



**STAFF REPORT  
CITY OF BEVERLY HILLS**

**For the Architectural Commission  
Meeting of April 21, 2010**

**TO:** Architectural Commission

**FROM:** Shena Rojemann, Assistant Planner

**SUBJECT: PL 1004730  
9245 Wilshire Boulevard  
Sign Accommodation for Multiple Business Identification Signs**

**PROJECT INFORMATION**

<b>Applicant / Owner</b>	Signtech Electrical Advertising Inc. on behalf of Chase Bank
<b>Address</b>	9245 Wilshire Boulevard
<b>Project Name</b>	Sign Accommodation for business identification signs
<b>Project Type</b>	Signage

**PROJECT DESCRIPTION**

The subject site is an existing commercial bank building on the property bounded by Rexford Drive, Wilshire Boulevard and Maple Drive. This building is included on the City's Historic Resources Inventory. It appears to be eligible for the California Register as an important example of the work of a master designer, Millard Sheets, and as one of the oldest remaining and intact examples of the Home Savings and Loans buildings. The exterior of the building is faced with Roman travertine. The Home Savings and Loan Association's seal, which is on the right of the entrance, was modeled in clay and handmade in ceramic veneer by Gladding, McBean and Co. At the façade, facing Wilshire Boulevard, are two sculptures, "Mother and Daughter", and "Father and Son" by Renzo Fenci.

On April 22, 2009, the Architectural Commission conditionally approved a Sign Accommodation for the Chase Bank at the subject property. This approval included seven styles of signs which include the following:

1. Five (5) parking lot ground signs (2 SF each);
2. Two (2) parking lot/pedestrian directional signs (7.6 SF each);
3. One (1) parking lot 'Do Not Enter' sign (2 SF);
4. Two (2) business identification wall signs located on the building façade facing North Rexford Drive and North Maple Drive (30 SF each);
5. One (1) business identification wall sign along Wilshire Boulevard (63 SF);
6. Two (2) ATM business identification signs (1.2 SF each);
7. Two (2) disabled parking signs (2 SF each).

At the April 22, 2009 meeting the applicant also proposed the following signs which were not approved by the Commission:

8. One(1) custom octagon signage proposed to be located on the Wilshire Boulevard elevation of the building (64 SF); and,
9. One (1) ATM blade sign (2.4 SF).

The applicant is returning to the Commission to again request the custom Octagon Sign along Wilshire Boulevard. The proposed sign would be located on the eastern portion of the façade, approximately 25 feet above the public right-of-way. The sign would be composed of an aluminum frame/return with clear acrylic segmented faces. The sign will be halo lit and will be approximately 65 square feet in area. The Beverly Hills Municipal Code Section 10-4-604(D-2) allows for multiple signs per street frontage not to exceed a maximum of 130 SF, if approved by a Sign Accommodation. With the proposed octagon sign and the previously approved business identification sign, the total area of signage along the Wilshire Boulevard elevation would be 128 square feet.

### **ANALYSIS**

As proposed the custom octagon sign, in conjunction with the existing signage along Wilshire Boulevard is 128 square feet, just under the maximum 130 square feet permitted by Code. Although within the square footage allowed by Code, staff has concerns with the scale and massing of the total signage along Wilshire Boulevard, as well as the visual/aesthetic competition it presents to the internally consist, well thought-out design of this significant building.

### **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.***

Although the proposed signage represents a thoughtful and comprehensive design through the use of quality materials and unifying colors, the Commission may wish to discuss whether the size and massing of the existing wall signage along Wilshire Boulevard (63 SF), in conjunction with the requested custom octagon signage (65 feet), are in good taste and good design and will 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 signage program does 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 signage 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.

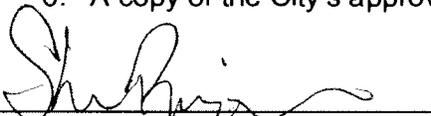
***(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.***

The proposed signage appears to be in conformance with the standards of the Beverly Hills Municipal Code (as is permitted by the granting of a Sign Accommodation) 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 subject to the following condition:

1. Due to the historic nature of the building, the applicant shall patch any surfaces of the building where the signage is/was removed. The surface should be patched in a manner that respects the historic materials of the building. This method of resurfacing shall be demonstrated to staff prior to the work being done.
2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 21, 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.

  
Shena Rojeman, Assistant Planner