



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of November 17, 2010

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: **Wallis Annenburg Center for the Performing Arts**
470 North Canon Drive
Barricade murals
(PL 103 6747)

PROJECT INFORMATION

Applicant	Amy Phillips
Address	470 North Canon Drive
Project Name	Wallis Annenburg Center for the Performing Arts
Project Type	Barricade murals

PROJECT DESCRIPTION

The project is located on the east side of North Canon Drive, directly between South Santa Monica Boulevard and North Santa Monica Boulevard. The applicant is proposing a construction barricade which would wrap around three exposed sides of the property which each front a public street (North Santa Monica Blvd, South Santa Monica Blvd and North Canon Drive). The barricade will consist of various colors and will contain a "Today/Tomorrow" concept which will read "Today Jackhammers. Tomorrow Jazz. Today Cement Trucks. Tomorrow Cinderella. Today Construction. Tomorrow Cantatas. Today Bulldozers. Tomorrow Ballet. Today Diggers. Tomorrow Dickens."

ANALYSIS

The proposed barricade is intended to update the appearance of the site while construction is taking place. The use of high quality materials and modern style shall aid in improving the aesthetics of the site while construction is underway.

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 barricade murals are dynamic and interesting. The materials proposed are of a high quality. The proposed barricade murals 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 barricade murals do 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 barricade murals 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.

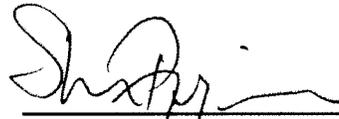
The proposed barricade murals are in conformity with the size and scale of other barricades approved for construction projects in the business triangle and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the barricade murals are consistent with 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 barricade murals 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 Rojermann, 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 November 17, 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.