



STAFF REPORT
CITY OF BEVERLY HILLS

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

TO: Architectural Commission

FROM: Donna Jerex, Senior Planner

SUBJECT: PL 083 5571 "**La Bottega Marino**"
9669 South Santa Monica Boulevard
Façade Remodel, Signage and Outdoor Furniture for New Restaurant

PROJECT INFORMATION

| | |
|------------------------|--|
| Applicant/Owner | David Poffenberger of Kelly Architects |
| Address | 9669 South Santa Monica Boulevard |
| Project Name | LA BOTTEGA MARINO RESTAURANT |
| Project Type | <ul style="list-style-type: none">• Façade Remodel• Signage• Outdoor Furniture |

PROJECT DESCRIPTION

This project involves a façade remodel, signage and outdoor furniture for the former "Café Marly" space located on the north side of the 9600 block of South (Little) Santa Monica Boulevard.

Façade

- The existing brick cladding would be painted white.
- Window mullions would be painted white and gray. The large doorway under the large awning would be fixed in place (hardware removed), with the entry on the east side of the building under the proposed "La Bottega Marino" business identification sign.
- Vertical wood panels would be inset adjacent to the existing door openings in the center and at the east side doorways.

Outdoor Furniture

- Four square-sized (24" x 30") wood tables and 8 aluminum framed wood-slat chairs are proposed.

Signage

The proposal includes a gray, white and yellow/orange striped awning over the main storefront glazing and a business identification sign over the entry door.

Building Identification Sign:

| BUILDING IDENTIFICATION SIGNS (BHMC Section 10-4-605) | |
|--|--|
| Maximum Permitted by Code | Proposed |
| 2 SF of signage for each linear foot of storefront. (Max 73.5-SF permitted) | One 36.5 SF sign is proposed over the main entry door. |

ANALYSIS

The proposed remodel has a very clean style. The large awning and white painted brick create a clear distinction between this space and the adjacent business and adds vibrancy to this pedestrian blockface. Staff believes the awning colors could be modified to better tie in with the main business identification sign but generally supports the simplicity of the design.

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 facade is tasteful in its use of materials and design. The plan conforms 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 storefront remodel would not appear to impact the environment with respect to external or internal noise and would therefore 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 storefront 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 storefront 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 storefront and sign 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.

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 approval of the project with the following condition:

1. Final plans to return to staff for approval.
2. The outdoor dining area shall conform to the approved outdoor dining plan or shall be subject to review and approval by the Planning Division.



DONNA JEREX

