



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 19, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: SHELL STATION
391 South Robertson Boulevard
Resurface existing signs
PL 103 8471

PROJECT INFORMATION

Applicant	Bryan with Promotion Plus Sign Company
Address	391 South Robertson Blvd
Project Name	Shell Station
Project Type	• Resurface existing signs

PROJECT DESCRIPTION

The project is located on the east side of the 300 block of South Robertson Boulevard, at the northeast corner of the intersection of South Robertson Boulevard and West Olympic Boulevard. The applicant is requesting the approval to resurface the existing signs on the site from Exxon signs to Shell Station signs. The total proposed area of branding and signage will be the same in overall area as the existing Exxon branding and signs. Since the proposed signage is in keeping with the area of the existing signage (which was originally approved in 1992), a sign accommodation is not required. The following changes are proposed:

- The existing canopy above the gas pumps will be recovered with Shell brand colors (yellow and red) and will contain two Shell brand logos. The signs are composed of plastic faces. The red brand color will be an internally illuminated bar which extends from the canopy.
- The existing pole sign will be resurfaced with a Shell logo and brand colors. The sign face would be plastic.
- The existing fuel dispensers (12 faces total) will be recovered with Shell brand colors and sign (11 square feet each).

ANALYSIS

The proposed signs are intended to update the appearance of the existing facility. The proposed signage proposes good quality materials. The proposed design offers a clean finish and is consistent in quality with the other storefronts along South Robertson Boulevard.

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 signs contribute to a clean 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 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 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.

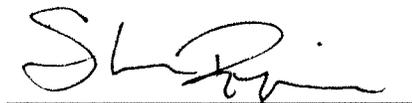
The proposed signage is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the signage would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any 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 January 19, 2011.
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.