



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of December 15, 2010

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: Hublot
9470 Brighton Way
Barricade murals, façade remodel and sign accommodation
PL 103 5317

Continued from the November 17, 2010 meeting.

PROJECT INFORMATION

Applicant	David Wick
Address	9470 Brighton Way
Project Name	Hublot
Project Type	<ul style="list-style-type: none">• Barricade murals• Façade Remodel• Signage

PROJECT DESCRIPTION

The project is located on the south side of the 9400 block of Brighton Way, between Beverly Drive and Rodeo Drive. The applicant is proposing barricade murals, a façade remodel and multiple business identification signs along the Brighton Way elevation and the alley elevation along the east side of the building. This project previously came before the Commission at its meeting on November 17, 2010. At that meeting the Commission had the following comments:

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Architectural Commission Requests from November 17, 2010	Applicant's Response
1. The barricades should include artistic murals – not for advertising.	1. The applicant has submitted two barricade designs for the Commission's consideration (see pictures attached to the plans). Both barricade options included the business name, "Hublot Geneve" and show graphics of the inner workings of a watch. One design shows the inside elements of an actual watch, while the other shows a subdued outline of the inside of a watch.
2. The billboard feature along the alley and the window vinyl at the front entrance do not promote a village atmosphere and should be removed	2. The applicant has removed the window vinyl along the front façade and the billboard feature along the alley elevation. The applicant is still proposing one business identification sign along the alley elevation.
3. The Commission requested to see details of the stone façade connection.	3. The applicant has provided a detail of the stone façade connection to the exterior of the building (sheet A3.0).
4. The Commission requested to see an attachment detail and section of the crome strips along the facade	4. The applicant has removed the proposed crome strips along the façade. The applicant is now proposing ¼" stainless steel strip inlays between sections of the black slate façade. A detail/section of this inlay has been provided (sheet A3.0).
5. The Commission commented that there were too many small signs in the windows along the front façade.	5. The applicant has removed the two lines of text in the window signs which read "Hublot Geneve". The company logo remains.
6. The Commission commented that the signage was redundant along the front façade. Consider removing one of the larger signs along the top of the front façade and use one sign. Consider placing this one window above the entrance.	6. The applicant is removed one of the business identification signs located directly above the doorway and is not proposing only one sign which is centered on the front façade.
7. The Commission requested to see the relationship of the proposed façade to adjacent stores (provide pictures of the area).	7. The applicant has provided pictures of the surround development (see pictures are attached to the plans).
8. The Commission requested details of the window and door systems.	8. The applicant has provided additional window and doors details (sheet A0.5).

Revised Business ID Signage Data:

The applicant is requesting multiple business identification signs along the Brighton Way elevation and one sign at the alley elevation along the east side of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604 D the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 130 square feet and to allow business identification signs abutting an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street (68 square feet for the subject building). The applicant is proposing the following signage:

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage (for whole building)	Multiple business identification signs not to exceed 130 SF	One sign not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies and one 5 SF sign containing the address, name, operating hours, etc. 66 SF maximum for a business ID sign (33'-0" for frontage occupied) and one additional 5 SF sign	12 SF – one wall sign 1.5 SF – six logo signs (7 signs total)
Business ID Signage (for alley elevation specifically)	Signs abutting an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street 69 SF Maximum	Alley signage is not permitted without the approval of a sign accommodation	12 SF (1 sign total)

ANALYSIS

The proposed remodel is intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel 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 Brighton Way. The proposed design offers an revitalized appearance with a clean finish and is consistent in quality with the signage along Brighton Way.

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 barricade murals, façade remodel and signs create a dynamic façade. 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 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 barricade murals, façade remodel and the installation of new signage 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 barricade murals, 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.

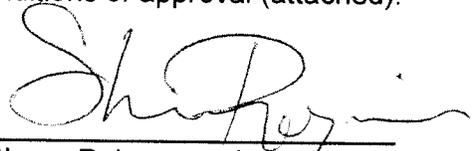
The proposed barricade murals, facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses 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 barricade murals, 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 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 December 15, 2010.
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 may 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.