



Architectural  
Commission

August 18, 2010

Rimowa



## Existing Storefront



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

**For the Architectural Commission  
Meeting of August 18, 2010**

**TO:** Architectural Commission

**FROM:** Ryan Gohlich, Associate Planner

**SUBJECT:** PL 101 7397 - "**Rimowa**"  
313 North Rodeo Drive  
Façade Remodel and Sign

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Gruen Associates, Anthony Palermo
<b>Address</b>	313 North Rodeo Drive
<b>Project Name</b>	Rimowa
<b>Project Type</b>	Façade Remodel and Sign

**PROJECT DESCRIPTION**

The project is located on the west side of North Rodeo Drive in a retail space with 15 feet of street frontage. The space was previously occupied by the Fred Leighton jewelry store. A new tenant, Rimowa, proposes to remodel the storefront of the retail space. The proposed remodel consists of a glass storefront bordered by grooved, white aluminum panels, with polished stainless steel framing used to secure the glass. The entry to the store is proposed to be inset 3.5 feet from the rest of the façade, and would be fitted with a clear, glass door with a polished stainless steel border. One sign reading "RIMOWA" is proposed to be located on the storefront, and would have an area of approximately 9 square feet (5'10" x 1'6"). The sign would be constructed of a blue acrylic and would be illuminated.

The proposed storefront incorporate the following materials and finishes:

1. Grooved aluminum paneling finished with white lacquer
2. Polished stainless steel
3. Starphire clear glass
4. Acrylic signage - blue in color

### **ANALYSIS**

The proposed remodel moves the entry door to one side of the storefront, but maintains the concept of a predominantly glass storefront with inset entry. Additionally, the design adds a modern appearance to the block. The design is simple and sleek, and will be a harmonious addition to the surrounding development along North Rodeo Drive.

### **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.***

As conditioned, the design appears in keeping with the quality of nearby shops and other businesses. The plan for the proposed storefront remodel and signage 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 facade remodel and signage would not appear to impact the environment with respect to external or internal noise and would therefore not make the environment less desirable with respect to these factors.

***(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.***

As conditioned, the materials proposed for the facade remodel and 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.***

As conditioned, 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 facade 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.***

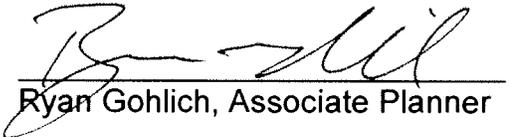
As conditioned, the proposed façade remodel and signage is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

## **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 as presented, subject to the following standard conditions:

## **STANDARD CONDITIONS**

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on August 18, 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.



Ryan Gohlich, Associate Planner