



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

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

July 18, 2018
1:30 PM

MEETING CALLED TO ORDER

Date/Time: July 18, 2018 / 1:30 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Commissioners Kaye, Peteris, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld
Commissioners Absent: None
Staff Present: Mark Odell, Fernando Solis, 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: Michael Goldberg

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 June 20, 2018.

2. 264 SOUTH LA CIENEGA BOULEVARD

Sixt Car Rental (PL1806320)

Request approval for a Sign Accommodation to allow a sign on a wall facing private property, business identification signage and an awning for Sixt Car Rental. 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 item from the June 20, 2018 Architectural Commission meeting and will be continued to a future meeting).*

Motion: MOVED by Commissioner Peteris, SECONDED by Commissioner Kaye to adopt the Consent Calendar as presented (5-0).

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

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

No items

NEW BUSINESS

3. 250 NORTH CANON DRIVE

Core Real Estate Group (PL1820299)

Request for approval of business identification signage for Core Real Estate Group. 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: Jose Rodriguez – Wesco Signs
Public Input: None

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

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

CARRIED

4. 456 NORTH RODEO DRIVE

Celine (PL1820298)

Request for approval of a façade modification, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signs, and a sign accommodation to allow business identification signage to face private property and/or an alley for Celine. 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 Associates
Public Input: None

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

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

CARRIED

5. 8600 WILSHIRE BOULEVARD (PL1820291)

Request for approval of the final sign program that includes building identification signage, business identification signage, ground signage, and parking identification signage for the building located at 8600 Wilshire Boulevard. The City Council previously adopted an Environmental Impact Report for the project on November 13, 2007 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Ashok Vanmali – Gruen Associates
Public Input: Eileen Finizza

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

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

CARRIED

The Commission took a recess at 3:25 PM.

The Commission reconvened at 3:34 PM

**6. 330 NORTH CRESCENT DRIVE
Multi-Family Complex (PL1820289)**

Request for approval of a façade modification, landscaping, external lighting, and building 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: Michael Seltzer
Public Input: None

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

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

CARRIED

7. 350 NORTH CRESCENT DRIVE

Multi-Family Complex (PL1820290)

Request for approval of a façade modification, landscaping, external lighting, and building 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: Michael Seltzer
Public Input: Chaya Van Essen

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

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

NOES: None

CARRIED

The Commission took a recess at 5:23 PM

The Commission reconvened at 5:30 PM

PROJECT PREVIEW

8. 425-429 NORTH PALM DRIVE

Palm Multi-Family Complex (PL1820302)

Request for a preliminary review of the construction of a new five-story multi-family residential building.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Kevin Tsai – Kevin Tsai Architecture
Public Input: None

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

COMMUNICATIONS FROM THE COMMISSION

- **Mayor's Cabinet Meeting**
 - Chair Hirschfeld provided a report from the Mayor's Cabinet meeting.
- Chair Hirschfeld acknowledged incoming Architectural Commissioner James Matson in the audience.

Commissioner Gardner Apatow left the meeting at 6:02 PM.

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**

- Urban Designer Mark Odell advised that the Cultural Heritage Commission recently reviewed proposed signage for Historic Route 66, as well as the design for the Golden Shield award. Four new local landmark designations will coming to the City Council in the coming months: 614 Alpine Drive, 626 North Camden Drive, 9300 Wilshire Boulevard, and 1050 Summit Drive.

9. Staff-level Approvals

- Received and filed

10. 2018 Meeting Schedule

- Received and filed

ADJOURNMENT

Date / Time: July 18, 2018 / 6:05 PM

PASSED AND APPROVED THIS 15TH DAY of AUGUST, 2018



Sheri Hirschfeld, Chair