



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

ARCHITECTURAL COMMISSION SPECIAL MEETING

MINUTES

September 12, 2018
1:30 PM

MEETING CALLED TO ORDER

Date/Time: September 12, 2018 / 1:31 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, 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 #6, MCM, to the Consent Calendar.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of August 15, 2018.

6. 414 NORTH RODEO DRIVE MCM (PL1820379)

Request for approval of a construction barricade graphic 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.

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

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

CARRIED

REPORTS FROM PRIORITY AGENCIES

2. LA CIENEGA PARK PUBLIC FEEDBACK PROCESS

Update from the Community Services Department on the La Cienega Park and Recreation Complex process for public engagement

Community Services Department Senior Management Analyst Stephanie Harris provided information on the La Cienega Park and Recreation Complex renovation project, and the process by which the public is able to provide feedback on the recreational needs of the community. All members of the public are encouraged to provide input.

CONTINUED BUSINESS

3. 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.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Vartan A. Yapudzhyan, A & A Sign Co.
Public Input: None

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

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

CARRIED

4. 334 NORTH BEVERLY DRIVE

Lululemon (PL1820338)

Request for approval of a façade remodel, business identification signage, and a construction barricade graphic for Lululemon. 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: John Ranous – Nationwide Permits
Public Input: None

Motion: MOVED by Commissioner Kaye, 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

NEW BUSINESS

5. 347 NORTH RODEO DRIVE

Gucci (PL1820377)

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 (5-0).

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

NOES: None

CARRIED

7. 240 SOUTH LA CIENEGA BOULEVARD

Danesh Dermatology & Laser Surgery (PL1820378)

Request for approval of a building identification sign for Danesh Dermatology & Laser Surgery. 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: Edward Motag, High-Tech Signs

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

The Commission took a recess at 2:51 PM.

The Commission reconvened at 3:02 PM. Vice Chair Persovski was temporarily absent.

8. 8767 WILSHIRE BOULEVARD

Cadillac (PL1820381)

Request for approval of business identification signs for Cadillac. 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: Dennis Stout
Public Input: None

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

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

CARRIED

9. 8820 WILSHIRE BOULEVARD

First Bank (PL1820376)

Request for approval to allow building identification signage and business identification signage for First Bank. 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.

Vice Chair Persovski returned to the meeting at 3:23 PM.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Rick Sheckter
Public Input: None

Motion: MOVED by Commissioner Kaye, 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

10. 313 NORTH BEVERLY DRIVE

Valerie (PL1820370)

Request for approval of a façade remodel and business identification signage for Valerie. 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: Hamid Gabbay – Gabbay Architects

Public Input: None

Motion: MOVED by Chair Hirschfeld, SECONDED by Commissioner Kaye 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 4:17 PM.

The Commission reconvened at 4:24 PM.

11. 370 NORTH RODEO DRIVE

Cartier (PL1820364)

Request for approval of a new three-story building that includes a sign accommodation to allow multiple business identification signs, and landscape on an outdoor terrace. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), a Class 32 Categorical Exemption was approved for this project by the Planning Commission, and there have been no changes of additional information which would require further environmental review at this time.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Roy Hasson – Permit Advisors
Public Input: None

Motion: MOVED by Chair Hirschfeld, 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

PROJECT PREVIEW

12. 347 NORTH RODEO DRIVE

Gucci Restaurant (PL1820369)

Request for a preliminary review for improvements to a third-story roof terrace with outdoor dining elements for a proposed restaurant site.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Roy Hasson – Permit Advisors
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**
 - Recent meeting video is available online

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
 - Urban Designer Mark Odell reminded the Commission that the ribbon-cutting ceremony for the North Santa Monica Boulevard reconstruction project and Historic Route 66 Commemoration will take place on Monday, September 17, 2018 at 1:30 PM at the southeast corner of North Santa Monica Boulevard and North Crescent Drive. Historic Route 66 temporary signage is currently in place.

13. Staff-level Approvals

- Received and filed

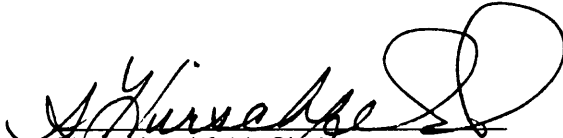
14. 2018 Meeting Schedule

- Received and filed; Commissioner Kaye will not be present at the October meeting.

ADJOURNMENT

Date / Time: September 12, 2018 / 5:57 PM

PASSED AND APPROVED THIS 17TH DAY of OCTOBER, 2018



Sheri Hirschfeld, Chair