



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

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

January 16, 2019
1:30 PM

MEETING CALLED TO ORDER

Date/Time: January 16, 2019 / 1:33 PM

PLEDGE OF ALLEGIANCE

SWEARING IN OF NEW COMMISSIONERS JAMES MATSON AND JENNIFER SCHREIBER

New Commissioners James Matson and Jennifer Schreiber were sworn in by Records Manager Michael Dunn.

ROLL CALL

Commissioners Present: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski
Commissioners Absent: Chair Hirschfeld
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: None

APPROVAL OF AGENDA

By Order of the Acting Chair, the agenda was approved as presented.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission special meeting of December 12, 2018.

Motion: MOVED by Order of Vice Chair Persovski to adopt the Consent Calendar as presented (4-0-1).

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair
Persovski
NOES: None
ABSENT: Chair Hirschfeld

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

No items

NEW BUSINESS

2. 444 NORTH REXFORD DRIVE

Kelly's Coffee (PL1900002)

Request for approval of a sign accommodation to allow a ground sign located on a street other than specified in the Municipal Code and modifications to existing outdoor seating elements. 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: Alex Sayadyan, Kelly's Coffee
Public Input: None

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

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair
Persovski
NOES: None
ABSENT: Chair Hirschfeld

CARRIED

3. 360 NORTH BEDFORD DRIVE / 9632 BRIGHTON WAY

360 North Bedford Building (PL1900003 / PL1900004)

Request for approval of a façade modification and a sign accommodation for a mural. Pursuant to the provisions set forth in the California Environmental 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 Commissioner Matson, SECONDED by Commissioner Gardner Apatow to adopt the resolution as amended (4-0-1).

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski

NOES: None

ABSENT: Chair Hirschfeld

CARRIED

4. 371 NORTH BEVERLY DRIVE

Smile Direct (PL1820551)

Request for approval of a 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: Aaron Holder, Burnham

Public Input: None

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

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski

NOES: None

ABSENT: Chair Hirschfeld

CARRIED

The Commission took a recess at 3:24 PM.

The Commission reconvened at 3:33 PM.

5. 338 NORTH RODEO DRIVE

Balenciaga (PL1900005)

Request for approval of a façade remodel, a building identification sign, a sign accommodation for multiple business identification signs, a sign accommodation to allow alley-oriented business identification signage, and a construction barricade graphic. 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 Vice Chair Persovski, SECONDED by Commissioner Schreiber to adopt the resolution as amended (4-0-1).

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski

NOES: None

ABSENT: Chair Hirschfeld

CARRIED

PROJECT PREVIEW

6. 353 NORTH RODEO DRIVE

Gucci (PL1900007)

Request for a preliminary review of a façade modification to an existing building and building identification signage.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Adam Van Dale – 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**
 - Meeting video is available online

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
 - Urban Designer Mark Odell advised the Commission of the following:
 - At the formal meeting on Tuesday, January 15, 2019, the City Council designated the properties at 9300 Wilshire Boulevard and 1050 Summit Drive as Local Landmarks, placing the properties on the Beverly Hills Register of Historic Properties.
 - Also at the January 15, 2019 City Council meeting, former Cultural Heritage Commissioner Maralee Beck was recognized as a retiring Commissioner.
 - Staff welcomes new Architectural Commissioners Schreiber and Matson, and looks forward to working with them.

7. Staff-level Approvals

- Received and filed

8. 2019 Meeting Schedule

- Received and filed; the March meeting has been moved to Tuesday, March 19, 2019.

ADJOURNMENT

Date / Time: January 16, 2019 / 4:46 PM

PASSED AND APPROVED THIS 20TH DAY of FEBRUARY, 2019



Sheri Hirschfeld, Chair