



Architectural Commission Report

Meeting Date: Wednesday, May 21, 2014

Subject: SAINT LAURENT (PL1406968)

326 North Rodeo Drive

Request for approval of a revision to a previously approved façade remodel and business identification signage and a sign accommodation to allow a business identification sign to be located on a wall abutting an alley or private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Roy Hasson – Permit Advisors

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 revision to a previously approved façade remodel and business identification signage and a sign accommodation to allow a business identification sign to be located on a wall abutting an alley or private property for the Saint Laurent retail store located at 326 North Rodeo Drive. The modifications to the previously approved façade remodel and business identification signage include the following:

- Reduction in width of upper façade sign band so as not to intersect with adjacent storefronts;
- Modification of cladding material at transition point to adjacent storefronts from white concrete panels to a polished stainless steel plate and continue new material to full height of parapet;
- Move location and reduce the size of approved logo signs from panels perpendicular to the street to the stone clad face directly adjacent to the entry doors and;
- Extend interior stone flooring finish to property line.

The applicant is proposing one (1) 4.36 SF non-illuminated business identification sign located on an exterior wall of the business abutting the alley between North Beverly Drive and North Rodeo Drive.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed seventy five percent (75%) of the area otherwise permissible if the wall abutted a public street. For this retail tenant, the maximum alley-oriented business identification sign is 49 SF based on a wall length of 32'-8".

URBAN DESIGN ANALYSIS

The applicant has prepared a comprehensive design packet that clearly and thoughtfully identifies the proposed revisions to the previously approved façade. The proposed revisions are considerate to

Attachment(s):

- Previously Approved Plans
- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Associate Planner

(310) 285-1191

cgordon@beverlyhills.org



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

adjacent tenants and it is anticipated that the façade will positively enhance the streetscape of North Rodeo Drive.

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, May 9, 2014. To date, staff has not received any comments in regards to the submitted project.



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

Attachment A

Previously Approved Plans



EXTERIOR RENDERING DETAILS

ARCHITECT OF RECORD:

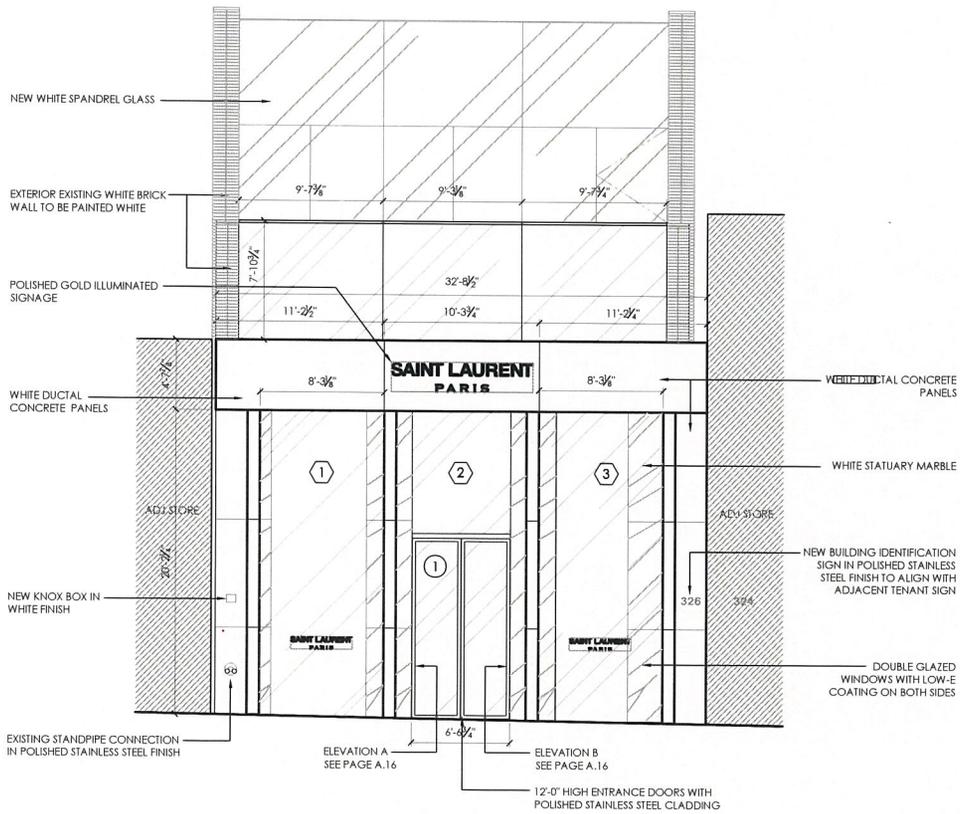
ATMOSPHERE
DESIGN GROUP LLC

SAINT LAURENT
PARIS

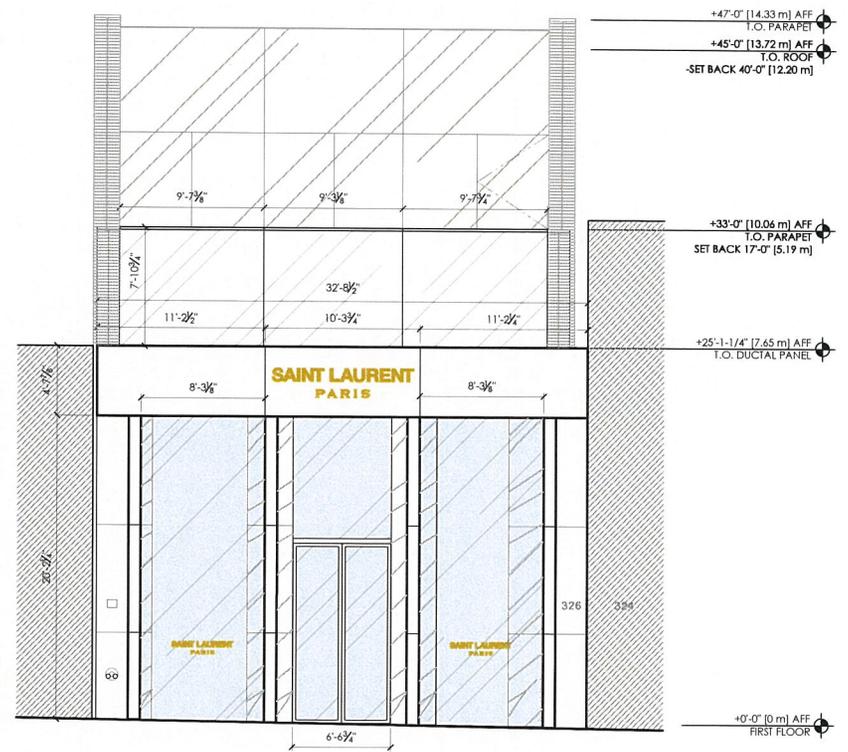
FLAGSHIP STORE
326 N WOODS DRIVE
BEVERLY HILLS, CA

A.07.1

Date: August 5 2013



1 PROPOSED FACADE ELEVATION
SCALE: 1/8" = 1'-0"



2 COLORED ELEVATION - PROPOSED FACADE ELEVATION
SCALE: 1/8" = 1'-0"

PROPOSED FACADE ELEVATION



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

Attachment B

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).

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):
Revision to existing approved sign accommodation Number of signs proposed:
 - Other: Revision to existing approval and permit
- 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:

1) Reduce width of sign band so the full depth of the sign band does not intersect adjacent storefronts.
 2) Modify cladding at transitions to adjacent storefront to polished stainless steel plate, extend this finish full height to the top of the new parapet.
 3) Move location of YSL Logo to face of stone cladding adjacent to entry door, reduce size per location.
 4) Extend interior stone flooring finish out to the property line.
 5) Add YSL sign to rear of building facing alley.

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'-6" x 1'-11 1/2"	19 S.F.	Previously Approved - No Change Large Sign at Top of Parapet
2	Business ID Sign(s)	2	4'-1 1/4" x 10'=3.5 S.F.	7	Previously Approved - No Change Signs in Storefront Windows
3	Business ID Sign(s)	2	8" x 1'-4"	2.2 S.F.	Previously Approved Reduced Size - Moved Location YSL Logos next to entry door
4	Building ID Sign(s)	1	1'-3" x 6'-5/32"	.64 S.F.	Previously Approved - No Change Building Address
5	Building ID Sign(s)	1	1'-8" x 3'	4.36 sf	New Proposed Sign at Rear of Building Total Signage = 33.24 SF

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: 1. WHITE MARBLE 2. BLACK MARBLE 3. DUCTAL CONCRETE 4. POLISHED GOLD 5. POLISHED S.S. 6. WHITE SPANDREL GLASS
Texture /Finish: 1. HONED FINISH 2. HONED FINISH 3. HONED FINISH 4. POLISHED 5. POLISHED 6.OPAQUE GLASS FINISH
Color / Transparency: _____

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

Material: POLISHED STAINLESS STEEL FRAMES, DOUBLE GLAZED LOW-E GLAZING, WINDOW GLASS TO BE ONE PIECE W/NO VISIBLE JOINTS
Texture /Finish: _____
Color / Transparency: GLASS TO BE LOW-E TYPICAL

ROOF

Material: EXISTING TO REMAIN, REPAIR AS NEEDED TO ACCOMMODATE CONSTRUCTION
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: _____

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

Material: N/A - ALL INTERNAL ROOF DRAINS ARE CONCEALED
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: POLISHED GOLD FINISH - MAIN SIGN TO BE BACK LIT AT NIGHT
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: POLISHED STAINLESS STEEL
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: HVAC SCREEN WALL, FULL HEIGHT GLAZED WITH OPAQUE WHITE GLASS PANELS
Texture /Finish: _____
Color / Transparency: _____

C 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 proposed facade design brings the new look of Saint Laurent Paris retail to it's flagship location on Rodeo Drive. This modern design aesthetic will be an outstanding contribution to the architecture of Beverly Hills.

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 new provided insulation, double glazed windows & structural connections will prevent any undue noise or vibration

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.

All facade materials are of the highest quality, appropriate for a luxury brand store. The materials are in keeping with Saint Laurent's design concept for worldwide design.

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

445 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

Attachment C
Project Design Plans



STREETSCAPE PHOTO MONTAGE

ARCHITECT OF RECORD:

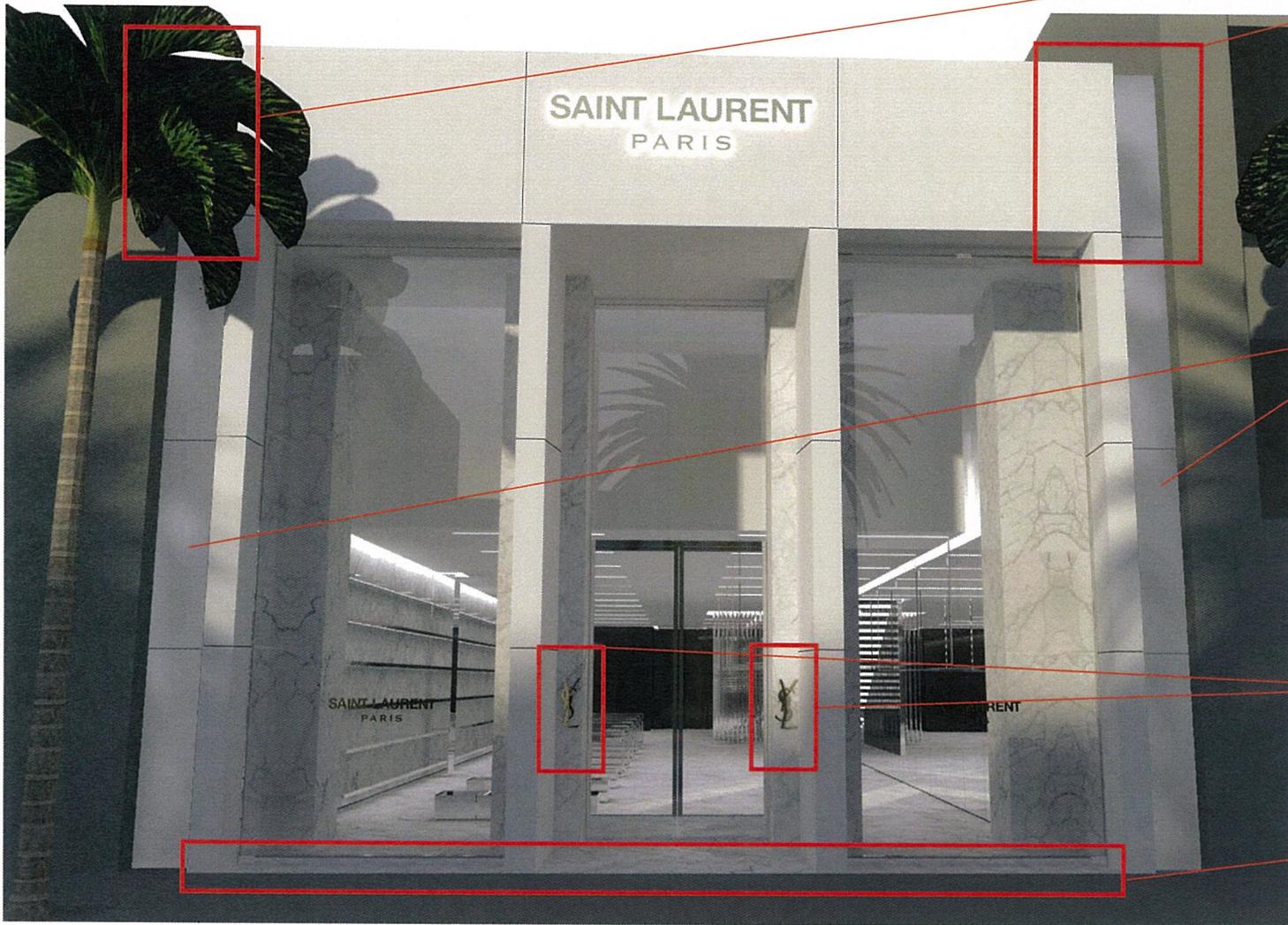
ATMOSPHERE
DESIGN GROUP LLC

SAINT LAURENT
PARIS

FLAGSHIP STORE
326 N. ROCKO DRIVE
BEVERLY HILLS, CA.

REV - A.07

Date: March 1 2014



1. REDUCE WIDTH OF SIGN BAND SO THE FULL DEPTH PORTION DOES NOT INTERSECT ADJACENT STOREFRONTS

2. MODIFY CLADDING AT TRANSITION TO ADJACENT STOREFRONT TO POLISHED STAINLESS STEEL PLATE, EXTEND THIS FINISH TO THE FULL HEIGHT OF THE NEW PARAPET

3. MOVE LOCATION OF YSL LOGO TO FACE OF STONE CLADDING ADJACENT TO ENTRY DOOR, REDUCE SIZE PER NEW LOCATION

4. EXTEND INTERIOR STONE FLOORING FINISH TO PROPERTY LINE

EXTERIOR RENDERING DETAILS

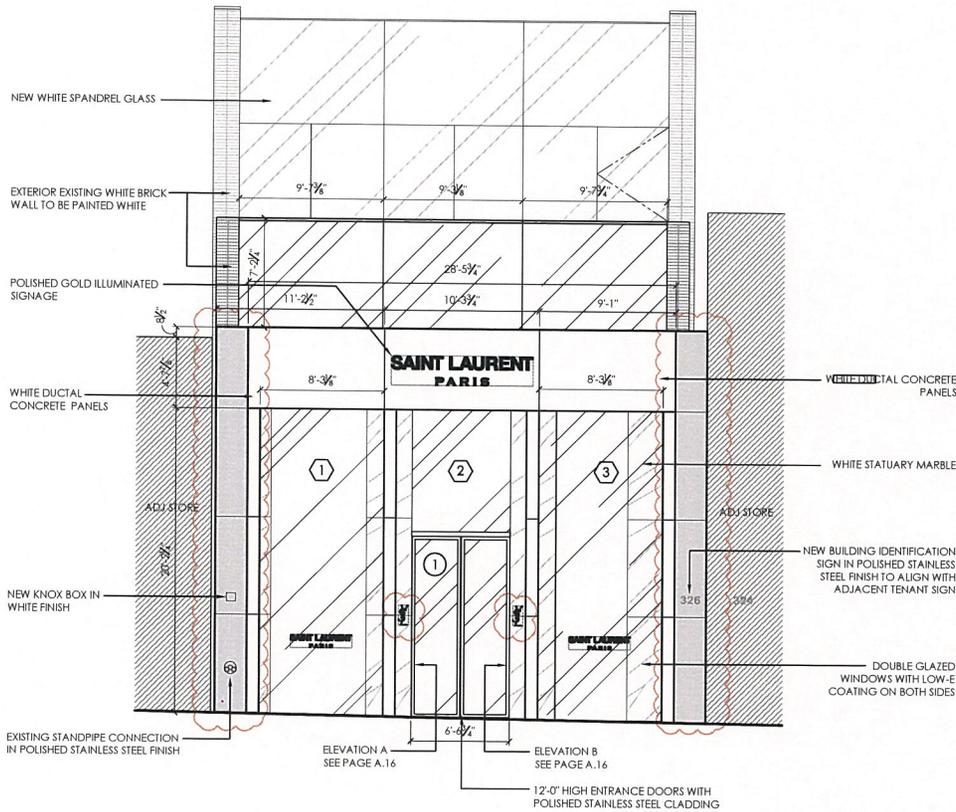
ARCHITECT OF RECORD:

ATMOSPHERE
DESIGN GROUP LLC

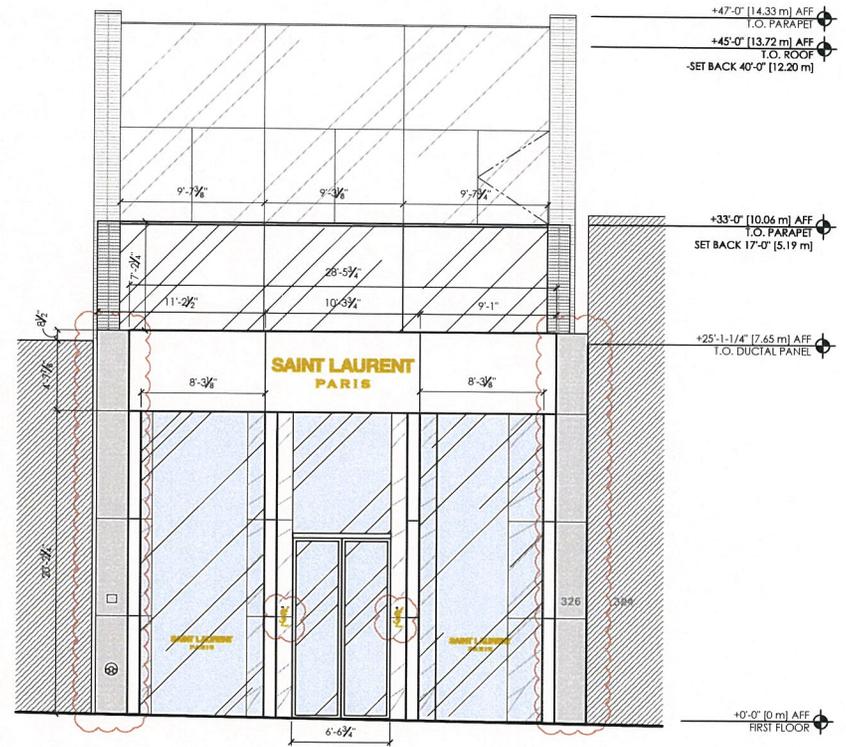
SAINT LAURENT
PARIS
FLAGSHIP STORE
326 N RODEO DRIVE
BEVERLY HILLS, CA

REV - A.07.1

Date: March 1 2014

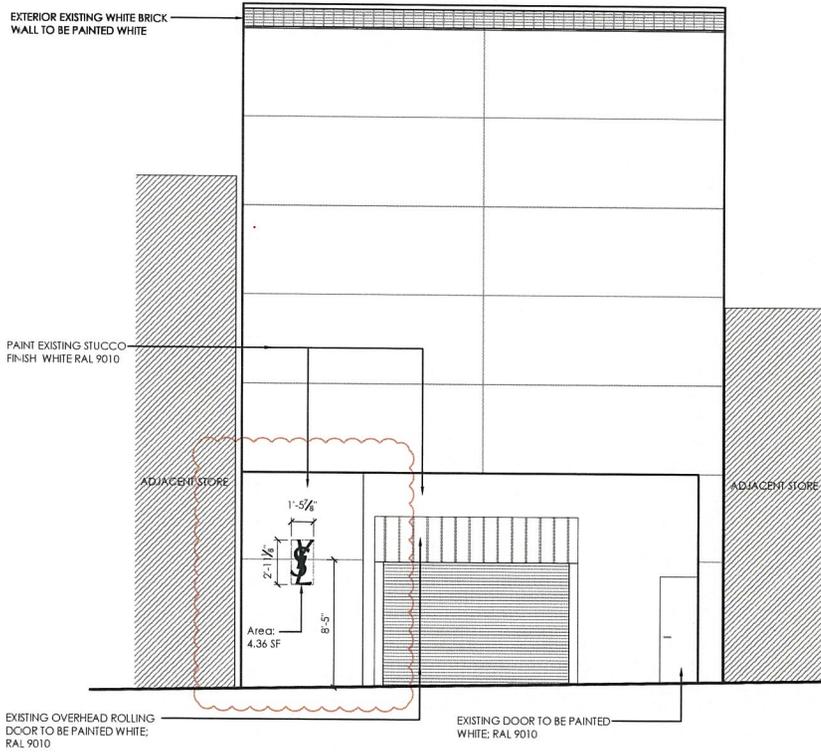


1 PROPOSED FACADE ELEVATION
SCALE: 1/8" = 1'-0"

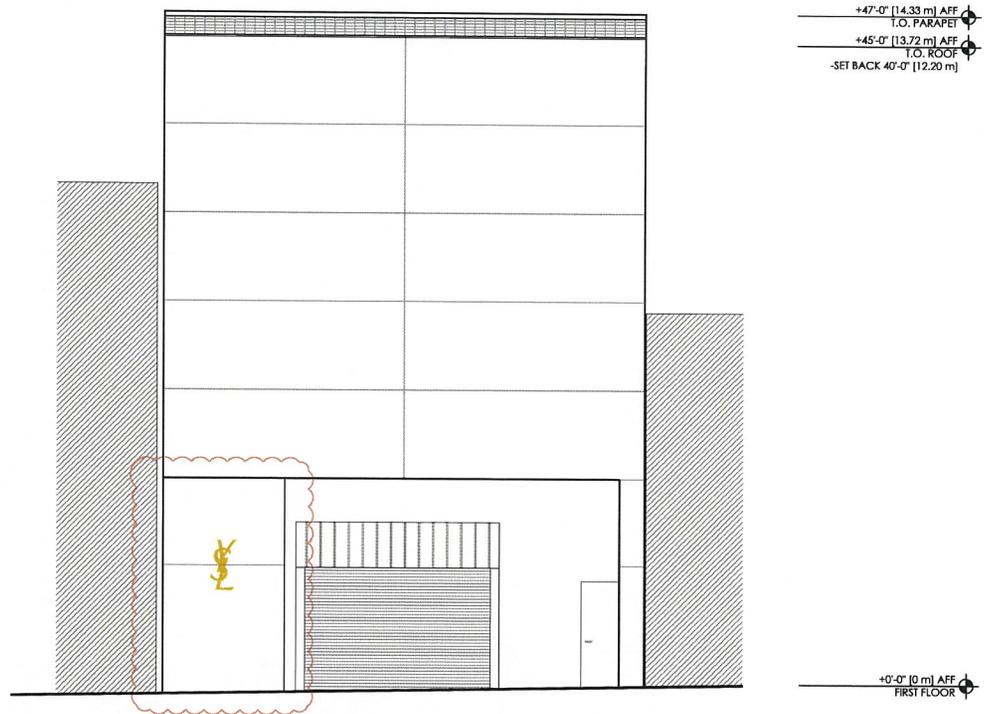


2 COLORED ELEVATION - PROPOSED FACADE ELEVATION
SCALE: 1/8" = 1'-0"

PROPOSED FACADE ELEVATION

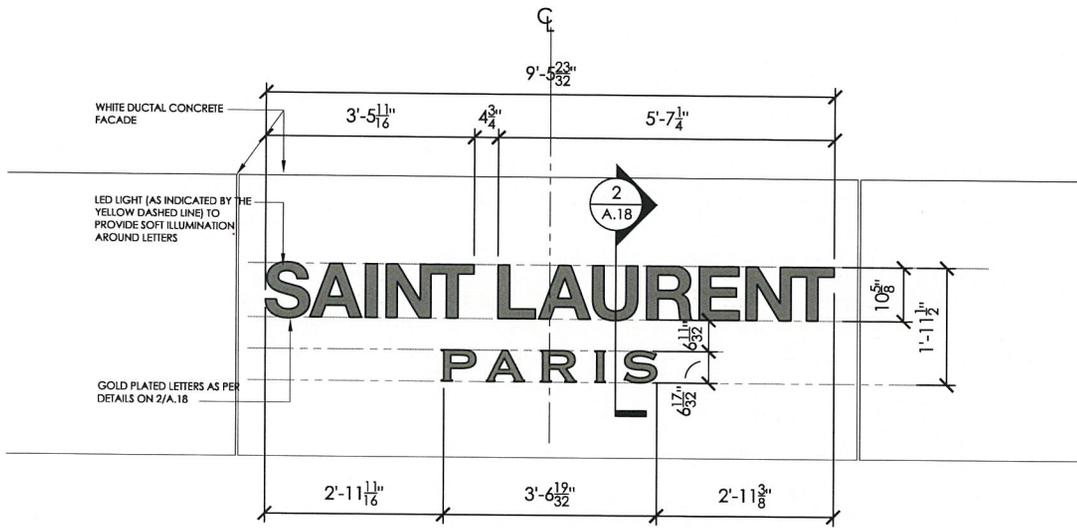


1 PROPOSED REAR FACADE ELEVATION
SCALE: 1/8" = 1'-0"

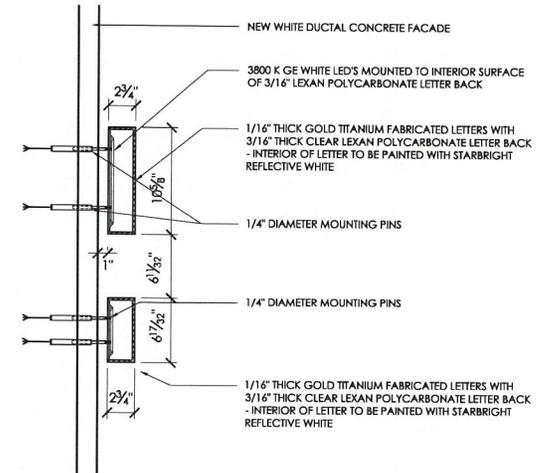


2 COLORED ELEVATION - PROPOSED REAR FACADE ELEVATION
SCALE: 1/8" = 1'-0"

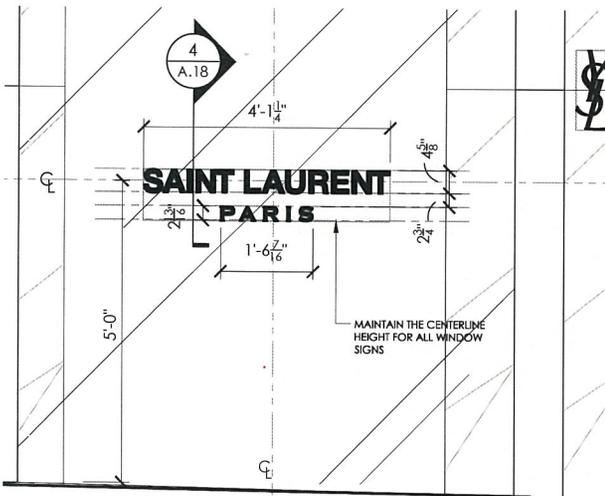
PROPOSED REAR FACADE ELEVATION



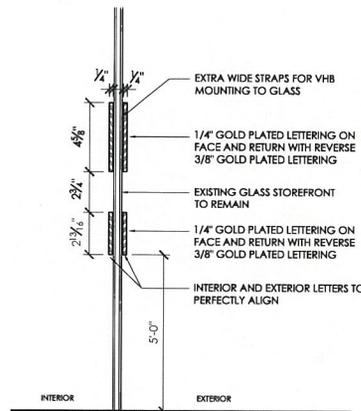
1 FACADE SIGNAGE ELEVATION DETAIL
SCALE: 1/2" = 1'-0"



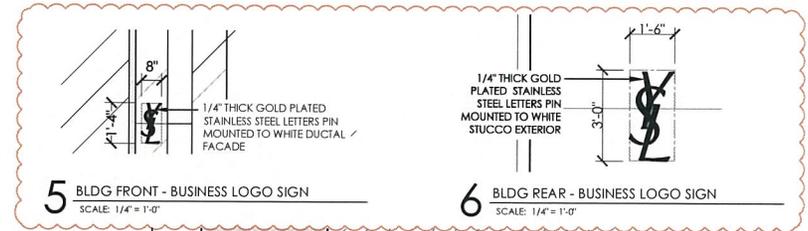
2 WINDOW SIGNAGE DETAIL
SCALE: 1" = 1'-0"



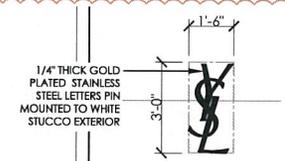
3 WINDOW SIGNAGE ELEVATION DETAIL
SCALE: 1/2" = 1'-0"



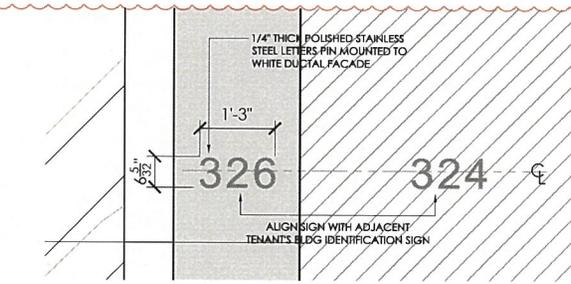
4 WINDOW SIGNAGE DETAIL
SCALE: 1 1/2" = 1'-0"



5 BLDG FRONT - BUSINESS LOGO SIGN
SCALE: 1/4" = 1'-0"



6 BLDG REAR - BUSINESS LOGO SIGN
SCALE: 1/4" = 1'-0"



7 BLDG IDENTIFICATION SIGNAGE DETAIL
SCALE: 1/2" = 1'-0"

PROPOSED SIGNAGE DETAILS



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – May 21, 2014

Attachment D

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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNAGE AND A SIGN ACCOMMODATION TO ALLOW A BUSINESS IDENTIFICATION SIGN TO BE LOCATED ON A WALL ABUTTING AN ALLEY OR PRIVATE PROPERTY FOR THE PROPERTY LOCATED AT 326 NORTH RODEO DRIVE (PL1406968 – SAINT LAURENT).

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

Section 1. Roy Hasson, agent, on behalf of the property owner, Joan Hanson, and the tenant, Saint Laurent (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved façade remodel and business identification signage and a sign accommodation to allow a business identification sign to be located on a wall abutting an alley or private property for the property located at 326 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 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on May 21, 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, 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

No project-specific conditions are proposed.

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: May 21, 2014

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission