# STAFF REPORT

# CITY OF BEVERLY HILLS

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

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Associate Planner

**SUBJECT:** **The Auto Gallery/McLaren**
**9022 Wilshire Boulevard**
Minor Façade Remodel with Sign Accommodation
PL 103 5003

## PROJECT INFORMATION

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| **Applicant** | John Kaliski |
| **Address** | 9022 Wilshire Boulevard |
| **Project Name** | The Auto Gallery/McLaren |
| **Project Type** | • Minor Façade Remodel<br>• Signage |

## PROJECT DESCRIPTION

The project is located on the south side of the 9000 block of Wilshire Boulevard, at the southeast intersection of Wilshire Boulevard and South Wetherly Drive. The applicant is proposing a minor façade remodel and multiple business identification signs along the Wilshire Boulevard elevation and the South Wetherly Drive elevation. The following elements are proposed:

### Façade

- The smooth stucco façade would be painted white (Dunn Edwards DEW386).
- A 8" x 12" aluminum powdercoated finish tube would be attached to the building (aka "the eyebrow of the building").

### Business Identification Sign

The applicant is requesting multiple business identification signs along the Wilshire Boulevard elevation and the South Wetherly Drive elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604 D-2 the Architectural Commission may grant a sign accommodation to allow ground floor businesses located on a corner lot adjacent to two public streets to increase the size of business identification signage so long as the combined area of the signs does not exceed 130 square feet. The applicant is proposing a total of 99.79 square feet of signage which includes the following signs:

Wilshire Boulevard Elevation

- One business ID sign reading "The Auto Gallery". This sign would contain a red acrylic face with brushed aluminum returns. The sign is also proposed to contain face and halo illuminated channel letters. The sign would be a total of 34.71 square feet.
- One business ID sign reading "McLaren". This sign would contain a red and white acrylic face with brushed aluminum returns. The sign is proposed to contain face and halo illuminated channel letters. The sign would be a total fo 27.52 square feet.

South Wetherly Drive

- One business ID sign reading "McLaren". This sign would contain a red and white acrylic face with brushed aluminum returns. The sign is proposed to contain face and halo illuminated channel letters. The sign would be a total fo 27.52 square feet.
- One business ID sign containing the McLaren logo with "Beverly Hills" below. This sign would contain a red acrylic face (logo) with a brushed aluminum return. The sign is proposed to be face and halo illuminated (McLaren logo only). The "Beverly Hills" portion of the sign would be dark grey powdercoated. The sign would be a total of 5.02 square feet.
- One business ID sign containing the McLaren logo with "Parking" below. This sign would contain a red acrylic face (logo) with a brushed aluminum return. The sign is proposed to be face and halo illuminated (McLaren logo only). The "Parking" portion of the sign would be dark grey powdercoated. The sign would be a total of 5.02 square feet

| **BUSINESS IDENTIFICATION SIGNS** | | |
|---|---|---|
| **Type of Sign** | **Permitted by Code** | **Proposed** |
| Business ID Signage | Multiple business identification signs not to exceed 130 SF (with sign accommodation) | **97.99 square feet (five signs)** |

## ANALYSIS

The proposed remodel is intended to update the appearance of the existing building and add architectural detail 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 Wilshire Boulevard. The proposed design offers an revitalized appearance with a clean finish. The proposed signage is consistent in quality with the signage along Wilshire Boulevard, however the Commission may wish to discuss whether the scale of the signage is appropriate.

## 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 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 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 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 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 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 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.