



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

**ARCHITECTURAL COMMISSION
SPECIAL MEETING MINUTES
December 17, 2014
12:00 PM**

MEETING CALLED TO ORDER

Date / Time: December 17, 2014 / 12:00 PM

ROLL CALL

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

Commissioners Absent: None

Staff Present: William Crouch, Cindy Gordon, Georgana Millican, Karen Myron

BUS TOUR

The Commission recessed at 12:05 pm for a bus tour to view properties being considered for Architectural Awards:

315 N. Beverly Drive	9800 Wilshire Boulevard	327 N. Rodeo Drive
320 N. Beverly Drive	9844 Wilshire Boulevard	301 N. Rodeo Drive
328 N. Beverly Drive	8825 Wilshire Boulevard	366 N. Rodeo Drive
420 N. Beverly Drive	9952 S. Santa Monica Blvd.	430 N. Rodeo Drive
144 S. Beverly Drive	401 N. Rodeo Drive	451 N. Rodeo Drive
9001 Wilshire Boulevard	347 N. Rodeo Drive	

The Commission reconvened in Commission Meeting Room 280-A at 1:32 pm

COMMUNICATIONS FROM THE AUDIENCE

Speakers: None

APPROVAL OF AGENDA

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Blakeley to approve the agenda as amended, removing Item #2, Isaia, and item #3, Salvatore Ferragamo, from the consent calendar (5-0).

Action: The agenda was approved as amended.

APPROVAL OF MINUTES

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

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

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

PUBLIC HEARINGS

2. **ISAIA (PL1431910)**

9533 Brighton Way

Request for approval of 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

Applicant: Robbie Luongo

Public Input: None

Motion: Motion by Commissioner Kaye, Second by Vice Chair Gardner Apatow to Adopt the resolution as amended (5-0).

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

3. **SALVATORE FERRAGAMO (PL1431944)**

9536 Wilshire Boulevard

Request for approval of a sign accommodation for multiple business identification signs and a sign accommodation for alley-oriented business identification signage. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner

Applicant: Ashok Vanmali – Gruen Associates

Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Peteris to adopt the resolution as amended (5-0).

Action: The resolution was adopted as amended.

CONTINUED BUSINESS

4. EH NATIONAL BANK (PL1426639)

8484 Wilshire Boulevard

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

(This project was continued from the October 15, 2014 Architectural Commission meeting)

Planner: Cindy Gordon, Associate Planner
Applicant: Raffi Varozian – Ampersand Contract Signing Group
Public Input: None

Motion: Motion by Commissioner Peteris, Second by Commissioner Blakeley to adopt the resolution as amended (5-0).

Action: The resolution was adopted as amended.

NEW BUSINESS – PUBLIC HEARINGS

5. VERIZON WIRELESS (PL1430487)

9350 Wilshire Boulevard

Request for approval of a new wireless antenna screening. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Planner: Cindy Gordon, Associate Planner
Applicant: Erum Ahmed – Core Development Services
Public Input: None

Motion: Motion by Commissioner Blakeley, Second by Vice Chair Gardner Apatow to adopt the resolution as amended (5-0).

Action: The resolution was adopted as amended.

6. GNC (PL1431744)

199 South Beverly Drive

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

Planner: Cindy Gordon, Associate Planner
Project Agent: AKC Services Inc.
Public Input: None

Motion: Motion by Commissioner Kaye, Second by Vice Chair Gardner Apatow to adopt the resolution as amended (5-0).

Action: The resolution was adopted as amended.

The Commission took a recess at 2:57 pm.

The Commission reconvened at 3:09 pm.

7. FREE PEOPLE (PL1431895)

370 North Canon Drive

Request for approval of a façade modification, an alley-oriented business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, 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: Wale Falade – NewStudio Architecture
Public Input: None

Motion: Motion by Commissioner Kaye, Second by Commissioner Blakeley to return the project for restudy to the January 21, 2015 Architectural Commission meeting (5-0).

Action: The project was returned for restudy to the January 21, 2015 Architectural Commission meeting

8. 400 SOUTH BEVERLY DRIVE (PL1431901)

Request for approval of a façade remodel, a business identification sign, and a sign accommodation for building 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: Ray Irmer - Gensler
Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Peteris to adopt the resolution as amended, (5-0).

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

9. 1st CENTURY BANK (PL1431908)

9699 Wilshire Boulevard

Request for approval of a business identification sign, a sign accommodation to allow a non-entry elevation sign to exceed thirty square feet, 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

Applicant: Cosimo Pizzulli

Owner Representative: Steve Webb

Public Input: None

Motion: Motion by Commissioner Peteris, Second by Vice Chair Gardner Apatow to adopt the resolution as presented (5-0).

Action: The resolution was adopted as presented.

10. BALLY (PL1431967)

340 North Rodeo Drive

Request for approval of a façade remodel, a sign accommodation for multiple business identification signs, awning 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

Applicant: Joseph Dasilva – The Dennis Group

Public Input: None

Motion: Motion by Vice Chair Gardner Apatow, Second by Commissioner Kaye to adopt the resolution as presented (5-0).

Action: **The resolution was adopted as presented.**

The Commission took a recess at 5:08 pm.

The Commission reconvened at 5:10 pm.

DISCUSSION

- Architectural Awards
 - Vice Chair Gardner Apatow and Chair Bernstein were named to an Ad Hoc Committee to determine the categories under which Award nominees would be considered.

COMMUNICATIONS FROM THE COMMISSION

- Chair Bernstein gave a report from the Mayor's Cabinet Meeting

COMMUNICATIONS FROM THE URBAN DESIGNER

- Staff-level Approvals (**Tab 11**)

MEETING ADJOURNED

Date / Time: December 17, 2014 /5:21 PM

PASSED AND APPROVED THIS 21ST DAY OF JANUARY, 2015

Barry Bernstein, Chair