



CITY OF BEVERLY HILLS

Room 280A
455 North Rexford Drive
Beverly Hills, CA 90210

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

November 15, 2017

1:30 PM

MEETING CALLED TO ORDER

Date/Time: November 15, 2017 / 1:30 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye

Commissioners Absent: None

Staff Present: Mark Odell, Fernando Solis, Georgana Millican, Karen Myron

COMMUNICATIONS FROM THE AUDIENCE

Members of the public may address the Commission regarding any items not on the Agenda that are within the subject matter jurisdiction of the Commission. By State law, the Commission may not discuss or vote on items not on the Agenda.

Speakers: None

APPROVAL OF AGENDA

Motion: MOVED by Commissioner Peteris, SECONDED by Vice Chair Hirschfeld to approve the Agenda as amended, moving item #3, Rimowa, to the Consent Calendar (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye

NOES: None

CARRIED

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of October 18, 2017.

3. 201 NORTH RODEO DRIVE

Rimowa (PL1728620)

Request for approval of building identification signage and a sign accommodation for multiple business identification signs for Rimowa. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Motion: MOVED by Chair Kaye, SECONDED by Commissioner Hirschfeld to adopt the Consent Calendar as amended (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye (5-0).

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

No items

CONTINUED BUSINESS

No items

NEW BUSINESS

Citing involvement as the Architect for the project, Commissioner Peteris recused from item #2, 9437 South Santa Monica Boulevard, and left the dais at 1:34 PM. Because he is the architect for the project, he was not required to leave the room as in standard recusals, and was permitted to participate in the hearing as the project applicant.

2. 9437 SOUTH SANTA MONICA BOULEVARD

Winnie Couture (PL1728818)

Request for approval of a façade renovation, building identification signage, business identification signage and awnings for Winnie Couture. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Mark Odell, Urban Designer
Fernando Solis, Associate Planner
Project Applicant: Gidas Peteris – Peteris Architects, Inc.
Public Input: None

Motion: MOVED by Vice Chair Hirschfeld, SECONDED by Commissioner Gardner Apatow to adopt the resolution as amended (4-0-1).

AYES: Commissioners Persovski, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye

NOES: None

RECUSED: Commissioner Peteris

CARRIED

Commissioner Peteris returned to the dais at 2:22 PM

4. 407 NORTH MAPLE DRIVE

Fandango (PL1728535)

Request for approval of building identification signage and monument signage. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Ryan Ybarra
Public Input: None

Motion: MOVED by Commissioner Persovski, SECONDED by Vice Chair Hirschfeld to adopt the resolution as presented (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye

NOES: None

CARRIED

5. 9844 WILSHIRE BOULEVARD

Baracci (PL1728653)

Request for approval of a façade remodel, business identification signage and awning signage. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Aria Baracci
Public Input: None

Motion: MOVED by Commissioner Peteris, SECONDED by Commissioner Persovski to adopt the resolution as amended (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye

NOES: None

CARRIED

6. 347 NORTH RODEO DRIVE

Gucci (PL1728638)

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, construction barricade graphics, and landscape elements for Gucci. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the

Architectural Commission will also consider adoption of a Categorical Exemption for this project.

Project Planner: Fernando Solis, Associate Planner
Project Applicant: Roy Hasson, Permit Advisors
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Commissioner Persovski to adopt the resolution as amended (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair Hirschfeld, Chair Kaye

NOES: None

CARRIED

PROJECT PREVIEW

7. 370 NORTH RODEO DRIVE

Cartier (PL1728636)

Request for a preliminary review of the construction of a new three-story commercial building and signage for Cartier.

The Commission reviewed the preliminary proposal, asked clarifying questions of the applicant team, and provided feedback, but took no formal action on this item.

STUDY SESSION

No items

COMMUNICATIONS FROM THE COMMISSION

Chair Kaye mentioned that the City's BOLD Holidays campaign kicks off the evening of Thursday, November 16, 2017.

COMMUNICATIONS FROM STAFF

• Urban Designer Updates

- None

8. Staff-level Approvals

- Received and filed

9. 2017 Meeting Schedule

- Received and filed

10. 2018 Final Meeting Schedule

- Received and filed

ADJOURNMENT

Date / Time: November 15, 2017 / 5:34 PM

PASSED AND APPROVED THIS 20TH DAY of DECEMBER, 2017

A handwritten signature in black ink, appearing to read "Michelle Kaye", written over a horizontal line.

Michelle Kaye, Chair