



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of November 17, 2010

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: Hublot
9470 Brighton Way
Barricade murals, façade remodel and sign accommodation
PL 103 5317

PROJECT INFORMATION

Applicant	David Wick
Address	9470 Brighton Way
Project Name	Hublot
Project Type	<ul style="list-style-type: none">• Barricade murals• Façade Remodel• Signage

PROJECT DESCRIPTION

The project is located on the south side of the 9400 block of Brighton Way, between Beverly Drive and Rodeo Drive. The applicant is proposing barricade murals, a façade remodel and multiple business identification signs along the Brighton Way elevation and the alley elevation along the east side of the building. The following elements are proposed:

Barricade Murals

- The barricades would be placed along the Brighton Way elevation and the alley elevation along the east portion of the building.
- The barricade along Brighton Way would contain a graphic of merchandise sold by the retailer in addition to a business identification sign and a 'coming soon' sign.
- The barricade along the alley elevation would contain two graphics of the merchandise sold by the retailer in addition to a business identification sign and a 'coming soon' sign.

Façade

- The canopies over the entry and windows would be removed.
- The building would be covered in black slate.
- The windows would be replaced with clear glass and brushed aluminum would be inlaid along the top and bottom of the windows.

- Multiple chrome strips would be added around the top portion of the building and would wrap from the front façade to the east elevation.
- Window vinyl is proposed on the front door which would contain an image of the merchandise sold by the retailer.
- Window vinyl is proposed on the east elevation window which would contain an image of the merchandise sold by the retailer.

Business Identification Sign

The applicant is requesting multiple business identification signs along the Brighton Way elevation and alley elevation along the east side of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604 D the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 130 square feet and to allow business identification signs abutting an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street (68 square feet for the subject building). The applicant is proposing the following signage:

Brighton Way Elevation

- One business ID sign located on the building façade. This sign would contain the business logo and two lines of text reading "HUBLOT" and "Geneve". This sign would be individual pin mounted brushed aluminum letters with halo lighting. The sign would be a total of 7 square feet.
- One business ID sign located above the entry. This sign would contain the business logo and two lines of text reading "HUBLOT" and "Geneve". This sign would be back lit brushed aluminum letters. The sign would be a total of 3 square feet.
- Multiple business ID signs located in the windows. The signs would contain the business logo and two lines of text reading "HUBLOT" and "Geneve". Each sign is a total of 1 square foot (5 square feet total).
- One window graphic adhered to the backside of the glass entry door. This sign would be a total of 43 square feet.

East (alley) Elevation

- One business ID sign located on the building façade. This sign would contain the business logo and two lines of text reading "HUBLOT" and "Geneve". This sign would be individual pin mounted brushed aluminum letters with halo lighting. The sign would be a total of 7 square feet.
- One window graphic adhered to the backside of the east facing window. The sign would be a total of 67 square feet.

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BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage (for total building)	Multiple business identification signs not to exceed 130 SF (with sign accommodation)	121 square feet (ten signs)
Business ID Signage (for alley elevation specifically)	Signs abutting an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street (68 square feet)	68 square feet

ANALYSIS

The proposed remodel is intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel proposes high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along Brighton Way. The proposed design offers an revitalized appearance with a clean finish and is consistent in quality with the signage along Brighton Way.

ARCHITECTURAL 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 barricade murals, façade remodel and signs create a dynamic façade. The materials proposed are of a high quality. The proposed business identification sign is simplistic in design. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel and business identification signs appear to be 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 barricade murals, façade remodel and the installation of new signage does not appear to modify any existing barriers to external or internal noise and is not anticipated to make the environment less favorable.

(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 barricade murals, facade remodel and new signage 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 barricade murals, facade remodel and signage 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 façade and signage 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.

Subject to review of the final construction documents, the proposed barricade murals, façade remodel and new signage are in conformity 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 analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the standard conditions of approval (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on November 17, 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.