



Architectural Commission Report

Meeting Date: Wednesday, October 16, 2013

Subject: **JIMMY CHOO**
240 North Rodeo Drive

Request for approval of a façade remodel, a sign accommodation to allow multiple business identification signs, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1323022)

Project agent: Ashok Vanmali – Gruen Associates

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

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation to allow multiple business identification signs, and a construction barricade graphic for the Jimmy Choo retail store. The façade remodel includes the following components:

- Clad the lower façade in a grey honed stone material;
- Install a new storefront with:
 - Brass double-entry doors and hardware, and clear low-iron glazing;
 - Storefront windows with a polished marble window frame and brushed brass trim, and clear low-iron glazing; and
- New hardscape at the front entry consisting of alternating dark grey stone flooring and black floor mat strips.

The applicant is proposing a total of 6.38 SF of business identification signage on the facade, allocated as follows:

- One (1) façade-mounted business identification sign located above the entry
 - Proposed area: 5.8 SF
 - Internally illuminated reverse channel letters, brass finish
 - Pin-mounted
- Two (2) facade-mounted business identification signs located on either side of the entry doors
 - Proposed area: .29 SF each (total: .58 SF)
 - Brass plaques set into the stone cladding on the façade, with logo etched into the brass

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 the lessor of: a) 100 square feet; b) the total business sign area

Attachment(s):

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

Report Author and Contact Information:

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rkapadia@beverlyhills.org



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otherwise permitted by this section; or c) ten percent (10%) of the vertical surface area of that portion of the wall below twenty feet (20') in height and occupied by the frontage of the business. Based on the linear frontage of the business, the maximum sign area is 60 SF and the proposed signage is within the maximum sign area.

The applicant is also requesting a construction barricade graphic with signage. The proposed graphic is artful in nature and the signage, which includes the business name, opening date and temporary store location, is proposed at the maximum sign area of 12 SF. Each barricade return includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the overall design provides an elegant façade with high quality materials that enhances the streetscape. However, it is recommended that in order to tie the façade elements together, that the storefront window design be modified slightly by keeping the marble detail on the outermost frame but replacing the marble on the middle frame with brass.

One project-specific condition has been proposed in the draft approval resolution to reflect the Urban Designer's Analysis. The Architectural Commission may choose to incorporate such conditions, propose alternative project-specific conditions based on the review conducted by the Commission at the public hearing, or approve the project as presented.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, October 4, 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
- Remodel: Int. & Ext, no floor area added
- Façade Remodel ONLY
- Remodel: Int. & Ext, floor area added
- Business Identification Sign(s)
 - Number of signs proposed:
- Awning(s): New Recovery
- Building Identification Sign(s)
 - Number of signs proposed:
- Open Air Dining: #Tables # Chairs
- Sign Accommodation (explain reason for the accommodation request below):
 - Multiple business ID _____ Number of signs proposed:
- Other: _____

C Describe the scope of work proposed including materials and finishes:

A new facade proposal with grey stone cladding and brass and marble detailing will create an elegant and sophisticated storefront. Two new signs will be added at eye level in order to attract customers. The entire interior will be remodeled to complement the new exterior facade with similar finishes and materials.

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 signage 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	Business ID Sign (Internally-lit)	6'-6 3/4" x 10'-3/4"	5.8sf	8.64sf (432 facade area x .02)	
2	Business ID Sign (non-lit)	1'-7 5/8" x 2 3/8"	0.29sf	8.64sf (432 facade area x .02)	
3	Business ID Sign (non-lit)	1'-7 5/8" x 2 3/8"	0.29sf	8.64sf (432 facade area x .02)	
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: Marble, Stone
Texture /Finish: Marble: Honed, Stone: Honed
Color / Transparency: Grey

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

Material: Laminated Low Iron Glass w/ Brass Mullions
Texture /Finish: Low Iron Glass: Transparent , Mullions: Brushed
Color / Transparency: Low Iron Glass: Clear, Mullions: Gold

ROOF

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

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Brass
Texture /Finish: Smooth / Brushed Finish
Color / Transparency: Gold

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: Entry mat alternating stone [ST-02]/ coco mat [FL-02]
Texture /Finish: Honed Stone, coco mat
Color / Transparency: black coco mat, grey stone

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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

N/A

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

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

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

The new design for the Jimmy Choo Store uses classic and luxurious materials in order to create a sleek and sophisticated storefront. This ties in perfectly with existing stores in Beverly Hills, and more specifically, Rodeo Drive, with the idea of something new that has seemingly been there all along.

- 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.**

N/A

- 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 to lend the proposed building its new appearance will be of the highest quality. The new stone is not only classic and high-end but also durable which allows for the rich appearance of the store not to deteriorate over time. Italian marble and gold brass enhance the finer details of the facade, reflecting the same aesthetic of other retail stores currently located on Rodeo Drive.

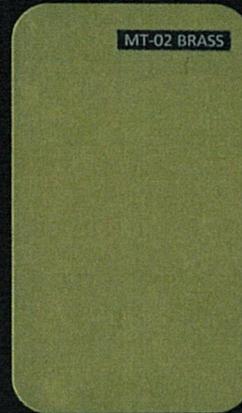
- 4. Describe how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

Rodeo Drive is known for its commitment to high end retail and the new Jimmy Choo store will complement that agenda appropriately. Its classic yet modern look will attract patrons, visitors, and tourists alike, expanding the exposure of Beverly Hills as the hub of high end retail in Los Angeles. Its design will present Beverly Hills as a city interested in and receptive to beautiful architecture.

- 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 is characterized by the unique looks of all of the high end retail stores and the proposal for the Jimmy Choo store will complement the overall aesthetic of Rodeo Drive and, ultimately, the City of Beverly Hills. The signage proposed and the overall approach for the facade is within the boundaries of the municipal code and will be tested for overall performance and aesthetics.

FL-02 EXTERIOR DOOR MAT



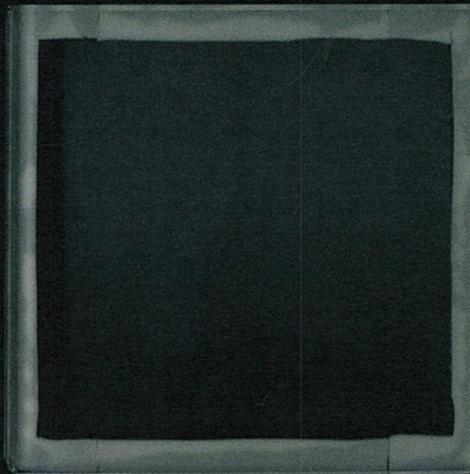
ST-07 MARBLE



ST-02 STONE FLOORING



GL-05 LOW IRON GLASS



ST-08 STONE CLADDING



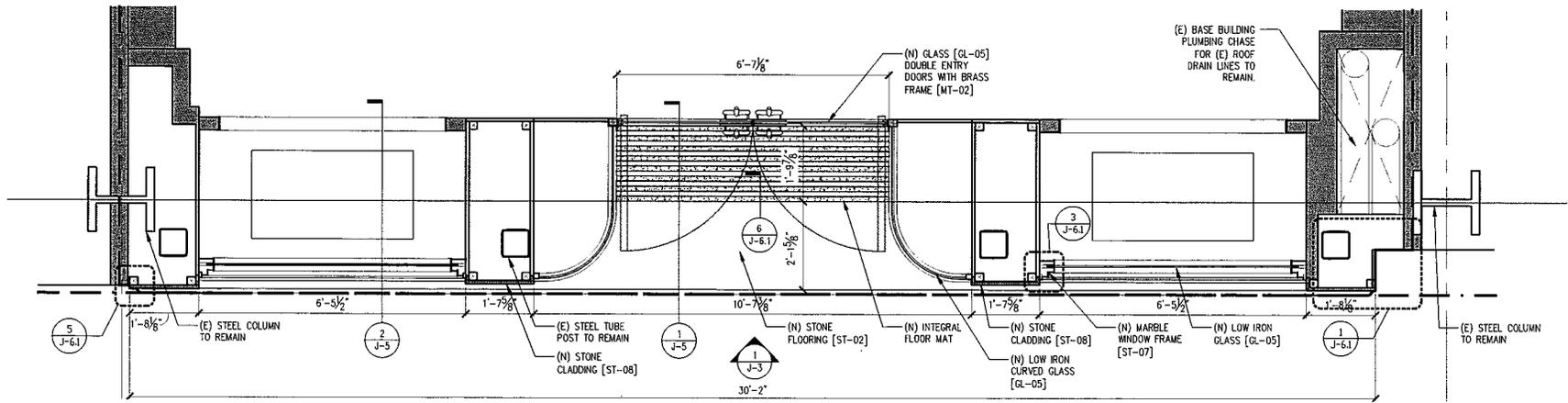


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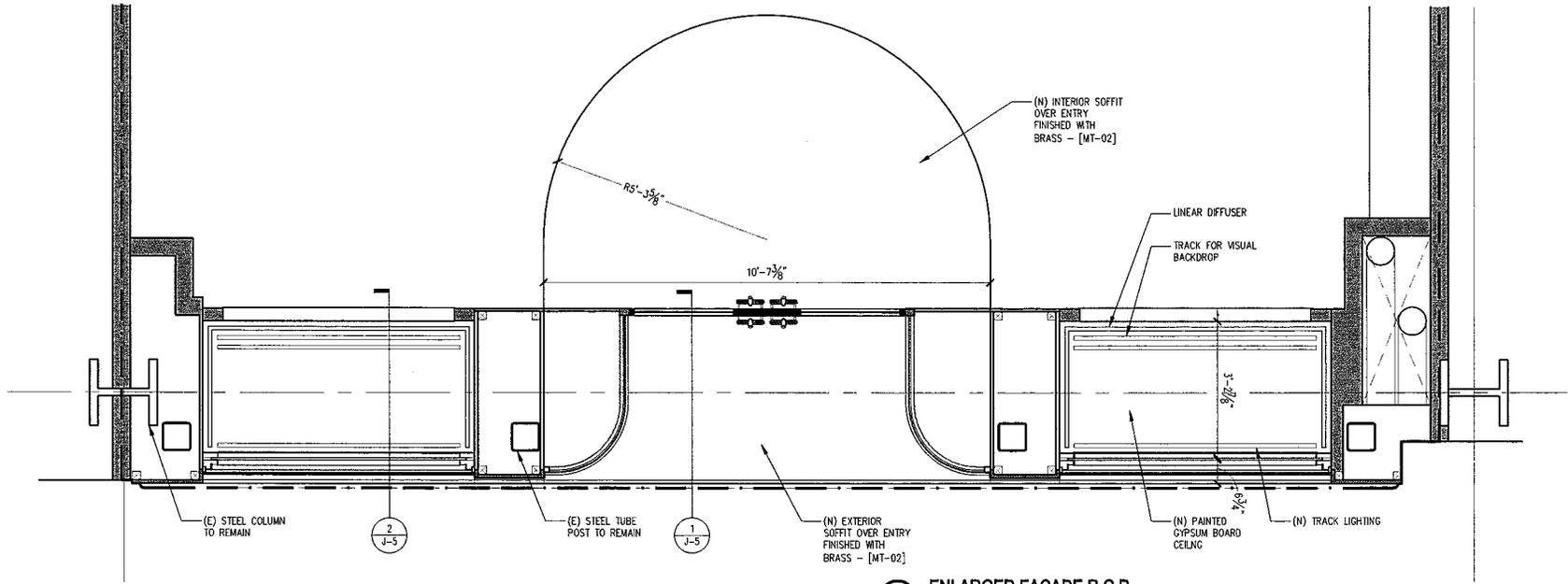
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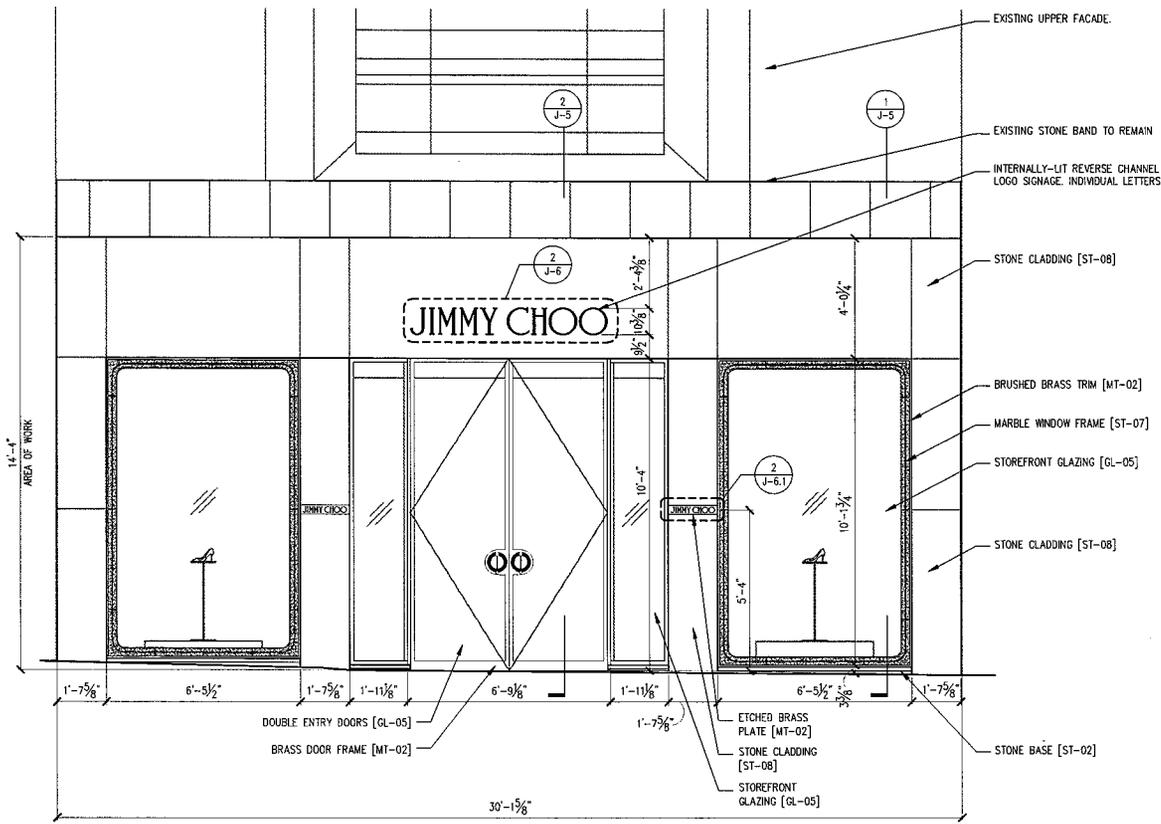
Attachment B:
Project Design Plans



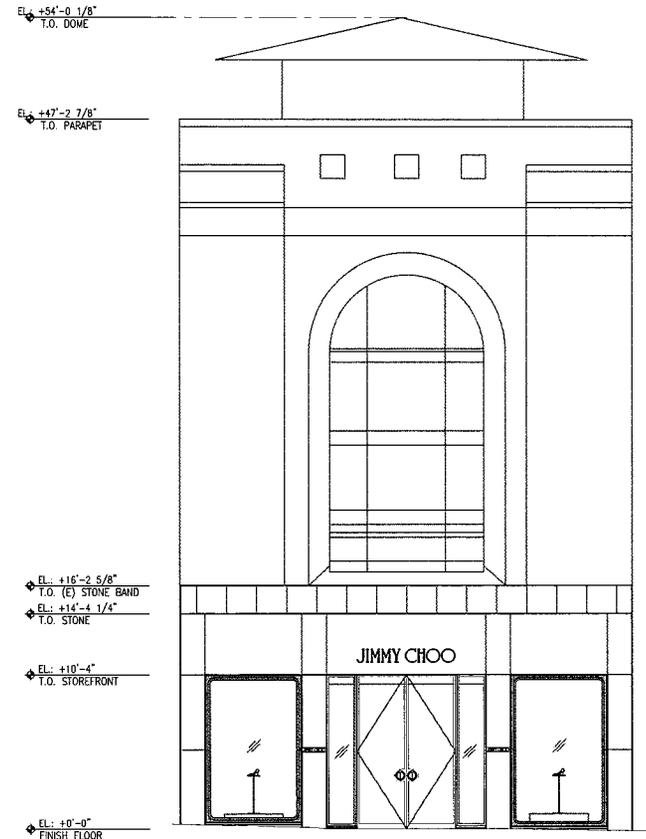
1 ENLARGED FACADE PLAN
SCALE: 3/8" = 1'-0"



2 ENLARGED FACADE R.C.P.
SCALE: 3/8" = 1'-0"

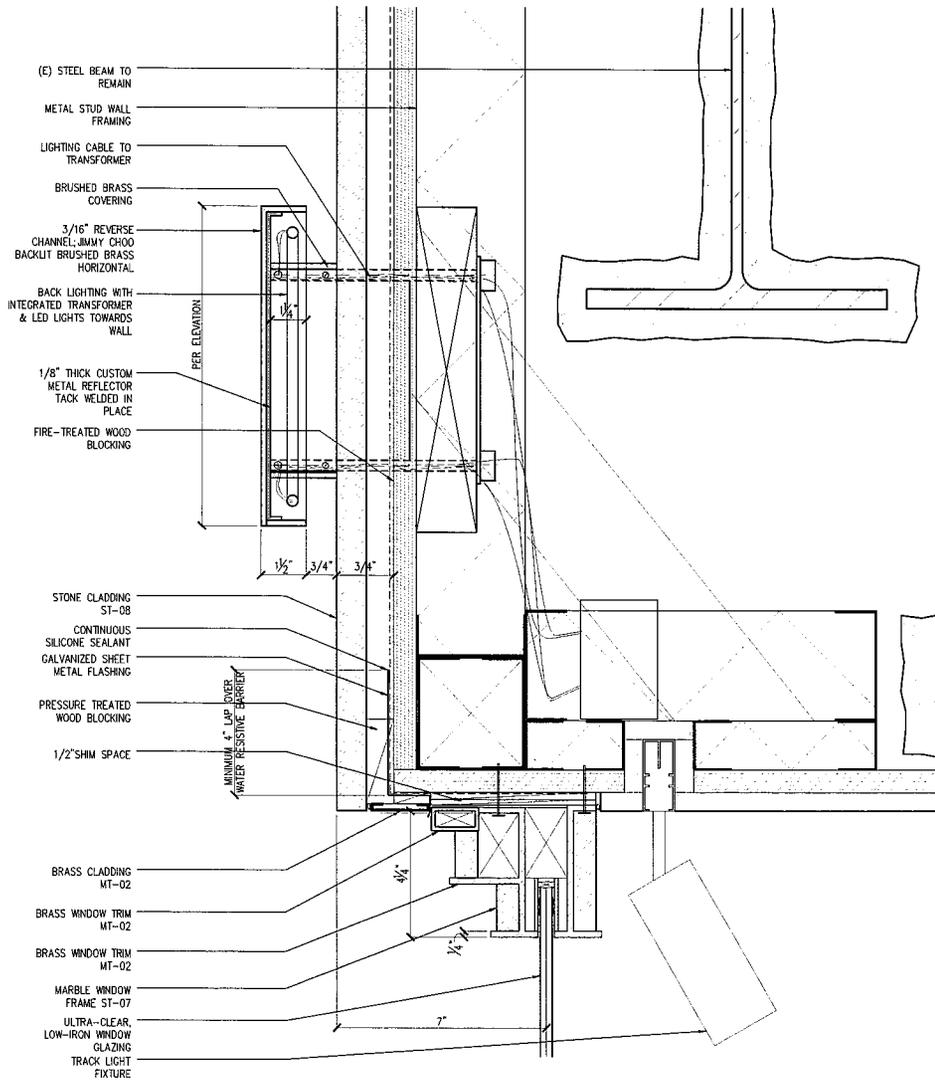


2 ENLARGED STOREFRONT ELEVATION
SCALE: 1/4" = 1'-0"



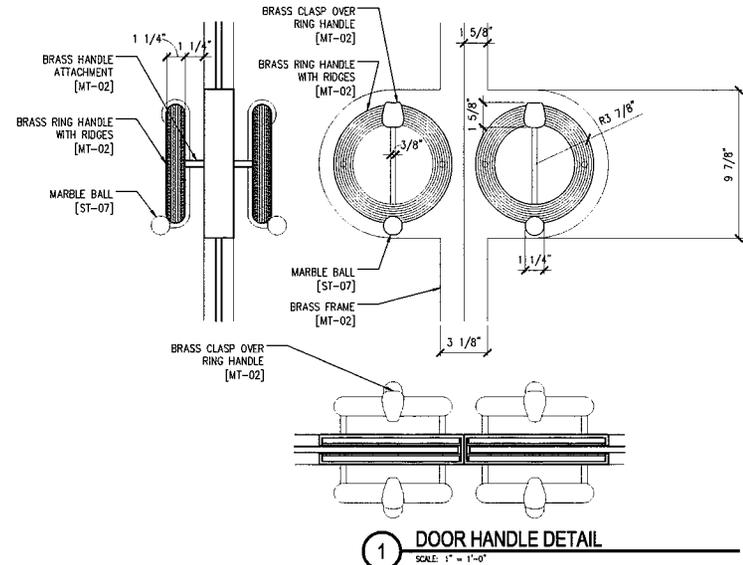
1 STOREFRONT ELEVATION
SCALE: 1/8" = 1'-0"



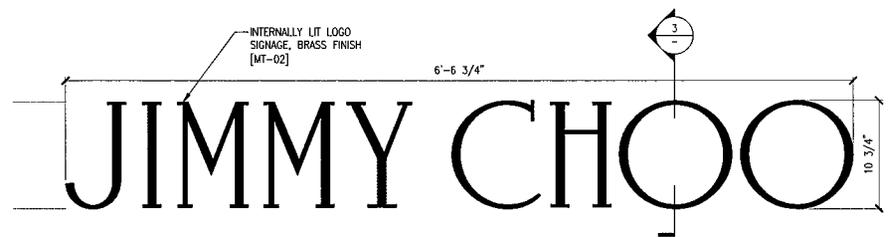


3 TYPE 'A' SIGNAGE DETAIL
SCALE: 3" = 1'-0"

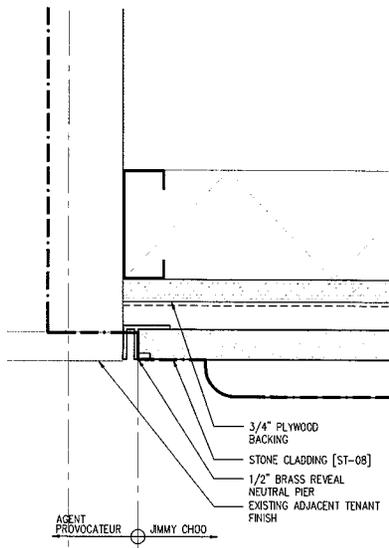
SIGNAGE SCHEDULE			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	MAXIMUM AREA PERMITTED BY CODE
BUSINESS ID SIGN TYPE A	1	5.8 SQ. FT.	8.64 SQUARE FEET (432 FACADE AREA x .02)
BUSINESS ID SIGN TYPE B	2	0.29 SF x 2 = 0.58 SF	8.64 SQUARE FEET (432 FACADE AREA x .02)



1 DOOR HANDLE DETAIL
SCALE: 1" = 1'-0"

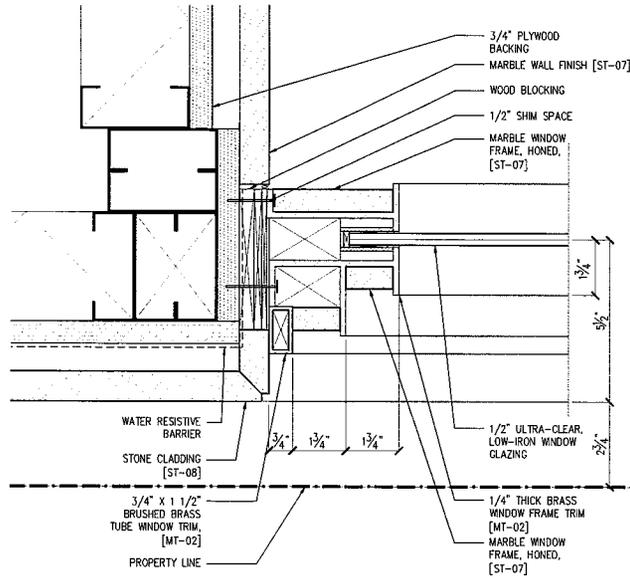


2 TYPE 'A' (5.8 SQ. FT.) BUSINESS ID SIGNAGE
SCALE: 1" = 1'-0"



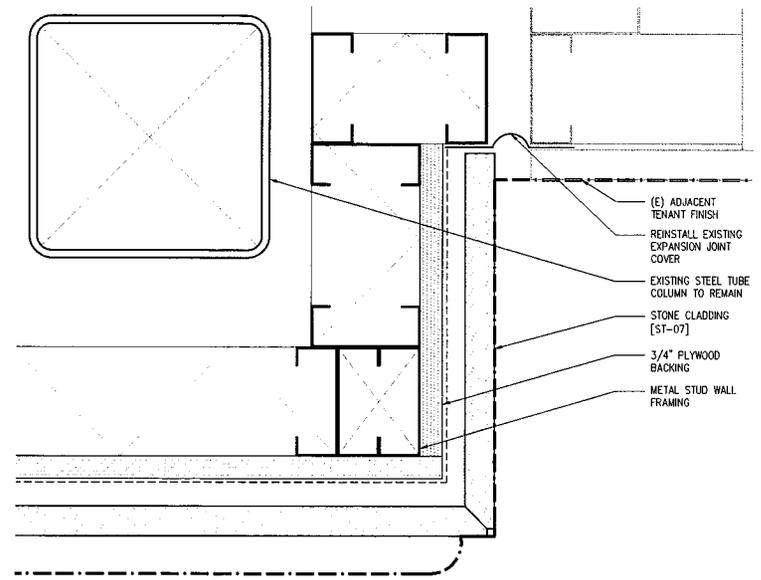
5 DETAIL AT NORTH EXPANSION JOINT

SCALE: 3" = 1'-0"



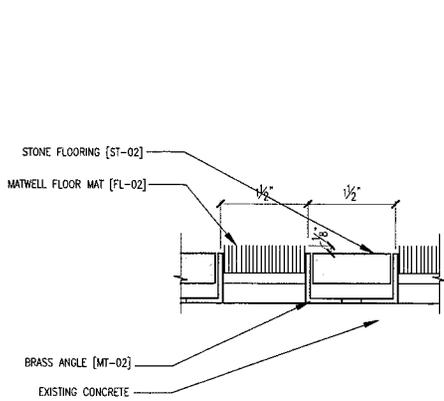
3 DETAIL AT STOREFRONT JAMB

SCALE: 3" = 1'-0"



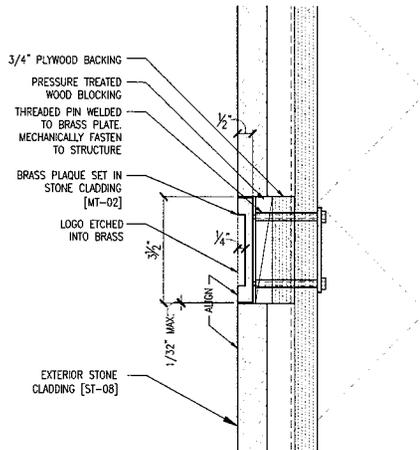
1 DETAIL AT SOUTH EXPANSION JOINT

SCALE: 3" = 1'-0"



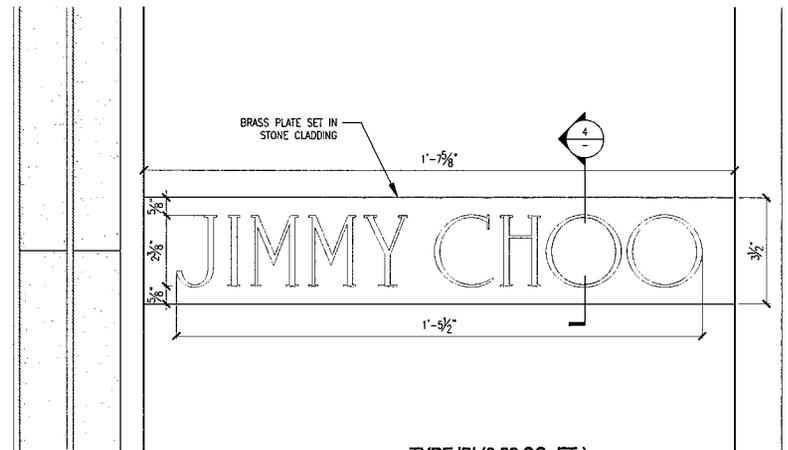
6 DETAIL AT WALK-OFF MAT

SCALE: 3" = 1'-0"



4 TYPE 'A' SIGNAGE DETAIL

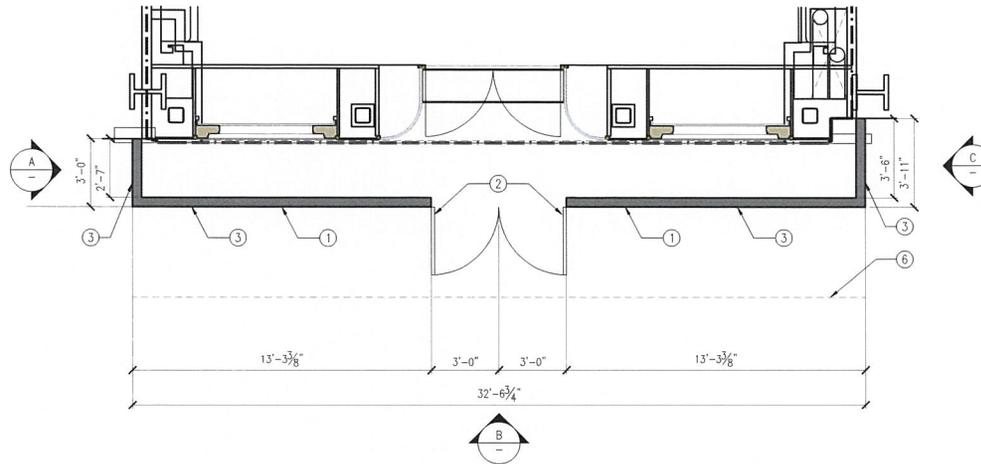
SCALE: 3" = 1'-0"



2 TYPE 'B' (0.29 SQ. FT.) BRASS PLAQUE SIGNAGE

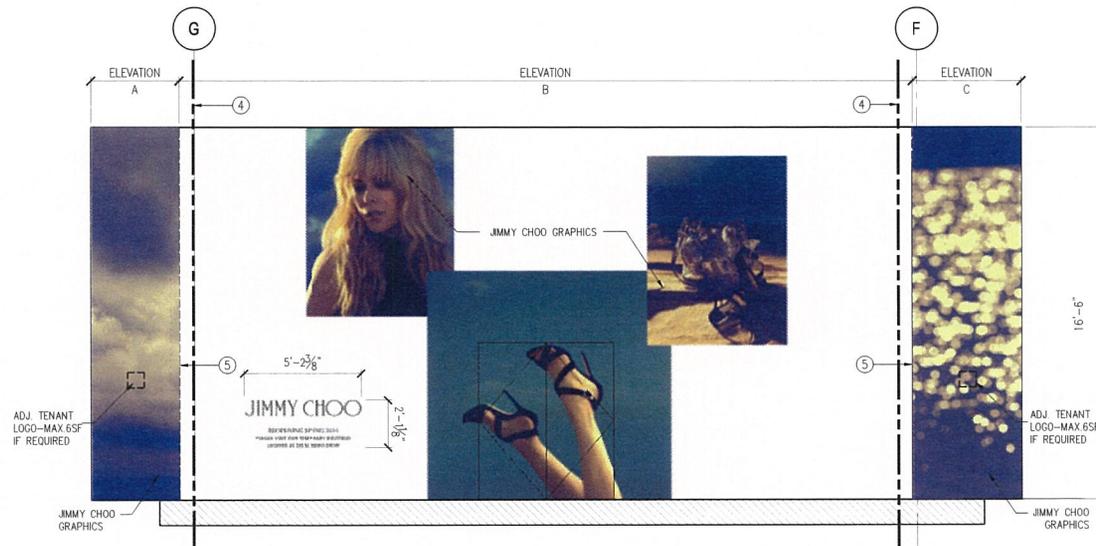
SCALE: 1" = 1'-0"





KEYNOTES:

1. BARRICADE WALL
2. PAIR OF 3'-0"X7'-0" DOORS W/ LOCK & TAPED IN JAMB
3. PRIME & PAINT W/ SEMI-GLOSS BENJAMIN MOORE WHITE, READY TO ACCEPT OWNER SUPPLIED & INSTALLED GRAPHICS
4. LEASE LINE
5. FOLD LINE
6. MIN. 4'-0" CLEARANCE FOR PATH OF TRAVEL ALONG SIDEWALK





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Attachment C:

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL, A SIGN ACCOMMODATION TO ALLOW MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 240 NORTH RODEO DRIVE (PL1323022 – JIMMY CHOO).

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

Section 1. Ashok Vanmali of Gruen Associates, architect and agent, on behalf of the property owner, Bill Wiley of CBRE – Two Rodeo Drive, and the tenant, Jimmy Choo (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation to allow multiple business identification signs, and a construction barricade graphic for the property located at 240 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. **The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.**

Section 5. The Architectural Commission conducted a duly noticed public hearing on **October 16, 2013** at which time oral and documentary evidence was received concerning the application.

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

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

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliance 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. The storefront window design shall be modified by keeping the marble detail on the outermost frame but replacing the marble on the middle frame with brass.

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: October 16, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission