City of Beverly Hills
Planning Division
455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 285-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, April 15, 2015

Subject: **PAUL & SHARK (PL1503114)**
449 North Rodeo Drive
Request for approval of a revision to a previously approved façade remodel. The Architectural Commission previously adopted a Categorical Exemption for the project on March 18, 2015 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

Project agent: Milan Lojdl

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

REPORT SUMMARY

The applicant is requesting review and approval of a revision to a previously approved façade remodel for Paul & Shark located at 449 North Rodeo Drive. The project was conditionally approved by the Architectural Commission at its meeting on Wednesday, March 18, 2015. A project-specific condition was included in the approval resolution indicating that the lacquered steel material be revised to a blue color, as the Commission felt that the proposed color would read too dark on the façade. The project-specific condition reads as follows:

The lacquered steel material in both finishes shall be revised to a blue color, subject to final review and approval by City staff.

The applicant is now requesting to have the originally proposed darker lacquered steel color approved, as it is a consistent aesthetic that is used on the company's other storefronts. However, as the project was conditionally approved with a condition to use a different blue color, the project is before the Commission for their review. The proposed revisions are as follows:

<u>Revision Components</u>

- Façade background and parapet cap in a dark blue lacquered steel with a matte finish, and;
- Projecting façade fins in a dark blue lacquered steel with a polished finish.

Note: The signage on the plans has been revised to comply with the project-specific condition of reducing the total height of the sign to nine inches (9"). No changes the approved signage are requested at this time.

URBAN DESIGN ANALYSIS

The proposed façade design presents a unique aesthetic that will add visual interest to North Rodeo Drive and will serve as a positive enhancement to the surrounding area. It is not anticipated that the

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

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

lacquered steel in the darker color, as originally and currently proposed by the applicant, will adversely affect the façade or the streetscape.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

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

The Architectural Commission previously adopted a Categorical Exemption for the project on March 18, 2015 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.

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 (see Section 6 for plan size requirements).

☒ Architectural Commission Review
- Eight (8) sets of plans required (see Section 6 for plan size requirements).
- Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

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

☐ New construction
☒ Façade Remodel ONLY
☒ Business Identification Sign(s)
Number of signs proposed: three
☒ Building Identification Sign(s)
Number of signs proposed:
☒ Sign Accommodation (explain reason for the accommodation request below):
N/A
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:

Request to keep dark blue color exterior cladding as presented on last ARB meeting March 18,2015.
Please see additional renderings last two pages of the presentation sets, Las Vegas store and Abu Dhabi.
Dark blue color is branding color of all Paul & Shark retail stores.

D Identify the Project Zoning (City Zoning Map: http://gis.beverlyhills.org/)

☐ R-4	☐ R-4X	☐ R-4	☐ R-4-P	☐ R-4X2
☐ R-3	☐ RMCP	☒ C-3	☐ C-3A	☐ C-3B
☐ C-5	☐ C-3T-1	☐ C-3T-2	☐ C-3T-5	☐ C-5

☐ 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:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Business ID	1	9"x9'-0"	6.7 S.F.	17'-2"x 2 = 34.2 Square Ft
2	Business ID Sign(s)	1	4'-0"x 5'-0"	20 S.F.	34.2 Square Ft.
3	Business ID Sign(s)	1	6"x 4'-6"	2.2 S.F	
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: Painted steel
Texture /Finish: Smooth
Color / Transparency: Blue

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

Material: Glass in polished aluminum frame
Texture /Finish: Clear
Color / Transparency: No color

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: White plastic letter back lighted
Texture /Finish: smooth white plastic
Color / Transparency: clear white

BUILDING ID SIGN(S)

Material: aluminum 6" high numbers
Texture /Finish: polished
Color / Transparency: aluminum

EXTERIOR LIGHTING

Material: N/A (no new one)
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: N/A
Texture /Finish:
Color / Transparency:

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

N/A

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

1. ***Describe*** **how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

Proposed storefront and sign is designed and detailed in minimalistic expression not to interferer with simple and elegant interior design such contributing to beauty, spaciousness, balance, taste, fitness brand vistas and high quality of Beverly Hills image.

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.**

Storefront and door are made of ultra clear low iron glass and cladding metal , glass is secure in polish aluminum frames fixed to existing cladding without possibility to vibrate or transforming exterior noise.

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.**

Cladding facade and sign are made of quality materials which will last without any mayor depreciation or damage.

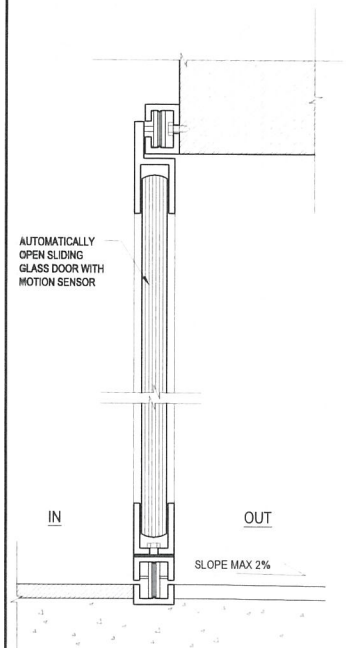
4. ***Describe*** **how the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan.**

Proposed storefront and sign does not have any effect on proposed developments on land in general area of Beverly Hills and with any precise plans adopted pursuant to general plan.

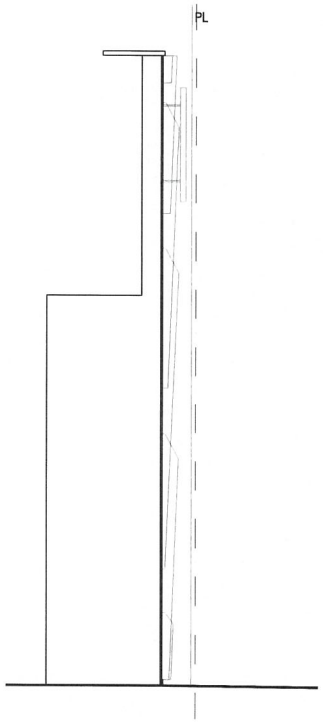
5. ***Describe*** **how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

Proposed storefront and sign is designed to conform to standards of municipal code and other applicable laws insofar as the location and appearance of the buildings and structures.

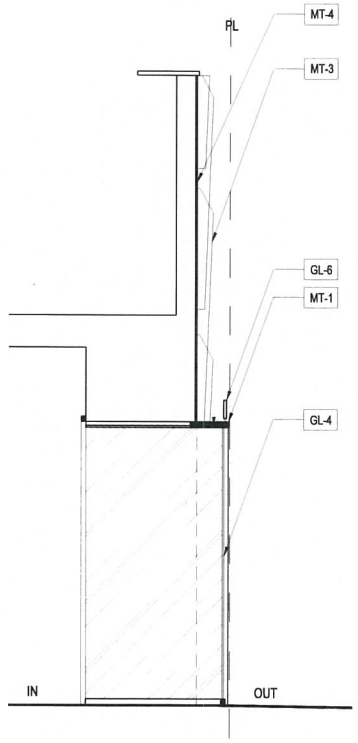
Attachment B
Project Design Plans



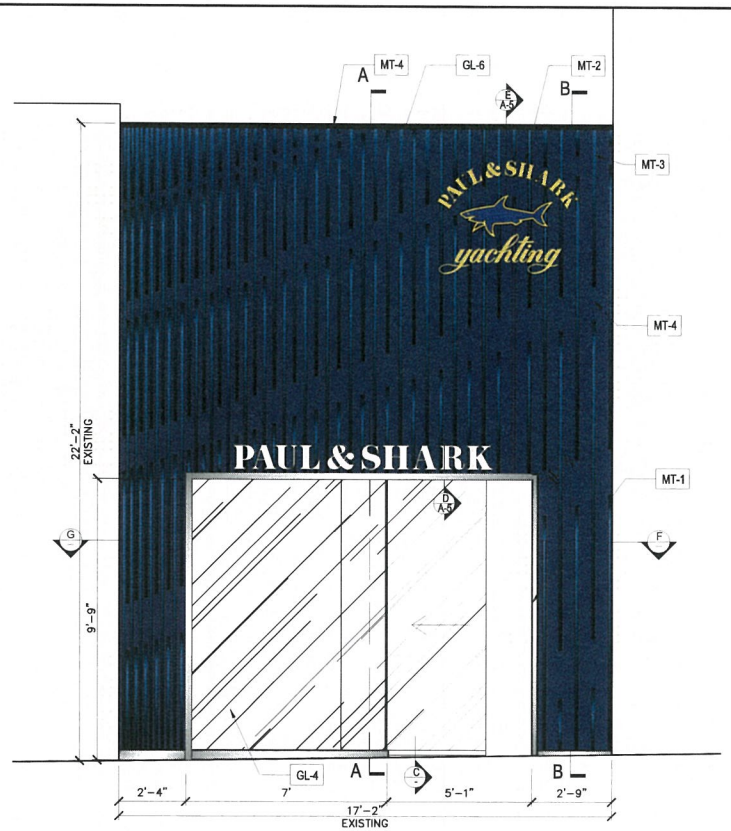
SECTION C (AT DOOR WAY)
SCALE: N.T.S.



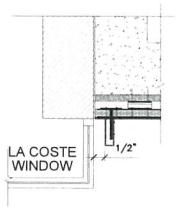
SECTION B-B
SCALE: 1/4" = 1'-0"



SECTION A-A
SCALE: 1/4" = 1'-0"



PROPOSED STOREFRONT
SCALE: 1/4" = 1'-0"



SECTION G
SCALE: N.T.S.

SECTION F
SCALE: N.T.S

MATERIALS LIST

MT-1	STAINLESS STEEL. MIRROR POLISH FINISH
MT-2	GOLD BRASS. MIRROR POLISH FINISH
MT-3	LACQUERED STEEL MIRROR POLISH FINISH. COL.DARK BLUE
MT-4	LACQUERED STEEL MATT FINISH. COL.DARK BLUE
GL-4	EXTRA CLEAR GLASS.
GL-6	OPAL OR TRASPARENT PLEXY GLASS

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: AS SHOWN | DATE: 02/26/2015 | SHEET: A-4

MILAN
L O J D L
ARCHITECT A. I. A.
10524 W. Pico Blvd, Suite 210
Los Angeles, California 90064
Milan@sbcglobal.net
www.milanlojdlarchitect.com
310 - 663 - 9701

EXISTING STOREFRONT
SCALE: N.T.S.

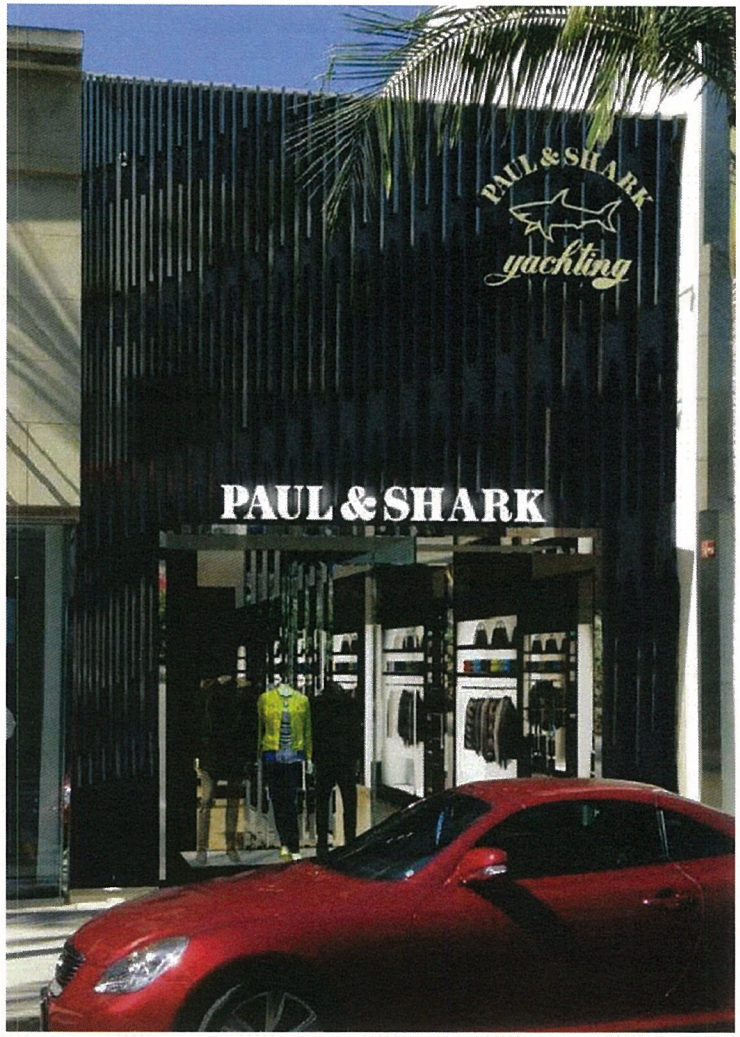
PROPOSED STOREFRONT
SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: N.T.S. | DATE: 02/26/2015 | SHEET: A-8

MILAN
L O J D L
ARCHITECT A. I. A.
10524 W. Pico Blvd, Suite 210
Los Angeles, California 90064
Milan@sbcglobal.net
www.milanlojdlarchitect.com
310 - 663 - 9701

PROPOSED COLOR ELEVATION
SCALE: N.T.S.



PROPOSED COLOR ELEVATION
SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: N.T.S. | DATE: 02/26/2015 | SHEET: A-9

MILAN
L O J D L
ARCHITECT A. I. A.
10524 W. Pico Blvd, Suite 210
Los Angeles, California 90064
Milan@sbcglobal.net
www.milanlojdlarchitect.com
310 - 663 - 9701

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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL FOR THE PROPERTY LOCATED AT 449 NORTH RODEO DRIVE (PL1503114 – PAUL & SHARK).

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

Section 1. Milan Lojdl, agent, on behalf of the property owner, Doheny Village Partners LLC, and the tenant, Paul & Shark, (Collectively the "Applicant"), has applied for architectural approval of a revision to a previously approved façade remodel for the property located at 449 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 Architectural Commission previously adopted a Categorical Exemption for the project on March 18, 2015 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

Section 5. The Architectural Commission conducted a duly noticed public hearing on April 15, 2015 at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environmental less desirable. The proposed project is proposed to be constructed

using contemporary building materials and practices, and, as conditioned, complaint with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the

planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

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

Project-Specific Conditions

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: April 15, 2015

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission