



# Architectural Commission Report

**Meeting Date:** Wednesday, February 20, 2013

**Subject:** **GUIDELINES FOR STAFF-LEVEL SIGN APPROVALS**  
Request for review and comment by the Commission on the establishment of guidelines for staff-level business identification signage approvals.

**Recommendation:** Conduct public hearing and provide comments to staff.

## REPORT SUMMARY

Staff is requesting the Commission provide comments regarding the establishment of guidelines for staff-level business identification signage approvals beyond what is currently approved by staff. Staff will then return to the Commission with final guidelines for staff-level business identification sign approvals and an accompanying resolution for adoption by the Commission. It is intended that these guidelines will allow the introduction of additional streamlining of approvals to further augment the Commission's recent sign sub-committee initiative which has proved very effective in expediting sign approvals by the sub-committee without applicants having to return to the full Commission.

## BACKGROUND

The current policy is for staff to approve business identification signage which is less than or equal to 20 SF whenever appropriate. This does not prevent staff from referring signs below 20 SF to Commission for consideration whenever staff is uncomfortable about any aspects of the proposed design. However, it does seem that there are other occasions when staff level approval could be warranted to streamline approvals, especially when the proposed business identification signage is tasteful, balanced and compatible with the architecture of the host building façade.

## DISCUSSION

Staff is requesting the Commission review and discuss the following guideline suggestions for staff-level business identification signage approvals which are not part of a larger Commission level project, or which require a sign accommodation by the commission:

- Signs areas of maximum 1 square ft. of signage for every 1 linear foot of ground floor street frontage, (1:1 frontage ratio) to a maximum area of 50 SF.
- Primary text up to 24 inches high and any second row of text not exceeding 9" high.
- Logos up to 24" high.
- Business identification signage located on windows.
- Internal promotional signage.
- Signs forming part of a pre-approved Commission sign program.
- Construction signs and temporary construction barricade signage and murals.
- Awning signage non-illuminated, one horizontal line of letters and symbols not to exceed 7".
- Multiple tenant identification signs.
- Courtyard Signs.

Attachment:

- A. Business Identification Signage Requirements and Development Standards.

Report Author and Contact Information:

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## Design Review Commission Report

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- Attraction and menu boards.
- Mobile pushcarts and umbrella signs.

### **PUBLIC OUTREACH AND NOTIFICATION**

Public notification was not required for this agenda item.

### **RECOMMENDATIONS**

That the Commission reviews this staff report and provide comments and direction for staff.

### **NEXT STEPS**

Once the Architectural Commission have deliberated and have provided comments and direction, staff will return to the Commission with final guidelines for staff-level business identification sign approvals and an accompanying resolution for adoption by the Commission.

Report Reviewed By:

A handwritten signature in black ink, appearing to read "William R. Crouch", written over a horizontal line.

William R. Crouch AIA, AICP  
Urban Designer



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**Attached A:**

Business Identification Signage Requirements and Development Standards.



**CITY OF BEVERLY HILLS**  
 COMMUNITY DEVELOPMENT DEPARTMENT  
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**BUSINESS IDENTIFICATION SIGNAGE REQUIREMENTS AND DEVELOPMENT STANDARDS\***

The information provided below should be used as a guide for review and approval of signs throughout the city. If the signage proposed does not comply with the standards set forth, please contact City staff, listed below, to discuss the potential for sign accommodations for alternative configurations and process requirements. Note that any alternatives may require review by the Architectural Commission.

<b>Staff Contacts</b>	<b>William Crouch</b> Urban Designer 310-285-1116 wcrouch@beverlyhills.org	<b>Cindy Gordon</b> Assistant Planner 310-285-1191 cgordon@beverlyhills.org
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<b>BEVERLY HILLS MUNICIPAL CODE, BUSINESS IDENTIFICATION SIGN REQUIREMENTS</b>	
<b>Ground Floor Tenants</b>	
Size	<ul style="list-style-type: none"> <li>Primary entry elevation – 2 SF of signage per linear foot of ground floor street frontage occupied by the business (maximum 100 SF).</li> <li>Non-entry elevation (corner properties) - 2 SF of signage per linear foot of ground floor street frontage occupied by the business (maximum of 30 SF).</li> </ul>
Quantity	<ul style="list-style-type: none"> <li>One business identification sign per ground floor street frontage occupied by the business.</li> <li>For each 50 feet of ground floor street frontage, or portion thereof, one 5 SF business identification sign may also be permitted.</li> </ul>
Location	<ul style="list-style-type: none"> <li>Sides of the building directly fronting on a public street (parallel to the street).</li> <li>Adjacent to the entry (parallel to the street).</li> <li>Not located more than 25' above grade.</li> </ul>
<b>Non-Ground Floor Tenants</b>	
Size	<ul style="list-style-type: none"> <li>6 SF maximum (to be shared by <i>all</i> non-ground floor tenants requiring signage).</li> </ul>
Location	<ul style="list-style-type: none"> <li>Adjacent to the ground floor entrance.</li> </ul>
<b>Courtyard Tenants</b> <i>(Main public entrance fronting on a courtyard)</i>	
Size	<ul style="list-style-type: none"> <li>1 SF of signage per linear foot of store frontage (maximum of 8 SF).</li> </ul>
<b>Construction Barricades</b>	
Size	<ul style="list-style-type: none"> <li>Max 62 SF of signage for future tenant space, including 2 SF at each end of barricade for business identification signage.</li> <li>Max 12 SF of signage if business remains open during construction.</li> </ul>
Configuration	<ul style="list-style-type: none"> <li>No limit on size for murals.</li> </ul>

\* The content in this document is for reference use only and should not be considered a complete summary of the Beverly Hills Municipal Code. There may be additional guidelines within the BHMC that are not outlined in this document. If you have additional questions, please contact City staff.



**BUSINESS IDENTIFICATION SIGNAGE REQUIREMENTS AND DEVELOPMENT STANDARDS\***

ARCHITECTURAL REVIEW	
<p><i>Note: All signs in the City of Beverly Hills are subject to architectural review. Generally, signs that are 20 SF or less in size and proportional to the storefront, may be approved at the staff-level. However, even if the sign fits within the parameters generally accepted for staff-level architectural review, it may be referred to the Architectural Commission if it is not appropriately sized and located in relation to the façade.</i></p>	
<b>Acceptable Materials</b>	<ul style="list-style-type: none"> <li>Metal, aluminum, or stainless steel</li> <li>Acrylic</li> <li>Paint (i.e., directly on a building)</li> <li><i>Not acceptable: Styrofoam or similar materials</i></li> </ul>
<b>Acceptable Illumination</b>	<ul style="list-style-type: none"> <li>Reverse channel halo lighting</li> <li>Individually illuminated channel letters</li> <li>Spot lighting (such lighting may only be directed toward the sign)</li> </ul>
<b>Acceptable Connections</b>	<ul style="list-style-type: none"> <li>Pin-mounted or similar connections (i.e., screws, anchors, etc.)</li> <li>Painted (i.e., directly on a building)</li> <li><i>Not acceptable: Glued signs, inappropriate raceways, exposed conduit and /or junction boxes, surface mounted cabinet signs, or similar</i></li> </ul>

ARCHITECTURAL COMMISSION REVIEW	
<p>The following sign types and configurations are “triggers” for review by the Architectural Commission. Please consult with City staff if the proposed signage is within one of the following:</p>	
<ul style="list-style-type: none"> <li>Multiple business identification signs (other than what is permitted for ground floor tenants)</li> <li>Monument / pole / ground signs</li> <li>Building identification signs</li> <li>Business identification signs greater than 20 SF</li> <li>Neon signs</li> <li>Banners</li> </ul>	<ul style="list-style-type: none"> <li>Signs facing private property, an alley, or a courtyard</li> <li>Multi-colored signs (more than three colors, or gradations of color, not including black and white)</li> <li>Murals</li> <li>Construction barricade graphics</li> <li>Blade signs</li> </ul>

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