



# Architectural Commission Report

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**Meeting Date:** Wednesday, October 19, 2016

**Subject:** **GOYARD (PL1626306)**  
**405 North Rodeo Drive**  
Request for approval of a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project Agent:** Crystal Taylor – Scout Services

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

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## REPORT SUMMARY

The applicant is requesting review and approval of a construction barricade graphic for Goyard located at 405 North Rodeo Drive. The construction barricade includes the following:

- One tenant-specific business identification sign (12 square feet) located on the primary construction barricade elevation;
- Business identification signage (six square feet) for adjacent tenants located on each construction barricade return, and;
- A brand-specific graphic.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-612, construction barricades may include 12 square feet 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 two square feet of such signage; however, no such signage is currently proposed. There is no maximum size for a construction barricade graphic. As proposed, the construction barricade complies with the standards set forth in the BHMC.

Each barricade return also includes six square feet 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 construction barricade graphic proposes appropriately sized business identification signage that will positively enhance the streetscape of North Rodeo Drive during its time of installation. Façade improvements at this site will be reviewed at a future time by the Architectural Commission.



### **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: Construction of a barricade graphic with signage

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

The proposed construction of a barricade graphic with signage for the new Goyard store located at 405 North Rodeo Drive, Beverly Hills, California 90210, will be expertly constructed using 3/4" marine-grade plywood and wrapped with 1000 count architectural mesh.

**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
- 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	Construction Barricade Sig	1	1'-10 1/8" x 6'-6"	11.98	(12) square feet
2					(12) square feet
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:* 3/4 thick marine-grade plywood, 1000 count denier, polyester and architectural mesh  
*Texture /Finish:* Smooth matte finish that eliminates glossy reflections  
*Color / Transparency:* Goyard's iconic pattern with a green and white motif and dark trim

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

*Material:* N/A  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**ROOF**

*Material:* N/A  
*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:* N/A \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**DOWNSPOUTS / GUTTERS**

*Material:* N/A \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**BUSINESS ID SIGN(S)**

*Material:* N/A \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**BUILDING ID SIGN(S)**

*Material:* N/A \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**EXTERIOR LIGHTING**

*Material:* N/A \_\_\_\_\_  
*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.**

The attention paid to the finer details of the facade—such as denier, material composition and selected hardware—perpetuates the tradition of personalization, exclusivity, and high standards associated with the Goyard brand and realized within the City of Beverly Hills.

- 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 proposed temporary façade will be securely attached to the existing building structure and will be fully enclosed and insulated, offering protection against external and internal noises, vibrations, and the like entering or escaping, respectively, the structure.

- 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 proposed temporary facade will be expertly constructed, to enclose the new Goyard store during construction fully, and expertly wrapped using high-quality materials. The end result will be aesthetically pleasing while enhancing both customer experience and curbside appeal.

- 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 temporary facade, which will be wrapped in dark and metallic colors, with clean lines and a contemporary feel that remains in harmony with the surrounding structures. Furthermore, the temporary façade embodies the Goyard brand, which seeps in tradition and luxury, both of which reflect the nature and perception of Beverly Hills.

- 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 proposed temporary facade is in conformity with the standards of the Beverly Hills municipal code and all other applicable laws. Its location conforms to the building footprint, and its appearance meets all applicable specifications without deviation or encroachment over the property line.



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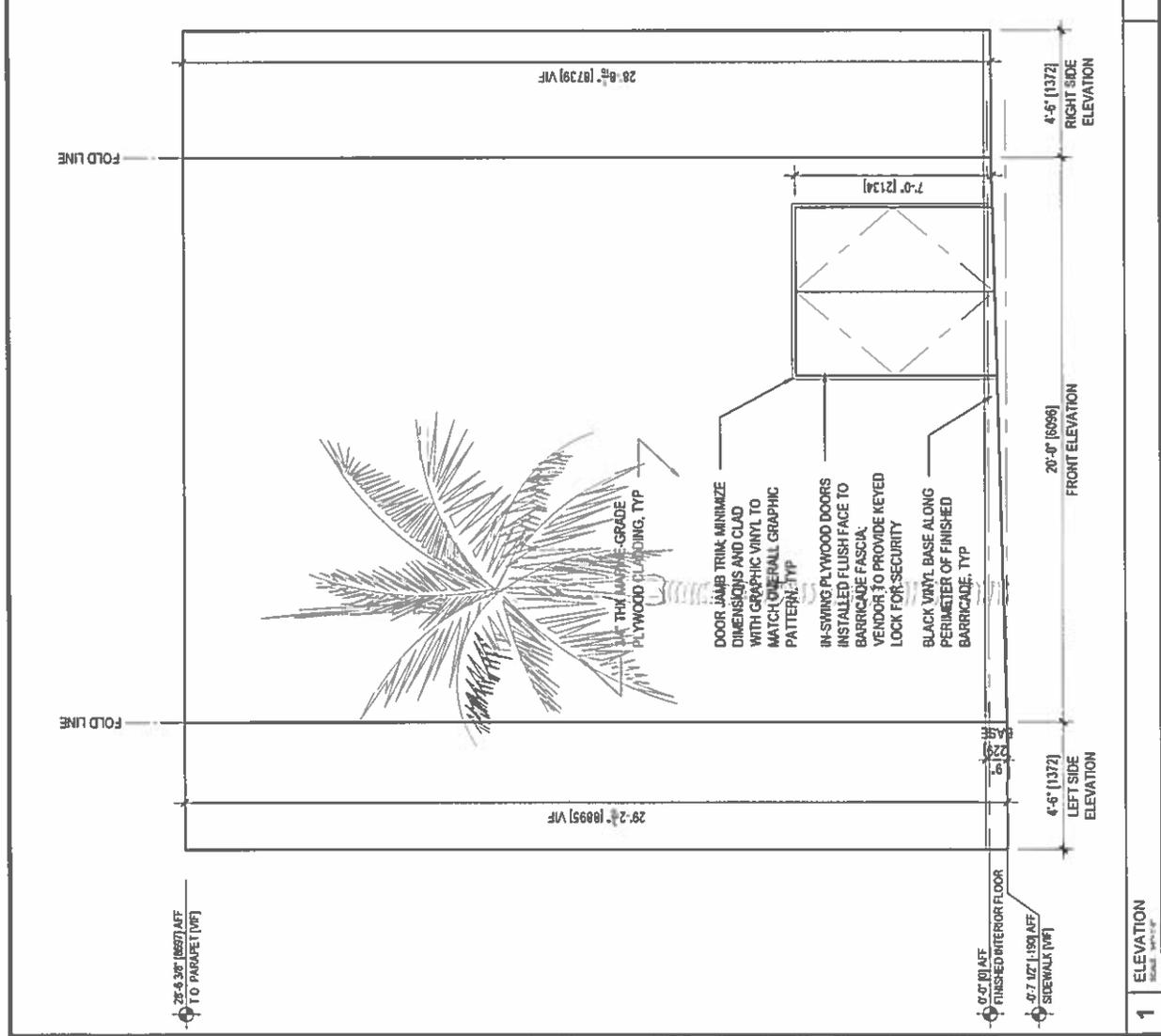
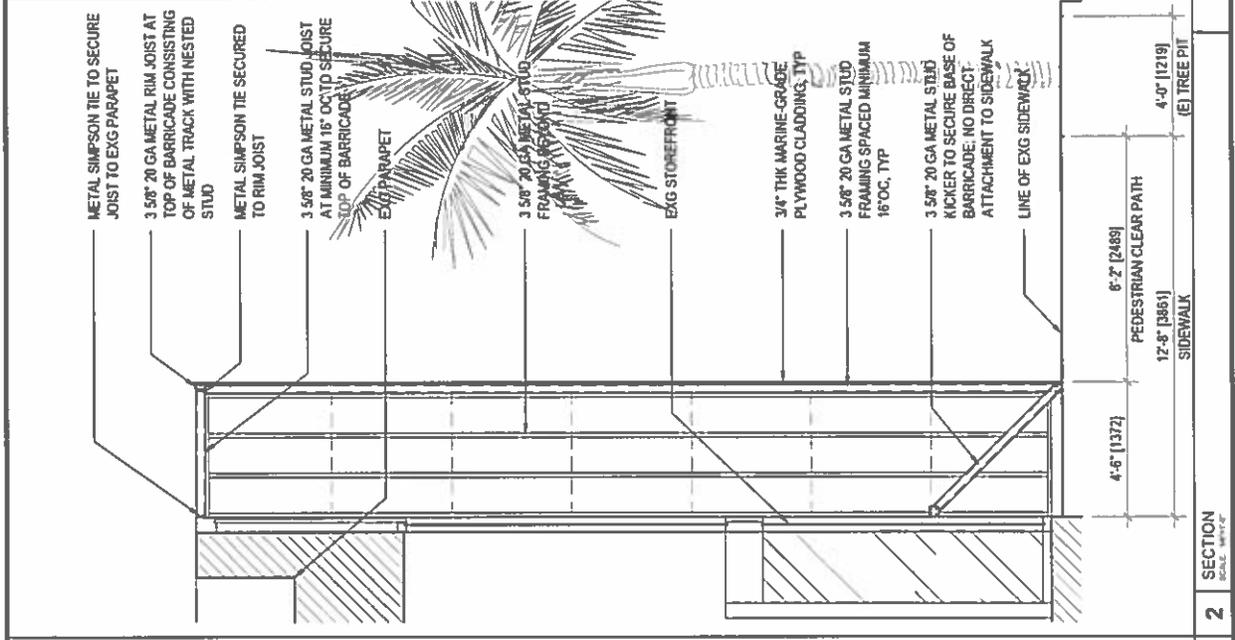
**Attachment B**  
Project Design Plans





PROJECT NO.	1000
DATE	08.14.19
DESIGNED BY	DAU
CHECKED BY	DAU
DATE	08.14.19
PROJECT NAME	CONSTRUCTION BARRICADE
DATE	08.14.19
PROJECT NO.	1000
DATE	08.14.19
DESIGNED BY	DAU
CHECKED BY	DAU
DATE	08.14.19
PROJECT NAME	CONSTRUCTION BARRICADE
DATE	08.14.19

CONSTRUCTION BARRICADE  
**A002**



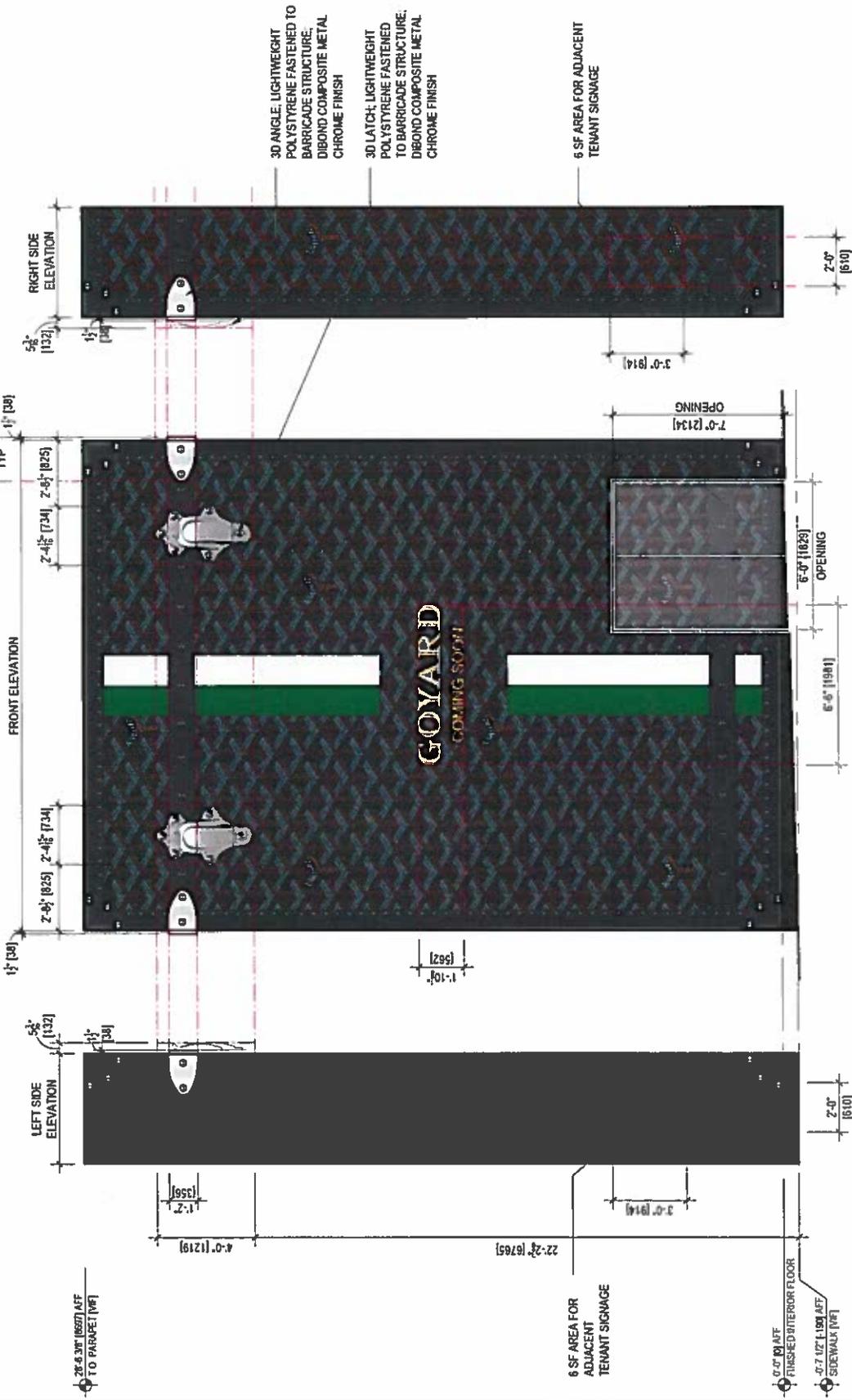
PROJECT NO.	1002
SITE	2010 PAV
ISSUED BY	AZ 08
CHECKED BY	
DATE	
NO. OF SHEETS	38 OF 38
SHEET NO.	38 OF 38

CONSTRUCTION  
BARRICADE

A003

SIGNAGE CALCULATIONS

DESCRIPTION	DIMENSIONS	AREA	ALLOWABLE AREA
SIGNAGE	1'-10" (1981) X 1'-10 1/2" (562)	11.98 SF	12 SF



1 ELEVATION - GRAPHIC / SIGNAGE DETAILS



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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 CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 405 NORTH RODEO DRIVE (GOYARD – PL1626306).

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

Section 1. Crystal Taylor, Scout Services, agent, on behalf of the property owner, Rodeo Brighton LLC, and the tenant, Goyard (Collectively the “Applicant”), has applied for architectural approval of a construction barricade graphic for the property located at 405 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.

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 19, 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

No project-specific conditions.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the Director of Community Development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

7. **Substantial Compliance with Approved Plans.** The Director of Community Development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the Community Development Department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: October 19, 2016

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Mark Odell, Urban Designer  
Community Development Department

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Gidas Peteris, Chair  
Architectural Commission