



Architectural Commission Report

Meeting Date: Wednesday, October 19, 2011
(Continued from the AC meeting on September 21, 2011)

Subject: **MGM**
245 North Beverly Drive
Request for approval of a business identification sign, a parking directional sign and a sign accommodation for building identification signs. (PL 112 3026)

Project applicant: Shirley Spinelli, t:s:p project management

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

This project was previously approved at the Architectural Commission (AC) meeting on September 21, 2011. At that meeting, the AC granted conditional approvals for the business identification sign and the parking directional sign (see Attachment A). The Commission then directed that the building identification signs be returned to the AC meeting on October 19, 2011. It was also requested that staff provide comparable data for building identification signs that have been recently approved in the city. Staff has included this comparable data in Attachment B.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

The sign accommodation request for this project requires mailed public notice within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed Monday, September 12, 2011. Since this project was continued to a date certain, no additional notification was required for the October meeting. To date staff has not received and comments in regards to the submitted project.

Attachment(s):

- A. Commission's action at the meeting of September 21, 2011
- B. Comparable Building ID Signs
- C. Detailed design description and materials (applicant prepared)
- D. Approval Resolution
- E. Design Plans, Cut Sheets & Supporting Documents

Report Author and Contact Information:

Shena Rojemann, Associate Planner
(310) 285-1192
srojemann@beverlyhills.org