City of Beverly Hills
Planning Division
455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, May 15, 2013

Subject: **CHARLOTTE OLYMPIA**
474 North Rodeo Drive
Request for a revision to a previously approved façade remodel.
(PL1306537)

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 revision to a previously approved façade remodel. The project, which included a façade remodel, two business identification signs, and a construction barricade graphic, was approved by the Architectural Commission on January 16, 2013 (Attachment A). The revisions to the façade include the following:

- Revise plaster paint color from white (previously approved) to Clay (proposed).
- Revise metal cladding color from dark bronze (previously approved) to light bronze (proposed).
- Revise brass channel detail from a rounded groove to square groove tubes.
- Revise an entry door on the north elevation to a window.

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

Public notification was not required for this project.

Attachment(s):
A. January 16, 2013 Staff Report and Previously Approved Plans
B. Detailed Design Description and Materials (Applicant Prepared)
C. Design Plans, Cut Sheets and Supporting Documents
D. DRAFT Approval Resolution

Report Author and Contact Information:
Reina Kapadia, Limited Term Planner
(310) 285-1129
rkapadia@beverlyhills.org

Attachment A:
January 16, 2013 Staff Report
and Previously Approved Plans

Attachment A:
January 16, 2013 Staff Report
and Previously Approved Plans

City of Beverly Hills
Planning Division
455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, January 16, 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 project was previously reviewed by the Architectural Commission on December 19, 2012. At the meeting, the Commission expressed that they were pleased with the project design but that some details needed to be further work out. The Commission's comments are indicated below; the architect's response to comments is included in Attachment B.

1. Illumination should be provided at the entry and along the parapet to increase the drama at the corner location.
2. A height differentiation should be made between the bronze architectural element and the white parapet walls.
3. Please provide details on the drainage for the architectural overhang.
4. Consider using a lighter gold-like finish, similar to that shown in the rendering, as opposed to the dark bronze.
5. Create a delineated separation from the adjacent building on South Santa Monica Boulevard.
6. Refine the barricade graphic.

The applicant submitted revised plans to address the Commissioner's comments (Attachment C). However, the plans that were provided to the Commission prior to the January 16, 2013 meeting do not comply with the height increase requirements set forth in the Beverly Hills Municipal Code. The applicant subsequently informed staff that the architectural wall will be reduced down to a maximum of 45" above the adjacent roof deck to comply with the code requirement. Plans demonstrating this code compliance will be presented to the Commission at the January 16, 2013 meeting.

Attachment(s):
A. December 19, 2012 Staff Report and Previously Proposed Plans
B. Applicant-prepared Response to Comments
C. Design Plans, Cut Sheets and Supporting Documents
D. DRAFT Approval Resolution

Report Author and Contact Information:
Reina Kapadia, Limited Term Planner
(310) 285-1129
rkapadia@beverlyhills.org

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.

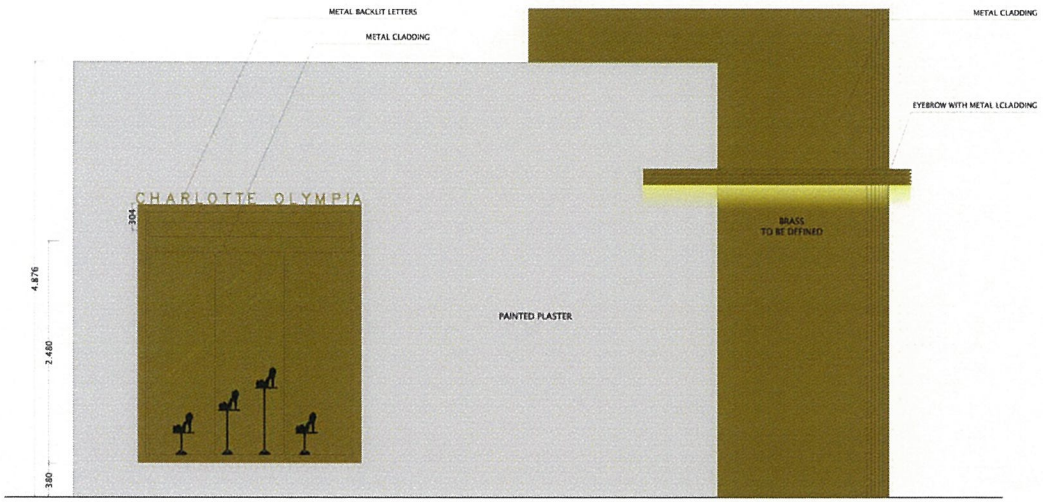
ENVIRONMENTAL ASSESSMENT

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

Public notification was not required for this project.

1 SOUTH FACADE, SANTA MONICA BLVD
SCALE 1:50



2 WEST FACADE, NORTH BEVERLY DRIVE
SCALE 1:50

PAUL J. RUFFING AIA
ARCHITECTURE / PLANNING
3900 BIRCH STREET, SUITE 201 NEWPORT BEACH,
TEL / FAX 949.660.8062

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

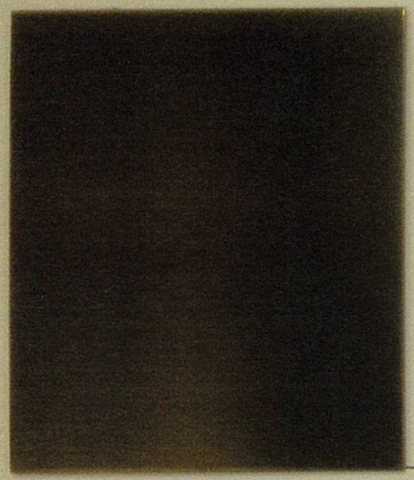
CHARLOTTE OLYMPIA

474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

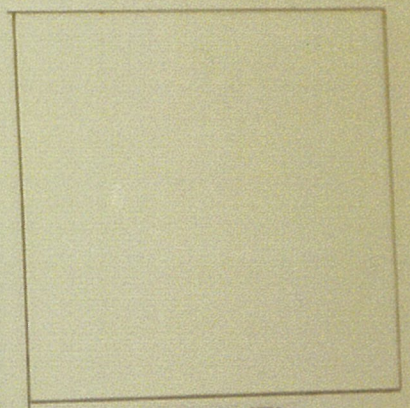
DATE DEC. 3, 2012	REV.	DATE	REV.	DATE	REV.	DATE
DRWN. BY						
CHKD. BY						

COLOR ELEVATION

SHEET
A-202
OF



BRONZE - METAL CLADDING



WHITE - PAINTED PLASTER

CHARLOTTE OLYMPIA

474 NORTH RODEO DRIVE
BEVERLY HILLS, CALIFORNIA

Attachment B:

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 (all plan sets must be 11" x 17" in size).

☒ Architectural Commission Review
- Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
- 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: Revision to Exterior Color, and modification to Logo sign

☒ 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 the sidewalk. Existing plaster wall to be repaired and repainted CLAY.

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

No additional square fottage 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
☒ 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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business Identification	1	12'- 6" x 3' -6"	43.75	100
2	Business Idenetificatio	1	9'-0" x 8"	6.0	50
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, Painted, Clear
Color / Transparency: Clay, Light Bronze, Clear

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

Material: Metal Cladding Frames, Glass
Texture /Finish: Painted, Clear
Color / Transparency: Light 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: Smooth
Color / Transparency: Light 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: Painted
Color / Transparency: Light 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 modifdications will upgrade the facade architecture by the dynamic entry wall and proposed colors and matereials that are current and in keeping with the quailty of Beverly Hills enviroment. The renovation will present a new and viberant 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 enviroment.

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 vibrante concept that will improve the local enviroment. The design conept is new and dynamic and in keeping with new Beverly Hills architectdure.

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.**

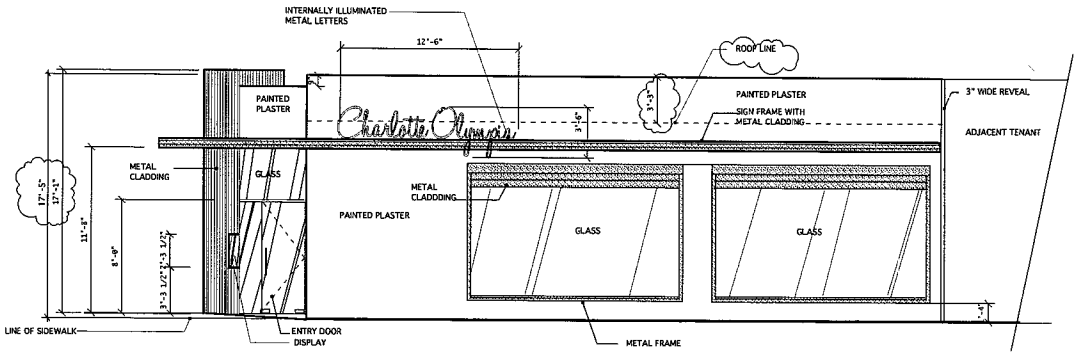
The existing building appearance is out-dated design. The proposed facade renovation will bring new life to this corner of Beverly Hills. The inovative design is in keepting with the general plan of Beverly Hills.

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.**

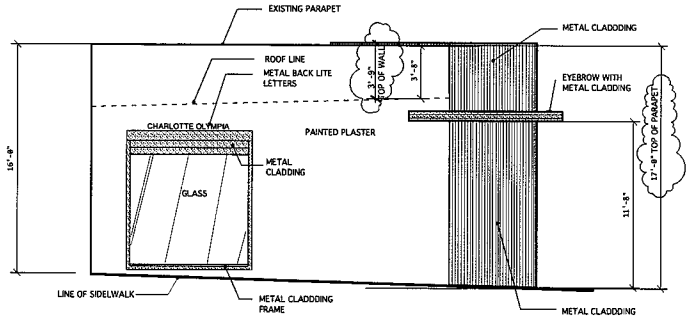
The use of the building as Retail will not change and is within the appliable codes. The building conforms to local codes. The new renovation will improve any issues that may exist.

Attachment C:

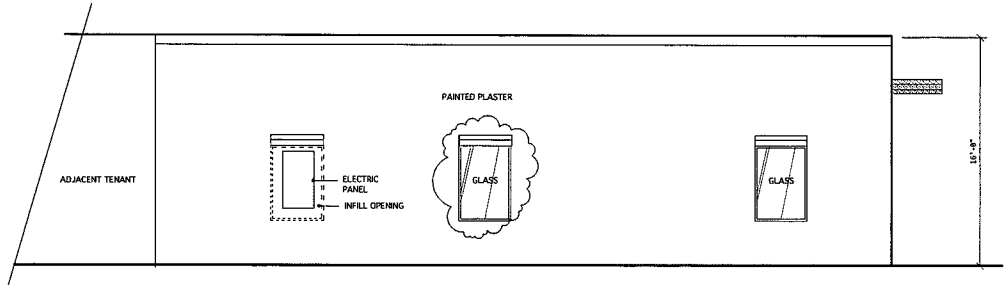
Design Plans, Cut Sheets and Supporting Documents



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



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



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

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CHARLOTTE OLYMPIA

474 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

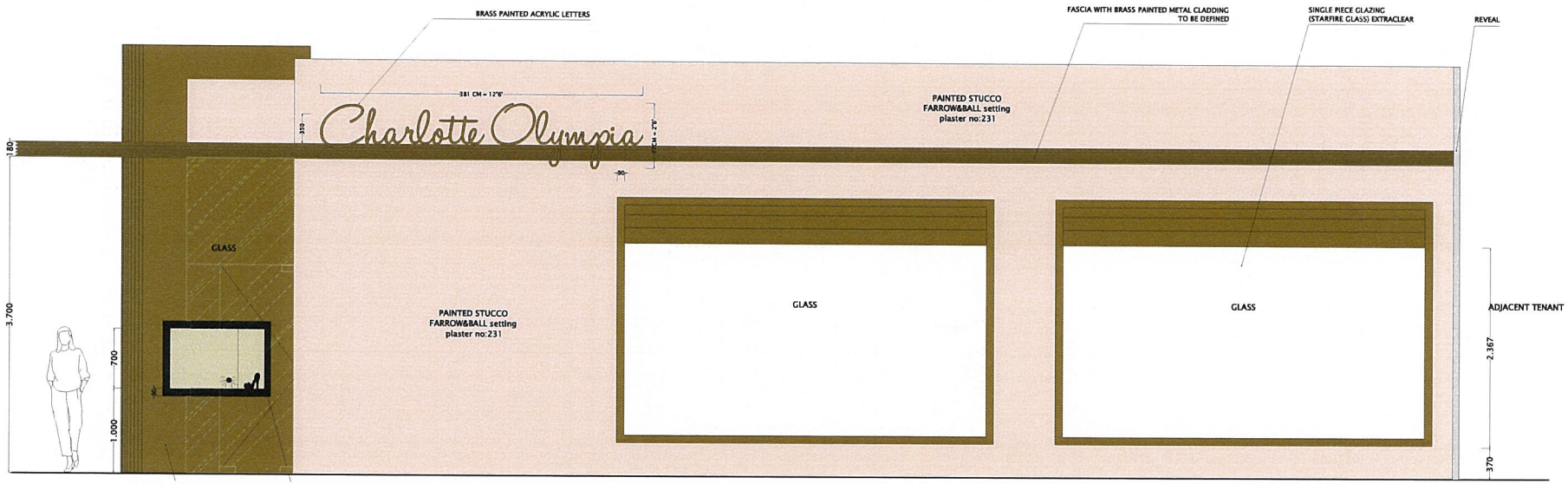
DATE	DEC 2, 2012	REV.	DATE	REV.	DATE	REV.	DATE
DRWN. BY		REVISIONS	JAN 4 2013				
CHKD BY		PARAPET	14-02-2013				

PROPOSED EXTERIOR ELEVATIONS

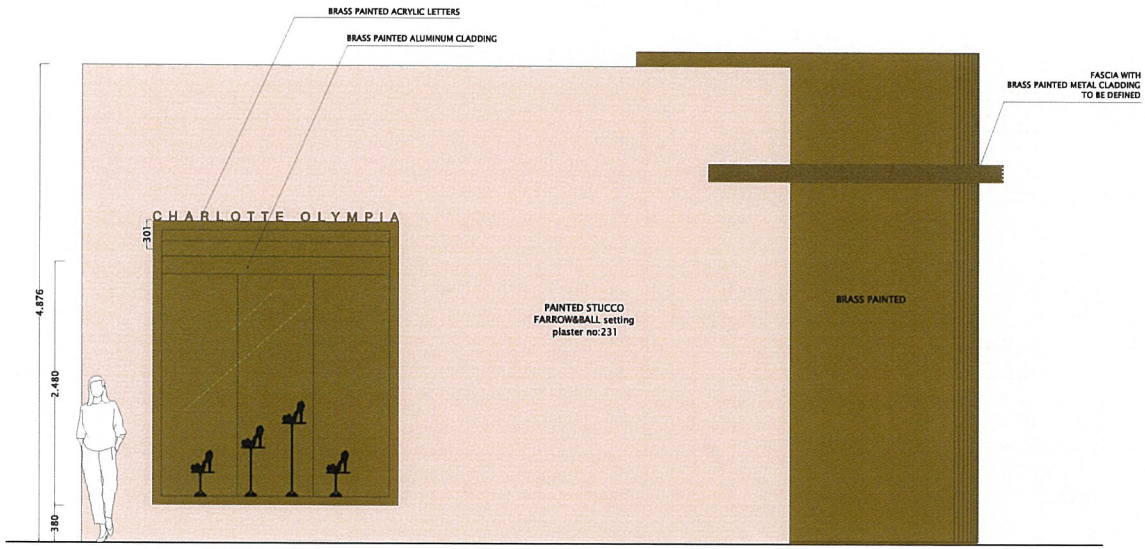
SHEET

A-201

OF



1 SOUTH FACADE, SANTA MONICA BLVD
SCALE 1:50



2 WEST FACADE, NORTH BEVERLY DRIVE
SCALE 1:50

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tel:+39 02 834 18657
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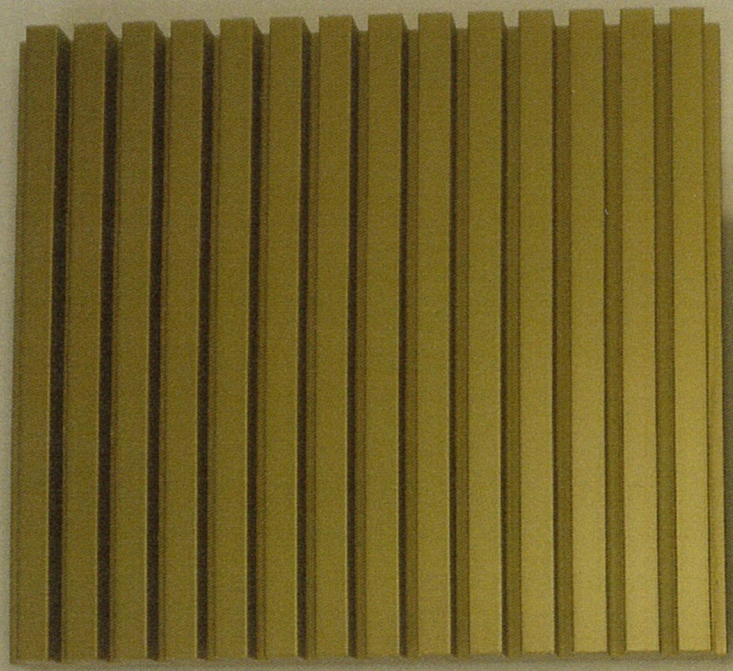
THE LOCAL TECHNICIANS CHARGED BY THE CLIENT MUST CHECK AND FIT THE DRAWINGS ON SITE ACCORDING TO THE LOCAL TECHNICAL NORMS (SECURITY + BUILDING RESTRICTIONS), DIMENSIONS OF STRUCTURES AND INSTALLATIONS, AND INFORM "GIACHI ARCHITECTS" ABOUT ANY EVENTUAL DISCREPANCES WHICH MAY CAUSE AESTHETICAL CHANGES TO THE PROJECT.
"GIACHI ARCHITECTS" IS NOT RESPONSIBLE FOR ANY OF THE MODIFICATIONS ON THE DRAWINGS WITHOUT GIACHI ARCHITECTS' APPROVAL

FINAL DESIGN

CHARLOTTE OLYMPIA_LA
FACADE ELEVATIONS

date: 28.02.2013
scale: 1:50 @A3
sheet: A201

Design by Giachi.All rights reserved.No part of this drawing may be used,reproduced, modified without giachi's prior written consent.



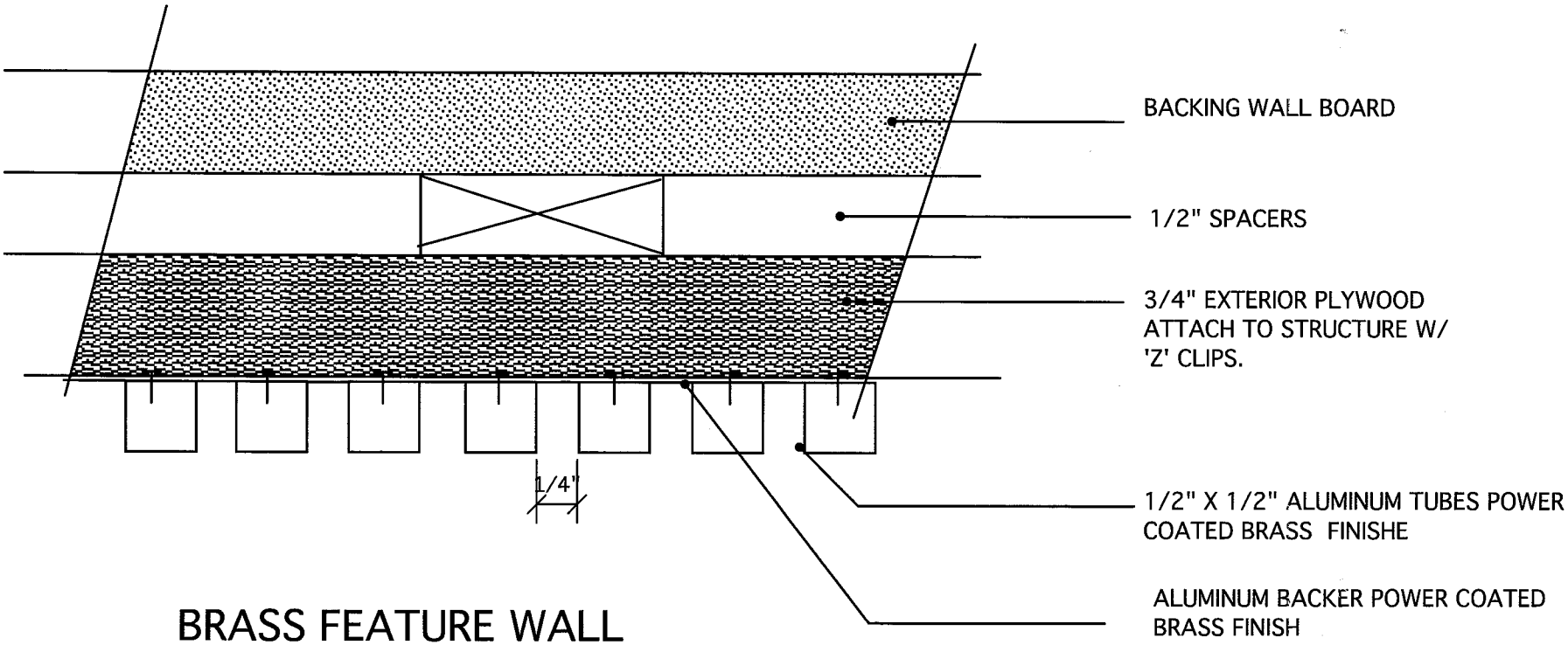
BRONZE METAL CLADDING

BRONZE METAL CLADDING

CLAY STUCCO PAINT

CHARLOTTE OLYMPIA

747 NORTH RODEO DRIVE
BEVERLY HILLS, CA



BRASS FEATURE WALL

FULL SIZE

HERMES - 474 N. RODEO
BEVERLY HILLS, CA

PAUL J. RUFFING, ARCHITECT
NEWPORT BEACH, CA
4-9-13

Attachment D:
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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL FOR THE PROPERTY LOCATED AT 474 NORTH RODEO DRIVE (PL1306537).

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

Section 1. Charlotte Olympia, tenant, and Paul Ruffing, architect, on behalf of the property owner, Ronald Simms, (Collectively the "Applicant"), has applied for architectural approval of a revision to a previously approved façade remodel 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 May 15, 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:

Project Specific Conditions

1. No project specific conditions are proposed for this project.

Standard Conditions

2. **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.

3. **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.

4. **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.

5. **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.

6. **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.

7. **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.

8. **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.

9. **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.

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: May 15, 2013

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission