STAFF REPORT

CITY OF BEVERLY HILLS

For the Architectural Commission Meeting of August 13, 2008

TO: Architectural Commission

FROM: Shena Rojemann, Assistant Planner

SUBJECT: **PL 0836329 – "S.B. Jewelry & Loan"**
251 South Beverly Drive
Façade Remodel with new Business Identification Signage

PROJECT INFORMATION

Applicant	Doran Ben Naiem
Address	251 South Beverly Drive
Project Name	"S.B. Jewelry & Loan"
Project Type	• Façade Remodel • Signage

PROJECT DESCRIPTION

The project is located on the south side of the 200 block of Beverly Drive. The applicant is proposing a remodeled façade and new business identification sign. This project is located in the same building as 249 South Beverly Drive (Dina Collection) which is also being reviewed by the Commission at today's meeting. The following elements are proposed for 251 South Beverly Drive:

Façade

- The existing height of the building would remain at 19 feet, however the maximum height along the street front would be lowered to 18 feet 4 inches. The visible parapet (6 inches) would be stuccoed and painted to compliment the other elements of the proposed facade.
- The existing façade is set back 2 feet 2½ inches (2'-2½") behind the front property line. The proposed façade would be modulated to be as close as 6 inches to the front property line and setback as far as 3 feet from the front property line.
- The existing entryway would be moved approximately 2 feet to the south and inset 1½ feet from the front property line.

- The proposed entryway would be composed of a clear glass door, inset from the surrounding 9 inch wide stone doorway. The doorway is then encased by a 2 foot wide glass window, which is further bordered by a 2 foot 10 inch wide stone surround.
- The northern portion of the façade would be inset approximately 3 feet from the front property line and composed of zinc panels in combination with an 11 foot high by 15 foot wide glass retractable door.
- As proposed above the glass retractable door is a canopy which would be 17 feet 8 inches in length and project 3 feet 4 inches from the building façade. The canopy would be finished with zinc panels and would be suspended by metal rods and plates painted to match the zinc façade.

A material board shall be presented at the meeting.

Business Identification Sign

The applicant is requesting a 19 square foot business identification sign which shall read "S.B. Jewelry & Loan". The sign would contain all capital letters in Garamond style font, 1 foot 3 inches (1'-3") in height and in aluminum painted "Dove Gray". The letters will be a mounted via stand off mounting and shall be 1½ inches (1-½") from the wall.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	**Permitted by Code**	**Proposed**
Business ID Signage	One sign which does not exceed two (2) square feet in area for each one foot (1') of ground floor street frontage (not to exceed 100 square feet)	One sign totaling 19 square feet

ANALYSIS

Staff believes the general characteristics of South Beverly Drive tend to be understated and neighborhood/pedestrian friendly. Although staff believes findings can be made to approve the quality of materials and design, staff also feels that the design is very formal and alternatives could be considered that would be better integrated into the existing fabric of this blockface.

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 creates a dramatic, modern façade. The materials proposed are of a high quality. The proposed business identification sign is conservative in size and simple in design. The signage location and color aids in tying the stone elements with the zinc materials along the façade. 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 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.

(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 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 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 criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff requests that the Architectural Commission provide staff with direction for approval or restudy based on staff's comments in the analysis section of this report.

SHENA ROJEMANN