



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of June 15, 2011

TO: Architectural Commission
FROM: Shena Rojemann, Associate Planner
SUBJECT: THE ART OF SHAVING

9520 Brighton Way

Request for approval of a façade remodel and sign accommodation to allow multiple business identification signs along the front elevation and the alley elevation
(PL 110 7683)

PROJECT INFORMATION

Applicant	Menemsha Design LLC
Address	9520 Brighton Way
Project Name	The Art of Shaving
Project Type	<ul style="list-style-type: none">• Façade Remodel• Sign Accommodation Multiple for Business ID signs

PROJECT DESCRIPTION

The project is located on the south side of the 9500 block of Brighton Way, between North Rodeo Drive and North Camden Drive. The applicant is proposing a façade remodel and new business identification signs for the tenant The Art of Shaving. The following elements are proposed:

Façade

- New glass entry doors with a polished chrome frame.
- Painted collage panel (W-9 on the material board).
- The existing metal awning will be painted dark grey (W-9 on the material board).
- The existing stucco will be sanded and painted light grey (W-8 on the material board).
- The existing window glazing will remain but will be painted dark grey (W-9 on the material board).
- Wood collage walls panels located within the store beyond the display windows.
- Display platforms are proposed within the windows. The platforms will contain tile tops (F-2 on the material board).
- The existing CMU wall along the alley elevation would be painted light grey (W-8 on the material board).
- The door along the alley elevation would be painted dark grey (W-9 on the materials board).

Business Identification Signs:

The applicant is requesting a sign accommodation for multiple business identification signs along the front elevation, in addition to a sign accommodation to allow business identification signs along the alley elevation. Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs in place of the individual signs otherwise permitted along the façade elevation, so long as the total sign area does not to exceed 100 square feet. In addition, BHMC §10-4-604 also states that the Architectural Commission may grant a sign accommodation to allow business ID signs facing an alley not to exceed 75% of the area otherwise permissible if the wall abutted a public street (75 square feet for the subject building). The applicant is proposing the following signage:

Front Elevation

- One business ID sign located on the building façade. This sign would read “The Art of Shaving” and would be internally illuminated. The sign would be a total of 8.37 square feet.
- Two business ID blade sign located on the building façade. The signs would each be dual sided and each side would read “The Art of Shaving”. The signs would be internally lit and would be located a minimum of 8'-0" above grade, which is consistent with the required clearance height per Code. The signs would be a total of 8.8 square feet (2.2 square feet on each side).
- One business ID sign reading “Barber shop” sign to be located in the window to the right of the entry. The sign would contain a non-motorized barber pole (with fixed helical stripping) and an illuminated sign. The sign would be a total of 2.83 square feet.
- Two non-illuminates service menus located at both sides of the entrance. The signs would contain the list of services provided. The signs would be a total of 6.8 square feet in area (3.4 square feet each).
- One business ID sign located in the window reading “The Art of Shaving” which would be composed of metal letters and would be a total of 1.25 square feet.
- One business ID sign located in the window reading “The Perfect Shave” which would be composed of metal letters and would be a total of 1.2 square feet.

Alley Elevation:

- Two business ID signs located on the alley elevation. Each sign would be a bronze logo reading “The Art of Shaving”. One sign would be located adjacent to the entry along the alley; the second sign would be located near the front elevation. The signs would be a total of 1.2 square feet (.6 square feet each).

Continued on next page.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signs on the Front Elevation	Multiple business identification signs not to exceed 100 SF	1 sign – maximum 66 SF and one smaller sign not to exceed 5 SF (for business name, address and other operating hours) (2 SF/1 linear foot of store frontage. Linear frontage = 33'-1")	29.25 SF (8 signs total)
Business ID signs on the Alley Elevation	Signs abutting an alley not to exceed 75% of the area otherwise permitted if the wall abutted a public street (84'-9" linear ft. x 2SF = 169 SF; however the maximum would be 100 SF allowed if fronting a street. 75% x 100 SF = 75 SF maximum)	Signage facing an alley is not permitted unless a sign accommodation is granted	1.2 SF (2 signs total)

A material board will be presented at the meeting.

ANALYSIS

The proposed facade 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 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 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 and the installation of new signage 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 facade remodel and new signage does 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.

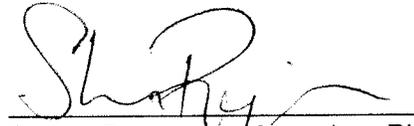
The proposed facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would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

A handwritten signature in black ink, appearing to read 'Shena Rojemann', written over a horizontal line.

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 June 15, 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.