



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of July 20, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: POMELLATO
320 North Rodeo Drive
Request for approval of barricade mural.
PL 111 0968

PROJECT INFORMATION

Applicant	Matthew Bens
Address	320 North Rodeo Drive
Project Name	Pomellato
Project Type	<ul style="list-style-type: none"> • Barricade mural • Barricade signs

PROJECT DESCRIPTION

The project is located on the east side of the 300 block of North Rodeo Drive, between Brighton Way and Dayton Way. The applicant is requesting the approval of a barricade mural and barricade signs. The following elements are proposed:

- A barricade mural which advertise the merchandise to be sold by the tenant.
- A barricade business ID sign reading "Tilda Swinton for Pomellato Tango Collection" (approximately 60 SF).

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.

Construction Barricade		
Type of Sign	Permitted by Code	Proposed
Barricade Mural	Barricade murals require review and approval by the Architectural Commission. The Code does not restrict the size of the mural design.	A barricade mural advertising the products to be sold in the retail store, Pomellato.
Barricade Signs (plane parallel to the street)	Multiple signs not to exceed a maximum of 62 square feet in area	One sign (three lines of text) totaling 60 square feet in area

ANALYSIS

The proposed barricade is intended to update the appearance of the site while construction is taking place. The use of high quality materials and modern style shall aid in improving the aesthetics of the site while construction is underway.

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 are dynamic and interesting. The materials proposed are of a high quality. The proposed barricade murals 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 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 barricade murals 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 are in conformity with the size and scale of other barricades approved for construction projects in the business triangle and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the barricade murals are consistent with 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 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 recommended conditions of approval (see Exhibit A attached).

Shena Rojemann, Associate Planner

Attachments

Exhibit A – Recommended Conditions of Approval

EXHIBIT A

Recommended Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on July 20, 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.