



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Architectural Commission
Meeting of February 17, 2010**

TO: Architectural Commission
FROM: Ivy Nguyen, Assistant Planner
**SUBJECT: PL 100 0116 – “HERITAGE AUCTION GALLERIES”
9478 Olympic Boulevard
Request to revise business identification sign approval**

PROJECT INFORMATION

Applicant	John Myres of Landmark Signs
Owner	DBKK LLC
Project Address	9478 West Olympic Boulevard
Project Name	HERITAGE AUCTION GALLERIES
Project Type	Request to revise business identification sign to include pending trademark logo

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 requested the Commission reconsider the business and building identification signage with the addition of the "HA.com" logo. The "HA.com" logo is currently pending a trademark approval and anticipates that the approval will be granted. At this time, the applicant is requesting that the Commission allow the logo to be included in order to anticipate the upcoming grand opening of the business.

Signage

The sign program also includes a parking entrance identification sign (previously approved as presented in December 2009 Commission meeting), 3 square feet business identification sign

listing the hours of operation (reviewed in December 2009), and a monument sign (reviewed in January 2010).

The following represents the signage that the applicant is requesting the Commission reconsider with the “HA.com” logo:

Sign & Location	Maximum Signage Allowed by Code	Proposed Signage	Materials	Staff Recommendations
Sign A. Building Identification Sign facing Olympic Boulevard	Section 10-4-605: Building Identification sign shall not exceed 2% of the vertical surface area of any one side of a building. Building measures 100'-0" wide by 38'-6" tall (average). Total signage for all building ID signs shall be less than 77 square feet.	77 S.F. One LED internally illuminated sign measuring 13'-5/8" wide by 6'-1 3/4" tall. Sign to be "Heritage Auction Galleries" with "HA.com" logo and "Coins, Vintage Collectibles, Fine Art, Jewelry".	White and black acrylic face letters.	Staff recommends approving the sign as presented. The existing sign that has been removed measured 5'-0" tall by 18'-2" wide (41 S.F.)
Sign B. Business Identification Sign on Front Entrance Door	Section 10-4-604(B): Signage not to exceed two square feet for each one foot of ground floor street frontage; up to a max of 100 square feet.	7 S.F. "Heritage Auction Galleries" with "HA.com" at the top of the door.	White vinyl letters affixed to windows.	Staff recommends approving the sign as presented.

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 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 signs 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 signs 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 signs 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.

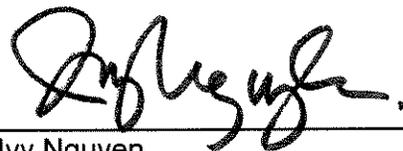
Subject to review of the final construction documents, the proposed building and business identification sign is in conformance with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

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:

Standard Conditions

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on February 17, 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.



Ivy Nguyen
Assistant Planner