



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of April 21, 2010**

TO: Architectural Commission

FROM: Shena Rojemann, Assistant Planner

SUBJECT: PL 1004707 – “South Beverly Grill”
122 South Beverly Drive
Sign Accommodation for Business Identification Signage

PROJECT INFORMATION

| | |
|---------------------|------------------------------|
| Applicant | Christopher Wadleigh |
| Address | 122 South Beverly Drive |
| Project Name | “South Beverly Grill” |
| Project Type | • Review of Proposed signage |

PROJECT DESCRIPTION

The project is located on the east side of the 100 block of South Beverly Drive. The project was previously reviewed by the Architectural Commission at its meeting on March 17, 2010. As that meeting, the Commission approved the proposed mechanical screening and the revised door design as presented and directed the signage to return to the Commission as a public hearing item at the April 21, 2010 meeting. The Architectural Commission informally discussed the proposed signage and its overall comments were positive regarding the sign design.

Proposed Signage

The proposed signage has gone unchanged since the Commission preview. Pursuant to Beverly Hills Municipal Code, the proposed signage requires a sign accommodation¹. The applicant is also proposing two new business identification signs (Attachment A). 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’, and will be a total of 27.22 square feet.

¹ 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.

ANALYSIS

The proposed signage is intended to modernize the appearance of the existing building by using modern materials. The Beverly Hills Municipal Code §10-4-604(D-2) allows for multiple signs per street frontage not to exceed a maximum of 130 SF total, if approved by a Sign Accommodation Permit. As proposed, the two signs will total approximately 34 square feet in area, well under the maximum permitted by Code. As proposed, the signage offers an updated appearance with a clean finish. The use of high quality materials and modern styling add a unique touch to the proposal and would complement existing facades along South Beverly Drive.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code §10-3-3010 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 signage 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 signage aids in creating a dramatic, modern façade. The materials proposed are of a high quality. The design of the signs appear in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed signs are 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 signage 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 signage does not appear to modify any existing barriers to external or internal noise and are not anticipated to make the environment less favorable.

(c) The proposed signs are not, in their 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 signage 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 signs are 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 signage 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 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.

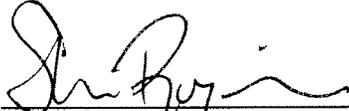
(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The proposed signage appears to be in conformance with the standards of the Beverly Hills Municipal Code (as is permitted by the granting of a Sign Accommodation) 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 signage plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 21, 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.

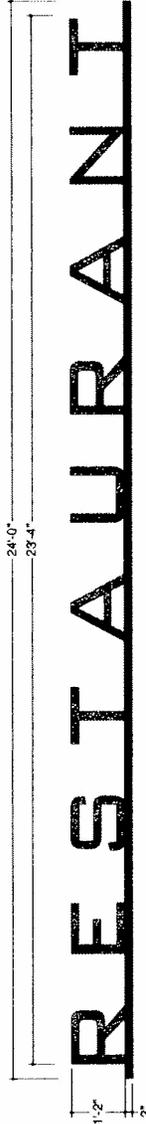


SHENA ROJEMANN
Assistant Planner

Attachments:
Attachment A – Proposed Signage

Architectural Commission
122 South Beverly Drive
April 21, 2010
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ATTACHMENT A
Proposed Signage



Letter Elevation
 Square Footage = 27.22
 Quantity = 1 set
 Scale: 3/8" = 1'-0"

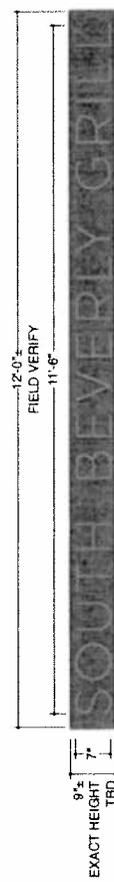
"RESTAURANT" 4" deep brass solid face letters (fit from light bar below)
 Finish to be Houston's light oil rubbed finish - hand rubbed.
 To have exposed #4 countersunk brass screws finished to match letters.
 Light bar mounted to existing canopy and painted to match Ralph Lauren "Surrey" RL TH28 to match fascia trim and color of facade steel.
 White neon inside light bar to wash letters with light from below.

Electrical disconnect switch to be located on Outside of transformer (led driver) box.

NOTE: Any sign vendor decals (advertising) and UL listed decals need to be placed out of public view. And all associated screw heads and other mounting hardware must be painted to match the adjacent sign surface/ be concealed

All work to comply with 2007 Calif. Building codes.

Provide one (1) 120 volt, 20 amp dedicated circuit for signage directly behind sign location (for both signs) with automatic control, time clock.

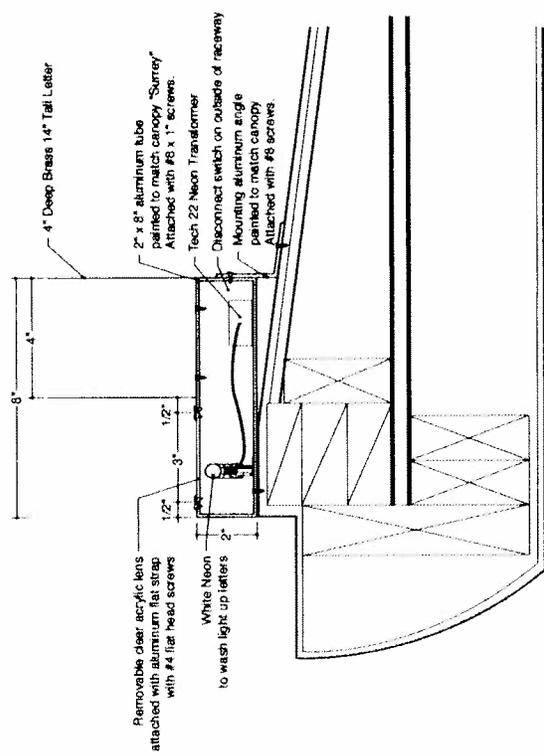


Exposed Neon
 Square Footage = 6.71
 Scale: 1/2" = 1'-0"
 Quantity = 1 set

Ruby Red Exposed neon mounted to aluminum box.
 Aluminum box with removable face to house transformers and wire way.
 Painted to match Ralph Lauren "Surrey" RL TH28 to match fascia trim and color of facade steel.
 Mounted above entry doors.

NOTE: Any sign vendor decals (advertising) and UL listed decals need to be placed out of public view. And all associated screw heads and other mounting hardware must be painted to match the adjacent sign surface/ be concealed

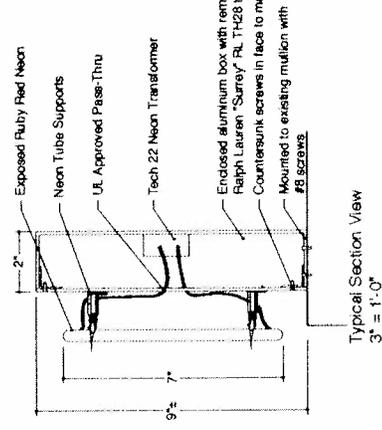
All work to comply with 2007 Calif. Building codes.



Letters on Canopy Section
 Scale: 3" = 1'-0"

Square Footage Summary
 "RESTAURANT" = 27.22 sqft
 "SOUTH BEVERLY GRILL" = 6.71 sqft
 Total Square Footage = 33.93 sqft

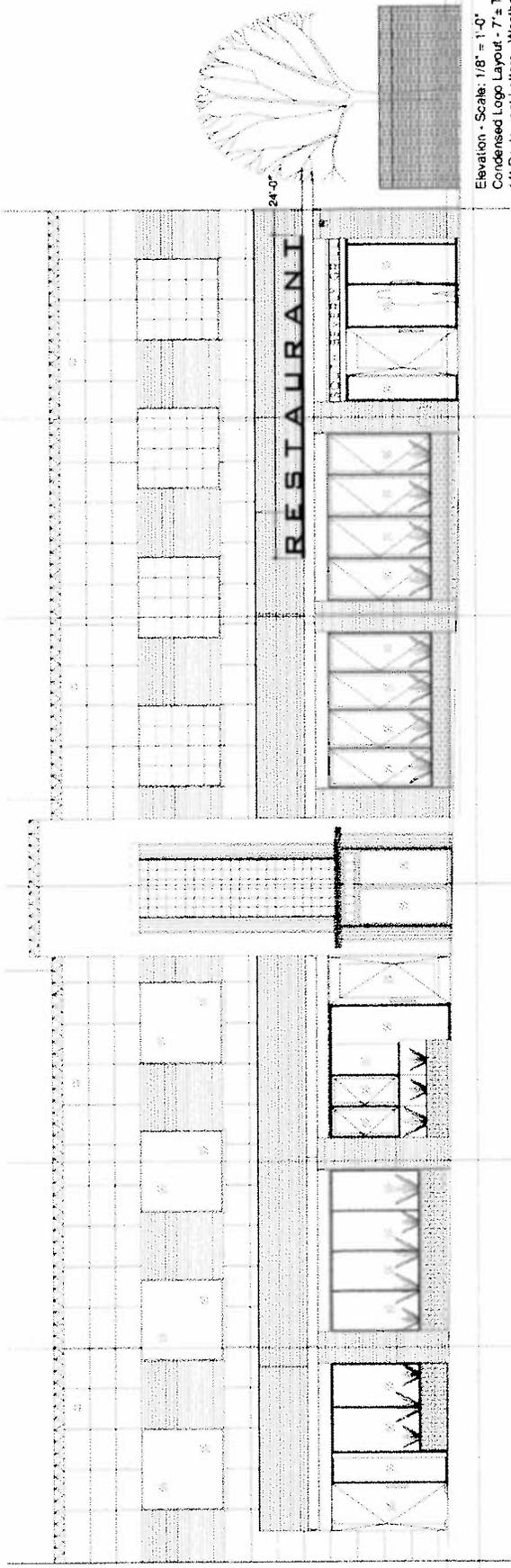
Allowable Square Footage = Length of building facade x 2'-0"
 Allowable Square Footage for 122 S. Beverly Drive = 43.0 x 2.0 = 86 sqft



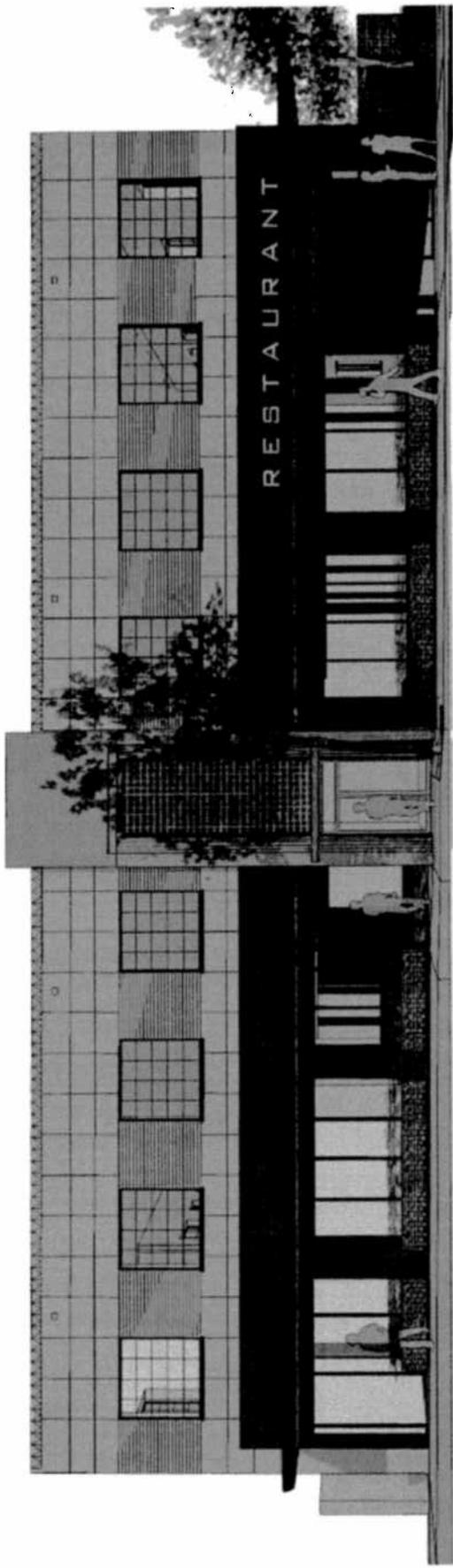
Typical Section View
 3" = 1'-0"

Project Address:
 122 S. Beverly Drive
 Beverly Hills, CA 90036

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|--|---|---|----------------------|----------------------------------|-------------------|---------------|
| Smithcraft CUSTOM SIGNS & GRAPHICS 3643 South 7th Street Phoenix, AZ 85040.1130 602.268.1349 Office 602.268.1369 Facsimile | Design: 10-000000 Spec: EF10075 Scale: Noted EPS: hill.dwg | Rep: E. Felker By: D. Rollins Date: 1/26/10 | Revision: 2/10/10 | Hillstone South Beverly Grill | Sign Type: 0.0 | Sheet: 1.0 |
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Elevation - Scale: 1/8" = 1'-0"
 Condensed Logo Layout - 7"± Tall Neon Letters
 14' Restaurant Letters - Washimer Font - 24'-0" wide



Rendering Elevation - NTS

3643 South 7th Street
 Phoenix, AZ 85040-1130
 602-268-1349 Office
 602-268-1369 Facsimile



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Design: 10-000000
 Spec: EF10075
 Scale: Noted
 EPS: hillsbg

Rep: E. Felker
 By: D. Rollins
 Date: 1/26/10

Revision:
 2/10/10

Hillstone
 South Beverly Grill

Sheet:
 3.0