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

Meeting Date: Wednesday, January 21, 2015

Subject: **SALVATORE FERRAGAMO (PL1433330)**
357 North Rodeo Drive
Request for approval of a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Ashok Vanmali – Gruen Associates

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

REPORT SUMMARY

The applicant is requesting review and approval of a construction barricade mural for Salvatore Ferragamo located at 357 North Rodeo Drive. The proposed construction barricade includes the following components:

- Lifestyle graphics, and;
- 11.8 SF of business identification signage on barricade elevation parallel to North Rodeo Drive.

Pursuant to BHMC §10-4-612, construction barricades may include 12 SF signage 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 may also include one (1) 2 SF sign that includes the name of the business and the opening date.

However, the barricade returns are not consistent with the Community Development Department's policy of requiring 6 SF of sign area on the barricade returns to be allocated to adjacent tenants. A condition of approval has been added to provide this signage.

URBAN DESIGN ANALYSIS

The barricade mural façade design tasteful in its configuration with appropriately sized business identification signage that will positively enhance the streetscape of North Rodeo Drive during its time of installation.

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.

Attachment(s):
A. Project Design Plans
B. DRAFT Approval Resolution

Report Author and Contact Information:
Cindy Gordon, AICP, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org

ENVIRONMENTAL ASSESSMENT

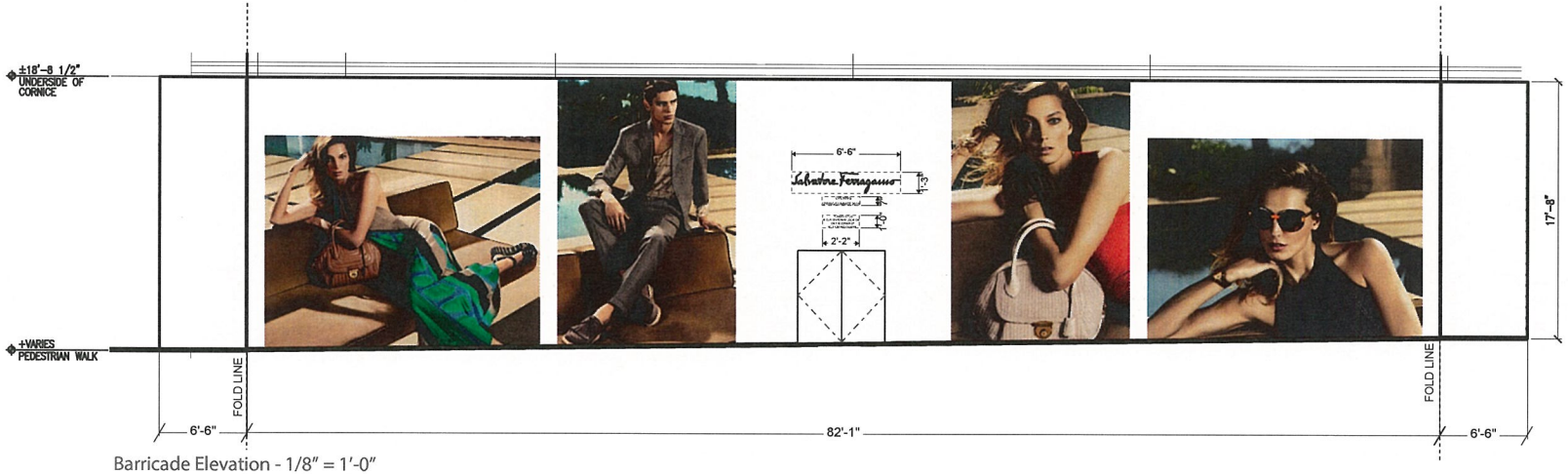
The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front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

PUBLIC OUTREACH AND NOTIFICATION

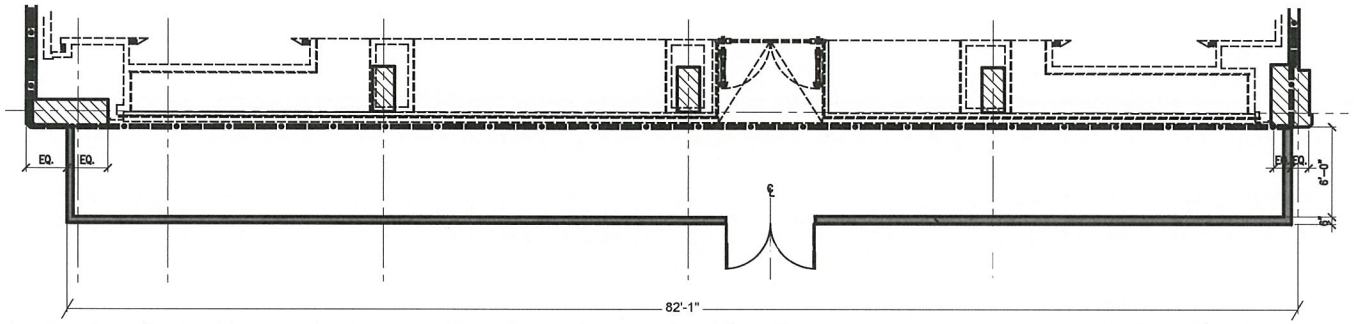
Public outreach and notification was not required for this project.

Attachment A
Project Design Plans

SIGNAGE CALCULATION
"SALVATORE FERRAGAMO" SIGANGE 6'-6" X 1'-3" = 8.1sf "OPENING..." SIGNAGE 2'-9 1/2" X 7" = 1.5sf "PLEASE VISIT US..." SIGNAGE 2'-2" X 1'-0" = 2.2 sf
TOTAL AREA: 11.8sf < 12sf



Barricade Elevation - 1/8" = 1'-0"



Barricade Plan - 1/8" = 1'-0"

Corporate ID - Details

Signs of Success

247 Merrick Road, Suite 101
Lynbrook, NY 11563
T: 516 823-9000
F: 516 823-1023
www.signs-of-success.com

REVISIONS

Description	Date

CLIENT ACCEPTANCE

Drawings must be signed, dated and returned to Signs of Success to commence fabrication.

Approved By _____

Date _____

This custom design is the exclusive property of Signs of Success. All rights to its use are restricted.

UL REQUIRED	URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 516.825.9000	CIRCUITS REQUIRED One [1] 20 AMP 120 VOLT circuit dedicated to sign ONLY
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.		

CLIENT
SALVATORE FERRAGAMO

JOB NUMBER
14.1153

JOB NAME 357 N. Rodeo Drive
Beverly Hills, CA 90240

PROJECT MANAGER
Rich Ferrara

DRAWN BY
Philip Light

SCALE
As Noted

DATE
18 December 2014

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Attachment B

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 357 NORTH RODEO DRIVE (PL1433330 – SALVATORE FERRAGAMO).

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

Section 1. Ashok Vanmali, Gruen Associates, agent, on behalf of the property owner, City of Beverly Hills, and the tenant, Salvatore Ferragamo, (Collectively the "Applicant"), has applied for architectural approval of a construction barricade graphic for the property located at 357 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 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on January 21, 2015 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

1. Each construction barricade return shall provide for a six square foot (6 SF) space allocated to immediately adjacent tenants to indicate that their stores remain open during construction.

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: January 21, 2015

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission