



Architectural Commission Report

Meeting Date: Wednesday, November 19, 2014

Subject: **335 & 345 NORTH MAPLE DRIVE (PL1430504)**
Request for approval of a sign accommodation to allow ground signs on a non-primary boulevard, a sign accommodation to allow a building identification sign below a height of twenty-five feet, and directory signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Patricia Costopoulos – Tishman Speyer

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 to allow ground signs on a non-primary boulevard, a sign accommodation to allow a building identification sign below a height of twenty-five feet, and directory signs for the property located at 335 and 345 North Maple Drive. The project includes the following components:

Sign Accommodation – Ground Signs

- *335 North Maple Drive* – One (1) planter-illuminated 22.4 SF ground sign composed of a brushed stainless steel letters in an existing planter (sign copy: 335 MAPLE)
- *345 North Maple Drive* – One (1) planter-illuminated 22.4 SF ground sign composed of a brushed stainless steel letters in an existing planter (sign copy: 345 MAPLE)

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-610, the Architectural Commission may approve a sign accommodation to allow a ground sign to be located on streets other than those specifically identified in §10-4-610(C). The maximum sign area for a ground sign is 55 SF with a maximum height of 20'-0".

Sign Accommodation – Building Identification Sign

- One (1) wall-mounted, halo-illuminated 7.9 SF building identification sign composed of brushed stainless steel letters (sign copy: MAPLE PLAZA)

Pursuant to BHMC §10-4-605, the Architectural Commission may approve a sign accommodation to allow an alternative location for a building identification sign (i.e., lower than 25'-0" in height), provided that the signs do not exceed two percent (2%) of the vertical surface area of that elevation. Based on the vertical surface area of the elevation adjacent to Alden Drive, the maximum building identification sign area is approximately 240 SF.

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, AICP, Associate Planner

(310) 285-1191

cgordon@beverlyhills.org



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Directory Signs

- *335 North Maple Drive* – One (1) wall-mounted, non-illuminated 3 SF directory sign composed of brushed stainless steel letters (sign copy: three tenants maximum)
- *345 North Maple Drive* – One (1) wall-mounted, non-illuminated 3 SF directory sign composed of brushed stainless steel letters (sign copy: three tenants maximum)

Pursuant to BHMC §10-4-604, a directory sign shall not exceed 6 SF in area, may be located at each ground floor building entrance, and shall be shared by all such businesses desiring signage.

URBAN DESIGN ANALYSIS

The proposed signage is generally tasteful in its aesthetic and is appropriate to the building as well as the surrounding signage precedents in the area. However, it is recommended that the ground signs be reduced to a height of 1'-6" (currently proposed at 1'-8") and the building sign be reduced to a height of 9" (currently proposed at 10") so as to serve as a more positive enhancement to the streetscape.

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 outreach and 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):
 To seek approval of Building and Business Identity signs _____ 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:

Application for the proposed scope of work:
 2 - Freestanding Building Identity Signs (335 Maple and 345 Maple) in existing planter areas along Maple Dr.
 1 - Building Identity Wall Sign (Maple Plaza) on Alden Dr.
 2 - Business Identity Wall Signs on existing low walls along Maple Dr.

All materials to be horizontal brushed stainless steel letters and numbers either at wall mounted or freestanding locations.

Building Identity signs (335 Maple and 345 Maple) to be dimmable ground-row lighted for night-time illumination. Business Identity signs are non-illuminated. Building Identity Sign (Maple Plaza) to be reverse channel letter w/ LED halo illumination that is dimmable.

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
- 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: Maxwell Starkman and Associates

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	Building ID Signs freestand	2 location	1'-8" H. x 13'-6" W.	22.4 sq. ft.	General: Notwithstanding the provisions of the definition of "area of sign", section 10-4-104 of this chapter, pole or ground signs shall not exceed fifty five (55) square feet in area. Such signs shall be restricted to the street that the
2	Business ID Wall Sign	2 locations (three lines of copy only)	1'-0" H x 3'-0" W.	3 sq. ft.	C. Businesses Located On A Floor Other Than The Ground Floor: A business located above or below the ground floor of any building and not having its main entrance or address of
3	Building ID Wall Sign	1 location	10" H. x 9'-6" W.	7.9 sq.ft.	B. Number And Area Of Signs: The total building identification sign area on any one side of a building shall not exceed two percent (2%) of the vertical surface area of
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: N/A
 Texture /Finish: _____
 Color / Transparency: _____

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

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

ROOF

Material: N/A
 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: Stainless Steel
Texture /Finish: Horizontal Brushed
Color / Transparency: Clear finish over natural stainless metal material

BUILDING ID SIGN(S)

Material: Stainless Steel
Texture /Finish: Horizontal Brushed
Color / Transparency: Clear finish over natural stainless metal material

EXTERIOR LIGHTING

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

PAVED SURFACES

Material: N/A
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:

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.**

The new proposed sign elements are low visual impact signage, subtle in size and application. Materials used are neutral in nature and reflect the exiting building materials. Sign program is developpe to comply with the spirit of Beverly Hills master plan and design philosophy.

- 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.**

N/A

- 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.**

All materials are of high quality stainless steel. The stainless steel materials reflect the existing sign program of the project building as well as adjacent buildings along Maple Dr.

- 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.**

Sign program is well within the spirit of Beverly Hills master plan and design philosophy. The proposed signage elements are also sensitive to the surrounding residential neighborhood by keeping all proposed signage small in scale and simple in materials. All lighting will be dimmable so not to exceed acceptable light levels for the adjacent neighborhood.

- 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 proposed sign program complies with the City of Beverly Hills sign standards in application, size and materials. The sign program is also similar in materiality and appearance to existing projects directly South of the 345 Maple address - the 331 Maple and Post Office buildings.



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Attachment B
Project Design Plans



MAPLE PLAZA
335/345 N. Maple Drive
Beverly Hills, CA

BUILDING IMAGES



Gensler

MAPLE PLAZA
345 N. Maple Drive
Beverly Hills, CA 90210

Gensler © 2014
All drawings and written material
appearing herein constitute original
and unpublished work of the designer and
may not be duplicated, used or disclosed
without written consent of the designer.

PROJECT NUMBER
05.8926.000

PROJECT PHASE
Environmental Graphics
Planning Review
Preliminary Submittal

DRAWING ISSUE DATE
October 10, 2014

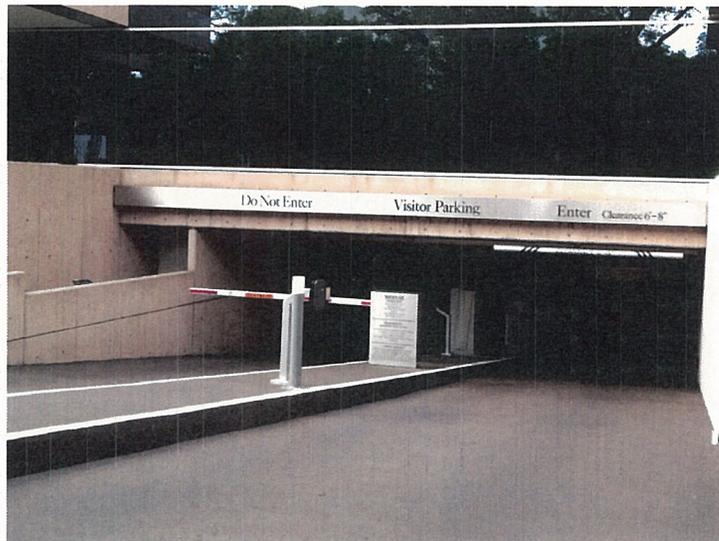
**NOT FOR
CONSTRUCTION**

REVISIONS	BY

**Project
Images**

PAGE
5

BUILDING IMAGES



Gensler

MAPLE PLAZA
345 N. Maple Drive
Beverly Hills, CA 90210

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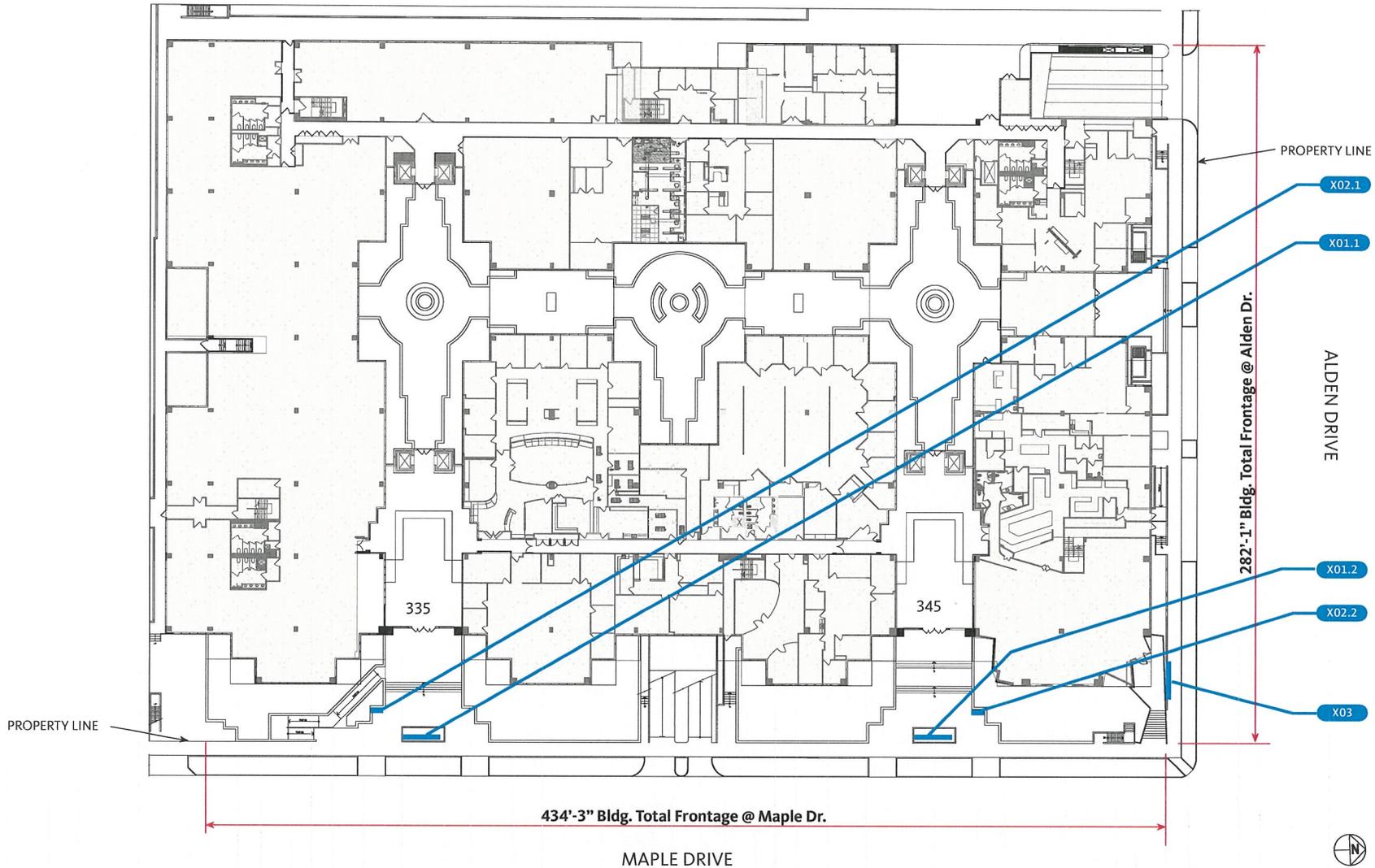
DRAWING ISSUE DATE
October 10, 2014

**NOT FOR
CONSTRUCTION**

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**Project
Images**

SIGN LOCATION PLAN



MAPLE PLAZA
345 N. Maple Drive
Beverly Hills, CA 90210

Gensler © 2014
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of the designer.

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NOT FOR
CONSTRUCTION

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Sign Location Plan

SIGN AREA CALCULATIONS

SIGN TYPE	DESCRIPTION	SIGN TYPE	HEIGHT	WIDTH	AREA SIGN	ALLOWABLE AREA
X01.1	BUILDING IDENTITY	FREESTANDING LETTERS	1'-8"	13'-6"	22.4 SQ. FT.	55 SQ. FT.
X01.2	BUILDING IDENTITY	FREESTANDING LETTERS	1'-8"	13'-6"	22.4 SQ. FT.	55 SQ. FT.
X02.1	BUSINESS IDENTITY	WALL SIGN	1'-0"	3'-0"	3 SQ. FT	5 SQ. FT.
X02.2	BUSINESS IDENTITY	WALL SIGN	1'-0"	3'-0"	3 SQ. FT	5 SQ. FT.
X03	BUILDING IDENTITY	WALL SIGN	10"	9'-6"	7.9 SQ. FT.	240. SQ. FT.

TOTAL SIGN AREA: 58.7 SQ FT

BUILDING FRONTAGE @ MAPLE DR.: 434'-3"

SIGN AREA @ MAPLE DR.: 50.8 SQ. FT.

BUILDING FRONTAGE @ ALDEN DR.: 282'-1"

SIGN AREA @ ALDEN DR.: 7.9 SQ. FT.

BUILDING HEIGHT (TYP. THRU-OUT): 42'-6"

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GRAPHIC TYPE

Sign Area Calculations

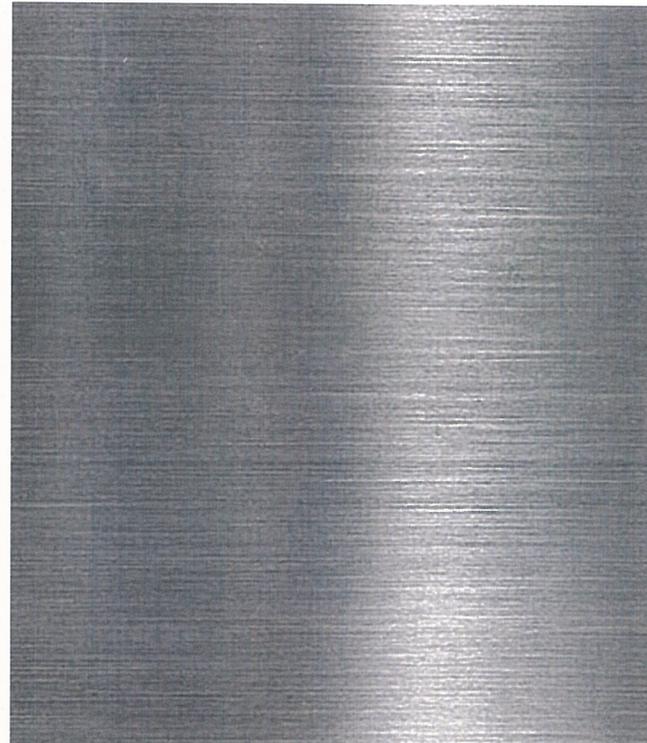
PROJECT COLOR/FINISHES



Standard building finish - Fjaeگرانitt w/flamed polished finish



Standard Concrete finish



Standard building metal finish - #4 Horizontal brushed stainless steel

PROJECT FONT: GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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 CONSTRUCTION**

REVISIONS	BY

GRAPHIC TYPE

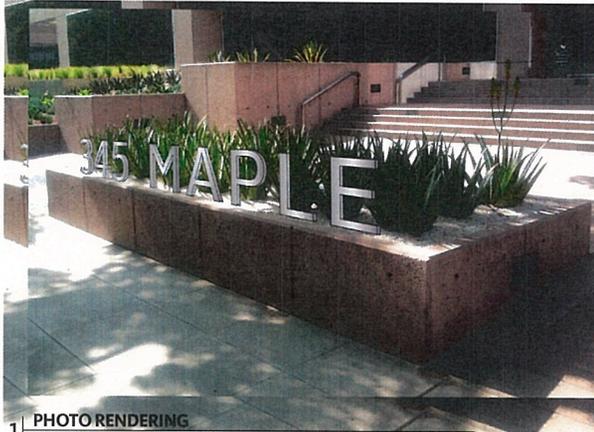
**Building
 Finishes and
 Color**

Font

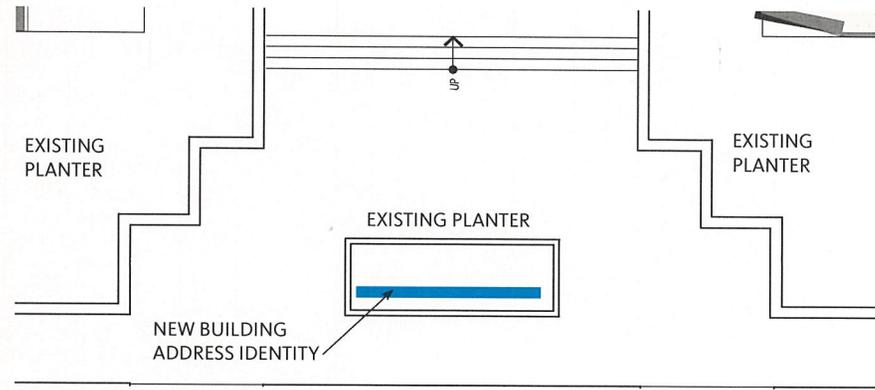
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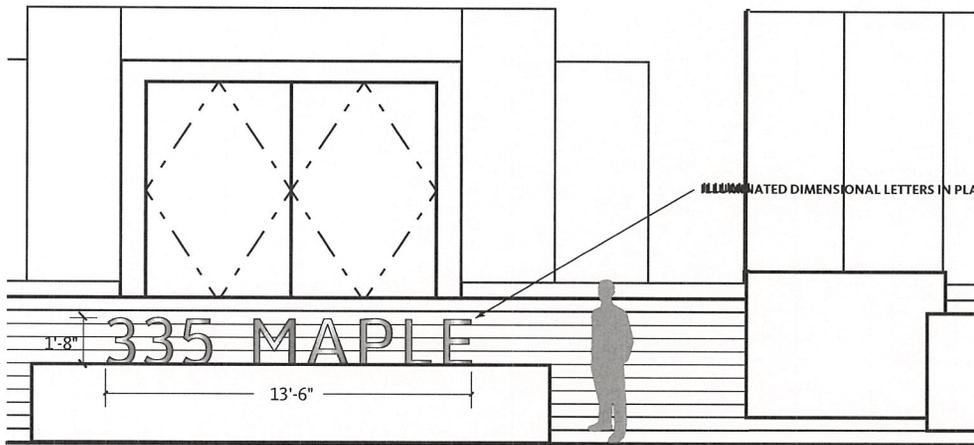
BUILDING IDENTIFICATION - ADDRESS SIGNAGE X01.1



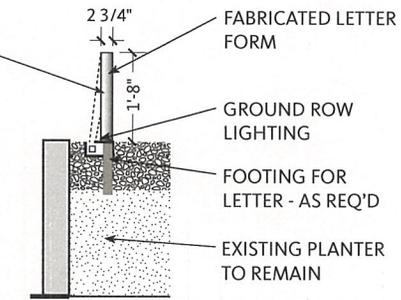
1 PHOTO RENDERING
NTS
1 PHOTO RENDERING
NTS



4 LOCATION PLAN
NTS



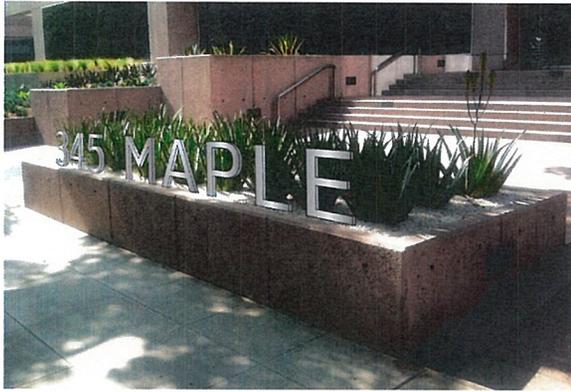
2 CONTEXT ELEVATION
SCALE: 1/4" = 1'-0"



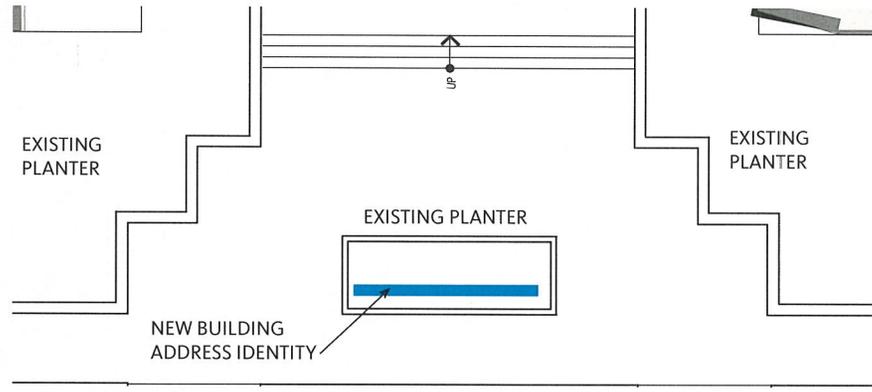
3 SIDE ELEVATION
SCALE: 1/2" = 1'-0"

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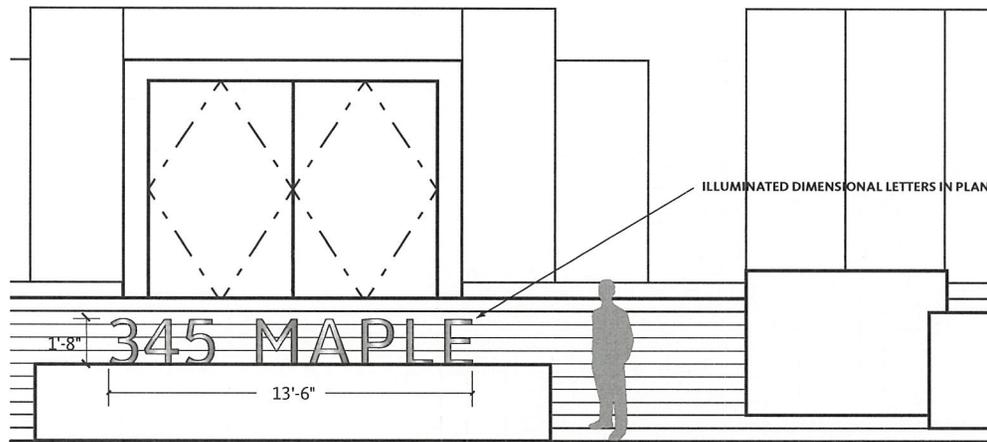
BUILDING IDENTIFICATION - ADDRESS SIGNAGE X01.2



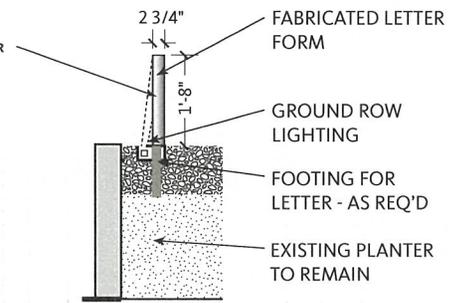
1 PHOTO RENDERING
NTS



4 LOCATION PLAN
NTS



2 CONTEXT ELEVATION
SCALE: 1/4" = 1'-0"



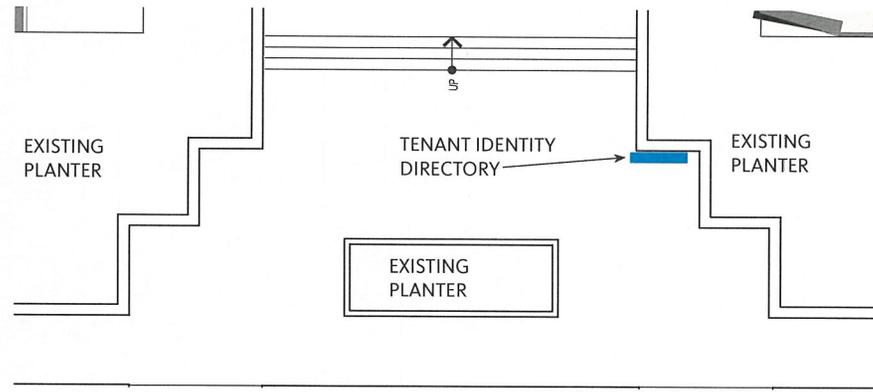
3 SIDE ELEVATION
SCALE: 1/2" = 1'-0"

REVISIONS	BY

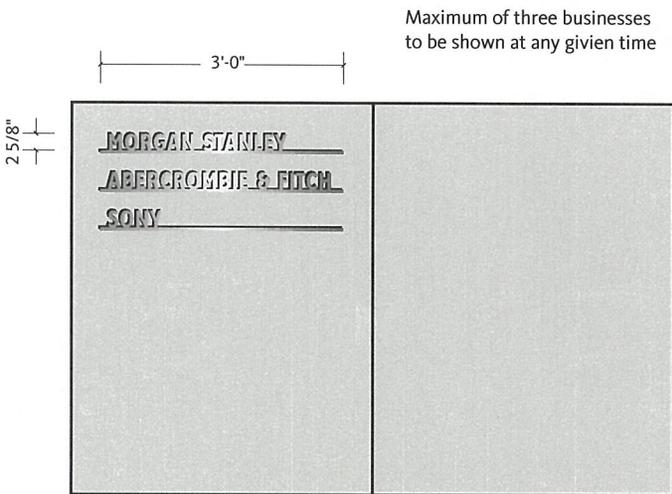
BUILDING IDENTIFICATION - TENANT SIGNAGE X02.1 X02.2



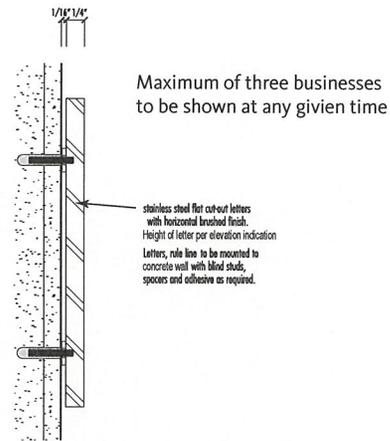
1 PHOTO RENDERING
NTS



4 LOCATION PLAN
NTS



2 CONTEXT ELEVATION
SCALE: 1/2" = 1'-0"

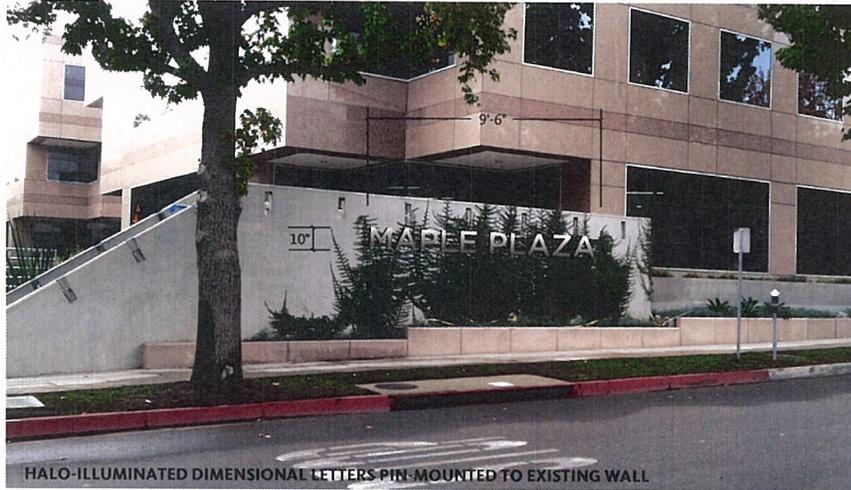


3 FLAT CUT LETTER DETAIL
NTS

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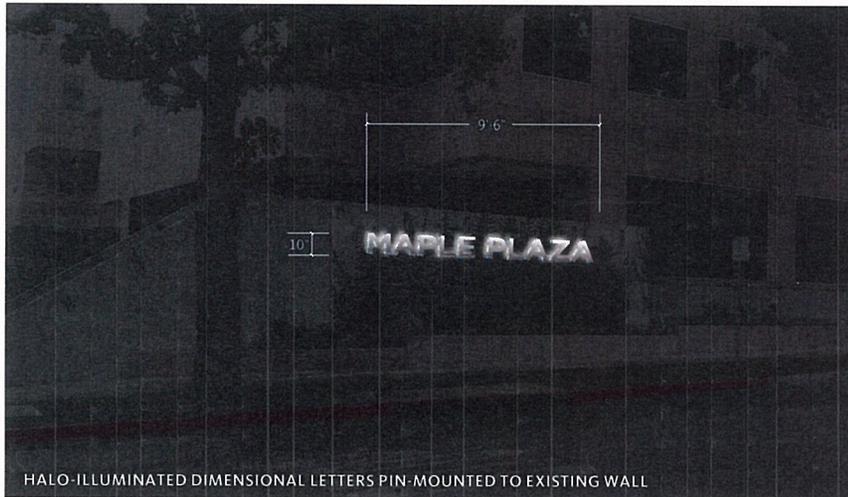
BUILDING IDENTITY AT ALDEN DR.

X03



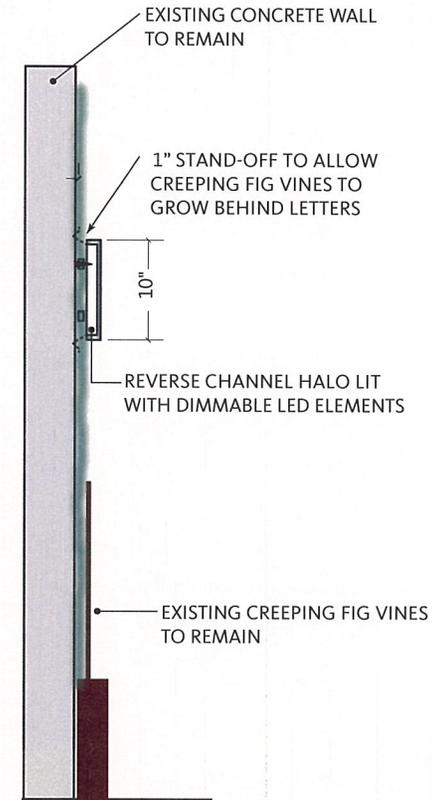
HALO-ILLUMINATED DIMENSIONAL LETTERS PIN-MOUNTED TO EXISTING WALL

1 | **CONTEXT ELEVATION - DAYTIME VIEW**
SCALE: NTS



HALO-ILLUMINATED DIMENSIONAL LETTERS PIN-MOUNTED TO EXISTING WALL

1 | **CONTEXT ELEVATION - NIGHT VIEW**
SCALE: NTS



2 | **SIDE ELEVATION**
SCALE: 1" = 1'

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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 SIGN ACCOMMODATION TO ALLOW GROUND SIGNS ON A NON-PRIMARY BOULEVARD, A SIGN ACCOMMODATION TO ALLOW A BUILDING IDENTIFICATION SIGN BELOW A HEIGHT OF TWENTY-FIVE FEET, AND DIRECTORY SIGNS FOR THE PROPERTY LOCATED AT 335 & 345 NORTH MAPLE DRIVE (PL1430504).

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

Section 1. Patricia Costopoulos, Tishman Speyer, agent, on behalf of the property owner, Maple Plaza LP, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation to allow ground signs on a non-primary boulevard, a sign accommodation to allow a building identification sign below a height of twenty-five feet, and directory signs for the property located at 335 & 345 North Maple 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 November 19, 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, 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 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: November 19, 2014

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission