



**CITY OF BEVERLY HILLS**

Room 280A  
455 North Rexford Drive  
Beverly Hills, CA 90210

**ARCHITECTURAL COMMISSION REGULAR MEETING**

**MINUTES**

March 15, 2017  
1:30 PM

**MEETING CALLED TO ORDER**

Date/Time: March 15, 2017 / 1:33 PM

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

Commissioners Present: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris  
Commissioners Absent: None  
Staff Present: Ryan Gohlich, Mark Odell, Fernando Solis, Reina Kapadia, Karen Myron, Alison Wehrle

**COMMUNICATIONS FROM THE AUDIENCE**

Members of the public may address the Commission regarding any items not on the Agenda that are within the subject matter jurisdiction of the Commission. By State law, the Commission may not discuss or vote on items not on the Agenda.

Speakers: None

**APPROVAL OF AGENDA**

By Order of the Chair, the agenda was approved as amended, moving Tab #9 – Temporary Business Signage during Subway Construction – to be heard immediately after the Water Conservation Update.

**CONSENT CALENDAR**

**1. Consideration of Minutes**

Consideration of minutes of the Architectural Commission regular meeting of February 15, 2017.

Motion: MOVED by Commissioner Hirschfeld, SECONDED by Commissioner Gardner Apatow to approve the Consent Calendar as presented (5-0).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Kaye, Chair Peteris

NOES: None

CARRIED

## REPORTS FROM PRIORITY AGENCIES

- **Water Conservation Update**
  - Water Conservation Administrator Debby Figoni provided a presentation and update of the City's recent water conservation progress.

## CONTINUED BUSINESS

No items

*Item #9 – Temporary Business Signage during Subway Construction – was heard prior to Item #2*

## NEW BUSINESS

### 2. MASTRO'S (PL1702499)

#### 246 North Canon Drive

Request for approval of a sign accommodation to allow multiple business identification signs for Mastro's. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for the project.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Jerry Murdock, Jones Signs  
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Commissioner Persovski to continue the item to Architectural Commission meeting on April 19, 2017 (5-0).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris

NOES: None

CARRIED

### 3. LA PERLA (PL1702779)

#### 433 North Rodeo Drive

Request for approval of a sign accommodation to allow multiple business identification signs for La Perla. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Alicia Zaayer – Valerio Architects, Inc.

Public Input: None

Motion: MOVED by Vice Chair Kaye, SECONDED by Commissioner Gardner Apatow to adopt the resolution as presented (5-0)

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris

NOES: None

CARRIED

**4. AT&T (PL1702759)**

**9260 South Santa Monica Boulevard**

Request for approval of a building identification sign and business identification signage. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Dennis Stout  
Public Input: None

Motion: MOVED by Commissioner Persovski, SECONDED by Commissioner Hirschfeld to adopt the resolution as amended (5-0).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris

NOES: None

CARRIED

**5. 8822 WEST OLYMPIC (PL1702272)**

**8822 & 8826 West Olympic Boulevard**

Request for approval of signage for Khorshidi and Nourmand Law Firms. Pursuant to the provisions set forth in the California Environmental Quality Act, the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

The applicant team for 8822 & 8826 West Olympic Boulevard was not present at the meeting.

Motion: MOVED by Commissioner Hirschfeld, SECONDED by Vice Chair Kaye to continue the item to the April 19, 2017 Architectural Commission meeting (5-0).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris

NOES: None

CARRIED

**6. MK DIAMONDS (PL1702278)**

**228 – 230 South Beverly Drive**

Request for approval of a façade remodel, business identification signage, and a construction barricade. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Hrach Javadvesian, Structural Solutions  
Public Input: None

Motion: MOVED by Commissioner Hirschfeld, SECONDED by Commissioner Persovski to adopt the resolution as amended (4-1).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Chair Peteris

NOES: Vice Chair Kaye

CARRIED

*The Commission took a recess at 4:12 PM.*

*The Commission reconvened at 4:25 PM.*

**7. LACOSTE (PL1702907)**

**447 NORTH RODEO DRIVE**

Request for approval of a façade remodel and business identification signage. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Ryan Reiter, Kenneth Park Architects  
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Vice Chair Kaye to adopt the resolution as amended (5-0).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris

NOES: None

CARRIED

*The Commission took a recess at 4:52 PM.*

*The Commission reconvened at 5:05 PM.*

**8. ONE BEVERLY HILLS**

**9900 Wilshire Boulevard**

Request for approval of the new "One Beverly Hills" mixed-use building. The City Council previously certified a Final Supplemental Environmental Impact Report for the project on

November 21, 2016 pursuant to the California Environmental Quality Act, and no further environmental review is required at this time.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Yunglee Kim – Richard Meier and Partners Architects LLP  
Public Input: None

*The Commission took a recess at 6:17 PM.*

*The Commission reconvened at 6:32 PM.*

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Commissioner Hirschfeld to adopt the resolution as amended, with final landscape approval to be granted by an Ad Hoc Committee comprised of Commissioners Hirschfeld and Gardner Apatow, and final lighting approval to be granted by an Ad Hoc Committee comprised of Commissioner Persovski and Chair Peteris (5-0).

AYES: Commissioners Persovski, Hirschfeld, Gardner Apatow, Vice Chair Kaye, Chair Peteris

NOES: None

CARRIED

## STUDY SESSION

### 9. TEMPORARY BUSINESS SIGNAGE DURING SUBWAY CONSTRUCTION

Discussion of temporary business signage during subway construction

Project Planner: Timothea Tway, Senior Planner  
Public Input: John Antignas, Landmark Center

The Commission received staff's report and provided input on temporary business signage in terms of size, placement, quantity, and content, as well as signage for unique businesses. However, no formal action was taken on this item.

## COMMUNICATIONS FROM THE COMMISSION

- o None

### 10. Mayor's Cabinet Meeting

- o Received and filed

## COMMUNICATIONS FROM STAFF

### • Urban Designer Updates

- o None

### 11. Staff Level Approvals

- o Received and filed

**12. 2017 Meeting Schedule**

- Received and filed

**ADJOURNMENT**

Date / Time: March 15, 2017 / 8:31 PM

PASSED AND APPROVED THIS 19<sup>TH</sup> DAY of APRIL, 2017



Gidas Peteris, Chair