



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

September 20, 2023
1:30 PM

MEETING CALLED TO ORDER

Date/Time: September 20, 2023 / 1:30 PM

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Commissioners Pynoos, Schreiber, Matson, Vice Chair Meyer, Chair Devlin
Commissioners Absent: None
Staff Present: Mark Odell, Deborah Hong, 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: Steve Mayer

APPROVAL OF AGENDA

By Order of the Chair and with the consensus of the Commission with Vice Chair Meyer recused, the agenda was approved as amended, moving item #5, 409 North Beverly Drive – Reformation to the Consent Calendar. Additionally, with the consensus of all Commissioners, items #7, 201 North Rodeo Drive – Rimowa, and #8, 8840 Olympic Boulevard – Babage, were also moved to the Consent Calendar.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES

Consideration of Minutes of the Architectural Commission regular meeting of July 19, 2023.

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2. **CONSIDERATION OF MINUTES**

Consideration of Minutes of the Architectural Commission regular meeting of August 16, 2023.

Motion: MOVED by Order of the Chair to adopt both sets of minutes as presented (5-0).

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

NOES: None

CARRIED

5. **409 NORTH BEVERLY DRIVE**

Reformation (PL2300379)

Request for approval of 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.

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

AYES: Commissioners Pynoos, Schreiber, Matson, Chair Devlin

NOES: None

RECUSED: Vice Chair Meyer

CARRIED

7. **201 NORTH RODEO DRIVE**

Rimowa (PL2300381)

Request for approval of a Sign Accommodation to allow for a mural on the exterior of the subject building for Rimowa. 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 Devlin, SECONDED by Commissioner Pynoos to adopt the resolution as amended (5-0).

Prior to the vote, Vice Chair Meyer advised that he has a financial interest in real properties located more than 300 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.

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

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NOES: None

CARRIED

8. 8840 OLYMPIC BOULEVARD

Babage (PL2300382)

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.

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

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

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES

None

CONTINUED BUSINESS

None

NEW BUSINESS

Citing a financial interest in real property less than 500 feet from the project at 370 North Rodeo Drive, Vice Chair Meyer recused from the item and left the meeting room at 1:43 PM.

3. 370 NORTH RODEO DRIVE

Cartier (PL2300377)

Request for approval of 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: Deborah Hong, Associate Planner
Project Applicant: David Galvez, Richemont North America, Inc.
Project Representative: Deborah Quick, Perkins Coie, LLP.
Public Input: None

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

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

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RECUSED: Vice Chair Meyer

CARRIED

Vice Chair Meyer returned to the meeting at 1:55 PM

Vice Chair Meyer advised that he has a financial interest in real property less than 500 feet from the project at 428 North Rodeo Drive, but because that interest faces a different street, he does not believe there will be a material impact, including access issues in the alley. 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.

4. 428 NORTH RODEO DRIVE

Alexander McQueen (PL2300378)

Request for approval of 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: Deborah Hong, Associate Planner
Project Agent: Gaby Guzman, Burnham Nationwide, Inc.
Public Input: None

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

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

NOES: None

CARRIED

Vice Chair 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 a different street, 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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**6. 413 NORTH RODEO DRIVE
Rodeo Collection (PL2300381)**

Request for approval of an architectural review for 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: Deborah Hong, Associate Planner
Project Representatives: Dar Mahboubi
Cosimo Pizzulli – Pizzulli Associates
Public Input: None

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

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

CARRIED

The Commission took a recess at 2:41 PM.

The Commission reconvened at 2:47 PM.

**9. 332 SOUTH DOHENY DRIVE
Multi-family Residential (PL2300357)**

Request for approval of an architectural review to allow the construction of a new five-story, nine-unit 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.

Project Planner: Deborah Hong, Associate Planner
Project Applicant: 332 Doheny Group, LLC.
Project Representative: Daniel Ahadian – 332 Doheny Group, LLC.
Murray D. Fischer
Anne Jones
Public Input: Sohelia Hatanian

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

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

CARRIED

STUDY SESSION

None

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COMMUNICATIONS FROM THE COMMISSION

- **Mayor's Cabinet Meeting**
 - Chair Devlin 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 is expected to review two projects at its upcoming meeting on Thursday, October 5.
 - Staff will be attending a meeting of the Chamber of Commerce tomorrow, sharing information related to the Architectural Review process with the business community
 - The Restaurant Subcommittee met this morning, and approved projects for South Beverly Grill and Honor Bar on South Beverly Drive, and Gravitas on North Camden Drive.
 - The City recently put out an RFQ for the façade remodeling of City-owned parking structures. Mr. Odell is part of the committee that will select three finalists, who will present to the City Council for final selection.
 - At its formal meeting on Tuesday, October 3, the City Council will consider The Church of the Good Shepherd for Local Landmark designation.

10. 2023 Meeting Schedule

- Received and filed

ADJOURNMENT

Date / Time: September 20, 2023 / 4:38 PM

PASSED AND APPROVED THIS 18TH DAY OF OCTOBER, 2023

Tim Devlin

Tim Devlin, Chair