



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of August 17, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: BRIONI
459 North Rodeo Drive
Request for approval of revisions to a previously approved façade remodel
(PL 111 2510)

PROJECT INFORMATION

Applicant	Paul Ruffing, AIA
Address	459 North Rodeo Drive
Project Name	Brioni
Project Type	<ul style="list-style-type: none">• Façade remodel• Business ID signs

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 space was previously occupied by Frette who are in the process of relocating to a new location along North Rodeo Drive. The project was before the Commission on April 27, 2011. At that meeting, the Commission conditionally approved the project (see the approval letter attached in Exhibit A). The applicant is not requesting modifications to some of the façade details of the project. The approved signage is unchanged. The modifications to the façade include:

- The façade marquee material has been changed from black metal to black plaster.
- The storefront has been revised to remove the exterior in ground water feature. The in ground water feature will only remain along the northern corner of the exterior and will have a bronze metal grid covering.
- New concrete paving, to match the existing public sidewalk, is proposed along the ground of the southern portion of the façade.
- The glass storefront has been moved forward to prevent the display podium from projecting to the exterior of the storefront.

ANALYSIS

The proposed revisions to the façade remodel are in keeping with the intent to update the appearance of the existing building and add architectural details of the building. As revised, the

façade continues to include 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 revised design offers a 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 creates a dynamic façade and interesting visuals. The materials proposed are of a high quality. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel 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 façade remodel 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 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 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 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 revised façade remodel is 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 – April 27, 2011 AC Approval Letter
Exhibit A – Standard Conditions of Approval

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EXHIBIT A
April 27, 2011 AC Approval Letter

Shena Rojemann

From: Shena Rojemann
Sent: Monday, May 02, 2011 5:25 PM
To: PJRUFFARCH@aol.com
Subject: BRIONI - AC Review - Case No. PL 110 5270

THIS LETTER IS NOT A PERMIT.

RE: Case No. PL 110 5270
BRIONI
459 North Rodeo Drive
Request for approval of a façade remodel and new business identification signs

Dear Mr. Ruffing,

At the Architectural Commission (AC) meeting on April 27, 2011, the Commission reviewed your application for a façade remodel and new business identification signs for BRIONI located at 459 North Rodeo Drive (Case Number: PL 110 5270). Based on the information presented at the public hearing, as well as the AC deliberations, the AC has directed that the project be **APPROVED AS PRESENTED with the following standard conditions:**

- 1) Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 27, 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.**

Decisions of the Architectural Commission may be appealed by any interested party to the City Council within fourteen (14) days of the date of the Commission's decision. Appeals must be filed in writing with the City Clerk at 455 North Rexford Drive, Beverly Hills, and must be accompanied by an appeal fee.

Please call 310.285.1141 during regular business hours to make an appointment with a **Plan Review Engineer (PRE) and Planner** in the Community Development Department to review your approved plans and file for appropriate permits. Please bring a copy of this letter with you so that the PRE and Planner can reference your AC review file. If the attached conditions require you to submit revised plans prior to a permit being issued, please contact the Planning Department for an appointment.

The Community Development Department will discard unclaimed plans after ninety (90) days following the appeal period, if you have not obtained your permit. After that time, you may need to provide duplicate plans subject to a reprocessing fee for conformity review. Any significant revisions to the previously approved plans may also require further Architectural Review and therefore be subject to separate additional fees.

Best regards,

Shena Rojemann, Associate Planner
for the Architectural Commission

EXHIBIT B
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on August 17, 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 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.