



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of December 15, 2010**

TO: Architectural Commission
FROM: Shena Rojemann, Associate Planner
SUBJECT: **URGENT CARE FACILITY**
240 South Robertson Blvd
Façade remodel and signs
PL 103 6678

PROJECT INFORMATION

Applicant	Sami Ghasri Malek
Address	240 South Robertson Blvd
Project Name	Urgent Care facility
Project Type	<ul style="list-style-type: none">• Façade Remodel• Signage

PROJECT DESCRIPTION

The project is located on the east side of the 200 block of South Robertson Boulevard. The applicant is proposing a façade remodel and business identification/parking signs along the South Robertson Boulevard elevation. The following elements are proposed:

Façade

- An addition of a 3'-8" parapet is proposed along the front façade of the building.
- The cylindrical columns at the front entry are to be removed.
- A new storefront window system with blue tinted glass and silver window frames are proposed. The new window system would be located in the same location as the existing window system.
- A new smooth stucco façade, painted grey, is proposed.

A materials board will be presented at the meeting.

Signage

The applicant is proposing the following signs:

- One parking entrance identification sign located above the parking lot entrance which would read "PARKING". This sign would be composed of individually cut 1/8" flat

brushed aluminum letters which would be silicone flash mounted to the exterior wall. The sign would be a total of 4.8 square feet, less than the maximum square footage permitted pursuant to Beverly Hills Municipal Code Section 10-4-652¹.

- One business identification sign located above the building entrance which would read "Beverly Hills Family Group & Urgent Care". This sign would be composed of brushed aluminum channel letters on an LED illuminated brushed aluminum raceway. The sign would be a total of 32.83 square feet, less than the maximum square footage permitted pursuant to BHMC Section 10-4-604².

Signage Summary		
Type of Sign	Permitted by Code	Proposed
Parking Identification	20 square feet maximum	4.8 square feet
Business Identification	2 sq. ft. for each 1'-0" of ground floor frontage (Frontage of subject space: 50'-0") 100 square feet maximum	32.83 square feet

ANALYSIS

The proposed remodel is intended to update the appearance of the existing building and add architectural detail of the building. The proposed design offers an revitalized appearance with a clean finish. The proposed signage is consistent, and sometime superior, in quality with the signage along South Robertson Boulevard, however the Commission may wish to discuss whether the scale of the signage is appropriate.

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:

¹ BHMC §10-4-652: One sign that does not exceed twenty (20) square feet in area may be erected adjacent to each garage/parking entrance from a public street or alley for the purpose of identifying the parking entrance.

² BHMC §10-4-604: A ground floor business with street frontage may erect a business identification sign which is located on the same street face of the building as the main entrance or address of the business and which does not exceed two (2) square feet in area for each one foot (1') of ground floor street frontage that such business occupies within the building. However, in no event shall such sign exceed one hundred (100) square feet.

(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 façade remodel and signs create a refreshed façade. The proposed business identification sign is simplistic in design. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed facade remodel and business identification signs appear to be 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 façade remodel and the installation of new signage 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 for the facade remodel and new signage 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 facade remodel and signage is in conformity with the prevailing uses in the general area. 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 and new signage are 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 analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the standard conditions of approval (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on December 16, 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.