



Architectural Commission Report

Meeting Date: Wednesday, March 18, 2015

Subject: **PAUL & SHARK (PL1503114)**
449 North Rodeo Drive

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

Project agent: Milan Lojdl

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 sign accommodation for multiple business identification signs, and a construction barricade for Paul & Shark located at 449 North Rodeo Drive. The project includes the following components:

Façade Remodel

- Façade background and parapet cap in a dark blue lacquered steel with a matte finish;
- Projecting façade fins in a dark blue lacquered steel with a polished finish, and;
- Projecting stainless steel storefront system with clear glazing and an automatic sliding door.

Business Identification Signs (sign accommodation)

- One (1) 7.5 SF façade-mounted (projecting storefront) sign in an opal/transparent plexiglass material, backlit with an LED rope light recessed into the projecting storefront (sign copy: "PAUL & SHARK");
- One (1) 20 SF façade-mounted sign in a gold brass (polished finish) and a dark blue lacquered steel (polished finish) material, backlit with an LED rope light (sign copy: "PAUL & SHARK" + logo), and;
- One (1) 2.25 SF non-illuminated, façade-mounted (entry vestibule) sign in an opal/transparent plexiglass material (sign copy: "PAUL & SHARK").
- TOTAL SIGN AREA: 29.75 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 17'-2", the maximum sign area for this tenant is 34.3 SF. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

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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Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

Construction Barricade

The applicant is also requesting a construction barricade with signage (no mural or similar graphic is proposed). Pursuant to BHMC §10-4-612, construction barricades may include 12 SF of signage 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. Each barricade return (that portion located perpendicular to the street) may include 2 SF of such signage. As proposed, the barricade complies with the standards.

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.

The construction barricade also includes a construction sign of approximately 4 SF. The BHMC allows constructions signs up to 50 SF and, as proposed, the construction sign complies with the standards.

URBAN DESIGN ANALYSIS

The proposed façade design presents a unique aesthetic that will add visual interest to North Rodeo Drive and will serve as a positive enhancement to the surrounding area. However, two elements of the façade have been identified as areas that may be improved upon.

The proposed project currently includes true vertical modulation between the storefront to the north and simulated vertical modulation between the storefront to the south due to a façade recess. However, it is recommended that the façade be modified to create vertical modulation within the facade itself to carry the design through the parapet element. Currently, the parapet caps the façade with one linear line that appears contrary to the design intent with the projecting fins. The vertical modulation within the façade itself may be achieved through reducing portions of the existing parapet in a manner that is consistent with the façade design.

Additionally, the business identification sign located on the projecting storefront should be reduced from ten inches (10") to nine inches (9") so that it fits more appropriately within the façade.

Project-specific conditions have not been included as part of this analysis; however, the Commission may wish to consider it during the course of their review.

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



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

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.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

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
 - Eight (8) 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):
 N/A 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:

- 1) Replace existing storefront with new design storefront.
- 2) New sign in mounted by led lights in back.

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

- | | | | | |
|---------------------------------------|---------------------------------|---|---------------------------------|--------------------------------|
| <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 |
| <input type="checkbox"/> 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: _____

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	1	10"x9'-0"	7.5 S.F.	17'-2"x 2 = 34.2 Square Ft
2	Business ID Sign(s)	1	4'-0"x 5'-0"	20 S.F.	34.2 Square Ft.
3	Business ID Sign(s)	1	6"x 4'-6"	2.2 S.F.	
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: Painted steel
 Texture /Finish: Smooth
 Color / Transparency: Blue

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

Material: Glass in polished aluminum frame
 Texture /Finish: Clear
 Color / Transparency: No color

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: White plastic letter back lighted
Texture /Finish: smooth white plastic
Color / Transparency: clear white

BUILDING ID SIGN(S)

Material: aluminum 6" high numbers
Texture /Finish: polished
Color / Transparency: aluminum

EXTERIOR LIGHTING

Material: N/A (no new one)
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.**

Proposed storefront and sign is designed and detailed in minimalistic expression not to interfere with simple and elegant interior design such contributing to beauty, spaciousness, balance, taste, fitness brand vistas and high quality of Beverly Hills image.

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.**

Storefront and door are made of ultra clear low iron glass and cladding metal, glass is secure in polish aluminum frames fixed to existing cladding without possibility to vibrate or transforming exterior noise.

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.**

Cladding facade and sign are made of quality materials which will last without any mayor depreciation or damage.

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.**

Proposed storefront and sign does not have any effect on proposed developments on land in general area of Beverly Hills and with any precise plans adopted pursuant to general plan.

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.**

Proposed storefront and sign is designed to conform to standards of municipal code and other applicable laws insofar as the location and appearance of the buildings and structures.



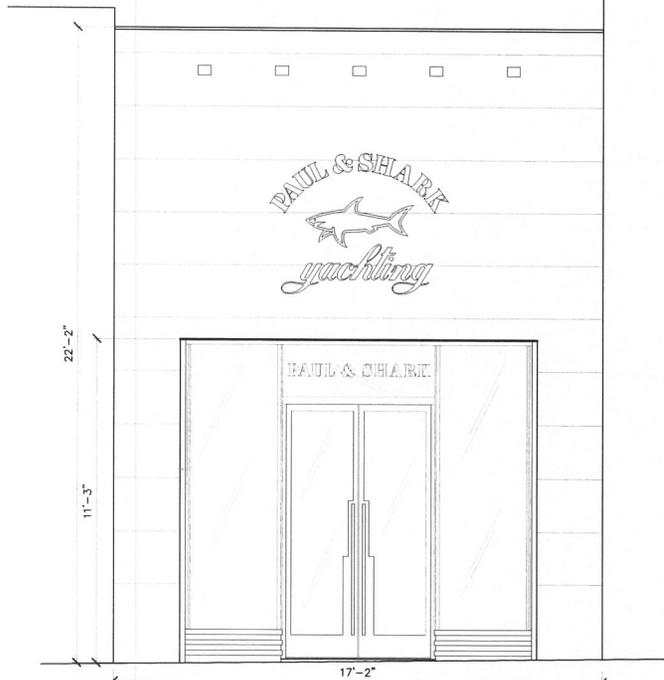
Architectural Commission Report

455 North Rexford Drive, Room 280-A

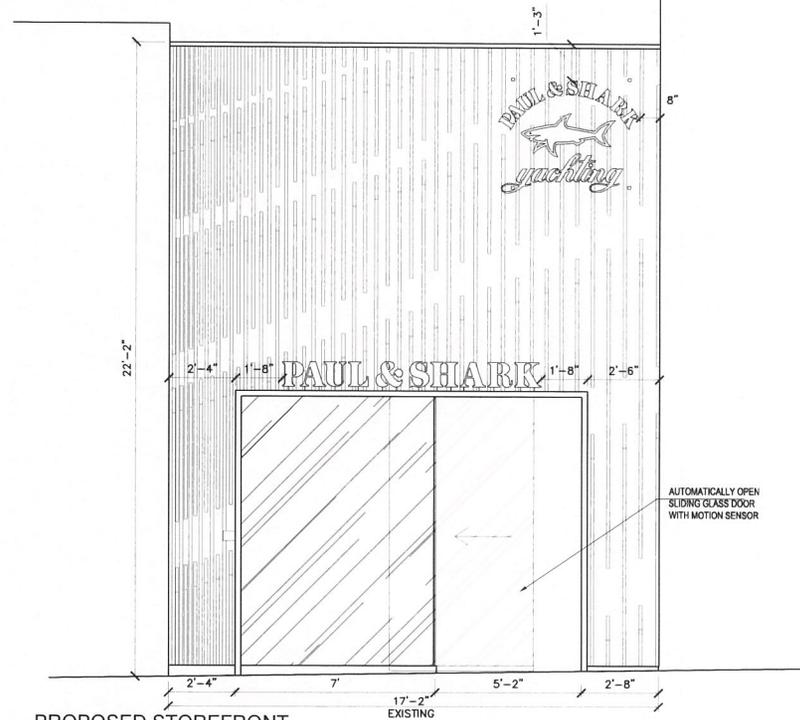
AC Meeting – March 18, 2015

Attachment B

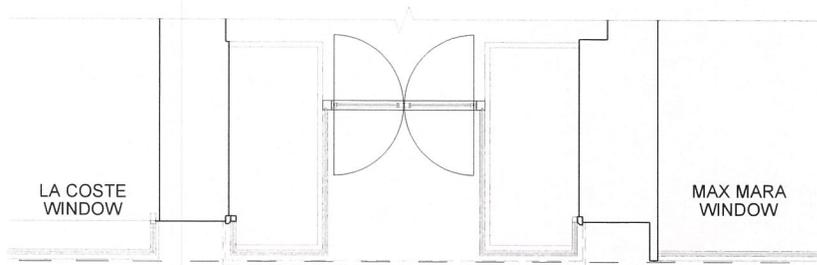
Project Design Plans



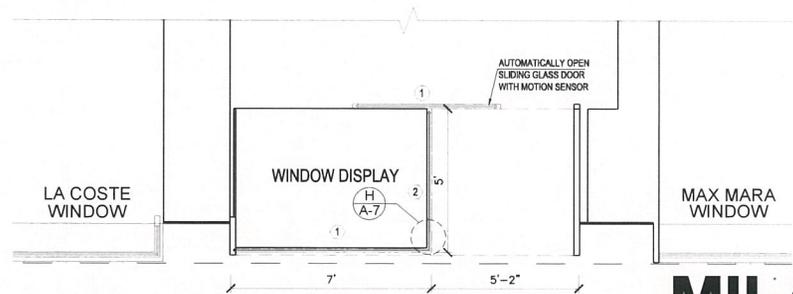
EXISTING STOREFRONT
SCALE: 1/4" = 1'-0"



PROPOSED STOREFRONT
SCALE: 1/4" = 1'-0"



EXISTING STOREFRONT PLAN
SCALE: 1/4" = 1'-0"

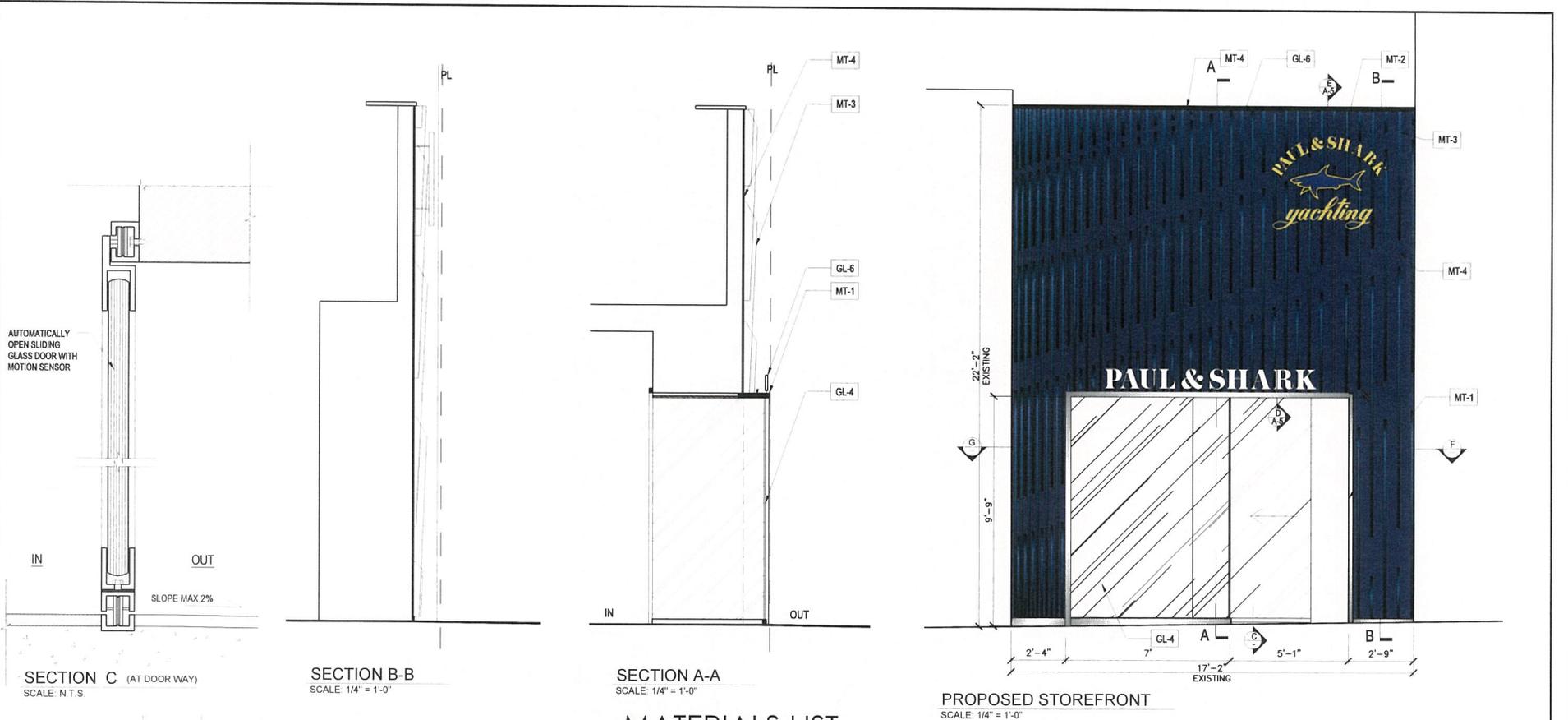


PROPOSED STOREFRONT PLAN
SCALE: 1/4" = 1'-0"

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: AS SHOWN | DATE: 02/27/2015 | SHEET: A-3

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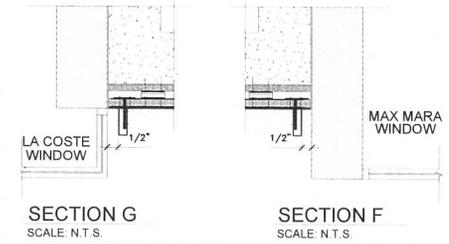


SECTION C (AT DOOR WAY)
SCALE: N.T.S.

SECTION B-B
SCALE: 1/4" = 1'-0"

SECTION A-A
SCALE: 1/4" = 1'-0"

PROPOSED STOREFRONT
SCALE: 1/4" = 1'-0"



SECTION G
SCALE: N.T.S.

SECTION F
SCALE: N.T.S.

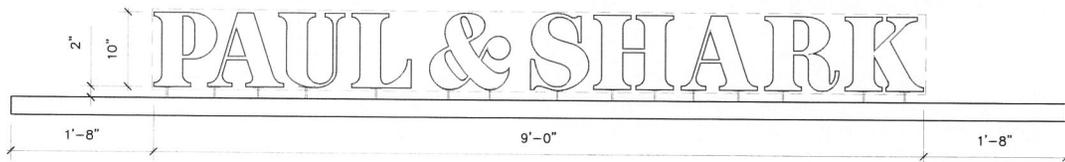
MATERIALS LIST

MT-1	STAINLESS STEEL. MIRROR POLISH FINISH
MT-2	GOLD BRASS. MIRROR POLISH FINISH
MT-3	LACQUERED STEEL MIRROR POLISH FINISH. COL.DARK BLUE
MT-4	LACQUERED STEEL MATT FINISH. COL.DARK BLUE
GL-4	EXTRA CLEAR GLASS.
GL-6	OPAL OR TRSPARENT PLEXY GLASS

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: AS SHOWN | DATE: 02/27/2015 | SHEET: A-4

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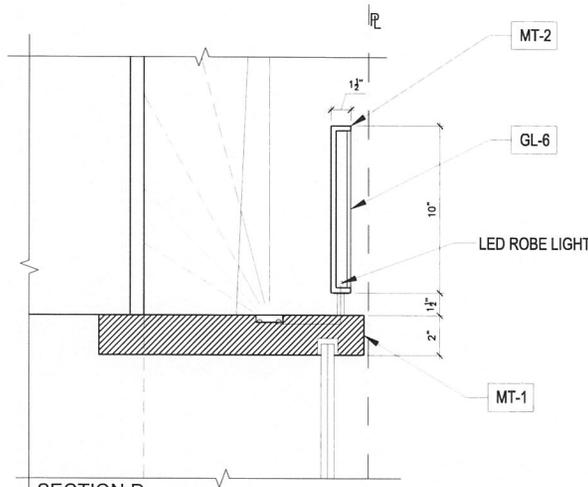
PROPOSED SIGN A
SCALE: 3/4" = 1'-0"



PROPOSED SIGN B
SCALE: 3/4" = 1'-0"



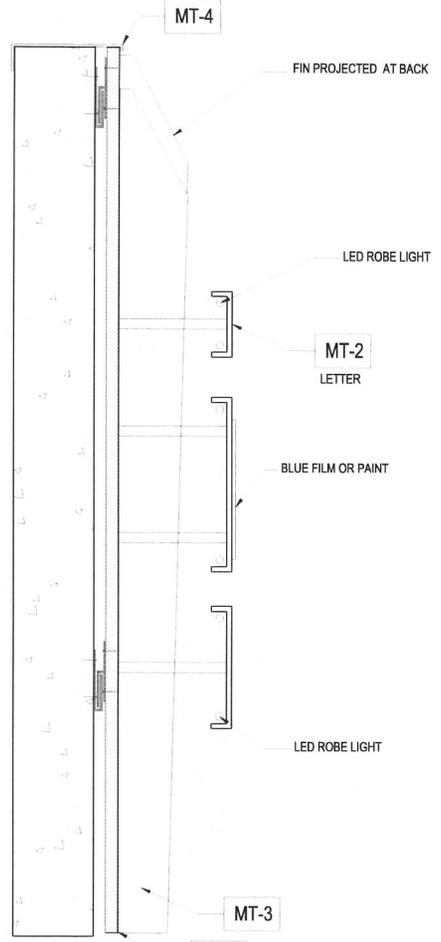
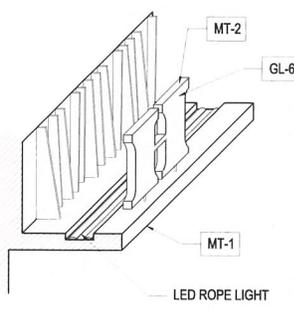
PROPOSED SIGN (ENTRANCE WALL) C
SCALE: 3/4" = 1'-0"



SECTION D
SCALE: N.T.S.

17'-2" WIDTH OF STOREFRONT x 2=34.2 S.F.
SIGN COULD BE 34.2 S.F.

	DIMENSION	AREA
A	9'-0" x 10"	7.5 S.F.
B	5'-0" x 4'-0"	20 S.F.
C	4'-6" x 6"	2.25 S.F.
TOTAL S.F.		29.75 S.F.



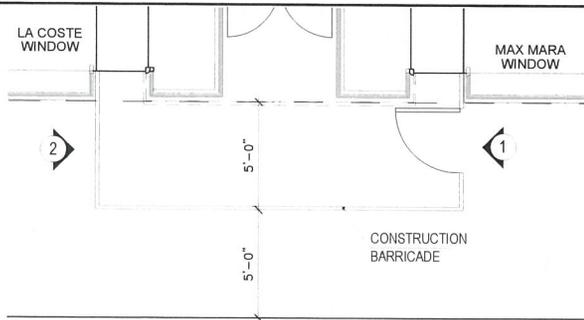
SECTION E
SCALE: N.T.S.

A linear light fixture shall be installed at the top base of the existing architectural element, where it meets the building face, to provide rear illumination on the building for the business identification signage. The illumination shall extend to the height of the letters projecting above the existing architectural element and shall not extend beyond the maximum width of the sign. All such illumination shall be installed on a dimmer.

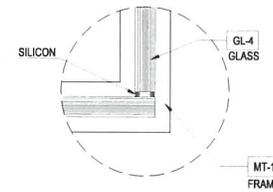
FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: AS SHOWN | DATE: 02/27/2015 | SHEET: A-5

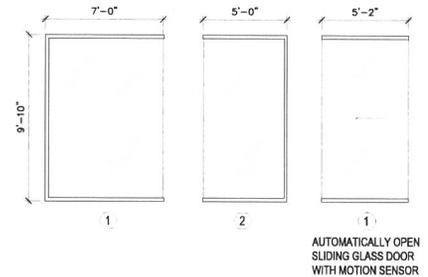
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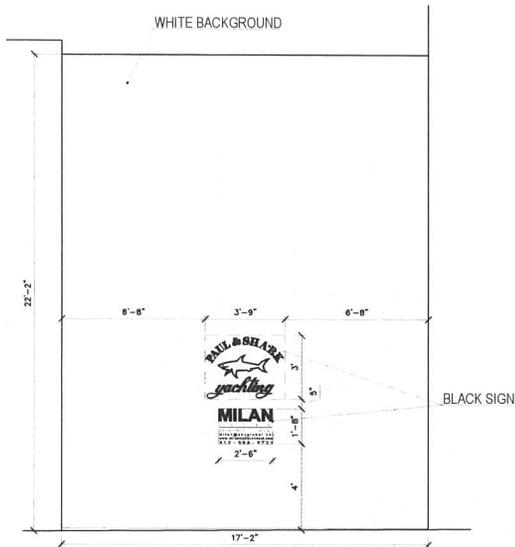
CONSTRUCTION BARRICADE PLAN
SCALE: 3/16" = 1'-0"



DETAIL H
SCALE: N.T.S.



WINDOWS AND DOOR SCHEDULE
SCALE: N.T.S.

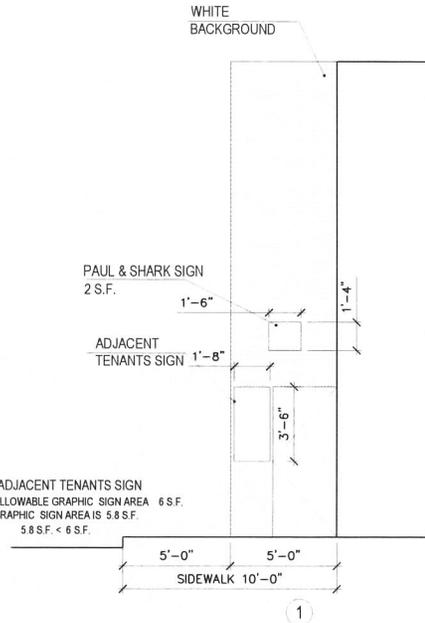


CONSTRUCTION BARRICADE ELEVATION
SCALE: 3/16" = 1'-0"

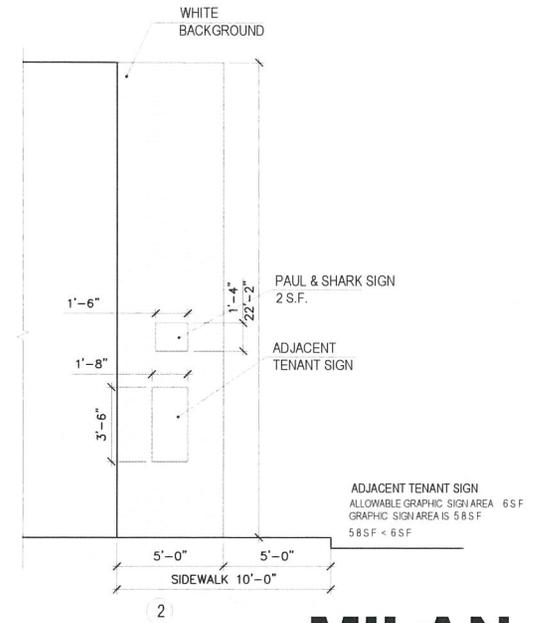


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ALLOWABLE GRAPHIC SIGN AREA 12 S.F.
GRAPHIC SIGN AREA IS 11.2 S.F.

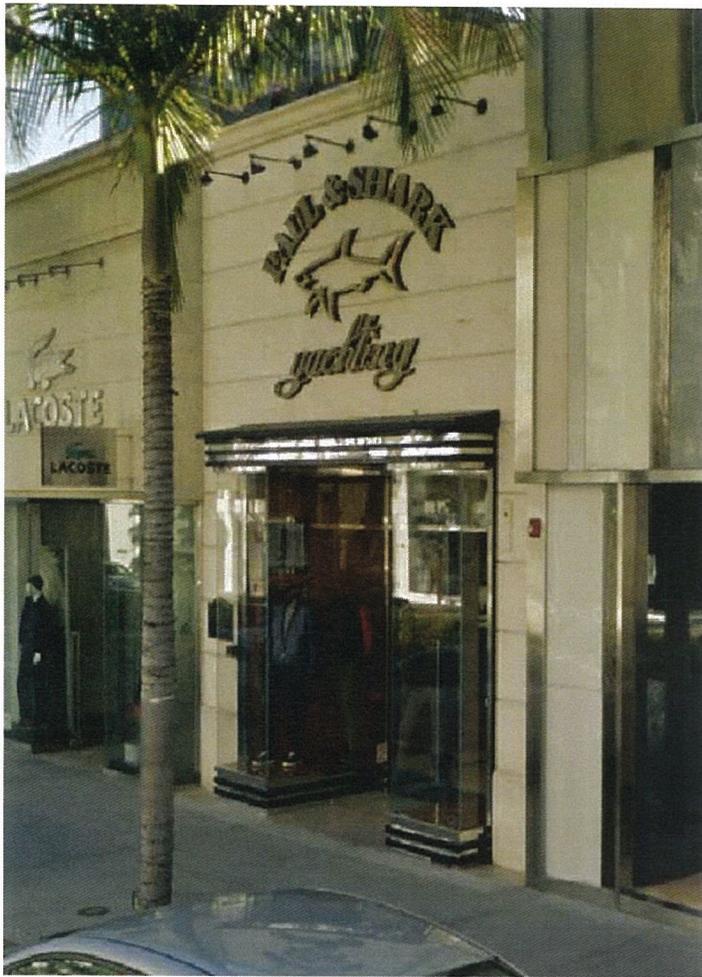


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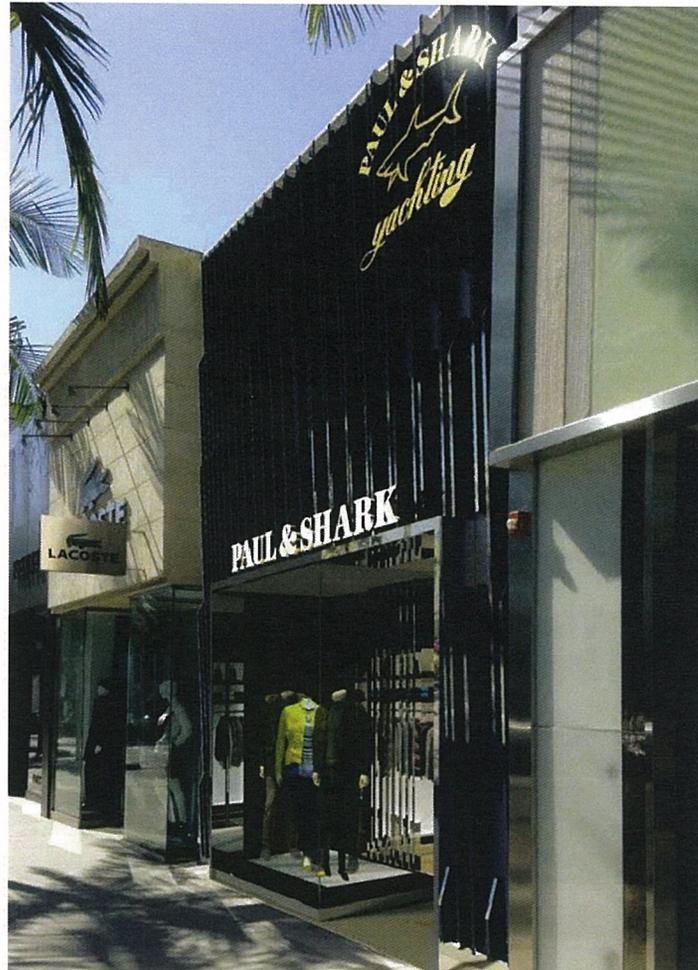


2

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EXISTING STOREFRONT
SCALE: N.T.S.



PROPOSED STOREFRONT
SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: N.T.S.

DATE: 02/27/2015

SHEET: A-8

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EXISTING PANORAMA VIEW (WEST)
SCALE: N.T.S.



PROPOSED PANORAMA VIEW (WEST)
SCALE: N.T.S.



PANORAMA VIEW ACROSS THE STREET (EAST)
SCALE: N.T.S.

FACADE REMODELING OF AN EXISTING RETAIL STORE
449 North Rodeo Drive Beverly Hills, CA 90210

SCALE: N.T.S.

DATE: 02/27/2015

SHEET: A-10

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Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – March 18, 2015

Attachment C

DRAFT Approval Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT FOR A FAÇADE REMODEL, A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS, AND A CONSTRUCTION BARRICADE FOR THE PROPERTY LOCATED AT 449 NORTH RODEO DRIVE (PL1503114 – PAUL & SHARK).

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

Section 1. Milan Lojdl, agent, on behalf of the property owner, Rodeo Drive Associates, and the tenant, Paul & Shark, (Collectively the “Applicant”), has applied for architectural approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade for the property located at 449 North Rodeo Drive.

Section 2. Beverly Hills Municipal Code Article 30, Chapter 3 of Title 10, authorizes the Architectural Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s commercial and multi-family districts, subject to findings set forth in Beverly Municipal Code Section 10-3-3010.

Section 3. Consistent with Beverly Hills Municipal Code Section 10-3-3010, this resolution documents the official action of the architectural commission with respect to the project.

Section 4. The subject project has been reviewed pursuant to the provisions set forth in the California Environmental Quality Act (CEQA – Public Resource Code Sections 21000, *et seq.*), the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000 *et seq.*), and the city’s

local CEQA Guidelines. The subject project is exempt from 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 **March 18, 2015** at which time oral and documentary evidence was received concerning the application.

Section 6. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Architectural Commission hereby makes the following findings:

A. The plan for the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project incorporates an appropriate balance of color, high quality materials and appropriate architectural design principles to reinforce the city’s urban form and promote the image of Beverly Hills.

B. The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

C. Proposed building or structure is not, in its exterior design and appearance, of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value. Specifically, the commission has reviewed the design and construction materials proposed for the project, which incorporates contemporary building material of known quality and durability. Moreover, the project design is appropriate to the building and surrounding improvements and is well matched to the selected materials.

D. As conditioned, the proposed building or structure is in harmony with the proposed developments on land in the general area, with the general plan for Beverly Hills, and with any precise plans adopted pursuant to the general plan. The proposed project complies with the applicable goals and policies set forth in the general plan, and, as conditioned, designed in a manner that complies with local ordinances. The overall design is consistent with and appropriate to other improvements in the general vicinity.

E. The proposed development is in conformity with the standards of this code and other applicable laws insofar as the location and appearance of the buildings and structures are involved. As conditioned, the project will be designed in compliance with all applicable regulations.

F. The proposed development is designed in a manner that protects and preserves those exterior elements of the building which the planning commission found contributed to the determination of the project as a “character contributing building”: in accordance with section 10-2-707 of this title. The proposed project does not include a request and has not been determined by the planning commission to be a project that qualifies as a “character contributing building” under section 10-2-707. Therefore, this finding is not applicable to the subject project.

Section 7. Based on the foregoing, the Architectural Commission hereby grants the request defined in this resolution subject to the following conditions:

Project-Specific Conditions

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: **March 18, 2015**

William Crouch, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission