



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 9822 - "**SCANDIA HOME**"
332 North Beverly Drive
(aka 348 North Beverly Drive)
Façade remodel and signs

PROJECT INFORMATION

Applicant/Owner	Anthony Eckelberry
Address	332 North Beverly Drive
Project Name	SCANDIA HOME
Project Type	• Façade remodel and signs

PROJECT DESCRIPTION

The project is located on the west side of Beverly Drive and involves a remodel and signs for an existing storefront as follows:

Storefront:

- Demolish existing storefront and install a new frameless plate glass storefront to a height of 11 feet .
- The sole ornamentation on the glass façade consists of a round bar, satin stainless steel door pull.
- Three small "washlights" would be inward-facing on the upper portion of the wall.
- Simple beige wall paint.

Signs

The following two signs are proposed:

1. 30 SF logo and "SCANDIA HOME" flat black-painted letters.
2. 5 SF black vinyl window stickers (same as #1 above).

These small signs are well under the maximum allowed by code (2 SF per linear foot of frontage, or approximately 100 SF).

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 and signs are simply presented and consist of attractive, quality designs. 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 and sign 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 new façade and signs 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 new façade and signs are 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.

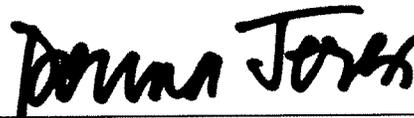
(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The proposed new façade and signs conform to the standards of the Beverly Hills Municipal Code and other applicable laws.

RECOMMENDATION

Staff recommends that the Architectural Commission approve the proposed façade remodel 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 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.



DONNA JEREX