



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of January 20, 2010

TO: Architectural Commission

FROM: Rita Naziri, Senior Planner

SUBJECT: PL 0954028 "USC-The Doctor's of USC"
9033 Wilshire Boulevard
Sign Accommodation for a Revised Sign Program to Include Building
Identification Signs

PROJECT INFORMATION

Applicant	Archway Holdings-Wilmed LLC and Amir D. Hillgrove LLC
Address	9033 Wilshire Boulevard
Project Name	9033 Wilshire Office Building
Project Type	Building Identification Signs

STATUS

Archway Holdings-Wilmed LLC and Amir D. Hillgrove LLC, property owners are returning with a revised sign program/building identification signage for "Archway Medical" for the property located at 9033 Wilshire Boulevard.

PROJECT DESCRIPTION

This project site is developed with a five-story, 65-foot tall commercial/medical office building located at the corner of Wilshire Boulevard and North Wetherly Drive which has been through complete remodeling in 2009. At its April 22, 2009 meeting, the Architectural Commission approved a sign program including a vertical building identification sign stating the building address for the building at 9033 Wilshire Boulevard. The overall sign program included an identical material with white individual channel letters with brushed aluminum returns which complemented the architectural design of the building.

Revised Sign Program/Building Identification Sign

The applicant is returning with a proposal to change the vertical address sign to a building identification sign and a new building identification sign to be installed at the westerly elevation with new materials and colors.

A Sign Accommodation is required for the vertical building identification sign to be mounted along the eastern side of the Wilshire-facing building façade and sixteen feet, seven inches above grade rather than at least 25 feet above grade on that frontage (BHMC Section 10-

4.605). The accommodation allows signs to be located in other areas than 25 feet above grade as long as the sign does not exceed two percent (2%) of the vertical surface area of that side

The applicant wishes to apply for two building identification signs. The revised sign program will include the following:

BUILDING IDENTIFICATION SIGNS (BHMC Section 10-4-605)			
Proposed		Permitted By Code	Materials
Sign A (Vertical Building Identification Sign): "USC- The Doctor's of USC"	130 SF Sign Area along Wilshire Boulevard to be located 16'7" above grade.	130 SF Maximum Sign Area One building identification sign facing Wilshire Boulevard (south elevation) 2% of the vertical surface area of the building (building measures 65' tall by 100 wide) and to be located at least 25' above grade. Sign accommodation is required.	<ul style="list-style-type: none"> Internally illuminated channel letters in red plex with brushed aluminum returns (vertical letters); An internally illuminated plex faced box with yellow lettering with brushed aluminum returns. This sign will be illuminated with white LED's at 3 1/2" on center.
Sign B (West Elevation): The Doctor's of USC"	65.8 SF Sign Area facing west and located 45' above grade.	195 SF Maximum Sign Area One building identification, 2% of the vertical surface area of the side (building measures 65' tall by 150' wide) and to be located at least 25' above grade.	<ul style="list-style-type: none"> Internally illuminated channel red plex faced box with yellow lettering with brushed aluminum returns. This sign will be illuminated with white LED's at 3 1/2" on center.

ANALYSIS

The Architectural Commission approved a sign program for the building on April 22, 2009. The approved sign program included consistent materials and colors for all business identification signs. The signs were approved as single faced internally illuminated plex faced channel letters in white and brushed aluminum returns. The vertical address sign was also approved as an internally illuminated signage with the same material as business identification signs. The proposed vertical building identification sign would replace the vertical address sign. The proposed sign will be approximately 130 square feet which is the maximum allowed by Code. The new proposed signage will read "USC- The Doctor's of USC" with red and yellow lettering and brushed aluminum returns.

As mentioned above, the original sign program included identical type of materials and colors which complemented the newly renovated building. The revised signage as proposed is introducing colors for the building identification signs that do not complement the original approval and the building design; however, the colors are the University of Southern California colors. Staff would prefer that the proposed building identification signs follow the same color scheme as the original sign program and that the vertical sign be changed to one line of

horizontal signage to be installed on the top of the third metal fin which is about 39'7" above grade.

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 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 proposed business identification signage 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.***

As proposed, the building identification signage is within the maximum allowable area for signage, but it does not appear to complement the building design and the previously approved signage for the building. However, as conditioned, the signage would contribute to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

- (b) The revised sign program indicates the manner in which the sign is 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 conditioned, the signage does 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.***

As conditioned, the nature of the local environment is not expected to depreciate in value as a result of the installation of the proposed building identification signs.

- (d) The proposed signs 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.***

As conditioned, the building identification signs are 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.

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 revision to the sign program including the proposed building identification signs subject to the following conditions:

Project Specific Conditions

1. That the vertical sign be changed to one line of horizontal sign to be installed on the top of the third metal fin which is approximately 39'7" inches above grade.
2. That the proposed building identification signs shall be of same color scheme as the original sign program.
- 3.

Standard Conditions

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on January 20, 2010.
2. 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.)
3. 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.
4. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
5. A copy of the City's approval letter shall be scanned onto the final plans.



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