ARCHITECTURAL COMMISSION
REGULAR MEETING MINUTES
July 17, 2013
1:30 PM

MEETING CALLED TO ORDER
Date / Time: July 17, 2013 / 1:38 PM

ROLL CALL
Commissioners Present: Commissioners Peteris, Gardner Apatow, Rubins, Vice Chair Bernstein, Chair Blakeley
Commissioners Absent: None
Staff Present: William Crouch, Cindy Gordon, Reina Kapacia, Karen Myron (Community Development Department, Planning Division); Erik Keshishian (Plan Review Supervisor)

COMMUNICATIONS FROM THE AUDIENCE
Speakers: None.

APPROVAL OF AGENDA
Motion: Motion by Chair Blakeley, 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 Chair Blakeley, 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 ITEM

2. IWC SCHAFFHAUSEN
  9490 Brighton Way
  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. (PL1310189)

  Planner: Reina Kapadia, Limited Term Planner
  Project Agent: Stephen Shackelton – Shackelton Design Group, LLC
  Public Input: None.

  Motion: Motion by Chair Blakeley, Second by Commissioner Rubins to approve the resolution as presented (5-0).
  Action: The resolution was approved as presented.

CONTINUED BUSINESS

3. L’OCCITANE
  367 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. (PL1308470)
  (Continued from the Architectural Commission meeting on June 19, 2013)

  Planner: Cindy Gordon, Associate Planner
  Project Agent: Tasia Kallies – Burnham Nationwide
  Public Input: None.

  Motion: Motion by Chair Rubins, Second by Commissioner Bernstein to approve the resolution as presented (5-0).
  Action: The resolution was approved as presented.
NEW BUSINESS – PUBLIC HEARINGS

4. SOULCYCLE
   9465 Wilshire Boulevard
   Request for a revision to a previously approved sign accommodation for awning signage and a revision to a previously approved sign accommodation for business identification signage facing private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310224)

   Planner: Reina Kapadia, Limited Term Planner
   Project Agent: Christopher Serrao - TSArchitects
   Public Input: None.

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

5. ROSENFIELD MEYER & SUSMAN
   232 North Canon Drive
   Request for approval of a building identification sign and business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310199)

   Planner: Reina Kapadia, Limited Term Planner
   Project Agent: Yung Truong – T Graphics
   Public Input: None.

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

6. OLIVE & JUNE
   434 North Canon Drive
   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. (PL1310210)

   Planner: Reina Kapadia, Limited Term Planner
   Project Agent: Sarah Gibson Tuttle – Olive & June LLC
   Public Input: None.
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Motion: Motion by Chair Rubins, Second by Commissioner Gardner Apadow to approve the resolution with conditions (5-0).
Action: The resolution was approved with conditions.

7. STARZ
9242 Beverly Boulevard
Request for approval of a sign accommodation for multiple building identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1309540)

Planner: Reina Kapadia, Limited Term Planner
Project Agent: Jack Daghestanian – CA Signs
Public Input: None.

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

8. 131 SOUTH MAPLE DRIVE
Request for approval of a façade remodel and new landscaping to an existing multi-family residential building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1309685)

Planner: Cindy Gordon, Associate Planner
Project Agent: Nicole Stubblefield - Omgivning
Public Input: None.

Motion: Motion by Chair Blakeley, Second by Vice Chair Bernstein to return the project for restudy (5-0).
Action: The project was returned for restudy.

9. GO GREEK
452 North Bedford Drive
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. (PL1309740)

Planner: Reina Kapadia, Limited Term Planner
Project Agent: Murray Fischer – Law Offices of Murray Fischer
Public Input: None.
10. COFFEE BEAN & TEA LEAF
233 South Beverly Drive
Request for approval of a façade remodel, business identification signage, outdoor dining elements, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1309803)

Planner: Cindy Gordon, Associate Planner
Project Agent: Michael Zenobi – Coffee Bean & Tea Leaf
Public Input: None.

Motion: Motion by Commissioner Rubins, Second by Vice Chair Bernstein to approve the resolution with conditions (5-0).
Action: The resolution was approved with conditions.
12. COLDWELL BANKER
166 North Canon Drive
Request for approval of a façade remodel and a sign accommodation to allow awning signage to exceed 7" in height. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310305)

Planner: Cindy Gordon, Associate Planner
Project Agent: Hamid Gabbay – Gabbay Architects
Public Input: None.

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

13. 361 SOUTH ROBERTSON BOULEVARD
Request for approval of a façade remodel to an existing commercial building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310306)

Planner: Cindy Gordon, Associate Planner
Project Agent: Lee Jubas – Lee Jubas Architects
Public Input: None.

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

14. BURBERRY
301 North Rodeo Drive
Request for approval of a new three-story retail building, a sign accommodation for multiple business and building identification signs, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1310557)

Planner: Cindy Gordon, Associate Planner
Project Agent: John Neeson
Public Input: None.

Motion: Motion by Commissioner Rubins, Second by Vice Chair Bernstein to approve the resolution with conditions (4-1 Blakeley).
Action: The resolution was approved with conditions.
15. Kreation Juicery
9609 South Santa Monica Boulevard
Request for approval of a façade remodel, a sign accommodation to allow multiple business identification signs, and outdoor dining elements. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act. (PL1308021)

Planner: Cindy Gordon, Associate Planner
Project Agent: Marjan Sarshar
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Peteris to approve the resolution with conditions (3-0-2 Rubins and Bernstein absent).

Action: The resolution was approved with conditions.

MEETING ADJOURNED
Date / Time: July 17, 2013 /7:31 PM

PASSED AND APPROVED THIS 21ST DAY OF AUGUST, 2013

James Blakeley, III, Chair