



Architectural Commission Report

Meeting Date: Wednesday, April 16, 2014

Subject: **COACH**

327 North Rodeo Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1404882)

Project agent: Amy Tsao - Coach

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 existing Coach retail store located at 327 North Rodeo Drive. The façade remodel includes the following components:

- Cold-rolled blackened steel vertical columns;
- Slate-finished horizontal banding;
- Clear glass block façade components back-lit with an opal acrylic diffuser;
- Blackened steel storefront system with clear glazing;
- Rounded mahogany and cold-rolled blackened steel corners adjacent to entry;
- Blackened steel door frame with mahogany trim;
- Clear glass block flooring, lit from below, at entry vestibule, and;
- Cold-rolled blackened steel storefront base.

In addition to the façade remodel, the applicant is proposing a total of 19.3 SF of business identification signage, allocated as follows:

- One (1) 17.3 SF edge-lit façade-mounted business identification sign;
- One (1) 1.53 SF façade-mounted business identification sign illuminated by a picture light, and;
- Two (2) 0.23 SF non-illuminated window-mounted business identification signs.

The façade-mounted business identification signs consist of an antique bronze letter and the window-mounted signs consist of a gold leaf appliqué.

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

Report Author and Contact Information:

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – April 16, 2014

otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". For this retail tenant, the maximum business identification sign area is 75 SF (based on a storefront width of approximately 37'-6").

The applicant is also proposing a construction barricade with 12 SF of signage; no graphic is proposed on the barricade. However, the construction barricade returns do not include the 6 SF of sign area designated to adjacent tenants to ensure visibility throughout construction. A condition of approval has been added to the draft approval resolution (Attachment C) requiring this be provided on the barricade so as to comply with the Community Development Department's policy on maintaining appropriate visibility.

URBAN DESIGN ANALYSIS

The proposed façade remodel and associated signage is a tasteful design aesthetic that evokes images of an earlier time in a contemporary way and presents a fresh and creative approach to storefront design. The project will serve as a positive enhancement to the streetscape of North Rodeo Drive in a dynamic way. Additionally, the storefront benefits from existing vertical modulation between adjacent storefronts and is to remain as a component of the proposed design.

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.

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 (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). *ARRIVING SEPERATELY ON 3/31/2014*

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: _____

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

Work to include new storefront and and interior remodel of existing space. New storefront materials to be of blackened cold rolled steel members, clear glass block (frost back) walls lit from behind in an even glow wth dark slate bands at signage and flooring at sidewalk. The storefront shall have a custom blackened metal panel door with custom door lever and clear glass sidelites . Clear tempered glass display windows shall be framed with mahognay quarter round trim. Interior remodel to include blackened metal and wood shelving. Two business signage proposed: Upper sign to be edge lit (LED) with bronze face, Lower sign to be 6" H pin mounted and lit by picture light above. The entry exterior floor shall have inset glass blocks lit from below set into slate tile floor. Dark slate to border area between storefront and concrete sidewalk line, The vestibule ceiling will be coffered blackened steel metal with lit semi-spheres of milk glass.

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:

| | Type of Sign | Quantity | Dimensions | Square Ft | Maximum Area Permitted by Code |
|---|---------------------|----------|----------------|-----------|--------------------------------|
| 1 | Business ID Sign(s) | 1 | 5" X 3'-8" | 1.53 SF | 30.75 SF |
| 2 | Business ID Sign(s) | 1 | 5'-10" x 2'-6" | 17.27 SF | 18.10 SF |
| 3 | Building ID Sign(s) | 1 | 4" x 8.375" | .23 SF | 30.75 SF |
| 4 | Window Sign(s) | 2 | 2" X 1'-5" | .23 SF | 30.75 SF |
| 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: GLASS BLOCK, BLACKENED COLD ROLLED STEEL, MAHOGANY WOOD TRIM, DARK SLATE TILE, COPPER SCREWS
Texture /Finish: MATTE STEEL, STAINED WOOD TRIM, CLEAR GLASS BLOCK WITH FROSTED BACK, COPPER FINISHED SCREWS,
Color / Transparency: CLEAR GLASS BLOCK WITH FROSTED BACK, COPPER SCREWS

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

Material: CLEAR TEMPERED GLASS
Texture /Finish:
Color / Transparency: CLEAR

ROOF

Material: EXISTING
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: BRONZE
Texture /Finish: MATTE CLEAR COATED
Color / Transparency: BRONZE

BUILDING ID SIGN(S)

Material: BRONZE
Texture /Finish: MATTE CLEAR COATED
Color / Transparency: BRONZE

EXTERIOR LIGHTING

Material: PICTURE LIGHT
Texture /Finish: BRONZE METAL PICTURE LIGHT
Color / Transparency: _____

PAVED SURFACES

Material: DARK SLATE TILE INSET WITH LIT GLASS BLOCKS
Texture /Finish: _____
Color / Transparency: NATURAL HONED FINISH SLATE, FROSTED BACK GLASS BLOCKS

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.

The proposed new storefront with tasteful and luxurious finishes fits in well with its surrounding neighbors. The blackened steel beams and lit glass block design is inspired by Maison de Verre by Pierre Chareau and Halston House by Paul Rudolph. The gently glowing facade will bring some sense of aliveness to the store and shopping district.

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.

Not applicable

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.

Not Applicable.

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 proposed storefront design is in harmony with its surrounding. It will maintain the existing building height as accepted by prior storefront.

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.

Not Applicable



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Attachment B
Project Design Plans



①

②

③



① KEY PLAN

SCALE: NTS

Dimensions provided are for reference only, it is up to contractor to verify for accuracy. This project is owned by COACH, it can not be reproduced or executed without written permission.

Order No: A-002.00

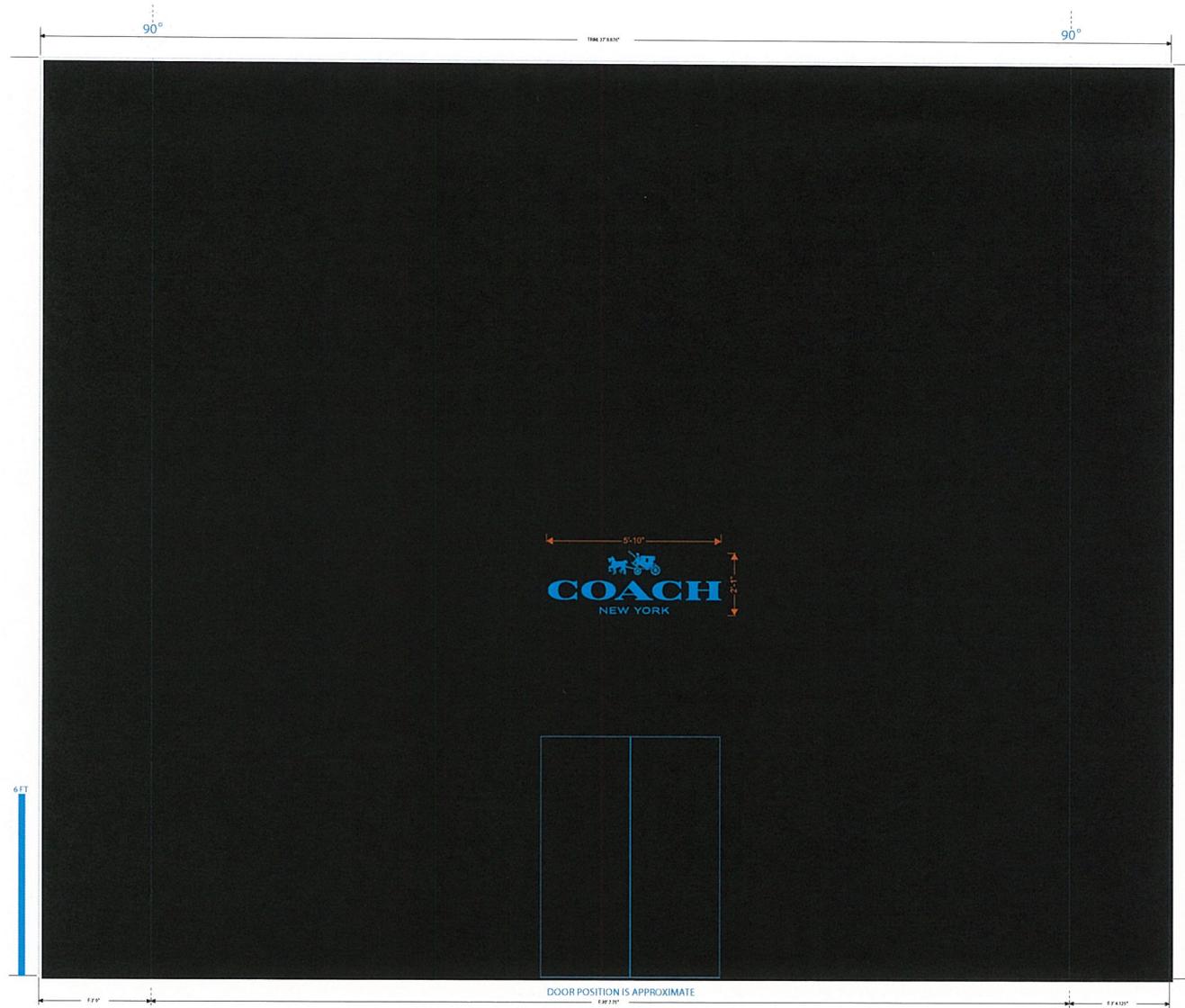
Date: MARCH 28, 2014
 Project: NT5
 Drawn by: CME

ARCHYTECX plc
 design and architecture
 CENTRAL BUILDING GROUP
 310 2nd Street



Project Name: 327 N. RODEO DRIVE
 BEVERLY HILLS, CA 90210

PHOTOGRAPHS



LOGO = 5'-10" WIDE
LOGO IS GOLD MIRROR VINYL

14VMR0088 Rodeo Drive Barricade.indd

Saved at 3/24/2014 2:25 PM

File: 14VMR0088 (14VMR0088.dwg)

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

Author: JLM

Sheet: 01 of 1 (14VMR0088.dwg)

Topic: 14VMR0088.dwg

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Plot LinestyleScaleFactor10: 14VMR0088.dwg

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Project Name: 327 N. RODEO DRIVE BEVERLY HILLS, CA 90210

Drawing Name: BARRICADE ELEVATION

Client: MARCH 26, 2014

Scale: NIS

Drawn By: CME

Checked By:

Approved By:

Revision 1 Notes:

ARCHYTECX pllc design and architecture

CYNTHIA M. BELL, AIA, LEED AP
CYNTHIA M. BELL, AIA, LEED AP
327 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

COACH

Drawing No. A-103

| DOOR SCHEDULE | | | |
|---------------|-------------------------|---|--|
| TAG | SIZE | MATERIAL | |
| ① | 3'-6" X 10'-6" X 2 7/8" | 1/2" TEMPERED GLASS AND BLACKENED STEEL FINISH WITH MAHOGANY TRIM AND MATCHING HARDWARE LEVER LATCH SET | |

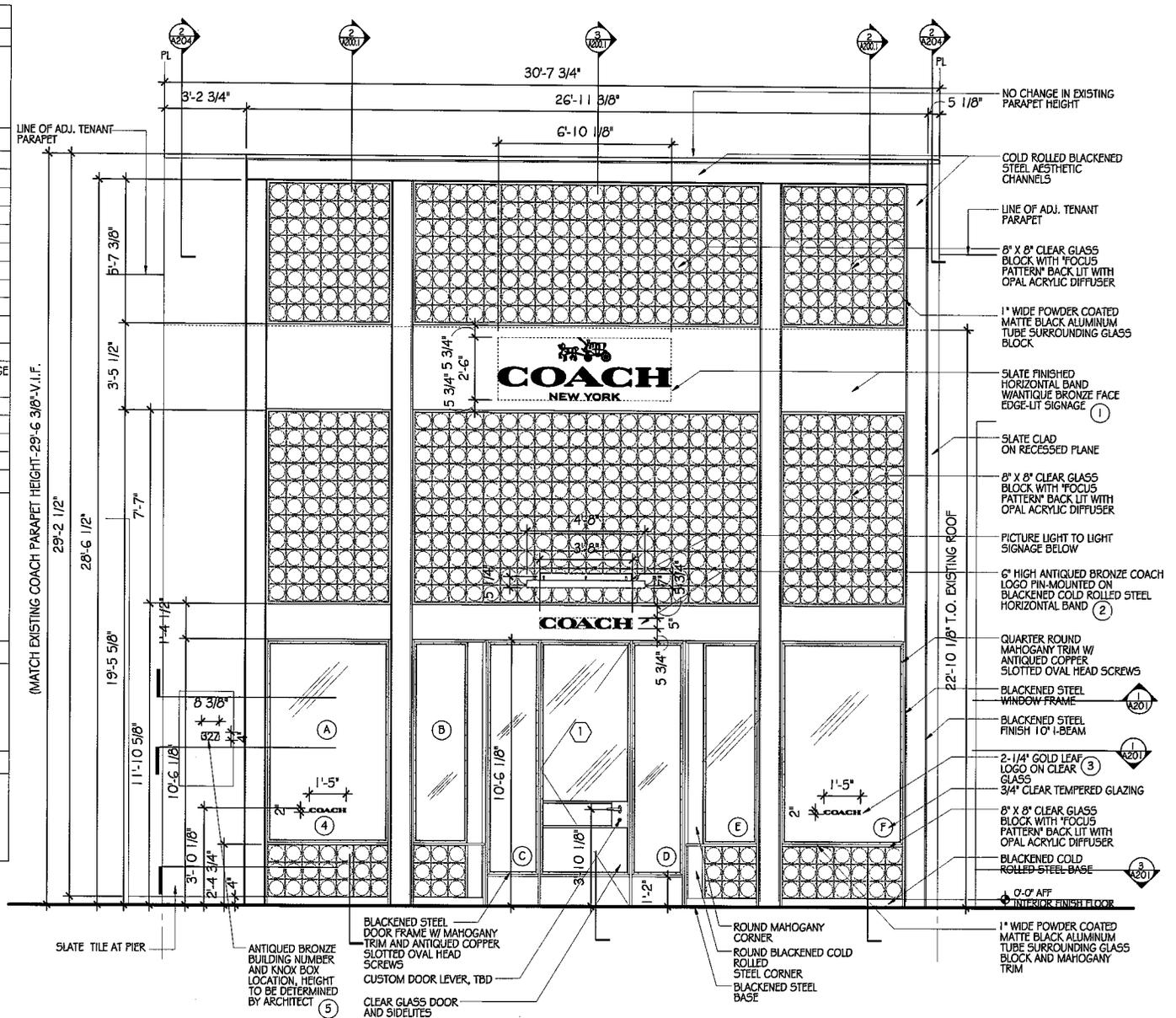
| WINDOW SCHEDULE | | |
|-----------------|--------------------------|-------------------------------|
| TAG | SIZE | MATERIAL |
| Ⓐ | 4'-7" X 7'-9" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓑ | 1'-1 1/2" X 7'-9" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓒ | 1'-10" X 9'-0" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓓ | 1'-10" X 9'-0" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓔ | 1'-1 1/2" X 7'-9" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓕ | 4'-7" X 7'-9" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓖ | 3'-1" X 7'-9" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |
| Ⓗ | 3'-1" X 7'-9" X 3/4" | CLEAR TEMPERED LOW IRON GLASS |

| SIGNAGE SCHEDULE | | | |
|------------------|---|---------------|------------------------------------|
| TAG | SIZE | SF | MATERIAL |
| ① | 6'-10 1/8" X 2'-6" X 1/8" OVER 1 1/2" ACRYLIC | 17.27 < 18.10 | ANTIQUED BRONZE FACE- LED EDGE LIT |
| ② | 5" X 3'-8" X 1/4" | 1.53 < 2 | ANTIQUED BRONZE PIN MTD |
| ③ | 1'-5" X 2" | .23 | GOLD LEAF ON GLASS |
| ④ | 1'-5" X 2" | .23 | GOLD LEAF ON GLASS |
| ⑤ | 8 3/8" X 4" | .23 | ANTIQUED BRONZE PIN MTD |

| UPPER SIGNAGE AREA CALCULATIONS | |
|---|--|
| WIDTH X HEIGHT=VERTICAL SURFACE AREA X.02 = ALLOWABLE SF | |
| 30'-7 3/4" X 29'-6 3/8" = 905.01 SF X .02 (2%) = 18.10 SF ALLOWABLE | |
| SIGNAGE DIMENSIONS: | |
| 6'-10 1/8" X 2'-6" = 17.27 SF < 18.10 SF (OK) | |

| SIGNAGE ABOVE ENTRY AREA CALCULATIONS | |
|---|--|
| WIDTH X HEIGHT=VERTICAL SURFACE AREA < 2 SF | |
| SIGNAGE DIMENSIONS: | |
| 3'-8" X 5" = 1.53 SF < 2 SF ALLOWABLE | |

| TOTAL SIGNAGE AREA ALLOWED | |
|---|--|
| (1) 1' SF SIGNAGE ALLOWED PER 1 LF OF STOREFRONT WIDTH = 30'-7 3/4" X 1 LF = 30.75 SF ALLOWABLE | |
| 17.27 + 1.53 + .23 + .23 = 19.49 SF < 30.75 SF MAX ALLOWABLE | |



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

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A-200.00

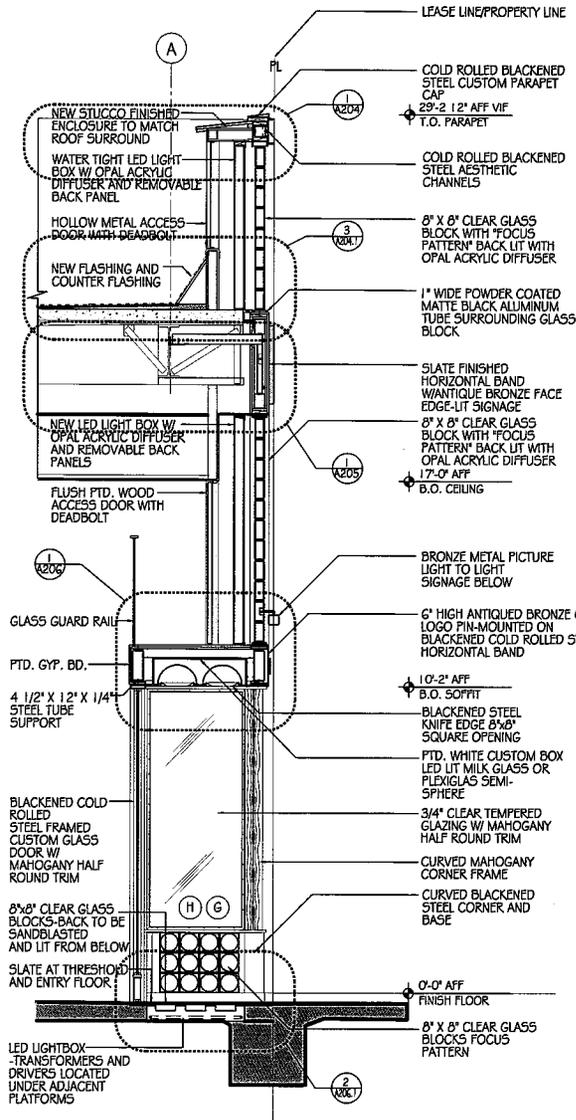
Date: MARCH 26, 2014
 Drawn By: AS NOTED
 Check By: CME

ARCHYTECX inc
 design and architecture
 2700 WILSON BLVD
 CHINA LAKE, CA 90248

COACH

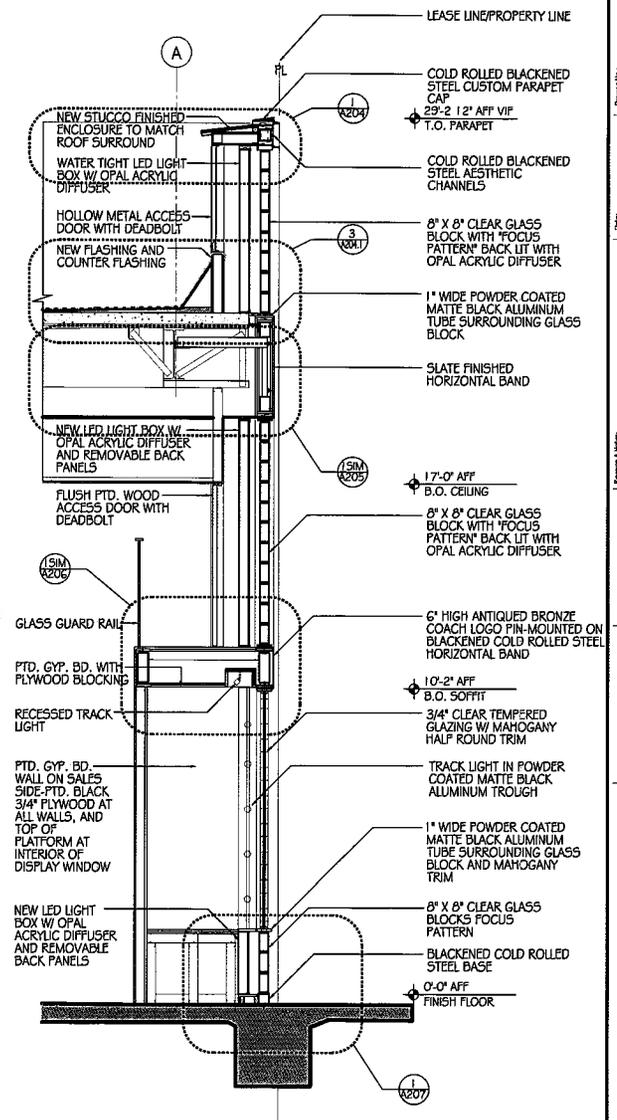
ELEVATIONS AND SCHEDULES

Project Name: 327 N. RODEO DRIVE
 BEVERLY HILLS, CA 90210
 Drawing Name: Elevations



3 SECTION AT ENTRY

SCALE: 1/4"=1'-0"

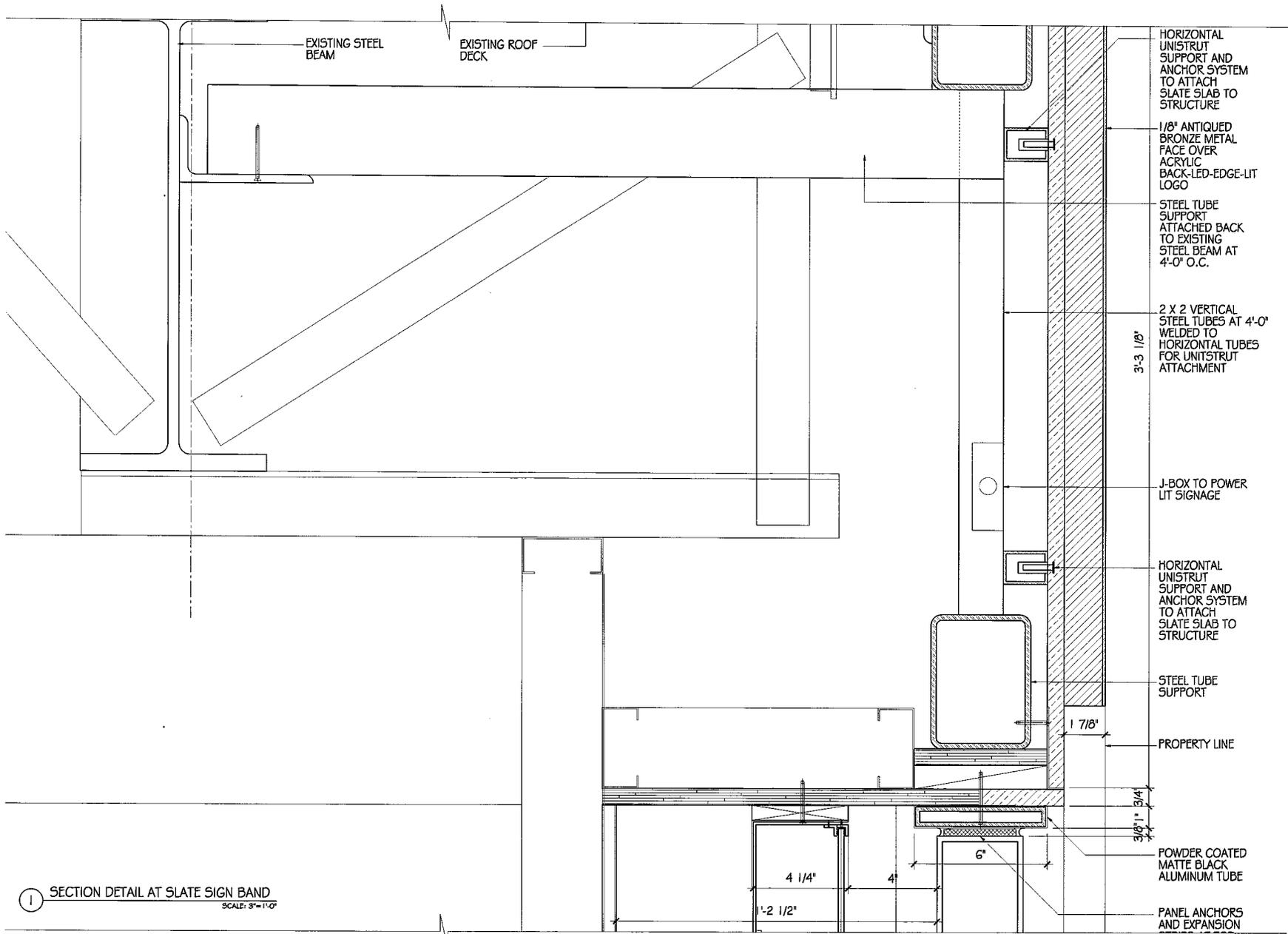


2 SECTION AT TYP. WINDOW BAY

SCALE: 1/4"=1'-0"

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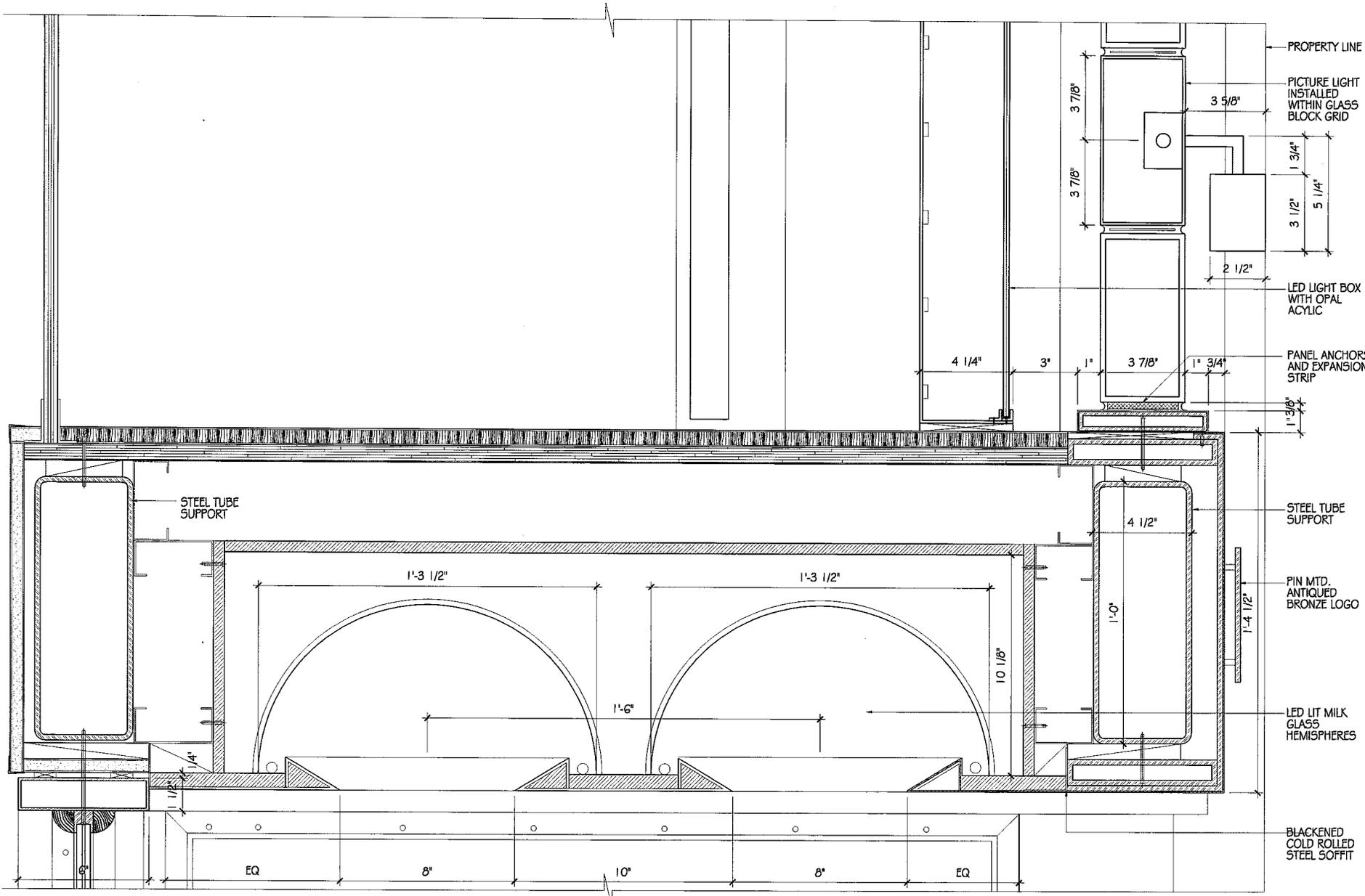
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 Drawing Title: STOREFRONT SECTIONS
 Date: MARCH 28, 2014
 Scale: AS NOTED
 Project No: A-200.1
 ARCHYTECX p.l.c. design and architecture
 10000 WILSON BLVD., SUITE 1000
 CRYSTAL LAKE, IL 60412
 COACH



1 SECTION DETAIL AT SLATE SIGN BAND
SCALE: 3/8"=1'-0"

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| | | | |
|--------------|--|--------------|-----------------|
| Project Name | 327 N. RODEO DRIVE BEVERLY HILLS, CA 90210 | Drawing Name | SECTION DETAILS |
| Date | MARCH 28, 2014 | Scale | AS NOTED |
| Drawn by | | Checked by | CME |
| Reviewed by | | Approved by | |
| Company | ARCHYTECX p.l.l.c. design and architecture CENTRAL 401 S. LA BREA CITY CENTER 300 401 S. LA BREA | Client | COACH |
| Sheet No. | A-205.00 | | |



1 SECTION DETAIL AT ENTRY
SCALE: 3"=1'-0"

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| |
|---|
| Drawing No.: A-206.00 |
| Date: MARCH 28, 2014 |
| Scale: AS NOTED FOR CME |
| Architect: ARCHYTECX p.l.c. design and architecture <small>CENTRAL AVENUE, SUITE 1000 CRYSTAL CITY, TEXAS 76104 TEL: 817.434.1000</small> |
|  |
| Project Name: 327 N. RODEO DRIVE BEVERLY HILLS, CA 90210 Drawing Name: SECTION DETAILS |

COACH INC. 327 NORTH RODEO DRIVE

REMODEL: INTERIOR & EXTERIOR, NO FLOOR AREA ADDED

COLD ROLLED BLACKEN STEEL
AESTHETIC CHANNELS,
BOTTOM SIGN BAND, DOOR
FRAME, BASE.

SLATE
SURROUNDING CHANNEL
FACADE, UPPER SIGNBAND

MAHOGANY
TRIM AROUND WINDOWS,
CORNER OF ENTRY
VESTIBULE

**POWDER COAT MATTE
BLACK ALUMINUM TUBE**
SURROUNDING
MAHOGANY TRIM, TRIM
AROUND GLASS BLOCKS



ANTIQUE BRONZE
SIGNS

8"X8" CLEAR GLASS BLOCK
WITH "FOCUS PATTERN"
BACK LIT WITH OPAL
ACRYLIC DIFFUSER ON
FACADE AND IN ENTRY
VESTIBULE FLOOR

CLEAR GLASS
STOREFRONT WINDOWS , ENTRY DOOR

GOLD LEAF
LOGOS IN WINDOWS

Dimensions provided are for reference only, it is up to contractor to verify for accuracy. This project is owned by COACH, it can not be reproduced or executed without written permission.

| | | | | | |
|---|--|---|-------------------------|--|--------------|
| Project Name: 327 N. RODEO DRIVE BEVERLY HILLS, CA 90210 | Client: ARCHYTECX LLC design and architecture CITYVIA LLC, P.A., USCA# 01718410000000 317 544 3387 | Architect: ARCHYTECX LLC design and architecture CITYVIA LLC, P.A., USCA# 01718410000000 317 544 3387 | Drawn by: CME | Checked by: CME | Project No.: |
| 327 N. RODEO DRIVE BEVERLY HILLS, CA 90210 | ARCHYTECX LLC design and architecture CITYVIA LLC, P.A., USCA# 01718410000000 317 544 3387 | ARCHYTECX LLC design and architecture CITYVIA LLC, P.A., USCA# 01718410000000 317 544 3387 | CME | CME | |
|  | |  | | | |
| Project Name: 327 N. RODEO DRIVE BEVERLY HILLS, CA 90210 | | | | Drawing No.: | |
| | | | | Date: MARCH 26, 2014 Status: AS NOTED Drawn by: CME | |
| | | | | Project No.: | |
| | | | | A-208.00 | |
| | | | | PERSPECTIVE ELEVATION | |



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – April 16, 2014

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 FAÇADE REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 327 NORTH RODEO DRIVE (PL1404882 – COACH).

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

Section 1. Amy Tsao, agent, on behalf of the property owner and tenant, Coach, (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 327 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 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

1. Six square feet (6 SF) of business identification signage shall be provided on each construction barricade return, and allocated to tenants immediately adjacent to the storefront, to ensure appropriate visibility is maintained for such tenants throughout the construction process.

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

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission