



Architectural Commission Report

Meeting Date: Wednesday, August 19, 2015

Subject: **TWO RODEO (PL1511197)**
9480 Dayton Way

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

Project agent: Bill Wiley – Two Rodeo Drive CBRE

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

REPORT SUMMARY

The applicant is requesting review and approval of a sign accommodation for multiple building identification signs and a sign accommodation for a mural for the Two Rodeo retail development located at 9480 Dayton Way. The project includes the following components:

Sign Accommodation (multiple building identification signs)

- Nine (9) 0.8 SF non-illuminated, window-mounted signs located on the second floor windows of the Wilshire Boulevard elevation.

TOTAL SIGN AREA: 7.2 SF

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, the Architectural Commission may approve a sign accommodation to allow multiple building identification signs if the total area of all business identification signs does not exceed two percent (2%) of the vertical surface area of that elevation, excluding penthouse walls. As such, based on a vertical surface area of 10,752 SF and a maximum sign area of 215 SF, the proposed building identification signage is within the maximum standards set forth in the BHMC.

Sign Accommodation (mural)

- Non-illuminated, window-mounted mural in a vinyl material consisting of a circular pattern located on second floor windows of the Wilshire Boulevard elevation.

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.”

(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:

Cindy Gordon, AICP, Associate Planner
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cgordon@beverlyhills.org



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URBAN DESIGN ANALYSIS

The proposed building identification signage, while of a considerable quantity, is understated and will not have an adverse impact on the streetscape of Wilshire Boulevard. Additionally, the proposed mural is artful in its aesthetic and will add a visually interesting element to the second floor elevation.

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.



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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):
Mural and multiple building Identification Signs _____ 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:

Installation of temporary exterior vinyl perforated graphics for 6 sets of windows on the facade of Two Rodeo, facing Wilshire Blvd. One panel will have a 16 square foot leasing sign. The total length of the building facade on Wilshire Blvd. is 168 feet. There will be 9 small signs, each 114 square inches (displayed throughout the 22 panels). We anticipate the graphics will be removed after the space has been leased and remodeled.

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

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

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

- | | | |
|---|--|--|
| <input type="checkbox"/> General Office Building | <input type="checkbox"/> Multi-family Building | <input checked="" type="checkbox"/> Other (specify below): |
| <input checked="" type="checkbox"/> Retail Building | <input type="checkbox"/> Vacant | Shopping Center |
| <input type="checkbox"/> Medical Office Building | <input type="checkbox"/> 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)	9	9.5"W x 12"H	114 square inches	215 Square Feet
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: NA
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

ROOF

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

COLUMNS

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

BALCONIES & RAILINGS

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

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

Material: NA
 Texture /Finish: _____
 Color / Transparency: _____

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

AWNINGS, CANOPIES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

DOWNSPOUTS / GUTTERS

Material: NA
Texture /Finish: _____
Color / Transparency: _____

BUSINESS ID SIGN(S)

Material: NA
Texture /Finish: _____
Color / Transparency: _____

BUILDING ID SIGN(S)

Material: Vinyl
Texture /Finish: Matte
Color / Transparency: Perforated, semi-transparent

EXTERIOR LIGHTING

Material: NA
Texture /Finish: _____
Color / Transparency: _____

PAVED SURFACES

Material: _____
Texture /Finish: _____
Color / Transparency: _____

FREESTANDING WALLS AND FENCES

Material: NA
Texture /Finish: _____
Color / Transparency: _____

OTHER DESIGN ELEMENTS

Material: Vinyl
Texture /Finish: Matte
Color / Transparency: Perforated, semi-transparent

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 proposed temporary mural design with signs incorporates the Two Rodeo logo in gold with a simple, elegant cream and silver colored continuous pattern that matches well with the existing color pallet of the larger building in a way that makes the new work feel like it belongs while elevating quality and high end style.

- 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 proposed temporary mural design with signs will be adhered to the existing building of the Two Rodeo Shopping Center and is well maintained by ownership and management. Our proposed design works with the building to ensure the quality of its overall appearance, and the materials proposed are chosen with maintenance and durability in mind.

- 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 temporary mural design with signs, incorporates the Two Rodeo logo in gold with a simple, elegant cream and silver colored continuous pattern that matches well with the existing color pallet of the larger building in a way that makes the new work feel like it belongs while elevating quality and high end style.

- 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.**

None of the facade of the building will be altered. There will only be vinyl graphics added to specific windows. All proposed vinyl graphics will be in conformance with local codes and laws.

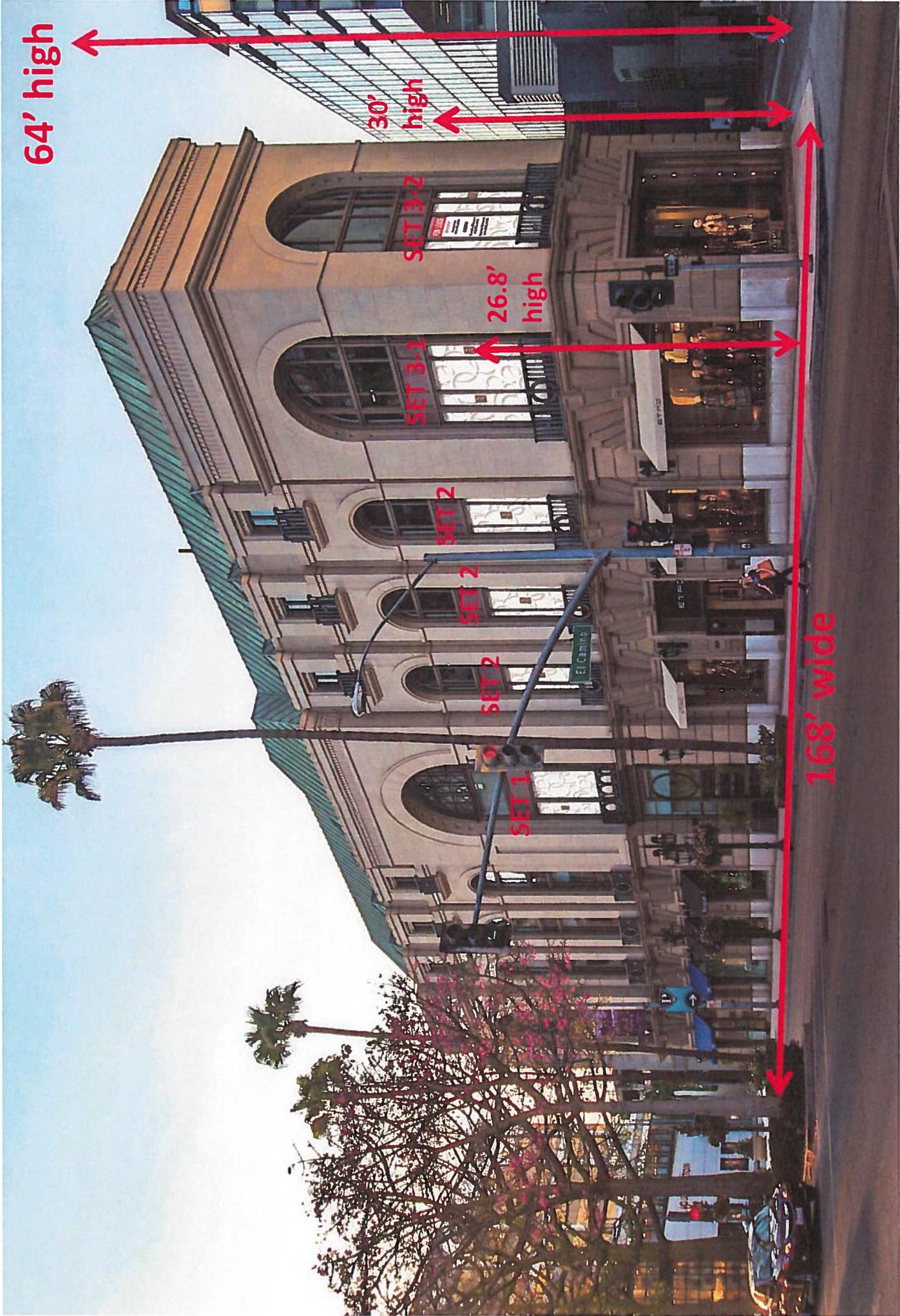


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Attachment B
Project Design Plans



64' high

30' high

SET 3-2

26.8' high

SET 3-1

SET 2

SET 2

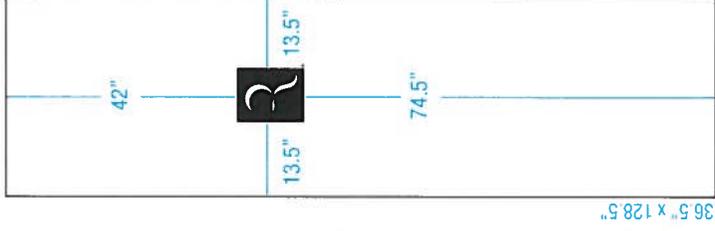
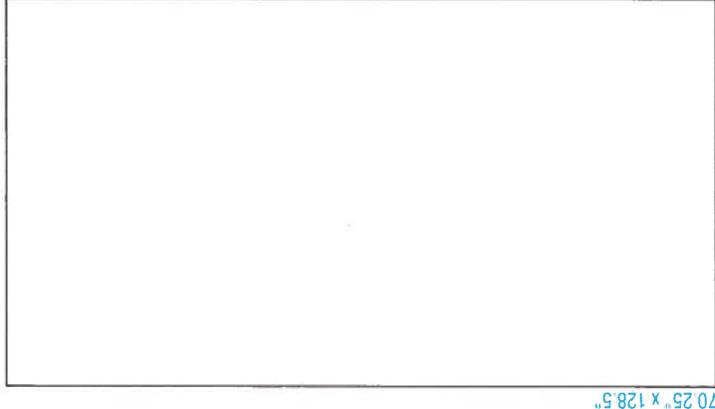
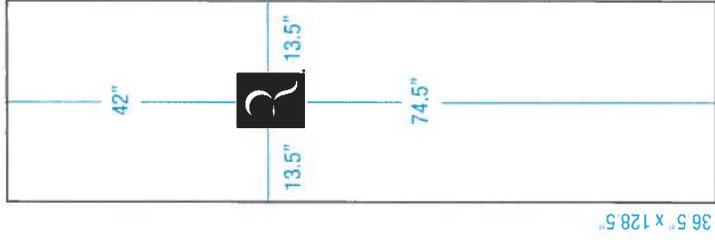
SET 2

SET 1

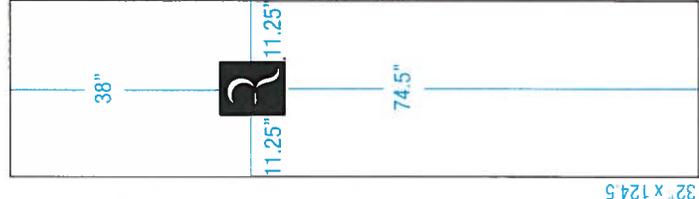
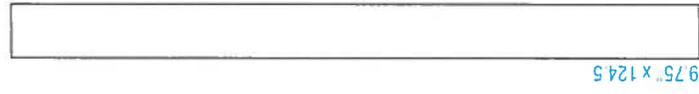
168' wide

El Camino

SET 1



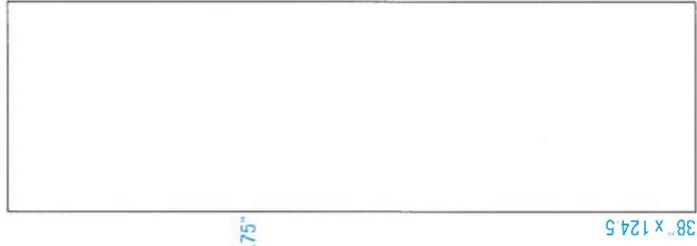
SET 2 (x 3 sets)



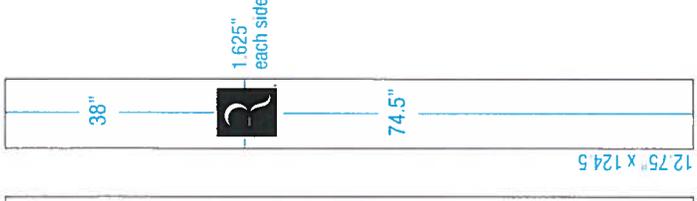
Size for ALL logos =
9.5" x 12"
(114 square inches)

Area of all logos:
114" square inches x 9 logos =
1026 square inches =
7.125 square feet

SET 3-1



SET 3-2





STRO

PADO PABLO

RUSSELLAT

9515

9517

9501

P

↑

PLATT

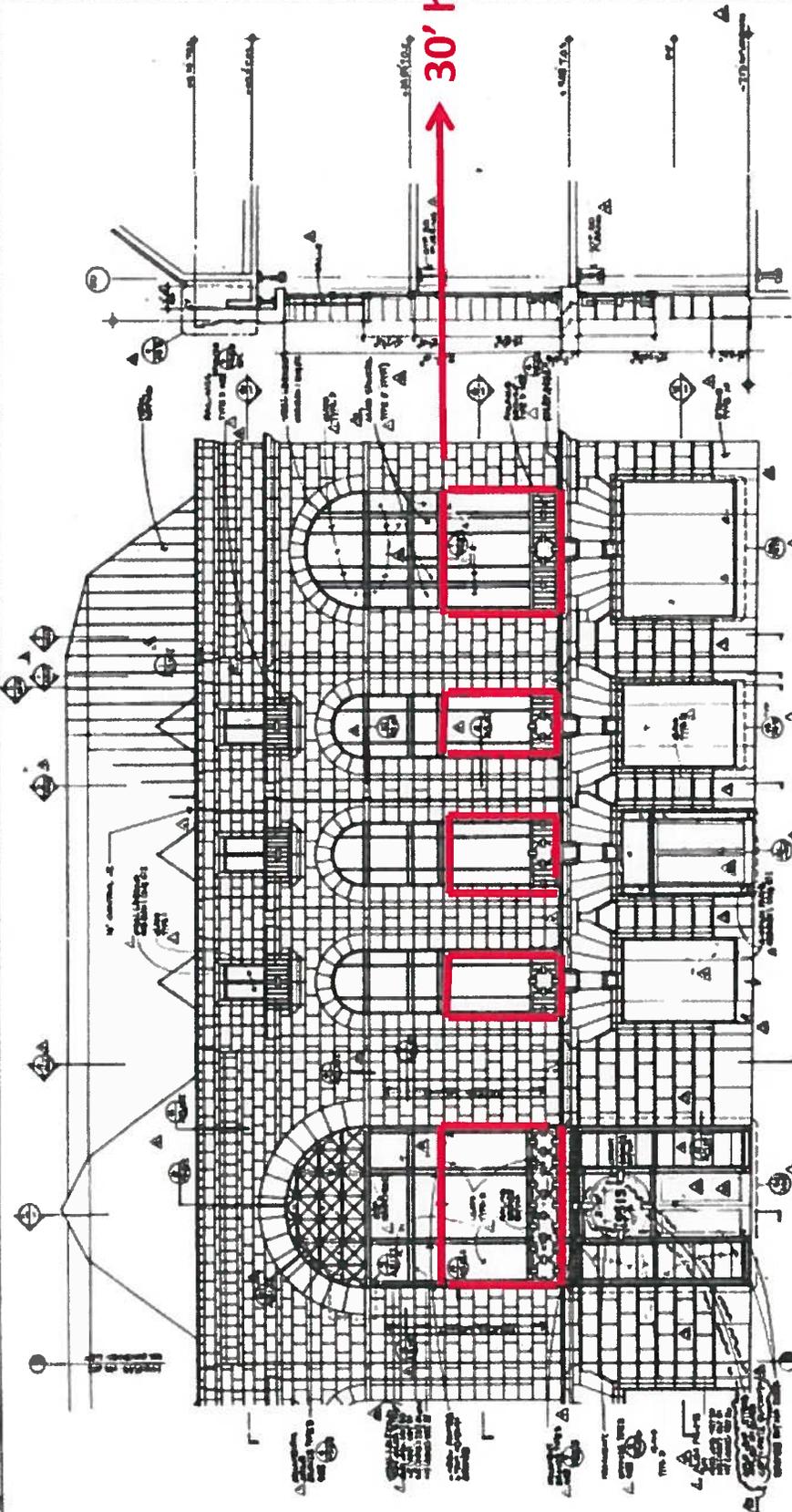


FOR LEASE

Jay Luchs
310.407.8888

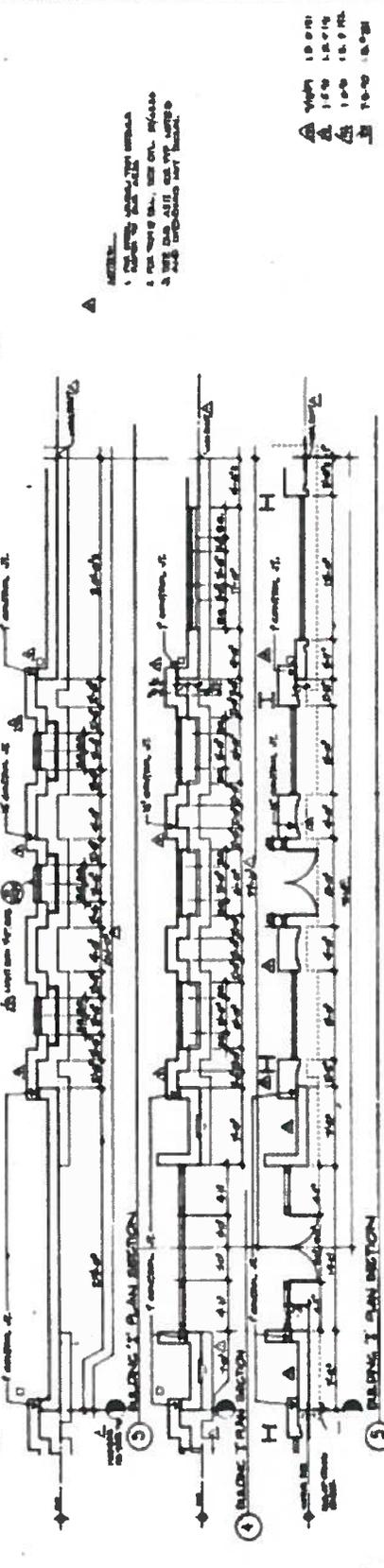
Kenneth Morgan
415.773.3646

Cedric Murren
310.990.2200



2 BUILDING 'A' WALL SECTION

1 BUILDING 'A' ELEVATION



3 BUILDING 'A' PLAN SECTION

4 BUILDING 'A' PLAN SECTION

5 BUILDING 'A' PLAN SECTION

6 BUILDING 'A' PLAN SECTION

7 BUILDING 'A' PLAN SECTION

8 BUILDING 'A' PLAN SECTION

9 BUILDING 'A' PLAN SECTION

10 BUILDING 'A' PLAN SECTION

11 BUILDING 'A' PLAN SECTION

12 BUILDING 'A' PLAN SECTION

13 BUILDING 'A' PLAN SECTION

14 BUILDING 'A' PLAN SECTION

15 BUILDING 'A' PLAN SECTION

To see a zoomable version of the above elevations plan, please see "Elevations Zoomable" PDF document.

**KAPLAN
McLAUGHLIN
DIAZ**
ARCHITECTS
222 VALLUJO
SAN FRANCISCO CA 94111
415 398 5181

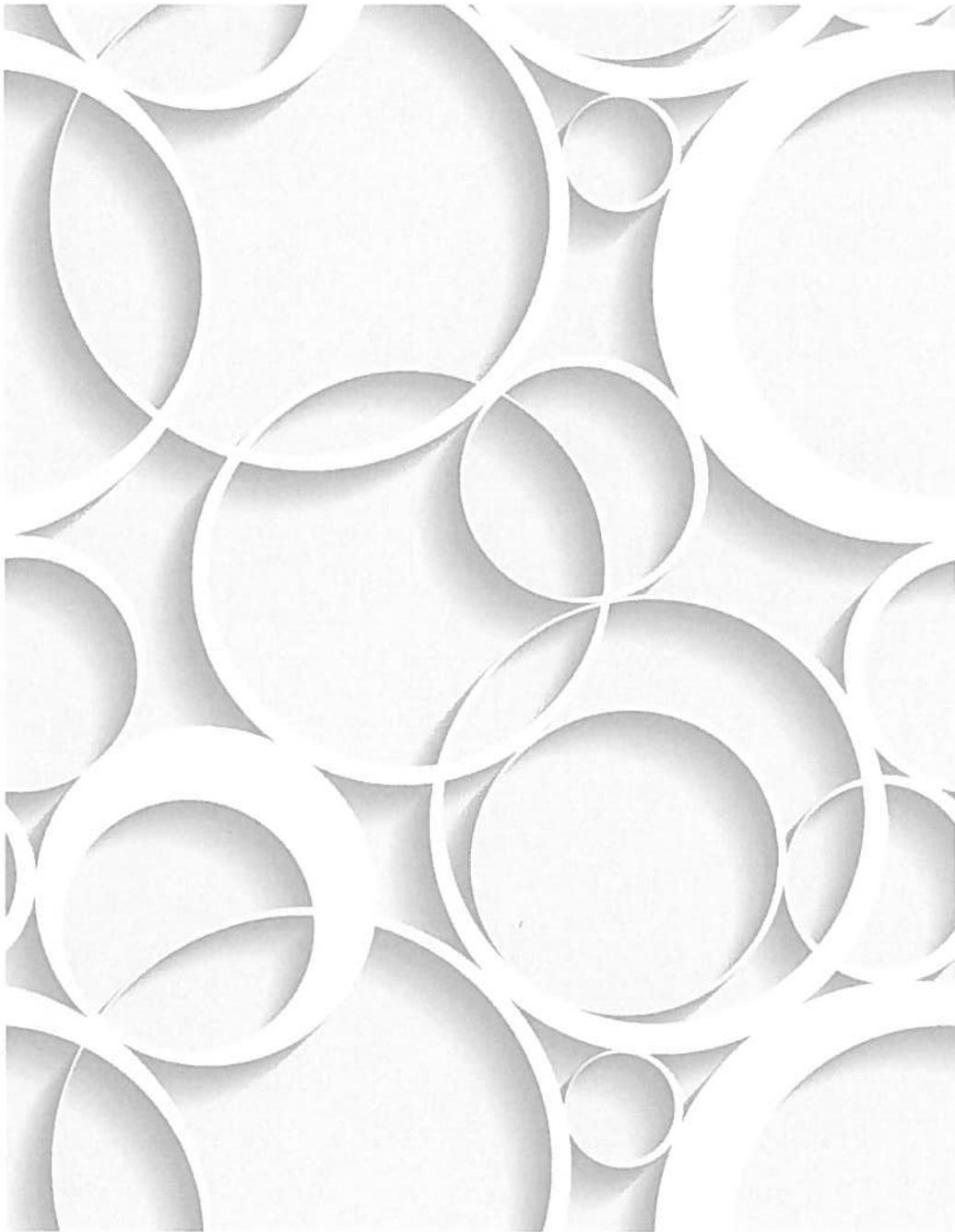
TWO LODGE DRIVE
Berkeley, Calif.

TWO LODGE DRIVE
Berkeley, Calif.

SHEET TITLE
**BUILDING 'A'
FACADE ELEVATION**



NO.	DATE	DESCRIPTION
1	10/14/78	PRELIMINARY
2	11/14/78	REVISED
3	12/14/78	REVISED
4	1/14/79	REVISED
5	2/14/79	REVISED
6	3/14/79	REVISED
7	4/14/79	REVISED
8	5/14/79	REVISED
9	6/14/79	REVISED
10	7/14/79	REVISED
11	8/14/79	REVISED
12	9/14/79	REVISED
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15	12/14/79	REVISED
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18	3/14/80	REVISED
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286	7/14/02	REVISED
287	8/14/02	REVISED
288	9/14/02	REVISED
289	10/14/02	REVISED
290	11/14/02	REVISED
291	12/14/02	REVISED
292	1/14/03	REVISED
293	2/14/03	REVISED
294	3/14/03	REVISED
295	4/14/03	REVISED
296	5/14/03	REVISED
297	6/14/03	REVISED
298	7/14/03	REVISED
299	8/14/03	REVISED
300	9/14/03	REVISED
301	10/14/03	REVISED
302	11/14/03	REVISED
303	12/14/03	REVISED
304	1/14/04	REVISED
305	2/14/04	REVISED
306	3/14/04	REVISED
307	4/14/04	REVISED
308	5/14/04	REVISED
309	6/14/04	REVISED
310	7/14/04	REVISED
311	8/14/04	REVISED
312	9/14/04	REVISED
313	10/14/04	REVISED
314	11/14/04	REVISED
315	12/14/04	REVISED
316	1/14/05	REVISED
317	2/14/05	REVISED
318	3/14/05	REVISED
319	4/14/05	REVISED
320	5/14/05	REVISED
321	6/14/05	REVISED
322	7/14/05	REVISED
323	8/14/05	REVISED
324	9/14/05	REVISED
325	10/14/05	REVISED
326	11/14/05	REVISED



Proposed Mural Pattern



Architectural Commission Report
455 North Rexford Drive, Room 280-A
AC Meeting – August 19, 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 OF A SIGN ACCOMMODATION TO ALLOW MULTIPLE BUILDING IDENTIFICATION SIGNS AND A SIGN ACCOMMODATION FOR A MURAL FOR THE PROPERTY LOCATED AT 9480 DAYTON WAY (PL1511197 – TWO RODEO).

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

Section 1. Bill Wiley, Two Rodeo Drive CBRE, agent, on behalf of the property owner, Sloane Two Rodeo, LLC, and the tenant, Two Rodeo, (Collectively the “Applicant”), has applied for architectural approval of a sign accommodation to allow multiple building identification signs and a sign accommodation for a mural for the property located at 9480 Dayton Way.

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 August 19, 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.

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: August 19, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission