



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 7908 - "**LUXURIATOR BY FRANCO**"
224 North Canon Drive (a/k/a 220 North Canon Drive)
Façade Remodel and Sign Accommodation for Business Identification Signage

PROJECT INFORMATION

Applicant/Owner	John Green for Venice Investments
Address	224 North Canon Drive (a/k/a 220 North Canon Drive)
Project Name	LUXURIATOR BY FRANCO
Project Type	<ul style="list-style-type: none">• Façade Remodel• Building Identification Sign• Sign Accommodation for Multiple Signs

PROJECT DESCRIPTION

The project is located on the east side of Canon Drive between Clifton and Dayton Way. The space is currently vacant in a multi-tenant building with several individual retail and commercial office storefronts.

Façade

- New recessed entry with dark bronze doors and window mullions
- Inset display area with a vitrine window, bronze casing and leather background inside the case
- New bronze canopy spanning the storefront

Signage

A new business identification sign and two address signs are also proposed. The Sign Code allows for one primary business identification sign to consist of a maximum two square feet per linear foot for the ground floor street frontage occupied by that business. (See following chart.) One additional business identification sign that does not exceed five (5) square feet in area is also permitted.

Additional signs are permitted with a Sign Accommodation but these signs may not exceed the maximum allowable square footage. The Sign Accommodation is also required to allow the lettering to be mounted on top of the entrance canopy. A total of six signs (brass plaques, brass business identification sign, and gold window stickers) are requested as described in the chart below.

BUSINESS IDENTIFICATION SIGNS <i>(BHMC Section 10-4-604)</i>	
Maximum Permitted by Code	Proposed
36 SF Maximum Sign Area (18 foot storefront width x 2)	
1. Main Business ID Sign (Signs A+B) – 1 sign 2. Brass Plaques (Sign C) – 2 signs 3. Goldleaf Window Stickers (Sign D – 3 signs <ul style="list-style-type: none"> • One business identification sign along Wilshire Boulevard 	4.55 SF (Luxuriator by Franco) 2.72 SF (1.36 SF x 2) 2.25 SF (.75 SF x 3) Total signage requested: 9.52 SF

ANALYSIS

The proposed remodel is tasteful and uses quality materials. Although a total of six signs are proposed, they are small and discreet. The small window signs are commonly used in other high-end stores in the City and staff supports these small additional signs as well as the small brass plaques. The overall use of materials and design of the recessed entry, canopy, windows, doors and signage represent a substantial upgrade to this vacant storefront.

PUBLIC NOTICE

A public notice of this hearing was mailed to all property owners and residential occupants within one hundred feet (100') of the exterior boundaries of a project site on August 29, 2008.

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 facade remodel creates a classic, high quality storefront look. The proposed business identification signs comprise less than the maximum permitted square footage permitted by Code, and are tasteful and consistent with the proposed design.

The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The plan for the proposed storefront remodel and business identification sign 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 storefront remodel and signs would 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 storefront remodel and signs 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 storefront remodel 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 storefront remodel is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

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 façade remodel and business identification signs with FINAL plans to return to staff.



Donna Jerex