



Architectural Commission Report

Meeting Date: Wednesday, June 17, 2015

Subject: **383 SOUTH ROBERTSON BOULEVARD (PL1506542)**
Request for approval of a façade modification and a second-story addition to an existing commercial building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project agent: Maggie Cookman – Crest Real Estate

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 modification and a second-story addition to an existing commercial building located at 383 South Robertson Boulevard. A Development Plan Review Permit (DPR) was reviewed and approved by the Director of Community Development on May 19, 2015; a DPR was required due to the increase in building height.

The façade modifications relate primarily to the refurbishment of existing architectural features that are generally considered to be character-defining; the second-story addition is oriented toward the rear of the building and away from the primary facade. The façade modifications and the second-story addition are consistent with the Secretary of the Interior's Standards for Rehabilitation as the existing building was designed by an individual identified on the City's List of Local Master Architects (Arthur Froehlich).

Façade Modification

- Restore existing travertine tile and brickwork in place;
- Repaint existing steel mullions, metal gates, and plaster paneling;
- Fixed translucent glazing in existing openings on first floor;
- Fixed clear glazing in existing openings on second floor, and;
- Existing light fixture and address numbers to remain.

Second-story Addition

The second-story addition is located toward the southern half of the existing building and will result in a total building height increase of 3'-3". The proposed materials will be consistent with the existing and include the following:

- Thin-face brick to match existing;
- Black-painted metal fascia panels;
- Black-painted metal window frames with clear glazing;
- White plaster in a light sand finish;
- White-painted metal mechanical screening;
- White plaster wall in a light sand finish with black-painted metal gates, and;
- Alley-adjacent and parking area landscaping.

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



Architectural Commission Report

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URBAN DESIGN ANALYSIS

The façade modification and second-story addition are sensitive and appropriate improvements to the master architect-designed property and will ensure that the building maintains the existing street rhythm of South Robertson Boulevard and the area's village-like atmosphere. The second-story addition is set back from the primary (street-facing) façade by approximately nine feet (9'-0") and will not substantially increase the overall scale or mass of the building as viewed from the street. Additionally, the proposed materials on the second-story addition are compatible with the existing building materials and will create a cohesive building aesthetic.

While it is understood that the screening room on the second floor may preclude the addition of windows on the alley elevation, it is recommended that an alternative treatment be utilized on the large plaster and brick walls to reduce potential massing impacts on the alleyscape. Such treatments may include simulated window openings, texture variations, etc.

Project-specific conditions have not been proposed in the draft approval as a result of this analysis; however, the Commission may wish to consider the comments during their review and discussion of the project.

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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards 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 (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
 - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
 - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

B Identify the scope of work (check all that apply):

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
Number of signs proposed:
- Building Identification Sign(s)
Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):
Number of signs proposed:
- Other: _____
- Remodel: Int. & Ext, no floor area added
- Remodel: Int. & Ext, floor area added
- Awning(s): New Recovery
- Open Air Dining: #Tables # Chairs

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

DEMOLITION, INTERIOR REMODEL AND ADDITION (NO ADDED FLOOR AREA) TO EXISTING 2-STORY BUILDING AND 1-STORY BUILDING FOR NEW OFFICE USE.

REFURBISH EXISTING FACADE, REPLACE EXISTING GLAZING WITH NEW GLAZING, NEW EXTERIOR PLASTER FINISH, NEW EXTERIOR THIN BRICK VENEER FINISH, NEW TRUE DIVIDED LITE DOORS & WINDOWS WITH CLEAR GLAZING, NEW MECHANICAL EQUIPMENT WITH METAL SCREEN, PAINTED.

NEW 8' HIGH PERIMETER SITE WALL WITH PLASTER FINISH, PTD. NEW METAL SLIDING GATES FOR VEHICULAR AND PEDESTRIAN ACCESS. NEW LANDSCAPING.

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

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

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

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

F Has the existing structure been designed by a notable architect or is it identified on any historic resource inventory, including the City of Beverly Historic Resources Survey (Verify with the Planning Division if the property is listed on the City's survey)?

Yes No If yes, please list Architect's name: ARTHUR FROEHLICH

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) REFER TO MATERIALS BOARD FOR FINISH / COLOR SAMPLES

Material: CLEAR GLASS, TRANSLUSCENT GLASS, PAINTED METAL, PAINTED PLASTER, EXISTING TRAVERTINE
Texture /Finish: GLASS; METAL - SMOOTH; PLASTER - LIGHT SAND, TRAVERTINE - NATURAL
Color / Transparency: CLEAR, WHITE TRANSLUSCENT - 70%, METAL - BRONZE, WHITE, OFF-WHITE

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

Material: GLASS (CLEAR @ DOORS & DIVIDED LITE WINDOWS) TRANSLUSCENT @ GROUND FLOOR STOREFRONT
Texture /Finish: STEEL DOORS / WINDOWS WITH RAL FACTORY FINISH
Color / Transparency: DIVIDED LITE DOORS / WINDOWS - BRONZE; STOREFRONT - WHITE

ROOF

Material: WHITE THERMOPLASTIC MEMBRANE ROOF
Texture /Finish: SMOOTH
Color / Transparency: WHITE

COLUMNS

Material: CONCRETE
Texture /Finish: NATURAL
Color / Transparency: PAINTED - OFF WHITE

BALCONIES & RAILINGS

Material: STEEL
Texture /Finish: PAINTED
Color / Transparency: RAL - BRONZE

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: METAL FASCIA, PLASTER SOFFIT
Texture /Finish: METAL - SMOOTH; PLASTER - LIGHT SAND
Color / Transparency: METAL - RAL BRONZE; PLASTER - OFF WHITE

DOWNSPOUTS / GUTTERS

Material: METAL
Texture /Finish: METAL - SMOOTH
Color / Transparency: METAL - RAL BRONZE

BUSINESS ID SIGN(S)

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

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

Material: EXISTING HISTORICAL LIGHT FIXTURE
Texture /Finish: METALLIC - BRONZE FINISH
Color / Transparency:

PAVED SURFACES

Material: CONCRETE
Texture /Finish: LIGHT SAND
Color / Transparency: NATURAL GREY

FREESTANDING WALLS AND FENCES

Material: CMU W/ PLASTER FINISH
Texture /Finish: LIGHT SAND
Color / Transparency: OFF-WHITE

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:

LANDSCAPE IS PROPOSED AS A BUFFERING ELEMENT ON THE NORTH AND WEST EDGES OF THE PROPERTY. THE NEW TREES WILL SERVE AS A SCREENING ELEMENT BETWEEN THE EXISTING COMMERCIAL ZONE AND THE EXISTING RESIDENTIAL ZONE TO THE WEST.

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 proposed development seeks to restore, preserve & elevate an existing specimen of the international style along a highly visible thoroughfare in the city. The current existing structure has been dormant & the proposed project would help bring new life to the street by balancing the scale of the building with a modest material palette taking cues from the existing structure.

- 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.**

All existing windows along Robertson are being replaced so that sound transmission in either direction is reduced.

- 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 proposed project restores the existing structure with the updated facade and enhancement of existing finishes. The proposed building improves the site by nature of the new addition; improving and adding to the value of the surrounding environment and neighborhood.

- 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 proposed project will help re-invigorate the south end of Robertson, terminating an important thoroughfare.

- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

The proposed development conforms with height, setbacks, landscaping & buffering to adjacent residential zones per municipal codes.

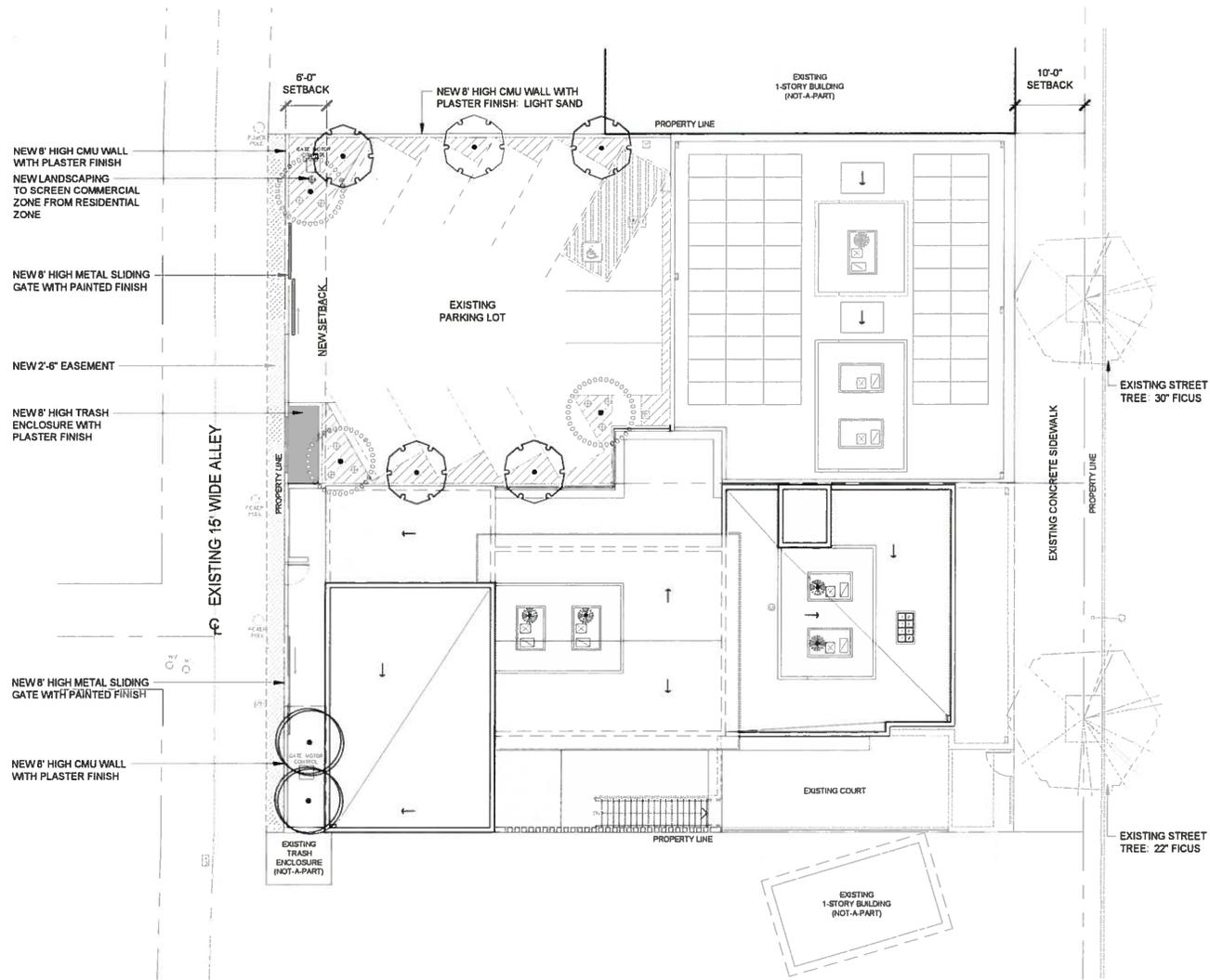


Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – June 17, 2015

Attachment B
Project Design Plans



LEGAL DESCRIPTION:

REAL PROPERTY IN THE CITY OF BEVERLY HILLS, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, DESCRIBED AS FOLLOWS:

LOTS 49 AND 50 OF TRACT NO. 6380, IN CITY OF BEVERLY HILLS, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA AS PER MAP RECORDED IN BOOK 69 PAGES 11 TO 20 INCLUSIVE OF THE COUNTY RECORDER OF SAID COUNTY.

APN: 4333-010-040 AND 4333-010-041

THIS DESCRIPTION DESCRIBES ALL THAT REAL PROPERTY DESCRIBED IN THE TITLE REPORT IDENTIFIED AS FIRST AMERICAN TITLE INSURANCE COMPANY ORDER NO. NCS-505350-LA2, DATED OCTOBER 26, 2011.

ZONE: C-3

EXISTING FLOOR AREA: 8,765 SF

PROPOSED FLOOR AREA: 8,631 SF

LAND AREA: 11,606 SF
27 ACRES

ROBERTSON BOULEVARD

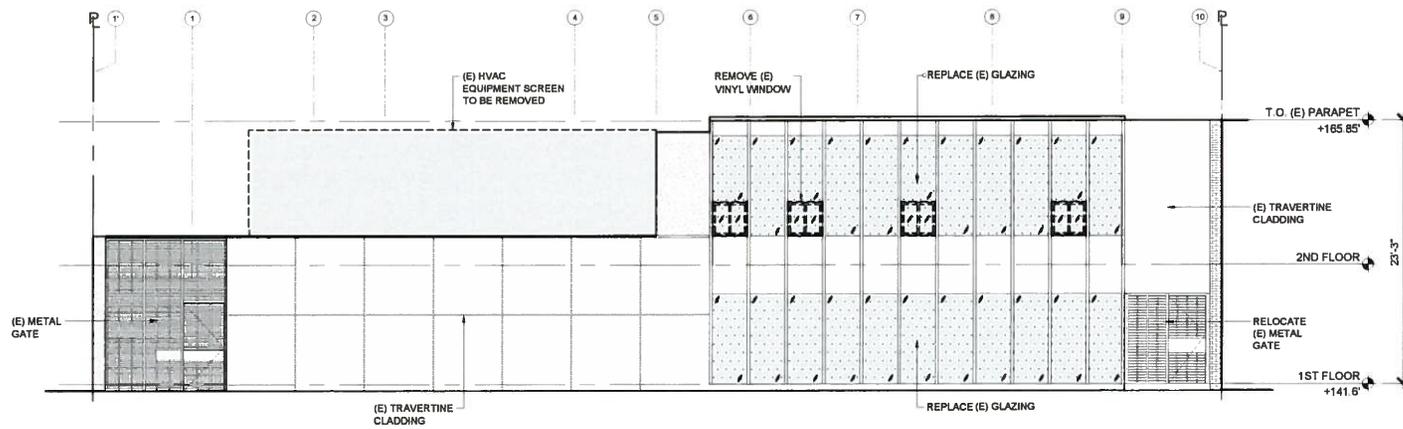


ARCHITECTURAL COMMISSION REVIEW
A-1: PLOT PLAN

BOTO
DESIGN
ARCHITECTS
ACOUSTICS

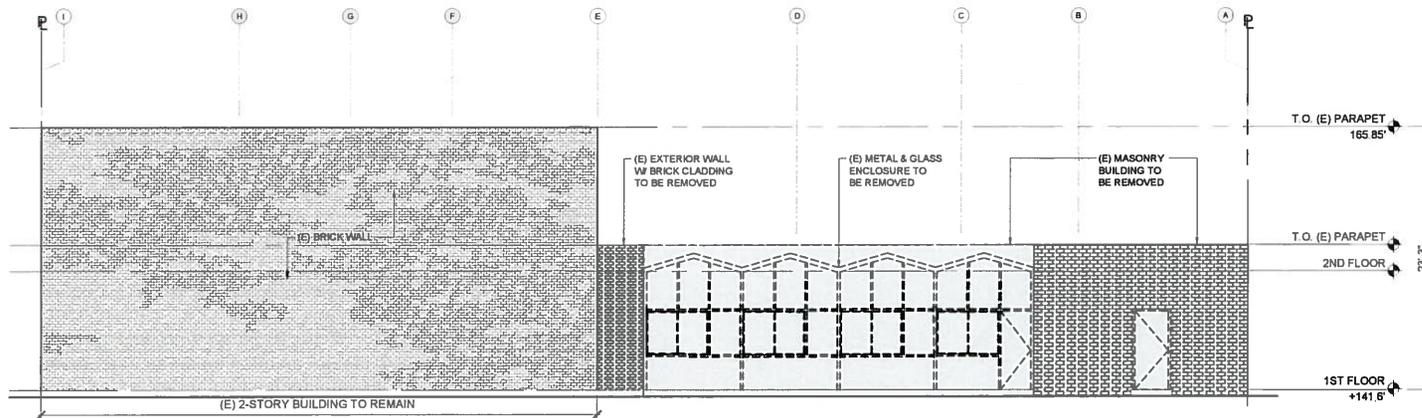
BOTO DESIGN ARCHITECTS, INC
1506 17TH STREET, 1ST FLOOR
SANTA MONICA, CA 90404
TEL. 310 453 6400
FAX 310 453 0640

CLERESTORY ENTERTAINMENT
377 S. ROBERTSON BLVD.
BEVERLY HILLS, CA 90211



EXISTING EAST ELEVATION

3/32" = 1'-0" 2



EXISTING NORTH ELEVATION

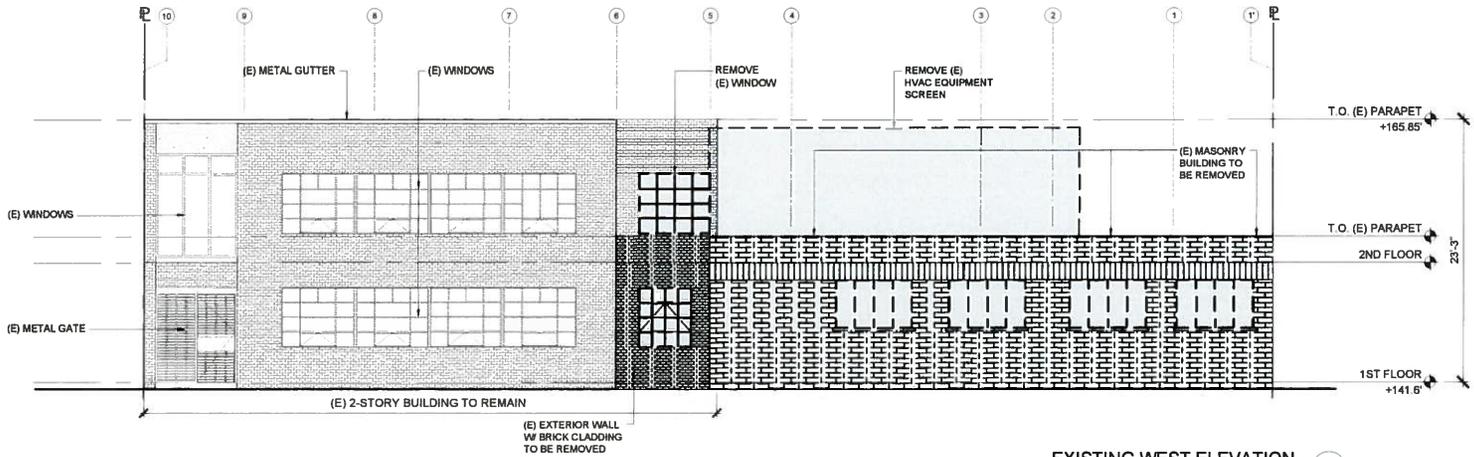
3/32" = 1'-0" 1

ARCHITECTURAL COMMISSION REVIEW
A-3.1: EXISTING ELEVATIONS

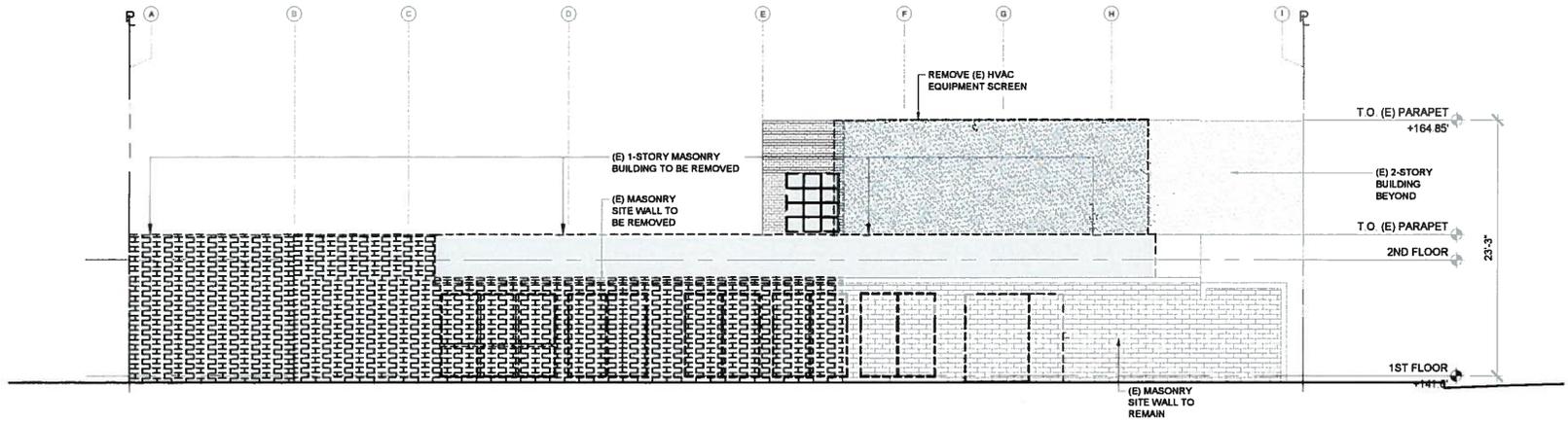
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EXISTING WEST ELEVATION 2
3/32" = 1'-0"



EXISTING SOUTH ELEVATION 1
3/32" = 1'-0"

ARCHITECTURAL COMMISSION REVIEW
A-3.2: EXISTING ELEVATIONS

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PARKING LOT TREES



EUCALYPTUS SIDEROXYLON 'ROSEA'
Red Ironbark



AGONIS FLEXUOSA 'AFTER DARK'
After Dark Peppermint Tree



ARBUTUS UNEDO
STRAWBERRY TREE



CERCIDIUM 'DESERT MUSEUM'
Desert Museum Palo Verde



SHRUBS AND GROUND COVER



ACHILLEA (Various)
Yarrow



SILVER SHADOW ASTELIA
Silver Astelia



CAREX DIVULSA
Berkeley Sedge



COPROSMA 'MARBLE QUEEN'
Dwarf Variegated Mirror Plant



DIANELLA TASMANICA 'SILVER STREAK'
Silver Streak Flax Lily



LOMANDRA LONGIFOLIA 'BREEZE'
Dwarf Mat Rush



MAHONIA REPENS
Creeping Mahonia



PHORMIUM 'TONY TIGER'
Tony Tiger Flax



PITTIOSPORUM CRASSIFOLIUM NANA
Dwarf Karo



SALVIA SPATHACEA
Hummingbird Sage



VERBENA BONARIENSIS
Purple Top

ARCHITECTURE COMMISSION REVIEW L-2: PLANTING MATERIALS

**CLERESTORY
ENTERTAINMENT**
377 S. ROBERTSON BLVD.
BEVERLY HILLS, CA 90211

MLA

landscape architecture | urban design | planning

MIA LEHNER + ASSOCIATES
3740 Wilshire Blvd., Suite 250, Los Angeles, CA 90010
www.mleaplanet.com

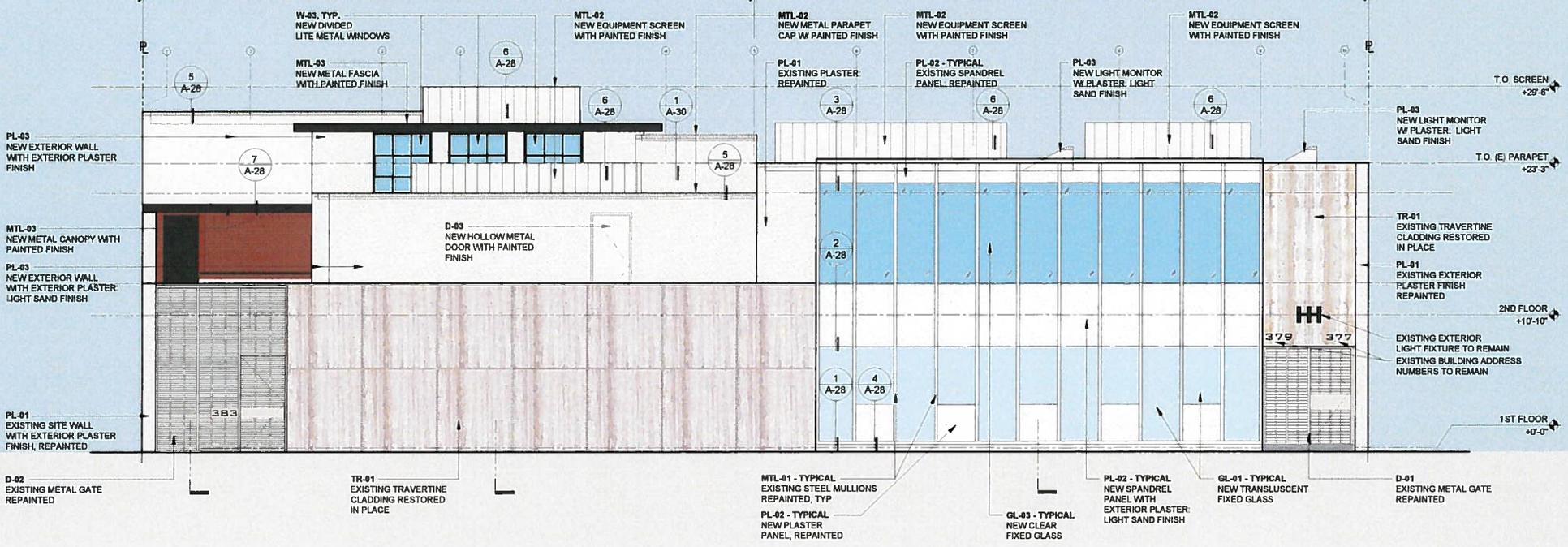
1
A-27

1
A-25

1
A-23

PROPOSED 2-STORY ADDITION

EXISTING 2-STORY BUILDING

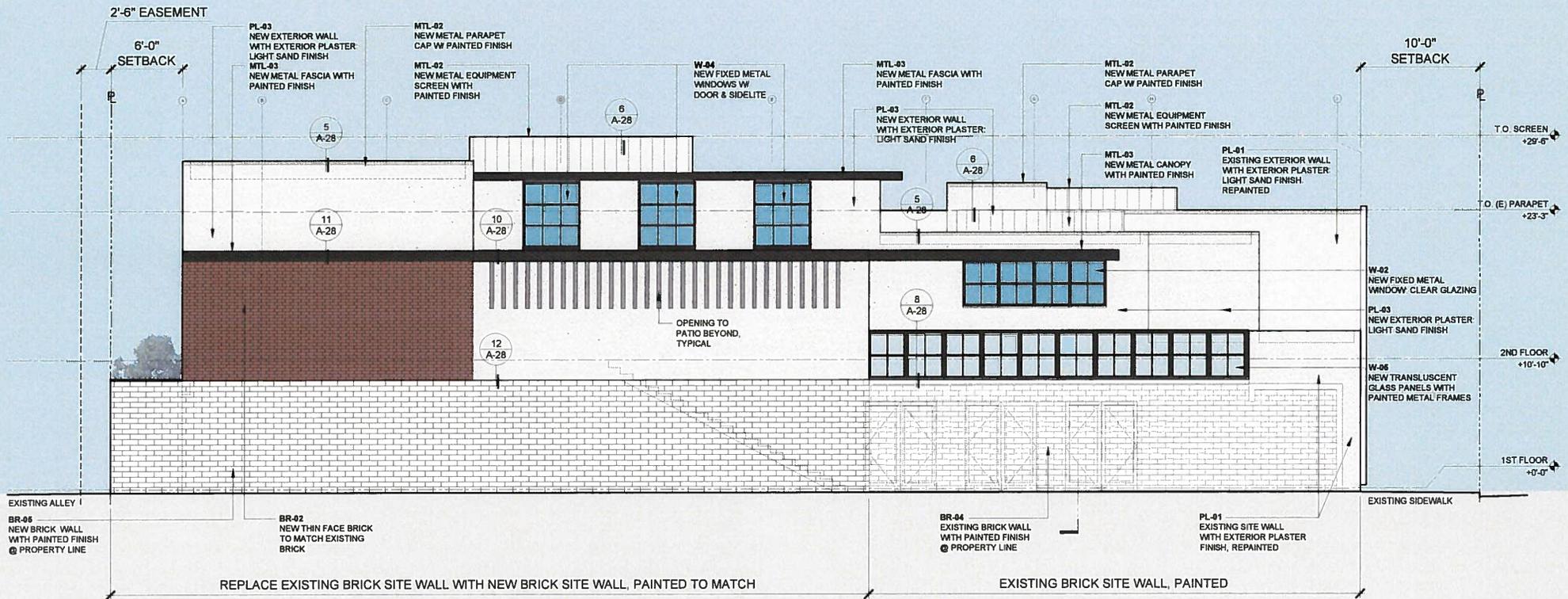


ARCHITECTURAL COMMISSION REVIEW
A-7: PROPOSED EAST ELEVATION

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ARCHITECTURAL COMMISSION REVIEW
A-8: PROPOSED SOUTH ELEVATION



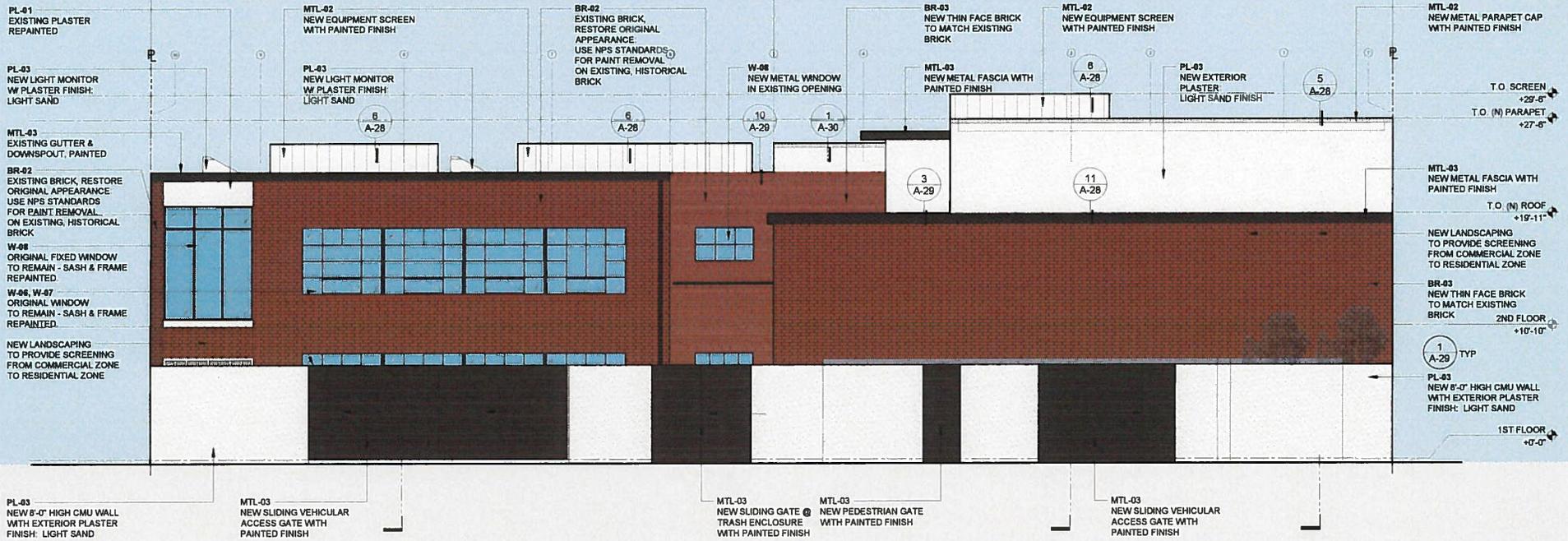
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EXISTING 2-STORY BUILDING

PROPOSED 2-STORY ADDITION



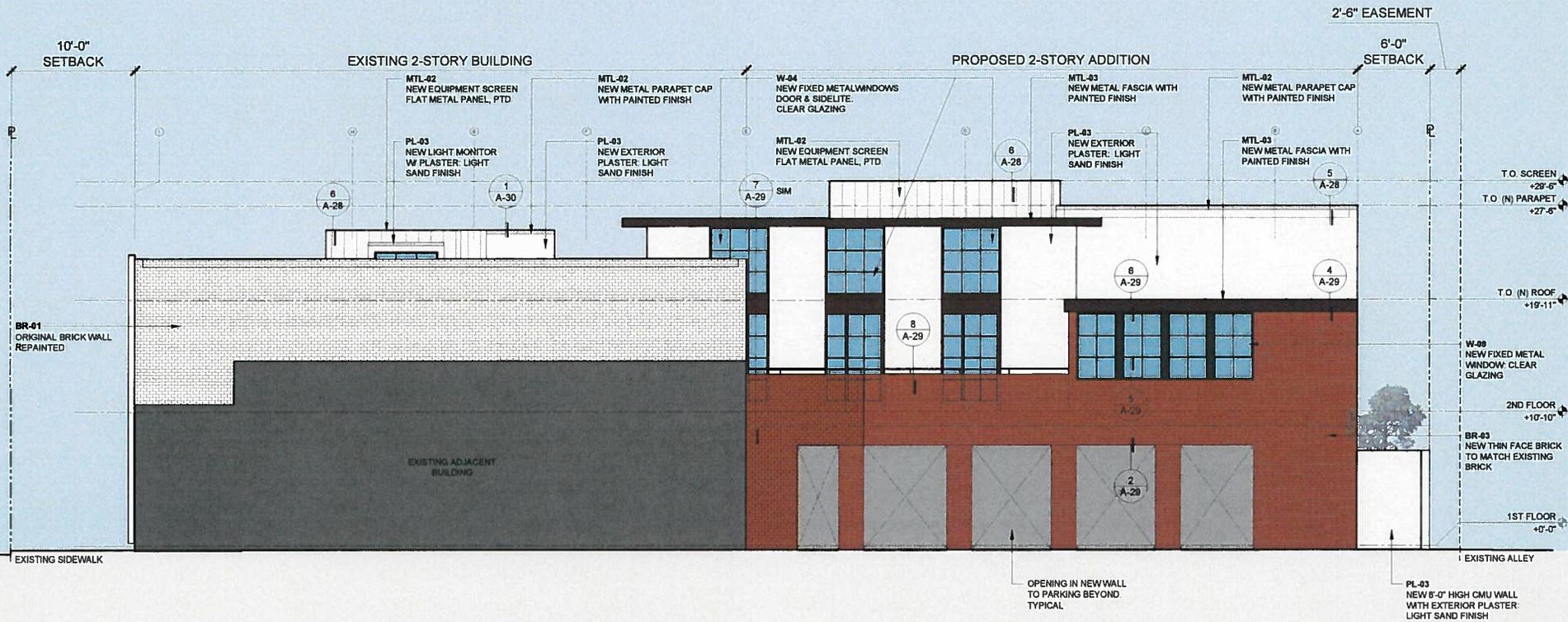
ARCHITECTURAL COMMISSION REVIEW
A-9: PROPOSED WEST ELEVATION

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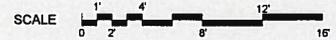


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ARCHITECTS
 ACOUSTICS



ARCHITECTURAL COMMISSION REVIEW
A-10: PROPOSED NORTH ELEVATION



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ARCHITECTURAL COMMISSION REVIEW
A-14: EXISTING STREET PANORAMA

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ARCHITECTURAL COMMISSION REVIEW
A-15: PROPOSED STREET PANORAMA

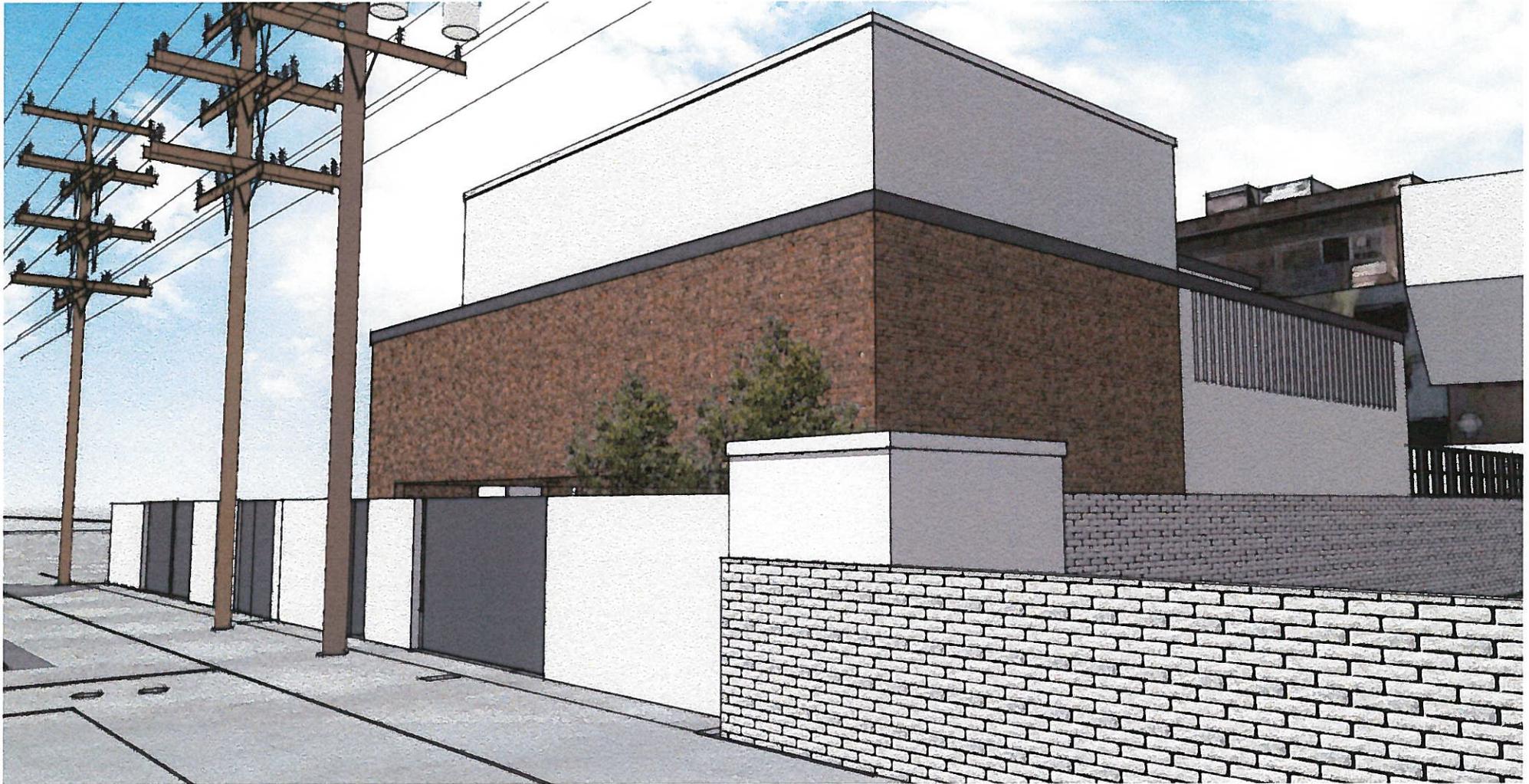
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ARCHITECTURAL COMMISSION REVIEW
3-DIMENSIONAL PERSPECTIVE RENDERING

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ARCHITECTURAL COMMISSION REVIEW
3-DIMENSIONAL PERSPECTIVE RENDERING

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377 S. ROBERTSON BLVD.
BEVERLY HILLS, CA 90211



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – June 17, 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 MODIFICATION AND A SECOND-STORY ADDITION TO AN EXISTING COMMERCIAL BUILDING FOR THE PROPERTY LOCATED AT 383 SOUTH ROBERTSON BOULEVARD (PL1506542).

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

Section 1. Maggie Cookman, Crest Real Estate, agent, on behalf of the property owner, Rhode Island Reality, LLC, (Collectively the “Applicant”), has applied for architectural approval for a façade modification and a second-story addition to an existing commercial building for the property located at 383 South Robertson 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 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 to be a potential historic resource. However, the project has been designed consistent with the Secretary of the Interior's Standards 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 **June 17, 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 environmental less desirable. The proposed project is proposed to be constructed using contemporary building materials and practices, and, as conditioned, compliant with all applicable building codes, including standards that protect against unwanted noise and vibrations.

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

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

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

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

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

Project-Specific Conditions

No project-specific conditions are proposed.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

7. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

Section 8. The Secretary of the Architectural Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 9. Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: **June 17, 2015**

Ryan Gohlich, Commission Secretary
Community Development Department

Barry Bernstein, Chair
Architectural Commission