



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of September 21, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: MOUCHE
340 North Beverly Drive
Request for approval of a façade remodel and new business identification sign
(PL 112 3129)

PROJECT INFORMATION

Applicant	JT Nakaoka Associates Architects
Address	340 North Beverly Drive
Project Name	Mouche
Project Type	<ul style="list-style-type: none">• Façade remodel• Business ID sign

PROJECT DESCRIPTION

The project is located on the east side of the 300 block of North Beverly Drive, between Brighton Way and Dayton Way. The applicant is proposing a façade remodel and a new business identification signs along the North Beverly Drive elevation. The following elements are proposed:

Façade:

- Painting the existing stone veneer and cornice which frames the façade.
- Remove the existing convex storefront soffit and resurface the façade area with polished stone or white tempered glass (tempered glass is the secondary option in the event that existing site conditions prevent the use of white polished stone).
- The central upper portion of the façade will be painted over the existing stucco.
- New clear glass entry door and storefront windows are proposed.
- New black anodized aluminum frames are proposed along the top and bottom of the entry door and windows.
- New decorative panel composed of raised laser-cut steel which is to contain a powder-coated finish.
- Three new exterior light fixtures are proposed for the purpose of lighting the business identification sign.

Business Identification Sign

The applicant is requesting one business identification sign along the front elevation of the building. 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, may be permitted. 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 sign located on the upper portion of the building façade. This sign would contain two lines of text reading “Mouche Gallery”. This sign would be composed stainless steel letters painted black matte. The sign would be a total of 16 square feet, less than the maximum permitted per Code (see chart below).

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage	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 = 15 feet, Maximum area of signage = 30 SF)	1 sign = 16 SF
	1 sign – maximum 5 SF for each 50 feet (or portion thereof) of street frontage occupied by the tenant	No sign proposed

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 Beverly Drive. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts along North Beverly 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 Rojeman, 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 September 21, 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.