



CITY OF BEVERLY HILLS
455. N. Rexford Drive
Beverly Hills, California 90210

**ARCHITECTURAL REVIEW COMMISSION
REGULAR MEETING MINUTES
September 19, 2012
1:00 PM**

MEETING CALLED TO ORDER

Date / Time: September 19, 2012 / 1:07 PM

ROLL CALL

Commissioners Present: Gardner-Apatow, Bernstein, Meyer, Vice Chair Blakeley, and Chair Rubins
Commissioners Absent: None
Staff Present: William Crouch, Shena Rojemann, Cindy Gordon and Virgia Randall (Community Development Department)

APPROVAL OF AGENDA

Action: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the agenda as amended. (5-0).

COMMUNICATIONS FROM THE AUDIENCE

Speakers: None.

COMMUNICATIONS FROM THE COMMISSION

Speakers: Chair Rubins reported on the new changes for meetings and subcommittees the Commission will be implementing.

ADOPTION OF MINUTES

1. Minutes from the Architectural Review Commission Meeting on August 15, 2012.

Motion: Motion by Order of the Chair Rubins (5-0).
Action: The minutes were approved as amended.

CONSENT ITEMS

2. Celine – 319 North Rodeo Drive

Request for approval of a construction barricade (PL1211134).

Planner: Cindy Gordon, Assistant Planner
Applicant: Nicole Long

Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (5-0).

Action: **The resolution was approved with the following standard conditions:**

- 1) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
- 2) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
- 3) Compliance with Special Conditions. Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.
- 4) Project Rendering. Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
- 5) Approval Resolution. A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
- 6) Substantial Compliance with Approved Plans. The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

CONTINUED ITEMS

(Taken out of Order)

4. 9955 Durant Drive

Request for approval of a façade remodel (PL1211633).

Planner: Cindy Gordon, Assitant Planner
Applicant: Nicole Stubblefield
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the resolution (5-0).

Action: **The resolution was approved with the following standard conditions.**

- 1) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
- 2) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
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- 4) Project Rendering. Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
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- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

5. 361 South Robertson Boulevard

Request for approval of façade remodel (PL1211866).

Planner: Shena Rojemann, Associate Planner
Applicant: John Poindexter and Kamran Aryal
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (5-0).

Action: **The resolution was approved with the following conditions:**

- 1) The following items shall be returned to a subcommittee composed of Commissioners Blakeley and Bernstein for final review and approval:
 - a) The top cap flashing be redesigned and the detail shall be provided to staff (refer to Commissioner Meyer's detail provided at the meeting).
 - b) The street address numbers shall be located in the upper left corner.
 - c) The glazing details for the front façade shall be provided.
 - d) The paint colors should be slightly more dynamic and alternatives shall be provided.
 - e) The applicant shall consider using a steel trowel plaster finish as opposed to sand or combination of the two options.
 - f) The stainless steel banding on which the signs will sit shall project beyond the side edges of the text of the sign. The renderings and elevations shall both depict this.
 - g) Smaller light fixtures shall be returned for consideration.
- 2) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
- 3) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
- 4) Compliance with Special Conditions. Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

- 5) **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades. The quality and detail of the rendering shall be subject to approval from the director of community development, or designee, and shall include sufficient design information to evaluate project compliance during construction.
- 6) **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.
- 7) **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Architectural Commission.
- 8) **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

NEW BUSINESS – PUBLIC HEARINGS

6. Tumi – 430 North Rodeo Drive

Request for approval of a sign accommodation to allow a multiple building identification signs facing the alley (PL1214724).

Planner: Shena Rojemann, Associate Planner
Applicant: Nicole Long
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the resolution (5-0).

Action: **The resolution was approved with the following standard conditions:**

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- 2) **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.

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- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

7. Bulgari – 401 North Rodeo Drive

Request for approval of a revision to a previously approved business identification sign (PL1214731).

Planner: Shena Rojemann, Associate Planner
Applicant: Ashok Vanmali
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the resolution (5-0).

Action: **The resolution was approved with the following standard conditions:**

- 1) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
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- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

8. **The McDevit Company – 9400 South Santa Monica Boulevard**
Request for approval of a building identification sign (PL1222218).

Planner: Shena Rojemann, Associate Planner

Applicant: John Crispis

Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Blakeley to return for restudy (5-0).

Action: **The project was returned for restudy. The Commission provided the following comments:**

- The sign is too large as currently proposed. Consider reducing the number of window bays that it spans and add additional spacing above and below the largest letters to reduce the tension between the sign and the building.

- The Commission would like to see a mockup of the proposed sign to show the illumination features.

9. Gap – 370 North Beverly Drive

Request for approval of a façade modification and sign accommodation to allow multiple business identification signs (PL1222208).

Planner: Shena Rojemann
Applicant: Katie Penn and John Walton
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to return the project for restudy (5-0).

Action: **The project was returned for restudy. The Commission provided the following comments:**

- The proposed paint scheme masks the shade and shadow of the building and makes the building appear monolithic.
- Consider utilizing different tints and/or shades of color. Consider also utilizing different finishes (satin, semi-gloss, gloss, etc.).
- The Commission would like to see a mock-up of the proposed paint scheme. A subcommittee consisting of Chair Rubins and Commissioner Gardner-Apatow is available to view the mock-up prior to the next meeting. Photographs of the mock-up should also be included in the resubmittal packet.

10. 9952 South Santa Monica Boulevard

Request for approval of a façade remodel and business identification sign (PL1218842).

Planner: Cindy Gordon, Assistant Planner
Applicant: Phillpe Dare and Herbert Tu
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Meyer to return the project for restudy (5-0).

Action: **The resolution was approved with the following standard conditions:**

- 1) Architectural Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
- 2) Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the

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- 8) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

11. Malo– 431 North Rodeo Drive

Request for approval of a façade remodel, a sign accommodation to allow a courtyard sign to exceed 8 SF, and a sign accommodation to allow a business identification sign facing private property (PL1217495).

Planner: Cindy Gordon, Assistant Planner
Applicant: Richard Spina
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the resolution (5-0).

Action: **The resolution was approved with the following conditions:**

- 1) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city

zoning or technical codes, which may require review and approval from other city commissions or officials.

- 2) Compliance with Municipal Code. Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
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PROJECT PREVIEW

12. Tony Burch – 366 North Rodeo Drive

Request for preliminary review of a proposed façade and signage (PL1218884).

Planner: Shena Rojemann, Associate Planner
Applicant: Richard Dell and Marc Havok
Public Input: None.

Action: The Commission provided the following comments:

The Commission unanimously agreed to accept the preview of this project as presented, and directed staff to forward their comments to the Planning Commission that they accepted the project as presented.

(Returned to Order)

CONTINUED ITEMS

(Taken out of Order)

3. Sugar Fish - 212 North Canon Drive

Request for approval of a façade remodel and sign accommodation to allow an awning sign to exceed seven inches in height (PL1211537).

Planner: Shena Rojemann, Associate Planner
Applicant: Glen Bell
Public Input: None.

Motion: Motion by Commissioner Meyer; seconded by Chair Rubins to approve the resolution (5-0).

Action: **The resolution was approved with the following standard conditions.**

- 1) Architectural Approval. Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
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- 7) Validity of Permits. The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

No communication from the Commission.

COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION

- Meeting Recap Discussion
- Sign Programs and Sign Subcommittee
- Commissioner Day Discussion

COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT

12. Staff level approvals

Action: Received and filed.

MEETING ADJOURNED

Date / Time: September 19, 2012 / 4:38 PM

PASSED AND APPROVED THIS 17th DAY OF OCTOBER 2012.

Zale Richard Rubins, Chair