



## Architectural Commission Report

**Meeting Date:** Wednesday, October 21, 2015

**Subject:** **LIVE NATION (PL1519095)**  
**9348-9350 Civic Center Drive**

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

*(Continued from the September 16, 2015 Architectural Commission meeting.)*

**Project agent:** Lori Volheim – Ad Art

**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 building identification signage and a parking sign for Live Nation located at 9348-9350 Civic Center Drive. The project was previously reviewed by the Architectural Commission at its meeting on Wednesday, September 16, 2015 (Attachment A). At that meeting, the Commission indicated that the project warranted further review and directed it to be restudied and returned to a future meeting. The comments provided by the Commission related primarily to clarification of the sign plans, illumination intensity, and the potential for sign clutter.

The project's design remains substantially the same as the previous proposal; however, additional details have been included in the sign plans for the Commission's review. Additionally, the applicant has prepared a *Response to Comments* (Attachment B) to indicate how the plans have been modified. The project includes the following components:

#### Façade Modification

- Red LED light band installed on an existing "I" beam on both buildings

#### Building Identification Signage – 9348 Civic Center Drive

- One (1) 63.1 SF façade-mounted, halo-illuminated sign with a brushed aluminum backer, and;
- One (1) 2.7 SF entry-adjacent, non-illuminated sign.

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-605, 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, excluding penthouse walls. Based on a vertical surface area of approximately 3,384 SF, the maximum building identification sign area is 67.7 SF plus an additional 5 SF sign adjacent to any public entrance to a building that provides access to more than one business. As such, the proposed building identification sign is within the maximum standards set forth in the BHMC.

#### Attachment(s):

- September 16, 2015 Staff Report and Previously Proposed Plans
- Response to Comments (applicant-prepared)
- Project Design Plans
- DRAFT Approval 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

AC Meeting – October 21, 2015

### Building Identification Signage – 9350 Civic Center Drive

- One (1) 30.3 SF façade-mounted, halo-illuminated sign with a brushed aluminum backer.

Based on the aforementioned development standards for building identification signs and a vertical surface area of approximately 5,488 SF, the maximum building identification sign area is 109.8 SF. As such, the proposed building identification sign is within the maximum standards set forth in the BHMC.

*Note: All building identification signs consist of red-painted aluminum letters.*

### Parking Sign – 9348 Civic Center Drive

- One (1) 0.875 SF parking entrance sign located on existing ground sign.

Pursuant to BHMC §10-4-653, one ground sign that meets the city's parking guidelines may be erected along each street frontage of a building to direct traffic from a street to a garage entrance or valet parking station that is on an alley or otherwise not readily visible from the street. The face of such sign shall not exceed one and one-half feet (1.5') in width and two feet (2') in height and the sign shall not exceed fifty inches (50") in height.

The proposed sign includes replacing the existing "Live Nation" sign; no modifications to the existing ground sign are proposed. As such, the proposed parking sign is within the maximum standards set forth in the BHMC.

### **URBAN DESIGN ANALYSIS**

The proposed signage will generally serve as a positive enhancement to Civic Center Drive and allows the company to update their branding. However, the Urban Design staff has various concerns regarding specific elements of the proposal and such concerns are outlined below:

- The building identification signs currently propose a triple row of red LED lights and there is concern that the intensity of illumination may be excessive, even with the illumination installed on dimmer. It is recommended that the amount of LED lights be reduced to mitigate any potential for overly intense illumination or install all illumination on a dimmer.
- There is concern about the precedent-setting nature of the red LED light band that is proposed on both buildings. Currently, there is no standard for strip illumination of a building's façade in this area of the City.
- The building identification sign proposed for 9350 Civic Center Drive (sign "C") appears to diminish the value of the architectural element upon which it is placed and competes with the existing "Gibson" business identification sign located lower on the element. It is recommended that this sign be removed in its entirety to maintain the architectural integrity of the element and to eliminate the potential for sign clutter on this portion of the building.



## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – October 21, 2015

Project-specific conditions have not been proposed as part of this analysis; however, the Commission may wish to consider the comments during the course of their review and propose project-specific conditions deemed necessary to make the findings required 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 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**

455 North Rexford Drive, Room 280-A

AC Meeting – October 21, 2015

**Attachment A**

September 16, 2015 Staff Report  
and Previously Proposed Plans



## Architectural Commission Report

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**Meeting Date:** Wednesday, September 16, 2015

**Subject:** **LIVE NATION (PL1519095)**  
**9348-9350 Civic Center Drive**

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**Project agent:** Lori Volheim – Ad Art

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

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#### Building Identification Signage – 9350 Civic Center Drive

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*Note: All building identification signs consist of red-painted aluminum letters.*

#### Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

#### Report Author and Contact Information:

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## Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – September 16, 2015

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## **Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – September 16, 2015

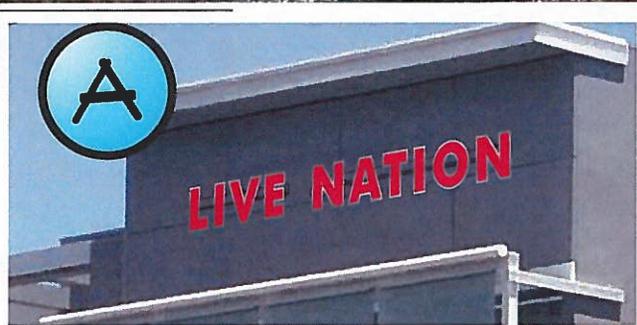
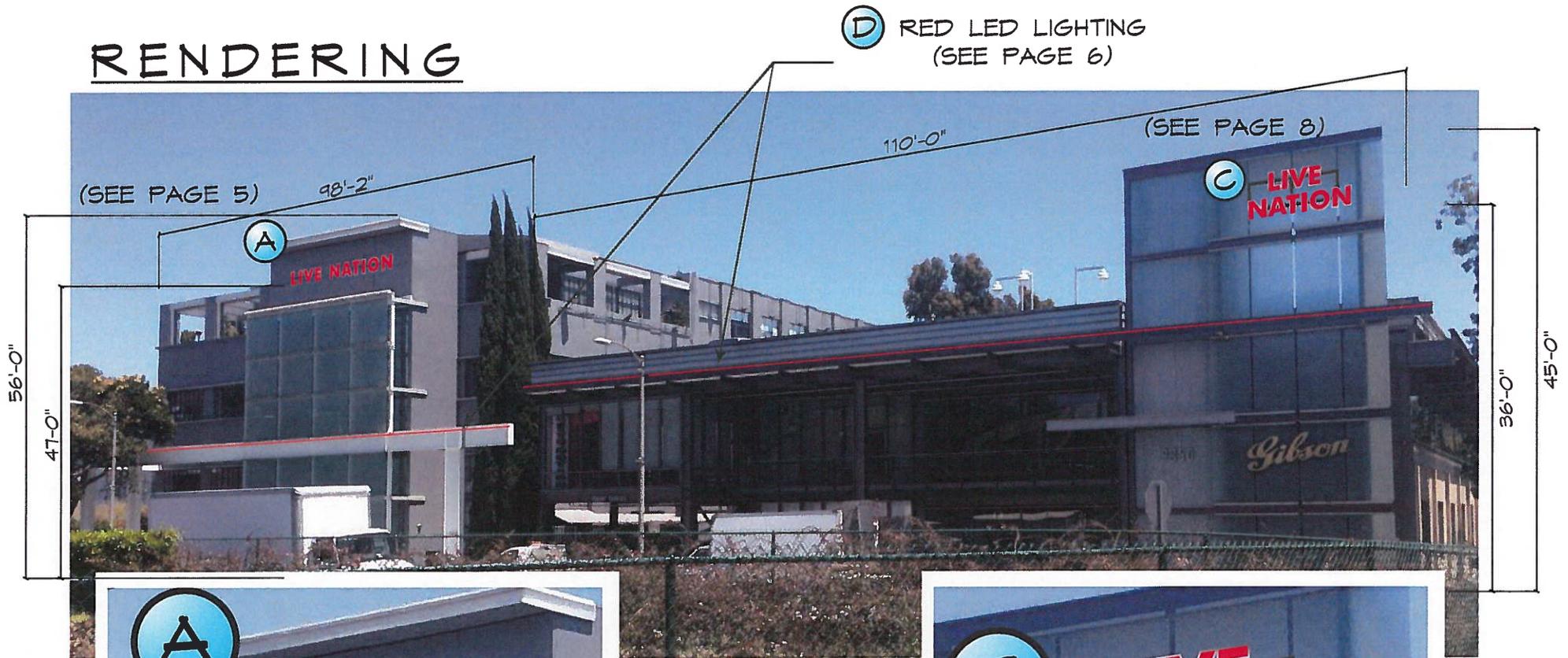
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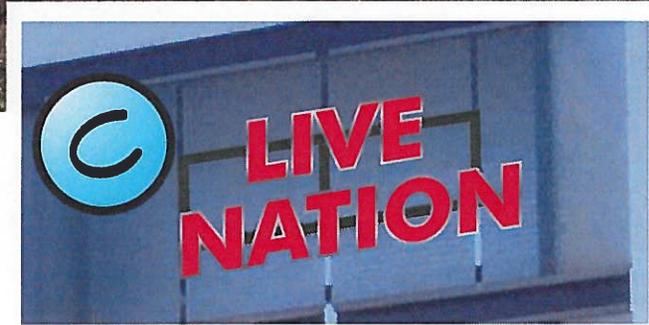
### **PUBLIC OUTREACH AND NOTIFICATION**

Public outreach and notification was not required for this project.

# RENDERING



CLOSE -UP VIEW



CLOSE -UP VIEW

LA2015LIVENATIONBEVERLY HILLS LETTERSICDRBEVERLY HILLS.CDR rev8

**ADART** 2321 ROSECRANS AVE. SUITE 1250  
 EL SEQUENDO, CA. 90245  
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 F 310.287.9780  
 CA STATE CONTRACTORS LICENSE #826051 [www.adart.com](http://www.adart.com)

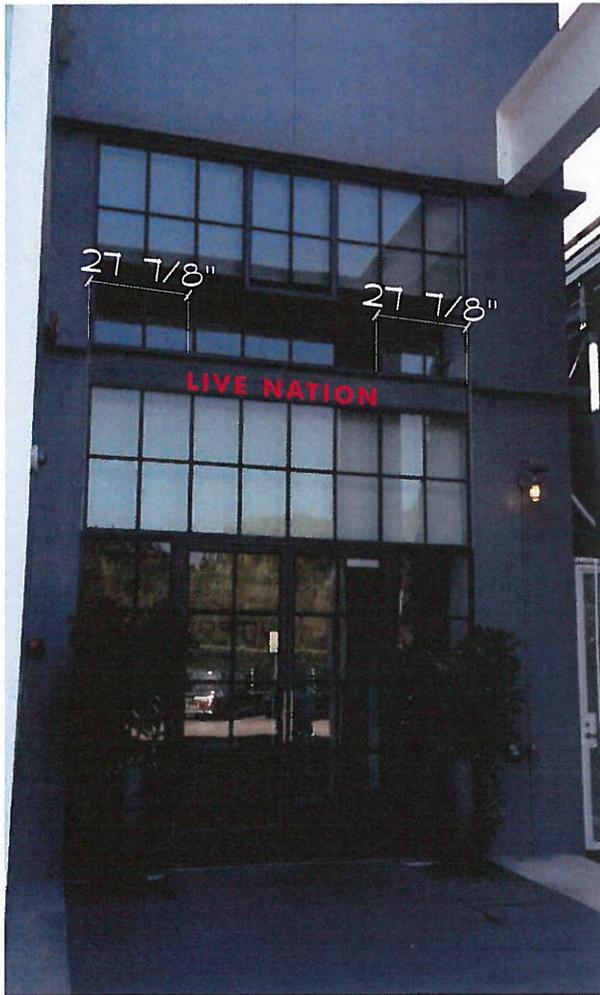
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LOCATION: 9348 & 9350 CIVIC CENTER DR. BEVERLY HILLS CA. 90219
DATE: 6-18-15
SALES: LORI VOLHEIM
DESIGNER: DC
SCALE: NTS

DATE	DESCRIPTION

APPROVALS
SALES:
CUSTOMER:
LANDLORD:

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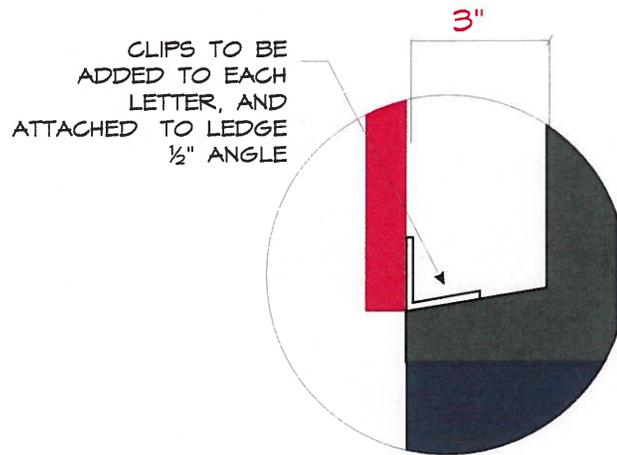
SHEET
<b>3</b>



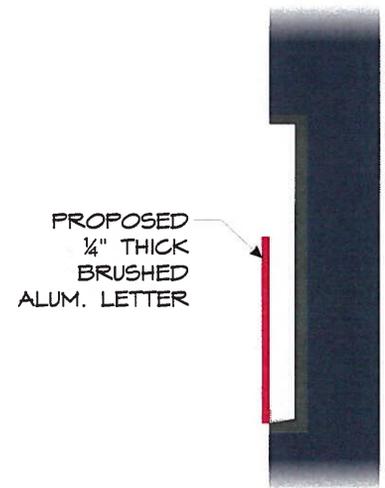
PROPOSED RENDERING



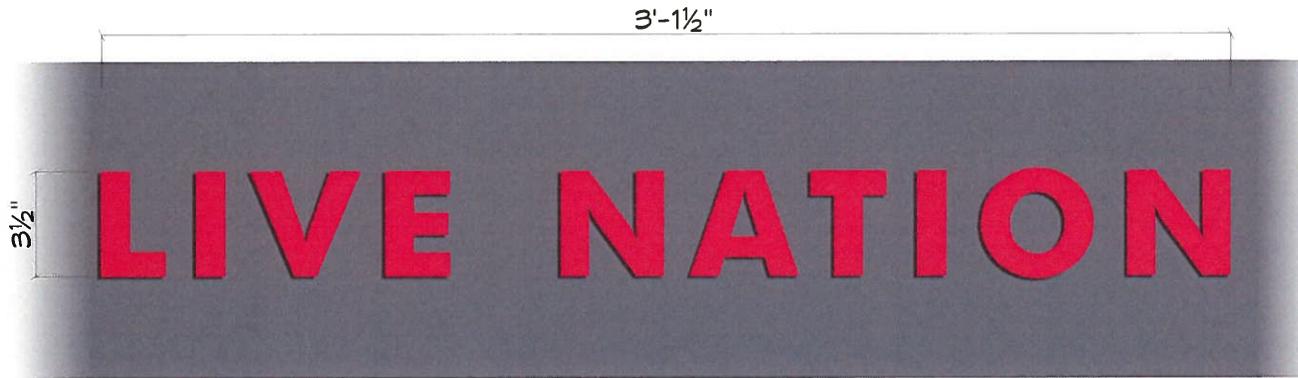
Ⓑ FLAT CUT OUT LETTERS  
2.7 SQ. FT.



CLIP DETAIL



SECTION DETAIL



3M VHB DOUBLE SIDED

3/16" THICK WHITE ACRYLIC  
PAINTED TO MATCH  
FMS 186C RED

**MOUNTING DETAIL**  
SCALE NTS

**E** FLAT CUT OUT LETTERS (LIVE NATION)  
DESCRIPTION: MANUFACTURE 3/16" ACRYLIC LETTERS



**PROPOSED RENDERING**

DESCRIPTION: MANUFACTURE 3/16" ACRYLIC LETTERS

**FLAT CUT OUT LETTERS (LIVE NATION)**  
DESCRIPTION: MANUFACTURE 1/4" ACRYLIC LETTERS

SIGN SPECIFICATION

ITEM	DESCRIPTION	MATERIAL	COLOR SPECS
COPY	1/4" THICK	ACRYLIC	RED FMS 186C



EXISTING



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – October 21, 2015

**Attachment B**

Response to Comments

(applicant-prepared)

Follow up on ARB's review-

- 1) We have now included a line drawing (Page 6) of both buildings from front. It visually lets you see size differences between building signage. 9350 sign is now shown in perspective and seems much smaller.
- 2) We have changed attachment method on Live Nation on bldg. 9350 (page 13) Now it is only behind letters and should not be seen.
- 3) Included a picture of existing parking sign and signage. We are changing out what is there with a new fco sign. Existing and new are same sizes.
- 4) I have more information of LED strip and ways of dimming it. Will have samples with me. I will also have a chart of lumens per foot with new options.
- 5) Linda Gross from Live Nation will also be accompanying me for any questions regarding logo and uses. Live Nation leaves options open for best visibility.



**Architectural Commission Report**

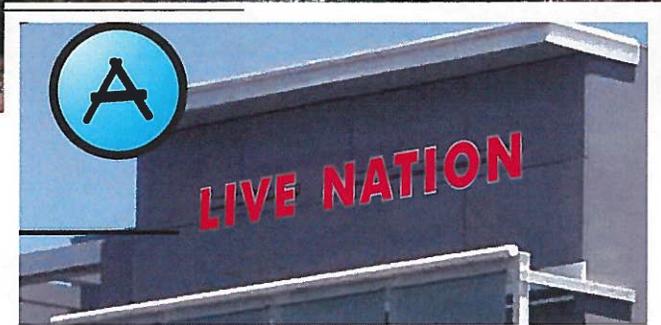
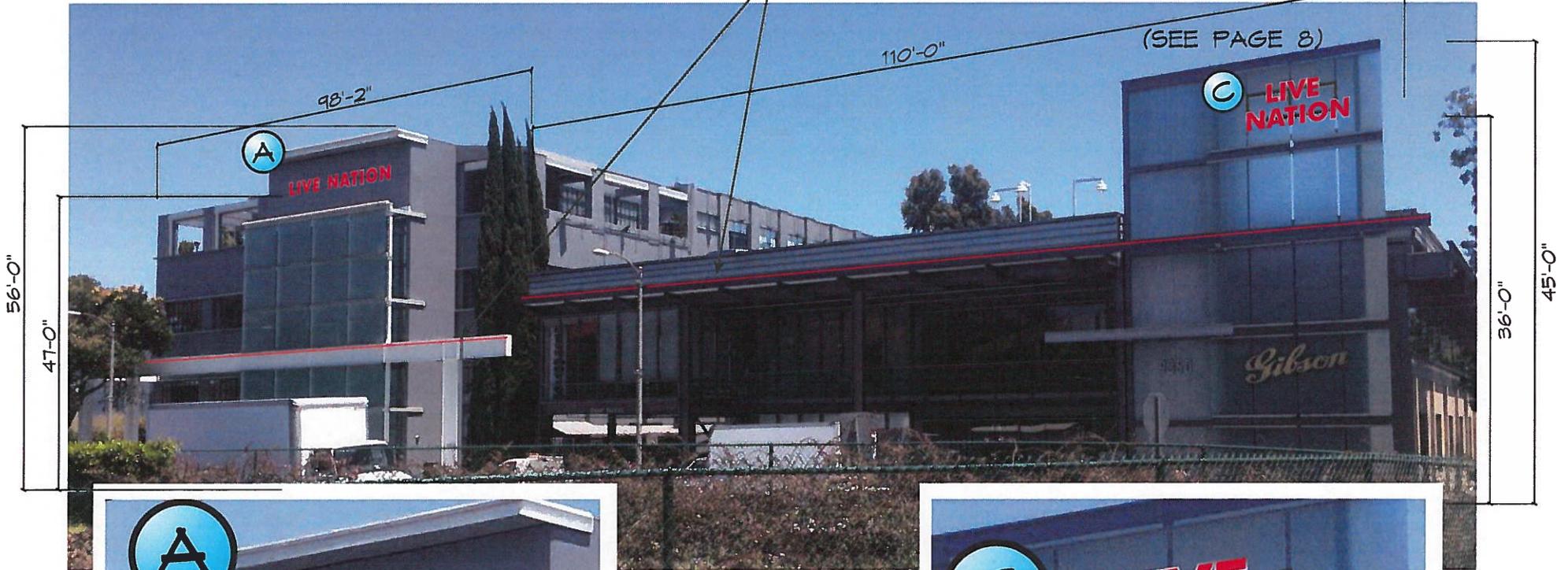
455 North Rexford Drive, Room 280-A

AC Meeting – October 21, 2015

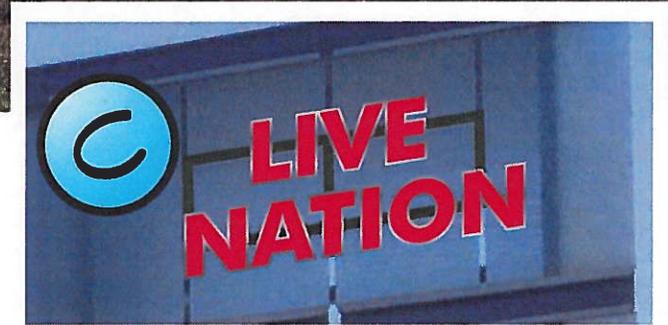
**Attachment C**  
Project Design Plans

PROPOSED RENDERING

ⓓ RED LED LIGHTING



CLOSE -UP VIEW



CLOSE -UP VIEW

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PROJECT: LIVENATION BEVERLY HILLS EXTERIOR LETTERS  
 LOCATION: 9348 & 9350 CIVIC CENTER DR. BEVERLY HILLS CA. 90210  
 DATE: 8-18-15  
 SALES: LORI VOLHEIM  
 DESIGNER: DC  
 SCALE: 1/8"

DATE	DESCRIPTION

APPROVALS
SALES: _____
CUSTOMER: _____
LANDLORD: _____

LA2015LIVENATIONBEVERLY HILLS LETTERS:CDR|BEVERLY HILLS.CDR rev12

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SHEET  
**3**

# EXISTING RENDERING




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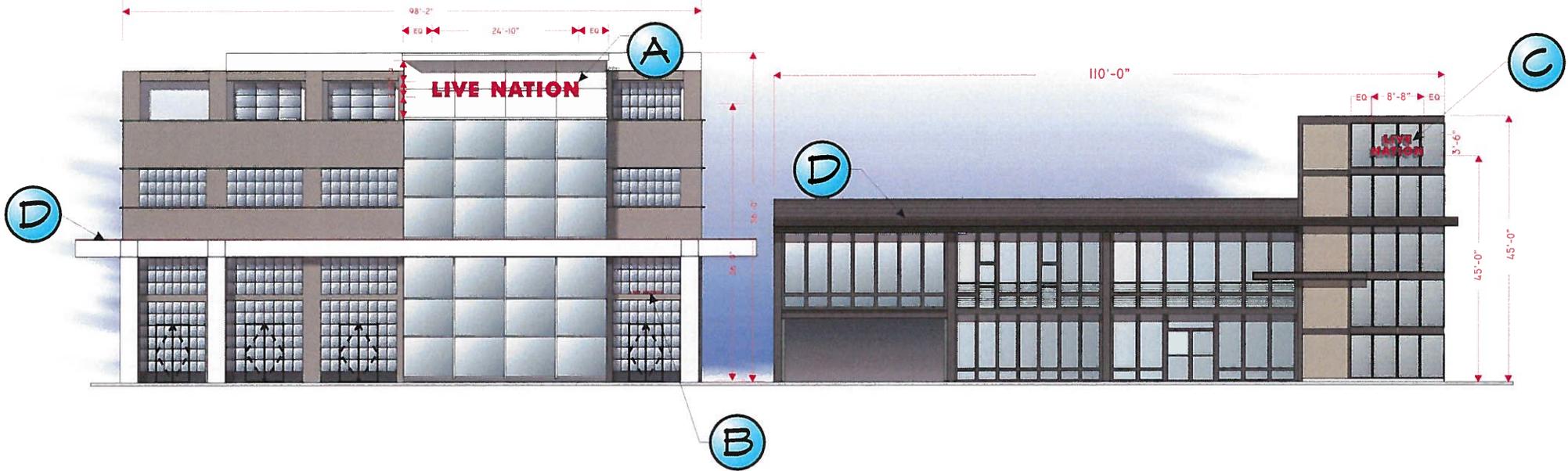
PROJECT: LIVENATION BEVERLY HILLS EXTERIOR LETTERS  
 LOCATION: 9348 & 9350 CIVIC CENTER DR. BEVERLY HILLS CA. 90210  
 DATE: 6-18-15  
 SALES: LORI VOLHEIM  
 DESIGNER: OC  
 SCALE: NTS

DATE	DESCRIPTION

APPROVALS
SALES: _____
CUSTOMER: _____
LANDLORD: _____

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 SHEET  
**5**



**Northwest Elevation**      Scale: 1/16" = 1' - 0"  
 9348 Civic Center & 9350 Civic Center

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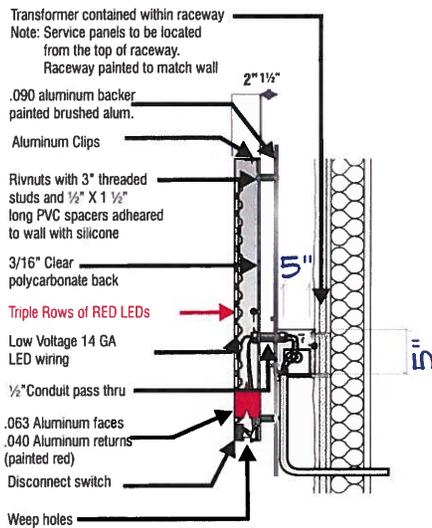
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 LOCATION: 9348 & 9350 CIVIC CENTER DR. BEVERLY HILLS CA. 90210  
 DATE: 6-18-15  
 SALES: LORI VOLHEIM  
 DESIGNER: DC  
 SCALENTS

DATE	DESCRIPTION

APPROVALS
SALES: _____
CUSTOMER: _____
LANDLORD: _____

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 SHEET  
**6**



**Halo-Illuminated LED Channel Letters Section (Live)**

Standard aluminum construction painted with Matthews Acrylic Polyurethane or equal finish.  
12V DC transformers

**A HALO ILLUMINATED CHANNEL LETTERS**  
SCALE: 3/8" = 1' - 0"      SQUARE FEET := 63.1

Manufacture and install (1) LED illuminated channel letters. Logo consists of digital printed graphics mounted on aluminum backer panel.



**UL LISTED**  
(or other accredited testing laboratory)  
ELECTRIC SIGN SECTION  
NO. XX-123456  
 or



\*NOTE: DIMMERS TO BE ADDED TO LED LETTERS

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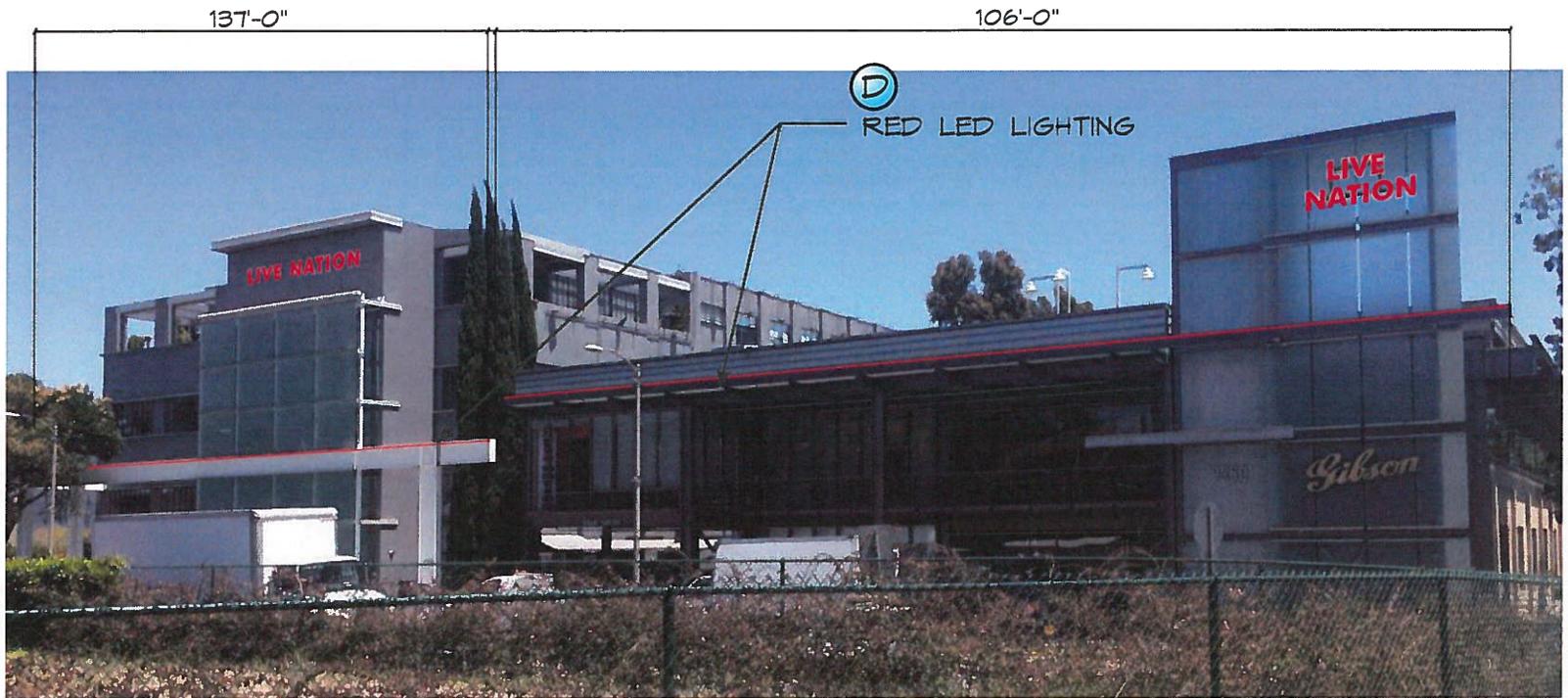
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DESIGNER: DC
SCALE: NTS

DATE	DESCRIPTION

APPROVALS
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CUSTOMER:
LANDLORD:

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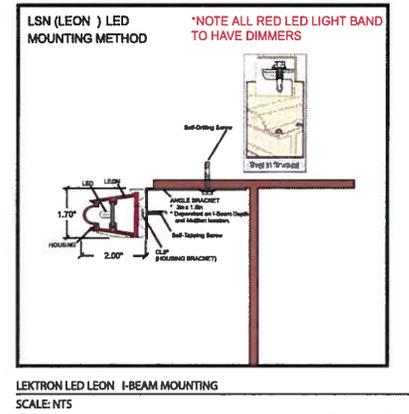
SHEET
7



**RENDERING**

**PROPOSED RED LED LIGHT BAND**

SPECS:  
 RED LED STRIP TO BE INSTALLED  
 ON TO EXISTING "I" BEAM.  
 \*NOTE: DIMMERS TO BE ADDED  
 TO LED STRIPS



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PROJECT: LIVENATION BEVERLY HILLS EXTERIOR LETTERS
LOCATION: 9348 & 9350 CIVIC CENTER DR. BEVERLY HILLS CA 90218
DATE: 6-18-15
SALES: LORI VOLHEIM
DESIGNER: DC
SCALENTS

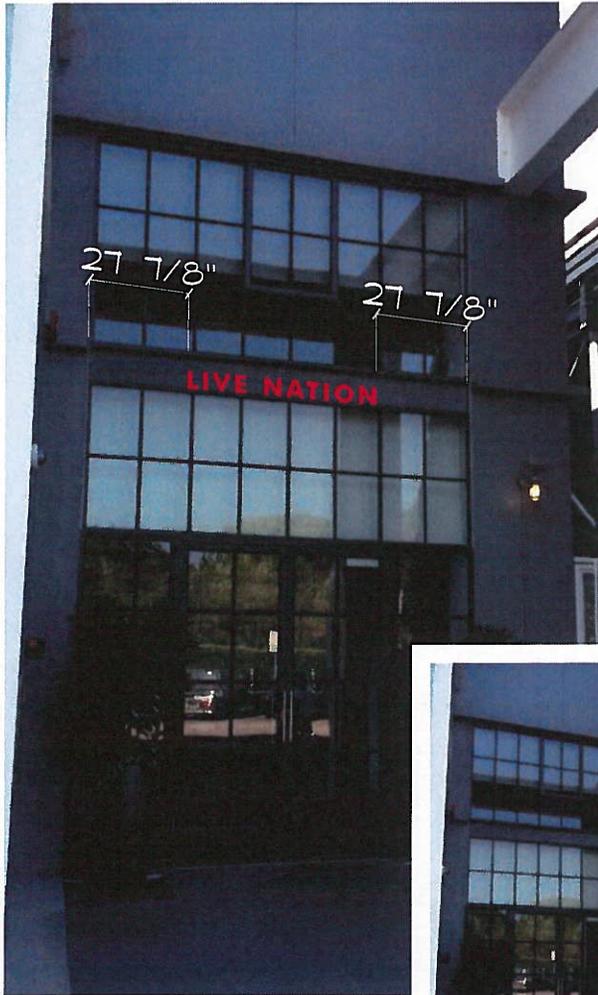
DATE	DESCRIPTION

APPROVALS
SALES: _____
CUSTOMER: _____
LANDLORD: _____

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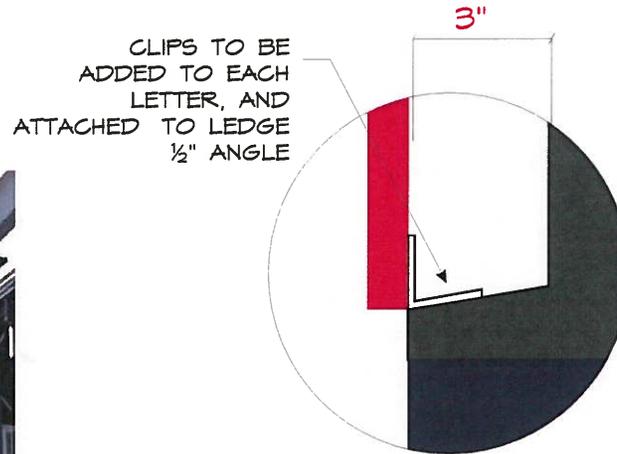
PROPOSED RENDERING



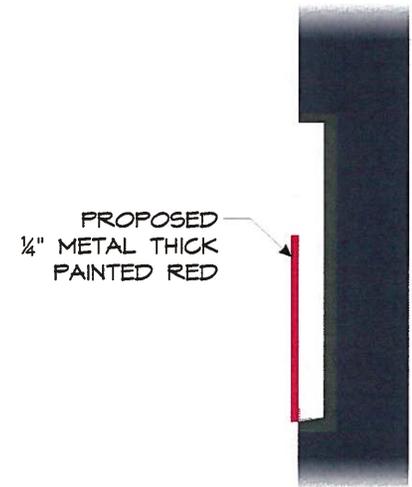
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**(B) FLAT CUT OUT LETTERS**  
2.7 SQ. FT.

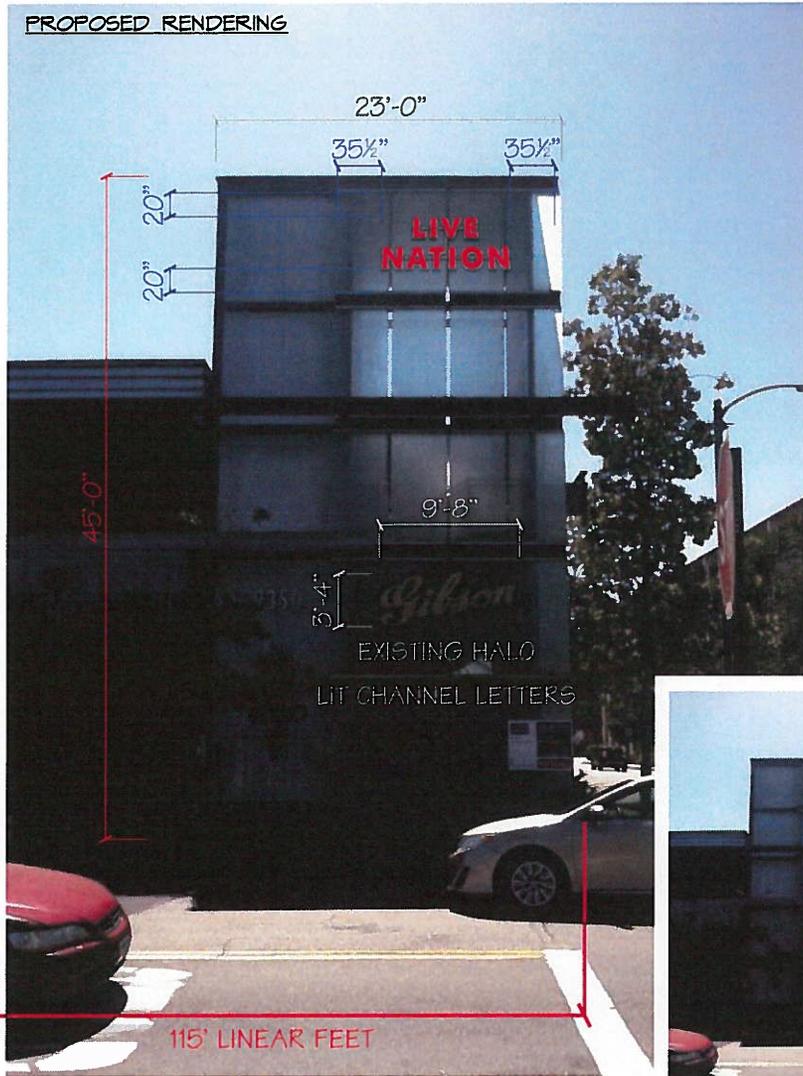


CLIP DETAIL

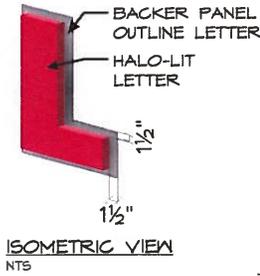


SECTION DETAIL

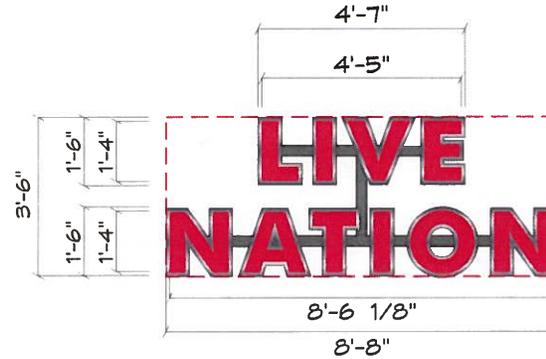
**PROPOSED RENDERING**



9350 CIVIC CENTER DR. BH CA 90210



ISOMETRIC VIEW  
NTS



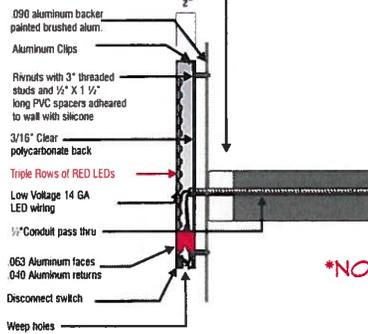
**HALO ILLUMINATED CHANNEL LETTERS**

SCALE: 3/8" = 1'-0"

SQUARE FEET: = 30.3

MANUFACTURE AND INSTALL (1) LED ILLUMINATED CHANNEL LETTERS, WITH AN ALUMINUM PANEL.

Sign w/ sq. tubing to be attached to mullion w/ alum. sq. tubing to structure additional info on next page



**PANTONE  
186 Coated Red**

**\*NOTE: DIMMERS TO BE ADDED TO LED LETTERS**

**Halo-Illuminated LED Channel Letters Section**

Standard aluminum construction painted with Matthews Acrylic Polyurethane or equal finish. 12V DC transformers

EXISTING

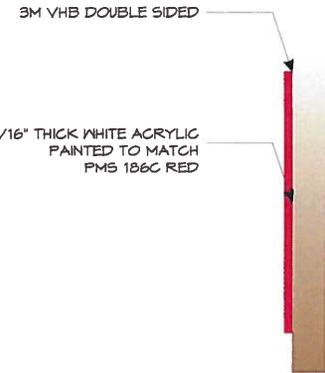
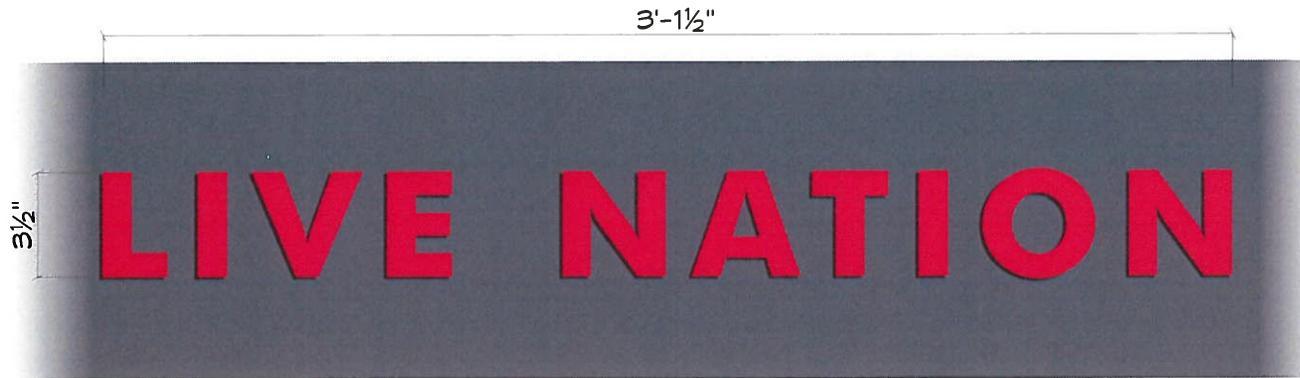


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CA STATE CONTRACTORS LICENSE #826051

PROJECT: LIVENATION BEVERLY HILLS EXTERIOR LETTERS	DATE	DESCRIPTION	APPROVALS	CONCEPTUAL DRAWINGS ONLY: Dimensions are approximate & may change due to construction factors or exact field conditions. Colors shown are as close as printing will allow. Always follow written specifications.	SHEET
LOCATION: 9348 & 9350 CIVIC CENTER DR. BEVERLY HILLS CA. 90210				<p><b>ALL RIGHTS RESERVED:</b> This design has been created for you in connection with a project being planned for you by AD ART. It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.</p>	<p><b>10</b></p>
DATE: 8-18-15					
SALES: LORI VOLHEIM					
DESIGNER: OC					
SCALENTS					

LA201501LIVENATIONBEVERLY HILLS LETTERSICDRBEVERLY HILLS.CDR rev12



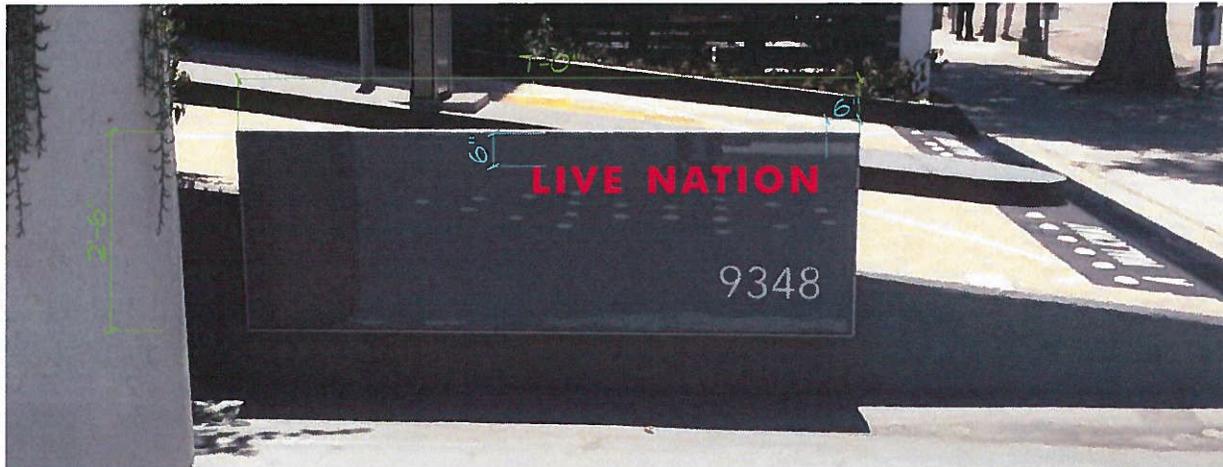
**E** FLAT CUT OUT LETTERS (LIVE NATION)  
 DESCRIPTION: MANUFACTURE 3/16" ACRYLIC LETTERS

MOUNTING DETAIL  
 SCALE NTS

FLAT CUT OUT LETTERS (LIVE NATION)  
 DESCRIPTION: MANUFACTURE 1/4" ACRYLIC LETTERS

SIGN SPECIFICATION

ITEM	DESCRIPTION	MATERIAL	COLOR SPECS
COPY	1/4" THICK	ACRYLIC	RED FMS 186C



PROPOSED RENDERING

DESCRIPTION: MANUFACTURE 3/16" ACRYLIC LETTERS



EXISTING



OPPOSITE VIEW



**Architectural Commission Report**

455 North Rexford Drive, Room 280-A

AC Meeting – October 21, 2015

**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 FAÇADE MODIFICATION, BUILDING IDENTIFICATION SIGNAGE, AND A PARKING SIGN FOR THE PROPERTY LOCATED AT 9348-9350 CIVIC CENTER DRIVE (PL1519095 – LIVE NATION).

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

Section 1. Lori Volheim, Ad Art, agent, on behalf of the property owner, Ice House Beverly Hills LLC, and the tenant, Live Nation, (Collectively the “Applicant”), has applied for architectural approval for a façade modification, building identification signage, and a parking sign for the property located at 9348-9350 Civic Center Drive.

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

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

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

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

Section 5. The Architectural Commission conducted a duly noticed public hearing on **September 16, 2015 and October 21, 2015** at which time oral and documentary evidence was received concerning the application.

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

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

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

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

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

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

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

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

Project-Specific Conditions

No project-specific conditions are proposed.

Standard Conditions

1. **Revised Plan Submittal.** For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
2. **Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city’s municipal code and applicable conditions imposed by any discretionary review approval.

4. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
7. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
8. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

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

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

Approved as to Form and Content:

Adopted: **October 21, 2015**

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Ryan Gohlich, Commission Secretary  
Community Development Department

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Andrea Gardner Apatow, Chair  
Architectural Commission