



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

**For the Architectural Commission  
Meeting of December 15, 2010**

**TO:** Architectural Commission

**FROM:** Donna Jerex, Senior Planner

**SUBJECT:** PL 103 6934 - "PRADA"  
343 North Rodeo Drive  
Façade remodel, signs, awning and outdoor dining furniture

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Brand Architects for PRADA
<b>Address</b>	343 North Rodeo Drive
<b>Project Name</b>	PRADA
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Sign accommodation for multiple signs</li><li>• New storefront glazing &amp; new flooring at entry</li></ul>

**PROJECT DESCRIPTION**

The project is located on the west side of North Rodeo Drive and consists of new glazing at the pedestrian level and new signage. After operating at this location for several years, the property owners would like to modify the space to provide for display areas at the storefront and to improve security. The project includes the following:

**Storefront:**

- The existing storefront is entirely open (no glazing) during open hours, and closed by a solid screen when closed. The current request is to enclose the areas below the soffit on the storefront with a clear glass and aluminum glazing system. A sample of the clear glass will be provided at the meeting.

**Signs**

- One main polished stainless steel "PRADA" sign with a letter height of 1'-8-1/2" would be installed on top of a small 8" shelf to be located at the lower edge of the storefront soffit. The total sign size would be 17.5 square feet.
- Two small PRADA silver stick-on signs would be placed on the entry doors (approximate size: 2-1/8" x 13-3/8")

### Lighting

- A small “shelf” would extend approximately 8” from the bottom edge of the soffit. A strip of LED lighting would be placed into a pocket along this edge to light the proposed “PRADA” sign the bottom edge of the soffit.

### Entry Flooring

- The store’s existing wood flooring extends from the inside of the store to the outside entry portion that is recessed from the property line at the sidewalk. The applicant intends to replace the wood flooring with a black and white veined stone in a checkerboard pattern. This flooring would extend to the exterior of the new glazing but would not encroach into the public-right-of-way (City sidewalk)

### 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 new glazing, signs and flooring depart from the existing design yet still provide an extremely open feel to the storefront. The new flooring presents a distinctive design and is made from quality materials. Therefore the proposed design 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 proposal does 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 glazing, signs and flooring designs 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 project 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 project conforms to the standards of the Beverly Hills Municipal Code and other applicable laws.

### **RECOMMENDATION**

Staff recommends that the Architectural Commission approve the proposal with the following conditions:

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on December 15, 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, outdoor dining and/or encroachment permit(s) 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.

  
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DONNA JEREX

