



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 20, 2010

TO: Architectural Commission
FROM: Ivy Nguyen, Assistant Planner
SUBJECT: PL 100 0116 – "HERITAGE AUCTION GALLERIES"
9478 Olympic Boulevard
Monument Sign

Continued from the meeting of December 16, 2009 (PL 095 6981)

PROJECT INFORMATION

Applicant	John Myres of Landmark Signs
Owner	DBKK LLC
Project Address	9478 West Olympic Boulevard
Project Name	HERITAGE AUCTION GALLERIES
Project Type	Monument Sign (Revised Options Requested by the Commission)

PROJECT DESCRIPTION

The project site is located at the intersection of Olympic Boulevard and South El Camino Drive. At its December 16, 2009 meeting, the Architectural Commission reviewed several building identification signs located below 25' in height above grade, a monument sign, multiple business identification signs, and a parking sign. The Commission approved the project with several conditions and the applicant has revised the plans to reflect the requests.

At the December 2009 Commission meeting, staff received a letter of concern from a neighbor regarding signage on the building facing the residential neighborhood. Additionally, another concerned neighbor spoke at the hearing regarding the signage, possible burglaries, and parking impacts on the neighborhood.

At this time, the applicant has proposed a monument sign at the intersection of Olympic Boulevard and South El Camino Drive. In reviewing the monument sign at the December Commission meeting, the Commission suggested that the proposed sign be reduced. The previously proposed sign measured 9'-0" wide by 4'-6" tall. The sign would be located on top of a planter wall which would add additional height to the sign and therefore measure between 5'-7" to 7'-0" in height (as the grade varies). The applicant has included the previously reviewed sign within the submitted plans; please refer to pages 8-10.

As the proposed monument sign will have two faces, one facing Olympic Boulevard and one facing South El Camino Drive. Pursuant to Section 10-4-610 regarding ground signs, no ground sign shall be erected unless located on commercially zoned sites on La Cienaga Boulevard, Robertson Boulevard, Doheny Drive, Olympic Boulevard, Wilshire Boulevard, or Sunset Boulevard. Therefore, a sign accommodation has been requested for the sign facing South El Camino Drive. As the meeting from December 2009 was continued, a courtesy notice has been sent to interested parties within 100' of the exterior boundaries of the project site.

Signage

The applicant has provided two options for the monument sign, as described below.

Monument Sign	Maximum Signage Allowed by Code	Proposed Signage
Option A	<ul style="list-style-type: none"> • Section 10-4-610: Area not to exceed 55 SF • Not to exceed 20' in height. 	<ul style="list-style-type: none"> • 28 S.F. • Ground sign measures 4'-0" tall atop planter and 7'-0" wide. Total height is no taller than 6'-6" tall. • Text to read: "Heritage Auction Galleries" and "Coins, Vintage Collectibles, Fine Art, Jewelry" • Maximum height of text = 11 17/32 inches • Black aluminum cabinet with white acrylic letters (illuminated).
Option B	<ul style="list-style-type: none"> • Section 10-4-610: Area not to exceed 55 SF • Not to exceed 20' in height. 	<ul style="list-style-type: none"> • 28 S.F. • Ground sign measures 3'-6" tall atop planter and 8'-0" wide. Total height is no taller than 6'-0" tall. • Text to read: "Heritage Auction Galleries" • Maximum height of text = 14 7/8 inches • Black aluminum cabinet with white acrylic letters (illuminated).

Staff recommends that the monument sign be set back within the planter bed (instead of flush with the face of the planter bed) and that the language "Coins, Vintage Collectibles, Fine Art, Jewelry" text at the bottom of the sign be removed. Additionally, staff recommends anchoring the monument sign with posts (similar to the existing "Jewelry" monument sign) and adding landscaping at the bottom of the sign in order to: a) reduce the visibility of the posts, and b) to make the sign work better with the existing planter and plants and to appear much less massive. Staff's recommended size would provide sufficient visibility along Olympic Boulevard for one tenant (as opposed to multiple tenants in a building directory) and be mindful of the adjacent residential neighborhood. It would also be a much more attractive sign that complements the existing landscaped area and reduce the massive appearance of the sign placed directly on the retaining wall.

ARCHITECTURAL CRITERIA

With regard to any architectural elements reviewed in conjunction with the above, pursuant to Municipal Code §10-3-3010 the Architectural Commission may concurrently or separately 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 the 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 monument signs represents a thoughtful and comprehensive design through the use of quality materials and unifying colors. The project would contribute 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 monument sign do not appear to create any conditions that are 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 monument sign appears to be of good quality and would not appear to cause the nature of the local environment to materially depreciate in appearance and 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 submitted plans are in harmony with the existing uses and structures on the surrounding land 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 building and business identification sign is in conformance 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 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 project as presented with the following conditions:

Project Specific Conditions:

1. Monument sign shall be set back within the planter bed (instead of flush with the face of the planter bed) and remove the "Coins, Vintage Collectibles, Fine Art, Jewelry" text at the bottom of the sign. Additionally, the monument sign shall be anchored with posts with landscaping to be provided and maintained in order to reduce visibility of the posts.

Standard Conditions

2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on January 20, 2010.
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.


Ivy Nguyen
Assistant Planner