



STAFF REPORT
CITY OF BEVERLY HILLS

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

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: FERRARINI
9626 Brighton Way
Façade remodel and business identification sign
PL 110 3692

PROJECT INFORMATION

Applicant	Milan Lojdl
Address	9626 Brighton Way
Project Name	Ferrari
Project Type	<ul style="list-style-type: none">• Façade Remodel• Business ID Sign

PROJECT DESCRIPTION

The project is located on the south side of the 9600 block of Brighton Way, between North Camden Drive and North Bedford Drive. The applicant is proposing a façade remodel and new business identification signs along the Brighton Way. The following elements are proposed:

Façade

- The existing windows would be removed and replaced with a new frameless clear glass window system;
- The façade would be smooth stucco finished and painted in a neutral off white color (X-12 Chablis);
- The entry door would be relocated to be more centered on the façade. The new frameless clear glass entry door would contain a Bohle glass door handle;
- The roofline portion of the façade would remain untouched.

Business Identification Sign

The applicant is requesting one business identification 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. The applicant is proposing the following sign:

- One business ID sign located on the building façade facing Brighton Way. This sign would contain one line of text reading "FERRARINI". This sign would be composed of a

black painted metal box with an acrylic face. The box is proposed to contain fluorescent lights. The sign would be a total of 33 square feet in area.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage	<p>1 sign – maximum 41.2 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 = 20.58 ft)</p>	<p>33 SF</p> <p>(1 sign total)</p>

ANALYSIS

The proposed remodel 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 Brighton Way. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts in the direct vicinity.

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 sign 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 sign 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 a new sign 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 sign 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 sign are 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 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 Rojemano, 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.