



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of September 15, 2010**

TO: Architectural Commission
FROM: Shena Rojemann, Assistant Planner
SUBJECT: **PL 1017639 – “Beverly Hills Self Storage”**
9014 Wilshire Boulevard
Building Identification Signage

Continued from Meeting of August 18, 2010

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 front (Wilshire Boulevard) elevation of the existing commercial building. At the August 18 meeting, the Commission provided comments about signage and directed that the project be restudied and return to the next Commission meeting. Per the August 18, 2010 meeting, the Commission's comments are as follows:

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<p align="center">Architectural Commission Requests August 18, 2010</p>	<p align="center">Applicant's Response</p>
<p>1. The proposed signage doesn't work with the architecture of the building.</p>	<p>1. The applicant has provided two sign options for the Commission's consideration. Both options read "Beverly Hills Self Storage", however the sign locations and materials differ as follows:</p> <p>A. The first option proposes to erect the sign in a horizontal alignment along the right portion of the façade, between a break in the small windows running vertically on this portion of the façade. The sign would contain two lines of text totaling approximately 39.2 square feet in area. The applicant has proposed two options in the color of this sign. The first option is with a dark blue acrylic face and the second option is with a black acrylic face. The returns for both color options would be black aluminum the both color options would contain LED lighting.</p> <p>B. The second proposes to erect the sign in a vertical alignment along the right portion of the façade. This option contains two lines of text located at both sides of the small windows along this portion of the façade. This sign would contain a black acrylic face with black aluminum returns and would be approximately 40 square feet in area. The sign would contain LED lighting.</p>
<p>2. The sign shouldn't expand over the windows. Consider relocating the sign to the top of the building or along the right portion of the façade.</p>	<p>2. The applicant has provided two different sign options, in to different configurations along the right portion of the building facade.</p>
<p>3. The black and red color design doesn't work and should be redesigned.</p>	<p>3. As stated in the applicant's response to #1 above, two color options have been provided. The first is a dark blue acrylic face and the second is a black acrylic face. Both color options propose black aluminum returns with black trim caps and are proposed to contain LED lighting.</p>

A materials board will be presented at the meeting.

Business Identification Sign

The applicant is proposing two sign options for the Commission's consideration:

- A. The first option proposes to erect a sign in a horizontal alignment along the right portion of the façade. The sign would be approximately 39.2 square feet in area and would be located 25 feet above finished grade. The applicant has proposed two color options for this sign, a dark blue acrylic face and a black acrylic face.
- B. The second option proposes to erect the sign in a vertical alignment along the right portion of the façade. This sign would be approximately 40 square feet in area and would be located more than 25 feet above grade. A black acrylic face is proposed for this sign.

BUILDING IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	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. $[2\% \times (\text{height} \times \text{width})]$ $2\% \times (90 \text{ feet} \times 48 \text{ feet}) =$ 86.4 square feet max permitted	<u>Option #1:</u> 39.2 square feet <u>Option #2:</u> 40 square feet

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. The applicant is proposing two sign options for the Commission's consideration. The first option would be 30 square feet in area and the second option would be 40 square feet in area, both under the maximum area permitted by Code. The sign has been designed to update the appearance of the building and offer a modern styling; the Commission may wish to discuss which sign option best compliments the architectural style of the building and which color option is more suitable.

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 condition listed below and the standard conditions of approval (attached).

1. Prior to the installation of the building identification sign approved by the Architectural Commission at its meeting held on September 15, 2010, the existing building identification sign located at the top of the commercial building shall be removed. If the applicant desires to maintain this existing building identification sign, the project shall be required to be returned to the Architectural Commission to request a Sign Accommodation allowing multiple building identification signs to be placed on the front façade, facing Wilshire Boulevard.



SHENA ROJEMANN
Assistant Planner

Attachments:
Standard Conditions of Approval

ATTACHMENT
Standard Conditions of Approval

1. Final signage plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on September 15, 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.