



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Architectural Commission
Meeting of June 16, 2010**

TO: Architectural Commission

FROM: Ivy Nguyen, Assistant Planner

SUBJECT: **PL 101 1982 – “CITY NATIONAL BANK”**
8641 Wilshire Boulevard
Sign accommodation for multiple business identification signs

PROJECT INFORMATION

Applicant	Joe Rhodes of Sign Industries, Inc.
Owner	Amir Development Company
Project Address	8641 Wilshire Boulevard
Project Name	CITY NATIONAL BANK
Project Type	Multiple Business Identification Signs along Wilshire Boulevard

PROJECT DESCRIPTION

The project site is located on the north side of Wilshire Boulevard, between North Willaman Drive and North Carson Road. The applicant has proposed multiple business identification signs along Wilshire Boulevard. There are two existing business identification signs previously reviewed and approved by staff in March 2010, and is not under the review by the Commission.

Signage

The proposed sign program contains three business identification signs. Only Sign C requires review by the Commission as a sign accommodation for multiple business signs.

Sign & Location	Maximum Signage Allowed by Code	Proposed Signage	Materials	Sign Accommodation
Sign A. Business Identification Sign (Not under Commission's Review)	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.	33 S.F. "City National Bank" with logo measuring 17'-7" wide, with text 1'-3" tall and logo 2'-6" tall.	Channel letters with black and blue vinyl overlay. White returns.	N/A
Sign B. Business Identification Sign (Not under Commission's Review)	Section 10-4-604(B1a): Signage not to exceed two square	22 S.F. "City National Bank" with logo measuring 8'-2"	Channel letters with black and blue vinyl	N/A

Review)	feet for each one foot of ground floor street frontage for non-primary entrance; up to a max of 30 square feet.	wide, with text 9" tall and logo 2'-9" tall.	overlay. White returns.	
Sign C. Business Identification Sign (Requires Commission Approval)	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.	22 S.F. "City National Bank" with logo measuring 8'-2" wide, with text 9" tall and logo 2'-9" tall.	Channel letters with black and blue vinyl overlay. White returns.	Required for multiple business identification signs

Staff recommends approval of the sign as presented.

PUBLIC NOTICE AND COMMENTS

As required under the Sign Accommodation requirement, notice of the proposed project and public hearing was mailed on May 28, 2010 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 sign program 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 sign program 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 sign program 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 sign program 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.

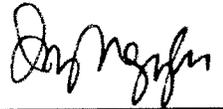
The proposed sign program appears to be in conformance with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

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 conditions:

Standard Conditions

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on June 16, 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