MEETING CALLED TO ORDER
Date / Time: April 16, 2014 / 1:32 PM

ROLL CALL
Commissioners Present: Commissioners Kaye, Peteris, Gardner Apatow, Chair Blakeley.
Commissioners Absent: Vice Chair Bernstein.
Staff Present: William Crouch, Cindy Gordon, 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 #2, Tiffany & Co. from the Consent Calendar (4-0).
Action: The agenda was approved as amended.

ADOPTION OF MINUTES

Motion: Motion by Commissioner Peteris, Second by Commissioner Kaye to approve the minutes as presented (4-0).
Action: The minutes were approved as presented.

PUBLIC HEARINGS
2. TIFFANY & CO. (PL1404781)
   210 North Rodeo Drive

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 sign accommodation to allow a mural on the façade of a building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Project Agent: Mark Rosales – Tiffany & Co.
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Kaye to approve the resolution as amended (4-0)
Action: The resolution was approved as amended.

CONTINUED BUSINESS

3. 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 May 21, 2014 Architectural Commission meeting)

NEW BUSINESS – PUBLIC HEARINGS

4. UMBERTO (PL1404775)
8840 Olympic Boulevard
Request for approval of a revision to a previously approved 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: Umberto Savone
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Kaye to approve the resolutions with conditions (4-0).
Action: The resolution was approved with conditions.

5. 9944 SOUTH SANTA MONICA BOULEVARD (PL1404805)
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.
6. EVE BY EVE’S (PL1404806)
350 North Camden Drive
Request for approval of a façade remodel, business identification signage, and a sign accommodation to allow awning signage to exceed seven inches in height. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Project Agent: Artem Golestian – Cenmill Inc.
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Peteris to return the project for restudy (4-0).
Action: The project was returned for restudy.

The Commission took a recess at 2:54 pm.

The Commission reconvened at 3:12 pm.

7. DSQUARED2 (PL1404804)
457 North Rodeo 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.

Planner: Cindy Gordon, Associate Planner
Project Agent: Enrico Como & Roi Lapeyre – Space Architects
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Peteris to approve the resolution with conditions (4-0).
Action: The resolution was approved with conditions.
8. PHILIPP PLEIN (PL1404809)
240 North Rodeo 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: Enrico Como & Roi Lapeyre – Space Architects
Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Kaye to approve the resolution with conditions (4-0).
Action: The resolution was approved with conditions.

9. PET FOOD EXPRESS (PL1404821)
9153 Olympic Boulevard
Request for approval of business identification signage, a monument 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.

Planner: Cindy Gordon, Associate Planner
Project Agent: Richard Benson
Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Gardner Apatow to approve the resolution with conditions (4-0).
Action: The resolution was approved with conditions.

10. COACH (PL1404882)
327 North Rodeo Drive
Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Project Agent: Amy Tsao - Coach
Public Input: None.
Motion: Motion by Commissioner Kaye, Second by Commissioner Gardner Apatow to approve the resolution with conditions (4-0).

Action: The resolution was approved with conditions.

PROJECT PREVIEW

11. 346 NORTH RODEO DRIVE (PL1405165)
Request for preliminary review of an addition and façade remodel to an existing commercial building.

Planner: Cindy Gordon, Associate Planner
Project Agent: Jason Somers
Public Input: None.

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

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

COMMUNICATIONS FROM THE COMMISSION
- Chair Blakeley briefed the Commission on the latest Development Review Chair’s Meeting.
- Commissioner Gardner Apatow advised she would not be present at the June meeting.

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

MEETING ADJOURNED
Date / Time: April 16, 2014 / 5:49 PM

PASSED AND APPROVED THIS 21st DAY OF MAY, 2014

James Blakeley, III, Chair