



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of February 17, 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
(Continued from January 20, 2010)

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. At its January 20, 2010, meeting, the Architectural Commission reviewed the proposed building identification sign for the newly renovated building at 9033 Wilshire Boulevard. At the request of applicant, the item was returned for restudy.

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 new proposal which will retain the vertical address sign and request for a new horizontal sign to be installed on the west side of the front façade.

Under Sign Accommodation, additional building sign may be permitted as long as the areas of the signs do not exceed two percent (2%) of the vertical surface area of that side. In order to allow the new Building Identification sign, the existing building identification sign is calculated based on the individual letter areas, therefore, the existing sign would be 41.67 square feet in area.

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

BUILDING IDENTIFICATION SIGNS <i>(BHMC Section 10-4-605)</i>			
Proposed	Area	Permitted by Code	Material & Color
Option 1: "USC- The Doctor's of USC" (one line)	Proposed Sign Facing Wilshire: 88 87 SF Existing address Building I.D. Sign : 41.67 square feet (alternate calculation method) Total: 130 54 sq. ft. The sum of the two signs are slightly above the permitted square footage Location: 50'5" 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 wall display: • USC Letters: Use fabricated aluminum with applied vinyl overlay in red. Paint retainers and returns to match PMS Red #201C • Cabinet: Use fabricated aluminum with white openings for white #7328 Plex with applied vinyl overlays in red. Paint retainers and returns to match PMS Red #201C • Illuminate with white LEDs 3 ½" on center.

BUILDING IDENTIFICATION SIGNS (BHMC Section 10-4-605)			
Proposed	Area	Permitted by Code	Material & Color
	Proposed Sign on West Elevation: 88.87 Sq. ft. Location: 49'3" 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"> • Same as above
Option 2: "The Doctors of USC" (two lines)	Proposed Sign Facing Wilshire 74.64 sq. ft. Existing address Building I.D. Sign: 41.67 sq. ft. Total: 116.31 sq. ft. Location: 50'7" 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. Same as	<ul style="list-style-type: none"> • New Single faced internally illuminated wall display • Use standard aluminum construction with Mathews Satin Acrylic Polyurethane finish, faces use # 7328 white Plex with applied vinyl overlays in red and 1" trim cap. • Paint retainers and returns to match PMS Red #201C • Illuminate with white LEDs
	Proposed Sign on West Elevation 74.64 sq. ft. Location: 49'8" 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.	

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 new proposal will maintain the vertical address sign. The proposal includes options for the proposed signage.

Option 1 includes internally illuminated letters and illuminated box in red with white openings and red vinyl overlays. The sum of the two front façade signage (existing and proposed) is slightly over the permitted square footage.

Option 2 is proposed in two lines in white Plex with red vinyl overlays. Under Option 2, the maximum building identification sign area for the front facade is 116 square feet which is well below allowable sign square footage. However, the sign appears to be oversized for the building surface that is proposed to be installed over it.

As mentioned above, the original sign program included identical type of materials and colors which complemented the newly renovated building. The existing 9033 building identification is made of aluminum letters with openings for white Plex to show through, white paint letters with brushed aluminum returns. At January's meeting, the Commission expressed concerns that the proposed signs are introduce colors for the building identification signs that are in contrast with the existing signs including the building design; however, the applicant noted that the proposed colors are the colors of the University of Southern California.

In reviewing the two options, staff is recommending that Option 2 be considered as preferred "Building Identification Sign" for the building. In addition, staff feels that the height of the proposed signs be reduced to a maximum of 4'6" which is approximately 20% reduction in area, in order to be centered within the building panels at the proposed location. The proposed signage has an overall height of 5'6". In addition, staff recommends that the sign materials be modified to eliminate the red vinyl overlay. Staff suggests that the sign be made of aluminum letters in red painted finish and brushed aluminum returns rather than the vinyl overlay as proposed.

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 conditioned, the building identification signage Option 2 will be well below the maximum allowable area for signage. Although, the proposed color will create a contrast with the building signage and architecture, but it will be composed with high quality materials, therefore it 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. Therefore, the proposed 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.**

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

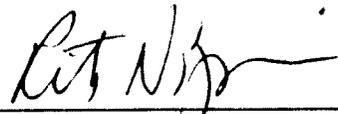
Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the revision to the sign program including the proposed building identification signs subject to the following conditions:

Project Specific Conditions

1. The proposed building identification sign Option 2 is a preferred signage for the building subject to following:
 - The overall height of the proposed signage "Option 2" shall be reduced to maximum of 4 feet six inches in height.
 - The sign letters shall be made of aluminum letters in red painted finish with brushed aluminum returns.

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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Senior Planner