



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

**ARCHITECTURAL COMMISSION  
REGULAR MEETING MINUTES  
January 21, 2015  
1:30 PM**

**MEETING CALLED TO ORDER**

Date / Time: January 21, 2015 / 1:32 PM

**ROLL CALL**

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

Commissioners Absent: Commissioner Blakeley

Staff Present: Jay Trevino, Cindy Gordon, Georgana Millican, Karen Myron

**COMMUNICATIONS FROM THE AUDIENCE**

Speakers: None

**APPROVAL OF AGENDA**

Motion: Motion by Commissioner Peteris, Second by Vice Chair Gardner Apatow to approve the agenda as amended, moving Item #8, Seven Palace, to the Consent Calendar (4-0).

Action: The agenda was approved as amended.

**APPROVAL OF MINUTES**

1. Minutes from the Architectural Commission Special Meeting on December 17, 2014.

Motion: Motion by Commissioner Peteris, Second by Vice Chair Gardner Apatow to approve the minutes as presented (4-0).

Action: The minutes were approved as presented.

**CONSENT CALENDAR**

4. **SALVATORE FERRAGAMO (PL1433330)**  
357 North Rodeo Drive

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

Planner: Cindy Gordon, Associate Planner  
Applicant: Ashok Vanmali – Gruen Associates  
Public Input: None

**2. HONOR WINE & SPIRITS (PL1433257)**

**114 South Beverly Drive**

Request for approval of a revision to a previously approved sign accommodation to allow business identification signage to project above an architectural canopy. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Applicant: Kelly Wallace – Hillstone Restaurant Group  
Public Input: None

**8. SEVEN PALACE (PL1500218)**

**9669 Brighton Way**

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

Planner: Cindy Gordon, Associate Planner  
Applicant: Louise Chen – Studio Quartet  
Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Peteris to approve the Consent Calendar as amended (4-0).

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

**CONTINUED BUSINESS**

**4. FREE PEOPLE (PL1431895)**

**370 North Canon Drive**

Request for approval of a façade modification, an alley-oriented business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, and 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 February 18, 2015 Architectural Commission meeting)*

**NEW BUSINESS – PUBLIC HEARINGS**

**5. EMPORIO ARMANI (PL1500096)**

**338 North Rodeo Drive**

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

Planner: Cindy Gordon, Associate Planner  
Applicant: Phil Tollios – Burnham Nationwide  
Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Kay to adopt the resolution as amended (4-0).

**Action: The resolution was adopted as amended.**

**6. FARRO (PL1500113)**

**9845 South Santa Monica Boulevard**

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

Planner: Cindy Gordon, Associate Planner  
Applicant: Jacob Webster – All American Permits  
Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Peteris to approve the resolution as amended, and an Ad Hoc Committee comprised of Commissioners Kaye and Peteris was established to review on-site façade illumination (4-0).

**Action: The resolution was adopted as amended, and an Ad Hoc Committee comprised of Commissioners Kaye and Peteris was established to review on-site façade illumination.**

**7. DONALD GRUENBERG (PL1500193)**

**344 North Beverly Drive**

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

Planner: Cindy Gordon, Associate Planner

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Project Agent: Archive Design Group, LLC  
Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Kaye to adopt the resolution as presented (4-0).

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

*The Commission took a recess at 2:54 pm.*

*The Commission reconvened at 3:01 pm.*

**DISCUSSION**

- Architectural Awards

**COMMUNICATIONS FROM THE COMMISSION**

- Mayor's Cabinet Report (Tab 9)
- Vice Chair Gardner Apatow provided an update from a recent City Council Liaison meeting.

**COMMUNICATIONS FROM THE URBAN DESIGNER**

- Staff-level Approvals (Tab 10)

**MEETING ADJOURNED**

Date / Time: January 21, 2015 /3:34 PM

PASSED AND APPROVED THIS 18<sup>TH</sup> DAY OF FEBRUARY, 2015



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Barry Bernstein, Chair