



Architectural Commission Report

Meeting Date: Wednesday, December 21, 2016

Subject: **VICEROY L'ERMITAGE HOTEL (PL1630191)**
9291 Burton Way

Request for approval of sign accommodations to allow business identification signage and to allow awning signage to exceed seven inches (7") in height in a multi-family residential zone. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project Agent: A & A Sign Co.

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

REPORT SUMMARY

The applicant is requesting review and approval of sign accommodations to allow business identification signage and a sign accommodation to allow awning signage to exceed seven inches (7") in height for the Viceroy L'Ermitage Hotel located at 9291 Burton Way. The project includes the following components:

BUSINESS IDENTIFICATION SIGNAGE				
Location	Size	Quantity	Illumination	Material
Entry-adjacent site wall	2.9 SF	1	Non-illuminated	Brushed bronze
Restaurant entry	4.2 SF	1	Routed LED	Brushed aluminum panel Acrylic-backed routed letters
TOTAL SIGN AREA: 7.1 SF (2 SIGN)				

Pursuant to Beverly Hills Municipal Code (BHMC) §10-4-604, the maximum allowable sign area for business identification signage for a ground floor business with street frontage is two square feet (2') in area for each one foot (1') of ground floor street frontage, in no event to exceed 100 square feet. Based on a restaurant storefront length of 80'-0", with the remaining hotel occupying a storefront length of approximately 92'-0", the maximum sign areas are 100 square feet for each tenant type. As such, the proposed business identification signage is within the maximum standards set forth in the BHMC.

AWNING SIGNAGE				
Location	Size	Quantity	Illumination	Material
Entry canopy	14" in height	1	Non-illuminated	Gold vinyl lettering

Attachment(s):

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

Report Author and Contact Information:
Cindy Gordon, AICP, Associate Planner
(310) 285-1191
cgordon@beverlyhills.org



Architectural Commission Report

9291 Burton Way (Viceroy L'Ermitage Hotel)

December 21, 2016

Pursuant to BHMC §10-4-306, the Architectural Commission may approve a sign accommodation to allow awning signage to exceed seven inches (7") in height if the combined height of the letters and symbols in all lines and the space or spaces between lines does not exceed fourteen inches (14") in overall height. As such, the proposed awning signage complies with the development standards set forth in the BHMC.

Pursuant to BHMC §10-4-512, the Architectural Commission may approve a sign accommodation to allow any use conditionally permitted in the R-4 zone, and any nonconforming use in the R-4 zone, to construct, erect, or maintain signage in excess of that otherwise permitted. Such additional signage shall not exceed the standards that would be applicable to signage for a similar use in a nonresidential zone.

URBAN DESIGN ANALYSIS

The proposed wall signs and canopy signage for the existing hotel and restaurant are generally discreet and appropriately respond to the requirements for signage at this site and are well integrated with the overall building design. Final plans shall indicate that all electrical conduits, transformers, etc. shall be concealed from public view.

Project-specific conditions have been proposed in the draft approval resolution (Attachment D); however, the Commission may wish to add/amend/delete any project-specific conditions deemed necessary to make the required 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 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 to 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

As the overall project required review by the Planning Commission, the project was publicly noticed in a manner consistent with the requirements set forth for a Conditional Use Permit, Development Plan Review Permit, and an Extended Hours Permit to ensure all interested parties are notified about the project throughout its full entitlement review. As such, an on-site noticed was posted on the subject property on Friday, December 9, 2016, at least ten (10) days



Architectural Commission Report
9291 Burton Way (Viceroy L'Ermitage Hotel)
December 21, 2016

prior to the public hearing. Additionally, a mailed notice was sent to all property owners and residents within five hundred feet (500') of the project site on Friday, December 9, 2016, at least ten (10) days prior to the public hearing. City staff received an email from a concerned neighbor regarding the project, which is included as Attachment C of this report.



Architectural Commission Report
9291 Burton Way (Viceroy L'Ermitage Hotel)
December 21, 2016

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:

- recover face plate of awning
 - install non illuminated letters for "Viceroy"
 - install illuminated panel for "Avec Nous"

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

- | | | | | |
|---|---------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input checked="" 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 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 type="checkbox"/> Retail Building | <input type="checkbox"/> Vacant | <u>MFR HI DENSITY</u> |
| <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	wall sign - Viceroy	1	10" x 42"	2.916 SQFT	
2	wall sign - Avec Nous	1	20" x 30"	4.166 SQFT	
3	Awning Sign - Viceroy	1	14" x 57.35"	5.565 SQFT	
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: NA
 Color / Transparency: NA

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

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

ROOF

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

COLUMNS

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

BALCONIES & RAILINGS

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

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

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

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

AWNINGS, CANOPIES

Material: steel tubing and beige vinyl canvas
Texture /Finish: vinyl canvas
Color / Transparency: beige with gold vinyl text

DOWNSPOUTS / GUTTERS

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

BUSINESS ID SIGN(S)

Material: bronze letters - brushed aluminum panel
Texture /Finish: aged bronze - brushed aluminum
Color / Transparency: bronze - aluminum

BUILDING ID SIGN(S)

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

EXTERIOR LIGHTING

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

PAVED SURFACES

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

FREESTANDING WALLS AND FENCES

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

OTHER DESIGN ELEMENTS

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

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.**

project scope is signage and resurfacing awning. The signage has been carefully considered and placed in order to obtain optimal visibility without taking away from the beauty of the building, surrounding plants and trees, and the neighborhood as a whole.

- 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.**

Light baffling fabrication methods have been applied to enhance the soft glow of the sign while not infringing on the light pollution created by any external light source.

- 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 highest grade materials are used in all aspects of the project. Dark brushed bronze lettering, brushed aluminum panels, and the highest quality canvas vinyl for the awning. All signage and awnings will keep the look of the "local environment" up to its highly set par and will weather and maintain its integrity throughout the years well.

- 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 subtle nature of the signage and awning are simply there to compliment the building and the neighborhood. Instead of large flashy eye catching letters the ownership opted to go with a subtle approach and focus more on quality and workmanship rather than grab the attention of the public with large flashy letters.

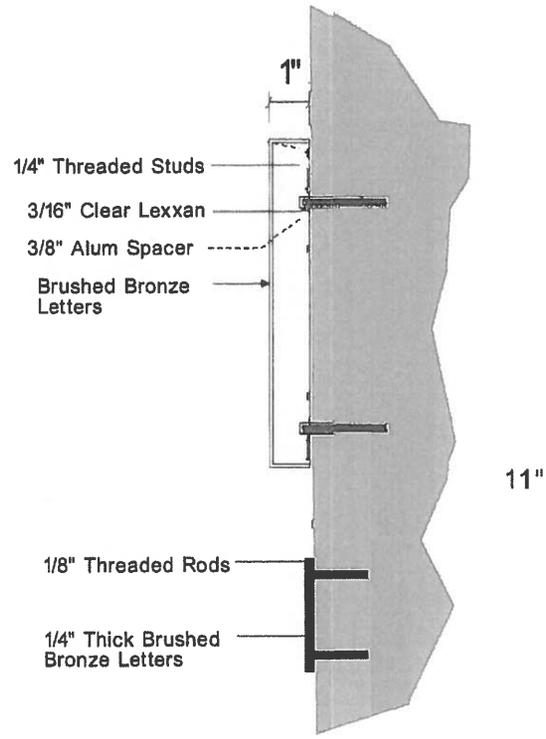
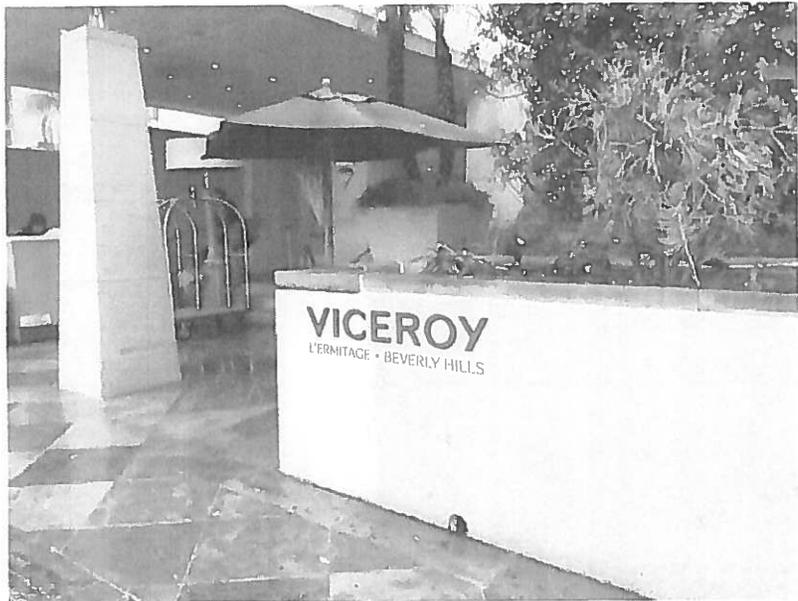
- 5. Describe how the proposed development is in conformity with the standards of the municipal code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.**

All signage and awnings will conform to the code in all manners. Illuminated signs will be mounted and grounded to strict U.L. (underwriter laboratory) code. Dimmer panels will be used on illuminated signage to allow the flexibility of lowering the wattage if need be, or if deemed needed by local city code. Canvas material will be fire retardant and shall not have a flame spread rating lower than what is set for in the municipal code.



Architectural Commission Report
9291 Burton Way (Viceroy L'Ermitage Hotel)
December 21, 2016

Attachment B
Project Design Plans



SIGN & DESIGN
 Architectural Signage
 T 810.878.7376
 F 810.878.7481
 8903 South Monica Blvd. # 128
 Los Angeles, Ca. 90212

I HAVE CAREFULLY READ AND HEREBY ACCEPT THE DRAWINGS AS SHOWN. I REALIZE THAT ANY CHANGES TO THESE DESIGNS MADE BEFORE OR AFTER PRODUCTION MAY ALTER THE CONTRACT PRICE. ALL CHANGES MUST BE IN WRITING AND APPROVED BY BOTH PARTIES PRIOR TO PRODUCTION.

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DATE	REVISION DESCRIPTION	DESIGNER
11-18-18		Maria

JOB NAME:
 Viceroy/L'ermitage

Page 1-1 NTB

CUSTOMER SIGNATURE & DATE

LANDLORD SIGNATURE & DATE

SIGN & DESIGN
 Architectural Signage
 T 810.276.7378
 F 810.276.7415
 9903 Santa Monica Blvd. #128
 Los Angeles Ca. 90212

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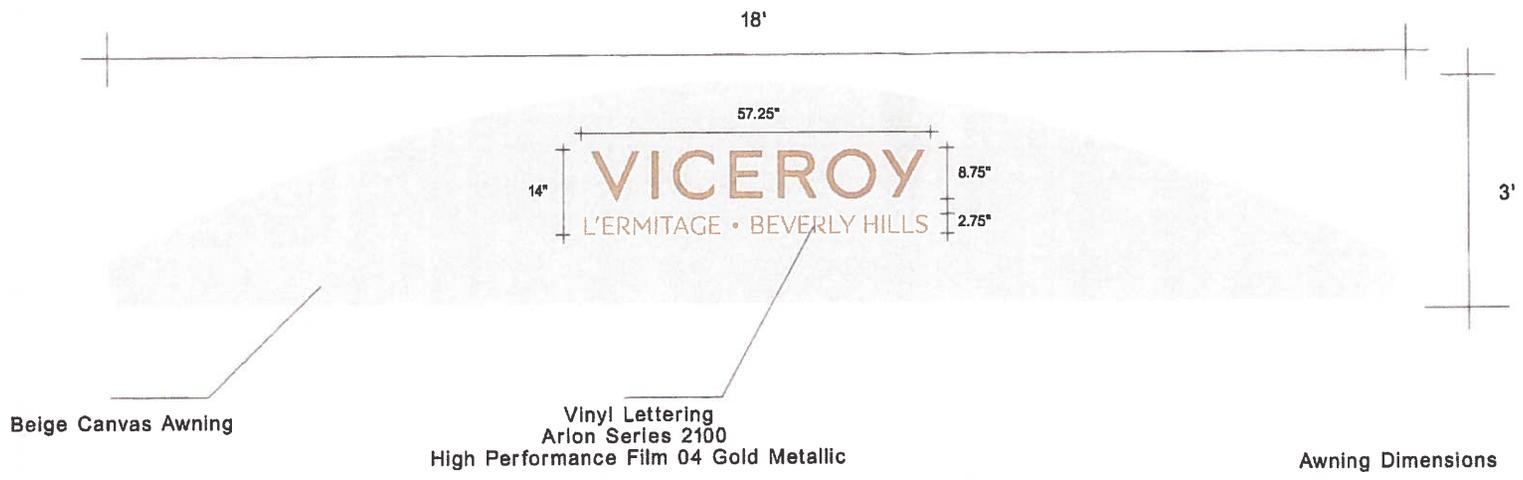
DATE	REVISION DESCRIPTION	DESIGNER
8-22-18		Meris

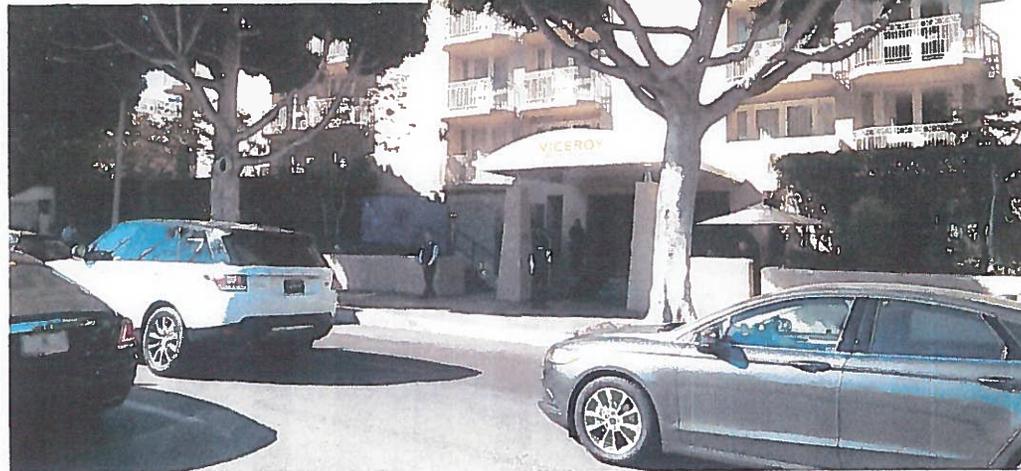
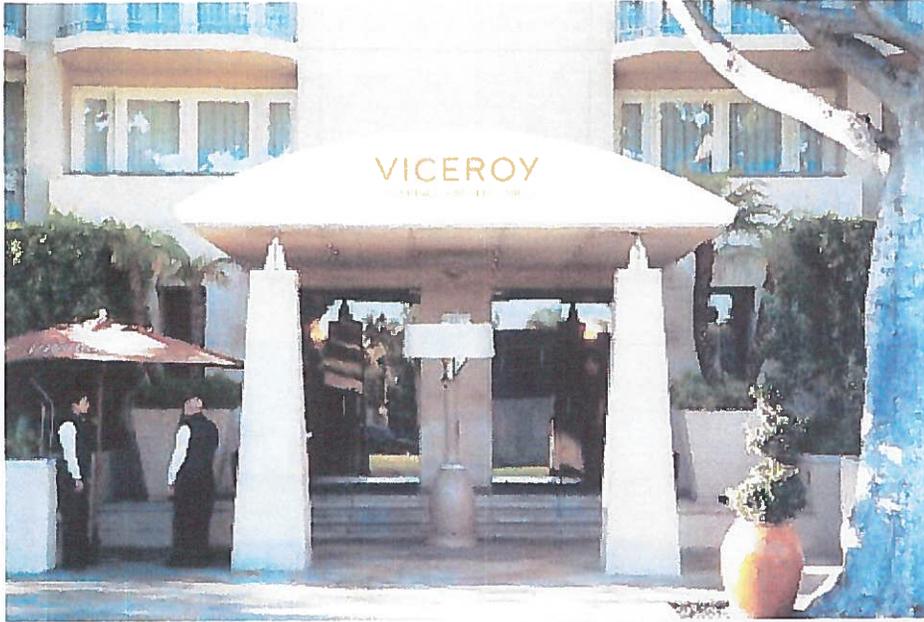
JOB NAME:
 Viceroy/L' ermitage

Page 1-1 NTS

CUSTOMER SIGNATURE & DATE

LANDLORD SIGNATURE & DATE





SIGN & DESIGN

Architectural Signage

T 310.276.7376
F 310.276.7461

9903 Santa Monica Blvd #126
Los Angeles, Ca. 90214

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DATE	REVISION DESCRIPTION	DESIGNER
8-30-16		Marie

JOB NAME:

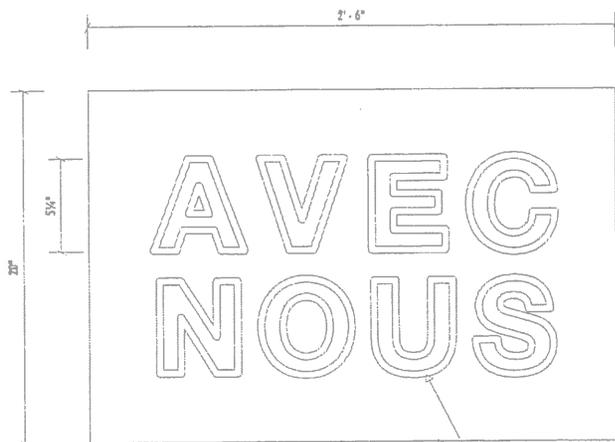
Viceroy/L'ermitage

Page 1-1

NTS

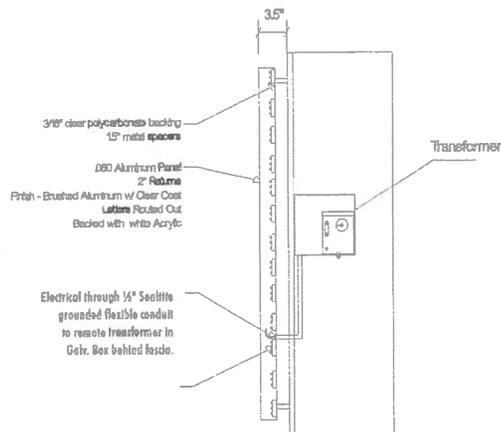
CUSTOMER SIGNATURE & DATE

LANDLORD SIGNATURE & DATE

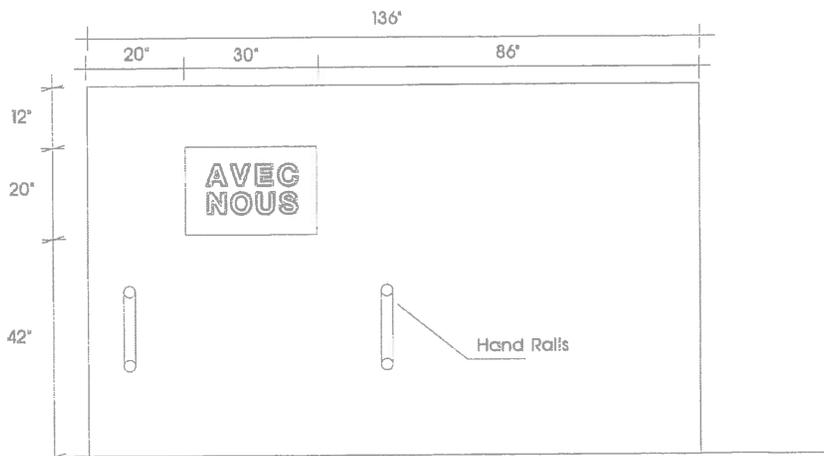


FRONT VIEW

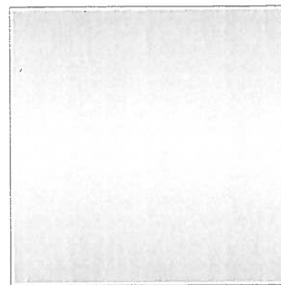
Routed out letters, backed with white acrylic
2" Deep Aluminum Panel, Brushed Finish



SIDE VIEW



TYPICAL ELEVATION



BRUSHED FINISH

SIGN DESIGN

Architectural Signage
T 310.275.7378
F 310.275.7461

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DATE	REVISION DESCRIPTION	DESIGNER
8-10-18		88arfo

JOB NAME:
Viceroy/L'Ermitage

Page 1 of 1

CUSTOMER SIGNATURE & DATE

LANDLORD SIGNATURE & DATE



SIGN & DESIGN
 Architectural Signage
 T 310.275.7378
 F 310.275.7451
 9903 Smita Monica Blvd, #128
 Los Angeles, Ca. 90021

I HAVE CAREFULLY READ AND HEREBY ACCEPT THE DRAWINGS AS SHOWN. I REALIZE THAT ANY CHANGES TO THESE DESIGNS MADE BEFORE OR AFTER PRODUCTION MAY AFFECT THE CONTRACT PRICE. ALL CHANGES MUST BE IN WRITING AND APPROVED BY BOTH PARTIES PRIOR TO PRODUCTION.

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DATE	REVISION DESCRIPTION	DESIGNER
5-18-16		Marta

JOB NAME:
 Viceroy/L'Ermitage

Page 1-1 NTB

CUSTOMER SIGNATURE & DATE

LANDLORD SIGNATURE & DATE



Architectural Commission Report
9291 Burton Way (Viceroy L'Ermitage Hotel)
December 21, 2016

Attachment C
Public Comment

Cindy Gordon

From: mikaelc@aol.com
Sent: Monday, December 12, 2016 9:22 PM
To: Cindy Gordon
Cc: bialermatti@aol.com; Ryan Gohlich; Mahdi Aluzri; 4-Nancy Krasne; ilanbialer@aol.com
Subject: Public Hearing for L'ermitage Signage Dec 21, 2016- URGENTTTTTTTTT

Dear Mrs. Gordon

I just received this evening your notice of public hearing in regard again of a signage demand by The Hotel L'Ermitage. I have not seen the notice in the BH Courier of last week.

The Hotel's entrance faces my house and the bedroom windows and if you remember they had installed last year a glowing and shinning signage, which lights were directly facing my house illuminating my rooms, and very annoying. The signage was removed under the order of the Council.

I have made already year end's plans to be out of town during the time of hearing, and it was not fair to be notified on a short notice. The Hearing must be postponed as I need to be present.

I would appreciate you emailing me the new plan of the new signage.

Your help and your attention are very appreciated.

Thank you

Sincerely

Mikael Cohen



Architectural Commission Report
9291 Burton Way (Viceroy L'Ermitage Hotel)
December 21, 2016

Attachment D
DRAFT Approval Resolution

RESOLUTION NO. AC XX-16

RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN ARCHITECTURAL REVIEW PERMIT OF SIGN ACCOMMODATIONS TO ALLOW BUSINESS IDENTIFICATION SIGNAGE AND TO ALLOW AWNING SIGNAGE TO EXCEED SEVEN INCHES (7") IN HEIGHT IN A MULTI-FAMILY RESIDENTIAL ZONE FOR THE PROPERTY LOCATED AT 9291 BURTON WAY (PL1630191 – VICEROY L'ERMITAGE HOTEL).

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

Section 1. A & A Sign Co., agent, on behalf of the property owner, LBH Real Estate, LLC, and tenant, Viceroy L'Ermitage Hotel, (Collectively the "Applicant"), has applied for architectural approval of sign accommodations to allow business identification signage and to allow awning signage to exceed seven inches (7") in height in a multi-family residential zone for the property located at 9291 Burton 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 Hills 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.

Section 5. The Architectural Commission conducted a duly noticed public hearing on December 21, 2016 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. Final plans shall indicate that all electrical conduits, transformers, etc. shall be concealed from public view

Standard Conditions

2. **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.
3. **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.
4. **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.
5. **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.
6. **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.
7. **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.

8. **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.
9. **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 filing a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: December 21, 2016

Mark Odell, Urban Designer
Community Development Department

Gidas Peteris, Chair
Architectural Commission