



## Architectural Commission Report

**Meeting Date:** Wednesday, November 19, 2014

**Subject:** SERAPIAN (PL1430515)  
204 North Rodeo Drive

Request for approval of a façade remodel, business identification signage, and a construction barricade. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** Milan Lojdl – Architect

**Recommendation:** Conduct 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, business identification signage, and a construction barricade for the Serapian located at 204 North Rodeo Drive. The project includes the following components:

#### Façade Remodel

- Replace existing storefront with a new glass storefront system with new glass entry door.
- Install new brass kick plate on entry door along with new brass handle, door hinges, and lock.
- Clad the storefront windows and entry door in antique brass frames.

#### Business Identification Signage

- One (1) façade-mounted business identification sign located above the entry
  - Sign box is Antique Brass with push through frosted lucid letters
  - Size of the sign box is 3'-6" by 10'-11" (area is 38 SF)
  - Proposed text size is 14" letters "Serapian" with 5" letters "Milano"
  - Internally LED illuminated

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a business identification signage with a maximum size of two square feet per linear foot. In this case the length of the storefront is 37', therefore based on the linear frontage of the business, the maximum sign area is 75 SF and the proposed signage is within the maximum sign area (38 SF is proposed).

The applicant is also requesting a construction barricade with signage. The proposed signage includes the business name, logo, and "coming soon" and is proposed at the maximum sign area of 12 SF.

### URBAN DESIGN ANALYSIS

The proposed project is a clean and simple aesthetic that will balance the existing architecture of Via Rodeo development. The signage is appropriate in scale and the materials are of a high quality palette. It is anticipated that the project will serve as a positive enhancement to the area.

#### Attachment(s):

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

#### Report Author and Contact Information:

Cindy Gordon, AICP, Associate Planner  
(310) 285-1191  
cgordon@beverlyhills.org



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – November 19, 2014

### **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.



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

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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):  
 N/A \_\_\_\_\_ Number of signs proposed:
  - Other: \_\_\_\_\_
- Remodel: Int. & Ext, no floor area added  
 Remodel: Int. & Ext, floor area added  
 Awning(s):  New  Recovery  
 Open Air Dining: #Tables  #Chairs

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

1) Replace existing storefront with new frame less glass door with brass kick plate, brass door handle, brass door hinge and lock.  
 2) New brass sign in mounted by led lights with cut out letters.

**D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)**

- |                                       |                                 |                                 |                                 |                                |
|---------------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4          | <input type="checkbox"/> R-4X   | <input type="checkbox"/> R-4    | <input type="checkbox"/> R-4-P  | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3          | <input type="checkbox"/> RMCP   | <input type="checkbox"/> C-3    | <input type="checkbox"/> C-3A   | <input type="checkbox"/> C-3B  |
| <input type="checkbox"/> C-5          | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5   |
| <input type="checkbox"/> 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	Business ID	1	12'x3'-6"	42 S.F. Note: sign itself is 10'x 3'-6" = 35 S.F.	45'-9"x2 = 91.5 S.F.
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:* Precast stone gray color  
*Texture /Finish:* Amooth  
*Color / Transparency:* Light gray

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

*Material:* Glass in brass frame  
*Texture /Finish:* Clear  
*Color / Transparency:* No color

**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:* Brass finish light box with cut out letters  
*Texture /Finish:* smooth antique brass  
*Color / Transparency:* antique brass / clear lucid

**BUILDING ID SIGN(S)**

*Material:* Brass 6" high numbers  
*Texture /Finish:* smooth antique brass  
*Color / Transparency:* antique brass

**EXTERIOR LIGHTING**

*Material:* N/A (no new one)  
*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.**

Proposed glass storefront and sign is designed and detailed in minimalistic expression not to interfere with simple and elegant interior design such contributing to beauty, spaciousness, balance, taste, fitness brand vistas and high quality of Beverly Hills image.

- 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.**

Frame less storefront and door are made of ultra clear low iron glass, glass is secure in brass frames fixed to existing stone cladding without possibility to vibrate or transforming exterior noise.

- 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.**

Frame less glass and brass connection including brass sign are made of quality materials which will last without any mayor depreciation or damage.

- 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.**

Proposed storefront and sign does not have any effect on proposed developments on land in general area of Beverly Hills and with any precise plans adopted pursuant to general plan.

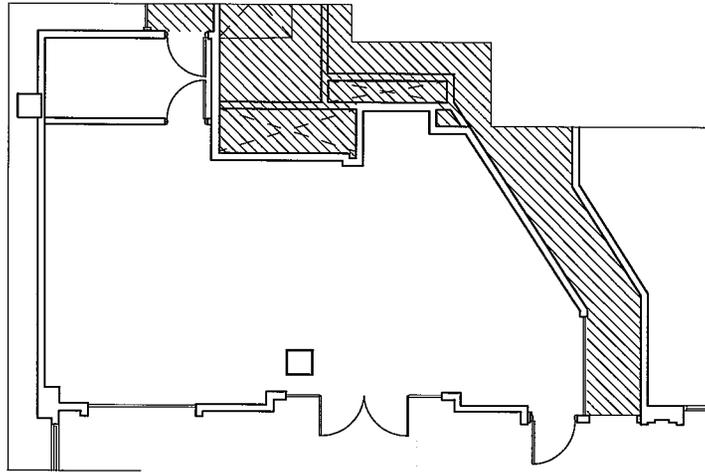
- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

Proposed storefront and sign is designed to conform to standards of municipal code and other applicable laws insofar as the location and appearance of the buildings and structures.

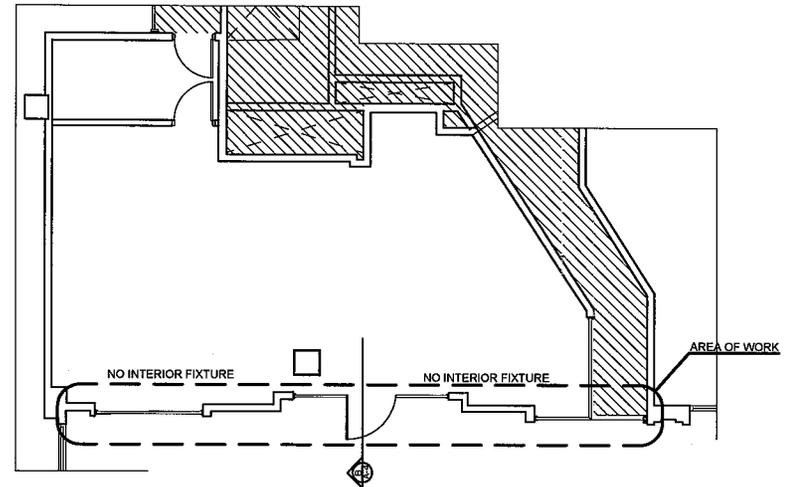


**Architectural Commission Report**  
455 North Rexford Drive, Room 280-A  
AC Meeting – November 19, 2014

**Attachment B**  
Project Design Plans



**EXISTING FLOOR PLAN**  
SCALE: 1/8" = 1'-0"



**PROPOSED FLOOR PLAN**  
SCALE: 1/8" = 1'-0"

**FACADE REMODELING OF AN EXISTING RETAIL STORE**  
204 N. RODEO DR. BEVERLY HILLS, CA FOR SERAPIAN-USA LLC.

SCALE: AS SHOWN

DATE: 10/31/2014

SHEET: A-2

**MILAN**  
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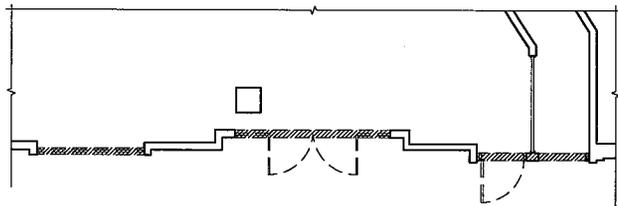
**EXISTING STOREFRONT ELEVATION**

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



**PROPOSED STOREFRONT ELEVATION**

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

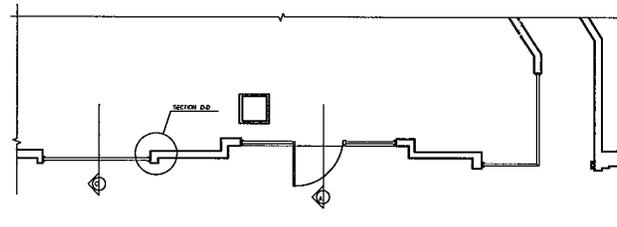


**EXISTING STOREFRONT PLAN**

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

**LEGEND**

-  EXISTING
-  DEMO.
-  BRASS FINISH



**PROPOSED STOREFRONT PLAN**

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

**FACADE REMODELING OF AN EXISTING RETAIL STORE**  
**204 N. RODEO DR. BEVERLY HILLS, CA FOR SERAPIAN-USA LLC.**

SCALE: N.T.S.

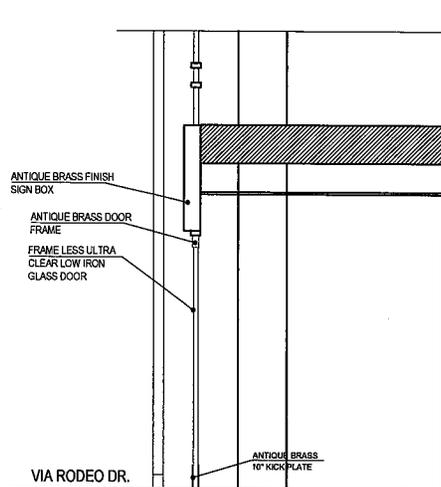
DATE: 10/31/2014

SHEET: A-3

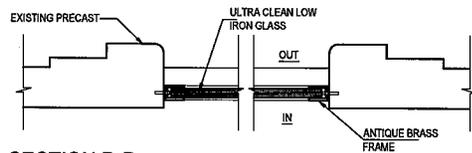
**MILAN**

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**SECTION B-B**  
SCALE: 1/4" = 1'-0"

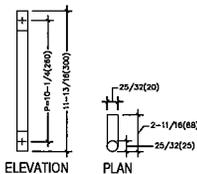


**SECTION D-D**  
SCALE: 1/4" = 1'-0"

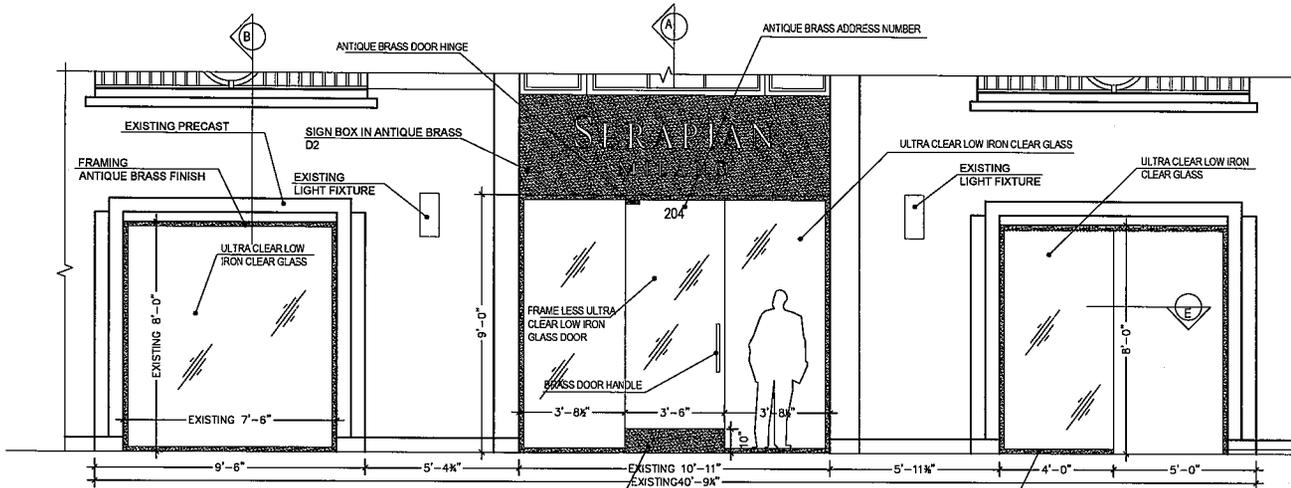
**BRASS DOOR HANDLE**

G2110-01-023-L300  
Type: Short  
Over all length: L11-13/16 (300)  
Center to center: 10-1/4 (260)

Company : Elmes Door Hardware  
Address : 19142 S. Van Ness Ave. Torrance  
CA. 90501  
phone (877) 356-3737  
fax (310) 618-8874  
http://www.elmesworld.com



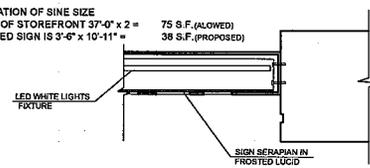
**DOOR HANDLE DETAIL**  
SCALE: N.T.S.



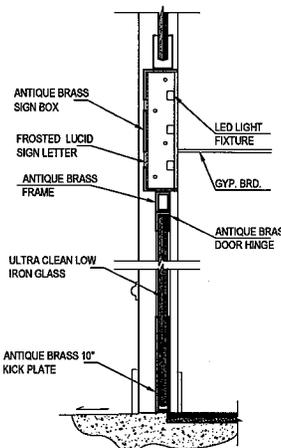
**PROPOSED STOREFRONT ELEVATION**  
SCALE: 1/4" = 1'-0"



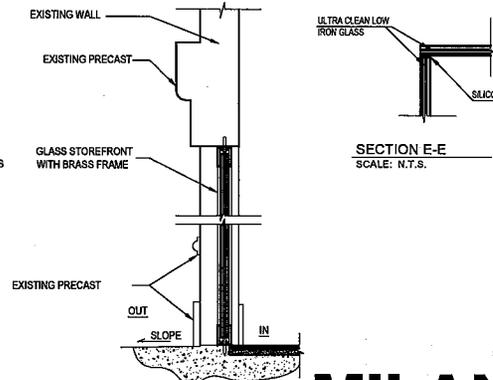
CALCULATION OF SINE SIZE  
LENGTH OF STOREFRONT 37'-0" x 2 = 75 S.F. (ALLOWED)  
PROPOSED SIGN IS 3'-6" x 10'-11" = 38 S.F. (PROPOSED)



**D2 (SIGN BOX)**  
SCALE: 1/4" = 1'-0"



**SECTION A-A**  
SCALE: 1" = 1'-0"



**SECTION C-C**  
SCALE: 1" = 1'-0"

**FACADE REMODELING OF AN EXISTING RETAIL STORE**  
204 N. RODEO DR. BEVERLY HILLS, CA FOR SERAPIAN-USA LLC.

SCALE: AS SHOWN | DATE: 10/31/2014 | SHEET: A-4

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EXISTING LIGHT FIXTURE  
WILL REMAIN

SIGNS TO BE  
REMOVED

LANDLORD WILL  
REMOVE PLANTERS

EXISTING STOREFRONT  
SCALE: N.T.S.

SIGNS TO BE REMOVED

SIGNS TO REMAIN MAX 12 S.F.



PROPOSED STOREFRONT  
SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE  
204 N. RODEO DR. BEVERLY HILLS, CA FOR SERAPIAN-USA LLC.

SCALE: AS SHOWN

DATE: 10/31/2014

SHEET: A-5

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EXISTING PANORAMA VIEW  
SCALE: N.T.S.



PROPOSED PANORAMA VIEW  
SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE  
204 N. RODEO DR. BEVERLY HILLS, CA FOR SERAPIAN-USA LLC.

SCALE: AS SHOWN

DATE: 10/31/2014

SHEET: A-6

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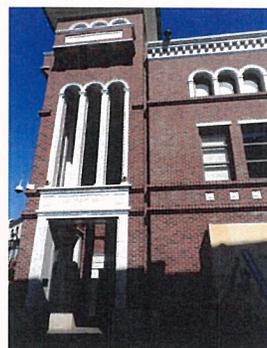
P1



P2



P3



P4



P5



P6



P7

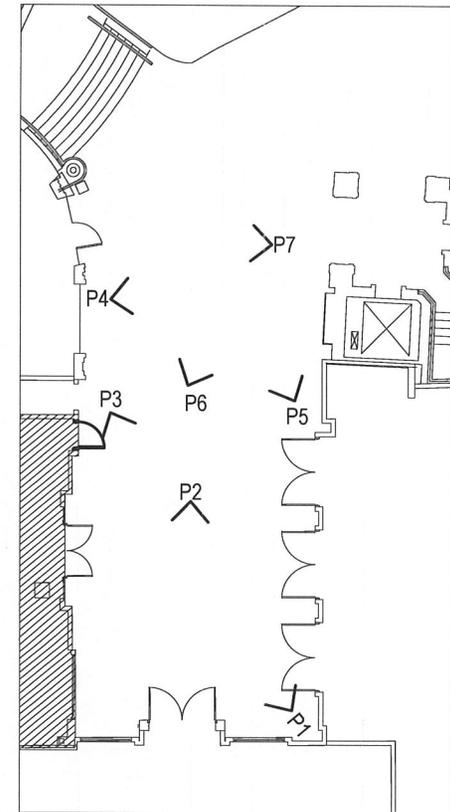


PHOTO KEY MAP

SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE  
204 N. RODEO DR. BEVERLY HILLS, CA FOR SERAPIAN-USA LLC.

SCALE: AS SHOWN

DATE: 10/31/2014

SHEET: A-7

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**Architectural Commission Report**

455 North Rexford Drive, Room 280-A  
AC Meeting – November 19, 2014

**Attachment C**

DRAFT Approval Resolution

RESOLUTION NO. AC XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE REMODEL, BUSINESS IDENTIFICATION SIGNAGE, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 204 NORTH RODEO DRIVE (PL1430515 – SERAPIAN).

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

Section 1. Milan Lojdl, architect, on behalf of the property owner, Sloane Two Rodeo, LLC, and the tenant, Serapian (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, business identification signage, and a construction barricade graphic for the property located at 204 North Rodeo Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions, or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the Architectural Commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s local CEQA Guidelines. The subject project is exempt from 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, 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 to 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 19, 2014 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 filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: November 19, 2014

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission