



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of September 21, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: AUDI DEALERSHIP
8840-8850 Wilshire Boulevard
Request for approval of a façade remodel and business identification signs
PL 112 3294

PROJECT INFORMATION

Applicant	Deeg Snyder AIA. RIC. LEED AP
Address	8840-8850 Wilshire Boulevard
Project Name	Audi Dealership
Project Type	<ul style="list-style-type: none">• Façade Remodel• Business ID signs

PROJECT DESCRIPTION

The project site is located on the south side of the 8000 block of Wilshire Boulevard, and contains street frontage along Wilshire Boulevard and North Swall Drive. The subject site was previously occupied by Beverly Hills BMW. The new tenant, Audi, will occupy the site. The following elements are proposed:

Façade:

The building will be painted two different colors. The colors, which are Sherwin Williams Sweet Innocence and Anchor Grey, are each a shade of grey.

Signage:

The applicant is proposing the a total of three business identification signs, two along Wilshire Boulevard and one along North Swall Drive. Pursuant to the Beverly Hills Municipal Code §10-4-604, for the side of the building containing the main entry (Wilshire Blvd) one business identification sign, not exceeding two square feet (2 SF) in area for each linear foot of street frontage, up to a maximum of 100 SF, may be permitted. For a side of the building with street frontage, but not containing the main entry (Swall Drive), one building identification sign, not to exceed two square feet (2 SF) in area for each linear foot of street frontage, up to a maximum of 30 SF, may be permitted. In addition, one business identification sign not exceeding 5 square feet in area may be permitted for a ground floor business for each 50 feet (or portion thereof) of linear street frontage occupied by the tenant. The applicant is proposing the following signage:

- One business identification sign is proposed along the Wilshire Boulevard elevation. The sign would read “Audi Beverly Hills” and would be a total of 87 square feet in area (maximum 100 SF). This “Audi” portion of this sign would contain a red acrylic face, with an aluminum backing and returns. The “Audi” portion would be internally LED lit. The “Beverly Hills” portion of the sign would contain a black acrylic face, with an aluminum backing and returns. This sign would be internally LED lit.
- One business identification sign is proposed along the Swall Drive building elevation. This sign would contain the Audi logo rings and would be a total of 23.28 square feet in area (maximum 30 SF). This sign would be composed a Mustang White HT acrylic face and would contain internal LED lighting.
- One business identification located adjacent to the entry. This sign would contain the Audi Logo rings and the text “Audi”. The sign would be a total of 2.7 square feet in area (maximum 5 SF) and would be composed of acrylic letters with adhesive backing.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code (for spaces with multiple street frontages)	Proposed
Wall Signs	One sign, on main entry street, not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies, maximum 100 SF (Wilshire elevation = 146', maximum area of sign = 100 SF)	One sign = 87 square feet
	One sign, on secondary street frontage, not to exceed 2 SF per each foot (1'-0") of street frontage, maximum 30 SF (Swall Drive elevation = 149', maximum area of sign = 30 SF)	One sign = 23.28 square feet
	One sign, not to exceed 5 square feet in area for each 50' of ground floor street frontage occupied by the tenant (295 feet of street frontage along Wilshire Blvd and Swall Drive = 6 signs)	One sign at entry = 2.7

A material samples will be presented at the meeting.

ANALYSIS

The proposed façade remodel and signs are intended to update the appearance of the building facade. The proposed design utilizes high quality materials that are modern in style and shall be cohesive with, and sometimes superior to, the facades found along Wilshire Boulevard, North Clark Drive and North Swall 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 design is creating a clean classy façade. The design appears in keeping with the quality of nearby shops and other businesses. The proposed sign 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 project 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 project 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.

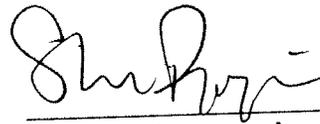
The proposed project design is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the sign would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with 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 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 may 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.