



City of Beverly Hills

Planning Division

455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 458-1141 FAX. (310) 858-5966

Architectural Commission Report

Meeting Date: Wednesday, November 14, 2012

Subject: **9231 Olympic Boulevard**
Request for approval of a modification to an existing sign program.
(PL1228750)

Project applicant: Arch-Interiors Design Group Inc.

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

REPORT SUMMARY

The applicant is requesting review and approval of a modification to an existing sign program for the building located at 9231 Olympic Boulevard. In conjunction with the historic review for various façade enhancements, a sign program was included for the property. The sign program included business identification signage at the Olympic Boulevard and South Maple Drive corner (maximum 40 SF) and business identification signage on the South Rexford Drive elevation (maximum 20 SF). The approved signage consisted of backlit reverse channel letters with a brushed aluminum-type finish. At the intersection, the signage was approved to sit directly atop the existing architectural bands. The existing sign program is included as Attachment A of this report. The Beverly Hills Municipal Code (BHMC) would allow a greater amount of signage at these locations; however, the aforementioned maximums were identified as a part of aesthetic and building compatibility.

The applicant is requesting a modification to the existing sign program to allow a greater amount of signage on the building; all proposed signage is within the maximum limitations set forth in the BHMC.

At the Olympic Boulevard and South Maple Drive corner, the applicant is requesting approximately 67.5 SF of business identification signage; the maximum allowed per the BHMC is 100 SF. The proposed sign is halo-illuminated reverse channel letters with brushed pewter aluminum returns and a high gloss blue face.

On the South Rexford Drive elevation, the applicant is requesting approximately 30 SF of business identification signage; the maximum allowed per the BHMC is 30 SF. The proposed sign is halo-illuminated reverse channel letters with brushed pewter aluminum returns and a high gloss blue face.

The applicant is also requesting one parking identification sign on the South Maple Drive elevation. The proposed size is approximately 5.5 SF; the maximum allowed per the BHMC is 20 SF. The proposed sign consists of non-illuminated flat cut out letters with a high gloss blue face.

Attachment(s):

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

Report Author and Contact Information:

Cindy Gordon, Assistant Planner
(310) 285-1191

cgordon@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

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 notification was not required for this project.



Design Review Commission Report

455 North Rexford Drive

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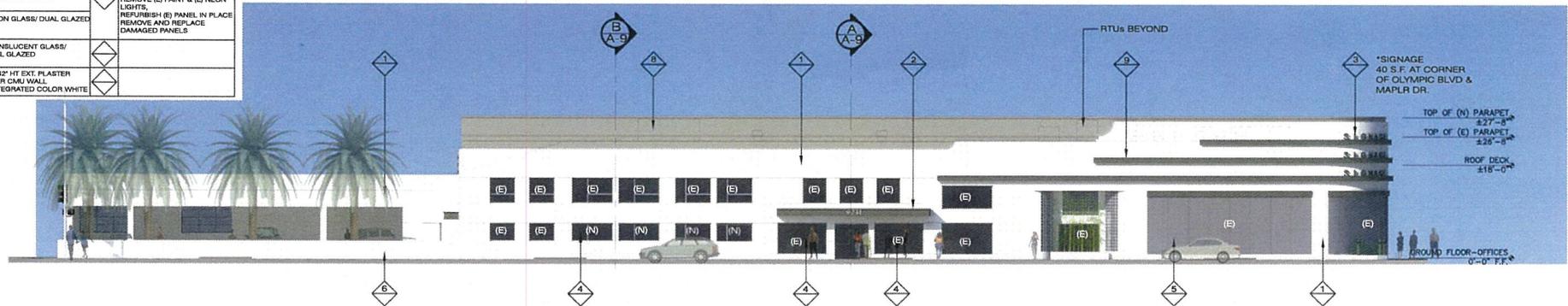
Attachment A:
Existing Sign Program

Olympic and Rexford MEDICAL BUILDING FACADE RENOVATION

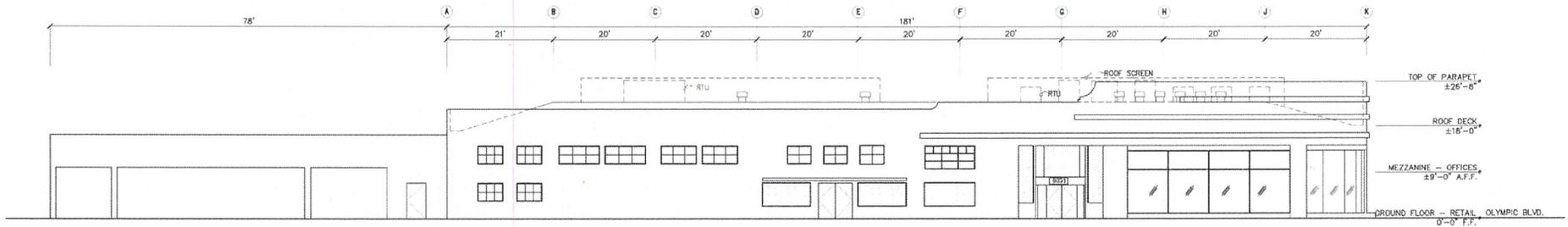
9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11

FINISH	
1 EXTERIOR PLASTER SMOOTH FINISH/ INTEGRATED COLOR WHITE	10 CORRUGATED METAL PANEL
2 ALUMINUM COMPOSITE PANEL ANODIZED	8 EXTERIOR PLASTER SMOOTH FINISH/ INTEGRATED COLOR GRAY
3 SIGNAGE / BACKLIT	9 (E) STAINLESS STEEL PANEL REMOVE (E) PAINT & (E) NEON LIGHTS, REFURBISH (E) PANEL IN PLACE REMOVE AND REPLACE DAMAGED PANELS
4 VISION GLASS/ DUAL GLAZED	
5 TRANSLUCENT GLASS/ DUAL GLAZED	
6 (N) 42" HT EXT. PLASTER OVER CMU WALL / INTEGRATED COLOR WHITE	



PROPOSED SOUTH ELEVATION



EXISTING SOUTH ELEVATION

REXFORD MAPLE HOLDING, LLC
 269 S. BEVERLY DRIVE, SUITE 1350
 BEVERLY HILLS, CA 90212

0 10' 20' 40'
 SCALE : 1" = 20'

SHEET - A-4

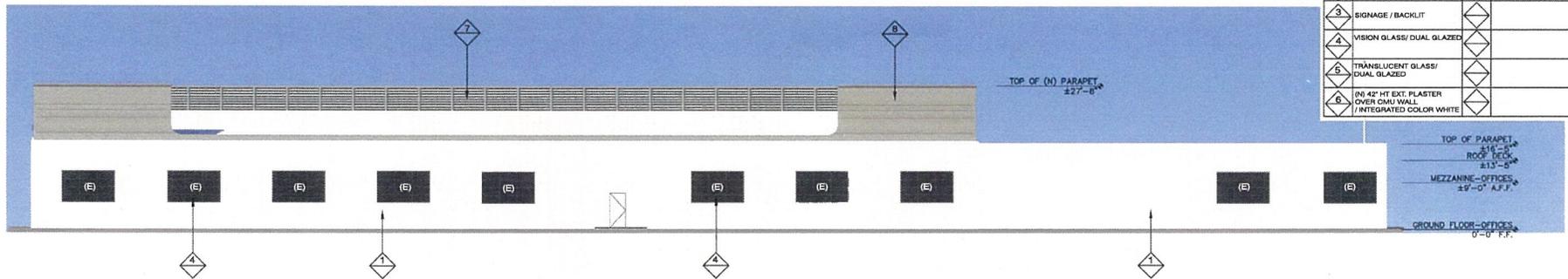
OWNERS AGENT :
 MILAN GARRISON , MG Resolutions, Inc.
 595 E. Colorado Boulevard, Suite 528
 Pasadena, CA 91101

Olympic and Rexford MEDICAL BUILDING FACADE RENOVATION

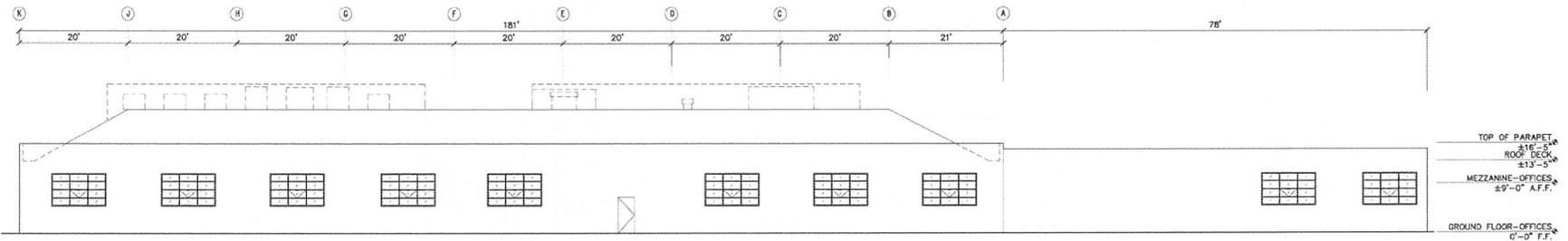
9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11

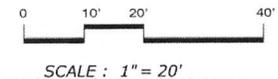
FINISH	
1 EXTERIOR PLASTER SMOOTH FINISH/ INTEGRATED COLOR WHITE	7 (N) CORRUGATED METAL PANEL
2 ALUMINUM COMPOSITE PANEL ANODIZED	8 EXTERIOR PLASTER SMOOTH FINISH/ INTEGRATED COLOR GRAY
3 SIGNAGE / BACKLIT	
4 VISION GLASS/ DUAL GLAZED	
5 TRANSLUCENT GLASS/ DUAL GLAZED	
6 (N) 42" HT EXT. PLASTER OVER CMU WALL / INTEGRATED COLOR WHITE	



PROPOSED NORTH ELEVATION



EXISTING NORTH ELEVATION



SHEET - A-5

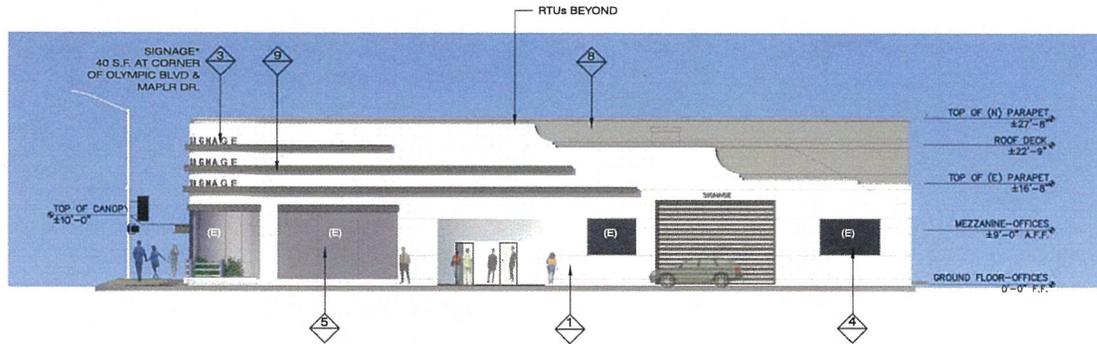
REXFORD MAPLE HOLDINGS, LLC
 269 S. BEVERLY DRIVE, SUITE 1350
 BEVERLY HILLS, CA 90212

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Olympic and Rexford MEDICAL BUILDING FACADE RENOVATION

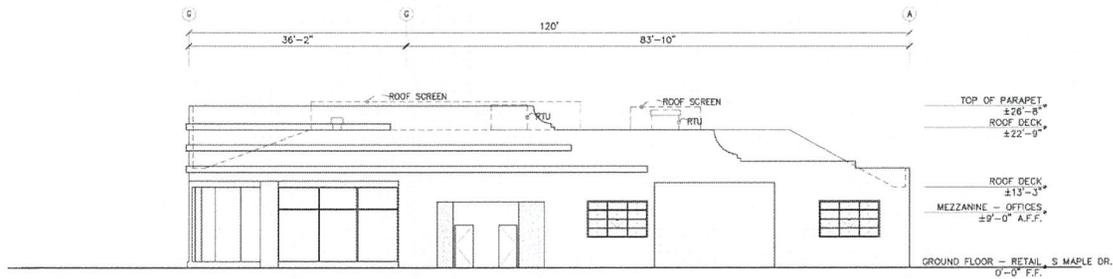
9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11



FINISH	
1	EXTERIOR PLASTER SMOOTH FINISH INTEGRATED COLOR WHITE
2	ALUMINUM COMPOSITE PANEL ANODIZED
3	SIGNAGE / BACKLIT
4	VISION GLASS / DUAL GLAZED
5	TRANSLUCENT GLASS / DUAL GLAZED
6	(N) 42" HT EXT. PLASTER OVER CMU WALL / INTEGRATED COLOR WHITE
7	(N) CORRUGATED METAL PANEL
8	EXTERIOR PLASTER SMOOTH FINISH INTEGRATED COLOR GRAY
9	(E) STAINLESS STEEL PANEL. REMOVE (E) PAINT & (E) NEON LIGHTS. REFURBISH (E) PANEL IN PLACE REMOVE AND REPLACE DAMAGED PANELS

PROPOSED EAST ELEVATION



EXISTING EAST ELEVATION

0 10' 20' 40'
SCALE : 1" = 20'

SHEET - A-6

REXFORD MAPLE HOLDINGS, LLC
269 S. BEVERLY DRIVE, SUITE 1350
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Olympic and Rexford MEDICAL BUILDING FACADE RENOVATION

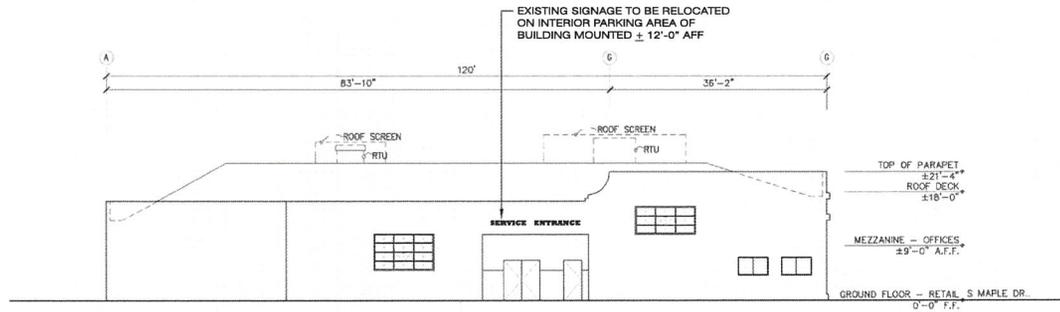
9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11



FINISH			
1	EXTERIOR PLASTER SMOOTH FINISH INTEGRATED COLOR WHITE	7	(N) CORRUGATED METAL PANEL
2	ALUMINUM COMPOSITE PANEL ANODIZED	8	EXTERIOR PLASTER SMOOTH FINISH INTEGRATED COLOR GRAY
3	SIGNAGE / BACKLIT		
4	VISION GLASS/ DUAL GLAZED		
5	TRANSLUCENT GLASS/ DUAL GLAZED		
6	(N) 42" HT EXT. PLASTER OVER CMU WALL INTEGRATED COLOR WHITE		

PROPOSED WEST ELEVATION



EXISTING WEST ELEVATION

0 10' 20' 40'
SCALE: 1" = 20'

SHEET - A-7

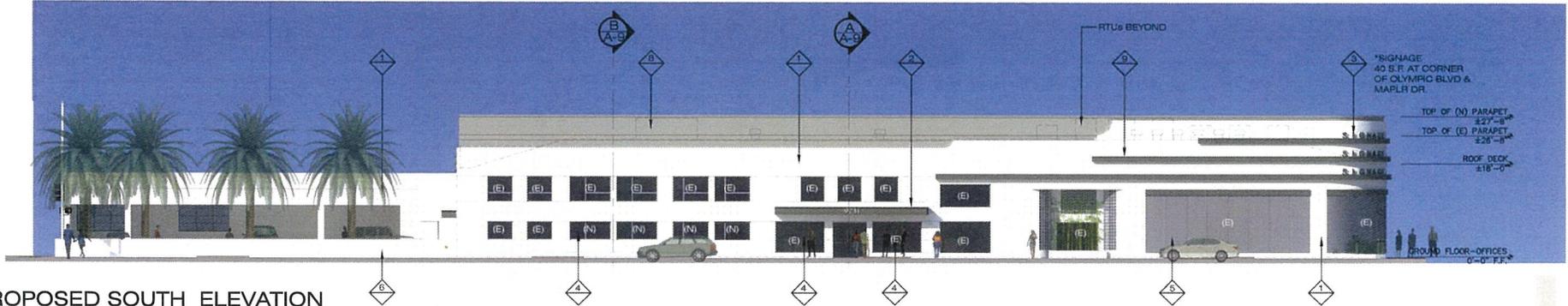
REXFORD MAPLE HOLDINGS LLC.
269 S. BEVERLY DRIVE, SUITE 1350
BEVERLY HILLS, CA 90212

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Olympic and Rexford MEDICAL BUILDING FACADE RENOVATION

9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

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PROPOSED SOUTH ELEVATION

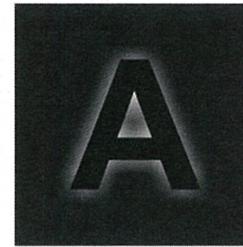
FINISH			
1	EXTERIOR PLASTER (SMOOTH FINISH) INTEGRATED COLOR: WHITE	7	(N) CORRUGATED METAL PANEL
2	ALUMINUM COMPOSITE PANEL ANODIZED	8	EXTERIOR PLASTER SMOOTH FINISH INTEGRATED COLOR: GRAY
3	SIGNAGE / BACKLIT	9	(E) STAINLESS STEEL PANEL REMOVE (E) PAINT & (E) NEON LIGHTS, REFURBISH (E) PANEL IN PLACE REMOVE AND REPLACE DAMAGED PANELS
4	VISION GLASS/ DUAL GLAZES		
5	TRANSLUCENT GLASS/ DUAL GLAZES		
6	(N) 42" HT EXT. PLASTER OVER CMU WALL / INTEGRATED COLOR: WHITE		



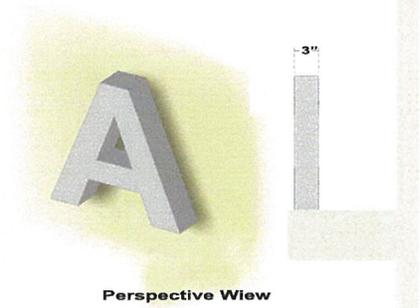
1,6,8 Exterior Plaster Smooth Finish W/ Intergrated Color.



2 Aluminum Composite Panel



Night View

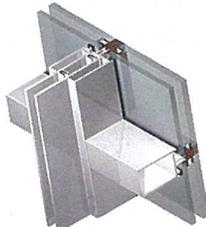


Perspective View

Side View

3 Standard Reverse Channel Letter Proposed Signage

Scale: NTS



4,5 System Glass Dual + Front Glazed Storefronts



7 Corrugated Metal Panel

9 Stainless Steel Panel



PROPOSED MATERIALS SHEET - A-10

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Olympic and Rexford MEDICAL BUILDING

9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11



VIEW FROM THE CORNER OF OLYMPIC BLVD. AND MAPLE SHEET - A-13

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Pasadena, CA 91101

Olympic and Rexford MEDICAL BUILDING

9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11



VIEW FROM THE CORNER OF OLYMPIC BLVD. AND REXFORD SHEET - A-14

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Pasadena, CA 91101

Olympic and Rexford MEDICAL BUILDING FACADE RENOVATION

9231 W OLYMPIC BLVD. BEVERLY HILLS CA 90212

10.14.11

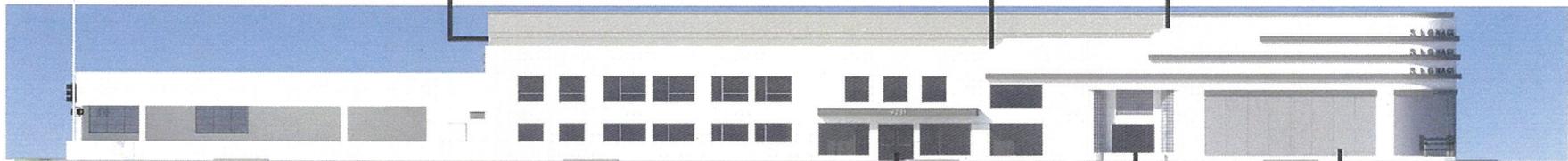
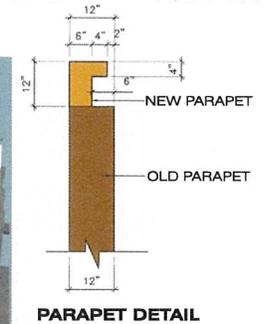
VIEW AT UPPER SOUTHWEST CORNER



VIEW AT UPPER SOUTH CORNER (PROPOSED PARAPET SET BACK 6" FROM EXISTING FACE OF BUILDING)



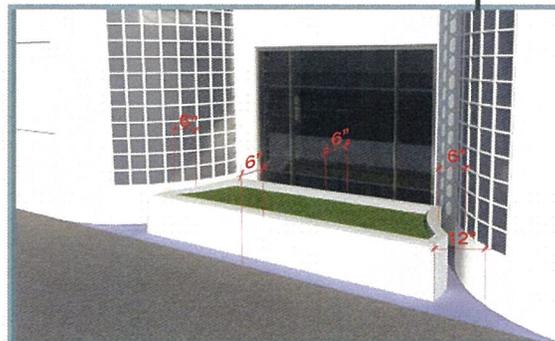
VIEW OF OLD AND NEW PARAPET



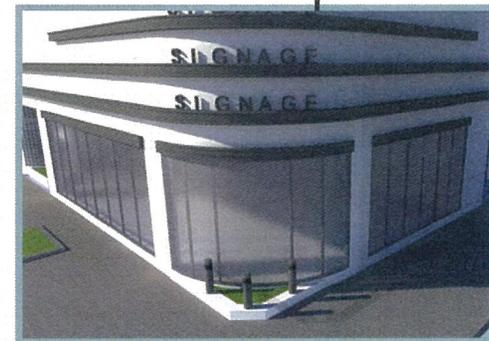
FRONT ELEVATION



VIEW AT MAIN ENTRY
(EXISTING ADDRESS NUMBER RELOCATED)



VIEW AT EXISTING ENTRY
(PROPOSED NEW REMOVABLE CONCRETE PLANTER AND FIXED GLAZING @ ENTRY DOOR)



VIEW AT SOUTHEAST CORNER
(PROPOSED CRASH RESISTANT BOLLARD LIGHT FIXTURE AT EXISTING PLANTER)

SHEET - A-15

REXFORD MAPLE HOLDINGS, LLC
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Pasadena, CA 91101



Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

Attachment B:

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
 - Eight (8) 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: 2
 - Building Identification Sign(s)
Number of signs proposed:
 - 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:

Individual, halo illuminated reverse pan channel letters fabricated from aluminum.
Interiors finished white for even light distribution.
Returns painted T/M Chemetal # 916, brushed pewter aluminum (matte).
Face painted T/M Benjamin Moore OL' Blue Eyes 2064-30 (high gloss).
Illumination via sloan LED's powered by remote power supplies.

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

- R-4 R-4X R-4 R-4-P R-4X2
- R-3 RMCP C-3 C-3A C-3B
- C-5 C-3T-1 C-3T-2 C-3T-5 C-5
- Other: Commercial

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

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

F 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>	<u>Quantity</u>	<u>Dimensions</u>	<u>Square Ft</u>	<u>Maximum Area Permitted by Code</u>
1	Business ID	1	1'-4" x 16'-6.5", 27'-.25", 6'-10"	67.21 sq.ft.	100 sq.ft
2	Business ID	1	7 7/8" x 8'-4", 7'-2", 5'-10 1/4", 3'-5 1/8"	29.86 sq.ft	30 sq.ft
3					
4					
5					

B 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: _____

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: _____

Brushed aluminum and acrylic.

Texture /Finish: _____

Sides aluminum brushed front acrylic glossy.

Color / Transparency: _____

natural aluminum and blue front

BUILDING ID SIGN(S)

Material: _____

Texture /Finish: _____

Color / Transparency: _____

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: _____

C 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 materials, size and placement of the proposed signage is consistent with that of previous signage on the property and will be helpful in updating the building's image and tenant information. The proposed update will be attractive and in keeping with the city's policies.

The plans for the proposed signage are in conformity with good taste and design, and generally contribute to the image of Beverly Hills as a place of beauty, spaciousness, taste, fitness, broad vistas and high quality.

- 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 proposed signs will have no impact on structural elements of the building, and as such, the finding is not applicable to this proposal.

- 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.**

The proposed sign materials appear to be of good quality and would not appear to cause the nature of the local environment to materially depreciate in appearance and value.

- 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 submitted plans are in harmony with the existing uses and structures on the surrounding land and with any precise plans adopted pursuant to the general plan.

- 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 signage plan is in conformity with the standards of the Beverly Hills Municipal Code and other applicable laws.

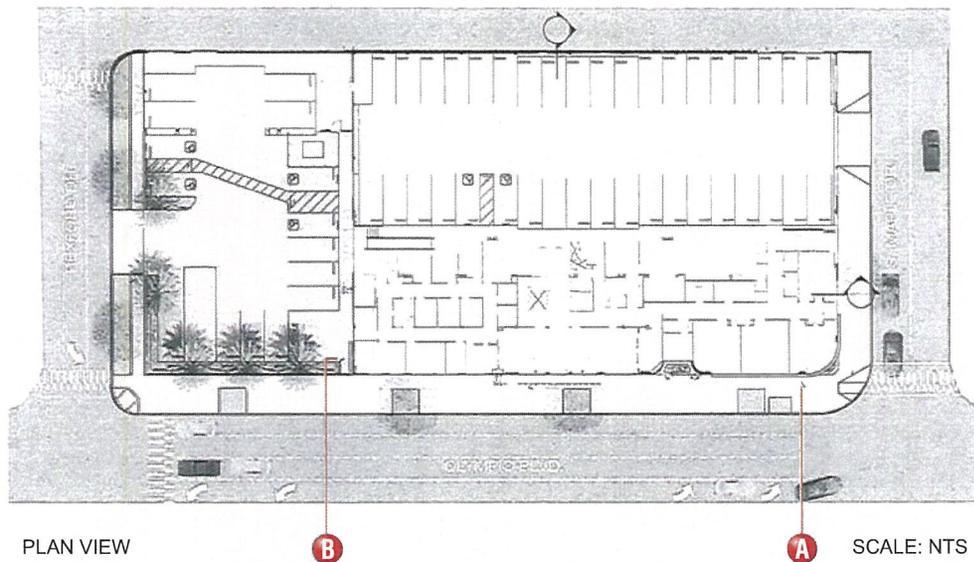


Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

Attachment C:

Design Plans, Cut Sheets
and Supporting Documents



PLAN VIEW

SCALE: NTS

R7-10-02-12 VA Sign A: Add option 2. R8-10-02-12 VA Sign A: Add option 3.



www.FederalHeath.com
 1128 Beville Road, Suite E Daytona Beach, FL 32114
 (386) 255-1901 Fax (386) 258-0211

Manufacturing Facilities:
 Oceanside, CA - El Paso, TX - Jacksonville, TX - Delaware, OH

Other Locations:
 Oceanside, CA - Las Vegas, NV - Laughlin, AZ - Isleta Falls, ID
 El Paso, TX - Jacksonville, TX - San Antonio, TX - Corpus Christi, TX
 Indianapolis, IN - Delaware, OH - Knoxville, TN - Louisville, KY
 Canton, OH - Waukegan, IL - Tunica, MS
 Atlanta, GA - Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

Revisions: R6-09-27-12 VA Sign A: Revert to R2 style of placement.
 R1-07-26-12 VA Sign B delete the 8.5' set of halo illuminated letters- Sign C change the 9.5' set of l.c.o. letters to halo illuminated.
 R2-08-15-12 VA Reduce letter set B HTE 30 SF as required by code. R5-09-21-12 VA Adjust placement of LED facing to the can.
 R3-08-20-12 VA Adjust placement of Sign A. R4-08-20-12 VA Adjust placement of Sign A.

Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.

Client Approval/Date: _____
Landlord Approval/Date: _____

Account Rep: Matt Smith
Project Manager: Jim Harvey
Drawn By: Virgo Aragones

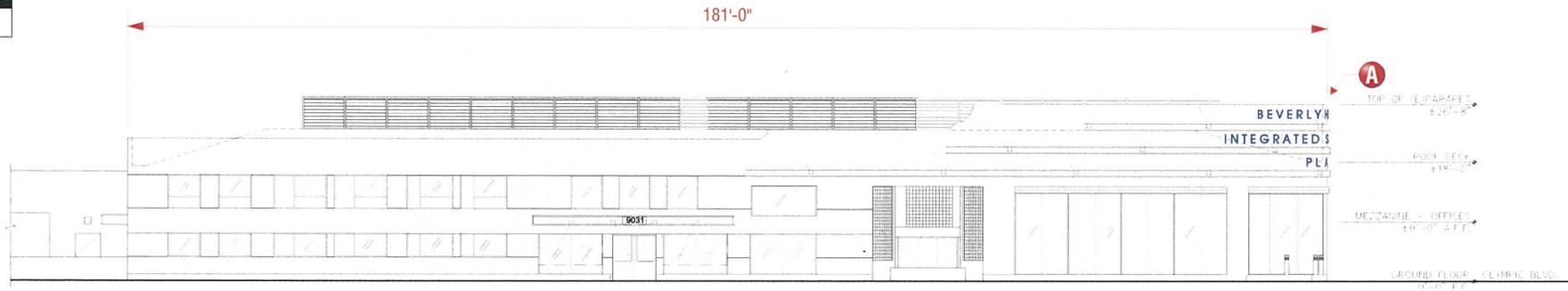
Underwriters Laboratories Inc. **ELECTRICAL TO USE ALL LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS**
 ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.S. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:
BEVERLY HILLS INTEGRATED SURGICAL PLAZA
 9231 W. Olympic Blvd.
 Beverly Hills, CA 90212

Job Number: 23-13943-10
Date: JULY 24, 2012
Sheet Number: 1 of 9
Design Number: 23-13943-10-R8

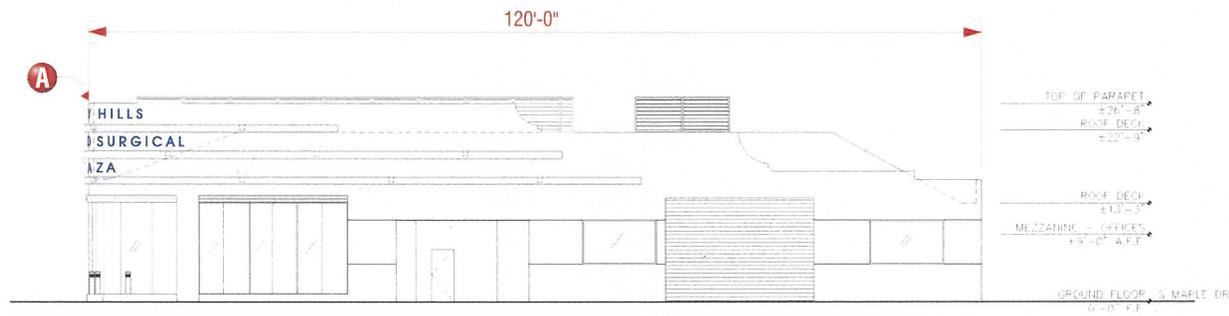
This original drawing is provided as part of a planned project and is not to be exhibited, copied or reproduced without the written permission of Federal Heath Sign Company, LLC or its authorized agent. ©FHSC

**OPTION
2**



SOUTH ELEVATION (FRONTING OF OLYPIC BLVD. ROAD)

SCALE: 1/16"=1'-0"



EAST ELEVATION (FRONTING OF S. MAPLE DRIVE)

SCALE: 1/16"=1'-0"



PROPOSED NEW LOOK

R7-10-02-12 VA Sign A: Add option 2 R8-10-02-12 VA Sign A: Add option 3



**FEDERAL
HEATH**
SIGN COMPANY

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1128 Beville Road, Suite E Daytona Beach, FL 32114
(386) 255-1901 Fax (386) 258-0211

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Indianapolis, IN - Delaware, OH - Knoxville, TN - Louisville, KY
Grafton, NH - Woburn, MA - Tampa, FL
Atlanta, GA - Tampa, FL - Daytona Beach, FL - Orlando, FL

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R2-08-15-12 VA Reduce letter set B NTE 30 SF as required by code. R5-09-21-12 VA Adjust placement of LED facing to the can.
R3-08-20-12 VA Adjust placement of Sign A R4-08-20-12 VA Adjust placement of Sign A.
Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.

Client Approval/Date: _____
Landlord Approval/Date: _____

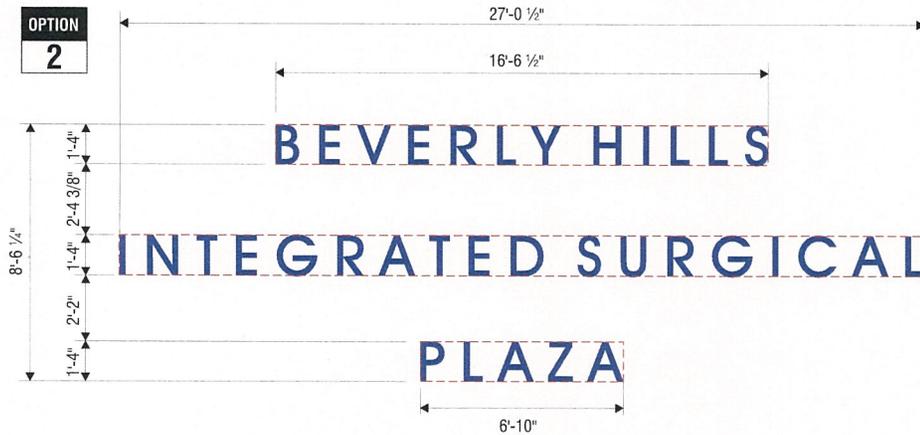
Account Rep: Matt Smith
Project Manager: Jim Harvey
Drawn By: Virgo Aragonés

ELECTRICAL TO USE ALL LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS
ALL ELECTRICAL SIGNAGE TO COMPLY WITH U.S. 48 AND ARTICLE 409 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:
**BEVERLY HILLS
INTEGRATED
SURGICAL
PLAZA**
9231 W. Olympic Blvd.
Beverly Hills, CA 90212

Job Number: 23-13943-10
Date: JULY 24, 2012
Sheet Number: 3 of 9
Design Number: 23-13943-10-R8

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A HALO-ILLUMINATED REVERSE CHANNEL LETTERS | ONE (1) SET REQUIRED | 67.21 SQ.FT

Scale: 1/4" = 1'-0"

LETTER FORM SPECIFICATIONS:
 INDIVIDUAL, HALO ILLUMINATED REVERSE PAN CHANNEL LETTERS FABRICATED FROM ALUMINUM.
 INTERIORS FINISHED WHITE FOR EVEN LIGHT DISTRIBUTION.
RETURNS: PAINTED T/M CHEMETAL #916 BRUSHED PEWTER ALUMINUM (MATTE)
FACE: PAINTED T/M BENJAMIN MOORE OL' BLUE EYES 2064-30 (HIGH GLOSS)
 ILLUMINATION VIA SLOAN L.E.D.s POWERED BY REMOTE POWER SUPPLIES.

MATERIALS FINISH COLORS



T/M CHEMETAL #916 BRUSHED PEWTER ALUMINUM (MATTE)

RETURNS

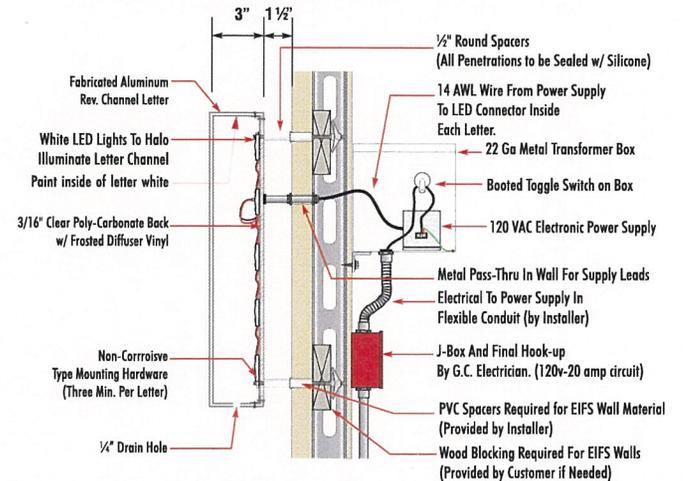


T/M BENJAMIN MOORE OL' BLUE EYES 2064-30 (HIGH GLOSS)

FACE

SLOAN LED LOW VOLTAGE LIGHTING SYSTEM

U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 and NEC 600 CODE



SECTION DETAIL - L.E.D. HALO ILLUMINATED WALL LETTERS

CUSTOMER TO PROVIDE:

(For New / Remodel Construction) ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED TO INSTALL SIGNAGE. CUSTOMER TO FORWARD COPY OF FINAL APPROVED SIGNAGE DRAWINGS TO BUILDING SITE CONTACT SO THAT THESE PROVISIONS CAN BE MADE DURING CONSTRUCTION AND PRIOR TO SIGN INSTALLATION.

ALL BRANCH (PRIMARY ELECTRICAL SERVICES) CIRCUITS FINAL CONNECTION TO EACH SIGN (WITHIN 5 FT.) TO BE BY CERTIFIED ELECTRICIAN.

- A. All branch circuits for signs must be totally dedicated to signs (including dedicated ground and dedicated neutral per circuit).
- B. Sign circuits must not be shared with other loads such as lighting, air conditioning, and other equipment.
- C. Properly sized ground wire that can be traced back to the breaker panel must be provided.
- D. Number and size of circuits for each sign to meet Federal Health Sign's requirement.

Any deviation from the above recommendations may result in:
 1. Damage to or improper operation of the sign(s).
 2. Delays and additional costs.

- Notes:**
- Certain electrical components of signs will fail prematurely if signs are not shut-off for a period of time, once, each day. For best performance, we recommend signs to be connected to an automatic controlling device such as an Energy Management System, Time Clock or Photo Cell that will automatically shut-off the sign for a period of time, each day. Failure to do so will cause damage to the electrical components of the sign and will void the warranty.
 - Some dimming devices will also adversely affect sign electrical components, causing failure. Any dimming of the sign without consultation with Federal Health Sign Co. will void the warranty.

INSTALLER IS RESPONSIBLE FOR:

PROVIDING AND INSTALLING ALL COMPONENTS REQUIRED TO RUN SECONDARY WIRING (CONNECTORS, GTO CONDUIT, ETC.) TO BE DETERMINED BY LOCAL CODE AND SITE CONDITIONS.

ELECTRICAL NOTES:

1. INSTALLATION OF THESE (ELECTRICAL) SIGNS SHALL CONFORM TO THE REQUIREMENTS OF ARTICLE 600 OF THE N.E.C., U.L. 48 AND / OR OTHER APPLICABLE LOCAL CODES.
 THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

PROVIDING ALL NEEDED INSTALLATION HARDWARE AS DETERMINED BY LOCAL CODE AND SITE CONDITIONS.
 SEALING BUILDING PENETRATIONS WITH SILICONE TO PREVENT MOISTURE PENETRATION @ EXTERIOR LOCATIONS..

ELECTRICAL REQUIREMENTS

Total: T.B.D. Amps

of 120V, 20A Circuits Req'd T.B.D.

ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS.

R7-10-02-12 VA Sign A: Add option 2 R8-10-02-12 VA Sign A: Add option 3.

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 www.FederalHealth.com
 1128 Beville Road, Suite E Daytona Beach, FL 32114
 (386) 255-1901 Fax (386) 258-0211

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 Indianapolis, IN - Delaware, OH - Knoxville, TN - Louisville, KY
 Canton, WI - Weymouth, IL - Tampa, ME
 Atlanta, GA - Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

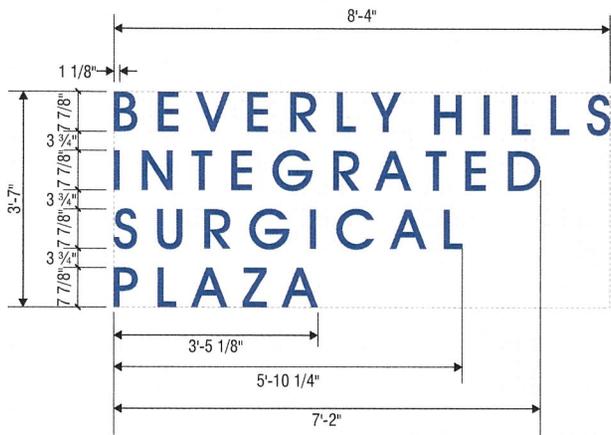
Revisions: R6-09-27-12 VA Sign A: Revert to R2 style of placement.
 R1-07-26-12 VA Sign B delete the 8.5" set of halo illuminated letters- Sign Change the 9.5" set of l.c.o. letters to halo illuminated.
 R2-08-15-12 VA Reduce letter set B HTE 30 SF as required by code. R5-09-21-12 VA Adjust placement of LED facing to the can.
 R3-08-20-12 VA Adjust placement of Sign A. R4-08-20-12 VA Adjust placement of Sign A.
 Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.
Client Approval/Date: _____
Landlord Approval/Date: _____

Account Rep: Matt Smith
Project Manager: Jim Harvey
Drawn By: Virgo Aragones
 Underwriters Laboratories Inc. (UL) ELECTRICAL TO USE ALL LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS
 ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:
BEVERLY HILLS INTEGRATED SURGICAL PLAZA
 9231 W. Olympic Blvd.
 Beverly Hills, CA 90212

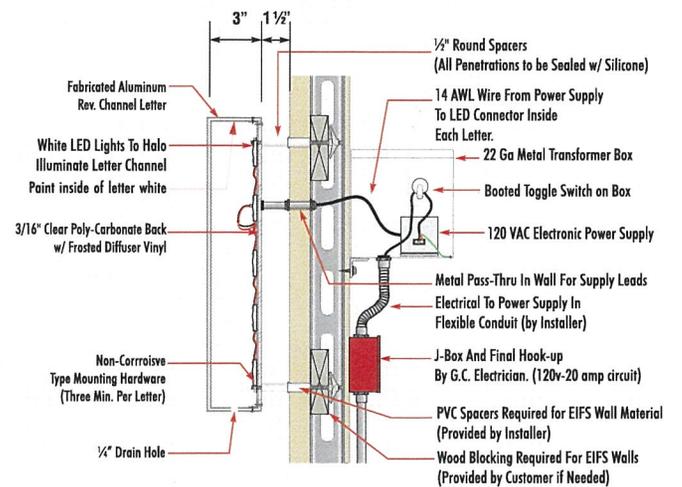
Job Number: 23-13943-10
Date: JULY 24, 2012
Sheet Number: 6 of 9
Design Number: 23-13943-10-R8

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ELECTRICAL REQUIREMENTS	
Total:	T.B.D. Amps
# of 120V, 20A Circuits Req'd	T.B.D.
ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS.	

SLOAN LED LOW VOLTAGE LIGHTING SYSTEM
 U.L. LISTED CLASS 2 - CONFORMS TO U.L. 48 and NEC 600 CODE

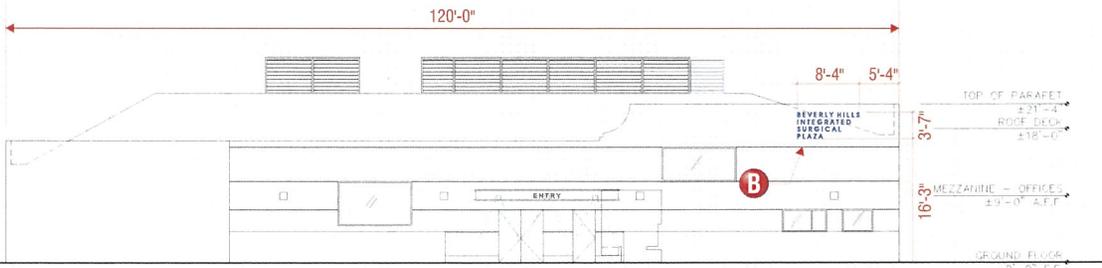
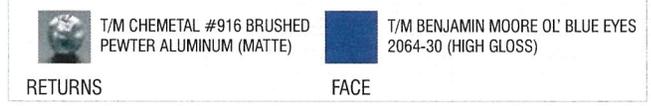


SECTION DETAIL - L.E.D. HALO ILLUMINATED WALL LETTERS

B HALO-ILLUMINATED REVERSE CHANNEL LETTERS | ONE (1) SET REQUIRED | 29.86 SQ.FT

Scale: 1/2"=1'-0"
LETTER FORM SPECIFICATIONS:
 INDIVIDUAL, HALO ILLUMINATED REVERSE PAN CHANNEL LETTERS FABRICATED FROM ALUMINUM. INTERIORS FINISHED WHITE FOR EVEN LIGHT DISTRIBUTION.
RETURNS: PAINTED T/M CHEMETAL #916 BRUSHED PEWTER ALUMINUM (MATTE)
FACE: PAINTED T/M BENJAMIN MOORE OL' BLUE EYES 2064-30 (HIGH GLOSS)
 ILLUMINATION VIA SLOAN L.E.D.s POWERED BY REMOTE POWER SUPPLIES.

MATERIALS FINISH COLORS



WEST ELEVATION

SCALE: 1/16"=1'-0"

CUSTOMER TO PROVIDE:
 (For New / Remodel Construction) ADEQUATE BEHIND THE WALL BACKING AND ACCESS AS REQUIRED TO INSTALL SIGNAGE. CUSTOMER TO FORWARD COPY OF FINAL APPROVED SIGNAGE DRAWINGS TO BUILDING SITE CONTACT SO THAT THESE PROVISIONS CAN BE MADE DURING CONSTRUCTION AND PRIOR TO SIGN INSTALLATION.

ALL BRANCH (PRIMARY ELECTRICAL SERVICE) CIRCUITS FINAL CONNECTION TO EACH SIGN WITHIN 5 FT. TO BE CERTIFIED ELECTRICIAN:
 A. All branch circuits for signs must be totally dedicated to signs (including dedicated ground and dedicated neutral per circuit).
 B. Sign circuits must not be shared with other loads such as lighting, air conditioning, and other equipment.
 C. Properly sized ground wire that can be traced back to the breaker panel must be provided.
 D. Number and size of circuits for each sign to meet Federal Health Signs requirement.

Any deviation from the above recommendations may result in:
 1. Damage to or improper operation of the sign(s).
 2. Delays and additional costs.

Notes:
 Certain electrical components of signs will fail prematurely if signs are not shut-off for a period of time, once, each day. For best performance, we recommend signs to be connected to an automatic controlling device such as an Energy Management System, Time Clock or Photo Cell that will automatically shut-off the sign for a period of time, each day. Failure to do so will cause damage to the electrical components of the sign and will void the warranty.
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INSTALLER IS RESPONSIBLE FOR:
 PROVIDING AND INSTALLING ALL COMPONENTS REQUIRED TO RUN SECONDARY WIRING (CONNECTORS, GTO CONDUIT, ETC.) TO BE DETERMINED BY LOCAL CODE AND SITE CONDITIONS.

ELECTRICAL NOTES:
 1. INSTALLATION OF THESE (ELECTRICAL) SIGNS SHALL CONFORM TO THE REQUIREMENTS OF ARTICLE 600 OF THE N.E.C., U.L. 48 AND /OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

PROVIDING ALL NEEDED INSTALLATION HARDWARE AS DETERMINED BY LOCAL CODE AND SITE CONDITIONS.
 SEALING BUILDING PENETRATIONS WITH SILICONE TO PREVENT MOISTURE PENETRATION @ EXTERIOR LOCATIONS.

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 (386) 255-1901 Fax (386) 258-0211

Manufacturing Facilities:
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 Elmes, TX - Jacksonville, TX - San Antonio, TX - Corpus Christi, TX
 Indianapolis, IN - Delaware, OH - Knoxville, TN - Louisville, KY
 Cranston, RI - Willowbrook, IL - Tunica, MS
 Atlanta, GA - Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

Revisions: R6-09-27-12 VA Sign A: Revert to R2 style of placement.
 R1-07-26-12 VA Sign B delete the 8 5" set of halo illuminated letters- Sign Change the 9.5" set of c.o. letters to halo illuminated.
 R2-08-15-12 VA Reduce letter set B NITE 30 SF as required by code. RS-09-21-12 VA Adjust placement of LED facing to the can.
 R3-08-20-12 VA Adjust placement of Sign A. R4-08-20-12 VA Adjust placement of Sign A.

Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.

Client Approval/Date:
 Landlord Approval/Date:

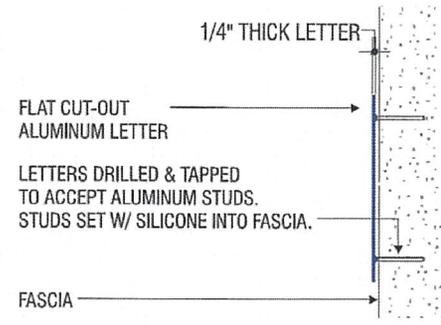
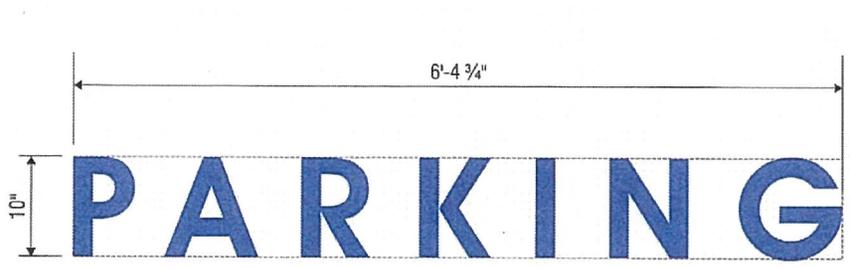
Account Rep: Matt Smith
 Project Manager: Jim Harvey
 Drawn By: Virgo Aragones

UL Underwriters Laboratories Inc. ncc ELECTRICAL TO USE ALL LISTED COMPONENTS AND FOLLOW ALL N.E.C. STANDARDS
 ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. 48 AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:
BEVERLY HILLS INTEGRATED SURGICAL PLAZA
 9231 W. Olympic Blvd.
 Beverly Hills, CA 90212

Job Number: 23-13943-10
 Date: JULY 24, 2012
 Sheet Number: 8 or 9
 Design Number: 23-13943-10-R8

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MATERIALS FINISH COLORS

	T/M BENJAMIN MOORE OL' BLUE EYES 2064-30 (HIGH GLOSS)
--	---

B **NON-ILLUMINATED FLAT CUT OUT LETTERS | ONE (1) SET REQUIRED | 5.32 SQ.FT**
 Scale: 1"=1'-0"

LETTER FORM SPECIFICATIONS:
 MANUFACTURE AND INSTALL ONE (1) SET OF NON-ILLUMINATED FLAT CUT OUT LETTERS AS SHOWN AND NOTED.

ATTACHMENT DETAIL FOR F.C.O. LETTERS
 NOT TO SCALE



EXISTING LOOK



NEW LOOK

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 Dallas, TX - Jacksonville, TX - San Antonio, TX - Corpus Christi, TX
 Indianapolis, IN - Delaware, OH - Knoxville, TN - Louisville, KY
 Gaston, WI - Woodstock, IL - Tazewell, ME
 Atlanta, GA - Tampa, FL - Daytona Beach, FL - Orlando, FL

Building Quality Signage Since 1901

Revisions: R1-10-15-12 VA Remove top rail on "foibly" sign and change quantity to two.
 R2-10-23-12 VA Sign A: Reverse sign size, add new sign B and re-label old sign B to Sign C.

Colors Depicted in This Rendering May Not Match Actual Finished Materials. Refer to Product Samples For Exact Color Match.

Client Approval/Date: _____
 Landlord Approval/Date: _____

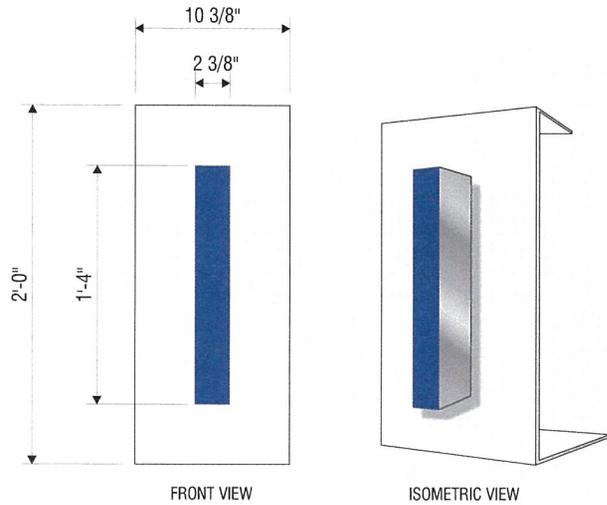
Account Rep: Matt Smith
 Project Manager: Jim Harvey
 Drawn By: Virgo Aragonos

UL Underwriters Laboratories Inc. **ETC** ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS
 ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.L. AS AND ARTICLE 600 OF THE N.E.C. STANDARDS, INCLUDING

Project / Location:
BEVERLY HILLS INTEGRATED SURGICAL PLAZA
 9231 W. Olympic Blvd.
 Beverly Hills, CA 90210

Job Number: 23-15305-10
 Date: OCTOBER 5, 2012
 Sheet Number: 2 of 3
 Design Number: 23-15305-10-R2

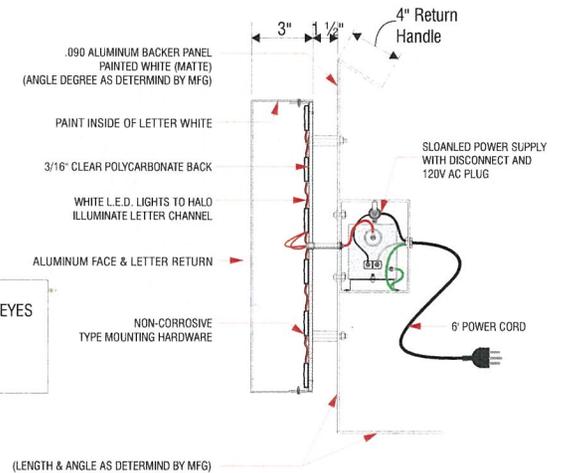
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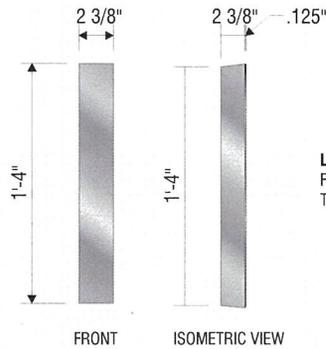
LETTER SAMPLE 1 SPECIFICATIONS:
 INDIVIDUAL, HALO ILLUMINATED REVERSE PAN CHANNEL LETTER
 FABRICATED FROM ALUMINUM AND MOUNTED ON
 ALUMINUM BACKER PANEL PAINTED WHITE (MATTE).
 INTERIORS FINISHED WHITE FOR EVEN LIGHT DISTRIBUTION.
RETURNS: PAINTED T/M CHEMETAL #916 BRUSHED PEWTER ALUMINUM (MATTE)
FACE: PAINTED T/M BENJAMIN MOORE OL' BLUE EYES 2064-30 (HIGH GLOSS)
ILLUMINATION: VIA SLOAN L.E.D.s POWERED BY REMOTE POWER SUPPLY.

MATERIALS FINISH COLORS

	T/M CHEMETAL #916 BRUSHED PEWTER ALUMINUM (MATTE)		T/M BENJAMIN MOORE OL' BLUE EYES 2064-30 (HIGH GLOSS)
RETURNS		FACE	



6 **SAMPLE HALO-ILLUMINATED REVERSE CHANNEL W/ ALUM BACKER PANEL LETTER**
 Scale: 1 1/2" = 1'-0" **ONE (1) REQUIRED**



LETTER SAMPLE 2 SPECIFICATIONS:
 FLAT CUT OUT .125" ALUMINUM PAINTED
 T/M CHEMETAL #916 BRUSHED PEWTER ALUMINUM (MATTE)

62 **SAMPLE FLAT CUT OUT LETTER | ONE (1) REQUIRED**
 Scale: 1 1/2" = 1'-0"

R7-10-02-12 VA Sign A: Add option 2 R8-10-02-12 VA Sign A: Add option 3

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 Indianapolis, IN - Delaware, OH - Knoxville, TN - Louisville, KY
 Grafton, WI - Willowbrook, IL - Tunica, MS
 Atlanta, GA - Tampa, FL - Daytona Beach, FL - Orlando, FL
Building Quality Signage Since 1901

Revisions: R6-08-27-12 VA Sign A: Revert to R2 style of placement.
 R1-07-26-12 VA Sign B delete the 8.5" set of halo illuminated letters- Sign Change the 9.5" set of f.c.o. letters to halo illuminated.
 R2-08-15-12 VA Reduce letter set B NITE 30 SF as required by code. R5-09-21-12 VA Adjust placement of LED facing to the can.
 R3-08-20-12 VA Adjust placement of Sign A. R4-08-20-12 VA Adjust placement of Sign A.
 Colors Depicted In This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match.
 Client Approval/Date: _____
 Landlord Approval/Date: _____

Account Rep: Matt Smith
 Project Manager: Jim Harvey
 Drawn By: Virgo Aragoness
   ELECTRICAL TO USE U.S. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS
ALL ELECTRICAL SIGNS ARE TO COMPLY WITH U.S. SECOND ARTICLE 400 OF THE N.E.C. STANDARDS, INCLUDING THE PROPER GROUNDING AND BONDING OF ALL SIGNS.

Project / Location:
BEVERLY HILLS INTEGRATED SURGICAL PLAZA
 9231 W. Olympic Blvd.
 Beverly Hills, CA 90212

Job Number: 23-13943-10
 Date: JULY 24, 2012
 Sheet Number: 9 of 9
 Design Number: 23-13943-10-R8

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Design Review Commission Report

455 North Rexford Drive
AC Meeting – November 14, 2012

Attachment D:

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-12

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A MODIFICATION TO AN EXISTING SIGN PROGRAM FOR THE PROPERTY LOCATED AT 9231 OLYMPIC BOULEVARD (BEVERLY HILLS INTEGRATED SURGICAL – PL1228750).

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

Section 1. Arch-Interiors Design Group Inc, applicant, on behalf of the property owner, Rexford-Maple Holdings, and the tenant, Beverly Hills Integrated Surgical (Collectively the “Applicant”), has applied for architectural approval of a modification to an existing sign program for the property located at 9231 Olympic Boulevard.

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 **November 14, 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, complaint 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:

William Crouch, Commission Secretary
Community Development Department

Adopted: **November 14, 2012**

Zale Richard Rubins, Chairperson
Architectural Commission

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

I, WILLIAM CROUCH, Secretary of the Architectural Commission and Urban Designer of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. AC-XX-12 duly passed, approved, and adopted by the Architectural Commission of said City at a meeting of said Commission on **November 14, 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:

WILLIAM CROUCH
Secretary to the Architectural
Commission/Urban Designer
City of Beverly Hills, California