



Architectural Commission Report

Meeting Date: Wednesday, May 20, 2015

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

Request for approval of a revision to a previously approved façade remodel. The 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: Joseph Dasilva – The Dennis Group

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 Bally located at 340 North Rodeo Drive. The project was originally approved by the Commission on December 17, 2014 with a subsequent glazing revision approved on March 18, 2015 (Attachment A). The current revision proposes to reconfigure the ground floor storefront orientation with the entry door on the northern half of the elevation and the storefront window on the southern half of the elevation. No modifications to the previously approved second floor storefront window or business identification signage are proposed at this time.

URBAN DESIGN ANALYSIS

The proposed revision will maintain the overall aesthetic and intent of the façade design. The applicant has prepared vertical and horizontal grid analyses to provide a basis for the revised order of the façade. As such, the proposed revisions will create a cohesive aesthetic and continue to serve as a positive enhancement to the streetscape of North Rodeo Drive.

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

Attachment(s):

- A. Previously Approved Plans (March 18, 2015)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

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cgordon@beverlyhills.org



Architectural Commission Report

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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

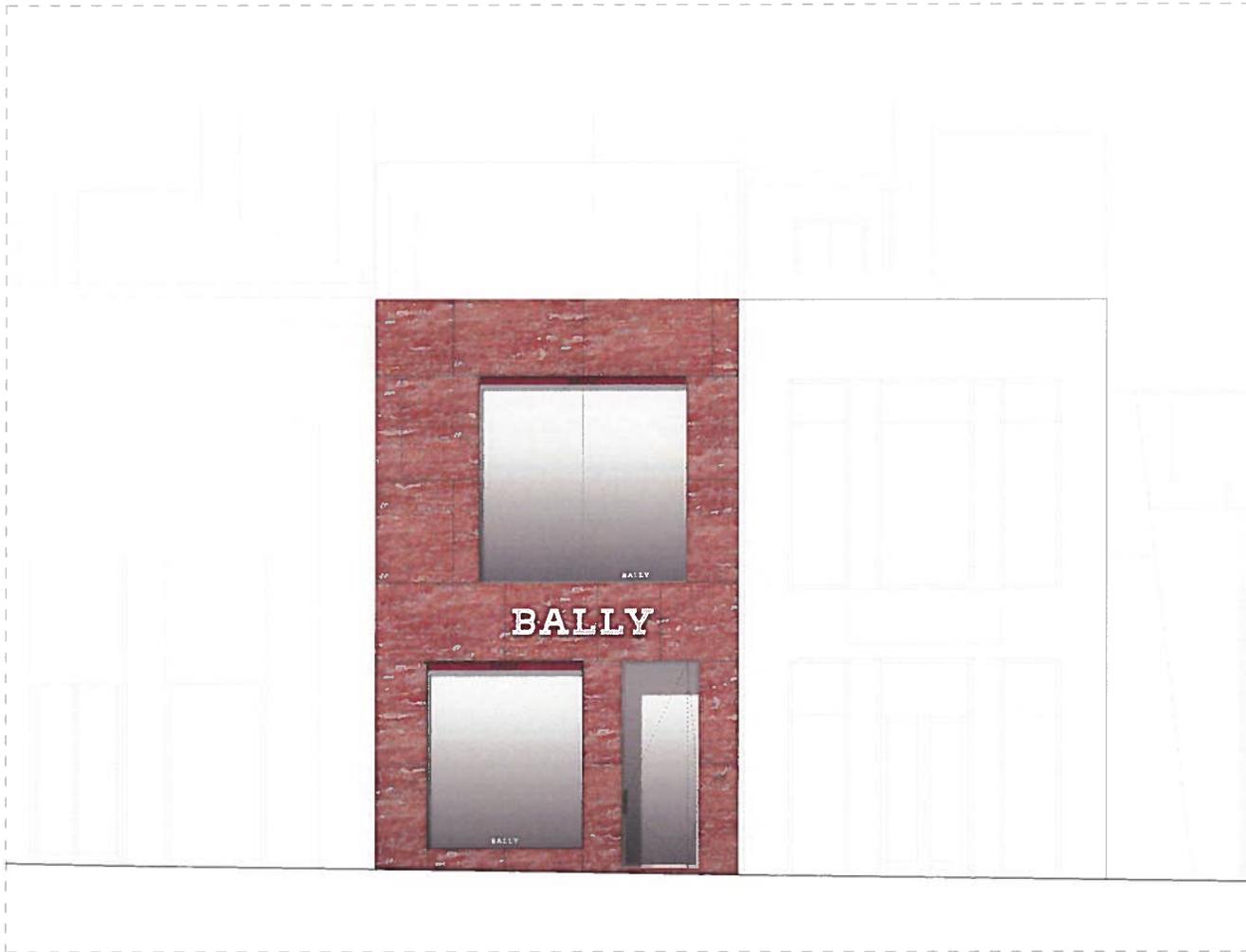
455 North Rexford Drive, Room 280-A

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Attachment A

Previously Approved Plans

(March 18, 2015)



01 Front elevation

David Chipperfield Architects

Via Vigevano 8
20144 Milano
T +39 02 8343 9150 F +39 02 8343 9155
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
A	02/03/2015	Level height update	FC	CB

Project

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

Client

Bally Shoe Factory Ltd

Project number

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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	



01 External elevation day

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Rev.	Date	Description	Drawn	Check
A	02/03/2015	shop-windows update	PT	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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Detail development in progress to be verified with consultants, General Contractor and sub contractors.

Drawing name	Drawing number
General drawings Images	Image_001
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

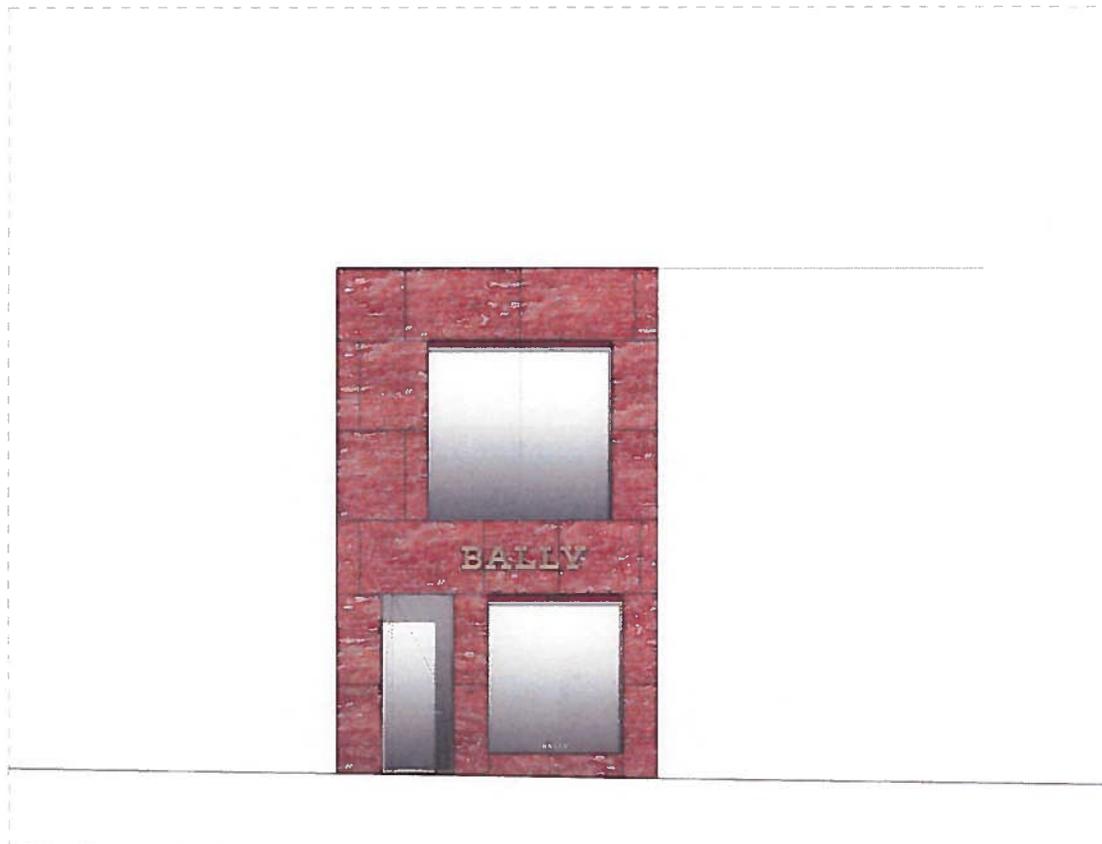


Architectural Commission Report

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Attachment B
Project Design Plans



01 Front elevation

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Rev.	Date	Description	Drawn	Check
B	04/05/15	Facade update	FC	CB
A	02/03/15	Shop-window update	FC	CB

Project Project number

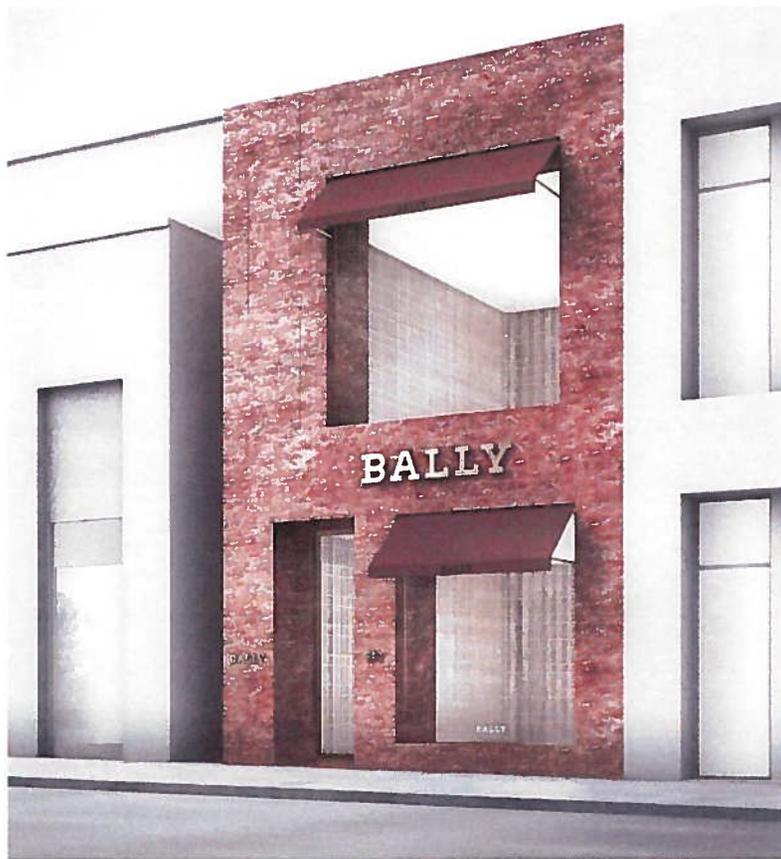
Beverly Hills, Rodeo Drive 1051
Bally New Store Development
Preliminary Design Development

Client
Bally Shoe Factory Ltd

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0' 6' 12'
Detail development in progress to be verified with consultants.
General Contractor and sub contractors.

Drawing name	Drawing number
General drawings	10 02 001
Diagram elevations	
Front elevation	
Date	01 December 2015 Issue
Scale / Format/Unit	1/8"= 1'-0"/A3/Imperial 001
Drawn / Checked	FC
Approved	CB
CAD Reference	1051_C2_16_01_Diagram elevations.dwg



01 External elevation day

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Rev.	Date	Description	Drawn	Check
B	04/05/13	Facade update	PT	CB
A	02/02/15	Shop-windows update	PT	CB

Project 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 18 January 2015 Issue

Scale / Format/Unit -/A3/Imperial 003

Drawn / Checked PT

Approved CB

CAD Reference 1051_C2_Images.dwg



01 External elevation night

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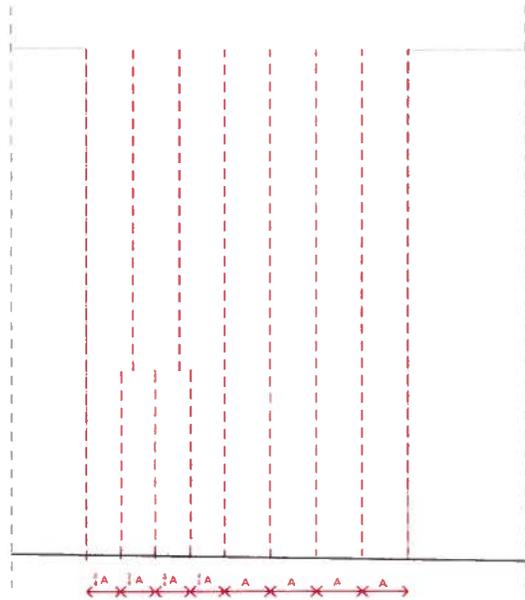
Rev.	Date	Description	Drawn	Check
B	01/08/15	Facade update	PT	CB
A	02/03/15	Shop-window update	PT	CB

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

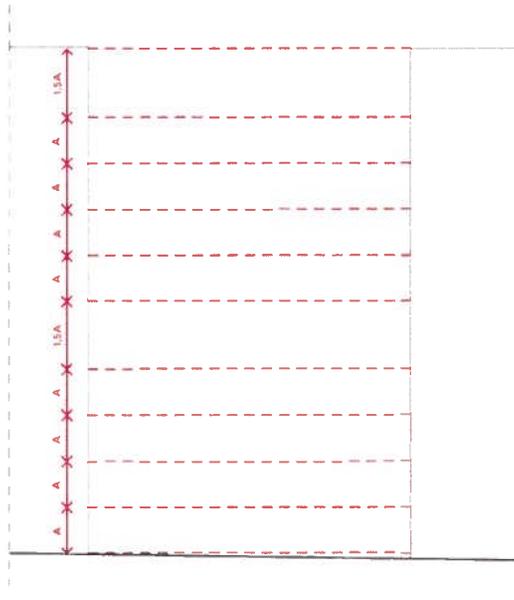
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Detail development in progress to be verified with consultants,
General Contractor and sub contractors.

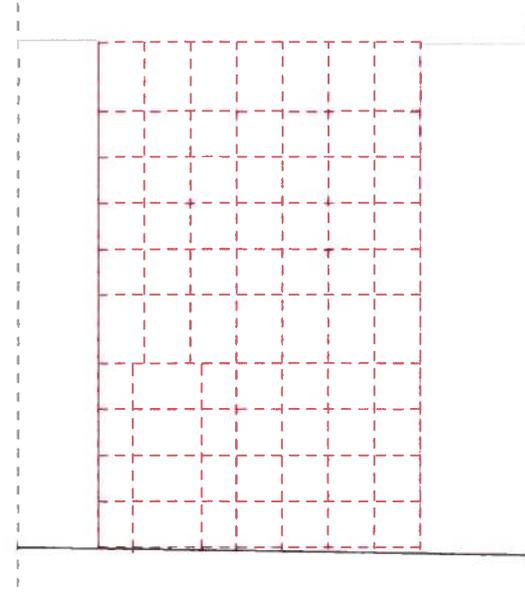
Drawing name	Drawing number
General drawings	Image 002
Images	
External elevation night	
Date	19 January 2015 Issue
Scale / Format/Unit	-/A3/Imperial 002
Drawn / Checked	PT
Approved	CB
CAD Reference	1051_C2_Images.dwg



01 Vertical grid



02 Horizontal grid



03 Vertical and Horizontal grid

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Rev.	Date	Description	Drawn	Check
A	04/05/18	Facade update	GA	CB

Project Beverly Hills, Rodeo Drive 1051

**Bally New Store Development
Preliminary Design Development**

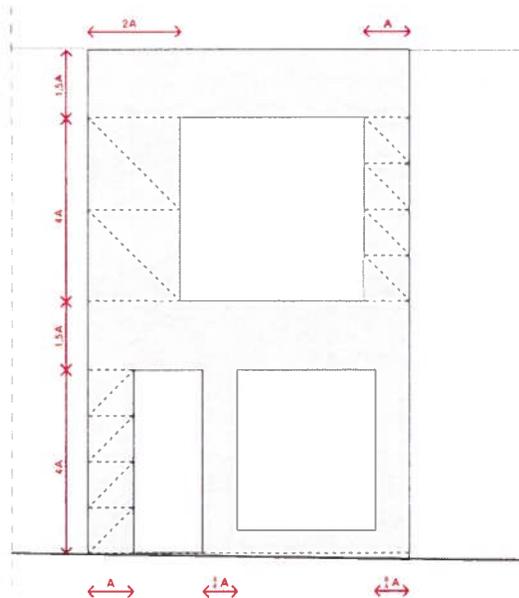
Client
Bally Shoe Factory Ltd

© David Chipperfield Architects Srl

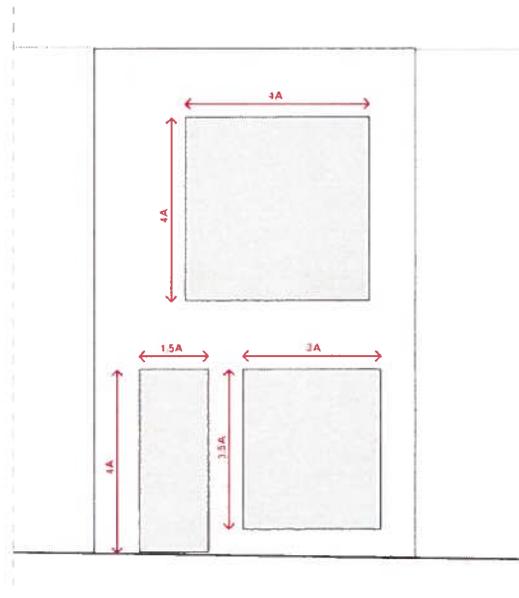
Detail development in progress to be verified with consultants, General Contractor and sub contractors.

Drawing name	Drawing number
General drawings	16_03_001
External elevation	
Main grid diagrams	

Date	Issue
01 December 2014	Issue
Scale / Format / Unit	1/8" = 1'-0" / A3 / Imperial
Drawn / Checked	FC
Approved	CB
CAD Reference	1051_C2_18_03_Generating facade concept.dwg



01 Solid surface composition



02 Voids composition

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Rev.	Date	Description	Drawn	Check
A	04/05/15	Facade update	GA	CB

Project Beverly Hills, Rodeo Drive 1051
Project number

**Bally New Store Development
Preliminary Design Development**

Client
Bally Shoe Factory Ltd

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Drawing name		Drawing number
General drawings		10 03 002
External elevations		
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_10_03_Generating facade concept.dwg	



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL 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 to 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 **May 20, 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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **May 20, 2015**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission