



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

For the Architectural Commission  
Meeting of April 21, 2010

**TO:** Architectural Commission

**FROM:** Ivy Nguyen, Assistant Planner

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

*Continued from the meeting of March 17, 2010*

**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, bridal store, will be occupying the 4,574 net square feet of tenant space and has also proposed an interior remodel.

This item was presented to the Commission at the February 17 and March 17, 2010 meetings. Concerns were raised as to the stucco texture of the building, the glass film used at the dressing room windows along Brighton Way, landscape materials and irrigation, massing of the second story addition, and the compatibility of the three entities as a single unit (front of store, façade along Brighton Way and second story addition). (Note: The second story addition received approval from the City and is being presented this month with consideration from the comments received from last month's meeting).

The applicant has prepared two options for the Commission's review; Option A and B. The applicant has modified the proposed design (per Option A, the applicant's preferred option), as further described below:

## **Façade**

### **Option A (Applicant’s preferred option):**

- Two stucco treatments (smooth and fine sand) in white linen (white) and Indiana Limestone (light beige)
- 50’-3” wide section of fine sand stucco (“Indiana Limestone” color) wall along Brighton Way
- Removal of two arched windows (previously dressing rooms) along Brighton Way; two arched windows remain
- Landscaping and irrigation drip in planter boxes (Sheet A5.0), to be Evergreen Shrubs and perennial flowers

### **Option B:**

- Two stucco treatments (smooth and fine sand) in white linen (white) and Indiana Limestone (light beige)
- 42’-11” wide section of fine sand stucco (“Indiana Limestone” color) wall along Brighton Way
- Option B maintains four display windows, as presented in the March 2010 Architectural Commission meeting. The display windows utilize floor area within the building, and is not the applicant’s preferred option.
- Landscaping and irrigation drip in planter boxes (Sheet A5.0), to be Evergreen Shrubs and perennial flowers

Under both options, the three elements of the building are unified with the treatment of the stucco, arched windows, use of materials and uniform building height. The parapet has been raised to increase the height of the building to 19’-6” (previous building height was 18’-0” tall and approximately 13’-6” tall at back portion of building). Additionally, the applicant has prepared diagrams which address the massing issues raised by the Commission on Sheets A4.0 and A4.1.

## **Signage**

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

### **Business Identification Signs**

A Sign Accommodation is required for the business identification sign facing the alley, 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.

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

<b>BUSINESS IDENTIFICATION SIGNS</b> (BHMC Section 10-4-604)		
<b>Maximum Permitted by Code</b>	<b>Proposed</b>	<b>Materials</b>
100 SF Maximum Sign Area <ul style="list-style-type: none"> <li>One business identification sign along North Canon Drive.</li> </ul>	36 SF Sign Area <ul style="list-style-type: none"> <li>One wall sign measuring 12'-8" wide by 2'-10" tall with text "Priscilla of Boston" on two lines. "Priscilla" measures 18" tall and "Of Boston" measures 10" tall.</li> </ul>	<ul style="list-style-type: none"> <li>Halo illuminated pin mounted reverse channel letters on stucco façade.</li> <li>Aluminum letters, painted bronze color</li> </ul>
5 SF Maximum Sign Area <ul style="list-style-type: none"> <li>One hours of operation sign along North Canon Drive</li> </ul>	0.7 SF Sign Area <ul style="list-style-type: none"> <li>One hours of operation sign measuring 8" wide by 12" tall</li> </ul>	Staff recommends approval as presented.
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>Non-illuminated pin mounted channel letters mounted on teak board panel.</li> <li>Aluminum letters, painted bronze color</li> </ul>

<b>SIGN ACCOMMODATION: BUSINESS IDENTIFICATION SIGN</b> (BHMC Section 10-4-604)		
<b>Maximum Permitted by Code</b>	<b>Proposed</b>	<b>Materials</b>
75 SF Maximum Total Sign Area along Alley	33 SF Sign Area <ul style="list-style-type: none"> <li>One wall sign measuring 11'-0" wide by 3'-0" tall with text "Priscilla of Boston" on two lines. "Priscilla" measures 12" tall and "Of Boston" measures 6 1/8" tall.</li> </ul>	<ul style="list-style-type: none"> <li>Non-illuminated pin mounted bronze channel letters mounted on teak board panel.</li> </ul>
5 SF Maximum Sign Area <ul style="list-style-type: none"> <li>One hours of operation sign along North Canon Drive</li> </ul>	0.7 SF Sign Area <ul style="list-style-type: none"> <li>One hours of operation sign measuring 8" wide by 12" tall</li> </ul>	Staff recommends approval as presented.

Staff recommends approving the sign program as presented.

**ANALYSIS**

The applicant has carefully considered the issues raised by the Commission since the previous February and March 2010 meetings. The revised design show improved pedestrian friendliness, quality of materials, and overall cohesiveness of the design. 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 and corner location 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.***

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.***

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.***

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.***

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.**

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. All planters shall be located within the property lines of the subject property; or, shall require review and approval by Department of Public Works if there is any encroachment within the public right-of-way.

#### Standard Conditions

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 21, 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 require review and approval by the Public Works and Transportation Department.
5. A copy of the City’s approval letter shall be scanned onto the final plans.



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IVY NGUYEN, Assistant Planner