



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of September 10, 2008**

TO: Architectural Commission

FROM: Donna Jerex, Senior Planner

SUBJECT: **PL 083 8383 – “Marie-Chantal”**
338 North Beverly Drive
Sign Accommodation for Multiple (2) Business Identification Signs and
Façade Remodel

PROJECT INFORMATION

Applicant/Owner	Matt Richman, Architect for Owner Richard Ackerman
Address	338 North Beverly Drive
Project Name	MARIE-CHANTAL
Project Type	<ul style="list-style-type: none">• Façade Remodel• Sign Accommodation for 2 Business Identification Signs

PROJECT DESCRIPTION

Facade

The project site is located on the east side of the 300 block of North Beverly Drive. The existing retail storefront is currently vacant. The proposed façade remodel includes:

- A re-facing of the existing elevation, with all ornamentation to be removed and replaced with light beige smooth-trowelled stucco.
- A new storefront window system with a relocated entry door. Window frames will be anodized aluminum with a matte nickel finish and clear tempered glazing.

Signage

A sign accommodation is requested for two business identification signs – one with the business name and one with the business logo. The signs would be pin-mounted and back-lit, and fabricated from metal with a matte nickel finish.

Building Identification Signage (BHMC Section 10-4-604)	
Maximum Permitted by Code	Proposed
Business identification signs <ul style="list-style-type: none"> • Maximum two square feet per linear foot of street frontage up to a maximum of 100 square feet. 30'-8" SF maximum allowed	Marie-Chantal sign (11 SF) Logo (18 SF) Total signage size requested: 29 SF

Staff believes the request is a clean, simple and whimsical design and supports the proposed plans as presented.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code Section 10-3.3010 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 the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

The proposed façade material and signage introduce high quality materials and will improve the existing façade of this vacant and dated storefront. These qualities represent good taste and good design, and therefore, the proposal would not compromise 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 building design elements appear to conform to requirements for internal or external noise, vibrations or other factors. As proposed, the building design would not appear to make the environment less desirable in this regard, and the finding can be met.

- (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 project will revitalize a vacant tenant space along North Beverly Drive and would not cause the nature of the local environment to materially depreciate in appearance and value. The new façade enhances the local environment and adds to the modern nature of evolving tenant spaces along North Beverly Drive..

- (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 project is for a façade remodel of an existing retail space on North Beverly Drive. The subject site has commercially zoned neighboring parcels along this street. Drive. The proposal is in harmony with the proposed developments on the surrounding land 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 submitted plans have been reviewed in concept by the Building and Safety Department and preliminarily reviewed by Staff for adherence to Titles 9 and 10 of the Beverly Hills Municipal Code. The proposed façade remodel 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.

Recommendation

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the project as presented.



Donna Jerex

