



Architectural Commission Report

Meeting Date: Wednesday, November 16, 2016

Subject: **GOYARD (PL1628678)**
405 North Rodeo Drive
 Request for approval of a façade remodel 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: Roy Hasson – Permit Advisors

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 and a sign accommodation for multiple business identification signs for Goyard located at 405 North Rodeo Drive. The project includes the following components:

Façade Remodel

- Light yellow sand-finished stucco façade;
- White smooth-finished stucco architectural trims and mouldings;
- White awnings with brown powder-coated metal frames;
- Clear glass storefront windows with true divided lights;
- White painted window frames and muntins;
- Custom white-finished wood entry door & sidelight with clear beveled glass and brass hardware;
- Brown powder-coated freestanding planter with ivy planting;
- Brass and glass ceiling-mounted light fixture in entry vestibule, and;
- Exterior-grade LED upright strips at storefront windows and above ground-floor awning;

Business Identification Signage (sign accommodation)

N. RODEO DRIVE				
Location	Size	Quantity	Illumination	Material
Upper façade	4.3 SF	1	Edge	Brown metal + plexiglass (push-through)
Lower façade	6.9 SF	1	Non-illuminated	Brown-painted plaster
TOTAL SIGN AREA: 11.2 SF (2 SIGN)				

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

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

Report Author and Contact Information:
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 cgordon@beverlyhills.org



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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 20'-0" the maximum sign area is 40 square feet. As such, the proposed business identification signage is consistent with the standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The current facade improvements create a traditional design aesthetic for the existing retail location on North Rodeo Drive. The following design resolutions and additional architectural specifications are being requested for further review and approval by the City's Urban Design Team in advance of the applicant submitting for a building permit:

1. Consider a smooth steel-troweled cement plaster finish for the exterior of the building, rather than the light-sand finish proposed.
2. Provide the color temperature for all concealed architectural accent and up lighting proposed to ensure the intensity is appropriate for the setting.
3. Provide the final material specifications and architectural detailing, including the specifications and manufacturer's cut-sheets for all glazing units proposed.
4. Provide a physical sample with final specification for the decorative plaster components and the individual plaster lettering for the signage on the façade.

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.

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:

APPLICATION FOR THE FACADE RENOVATION TO AN EXISTING RETAIL SPACE FOR A SINGLE COMMERCIAL TENANT. THE PROJECT INCLUDES NEW FACADE AND SIGNAGE. NO INCREASE TO EXISTING SQUARE FOOTAGE AND NO CHANGE IN THE EXISTING PARKING IS BEING PROPOSED. NO CHANGE TO USE, OCCUPANCY OR EGRESS.

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	Business ID Sign(s)	1	5'-0 1/4 H X 1'-4 1/2"H	6.90 SF	39.75 SF (2 SF PER 1' OF GROUND FLOOR STREET FRONTAGE)
2	Building ID Sign(s)	1	6'-7 1/8"W X 7 3/4" H	4.26 SF	11.52 SF (2% OF BUILDING VERTICAL SURFACE)
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: STUCCO
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: CLEAR GLASS W/ WHITE WOOD WINDOW AND DOOR FRAMES AND MUNTINS
 Texture /Finish: SMOOTH
 Color / Transparency: CLEAR

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: EXTERIOR-GRADE SHADE FABRIC W/ STEEL FRAME AND BRASS ACCENTS
Texture /Finish: SMOOTH
Color / Transparency: SOLID WHITE FABRIC / BROWN FRAME / POLISHED BRASS ACCENTS

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: STUCCO
Texture /Finish:
Color / Transparency: BROWN FACE W/ YELLOW RETURNS (TO MATCH FACADE FINISH)

BUILDING ID SIGN(S)

Material: STUCCO
Texture /Finish:
Color / Transparency: BROWN FACE W/ YELLOW RETURNS (TO MATCH FACADE FINISH)

EXTERIOR LIGHTING

Material: LED STRIP / LED HALO BACKLIT SIGN/ DECORATIVE FLUSH-MOUNT CEILING
Texture /Finish: BRASS HALF DOME (DECORATIVE FIXTURE)
Color / Transparency: 3000K

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

Material: N/A
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:

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 proposed design stems from Spanish colonial architecture, historic to Southern California building styles, and integrates classic French details and craftsmanship to create a unique façade appropriate to the image of Beverly Hills. The two-story façade and daylight openings are sized to maintain the intimate scale of Rodeo Drive. The light yellow stucco finish and white trim are accented with deep brown awning hardware, signage, and planter details. All materials will be of high quality exterior grade and meticulously maintained.

- 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.**

External and internal noise, as well as vibrations, etc are mitigated through sizing of the daylight openings and fully insulating the façade building structure. Dropped ceilings and neighboring construction will also work to buffer noise within the space.

- 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 exterior materials are often used in Southern California, and more specifically in the Beverly Hills district. The integration of molding details at the parapet, windows, and entry vestibule, as well as the vintage detailing of the awning hardware embody the concept of tradition and luxury. These traditional details balance the simple, more contemporary lines of the façade structure.

- 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 tenant development will continue to promote commercial retail, consistent with the zoning designation of Rodeo Drive. The new plan proposes to maintain a dominant commercial space on the ground floor and adjust the second floor plate, maintain the existing square footage, to allow glimpses and improved integration between the upper and ground floor retail spaces as the consumer travels from the entrance to the rear of the 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.**

The proposed development is in conformity with the standards of building and municipal code as the finished structure sits completely within the property line. Projections, mainly awnings, will be secured with steel frames to provide much-needed shade and resist wind loads. The lowest point of the valance will sit over 8ft above the existing sidewalk and no more than 40 inches from the face of the building. The illuminated building sign and non-illuminated business sign are scaled to fit well within the maximum allowable signage area.

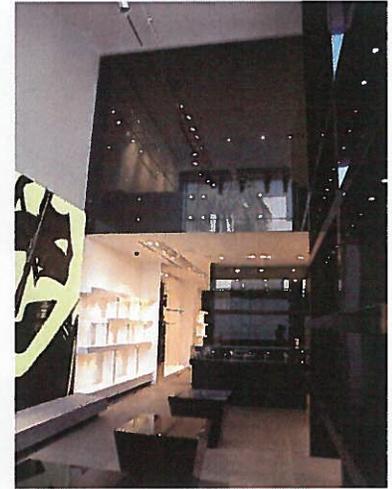
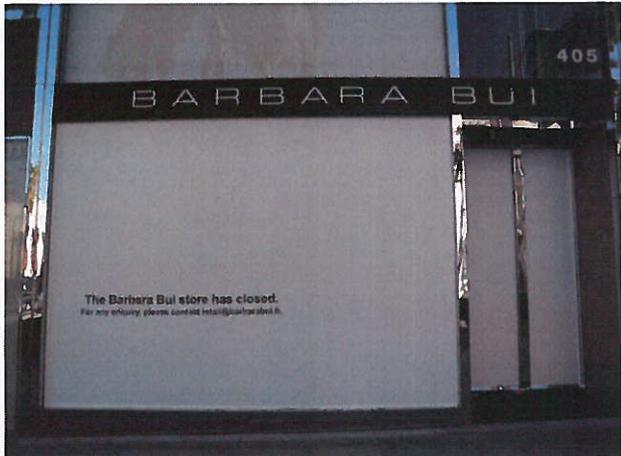
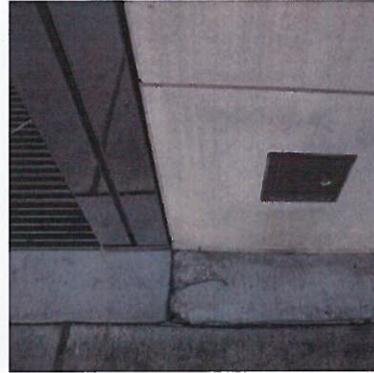
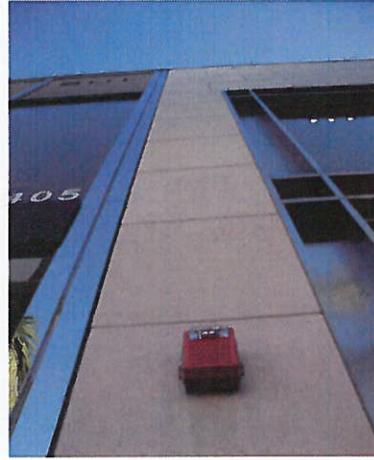
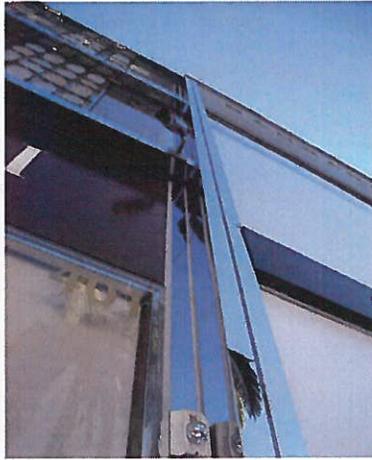


Architectural Commission Report

405 N. Rodeo Drive (Goyard)

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Attachment B
Project Design Plans



DAU
 DAVID A. UROW
 ARCHITECT
 1000 W. 10TH ST.
 LOS ANGELES, CA 90024
 TEL: 213.475.1111
 WWW.DAUA.COM

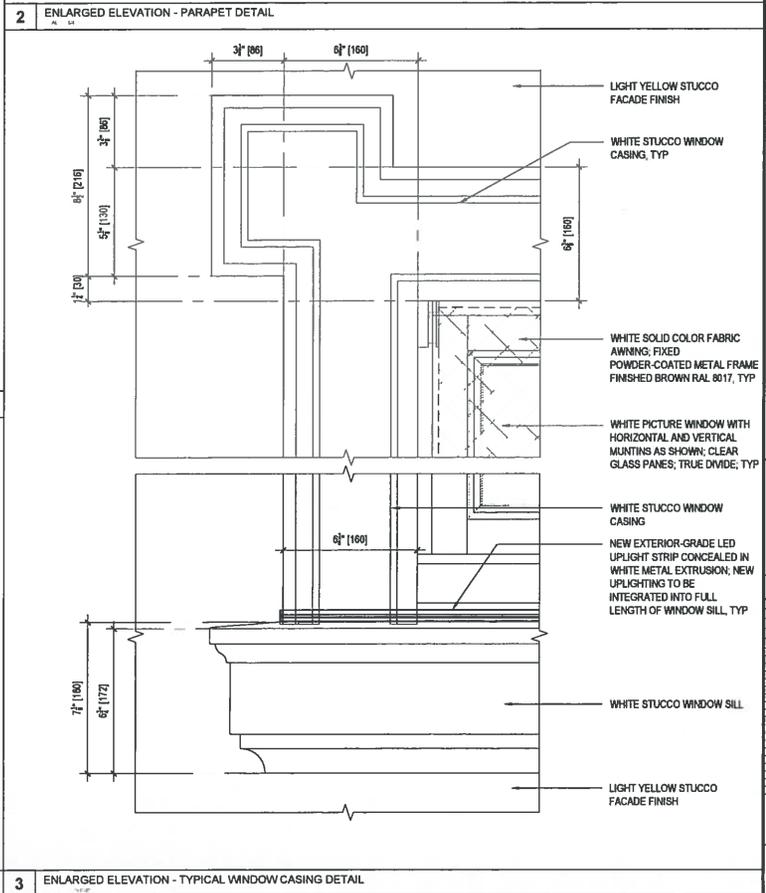
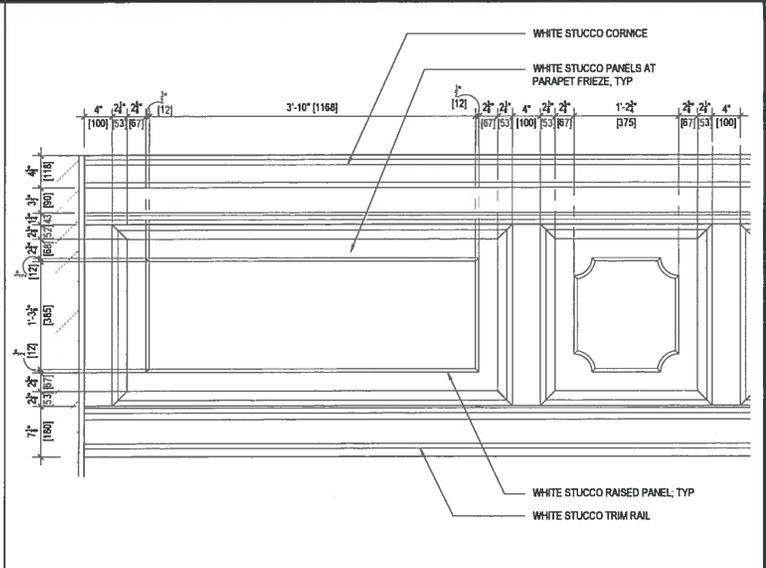
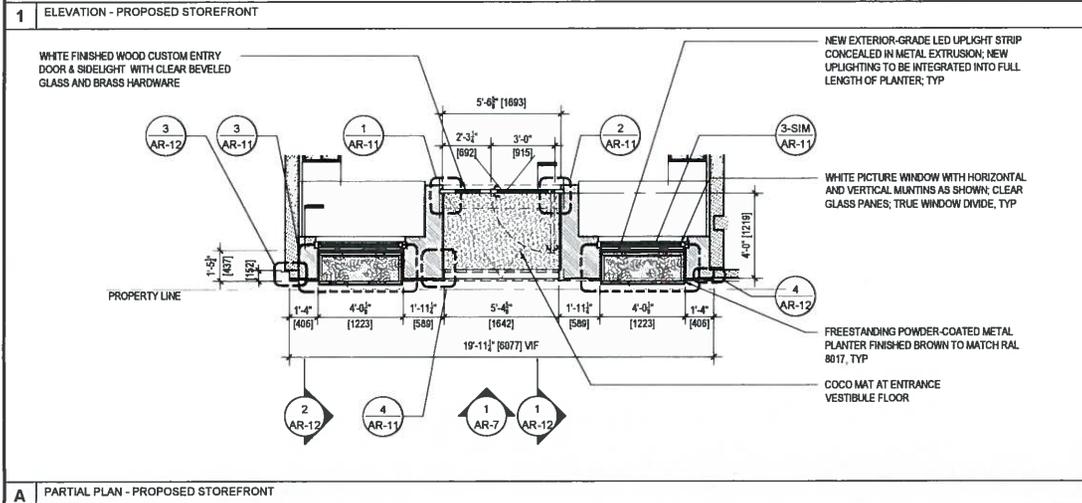
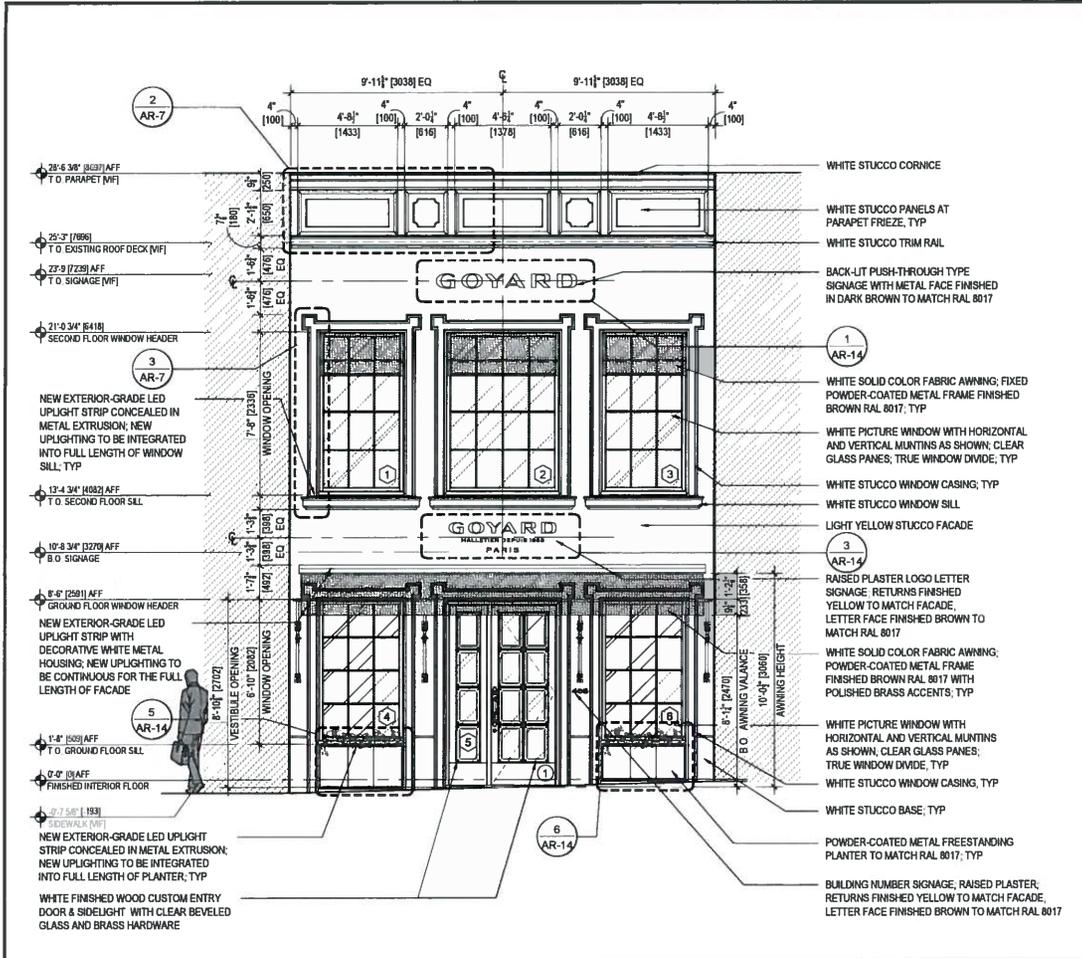
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GOYARD
 405 NORTH RODEO DRIVE
 LOS ANGELES, CA 90210

NO.	DATE	REVISIONS	DATE
1	01-26-10		
2	01-26-10		
3	01-26-10		
4	01-26-10		
5	01-26-10		
6	01-26-10		
7	01-26-10		
8	01-26-10		
9	01-26-10		
10	01-26-10		
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14	01-26-10		
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16	01-26-10		
17	01-26-10		
18	01-26-10		
19	01-26-10		
20	01-26-10		

EXISTING SITE
 PHOTOS
 AR-2.2



DAU
DAVID A. UROW
ARCHITECT

DAVID THOMAS SOLUTION
1100 PULP MILL BLVD
LOS ANGELES, CA 90015

G. NEIL LARSEN
ARCHITECT
4400 CRENSHAW BLVD
LOS ANGELES, CA 90008

GOYARD
405 NORTH RODEO DRIVE
LOS ANGELES, CA 90210

PROPOSED FACADE
PARTIAL PLANS
ELEVATIONS & DETAILS

AR-7



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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 AND SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 405 NORTH RODEO DRIVE (GOYARD – PL1628678).

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

Section 1. Roy Hasson, Permit Advisors, agent, on behalf of the property owner, Rodeo Brighton LLC, and the tenant, Goyard (Collectively the “Applicant”), has applied for architectural approval of a façade remodel and sign accommodation for multiple business identification signs 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 **November 16, 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. The following design resolutions and architectural details shall be provided to the City's Urban Design Team for final review and approval prior to the applicant submitting for a building permit:
 - a. Consideration shall be given to the use of a smooth steel-troweled cement plaster finish for the exterior façade, rather than the light-sand finish.
 - b. The color temperature for all concealed architectural accent and up lighting to ensure the intensity is appropriate for the setting.
 - c. Final material specifications and architectural detailing, including the specifications and manufacturer's cut-sheets for all proposed glazing units..
 - d. A physical sample with the final specification for the decorative plaster components and the individual plaster lettering for the business identification sign.

Standard Conditions

2. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
3. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
4. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.

5. **Compliance with Special Conditions.** Any special conditions that require approval by the Director of Community Development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
6. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
7. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
8. **Substantial Compliance with Approved Plans.** The Director of Community Development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
9. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

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

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

Approved as to Form and Content:

Adopted: **November 16, 2016**

Mark Odell, Urban Designer
Community Development Department

Gidas Peteris, Chair
Architectural Commission