



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: 9800 WILSHIRE BOULEVARD
9800 Wilshire Boulevard
Façade remodel, building identification sign and business identification signs
PL 103 8779

PROJECT INFORMATION

Applicant	Belzberg Architects
Address	9800 Wilshire Boulevard
Project Name	9800 Wilshire Boulevard
Project Type	<ul style="list-style-type: none">• Façade remodel• Building ID sign (place holder)• Business ID signs (place holder)

PROJECT DESCRIPTION

The project is located on the south side of the 9800 block of Wilshire Boulevard between South Santa Monica Boulevard and Spalding Drive. The applicant is requesting the approval of a façade remodel, a building identification sign and place holders for future business identification signs. The following elements are proposed:

Wilshire Blvd Façade:

- Removal of the crone canopy along the ground floor of the front elevation and the addition of the new stucco framing the around the elevation.
- Along the ground floor a new storefront façade with slumped glass panels is proposed.
- Along the upper floors a new glass panel window system (attached to the storefront) is proposed.
- The entry along the ground floor has been redesigned.
- A new glass guardrail is proposed along the roof.
- Fresh stucco and paint is proposed.

East Elevation:

- A new entrance with glass doors and a entrance canopy is proposed.
- Additional storefront windows are proposed along the east elevation.
- New glass panels attached to the storefront are proposed.
- A new glass storefront is proposed along the top floor.
- Fresh stucco and paint is proposed.

Signage:

Since the signage details have not been fully designed, at this time, the applicant is requesting approval of the general location of the proposed building identification sign and business identification signs. Once the building ID sign has been fully designed and a tenant(s) has been established, the signage will be returned to the Commission for further review.

ANALYSIS

The proposed remodel is intended to update the appearance of the building and add architectural details to 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 Wilshire Boulevard. The proposed design offers a revitalized appearance with a clean finish.

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 clean façade. The design appears in keeping with (and in some cases superior to) the quality of buildings. The proposed facade remodel appears 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 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 proposed façade remodel 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.

The proposed façade remodel are in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design 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 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.


Shena Rojemann, Associate Planner

Attachments

Exhibit A – Proposed Conditions of Approval

EXHIBIT A
Conditions of Approval

Project Specific Conditions:

1. The building identification and business identification signs shall be returned to the Architectural Commission for further review.

Standard Conditions:

2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on January 19, 2011.
3. 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.)
4. 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.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.