ARCHITECTURAL COMMISSION REGULAR MEETING

MINUTES

November 17, 2021
1:30 PM

MEETING CALLED TO ORDER
Date/Time: November 17, 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

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 item #3 – Cartier (Time Extension), #4 – Loro Piana, and #9 – Saint Laurent to the Consent Calendar.

CONSENT CALENDAR

1. CONSIDERATION OF MINUTES
Consideration of Minutes of the Architectural Commission regular meeting of October 20, 2021.

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

3. 370 NORTH RODEO DRIVE
   Cartier (PL2100278)
   Request for approval of a one-year extension for an Architectural Review Permit for a new three-story building that includes a Sign Accommodation to allow multiple Business Identification Signs and landscape for an outdoor terrace. The Architectural Commission previously adopted a Categorical Exemption for the project on September 12, 2018 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

4. 455 NORTH RODEO DRIVE
   Loro Piana (PL2100368)
   Request for approval of a one-year extension for an Architectural Review Permit for façade modifications, a Sign Accommodation to allow multiple Business Identification Signs and a construction barricade with lifestyle graphics. The Architectural Commission previously adopted a Categorical Exemption for the project on December 12, 2018 pursuant to the California Environmental Quality Act; no further environmental review is required at this time.

9. 328 NORTH RODEO DRIVE
   Saint Laurent (PL2100378)
   Request for approval of 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 Vice Chair Schreiber, SECONDED by Commissioner Hirschfeld to adopt Consent Calendar items the October 20, 2021 minutes, the resolution continuing to authorize public meetings via teleconference, 370 North Rodeo Drive, 455 North Rodeo Drive, and 328 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

Prior to the item’s discussion, Commissioner Hirschfeld disclosed that her son-in-law works for the developer of item #5, but is not involved with this project in any way. This does not create a conflict of interest, and she will participate in the consideration of the item with an open mind.

5. 9908 SOUTH SANTA MONICA BOULEVARD
   Mixed-Use Building (PL2100359)
   Request for approval for an architectural review for a new four-story mixed-use building with rooftop uses and a Sign Accommodation to allow a Sign Program. 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: 9908 Santa Monica Blvd, LLC
   Project Representative: Jamie Ross
   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

6. 9565 SOUTH SANTA MONICA BOULEVARD
   The Shade Store (PL2100370)
   Request for approval for an architectural review for a Sign Accommodation to allow multiple Business Identification Signs including a blade sign 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: Veronica Arcaroli, The Shade Store
   Project Representative: Travis Flick, Studio 43d
   Public Input: None

   Motion: MOVED by Commissioner Persovski, SECONDED by Commissioner Matson 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 3:07 PM.

The Commission reconvened at 3:15 PM.
7. 459 NORTH RODEO DRIVE
Balenciaga (PL2100371)
Request for approval for an architectural review for façade modifications, a Business Identification Sign, 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: Balenciaga Americas, Inc.
Project Representative: Ashok Vanmali, Gruen Associates
Public Input: None

Motion: MOVED by Commissioner Hirschfeld, 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

8. 340 NORTH BEVERLY DRIVE
ASRV (PL2100377)
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: ASRV
Project Representative: Damian Catalan
Public Input: None

Motion: MOVED by Chair Matson, 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

10. 411 NORTH RODEO DRIVE
Cartier (PL2100381)
Request for approval for an architectural review for a façade modification, a Business Identification Sign, a construction barricade with lifestyle graphics, and an interior security grille. 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.
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Project Planner: Christine Delostrinos, Associate Planner
Project Applicant: Joseph Park, Cartier
Project Representative: Shawn Smith, Permit Advisors
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

STUDY SESSION
No Items

COMMUNICATIONS FROM THE COMMISSION

- Vice Chair Schreiber advised the Commission that she and Commissioner Hirschfeld, as members of the Ad Hoc Committee reviewing the final details of the Maybourne Hotel, have reached an agreement with the project team regarding the paint colors.

- Mayor’s Cabinet Meeting
  - Chair Matson provided brief comments on notable items; meeting video is available online.

COMMUNICATIONS FROM STAFF

- Urban Designer Updates
  - Urban Designer Mark Odell advised the Commission of the following:
    - At its upcoming meeting on Thursday, December 2, The Design Review Commission will be reviewing one new project, and will be receiving a presentation of recent Track 1 (Staff-level) projects.
    - The Cultural Heritage Commission will be holding a special meeting on Wednesday, December 8, to discuss the Trousdale Estate on Hillcrest Road.
  - Commission Specialist Karen Myron reminded the Commissioners of the Rodeo Drive holiday lighting event taking place on Thursday, November 18 from 5:00 – 8:00 PM, as well as the swearing in of new Police Chief Mark Stainbrook and the Menorah lighting celebration, which will take place at 3:30 and 4:30 PM, respectively, on Tuesday, November 30 on the Crescent Drive side of City Hall.

11. 2021 Meeting Schedule
   - Received and filed

12. 2022 Meeting Schedule
   - Received and filed
ADJOURNMENT
Date / Time: November 17, 2021 / 4:12 PM

PASSED AND APPROVED THIS 15TH DAY OF DECEMBER, 2021

James Matson, Chair