



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of May 18, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: CAULFIELDS (THOMPSON HOTEL)
9360 Wilshire Boulevard
Outdoor dining elements, façade modification and business identification signs
PL 110 5961

PROJECT INFORMATION

Applicant	George Kelly
Address	9360 Wilshire Boulevard
Project Name	Caulfield's (Thompson Hotel)
Project Type	<ul style="list-style-type: none">• Outdoor dining elements• Façade modification (canopy cables)• Business identification signs

PROJECT DESCRIPTION

The project is located on the south side of Wilshire Boulevard, at the intersection of South Crescent Drive and Wilshire Boulevard. The space is occupied by the Thompson Hotel, and the Architectural Commission previously approved a façade remodel for the ground floor restaurant space and building identification signage on September 15, 2010. The applicant recently received approval from the Planning Commission to provide direct access to the ground floor restaurant and to establish an outdoor dining area on the public right-of-way. As a result, the applicant has submitted the subject Architectural Review application, which includes the proposed outdoor dining elements, a modification to the canopy cables and business identification signs. The following elements are proposed:

Outdoor Dining Elements:

- A total of 6 tables and 12 chairs are proposed in the outdoor dining area.
- The tables proposed would be glass with a brass trim, with a dark metal base.
- The tables would be have beige upholstered seat and back with a dark metal base.
- The dining area would be enclosed by new planter boxes. The planters would be steel with brass accents. The planters would be 2'-2" in height and would contain boxwood hedges, cut square. The planter and hedges together would be 3'-6" in height.

Façade modification:

The applicant is requesting revisions to the canopy cable design approved by the Commission on September 15, 2010. As approved, the cables were connected to the upper portion of the façade (see Exhibit A attached). The applicant is now proposing to move the cable connections up onto the columns of the structure above the façade (see the elevation drawing in the plans).

Business identification signs:

The applicant is requesting two business identification signs 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 street frontage occupied by the tenant, may be permitted. In addition, one business identification sign not exceeding 5 square feet in area may be permitted for a ground floor business for each 50 feet (or portion thereof) of linear street frontage occupied by the tenant. The applicant is proposing the following signage:

- One business ID sign at the entrance to the restaurant. This sign would be located on top of a black metal raceway, which would contain a frosted acrylic band with a polished brass plate. The sign would read “Caulfield’s” and would contain polished brass letters with internally LED lighting. The sign would be 18.75 square feet in area.
- One business ID sign would be located on the entry door. This sign would be composed of vinyl letters and would also contain the hours of operation. This sign would be a total of 5 square feet.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Business ID Signage	1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 100 SF) (Tenant linear street frontage = 53.5 feet, Maximum area of signage = 100 SF)	1 sign = 18.75 SF
	1 sign – maximum 5 SF for each 50 feet (or portion thereof) of street frontage occupied by the tenant (10 SF max)	1 sign = 5 SF

ANALYSIS

The proposed remodel is intended to update the appearance of the building and add architectural details to the building. The proposed dining elements, altered canopy cables and signage propose high quality materials. The use of high quality materials and modern style shall be cohesive with, and sometimes superior to, the facades found along Wilshire Boulevard and North Crescent 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 dining elements, altered canopy cables and signage create 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 dining elements, altered canopy cables 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 dining elements, altered canopy cables and 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 dining elements, altered canopy cables 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 dining elements, altered canopy cables and 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 – AC Approved elevation – September 15, 2010
Exhibit B - Proposed Conditions of Approval

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EXHIBIT A

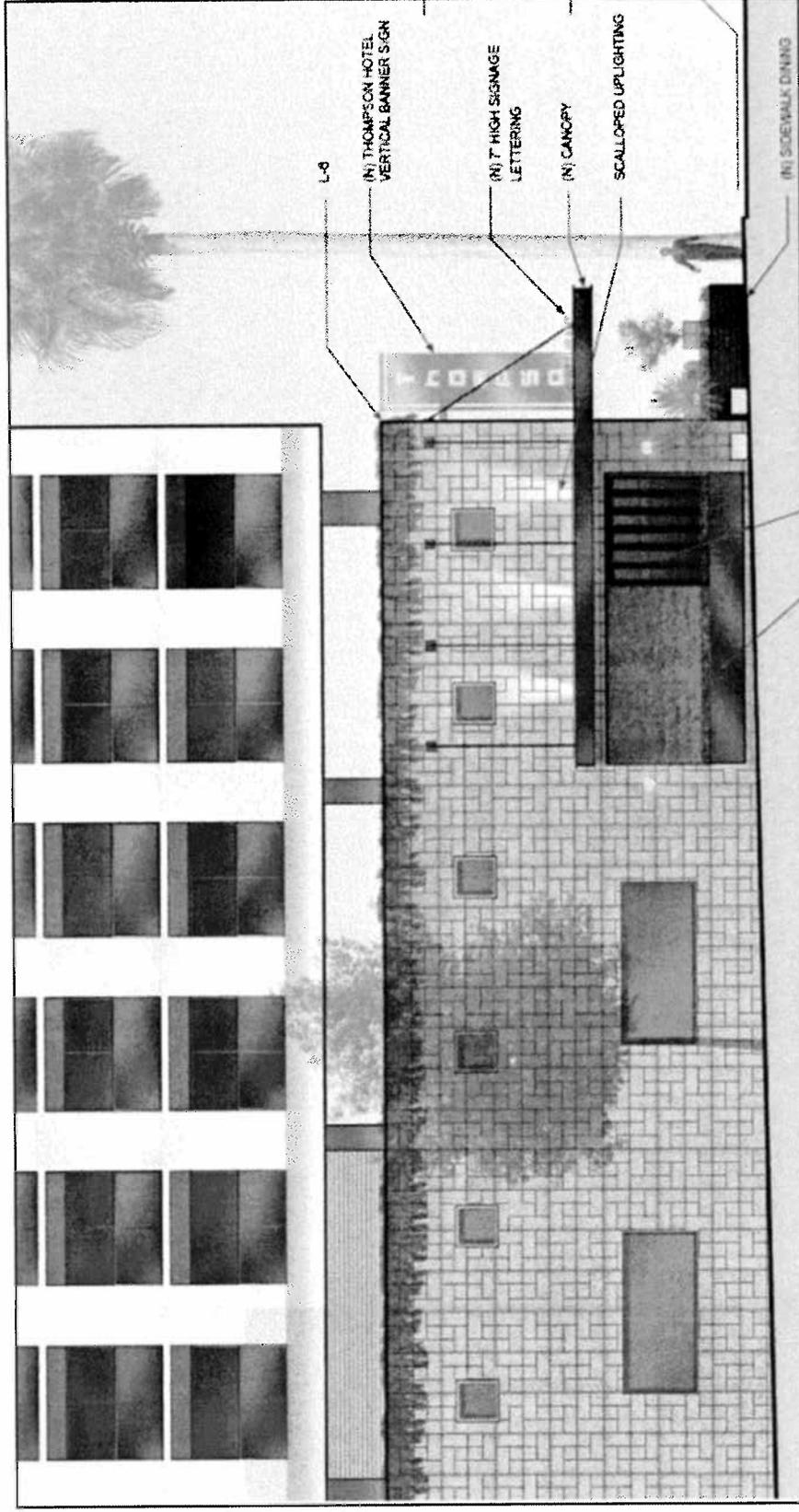
AC Approved elevation – September 15, 2010



Architectural
Commission

May 19, 2011

Caulfield's (Thompson Hotel)



Crescent Façade Approved by AC 9/15/11

EXHIBIT B
Conditions of Approval

Standard Conditions:

2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on May 18, 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.