



Architectural Commission Report

Meeting Date: Wednesday, October 16, 2013

Subject: **TEAVANA**
9811 South Santa Monica Boulevard

Request for approval of a façade remodel, a business identification sign, a sign accommodation to allow business identification signage to face private property, open air dining elements, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(PL1308599)

Project agent: Candice Doyle – Architects Orange

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

REPORT SUMMARY

The applicant is requesting approval of a façade remodel, a business identification sign, a sign accommodation to allow business identification signage to face private property, open air dining elements, and a construction barricade graphic. The façade remodel includes the following components:

- Painting of the existing stucco in “Mega Greige” and “Black Fox”;
- Black charred wood cladding above storefront windows;
- Metal decorate wall panels with interior back lighting on tower element;
- Black steel storefront system to match existing;
- Copper panels on tower cupola;
- Exterior lighting with a black smooth metal finish, and;
- Removal of storefront system adjacent to parking lot and replacement with smooth stucco wall.

The open air dining elements include the following components:

- Black basket weave chairs;
- Concrete table top with black metal bases, and;
- Rust-colored umbrellas (*Note: No signage is permitted on the umbrellas*).

The applicant is also requesting business identification signage. The street-facing business identification sign, located at the corner elevation of Wilshire Boulevard and South Santa Monica Boulevard, is proposed at approximately 70 SF. The sign is comprised of a halo-illuminated, pin-mounted, copper-finished sign copy affixed to the façade.

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
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cgordon@beverlyhills.org



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Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum sign area for a ground floor business with street frontage is calculated at a ratio of 2 SF for each one foot of linear street frontage. Based on a street frontage of approximately 51'-7", the maximum sign area for this tenant is 100 SF.

The applicant is also requesting a sign accommodation to allow business identification signage to face private property. The sign is proposed at approximately 55 SF and is located on a wall that abuts private property (facing a parking lot) and does not abut a public street. The sign is comprised of a halo-illuminated, pin-mounted, copper-finished sign copy affixed to the façade.

Pursuant to §10-4-604(D)(1) of the Beverly Hills Municipal Code, the Architectural Commission may approve a sign accommodation to allow business identification sign to face private property if the sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed seventy five percent (75%) of the area otherwise permissible if the wall abutted a public street. Based on the linear frontage of the business, the maximum sign area for those signs facing private property is 75 SF. The proposed signage is within the maximum sign area.

The applicant is also proposing one graphic sign to be placed on a construction fence. The graphic is artful in nature and is proposed at a size of 12 SF, inclusive of all signage. The signage includes Teavana's sign copy and logo. It also contains copy indicating that the store will be arriving soon; however, the text relating to teas and beverages (products) must be removed as it does not comply with the requirements set forth in §10-4-612(C)(2)(a) of the Beverly Hills Municipal Code.

DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed design, three areas of improvement were identified to enhance the storefront design and, therefore, enhance the overall streetscape. This review resulted in the following comments:

- The configuration of the copper panels on the tower cupola should be revised to have a shingled look to obtain more appropriate shadow casting. The use of smaller pieces, as opposed to large panels, is expected to achieve this aesthetic.
- Both business identification signs should be significantly reduced so as to fit better within the spaces they are proposed and so as not to overwhelm the storefront.
- The existing clear glazing adjacent to the parking lot, currently proposed to be removed and replaced with a stucco wall, should be maintained to allow for continued interaction between the interior and exterior. The signage on this wall should be reconfigured so as to fit appropriately on the existing façade.

Project-specific conditions have not been incorporated as a result of these comments; however, the Commission may wish to consider these comments during their discussion of the project.

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



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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. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

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 Thursday, October 3, 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: 2
 - Building Identification Sign(s)
 - Number of signs proposed: _____
 - Sign Accommodation (explain reason for the accommodation request below):

4 tables & 8 chairs within public ROW

 - 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 9 # Chairs 18

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

Tenant improvement and minor exterior elevations remodel. Scope to include new paint through out, new metal cladding, wood cladding, and metal screens along South Santa Monica Blvd.

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	Business ID Sign(s)	1	10' x 8' - 10"	80	100 s.f.
2	Business ID Sign(s)	2	2' x 13'-6" 6" x 5'-5"	27.3	30 s.f.
3	Construction Barricade Sig	1	2' x 6'	12	12 s.f.
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: New paint, Wood and metal cladding
Texture /Finish: Clear sealant on wood and weathered copper finish for metal screen and copula roofing
Color / Transparency: Black torched wood panels, Copper color metal finishes

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

Material: Existing windows and door to remain.
Texture /Finish: black paint on existing mullions
Color / Transparency: 1/4 " clear glass

ROOF

Material: Copper roofing at copula, existing flat roofing o remain
Texture /Finish: Smooth finish
Color / Transparency: Natural copper finish

COLUMNS

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

BALCONIES & RAILINGS

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

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

Material: Tables and Chairs
Texture /Finish: Basket Weave All weather chairs - Concrete table top and Metal base
Color / Transparency: Black chairs and Grey concrete table top with Black metal base

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Copper signage
Texture /Finish: Smooth
Color / Transparency: Copper finish

BUILDING ID SIGN(S)

Material: Channel letter on Stand off
Texture /Finish: Smooth metal
Color / Transparency: Black

EXTERIOR LIGHTING

Material: In ground lighting at tower - Wall washers
Texture /Finish: smooth metal finish
Color / Transparency: Black

PAVED SURFACES

Material: Existing concrete to remain
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:

No proposed landscape

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 design strived to keep the architectural integrity of this well known landmark. We are proposing to enhance the look and feel of the architectural articulation by providing contrasting colors to the different planes & adding new copper finish panels to the existing copula in addition to a layer of charred wood cladding to add visual impact at this vital corner.

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 intention to is to create a peaceful atmosphere at the inside of the store and to focus the attention on the tea experience and promote a conversation dialogue between the customer and our partners. For that purpose we are proposing to close the storefront along the parking in the back and bring the focus to the inside of the store and minimize the noise and other factors that tend compromise that intent.

3. **Describe how the proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.**

The proposed design adds a touch of sophistication and elegance to this very familiar corner of the city. The design will enhance and rejuvenate the look of the facade while adding visual interest while maintaining the architectural integrity of the building.

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.**

By providing the outdoor seating area and umbrellas, the proposed use for the space will promote the general plan vision to create a more pedestrian feel along little Santa Monica Blvd.

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 existing property and the proposed use and seating area calculation, takes in account and complies with the approved zoning and setback requirements.

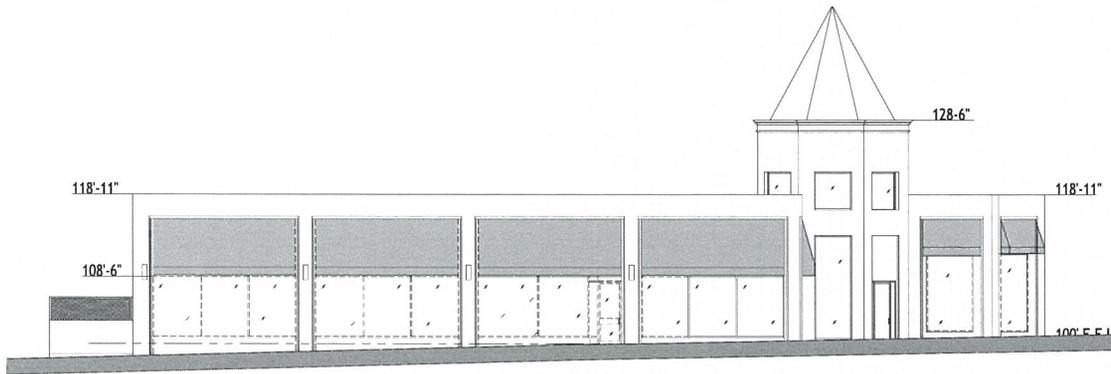


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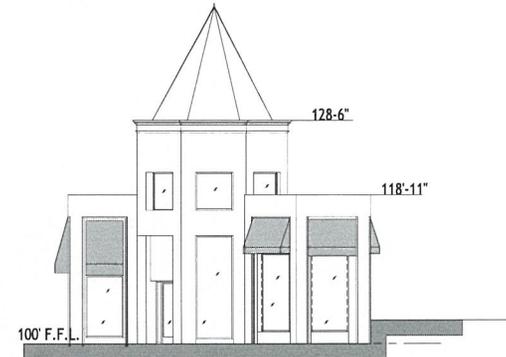
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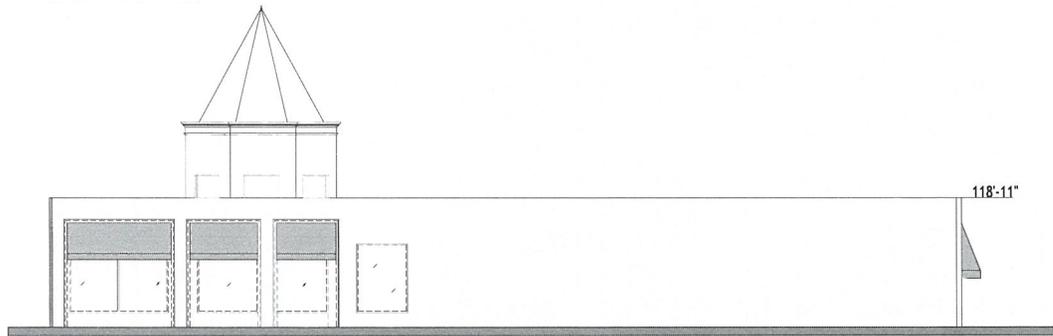
Attachment B:
Project Design Plans



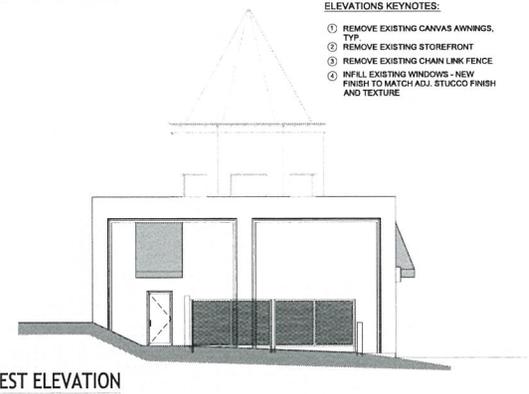
SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



ELEVATIONS KEYNOTES:

- ① REMOVE EXISTING CANVAS AWNINGS, TYP.
- ② REMOVE EXISTING STOREFRONT
- ③ REMOVE EXISTING CHAIN LINK FENCE
- ④ INFILL EXISTING WINDOWS - NEW FINISH TO MATCH ADJ. STUCCO FINISH AND TEXTURE

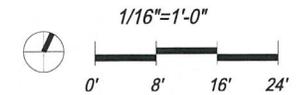
WEST ELEVATION



TEAVANA AT
BEVERLY TRIANGLE

STARBUCKS COFFEE COMPANY

BEVERLY HILLS, CA

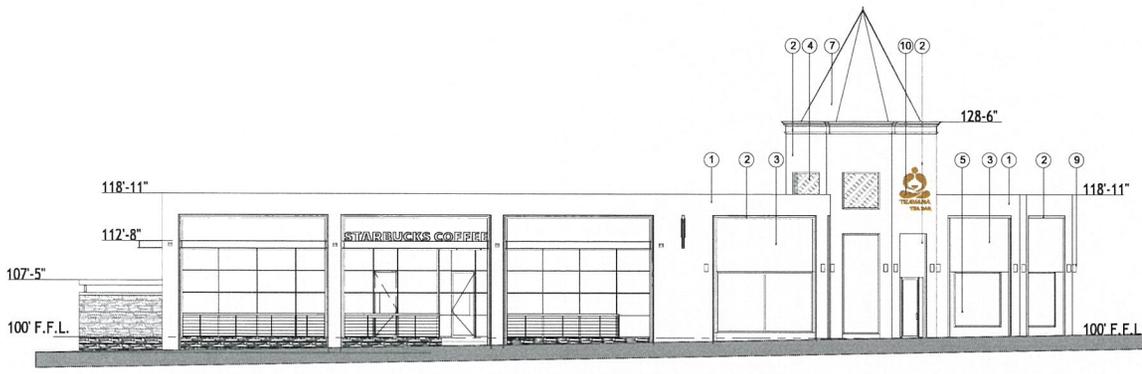


EXISTING ELEVATIONS

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SOUTH ELEVATION

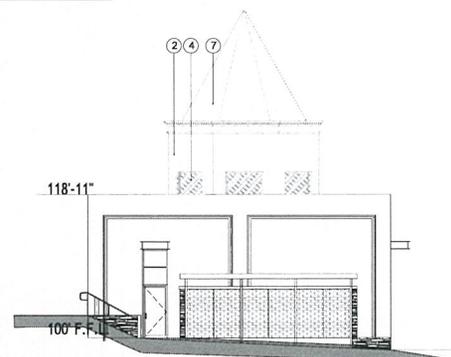


EAST ELEVATION

- ELEVATIONS KEYNOTES:**
- ① NEW PAINT ON (E) STUCCO - "MEGA GREIGE SW7231" BY SHERWIN WILLIAMS
 - ② NEW PAINT ON (E) STUCCO - "BLACK FOX SW7520" BY SHERWIN WILLIAMS
 - ③ NEW WOOD CLADDING - CHARRED WOOD W/ CLEAR MATT SEALANT
 - ④ NEW METAL SCREEN - COLOR NATURAL COPPER W/ INTERIOR BACK LIGHTING
 - ⑤ NEW STOREFRONT TO MATCH EXISTING STOREFRONT COLOR TO MATCH BLACK STEEL - SEE SHEET 14 FOR SCHEDULE
 - ⑥ REFINISH EXISTING STOREFRONT AND DOOR TO MATCH BLACK STEEL COLOR - SEE SHEET 14 FOR SCHEDULE
 - ⑦ NEW COPULA METAL FINISH TO MATCH NATURAL COPPER W/ CLEAR SEALANT
 - ⑧ NEW TRASH & TRANSFORMER ENCLOSURE METAL ROOF COVER - CLEAR SEAL NATURAL STEEL STRUCTURE W/ POWDER COATED PERFORATED ROOF PANELS COLOR (RAL 9004)
 - ⑨ NEW HALL LIGHT - SEE SHEET 16 FOR TYPE AND SPEC.
 - ⑩ NEW SIGNAGE UNDER SEPARATE PERMIT



NORTH ELEVATION



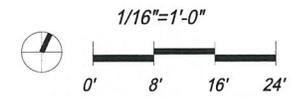
WEST ELEVATION



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PROPOSED ELEVATIONS

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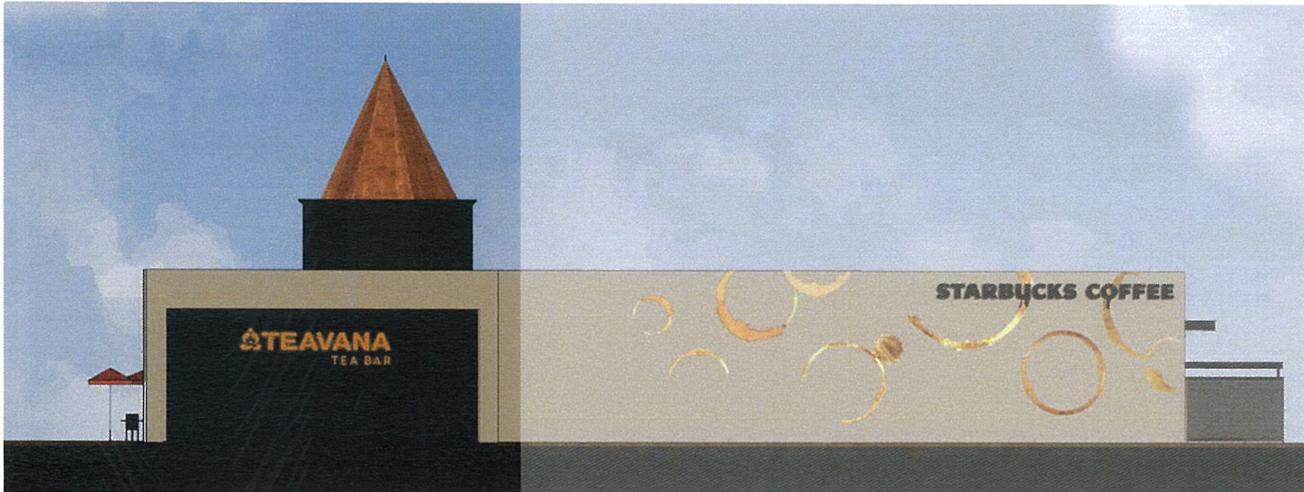
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SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION


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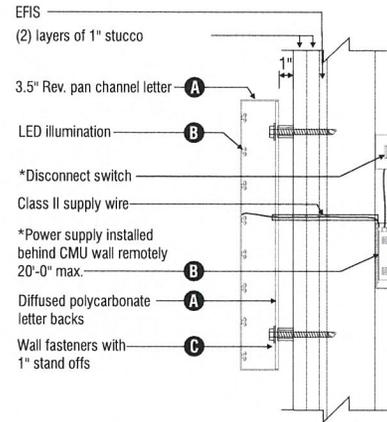
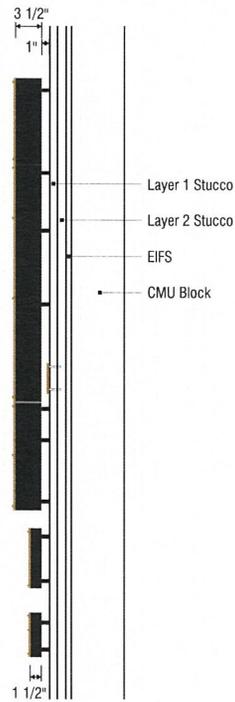
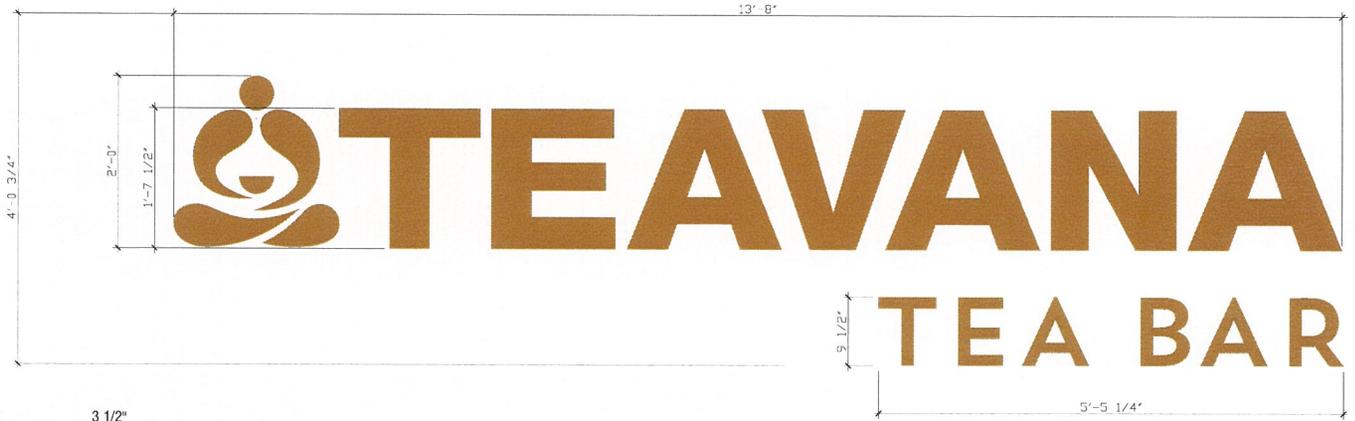
EXTERIOR ELEVATIONS

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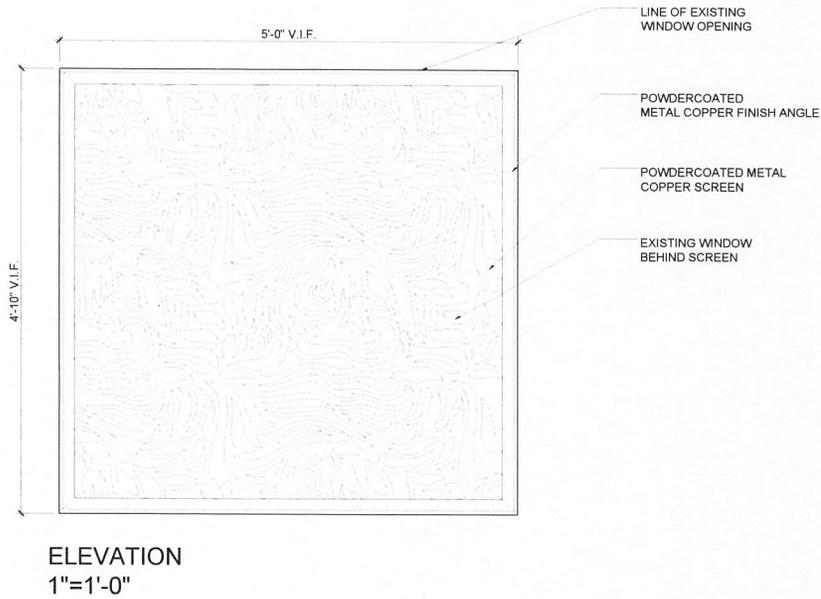
PROPOSED SIGN DETAILS

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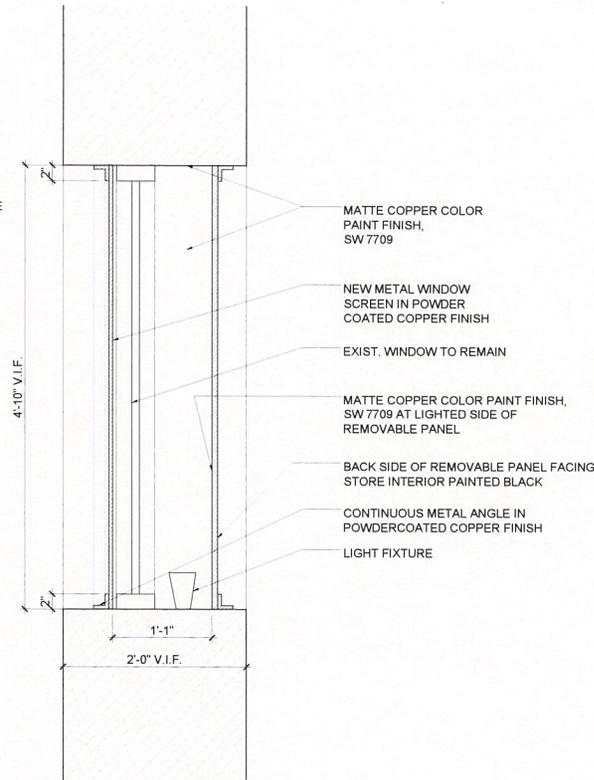
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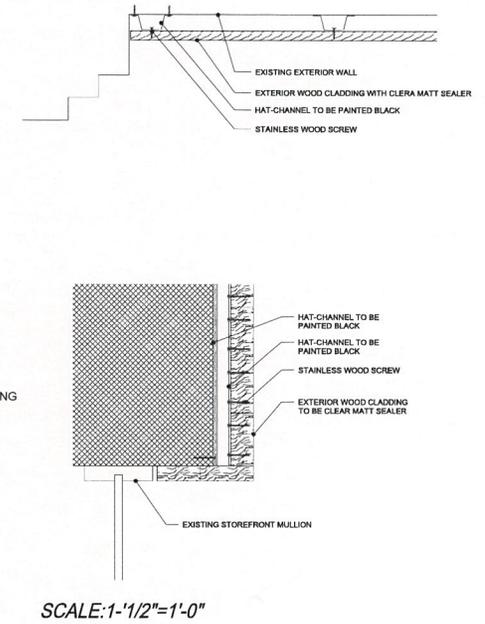
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DETAIL: A



SECTION
1"=1'-0"



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SECTIONS / DETAILS

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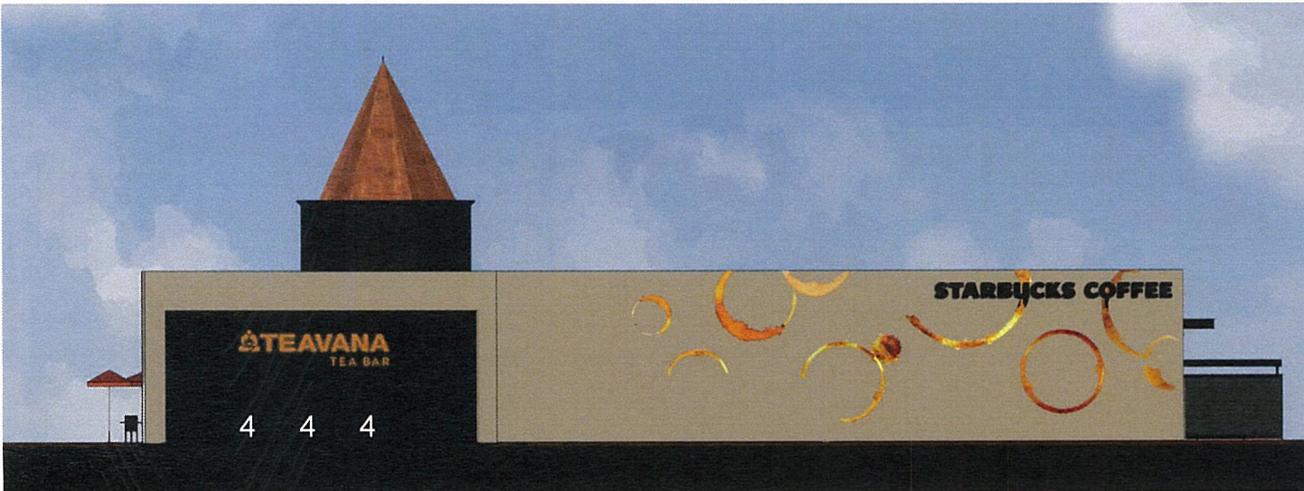
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SOUTH ELEVATION



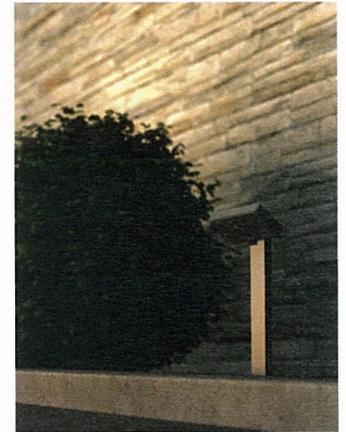
NORTH ELEVATION



1 ECOSENSE LIGHTING
ECOSPACE LINEAR HP EXT



2 WALL FIXTURE
Echo Outdoor Wall Sconce
by Stone Lighting



4 COOPER LIGHTING
303-A1



3 PARKING LIGHTS
KAD by Lithonia Lighting



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LIGHTING

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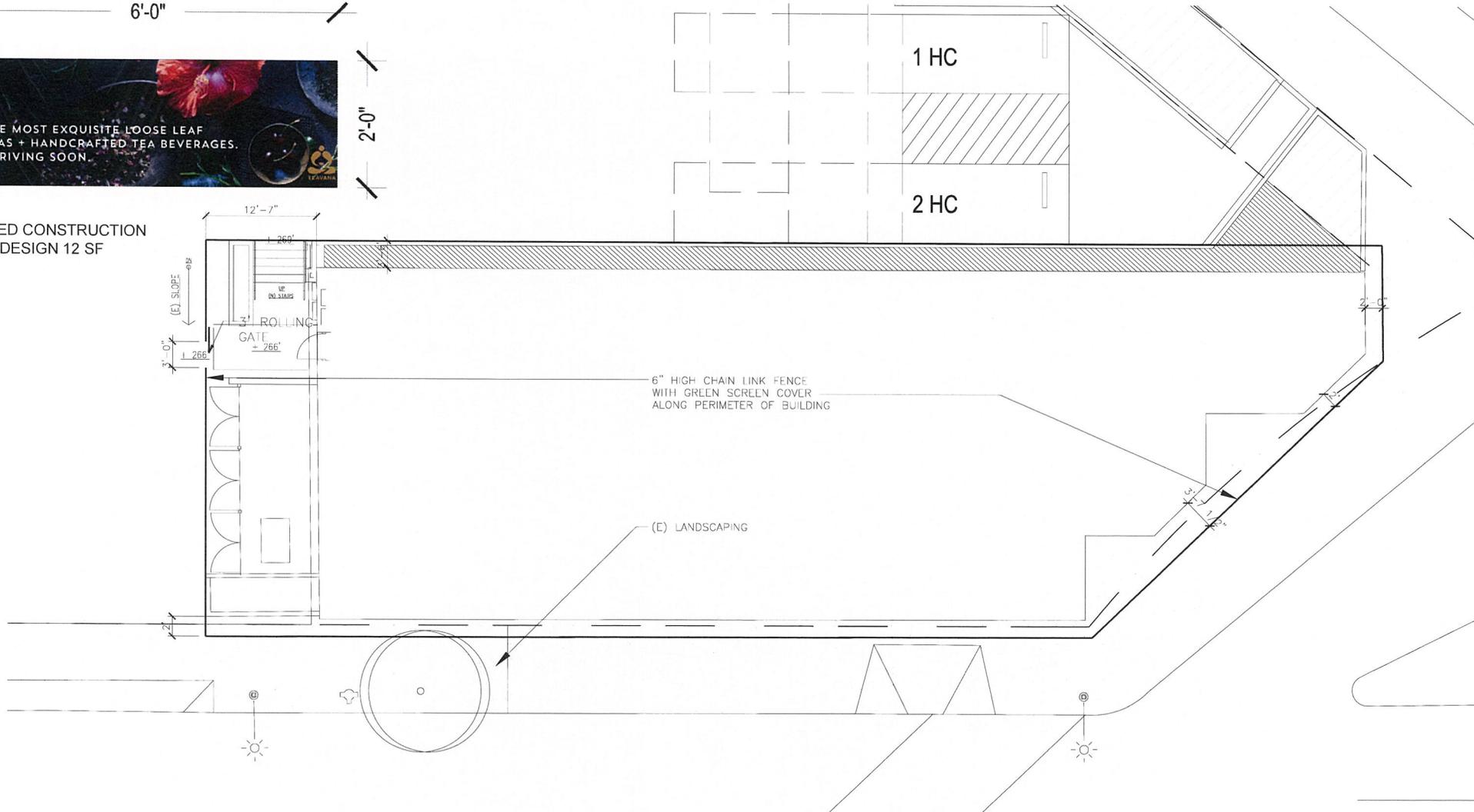
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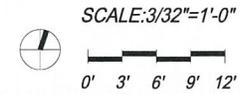
PROPOSED CONSTRUCTION BANNER DESIGN 12 SF



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CONSTRUCTION FENCE PLAN



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View 1



View 2



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EXISTING PHOTOS

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EXTERIOR VIEW-1

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EXTERIOR VIEW-2

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AC Meeting – October 16, 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 FAÇADE REMODEL, A BUSINESS IDENTIFICATION SIGN, A SIGN ACCOMMODATION TO ALLOW BUSINESS IDENTIFICATION SIGNAGE TO FACE PRIVATE PROPERTY, OPEN AIR DINING ELEMENTS, AND A CONSTRUCTION BARRICADE GRAPHIC FOR THE PROPERTY LOCATED AT 9811 SOUTH SANTA MONICA BOULEVARD (PL1326234 - TEAVANA).

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

Section 1. Candice Doyle, agent, on behalf of the property owner, TJB & Company, and the tenant, Teavana (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a business identification sign, a sign accommodation to allow business identification signage to face private property, open air dining elements, and a construction barricade graphic for the property located at 9811 South Santa Monica 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. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

Section 5. The Architectural Commission conducted a duly noticed public hearing on October 16, 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

No special conditions are proposed for this project.

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: October 16, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission