



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of August 17, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: DAVID YURMAN
371 North Rodeo Drive
Request for approval of a façade remodel and new business identification signs
(PL 111 1206)

PROJECT INFORMATION

Applicant	Jack Neeson
Address	371 North Rodeo Drive
Project Name	David Yurman
Project Type	<ul style="list-style-type: none">• Façade remodel• Business ID signs

PROJECT DESCRIPTION

The project is located on the south west corner of the intersection of North Rodeo Drive Brighton Way. The existing tenant, David Yurman, is expanding the lease space and will be moving into the tenant space to the south (previously occupied by Bang & Olufsen). As a result of this expansion, the applicant is proposing to remodel the new storefront façade along North Rodeo Drive and Brighton Way. The following elements are proposed:

Façade:

- New stone fascia panel across the top portion of the façade. The stone fascia will be surrounded on all sides by a deep reveal.
- The bottom portion of the façade will include a new clear glass window system with a tone base platform. Behind the clear glass windows, display vitrines are proposed to hang in the storefront.
- Along North Rodeo Drive, the entry doors will be composed of clear glass with wood frames and custom David Yurman cast bronze handles.
- The exposed columns along the façade elevations will be wrapped in a painted Cor-ten finish and will contain wall mounted illuminated display vitrines.
- Along the Brighton Way elevation, a section of the façade will be composed of custom etched tempered glass with a painted Cor-ten finish.

Business Identification Sign

The applicant is requesting two business identification signs along the North Rodeo elevation and two business identification signs along the Brighton Way elevation. Pursuant to the Beverly Hills Municipal Code §10-4-604, one business identification sign, not exceeding two square feet (2 SF) in area for each linear foot of street frontage occupied by the tenant (maximum 100 SF), may be permitted on the building elevation contain the main entry. For a tenant having street frontage on two streets, the tenant may also have one business identification sign on the face of the building not containing the main entry. This sign shall not exceed two square feet (2 SF) in area for each linear foot of street frontage (maximum 30 SF). In addition, one business identification sign not exceeding 5 square feet in area may be permitted for a ground floor business for each 50 feet (or portion thereof) of linear street frontage occupied by the tenant. The applicant is proposing the following signage:

- One business ID wall sign located on the Rodeo Drive elevation. This sign would contain one line of text reading "David Yurman". This sign would be composed of metal letters containing lumi side lighting. The letters would be individually pin mounted. The sign would be a total of 8.2 square feet, less than the maximum permitted per Code (see chart below).
- One business ID sign located in a window along the Rodeo Drive elevation. The sign would be composed of gloss white 3M vinyl decal graphics and would be applied to the inside of the glass. The sign would be a total of 2.4 square feet.
- One business ID wall sign located on the Brighton Way elevation. This sign would contain one line of text reading "David Yurman". This sign would be composed of metal letters containing lumi side lighting. The letters would be individually pin mounted. The sign would be a total of 8.2 square feet, less than the maximum permitted per Code (see chart below).
- One business ID sign located in a window along the Brighton way elevation. The sign would be composed of gloss white 3M vinyl decal graphics and would be applied to the inside of the glass. The sign would be a total of 2.4 square feet.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage	<u>Rodeo Drive:</u> 1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 100 SF) (Tenant linear street frontage = 42 feet, Maximum area of signage = 84 SF)	1 sign = 8.2 SF
	<u>Brighton Way:</u> 1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 30 SF) (Tenant linear street frontage = 48 feet, Maximum area of signage = 30 SF)	1 sign = 8.2 SF
	1 sign – maximum 5 SF for each 50 feet (or portion thereof) of street frontage occupied by the tenant (tenant occupies approximately 90 feet of frontage = 2 signs)	2 signs = 4.8 SF total

ANALYSIS

The proposed façade 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 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 and signs create a dynamic façade and interesting visuals. The materials proposed are of a high quality. The proposed business identification signs are 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 new signs do 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 signs 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 April 27, 2011. For projects approved with project specific conditions, a set of revised plans satisfying said conditions shall be provided to the Planning Division prior to submitting the project to the Building and Safety Division for permitting.
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.