



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

**For the Architectural  
Commission Meeting of  
September 10, 2008**

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Assistant Planner

**SUBJECT:** **PL 0837799 – “Mont Blanc”**  
**319 North Rodeo Drive**  
Façade Remodel with new Business Identification Signage

**PROJECT INFORMATION**

<b>Applicant</b>	Jack Neeson with Bartaluce Architects
<b>Address</b>	319 N Rodeo Drive
<b>Project Name</b>	“Mont Blanc”
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade Remodel</li><li>• Signage</li></ul>

**PROJECT DESCRIPTION**

The project is located on the east side of the 300 block of Rodeo Drive. The applicant is proposing a remodeled façade and new business identification sign. The following elements are proposed for 319 North Rodeo Drive:

**Façade**

The proposed façade remodel has been designed to update the aesthetics of the existing retail space located at 319 North Rodeo Drive. The proposed design would fill in an existing rectangular window above the first-floor façade and would include the installation of two large 15' tall (approximately) windows composed of clear tempered glazed glass, which will contain metal gauze millwork backdrops. The centered glass doorway would also be composed of clear tempered glass. The windows and doorway would be surrounded by dark blue powder coated metal frames. The facade of the proposed structure shall consist of shale stone cladding. The façade, as proposed is modern in style and composed of high quality materials.

A material board will be presented at the meeting.

**Business Identification Sign**

The applicant is requesting a 22.6 SF business identification signage which shall read "Mont Blanc". The stainless steel sign would contain two lines of all capital letters, totalling 2'-8 1/8" in height. The letters will be a mounted with set screws and will be wired for LED lighting.

<b>BUSINESS IDENTIFICATION SIGNS</b>		
<b>Type of Sign</b>	<b>Permitted by Code</b>	<b>Proposed</b>
Business ID Signage	One sign which does not exceed two (2) square feet in area for each one foot (1') of ground floor street frontage (not to exceed 100 square feet)	One sign totaling 22.6 square feet

**ANALYSIS**

The proposed façade remodel is intended to update the appearance of the existing building by using modern materials and extensive glass elements. The proposed design offers an updated appearance with a clean finish. The use of high quality materials and modern style shall be cohesive with the high-end facades found along North Rodeo Drive.

**ARCHITECTURAL CRITERIA**

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration of the following criteria:

***(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.***

The proposed façade remodel creates a dramatic, modern façade. The materials proposed are of a high quality. The proposed business identification sign is conservative in size and simple in design. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel and business identification sign 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.

***(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 façade remodel and the installation of new signage do not appear to modify any existing barriers to external or internal noise and is not anticipated to make the environment less favorable.

***(c) The proposed building 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 materials proposed for the facade remodel and new signage do not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or value.

***(d) 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 facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

***(e) The proposed building or structure 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.***

Subject to review of the final construction documents, the proposed façade remodel and new signage are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

### **RECOMMENDATION**

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the project as presented.

  
SHENA ROJEMANN