



Architectural Commission Report

Meeting Date: Wednesday, December 16, 2015

Subject: **CAROLINA HERRERA (PL1531053)**
226 North Rodeo Drive

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

Project agent: Nathaniel Kean – Montalba Architects, Inc.

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 for Carolina Herrera located at 226 North Rodeo Drive (interior portion of the Via Rodeo development). The project includes the following components:

Building Identification Signage

- One (1) 7.65 SF façade-mounted, non-illuminated, powder-coated aluminum sign located on an interior-facing elevation;
- One (1) 0.5 SF door-mounted, non-illuminated, black vinyl sign located at the interior-facing ground floor entrance, and;
- One (1) 3 SF façade-mounted, non-illuminated, oil-rubbed bronze plaque sign located at the Wilshire Boulevard ground floor entrance.

Pursuant to §10-4-605 of the Beverly Hill Municipal Code (BHMC), the maximum building identification sign area shall not exceed two percent (2%) of the vertical surface area of the elevation upon which the sign is proposed, excluding penthouse walls. Based on a vertical surface area of approximately 1,025 SF (interior elevation), the maximum building identification sign area permitted is 20.5 SF. Additionally, one sign that does not exceed 5 SF in area may be placed adjacent to any public entrance to a building that provides access to more than one business. As such, the proposed building identification signage is within the maximum standards set forth in the BHMC.

URBAN DESIGN ANALYSIS

The proposed building identification signage is tasteful and appropriate in its material selection and location and will blend seamlessly with the existing development; the configuration will allow for appropriate tenant identification without creating sign clutter. Additionally, the classic and understated signage aesthetic will serve as a positive enhancement to Via Rodeo and Wilshire Boulevard.

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

455 North Rexford Drive, Room 280-A

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ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Architectural Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

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

PUBLIC OUTREACH AND NOTIFICATION

Public outreach and notification was not required for this project.



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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 (see Section 6 for plan size requirements).
- Architectural Commission Review
 - Eight (8) sets of plans required (see Section 6 for plan size requirements).
 - 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:

1 new building identification sign on existing Via Rodeo Courtyard elevation.
 Sign 1: exterior second level surface pin mounted sign in powder coated black, matte finish

2 new business identifications exterior signs for an interior tenant improvement of an existing second level 3,704 SF space programmed with multi-function showroom and office / BOH storage.

Sign 2: vinyl black brand logo sticker on existing Two Rodeo exterior elevator corridor glass door at Via Rodeo

Sign 3: oil-rubbed bronze brand logo lettering on existing Two Rodeo signage panel at Wilshire Blvd lobby entry

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: _____

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)	1	9'-1 1/2" X 10 1/2"	7 3/4 SF	20.5 SF per BH Municipal Code 10-4-605 (2% of the vertical surface area of the elevation)
2	Business ID Sign(s)	1	28" X 2 1/2"	1/2 SF	3 SF
3	Business ID Sign(s)	1	28 3/4" X 16 1/2"	3 SF	3 SF
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: Sign 2: vinyl, 3: oil-rubbed bronze
Texture /Finish: 2: matte, 3: natural
Color / Transparency: black / opaque

BUILDING ID SIGN(S)

Material: Sign 1: powder coated aluminum
Texture /Finish: matte finish
Color / Transparency: black / opaque

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.**

The proposed signage will be constructed of high quality materials and pin mounted to the building in a modest and sensitive manner. As an internationally recognized logo and luxury retailer, the signage requests are befitting of the area and will further enhance Rodeo as a premier retail destination. The logo proportions, color and font are based on the brands internal graphic standards that have been professionally developed and are a trademark of the brand.

- 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 proposed signage is securely mounted to the existing building in discrete locations. The tones are muted and complimentary with the existing building exterior and no other features are proposed.

- 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 business and building signs are finished in materials of high quality that will maintain its color in the exterior conditions over time. No illumination is proposed thus bulb maintenance is not a factor for this proposal.

- 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 building signs comply with the maximum square footage as allowed by the Municipal code, and proportions are in harmony with the architectural elements in the area. The signage helps provide identification for the business and hopes to encourage more foot traffic and business to the area.

- 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 building signage meets the Beverly Hills Municipal signage codes within sections 10-4-604 and 10-4-605, and conforms to the city's intent.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

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Attachment B
Project Design Plans

SITE PLAN

SCALE 1/8" = 1'-0"



ARCHITECTURAL REVIEW BOARD DRAWINGS

CHBH SHOWROOM | 226 N RODEO DR, BEVERLY HILLS, CA 90210
11.30.2015 | ARB SUBMITTAL

NOTE: ALL EXISTING STRUCTURES TO REMAIN, NO ADDITIONAL CHANGES TO EXISTING STRUCTURE AND MATERIALS

SIGNAGE SCHEDULE			
#	SIGN 1	SIGN 2	SIGN 3
SIZE	±9'-1 1/2" X ±10 1/4"	±28" X ±2 1/2"	±31 1/2" X ± 16 1/2"
AREA	±7 3/4 SQ. FT.	±1/2 SQ. FT.	±3 SQ. FT.
MAXIMUM AREA	± 20.5 SQ. FT. (MUNICIPAL CODE 10-4-605)	±3 SQ. FT.	±3 SQ. FT.
MATERIAL	POWDER COATED ALUMINUM	VINYL	OIL-RUBBED BRONZE
COLOR	BLACK	BLACK	NATURAL
LOCATION	EAST COURTYARD FACADE	SOUTH COURTYARD DOOR	WILSHIRE ENTRY
DETAILS	P. 14	P. 15	P. 16
NOTES	(N) SIGN FIXED TO (E) FACADE, NO ADDITIONAL CHANGES TO (E) STRUCTURE AND FINISHES	(N) SIGN APPLIED TO (E) DOOR, NO ADDITIONAL CHANGES TO (E) FIXTURES OR GLAZING	(N) SIGN APPLIED TO (E) PLAQUE, NO ADDITIONAL CHANGES TO (E) STRUCTURE & FINISHES



1 NORTH COURTYARD ELEVATION
SCALE: 1/8"=1'-0"

NO SCOPE ON NORTH COURTYARD ELEVATION

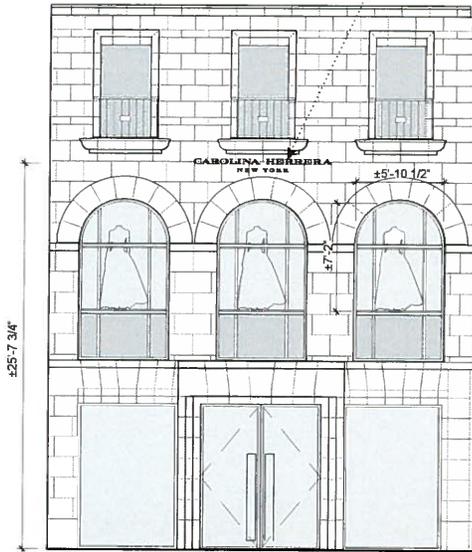
ARCHITECTURAL REVIEW BOARD DRAWINGS

VIA RODEO COURTYARD ELEVATIONS

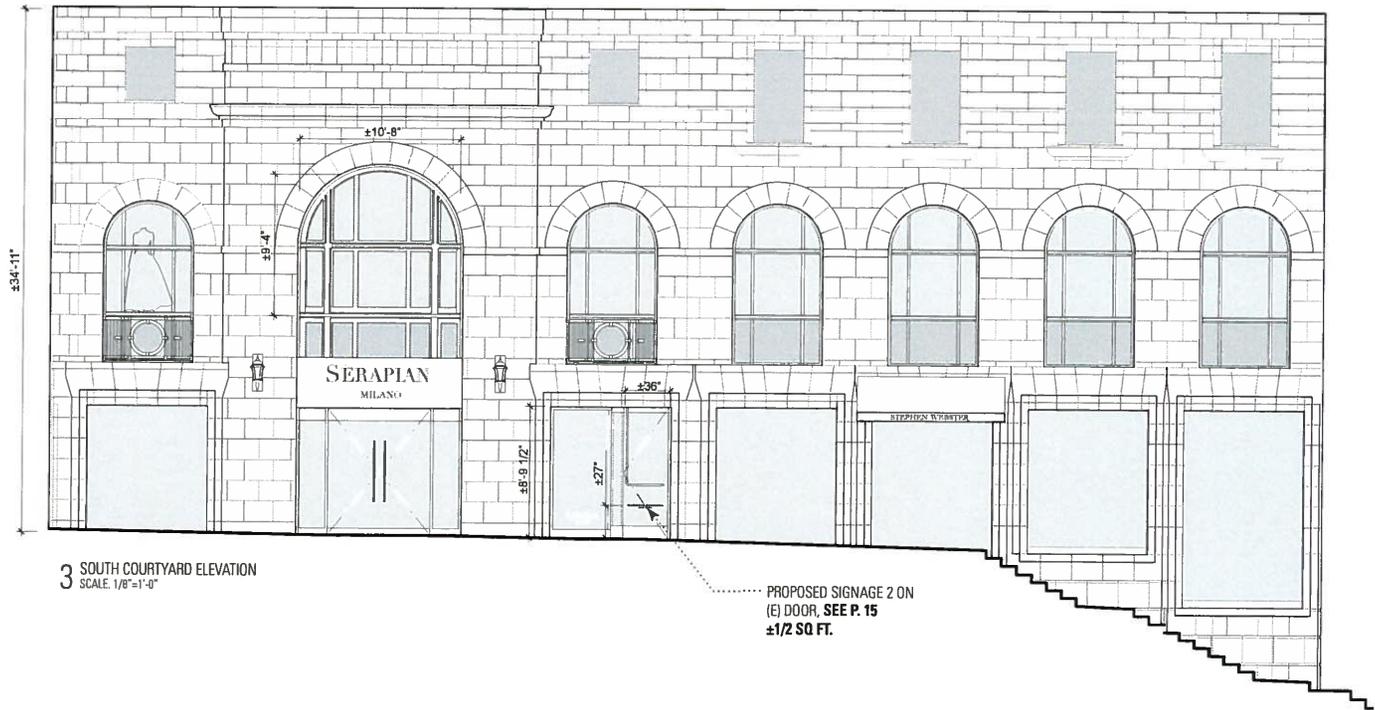
SCALE 1/8" = 1'-0"

NOTE: ALL EXISTING STRUCTURES TO REMAIN, NO ADDITIONAL CHANGES TO EXISTING STRUCTURE AND MATERIALS

PROPOSED SIGNAGE 1, SEE P. 14
±7 3/4 SQ. FT.



2 EAST COURTYARD ELEVATION
SCALE: 1/8"=1'-0"



3 SOUTH COURTYARD ELEVATION
SCALE: 1/8"=1'-0"

PROPOSED SIGNAGE 2 ON
(E) DOOR, SEE P. 15
±1/2 SQ. FT.

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CAROLINA HERRERA
NEW YORK

MONTALBA ARCHITECTS

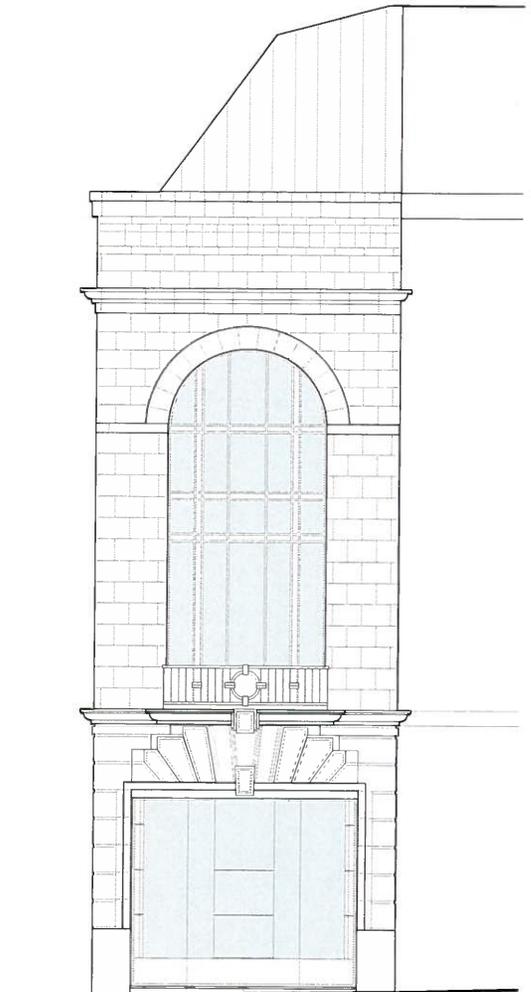
STREET ELEVATIONS

SCALE 1/8" = 1'-0"

NOTE: ALL EXISTING STRUCTURES TO REMAIN, NO ADDITIONAL CHANGES TO EXISTING STRUCTURE AND MATERIALS



4 WILSHIRE ELEVATION
SCALE: 1/8"=1'-0"
PROPOSED SIGNAGE 3 ON EXISTING PLAQUE, SEE P. 16
±3 SQ. FT.



5 ALLEY ELEVATION
SCALE: 1/8"=1'-0"
NO SCOPE ON ALLEY ELEVATION

ARCHITECTURAL REVIEW BOARD DRAWINGS

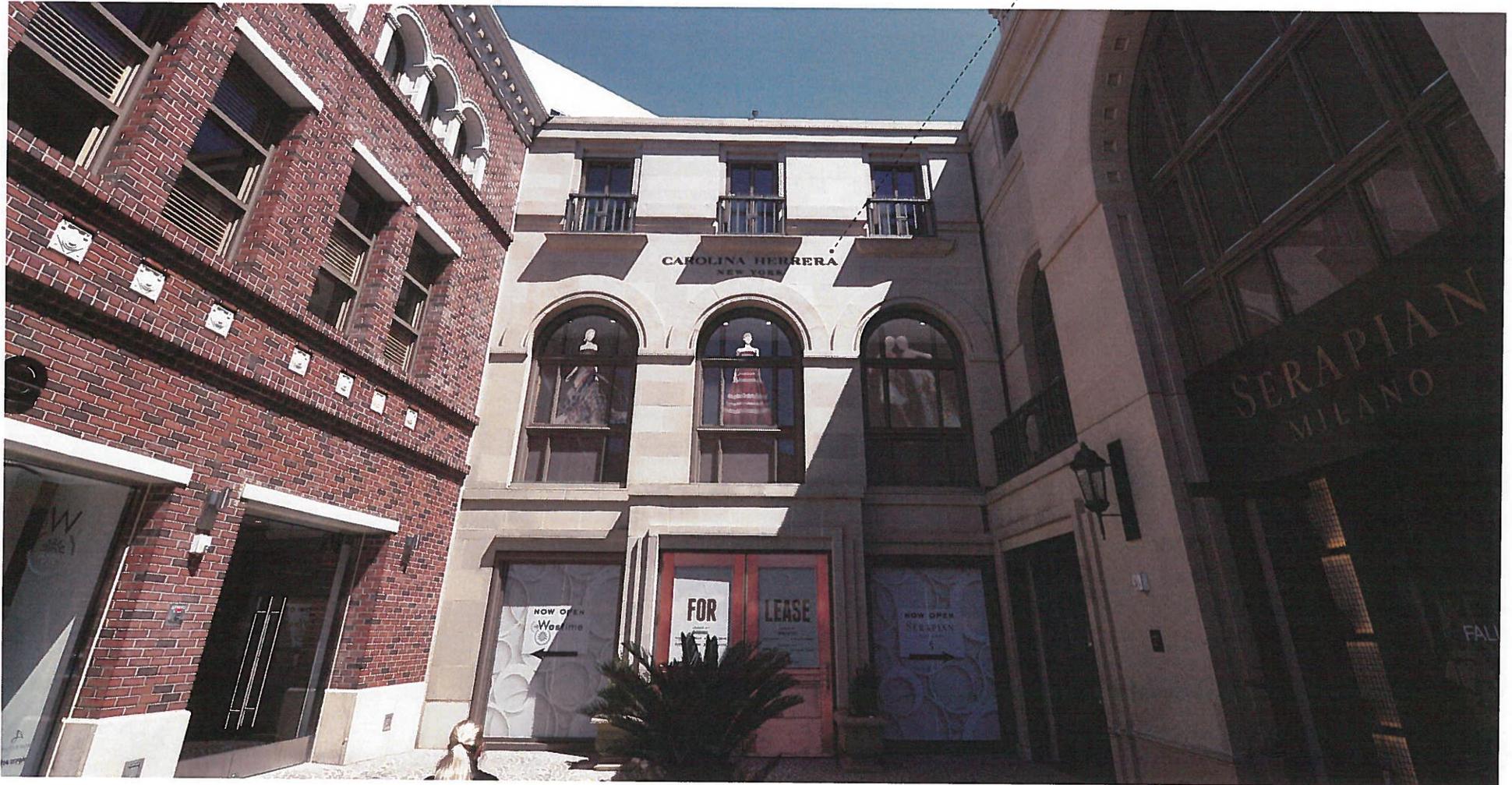
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MONTALBA ARCHITECTS

3-DIMENSIONAL PERSPECTIVE RENDERING

PROPOSED VIA RODEO COURTYARD



PROPOSED BRANDING SIGNAGE 1

SIGNAGE MATERIAL: POWDER COATED ALUMINUM
TOTAL SF AREA: ±7 3/4 SF

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MONTALBA ARCHITECTS INC.

3-DIMENSIONAL PERSPECTIVE RENDERING

PROPOSED EXISTING VIA RODEO ENTRY



PROPOSED BRANDING SIGNAGE 2

SIGNAGE MATERIAL:
BLACK VINYL STICKER
TOTAL SF AREA: ±1/2 SF

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WILSHIRE ENTRANCE

PROPOSED EXISTING WILSHIRE LOBBY EXTERIOR



PROPOSED BRANDING SIGN 3
ON (E) PANEL

SIGNAGE MATERIAL:
OIL-RUBBED BRONZE
TOTAL SF AREA: ±3 SF

ARCHITECTURAL REVIEW BOARD DRAWINGS

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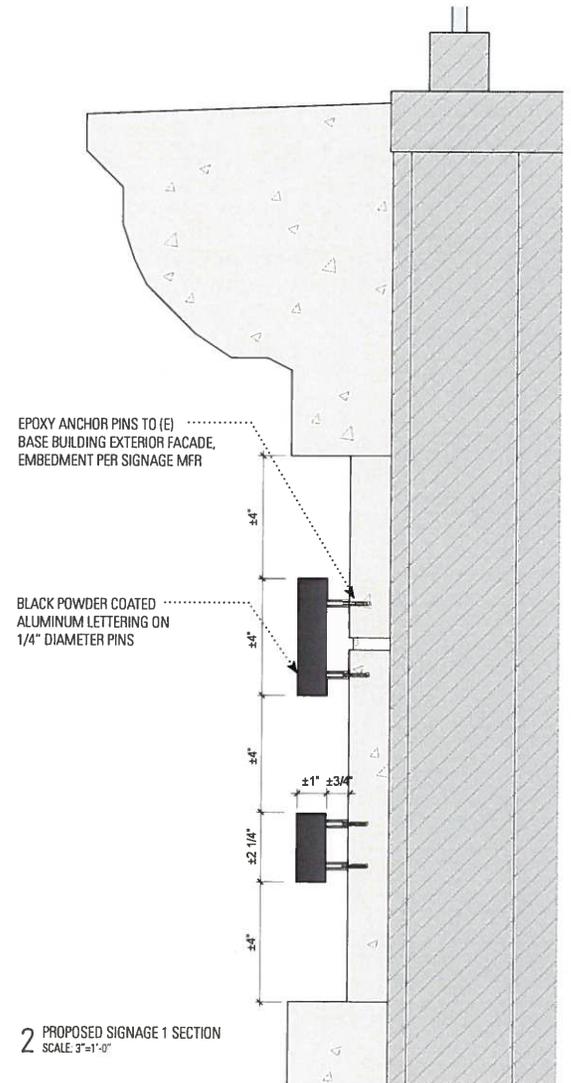
CAROLINA HERRERA
NEW YORK

MONTALBA ARCHITECTS INC.

SIGNAGE 1 DETAILS



1 PROPOSED SIGNAGE 1 ELEVATION
SCALE: 1"=1'-0"



2 PROPOSED SIGNAGE 1 SECTION
SCALE: 3"=1'-0"

ARCHITECTURAL REVIEW BOARD DRAWINGS

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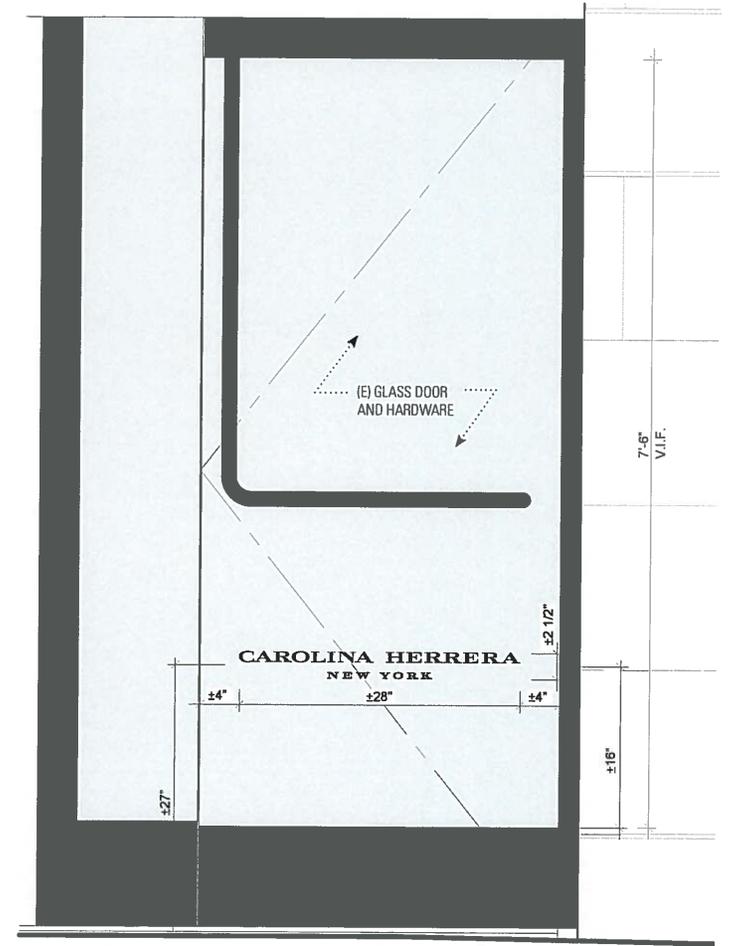
MONTALBA ARCHITECTS INC.

SIGNAGE 2 DETAILS

BLACK VINYL STICKER LETTERING
TOTAL SF AREA: ±1/2 SF



1 PROPOSED SIGNAGE 2 ELEVATION
SCALE: 3"=1'-0"



2 PROPOSED SIGNAGE 2 ELEVATION
SCALE: 1"=1'-0"

ARCHITECTURAL REVIEW BOARD DRAWINGS

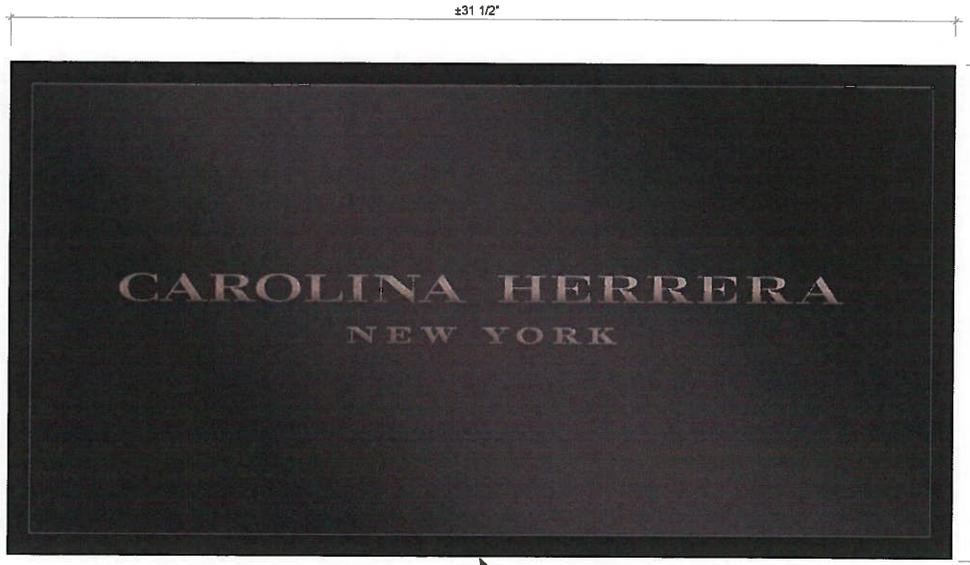
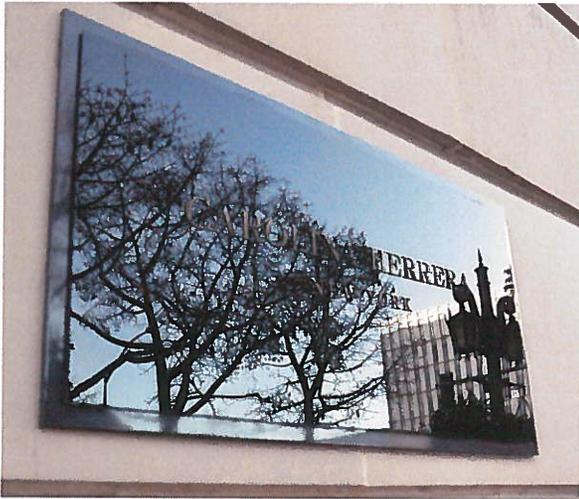
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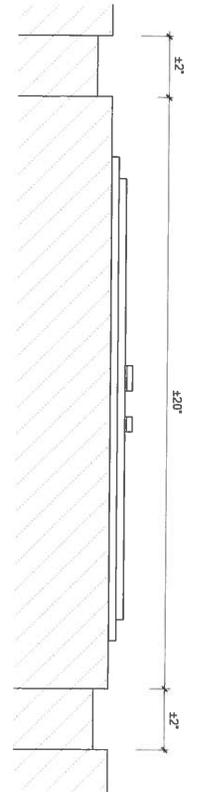
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SIGNAGE 3 DETAILS



OIL-RUBBED BRONZE LETTERING ADHERED TO (E) BASE BUILDING SIGNAGE PANEL
TOTAL SF AREA: ±3 SF



1 PROPOSED SIGNAGE 3 RENDERING
NTS

2 PROPOSED SIGNAGE 3 ELEVATION
SCALE: 3"=1'-0"

3 PROPOSED SIGNAGE 3 SECTION
SCALE: 3"=1'-0"

ARCHITECTURAL REVIEW BOARD DRAWINGS

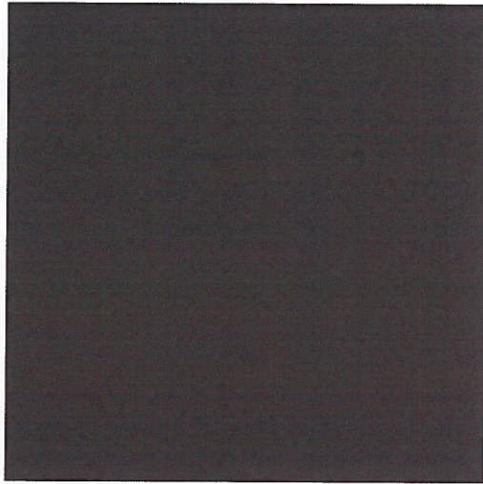
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NEW YORK

MONTALBA ARCHITECTS

MATERIALS BOARD



SIGNAGE 1 POWDER COATED ALUMINUM
COLOR SPEC TO MATCH CH CONTROL SAMPLE:
PRATT & LAMBERT 25-19 #2320 - ANTHRACITE



SIGNAGE 3 OIL-RUBBED BRONZE
NATURAL FINISH

SIGNAGE 2 STICKER VINYL
COLOR SPEC TO MATCH CH CONTROL SAMPLE:
PRATT & LAMBERT 25-19 #2320 - ANTHRACITE

ARCHITECTURAL REVIEW BOARD DRAWINGS

CHBH SHOWROOM | 226 N RODEO DR, BEVERLY HILLS, CA 90210
11.30.2015 | ARB SUBMITTAL

CAROLINA HERRERA
NEW YORK

MONTALBA ARCHITECTS INC.



Architectural Commission Report

455 North Rexford Drive, Room 280-A

AC Meeting – December 16, 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 BUILDING IDENTIFICATION SIGNAGE FOR THE PROPERTY LOCATED AT 226 NORTH RODEO DRIVE (PL1531053 – CAROLINA HERRERA).

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

Section 1. Nathaniel Kean, Montalba Architects, Inc., agent, on behalf of the property owner, Sloane Two Rodeo, LLC, and the tenant, Carolina Herrera, (Collectively the “Applicant”), has applied for architectural approval for building identification signage for the property located at 226 North Rodeo 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 **December 16, 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.

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: December 16, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Andrea Gardner Apatow, Chair
Architectural Commission