



## Design Review Commission Report

**Meeting Date:** Thursday, February 6, 2014  
*(Continued from Monday, January 6, 2014)*

**Subject:** **727 North Rodeo Drive (PL1332513)**  
A request for an R-1 Design Review Permit to allow the construction of a new two-story single-family residence located in the Central Area of the City north of Santa Monica Boulevard. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project Applicant:** Elias Real Estate LLC

**Recommendation:** Conduct public hearing and provide the applicant with a project approval.

### REPORT SUMMARY

The applicant is requesting approval of a new two-story single-family residence in the Central Area of the City north of Santa Monica Boulevard. The project was previously reviewed by the Design Review Commission at its meeting on January 6, 2014 (Attachment A). At that meeting, the Commission expressed concern with the design, with the comments relating primarily to the lack of internal compatibility, the tension between the horizontality and verticality of the design, the appropriateness of low gates in the front yard, and the general proportionality of the façade and architectural elements.

As a result of the Commission's comments, the applicant has modified the project to address the concerns (Attachment B). The primary modifications include:

- Revised separate balcony doors to be one unit at each second floor balcony;
- Simplified second floor balcony railing design and modified pilaster configuration;
- Addition of four light fixtures at second floor balconies;
- Replacement of Eldorado stone at towers with travertine;
- Removal of entry columns;
- Modified window shapes on towers;
- Removal of arched element on entry door, and;
- Revised door/window configuration on ground floor and removal of portico feature.

### URBAN DESIGN ANALYSIS

The applicant has thoughtfully incorporated the Commission's comments into the revised design. However, certain elements still need to be refined to create a design that maintains full internal compatibility and appropriately conveys the Mediterranean Revival architectural style, including:

Attachment(s):

- A. January 6, 2014 DRC Staff Report and Previously Proposed Plans
- B. Applicant's Written Response to Commission's Comments
- C. Project Design Plans
- D. DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Associate Planner  
(310) 285-1191  
[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## Design Review Commission Report

455 North Rexford Drive

February 6, 2014

- Revising the large second floor balcony windows to include a central post to create a coupled window design.
- Providing a deep recess slanted sill on the ground floor tower windows.
- Maintaining the continuous base element on the ground floor and incorporating this element into the sill treatments for the ground floor doors/windows.

Project-specific conditions have not been proposed in the draft approval resolution (Attachment D) as a result of this analysis; however, the Commission may wish to consider the comments during the course of their review and discussion.

### **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 Design Review 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. Since the property has not been designed by an architect listed on the City's Master Architect List nor has it been listed on the City's Historic Resource Survey, it does not warrant further review as a potential historical resource. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

### **PUBLIC OUTREACH AND NOTIFICATION**

The project requires mailed public notice within 100 feet of the subject property be mailed, and an on-site notice at the subject property be posted, ten (10) days prior to the hearing. The public notice for this project was mailed on January 27, 2014; the site was posted on December 16, 2013. To date staff has not received comments in regards to the submitted project.



**Design Review Commission Report**

455 North Rexford Drive

February 6, 2014

**Attachment A**

January 6, 2014 DRC Staff Report  
and Previously Proposed Plans



## Design Review Commission Report

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**Meeting Date:** Monday, January 6, 2014

**Subject:** **727 North Rodeo Drive (PL1332513)**

A request for an R-1 Design Review Permit to allow the construction of a new two-story single-family residence located in the Central Area of the City north of Santa Monica Boulevard. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project Applicant:** Elias Real Estate LLC

**Recommendation:** Conduct public hearing and provide the applicant with design direction.

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### REPORT SUMMARY

The applicant is requesting approval of a new two-story single-family residence located in the Central Area of the City north of Santa Monica Boulevard. The proposed style is identified by the applicant as Mediterranean Revival; however, since the project does not adhere to a pure architectural style, the project is before the Commission for review.

### URBAN DESIGN ANALYSIS

Based on a review conducted by the Urban Design Team, the proposed design does not appear to express internal compatibility between the identified architectural style and design elements. Specifically, there is concern with the following:

- The stone work proposed at the two tower elements directly adjacent to the entryway is not typical in a Mediterranean Revival style.
- The windows on the two tower elements should be revised to incorporate consistency between the openings.
- The muntin pattern on the ground floor windows and doors, as well as the wrought iron detail on the second floor and front yard fence, is not appropriate to the Mediterranean Revival style.
- The French doors located to the right of the entryway appear too tall and narrow and are generally out of proportion with the area in which they are placed.

### ZONING CODE COMPLIANCE

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Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans

Report Author and Contact Information:

Cindy Gordon, Associate Planner  
(310) 285-1191

[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## Design Review Commission Report

455 North Rexford Drive

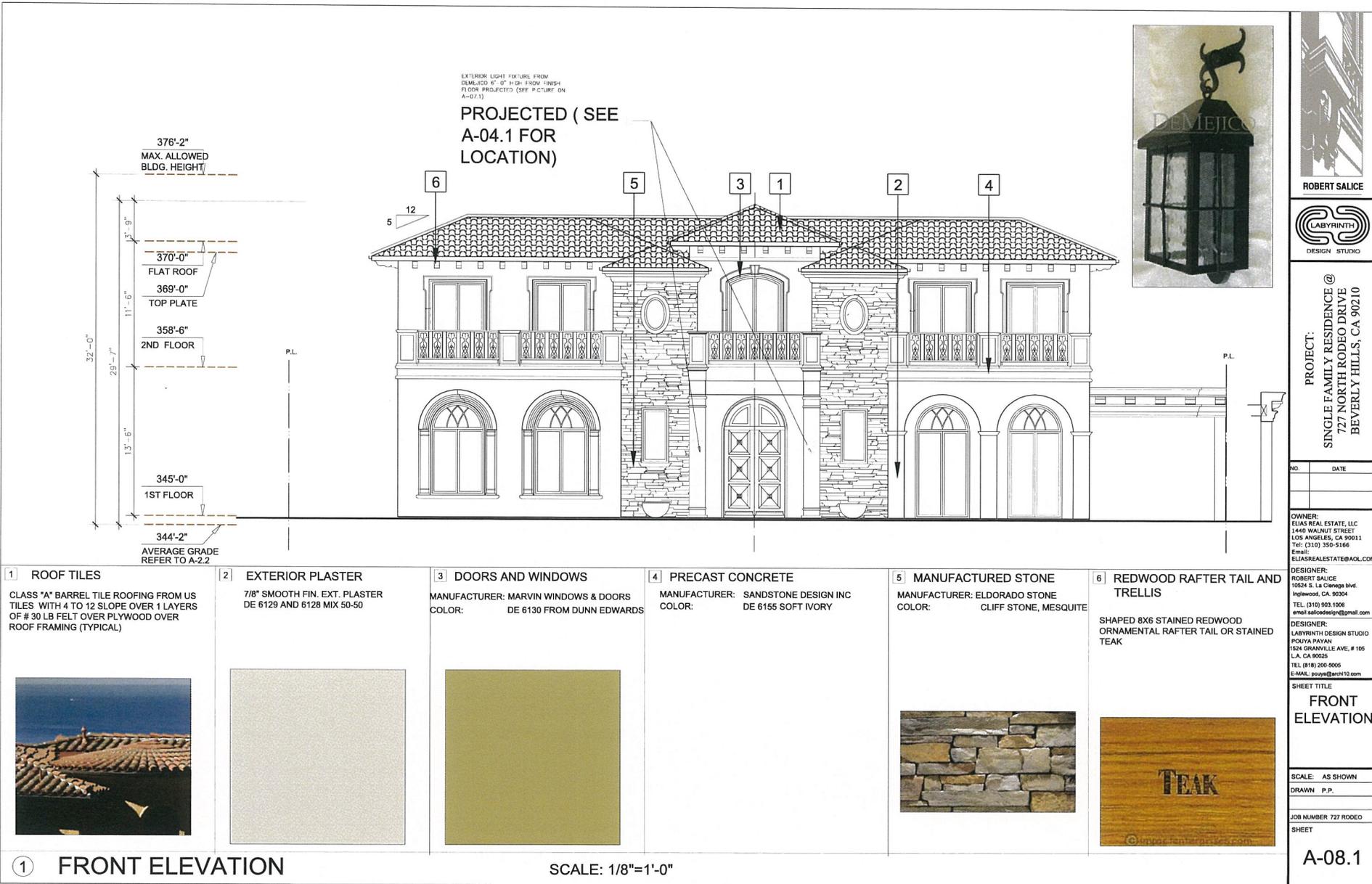
January 6, 2014

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### **PUBLIC OUTREACH AND NOTIFICATION**

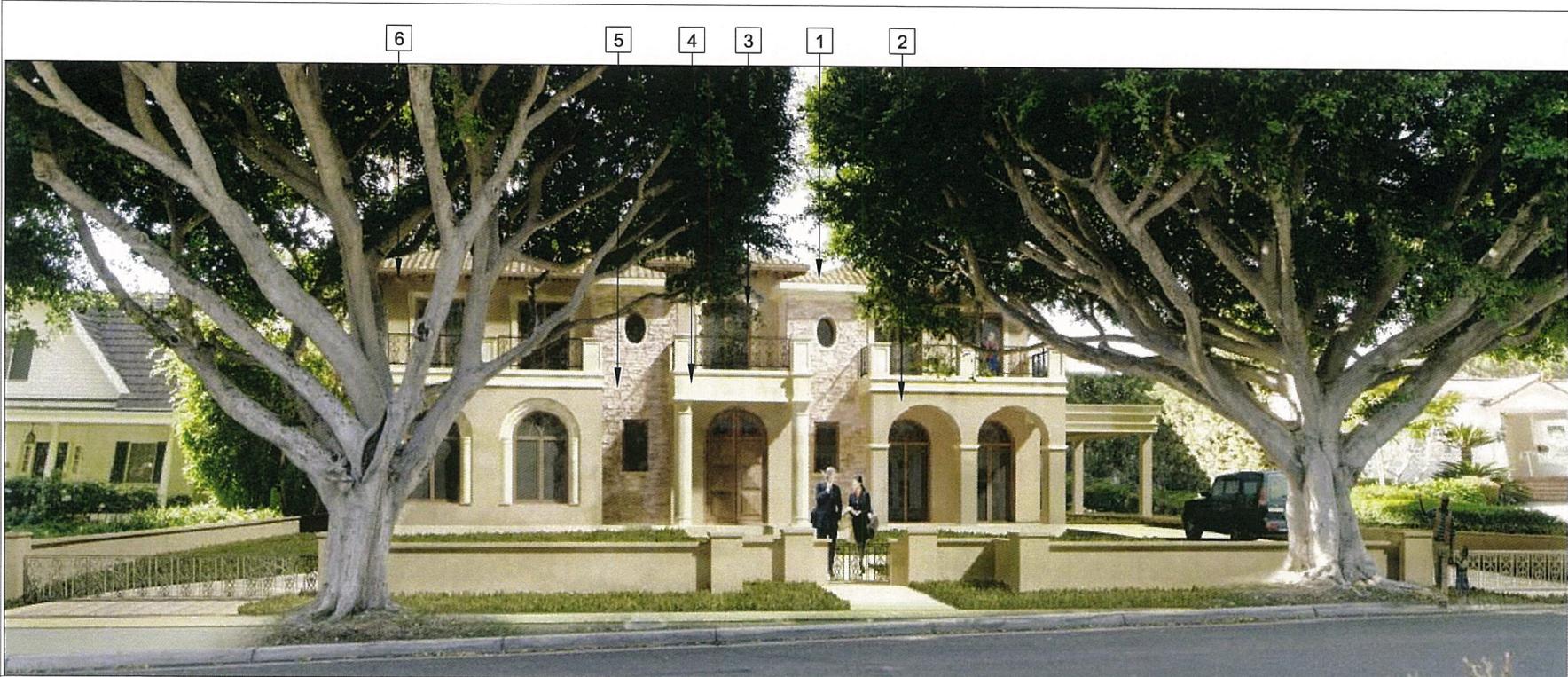
The project requires mailed public notice within 100 feet of the subject property be mailed, and an on-site notice at the subject property be posted, ten (10) days prior to the hearing. The public notice for this project was mailed on December 26, 2013; the site was posted on December 16, 2013. To date staff has not received comments in regards to the submitted project.



① FRONT ELEVATION

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

DRAWINGS OF EXISTING CONDITIONS ARE APPROXIMATE ONLY AND HAVE BEEN COMPILED FROM THE BEST AVAILABLE DATA. SALICE DESIGN MAKES NO WARRANTY, EITHER EXPRESSED OR IMPLIED FOR THE ACCURACY, CODE COMPLIANCE OR COMPLETENESS OF THIS INFORMATION. RP/D VERIFY ALL EXISTING CONDITIONS NOTIFY SALICE DESIGN OF ANY DISCREPANCY IMMEDIATELY. THESE DRAWINGS, DESIGN, CONCEPTS AND IDEAS ARE THE PROPERTY OF SALICE DESIGN AND SHALL NOT BE USED FOR ANY PURPOSE OTHER THAN THE CONSTRUCTION OF THE SPECIFIC PROJECT INDICATED HEREIN AND SHALL NOT BE USED UNLESS PERSONALLY ENDORSED ON EACH DRAWING.



EXTERIOR COLORS AND MATERIALS ON FRONT ELEVATION

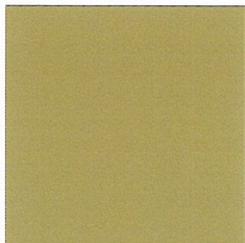
**1 ROOF TILES**  
 CLASS "A" BARREL TILE ROOFING FROM US TILES WITH 4 TO 12 SLOPE OVER 1 LAYERS OF # 30 LB FELT OVER PLYWOOD OVER ROOF FRAMING (TYPICAL)



**2 EXTERIOR PLASTER**  
 7/8" SMOOTH FIN. EXT. PLASTER DE 6129 AND 6128 MIX 50-50



**3 DOORS AND WINDOWS**  
 MANUFACTURER: MARVIN WINDOWS & DOORS  
 COLOR: DE 6130 FROM DUNN EDWARDS



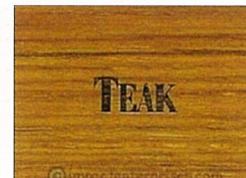
**4 PRECAST CONCRETE**  
 MANUFACTURER: SANDSTONE DESIGN INC  
 COLOR: DE 6155 SOFT IVORY



**5 MANUFACTURED STONE**  
 MANUFACTURER: ELDORADO STONE  
 COLOR: CLIFF STONE, MESQUITE



**6 REDWOOD RAFTER TAIL AND TRELLIS**  
 SHAPED 8X6 STAINED REDWOOD ORNAMENTAL RAFTER TAIL OR STAINED TEAK



ROBERT SALICE



PROJECT:  
 SINGLE FAMILY RESIDENCE @  
 727 NORTH RODEO DRIVE  
 BEVERLY HILLS, CA 90210

NO.	DATE

OWNER:  
 ELIAS REAL ESTATE, LLC  
 1440 WALNUT STREET  
 LOS ANGELES, CA 90011  
 Tel: (310) 350-5166  
 Email: ELIASREALSTATE@AOL.COM

DESIGNER:  
 ROBERT SALICE  
 10524 S. La Cienega Blvd.  
 Inglewood, CA 90304  
 TEL (310) 903.1006  
 email: ralsalicedesign@gmail.com

DESIGNER:  
 LABYRINTH DESIGN STUDIO  
 POZYA PAKIAN  
 1524 GRANVILLE AVE, # 105  
 L.A. CA 90025  
 TEL (818) 208-9005  
 E-MAIL: pozya@labyrinth10.com

SHEET TITLE  
**MATERIAL BOARD**

SCALE: AS SHOWN  
 DRAWN: P.P.

JOB NUMBER 727 RODEO  
 SHEET

**A-10.1**

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**Design Review Commission Report**

455 North Rexford Drive

February 6, 2014

**Attachment B**

Applicant's Written Response  
to Commission's Comments



**Subject: Response to Design Review Commission comments in the meeting on January 06 2014 for proposed Single Family Residence @ 727 North Rodeo Drive, Beverly Hills, CA 90210**

Follow up on our meeting on January 2014, we prepared various design concept and reviewed them with Cindy and bill. We had a very productive meeting and based on the Staff recommendation and comments, we have come to the conclusion as presented. Below please find the commissioner's comments as well as our solution to meet the objectives of the comments.

- 1- Commissioners commented that the 2 flowering plums on the entry gate are not appropriate for their location.  
We have proposed 2 Lemon Trees instead which we believe would work better in this location.
- 2- Commissioners recommended that the low gates on the circular driveway are not necessary  
We have deleted the gates.
- 3- Commissions commented regarding the tower design and the excessive amount of detailing on the towers.  
We have change the tower material to be of real stone and changed the window details to be recessed by 12" with 1:1 sloping sills and the stone wrapping around in the recessed area. This approach will simplify the design on the tower making it of one uniform material and emphasizing on its verticality. Also by changing the entry door to a solid wood and connecting the 2 towers with the balcony above the entry door, we enhanced the entry element design.
- 4- Commissioners commented regarding the ornaments around the 1<sup>st</sup> floor doors and windows and also the muntin on the subject windows and doors  
We have changed the precast detail around these windows as shown on detail on A-09.7 to be more compatible with Mediterranean revival style of the building we have also changed the muntin design.

- 5- The commissioners commented that there are too many details on the building which brings confusions regarding the style of the building. ( Art Deco and Mediterranean Mixed)

We have eliminated the precast band beneath the corbels and changed the corbels material from precast to shaped 6”X10”wood corbels to be more compatible with the style of the building. Please refer to changed regarding the detailing of the doors and windows on the 1<sup>st</sup> floor on item number 4. We have also revised the wrought iron design.

- 6- Commissioners commented that there are too many doors and windows on the façade. We have changed the doors on the 1<sup>st</sup> floor of the front elevation to windows. This will allow us to connect the landscaping to the building. We have added a precast base which will enhance the look of the building and prevent the water from damaging building’s base. We have eliminated one of the doors in the 2<sup>nd</sup> floor balconies on each side and changed the design on the balconies guards to match the new design

We think that the Commissioner’s recommendations along with the staff inputs have tremendously improved the design of this building.

Thank you

Design Team  
Labyrinth Design Studio

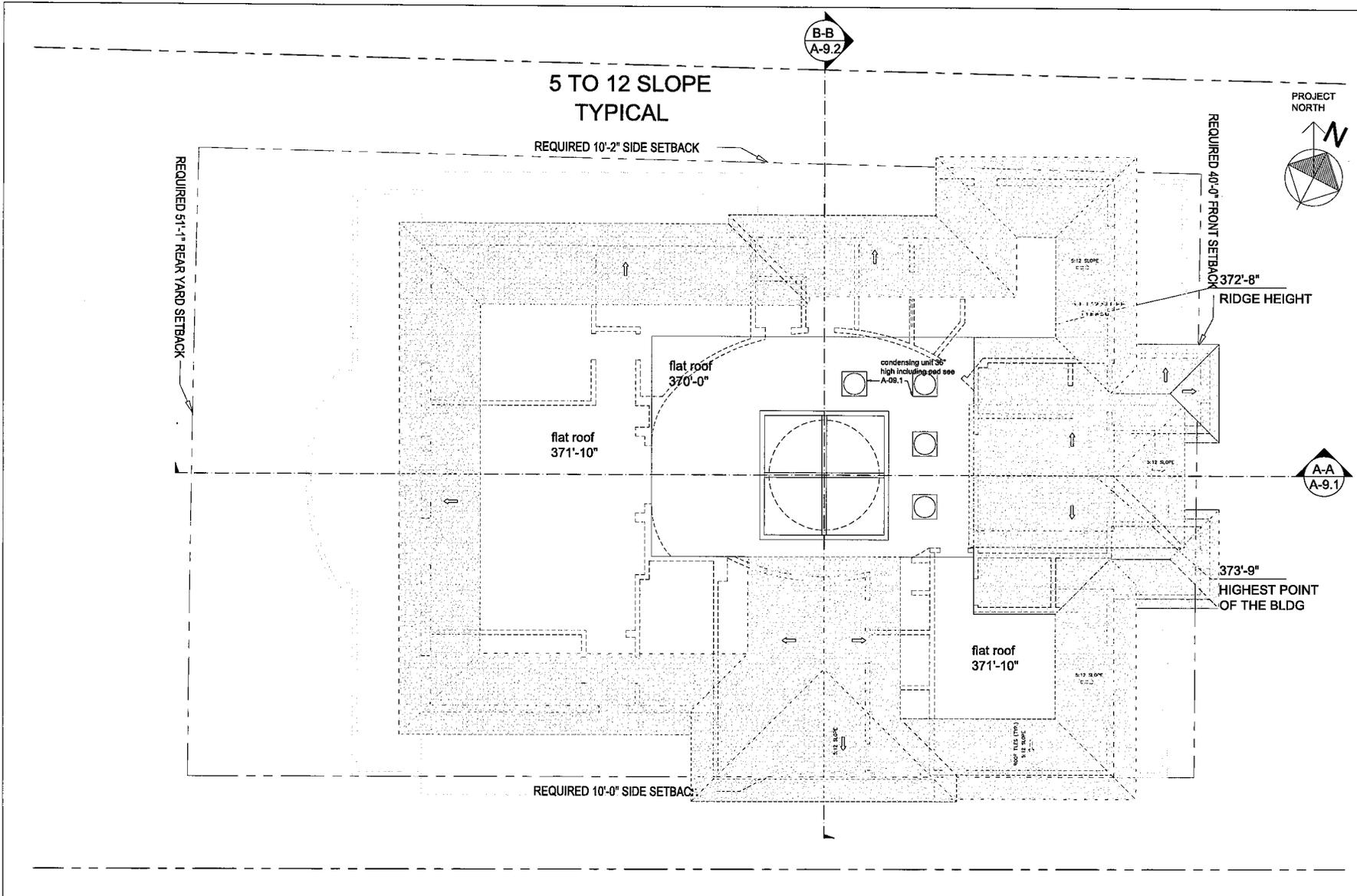


**Design Review Commission Report**

455 North Rexford Drive

February 6, 2014

**Attachment C**  
Project Design Plans



ROBERT SALICE



PROJECT:  
SINGLE FAMILY RESIDENCE @  
727 NORTH RODEO DRIVE  
BEVERLY HILLS, CA 90210

NO.	DATE

OWNER:  
ELIAS REAL ESTATE, LLC  
1440 WALNUT STREET  
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Tel: (310) 350-5166  
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ROBERT SALICE  
10524 S. La Cienega Blvd.  
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TEL: (310) 903-6006  
email:salicedesign@gmail.com

DESIGNER:  
LABYRINTH DESIGN STUDIO  
POLYA PAVAN  
1054 GRANVILLE AVE., # 105  
L.A. CA 90028  
TEL: (818) 200-6006  
E-MAIL: 2006@labyrinth.com

SHEET TITLE  
**ROOF PLAN**

SCALE: AS SHOWN

DRAWN P.P.

JOB NUMBER 727 RODEO  
SHEET

**A-07.1**

**① ROOF PLAN**

SCALE: 1"=10'-0"

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**1 ROOF TILES**  
 CLASS "A" BARREL TILE ROOFING FROM US TILES WITH 4 TO 12 SLOPE OVER 1 LAYERS OF # 30 LB FELT OVER PLYWOOD OVER ROOF FRAMING (TYPICAL)



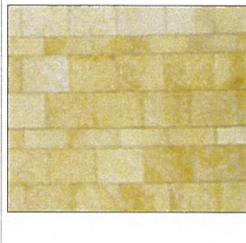
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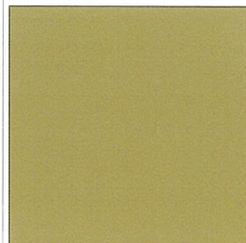
**3 PRECAST CONCRETE**  
 MANUFACTURER: SANDSTONE DESIGN INC  
 COLOR: DE 6155 SOFT IVORY



**4 MANUFACTURED STONE**  
 MANUFACTURER: TRAVERTINE  
 COLOR: JERUSALEM GOLD



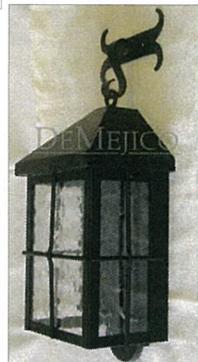
**5 DOORS AND WINDOWS**  
 MANUFACTURER: MARVIN WINDOWS & DOORS  
 COLOR: DE 6130 FROM DUNN EDWARDS



**6 REDWOOD RAFTER TAIL**  
 SHAPED 8X6 STAINED REDWOOD  
 ORNAMENTAL RAFTER TAIL OR STAINED TEAK



**7**



**1 FRONT ELEVATION**

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



ROBERT SALICE  
 LABYRINTH  
 DESIGN STUDIO

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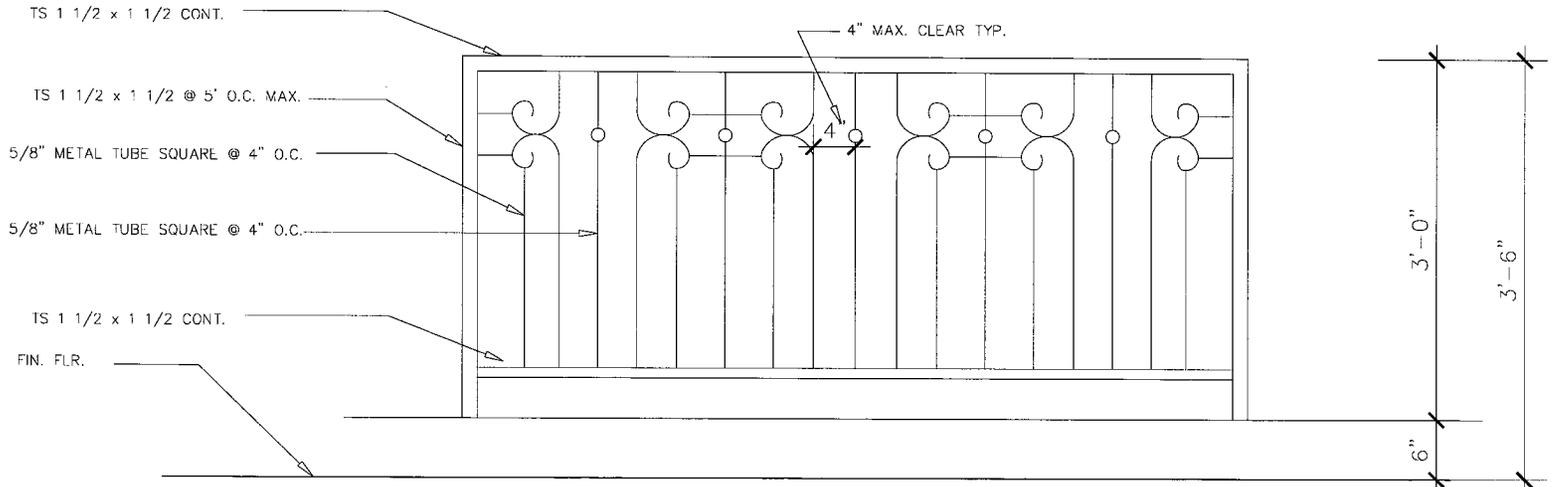
DESIGNER:  
 LABYRINTH DESIGN STUDIO  
 POLYA PAVAN  
 1024 GRANVILLE AVE. # 105  
 L.A. CA 90025  
 TEL: (818) 200-5005  
 E-MAIL: polya@labyrinth.com

SHEET TITLE  
**FRONT ELEVATION**

SCALE: AS SHOWN  
 DRAWN: P.P.  
 JOB NUMBER: 727 RODEO  
 SHEET

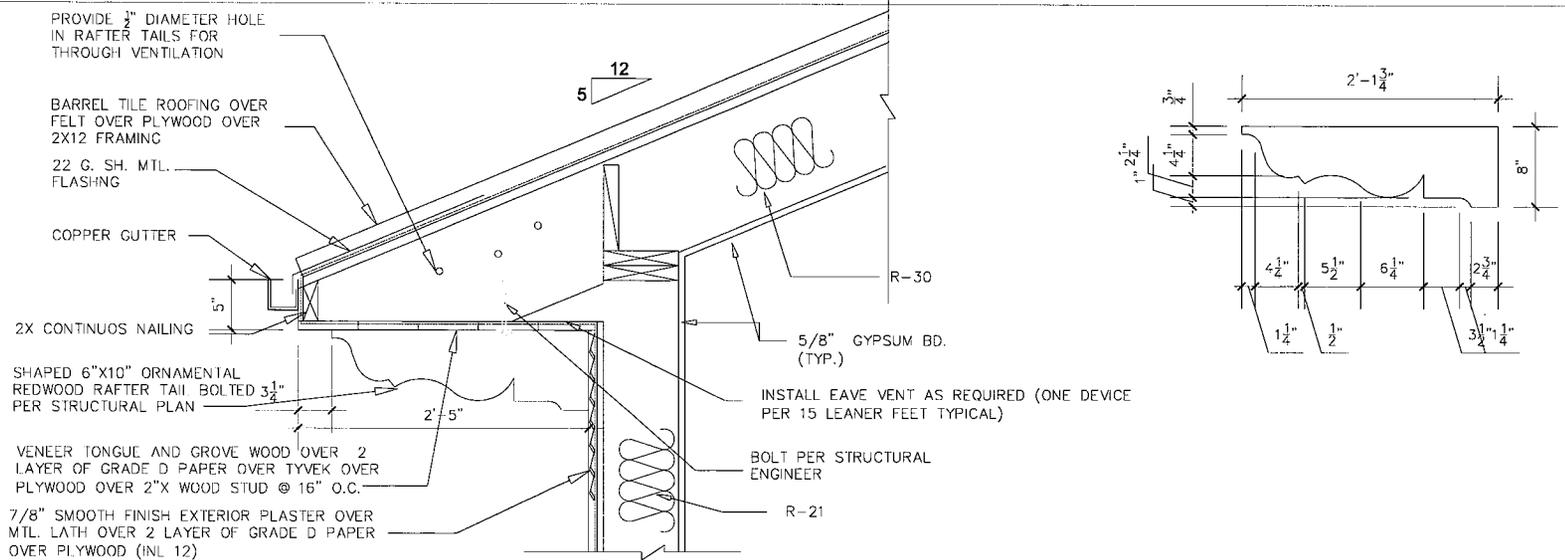
**A-08.1**

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**RAILING DETAIL**

1



**EAVE DETAIL**

2



ROBERT SALICE



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BEVERLY HILLS, CA 90210

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email:salicedesign@gmail.com

DESIGNER:  
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PODYA PAVANI  
105 GRANVILLE AVE, # 105  
L.A. CA 90028  
TEL: (618) 200-8005  
Email: podya@labyrinth10.com

SHEET TITLE  
**DETAILS**

SCALE: AS SHOWN

DRAWN: P.P.

JOB NUMBER 727 RODEO

SHEET

**A-09.5**

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email:rsalicedesign@gmail.com

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POLYA PAVANI  
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TEL: (818) 200-9005  
Email: polya@labyrinth.com

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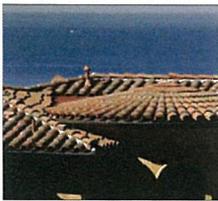
SCALE: AS SHOWN  
DRAWN: P.P.  
JOB NUMBER 727 RODEO  
SHEET

A-10.1

PLD DATE: 1/17/2014

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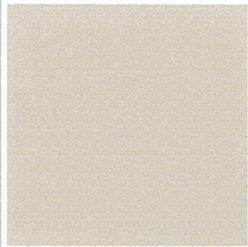
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7/8" SMOOTH FIN. EXT. PLASTER  
DE 6129 AND 6128 MIX 50-50



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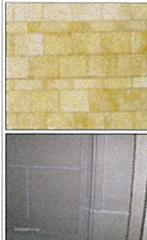
MANUFACTURER: SANDSTONE DESIGN INC  
COLOR: DE 6155 SOFT IVORY



4 MANUFACTURED STONE

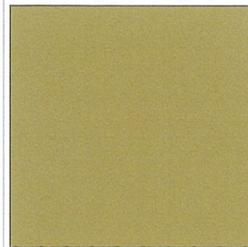
MANUFACTURER: TRAVERTINE  
COLOR: JERUSALEM GOLD

4 PRECAST COLOR TO MATCH 3  
ALTERNATIVE FOR STONE  
MANUFACTURER: SANDSTONE DESIGN INC  
COLOR: DE 6155 SOFT IVORY



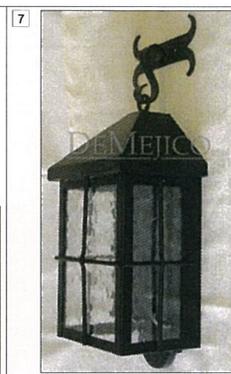
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MANUFACTURER: MARVIN WINDOWS & DOORS  
COLOR: DE 6130 FROM DUNN EDWARDS



6 REDWOOD RAFTER TAIL

SHAPED 8X6 STAINED REDWOOD ORNAMENTAL RAFTER TAIL OR STAINED TEAK



1 FRONT ELEVATION

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

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**Design Review Commission Report**

455 North Rexford Drive  
February 6, 2014

**Attachment D**

DRAFT Approval Resolution

RESOLUTION NO. DR **XX-14**

RESOLUTION OF THE DESIGN REVIEW COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN R-1 DESIGN REVIEW PERMIT TO ALLOW **A NEW TWO-STORY SINGLE-FAMILY RESIDENCE AT THE PROPERTY LOCATED AT 727 NORTH RODEO DRIVE (PL1332513).**

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

Section 1. **Pouya Payan, Labyrinth Design Studio**, agent, on behalf of **Elias Real Estate LLC**, property owner, (Collectively the “Applicant”), has applied for an R-1 Design Review Permit for design approval of **a new two-story single-family residence** for the property located at **727 North Rodeo Drive** which is located in the city’s Central R-1 Zone.

Section 2. Beverly Hills Municipal Code Article 44, Chapter 3 of Title 10, authorizes the Design Review Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s Central R-1 zone, subject to findings set forth in Beverly Municipal Code Section 10-3-4415.

Section 3. 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 environmental review 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. Since the property has not been designed by an architect listed on the City’s Master Architect List nor has it been listed on the City’s

Historic Resource Survey, it does not warrant further review as a potential historical resource. 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 4. The Design Review Commission conducted a duly noticed public hearing on February 6, 2014 at which time oral and documentary evidence was received concerning the application.

Section 5. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Design Review Commission hereby finds as follows with respect to the R-1 Design Review Permit:

A. The proposed development's design exhibits an internally compatible design scheme in that the project's proportions, form, fenestration, scale, mass, color and materials are representative of the architectural style and design scheme chosen for the building. These design elements, including existing or proposed landscaping, paving, or perimeter fencing or walls are internally compatible and consistent with the overall design.

B. The proposed development's design appropriately minimizes the appearance of scale and mass and enhances the garden like quality of the city and appropriately maximizes the use of required open space within the proposed architectural style. Specifically, the project, as conditioned, complies with applicable provisions of the municipal code that regulate overall building size, height, scale and mass. Additionally, the building provides appropriate building modulation and uses window and other design components that minimize the visual bulk and mass. The garden quality of the city is maintained through appropriately proportioned paving in the required front yard and with the incorporation of existing or proposed plant material of appropriate sizes that complement the architectural style and help reduce overall mass and scale.

C. The proposed development will enhance the appearance of the neighborhood in that the new construction has been designed in context to the appearance, mass and scale of adjacent properties and other properties in the neighborhood. The project includes the use of high quality building materials and appropriately uses colors and design ornamentation that is appropriate to the neighborhood. Existing or new planting will promote the garden quality image and appearance of the city, consistent with city goals and existing mature landscaping in the neighborhood.

D. The proposed development is designed to balance the reasonable expectation of development for the owner with the reasonable expectation of privacy of neighbors. The City's zoning regulations set forth maximum building height and mass standards with which this project, as conditioned, conforms. The project is being constructed in an urbanized environment and has other adjacent and nearby residences. To provide a reasonable expectation of privacy, the Design Review Commission reviewed the placement of windows on the subject and adjacent properties, considered the location of private outdoor areas and evaluated the projects proposed and neighbors' existing landscaping. Accordingly, based on this review, and as conditioned by this resolution, the project balances reasonable expectations for privacy and development.

E. The proposed development respects prevailing site design patterns, carefully analyzing the characteristics of the surrounding group of homes, and integrates appropriate features that will ensure harmony between old and new. Specifically, the project has been designed with an internally compatible architectural theme and is modulated in a manner that respects privacy and scale of development to adjacent properties. The project design, proportionality and landscaping is compatible with other properties in the general vicinity and the project reinforces a cohesive streetscape. In its review, the Design Review Commission carefully studied the proposed project in context to adjacent

properties and conducted individual site inspections or reviewed photographs of the surrounding group of homes.

Section 6. Based on the foregoing, the Design Review Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

1. No special conditions have been imposed for this project.

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. **Design 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 that are visible from the public street. 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 Design Review Commission.
9. **Covenant Recording.** Prior to issuance of a building permit, a covenant shall be filed with the Los Angeles County Register-Recorder/City Clerk that includes a copy of this resolution as an exhibit. The Applicant may submit evidence of proper filing to the Community Development Department or submit an application along with applicable fees to the development for covenant preparation and filing.
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.

11. **Appeals.** Decisions of the Design Review Commission may be appealed to the Planning Commission within fourteen (14) days of the final action by filing a written appeal and paying appropriate fees with the City Clerk.

Section 7. The Secretary of the Design Review 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 8. Decisions of the Design Review Commission may be appealed to the Planning Commission 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: February 6, 2014

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William Crouch, Commission Secretary  
Community Development Department

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Ilene Nathan, Chairperson  
Design Review Commission