



Architectural Commission Report

Meeting Date: Wednesday, December 17, 2014

Subject: **SALVATORE FERRAGAMO (PL1431944)**
9536 Wilshire Boulevard

Request for approval of a sign accommodation for multiple business identification signs and a sign accommodation for alley-oriented business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Ashok Vanmali – Gruen Associates

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 and a sign accommodation for alley-oriented business identification signage for Salvatore Ferragamo located at 9536 Wilshire Boulevard. The proposed signage is configured as follows:

Sign Accommodation for Multiple Business Identification Signs

Wilshire Boulevard elevation

- One (1) 22.5 SF façade-mounted, halo-illuminated sign (stainless steel letters), and;
- Two (2) 8 SF façade-mounted, halo-illuminated signs (stainless steel letters).

South Camden Drive

- One (1) 22.5 SF façade-mounted, non-illuminated sign (white acrylic letters).

TOTAL SIGN AREA: 61 SF

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". Based on a street frontage of +50'-0", the maximum sign area for this tenant is 100 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

Sign Accommodation for Alley-Oriented Business Identification Signage

- One (1) 22.5 SF façade-mounted, non-illuminated sign (white acrylic letters).

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the Architectural Commission may approve a sign accommodation to allow a sign to be located on a wall abutting an alley or private property if the

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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sign is affixed to that portion of an exterior wall which abuts the business and the sign area does not exceed 75% of the area otherwise permissible if the wall abutted a public street. Based on rear façade width of approximately 45'-0", the maximum sign area for an alley-oriented business identification sign is 67.5 SF, as the maximum sign area would otherwise be 90 SF if the façade abutted a public street. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The proposed signage is consistent with the existing conditions and will help to maintain a clean and simple aesthetic for the façade, building, and Wilshire Boulevard.

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 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.

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 (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Ten (10) sets of plans required (see Section 6 for plan size requirements).
 - 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):
 - Multiple business ID 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:

Replacement of all exterior signage in kind

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

- | | | | | |
|------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4X | <input type="checkbox"/> R-4 | <input type="checkbox"/> R-4-P | <input type="checkbox"/> R-4X2 |
| <input type="checkbox"/> R-3 | <input type="checkbox"/> RMCP | <input checked="" type="checkbox"/> C-3 | <input type="checkbox"/> C-3A | <input type="checkbox"/> C-3B |
| <input type="checkbox"/> C-5 | <input type="checkbox"/> C-3T-1 | <input type="checkbox"/> C-3T-2 | <input type="checkbox"/> C-3T-5 | <input type="checkbox"/> C-5 |

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 Are any protected trees located on the property? (See the City’s tree removal guidelines at: <http://www.beverlyhills.org/services/building/plans/tree.asp>.)

Yes No

If YES, provide the following information:

Tree Type: Heritage Tree(s) Native Tree(s) Urban Grove

Species:

Quantity/Sizes:

Reason for Removal:

G 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> (i.e. business ID, building ID, parking, etc.)	<u>Dimensions</u> (length x width)	<u>Square Feet</u>	<u>Maximum Area Permitted by Code</u>	<u>Maximum Area Permitted w/ Sign Accommodation</u> (if applicable)
1	Business ID Sign (non-illuminated) - Type 'A'	24.88" x 10'-10 1/2" (x2)	22.46sf	100sf Max	
2	Business ID Sign (illuminated) - Type "A1"	24.88" x 10'-10 1/2" (x1)	22.46sf	100sf Max	
3	Business ID Sign (internally lit) - Type 'B'	6'-6" x 14.87" (x2)	16sf	100 sf Max	
4			Total: 99.38sf	100 sf Max	
5					

C 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: N/A
 Color / Transparency: N/A

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

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

ROOF

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

CHIMNEY(S)

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

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

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: Acrylic, painted stainless steel
Texture /Finish: Smooth
Color / Transparency: White

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

D 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 design for the Salvatore Ferragamo Signage uses classic and luxurious materials in order to create a sleek and sophisticated storefront. This ties in perfectly with existing stores in Beverly Hills

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.

The materials used to lend the proposed building its new appearance will be of the highest quality. The new white acrylic and painted smooth painted stainless steel reflect the same aesthetic of other retail stores currently located on Rodeo Drive.

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.

N/A

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.

N/A



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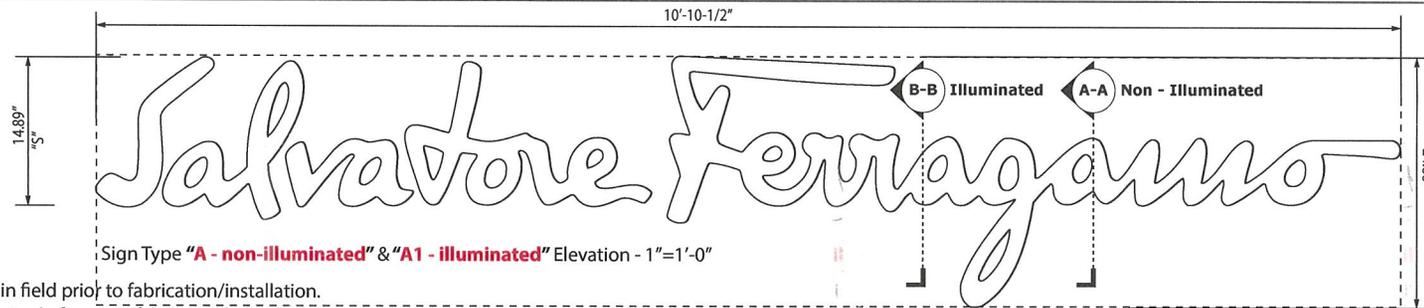
455 North Rexford Drive, Room 280-A

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Attachment B
Project Design Plans

Signs of Success

247 Merrick Road, Suite 101
 Lynbrook, NY 11563
 T: 516 823-9000
 F: 516 823-1023
 www.signs-of-success.com



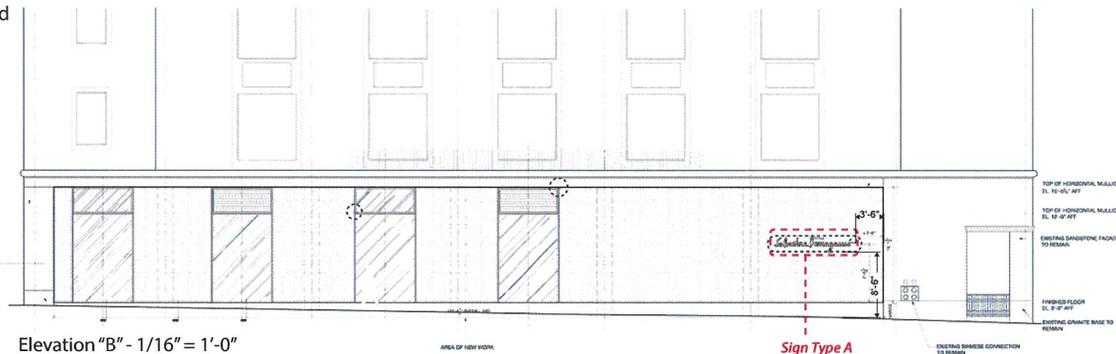
General Notes

Sign Type "A - non-illuminated" & "A1 - illuminated" Elevation - 1"=1'-0"

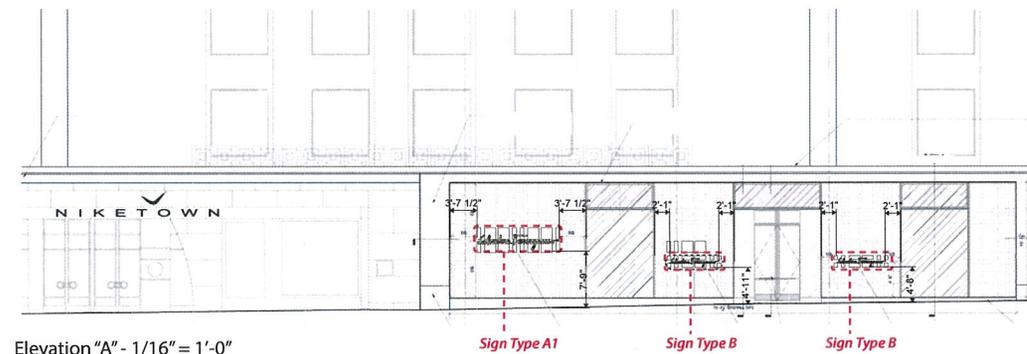
- Verify all dimensions in field prior to fabrication/installation.
- Signage will be comprised of custom fabricated halo-illuminated and non-illuminated specialty white acrylic letters.
- All mounting holes will be drilled and pre-filled with silicone, filling all penetrations watertight, prior to installation of new signage.
- Signage will be positioned, as depicted on the elevation sheet.
- Sizes to be verified in the field prior to fabrication.
- Quantity: [3] sets - (2) Non-illuminated & (1) illuminated

Sign Area: 22.5 sf

Sign Schedule (Business ID)		
Camden Ave.		
Type	Qty.	Square Footage
'A'	1	24.88" x 10'-10 1/2" = 22.46sf
Total	1	22.46sf (30sf max)
Wilshire Blvd.		
Type	Qty.	Square Footage
'A'	1	24.88" x 10'-10.5" = 22.46sf
'B'	2	6'-6" x 14.87"x2 = 16sf
Total	3	38.51sf (100sf max)
Rear Entrance		
Type	Qty.	Square Footage
'A'	1	24.88" x 10'-10.5" = 22.46sf



Elevation "B" - 1/16" = 1'-0"



Elevation "A" - 1/16" = 1'-0"

REVISIONS

Description	Date

CLIENT ACCEPTANCE

Drawings must be signed, dated and returned to Signs of Success to commence fabrication.

Approved By _____

Date _____

This custom design is the exclusive property of Signs of Success. All rights to its use are restricted.

	URGENT: ATTENTION ELECTRICIANS	CIRCUITS REQUIRED
	Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 516.823.9000	One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY
REQUIRED		
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.		

CLIENT

SALVATORE FERRAGAMO

JOB NUMBER

14.0941

JOB NAME 9536 Wilshire Blvd
 Beverly Hills - CA - 90212

PROJECT MANAGER

Rich Ferrara

DRAWN BY

Philip Light

SCALE

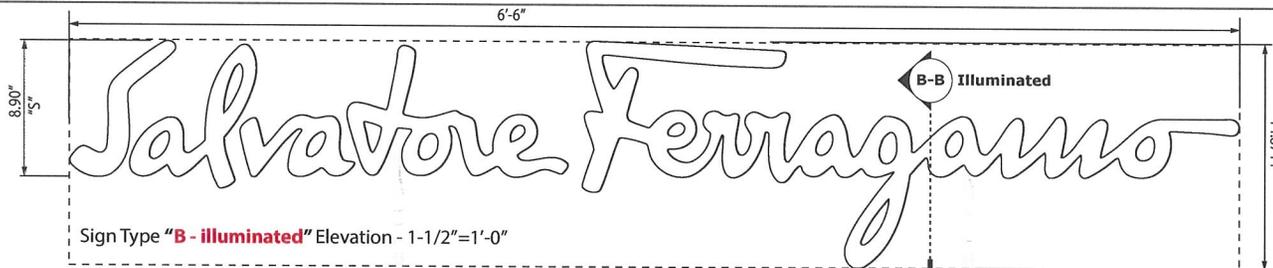
As Noted

DATE

23 October 2014

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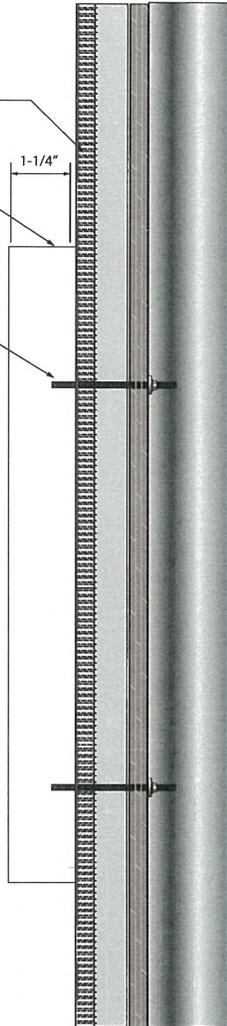
3 of 6



Sign Type "B - illuminated" Elevation - 1-1/2"=1'-0"

Sign Area: 8 sf

Existing Stone facade



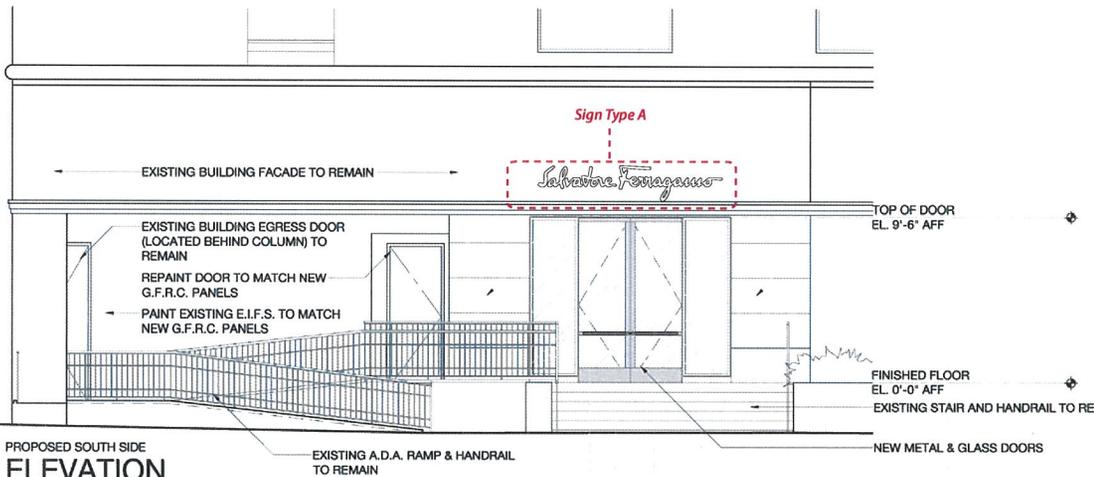
Sign Section - A-A - NTS

General Notes

- Verify all dimensions in field prior to fabrication/installation.
- Signage will be comprised of custom fabricated halo-illuminated rimless Stainless steel letters.
- All mounting holes will be drilled and pre-filled with silicone, filling all penetrations watertight, prior to installation of new signage.
- Signage will be positioned, as depicted on the elevation sheet.
- Sizes to be verified in the field prior to fabrication.
- Quantity: [2] sets

1-1/4" Deep Resno RS-AC-FS1 sign letters with white acrylic face and returns (non-illuminated)

.25" mounting studs threaded into letter backs and through storefront facade. Pre-drill and fill holes in masonry facade with clear silicone prior to installation



PROPOSED SOUTH SIDE ELEVATION

Elevation "C" - NTS

Exterior Corporate ID - SPECIFICATIONS

Signs of Success

247 Merrick Road, Suite 101
Lynbrook, NY 11563
T: 516 823-9000
F: 516 823-1023
www.signs-of-success.com

REVISIONS

Description	Date

CLIENT ACCEPTANCE

Drawings must be signed, dated and returned to Signs of Success to commence fabrication.

Approved By _____

Date _____

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	URGENT: ATTENTION ELECTRICIANS	CIRCUITS REQUIRED
	Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 516.823.9000	One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY
SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.		

CLIENT

SALVATORE FERRAGAMO

JOB NUMBER

14.0941

JOB NAME 9536 Wilshire Blvd
Beverly Hills - CA - 90212

PROJECT MANAGER

Rich Ferrara

DRAWN BY

Philip Light

SCALE

As Noted

DATE

22 October 2014

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Signs of Success

247 Merrick Road, Suite 101
 Lynbrook, NY 11563
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REVISIONS

Description	Date

CLIENT ACCEPTANCE

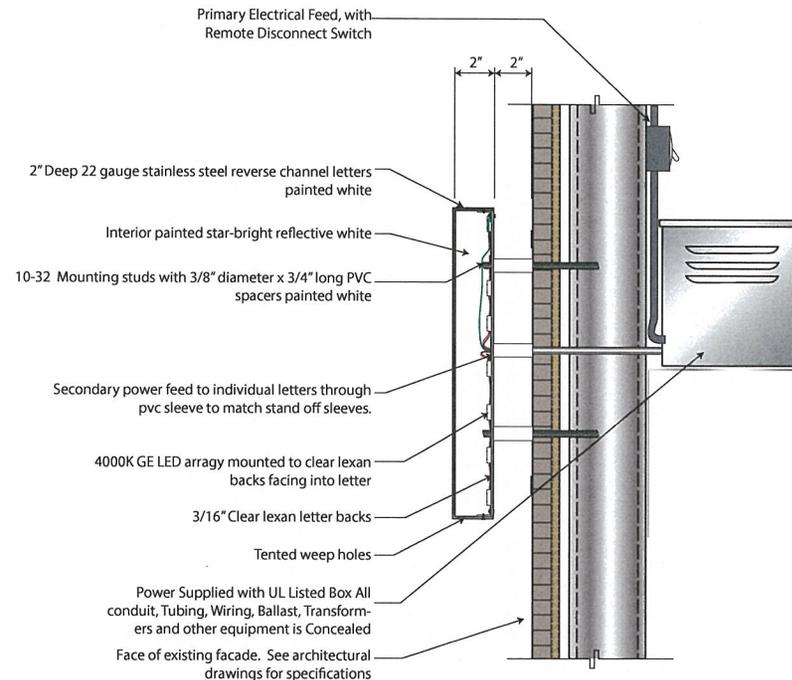
Drawings must be signed, dated and returned to Signs of Success to commence fabrication.

Approved By _____

Date _____

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	URGENT: ATTENTION ELECTRICIANS Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel. Questions: call 516.823.9000	CIRCUITS REQUIRED One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY
	SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.	



Illuminated Sign Type "B" & "A1" section "B-B" - NTS



Weep Hole Detail - NTS

NOTE: Verify all existing conditions prior to installation. Confirm any discrepancies with Owner, Architect and Sign Vendor prior to installation.

Illuminated Letter Section

CLIENT

SALVATORE FERRAGAMO

JOB NUMBER

14.0941

JOB NAME 9536 Wilshire Blvd
 Beverly Hills - CA - 90212

PROJECT MANAGER

Rich Ferrara

DRAWN BY

Philip Light

SCALE

NTS

DATE

23 October 2014

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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 FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS AND A SIGN ACCOMMODATION FOR ALLEY-ORIENTED BUSINESS IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 9536 WILSHIRE BOULEVARD (PL1431944 – SALVATORE FERRAGAMO).

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

Section 1. Ashok Vanmali, Gruen Associates, agent, on behalf of the property owner, TIAA CREF, and the tenant, Salvatore Ferragamo, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation for multiple business identification signs and a sign accommodation for alley-oriented business identification signage for the property located at 9536 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 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 **December 17, 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. OF THE STATE

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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **December 17, 2014**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission