



CITY OF BEVERLY HILLS

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

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

February 19, 2020
1:30 PM

MEETING CALLED TO ORDER

Date/Time: February 19, 2020 / 1:31 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

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

Commissioners Absent: None

Staff Present: Mark Odell, 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

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of January 15, 2020.

Motion: MOVED by Order of the Chair to adopt the January 15, 2020 regular meeting minutes as presented (5-0).

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

NOES: None

CARRIED

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2. CONSIDERATION OF MINUTES

Consideration of Minutes of the All-Commission special meeting of January 21, 2020.

Motion: MOVED by Order of the Chair to adopt the January 21, 2020 All-Commission special meeting minutes as presented (5-0).

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

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

3. MARCH 2020 GENERAL MUNICIPAL ELECTION INFORMATION

City Clerk Huma Ahmed will provide an update on the Beverly Hills Election process.

City Clerk Huma Ahmed presented information regarding the upcoming General Municipal Election. The Commissioners received the presentation and asked related questions, but took no action on this item.

CONTINUED BUSINESS

No items

NEW BUSINESS

4. 301 NORTH RODEO DRIVE

Burberry (PL2000048)

Request for approval of a sign accommodation for a mural installation on the façade of an existing retail building. 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: Christine Delostrinos, Associate Planner

Project Applicant: Burberry

Project Representative: Shaun Prestridge, Permit Advisors

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

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**5. 245 NORTH BEVERLY DRIVE
TAGS (PL2000049)**

Request for approval of a sign accommodation to allow for multiple business identification signs, including an illuminated window sign. 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: Christine Delostrinos, Associate Planner
Project Applicant: Jackie Rose, TAGS
Project Representative: Shaun Prestridge, Permit Advisors
Public Input: None

Motion: MOVED by Commissioner Matson, 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. 100 NORTH CRESCENT DRIVE
MRC (PL2000051)**

Request for approval of a sign accommodation to allow multiple building identification signs and an alteration to an existing tenant ground sign. 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: Christine Delostrinos, Associate Planner
Project Applicant: 100 North Crescent, LLC
Project Representative: Los Angeles Sign Company
Public Input: None

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

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

NOES: None

CARRIED

**7. 474 NORTH RODEO DRIVE – ONITSUKA TIGER
Onitsuka Tiger (PL2000058)**

Request for approval of an architectural review for modifications to an existing façade, a sign accommodation for multiple business identification signs, a sign accommodation for signs facing private property, 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: Christine Delostrinos, Associate Planner
Project Applicant: Loris Spadaccini, Onitsuka Tiger

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Project Representative: Rodney Stone, ENV
Public Input: Blair Schlechter – Beverly Hills Chamber of Commerce

Motion: MOVED by Chair Persovski, 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

8. 9665 WILSHIRE BOULEVARD

Douglas Emmett (PL2000059)

Request for approval of an architectural review to allow multi-colored illumination for a previously approved water feature. 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: Christine Delostrinos, Associate Planner
Project Applicant: Douglas Emmett
Project Representative: Lee Pasteris, Matthew Lunn, Gensler
Public Input: None

Motion: MOVED by Commissioner Devlin, 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

9. 125 SOUTH ROBERTSON BOULEVARD

Aston Martin (PL2000060)

Request for approval of an architectural review to allow installation of new window awnings and re-painting of the existing building; a sign accommodation for multiple business identification signs; a sign accommodation for signage to face private property; and a sign accommodation for awning 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: Christine Delostrinos, Associate Planner
Project Applicant: O’Gara Coach Company, LLC
Project Representative: Jesse Olvera, Quest Equipment; Murray Fischer
Public Input: None

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

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

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NOES: None

CARRIED

The Commission took a recess at 3:41 PM.

The Commission reconvened at 3:52 PM.

10. 433 NORTH CAMDEN DRIVE

Starpoint Properties (PL2000061)

Request for approval of an architectural review to allow modifications to the existing façade, courtyard hardscaping, landscaping, and roof deck amenities; a sign accommodation for a ground sign; and a sign accommodation for a building identification sign below 25 feet. 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: Christine Delostrinos, Associate Planner
Project Applicant: SPM, Camden 1, 2, 3, 4, 5
Project Representative: Marcelo Franganillo, HLW, Murray Fischer, Sejal Sonani
Public Input: None

Motion: MOVED by Vice Chair Hirschfeld, 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

11. 499 NORTH CANON DRIVE

Beverly Hills Tower (PL2000062)

Request for approval of a sign accommodation to allow for a mural on the north elevation of the existing building. 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: Christine Delostrinos, Associate Planner
Project Applicant: Shawn Far
Project Representative: Michelle Hoogveld, Muralist
Public Input: Marcia Hobbs

Motion: MOVED by Vice Chair Hirschfeld, SECONDED by Commissioner Schreiber to approve the project, subject to final review and approval by an Ad Hoc Committee of the Architectural Commission comprised of Chair Persovski and Commissioner Devlin (5-0).

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

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NOES: None

CARRIED

COMMUNICATIONS FROM THE COMMISSION

- **Mayor's Cabinet Meeting**
 - Chair Persovski provided a brief update from the Mayor's Cabinet meeting; meeting video is available online.

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
 - None

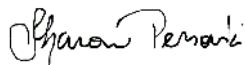
- 12. Staff-level Approvals**
- Received and filed

- 13. 2020 Draft Meeting Schedule**
- Received and filed

ADJOURNMENT

Date / Time: February 19, 2020 / 5:26 PM

PASSED AND APPROVED THIS 20TH DAY OF MAY, 2020



Sharon Persovski, Chair