MEETING CALLED TO ORDER
Date / Time: February 19, 2014 / 1:38PM

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

COMMUNICATIONS FROM THE AUDIENCE
Speakers: None.

APPROVAL OF AGENDA
Motion: Motion by Chair Blakeley, Second by Commissioner Peteris to approve the agenda as amended, removing item #3, 9465 Wilshire Boulevard, from the consent calendar (3-2, Gardner Apatow, Bernstein no).
Action: The agenda was approved as amended.

EX PARTE COMMUNICATIONS
None.

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

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.
CONSENT CALENDAR

2. BEVERLY HILTON (PL1333386)
   9876 Wilshire Boulevard
   Request for approval of a façade modification and relocation of cooling tower. The
   Commission will also consider adoption of a Categorical Exemption, pursuant to the
   California Environmental Quality Act.

   Planner: Cindy Gordon, Associate Planner
   Project Agent: Kent Warden
   Public Input: None.

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

PUBLIC HEARING

3. 9465 Wilshire Boulevard
   Request for approval of a façade remodel. The Commission will also consider adoption of a
   Categorical Exemption, pursuant to the California Environmental Quality Act.

   Planner: Cindy Gordon, Associate Planner
   Project Agent: Gabriel Gonzalez
   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.

CONTINUED BUSINESS

4. 132 SOUTH BEVERLY DRIVE
   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 March 19, 2014 Architectural Commission meeting)
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.  
* (This project will be continued to the March 19, 2014 Architectural Commission meeting)  

6. **449-455 NORTH CANON DRIVE (PL1333361)**  
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.  
* (This project will be continued to the March 19, 2014 Architectural Commission meeting)  

7. **RITE AID (PL1333364)**  
300 North Canon 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 face private property. 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: P.S. Services, Inc.  
Public Input: None.  

Motion: Motion by Commissioner Kaye, Second by Commissioner Peteris to approve the resolution with conditions (3-2, Gardner Apatow, Bernstein no).  
Action: The resolution was approved with conditions.  

8. **BERKSHIRE HATHAWAY (PL1401728)**  
9696 Wilshire Boulevard  
Request for approval of building identification signage, business identification signage on an existing ground sign, and a sign accommodation to allow business identification signage to face private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
9. SIXTY BEVERLY HILLS (PL1401746)
9360 Wilshire Boulevard
Request for approval of a building identification signage, a banner sign, a sign accommodation to allow a projecting sign, and a 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: Mitchell J. Dawson
Public Input: None.

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

10. LULULEMON ATHLETICA (PL1401754)
334 North Beverly Drive
Request for approval of business identification signage and a sign accommodation to allow a mural. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Project Agent: Sergio Meiron
Public Input: None.

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

11. 8484 WILSHIRE BOULEVARD (PL1401758)
Request for approval of two ground signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.
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Planner: Cindy Gordon, Associate Planner
Project Agent: Kirsten Weinoe
Public Input: None.

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

DISCUSSION
Request by Chair Blakeley to discuss matters related to signage and code enforcement.

COMMUNICATIONS FROM THE COMMISSION
Chair Blakeley gave a report from the Mayor’s Cabinet meeting, as well as other meetings with staff regarding signage in the City. The Chair also asked the Commission to submit to him, a list of suggestions and concerns regarding signage enforcement.

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

Action: Received and filed.

MEETING ADJOURNED
Date / Time: February 19, 2014 / 5:23 PM

PASSED AND APPROVED THIS 19TH DAY OF MARCH, 2014

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James Blakeley, III, Chair