



## Architectural Commission Report

**Meeting Date:** Wednesday, July 17, 2013

**Subject:** **ROSENFELD MEYER & SUSMAN**  
**232 North Canon Drive**

Request for approval of a building identification and business identification signage.  
(PL1310199)

**Project agent:** Yung Truong – T Graphics

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

### REPORT SUMMARY

The applicant is requesting review and approval of a business and building identification signage for a new tenant (Rosenfeld, Meyer & Susman) at an existing building located at 232 North Canon Drive. The applicant is proposing two building ID signs and 1 business (tenant) ID sign as follows:

- Building ID sign
  - 5' x 5' = 25 SF (maximum permitted: 41 SF)
  - Non-illuminated red backdrop with internally lit, white acrylic push-thru letters
  - Located 40' above grade
  - Sign will cover one existing small square window at this location
  
- Secondary Building ID sign
  - 1'-2" x 1'-2" = 1.36 SF (maximum permitted: 5 SF)
  - Non-illuminated red painted aluminum plaque with etched white lettering
  - Located at building entry 5'-10" above grade
  
- Business (Tenant) ID sign
  - 7" x 1'-2" = .97 SF (maximum permitted: 5 SF)
  - Non-illuminated navy blue painted aluminum with etched white lettering
  - Located at building entry 5'-10" above grade just below secondary building ID sign

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, no more than one building identification sign shall be permitted on any one side of a building and no more than four such signs, in total, shall be permitted on any building. In addition, no building identification sign shall be permitted below twenty five feet (25') in height above grade except for one sign not to exceed five (5) square feet in area adjacent to any public entrance to a building that provides access to more than one business.

**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:**

Reina Kapadia, Limited Term Planner  
(310) 285-1129  
[rkapadia@beverlyhills.org](mailto:rkapadia@beverlyhills.org)



## **Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

### **DESIGN ANALYSIS**

Staff believes the proposed ground level building ID and tenant ID signs are appropriately designed, sized and located. The building ID sign at the top of the building, however, appears to staff to be oversized for the building and location. The sign could achieve the same purpose by being reduced in size by 50%, to approximately 2.5' x 2.5, so as to fit comfortably within the existing stone blocks on the building's façade. If the Commission wishes to allow the applicant a sign larger than 2.5' x 2.5 feet, staff recommends 4' x 4' as maximum dimensions, and that careful attention be paid to the placement of the sign in relation to stone blocks and grout lines. Project Specific Condition No. 1 has been included in the draft approval resolution to this effect.

### **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**

No public notification was required for this project.



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – July 17, 2013

**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 (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
  - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
  - 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):
  - Building ID is company logo & also 2 door plaques Number of signs proposed:
- Other: \_\_\_\_\_

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

One Building Identification- 5' x 5' internally lit (5 inches tall translucent white letters (lighted portion) on an orange /red back drop(non lighted) All letters of logo will be pushed thru acrylic. Building ID will be 40' above grade. Additional to building ID 2 door painted aluminum plaques 14" x 14" with etch and fill text. Color same as logo. White text with orange /red background (PMS 180)

**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: _____ |                                 |   |                                 |                                |

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

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

**F 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	Internally lit sign	1	5' tall x 5' wide x 6" depth	25sq'	140
2	Etch door plaques	2	14" tall x 14" wide x 1" depth	2.72 sq'	
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:* Existing Granite/Marble  
*Texture /Finish:* Smooth  
*Color / Transparency:* Off white

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

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

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

Material: Painted aluminum  
Texture /Finish: smooth with deep etch copies  
Color / Transparency: orange/red PMS 180 and white

**BUILDING ID SIGN(S)**

Material: Painted aluminum & pushed thru acrylic  
Texture /Finish: smooth  
Color / Transparency: orange/red PMS 180 and translucent white acrylic

**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.**

Sign design and aluminum fabrication is a monolith with no seams line. All letters are pushed thru acrylic internally light with LED. Color and logo design is well balance.

- 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.**

Sign is simple monolith with no noise producing nor flashing.

- 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.**

Sign is made from painted, welded aluminum. Materials will not rust. No depreciation in appearance and value will incur.

- 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.**

Sign structural and fabrication is in keeping with similar design and fabrication. LED light will produce long term use with minimal electric usage.

- 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.**

Sign dimension is well under square footage allowed by code. Lighting usage is in keeping with energy savings.



**Architectural Commission Report**

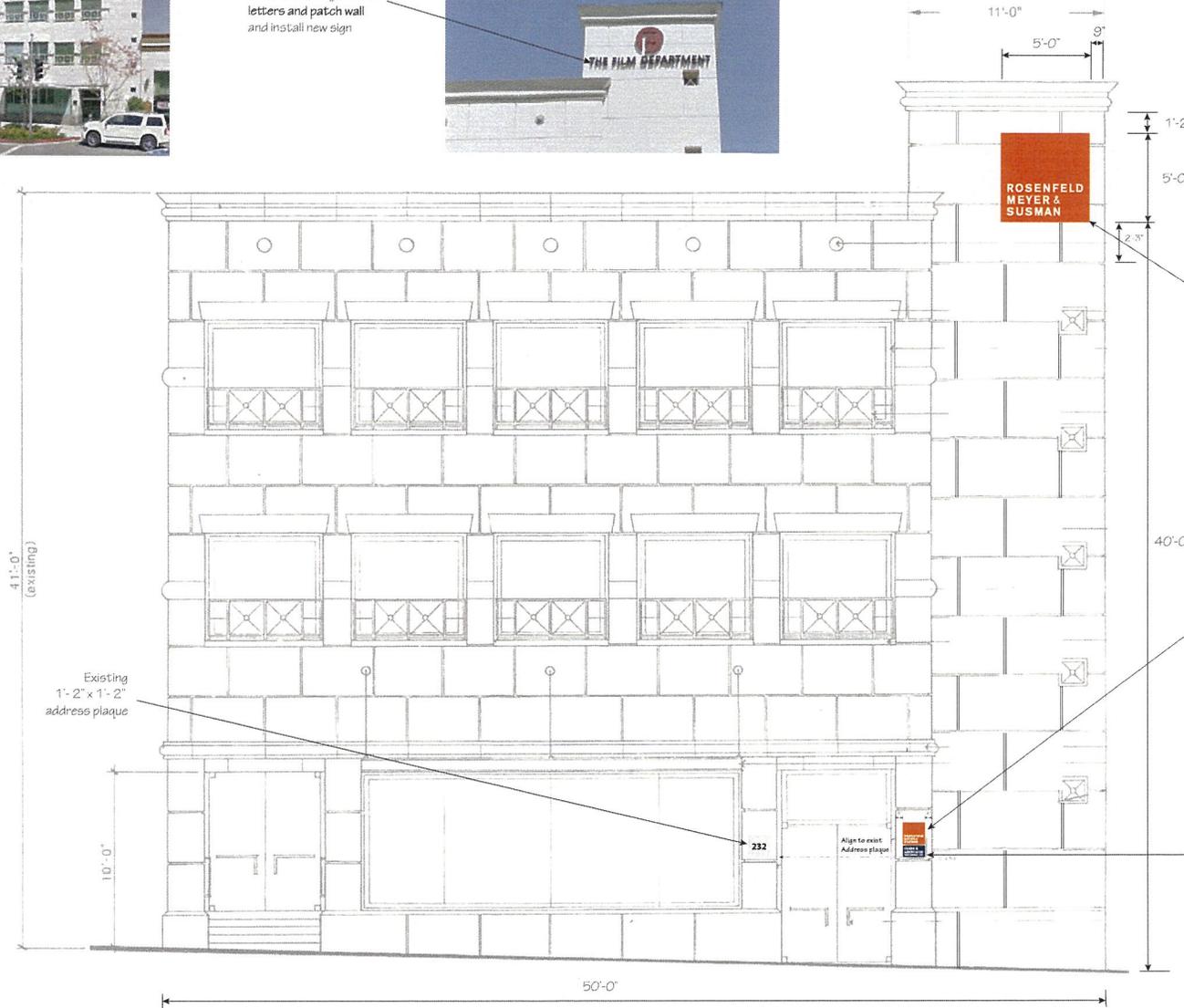
445 North Rexford Drive, Room 280-A  
AC Meeting – July 17, 2013

**Attachment B:**

Design plans, cut sheets  
and supporting elements



Remove existing channel letters and patch wall and install new sign



Vertical Surface Area: 2,050 Sq.  
2% : 41 Sq.

Proposed Building ID: 25 Sq.

Proposed 6' x 5'-0" x 5'-0" Building Identification Sign: Painted color PMS 180 sign cabinet with translucent white internally lighted pushed thru letters using low voltage brightwhite LED. Sign to cover one existing window. (+/-) 40'-0" to grade.

Proposed 1' x 1'-2" x 1'-2" Building Identification Sign @ entrance: Painted PMS 180 sign w/etched and filled white graphics. Non illuminate. Align center on column & 3/4" above Tenant ID sign

Tenant ID Sign @ entrance 1' x 7" x 1'-2" Painted Navy blue sign w/etched and filled white graphics. Non illuminate. Align center on column & bottom of sign to bottom of existing address plaque

STREET ELEVATION  
Scale: NTS



ARCHITECTURAL SIGN COMPANY

1438 Locust Street  
Pasadena, CA 91106

6 2 6 / 4 4 9 . 0 3 9 3  
F A X / 7 9 3 . 4 4 4 6

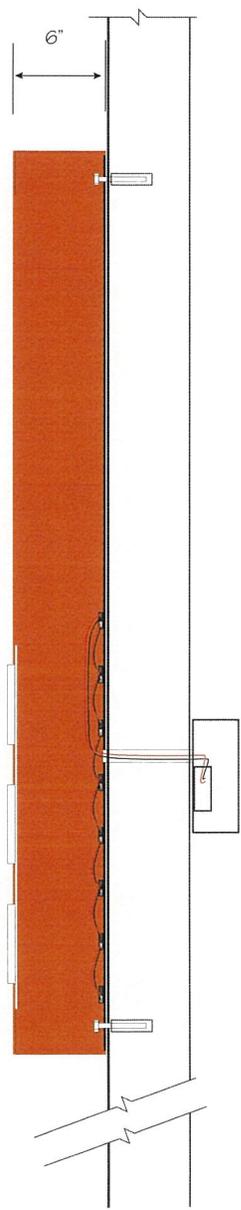
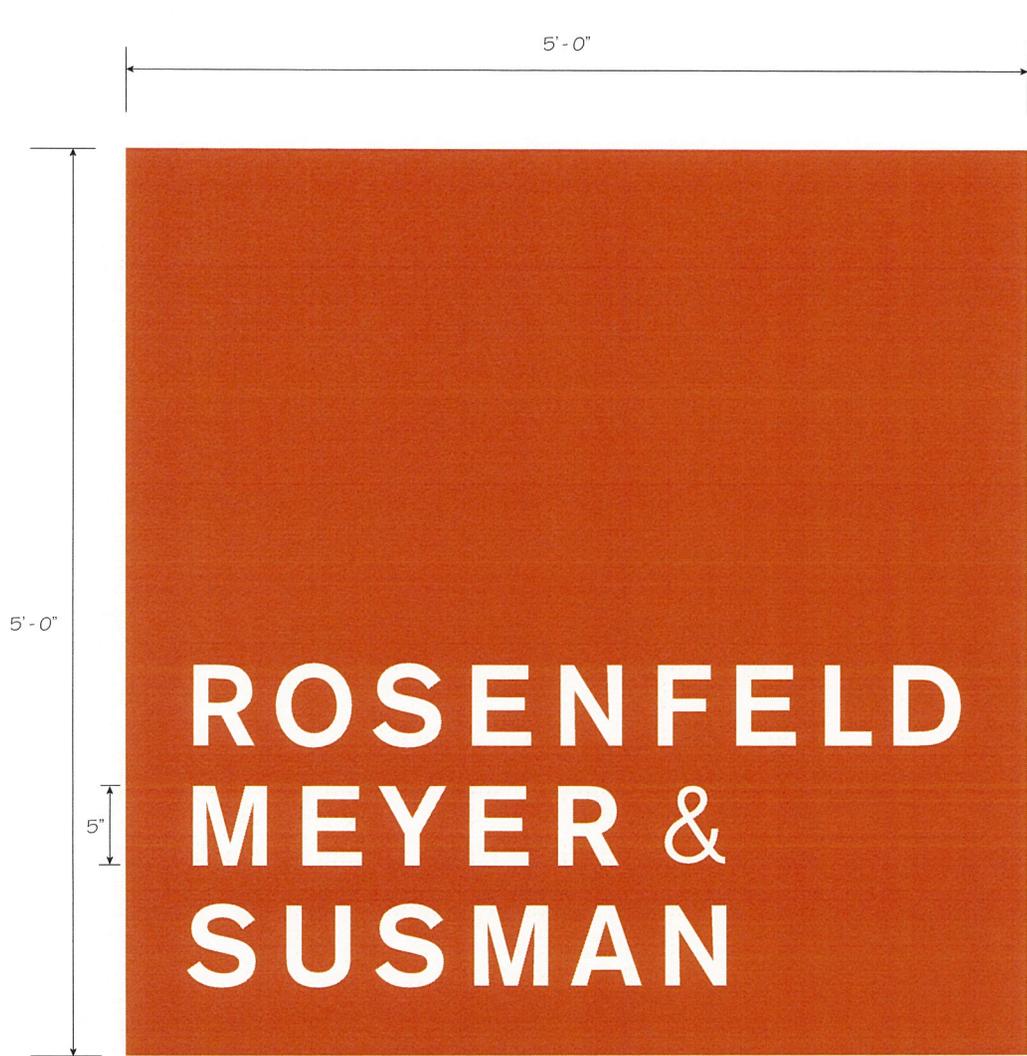
PROJECT NAME:  
**ROSENFELD MEYER & SUSMAN BUILDING ID. SIGN**

JOB LOCATION:  
**232 N. CANON DR. BEVERLY HILLS CALIFORNIA 90210**

DRAWN BY:  
**YT**  
SCALE:  
**NTS**  
DATE:  
**FEB. 24, 2013**  
JOB NUMBER:

REVISIONS:  
**6/24/2013**  
▲  
▲  
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BUILDING I.D. SIGN  
 Scale: 1 1/2" = 1'-0"



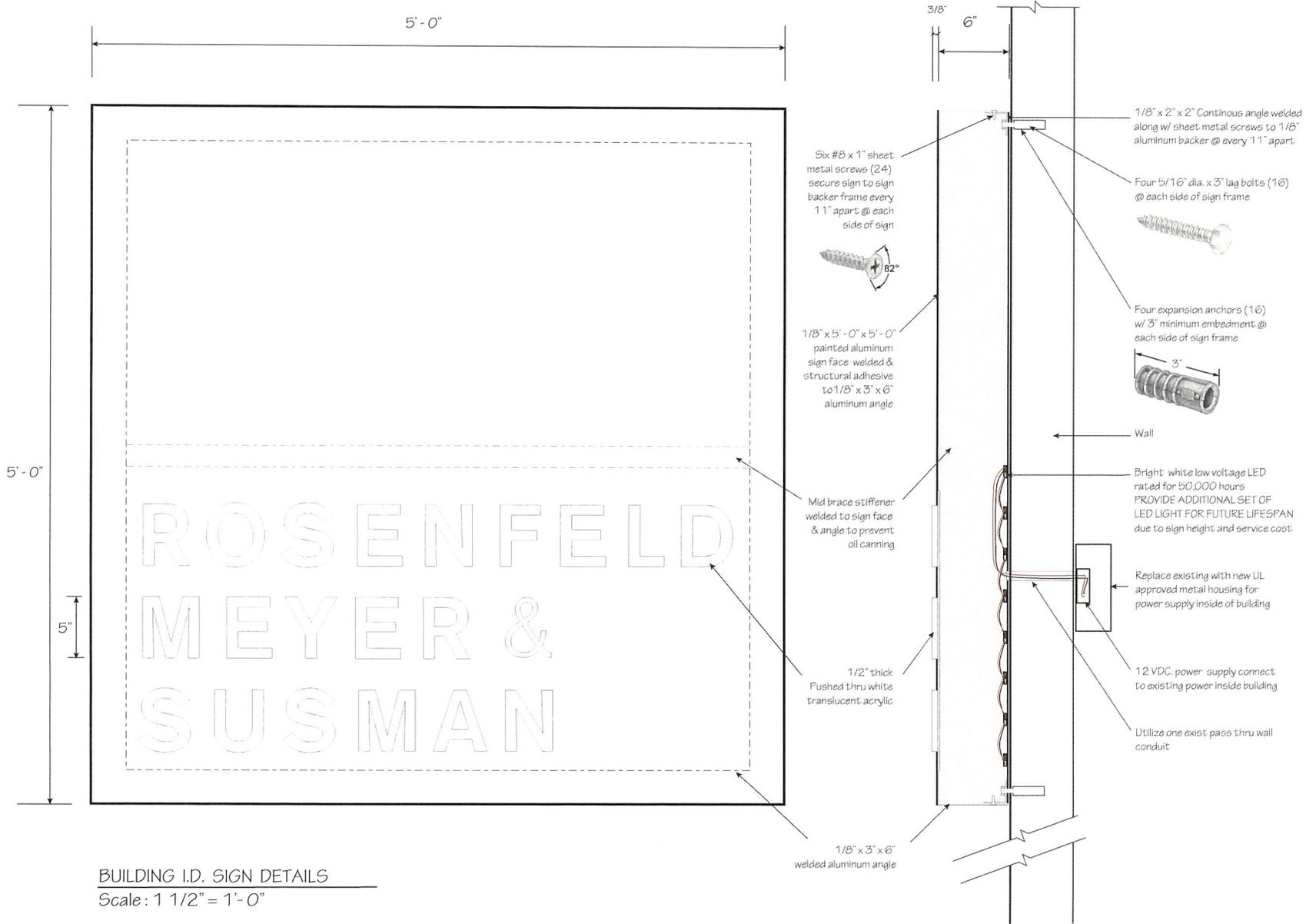
ARCHITECTURAL  
 SIGN COMPANY  
 1438 Locust Street  
 Pasadena, CA 91106  
 626/449.0393  
 FAX/793.4446

PROJECT NAME:  
 ROSENFELD  
 MEYER & SUSMAN  
 BUILDING I.D. SIGN  
 JOB LOCATION:  
 232 N. CANON DR.  
 BEVERLY HILLS  
 CALIFORNIA 90210

DRAWN BY:  
 YT  
 SCALE:  
 1 1/2" = 1'-0"  
 DATE:  
 FEB. 24, 2013  
 JOB NUMBER:

REVISIONS:  
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**BUILDING I.D. SIGN DETAILS**

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



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SIGN COMPANY**

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Pasadena, CA 91106

626 / 449.0393  
FAX / 793.4446

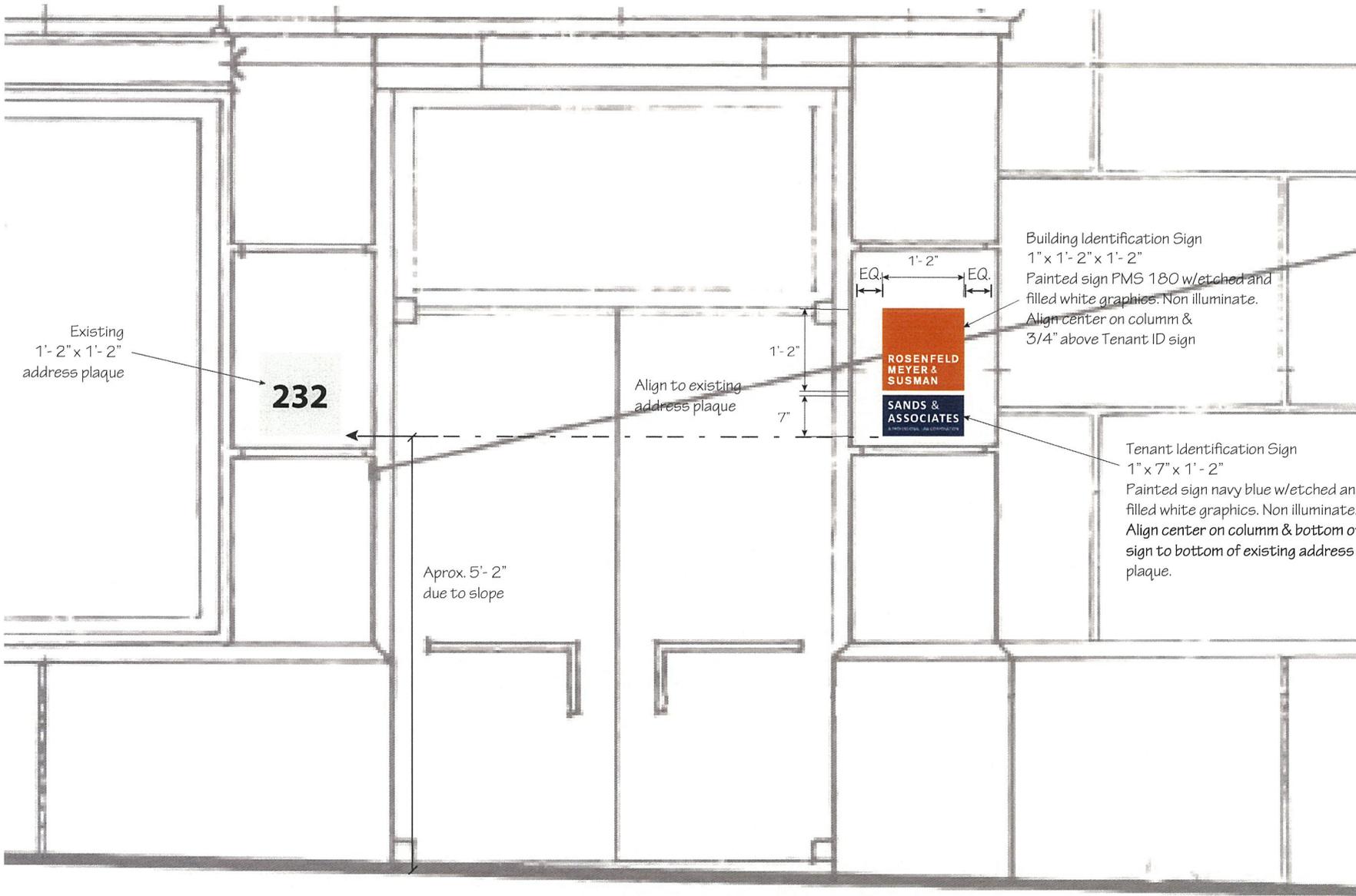
PROJECT NAME:  
**ROSENFELD  
MEYER & SUSMAN  
BUILDING I.D. SIGN**

JOB LOCATION:  
**232 N. CANON DR.  
BEVERLY HILLS  
CALIFORNIA 90210**

DRAWN BY:  
**YT**  
SCALE:  
**1 1/2" = 1'-0"**  
DATE:  
**FEB. 24, 2013**  
JOB NUMBER:

REVISIONS:  
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FRONT ENTRANCE ELEVATION  
Scale: 3/4" = 1'-0"



ARCHITECTURAL  
SIGN COMPANY

1438 Locust Street  
Pasadena, CA 91106

626 / 449 . 0393  
FAX / 793 . 4446

PROJECT NAME:  
ROSENFELD  
MEYER & SUSMAN  
BUILDING ID. SIGN

JOB LOCATION:  
232 N. CANON DR.  
BEVERLY HILLS  
CALIFORNIA 90210

DRAWN BY:  
YT  
SCALE:  
NTS  
DATE:  
MAY 14, 2013  
JOB NUMBER:

REVISIONS:  
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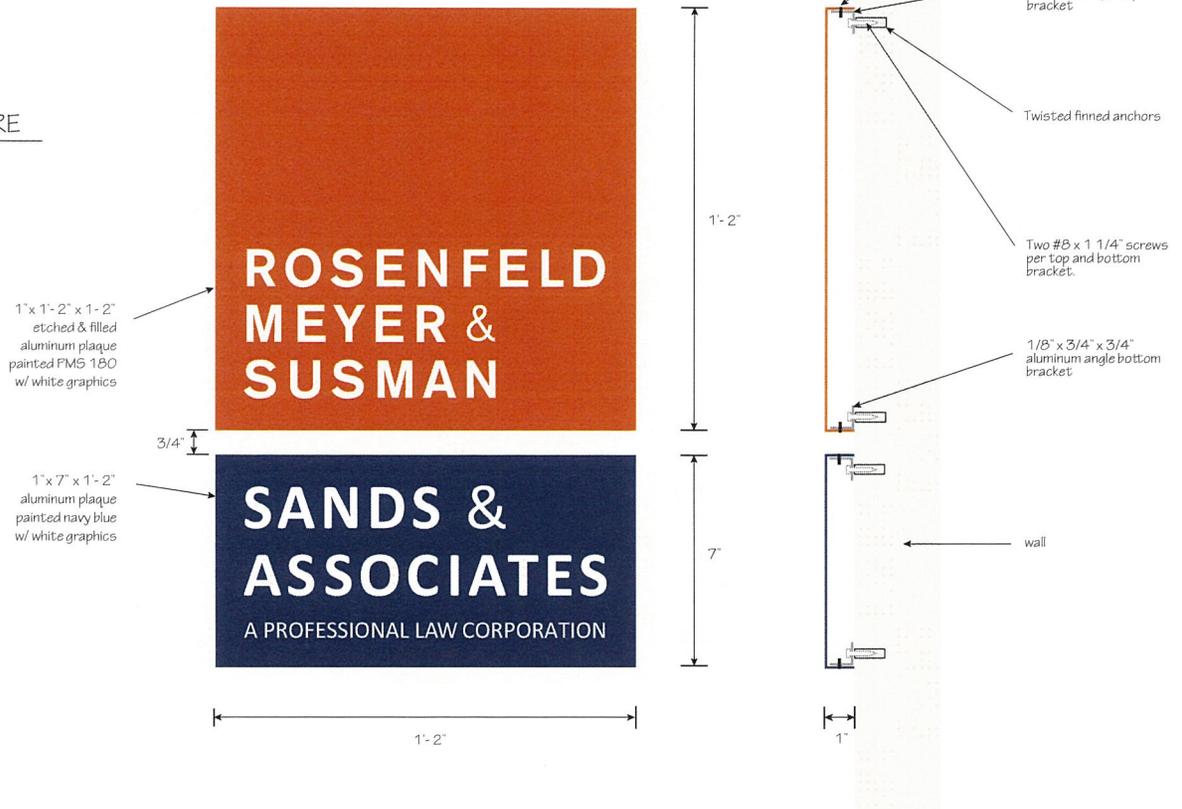
**MOUNTING ANCHORS**

Scale: NTS



**MOUNTING HARDWARE**

Scale: NTS



**BUSINESS I.D. SIGNS DETAILS (Total 2.72 Sq.)**

Scale: 3" = 1' - 0"



**ARCHITECTURAL SIGN COMPANY**

1438 Locust Street  
Pasadena, CA 91106

6 2 6 / 4 4 9 . 0 3 9 3  
FA X / 7 9 3 . 4 4 4 6

PROJECT NAME:  
**ROSENFELD  
MEYER & SUSMAN  
BUILDING I.D. SIGN**

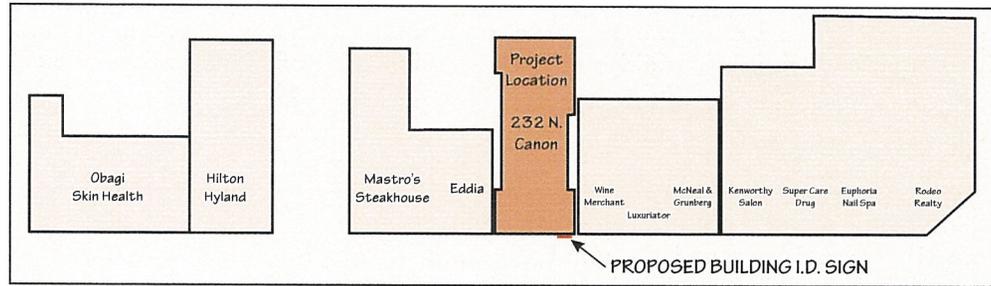
JOB LOCATION:  
**232 N. CANON DR.  
BEVERLY HILLS  
CALIFORNIA 90210**

DRAWN BY  
**YT**  
SCALE:  
**3" = 1' - 0"**  
DATE:  
**MAY 14, 2013**  
JOB NUMBER:

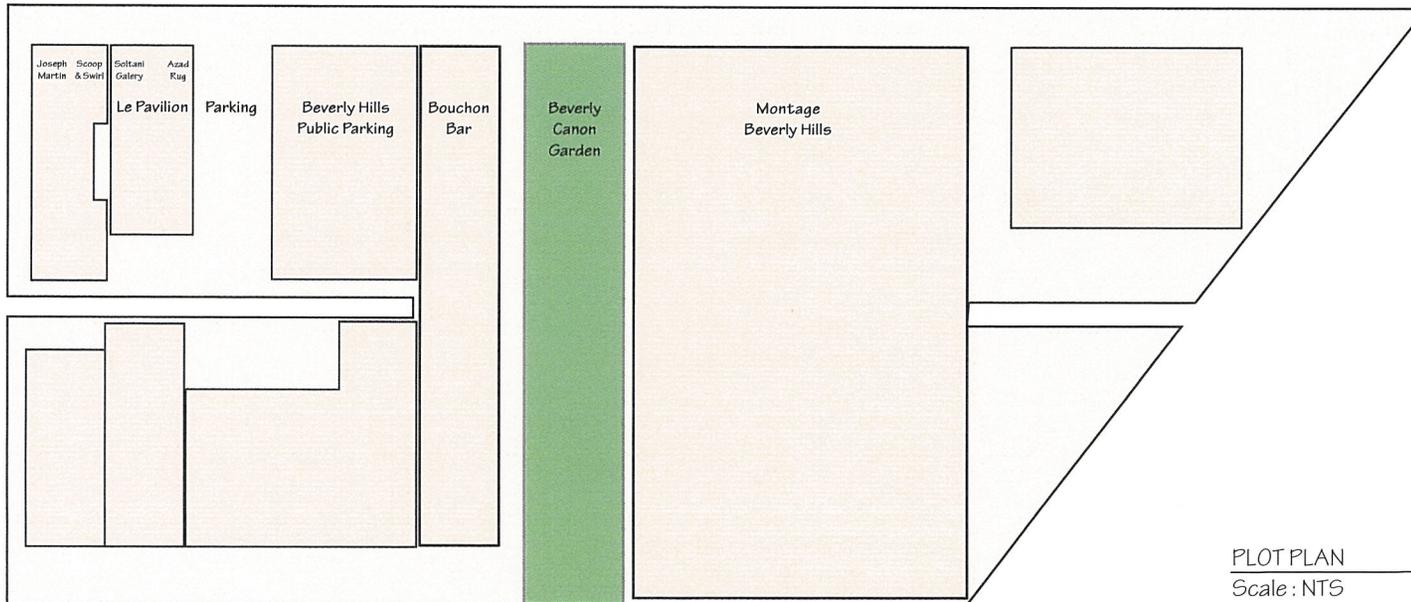
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DAYTON WAY



N. CANON DRIVE



CLIFTON WAY



PROPOSED BUILDING I.D. SIGN



ARCHITECTURAL SIGN COMPANY

1438 Locust Street  
Pasadena, CA 91106

626 / 449.0393  
FAX / 793.4446

PROJECT NAME:  
ROSENFELD  
MEYER & SUSMAN  
BUILDING ID. SIGN

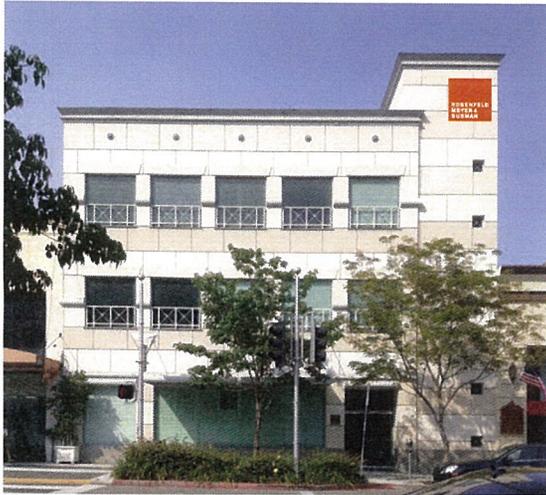
JOB LOCATION:  
232 N. CANON DR.  
BEVERLY HILLS  
CALIFORNIA 90210

DRAWN BY  
YT  
SCALE:  
3" = 1'- 0"  
DATE:  
MAY 14, 2013  
JOB NUMBER:

REVISIONS:  
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PLOT PLAN  
Scale: NTS



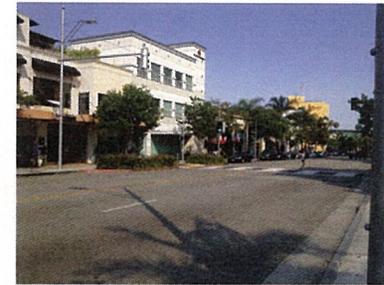
PROPOSED BUILDING ID SIGN - 25 5G  
232 N. CANON DRIVE



PROPOSED TENANT ID SIGN - 2.75 5G  
232 N. CANON DRIVE



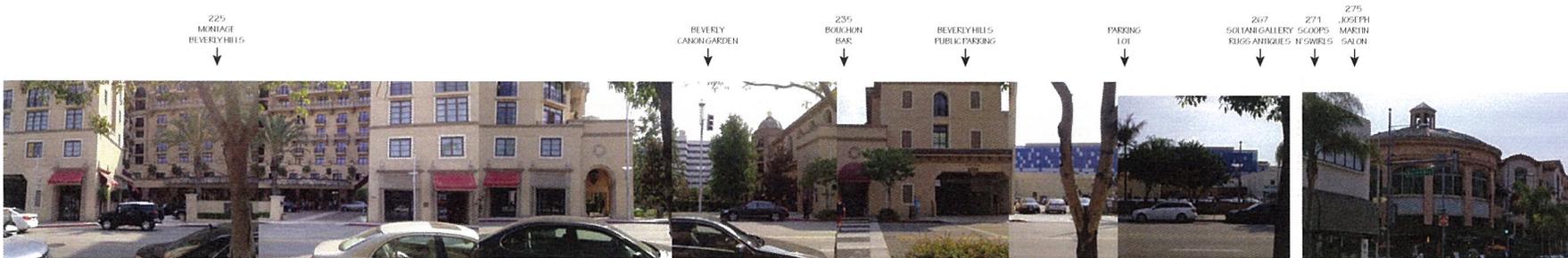
NORTHERN PROPERTY VIEW  
232 N. CANON DRIVE



SOUTHERN PROPERTY VIEW  
232 N. CANON DRIVE



EAST FACE OF CANON DRIVE



WEST FACE OF CANON DRIVE



ARCHITECTURAL  
SIGN COMPANY

1438 Locust Street  
Pasadena, CA 91106

6 2 6 / 4 4 9 . 0 3 9 3  
F A X / 7 9 3 . 4 4 4 6

PROJECT NAME:  
**ROSENFELD  
BEYER & SUSMAN  
BUILDING ID. SIGN**

JOB LOCATION:  
**232 N. CANON DR.  
BEVERLY HILLS  
CALIFORNIA 90210**

DRAWN BY:  
**YT**  
SCALE:  
**NTS**  
DATE:  
**MAY 14, 2013**  
JOB NUMBER:

REVISIONS:  
▲ **6/24/2013**  
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**Architectural Commission Report**

445 North Rexford Drive, Room 280-A  
AC Meeting – July 17, 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 BUILDING IDENTIFICATION AND BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 232 NORTH CANON DRIVE (PL1310199).

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

Section 1. Yung Trung of T Graphics, agent, on behalf of the property owner, The Gersh Agency, Inc., and the tenant, Rosenfeld, Meyer & Susman (Collectively the “Applicant”), has applied for architectural approval of two building identification signs and one business identification sign for the property located at 232 North Canon 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 July 17, 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 environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As, conditioned, the project will be designed in compliance with all applicable regulations.

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

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

Project-Specific Conditions

1. The building identification sign located at the top of the building shall be reduced in size, not to exceed dimensions of 4' x 4', and shall be centered appropriately within the existing façade stonework, subject to final review and approval by staff.

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: July 17, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley, III, Chair  
Architectural Commission