



## Architectural Commission Report

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**Meeting Date:** Wednesday, May 21, 2014

**Subject:** **DIPTYQUE (PL1406977)**  
**312 North Beverly Drive**

Request for approval of a façade remodel, a business identification sign, and a construction barricade. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

**Project agent:** John Ranous – Nationwide Permit Consultants

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade remodel, business identification signage, and a construction barricade for the new Diptyque retail store located at 312 North Beverly Drive. The façade remodel includes the following components:

- Black stone façade with honed finish, and;
- Storefront system with clear glazing and black metal framing and hardware.

The applicant is also requesting business identification signage. The total business identification sign area for the tenant space is proposed at 19.3 SF and is configured as follows:

- One (1) 14.24 SF façade-mounted business identification sign, and;
- One (1) 2 SF window-mounted business identification sign.

The façade-mounted business identification sign consists of halo-illuminated, pin-mounted, white powder-coated aluminum lettering. The window-mounted business identification sign consists of black vinyl lettering.

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 33'-0", the maximum sign area for this tenant is 66 SF. In addition, a ground floor business may have an additional 5 SF sign for each fifty feet of street frontage.

The applicant is also requesting a construction barricade (no graphic) with one (1) 12 SF business identification sign on that portion of the barricade parallel to the street and one (1) 2 SF business identification sign on each construction barricade return.

#### Attachment(s):

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

#### Report Author and Contact Information:

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Pursuant to BHMC §10-4-612, construction barricades may include one (1) 12 SF sign that includes the name of the business, a company logo, and the opening date of the business on that portion of the construction barricade parallel to the street as well as one (1) 2 SF sign on each barricade returns.

Each barricade return also includes 6 SF of sign area allocated to adjacent tenants. The sign area for adjacent tenants complies with the Community Development Department's policy of requiring such signage to ensure that adjacent tenants maintain visibility during construction.

### **URBAN DESIGN ANALYSIS**

The façade design is understated and tasteful with appropriately sized business identification signage that will positively enhance the streetscape of North Beverly Drive. Furthermore, the proposed design provides vertical modulation between the two adjacent storefronts that further promote the village feel of the City's business triangle.

### **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.



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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:
- Building Identification Sign(s)  
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):  
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  #Chairs

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

Please see attached sheets.

**D Identify the Project Zoning (City Zoning Map: <http://gis.beverlyhills.org/>)**

- R-4       R-4X       R-4       R-4-P       R-4X2
- R-3       RMCP       C-3       C-3A       C-3B
- C-5       C-3T-1       C-3T-2       C-3T-5       C-5
- Other: \_\_\_\_\_

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

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

**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	2'-11" tall, 6'-4" long	18 sq ft	30 sq ft
2	Construction Barricade Sig	3	Varies, see sheet PR-8 for elevs. with dimensions	12 sq ft & 6 sq ft	18 sq ft
3	Business ID Sign(s)	1	1'-4 1/2" tall, 1'-6 3/8" long	2 sq ft	5 sq ft
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:* Stone, \_\_\_\_\_  
*Texture /Finish:* Stone - Honed \_\_\_\_\_  
*Color / Transparency:* Stone - Dark Grey \_\_\_\_\_

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

*Material:* Starfire Glass + Metal Frame & trim \_\_\_\_\_  
*Texture /Finish:* Glass - smooth / Metal - Powder Coat \_\_\_\_\_  
*Color / Transparency:* Glass - clear / Metal - black \_\_\_\_\_

**ROOF**

*Material:* Existing to remain / beyond scope \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**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:* N/A \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**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:* Laser Cut metal  
*Texture /Finish:* Powder Coat  
*Color / Transparency:* White

**BUILDING ID SIGN(S)**

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

**EXTERIOR LIGHTING**

*Material:* LED  
*Texture /Finish:* Hidden behind Sign lettering  
*Color / Transparency:* White light

**PAVED SURFACES**

*Material:* Concrete at recessed entry  
*Texture /Finish:* Fine Broom finish  
*Color / Transparency:* Grey

**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:**

N/A

**SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)**

**A** Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:

- 1. Describe** how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

Please see attached sheets.

- 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.

Please see attached sheets.

- 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.

Please see attached sheets.

- 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.

Please see attached sheets.

- 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.

Please see attached sheets.

**CITY OF BEVERLY HILLS  
ARCHITECTURAL REVIEW BOARD APPLICATION**

**SUPPORTING DOCUMENT**

**PROJECT: DIPTYQUE NORTH BEVERLY**  
**LOCATION: 312 NORTH BEVERLY DRIVE, BEVERLY HILLS, CA 90210**

**Section 2C**

1. Renovate existing one-story North Beverly Dr. facade:
  - a. Provide a new branded storefront façade that utilizes the updated Diptyque material palette in keeping with the brand vision to modernize and refresh the brand image.
  - b. Replace existing white mosaic tile & gray stucco façade with dark gray, honed finish, stone panels.
  - c. New storefront system; black powder coated frame with low-e glazing.
  - d. New low-e glass doors with black powder coated stiles, rails, door pulls, and hardware.
  - e. One new white powder coated reverse channel lit logo sign pin mounted to dark gray, honed finish, stone panel facade.
  - f. New exterior concrete floor in front of recessed entrance.

**Section 4**

*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.*

Response: The proposed ground floor retail façade has a sophisticated, minimal design. The dark gray and black toned façade will distinguish itself from its surroundings while maintaining an air of civility and respect for the streetscape on N. Beverly Drive. Diptyque's branding of minimalist simplicity and high-end materials align well with the taste and values of the city of Beverly Hills. The simple massing of the façade is balanced in arrangement and materials with the adjacent properties, and lends to broad vistas along N. Beverly Dr.

*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.*

Response: External noise/ sound infiltration is limited due to the adjacent buildings, which provide a noise and vibration buffer to either side and rear of the property. Internal noise is minimized in the same way, and though the amount of storefront glazing may allow some

noise penetration, this high-end retail boutique does not generate noticeable noise or vibration to the public right of way.

*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.*

Response: The façade consists of a dark gray stone finish. Show windows and entrance glazing in clear low-e glass provide views from the street into the store. The Diptyque logo is finished in white powder coated metal and the window frames, door frame and door hardware and finished in a black powder coat. The high-end custom materials and sleek minimal design exude a feel of luxury and beauty synonymous with the Beverly Hills mystique.

*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.*

Response: The proposed façade changes do not change the use of the building for purposes of the general plan. The project is located within the C-3 commercial district, surrounded by other retail stores, and in a pedestrian oriented area. These designations promote pedestrian oriented use, in keeping with the existing retail use of this property. The glazing of the refreshed façade will continue to provide an unobstructed portal through the space, revealing pedestrian activity on N. Beverly Dr. from inside the store. The façade renovation complements the city's land use elements, specifically LU2 – Community Character and Quality and LU11 – Well designed and Attractive Districts. The continued presence of this retail location in the district contributes to LU10 – Economically Viable Districts and LU15 – Economic Sustainability. No CUP's, Variances, Zone Amendments, or Special Use Permits are required for this project.

*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.*

Response: The retail store is a permitted use under the municipal code for the commercial zone C-3. The project meets all applicable requirements in the municipal code.



**Architectural Commission Report**

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**Attachment B**  
Project Design Plans





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 ARCHITECT  
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**diptyque**  
 paris  
 312 NORTH BEVERLY DRIVE  
 BEVERLY HILLS, CA 90210

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PROJECT NO: 214177  
 DATE: MAY 21, 2014  
 DRAWN BY: CBM

CHECKED BY: ML  
 AREA: BIZ S.F. GROSS

#	REVISION	DATE

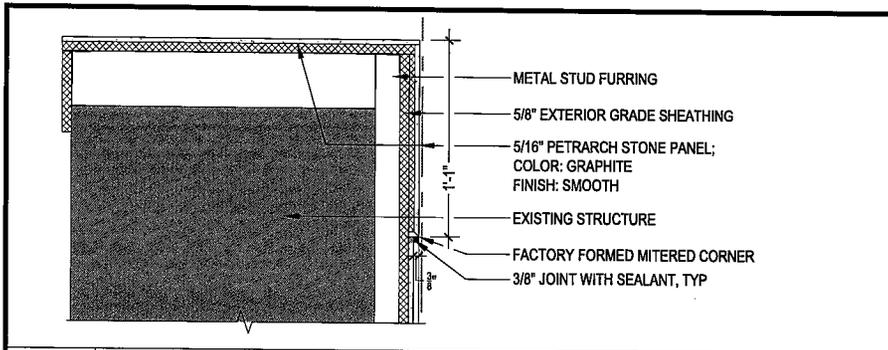
PROPOSED COLOR  
 ELEVATION

**PR-7**

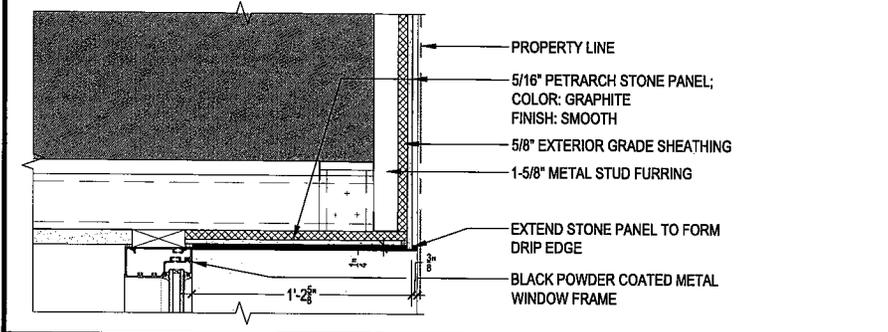
**1** PROPOSED ELEVATION  
 SCALE: 1/4" = 1'-0"



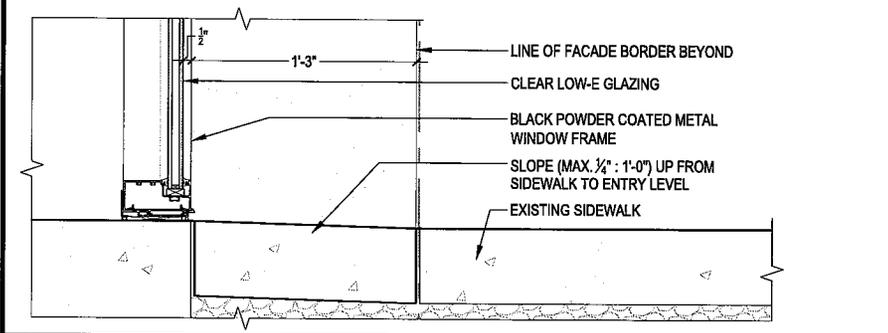




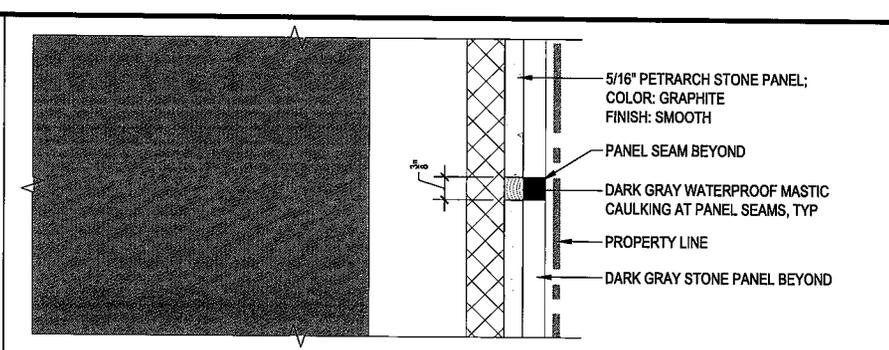
**C** SECTION DETAIL  
SCALE: 1 1/2" = 1'-0"



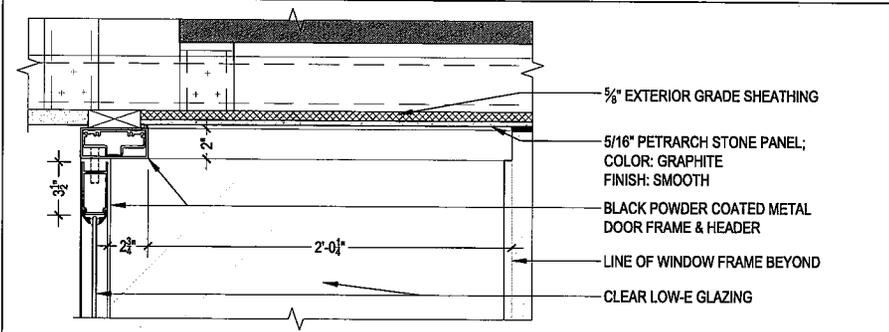
**B** SECTION DETAIL  
SCALE: 1 1/2" = 1'-0"



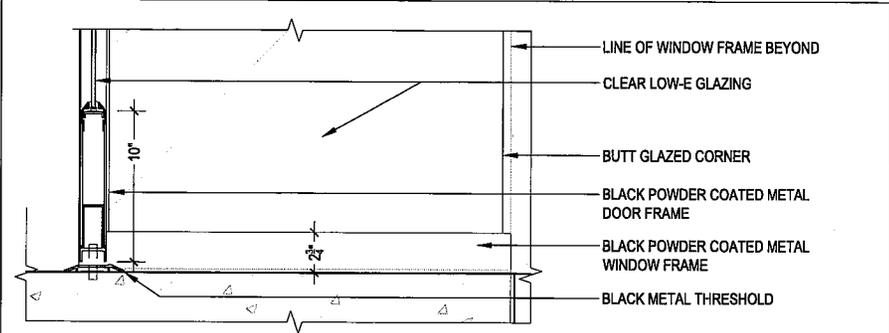
**A** SECTION DETAIL  
SCALE: 1 1/2" = 1'-0"



**F** PANEL SEAM SECTION DETAIL  
SCALE: 6" = 1'-0"



**E** SECTION DETAIL  
SCALE: 1 1/2" = 1'-0"



**D** SECTION DETAIL  
SCALE: 1 1/2" = 1'-0"

PROJECT:  
**DAU**  
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**diptyque**  
paris  
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BEVERLY HILLS, CA 90210

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PROJECT NO: 214177  
DATE: MAY 21, 2014  
DRAWN BY: CBM  
CHECKED BY: ML  
AREA: 842 SF, GROSS

#	REVISION	DATE

PROPOSED  
STOREFRONT  
ENLARGED SECTION  
DETAILS

**PR-11**









**Architectural Commission Report**

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**Attachment C**

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-14

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE REMODEL, A BUSINESS IDENTIFICATION SIGN, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 312 NORTH BEVERLY DRIVE (PL1406977 – DIPTYQUE).

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

Section 1. John Ranous, Nationwide Permit Consultants, agent, on behalf of the property owner, Beverly-Dayton, LLC, and the tenant, Diptyque (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a business identification sign, and a construction barricade for the property located at 312 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 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on May 21, 2014 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, complaint 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 project-specific conditions are proposed.

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: May 21, 2014

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William Crouch, Commission Secretary  
Community Development Department

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James Blakeley III, Chair  
Architectural Commission