



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of July 20, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: 223 South Beverly Drive/BIBIGO
223 South Beverly Drive
Request for approval of a building façade remodel, outdoor dining elements and a sign accommodation to allow multiple business identification signs.
PL 110 7647

Continued from the June 15, 2011 Architectural Commission meeting.

PROJECT INFORMATION

Applicant	Leo Cho
Address	223 South Beverly Drive
Project Name	BIBIGO
Project Type	<ul style="list-style-type: none">• Building Façade Remodel• Business ID Signs• Outdoor Dining Elements

PROJECT DESCRIPTION

The project is located on the east side of the 200 block of South Beverly Drive, between Charleville Blvd and Gregory Way. The applicant is proposing a façade remodel of the entire building and new business identification signs and outdoor dining elements for the tenant Bibigo. This project was previously reviewed by the Commission on June 15, 2011. At that meeting, the Commission had the following comments:

Continued on the next page.

Architectural Commission Requests from June 15, 2011	Applicant's Response
1. Provide details of the façade remodel/materials. Show where the materials start and stop.	1. The applicant has provided details of the proposed remodel and materials. These details more clearly show where the materials start and stop.
2. The façade does not look 'refreshed' and the proposed design elements are not pulled together. It appears to contain half the old design and half new – consider going further with the design.	2. The applicant has revised the materials and the overall design of the building to bring about a more cohesive revised design.
3. Each tenant should have their own identification of a pedestrian scale.	3. The applicant's desire is to maintain a clean uniformed look for all the ground floor tenant spaces.
4. The light box looks like a billboard and is not desirable in the Beverly Hills. The quality of materials is not present.	4. The light box has been removed (see the Signage section of this report for a signage summary).
5. Consider providing a screen for the rooftop equipment.	5. The existing parapet has been enhanced to obscure the mechanical equipment.
6. The design lacks a 'sense of arrival' for the second floor tenants/businesses. Where is the access to the second floor? Make this entry clear.	6. The applicant has included new materials and address numbers around the ground entry for the second floor tenants in an effort to make it more pronounced.
7. Consider alternative façade colors.	7. The applicant has revised the materials and colors proposed for the façade.

A material board will be presented at the meeting.

SIGNAGE

The applicant has revised the signage request. The main revision is the removal of the LED lit light box located adjacent to the entry (see June 15,2011 staff report attached as Exhibit A). As revised, the applicant is still requesting the approval of a sign accommodation to allow multiple business identification signs along the front elevation for the tenant Bibigo. Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 100 square feet. As revised, the following signs are proposed:

- One business ID sign located on the building façade. This sign would contain one line of text reading "Bibigo". This sign would be composed of LED lit channel letters. The sign would be a total of 25 square feet.
- One business ID sign located on the building façade. The sign would contain on line of text reading "Korean Healthy Fresh Kitchen" and would be composed of LED lit channel letters. The sign would be a total 7 square feet.

- One business ID sign location adjacent to the entry, on a wall perpendicular to the public right-of-way. The sign would contain one line of text reading "Bibigo". This sign would be composed of LED lit channel letters. The sign would be a total of 2.52 square feet.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	Multiple business identification signs not to exceed 100 SF	1 sign – maximum 48.8 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 = 24'-5" ft)	34.5 SF (3 signs total)

ANALYSIS

The proposed building remodel, outdoor dining elements 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 South Beverly Drive. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts along South Beverly Drive.

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, outdoor dining elements 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, outdoor dining elements and the installation of new 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 materials proposed for the facade remodel, outdoor dining elements and new 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.

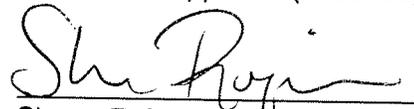
The proposed facade remodel, outdoor dining elements and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future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

Attachments

Exhibit A – June 15, 2011 AC Staff Report
Exhibit B - Standard Conditions of Approval

EXHIBIT A
June 15, 2011 AC Staff Report



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of June 15, 2011

TO: Architectural Commission
FROM: Shena Rojemann, Associate Planner
SUBJECT: **223 South Beverly Drive/BIBIGO**
223 South Beverly Drive
Request for approval of a building façade remodel, outdoor dining elements and a sign accommodation to allow multiple business identification signs.
PL 110 7647

PROJECT INFORMATION

Applicant	Leo Cho
Address	223 South Beverly Drive
Project Name	BIBIGO
Project Type	<ul style="list-style-type: none">• Building Façade Remodel• Business ID Signs• Outdoor Dining Elements

PROJECT DESCRIPTION

The project is located on the east side of the 200 block of South Beverly Drive, between Charleville Blvd and Gregory Way. The applicant is proposing a façade remodel of the entire building and new business identification signs and outdoor dining elements for the tenant Bibigo. The following elements are proposed for the building façade remodel:

Façade

- New storefronts along the entire ground floor composed of tempered clear glass with brushed stainless steel frames.
- A smooth stucco finish is proposed for the entire building and will be painted #9229 "Outlaw" color, Omegaflex fine by Omega.
- The existing building canopy would be finished in hot rolled steel with a clear matter sealer.
- The existing details along the roofline will be covered in a smooth stucco finish and painted #9237 "Grey nuance" color, Omegaflex fine by Omega.
- The existing row of windows along the second story will be replaced with an aluminum full awning window by Melgard.

Outdoor Dining Elements for Bibigo (samples of the following elements will be provided on the materials board at the meeting):

- The new metal outdoor dining railing is proposed. The railing would be painted Benjamin Moor/HC-22, Blair Gold.
- New patio chairs composed of metal and teak are proposed.
- New tables composed of teak and metal area proposed.

Business Identification Signs for Bibigo

The applicant is requesting multiple business identification signs along the front elevation of the building for Bibigo. Pursuant to the Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs not to exceed 100 square feet. The applicant is proposing the following signage:

South Beverly Drive Elevation

- One business ID sign located on the building façade. This sign would contain one line of text reading "Bibigo". This sign would be composed of LED lit channel letters. The sign would be a total of 25.16 square feet.
- One business ID sign located on the building façade. The sign would contain one line of text reading "Korean Healthy Fresh Kitchen" and would be composed of LED lit channel letters. The sign would be a total 7.08 square feet.
- One business ID sign location adjacent to the entry, on a wall perpendicular to the public right-of-way. The sign would contain one line of text reading "Bibigo". This sign would be composed of LED lit channel letters. The sign would be a total of 2.52 square feet.
- One business ID sign location adjacent to the entry, on a wall perpendicular to the public right-of-way. The sign would be a LED lit light box with a graphic. The sign would be a total of 12 square feet.

BUSINESS IDENTIFICATION SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code without a Sign Accommodation	Proposed
Business ID Signage	Multiple business identification signs not to exceed 100 SF	1 sign – maximum 48.8 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 = 24'-5" ft)	46.76 SF (4 signs total)

ANALYSIS

The proposed building remodel, outdoor dining elements 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 South Beverly Drive. The proposed design offers a revitalized appearance with a clean finish and is consistent in quality with the other storefronts along South Beverly Drive.

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, outdoor dining elements 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, outdoor dining elements and the installation of new 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 materials proposed for the facade remodel, outdoor dining elements and new 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.

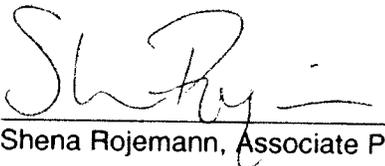
The proposed facade remodel, outdoor dining elements and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future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

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT B

Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on July 20, 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.