



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

**For the Architectural Commission**  
**Meeting of June 15, 2011**

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Associate Planner

**SUBJECT: 'LETTE**  
**9466 Charleville Boulevard**  
Request for approval of a revision to a previously approved sign accommodation to allow multiple business identification signs.  
(PL 110 8177)

**PROJECT INFORMATION**

<b>Applicant</b>	Andrea Lenardin Madden, AIA
<b>Address</b>	9466 Charleville Boulevard
<b>Project Name</b>	'lette
<b>Project Type</b>	Sign Accommodation Multiple for business identification signs

**PROJECT DESCRIPTION**

The project is located on the south side of the 9400 block of Charleville Blvd, between South el Camino Drive and South Beverly Drive. The applicant is proposing revisions to a previously approved sign accommodation allowing multiple business identification signs. The previously approved signage (existing) includes:

- One window business ID sign in translucent vinyl reading "Paulette la passion du macaron" and equaling 4.5 square feet.
- One business ID sign on the wall composed of aluminum letters reading "Paulette" and equaling 4.3 square feet.
- The company logo (macaroon pattern) cut out of aluminum expanding across the top of the storefront equaling 3.8 square feet.
- The company logo (macaroon pattern) in translucent vinyl adhered to the storefront. This pattern extends along the entire storefront and equals 37.5 square feet.

Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs in place of the individual signs otherwise permitted along the façade elevation, so long as the total sign area does not to exceed 100 square feet. The sign accommodation for the existing signage was approved by the Architectural Commission May 9, 2007. The total signage approved/existing is 50.1 square feet.

The applicant is now requesting modifications to the previously approved signage. The proposed signage includes:

- One window business ID sign in translucent vinyl reading “lette la passion du macaron” and equaling 2.44 square feet.
- One business ID sign on the wall composed of aluminum letters reading “lette” and equaling 2.89 square feet.
- One circular business ID sign located on the façade reading “lette” and containing the logo. The sign would be a total of 3.14 square feet.
- The company logo (macaroon pattern) cut out of aluminum expanding across the top of the storefront equaling 3.8 square feet.
- The company logo (macaroon pattern) in translucent vinyl adhered to the storefront. This pattern extends along the entire storefront and equals 37.5 square feet.

The total proposed sign area is 49.77 less than the previously approved/existing signage.

<b>BUSINESS IDENTIFICATION SIGNS</b>			
<b>Type of Sign</b>	<b>Permitted by Code with a Sign Accommodation</b>	<b>Permitted by Code without a Sign Accommodation</b>	<b>Proposed</b>
Business ID Signs on the Front Elevation	Multiple business identification signs <b>not to exceed 100 SF</b>	<b>1 sign – maximum 56 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours)</b>  (2 SF/1 linear foot of store frontage. Linear frontage =28 feet)	<b>49.77 SF</b>  (5 signs total)  (previously approved/existing signage = 50.1 square feet)

**ANALYSIS**

The proposed signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed 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 Charleville Boulevard.

**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 signs create a dynamic façade. The materials proposed are of a high quality and are overall 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 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 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 new signage does 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.**

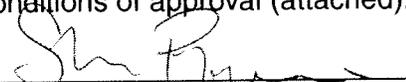
The proposed signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the signage would be in harmony with proposed or future uses in the area as would be allowed in compliance 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 new signage is 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 June 15, 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.
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.