



CITY OF BEVERLY HILLS
Telephonic / Video Conference Meeting
455 North Rexford Drive
Beverly Hills, CA 90210

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

July 15, 2020
1:30 PM

MEETING CALLED TO ORDER

Date/Time: July 15, 2020 / 1:31 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

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

With the concurrence of the Commission, the Chair may choose to amend the order of the items on the agenda.

Motion: MOVED by Vice Chair Matson, SECONDED by Commissioner Schreiber to approve the agenda as amended, moving item #2, 9401 Wilshire Boulevard – Citibank, to the Consent Calendar (5-0).

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

NOES: None

CARRIED

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CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of June 17, 2020.

2. 9401 WILSHIRE BOULEVARD

Citibank (PL2000220)

Request for approval of a Sign Accommodation to allow for a new Business Identification 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: CitiBank
Project Representative: Jocelyn Ortiz
Public Input: None

Motion: MOVED by Commissioner Schreiber, SECONDED by Commissioner Devlin to approve the Consent Calendar as amended (5-0).

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

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

No items

NEW BUSINESS

3. 250 SOUTH BEVERLY DRIVE

Commercial Building (PL2000221)

Request for approval of an architectural review for façade modifications and new landscaping for 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: Clubhouse Capital S. Beverly, LLC
Project Representative: Christine Reins, Shubin Donaldson
Public Input: None

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

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

NOES: None

CARRIED

4. 8370 WILSHIRE BOULEVARD
Lalezary Law Firm (PL2000222)

Request for approval of a Sign Accommodation to allow multiple Building Identification Signs for signage located on a non-entry street frontage. 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: Lalezary Law Firm
Project Representative: Sean Nass, Sign Centrix
Public Input: None

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

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

NOES: None

CARRIED

5. 400 NORTH RODEO DRIVE
Chanel (PL2000228)

Request for approval of an architectural review for façade modifications, a construction barricade, and a rooftop mechanical equipment enclosure for a previously approved project site. 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: Chanel, Inc.
Project Representative: Murray D. Fischer
Public Input: None

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

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

NOES: None

CARRIED

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6. 300 NORTH RODEO DRIVE

Van Cleef & Arpels (PL2000229)

Request for approval of an architectural review to allow for a temporary mural or similar environmental graphics 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: Van Cleef & Arpels
Project Representative: Shaun Prestridge, Permit Advisors
Public Input: None

Motion: MOVED by Commissioner Devlin, SECONDED by Commissioner Persovski to adopt the resolution as amended (3-2).

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

CARRIED

STUDY SESSION

No Items

COMMUNICATIONS FROM THE COMMISSION

- Commissioner Persovski requested that the size of the signage for the aka. and a.Works project be reviewed to ensure it is compliant with the Commission's approval.
- Commissioner Schreiber noted that the signage for the SmileDirectClub project appears to remain larger than the signage that was approved.
- Chair Hirschfeld provided a brief update from the Mayor's Cabinet Meeting.

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
 - None

7. 2020 Meeting Schedule

- Received and filed

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ADJOURNMENT

Date / Time: July 15, 2020 / 3:48 PM

PASSED AND APPROVED THIS 19TH DAY OF AUGUST, 2020



Sheri Hirschteld, Chair