



**CITY OF BEVERLY HILLS**  
Room 280A  
455 North Rexford Drive  
Beverly Hills, CA 90210

## **ARCHITECTURAL COMMISSION REGULAR MEETING**

### **MINUTES**

April 18, 2018  
1:30 PM

#### **MEETING CALLED TO ORDER**

Date/Time: April 18, 2018 / 1:32 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, 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**

By Order of the Chair, the agenda was approved as presented.

#### **CONSENT CALENDAR**

##### **1. CONSIDERATION OF MINUTES**

Consideration of Minutes of the Architectural Commission regular meeting of March 21, 2018.

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

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

NOES: None

**CARRIED**

## REPORTS FROM PRIORITY AGENCIES

None

## CONTINUED BUSINESS

### 2. 462 SOUTH REXFORD DRIVE

#### Seven-Unit Residence (PL1803470)

Request for approval of a revision to a previously approved seven-unit, multi-family residential building. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Planning Commission previously adopted a Negative Declaration on June 14, 2007 for this project. There have been no changes or further information which would require additional environmental review at this time. *(Continued item from the March 21, 2018 Architectural Commission meeting).*

Project Planner: Fernando Solis, Associate Planner  
Project Applicant: Matt Kim, The Code Solution  
Public Input: Roy Campanella, II – Rexford Townhouse Association

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

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

NOES: None

#### CARRIED

The Commission took a recess at 3:04 PM.

The Commission reconvened at 3:13 PM.

## NEW BUSINESS

### 3. 8800 WILSHIRE BOULEVARD

#### Cinetic (PL1804799)

Request for approval to allow building identification signage for Cinetic. 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: Efrain Nava, Takotyko Signs  
Public Input: None

Motion: MOVED by Commissioner Gardner Apatow, SECONDED by Vice Chair Hirschfeld to adopt the resolution as amended, with final approval to be granted by an Ad Hoc Committee comprised of Commissioner Persovski and Chair Kaye (5-0).

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair  
Hirschfeld, Chair Kaye  
NOES: None

CARRIED

**4. 9464 WILSHIRE BOULEVARD**

**Douglas Elliman (PL1804928)**

Request for approval of a sign accommodation for multiple business identification signs for Douglas Elliman. 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: Cris Zamorano, Visible Graphics  
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

**5. 9533 BRIGHTON WAY**

**Creed (PL1804935)**

Request for approval of a façade modification, a sign accommodation for multiple business identification signs, and a construction barricade graphic for Creed. 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: Jonathen Day, Coscia Day Architecture & Design  
Public Input: None

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

AYES: Commissioners Persovski, Peteris, Gardner Apatow, Vice Chair  
Hirschfeld, Chair Kaye  
NOES: None

CARRIED

**STUDY SESSION**

**6. ARCHITECTURAL COMMISSION PRIORITIES**

Discuss project priorities and provide a list of recommendations to be forwarded to the City Council for its consideration.

The Commission discussed the potential topics to prioritize, deciding on the single priority of reviewing the requirements set forth in the Beverly Hills Municipal Code to reduce the allowable area for commercial signage.

## **COMMUNICATIONS FROM THE COMMISSION**

### **7. Mayor's Cabinet Meeting**

- This item was not discussed; video is available online

## **COMMUNICATIONS FROM STAFF**

### **• Urban Designer Updates**

- None

### **8. Staff-level Approvals**

- Received and filed


### **9. 2018 Meeting Schedule**

- Received and filed

## **ADJOURNMENT**

Date / Time: April 18, 2018 / 4:40 PM

PASSED AND APPROVED THIS 16<sup>TH</sup> DAY of MAY, 2018

  
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Michelle Kaye, Chair