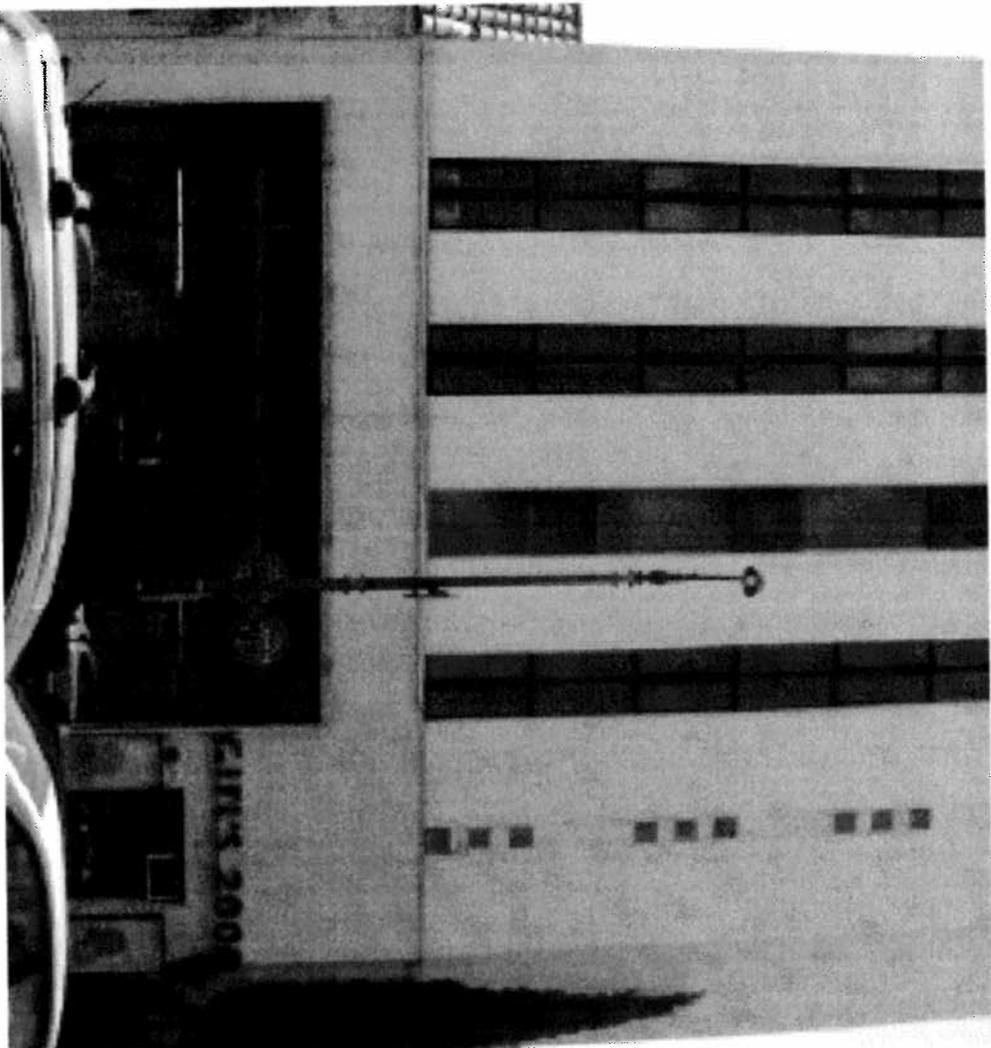




Architectural
Commission
August 18, 2010

Beverly Hills Self Storage



Existing



STAFF REPORT

CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of August 18, 2010

TO: Architectural Commission

FROM: Shena Rojemann, Assistant Planner

SUBJECT: PL 1017639 – “Beverly Hills Self Storage”
9014 Wilshire Boulevard
Building Identification Signage

PROJECT INFORMATION

Applicant	Ted Scott
Address	9014 Wilshire Blvd
Project Name	“Beverly Hills Self Storage”
Project Type	• Review of Proposed signage

PROJECT DESCRIPTION

The project is located on the south side of the 9000 block of Wilshire Boulevard. The applicant is proposing to erect a building identification sign along the Wilshire Boulevard elevation of the existing commercial building.

Proposed Signage

The applicant is requesting a 43 SF building identification sign which will read “Beverly Hills SELF STORAGE”. The applicant is proposing to locate the sign 25-feet above grade along the Wilshire Boulevard elevation of the commercial building. The existing building identification sign located at the top of the 6-story building will be removed. As proposed, the sign is composed of an acrylic face, aluminum returns and internal LED channel letter lighting. The letters of the sign are proposed to be attached to a raceway box, which extends the entire length of the sign.

Continued on next page.

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	<p>One sign, located more than twenty five feet (25') above grade, not to exceed two percent (2%) of the vertical surface area of the side of the building on which it is located. [2% x (height x width)]</p> <p>2% x (90 feet x 48 feet)= 86.4 square feet max permitted</p>	Proposed = 43 square feet sign

ANALYSIS

The proposed sign is intended to improve the appearance of the existing building while also maximizing sign visibility along Wilshire Boulevard. The Beverly Hills Municipal Code §10-4-605(B) allows for a building identification sign less than or equal in area to 2% of the vertical surface area of the side of the building on which it is located. As proposed the sign would be 43 square feet, less than the 86.4 square feet permitted pursuant to Code. The sign has been designed to update the appearance of the building and offer a modern styling; however the Commission may wish to discuss the raceway design of the sign and the proposed materials.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code §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 signage 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 sign aids in creating an updated facade. The design of the sign is consistent with the quality of nearby shops and other businesses. The Commission may wish to discuss the proposed materials of the sign and the raceway design.

- (b) The plan for the proposed signage 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 sign does not appear to modify any existing barriers to external or internal noise and are not anticipated to make the environment less favorable.

(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.

The sign materials proposed do not appear to be inferior in execution and would therefore not degrade the local environment in appearance or value.

(d) The proposed signs are 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 sign is in conformity with the uses in the general area and with other signage in the area. Furthermore, the overall composition and design of the 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.

The proposed sign appears to be 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 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
Assistant Planner

Attachments:
Standard Conditions of Approval

ATTACHMENT
Standard Conditions

1. Final signage plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on August 18, 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.