



AGENDA REPORT

Meeting Date: March 6, 2012

Item Number: D-1

To: Honorable Mayor & City Council

From: Susan Healy Keene, AICP, Director of Community Development

Subject: SET HEARING DATE FOR AN APPEAL OF THE ARCHITECTURAL COMMISSION'S DECISION CONDITIONALLY APPROVING AN ARCHITECTURAL PERMIT FOR A FAÇADE REMODEL AND BUSINESS IDENTIFICATION SIGNS FOR THE VAN CLEEF & ARPELS PROJECT LOCATED AT 300 NORTH RODEO DRIVE.

Attachments: Appeal Petition

RECOMMENDATION

It is recommended that the City Council schedule the public hearing to consider an appeal of the Architectural Commission's decision conditionally approving an Architectural Permit for a façade remodel and business identification signs for the Van Cleef & Arpels project located at 300 North Rodeo Drive for April 3, 2012 at 7:00 PM.

DISCUSSION

On February 15, 2012 the Architectural Commission conditionally approved an Architectural Permit to allow a façade remodel and multiple business identification signs for the Van Cleef & Arpels project located at 300 North Rodeo Drive.

On February 27, 2012 a timely appeal of the Architectural Commission's decision was filed by Murray D. Fischer, attorney on behalf of Van Cleef & Arpels, the tenant of the subject property.

PROCESS

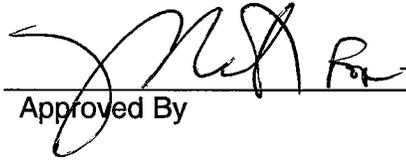
Pursuant to Beverly Hills Municipal Code Section 1-4-105, the procedure for the appeal of

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Architectural Commission decisions to the City Council is a two-step process. The matter is first placed on the Council agenda for review of the evidence presented in the appeal petition. If the appeal petition contains new information, the Council may order that the Commission rehear the matter. Otherwise, the Council sets a public hearing to consider the appeal.

Planning Staff and the City Attorney's Office have reviewed the appeal petition and do not believe that new information beyond that already considered by the Architectural Commission is presented therein. Therefore, staff recommends that the Council schedule this matter for a public hearing on April 3, 2012 to consider the appeal.

Susan Healy Keene, AICP
Director of Community Development



Approved By

Attachment 1

Appeal Petition

**APPEAL PETITIONS MUST BE FILED WITH THE CITY CLERK'S OFFICE WITHIN
14 CALENDAR DAYS AFTER THE DATE OF THE DECISION**

APPEAL TO CITY COUNCIL

PLEASE TYPE OR PRINT IN **BLACK INK**

February 27, 2012
Date

In accordance with the appeals procedure as authorized by the provisions of the Beverly Hills Municipal Code, the undersigned hereby appeals from the decision of Architectural Review Commission PL# 113/868 rendered on February 15, 2012, which decision consisted of: The ground submitted for this appeal are as follows:

A denial of the business identification sign on the second floor located on the cylindrical element at the corner of the façade. Said decision was arbitrary in that said element has always been present as a corporate image and specific to Van Cleef & Arpels' image. Said Municipal Code allows for up to 130 sq. ft in area. With all the sign element presented, there is only a total of 28.5 sq. ft. The sign as presented is consistent and relates to other high end adjacent brands and the atmosphere of the general area. The proposed lower sign includes a unique design element specific with the balance of the building and its location. Its new design and signage on the corner promotes visual interest enhancing a pedestrian experience on Rodeo Drive.

See attached photos

The undersigned discussed the decision being appealed with:

Shena Rojemann on February 23, 2012
(Department Head(s) Involved) Date

It is requested that written notice of the time and place for the hearing on this appeal before the City Council be sent to:

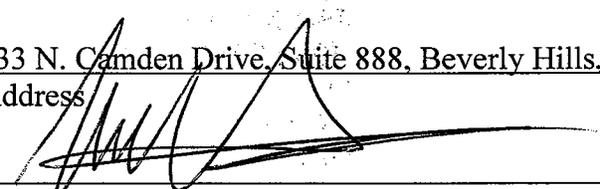
Charles Petretti (cpetretti@bapc.net)

Lisa.Aarons@vanclleafarpels.com

Murray D. Fischer, Esq. (mdfrelaw@earthlink.net) 433 N. Camden Drive, Suite 888, Beverly Hills, CA 90210

Name

Address


Signature of appealing party

433 N. Camden Drive, Suite 888, Beverly Hills, CA 90210

Address

(310) 276-3600 (310) 276-4345

Telephone Number & Fax Number

Fee Paid \$5,062.90

(For City Clerk's use)

DATE RECEIVED

LOG NO. 8 x 12

Written Notice mailed to appellant:

Copies to: City Council, City Manager, City Attorney, Susan Healy-Keene, Jonathan Lait, Shena
Involved Department Rojemann

RECEIVED
CITY OF BEVERLY HILLS
2012 FEB 27 P 5:28
CITY CLERK'S OFFICE