



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of April 27, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: REAL D
100 North Crescent Drive
Request for approval of new building identification signs and alterations to an existing monument sign
PL 110 4985

PROJECT INFORMATION

Applicant	Anne Blankman
Address	100 North Crescent Drive
Project Name	Real D
Project Type	<ul style="list-style-type: none">• Building ID signs• Monument sign

PROJECT DESCRIPTION

The project site is located on the east side of the 100 block of North Crescent Drive, at the northeast corner of the intersection of Wilshire Boulevard and North Crescent Drive. The applicant is requesting the approval of two new building identification signs and a new monument sign on the existing monument. The following signs are proposed:

Building Identification signs:

- One building identification sign is proposed along the south elevation facing Wilshire Boulevard. The sign would be a total of 90.48 square feet in area. Pursuant to Beverly Hills Municipal Code §10-4-605 a building identification sign shall not exceed 2% of the vertical surface area of the side of the building on which his it placed¹. The maximum area allowed for a building identification sign on the south elevation of the building would be 152.95 square feet. This sign would be contain pan channel letters and business logo. The face of the sign would be white acrylic with painted perforated film applied. The letter, trim cap and film would be painted blue. The sign would contain internal LED lighting. The applicant is proposing the internal illumination contain interchangeable color combinations for holidays, seasons and other events (see sheet 07 in the plans).

¹ Vertical surface of the south (Wilshire) building elevation is 7,647.5 square feet. 2% x 7,647.5 = 152.95 square feet is maximum area permitted.

The color combinations would be visible only at night and the daytime color of the sign would be blue.

- One building identification sign is proposed along the west elevation facing North Crescent Drive. The sign would be a total of 90.48 square feet in area. Pursuant to Beverly Hills Municipal Code §10-4-605 a building identification sign shall not exceed 2% of the vertical surface area of the side of the building on which his it placed². The maximum area allowed for a building identification sign on the south elevation of the building would be 211.9 square feet. This sign would be contain pan channel letters and business logo. The face of the sign would be white acrylic with painted perforated film applied. The letter, trim cap and film would be painted blue. The sign would contain internal LED lighting. The applicant is proposing the internal illumination contain interchangeable color combinations for holidays, seasons and other events (see sheet 07 in the plans). The color combinations would be visible only at night and the daytime color of the sign would be blue.

BUILDING IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	<p>Vertical surface of the <u>Wilshire elevation</u> is 7,647.5 square feet. 2% x 7,647.5 = <u>152.95 square feet maximum area permitted.</u></p> <p>Wilshire Elevation: One sign on each building elevation facing a public street, not to exceed 2% of the vertical surface area of the side of the building on which the sign is placed:</p>	1 sign, 90.48 SF
	<p>Vertical surface of the <u>Crescent Dr</u> elevation is 10,599.84 square feet. 2% x 10,599.84 = <u>211.9 square feet maximum area permitted.</u></p> <p>North Crescent Elevation: One sign on each building elevation facing a public street, not to exceed 2% of the vertical surface area of the side of the building on which the sign is placed:</p>	1 sign, 90.48 SF

Monument Sign:

- One new sign is proposed on the existing monument which located at the corner of North Crescent Drive and Wilshire Boulevard. The applicant is requesting to modify the existing monument to include the “Real D” business name and logo along the top of the monument. This modification would increase the height of the monument by 4”, from 4’-11” to 5’-3” (measured from the top of the wall above which the monument current sits – see sheet 3). This sign would be composed of brushed aluminum anodized blue letters

² Vertical surface of the west (Crescent) building elevation is 10,599.84 square feet. 2% x 10,599.84 = 211.9 square feet is maximum area permitted.

and logo. Pursuant to BHMC §10-4-610 monument signs shall be restricted to a maximum of 20'-0" in height (including supporting elements) and the total signage on the monument sign shall not exceed 55 SF in area. As proposed the monument would be 8'-5" in height including the support elements and would contain a total of 27.6 square feet of signage (includes other tenant signage also).

BUSINESS IDENTIFICATION SIGNS		
Type of Sign	Permitted by Code	Proposed
Monument Sign	One monument not to exceed 20'-0" in height nor 55 square feet of signage (may be a combination of multiple tenant signs)	1 monument sign, 8'-5" in height containing 27.6 square feet of signage.

A material board will be presented at the meeting.

ANALYSIS

The proposed signs are intended to update the appearance of the building facade. The proposed design utilizes high quality materials that are modern in style and shall be cohesive with the facades found along Wilshire Boulevard and North Crescent Drive. The Commission may wish to discuss the request for interchangeable color combinations in the building identification signs.

ARCHITECTURAL 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 proposed sign have a clean, classy finish. The design appears in keeping with the quality of nearby shops and other businesses. The proposed signs appear to be in conformity with good taste and good design and in general 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 modify any existing barriers to external or internal noise and is not 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 materials proposed for the project does not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or 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.

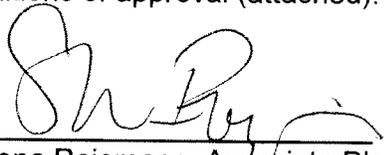
The proposed project design is in conformity with the prevailing uses in the general area. Furthermore, the overall composition and design of the sign would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with 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 signage is in conformity 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 analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the standard conditions of approval (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 27, 2011.
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.