



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: July 3, 2012

To: Honorable Mayor & City Council

From: Susan Healy Keene, AICP, Director of Community Development

Subject: Historic Preservation Program – Commemorative Plaque

Attachments:

1. Proposed Standard Design
2. Mock-Up for Greystone Mansion (Example)

INTRODUCTION

The City's recently adopted historic preservation program enables properties designated as local historic resources to "be identified on-site with an exterior marker or plaque displaying pertinent information about the resource". The Cultural Heritage Commission studied the design for a proposed commemorative plaque on June 13, 2012 and recommended that the design be forwarded to the City Council for approval. If approved, the proposed design would be made available to the owners of historic resources for display.

DISCUSSION

An image of the proposed design is provided at Attachment 1. The basic design has been based on similar commemorative plaques offered in other local cities. The proposed plaque for Beverly Hills however uses the City's shield and lettering, and provides a short summary description as to why the site has been designated as a local historic resource.

Dimensions

The plaque would be available in two different sizes, 16" x 20" and 10" x 12.5". The larger size plaques would be made available to larger-scale commercial properties and public facilities. The smaller plaques would be available for single-family homes and multi-family buildings, and for smaller commercial properties. The size for the larger plaque was based on plaque sizes the City installs on municipal buildings. The smaller

size is proportionally reduced from the larger size by 40%. True-sized examples of each plaque will be presented at the meeting for review.

Mock-Up

As an example of how the plaque would look, a hypothetical plaque for Greystone Mansion is provided as Attachment 2. This mock-up exhibits the proportions and the look that the standard plaque will have. The name of the historic resource and the landmark number are capitalized and larger than the other lines of text to intentionally draw a viewer's attention. The City's shield is prominently displayed in the center of the plaque to clearly indicate that this is a Beverly Hills historic resource. Other text on the plaque includes a short description of why the resource has been designated, and recognition of the City Council, the Cultural Heritage Commission and the City.

NEXT STEPS

With approval from the City Council, staff will finalize the standard design for the City's historic resource commemorative plaque and make it available for use by owners of properties that are designated as local historic resources. An inventory of all plaques issued will be maintained, and if a commemorative plaque is removed or the historic resource no longer exists the property owner will be required to return the plaque to the City.

FISCAL IMPACT

There are no fiscal impacts associated with this report. The property owner would be responsible for costs associated with producing and mounting the commemorative plaque.

RECOMMENDATION

Staff recommends that the City Council move to approve the standard design for a commemorative plaque that would be made available to the property owners of designated historic resources.

Susan Healy Keene
Director of Community Development

Approved By



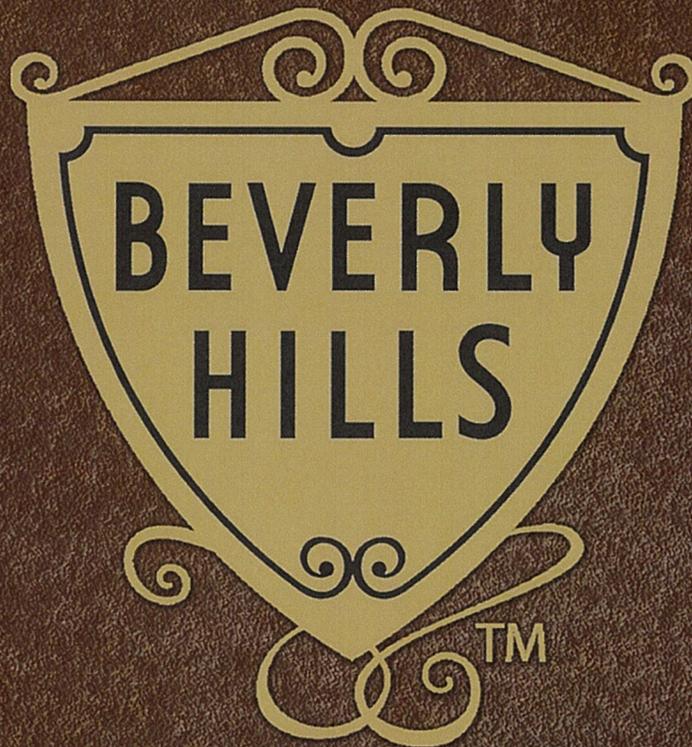
Attachment 1

Proposed Standard Design

July 3, 2012

NAME OF PROPERTY

Summary of why the building has been designated as a local historic Landmark.



HISTORIC LANDMARK NO. XXX

Built XXXX Designated XXXX

**Beverly Hills City Council and
Cultural Heritage Commission**

City of Beverly Hills

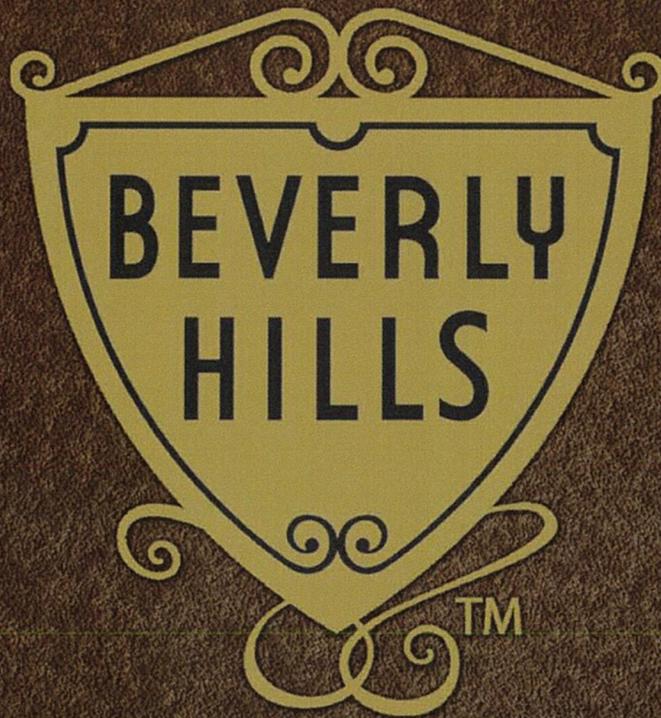
Attachment 2

**Mock-Up for Grey Stone
Mansion**

July 3, 2012

GREYSTONE MANSION

**Built as the Ultimate Beverly Hills Estate
and designed by Architect Gordon Kaufmann**



HISTORIC LANDMARK NO. XXX

Built 1927 Designated XXXX

**Beverly Hills City Council and
Cultural Heritage Commission**

City of Beverly Hills