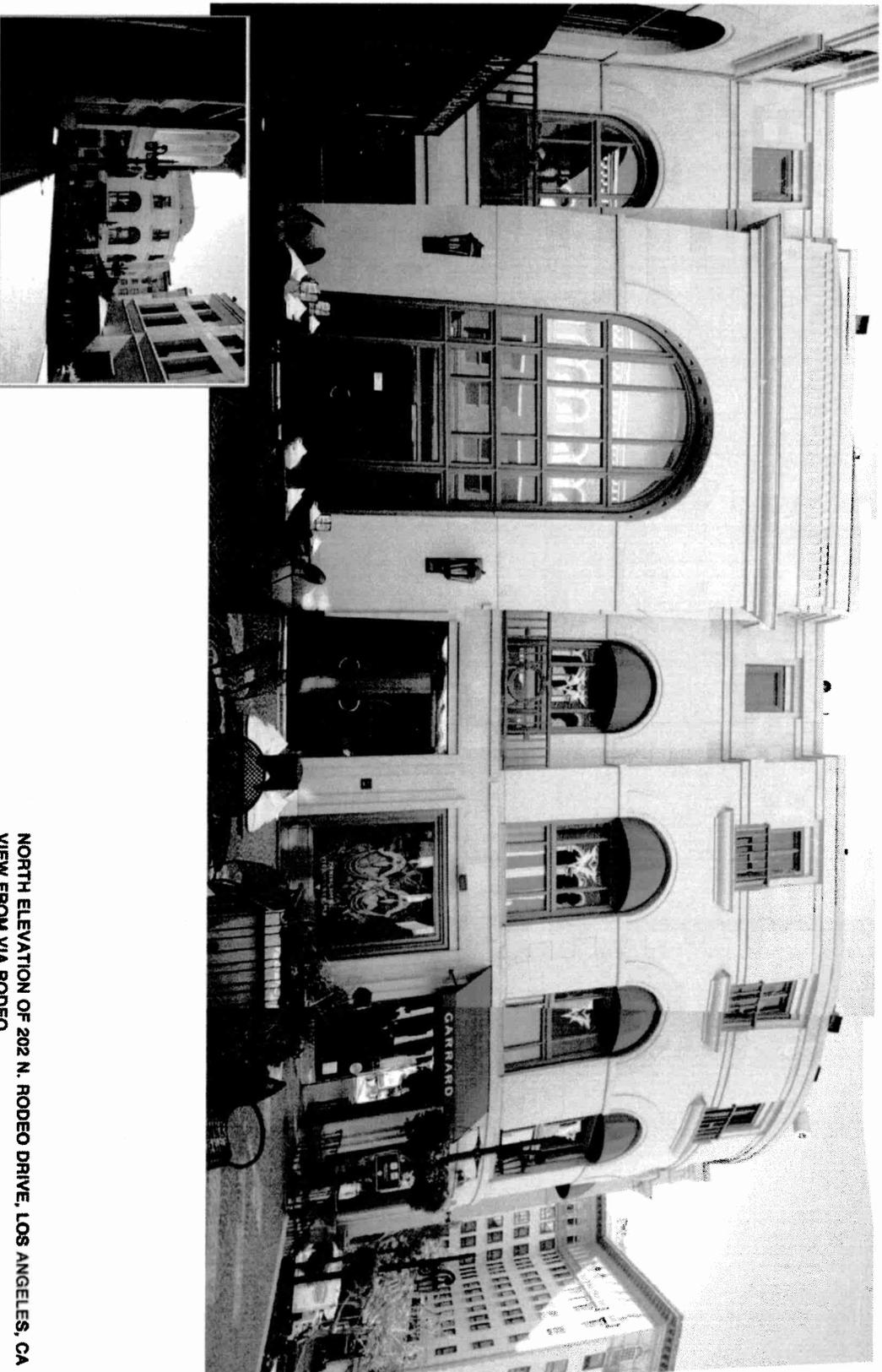




Architectural
Commission

November 17, 2010

Stephen Webster



NORTH ELEVATION OF 202 N. RODEO DRIVE, LOS ANGELES, CA
VIEW FROM VIA RODEO

Existing Two Rodeo Elevation



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ELEVATION FROM WILSHIRE
CLOSEUP VIEWS FROM THE
CORNER OF RODEO DR &
WILSHIRE

Existing Wilshire Elevation



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Architectural Commission
Meeting of November 17, 2010**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

**SUBJECT: Stephen Webster
268 North Rodeo Drive (Two Rodeo)
Sign Accommodation for multiple Business Identification Signs
PL 103 6513**

PROJECT INFORMATION

Applicant / Owner	Sam Moon
Address	268 N Rodeo Drive (Two Rodeo)
Project Name	Sign Accommodation for multiple business identification signs
Project Type	Signage

PROJECT DESCRIPTION

The subject space is an existing commercial building located at 268 North Rodeo Drive (Two Rodeo). The building has frontage along Wilshire Boulevard and Two Rodeo. The previous tenant, Garrard, came before the Architectural Commission on March 14, 2007 and received approval for the following items:

- Five raspberry red awning were approved along the Two Rodeo elevation;
- Recover the entry awning along Two Rodeo with raspberry red fabric;
- One new business identification sign located along the Two Rodeo elevation;
- Change the color of portions of existing spandrel glass to a raspberry red colored glass.

As a part of the remodel for the new tenant, Stephen Webster, the applicant requested minor modifications to the previously approved façade for Garrard. Since these changes were minor in nature, they were processed at the staff level. The minor approvals include the following:

- Recovering the existing awnings along the Two Rodeo elevation with black canvas;
- Recover the entry awning along Two Rodeo with black canvas with 7" white vinyl lettering reading "Stephen Webster" (pursuant to the Municipal Code this signage is considered awning signage not business identification signage, and therefore is not included as part of the sign accommodation request);
- Replacing the existing red spandrels of glass with black tinted spandrels of glass.

In addition to the minor changes already approved, the applicant is requesting the Architectural Commission approve of a sign accommodation to allow eleven (11) business identification signs for the new retail tenant, Stephen Webster. Pursuant to Beverly Hills Municipal Code §10-4-604(D-3), the Architectural Commission may grant a sign accommodation to allow multiple business identification signs if the total area of all the business identification signs does not exceed 100 square feet.

The applicant is proposing a total of 45.5 square feet of signage which includes the following signs:

1. Along the Wilshire Boulevard Elevation:
 - a. One (1) business logo located in the existing handrail. The logo would be brushed stainless steel. (8.25 square feet)
 - b. Three (3) business logos in each window. The logos would be white and would be placed on the back side of the black interior roller shades. (2 square feet each)

2. Along the Two Rodeo Elevation:
 - a. One (1) business sign which would be composed of brushed stainless steel letters with backlit LED lighting, placed on a stain black aluminum backing. The sign would read "Stephen Webster" and would be a total of 13 square feet.
 - b. One (1) business logo located in the existing handrail. The logo would be brushed stainless steel. (8.25 square feet)
 - c. Five (5) business logos in each window. The logos would be white and would be placed on the back side of the black interior roller shades. (2 square feet each)

ANALYSIS

As proposed, the signs offer a modern appearance with a clean finish which is consistent with the architectural style of the building. The use of high quality materials and modern styling add a unique touch to the proposal and would complement the existing facades. Staff does have some concerns with the illuminated building identification sign located on the Two Rodeo elevation and the Commission may wish to discuss whether this sign (size and illumination, etc.) is consistent with other signage along Two Rodeo.

ARCHITECTURAL CRITERIA

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

The proposed signage represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The design of the signs appear consistent with the quality of nearby shops and other businesses, however the Commission may wish to discuss the illumination of the business identification sign along Two Rodeo.

(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 signage program does not appear to create any conditions that are 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 proposed signage appears to be of good quality and 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.

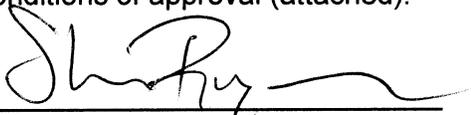
The submitted plans are in harmony with the existing uses and structures on the surrounding land and with any precise plans adopted pursuant to the General Plan.

(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 signage appears to be in conformance with the standards of the Beverly Hills Municipal Code (as is permitted by the granting of a Sign Accommodation) 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:
Standard Conditions of Approval

ATTACHMENT
Standard Conditions

1. Final signage 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.