



**STAFF REPORT  
CITY OF BEVERLY HILLS**

**For the Architectural Commission  
Meeting of July 21, 2010**

**TO:** Architectural Commission  
**FROM:** Shena Rojemann, Assistant Planner  
**SUBJECT:** **PL 1014803**  
**8536 Wilshire Boulevard**  
Sign Accommodation for Building Identification Signs

**PROJECT INFORMATION**

<b>Applicant / Owner</b>	Cedars-Sinai Medical Group/Cedars-Sinai Heart Institute
<b>Address</b>	8536 Wilshire Boulevard
<b>Project Name</b>	Sign Accommodation for the location of building identification signs
<b>Project Type</b>	Signage

**PROJECT DESCRIPTION**

The subject site is an existing commercial building on the property bounded by Wilshire Boulevard, South Le Doux Road and Charleville Boulevard. The applicant is proposing a total of three signs: two (2) building identification signs and one (1) business identification sign. The business identification sign is proposed to be located on the East elevation along South Le Doux Road. The building identification signs are proposed to be located along the North elevation facing Wilshire Boulevard and along the West elevation facing the adjacent private property. Pursuant to Beverly Hills Municipal Code §10-4-605, building identification signs shall be restricted to the sides of the building fronting a public street unless the Architectural Commission grants a sign accommodation allowing a sign to be located elsewhere, provided that the sign located on any other side of the building do not exceed two percent (2%) of the vertical surface area of that side of the building.

The following signs are being proposed:

1. Business Identification Sign: One business ID sign is proposed to be located on the East elevation of the building, along South Le Doux Road. The sign would be composed of non-illuminated aluminum white and burgundy letters which will be pin mounted to the building. Pursuant to Beverly Hills Municipal Code §10-4-604 (B) a business with ground floor frontage may have a maximum of thirty (30) square feet of signage on an elevation other than the elevation containing the main entrance. The east elevation of the subject building, along South Le Doux Road, does not contain the main entrance and

therefore is limited to 30 square feet of signage. The proposed business identification sign along this elevation will be a total of 6 six feet in area, well under the 30 square feet permitted.

## 2. Building Identification Signs:

- a. One building identification sign will be located on the North elevation of the building along Wilshire Boulevard. This sign will be composed of aluminum letters which will be internally LED illuminated. The letters will be painted burgundy and white, will read “Cedars-Sinai Medical Group/Cedars-Sinai Heart Institute and will contain the Cedars-Sinai logo. The sign will be a total of 47 square feet, under the allowable 2% of the façade area (façade area 7087 s.f. x 2% = 142 square feet maximum permitted).
- b. A second building identification sign is being proposed along the West elevation of the building facing the adjacent private property to the West. This sign is proposed to be composed of aluminum letters which will be internally LED illuminated. The letters will be painted burgundy and white, will read “Cedars-Sinai Medical Group/Cedars-Sinai Heart Institute and will contain the Cedars-Sinai logo. The sign will be a total of 76.5 square feet, under the allowable 2% of the façade area (façade area 5,169 s.f. x 2% = 103 square feet maximum permitted).

## ANALYSIS

As proposed, the signs offer a modern appearance with a clean finish which is consistent with the architectural style of this newly constructed building. The use of high quality materials and modern styling add a unique touch to the proposal and would complement existing facade. Staff does have some concerns with the building identification sign located on the West elevation since it is located on a wall that extends above the roofline and faces the side of the building (rather than the street front) and juts above the theatre marquis next door. The Commission may wish to discuss the impact this sign (location, size, illumination, etc.) may have on the adjacent property owners. At a minimum, staff recommends that the sign not be illuminated and have advised the applicant that this condition would be proposed.

## 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.***

As conditioned, the proposed signage represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The applicant is requesting building identification signage along the western elevation, facing the adjacent private property. The potential impact of this sign on the adjacent property owners will be mitigated by not allowing the sign to be illuminated.

***(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.***

As conditioned, the proposed signage program 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 signage program 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.***

The proposed signage appears to be in conformance with the standards of the Beverly Hills Municipal Code (as is permitted by the granting of a Sign Accommodation) 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 proposed signage with the conditions provided below:

1. Final signage plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on July 21, 2010.
2. The sign on the west side of the building shall not be illuminated.

3. 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.)
4. 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.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.



Shena Rojemann, Assistant Planner