



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

## **ARCHITECTURAL COMMISSION REGULAR MEETING**

### **MINUTES**

August 21, 2019  
1:30 PM

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

Date/Time: August 21, 2019 / 1:30 PM

#### **PLEDGE OF ALLEGIANCE**

#### **ROLL CALL**

Commissioners Present: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski  
Commissioners Absent: None  
Staff Present: Mark Odell, Georgana Millican, Christine Delostrinos, 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**

No items

#### **REPORTS FROM PRIORITY AGENCIES**

None

#### **CONTINUED BUISNESS**

No items

## **NEW BUSINESS**

### **1. 400 NORTH RODEO DRIVE**

#### **Chanel (PL1900316)**

Request for approval for the construction of a new commercial building, a sign accommodation for multiple business identification signs, and a construction barricade graphic. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner  
Project Applicant: Murray D. Fischer  
Public Input: None

Motion: MOVED by Commissioner Matson, SECONDED by Commissioner Schreiber to adopt the resolution as amended (4-1).

AYES: Commissioners Devlin, Schreiber, Matson, Chair Persovski  
NOES: Vice Chair Hirschfeld

#### **CARRIED**

### **2. 9230 WILSHIRE BOULEVARD**

#### **Jim Falk Lexus of Beverly Hills (PL1900314)**

Request for approval of a revision to a previously approved façade remodel, building identification signage, and a building directional sign for Jim Falk Lexus of Beverly Hills. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner  
Project Applicant: Robert Bollin – Jim Falk Lexus of Beverly Hills  
Public Input: None

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

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski  
NOES: None

#### **CARRIED**

### **3. 194 NORTH ROBERTSON BOULEVARD**

#### **Cadillac (PL1900328)**

Request for approval of façade improvements and a sign accommodation to allow for multiple business identification signs. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner  
Project Applicant: J. Fuller / Cadillac, Beverly Hills  
Public Input: None

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

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski

NOES: None

CARRIED

**4. 411 NORTH RODEO DRIVE**

**Guess (PL1900324)**

Request for approval of a façade remodel and a sign accommodation to allow multiple business identification signs. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner

Project Applicant: Ryan Reiter, Kenneth Park

Public Input: None

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

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski

NOES: None

CARRIED

*The Commission took a recess at 3:47 PM.*

*The Commission reconvened at 3:55 PM.*

**5. 425 NORTH CANON DRIVE**

**Brooks Brothers (PL1900323)**

Request for approval of a façade remodel, awning signage, a construction barricade graphic, and a sign accommodation to allow multiple business identification signs and signage to face an alley. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner

Project Applicant: Jason Kirby, Team K5

Public Input: None

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

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski

NOES: None

CARRIED

**6. 356 NORTH BEVERLY DRIVE**

**Sunglass Hut (PL1900329)**

Request for approval of a façade modification, a sign accommodation for multiple business identification signs including a projecting sign, and a construction barricade graphic for the subject retail site located at 356 North Beverly Drive. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner  
Project Applicant: Shaun Prestridge  
Public Input: None

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

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski

NOES: None

CARRIED

**7. 9533 BRIGHTON WAY**

**Boglioli (PL1900325)**

Request for approval of a facade modification, a sign accommodation for multiple business identification signs, and a construction barricade graphic. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), the Architectural Commission will also consider finding the project exempt from further review under CEQA.

Project Planner: Georgana Millican, Associate Planner  
Project Applicant: Craig Fry / Yvonne Lau  
Public Input: None

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

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski

NOES: None

CARRIED

**8. 2019 CONFLICT OF INTEREST CODE REVIEW**

Annual review of the Architectural Commission's Conflict of Interest Code.

Public Input: None

Motion: MOVED by Chair Persovski, SECONDED by Commissioner Schreiber to adopt the 2019 Conflict of Interest Code, Exhibits A

and B, for the Architectural Commission of the City of Beverly Hills as presented (5-0).

AYES: Commissioners Devlin, Schreiber, Matson, Vice Chair Hirschfeld, Chair Persovski

NOES: None

CARRIED

**STUDY SESSION**

No items

**COMMUNICATIONS FROM THE COMMISSION**

- Chair Persovski provided an update regarding SmileDirectClub's appeal of the Architectural Commission's March 19, 2019 decision on their project. At its formal meeting on Tuesday, August 6, 2019, the City Council unanimously denied the appeal, and directed staff to prepare a resolution memorializing its decision to uphold the decision of the Architectural Commission.
- Chair Persovski provided a brief report from the Mayor's Cabinet meeting.
- Vice Chair Hirschfeld commented favorably on the architectural walking tour that was part of the City's summer BOLD initiative.
- Chair Persovski commented on the Janet Echelman aerial sculpture that spans over Santa Monica Boulevard. The piece will be in place through September 2, 2019.

**COMMUNICATIONS FROM STAFF**

- **Urban Designer Updates**
  - Urban Designer Mark Odell advised the Commission that the California Preservation Foundation has awarded the City of Beverly Hills with a rehabilitation award for the renovation of Beverly Gardens Park. The Foundation's awards ceremony will take place on Friday, October 18, 2019 in San Francisco.

**9. Staff-level Approvals**

- Received and filed

**10. 2019 Meeting Schedule**

- Received and filed

**ADJOURNMENT**

Date / Time: August 21, 2019 / 5:08 PM

PASSED AND APPROVED THIS 18<sup>TH</sup> DAY OF SEPTEMBER, 2019

  
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Sharon Persovski, Chair