



## Architectural Commission Report

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**Meeting Date:** Wednesday, July 15, 2015

**Subject:** **BLÜ LUXURY APARTMENTS (PL1509420)**  
**8601 Wilshire Boulevard**

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

**Project agent:** Chris O'Connell – Premier Sign Solutions

**Recommendation:** Conduct public hearing to discuss the project details and provide the applicant with an approval, as conditioned.

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### REPORT SUMMARY

The applicant is requesting review and approval of a façade modification, building identification signage, and a sign accommodation for multiple business identification signs for Blü Luxury Apartments located at 8601 Wilshire Boulevard. The project includes the following components:

#### Façade Modification

- Dark blue, painted horizontal banding at the ground floor and at the façade area located above the uppermost windows.

#### Building Identification Signage

- One (1) 144 SF non-illuminated building identification sign on the east elevation, and;
- One (1) 144 SF non-illuminated building identification sign on the west elevation.

The building identification signs will be created by a non-painted void in the dark blue, painted horizontal banding with the existing white-painted brick showing through as the lettering.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, when a building equals or exceeds one hundred feet (100') in height above grade, one building identification sign shall be permitted on each side of the building, including those that do not front on a public street. Any such sign shall be located above a height of seventy five feet (75') above grade.

Additionally, the total building identification sign area on any one side of a building shall not exceed two percent (2%) of the vertical surface area of such side. The maximum sign area for the east elevation is 179.7 SF and the maximum sign area for the west elevation is 153 SF. As such, both of the proposed building identification signs are in compliance with the standards set forth by the BHMC.

*(continued on next page)*

#### 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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cgordon@beverlyhills.org



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### Sign Accommodation (multiple business identification signs)

- Four (4) 24 SF façade-mounted, non-illuminated banner signs consisting of a vinyl material with aluminum supports painted to match the adjacent façade color (sign copies: “blü”; “luxury”; “living”; and “blü”)
- Existing: One (1) 0.85 SF entry sign (sign copy: “blü”)

TOTAL SIGN AREA: 96.85 SF

Pursuant to 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". As such, based on a storefront length of 102'-6" and a maximum sign area of 100 SF, the proposed business identification signage is within the maximum standards set forth in the BHMC.

Additionally, pursuant to §10-4-320 of the BHMC, any flag/banner/pennant that exceeds 12 SF must be reviewed by the Architectural Commission. All banner signs are included in the maximum business identification sign area allowance.

### **URBAN DESIGN ANALYSIS**

The proposed dark blue, painted horizontal banding appears as an unnecessary contrast to the existing building that may detract from the existing architecture and otherwise light building coloration. The portion at the ground floor will create an undesirable dark wall at the pedestrian level when combined with the pre-existing teal-tinted glazing; the portion above the uppermost windows creates an unnecessary cap to the building. These concerns may be alleviated by utilizing a lighter color that is more in keeping with the existing building coloration.

Additionally, the building identification signs are overly large and dominate the upper portions of the building. Given the visibility of the proposed location from various distances, it is recommended that the signs be reduced substantially in size to alleviate any adverse impact on the Wilshire Boulevard corridor and surrounding residential neighborhoods.

Furthermore, the banner signs located on the street-facing portion of the building appear to clutter the façade and should be reduced in both quantity and size so as to provide a more pedestrian-oriented aesthetic.

Project-specific conditions have been included in the draft approval resolution (Attachment D) based on this analysis; however, the Commission may wish to amend, add, or remove any project-specific conditions as necessary to make the findings for approval.

### **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



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filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

### **ENVIRONMENTAL ASSESSMENT**

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment. The project has also been reviewed and found not be a historic resource. The existing improvements to be demolished or altered were not designed by an architect or builder identified on the City's Master Architect list and the site and improvements are not listed on the City's historic resource inventory.

### **PUBLIC OUTREACH AND NOTIFICATION**

Public outreach and notification was not required for this project.



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**Attachment A**

Detailed Design Description  
and Materials (applicant prepared)

**SECTION 2 – PROJECT DESCRIPTION / ZONING INFORMATION**

**A Indicate Requested Application**

- Staff Review
  - Three (3) sets of plans required (all plan sets must be 11" x 17" in size).
- Architectural Commission Review
  - Eight (8) sets of plans required (all plan sets must be 11" x 17" in size).
  - Public Notice materials required for Sign Accommodations (see Section 5 for public notice requirements).

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

- New construction
- Façade Remodel ONLY
- Business Identification Sign(s)
  - Number of signs proposed:
- Building Identification Sign(s)
  - Number of signs proposed:
- Sign Accommodation (explain reason for the accommodation request below):
  - 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:**

We are proposing two elegant, hand-painted Building Identification Signs at 8601 Wilshire, a building that exceeds 100' in height above grade. Height of signs to be located 109' above grade.  
 Copy:  
 Blu Luxury Residences  
 Band paint color: Dunn Edwards- Parisian Night  
 Lettering paint color: Dunn Edwards DEW380 White

We are also proposing 4 blade banners be mounted on the building front facing Wilshire blvd identifying the business perpendicular to the building. The DSS Pro 14oz. Smooth Blockout Vinyl Banners present artwork in a premium fashion. Its non-transparent property fits best in heavily-lit areas and outdoor settings.  
 Copy:  
 Banner 1: blu  
 Banner 2: luxury  
 Banner 3: living  
 Banner 4: blu

**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	Building ID Sign(s)	2	5.5' (H) x 25.75' (W)	144 sq ft	2% of vertical surface area West Wall 2% of 7,650 Sq. ft = 153 Sq ft). East Wall 2% of 8,985 sq ft = 179.7sq ft
2	Building ID Sign(s)	4	24" x 144" (H) each	24 sq ft each or 96 sq ft total	100 sq ft
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: N/A \_\_\_\_\_  
 Texture /Finish: \_\_\_\_\_  
 Color / Transparency: \_\_\_\_\_

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

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

**ROOF**

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

**COLUMNS**

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

**BALCONIES & RAILINGS**

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

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

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

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

**AWNINGS, CANOPIES**

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

**DOWNSPOUTS / GUTTERS**

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

**BUSINESS ID SIGN(S)**

Material: DSS Pro 14oz. Smooth Blockout Vinyl Banner  
Texture /Finish: Smooth / Matte  
Color / Transparency: White / none

**BUILDING ID SIGN(S)**

Material: Acrylic, weather resistant outdoor paint  
Texture /Finish: Smooth  
Color / Transparency: Dunn Edwards- Parisian Night (dark blue) with Lettering Dunn Edwards- White DEW380

**EXTERIOR LIGHTING**

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

**PAVED SURFACES**

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

**FREESTANDING WALLS AND FENCES**

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

**OTHER DESIGN ELEMENTS**

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

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

N/A

**SECTION 4 – DESIGN ANALYSIS AND FINDINGS (for Commission level applications only)**

**A Clearly identify how your project adheres to each of the required findings of the Architectural Review Commission:**

- 1. Describe how the proposed building or structure is in conformity with good taste and good design and, in general, contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.**

Though good taste and good design are by their nature, subjective, we have tried to make every effort to ensure the the proposed sign contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality. Specifically we have incorporated an appropriate balance of color and design principles to help promote the image of Beverly Hills.

The property at 8601 is architecturally in good taste and design, though the building's largest wall (Perpendicular to Wilshire Blvd. and parallel to Stanley Dr.) is massive in size, stark white and lacking any

- 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.**

The hand-painted signs, while having no direct bearing on external or internal noise, are a further indicator of a high-end building with a desirable living environment, which includes no sound pollution.

- 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 signs will be meticulously hand-painted using superior-quality exterior grade paint created exactly for this use. The design and appearance of the signs themselves were specifically created to enhance the desirability of the area.

- 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.**

We have followed all applicable zoning codes

- 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.**

We have followed all applicable zoning codes

## **Addendum to P6 A. 1.**

Though good taste and good design are by their nature, subjective, we have tried to make every effort to ensure the the proposed sign contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality. Specifically we have incorporated an appropriate balance of color and design principles to help promote the image of Beverly Hills.

The property at 8601 is architecturally in good taste and design, though the building's largest wall (Perpendicular to Wilshire Blvd. and parallel to Stanley Dr.) is massive in size, stark white and lacking any high-quality character. The opposing east wall as well lacks any branding or identification. To wit, the building is often mistaken by pass-by traffic as an antiquated medical facility.

Our proposed building identification signs will achieve two goals: conform with good taste and good design while properly branding the building as a high-end luxury destination. The signs will be hand painted to further contribute to the elegance of the signs. The DSS Pro 14oz. Smooth Blockout Vinyl Banners present artwork in a premium fashion. Its non-transparent property fits best in heavily-lit areas and outdoor settings.

**PREMIUM SIGN  
SOLUTIONS**



**Blu Architectural Commission Application**



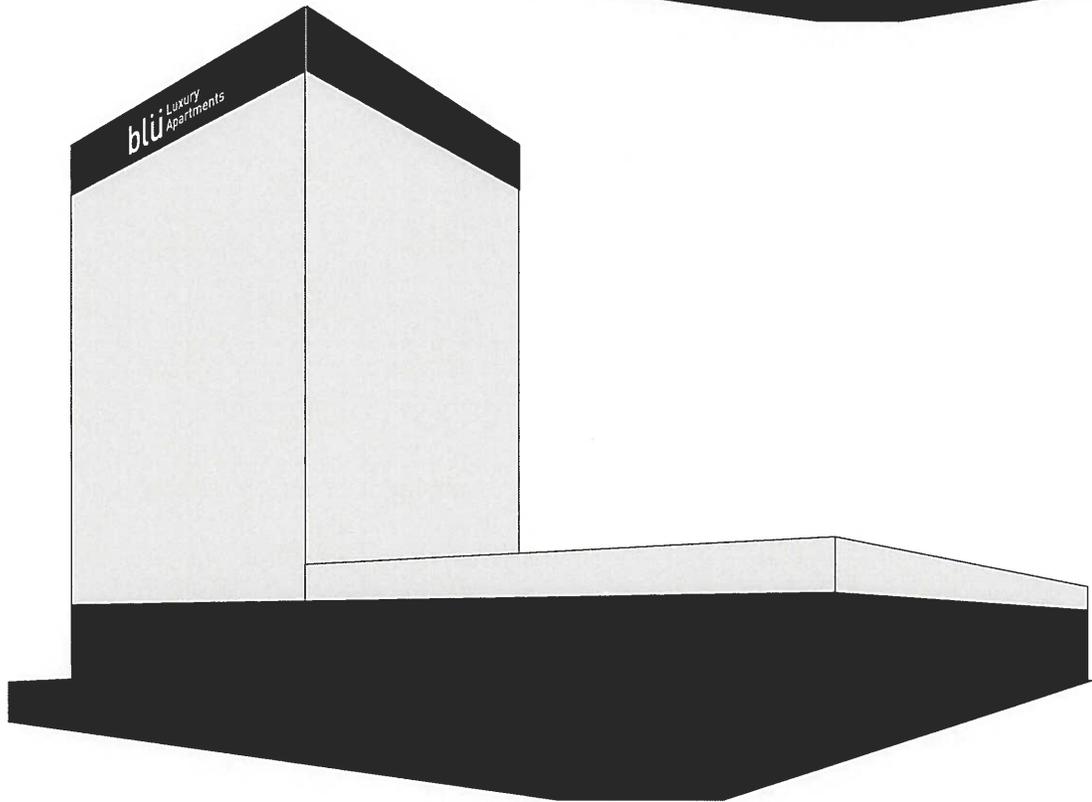
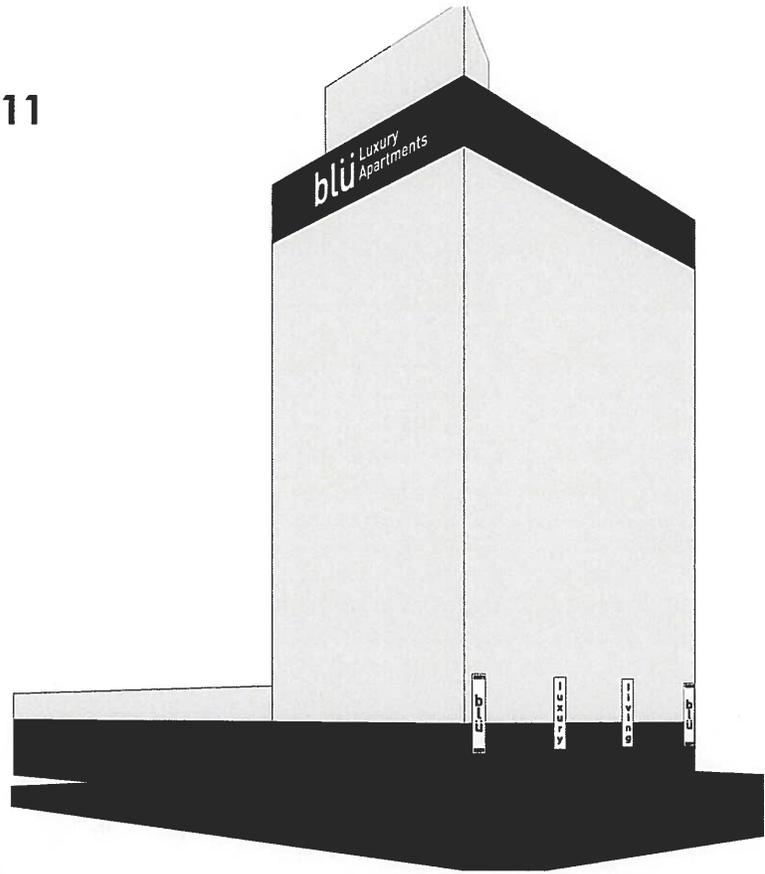
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**Attachment B**  
Project Design Plans

**Blu Beverly Hills**  
**8601 Wilshire Blvd**  
**Beverly Hills, CA 90211**



**PREMIUM SIGN  
SOLUTIONS**



Blu Architectural Commission Application

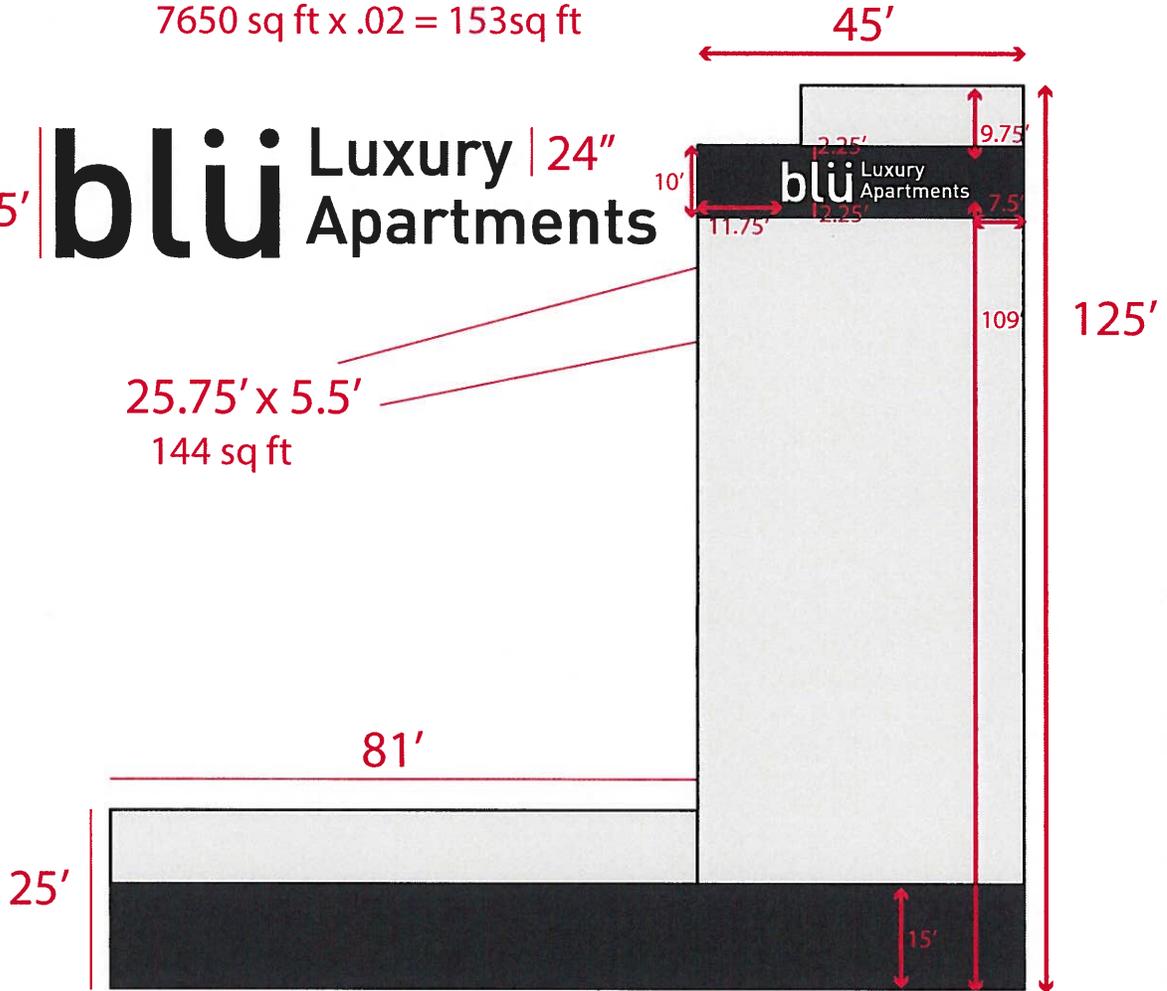
# Elevation and Sq Footage

## West wall

$7650 \text{ sq ft} \times .02 = 153 \text{ sq ft}$

5.5' | **blü** Luxury Apartments | 24"

25.75' x 5.5'  
144 sq ft



Band paint color: Dunn Edwards- Parisian Night  
Lettering paint color: Dunn Edwards DEW380 White

Existing Facade



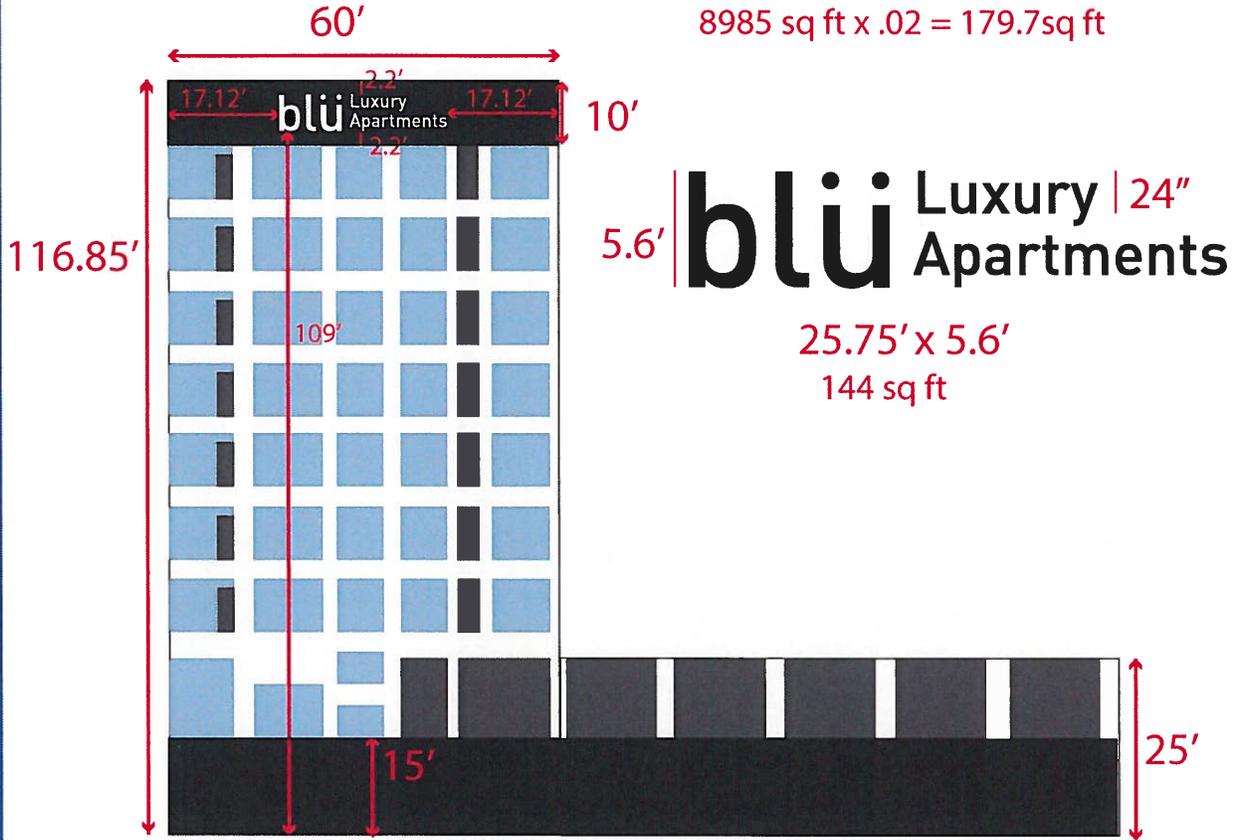
**PREMIUM SIGN SOLUTIONS**



Blu Architectural Commission Application

# Elevation and Sq Footage

## East wall



Note: Renderings indicate scope of project to include the painting of concrete walls only. Windows with existing tint are untouched in this project.  
Band paint color: Dunn Edwards- Parisian Night  
Lettering paint color: Dunn Edwards DEW380 White

## Existing Facade



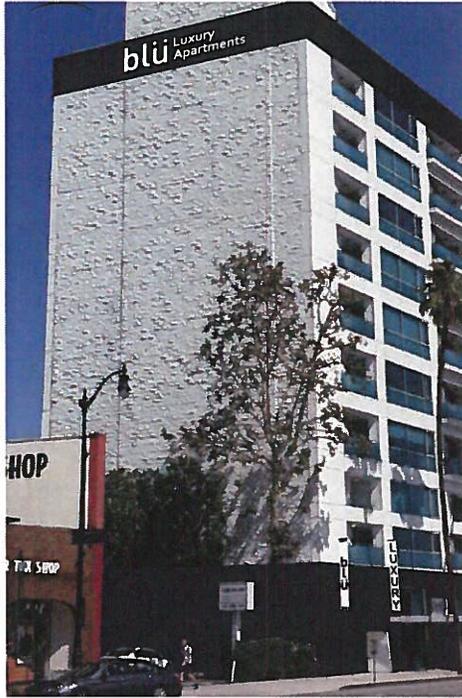
**PREMIUM SIGN SOLUTIONS**



Blu Architectural Commission Application

# Paint Renderings

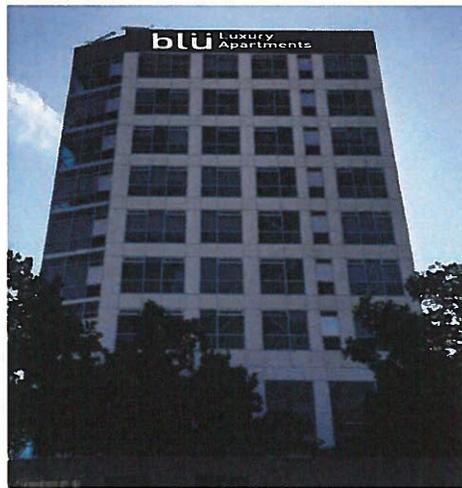
## West



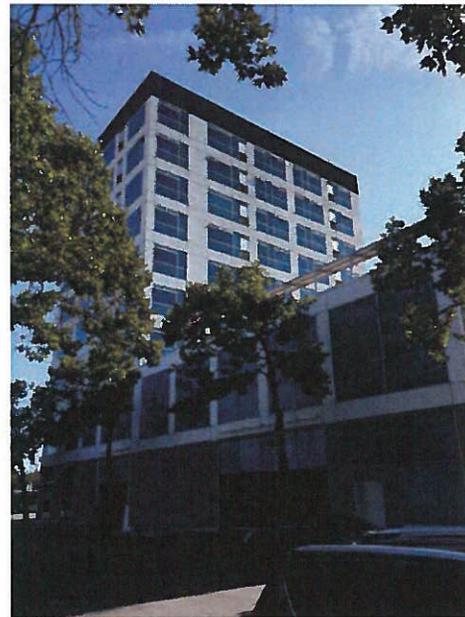
## South



## East



## North



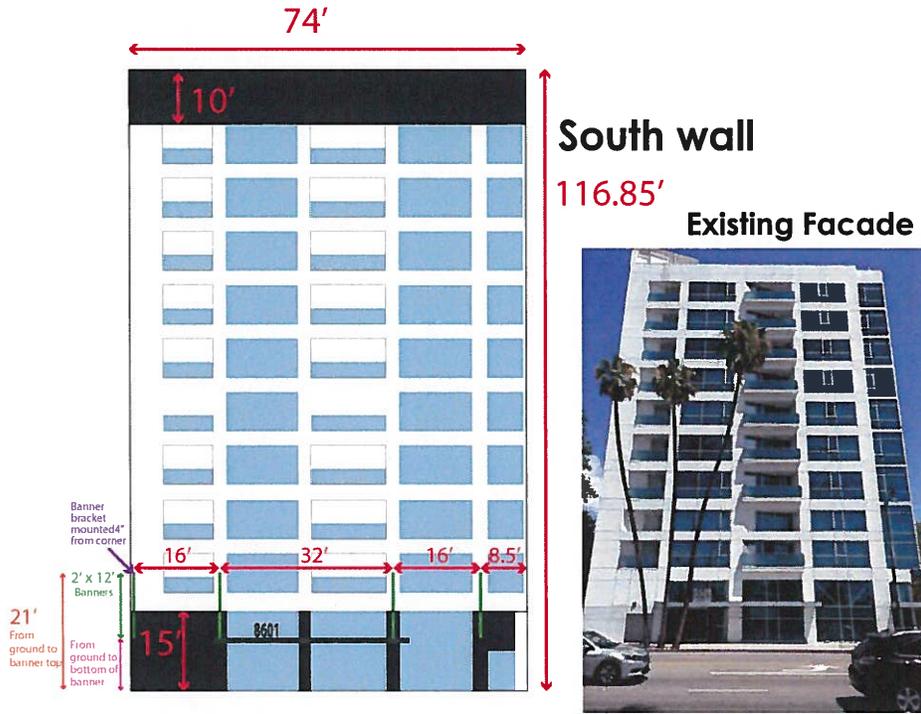
Note: Renderings indicate scope of project to include the painting of concrete walls only. Windows with existing tint are untouched in this project.  
Band paint color: Dunn Edwards- Parisian Night  
Lettering paint color: Dunn Edwards DEW380 White

**PREMIUM SIGN SOLUTIONS**

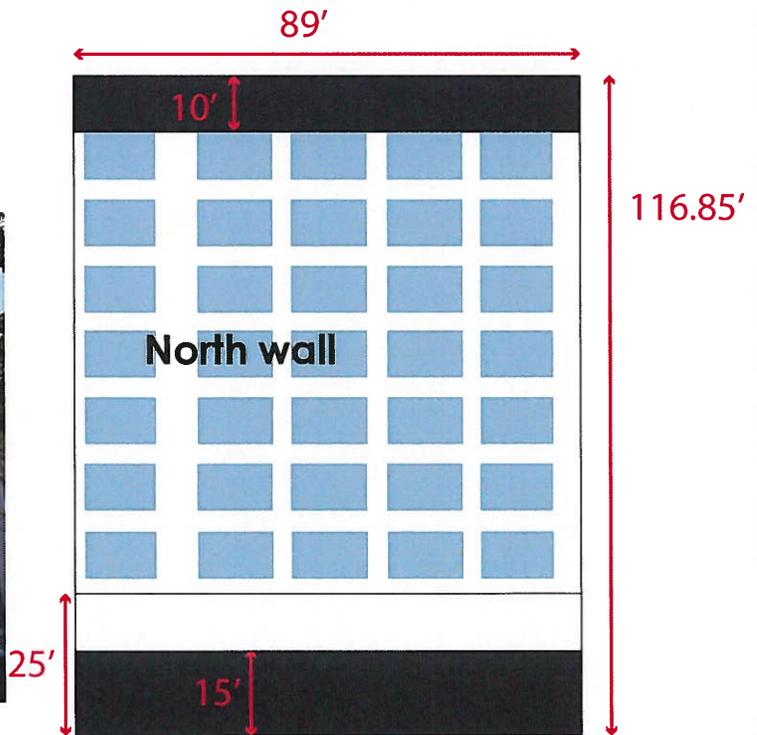
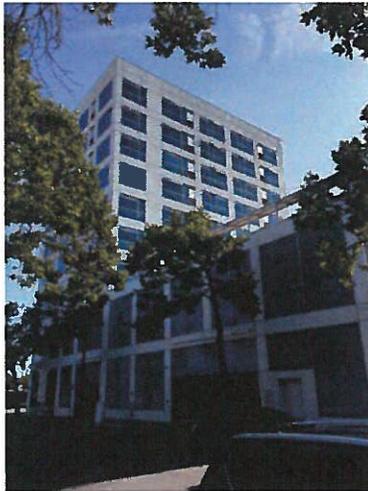


Blu Architectural Commission Application

# Elevation and Sq Footage



Existing Facade



**PREMIUM SIGN SOLUTIONS**



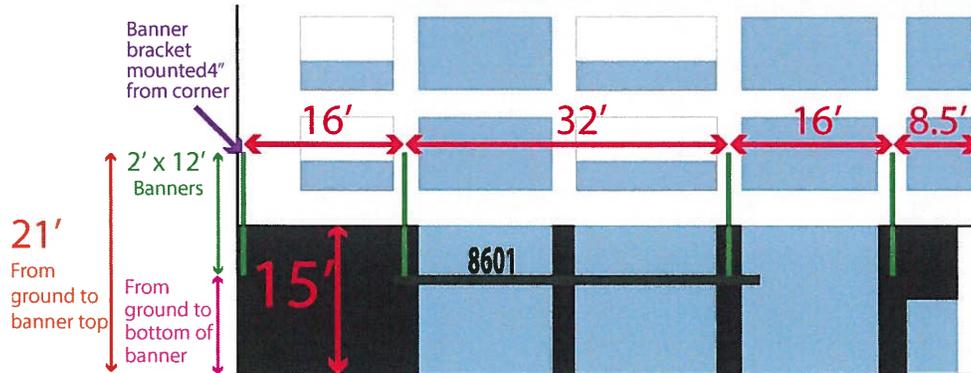
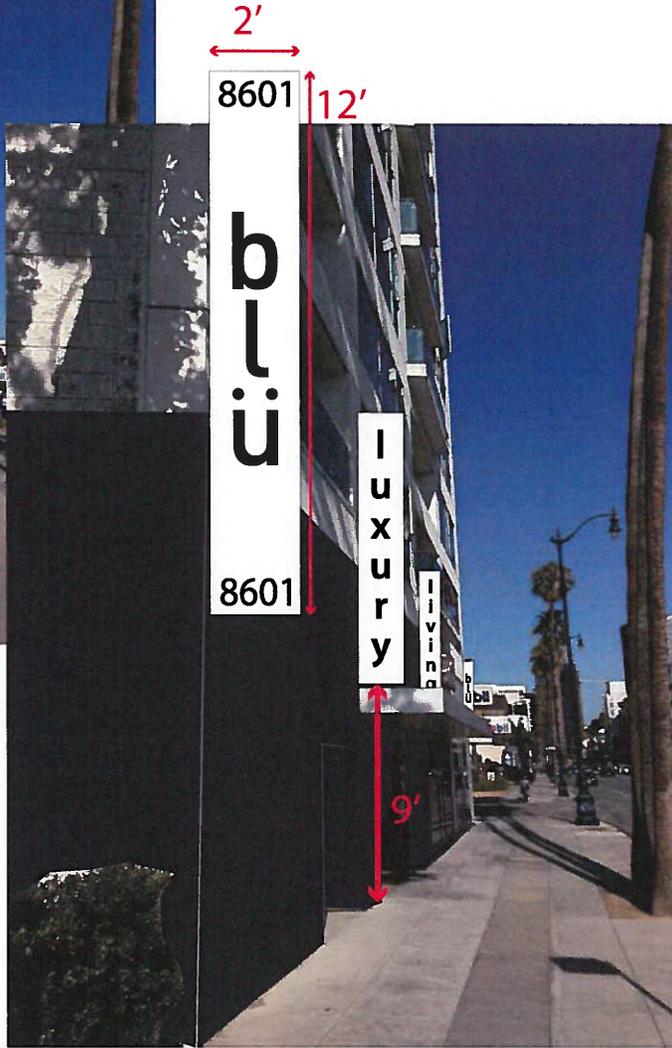
Blu Architectural Commission Application

# Building Identification Banners

Existing Facade



South Wall



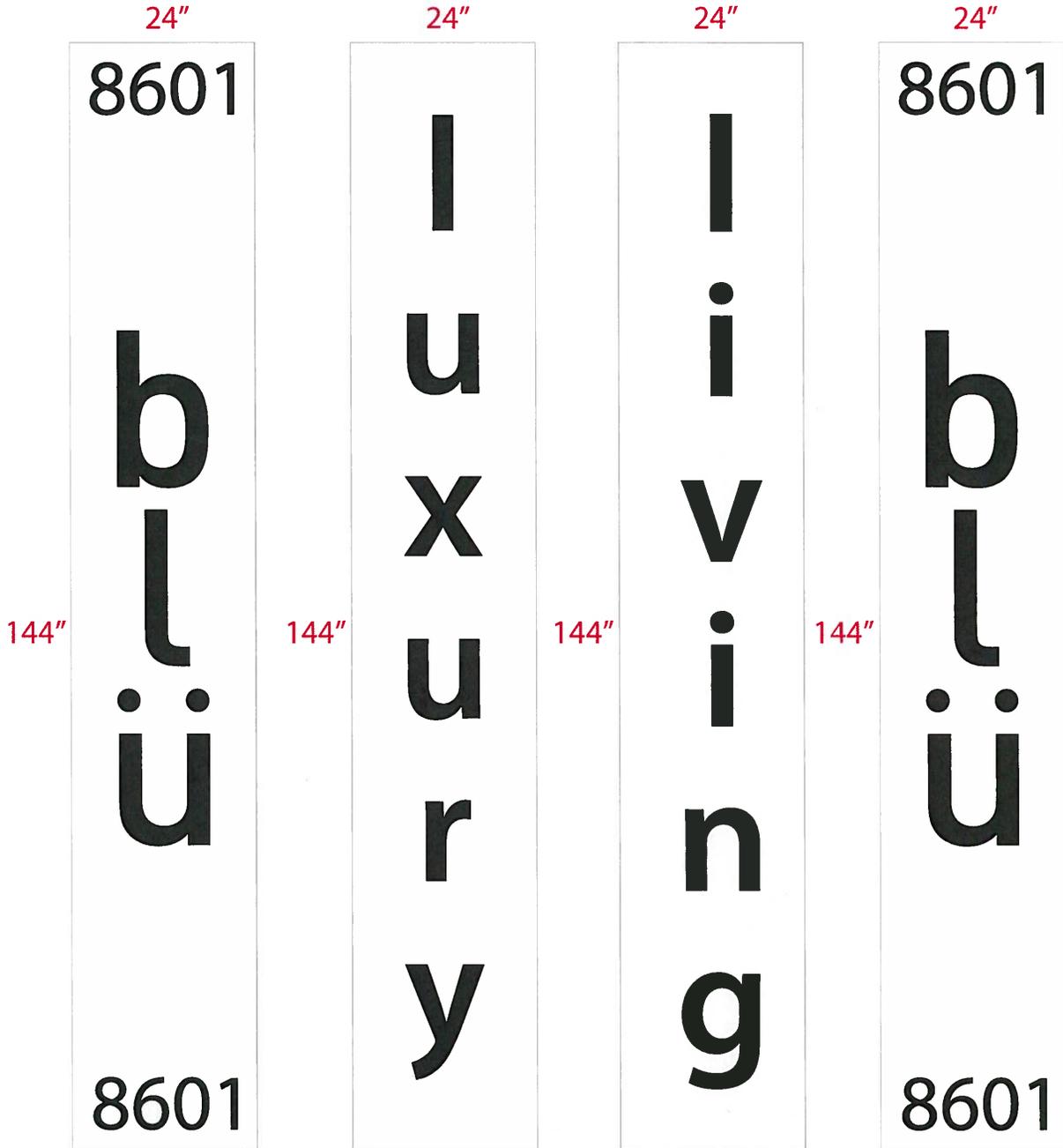
Banner spacing and heights

**PREMIUM SIGN SOLUTIONS**

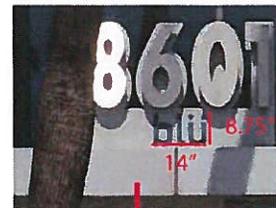


Blu Architectural Commission Application

# Building Identification Banners



The DSS Pro 14oz. Smooth Blockout Vinyl Banners present artwork in a premium fashion. Its non-transparent property fits best in heavily-lit areas and outdoor settings.



**PREMIUM SIGN SOLUTIONS**



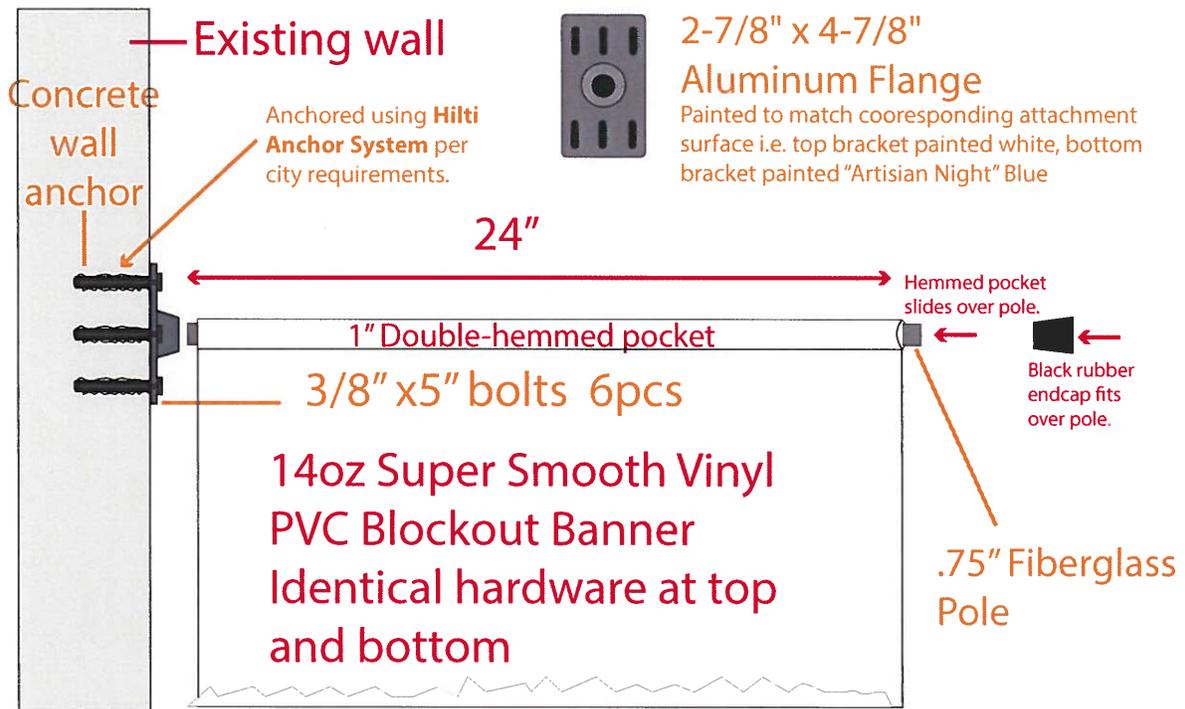
4pcs.

96 sq ft of proposed space plus .85 sq ft of existing signage  
Based on 100 sq ft allowed for 74' street frontage.

Blu Architectural Commission Application

# Building Identification Banners

## Banner Attachment Method



**PREMIUM SIGN SOLUTIONS**



Blu Architectural Commission Application



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**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 TO ALLOW A FAÇADE MODIFICATION, BUILDING IDENTIFICATION SIGNAGE, AND A SIGN ACCOMMODATION FOR MULTIPLE BUSINESS IDENTIFICATION SIGNS FOR THE PROPERTY LOCATED AT 8601 WILSHIRE BOULEVARD (PL1509420 – BLÜ LUXURY APARTMENTS).

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

Section 1. Chris O’Connell, Premium Sign Solutions, agent, on behalf of the property owner, Retirement Concepts Developments, and the tenant, Blü Luxury Apartments, (Collectively the “Applicant”), has applied for architectural approval to allow a façade modification, building identification signage, and a sign accommodation for multiple business identification signs for the property located at 8601 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 to 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 **July 15, 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

1. The painted horizontal banding shall be revised to a lighter color that is more appropriate to the building’s aesthetic; the coloration of the building identification signs may be revised, as necessary, to maintain adequate visibility and contrast. All coloration changes shall be subject to final review and approval by City staff.
2. The two (2) building identification signs shall be reduced in size, consistent with the recommendations set forth by the Architectural Commission, and subject to final review and approval by City staff.
3. The four (4) banner business identification signs shall be reduced in size and quantity, consistent with the recommendations set forth by the Architectural Commission, and subject to final review and approval by City staff.

Standard Conditions

4. **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.

5. **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.
6. **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.
7. **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.
8. **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.
9. **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.
10. **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.

**11. 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: **July 15, 2015**

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Ryan Gohlich, Commission Secretary  
Community Development Department

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Andrea Gardner Apatow, Chair  
Architectural Commission