



**STAFF REPORT
CITY OF BEVERLY HILLS**

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

TO: Architectural Commission

FROM: Ivy Nguyen, Assistant Planner

SUBJECT: **PL 095 9760 – SAFFRON**
230 South Beverly Drive
 Façade Remodel and New Business Identification Sign

Continued from the meeting of January 20, 2010

PROJECT INFORMATION

Applicant	Jason Somers of Pacific Crest Companies
Owner	Orbit, LP c/o Primesior Development, Inc.
Project Address	230 South Beverly Drive
Project Name	SAFFRON
Project Type	Façade Remodel and New Business Identification Sign

PROJECT DESCRIPTION

The subject site is an existing two-story commercial building of the property located on the east side of South Beverly Drive between Wilshire Boulevard and Dayton Way. The site previously was occupied by Marty D's.

This item was presented to the Commission at the January 20, 2010 meeting. Concerns were raised as to the crimson wall and henna-patterned acrylic wall at the exterior of the building. At the request of the Commission, the project was to return for re-study.

Architectural Commission Concerns January 20, 2010	Applicant's Response
Crimson colored wall at exterior of building did not appear to be well integrated with the interior element of the restaurant.	<p>The applicant has indicated that the exterior crimson colored coordinates with the interior of the restaurant.</p> <p>The applicant has provided the Commission with three options integrating the crimson exterior wall with the interior of the restaurant.</p> <p>Option 1. All crimson exterior wall (Applicant's</p>

	<p>preferred option)</p> <p>Option 2. White stripe The exterior wall will be primarily crimson colored with a white stripe indicating the beginning of the arrow that leads toward the interior of the restaurant. A proposed rendering has been included for the Commission's review.</p> <p>Option 3. Crimson stripe The exterior wall will be primarily white with a crimson stripe indicating the beginning of the arrow that leads toward the interior of the restaurant. In the interior of the restaurant, the arrow will be constructed of Tectum material (acoustical panels) in crimson color. The walls of the interior of the restaurant will remain crimson.</p> <p>The stripe has been utilized in order to create pedestrian interest along South Beverly Drive as the entrance of the store has been recessed. The body of the arrow will feature the restaurant's menu and food information. The arrow has been proposed to create a visual interest and will indicate the flow of traffic to the final point of sale.</p>
<p>The Commission requested details of the henna acrylic resin panel.</p>	<p>The applicant has provided attachment details of the resin panel. Additionally, the applicant has proposed to conceal the fluorescent light fixture behind the resin panel.</p>

PROJECT ELEMENTS

The project includes the following elements:

Façade

- New painted wall (reddish-orange) on north side of wall at front entrance alcove
- New backlit clear resin panel with henna pattern. (Proposed pattern shown on Page 7 of submittal package.)

Outdoor Dining

- New outdoor dining furniture, as shown on page 8 of submittal package. An application for outdoor dining shall be reviewed and approved under a separate permit at a later date.

Signage

- Business identification sign to read “Saffron” and “Fast. Fresh. Indian” on two lines of text.
- Business identification sign at entrance door indicating hours of operation.

ANALYSIS

Business Identification Sign

A new business identification sign is proposed. Pursuant to the Beverly Hills Municipal Code, Section 10-4-604 allows for one primary business identification sign to consist of a maximum two square feet per linear foot for the ground floor street frontage occupied by that business. “Saffron” occupies 12.5 feet of street frontage; therefore a maximum 25 square foot sign is permitted. One additional business identification sign that does not exceed five (5) square feet in area is also permitted.

BUSINESS IDENTIFICATION SIGNS (BHMC Section 10-4-604)			
Sign	Maximum Signage Permitted by Code	Proposed	Materials
Business Identification Sign	25 SF Maximum Sign Area <ul style="list-style-type: none"> • One business identification sign along South Beverly Drive 	25 SF Sign Area <ul style="list-style-type: none"> • Sign measuring 3'-3 7/16" tall by 7'-6 3/4" wide with “Saffron” and “Fast. Fresh. Indian.” on two lines of text 	<ul style="list-style-type: none"> • Aluminum letters • “Saffron” will be backlit with white LED lights, reverse channel letters with.
Business Identification Sign (Window)	5 SF Maximum Sign Area <ul style="list-style-type: none"> • One business identification sign along South Beverly Drive 	1 SF Sign Area <ul style="list-style-type: none"> • Sign measuring 10-11/16" wide by 11-11/16" tall with text “Take Out Dine In Daily 11-10” 	<ul style="list-style-type: none"> • White vinyl letters

Therefore, the size of the sign is in conformance with Code requirements. Staff supports the clean design for this simple storefront, signs and furniture.

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 business identification sign represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The project would contribute 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 business identification sign does not appear to create any conditions that are 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 proposed business identification sign appears to be of good quality and would not appear to cause the nature of the local environment to materially depreciate in appearance and 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.

Subject to review of the final construction documents, the proposed business identification sign is 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 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 project with the following standard conditions:

Standard Conditions

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on February 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.

A handwritten signature in black ink, appearing to read 'Ivy Nguyen', written over a horizontal line.

Ivy Nguyen, Assistant Planner