



Architectural Commission Report

Meeting Date: Wednesday, March 20, 2013

Subject: **UPPER LIMIT REVIEW THRESHOLDS FOR STAFF LEVEL ADMINISTRATIVE APPROVAL OF SIGNAGE**

Adoption of Resolution concurring with the Director's upper limit review thresholds for staff level administrative approval of signage permits.

Recommendation: Adoption of Resolution.

REPORT SUMMARY

Following review and comment of a staff report by the Commission at the meeting of February 20, 2013, staff is now returning with a Resolution concurring with the Director's upper limit threshold guidelines for administrative approval of signage permits.

It is intended that these upper limit review thresholds will allow 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

Section 10-3-3007 of the Beverly Hills Municipal Code requires that no sign shall be erected, constructed, altered, or remodeled unless the Architectural Commission has first reviewed and approved such sign; provided however, that if in the opinion of the Director, the approval of an application for a minor or insignificant permit does not defeat the purposes and objectives of the Beverly Hills Municipal Code, the official may grant the approval without submitting the matter to the Architectural Commission for its approval.

Absent other extenuating circumstances, the Director generally is of the opinion that permits for signs less than 50 square feet, and certain other signs more particularly described below, are considered "minor or insignificant permit[s]" within the meaning of the Beverly Hills Municipal Code, and do not require the review of the Architectural Commission for its approval.

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 the Director and staff from referring signs below 20 SF to the Commission for consideration whenever the Director is uncomfortable about any aspects of the proposed design.

However, it does seem that there are occasions when staff level approval could be warranted to further streamline approvals, especially when the proposed signage is tasteful, balanced and compatible with the architecture of the host building façade.



Design Review Commission Report

455 North Rexford Drive
AC Meeting – March 20, 2013

DISCUSSION

Following review and comment of a staff report by the Commission at the meeting of February 20, 2013, the Commission indicated general consensus with the Director's upper limit thresholds for administrative approval of signage permits, which are not part of a larger Commission level project, or which require a sign accommodation by the Commission, and provided, that no sign listed below shall exceed 50 square feet:

- a. Signs areas of a maximum of 1 square foot of signage for every 1 linear foot of ground floor street frontage (1:1 frontage ratio);
- b. Signs containing primary text up to 24 inches high and any second row of text not exceeding 9" high;
- c. Signs containing logos up to 24" high;
- d. Business identification signage located on windows;
- e. Internal promotional signage;
- f. Signs forming part of a pre-approved Commission sign program;
- g. Non-illuminated awning signage containing no more than one horizontal line of letters and symbols not exceeding 7 inches in height;
- h. Multiple tenant identification signs;
- i. Courtyard Signs;
- j. Attraction and menu boards; or
- k. Mobile pushcarts and umbrella signs.

RECOMMENDATIONS

That the Commission adopt a resolution concurring with the Director's upper limit review thresholds for staff level administrative approval of signage permits.

Report Reviewed By:

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

William R. Crouch AIA, AICP
Urban Designer

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF
BEVERLY HILLS CONCURRING WITH UPPER LIMIT REVIEW THRESHOLDS FOR
STAFF LEVEL ADMINISTRATIVE APPROVAL OF SIGNAGE PERMITS

WHEREAS, Section 10-3-3007 of the Beverly Hills Municipal Code requires that no sign shall be erected, constructed, altered, or remodeled unless the Architectural Commission has first reviewed and approved such sign; provided however, that if in the opinion of the Director, the approval of an application for a minor or insignificant permit does not defeat the purposes and objectives of the Beverly Hills Municipal Code, the official may grant the approval without submitting the matter to the Architectural Commission for its approval.

WHEREAS, absent other extenuating circumstances, the Director generally is of the opinion that permits for signs less than 50 square feet, and certain other signs more particularly described below, are considered “minor or insignificant permit[s]” within the meaning of the Beverly Hills Municipal Code, and do not require the review of the Architectural Commission for its approval.

NOW, THEREFORE, the Architectural Commission of the City of Beverly Hills does hereby find, determine and resolve as follows:

Section 1. The Architectural Commission is in concurrence with the Director that permits for the following types of signs are considered “minor or insignificant permits” within the meaning of the Beverly Hills Municipal Code, such that review by the Architectural Commission is not needed and administrative approval by staff is sufficient; provided, however, that no sign listed below shall exceed 50 square feet:

- a. Signs areas of a maximum of 1 square foot of signage for every 1 linear foot of ground floor street frontage (1:1 frontage ratio);
- b. Signs containing primary text up to 24 inches high and any second row of text not exceeding 9” high;
- c. Signs containing logos up to 24” high;

- d. Business identification signage located on windows;
- e. Internal promotional signage;
- f. Signs forming part of a pre-approved Commission sign program;
- g. Non-illuminated awning signage containing no more than one horizontal

line of letters and symbols not exceeding 7 inches in height;

- h. Multiple tenant identification signs;
- i. Courtyard Signs;
- j. Attraction and menu boards; or
- k. Mobile pushcarts and umbrella signs.

Section 2. Notwithstanding Section 1 of this Resolution, if in the opinion of the Director, an application for a permit for signage requires review and approval by the Architectural Commission, the Architectural Commission shall review such permit application prior to its approval or denial of such permit.

Section 3. The Architectural Commission conducted a duly noticed public hearing on March 20, 2013 at which time oral and documentary evidence was received concerning the matter of staff level administrative review thresholds for signage permits.

Section 4. Based upon the evidence presented at the hearing, including the staff report, oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The upper limit review thresholds for staff level administrative approval of signage will promote 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 upper limit review thresholds for administrative approval of signage is compliant with the Beverly Hills Municipal Code, all applicable building and planning codes, City standards and other applicable laws.

C. Proposed upper limit review thresholds for administrative approval of signage will promote exterior design and appearance of signage, which is not of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.

D. The upper limit review thresholds for administrative approval of signage is in harmony with the applicable goals and policies set forth in the General Plan for the City of Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

Section 5. The administrative staff level review thresholds for signage permits described above have been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The Architectural Commission hereby determines that the proposed administrative staff level review thresholds are exempt from CEQA review requirements pursuant to Section 15061(b)(3) of Title 14 of the California Code of Regulations in that it can be seen with certainty that the proposed administrative staff level review thresholds will not have a negative effect to the environment.

Section 6. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Section 7. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the Community Development Department.

Approved as to Form and Content:

Adopted: March 20, 2013

Commission Secretary

Zale Richard Rubins, Chairperson
Architectural Commission