



Architectural Commission Report

Meeting Date: Wednesday, June 19, 2013

Subject: PERSOL

256 North Rodeo Drive

Request for approval of new awning with signage and a sign accommodation to for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1308431)

Project agent: AKC Services, Inc.

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

REPORT SUMMARY

The applicant is requesting review and approval of a new awning with signage and a sign accommodation for multiple business identification signs.

The total business identification sign area for the tenant space is proposed at 4.17 SF and is configured as follows:

- One non-illuminated business identification sign located on a new black Sunbrella fabric awning that is 2.17 SF in area. *Note: As the awning does not project more than 12" from the face of the building, the signage is considered part of the overall business identification sign area.*
- Two non-illuminated bronze metal plaques located on each side of the storefront that are 1 SF in area each, for a total of 2 SF.

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 the lesser of: 1) 100 square feet; 2) the total business sign area otherwise permitted by this section, or; 3) 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 is 42.5 SF (based on a storefront width of approximately 21'-3").

The applicant is also requesting signage to be placed on an existing awning located directly above the entryway. As the existing awning projects more than 12" from the face of the building, the awning signage is not included in the overall business identification sign area. The signage is configured as follows:

- One non-illuminated vinyl sign located on that portion of the awning parallel to the storefront. The height of the sign is proposed at the maximum 7".

Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

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



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – June 19, 2013

Pursuant to BHMC §10-4-306, signage may be placed upon an awning that projects more than 12" from the face of the building provided that the sign does not exceed one line of text and does not exceed a height of 7".

As part of the new sign configuration proposed for the tenant, two existing vinyl window signs are proposed for removal.

DESIGN ANALYSIS

Based on staff's review of the proposed project, the signage is tasteful and complements the existing design of the storefront. The scale, size, and placement of the signage are appropriate for the size of the storefront with the exception of the bronze plaque sign located furthest from the entryway. This sign does not complement the overall signage proposed and, as such, staff recommends its removal. A condition has been added to the draft resolution indicating the removal.

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, June 7, 2013. To date, staff has not received any comments in regards to the submitted project. .



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – June 19, 2013

Attachment A:

Detailed Design Description
and Materials (applicant prepared)

SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION																					
A	<p>Indicate Requested Application</p> <p><input type="checkbox"/> Staff Review</p> <ul style="list-style-type: none"> • Three (3) sets of plans required (see Section 6 for plan size requirements). <p><input checked="" type="checkbox"/> Architectural Commission Review</p> <ul style="list-style-type: none"> • 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	<p>Identify the scope of work (check all that apply):</p> <table border="0"> <tr> <td><input type="checkbox"/> New construction</td> <td><input type="checkbox"/> Remodel: Int. & Ext, <u>no</u> floor area added</td> </tr> <tr> <td><input type="checkbox"/> Façade Remodel ONLY</td> <td><input type="checkbox"/> Remodel: Int. & Ext, floor area added</td> </tr> <tr> <td><input type="checkbox"/> Business Identification Sign(s)</td> <td><input type="checkbox"/> Awning(s): <input type="checkbox"/> New <input type="checkbox"/> Recovery</td> </tr> <tr> <td colspan="2">Number of signs proposed:</td> </tr> <tr> <td><input checked="" type="checkbox"/> Building Identification Sign(s)</td> <td><input type="checkbox"/> Open Air Dining: #Tables #Chairs</td> </tr> <tr> <td colspan="2">Number of signs proposed: 2</td> </tr> <tr> <td><input type="checkbox"/> Sign Accommodation (explain reason for the accommodation request below):</td> <td>Number of signs proposed:</td> </tr> <tr> <td><input type="checkbox"/> Other:</td> <td></td> </tr> </table>	<input type="checkbox"/> New construction	<input type="checkbox"/> Remodel: Int. & Ext, <u>no</u> floor area added	<input type="checkbox"/> Façade Remodel ONLY	<input type="checkbox"/> Remodel: Int. & Ext, floor area added	<input type="checkbox"/> Business Identification Sign(s)	<input type="checkbox"/> Awning(s): <input type="checkbox"/> New <input type="checkbox"/> Recovery	Number of signs proposed:		<input checked="" type="checkbox"/> Building Identification Sign(s)	<input type="checkbox"/> Open Air Dining: #Tables #Chairs	Number of signs proposed: 2		<input type="checkbox"/> Sign Accommodation (explain reason for the accommodation request below):	Number of signs proposed:	<input type="checkbox"/> Other:					
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<input type="checkbox"/> Other:																					
C	<p>Describe the scope of work proposed including materials and finishes:</p> <p>Install one non illuminated awning with copy 14”h x 11 1/8”w awning at 3'-0" h x 18'- 8 1/2"w. .</p> <p>Install one window vinyl graphics at 7 "h x 11 1/8"w</p> <p>Install 2 wall plaques 1'-0"h x 1-0"w</p>																				
D	<p>Identify the Project Zoning (City Zoning Map: http://gis.beverlyhills.org/)</p> <table border="0"> <tr> <td><input type="checkbox"/> R-4</td> <td><input type="checkbox"/> R-4X</td> <td><input type="checkbox"/> R-4</td> <td><input type="checkbox"/> R-4-P</td> <td><input type="checkbox"/> R-4X2</td> </tr> <tr> <td><input type="checkbox"/> R-3</td> <td><input type="checkbox"/> RMCP</td> <td><input type="checkbox"/> C-3</td> <td><input type="checkbox"/> C-3A</td> <td><input type="checkbox"/> C-3B</td> </tr> <tr> <td><input type="checkbox"/> C-5</td> <td><input type="checkbox"/> C-3T-1</td> <td><input type="checkbox"/> C-3T-2</td> <td><input type="checkbox"/> C-3T-5</td> <td><input type="checkbox"/> C-5</td> </tr> <tr> <td colspan="5"><input type="checkbox"/> Other: _____</td> </tr> </table>	<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	<input type="checkbox"/> Other: _____				
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<input type="checkbox"/> Other: _____																					
E	<p>Lot is currently developed with (check all that apply):</p> <table border="0"> <tr> <td><input type="checkbox"/> General Office Building</td> <td><input type="checkbox"/> Multi-family Building</td> <td><input type="checkbox"/> Other (specify below):</td> </tr> <tr> <td><input checked="" type="checkbox"/> Retail Building</td> <td><input type="checkbox"/> Vacant</td> <td></td> </tr> <tr> <td><input type="checkbox"/> Medical Office Building</td> <td><input type="checkbox"/> Restaurant</td> <td></td> </tr> </table>	<input type="checkbox"/> General Office Building	<input type="checkbox"/> Multi-family Building	<input type="checkbox"/> Other (specify below):	<input checked="" type="checkbox"/> Retail Building	<input type="checkbox"/> Vacant		<input type="checkbox"/> Medical Office Building	<input type="checkbox"/> Restaurant												
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<input checked="" type="checkbox"/> Retail Building	<input type="checkbox"/> Vacant																				
<input type="checkbox"/> Medical Office Building	<input type="checkbox"/> Restaurant																				
F	<p>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)?</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes , please list Architect’s name:</p>																				

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

A Indicate in the chart below all applicable signage details:

	Type of Sign	Quantity	Dimensions	Square Ft	Maximum Area Permitted by Code
1	Awning	1	14'h x 11 1/8"w	1.09	
2	glass vinyl	1	7'h x 11 1/8"w	.55	
3	wall plaque	2	1'-0"h x 1'-0"w	1	
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: N/A
 Texture /Finish: N/A
 Color / Transparency: N/A

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

Material: Glass
 Texture /Finish: N/A
 Color / Transparency: N/A

ROOF

Material: N/A
 Texture /Finish: N/A
 Color / Transparency: N/A

COLUMNS

Material: N/A
 Texture /Finish: N/A
 Color / Transparency: N/A

BALCONIES & RAILINGS

Material: N/A
 Texture /Finish: N/A
 Color / Transparency: N/A

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

Material: N/A
 Texture /Finish: N/A
 Color / Transparency: N/A

SECTION 3 – PROJECT DETAILS AND MATERIALS (continued from previous page)	
AWNINGS, CANOPIES	
Material:	Sunbrella Black and White
Texture /Finish:	
Color / Transparency:	Black and White
DOWNSPOUTS / GUTTERS	
Material:	N/A
Texture /Finish:	N/A
Color / Transparency:	N/A
BUSINESS ID SIGN(S)	
Material:	Metal Plaque
Texture /Finish:	Brushed
Color / Transparency:	Bronze
BUILDING ID SIGN(S)	
Material:	N/A
Texture /Finish:	N/A
Color / Transparency:	N/A
EXTERIOR LIGHTING	
Material:	N/A
Texture /Finish:	N/A
Color / Transparency:	N/A
PAVED SURFACES	
Material:	N/A
Texture /Finish:	N/A
Color / Transparency:	N/A
FREESTANDING WALLS AND FENCES	
Material:	N/A
Texture /Finish:	N/A
Color / Transparency:	N/A
OTHER DESIGN ELEMENTS	
Material:	N/A
Texture /Finish:	N/A
Color / Transparency:	N/A
C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:	
N/A	

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 addition of the awning with copy, plaques and vinyl to the property 256 N Rodeo Dr. is conforming with the surrounding businesses. This proposed design adds elegance to the shopping experience offering distinct simplicity to the area. The addition to the facade adds a vital contribution to the historically retail oriented culture of the the business district 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 proposed structure does not make the environment less desirable.

- 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 propose awning with copy, plaques and vinyl do little to alter the existing quality and design of the building it is in, which has already proved to have superior quality and exterior design. It adds elegance and clearness striking visuals which reinforces the Historically retail oriented culture of Beverly Hills.

- 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 Business district of Beverly Hills serves its citizens and Visitors by providing a consumer oriented environment, displaying the most progressive trends in fashion and culture. Persol store maintains this attitude and compliments the overall agenda of the general area.

- 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 proposal to the awing with copy, vinyl and plaques maintains the mercantile occupancy that was intended for the space and respects the commercial zoning of the property. The design has minimal impact on the existing buildings appearance.



Architectural Commission Report

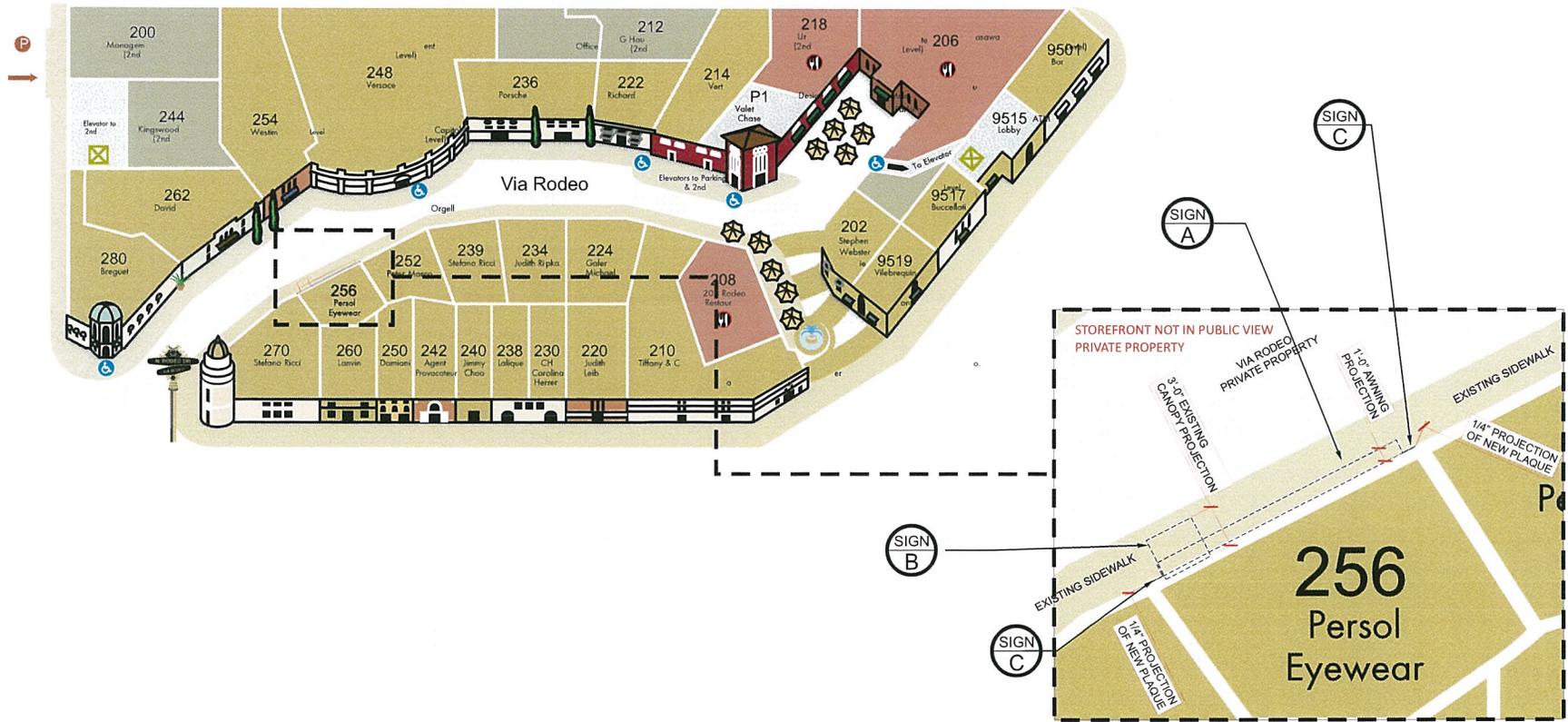
445 North Rexford Drive, Room 280-A
AC Meeting – June 19, 2013

Attachment B:
Project Design Plans

Two Rodeo Drive 128,000 rentable square feet
 83,600 square feet site area
 277,416 gross square feet
 626.00 square foot rentable area

**STOREFRONT NOT IN PUBLIC VIEW
 PRIVATE PROPERTY**

SITE PLAN 0
 SCALE: NTS



ENLARGED SITE PLAN - NTS

TRIANGLE SIGN & SERVICE	CLIENT & LOCATION 	RODEO DRIVE 256 N. RODEO DRIVE BEVERLY HILLS, CA 90210	LEAD NO. 00104792 T9	DATE 1-23-2012	REVIEWED BY	REVISION	SHEET NO. 2 of 13
			SALESMAN R. NETHEN	DRAWN BY JHJ	SEG. NO.		

STOREFRONT PHOTO RENDERING

1

SCALE: NTS



EXISTING CANOPY
NEW GLASS PANEL w/
VINYL GRAPHICS

NEW NON-ILLUM.
PLAQUE SIGN

REMOVE EXISTING
PLAQUE

NEW NON-ILLUM.
PLAQUE SIGN

TRIANGLE
SIGN & SERVICE

CLIENT & LOCATION

Persol

RODEO DRIVE
256 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

LEAD NO.
00104792 T9

DATE
1-23-2012

REVIEWED BY

REVISION

SHEET NO.

SALESMAN
R. NETHEN

DRAWN BY
JJH

SEG. NO.

3 of 13

PROPOSED STOREFRONT ELEVATION

2

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

SIGN	SQ. FT.
A	56.12
B	2.12
C	1.00

NON-ILLUM. AWNING

SIGN A

21'-3"

18'-8 1/2"

3'-0"

3'-6"

SIGN B

EXISTING CANOPY
NEW GLASS PANEL w/
VINYL GRAPHICS

3 3/4"

3 3/4"

NON-ILLUM. PLAQUE SIGN
MATCH HEIGHT OF
NEIGHBOR TENANT SIGN

SIGN C

7'-10" A.F.G. TO TO. SIGN

6'-10" A.F.G. TO B.O. SIGN

3 3/4"

3 3/4"

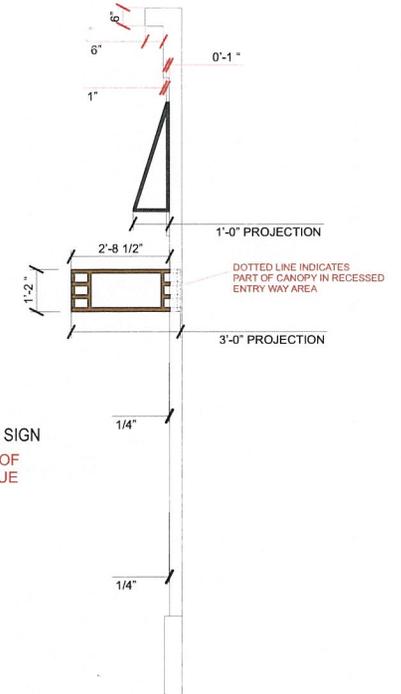
SIGN C

NON-ILLUM. PLAQUE SIGN
MATCH HEIGHT OF
EXISTING PLAQUE

4'-2" A.F.G. TO B.O. SIGN

5'-2" A.F.G. TO TO. SIGN

FRONT VIEW



SIDE VIEW

TRIANGLE
SIGN & SERVICE

CLIENT & LOCATION

Persol

RODEO DRIVE
256 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

LEAD NO.

00104792 T9

DATE

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SEG. NO.

SHEET NO.

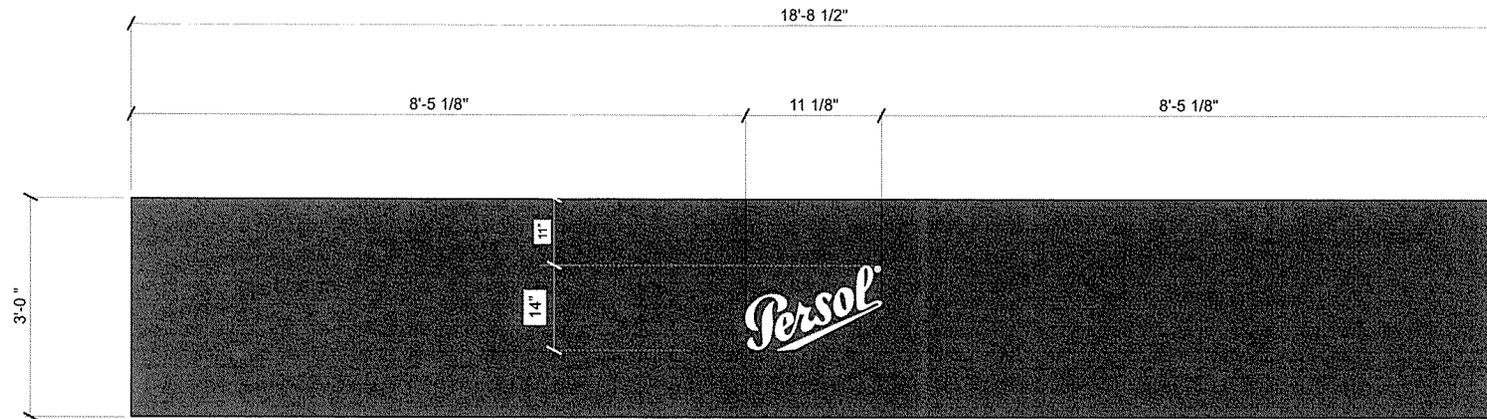
5 of 13

NON-ILLUM. AWNING SIGN

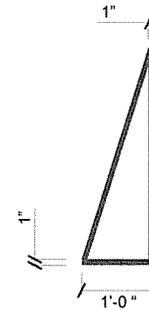
SCALE: 1/2"=1'-0"



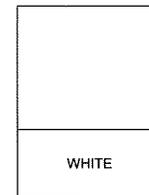
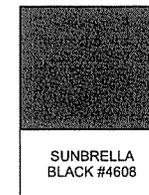
QTY.: ONE (1)



TYP. FRONT (A.1)



TYP. SIDE (A.2)



**TRIANGLE
SIGN & SERVICE**

CLIENT & LOCATION



RODEO DRIVE
256 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

LEAD NO.
00104792 T9
SALESMAN
R. NETHEN

DATE
1-23-2012
DRAWN BY
JJH

REVIEWED BY
SEG. NO.

REVISION

SHEET NO.

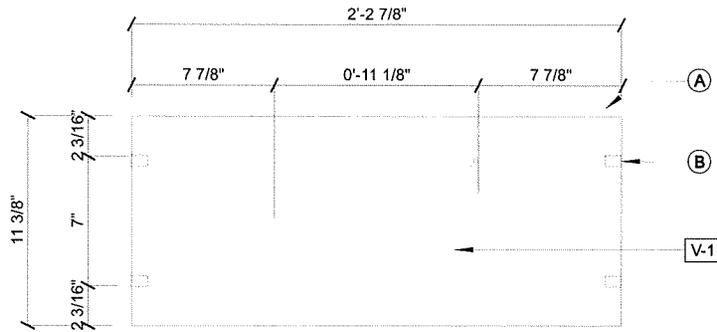
6 of 13

GLASS PANEL w/ VINYL GRAPHICS

B

SCALE: 1 1/2" = 1'-0"

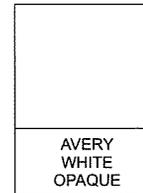
QTY.: ONE (1)



TYP. FRONT **B.1**

DETAILS **B.2**

NEW VINYL GRAPHICS / NEW CANOPY PANEL	
A FACES	NEW
MATERIAL:	3/16" GLASS
COLOR:	N/A
B CLIPS	MOUNTING CLIPS, EXISTING BEHIND GLASS
VINYL MATRIX	
V-1 VINYL	AVERY WHITE
FINISH	OPAQUE
APPLIED	1ST SURFACE



**TRIANGLE
SIGN & SERVICE**

CLIENT & LOCATION

Persol

RODEO DRIVE
256 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

LEAD NO.
00104792 T9

DATE
1-23-2012

REVIEWED BY

REVISION

SHEET NO.

SALESMAN
R. NETHEN

DRAWN BY
JJH

SEG. NO.

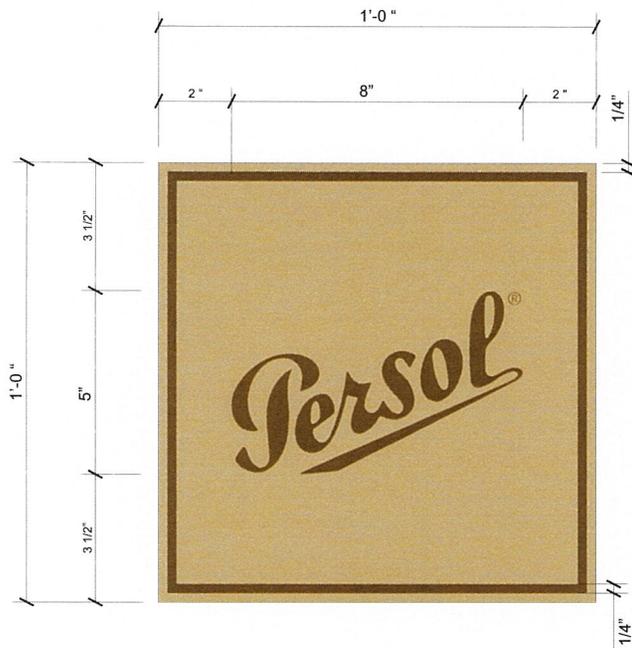
11 of 13

NON-ILLUM. PLAQUE SIGN

C

SCALE: 3"=1'-0"

QTY.: TWO (2)



TYP. FRONT C.1



TYP. SIDE C.2

TRIANGLE
SIGN & SERVICE

CLIENT & LOCATION

Persol

RODEO DRIVE
256 N. RODEO DRIVE
BEVERLY HILLS, CA 90210

LEAD NO.
00104792 T9

DATE
1-23-2012

REVIEWED BY

REVISION

SHEET NO.

SALESMAN
R. NETHEN

DRAWN BY
JJH

SEG. NO.

12 of 13



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – June 19, 2013

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 NEW AWNING WITH SIGNAGE AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 256 NORTH RODEO DRIVE (PL1308431 - PERSOL).

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

Section 1. AKC Services Inc., on behalf of the property owner, Bill Wiley, and the tenant, Persol (Collectively the "Applicant"), has applied for architectural approval of a new awning with signage and a sign accommodation for multiple business identification signs for the property located at 256 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 June 19, 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, 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:

Project-Specific Conditions

1. The bronze plaque sign located furthest from the entryway, and not located directly adjacent to the entryway, shall be removed.

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.

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: June 19, 2013

William Crouch, Commission Secretary
Community Development Department

Zale Richard Rubins, Chair
Architectural Commission