



Architectural Commission Report

Meeting Date: Wednesday, October 21, 2015

Subject: **BALENCIAGA (PL1526946)**

353 North Rodeo Drive

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

Project agent: Tim Eastman – Pacific Construction

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 remodel and business identification signage for Balenciaga located at 353 North Rodeo Drive. The project includes the following components:

Façade Remodel

- Polished verde green marble façade and recessed entry, and;
- Polished stainless steel storefront system with clear glazing.

Business Identification Sign – Street-oriented

- One (1) 11.18 SF façade-mounted, edge-illuminated, polished stainless steel business identification sign (sign copy: business name), and;
- One (1) 1.24 SF façade-mounted, edge-illuminated, polished stainless steel business identification sign (sign copy: business name).

TOTAL SIGN AREA: 12.42 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum sign area for a ground floor business with street frontage is calculated at a ratio of 2 SF for each one foot of linear street frontage. Based on a street frontage of approximately 25'-7", the maximum sign area for this tenant is 51 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 business identification signage is within the maximum standards set forth in the BHMC.

Business Identification Sign – Alley-oriented

- One (1) 0.7 SF façade-mounted, non-illuminated, polished stainless steel business identification sign (sign copy: business name).

Pursuant to BHMC §10-4-604, a ground floor business with street frontage shall also be entitled to a business identification sign adjacent to an entrance of the business if such entrance is from a public

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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right-of-way and through a wall of a building not permitted to otherwise contain a business identification sign (i.e., an alley-oriented wall). Such sign shall be located below a height of eight feet above grade; shall not be lighted or illuminated if it faces a residential zone, and; shall not exceed four square feet in area. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The proposed façade remodel, through its simple and clean configuration and choice of high quality materials, presents a well-executed and understated design that will serve as a positive enhancement to the streetscape. The parapet height cannot be increased as it is currently at its maximum height above the adjacent roof deck; however, the proposed project will maintain the existing vertical modulation currently present between the adjacent storefronts to the north and south. Additionally, the business identification signage is appropriate in its size, material, configuration, and illumination and will contribute positively to the overall aesthetic of the tenant space.

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 (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
- Remodel: Int. & Ext, no floor area added
- Façade Remodel ONLY
- Remodel: Int. & Ext, floor area added
- Business Identification Sign(s)
 - Number of signs proposed:
- Awning(s): New Recovery
- Building Identification Sign(s)
 - Number of signs proposed:
- Open Air Dining: #Tables # Chairs
- Sign Accommodation (explain reason for the accommodation request below):
 - Number of signs proposed:
- Other: _____

C Describe the scope of work proposed including materials and finishes:

Tenant improvement of existing retail space with new facade and interior work. Main facade material to be Verde Green Marble with a Large display window and recessed entry. Window and Door frame to be polished stainless steel.

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) | 1 | 12" x 11' 2-1/8" | 11.18 | 12.42 sf total < 51.16sf (25.58sf x 2 sf) |
| 2 | Business ID Sign(s) | 1 | 4" x 3' 8-3/4" | 1.24 | |
| 3 | Alley Sign(s) | 1 | 3" x 2' 9-1/2" | .7 | |
| 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: Marble
Texture /Finish: polished
Color / Transparency: Verde Green

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

Material: Clear Glass / Polished stainless mullions and frames
Texture /Finish: _____
Color / Transparency: Starphire Glass/ Polished Stainless

ROOF

Material: _____
Texture /Finish: _____
Color / Transparency: _____

COLUMNS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BALCONIES & RAILINGS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

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

Material: _____
Texture /Finish: _____
Color / Transparency: _____

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

AWNINGS, CANOPIES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: Edge Lit Polished Stainless
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: Polished stainless
Texture /Finish: _____
Color / Transparency: _____

EXTERIOR LIGHTING

Material: _____
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: Verde Green Marble at recessed entry
Texture /Finish: Honed/polished
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

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

NA

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.**

Balenciaga boutique is a dramatic modern design. The large display window and entry is surrounded by polished stainless steel to contrast the beautiful Verde Green Marble. This concept design is the current brand image and look of their existing stores.

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.**

The materials and methods are high quality to insulate the building.

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 facade takes a bold approach to design and follows it through with precision detailing. The design is in context with the luxury brands along Rodeo Drive.

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.**

The proposed design is compatible with the surrounding developments by providing signage, a large display window and recessed entry.

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.**

The design keeps with all applicable codes for size, material, proposed construction, etc.



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Attachment B

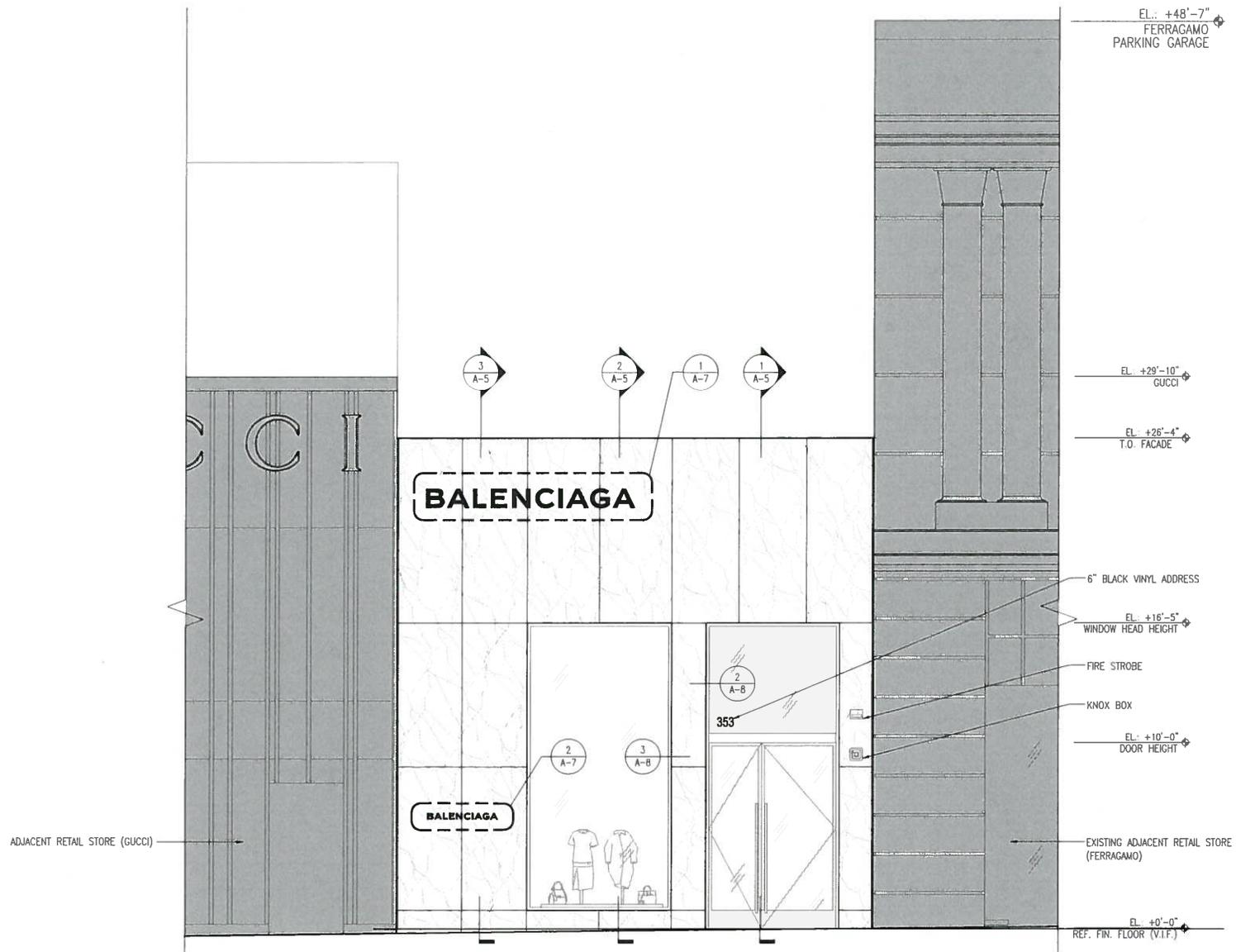
Project Design Plans

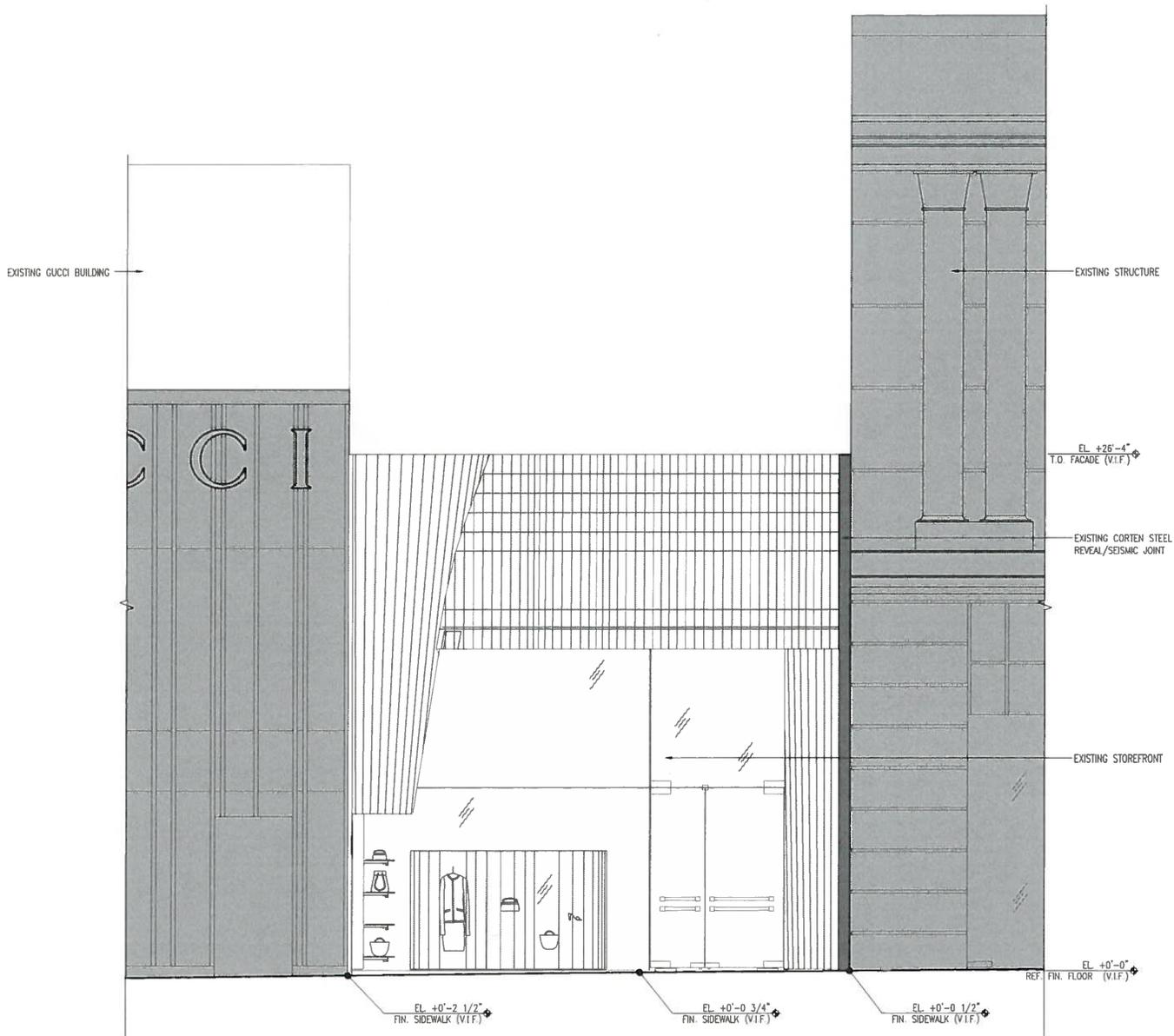


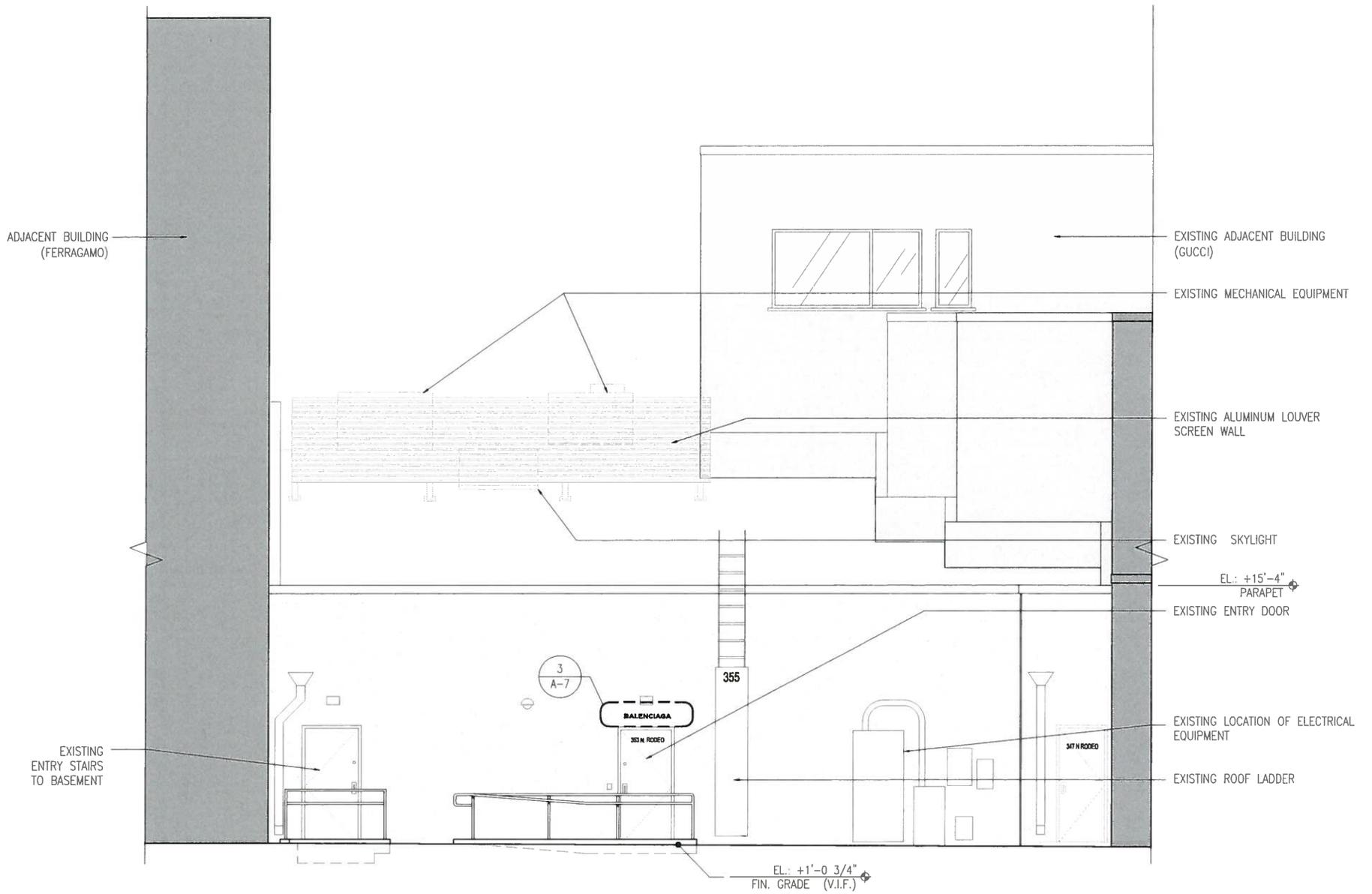
1 EXISTING ELEVATION
SCALE: NTS

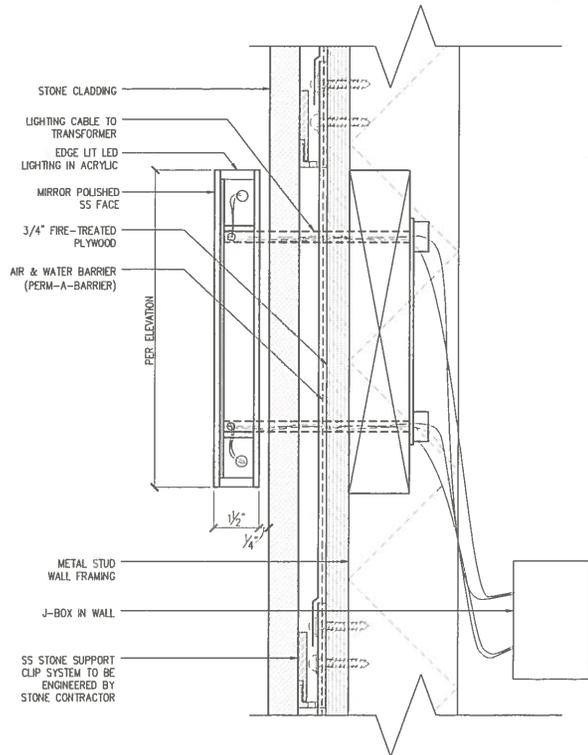


2 PROPOSED ELEVATION
SCALE: NTS









4 SIGNAGE MOUNTING DETAIL
SCALE: 3" = 1'-0"



5 PROPOSED SIGNAGE (IMAGE)
SCALE: NTS



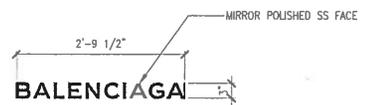
11.18 FT (WIDTH) x 1 FT (HEIGHT) = 11.18 SF

1 TYPE 'A' (11.18 SQ. FT.) BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"



3.73 FT (WIDTH) x 0.33 FT (HEIGHT) = 1.24 SF

2 TYPE 'B' (1.24 SQ. FT.) BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"



2.8 FT (WIDTH) x 0.25 FT (HEIGHT) = 0.7 SF

3 TYPE 'C' (0.7 SQ. FT.) BUSINESS ID SIGNAGE ELEVATION (REAR)
SCALE: 1/2" = 1'-0"

| SIGNAGE SCHEDULE | | | |
|--------------------------------|----------|----------------------|---|
| SIGNAGE TYPE | QUANTITY | SQUARE FOOTAGE | MAXIMUM AREA PERMITTED BY CODE |
| TYPE A BUSINESS ID SIGN | 1 | 11.18 SQ. FT. | 51.16 SF TOTAL (25.58 L.F. X 2 S.F.) |
| TYPE B BUSINESS ID SIGN | 1 | 1.24 SQ. FT. | 51.16 SF TOTAL (25.58 L.F. X 2 S.F.) |
| TOTAL | 2 | 12.42 SQ. FT. | 51.16 SF TOTAL (25.58 L.F. X 2 S.F.) |
| | | | 12.42 SF (TOTAL) < 51.16 SF (MAX ALLOWABLE) |
| SIGNAGE SCHEDULE - ALLEY | | | |
| TYPE C BUSINESS ID SIGN (REAR) | 1 | 0.7 SQ. FT. | |



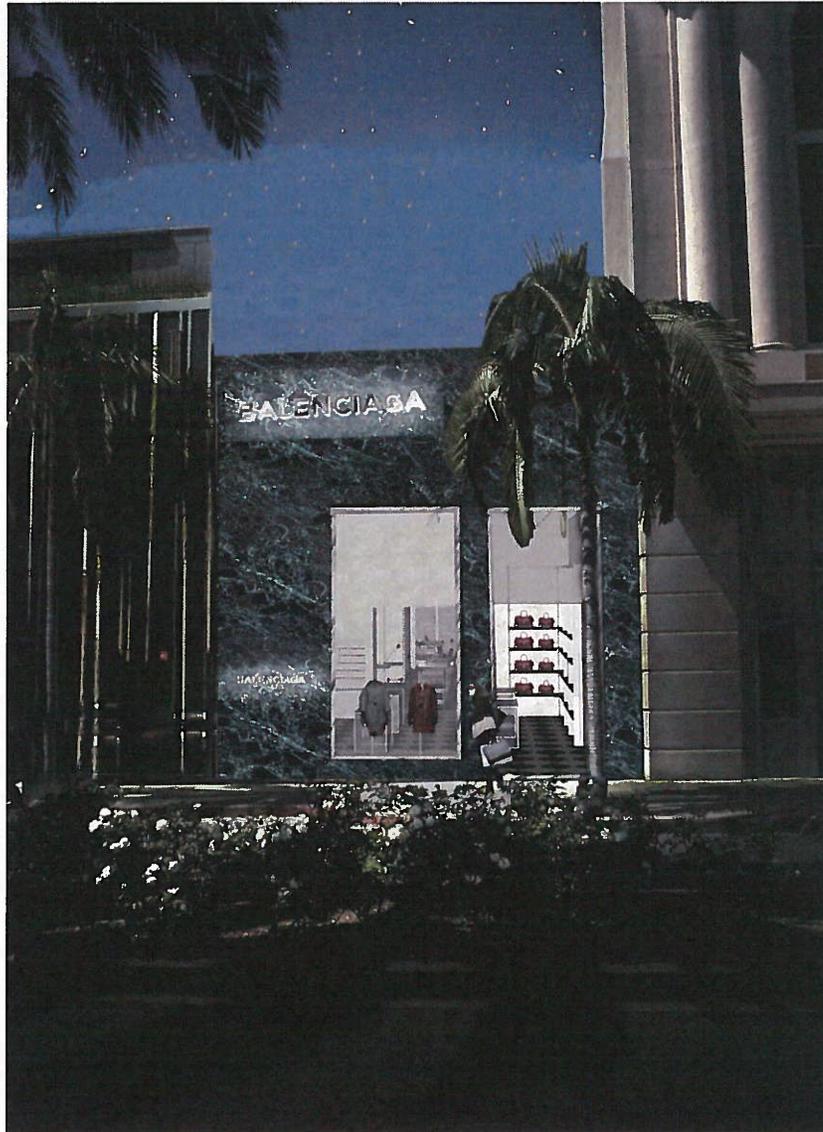
BALENCIAGA
353 N. RODEO DR., BEVERLY HILLS 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

PERSPECTIVE RENDERING AT RODEO DRIVE
SCALE: N.T.S.

October 5, 2015

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BALENCIAGA
353 N. RODEO DR., BEVERLY HILLS 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

PERSPECTIVE NIGHT RENDERING AT RODEO DRIVE

SCALE: N.T.S.

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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 FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 353 NORTH RODEO DRIVE (PL1526946 – BALENCIAGA).

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

Section 1. Tim Eastman, Pacific Construction, agent, on behalf of the property owners, Judith S. Whitmore, Patricia Grubman, and William W. Grubman, and the tenant, Balenciaga, (Collectively the “Applicant”), has applied for architectural approval for a façade remodel and business identification signage for the property located at 353 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 **October 21, 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: **October 21, 2015**

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission