



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

**ARCHITECTURAL COMMISSION  
REGULAR MEETING MINUTES**

**April 16, 2014  
1:30 PM**

**MEETING CALLED TO ORDER**

Date / Time: April 16, 2014 / 1:32 PM

**ROLL CALL**

Commissioners Present: Commissioners Kaye, Peteris, Gardner Apatow, Chair Blakeley.  
Commissioners Absent: Vice Chair Bernstein.  
Staff Present: William Crouch, Cindy Gordon, Karen Myron.

**COMMUNICATIONS FROM THE AUDIENCE**

Speakers: None.

**APPROVAL OF AGENDA**

Motion: Motion by Chair Blakeley, Second by Commissioner Peteris to approve the agenda as amended, removing #2, Tiffany & Co. from the Consent Calendar (4-0).

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

**ADOPTION OF MINUTES**

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

Motion: Motion by Commissioner Peteris, Second by Commissioner Kaye to approve the minutes as presented (4-0).

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

**PUBLIC HEARINGS**

2. **TIFFANY & CO. (PL1404781)**  
**210 North Rodeo Drive**

Request for approval of a sign accommodation to allow a mural on the façade of a building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: Mark Rosales – Tiffany & Co.  
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Kaye to approve the resolution as amended (4-0)

**Action: The resolution was approved as amended.**

### **CONTINUED BUSINESS**

#### **3. 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 May 21, 2014 Architectural Commission meeting)*

### **NEW BUSINESS – PUBLIC HEARINGS**

#### **4. UMBERTO (PL1404775)**

##### **8840 Olympic Boulevard**

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

Planner: Cindy Gordon, Associate Planner  
Project Agent: Umberto Savone  
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Kaye to approve the resolutions with conditions (4-0).

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

#### **5. 9944 SOUTH SANTA MONICA BOULEVARD (PL1404805)**

Request for approval of a façade remodel to an existing commercial building. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: David Louis Swartz – HLW International  
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Peteris to approve the resolution with conditions (4-0).

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

#### **6. EVE BY EVE'S (PL1404806)**

##### **350 North Camden Drive**

Request for approval of a façade remodel, business identification signage, and a sign accommodation to allow awning signage to exceed seven inches in height. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner  
Project Agent: Artem Golestian – Cenmill Inc.  
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Kaye to return the project for restudy (4-0).

**Action: The project was returned for restudy.**

*The Commission took a recess at 2:54 pm.*

*The Commission reconvened at 3:12 pm.*

#### **7. DSQUARED2 (PL1404804)**

##### **457 North Rodeo 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.

Planner: Cindy Gordon, Associate Planner  
Project Agent: Enrico Como & Roi Lapeyre – Space Architects  
Public Input: None.

Motion: Motion by Commissioner Gardner Apatow, Second by Commissioner Peteris to approve the resolution with conditions (4-0).

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

**8. PHILIPP PLEIN (PL1404809)**

**240 North Rodeo 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: Enrico Como & Roi Lapeyre – Space Architects  
Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Kaye to approve the resolution with conditions (4-0).

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

**9. PET FOOD EXPRESS (PL1404821)**

**9153 Olympic Boulevard**

Request for approval of business identification signage, a monument sign, and a sign accommodation to allow business identification signage to face 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: Richard Benson  
Public Input: None.

Motion: Motion by Commissioner Peteris, Second by Commissioner Gardner Apatow to approve the resolution with conditions (4-0).

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

**10. COACH (PL1404882)**

**327 North Rodeo Drive**

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

Planner: Cindy Gordon, Associate Planner  
Project Agent: Amy Tsao - Coach  
Public Input: None.

**Motion:** Motion by Commissioner Kaye, Second by Commissioner Gardner Apatow to approve the resolution with conditions (4-0).  
**Action:** **The resolution was approved with conditions.**

## PROJECT PREVIEW

### 11. 346 NORTH RODEO DRIVE (PL1405165)

Request for preliminary review of an addition and façade remodel to an existing commercial building.

**Planner:** Cindy Gordon, Associate Planner  
**Project Agent:** Jason Somers  
**Public Input:** None.

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

## DISCUSSION

Request by Chair Blakeley to discuss matters related to signage and code enforcement.

## COMMUNICATIONS FROM THE COMMISSION

- Chair Blakeley briefed the Commission on the latest Development Review Chair's Meeting.
- Commissioner Gardner Apatow advised she would not be present at the June meeting.

## COMMUNICATIONS FROM THE URBAN DESIGNER

- Staff-level Approvals (**Tab 12**)
- Code Compliance Log – *continued to the May 21, 2014 Architectural Commission Regular Meeting.*

## MEETING ADJOURNED

Date / Time: April 16, 2014 / 5:49 PM

PASSED AND APPROVED THIS 21<sup>st</sup> DAY OF MAY, 2014

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James Blakeley, III, Chair