



## Architectural Commission Report

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**Meeting Date:** Wednesday, August 21, 2013

**Subject:** **INFINITI (Service site)**  
**9001 Olympic Boulevard**  
Request for approval of a monument sign, a freestanding directional sign, and a sign accommodation to allow multiple business identification signs.  
(PL1313047)

**Project agent:** Murray Fischer

**Recommendation:** Conduct public hearing and provide the applicant with an approval.

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### REPORT SUMMARY

The applicant is requesting review and approval of a comprehensive sign package for the Infiniti car sales dealership site located at 8815-8825 Wilshire Boulevard. A façade remodel for the subject property was approved by the Architectural Commission on March 20, 2013.

The applicant is requesting approval of a sign accommodation for multiple business identification signs. Four (4) business identification signs are proposed for a total area of 79.4 SF, allocated as follows:

- One 42 SF business identification sign on the Olympic Blvd. elevation;
- One 17 SF business identification sign on the Olympic Blvd. elevation, copy to read "Beverly Hills"; and
- Two 10.2 SF business identification signs on the Wetherly Drive elevation, copy to read "Service."

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.

Additional signage proposed for the site includes:

- One new monument sign along Olympic Blvd., 7'-1" in height and 42 SF in sign area;
- One freestanding directional sign, 4 feet in height and 2.25 SF in sign area.

### URBAN DESIGN ANALYSIS

The Urban Designer has identified concerns about the size and design of several of the proposed signs that should be addressed prior to recommending approval of the project.

1. The new monument sign is proposed to be over 7 feet in height and with almost no setback from Olympic Boulevard, which seems excessive and distracting. The Urban Designer recommends reducing the height to a maximum of 5 feet and scaling down the overall size

**Attachment(s):**

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

**Report Author and Contact Information:**

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



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proportionately. This should allow for sufficient visibility along Olympic Blvd. while respecting the site and adjacent residential neighborhoods.

2. The design of the main business identification sign on the upper front façade as a cabinet sign is not a preferred sign type. The Urban Designer recommends that the sign be redesigned to eliminate the backing cabinet and by using pin-mounted letters and logo, similar to the main business ID sign that is proposed for Infiniti at the 8815 – 9925 Wilshire site.
3. The size of the proposed “Beverly Hills” (11’-3 3/16” L) and two “Service” (6’-9 11/16” L) signs also seem a bit excessive. The Urban Designer recommends reducing the “Beverly Hills” sign to no more than 9 feet long and the “Service” signs to no more than 6 feet long, and scaling down the letters proportionately.
4. Additionally, staff recommends that a “No Entry” or “Do Not Enter” directional sign, comparable in size and design to the proposed directional sign at Wetherly Drive, be placed at the driveway along Almont Drive to promote proper traffic circulation.

Project-specific conditions have been proposed in the draft approval resolution to reflect the Urban Designer’s analysis. The Architectural Commission may choose to incorporate such conditions, propose alternative project-specific conditions based on the review conducted by the Commission at the public hearing, or approve the project as presented.

### **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, August 9, 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 (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: 6
- Building Identification Sign(s)
  - Number of signs proposed: \_\_\_\_\_
- Sign Accommodation (explain reason for the accommodation request below):
  - Propose 6 Business Identification Signs rather than only one. Number of signs proposed: 3
- Other: \_\_\_\_\_

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

Total of six signs.  
 Sign A) Wall sign with polished stainless steel logo and "INFINITI" letters 3/4" clear push-through acrylic letters with gloss black vinyl on the faces and diffuser film on the back of the letters. Sides of cabinet are horizontal brushed aluminum alucobond. Top portion of sign faces is Bone White #400 alucobond. Bottom portion of face has horizontal brushed aluminum alucobond. Letters on bottom portion of face to be 3/4" clear push-through acrylic with gloss black vinyl on the faces and diffuser film on the back.  
 Sign B) Polished stainless steel letters with black powdercoated faces. Illuminated.  
 Sign C) Polished stainless steel letters with black powdercoated faces. Illuminated.  
 Sign D) Polished stainless steel letters with black powdercoated faces. Illuminated.  
 Sign E) Double-sided monument sign with same material and finishes as SIGN A. Illuminated.  
 Sign F) Single-sided parking sign with horizontal brushed aluminum. Letters to be black reflective vinyl. Non-illuminated.

**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 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 checked="" 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):  
Future auto service building

**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	6'-6 3/8" x 6'-4 7/8"	42	
2	Business ID Sign(s)	1	1'-6" x 11'-3 3/16"	17	
3	Business ID Sign(s)	2	1'-6" x 6'-9 11/16"	10.2 each	
4	Monument Sign(s)	1	7' 1" x 6'-4 7/8"	42	55 sq ft
5	Parking Sign(s)	1	18" wide x 18" wide sign area. 4' overall height	6	3 sq ft. Maximum 18" wide.

**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:* Sign A wall is plaster system by Parex Lahabra. All other wall signs are on brushed alum composite  
*Texture /Finish:* Plaster system has Sandstone texture. All other sign locations on wall have natural 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:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**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 signs and materials will be of first class quality in keeping with the Beverly Hills image. The signs will be attached in a way as to not take away from the design or create in imbalance to the 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.**

Not applicable as the sign will not have any noise vibrations.

- 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 signs and materials will be of first class quality and will keep the appearance of the previous approval granted for the building by the Architectural Review Board earlier this year. See resolution No. AC28-13 attached.

- 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 signs will be harmonious with the 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 scale, materials and quality are compliant with our municipal codes and other laws which incorporate the corporate logo of Infiniti.



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**Attachment B:**  
Project Design Plans

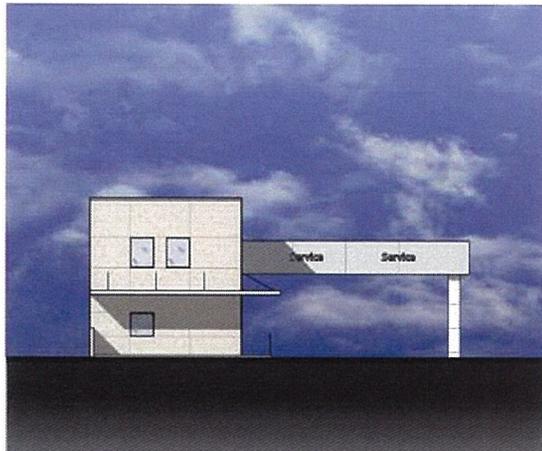


**Infiniti of Beverly Hills  
Service Building  
9001 Olympic Blvd  
Beverly Hills, CA 90211**

**3D RENDERING**  
SCALE: NTS



**SOUTH ELEVATION**  
SCALE: 1" = 20'-0"



**WEST ELEVATION**  
SCALE: 1" = 20'-0"

## COLOR ELEVATIONS

Infiniti of Beverly Hills  
Service Building  
9001 Olympic  
Beverly Hills, CA 90211

Property Owner:  
Landmark Group, LLC  
148 S. Beverly Drive  
Beverly Hills, CA 90212

**EAST ELEVATION MONTAGE**

SCALE: NTS



**SOUTH ELEVATION MONTAGE**

SCALE: NTS



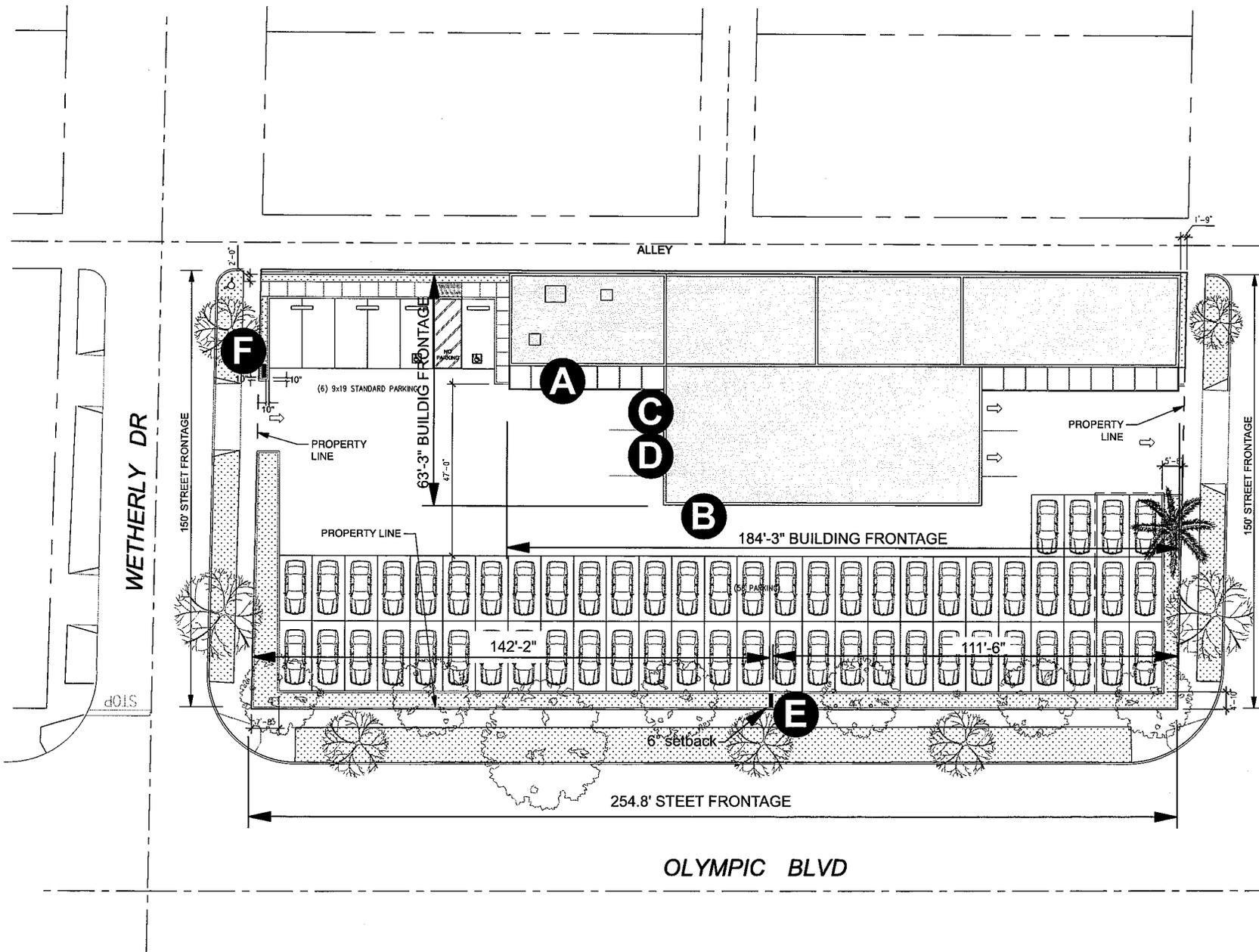
**WEST ELEVATION MONTAGE**

SCALE: NTS

**PHOTO  
MONTAGE**

Infiniti of Beverly Hills  
Service Building  
9001 Olympic  
Beverly Hills, CA 90211

Property Owner:  
Landmark Group, LLC  
148 S. Beverly Drive  
Beverly Hills, CA 90212



ALMONT DR



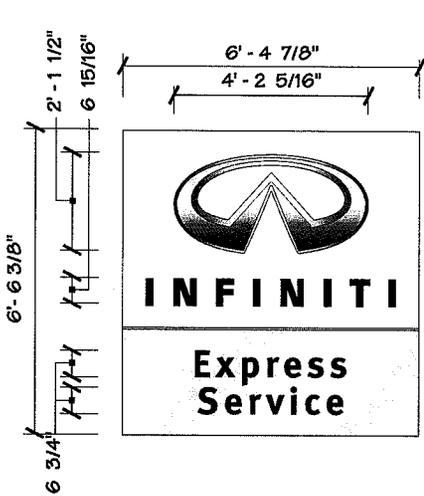
SCALE: 1" = 25'

**SITEPLAN**

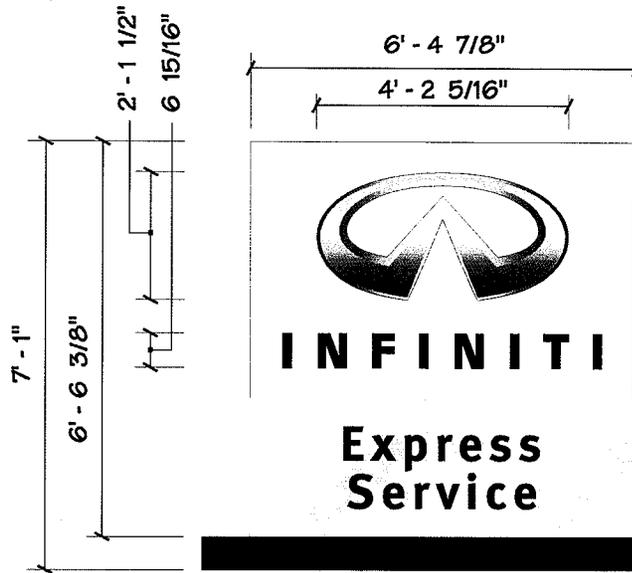
Infiniti of Beverly Hills  
 Service Building  
 9001 Olympic  
 Beverly Hills, CA 90211

Property Owner:  
 Landmark Group, LLC  
 148 S. Beverly Drive  
 Beverly Hills, CA 90212

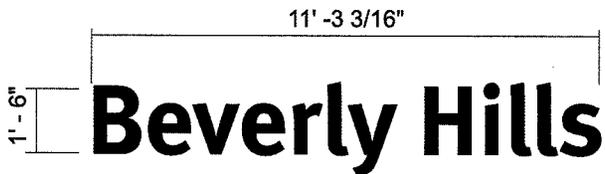




**A** Service Wall Sign  
42 SQ FT ILLUMINATED SCALE: 3/8" = 1'



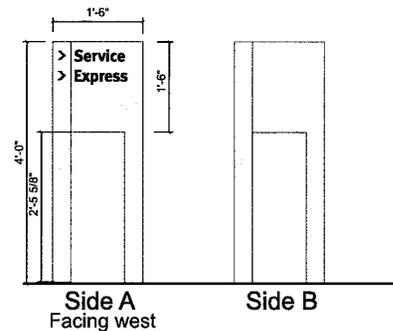
**E** Service Monument Sign  
42 SQ FT ILLUMINATED SCALE: 1/2" = 1'



**B** Dealer Name Channel Letters  
17 SQ FT ILLUMINATED SCALE: 3/8" = 1'



**C** "Service" Channel Letters  
17 SQ FT ILLUMINATED SCALE: 3/8" = 1'



**F** Freestanding Directional Sign  
2.25 sf sign area. 6 sf overall area NON ILLUMINATED SCALE: 1/2" = 1'

### SIGNAGE TABLE

SIGN #	TYPE	QTY	LOCATION	SIZE	SF
A	Business ID	1	South elev	6'-6 3/8" x 6'-4 7/8"	42
B	Business ID	1	South elev	1'-6" x 11'-3 3/16"	17
C	Business ID	1	West facing elev	1'-6" x 6'-9 11/16"	10.2
D	Business ID	1	West facing elev	1'-6" x 6'-9 11/16"	10.2
E	Monument sign	1	In landscape area on Olympic frontage.	7' 1" x 6'-4 7/8"	42
F	Parking sign	1	Driveway at Wetherly Dr	1'-6" wide x 1'-6" high sign area x 4' overall height	6

Infiniti of Beverly Hills  
Service Building  
9001 Olympic  
Beverly Hills, CA 90211

Property Owner:  
Landmark Group, LLC  
148 S. Beverly Drive  
Beverly Hills, CA 90212



**AGI** Architectural Graphics Incorporated  
 2655 International Parkway  
 P.O. Box 9176  
 Virginia Beach, VA 23450  
 (757)427-1900

Project Title  
**INFINITI**

Sign Type  
**POV-7W**

Drawing Type  
**ELEVATION**

Date **08.06.13**

Lead Drafter  
 Drawn By **TLM**  
 Project Mgr. **S. HNATKOWICZ**

- General Sign Specifications
- Interior  Exterior
  - Single Faced  Double Faced
  - Non-Illuminated
  - Illuminated
    - 120 Volts 2.5 Amps(+/-)
    - 277 Volts \_\_\_\_\_ Amps(+/-)
    - \_\_\_\_\_ Amps(+/-)
  - U/L Listed  Non U/L Listed
- Location **BEVERLY HILLS, CA**  
 Windload **110mph**  
 Area **45.275 sq.ft.** Weight **500lbs.**

Drawing Revisions

Drawn By	Date	Change
▲		
▲		
▲		
▲		
▲		
▲		
▲		
▲		
▲		
▲		

**AGI APPROVAL**  
 Approved by \_\_\_\_\_  
 Date Approved \_\_\_\_\_

**INFINITI APPROVAL**  
 Approved by \_\_\_\_\_  
 Date Approved \_\_\_\_\_

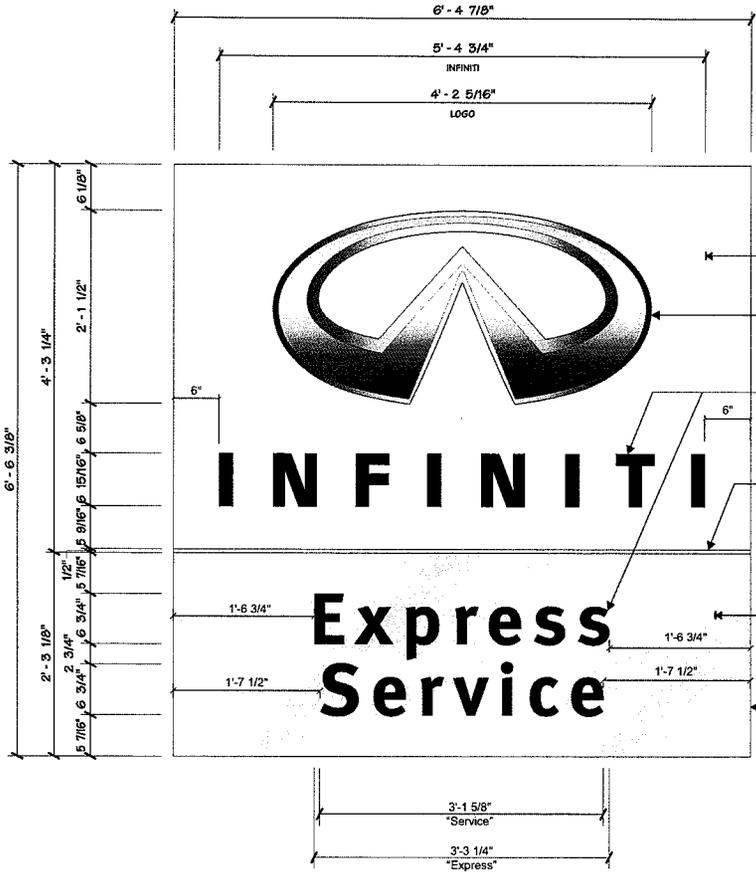
Code **13425** Type **C**

Job Number \_\_\_\_\_

Sheet Number **POV-7W.1** Rev. \_\_\_\_\_



**1 PLAN VIEW**  
 POV-7W.1 3/4" = 1' - 0"



**2 ELEVATION**  
 POV-7W.1 3/4" = 1' - 0"

**3 SIDE VIEW**  
 POV-7W.1 3/4" = 1' - 0"

# Service

1 FRONT ELEVATION  
SL-188.1 1" = 1'-0"

FABRICATED S.S. DIMENSIONAL LETTERS  
- FACE ARE POWDERCOATED 'GLOSS BLACK' FINISH  
- RETURNS ARE #8 POLISHED S.S.

2 SIDE VIEW  
SL-188.1 1" = 1'-0"



MOUNTING HARDWARE CHART	MASONRY	WOOD	METAL
	1/4" ZINC PLATED STEEL THREADED ROD THRU WALL	●	●
1/4" LAGS WITH SHIELDS	●	●	●
1/4" LAG BOLTS	●	●	●
1/4" TOGGLE BOLTS	●	●	●

**NOTE:**  
1.) THREADED ROD WILL BE PROVIDED STANDARD  
- ALL OTHER HARDWARE IS TO BE PROVIDED BY THE INS TALLER AS REQ.

SIGNS  
**C & D**  
ATTACHMENT & LIGHTING

**AGI** Architectural Graphics Incorporated  
2655 International Parkway  
P.O. Box 9175  
Virginia Beach, VA 23460  
(757)427-1800

Project Title  
**INFINITI**

Sign Type  
SL-188

Drawing Type  
SECTION

Date  
03.21.10

Lead Drafter  
FTF

Drawn By  
RMA

Project Mgr.  
A. HILL

General Sign Specifications

Interior  Exterior

Single Faced  Double Faced

Non-Illuminated  Illuminated

120 V. olts \_\_\_\_\_ Amps (+/-)

277 V. olts \_\_\_\_\_ Amps (+/-)

U/L Listed  Non U/L Listed

Location \_\_\_\_\_

Windload \_\_\_\_\_

Area 10.5 SQ. FT. Weight 48 lbs.

Drawing Revisions

Drawn By	Date	Change
TSS	12.29.11	LEDS

AGI APPROV AL

Approved by \_\_\_\_\_

Date Approved \_\_\_\_\_

INFINITI APPROV AL

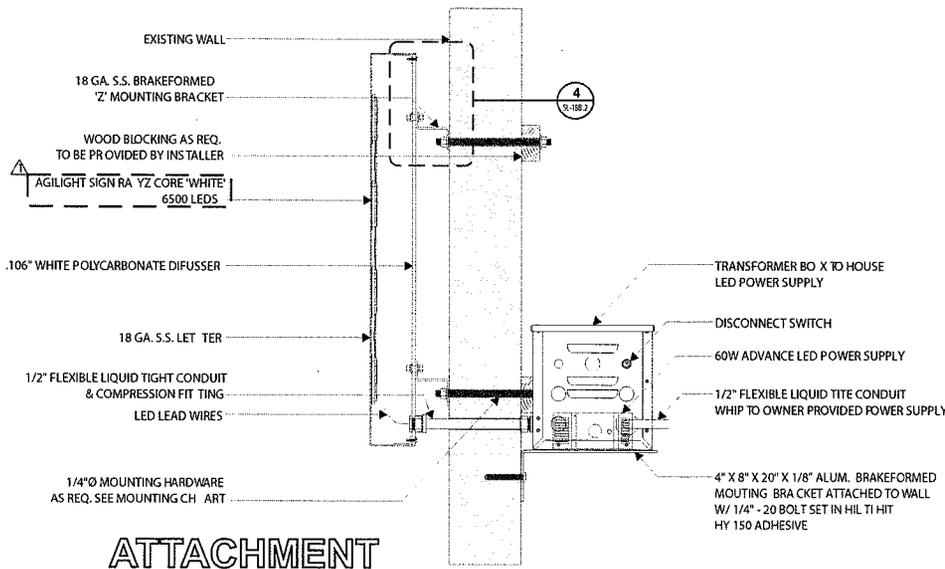
Approved by \_\_\_\_\_

Date Approved \_\_\_\_\_

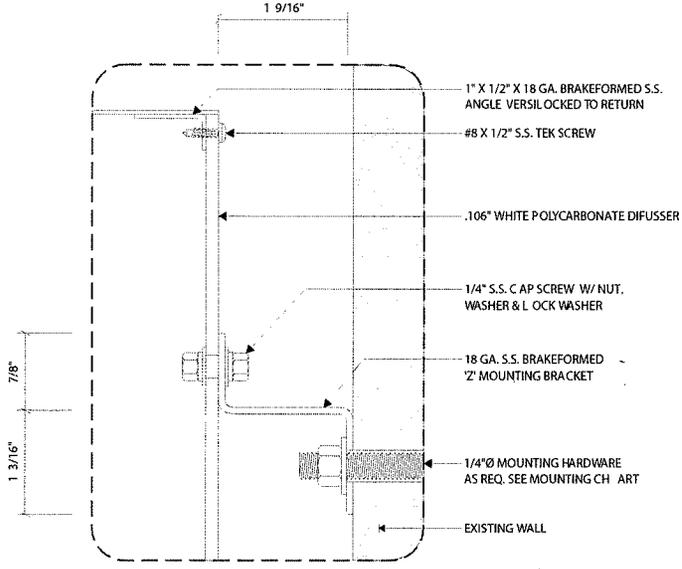
Code 09219 Type C

Job Number \_\_\_\_\_

Sheet Number SL-188.2 Rev. \_\_\_\_\_



ATTACHMENT & LIGHTING  
3 SIDE SECTION  
SL-188.2 3/16" = 1"



ATTACHMENT MOUNTING BRACKET DETAIL  
4 SL-188.2 3/4" = 1"







**Architectural Commission Report**

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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 MONUMENT SIGN, FREESTANDING DIRECTIONAL SIGN, AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 9001 OLYMPIC BOULEVARD (INFINITI SERVICE – PL1313047).

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

Section 1. Don Judice of Roundtree BH Property LLC, applicant, on behalf of the property owner, Landmark Group LLC, and the tenant, Infiniti (Collectively the “Applicant”), has applied for a monument sign, a freestanding directional sign, and a sign accommodation for multiple business identification signs for the property located at 9001 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 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, 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 proposed 7'-1" high monument sign along Olympic Boulevard shall be reduced in the height to a maximum of 5 feet, and the overall size shall be scaled down proportionately, for final review and approval by staff.
2. The proposed "Beverly Hills" business identification sign shall be reduced to a length no greater than 9 feet, and sized down proportionately. The proposed "Service" business identification signs shall be reduced to a length no greater than 6 feet each, and sized down proportionately. Revised sign plans shall be provided for final review and approval by staff.
3. The design of the main business identification sign on the upper front façade shall be redesigned to eliminate the backing cabinet and to use pin-mounted letters and logo, for final review and approval by staff.
4. A "No Entry" or "Do Not Enter" directional sign, comparable in size and design to the proposed directional sign at Wetherly Drive, shall be placed on the site near the driveway along Almont Drive to promote proper traffic circulation. Revised sign plans shall be provided for 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: August 21, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley, III, Chairperson  
Architectural Commission