



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

**ARCHITECTURAL COMMISSION  
REGULAR MEETING MINUTES**

**February 20, 2013**

**1:00 PM**

**MEETING CALLED TO ORDER**

Date / Time: February 20, 2013 / 1:00 PM

**ROLL CALL**

Commissioners Present: Peteris, Gardner-Apatow, Bernstein, Vice Chair Blakeley, Chair Rubins

Commissioners Absent: None

Staff Present: Cindy Gordon, Reina Kapadia, Karen Myron, Jonathan Lait  
(Community Development Department)

**APPROVAL OF AGENDA**

Motion: Motion by Commissioner Peteris; Second by Commissioner Bernstein to approve the agenda (5-0).

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

**COMMUNICATIONS FROM THE AUDIENCE**

Speakers: None.

**ADOPTION OF MINUTES**

1. Minutes from the Architectural Commission Meeting on January 16, 2013.

Motion: Motion by Commissioner Peteris; Second by Commissioner Bernstein to approve the minutes (5-0).

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

**CONSENT ITEMS**

2. **CHRISTOLFE**  
**9501 Brighton Way**

Request for approval of a previously approved façade remodel and a sign accommodation for multiple business identification signs. (PL1231920)

Planner: Cindy Gordon, Assistant Planner  
Applicant: Walter Price  
Public Input: None.

**Action:** At the request of the applicant, this item was removed from the agenda. No action was taken on this item.

**3. 9844 WILSHIRE BOULEVARD**

Request for approval of new landscaping and paving for a parking lot. (PL1302039)

Planner: Reina Kapadia, Limited Term Planner  
Applicant: Jeffrey Kalban  
Public Input: None.

**Motion:** Motion by Chair Rubins, Second by Commissioner Bernstein to approve the resolution (5-0).

**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.

#### 4. WINE SHOP

##### 122 South Beverly Drive

Request for approval of a façade modification and sign accommodation to allow signage to project above a canopy. (PL 1301918)

Planner: Cindy Gordon, Assistant Planner  
Applicant: Hillstone Restaurant Group, Inc.  
Public Input: None.

Motion: Motion by Chair Rubins, second by Commissioner Bernstein to approve the resolution (5-0).

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

- 1) Revised Plan Submittal. For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
- 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.

**CONTINUED AND NEW BUSINESS**

**5. ADOPTION OF RULES OF PROCEDURE**

Resolution of the Architectural Commission of the City of Beverly Hills Establishing Rules of Procedure for the Architectural Commission.

Motion: Motion by Chair Rubins; second by Commissioner Bernstein to approve the resolution.  
Action: **The resolution was approved.**

**6. NESPRESSO**

**320 North Beverly Drive**

Request for approval of a façade remodel, sign accommodation for multiple business identification signs, and a construction barricade graphic (PL1231996).  
*(This project will be continued to the March 20, 2013 Architectural Commission Meeting.)*

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

**NEW BUSINESS – PUBLIC HEARINGS**

**7. SAINT LAURENT**

**469 North Rodeo Drive**

Request for approval of a façade modification and sign accommodation for multiple business identification signs (PL1301918).

Planner:                Reina Kapadia, Limited Term Planner

Applicant:            Kevin Lally

Public Input:         None.

**Motion:**                Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution with conditions (5-0).

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

**PROJECT SPECIFIC CONDITIONS:**

- 1) The full sign package shall be revised to comply with the sign area standards set forth in the Beverly Hills Municipal Code, as well as comments provided by the Commission, and presented to a subcommittee, consisting of Commissioners Blakeley and Peteris, who will have final review and approval of the project.
- 2) The white façade banding shall be returned to its existing condition upon future removal of the business identification signage. Any white façade bands that are damaged as a result of the sign shall be replaced to match the existing.
- 3) A fully revised plan set that has incorporated all project specific conditions shall be provided to the project planner prior to submitting the project for the plan check process.

**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.

## 8. SOULCYCLE

### 9465 Wilshire Boulevard

Request for approval of a façade modification and sign accommodation for multiple business identification signage and for business identification signage facing an alley and private property (PL1301878).

Planner: Cindy Gordon, Assistant Planner  
Applicant: SoulCycle  
Public Input: None.

Motion: Motion by Chair Rubins; seconded by Commissioner Bernstein to approve the resolution with conditions(5-0).

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

**PROJECT SPECIFIC CONDITIONS:**

- 1) The proposed bicycle logo window graphic, facing the Wilshire Boulevard and alley elevations, shall be reduced in size and brought into full compliance with the sign area standards set forth in the Beverly Hills Municipal Code, subject to City staff review.
- 2) The primary business identification sign facing Wilshire Boulevard shall be revised to be lit with a halo illumination standard.

**STANDARD CONDITIONS:**

- 3) Revised Plan Submittal. For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
- 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.

**9. U.S. ALTERATION**

**8692 Wilshire Boulevard**

Request for approval of a façade remodel, new landscaping, and business identification signage (PL1301914).

Planner: Cindy Gordon, Assistant Planner  
Applicant: Gerald and Ilene Sraberg  
Public Input: Steve Webb, Michael Holz

**Motion:** Motion by Chair Rubins, Second by Commissioner Bernstein to approve the resolution with conditions (5-0).

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

**PROJECT SPECIFIC CONDITIONS:**

- 1)** The Canary Island Palm on Wilshire Boulevard shall be moved to the back row of the boxwood hedge and into the first opening, nearest the entryway.
- 2)** The façade illumination shall be revised, as necessary, to provide a washed illumination effect to the façade on Wilshire Boulevard, subject to final review and approval by City staff.
- 3)** The business identification signage on South Hamel Drive shall be reduced in size so that the sign ends at the sixth seam on the façade.
- 4)** The proposed olive trees shall be revised to be a non-fruiting semi-dwarf or dwarf olive-tree variety; the quantity of such trees shall also be reconsidered. Additionally, the 'Green Gem' ficus located along South Hamel Drive shall be revised to be a maximum 24" box size. The revised landscaping plans shall be presented to City staff and Commissioner Gardner-Apatow for final review and approval.

**STANDARD CONDITIONS:**

- 5) Revised Plan Submittal. For all projects that are approved with project-specific conditions, a revised plan set that has fully incorporated all such conditions shall be submitted to the project planner, both in hard copy format and in electronic format, prior to submitting for the building permit plan check process.
- 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. BREGUET

### 200 North Rodeo Drive

Request for approval of a façade modification, a building identification sign, and sign accommodation for multiple business identification signs and a projecting sign (PL1301946).

Planner: Cindy Gordon, Assistant Planner  
Applicant: John Hays – Swatch Group US  
Public Input: None.

Motion: Motion by Chair Rubins, Second by Commissioner Gardner-Apatow to return the project for restudy and review by sign sub-committee (5-0),

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

- The quantity of signs is too much for the storefront. Please identify signs to be removed.
- Please reconsider the amount of signage that is placed within the window. Look at opportunities to locate the signage lower on the window or create more subtle signage on the sills.
- Please revise the illumination. As proposed, the lighting would make the signs much more pronounced than they otherwise would be.
- The sign subcommittee is available to review revised designs prior to the next Architectural Commission meeting. Please consult with your project planner to coordinate such review.

## 11. CANON CLUB

### 342 North Canon Drive

Request for approval of a façade remodel, business identification signage, a sign accommodation to allow awning signage to be placed on multiple lines, and open air dining elements (PL1302003).

Planner: Reina Kapadia, Limited Term Planner  
Applicant: Laura Schwartz – Four Point Design and Construction, Inc.  
Public Input: None.

Motion: Motion by Chair Rubins, Second by Commissioner Bernstein to approve the resolution.

**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.
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- 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.

## 12. 8801 WILSHIRE BOULEVARD

Request for approval of a sign program for a commercial building (PL1302140).

Planner: Reina Kapadia, Limited Term Planner  
Applicant: Maksim Volovik – Gabbay Architects  
Public Input: Hamid Gabbay

Motion: Motion by Chair Rubins, Second by Commissioner Bernstein to approve with resolution with conditions (5-0).

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

**PROJECT SPECIFIC CONDITIONS:**

- 1) The maximum letter height for the sign program shall be 12”.
- 2) Each frosted glass panel shall be uniformly lit from the interior at all times and consistent in illumination color.
- 3) A fully revised plan set that has incorporated all project specific conditions shall be provided to the project planner prior to submitting the project for the plan check process.

**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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- 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.

### 13. BULGARI

#### 401 North Rodeo Drive

Request for approval of a sign accommodation to allow the installation of a mural on the façade of a building (PL1302314).

Planner: Reina Kapadia, Limited Term Planner  
Applicant: Ashok Vanmali – Gruen Associates  
Public Input: None.

Motion: Motion by Chair Rubins, Second by Commissioner Gardner-Apatow to approve the resolution (4-1 Blakeley).

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

#### PROJECT SPECIFIC CONDITION:

- 1) The temporary mural shall be removed and the building restored to its original condition by March 17, 2013. Any request for a time extension shall be submitted to Staff for consideration by the Sign Subcommittee at least seven (7) days prior.

#### 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.
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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.
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- 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

#### **PROJECT REVIEW (taken out of order)**

##### **15. 8701 WILSHIRE BOULEVARD**

Request for preliminary review of a proposed façade remodel of an existing three-story commercial office building (PL1301860).

Planner: Cindy Gordon, Assistant Planner  
Applicant: John Simionian  
Public Input: None.

**Action: No action was taken on this item. The commission had the following comments:**

- Alternative vegetation should be considered as there is concern about ficus being located directly adjacent to windows.
- Consider creating some type of modulation within the vegetation to create motion and reduce the long expanse of vegetation at the pedestrian level. This may be done through physical modulation or through a variety of plant species.
- The design is a vast improvement over the existing but the third floor needs to be reconsidered so that it is more incorporated into the overall design. It currently has top-heaviness to it.
- The use of glass is a good design aspect and the way the windows break up the curve on the second floor is appreciated.
- Reconsider how the mechanical shaft is designed or see if it can be fully eliminated from the design.

**(return to order)**

**14. GUIDELINES FOR STAFF-LEVEL SIGN APPROVALS**

This is a public hearing to receive comments on the establishment of guidelines for staff-level sign approvals.

**Action:**                    **The Commission directed staff to return to a future meeting with a resolution for adoption.**

**COMMUNICATIONS FROM THE COMMISSION**

None.

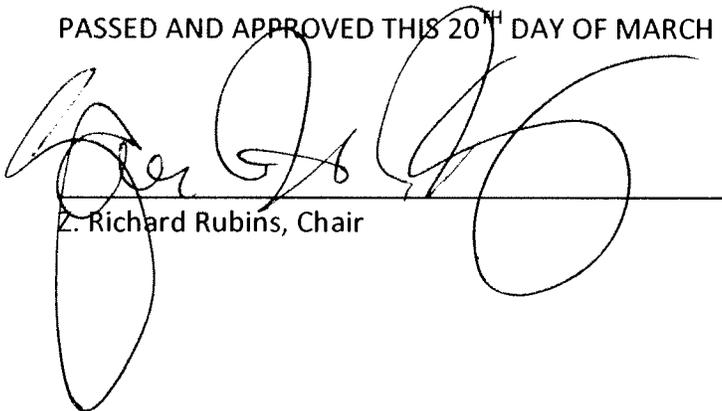
**COMMUNICATIONS FROM THE URBAN DESIGNER**

None.

**MEETING ADJOURNED**

Date / Time:                    February 20, 2013 / 5:58 PM

PASSED AND APPROVED THIS 20<sup>TH</sup> DAY OF MARCH 2013



Z. Richard Rubins, Chair