



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: March 4, 2014

To: Honorable Mayor & City Council

From: Mark Cuneo, City Engineer

Subject: Request by House of Bijan to Install Permanent Plaques in the Sidewalk and a Decorative Parking Meter on Rodeo Drive

Attachments:

1. Letter from House of Bijan
2. Details and Rendering

INTRODUCTION

The House of Bijan has initiated a request for an encroachment permit to install permanent plaques in the sidewalk and a decorative parking meter adjacent to an on-street parking space located in front of 420 North Rodeo Drive (Bijan) and a portion of the adjacent storefront at 414 North Rodeo Drive (Hugo Boss). Due to the unique nature of this request, staff is seeking input and policy direction from City Council prior to processing an application.

DISCUSSION

Representatives of the House of Bijan submitted a letter of interest (Attachment 1) and preliminary details for proposed modifications to the sidewalk and a parking meter located in the public right-of-way adjacent to 420 North Rodeo Drive. A yellow Bugatti associated with the House of Bijan can regularly be seen at the subject parking space. The proposed modifications include imbedding seven rectangular precast concrete plaques with metal Bijan logos into the existing sidewalk adjacent to the curb, replacement of a galvanized steel parking meter post with a chrome post and replacement of a meter head with a Bijan

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yellow coated meter head as shown on the attached details and rendering (Attachment 2). The meter would remain a fully functional part of the City's parking meter inventory.

Structures or facilities associated with private property that encroach into streets, alleys and other public property require an encroachment permit from the City. Occasionally, encroachment permits are requested by property owners for decorative pavement adjacent to private property. Applicants are required to submit plans and specifications, pay permit fees, and post security bonds and insurance. City staff reviews applications to determine if the proposed encroachment has potential to create a substantial adverse impact on persons or property or if the encroachment adversely affects public health, welfare, and safety.

The House of Bijan's request is unique and is not a typical application for the installation of decorative paving; therefore, staff is seeking input and direction from City Council on the preliminary concept prior to development and processing of an encroachment permit application. The proposed decorative pavers include trademarked logos/branding and may establish precedence for private branding in the public right-of-way.

Staff has reviewed the preliminary concept in coordination with the City's Director of Parking Operations and believes that potential technical issues associated with the installation can be resolved so the encroachment would not adversely affect public health, welfare and safety.

Staff has identified the following pros and cons for City Council's consideration in developing policy direction:

Pro: Provides recognition of Bijan Pakzad for contributions to Rodeo Drive and Beverly Hills (described in the attached letter).

May provide additional tourist interest at this location.

Con: Establishes precedence for private branding in the public right-of-way.

Could blur the distinction intended by the award of a Walk of Style plaque on Rodeo Drive.

Staff requests City Council's input to determine if this type of permanent encroachment is acceptable and should be considered by City Council on a case by case basis or if this type of encroachment is not appropriate in the public right-of-way.

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The proposal has been presented to the Chairman of the Rodeo Drive Committee. Jim Jahant has indicated that the Committee supports the request of the House of Bijan. In addition, the applicant has formed correspondence with the Regional Manager of the Hugo Boss Store located at 414 North Rodeo Drive, adjacent to the House of Bijan and the parking space, and he also supported the proposal.

FISCAL IMPACT

None at this time. All costs of the proposed installation and future maintenance would be borne by the applicant.

RECOMMENDATION

Pending City Council discussion, Staff seeks any appropriate input and direction. If the City Council is supportive of accepting an application, fees will be collected and technical submittals will be required. The City Attorney's Office would review terms and conditions of an encroachment permit which would require City Council approval at a future meeting.

David Lightner 

Approved By

Attachment 1

January 21, 2014

Personal Delivery

Mr. Jeff Kolin
City Manager
City of Beverly Hills
455 N. Rexford Drive, 4th Floor
Beverly Hills, California 90210

Reference: Street Signage Honoring Bijan Pakzad

Dear Mr. Kolin:

Enclosed herewith please find photographic depiction of the proposed recognition of Bijan Pakzad to be permanently placed on Rodeo Drive in his memory and in recognition for all of his contributions to Rodeo Drive and Beverly Hills.

Notwithstanding his passing on April 16, 2011, the House of Bijan continues as the most recognized store on Rodeo Drive. We will cover all costs associated with its installation and all ongoing maintenance.

What many may not know is that Bijan Pakzad opened his store on Rodeo Drive on October 27, 1976, and is the oldest continuously operated store on Rodeo Drive.

Bijan Pakzad has certainly contributed to the mystique and imagery of Rodeo Drive, with customers that have and continue to include U.S. Presidents (most notably George H. W. Bush and William J. Clinton), prime ministers of numerous foreign countries, and royalty, among others.

Despite his passing, his son, Nicolas Bijan Pakzad, has taken over the mantle; and we expect the House of Bijan to remain a permanent institution on Rodeo Drive for decades to come.



by appointment
menswear
perfume
jewelry

designer for men
house of bijan
420 north rodeo drive
beverly hills, ca 90210
phone: 310.273.6544
fax: 310.273.6535
e-mail: bijan@bijan.com
www.bijan.com

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We hope that this City will approve the proposal.

This has been presented to the Rodeo Drive Committee, which has approved our proposal.

I look forward to hearing from you in the near future. Thank you.

Respectfully,

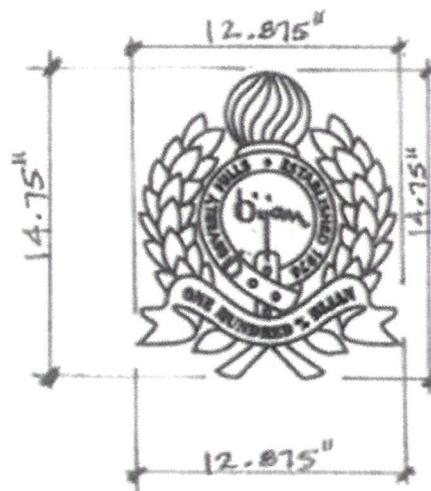
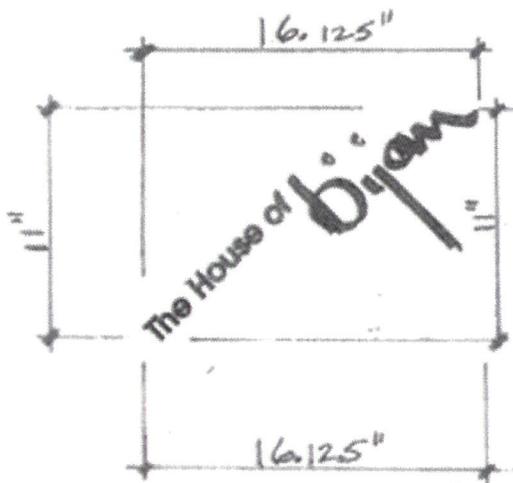
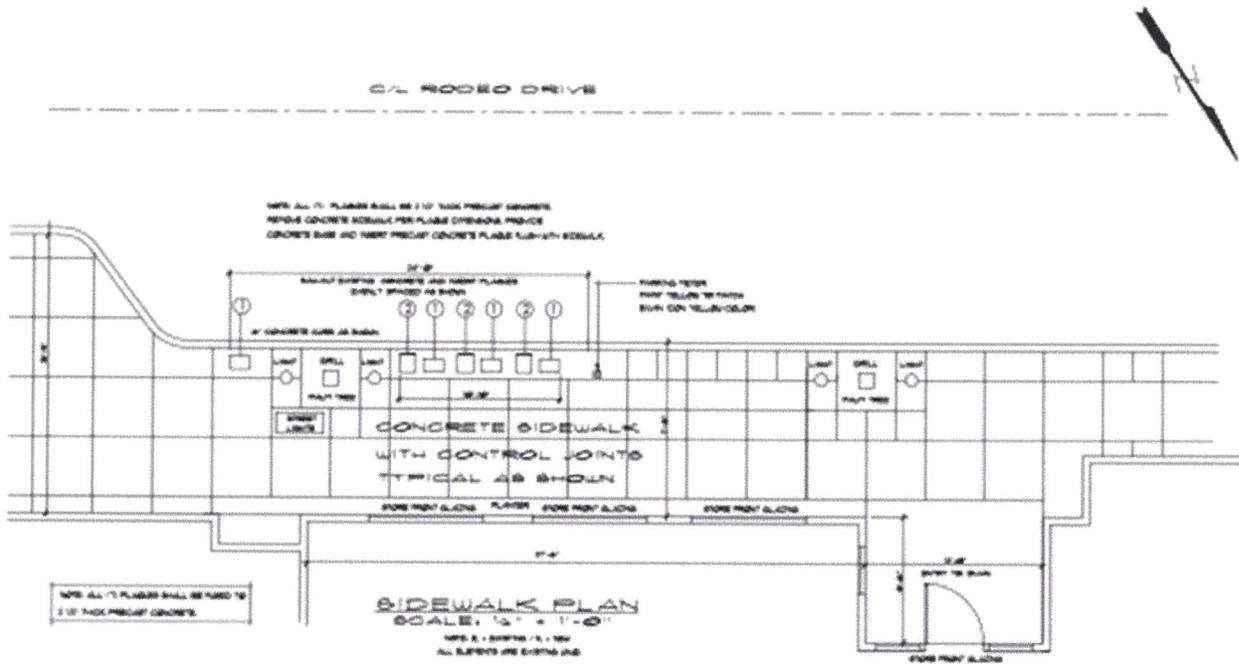
A handwritten signature in blue ink, appearing to be 'Bijan Pakzad', is written over a faint dotted line. The signature is stylized and cursive.

.....ent
House of Bijan
Beverly Hills

Enclosures: Bijan Parking Proposal Packages

Attachment 2

Attachment 2



PRECAST CONCRETE PLAQUE
 with metal bijan logo INSERT

1

PRECAST CONCRETE PLAQUE
 with metal bijan crest logo
 INSERT

2

Attachment 2



EXISTING



PROPOSED