



Architectural  
Commission

March 17, 2010

# South Beverly Grill



**Existing**



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

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

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Assistant Planner

**SUBJECT: PL 1004707 – “South Beverly Grill”  
122 South Beverly Drive**  
Revision to previously approved façade remodel (approved by the Architectural Commission at it’s meeting on August 19, 2009.)

**PROJECT INFORMATION**

<b>Applicant</b>	Christopher Wadleigh
<b>Address</b>	122 South Beverly Drive
<b>Project Name</b>	“South Beverly Grill”
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade Remodel (revision to previously approved façade including new doors and rooftop mechanical screening)</li><li>• Preview of Proposed signage</li></ul>

**PROJECT DESCRIPTION**

The project is located on the west side of the 100 block of South Beverly Drive. The project was previously approved by the Architectural Commission at its meeting on August 19, 2009. The area of the dining/seating is 2,394 SF which will remain unchanged. The applicant is proposing the following changes:

**Façade**

- New wood and glass doors are being proposed at both entrances into the restaurant along South Beverly Drive.
- A new 7'-0" mechanical screen is being proposed on the roof. The steel screen will be painted to match the existing building.

Material samples will be available at the meeting.

**Preview of Proposed Signage**

Pursuant to Beverly Hills Municipal Code, the proposed signage requires a sign

accommodation<sup>1</sup>. Due to the date of application, the Notice of Public Hearing for the sign accommodation was not mailed in time for this meeting. Consequently, the Commission cannot make a motion on the signage. However, in recognizing the restaurant's time constraints (projected opening date of April 21, 2010), staff is presenting the signage to the Commission as a preview item so that the applicant may receive some feedback at today's meeting. The signage will then be returned at the April 21, 2010 meeting as a public hearing item.

The applicant is also proposing two new business identification signs. Both signs would be located at the southern entrance of the restaurant. As proposed, the first sign will be located directly above the doorway and will consist of a black aluminum box, with exposed ruby red neon which will read 'South Beverly Grill'. This sign would be a total of 6.71 SF. The second sign will be located above the first, on the cantilevered awning located along the front façade. As proposed sign will consist of illuminated individual gold letters, 14" in height, which will read 'Restaurant'.

## **ANALYSIS**

The proposed doors and mechanical screening is intended to update the appearance of the existing building by using modern materials including glass, wood, and metal elements and by creating a uniform appearance to the building. The proposed mechanical screening will extend seven feet above the adjacent parapet and will be set back approximately 30 feet from the front façade. With the addition of the screening, the height of the building itself (39'-6") will not change as the highest element of the building (the existing elevator mechanical room), is taller than the proposed screening. As proposed, the design revisions offer an updated appearance with a clean finish. The use of high quality materials and modern style would compliment with the facades found along South Beverly Drive.

## **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 remodel creates a dramatic, modern façade. The materials proposed are of a high quality. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel 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.

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<sup>1</sup> Pursuant to BHMC §10-4-604 and §10-4-306 the Planning Commission may grant a sign accommodation a) to allow multiple business identification signs; and b) to allow signage to be located on an architectural element, more than 12" from the façade, respectively.

***(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 does 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 are of high quality and do not appear to be inferior in 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 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.***

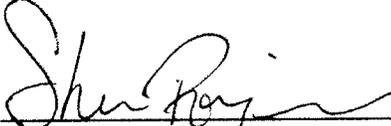
Subject to review of the final construction documents, the proposed façade remodel is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

## **RECOMMENDATION**

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff requests that the Architectural Commission approve the proposed façade remodel with the conditions provided below and provide comments regarding the proposed signage.

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.
6. The signage shall be returned as a Public Hearing item at the next Architectural Commission meeting on April 21, 2010.

  
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SHENA ROJEMANN  
Assistant Planner