



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of October 20, 2010**

TO: Architectural Commission

FROM: Ryan Gohlich, Associate Planner

SUBJECT: PL 103 0222 - "**Brooklyn Bagel**"
262 South Beverly Drive
New Awnings and Signage

PROJECT INFORMATION

Applicant/Owner	Mitch Chemers / Beverly 268 Partnership
Address	262 South Beverly Drive
Project Name	Brooklyn Bagel
Project Type	New awnings and signage

PROJECT DESCRIPTION

The project is located on the east side of South Beverly Drive in a retail space with 55 feet of street frontage. The space was previously occupied by the Koo-Koo-Roo restaurant. A new tenant, The Original Brooklyn Water Bagel Co., proposes to recover the existing awnings and install a new business identification sign. No changes are proposed to the existing glass storefront.

The proposed improvements incorporate the following materials and finishes:

1. Red, white, and blue canvas awnings - striped
2. Red, white, and blue, internally-illuminated acrylic signage - 59.7 square feet

ANALYSIS

The proposed awnings and signage maintain the overall style of the existing building, and help to freshen up the tenant space. The proposed signage is 59.7 square feet (100 square feet maximum could be approved). Although the signage is larger than the previous 40 square foot Koo-Koo-Roo signage, the proposed size may be appropriate given the 55-foot width of the tenant space. Overall, the design appears to be a harmonious addition to the surrounding development along South Beverly Drive.

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 conditioned, the design appears in keeping with the quality of nearby shops and other businesses. The plan for the proposed awnings and signage 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 awnings and signage would not appear to impact the environment with respect to external or internal noise and would therefore not make the environment less desirable with respect to these factors.

(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 awnings and 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.

As conditioned, the proposed awnings and signage are 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 facade 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.

As conditioned, the proposed awnings and signage are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

RECOMMENDATION

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the awnings and signage, subject to the following conditions:

1. A minimum of 8 feet of vertical clearance shall be maintained between the lowest point of the awning and the adjacent sidewalk.
2. Awnings shall not project beyond the face of the building by more than two-thirds (2/3) the width of the sidewalk.

STANDARD CONDITIONS

3. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on October 20, 2010.

4. 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.)
5. 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 may be required to be restored to match the City approved plans.
6. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
7. A copy of the City's approval letter shall be scanned onto the final plans.



Ryan Gohlich, Associate Planner