STAFF REPORT

CITY OF BEVERLY HILLS

For the Architectural Commission Meeting of September 10, 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

Continued from Meeting of August 13, 2008

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. This project previously came before the Commission on August 13, 2008. At the meeting, the Commission provided comments about several of th eproject's architectural elements and details. Per the August 13, 2008 meeting, the Commission's comments are as follows:

Architectural Commission Requests August 2008	Applicant's Response
1. The scale is very vertical and tall.	1. The applicant has lowered the stone entry surrounds from 16'-4" to 13'-8" to better line up with the canopy elements on the adjacent facades. The doorways have been reduced from 9'-4" to 6'-9".

	The applicant has added a canopy above the doorway to give the façade more of a horizontal look. The sunken central portion of the roofline has been brought up to the existing roof height (18'-4") and the zinc material has been carried across the entire top portion of the façade (stucco removed) to reduce the vertical appearance
2. The design needs to be refined; slightly heavy handed.	2. The applicant has reduced the heaviness of the façade by eliminating the second stone surround around the entryway. The doorways have been reduced in size to a more human-like scale (from 9'-6" to 6'-9") and the operable door in the center of the façade has been removed and replaced with large glass windows (the mullions replicate the mullions in the doorway). The applicant has tied the canopy element in the center of the façade with the entryway by adding a small canopy above the entryway. Additionally, the applicant has tied the stone elements around the entrance with the central portion of the façade by extending the stone along the bottom of the façade.
3. Massage doorways to create more of a human scale.	3. The applicant has removed one of the two stone surrounds around the entryway. This stone surround has been lowered from 16'-4" to 13'-8". The doors have been reduced from 9'-6" in height to 6'-9" in height.
4. Integrate the design elements in the center of the façade with the design elements on the northern and southern portion of the façade.	4. The applicant has tied the canopy element in the center of the façade with the entryway by adding a small canopy above the entryway. The stone elements around the entrance with the central portion of the façade have been tied with the central portion of the façade by extending the stone along the bottom of the façade. The sunken central portion of the roofline has been brought up to the existing roof height (18'-4") and the zinc material has been carried across the entire top portion of the façade (stucco removed) to tie all the elements together.
5. The operable door (division of glass) does not fit with the overall design of the façade.	5. The applicant has removed the operable door in the center of the facade and has replaced the it with large windows. The mullions in the central window

	replicate the mullions in the doorway.
6. Facade space looks to small for all of the proposed elements	6. The applicant has reduced the size and scale of the proposed elements.
7. Stone feels bulky with such a small space, too crowded	7. The applicant has removed one of the large stone surrounds around the entryway to reduce the crowded stone elements.
8. The signage appears to large for the panel on which it is placed.	8. The applicant has reduced the height of the 1'-3" in height to 10" in height. The materials, font style, mounting and color are to remain as previously presented.

In addition to the items above the applicant has made the following changes:

Façade

- The applicant has changed the style of the suspension system for the central canopy element. The three support elements have been replaced with one support element consisting of three metal rods and one mounting plate. The support rods and plate will be painted to match the zinc.
- The existing façade is set back 2'-2½" behind the front property line. The proposed façade would be modulated to be as close as 6" to the front property line and setback as far as 3'-9" feet from the front property line.

A material board shall be presented at the meeting.

Business Identification Sign

The applicant is requesting a 8.8 square foot business identification sign which shall read "S.B. Jewelry & Loan". The sign would contain all capital letters in Garamond style font, 10" 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 8.8 square feet

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.

As revised the façade is modern and refined. The materials proposed are of a high quality. The proposed business identification sign is more conservative in size and compliments the overall design of the facade. The signage location and color aids in tying the stone elements with the zinc materials along the façade. The revisions to the façade create a horizontal design which is consistant with existing streetscape. The revised design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The revised 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.

As revised, 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.

As revised the materials and implementation of the materials 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.

As revised, the 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 revised 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 revised 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 approve the project as presented.

SHENA ROJEMANN