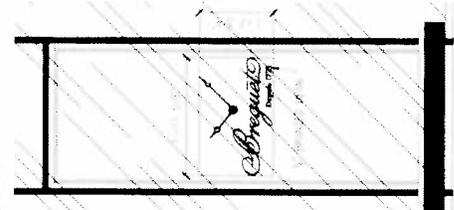
TYPE 'H' - (60 SQ. FT.) AND 'G' - (35 SQ. FT.) BACKLIT WINDOW SIGNAGE



TYPE 'F' - (4 SQ. FT.) AND 'G' - (35 SQ. FT.) BACKLIT WINDOW SIGNAGE



TYPE 'D' - (2.4 SQ. FT.) BACKLIT WINDOW SIGNAGE



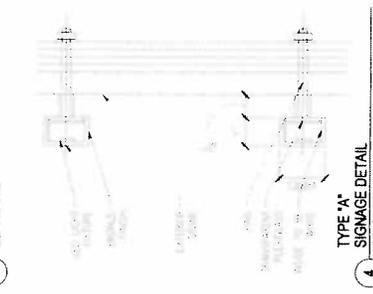
TYPE 'E' - (2.4 SQ. FT.) BACKLIT WINDOW SIGNAGE



TYPE 'A' - (10.25 SQ. FT.) MAIN CORNER SIGNAGE



TYPE 'B' - (7.1 SQ. FT.) ENTRY METAL PANEL SIGNAGE



TYPE 'C' - (6.5 SQ. FT.) BREGUET WALL CLOCK PROTRUDING SIGNAGE

ITEM NO.	DESCRIPTION	QUANTITY	UNIT	PRICE	TOTAL
1	TYPE 'A' SIGNAGE	1	SQ. FT.	10.25	10.25
2	TYPE 'B' SIGNAGE	1	SQ. FT.	7.1	7.1
3	TYPE 'C' SIGNAGE	1	SQ. FT.	6.5	6.5
4	TYPE 'D' SIGNAGE	1	SQ. FT.	2.4	2.4
5	TYPE 'E' SIGNAGE	1	SQ. FT.	2.4	2.4
6	TYPE 'F' SIGNAGE	1	SQ. FT.	4	4
7	TYPE 'G' SIGNAGE	1	SQ. FT.	35	35
8	TYPE 'H' SIGNAGE	1	SQ. FT.	60	60
9	TYPE 'I' SIGNAGE	1	SQ. FT.	35	35
10	TYPE 'J' SIGNAGE	1	SQ. FT.	35	35

SIGNAGE SCHEDULE



GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

SIGNAGE TYPES AND DETAILS

SCALE AS NOTED



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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE MODIFICATION, A BUILDING IDENTIFICATION SIGN, AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS AND A PROJECTING SIGN FOR THE PROPERTY LOCATED AT 200 NORTH RODEO DRIVE (BREGUET – PL1301964).

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

Section 1. John Hays, Swatch Group US, applicant, on behalf of the property owner, Sloane Two Rodeo LLC, and the tenant, Breguet (Collectively the “Applicant”), has applied for architectural approval of a façade modification, a building identification sign, and a sign accommodation for multiple business identification signs and a projecting sign for the property located at 200 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 February 20, 2013 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. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **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.
3. **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.
4. **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.

5. **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.
6. **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.
7. **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.
8. **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

9. 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: February 20, 2013

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-13 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on February 20, 2013 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