STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission Meeting of August 13, 2008

TO: Architectural Commission

FROM: Ivy Nguyen, Assistant Planner

SUBJECT: **PL 0835133**
100 North Crescent Drive
Installation of Business Identification Sign at California Republic Bank

PROJECT INFORMATION

Applicant / Owner	BK Signs, Inc., on behalf of Clarity Realty Partners, LP
Address	100 North Crescent Drive
Project Name	Business Identification Signage for California Republic Bank
Project Type	Sign Installation

STATUS

BK Signs, Inc., on behalf of property owners Clarity Realty Partners, LP at 100 North Crescent Drive, requests an approval for a 33 square foot illuminated business identification sign.

PROJECT ELEMENTS

The subject site is a three-story commercial building of the property located on the northeast corner of North Crescent Drive and Wilshire Boulevard. The project includes the following elements:

- Installation of 33 square foot front-lit illuminated LED brushed aluminum letters for "California Republic Bank" and red and white logo.

PROJECT DESCRIPTION

The "California Republic Bank" and a red and white square logo will be mounted on a marble façade. The lettered sign will be front-lit with a day and night feature; in the day it will be black, at night it will be white. The red and white logo will be made of translucent vinyl.

Business Identification Sign

A new business identification sign is proposed. Pursuant to the Beverly Hills Municipal Code, Section 10-4-604 allows for one primary business identification sign to consist of a maximum two square feet per linear foot for the ground floor street frontage occupied by that business.

(See following chart). One additional business identification sign that does not exceed five (5) square feet in area is also permitted.

ANALYSIS

Allowed by Right	Requested Changes
Wilshire Boulevard elevation = 246 square feet sign	Proposed sign is 33 square feet.

Therefore, the size of the sign is in conformance with Code requirements.

ARCHITECTURAL CRITERIA

With regard to any architectural elements reviewed in conjunction with the above, pursuant to Municipal Code §10-3-3010 the Architectural Commission may concurrently or separately 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 the 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 business identification sign represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The project would contribute 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 business identification sign does not appear to create any conditions that are 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 proposed business identification sign appears to be of good quality and would not appear to cause the nature of the local environment to materially depreciate in appearance and 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 submitted plans are in harmony with the existing uses and structures on the surrounding land 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 business identification sign is in conformance 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 criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the project as presented.

Ivy Nguyen, Assistant Planner