



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of July 20, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: WORKOUT WORLD
9030 Wilshire Boulevard
Request for approval of business identification signs.
PL 111 0483

PROJECT INFORMATION

| | |
|---------------------|-------------------------------|
| Applicant | Bill Clark (Loren Signs) |
| Address | 9030 Wilshire Boulevard |
| Project Name | Workout World |
| Project Type | Business Identification Signs |

PROJECT DESCRIPTION

The project is located on the southwest corner of the intersection of Wilshire Boulevard and South Wetherly Drive. The applicant, Workout World, is requesting the approval of two business identification signs. The following signs are proposed:

- Along the Wilshire Boulevard elevation one business identification sign is proposed. This sign would read 'Workout World The Fitness Equipment Specialists'. This sign would be composed of a red backing panel, reverse channel logo letters with LED illumination, a vinyl graphic logo and flat cut out secondary lettering. The sign would be approximately 2'-3" in height by 11'-6" in length. The total area of the sign would be approximately 26.5 square feet.
- Along the South Wetherly Drive elevation one business identification sign is proposed. This sign would read 'Workout World The Fitness Equipment Specialists'. This sign would be composed of a red backing panel, reverse channel logo letters with LED illumination, a vinyl graphic logo and flat cut out secondary lettering. The sign would be approximately 2'-3" in height by 11'-6" in length. The total area of the sign would be approximately 26.5 square feet.

| BUSINESS IDENTIFICATION SIGNS | | |
|--------------------------------------|---|------------------|
| Type of Sign | Permitted by Code | Proposed |
| Business ID Signage | Wilshire Boulevard: 1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 100 SF) (Tenant linear street frontage = 45 feet, Maximum area of signage = 90 SF) | 1 sign = 26.5 SF |
| | South Wetherly Drive: 1 sign – maximum 2 SF for each linear foot of street frontage occupied by the tenant (never to exceed 30 SF) (Tenant linear street frontage = 110 feet, Maximum area of signage = 30 SF) | 1 sign = 26.5 SF |

ANALYSIS

The proposed signage is intended to provide visibility of the business for customers. As proposed the design is clean, however the Commission may wish to discuss the color of the signage and the quality of the proposed materials.

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 signage is intended to create a clean finish; however the design doesn't appear to be in keeping with the quality of signage on other buildings in the area. As such, the proposed elements do not appear to be 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.

(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 does 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 proposed signage appears to be inferior in quality and therefore could potential 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.

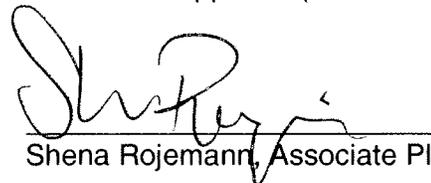
The proposed signage is in conformity with the prevailing uses in the general area, however, the overall composition and design does not appear to be in harmony with the quality of other signage in the area.

(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 (see Exhibit A).


Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

EXHIBIT A
Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on July 20, 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 shall 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.