



## Architectural Commission Report

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

**Subject:** **BALLY (PL1503154)**  
**340 North Rodeo Drive**

Request for approval of a revision to a previously approved façade remodel and a business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** Joseph Dasilva – The Dennis Group

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a revision to a previously approved façade remodel and a business identification sign for Bally located at 340 North Rodeo Drive. The project was originally approved by the Commission on December 17, 2014 (Attachment A). The revisions include the following components:

- Replace single pane of glass at second floor with two panes of glass (silicone joint), and;
- Relocate window-mounted business identification sign on second floor window to the center of the pane of glass proposed on the right-hand side of the storefront opening.

### URBAN DESIGN ANALYSIS

The replacement of the approved single pane of glass at the second floor with two panes of glass does not improve the design and has the potential to serve as a distraction to the display window and to the otherwise simple facade. The applicant has been encouraged by City staff to utilize the single pane of glass; however, citing budgetary reasons, the applicant has elected to pursue the Commission-level revision.

A resolution of approval and a resolution of denial have been included in Attachments D & E, respectively, for the Commission's consideration. The resolution of denial has been included on the grounds that City staff is unable to make the following finding, which is required for approval:

**BHMC §10-3-3010(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;*

### 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

#### Attachment(s):

- Previously Approved Plans (December 17, 2014)
- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution
- DRAFT Denial Resolution

#### Report Author and Contact Information:

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



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

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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.



**Architectural Commission Report**

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**Attachment A**

Previously Approved Plans

(December 17, 2014)



01 Front elevation

|   |                                      |       |
|---|--------------------------------------|-------|
| 4' 8' 16'   |                                      |       |
| Detail development in progress to be verified with consultants, General Contractor and sub contractors. |                                      |       |
| Drawing name  | Drawing number                       |       |
| General drawings  | 16_02_001                            |       |
| Diagram elevations  |                                      |       |
| Front elevation   |                                      |       |
| Date  | 01 December 2014                     | Issue |
| Scale / Format/Unit   | 1/8"= 1'-0"/A3/Imperial              | 003   |
| Drawn / Checked   | FC                                   |       |
| Approved  | CB                                   |       |
| CAD Reference   | 1051_C2_16_01_Diagram elevations.dwg |       |

**David Chipperfield Architects**

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www.davidchipperfield.com

General Notes: Drawing not for construction. Do not scale from drawings. Errors to be reported immediately to the Architect. To be read in conjunction with all relevant Architects', Services and Structural Engineers' drawings. All existing site, tree and building information has been compiled from different sources. All dimensions to be checked on-site. The layout of the furniture may be modified. The layout of the lighting fixtures may be modified.

| Rev. | Date | Description | Drawn | Check |
|------|------|-------------|-------|-------|
|      |      |             |       |       |
|      |      |             |       |       |

Project Project number  
**Beverly Hills, Rodeo Drive 1051**  
**Bally New Store Development**  
**Preliminary Design Development**

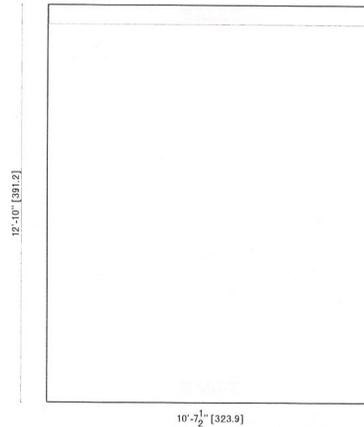
Client  
**Bally Shoe Factory Ltd**

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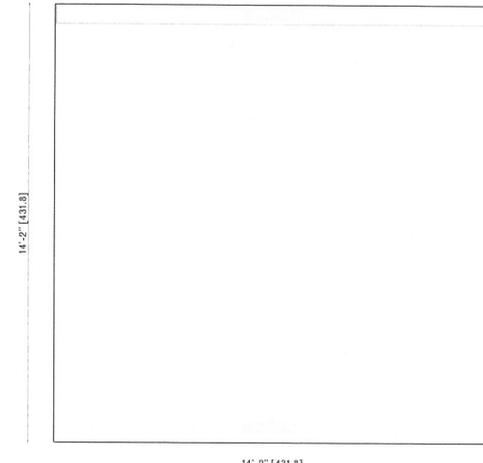
01 FF1\_Entrance glass door  
(First Floor Level)

Dimension: 14' 2" x 5' 3 3/4"  
 Action: double  
 Materials: natural brass and tempered glass  
 Finishes: polished and brushed finish, wax protection  
 Color: low browned  
 Drawing reference: 20\_03\_001-006  
 Hardware: set 1



02 FF2\_Shop-Window  
(First Floor Level)

Dimension: 12' 10" x 10' 2 1/2"  
 Action: fixed  
 Materials: natural brass and tempered glass  
 Finishes: polished and brushed finish, wax protection  
 Color: low browned  
 Drawing reference: 20\_01\_001-010



03 SF1 - Shopwindow  
(Second Floor Level)

Dimension: 14' 2" x 14' 2"  
 Action: fixed  
 Materials: natural brass and tempered glass  
 Finish: polished and brushed finish, wax protection  
 Color: low browned  
 Drawing reference: 20\_01\_001-010

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| Rev. | Date | Description | Drawn | Check |
|------|------|-------------|-------|-------|
|      |      |             |       |       |

Project Beverly Hills, Rodeo Drive  
 Project number 1051  
 Bally New Store Development  
 Preliminary Design Development

Client  
 Bally Shoe Factory Ltd

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2' 4' 8'

Detail development in progress to be verified with consultants, General Contractor and sub contractors.

| Drawing name                        | Drawing number |
|-------------------------------------|----------------|
| General drawings                    | 90_20_300      |
| Abacus                              |                |
| External doors and windows schedule |                |

| Date                | 01 December 2014                                 | Issue |
|---------------------|--|-------|
| Scale / Format/Unit | 1/4" = 1'-0"/A3/Imperial                         | 003   |
| Drawn / Checked     | FC/EN  |       |
| Approved            | CB   |       |
| CAD Reference       | 1051_C2_90_20_101_Doors and windows schedule.dwg |       |



01 External elevation day

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| Rev. | Date | Description | Drawn | Check |
|------|------|-------------|-------|-------|
|      |      |             |       |       |

|                                       |                |
|---------------------------------------|----------------|
| Project                               | Project number |
| <b>Beverly Hills, Rodeo Drive</b>     | <b>1051</b>    |
| <b>Bally New Store Development</b>    |                |
| <b>Preliminary Design Development</b> |                |

Client  
**Bally Shoe Factory Ltd**

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Detail development in progress to be verified with consultants, General Contractor and sub contractors.

|                        |                    |
|------------------------|--------------------|
| Drawing name           | Drawing number     |
| General drawings       | Image_001          |
| Images                 |                    |
| External elevation day |                    |
| Date                   | 01 December 2014   |
| Scale / Format/Unit    | -/A3/Imperial      |
| Drawn / Checked        | PT/EN              |
| Approved               | CB                 |
| CAD Reference          | 1051_C2_Images.dwg |
|                        | Issue              |
|                        | 003                |



**Architectural Commission Report**

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**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 (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:**

Revision to Façade proposed to Architectural Commission on December 17th 2014. Adding a silicone joint to the window shop glazing in the front façade, repositioning the window sign so it does not interfere with the window joint. Moving the pivot of the front door to comply with Building code. Minor adjustments on window shop elevations to accommodate the new floor elevations (within 1-2" difference from original design)

**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 type="checkbox"/> C-3    | <input type="checkbox"/> C-3A   | <input type="checkbox"/> C-3B  |
| <input checked="" 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):**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> General Office Building    | <input type="checkbox"/> Multi-family Building | <input checked="" type="checkbox"/> Other (specify below):<br>Currently under construction |
| <input checked="" type="checkbox"/> Retail Building | <input type="checkbox"/> Vacant                |  |
| <input type="checkbox"/> Medical Office Building    | <input type="checkbox"/> Restaurant            |  |

**F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?**

Yes  No  If yes , please list Architect's name: \_\_\_\_\_

**SECTION 3 – PROJECT DETAILS AND MATERIALS** (continues on next page)

**A** Indicate in the chart below all applicable signage details:

|   | Type of Sign | Quantity | Dimensions | Square Ft | Maximum Area Permitted by Code |
|---|--------------|----------|------------|-----------|--------------------------------|
| 1 |              |          |            |           |                                |
| 2 |              |          |            |           |                                |
| 3 |              |          |            |           |                                |
| 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: No changes  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

Material: No changes  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

**ROOF**

Material: No changes  
 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:* No changes  
*Texture /Finish:*  
*Color / Transparency:*

**DOWNSPOUTS / GUTTERS**

*Material:* No changes  
*Texture /Finish:*  
*Color / Transparency:*

**BUSINESS ID SIGN(S)**

*Material:* No changes to the sign, only location within facade  
*Texture /Finish:*  
*Color / Transparency:*

**BUILDING ID SIGN(S)**

*Material:* No changes  
*Texture /Finish:*  
*Color / Transparency:*

**EXTERIOR LIGHTING**

*Material:* No changes  
*Texture /Finish:*  
*Color / Transparency:*

**PAVED SURFACES**

*Material:* No changes  
*Texture /Finish:*  
*Color / Transparency:*

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

*Material:* Silicone joint at facade  
*Texture /Finish:* smooth  
*Color / Transparency:* neutral

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

No changes

**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 seam is minimal, no mullions or frames in the facade, maintaining the clear window shop.

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.

No changes

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.

No changes

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.

No changes

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.

No changes



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

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**Attachment C**

Project Design Plans



01 Front elevation

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| Rev. | Date       | Description         | Drawn | Check |
|------|------------|---------------------|-------|-------|
| A    | 02/03/2015 | Shop windows update | FC    | CB    |

Project **Beverly Hills, Rodeo Drive** Project number **1051**  
**Bally New Store Development**  
**Preliminary Design Development**

Client  
**Bally Shoe Factory Ltd**

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|   |                                 |
|---|---------------------------------|
| 16' 32' 64'   |                                 |
| Detail development in progress to be verified with consultants, General Contractor and sub contractors. |                                 |
| Drawing name  | Drawing number                  |
| Analysis  | 00_01_002                       |
| Site analysis   |                                 |
| Site elevation  |                                 |
| Date  | 01 December 2014                |
| Scale / Format/Unit   | 1/32"= 1'-0"/A3/Imperial        |
| Drawn / Checked   | TM                              |
| Approved  | CB                              |
| CAD Reference   | 1051_C2_00_01_Site analysis.dwg |

Issue  
003



01 Front elevation

|   |                                      |
|---|--------------------------------------|
| 4' 8' 16'   |                                      |
| Detail development in progress to be verified with consultants, General Contractor and sub contractors. |                                      |
| Drawing name  | Drawing number                       |
| General drawings  | 16_02_001                            |
| Diagram elevations  |                                      |
| Front elevation   |                                      |
| Date  | 01 December 2014                     |
| Scale / Format/Unit   | 1/8"= 1'-0"/A3/Imperial              |
| Drawn / Checked   | FC                                   |
| Approved  | CB                                   |
| CAD Reference   | 1051_C2_16_01_Diagram elevations.dwg |

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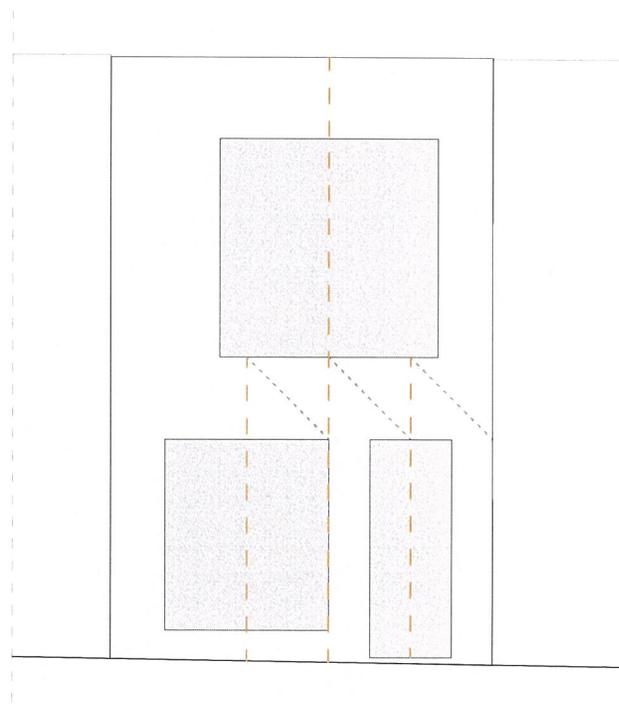
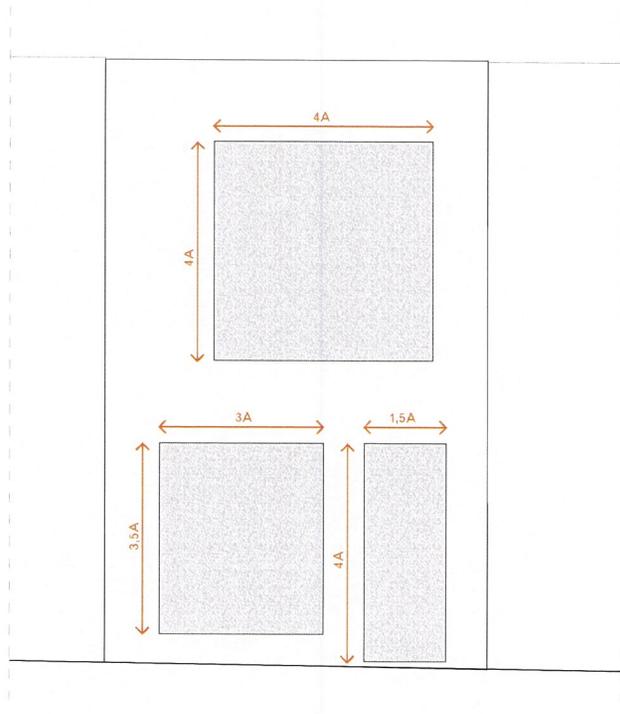
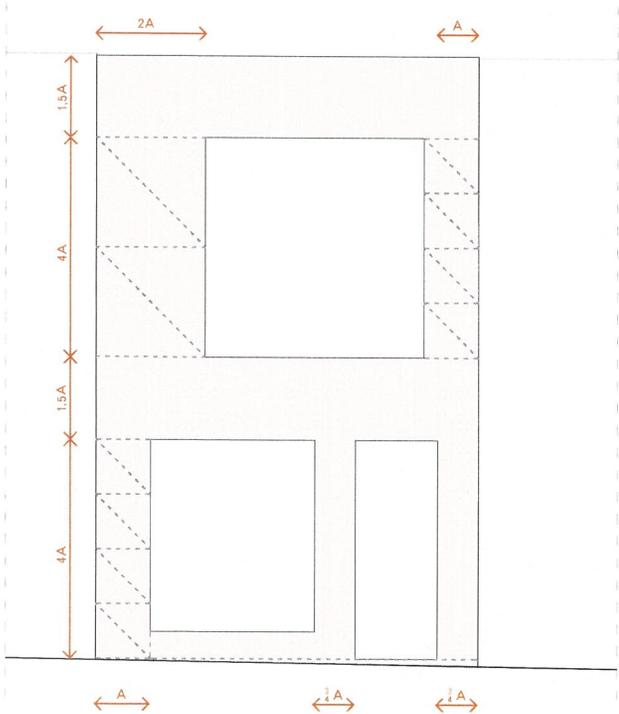
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| Rev. | Date       | Description         | Drawn | Check |
|------|------------|---------------------|-------|-------|
| A    | 02/03/2015 | Level height update | FC    | CB    |

Project Beverly Hills, Rodeo Drive **1051**  
**Bally New Store Development**  
**Preliminary Design Development**

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**Bally Shoe Factory Ltd**

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01 Solid surface composition

02 Voids axis

03 Void composition

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| Rev. | Date | Description | Drawn | Check |
|------|------|-------------|-------|-------|
|      |      |             |       |       |

Project number  
**Beverly Hills, Rodeo Drive 1051**  
**Bally New Store Development**  
**Preliminary Design Development**

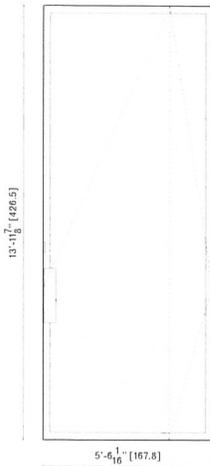
Client  
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4' 8' 16'  
 Detail development in progress to be verified with consultants, General Contractor and sub contractors.

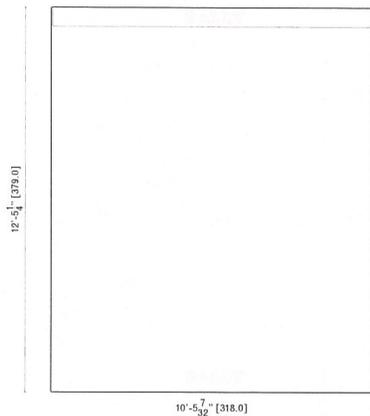
Drawing name  
 General drawings  
 External elevations  
 Generating facade concept\_Solid and void diagrams

| Date                | 01 December 2014                            | Issue |
|---------------------|---|-------|
| Scale / Format/Unit | 1/8" = 1'-0"/A3/Imperial                    | 003   |
| Drawn / Checked     | FC  |       |
| Approved            | CB  |       |
| CAD Reference       | 1051_C2_16_01_Generating facade concept.dwg |       |



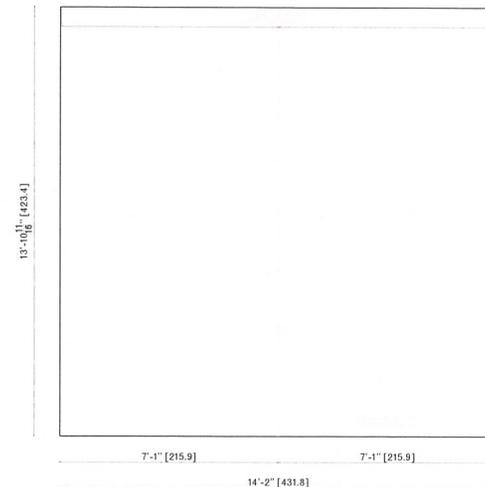
01 FF1\_Entrance glass door  
(First Floor Level)

Dimension: 13' 11 <sup>7</sup>/<sub>16</sub>" x 5' 6 <sup>1</sup>/<sub>16</sub>"  
 Action: double  
 Materials: natural brass and tempered glass  
 Finishes: polished and brushed finish, wax protection  
 Color: low browned  
 Drawing reference: 20\_03\_001-006  
 Hardware: set 1



02 FF2\_Shop-Window  
(First Floor Level)

Dimension: 12' 5 <sup>1</sup>/<sub>4</sub>" x 10' 5 <sup>7</sup>/<sub>32</sub>"  
 Action: fixed  
 Materials: natural brass and tempered glass  
 Finishes: polished and brushed finish, wax protection  
 Color: low browned  
 Drawing reference: 20\_01\_001-010



03 SF1 - Shopwindow  
(Second Floor Level)

Dimension: 13' 10 <sup>11</sup>/<sub>16</sub>" x 14' 2"  
 Action: fixed  
 Materials: natural brass and tempered glass  
 Finish: polished and brushed finish, wax protection  
 Color: low browned  
 Drawing reference: 20\_01\_001-010

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| Rev. | Date       | Description    | Drawn | Check |
|------|------------|----------------|-------|-------|
| A    | 02/03/2015 | General update | FC    | CB    |

Project Beverly Hills, Rodeo Drive  
 Project number 1051  
**Bally New Store Development**  
**Preliminary Design Development**  
 Client Bally Shoe Factory Ltd

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| 2' 4' 8'  |  |
|---|--|
| Detail development in progress to be verified with consultants, General Contractor and sub contractors. |  |
| Drawing name  | Drawing number                                   |
| General drawings  | 90_20_300  |
| Abacus  |  |
| External doors and windows schedule   |  |
| Date  | 31 October 2014                                  |
| Scale / Format/Unit   | 1/4"=1'-0"/A3/Imperial                           |
| Drawn / Checked   | FC/EN  |
| Approved  | CB   |
| CAD Reference   | 1051_C2_90_20_101_Doors and windows schedule.dwg |



01 External elevation day

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| Rev. | Date       | Description         | Drawn | Check |
|------|------------|---------------------|-------|-------|
| A    | 02/03/2015 | Shop-windows update | PT    | CB    |

Project Project number  
**Beverly Hills, Rodeo Drive 1051**  
**Bally New Store Development**  
**Preliminary Design Development**

Client  
**Bally Shoe Factory Ltd**

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Detail development in progress to be verified with consultants, General Contractor and sub contractors.

|                        |                |
|------------------------|----------------|
| Drawing name           | Drawing number |
| General drawings       | Image_001      |
| Images                 |                |
| External elevation day |                |

|                     |                    |       |
|---------------------|--------------------|-------|
| Date                | 01 December 2014   | Issue |
| Scale / Format/Unit | -/A3/Imperial      | 003   |
| Drawn / Checked     | PT/EN              |       |
| Approved            | CB                 |       |
| CAD Reference       | 1051_C2_Images.dwg |       |



01 External elevation night

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| Rev. | Date       | Description         | Drawn | Check |
|------|------------|---------------------|-------|-------|
| A    | 02/03/2015 | Shop-windows update | PT    | CB    |

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**Preliminary Design Development**

Client  
**Bally Shoe Factory Ltd**

© David Chipperfield Architects Srl

Detail development in progress to be verified with consultants, General Contractor and sub contractors.

| Drawing name   | Drawing number     |
|--|--------------------|
| General drawings<br>Images<br>External elevation night | Image_002          |
| Date   | 01 December 2014   |
| Scale / Format/Unit                                    | -/A3/Imperial      |
| Drawn / Checked  | PT/EN              |
| Approved   | CB                 |
| CAD Reference  | 1051_C2_Images.dwg |
|  | Issue              |
|  | 003                |



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

**Attachment D**

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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND A BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 340 NORTH RODEO DRIVE (PL1503154 – BALLY).

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

Section 1. Joseph Dasilva, The Dennis Group, agent, on behalf of the property owner, Ronan McNamee, and the tenant, Bally, (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved façade remodel and a business identification sign for the property located at 340 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 environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707

of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

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**

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

**Attachment E**

DRAFT Denial Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS DENYING AN ARCHITECTURAL REVIEW PERMIT FOR A REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND A BUSINESS IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 340 NORTH RODEO DRIVE (PL1503154 – BALLY).

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

Section 1. Joseph Dasilva, The Dennis Group, agent, on behalf of the property owner, Ronan McNamee, and the tenant, Bally, (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved façade remodel and a business identification sign for the property located at 340 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 not in conformity with good taste and good design and, in general, does not contribute to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project does not incorporate an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city’s urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which

may tend to make the environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a “character contributing building”: in accordance with section 10-2-707

of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

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