



## City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210  
TEL (310) 285-1141 FAX (310) 858-5966

# Architectural Commission Report

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**Meeting Date:** Wednesday, June 17, 2015  
*(Continued from the Wednesday, May 20, 2015 Architectural Commission meeting)*

**Subject:** **FENDI (PL1504812)**  
**201 North Rodeo Drive**  
Request for approval of a façade modification 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:** Elizabeth Valerio – Valerio Architects

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade modification and a sign accommodation for multiple business identification signs for Fendi located at 201 North Rodeo Drive. This project was previously reviewed by the Architectural Commission at their meeting on Wednesday, May 20, 2015 (note: the project has been substantially revised and no longer includes the sign accommodation for an alley-oriented business identification sign or a construction barricade graphic). At that meeting, the Commission determined that the design warranted further review and directed the project be restudied and returned to the meeting of June 17, 2015. While the façade design, in isolation, was positively reviewed by the Commission, considerable concern was expressed regarding the compatibility of the façade with the overall building aesthetic, which resulted in the lack of a freestanding storefront.

As a result of the Commission's comments, the applicant has modified the façade design, as follows:

- Maintain existing building façade and stonework (white travertine and etched façade glass has been removed from the current proposal);
- Entryway with clear storefront glazing and patina bronze framing, and;
- One storefront window in existing vertical glass element.

The proposed business identification signage has been modified as a result of the currently proposed façade design and includes the following:

- One (1) 13.2 SF façade-mounted business identification sign;
- One (1) 4.6 SF façade-mounted (existing vertical glass) business identification sign;
- One (1) 1.1 SF entry glass-mounted business identification sign, and;
- One (1) storefront window business identification sign (size not specified).
- *Note: All business identification signs are halo-illuminated and consist of a patina bronze material to match the storefront framing (sign copies: "FENDI").*

**TOTAL SIGN AREA: +/- 18.9 SF (previously proposed at 20 SF)**

**Attachment(s):**

- A. May 20, 2015 Staff Report and Previously Proposed Plans
- B. Applicant-prepared *Response to Comments*
- C. Project Design Plans
- D. 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 – June 17, 2015

Pursuant to BHMC §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". As such, based on a storefront length of 40'-0" and a maximum sign area of 80 SF, the proposed business identification signage is within the maximum standards set forth in the BHMC.

### URBAN DESIGN ANALYSIS

While the façade modification is greatly reduced in its scope from what was originally presented to the Commission, and does not include the unique etched façade component, the scaled-back design achieves the objective of maintaining a cohesive building aesthetic. Additionally, the use of the patina bronze storefront framing is consistent with other retail tenants on North Rodeo Drive in that it utilizes the framing system to differentiate between tenants in a larger building as opposed to a more defined façade design.

While the overall area and number of signs has been reduced from the original proposal, the configuration of the signage should be modified. Specifically, the primary business identification sign should be relocated so that it relates more appropriately to the entry (i.e., reduce the height between the bottom of the sign and the sidewalk). Additionally, the business identification sign on the existing vertical glass element should be reconfigured so that it does not directly abut the vertical mullion.

Project-specific conditions have not included in the draft approval resolution regarding this analysis; however, the Commission may wish to consider it during their discussion and review of the project.

### 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

AC Meeting – June 17, 2015

**Attachment A**

May 20, 2015 Staff Report  
and Previously Proposed Plans



## Architectural Commission Report

**Meeting Date:** Wednesday, May 20, 2015

**Subject:** FENDI (PL1504810)  
201 North Rodeo Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, a sign accommodation for an alley-oriented business identification sign, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** Elizabeth Valerio – Valerio Architects

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

### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, a sign accommodation for multiple business identification signs, a sign accommodation for an alley-oriented business identification sign, and a construction barricade graphic for Fendi located at 201 North Rodeo Drive. The project includes the following components:

#### Façade Remodel

- White travertine façade;
- Back-lit etched façade/storefront glass with a gold metal mesh element;
- Vertical white travertine stone ribbon elements at etched glass edges;
- Clear storefront glazing with patina bronze framing, and;
- Patina bronze framing and pulls at entry door.

#### Sign Accommodation (multiple business identification signs)

- One (1) 12.3 SF business identification sign;
- One (1) 4.4 SF business identification sign;
- One (1) 1.8 SF business identification sign, and;
- One (1) 1.5 SF business identification sign;
- *Note: All business identification signs are façade-mounted, halo-illuminated, and consist of a patina bronze material to match the storefront framing (sign copies: "FENDI").*

TOTAL SIGN AREA: 20 SF

Pursuant to BHMC §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 10% of the vertical surface area of that portion of the wall below 20'-0". As such, based

#### 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 – May 20, 2015

on a storefront length of 40'-0" and a maximum sign area of 80 SF, the proposed business identification signage is within the maximum standards set forth in the BHMC.

### Sign Accommodation (alley-oriented business identification sign)

- One (1) 1.5 SF business identification sign
- *Note: All business identification signs are façade-mounted, halo-illuminated, and consist of a patina bronze material to match the storefront framing (sign copies: "FENDI").*

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed 75% of the area otherwise permissible if the wall abutted a public street. Based on an alley façade width of 25'-0", the maximum sign area for an alley-oriented business identification sign is 37.5 SF, as the maximum sign area would otherwise be 50 SF if the façade abutted a public street. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

### Construction Barricade Graphic

The applicant is also requesting a construction barricade graphic with signage. The signage on that portion of the barricade parallel to the street, which includes the business name, is proposed at an area no greater than 12 SF. No business identification signage is proposed on the barricade returns.

Pursuant to BHMC §10-4-612, construction barricades may include one (1) 12 SF sign 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.

However, the barricade returns are not consistent with the Community Development Department's policy of requiring 6 SF of sign area on the barricade returns to be allocated to adjacent tenants. A project-specific condition has been added to provide this signage.

### **URBAN DESIGN ANALYSIS**

The proposed façade remodel an appropriate addition to the building and will assist in reducing its overall scale. Specifically, it will introduce a human-scaled façade and a village-like rhythm to an otherwise blank wall, which will significantly enhance the pedestrian experience and have a positive impact on the streetscape of North Rodeo Drive. However, the proposed signage detracts from the positive impact of the storefront and should be reduced in scale and/or quantity so that the configuration more appropriately fits the façade aesthetic.

Additionally, the construction barricade graphic appears overly advertisement-oriented and should be revised so that it is more artistic in nature.

Project-specific conditions have been included in the draft approval resolution (Attachment D) regarding this analysis; however, the Commission may elect to remove, modify, or add additional conditions as a result of their analysis and discussion on the project.



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – May 20, 2015

### **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.



**FENDI**

Rodeo Drive  
201 N. Rodeo Drive  
Beverly Hills, CA 90210

Proposed Building Elevation

Scale: N.T.S.

Project No. 1734-15-28

**valerio**

architecture  
and interiors

4/27/15

PG.05



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – June 17, 2015

**Attachment B**  
Applicant-prepared  
*Response to Comments*

**Fendi**  
**201 N. Rodeo Dr.**  
**ARB revision**

Minor exterior remodel for a new Fendi Store at 201 N. Rodeo. Fendi will be taking a portion of the Building for a minor exterior and full Interior TI.

1. Create new entrance.
2. Take-out two existing window displays.
3. Create new showcase window.
4. Three new Fendi signs, 13.2 sf, 4.6 sf and 1.1 sf.

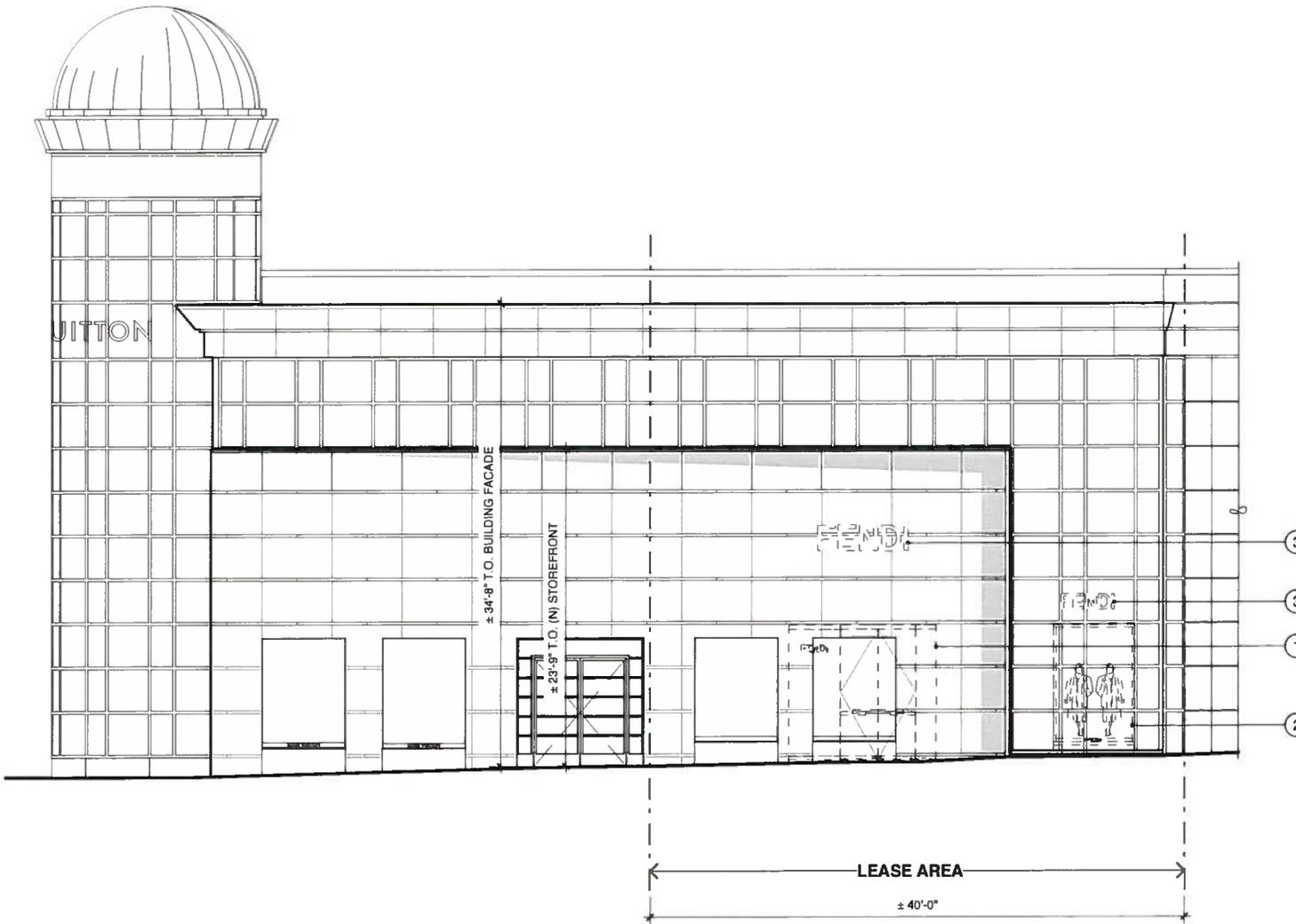


**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

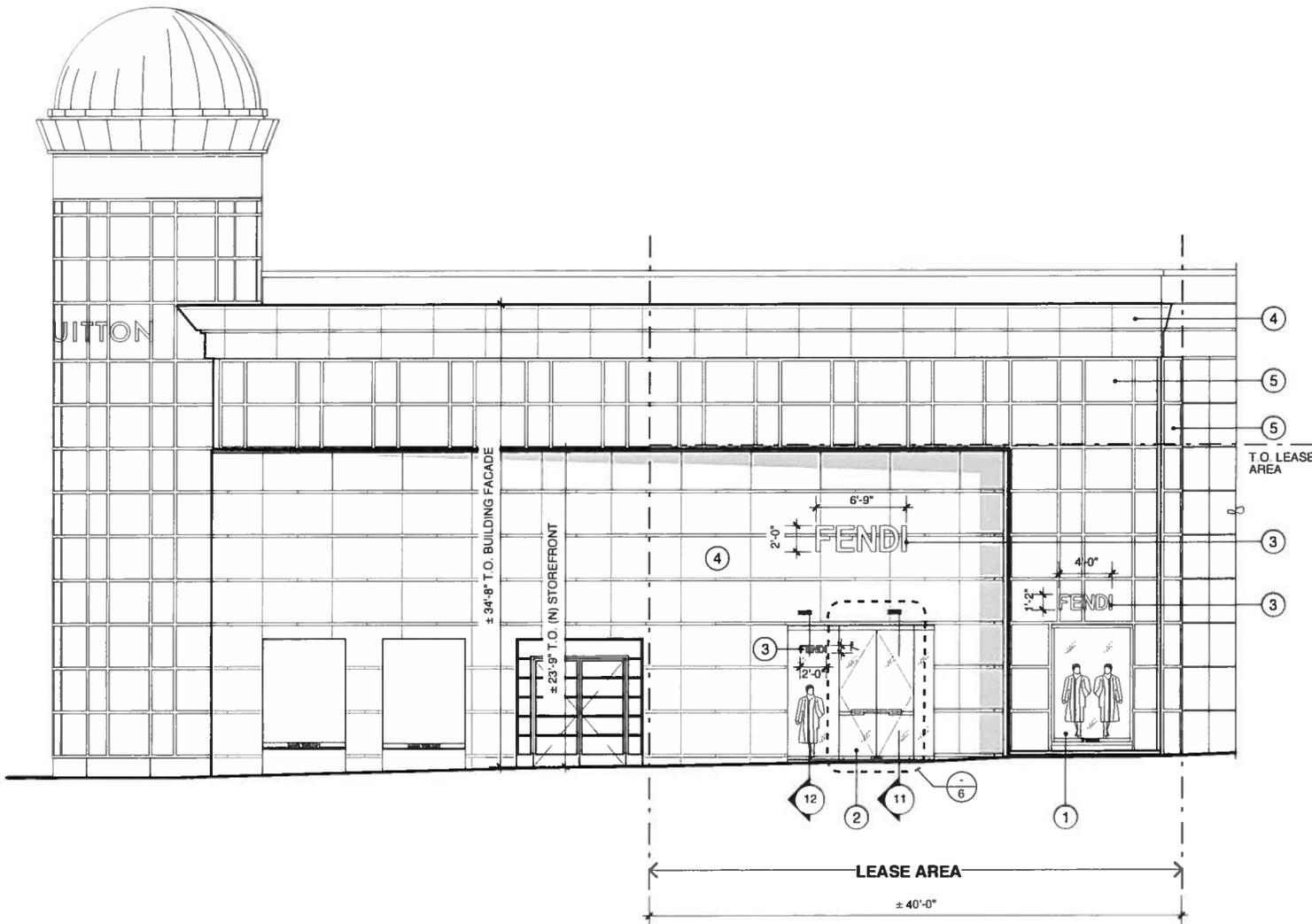
AC Meeting – June 17, 2015

**Attachment C**  
Project Design Plans



**KEY NOTES:**

- 1. DASHED LINE OF PROPOSED STOREFRONT ENTRY DOORS
- 2. DASHED LINE OF PROPOSED DISPLAY WINDOW
- 3. DASHED LINE OF PROPOSED LOGO



**KEY NOTES:**

1. SHOW WINDOW (STARPHIRE ULTRA CLEAR TEMPERED GLASS)
2. STOREFRONT ENTRY DOORS (STARPHIRE ULTRA CLEAR TEMPERED GLASS)
3. BACK-LIT SIGNAGE. SEE PG. 08 FOR ATTACHMENT DETAIL
4. (E) STONE TO REMAIN
5. (E) STOREFRONT TO REMAIN



**FENDI**  
Rodeo Drive  
201 N. Rodeo drive  
Beverly Hills, CA90210

Existing Streetscape

Scale: N.T.S.

Project No: 1734-15-28

**valerio** architecture  
and interiors

6/1/15

PG 03



**FENDI**

Rodeo Drive  
201 N. Rodeo Drive  
Beverly Hills, CA 90210

Existing Building Elevation

Scale: N.T.S.

Project No. 1734-15-28

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architecture  
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6/1/15

PG.04



**FENDI**

Rodeo Drive  
201 N. Rodeo drive  
Beverly Hills, CA 90210

Proposed Building Elevation

Scale: N.T.S.

Project No. 1734-15-28

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6/1/15

PG.05A



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – June 17, 2015

**Attachment D**

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE MODIFICATION AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 201 NORTH RODEO DRIVE (PL1504812 - FENDI).

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

Section 1. Elizabeth Valerio, Valerio Architects, agent, on behalf of the property owner, Fred Hayman Trust, and the tenant, Fendi, (Collectively the "Applicant"), has applied for architectural approval for a façade modification and a sign accommodation for multiple business identification signs for the property located at 201 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 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 **May 20, 2015 and June 17, 2015** 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 environment 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 are proposed.

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: **June 17, 2015**

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Ryan Gohlich, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission