



## Architectural Commission Report

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**Meeting Date:** Wednesday, March 20, 2013

**Subject:** ETRO

**200 North Rodeo Drive**

Request for approval of a façade modification, a sign accommodation to allow multiple business identification signs, and a sign accommodation to allow business identification signage facing the alley.  
(PL1303308)

**Project agent:** Marco Pievani

**Recommendation:** Conduct public hearing to discuss the project details and provide the applicant with an approval.

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade modification and a sign accommodation for multiple business identification signs. The façade modification includes the following:

- Removal of existing entry door and replacement with new glass door with brass hardware and handles, and;
- New decorative metal grillwork above the entryway.

The applicant is proposing a total of 8.08 SF of business identification signage on the Wilshire Boulevard elevation, allocated as follows:

- One 2.28 SF business identification sign located above the entryway located on the decorative metal grillwork;
- Two 2.27 SF business identification signs located on each side of the entryway, and;
- Three 0.42 SF business identification signs located at the bottom of each storefront window.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow multiple business identification signs if the total area of all business identification signs does not exceed 100 square feet, the total business sign area otherwise permitted by this section, or 10% of the vertical surface area of that portion of the wall below 20'-0". For this retail tenant, the maximum business identification sign area for the Wilshire Boulevard elevation is 100 SF (based on a storefront width of approximately 59'-2").

The applicant is also proposing one 0.42 SF business identification sign located at the bottom of the storefront window facing the alley.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley if the sign area does not

#### Attachment(s):

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

#### Report Author and Contact Information:

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



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exceed 75% of the area otherwise permissible if the wall abutted a public street. Based on an alley elevation storefront width of 20'-0", the maximum sign area for this elevation is 30 SF.

Three awning signs are also proposed with a letter height of 3.5" (maximum letter height of 7"). However, awning signs are not calculated in overall business identification signage.

### **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**

The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, March 8, 2013. To date staff has not received any comments in regards to the submitted project.



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### **Attachment 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
  - 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:
  - Building Identification Sign(s)  
 Number of signs proposed:
  - Sign Accommodation (explain reason for the accommodation request below):  
 Client wishes to have all of the small signs proposed  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:**

This is an interior remodel and entry redesign for ETRO at 9501 Wilshire Boulevard. A new glass door with brass hardware is proposed as well as a new primary tenant sign placed on decorative metal grillwork in place of the existing awning over the entry. Existing awnings are to remain; fabric is to be replaced to match existing color and material if needed. Existing storefront windows (4 total) are to remain as existing with only minor touch up paint to match existing as needed. An existing brass address plaque is proposed to be relocate up vertically from its current location. Two (2) brass plaques with tenant name are proposed on each side of the entry door. New Tenant letting is proposed on the 3 remaining awnings in place of previous tenant name. Four new small signs in the form of cut metal letters are proposed to be adhered to the each of the 4 storefront windows. No lit or internally illuminated signs are proposed. Existing exterior building sconces are to remain. The original facade and elevation are to remain unchanged save for new door and signs. Materials and colors are in keeping with the facade and building color pallet. Proposed materials include polished brass, a darkened oil rubbed brass (which matches existing exterior sconces), and ultra clear Starfire glass for new doors to match existing storefront windows.

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

- |  |                                 |   |                                 |                                |
|--|---------------------------------|---|---------------------------------|--------------------------------|
| <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 checked="" 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   |
| <input type="checkbox"/> Other: <input type="text"/> |                                 |   |                                 |                                |

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

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> General Office Building    | <input type="checkbox"/> Multi-family Building | <input type="checkbox"/> Other (specify below): <input type="text"/> |
| <input checked="" type="checkbox"/> Retail Building | <input type="checkbox"/> Vacant                |  |
| <input type="checkbox"/> Medical Office Building    | <input checked="" type="checkbox"/> 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 Sign(s)	1	4'-7" x 6"	2.28	100 SF
2	Business ID Sign(s)	2	1'-8" x 1'-4"	Each: 2.27 Total: 4.54	100 SF
3	Awning Sign(s)	3	2'-7" x 3 1/2"	Each: .74 Total: 2.22	50 SF
4	Window Sign(s)	3	2'-0" x 2 1/2"	Each: .42 Total: 1.26	100 SF
5	Alley Sign(s)	1	2'-0" x 2 1/2"	.42	30 SF

**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:* Brass decorative panel above entry: darkened brass, water-jet cut design  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* darkened brass / oil-rubbed brass

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

*Material:* Door only: Ultra Clear Starfire glass, brass door fittings  
*Texture /Finish:* polished  
*Color / Transparency:* \_\_\_\_\_

**ROOF**

*Material:* NA  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**COLUMNS**

*Material:* NA  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**BALCONIES & RAILINGS**

*Material:* NA  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

*Material:* NA  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

**AWNINGS, CANOPIES**

*Material:* Existing fabric and metal frame. Replacing fabric to match existing  
*Texture /Finish:*  
*Color / Transparency:* White

**DOWNSPOUTS / GUTTERS**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**BUSINESS ID SIGN(S)**

*Material:* Various: Polished Brass,  
*Texture /Finish:*  
*Color / Transparency:*

**BUILDING ID SIGN(S)**

*Material:* Relocating existing brass address plaque up from original location.  
*Texture /Finish:*  
*Color / Transparency:*

**EXTERIOR LIGHTING**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**PAVED SURFACES**

*Material:* NA  
*Texture /Finish:*  
*Color / Transparency:*

**FREESTANDING WALLS AND FENCES**

*Material:* NA  
*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:**

NA

**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 work to the existing facade is minimal, however it works with the existing color and material pallet of the larger building in a way that makes the new work feel like it belongs while elevating quality and high end style. The new proposed entry creates a more well defined building portal that is in keeping with the style of the existing facade, and by maintaining the existing awnings we are also maintaining the rhythm of tenant expression and language that currently exists around the larger building.

- 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 existing storefront windows are in good working condition and provide for great noise reduction from Wilshire Boulevard. The new proposed entry door uses high quality hardware from trusted manufacturers that will ensure good sound and weather protection to the interior while offering a nice looking high quality design that is in keeping with the rest of the existing building.

- 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 existing building is part of the Two Rodeo mall complex and is well maintained by ownership and management. Our proposed design works with the building to ensure its the quality of its overall appearance, and the materials proposed are chosen with maintenance and durability in mind.

- 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 existing building as previously mentioned is part of the Two Rodeo mall complex and houses an impressive collection of retail tenants from around the world, and as such is an icon visitors. Our small portion of proposed work does not affect the existing working harmony of the project.

- 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.**

A significant portion of the existing facade will remain untouched except for the entry. All proposed design work of the entry is in conformance with local codes and laws.



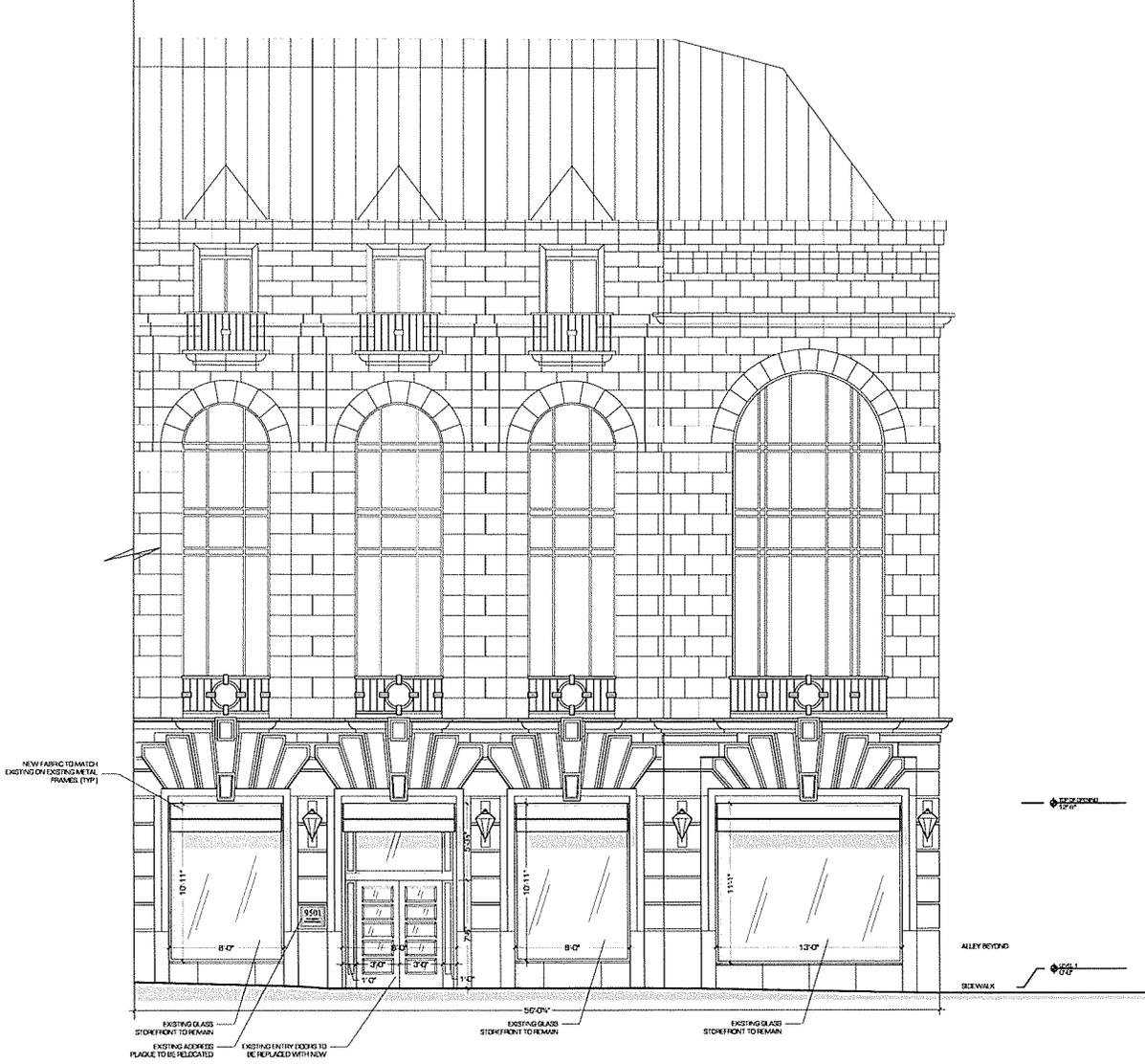
## **Architectural Commission Report**

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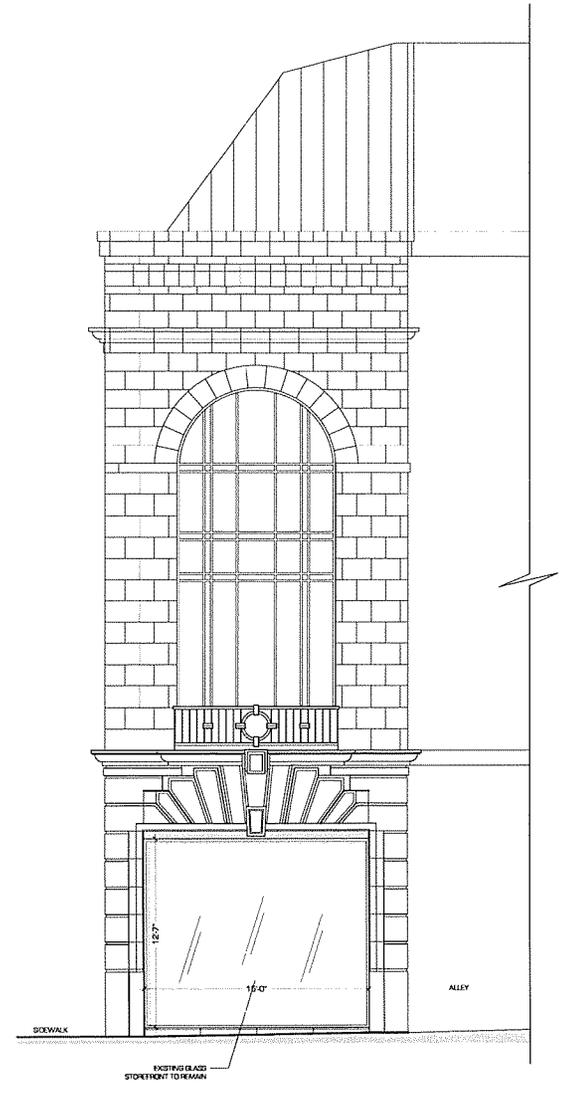
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### **Attachment B:**

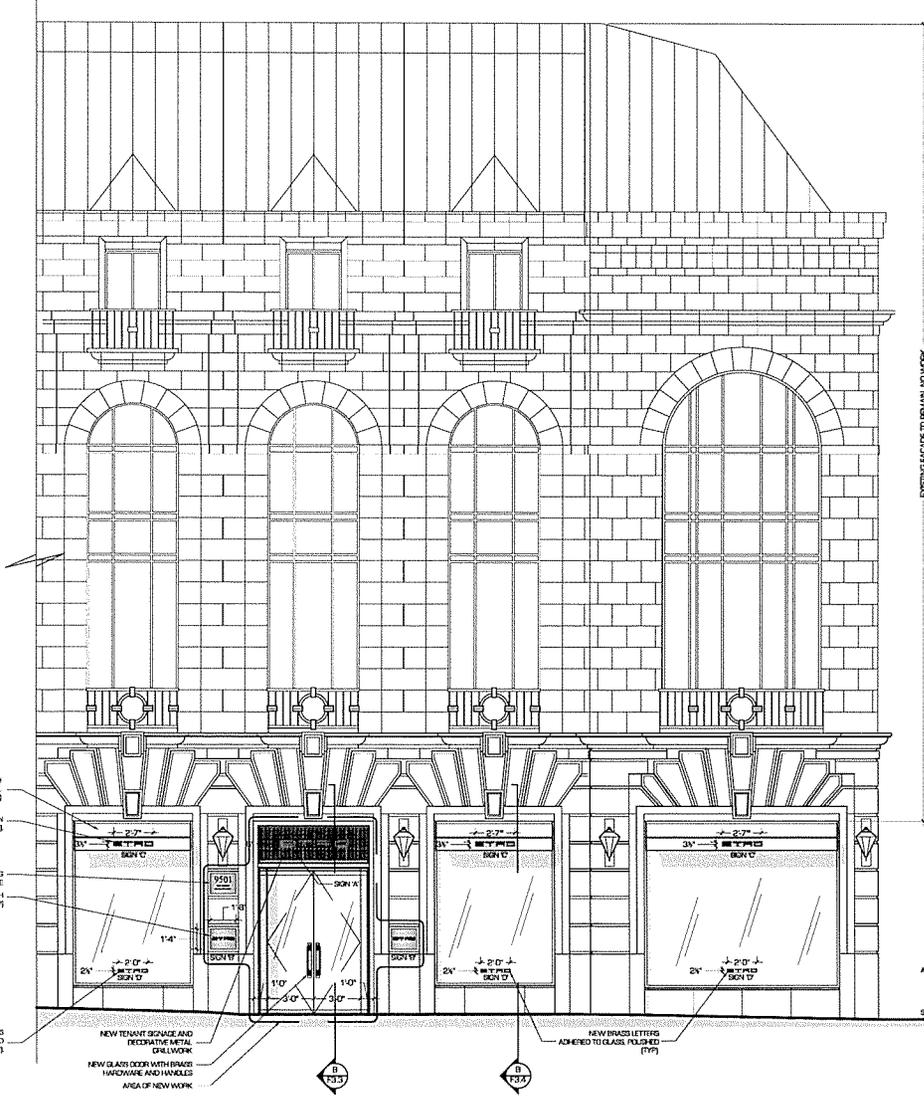
Design plans, cut sheets  
and supporting elements



1 | SOUTH ELEVATION [EXISTING]  
 SCALE: 1/8" = 1'-0"



2 | EAST ELEVATION [EXISTING]  
 SCALE: 1/8" = 1'-0"



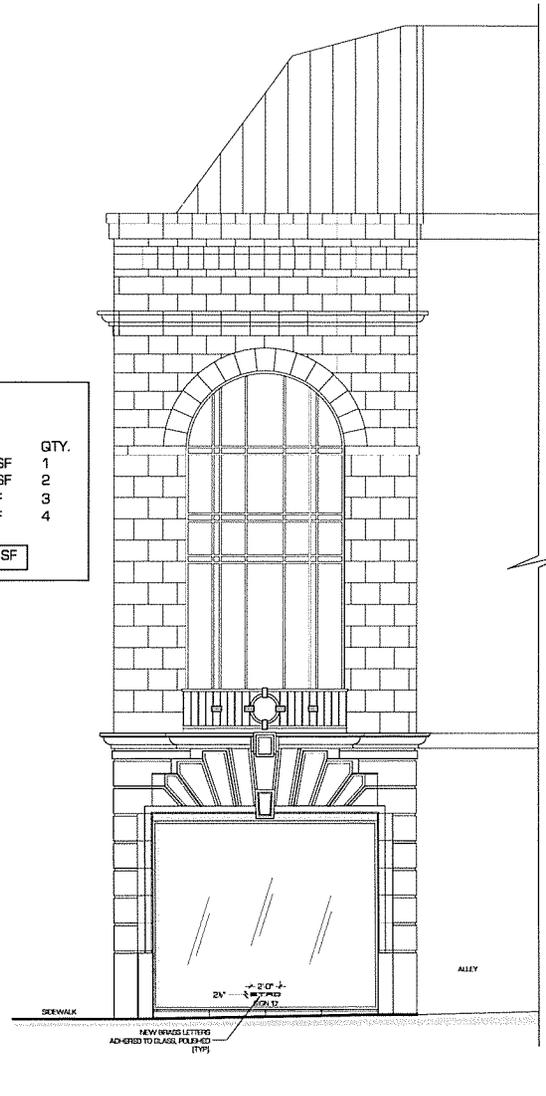
**1** SOUTH ELEVATION [PROPOSED]  
 SCALE: 1/8" = 1'-0"

**SIGN SUMMARY**

EXTERIOR SIGNS	TYPE	SIZE	AREA	QTY.
SIGN 'A'	4'-7" X 6"	2.28 SF	1	
SIGN 'B'	1'-8" X 1'-4"	2.27 SF	2	
SIGN 'C'	2'-7" X 3 3/8"	.74 SF	6	
SIGN 'D'	2'-0" X 2 1/2"	.42 SF	4	
<b>TOTAL SIGNS:</b>			<b>10.72 SF</b>	

EXISTING FACADE TO REMAIN UNWORK

ALLEY REVERD  
 SIDEWALK



**2** EAST ELEVATION [PROPOSED]  
 SCALE: 1/8" = 1'-0"



NEW BRASS LETTERS ADHERED TO GLASS, POLISHED (TYP.)

NEW TENANT SIGNAGE AND DECORATIVE METAL GRILLWORK

NEW GLASS DOOR WITH BRASS HARDWARE AND HANDLES

AREA OF NEW WORK

# 1 SOUTH ELEVATION [PROPOSED]

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

B  
F3.3

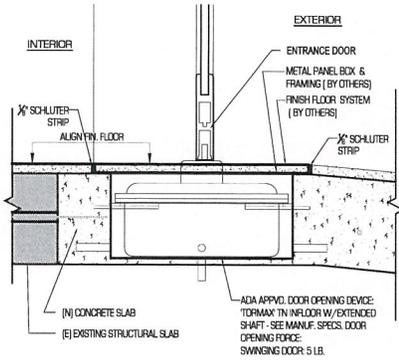


EXAMPLE FROM ALTERNATE LOCATION OF PROPOSED POLISHED BRASS HANDLES.

B  
F3.4

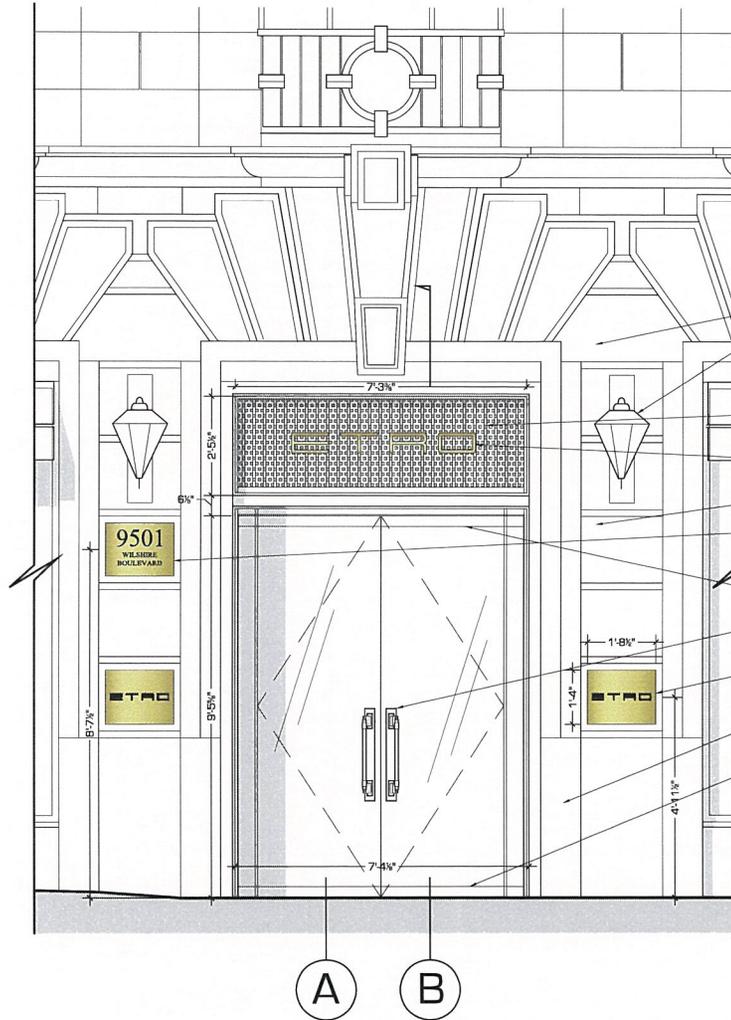


EXAMPLE FROM ALTERNATE LOCATION OF DECORATIVE METAL GRILL WITH DIMENSIONAL BRASS LETTERS.

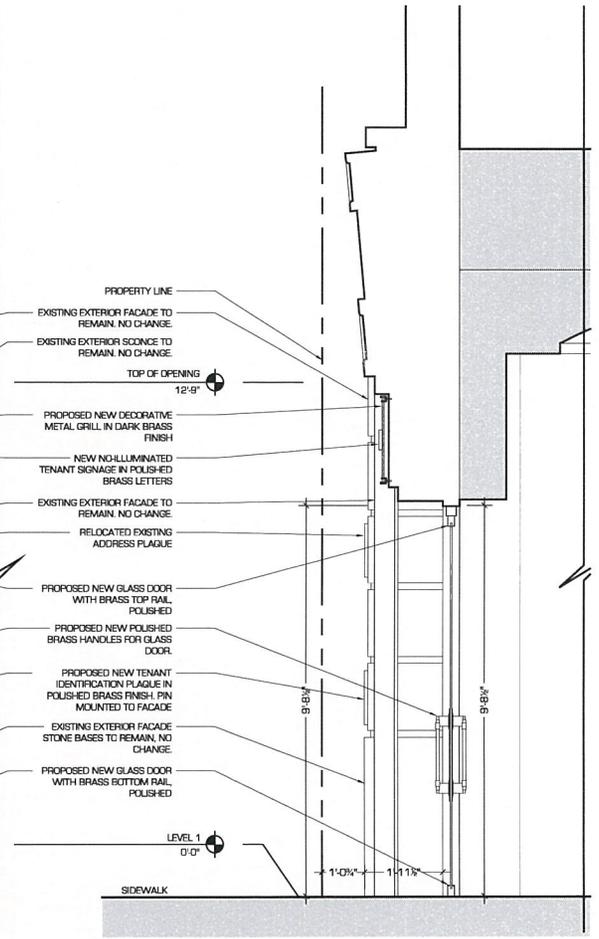


**A** DOOR DETAIL AT FINISH FL.  
SCALE: 1 1/2" = 1'-0"

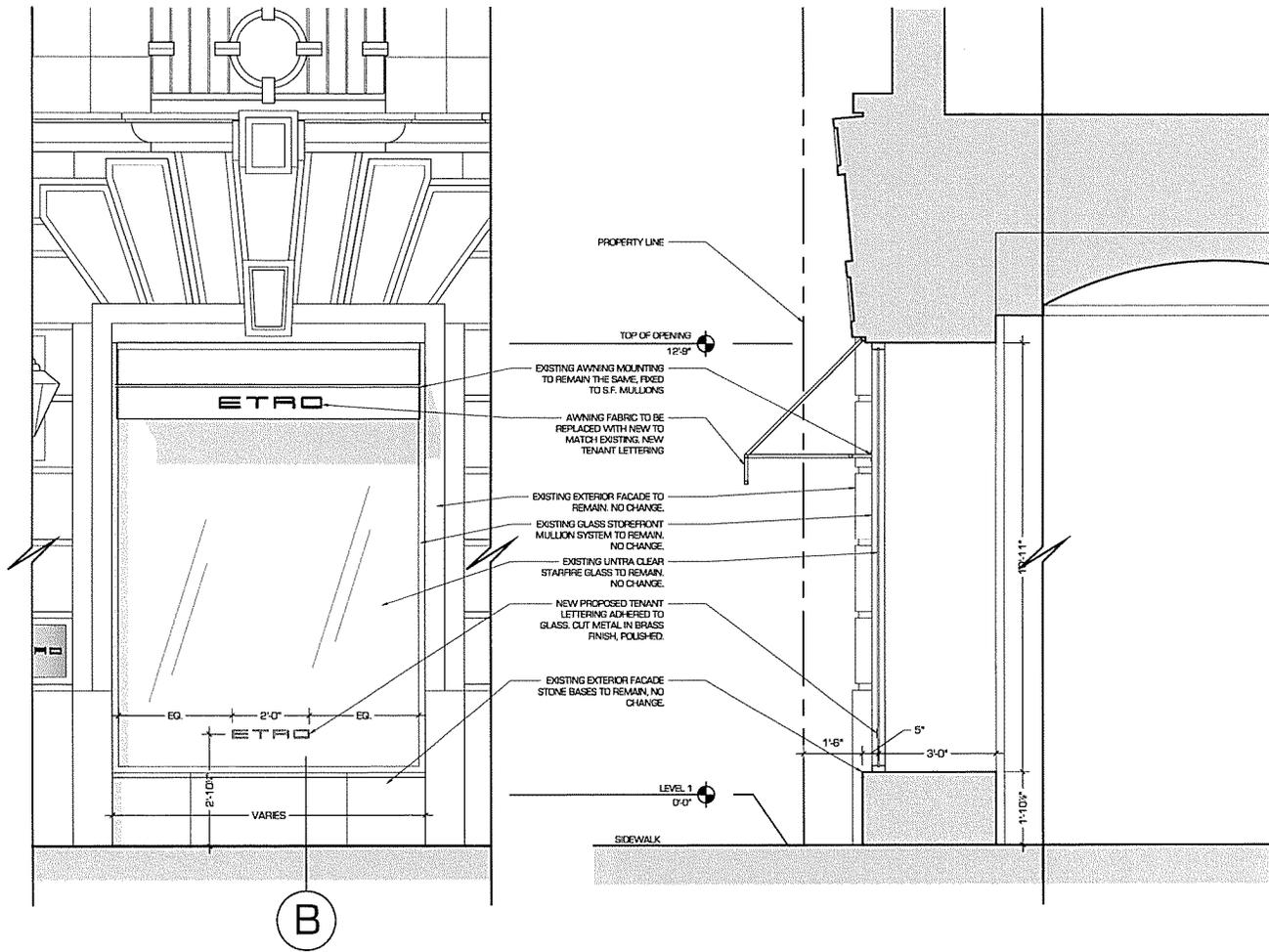
\*\*\* NOTE: SEE SHEET F6.1 FOR ADDITIONAL DOOR SPECIFICATION INFORMATION



**1** ENTRY ELEVATION [PROPOSED]  
SCALE: 3/8" = 1'-0"



**B** SECTION AT ENTRY [PROPOSED]  
SCALE: 3/8" = 1'-0"

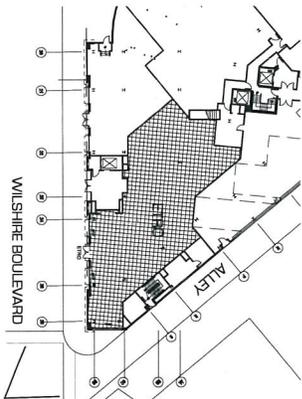


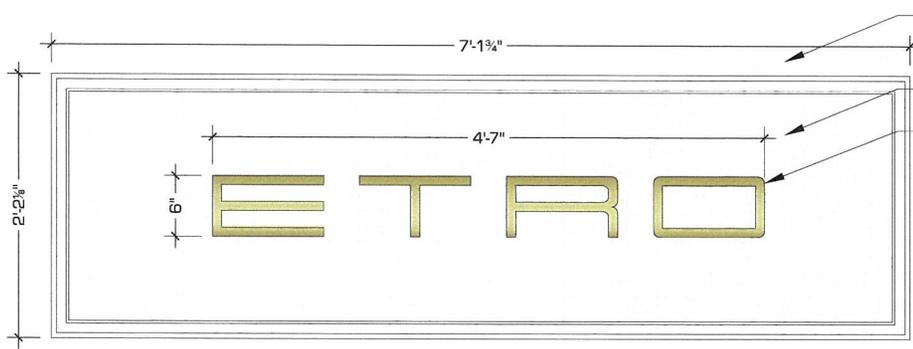
**1** | STOREFRONT TYP. [PROPOSED]  
SCALE: 3/8" = 1'-0"

**B** | SECTION AT STOREFRONT [PROPOSED]  
SCALE: 3/8" = 1'-0"



 SOUTH PERSPECTIVE | PROPOSED |  
 NTS





**1 | SIGN 'A'**  
1" = 1'-0"

**ELEVATION**

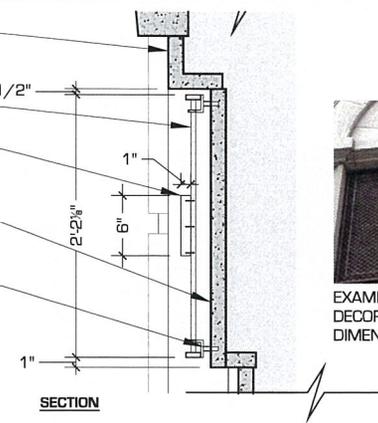
EXISTING FACADE TO REMAIN. NO CHANGE

NEW DECORATIVE GRILLWORK IN DARKENED BRASS FINISH

1" BRASS LETTERS POLISHED, PIN MOUNTED FROM BEHIND

NEW TERRA COTTA BEHIND DECORATIVE GRILL TO MATCH EXISTING FACADE COLOR.

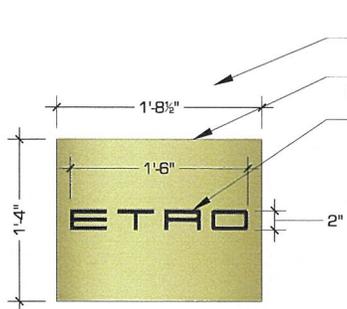
DECORATIVE GRILL PIN MOUNTED TO NEW FACADE WORK.



**SECTION**



EXAMPLE FROM ALTERNATE LOCATION OF DECORATIVE METAL GRILL WITH DIMENSIONAL BRASS LETTERS.



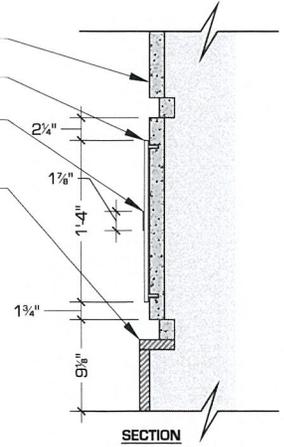
**1 | SIGN 'B'**  
1" = 1'-0"

EXISTING FACADE TO REMAIN. NO CHANGE

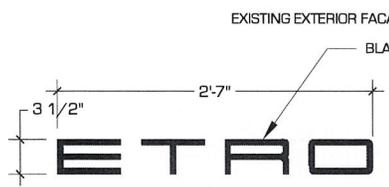
SEALED AND POLISHED BRASS PLAQUE, PIN MOUNTED TO FACADE

RAISED BLACK METAL LETTERS, ADHERED TO AND CENTERED ON PLAQUE

EXISTING STONE BASE TO REMAIN. NO CHANGE.



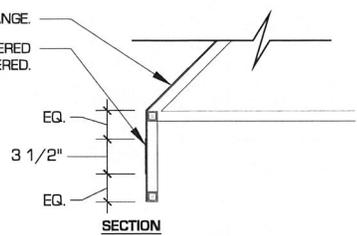
**SECTION**



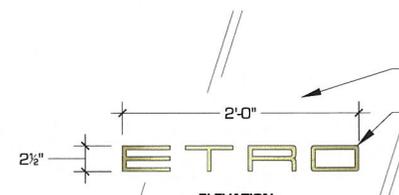
**1 | SIGN 'C'**  
1" = 1'-0"

EXISTING EXTERIOR FACADE TO REMAIN. NO CHANGE.

BLACK VINYL LETTERS ADHERED TO AWNING, CENTERED.



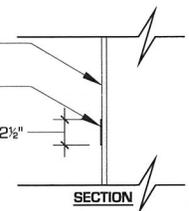
**SECTION**



**1 | SIGN 'D'**  
1" = 1'-0"

EXISTING STORE FRONT GLAUSS, ULTRA CLEAR, STAFFIRE.

NEW BRASS LETTERS ADHERED TO GLASS, POLISHED.



**SECTION**

**SIGN SUMMARY**

EXTERIOR SIGNS			
TYPE	SIZE	AREA	QTY
SIGN 'A'	4'-7" X 6"	2.28 SF	1
SIGN 'B'	1'-8" X 1'-4"	2.27 SF	2
SIGN 'C'	2'-7" X 3 1/2"	.74 SF	3
SIGN 'D'	2'-0" X 2 1/2"	.42 SF	4

TOTAL SIGNS: 10.72 SF



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**Attachment C:**

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-13

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT TO ALLOW A FAÇADE MODIFICATION, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A SIGN ACCOMMODATION FOR BUSINESS IDENTIFICATION SIGNAGE FACING THE ALLEY FOR THE PROPERTY LOCATED AT 200 NORTH RODEO DRIVE (ETRO – PL1303308).

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

Section 1. Marco Pievani, applicant, on behalf of the property owner, Sloane Two Rodeo LLC, and the tenant, Etro (Collectively the “Applicant”), has applied for architectural approval of a façade modification, a sign accommodation for multiple business identification signs, and a sign accommodation for business identification signage facing the alley for the property located at 200 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 March 20, 2013 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. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **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.
3. **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.
4. **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.

5. **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.
6. **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.
7. **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.
8. **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

9. **No project specific conditions are proposed 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: March 20, 2013

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William Crouch, Commission Secretary  
Community Development Department

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Zale Richard Rubins, Chairperson  
Architectural Commission