



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of May 19, 2010**

TO: Architectural Commission

FROM: Ryan Gohlich, Associate Planner

SUBJECT: PL 100 8099 - "Robin's Jean"
313 North Beverly Drive
Façade Remodel

Continued from Meeting of April 21, 2010

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 diamond plate aluminum with clear powder coat

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. The signage appears to be gold on the rendering, but actually has a natural metal finish.

April 21, 2010 Architectural Commission Requests

At its April 2010 meeting the Commission raised several questions in regard to the proposed materials and installation methods, and asked for further details. The applicant was asked to return with additional project details and provide several project alternatives. The following table outlines the Commission's comments and the applicant's response to the comments:

| Architectural Commission Requests April 2010 | Applicant's Response |
|--|---|
| Provide information on attachment of the proposed façade materials. | The applicant has provided further detail regarding material installation. The material would be installed with counter-sunk screws and individual, replaceable panels of the diamond-plated aluminum would be used. |
| The Commission indicated that the proposed material could be easily scratched and that a different material and/or protective coatings should be considered. | The applicant has not selected a new façade material. However, the applicant has provided an aluminum sample with a clear powder-coat finish. The finish dulls the material slightly, and provides scratch resistance. With the coating the finish is much more durable, but can still be scratched by metal objects. |
| Provide several design alternatives with less diamond-plated aluminum. | The applicant's desire is to use the diamond-plated aluminum on the entire façade (Option 1). However, the applicant has submitted two alternate designs. Both alternate designs still use the diamond-plated aluminum at the street level, but in Option 2 the diamond-plating has been reduced at the upper half of the structure, and in Option 3 the diamond plating has been completely eliminated from the upper half of the structure. Additionally, the applicant has provided an alternate material of brushed stainless steel that could be substituted in all areas where the diamond-plating has been proposed. |
| Review the location of the façade material change between the subject façade and the Nine West façade. | The applicant has indicated that due to the way the tenant spaces have been divided, the façade for Robin's Jean should remain at the existing location of the façade division from the previous tenant even though this has created a situation where he retail facades are not exactly the same size. While the applicant is open to modifying this, the applicant has indicated that such a modification would cause the Nine West signage to no longer be centered on the façade, and would detract from the façade's appearance. |

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.***
- (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.***
- (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.***
- (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.***
- (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.***

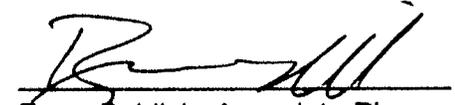
Recommendation

Based on the foregoing information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission review the proposed project and project alternatives for conformance with the above findings. If the required findings can be made the Commission may approve or conditionally approve the project. If the required findings cannot be made, the Commission may either deny the project or return the item for further study and redesign. If the Commission determines that the required findings can be made in support of the project, staff recommends that the following conditions be made a part of the record:

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on May 19, 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