



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of September 21, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: MGM
245 North Beverly Drive
Request for approval of a business identification sign, a parking directional sign and a sign accommodation for building identification signs
(PL 112 3026)

PROJECT INFORMATION

Applicant	Jack Daghestanian
Address	245 North Beverly Drive
Project Name	MGM
Project Type	<ul style="list-style-type: none">• Business ID sign• Parking directional sign• Sign accommodation for building identification sign

PROJECT DESCRIPTION

The project site is located on the west side of the 200 block of North Beverly Drive, between. The subject site contains a newly constructed 5-story commercial building. The new tenant, MG, will occupy the upper floors and also some space on the ground floor. As such, the applicant is requesting the approval for multiple types of signage. The following signs are proposed:

- One business identification sign. The proposed sign would be located at the entry from North Beverly Drive. Pursuant to 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, up to a maximum of 100 SF, may be permitted. The proposed sign would read "MGM" and would be composed of painted aluminum letters with back-lit LED illumination. The letters face and returns would be painted 'Metallic Gold'. The total area of this sign would be 23.14 square feet (maximum 24 SF permitted).
- One parking directional sign located adjacent to the subterranean garage entrance off of Dayton Way. Pursuant to BHMC §10-4-652, one parking entrance identification sign that does not exceed 20 SF in area on each face may be erected adjacent to each garage entrance from a public street or alley. The sign may contain the name of building tenants served by the parking and may be a wall sign, ground sign or projecting sign (blade sign). The highest element of the sign shall not exceed 20 feet above the level of the adjacent street. The proposed direction sign would be composed of aluminum panel with push-thru letters painted 'Metallic Gold' and white internal LED illumination. While

the exact height of the sign above grade has not yet been verified (on site conditions determine this), as included in the project specific conditions of this report (see Exhibit A), the sign shall comply with the height requirements pursuant to BHMC §10-4-652. The sign would read “MGM Parking” on one side only and the total area of the sign would be 15.09 square feet (maximum 20 SF).

- One building identification sign located at the top of the north elevation of the building. Pursuant to BHMC §10-4-605 a building identification sign may be permitted on the face of a building facing a public street so long as the sign is located more than 25 feet above grade and the sign does not exceed 2% of the vertical surface area of the side on the building on which is it located. The proposed sign would read “MGM” and would be composed of painted (‘Metallic Gold’) aluminum letters with back-lit LED illumination. The sign would be a total of 208.25 square feet, less than the maximum 219.6 SF permitted.
- One building identification sign located at the top of the west elevation of the building, facing the alley. Pursuant to BHMC §10-4-605, the Architectural Commission may grant a sign accommodation to allow a building identification sign to be located on a building elevation facing an alley or private property provided that the sign does not exceed 2% of the vertical surface area of the side on the building on which is it located. The proposed sign would read “MGM” and would be composed of painted (‘Metallic Gold’) aluminum letters with back-lit LED illumination. The sign would be a total of 239.4 square feet, less than the maximum 450.5 SF permitted

See the signage chart on the next page.

SIGNS			
Type of Sign	Permitted by Code with a Sign Accommodation	Permitted by Code (for spaces with multiple street frontages)	Proposed
Business ID Wall Sign	Not part of this request.	One sign, on main entry street, not to exceed 2 SF per each foot (1'-0") of street frontage that the tenant occupies, maximum 100 SF (Beverly Drive elevation = 12', maximum area of sign = 24 SF)	One sign = 23.14 SF
Parking Directional Sign	Not part of this request	One sign, located adjacent to the garage entry, not to exceed 20 SF in area or be more than 20 feet above the adjacent street.	One sign = 15.09 SF
Building ID Sign	Not part of this request	One building ID to be located on a side of the building facing a public street, not exceed 2% of the vertical surface area of the side on the building on which is it located	One sign = 208.25 SF (219.6 SF max permitted)
Building ID Sign	One building ID to be located on a side of the building facing an alley or private property, not exceed 2% of the vertical surface area of the side on the building on which is it located	Not permitted on side of building facing an alley or private property without a sign accommodation	One sign on west elevation = 239.4 SF (450.5 SF max permitted with sign accommodation)

A material samples will be presented at the meeting.

ANALYSIS

The proposed signs are intended to update the appearance of the building facade. The proposed design utilizes high quality materials that are modern in style and shall be cohesive with, and sometimes superior to, the facades found along Beverly Drive and Dayton Way.

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 design is creating a clean classy façade. The design appears in keeping with the quality of nearby shops and other businesses. The proposed sign appears 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 project 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 materials proposed for the project does not appear to be inferior in quality or execution and would therefore not 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 project design is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the sign 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.

Subject to review of the final construction documents, the proposed façade remodel and signage are 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 (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Recommended Conditions of Approval

EXHIBIT A

Recommended Conditions of Approval

1. Prior to the issuance of a building permit, the height of the parking directional blade sign shall be finalized and returned to staff for final approval.
2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on September 21, 2011.
3. 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.)
4. 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.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.