STAFF REPORT

Meeting Date: April 22, 2014

To: Honorable Mayor & City Council

From: Michelle Tse, Senior Management Analyst

Subject: Consideration of Installation of the City Shield or City Seal in the Commission's Meeting Room (Council Chamber Room 280A)

Attachments: 1. Renderings of Cast Bronze City Logos

INTRODUCTION

Several City Council members have asked about options for the placement of a city logo in the City Hall Commission's meeting room (Council Chamber Room 280A) on the wall immediately behind the Commission dais. Commission meetings and other official city business are typically conducted and recorded in this room.

This item was initially agendized for the February 18, 2014 Study Session.

DISCUSSION

Staff conducted a preliminary assessment of the proper placement and size of a city logo on the wall behind the Commission dais. Attached are images of both the City seal (Option 1) and City shield (Option 2) for the Council's consideration. The bronze seal would be similar to the one currently located on the recognition wall of the City Hall rotunda; the bronze shield would be similar to the one currently located at the Council Chambers speaker podium.

A cast bronze finish for the proposed city logo would be consistent with materials used for the current shield and seal located at City Hall. The Council Chambers currently has a stained glass rendering of the City seal with the seal measuring approximately 44 inches high; a city logo measuring 30 inches high would be proportional and visible, given the dimensions of the Commission meeting room wall.

Since Commission meetings are broadcasted and given the meeting room's camera locations, placing the city logo behind the Commission dais would be the ideal location to highlight the city.

FISCAL IMPACT

The combined fabrication and delivery costs for either a City seal or shield for the Commission meeting room is approximately $3,000 and will take approximately four to

six weeks for fabrication and delivery. The installation of the logo will take approximately one day.

RECOMMENDATION

Staff is seeking City Council direction on the following:

1. Whether a city logo should be placed on the wall behind the dais of the Commission's meeting room (Council Chamber Room 280A).

2. If a city logo is to be mounted at the Commission's meeting room, whether the City seal or shield should be used.

Mahdi Aluzri
Approved By

Attachment 1

City Hall Commission Room Logo

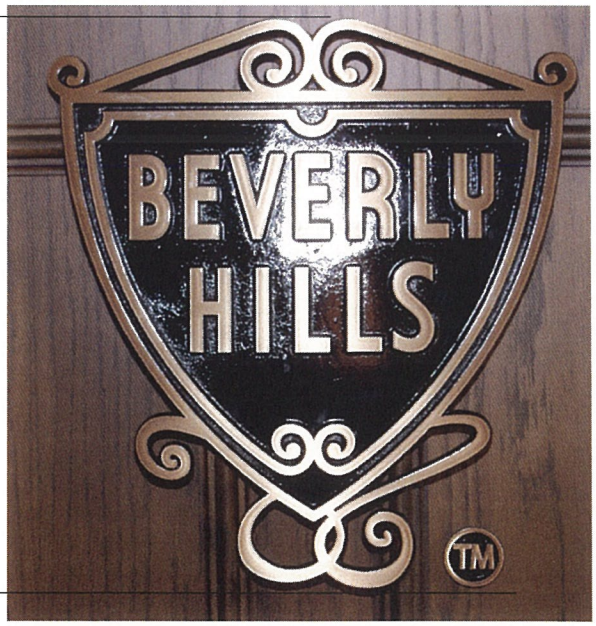
City of Beverly Hills City Hall Commission Room city logo on the back wall

There are Two Options:

OPTION 1: Use the City Seal (on the left page 2)

OPTION 2: Use the City Shield logo (on the right page 3)

30”



OPTION 1: Sample from City Hall Rotunda

OPTION 2:Sample from City Hall Council Chamber - Podium Logo

OPTION 1
30" Cast Bronze Logo

Background wall = size 9' x 5'-8"

OPTION 2
30" Cast Bronze Logo

Background wall = size 9' x 5'-8"