



## Architectural Commission Report

**Meeting Date:** Wednesday, August 19, 2015

**Subject:** IWC SCHAFFHAUSEN (PL1501075)  
329 North Rodeo Drive

Request for approval of a revision to a previously approved sign accommodation for multiple business identification signs. The Architectural Commission previously adopted a Categorical Exemption for the project on February 18, 2015 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

**Project agent:** Ashok Vanmali – Gruen Associates

**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 sign accommodation for multiple business identification signs for IWC Schaffhausen located at 329 North Rodeo Drive. The project was conditionally approved by the Architectural Commission at its meeting on Wednesday, February 18, 2015. The proposed revision includes the following:

#### Sign Accommodation (multiple business identification signs)

##### *Revised and New Signs*

- One (1) 15.6 SF façade-mounted, back-illuminated sign located directly above the entry.  
*Note: The sign was originally approved at 8.1 SF with internal illumination*
- Two (2) 0.02 SF door pull-mounted, non-illuminated signs.  
*Note: These signs are new and were not a part of the original proposal.*

##### *Previously Approved Signs (no proposed change)*

- Two (2) 0.1 SF interior display-mounted signs located in the storefront windows.

TOTAL SIGN AREA: 15.84 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". Based on a street frontage of 19'-6", the maximum sign area for this tenant is 39 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

No changes are proposed to the previously approved sign accommodation for awning signage.

#### Attachment(s):

- Previously Approved Plans (February 18, 2015)
- Project Design Plans
- DRAFT Approval Resolution

#### Report Author and Contact Information:

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



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### **URBAN DESIGN ANALYSIS**

While the primary business identification sign is expanding in area, it maintains an appropriate fit on the façade and will not adversely impact the streetscape of North Rodeo Drive. Additionally, there is a considerable amount of negative space in the sign area, due to the City's requirement of utilizing the "bounding box" method of measurement, which further reduces the overall impact of the sign. The proposed door pull-mounted business identification signs are understated in their aesthetic and are consistent with similar signs in the commercial area.

### **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 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.

The Architectural Commission previously adopted a Categorical Exemption for the project on February 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.



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**Attachment A**

Previously Approved Plans

(February 18, 2015)

**NOT TO SCALE**  
THIS DRAWING IS A REPRESENTATION OF THE DESIGN CONCEPTS AND IS NOT TO BE USED FOR CONSTRUCTION. THE ARCHITECT ASSUMES NO LIABILITY FOR THE ACCURACY OF THE INFORMATION PROVIDED HEREON. THE CLIENT ASSUMES ALL LIABILITY FOR THE ACCURACY OF THE INFORMATION PROVIDED HEREON.

F SHEET IS LESS THAN 24" X 36" THIS IS A REDUCED SIZE SHEET. PRINT AT 1/2" = 1'-0" IF POSSIBLE.

NO. DATE DESCRIPTION BY

07/18/15 ARE RESIDENTIAL DK

PROJECT NO. 8177

DATE 03/29/15

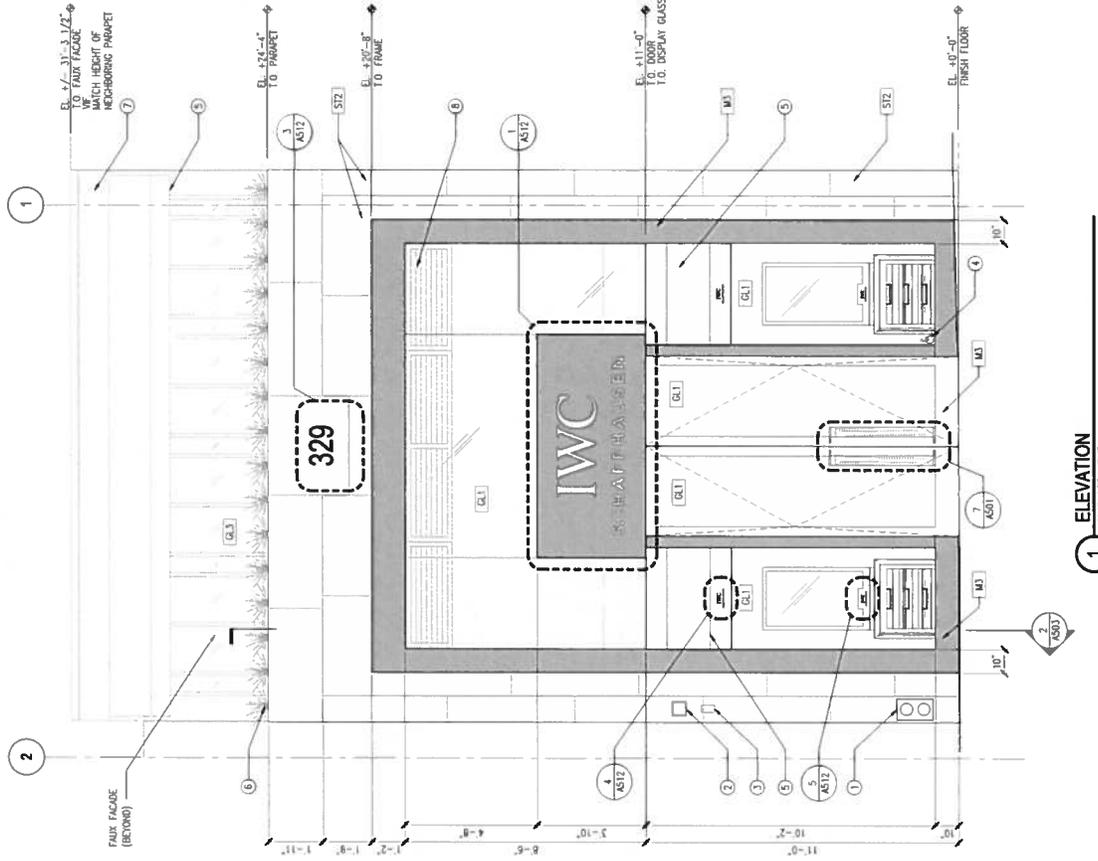
PROJECT NO. 8177

## ELEVATION

SHEET TITLE

A301

SHEET NO.



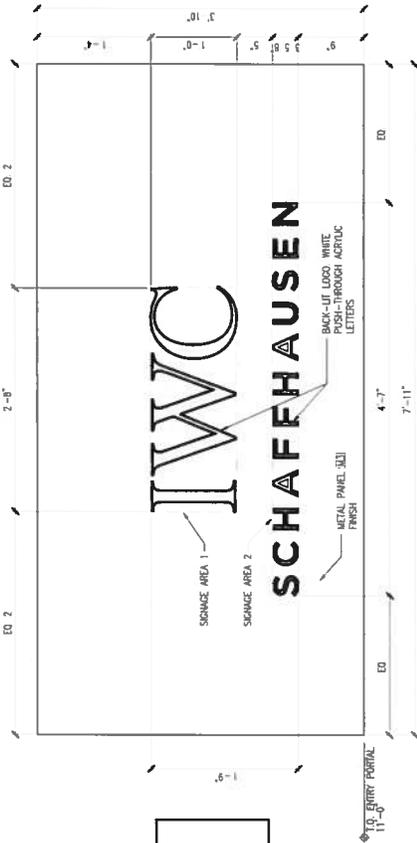
1 ELEVATION  
SCALE: 1/2" = 1'-0"

### KEYNOTES:

1. RELOCATE EXISTING FIRE CONNECTION EQUIPMENT PANEL.
2. FIRE ALARM.
3. ADA WINDOW DECAL SIGNAGE AT ENTRANCE.
4. ARTIFICIAL PLANTERS AT PARAPET (TR).
5. STUCCO TO MATCH EXISTING.
6. LOWER BOARD GLASS - SEE A309.
7. STUCCO TO MATCH EXISTING.
8. LOWER BOARD GLASS - SEE A309.

### NOTE:

- GC IS RESPONSIBLE FOR ALL ENGINEERING CALCULATIONS AND SHOP DRAWINGS FOR MECHANICALLY FASTENED STONE.
- A SEPARATE PERMIT IS REQUIRED FOR SIGNAGE / AIRINGS.

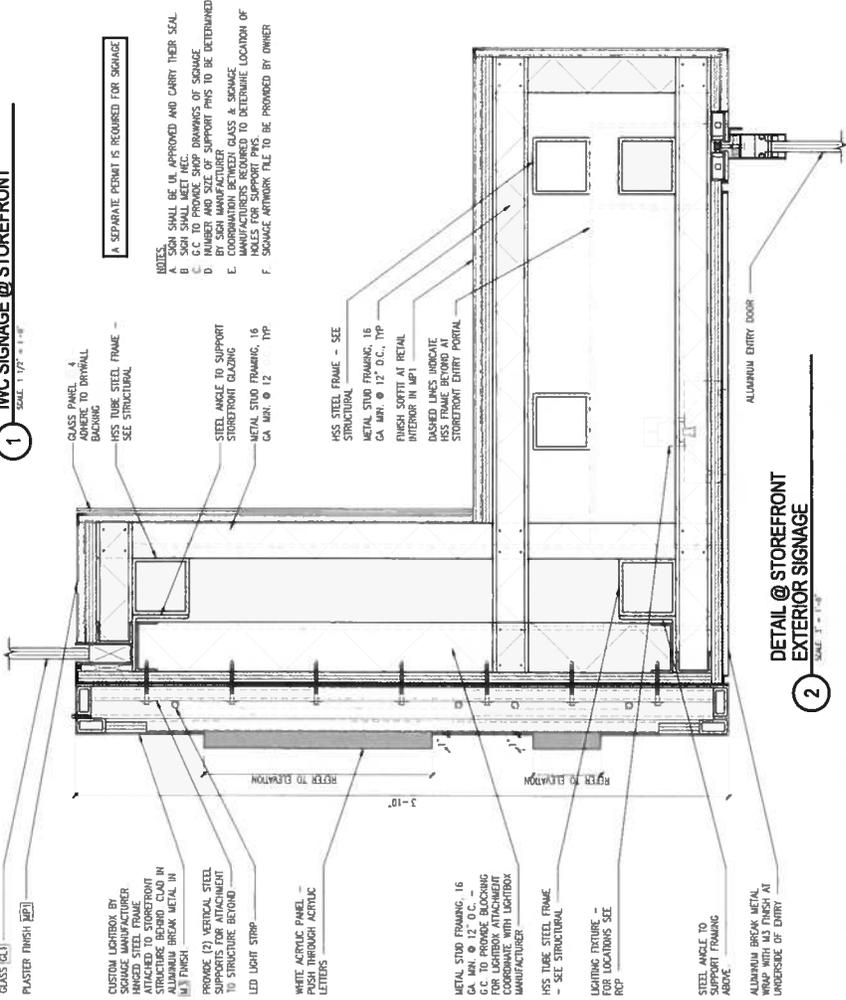


SIGNAGE AREA 1  
 1.00 SF x 2.66 SF = 2.66 SF

SIGNAGE AREA 2  
 0.30 SF x 4.58 SF = 1.37 SF

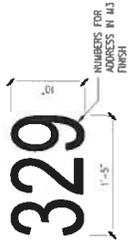
TOTAL SIGNAGE  
 2.06 SF x 1.37 SF = 4.03 SF

**1 IWC SIGNAGE @ STOREFRONT**  
 SCALE: 1/16" = 1'-0"



- NOTES:**
- A SEPARATE PERMIT IS REQUIRED FOR SIGNAGE.
  - OWNER SHALL BE IN APPROVED AND CARRY THEIR SEAL.
  - SHOWN SHALL MEET NEC.
  - G.C. TO PROVIDE SHOP DRAWINGS OF SIGNAGE.
  - NUMBER AND SIZE OF SUPPORT PYS TO BE DETERMINED BY STRUCTURAL ENGINEER.
  - COORDINATION BETWEEN GLASS & SIGNAGE MANUFACTURERS REQUIRED TO DETERMINE LOCATION OF HOLES FOR SUPPORT PYS.
  - SIGNAGE ANTIWALK FILE TO BE PROVIDED BY OWNER.

**2 DETAIL @ STOREFRONT EXTERIOR SIGNAGE**  
 SCALE: 3/8" = 1'-0"



**3 NUMERALS @ STOREFRONT**  
 SCALE: 1/16" = 1'-0"



SIGNAGE AREA  
 0.26 SF x 0.68 SF x 2 = 0.36 SF TOTAL

**4 AWNING SIGNAGE**  
 SCALE: 1/16" = 1'-0"



SIGNAGE AREA  
 0.19 SF x 0.50 SF x 2 = 0.19 SF TOTAL

**5 INTERIOR DISPLAY SIGNAGE**  
 SCALE: 3/8" = 1'-0"

MAXIMUM ALLOWABLE SIGNAGE AREA  
 PER FOOT OF STREET FRONTAGE  
 (BASIC SECT. 104.604 (B.1))  
 19'-5 3/8" IWC STREET FRONTAGE x 2.50 FT. = 38.9 SQ. FT.  
 SIGN AREA CALCULATION:  
 4.03 x 10.36 x 0.19 = 4.36 SQ. FT. TOTAL < 38.9 SQ. FT.



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**Attachment B**  
Project Design Plans



BTQ 166 Rodeo Drive © 2015 Architron for IWC Schaffhausen

1

**RENDERING**

SCALE: NTS

**IWC**  
**SCHAFFHAUSEN**  
329 N. Rodeo Dr.  
Beverly Hills, CA 90210

**GRUENASSOCIATES**  
ARCHITECTURE PLANNING INTERIORS  
2000 Beverly Blvd. Suite 200 Los Angeles, California 90004  
www.gruenassociates.com / 310.557.4274 / 310.557.8021

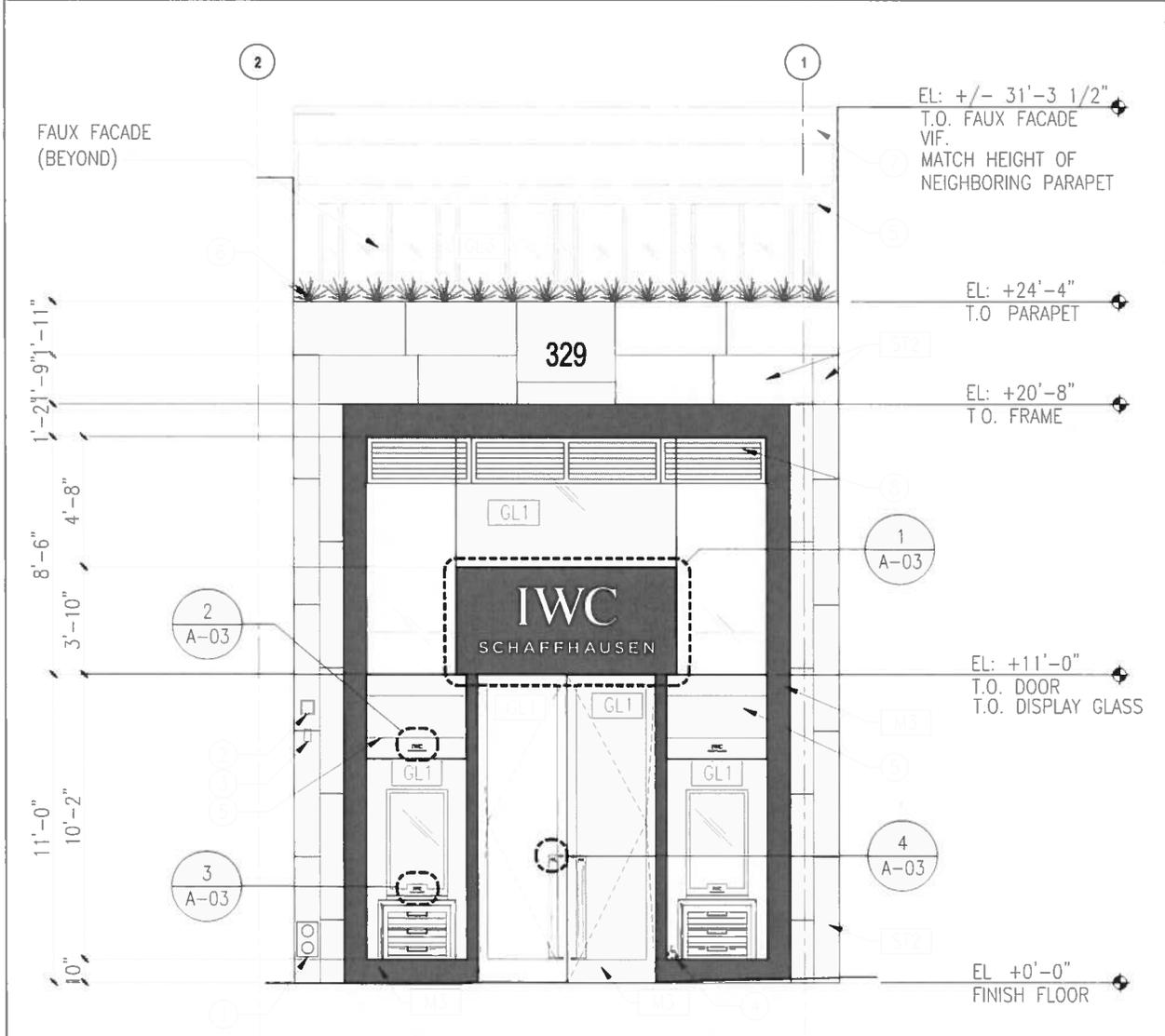
DRAWN BY: DJK  
SCALE: NTS  
DATE: 08/3/15  
PROJECT NO: 0177

**A-01**

DRAWING NO:

**FINISH AND MATERIAL SCHEDULE**

TYPE	MATERIAL	DESCRIPTION	SPECIFICATION	REMARKS
ST2 (13.2)	STONE	STOREFRONT	PRODUCT LINE: LIMESTONE TO MATCH EXISTING STOREFRONT	G.C TO SPECIFY QUANTITY REQUIRED
			FINISHING: LIGHT EVEN TEXTURE	ALL EDGES CHAMFERED TO 45° MIN THICKNESS ALLOWED 1"
M3 (4.8)	METAL (ALUM)	DOORS/ STOREFRONT BLACK POWDER COATED	POWDER COATED ALUMINUM	
			FINISH: MATTE COLOR: BLACK RAL 9005	
GL1 (9.1)	GLASS	STOREFRONT STARPHIRE CLEAR GLASS EN356/P7B BULLET RESISTANT	PATTERN NAME: CLEAR	REFER TO PLANS, ELEVATIONS, AND DETAILS FOR APPLICATION PREFIXES ALL GLASS PANELS SUPPLIED W/OUT SEALS OR LOGOS
			TEMPERED GLASS FINISH: STARPHIRE	
GL3	GLASS	FAUX FACADE GLASS	PATTERN NAME: CLEAR	
			1/2" STARPHIRE TEMPERED FINISH: TBD	

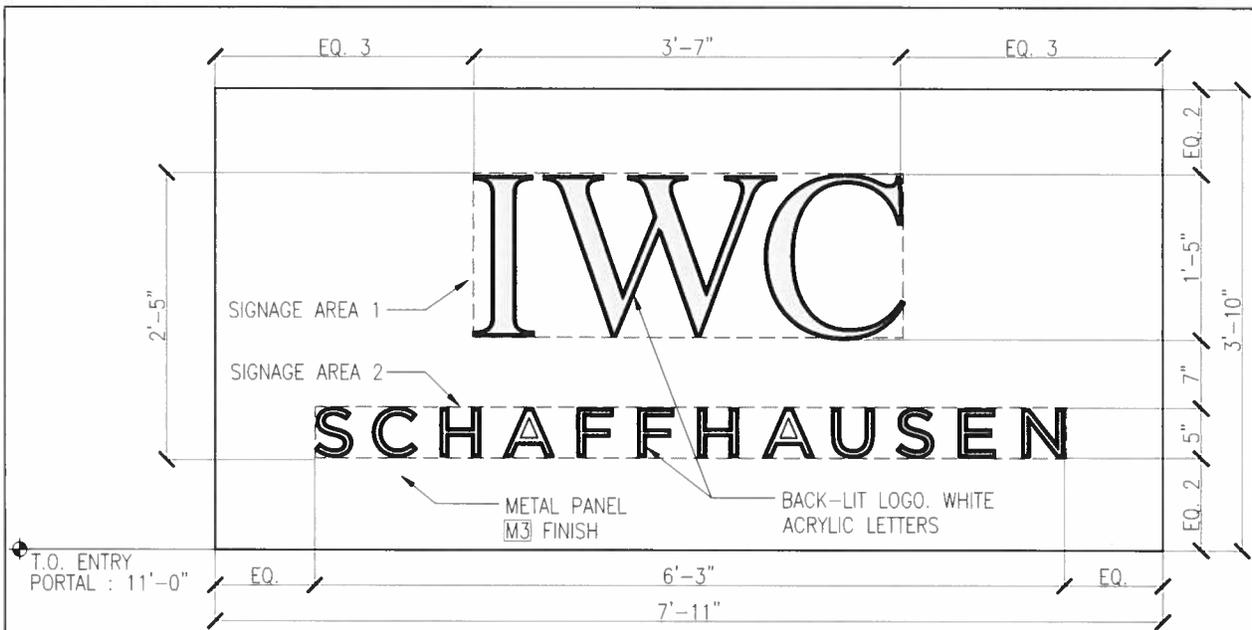


**1 PROPOSED ELEVATION**  
SCALE: 1/4" = 1'-0"

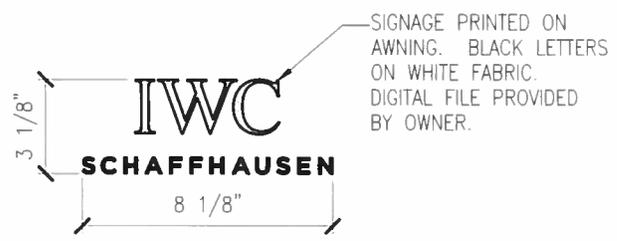
**KEYNOTES:**

- |                                       |   |                                       |
|---------------------------------------|---|---------------------------------------|
| 1. RELOCATE EXISTING FIRE CONNECTION. | 4. ADA WINDOW DECAL SIGNAGE AT ENTRANCE | 6. ARTIFICIAL PLANTERS AT PARAPET TBD |
| 2. EQUIPMENT PANEL.                   | 5. (N) AWNING                           | 7. STUCCO TO MATCH [ST2]              |
| 3. FIRE ALARM.                        |   | 8. LOUVER BEHIND GLASS                |

<p><b>IWC</b> <b>SCHAFFHAUSEN</b></p> <p>329 N. Rodeo Dr. Beverly Hills, CA 90210</p>	<p><b>GRUENASSOCIATES</b> ARCHITECTURE PLANNING INTERIORS</p> <p><small>2022 New York Ave. Suite 202 Los Angeles, California 90028 www.gruenassociates.com Tel: 310 249 7 888 Fax: 310 249 7 888</small></p>			<p>DRAWN BY: DJK SCALE: 1/4" = 1'-0" DATE: 08 3 15 PROJECT NO: <b>A-02</b> DRAWING NO:</p>
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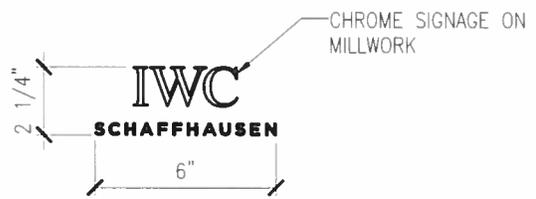


**1 IWC SIGNAGE @ STOREFRONT**  
SCALE: 1" = 1'-0"



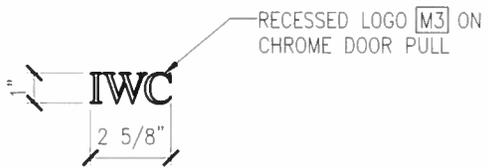
STOREFRONT SIGNAGE AREA 1 1.42 SF x 3.6 SF = 5.11 SF
STOREFRONT SIGNAGE AREA 2 0.42 SF x 6.25 SF = 2.63 SF
TOTAL STOREFRONT SIGNAGE AREA (DET. 1) 5.11 SF + 2.63 SF = 7.74 SF

**2 AWNING SIGNAGE**  
SCALE: 3" = 1'-0"



AWNING SIGNAGE AREA (DET. 2) 0.26 SF x 0.68 SF x 2 = 0.36 SF TOTAL
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**3 INTERIOR DISPLAY SIGNAGE (ON MILLWORK)**  
SCALE: 3" = 1'-0"



INTERIOR DISPLAY SIGNAGE AREA (DET. 3) 0.19 SF x 0.50 SF x 2 = 0.19 SF TOTAL
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DOOR PULL SIGNAGE AREA (DET. 4) 0.08 SF x 0.22 SF x 2 = 0.04 SF TOTAL
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**4 DOOR PULL SIGNAGE**  
SCALE: 3" = 1'-0"

<p><b>MAXIMUM ALLOWABLE SIGNAGE AREA:</b> 2 SQ. FT. PER LINEAR FT. OF STREET FRONTAGE (BHMC SECT. 10.4.604.B.1) 19'-5 3/8" IWC STREET FRONTAGE x 2 SQ. FT. = 38.9 SQ. FT.</p> <p><b>SIGN AREA CALCULATION:</b> 7.74 + 0.36 + 0.19 + 0.04  = 8.33 SQ. FT. TOTAL &lt; 38.9 SQ. FT.</p>
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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 OF A REVISION TO A PREVIOUSLY APPROVED SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 329 NORTH RODEO DRIVE (PL1511075 – IWC SCHAFFHAUSEN).

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

Section 1. Ashok Vanmali, Gruen Associates, agent, on behalf of the property owner, Metropole Realty Advisors, Inc., and the tenant, IWC Schaffhausen, (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved sign accommodation for multiple business identification signs for the property located at 329 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 August 19, 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.

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: August 19, 2015

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Ryan Gohlich, Commission Secretary  
Community Development Department

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Andrea Gardner Apatow, Chair  
Architectural Commission