



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of April 21, 2010**

TO: Architectural Commission

FROM: Georgana Millican, Associate Planner

SUBJECT: PL 1007923-
Façade remodel and business identification signage for
"Solange" – 340 North Rodeo Drive

PROJECT INFORMATION

Applicant/Owner	Kenneth Park
Address	340 North Rodeo Drive
Project Name	Solange
Project Type	<ul style="list-style-type: none">• Façade Remodel• Business Identification Signage

PROJECT ELEMENTS

The project site is located on the east side of the 300 block of North Rodeo Drive in the building that currently houses Bally to the south and the new Tom Ford space to the north. The Bally storefront has been split into two spaces (reduced in size) to accommodate the new retailer Solange. Note the split and revision to the Bally storefront was approved at staff level due to the use of the same existing materials. The other tenant space in the building is to be occupied by Tom Ford which is currently under construction.

The proposed architectural changes include:

- Solange Storefront
 - Recess the storefront by creating a stepped façade design with entry door and display window in the center. The façade material proposed is a polished brass with one inch (1") black metal reveals.

- Storefront frame system for the display window and entry door is proposed as black powder coated metal with tempered low mineral glazing.
- Entrance walkway area is proposed as honed black granite.

Business Identification Sign

A new business identification sign for Solange is also proposed. The Sign Code allows for one primary business identification sign to consist of a maximum two square feet per linear foot for the ground floor street frontage occupied by that business. (See following chart.) One additional business identification sign that does not exceed five (5) square feet in area is also permitted.

- Business ID Signs: One main sign with logo constructed of custom fabricated black powder coated aluminum flush mounted and centered above the storefront.

BUSINESS IDENTIFICATION SIGNS <i>(BHMC Section 10-4-604)</i>	
Maximum Permitted by Code	Proposed
42 SF Maximum Sign Area (21 foot storefront) <ul style="list-style-type: none"> • One business identification sign and an additional sign of less than 5 square feet 	6.3 SF Sign Area <ul style="list-style-type: none"> • Sign and logo centered above the storefront

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code Section 10-3.3010 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 the good taste and good design and in general contributes the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

The proposed façade materials, window glazing and frames, and signage of the building design introduce high quality materials and will contribute to the beauty of Rodeo Drive. These qualities represent good taste and good design, and therefore, the proposal would not compromise 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 tenant improvements do not encompass significant structural changes, nor do they appear to modify any existing barriers to external or internal noise and would not tend 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 façade remodel proposal presented utilizes quality materials in keeping with the local environment, and therefore would not materially depreciate 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 submitted plans for the façade remodel are in harmony with the proposed developments on the surrounding land and with any precise plans adopted pursuant to the General Plan. The project site is on North Rodeo Drive within the City's business triangle and the proposed remodel is for a new retail shop which is in keeping with the adjacent businesses and the General Plan designation for the area.

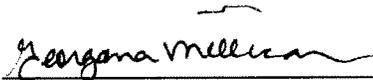
(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The submitted plans for the façade remodel have been reviewed in concept by the Building and Safety Department and preliminarily reviewed by Staff for adherence to Titles 9 and 10 of the Beverly Hills Municipal Code. The proposed tenant improvements are 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.

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 façade remodel and business identification signage subject to the following conditions:

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 21, 2010.
2. This approval by the Architectural Commission is for design only; the project is subject to all applicable City regulations for the construction of the project (including zoning, building codes and Public Works requirements.)
3. Any future modifications to this approval shall be presented to staff for a determination as to whether the change may be approved by staff (minor) or requires review by the Commission. Changes made without City approval may be required to be restored to match the City approved plans.
4. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
5. A copy of the City's approval letter shall be scanned onto the final plans.



Georgana Millican
Associate Planner