



STAFF REPORT

CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of September 21, 2011

TO: Architectural Commission
FROM: Shena Rojemann, Associate Planner
SUBJECT: BEVERLY HILLS GATEWAY
9777 Wilshire Boulevard
Request for approval of a façade remodel
(PL111 3263)

PROJECT INFORMATION

Applicant	Joanna Fabijaniak
Address	9777 Wilshire Boulevard
Project Name	Beverly Hills Gateway
Project Type	Façade Remodel

PROJECT DESCRIPTION

The project is located on the northeast corner of the Wilshire Boulevard and South Santa Monica Boulevard intersection. The applicant is proposing to make an addition to the ground floor of the building. This small addition will result in a modification of the ground floor building façade which directly faces the intersection of Wilshire Boulevard and South Santa Monica Blvd. The following elements are proposed:

Façade

- Clear glass window enclosure at the corner of the building where the existing landscaped planter is now located (to be demolished).
- Replacement of solid wall on the South Santa Monica elevation, approximately 13'-0" in length, with clear glass windows to match existing windows.
- Clear glass window façade on Wilshire Boulevard to be pushed out by 2'-8" to create a recessed doorway (doorway is existing).
- Brushed silver mulions for new clear glass window façade to match existing in size and finish.

A material board will be presented at the meeting.

ANALYSIS

The proposed facade remodel is intended to update the appearance of the existing building, add architectural details of the building, and increase the interior space of the ground floor. 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

Wilshire Boulevard and 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 and signs create a clean and well-articulated façade. 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 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 A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on September 21, 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.