



SIGNS

Administrative Review (These items can be approved over-the-counter)	
Types	Location
<ul style="list-style-type: none"> • Business Identification Signs <ul style="list-style-type: none"> ○ Wall signs ○ Window signs • Awning • Construction Barricade signs with no graphics/ mural • Signs that have previously received Architectural Commission approval or consistent with a previously approved sign program. 	<ul style="list-style-type: none"> • Facing public street • 25 feet or less above grade - 8 feet above grade if sign projects more than 1-inch from surface • Parallel to the store front • Centered on wall or window surface (excluding ancillary 5 square foot sign)
Material	Connection/Fabrication:
<ul style="list-style-type: none"> • Metal, aluminum, or stainless steel • Acrylic • Wood • Vinyl (window and awning signs only) 	<ul style="list-style-type: none"> • Pin-mounted • Reverse channel letters • Halo illuminated signs • Internally illuminated channel letters <p><i>Note: No cabinet or raceway signs may be approved administratively</i></p>
Size	
<ul style="list-style-type: none"> • Maximum 25 square feet (area), but no more than a 1:1 ratio (sign to tenant street frontage). • 12 inches in height for copy (letters) • 18 inches for logos • One ancillary sign not to exceed 5 square feet for business name, hours, address, etc. • Corner Properties Only: One sign on the non-entry frontage (15 square feet in area – must comply with other provisions above) • Awning Signs Only: Not to exceed 7 inches in height on valance • Construction Barricades: Maximum area 12 square feet, parallel to street; additional 2 square on each return (perpendicular to street); REQUIRED: 2' x 3' sign area reserved on barricade returns for tenants immediately adjacent to barricade. • Non-Ground Floor Tenant Signs: a single 6 square foot directory sign located adjacent to the first floor entrance (does not count toward 25 square foot area limitation above) • Courtyard Tenants: Each tenant permitted a sign that is no more than a 1:1 ratio (sign to tenant frontage), not to exceed 8 square feet, and located at the tenant entrance from the courtyard. 	

Required for Administrative Review (provided by applicant)
<ul style="list-style-type: none"> • Photo of the existing storefront, or elevations, with the proposed signage superimposed and to scale • Site plan showing property line, building footprint, and location(s) of proposed signs • Include property address, business name, and property owner's information on the plans • Completed "City of Beverly Hills Architectural Review Application" (1 page) with property owner's signature or letter of authorization • Sign details including: type of letters, colors and materials, illumination method, connection details, dimensions of letters and overall sign, precise location upon façade (including spacing dimensions from sign to other architectural elements, left and right, top and bottom) • Calculations for all proposed signs individually and in total: square footage of each sign to be measured by drawing the smallest possible rectangle around the sign

Architectural Commission Review (not eligible for Administrative Review)
<ul style="list-style-type: none"> • Multiple business identification signs (other than what is permitted for ground floor tenants) • Monument/ pole/ ground signs • Building identification signs • Business identification signs greater than 25 square feet • Neon signs • Banners • Signs facing private property and/or an alley • Courtyard signs exceeding 8 square feet • Multi-colored signs (more than three colors, or gradations of color, not including black and white) • Murals • Construction barricade graphics • Blade/projecting signs

* 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.