



AGENDA REPORT

Meeting Date: July 15, 2008
Item Number: F-4
To: Honorable Mayor & City Council
From: City Attorney
Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS APPROVING, ON APPEAL, A FAÇADE CHANGE FOR PROPERTY LOCATED AT 190 NORTH CANON DRIVE (FRED HAYMAN)
Attachments: Resolution

RECOMMENDATION

The City Attorney recommends that the City Council adopt the proposed resolution.

INTRODUCTION

This resolution approves a façade change for property located at 190 North Canon Drive.

DISCUSSION

At the City Council meeting of June 17, 2008, the City Council directed the City Attorney to draft a resolution of findings approving a façade change for property located at 190 North Canon Drive (Fred Hayman). The resolution is attached for the Council's consideration.

FISCAL IMPACT

There is no fiscal impact.

Department Approval:

A handwritten signature in cursive script, appearing to read "Laurence S. Wiener".

Laurence S. Wiener
City Attorney

RESOLUTION NO. 08-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF
BEVERLY HILLS APPROVING, ON APPEAL, A FAÇADE
CHANGE FOR PROPERTY LOCATED AT 190 NORTH
CANON DRIVE (FRED HAYMAN)

The City Council of the City of Beverly Hills does resolve as follows:

Section 1. Fred Hayman, Beverly Hills, (hereinafter referred to as the “Applicant”), proposes revisions to the modern façade of the Fred Hayman, Beverly Hills, building at 190 North Canon Drive. The façade revisions consist of the construction of a faux storefront replicating the historic entry to the “Giorgio” retail store previously located at 273 North Rodeo Drive. The storefront replication is proposed along the northerly building façade adjacent to Clifton Way.

Section 2. The Architectural Commission denied the Applicant’s proposal on January 9, 2008, based on its finding that the proposed storefront did not fit with, and would detract from, the clean lines of the existing building’s modern design. While the Architectural Commission appreciated the intent of the storefront as an homage to the contributions of the “Giorgio” store on Rodeo Drive, the Commission concluded that the faux façade would not uphold the design integrity of the 190 North Canon Drive building.

Section 3. On January 23, 2008, the Applicant filed a timely appeal of the Architectural Commission’s decision (the “Appeal”). The Appeal sought approval of the faux

storefront based on the contributions and historic nature of the “Giorgio” store when on Rodeo Drive and because the façade is intended to be viewed as an art installation.

Section 4. On June 17, 2008, the City Council conducted a duly noticed public hearing to consider the Appeal. After taking testimony, both written and oral, the public hearing was closed. After deliberation, the City Council directed staff to prepare a resolution granting the appeal, and approving the requested faux storefront as proposed by the Applicant.

Section 5. The City Council finds that proposed storefront represents an homage to the historic “Giorgio” store on Rodeo Drive, which served as an icon for many years. The proposed façade brings the Rodeo Drive feel to Canon Drive, which is undergoing change and improvement associated with Montage Hotel project presently under construction. Further the Council finds the façade is an art installation representing history in Beverly Hills, in addition to being a façade treatment.

A. As such, 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. The nature of the façade, the historic characteristics, and its nature as an art installation support the finding that the proposal is in good taste and design, and contributes to the image of Beverly Hills as a place of beauty, balance and taste. While the architectural style of the façade is not consistent with the modern style of the existing building, the contrast of styles represents an interesting and good design by combining old and new in an artistically pleasing manner.

B. 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 because of the homage to the past history of Rodeo Drive which will enhance the Canon Drive streetscape in conjunction with the Montage Hotel project under construction.

C. 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 in that the design is complementary to the changes occurring on Canon Drive, including the nearby Montage Hotel project.

D. 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, in that the proposed façade treatment conform to the code standards and must conform with all applicable building code requirements.

Section 6. The project has been environmentally reviewed pursuant to the California Environmental Quality Act (CEQA), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 et seq.), and the City's environmental guidelines, is exempt pursuant to Guidelines Section 15301 (Existing Facilities) because the façade modifications are nothing more than minor alterations to an existing private structure that do not involve any expansion of use beyond that existing at the time of approval of the project.

Section 7. Based on the foregoing, the City Council hereby approves the façade renovations as proposed by the Applicant.

Section 8. The City Clerk shall certify to the passage, approval, and adoption of this Resolution, and shall cause this Resolution and his certification to be entered in the Book of Resolutions of the Council of this City.

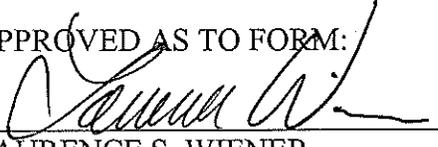
Adopted:

BARRY BRUCKER
Mayor of the City of
Beverly Hills, California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

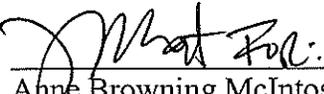
APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

RODERICK J. WOOD
City Manager



Anne Browning McIntosh, AICP
Interim Director of Community Development