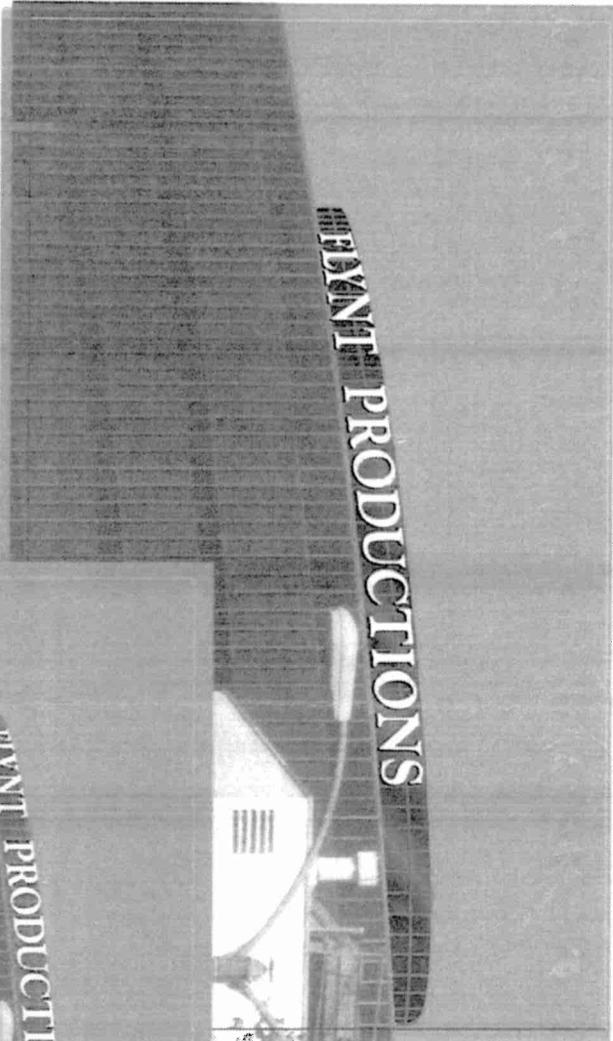




Architectural Commission

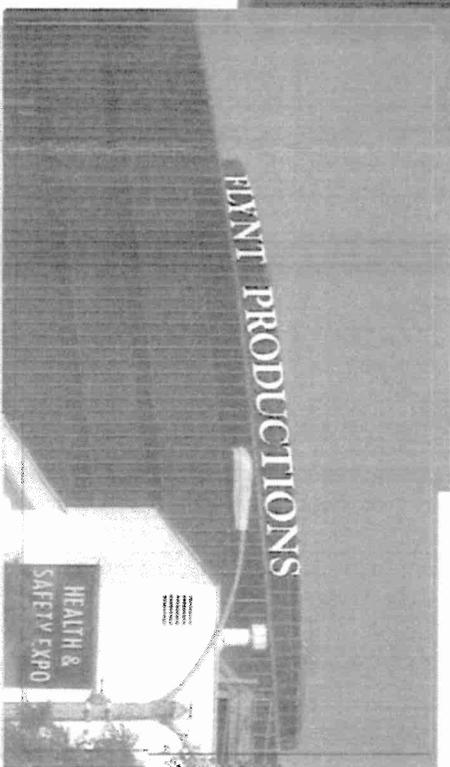
November 17, 2010

Flynt Productions



1 Proposed New Red Background
SCALE: as

Scope of work:
Apply red vinyl to window railing face and windows
Returns of railings to remain the same
Front facade applied vinyl to be opaque red 220-53



2 Existing Sign Layout
SCALE: as

©2010 Fluoresco Lighting & Signs

R1 Red/CS/Photo only

Existing/Proposed

At the top of the building



Architectural Commission

November 17, 2010

Flynt Productions



B REFACE CABINET
SCALE: 1/4" = 1'-0"

SCOPE OF WORK:
REFACE EXISTING CABINET SIGN
EXISTING CABINET TO REMAIN THE SAME
FACE IS WHITE LEXAN WITH APPLIED FIRST SURFACE OPAQUE RED Z20-53
COPY WEEPED OUT TO SHOW THROUGH WHITE



1 Existing Wall Cabinet Sign
SCALE: n/a



2 Proposed Wall Cabinet Sign
SCALE: n/a

Existing/Proposed

Along the side the building



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Architectural Commission
Meeting of November 17, 2010**

TO: Architectural Commission
FROM: Shena Rojemann, Associate Planner
**SUBJECT: Flynt Productions
8484 Wilshire Boulevard
Modifications to existing Building Identification Signs
PL 103 5049**

PROJECT INFORMATION

Applicant / Owner	Casey Clark
Address	8484 Wilshire Boulevard
Project Name	Modifications to existing Building Identification Signs
Project Type	Signage

PROJECT DESCRIPTION

The subject project is an existing commercial building located at 8484 Wilshire Boulevard, which is located on the southwestern corner of the intersection of Wilshire Boulevard and North La Cienega Boulevard. The existing building identification signage consists of two signs. The first sign is located at the top of the building and reads "Flynt Productions". The second sign is located on the building façade facing the intersection of Wilshire Boulevard and North La Cienega Boulevard and also reads "Flynt Productions". The applicant is requesting to make modifications to the two existing building identification signs. Adjacent to/behind the first sign (located at the top of the building) the applicant is proposing to introduce a red vinyl to the window mullion face and windows. The applicant is proposing to resurface the cabinet of the existing second sign (facing Wilshire Blvd and North La Cienega Blvd) to have an opaque red face. A sample of the opaque red material will be presented at the meeting.

ANALYSIS

As proposed, the signs offer a modern appearance with a clean finish which is consistent with the architectural style of the building. The use of materials and modern styling add a unique touch to the proposal and would complement the existing facades. The Commission may wish to discuss the aesthetic balance between of the proposed red colors and the existing building.

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.

The design of the signs appear consistent with the quality of nearby shops and other businesses, however the Commission may wish to discuss the aesthetic balance between of the proposed red colors and the existing building.

(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 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 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 changes to the signage appear 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, Associate 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 November 17, 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.