



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Architectural Commission
Meeting of November 17, 2010**

TO: Architectural Commission
FROM: Shena Rojemann, Associate Planner
SUBJECT: **PICI Restaurant**
212 South Beverly Drive
Façade remodel, outdoor dining railing and furniture, business identification sign
PL 103 5073

PROJECT INFORMATION

Applicant / Owner	Cara McConnell
Address	212 South Beverly Drive
Project Name	Façade remodel, outdoor dining elements, business identification sign
Project Type	Façade Remodel

PROJECT DESCRIPTION

The subject project is an existing commercial building located at 212 South Beverly Drive, between Charleville Boulevard and Gregory Way. The subject space was previously occupied by Bossa Nova restaurant. The new tenant, PICI Restaurant, is proposing a façade remodel, in conjunction with outdoor dining elements and a new business identification sign. The following elements are proposed:

Façade

- Removal of the existing storefront (glass windows and door) and replace with wood clad door and windows (operable) along the top portion of the storefront
- Add wood paneling along the bottom portion of the storefront, on the door and below the windows
- The entire window/door portion of the storefront will be recessed 3'-6" from the adjacent portions
- A new fabric awning

Outdoor Dining Elements

- Four tables and eight chairs are proposed (see Exhibit A)
- A custom iron railing is proposed around the seating area (see Exhibit A)

Sign

- A business identification sign is proposed along the valence of the awning. The text would range from 4" to 7" in height (maximum permitted is 7") and would read "Pizzera", "PICI", and "Enoteca"

ANALYSIS

The proposed remodel is intended to update the appearance of the existing building and restore the original architectural details of the building. The proposed façade remodel proposes high quality materials and elements. The proposed design offers an revitalized appearance with a clean finish. The proposed signage is consistent with the existing signage approved signage along South Beverly Drive. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along South Beverly Drive.

ARCHITECTURAL CRITERIA

With regard to any architectural elements reviewed in conjunction with the above, pursuant to Municipal Code §10-3-3010 the Architectural Commission may concurrently or separately 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 the 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, outdoor dining elements and sign creates a dynamic façade. The materials proposed are of a high quality. The proposed business identification sign is cohesive with the existing signage on the building and simple 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 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.

The proposed 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.

The materials proposed for the facade remodel, outdoor dining 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.

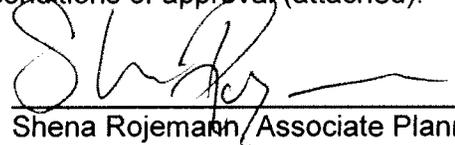
The submitted plans are in harmony with the existing uses and structures on the surrounding land and with any precise plans adopted pursuant to the General Plan.

(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 proposed changes to the signage appear to be in conformance 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).

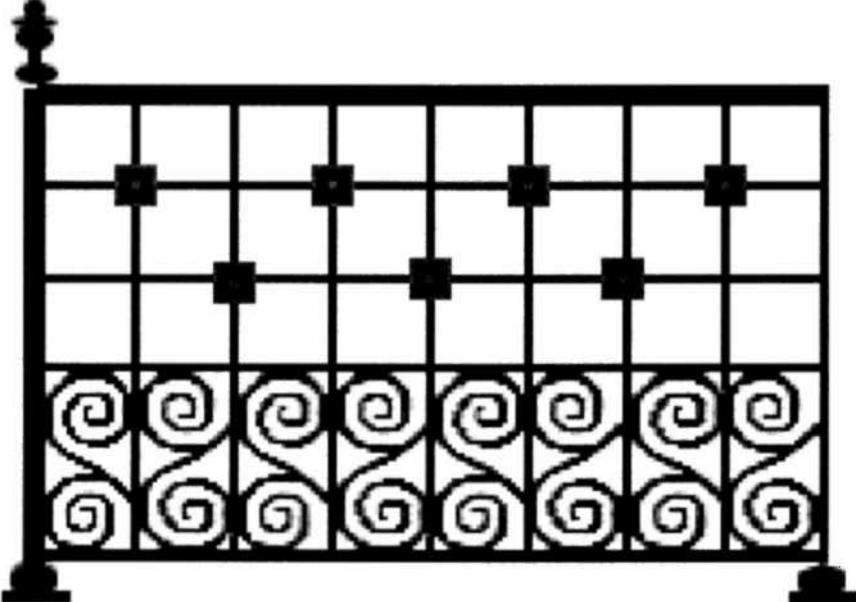


Shena Rojemann / Associate Planner

Attachments:

- Exhibit A – Proposed outdoor dining railing and furniture
- Exhibit B - Standard Conditions of Approval

EXHIBIT A
Proposed outdoor dining railing and furniture



Custom Iron Railing



Chair

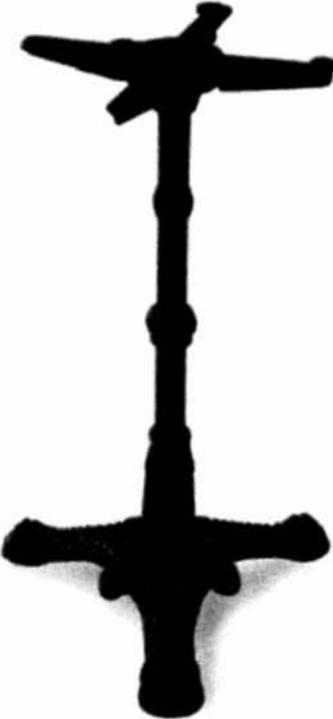


Table Base
(table top will be marble-bianco carrara:
a sample will be on the materials board.)

EXHIBIT B
Standard Conditions

1. Final signage plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on November 17, 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.