



Architectural Commission Report

Meeting Date: Wednesday, October 19, 2011
(Continued from the AC meeting on September 21, 2011)

Subject: **G-STAR RAW**
413 North Rodeo Drive
Request for approval of a business identification sign and barricade mural.
(PL 111 0947)

Project applicant: Joe Geoghegan, RGLA

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

This project was previously granted preliminary approval, with conditions, by the Architectural Commission (AC) at its meeting on August 17, 2011 (see Attachment A). Per condition #3 of the approval, the business identification sign was to return to the AC meeting on September 21, 2011. At that meeting, the AC held discussions about the signage and debated on different sign designs (one straight sign, one sign which wraps the building). As a result of those discussions, the applicant requested time to discuss the options with their client, G-Star, and return to the October 19, 2011 meeting. The revised sign package includes two sign options for the Commission's consideration. The first option is a straight sign and the second option is a sign which wraps the corner of the building. The applicant is also requesting approval of a barricade mural. This is the first time the mural has been reviewed by the AC.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

No outreach and notification was required for this item.

Attachment(s):

- A. Commission's action at the meeting of September 21, 2011
- B. Detailed design description and materials (applicant prepared)
- C. Approval Resolution
- D. Design Plans, Cut Sheets & Supporting Documents
- E. Staff reports from the August 17, 2011 and September 21, 2011 AC meetings

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