



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of September 21, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: G-STAR RAW
413 North Rodeo Drive
Request for approval of a business identification sign
(PL 111 0947)

PROJECT INFORMATION

Applicant	Joseph Geoghegan
Address	413 North Rodeo Drive
Project Name	G-Star Raw
Project Type	• Business Identification Sign

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 project was previously reviewed by the Architectural Commission at its meeting on August 17, 2011. At the meeting the Commission approved the project with the following project specific conditions:

- 1) The tower modifications ('runway' building) is approved as presented, however, the architectural details (minimum ¼"= 1'-0" scale drawings) shall be restudied and returned to a subcommittee (composed of Commissioner Meyer, Commissioner Bernstein and Commissioner Blakeley) for final approval.
- 2) The adjacent brick buildings and/or walls shall not be painted.
- 3) The signage details shall be returned to the subcommittee composed of Commissioner Meyer, Commissioner Bernstein and Commissioner Blakeley for review and direction. The signage shall then be returned to the September 21, 2011 Architectural Commission meeting for review by the full Commission.

Pursuant to condition #1 above, the applicant team provided staff with the revised architectural details on Tuesday, September 13th. These details were immediately forwarded to the subcommittee members and as of the writing of this staff report are under review by the subcommittee.

Pursuant to condition #2 above, the proposed paint on the adjacent brick buildings has been removed.

Pursuant to condition #3 above, the revised signage for this project is being returned to the Commission for further review. Although staff provided the subcommittee members with the revised signage details on September 1st and again on September 8th, no feedback on the signage was provided to staff. As such, the signage is being returned to the Commission without a recommendation from the designated subcommittee.

Business Identification Sign

At the Commission’s meeting on August 17th, 2011 the following sign was proposed:

- One business identification sign located on the front elevation of the building with a small section wrapping one corner of the building. The sign read “G-STAR RAW” and was to be composed of individual steel letters. The sign was proposed to be internally LED lit. The sign measured 1’-9” in height by 20’-0” in length and would be a total of 35 square feet in area.

The applicant has revised the proposed signage and is now requesting the following:

- One business identification sign located on the front elevation above the main entry. The sign would “G-STAR RAW”. This revised design no longer wraps the corning of the building. The sign would be composed of aluminum reverse powder coated channel letters with LED back lighting. The sign would contain an aluminum contoured background panel and would be pin mounted to the building façade. The sign would measure 1’-9” in height and 15’-10” in length. The total sign area would be 27.7 square feet.

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. The tenant, G-Star Raw, occupies 50 feet of frontage, thus the maximum sign area permitted would be 100 square feet.

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 = 50 feet, Maximum area of signage = 100 SF)	1 sign = 27.7 SF

ANALYSIS

The proposed sign are intended to update the appearance of the existing building and add architectural details of the building. The proposed sign 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 sign creates a dynamic façade and interesting visuals. 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 sign 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 sign 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 sign 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 sign 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 sign 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, outdoor dining elements 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 Rojemann, Associate Planner

Attachments

Exhibit A – Staff Report from August 17, 2011
Exhibit B – Standard Conditions of Approval

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EXHIBIT A
Staff Report of August 17, 2011



STAFF REPORT
CITY OF BEVERLY HILLS

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

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: G-STAR RAW
413 North Rodeo Drive
Request for approval of a façade remodel and business identification sign
(PL 111 0947)

PROJECT INFORMATION

Applicant	Joseph Geoghegan
Address	413 North Rodeo Drive
Project Name	G-Star Raw
Project Type	<ul style="list-style-type: none">• Façade remodel• Business Identification Sign

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 applicant is proposing a façade remodel and new business identification sign along the North Rodeo Drive elevation. The following elements are proposed:

Façade:

- The existing copper dome is to be oxidized to a black finish.
- The existing copper roof is to be oxidized to a black finish.
- A new steel structure finish is proposed along each side of the façade.
- The existing facade stucco will be painted grey.
- The entryway will be redesigned to contain full height glass doors.
- The steps into the entryway will be finished in painted steel.
- The open area in the tower above the entry will contain clear glass with steel surrounds. Within the space the applicant is proposing an wooden sculpture.
- Along both sides of the tenant space, perpendicular to the street, the applicant is proposing to add new full height clear glass windows (with clear sealant joints) with a seamless steel structure band along the top and bottom.
- The brick facade of the rear building will be painted grey.

Business Identification Sign

The applicant is requesting one business identification sign 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. The applicant is proposing one sign, the majority of which will be located on the front elevation of the building with a small section wrap one corner of the building. The sign would read "G-STAR RAW" and would be composed of individual steel letters. The sign would be internally LED lit. The sign would measure 1'-9" in height by 20'-0" in length and would be a total of 35 square feet in area. As of the writing of this staff report, the applicant team was in the process of commissioning a sign vendor to complete the sign plan and details. As such, a cross section and the connection details for the signage have not been provided in the Commissioner's packets. These details, in conjunction with a sample of the sign material, will be available at the meeting.

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 = 50 feet, Maximum area of signage = 100 SF)	1 sign = 35 SF

ANALYSIS

The proposed remodel and sign are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and sign propose 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 façade remodel and sign create a dynamic façade and interesting visuals. 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 sign 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 sign 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 facade remodel and new sign 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 sign 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 sign 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, outdoor dining elements 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 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 April 27, 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.

EXHIBIT B

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. 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.
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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.
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