



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

For the Architectural  
Commission Meeting of  
January 20, 2010

**TO:** Architectural Commission

**FROM:** Georgana Millican, Associate Planner

**SUBJECT: PL 0953562**  
**Sign Accommodation for Multiple Signs; Façade Modifications for**  
**"HSBC" – 445 North Bedford Drive**

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Tracy Woods, Callison Architects
<b>Address</b>	445 North Bedford Drive
<b>Project Name</b>	HSBC
<b>Project Type</b>	<ul style="list-style-type: none"><li>• Façade Remodel</li><li>• Sign Accommodation for multiple business identification signs</li></ul>

Tracy Woods, Architect with Callison Architects, on behalf of "HSBC" is requesting review of a façade remodel and a Sign Accommodation to allow multiple sign areas for business identification signs for the business located at 445 North Bedford Drive. A public notice has been sent to surrounding property owners and residents to notify them of the time and date of the public hearing.

**PROJECT ELEMENTS**

The project site is located on the west side of North Bedford Drive south of Santa Monica Boulevard South. The subject business occupies the ground floor of the building.

**The proposed architectural changes include:**

- Remove and replace existing storefront glazing system.
- Install a new window above existing arched door entry.

- Paint existing frames and replace the glazing on the curved windows.
- Remove a portion of the existing brick first floor wall and replace with new storefront glazing system including new glass entry doors with new door pulls.

**Business Identification Signs**

Pursuant to BHMC Section 10-4-604(B), regarding the size and number of signs, the Sign Code 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. The existing signage on the building includes a 24 square foot building identification sign at the upper tower element and a 5.4 square foot business identification sign at the ground floor level which are proposed to remain. The Applicant is requesting a Sign Accommodation to allow multiple areas of business identification signage to permit additional business identification signs at the ground floor level.

Code Section 10-4-604 states that a Sign Accommodation may be granted to allow multiple business identification signs in place of the individual signs otherwise permitted by those subsections if the total area of all business identification signs does not exceed the lesser of: a) one hundred (100) square feet, b) the total business sign area otherwise permitted by this section, or c) ten percent (10%) of the vertical surface area of that portion of the wall below twenty feet (20') in height and occupied by the frontage of the business. The total linear feet of the building is 49.6 feet; therefore the total allowable signage for business identification signage is 99.28 square feet.

The existing building identification sign of 24 square feet is not considered part of the business identification signage calculation.

<b>BUSINESS IDENTIFICATION SIGNS</b> <i>(BHMC Section 10-4-604 and 10-4-306(B))</i>	
<b>Maximum Permitted by Code</b>	<b>Proposed</b>
99.28 SF Maximum Sign Area (49.64 foot storefront) <ul style="list-style-type: none"> <li>• One business identification sign and an additional sign of less than 5 square feet</li> </ul> If a Sign Accommodation is granted, then the maximum area of business identification signage may be broken up into multiple signs.	<ul style="list-style-type: none"> <li>• Two signs on each of the double entry doors of 1.2 square feet total.</li> <li>• One sign on the upper band of the ground floor storefront window of 6.2 square feet.</li> <li>• Existing sign of 5.4 square feet on the ground floor brick on the northern end of the building.</li> <li>• Total business identification signage – 12.8 square feet</li> </ul>

The Applicant is also requesting new address numbers of non-illuminated aluminum letters painted black installed on the metal storefront band. Address signs are not included in the calculation of business identification signs.

### **SIGN ACCOMMODATION CRITERIA**

Pursuant to Municipal Code Section 10-4.905, regarding standards of review for sign accommodations, the Architectural Commission shall approve a sign accommodation application if the Commission finds that the sign plan submitted with such application utilizes colors, materials or other design features which are architecturally compatible with the subject building, and the Commission also finds that:

- (a) The proposed business identification signage 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.***

As proposed, the business identification signage is well within the maximum allowable area for signage and tastefully designed. As proposed the signage would contribute to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

- (b) The business identification sign plan indicates the manner in which the sign is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.***

The proposed design elements and sign presentation do not appear to impact existing internal or external noise, vibrations or other factors. As proposed the signage does not appear to make the environment less desirable.

- (c) The proposed signs are not in their exterior design and appearance of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.***

As stated above, the exterior design of the signage is of good taste and the materials are of high quality. No degradation of the local environment appearance or value is anticipated with the installation of the proposed signage.

- (d) The proposed signs are in harmony with the proposed development in the area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.***

The business identification signs proposed are in harmony with the existing development pattern and would not appear to interfere or contradict with any precise plans adopted pursuant to the General Plan.

### **ARCHITECTURAL CRITERIA**

Pursuant to Municipal Code Section 10-3.3010 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 the good taste and good design and in general contributes the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

The proposed window glazing and frames, and signage of the building design introduce high quality materials and will contribute to the beauty of North Bedford Drive. These qualities represent good taste and good design, and therefore, the proposal would not compromise 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 tenant improvements do not encompass significant structural changes, nor do they appear to modify any existing barriers to external or internal noise and would not tend 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 façade remodel proposal presented utilizes quality materials in keeping with the local environment, and therefore would not materially depreciate 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 submitted plans for the façade remodel and new signage are in harmony with the proposed developments on the surrounding land and with any precise plans adopted pursuant to the General Plan. The project site is on North Bedford Drive which is an area defined by small scale commercial buildings and the proposed remodel is for an existing commercial building with a bank as the ground floor tenant which is in keeping with the adjacent businesses and the General Plan designation for the area.

***(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.***

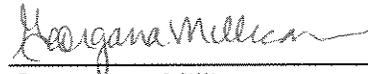
The submitted plans for the façade remodel have been reviewed in concept by the Building and Safety Department and preliminarily reviewed by Staff for adherence to Titles 9 and 10 of the Beverly Hills Municipal Code. The proposed tenant improvements are in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

### **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 plans for the façade remodel and Sign Accommodation subject to submittal of final plans for review by staff prior to the issuance of permits and the following conditions:

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on January 20, 2010.
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.



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Georgana Millican  
Associate Planner