



Architectural Commission Report

Meeting Date: Wednesday, March 18, 2015

Subject: **TIFFANY & CO. (PL1503127)**
210 North Rodeo Drive

Request for approval of a façade modification, a sign accommodation for multiple business identification signs, building identification signs, and a construction barricade graphic. 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 façade modification, a sign accommodation for multiple business identification signs, building identification signs, and a construction barricade graphic for Tiffany & Co. located at 210 North Rodeo Drive. The project includes the following components:

Façade Modification

North Rodeo Drive elevation

- Replacement of ground floor windows and surrounds with clear glazing, warm gray marble mouldings, and fluted stone;
- Black granite façade base;
- In-kind replacement of existing atlas statue;
- “Tiffany Blue” fabric awnings with cast aluminum supports on second and third floors;
- Brushed stainless steel railing, “Tiffany Blue” fabric drapes, and decorative mullion surface mounted to existing glass at third floor window, located directly above the atlas, and;
- Metal and glass entry doors with metal security grille. (Note: It appears that the security grille is located on the exterior of the entry door. Pursuant to §10-3-2715, all security grilles in any commercial structure are prohibited on the exterior of a structure. As such, the proposed security grille must be relocated to the interior of the tenant space.)

Via Rodeo elevation

- “Tiffany Blue” fabric awnings with cast aluminum supports on second floor;
- Removal of location plaque and replacement with warm gray marble mouldings and fluted stone;
- Replacement of ground floor windows and surrounds with clear glazing, warm gray marble mouldings, and fluted stone;
- Removal of large window directly above entry and replacement with fluted stone.

Attachment(s):

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

Report Author and Contact Information:

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Via Rodeo Stair elevation

- Removal of location plaque and replacement with warm gray marble mouldings and fluted stone;
- “Tiffany Blue” fabric awnings with cast aluminum supports on third floor;
- Brushed stainless steel railing, “Tiffany Blue” fabric drapes, and decorative mullion surface mounted to existing glass at the third floor center window.

Business Identification Signs (sign copy for all signs: “TIFFANY & CO.”)

North Rodeo Drive elevation (sign accommodation – multiple business identification signs)

- Two (2) 5.8 SF façade-mounted, halo-illuminated, black prismatic signs;
- Two (2) 0.125 SF door-mounted, gold leaf vinyl signs, and;
- One (1) 2.3 SF entry vestibule floor-inset, brushed stainless steel sign.
- TOTAL SIGN AREA: 14.15 SF
- MAXIMUM SIGN AREA: 97 SF

Via Rodeo elevation (sign accommodation – multiple business identification signs)

- One (1) 5.8 SF façade-mounted, halo-illuminated, black prismatic sign;
- One (1) 0.5 SF façade-mounted, non-illuminated, black prismatic sign;
- Two (2) 0.125 SF door-mounted, gold leaf vinyl signs, and;
- One (1) 2.3 SF entry vestibule floor-inset, brushed stainless steel sign.
- TOTAL SIGN AREA: 9.1 SF
- MAXIMUM SIGN AREA: 96 SF

Pursuant to 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 otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". As such, the proposed business identification signage for each elevation is within the maximum standards set forth in the BHMC.

Via Rodeo Stair elevation

- One (1) 5.8 SF façade-mounted, halo-illuminated, black prismatic sign, and
- One (1) 0.5 SF façade-mounted, non-illuminated, black prismatic sign.

Pursuant to BHMC §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 30 square feet for a non-entry elevation. Based on a storefront length of 26'-0", the maximum sign area for this tenant is 30 SF. Additionally, a tenant may have an additional sign, not to exceed 5 SF, which is not included in their overall tenant sign area.

(continued on next page)



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Building Identification Signs (sign copy for all signs: "TIFFANY & CO.")

North Rodeo Drive elevation

- One (1) 14.6 SF façade-mounted, halo-illuminated, black prismatic sign.
- MAXIMUM SIGN AREA: 50.5 SF

Via Rodeo elevation

- One (1) 14.6 SF façade-mounted, halo-illuminated, black prismatic sign.
- MAXIMUM SIGN AREA: 35.5 SF

Via Rodeo Stair elevation

- One (1) 14.6 SF façade-mounted, halo-illuminated, black prismatic sign.
- MAXIMUM SIGN AREA: 53.8 SF

Pursuant to BHMC §10-4-605, the total building identification sign area on any one side of a building shall not exceed two percent (2% of the vertical surface area of such side) and are limited to those sides of a building directly fronting on a public street. In the case of the Via Rodeo project, the City considers "Via Rodeo" as a public street for zoning purposes and application of associated development standards. As such, the proposed building identification signage is within the maximum standards set forth in the BHMC.

Construction Barricade

The applicant is also requesting a construction barricade graphic with signage. Pursuant to BHMC §10-4-612, construction barricades may include 12 SF of 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 (that portion located perpendicular to the street) may include 2 SF of such signage. As proposed, the barricade complies with the standards.

Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

The proposed façade modification, business identification signage, and building identification signage are appropriate in scale and configuration. It is anticipated that the project will serve as an elegant and understated enhancement to the building, the surrounding development, and North Rodeo Drive.

However, on the Via Rodeo elevation, it is recommended that a storefront display window be created where the location plaque is proposed for removal. This will assist in creating greater transparency between the interior and exterior spaces within the Via Rodeo development.

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



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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

Public outreach and notification was not required for this project.



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Attachment A

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (all plan sets must be 11” x 17” in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11” x 17” in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
 - Façade Remodel ONLY
 - Business Identification Sign(s)
Number of signs proposed:
 - Building Identification Sign(s)
Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
 - Other: _____
- Remodel: Int. & Ext, no floor area added
 - Remodel: Int. & Ext, floor area added
 - Awning(s): New Recovery
 - Open Air Dining: #Tables #Chairs

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

Retail Tenant Improvement. Facade remodel includes new awnings, new railing to replace existing, new stone window and entry surrounds to replace existing, new storefront and show windows to replace existing. Existing roof to remain. New skylight on roof set back from parapet on all sides and not visible from street. New decorative Atlas sculpture to replace existing. Interior remodel includes MEP work, new millwork, finishes and more.

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	Building ID Sign(s)	(3x) TYPE 1A	1'-4" H x 11'-1 3/4" W	44.7 SF (TOTAL)	126.6 SF (TOTAL)
2	Business ID Sign(s)	(4) TYPE 1B (2) TYPE 2A (4) TYPE 4	10"H x 6'-11 5/8"W 4"H x 1'-6 1/2"W 1 1/2"Hx1'-0 1/2" W	44.2 LF (TOTAL)	219 LF (TOTAL)
3	Construction Barricade Sig	(2) Large (2) Small	1'-10 1/2"H x 6'-4 3/4"W 6" H x 4'-0" W	27.9 SF (TOTAL)	28 SF (TOTAL)
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: 1. Existing veneer to remain 2. Marble 3. Limestone 4. Granite 5. Stainless Steel
Texture /Finish: 1. Existing to remain. 2. Polished. 3. Honed 4. Highly Polished 5. Brushed finish
Color / Transparency: 1. Existing to remain. 2. Warm Grey 3. Grey 4. Black

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

Material: 1. Stainless Steel Frames 2. Laminated, Low-iron, Low-E Glazing
Texture /Finish: 1. Brushed finish
Color / Transparency:

ROOF

Material: 1. Existing to remain.
Texture /Finish:
Color / Transparency:

COLUMNS

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

BALCONIES & RAILINGS

Material: 1. Stainless Steel Railings
Texture /Finish: 1. Brushed 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: 1. Fabric awnings and drapery 2. Stainless steel awning arm supports
Texture /Finish: 1. Vinyl awning fabric 2. Brushed finish
Color / Transparency: 1. "Tiffany" Blue.

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: 1. Metal face powder coated 2. Stainless Steel
Texture /Finish: 1. Matte 2. Brushed finish
Color / Transparency: 1. Black

BUILDING ID SIGN(S)

Material: 1. Existing address plaque to remain.
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: 1. New decorative Atlas sculpture of figure and clock to replace existing - Aluminum structure w/ fiberglass shell.
Texture /Finish: 1. Low sheen/metallic
Color / Transparency: 1. Grey/bronze

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 improvement brings the global design aesthetic of Tiffany & Co. to its flagship location on Rodeo Drive. The new design elements enhance the quality and characteristics of the existing building, and 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.**

New insulation as required along with new glazing at storefront and doors will further protect the existing structure and prevent undue noise and vibrations.

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, and in keeping with Tiffany & Co.'s design value.

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 facade improvements are designed to be integrated in harmony with the existing building surroundings.

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.**

This remodel will be built to all city and state codes and standards required.



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Attachment B
Project Design Plans



① EXISTING STREET PHOTO MONTAGE - N. RODEO DRIVE
SCALE: N.T.S.



1 COLOR ELEVATION - VIEW FROM N. RODEO DRIVE
SCALE: N.T.S.



2 RENDERED PERSPECTIVE - VIEW FROM N. RODEO DRIVE
SCALE: N.T.S.



① COLOR ELEVATION - VIEW FROM VIA RODEO AT STAIR
SCALE: N.T.S.



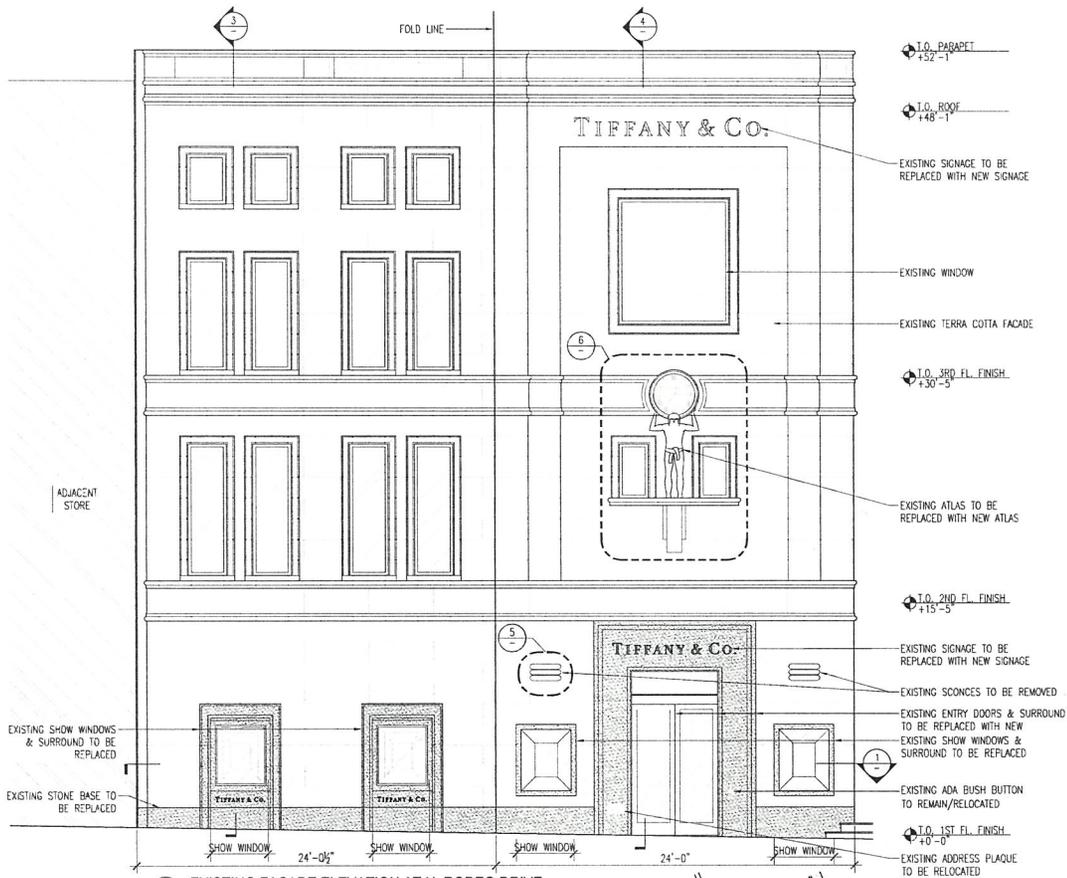
② RENDERED PERSPECTIVE - VIEW FROM VIA RODEO AT STAIR
SCALE: N.T.S.



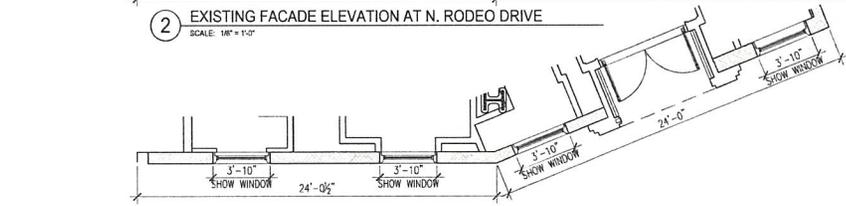
① COLOR ELEVATION - VIEW FROM VIA RODEO
SCALE: N.T.S.



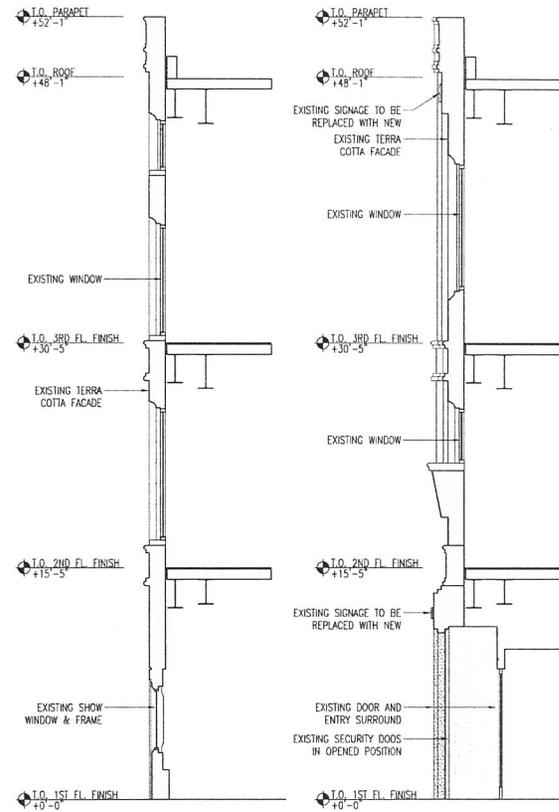
② RENDERED PERSPECTIVE - VIEW FROM VIA RODEO
SCALE: N.T.S.



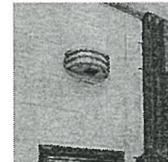
2 EXISTING FACADE ELEVATION AT N. RODEO DRIVE
SCALE: 1/8" = 1'-0"



1 EXISTING FACADE 1ST FL. PLAN AT N. RODEO DRIVE
SCALE: 1/8" = 1'-0"



3 EXISTING SECTION THROUGH SHOW WINDOW
SCALE: 1/8" = 1'-0"

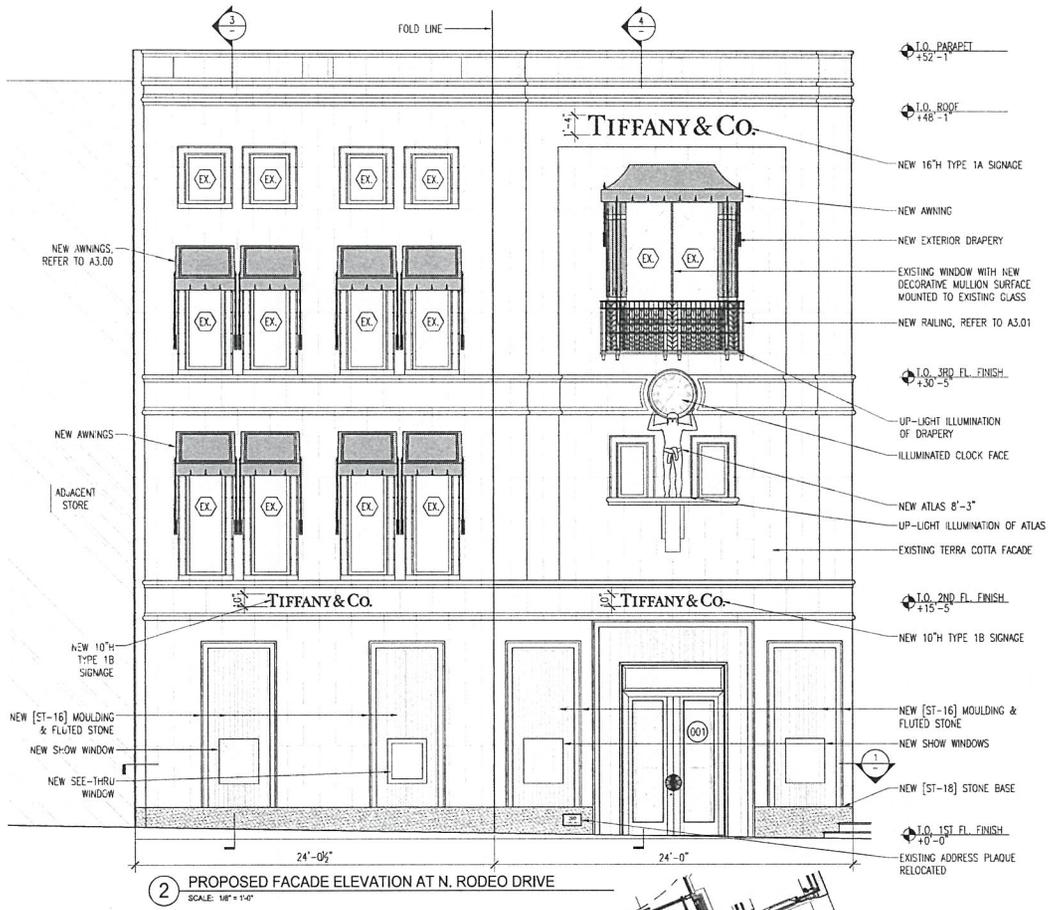


5 PHOTOGRAPH OF EXISTING SCUNCE
SCALE: N.T.S.

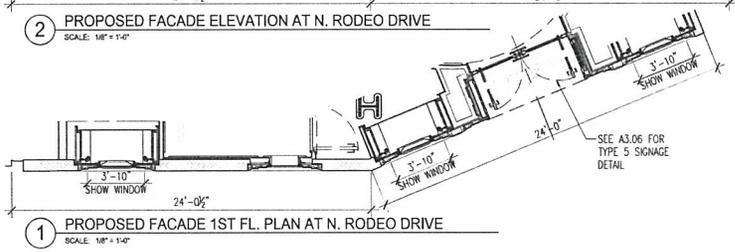
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SCALE: 1/8" = 1'-0"



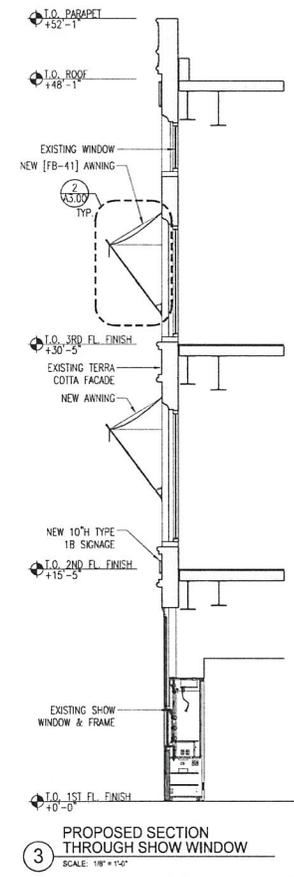
6 PHOTOGRAPH OF EXISTING ATLAS & CLOCK
SCALE: N.T.S.



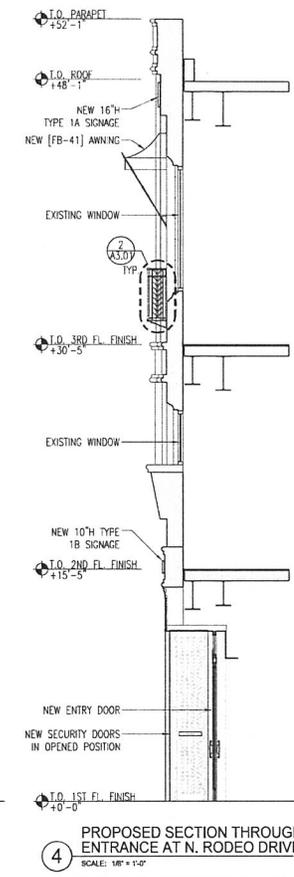
2 PROPOSED FACADE ELEVATION AT N. RODEO DRIVE
SCALE: 1/8" = 1'-0"



1 PROPOSED FACADE 1ST FL. PLAN AT N. RODEO DRIVE
SCALE: 1/8" = 1'-0"



3 PROPOSED SECTION THROUGH SHOW WINDOW
SCALE: 1/8" = 1'-0"

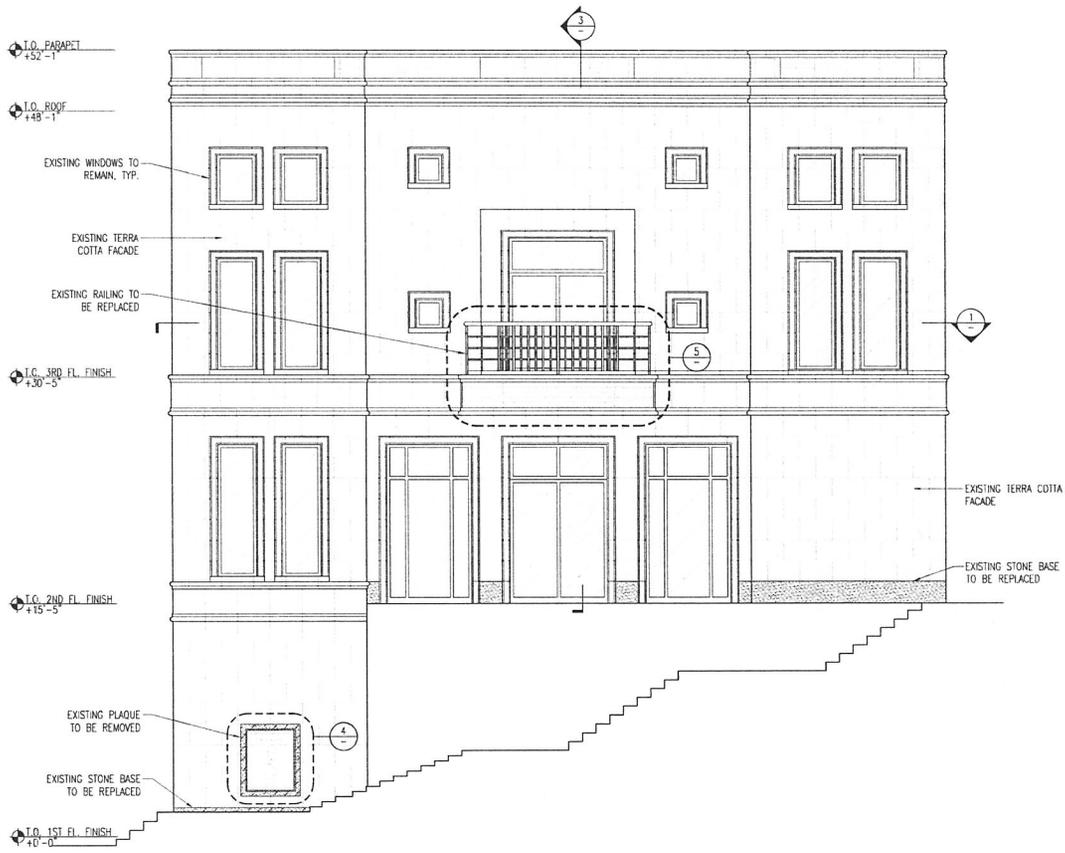


4 PROPOSED SECTION THROUGH ENTRANCE AT N. RODEO DRIVE
SCALE: 1/8" = 1'-0"

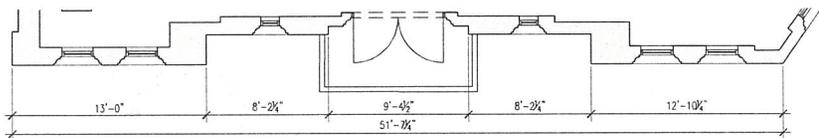


5 REFERENCE IMAGE OF PROPOSED NEW ATLAS
SCALE: NTS

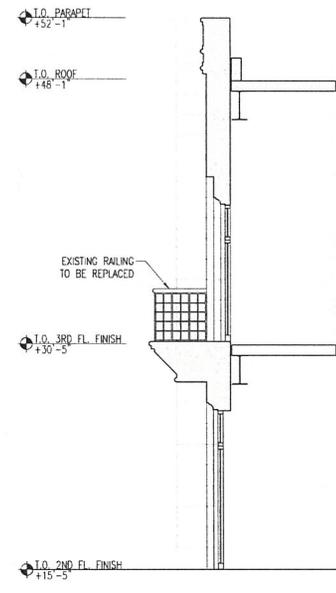
FINISH LEGEND		
#	DESCRIPTION	STYLE / COLOR
ST-16	Sivos	Warm Grey marble with Minimal Veining
ST-18	Absolute Black Granite	Absolute Black Granite
ST-20	Grey Limestone	San Vicente
MT-01	Brushed Stainless Steel #6	To match TCO Sample
FB-41	Custom Vinyl Awning Fabric	Tiffany Blue



2 EXISTING FACADE ELEVATION AT VIA RODEO STAIR
SCALE: 1/8" = 1'-0"



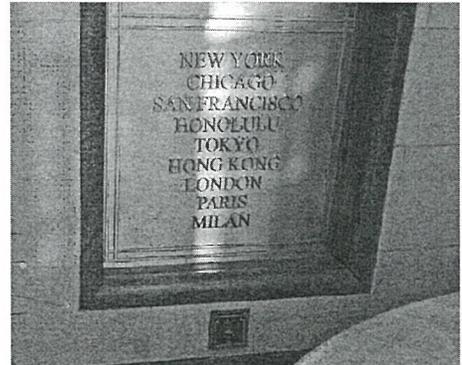
1 EXISTING FACADE 3RD FL. PLAN AT VIA RODEO STAIR
SCALE: 1/8" = 1'-0"



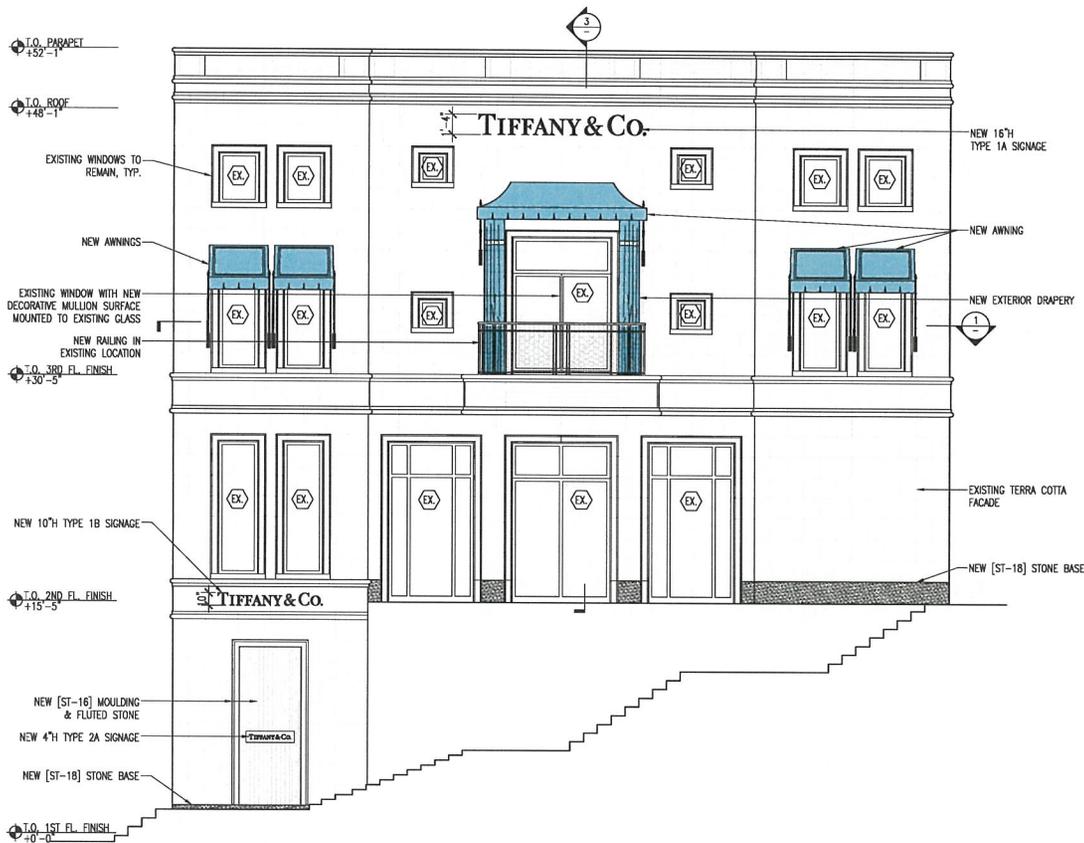
3 EXISTING SECTION THROUGH 3RD FL. BALCONY
SCALE: 1/8" = 1'-0"



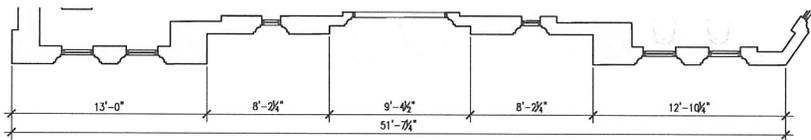
5 PHOTOGRAPH OF EXISTING BALCONY & RAILING
SCALE: N.T.S.



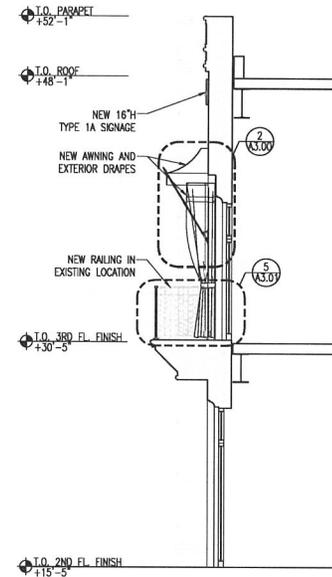
4 PHOTOGRAPH OF EXISTING PLAQUE TO BE REMOVED
SCALE: N.T.S.



2 PROPOSED FACADE ELEVATION AT VIA RODEO STAIR
SCALE: 1/8" = 1'-0"

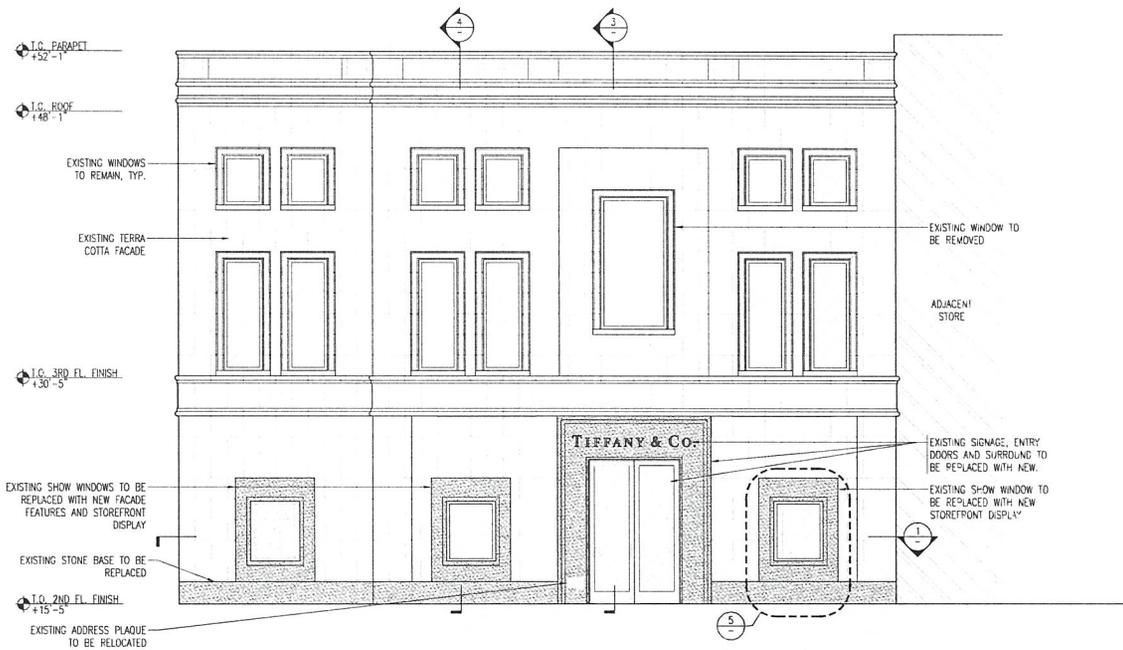


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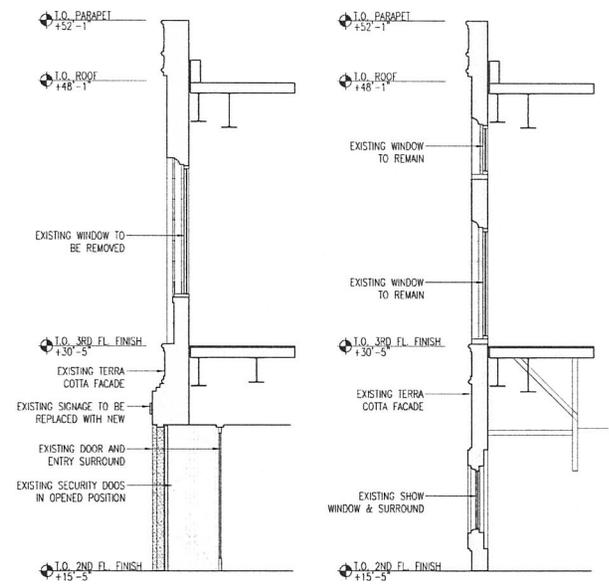


3 PROPOSED SECTION THROUGH 3RD FL. BALCONY
SCALE: 1/8" = 1'-0"

FINISH LEGEND		
#	DESCRIPTION	STYLE / COLOR
ST-16	Sivas	Warm Grey marble with Minimal Veining
ST-18	Absolute Black Granite	Absolute Black Granite
ST-20	Grey Limestone	San Vicente
MT-01	Brushed Stainless Steel #6	To match TCO Sample
FB-41	Custom Vinyl Awning Fabric	Tiffany Blue

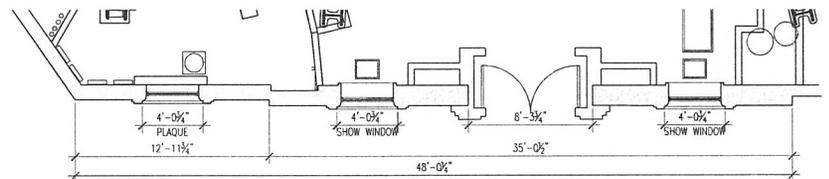


② EXISTING FACADE ELEVATION AT VIA RODEO
SCALE: 1/8" = 1'-0"



③ EXISTING SECTION THROUGH ENTRANCE AT VIA RODEO
SCALE: 1/8" = 1'-0"

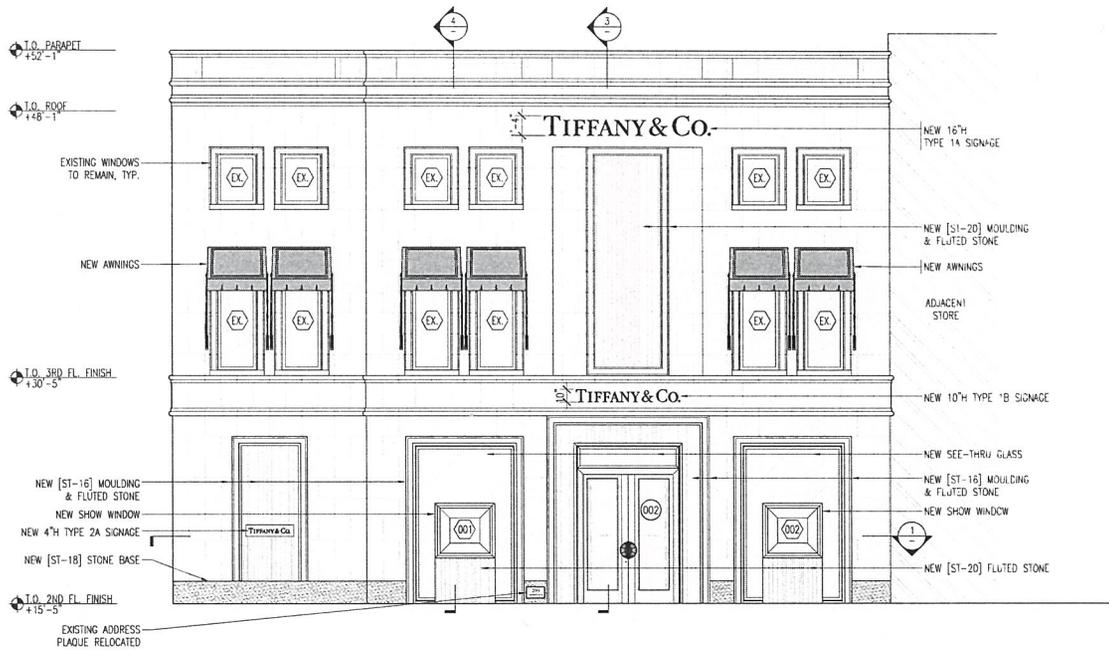
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SCALE: 1/8" = 1'-0"



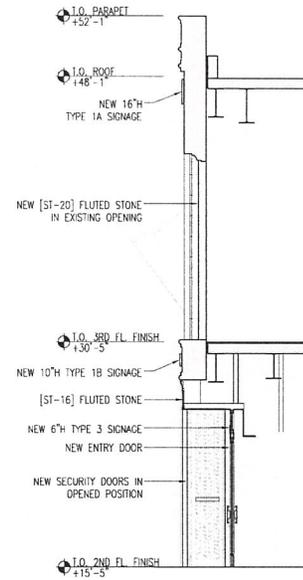
① EXISTING FACADE 2ND FL. PLAN AT VIA RODEO
SCALE: 1/8" = 1'-0"



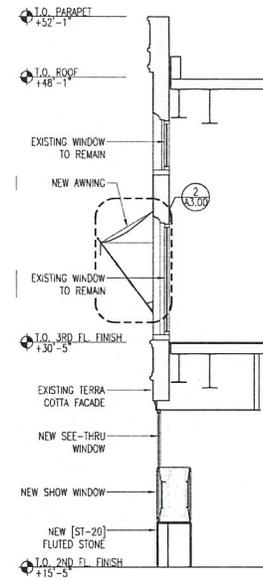
⑤ PHOTOGRAPH OF EXISTING SHOW WINDOW
SCALE: N.T.S.



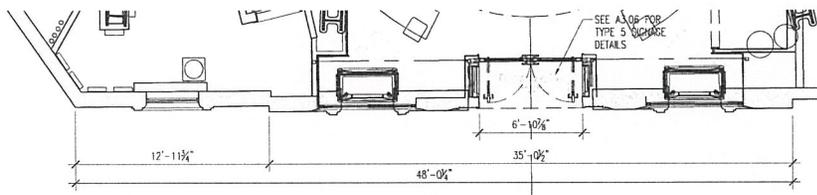
2 PROPOSED FACADE ELEVATION AT VIA RODEO
SCALE: 1/8" = 1'-0"



3 PROPOSED SECTION THROUGH ENTRANCE AT VIA RODEO
SCALE: 1/8" = 1'-0"

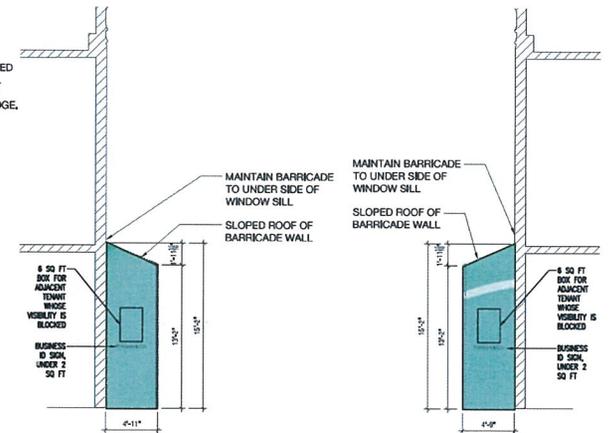
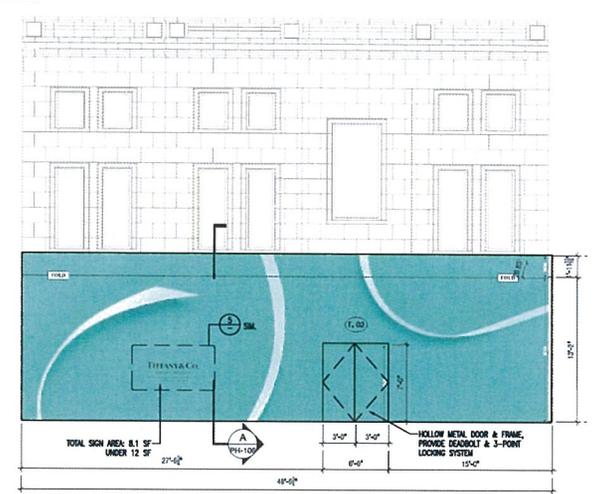
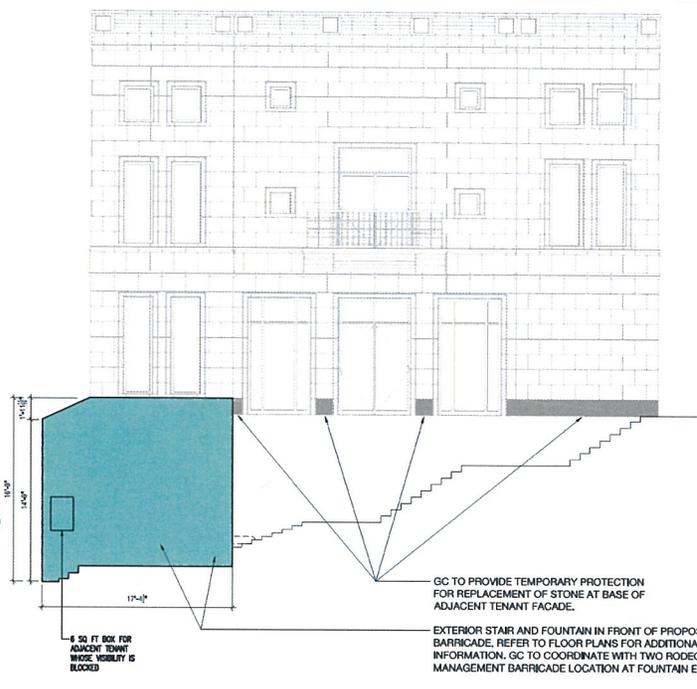
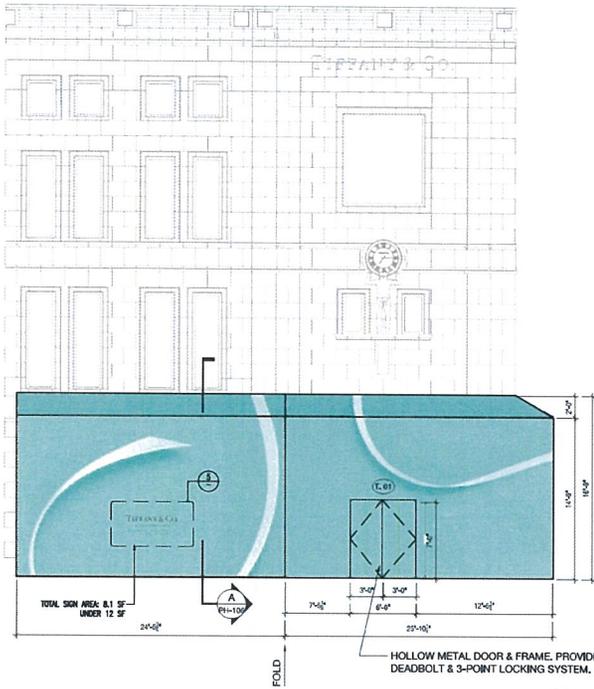


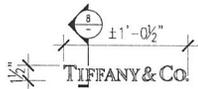
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SCALE: 1/8" = 1'-0"



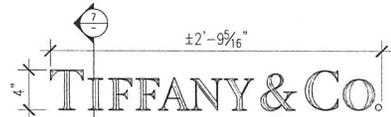
1 PROPOSED FACADE 2ND FL. PLAN AT VIA RODEO
SCALE: 1/8" = 1'-0"

#	DESCRIPTION	STYLE / COLOR
ST-16	SIVAS	Warm Grey marble with Minimal Veining
ST-18	Absolute Black Granite	Absolute Black Granite
ST-20	Grey Limestone	San Vicente
MT-01	Brushed Stainless Steel #6	To match TCO Sample
FB-41	Custom Vinyl Awning Fabric	Tiffany Blue

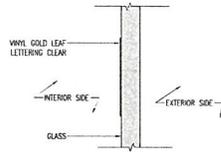




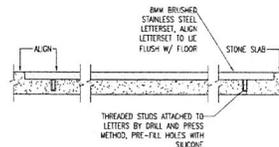
4 SIGNAGE TYPE '4' (VINYL GOLD LEAF)
SCALE: 1" = 1'-0"



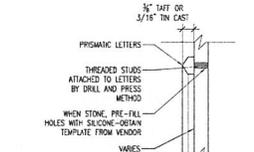
3 SIGNAGE TYPE '2A' (PRISMATIC PIN MOUNTED)
SCALE: 1" = 1'-0"



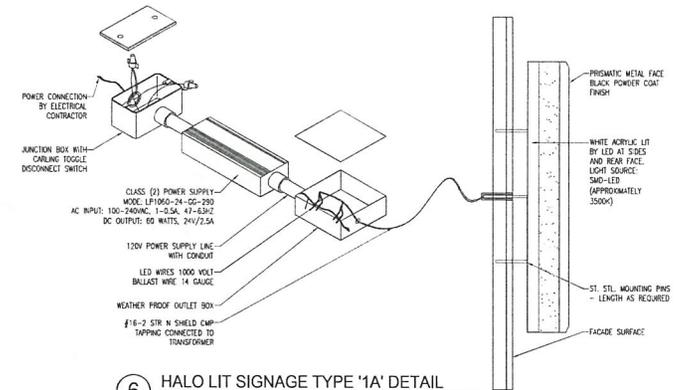
8 SIGNAGE TYPE '4' DETAIL
SCALE: 3" = 1'-0"



9 SIGNAGE TYPE '5' DETAIL
SCALE: 3" = 1'-0"

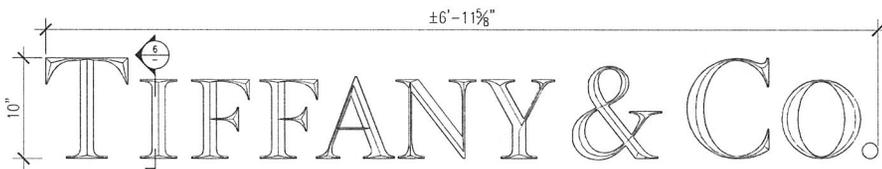


7 SIGNAGE TYPE '2A' DETAIL
SCALE: 3" = 1'-0"

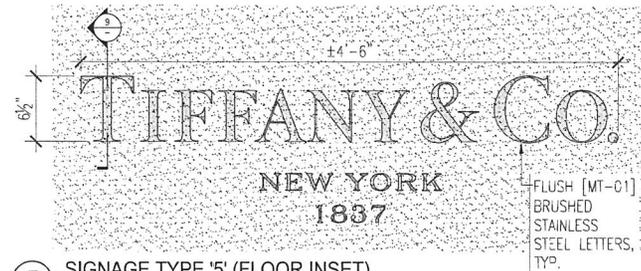


6 HALO LIT SIGNAGE TYPE '1A' DETAIL
SCALE: 3" = 1'-0"

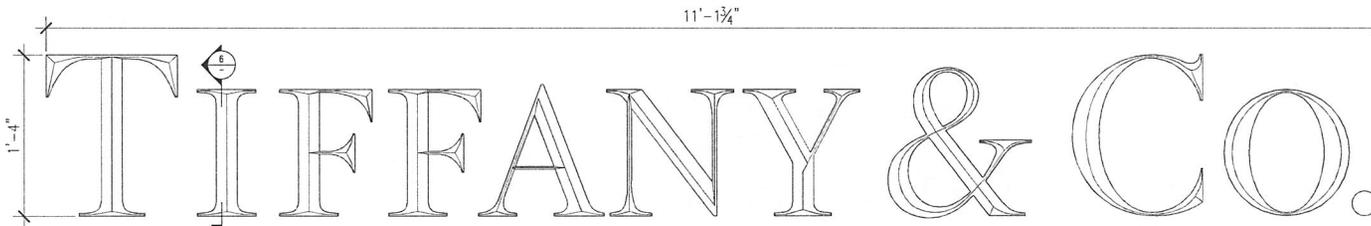
NOTE: ALL HALO LIT SIGNS ARE ON DIMMER CONTROL.



2 SIGNAGE TYPE '1B' (BLACK PRISMATIC - HALO LIT SIGN)
SCALE: 1" = 1'-0"



5 SIGNAGE TYPE '5' (FLOOR INSET)
SCALE: 1" = 1'-0"



1 SIGNAGE TYPE '1A' (BLACK PRISMATIC - HALO LIT SIGN)
SCALE: 1" = 1'-0"



10 REFERENCE IMAGE OF HALO LIT SIGNAGE
SCALE: N.T.S.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

Attachment C

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 FAÇADE MODIFICATION, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, BUILDING IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 210 NORTH RODEO DRIVE (PL1503127 – TIFFANY & CO.).

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

Section 1. Roy Hasson, Permit Advisors, 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 façade modification, a sign accommodation for multiple business identification signs, building identification signs, and a construction barricade graphic 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 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 **March 18, 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 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

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 filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **March 18, 2015**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission



1 EXISTING STREET PHOTO MONTAGE - N. RODEO DRIVE
SCALE: N.T.S.