



## **CITY OF BEVERLY HILLS**

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

### **ARCHITECTURAL COMMISSION SPECIAL MEETING**

#### **MINUTES**

February 21, 2018  
1:00 PM

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

Date/Time: February 21, 2018 / 1:02 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, Mandana Motahari, Karen Myron

*The Site Visit to Beverly Gardens Park, Block G was conducted prior to Communications from the Audience and Approval of Agenda*

#### **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**

Absent objection from the Commission, the agenda was approved as presented.

#### **SITE VISIT**

The Commission will conduct a site visit of the newly constructed public facility located in Beverly Gardens Park, Block G.

The Commission departed for the site visit at 1:05 PM, and reconvened in Room 280A at 1:26 PM.

## CONSENT CALENDAR

### 1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of January 17, 2018.

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

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

NOES: None

#### CARRIED

### 2. 157 NORTH LA CIENEGA BOULEVARD

#### **Elysee Beauty (PL1730755)**

Request for approval of a sign accommodation for multiple business identification signs for Elysee Beauty. 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 December 20, 2017 Architectural Commission meeting and will be continued to the March 21, 2018 Architectural Commission meeting.)*

Absent objection from the Commission, the project at 157 North La Cienega Boulevard was continued to the March 21, 2018 Architectural Commission meeting.

## REPORTS FROM PRIORITY AGENCIES

City Architect Mandana Motahari will present changes to the color palette for a City-owned building at 345 North Beverly Drive.

City Architect Motahari presented the proposed color changes for the City-owned property at 345 North Beverly Drive. The Commission expressed positive feedback, but took no formal action on this item.

## CONTINUED BUSINESS

No items

## NEW BUSINESS

### 3. 433 NORTH RODEO DRIVE

#### **La Perla (PL1801855)**

Request for a revision to a previously approved sign accommodation for 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 Hirschfeld, 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. 9696 WILSHIRE BOULEVARD

##### **Echo Lake Entertainment (PL1801832)**

Request for approval to allow building identification signs and ground signage for Echo Lake Entertainment. 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 Ybarra

Public Input: None

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

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

NOES: None

CARRIED

#### 5. 214 NORTH RODEO DRIVE

##### **Pomellato (PL1801946)**

Request for approval to allow a façade modification, a construction barricade and a sign accommodation to allow multiple business identification signs for Pomellato. 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: Brian Walsingham – Gruen Associates

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

*The Commission took a recess at 2:33 PM.*

*The Commission reconvened at 2:43 PM.*

## **6. 9200 WILSHIRE BOULEVARD**

### **9200 Wilshire (PL1730800)**

Request for approval of the construction of a new six-story mixed-use building, lighting, landscape elements, a sign accommodation for parking identification signage, and a sign program. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), a final EIR for this project was certified in 2007 by the City Council. Addendums to the final EIR were approved for this project by the Planning Commission on October 12, 2017. There have been no changes or further information which would require additional environmental review at this time. *(Continued from the December 20, 2017 Architectural Commission meeting)*

Project Planner:	Fernando Solis, Associate Planner
Project Applicant:	Joseph N. Tilem – Law Offices of Dawson, Tilem & Gole
Public Input:	Magali Bergher, Allyson Wittner

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

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

NOES: None

CARRIED

## **STUDY SESSION**

No items

## **COMMUNICATIONS FROM THE COMMISSION**

- **Mayor's Cabinet Meeting**

- Chair Kaye reported that the Human Relations Commissions recognized the week of February 11-17, 2018 as kindness week; pins were passed out to the Commission.
- The Runway to Rodeo event, celebrating over 50 years of luxury, will take place in the 200 and 300 blocks of Rodeo Drive on Sunday, February 25, 2018 from 4:00 to 8:00 PM.

## **COMMUNICATIONS FROM STAFF**

- **Urban Designer Updates**

- Urban Designer Mark Odell advised that at its special meeting on Tuesday, February 27, 2018, the Cultural Heritage Commission will be reviewing the potential Landmark Nomination for the 76 Service Station at 427 North Crescent Drive, and providing input regarding a Historic Incentive Permit (HIP) for the property at 1200 Laurel Lane.

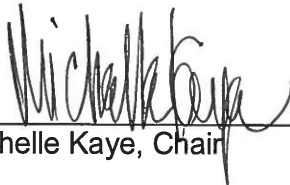
**7. 2018 Meeting Schedule**

- Received and filed; the Commission discussed changing the date of the March meeting, but ultimately decided to keep the original date of March 21.

**ADJOURNMENT**

Date / Time: February 21, 2018 / 4:40 PM

PASSED AND APPROVED THIS 21<sup>ST</sup> DAY of MARCH, 2018

  
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Michelle Kaye, Chair