



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

## **ARCHITECTURAL COMMISSION REGULAR MEETING**

### **MINUTES**

February 20, 2019  
1:30 PM

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

Date/Time: February 20, 2019 / 1:30 PM

#### **PLEDGE OF ALLEGIANCE**

#### **ROLL CALL**

Commissioners Present: Commissioners Matson, Gardner Apatow, Vice Chair Persovski,  
Chair Hirschfeld  
Commissioners Absent: Commissioner Schreiber  
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 Chair, the agenda was approved as presented.

#### **CONSENT CALENDAR**

##### **1. CONSIDERATION OF MINUTES**

Consideration of Minutes of the Architectural Commission regular meeting of January 16, 2019.

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

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

NOES: None

ABSENT: Commissioner Schreiber

**CARRIED**

## REPORTS FROM PRIORITY AGENCIES

- **FIRE STATION BAY DOOR RENOVATION**

Update from the Public Works Department on the City' Fire Station bay door renovation

Public Works Department Project Manager Karen Domerchie provided information on the City's Fire Station bay door renovation project.

## CONTINUED BUISNESS

No items

## NEW BUSINESS

### 2. 353 NORTH RODEO DRIVE

#### **Gucci (PL1900055)**

Request for approval of a façade remodel, building identification signage, a sign accommodation to allow multiple business identification signs, 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:	Roy Hasson, Permit Advisors
Public Input:	None

Motion:	MOVED by Vice Chair Persovski, SECONDED by Commissioner Gardner Apatow to adopt the resolution as amended (4-0-1).
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AYES:	Commissioners Matson, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld
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NOES:	None
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ABSENT:	Commissioner Schreiber
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#### CARRIED

### 3. 241 SOUTH BEVERLY DRIVE

#### **Face-X (PL1900054)**

Request for approval of a façade remodel, business identification signage, and a sign accommodation to allow a projecting sign. 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:	Roy Hasson, Permit Advisors
Public Input:	None

Motion:	MOVED by Commissioner Matson, SECONDED by Commissioner Gardner Apatow to adopt the resolution as amended, with final approval to be granted by an Ad Hoc Committee comprised of Vice Chair Persovski and Chair Hirschfeld (4-0-1).
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AYES: Commissioners Matson, Gardner Apatow, Vice Chair Persovski,  
Chair Hirschfeld  
NOES: None  
ABSENT: Commissioner Schreiber

CARRIED

## **STUDY SESSION**

### **4. CITY COUNCIL PRIORITIES**

Review the City Council and Architectural Commission priorities and provide comments as appropriate.

Project Planner: Mark Odell, Urban Designer  
Public Comment: None

The Commission received the staff report and discussed potential topics to prioritize. Consensus was reached to list a single item as the Architectural Commission's priority:

- Potential requirement for the use of Sketch-up or other architectural modeling software for larger projects to be reviewed by the Commission

## **COMMUNICATIONS FROM THE COMMISSION**

- **Mayor's Cabinet Meeting**
  - Vice Chair Persovski provided an update from the February 13, 2019 Mayor's Cabinet meeting
- Chair Hirschfeld provided an update on the upcoming recruitment for the Landscape Architect position on the Commission. The opening will be posted approximately on or after March 7, 2019.

## **COMMUNICATIONS FROM STAFF**

- **Urban Designer Updates**
    - Staff provided information to the Commission regarding the Stop the Bleed training on Saturday, March 16, 2019.
- 5. Staff-level Approvals**
- Received and filed
- 6. 2019 Meeting Schedule**
- Received and filed

**ADJOURNMENT**

Date / Time: February 20, 2019 / 3:05 PM

PASSED AND APPROVED THIS 19<sup>TH</sup> DAY OF MARCH, 2019



Sheri Hirschfeld, Chair