



**CITY OF BEVERLY HILLS**

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

**ARCHITECTURAL COMMISSION REGULAR MEETING**

**MINUTES**

March 21, 2018  
1:30 PM

**MEETING CALLED TO ORDER**

Date/Time: March 21, 2018 / 1:31 PM

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

Commissioners Present: Commissioners Persovski, Gardner Apatow, Vice Chair  
Hirschfeld, Chair Kaye  
Commissioners Absent: Commissioner Peteris  
Staff Present: Mark Odell, Fernando Solis, Reina Kapadia, 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 special meeting of February 21, 2018.

Motion: MOVED by Vice Chair Hirschfeld, SECONDED by Commissioner Gardner Apatow to adopt the Consent Calendar as presented (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

**CARRIED**

## REPORTS FROM PRIORITY AGENCIES

None

## CONTINUED BUSINESS

No items

## NEW BUSINESS

### 2. 347 NORTH RODEO DRIVE

#### **Gucci (PL1803465)**

Request for approval of a construction barricade graphic for Gucci. 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: Roy Hasson, Permit Advisors  
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Commissioner Persovski to adopt the resolution as amended (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

#### CARRIED

*The Commission heard items #3 through #9 out of agendized order.*

### 3. 414 NORTH RODEO DRIVE

#### **MCM (PL1803453)**

Request for approval of a façade remodel and a sign accommodation for multiple business identification signs for MCM. 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  
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Commissioner Persovski to adopt the resolution as amended (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

CARRIED

*The Commission took a recess at 2:42 PM.*

*The Commission reconvened at 2:50 PM.*

**4. 437 NORTH RODEO DRIVE**

**Stuart Weitzman (PL1803494)**

Request for a revision to a previously approved façade remodel for Stuart Weitzman. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), on August 16, 2017, the Architectural Commission adopted a Categorical Exemption for this project and the modification proposed will not require further environmental review at this time.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Cynthia Eng - Archytec  
Public Input: None

Motion: MOVED by Vice Chair Hirschfeld, SECONDED by Commissioner Gardner Apatow to adopt the resolution as amended (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

CARRIED

**5. 206 NORTH RODEO DRIVE**

**Westtime (PL1803467)**

Request for a revision to a previously approved 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: Roy Hasson, Permit Advisors  
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Commissioner Persovski to adopt the resolution as amended, with final approval to be granted by an Ad Hoc Committee comprised of Commissioner Persovski and Vice Chair Hirschfeld (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

CARRIED

**6. 9242 BEVERLY BOULEVARD**

**Livestyle (PL1803104)**

Request for approval of a sign accommodation to allow multiple building identification signs. 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: Jessica Jimenez, Swain Sign Inc.  
Public Input: None

Motion: MOVED by Vice Chair Hirschfeld, SECONDED by Chair Kaye to adopt the resolution as presented (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

CARRIED

**7. 8942 WILSHIRE BOULEVARD**

**Paradigm Talent Agency (PL14802789)**

Request for approval for building identification signage, business identification signage, a sign accommodation for ground signage and parking signage. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA),

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Harout Dedeyau, Rottet Studio  
Public Input: None

Motion: MOVED by Commissioner Persovski, SECONDED by Vice Chair Hirschfeld to adopt the resolution as amended (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

CARRIED

**8. 462 SOUTH REXFORD DRIVE**

**Seven-Unit Residence (PL1803470)**

Request for approval of a revision to a previously approved seven-unit, multi-family residential building. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Planning Commission previously adopted a Negative Declaration on June 14, 2007 for this project. There have been no changes or further information which would require additional environmental review at this time.

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Matt Sun, Code Solution  
Public Input: None

Motion: MOVED by Vice Chair Hirschfeld, SECONDED by Commissioner Persovski to continue the item to the April 18, 2018 Architectural Commission regular meeting (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

**CARRIED**

*The Commission took a recess at 4:08 PM.*

*The Commission reconvened at 4:13 PM.*

**9. 9401 WILSHIRE BOULEVARD**

**9401 Wilshire Building (PL1803474)**

Request for approval of façade modifications, redesign of the plaza area and landscaping. Additionally, a sign accommodation for building identification signage, parking signage, and a sign accommodation for ground signage is requested. 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: Kirsten Pearson, Douglas Emmett  
Public Input: None

Motion: MOVED by Commissioner Persovski, SECONDED by Vice Chair Hirschfeld to adopt the resolution as amended (4-0-1).

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

NOES: None

ABSENT: Commissioner Peteris

**CARRIED**

**PROJECT PREVIEW**

**10. 9900 WILSHIRE BOULEVARD**

**One Beverly Hills (PL1803623)**

Request for a preliminary review for the construction of two gateway statements for the One Beverly Hills Project.

The Commission reviewed the proposed gateway statements and provided feedback, but took no formal action on this item.

**STUDY SESSION**

No items

*Commissioner Persovski left the meeting at 6:40 PM.*

## **COMMUNICATIONS FROM THE COMMISSION**

- **Mayor's Cabinet Meeting**

- This item was not discussed; video is available online

## **COMMUNICATIONS FROM STAFF**

- **Urban Designer Updates**

- Urban Designer Mark Odell advised the Commission of the following:
  - The Design Review Commission will hold a special meeting on Monday, April 9, 2018 at 7:00 PM to discuss the potential expansion of Design Review outside the Central Area of the City.
  - At its regular meeting on April 11, 2018, the Cultural Heritage Commission is expected to nominate a single-family residence on Alpine Drive and a multi-family residence at Charleville Boulevard and South Crescent Drive as local landmarks.
  - The application for Elysee Beauty at 157 North La Cienega Boulevard, which was previously reviewed and continued by the Architectural Commission, has been withdrawn.
  - The Restaurant Subcommittee of the Architectural Commission will be meeting on Monday, March 26, 2018 at 2:00 PM.

## **11. Staff-level Approvals**

- Received and filed

## **12. 2018 Meeting Schedule**

- Received and filed

## **ADJOURNMENT**

Date / Time: March 21, 2018 / 6:42 PM

PASSED AND APPROVED THIS 18<sup>TH</sup> DAY of APRIL, 2018

  
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Michelle Kaye, Chair