



Architectural Commission Report

Meeting Date: Wednesday, August 15, 2012

Subject: **Playboy**
9346 Civic Center Drive
Request for approval of a building identification sign.
(PL121 1888)

Project applicant: Paul Saldago – Paradise Signs

Recommendation: Review the proposed project and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting approval of a new building identification sign for the tenant, Playboy, at 9346 Civic Center Drive. The proposed sign would be located on the north building elevation and would be composed of brushed stainless steel letters with polycarbonate backings. The sign would contain reverse channel letters which would result in a back-lit finish. Pursuant to Beverly Hills Municipal Code Section 10-4-605 the total area of the building identification sign would be limited to 90 square feet. As proposed, the sign would be around 70 square feet in area. Although within the maximum area permitted, the Commission may wish to specifically discuss the scale of the sign in its proposed location as it appears large for the building.

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.

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

Public outreach and notification was not required for this project.

Attachment(s):

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

Report Author and Contact Information:
Shena Rojemann, Associate Planner
(310) 285-1192
sroiemann@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – August 15, 2012

Attached A:
Detailed Design Description
and Materials (Applicant Prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION

A Indicate Requested Application

- Staff Review
 - Three (3) sets of plans required (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Ten (10) sets of plans required (see Section 6 for plan size requirements).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
Number of signs proposed:
- Building Identification Sign(s)
Number of signs proposed: 1
- Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
- Other:
- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s): New Recovery
- Open Air Dining: #Tables # Chairs

C Describe the scope of work proposed including materials and finishes:

Install (1) Individual Reverse channel letter wall sign, made out of stainless steel and to have a brushed finish. The proposed building ID sign to read "Playboy" + "Logo"

C Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/UNITEGIS/>)

- | | | | | |
|------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |

E Lot is currently developed with (check all that apply):

- General Office Building
- Retail Building
- Medical Office Building
- Multi-family Building
- Vacant
- Restaurant
- Other (specify below):

F Are any protected trees located on the property? (See the City's tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species:

Quantity/Sizes:

Reason for Removal:

G Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name:

SECTION 3 – PROJECT DETAILS AND MATERIALS (continues on next page)

A Indicate in the chart below all applicable signage details:

	<u>Type of Sign</u> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Building ID Wall Sign	3'-6" h x 20'-0"	71.5sf	90sqf	
2					
3					
4					
5					

C List the specific materials and finishes for all of the architectural features proposed in the project (List N/A, not applicable, for features that do not apply.):

FAÇADE (List all material for all portions visible from the street)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

WINDOWS/DOORS (Include frame, trim, glass, metal, etc.)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

ROOF

Material: _____
Texture /Finish: _____
Color / Transparency: _____

CHIMNEY(S)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

COLUMNS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BALCONIES & RAILINGS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

OUTDOOR DINING ELEMENTS (List all material for all outdoor dining elements.)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)

AWNINGS, CANOPIES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: _____
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: Stainless Steel
Texture /Finish: Brushed steel finish
Color / Transparency: White halo illumination

EXTERIOR LIGHTING

Material: _____
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: _____
Texture /Finish: _____
Color / Transparency: _____

D Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)

A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

1. **Describe how 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 sign conforms with the building and the surrounding properties providing a modern and tasteful look. This sign for Playboy will add another very recognized brand to the buildings of Beverly Hills.

2. **Describe how 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 use of the non corrosive Stainless steel for the manufacturing of this sign, makes this sign very strong and easy to maintain, because the material is so durable and will never change color.

3. **Describe how the 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.**

This sign is made out of the highest quality St Steel Material, that means that the exterior elements wont affect the integrity or the look of the sign.

4. **Describe how 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 sign works in perfect harmony with the general plan of Beverly Hills, being reverse channel letters with halo illumination and with a brushed St. Steel finish

5. **Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

The proposed sign complies with the size and manufacture guidelines from the City of Beverly Hills According to the code the building is allowed to have a 90sqf sign and we sre proposing a 71.5 sqf and The reversed halo channel letters also complies with the City Codes.



Design Review Commission Report

455 North Rexford Drive
AC Meeting – August 15, 2012

Attached B:
Design Plans, Cut Sheets
and Supporting Documents



tel: (818) 772-6165 or (805) 522-3328
 fax: (818) 341-6650
 e-mail: adrian@paradisesigns.com
 address: 8573 Canoga Ave., Canoga Park, CA 91304

PROJECT NAME: Play Boy
 JOB ADDRESS: 9346 Civic Center Drive
 CITY & STATE: Beverly Hills, CA 90210
 CONTACT: _____
 PHONE & Fax: _____
 E-MAIL: _____
 DRAWING DATE: 8-3-12

PROP. OWNER: Tishman Speyer
 ADDRESS: 345 N. Maple Drive, Suite 201
 CITY & STATE: Beverly Hills, CA 90210
 CONTACT: Patricia Costopoulos or Matt Bliss
 PHONE: 310-228-6111
 FAX: 310-271-0137
 E-MAIL: PCostopo@TishmanSpeyer.com

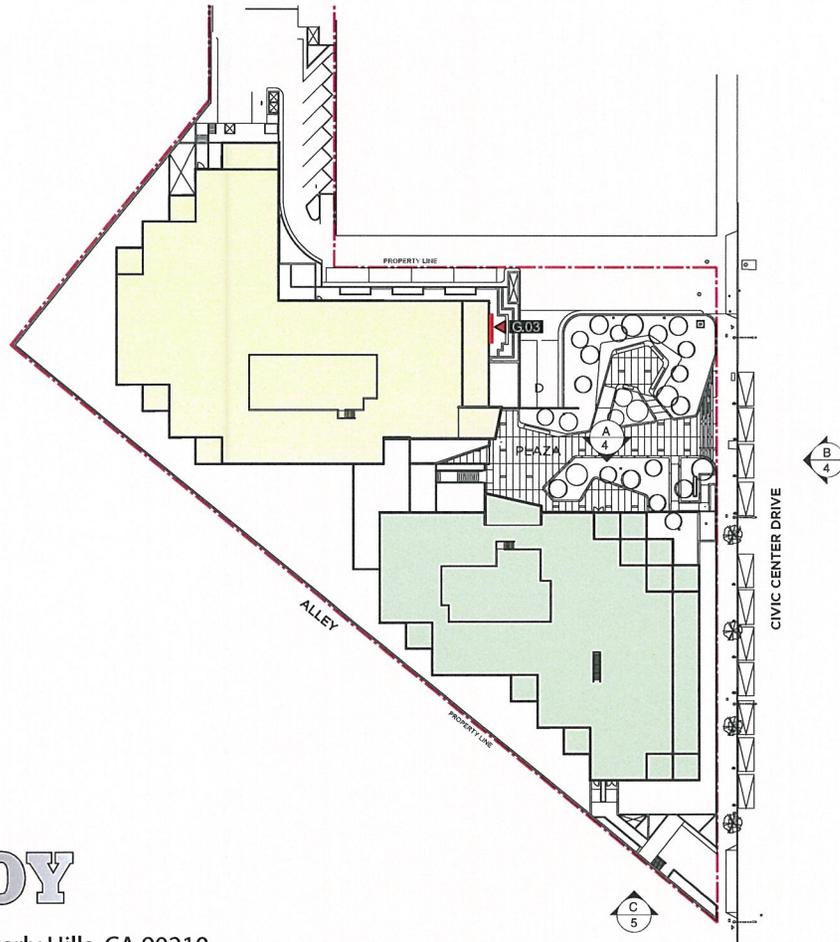
Site Plan

Fabrication Specs:

Attachment Specs:

Revision No:

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△	△



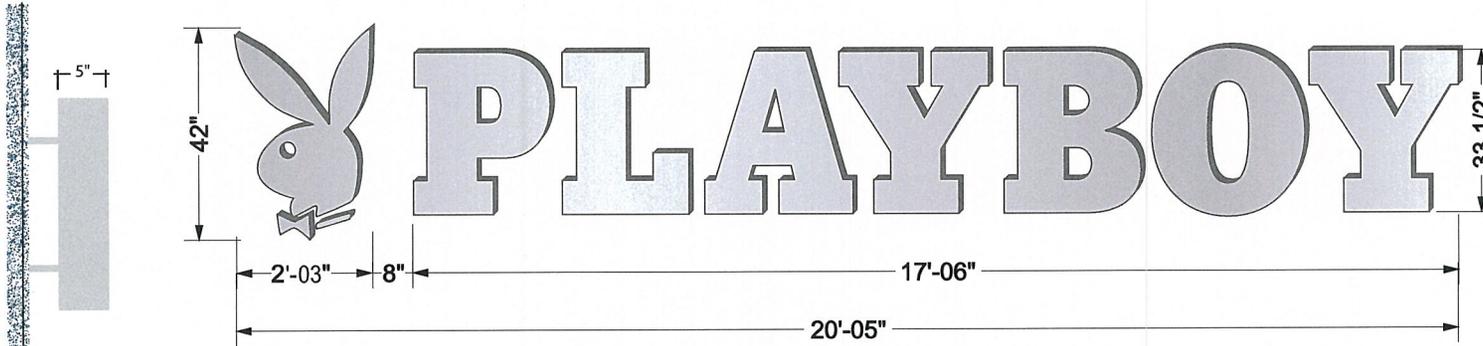
9346 Civic Center Drive, Beverly Hills, CA 90210

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G.03

Sign Area 71.5 sqf



Night Simulation



"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign"

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PROJECT NAME Play Boy
 JOB ADDRESS 9346 Civic Center Drive
 CITY & STATE Beverly Hills, CA 90210
 CONTACT
 PHONE & Fax
 E-MAIL
 DRAWING DATE 08-03-2012

PROP. OWNER Tishman Speyer
 ADDRESS 345 N. Maple Drive, Suite 201
 CITY & STATE Beverly Hills, CA 90210
 CONTACT Patricia Costopoulos or Matt Bliss
 PHONE 310-228-6111
 FAX 310-271-0137
 E-MAIL PCostopo@TishmanSpeyer.com

Reverse Channel Letters

Fabrication Specs:

Sign to be 42" high by 20'-05" wide.
 Letters to be 33 1/2" high by approx. 17'-06" wide.
 Logo to be 42" high by approx. 2'-03" wide.
 Letters to have 5" Returns out of .050" thick brushed Stainless-Steel material.
 Letters faces to be out of .050" thick brushed Stainless-Steel material.
 Letters to have 3/16" thick Clear Lexan backs for Halo illumination with 1 1/2" Spacers.
 Letters to be illuminated with White SLOAN LED's "V-Series"

Attachment Specs:

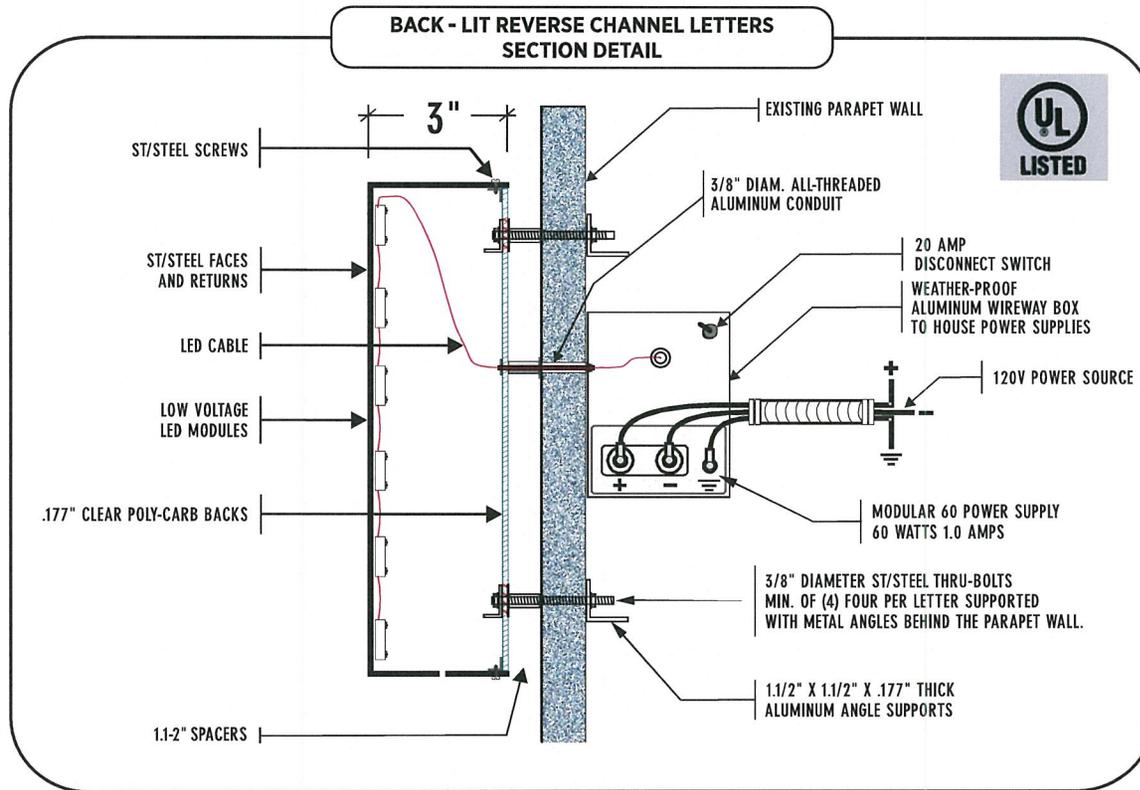
To be attached per Structural Details & calculations

Revision No:

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G.03

Installation Details



"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign"

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 JOB ADDRESS: 9346 Civic Center Drive
 CITY & STATE: Beverly Hills, CA 90210
 CONTACT: _____
 PHONE & Fax: _____
 E-MAIL: _____
 DRAWING DATE: 8-03-12

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 CONTACT: Patricia Costopoulos or Matt Bliss
 PHONE: 310-228-6111
 FAX: 310-271-0137
 E-MAIL: PCostopo@TishmanSpeyer.com

Reverse Channel Letters

Fabrication Specs:

Sign to be 36" high by approx. 18'-0" wide.
 Logo to be 48" high by approx. 2'-9" wide.
 Letters to have 5" Returns out of .050" thick brushed Stainless-Steel material.
 Letters faces to be out of .050" thick brushed Stainless-Steel material.
 Letters to have 3/16" thick Clear Lexan backs for Halo illumination with 1/2" Spacers.
 Letters to be illuminated with White SLOAN LED's "V-Series"

Attachment Specs:

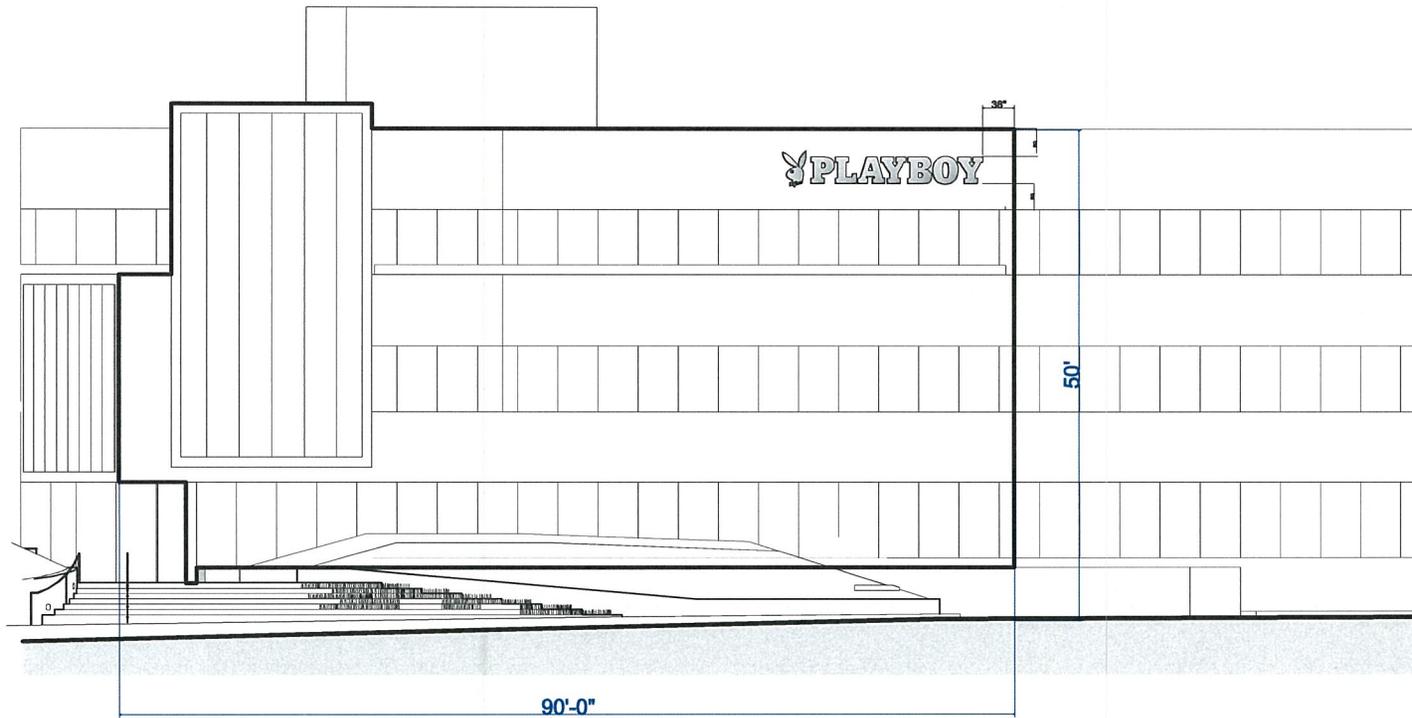
To be attached per Structural Details & calculations

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G.03

Sign Area 71.5 sqf



9346 Civic Center Drive

1 SIGNAGE LOCATION Elevation SCALE: 1/16" = 1'-0"



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 CONTACT
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 DRAWING DATE 7-23-12

PROP. OWNER Tishman Speyer
 ADDRESS 345 N. Maple Drive, Suite 201
 CITY & STATE Beverly Hills, CA 90210
 CONTACT Patricia Costopoulos or Matt Bliss
 PHONE 310-228-6111
 FAX 310-271-0137
 E-MAIL PCostopo@TishmanSpeyer.com

Elevation

Fabrication Specs:

Sign to be 36" high by approx. 18'-0" wide.
 Logo to be 48" high by approx. 2'-9" wide.
 Letters to have 5" Returns out of .050" thick brushed Stainless-Steel material.
 Letters faces to be out of .050" thick brushed Stainless-Steel material.
 Letters to have 3/16" thick Clear Lexan backs for Halo illumination with 1.1/2" Spacers.
 Letters to be illuminated with White SLOAN LED's "V-Series"

Attachment Specs:

Each letter to be attached with minimum of (3) three #12 x 3" long Stainless-Steel screws with Nylon anchors. LED cable to fit thru a 3/8" diameter aluminum all-threaded conduit. All penetrations to be sealed properly to prevent any water leakage.

Revision No:

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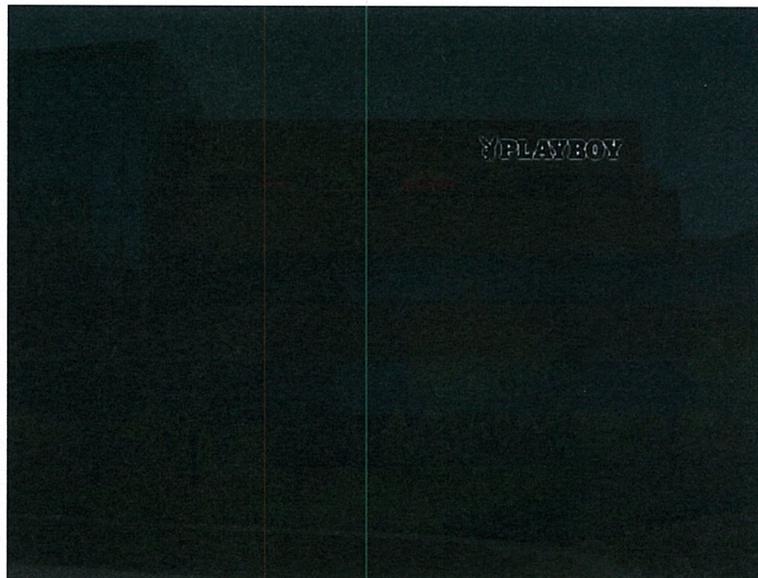
G.03

Sign Area 71.5 sqf

Sign Rendering



Night Simulation



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Elevation Renderings

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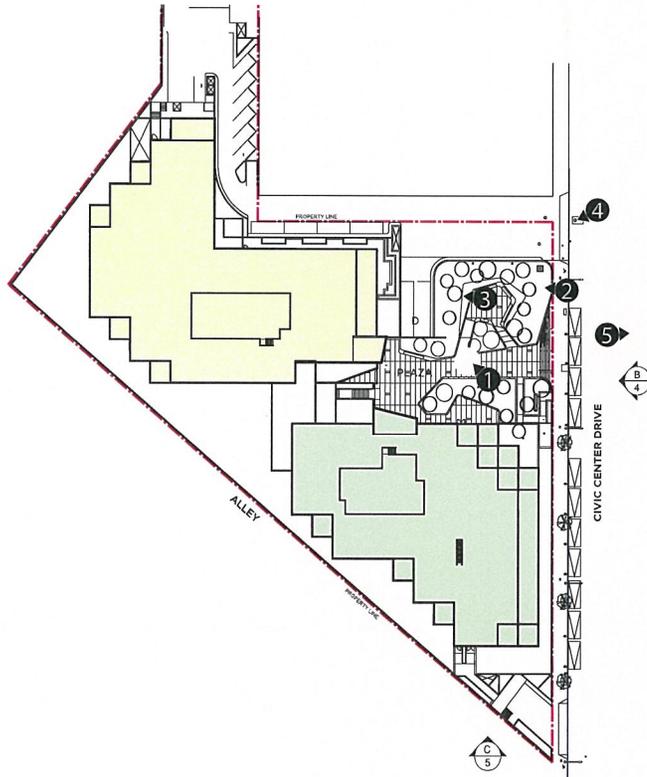
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Site Photographs



1 Left view - 9346 Civic Center Dr



2 Front street view - 9346 Civic Center Dr



3 Front view - 9346 Civic Center Dr



4 Right view - 9346 Civic Center Dr



5 Opposite View - 9346 Civic Center Dr



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Elevation Renderings

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Design Review Commission Report

455 North Rexford Drive
AC Meeting – August 15, 2012

Attached C:
Approval Resolution

RESOLUTION NO. AC-50-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A BUILDING IDENTIFICATION AT 9346 CIVIC CENTER DRIVE (PL1211888).

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

Section 1. Paul Salgado, applicant on behalf of the property owners, Tishman Speyer Real Estate, and the applicant, Playboy (Collectively the "Applicant"), has applied for architectural approval of a building identification sign.

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 **August 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 environmental 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 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: **August 15, 2012**

Shena Rojemann, Commission Secretary
Community Development Department

Zale Richard Rubins, 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-50-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on August 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 five (5) 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