



**CITY OF BEVERLY HILLS**  
Room 280A  
455 North Rexford Drive  
Beverly Hills, CA 90210

## **ARCHITECTURAL COMMISSION REGULAR MEETING**

### **MINUTES**

July 19, 2017  
1:30 PM

#### **MEETING CALLED TO ORDER**

Date/Time: July 19, 2017 / 1:35 PM

#### **PLEDGE OF ALLEGIANCE**

#### **ROLL CALL**

Commissioners Present: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair  
Hirschfeld, Chair Kaye  
Commissioners Absent: None  
Staff Present: Mark Odell, Fernando Solis, Georgana Millican, Karen Myron

#### **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 presented

#### **CONSENT CALENDAR**

##### **1. CONSIDERATION OF MINUTES**

Consideration of minutes of the Architectural Commission regular meeting of June 21, 2017.

##### **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 this project.

*(Continued from the May 17, 2017 Architectural Commission meeting. The applicant has been formally notified that this project is to be administratively withdrawn and this proposal shall not be continued.)*

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

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

NOES: None

**CARRIED**

**REPORTS FROM PRIORITY AGENCIES**

None

**CONTINUED BUSINESS**

No items

**NEW BUSINESS**

**3. GAGOSIAN GALLERY (PL1708885)**

**456 North Camden Drive**

Request for approval of a business identification sign and a sign accommodation to allow business identification signage to face private property and/or an alley for Gagosian Gallery. 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: Zachary Kellogg – Gagosian Gallery  
Public Input: None

Motion: MOVED by Commissioner Peteris, SECONDED by Vice Chair Hirschfeld to adopt the resolution as presented (5-0).

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

NOES: None

**CARRIED**

**4. AT&T (PL1709760)**

**9659 South Santa Monica Boulevard**

Request for approval of a minor façade modification, business identification signage and a sign accommodation to allow business identification signage to face private property and/or an alley for AT&T. 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: Mitch Chemers – Priority Signs  
Public Input: None

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

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

NOES: None

CARRIED

**5. AKA (PL1709992)**

**155 North Crescent Drive**

Request for approval to allow a sign accommodation for a building identification sign for AKA. 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: Miriam Guzman  
Public Input: None

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

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

NOES: None

CARRIED

*The Commission took a recess at 3:08 PM.*

*The Commission reconvened at 3:18 PM.*

**6. STARPOINT PROPERTIES (PL1709773)**

**450 North Roxbury Drive**

Request for approval to allow a building identification sign for Starpoint Properties. 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: Greg Diaz – Paradise Signs  
Public Input: None

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

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

NOES: None

CARRIED

**7. INFINITI SERVICE (PL1709748)**

**194 North Robertson Boulevard**

Request for approval of façade modifications, landscaping, business identification signage and building directional signage for the Infiniti Service Center. 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.

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Project Planner:	Fernando Solis, Associate Planner
Project Applicant:	Alan Bernstein – Alan Bernstein Architects
Public Input:	None

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

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

NOES:                                        None

CARRIED

**PROJECT PREVIEW**

**8. BEVERLY HILLS MEDIA CENTER (PL1709763)**

**100 North Crescent Drive**

Request for a preliminary review of an extensive façade remodel with the addition of two new floors and new landscaping for an existing commercial building.

Project Planner:	Fernando Solis, Associate Planner
Project Applicant:	Benjamin Reznik - JMBM
Public Input:	Wiseman Dawoody, Dr. Joshua Tanz, Darian Bojeau, Dora Arush

Chair Kaye read into record comments from Steven Hakim and Renee Touriel

The Commission reviewed the project, received public input, asked clarifying questions of the applicant team, and provided feedback, but took no formal action on this item.

*The Commission took a recess at 5:49 PM.*

*The Commission reconvened at 6:00 PM.*

**9. 9000 WILSHIRE (PL1709770)**

**9000 Wilshire Boulevard**

Request for a preliminary review of a new four story commercial building

Project Planner:	Fernando Solis, Associate Planner
Project Applicant:	Murray Fisher – Law Offices of Murray Fisher
Public Input:	None

The Commission reviewed the project, asked clarifying questions of the applicant team, and provided feedback, but took no formal action on this item.

**STUDY SESSION**

No items

**COMMUNICATIONS FROM THE COMMISSION**

- **Mayor's Cabinet Meeting**
    - This item was not discussed
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**COMMUNICATIONS FROM STAFF**

- **Urban Designer Updates**
  - None

**10. Staff-level Approvals**

- Received and filed

**11. 2017 Meeting Schedule**

- Received and filed

**ADJOURNMENT**

Date / Time: July 19, 2017 / 6:47 PM

PASSED AND APPROVED THIS 16<sup>TH</sup> DAY of AUGUST, 2017

  
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Michelle Kaye, Chair