



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of February 16, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: **BOUCHON**
235 North Canon Drive
Amendment to the Unified Sign Program
(PL110 2304)

PROJECT INFORMATION

Applicant/Owner	Houston/Tyner for Bouchon Beverly Hills on behalf of the Parking Authority of the City of Beverly Hills
Address	235 North Canon Drive
Project Name	Bouchon Beverly Hills
Project Type	<ul style="list-style-type: none">• Revised Unified Sign Plan

BACKGROUND

The Beverly Hills Gardens and Montage Hotel Project is a mixed-use project which contains public gardens, below grade public parking facilities and two separate buildings: a hotel building "Montage Beverly Hills" and a Gardens Building at the south and north end of the gardens respectively. The project site is located between Beverly and Canon Drives, just north of Wilshire Boulevard. The architectural style of the entire complex is "Spanish Colonial Revival". This style is characterized by the clay tile roofing material, arched design features, earth-tone color palette and smooth surface stucco.

The Gardens Building is a three-story, 42-foot tall building with a floor area of 30,894 square-feet. The Gardens Building is located on the northern boundary of the City-owned lots to be occupied by retail, restaurant and office uses. The ground floor provides pedestrian access to the subterranean parking facilities. The Gardens Building includes a 74-foot tall campanile above the pedestrian entrance to the below grade public parking structure.

The Architectural Commission approved a Unified Sign Plan for the project site in September 2008 which included signage for businesses and uses within the "Gardens Building" and

multiple awnings for the hotel. Amendments to the Unified Sign Plan were requested and approved by the Architectural Commission on May 20, 2009. The applicant is now before the Commission requesting additional amendments to the Unified Sign Plan (see the highlighted section in Exhibit A attached). Support to allow additional signage was expressed by the City Council at its August 31, 2010 meeting therefore, this project is before the Architectural Commission for review of the proposed additions and modifications to the Unified Sign Plan.

PROJECT DESCRIPTION

The Bouchon Beverly Hills is a new restaurant in the Beverly Hills Gardens Specific Plan Area within the "Gardens Building". The restaurant occupies more than 11,000 square feet spread over two stories, and a full-service Bouchon restaurant and an accompanying Bouchon wine bar at the ground level. The applicant is proposing a revision to the previously approved Unified Sign Plan for the project site. The revisions requested included the following changes:

Revised signs:

1. The existing sign on the Canon Street entry is proposed to be increased in height and two lines of text are now proposed on the sign. The second line of text would read "Bistro". (6 SF)
2. The existing sign on the Beverly Street entry is proposed to be increased in height and two lines of text are now proposed on the sign. The second line of text would read "Bistro". (6 SF)
3. The awning sign on the Canon Street exterior is proposed to contain two additional lines of text which would both read "Bistro".

New signs:

4. A new sign is proposed adjacent to the ground floor elevator. This sign would be the same in material and text as revised signs #1 and #2 proposed above. (1 SF)
5. Two new pendant signs are proposed along the Canon Street exterior. As proposed, the signs would hang at both sides of the entry and each would read "Bouchon". (1.5 SF each)
6. A new sign is proposed at the Beverly Street entrance to the colonnade. This sign would be located above the colonnade arch and could read "Bouchon Bistro". (6 SF)
7. Signs are proposed on the 16 awnings along the second floor of the Gardens Building, facing the public gardens. The text on each awning would read either "Bouchon" or "Bistro" and would be a maximum of 5.5" in height. (Range between .5 SF and 1 SF depending on the line of text)
8. Signs are proposed on 3 umbrella valences along the ground floor outdoor dining area. The text on each awning would read either "Bouchon or Bistro" and would be a maximum of 5.5" in height. (Range between .5 SF and 1 SF depending on the line of text).

ANALYSIS

No architectural changes are proposed for the restaurant and bar storefront. By proposing the awnings and outdoor furnishings, the applicant is introducing a new appearance for the façade. The multiple signs are proposed for visual identification of the restaurant. The Beverly Hills Gardens Specific Plan requires all exterior modifications including outdoor dining and signs subject to architectural review process. The applicant is proposing a revision to the Unified Sign Plan that was approved by the Architectural Commission on September 2008 and later amended by the Architectural Commission on May 20, 2009.

ARCHITECTURAL AND SIGN ACCOMMODATION CRITERIA

Pursuant to Municipal Code Section 10-3.3010 and Section 10-4-905, 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 the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

The proposal introduces high quality materials of individually crafted and fabricated materials that will render a fresh look for the newly constructed building. The consistency of the design gives this building a clean look. Although, some of the design elements do not meet the Beverly Hills Municipal Code, however, by minor revisions suggested, it appears, the proposed design represent good taste and good design, and therefore, the proposal would not compromise 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 building design elements appear to conform to requirements for internal or external noise, vibrations or other factors. As proposed, the building design would not appear to make the environment less desirable in this regard, and the finding can be met.

- (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 nature of the local environment is not expected to depreciate in value as a result of the proposal.

- (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 proposal for the individual tenant is a positive benefit and adds interesting detail to this building. However, there are a few design elements that are not consistent with the Code or appear to be excessive, as indicated in the proposed conditions of approval. Other than that, the proposal is in harmony with the proposed developments on the surrounding land 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.

The submitted plans will be reviewed by the Building and Safety Division for adherence to Titles 9 of the Beverly Hills Municipal Code. As conditioned, the proposal 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.

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

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 shall 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.