



## Architectural Commission Report

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**Meeting Date:** Wednesday, May 20, 2015

**Subject:** **JJP DENTAL (PL1506583)**  
**8660 Wilshire Boulevard**

Request for approval of a revision to a previously approved façade remodel and a sign accommodation for a mural on the façade of a building. The Architectural Commission previously adopted a Categorical Exemption for the project on August 21, 2013 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

**Project agent:** David Parker

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

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### REPORT SUMMARY

The applicant is requesting review and approval of a revision to a previously approved façade remodel and a sign accommodation for a mural on the façade of a building for JJP Dental located at 8660 Wilshire Boulevard. The project was previously approved by the Commission on August 21, 2013 (Attachment A). The revision includes the following component:

- Painted mural consisting of circular graphics in green and orange tones on existing gray façade.

Pursuant to BHMC §10-4-319, the Architectural Commission may grant a sign accommodation for installation of a mural or similar environmental graphic. A mural is defined by the BHMC as “a painting or graphic design applied to and made integral with a wall.”

### URBAN DESIGN ANALYSIS

The proposed mural detracts from an otherwise clean and simple facade aesthetic and does not appear to be in conformity with good taste and good design – both of which are contributing factors to the image of Beverly Hills and required findings for project approval.

A resolution of approval and a resolution of denial have been included in Attachments D & E, respectively, for the Commission’s consideration. The resolution of denial has been included on the basis that City staff is unable to make the following finding, which is required for approval:

***BHMC §10-3-3010(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.*

#### Attachment(s):

- Previously Approved Plans (December 17, 2014)
- Detailed Design Description and Materials (Applicant Prepared)
- Project Design Plans
- DRAFT Approval Resolution
- DRAFT Denial Resolution

#### Report Author and Contact Information:

Cindy Gordon, AICP, Associate Planner  
(310) 285-1191  
cgordon@beverlyhills.org



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

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### **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.



**Architectural Commission Report**  
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**Attachment A**  
Previously Approved Plans  
(August 21, 2013)



DAVI D M. PARKER, ARCHITECT  
 800 W. FULLERTON BLVD., 2ND FLOOR, COSTA MESA, CA 92626  
 714.440.0000  
 OFFICES FOR JJP DENTAL  
 10000 W. BAYVIEW BLVD. #100  
 BEVERLY HILLS, CA 90212

ELEVATIONS

SCALE  
 1/4" = 1'-0"  
 SHEET

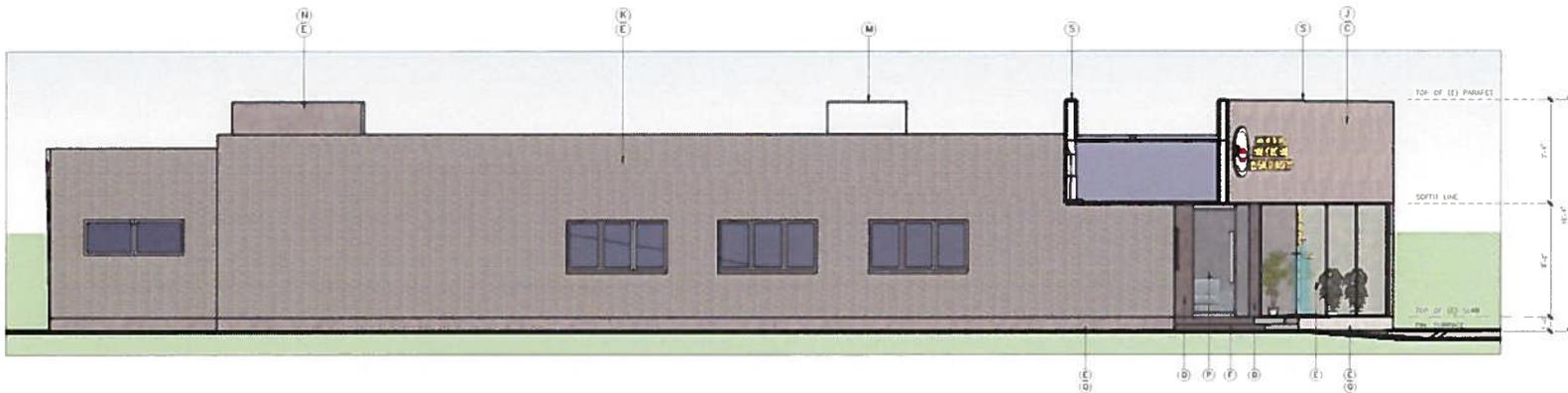
A4

KEY NOTES

- (A) 1/2" CLEAR TEMPERED GLASS
- (B) BRUSHED STAINLESS STEEL CLAZING CHANNEL
- (C) SMOOTH STUCCO BY MERLEX P-1851 "TITANIUM" (PRIMARY COLOR)
- (D) SMOOTH STUCCO BY MERLEX MATCH PAINT COLOR "COS COS STONEWALL"
- (E) PAINT BY BENJAMIN MOORE "SAN ANTONIO GRAY" (BRICK - CONCRETE - METAL SCREEN)
- (F) 12"-11" GRAY SLATE PAVERS
- (G) SURFACE MOUNTED LOGO SIGN, SEE SIGNAGE DRAWINGS
- (H) BRUSHED BRONZE HALO LETTERS, SEE SIGNAGE DRAWINGS
- (I) ENTRY PLAQUE, SEE SIGNAGE DRAWINGS
- (J) RESTUCCO EXISTING FACADE
- (K) PAINT EXISTING BRICK WALL
- (L) INTERIOR FOUNTAIN ELEMENTS, SEE DETAIL B/A3
- (M) EXISTING MECHANICAL EQUIPMENT (NO SCREEN)
- (N) METAL SCREEN AROUND NEW MECH. EQUIPMENT SEE MECHANICAL PLANS
- (O) BRUSHED BRONZE ADDRESS NUMBERS, SEE SIGNAGE DRAWINGS
- (P) FRAMELESS GLASS ENTRY DOOR, SEE DETAIL B/A4
- (Q) PAINT EXPOSED CONCRETE
- (R) RESTUCCO EXISTING SOFFIT
- (S) EXISTING PARAPET



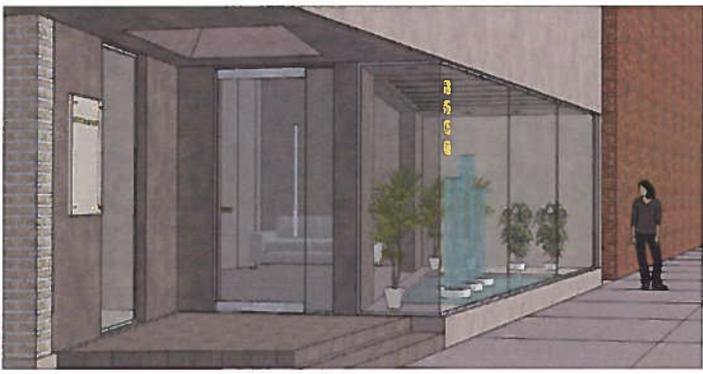
1/4"=1' FRONT ELEVATION



1/4"=1' SIDE ELEVATION



SOUTHEAST VIEW



ENTRY



SOUTHWEST VIEW

DAVID M. PARKER, ARCHITECT  
ARCHITECTURE  
1000 WILBUR BLVD, 2ND FLOOR - LOS ANGELES, CALIFORNIA 90006  
TEL: 213.487.1111 FAX: 213.487.1112  
WWW.DMPARKERARCHITECT.COM  
PROJECT: OFFICES FOR JJP DENTAL  
REVISED: JULY 26, 2017

RENDERINGS

SCALE  
1/8" = 1'-0"  
AS SHOWN



(A)



(C)



(F)



**Architectural Commission Report**

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**Attachment B**

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: Painted graphics added to facade
- 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:**

**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					
2					
3					
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 graphics to match sign graphics and colors  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

*Material:* \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**ROOF**

*Material:* \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**COLUMNS**

*Material:* \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

**BALCONIES & RAILINGS**

*Material:* \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

*Material:* \_\_\_\_\_  
*Texture /Finish:* \_\_\_\_\_  
*Color / Transparency:* \_\_\_\_\_

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

**AWNINGS, CANOPIES**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**DOWNSPOUTS / GUTTERS**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**BUSINESS ID SIGN(S)**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**BUILDING ID SIGN(S)**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**EXTERIOR LIGHTING**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**PAVED SURFACES**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**FREESTANDING WALLS AND FENCES**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**OTHER DESIGN ELEMENTS**

*Material:* \_\_\_\_\_

*Texture /Finish:* \_\_\_\_\_

*Color / Transparency:* \_\_\_\_\_

**C Describe the proposed landscape theme, if applicable. Explain how the proposed landscaping complements the proposed style of architecture:**

NA

**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 color graphics add life and movement to a plain facade and are consistent with a very eclectic area, and other colorful elements elsewhere in town.

- 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.**

NA

- 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 existing facade was previously approved, and the graphics serve to enhance its appearance.

- 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.**

The architecture, colors, and designs in the area are very eclectic, and the proposed design fits into the area and is consistent with other design concepts in the city.

- 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 painted graphics are a finish material and are not in conflict with any city codes.

**DAVID M. PARKER, ARCHITECT**  
2081 Business Center Drive, Suite 205, Irvine, CA 92612 Ph: (949) 872-6616  
dmparchitect88@gmail.com

May 3, 2015

City of Beverly Hills Planning Department  
455 N. Rexford Dr.,  
Beverly Hills, CA 90210

Project: JJP Dental Practice  
8660 Wilshire Blvd., Beverly Hills  
Front Elevation Graphics

Dear City Planners,

This letter is to briefly summarize the rationale behind the graphics which were applied to the front facade of the JJP Dental building, and for which we are seeking approval.

Our first submittal to the city proposed an array of inset angular lighting elements to break up the bare stucco facade (see attached). However, this design was rejected due to concerns over methods of attachment (the elements could fall out and injure passers by).

We resubmitted a new design with a minimalist approach, showing a grey smooth stucco facade with a lit sign and letters only. This design was approved and built.

However, after it was built, the facade seemed too spare and austere. We decided to add a series of painted circular graphics across the stucco to add interest. The graphics and their colors were taken from the circular design on the company logo, which also appears on the lit sign. The graphics complement the grey stucco and add movement and interest to the elevation.

We hope this narrative will answer any concerns, and we hope the design will be approved.

Thank you

David M. Parker  
Architect



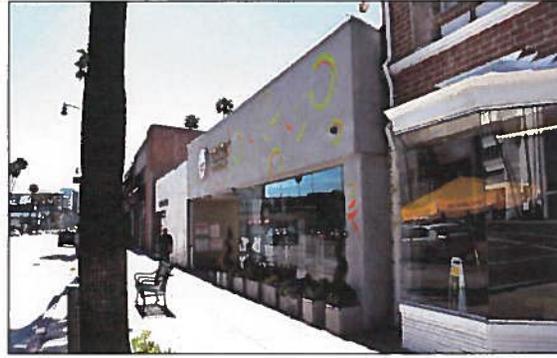
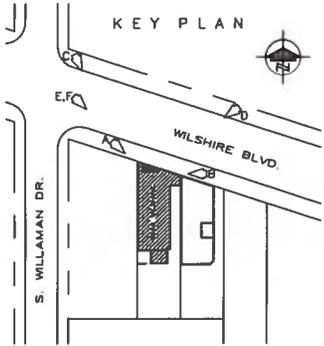
**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

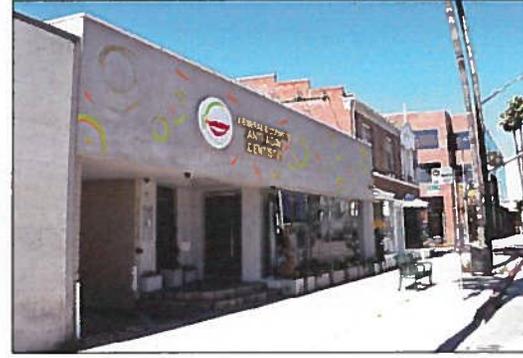
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**Attachment C**  
Project Design Plans





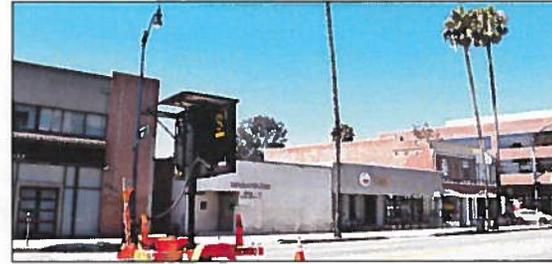
(A) SOUTHEAST VIEW



NORTHWEST VIEW (B)



(C) SOUTHEAST VIEW



NORTHWEST VIEW (D)



(E) SOUTHEAST VIEW



SOUTHEAST VIEW (F)

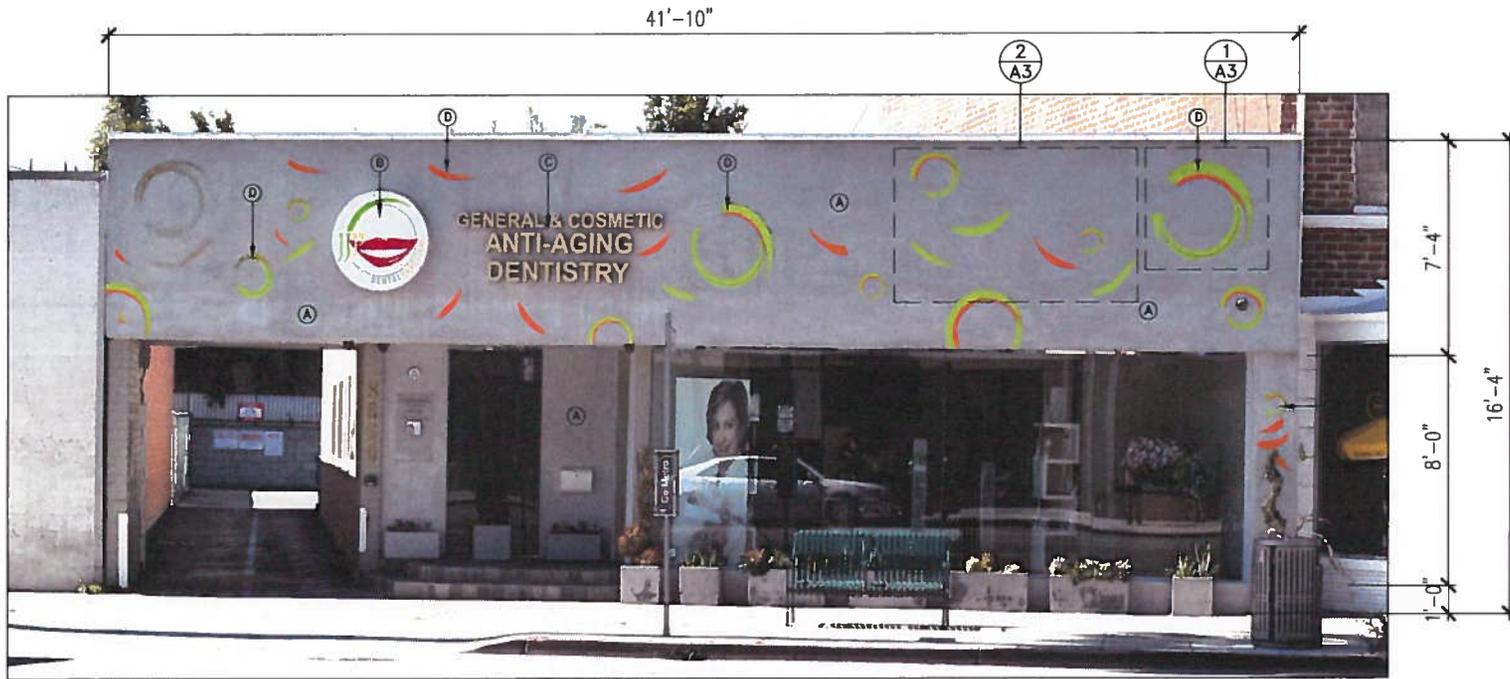
DATE: MAY 2, 2010



D.A.V.I.D M. P.A.R.K.E.R., A.R.C.H.I.T.E.C.T.  
 3000 WILSHIRE BLVD., 5TH FLOOR, LOS ANGELES, CALIFORNIA 90010  
 TEL: 213.475.1111 FAX: 213.475.1112  
 WWW.JJPARCHITECT.COM  
 OFFICES FOR JJP DENTAL  
 3000 WILSHIRE BLVD., 5TH FLOOR, LOS ANGELES, CALIFORNIA 90010

RENDERINGS  
 MORTGAGES

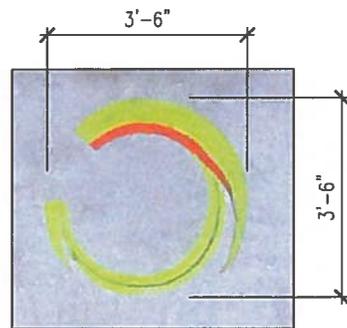




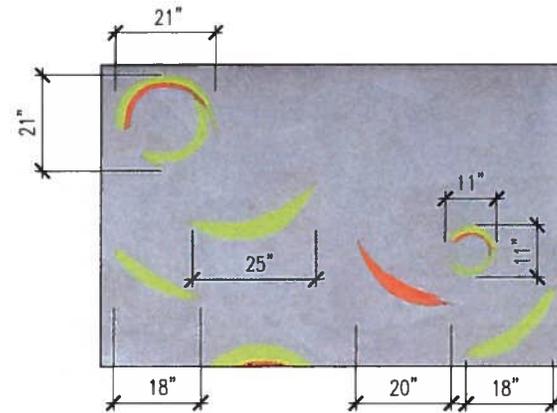
ELEVATION  
SCALE: 1/4" = 1'-0"

KEY NOTES

- (A) APPROVED GREY STUCCO
- (B) APPROVED SIGNAGE
- (C) APPROVED LETTERS
- (D) PAINTED GRAPHIC, COLORS TO MATCH SIGN GRAPHICS
- (E) APPROVED GLASS WALL

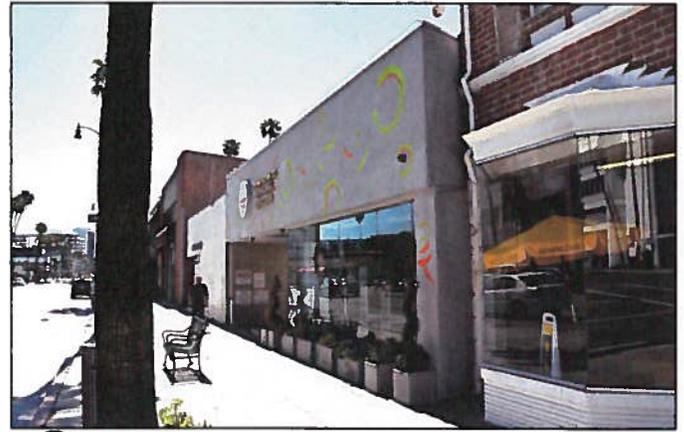
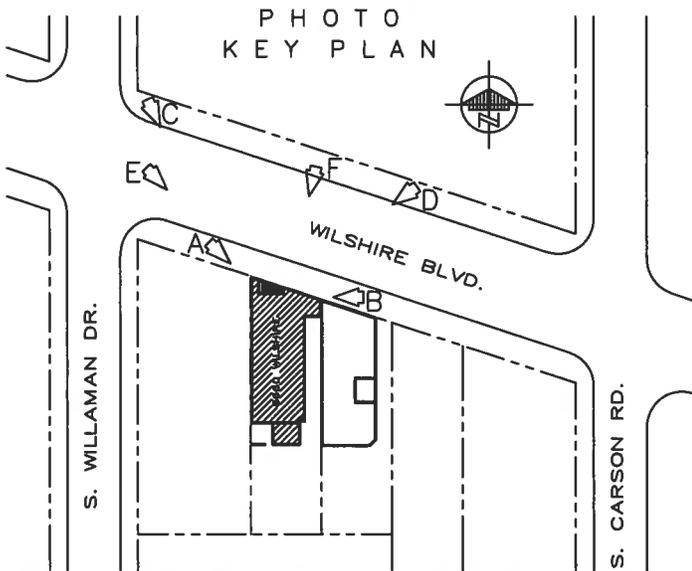


DETAIL 2  
SCALE: 1/2" = 1'-0"

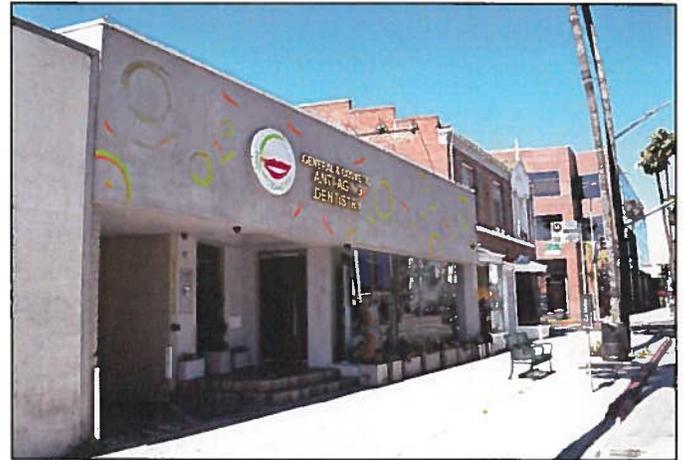


DETAIL 2  
SCALE: 1/2" = 1'-0"

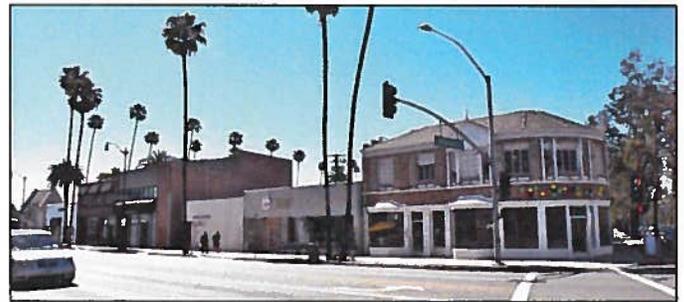
D.A. DAVID M. PARKER, ARCHITECT  
 8500 WILSON BLVD., SUITE 1000, LOS ANGELES, CA 90024  
 OFFICES FOR J.P. DENTAL  
 SEVERLY WILSON, CA  
 ELEVATIONS



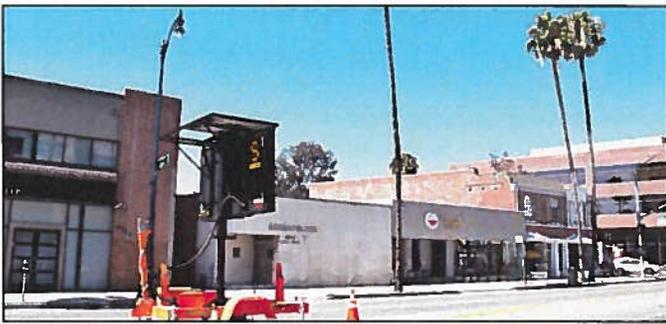
(A)



(B)



(C)



(D)



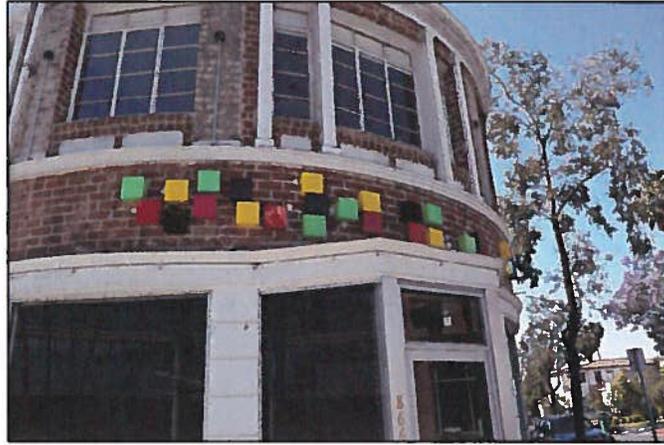
(E)



(F)

JJP DENTAL GROUP  
 8660 WILSHIRE BLVD.  
 BEVERLY HILLS, CA  
 MAY 3, 2015

S I T E P H O T O S



S I M I L A R   P R O J E C T S  
W I T H   C O L O R  
A N D   G R A P H I C S

JJP DENTAL GROUP  
8660 WILSHIRE BLVD.  
BEVERLY HILLS, CA  
MAY 3, 2015



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

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**Attachment D**

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 REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND A SIGN ACCOMMODATION FOR A MURAL ON THE FAÇADE OF A BUILDING FOR THE PROPERTY LOCATED AT 8660 WILSHIRE BOULEVARD (PL1506583 – JJP DENTAL).

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

Section 1. David Parker, agent, on behalf of the property owner, Dr. Paul Aslan, and the tenant, JJP Dental, (Collectively the “Applicant”), has applied for architectural approval of a revision to a previously approved façade remodel and a sign accommodation for a mural on the façade of a building for the property located at 8660 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 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 20, 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, 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 20, 2015**

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – May 20, 2015

**Attachment E**

DRAFT Denial Resolution

RESOLUTION NO. AC-XX-15

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS DENYING AN ARCHITECTURAL REVIEW PERMIT FOR A REVISION TO A PREVIOUSLY APPROVED FAÇADE REMODEL AND A SIGN ACCOMMODATION FOR A MURAL ON THE FAÇADE OF A BUILDING FOR THE PROPERTY LOCATED AT 8660 WILSHIRE BOULEVARD (PL1506583 – JJP DENTAL).

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

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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 **May 20, 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 not in conformity with good taste and good design and, in general, does not contribute to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas, and high quality. Specifically the project does not incorporate 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:

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 20, 2015**

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William Crouch, Commission Secretary  
Community Development Department

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Barry Bernstein, Chair  
Architectural Commission