



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of March 16, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: GUCCI
347 North Rodeo Drive
Barricade mural and sign, façade remodel and sign accommodation
(PL 110 3066)

PROJECT INFORMATION

Applicant	John Fabrocini
Address	347 North Rodeo Drive
Project Name	Gucci
Project Type	<ul style="list-style-type: none">• Barricade mural and signs• Façade remodel• Sign accommodation

PROJECT DESCRIPTION

The project is located on the west side of the 300 block of North Rodeo Drive, between Brighton Way and Dayton Way. The space is currently occupied by Gucci. The applicant is proposing a façade remodel, new business identification signs and a barricade mural and signs along the North Rodeo Drive elevation. The following elements are proposed:

Barricade mural and signs:

- The barricade would be painted black and would contain a black and white photo of the first Gucci workshop;
- The barricade sign proposed contains three lines of text which would read "Gucci" (49.5 SF), "Forever Now" and "Celebrating 90 years of tradition and innovation" (15.5 SF). The total proposed area of signage is 65 square feet.

Pursuant to the Beverly Hills Municipal Code (BHMC) §10-4-612 (C), barricade murals may be permitted if approved by the Architectural Commission. Barricade signage is also regulated by BHMC §10-4-612 (C), which allows for multiple barricade signs not to exceed 62 square feet to be located on the plane of the barricade parallel the street. Such signage is limited to the business name, business logo and date of opening. As conditioned in Exhibit A attached, the two proposed lines of text which read "Forever Now" and "Celebrating 90 years of tradition and innovation" are not permitted and shall be removed. With those lines of text removed, the total proposed barricade signage would be 49.5 SF, less than the maximum permitted.

Façade:

- A existing stone façade will be removed.
- Vertical bands of glass in a dark brown and tan will be added along the entry façade. These bands will vary in width.
- The bands of glass will be separated by vertical bands of reflective gold tinted metal.
- The upper portions of the façade (beyond the existing planter, which will remain) will be painted in a tan and light grey tone.
- The existing window and door openings will not change.
- New gold doors and window trim is proposed.
- A marble finish is proposed above and below the ground floor windows.
- Five new windows are proposed along the second floor of the elevation.

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:

- One business ID sign located on the upper portion of the building façade. This sign would contain one line of text reading "GUCCI". This sign would be individual pin mounted letters composed of fluted glass and metal. The sign would be a total of 63 square feet.
- One business ID sign (logo) located on a metal panel above the entry. The sign would be laser cut into the metal panel. The sign would be a total of 8.5 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	Multiple business identification signs not to exceed 130 SF	1 sign – maximum 100 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 with a maximum of 100 SF. Linear frontage = 75 ft)	71.5 SF (2 signs total)

ANALYSIS

The proposed remodel, signs and barricade 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 a revitalized appearance with 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 façade remodel, signs and barricade create a dynamic façade and interesting visuals. 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, barricade 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, barricade 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.

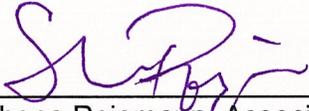
The proposed facade remodel, barricade and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the 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, outdoor dining elements 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 proposed conditions of approval (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Proposed Conditions of Approval

EXHIBIT A
Proposed Conditions of Approval

1. The tag lines reading "Forever Now" and "Celebrating 90 years of tradition and innovation shall be removed from the barricade design pursuant to Beverly Hills Municipal Code Section 10-4-612.C.
2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on March 16, 2011.
3. 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.)
4. 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 shall be required to be restored to match the City approved plans.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.