



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

ARCHITECTURAL COMMISSION SPECIAL MEETING

MINUTES

March 19, 2019
1:30 PM

MEETING CALLED TO ORDER

Date/Time: March 19, 2019 / 1:30 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld
Commissioners Absent: None
Staff Present: Mark Odell, 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 February 20, 2019.

Motion: MOVED by Order of the Chair to adopt the Consent Calendar as presented (5-0).

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

No items

NEW BUSINESS

2. 371 NORTH BEVERLY DRIVE

SmileDirectClub (PL1900080)

Request for approval of Business Identification Signage. 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: Aaron Holder, Burnham
Public Input: None

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

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld

NOES: None

CARRIED

3. 401 NORTH CANON DRIVE / 9401 BRIGHTON WAY

Yosemite (PL1900081 / PL1900082)

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, awning signage, and construction signage. 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: Beatrice Wong, Hilgendorf Corporation
Public Input: None

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

AYES: Commissioners Schreiber, Matson, Gardner Apatow, Vice Chair Persovski, Chair Hirschfeld

NOES: None

CARRIED

STUDY SESSION

4. BUSINESS SIGNAGE

Overview of business signage requirements within the City

The Commission received the staff report and asked questions regarding signage requirements, and the purview of the Commission.

COMMUNICATIONS FROM THE COMMISSION

- None

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**

- None

5. Staff-level Approvals

- Received and filed

6. 2019 Meeting Schedule

- Received and filed

ADJOURNMENT

Date / Time: March 19, 2019 / 3:04 PM

PASSED AND APPROVED THIS 17TH DAY OF APRIL, 2019



Sheri Hirschfeld, Chair