



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

**For the Architectural Commission**  
**Meeting of February 17, 2010**

**TO:** Architectural Commission

**FROM:** Ivy Nguyen, Assistant Planner

**SUBJECT:** PL 100 1789 - **"PRISCILLA OF BOSTON"**  
370 North Canon Drive  
Façade Remodel and Sign Accommodation for Multiple Business  
Identification Signs

**PROJECT INFORMATION**

<b>Applicant</b>	Don Kirby of Team K5 Construction and Development Coordination, LLC
<b>Owner</b>	370 North Canon Drive, LLC
<b>Address</b>	370 North Canon Drive
<b>Project Name</b>	PRISCILLA OF BOSTON
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade Remodel</li><li>• Sign Accommodation for Business Identification Signs</li></ul>

**PROJECT DESCRIPTION**

The project is located at the intersection of Brighton Way and North Canon Drive, at the former site of Smith & Hawken. Priscilla of Boston will be occupying the 4,574 net square feet of tenant space and has also proposed an interior remodel. The proposed interior renovation will also include the addition of a second story mezzanine and will not require additional parking, pursuant to Section 10-3-2730(A) of the Beverly Hills Municipal Code which allows for an interior addition that is less than the amount required to add two additional parking spaces (one parking space is required per 350 square feet of floor area). The exemption can be utilized only one time for the life of the structure, unless demolished. Additionally, the rounded corner of the building will be squared off.

The storefront will be remodeled and multiple business identification signage. A Sign Accommodation is being requested for multiple business identification signs facing Brighton Way and for a business identification sign facing the alley. The changes as proposed, are further described below:

**Façade**

- New wood veneer planks and stone veneer at storefront entry
- New black awnings
- New lighting sconces
- New dryvit system (champagne color) at side and rear of property
- Three display windows along Brighton Way to feature photos or merchandise (which will be considered additional business identification signage and require a sign accommodation)

**Signage**

The applicant requests multiple business identification signs along North Canon Drive, Brighton Way and at the rear of the property adjacent to the alley.

**Business Identification Sign**

A Sign Accommodation is required as the number of signs exceeds the number permitted per the Beverly Hills Municipal Code. Section 10-4-604 allows one primary business identification sign that is a maximum of two square feet per linear foot for the ground floor street frontage occupied by that business, but the sign must be less than 100 square feet in area. One additional business identification sign that does not exceed 30 square feet in area is also permitted for a corner business. A sign accommodation may be permitted provided that the total square footage for the signs along a nonentry frontage (Brighton Way) and does not exceed 130 square feet. Additionally, a sign accommodation may be permitted at the alley provided that the sign does not exceed 75 square feet.

The applicant proposes a total of six signs as is described in the chart below.

<b>BUSINESS IDENTIFICATION SIGNS</b> <i>(BHMC Section 10-4-604)</i>		
<b>Maximum Permitted by Code</b>	<b>Proposed</b>	<b>Materials &amp; Recommendation</b>
100 SF Maximum Sign Area <ul style="list-style-type: none"> <li>• One business identification sign along North Canon Drive.</li> </ul>	59 SF Sign Area <ul style="list-style-type: none"> <li>• One wall sign measuring 16'- 4 3/8" wide by 3'-7" tall with text "Priscilla of Boston" on two lines. "Priscilla" measures 24" tall and "Of Boston" measures 13" tall.</li> </ul>	<ul style="list-style-type: none"> <li>• Halo illuminated pin mounted channel letters.</li> <li>• Aluminum letters, painted "Brushed Nickel" color</li> </ul> Staff recommends that the maximum text height be no taller than 18", as is customary for business identification signs within the Business Triangle area of the City.
30 SF Maximum Sign Area <ul style="list-style-type: none"> <li>• One business identification sign along Brighton Way.</li> </ul>	24 SF Sign Area <ul style="list-style-type: none"> <li>• One wall sign measuring 2'-4" tall by 10'-2 3/4" wide. "Priscilla" measures 15" tall and "Of Boston" measures 8" tall.</li> </ul>	<ul style="list-style-type: none"> <li>• Halo illuminated pin mounted channel letters.</li> <li>• Aluminum letters, painted black</li> </ul>

<b>SIGN ACCOMMODATION: BUSINESS IDENTIFICATION SIGNS</b> (BHMC Section 10-4-604)		
<b>Maximum Permitted by Code</b>	<b>Proposed</b>	<b>Materials &amp; Recommendation</b>
100 SF Maximum Total Sign Area along Brighton Way	26 SF, Display Window <ul style="list-style-type: none"> <li>Measures 3'-5" wide by 7'-8" tall</li> </ul>	<ul style="list-style-type: none"> <li>Aluminum metal window frame</li> </ul> Staff recommends that all the display windows provide the pedestrian with more visibility into the store and not be obscured as proposed.
	40 SF, Display Window <ul style="list-style-type: none"> <li>Measures 5'-3" wide by 7'-8" tall</li> </ul>	<ul style="list-style-type: none"> <li>Aluminum metal window frame</li> </ul>
	26 SF, Display Window <ul style="list-style-type: none"> <li>Measures 3'-5" wide by 7'-8" tall</li> </ul>	<ul style="list-style-type: none"> <li>Aluminum metal window frame</li> </ul>
75 SF Maximum Total Sign Area along Alley	37 SF Sign Area <ul style="list-style-type: none"> <li>One wall sign measuring 11'-4" wide by 3'-3" tall with text "Priscilla of Boston". "Priscilla" measures 13 ¼" tall and "Of Boston" measures 7 ¼" tall.</li> </ul>	<ul style="list-style-type: none"> <li>Non-illuminated sign with push thru copy</li> </ul> Staff recommends that the maximum height of the text be no taller than 12" as is consistent with other alley signs within the Business Triangle.

Staff recommends approving the sign program with the following conditions:

1. The maximum text height for the business identification sign along North Canon Drive be reduced to be no taller than 18" tall.
2. The display windows along Brighton Way provide visibility into the store, as opposed to being obscured as proposed. As part of the City's Urban Design Program, several sidewalks were enlarged to provide a more enriched pedestrian experience. The proposed display windows would thus discourage the intent of the Program.
3. The maximum text height for the business identification sign along the alley be no taller than 12" tall. As the alley sign is visible from the street, it is staff's recommendation that the sign be reduced to a height consistent with other alley signs within the area.

Staff appreciates and acknowledges the alley improvements that the applicant has proposed. The resulting alley improvements will positively impact this area of the Business Triangle. Staff also supports the planter pots located in the public right-of-way at the front entrance. The location of the planters shall be reviewed and approved by the Department of Public Works prior to installation.

## **ANALYSIS**

The proposed remodel has a clean and distinctive style. The building will provide a unique presence on the street and contribute positively to the character of the neighborhood. As conditioned, the signs are tastefully designed and do not appear excessive due to the size of this commercial building and the variation of types of signage.

## **CRITERIA**

### **ARCHITECTURAL AND SIGN ACCOMMODATION CRITERIA**

With regard to any architectural elements reviewed in conjunction with the above, pursuant to Municipal Code §10-3-3010 the Architectural Commission may concurrently or separately approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration criteria listed below. Furthermore, pursuant to Municipal Code §10-4-905, the Architectural Commission shall approve a sign accommodation application if the Commission finds that the unified sign plan submitted with such application utilizes colors, materials, or other design features what are architecturally compatible with the subject building after the consideration of the following criteria:

***(a) The plan for the proposed building or structure is in conformity with the 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.***

As conditioned, the proposed contemporary façade remodel and signage program represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The façade changes will enhance the streetscape along Brighton Way and North Canon Drive, and create a visual interest for the pedestrian. As conditioned, the proposed façade remodel and sign program as presented would contribute 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.***

As conditioned, the proposed façade remodel and signage program does not appear to create any conditions that are anticipated to make the environment less desirable.

***(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.***

As conditioned, the proposed façade remodel and signage program appears to be of good quality and would not appear to cause the nature of the local environment to materially depreciate in appearance and 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.***

As conditioned, the submitted plans for the façade remodel and signage program are 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.***

As conditioned, the proposed façade remodel and signage program appears to be in conformance with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures 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 façade remodel and business identification signs with the following conditions:

Project Specific Conditions

1. The maximum text height for the business identification sign along North Canon Drive be reduced to be no taller than 18” tall.
2. The display windows along Brighton Way be redesigned to provide more visibility into the store.
3. The maximum text height for the business identification sign along the alley be no taller than 12” tall.

Standard Conditions

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on February 17, 2010.
2. This approval by the Architectural Commission is for design only; the project is subject to all applicable City regulations for the construction of the project (including zoning, building codes and Public Works requirements.)
3. Any future modifications to this approval shall be presented to staff for a determination as to whether the change may be approved by staff (minor) or requires review by the

Commission. Changes made without City approval may be required to be restored to match the City approved plans.

4. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
5. A copy of the City’s approval letter shall be scanned onto the final plans.

A handwritten signature in black ink, appearing to read "Ivy Nguyen", written in a cursive style.

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IVY NGUYEN, Assistant Planner