



**STAFF REPORT  
CITY OF BEVERLY HILLS**

**For the Architectural Commission  
Meeting of October 20, 2010**

**TO:** Architectural Commission  
**FROM:** Shena Rojemann, Assistant Planner  
**SUBJECT:** **PL1919129 - XANDROS RESTAURANT**  
**50 North La Cienega Boulevard**  
Building Identification Signs

**PROJECT INFORMATION**

<b>Applicant / Owner</b>	Perry Cohan
<b>Address</b>	50 North La Cienega
<b>Project Name</b>	Restaurant Façade Remodel
<b>Project Type</b>	Signage

**PROJECT DESCRIPTION**

On June 17, 2009 the Architectural Commission reviewed and conditionally approved a request for a façade remodel associated with a new restaurant at 50 North La Cienega Boulevard (see Exhibit A). The conditions of the Commission's approval were as follows:

<b>Architectural Commission Conditions of Approval July 21, 2010</b>	<b>Applicant's Response</b>
<ol style="list-style-type: none"><li>1. The torches on the plans shall be removed.</li><li>2. The signs and lighting plan shall be returned to the Architectural Commission.</li></ol>	<ol style="list-style-type: none"><li>1. The torches have been removed.</li><li>2. The applicant is returning today with the proposed signs for the Commission's review.</li></ol>

The applicant is proposing two business identification signs. The first sign would be located in an existing planter along North La Cienega Boulevard. Pursuant to Beverly Hills Municipal Code Section 10-4-604 (B) a ground floor business is permitted two (2) square feet of signage for each linear foot (1 foot) of ground floor street frontage, however shall not exceed one-hundred (100) square feet in area. The subject space contains approximately eighty two (82) feet of ground floor street frontage resulting in a maximum of one-hundred (100) square feet of signage permitted per Code. As proposed, the sign would be 13.5 square feet in area,

substantially less than the maximum permitted by Code. This sign would be composed of individually cut aluminum letters painted brown.

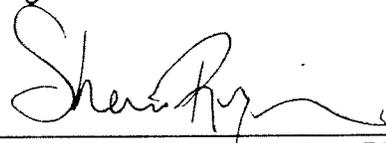
In addition to the signage permitted by BHMC Section 10-4-604 (B), the Code permits one additional business identification sign not to exceed five (5) square feet. The applicant is proposing a second sign which would be a total of five (5) square feet in area and would be located adjacent to the entry of the restaurant. This sign will also be composed of a one inch aluminum plate with engraved letters.

### **ANALYSIS**

As proposed, the signs offer a modern appearance with a clean finish which is consistent with the architectural style of the building. The use of high quality materials and modern styling add a unique touch to the proposal and would complement the existing facade. The Commission may wish to discuss the new awning color (see plans), which was included in the project proposed and approved on June 17, 2009.

### **RECOMMENDATION**

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission approve the proposed signage.

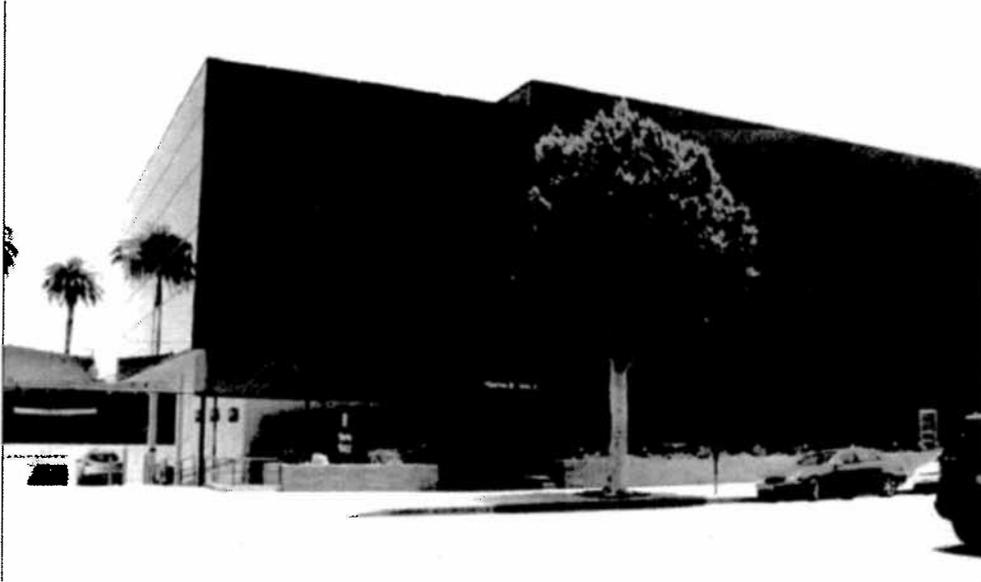


Shena Rojemann, Associate Planner

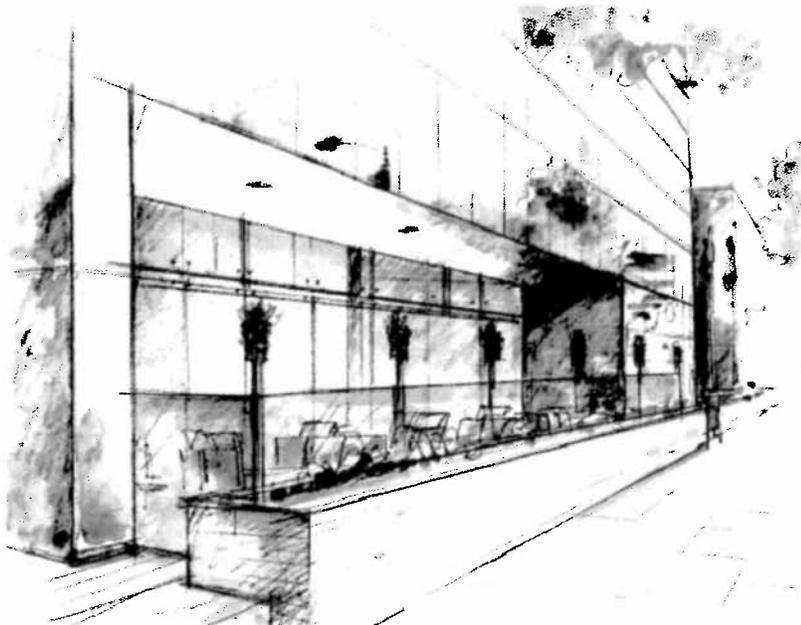
### **Attachments:**

- Exhibit A – Existing Building and Previously Approved Project
- Exhibit B – Standard Conditions of Approval

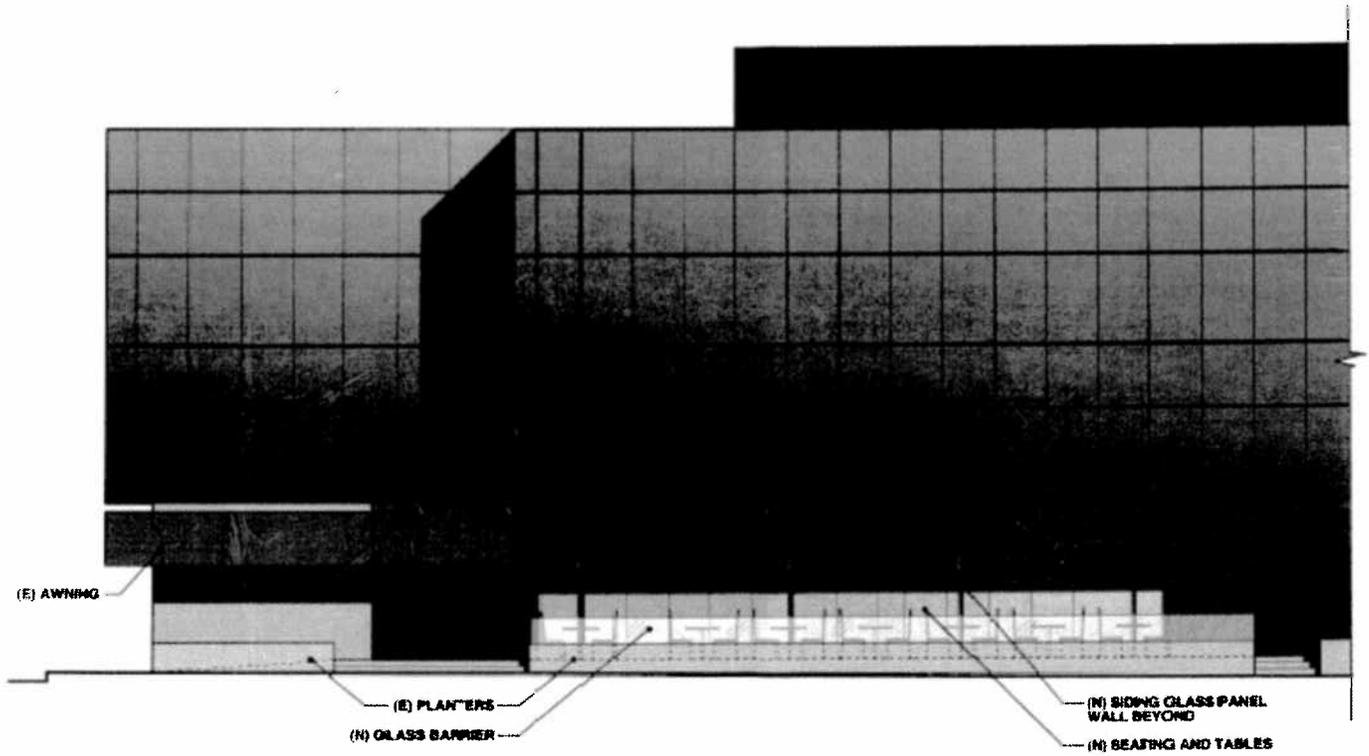
**EXHIBIT A**  
Existing Building and  
Previously Approved Project



Building prior to Architectural Commission approval on June 17, 2009.



Approved rendering of outdoor dining on June 17, 2009.



Approved elevation June 17, 2009.

**EXHIBIT B**  
Standard Conditions of Approval

1. Final signage plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on October 20, 2010.
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 may 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.