



Architectural Commission Report

Meeting Date: Wednesday, November 20, 2013
(Continued from the September 19, 2013 meeting)

Subject: **FATBURGER / BUFFALO'S**
474 North Beverly Drive
Request for approval of a sign accommodation for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310727)

Project agent: Sergio Meiron – Image Systems Signs, Inc.

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

REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation for multiple business identification signs. The project was previously reviewed by the Architectural Commission at their meeting on September 19, 2013. At that meeting, the Commission directed the applicant to study various signage options regarding reconfiguration of the wall signs and/or the utilization of building-appropriate projecting signs. As a result of the Commission's comments, the applicant has provided two signage alternatives, as follows:

Projecting Sign Alternative

- Two (2) projecting "Fatburger" signs proposed at 8 SF in area each and located on the wall directly adjacent to the building corner, and;
- Two (2) wall-mounted (non-projecting) "Buffalo's" signs proposed at 19.25 SF in area each and located in the window bays directly adjacent to the building corner.

Wall Sign Alternative

- Two (2) wall-mounted "Fatburger" signs proposed at 20 SF in area each and located on the wall directly adjacent to the building corner, and;
- Two (2) wall-mounted "Buffalo's" signs proposed at 19.25 SF in area each and located in the window bays directly adjacent to the building corner.

Per information provided by the applicant, the projecting sign alternative is the configuration preferred by the tenant.

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the applicant has appropriately modified the design based on comments provided by the Commission. The projecting sign alternative is appropriate to the building and positively enhances the streetscape.

Attachment(s):

- A. September 19, 2013 Staff Report and Previously Proposed Plans
- B. Response to Comments (Applicant Prepared)
- C. Project Design Plans
- D. 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 – November 20, 2013

A project-specific condition has been added to the draft resolution of approval indicating that the projecting sign alternative be utilized for the business identification signage.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

PUBLIC OUTREACH AND NOTIFICATION

Pursuant to BHMC §10-3-3017, public noticing is not required for sign accommodations requested by restaurant establishments.



Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

Attachment A:

September 19, 2013 Staff Report
And Previously Proposed Plans



Architectural Commission Report

Meeting Date: Wednesday, September 18, 2013

Subject: **FATBURGER / BUFFALO'S**
474 North Beverly Drive

Request for approval of a sign accommodation for multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310727)

Project agent: Sergio Meiron – Image Systems Signs, Inc.

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

REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation for multiple business identification signs for the new Fatburger / Buffalo's restaurant establishment. The proposed sign configuration is proposed as follows:

- Two (2) "Fatburger" business identification signs that are 20 SF in area each (total: 40 SF). The sign consists of an internally illuminated logo sign with satin black aluminum returns.
- Two (2) "Buffalo's" business identification signs that are 19.25 SF in area each (total: 38.5). The sign consists of an internally illuminated logo sign with satin black aluminum returns.

One "Fatburger" sign and one "Buffalo's" sign is proposed on each elevation (South Santa Monica Boulevard and North Beverly Drive).

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 tenant, the maximum business identification sign area is 100 SF; 78.5 SF of signage is proposed and is in compliance with the sign area maximums.

As part of the City's restaurant streamlining process, this project was preliminarily reviewed by the Architectural Commission's Restaurant Subcommittee, consisting of Chair Blakeley and Commissioner Peteris. The primary concerns expressed by the Subcommittee review related to the overall depth of the signs (with an indication that it should be reduced), the size of the signs, and the general configuration, particularly on the North Beverly Drive elevation. These comments have been shared with the project team and they have been encouraged to bring revised plans to the Architectural Commission meeting for review.

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 – September 18, 2013

URBAN DESIGN ANALYSIS

Based on the Urban Designer's review of the proposed project, the proposed signage does not appear to be compatible with the existing building and detracts from the urban streetscape environment.

The use of a blade sign that complements the building's architecture may provide a configuration that enhances not only the building but the overall streetscape. In addition to the use of a building-appropriate blade sign, the building and streetscape may be better served by the use of window graphic signs, as opposed to mullion-mounted signs, that are sized appropriately for the space.

Project-specific conditions have not been proposed as part of this analysis but the Commission may wish to consider the suggestions in their own discussions.

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.

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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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

PUBLIC OUTREACH AND NOTIFICATION

Pursuant to BHMC §10-3-3017, public noticing is not required for sign accommodations requested by restaurant establishments.

PROPOSED SIGNS



WEST ELEVATION



1/16" = 1'-0"
36'-4"

8'-0"
FROM GRADE

SOUTH ELEVATION

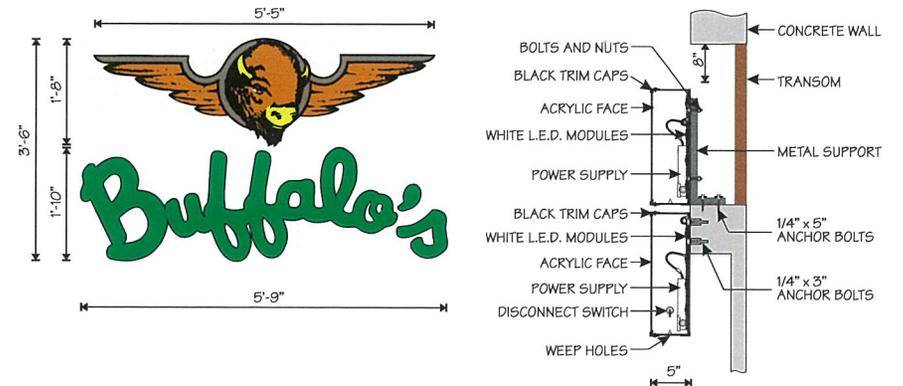
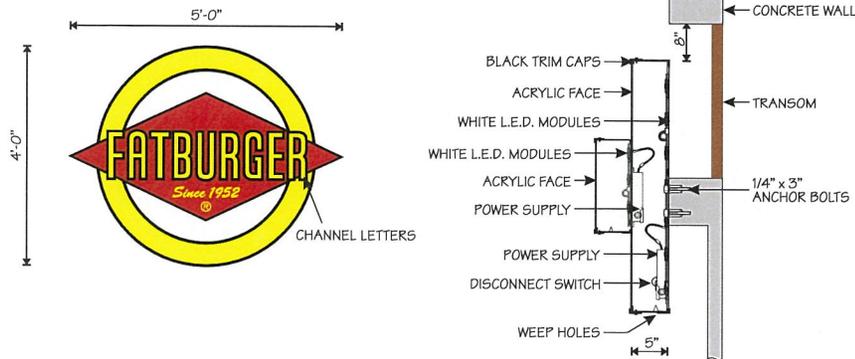
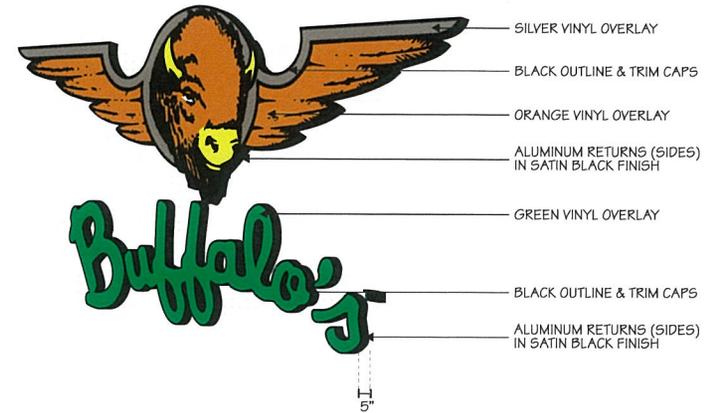
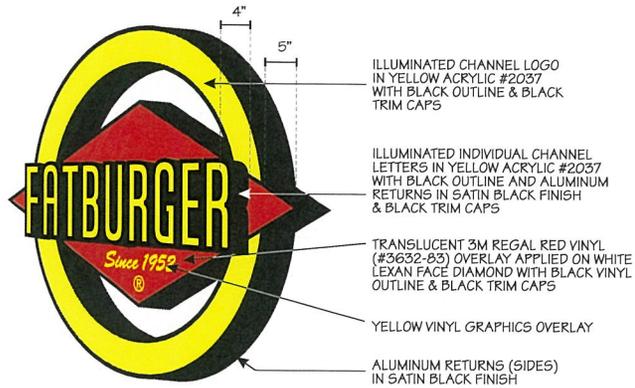


1/16" = 1'-0"
53'-3"
STORE FRONT

8'-0"
FROM GRADE

FATBURGER LOGO SIGN AND INSTALLATION DETAILS
12.81 SQ.FT

BUFFALO'S LOGO SIGN AND INSTALLATION DETAILS
19.57 SQ.FT



SPECIFICATIONS

FABRICATED ALUMINUM 40 RETURNS IN BLACK FINISH:
3 1/2" DEEP FOR INTERIOR SIGNS, 5" FOR EXTERIOR WITH 3/4" TRIM CAPS
VINYL GRAPHICS APPLIED ON FIRST SURFACE ON 3/16" MILKY WHITE ACRYLIC (#2447)
WHITE LED MODULES, 12V POWER SUPPLIES

SPECIFICATIONS

FABRICATED ALUMINUM 40 RETURNS IN BLACK FINISH:
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VINYL GRAPHICS APPLIED ON FIRST SURFACE ON 3/16" MILKY WHITE ACRYLIC (#2447)
WHITE LED MODULES, 12V POWER SUPPLIES

IMAGE SYSTEMS SIGNS
Drawn by: J. E.
Revised by: S. M.
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Fax: (323) 931-0004
www.ImageSystemsUSA.com

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Client Information:
Fatburger/ Buffalo's
474 N. Beverly Dr.
Beverly Hills, CA
Date: August 29, 2013

Client Approval:
 Approved
 Approved as Noted
 Revise & Resubmit
Name _____
Date _____

Notes:



Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes



Architectural Commission Report

445 North Rexford Drive, Room 280-A
AC Meeting – November 20, 2013

Attachment A:

Response to Comments
(Applicant Prepared)

Fatburger / Buffalo's

narrative comments response:

Per the Architecture Commission recommendations, we modified the signs as follow:

- 1.) The FB wall sign was moved to the upper corners walls.
- 3.) Another option of Fatburger projecting sign is proposed
- 4.) The depth of the FB wall signs is reduced to 3.5" (in lieu of 5").
- 5.) The BF logo was moved inside the window, the sign faces will be on the same plane as the wall.
- 6.) Per the commission recommendation, the projecting sign option is proposed.
Despite the substantially reduced size, we agree that this option will complement the building architecture and enhance the streetscape.



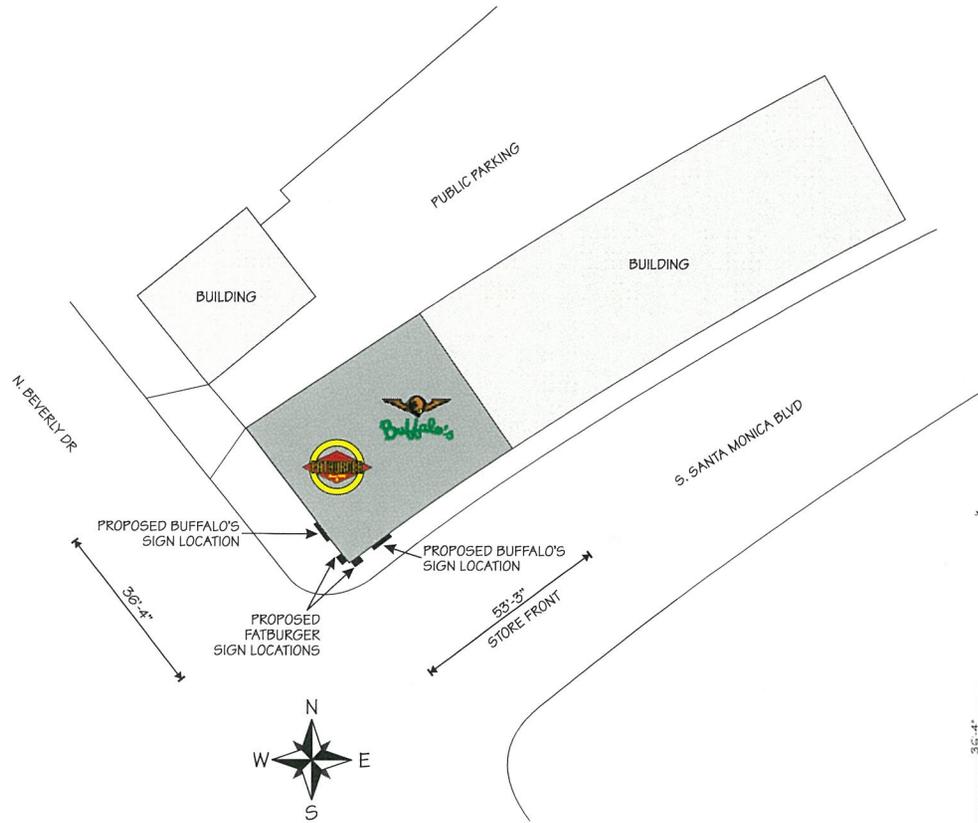
Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

Attachment C:
Project Design Plans

SITE PLAN



FLOOR PLAN

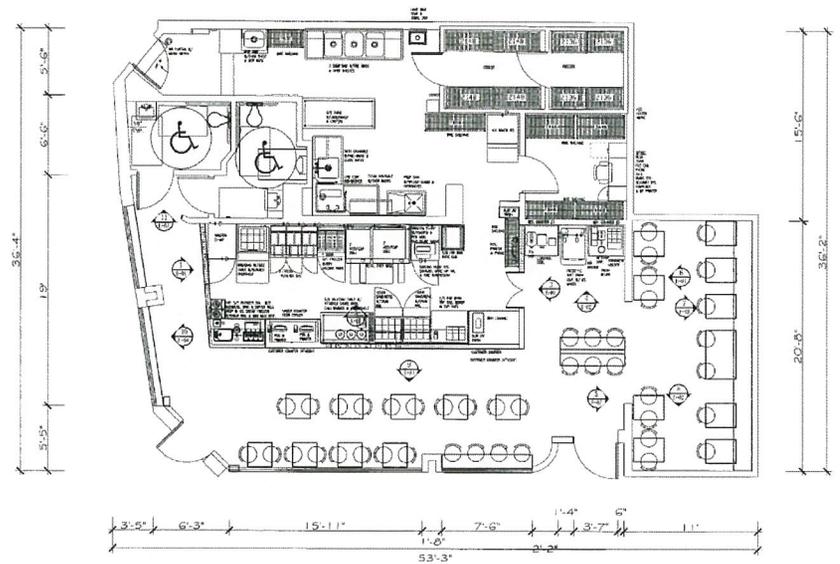


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Client Information:
 Fatburger/ Buffalo's
 474 N. Beverly Dr.
 Beverly Hills, CA
 Date: October 18, 2013

Client Approval:
 Approved
 Approved as Noted
 Revise & Resubmit
 Name _____
 Date _____

Notes:



Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes

PROPOSED SIGNS



W. BEVERLY DRIVE ELEVATION



1/16" = 1'-0" 36'-4"

S. SANTA MONICA ELEVATION



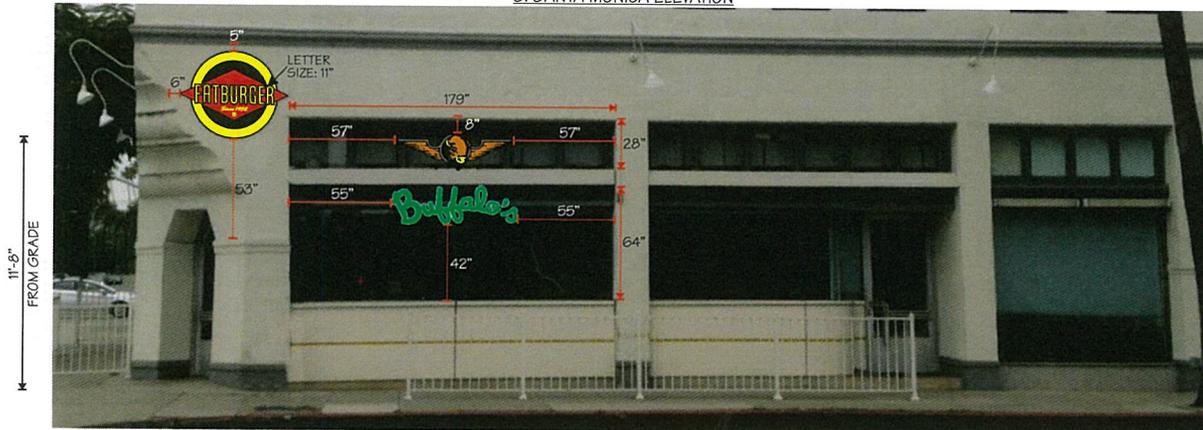
1/16" = 1'-0" 53'-3" STORE FRONT

PROPOSED SIGNS
WINDOW & DISTANCES SIZES

W. BEVERLY DRIVE ELEVATION

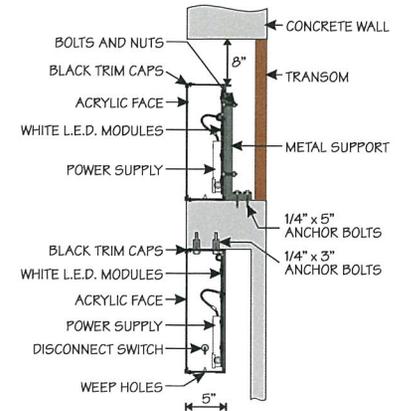
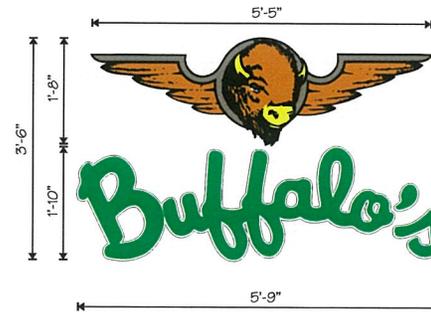
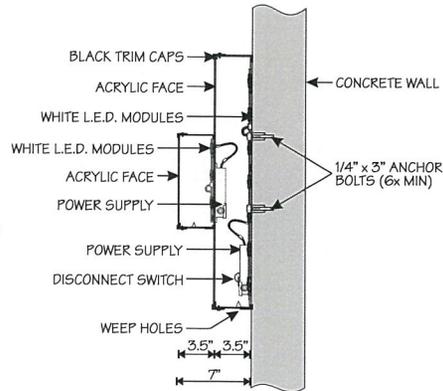
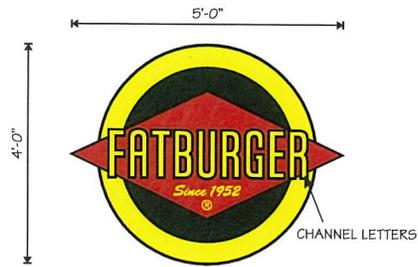
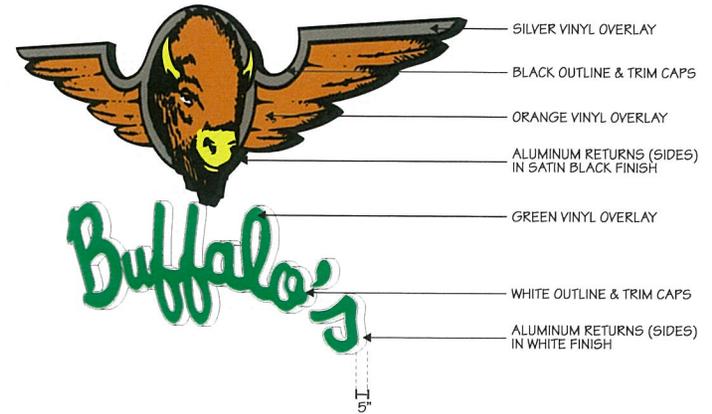
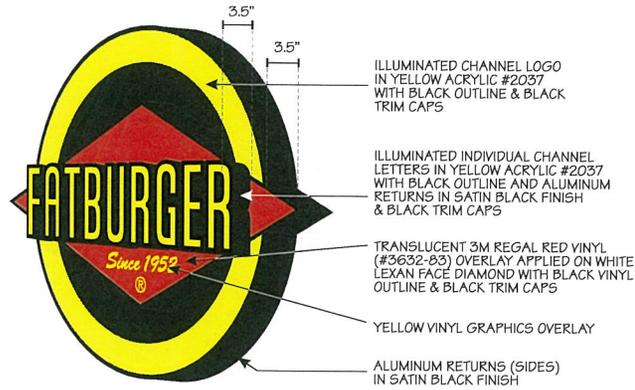


S. SANTA MONICA ELEVATION



FATBURGER LOGO SIGN AND INSTALLATION DETAILS
12.81 SQ.FT

BUFFALO'S LOGO SIGN AND INSTALLATION DETAILS
19.57 SQ.FT



SPECIFICATIONS

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3 1/2" DEEP FOR INTERIOR SIGNS, 5" FOR EXTERIOR WITH 3/4" TRIM CAPS
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WHITE LED MODULES, 12V POWER SUPPLIES

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IMAGE SYSTEMS SIGNS
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Client Information:
Fatburger/Buffalo's
474 N. Beverly Dr.
Beverly Hills, CA
Date: October 18, 2013

Client Approval:
 Approved
 Approved as Noted
 Revised & Resubmit
Name _____
Date _____

Notes:



Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes

PROPOSED SIGNS



W. BEVERLY DRIVE ELEVATION



1/16" = 1'-0" 36'-4"

S. SANTA MONICA ELEVATION

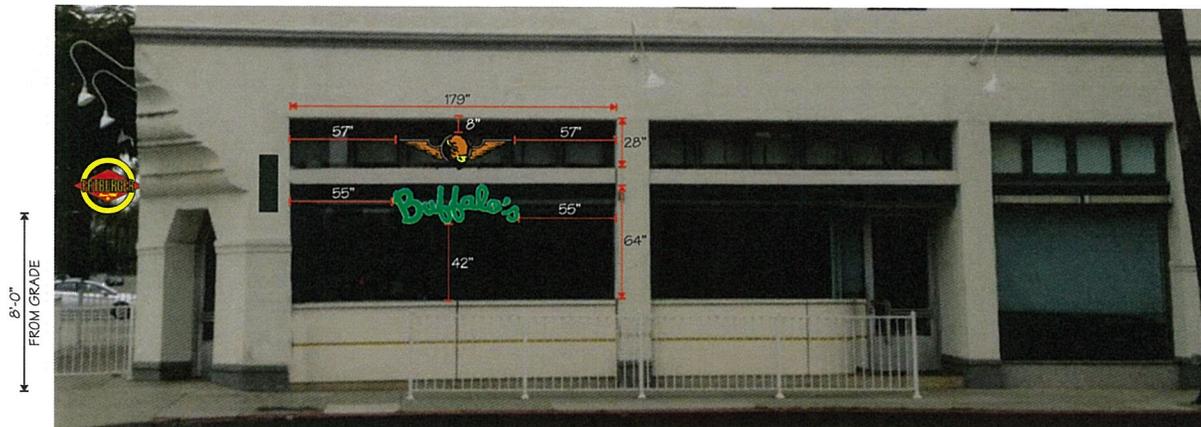


1/16" = 1'-0" 53'-3" STORE FRONT

PROPOSED SIGNS
WINDOW & DISTANCES SIZES

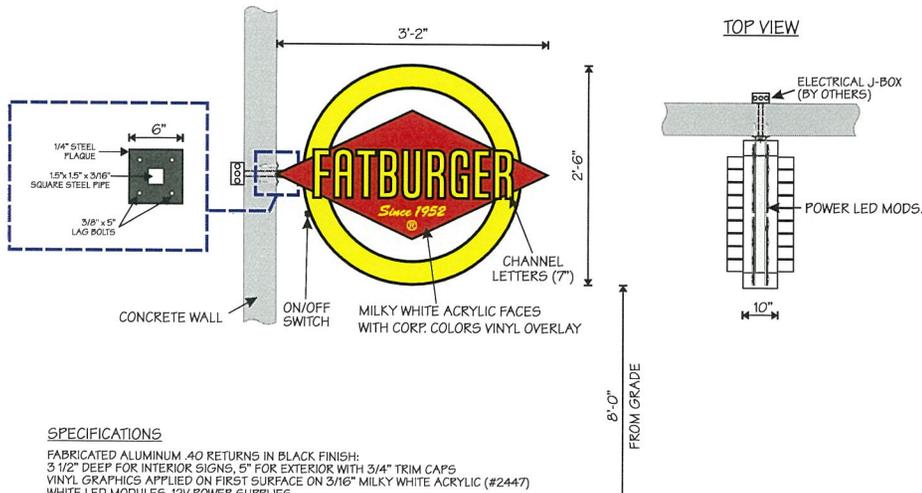
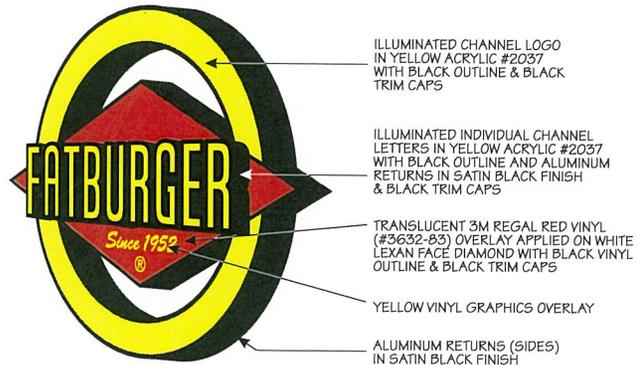


W. BEVERLY DRIVE ELEVATION



S. SANTA MONICA ELEVATION

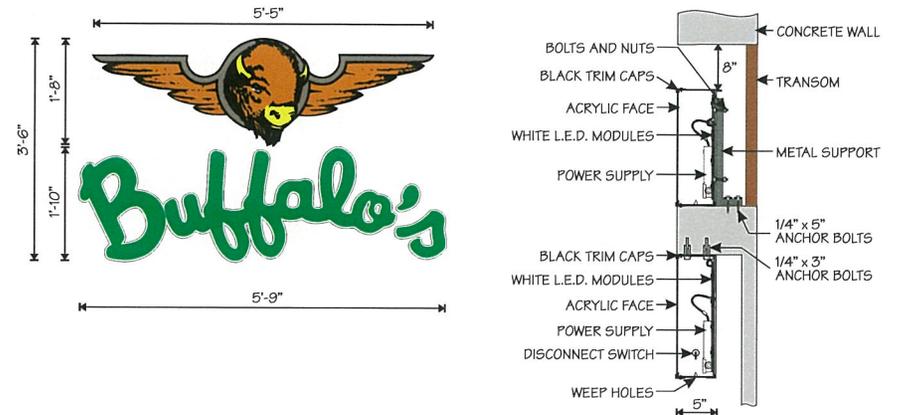
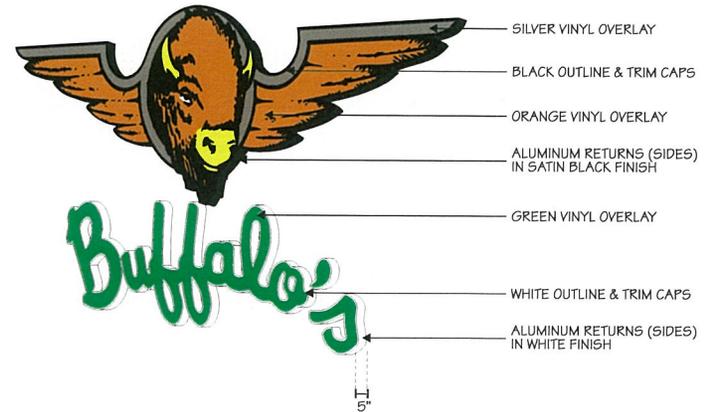
FATBURGER PROJECTING LOGO SIGN AND INSTALLATION DETAILS
7.91 SQ.FT



SPECIFICATIONS

FABRICATED ALUMINUM .40 RETURNS IN BLACK FINISH:
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WHITE LED MODULES, 12V POWER SUPPLIES

BUFFALO'S LOGO SIGN AND INSTALLATION DETAILS
19.57 SQ.FT



SPECIFICATIONS

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WHITE LED MODULES, 12V POWER SUPPLIES



Drawn by:
J.E.
Revised by:
S.M.

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Client Information:
Fatburger/Buffalo's
474 N. Beverly Dr.
Beverly Hills, CA
Date: October 18, 2013

Client Approval:
 Approved
 Approved as Noted
 Revise & Resubmit
Name _____
Date _____

Notes:



Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes

STREET SCAPE PHOTOS

1 9021PHO
490 N. BEVERLY DR.
BEVERLY HILLS, CA 90210

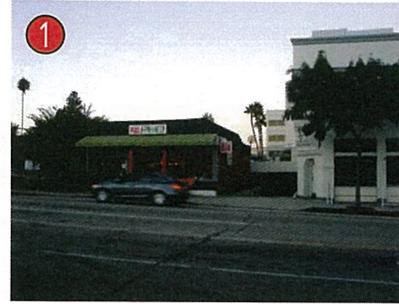
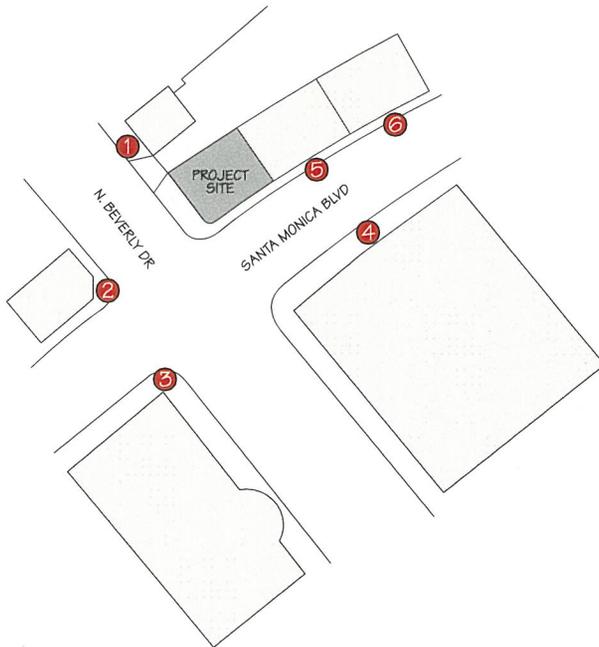
2 CHIPOTLE
475 N. BEVERLY DR.
BEVERLY HILLS, CA 90210

3 PALEY CENTER FOR MEDIA
465 N. BEVERLY DR.
BEVERLY HILLS, CA 90210

4 BANK OF AMERICA
9440 N. BEVERLY DR.
BEVERLY HILLS, CA 90210

5 ELGIN CHARLES SALON
9439 S. SANTA MONICA BLVD.
BEVERLY HILLS, CA 90210

6 PORTOFINO BEVERLY HILLS
9431 S. SANTA MONICA BLVD.
BEVERLY HILLS, CA 90210



STREET SCAPE PHOTOS



- ① 9021PH0
490 N. BEVERLY DR.
BEVERLY HILLS, CA 90210
- ② CHIPOTLE
475 N. BEVERLY DR.
BEVERLY HILLS, CA 90210
- ③ PALEY CENTER FOR MEDIA
465 N. BEVERLY DR.
BEVERLY HILLS, CA 90210

- ④ BANK OF AMERICA
9440 N. BEVERLY DR.
BEVERLY HILLS, CA 90210
- ⑤ ELGIN CHARLES SALON
9439 S. SANTA MONICA BLVD.
BEVERLY HILLS, CA 90210
- ⑥ PORTOFINO BEVERLY HILLS
9431 S. SANTA MONICA BLVD.
BEVERLY HILLS, CA 90210



Drawn by:
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Revised by:
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Fatburger/Bufalo's
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Client Approval:
 Approved
 Approved as Noted
 Revise & Resubmit
Name _____
Date _____

Notes:



Signs to be manufactured to U.L. specifications and installed in accordance with national electric codes



Architectural Commission Report

445 North Rexford Drive, Room 280-A
AC Meeting – November 20, 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 SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 474 NORTH BEVERLY DRIVE (PL1320727 – FATBURGER / BUFFALO’S).

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

Section 1. Sergio Meiron – Image Systems Signs, Inc., agent, on behalf of the property owner, 4670 Beverly LLC, and the tenant, Fatburger / Buffalo’s (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple business identification signs for the property located at 474 North Beverly 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. The project has also been reviewed and found to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards for Rehabilitation and is also exempt from the California Environmental Quality Act, pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the State CEQA Guidelines.

Section 5. The Architectural Commission conducted a duly noticed public hearing on November 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 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 projecting sign alternative, which includes two (2) projecting signs for “Fatburger” and two (2) wall-mounted signs for “Buffalo’s”, shall be utilized for the tenant’s business identification signage.

Standard Conditions

2. **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.
3. **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.

4. **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.
5. **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.
6. **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.
7. **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.
8. **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.

9. **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: November 20, 2013

William Crouch, Commission Secretary
Community Development Department

James Blakeley III, Chair
Architectural Commission