



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, April 16, 2014

**Subject:** **TIFFANY & CO.**  
**210 North Rodeo Drive**

Request for approval of a sign accommodation to allow a mural on the façade of a building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1404781)

**Project Agent:** Mark Rosales – Tiffany & Co.

**Recommendation:** Conduct public hearing and provide the applicant with an approval, as conditioned.

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### REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation to allow a mural on the façade of the existing Tiffany & Co. store. The mural is proposed to be located on the ground floor facades of the store adjacent to North Rodeo Drive and adjacent to Via Rodeo. The graphic consists of a white vinyl material and displays an artistic watch pattern; no logos or text are proposed.

Pursuant to §10-4-319 of the Beverly Hills Municipal Code (BHMC), the Architectural Commission may approve a sign accommodation to authorize the installation of a mural or similar environmental graphic.

#### *Timing*

The installation is intended to be temporary. The request before the Architectural Commission is to permit the mural installation until June 4, 2014. A project-specific condition has been included in the draft resolution to ensure that the installation is removed and the building restored to original condition by that date, and to grant authority to the Sign Subcommittee to consider any future time extension requests.

### URBAN DESIGN ANALYSIS

The proposed mural is tasteful in nature and will enliven and positively enhance the existing streetscape.

### 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

#### Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets & Supporting Documents
- C. DRAFT Approval Resolution

#### Report Author and Contact Information:

Cindy Gordon, Associate Planner  
(310) 285-1129  
[rkapadia@beverlyhills.org](mailto:rkapadia@beverlyhills.org)



## **Architectural Commission Report**

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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.

### **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, April 4, 2014. 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: Vinyl Graphics installed for temporary period; 5/1/2014- 7/5/2014 **ART**

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

Vinyl Graphic applied to the facade of our Beverly Hills location at Via Rodeo. The graphic is 3m vinyl in white....

**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					
2					
3					
4					
5					

B List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

**FAÇADE** (List all material for all portions visible from the street)

Material: Vinyl  
 Texture /Finish: Gloss Finish  
 Color / Transparency: White

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

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

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

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

**AWNINGS, CANOPIES**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**DOWNSPOUTS / GUTTERS**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**BUSINESS ID SIGN(S)**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**BUILDING ID SIGN(S)**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**EXTERIOR LIGHTING**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**PAVED SURFACES**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**FREESTANDING WALLS AND FENCES**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**OTHER DESIGN ELEMENTS**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**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.

This is an iconic image for our brand and we feel that it's simplicity will add to the elegance of our store and in turn Rodeo Drive.

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.

We have contracted with the most reputable vendor to fabricate this graphic.

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.

N/A

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.

N/A



**Architectural Commission Report**

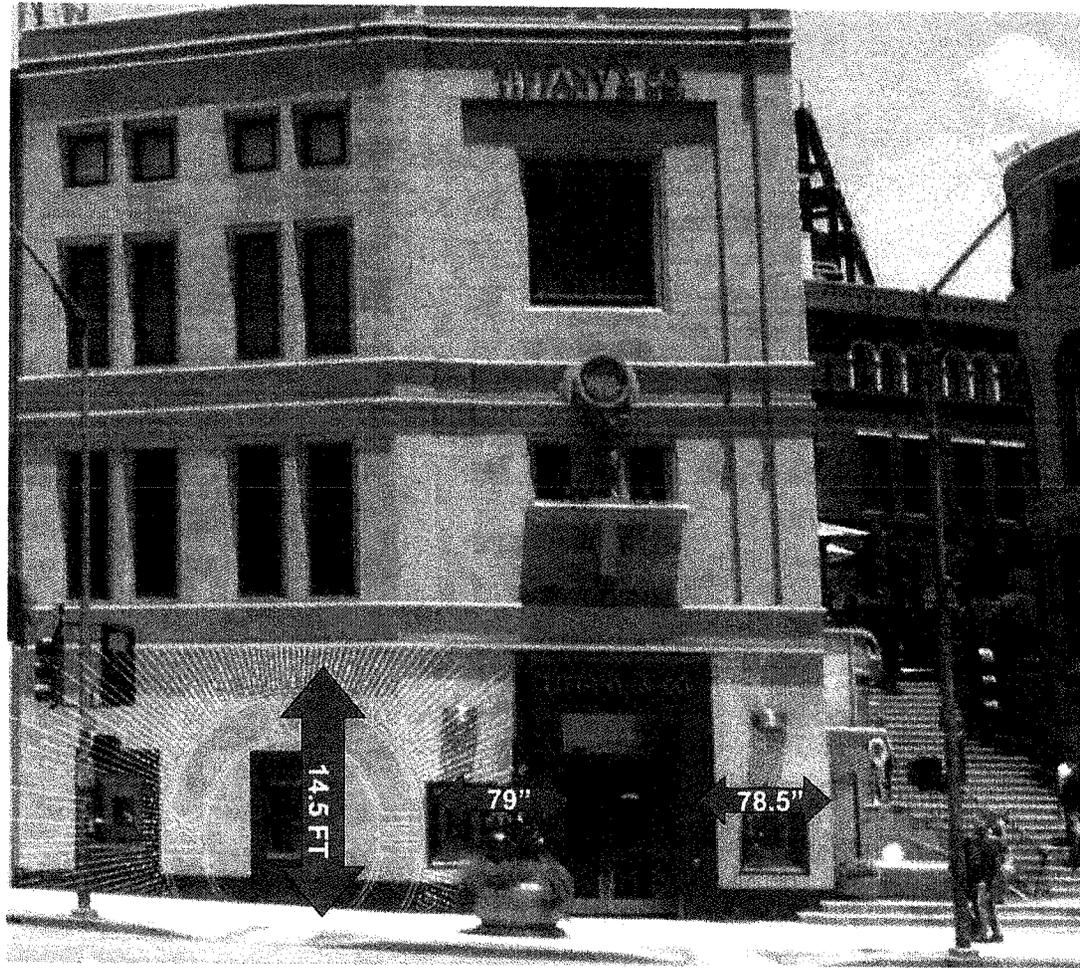
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**Attachment B:**

Design plans, cut sheets  
and supporting elements

# TIFFANY



MATERIAL: WHITE VINYL  
 MOUNT: SURFACE APPLIED  
 TO WALL SURFACE  
 ART: ATLAS II

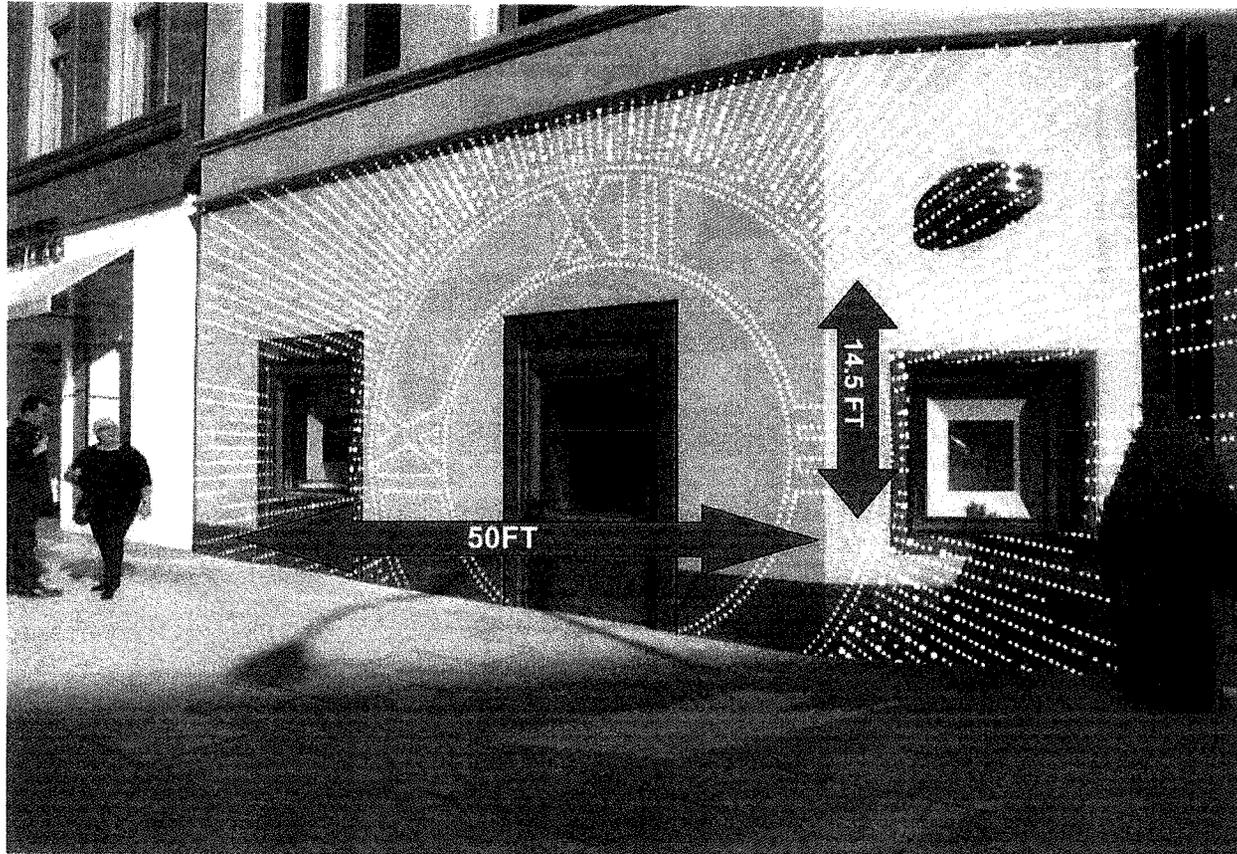


DATE: 3-24-14	FILE LOCATION: 2014/ 2014 DESIGN DEPT BY CLIENT/ TIFFANY /MARCH	PROJECT EXEC: SAJ KHALFAN	<small>THIS DRAWING REMAINS THE EXCLUSIVE PROPERTY OF MILLENNIUM SIGNS &amp; DISPLAY, INC. THIS DESIGN CANNOT BE COPIED, REPRODUCED, ALTERED OR OTHERWISE USED IN ANY MANNER WITHOUT THE PERMISSION OF MILLENNIUM SIGNS &amp; DISPLAY, INC. EXCEPTIONS ARE PROBABLY COPRIGHTED ATTORNEYS SUPPLIED BY THE CLIENT. COLORS SHOWN ARE REPRESENTATIONAL. UNLESS NOTED.</small>
DRAWING NO: 1	FONT: SCALE: 1/4	GRAPHIC DESIGNER: ALBA ORTIZ	

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# TIFFANY



MATERIAL: WHITE VINYL  
 MOUNT: SURFACE APPLIED  
 TO WALL SURFACE  
 ART: ATLAS II



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# TIFFANY



MATERIAL: WHITE VINYL  
 MOUNT: SURFACE APPLIED  
 TO WALL SURFACE  
 ART: ATLAS II

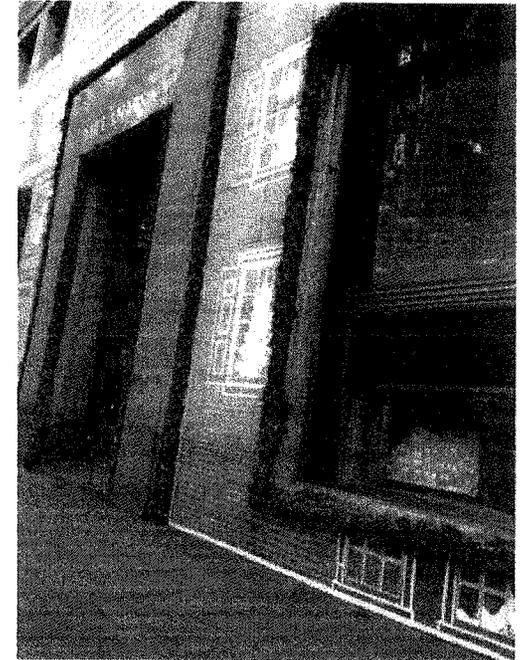
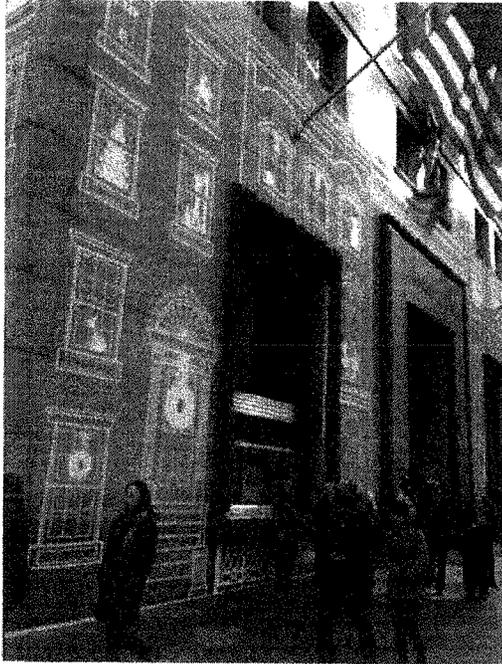


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# TIFFANY



**EXAMPLES OF PREVIOUS INSTALLS**



**MILLENNIUM SIGNS  
& DISPLAY, INC. NY**  
ARCHITECTURAL / SIGNAGE / FIXTURES

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**Attachment C:**

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A SIGN ACCOMMODATION TO ALLOW A MURAL ON THE FAÇADE OF A BUILDING FOR THE PROPERTY LOCATED AT 210 NORTH RODEO DRIVE (PL1404781 – TIFFANY & CO.).

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

Section 1. Mark Rosales, agent, on behalf of the property owner, Sloane Two Rodeo, LLC, and the tenant, Tiffany & Co. (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation to allow a mural on the façade of a building for the property located at 210 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 April 16, 2014 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, complaint with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

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

planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

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

Project-Specific Conditions

1. The temporary mural shall be removed and the building restored to its original condition by June 4, 2014. Any request for a time extension shall be submitted to Staff for consideration by the Sign Subcommittee at least seven (7) days prior.

Standard Conditions

2. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
3. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
4. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city’s municipal code and applicable conditions imposed by any discretionary review approval.

5. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
  
6. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
  
7. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
  
8. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
  
9. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: April 16, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission