



## 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

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**Meeting Date:** Wednesday, July 17, 2013

**Subject:** **BURBERRY**  
**301 North Rodeo Drive**

Request for approval of a new three-story retail building, a sign accommodation for multiple business and building identification signs, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.  
(PL1310557)

**Project agent:** John Neeson

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

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### REPORT SUMMARY

The applicant is requesting re view and approval of a façade remodel, a sign accommodation for multiple business and building identification signs, and a construction barricade graphic. The façade remodel includes the following components:

- Limestone panel façade;
- Reeded stone penthouse cornice and façade columns;
- Dark bronze guardrail cladding between first and second stories;
- Dark bronze guardrail at third story windows and rooftop level;
- Curved glass sidelights at the corner entryway;
- Clear window storefront glazing;
- Etched glazing and display case toward rear of Dayton Way elevation;
- Fritted glass wall sconces, and;
- Dark bronze decorative parking fence.

The applicant is also requesting a sign accommodation for multiple business and building identification signs. The applicant is proposing a total of 76.6 square feet of signage, allocated between business and building identification signage, configured as follows:

#### *Building Identification Signage (all business identification signage utilized edge-lit illumination)*

- One 15 SF building identification sign on the North Rodeo Drive (maximum sign area: 45 SF);
- One 15 SF building identification sign on the Dayton Way (maximum sign area: 96.75 SF), and;
- One 15 SF building identification sign on the alley elevation (maximum sign area: 45 SF).

*Note: The sign accommodation for the building identification sign is to allow a building identification sign to face an alley*

#### Attachment(s):

- A. Project Preview Staff Report and Plans
- B. Detailed Design Description and Materials (Applicant Prepared)
- C. Project Design Plans
- D. DRAFT Approval Resolution

#### Report Author and Contact Information:

Cindy Gordon, Associate Planner

(310) 285-1191

[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## Architectural Commission Report

445 North Rexford Drive, Room 280-A  
AC Meeting – July 17, 2013

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the Architectural Commission may approve building identification signs so long as the total area of all signage does not exceed 2% of the vertical surface area of that elevation, excluding penthouse walls. As proposed, the total project includes a total of 3 building identification signs (one on each elevation), which are a total 45 square feet, and are within the maximum sign area permitted per the BHMC.

### *Business Identification Signage*

- 3 signs on the North Rodeo Drive elevation with a total area of 13.9 square feet
  - One edge-lit illuminated sign over the entry
  - One non-illuminated window sign
  - One non-illuminated sign set into entryway stone
- 5 signs on the Dayton Way elevation with a total area of 17.4 square feet
  - Four non-illuminated window signs
  - One non-illuminated façade-mounted sign
- 2 non-illuminated signs on the alley elevation with a total area of 0.4 square feet.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed 100 square feet. As proposed, the total project includes a total of 10 business identification signs, which are a total of 31.7 square feet.

The applicant is also requesting one barricade graphic; no signage is proposed on the barricade. The graphic is artful in nature and represents the Burberry “check” pattern.

### Project History

This project was previewed by the Architectural Commission at its meeting on April 17, 2013 as the project was undergoing review by the Planning Commission for a various planning entitlements. At the time of the preview, the project was well-received with the following comments provided:

- The parking wall should be revisited so that it is better incorporated into the overall building. It should be fully thought out to ensure it is internally compatible with the primary building. Look at landscaping opportunities in this area;
- The setback on the third floor is appreciated but there is concern that the railing detail negates the desired effect;
- Consider setting the glass so that it is flush with the interior walls so as to increase modulation on the building exterior, and;
- Design options should be considered for the blank wall located on the north side of the building, adjacent to Dior. Consider a column-type treatment that is in keeping with the overall design of the proposed building.

Furthermore, the Planning Commission provided the project with an approval on June 27, 2013 with a condition that the applicant team address the following:

- Penthouse setback from North Rodeo Drive;
- Consider further refining the entryway with a two-story element;



## Architectural Commission Report

445 North Rexford Drive, Room 280-A

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- Redesign the penthouse to integrate better with the primary building, and;
- Redesign the penthouse to promote internal compatibility within itself.

Based on comments provided by the Architectural and Planning Commissions, staff has identified the following changes to the design:

- The penthouse guardrail has been recessed an additional 10" (previously, it was setback from the property line 1'-8"; the current proposal shows a setback of 2'-6");
- The reeded stone column has been continued on the elevation facing the adjacent building;
- The third floor windows have been recessed an additional 8" to provide further modulation;
- The parking structure has been revised from a solid wall to a dark bronze decorative fence.

### DESIGN ANALYSIS

Based on staff's review of the proposed design, the proposed building is well-articulated and is of appropriate scale to the streetscape. However, areas of improvement have been identified to further refine the building, as follows:

- The perceived double-story entrance at the corner works well and provides a good sense of arrival. It addresses the corner well; however, the Architectural Commission may wish to review the design based on comments provided by the Planning Commission.
- The horizontal band between the second and third floor is consistent with the existing street wall height. The Commission may wish to discuss recessing the third floor slightly so as to further create a clear delineation and enhance the cohesive nature of the street wall.
- The penthouse should be set back further from the North Rodeo Drive elevation.
- The height of the parking fence should be reduced so that the height is in line with the door heads on the first floor.

The Architectural Commission may choose to incorporate project-specific conditions based on staff's analysis and the review conducted by the Commission at the public hearing.

### 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.



## **Architectural Commission Report**

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### **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, July 5, 2013. To date, staff has not received any comments in regards to the submitted project.



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

**Attachment A:**

Project Preview Staff Report and Plans



## Architectural Commission Report

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**Meeting Date:** Wednesday, April 17, 2013

**Subject:** **BURBERRY**  
**301 North Rodeo Drive**  
Request for preliminary review of a new three-story commercial building with rooftop uses.  
(PL1305004)

**Project applicant:** Todd Stecker – Burberry Limited

**Recommendation:** Review the proposed project and provide the applicant with design feedback.

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### REPORT SUMMARY

The applicant is requesting a preliminary review of a new three-story commercial building located at 301 North Rodeo Drive for a new Burberry retail establishment. The building is proposed at a height of 45'-0" with a penthouse that extends to a height of 60'-0". A one-story covered parking area is provided at the rear of the building, visible on the Dayton Way elevation, with a height of 16'-6". The project requires a Development Plan Review Permit for the construction of a new commercial building and a request for participation in the City's In-Lieu Parking Program. Applications have been submitted for these two entitlements and are currently going through staff review for completeness; they will be reviewed by the Planning Commission at a later date.

As such, the project is currently before the Architectural Commission as a preview item to receive preliminary feedback on the proposed design. The primary architectural elements include:

- Limestone panels on the façade and penthouse;
- Dark bronze guardrail cladding between first and second stories;
- Dark bronze guardrail at third story windows and rooftop level;
- Bronze cornice on the penthouse;
- Fritted glass wall scones;
- Curved glass sidelights at the corner entryway;
- Clear window storefront glazing;
- Etched glazing and display case toward rear of Dayton Way elevation, and;
- Reeded stone wall screen toward rear of Dayton Way elevation.

Business identification signage is also shown on the Rodeo Drive elevation, Dayton Way elevation, and the alley elevation. As proposed, the amount and configuration of signage would require a sign accommodation when the project is submitted to the Architectural Commission for a formal review and decision at a future meeting.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets and Supporting Documents

Report Author and Contact Information:

Cindy Gordon, Associate Planner  
(310) 285-1191  
[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## **Design Review Commission Report**

455 North Rexford Drive  
AC Meeting – April 17, 2013

### **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**

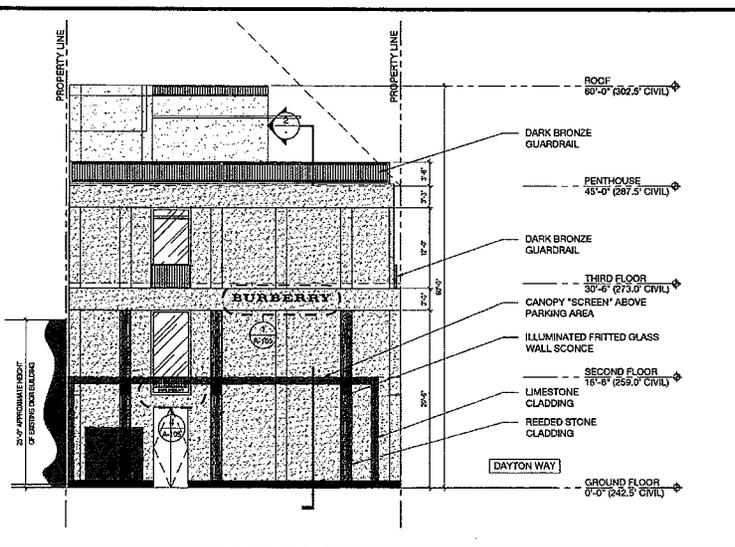
The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front 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**

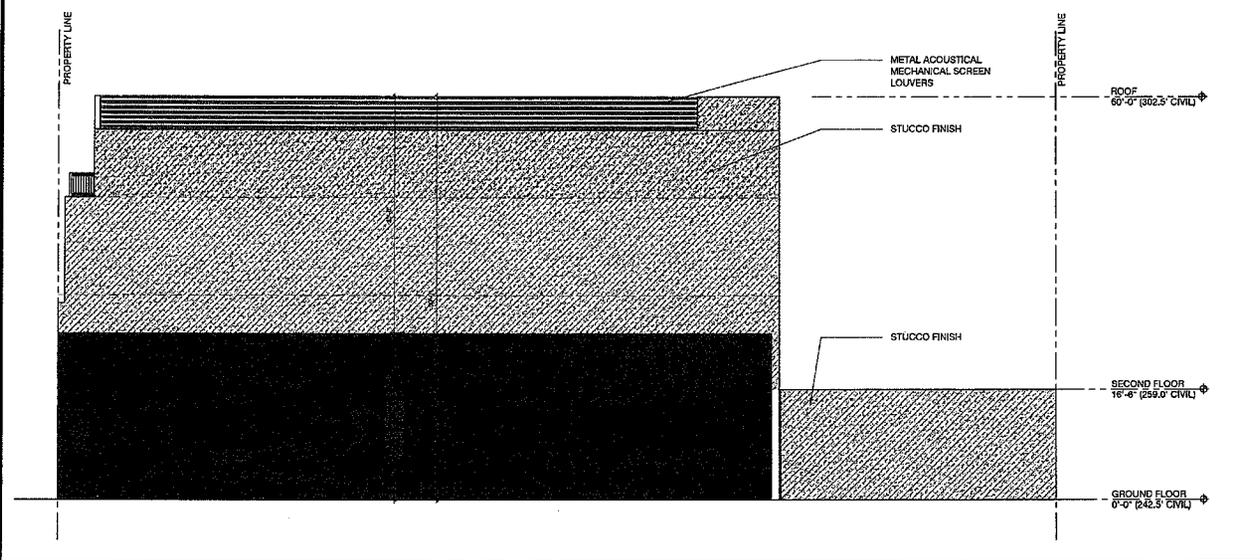
Public outreach and notification was not required for this project.



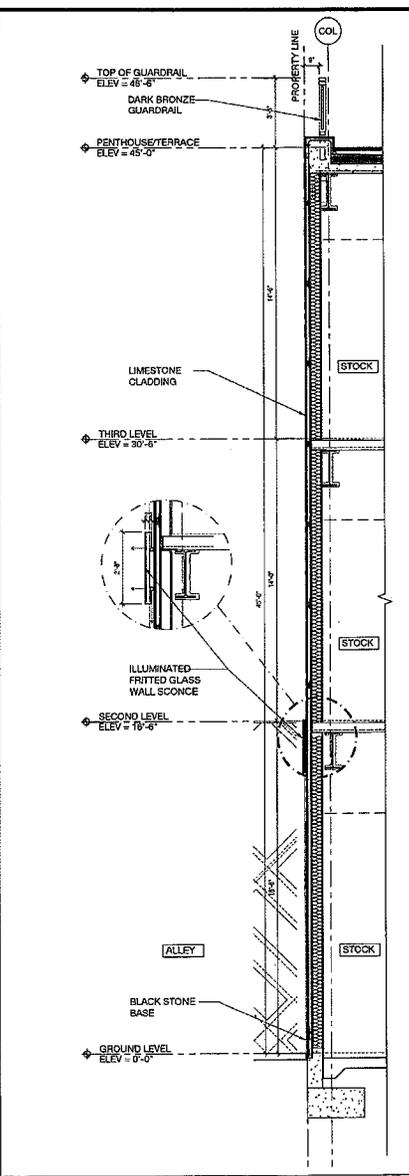
SIGNAGE CALCULATIONS CHART			
SIGN #/DETAIL REF.	BUILDING ELEMENT	AREA ALLOWED (PER 10-4-609)	AREA PROPOSED
1/1(A109)	RODEO MAIN BUILDING SIGN	2,230 x 2% = 446.00 SQFT	15.0 SQFT
2/1(A109)	DAYTON MAIN BUILDING SIGN	4,560 x 2% = 912.00 SQFT	15.0 SQFT
3/1(A109)	ALLEY MAIN BUILDING SIGN	2,230 x 2% = 446.00 SQFT	15.0 SQFT
4/2(A109)	ENTRANCE SIGN ON RODEO	5.05SQFT	4.87 SQFT
5/2(A109)	ENTRANCE SIGN ON ALLEY PARKING	5.05SQFT	4.10 SQFT
6/4(A109)	WINDOW SILL ON RODEO	N/A	4.10 SQFT
7/4(A109)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
8/4(A109)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
9/4(A109)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
10/4(A109)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
11/5(A109)	ADJACENT TO ENTRY	N/A	0.20 SQFT
12/5(A109)	ADJACENT TO ENTRY	N/A	0.20 SQFT
13/3(A109)	BRONZE PAVEMENT SIGNAGE	N/A	10.00 SQFT
14/6(A109)	STONE MEDALLION AT ENTRY	N/A	10.20 SQFT



**C ALLEY ELEVATION**  
SCALE: 1/8" = 1'-0"



**D ADJACENT BUILDING ELEVATION**  
SCALE: 1/8" = 1'-0"



**2 EXTERIOR WALL SECTION**  
SCALE: 3/8" = 1'-0"



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Scale:

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**BURBERRY**  
BURBERRY LIMITED - HAMILTON AVENUE, NEW YORK, NY  
301-365-0000 EXT. 200  
301-365-0000 EXT. 200

**PROPOSED ELEVATIONS AND SECTIONS**

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Date: Rev. Issued:  
04.01.13 PRELIM. MEETING SUBFOR REVIEW

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Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

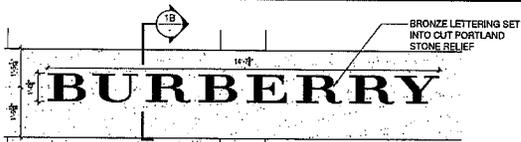
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It is a violation of law for any person who is not a duly licensed professional architect to prepare or cause to be prepared any architectural drawings, specifications, or contracts for a building project, or to seal or cause to be sealed any architectural drawings, specifications, or contracts for a building project, or to use the name of any such person in connection with the preparation or execution of any such drawings, specifications, or contracts, or to use the name of any such person in connection with the preparation or execution of any such drawings, specifications, or contracts, or to use the name of any such person in connection with the preparation or execution of any such drawings, specifications, or contracts.

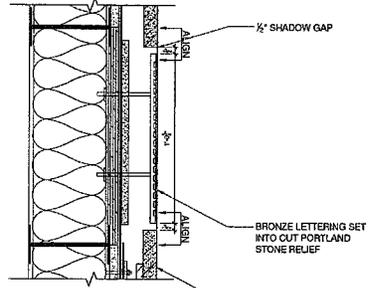
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Drawing Number

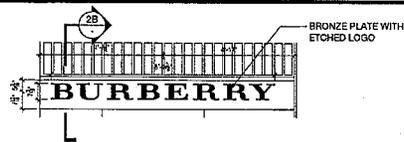
A-104



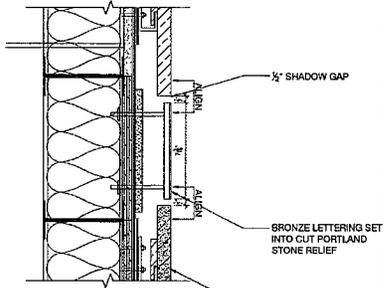
A - BUILDING SIGNAGE ELEVATION  
ILLUMINATED EDGE LIT  
SCALE: 1/2" = 1'-0"



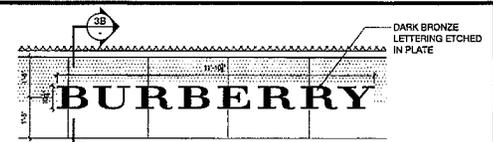
B - BUILDING SIGNAGE SECTION  
ILLUMINATED EDGE LIT  
SCALE: 3" = 1'-0"



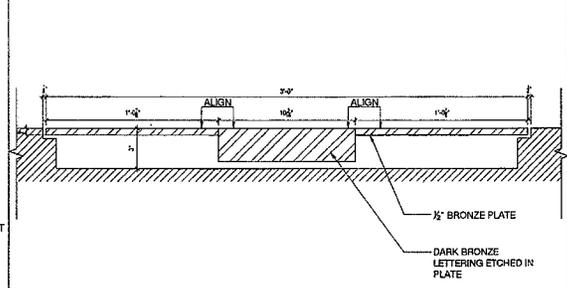
A - BUILDING SIGNAGE ELEVATION  
NOT ILLUMINATED  
SCALE: 1/2" = 1'-0"



B - BUILDING SIGNAGE SECTION  
NOT ILLUMINATED  
SCALE: 3" = 1'-0"



A - SIGNAGE IN PARKING AREA PLAN  
SCALE: 1/2" = 1'-0"

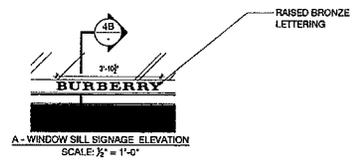


B - SIGNAGE IN PARKING AREA SECTION  
SCALE: 3" = 1'-0"

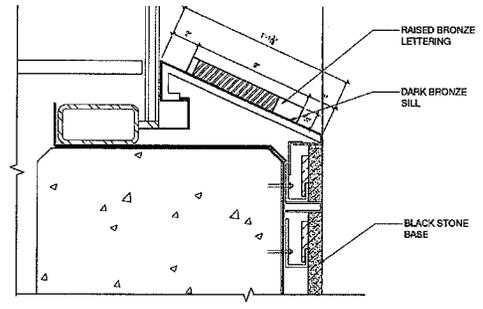
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Seal:

**1 ILLUMINATED SIGNAGE**  
SCALE: AS NOTED



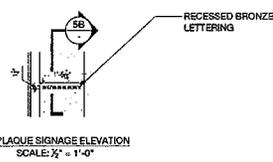
A - WINDOW SILL SIGNAGE ELEVATION  
SCALE: 1/2" = 1'-0"



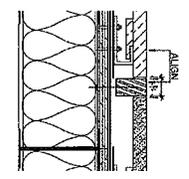
B - WINDOW SILL SIGNAGE SECTION  
SCALE: 3" = 1'-0"

**4 WINDOW SILL SIGNAGE**  
SCALE: AS NOTED

**2 SIGNAGE OVER ENTRY**  
SCALE: AS NOTED



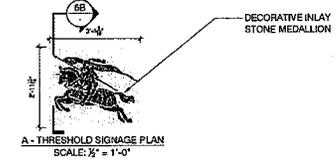
A - PLAQUE SIGNAGE ELEVATION  
SCALE: 1/2" = 1'-0"



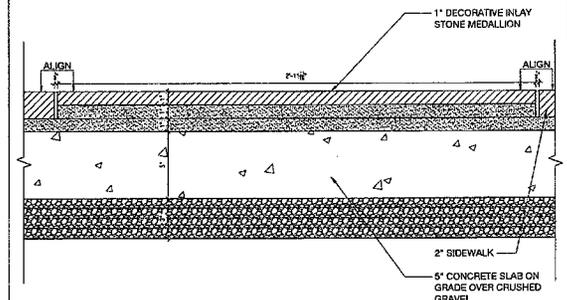
B - WINDOW SILL SIGNAGE SECTION  
SCALE: 3" = 1'-0"

**5 MAIN ENTRANCE PLAQUE SIGNAGE**  
SCALE: AS NOTED

**3 PAVEMENT SIGNAGE**  
SCALE: AS NOTED



A - THRESHOLD SIGNAGE PLAN  
SCALE: 1/2" = 1'-0"



B - THRESHOLD SIGNAGE SECTION  
SCALE: 3" = 1'-0"

**6 MAIN ENTRANCE THRESHOLD SIGNAGE**  
SCALE: AS NOTED

**BURBERRY**  
BURBERRY LIMITED 44 MADISON AVE NEW YORK NY  
BERKELEY HILLS CALIFORNIA  
301-505-ROOED DRIVE  
PROPOSED SIGNAGE  
INFORMATION

Date:	Rev:	Issued:
03.01.13		PRELIM ARCH MEETING
04.01.13		5/26/13 6:46 PM

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGJ

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Drawing Number

**A-105**

1/16/13 A-105 PROPOSED SIGNAGE INFORMATION.DWG



A OVERALL VIEW  
EXTERIOR RENDERING  
NOT TO SCALE



B OVERALL VIEW  
EXTERIOR RENDERING  
NOT TO SCALE

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Scale:

**BURBERRY**  
BURBERRY LIMITED 444 MADISON AVE NEW YORK NY  
301-305 RODEO DRIVE BEVERLY HILLS CALIFORNIA

EXTERIOR RENDERINGS

Date: 03.27.15  
04.01.15

Rev: PRELIM APC MEETING  
04.01.15 SITE VISIT/REVISIONS

Project No.: 213505.00  
Scale: AS NOTED  
Drawn By: AGL

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Drawing Number

A-108

4/1/2015 10:00 AM BURBERRY RENDERING.DWG

**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:
  - Building Identification Sign(s)  
Number of signs proposed:
  - Sign Accommodation (explain reason for the accommodation request below):  
At entry window sills and sidewalk (minimal area) 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:**

Scope of work includes demolition of the existing Zenga retail store located on the corner of Rodeo Drive and Dayton Way and construction of a new Burberry Retail Flagship (approx 21,000 sqft) 3 story with Penthouse and basement. Included in the construction of the new flagship is a "semi" enclosed parking area West of the building footprint adjacent to the Alley. The building is targeting LEED Gold which is above the CalGreen requirements for new buildings over 15,000 sqft. Solar panels on the roof of the Penthouse and an electric car station in the Parking area are among the elements required and incorporated into achieving Gold.

The Building materials consist of a Limestone cladding, clear glazing panels, decorative dark bronze railings and a black granite base. The Design inspiration for the building is a "touch of Britishness" derived from the British townhome.

**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	Building ID Sign(s)	3 (one on each street elevation)	14'-8"X1'-1" (each)	15sqft X3 = 45 sqft	Rodeo Elevation = 2,230 X2% = 446 Dayton Elevation = 4,560 X2% = 912 Alley Elevation = 2,230 X2% = 446 Total = 1,804 sqft
2	Window Sign(s)	at sills (5)	3'-10"X9"	4.10 X5 = 20.5	-
3	Building ID Sign(s)	(2) total above entrances Main entry and park	8'-5"X4" Main 3'-10"X9" Parking	4.67 main 4.10 Parking	5.00 sqft above entrances
4	Floor signage	in bronze paver and at main entrance floor	11'-10"X 10.5" 3'-4"X3'-0"	10.00 Bronze paver 10.20 entrance	-
5	wall signage	adjacent to entry doors	1'-8"X 2" (each)	.20 X 2 = .40 sqft total	-

**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:* Limestone panels/ Metal/ Black Granite/ stucco  
*Texture /Finish:* Smooth/ Smooth; mat/ Smooth/ sand  
*Color / Transparency:* Beige/ Dark Bronze/ Black/ Beige

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

*Material:* Clear glass/ etched glass/ metal  
*Texture /Finish:* Smooth/ smooth/ smooth  
*Color / Transparency:* clear transparent/ semi transparent/ dark bronze/

**ROOF**

*Material:* Outdoor terrace = pedestal pavers/ single ply roofing  
*Texture /Finish:* smooth / smooth  
*Color / Transparency:* beige/ white

**COLUMNS**

*Material:* Steel/ spray applied fireproofing  
*Texture /Finish:* smooth/ rough  
*Color / Transparency:* N/A

**BALCONIES & RAILINGS**

*Material:* railings = metal  
*Texture /Finish:* smooth  
*Color / Transparency:* Dark Bronze

**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:* Sunscreen at Penthouse = Metal  
*Texture /Finish:* smooth  
*Color / Transparency:* dark bronze

**DOWNSPOUTS / GUTTERS**

*Material:* metal  
*Texture /Finish:* smooth  
*Color / Transparency:* white/beige

**BUSINESS ID SIGN(S)**

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

**BUILDING ID SIGN(S)**

*Material:* Metal  
*Texture /Finish:* smooth  
*Color / Transparency:* Dark Bronze

**EXTERIOR LIGHTING**

*Material:* etched glass  
*Texture /Finish:* Reeded (fluted)  
*Color / Transparency:* semi transparent white

**PAVED SURFACES**

*Material:* parking area = concrete/ decorative metal paver  
*Texture /Finish:* broom finish/ smooth  
*Color / Transparency:* light gray/ dark bronze

**FREESTANDING WALLS AND FENCES**

*Material:* parking walls = limestone/ gate at parking = metal  
*Texture /Finish:* smooth and reeded/ smooth  
*Color / Transparency:* beige/ dark bronze

**OTHER DESIGN ELEMENTS**

*Material:* Decorative fence = metal  
*Texture /Finish:* smooth  
*Color / Transparency:* dark bronze

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

Existing Palm trees in sidewalk to remain; Proposing to add (1) additional Palm Tree and (1) additional Deciduous tree to match the existing treescape

**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 composition of the proposed building materials in addition to the symmetry and rhythm of the facade limestone and glazing mimics the elegance and balance of the image of Beverly Hills. The building is intentionally setback 1' at the 3rd floor and creates a balcony type window in an effort to bring the scale of the building down emphasizing balance and taste

- 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.**

Burberry's target of LEED Gold guides the design and construction through a high level of efficiency in both building of the structure and its building systems. The internal and external noises would be contained within the limestone cladding and glazing panels. No glazing panels are operable with the exception of the doors in the penthouse and the roof terrace. The mechanical units on the roof are minimal in weight and noise but there are additional acoustical screens preventing any noise from emanating to the surrounding areas.

- 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 materials used, limestone, glass and dark bronze would be of the highest level from detailing of these material adjacencies all the way to construction of these details. Burberry's expectations on the level of quality is on or above par with the high end retail brands of Rodeo Drive.

- 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.**

Being one of the many luxury buildings fronting Rodeo Drive, Burberry easily weaves into the fabric of the surrounding buildings and is an extension of the constant evolution of the architecture of Rodeo Drive.

- 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.**

Rodeo Drive has very specific requirements with respect to building heights and Burberry is no exception to this by conforming to the 45' limit allowed. In addition to the ordinance requirements for areas and signage the CalGreen requirements ensure that the level of design and construction meets a standard which all buildings not just retail are striving to achieve.



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

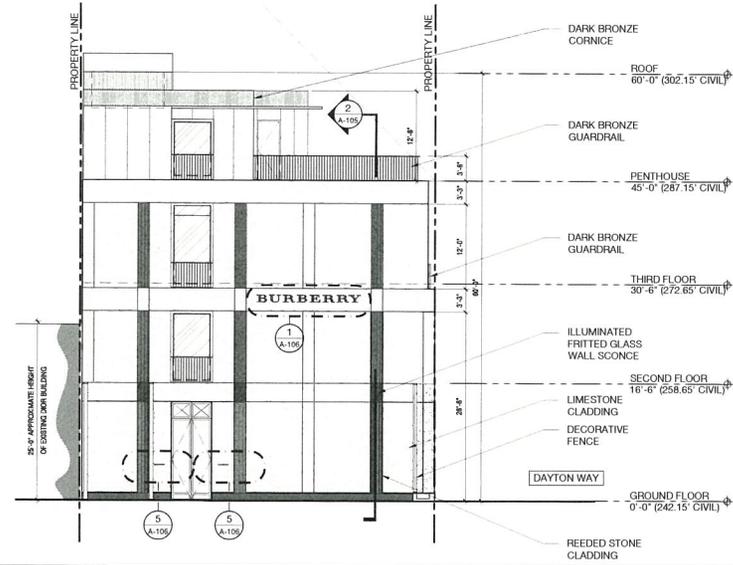
AC Meeting – July 17, 2013

**Attachment C:**  
Project Design Plans



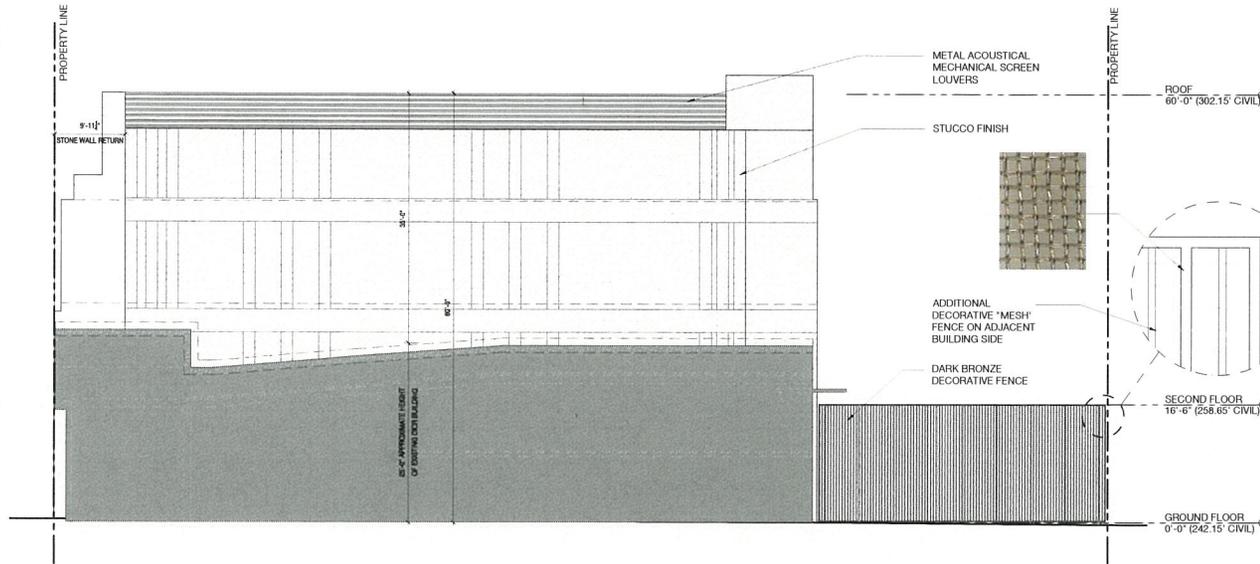
SIGNAGE CALCULATIONS CHART			
SIGN #/DETAIL REF.	BUILDING ELEMENT	AREA ALLOWED (PER 10-4-605)	AREA PROPOSED
1/1(A105)	RODEO MAIN BUILDING SIGN	2,230 x 2% = 446.00 SQFT	15.0 SQFT
2/1(A105)	DAYTON MAIN BUILDING SIGN	4,560 x 2% = 912.00 SQFT	15.0 SQFT
3/1(A105)	ALLEY MAIN BUILDING SIGN	2,230 x 2% = 446.00 SQFT	15.0 SQFT
4/2(A105)	ENTRANCE SIGN ON RODEO	5.0 SQFT	3.48 SQFT
5/5(A105)	ADJACENT TO ENTRY	N/A	0.20 SQFT
6/4(A105)	WINDOW SILL ON RODEO	N/A	4.10 SQFT
7/4(A105)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
8/4(A105)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
9/4(A105)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
10/4(A105)	WINDOW SILL ON DAYTON	N/A	4.10 SQFT
11/5(A105)	ADJACENT TO ENTRY	N/A	0.20 SQFT
12/5(A105)	ADJACENT TO ENTRY	N/A	0.20 SQFT
13/3(A105)	BRONZE PAVEMENT SIGNAGE	N/A	10.00 SQFT
14/6(A105)	STONE MEDALLION AT ENTRY	N/A	10.20 SQFT
15/5(A105)	ADJACENT TO ENTRY	N/A </td <td>0.20 SQFT</td>	0.20 SQFT

TOTAL OF 15 SIGNS



**C ALLEY ELEVATION**

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



**D ADJACENT BUILDING ELEVATION**

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

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 BEVERLY HILLS, CALIFORNIA  
 301-535-ROODEO DRIVE

PROPOSED ELEVATIONS

Date: 03.27.13  
 04.01.13  
 04.17.13  
 07.01.13

Rev. Issued:  
 PRELIM ARJC MEETING  
 SUBMIT FOR ARCHITECT MEETING  
 RESPONSE FOR ARCHITECT MEETING  
 FINAL ARJC SUBMISSION

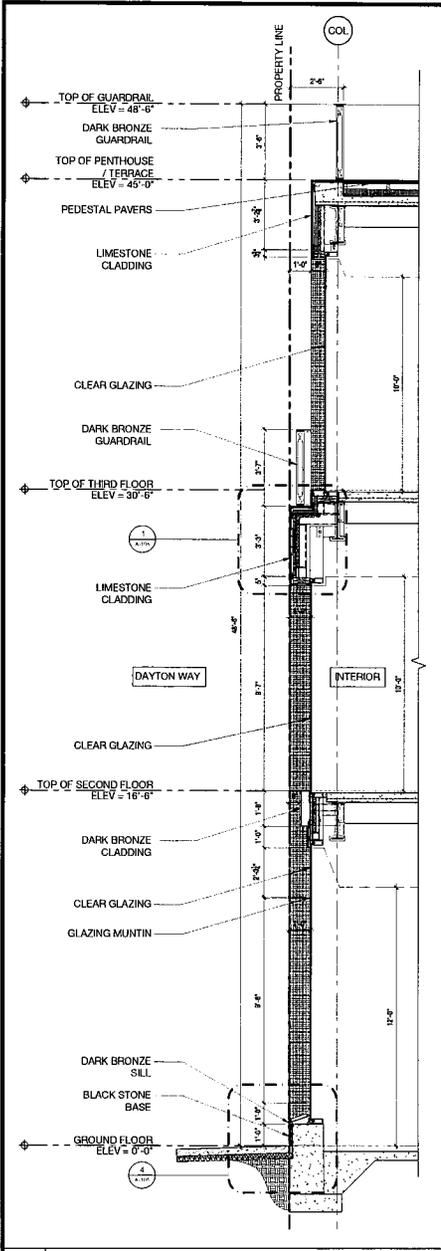
Project No.: 213506.00  
 Scale: AS NOTED  
 Drawn By: ACJ

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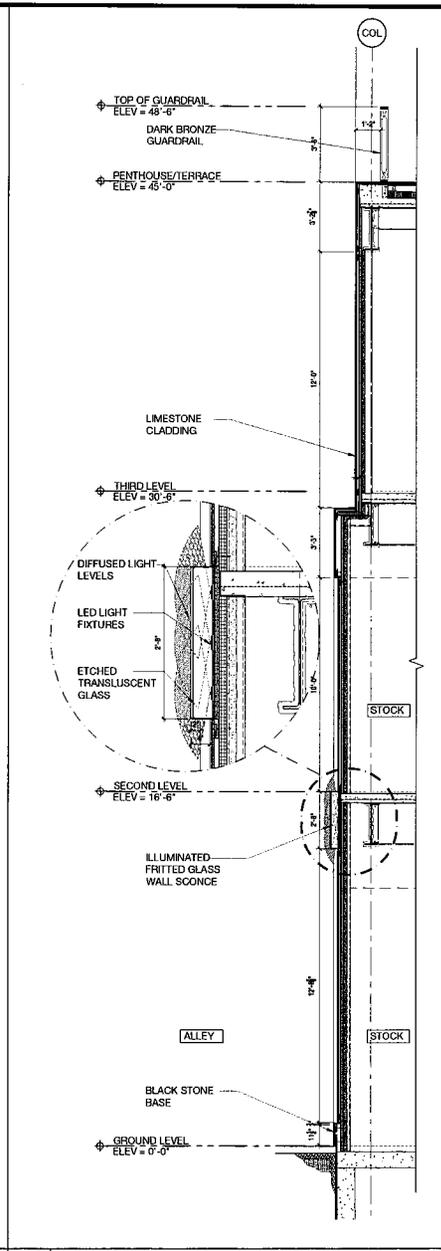
Drawing Number

**A-104**

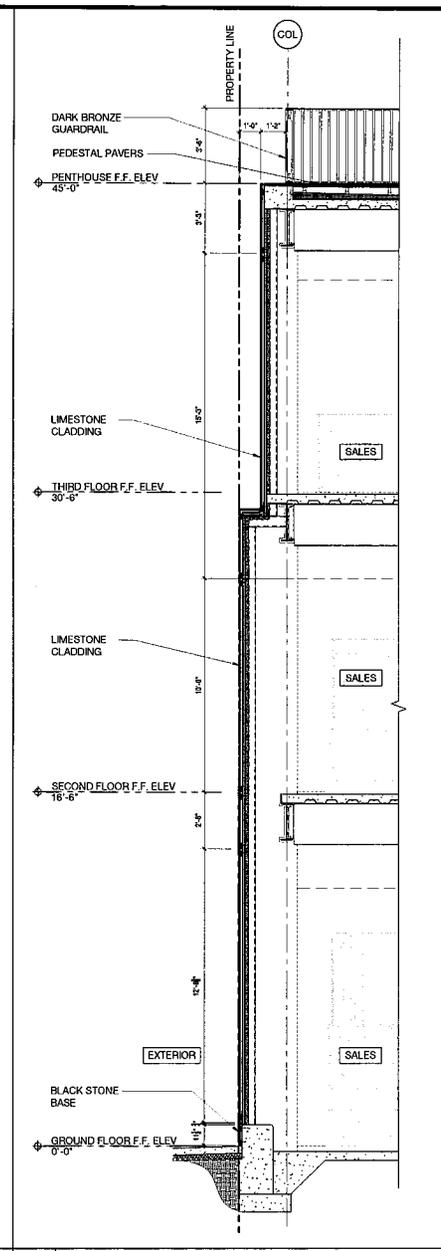
7/1/2013  
A-105 PROPOSED SECTIONS.DWG



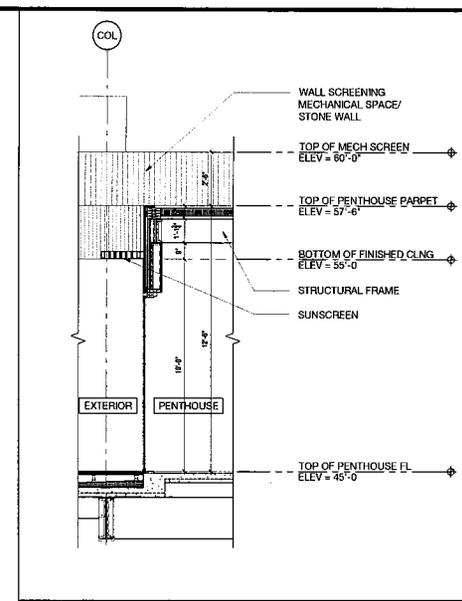
1 EXTERIOR WALL SECTION  
SCALE: 3/8" = 1'-0"



2 EXTERIOR WALL SECTION  
SCALE: 3/8" = 1'-0"



3 EXTERIOR WALL SECTION  
SCALE: 3/8" = 1'-0"



4 PENTHOUSE WALL SECTION  
SCALE: 3/8" = 1'-0"

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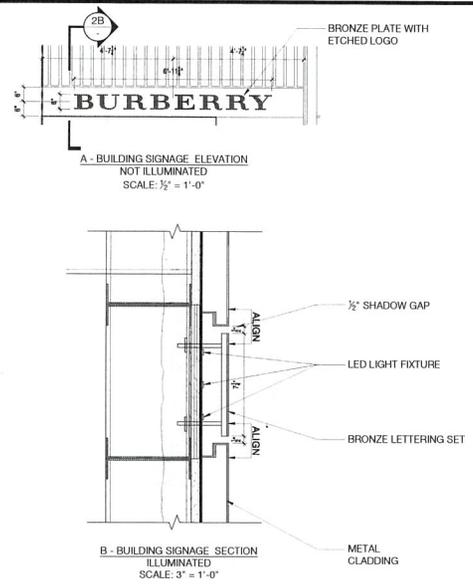
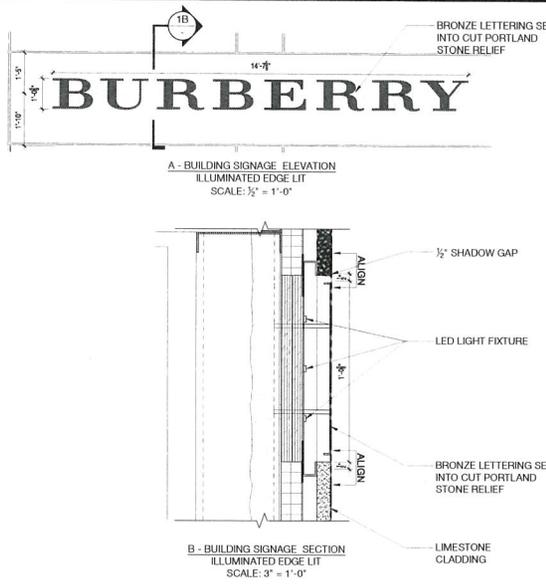
PROPOSED SECTIONS

Date:	Rev:	Issued:
03.27.13		PRELIM AISC MEETING
04.01.13		SUBMITTING/REVISION MEETING
04.17.13		REVISIONS FOR AISC MEETING
07.01.13		FINAL AISC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

It is a condition of use for any person unless they are acting under the direction of a licensed professional architect, to use in any way or on the quality of construction documents. If a document bearing the seal of an architect is attached to these drawings, it shall remain the property of the architect and shall not be used or reproduced in any way without the written consent of the architect. The user of these drawings shall be held responsible for the accuracy and the date of such information and a specific description of the alteration.

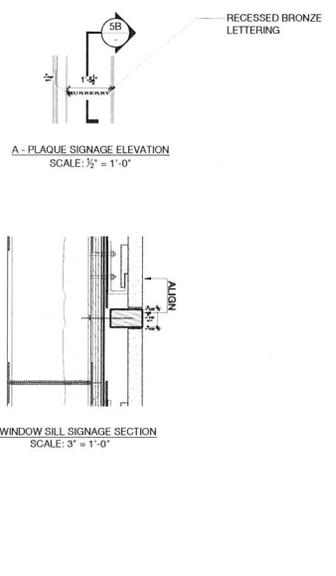
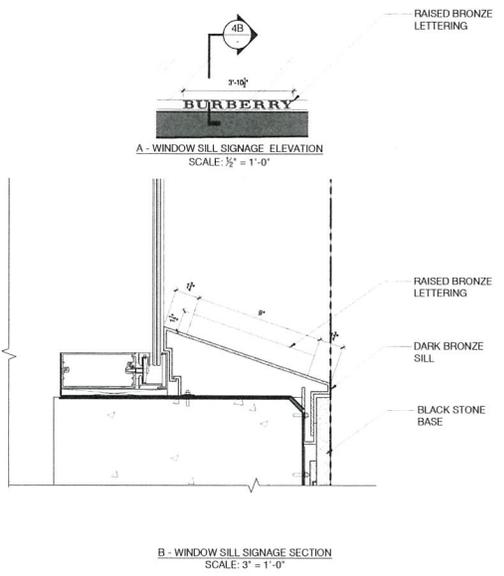
Drawing Number  
**A-105**



1 ILLUMINATED SIGNAGE SIGNAGE DETAIL  
SCALE: AS NOTED

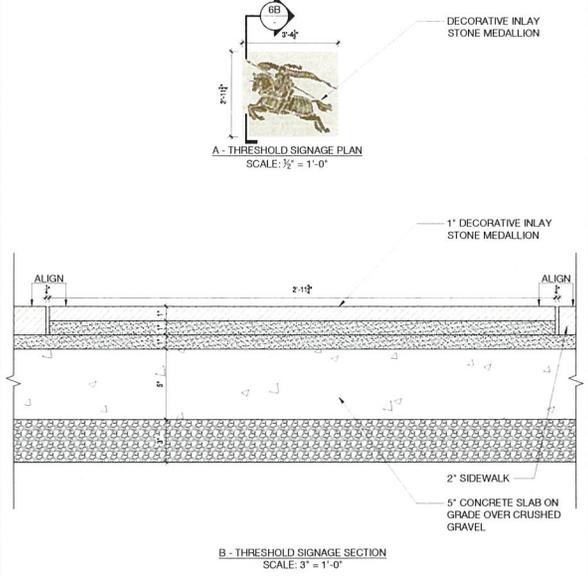
2 SIGNAGE OVER ENTRY SIGNAGE DETAIL  
SCALE: AS NOTED

3 NOT USED  
SCALE: AS NOTED



4 WINDOW SILL SIGNAGE SIGNAGE DETAIL  
SCALE: AS NOTED

5 MAIN ENTRANCE PLAQUE SIGNAGE SIGNAGE DETAIL  
SCALE: AS NOTED



6 MAIN ENTRANCE THRESHOLD SIGNAGE SIGNAGE DETAIL  
SCALE: AS NOTED

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301-305 RIDGECR DRIVE BEVERLY HILLS CALIFORNIA

PROPOSED SIGNAGE INFORMATION

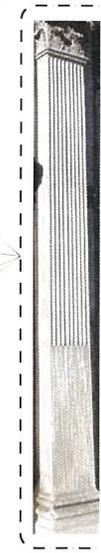
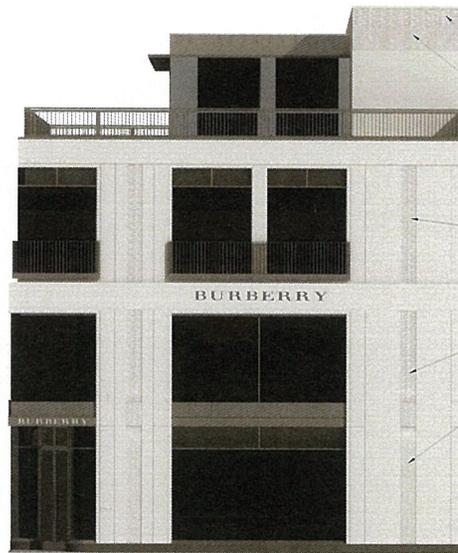
Date: Rev. Issued:  
03.27.13 PRELIM ARC MEETING  
04.01.13 SUBMIT FOR ARC REVIEW  
04.17.13 REVISIONS FOR ARC MEETING  
07.01.13 FINAL ARC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

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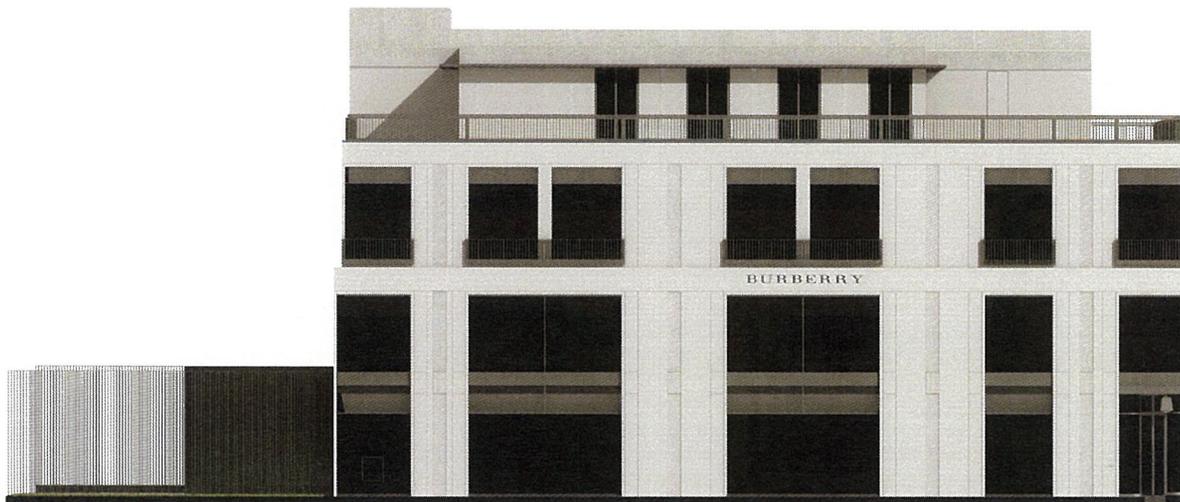
Drawing Number

**A-106**



**A** RODEO ELEVATION  
EXTERIOR RENDERING  
NOT TO SCALE

**C** RODEO ELEVATION  
INSPIRATION OF REEDED STONE  
NOT TO SCALE



**B** DAYTON ELEVATION  
EXTERIOR RENDERING  
NOT TO SCALE

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EXTERIOR RENDERINGS

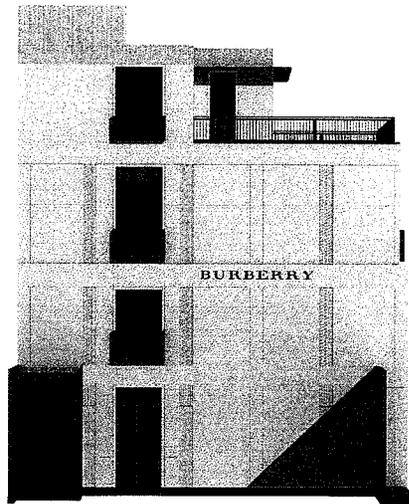
Date:	Rev.	Issued:
03.27.13		PRELIM AEC MEETING
04.01.13		SBMT FOR AEC MEETING
04.17.13		REVISIONS FOR AEC MEETING
07.01.13		FINAL AEC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGI

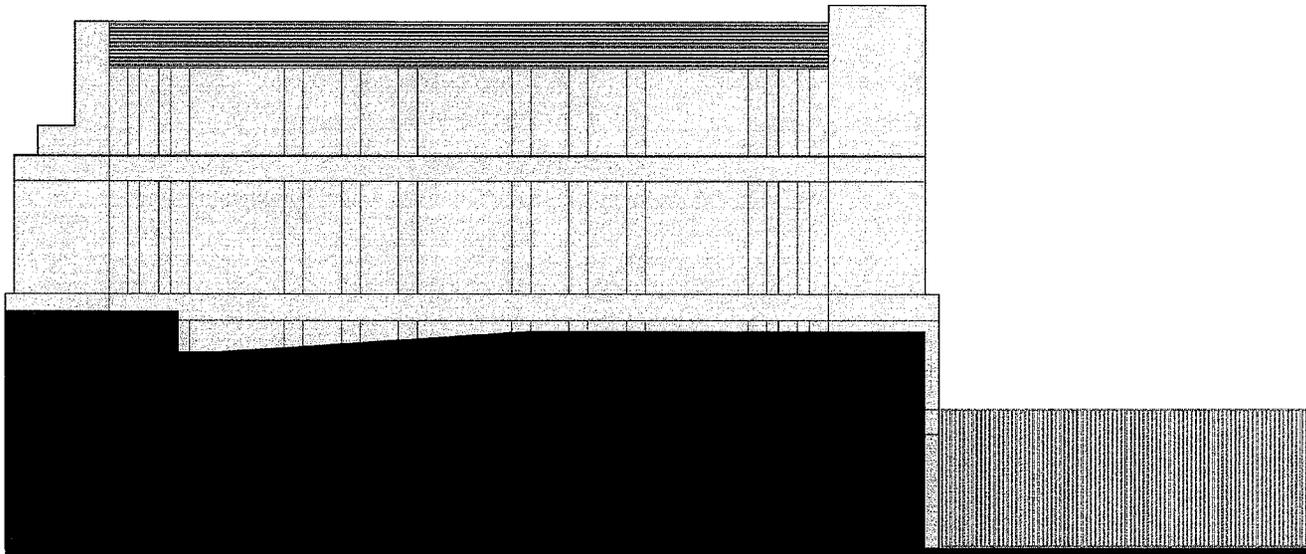
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Drawing Number

**A-107**



D ALLEY ELEVATION  
EXTERIOR RENDERING  
NOT TO SCALE



E ADJACENT BUILDING ELEVATION  
EXTERIOR RENDERING  
NOT TO SCALE



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EXTERIOR RENDERINGS

Date:	Rev:	Issued:
03.27.13		PRELIM AEC MEETING
04.01.13		SENT FOR AEC MEETING
04.17.13		REVISED FOR AEC MEETING
07.01.13		FINAL AEC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

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Drawing Number

A-108



**A** OVERALL VIEW  
EXTERIOR RENDERING  
NOT TO SCALE

**B** VIEW FROM RODEO DRIVE LOOKING SOUTH  
EXTERIOR RENDERING  
NOT TO SCALE



**C** OVERALL VIEW  
EXTERIOR RENDERING  
NOT TO SCALE



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EXTERIOR RENDERINGS

Date:	Rev.	Issued:
03.27.13		PRELIM ARJC MEETING
04.01.13		SUBMIT FOR ARJC REVIEW MEETING
04.17.13		RESPONSE FOR ARJC MEETING
07.01.13		FINAL ARJC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

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Drawing Number

**A-109**



**A** OVERALL VIEW  
EXTERIOR RENDERING  
NOT TO SCALE

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Date:	Rev.	Issued:
03.27.13		PRELIM ARC MEETING
04.01.13		SUBMIT FOR ARCHITECT MEETING
04.17.13		RESPONSE FOR ARCHITECT MEETING
07.01.13		FINAL ARC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

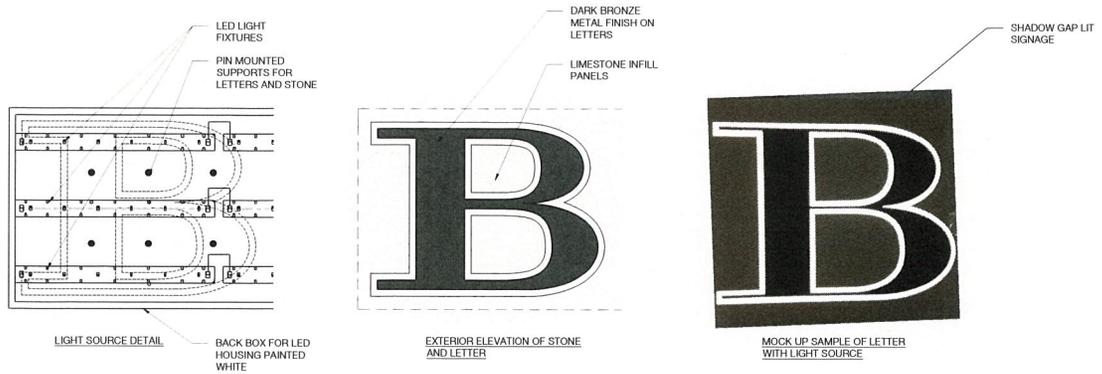
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Drawing Number

**A-110**

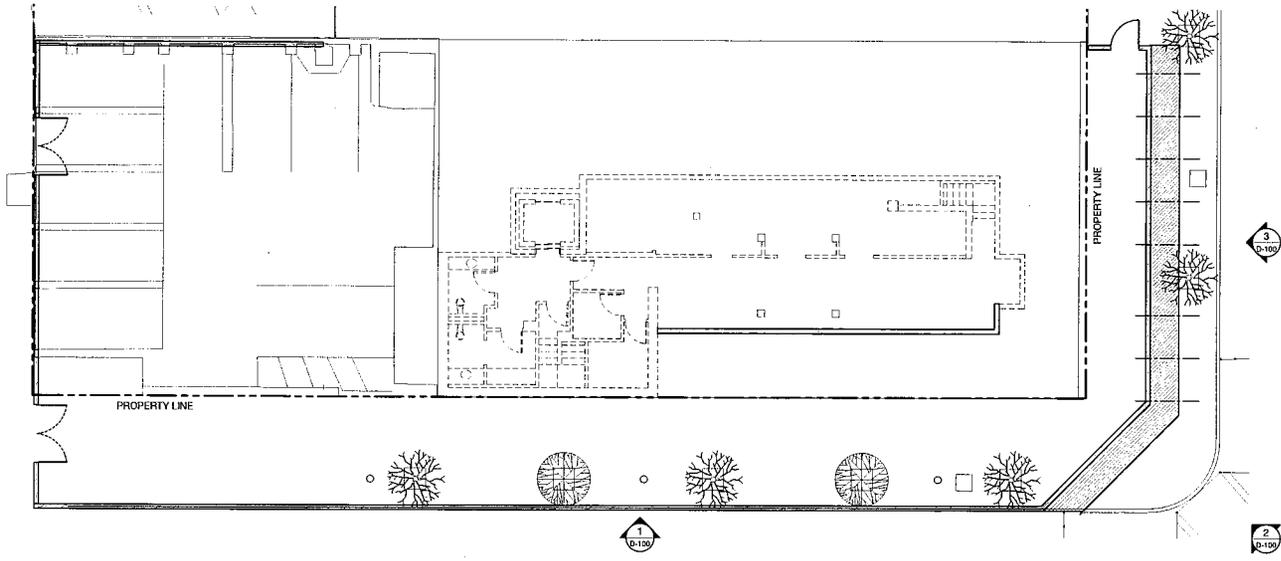


CUSTOM LIGHT FIXTURE 2" PROJECTION FROM STONE FACADE

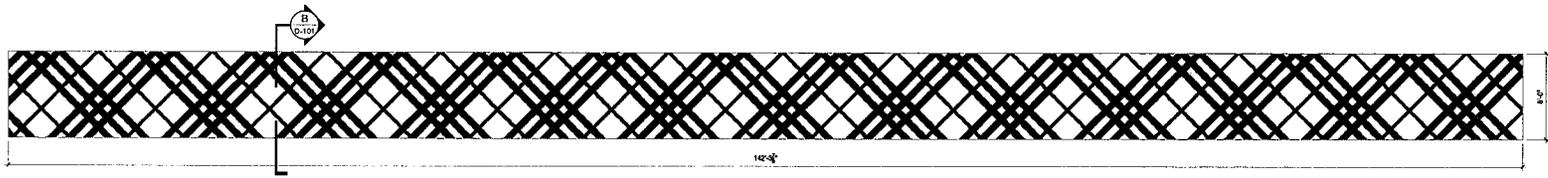


**B** OVERALL VIEW  
WALL SCONCE  
NOT TO SCALE

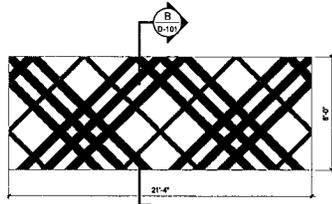
**C** OVERALL VIEW  
SIGNAGE DETAILS  
NOT TO SCALE



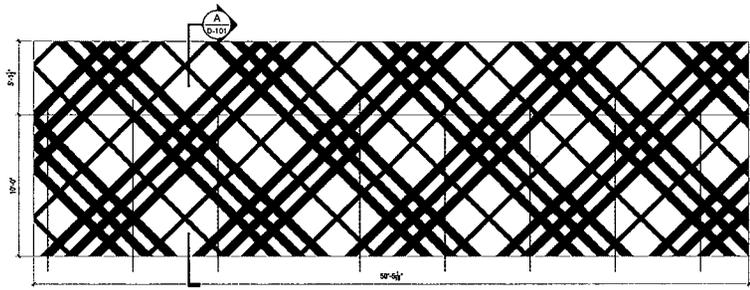
0 CELLAR FLOOR  
DEMOLITION PLAN  
SCALE: 1/8" = 1'-0"



1 DAYTON  
BARRICADE ELEVATION  
SCALE: 3/16" = 1'-0"



2 DAYTON  
BARRICADE ELEVATION  
SCALE: 1/4" = 1'-0"



3 RODEO  
PEDESTRIAN BRIDGE ELEVATION  
SCALE: 1/4" = 1'-0"

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BARRICADE PLAN AND ELEVATIONS

Date: Rev. Issued:  
03.27.13 PRELIM ARC MEETING  
04.01.13 SUBMIT TO ARCHITECT MEETING  
04.17.13 RESPONSE FOR ARCH MEETING  
07.01.13 FINAL ARC SUBMISSION

Project No.: 213506.00  
Scale: AS NOTED  
Drawn By: AGL

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Drawing Number

D-100

7/10/13 BURBERRY BARRICADE PLAN AND ELEVATIONS.DWG



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

**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 FAÇADE REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS AND BUILDING IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 301 NORTH RODEO DRIVE (PL1310557 – BURBERRY).

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

Section 1. John Neeson, agent, on behalf of the property owner, Walter D. Sanborn III, and the tenant, Burberry (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business and building identification signs, and a construction barricade graphic for the property located at 301 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 July 17, 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, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

No project specific conditions are proposed for this project.

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.

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: July 17, 2013

---

William Crouch, Commission Secretary  
Community Development Department

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James Blakeley, III, Chair  
Architectural Commission