



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

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

August 16, 2017
1:30 PM

MEETING CALLED TO ORDER

Date/Time: August 16, 2017 / 1:33 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 amended, moving Item #5, Lacoste, to the Consent Calendar.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of July 19, 2017.

2. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission special meeting of July 19, 2017.

5. 447 NORTH RODEO DRIVE

Lacoste (PL1711534)

Request for approval of a construction barricade graphic for Lacoste. 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.

Motion: MOVED by Commissioner Peteris, SECONDED by Vice Chair Hirschfeld to adopt the full Consent Calendar as amended (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. 8440 WILSHIRE BOULEVARD

Temple of the Arts Theater (PL1711417)

Request for approval to allow for a temporary LED business identification / marquee sign for Temple of the Arts Theater. 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: Kasey Carter – Temple of the Arts at the Saban Theater
Public Input: None

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

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

NOES: None

CARRIED

4. 9000 WILSHIRE BOULEVARD

9000 Wilshire (PL1712012)

Request for approval of a new three-story office building plus lunchroom and a sign program, which includes building identification signage, a business identification sign, parking signage and a ground sign. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), an Environmental Impact Report was approved for this project by the Planning Commission on August 10, 2017 and there have been no changes or further information which would require further environmental review at this time.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Neil M Denari – Neil M Denari Architects
Public Input: None

Motion: MOVED by Commissioner Peteris, SECONDED by Vice Chair Hirschfeld to adopt the resolution as amended, with final approval of the graphic / green screen wall on the second floor terrace to be granted by an Ad Hoc Committee comprised of Commissioner Persovski and Vice Chair Hirschfeld (5-0).

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

NOES: None

CARRIED

The Commission took a recess at 3:55 PM

The Commission reconvened at 4:05 PM

6. 9001 & 9031 OLYMPIC BOULEVARD

Jim Falk Lexus of Beverly Hills (PL1711874) / (PL1711887)

Request for approval to allow building identification signage, a business identification sign, a building directional sign and a ground sign for Jim Falk Lexus of Beverly Hills. 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: Robert Bollin – Jim Falk Lexus of Beverly Hills
Public Input: None

Motion: MOVED by Commissioner Persovski, 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

7. 441 NORTH RODEO DRIVE

Panera (PL1711324)

Request for approval of a revision to a previously approved sign accommodation for multiple business identification signs for Panera. 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: Victor Fuentes – Lochte Architectural Group
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

8. 9440 SOUTH SANTA MONICA BOULEVARD

Bank of America (PL1711311)

Request for approval to allow an elevator run along the east elevation and a business identification sign for a non-ground floor tenancy. 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: Ashok Vanmali – Gruen and Associates
Public Input: None

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

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair
Hirschfeld, Chair Kaye
NOES: None

CARRIED

9. 2017 CONFLICT OF INTEREST CODE

Annual review of the Architectural Commission's Conflict of Interest Code.

Public Input: None

Motion: MOVED by Chair Kaye, SECONDED by Vice Chair Hirschfeld to adopt the 2017 Conflict of Interest Code, Exhibits A & B for the Architectural Commission of the City of Beverly Hills as presented (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair
Hirschfeld, Chair Kaye
NOES: None

CARRIED

PROJECT PREVIEW

10. 339 NORTH CANON DRIVE

One Beverly Hills Sales Gallery (PL1711906)

Request for a preliminary review of an extensive façade remodel and signage for an existing commercial building.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Michael Lau – Wanda Group

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

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
 - None


- 11. Staff-level Approvals**
 - Received and filed

- 12. 2017 Meeting Schedule**
 - Received and filed

ADJOURNMENT

Date / Time: August 16, 2017 / 6:20 PM

PASSED AND APPROVED THIS 20TH DAY of SEPTEMBER, 2017



Michelle Kaye, Chair