



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of December 15, 2010

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: **9497 SOUTH SANTA MONICA BOULEVARD**
9497 S. Santa Monica Blvd
Façade remodel
PL 103 8202

PROJECT INFORMATION

Applicant	Donald Holtz
Address	9497 South Santa Monica Blvd
Project Name	9497 South Santa Monica Blvd
Project Type	• Façade Remodel

PROJECT DESCRIPTION

The project is located on the north side of the 9400 block of South Santa Monica Boulevard. The applicant is proposing a façade remodel which proposes the following elements:

Façade

- A new storefront window/door system composed of:
 - A polished stainless steel fram and hardward;
 - Tempered glass..
- The facade would be re-stuccoed and painted light grey.

A materials board will be presented at the meeting.

ANALYSIS

The proposed remodel is intended to update the appearance of the existing building. The proposed design appears to offers a clean finish.

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 façade remodel creates a clean façade. The design appears in keeping with the quality of nearby shops and other businesses. The proposed facade remodel appears 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 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 does 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.

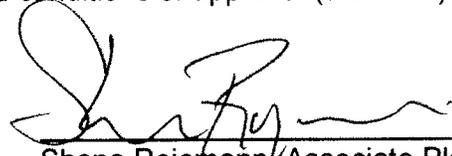
The proposed facade remodel is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly 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 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 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).

A handwritten signature in black ink, appearing to read 'Shena Rojemann', written over a horizontal line.

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.