



Architectural Commission Report

Meeting Date: Wednesday, April 20, 2016

Subject: **DAVID YURMAN (PL1603764)**
371 North Rodeo Drive
Request for approval of façade modifications and a sign accommodation for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project Agent: Laurent Charlet – David Yurman

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

REPORT SUMMARY

The applicant is requesting review and approval of façade modifications and a sign accommodation for multiple business identification signs for David Yurman located at 371 North Rodeo Drive. The project includes the following components:

Façade Modifications

- Replace existing stainless steel panels with bead blasted stainless steel panels;
- Remove corner vitrine and infill with Corten Steel panels, and;
- New translucent sliding panels at interior storefront.

Sign Accommodation (multiple business identification signs)

NORTH RODEO DRIVE				
Location	Size	Quantity	Illumination	Material
Upper facade	7.35 SF	1	Edge-lit	Aluminum (painted bronze)
Lower façade	0.95 SF (1.9 SF total)	2	None	Stainless steel
Storefront window	1.8 SF	1	None	Vinyl decal
TOTAL SIGN AREA: 11.05 SF (4 SIGNS)				

BRIGHTON WAY				
Location	Size	Quantity	Illumination	Material
Upper facade	7.35 SF	1	Edge-lit	Aluminum (painted bronze)
Lower façade	0.95 SF (2.85 SF total)	3	None	Stainless steel
TOTAL SIGN AREA: 10.2 SF (3 SIGNS)				

Attachment(s):

- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution

Report Author and Contact Information:

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Pursuant to the 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 total storefront length of +100'-0" the maximum sign area is 100 square feet; the proposed sign area is 21.25 square feet. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The proposed project will maintain the overall aesthetic of the existing storefront and will continue to serve as a positive enhancement to the prominent intersection of North Rodeo Drive and Brighton Way. However, minor modifications have been identified specific to the proposed sign relocation on North Rodeo Drive, including:

- Consider retaining the sign at the retail entry on North Rodeo Drive, or, alternatively, review the introduction of a signature architectural feature to appropriately highlight the store entry with the relocation of the signage to the corner.
- Provide details on the final plans for the restoration of the stacked-tone veneer in conjunction with the relocation of the signage at the entry.

Project-specific conditions have not been proposed as a result of this analysis; however, the Commission may wish to consider such comments during the course of its review.

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):
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:

1. RELOCATE EXTERIOR SIGN ON RODEO DRIVE FACADE FROM ABOVE ENTRY TO THE BRIGHTON WAY CORNER
2. REMOVE EXTERIOR CORNER VITRINE AND INFILL INVERTED CORNER WITH CORTEN STEEL PANELS - ADD "DY" SIGNAGE TO PANELS
3. ADD SIGNAGE INSIDE FORMER THEATRICAL WINDOW (TO THE RIGHT OF THE ENTRY DOORS)
4. ADD SLIDING TRANSLUCENT PANELS TO INTERIOR OF BRIGHTON WAY STOREFRONT
5. REPLACE METAL PANELS ON EXTERIOR STOREFRONT

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

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	8"x11'-10 1/2"	7.35 x 2= 14.70 (One existing)	30 SF total
2	Business ID Sign(s)	5	10"x1'-11 1/2"	4.75	
3	Business ID Sign(s)	1	4"x 5'-11"	1.80	
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: Metal and Corten Steel Panels
Texture /Finish: _____
Color / Transparency: _____

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

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

ROOF

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Decals on Storefront Glass. Stainless Steel _____
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Existig _____
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.**

Renovation of existing storefront to utilize materials already present. No new materials proposed. No increase in floor area or height of existing space.

- 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.**

No changes are being made to the existing building envelope that will affect the building environment. Materials being replaced are like-for-like.

- 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.**

Renovation of existing storefront to utilize materials already present.

- 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.**

Renovation of existing storefront to utilize materials already present. No new materials proposed. No increase in floor area or height of existing space.

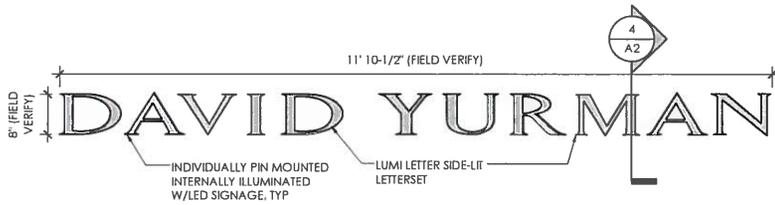
- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

Renovation of existing storefront to utilize materials already present. No new materials proposed, appearance of the building is not affected.

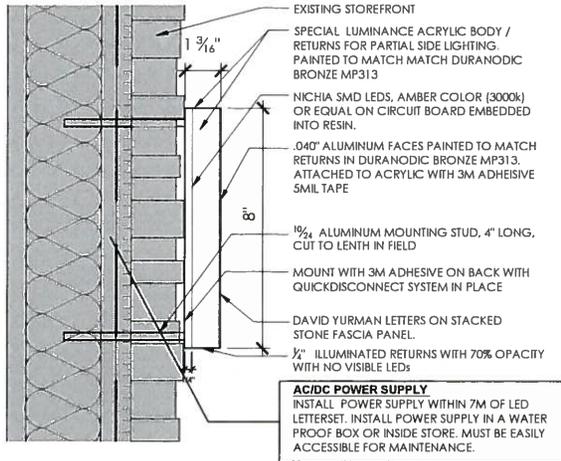


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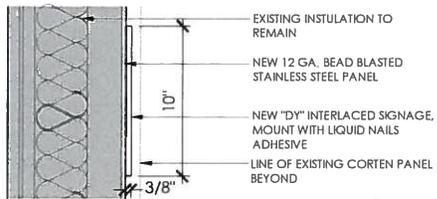
Attachment B
Project Design Plans



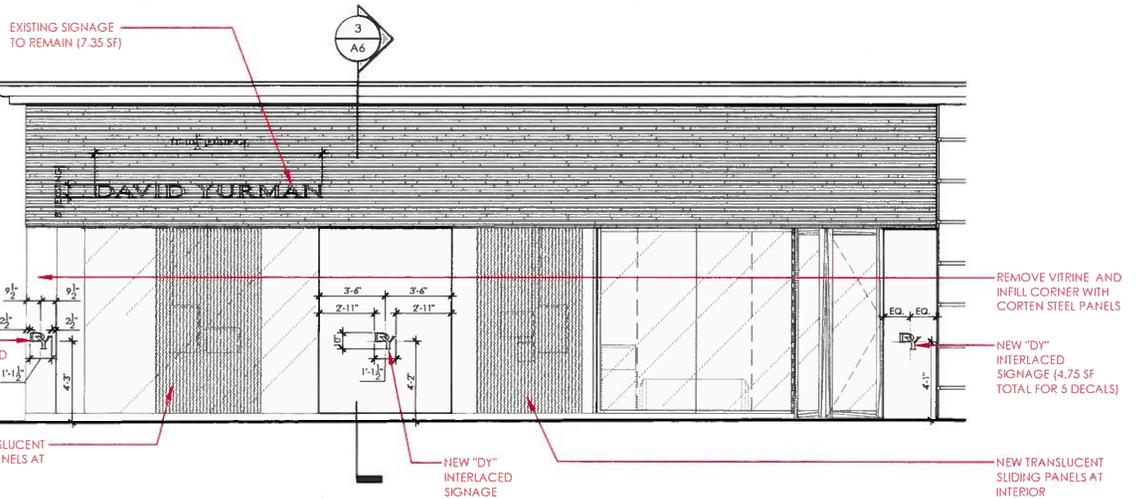
3 TYPICAL SIGNAGE ELEVATION
SCALE: 1/2"=1'-0"



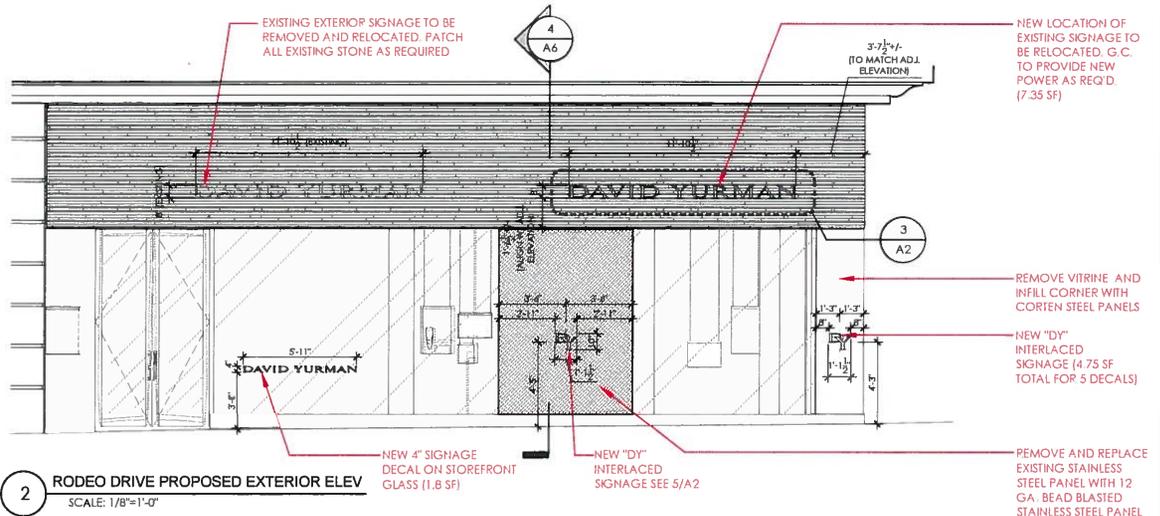
4 TYPICAL SIGNAGE SECTION
SCALE: 3"=1'-0"



5 "DY" INTERLACED SIGNAGE SECTION
SCALE: 3"=1'-0"



1 BRIGHTON WAY PROPOSED EXTERIOR ELEV
SCALE: 1/8"=1'-0"



2 RODEO DRIVE PROPOSED EXTERIOR ELEV
SCALE: 1/8"=1'-0"

kennethpark

Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

SHEET TITLE:

EXISTING / DEMO STOREFRONT ELEVATION

LOCATION:

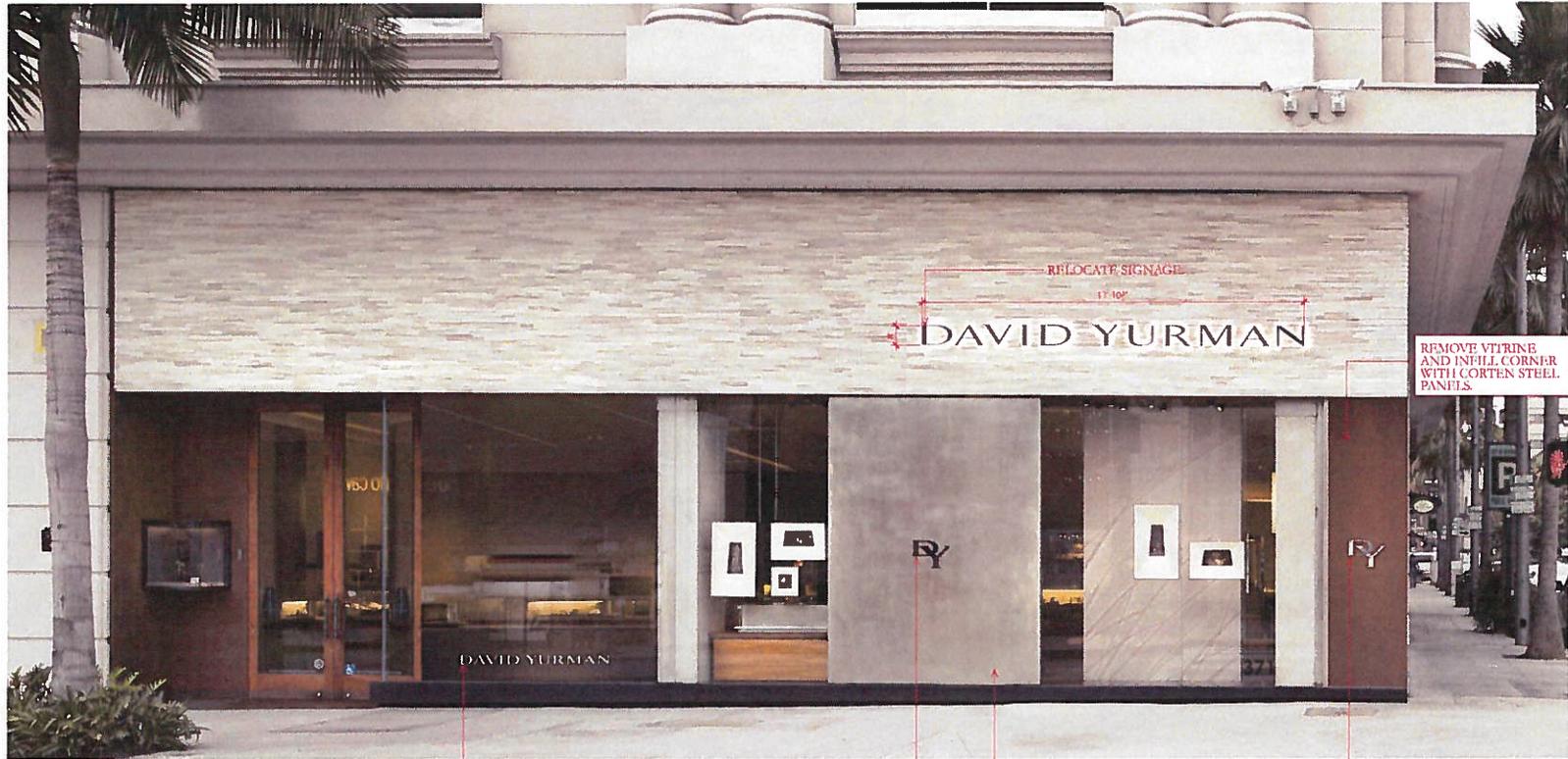
DAVID YURMAN

371 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

SHEET NO.

A2

PROJECT NO. 14-905	DATE: 03/07/16	DRAWN BY: RR	SCALE: AS NOTED	REV.	DATE	ISSUE
03/07/16 PLANNING SUBMITTAL PACKAGE						



NEW 4" SIGNAGE
DECAL ON
STOREFRONT GLASS

NEW "DY" INTERLACED
SIGNAGE

REPLACE METAL PANEL

NEW "DY"
INTERLACED
SIGNAGE

REMOVE VITRINE
AND INFILL CORNER
WITH CORTEN STEEL
PANELS

RODEO DRIVE STOREFRONT

kennethpark

Architecture
Urban Planning
Store Design
Mixed-Use
Retail Development

300 Leongton Avenue
New York, NY 10007
www.kennethpark.com

SHEET TITLE

EXISTING / PROPOSED STOREFRONT
RENDERING

LOCATION:

DAVID YURMAN

371 NORTH RODEO DRIVE
BEVERLY HILLS, CA 90210

PROJECT NO. 14-905

DATE: 03/07/16

DRAWN BY: RR

SCALE: AS NOTED

REV.

DATE

ISSUE

03/07/16 PLANNING SUBMITTAL PACKAGE

SHEET NO.

A3



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Attachment C
DRAFT Approval Resolution

RESOLUTION NO. AC-XX-16

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR FAÇADE MODIFICATIONS AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 371 NORTH RODEO DRIVE (PL1603764 – DAVID YURMAN).

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

Section 1. Laurent Charlet, David Yurman, agent, on behalf of the property owner, City of Beverly Hills, and the tenant, David Yurman, (Collectively the “Applicant”), has applied for architectural approval for façade modifications and a sign accommodation for multiple business identification signs for the property located at 371 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 **April 20, 2016** 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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **April 20, 2016**

Mark Odell, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission