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

ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

December 15, 2021
1:30 PM

MEETING CALLED TO ORDER
Date/Time: December 15, 2021 / 1:31 PM

PLEDGE OF ALLEGIANCE

ROLL CALL
Commissioners Present: Commissioners Devlin, Persovski, Hirschfeld, Vice Chair Schreiber, Chair Matson
Commissioners Absent: None
Staff Present: Mark Odell, Christine Delostrinos, Karen Myron, Debby Figoni

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, the agenda was approved as amended, moving the Water Conservation and Drought Update to a point later in the agenda.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES
Consideration of Minutes of the Architectural Commission regular meeting of November 17, 2021.

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

Recordings of the Architectural Commission’s meetings are available online at www.beverlyhills.org
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 Hirschfeld, SECONDED by Vice Chair Schreiber to adopt Consent Calendar items the November 17, 2021 minutes, and the resolution continuing to authorize public meetings via teleconference (5-0).

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

REPORTS FROM PRIORITY AGENCIES

- WATER CONSERVATION AND DROUGHT UPDATE
Presentation by Debby Figoni, Water Conservation Administrator

Water Conservation Administrator Debby (Figoni) Dunn provided a presentation regarding current drought conditions, and shared tips for using water wisely. All water customers are encouraged to sign up for the City's free Water Tracker program at water.beverlyhills.org.

CONTINUED BUSINESS
No items

NEW BUSINESS

3. 360 NORTH RODEO DRIVE
Ferrari (PL2100399)
Request for approval for 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: Ferrari
Project Representative: Miriam Hernandez
Public Input: None

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

AYES: Commissioners Devlin, Persovski, Hirschfeld, Vice Chair Schreiber, Chair Matson
4. 9242 BEVERLY BOULEVARD
Post Investment Group (PL2100400)
Request for approval for 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: Post Investment Group
Project Representative: Jeff Reich
Public Input: None

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

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

CARRIED

5. 425 NORTH CANON DRIVE
Maddox Gallery (PL2100403)
Request for approval for an architectural review for façade modifications and a Sign Accommodation to allow a Business Identification Sign, two flag signs, a Business Identification Sign facing the alley, 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: Maddox Gallery LLC
Project Representative: Samuel Moon
Public Input: None

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

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

CARRIED

6. 250 NORTH RODEO DRIVE
Jimmy Choo (PL2100401)
Request for approval for 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: Michael Popowich
Project Representative: Noelia Santiago
Public Input: None

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

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

CARRIED

7. 315-319 NORTH BEVERLY DRIVE
Commercial Building (PL2100402)
Request for approval for an architectural review to allow a new three-story commercial building with rooftop use and a carousel parking system. 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: Patrick Winters, Nadel Architects
Project Representative: Murray D. Fischer
Public Input: Todd Johnson – Beverly Hills Chamber of Commerce

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

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

CARRIED

The Commission took a recess at 3:28 PM.

The Commission reconvened at 3:36 PM.

8. 240 NORTH RODEO DRIVE
Versace (PL2100405)
Request for approval for 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: Lucio Zappalorti
Project Representative: Noelia Santiago
Public Input: None

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

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

CARRIED

9. 501 SOUTH BEVERLY DRIVE
The Change Company (PL2100410)
Request for approval for an architectural review for a Sign Accommodation to allow a Building Identification Sign, a Business Identification Sign and a business directory 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: 501 South Beverly 26, LLC
Project Representative: Lee Carter
Public Input: None

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

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

CARRIED

STUDY SESSION
No Items

COMMUNICATIONS FROM THE COMMISSION

- The Commissioners thanked Commissioner Hirschfeld for her service to the City during her time on the Commission, and welcomed incoming Commissioner Evan Meyer, who will be joining the Commission in January 2022.

- Commissioner Hirschfeld thanked fellow Commissioners and staff for their support during her time on the Commission.
• Mayor’s Cabinet Meeting
  o No significant items to report; meeting video is available online.

COMMUNICATIONS FROM STAFF

• Urban Designer Updates
  o On behalf of staff, Urban Designer Mark Odell thanked Commissioner Hirschfeld for her service to the City, and wished everyone a safe and happy Holiday season.

10. 2022 Meeting Schedule
  o Received and filed

ADJOURNMENT
Date / Time: December 15, 2021 / 4:35 PM

PASSED AND APPROVED THIS 16TH DAY OF FEBRUARY, 2022

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James Matson, Chair