



Architectural Commission Report

Meeting Date: Wednesday, February 15, 2012
(Continued from the AC meeting on December 14, 2011)

Subject: **PATEK PHILIPPE / ROLEX**
360 North Rodeo Drive
Request for approval of a façade remodel and sign accommodation for multiple business identification signs. (PL 1131284)

Project applicant: Tom Blumenthal, Geary's

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

This project was previously reviewed by the Architectural Commission on December 14, 2011. The Commission provided the applicant with comments regarding the façade remodel and directed that the project be returned for restudy. The Commission's primary concern was the lack of unique identity for each storefront and that the design needed to be further refined to achieve a unique identity for each. The applicant has provided a narrative that identifies the proposed changes to the façade and provides a response to the Commission's concerns (Attachment A). The applicant is now proposing two storefront options for the Commission to review, identified as Option 1 and Option 2 in the plan set. Option 1 maintains the original design with the exterior mullions protruding from the Patek Philippe storefront. Option 2 includes an awning that runs the full length of the Patek Philippe storefront; the awning color will be beige to match the existing limestone finish of the façade.

ZONING CODE COMPLIANCE

Applications for architectural review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

The project does not require public notification as it was continued from a previous hearing; however, a public notice was sent to all property owners and residential occupants within 100' of the project site.

Attachment(s):

- A. Commission's comments at the December 14th, 2011 meeting (Applicant response)
- B. Staff Report from the December 14th, 2011 meeting
- C. Design Plans, Cut Sheets & Supporting Documents
- D. Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached A:

Commission's comments at the
December 14th, 2011 meeting
(Applicant response)

ARCHITECTURE REVIEW BOARD DRAWING NARRATIVE

The ARB requested each store to have a unique identity and the façade design to be further refined. One suggestion was adding an awning at Patek Philippe in order to clearly define the two stores. Below are two options we developed:

Option One - Keep the original design but the exterior mullions of Patek Philippe will be protruded out to give contrast from Rolex store.

Option Two – Propose the awning to go on the entire length of Patek Philippe storefront. The awning will match the existing limestone finish.

Please review the drawings.

Thank you,

Jennifer Cho



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached B:

Staff Report from the
December 14th, 2011 meeting



Architectural Commission Report

Meeting Date: Wednesday, December 14, 2011

Subject: **PATEK PHILIPPE / ROLEX**
360 North Rodeo Drive
Request for approval of a façade remodel and sign accommodation for multiple business identification signs.
(PL113 1284)

Project applicant: Tom Blumenthal, Geary's

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

The applicant requests approval of a façade remodel and sign accommodation for multiple business identification signs. The façade remodel consists of two new storefronts, which are connected internally by a 5'-0" walkway. The Patek Philippe façade remodel consists of a metallic anthracite finish, etched glass entry door, ultra clear laminated glass for storefront windows, and botticino classic stone flooring at the entry vestibule. The Rolex façade remodel consists of a polished gold finish for the entry door, ultra clear laminated glass and bronzed glass framing for the storefront windows, and crema marfil stone flooring at the entry vestibule.

The applicant is also proposing new business identification signs for each business. One wall-mounted business identification sign, three display case signs, and a logo on the door handle are proposed for the Patek Philippe storefront. One wall-mounted business identification sign, a logo on the door handle, and five signs on the proposed projecting clock are proposed for Rolex. As the two storefronts are connected internally and as the project came in under one submittal package, staff has determined to consider both storefronts together for purposes of determining total allowable signage. Pursuant to Beverly Hills Municipal Code §10-4-604, the Architectural Commission may grant a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed the lesser of: a) 100 square feet, b) the total business sign area otherwise permitted, or c) 10% of the vertical surface area of that portion of the wall below 20' in height. As such, the total storefront has a maximum sign area of approximately 67 square feet. The total proposed signage is 17.7 square feet.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Design Plans, Cut Sheets and Supporting Documents
- C. DRAFT Approval Resolution

Report Author and Contact Information:

Cindy Gordon, Assistant Planner

(310) 285-1191

cgordon@beverlyhills.org

**GEARY'S-
PATEK PHILIPPE/
ROLEX**

300 N. ROCKWOOD DRIVE
BEVERLY HILLS, CA 90210

**GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS**

6000 Wilshire Blvd. Suite 201, Los Angeles, California 90048
Phone: (310) 276-0000 Fax: (310) 276-1100

CORNER 1001

ARCHITECT/PLANNER/IA

PROJECT NO. 1001
DATE 08/20/00
DRAWN BY
CHECKED BY
PROJECT NO.

6 SOUTH ASSOCIATES, INC.

NAME FILE NUMBER
DRAWN BY
CHECKED BY
SCALE
DATE
PROJECT NO.

**STOREFRONT
COLOR ELEVATION**

SHEET TITLE

A303

SHEET NO.



1/2" = 1'-0" (SEE PLAN FOR WINDOW SIZES)
1/4" = 1'-0" (SEE PLAN FOR WINDOW SIZES)
1/8" = 1'-0" (SEE PLAN FOR WINDOW SIZES)
1/16" = 1'-0" (SEE PLAN FOR WINDOW SIZES)
1/32" = 1'-0" (SEE PLAN FOR WINDOW SIZES)
1/64" = 1'-0" (SEE PLAN FOR WINDOW SIZES)

1 STOREFRONT COLOR ELEVATION



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached C:

Design Plans, Cut Sheets
and Supporting elements

**GEARY'S-
PATEK PHILIPPE/
ROLEX**

386 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

2000 THE VILLAGE PART 2, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

CONTRACT NO.

ARCHITECT/OWNER REL.

DATE: 11/25/11
 DRAWN BY: J. J. GRIEN
 CHECKED BY: J. J. GRIEN
 SCALE: 1/4" = 1'-0"
 DATE: 11/25/11
 PROJECT NO: 11011

NO. 11011
 DATE 11/25/11
 DRAWN BY J. J. GRIEN
 CHECKED BY J. J. GRIEN
 SCALE 1/4" = 1'-0"
 DATE 11/25/11
 PROJECT NO 11011

NAME FILE NUMBER: 11-011-11011-001
 DRAWN BY: J. J. GRIEN
 CHECKED BY: J. J. GRIEN
 SCALE: 1/4" = 1'-0"
 DATE: 11/25/11
 PROJECT NO: 11011

**EXISTING & PROPOSED
STOREFRONT
ELEVATIONS
OPTION 1**

SHEET TITLE

G101

SHEET NO.



1 EXISTING STOREFRONT
SCALE: 1/4" = 1'-0"



2 PROPOSED STOREFRONT
SCALE: 1/4" = 1'-0"

GEARY'S-
PATEK PHILIPPE/
ROLEX

390 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

1000 N. ALHAMBRA BLVD. SUITE 200, ALHAMBRA, CA 91801
TEL: 626.444.1111 FAX: 626.444.1112
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DATE: 11.30.11
DRAWN BY: J.C.
CHECKED BY: J.C.
SCALE: N.T.S.
DATE: 12/08/11
PROJECT NO: 7932

NAME: PATEK PHILIPPE
DRAWN BY: J.C.
CHECKED BY: J.C.
SCALE: N.T.S.
DATE: 12/08/11
PROJECT NO: 7932

COLORLED
EXTERIOR ELEVATION
OPTION 1

SHEET TITLE

A302

SHEET NO.



BRONZE FINISH

BACKLIT W/ LETTER
SIGNAGE IN BRONZE
FINISH

1/2" STAIRRIP
ULTRA CLEAR
LAMINATED GLASS

LOGO ETCHED GLASS

DOOR HAND WITH
METALLIC
ANTHRACITE
METALLIC FINISH

METALLIC
ANTHRACITE FINISH

BOTTOMING CLASSICO
STONE FLOORING AT
ENTRY VESTIBULE

LIMESTONE TO
MATCH EXISTING FACADE
BRONZE STAINLESS W/
GREEN ACRYLIC RETURN
LED-ILLUMINATED SIGNAGE
BRONZE STAINLESS W/
GREEN ACRYLIC RETURN
LED-ILLUMINATED SIGNAGE
BRONZED BRASS FRAME

1/2" STAIRRIP
ULTRA CLEAR
LAMINATED GLASS

POLISHED GOLD FINISH

CREMA MARFIL STONE
FLOORING AT ENTRY
VESTIBULE

1 COLORLED EXTERIOR ELEVATION
OPTION 1

**GEARY'S-
PATEK PHILIPPE/
ROLEX**

300 N. RINCON DRIVE
BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS

1000 16th Street, Suite 202, San Francisco, California 94103
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CONTRACT NO.

ARCHITECT/ENGINEER/BLA

PROJECT NO. 021512 ARCHITECTURAL COMMISSION JC
DATE 11/30/11
DRAWN BY
CHECKED BY
SCALE
DATE 12/06/11
PROJECT NO. 7932

NOT PLANNED
DATE 11/30/11
DRAWN BY
CHECKED BY
SCALE
DATE 12/06/11
PROJECT NO. 7932

BASE FILE NAMES
DRAWN BY
CHECKED BY
SCALE
DATE
PROJECT NO.

**COLORED
EXTERIOR ELEVATION
OPTION 2**

SHEET TITLE

A302

SHEET NO.



LIMESTONE TO
MATCH EXISTING FACADE
BRONZE STAINLESS W/
YELLOW ACRYLIC RETURN
LED-ILLUMINATED SIGNAGE
BRONZE STAINLESS W/
GREEN ACRYLIC RETURN
LED-ILLUMINATED SIGNAGE
BRONZED BRASS FRAME

1/2" STAIRPIPE
ULTRA CLEAR
LAMINATED GLASS

POLISHED GOLD FINISH

CORONA MARBLE STONE
FLOORING AT ENTRY
VESTIBULE

BRONZE FINISH

BACKLIT W/ LETTER
SIGNAGE IN BRONZE
FINISH

BEIGE ANWING TO
MATCH STONE FINISH

1/2" STAIRPIPE
ULTRA CLEAR
LAMINATED GLASS

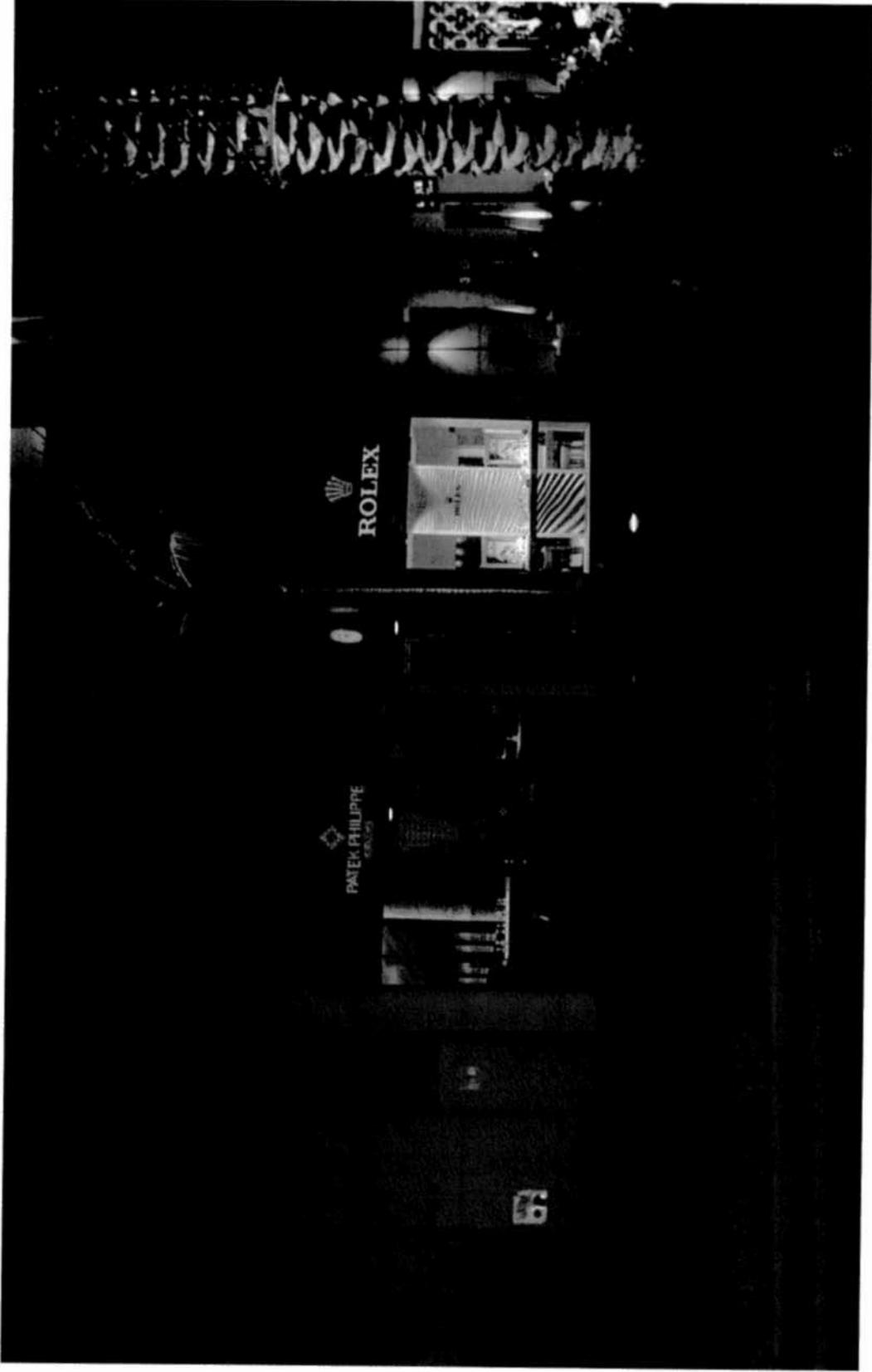
LOGO ETCHED GLASS

DOOR HAND WITH
METALLIC
ANTHRACITE
METALLIC FINISH

METALLIC
ANTHRACITE FINISH

BOTTOMING CLASSICO
STONE FLOORING AT
ENTRY VESTIBULE

1 COLORED EXTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



**PATEK PHILIPPE
& ROLEX**

OPTION 1

360 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTURE INTERIORS
February 2012



**PATEK PHILIPPE
& ROLEX**

OPTION 2

360 N. RODEO DRIVE, BEVERLY HILLS, CA 90210

GRUENASSOCIATES
ARCHITECTS
ARCHITECTS INC. 1000 AVENUE OF THE STARS
FEBRUARY 2012

**GEARYS-
PATEK PHILIPPE/
ROLEX**

300 N. HOBBS DRIVE
REVERE, MA 01929

**GRUENASSOCIATES
ARCHITECTURE PLANNING INTERIORS**

600 NE AVENUE ROAD, SUITE 100, WILMINGTON, DELAWARE 19801
WWW.GRUENASSOCIATES.COM TEL: 302.471.1233 FAX: 302.471.1234

CONTRACT NO.

ARCHITECT/ENGINEER/ARTIST

DATE: 11/20/11
PROJECT NO: 221512 - ARCHITECTURAL CONSULTATION 2

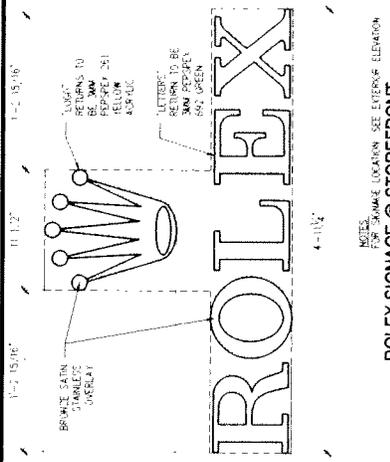
DATE: 02/15/12 - ARCHITECTURAL CONSULTATION 2

**SIGNAGE DETAILS
OPTION 1**

A511

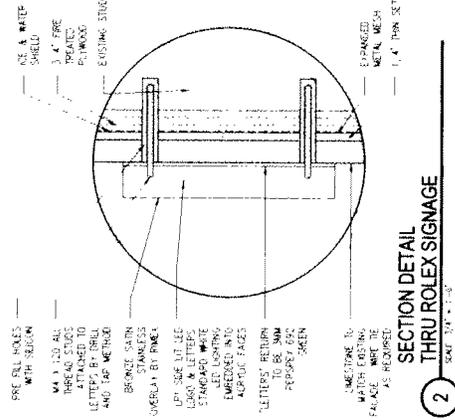
SHEET TITLE

SHEET NO.

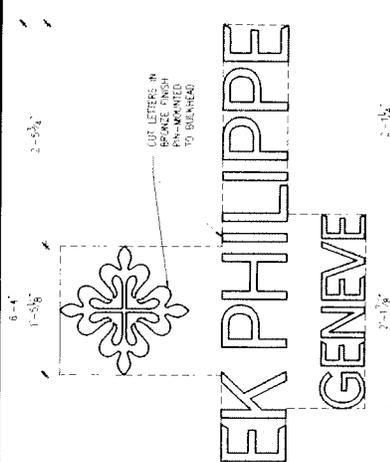


1 ROLEX SIGNAGE @ STOREFRONT
SCALE: 3/4" = 1'-0"

NOTES:
FOR SIGNAGE LOCATION SEE EXTERIOR ELEVATION

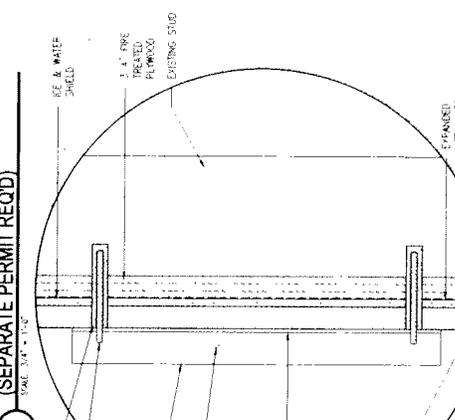


2 SECTION DETAIL THRU ROLEX SIGNAGE
SCALE: 3/4" = 1'-0"



4 PATEK PHILIPPE SIGNAGE @ STOREFRONT
SCALE: 3/4" = 1'-0"

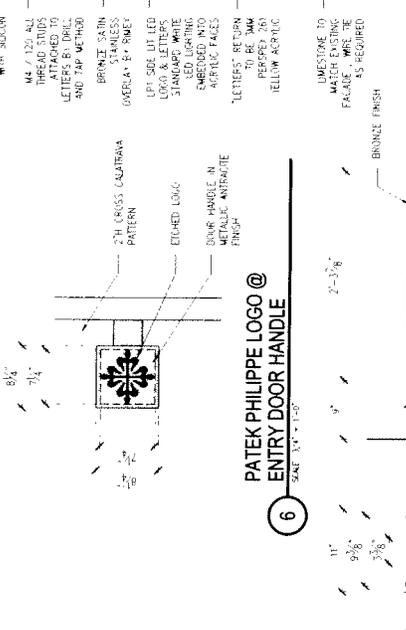
NOTES:
FOR SIGNAGE LOCATION SEE EXTERIOR ELEVATION



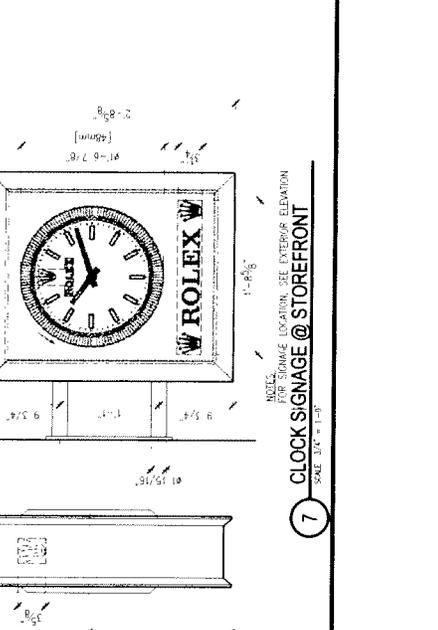
5 ROLEX LOGO @ ENTRY DOOR HANDLE
SCALE: 3/4" = 1'-0"

SIGNAGE TYPE	36" FT
BUSINESS IDENTIFICATION-ROLEX	2.9
ROLEX MASTER CLOCK	1.3
ROLEX DOOR HANDLE	0.1
BUSINESS IDENTIFICATION-PATEK PHILIPPE	9.0
PATEK PHILIPPE DOOR HANDLE	0.4
TOTAL	17.7

ALLOWABLE SF: 27'-8 1/2" (LINEAR FOOT OF STOREFRONT) X 2 SF, LF = 55.41 SF



6 PATEK PHILIPPE LOGO @ ENTRY DOOR HANDLE
SCALE: 3/4" = 1'-0"



7 CLOCK SIGNAGE @ STOREFRONT
SCALE: 3/4" = 1'-0"

NOTES:
FOR SIGNAGE LOCATION SEE EXTERIOR ELEVATION



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – February 15, 2012

Attached D:
Approval Resolution

RESOLUTION NO. AC 04-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE REMODEL AND SIGN ACCOMMODATION FOR MULTIPLE SIGNS AT THE PROPERTY LOCATED AT 360 NORTH RODEO DRIVE (PATEK PHILIPPE/ROLEX - PL1131284).

The Architectural Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. Ashok Vanmali, applicant on behalf of the property owners, Efreem Harkem of 360 N. Rodeo Drive LP, and the tenants, Patek Philippe/Rolex (Collectively the "Applicant"), has applied for architectural approval of a façade remodel and sign accommodation for multiple business identification signs for the property located at 360 North Rodeo Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city's commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city's local CEQA Guidelines. The subject project is exempt from environmental review pursuant to Section

15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 5. The Architectural Commission conducted a duly noticed public hearing on February 15, 2012 at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

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. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city's urban form and promote the image of Beverly Hills.

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 proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure 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. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, 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 project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development 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. As conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a "character contributing building": in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a "character contributing building" under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Standard Conditions

1. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
2. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
3. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
4. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

5. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

6. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

7. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Special Conditions

8. No special conditions have been imposed for this project.

Section 8. 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.

Section 9. 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.

Approved as to Form and Content:

Adopted: February 15, 2012

Shena Rojemann, Commission Secretary
Community Development Department

Fran Cohen, Chairperson
Architectural Commission

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, SHENA ROJEMANN, Secretary of the Architectural Commission and Associate Planner of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. AC 04-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on February 15, 2012 and thereafter duly signed by the Secretary of the Architectural Commission, as indicated; and that the Architectural Commission of the City consists of seven (7) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

SHENA ROJEMANN
Secretary to the Architectural
Commission/Associate Planner
City of Beverly Hills, California

