



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

**For the Architectural Commission  
Meeting of September 15, 2010**

**TO:** Architectural Commission

**FROM:** Donna Jerex, Senior Planner

**SUBJECT:** PL 102 4144 - "**Jose Eber**"  
356 North Camden Drive  
Construction Barricade Graphics and Business Identification Signs

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Gary Gilbar, Architect for Jose Eber
<b>Address</b>	356 North Camden Drive
<b>Project Name</b>	JOSE EBER
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Construction Barricade Graphics</li><li>• Business Identification Signs</li><li>• Window Change</li></ul>

**PROJECT DESCRIPTION**

The project is located on the east side of Camden Drive at the former "Christie's" Auction space. Proposed are a construction barricade and the following signs:

**Construction Barricade**

The construction barricade consists of various colorful and whimsical collage designs featuring women with hair brushes, cosmetics and hair appliances. Lettering includes:

- One 9 SF "Jose Eber" sign
- Small text that reads "Opening Fall 2010"
- A tagline reading "by Terence Lawlor" (the mural artist's name).

The maximum proposed lettering is well under the maximum 62SF permitted by Code (Beverly Hills Municipal Code Section 10.4-612 (C)(2)).

### Signs

The following two signs are proposed:

1. A 9" x 6'-0" business identification sign above the entry that reads "Jose Eber," to be constructed of anodized aluminum.
2. A 9" x 6'-0" business identification sign above the rear delivery entrance (reface of existing sign) in painted acrylic.

These small signs are well under the maximum allowed by code (2 SF per linear foot of frontage, or approximately 100 SF).

### Window Change

A window on the front elevaton would be changed to a French Door within the existing window frame and would involve a small cut into the building's base moulding.

### 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 doors, barricade and signs are simply presented and consist of attractive, quality designs. Therefore the proposed design 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 door, barricade and sign designs do 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.***

The materials proposed for the door, signs and barricade 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 door, signs and barricade are 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 storefront and sign 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.***

The proposed signs and barricade conform to the standards of the Beverly Hills Municipal Code and other applicable laws.

### **RECOMMENDATION**

Staff recommends that the Architectural Commission approve the proposed construction barricade design as presented with the following condition:

1. The total area of all construction barricade signage, including any emergency contact information as required by BHMC Section 10-4.612(C) shall not exceed 62 SF in size. Final plans shall be verified by Staff.



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DONNA JEREX