STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of October 20, 2010

TO: Architectural Commission

FROM: Shena Rojemann, Assistant Planner

SUBJECT: **PL 1014803**
8536 Wilshire Boulevard
Sign Accommodation for Building Identification Signs

PROJECT INFORMATION

Applicant / Owner	Cedars-Sinai Medical Group/Cedars-Sinai Heart Institute
Address	8536 Wilshire Boulevard
Project Name	Sign Accommodation for the location of building identification signs
Project Type	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. This project was previous reviewed and conditionally approved by the Design Review Commission at its meeting on July 21, 2010. In addition to the standard conditions of approval (see Exhibit A), the Commission approved the project with the following project specific conditions:

Architectural Commission Conditions of Approval July 21, 2010	**Applicant's Response**
1. The proposed sign located on the West elevation of the building shall be returned to the Commission for restudy.	1. The applicant is returning today requesting the Commission's further review of the West facing building identification sign.
2. The sign located on the Wilshire Boulevard elevation shall be lowered in elevation and returned to staff for approval.	2. Staff has reviewed and approved the location of the Wilshire Boulevard sign (see Exhibit B).
3. The sign located on the Le Doux elevation of the building shall be approved as presented (see Exhibit B).	3. No further action required.

The building identification sign previously proposed to the Commission for the West elevation of the building was 76.5 square feet. The sign was proposed to be composed of internally lit LED lights, with burgundy and white painted letters reading "Cedars-Sinai Medical Group/Cedars-Sinai Heart Institute". As revised, the applicant is now proposing a 43.5 square foot sign to be located on the West elevation which would read "Cedars-Sinai". The materials and lighting have not changed from the previously design. As proposed, the sign would be under maximum square footage allowed which is 2% of the façade area (façade area 5,169 s.f. x 2% = 103 square feet maximum permitted) pursuant to Beverly Hills Municipal Code Section 10-4-605.

ANALYSIS

As proposed, the revised sign does 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 the existing facade. Staff does have some concerns with the West facing building identification sign which faces an adjacent property (rather than the street front) and is located 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.

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 sign 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 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 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 in addition to the standard conditions of approval (attached):

1. The sign on the west side of the building shall not be illuminated.

Shena Rojemann, Associate Planner

Attachments:
Exhibit A - Standard Conditions of Approval
Exhibit B - Approved signage

EXHIBIT A

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.

EXHIBIT B

Staff approved sign location: Wilshire Blvd elevation

PROPOSED NORTH ELEVATION

North/West View

Signage approved by the
Architectural Commission along South Le Doux Road