



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of September 21, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: FLEMING'S STEAKHOUSE
250 North Beverly Drive
Request for approval of a façade remodel, business identification signs and a sign accommodation to allow signage facing the alley
(PL111 3119)

PROJECT INFORMATION

Applicant	Ron Lieberman
Address	250 North Beverly Drive
Project Name	Fleming's Steakhouse
Project Type	<ul style="list-style-type: none">• Façade remodel• Business identification signs• Sign accommodation to allow an alley sign

PROJECT DESCRIPTION

The project is located on the east side of the 200 block of North Beverly Drive, between Wilshire Boulevard and Dayton Way. The applicant is requesting approval of a façade remodel, new business identification signs along the front elevation and a sign accommodation to allow a business identification sign along the alley. The following elements are proposed:

Façade:

- Castic red brick veneer (2" x 8");
- Solid wood door (stained cherry) with a dark bronze metal kick plate and door hardware;
- Dark bronze window system (along right portion of the façade);
- Sealed copper canopy above entry and above the proposed brick veneer;
- New sections of wall construction along the entire right portion of the façade and the upper left portion of the façade. These sections are proposed to be painted on of three colors: beige, tan or brown;
- The existing railing will remain;
- The existing stone base along the entire elevation will remain.

Business Identification Signs:

The applicant is requesting the approval of one business identification along the front elevation and a canopy sign to be located on the copper fascia above the ground floor brick veneer. The

applicant is also request a sign accommodation to allow business identification sign to be located facing the alley. Pursuant to BHMC §10-4-604 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 wall sign. The sign would be composed of aluminum channel letters. The sign is composed of the Fleming's business logo in combination with the text reading "Fleming's". The sign would be lit with low voltage white LED. The sign area would be a total of 89.1 square feet in area.
- One awning sign located on the copper fascia of the building, just above the brick veneer portion of the façade. This sign would be composed of a plastic face with aluminum returns. The sign would read "Prime Steakhouse & Wine Bar". The sign would be LED lit. The maximum letter height of this sign would be 7".

Alley Elevation:

- One business ID signs located adjacent to the each rear entrance to the building. The sign would be composed of aluminum channel letters and would contain the Fleming's business logo in combination with the text reading "Fleming's". The sign would be lit with low voltage white LED. The sign area would be a total of 71.06 square feet in area.

Signage chart on the 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	(Not part of this project)	1 sign – maximum 100 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 = 49'-8" feet; max sign area = 99.3 SF)	One sign = 89.1 SF
Awning Signs	(Not part of this project)	Multiple signs with the letter height not to exceed 7" in height.	1 sign with maximum letter height of 7"
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 (49'-8" linear ft. x 2SF = 99.3 SF allowed if fronting a street. 75% x 100 SF = 74.48 SF maximum)	Signage facing an alley is not permitted unless a sign accommodation is granted	One Sign = 71.06 SF

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 facade 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 North Beverly Drive. 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 facade remodel and signs create a dynamic facade. 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.

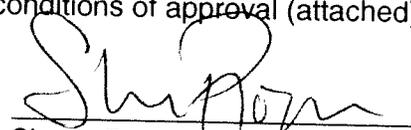
The proposed facade remodel and signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would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


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.