



STAFF REPORT
CITY OF BEVERLY HILLS

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

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: HERMES
434 North Rodeo Drive
Request for approval of a construction barricade, façade remodel and a sign accommodation to allow signage along an alley elevation.
(PL 110 7493)

PROJECT INFORMATION

Applicant	Paul Ruffing, AIA
Address	434 North Rodeo Drive
Project Name	Hermes
Project Type	<ul style="list-style-type: none">• Construction Barricade• Façade Remodel• Sign Accommodation Multiple for alley signage

PROJECT DESCRIPTION

The project is located on the east side of the 400 block of North Rodeo Drive, between South Santa Monica Boulevard and Brighton Way. The applicant is proposing a construction barricade, façade remodel, landscaping and new business identification signs for the tenant Hermes. The following elements are proposed:

Construction Barricade:

- The barricade would be painted orange and would contain adhesive bolduc.
- The barricade sign would contain the Hermes name and logo which would be a total of approximately 40 square feet.

Pursuant to the Beverly Hills Municipal Code (BHMC) §10-4-612 (C), barricade murals may be permitted if approved by the Architectural Commission. Barricade signage is also regulated by BHMC §10-4-612 (C), which allows for multiple barricade signs not to exceed 62 square feet to be located on the plane of the barricade parallel the street. Such signage is limited to the business name, business logo and date of opening. As proposed, the total proposed barricade signage would be 40 SF, less than the maximum permitted.

Façade:

- White marble "Bianco P" on honeycomb panels is proposed along the entire façade.
- Extra clear glass is proposed for all the windows and doors.

- The entry would contain an aluminum grecque grill surround with a grey stains steel finish.
- The entry door would contain a stainless steel finished surround.
- A stainless steel door pull is proposed on the door.

Business Identification Signs:

The applicant is requesting the approval of one business identification and window sign (less than 5 square feet) along the front elevation. The applicant is also request a sign accommodation to allow business identification signs to be located facing the alley. Pursuant to BHMC §10-4-604 the Architectural Commission may grant a sign accommodation to allow business ID signs facing an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street (75 square feet for the subject building). The applicant is proposing the following signage:

Front Elevation:

- One business ID sign located above the entry. The sign would be composed of satin brushed stainless steel letters with backlighting. The sign would read “Hermes” and could be a total of 6.06 square feet.
- One business ID signs etched into the front door. This sign would be contain the company logo and name. The sign would be a total of .76 square feet in area.

Alley Elevation:

- Two business ID signs located above each rear entrance to the building. The signs would be composed of satin brushed stainless steel letters with backlighting. The signs would read “Hermes” and could be a total of 3.21 square feet each (6.42 square feet total).
- One business ID sign centrally located on the ground floor elevation. The sign would be composed of satin brushed stainless steel letters with backlighting. The sign would read “Hermes” and could be a total of 6.06 square feet.
- One business ID sign etched into the main rear entry doors. This sign is existing and the applicant is requesting to maintain it. This sign contains the company logo and name. The sign is approximately .76 square feet in area.

Signage chart on the next page.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signs on the Front Elevation	(Not part of this project)	1 sign – maximum 100 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours) (2 SF/1 linear foot of store frontage. Linear frontage = 50 feet)	6.06 SF – One Main Sign .76 SF – One Smaller sign (6.82 SF total)
Business ID signs on the Alley Elevation	Signs abutting an alley not to exceed 75% of the area otherwise permitted if the wall abutted a public street (50 linear ft. x 2SF = 100 SF allowed if fronting a street. 75% x 100 SF = 75 SF maximum)	Signage facing an alley is not permitted unless a sign accommodation is granted	13.24 SF (4 signs total)

A material board will be presented at the meeting.

ANALYSIS

The proposed facade remodel and signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed facade 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 in the area.

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 facade remodel and signs create a dynamic facade. 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 façade remodel and the installation of new signage 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 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 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 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.