



STAFF REPORT
CITY OF BEVERLY HILLS

**For the Architectural Commission
Meeting of March 16, 2011**

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: CORNEA EYE INSTITUTE
50 North La Cienega Boulevard
Building identification sign
PL 110 1019

PROJECT INFORMATION

Applicant	Dr. Yaron Rabinowitz
Address	50 N. La Cienega
Project Name	Cornea Eye Institute
Project Type	• Building ID Sign

PROJECT DESCRIPTION

The Project site is located on the east side of North La Cienega Boulevard, between Clifton Way and Wilshire Boulevard. The site is developed with a 3-story, approximately 75,500 square foot commercial building which contains a combination of medical offices, commercial offices and restaurant space. The applicant is proposing a building identification sign along the North La Cienega Boulevard elevation. The following sign details are proposed:

The applicant is requesting one building identification sign along the front elevation of the building. Pursuant to the Beverly Hills Municipal Code §10-4-605, the maximum area allowed for a building identification sign on a building façade shall not exceed 2% of the vertical surface area of the elevation of the building on which it is placed. The proposed sign would be a window sign routed from ½" sintra. The façade of the sign would contain a burshed silver laminate and the sides of the letters would be painted black. No illumination is proposed. The sign is proposed to also included a web address which would read "lasik-eye.com". Pursuant to Beverly Hills Municipal Code Section §10-4-605 building identification signs area limited to containing the business logo and business name only. As conditioned, the web address shall be removed.

BUILDING IDENTIFICATION SIGN		
Type of Sign	Permitted by Code	Proposed
Building ID Signage	<p>1 sign on each elevation with street frontage, not to exceed 2% of the vertical surface area of the building elevation on which is placed.</p> <p>(surface area of building elevation = 13,860 SF. 2% x 13,860 = 277.2 SF max permitted)</p>	<p>78 SF</p> <p>(1 sign consisting of the logo and business name)</p>

ANALYSIS

The proposed sign is intended to update the appearance of the existing building and add architectural details of the building. The use of high quality materials and modern style shall be cohesive other signage along North La Cienega Boulevard. The proposed design offers a clean finish and is consistent in quality with the other signs in the area.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration of the following criteria:

- (a) The plan for the proposed building or structure is in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.***

The proposed signs has clean finish. The materials proposed are of a good quality. The proposed sign is simplistic in design. The design appears in keeping with (and in some cases superior to) the quality of nearby shops and other businesses. The proposed sign appears to be in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

- (b) The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.***

The installation of new signage does not appear to modify any existing barriers to external or internal noise and is not anticipated to make the environment less favorable.

- (c) The proposed building is not in its exterior design and appearance of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.***

The materials proposed for the new signage do not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or value.

- (d) The proposed building or structure is in harmony with the proposed developments on land in the General area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.***

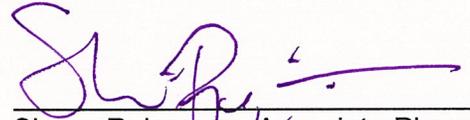
The proposed signage is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade and signage would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

Subject to review of the final construction documents, the proposed façade remodel and new signage are in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws insofar as the location and appearance of the buildings and structures involved.

RECOMMENDATION

Based on the foregoing analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the proposed conditions of approval (attached).



Shena Rojemann, Associate Planner

Attachments

Exhibit A – Proposed Conditions of Approval

EXHIBIT A
Proposed Conditions of Approval

1. The web address shall be removed from the business identification sign as it is not permitted pursuant to Beverly Hills Municipal Code §10-4-605.
2. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on March 16, 2011.
3. 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.)
4. 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 shall be required to be restored to match the City approved plans.
5. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.
6. A copy of the City's approval letter shall be scanned onto the final plans.