



Architectural Commission Report

Meeting Date: Wednesday, August 19, 2015

Subject: RALPH LAUREN (PL1509387)
456 North Rodeo Drive

Request for approval of a façade modification, business identification signage, awning signage, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

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 façade modification, business identification signage, awning signage, and a construction barricade graphic for Ralph Lauren located at 456 North Rodeo Drive. The project includes the following components:

Façade Modification

- Paint existing stone façade, plaster arches, and stone base in white;
- Blue canvas awnings;
- White-painted, fixed wood louvered shutters above awnings in existing façade recesses;
- Back paint outer portions of existing storefront glass in white (central display portion to maintain clear glazing);
- Brass/bronze finished door handles on existing entry doors, and;
- Entry-adjacent matte black, stainless steel lanterns

Business Identification Signage

- Two (2) 0.9 SF window-mounted, non-illuminated signs.

TOTAL SIGN AREA: 1.8 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 100 square feet. Based on a storefront length of 50'-0", the maximum sign area for this tenant is approximately 100 SF. In addition, a ground floor business may have an additional 5 SF sign for each fifty feet of street frontage. As such, the proposed signage is in compliance with the maximum standards set forth in the BHMC.

(continued on next page)

Attachment(s):

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

Report Author and Contact Information:

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cgordon@beverlyhills.org



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Awning Signage

- Three (3) signs, six inches (6”) in height, on each awning valance

Pursuant to BHMC §10-4-306, one horizontal line of letters and symbols that does not exceed seven inches (0'-7”) in height, which identifies the name and occupation of the tenant or owner, may be fixed to the awning valance. As proposed, the proposed awning signage is in compliance with the maximum standards set forth in the BHMC.

Construction Barricade Graphic

The applicant is also requesting a construction barricade graphic consisting of a pastoral scene; no signage is proposed. However, a project-specific condition has also been added to indicate that 6 SF of signage must be allocated on each barricade return to adjacent tenants to ensure such tenants maintain visibility during construction. This condition will ensure consistency with the Department of Community Development's policy on barricade signage.

URBAN DESIGN ANALYSIS

The proposed façade modifications, through the use of high quality yet understated materials and finishes, will enhance the existing façade configuration. The aesthetic presents a classic style that is representative of the tenant's image and exhibits a coherent façade design. Additionally, the business identification signage is appropriately sized and the barricade graphic is highly artistic in its execution.

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.

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



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Attachment A

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

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

- New construction
 - Façade Remodel ONLY
 - Business Identification Sign(s)
 - Number of signs proposed:
 - Building Identification Sign(s)
 - Number of signs proposed:
 - Sign Accommodation (explain reason for the accommodation request below):
 - Multiple business ID _____ 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:

A new facade proposal with white finished stone, plaster, tile and metal detailing will create an elegant and sophisticated storefront. In order to attract customers, one new sign will be added at each window display and one new sign at each awning valance. The entire interior will be remodeled to complement the new exterior facade with similar finishes and materials.

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |
| <input type="checkbox"/> Other: _____ | | | | |

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below): _____

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

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

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

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID Sign(s)	2	3-6 7/8" x 3" = 89sf (x2)	1.78sf	31.46sf max. (1573sf x 0.2)
2	Business ID Sign(s)	3	7'-1 3/4" x 6" = 3 6sf (x3)	10.8sf	31.46sf max. (1573sf x 0.2)
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: Stone, Plaster, Tile, Metal
Texture /Finish: Smooth
Color / Transparency: White

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

Material: Metal Door Handles
Texture /Finish: N/A
Color / Transparency: Brass or Bronze

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

Material: Canvas
Texture /Finish: N/A
Color / Transparency: Navy Blue

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Vinyl letters on glass & Ironed letters on canvas
Texture /Finish: N/A
Color / Transparency: Gold

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Stainless Steel Sconces
Texture /Finish: N/A
Color / Transparency: Matte Black

PAVED SURFACES

Material: Marble
Texture /Finish: Smooth
Color / Transparency: White

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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.**

The design for the Ralph Lauren Temp Store uses classic finishes in order to create a luxurious and sophisticated storefront. This ties in perfectly with existing stores in Beverly Hills, and more specifically, Rodeo Drive, with the idea of something new that has seemingly been there all along.

- 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.**

N/A

- 3. Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The finishes used to lend the proposed building its new appearance will be of the highest quality. The finishes are not only classic and high-end but also durable which allows for the rich appearance of the store.

- 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.**

Rodeo Drive is known for its commitment to high end retail and the Ralph Lauren Temp Store will complement that agenda appropriately. Its classic yet sophisticated look will attract patrons, visitors, and tourists alike, expanding the exposure of Beverly Hills as the hub of high end retail in Los Angeles. Its design will present Beverly Hills as a city interested in and receptive to beautiful architecture.

- 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.**

Rodeo Drive is characterized by the unique looks of all of the high end retail stores and the proposal for the Ralph Lauren Temp Store will complement the overall aesthetic of Rodeo Drive and, ultimately, the City of Beverly Hills. The signage proposed and the overall approach for the facade is within the boundaries of the municipal code and will be tested for overall performance and aesthetics.



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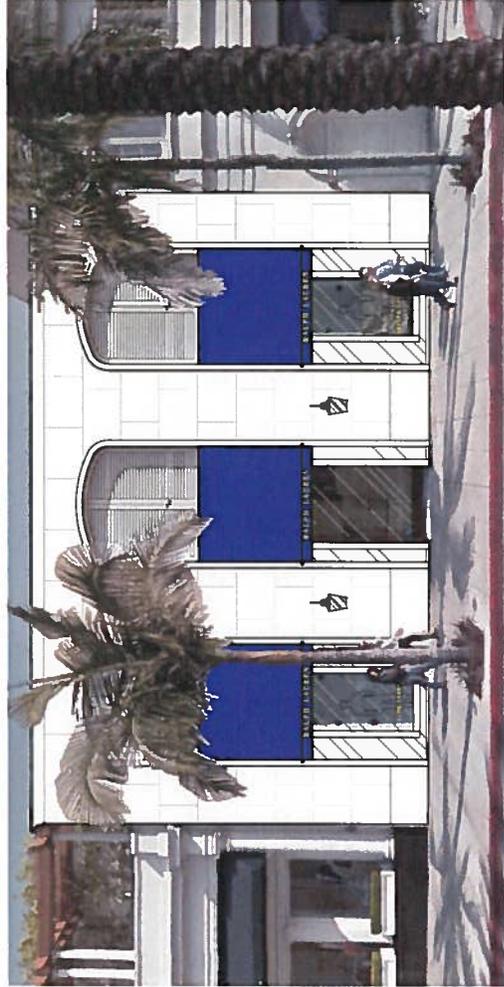
455 North Rexford Drive, Room 280-A

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Attachment B
Project Design Plans



1 EXISTING ELEVATION
SCALE: AS SHOWN

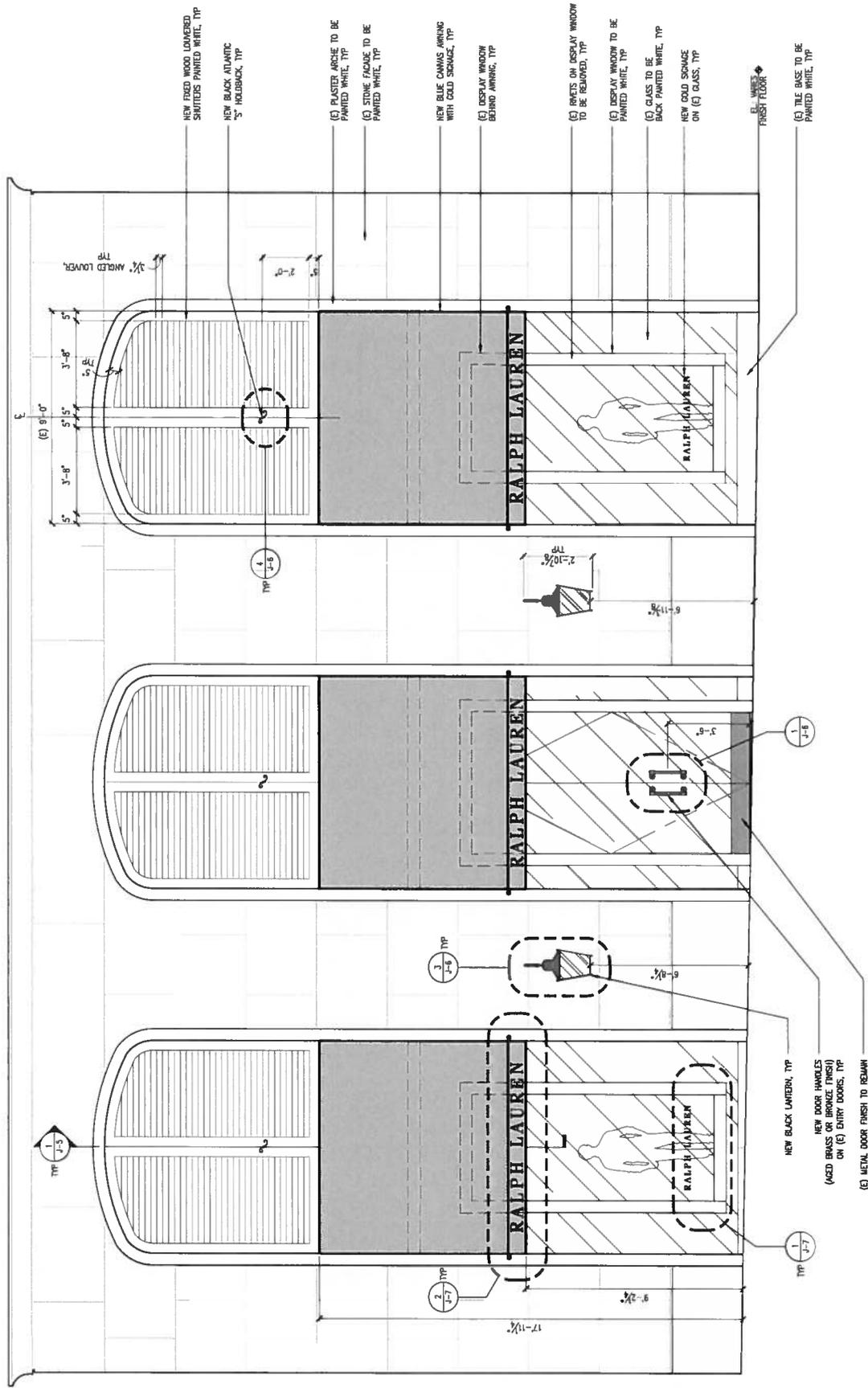


2 PROPOSED ELEVATION
SCALE: AS SHOWN

RALPH LAUREN
456 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

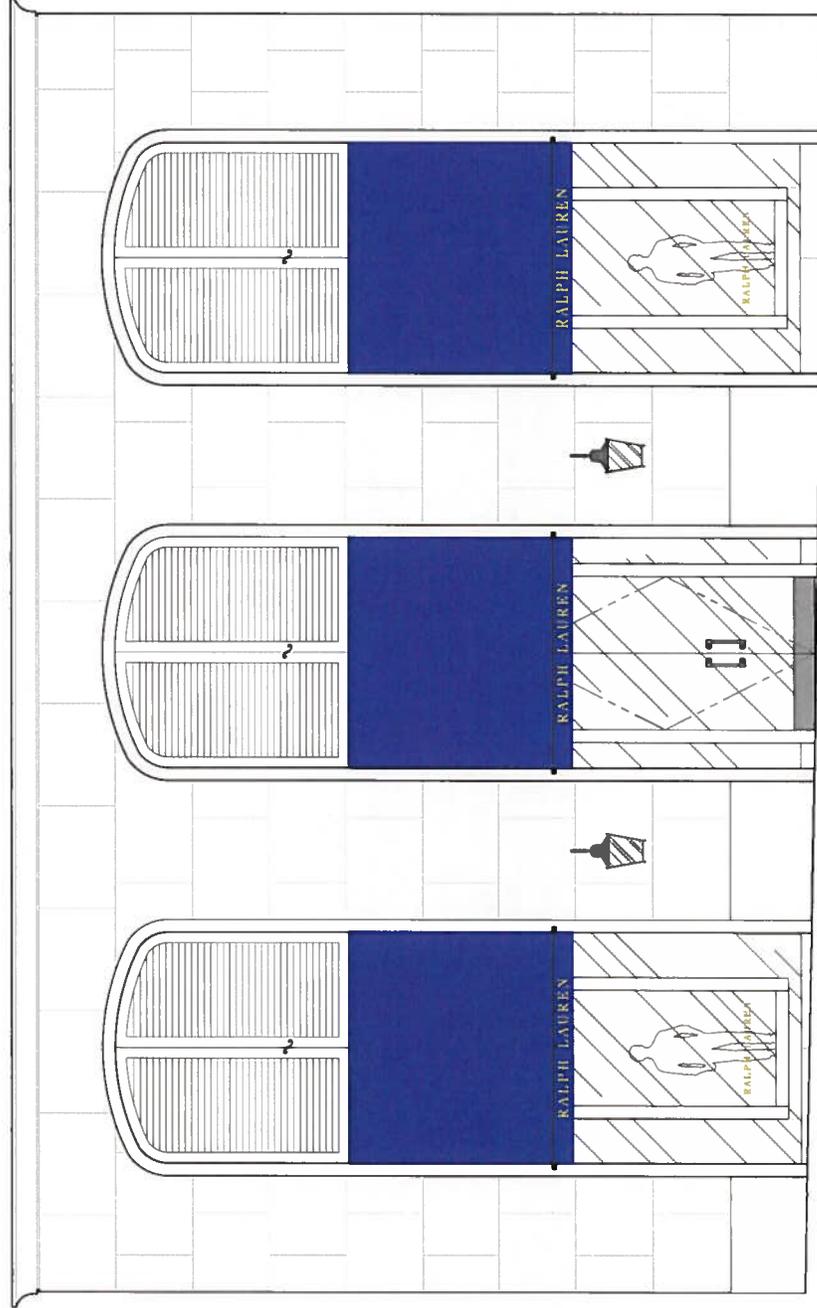
EXISTING AND PROPOSED ELEVATION
SCALE: NTS



RALPH LAUREN
 486 NORTH ROODEO DRIVE
 BEVERLY HILLS, CA 90210

GRUENASSOCIATES
 ARCHITECTURE PLANNING INTERIORS

EXTERIOR ELEVATION
 SCALE: 1/4" = 1'-0"

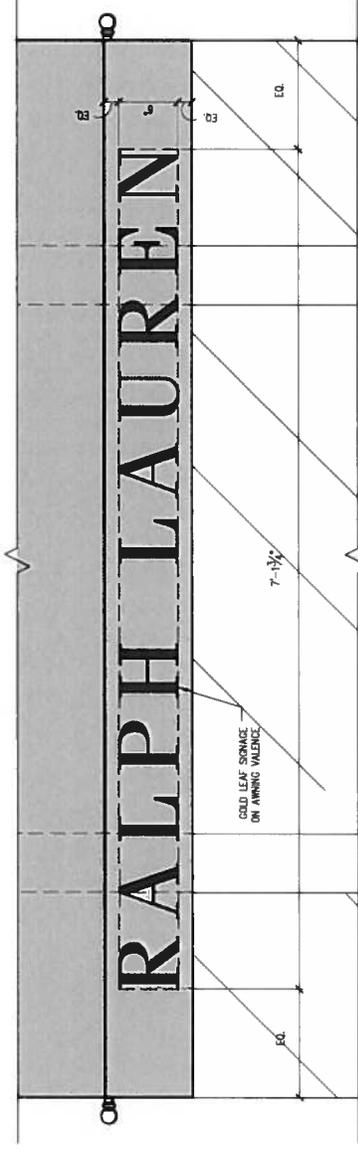


RALPH LAUREN
458 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

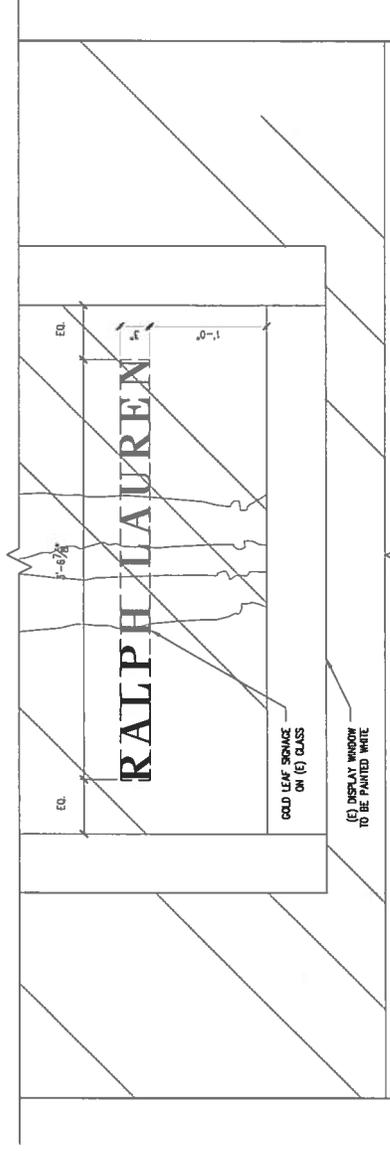
COLOR ELEVATION
SCALE: NTS

SIGNAGE SCHEDULE			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	MAXIMUM AREA PERMITTED BY CODE
BUSINESS ID SIGN TYPE "A"	2	0.89 SQ. FT. X 2 = 1.78 SQ. FT.	24.48 SQUARE FEET (LESS PACKAGE AREA X 2)
BUSINESS ID SIGN TYPE "B"	3	3.6 SQ. FT. X 3 = 10.8 SQ. FT.	24.48 SQUARE FEET (LESS PACKAGE AREA X 3)
TOTAL	5	12.58 SQ. FT.	24.48 SQUARE FEET (LESS PACKAGE AREA X 5)



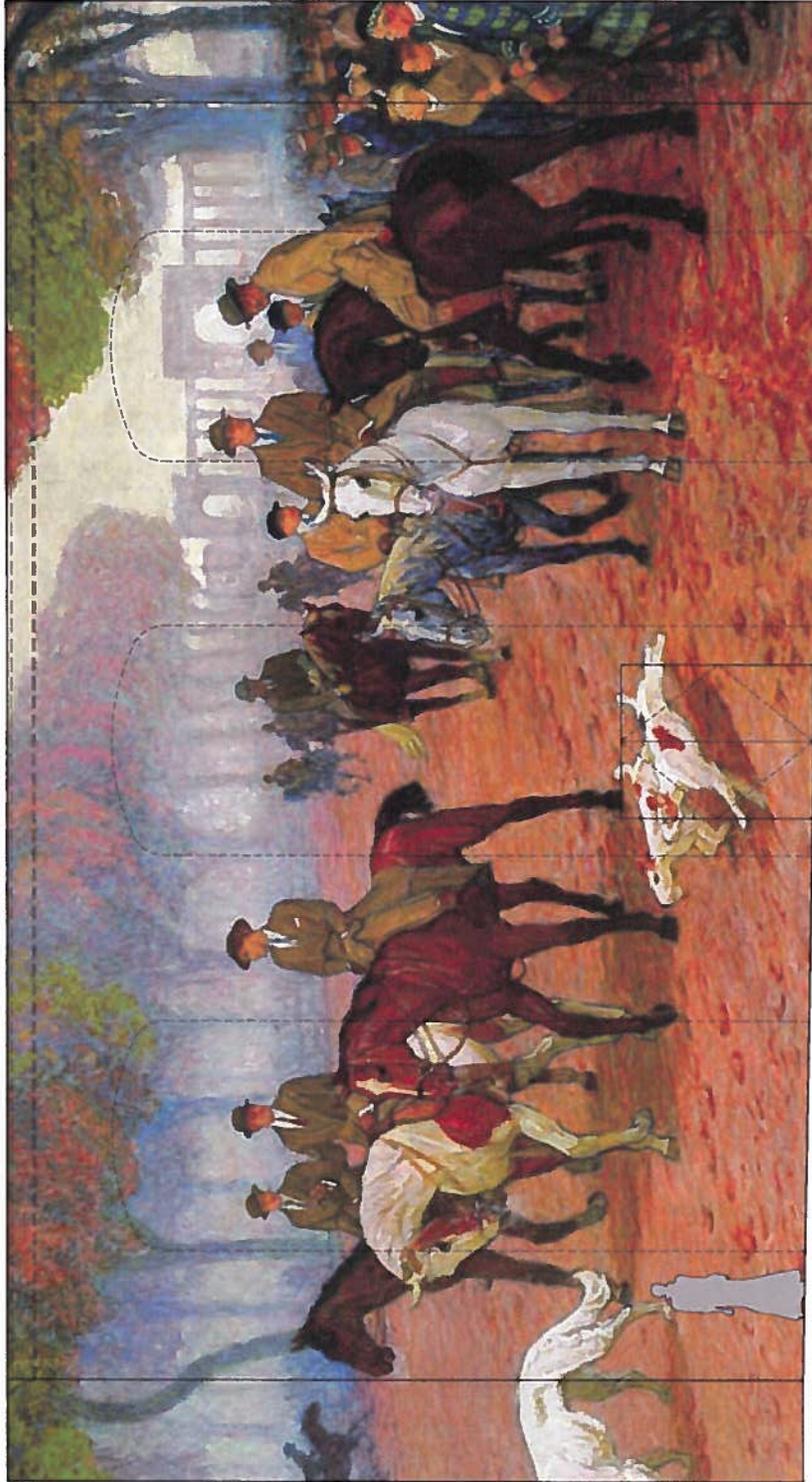
TYPE "B" (3.6 SQ. FT.)
BUSINESS ID SIGNAGE ELEVATION

2
SCALE: AS NOTED



TYPE "A" (0.89 SQ. FT.)
BUSINESS ID SIGNAGE ELEVATION

1
SCALE: AS NOTED



SIDE PANEL

SIDE PANEL

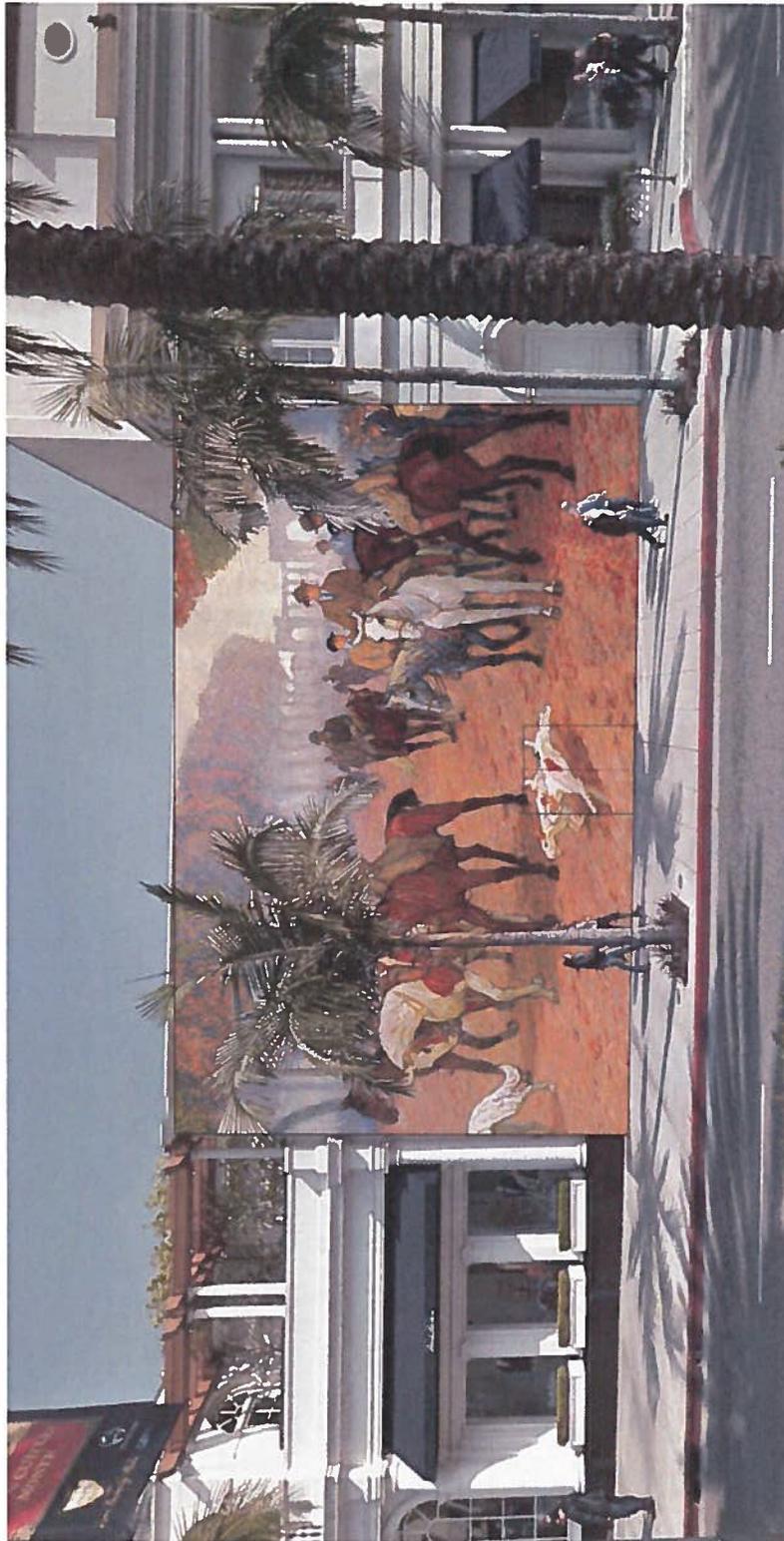
RALPH LAUREN
458 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

BARRICADE ELEVATION GRAPHIC
SCALE: NTS

June 29, 2015

J-9



RALPH LAUREN
466 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

BARRICADE ELEVATION STREETSCAPE

SCALE: NTS



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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 FAÇADE MODIFICATION, BUSINESS IDENTIFICATION SIGNAGE, AWNING SIGNAGE, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 456 NORTH RODEO DRIVE (PL1509387 – RALPH LAUREN).

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, The Karl B. Schruz Trust, and the tenant, Ralph Lauren, (Collectively the “Applicant”), has applied for architectural approval of a façade modification, business identification signage, awning signage, and a construction barricade graphic for the property located at 456 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

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

Standard Conditions

2. **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.
3. **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.
4. **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.
5. **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.

6. **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.
7. **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.
8. **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.
9. **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

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission