



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

**For the Architectural Commission  
Meeting of August 13, 2008**

**TO:** Architectural Commission

**FROM:** Donna Jerex, Senior Planner

**SUBJECT:** PL 083 5723 - "MaxMara"  
451 North Rodeo Drive  
New Construction Barricade

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Pierluigi Bonvicini for MaxMara
<b>Address</b>	451 North Rodeo Drive
<b>Project Name</b>	MaxMara
<b>Project Type</b>	• New Construction Barricade

**PROJECT DESCRIPTION**

The project is located on the west side of Rodeo Drive and is currently under construction. The Commission granted final approval for the façade in July 2008. The storefront is directly adjacent to the Loro Piano store which is also under construction.

The construction barricade is approximately 36 feet tall and 25 feet wide. A black background with gray striations with tan-colored "MaxMara" letters is proposed along with the words "Opening Holiday 2008." The letters are a maximum 3'-6" high with an overall sign size of 62 SF, which is the maximum permitted by Code.

**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 barricade is simple yet dramatic and in general contributes to the quality design features that predominate along North Rodeo Drive. Therefore the proposed design 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.

***(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 barricade design does not appear to impact the environment with respect to external or internal noise and would therefore not make the environment less desirable with respect to these factors.

***(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 barricade 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 barricade 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 storefront and sign 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.***

The proposed barricade is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

### **RECOMMENDATION**

Staff recommends that the Architectural Commission approve the proposed construction barricade design as presented with the following condition:

1. The total area of all construction barricade signage, including any emergency contact information as required by BHMC Section 10-4.612(C) shall not exceed 62 SF in size. Final plans shall be verified by Staff.

  
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DONNA JEREX