



**CITY OF BEVERLY HILLS**  
455 N. Rexford Drive  
Beverly Hills, California 90210

**ARCHITECTURAL COMMISSION  
REGULAR MEETING MINUTES  
February 19, 2014  
1:30 PM**

**MEETING CALLED TO ORDER**

Date / Time: February 19, 2014 / 1:38PM

**ROLL CALL**

Commissioners Present: Commissioners Kaye, Peteris, Gardner Apatow, Vice Chair Bernstein, Chair Blakeley.

Commissioners Absent: None.

Staff Present: William Crouch, Cindy Gordon, Reina Kapadia, Karen Myron.

**COMMUNICATIONS FROM THE AUDIENCE**

Speakers: None.

**APPROVAL OF AGENDA**

Motion: Motion by Chair Blakeley, Second by Commissioner Peteris to approve the agenda as amended, removing item #3, 9465 Wilshire Boulevard, from the consent calendar (3-2, Gardner Apatow, Bernstein no).

Action: The agenda was approved as amended.

**EX PARTE COMMUNICATIONS**

None.

**ADOPTION OF MINUTES**

1. Minutes from the Architectural Commission Meeting on January 15, 2014.

Motion: Motion by Commissioner Peteris, Second by Vice Chair Bernstein to approve the minutes as presented (5-0).

Action: The minutes were approved as presented.

## CONSENT CALENDAR

### 2. BEVERLY HILTON (PL1333386)

#### 9876 Wilshire Boulevard

Request for approval of a façade modification and relocation of cooling tower. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner

Project Agent: Kent Warden

Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Kaye to approve the Consent Calendar as amended (5-0).

**Action: The Consent Calendar was approved as amended.**

## PUBLIC HEARING

### 3. 9465 Wilshire Boulevard

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

Planner: Cindy Gordon, Associate Planner

Project Agent: Gabriel Gonzalez

Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Gardner Apatow to approve the resolution with conditions (5-0).

**Action: The resolution was approved with conditions.**

## CONTINUED BUSINESS

### 4. 132 SOUTH BEVERLY DRIVE

Request for approval of a façade remodel and a sign program. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

*(This project will be continued to the March 19, 2014 Architectural Commission meeting)*

**5. SAM EDELMAN (PL1331929)**

**342 North Beverly Drive**

Request for approval of a façade remodel, business identification signage, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

*(This project will be continued to the March 19, 2014 Architectural Commission meeting)*

**6. 449-455 NORTH CANON DRIVE (PL1333361)**

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

*(This project will be continued to the March 19, 2014 Architectural Commission meeting)*

**7. RITE AID (PL1333364)**

**300 North Canon Drive**

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

*(Continued from the Architectural Commission meeting on January 15, 2014)*

Planner: Cindy Gordon, Associate Planner

Project Agent: P.S. Services, Inc.

Public Input: None.

Motion: Motion by Commissioner Kaye, Second by Commissioner Peteris to approve the resolution with conditions (3-2, Gardner Apatow, Bernstein no).

Action: **The resolution was approved with conditions.**

**8. BERKSHIRE HATHAWAY (PL1401728)**

**9696 Wilshire Boulevard**

Request for approval of building identification signage, business identification signage on an existing ground sign, and a sign accommodation to allow business identification signage to face private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: Ryan Carter  
Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Gardner Apatow to approve the resolution as presented (5-0).

**Action: The resolution was approved as presented.**

**9. SIXTY BEVERLY HILLS (PL1401746)**

**9360 Wilshire Boulevard**

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

Planner: Cindy Gordon, Associate Planner  
Project Agent: Mitchell J. Dawson  
Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Kaye to approve the resolution with conditions (5-0).

**Action: The resolution was approved with conditions.**

**10. LULULEMON ATHLETICA (PL1401754)**

**334 North Beverly Drive**

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

Planner: Cindy Gordon, Associate Planner  
Project Agent: Sergio Meiron  
Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Peteris to approve the resolution with conditions (5-0).

**Action: The resolution was approved with conditions.**

**11. 8484 WILSHIRE BOULEVARD (PL1401758)**

Request for approval of two ground signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: Kirsten Weinoe  
Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Peteris to approve the resolution with conditions (5-0).

**Action:** The resolution was approved with conditions.

#### **DISCUSSION**

Request by Chair Blakeley to discuss matters related to signage and code enforcement.

#### **COMMUNICATIONS FROM THE COMMISSION**

Chair Blakeley gave a report from the Mayor's Cabinet meeting, as well as other meetings with staff regarding signage in the City. The Chair also asked the Commission to submit to him, a list of suggestions and concerns regarding signage enforcement.

#### **COMMUNICATIONS FROM THE URBAN DESIGNER**

- Staff-level Approvals (Tab 12)

**Action:** Received and filed.

#### **MEETING ADJOURNED**

Date / Time: February 19, 2014 / 5:23 PM

PASSED AND APPROVED THIS 19<sup>TH</sup> DAY OF MARCH, 2014



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James Blakeley, III, Chair