



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

**ARCHITECTURAL COMMISSION
REGULAR MEETING MINUTES
March 19, 2014
1:30 PM**

MEETING CALLED TO ORDER

Date / Time: March 19, 2014 / 1:34 PM

ROLL CALL

Commissioners Present: Commissioners Kaye, Peteris, Gardner Apatow, Vice Chair Bernstein, Chair Blakeley.

Commissioners Absent: None.

Staff Present: William Crouch, Michele McGrath, Cindy Gordon, Timothea Tway, Karen Myron.

COMMUNICATIONS FROM THE AUDIENCE

Speakers: None.

APPROVAL OF AGENDA

Motion: Motion by Commissioner Peteris, Second by Vice Chair Bernstein to approve the agenda as presented 5-0).

Action: **The agenda was approved as presented.**

ADOPTION OF MINUTES

1. Minutes from the Architectural Commission Meeting on February 19, 2014.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Kaye to approve the minutes as presented (5-0).

Action: **The minutes were approved as presented.**

CONSENT CALENDAR

2. **CHASE BANK (PL1402529)**
9465 Wilshire Boulevard

Request for approval of a revision to a previously approved sign accommodation to allow multiple business identification signs. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Project Agent: Steve Therriault
Public Input: None.

3. MAC COSMETICS (PL1403140)

363 North Beverly Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Project Agent: MAC Cosmetics
Public Input: None.

Motion: Motion by Vice Chair Bernstein, Second by Commissioner Gardner Apatow to approve the Consent Calendar as presented (5-0).

Action: The Consent Calendar was approved as presented.

CONTINUED BUSINESS

4. 132 SOUTH BEVERLY DRIVE (PL1310235)

Request for approval of a façade remodel and a sign program. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

(This project will be continued to the April 16, 2014 Architectural Commission meeting)

(taken out of order)

6. 449-455 & 457-461 NORTH CANON DRIVE (PL1333361 & PL1403223)

Request for approval of a façade remodel and business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

(Continued from the Architectural Commission meeting on January 15, 2014)

Planner: Cindy Gordon, Associate Planner
Project Agent: Cosimo Pizzuli
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Vice Chair Bernstein to approve the resolution for 449-455 North Canon Drive with conditions (5-0).

Action: **The resolution for 449-455 North Canon Drive was approved with conditions.**

Motion: Motion by Commissioner Gardner Apatow, Second by Vice Chair Bernstein to approve the resolution for 457-461 North Canon Drive with conditions (5-0).

Action: **The resolution for 457-461 North Canon Drive was approved with conditions.**

The Commission took a recess at 2:22 pm

The Commission reconvened at 2:29 pm

NEW BUSINESS – PUBLIC HEARINGS

7. COS (PL1403234)

357 North Beverly Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, and a sign accommodation to allow business identification signage to be located on a wall abutting an alley or private property. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner

Project Agent: Bruce Parsons

Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Kaye to approve the resolution with conditions (5-0).

Action: **The resolution was approved with conditions.**

The Commission took a recess at 2:59 pm.

The Commission reconvened at 2:29 pm.

(Return to order)

CONTINUED BUSINESS, CONTINUED

5. SAM EDELMAN (PL1331929)

342 North Beverly Drive

Request for approval of a façade remodel, business identification signage, and a construction barricade graphic. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

(Continued from the Architectural Commission meeting on December 18, 2014)

Planner: Cindy Gordon, Associate Planner

Project Agent: Matt Walsh - IDA

Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Gardner Apatow to approve the resolution with conditions (5-0).

Action: The resolution was approved with conditions.

The Commission took a recess at 3:24 pm

The Commission reconvened at 3:26 pm

PROJECT PREVIEW

8. 9725 WILSHIRE BOULEVARD (PL1403483)

Request for preliminary review of a façade remodel and business identification signage.

Planner: Cindy Gordon, Associate Planner

Project Agent: Yassi Gabbay

Public Input: None.

Action: The Commission reviewed the project and provided feedback, but took no action on this item.

DISCUSSION

9. Proposed Changes to Public Noticing Requirements for Planning Applications

A discussion on proposed changes to public noticing requirements for planning applications including changes to public noticing requirements for architectural review applications.

Planner Timothea Tway, Assistant Planner; Michele McGrath, Principal Planner

Public Input: None.

Action: The Commission received the report and provided feedback, but took no action on this item.

COMMUNICATIONS FROM THE COMMISSION

- Chair Blakeley distributed new Civil City stickers to the Commission and explained their significance.
- Chair Blakeley also provided a report from the latest Mayor's Cabinet Meeting.
- The Commission discussed the ongoing issue of sign violations in the City, and their suggestions for remedying the situation.

COMMUNICATIONS FROM THE URBAN DESIGNER

- Staff-level Approvals (**Tab 12**)

MEETING ADJOURNED

Date / Time: March 19, 2014 / 4:41 PM

PASSED AND APPROVED THIS 16th DAY OF APRIL, 2014

James Blakeley, III, Chair