



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

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

November 18, 2020
1:30 PM

MEETING CALLED TO ORDER

Date/Time: November 18, 2020 / 1:30 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

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 October 21, 2020.

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

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

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NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

No items

NEW BUSINESS

2. 468 NORTH BEVERLY DRIVE

Bank of America (PL2000348)

Request for approval for a Sign Accommodation for multiple Business Identification Signs, multiple Building Identification Signs, and a Building Identification Sign abutting 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: Christine Delostrinos, Associate Planner
Project Applicant: Avison Young – Southern California, LTD
Project Representative: Jorge Diaz
Public Input: None

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

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

NOES: None

CARRIED

3. 463 NORTH BEDFORD DRIVE

Rite Aid (PL2000350)

Request for approval of 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: Christine Delostrinos, Associate Planner
Project Applicant: Coast Signs
Project Representative: Kasey Clark, AKC Permit Co.
Public Input: None

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

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

CARRIED

4. 300 NORTH CANON DRIVE

Rite Aid (PI2000351)

Request for approval for a Sign Accommodation for multiple Business Identification Signs and a 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: Coast Signs
Project Representative: Kasey Clark, AKC Permit Co.
Public Input: None

Motion: MOVED by Commissioner Devlin, 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. 340 NORTH RODEO DRIVE

Moncler (PL2000352)

Request for approval for an architectural review to allow an interior security grille. 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: Moncler
Project Representative: John Joseph Fabrocini
Public Input: None

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

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

CARRIED

Citing current employment by the same firm as the architect of record, Commissioner Devlin recused from item #6 and left the virtual meeting room at 2:50 PM.

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6. 9528-9530 & 9538 BRIGHTON WAY

John Lobb (PL2000356)

Request for approval for an architectural review for a construction barricade with lifestyle graphics. 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: David Berrios, John Lobb
Project Representative: Ashok Vanmali, Gruen Associates
Public Input: None

Motion: MOVED by Commissioner Persovski, SECONDED by Commissioner Schreiber to adopt the resolution as amended (4-0-1).

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

NOES: None

RECUSED: Commissioner Devlin

CARRIED

Commissioner Devlin returned to the meeting room at 3:01 PM.

STUDY SESSION

No Items

COMMUNICATIONS FROM THE COMMISSION

- Commissioner Persovski provided comments after observing a recent Small Business Assistance Task Force Committee meeting, where staff provided a presentation regarding architectural review and commercial signage, including associated fees and the review process. Urban Designer Mark Odell advised that while possible changes to the review and approval process were mentioned, both a discussion by the Architectural Commission, and a formal review and approval by the City Council would be required before any modifications would be made to the Municipal Code section that provides parameters by which staff reviews signage and building modifications.
- **Mayor's Cabinet Meeting**
 - This item was not discussed; meeting video is available online.

COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
 - On behalf of staff, Urban Designer Mark Odell wished the Commission a happy Thanksgiving.

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7. 2020 Meeting Schedule

- Received and filed

8. 2021 Draft Meeting Schedule

- The date of the September 2021 meeting will be changed due to a conflict with Yom Kippur. An alternate date will be circulated to Commissioners to ensure their availability; the final schedule will be published soon thereafter.

ADJOURNMENT

Date / Time: November 18, 2020 / 3:07 PM

PASSED AND APPROVED THIS 16TH DAY OF DECEMBER, 2020

Sheri Hirschfeld

Sheri Hirschfeld, Chair _____