



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: FRETTE
445 North Rodeo Drive
Façade remodel and sign accommodation
PL 110 0027

PROJECT INFORMATION

Applicant	Jack Neeson
Address	445 North Rodeo Drive
Project Name	Frette
Project Type	<ul style="list-style-type: none">• Façade Remodel• Sign accommodation

PROJECT DESCRIPTION

The project is located on the west side of the 400 block of North Rodeo Drive, between Brighton Way and South Santa Monica Boulevard. The applicant is proposing a façade remodel and multiple business identification signs along the North Rodeo Drive elevation. The following elements are proposed:

Façade

- The existing storefront would be demolished and a new clear starfire-laminated glass door and window system is proposed.
- The entry door handles are proposed to be a combination of dark walnut and bronze.
- The southern half of the proposed façade, on which the doors are located, would be recessed approximately 10 feet, creating a vestibule entry.
- Within the vestibule, the southern wall is proposed to be covered with LCD screens which will provide a virtual display of merchandise sold.
- The entire façade will be outlined by a textured antique bronze frame.
- The bottom of the façade will contain a 'bronze glass shoe'.
- The upper portion of the façade is to be composed of antique bronze panels which will contain a laser-cut filigree pattern.

Business Identification Sign

The applicant is requesting multiple business identification signs along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 130 square feet. The applicant is proposing the following signage:

Brighton Way Elevation

- One business ID sign located on the building façade. This sign would contain one line of text reading "FRETTE". This sign would be individual pin mounted bronze back-lit letters on bronze standoffs. The sign would be a total of 6.35 square feet.
- One business ID sign (logo) located on the recessed section of the façade, above the entry doorway. The sign would be bronze and would be adhered to the bronze panel. The sign would be a total of 9.625 square feet.
- One business ID sign location on the glass storefront. The sign would contain one line of text reading "FRETTE". This sign would be adhered to the glass and would be composed of individual bronze letters. The sign would be a total of 1.4 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	Multiple business identification signs not to exceed 130 SF	1 sign – maximum 34.6 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours) (2 SF/1 linear foot of store frontage. Linear frontage = 17.3 ft)	17.4 SF (3 signs total)

ANALYSIS

The proposed remodel and signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and 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 Rodeo Drive. The proposed design offers an revitalized appearance with a clean finish and is consistent in quality with the other storefronts along North Rodeo 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 façade remodel and signs create a dynamic 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 façade remodel and the installation of 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 for the facade remodel and new 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.

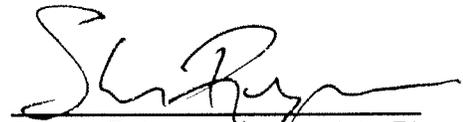
The proposed facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would 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.

