



Architectural Commission Report

Meeting Date: Wednesday, February 20, 2013

Subject: **BULGARI**
401 North Rodeo Drive
Request for approval of a sign accommodation for a mural on the façade of a building
(PL1302314)

Project Agent: Ashok Vanmali - Gruen Associates

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 Sign Accommodation to allow for a temporary mural to wrap the façade of the existing Bulgari store at the southwest corner of North Rodeo Drive and Brighton Way. Pursuant to §10-4-319 of the Beverly Hills Municipal Code (BHMC), the Architectural Commission may approve a sign accommodation to authorize the installation of a mural or similar environmental graphic.

The applicant is proposing a mural made of a finely perforated vinyl material to be wrapped over the second story (third and fourth tiers) of the building along the full extent of the Rodeo Drive and Brighton Way elevations. The graphic consists of images of the film star Elizabeth Taylor; no logos or text are proposed.

The total mural area proposed is 1534.5 square feet, broken down as follows:

- Rodeo Drive elevation: 14'h x 29'-9"l = 416.5 square feet
- Brighton Way elevation: 14'h x 79'-10" = 1,118 square feet

Timing

The installation is intended to be temporary. The applicant has applied for a Special Events Permit with the City for a one-day approval to install the mural on February 19, 2013. The request before the Architectural Commission is to permit the mural installation until March 17, 2013. A project-specific condition has been included in the draft resolution to ensure that the installation is removed and the building restored to original condition by that date, and to grant authority to the Sign Subcommittee to consider any future time extension requests.

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

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:

Reina Kapadia, Contract Planner

(310) 285-1129

rkapadia@beverlyhills.org



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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
 - 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:
- Building Identification Sign(s)
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
- Other: Proposed temporary graphics to the facade for a special event with the Hollywood academy
- 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 proposed temporary graphics to the facade is for a special event to commemorate Elizabeth Taylor during the Hollywood Academy. The graphic is to be placed on the top 2 tiers of the building facade which will wrap around the building facing Rodeo drive and Brighton way. The proposed temporary graphics will be exhibited for 4 weeks starting February 21, 2013. All existing building facade will remain.

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 sign 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	Temporary Graphics at Rodeo Drive	14' (H) x 30' (L)	420 SF		
2	Temporary Graphics at Brighton Way	14' (H) x 80' (L)	1120 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: GLASS, METAL LEAVES PANEL, BRONZE BRASS,, STAINLESS STEEL (existing to remain)
Texture /Finish: SMOOTH GLAZING AND SS/ TACTILE LEAF PANELS (existing to remain)
Color / Transparency: POLISHED BRONZE AND SS / TRANSPARENT AND SEMI TRANSPARENT GLAZING (existing to remain)

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

Material: GLAZING, POLISHED STAINLESS STEEL (existing to remain)
Texture /Finish: SMOOTH/TRANSPARENT AND SEMI TRANSPARENT/ POLISHED SS (existing to remain)
Color / Transparency: STAINLESS STEEL/CLEAR (existing to remain)

ROOF

Material: EXISTING ROOF TO REMAIN
Texture /Finish:
Color / Transparency:

CHIMNEY(S)

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: LOGO CUT OUT OF BRONZE BRASS SHEET AND BACK LIT (existing to remain)
Texture /Finish: BRONZED BRASS (existing to remain)
Color / Transparency: BRASS / BACK LIT LOGO (existing to remain)

BUILDING ID SIGN(S)

Material: BRONZED BRASS SHEET AND WHITE COLORED POLYCARBONATE (existing to remain)
Texture /Finish: BRONZED BRASS (existing to remain)
Color / Transparency: BRASS/BACK LIT LOGO (existing to remain)

EXTERIOR LIGHTING

Material: LED LIGHTING AT GLAZING AND SIGNAGE (existing to remain)
Texture /Finish: MIRRORING POLISHED LIGHT PROFILE (existing to remain)
Color / Transparency: COOL 3000K (existing to remain)

PAVED SURFACES

Material: NA
Texture /Finish:
Color / Transparency:

FREESTANDING WALLS AND FENCES

Material: NA
Texture /Finish:
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:

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.**

The proposed temporary graphics to the facade is for a special event to commemorate Elizabeth Taylor during the Hollywood Academy. The graphic is to be placed on the top 2 tiers of the building facade which will wrap around the building facing Rodeo drive and Brighton way. The proposed temporary graphics will be exhibited for 4 weeks starting February 21, 2013. All existing building facade will remain. A proposed temporary structure will be installed to support the temporary graphics. The design for the temporary graphics is dynamic, balanced and fits within the fabric of 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 modification to the existing building nor in the type of occupancy. The proposed graphic will be structural supported from the roof as shown in the attached exhibit. The design elements of the existing building facade will remain. The temporary graphics will cover over the top 2 tiers of the exterior facade. The proposed temporary graphics do not appear to modify any existing barriers to the external and internal noise and is not anticipated to make the environment 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 graphic material is to be fabric wrapped around metal structural support. The fabrication is of high quality, innovative and in good taste. The proposed design do not appear to be inferior in quality or execution 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 graphic is in harmony with the existing facade. The proposed graphics is only temporary and is proposed to commemorate Elizabeth Taylor during the Hollywood Academy. It is intended to be exhibited for approximately 4 weeks.

- 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 complimentary with adjacent development in its use of colors, expression and dynamics. The proposed graphics will be a temporary exhibit for 4 weeks during the Hollywood Academy special event. It will be removed after the event and the existing exterior facade will be restored back to its original state.



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Attachment B:

Design plans, cut sheets
and supporting elements

BVLGARI

401 N. PROCEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

5225 San Vicente Blvd. Suite 202, Los Angeles, California 90046
Phone: 310-470-0000 Fax: 310-470-0001

CONSULTANT

ARCHITECT/ENGINEER/SEA

GRUENASSOCIATES, INC. IS AN EQUAL OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER. MINORITY AND FEMALE OWNERS AND EMPLOYEES ARE ENCOURAGED TO APPLY. GRUENASSOCIATES, INC. IS AN EQUAL OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER. MINORITY AND FEMALE OWNERS AND EMPLOYEES ARE ENCOURAGED TO APPLY.

BVLGARI ASSOCIATES, INC.

1

REV. DATE

NO. DATE REVISION FOR BY

NAME FILE NUMBER

DESIGNED BY

SCALE

DATE

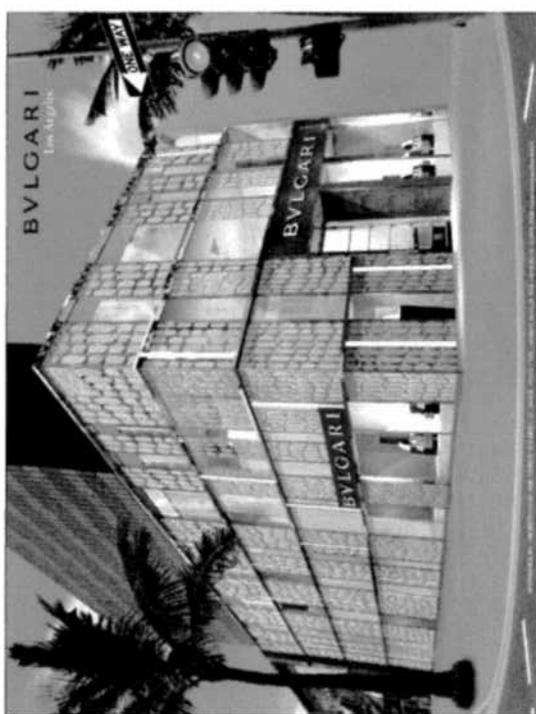
PROJECT NO.

**EXISTING AND PROPOSED
STOREFRONT ELEVATION**

SHEET TITLE

G101

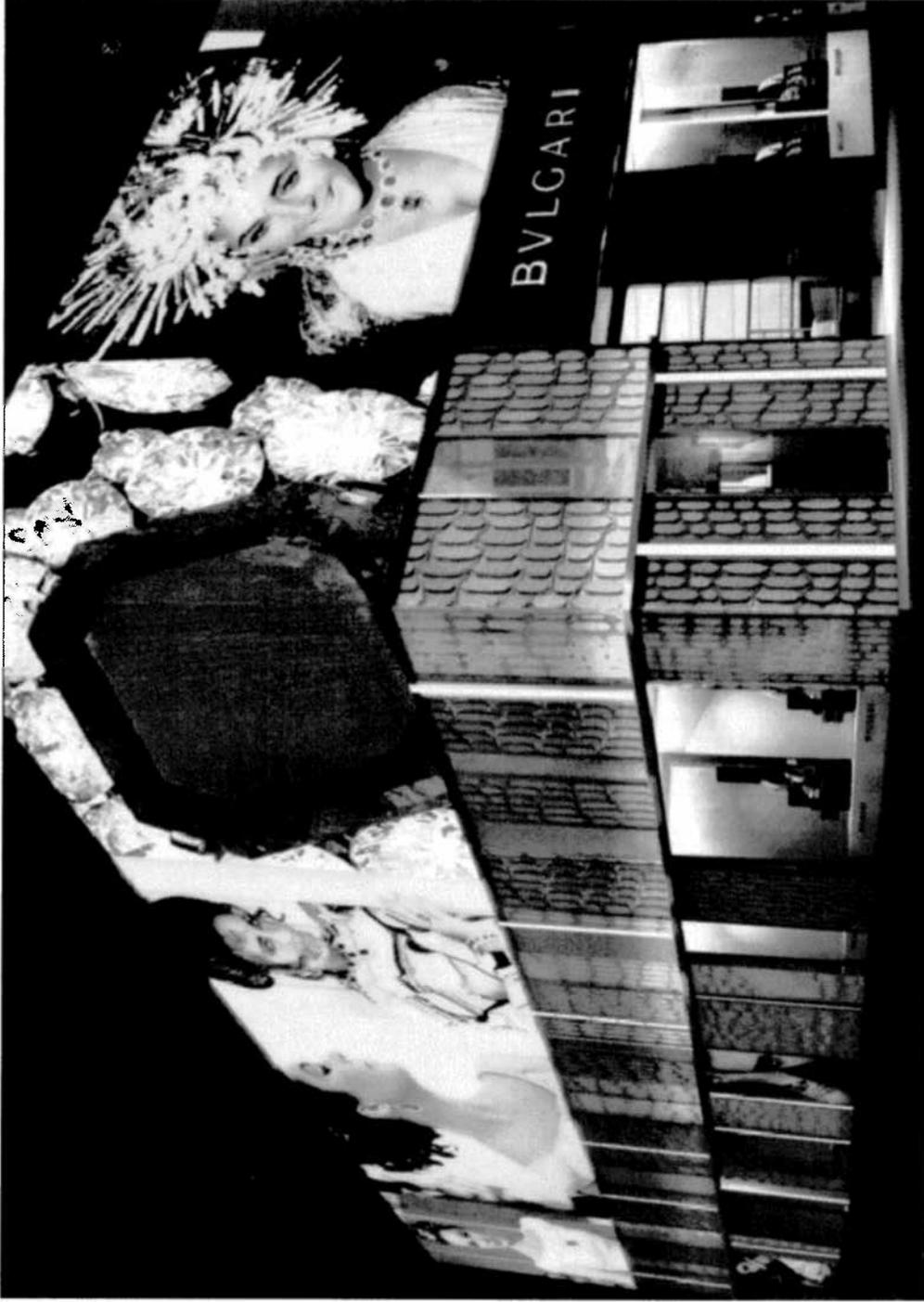
SHEET NO.



2 EXISTING STOREFRONT



1 PROPOSED STOREFRONT



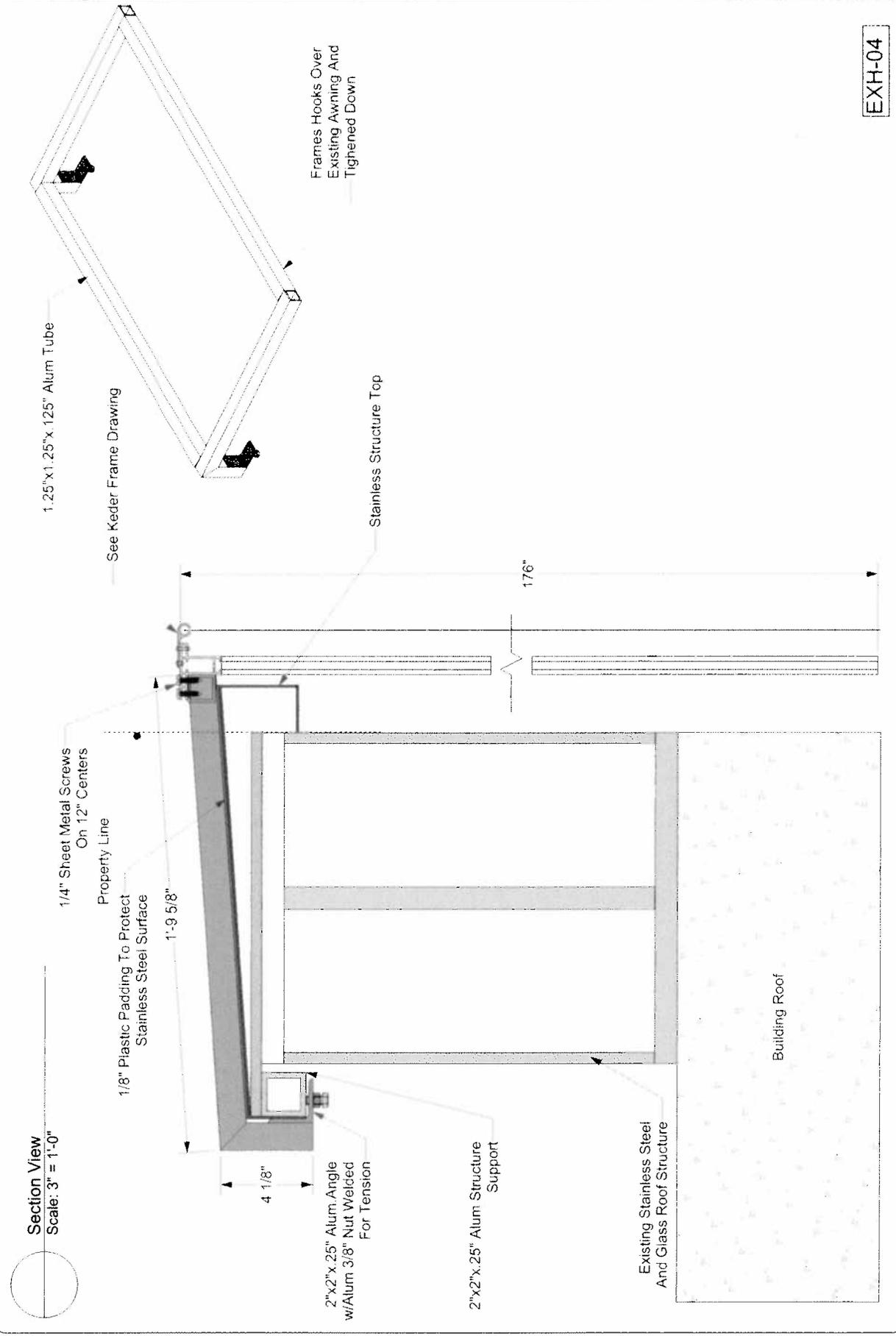
BVLGARI

401 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS
February 2013

 Rock Steady Productions Inc.		PROJECT NO. _____ DRAWING NO. _____ SHEET NO. _____	
CLIENT: Blygan Building Beverly Hills	CLIENT REF: _____	DRAWING NO: _____	SHEET NO: _____
DESIGNED: _____	DRAWN: _____	CHECKED: _____	FILE NAME: BLYGAN-BEVERLY HILLS
PROJECT NO: _____	DATE: 02-07-13	STATUS: _____	SHEET: 1

EXH-04



Section View
Scale: 3" = 1'-0"



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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 SIGN ACCOMODATION TO PERMIT A TEMPORARY MURAL ON THE FAÇADE OF THE EXISTING BUILDING FOR THE PROPERTY LOCATED AT 401 NORTH RODEO DRIVE (BULGARI – PL1302314).

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

Section 1. Agnese Maria Mazzi of Bulgari, tenant and Ashok Vanmali of Gruen Associates, agent, on behalf of the property owner, Rodeo and Brighton LLC, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for a temporary mural on the façade of the existing Bulgari retail store for the property located at 401 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 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. **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. The temporary mural shall be removed and the building restored to its original condition by March 17, 2013. Any request for a time extension shall be submitted to Staff for consideration by the Sign Subcommittee at least seven (7) days prior.

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