



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

April 19, 2023
1:30 PM

MEETING CALLED TO ORDER

Date/Time: April 19, 2023 / 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 and with the consensus of the Commission with Commissioner Meyer recused, the agenda was approved as amended, moving Item #4, 328 North Rodeo Drive - Saint Laurent, to the Consent Calendar. Additionally, with the consensus of all five Commissioners, item #5, 451 North Rodeo Drive - Max Mara, was also moved to the Consent Calendar.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of March 15, 2023.

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

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AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber
NOES: None

CARRIED

**4. 328 NORTH RODEO DRIVE
Saint Laurent (PL2300138)**

Request for 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.

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

AYES: Commissioners Pynoos, Matson, Vice Chair Devlin, Chair Schreiber
NOES: None
RECUSED: Commissioner Meyer

CARRIED

Commissioner Meyer advised that he has a financial interest in real properties less than 500 feet from the project at 451 North Rodeo Drive, but because those interests face different streets, he does not believe there will be a material impact. Additionally, he has a financial interest in other real properties located more than 500 feet but less than 1,000 feet from the project site, and has considered whether the proposed project would change the 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 of the real property in which he has a financial interest. Based on the nature of the proposed project, he finds that it would not change any of the previously stated factors, and thus will participate in the consideration of the matter.

**5. 451 NORTH RODEO DRIVE
Max Mara (PL2300139)**

Request for 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.

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

AYES: Commissioners Pynoos, Meyer, Matson, Vice Chair Devlin, Chair Schreiber
NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

Chair Schreiber advised that she has a financial interest in real property located more than 500 feet but less than 1,000 feet from the project at 149-159 South Maple Drive, and has considered whether the proposed project would change the 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 of the real property in which she has a financial interest. Based on the nature of the proposed project, she finds that it would not change any of the previously stated factors, and she will participate in the consideration of the matter.

2. 149-159 SOUTH MAPLE DRIVE**Multi-Family Residential (PL2300046)**

Request for approval of an architectural review to allow the construction of a new six-story multi-family residential building with rooftop uses, and 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. *Continued from the March 15, 2023 Architectural Commission regular meeting.*

Project Planner: Christine Delostrinos, Associate Planner

Project Applicant: Maple Skyline, LLC

Project Representative: Maple Skyline, LLC
Zoltan Pali, FAIA; Renzo Pali

Public Input: Masoud Sodaify

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

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

NOES: None

CARRIED**NEW BUSINESS**

Commissioner Meyer advised that he has a financial interest in real properties less than 500 feet from the project at 9536 Brighton Way, but because those interests face different streets, he does not believe there will be a material impact. Additionally, he has a financial interest in other real properties located more than 500 feet but less than 1,000 feet from the project site, and has considered whether the proposed project would change the 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 of the real property in which he has a financial interest. Based on the nature of the proposed project, he finds that it would not change any of the previously stated factors, and thus will participate in the consideration of the matter.

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3. 9536 BRIGHTON WAY

Genny (PL2300137)

Request for 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: Genny USA, LLC
Project Representative: Jin Watanabe, Space Architecture
Public Input: None

Motion: MOVED by Chair Schreiber, 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 he has a financial interest in real properties less than 500 feet from the project at 234 North Rodeo Drive, but because those interests face different streets, he does not believe there will be a material impact. Additionally, he has a financial interest in other real properties located more than 500 feet but less than 1,000 feet from the project site, and has considered whether the proposed project would change the 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 of the real property in which he has a financial interest. Based on the nature of the proposed project, he finds that it would not change any of the previously stated factors, and thus will participate in the consideration of the matter.

6. 234 NORTH RODEO DRIVE

Max Mara (PL2300140)

Request for approval of an architectural review to allow a Sign Accommodation for 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: Th3 Standard, Inc
Project Representative: Delaney Faherty, Permit Advisors
John Warner, Permit Advisors
Stephano Galiffa
Public Input: None

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

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

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NOES: None

CARRIED

The Commission took a recess at 3:08 PM

The Commission reconvened at 3:16 PM

Commissioner Meyer advised that he has a financial interest in real properties less than 500 feet from the project at 461 North Rodeo Drive, but because those interests face different streets, he does not believe there will be a material impact. Additionally, he has a financial interest in other real properties located more than 500 feet but less than 1,000 feet from the project site, and has considered whether the proposed project would change the 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 of the real property in which he has a financial interest. Based on the nature of the proposed project, he finds that it would not change any of the previously stated factors, and thus will participate in the consideration of the matter.

7. 461 NORTH RODEO DRIVE

Amiri (PL2300141)

Request for approval of an architectural review to allow modifications to a previously approved project, including façade modifications. 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: Greg Moss, Amiri
Project Representative: John Warner, Permit Advisors
Public Input: None

Motion: MOVED by Commissioner Matson, SECONDED by Chair Schreiber 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 he has a financial interest in real properties less than 500 feet from the project at 413 North Rodeo Drive, but because those interests face different streets, he does not believe there will be a material impact. Additionally, he has a financial interest in other real properties located more than 500 feet but less than 1,000 feet from the project site, and has considered whether the proposed project would change the 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 of the real property in which he has a financial interest. Based on the nature of the proposed project, he

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finds that it would not change any of the previously stated factors, and thus will participate in the consideration of the matter.

8. 413 NORTH RODEO DRIVE

Givenchy (PL2300142)

Request for approval of an architectural review to allow façade modifications and a Sign Accommodation for multiple Business Identification Signs, including signage facing private property and a flag 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: Givenchy

Project Representative: Delaney Faherty, Permit Advisors

John Warner, Permit Advisors

Public Input: None

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

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

NOES: None

CARRIED

9. 9300 WILSHIRE BOULEVARD

Office Building (PL2300143)

Request for approval of an architectural review for a Sign Accommodation to allow one freestanding business directory sign and a Business Identification Sign for a business located above the ground floor. 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: Mark Workman, LPC West

Project Representative: Jonathan Rieke, West of West

Public Input: None

Motion: MOVED by Commissioner Matson, 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

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10. 9200 OLYMPIC BOULEVARD

Escrow of the West (PL2300144)

Request for approval of an architectural review for façade modifications and 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: Galit Ofengart, Escrow of the West
Project Representative: Devin Donner and Chris Rudin, Rudin Donner Design, Inc.
Public Input: None

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

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

NOES: None

CARRIED

Citing a financial interest in the project at 312-314 North Rodeo Drive, Commissioner Meyer recused from the item and left the meeting room at 4:46 PM.

11. 312-314 NORTH RODEO DRIVE

Rolex/Patek Philippe (PL2300090)

Request for approval of an architectural review for façade modifications including a new third-story addition, Business Identification Signs, an outdoor rooftop area, 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: Thomas J. Blumenthal, TJB Gearys, LLC
Project Representative: Ashok Vanmali, Gruen Associates
Jasmine Choi, Gruen Associates
Public Input: None

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

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

NOES: None

RECUSED: Commissioner Meyer

CARRIED

Commissioner Meyer returned to the meeting at 5:19 PM.

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STUDY SESSION

None

COMMUNICATIONS FROM THE COMMISSION

- **Mayor's Cabinet Meeting**
 - Chair Schreiber provided an update 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:
 - Staff will soon be scheduling meeting of the Restaurant Subcommittee
 - Projects for the next Architectural Commission meeting are already being submitted
 - At its meeting on April 12, the Cultural Heritage Commission approved a Certificate of Appropriateness for the Local Landmark property at 910 North Bedford Drive
 - The Design Review Commission is anticipated to review three projects at its upcoming meeting on May 4
 - Commission Specialist Karen Myron advised the Commission of upcoming events celebrating Earth Day (Sunday, April 23) and Arbor Day (Friday, April 28).

12. 2023 Meeting Schedule

- Received and filed

ADJOURNMENT

Date / Time: April 19, 2023 / 5:24 PM

PASSED AND APPROVED THIS 17TH DAY OF MAY, 2023

Jennifer Schreiber

Jennifer Schreiber, Chair