



## Architectural Commission Report

**Meeting Date:** Wednesday, March 18, 2015

**Subject:** **BOTTEGA VENETA (PL1503182)**  
**320 North Rodeo Drive**

Request for approval of a façade remodel, a business identification sign, awning signage, a sign accommodation for an alley-oriented business identification sign, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** Devon Barnes – Gruen Associates

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a business identification sign, awning signage, a sign accommodation for an alley-oriented business identification sign, and a construction barricade graphic for Bottega Veneta located at 320 North Rodeo Drive. The project includes the following components:

#### Façade Remodel

- Lightly textured off-white plaster façade;
- Three off-white domed fabric awnings;
- Corral stone parapet cap with obscured façade downlighting;
- Corral stone façade base;
- Burnished bronze storefront system with clear glazing (entry doors to be recessed), and;
- Burnished brass door handles.

#### Business Identification Sign

- One (1) 10 SF halo-illuminated, façade-mounted sign in a burnished bronze material (sign copy: "BOTTEGA VENETA")

Pursuant to Beverly Hills Municipal Code (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 100 square feet. Based on a storefront length of 24'-3", the maximum sign area for this tenant is approximately 48.5 SF.

#### Awning Signage

- Three (3) non-illuminated signs, each two inches (2") in height, located on the awning valences

*(continued on next page)*

#### 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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cgordon@beverlyhills.org



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Pursuant to BHMC §10-4-306, a business identification sign may be placed on that portion of an awning that is parallel to the storefront (i.e., the valence) provided that it consists of one horizontal line of letters/symbols that do not exceed seven inches (7") in height.

### Alley-oriented Business Identification Sign (sign accommodation)

- One (1) 6.6 SF non-illuminated, façade-mounted sign in a burnished bronze material placed upon a metal plate (sign copy: "BOTTEGA VENETA")

Pursuant to BHMC §10-4-604, the Architectural Commission may grant a sign accommodation to allow an alley-oriented business identification sign provided the sign area does not exceed 75% of the area that would otherwise be permissible if the wall abutted a public street. Based on a maximum sign area of 48.5 SF for the street-facing façade, the maximum sign area for the alley-oriented façade is 36.3 SF.

### 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.

However, each barricade return does not include 6 SF of sign area allocated to adjacent tenants. As such, a project-specific condition of approval has been added to ensure the project 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 design is simple and clean in its aesthetic, maintains the existing vertical modulation between the adjacent storefronts, and will generally serve as a positive enhancement to North Rodeo Drive and the surrounding area. However, two elements of the façade have been identified as areas that may be improved upon.

The applicant should indicate where the control joints will be placed on the façade to reduce cracking within the plaster façade. While considered minor, control joints can either contribute to or detract from a design and should be considered during the architectural review process.

A slanted arch surround should be utilized at the entry door to introduce an architecturally appropriate traditional detail and to further accentuate the entrance.

Project-specific conditions have not been included as part of this analysis; however, the Commission may wish to consider it during the course of their review.

### **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



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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**

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: 6
- Building Identification Sign(s)  
 Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
 Request for more signage  
 Number of signs proposed: 6
- 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:**

Tenant improvement of existing retail space with new facade and interior work. Main facade material to be a hand applied plaster with a corral stone building plinth and a stone facade cap hiding facade lighting. Large street display windows and awnings with recessed entry.

**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	Main Sign A	1	10"x 12' 4 13/16"	10.3 sqft	48.5 sqft
2	Alley Signs B*	2	8"x 9' 11"	2(6.6) = 13.2 sqft	*Alley Side 48.5 sqft
3	Awning Signs C	3	2"x 2' 5 5/16"	(3).4 = 1.2 sqft	48.5 sqft
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:* Plaster Facade / Coral Stone building plinth and top facade crown.  
*Texture /Finish:* Hand Applied Plaster / Clean Cut Stone  
*Color / Transparency:* Off White Plaster / Cream Stone

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

*Material:* Clear Glass / Bronze Mullions and Frames  
*Texture /Finish:* Antique Smooth Bronze  
*Color / Transparency:* Ultra Clear Glass / Opaque Golden Brown Bronze

**ROOF**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**COLUMNS**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**BALCONIES & RAILINGS**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

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

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

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

**AWNINGS, CANOPIES**

*Material:* Sunbrella Fabric over dark brown metal frame  
*Texture /Finish:* Fabric  
*Color / Transparency:* Off White

**DOWNSPOUTS / GUTTERS**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**BUSINESS ID SIGN(S)**

*Material:* Bronze Metal or Awning Printed Color to match  
*Texture /Finish:* Antiqued  
*Color / Transparency:* Bronze / Opaque

**BUILDING ID SIGN(S)**

*Material:*  
*Texture /Finish:*  
*Color / Transparency:*

**EXTERIOR LIGHTING**

*Material:*  
*Texture /Finish:*  
*Color / Transparency:*

**PAVED SURFACES**

*Material:* Cocoa Matt at Recessed Entry  
*Texture /Finish:* Natural  
*Color / Transparency:* Natural

**FREESTANDING WALLS AND FENCES**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**OTHER DESIGN ELEMENTS**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:**

NA

**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 Bottega Veneta Maison in Beverly Hills will draw on the local Southern California Spanish Revival style with particular case studies based on the Santa Barbara style and the work of the architect Lurah Maria Riggs.  
This Bottega Veneta salon will be the only one worldwide with this concept, in order to create a more localized experience.

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 main facade is west facing and has strong afternoon light, the new design focuses on a pedestrian level experience with round awnings and a shaded recessed entrance for the shoppers and the casual pedestrians comfort during the typical hot afternoons.

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.**

The new proposed facade takes a historical approach to the local Beverly Hills and Santa Barbara styles with the plaster exterior and divided lite windows creating a classical looking facade.

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 design gives a strong emphasis to the pedestrian level experience, keeping with the strong sidewalk activity element of Rodeo Drive.

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.**

The design keeps with all applicable codes for size, material, proposed constructions etc.



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**Attachment B**

Project Design Plans



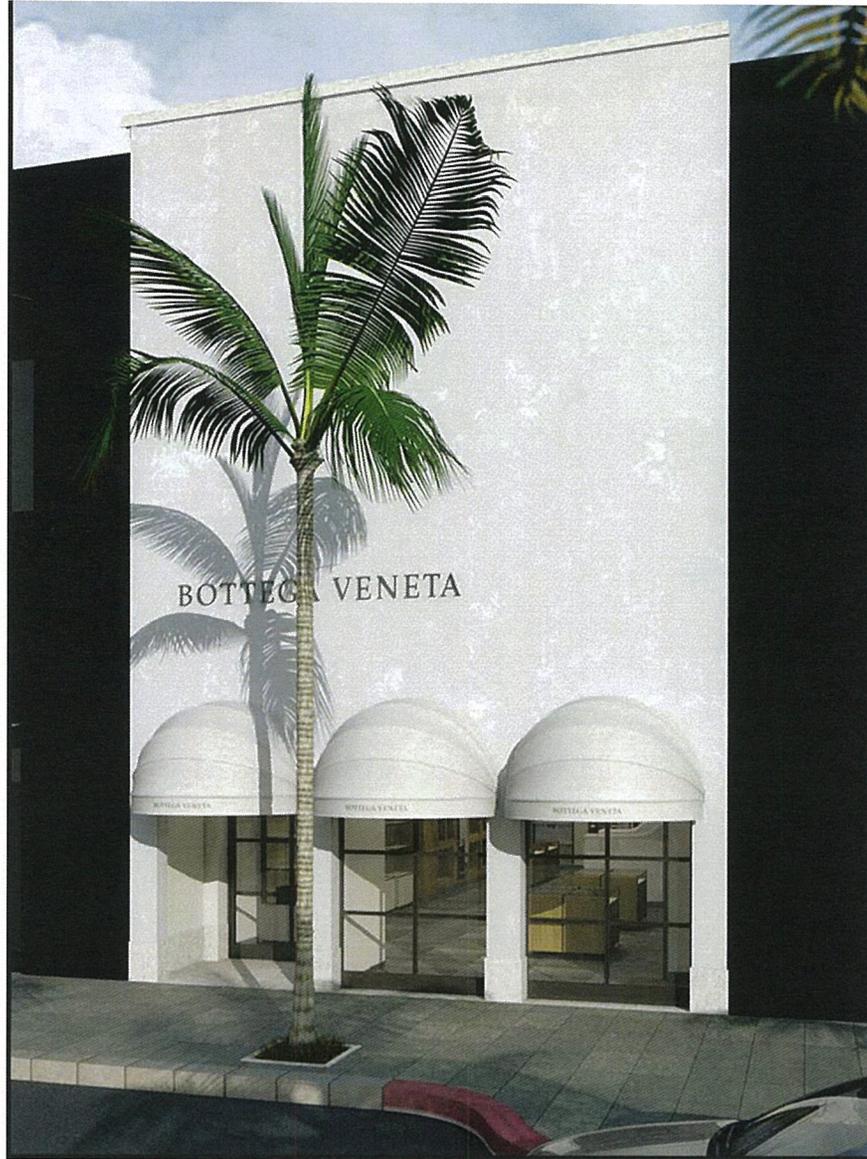
SITE

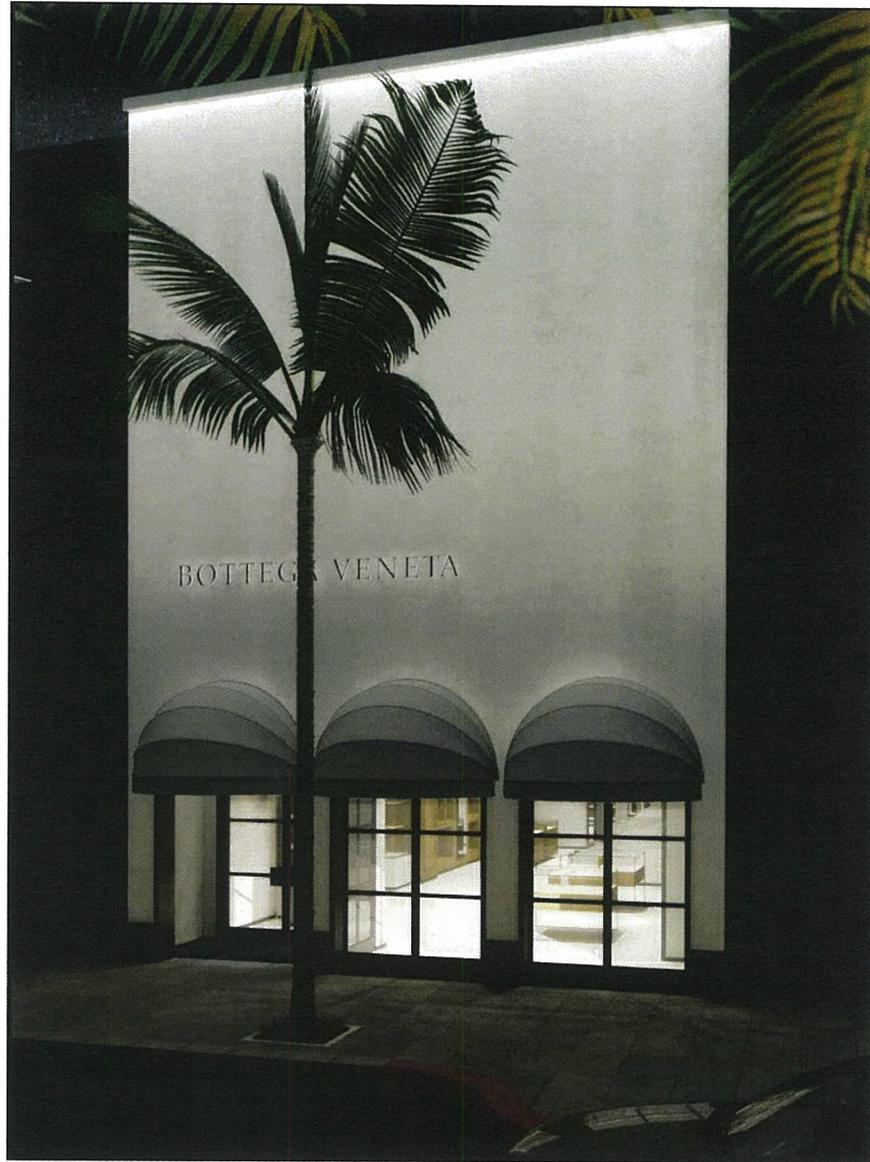
① EXISTING ELEVATION

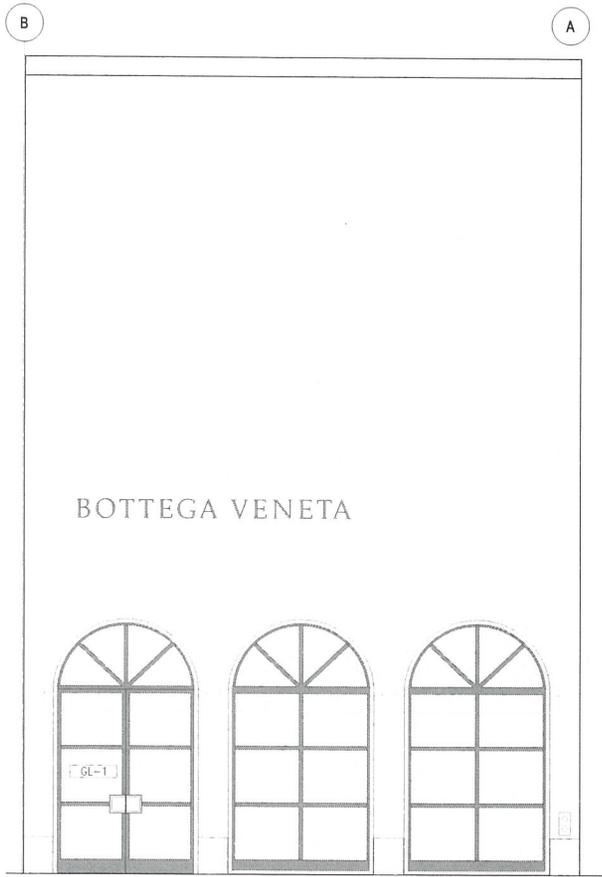


SITE

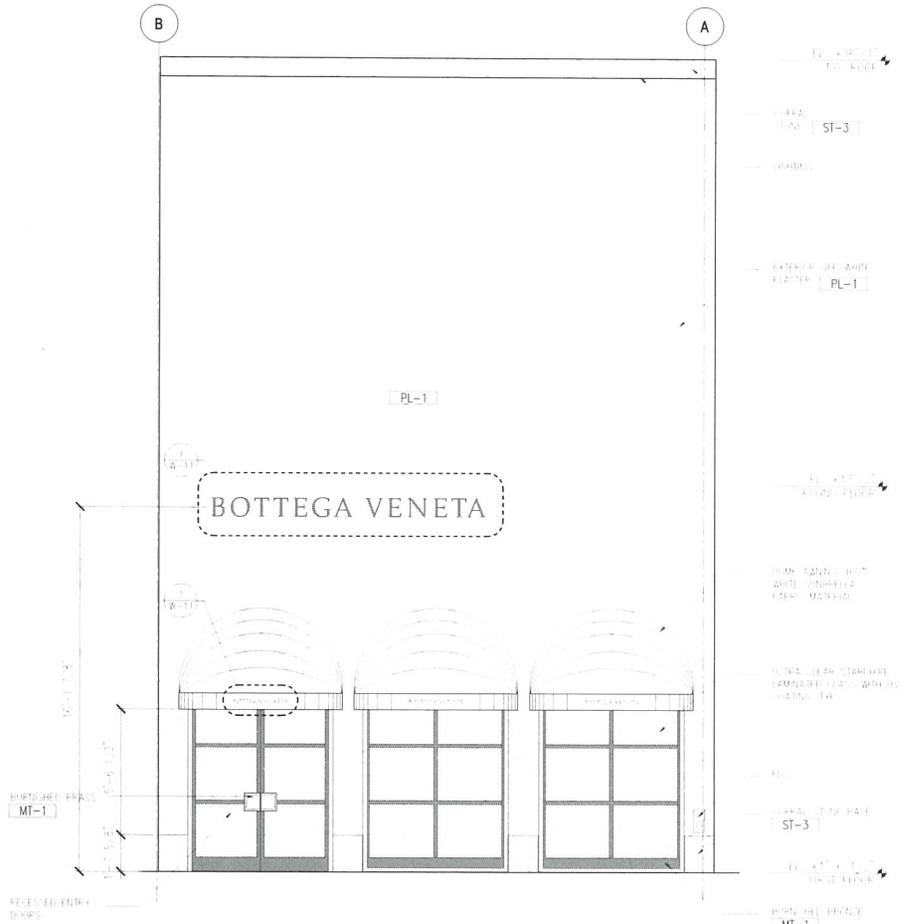
② PROPOSED ELEVATION



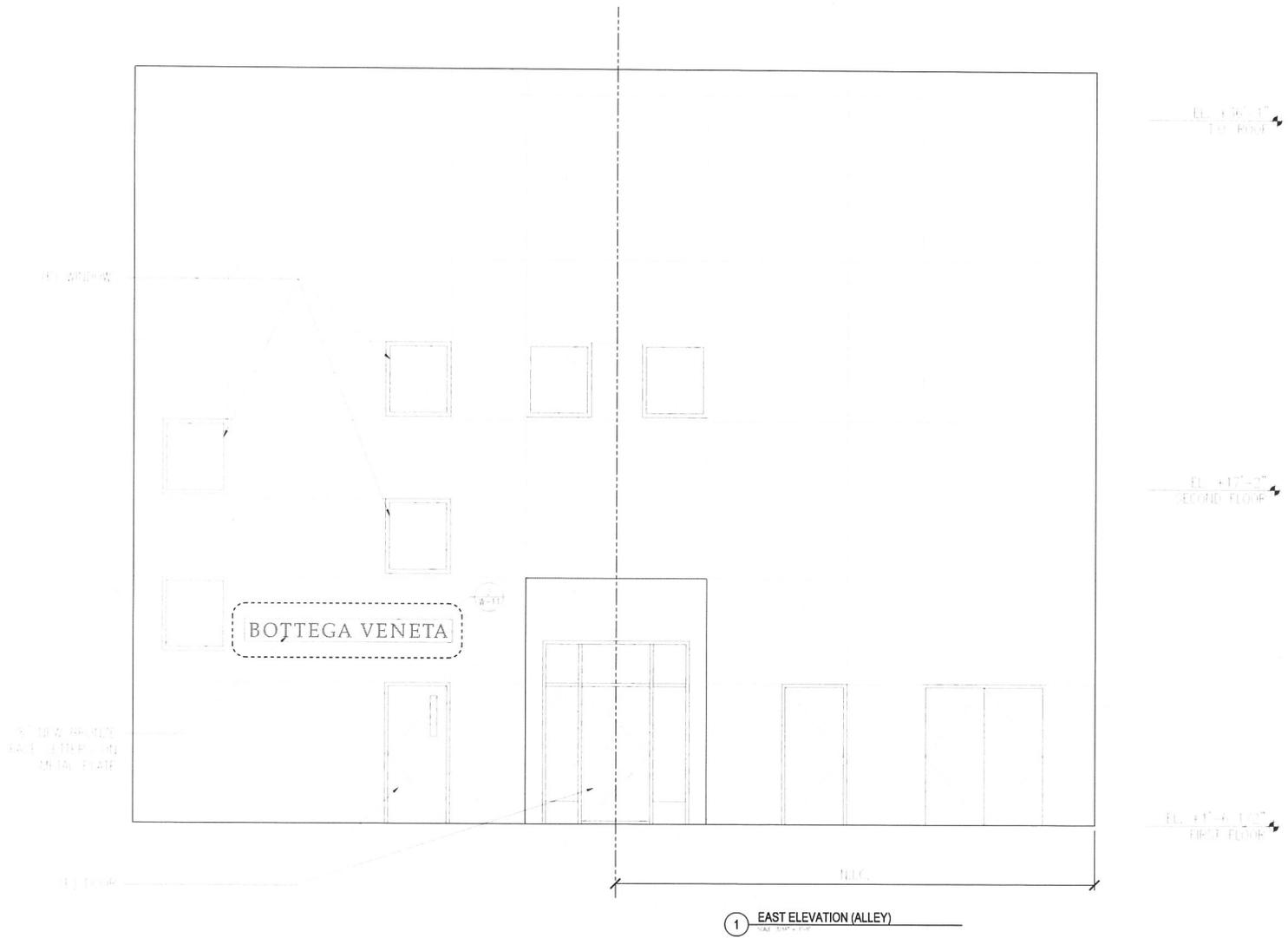




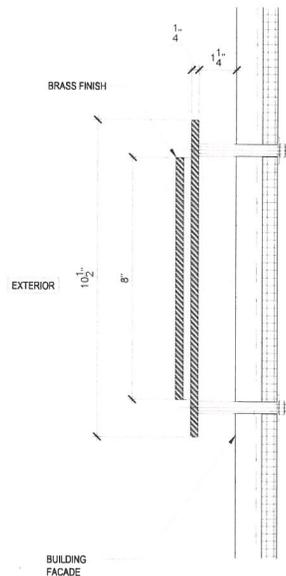
2 EAST ELEVATION AT NORTH RODEO DRIVE W/O AWNING



1 EAST ELEVATION AT NORTH RODEO DRIVE



1 EAST ELEVATION (ALLEY)



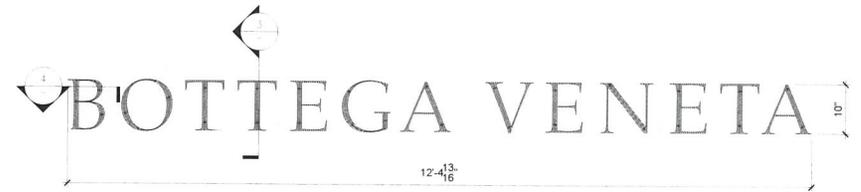
6 TYPE 'B'  
REAR SIGNAGE SECTION

SIGNAGE SCHEDULE		
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE
TYPE A FRONT	1	10.3 SQ. FT.
TOTAL	1	10.3 SQ. FT.

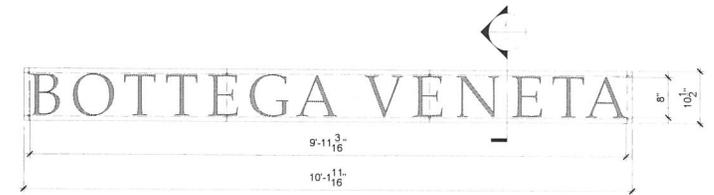
SIGNAGE SCHEDULE		
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE
TYPE B REAR	1	6.6 SQ. FT.
TOTAL	1	6.6 SQ. FT.

SIGNAGE SCHEDULE		
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE
TYPE C AWNING	3	0.4 SQ. FT.
TOTAL	3	1.2 SQ. FT.

5 SIGNAGE SCHEDULE



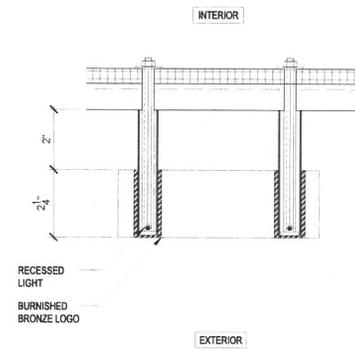
1 TYPE 'A' - (10 SQ. FT.)  
FRONT SIGNAGE



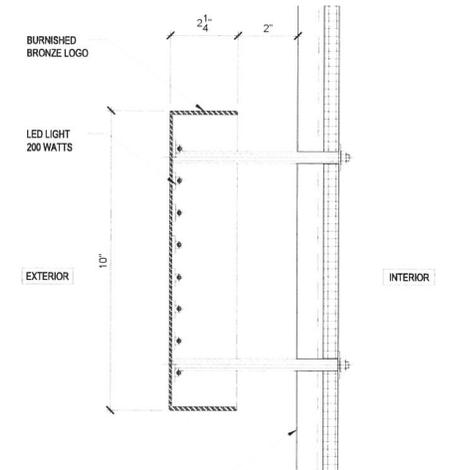
2 TYPE 'B' - (6.6 SQ. FT.)  
REAR ENTRANCE SIGNAGE



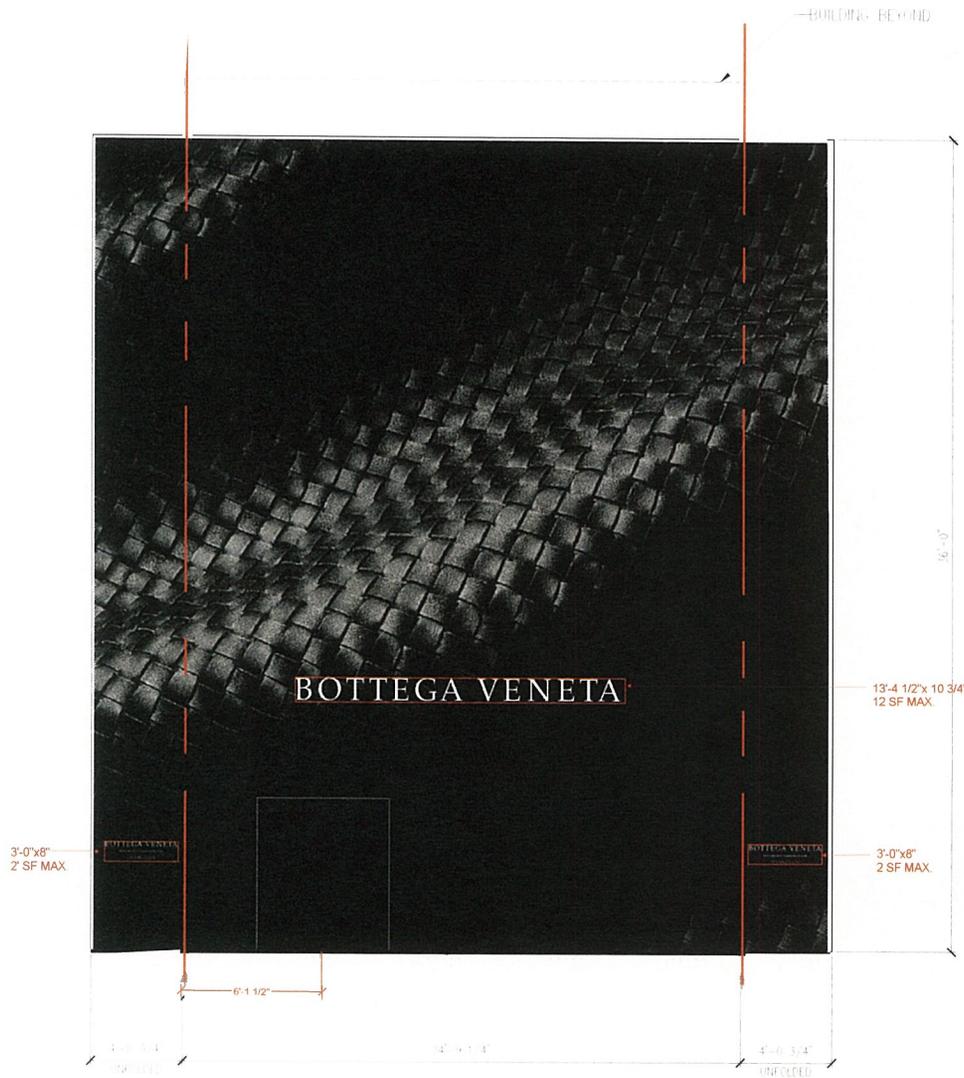
7 TYPE 'C' - (0.4 SQ. FT.)  
AWNING SIGNAGE



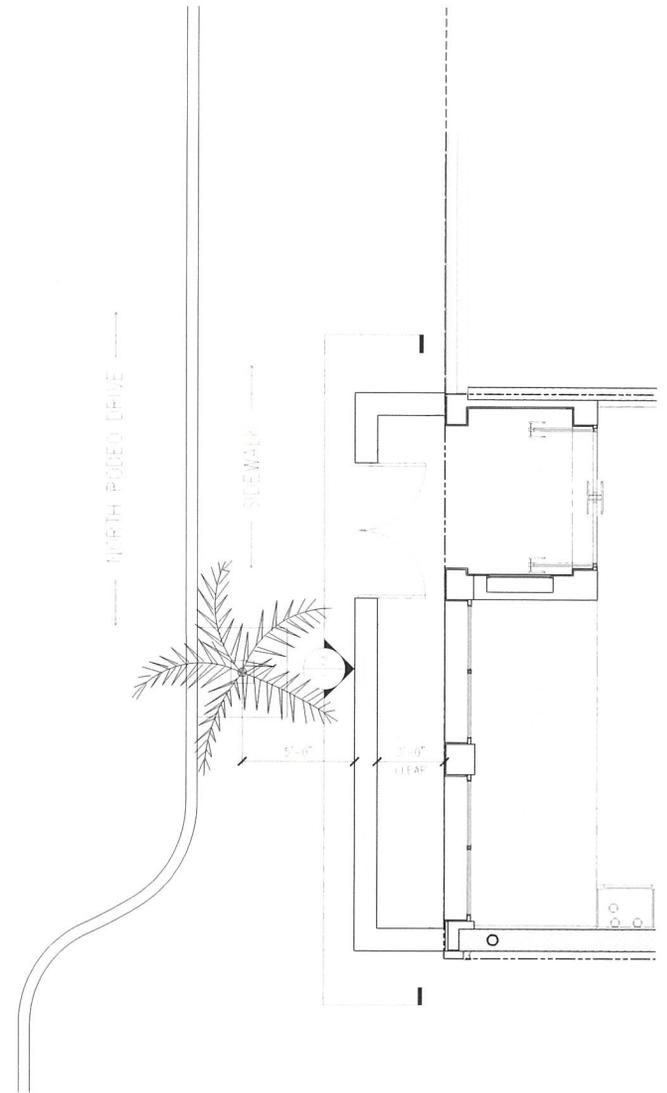
4 TYPE 'A'  
FRONT SIGNAGE SECTION



3 TYPE 'A'  
FRONT SIGNAGE SECTION



2 BARRICADE ELEVATION



1 BARRICADE PLAN



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**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 REMODEL, A BUSINESS IDENTIFICATION SIGN, AWNING SIGNAGE, A SIGN ACCOMMODATION FOR AN ALLEY-ORIENTED BUSINESS IDENTIFICATION SIGN, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 320 NORTH RODEO DRIVE (PL1503182 – BOTTEGA VENETA).

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

Section 1. Devon Barnes, Gruen Associates, agent, on behalf of the property owner, Walter Marks, and the tenant, Bottega Veneta, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a business identification sign, awning signage, a sign accommodation for an alley-oriented business identification sign, and a construction barricade graphic for the property located at 320 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

1. Six square feet (6 SF) of signage area dedicated to those tenants immediately adjacent to the project site shall be included on the construction barricade returns to allow such tenants to indicate their stores remain open during construction.

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**

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission