



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of April 21, 2010**

TO: Architectural Commission
FROM: Ryan Gohlich, Associate Planner
SUBJECT: PL 100 8099 - "**Robin's Jean**"
313 North Beverly Drive
Façade Remodel

PROJECT INFORMATION

Applicant/Owner	Morsan McSweeney
Address	313 North Beverly Drive
Project Name	Robin's Jean
Project Type	Façade Remodel

PROJECT DESCRIPTION

The project is located on the west side of the 300 block of North Beverly Drive. The space was previously occupied by the Dawson Cole art gallery. The existing storefront has a stone veneer at its street level, and a painted, stucco finish above street-level. The configuration of the existing storefront would remain the same, but the stone and stucco finishes would be replaced with diamond-plated stainless steel. The following elements are proposed:

Façade

- 1/8" thick stainless steel diamond plating.

Signage

The signage shown on the submitted plans was previously approved at a staff level, and is not part of this request. The signage is approximately 20 square feet in size, is constructed entirely of metal and has halo lighting.

ANALYSIS

The proposed remodel maintains the existing configuration of the storefront, and is in keeping with the character of the proposed retail store. Additionally, the design adds a modern appearance to the block. The design is simple and sleek, and will likely be a harmonious addition to the surrounding development.

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 simple and distinctive appearance while maintaining the configuration of the existing storefront.

The design appears in keeping with the quality of nearby shops and other businesses. The plan for the proposed storefront remodel 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 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 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 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 subject to the following conditions:

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 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.



Ryan Gohlich, Associate Planner