



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

In-Person / Telephonic / Video Conference Meeting

**ARCHITECTURAL COMMISSION REGULAR MEETING**

**MINUTES**

August 17, 2022  
1:30 PM

**MEETING CALLED TO ORDER**

Date/Time: August 17, 2022 / 1:30 PM

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

Commissioners Present: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber  
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.

Public Input: 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 July 20, 2022.

**2. RESOLUTION OF THE ARCHITECTURAL COMMISSION OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME**

Architectural Commission Regular Meeting Minutes  
August 17, 2022

Recent legislation was adopted allowing the Architectural Commission to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions, and the proposed resolution implements the necessary requirements.

Motion: MOVED by Commissioner Meyer, SECONDED by Vice Chair Devlin to adopt all items on the Consent Calendar as presented (5-0).

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber

NOES: None

CARRIED

**REPORTS FROM PRIORITY AGENCIES**

None

**CONTINUED BUSINESS**

None

**NEW BUSINESS**

*Commissioner Meyer advised that item #3 is less than 500 feet from property in which he has a financial interest. As such, he recused from the item and left the room at 1:35 PM.*

**3. 409 NORTH BEVERLY DRIVE**

**Reformation (PL2200357)**

Request for approval for an architectural review to allow façade modifications, a Sign Accommodation to allow multiple Business Identification Signs, minor landscaping, and a construction barricade. 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: Reformation

Project Representative: Michael S. Jones

Public Input: None

Motion: MOVED by Vice Chair Devlin, SECONDED by Commissioner Pynoos to adopt the resolution as amended (4-0-1).

AYES: Commissioners Pynoos, Matson, Vice Chair Devlin, Chair Schreiber

NOES: None

RECUSED: Commissioner Meyer

CARRIED

Architectural Commission Regular Meeting Minutes  
August 17, 2022

*Commissioner Meyer returned to the meeting at 1:56 PM.*

*Commissioner Meyer advised that while item #4 is less than 500 feet from properties in which he has a financial interest, those properties face North Beverly Drive and North Rodeo Drive, rather than Brighton Way. Because the project is not visible from the properties in which he has a financial interest, he does not believe the project will have a measurable impact on his properties. Additionally, he advised of a financial interest in property between 500 and 1000 feet from the project site, and has taken into consideration and determined that the proposed project will not impact to his interests' development potential; income-producing potential; highest and best use; character by substantially altering traffic levels, intensity of use, parking, view, privacy, noise levels, or air quality; or market value; and he will participate in the consideration of the matter.*

#### **4. 9540 BRIGHTON WAY**

##### **Parfums de Marly (PL2200361)**

Request for approval for an architectural review to allow façade modifications, a Sign Accommodation to allow multiple Business Identification Signs, and 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:	Parfums de Marly
Project Representative:	Ashok Vanmali, Gruen Associates
Public Input:	None

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

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber

NOES: None

##### **CARRIED**

*Commissioner Meyer advised that item #5 is less than 500 feet from properties in which he has a financial interest, but those properties face North Beverly Drive, rather than North Rodeo Drive. Because the project is not visible from those properties, he does not believe the project will have a measurable impact on them, and he will participate in the consideration of this matter.*

#### **5. 401 NORTH RODEO DRIVE**

##### **Bulgari (PL2200362)**

Request for approval for an architectural review to allow the construction of a new three-story building with an outdoor rooftop area, and a Sign Accommodation for multiple Business Identification Signs. The Planning Commission previously adopted a Categorical Exemption for the project on December 10, 2020, pursuant to the California Environmental Quality Act; and no further environmental review is required at this time.

Project Planner:	Christine Delostrinos, Associate Planner
Project Applicant:	Bulgari Corporation of America
Project Representative:	Ashok Vanmali
Public Input:	None

Architectural Commission Regular Meeting Minutes  
August 17, 2022

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

AYES: Commissioners Pynoos, Meyer, Vice Chair Devlin, Chair Schreiber  
NOES: Commissioner Matson

CARRIED

*The Commission took a recess at 3:08 PM*

*The Commission reconvened at 3:16 PM.*

**6. 8501 WILSHIRE BOULEVARD  
Cedars Sinai (PL2200363)**

Request for approval of an architectural review for a Sign Accommodation to allow multiple Building 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: Cedars Sinai  
Project Representative: Scott Hampton  
Public Input: None

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

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber

NOES: None

CARRIED

**7. 9701 WILSHIRE BOULEVARD  
Polestar (PL2200364)**

Request for approval of an architectural review for a 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: Galpin Motors, Inc.  
Project Representative: Thomas S. Levyn  
Public Input: None

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

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber

Architectural Commission Regular Meeting Minutes  
August 17, 2022

NOES: None

CARRIED

**8. 139 SOUTH BEVERLY DRIVE**

**Dean Stockton Mural (PL2200372)**

Request for approval of an architectural review for a Sign Accommodation to allow the installation of a mural. 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: Michael Hakim  
Project Representative: Warren Brand  
Public Input: Michael Lushing, JR Dzubak – Beverly Hills Rotary Club

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

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber

NOES: None

CARRIED

*Subsequent to the Commission's vote on item #8, Chair Schreiber noted that Commissioner Meyer's statement of participation had inadvertently been missed prior to the Commission's consideration of the item. Commissioner Meyer then advised that he has a financial interest in property between 500 and 1000 feet from the project site, and had taken into consideration and determined that the proposed project will not impact to his interest's development potential; income-producing potential; highest and best use; character by substantially altering traffic levels, intensity of use, parking, view, privacy, noise levels, or air quality; or market value; thus he participated in the consideration of the matter.*

**9. 449 SOUTH BEVERLY DRIVE**

**Office Building (PL2200373)**

Request for approval of an architectural review to allow façade modifications and minor landscaping. 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: Hugo Rose  
Project Representative: Samuel Valensi  
Public Input: None

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

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber

Architectural Commission Regular Meeting Minutes  
August 17, 2022

NOES: None

CARRIED

## PROJECT PREVIEW

*Commissioner Meyer advised that item #10 is less than 500 feet from property in which he has a financial interest. As such, he recused from the item and left the room at 4:25 PM.*

### 10. 319 NORTH RODEO DRIVE

#### **Dior (PL2200358)**

Request for a preview of a new three-story commercial building with a rooftop restaurant, multiple Business Identification Signs including Business Identification Signs facing an alley, and a construction barricade. Pursuant to the provisions set forth in the California Environmental Quality Act (CEQA), a preview of the project scope is not subject to an environmental determination as no approval is granted.

Project Planner: Christine Delostrinos, Associate Planner  
Project Applicant: 319 North Rodeo, LLC  
Project Representative: Ashok Vanmali  
Public Input: None

The Commission reviewed the project and provided preliminary feedback, but took no action on this item.

*Commissioner Meyer returned to the meeting at 4:57 PM.*

## STUDY SESSION

No Items

## COMMUNICATIONS FROM THE COMMISSION

- **Mayor's Cabinet Meeting**
  - Chair Schreiber provided brief updates from the Mayor's Cabinet meeting. Meeting video is available online.

## COMMUNICATIONS FROM STAFF

- **Urban Designer Updates**
  - Urban Designer Mark Odell advised the Commission of the following:
    - The Design Review Commission will be reviewing one project at its upcoming meeting on Thursday, September 1.
    - The Restaurant Subcommittee will be meeting soon to review several new projects
    - Staff is working on scheduling meetings for the Cultural Heritage Commission's standing subcommittees.

Architectural Commission Regular Meeting Minutes  
August 17, 2022

**11. 2022 Meeting Schedule**

- Received and filed

**ADJOURNMENT**

Date / Time: August 17, 2022 / 5:02 PM

PASSED AND APPROVED THIS 21<sup>ST</sup> DAY OF SEPTEMBER, 2022

*Jennifer Schreiber*

---

Jennifer Schreiber, Chair