MEETING CALLED TO ORDER
Date / Time: March 19, 2014 / 1:34 PM

ROLL CALL
Commissioners Present: Commissioners Kaye, Peteris, Gardner Apatow, Vice Chair Bernstein, Chair Blakeley.
Commissioners Absent: None.
Staff Present: William Crouch, Michele McGrath, Cindy Gordon, Timothea Tway, Karen Myron.

COMMUNICATIONS FROM THE AUDIENCE
Speakers: None.

APPROVAL OF AGENDA
Motion: Motion by Commissioner Peteris, Second by Vice Chair Bernstein to approve the agenda as presented (5-0).
Action: The agenda was approved as presented.

ADOPTION OF MINUTES
   Motion: Motion by Vice Chair Bernstein, Second by Commissioner Kaye to approve the minutes as presented (5-0).
   Action: The minutes were approved as presented.

CONSENT CALENDAR
2. CHASE BANK (PL1402529)
   9465 Wilshire Boulevard

Recordings of the Architectural Commission’s meetings are available online within three business days of the meeting. Visit www.beverlyhills.org to access those recordings.
Request for approval of a revision to a previously approved sign accommodation to allow multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: Steve Therriault  
Public Input: None.

3. MAC COSMETICS (PL1403140)  
363 North Beverly Drive  
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: MAC Cosmetics  
Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Gardner Apatow to approve the Consent Calendar as presented (5-0).  
Action: The Consent Calendar was approved as presented.

CONTINUED BUSINESS

4. 132 SOUTH BEVERLY DRIVE (PL1310235)  
Request for approval of a façade remodel and a sign program. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.  
(This project will be continued to the April 16, 2014 Architectural Commission meeting)  
(taken out of order)

6. 449-455 & 457-461 NORTH CANON DRIVE (PL1333361 & PL1403223)  
Request for approval of a façade remodel and business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.  
(Continued from the Architectural Commission meeting on January 15, 2014)

Planner: Cindy Gordon, Associate Planner  
Project Agent: Cosimo Pizzuli  
Public Input: None.
Motion: Motion by Commissioner Gardner Apatow, Second by Vice Chair Bernstein to approve the resolution for 449-455 North Canon Drive with conditions (5-0).
Action: The resolution for 449-455 North Canon Drive was approved with conditions.

Motion: Motion by Commissioner Gardner Apatow, Second by Vice Chair Bernstein to approve the resolution for 457-461 North Canon Drive with conditions (5-0).
Action: The resolution for 457-461 North Canon Drive was approved with conditions.

The Commission took a recess at 2:22 pm

The Commission reconvened at 2:29 pm

NEW BUSINESS – PUBLIC HEARINGS

7. COS (PL1403234)
   357 North Beverly Drive
   Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signage to be located on a wall abutting an alley or private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

   Planner: Cindy Gordon, Associate Planner
   Project Agent: Bruce Parsons
   Public Input: None.

   Motion: Motion by Commissioner Peteris, Second by Commissioner Kaye to approve the resolution with conditions (5-0).
   Action: The resolution was approved with conditions.

The Commission took a recess at 2:59 pm.

The Commission reconvened at 2:29 pm.
CONTINUED BUSINESS, CONTINUED

5. SAM EDELMAN (PL1331929)
342 North Beverly Drive
Request for approval of a façade remodel, business identification signage, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
(Continued from the Architectural Commission meeting on December 18, 2014)

Planner: Cindy Gordon, Associate Planner
Project Agent: Matt Walsh - IDA
Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Gardner Apatow to approve the resolution with conditions (5-0).
Action: The resolution was approved with conditions.

The Commission took a recess at 3:24 pm

The Commission reconvened at 3:26 pm

PROJECT PREVIEW

8. 9725 WILSHIRE BOULEVARD (PL1403483)
Request for preliminary review of a façade remodel and business identification signage.

Planner: Cindy Gordon, Associate Planner
Project Agent: Yassi Gabbay
Public Input: None.

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

DISCUSSION

9. Proposed Changes to Public Noticing Requirements for Planning Applications
A discussion on proposed changes to public noticing requirements for planning applications including changes to public noticing requirements for architectural review applications.
Planner: Timothea Tway, Assistant Planner; Michele McGrath, Principal Planner
Public Input: None.
Action: The Commission received the report and provided feedback, but took no action on this item.

COMMUNICATIONS FROM THE COMMISSION
- Chair Blakeley distributed new Civil City stickers to the Commission and explained their significance.
- Chair Blakeley also provided a report from the latest Mayor’s Cabinet Meeting.
- The Commission discussed the ongoing issue of sign violations in the City, and their suggestions for remedying the situation.

COMMUNICATIONS FROM THE URBAN DESIGNER
- Staff-level Approvals (Tab 12)

MEETING ADJOURNED
Date / Time: March 19, 2014 / 4:41 PM

PASSED AND APPROVED THIS 16th DAY OF APRIL, 2014

James Blakeley, III, Chair

Page 5 of 5