



CITY OF BEVERLY HILLS

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

ARCHITECTURAL COMMISSION SPECIAL MEETING

MINUTES

December 12, 2018
1:30 PM

MEETING CALLED TO ORDER

Date/Time: December 12, 2018 / 1:30 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

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

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

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 November 14, 2018.

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

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

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

- **WATER RATE NOTICES**

Staff from the Public Works Department will provide information regarding water rate notices.

Assistant Director of Public Works Gil Borboa presented information to the Commission regarding recently distributed water rate notices.

CONTINUED BUSINESS

No items

NEW BUSINESS

2. 307 SOUTH ROBERTSON BOULEVARD

LaserAway (PL1820520)

Request for approval for signage located along a projecting architectural element for the building located at 307 South Robertson Boulevard. 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:	Kathleen Balboa – Jones Sign
Public Input:	None

Motion:	MOVED by Commissioner Peteris, SECONDED by Commissioner Kaye to adopt the resolution as amended (5-0).
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AYES:	Commissioners Kaye, Peteris, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld
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NOES:	None
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CARRIED

3. 465 SOUTH BEVERLY DRIVE

Nahai Insurance Services (PL1820503)

Request approval for building identification signs for Nahai Insurance Services at 465 South Beverly Drive. 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:	Jason Villanueva – Epic Signs and Graphics Inc.
Public Input:	None

Motion:	MOVED by Commissioner Kaye, SECONDED by Commissioner Peteris to adopt the resolution as amended (5-0).
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AYES:	Commissioners Kaye, Peteris, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld
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NOES: None

CARRIED

4. 9401 WILSHIRE BOULEVARD

Bank of the West (PL1820501)

Request for approval for business identification signs for Bank of the West located at 9401 Wilshire Boulevard. 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: Jonathan Ewell, William Signs
Public Input: None

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

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

NOES: None

CARRIED

5. 8800 WILSHIRE BOULEVARD

Cinetic (PL1820521)

Request for a revision to previously approved 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 Chair Hirschfeld to adopt the resolution as amended (4-1).

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

CARRIED

The Commission took a recess at 3:10 PM.

The Commission reconvened at 3:19 PM.

6. 460 NORTH BEVERLY DRIVE

Maxxam Building (PL1820514)

Request for approval of a façade modification and parking entrance identification signage for the subject retail site at 460 North Beverly Drive. 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: Ashok Vanmali, Gruen Associates
Public Input: None

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

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

NOES: None

CARRIED

7. 455 NORTH RODEO DRIVE

Loro Piana (PL1820515)

Request for approval of a façade remodel, a sign accommodation for business identification signs, and a construction barricade graphic for the building located at 455 North Rodeo Drive. 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: Ashok Vanmali, Gruen Associates
Public Input: None

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

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

NOES: None

CARRIED

8. 300 NORTH RODEO DRIVE

Van Cleef & Arpels (PL1820517)

Request for revision to previously approved façade remodel, a sign accommodation to allow multiple business identification signs, building identification signage, a construction barricade graphic, and awnings along the second floor for Van Cleef & Arpels. 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 Kaye, SECONDED by Commissioner Peteris to adopt the resolution as presented (5-0).

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

NOES: None

CARRIED

PROJECT PREVIEW

9. 400 NORTH RODEO DRIVE

Chanel (PL1820513)

Request for a preliminary review for the construction of a new three-story building.

Project Planner: Fernando Solis, Associate Planner

Project Applicant: Adam Van Dale – Permit Advisors

Public Input: None

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

COMMUNICATIONS FROM THE COMMISSION

10. Mayor's Cabinet Meeting

- Chair Hirschfeld provided brief updates from the Mayor's Cabinet Meeting; the meeting video is available online.
- Commissioner Peteris thanked his fellow Commissioners for their collaboration during his time on the Commission, and wished incoming Commissioners Schreiber and Matson the best.
- Commissioner Kaye reflected on her term on the Commission, thanking staff and her fellow Commissioners for their work and dedication.

COMMUNICATIONS FROM STAFF

• Urban Designer Updates

- On behalf of staff, Urban Designer Mark Odell thanked the Commissioners for their hard work and service to the Community in 2018.

11. Staff-level Approvals

- Received and filed

12. 2019 Meeting Schedule

- Received and filed

ADJOURNMENT

Date / Time: December 12, 2018 / 6:01 PM

PASSED AND APPROVED THIS 16TH DAY of JANUARY, 2019



Sharon Persovski, Vice Chair