



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of March 16, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: ERBE MATTE RESTAURANT
338 North Canon Drive
Façade remodel, business identification signs and outdoor dining elements
PL 110 3004

PROJECT INFORMATION

Applicant	Y. David Chun
Address	338 North Canon Drive
Project Name	Erbe Matte
Project Type	<ul style="list-style-type: none">• Façade Remodel• Business ID Signs• Outdoor Dining Elements

PROJECT DESCRIPTION

The project is located on the east side of the 300 block of North Canon Drive, between Brighton Way and Dayton Way. The space was previously occupied by Tiger Sushi. The applicant is proposing a façade remodel, new business identification signs and new outdoor dining elements along the North Canon Drive elevation. The following elements are proposed:

Façade

- A charcoal grey metal fascia is proposed to cover the existing canopy-like façade structure;
- White oak slats (existing) are to be maintained along the bottom of the canopy element and some recessed portions of the façade;
- The existing recessed glass storefront will remain but a new bi-fold aluminum gate is proposed along the front elevation;
- An aluminum surround is proposed around the entry into the space;
- New pavers are proposed in the entry area and the covered outdoor dining area;
- New ceiling lights, ceiling heat lamps and sconces are proposed (samples provided on the material board).

Outdoor Dining Elements (samples of the following elements will be provided on the materials board at the meeting):

- The existing outdoor dining railing will be configured to allow for the entry relocation (no change in the existing materials which are wood slats and metal support elements);

- The applicant is proposing two umbrellas;
- Exterior free standing heaters;
- Wood tables;
- Wood chairs with white upholstered seats;
- Planters with Brush Cherry trees and Ficus bushes.

Business Identification Sign

The applicant is requesting one business identification sign and one canopy sign along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-604, one business identification sign, not exceeding two square feet (2 sf) in area for each linear foot of store frontage occupied by the tenant, may be permitted. Pursuant to BHMC §10-4-305 one horizontal line of letters and symbols not to exceed 7” in height may be located on a canopy or awning. The applicant is proposing the following signs:

- One business ID sign located on the building façade facing North Canon Drive. This sign would contain one line of text reading “Erbe Matte”. This sign would also contain an illuminated aluminum sign base which would extend along the entire façade front. The sign would be a total of 8.3 square feet in area.
- One canopy sign which would read “hand-crafted food and drink”. This sign would be composed of solid aluminum cut out letters with a light silver powder coated finish. The sign would be a maximum 3” in height, less than the maximum height (7”) permitted by code.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage	<p>1 sign – maximum 36 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours)</p> <p>(2 SF/1 linear foot of store frontage. Linear frontage = 17.5 ft)</p>	<p>8.3 SF</p> <p>(1 sign)</p>
Canopy Sign	<p>One horizontal line of letters or symbols not to exceed 7” in height</p>	<p>One sign: Maximum letter height 3”</p>

ANALYSIS

The proposed remodel, outdoor dining elements and signs are intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel and signage 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 Camden Drive. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts along North Camden Drive.

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, outdoor dining elements and signs create a dynamic façade. The materials proposed are of a high quality. 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, outdoor dining elements 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, outdoor dining elements 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, outdoor dining elements and signage is 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 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, outdoor dining elements 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 March 16, 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 shall 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.