



**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 095 4888 – “FIRST REPUBLIC BANK”
9593 Wilshire Boulevard
Sign Accommodation for New Business and Building Identification Signs (Multiple)**

Continued from the meeting of December 16, 2009

PROJECT INFORMATION

Applicant	Warner LeMenager of Ad Art, Inc.
Owner	Sara Kim of American Commercial Equities
Project Address	9593 Wilshire Boulevard
Project Name	FIRST REPUBLIC BANK
Project Type	Sign Accommodation for Multiple Signs

PROJECT ELEMENTS

The project site is located on the north side of Wilshire Boulevard at the intersection of Dayton Way. The project includes the following elements:

- Two new green awnings with 6.5" tall white letters to read "First Republic Bank" on Wilshire Boulevard (to match awnings on Dayton Way)
- Two business identification signs at the intersection of Wilshire Boulevard and Dayton Way. One sign will be the eagle logo, another a business identification sign to read "First Republic" on a green panel.
- One business identification sign with green aluminum back panel to read "First Republic Bank" along Wilshire Boulevard (to match sign along Dayton Way)

PROJECT DESCRIPTION

The project was previously reviewed by the Commission at the December 16, 2009 meeting. Concerns were raised as to the location and size of the proposed signage. At the request of the Commission, the project was to return for re-study.

Architectural Commission Requests December 16, 2009	Applicant's Response
"First Republic Bank" business identification sign along Wilshire Boulevard to align with the windows below. (Sign E)	<p>Applicant has aligned the sign with the windows below.</p> <p>The green aluminum panel measures 20'-3" wide by 3'-0" tall. "First Republic Bank" measures 19'-4" wide by 1'-4" tall, white acrylic letters. The text will be internally illuminated with white LED lights.</p>
Sign at intersection shall be reduced in size.	<p>At the December 2009 Commission meeting, the applicant proposed three options for the Commission's review. The smallest sign (Option 2 of December 2009 submission) had a green painted wall measuring 9'-0" wide by 4'-0" tall. The text "First Republic" measured 7'-3" wide by 2'-8" tall; 19 square feet.</p> <p>The applicant has proposed a 1" deep green alucobond material, instead of a green painted wall. The green band will measure 7'-6" wide by 3'-4" tall. The text will measure 6'-0" wide by 2'-2" tall; 13 square feet.</p>

The green awnings along Wilshire Boulevard were approved as presented (Sheet 1 of submission package) at the December 2009 Commission meeting. The proposed business identification sign along Dayton Way (similar to Sign E, described above) has been removed.

ANALYSIS

Business Identification Sign

Section 10-4-604 allows one primary business identification sign that is a maximum of two square feet per linear foot for the ground floor street frontage occupied by that business, but the sign must be less than 100 square feet in area. One additional business identification sign that does not exceed five (5) square feet in area is also permitted. The applicant proposes a total of two signs with a total square footage within the limits of the allowable sign area, as shown in the following chart.

BUSINESS IDENTIFICATION SIGNS (BMC Section 10-4-604)			
Sign & Location	Maximum Signage Permitted by Code	Proposed	Materials
E, facing Wilshire Boulevard	100 SF Maximum Sign Area <ul style="list-style-type: none"> • One business identification sign 	26 SF Sign Area <ul style="list-style-type: none"> • Sign measuring 19'-4" wide by 1'-4" tall with "First Republic Bank" on 	<ul style="list-style-type: none"> • White acrylic letters, backlit with white LED units • Mounted on green

		one line of text	aluminum panel
B, at intersection	100 SF Maximum Sign Area <ul style="list-style-type: none"> • Sign Accommodation required for multiple business ID signs 	13 SF Sign Area <ul style="list-style-type: none"> • Sign measuring 6'-0" wide by 2'-2" tall for "First Republic Bank" 	<ul style="list-style-type: none"> • White acrylic letters, backlit with white LED units • Mounted on green Alucobond background
At intersection	100 SF Maximum Sign Area <ul style="list-style-type: none"> • Sign Accommodation required for multiple business ID signs 	14 SF Sign Area (existing) <ul style="list-style-type: none"> • Existing sign measuring 7'-3" wide by 2'-8" tall for eagle logo 	<ul style="list-style-type: none"> • Acrylic face eagle to be relocated above business sign

Staff supports the proposed revisions as they appear to address each of the Commission's concerns.

PUBLIC NOTICE AND COMMENTS

As required under the Sign Accommodation requirement, notice of the proposed project and public hearing was mailed on December 3, 2009 to all property owners and residential tenants within a 100-foot radius from the exterior boundaries of the property as required by Code. To date, staff has not received any comments (written or oral) in regards to the submitted plans.

ARCHITECTURAL AND SIGN ACCOMMODATION 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 criteria listed below. Furthermore, pursuant to Municipal Code §10-4-905, 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 what are architecturally compatible with the subject building after the 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 business identification signs and sign accommodation 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 building identification signs and sign accommodation 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 building identification signs and sign accommodation 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 proposed business identification signs and sign accommodation 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.

The proposed façade remodel and signage program appears to be 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 standard conditions:

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.

A handwritten signature in black ink, appearing to read "Ivy Nguyen", written over a horizontal line.

Ivy Nguyen
Assistant Planner