STAFF REPORT

CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of May 18, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: **SPRINKLES**
9631 South Santa Monica Boulevard
Request for approval of a façade remodel and new business identification signs.
(PL 110 4956)

Continued from the April 27, 2011 meeting.

PROJECT INFORMATION

Applicant	Andrea Lenardin-Madden
Address	9631 South Santa Monica Blvd
Project Name	Sprinkles
Project Type	• Façade remodel • Business ID sign

PROJECT DESCRIPTION

The project is located on the north side of the 9600 block of South Santa Monica Boulevard, between Camden Drive and Bedford Drive. The applicant is requesting the approval of a façade remodel and a new business identification sign. This project was initially reviewed by the Commission on April 27, 2011. At that meeting the Commission had the following comments:

Continued on the next page.

Architectural Commission Requests from April 27, 2011	Applicant's Response
1. Provide connection details of the panels (conceal mounting details).	1. The applicant has provided connection details of the panels proposed along the front façade.
2. Provide a floor plan.	2. The applicant has provided a floor plan for the Commission's review.
3. Provide a section drawing through the automated machine. Clearly show how the interior store will be separated from the exterior elements with the new machine in place.	3. The applicant has provided a section through the automated machine. The machine will be flush with the façade and sealed around the edges of the machine. The perforated metal screen will then be applied in from the machine to conceal it from sight.
4. Provide the glass details (frosted).	4. A glass sample will be provided at the meeting.
5. Provide clear construction details which how the façade pieces will fit together.	5. The applicant has provided construction details of the façade for the Commission's consideration.

A material board will be presented at the meeting.

ANALYSIS

The proposed façade remodel and sign are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and signage proposes quality materials. The use of quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along South Santa Monica 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 and sign create a dynamic façade and interesting visuals. 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 sign 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 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 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 B - Staff report from the April 27, 2011 AC meeting

EXHIBIT A

Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on May 18, 2011.

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 shall 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.

EXHIBIT B

April 27, 2011 AC staff report

STAFF REPORT

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Meeting of April 27, 2011

TO: Architectural Commission

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PROJECT INFORMATION

Applicant	Andrea Lenardin-Madden
Address	9631 South Santa Monica Blvd
Project Name	Sprinkles
Project Type	• Façade remodel • Business ID sign

PROJECT DESCRIPTION

The project is located on the north side of the 9600 block of South Santa Monica Boulevard, between Camden Drive and Bedford Drive. The applicant is requesting the approval of a façade remodel and a new business identification sign. The following elements are proposed:

Façade:

- A new tempered operable glazing window system is proposed along the right portion of the façade. The window system would be set in a powder coated white frame.
- A new metal door, powder coated white, with a tempered glass side light is proposed.
- White ceramic tiles are proposed around the window system.
- A powder coated metal screen, with a white matte finish, is proposed above the window system along right portion of the façade. The metal screen would contain a perforated decorative edge.
- The existing stucco façade above the proposed white metal screen would be painted white.
- A perforated metal screen is proposed to extend to grade along the left portion of the façade. This perforated metal screen is proposed to be painted with blue, green, pink and red bands of color (flat finish paint).
- An automated cupcake take-out window is proposed to be housed behind the perforated metal screen.
- The bands of color will extend to the stucco portion of the façade above (flat finish paint).

Business Identification Sign:

The applicant is requesting a business identification signs along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604[1], one business identification sign, not exceeding two square feet (2 SF) in area for each linear foot of street frontage occupied by the tenant, may be permitted. The applicant is proposing the following sign:

- One business ID sign located on the upper right corner of the facade. This sign would be laminated in three colors and would be in the shape of an ice cream cone. The sign would be lit by a concealed LED light source. The sign would be a total of 2.3 square feet.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	**Permitted by Code without a Sign Accommodation**	**Proposed**
Business ID Signage	**1 sign – maximum 2 SF/1 foot of linear street frontage occupied by the tenant (maximum 49.1 SF) and one smaller sign not to exceed 5 SF** **(only for business name, address and other operating hours)** **(Linear frontage = 24.6' x 2 SF = 49.1 SF)**	**2.3 SF** **(1 sign)**

Material samples will be presented at the meeting.

ANALYSIS

The proposed façade remodel and sign are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and signage proposes quality materials. The use of quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along South Santa Monica Boulevard. The proposed design offers a revitalized appearance with a clean finish.

[1] Pursuant to BHMC §10-4-604, additionally, one business identification sign not exceeding 5 square feet in area may be permitted for a ground floor business for each 50 feet (or portion thereof) of linear street frontage occupied by the tenant.

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Shena Rojemann, Associate Planner

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