



Architectural Commission Report

Meeting Date: Wednesday, September 21, 2016

Subject: **HARRY WINSTON (PL1621850)**
310 North Rodeo Drive

Request for approval of a façade remodel, a building identification sign, a sign accommodation for multiple business identification signs, a sign accommodation to allow awning signage to exceed seven inches (7") in height, a sign accommodation to allow alley-oriented business identification 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 a public hearing to discuss the project details and provide the applicant with an approval, as conditioned.

REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a building identification sign, a sign accommodation for multiple business identification signs, a sign accommodation to allow awning signage to exceed seven inches (7") in height, a sign accommodation to allow alley-oriented business identification signage, and a construction barricade graphic for Harry Winston located at 310 North Rodeo Drive. The project, which will combine two separate storefronts into one to occupy the entire building, includes the following components:

Façade Remodel

North Rodeo Drive elevation

- Travertine façade cladding;
- Navy-colored awnings at façade windows;
- Antique bronze storefront system with low-iron security glazing;
- Stone banding above second floor windows with LED uplights/downlights;
- Matte black and gold metal lighting pedestals adjacent to entry;
- Retractable navy-colored awning at (e) third floor patio;
- Matte black railings at façade windows and at (e) third floor patio;
- Three (3) dragon trees with LED accent lights and drought tolerant landscaping at (e) third floor patio.

Alley elevation

- Aluminum façade paneling (color to match travertine cladding);
- Paint (e) equipment screen to match travertine cladding;
- Aluminum window frames with fixed windows at second floor;
- Flush-mounted access doors, and;
- Recessed downlights at underside of soffit.

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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Building Identification Signage

N. RODEO DRIVE				
Location	Size	Quantity	Illumination	Material
Upper facade	33.2 SF	1	Halo	Antique bronze
TOTAL SIGN AREA: 33.2 SF (1 SIGN)				

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the total building identification sign area on any one side of a building shall not exceed two percent (2%) of the vertical surface area of such side, excluding penthouse walls. Based on a vertical surface area of approximately 1,660 square feet, the maximum building identification sign area is 33.2 square feet. As such, the proposed building identification sign is consistent with the standards set forth in the BHMC.

Business Identification Signs (Sign Accommodation)

N. RODEO DRIVE				
Location	Size	Quantity	Illumination	Material
Display windows	0.09 SF	4	Non-illuminated	TBD
TOTAL SIGN AREA: 0.36 SF (4 SIGNS)				

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. As such, the proposed business identification signage is consistent with the standards set forth in the BHMC.

Awning Signage (Sign Accommodation)

N. RODEO DRIVE				
Location	Size	Quantity	Illumination	Material
Awnings	Height: 14"	8	Non-illuminated	Printed on fabric awning

Pursuant to BHMC §10-4-306, the Architectural Commission may grant a sign accommodation to allow letters and symbols to be painted or fixed in more than one line or exceed seven inches (7") in height if the combined height of the letters and symbols in all lines and the space or spaces between lines does not exceed fourteen inches (14") in overall height. As proposed, the building identification sign area is consistent with the standards set forth in the BHMC.



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Alley-oriented Signage (Sign Accommodation)

ALLEY				
Location	Size	Quantity	Illumination	Material
Upper façade	19.2 SF	1	Halo	Antique bronze
Lower façade	3.4 SF	1	Non-illuminated	Antique bronze
TOTAL SIGN AREA: 22.6 SF (2 SIGNS)				

Pursuant to BHMC §10-4-604, the Architectural Commission may grant a sign accommodation to allow a sign to be located on a wall abutting an alley or private property and not abutting a public street, if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed seventy five percent (75%) of the area otherwise permissible if the wall abutted a public street. Based on a total storefront length of 100'-0" the maximum sign area is 75 square feet. As such, the proposed business identification signage is consistent with the standards set forth in the BHMC.

Construction Barricade

The applicant is also requesting a construction barricade graphic with business identification signage. Pursuant to BHMC §10-4-612, construction barricades may include 12 SF of signage that includes the name of the business, a company logo, and the opening date of the business on that portion of the construction barricade parallel to the street. Each barricade return (that portion located perpendicular to the street) may include 2 SF of such signage. As proposed, the barricade does not comply with the standards as the primary business identification sign exceeds 12 SF. The applicant has been made aware of this discrepancy and will be providing an updated plan.

Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

URBAN DESIGN ANALYSIS

The current facade improvements proposed are in response to the expansion of the existing retail location on North Rodeo Drive. The new design creates a traditional aesthetic and responds to signature features of other retail locations for this tenant. Careful consideration should be given to creating a site-specific building treatment for this location that will allow the project to create a meaningful impact along this important streetscape. In addition, landscape elements along the rear elevation and in conjunction with the surface parking lot should be further considered at this location. As the project moves forward to building plan check, the color temperature and intensity for all concealed architectural lighting shall be provided along with the final material specifications and architectural detailing for further Staff review and approval.

Project-specific conditions have been proposed in the draft approval resolution (Attachment C); however, the Commission may wish to add/amend/delete any project-specific conditions deemed necessary to make the required findings for approval.



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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
 - 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:

The existing Harry Winston space will expand into the entire building. A new facade with an elegant stone finish, grand archway entrance, decorative metal gate and classic Harry Winston awnings will be introduced to unify the building.

The entire interior will be remodeled to complement the new exterior facade with sophisticated finishes and materials, a grand stair, and refined ceiling coves.

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): _____
- 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	See Page Attached				
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: Travertine Cladding, Aluminum Panels, Stucco
Texture /Finish: Unfilled and Homed, Finish to match Travertine, smooth
Color / Transparency: Classic Roman Travertine, Color to match Travertine, White

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

Material: Metal Window Frames, Low Iron Security Glazing
Texture /Finish: Matte, N/A
Color / Transparency: Black, Clear

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: Metal
Texture /Finish: Matte
Color / Transparency: Black

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 (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Bussiness ID Sign Type "A"	2'-1" x 22'-6"	46.8	50 LF X 2 SF = 100 SF MAX	
2	Bussiness ID Sign Type "B"	1'-4" x 14'-5.75"	19.2	75 SF MAX.	
3	Bussiness ID Sign Type "C"	6.75" x 6'-1.25"	3.4	75 SF MAX.	
4	Bussiness ID Sign Type "D"	1.125" x 12" = .09 .09 x (4)	.36	50 LF X 2 SF = 100 SF MAX	
5	Awning Bussiness ID Sign Type "E"	1 1/8" x 1' = .9 .9 x (8)	7.2	100 SF X (.3) = 30 SF MAX.	
6					
7					
8					
9					
10					
11					
	Total		76.96		

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

AWNINGS, CANOPIES

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

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: Metal Lighting Pedestals
Texture /Finish: Matte
Color / Transparency: Black and Gold

PAVED SURFACES

Material: Cocoa Mat
Texture /Finish: N/A
Color / Transparency: Black

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:

Existing Planters on sidewalk to remain with existing King Palm trees. Planters on the roof terrace will have new, native landscaping including a combination of: Agave attenuata 'Kara's Stripes' - Variegated Fox Tail Agave, Sansevieria cylindrica- African Spear, Aeonium 'Cyclops' - Giant Red Aeonium, and Helichrysum petiolare 'Limelight' – Limelight Licorice Plant in the "Shaded" Planter areas. Dracaena draco - Dragon Tree, Trachycarpus fortunei- Windmill Palm, Chondropetalum tectorum - Small Cape Rush, Agave attenuata 'Nova' - Blue Fox Tail Agave, Aeonium 'Sunburst' - Copper Pinwheel, Sedum reflexum 'Blue Spruce' – Blue Spruce Stonecrop, and Sedum pachyphyllum – Stonecrop in the "Sunny" Planter area. Cordyline banksii 'Electric Star' - Electric Star Grass Tree, Pittosporum crassifolium 'Compactum'- Dwarf Karo, and Pittosporum tenuifolium 'Golf Ball'- Golf Ball Kohuhu in the planter pots.

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.**

Harry Winston is expanding their existing store and renovating the facade to bring the recognized features of the brand to Rodeo Drive. The proposed changes will enhance the quality and appearance of this area of the street. High quality Travertine will be used as the finish for the entire facade which is easy to maintain. This classic look will tie in perfectly with existing stores in Beverly Hills, and more specifically, Rodeo Drive, with the formal, symmetrical, and sophisticated design that Harry Winston is known for globally.

- 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 will be of the highest quality to give the existing building its new appearance. The finishes are not only classic and high-end but also durable which allows for the rich appearance of the store. It is well known in the building industry that Travertine is a luxurious and durable material. Similarly the window frames, Gates, handrails, and guardrails will be made of metal that is painted and will not rust or depreciate.

- 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 Harry Winston building will complement that agenda appropriately. Its formal, classic, and luxurious look will attract patrons, visitors, and tourists alike, expanding the exposure of Beverly Hills as the hub of high end retail and lifestyle brands in Los Angeles. Its design will present Beverly Hills as a city interested in and receptive to beautiful architecture and design.

- 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 Harry Winston 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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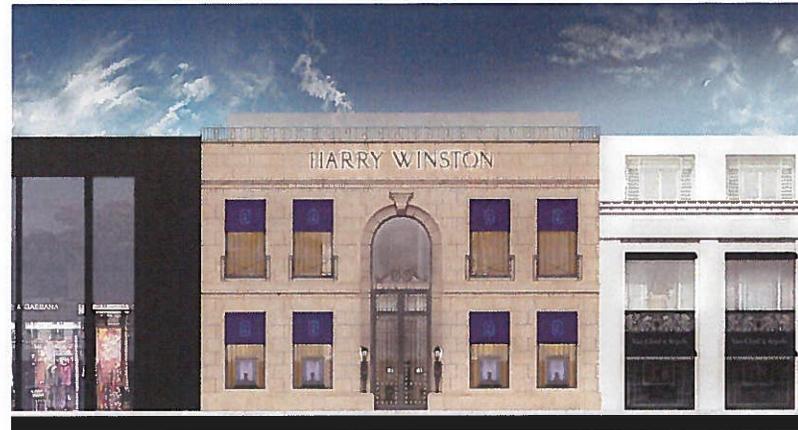
Attachment B
Project Design Plans



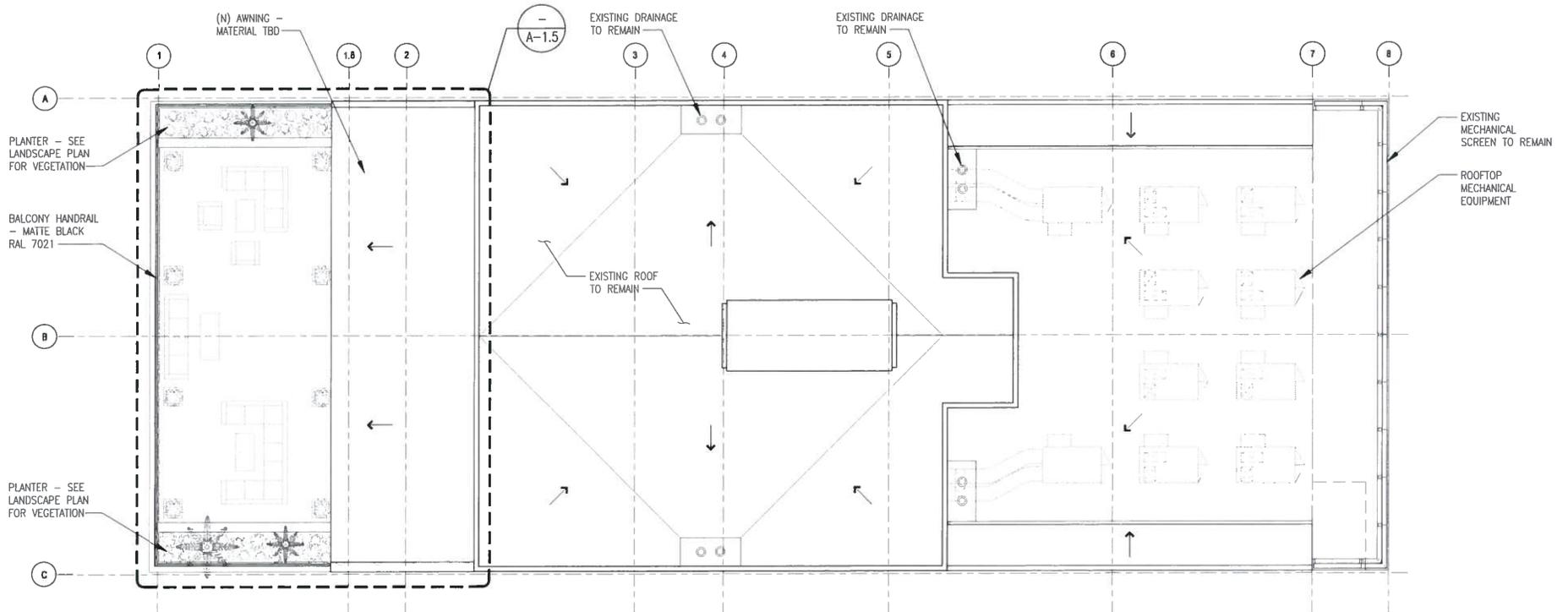
#310

#308

1 EXISTING ELEVATION
SCALE: AS NOTED



2 PROPOSED ELEVATION
SCALE: AS NOTED



PLANT PALETTE SELECTED IS A MIXTURE OF SUCCULENTS AND OTHER DROUGHT TOLERANT PLANTING TO PROVIDE INTEREST AND LUSHNESS THAT CAN THRIVE IN A "DRY SHADE" OR "DRY SUNNY" ENVIRONMENT.

A "SHADED" PLANTER PALETTE:

- AGAVE ATTENUATA 'KARA'S STRIPES' - VARIEGATED FOX TAIL AGAVE 5 GAL, 7 PER PLANTER
- SANSEVIERIA CYLINDRICA- AFRICAN SPEAR 5 GAL, 5 PER PLANTER
- AEONIUM 'CYCLOPS' - GIANT RED AEONIUM 1 GAL, 12 PER PLANTER
- HELICHRYSUM PETIOLARE 'LIMELIGHT' - LIMELIGHT LICORICE PLANT 1 GAL, 4 PER PLANTER

B "SUNNY" PLANTER PALETTE:

- DRACAENA DRACO - DRAGON TREE 15 GAL, 3 TOTAL
- CHONDROPETALUM TECTORUM - SMALL CAPE RUSH 5 GAL, 5 PER PLANTER
- AGAVE ATTENUATA 'NOVA' - BLUE FOX TAIL AGAVE 5 GAL, 5 PER PLANTER
- AEONIUM 'SUNBURST' - COPPER PINWHEEL 1 GAL, 10 PER PLANTER
- SEDUM REFLEXUM 'BLUE SPRUCE' - BLUE SPRUCE STONECROP FLATS, 3 PER PLANTER
- SEDUM PACHYPHYLLUM - STONECROP FLATS, 3 PER PLANTER

C POTS PLANT PALETTE:

- CORDYLINA BANKSII 'ELECTRIC STAR' - ELECTRIC STAR GRASS TREE 15 GAL, 2 TOTAL
- PITTIOSPORUM CRASSIFOLIUM 'COMPACTUM' - DWARF KARO 15 GAL, 2 TOTAL
- PITTIOSPORUM TENUIFOLIUM 'GOLF BALL' - GOLF BALL KOHUHU 15 GAL, 6 TOTAL

PLANTER VOLUME

LEFT PLANTER
33'-1" L x 3'-2" W x 2' D =
210 cubic feet

RIGHT PLANTER
33' L x 3'-2" W x 2' D =
209 cubic feet

Shaded Planter Palette



Agave attenuata 'Kara's Stripes' - Variegated Fox Tail Agave



Sansevieria cylindrica - African Spear



Aeonium 'Cyclops' - Giant Red Aeonium



Helicrysum petiolare 'Limelight' - Limelight Licorice Plant

Sunny Planter Palette



Dracaena draco - Dragon Tree



Chondropetalum tectorum - Small Cape Rush



Agave attenuata 'Nova' - Blue Fox Tail Agave



Aeonium 'Sunburst' - Copper Pinwheel



Sedum reflexum 'Blue Spruce' - Blue Spruce Stonecrop



Sedum pachyphyllum - Stonecrop

Potted Plants Palette



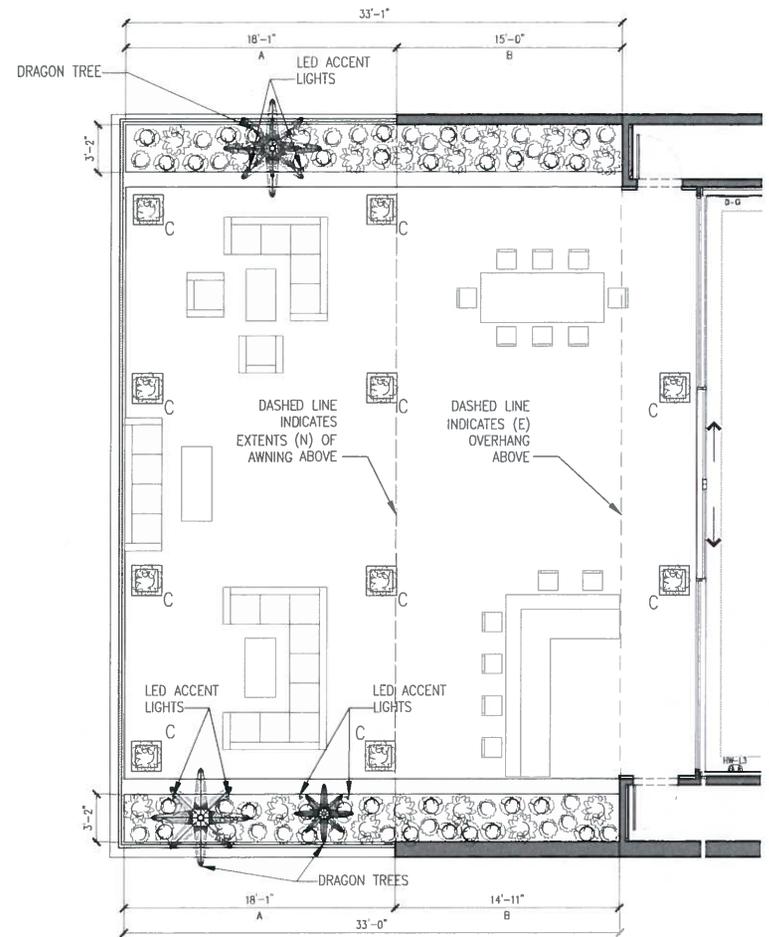
Cordylina banksii 'Electric Star' - Electric Star Grass Tree



Pittosporum crassifolium 'Compactum' - Dwarf Karo

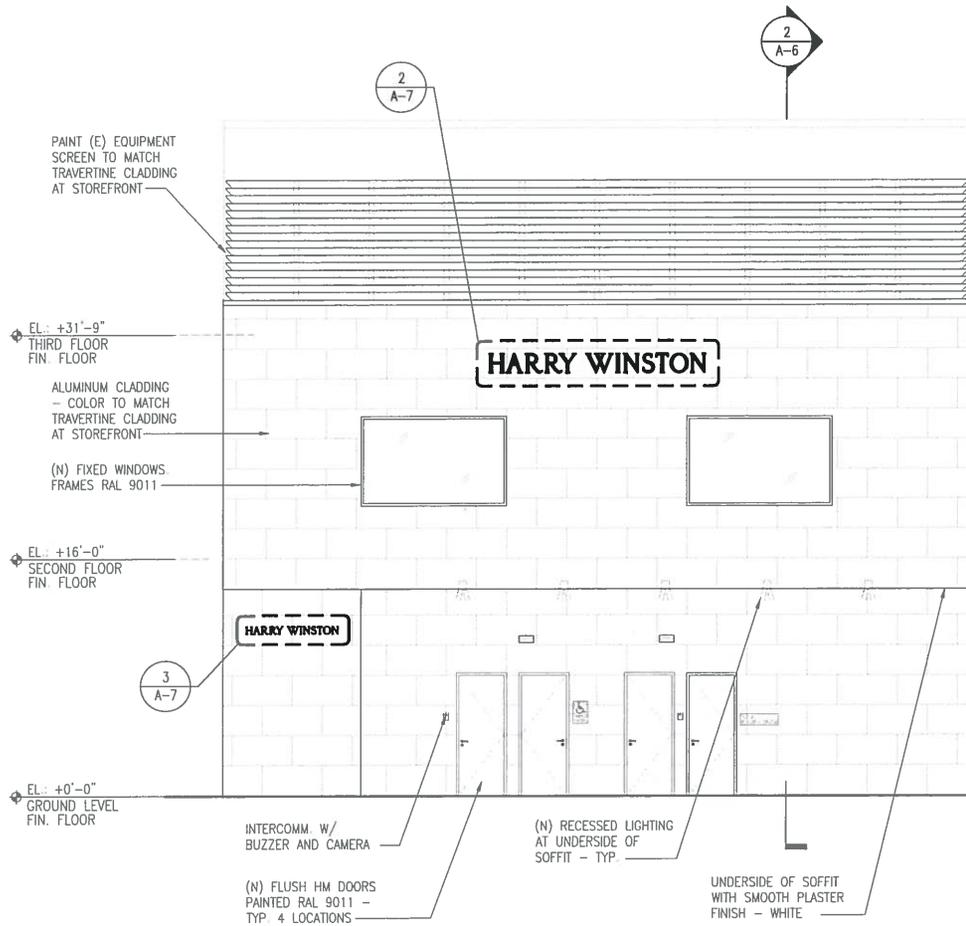


Pittosporum tenuifolium 'Golf Ball' - Golf Ball Kohuhu

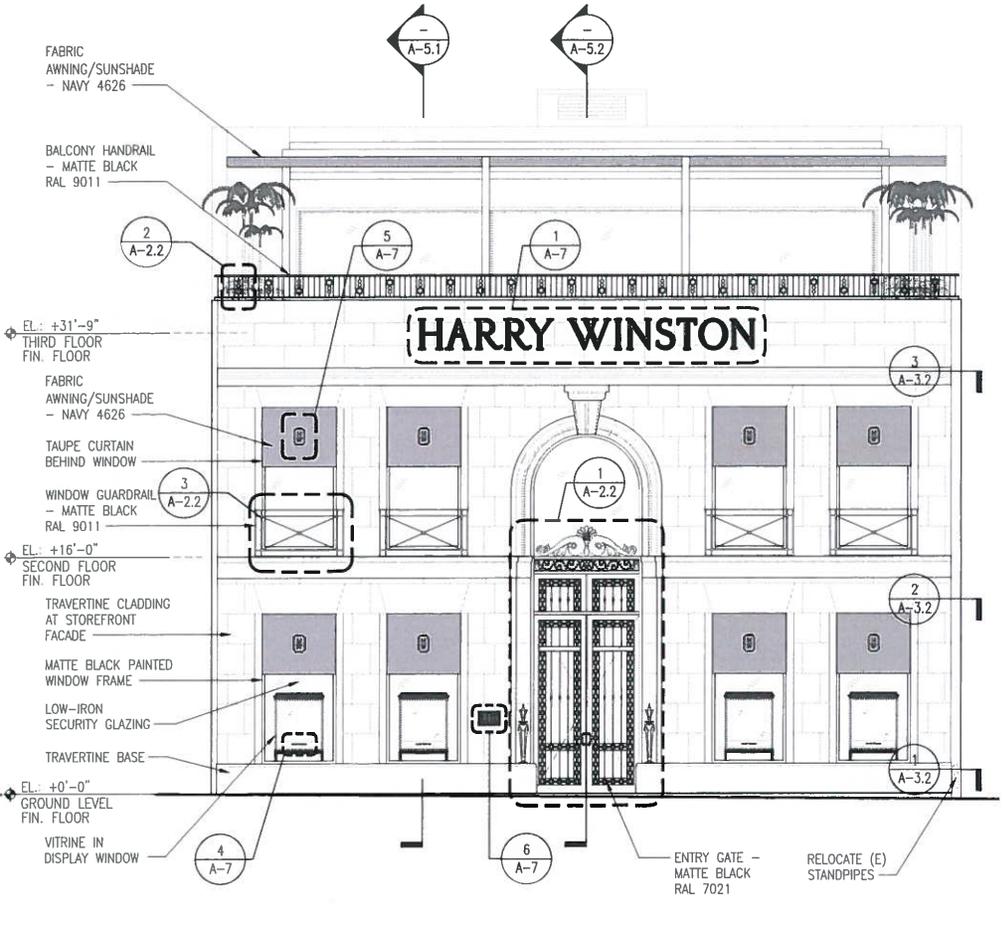


1 LANDSCAPE PLAN
SCALE: 1/8" = 1'-0"

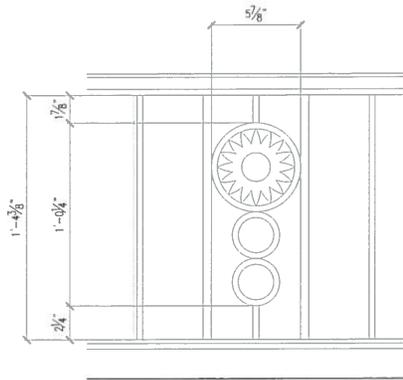




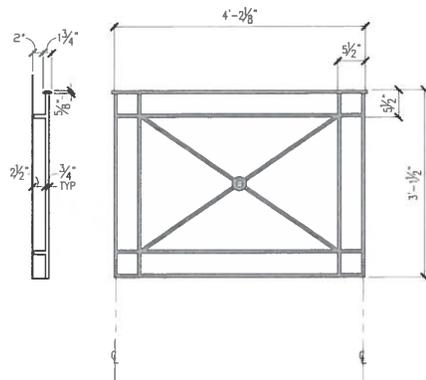
2 REAR ALLEY ELEVATION
SCALE: AS NOTED



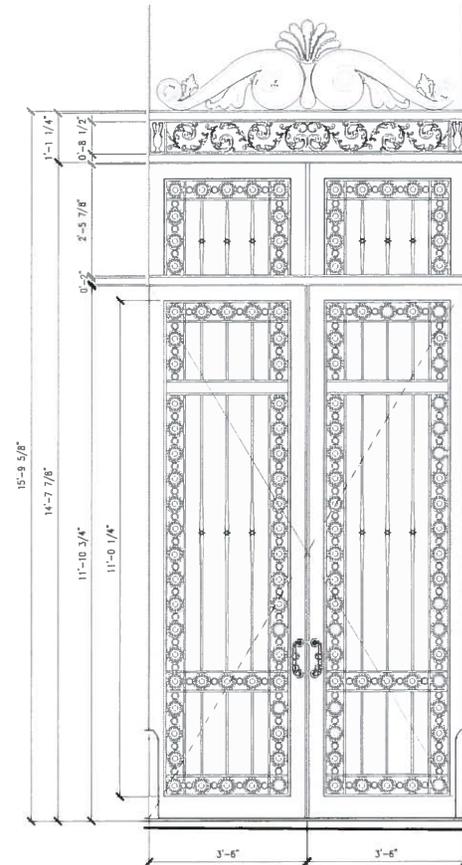
1 STOREFRONT ELEVATION
SCALE: AS NOTED



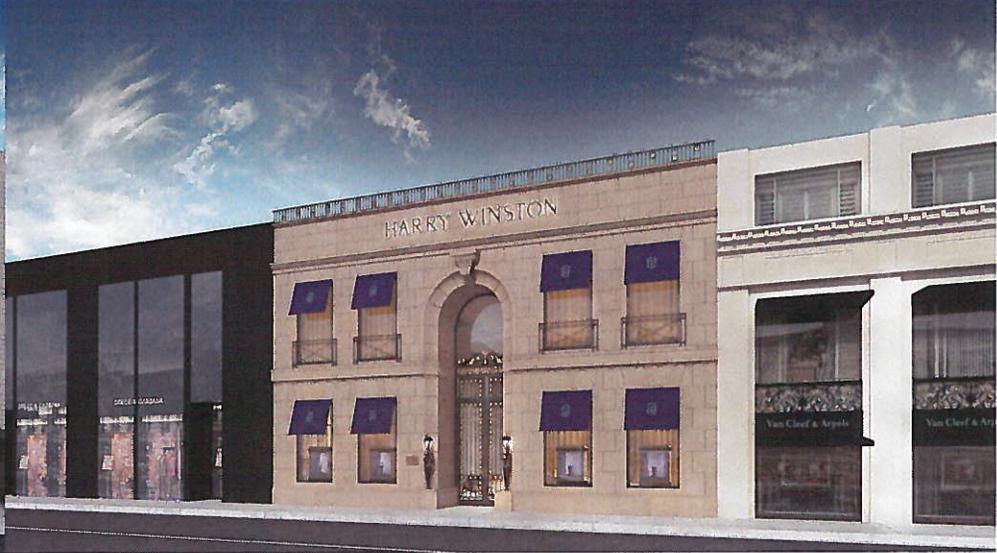
2 GUARDRAIL DETAIL
SCALE: 3/8" = 1'-0"



3 WINDOW GUARDRAIL
SCALE: 1/8" = 1'-0"



1 ENTRY GATE ENLARGED ELEVATION
SCALE: 3/8" = 1'-0"



② REAR ALLEY ELEVATION
SCALE: NTS

① STOREFRONT ELEVATION
SCALE: NTS

HARRY WINSTON
BEVERLY HILLS

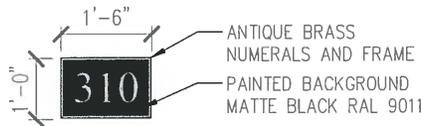
310 NORTH RODEO DRIVE
BEVERLY HILLS, CA. 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

COLORED ELEVATION
SCALE: AS NOTED

September 6, 2016

A-4



8 BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"

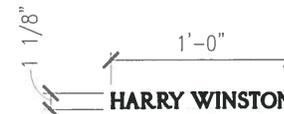


4" THICK BEVELED ANTIQUE BRONZE LETTERS W/ ADHERED 4000K WHITE LED LIGHTING.

1 TYPE "A" (33.16 SQ. FT.) BUILDING ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"



2 TYPE "B" (19.2 SQ. FT.) BUILDING ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"

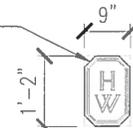


4 TYPE "D" (0.09 SQ. FT.) BUSINESS ID SIGNAGE ELEVATION
SCALE: 1 1/2" = 1'-0"

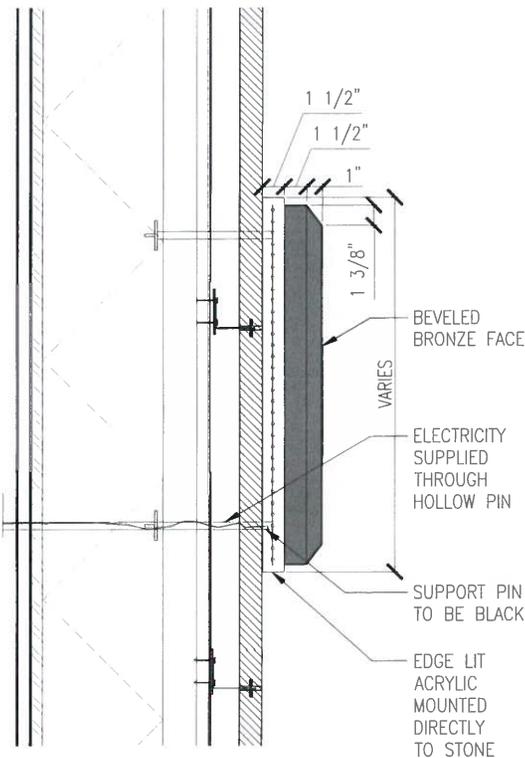


3 TYPE "C" (3.4 SQ. FT.) BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"

HW LOGO PRINT CENTERED ON FABRIC AWNING - COLOR: PANTONE 421C



5 TYPE "E" (0.9 SQ. FT.) BUSINESS ID SIGNAGE ELEVATION
SCALE: 1/2" = 1'-0"

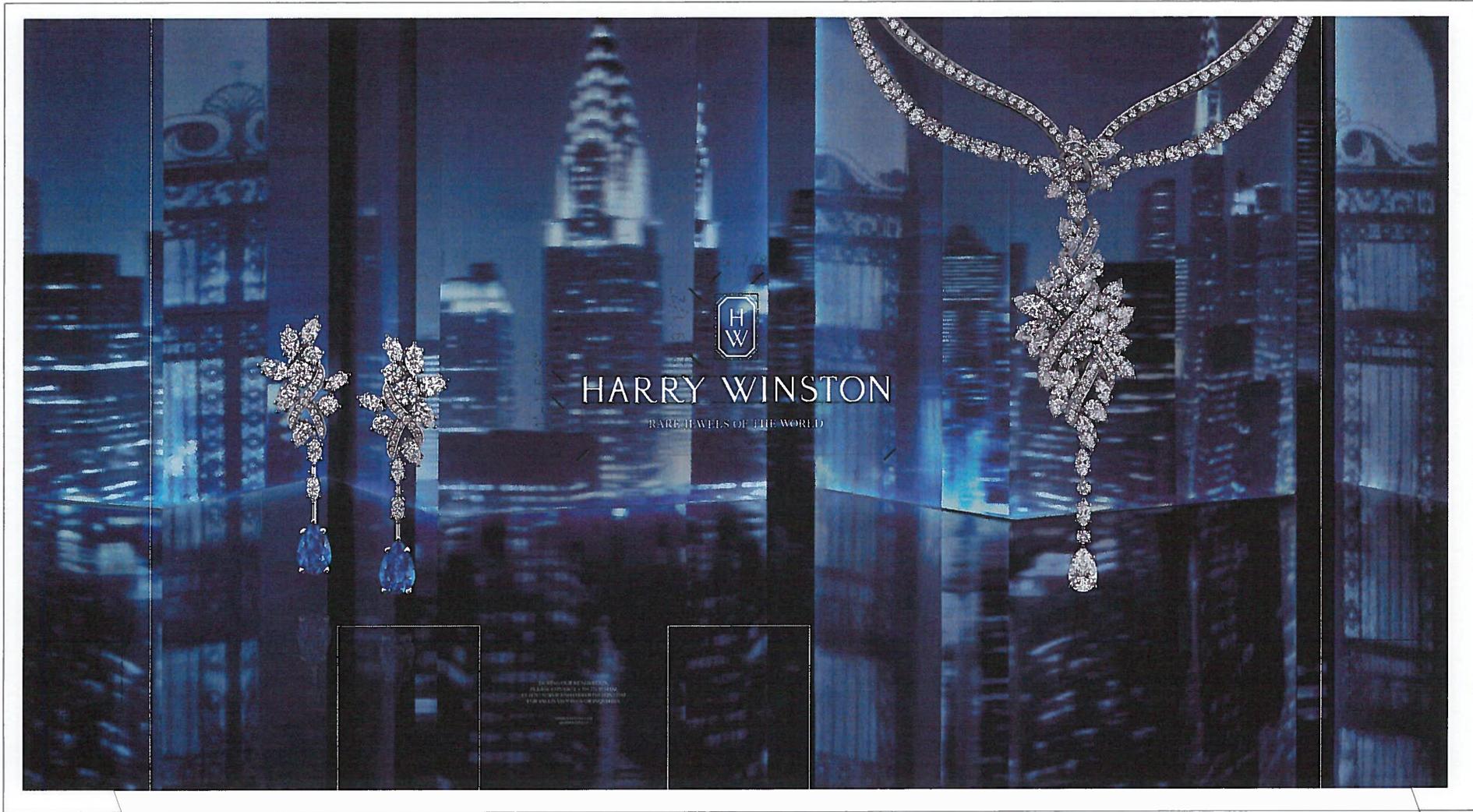


5 SECTION THRU ILLUMINATED SIGNAGE
SCALE: 1 1/2" = 1'-0"

SIGNAGE SCHEDULE - RODEO DR. STOREFRONT			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	MAXIMUM AREA PERMITTED BY CODE
BUILDING ID SIGN TYPE 'A'	1	18.95 FT x 1.75FT = 33.16 SF	1660 SF (FACADE) x .02 = 33.2 SF MAX.
BUSINESS ID SIGN TYPE 'D'	4	1 FT x 0.09 FT = 0.09 SF	50 LF (FACADE) x 2 SF = 100 SF MAX.
TOTAL	5	46.8 SF + 0.09 SF (x4) = 47.16 SF	47.16 SF TOTAL < 100 SF MAX. ALLOWABLE

AWNING SIGNAGE SCHEDULE - RODEO DR. STOREFRONT			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	MAXIMUM AREA PERMITTED BY CODE
BUSINESS ID SIGN TYPE 'E'	8	1.16 FT x 0.75 FT = 0.87 SF	100 SF X (.3) = 30 SF MAX.
TOTAL	8	0.9 SF (x8) = 7.2 SF	7.2 SF TOTAL < 30 SF MAX. ALLOWABLE

SIGNAGE SCHEDULE - REAR ALLEY			
SIGNAGE TYPE	QUANTITY	SQUARE FOOTAGE	MAXIMUM AREA PERMITTED BY CODE
BUSINESS ID SIGN TYPE 'B'	1	14.4 FT x 1.33 FT = 19.2 SF	1639 SF (FACADE) x .02 = 32.78 SF MAX.
BUSINESS ID SIGN TYPE 'C'	1	6.1 FT x 0.56 FT = 3.4 SF	75 SF MAX.
TOTAL	2	19.1 SF + 3.4 SF = 22.6 SF	22.6 SF TOTAL < 75 SF MAX. ALLOWABLE



6 SF SPACE
AVAILABLE FOR
ADJACENT TENANT
SIGNAGE

HARRY WINSTON LOGO: 1.14 FT x 13.14 FT = 14.28 SF
 EMERALD LOGO: 2.79 FT x 1.82 FT = 4.61 SF
 TOTAL: 18.89 SF

6 SF SPACE
AVAILABLE FOR
ADJACENT TENANT
SIGNAGE



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310 N. Rodeo Drive (Harry Winston)

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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 OF A FAÇADE REMODEL, A BUILDING IDENTIFICATION SIGN, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, A SIGN ACCOMMODATION TO ALLOW AWNING SIGNAGE TO EXCEED SEVEN INCHES (7") IN HEIGHT, A SIGN ACCOMMODATION TO ALLOW ALLEY-ORIENTED BUSINESS IDENTIFICATION SIGNAGE, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 310 NORTH RODEO DRIVE (PL1621850 – HARRY WINSTON).

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, Colliers International, and the tenant, Harry Winston, (Collectively the "Applicant"), has applied for architectural approval of a façade remodel, a building identification sign, a sign accommodation for multiple business identification signs, a sign accommodation to allow awning signage to exceed seven inches (7") in height, a sign accommodation to allow alley-oriented business identification signage, and a construction barricade graphic for the property located at 310 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 Hills 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **September 21, 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, 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. Consideration shall be given to incorporating landscape elements along the rear elevation and in conjunction with the surface parking lot and shall be incorporated to the greatest extent possible. Any new landscape treatments shall be subject to final review and approval by the City's Urban Designer.
2. Final material specifications and the color temperature/intensity for all concealed architectural lighting shall be provided to the City's Urban Designer for final review and approval.

Standard Conditions

3. **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.
4. **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.
5. **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.
6. **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.
7. **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.

8. **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.
9. **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.
10. **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: **September 21, 2016**

Mark Odell, Urban Designer
Community Development Department

Gidas Peteris, Chair
Architectural Commission