



STAFF REPORT
CITY OF BEVERLY HILLS

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

TO: Architectural Commission

FROM: Rita Naziri, Senior Planner

SUBJECT: PL 1036933 - "**Valentino**"
322 North Rodeo Drive
Façade Remodel & Business I.D. Sign including Sign Accommodation for
Multiple Business Identification Signs

PROJECT INFORMATION

Applicant/Owner	Matt Bens
Address	322 North Rodeo Drive
Project Name	Valentino
Project Type	Façade Remodel, Business Identification Sign including Sign Accommodation Request for Multiple Sign Area

PROJECT DESCRIPTION

The project site has been reviewed for generic "core and shell" building for 320 N. Rodeo Drive through a Development Plan Review for a new building and an in-lieu parking application to satisfy the required parking. The Planning Commission approved the DPR and the In-lieu application on March 24, 2009. The Architectural Commission reviewed and approved the proposal on May 20, 2009 for a three-story building. During plan check process, the applicant reduced the building height from three stories to two stories and received permits to construct the building. Now, the 14,103 square feet, two-story shell building is divided into two retail tenant spaces. The northerly tenant space will be occupied by "Valentino" clothing apparel which is before the Architectural Commission for the façade improvements and signage.

The subject site is located on the east side of the 300 block of North Rodeo Drive between Dayton Way to the south and Brighton Way to the north. The project site is surrounded by commercial buildings that vary between one and three stories. The surrounding commercial development predominately consists of retail and restaurant space. The property immediately north of the subject site is developed with a three-story commercial building, while the property

immediately south of the subject site is a two-story commercial building. The following elements are proposed:

Façade

Façade of this tenant space is proposed as large format stone veneer in a gray neutral color. Display windows are proposed as stainless steel security grille display windows. Glazing is proposed to be ¾ inch clear glass. Window system will be decorated with black metal housing with light gray fabric. A retractable awning system is also proposed on all of the windows/doors.

A material sample board will be presented at the meeting for the Commission’s review.

Signage

One business identification sign reading as “Valentino” is proposed to be installed above the display window (detail of signage is attached to the plans). In addition, two small window signs are proposed to be installed on the lower portion of the ground floor display window and entry door.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code (without a sign accommodation)	Proposed
Business ID Signage	Multiple business identification signs not to exceed 130 SF	50 SF maximum (25'-0" of street frontage) and one 5 SF sign One sign not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies and one 5 SF identification sign for every 50 feet of frontage or portion thereof.	17 SF total (Multiple signs - two 1 SF window signs and one 15 SF wall sign)

ANALYSIS

The proposed façade improvement would be a change to the approved exterior façade by the Architectural Commission. At the time, the exterior façade was considered as one store front and the building was three stories in height. The new building will be two-story in height and would have two tenant spaces. The proposed façade improvement for this store front is in keeping with the character of the proposed retail stores in the area. 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 surround development.

ARCHITECTURAL CRITERIA

With regard to any architectural elements reviewed in conjunction with the above, pursuant to Municipal Code Section 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 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 the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The proposal would complete the building improvements for this tenant space. The proposed storefront window system would replace the previously approved geometric arrangement and would be more uniform in design. The proposed signage would include individually cut channel letters above the entrance and including two additional signage placed at the window display and entrance door. Given the character of the storefronts along this portion of Rodeo Drive, the proposal would not appear to compromise 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 plans would complete the structural layers of the existing shell building protecting against internal and external noise and vibrations. The façade remodel as proposed would be typical with the existing storefronts along Rodeo and within the Business Triangle. Therefore, the proposal would not 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.

The proposed storefront remodel would maintain the contemporary design emphasis of the approved building along this portion of Rodeo in both utilizing quality materials and contributing to a more upscale shopping experience. Therefore, the proposed tenant improvement 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 proposed storefront improvement would be in keeping with the surrounding retail storefront development along this portion of Rodeo Drive. Therefore, the proposed changes to the building's appearance are in over-all harmony with the developments on land in the surrounding

area, and 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.

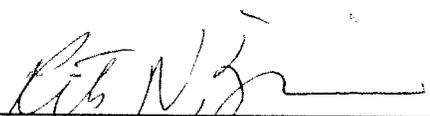
The proposed building improvements would upgrade the façade, entrance area and signage, and would be within the Code allowance. Therefore, the proposed modifications would be in conformity with the standards of this Code and other applicable laws, insofar as the location and appearance of the building and structures are 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 signage 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 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 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.



Rifa Naziri, Senior Planner