



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of September 10, 2008

TO: Architectural Commission

FROM: Rita Naziri, Senior Planner

SUBJECT: PL 0837102 - "Montage Beverly Hills, Public Gardens, Public Parking Garage and Gardens Building"
219 N. Canon Drive
Unified Sign Plan and Awnings with Signage

PROJECT INFORMATION

| | |
|------------------------|---|
| Applicant/Owner | Dustin Peterson for Parking Authority of City of Beverly Hills and Beverly Hills Luxury Hotel LLC |
| Address | 219 North Canon Drive |
| Project Name | Montage Beverly Hills, Public Gardens, Public Parking Garage and Gardens Building |
| Project Type | <ul style="list-style-type: none">• Unified Sign Plan• Awnings with signage• Sign Accommodation |

BACKGROUND

The Beverly Hills Gardens Specific Plan requires the Architectural Commission review and approve a unified sign plan for the Montage Beverly Hills, Public Gardens, Public Parking Garage and Gardens Building Project which is currently under construction and near completion. A Unified Sign Plan will encompass all exterior signage, including both permanent and temporary signs for the Specific Plan Area. Thereafter, all signs that, in the determination of the Director of Community Development are consistent with the adopted Unified Sign Plan shall be issued a building permit without further discretionary review (Beverly Hill Gardens Specific Plan, Chapter 4.0, and Subsection 4.5 Sign Standards, attached).

The background information for this development is attached as Appendix A.

The entire Project was reviewed by the Architectural Commission on February 12, 2004. At this time, the applicant is proposing a unified sign plan including awnings with signage for the project site.

PROJECT DESCRIPTION

The applicant is proposing a Unified sign Plan for the project which includes:

- Hotel Signage including Awnings with Signage
- Hotel Retail Tenant Signage
- Gardens Building Signage
- Gardens Building Retail Tenant Signage
- Informational Signs

HOTEL SIGNAGE /AWNINGS WITH SIGNS

Total of three signs and eleven awnings with signage are proposed for the hotel component of the project:

Montage Hotel Signs

- One 30-square feet primary hotel entry sign with antique bronze background (F1) and polished brass letters (F2) at motor court wall facing Canon Drive.
- One 2 square feet secondary hotel entry sign with antique bronze background (F1) and polished brass letters (F2) at doorway facing Canon Drive
- One 1 square foot hotel building address sign with antique bronze letters (F1)

Montage Hotel Awnings with Signs

- Six awnings inside the motor court with main fabric of Sunbrella Toast and awning trim in Sunbrella Cocoa and Montage "M" logo of 14 inches in height in Sunbrella Cocoa
- Five awnings on Beverly Drive elevation with main fabric of Sunbrella Toast and awning trim in Sunbrella Cocoa and Montage "M" logo of 14 inches in height in Sunbrella Cocoa

Hotel Retail Tenant Signage

The hotel component of the project will have six retail tenant stores. The applicant is proposing two signs for each store (twelve total signs):

- **Store A:** 31' of Beverly Drive frontage
 - 2.25 square feet plaque with antique bronze background (F1) and polished brass letters (F2) to be mounted next to the store entry.
 - 1.05 square feet window sign above the store entry with polished brass letters (F2) is proposed to be installed on the glass above the entry door.
- **Store B:** 32 ' of Beverly Drive frontage
 - 2.25 square feet plaque with bronze background (F1) and polished brass letters (F2) to be mounted next to the store entry.
 - 1.05 square feet window sign with polished brass letters (F2) to be installed on the glass above the entry door.
- **Store C:** 31' of Beverly Drive frontage
 - 5.07 square feet plaque with bronze background (F1) and polished brass letters (F2) to be mounted next to the store entry.
 - 3.25 square feet business Identification sign with painted bronze panel background (P2) and polished brass letters (F2) to be mounted above the store entry.
- **Store D:** 21' of Beverly Drive frontage
 - 5.07 Square Feet plaque with bronze background (F1) and polished brass letters (F2) to be mounted next to the store entry.
 - 3.25 square feet business deification sign with painted bronze aluminum panel background (P2) and polished brass letters (F2) to be installed above the store entry.
- **Store E:** 38' of Canon Drive frontage
 - 2.25 square feet plaque with bronze background (F1) and polished brass letters (F2) to be mounted next to the store entry.
 - 1.05 square feet business identification sign with antique bronze letters (F1) to be installed above the entry door.
- **Store F:** 17' of Canon Drive frontage
 - 2.25 square feet plaque with bronze background (F1) and polished brass letters (F2) to be installed next to the store entry.
 - 1.05 square feet business identification sign with antique bronze letters (F1) to be installed above the entry door

GARDENS BUILDING SIGNAGE

Building Identification Signage

The Unified Sign Plan is proposing the following building Identification signs (including the building address for Beverly and Canon Drives) for the Gardens Building:

- Two primary building identification signs to be installed on colonnades facing Canon and Beverly Drives. Each sign will be a total of 31.95 square feet in area with painted brown aluminum panel background (P16), polished bronze letters (F2), and painted aluminum bronze trim (P2). The building identification sign includes the building address, building name and gardens restaurant name which will be a major tenant in the building.
- Two secondary building identification signs to be installed adjacent to the public entrance to the project site on colonnades facing Canon and Beverly Drives. The signs will be 4.95 square feet in area with bronze background (F1) and polished brass letters (F2).

Gardens Building Directory Sign

- One 3 square feet tenant directory sign is proposed for the Gardens Building tenants. The sign will be a fabricated aluminum directory cabinet with packet or tactable cork surface for changeable paper directory listing. The sign will be installed near the building elevator within the colonnades.

Gardens Building Retail Tenant Signage

Seven retail stores (total of 14 signs)

- **Store A:** 62' of store frontage facing colonnade and garden with a maximum sign of 6.63 square feet.
 - 3.25 square feet business identification sign with painted bronze aluminum panel background (P2) and polished brass letters (F2) above the store entry.
 - 2.25 square feet plaque with bronze background (F1) and polished brass letters (F2) to be mounted next to the store entry.
 - 1.13 square feet blade sign with painted aluminum brown background panel and hanging arm (P16), and polished brass letters (F2), trim of sign in painted bronze (P2) to be hanged within the colonnade.

- **Store B:** 22' of store frontage – (Main restaurant space in Gardens Building)
 - 6.2 square feet signage with antique bronze letters (F1) to be mounted above the entry door on plaster.
- **Store C:** 16' of store frontage:
 - 3.25 square feet plaque with painted bronze aluminum panel background (P2) and polished brass letters (F2) next to store entry.
 - 1.13 square feet blade sign with painted aluminum brown background panel and hanging arm (P16), and polished brass letters (F2), trim of sign in painted bronze (P2) to be hanged in the colonnade.
- **Store D:** 16' of store frontage :
 - 3.25 square feet plaque with painted bronze aluminum panel background (P2) and polished brass letters (F2) to be installed next to the store entry.
 - 1.13 square feet blade sign with painted aluminum brown background panel and hanging arm (P16), and polished brass letters (F2), trim of sign in painted bronze (P2) to be hanged in the colonnade.
- **Store E:** 16' of store frontage:
 - 3.25 square feet plaque with painted bronze aluminum panel background (P2) and polished brass letters (F2) to be installed next to the store entry.
 - 1.13 square feet blade sign with painted aluminum brown background panel and hanging arm (P16), and polished brass letters (F2), trim of sign in painted bronze (P2) to be hanged in the colonnade.
- **Store F:** 32' of store frontage
 - 3.25 square feet plaque with painted bronze aluminum panel background (P2) and polished brass letters (F2) next to the store entry.
 - 1.13 Square Feet blade sign with painted aluminum brown background panel and hanging arm (P16), and polished brass letters (F2), trim of sign in painted bronze (P2) to be hanged in the colonnade.
- **Store G:** 32' of store frontage
 - 3.25 square feet plaque above the entry with painted bronze aluminum panel background (P2) and polished brass letters (F2).
 - 1.13 Square Feet blade sign with painted aluminum brown background panel and hanging arm (P16), and polished brass letters (F2), trim of sign in painted bronze (P2) to be hanged in the colonnade.

Informational Signs

- Two .87 square feet (each) with antique bronze letters (F1) and Beverly Hills logo with antique bronze (F1) and polished brass graphic (F2) elevator identification signs in the colonnades next to the Gardens Building.
- One 1.50 square feet elevator identification sign with antique bronze letters (F1) to be installed at colonnade next to the hotel building.

SIGN ACOMMODATION

The following is requested under the Sign Accommodation application:

- To allow building identification signs to be located in areas other than those permitted by Code, pursuant to BHMC Section 10-10-4-605(c).
- Multiple business identification signs within a courtyard, pursuant to BHMC Section 10-4-604(b) (2) regarding multiple business identification signs.
- Projecting signs, pursuant to BHMC Section 10-4-604(D) (5).
- Larger canopy signs, pursuant to BHMC Section 10-3.306(a) regarding larger canopy signs which exceeds the 7-inch height limit.

Based on above mentioned Code Sections, the proposed building identification signs, larger canopy signs, multiple business identification signs including the projecting signs would not be permitted, unless a Sign Accommodation is granted. A public notice to surrounding owners and residents (if any) has been sent on August 29, 2008.

| Maximum Permitted by Code |
|---|
| <p>Building Identification Signs (BHMC Section 10-4-605)</p> <ul style="list-style-type: none"> • 1 Sign on each side of building (max. 4 signs per building) and one 5 sq.ft. sign adjacent to any public entrance • Must be at at least 25 above grade, except with Sign accommodation • Maximum size of each sign not to exceed 2% of the building side |
| <p>Business Identification Signs (BHMC Section 10-4-604)</p> <ul style="list-style-type: none"> • One sign: 2 sq.ft. for each one foot of ground floor street frontage to a maximum of 100 square feet • Multiple Sign area permitted by Sign Accommodation. |

Courtyard Signs

(BHMC Section 10-4-608)

- One square foot of business identification sign area for each one lineal foot of storefront to a maximum of eight square feet, except with sign accommodation. Projecting signs are also subject to sign accommodation process with a dimension no more than four feet and an area no more than eight square feet and eight feet clearance.

Awning Signs

(BHMC Section 10-4-306 (B))

- One horizontal line of letters and symbols not to exceed seven inches (7") in height are permitted as awning sign, except by sign accommodation up to 14" high letters.

ANALYSIS

Pursuant to the Beverly Hills Gardens Specific Plan, Section 4.5, Sign Standards the Architectural Commission is charged to review and approve a unified sign plan for the project area. The proposed unified sign plan contains numerous signs that are restively small in size for all components of the project as described under the project description. The proposal requires to be reviewed under the sign accommodation procedures. Although a number of signs are proposed, the sign plan is tastefully designed and do not appear excessive due to the large size of this commercial building.

CRITERIA

SIGN ACCOMMODATION CRITERIA

Pursuant to Municipal Code Section 10-4.905, regarding standards of review for sign accommodations, the Architectural Commission shall approve a sign accommodation application if the Commission finds that the unified sign plan submitted with such application utilizes colors, materials or other design features which are architecturally compatible with the subject building, and the Commission also finds that:

- (a) The plan for the proposed building or structure/the unified sign plan is in conformity with the good taste and good design and, in general, contributes the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

Overall the proposed Unified Sign Plan which includes the proposed building identification signs, canopy signs/business I.D. signs and projecting signs appears to be compatible with the proposed mixed use project which is currently under construction and near completion. It should be noted that the proposed unified sign

Plan is shown in relative proportions, materials, design and colors. The actual business names and lettering will be return for review by the Director of Community Development for permitting at a later date. Such signs shall be consistent with the adopted Unified Sign Plan. As noted by the Specific Plan, if the signs are consistent with the Unified Sign Plan a building permit shall be issued without further discretionary review. The proposal presents materials and methods that are in conformity with those qualities that represent good design and good taste. Therefore, the Unified Sign Plan and awnings contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

(b) The unified sign plan indicates the manner in which the signs are reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

The proposed design elements and sign presentation do not appear to impact existing internal or external noise, vibrations or other factors. As proposed the signs do not appear to make the environment less desirable.

(c) The proposed signs are not in their 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 nature of the local environment is not expected to depreciate in value as a result of the installation of the Unified Sign Plan and the proposed awnings with sign.

(d) The proposed signs and awnings are in harmony with the proposed development in the area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

The proposed Unified Sign Plan and awning is in harmony with the existing development pattern and would not appear to interfere or contradict with any precise plans adopted pursuant to the General Plan. Furthermore, the overall composition and design of the awning and 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.

The proposed awnings and Unified Sign Plan are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

RECOMMENDATION

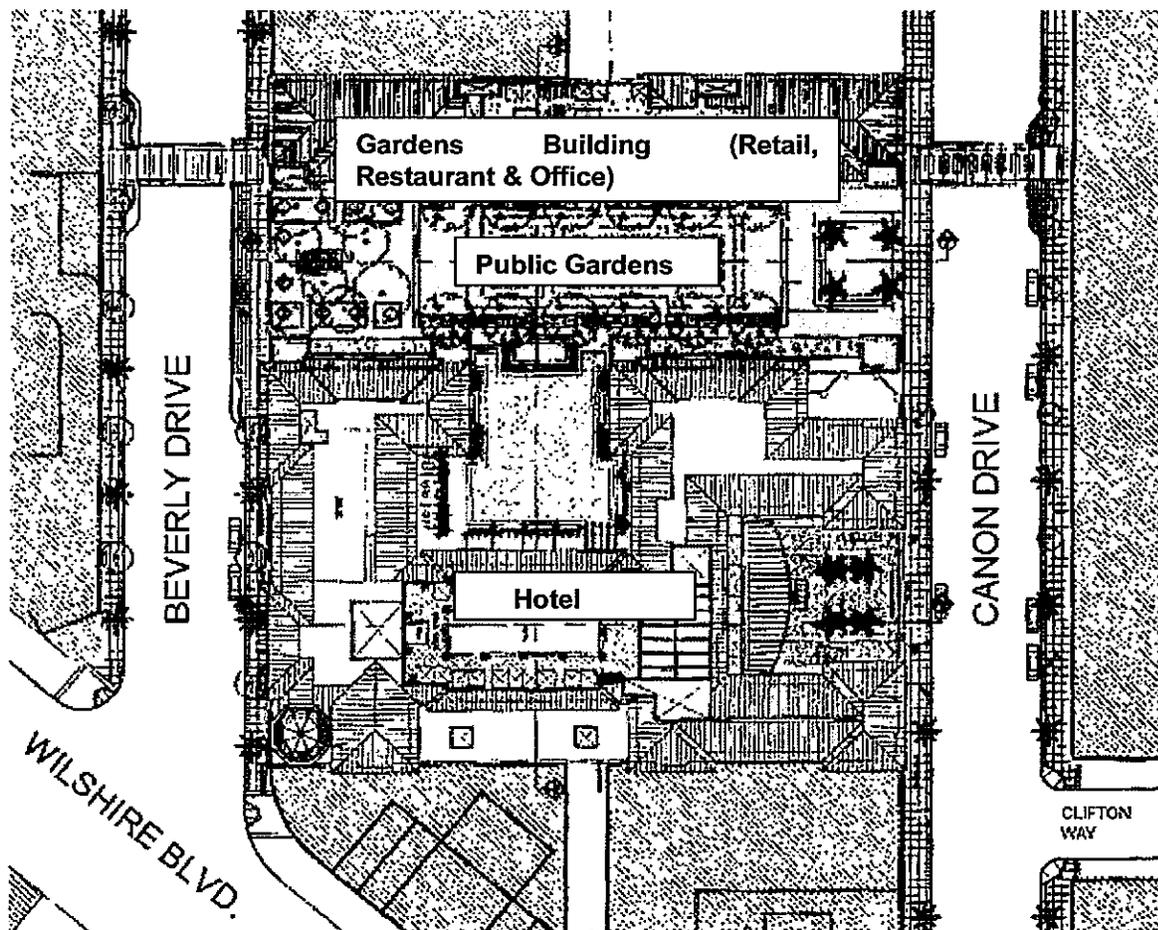
Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the proposed unified sign plan and including the proposed awning with signage as presented.

For  _____
RITA NAZIRI

Appendix A

Montage Beverly Hills, Public Gardens, Public Parking Garage and Gardens Building

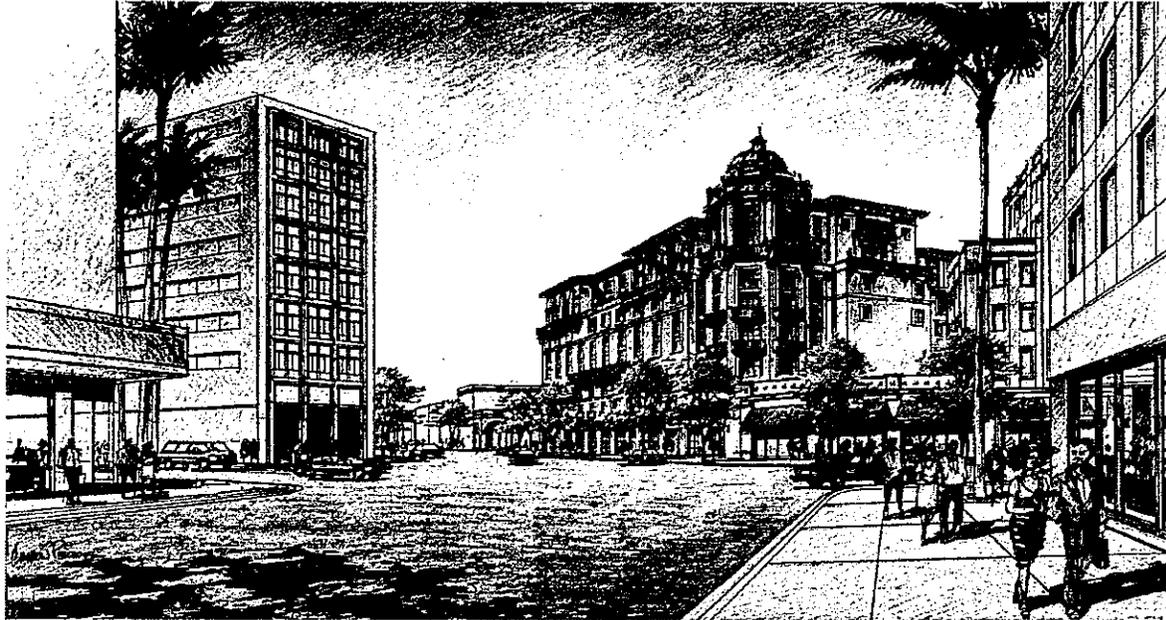
The proposed development includes 112,052 square-foot (2.57 acres) of lot area (14 contiguous lots between Canon and Beverly Drives). The project would provide parking in a four-level subterranean garage spanning the entire site. The figure below illustrates the configuration of the proposed project.



Project Layout

The proposed mixed-use project would contain public gardens, and below grade public parking facilities and two separate buildings: a hotel building and a Gardens Building at the south and north end of the gardens. The proposed architectural style of the

proposal is a "Spanish Colonial Revival". This style is characterized by the clay tile roofing material, arched design features, earth-tone color pallet, smooth surface stucco, and window treatments.



Proposed Project Viewed from South Beverly Drive

Hotel Building. The 201-room hotel building will include seven stories plus a mezzanine with an overall height of 83 feet. The hotel will occupy the first five levels and the mezzanine, while residential condominiums/residential component will occupy portions of the fifth floor and floors six and seven above the hotel component. The hotel would contain ancillary uses such as retail, restaurant, conference/meeting rooms, and spa and banquet facilities. The hotel access is located on Canon Drive with a rectangular motor court design with a ramp directly to and from Level P1 in the parking facility.



Rendering of the proposed Hotel (Canon Drive Façade)

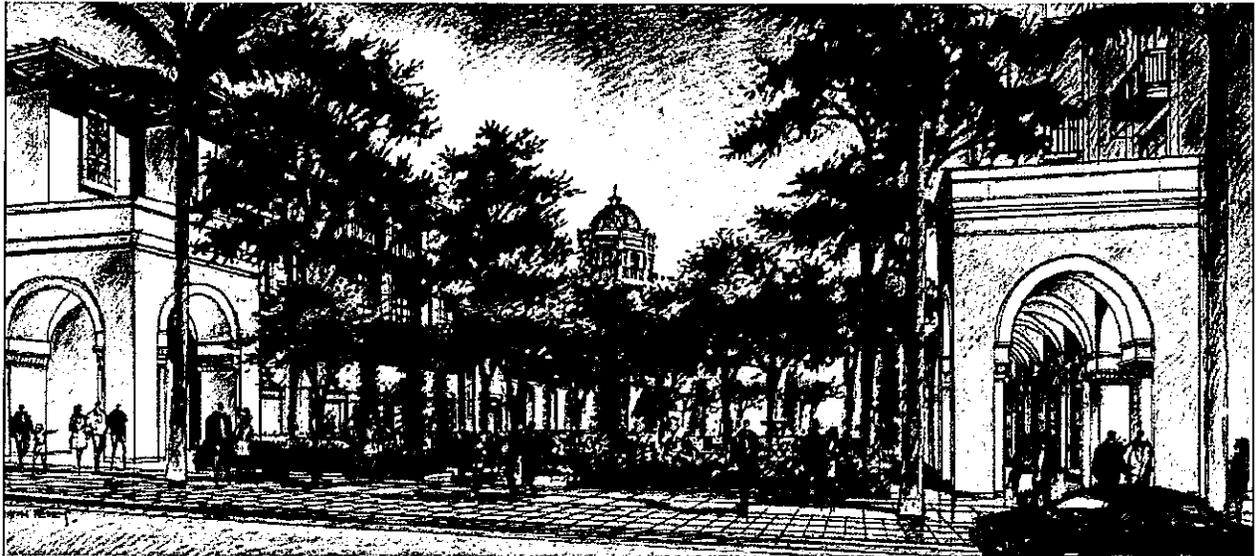
Gardens Building. The Gardens Building is a three-story, 42-foot tall building with a floor area of 30,894 square-feet. The Gardens Building is located on the northern boundary of the City-owned lots containing retail, restaurant and office uses. The ground floor would provide pedestrian access to the subterranean parking facilities.



Rendering of the Beverly Hills Gardens and the Gardens Building Facade

The Gardens Building would include:

- A 74-foot tall campanile above the pedestrian entrance to the below grade public parking structure.



Beverly Hills Public Gardens. The project also includes 32,135 square feet of public gardens which would consist of an open area with landscaped spaces lined with pedestrian-oriented retail uses including outdoor dining and occasional organized events. The public garden would be an open air garden and will include both functional and aesthetic elements such as water fountains, benches, landscaping and hardscape areas. The public gardens two covered pedestrian galleries lined with colonnades will flank the gardens on the north and south. The Beverly Hills Gardens would include three separate garden areas:

The public gardens will provide easy access to the subterranean public parking structure and would create an area which would encourage pedestrian circulation within the Specific Plan Area and between the Specific Plan Area and the Business Triangle.

Public Parking. A four-level underground public parking structure would extend underneath the entire project site and would serve the general public and the parking needs of uses on the site.

4.4 RESIDENTIAL OUTDOOR LIVING SPACE

The residential units in the Specific Plan Area shall provide a minimum of two hundred (200) square feet of usable outdoor living space per each dwelling unit. The usable outdoor living space shall be provided through a combination of private balconies in the individual units and common access to the roof top pool area shown on **Figure 20**.

4.5 SIGN STANDARDS

The Architectural Commission shall approve a unified sign plan for the Specific Plan Area (the "Unified Sign Plan") that encompasses all exterior signage, including both permanent and temporary signs, for the Specific Plan Area. Thereafter, all signs that, in the determination of the Director of Community Development, are consistent with the adopted Unified Sign Plan shall be issued a building permit without further discretionary review. All other signs shall be subject to architectural review pursuant to the procedures set forth in Chapter 4 of Title 10 the Beverly Hills Municipal Code.

4.6 ARCHITECTURE AND DESIGN

A. Hotel/Condominium Building

The Hotel/Condominium Building shall be constructed substantially as shown on **Figures 56 through 64** of this Specific Plan.

The following architectural features on the Hotel/Condominium Building shall be permitted as set forth below:

- the gallery on the north side of the hotel/condominium building shall be constructed substantially as shown on **Figure 12**;
- the guest room and condominium balconies on the north side of the hotel/condominium building shall be constructed substantially as shown on **Figures 17 through 19**;
- the outdoor court located on the second level of the hotel building shall be constructed substantially as shown on **Figure 14**;
- the architectural features on the northern façade of the hotel/condominium building shall be constructed substantially as shown on **Figure 56**.

In addition, at no time shall the balconies on the north side of the hotel condominium building be fully enclosed to create additional useable square footage for guest rooms, condominiums, or other uses within the hotel or condominium units.

B. Liner Building

The Liner Building shall be constructed substantially as shown on **Figures 65 through 67** of this Specific Plan.