



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of August 13, 2008**

TO: Architectural Commission

FROM: Shena Rojemann, Assistant Planner

SUBJECT: PL 0806494 - "GITANO"
301 N Canon Drive
Redesign of Restaurant Façade, Signage and Outdoor Furniture

Continued from Meeting of July 9, 2008

PROJECT INFORMATION

Applicant	Richard Berliner of Berliner & Associates Architecture
Address	301 N Canon Drive
Project Name	Gitano
Project Type	<ul style="list-style-type: none">• Façade Remodel• Open Air Dining Furniture (tables, chairs, etc.)• Signage

PROJECT DESCRIPTION

The project is located on the north west corner of Canon Drive and Dayton Way. The applicant is proposing a remodeled façade, outdoor dining elements and new signage. This project previously came before the Commission on July 9, 2008. At the meeting, the Commission provided comments about several of the project's architectural elements and details. Per the July 9, 2008 meeting, the Commission's comments are as follows:

Architectural Commission Requests June 2008	Applicant's Response
<ol style="list-style-type: none">1. Address the existing tile bands with the building owner.2. The architectural style of the open air dining railings should be	<ol style="list-style-type: none">1. The applicant has discussed the existing tile bands with the building owner. The building owner is not in favor of making changes to the existing tile bands.2. The applicant has changed the design of the open air dining railings to match the existing railings on the

<p>more compatible with the architectural style of the existing railings on the building.</p> <p>3. Tie the architectural elements in the open air dining and pavillion with the architectural style of the building.</p> <p>4. Increase the color contrast between the mullions and the windows to create more "layers" on the façade.</p>	<p>building.</p> <p>3. The applicant has made the railings along the pavillion and open air dining areas consistent with the architectural style of the existing railings on the building. The applicant has also removed the planters in the pavillion area to simplify the pavillion design.</p> <p>4. The applicant has maintained the color contrast between the mullions and the windows, however a materials board shall be presented which will better depict the contrast between them.</p>
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In addition to the items above the applicant has made the following changes:

- The applicant has removed the Globo Orb lighting fixtures which were located in the pavillion.
- The flower planters located in the pavillion have been removed.
- The color of the business identification signage have been changed from dark bronze and warm white in color to warm white, tan and red.

The follow elements are to remain:

Façade

- All existing mullions shall be refinished in a dark bronze color.
- A new storefront door system is proposed at the main entrance. This system is composed of clear glass. Hurculite entry doors are proposed.
- Dark bronze vinyl awnings are proposed. (Some containing business identification signage in warm white – maximum letter height allowed is 7")
- A dark bronze wooden pavilion is proposed in the courtyard.
- Light fixtures mounted on the façade are Beta-Calco Sentinel light elements (tall and short). These fixtures direct light upward and downward on the façade. (Spec sheets are attached to the plans.)

Open Air Dining Elements

- Paraflex pole-mounted umbrella systems in "Sunbrella" fabric (Orange and Chocolat).
- Removable decorative metal railings surrounding the open air dining and pavilion areas. The railing frame shall be painted black and the handrails shall be painted dark maroon.

- The proposed furnishings are Sedia table and chairs. (See samples with attached plans.)
- Flower pots are located around the open air dining and pavillion areas. The flowerpots vary in size. (See the attached samples and elevations.)

Signage

Business Identification Sign

New business identification signs are proposed as follows:

- **Business ID Signs:** The wall signage along the street frontage is proposed to be created within an existing circular stucco molding and is to be painted warm white. The graphics shall be located within the circular moldings. They are proposed to be dimensional metal letters 3/4" thick, colored tan, red and warm white. They shall be pin mounted to the wall and shall be Century Gothic typeface. The signs will be accented with existing down lighting.
- **Awning signs:** The majority of the business signage is located on the awnings. The awning signs are proposed to be located on multiple facades. The letter heights proposed vary between 4" and 6" (under the code allowed 7"). The awning fascia is to be a metal with a dark bronze finish. The graphics are to be a matte finished vinyl, warm white, tan and red in color. Additionally, the typeface shall be Century Gothic.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage (Dayton Way and Canon Drive)	One business identification sign on street frontage (max 30 square feet per sign)	Two signs; one facing Dayton Way and one facing Canon Drive (28 square feet each) Each is located in an existing circular molding.
Awning signage	Located on awning valance and max letter height 7"	Four "ristorante GITANO lounge bar" (4.5 square feet each); One "GRAND HAVANA ROOM" (2 square feet). The max letter height used is 6".

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.***

As revised, the proposed remodel is more consistent with the architectural style of the existing building. The addition of the dark bronze elements contrast nicely with the existing façade materials and colors. The proposed business identification signs on the awnings are small and subtle and less than what is allowed by Code. Additionally, the other proposed business identification signs use existing elements on the building façade to enhance the signage, while also remaining under what is allowed per code. The revised outdoor dining and pavillion railings help to create architectural consistency between the new elements and the existing building elements.

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 will be slightly impacted by the environment with respect to external or internal noise by introducing outdoor dining and sitting areas. This impact shall be minimal and shall not negatively affect the structure. Therefore, the proposed changes will not make the environment less desirable with respect to these factors.

- (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.***

As revised the materials proposed for the facade remodel 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 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, signage and open air dining elements 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.

The proposed storefront remodel is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws. The proposed open air dining elements are in conformance with the BHMC, however the open air dining permit requires Planning Division approval.

RECOMMENDATION

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the façade remodel, business identification signs and open air dining elements as presented.


SHENA ROJEMANN

Attachments

1. July 9, 2008 Staff Report



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of July 9, 2008**

TO: Architectural Commission

FROM: Shena Rojemann, Assistant Planner

SUBJECT: PL 0806494 - "**GITANO**"
301 N Canon Drive
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PROJECT INFORMATION

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Address	301 N Canon Drive
Project Name	Gitano
Project Type	<ul style="list-style-type: none">• Façade Remodel• Open Air Dining Furniture (tables, chairs, etc.)• Signage

PROJECT DESCRIPTION

The project is located on the north west corner of Canon Drive and Dayton Way. The applicant is proposing a remodeled façade, outdoor dining elements and new signage. The applicant had previously proposed an alternative desing for this restaurant. A new architect has been retained and the project has been completely revised. The following elements are proposed:

Façade

- All existing mullions shall be refinished in a dark bronze color.
- A new storefront door system is proposed at the main entrance. This system is composed of clear glass. Hurculite entry doors are proposed.
- Dark bronze vinyl awnings are proposed. (Some containing business identification signage in warm white – maximum letter height allowed is 7")
- A dark bronze wooden pavilion is proposed in the courtyard.

- Light fixtures mounted on the façade are Beta-Calco Sentinel light elements (tall and short). These fixtures direct light upward and downward on the façade. (Spec sheets are attached to the plans.)
- Light fixtures located on the ground within the pavillion are Globo Orb lighting/Cole (varying diameters) which provide a glowing light. (Spec sheets are attached to the plans.)

Open Air Dining Elements

- Paraflex pole-mounted umbrella systems in "Sunbrella" fabric (Orange and Chocolat).
- Decorative metal railings surrounding the open air dining and pavillion areas. The railing frame shall be painted black and the handrails shall be painted dark maroon.
- The proposed metal railings shall contain removable frosted glass panels.
- The proposed furnishings are Sedia table and chairs. (See samples with attached plans.)
- Flower planters are located within the open air dining and pavillion areas as well as around the perimeter of the pavillion. The planters size varies. (See the attached samples and elevations.)

Signage

Business Identification Sign

New business identification signs are proposed as follows:

- **Business ID Signs:** The wall signage along the street frontage is proposed to be created within an existing circular stucco molding and is to be painted dark bronze to match the proposed mullions and awnings. The graphics shall be located within the circular moldings. They are proposed to be dimensional metal letters 3/4" thick and dark bronze in color. They shall be pin mounted to the wall and shall be Century Gothic typeface. The signs will be accented with existing down lighting.
- **Awning signs:** The majority of the business signage is located on the awnings. The awnings signs are proposed to be located on multiple facades. The letter heights proposed vary between 4" and 6" (under the code allowed 7"). The awning fascia is to be a metal with a dark bronze finish. The graphics are to be a matte finished vinyl, warm white in color. Additionally, the typeface shall be Century Gothic.
- **Railing signage:** The railing signage is proposed as typeface Century Gothic, "G", centrally sandblasted into each of the frosted glass panels. These signs on private property would require a sign accommodation for multiple signs. This additional signage would require a sign accommodation and the applicant has chosen to withdraw this portion of the request.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage (Dayton Way and Canon Drive)	One business identification sign on street frontage (max 30 square feet per sign)	Two signs; one facing Dayton Way and one facing Canon Drive (28 square feet each) Each is located in an existing circular molding.
Awning signage	Located on awning valance and max letter height 7"	Four "ristorante GITANO lounge bar" (4.5 square feet each); One "GRAND HAVANA ROOM" (2 square feet). The max letter height used is 6".
Railing signage	Multiple identification signage on the railings not permitted in the right of way. For signs inside the property line, a sign accommodation would be required.	Applicant has withdrawn this request.

ANALYSIS

The proposed façade remodel has a very clean and dramatic style. The building provides a unique presence on the street as well as filtered sunlight which is appropriate for the outdoor dining and restaurant use at this location.

The proposed signage is tasteful and does not appear excessive in comparison to the size of the restaurant and building. The proposed signage on the railings ("G"), however, is not permitted per BHMC §10-4-302.

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 remodel creates a dramatic, modern façade. The addition of the dark bronze elements contrast nicely with the existing façade materials and colors. The proposed business identification signs on the awnings are small and subtle and less than what is allowed by Code. Additionally, the other proposed business identification signs use existing elements on the building façade to enhance the signage, while also remaining under what is allowed per code. The outdoor dining area and pavillion are composed of high end materials and sleek design elements.

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 will be slightly impacted by the environment with respect to external or internal noise by introducing outdoor dining and sitting areas. This impact shall be minimal and shall not negatively affect the structure. Therefore, the proposed changes will not make the environment less desirable with respect to these factors.

(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 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 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, signage and open air dining elements 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.

The proposed storefront remodel is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws. The proposed open air dining elements are in conformance with the BHMC, however the open air dining permit requires Planning Division approval.

RECOMMENDATION

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission PRELIMINARILY approve the façade remodel and business identification signs with FINAL plans to return to the Commission for review.


SHENA ROJEMANN