



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

For the Architectural Commission  
Meeting of June 15, 2011

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Associate Planner

**SUBJECT:** **9715 SOUTH SANTA MONICA BLVD**  
**9715 South Santa Monica Blvd**  
Request for approval of a façade remodel of an existing commercial building  
(PL 110 7700)

**PROJECT INFORMATION**

<b>Applicant</b>	Laurence Allen Architect
<b>Address</b>	9715 South Santa Monica Blvd
<b>Project Name</b>	9715 South Santa Monica Blvd
<b>Project Type</b>	Façade remodel

**PROJECT DESCRIPTION**

The project is located on the north side of the 9700 block of South Santa Monica Boulevard, between Roxbury Drive and Linden Drive. The project is a corner property and contains street frontage along South Santa Monica Blvd and North Roxbury Drive. The applicant is proposing a façade remodel of the existing commercial building. The following elements are proposed:

- Removal of all the second floor window air conditioners and replace the open glazing with matching glass.
- Remove and replace any and all second floor glazing to match existing glazing.
- The second floor window frames will be replaced.
- Stucco pilasters approximately 7/8" in depth (columns) are proposed along the façade.
- New light fixtures are proposed on the stucco pilasters.
- A new 30" high rooftop cornice with flashing is proposed along the south and east building elevations.
- The existing concrete walls will be painted Dunn Edwards Bone White.
- The columns, window frames and entry docor would be painted Dunn Edwards Drifting.
- The column base and accents would be painted Dunn Edwards Burnt Crimson.
- The existing awnings would be recovered in black canvas. (The applicant is unsure of the exact awning signs at this time, thus the awning signs are not part of this review and shall be reviewed and approved at a later date).
- Along the east elevation the awnings will be relocated and 'eyebrows' are proposed at the bottom of the second story windows.

## **ANALYSIS**

The proposed façade remodel is intended to update the appearance of the existing building and add architectural details of the building. The proposed façade remodel 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 South Santa Monica Boulevard. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts in the area.

## **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 creates a dynamic façade and interesting visuals. The materials proposed are of a high quality. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. 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 façade remodel 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 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.***

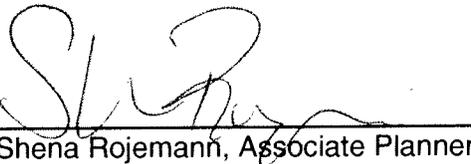
The proposed facade remodel is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade would be in harmony with proposed or future uses in the area as would be allowed in compliance 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 is 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