



**STAFF REPORT**  
**CITY OF BEVERLY HILLS**

**For the Architectural Commission  
Meeting of December 15, 2010**

**TO:** Architectural Commission

**FROM:** Ryan Gohlich, Associate Planner

**SUBJECT:** PL 103 6837 - "**TD Ameritrade**"  
9775 Wilshire Boulevard  
Building Identification Sign and Business Identification Sign

**PROJECT INFORMATION**

<b>Applicant/Owner</b>	Joanna Fabijaniak
<b>Address</b>	9775 Wilshire Boulevard
<b>Project Name</b>	TD Ameritrade
<b>Project Type</b>	Building Identification Sign and Business Identification Sign

**PROJECT DESCRIPTION**

The project is located on the north side of Wilshire Boulevard, at the intersection of Wilshire Boulevard and South Santa Monica Boulevard. One of the building tenants, TD Ameritrade, proposes the installation of one building identification sign and one business identification sign. The building identification sign is proposed to face the Wilshire Boulevard and South Santa Monica Boulevard intersection, be located at the top of the building, and total 83 square feet. The business identification sign is proposed to be located along Wilshire Boulevard, and total 11 square feet. Both signs would be constructed of metal reverse channel letters, and the building identification sign would be halo lit.

Details of the proposed signage is as follows:

<b>Building Identification Sign</b>		<b>Business Identification Sign</b>	
Proposed	Allowed	Proposed	Allowed
83 Square Feet 4'5" x 4'11½" + 23'3¾" x 2'7"	149 Square Feet	11 Square Feet 10'10 13/16	80 Square Feet
Aluminum Reverse Channel Letters - Green in Color	N/A	Stainless Steel Reverse Channel Letters - Natural Finish	N/A
Halo Lit	N/A	Non-Illuminated	N/A

**ANALYSIS**

The proposed signage is consistent with the materials, size and placement of current and previous signs at the subject property, and does not attempt to maximize the total potential sign area permitted under the Municipal Code. The design is simple and sleek, uses metal rather than acrylic letter faces, and will be a harmonious addition to the commercial corridor along Wilshire Boulevard.

**CRITERIA**

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may 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 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 materials, size and placement of the proposed signage is consistent with that of current and previous signage at the subject property, and will be helpful in updating the building's image and tenant information. The proposed update would be attractive and in keeping with the City's policies.

The plans for the proposed signage are in conformity with good taste and design, and generally 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 replacement will have no impact on structural elements of the building, and as such, the finding is not applicable to this proposal.

***(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 materials appear 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 plan is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

## **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 proposed signage as presented, subject to the following standard conditions:

## STANDARD CONDITIONS

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on December 15, 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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Ryan Gohlich, Associate Planner