



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: SOLANGE AZAGURY-PARTRIDGE
340 North Rodeo Drive
Sign accommodation
PL 103 8479

PROJECT INFORMATION

Applicant	Kenneth Park Architects
Address	340 North Rodeo Drive
Project Name	Solange Azagury-Partridge
Project Type	• Sign Accommodation

PROJECT DESCRIPTION

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 was split into two spaces (reduced in size) to accommodate the new retailer Solange. The other tenant space in the building is to be occupied by Tom Ford which is currently under construction.

The Architectural Commission (AC) originally reviewed and approved a façade remodel and business identification sign for this tenant on April 21, 2010 (PL100 7923). The sign approved by the AC on April 21, 2010 consisted of the business name and logo (the façade remodel and sign, as approved, have been included on the building elevation in the plan set). The previously approved sign approximately 6.3 square feet. The applicant is now returning to the AC to request a sign accommodation to allow multiple business identification signs. The request includes the addition of one business sign to the façade. The proposed sign is the store logo and would be located on the entry door, operating as a door handle. The logo sign would be approximately .5 square feet in area and would be bronze.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	Multiple business identification signs not to exceed 130 SF	1 sign – maximum 42 SF (2 SF/1 linear foot of store frontage. Linear frontage = 21 ft)	6.8 SF (2 signs total)

ANALYSIS

The proposed sign is intended to update the appearance of the building facade. The proposed sign utilizes high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along North Rodeo Drive. The proposed sign design aids in creating a façade with a clean finish.

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 sign aids in creating a clean classy façade. The design appears in keeping with the quality of nearby shops and other businesses. The proposed sign appears to be 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 sign does 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 sign does 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.

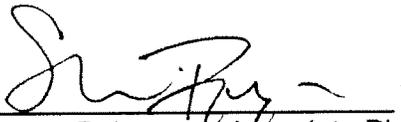
The proposed sign is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the sign would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any precise 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.

Subject to review of the final construction documents, the proposed façade remodel and 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 analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission approve the project as presented with the standard conditions found in Exhibit A (attached).


Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on January 19, 2011.
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.