

**MINUTES
CITY OF BEVERLY HILLS
ARCHITECTURAL COMMISSION MEETING
April 18, 2012**

OPEN MEETING

The regular meeting of the Beverly Hills Architectural Commission was held in City Hall Conference Room 280-A at 1:06 p.m.

ROLL CALL AT 1:06 PM

Commissioners Present: Commissioners A. Gardner-Apatow, B. Bernstein, W. Meyer, F. Cohen, Vice Chair R. Rubins and Chair A. Rennett.

Commissioners Absent: Commissioner J. Blakeley.

Staff Present: S. Rojemann, C. Gordon, and V. Randall (Community Development).

APPROVAL OF AGENDA

ACTION:

Moved by: Chair Rennett and seconded by Commissioner Rubins.

That the agenda be approve as with the amendment that Tab 2. Dior be removed from the consent agenda.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

COMMUNICATIONS FROM THE AUDIENCE

None.

COMMUNICATIONS FROM THE COMMISSION

None.

CONSIDERATION OF MINUTES

1. The Minutes for the Meeting of March 21, 2012.

ACTION:

Moved by: Vice Chair Rubins and seconded by Commissioner Cohen.

That the minutes of March 21, 2012 be approved as amended.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

CONSENT ITEMS

2. **309 North Rodeo Drive (PL 120 5063)**

Request for approval of a façade remodel and sign accommodation to allow multiple business identification signs for DIOR at 309 North Rodeo Drive.

Present: **Devin Barnes**
Ashok Vamalli

ACTION:

Motion 1 (Architectural):

Moved by Vice Chair Rubins and seconded by Commissioner Cohen.

That the project be approved with the following conditions:

PROJECT SPECIFIC CONDITIONS:

- 1) The largest and uppermost of the business identification signs shall be moved downward from the proposed location shown at the April 18, 2012 Architectural Commission meeting. Staff shall approve the revised location.

STANDARD CONDITIONS:

- 2) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
- 3) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.

- 4) Compliance with Special Conditions. Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
- 5) Project Rendering. Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
- 6) Approval Resolution. A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
- 7) Substantial Compliance with Approved Plans. The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
- 8) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

Motion 2 (Barricade):

Moved by Commissioner Cohen and seconded by Commissioner Bernstein.

That the barricade be approved as presented with the following standard conditions:

STANDARD CONDITIONS:

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- 2) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
- 3) Compliance with Special Conditions. Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff

liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

- 4) Project Rendering. Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
- 5) Approval Resolution. A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
- 6) Substantial Compliance with Approved Plans. The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

CONTINUED ITEMS – PUBLIC HEARINGS

3. 435 North Bedford Drive

Request for approval of a façade remodel for 435 NORTH BEDFORD DRIVE at 435 North Bedford Drive.

Speakers: **Charles Pigg**
Ryan Chung

The Commission expressed concerns regarding the drawings on the canopy, the materials, the details on the cornice, and the window system.

ACTION:

Moved by Commissioner Cohen and seconded by Vice Chair Rubins.

That the project be returned for restudy to address the following concerns:

- The project still does not have clear design intent. More detailed information should be provided to understand how all the details come together (i.e. are canopy elements welded or not, what materials are being used exactly, where is the rooftop

vent going to be relocated, etc). The details need to be drawn more accurately, don't just use generic ones.

- The canopy doesn't feel like it relates to the inherent architecture of the building – it feels borrowed from another building.
- The kick plate and hand rails should be finished similarly to the door and canopy. There are too many variations of materials throughout the façade. Its needs a more cohesive appearance.
- Consider relocating the intercom.
- Need to provide a sample of the perforated materials on the doors. This material doesn't seem appropriate – consider alternative materials.
- It would be helpful to see how the design fits with the adjacent building to the south. What will the transition between these two buildings look like?
- If the applicant so desires, a meeting with a subcommittee composed of Commissioners Cohen and Rubins may be scheduled by staff.

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AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED

4. 309-325 South Elm Drive

Request for approval of a landscape plan, balcony details and signs for a new four story condominium building which was previously conditionally approved by the Architectural Commission for 309-325 South Elm Drive at **309-325 South Elm Drive**.

Speakers: **Yassi Gabbay**
Rob Pressman

The Commission discussed the location of the signs and the landscaping.

ACTION:

Moved by Commissioner Cohen and seconded by Commissioner Bernstein.

That the project be approved as presented with the following standard conditions.

STANDARD CONDITIONS:

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- 2) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
- 3) Compliance with Special Conditions. Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff

liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

- 4) Project Rendering. Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
- 5) Approval Resolution. A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
- 6) Substantial Compliance with Approved Plans. The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED

5. **9230 Wilshire Boulevard (PL 120 3682)**

Request for approval of a new four-story commercial for LEXUS at 9230 Wilshire Boulevard.

Speakers: **Mitchell Dawson**
Dennis Flynn
Robert Bollin

The Commission discussed the project and expressed concerns regarding the openings and the signage.

ACTION:

Moved by Vice Chair Rubins and seconded by Commissioner Cohen.

That the project be approved with the following conditions:

PROJECT SPECIFIC CONDITIONS:

- 1) The façade openings along the top two floors of the building (along both the Maple Drive and Wilshire Boulevard elevations) shall be restudied and design options shall

be returned to a subcommittee composed of Commissioners Blakeley, Meyer and Rubins for final review and approval.

STANDARD CONDITIONS:

- 2) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
- 3) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
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AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins and Chair Bennett.

NOES: None.

CARRIED.

NEW BUSINESS – PUBLIC HEARINGS

6. 155 North Crescent Drive (PL 120 5500)

Request for approval of a façade remodel, a new business identification sign and a custom designed fountain for 155 NORTH CRESCENT DRIVE at 155 North Crescent Drive.

Speakers: **Andrea Zunk-Klein**
 Hank Konig
 Trey Fosleiz

The Commission expressed concerns regarding the commercials appearance of the building, the signage, and the lighting.

ACTION:

Moved by Vice Chair Rubins and seconded by Commissioner Cohen.

That the returned for restudy to address the following concerns:

- The landscape palette should be more interesting by including more textures and colors. Also, reconsider the tree species along the Crescent elevation. Consider a species with more verticality. Consider a unique landscape design along the ground floor residences.
- Provide a detailed design for the water features on the podium level.
- Consider adding more color to the landscaping and the buildings.
- Consider different colors or different shades of grey on the ground floor building facades. Consider a warm grey as opposed to a cool grey palette.
- Include a third point of color to add to the building at the pedestrian scale (example: red doors on ground floor townhomes). Provide a zoomed in view to show the smaller pedestrian scale elements.
- The design appears commercial, not residential. It should fit into the residential streetscape.
- The concrete panels at the front elevation are hard to understand – provide a material sample and model would be helpful so that the lighting around the panels can also be clearly understood.
- More information should be provided about the proposed fountain at the entry area.
- Consider design options to distinguish the commercial building entry as a separate element from the residential use. Currently the commercial entry appears to be part of the residential building.
- Provide further detail to understand what the pedestrian experience walking along the building will be.

AYES: Commissioner Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins and Chair Rennett.

NOES: None.

CARRIED.

7. **9336-Civic Center Drive (PL 120 5347)**

Request for approval of building identification signs, a monument sign and a sign accommodation to allow a building identification sign facing private property for UTA at **9336 Civic Center Drive.**

Present: Harout Dedeyan

The Commission discussed the signage.

ACTION:

Moved by Vice Chair Rubins and seconded by Commissioner Bernstein:

That the project be approved as with the following conditions:

PROJECT SPECIFIC CONDITIONS:

- 1) The building identifications shall be reduced to 6'x6' square and shall contain only the UTA company logo.
- 2) The monument sign shall be further restudied and returned to the full Commission for further review.

STANDARD CONDITIONS:

- 3) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
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subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.

- 9) Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

8. 9378 Wilshire Boulevard (PL 120 4882)

Request for approval of a façade remodel of the building entry and of an existing monument sign for EAST WEST BANK at **9378 Wilshire Boulevard.**

Speakers: **Steve Therriault**
BB Kwok
Avi Lerner

The Commission expressed concerns regarding the signage.

ACTION:

Moved by Commissioner Meyer and seconded by Chair Rennett.

That the project be returned for restudy to address the following concerns:

- The building ID signs should float in the negative space between window mullions. It feels 'stuck' into the space.
- All of the proposed signs seem to affect the architectural design of the building. Restudy the locations, design and style of the signs and provide alternative options.

AYES: Commissioners Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

9. 9301 Wilshire Boulevard (PL 120 5075)

Request for approval of a façade remodel of the building entry and of an existing monument sign for 9301 WILSHIRE BOULEVARD at **9301 Wilshire Boulevard.**

Speakers: **Joe Badawi**
Andrew Manging

The Commission discussed the façade remodel and the monument sign.

ACTION:

Moved by Commissioner Meyer and seconded by Commissioner Cohen.

That the project be returned for restudy to address the following concerns:

- The proposed height of the ground sign is too tall. The ground sign should maintain its current height.
- The number of tenants permitted signage on the ground sign and the area sign per tenant needs to be specified.
- Tenant information needs to be brought down in scale.
- The proposed elements are not reinforcing and are not harmonic with the existing entry; the canopy is repetitive. The entry needs to be restudied and the overall statement should be more integrated with what is there.

AYES: Commissioner Gardner-Apatow, Bernstein, Meyer, Cohen, Vice Chair Rubins, and Chair Rennett.

NOES: None.

CARRIED.

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

- Meeting Recap Discussion

No action taken on this item.

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

- Staff level approvals year-to-date (**TAB 10**)
- Report from the City Planner

No action taken on this item.

ADJOURNMENT

THE MEETING WAS ADJOURNED AT 6:05 PM

PASSED and approved this 16th day of MAY, 2012



ALLEN E. RENNETT, CHAIR