MEETING CALLED TO ORDER
Date/Time: October 20, 2021 / 1:32 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

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, the agenda was approved as amended, moving item #10, Louis Vuitton, to the Consent Calendar, and taking item #2, the resolution authorizing public meetings to be held via teleconference, ahead of the Consent Calendar.

CONSENT CALENDAR
1. CONSIDERATION OF MINUTES
   Consideration of Minutes of the Architectural Commission special meeting of September 20, 2021.

10. 420 NORTH RODEO DRIVE
    Louis Vuitton (PL2100342)

Recordings of the Architectural Commission’s meetings are available online at www.beverlyhills.org
Request for approval for an architectural review to allow 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 Hirschfeld, SECONDED by Vice Chair Schreiber to adopt Consent Calendar items the September 20, 2021 minutes, and 420 North Rodeo Drive, as presented (5-0).

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

NOES: None

CARRIED

REPORTS FROM PRIORITY AGENCIES
None

CONTINUED BUSINESS
No items

NEW BUSINESS

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

Staff recommends the Architectural Commission make the findings and determinations regarding meetings via teleconferencing, and adopt the associated resolution.

Staff Presenter: Mark Odell, Urban Designer
Public Input: None

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

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

CARRIED

3. 238 NORTH RODEO DRIVE
Golden Goose (PL2100328)
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: Golden Goose USA, Inc.
Project Representative: Alicia Zaayer, Valerio Architects
Public Input: None
Motion: MOVED by Vice Chair Schreiber, SECONDED by Commissioner Devlin to adopt the resolution as amended (5-0).

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

4. 328 NORTH RODEO DRIVE
Saint Laurent (PL2100329)
Request for approval for an architectural review for façade modifications and a Sign Accommodation to allow multiple Business Identification Signs and signage to face a public 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: Joan Hanson, 326 Rodeo Drive, LLC and 328 Rodeo Drive, LLC
Project Representative: Alexandria Smillie, Permit Advisors
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

5. 275 SOUTH ROBERTSON BOULEVARD
Commercial Building (PL2100331)
Request for approval for an architectural review for façade modifications, landscaping, and a Sign Accommodation to allow a ground sign (re-facing of an existing pole 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: Ben Borukhim, BBA Studios
Project Representative: Stevie Ford, BBA Studios
Public Input: None
The Commission took a recess at 3:00 PM.

The Commission reconvened at 3:07 PM.

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

6. 9565 SOUTH SANTA MONICA BOULEVARD
The Shade Store (PL2100332)
Request for approval for 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: Christine Delostrinos, Associate Planner
Project Applicant: Veronica Arcaroli, The Shade Store
Project Representative: Travis Flick, Studio 43d
Public Input: None

Motion: MOVED by Commissioner Devlin, 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. 320 NORTH BEVERLY DRIVE
Guess? (PL2100334)
Request for approval for an architectural review for 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: Max Ochoa, Guess? Inc.
Project Representative: Tracy Borchardt, BlueOx PM
Public Input: None

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

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

CARRIED

8. 300 NORTH RODEO DRIVE
Van Cleef & Arpels (PL2100335)
Request for approval for an architectural review for a temporary mural of similar environmental graphics on the façade of an existing retail building. 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: Van Cleef & Arpels
Project Representative: Alexandria Smille, Permit Advisors
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. 9830 WILSHIRE BOULEVARD
ALO, LLC (PL2100341)
Request for approval for an architectural review to allow a Building Identification Sign and 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: ALO, LLC
Project Representative: Murray Fischer
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

STUDY SESSION
No Items
COMMUNICATIONS FROM THE COMMISSION

- Ad Hoc Committee members Commissioner Hirschfeld and Vice Chair Schreiber continue to make progress on the final details for the Maybourne Hotel project.

- Mayor’s Cabinet Meeting
  - No significant items to report; meeting video is available online.

COMMUNICATIONS FROM STAFF

- Urban Designer Updates
  - Urban Designer Mark Odell advised that the Cultural Heritage Commission will be holding a special meeting on Thursday, November 4 to discuss new potential nominees for the Golden Shield award, as well as a potential Landmark designation for the property at 1010 Hillcrest Road.

11. 2021 Meeting Schedule
  - Received and filed

12. 2022 DRAFT Meeting Schedule
  - Received and filed; no conflicts were noted

ADJOURNMENT

Date / Time: October 20, 2021 / 4:22 PM

PASSED AND APPROVED THIS 17TH DAY OF NOVEMBER, 2021

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James Matson, Chair