



# Architectural Commission Report

**Meeting Date:** Wednesday, September 21, 2016

**Subject:** **DIOR (PL1621851)**  
**201 North Rodeo Drive**  
 Request for approval of a sign accommodation for multiple business identification signs and a building identification sign. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project Agent:** Ashok Vanmali – Gruen Associates

**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 a sign accommodation for multiple business identification signs and a building identification sign for Dior (pop-up store) located at 201 North Rodeo Drive. The project includes the following components:

### Business Identification Signs

| N. RODEO DRIVE                            |         |          |                 |                               |
|---|---------|----------|-----------------|-------------------------------|
| Location                                  | Size    | Quantity | Illumination    | Material                      |
| Facade                                    | 27 SF   | 1        | Halo            | Black-painted stainless steel |
| Display windows                           | 0.63 SF | 2        | Non-illuminated | Vinyl decal                   |
| <b>TOTAL SIGN AREA: 28.3 SF (3 SIGNS)</b> |         |          |                 |                               |

| WILSHIRE BOULEVARD                        |       |          |                 |                               |
|---|-------|----------|-----------------|-------------------------------|
| Location                                  | Size  | Quantity | Illumination    | Material                      |
| Upper facade                              | 27 SF | 1        | Halo            | Black-painted stainless steel |
| Lower facade                              | 4 SF  | 1        | Halo            | Black-painted stainless steel |
| Display windows                           | 0.15  | 6        | Non-illuminated | Vinyl decal                   |
| <b>TOTAL SIGN AREA: 31.9 SF (8 SIGNS)</b> |       |          |                 |                               |

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 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 100'-0" the maximum sign area is 100 square feet; the cumulative sign area is 60.2 square feet. As such,

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

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the proposed business identification signage is consistent with the standards set forth in the BHMC.

### Building Identification Signage

| N. RODEO DRIVE                         |       |          |              |                               |
|--|-------|----------|--------------|-------------------------------|
| Location                               | Size  | Quantity | Illumination | Material                      |
| Corner tower                           | 27 SF | 1        | Halo         | Black-painted stainless steel |
| <b>TOTAL SIGN AREA: 27 SF (1 SIGN)</b> |       |          |              |                               |

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the total building identification sign area on any one side of a building shall not exceed two percent (2%) of the vertical surface area of such side, excluding penthouse walls. Based on a vertical surface area of approximately 2,442 square feet, the maximum building identification sign area is 48 square feet. As such, the proposed building identification sign is consistent with the standards set forth in the BHMC.

### **URBAN DESIGN ANALYSIS**

The proposed building signage for the existing commercial structure appropriately responds to the existing façade treatments for this retailer and the individual components are of a high caliber. Final plans shall indicate that all electrical conduits, transformers, etc. shall be concealed from public view.

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.



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### **PUBLIC OUTREACH AND NOTIFICATION**

Public outreach and notification was not required for this project.



**Architectural Commission Report**

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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):
    - 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:**

Tenant improvement of existing retail space with interior work. Façade to remain, only new signage to be added.

**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       | 2               | 8'-5" x 3'-3"     | 54 sf            | 108' x 2 = 216 sf                     |
| 2 | Business ID Sign       | 1               | 3'3" x 1'-3"      | 4 sf             |                                       |
| 3 | Business ID Sign Decal | 2               | 6" x 1'-3"        | 1.25 sf          |                                       |
| 4 | Business ID Sign Decal | 6               | 7" x 3"           | 0.875 sf         |                                       |
| 5 | Building ID Sign       | 1               | 8'-5" x 3'-4"     | 27 sf            | 2% of (66' X 37') = 48 sf             |

**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:* Existing stone and glass  
*Texture /Finish:* Existing  
*Color / Transparency:* Existing

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

*Material:* Existing glass  
*Texture /Finish:* Existing  
*Color / Transparency:* Existing

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

**OUTDOOR DINING ELEMENTS** (List all material for all outdoor dining elements.)

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

**SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)**

**AWNINGS, CANOPIES**

Material: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**DOWNSPOUTS / GUTTERS**

Material: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**BUSINESS ID SIGN(S)**

Material: Painted black back lit stainless steel; black decals  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: Black

**BUILDING ID SIGN(S)**

Material: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**EXTERIOR LIGHTING**

Material: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**PAVED SURFACES**

Material: \_\_\_\_\_  
Texture /Finish: \_\_\_\_\_  
Color / Transparency: \_\_\_\_\_

**FREESTANDING WALLS AND FENCES**

Material: \_\_\_\_\_  
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.**

Dior's concept for the pop up store encapsulates it's current brand image with tasteful design.

- 2. Describe how the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.**

The existing facade of the building is to remain as is, simply new signs will be installed on the exterior.

- 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 exterior signage is high quality back lit with black painted stainless steel letters and is therefore in keeping with the context of the building.

- 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 proposed signage is comparable in size and material to the surrounding developments of the general area in Beverly Hills.

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

The proposed signage meets the standards of the municipal code and is less than the maximum area permitted by code.



**Architectural Commission Report**

201 N. Rodeo Drive (Dior)

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**Attachment B**  
Project Design Plans



9500 WILSHIRE BLVD  
BEVERLY WILSHIRE  
HOTEL

WILSHIRE  
BOULEVARD

SITE  
201 N. RODEO

201 N.  
RODEO  
FENDI

FRED  
HAYMAN  
PLACE

295 N.  
RODEO  
LOUIS  
VUITTON

DAYTON  
WAY

**1 EXISTING STREETSCAPE - N. RODEO DRIVE**  
SCALE: NTS



9500 WILSHIRE BLVD  
BEVERLY WILSHIRE  
HOTEL

WILSHIRE  
BOULEVARD

SITE  
201 N. RODEO - DIOR

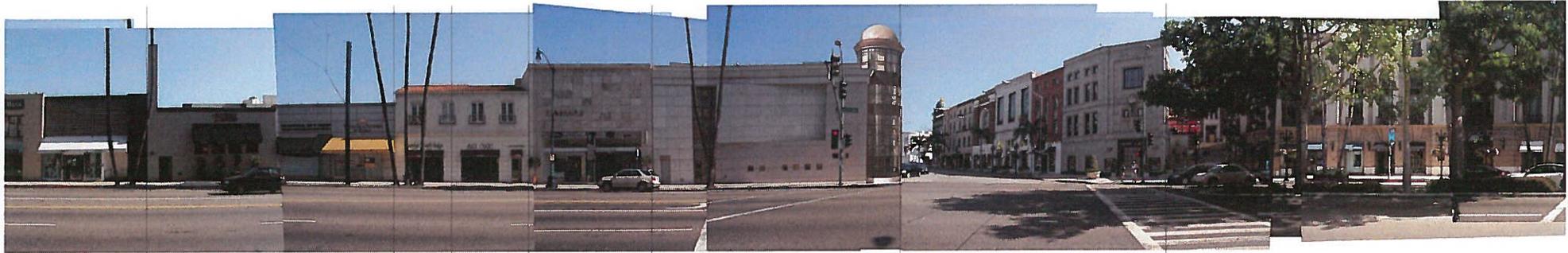
201 N.  
RODEO  
FENDI

FRED  
HAYMAN  
PLACE

295 N.  
RODEO  
LOUIS  
VUITTON

DAYTON  
WAY

**2 PROPOSED STREETSCAPE - N. RODEO DRIVE**  
SCALE: NTS



9562 DAYTON  
WAY ERES

9560 DAYTON  
WAY THE  
GRILL ON THE  
ALLEY

9551  
WILSHIRE  
SANDY'S  
SALON

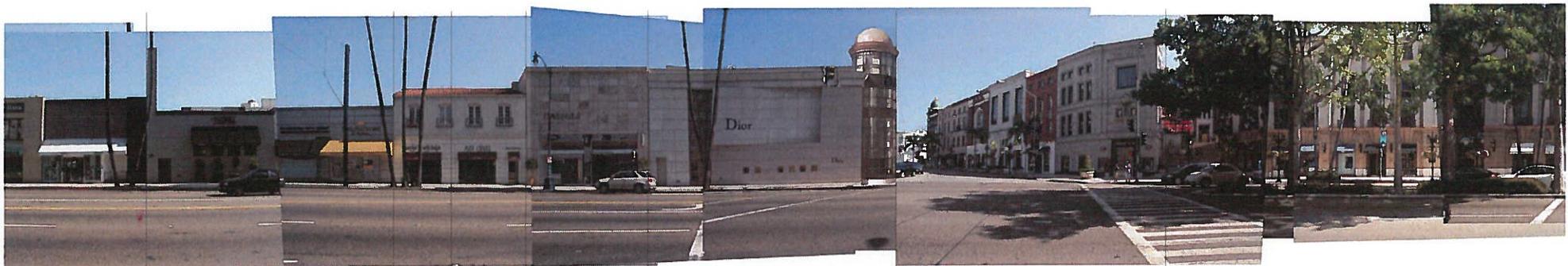
9551 WILSHIRE  
BLVD ASCOT  
CHAIG

9594 WILSHIRE BLVD  
CANALI

SITE  
201 N. RODEO

N. RODEO DRIVE

**1** EXISTING STREETScape - WILSHIRE BOULEVARD  
SCALE: NTS



9562 DAYTON  
WAY ERES

9560 DAYTON  
WAY THE  
GRILL ON THE  
ALLEY

9551  
WILSHIRE  
SANDY'S  
SALON

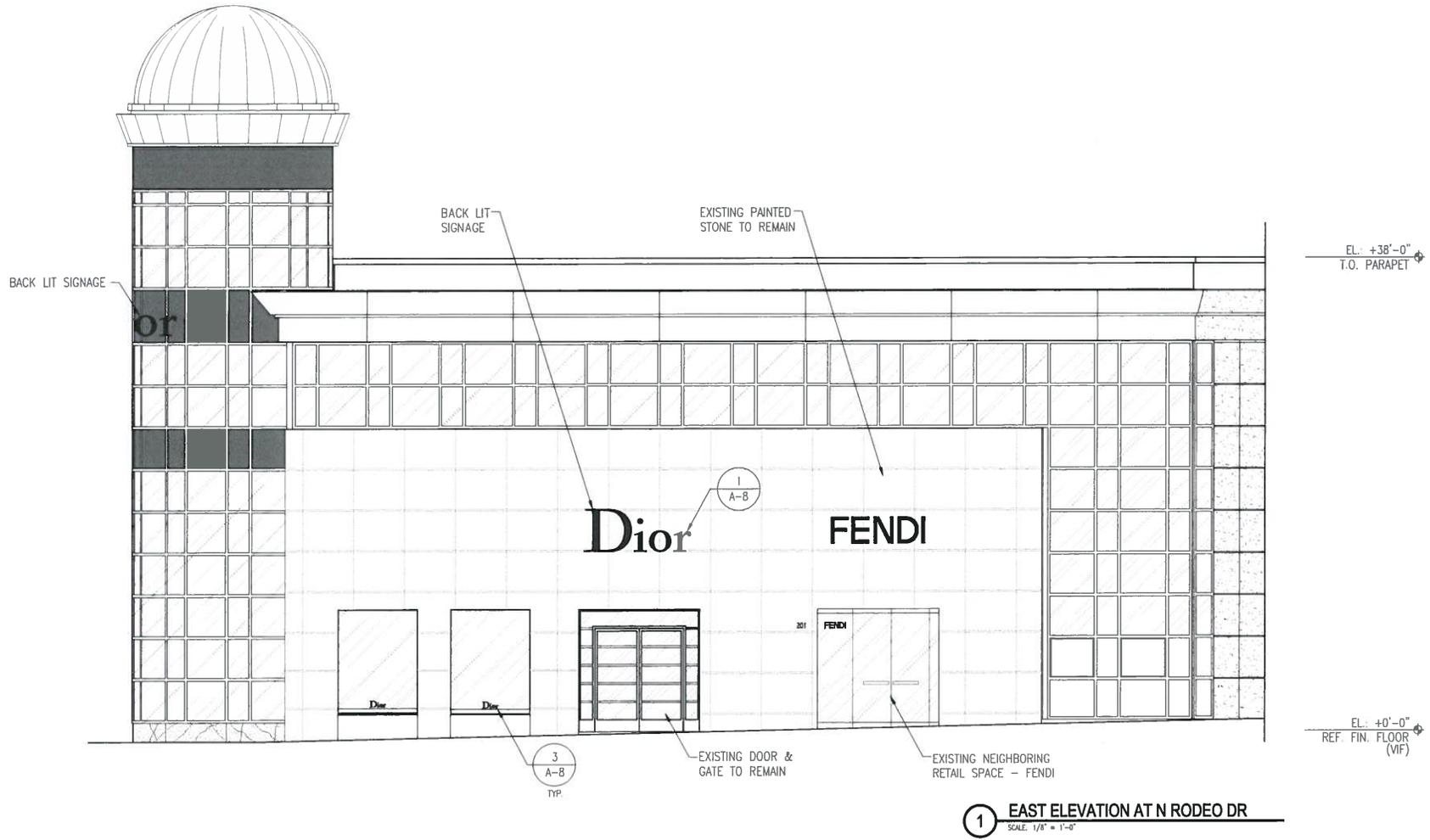
9551 WILSHIRE  
BLVD ASCOT  
CHAIG

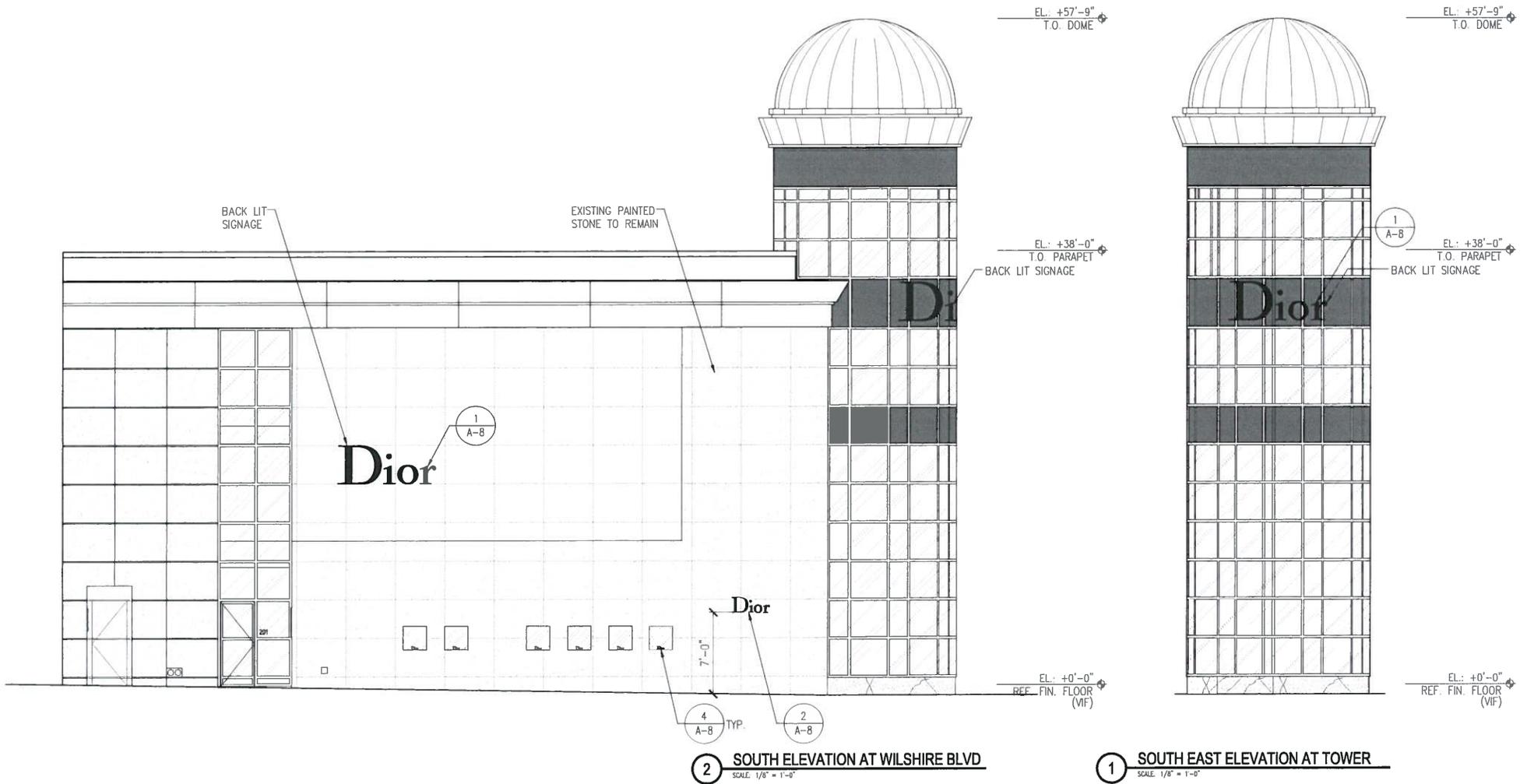
9594 WILSHIRE BLVD  
CANALI

SITE  
201 N. RODEO - DIOR

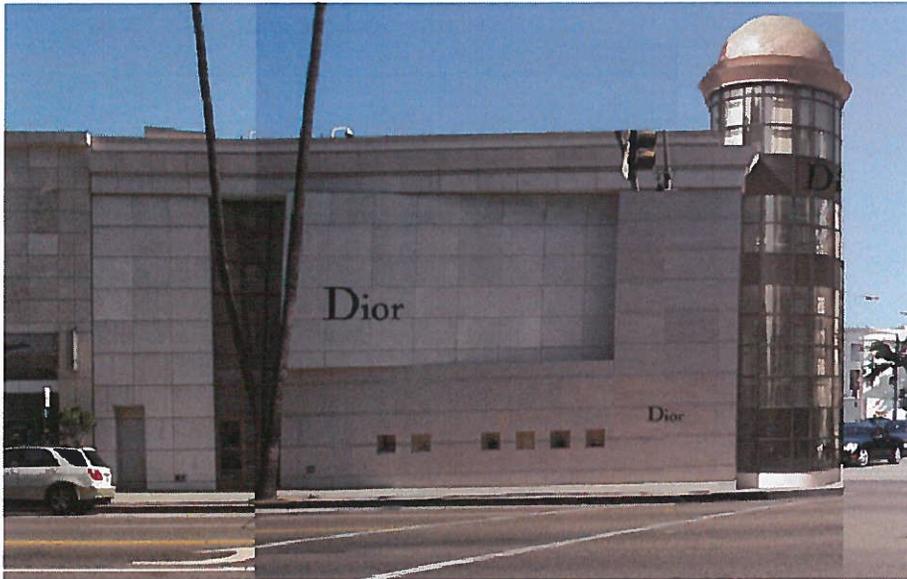
N. RODEO DRIVE

**2** PROPOSED STREETScape - WILSHIRE BOULEVARD  
SCALE: NTS









2 PROPOSED RENDERINGS - WILSHIRE BOULEVARD  
SCALE: NTS



1 PROPOSED RENDERINGS - N. RODEO DRIVE  
SCALE: NTS



**Architectural Commission Report**

201 N. Rodeo Drive (Dior)

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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 SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS AND A BUILDING IDENTIFICATION SIGN FOR THE PROPERTY LOCATED AT 201 NORTH RODEO DRIVE (PL1621851).

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

Section 1. Ashok Vanmali, agent, on behalf of the property owner, One Rodeo Owner LLC, and the tenant, Dior, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple business identification signs and a building identification sign 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 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on **September 21, 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. Final plans shall indicate that all electrical conduits, transformers, etc. be concealed from public view.

### 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: **September 21, 2016**

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Mark Odell, Urban Designer  
Community Development Department

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Gidas Peteris, Chair  
Architectural Commission