



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

**ARCHITECTURAL COMMISSION
REGULAR MEETING MINUTES
October 17, 2012
1:00 PM**

MEETING CALLED TO ORDER

Date / Time: October 17, 2012 / 1:01 PM

ROLL CALL

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

APPROVAL OF AGENDA

Action: Motion by Order of the Chair to approve the agenda as amended. (4-0).

SPEAKER: David Schirmer, the City's Chief Information Officer, discussed the proposed technology enhancements for meeting room 280A as well as how the Commission can use technology to improve the architectural review process for both applicants and the Commission.

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 (4-0).
Action: The minutes were approved as presented.

CONSENT ITEMS

2. Two Rodeo – 200 North Rodeo Drive

Request for approval of a sign accommodation to allow a ground sign on Rodeo Drive (PL1225906).

Planner: Cindy Gordon, Assistant Planner
Applicant: Bill Wiley
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (4-0).

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.

3. Hot & Yoga – 8383 Wilshire Boulevard

Request for approval of a modification to an existing sign program (PL1226669).

Planner: Cindy Gordon, Assistant Planner
Applicant: Vicente Nicoletta
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (4-0).

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

4. Gap – 370 North Beverly Drive

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

Planner: Cindy Gordon, Assitant Planner
Applicant: Katy Penn and John Walton
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to return for restudy (4-0).

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

- Please continue to research and refine the proposed colors for the façade remodel using lighter tones and shades. A subcommittee consisting of Chair Rubins and Commission Gardner-Apatow is available to review proposed color elevations.

5. Louis Vuitton – 201 & 295 North Rodeo Drive

Request for approval of façade remodel for both buildings and a sign accommodation for multiple building and business identification signs (PL1208534 & PL1208777).

Planner: Cindy Gordon, Assistant Planner
Applicant: Ashok Vamali and Devin Barnes
Public Input: None.

Motion 1: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the resolution for the Women’s Store (4-0).

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.

Motion 2: Motion by Chair Rubins; seconded by Commissioner Bernstein to return for restudy (4-0).

Action: **The project (for the Men's Store) was returned for restudy. The Commission provided the following comments:**

- The corner elevation at Wilshire Boulevard and North Rodeo Drive needs to be stronger and with more drama. The proposed design serves only as a corner when it should read as a portal to Rodeo Drive.
- A subcommittee consisting of Vice Chair Blakeley and Commissioner Bernstein is available to review revised designs prior to next Architectural Commission meeting.

NEW BUSINESS – PUBLIC HEARINGS

6. Louis Vuitton – 200 North Rodeo Drive

Request for approval of a façade remodel and sign accommodation for multiple business identification signs (PL1226017).

Planner: Cindy Gordon, Assistant Planner
Applicant: Ashok Vanmali and Devon Barnes
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (4-0).

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

PROJECT SPECIFIC CONDITIONS:

- 1) The business identification signs on the Wilshire Boulevard and North Rodeo Drive elevations shall be reduced in size. A subcommittee, consisting of Vice Chair Blakeley and Commissioner Bernstein, shall have final review and approval for the business identification signs.

STANDARD CONDITIONS:

- 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.

7. Celine – 319 North Rodeo Drive

Request for approval of a façade remodel and business identification signs (PL1225839).

Planner: Cindy Gordon, Assistant Planner
Applicant: Nicole Long
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the resolution (4-0).

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.

8. Ermenegildo Zegna – 337 North Rodeo Drive

Request for approval of a façade remodel, sign accommodation for multiple business identification signs, and a construction barricade graphic (PL1225867).

Planner: Cindy Gordon, Assistant Planner
Applicant: Steven King
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (4-0).

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

PROJECT SPECIFIC CONDITIONS:

- 1) The upper business identification sign shall be reduced by 80% to a maximum size of 36 square feet.
- 2) The fabric design, presented to the Architectural Commission at its October 17, 2012 meeting, shall be utilized for the construction barricade graphic. No construction barricade graphic shall be located on that portion of the barricade that is perpendicular to North Rodeo Drive.

STANDARD CONDITIONS:

- 3) 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.
- 4) 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.

- 5) 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.
- 6) 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.
- 7) 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.
- 8) 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.
- 9) 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.

9. Wells Fargo – 9600 South Santa Monica Boulevard

Request for approval of a building modification signs, a ground sign, and a sign accommodation for multiple business identification signs (PL1225274).

Planner: Cindy Gordon, Assistant Planner
Applicant: Bonnie Freda and Brent Forte
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the project (4-0).

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

PROJECT SPECIFIC CONDITIONS:

- 1) The illuminated window signs on North Camden Drive and on South Santa Monica Boulevard shall be removed.
- 2) The monument sign shall be pin-mounted letters with a top- or bottom-mounted halo light. The size of the letters shall also be reduced.

- 3) The size of the letters on the hanging business identification sign shall be reduced by one letter size in width. The height shall be reduced proportionally.
- 4) The size of the building identification signs shall be reduced by one letter size in width. The height shall be reduced proportionally. Each building identification sign shall be equal in size.
- 5) The sign subcommittee, consisting of Vice Chair Blakeley and Commissioner Bernstein, shall have final approval on all signage.

STANDARD CONDITIONS:

- 6) 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.
- 7) 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.
- 8) 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.
- 9) 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.
- 10) 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.
- 11) 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.
- 12) 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.

10. Wells Fargo – 9350 Wilshire Boulevard

Request for approval of a sign accommodation for multiple business identification signs. (PL1224565).

Planner: Cindy Gordon, Assistant Planner
Applicant: Bonnie Freda and Brent Forte
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Gardner-Apatow to approve the project (4-0).

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

PROJECT SPECIFIC CONDITIONS:

- 1) The size of the sign on the South Crescent Drive shall not be increased over the existing signage area (27.8 SF). The spacing of the letters shall be configured accordingly.
- 2) The size of the sign on the Wilshire Boulevard elevation shall be reduced in width by one letter. The height shall be reduced proportionally.
- 3) The applicant shall provide specifications on the ATM overhang lighting, subject to final approval by the sign subcommittee.

STANDARD CONDITIONS:

- 4) 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.
- 5) 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.
- 6) 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.
- 7) 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.

- 8) 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.
- 9) 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.
- 10) 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. Chris Aire – 9616 Brighton Way

Request for approval of a façade remodel and business identification sign (PL1227038).

Planner: Cindy Gordon, Assistant Planner
Applicant: David Cho
Public Input: None.

Motion: Motion by Vice Chair Blakeley; seconded by Commissioner Gardner-Apatow to approve the resolution (4-0).

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

PROJECT SPECIFIC CONDITIONS:

- 1) The address letters shall be installed as a decal on the glass door.
- 2) The upper molding of the original building shall be restored to its original condition and character, subject to review by the City's Urban Designer.
- 3) The business identification sign shall be centered vertically between the stone banding.

STANDARD CONDITIONS:

- 4) 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.

- 5) 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.
- 6) 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.
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- 8) 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.
- 9) 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.
- 10) 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.

12. 9200 Wilshire Boulevard

Request for approval of a new five-story mixed use building (PL1226510).

Planner: Cindy Gordon, Assistant Planner
Applicant: Joe Tilem, Michael Paladino, and Pamela Burton
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution (4-0).

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

PROJECT SPECIFIC CONDITIONS:

- 1) The pedestrian entrance on South Palm Drive shall be revised to provide a greater sense of arrival. A subcommittee consisting of Chair Rubins and Vice Chair Blakeley shall have final review and approval of the entrance design.

- 2) The project shall be returned to the Architectural Commission for review and approval in the event that the design of the project substantially changes as a result of the consistency review by the Planning Commission and/or the Planning Division.

STANDARD CONDITIONS:

- 3) 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.
- 4) 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.
- 5) 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.
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- 7) 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.
- 8) 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.
- 9) 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

- Meeting Recap Discussion
Action: No action taken.

COMMUNICATIONS FROM THE URAN DESIGNER

- Conflict of Interest Code (TAB 13)
- Staff level approvals (TAB 14)
Action: Received and filed.

- Report from the Urban Designer
Action: No action taken.

MEETING ADJOURNED

Date / Time: October 17, 2012 / 5:30 PM

PASSED AND APPROVED THIS 14th DAY OF NOVEMBER 2012.

Zale Richard Rubins, Chair

