



## Architectural Commission Report

**Meeting Date:** Wednesday, December 18, 2013

**Subject:** **PIAGET**

**323 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. (PL1331887)

**Project agent:** Richmond North America

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

### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade for the new Piaget retail establishment at 323 North Rodeo Drive. The façade remodel includes the following components:

- Artistic mosaic tile at the vertical edges of the façade and adjacent to recessed storefront entry;
- Powder-coated metalwork in a matte "Futura Manganese" color on upper portion of façade with vertical delineations and at storefront entry returns;
- Storefront system with clear glazing and powder-coated framing in a matte "Futura Manganese" color;
- Powder-coated door pull in a matte "Futura Manganese" color, and;
- Recessed down light in recessed storefront entry.

*Note: Per initial recommendations by City staff, the applicant has elected to increase the height of the existing parapet, not to exceed forty-five inches (45") from the adjacent roof deck, to allow for vertical modulation along North Rodeo Drive.*

Five business identification signs are included as part of the façade remodel. A total of 39.08 SF of business identification signage is proposed, allocated as follows:

- One (1) 37.5 SF internally illuminated façade-mounted business identification sign consisting of white acrylic letters;
- Two (2) 0.67 SF non-illuminated window-mounted business identification signs, and;
- Two (2) 0.12 SF non-illuminated entry door-mounted business identification signs.

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 lesser of: 1) 100 square feet; 2) the total business sign area

Attachment(s):

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

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otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". Based on a street frontage of approximately 23'-0", the maximum sign area for this tenant is 46 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

The applicant is also requesting a construction barricade graphic with signage. The proposed graphic is artful in nature and the signage on that portion of the barricade parallel to the street, which includes the business name and opening date, is proposed at 12 SF.

Pursuant to BHMC §10-4-612, construction barricades may include one (1) 12 SF sign that includes the name of the business, a company logo, and the opening date of the business on that portion of the construction barricade parallel to the street.

Each barricade return also 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 a review conducted by the Urban Design Team, the proposed façade aesthetic is tastefully designed and positively enhances the streetscape of North Rodeo Drive. The increased parapet provides appropriate vertical modulation for the storefront and adjacent tenants.

However, the primary business identification sign appears too large for its facade placement and it is recommended that the sign area be reduced so that it fits more appropriately within the design. Project-specific conditions have not been recommended to this effect but the Commission may wish to discuss this as part of their overall consideration of the project.

### 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. 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.



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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, December 6, 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 (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: \_\_\_\_\_
- 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:**

-DEMOLITION OF EXISTING RETAIL SPACE TO INCLUDE MILLWORK, PARTITIONS, FINISHES, CEILINGS, LIGHTING FIXTURES AT GROUND FLOOR. DEMOLITION PLUMBING AT FIRST FLOOR AND FIRE PROTECTION SYSTEMS .

-INTERIOR TENANT IMPROVEMENT INCLUDES NEW FIXTURES, SOME WITH INTEGRAL LIGHTING, FINISHES, ELECTRICAL AND LOW VOLTAGE SYSTEMS AT STORE INTERIOR.

-DEMOLITON OF EXISTING STOREFRONT MATERIALS AND SIGNS.

-EXTERIOR IMPROVEMENTS TO INCLUDE NEW FACADE DESIGN, MATERIALS AND BUSINESS SIGNS.

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

- |                                       |                                 |   |                                 |                                |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4          | <input type="checkbox"/> R-4X   | <input type="checkbox"/> R-4            | <input type="checkbox"/> R-4-P  | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3          | <input type="checkbox"/> RMCP   | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A   | <input type="checkbox"/> C-3B  |
| <input type="checkbox"/> C-5          | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2         | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5   |
| <input type="checkbox"/> Other: _____ |                                 |   |                                 |                                |

**E Lot is currently developed with (check all that apply):**

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below): \_\_\_\_\_

**F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?**

Yes  No  If yes , please list Architect's name: \_\_\_\_\_

**SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)**

**A Indicate in the chart below all applicable signage details:**

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	1	9'-10 5/8" x 3'-10"	37.5	46 SF (39.1SF TOTAL SIGNAGE AREA PROPOSED)
2	Business ID Sign(s)	2	1'-3 3/4" x 6 1/8"	0.67 x 2 = 1.34	
3	Business ID Sign(s)	2	6 3/4" x 2 5/8"	0.12 x 2 = 0.24	
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:* POWDER COATED METALWORK (P-1); ARTISTIC MOSAIC (S-1)  
*Texture /Finish:* MATTE; VARIES  
*Color / Transparency:* FUTURA MANGANESE; VARIES

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

*Material:* VIRACON OPTIWHITE 24 GLASS (G-1) ; POWDER COATED METALWORK (P-1)  
*Texture /Finish:* GLOSSY; MATTE  
*Color / Transparency:* TRANSPARENT; FUTURA MANGANESE

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

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

**AWNINGS, CANOPIES**

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

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

Material: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

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

**PAVED SURFACES**

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

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

Material: CURTAIN IN FABRIC (F-1)  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: SEMI WHITE

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

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

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

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

THE PROPOSED BUILDING HAS A SOFISTICATED AND MODERN DESIGN, THAT IS COMBINED WITH RICH AND INTERESTING MATERIALS TO CREATE AN EXCEPTIONAL ENSEMBLE THAT WILL ENRICH THE THE BEVERLY HILLS LANDSCAPE.

- 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.**

THE BUILDING'S HIGH END QUALITY CONSTRUCTION AND THE HIGH QUALITY MATERIAL'S PROVIDE THE NECESSARY PROTECTION TO ENSURE A PLEASANT EXPERIENCE TO THE USERS.

- 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.**

THIS BUILDING HAS EQUAL OR SUPERIOR QUALITY TO THE NEIGHBOURING ONES. IT IS DESIGN TO TRANSMITT THE TIMELESSNESS AND DISTINCTION OF THE PIAGET BRAND, AND THE MATERIALS ARE CHOSEN IN ACCORDANCE IT'S TO THE CRAFTSMANSHIP AND EXQUISITE TASTE.

- 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 BUILDING BLENDS IN TO THE REMAINING STREETScape ALMOST SEAMLESSLY, BY MAINTAINING THE HEIGHT AND THE VOLUME OF THE PREVIOUS TENANT. THE FACADE STRUCTURE AND OPENINGS ARE MAINTAINED.

- 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 DESIGN WAS CAREFULLY REVISED TO ENSURE IT WAS IN ACCORDANCE WITH THE MOST RECENT LOCAL, STATE AND FEDERAL CODES.



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**Attachment B:**  
Project Design Plans

















**Architectural Commission Report**

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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 FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 323 NORTH RODEO DRIVE (PL1331887 – PIAGET).

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

Section 1. Richmond North America, applicant, on behalf of the property owner, Richard 319-323 N Rodeo LLC, and the tenant, Piaget (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic for the property located at 323 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 December 18, 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 special 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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: December 18, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission