



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: GASGOSIAN GALLERY
456 North Camden Drive
Business identification sign and sign accommodation
PL 110 0027

PROJECT INFORMATION

Applicant	Alex Wuo of Richard Meier & Partners
Address	456 North Camden Drive
Project Name	Gasgolian Gallery
Project Type	<ul style="list-style-type: none">• Business ID sign• Sign accommodation (alley sign)

PROJECT DESCRIPTION

The project is located on the east side of the 400 block of North Camden Drive, between Brighton Way and South Santa Monica Boulevard. The applicant is requesting the approval of a business identification sign along North Camden Drive and a sign accommodation to allow a business identification sign along the alley elevation. Pursuant to the Beverly Hills Municipal Code §10-4-604 the Architectural Commission may grant a sign accommodation to allow a business identification sign facing an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street (75 square feet for the subject building). The following signs are proposed:

Front elevation:

- One business ID sign located on the façade glass adjacent to the entry. The sign would be composed of individual acrylic letters and would read "GAGOSIAN GALLERY". The letters would be adhered to the glass using a 3M VHB Tape (thin) and silicone. The sign would be total of 3.1 square feet.
- One business ID sign located on the rear alley elevation of the building. This sign would be painted (light grey) in a vertical orientation on the façade and would read "GAGOSIAN". The sign would be a total of 31.5 square feet.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	(Not applicable)	<p>1 sign – maximum 100 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours)</p> <p>(2 SF/1 linear foot of store frontage. Linear frontage = 50 ft)</p>	<p>3.1 SF</p> <p>(1 sign total)</p>
Alley Sign	Signage facing an alley is not permitted unless a sign accommodation is granted	<p>One sign abutting an alley not to exceed 75% of the area otherwise permitted if the wall abutted a public street</p> <p>(50 linear ft x 2SF = 100 SF allowed if fronting a street. 75% x 100 SF = 75 SF maximum)</p>	<p>31.5 SF</p> <p>(1 sign total)</p>

ANALYSIS

The proposed signs are intended to update the appearance of the existing building. The proposed signage proposes 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 Camden Drive. The proposed design offers a clean finish and is consistent in quality with the other storefronts along North Camden 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 signs contribute to a clean façade. The materials proposed are of a high quality. The proposed business identification sign is simplistic 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 signs appear 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 new signage 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 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.

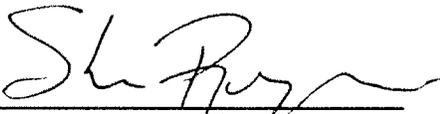
The proposed signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the signage would be in harmony with proposed or future uses in the area as would be allowed in compliance 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 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 either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the standard conditions of approval (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.

