

**MINUTES
CITY OF BEVERLY HILLS
ARCHITECTURAL COMMISSION MEETING
December 14, 2011**

OPEN MEETING

The regular meeting of the Beverly Hills Architectural Commission was held in City Hall Conference Room 280-A at 1:00 p.m.

ROLL CALL AT 1:05 PM

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

Commissioners Absent: Chair Cohen.

Staff Present: J. Lait, S. Rojemann, C. Gordan, and V. Randall (Community Development).

APPROVAL OF AGENDA

ACTION:

Moved by: By Order of the Chair to approve the agenda as presented.

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

NOES: None.

CARRIED.

COMMUNICATIONS FROM THE AUDIENCE

None.

COMMUNICATIONS FROM THE COMMISSION

Chair Rennett reported on the Mayor's cabinet meeting which was held earlier today.

CONSIDERATION OF MINUTES

1. The Minutes for the Meeting of November 16, 2011.

The minutes for the November 16, 2011 meeting were continued to the January meeting.

CONTINUED ITEMS – PUBLIC HEARINGS

2. **9988 Wilshire Boulevard**
Request for approval of a façade remodel for UNION 76 STATION at **9988 Wilshire Boulevard**.

Speakers: None

The applicant did not attend the meeting.

ACTION:

Moved by Order of the Chair.

That the project be project be continued to the January meeting.

AYES: Commissioners Gardener-Apatow, Blakeley, Bernstein, Rubins, Meyer and Vice Chair Rennett.

NOES: None.

CARRIED

NEW BUSINESS – PUBLIC HEARINGS

(Taken Out of Order)

4. **144 South Beverly Drive (PL 113 1305)**
Request for approval of a façade remodel for 144 SOUTH BEVERLY DRIVE at **144 South Beverly Drive**.

Speakers: Daniel Chudnovsky

The Commission discussed the façade remodel.

ACTION:

Moved by Commissioner Bernstein and seconded by Commissioner Meyer.

That the project be approved as presented with the following conditions:

- 1) **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.
- 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 Gardener-Apatow, Blakeley, Bernstein, Meyer, Rubins, and Vice Chair Rennett.

NOES: None.

CARRIED

(Commissioner Meyer recused himself from the following item.)

5. **9001 Wilshire Boulevard (PL 113 1317)**
Request for approval of a façade remodel and monument sign for 9001 WILSHIRE BOULEVARD at 9001 Wilshire Boulevard.

Speakers: Nicholas Marques

The Commission discussed the façade remodel, the planters, the monument sign, and the lighting details.

ACTION:

Moved by Chair Rennett and seconded by Commissioner Rubins.

That the plans be returned for restudy with the following comments:

- The plan palette should be redesigned as the proposed plants will not grow with the limited amount of light they will receive.
- The address numbers should be re-thought. They should be smaller or larger to make a real statement. Smaller seems more appropriate for the location.
- Need to have a set limit to the total amount of signage allowed on the monument sign. A sign plan is desirable (to show the pharmacy signage, tenant signage, etc.).
- The non-rhythm of the accent tiles is architectural distracting – condition either an unstructured rhythm or a structured rhythm. Sketches showing how the tile design came about would be helpful.
- Provide a mock-up of the glass (with window film).
- The length of the canopy should be more accurately illustrated.
- Provide a lighting detail.

AYES: Commissioners Gardener-Apatow, Blakeley, Bernstein, Rubins, and Vice Chair Rennett.

NOES: None.

CARRIED.

(Commissioner Meyer rejoined the meeting)

6. 375 North Beverly Drive (PL 113 1610)

Request for approval of a façade remodel and sign accommodation for multiple business identification signs for OPTOMETRIX at **375 North Beverly Drive.**

Speakers: Myles Zakheim
Chris Nabadian

The Commission discussed the façade remodel and the signage.

ACTION:

Moved by Commissioner Rubins and seconded by Commissioner Bernstein.

That the project be approved with the following conditions:

- 1) The proposed light box located along the Brighton Way elevation shall be removed.
- 2) The second line of text reading 'Eyes Examined Contact Lenses' on the main business identification signs (located on both the North Beverly Drive and Brighton Way elevations) shall be removed.
- 3) Only one plaque sign shall be permitted adjacent to the entry. The plaque sign shall be returned to a subcommittee composed of Commissioners Bernstein and Blakely for final review and approval.
- 4) **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.
- 5) **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.
- 6) **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.
- 7) **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.
- 8) **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.
- 9) **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.
- 10) **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 Gardener-Apatow, Blakeley, Bernstein, Rubins, Meyer, and Vice Chair Rennett.

NOES: None.

CARRIED.

(Commissioner Meyer was excused from the meeting @ 3:00 PM)

7. 260 North Beverly Drive (PL 113 1275)

Request for approval of a façade remodel, a project business identification sign and an open air dining table and chairs for YOJISAN at 260 North Beverly Drive.

Speakers: Dan Brunn

The Commission discussed the height of the existing building parapet, the business identification sign and the dining table and chairs.

ACTION:

Moved by Commissioner Rubins and seconded by Commissioner Bernstein.

That the project be approved with the following conditions:

- 1) The applicant may explore of the option to extend the height of the existing building parapet (this must comply with Municipal Code per condition #4 below). If the applicant chooses to extend the height of the building parapet, the revised design shall be returned to a subcommittee composed of Commissioners Bernstein and Rubins.
- 2) Prior to the issuance of a building permit, the address number location shall be reviewed and approved by a subcommittee composed of Commissioners Bernstein and Rubins.
- 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.
- 4) **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.
- 5) **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.

- 6) **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.
- 7) **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.
- 8) **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.
- 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: Commissioner Gardner-Apatow, Blakeley, Bernstein, and Rubins.

NOES: Vice Chair Rennett.

CARRIED.

(Taken Out of Order)

9. **300 North Rodeo Drive (PL 113 1261)**
Request for approval of a façade remodel and sign accommodation for multiple business identification sign for VAN CLEEF & ARPELS at **300 North Rodeo Drive.**

Speakers: Jack Neeson
Charles Petretti
Lisa Aaron

The Commission discussed the façade remodel and the signage.

ACTION:

Moved by Vice Chair Rennett and seconded by Commissioner Rubins.

That the plans be returned for restudy with the following comments:

- The number of signs needs to be reduced.
- The awning signs are excessive. Consider removing them.
- Consider removing the vinyl decals on the entry doors.
- Consider limiting the amount of illuminated signs.
- Two signs at the corner are overkill.
- If the applicant so chooses, they may submit revised plans and seek guidance from a subcommittee composed of Commissioners Gardner-Apatow and Blakeley

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

NOES: None.

CARRIED.

(Returned to Order)

8. 362 North Rodeo Drive (PL 113 1281)

Request for approval of a façade remodel and business identification sign for ROBERTO CAVALLI at 362 North Rodeo Drive.

Speakers: Ashok Vanmili

The Commission discussed the façade, the signage, and the barricade.

ACTION:

Motion 1 (Façade and Signage)

Moved by Commissioner Rubins and seconded by Commissioner Bernstein.

That the project be approved with the following conditions:

- 1) The proposed LED lighting system within the front facade shall contain a dimming mechanism.
- 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: Commissioner Gardner-Apatow, Blakeley, Bernstein, Rubins, and Vice Chair Rennett.

NOES: None.

CARRIED.

Motion 2 (Barricade Mural)

Moved by Commissioner Bernstein and seconded by Commissioner Rubins.

That the project be approved with the following conditions:

- 1) The aerial map and text reading 'During Renovation we have temporarily relocated to 156 S. Robertson Boulevard, Los Angeles, Tel. 310-276-6006' shall be removed from the construction barricade.
- 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: Commissioner Gardner-Apatow, Blakeley, Bernstein, Rubins, and Vice Chair Rennett.

NOES: None.

CARRIED.

10. 360 North Rodeo Drive (PL 113 1284)

Request for approval of a façade remodel and sign accommodation for multiple business identification signs for PATEK PHILIPPE / ROLEX at 360 North Rodeo Drive.

Speakers: Ashok Vanmali
Sabina Chang

The Commission expressed concerns regarding the signs and felt that there were too many and was not consistent with the streetscape.

ACTION:

Moved by Commissioner Rubins and seconded by Commissioner Bernstein.

That the plans be returned for restudy with the following comments:

- Each store should have a unique identity.
- The architecture does not feel finished and does not have much to say.
- The design needs to be further refined.
- If the applicant so chooses, they may submit revised plans and seek guidance from a subcommittee composed of Commissioners Blakeley and Bernstein.

AYES: Commissioner Gardner-Apatow, Blakeley, Bernstein, Rubins, and Vice Chair Rubins.

NOES: None.

CARRIED.

11. 253 North Rodeo Drive (PL 113 1285)

Request for approval of a façade remodel and sign accommodation for multiple business identification signs for DIOR at 253 North Rodeo Drive.

Speakers: Ashok Vanmali
Sabina Chang

The Commission discussed the façade remodel and the signage.

ACTION:

Moved by Commissioner Rubins and seconded by Commissioner Blakeley.

That the project be approved with the following conditions:

- 1) Prior to the issuance of a building permit for any exterior work, the following modifications shall be made to the project:
 - a. The window display graphics shall be removed and replaced with black vinyl.
 - b. The three “Dior” business identification signs located along the top of the facades (two signs along Dayton Way, one sign along North Beverly Drive) shall be reduced to a maximum of 2’-0” in height. The length of the signs shall be reduced proportionately.
- 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.
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- 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: Commissioner Gardner-Apatow, Blakeley, Bernstein, Rubins, and Vice Chair Rennett.

NOES: None.

CARRIED.

(Taken Out of Order)

3. 281 South Beverly Drive

Request for approval of a façade remodel, business identification sign and open air dining elements for BURGER LOUNGE at **281 South Beverly Drive.**

Speakers: Melissa Cian
Chris McCannon

The Commission discussed the façade remodel, the signage and the open air dining elements.

ACTION:

Moved by Commissioner Rubins and seconded by Chair Rennett.

That the resolution approving the project be approved with the following conditions:

- 1) If the applicant so chooses to make modifications to the open air dining elements, those elements shall require review and approval by a subcommittee composed of Commissioners Rubins and Blakeley.

- 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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- 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: Commissioner Gardner-Apatow, Blakeley, Bernstein, Rubins, and Vice Chair Rennett.

NOES: None.

CARRIED.

(Returned to Order)

PROJECT PREVIEW

12. **9357 West Third Street (PL 113 1737)**
Request for review and recommendations to the City Council for a new City warehouse building for CITY WAREHOUSE at 9357 West Third Street.

Speakers: Manadana Motahari
Danielle Kahikina

The Commission discussed the warehouse building.

ACTION:

There was no action taken on this item.

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 13**)
- Discussion of the Sign Code Regulations
- Report from the City Planner on Restaurant Streamlining

No action taken on this item.

ADJOURNMENT

THE MEETING WAS ADJOURNED AT 5:51 PM

PASSED and approved this 18th day of JANUARY, 2012



ALLEN E. RENNETT, VICE CHAIR