

**CITY OF BEVERLY HILLS  
City Hall Room 280-A  
455 North Rexford Dr.  
Beverly Hills, CA 90210  
SYNOPSIS**

**RECREATION AND PARKS COMMISSION SPECIAL MEETING  
Monday, September 19, 2011  
2:00 p.m.**

*The meeting was called to order at 2:00 p.m.*

**ROLL CALL**

Commissioners Present: Friedman, Rosoff, Anderson, Vice Chairperson Gersh, Chairperson Block

Commissioners Absent: None

Staff Present: Zoet, Pfalzgraf, Meyerowitz, Angel, Knebel

**CONSIDERATION OF MINUTES**

TAB 1. Regular Meeting of Tuesday, June 26, 2011

MOVED by Gersh, SECONDED by Rosoff to approve as presented. (4/0)

AYES: Rosoff, Anderson, Gersh, Block

NOES: NONE

ABSENT: NONE

ABSTAIN: Friedman

CARRIED

**ORAL COMMUNICATION FROM THE AUDIENCE**

Ellen Lutwak spoke about the Safe Routes/Walk to School Program. October is 'Walk to School Month.' She is promoting and creating awareness for walking to and/or riding a bike to school.

**NEW BUSINESS/STAFF REPORTS/CORRESPONDENCE**

**2. City Gateways Discussion**

Community Services Director Steve Zoet reviewed the proposed structures for the Santa Monica Blvd/Doheny and Wilshire/Whittier gateways. The Commissioners were presented with a preliminary cost estimate for the Santa Monica Blvd at Doheny Drive location. There are two other intended locations, San Vicente Blvd at Wilshire Blvd and Olympic Blvd near Beverly Hills High School, to be discussed at a later date.

The Commissioners discussed the various designs provided in the packet and some earlier history of the project. Parks & Urban Forest Manager Ken Pfalzgraf also spoke about the landscape elements.

An Ad Hoc meeting to further explore options will take place before the next Commission Meeting in October.

### 3. Concerts on Canon – Brad

Recreation Services Manager Brad Meyerowitz reported on the Concerts on Canon that recently concluded. Many local businesses were involved and both residents and tourists attended.

### 4. i phone App - Brad

Recreation Services Manager Brad Meyerowitz provided the Commissioners with iPads and assisted them in testing the “Visit Beverly Hills App” for the City of Beverly Hills.

### 5. CIP Report

- Greystone – HVAC improvements will be completed by the end of the month. Improvements will allow future events at Greystone Mansion to occur with greater comfort and climate control.
- Gateway Signage – See Tab #2
- Roxbury Park – Review of plans and final revisions is nearing completion. After completion, plans will be released for bids and then submitted to City Council for review and action to affirm or reject the project.

### 6. Director's Report

- **Parks/Urban Forest Update** – Urban Forest and Parks Manager Ken Pfalzgraf reported on the following:
  - Upgrades to be completed in Hamel Mini-Park.
  - City Hall landscape being installed with emphasis on water regulations/water conservation compliance.
  - Park Service Workers – New specifications for workers have been maintained with an acceptable performance rate. Duties of sports field maintenance have been resumed.
  - Angelo Drive – The City Attorney has suggested a negative declaration in regard to the Angelo Drive tree removal/replacement issue.
  - Tree trimming – For the next three weeks Wilshire Blvd. trees will be pruned during the night hours.

- Sutton Way Pine Trees – Torrey Pine Trees located behind Coldwater Canyon Park will be checked. Update will be presented at October Commission Meeting.
- **Senior Health Fair** – An estimated 350 – 400 seniors attended the health fair held at Roxbury Park. It offered many informational booths from City Services and outside vendors, as well as various medical screenings.
- **Proposed Joel Shapiro Sculpture** – Sculpture was originally in lobby of building at 9830 Wilshire/Santa Monica Blvd. Replacement art piece will be re-installed at no expense to the City.
- **JPA Negotiations with the School District** – Update was given with respect to JPA and the City.
- **Holiday Ice Rink** - Ice rink will not be installed this holiday season. Negotiations will continue for a possible future offering.
- **New Bike racks Installed at Library** – Staffed discussed the installation and use of the new bike racks in front of the Library.
- **National Preparedness Month** – Information item
- **Event Calendar** – Information item
- **Calendar 2011 Meeting Dates** - Information item

**UNFINISHED BUSINESS/COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS**

**AD HOC CHAIRPERSON REPORTS**

7. Commission Ad Hoc

- a. City Council Liaison/Mayor's Cabinet (Block/Gersh) - Chair Block gave an update on the Mayor's Cabinet Meeting.
- b. Beverly Canon Gardens (Block/Friedman) – Meeting will be scheduled to discuss fees & charges for use of this area.
- c. Farmers' Market (Anderson/Rosoff) – Mr. Anderson gave a "Chili Cook-Off" update.
- d. Fine Arts (Gersh/Anderson) - Liaison Meeting scheduled October 3<sup>rd</sup>.
- e. Gateway Signage Project (Block/Rosoff) – Reviewed in Tab #2.
- f. Gifting Concept (Anderson/Rosoff) – Meeting will be scheduled to discuss brochure for gifting options.

- g. Greystone Park (Gersh/ Anderson) – No discussion.
- h. Master Plan for La Cienega and Roxbury Parks (Block/Friedman) - Reviewed in Tab #5.
- i. Seniors/Volunteers (Gersh/Friedman) – Reviewed in Tab #6.
- j. Special Events/Concert Series (Gersh/Rosoff) – Events upcoming - Art Show on October 15<sup>th</sup> & 16<sup>th</sup> and Luxe Design House December 2<sup>nd</sup> - 22<sup>nd</sup>.
- k. Sports (Block/Friedman) – No discussion.
- l. Street Tree Master Plan (Anderson/Rosoff) - No discussion.
- m. Teens (Gersh/Friedman) – Teen Advisory Group to be at October Commission Meeting.

#### **ADJOURNMENT**

Meeting was adjourned at 4:18 p.m.

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A detailed Commission packet is available for review in the Library and Planning Department.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the Planning Department at 310-285-1141. Please notify the Planning Department at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Council Chambers / Meeting Rooms are equipped with audio equipment for the hearing impaired, and are wheelchair accessible.

*Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the Architectural Commission action by filing a written appeal with the City Clerk. Appeal forms are available in the City Clerk's office. (Note: Appeal Fee Required.)*

## SYNOPSIS

### CITY OF BEVERLY HILLS REGULAR ARCHITECTURAL COMMISSION MEETING

455 North Rexford Drive, Beverly Hills, CA 90210  
City Council Chambers  
Commission Meeting Room 280-A

**Wednesday, September 21, 2011**  
**1:00 p.m.**

**OPEN MEETING**     *The meeting was called to Order at 1:04 pm.*

#### ROLL CALL

**Present:** Commissioners Gardner-Apatow, Blakeley, Bernstein, Rubins, Meyer, Vice Chair Rennett, and Chair Cohen.

**Absent:** None.

#### APPROVAL OF AGENDA

#### COMMUNICATIONS FROM THE AUDIENCE

- Members of the public may address the Commission\*

#### COMMUNICATIONS FROM THE COMMISSION

- Chair's Report from Mayor's Cabinet Meeting

#### CONSIDERATION OF MINUTES

1. Meeting of August 17, 2011

***By Order of the Chair/7-0  
Approved as Presented.***

**CONSENT ITEMS – PUBLIC HEARINGS**

2. **DAVID YURMAN**  
**371 North Rodeo Drive**  
Request for approval of a barricade mural.  
(PL112 3131)

***Cohen-Rennett/7-0***  
***Approved as Presented***

***(The Following Items Were Moved to the Regular Agenda)***

3. **MOUCHE**  
**340 North Beverly Drive**  
Request for approval of a façade remodel and new business identification sign  
(PL 112 3129)
4. **309-325 SOUTH ELM DRIVE**  
**309-325 South Elm Drive**  
Request for approval of a 30-unit condominium project, for which the previous  
Architectural Commission approval granted on June 11, 2008 has expired.  
(PL112 2707)
5. **9777 WILSHIRE BOULEVARD**  
**9777 Wilshire Boulevard**  
Request for approval of a façade remodel  
(PL111 3263)
6. **LAVIN**  
**200 North Rodeo Drive**  
Request for approval of a sign accommodation to allow multiple business identification  
signs  
(PL111 2725)

**CONTINUED ITEMS – PUBLIC HEARINGS**

3. **MOUCHE**  
**340 North Beverly Drive**  
Request for approval of a façade remodel and new business identification sign  
(PL 112 3129)

***Cohen-Bernstein/6-1 (Blakeley)***  
***Approved with Conditions***

***(Taken Out of Order)***

- 5. 9777 WILSHIRE BOULEVARD**  
**9777 Wilshire Boulevard**  
Request for approval of a façade remodel  
(PL111 3263)

***Cohen-Rennett/4-3 (Blakeley, Meyers, Rennett)***  
***Approved with Conditions***

***(Returned to Order)***

- 4. 309-325 SOUTH ELM DRIVE**  
**309-325 South Elm Drive**  
Request for approval of a 30-unit condominium project, for which the previous Architectural Commission approval granted on June 11, 2008 has expired.  
(PL112 2707)

***Cohen-Rubins/7-0***  
***Approved with Conditions***

- 6. LAVIN**  
**200 North Rodeo Drive**  
Request for approval of a sign accommodation to allow multiple business identification signs  
(PL111 2725)

***Cohen-Rubins/7-0***  
***Denied as Presented with Findings***

- 7. G-STAR RAW**  
**413 North Rodeo Drive**  
Request for approval of a business identification sign.  
(PL 111 0947)

***Cohen-Bernstein/No Vote***  
***Applicant requested to continue to the Meeting on October 19, 2011***

- 8. OIL WELL (BEVERLY HILLS HIGH SCHOOL SITE)**  
**241 Moreno Drive**  
Request for approval of a new canvas cover on an existing oil well.  
(PL 110 1888)

***Rubins-Bernstein/5-2 (Gardner-Apatow-Rennett)***  
***Denied as Presented with Findings***

**NEW BUSINESS - PUBLIC HEARINGS**

**9. FLEMING'S STEAKHOUSE**

**250 North Beverly Drive**

Request for approval of a façade remodel, business identification signs and a sign accommodation to allow signage facing the alley  
(PL111 3119)

***Cohen-Rubins/7-0  
Return for Restudy***

**10. 153 SOUTH BEDFORD DRIVE**

**153 South Bedford Drive**

Request for approval of a façade remodel of a multi-family property.  
(PL 112 3040)

***Cohen-Gardner-Apatow/7-0  
Preliminary Approval with items to Return for Restudy***

**11. 76 STATION**

**9988 Wilshire Boulevard**

Request for approval of a façade remodel  
(PL111 9798)

***By Order of the Chair/7-0  
Taken off Calendar***

***(Taken Out of Order)***

**14. MGM**

**245 North Beverly Drive**

Request for approval of a business identification sign, a parking directional sign and a sign accommodation for building identification signs  
(PL 112 3026)

***Cohen-Rennett/7-0  
Approved with Conditions***

***(Returned to Order)***

**12. AUDI DEALERSHIP**

**8833 Wilshire Boulevard**

Request for approval of a façade remodel, business identification signs and building identification signs  
(PL112 3286)

***Cohen-Bernstein/7-0  
Approved as Presented***

**13. AUDI DEALERSHIP**

**8840-8850 Wilshire Boulevard**

Request for approval of a façade remodel and business identification signs  
(PL112 3294)

***Cohen-Rubins/7-0***

***Approved as Presented***

**PROJECT PREVIEW**

**15. LEXUS**

**9230 Wilshire Boulevard**

Request for a preview review of a new commercial building  
(PL112 3099)

***No action was taken on this item.***

**COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION**

- Meeting Recap Discussion
- Request by Commissioner Rubins to discuss letters written to staff, the Planning Commission and City Council (**Letters included under Tab 16**)

***No action was taken on this item.***

**COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT**

- Report from the City Planner - Discussion of the recent process enhancements to the Architectural Review Process (**Tab 17**)
- National Preparedness Month

***No action was taken on this item.***

**ADJOURNMENT**

***THE MEETING WAS ADJOURNED AT 5:45 PM***

**\* GUIDE FOR PERSONS INTENDING TO SPEAK**

This guide has been prepared as an aid so that you will be able to express your opinions briefly and clearly before the Commission and thus increase the effectiveness of your presentation. **Remarks are limited to 3 minutes unless extended by the Commission.**

1. State your Name and Address.
2. Organization you represent if any.
3. Your Statement should include all pertinent facts within your knowledge. It is important to discuss only those matters relating to the hearing and to tie your discussion of the facts directly to the decision you wish the Commission to reach.

**Written Testimony**

In order to have written material included in the Architectural Commissioner's mailed Agenda Packet, **10** copies of the material must be delivered to the Planning office no later than 11 calendar days before the date of the Architectural Commission Hearing. Written material (**10** copies) that is presented to the Architectural Commission after this date and up to 1:00 p.m. the day of the Architectural Commission Hearing, will be included in the Commissioners' Agenda folder, but may not be reviewed by individual Commissioners due to the amount of material that the Commissioners have to review for the Agenda.

**CITY OF BEVERLY HILLS  
City Hall Room 280-A  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
SYNOPSIS**

**CHARITABLE SOLICITATIONS COMMISSION REGULAR MEETING  
October 12, 2011  
11:00 a.m**

The meeting was called to order at 11:05 a.m.

**A. ROLL CALL**

Commissioners Present: Chair Raffel, Vice Chair Kaye, Henning, Roston, Block

Commissioners Absent: None

Staff: T. Goldman, S. Gelfman

**B. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Commander Goldman

**C. COMMISSION MINUTES**

Moved by, Seconded by to approve the minutes of the meeting on September 14, 2011 (5/0).

Ayes: Kaye, Roston, Raffel, Henning, Block

Noes: None

Absent: None

CARRIED.

**D. ORAL COMMUNICATIONS FROM THE AUDIENCE**

Guest present introduced herself to commission.

**E. REPORT FROM THE CHAIRPERSON**

MAYOR'S CABINET MEETING – October 12, 2011.

Meeting was cancelled.

**F. CONTINUED BUSINESS**

I. Staff contacted Beverly Hills Bar Association regarding additional events requiring permits. Beverly Hills Bar Association confirmed they only host one fundraiser. The events in question are not provided tax deductible charitable donation information. *~Event invitations reviewed – Staff to follow up.*

II. Staff contacted Los Angeles County Police Canine Association regarding notice of intent to take action and notify the Attorney General's Office. Information mailed, emailed and faxed. *~Letter reviewed – Staff to contact the Attorney General's Office.*

**G. NEW BUSINESS**

I. Request within Normal Filing Period

1. (2011-141/141A) The Helping Hand of Los Angeles, Inc. requested a permit to solicit via mail and personal contact from December 1, 2011 through June 30, 2012. Luncheon to be held at the Beverly Hills Hotel on May 4, 2012. Raise funds to support the Department of Obstetrics and Gynecology at Cedars-Sinai Medical Center.

*Estimated Gross:* \$ 70,000      *Previous Fundraising Event Gross:* \$ 135,982  
*Estimated Expenses:* \$ 10,000      *Previous Fundraising Event Expenses:* \$ 49,559

2. (2011-158) Los Angeles Chamber Orchestra requested a permit to solicit via mail, email, phone and personal contact from October 18, 2011 through February 11, 2012. Dinner, concert and auction to be held at the California Club on February 11, 2012. Raise funds to support the Los Angeles Chamber Orchestra's concerts and educational program.

*Estimated Gross:* \$ 425,500      *Previous Fundraising Event Gross:* \$ 450,611.55  
*Estimated Expenses:* \$ 167,200      *Previous Fundraising Event Expenses:* \$ 201,892.55

**Note: The above items are 501(c)(3) organizations.**

*Commissioner Block made a motion to approve the above items. It was seconded by Commissioner Henning and passed unanimously.*

II. Due to the 15-day Filing Period, the Following Permit Requests were approved:

1. (2011-138) Temple Emanuel of Beverly Hills requested a permit to solicit via mail, Temple's newsletter and website from October 1, 2011 through November 13, 2011. Luncheon to be held at Temple Emanuel on November 13, 2011. Raise funds for Temple Emanuel.

*Estimated Gross:* \$ 40,000      *Previous Fundraising Event Gross:* \$ 63,748.50  
*Estimated Expenses:* \$ 25,000      *Previous Fundraising Event Expenses:* \$ 38,703.90

2. (2011-139) Peace Over Violence requested a permit to solicit via mail, and personal contact from September 15, 2011 through November 15, 2011. Dinner to be held at the Beverly Hills Hotel on October 28, 2011. Raise funds for Peace Over Violence, a social service agency that helps those who have been victims of interpersonal violence.

*Estimated Gross:* \$ 350,000      *Previous Fundraising Event Gross:* \$ 275,000  
*Estimated Expenses:* \$ 100,000      *Previous Fundraising Event Expenses:* \$ 110,000

3. (2011-140) Jewish War Veterans of the USA, Los Angeles District Council requested a permit to solicit via personal contact from October 11, 2011 through November 11, 2011. Monetary Drive. Raise funds for clothing, entertainment, food and gifts for hospitalized and homeless veterans at the West Los Angeles VA Hospital.

*Estimated Gross:* \$ 3,000      *Previous Fundraising Event Gross:* \$ 560  
*Estimated Expenses:* \$ 50      *Previous Fundraising Event Expenses:* \$ 150

4. (2011-142) Lebanese American Foundation, Inc. requested a permit to solicit via invitation, email, newsletter and Arabic newspaper from September 22, 2011 through December 31, 2011. Dinner to be held at the Beverly Hills Hotel on November 13, 2011. Raise funds for the Lebanese American Foundation to build the House of Lebanon, a cultural community center.

*Estimated Gross:* \$ 350,000      *Previous Fundraising Event Gross:* \$ 360,480  
*Estimated Expenses:* \$ 100,000      *Previous Fundraising Event Expenses:* \$ 104,027

5. (2011-143) Heroes and Legends requested a permit to solicit via mail, phone and personal contact from August 12, 2011 through September 25, 2011. Dinner to be held at the Beverly Hills Hotel on September 25, 2011. Raise funds for performing arts scholarships for underprivileged students.

*Estimated Gross:*           \$ 110,000           *Previous Fundraising Event Gross:*       \$ 84,000  
*Estimated Expenses:*     \$ 57,500           *Previous Fundraising Event Expenses:*   \$ 44,000

6. (2011-144) Girl Scouts of Greater Los Angeles requested a permit to solicit via personal contact from September 30, 2011 through November 13, 2011. Monetary Drive. Raise funds to support Girls Scouts of Greater Los Angeles troops, programs and general operating costs.

*Estimated Gross:*           \$ 1,738,500       *Previous Fundraising Event Gross:*       \$ 10,218,100  
*Estimated Expenses:*     \$ 777,326       *Previous Fundraising Event Expenses:*   \$ 1,038,920

7. (2011-145) ORT America, Inc. requested a permit to solicit via mail, phone and email from September 20, 2011 through December 31, 2011. Brunch to be held at the Beverly Hills Hotel on December 11, 2011. Raise funds for ORT educational programs around the world.

*Estimated Gross:*           \$ 250,000       *Previous Fundraising Event Gross:*       \$ 226,483  
*Estimated Expenses:*     \$ 50,000       *Previous Fundraising Event Expenses:*   \$ 50,299.35

8. (2011-146) Cedars-Sinai Medical Center requested a permit to solicit via mailed invitations, email, phone and personal contact from August 15, 2011 through December 16, 2011. Dinner to be held at the Beverly Hilton Hotel on November 8, 2011. Raise funds for the Board of Governors Heart Stem Cell Center and Women's Heart Center.

*Estimated Gross:*           \$ 1,300,000       *Previous Fundraising Event Gross:*       \$ 1,045,764  
*Estimated Expenses:*     \$ 360,350       *Previous Fundraising Event Expenses:*   \$ 336,629

9. (2011-147) West Angeles Community Development Corporation requested a permit to solicit via mail, phone and personal contact from September 1, 2011 through February 2, 2012. Dinner to be held at the Beverly Wilshire Hotel on February 2, 2012. Raise funds for West Angeles Community Development Corporation.

*Estimated Gross:*           \$ 350,000       *Previous Fundraising Event Gross:*       \$ 424,051  
*Estimated Expenses:*     \$ 100,000       *Previous Fundraising Event Expenses:*   \$ 117,809

10. (2011-148) Muscular Dystrophy Association requested a permit to solicit via mail from September 16, 2011 through October 15, 2011. Dinner Gala to be held at the Beverly Hilton Hotel on October 15, 2011. Raise funds for Angie's Quest, which is the Muscular Dystrophy Association's Amyotrophic Lateral Sclerosis (ALS or Lou Gehrig's disease) research initiative.

*Estimated Gross:*           \$ 700,000       *Previous Fundraising Event Gross:*       \$ 1,182,530  
*Estimated Expenses:*     \$ 150,000       *Previous Fundraising Event Expenses:*   \$ 148,255.62

11. (2011-149) Friendly Hand Foundation requested a permit to solicit via mail from September 1, 2011 through November 30, 2011. Luncheon to be held at the Beverly Hilton Hotel on October 29, 2011. Raise funds to support operating funds for the Friendly Hand Foundation that operates two residential facilities for women recovering from alcohol and other substance addiction in Los Angeles.

*Estimated Gross:*           \$ 240,000       *Previous Fundraising Event Gross:*       \$ 246,347  
*Estimated Expenses:*     \$ 62,500       *Previous Fundraising Event Expenses:*   \$ 62,208

12. (2011-150) Friends of the Beverly Hills Public Library requested a permit to solicit via mail from October 3, 2011 through March 30, 2012. Monetary Drive. Raise funds to support the Beverly Hills Public Library's community programs.

*Estimated Gross:* \$ 30,000      *Previous Fundraising Event Gross:* \$ 35,314  
*Estimated Expenses:* \$ 3,000      *Previous Fundraising Event Expenses:* \$ 2,586

13. (2011-151) Los Angeles Team Mentoring requested a permit to solicit via mail, email, phone and personal contact from September 16, 2011 through October 13, 2011. Dinner to be held at the Beverly Wilshire Hotel on October 13, 2011. Raise funds to support at-risk middle school youth through a team-based mentoring program.

*Estimated Gross:* \$ 700,000      *Previous Fundraising Event Gross:* \$ 884,205  
*Estimated Expenses:* \$ 200,000      *Previous Fundraising Event Expenses:* \$ 161,442

14. (2011-152/152A) Le Lycee Francais De Los Angeles requested a permit to solicit via mail, email, phone and personal contact from October 1, 2011 through April 30, 2012. Dinner to be held at the Beverly Hills Hotel on April 20, 2012. Raise funds for scholarship program that is crucial to the school's goal of maintaining a diverse and multicultural student body.

*Estimated Gross:* \$ 300,000      *Previous Fundraising Event Gross:* \$ 237,000  
*Estimated Expenses:* \$ 120,000      *Previous Fundraising Event Expenses:* \$ 116,000

15. (2011-153) White Memorial Medical Center Charitable Foundation requested a permit to solicit via mail, phone and personal contact from July 1, 2011 through October 2, 2011. Dinner Gala to be held at the Beverly Wilshire Hotel on October 2, 2011. Raise funds for the White Memorial Medical Center Charitable Foundation.

*Estimated Gross:* \$ 350,000      *Previous Fundraising Event Gross:* \$ 336,185  
*Estimated Expenses:* \$ 135,000      *Previous Fundraising Event Expenses:* \$ 135,776

16. (2011-154) Loyola Law School requested a permit to solicit via mail and email from September 30, 2011 through September 30, 2011. Dinner to be held at the Beverly Hills Hotel on September 30, 2011. Raise funds for Loyola Law School's Civil Justice Program.

*Estimated Gross:* \$ 150,000      *Previous Fundraising Event Gross:* \$ 100,000  
*Estimated Expenses:* \$ 100,000      *Previous Fundraising Event Expenses:* \$ 80,000

17. (2011-155) Jewish Vocational Service (JVS) requested a permit to solicit via mail, email and personal contact from September 26, 2011 through October 27, 2011. Dinner to be held at the Beverly Hilton Hotel on October 27, 2011. Raise funds to support services for the unemployed and people with disabilities.

*Estimated Gross:* \$ 50,000      *Previous Fundraising Event Gross:* \$ 38,725  
*Estimated Expenses:* \$ 17,650      *Previous Fundraising Event Expenses:* \$ 17,960

18. (2011-156) A Place Called Home requested a permit to solicit via mail, email, phone and personal contact from September 7, 2011 through December 7, 2011. Dinner to be held at the Beverly Wilshire Hotel on December 7, 2011. Raise funds to support A Place Called Home's training, education and scholarship programs which provide inner-city youth non-violent alternatives to life on the street.

*Estimated Gross:* \$ 750,000      *Previous Fundraising Event Gross:* \$ 895,000

Estimated Expenses: \$ 145,000 Previous Fundraising Event Expenses: \$ 148,837.60

19. (2011-157) T.J. Martell Foundation requested a permit to solicit via mail, email and phone from October 3, 2011 through October 31, 2011. Dinner and auction to be held at the Beverly Hills Hotel on October 14, 2011. Raise funds for cancer, leukemia and AIDS research.

Estimated Gross: \$ 78,000 Previous Fundraising Event Gross: \$ 58,820  
Estimated Expenses: \$ 16,136 Previous Fundraising Event Expenses: \$ 11,543.42

**Note: All the above items are 501(c)(3) organizations.**

*Approved items noted by Commission.*

### III. FINANCIAL STATEMENTS (FS) OF COMPLETED EVENTS FOR REVIEW

1. (2011-74) Sheila Kar Health Foundation- Note: Send 50% letter regarding net proceeds less than 50% of gross receipts
2. (2011-60) B'nai B'rith International
3. (2011-79) Cedars-Sinai Medical Center-Tom Collier Research Memorial Cancer Lab
4. (2011-XX) Friends of Greystone
5. (2011-82) One Voice

VI. Financial Statement Log for 2011

V. Review of 2010 and 2009 Financial Statement Logs (distributed via email)

### LIST OF ORGANIZATIONS THAT FAIL TO FILE FINANCIAL STATEMENT WITHIN SIX/THREE MONTHS AFTER THE PERMIT EXPIRATION DATE.

1. (08-187) American Friends for Meir Panim – Care for Israel  
Permit expired 11/15/08
2. (07-177) GLASS Youth & Family Services  
Permit expired 10/28/07
3. (07-8) United States Mission  
Permit expired 05/01/07
4. (06-63) Children's Cancer Research Fund  
Permit expired 04/30/06
5. (06-36) Maternal Fetal Care International: MFCI  
Permit expired 03/11/06

### LIST OF ORGANIZATIONS THAT HAVE NET PROCEEDS LESS THAN 50% OF TOTAL RECEIPTS FROM THEIR CHARITABLE EVENTS

1. (03-44) Beverly Hills Bar Association  
Event date 05/04/03

2. (04-57) Beverly Hills Bar Association  
Event date 06/13/04
3. (05-70) Beverly Hills Bar Association  
Event date 06/12/05
4. (06-83) Beverly Hills Bar Association  
Event date 05/07/06
5. (07-87) Beverly Hills Bar Association  
Event date 06/03/07
6. (08-81) Beverly Hills Bar Association  
Event date 05/04/08
7. (09-83) Beverly Hills Bar Association  
Event date 05/03/09
8. (2010-75) Beverly Hills Bar Association  
Event date 06/06/2010
9. (2011-75) Beverly Hills Bar Association  
Event date 05/15/2011
10. (09-72) Los Angeles County Police Canine Association  
Event date 10/19/08
11. (05-168)(05-168A) Los Angeles County Police Canine Association  
Event date 05/06/06
12. (07-88)(07-88A) Los Angeles County Police Canine Association  
Event date 08/11/07
13. (2010-3)(2010-3A) Los Angeles County Police Canine Association  
Event date 06/22/10
14. (03-171) Advertising Industry Emergency Fund  
Event date 11/13/03
15. (04-170) Advertising Industry Emergency Fund  
Event date 11/19/04
16. (05-146) Advertising Industry Emergency Fund  
Event date 11/17/05
17. (2010-102) Advertising Industry Emergency Fund  
Event date 11/12/2010
18. (04-192) Iranian American Parents Association  
Event date 03/14/05
19. (05-162) International Committee of the L.A. Philharmonic Association  
Event date 03/25/06

20. (05-167) American Friend of Hazon Yeshaya Soup Kitchen  
Event date 12/13/06
21. (06-12) Style for Smiles Foundation  
Event date 02/28/06
22. (06-14) The Neuropathy Association  
Event date 04/03/06
23. (06-29) Writers Guild Foundation  
Event date 03/18/06 & 03/19/06
24. (06-157) Operation of Hope  
Event date 11/19/06
25. (06-195) Heal Breast Cancer Foundation  
Event date 02/22/07
- ~~26. (08-72) Friendly Hand Foundation  
Event date 05/18/08~~
- ~~27. (09-68) Friendly Hand Foundation  
Event date 05/17/09~~
28. (07-39)(07-39A) Cedars-Sinai Medical Center/NICU  
Event date 04/22/07
29. (07-96) Muscular Dystrophy Association  
Event date 07/26/07
30. (07-102) National Coalition of Professionals against Crime  
Event date 07/02-09/29/07
- ~~31. (07-109)(07-109A) California Society of CPAs  
Event date 11/18/07~~
- ~~32. (08-143) California Society of CPAs  
Event date 11/16/08~~
- ~~33. (09-132)(09-132A) California Society of CPAs  
Event date 11/22/09~~
34. (07-114) LA Stars/Baron Davis Foundation c/o Life Sports Management  
Event date 08/04/07
35. (07-126) Real Medicine Foundation  
Event date 08/16/07
36. (07-170) Jewelers 24K Karat Club of Southern California  
Event date 10/20/07
37. (07-173) NARSAD: The Mental Health Research Association  
Event date 12/03/07

38. (07-175) Friends of Sheba Medical Center  
Event date 03/16/08
39. (07-184) Childhelp-Buena Ventura Chapter  
Event date 12/02/07
40. (08-91) Friends of Greystone  
Event date 06/21/08
41. (2010-58) Friends of Greystone  
Event date 04/11/2010
42. (2010-93) Friends of Greystone  
Event date 07/24/2010
43. (08-104) Beverly Vista School  
Event date 07/08/08-07/01/09
44. (08-124) Cedars-Sinai Medical Center-Maxine Dunitz Neurosurgical Institute  
Event date 08/25/08
45. (08-128) Israel Cancer Research Fund  
Event date 08/13/08
46. (08-134) The Junior League of Los Angeles  
Event date 11/09/08
47. (08-136) International Women's Media Foundation  
Event date 10/16/08
48. (08-137) John Wayne Cancer Institute Auxiliary  
Event date 10/21/08
49. (09-163) John Wayne Cancer Institute Auxiliary  
Event date 10/29/09
50. (2011-8) John Wayne Cancer Institute Auxiliary  
Event date 04/09/11
51. (08-144) Vistas for Children Inc.  
Event date 11/09/08
52. (09-156) Vistas for Children Inc.  
Event date 11/08/09
53. (08-146) Habitat for Humanity of Greater Los Angeles  
Event date 10/01/08
54. (08-151) Hollywood NOTE Foundation  
Event date 09/09/08
55. (09-88) Hollywood NOTE Foundation  
Event date 05/31/09

56. (08-186) Asthma & Allergy Foundation of America – California Chapter  
Event date 11/18/08
57. (08-190) Cerebral Palsy International Research Foundation  
Event date 12/03/08
58. (08-198) National Charity League  
Event date 02/12/09
59. (09-14A) Jewish Big Brothers Big Sister  
Event date 10/06/09
60. (2010-73) Jewish Big Brothers Big Sister  
Event date 10/21/2010
61. (09-30) Vahagn Setian Charitable Foundation  
Event date 05/03/09
62. (09-38) Cedars-Sinai Medical Center – Pediatric Inflammatory Bowel Disease Center  
Event date 06/14/09
63. (09-52) CLARE Foundation, Inc.  
Event date 06/07/09
64. (09-180) CLARE Foundation, Inc.  
Event date 07/01/2009-06/30/2010
65. (2010-60) CLARE Foundation, Inc.  
Event date 06/13/2010
66. (09-96) Special Needs Network, Inc.  
Event date 05/17/09
67. (09-102) Beverly Hills Little League  
Event date 06/06/09
68. (09-114) American Friends of the Israel Philharmonic Orchestra  
Event date 07/28/09
69. (09-116) Cedars-Sinai Medical Center Sports Spectacular  
Event date 06/07/09
70. (09-118) United Friends of the Children  
Event date 10/05/09
71. (09-141) Girl Scouts of Greater Los Angeles – Southwest Region  
Event date 10/24/09
72. (09-143) Southern California Minority Business Development Council, Inc.  
Event date 10/16/09
73. (2010-90) Southern California Minority Business Development Council, Inc.  
Event date 10/15/2010

74. (09-149) The Kings College & Seminary  
Event date 10/07/09
75. (09-150) Janie Bradford Hal Scholarship Fund Inc. (Heroes and Legends)  
Event date 09/27/09
76. (09-177) National Charity League, Inc. San Fernando Valley Chapter  
Event date 11/28/09
77. (09-190) Pepperdine University  
Event date 10/22/09
78. (09-193) Pen Center USA West  
Event date 12/02/09
79. (09-195) Girls Incorporated  
Event date 11/16/09
80. (09-XXX) 100 Black Men of Los Angeles, Inc. – Application was received after the event, no permit was issued.  
Event date 10/16/2009
81. (2010-92) 100 Black Men of Los Angeles, Inc.  
Event date 10/15/2010
82. (2010-6) City of Hope Sportsmen's Club #0039  
Event date 11/20/10
83. (2010-17) Pepperdine University School of Law  
Event date 03/06/2010
84. (2010-28) Beverly Hills CPR  
Event date 02/26/2010-05/28/2010
85. (2010-145) Citizenship Education Fund  
Event date 10/07/2010
86. (2010-156) Coalition for At Risk Youth (CARRY)  
Event date 12/3/2010
87. (2010-187) Beverly Hills Meals on Wheels  
Monetary Drive
88. (2011-14) Petersen Automotive Museum  
Event date 02/20/2011
89. (2010-56) Affordable Living for the Aging  
Event date 06/10/2010
90. (2010-156) Coalition for At-Risk Youth  
Event date 12/03/2010
91. (2010-XXX) Sheila Kar Health Foundation

Event date 02/14/2010

92. (2011-74) Sheila Kar Health Foundation

Event date 02/14/2011

93. (2011-54) City of Hope – Board of Governors  
Event date 06/07/2011

94. (2011-55) Youth Renewal Fund  
Event date 06/04/2011

**H. COMMENTS FROM COMMISSIONERS**

Commission directed staff to contact fail to file organizations.

Commission requested staff to follow up with the U.S. Holocaust Memorial Museum.

**I. ADJOURNMENT**

Chair Raffel adjourned the meeting at 11:41 a.m.

\*\*

A detailed Commission packet is available for review in the Library and Planning Department.

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the Planning Department at 310-285-1141. Please notify the Planning Department at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Council Chambers / Meeting Rooms are equipped with audio equipment for the hearing impaired, and are wheelchair accessible.

*Decisions of the Architectural Commission may be appealed to the City Council within fourteen (14) days of the Architectural Commission action by filing a written appeal with the City Clerk. Appeal forms are available in the City Clerk's office. (Note: Appeal Fee Required.)*

## SYNOPSIS

### CITY OF BEVERLY HILLS REGULAR ARCHITECTURAL COMMISSION MEETING

455 North Rexford Drive, Beverly Hills, CA 90210  
City Council Chambers  
Commission Meeting Room 280-A

**Wednesday, October 19, 2011**  
**1:00 p.m.**

**OPEN MEETING**     *The meeting was called to Order at 1:05 pm.*

#### ROLL CALL

**Present:** Commissioners Gardner-Apatow, Blakeley, Bernstein, Rubins, Meyer, Vice Chair Rennett, and Chair Cohen.

**Absent:** None.

#### APPROVAL OF AGENDA

#### COMMUNICATIONS FROM THE AUDIENCE

- Members of the public may address the Commission\*

#### COMMUNICATIONS FROM THE COMMISSION

- Chair's Report from Mayor's Cabinet Meeting

#### CONSIDERATION OF MINUTES

1. Meeting of September 21, 2011

***By Order of the Chair/6-0-1 Blakeley Abstained  
Approved as Amended.***

**CONSENT ITEMS – PUBLIC HEARINGS**

*(The Following Items Were Moved to the Regular Agenda)*

**2. 267 NORTH CANON DRIVE**

267 North Canon Drive

Request for approval of a one-year time extension extending the Architectural Commission's approval of the project until February 18, 2013.

(PL112 3663)

**3. STEFANO RICCI**

**270 North Rodeo Drive**

Request for approval of a façade remodel and sign accommodation to allow multiple business identification signs.

(PL112 8003)

**CONTINUED ITEMS – PUBLIC HEARINGS**

**2. 267 NORTH CANON DRIVE**

267 North Canon Drive

Request for approval of a one-year time extension extending the Architectural Commission's approval of the project until February 18, 2013.

(PL112 3663)

***Rennett-Bernstein/7-0***

***Approved with Conditions***

**3. STEFANO RICCI**

**270 North Rodeo Drive**

Request for approval of a façade remodel and sign accommodation to allow multiple business identification signs.

(PL112 8003)

***Rubins-Cohen/6-0-1 Rennett Abstained***

***Approved as Presented***

**4. G-STAR RAW**

413 North Rodeo Drive

Request for approval of a business identification sign and barricade mural.

(PL 111 0947)

**Motion 1(Signage ):**

***Cohen-Rennett/7-0***

***Return for Restudy***

**Motion 2 (Barricade – Motion Failed):**

***Cohen-Bernstein/7-0***

***Approved as Presented***

**Motion 3 (Barricade):**

***Cohen-Bernstein/4-3 Meyer, Blakeley, Rennett  
Approved with Conditions.***

**5. FLEMINGS STEAKHOUSE**

**250 North Beverly Drive**

Request for approval of a façade remodel, business identification signs and a sign accommodation to allow signage facing the alley  
(PL111 3119)

***Cohen-Rubins/7-0  
Return for Restudy***

**6. MGM**

**245 North Beverly Drive**

Request for approval of a business identification sign, a parking directional sign and a sign accommodation for building identification signs  
(PL 112 3026)

**Motion 1 (Motion Failed):**

***Cohen-Rubins/2-5 Gardner-Apatow-Blakeley-Bernstein-Meyer-Rennett  
Approved with Conditions***

**Motion 2 (Motion Failed):**

***Bernstein-Gardner-Apatow/2-5 Blakeley-Meyer-Rubins-Rennett-Cohen  
Approved as Presented***

**Motion 3 :**

***Rubins-Bernstein/5-2 Bernstein-Rennett  
Approved with Conditions***

**NEW BUSINESS - PUBLIC HEARINGS**

***(Commissioner Meyer was excused from the meeting at 4:25 pm)***

**7. AGENCY FOR PERFORMING ARTS**

**417 South Beverly Drive**

Request for approval of a façade remodel and a sign accommodation to allow multiple business identification signs on the front elevation and a business identification on the alley elevation.

(PL112 7103)

***Rubins-Bernstien/6-0  
Approved with Conditions***

**COMMUNICATIONS FROM THE ARCHITECTURAL COMMISSION**

- Meeting Recap Discussion

***(Commissioner Gardner-Apatow was excused from the meeting at 4:50 pm)***

**COMMUNICATIONS FROM THE DIRECTOR OF COMMUNITY DEVELOPMENT**

- Report from the City Planner

**ADJOURNMENT**

***THE MEETING WAS ADJOURNED AT 5:27 PM***

**\* GUIDE FOR PERSONS INTENDING TO SPEAK**

This guide has been prepared as an aid so that you will be able to express your opinions briefly and clearly before the Commission and thus increase the effectiveness of your presentation. **Remarks are limited to 3 minutes unless extended by the Commission.**

1. State your Name and Address.
2. Organization you represent if any.
3. Your Statement should include all pertinent facts within your knowledge. It is important to discuss only those matters relating to the hearing and to tie your discussion of the facts directly to the decision you wish the Commission to reach.

**Written Testimony**

In order to have written material included in the Architectural Commissioner's mailed Agenda Packet, **10** copies of the material must be delivered to the Planning office no later than 11 calendar days before the date of the Architectural Commission Hearing. Written material (**10** copies) that is presented to the Architectural Commission after this date and up to 1:00 p.m. the day of the Architectural Commission Hearing, will be included in the Commissioners' Agenda folder, but may not be reviewed by individual Commissioners due to the amount of material that the Commissioners have to review for the Agenda.

**CITY OF BEVERLY HILLS  
HUMAN RELATIONS COMMISSION REGULAR MEETING  
SYNOPSIS**

October 20, 2011  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
City Hall, Room 280-A  
**9:30 a.m.**

The meeting was called to order at 9:30 a.m.

**ROLL CALL**

Commissioners Present: Pease, Nazarian, Sherman, Linder

Staff Present: Latta, Kahn, Kyriazi

**CONSIDERATION OF MINUTES**

**Tab 1. REGULAR MEETING OF SEPTEMBER 15, 2011:**

MOTION by Nazarian, SECONDED by Pease to approve as presented (4/0)

AYES: Pease, Nazarian, Sherman, Linder

NOES: None

ABSENT: Ginsburg, Meshkaty

ABSTAIN: None

CARRIED

**ORAL COMMUNICATION FROM THE AUDIENCE**

Frances Bilak spoke to the Commission about her observations on the impact of incivility on the community and the "toll" it takes on children.

Beverly Hills resident, Lorraine Althea Wells, informed the Commission about an issue at her senior housing residence.

**CONTINUED AND NEW BUSINESS**

**Tab 2. COMMISSION REPORTS:**

## **HRC REPRESENTATIVES**

Report from Beverly Hills Unified School District: Dr. Brian Goldberg

- Advised the Commission that the individual schools are currently scheduling their multi-cultural programs. If the HRC wants to coordinate scheduling of City event(s), contact PTA Council; Commission expressed informal interest for potential follow-up.
- Reported on the November School Board election, the only issue on the ballot for residents of Beverly Hills; election civility is in place
- Described a distinction between civility and the democratic process: Council and Board meetings are not public meetings. They are meetings held in public; an opportunity to discuss and debate various issues that will be called upon to vote; a robust discussion and debate is part of the democratic process
- El Rodeo School has taken a proactive step on bullying and will be piloting a program entitled Safe School Ambassador Program. If successful, the program will be taken to all the school sites.

Report from Beverly Hills Police Department: Lt. Shan Davis and Sgt. Renato Moreno

- Lt. Davis, formerly Professional Standards Unit, introduced newly assigned Sgt. Moreno. Lt. Davis will present a report on the Unit at the November meeting.
- No outstanding complaints or incidents within the purview of the Commission.
- A swastika on a parking sign in a City garage appeared to be graffiti as it was not tied to an individual.
- Question from commissioner regarding relationship, if any, to crime rate and the economy; slight increase in burglary in residential area, importance of Neighborhood Watch was emphasized.

## **ADMINISTRATOR**

Report from Human Services Administrator James R. Latta, L.C.S.W.

1. September 20, 2011 Council meeting—second reading of the amended noise ordinance.
2. Beverly Hills Active Adult Club has a cookbook for sale as a fund raiser.
3. October 11, 2011 Beverly Hills Homeless Collaboration Meeting update.
4. October 20, 2011 California Shake Out drill (will occur during HRC meeting)
5. Response to commissioner request for straw poll on formality of City commissions: Among commissioners, when working on an issue, use of first names is common; when the public is present, more formal use of last names generally occurs.
6. Updated Resource and Civility cards distributed to commissioners.
7. Larger Civility signs were produced for Council Chambers and other locations.
8. Presentation about Leadership Training.

9. Next month: Beverly Hills charitable, non-profit foundation, Legacy and Charitable Community Gifting presentation.
10. Employee Innovations Day was held October 10, 2011: Michael Josephson was the guest speaker on the subject of "Character Starts With Me."
11. Opening ceremony for the new parking structure will be November 3, 2011.
12. Building Common Ground: Library considering applying for a grant program, Discussions of Community, Civility and Compassion. Follow-up info report next month.

## **CHAIR**

No Mayor's Cabinet report, meeting was cancelled.

### **Tab 3. OVERVIEW OF CURRENT AND PENDING AGENDA ITEMS UNDER CONSIDERATION BY THE HUMAN RELATIONS COMMISSION AD HOC COMMITTEES:**

- Commission requested staff bring more information about the Building Common Ground grant process to the next meeting.
- A priority discussion will take place when all the commissioners are in attendance which will include consideration of a multi-cultural event, Heritage Week and bullying in schools.

### **Tab 4. HUMAN RELATIONS COMMISSION EMBRACE CIVILITY AWARD:**

Staff reported that the announcement of the award will begin with a half-page feature in the Community Services Winter Catalogue. It will include a downloadable form from the city's web site in addition to being available at City sites.

MOTION by Nazarian, SECONDED by Pease to move forward with Embrace Civility Award announcement and form with recommended edits. (4/0)

AYES: Pease, Nazarian, Sherman, Linder

NOES: None

ABSENT: Ginsburg, Meshkaty

ABSTAIN: None

CARRIED

### **Tab 5. AMENDED NOISE ORDINANCE COMMUNITY AWARENESS PLAN:**

Community education ideas were discussed and the Commission agreed to table this item until next month when all Commissioners will be present.

### **Tab 6. IPHONE APPLICATION:**

Assistant Director of Community Services, Nancy Hunt-Coffey, demonstrated a new application initiated by the Fine Art Commission. The Commission took a virtual tour of Beverly Hills art on iPads, provided for the demonstration. The application is free and available at Apple's App Store under "Visit Beverly Hills."

**Tab 7. GREAT CALIFORNIA SHAKEOUT:**

The yearly Great California Shakeout drill took place during the meeting at 10:20am with all attendees participating. Additional information is at their web site [www.shakeout.org](http://www.shakeout.org).

**CALENDAR FOR 2011 COMMISSION MEETING DATES:**

No changes.

**COMMENTS BY COMMISSIONERS INCLUDING TOPICS FOR FUTURE AGENDAS:**

Commissioner Nazarian requested a report from the Police Department on their findings of noise complaints and how those have been handled since the Noise Ordinance update.

Chair Linder requested Priority List discussion.

**GOOD AND WELFARE**

None.

**ADJOURN**

Chair Linder adjourned the meeting at 11:58 a.m.