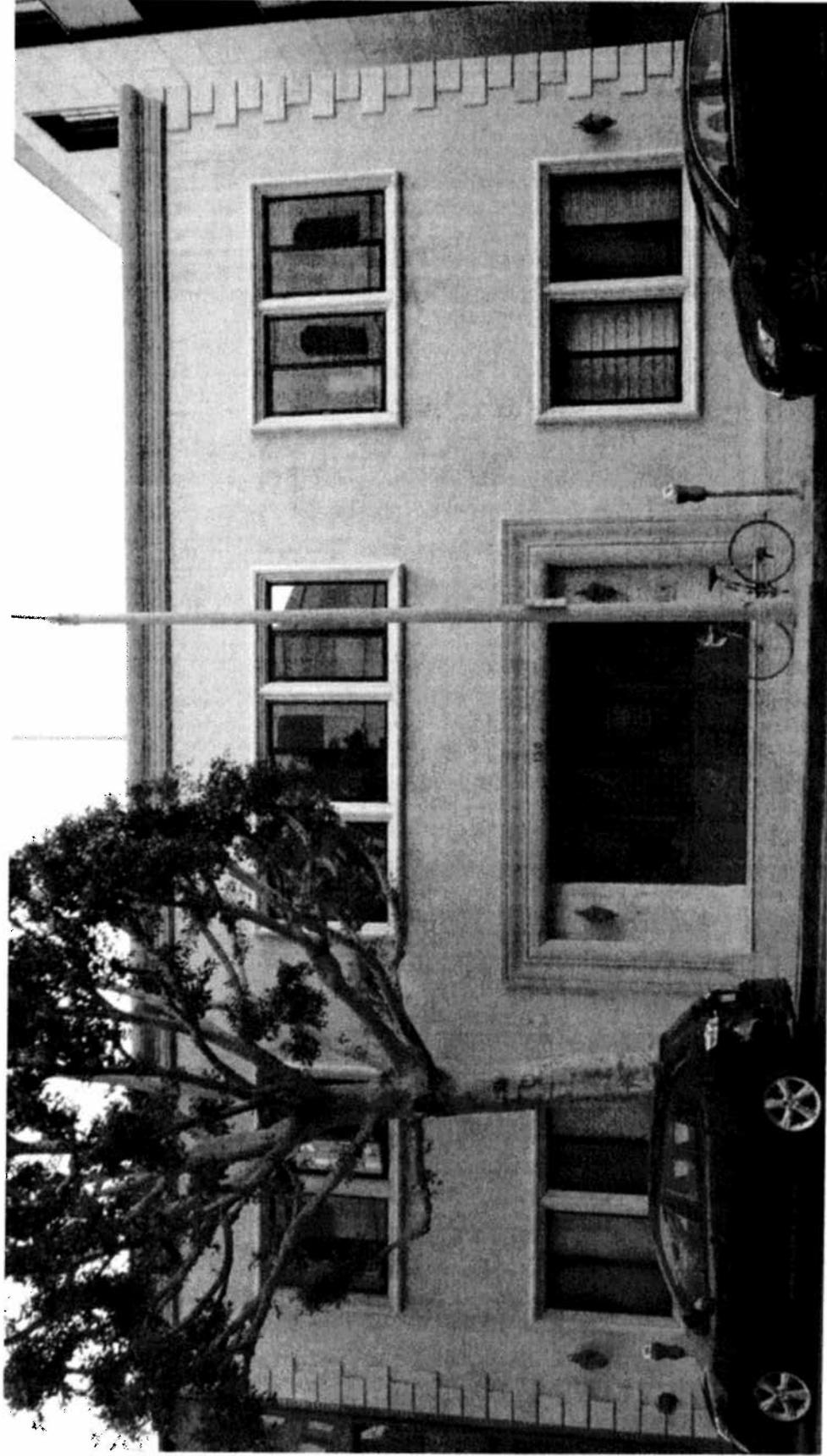




Architectural
Commission
March 17, 2010

Commercial Building



Existing



**STAFF REPORT
CITY OF BEVERLY HILLS**

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

TO: Architectural Commission
FROM: Ivy Nguyen, Assistant Planner
SUBJECT: **PL 100 4729 – COMMERCIAL BUILDING**
130 El Camino Drive
Façade Remodel and New Business Identification Sign

PROJECT INFORMATION

Applicant	Rudin Donner Design, Inc.
Owner	Steven Wallace
Project Address	130 El Camino Drive
Project Name	COMMERCIAL BUILDING
Project Type	Façade Remodel and New Business Identification Sign

PROJECT DESCRIPTION

The subject site is an existing two-story commercial building located on the east side of El Camino Drive between Wilshire Boulevard and Charleville Boulevard. The project includes the following elements:

Façade

- New limestone and smooth stucco (ColorLife "Mommia", light coffee color)
- Smooth metal panels (ColorLife "Lead", dark grey color)
- Metal work at windows to match existing doors (ColorLife "Lead", dark grey color)
- Recessed down lighting in alcove at second story windows and at top of front entrance doors, as depicted in the color rendering. Additionally, uplighting at ground at the front entrance doors.

Signage

- Business identification sign for "National Museum of the Marine Corps" on brass plaque with ¾" tall letters, non-illuminated
- Building address sign "130" etched into limestone façade, 7" tall non-illuminated numbers

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, however, no larger than 100 square feet. The commercial building occupies 60 feet of street frontage; therefore a maximum 100 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 <i>(BHMC Section 10-4-604)</i>			
Sign	Maximum Signage Permitted by Code	Proposed	Materials
Business Identification Sign	100 SF Maximum Sign Area <ul style="list-style-type: none"> • One business identification sign along El Camino Drive 	0.7 SF Sign Area <ul style="list-style-type: none"> • Sign measuring 1'-2" tall by 8" wide with "National Museum of the marine Corps" on three lines of text 	<ul style="list-style-type: none"> • Brass plaque with etched letters, non-illuminated Please note that the color rendering indicates that the plaque will be bronze; however, the applicant has indicated it will be brass.

Therefore, the size of the sign is in conformance with Code requirements.

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 façade remodel and 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 façade remodel and 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 façade remodel and 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 proposed façade remodel and business identification sign 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 façade remodel and 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 conditions:

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



Ivy Nguyen, Assistant Planner