



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of August 17, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: HERMES
426 North Rodeo Drive
Request for approval of a sign accommodation to allow multiple business identification signs
(PL 111 1222)

PROJECT INFORMATION

Applicant	Paul Ruffing, AIA
Address	426 North Rodeo Drive
Project Name	Hermes
Project Type	Sign Accommodation Multiple for Business ID signs

PROJECT DESCRIPTION

The project is located on the east side of the 400 block of North Rodeo Drive, between Brighton Way and South Santa Monica Boulevard. The applicant is requesting the approval of a sign accommodation to allow multiple business identification signs for the tenant Hermes. This will be the Hermes temporary store while the permanent location at 434 North Rodeo is under construction.

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 applicant is proposing the following signage:

- One business ID sign located on the upper portion of the building façade. This sign would read "Hermes" and would be composed of white acrylic-backed cut out letters backlit with LED in a painted aluminum panel. The sign would be a total of 6.06 square feet in area.
- One business ID sign located on the lower portion of the façade to the right of the entry. This sign would read "Hermes" and would be composed of white acrylic-backed cut out letters backlit with LED in a painted aluminum panel. The sign would be a total of 1.68 square feet in area.
- One business ID sign located on the lower portion of the façade to the left of the entry. This sign would read "Hermes" and would be composed of white acrylic-backed cut out letters backlit with LED in a painted aluminum panel. The sign would be a total of 1.68 square feet in area.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signs	Multiple business identification signs not to exceed 100 SF	1 sign – maximum 66 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 = 33'-1")	9.42 SF (3 signs total)

ANALYSIS

The proposed signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed signs are composed of 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 signs create a clean façade and are composed of high quality materials. 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 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 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 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 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 August 17, 2011. For projects approved with project specific conditions, a set of revised plans satisfying said conditions shall be provided to the Planning Division prior to submitting the project to the Building and Safety Division for permitting.
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.