



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

**For the Architectural Commission**  
**Meeting of August 17, 2011**

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Associate Planner

**SUBJECT: FEDEX OFFICE**  
**9680 South Santa Monica Boulevard**  
Request for approval of a business identification sign.  
PL 111 1207

**PROJECT INFORMATION**

<b>Applicant</b>	Jeff Reich
<b>Address</b>	9680 South Santa Monica Blvd
<b>Project Name</b>	FedEx Office
<b>Project Type</b>	Business Identification Sign

**PROJECT DESCRIPTION**

The project is located on the south side of South Santa Monica Boulevard between North Bedford Drive and North Roxbury Drive. The applicant is requesting the approval of one business identification sign along the South Santa Monica Boulevard elevation. Pursuant to the Beverly Hills Municipal Code §10-4-604, one business identification sign, not exceeding two square feet (2 SF) in area for each linear foot of street frontage occupied by the tenant, may be permitted. In addition, one business identification sign not exceeding 5 square feet in area may be permitted for a ground floor business for each 50 feet (or portion thereof) of linear street frontage occupied by the tenant. The following signage is proposed:

- One business identification wall sign. The sign would read "FedEx Office" and would be composed 3/4" acrylic letters (water jet cut) which would be painted blue and white and contain a satin finish. The letters are would be non-illuminated and would be be mounted to the wall with VHB tape and silicone. The proposed sign measures 24" in height and 13'-2" in length. The total area of the sign is 26 square feet.
- The applicant is also proposing to maintain existing window vinyl totaling 3 square feet in area. The sign contains multiple lines of text reading "FedEx Office Ship Center", "FedEx Express" and "FedEx Ground".
- The all other window signage existing on the site shall be removed.

<b>BUSINESS IDENTIFICATION SIGNS</b>		
<b>Type of Sign</b>	<b>Permitted by Code</b>	<b>Proposed</b>
Business ID Signage	1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 100 SF)  (Tenant linear street frontage = 20'-1", Maximum area of signage = 40.1 SF)	1 sign = 26 SF
	1 sign – maximum 5 SF for each 50 feet (or portion thereof) of street frontage occupied by the tenant (10 SF max)	1 sign = 5 SF

**ANALYSIS**

The proposed signage is intended to provide visibility of the business for customers. As proposed the design is clean, however the Commission may wish to discuss the size of the signage and the quality of the proposed materials.

**ARCHITECTURAL CRITERIA**

Pursuant to Municipal Code Section 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 building or structure 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 signage is intended to create a clean finish. The proposed elements appear to be 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.

***(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 does not appear to modify any existing barriers to external or internal noise and is not 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 fair in quality and therefore could potential degrade the local environment in appearance or 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.***

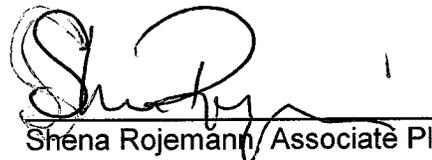
The proposed signage is in conformity with the prevailing uses in the general area, however, the overall composition and design does not appear to be in harmony with the quality of other signage in the area.

***(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.***

Subject to review of the final construction documents, the proposed signage is in conformity 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 (see Exhibit A).

  
Shena Rojemant, Associate Planner

**Attachments**

Exhibit A – Standard Conditions of Approval

**EXHIBIT A**  
Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on August 17, 2011.
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 shall 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.