



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: COFFEE BEAN & TEA LEAF
445 North Beverly Drive
Façade remodel and sign accommodation
PL 103 8779

PROJECT INFORMATION

Applicant	Guy Williams
Address	445 North Beverly Drive
Project Name	Coffee Bean & Tea Leaf
Project Type	<ul style="list-style-type: none">• Façade remodel• Sign accommodation

PROJECT DESCRIPTION

The project is located on the east side of the 400 block of North Beverly Drive between Brighton Way and South Santa Monica Boulevard. The tenant, Coffee Bean & Tea Leaf, is expanding to the adjacent retail space (now occupied by Basic Bites). As a part of the expansion, the applicant is request the approval of a façade remodel and a sign accommodation for multiple business identification signs. The following elements are proposed:

Façade:

- The existing storefront of both retail spaces would be demolished and a new glass frameless storefront is proposed.
- Along the southern portion of the façade, the store front would be recessed approximately 8'-0" and along the northern portion of the façade, the store front would be recessed approximately 4'-0".
- A concrete fireplace is proposed at the recessed portion of the storefront. The fireplace would be dual sided facing the exterior seating area and the interior seating area.
- The exterior column located between the two storefronts is proposed to be covered with brushed aluminum.
- Awnings (burgundy fabric) are proposed along the storefront. The awnings would project a maximum of 4'-0" over the public right-of-way.
- On the upper portion of the façade the applicant is proposing to extend the existing stucco portal to create a flat facade. All the stucco along the storefront would be painted burgundy.

- A panel clad in brushed aluminum, with a painted logo is proposed along the top portion of the façade.
- The applicant is proposing an outdoor dining railing which would be powder coated (30" in height).
- The applicant is proposing a variety of outdoor furniture which includes wicker woven chairs, wood lounge chairs and tables with a brushed stainless steel base and corian top.

Business ID signs:

The applicant is requesting multiple business identification signs along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 130 square feet. The applicant is proposing the following signage:

- One business ID sign located on the façade above the awning. This sign would read "The Coffee Bean & Tea Leaf" and would contain internally illuminated metal channel letters (powder coated) with white vinyl faces. The sign would be a total of 33.12 square feet.
- One business ID sign (painted "stamp" sign) located on the brushed aluminum portion of the façade. The sign would be a total of 12.25 square feet.
- One business ID blade sign, double sided. The sign would be approximately 2'-0" in diameter and would contain the retailers logo. As proposed the sign is 8'-6" above grade and would be a total of 6.28 square feet (total of both sides together). Beverly Hills Municipal Code §10-4-305 requires that any sign projecting from a building be a minimum of 12'-0" above grade. As conditioned, the blade sign is required to allow for 12'-0" clear above grade (see Exhibit A).

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	Multiple business identification signs not to exceed 130 SF	1 sign – maximum 53.2 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours) (2 SF/1 linear foot of store frontage. Linear frontage = 26.6 ft)	51.65 SF (3 signs total)

ANALYSIS

The proposed remodel is intended to update the appearance of the building and add architectural details to the building. The proposed façade remodel proposes high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along North Beverly Drive. The proposed design offers a revitalized appearance with 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 and signage creates a clean façade. The design appears in keeping with (and in some cases superior to) the quality of buildings. 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 and 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 proposed façade remodel and signage 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 façade remodel and signage are in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design 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.



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Proposed Conditions of Approval

EXHIBIT A
Conditions of Approval

Project Specific Conditions:

1. The blade sign shall be moved higher on the façade elevation so as to provide the minimum 12'-0" clearance required pursuant to BHMC §10-4-305..

Standard Conditions:

2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on January 19, 2011.
3. 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.)
4. 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.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.

