



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

**For the Architectural Commission  
Meeting of October 20, 2010**

**TO:** Architectural Commission

**FROM:** Donna Jerex, Senior Planner

**SUBJECT:** PL 102 9712822 - **"TABERNA MEXICANA"**  
369 North Bedford Drive  
Façade remodel, signs, awning and outdoor dining furniture

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Ronald S. Kates & Co.
<b>Address</b>	369 North Bedford Drive
<b>Project Name</b>	TABERNA MEXICANA
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade remodel, signs, outdoor furniture</li></ul>

**PROJECT DESCRIPTION**

The project is located on the west side of Bedford Drive and involves a façade remodel, awnings, signs and outdoor furniture for the former Luau Restaurant site. The project includes the following:

Storefront:

- New awnings in shades of pale green, rust and dark brown stripes.
- New decorative wrought iron screens panels in a consistent pattern along the existing glazing.
- Wrought iron sconces and pendant lights
- Orange planter boxes with annual flowers
- New entry doors in the existing entry location (dark bronze mullions)
- Decorative plant pots at entry (orange glaze with ponytail palms)

Outdoor Furniture:

- Dark brown rattan-style soft seating with upholstered cushions in the restaurant's signature colors (green, brown, orange hues)
- Teak tabletops

- Simple iron railings will be painted in a flat black finish (plans show grey – this will be updated).

#### Sign

- “TABERNA MEXICANA” sign and logo would be backlit in logo colors (orange, yellow, green). The total signage is under 30 SF.

#### Lighting

- Wrought iron pendant lights flanking the entry and wall sconces are proposed for the façade.

### **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 new façade, sign and outdoor furnishings are nicely integrated and will greatly enhance this area of Bedford Drive in that it is an attractive, quality design. Therefore the proposed design 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.

***(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 new façade, sign and outdoor furniture designs do 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 proposed new façade, sign and outdoor furniture designs 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 project 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.

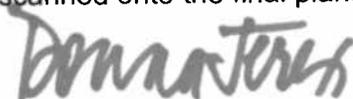
***(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.***

The proposed project conforms to the standards of the Beverly Hills Municipal Code and other applicable laws.

### **RECOMMENDATION**

Staff recommends that the Architectural Commission approve the proposal with the following conditions:

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on October 20, 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, outdoor dining and/or encroachment permit(s) 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.

  
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DONNA JEREX