



## Architectural Commission Report

**Meeting Date:** Wednesday, November 20, 2013  
(Continued from the October 16, 2013 meeting)

**Subject:** **TEAVANA**  
**9844 Wilshire 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 review and 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. This project was previously reviewed by the Architectural Commission at their meeting on October 16, 2013. At that meeting, the Commission felt the design warranted further review and directed the project to be restudied and returned to a future meeting. The comments provided by the Commission related primarily to signage area, illumination of the metal copper screens on the tower elements, and treatment of the wall located directly adjacent to the north property line.

As a result of the Commission's comments, the applicant has modified the design, as follows:

- Reduction in size of sign on entry tower from 70 SF to 20 SF;
- Reduction in size of sign facing the parking lot from 55 SF to 26 SF;
- Reconfigured stucco wall adjacent to the parking lot to maintain rhythm of prior windows;
  - Note: An alternative exterior elevation is provided that maintains one window.
- Replacement of spot light fixture behind metal copper screens with linear LED light fixture;
- Removal of business identification signage from umbrellas for zoning compliance;
- Revised construction barricade graphic for zoning compliance.

### 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 façade and signage treatments are appropriate to the building and positively enhance the streetscape.

**Attachment(s):**

- A. October 16, 2013 Staff Report and Previously Proposed Plans
- B. Project Design Plans
- C. DRAFT Approval Resolution

**Report Author and Contact Information:**

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



## **Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

### **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 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**

Public notification was not required for this project as it was continued from a previous meeting.



**Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

**Attachment A:**

October 16, 2013 Staff Report  
And Previously Proposed Plans



## 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  
(310) 285-1191  
[cgordon@beverlyhills.org](mailto:cgordon@beverlyhills.org)



## Architectural Commission Report

445 North Rexford Drive, Room 280-A

AC Meeting – October 16, 2013

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



## **Architectural Commission Report**

445 North Rexford Drive, Room 280-A  
AC Meeting – October 16, 2013

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**

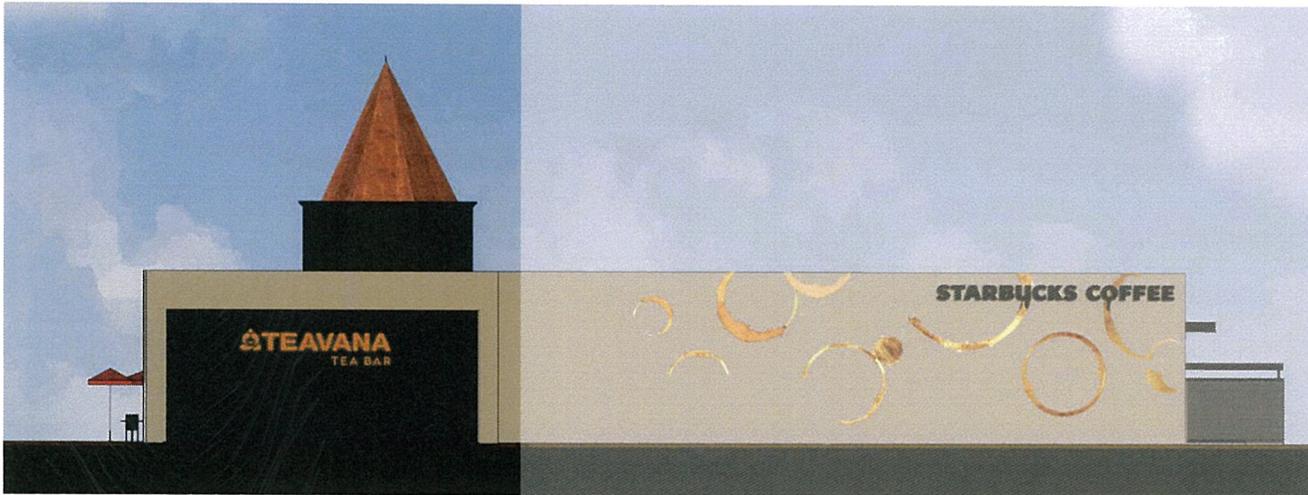
The sign accommodation request for this project requires mailed public notices within 100 feet of the subject property be mailed ten (10) days prior to the hearing. The public notice for this project was mailed on Thursday, October 3, 2013. To date, staff has not received any comments in regards to the submitted project.



SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



TEAVANA AT  
BEVERLY TRIANGLE

STARBUCKS COFFEE COMPANY

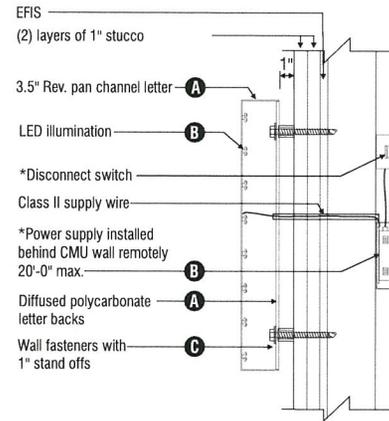
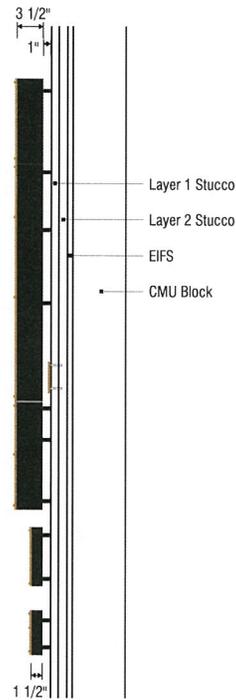
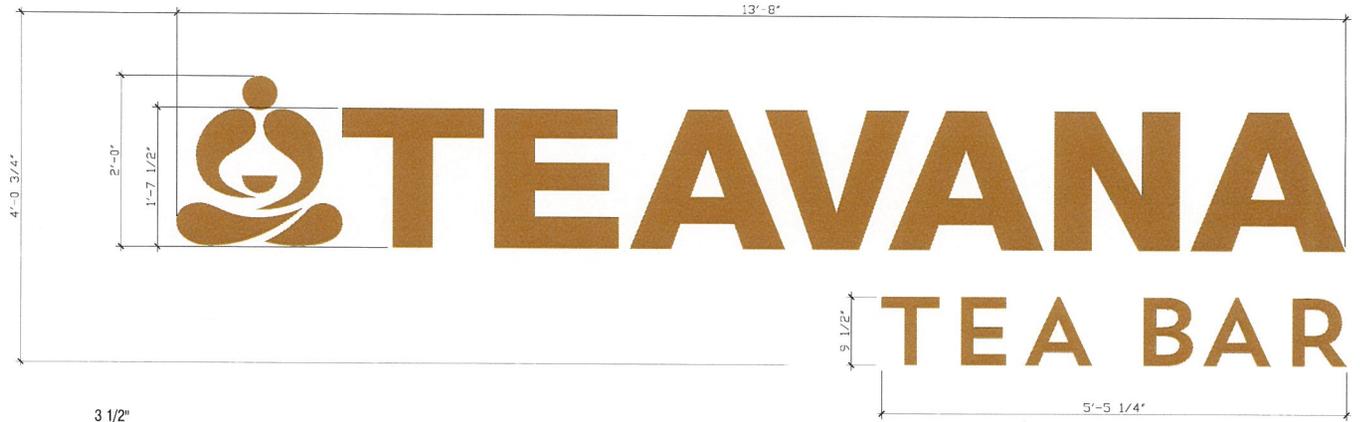
BEVERLY HILLS, CA

EXTERIOR ELEVATIONS

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2012-097 09.30.2013

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TEAVANA AT  
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PROPOSED SIGN DETAILS

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TEAVANA AT  
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EXTERIOR VIEW-1

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TEAVANA AT  
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EXTERIOR VIEW-2

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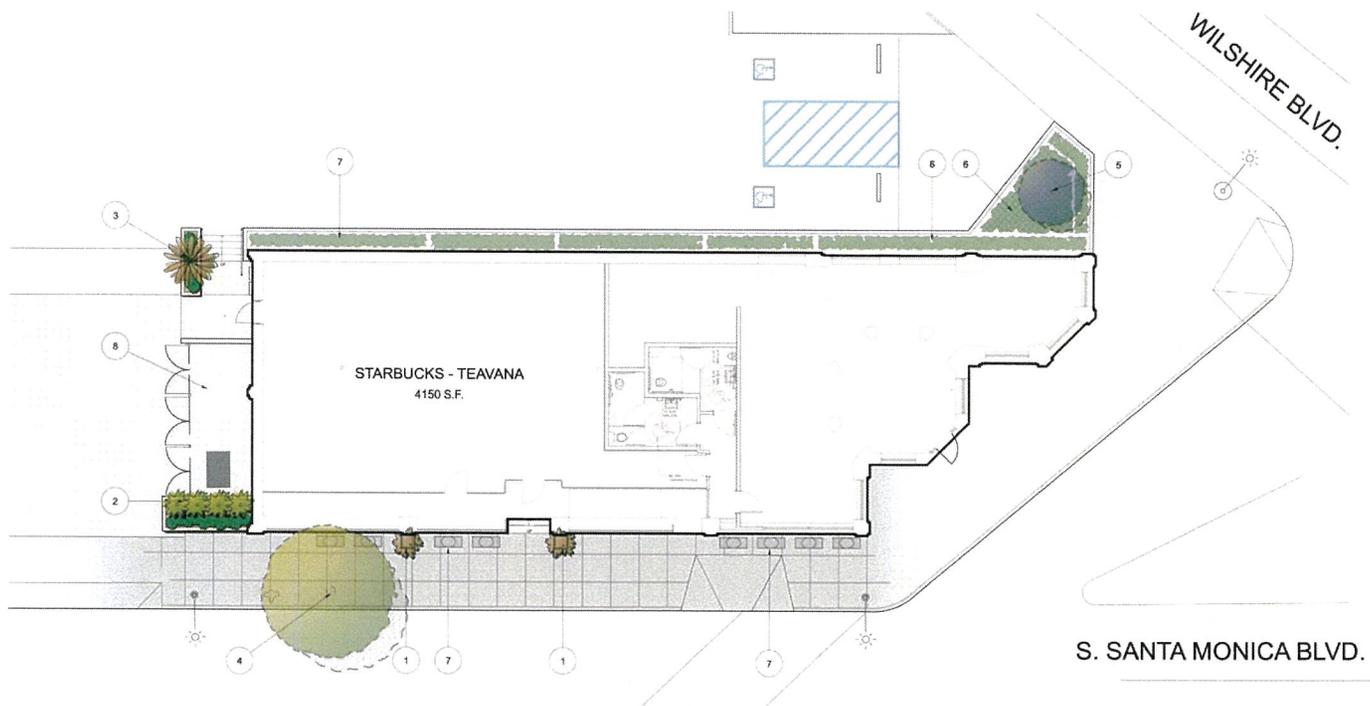


## **Architectural Commission Report**

445 North Rexford Drive, Room 280-A

AC Meeting – November 20, 2013

**Attachment B:**  
Project Design Plans

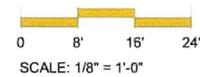


**PLANT LEGEND**

-  **MULTI-BRANCHED ACCENT SPECIMEN (24" BOX)**  
Cordyline australis 'Red Sensation' • Red Fountain Cordyline
-  **MID GROUND UPRIGHT ACCENT GRASS (5 GALLON)**  
Calamagrostis x acutiflora 'Karl Forester' • Feather Reed Grass
-  **FOREGROUND FLOWERING ACCENT (1 GALLON)**  
Dianella 'Cassa Blue' • Tasman Flax Lily
-  **DECORATIVE ACCENT POTS AT COLUMNS (15 GALLON)**  
Phormium 'Yellow Wave' • Yellow Wave New Zealand Flax
-  **EXISTING TREES - TO REMAIN**  
Ficus microphylla • Indian Laurel Fig  
Prunus cerasifera • Purple Leaf Plum Tree
-  **LANDSCAPE PLANTING - N.A.P. SUBMITTAL & PLANS BY OTHERS**  
Ligustrum Japonicum 'Texanum' • Texas Waxleaf Privet  
Trachelospermum Jasminoides • Star Jasmine

**FEATURE LEGEND**

-  1 Square pot with accent strap-like evergreen
-  2 Raised planter with accent grass and flowering accent
-  3 Raised planter next to steps with accent tree and flowering accent
-  4 Existing Ficus microphylla
-  5 Existing Prunus cerasifera
-  6 Landscape planting N.A.P. submittal & plans by other
-  7 Outdoor sidewalk cafe furnishing/seating
-  8 Enclosed trash receptacle



Cordyline a. - Red Sensation



Phormium 'Yellow Wave' in Pot



Dianella 'Cassa Blue'



Calamagrostis x a. - Feather Reed Grass



**TEAVANA AT  
BEVERLY TRIANGLE**

STARBUCKS COFFEE COMPANY

BEVERLY HILLS, CA

LANDSCAPE PLAN

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ARCHITERRA design group  
landscape architecture and planning  
10221 A Trabuco Street, Brea, California, CA  
tel: (949) 484-2000 • (949) 484-7644 • fax: (949) 484-2000  
CA: EA 42834



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BEVERLY HILLS, CA

LANDSCAPE PLAN

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SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



TEAVANA AT  
BEVERLY TRIANGLE

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EXTERIOR ELEVATIONS

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1 SOUTH-EAST CORNER ELEVATION  
 APPROX. SCALE: 3/32" = 1'-0"



2 NORTH ELEVATION  
 APPROX. SCALE: 1/16" = 1'-0"



TEAVANA AT  
 BEVERLY TRIANGLE

STARBUCKS COFFEE COMPANY

BEVERLY HILLS, CA

PROPOSED SIGN DETAILS

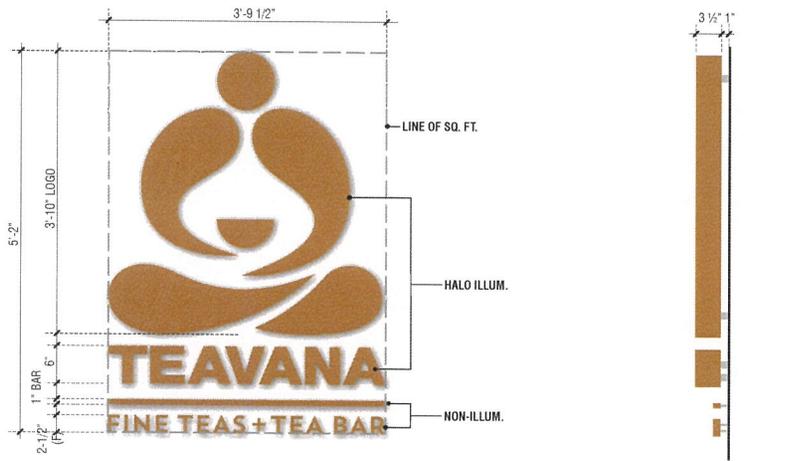
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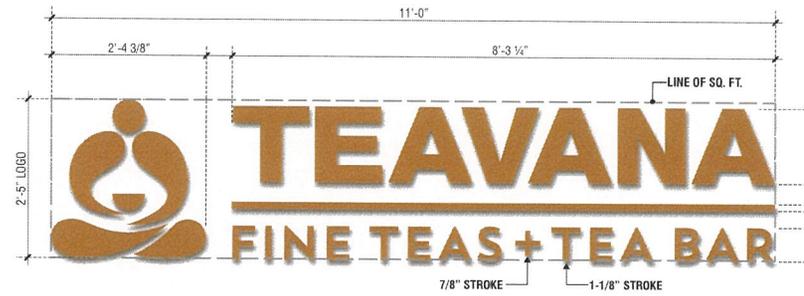
2012-097 10.31.2013



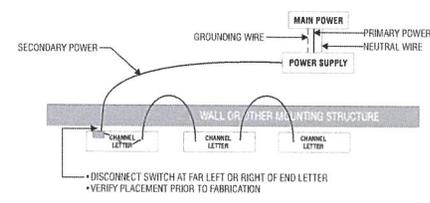
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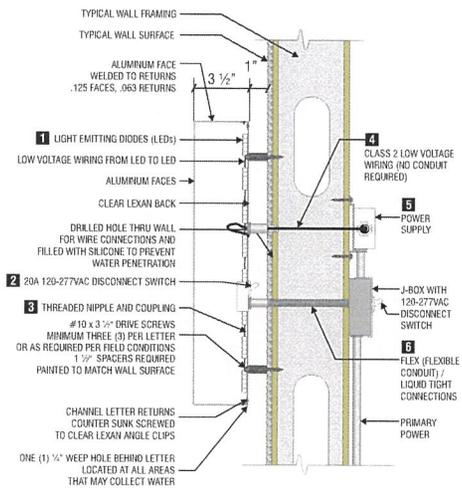
**A** SIGN ELEVATION / REVERSE CHANNEL LETTERS AND LOGO WITH HALO ILLUMINATION  
 QUANTITY: ONE (1) SET REQUIRED  
 TOTAL 19.63 SQ. FT.  
 SCALE: 1" = 1'-0"  
**1** SIDE VIEW  
 SCALE: 1" = 1'-0"



**B** SIGN ELEVATION / REVERSE CHANNEL LETTERS AND LOGO WITH HALO ILLUMINATION  
 QUANTITY: ONE (1) SET REQUIRED  
 SPECIFICATIONS:  
 TOTAL 26.6 SQ. FT.  
 SCALE: 3/4" = 1'-0"



**2** LETTER LAYOUT - PLAN VIEW  
 NOT TO SCALE



**1** TYPICAL SECTION DETAIL  
 SCALE: NTS



TEAVANA AT  
 BEVERLY TRIANGLE

STARBUCKS COFFEE COMPANY

BEVERLY HILLS, CA

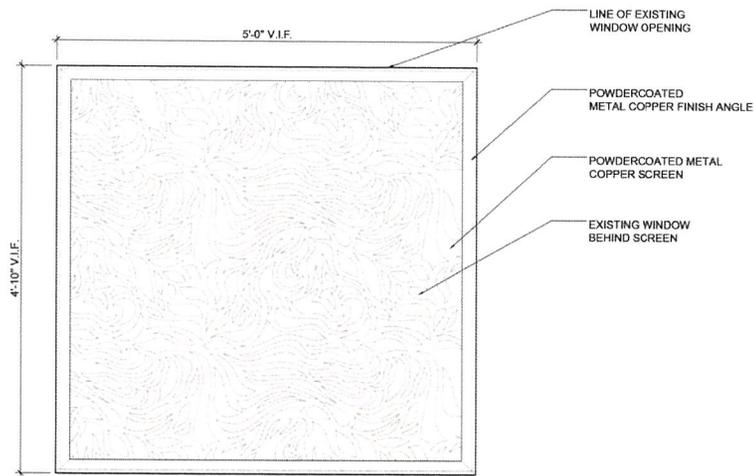
PROPOSED SIGN DETAILS

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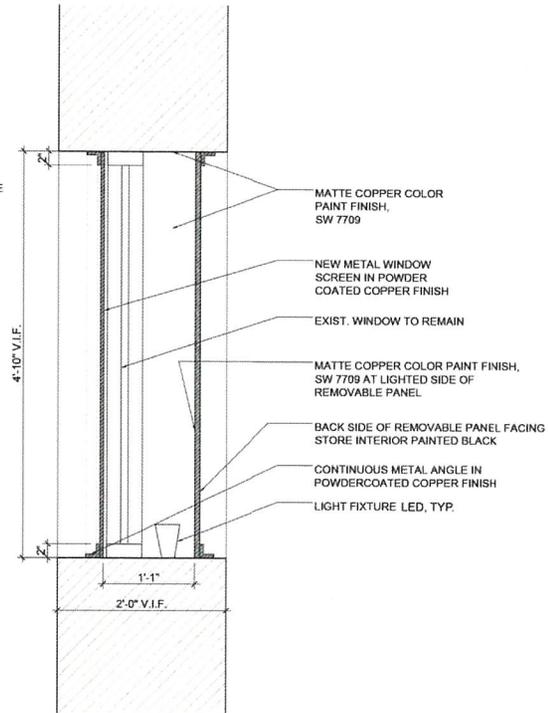


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ELEVATION  
1"=1'-0"

DETAIL: A



SECTION  
1"=1'-0"



TEAVANA AT  
BEVERLY TRIANGLE

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BEVERLY HILLS, CA

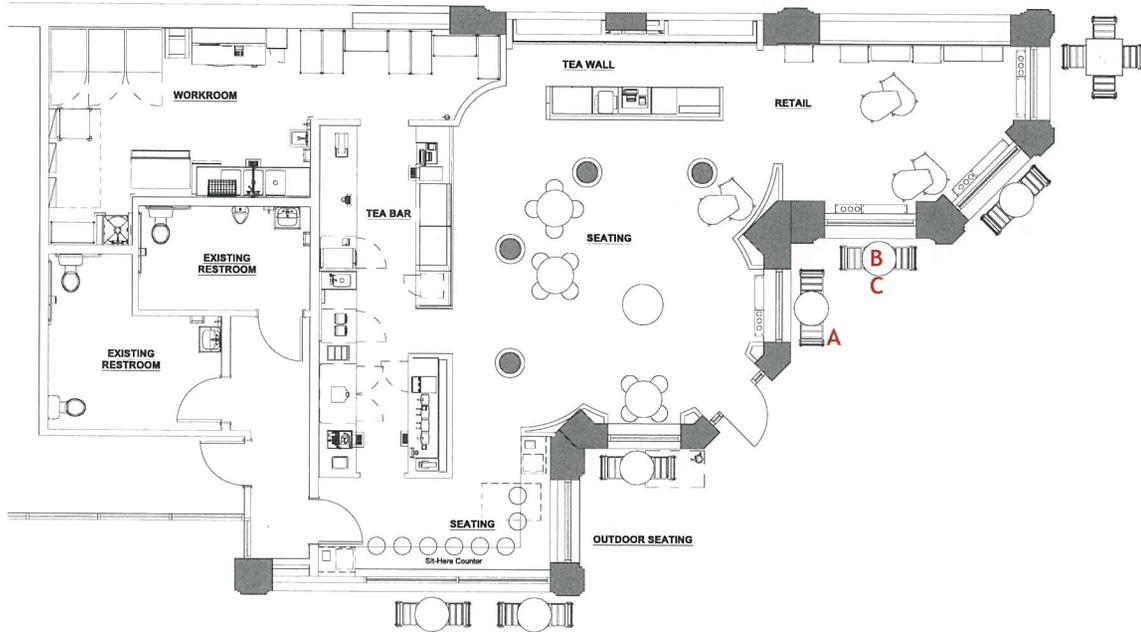
SECTION / DETAILS

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**A**  
Patio Seat: 13657 black basket weave, all weather



**B**  
Patio Seat: Black basket weave all weather F0045



**B**  
Patio Table Top: ADL /Concrete Table Top



**C**  
Patio Table Base: 12190 Flat Black Powder MT0028



**D**  
Patio Umbrella: Color Rust



TEAVANA AT  
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EXTERIOR PATIO FURNITURE

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SOUTH ELEVATION



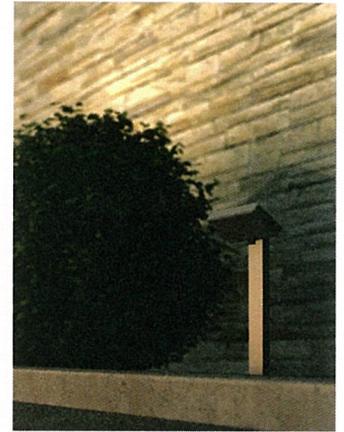
NORTH ELEVATION



1 ECOSENSE LIGHTING  
ECOSPACE LINEAR HP EXT



2 WALL FIXTURE  
Echo Outdoor Wall Sconce  
by Stone Lighting



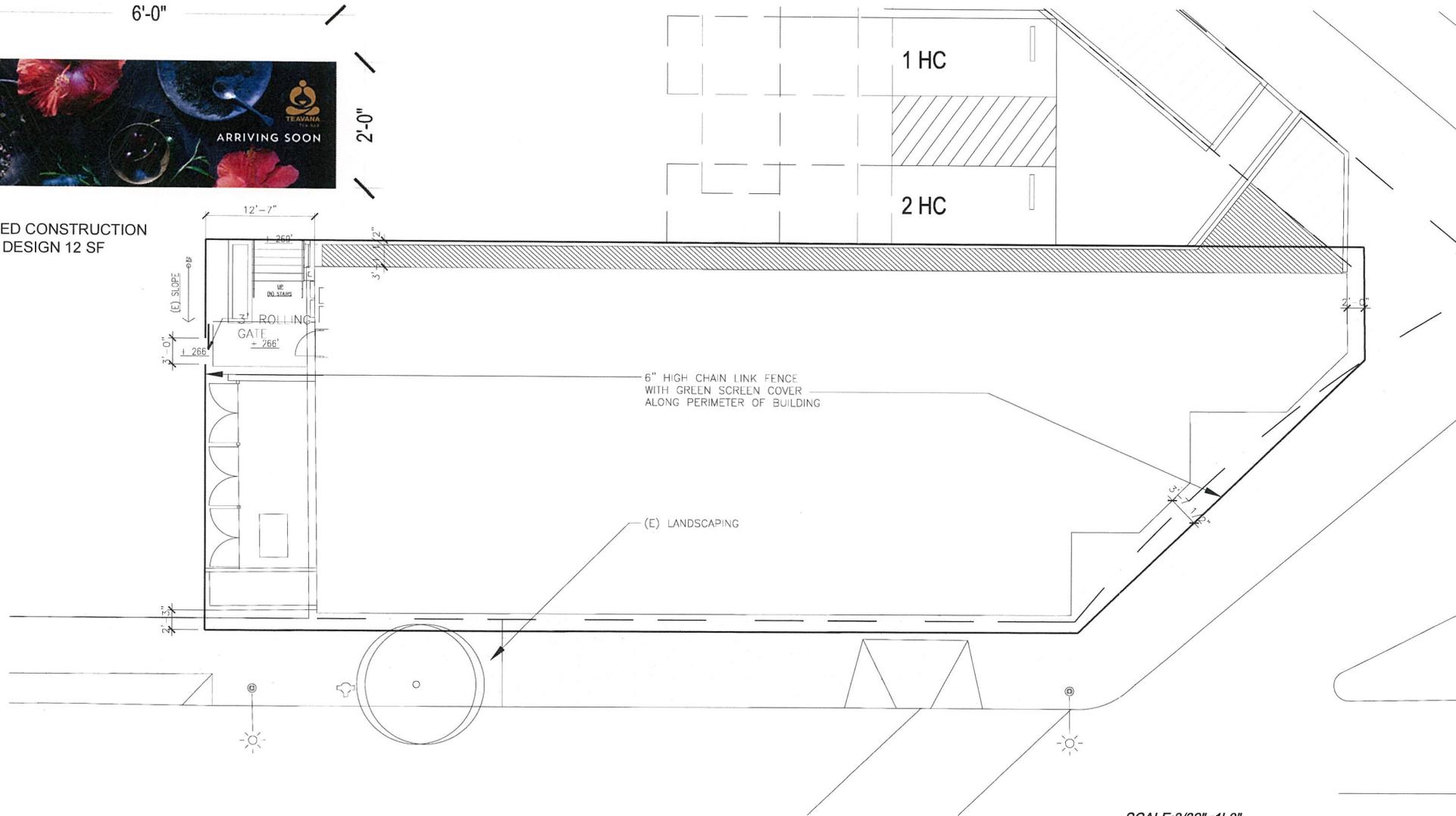
4 COOPER LIGHTING  
303-A1



3 PARKING LIGHTS  
KAD by Lithonia Lighting



PROPOSED CONSTRUCTION BANNER DESIGN 12 SF



**TEAVANA AT  
BEVERLY TRIANGLE**

STARBUCKS COFFEE COMPANY

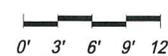
BEVERLY HILLS, CA

CONSTRUCTION FENCE PLAN

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SCALE: 3/32" = 1'-0"



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EXTERIOR VIEW-1

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2012-087

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TEAVANA AT  
BEVERLY TRIANGLE

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EXTERIOR VIEW-2

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25

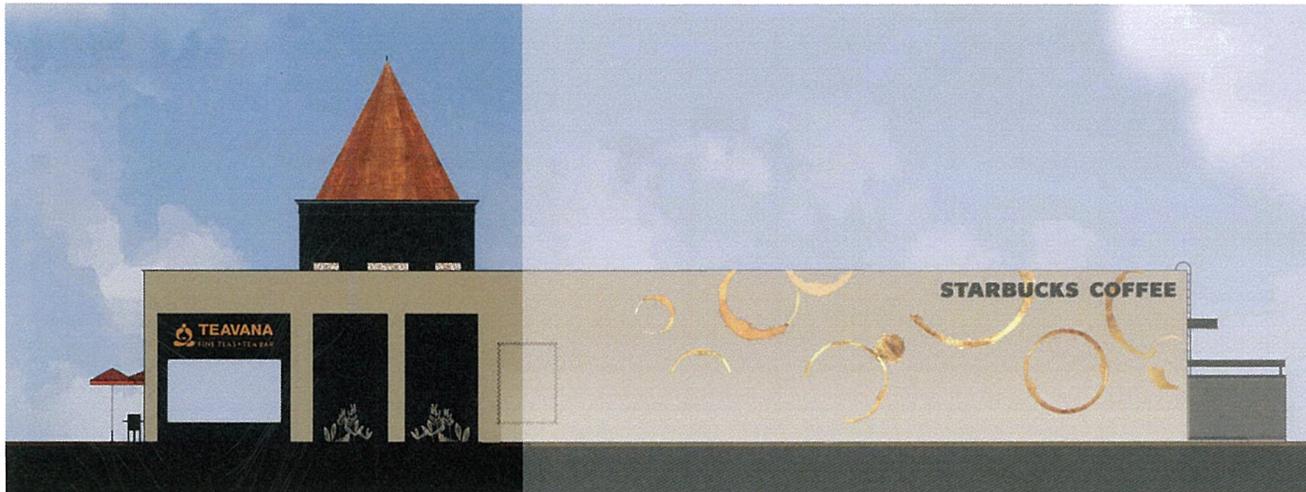
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SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



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EXTERIOR ELEVATIONS

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**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 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 9844 WILSHIRE 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 9844 Wilshire 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 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 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: November 20, 2013

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission