



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of April 27, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: BRIONI
459 North Rodeo Drive
Request for approval of a façade remodel and new business identification signs
(PL 110 5270)

PROJECT INFORMATION

Applicant	Paul Ruffing, AIA
Address	459 North Rodeo Drive
Project Name	Brioni
Project Type	<ul style="list-style-type: none">• Façade remodel• Business ID signs

PROJECT DESCRIPTION

The project is located on the west side of the 400 block of North Rodeo Drive, between Brighton Way and South Santa Monica Boulevard. The space was previously occupied by Frette who are in the process of relocating to a new location along North Rodeo Drive. The applicant is proposing a façade remodel and two new business identification signs along the North Rodeo Drive elevation. The following elements are proposed:

Façade:

- A new metal cladding with a matte black finish is proposed along the top portion of the elevation. This portion of the façade would angle back from the street from right to left.
- A new extra clear glass storefront (window and door) is proposed along the majority of the bottom half of the elevation. The single entry door would contain a bronze handle.
- The right portion of the bottom half of the storefront would contain a wood wall paneling ("Cannettato") which is stepped back from the front facade.
- The entry walkway would be composed of Portaro marble. The same marble material is proposed for the raised display pedestal which would be located behind the storefront window.
- Below the majority of the front façade (and extending into the retail space) the applicant is proposing a water pool which would be covered with load bearing clear glass.

Business Identification Sign

The applicant is requesting two business identification signs along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604, one business identification sign, not exceeding two square feet (2 SF) in area for each linear foot of street frontage occupied by the tenant, may be permitted. In addition, one business identification sign not exceeding 5 square feet in area may be permitted for a ground floor business for each 50 feet (or portion thereof) of linear street frontage occupied by the tenant. The applicant is proposing the following signage:

- One business ID sign located on the upper portion of the building façade. This sign would contain one line of text reading "Brioni". This sign would be composed of back lighted laser cut metal letters with a mirror finish. The sign would be a total of 14 square feet, less than the maximum permitted per Code (see chart below).
- One business ID sign located adjacent to the entry. The sign would be laser cut into a metal sheet and would contain a bronze finish. The sign would be a total of 1 square feet, less than the maximum permitted per Code (see chart below).

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage	1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 100 SF) (Tenant linear street frontage = 24 feet, Maximum area of signage = 48 SF)	1 sign = 14 SF
	1 sign – maximum 5 SF for each 50 feet (or portion thereof) of street frontage occupied by the tenant	1 sign = 1 SF

ANALYSIS

The proposed façade remodel and signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and signage 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 North Rodeo Drive. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts along North Rodeo Drive.

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 façade remodel and signs create a dynamic façade and interesting visuals. The materials proposed are of a high quality. The proposed business identification signs are 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 façade remodel and new signs do 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 facade remodel and new signs 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 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 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 Rojeman, 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 April 27, 2011.
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 shall be required to be restored to match the City approved plans.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.