



**Staff Report
CITY OF BEVERLY HILLS**

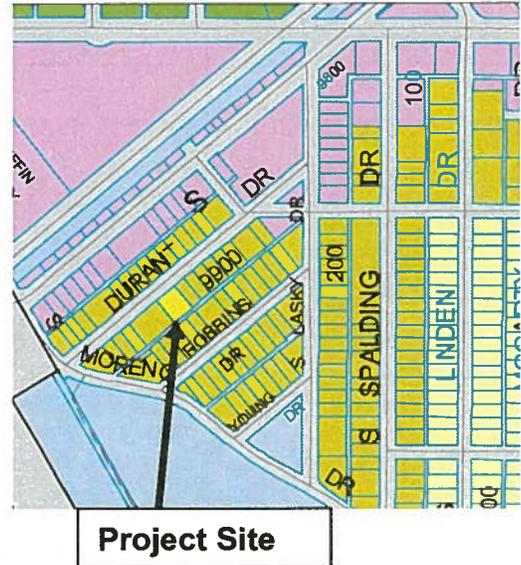
**For the Planning
Commission Meeting of
May 27, 2010**

TO: Planning Commission

FROM: Rita Naziri, Senior Planner

THROUGH: Jonathan Lait, AICP, City Planner

SUBJECT: Development Plan Review (DPR), Tentative Tract Map (TTM No.70035), R-4 Permit and Density Bonus Permit to allow construction of a 13-unit Condominium Project at **9936 Durant Drive**



RECOMMENDATION

It is recommended that the Planning Commission direct staff to prepare a resolution certifying an Environmental Impact Report (EIR), adopting a statement of overriding considerations and conditionally approving a Development Plan Review, an R-4 Permit, Density Bonus Permit and Tentative Tract Map and continue the hearing to the Planning Commission meeting of July 8, 2010.

EXECUTIVE SUMMARY

Proposed is a four-story, 45 foot tall building containing 13 units, including two moderate income affordable units and 42 parking spaces within a two level subterranean garage. The loss of the existing building results in a significant and unavoidable impact as the current structure is eligible as a historic resource on the California Register. To approve the project, the Planning Commission would need to adopt a statement of overriding considerations (SOC).

On July 23, 2009, the Planning Commission conducted a public hearing to review the Draft EIR and the proposed project. Subsequently a subcommittee was formed and

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met once, on January 22, 2010. The project has been revised and responses to the DEIR have been prepared.

It is recommended that the Planning Commission direct staff to prepare the appropriate resolutions to approve the project, including certification of the Final EIR, and adoption an SOC.

BACKGROUND

On July 23, 2009, the Planning Commission held a public hearing on the project and the EIR (See Attachment 2 Staff Report and Minutes). At the hearing, the Planning Commission requested the following information be submitted along with the Draft EIR response to comments:

- A cost analysis/feasibility study for alternatives 3 and 4 of the Draft EIR;
- A copy of the Master's Thesis by Michael F. Jimmy entitled "Robert Vincent Derrah and the Nautical Moderne, University of Virginia, 1982 (Attachment 7);
- Additional analysis to determine if project would impact alley circulation; and
- Consideration of a revised project design to be more compatible with the neighborhood.

GENERAL INFORMATION	
Applicant	Judah Farahi
Project Owner	Gale One Properties
Zoning District	Multi-Family Residential (R-4)
Parcel Size	11,991 Square Feet
Permit Streamlining Act Deadline	180 days from the date of certification of the EIR

COST ANALYSIS STUDY

The California Environmental Quality Act (CEQA) requires an Environmental Impact Report to evaluate alternatives to the proposed project. The primary goal of evaluating alternatives is to explore whether there is another way to achieve project objectives that are better for the environment. The Commission requested a cost analysis study be provided to analyze Alternatives 3 and 4 of the Draft EIR. To assist in this analysis, the applicant provided this study and the City hired Keyser Marston Associates, Inc. (KMA) to perform a peer review of this document (Attachment 3). The study is included in the Final EIR.

Both Alternative 3 and 4 contemplated keeping portions of the existing building, construction of new units and construction of a subterranean garage to provide the required parking for the new units. In order to keep the existing building and build subterranean parking, these alternatives proposed to relocate and store the existing structure off-site while the subterranean parking is built. The cost analysis indicates that the proposed project is projected to produce a \$3.4 million or a 17.8% profit. Due to the cost of removing and storing the existing building off-site and the reduction in units, Alternatives 3 and 4 have been projected to eliminate profitability for the development and the KMA report concludes that Alternatives 3 and 4 are not financially feasible.

REVISED PROJECT

DESIGN CHANGES

The Planning Commission has expressed concern regarding the compatibility of the project in relation to the surrounding neighborhood. The Commission indicated that the mass and bulk of the project, along with its modern architectural style should be re-evaluated. The applicant has hired an historian architect to modify the project design in response to concerns expressed by members of the Planning Commission related to compatibility with the neighborhood at the first hearing. Subsequently, Commissioners Furie and Yukelson were appointed to a Subcommittee for this project and met on January 13, 2010. At that meeting, the applicant's architect presented a revised conceptual façade that had been designed to be more compatible with the neighborhood. The revised concept exhibited features common within the American Colonial Revival Style of architecture. Although it was consensus of the subcommittee that the new design was an improvement over the previously proposed design, concern was expressed that the mass and scale of the revised design could still be an issue. (Attachment 5, Subcommittee Meeting Notes).

Subsequent to the subcommittee meeting, the applicant submitted revised plans on May 9, 2010. The revised project includes a design which is more relevant to the existing street character, a reconfiguration of the units layouts, more articulation along the front facade achieved by stepping back the building on the ground floor and fourth floor and creating a 12-foot recessed area at the building entrance. The new design provides the same design elements for all four sides of building.

The required front setback for this project is 10 feet. In response to subcommittee comments, the revised building façade is set back 14-feet from the front property line with architectural features extending four feet from the façade. The prior design included a building façade at the 10' feet setback line. The building is set back an additional 10 feet from the edge of building on fourth floor to reduce the building mass as viewed from the street. Further, the building entrance is within a recessed setting

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that is setback at least 10 feet from the front facade. This recessed area /courtyard is covered with a glass element on third level.

The following table compares the original building design with the revised project:

PROJECT COMPONENT	PROJECT REVIEWED ON JULY 2009.	REVISED SUBMITTAL MAY 2010
<i>Architectural Style</i>	Contemporary/International	American Colonial Revival/Georgian
<i># of Units</i>	11 units plus 2 affordable units Total: 13 units	11 units plus 2 affordable units Total: 13 units
<i>Units area & Number of bedrooms</i>	Units size range from 1,415 sq.ft. to 3,161 sq.ft. Two affordable units 635 sq.ft. and 710 sq.ft. in size	Units size range from 1,304 sq.ft. to 2,643 sq.ft. Two affordable units 1,014sq.ft. and 1,060 sq.ft. in size
<i>Height</i>	45 feet in height and 4 stories.	45 feet in height and 4 stories and a mansard roof parapet that extends 30 inches in height above maximum height of the building
<i>Front façade modulation</i>	Required 1,035 sq.ft. Provided 1048 sq.ft.	Required 1,055 sq.ft. Provided 1,257 sq.ft.
<i>Step-backs</i>	None	On ground floor the building is set back 4 feet from the front setback line. Fourth floor is step-back 10' from the edge of the front facade wrap around the building sides up to 22'
<i>Outdoor living area</i>	Required: 2,600 sq.ft. Provided: 3,670 sq.ft.	Required: 2,600 sq.ft. Provided: 2,840 sq.ft.
<i>Parking</i>	Required 39 spaces Provided 41 spaces.	Required: 39 spaces Provided: 42 spaces and 1 bicycle
<i>Front Setback</i>	Required:10 feet Provided: 10 feet	Required : 10 feet Provided: 10 feet (building façade is set back 14 feet)
<i>Side Setbacks</i>	North: 10 feet South: 9 feet (19 feet combined)	North: 9.5 feet South: 9.5 feet (19 feet combined)
<i>Rear Setback</i>	Required:15 feet Provided: 15 feet and 2.5' alley Dedication	Required:15 feet Provided: 10'5" (incentive for affordable units) and 2.5' alley dedication
<i>Front yard paving</i>	Two 5-foot walkways and an accessible ramp(exempt) and exit stairs	Two walk walkways, a 6'4" main entry walk and 3'8" garage exit walkway. Exit stairs were removed from the front yard.

NEIGHBORHOOD COMPATIBILITY

Durant Drive is a residential, tree-lined street occupied by two-story Period-style multi-family structures and three, four and five story contemporary apartment structures. An existing 5-unit Colonial Revival apartment building with a Monterey Revival central entry area will be demolished to establish the proposed project. Views to the commercial buildings of Century City and Beverly Hills are visible from Durant Drive due to its northeast/southwest orientation. Despite these commercial views and the fact that the volume of high school related pedestrian and vehicular traffic increases during morning and afternoon hours, the street is distinctly residential. Older Period-style buildings establish much of the residential quality of this street. These structures typically incorporate generous courtyards or enhanced side yards and lush landscaping.

To the west of the site is a recent boxy, five-story stucco structure, "Durant Towers". This building incorporates a vehicle entrance to subterranean parking immediately to the west of the project site. To the immediate east of the project site is a two story eclectic Period-style structure with both Regency and Italianate influences.

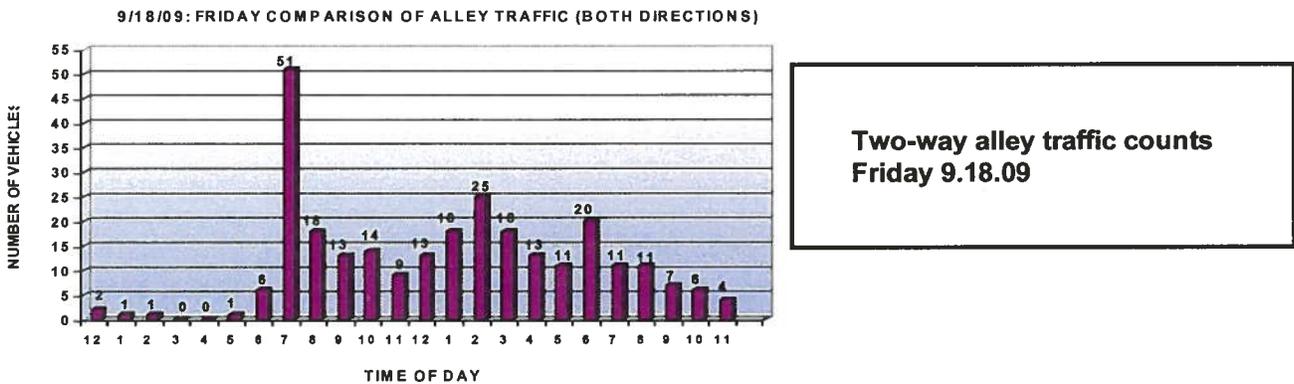
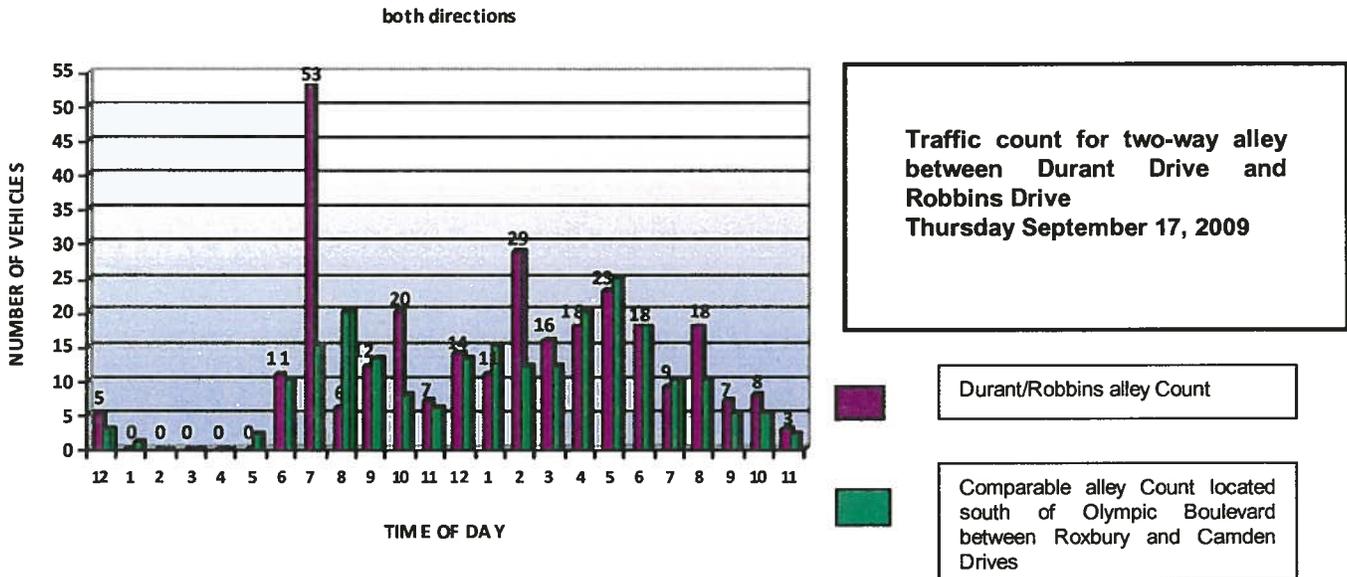
The revised project is more compatible than the previously proposed project to the existing street character and the design elements are carried to all four sides of building. The four-story design, while larger than other the buildings on the street, provides a transition to the five-story building abutting the site to the west. The project design includes a mansard roof with skylights. It is the applicant's intent that this element be considered a clerestory and be allowed to extend beyond the allowed 45-foot height limit. As proposed, this element is not considered a clerestory. As such, should the project be approved, it is recommended that conditions requiring the final clerestory design to be reviewed and approved by the Director of Community Development for code compliance prior to the issuance of a building permit and that the Architectural Commission pay particular attention to this element for design purposes. In addition, while the revised design is more compatible with the existing buildings along this portion of Durant Drive, it is further recommended that any approval require the Architectural Commission to focus on the front façade which, as shown on the plans submitted, appear overly busy.

ALLEY TRAFFIC

The Planning Commission requested that additional analysis be prepared to evaluate potential project impacts to the existing alley circulation. Staff conducted 24 hour traffic counts in the residential east-west alley between Durant and Robbins Drives on September 17 and 18, 2009. The automatic counts were taken at two ends of the alley to obtain the average hourly counts as shown in the graphs below.

The traffic counts studied shows that the alley traffic is similar to any residential alley in the area with an exception that between the hours of 7 to 8 am, the volume increases by as much as 25 vehicles. These are mostly high school students driving to school (most of this increase occurs specifically between the hours of 7:45 and 8 am when the high school opens). A small increase of traffic is also observed between the hours of 2 to 3 pm. This could be indicative of small number of high school students using this alley to leave school. During other hours the trend of traffic in the alley appears to be used by residents that have garage access to this alley.

The City does not have any adopted threshold criteria for determining impacts to alleys. Moreover, traffic was studied as part of the EIR and no impacts were identified. It is not anticipated that the project would significantly affect alley use or circulation patterns.



DENSITY BONUS

Under the City's existing development density standards, the subject property may be developed with 11 units. The applicant is proposing that two of the units be provided for moderate income households. Consistent with State Law and the City's Density Bonus ordinance, the project qualifies for a thirteen percent (13%) density bonus and one development incentive.

Other California Cities have adopted local density bonus ordinances that provide a list of specific construction incentives that a developer can request for providing a density bonus. The City of Beverly Hills does not have a menu of incentives incorporated into its Density Bonus Ordinance. Therefore, applicants can propose preferred construction incentives. The applicant is proposing a reduced rear yard (from 15' to 10'5") as the development incentive. The proposed rear setback reduction allows for additional step-backs on the ground and fourth floors without losing any of the project's square footage. The design goal of this front step-back is to minimize the mass of the project from Durant Drive. Alley access to the garage is not affected by the reduced setback.

Previously the applicant had requested a development incentive that would reduce the minimum unit size for the affordable units. The revised project now has code compliant unit sizes, for these one-bedroom units (1,000 square feet).

FINAL EIR

Final EIR/Response to Comments

A total of seven letters and sixteen petition signatures were received on the project and DEIR during comment period and one additional letter was received after the close of the comment period. These letters are listed in the Comments and Responses document. In addition, the Final EIR includes responses to the Planning Commission's concerns regarding the alley and feasibility study. The EIR concludes that implementation of the project will result in significant environmental impacts in the areas of neighborhood compatibility and loss of an individual historic resource.

Statement of Overriding Considerations (SOC)

Pursuant to CEQA regulations, when a public agency decides to approve a project that will cause one or more significant environmental effects, the agency shall prepare a statement of overriding considerations (SOC) which reflects the ultimate balancing of competing public objectives. Specifically, the public agency must find that specific overriding economic, legal, social, technological, or other benefits of the project outweigh the significant effects on the environment.

The applicant has identified proposed project benefits in an email included with this report as Attachment 6. To offset the environmental impacts of the project, the applicant is proposing to deed the two affordable units to the City and to build a project that complies with the City's Green Building Ordinance.

In balancing the loss of the cultural resource with the project benefits, there are several issues that need to be addressed. Deeding two units to the City is, in theory, a potentially desirable benefit because it would further the City's Housing Goals through the production of affordable housing and provide a revenue source to the City that could go into the City's General Fund, or a yet to be developed affordable housing trust fund. However, at present, the City does not own any residential units and does not have a program in place to manage any units. There are ongoing maintenance, liability and managing costs associated with being a residential landlord and the terms of an agreement between the developer and the City have not been established. Moreover, only the City Council has the ability to accept these units from the applicant and, given the lack of an affordable housing program, it is unclear whether these units would be accepted.

While the applicant's proposal to deed the units may not be appropriate at this time, two affordable units deed restricted to low income families for a 30 year period, regardless of ownership, is a benefit to the City because it would still advance the City's Goal of providing affordable housing in the City. Further, although this project does not have to comply with the City's Green Building Ordinance as it was deemed complete prior to its effective date, voluntary compliance would result in the City's first "green" multi-family residential building.

FINDINGS

The proposed project is subject to discretionary review before the Planning Commission and subject to appeal to the City Council. The findings contained in this section of the report are staff recommended findings. The Planning Commission or City Council on appeal may arrive at an alternative conclusion on the project and different findings based on the administrative record, applicant and public testimony.

Development Plan Review Findings

The Planning Commission may authorize a multi-family residential project involving five or more units if the following DPR findings are made:

A. The proposal is consistent with the General Plan and any specific plans adopted for the area.

If the Density Bonus Permit is granted, the development as proposed meets Zoning Code requirements, particularly regarding use, density, parking and height except for the architectural projections on the roof. The proposed project would be

consistent with the adopted General Plan of the City which designates this as a high density multiple-family residential area. The project consistent with the General Plan LU 5.10 goal which sufficiently supports the development of affordable housing as mandated by state law and the current Housing Element Objective 2.2, which states the City should “expand supply of housing affordable to lower income households” and Program 2.5 which states the City should promote utilization of the density bonus ordinance.

B. The proposed project will not adversely affect existing and anticipated development in the vicinity and will promote harmonious development of the area.

As proposed, the project will not adversely effect existing and anticipated development in the vicinity. While the existing development in the block is predominantly two-stories, the current zoning standards allow for four stories. The 13-unit, 45-story project incorporates a fourth floor step-back to reduce the mass of the proposed structure as viewed from Durant Drive. The project contains architectural features associated with the American Colonial Style of Architecture, which is a prominent style in the district. As proposed and conditioned, the project will comply with applicable development regulations, will be subject to Architectural Review and is anticipated to be harmonious with the neighborhood.

C. The proposed plan will not create any significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards.

A traffic impact analysis was conducted by Willdan who prepared an EIR for the proposed project to assess the potential impacts of the proposed condominium project. The traffic analysis was conducted based on the traffic, parking and circulation study that was prepared by Coco Traffic Planners, Inc. As proposed, the proposed project will result in a net increase of 50 new daily trips, including five new AM peak hour trips and four net new PM peak hour trips. There is only a small net increase in traffic because the project increases the net number of units on the site by eight units. During the project hearing on July 23, 2009, the Planning Commission requested that additional traffic counts for the alley behind the property be provided. Staff conducted additional 24 hour traffic counts in the residential east-west alley behind the property on two consecutive days (September 18 and 19, 2009) and compared the alley operation with a residential alley in the vicinity and found that the alley traffic trend is similar to any residential alley with an exception that between the hours of 7:00 to 8:00 a.m., the traffic volumes increases by as much as 25 vehicles which appears to be related to high school students who use the alley to get to school. Therefore, staff concludes that the traffic generated by the proposed multi-family project does not impact the alley. Therefore, it is not anticipated that the project would generate adverse traffic

impacts, traffic hazards, pedestrian/vehicle conflicts, or pedestrian safety hazards if the project were to be approved by the Commission. Access to nearby schools has been studied and the proposed project should not conflict with schoolchildren and other pedestrians who may travel in front of the project site. Regulatory measures are proposed during construction period to offset any temporary impacts which would occur over an approximately 18-month construction period.

D. The project will not be detrimental to the public health, safety or general welfare.

The project would be constructed in accordance with the City's Building Code standards and is consistent with the zoning for the area. Prior to the issuance of building permits, a construction management plan is required for review and approval by the Engineering Division and Building and Safety Division. Public safety issues such construction staging, hauling, off-site parking, and construction hours are addressed. Therefore, the project will not be detrimental to the public health, safety or general welfare.

Tentative Tract Map Findings

The Planning Commission may authorize a tentative tract map if the findings can be made (Government Code Section 66474):

(a) That the proposed tentative tract map and the design or improvements or improvements of the proposed subdivision are consistent with the General Plan of the City.

As proposed, the Project's design and improvements are consistent with the General Plan of the City. The proposed Project is compatible with the objectives, policies, general land uses, and programs specified in the General Plan. The General Plan designation for the proposed site is "Multi-family Residential – high density". This designation identifies a maximum density for this project of 14 DU and a maximum height of 60 feet. The project site is located in the R-4 Multiple Residential Zone which allows a maximum density for this site of 13-unit with the granting of a density bonus and a maximum height of 45'. The Project involves the construction of a 13-unit four-story 45' in height residential condominium building, which is in keeping with the Land Use designation and requirements of the zone.

(b) That the site is physically suitable for the type of development and the proposed density.

The site is zoned for high density multi-family residential development and suitable for development such as the proposed project. The proposed density of 13 units meets current code requirements with the granting of a density bonus and is appropriate to the site. All necessary utilities are in place to adequately serve the proposed project.

- (c) That the design of the subdivision and the proposed improvements are not likely to cause substantial environmental damage or substantially and avoidably injure fish or wildlife or their habitat.**

The attached EIR indicates that the Project will not cause substantial environmental damage or substantial and avoidable injury to fish or wildlife or their habitat. The EIR found no significant impacts to fish, wildlife, or habitat. The EIR identified aesthetics significant unmitigable adverse impact and significant unavoidable adverse impact on cultural resource impacts. However a statement of overriding considerations will be adopted in connection with the project.

- (d) That the design of the subdivision or type of improvements are not likely to cause serious public health problems and that the design of the subdivision or the type of improvements will not conflict with any public easement.**

The project design has been preliminarily reviewed by the Public Works Department and the Building and Safety Division for code compliance. The project will not encroach into any public easement areas. Therefore, the design of the subdivision and types of improvements are not likely to cause serious public health problems or conflict with any public easement. Access to nearby schools has been studied and the proposed project should not conflict with schoolchildren and other pedestrians who may travel in front of the project site.

- (e) That the discharge of waste water from the proposed subdivision into the existing sewer systems will not result in a violation of existing requirements presented by the California Water Quality Act Control Board.**

The project has been preliminarily reviewed by the Public Works Department. Discharge of waste from the proposed subdivision into the existing sewer system will not result in a violation of existing requirements prescribed by the California Regional Water Board provided the NPDES water requirements are complied with. Appropriate conditions of approval are recommended to require compliance with the NPDES permit requirements. Therefore, the discharge of waste water from the proposed subdivision into the existing sewer systems will not result in a violation of existing requirements presented by the California Water Quality Act Control Board.

As conditioned, the project meets the five criteria as listed above.

Density Bonus Permit Findings

Both State of California Government Code Section 65915 and BHMC Article 15.2 provide that the City shall offer a 20% density bonus and one development incentive if the project contains 10% of total units of a housing development for lower income households. As conditioned, the project is in compliance with the affordable housing requirements of State and local law. The Planning Commission may determine the exact construction incentive to be offered to a project. The incentive of rear setback reduction appears to be suitable for the multi-family residential zone in which the project is located. As proposed, the proposed project has included 4th story stepped back from the edges of the building to reduce the mass impacts from the proposed building height compared to the existing buildings on Durant Drive.

R-4 PERMIT FINDINGS

The Planning Commission may grant the equivalent of one five-foot (5') wide walkway in the front yard per fifty feet (50') of frontage along the front line of the subject site, in any configuration if the Planning Commission finds:

That the proposal is compatible with the nearby streetscape; and, that the proposal is compatible with the scale of surrounding development.

- (a) The subject lot is 100 feet wide; therefore, a maximum 10-foot wide walkway is permitted if authorized by an R-4 Permit. A 6'4" walkway is proposed in the middle of the site to gain access to the building. The second 3'8" walkway will provide access to the required exit from the subterranean garage. Although, no landscape plan is provided at this time, but the site plans notes that the front setback will be landscaped with a variety of planting materials and greenery in the front yard of the project offsetting the paved areas. As noted before, the project including the exterior improvements will be reviewed by the Architectural Commission to make sure that the landscape plan will enhance the streetscape. Therefore, the proposed walkways would be compatible with the scale of the structure and consistent with other structures in the multi-family residential zones.

PUBLIC NOTICE AND COMMENTS

Notice of the proposed project and public hearing was mailed on May 14, 2010 to all property owners and residential tenants within a 300-foot radius of the property, and all owners of single-family zoned properties within 500 feet from the exterior boundaries of the property, if any. The notice of this hearing was published in the

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Beverly Hills Courier on May 14, 2010 and in the *Beverly Hills Weekly* on May 20, 2010. Public comments were previously received at the first hearing in July of 2009. These comments, along with responses, are included in the Final EIR. As of the date of writing this report, no additional comments have been received.

ALERNATIVE ACTIONS

In addition to the recommended action the Planning Commission could also consider the following with respect to the project:

1. Continue this matter for specific reasons;
2. Articulate revised findings and/or conditions to Approve or Deny the subject application.



RITA NAZIRI

Attachments:

1. Final EIR including the Comments and Responses and Draft Environmental Impact Report (DEIR)
2. July 23, 2009 Staff Report and Planning Commission Minutes
3. Applicant's Financial Feasibility Statements & KMA Peer Review
4. BHMC Sections 10-3-1521-10-3-1530.5, Residential Density Bonus
5. Planning Commission Sub Committee Notes
6. Applicant's e-mail regarding Project benefits
7. A copy of the Master's Thesis by Michael F. Zimmy entitled "Robert Vincent Derrah and the Nautical Moderne, University of Virginia, 1982

**1. Final EIR including the Comments and Responses
and Draft Environmental Impact Report (DEIR)
(Under separate cover)**

**2. July 23, 2009 Staff Report and Planning
Commission Minutes**

OLD BUSINESS

1. 154 – 168 North La Peer Drive

An application for a Time Extension Request for a 16-unit condominium project located at **154-168 North La Peer Drive**. This item is continued from the July 9, 2009 meeting. The applicant has requested that this item be continued to **September 10, 2009**.

ACTION:

Moved by Commissioner Yukelson and seconded by Commissioner Bosse.

At the request of the applicant, consideration of this matter was continued to September 10, 2009.

AYES: Commissioners Corman, Yukelson, Vice Chair Bosse and Chair Cole.

NOES: None.

ABSENT: Commissioner Furie.

CARRIED.

PLANNING COMMISSION / BOARD OF ZONING ADJUSTMENTS / PLANNING AGENCY PUBLIC HEARINGS

2. 9936 Durant Drive

This report provides an overview of the Draft Environmental Impact Report that has been prepared for a proposed new thirteen-unit condominium project as required by the California Environmental Quality Act. The purpose of the meeting is to receive public testimony on the adequacy of the DEIR, including project alternatives. A separate hearing will be held to discuss the proposed project at a future date.

Senior Planner Naziri noted the schedule of hearings and comment period and introduced Dr. Susan O'Carroll, the City's consultant for the Draft Environmental Impact Report (DEIR).

Dr. O'Carroll stated the purpose of the hearing was to hear comments on the adequacy of the EIR. She explained the EIR process and that any comments received during the preparation of the EIR had been included in the draft EIR currently out for review and comment. She noted that a "Response to Comments" document would be prepared to provide a written response to all comments received during the 45-day comment period. Dr. O'Carroll also explained that the

possibility that the project location was a cultural resource was basically what necessitated preparation of the EIR; anytime two experts substantially disagreed, it was necessary to prepare an EIR.

She noted that the existing structure at the project address was designed by Robert Darrah and constructed in 1935. It is two stories high, contains five units, and is California Register eligible. Ms. O'Carroll stated that five alternatives to the projects were contained in the DEIR; the first three would reduce historic resource impact to less than significant. All five would reduce neighborhood compatibility impact to less than significant. 1) no change/no project 2) conversion to condominiums 3) new four story building at rear of existing building; 4) similar to 3 but would be significant modification to building which would then no longer meet the Secretary State requirements for registry, but it would maintain the front facade; 5) Contemporary compatible redesign of the building with maximum envelope no greater than proposed project, achieve neighborhood compatibility.

Dr. O'Carroll announced the 45-day comment period would close on August 14, 2009.

Mr. Fischer, attorney representing the applicant, noted that a document was not part of the staff report which he would like to include in the record of this hearing and he provided copies to the Commission. Mr. Fischer described the actions taken by the applicant to develop the proposed project. He stated that at that time there was no Green Building Ordinance in place and no mention had been made of the historic significance of the building or that the architect was famed. He produced a copy of the original application and stated that at the concept review meeting it was mentioned that the property was part of a preliminary historic study and the applicant was requested to have a historic study done. Mr. Fischer provided a copy of the original report written by Mr. Maruzzi and asked that it be made a part of the public record as public comment to be addressed in the final EIR. Mr. Maruzzi's conclusion was that the property does not rise to the level necessary to be included in the California Registry.

Mr. Fischer noted the applicant is willing to develop two affordable units and would not request any bonus for this. He stated that at the time the application was made there was no Green Building Ordinance in effect but that his client had the building redesigned to meet the Silver requirement. Mr. Fischer described the green features such as water and energy efficiency, parking, and affordable units. Mr. Fischer also introduced Taylor Loudon, AIA as a new architect for the project. Mr. Loudon presented an alternative design to the Commission.

City Planner Lait noted for the record that staff did not request that the applicant provide two affordable units. He stated the record was clear that two experts disagreed about the importance of the historical significance and that is what necessitated an EIR. In order to approve the project, the Commission would have to adopt a statement of overriding considerations; and one of the issues the

Commission would consider would be the benefits against the loss of resource. Staff offered ideas that the applicant could explore and affordable housing was one of the suggestions, not asked for or requested.

Responding to a question from the Commission, Mr. Fischer stated that maintaining the existing façade becomes a challenge; both structurally and in terms of modification to the existing cultural resource. It would effectively require demolition of the building and it then wouldn't meet the historical standard.

Terrance Rodsky, owner of the building at 9933-9935 Durant Drive across from the proposed project, stated he had sent a letter of opposition to the proposed project on July 8. He stated he does not reside in the building, but that it is a character contributing property and an example of the colonial style that needs to be preserved. He stated the proposed project doesn't fit in aesthetically and would contribute significantly to traffic.

Robert Chattel, the City's historic consultant who performed the peer review and prepared the cultural section of the EIR, responded to a question from the Commission that the purpose of the historical study is to describe whether a property is or is not eligible. The determination is made when the Commission certifies the EIR. He stated that this property appears potentially eligible and that in his opinion, 9936 Durant is separately eligible for listing in the California register for several reasons which include that it is an extremely skillful example of the developer's property type in Beverly Hills, represents his important work in Beverly Hills; and for the architecture, it is a significant example of colonial revival style and an example of courtyard housing with interior and exterior space. It is also a unique property in Beverly Hills because the interior courtyard is open to and can be seen from the street; the vista is terminated in a pavilion, a gazebo that is attached to the garage.

Mr. Chattel stated the 100 block of Amaz is the first California-listed Historical District in the city of Beverly Hills. One of the National register criteria is that a building must be 50 years or older. A building listed on the California Register need not have national integrity; it can have some losses to character. This building has a high level of this criterion. A listing/nomination form on the State mandated form for registration would be reviewed by the State Historical Resources Commission who would take action on a California registration; and their determination is final.

Responding to a question from the Commission, Mr. Chattel stated that any individual can initiate; as for what restrictions would then be placed on a listed property, this review that we are going through would be required if material impairment would be threatened. With respect to the National registry, a nomination form would go through same process as at the State level; the State Historical Preservation Officer then makes a recommendation and it goes to Washington DC for final determination. All nominations are considered on the

merits, and considered on arguments made for why it should be eligible and precedents set in what was previously determined to be significant.

Dr. Antonio Coco; applicant's traffic consultant; responded to a question from the Commission about threshold of significance for the alley. He described the methods used to prepare the traffic study. He stated that daily and peak-hour trips for the existing uses and proposed project were calculated using trips rates from the Institute of Transportation Engineers (ITE) Trip Generation Manual which included standardized numbers that have a very high level of accuracy, due to the fact that they are based on hundreds of surveys; and explained the traffic report and findings.

Mr. Fischer speaking in rebuttal for the applicant, noted it was necessary to decide how best to solve a difference of opinion and asked for direction on how best to improve Mr. Louden's design. He stated the applicant had looked at preliminary costs for Alternative 3 and talked to specialized companies that do garages, and the conclusion was that it would be totally expensive, impracticable and not one would accept liability with respect to underpinning the building. It could be done with unlimited finances, but the applicant needs to be practical at the same time. He reminded the Commission of the benefits that the project would provide and that the existing building was built in 1935 and does not have all the modern updated electrical, underground utilities, life safety items and parking. The applicant would like the opportunity to work with the Commission to get input on design impacts and figure out how they can make this work. He added that it is interesting that for many projects in the City of Beverly Hills a standard of mitigation has always been to photograph, archive, and categorize the existing property. It has never been that we are going to prohibit anything from being built.

Comments from the Commission included that the building being discussed is potentially a historical resource with a lot of charm and that Durant is a special street; the Commission preferred alternative 3 to alternative 5, but understood that Alternative 3 might not be feasible due to financial considerations; if alternative 5 were proposed, it would need to have more of a feeling of the street than the renderings shown, address the character of the area and add to the streetscape; and possibly be less than four stories to be architecturally compatible, and there would need to be mitigation options for the alley. The Commission also requested that more information be provided on the feasibility of alternatives 2, 3 and 5.

It was noted the public hearing remains open, as the comment period on the Draft Environmental Impact Report runs until August 14.

3. General Plan Amendment—Commercial Common Interest Developments

The Planning Commission will consider adding a policy to the General Plan and/or a zoning amendment that would prohibit common interest subdivisions (e.g. condominiums and stock cooperatives) in the City's commercial districts.



STAFF REPORT
CITY OF BEVERLY HILLS

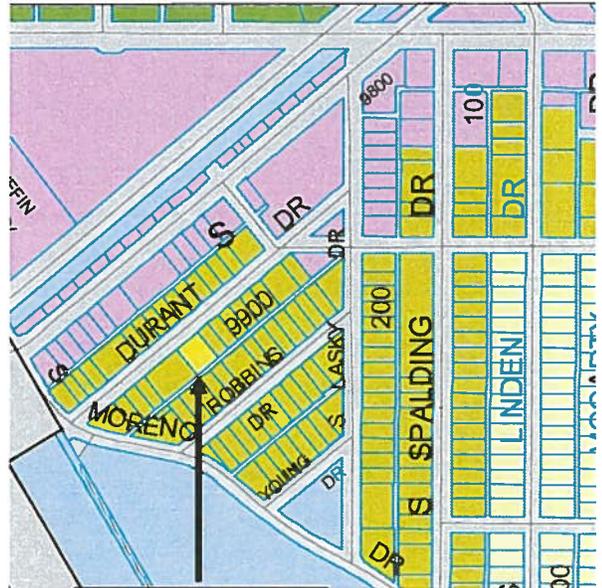
**For the Planning
Commission Meeting of
July 23, 2009**

TO: Planning Commission

FROM: Rita Naziri, Senior Planner

THROUGH: Jonathan Lait, AICP, City Planner

SUBJECT: Public Comment Meeting Regarding
the Draft Environmental Impact Report
for a Proposed 13-unit Condominium
Project at 9936 Durant Drive



Project Site

RECOMMENDATION

It is recommended that the Planning Commission receive the staff report, take public testimony and continue this item to allow time for the public to continue reviewing the Draft EIR, staff to prepare responses to questions and comments from the Commission and public, the EIR consultant to begin preparing responses to public comments, and to allow time for the applicant to consider any remarks and suggestions made at the hearing.

EXECUTIVE SUMMARY

The proposed project would demolish the existing five units, two-story, 28 foot tall, 12,145 square foot apartment building and replace it with a four-story, 45 foot tall, 24,906 square foot building containing 13 unit condominiums. The proposed 13-unit condominium building would include one four-bedroom unit, six three-bedroom units, four two- bedroom units and two one- bedroom units. Two of the 13 units would be set aside as moderate income affordable units. The project would include two levels of subterranean parking containing 41 parking spaces, two more spaces than required by

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the Beverly Hills Municipal Code. Access to the subterranean parking would be from the alley behind the building.

The City of Beverly Hills as the Lead Agency under the California Environmental Quality Act (CEQA) prepared a Draft Environmental Impact Report (DEIR) for the proposed condominium project at 9936 Durant Drive. In accordance with the CEQA Guidelines, an initial study was prepared for this proposal and it was determined that an EIR is the appropriate level of analysis for a project that may have a significant effect on the environment.

The purpose of this meeting is to receive testimony on the adequacy of the Draft EIR, to provide the Planning Commission and the public with specific information regarding the environmental effects associated with development of the site, identify ways to minimize the significant effects, and provide rational alternatives to the project. Mitigation measures and regulatory measures are provided (Appendix A, attached), which may be adopted as conditions of approval, in order to reduce the significance of impacts resulting from the project.

The Draft Environmental Impact Report (DEIR) was released for public review on June 30, 2009. The period for public comment on the DEIR will run for 45 days (until August 14, 2009). At the July 23, 2009 meeting, staff will provide an overview of the project; and the City's environmental consultant for the project, Willdan Consulting, will present the EIR. The project applicant's representative will present the proposed project, and then the opportunity will be provided for questions and public comment on the project and the DEIR. At the meeting's conclusion, staff will request direction as to additional information needed by the Commission to facilitate a more detailed discussion about the project.

PROJECT DESCRIPTION AND AREA CHARACTERISTICS

The project applicant, Bijan & Associates, on behalf of Gale One Properties proposes to construct a new four-story condominium building on the 11,991-square-foot site.

GENERAL INFORMATION	
Applicant	Bijan & Associates
Project Owner	Gale One Properties
Zoning District	Multi-Family Residential (R-4)
Parcel Size	11,991 Square Feet

GENERAL INFORMATION	
Permit Streamlining Act Deadline	5/11/2010 (One year for the EIR Certification & 180 days from the date of certification for the project approval)



PROJECT DATA SUMMARY

<u>Category</u>	<u>Existing</u>	<u>Proposed</u>	<u>Code Requirement (R-4 Standards)</u>
<u>Use</u>	Multiple-family dwelling	Multiple-family dwelling	Multiple-family dwelling
<u>Number of Lots</u>	1	1	N/A
<u>Lot Size</u>	11,991 (approx. 100 feet wide by 150 feet long)	11,991 square feet (approx. 100 feet wide by 117'5" long)	N/A

<u>Category</u>	<u>Existing</u>	<u>Proposed</u>	<u>Code Requirement (R-4 Standards)</u>
Density/Number of Units	5 units	11 units plus two one-bedroom bonus unit	1 unit / 1100 sq.ft. of site area, or 11 units
Stories/Building Height	2-story/28 feet high	4-story / 45 feet	4-story / 45 feet
Parking Spaces	8 spaces within above ground garage	41 spaces within subterranean garage	39 spaces
Front Setback	10 feet	10 feet	10 feet
Side Setback	North: 4 feet South: 4 feet	North: 10 feet South: 9 feet (19 feet combined)	19 feet, each side setback at least 8 feet
Rear Setback	varies	15'7"	15 feet
Modulation	N/A	1,048 sq.ft.	1,035 sq.ft.
Outdoor Living Space	Approximately 2,500 sq.ft.	3,670 sq.ft.	2,600 sq.ft.
Front Yard Paving	7-foot walkway	5-foot wide walkway plus a 4-foot walkway to access the subterranean garage ¹	5-foot wide walkway ¹
Unit Size	N/A	<ul style="list-style-type: none"> • Two one-bedroom Units ranging in size from 635 to 710 sq.ft. (affordable units)² • Four two-bedroom units ranging from 1,415 to 1,685 sq.ft. • Six three-bedroom Units ranging in size from 1,773 to 2,241 sq.ft. • One four-bedroom unit 3,161 sq.ft. 	<ul style="list-style-type: none"> • Efficiency: 600 sq.ft. minimum. • One bedroom: 1,000 sq.ft. minimum. • Two bedrooms: 1,300 sq.ft. minimum. • Three or more bedrooms: 1,500 sq.ft. minimum.

1 Front yard paving is limited to a five-foot wide walkway, unless authorized by an R-4 Permit.

2 The applicant is requesting a construction incentive to allow the two one-bedroom moderate units to have a floor area less than 1,000 square feet.

As required, the project will also comply with the City's Green Building Program. The project design includes design features which would eligible the building for Silver Level Certification under the City's Green Building Program.

Site and Area Characteristics

The Durant Drive is one block long and is oriented in a northeast-southwest direction. It is located close to the western City boundary and is bounded on the east by Lasky Drive and on the west by Moreno Drive. It is one block south of, and parallel to, Santa Monica Boulevard. Beverly Hills High School is located at the western end of Durant Drive, immediately west of South Moreno Drive.

The street is 50 feet in width which is wider than surrounding residential streets. There are 30 parcels on Durant Drive, all of which contain at least one multi-family residential building. Twenty-five of the thirty properties were constructed in the short time period between 1935 and 1941. Of the remaining five properties, one was constructed in 1954 (9973 Durant Drive, located at the corner of Moreno Drive), three in the early 1960s (9955 Durant Drive, 9950 Durant Drive, and 9930 Durant Drive), and one in 1985 (9921 Durant Drive).

The project site is located on the south side of Durant Drive. An alley runs along the southern (rear) edge of the project site. The project site is currently developed with a two-story, 28 foot tall, 12,145 square foot apartment building with five dwelling units. The existing Colonial Revival-style apartment building was constructed in 1935. It was designed by architect Robert V. Derrah who is best known for his Streamline Moderne designs at the Southern California Gas Company, the Coca-Cola Bottling Plant and Crossroads of the World. The symmetrical building's center section is open on the ground floor and functions as a passageway to a center landscaped courtyard. Within the formally landscaped courtyard are brick paths flanked by low, clipped hedges, a center lawn area, a pavilion, and climbing vines and bougainvillea on wood trellises. Eight one-story rectangular garages open onto the rear (south) alley.

PROJECT ENTITLEMENTS

The following is a list of reviews and approvals that the Planning Commission will undertake for the proposed project:

- **Environmental considerations**, including the adequacy of the DEIR and findings contained therein;
- **Tentative Tract Map (Tentative Tract Map No. 70035) and Development Plan Review** for construction of the proposed 4-story 13-unit condominium project.
- **R-4 Permit** for additional walkway paving.
- **Density Bonus Permit** for the provision of a 20% density bonus. This bonus would be for two units above the Code allowed density of 11 units. Per Beverly Hills Municipal Code Section 10-3-1526 1 b in order to qualify for a 20% density bonus, 10% of the units in the project must be for moderate income households. Consistent with State and local law, the applicant requests a construction incentive

to allow the two one-bedroom moderate units to have a floor area less than 1,000 square feet.

- The final design of the project would require approval from the City's Architectural Commission.

ENVIRONMENTAL ASSESSMENT

The potential environmental effects of the proposed project are analyzed for the following environmental issues:

- **Aesthetics** - The subject property is located in a potential locally-eligible historic district "Tract 7710 MFR District." This section of the EIR addresses the potential aesthetic impacts of the proposed project on the existing character of both the neighborhood and the potential historic district.
- **Cultural Resources** - The existing building on the project site appears individually eligible for listing in the California Register under criterion C, as a rare and distinctive Colonial Revival courtyard apartment designed by renowned architect Robert V. Derrah. The property therefore is considered a historical resource as defined by CEQA. In addition, the subject property was found during the Peer Review to appear eligible as a contributor to a potential locally-eligible historic district "Tract 7710 MFR District." The cultural resources section of this EIR, therefore, addresses the project's potential to impact an individual historical resource and a potential historic district.
- **Geology and Hydrology** - A Preliminary Soils Engineering Investigation Report has been prepared for the project. According to the report, the proposed development is considered feasible from a geotechnical engineer's standpoint. The report contains recommendations for addressing site conditions. This EIR includes a discussion of the findings of the Soils investigation. In addition, according to the Preliminary Soils Investigation for the project, seepage water was encountered at a depth of 26 feet in the test boring which was done for the project. Depth of seepage water will fluctuate over time and location. As indicated by the project plans, the proposed project includes two levels of subterranean parking with excavation of up approximately 22 feet. Therefore, construction has the potential for limited encroachment into groundwater. This EIR addresses this related hydrological issues and the potential for impact and identifies any special design features of the subterranean parking that may be necessary to control water seepage and respond to hydrostatic pressure.
- **Hazardous Materials** - The building currently on-site was constructed prior to 1979 and therefore, potentially contains asbestos containing building materials. This EIR briefly addresses this potential and includes mitigation measures to

ensure appropriate testing and removal, should Asbestos Containing Building Materials (ACBM), PCBs, Lead Based Paint or other hazardous substances be present on site.

- **Transportation and Traffic** – As detailed in the Initial Study for the proposed project contained in Appendix A, the proposed project is anticipated to have a less than significant effect on transportation and traffic. However, a comment letter was received during the NOP period questioning the proposed project's parking and alley impacts. Therefore a Transportation and Traffic section has been added to this EIR to address these specific concerns.

In addition to the potential environmental effects listed above, the EIR evaluates potential cumulative effects of the proposal and alternatives to the proposed project. Mitigation measures are included in the DEIR in order to reduce the significance of impacts resulting from the project. These mitigation measures are included in Attachment A.

Significant Unavoidable Impacts

The Draft EIR concludes that project implementation would result in significant and unavoidable impacts with respect to the following:

Aesthetics

- **Neighborhood Compatibility:** The proposed project would introduce a new building into a neighborhood which is part of a potential historic district. The proposed project is located adjacent to a contributing resource to a potential historic district and in the vicinity of other contributing resources on Durant Drive. The design of the proposed project is contemporary, but not compatible with these resources. The design does not: use similar or complimentary materials; repeat and/or respect the heights of floors, rhythms, depths of bays, and proportions of contributing resources on Durant Drive; does not use compatible window/door openings and types; or include similar roof heights and shapes. The proposed project would therefore result in a neighborhood compatibility impact due to incompatibility of design.

Cultural Resources

- **Individual Historic Resource:** The proposed project necessitates demolition of the existing 1935 building on the project site which is eligible for listing as an historical resource due to: (1) its remarkable representation of the multi-family property type; (2) its association with Edward Dentzel, who was an important real estate developer, councilmember and mayor in Beverly Hills who developed approximately 25 properties in Beverly Hills, many in collaboration with master

architect Robert Derrah; (3) its exceptional Colonial Revival design integrated with Courtyard Housing by master architect Robert Derrah, whose practice was based in Beverly Hills.

Environmental Impact Less Than Significant

The Draft EIR found that the following areas were less than significant either with or without mitigation. A summary discussion each can be found in Attachment A.

- Aesthetics
 - Construction Impacts
 - Shade and Shadows
- Cultural Resources
 - Archeological Resources
 - Human Remains
 - Potential Historic District

- Air Quality
- Geology and Hydrology
 - Seismic Safety
 - Slope stability
 - Drainage and stormwater
 - Water quality
- Hazardous materials
- Noise
- Transportation and Traffic

Regulatory Requirements

The EIR includes several measures that are regulatory requirements and are required for the proposed project and imposed as conditions of approval if the project is approved. These measures act to ensure project compliance with regulatory requirements, standard City procedures and to further reduce less than significant air quality, noise, geotechnical, transportation effects of the proposed project (please see the attached Appendix A).

Project Alternatives

The CEQA requires Environmental Impact Reports to evaluate alternatives to the project being assessed by the report. The primary goal of evaluating alternatives is to explore whether is another way to achieve the objectives of the project which might be better for the environment. The draft EIR evaluated five alternatives:

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- Alternative 1 – No Project / No Change
- Alternative 2 -- Condo Conversion
- Alternative 3 -- New Four Story Building at Rear of Existing Building
- Alternative 4 – New Four Story Building At Rear of Existing Building
With Truncated East and West Wings
- Alternative 5 – Contemporary Compatible Design

The Alternative 1 “no project” and Alternative 2 “Condominium Conversion” would be the environmentally superior alternatives as impacts would no less than significant. CEQA Guidelines 15126 (e) (2) requires that where the “no project” alternative the environmentally superior alternative, another alternative be identified that is environmentally superior. Therefore, Alternative 2 “condominium conversion” is considered environmentally superior alternative. However, this alternative would fail to achieve most of the project objectives. Alternative 3 eliminates the significant unmitigated neighborhood compatibility impacts and cultural resources impacts resulting from demolition of the building, while achieving most of the project objectives, but it includes the cost of construction of subterranean parking under the existing building.

FINAL EIR

At the end of the 45-day comment period, the City’s EIR consultant, Willdan, will prepare a written response to comments received on environmental issues. The written response will provide response to any environmental issues raised during the comment period. The Response to Comments along with the DEIR will then become the Final EIR and will be brought back to the Planning Commission for the EIR certification.

PUBLIC NOTICE AND COMMENTS

Notice of the proposed project and public hearing was mailed on June 26, 2009 to all property owners and residential tenants within a 300-foot radius of the property, and all owners of single-family zoned properties within 500 feet from the exterior boundaries of the property, if any. The notice of completion of the draft EIR and notice of this hearing was published in the *Beverly Hills Courier* on June 26, 2009 and in the *Beverly Hills Weekly* on July 2, 2009.



RITA NAZIRI

Attachments:

1. Draft Environmental Impact Report (DEIR) including the EIR Appendixes

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(Provided as part of July 9, 2009 Planning Commission packet)

2. Project Applications
3. Public Notice
4. Letters

Exhibit A

Proposed Mitigation Measures	
Aesthetics	
Neighborhood Compatibility	Mitigation Aesthetics-1 – The Project shall be subject to review and approval by the City’s Architectural Commission. As part of this review and approval, the Project applicant shall provide examples of the materials, finishes, and design elements of the Project, which may be subject to modification by the City’s Architectural Commission. Modifications recommended by the City’s Architectural Commission shall be incorporated into the design of the Project prior to the issuance of building permits. Any potential modifications, may include, but not be limited to alterations in the types of materials, finishes, exterior design elements, and landscaping.
Cultural Resources	
Archeological Resources	Measure Archeo-1 - If archaeological resources are encountered during project construction, all construction activities shall halt until a qualified archeologist examines the site, identifies the archaeological significance of the find, and recommends a course of action. If the archeological resource is determined to be a unique archeological resource, options for avoidance or preservation in place shall be evaluated and implemented if feasible. In the event that avoidance or preservation in place is infeasible and the archeologist determines that the potential for significant impacts to such resources exists, a data recovery program shall be expeditiously conducted. Construction in the vicinity of the find shall not resume until the site archeologist states in writing that the proposed construction activities will not damage significant archaeological resources.
Human Remains	Measure Archeo-2 - In the event that human remains are encountered during project construction, pursuant to State Health and Safety Code Section 7050.5, the applicant and project contractor(s) shall halt construction until the County Coroner has made the necessary findings as to the origin and disposition of the remains pursuant to Public Resources Code Section 5097.98.
Individual Historic Resources	Mitigation Cultural-1 - Prior to issuance of a demolition permit, the existing condition of historical resource shall be documented photographically and in a written narrative. The photographs shall be taken by a professional photographer with experience documenting historic buildings under direction of an architectural historian who meets the <i>Secretary of the Interior’s Professional Qualifications Standards</i> in architectural history. Photographic documentation shall include one set of large (4 x 5-inch) and medium (6 x 7-centimeter) format black and white negatives and two sets of 8 x 10 inch photographic prints on black and

Proposed Mitigation Measures	
	<p>white paper. Film, contact prints, and enlargements shall be archivally processed. The architectural historian shall prepare a written narrative description of the historical resource based solely text of the cultural resources section of the environmental review document. The format of the written narrative shall be based on Historic American Buildings Survey (HABS) guidance for such written narrative documentation.</p> <p>The following documentary materials shall be submitted to the Community Development Director for review and comment: photographic quality black and white copies of all documentation photographs, and photocopies of the written narrative. Upon review and comment and when final edits are approved by the Community Development Director, the original documentation package items shall be deposited in the collection of the Beverly Hills Public Library (negatives, proof sheets, one set of 8 x 10 inch prints, written narrative, any other specified documentation) and in the collection of the California Historical Resource Information Center (one set of 8 x 10 inch prints, written narrative, State of California Department of Parks and Recreation "DPR" series forms, any other specified documentation).</p>
Air Quality	
Air Quality	<p>Measure AQ- 1 – The following actions shall be required to be performed by the contractor(s) during demolition, to limit fugitive dust:</p> <ul style="list-style-type: none"> • Contractor(s) shall apply non-potable water every 4 hours to the area within 100 feet of a structure being demolished, to reduce vehicle trackout. • Contractor(s) shall apply dust suppressants (e.g., polymer emulsion) to disturbed areas upon completion of demolition unless construction activities begin within two weeks of completion of demolition. • Contractor(s) shall apply non-potable water to disturbed soils after demolition is completed or at the end of each day of cleanup. • Demolition activities shall be prohibited when wind speeds exceed 25 mph. <p>Measure AQ-2- The following actions shall be required to be performed by the contractor(s) during construction, to limit fugitive dust:</p> <ul style="list-style-type: none"> • Contractor(s) shall apply non-potable water every 3 hours to disturbed areas within the construction site. • The required minimum soil moisture shall be 12% for earthmoving. Contractor(s) shall achieve the standard by use of a moveable sprinkler system or a water truck. Moisture content can be verified

Proposed Mitigation Measures	
	<p>by lab sample or moisture probe.</p> <ul style="list-style-type: none"> • Contractor(s) shall insure that all trucks hauling dirt, sand, soil, or other loose materials shall be tarped with a fabric cover and maintain a freeboard height of 12 inches. • Contractor(s) shall apply chemical soil stabilizers on inactive construction areas (disturbed lands within construction projects that are unused for at least four consecutive days). • Contractor(s) shall apply nonpotable water to the storage pile by hand or apply cover when wind events are declared. • During construction, street sweeping must be conducted frequently as directed by Public Works and Transportation Department. Dirt shall not be tracked out of the construction site.
Geology And Hydrology	
Seismic Safety and Slope Stability	<p>Measure Geo-1—The proposed project shall be designed and constructed in accordance with the requirements and mitigations set forth in Preliminary Soils Engineering Investigation Report completed for the property dated July 17, 2006 and Update letter dated November 28, 2008 and included as Appendix D of the Draft EIR. Further, the applicant shall prepare and submit a project specific geotechnical report prepared for the project by a licensed geologist, under the direction of the City of Beverly Hills and in accordance with all applicable local, state, and federal regulations and standards such as the UBC and Title 9 of the Beverly Hills Municipal Code. The geotechnical report may refine the mitigation measures identified in the Preliminary Soils Engineering Investigation Report and Update letter, and shall also include whether any geologic fault transverses the project site, the potential for expansive soils, liquefaction hazards or other geologic conditions requiring remediation, as well as depth of groundwater. The geotechnical report shall be reviewed and approved by the Building and Safety Division prior to issuance of any grading or building permits. Should a fault, expansive soils, liquefaction hazards, shallow groundwater or other conditions requiring remediation be identified, then the report shall specify any additional remediation measures to be implemented with the approval of the Building and Safety Division. Project construction shall only be allowed to occur if remediation measures satisfy the requirements of the City and the State Division of Mines and Geology and the project can be constructed in a manner which complies with geotechnical safety-based building code requirements.</p>
Drainage and Stormwater	<p>Measure Hydro -1 - A drainage plan shall be prepared for the project and shall be reviewed and approved by the City's Building and Safety Division and Public Works and Transportation Department prior to approval of project plan. The drainage plan shall identify storm water runoff volumes for the entire site and shall identify the capacity of local storm sewers. The drainage plan shall provide the necessary detention and conveyance</p>

Proposed Mitigation Measures

infrastructure to ensure that the existing storm sewer capacity would not be exceeded during a design flood via a selection of Best Management Practices from the "Municipal Best Management Practices Handbook", produced and published by the Storm Water Quality Task Force or other mechanisms acceptable to the Building and Safety Division. Examples of BMPs that may be implemented to meet this regulatory requirement include: bio retention planter boxes, vegetated drainage swales and strips, and infiltration wells.

Measure Hydro-2 - Prior to the issuance of a grading permit by the City, a Water Quality Management Plan (WQMP) shall be prepared for the project and reviewed and approved by the City's Building and Safety Division and Public Works and Transportation Department. The Plan shall identify the site design, source control and treatment control Best Management Practices (BMPs) that will be implemented on the site to control predictable pollutant runoff and any dewatering of the subterranean parking structure. A selection of Best Management Practices that can be implemented on the site to control predictable pollutant runoff and any dewatering of the subterranean parking structure are listed in the "Municipal Best Management Practices Handbook", produced and published by the Storm Water Quality Task Force. Examples of BMPs that may be implemented to meet this regulatory requirement include: fossil filters to treat and discharge shallow groundwater to the nearest storm drain; Baker tanks to collect shallow groundwater and haul it to an approved site; sand bags to retain activities runoff on site; and an appropriate tire washing station or tire sediment shakers to limit sediments from being carried off site.

Measure Hydro-3 - Prior to issuance of any grading or building permits, the project applicant shall comply with the requirements of Section 9-4-506 of the City's Municipal Code which are applicable to residential projects of 10 units or more and prepare and submit to the City of Beverly Hills a Standard Urban Stormwater Mitigation Plan (SUSMP), to be prepared in accordance with the Los Angeles County Manual for the Standard Urban Storm Water Mitigation Plan, which details the requirements of the SUSMP. The project's SUSMP shall be submitted along with the final building and drainage plans for the project for review and approval of the City's Public Works Department prior to issuance of demolition, grading and construction permits for the proposed project. The drainage plan shall identify storm water runoff volumes for the entire site and shall identify the capacity of local storm sewers. The drainage plan shall demonstrate to the satisfaction of the City's Public Works Department that project plans include sufficient detention and conveyance infrastructure to ensure that the existing storm sewer capacity would not be exceeded during a design

Proposed Mitigation Measures

flood. The SUSMP shall demonstrate retention of runoff in-site to the satisfaction of the City's Public Works Department using best available technologies or practices selected by the applicant from the "Municipal Best Management Practices Handbook", produced and published by the Storm Water Quality Task Force. Examples of BMPs that may be implemented to meet this regulatory requirement include: down spout filters to treat roof drain runoff; runoff captured by planter box filters which collect and further treat roof runoffs; infiltration basins to collect surface runoff for use as an additional irrigation water source; and inclusion of a fossil filter treatment system as part of the dewatering system to reduce any potential constituents discharged to the storm drain system. Any dewatering system must be permitted by the Regional Water Quality Control Board. The project plans shall demonstrate that adequate site drainage can be accomplished without use of curb drains and that downspouts are designed to discharge to vegetation areas without affecting the integrity of the building.

Measure Hydro- 4 - Prior to the start of soil disturbing activities at the site, a Stormwater Pollution Prevention Plan (SWPPP) shall be prepared in accordance with, and in order to partially fulfill, the California SWRCB Order No. 99 -08 -DWQ, NPDES General Permit No. CAS000002 (General Construction Permit). The project applicant shall submit and have the SWPPP approved before issuance of the construction permit for the proposed project. The SWPPP shall specify the erosion control plans for the project and demonstrate that SWPPP includes adequate measures to protect nearby catch basins from pollution and to keep water in site. Structural or treatment control Best Management Practices (BMPs), including, as applicable, post construction treatment control BMPs set forth in project plans shall meet the design standards set forth in the SUSMP and the current municipal NPDES permit. The SWPPP shall meet the applicable provisions of Sections 301 and 402 of the CWA and Title 9, Chapter 4, Article 5, Storm Water and Urban Runoff Pollution Control from the Beverly Hills Municipal Code by requiring controls of pollutant discharges that utilize best available technology (BAT) and best conventional pollutant control technology (BCT) to reduce pollutants. Examples of BAT/BCT that may be implemented during site grading and construction to meet this regulatory requirement include: sand bagging and fencing the site perimeter; protecting nearby catch basins using filter sheets or sand bags to prevent any debris from entering the storm drain system; tire washing stations or tire shakers to reduce sediment tracking off the site; designated areas for cement or chemical materials with BMPs that will contain any potential spill or runoff; and good housekeeping practices to reduce potential pollution runoff.

Proposed Mitigation Measures	
Water Quality	<p>Measure Hydro-5 –The project applicant shall comply with the requirements of the City’s dewatering ordinance, Section 9-4-610 of Article 6 of Chapter 4 of Title 9 of the Beverly Hills Municipal Code and obtain a dewatering permit for the proposed project from the City. The City shall not issue the dewatering permit unless dewatering activities would be consistent with requirement of the waste discharge requirements for municipal storm water and urban runoff discharges within the County of Los Angeles”, issued by the California Regional Water Quality Control Board - Los Angeles region, (order no. 96-054), dated July 15, 1996. In addition, the applicant shall be required to obtain an NPDES permit for the dewatering phase of construction from the Regional Water Quality Control Board prior to issuance of construction permits.</p> <p>Measure Hydro-6 – If it is determined by the project civil engineer that a permanent dewatering system is required for the project, the project applicant shall apply for and obtain a dewatering NPDES permit from the Regional Water Quality Control Board and a Shallow Groundwater Permit from the City of Beverly Hills, prior to issuance of the occupancy permit for the proposed project.</p>
Hazardous Materials	
Lead and Asbestos	<p>Measure Haz-1 - Asbestos - Pursuant to Section 9-1-104 of the City’s Municipal Code, the building shall be inspected for the presence of asbestos. If the building is found to contain asbestos, the building owner or his representative shall submit a letter to the Director of Building and Safety so stating. If the building is found to contain asbestos, then an asbestos abatement permit shall be obtained from the department upon submittal by the applicant of all necessary documentation as required by Rule 1403 of the South Coast Air Quality Management District. Demolition permits shall then be issued upon submittal of an asbestos abatement completion certificate by qualified contractors. All testing procedures shall follow recognized local standards as well as established California and Federal assessment protocols and SCAQMD Rule 1403. The report of the results of the testing shall identify the location and type of all asbestos in the existing building and shall quantify the areas of asbestos containing materials. Prior to any demolition or renovation, of areas containing asbestos, the asbestos containing material shall be removed in accordance with proper abatement procedures recommended by the asbestos consultant and as required by the SCAQMD. Such measures may include requirements for encapsulation or transport to an appropriate disposal facility. All abatement activities shall be in compliance with California and Federal OSHA, and with the SCAQMD requirements including SCAQMD Rule 1403. Following completion of the asbestos abatement, the asbestos consultant shall provide a report to the Community Development Department documenting</p>

Proposed Mitigation Measures	
	<p>the abatement procedures used, the volume of asbestos-containing materials removed, where the material was moved to, and include transportation and disposal manifests or dump tickets.</p> <p>Measure Haz-2 Lead - Prior to the issuance of a permit for the demolition of any structure on the project site, the developer shall contract with a licensed lead-based paint consultant to conduct sampling of the structure to evaluate for the presence of lead-based paint. Any identified lead based paint located within the building scheduled for demolition shall be abated by a licensed lead based paint abatement contractor, and disposed of according to all state and local regulations. Such measures may include requirements for encapsulation or transport to an appropriate disposal facility. All abatement activities shall be in compliance with California and Federal OSHA requirements. Only lead-based paint trained and certified abatement personnel shall be allowed to perform abatement activities. All lead-based paint removed from these structures shall be hauled and disposed of by a transportation company licensed to transport this type of material. In addition, the material shall be taken to a landfill or receiving facility licensed to accept the waste. Following completion of the lead based paint abatement, the lead based paint consultant shall provide a report to the Community Development Department documenting the abatement procedures used, the volume of lead based paint materials removed, where the material was moved to, and include transportation and disposal manifests or dump tickets.</p>
Noise	
Noise	<p>Measure Noise-1 - Prior to issuance of grading permits, the applicant shall submit a Construction Management Plan satisfactory to the Director of Community Development and the Building Official. The Building Official shall enforce noise attenuating construction requirements. The Construction Management Plan shall include, but not be limited to, the following noise attenuation measures:</p> <ul style="list-style-type: none"> • Excavation, grading, and other construction activities related to the proposed project shall comply with Section 5-1-206, Restrictions on Construction Activity, of the City Municipal Code. Any deviations from these standards shall require the written approval of the Community Development Director. • During the initial stage of construction, including site demolition and site preparation/excavation, and when construction activities are within 200 feet of the boundary of the site, an 8-foot temporary sound barrier (e.g., wood fence), with at least 0.5-inch thickness, shall be erected at the project site, to the extent feasible. Sound blankets will also be used. All

Proposed Mitigation Measures	
	<p>stationary construction equipment (e.g., air compressor, generators, etc.) shall be operated as far away from the multi-family residences as possible. If this is not possible, the equipment shall be shielded with temporary sound barriers, sound aprons, or sound skins to the satisfaction of the Director of Community Development.</p> <ul style="list-style-type: none"> • Haul routes for construction materials shall be restricted to truck routes approved by the City. Hauling trucks shall be directed to use commercial streets and highways, and, to the extent feasible, shall minimize the use of residential streets. The haul routes and staging areas for the project shall be established to minimize the impact of construction traffic on nearby residential neighborhoods and schools. Generally, haul routes to the 405 Freeway shall utilize Santa Monica Boulevard to minimize impacts to City streets. • All construction vehicles, such as bulldozers and haul trucks, shall be prohibited from idling in excess of 10 minutes. • The General Contractor and its subcontractors shall inspect construction equipment to ensure that such equipment is in proper operating condition and fitted with standard factory silencing features. Construction equipment shall use available noise control devices, such as equipment mufflers, enclosures, and barriers.
Transportation And Traffic	
Parking Access	<p>Measure Trans-1 - The final design of access control to the parking structure will be subject to review and approval by the City Traffic Engineer prior to issuance of the occupancy permit for the project.</p> <p>Measure Trans-3 – The project will be required to provide two feet six inches dedication to widen the alley as required by the Street Master Plan.</p>
Construction Impact	<p>Measure Trans-2 - The applicant shall prepare a Construction Management Plan to include the following:</p> <ul style="list-style-type: none"> • Hours of Construction shall be limited between the hours of 8:00 a.m. to 6:00 p.m., Monday through Friday. • All delivery trucks shall be scheduled during “off-peak” hours, when vehicle and pedestrian traffic is minimal. • Off-site on-street parking for project construction shall be prohibited on all adjacent streets and alleys. Construction-Related Parking shall be on-site. The contractor shall provide the City with Construction Management Plans, which address employee and construction-related parking, schedule of construction, and number of vehicle anticipated

Proposed Mitigation Measures

on-site.

- All construction-related trucks destined to the site shall follow the City's truck route plan. The contractor shall coordinate with the City to determine the most adequate route, identify the volume of trucks destined to the site, and delivery/hauling logistics.
- A fence shall be installed along the perimeter of the project site to ensure the safety of pedestrians in the neighborhood. The contractor shall provide a flagman at the project site entrance to reduce any conflicts with cars, trucks, and pedestrians.
- All heavy hauling and delivery of large construction supplies will be subject to the issuance of heavy hauling permits issued by the Department of Public Works, Engineering Division. Heavy hauling and routing shall be approved by the Engineering Office of the City of Beverly Hills.
- In addition, due to the proximity of the site to Beverly Hills High School, the Engineering Division shall require additional safety measures during the construction phase of the project, including prohibiting heavy vehicle delivery or hauling during the hours that school is opening or closing, as well as excluding the use of the roadway adjacent to the school for construction related transporting to and from the site. These measures will also include a requirement for flagmen to be present for traffic control purposes.
- The project applicant shall be required to keep the site and adjacent areas clean during construction.

3. Applicant's Financial Feasibility Statements & KMA Reports



KEYSER MARSTON ASSOCIATES.
ADVISORS IN PUBLIC/PRIVATE REAL ESTATE DEVELOPMENT

MEMORANDUM

ADVISORS IN:
REAL ESTATE
REDEVELOPMENT
AFFORDABLE HOUSING
ECONOMIC DEVELOPMENT

SAN FRANCISCO
A. JERRY KEYSER
TIMOTHY C. KELLY
KATE EARLE FUNK
DEBBIE M. KERN
ROBERT J. WETMORE
REED T. KAWAHARA

LOS ANGELES
KATHLEEN H. HEAD
JAMES A. RABE
PAUL C. ANDERSON
GREGORY D. SOO-HOO
KEVIN E. ENGSTROM
JULIE L. ROMNEY
DENISE BICKERSTAFF

SAN DIEGO
GERALD M. TRIMBLE
PAUL C. MARRA

To: Rita Naziri, Senior Planner
City of Beverly Hills

From: Kathleen Head
Donald Pecano

Date: April 5, 2010

Subject: Peer Review: 9936 Durant EIR Cost Analysis

At your request, Keyser Marston Associates, Inc. (KMA) performed a peer review of the cost feasibility analysis that was prepared for three alternative development scopes for the residential project proposed to be developed at 9936 Durant Drive (Site). The purpose of the KMA analysis is to synthesize the separate analyses into a logical framework for analyzing the financial characteristics of the alternatives being tested.

BACKGROUND STATEMENT

The Site is currently developed with a two-story apartment building that is potentially eligible to be listed as a historical resource due to its architectural significance. Gale One Properties, LLC (Developer) has proposed to demolish the existing building, and to develop a four-story, 13-unit condominium project (Project) on the Site. The Environmental Impact Report (EIR) for the Project identifies the demolition of the existing building as a "significant unavoidable adverse impact" created by the Project.

The EIR identifies several alternatives designed to mitigate this impact; this KMA analysis is limited to Alternative #3 and Alternative #4. Both alternatives contemplate a renovation of the existing structure, the construction of new units and the construction of subterranean parking. This can only be achieved if the existing structure is relocated and stored while the subterranean parking is built, and then the structure must be brought back and reinstalled on the Site.

KMA reviewed the following reports in preparing this analysis:

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Subject: Peer Review: 9936 Durant EIR Cost Analysis

April 5, 2010

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1. The Project cost estimate prepared by the Developer;
2. "Detailed Review of Proposed EIR Alternative #4," prepared by Century West Associates, LLC (Century West), dated November 10, 2009;
3. "Historic Preservation Scope Cost Analysis Report," prepared by Spectra Company (Spectra), dated December 2009; and
4. "Historical Assessment Record Memo," DRAFT, prepared by George Taylor Loudon (GTL), dated December 18, 2009.

ANALYSIS

The purpose of the KMA analysis is to synthesize the assumptions and conclusions presented in the separate reports outlined above. The KMA analysis is presented in the attached Summary Table. The table provides summary-level information for each of the following:

1. Project description for the proposed Project, Alternative #3, and Alternative #4;
2. The property acquisition cost;
3. The base construction costs for the proposed Project and the two Alternatives, as estimated by the Developer;
4. The extraordinary relocation and historic preservation costs as estimated by Century West and Spectra;
5. Sales revenue projections for the proposed Project and Alternatives, based on the information provided by the Developer; and
6. Developer profit for the proposed Project and Alternatives, based on the estimated costs and projected sales revenues.

KMA prepared the comparative estimates based on program information and base construction costs provided by the Developer and relocation and historic preservation cost estimates provided by Century West and Spectra. The following caveats and assumptions form the basis for our analysis:

1. KMA did not independently prepare pro forma analyses for the proposed Project or for the two Alternatives.

2. It is the KMA assumption that the cost categories evaluated in the Century West and Spectra reports are equally applicable to Alternative #3 and Alternative #4.
3. The various reports provide overlapping information in several cost items related to Alternatives #3 and #4. In addition, several cost categories were described, but no costs were identified. For the purposes of the Alternatives' analyses, for each overlapping category, KMA selected the lowest cost presented in any of the reports that were submitted.
 - a. The Developer analysis includes a \$1.3 million estimate for the "additional cost incurred by moving, bringing back, and upgrading the existing structure". This appears to represent a double counting of the relocation and preservation costs included in the Century West report. Therefore, KMA excluded the Developer's \$1.3 million estimate from the analysis.
 - b. The Spectra report includes a rough estimate of the cost to upgrade the building systems at \$750,000 to \$1 million. Comparatively, Century West estimated these costs at \$450,000. KMA included the lower estimate in an effort to present the most favorable estimates of the costs associated with Alternatives #3 and #4.
 - c. The GTL report describes additional preservation actions that would be necessary to implement either Alternative #3 or Alternative #4. These actions include interpretive courtyard reconstruction; material salvage in demolition of wings; additional character defining features; construction detailing of connection; correction of fire/life safety code deficiencies; correction of termite deficiencies; and asbestos remediation. The GTL report does not quantify the costs associated with these improvements. Thus, no costs are included in KMA's comparative analysis.

CONCLUSIONS

As can be seen on the attached Summary Table, based on the estimated development costs and projected sales revenues, the proposed Project is projected to produce a \$3.4 million profit. This equates to 17.8%, which falls within the typical range for a development of this type.

Alternatives #3 and #4 are impacted by the introduction of extraordinary costs, coupled with the reduction in the achievable development scope. These factors completely eliminate the projected profit for the development. In fact, the sales revenues are projected to be \$2.2 million to \$3.1 million less than the estimated development costs for Alternatives #4 and #3, respectively.

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Subject: Peer Review: 9936 Durant EIR Cost Analysis

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Based on the currently available information, it can be concluded that neither Alternative #3 nor Alternative #4 are financially feasible. This infeasibility would be even more pronounced if the costs associated with the extraordinary improvement requirements identified by GTL were quantified.

SUMMARY TABLE
CONSTRUCTION AND HISTORIC PRESERVATION COST ESTIMATE - PEER REVIEW
9936 DURANT DRIVE
BEVERLY HILLS, CALIFORNIA

	<u>Proposed Project</u>	<u>Alternative #3</u>	<u>Alternative #4</u>
I. <u>Project Description</u>			
Residential Units - New Construction	13	6	6
Residential Units - Conversion	N.A.	5	3
Total Residential Units	13	11	9
<u>Residential Gross Building Area</u>			
New Construction	24,906 Sf	6,300 Sf	13,050 Sf
Conversion	N.A. Sf	9,169 Sf	4,584 Sf
Total Building Area	24,906 Sf	15,469 Sf	17,634 Sf
II. <u>Property Acquisition Cost</u>			
	\$4,400,000	\$4,400,000	\$4,400,000
Per Square Foot of Land Area	\$367	\$367	\$367
Per Square Foot of Building Area	\$177	\$284	\$250
III. <u>Base Construction Cost Estimate</u> ¹			
<u>Direct Costs</u>			
Site Work / Parking	\$2,115,000	\$1,300,000	\$1,300,000
Building Shell / Contractor Costs	3,998,000	1,628,000	2,958,000
Per Square Foot of Building Area	\$161	\$105	\$168
Green Building Premium	\$500,000	\$204,000	\$370,000
% of Direct Costs	8.2%	7.0%	8.7%
Indirect Costs	\$1,970,000	\$1,555,000	\$1,788,000
% of Total Costs	18%	21%	20%
Financing and Closing Costs	\$2,637,000	\$2,637,000	\$2,637,000
% of Total Costs	24%	36%	29%
Total Base Construction Costs	\$11,220,000	\$7,324,000	\$9,053,000
Per Square Foot of Building Area	\$450	\$473	\$513
IV. <u>Relocation & Preservation Cost Estimate</u> ²			
<u>Century West Associates</u>			
Logistics of Building Move	N.A.	\$850,000	\$850,000
Storage	N.A.	60,000	60,000
Required Upgrades	N.A.	450,000	450,000
<u>Spectra Company</u>			
Character Defining Attributes	N.A.	\$412,000	\$412,000
Relocation Caused Repairs	N.A.	157,000	157,000
Total Relocation/Preservation Costs	\$0	\$1,929,000	\$1,929,000
Per Square Foot of Building Area	\$0	\$125	\$109
V. <u>Total Development Costs</u>			
	\$15,620,000	\$13,653,000	\$15,382,000
Per Square Foot of Building Area	\$627	\$883	\$872

¹ Based on cost estimate provided by Gale One Properties, LLC. Does not include the Developer estimate of \$1,300,000 for relocation, storage, and upgrades attributed to Alternatives 3 and 4. KMA used only the Developer's base construction cost estimates.

² Based on the studies provided by Century West Associates and Spectra Company. Both studies estimated the cost of building systems retrofit and upgrade (Century West: \$450,000; Spectra: \$750,000-\$1,000,000). In this analysis KMA used the lower Century West estimate. These estimates do not account for the unknown costs identified in the George Taylor Loudon analysis.

³ Includes the cost of preserving the following items: metal balcony; windows, doors and shutters; and hardware.

**SUMMARY TABLE CONTINUED
CONSTRUCTION AND HISTORIC PRESERVATION COST ESTIMATE - PEER REVIEW
9936 DURANT DRIVE
BEVERLY HILLS, CALIFORNIA**

	<u>Proposed Project</u>	<u>Alternative #3</u>	<u>Alternative #4</u>
VI. Sales Revenue			
<u>New Construction</u>			
Total Square Feet	24,906 Sf	6,300 Sf	13,050 Sf
Sales Revenue Per Square Foot	⁴ \$763	\$800	\$800
Gross Sales Revenue	\$19,000,000	\$5,040,000	\$10,440,000
Total Units	13	6	6
Sales Revenue Per Unit	\$1,461,500	\$840,000	\$1,740,000
<u>Conversion</u>			
Total Square Feet	N.A.	9,169 Sf	4,584 Sf
Sales Revenue Per Square Foot	N.A.	\$600	\$600
Gross Sales Revenue	N.A.	\$5,501,000	\$2,750,000
Total Units	N.A.	5	3
Sales Revenue Per Unit	N.A.	\$1,100,200	\$916,700
Total Sales Revenue	\$19,000,000	\$10,541,000	\$13,190,000
Per Unit	\$1,461,500	\$958,300	\$1,465,600
VII. Developer Profit/Return on Sales			
Total Sales Revenue	\$19,000,000	\$10,541,000	\$13,190,000
(Less) Total Development Costs	(15,620,000)	(13,653,000)	(15,382,000)
Total Profit	\$3,380,000	(\$3,112,000)	(\$2,192,000)
Return on Sales	17.79%	-29.52%	-16.62%

⁴ The Developer assumes 2 moderate income units will be provided under the Proposed Project and zero affordable units will be provided under Alternatives #3 and #4.

9936 Durant Drive

Historic Preservation Scope Cost Analysis Report

Presented by:

Spectra Company

December 2009

Introduction

Spectra Company is a leader in restoration and preservation of historic buildings (*see attached "Historic Qualification Statement".*)

Spectra Company's historic restoration project consultant, Reuben Lombardo, has reviewed the plans, specifications, and documents. As well, he conducted a site visit and visual inspection. Ray Adamyk, Senior Project Manager has also reviewed the plans and documents. The "Detailed Review of Proposed EIR Alternate #4" by Century West, LLC, has also been reviewed and taken into consideration throughout the course of our analysis.

Our Scope Cost Analysis relates only to the removal and relocation of 9936 Durant Drive, located in the City of Beverly Hills --- from a historic preservation review of the exterior facade. The Review takes into consideration the "Secretary of the Interior's Standards for Rehabilitation" published in the most current edition of the United States National Parks Services in "The Secretary of the Interiors' Standards for the Treatment of Historic Properties." Our Scope Cost Analysis is additional to the report generated by Century West Associates LLC.

Although our analysis does not take into consideration the structural, mechanical, electrical and plumbing upgrades that would be required to bring the building up to current code compliance, from experience, a range of cost would be \$750,000 to \$1,000,000.

Project Characteristics

The proposed project site is located at 9936 Durant Drive, Beverly Hills, California.

- Constructed in 1935 on an 11,991 square feet lot.
- Currently contains a 2-story, 28 feet tall, 5-unit building with 9,169 square feet of dwelling space.
- Located on the South side of Durant between Moreno Drive to the West and Lasky Drive to the East.
- There is an existing 15-foot wide alley to the Southern part of the property.
- There is 4-feet clearance between the existing building and adjacent Eastern and Western properties.
- New proposed project shall replace the existing 2-story, 5-unit, 9,169 square feet building with a new 4-story, 13-unit, 22,671 square feet dwelling.

Cataloguing / Documenting, Storage and Reinstallation

During the removal and relocation of the building, there is potential for damage to the historic fabric and the “character defining features”. It is our recommendation that documenting and cataloguing of historic fabric be provided for the following items:

- Metal Balcony
- Windows, Doors and Shutters
- Hardware

Metal Balcony

The metal balcony is rusted and deteriorated. It cannot be remain connected to the structure during the moving process without sustaining excessive damage. The balcony should be removed prior to the transportation of the structure. Once disconnected, the balcony needs rehabilitation to treat the corrosion and deterioration of the ferrous metal in order to sustain transportation. It must then be documented, catalogued, crated and transported separately. Once the building is relocated, metal balcony will be re-installed.

Additional Cost Labor, material, permits, supervision, project management, equipment, documenting, cataloguing, packing, crating, transportation, bracing, storage and re-installation.	\$87,000
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Windows, Doors and Shutters

The wood windows, doors and shutters are damaged from water intrusion and are starting to dry rot. They cannot be maintained connected to the structure during the moving process without sustaining additional and excessive damage. Removal is essential prior to the transportation of the structure. Once removed, they should be rehabilitated in order to sustain transportation. The deteriorated elements will need to be replaced in-kind. The elements that can be salvaged need to be restored with specialty wood restoration products, epoxies and consolidation treatments, then documented, catalogued, crated and transported separately. The window and door openings in the structure must be braced for the transportation process and coated with plywood sheathing and Tyvek to protect against water intrusion. Once the building is relocated, items will need to be re-installed.

Cost based on the following; Minor repair - 40% -- Major repair - 45% -- Replacement - 15%

Additional Cost Labor, material, permits, supervision, project management, equipment, documenting, cataloguing, packing, crating, transportation, bracing/waterproofing, storage and re-installation.	\$275,000
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Hardware

Hardware will need to be itemized, packed carefully and stored. Once the building is relocated hardware will need to be re-installed.

Additional Cost Labor, material, permits, supervision, project management, equipment, documenting, cataloguing, packing, crating, transportation, and storage and re-installation.	\$50,000
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Relocation of Building - Alignment

The moving and relocation of the building will require extensive restoration procedures when piecing the two halves back together.

The following areas will require additional historic work:

- Siding alignment/replacement
- Column alignment/repair
- Fascia alignment/repair
- Eave alignment/repair

Additional Cost Labor, permits, supervision, project management, equipment, documenting, cataloguing, packing, crating, transportation, storage and reinstallation.	\$157,000
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Grand Total	\$569,000
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SUMMARY OF ESTIMATED COSTS

SPECTRA COMPANY ESTIMATED COSTS	
Metal Balcony	\$87,000
Windows, Doors and Shutters	\$275,000
Hardware	\$50,000
Relocation of Building – Alignment/Repair	\$157,000
Sub-Total	\$569,000
Structural, mechanical, electrical and plumbing – Rough Estimate	\$750,000 to \$1,000,000
Century West Associates, LLC - Relocation Costs	\$1,360,000
ESTIMATED GRAND TOTAL	\$4,720,569

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HISTORICAL ASSESSMENT RECORD MEMO

18 December 2009 **DRAFT**

Project: 9936 Durant Drive, Beverly Hills: Rehabilitation and Adaptive Reuse

Subject: Review of issues relevant to moving and re-placing existing 9936 Durant Drive structure:

A feasibility study of moving the subject property, indicated in DEIR Alternative 4, was reviewed by two contractors experienced in moving of structures and in historical construction. Their documents provide an estimate for probable and known costs for this alternative. This information is summarized in this memo, which adds concluding comments to assist in providing a more complete picture of the costs for this alternative from a perspective of both financial and historical cultural impacts.

comment	notes
1.01	<p>Century West Associates LLC provided a report dated 10 November 2009, analyzing the feasibility and impacts of Alternative 4 of the EIR. Costs for permits required and for the logistics of the move are estimated at \$850,000. Costs for storage of the moved structure for six months are estimated at \$60,000. Costs for required structure upgrades, repairs, and code required upgrades are estimated at a combined \$450,000. They correctly note that the exterior plaster stucco will not survive the move, and require complete replacement. Costs are noted to total approximately \$1,360,000. However, they note that due to City ordinances, off-hours work that would be preferred to avoid substantial traffic issues would not be allowed in residential areas.</p> <p><u>GTL HA conclusion:</u> costs for logistics of the move, if even allowable, appear thorough. Costs for the required upgrades appear underestimated. Refer to section 1.03 of this memo for estimates of required work and possible costs.</p>
1.02	<p>Spectra provided a report with a Grand Total cost of \$569,000. Their Scope/Cost analysis is noted as additional to the Century West Associates LLC Report, and addresses only the historical preservation impacts resulting from the removal of the structure. This summary is divided into three sections:</p> <ol style="list-style-type: none"> 1> A brief summary of the characteristics of the property. 2> Discussion of three groups of elements termed "character defining", for which

	<p>cataloging and documentation would be required to allow disassembly, storage, and reinstallation. These three featured groups, of which there are multiple examples, are:</p> <ul style="list-style-type: none"> A> Metal balcony (Cost estimated, \$87,000) B> Windows, Doors and Shutters (Cost estimated, \$275,000) C> Hardware (Cost estimated, \$50,000) <p>3> Relocation of the Building. This cost is so far defined only as adjusting and repairing exterior trim including siding, fascia, eaves, and columns after rejoining of the pieces required for the move. Cost is noted as \$157,000. Further cost issues would arise from the code-required structural upgrades and adjustments required behind the facades; these are anticipated from prior experiences to be roughly 25% of the project cost.</p> <p><u>GTL HA conclusion:</u> A complete list of character-defining elements which require special care and rehabilitation per the referenced Secretary of the Interior's Standards has not been made and should be further developed. Costs for window replacement where required by deterioration, and code-required upgrade improvements where existing units may remain, have not been addressed sufficiently to form a final cost. Refer to section 1.03 of this record memo for estimates of required work and possible costs.</p>
1.03	<p>GTL HA assessed the findings of the contractors' reviews of the EIR proposed Alternative 4, and has prepared the following summary narrative with a cumulative estimate of probable cost.</p>
1.03.1	<p>12,145 SF is referenced as the total area of dwelling space on site. The City Assessor's data references 9,169 SF for the multifamily residential building. Presumably the additional three thousand SF represents the covered parking garage area and gazebo, not proposed to be retained. It should be noted that the landscaped courtyard will not be retained in its present form. However a cost for its "interpretive" reconstruction in the proposed scheme should be assessed, estimated in the range of \$XX to \$XX.</p>
1.03.2	<p>It is presumed that salvage of the materials in east and west wings proposed to be demolished in DEIR Alternative 4 will be emphasized. This may adjust upwards a value assigned for demolition of these wings, which is not present in the current summary. Anticipated cost for a selective removal and disassembly of the existing construction allowing retention or reuse could range from \$XX to \$XX.</p>
1.03.3	<p>Further cost issues would arise from the code-required structural upgrades and adjustments required <i>behind</i> the facades. Judging from the construction notes shown on the 1935 drawings, the 9936 Durant structure is of a comparably lightweight Type 5 construction.</p>

	<p>Structural framing is noted as 2x4 exterior and bearing walls, and 2x2 and 2x4 interior walls. Roof framing is entirely composed of 2x4 framing. Costs associated with the temporary support required for bracing the disassembled units for transport, and then for the required work for providing required upgrades to the current structural conditions, framing sizes, connections, and shear wall requirements should be figured in the costs for reuse. Equally, costs for repair of finish material following the removal of temporary bracing should be included.</p> <p>Anticipated cost for an upgraded structural system conforming to current code requirements and comparable to the newly constructed units could range from \$XX to \$XX.</p>
1.03.4	<p>Mechanical design issues are specifically unaddressed. Existing later additions of roof mounted units of varying equipment types are not compatible aesthetically with the structure. It is likely the required structural support is not adequately provided by the original roof framing, composed entirely of 2x4 members.</p> <p>Anticipated cost for a completely new mechanical system to provide contemporary comfort levels comparable for the newly constructed units could range from \$XX to \$XX.</p>
1.03.5	<p>Electrical design issues are specifically unaddressed.</p> <p>Anticipated cost for an upgraded system conforming to current code requirements could range from \$XX to \$XX.</p>
1.03.6	<p>Plumbing design issues are specifically unaddressed.</p> <p>Anticipated cost for an upgraded system conforming to current code requirements, and including a new fire sprinkler protection system, could range from \$XX to \$XX.</p>
1.03.7	<p>Three groups of elements termed "character defining" by Spectra's assessment appear limited to the front metal balcony, windows, doors and shutters and door hardware. It appears to understate the total extent of material which may be defined in this way (examples given, but not limited to, include exterior light fixtures, lattice/trellis, gazebo, projected bay window units, exterior trim details including cupola and vent screens). Further, the windows and doors are noted in the original contract document set dated 3 May 1935 as standard "stock colonial" windows & doors on the fenestration schedule. These do not appear to be character defining as an example of outstanding construction or detail, but merely as contributors to the style.</p> <p>A range of costs associated with increase in scope for sufficiently representing and addressing character-defining features would be \$XX to \$XX.</p>

1.03.8	Design and construction detailing of the connection for the existing construction to be removed and re-placed, with the proposed new four story construction behind it, has not be quantified. Given a different construction type and classification exists, this will be challenging to accommodate. A cost ranging from \$XX to in excess of \$XX should be included.
1.03.9	Design and construction to correct the fire and life safety code deficiencies present in the existing construction should be allowed. This would include correction or addition of current code requirements for rated wall assemblies, fire and draft stops, and other performance requirements. An estimate for probable cost for correcting known and undiscovered conditions could range from \$XX to in excess of \$XX
1.03.10	A figure should be set for remediation and correction of the noted presence of both termite damage and asbestos-containing materials in the existing construction. An estimate of probable cost for correcting known and undiscovered conditions could range from \$XX to in excess of \$XX

Cumulative estimate concept for probable cost:			
#	Description	Low estimate	High Estimate
	Logistics of Building Move	850,000	850,000
	Storage (\$60K cost given per six months)	60,000	120,000
	Required upgrades (see 1.03 for breakdown)	450,000	(refer to items,1.03)
	Character-defining: front metal balcony	87,000	
	Character-defining: windows/doors/shutters	275,000	
	Character-defining: hardware	50,000	
	Relocation-caused cosmetic repairs	157,000	(refer to 1.03.3)
1.03.1	“Interpretive” courtyard reconstruction		
1.03.2	Material salvage in demolition of wings		
1.03.3	Structural upgrades, not related to temporary bracing for the move		
1.03.4	New mechanical system, including finish construction alterations		
1.03.5	New electrical system, including finish construction alterations		
1.03.6	New plumbing system, including finish construction alterations		
1.03.7	Additional character-defining features:		
1.03.7.1	>Exterior lighting		
1.03.7.2	>>Exterior lattice/trellis		
1.03.7.3	>>>Exterior gazebo		
1.03.7.4	>>>>Exterior cupola and vent screens		
1.03.8	Construction detailing of connection to new structure at former east and west wings		
1.03.9	Remediation / correction of fire & life safety code deficiencies in the existing construction		
1.03.10	Remediation / correction of termite damage and asbestos-containing materials		
	Undocumented/unanticipated conditions, based as a percentage of construction cost		
	TOTALS		

Summary Conclusion:

Given the summary of project costs associated with Alternative 4 defined in Chapter Five of the Draft EIR, several comments must be considered in addition to the substantial probable costs associated with this alternative:

- Is Alternative 4 truly “feasible” as defined for a financial requirement to require of the property owner?
- Is the presumed cultural-historical value of this property in alignment with the cost to preserve a part of it?
- If Alternative 4 is required, what exactly has been saved? Consider the following:
 - The *size and proportion* of the landscaped courtyard is lost, along with the two-story east and west wings of the original structure which once defined it;
 - The *quality* of the landscaped courtyard is lost, given that a four-story structure would rise along the southwest side of the site. Combined with the five-story structure adjacent to the site to the west, the natural light conditions which are present would be lost;
 - The original design *integrity* of the U-shaped building along with its internal plan design has been compromised by the destruction of the two-story east and west wings, resulting in a rectangular shape not conforming to the original character;
 - The great majority of the façade finish is cement plaster stucco, which would be unable to be retained due to the move, and therefore lose its material integrity through replacement;
 - Consequently these losses of design, setting, materials, workmanship, feeling, and association creates a scenario where there is insufficient historical physical character to adequately represent the historic period and associations.
- Does this alternative negatively impact the existing structure after the move and subsequent re-placement with the new construction in such a manner to allow the presumed qualifications for a listing on a register of historical resources?
- Is the result of this Alternative compliant on its own merits with the Secretary of the Interior’s Standards?

It is suggested that the impact of Alternative 4 on whatever merit or residual value the existing structure may have as a historic resource is substantially reduced following its move and reinstatement. Associated financial costs for this exercise and the impact on cultural historical resources create an infeasibility that disqualifies Alternative 4 from any serious consideration as an option.

Memorandum issue date 18 December 2009

George Taylor Loudon AIA
Historical Architect
Historical Architecture Consultant

8936 Durant Drive Proposed Project Cost Estimation
 1. Contact information for the development team.

Gate One Properties, LLC
 PO Box 492016, Los Angeles, CA 90049
 310-991-3020

2. Development cost assumptions for each of the identified development scopes.
 The assumptions that will need to be submitted are:

	\$4,400,000
a. Property acquisition cost:	
b. Direct construction costs:*	See Worksheet: Cost Breakdown
i. Site work costs	\$815,000
ii. Parking costs	\$1,300,000
iii. Building costs	\$3,595,000
iv. General contractor costs	\$403,200
v. extra cost due to Green Design approximate 10% of cost	\$500,000
TOTAL	\$6,613,200
c. Indirect Costs:*	See Worksheet: Plans & Permit
i. Architecture, engineering and consulting costs	\$350,000
ii. Public permits and fees costs	\$530,000
iii. Taxes, legal and accounting costs	\$290,000
iv. Insurance costs	\$450,000
v. Marketing costs	\$200,000
vi. Developer Fee	\$150,000
TOTAL	\$1,970,000

d. Financing Costs and Closing Costs:*	
i. Interest costs incurred during construction and absorption	\$600,000
ii. Loan origination fees	\$145,000
iii. Home buyer warranties	\$350,000
iv. Sales commissions	\$900,000
v. Closing costs (Approximate: \$34000.00 per unit)	\$442,000
TOTAL	\$2,637,000
Grand Total Cost	\$15,620,200

3. Sales revenue projections for the units (Approximate sales at around \$800/SqFt)* \$19,000,000 Sales Estimated for 11 Units only -

4. Identification of the estimated construction period and the projected absorption period. 30 months

Proposed Project's Square Footage	24,906
Estimated Final Cost Per Square Foot	\$627.17

* The costs and sales revenues have been calculated and estimated based on conversations and consultations with various contractors, consultants, loan and real estate brokers.

	Proposed Project		Alternative 4		Alternative 3	
	SqFt ratio - Conversion	New Conversion	SqFt ratio - Conversion	New Conversion	SqFt ratio - Conversion	New Conversion
	4584	13050	17634	9169	15469	6300
	0.2589852365	0.740047635	0.2589852365	0.592733855	0.407286145	0.407286145
a. Property acquisition cost:	\$4,400,000	\$1,143,790	\$3,256,210	\$2,608,029	\$1,791,971	\$331,922
b. Direct construction costs:	See Worksheet: Cost Breakdown	\$0	\$603,139	\$0	\$770,554	\$529,446
i. Site work costs	\$815,000	\$337,938	\$982,062	\$1,300,000	\$1,464,122	\$164,210
ii. Parking costs	\$1,300,000	\$1,300,000	\$2,983,387	\$0	\$0	\$203,633
iii. Building costs**	\$3,595,000	\$0	\$370,024	\$2,070,554	\$2,361,411	\$142,543
iv. General contractor costs	\$403,200	\$0	\$4,290,944	\$0	\$0	\$215,851
v. Extra cost due to Green Design approximate 10% of cost	\$500,000	\$1,637,938	\$0	\$0	\$0	\$118,107
TOTAL	\$6,013,200	\$1,637,938	\$4,290,944	\$2,070,554	\$2,361,411	\$183,270
c. Indirect Costs:	See Worksheet: Plans & Permit	\$0	\$259,017	\$0	\$0	\$81,453
i. Architecture, engineering and consulting costs	\$350,000	\$0	\$392,225	\$314,149	\$215,851	\$61,080
ii. Public permits and fees costs	\$530,000	\$137,775	\$214,614	\$171,883	\$118,107	\$802,314
iii. Taxes, legal and accounting costs	\$290,000	\$75,396	\$333,021	\$286,730	\$0	\$0
iv. Insurance costs	\$450,000	\$116,979	\$148,010	\$0	\$0	\$0
v. Marketing costs	\$200,000	\$0	\$111,007	\$0	\$0	\$0
vi. Developer Fee	\$150,000	\$0	\$1,457,894	\$752,772	\$0	\$0
TOTAL	\$1,970,000	\$330,140	\$1,457,894	\$752,772	\$0	\$0
d. Financing Costs and Closing Costs:						
i. Interest costs incurred during construction and absorption	\$800,000	\$207,962	\$592,038	\$474,187	\$325,813	\$59,054
ii. Loan origination fees	\$145,000	\$37,693	\$107,307	\$85,946	\$207,457	\$142,543
iii. Home buyer warranties	\$350,000	\$80,983	\$259,017	\$233,957	\$533,460	\$366,540
iv. Sales commissions	\$900,000	\$233,957	\$666,043	\$327,101	\$261,988	\$180,012
v. Closing costs (Approximate: \$34000.00 per unit)	\$442,000	\$114,899	\$327,101	\$1,951,506	\$1,563,039	\$1,073,961
TOTAL	\$2,637,000	\$685,494	\$1,951,506	\$1,563,039	\$1,073,961	\$602,967
Grand Total Cost	\$15,620,200	\$3,797,362	\$10,956,553	\$6,994,394	\$6,029,657	\$6,029,657
Identification of the estimated construction period and the projected absorption period.	30 months					
Proposed Project's Square Footage	24,906	4584	13050	9169	6300	6300
Estimated Final Cost Per Square Foot	\$627.17	\$828.39	\$839.58	\$762.83	\$957.09	\$957.09

** \$1,300,000 building cost for the converted units is the additional cost incurred by moving, bringing back, and upgrading the existing structure.

ALTERNATIVE 3 – NEW FOUR STORY BUILDING AT REAR OF EXISTING BUILDING

EIR for 0636 Durant Drive - Section 5-10

"Under Alternative 3 a new, four-story residential building would be constructed at the rear of the property, immediately adjacent to the main building"
 "The new residential building at the rear of the property would add approximately 6,300 square feet, and up to four units, for a total of 18,445 square."

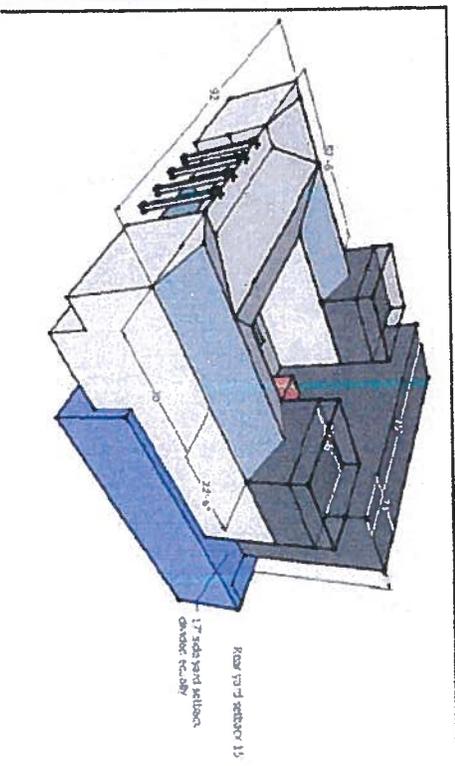
Assessor's office (webpage) reports the existing building's area to be 9,189 Square Foot.
 12,145 square foot area indicated in EIR appears to be incorrect

75 X 21 = 1,575
 1,575 X 4 = 6,300 Appears to be the maximum UNATTAINABLE living area of the new addition
 9,189 + 6300 = 15,489

Estimated Construction Cost	
# units in new area	6
# units converted	3
Estimated Sq Ft in new area	6300
Estimated Sq Ft in converted area	9189
New Condo Estimated Cost / SqFt	\$957
Converted Condo Estimated Cost / SqFt	\$763
Total Construction cost of new condos	\$6,028,100.00
Total construction cost of converted condos	\$6,995,947.00
Total Estimated Construction Cost	\$13,025,047.00

Option - assuming half the property occupied by the old structure and half with a four story structure

# units in new area	6	
# units converted	3	
Estimated Sq Ft in new area	6300	
Estimated Sq Ft in converted area	9189	
New Condo Market Price / SqFt	\$800	
Converted Condo Market Price / SqFt	\$800	
Total Sale of new condos	Price/SqFt X Total Bldg SqFt	\$5,040,000.00
Total Sale of converted condos	Price/SqFt X Total Bldg SqFt	\$5,501,400.00
Total Sale		\$10,541,400.00
Total Economical outcome of proposed alternative (profit/ loss)		1055
		-\$2,483,647



ALTERNATIVE 4 - NEW FOUR STORY BUILDING AT REAR OF EXISTING BUILDING WITH TRUNCATED EAST AND WEST WINGS

EIR for 9936 Durant Drive - Section S-14

"Under Alternative 4, the east and west wings of the main building would be truncated by approximately half, as would be the landscaped courtyard."

"The new residential building at the rear of the property would add approximately 12,332 square feet for a total of approximately 24,071 square feet."

Assessor's office (websites) reports the existing building's area to be 9,169 Square Foot.
12,145 square foot area indicated in EIR appears to be incorrect

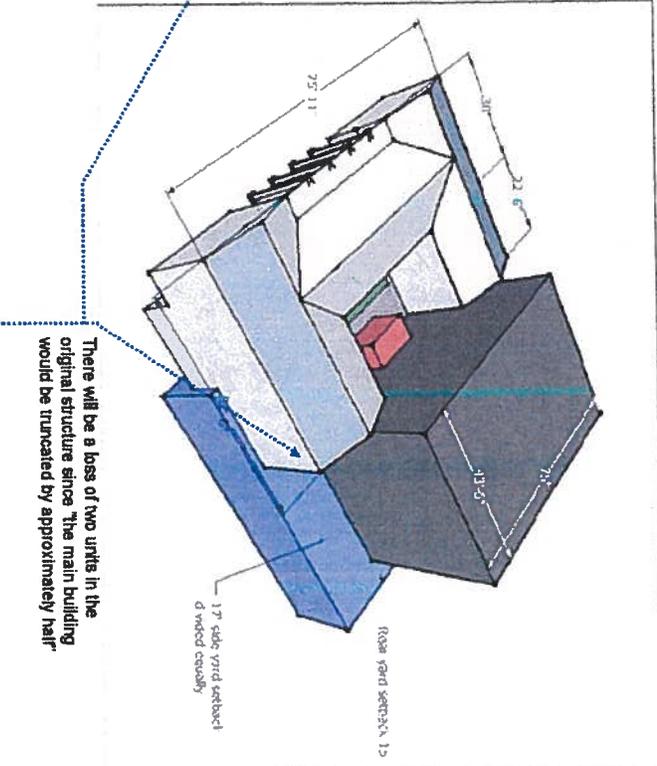
$43.5 \times 75 = 3,262.5$
 $3,262.5 \times 4 = 13,050$

Half of the existing living area would be about 4,584
The maximum total UNATTAINABLE living area for this alternative would be 17,634 Square Foot

Estimated Construction Cost		
# units in new area	6	
# units converted	3	
Estimated Sq Ft in new area	13050	
Estimated Sq Ft in converted area	4584	
New Condo Estimated Cost / SqFt	\$939	
Converted Condo Estimated Cost / SqFt	\$828	
Total Sale of new condos	Price/SqFt X Total Bldg SqFt	\$10,948,950.00
Total Sale of converted condos	Price/SqFt X Total Bldg SqFt	\$3,795,552.00
Total Estimated Construction Cost		\$14,744,502.00

Option - assuming half the property occupied by the old structure and half with a four story structure		
# units in new area	6	
# units converted	3	
Estimated Sq Ft in new area	13050	
Estimated Sq Ft in converted area	4584	
New Condo Market Price / SqFt	\$800	
Converted Condo Market Price / SqFt	\$800	
Total Sale of new condos	Price/SqFt X Total Bldg SqFt	\$10,440,000.00
Total Sale of converted condos	Price/SqFt X Total Bldg SqFt	\$2,750,400.00
Total Sale		\$13,190,400.00

Total Economical outcome of proposed alternative (profit/loss) loss -\$1,554,102



HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Name: Villa Riviera	Original Amount: \$3,500,000	Project Type: Historic Restoration	
Client Organization: Villa Riviera HOA	Final Amount: \$5,000,000	Project Square Footage: 14 Stories 134 Units	Project Completion Date: January 2009
Project Location: Long Beach, CA		Scope Of Work: Historic Repair Historic Restoration Lead Based Paint Removal Mold Remediation Selective Demolition Historic Spire Stabilization Complete Façade Restoration Waterproofing Painting Coating Wood Restoration Rough Carpentry Finish Carpentry Lath and Plaster Ornamental Plaster Repair Spall Repair Window Restoration Glass and Glazing Interior Common Areas Gilding Faux Finish Bronze Powder Coating Door Replication Lighting Gold Leaf/Decorative Painting	
			
			
Client Contact Name: Ana Maria McGuan		Client Contact Telephone: (562) 436-4732	
Client Address: 800 E. Ocean Blvd., Long Beach, CA			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Description:

The Villa Riviera was completed in 1929 as a residential stock co-operative (or "own-your-own") apartment building. At the time, it was the second tallest building in Southern California only after Los Angeles City Hall. The building was one of a group of high-rise buildings (apartment, hotels and clubs) constructed along Ocean Avenue to take advantage of the beach and increasing tourist trade. The building is one of the most significant landmarks in Long Beach and serves as the visual focal point and entrance to downtown Long Beach. The Villa Riviera was declared a City Landmark in 1979 and placed on the National Registry of Historic Places in 1996.

The U shaped building has splayed wings that provide additional ocean views. It is a steel frame and reinforced concrete structure that is 277 feet tall. It is organized in a classical tripartite composition with a one-story base, a more detailed shaft and a highly elaborated attic with a steeply pitched hip copper roof. The focal point is the ornate octagonal tower. The cement plaster on the walls used two types of textures to simulate masonry. Decorative details were used of cast stone, cement plaster run moldings, and waste mold panels.

This is the first major restoration project of the building. The first phase is the exterior restoration which began in 2007. The project included the remediation of 10 layers of lead based and water based paint, using a chemical removal process. Three missing pairs of the original cast stone gargoyles were duplicated. Molds were made and new sets were replicated to match the original specimens. All decorative plaster was repaired and replicated. Approximately 1,600 steel windows were surveyed and restored. The original bronze front entry doors were reconstructed using the original detailed plans and photographs. The cast iron side doorframes were restored and new doors to match the original were installed. The final touch was the painting of the building using the original color scheme.

The Villa Riviera is on the Federal and State Historic Registry. Its location on the waterfront and proximity to the Downtown makes it a landmark and icon in the City of Long Beach. The restoration was helped to beautify the Downtown and beachfront areas.

Size: 14 Stories, 134 Units

Completed: January 2009

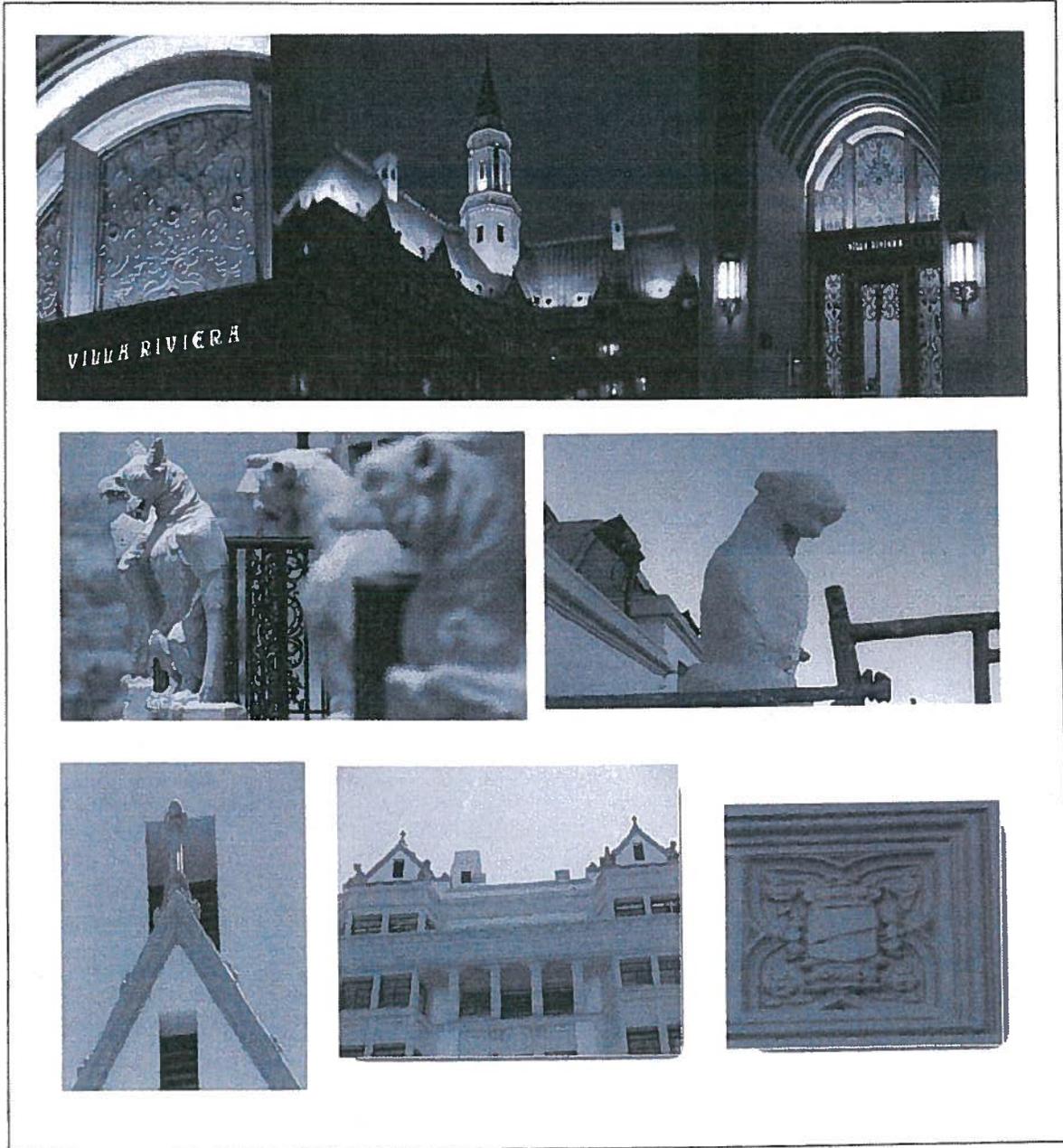
Awards

2009 Preservation Design Award from The California Preservation Foundation

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

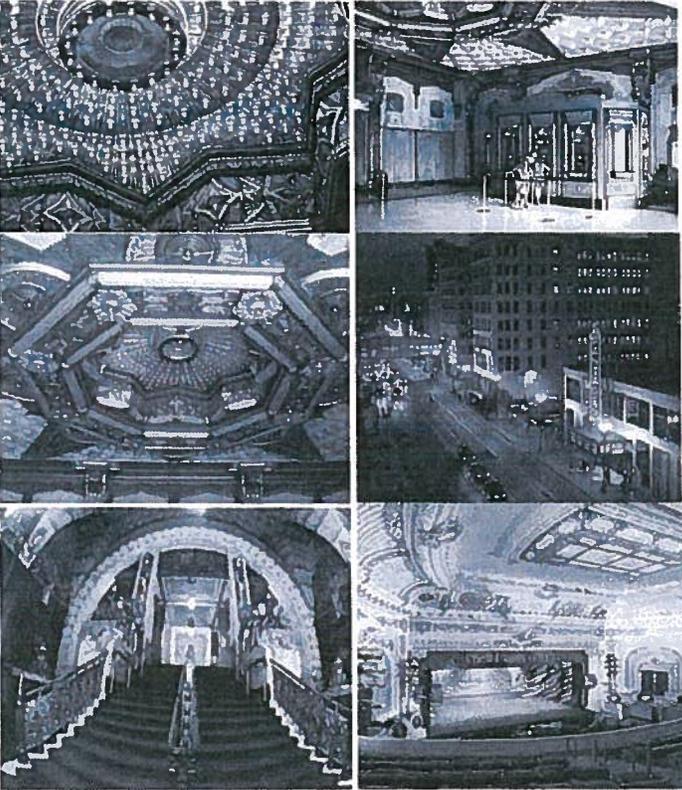
SPECTRA COMPANY



HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Name: Pantages Theatre	Original Amount: \$3,500,000	Project Type: Historic Restoration	
Client Organization: Nederlander Company	Final Amount: \$3,000,000	Project Square Footage: 100,000 sq ft	Project Completion Date: 2001
Project Location: Hollywood, CA 		Scope of Work: Historic Restoration Façade Restoration Selective Demolition Rough Carpentry Lathe and Plaster Ornamental Plaster Repair Doors and Hardware Marble Tile (lobby) Storefront Windows Waterproofing Painting Faux finish Brass Refinishing Wood Restoration Spall and Crack Repair Elastomeric Coating Lighting Finishes	
Client Contact Name: Paul Gray Construction Manager Contact: Wexco Management, Steven Wexler		Client Contact Telephone: (213) 305-2976 Construction Manager Contact: (310) 306-3877	
Client Address: 6233 Hollywood Boulevard, Hollywood, CA			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Description:

The Pantages Theater is one of today's leading venues for theatre in Los Angeles. Not only is it a favorite for theatre, but for television, movies and music videos. It was even the venue for the Academy Awards for many years.

Opened on June 4, 1930, by Alexander Pantages the theatre was completed for \$1.25 Million which today would equal nearly \$10 million. Although the Wall Street Crash occurred during construction of this grand theatre, no expense was spared.

In 1949, the Pantages was taken over by Howard Hughes as a part of his chain of theatres. In 1959, Universal Pictures booked Spartacus at the Pantages. This required a reduction of the theatre's seating to 1,512 seats, thus moving the Academy Awards to a different location. Pacific Theatres purchased the Pantages in 1967. The 1977 restoration returned the Pantages to its original 2,691 seat capacity.

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

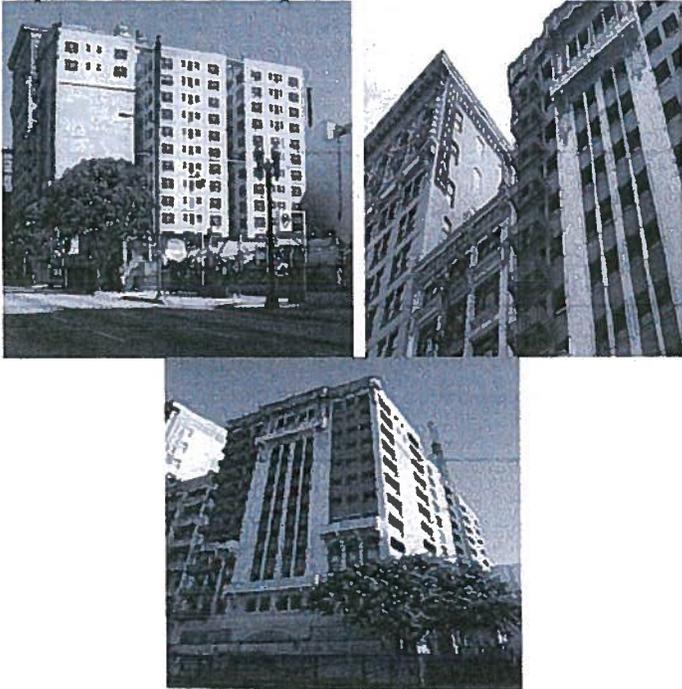
SPECTRA COMPANY

Project Name: Old San Diego Gas and Electric Building	Original Amount: \$1,100,000	Project Type: Historic Restoration	
Client Organization: Bosa Development	Final Amount: \$1,100,000	Project Square Footage: 300,000 sq ft	Project Completion Date: August 2006
Project Location: San Diego, CA 		Scope of Work: Historic Repair Historic Restoration Selective Demolition Concrete Repair Spall and Crack Repair Epoxy Injection Plaster Repair Window Restoration Door Restoration Hardware Ornament Plaster Replication Waterproofing Painting Metal Restoration	
Client Contact Name: BOSA Development; Dave McCall Architect/Engineer: Christian Wheeler Engineering		Client Contact Telephone: (619) 702-0760 Architect/Engineer Telephone: (858) 496-9760	
Client Address: 700 W. East Street, San Diego, CA			
Project Description: Originally built in 1911, the Old SDGE Building in San Diego was built to house boilers and turbines for John D. Spreckles new San Diego Electrical Railway Company. In 1921, San Diego Gas and Electric (SDGE) purchased the building and expanded. In 2003, Bosa Development began to control the historic site. It wasn't until August of 2004 that construction of the Electra began. Standing at 43 stories, the Electra is now the highest residential building in San Diego. Preserving the historic structure of the Old SDGE building proved to be an unusual process. The historic structure now houses the new Electra's main lobby, the interior balcony of the Old SDGE building has become a large meeting space for the Electra and the 5 th floor rooftop is now an exercise facility. Although unusual, the preservation of this historic site has only added to the splendor and beauty of the Electra.			

HISTORIC RESTORATION REFERENCES

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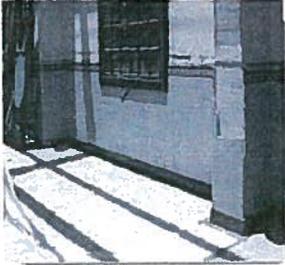
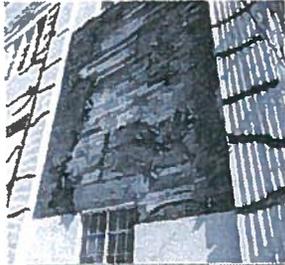
SPECTRA COMPANY

Project Name: El Dorado Lofts	Original Amount: \$500,000	Project Type: Historic Restoration	
Client Organization: City Constructors	Final Amount: \$1,000,000	Project Square Footage: 200,000 sq ft	Project Completion Date: Ongoing
Project Location: Los Angeles, CA		Scope of Work:	
		Façade Restoration Waterproofing Concrete Restoration Terra Cotta Restoration Lead Remediation Ornamental Plaster Repair Brick Repointing Faux Finish	
Client Contact Name: Ron Truglia		Client Contact Telephone: (213) 272-0175	
Client Address: 416 S. Spring Street, Los Angeles, CA 90013			
Project Description: The former residence of Hollywood's well known actor Charlie Chaplin, the El Dorado Lofts Lobby is thought to be one of the largest collections of Batchelder Tiles in the United States. Spectra worked to restore the complete terra cotta façade, the decorative plaster lobby, the Batchelder tile, as well as waterproofing the entire building.			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Name: Glenarm Power Plant	Project Type: Historic Restoration		
Client Organization: City of Pasadena	Project Amount: \$1,000,000	Project Square Footage: 200,000	Project Completion Date: 2008
Project Location: Pasadena, CA		Scope of Work: Façade Restoration Waterproofing Concrete Restoration Terra Cotta Restoration Lead Remediation Ornamental Plaster Repair Brick Repointing Faux Finish	
 Pre-Restoration		 Post- Restoration	
 Pre-Restoration		 Post-Restoration	
			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Client Contact Name: City Of Pasadena – Historic Resources Group; Peyton Hall	Client Contact Telephone: (323) 469-2349
Project Description: Designated a Historic Monument by the city of Pasadena, The Glenarm Power Plant is a very practical but yet beautiful building. The fountain, which is an icon to the city of Pasadena was designed to function as a cooling tower for the generating equipment. The fountain is also a part of the Historic Monument.	

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

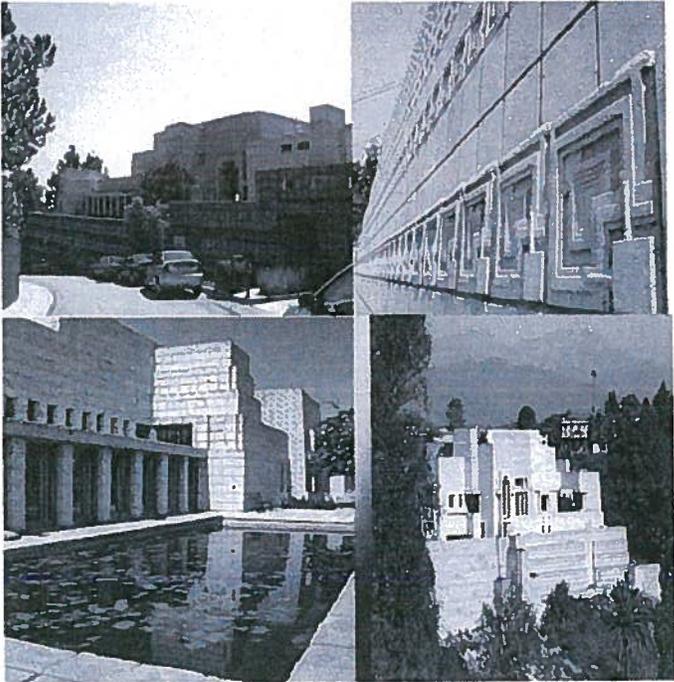
SPECTRA COMPANY

Project Name: George Key Ranch	Project Type: Historic Restoration		
Client Organization:	Project Amount: \$300,000	Project Square Footage: 4,500 sq ft	Project Completion Date: June 2006
Project Location: Placentia, CA  		Scope of Work: Historic Restoration Seismic Retrofit Demolition Wood Shake Roofing Waterproofing Rough Carpentry	
Client Contact Name: Scott Dessort Construction Management Firm: KPFF Consulting Engineers; Chester Chung		Client Contact Telephone: (714) 567-6569 Construction Management Contact: (949) 567-6569	
Project Description: George Key and his wife came to Placentia, CA in 1893. George served as the superintendent of the 110 acre Southern California Semi-Tropical Fruit Company Ranch. The year they arrived in Placentia, they purchased 20 acres of land. It was there that he planted 12 acres of the ranch with Valencia Oranges. In 1898, George Key then built a two and a half story home on the ranch; the home wouldn't be complete until 1908. Beginning in the late 1950's, George Key began to sell parts of the ranch. In 1980, there were 2.2 acres that still remained and now house the home, garden, museum and one acre orange grove.			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Name: Frank Lloyd Wright's Ennis House		Project Type: Historic Restoration	
Client Organization: Ennis House Foundation		Project Amount: \$250,000	Project Square Footage: 6,000
		Project Completion Date: 2008	
Project Location: Los Angeles, CA		Scope of Work: Conservationist Cleaning Mold Remediation Asbestos Remediation Lead Remediation Historic Window Restoration Caulking and Sealing	
			
Client Contact Name: Scott Pons		Client Contact Telephone: (213) 271-1939	
Client Address: 2655 Glendower Ave., Los Angeles, CA 90027			
Project Description: <p>Being responsible for restoring the legacy of a Frank Lloyd Wright masterpiece is a task for which Spectra Company is uniquely qualified. As President Ray Adamyk recently noted "We consider our restoration work on this landmark structure to be a source of national pride that we share with the American public."</p>			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

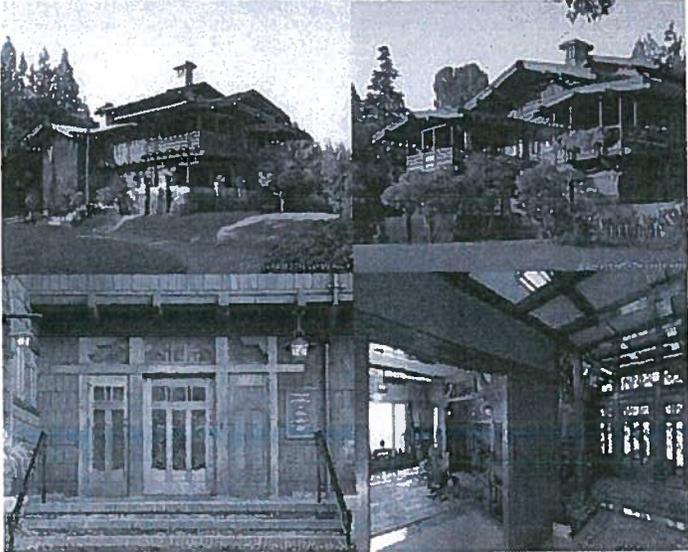
Located in Los Angeles, the Ennis House is one of Frank Lloyd Wright's 1924 first residences constructed of concrete 'textile block'. This magnificent example of Wright's genius has been studied by architects, architectural historians and preservationists from around the world.

Listed by the U.S. Department of the Interiors' National Register of Historic Places, the Ennis House has continued to captivate admirers for over 90 years. The home has also been designated a Cultural Heritage Monument by the City of Los Angeles and a California State Landmark.

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Name: Gamble House	Original Amount: \$100,000	Project Type: Historic Restoration	
Client Organization: City of Pasadena	Final Amount: \$150,000	Project Square Footage: 5,000 sq ft	Project Completion Date: 2003
Project Location: Pasadena, CA 		Scope of Work: Historic Restoration Window Restoration Door Restoration Wood Trim Restoration Lead Abatement	
Consultant Contact Name: Peyton Hall		Consultant Contact Telephone: (323) 469-2349	
Construction Manager Contact: George Cavanaugh		Construction Manager Contact: (323) 620-1510	
Client Address: 4 Westmoreland Place, Pasadena, CA			

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

Project Description:

The Gamble House, designed in 1908 by architects Greene & Greene was created as a retirement home for David and Mary Gamble. For years the couple had spent winters and vacations in resorts in Pasadena; by 1907 they decided to build a permanent home in Pasadena.

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

PARTIAL HISTORIC REFERENCE LIST

- Hollywood Roosevelt Hotel, Hollywood
- The Gamble House, Pasadena,
- Pantages Theatre, Hollywood
- Village Theatre, Westwood,
- Melrose Abbey, Anaheim
- Grove Theatre, Upland CA
- Santa Anita Racetrack, Arcadia,
- Bruin Theatre, Westwood
- Del Mar Station/Santa Fe Depot, Pasadena
- Historic Gas Lofts, Los Angeles
- Toews Residence, Rancho Cucamonga
- Taft Building, Hollywood,
- Celebrity Theatre, Hollywood,
- Vista de Arroyo, Pasadena
- Villa Riviera, Long Beach, CA
- Walker Building, Long Beach, CA
- Old San Diego Gas & Electric, San Diego
- North Park Theater, San Diego
- Bradbury Building, Los Angeles
- Television Center, Hollywood
- Padua Hills Theatre, Claremont, CA
- Alex Theater, Glendale
- Kraemer Residence, Placentia
- The Legend, San Diego
- Pacific Electric, Los Angeles
- Union Building, Los Angeles
- George Key Ranch, Placentia
- Subway Terminal Building, Los Angeles
- Los Angeles Times Building, Los Angeles
- Richard Nixon Library & Birthplace, Yorba
Linda
- Forest Lawn, Glendale Ca
- El Toro Memorial Park, El Toro
- Broadway Civic Center, Los Angeles
- Sportsmen's Lodge, Studio City
- Biltmore Hotel, Los Angeles
- Pacific Electric, Los Angeles
- Glenarm Power Plant, Pasadena CA
- Village Fox Theater, Pomona
- Muckenthaler Cultural Center, Fullerton
- Richard Nixon Library
- Old San Diego Police Headquarters, San
Diego

HISTORIC RESTORATION REFERENCES

PROVIDED BY:

SPECTRA COMPANY

- Frolic Room, Hollywood, CA
- El Dorado Lofts, Los Angeles, CA
- Superior Courthouse, Los Angeles, CA
- Hoover Dam, Boulder City, Nevada
- Marion Davies Guesthouse, Santa Monica, CA
- Union Building, Pasadena, CA
- Walker Building, Long Beach, CA
- Wilshire Theater, Santa Monica, CA
- Welman Pack, San Diego, CA
- Union Building, Los Angeles, CA
- One Colorado, Pasadena, CA
- African American Museum, Los Angeles, CA
- Boyle Heights City Hall, Los Angeles, CA
- Aon Center, Los Angeles, CA
- Hollywood Bungalows, Los Angeles, CA

Detailed Review of Proposed EIR Alternative #4

For

9936 Durant Drive

Beverly Hills, California

November 10, 2009



**Century West Associates, LLC
Licensed General Contractors**

Introduction

This report reviews and analyzes a specific alternative proposed by an Environmental Impact Report (EIR SCH# 2008121037) for City of Beverly Hills dated June 2009 in conjunction with a proposed new 13-unit condominium project.

Project Characteristics

The proposed project site is located at 9936 Durant Drive in the City of Beverly Hills. It has the following characteristics:

- Constructed in 1935 on an 11,991 square feet lot.
- Currently contains a 2-story, 28 feet tall, 5-unit building with 9,169 square feet of dwelling space.
- Located on the South side of Durant between Moreno Drive to the West and Lasky Drive to the East.
- There is an existing 15-foot wide alley to the Southern part of the property.
- There is 4-foot clearance between the existing building and adjacent Eastern and Western properties.
- New proposed project shall replace the existing 2-story, 5-unit, 12,145 square feet building with a new 4-story, 13-unit, 22,671 square feet dwelling.

Defined Alternatives

Chapter 5 of the said EIR has summarized the following defined alternatives:

1. No Project / No Change.
2. Condo Conversion.
3. New 4-Story Building at Rear of Existing Building.
4. New 4-Story Building at Rear of Existing Building With Truncated East and West Wings.
5. Contemporary Compatible Design.

Analysis of Alternative 4

This alternative basically proposes truncating the East and West wings of the existing structure and preserving the Northern wing as shown below:



Figure 1 – Aerial View

The proposed wing to be saved is a building with 92 feet in length, 30 feet in depth and 28 feet in height as shown in Figure 2.

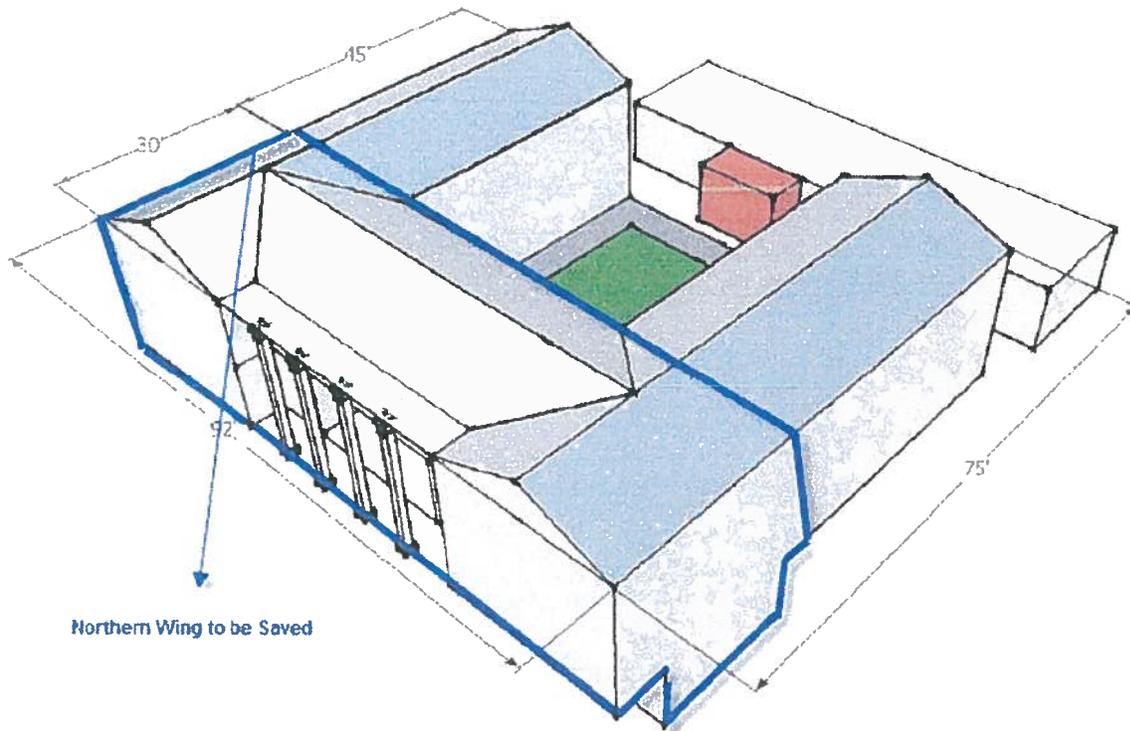


Figure 2 – Existing Structure Sketch

This Report's Goal

This report has reviewed and analyzed the required steps as well as feasibility and ramifications of associated steps to implement ERI's Alternative 4.

Assumptions

1. To build the proposed new structure in the back of the property and meet the required parking spaces, a 2-story subterranean parking structure which covers the total square footage of the existing lot (less required set backs) is required.
2. Such new 2-story subterranean parking structure will obviously need to utilize the area under the Northern Wing which is proposed to be saved.
3. The existing Northern Wing needs to be moved away. The remaining structure shall be demolished. The new required subterranean parking structure shall be erected.

4. The old Northern Wing shall be brought back and placed in its old location per Alternative 4.

Findings

We have outlined our findings, estimated cost and possible feasibility of performing or achieving certain required steps in order to simplify summary and discussion of such findings:

1. Based on the 91 feet length and 28 feet height of the building, as well as the very narrow 4 feet of side yard clearance with the adjacent Eastern & Western properties, it would not be feasible and practical to move the old structure as one unit. Thus the existing Northern Wing must be cut vertically into, at least, two sections. Moving the structure would require the following steps:
 - a. Disconnecting all utilities.
 - b. Cutting the building vertically into 2 equal halves.
 - c. Providing the required bracings and supports to hold each half securely.
 - d. Excavating and exposing the building's foundation and footings.
 - e. Jacking the building up in order to run the required steel beams under the building.
 - f. Utilizing very heavy cranes and lifts to place each half on the trailers.
 - g. To perform processes indicated above will require complete access to and barricading full width of Durant Drive. Therefore, special permits to re-route traffic thru Durant will be required.
2. Further, based on the requirement of the governmental and city agencies along the way from Durant Drive to the final destination, such as required maximum height, the Northern Wing may further be required to be cut horizontally to achieve the required clearance for traffic lights, overhead electrical lines, etc.
3. A piece of property must be identified and secured with the proper permits to temporarily house the transported structure.
4. Our initial search did not find any such site in the City of Beverly Hills or adjacent Santa Monica or West Los Angeles. The closest locations were East of downtown Los Angeles, in the cities of Vernon or Huntington Park which are approximately 20 miles away.
5. Transporting such a load is not allowed on the freeways. Thus, local streets must be traversed which creates the tremendous difficulty of organizing the logistics, obtaining required permits from the cities en route and clearing overhead traffic lights and electrical lines along the way.

6. The following permits are required by the City of Beverly Hills:
 - a. Heavy Hauling Permit.
 - b. Public Right-of-Way Use Permit
 - c. Traffic Plan Approval

The City of Beverly Hills has a limited route for heavy hauling permit as shown below:

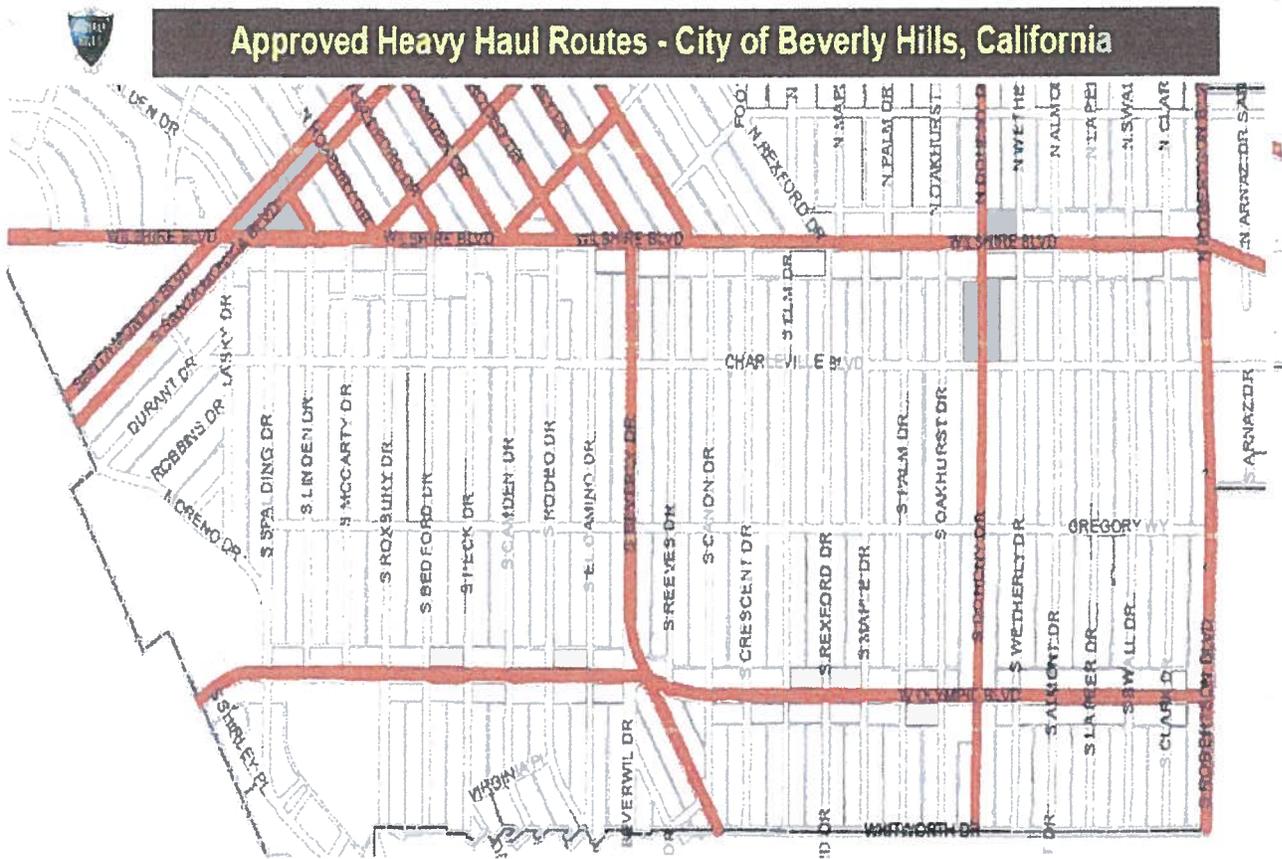


Figure 3 – Authorized Heavy Haul Routes in Beverly Hills

Considering the above map:

- a. The only routes out of Beverly Hills from this project site are Wilshire and Olympic Boulevards, as well as Beverly Drive thru to Pico Boulevard.
- b. The slow pace of transport equipments is estimated to take about 4 hours to clear the City of Beverly Hills boundaries.
- c. Considering the daily heavy traffic and usage of these routes and the fact that because of building's width which will require at least 2 lanes of

traffic and police escort, we are not certain if the City will allow the utilization of these routes during the day.

- d. We considered the utilization of these routes during the off hours as well. However, based on the City of Beverly Hills' ordinance that specifies: *"After Hour Permits are issued only for construction projects located within Commercial Properties. To qualify for an After Hours Permit the construction site must be located a minimum of 500 feet from residential zones. After Hours Permits are not issued for residential projects."*

At this point, based on the above ordinance, we do not think that an after hour permit can be obtained for the purposes of this heavy hauling operation.

7. An asbestos inspection performed indicated presence of asbestos in certain parts of the building. Obviously, the required removal and eradication steps must be taken to get rid of asbestos covered parts before cutting the building in half.
8. A termite inspection was performed which indicated presence of subterranean and dry wood termites.

Findings

The major findings and their considerable impacts are tabulated below:

Item	Description	Impact
1	<ol style="list-style-type: none"> 1. Because of the building's 92 feet length, the building must be cut in half so that moving the building becomes feasible. 2. All utilities such as gas, water & electricity must be first shut off. 3. Preparing the structure for move would require the initial required excavation to expose the building's footings and foundation. The complete foundation then needs to be braced with steel I-Beams, braces and other required retrofitting. 4. Further, because of the age of the structure (over 77 years old), presence of termite in foundation joists and to achieve the required security in moving the said structure, additional retrofitting & reinforcement steps must be taken in order to provide the required stability. 5. The closest identified site to temporarily transfer the structure to is approximately 20 miles away. It should be noted that this trip must be taken round trip and twice because of 2 cut sections. 6. All the required permits such as Heavy Haul permit, Public Right of Way Use Permit, Traffic Approval Permit, Police Escort Permit and removal and re-installation of overhead utility lines such as traffic lights & power lines must be 	<ol style="list-style-type: none"> 1. The cost of 2 round trip hauls including all of the required preparation, retrofitting, insurance and permits is estimated to be around <u>\$850,000.</u>

	obtained and coordinated between different municipalities of Beverly Hills, Los Angeles, Vernon & Huntington Park with separate permits and fees for each City.	
2	An appropriate site must be identified and acquired to store the buildings for a minimum of six months.	The cost of rental for such a site including permit fees, liability and fire insurance premiums is estimated to be about <u>\$60,000.</u>
3	<p>Once the buildings are brought back:</p> <ol style="list-style-type: none"> 1. They need to be reconnected and properly placed on appropriate foundations. 2. We expect that the old structure would need to be brought up to the existing building codes for structure, electrical, plumbing, fire sprinklers and other related items. 3. Further, moving such a massive structure back and forth for such a long distance has a very <u>high probability</u> of causing damage to the exterior stucco and other structural parts of the building requiring repairs and corrections. 4. Based on our experience such a move will definitely cause cracks in the exterior stucco and other support membranes which will have to be completely replaced as well as the roofing, plumbing, gas lines and electrical lines upgrades. Additionally, the interior of the building will need to be upgraded and redone. 	The cost for this item based on the extent of required retrofitting, repair and building code upgrade is estimated to be about <u>\$450,000.</u>
4	Moving these 2 massive buildings twice through the allowed routes in the City of Beverly Hills which are basically designated as Wilshire &	1. We are not certain if the City of Beverly Hills would issue the

	<p>Olympic Blvd or Beverly Drive would cause a great deal of interruption on the traffic of these very congested and highly trafficked roads.</p>	<p>required permit to disrupt 2 lanes of traffic for a period of at least 4-5 hours during the busy daily hours utilizing these busy routes of Wilshire Blvd., Olympic Blvd. or Beverly Drive.</p> <p>2. Based on the City's ordinances and regulations, we are not certain if this project would even qualify to obtain a permit for off hour heavy haul.</p>

Findings Summary

Based on all of the detailed facts stated above, we can summarize the following:

- The total projected cost for all the items associated with moving the structure 20-30 miles away, bringing it back and providing all the required retrofitting, bringing the building up to the code, insurance, permits and engineering costs would be approximately **\$1,360,000.**
- Another very important issue would be if the City of Beverly Hills would issue the required permits for this heavy haul based on all the facts stated above such as:
 - Use of restricted routes for a such a heavy haul within the City of Beverly Hills that happens to be very congested and heavily trafficked corridors of Wilshire, Olympic & Beverly Blvd.
 - Such a move would require the complete dedication of 2 lanes of traffic for a period of 4-5 hours with police escort going thru the City.
 - Obtaining the required permit to completely block the traffic thru Durant Drive for a portion of time while the site and structure is being readied for lifting and hauling away the structures.

- Based on the City ordinances, because of the location of this property which is within 500 feet of other residential properties, working to prepare and hauling away is not even allowed during the off hours.

4. BHMC Sections 10-3-1521-10-3-1530.5, Residential Density Bonus

Article 15.2. Residential Density Bonus

10-3-1520: PURPOSE:

This article specifies the method of providing developer incentives pursuant to California Government Code sections 65915 and 65915.5, or any successor statutes thereto, and provides procedures for waiving or modifying development procedures which would otherwise inhibit the utilization of density bonus incentives on specific sites. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1521: DEFINITIONS:

Unless the context otherwise requires, the following definitions shall govern the construction of this article:

CHILDCARE FACILITY: Shall have the same meaning ascribed to that term by California Government Code section 65915, or its successor statute.

DENSITY BONUS: Shall have the same meaning ascribed to that term by California Government Code section 65915, or its successor statute.

ELIGIBLE HOUSEHOLDS: Includes lower income households, persons and families of low or moderate income, qualifying senior residents, and very low income households.

ELIGIBLE UNITS: Dwelling units that are restricted to occupancy by eligible households.

LOWER INCOME HOUSEHOLDS: Shall have the same meaning ascribed to that term by California Health and Safety Code section 50079.5, or its successor statute.

PERSONS AND FAMILIES OF LOW OR MODERATE INCOME: Shall have the same meaning ascribed to those terms by California Health and Safety Code section 50093, or its successor statute.

QUALIFYING SENIOR RESIDENT: Shall have the same meaning ascribed to the term "qualifying resident" by section 51.3 of the California Civil Code, or its successor statute.

SENIOR CITIZEN HOUSING DEVELOPMENT: Shall have the same meaning ascribed to that term by section 51.3 of the California Civil Code, or its successor statute.

VERY LOW INCOME HOUSEHOLDS: Shall have the same meaning ascribed to that term by California Health and Safety Code section 50105, or its successor. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1522: DENSITY BONUS PERMIT REQUIRED:

No developer shall be granted a density bonus or other incentive pursuant to this article unless that developer has been issued a density bonus permit pursuant to the procedures set forth in this article. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1523: APPLICABILITY OF OTHER REGULATIONS:

Except as otherwise specifically authorized by a density bonus permit, no development shall be constructed pursuant to this article except in compliance with each provision of this chapter that is applicable to the zone in which the development is located, including any requirement for discretionary review of a development project, such as development plan review. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1524: APPLICATIONS:

In addition to any other discretionary review required for a proposed housing project, applications for a density bonus permit shall be filed with the director of community development on a form approved by the director. The application shall be filed concurrently with an application for a development plan review. The fee for processing a density bonus permit application shall be one-half ($1/2$) the fee for processing a development plan review application. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1525: REVIEW OF APPLICATION:

The planning commission shall process the application for a density bonus permit in the same manner as, and concurrently with, the application for a development plan review that is required by article 31 of this chapter for development of a density bonus project. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1526: GRANT OF DENSITY BONUS:

A. Section 65915 Projects: Except as otherwise provided in this article, the planning commission shall grant a density bonus permit to any project for which a density bonus and incentives or concessions are required pursuant to California Government Code section 65915. The density bonus permit shall provide for a density bonus and at least one of the construction incentives described in section 10-3-1526.5 of this article in accordance with the following criteria:

1. Base Density Bonus:

- a. The planning commission shall grant a density bonus permit that authorizes development of a project with a twenty percent (20%) density bonus and at least one of the construction incentives set forth in section 10-3-1526.5 of this article when the applicant for a housing development agrees to construct at least any one of the following:
 - (1) Five percent (5%) of the total units of a housing development for very low income households; or
 - (2) Ten percent (10%) of the total units of a housing development for lower income households; or
 - (3) A senior citizen housing development.
- b. The planning commission shall grant a density bonus permit that authorizes development of a project with a five percent (5%) density bonus and at least one of the construction incentives set forth in section 10-3-1526.5 of this article when the applicant for the housing development agrees to construct ten percent (10%) of the total dwelling units in a condominium project, as defined in subdivision (f) of section 1351 of the California Civil Code or its successor statute, or in a planned development, as defined in subdivision (k) of section 1351 of the California Civil Code or its successor statute, for persons and families of moderate income.

2. Additional Density Bonus: In addition to the base density bonus granted by the planning commission pursuant to subsection A1 of this section, a density bonus permit issued pursuant to this article shall authorize an additional density bonus under the following circumstances:

- a. For each one percent (1%) increase in the number of units above the initial five percent (5%) threshold of units affordable to very low income households, the density bonus shall be increased by two and one-half percent (2.5%) up to a maximum of thirty five percent (35%); or
- b. For each one percent (1%) increase in the number of units above the initial ten percent (10%) threshold of units affordable to lower income households, the density bonus shall be increased by one and one-half percent (1.5%) up to a maximum of thirty five percent (35%); or
- c. For each one percent (1%) increase in the number of units in a condominium development above the initial ten percent (10%) threshold of units affordable to moderate income households, the density bonus shall be increased by one percent (1%) up to a maximum of thirty five percent (35%).

B. Section 65915.5 Projects: If the city is required to issue a density bonus under California Government Code section 65915.5, the density bonus permit shall authorize development of a project with either a twenty five percent (25%) density bonus or with other incentives that are of equivalent financial value to the twenty five percent (25%) density bonus. Such

other incentives shall be limited to financial incentives or any combination of density bonus, financial incentives, and construction incentives set forth in this section and section 10-3-1526.5 of this article.

With regard to construction incentives granted pursuant to this section, any requirement to designate units for lower income or very low income households may be satisfied by designating such units for persons and families of low and moderate income. Similarly, for the purpose of construction incentives granted pursuant to this section, any reference in section 10-3-1526.5 of this article to units designated for lower and very low income households shall include units designated for persons and families of low and moderate income.

C. Fractional Units: For the purposes of this section, all density calculations resulting in fractional units shall be rounded up to the next whole number. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1526.5: GRANT OF CONSTRUCTION INCENTIVES:

A. Number Of Incentives: In addition to the density bonus granted pursuant to section 10-3-1526 of this article, an applicant for any project for which a density bonus and incentives or concessions are required pursuant to California Government Code section 65915 shall be entitled to receive the following number of construction incentives:

1. One incentive for a project that includes at least ten percent (10%) of the total units for lower income households, at least five percent (5%) for very low income households, or at least ten percent (10%) for persons and families of moderate income in a condominium or planned development.
2. Two (2) incentives for a project that includes at least twenty percent (20%) of the total units for lower income households, at least ten percent (10%) for very low income households, or at least twenty percent (20%) for persons and families of moderate income in a condominium or planned development.
3. Three (3) incentives for a project that includes at least thirty percent (30%) of the total units for lower income households, at least fifteen percent (15%) for very low income households, or at least thirty percent (30%) for persons and families of moderate income in a condominium or planned development.

B. Qualifying Incentives: The exact construction incentive(s) to be offered to a project that qualifies for a density bonus pursuant to Government Code section 65915 and section 10-3-1526 of this article shall be determined by the planning commission as part of its review of each application.

- C. Exceptions: Notwithstanding the requirements of this section, with regard to developments that qualify for a construction incentive pursuant to California Government Code section 65915, the planning commission need not provide a construction incentive in addition to the applicable density bonus if the commission makes a written finding, based upon substantial evidence, that either:
1. The requested incentive is not required to encourage the provision of housing at affordable housing costs as defined in California Health and Safety Code section 50052.5 nor is the incentive necessary to encourage the provision of housing at rents that are set as specified in California Government Code section 65915; or
 2. The requested incentive would have a specific adverse impact, as defined in California Government Code section 65589.5 or its successor statute, upon public health and safety or the physical environment or on any real property that is listed in the California Register of Historical Resources and for which there is no feasible method to satisfactorily mitigate or avoid the specific adverse impact without rendering the development unaffordable to low and moderate income households. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1527: LAND DONATIONS; CHILDCARE FACILITIES:

- A. Land Donations: If an applicant for a tentative subdivision map, parcel map, or other residential development approval donates land to the city as provided in California Government Code section 65915, or its successor statute, the planning commission shall grant a density bonus permit that authorizes a density bonus as required by section 65915, or its successor statute.
- B. Childcare Facilities: If the applicant for a project that qualifies for a density bonus pursuant to section 10-3-1526 of this article proposed to include a childcare facility on the premises of, as part of, or adjacent to, the project, the planning commission shall grant the applicant one of the following:
1. An additional density bonus in an amount equal to or greater to the square footage in the childcare facility; or
 2. An additional construction incentive set forth in section 10-3-1526.5 of this article that contributes significantly to the economic feasibility of the construction of the childcare facility.

Notwithstanding the foregoing, the planning commission shall not grant an additional density bonus or construction incentive for a childcare facility if, the commission finds, based on substantial evidence, that the community is already served by adequate childcare facilities. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1528: OCCUPANCY PRIORITY:

A. Displaced Tenants: If tenants are required to vacate existing dwelling units so that an owner or developer may perform any construction, renovation or addition pursuant to a density bonus permit, then each tenant shall be given a right of first refusal to occupy any unit for which the tenant qualifies in the newly constructed or renovated building. Tenants shall be offered the units in the following priority:

1. Households in which at least one member is sixty two (62) years of age or older;
2. Households with the lowest annual income.

B. Lower And Very Low Income Households: After accommodating displaced tenants as provided in subsection A of this section, during the affordability period described in section 10-3-1529 of this article for rental units designated for lower and very low income households, and subject to any limitations imposed by federal or state law, the owner or developer shall offer the designated affordable units in the following priority:

1. Qualified households in which at least one member is:
 - a. Employed by the Beverly Hills Unified School District as a state certified classroom teacher; or
 - b. Employed by the Beverly Hills police department as a sworn law enforcement officer; or
 - c. Employed by the Beverly Hills fire department as a sworn firefighter;
2. Households with the lowest annual income;
3. All other qualified households.

C. Moderate Income Households:

During the initial sale of units designated for sale to moderate income households, and subject to any limitations imposed by federal or state law, the owner or developer shall offer the designated units in the following priority:

1. Qualified households in which at least one member is:
 - a. Employed by the Beverly Hills Unified School District as a state certified classroom teacher; or
 - b. Employed by the Beverly Hills police department as a sworn law enforcement officer; or

- c. Employed by the Beverly Hills fire department as a sworn firefighter;
2. Households with the lowest annual income;
3. All other qualified households. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1529: ELIGIBILITY GUARANTEES:

Prior to the construction of a development project pursuant to a density bonus permit, the developer shall ensure continued affordability of units designated for lower and very low income households to the satisfaction of the city attorney and as required by California Government Code section 65915 or its successor statute.

Also prior to the construction of a development project pursuant to a density bonus permit, with regard to dwelling units designated for qualifying senior residents, the developer shall ensure continued restriction of those units to qualifying senior residents and qualified permanent residents to the satisfaction of the city attorney and as provided in California Civil Code section 51.3 or its successor statute.

Additionally, prior to the issuance of a density bonus permit for a development in which the units will be sold to moderate income households, the developer shall ensure that the initial occupants of such units meet the applicable income limits to the satisfaction of the city attorney and as required by California Government Code section 65915 or its successor statute. In addition, the developer shall ensure that, upon resale, the city recaptures its proportionate share of the appreciation of such units to the satisfaction of the city attorney and as required by California Government Code section 65915 or its successor statute. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1529.5: WAIVERS:

In addition to any construction incentive requested by an applicant pursuant to section 10-3-1526.5 of this article, if an applicant for a density bonus permit demonstrates that certain zoning or development standards are the sole reason that eligible units cannot be developed in an economically feasible manner on a specific site, and the applicant demonstrates that no other incentive provided in this article will cause development of the eligible units to become economically feasible, then the planning commission may grant a waiver of the subject zoning or development standards as part of the density bonus permit. The applicant shall bear the burden of proving, through substantial evidence, that the waiver or modification is necessary to make the affordable housing units economically feasible. At a minimum, any request for a waiver of zoning or development standards pursuant to this section shall be accompanied by a pro forma or other financial analysis prepared by a qualified expert demonstrating that the proposed waiver or modification is necessary to make the affordable units economically feasible. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1530: APPEALS:

Any decision of the planning commission made pursuant to this article may be appealed by the applicant or any other interested party as provided in title 1, chapter 4, article 1 of this code. (Ord. 05-O-2482, eff. 9-16-2005)

10-3-1530.5: GUIDELINES:

All applications for a density bonus permit shall be processed pursuant to the guidelines for density bonus permit applications approved by the city council and on file in the department of community development. (Ord. 05-O-2482, eff. 9-16-2005)

**5. Planning Commission Sub-Committee
Notes**

**CITY OF BEVERLY HILLS
NOTES
PLANNING COMMISSION SUBCOMMITTEE MEETING
January 13, 2010**

**Durant Project
@
9936 Durant Drive**

On October 22, 2009, The Planning Commission formed of a subcommittee of the Planning Commission regarding the proposed 13-unit condominium project located at 9936 Durant Drive. Commissioners Furie and Yukelson were appointed to this subcommittee.

The Planning Commission Subcommittee held a meeting on January 13, 2010 to discuss the issues related to the project EIR and the proposed alternatives.

Present at the meeting:

Planning Commission Members:	Commissioners Furie and Yukelson
Staff :	David Reyes and Rita Naziri
Applicant:	Judha Farahi, John Farahi, Murray D. Fischer and Taylor Louden

David Reyes presented a summary of the project in relation to the EIR alternatives and the feasibility study that was requested on the project and proposed alternatives on the July 23, 2009, Planning Commission meeting. Murray Fischer noted that the applicant hired Mr. Taylor Louden, a historian architect, to develop a new design that is more compatible with the streetscape. Mr. Taylor noted that the new design incorporates element design that present in the existing and surrounding buildings. He described the new design as an "American Colonial Revival Style" of architecture. He also noted that the building would have a small court yard in the middle which would be twelve foot deep with an architectural feature on the roof top to provide natural lighting in the courtyard and fourth floor would be set back a minimum of ten foot from the edge of the building.

Commission Yukeson noted that the new design is an improvement over the previously proposed design. Commissioner Furie noted that there is a concern regarding the mass and scale of the proposed design. He suggested the following to be considered:

Planning Commission Subcommittee
9936 Durant Drive
January 13, 2010

- to widen the center opening on the second floor to match the ground floor opening(courtyard opening) ;
- to eliminate the architectural feature immediately above the court yard on the roof;
- as part of density bonus incentive, consider to reduce the rear setback by five feet and push the fourth floor further back to reduce the project mass as viewed from street. Staff noted this issue will be studied to make sure such an incentive is available under the density bonus provisions.

Commission Furie also noted that staff should study the availability of “Affordable Housing Fund” instead of density bonus units that would be difficult to monitor after the first sale transaction. Affordable Housing Fund is a fund established and administered by the City, containing in-lieu fees and other funds held and used exclusively to increase and improve the supply of affordable housing. Affordable housing means a development project which one hundred percent of the dwellings to be built will be sold or rented in conformance with the City’s affordable housing standards.

At this meeting, the applicant submitted documentation regarding the feasibility of the EIR alternatives and the proposed project. It was noted that these document will be peer reviewed and outcome will be reported to the Planning Commission.

6. Applicant's E-mail Regarding Project Benefits

David Reyes

From: murray d. fischer [mdfrelaw@earthlink.net]
Sent: Monday, May 17, 2010 11:16 AM
To: Jonathan Lait
Cc: Rita Naziri; David Reyes
Subject: public benefits

1. this project IE alternative 5 meets the objective and criteria design of the American colonial architectural style, which is the predominant style on the street, thus making the design compatible .
- 2.The project provides for two affordable units that will be deeded directly to the city of Beverly Hills or their assignees. this will enable the city to retain control over the usage as far as sale or rental.
- 3This building is designed with less sq. ft. then allowed by code so as to lessen any feel of massing.
- 4.The building exceeds the modulation requirements, especially in the front of the building ,it provides a courtyard which the other building that is being removed had ,and the facade of the building is set back beyond the required set back as to provide a larger distance of set back then is required, which thus reduces the site lines and any potential massing.
5. The building is designed so that the building gives the appearance of a three story building . the fourth floor is further set back from the facade of the front set back to the side walk across the street there is approximately 85 ft. you have 10 +4 +5 +5 +50 +5+5, + you have the fourth floor which is further set back.
- 6.The building provides more parking then allowed under code, plus bicycle parking as it is close in proximity to the high school.
8. the building while applied before the applicable date of the green ordinance has still been designed to meet the cities green ordinance standards.

as to the affordability request the client is applying for two affordable units in compliance with sib 1818. the units maybe considered either low or moderate income as it will be the cities ultimate choice on how they want to market the units.per your letter to me Jonathan that is what we are requesting with an incentive of a reduced rear yard set back .

hopefully this satisfies your request.
should you have any questions please call me.

murray d fischer
EarthLink Revolves Around You.

- 7. A copy of the Master's Thesis by Michael F. Jimmy entitled "Robert Vincent Derrah and the Nautical Moderne, University of Virginia, 1982**

ROBERT VINCENT DERRAH AND
THE NAUTICAL MODERNE

By Michael F Zimny

1982, University of Virginia

INTRODUCTION

In the 1920's and 1930's, a curious variant of the white box European International Style and its popular later variation, the so-called Streamline Moderne, developed: the Nautical Moderne or Le Style Pacquetboat,¹ a purely superficial application of nautical elements--portholes, tubular steel railings, even masts and funnels--to buildings of both expersions. The influence of the nautical in modern architectural design was a short-lived phenomena. It began nearly simultaneously in Europe and the United States in the early 1930's, reached its greatest popularity in the last years of the decade and disappeared almost completely after World War II.

Two of the premier examples of this expression in American design are the former bottling plant and warehouse for Coca-Cola Los Angeles (Los Angeles, 1936) and the Crossroads of the World Shopping Center (Los Angeles, 1936), designed by the architect/engineer Robert Vincent Derrah. It is my intention to examin in detail the career, these and related works of Robert Derrah against the intellectual and popular sources of the movement overall and determine their degree of representation or deviation from it.

Chapter I - The Ocean Liner in European Modernism

Le Style Paquetboat was a hybrid expression, the complex product of a multiplicity of sources. At its simplest, though, the movement was essentially a romantic one, in that it was a conscious search for a particular form to express contemporary thought regarding architectural modernity. Not unlike the Victorian romantic who sought design inspiration from early architectural styles or periods, the 20th century modernist sought his inspiration from a variety of previously considered non-architectural forms: factories, warehouses, grain elevators and transportation machines. In the latter category, the favored object for architectural emulation was the ship or, more specifically, the ocean liner. (Illustrations 1-3)

Through most of the first half of the twentieth century, the ocean liner was an object of an immense social and technological importance. It was celebrated as the ultimate product of technology and invention and hailed as "the largest thing that moves."² It was, indeed, save for a few skyscrapers, the largest singly designed object in the world.³ The ocean liner had its beginnings as a purely utilitarian vehicle to provide weekly mail and passenger service across the North Atlantic between Europe and the United States. In these early years--the late nineteenth and early twentieth centuries--competition was keen among the various lines to establish a reputation for speed and reliability.⁴ To this end, and to provide greater passenger capacities to accommodate

the ever-increasing immigrant traffic, ships began to grow in size and speed. In 1907, the British Cunard Line took the lead in liner speed and size by launching a pair of giant sister ships, the Mauretania and the Lusitania. Acknowledged as the first of the great liners, not only could each carry more passengers than earlier ships--over 2,000--but were much faster due to the more powerful and efficient steam turbine engine.⁵

Competition between the lines for even faster ships continued through the 1920's and the 1930's as each sought the prestige and greater profits of having the fastest liner on the North Atlantic run. But now, to gain even a small increase in speed necessitated the building of ships of unprecedented size to accommodate the required much larger power plant.⁶ Apparently, though, the lines felt the increase in speed, however small, was justified and continued to build ever larger and faster liners. This race for the fastest and conversely the largest culminated in the launching of the North Atlantic's most famous trio of passenger liners: Cunard's Queen Mary (1936) and Queen Elizabeth (1940) and the graceful French Lines' Normandie (1935). Among the largest and fastest liners ever constructed, each measured over 1,000 feet in length and could accommodate over 2,000 passengers and a crew of 1,000.⁷

In their heyday prior to the Second World War, the popular image of these and other great liners regarding their

association with technology and design was best expressed by their stylish advertisements.⁸ A poster for the German Lines' Europa, Bremen and Columbus symbolically aligns its nautical greyhounds with another prominent symbol of the day, the skyscrapers of New York. Expressing a greater association with speed, another depicts the razor-like bow of the Normandie knifing through the waters of the Atlantic. Still others, in attempting to suggest their liner's great size employed a more literal comparison and placed their ships directly against some of man's most famous land-based marvels. Amusing as they might be, such advertisements were a popular expression of the equation the liner enjoyed with land-based architecture, an association some designers would take very seriously.

One of the first land-based designers to propose a serious examination of the ocean liner by members of his profession was the Swiss-born architect Le Corbusier who devoted a chapter of his widely circulated Vers Une Architecture (1927) to the great ships. In a group of chapters subtitled "Eyes Which Do Not See", he praised the steamship as well as the airplane as architectural form-givers, owing to their apparent divorce from the past and especially from the detested "styles" of architecture.⁹ The ship, he noted, was an architecture "pure, neat, clear, clean and healthy", a form marked by "good contrasts between solids and voids, masses and slender elements."¹⁰ Similarly, he praised the great new hero of the 20th century, the engineer, as the

creator of such marvels that "in comparison with which cathedrals are tiny things."¹¹ Le Corbusier did take some liberties in this object-lesson, however, editing his photos to include only long shots of the liners and uncluttered promenade decks to present precisely the purist image he wanted.¹² Certainly he included no interior shots of the liners, at this time a maze of period rooms.

In some of Le Corbusier's own designs, there is the subtle but distinct suggestion of the nautical. This reference can perhaps be best noted in the roof terrace of his famous Villa Savoye (1930) which can, at an admittedly high level abstraction, be taken as the representation of the promenade deck of some great liner. (Illustration 4)

The German architect Eric Mendlesohn also spoke in favor of the ship. In an article for the Berline Tageblatt in 1924, he wrote of the ship as an "iron organism which, for the future, begs to decline your historical decorations."¹³ Like Le Corbusier, he noted that the ship could be used as a visual reference for land-based buildings. He proposed the arrangement of windows in horizontal strips, much as rows of portholes, and the bracing of a building's corners as "the ship commands you to do from the outside."¹⁴ The same romantic note was sounded by the De Stijl architect J. J. P. Oud in 1919:

For it is beyond all doubt that the motor-car, machine, etc. correspond more closely to the socio-

aesthetic tendencies of our own age than do the contemporary manifestations of architecture.¹⁵

Aside from the praise of such prominent designers, the ship itself and seacoast architecture in general--lighthouses, piers, docks, etc.--received considerable attention in the leading architectural journals of the day. The Bremen, Conte di Savoia, Nieu Amsterdam, Orion, Normandie and Queen Mary were some of the ships so illustrated as examples of noteworthy design. However, it was only the flashy passenger liner, not the more utilitarian freighters, warships and other vessels, that were so praised.

A reoccurring theme in many of these articles was the apparent similarities between naval and land-based architecture in regard to design: organization of space, economy of construction, use of materials, etc.¹⁶ Particular attention was given to those liners which broke with tradition regarding interior design. Through the 1920's and the 1930's, most passenger liners resembled gigantic floating hotels, outwardly technological but inwardly luxurious as their owners sought to provide every passenger comfort.¹⁷ The great ships either became a collection of period rooms as were the Lamorciere and Aquitania illustrated in Vers Une Architecture or, in the case of the later Queens and Normandie, a floating version of the 1924 Paris Exposition Internationale des Arts Decoratifs et Industriels Modernes.

The schism between interior and exterior design came under

increasing theoretical as well as economic criticism in the 1930's. Eventually some lines broke away from the traditional interior opulence and employed lay architects to create a new image. Remarkably subdued interiors for the period in naval architecture were created by the noted architects J. J. P. Oud and Frits Spanjaarel for the Nieuw Amsterdam (1938), British architect Brian O'Rorke for the Orion (1935) and by American industrial designer Raymond Lowry for the Panama (1938).¹⁸ It was for this reason that these ships were praised, as they neither resembled the popular Art Deco style of the larger liners nor the strangely nautical look land-based architecture was beginning to acquire.¹⁹ Indeed, O'Rorke was praised for NOT having allowed the conventional nautical elements to enter the reception rooms of the Orion.²⁰ Passengers also noted the difference as design now seemed to flow between shore and sea and vice versa: the main Ballroom Bar and Grill-Room of the Normandie was described by one traveler as "very Le Corbusier . . . with modern steel chairs and glass all around."²¹

The tradition of seacoast building and its possible implications for modern architecture was also examined. In 1938, Architectural Review asserted that seacoast building represented "the best possible example of functionalism" and that it was for this reason that modern architecture was drawn to it.²² Earlier, Review had discussed the primary nautical colors, black and white, and had also suggested

their possible application in modern design.²³ The message in all of this was clear: these buildings, owing to their extreme functionalism, were far ahead of their inland contemporaries and were suitable models for modern architectural emulation. (Illustration 5)

It was through this variety of urgings that the elements of the nautical gradually found their way into the pristine cubist designs of the modernist architects, eventually assuming a popular association with architectural modernity. The nautical reference was expressed most overtly in the numerous coastal marinas, yacht clubs and swimming pools such as at Frintonor and Morecambe that sprang up as a result of an immense interest in seaside activities and in the out-of-doors in general during the 1930's.²⁴ Further inland, the nautical feeling was more subtly suggested by an occasional porthole window or open deck. But there could be no denying the presence of the ship. As architect F. R. S. Yorke proclaimed in his 1934 textbook-like The Modern House:

For a ship, constructed of steel girders and sheet iron, driven by machine, containing restaurants, kitchens, cabins, lounges, terraces and promenade decks there is no precedent . . . Here through the application of new methods to the solution of a modern problem, is a new facade with an architectural quality that is absent from our land-based buildings.²⁵

Of course not all designers accepted the romantic machine

aesthetic of the avant-garde modernists. J. J. P. Oud for instance, while initially embracing the wonders of technology, could not, by 1925 bring himself to accept "the house as a machine for living" credo of Le Corbusier or the argument that "a liner can be compared to the Parthenon."²⁶ Reginald Bloomfield argued that the modernists were mistakingly equating beauty with efficiency in their adoption of the transportation machine in contemporary design.²⁷ But the modernist's love affair with the machine did not falter as neither did their use of the nautical metaphor and by decade's end, the nautical was firmly established in the minds of most designers as an expression of architectural modernity. (Illustrations 6-7)

Chapter II: The American Expression: The Streamline Moderne

In the United States, modern architecture developed into something quite distinct from that of Europe. While to a degree influenced by the dictates of the European modernists and their work, many modernist American designers found their inspiration in the "streamlined" forms of the industrial designers of the 1930's or in the machine, particularly the transportation machine, itself.¹ The association between the transportation machine and architecture can be noted as early as 1901 in Frank Lloyd Wright's praise of the engine, motor-car and battleship as "the work of art of the century."² Indeed Wright's own Robie House (1908) was referred to as a "steamship on land" and his Gilmore House (1908) as an airplane.³ Wright's Prairie School followers, Purcell and Elmslie, likewise drew attention to the possible relationship between architecture and the transportation machine:

Where are we going to find a few architects who can realize that a building is no less a building because it runs around on wheels or scoots through the sky?
. . . and we ought to be able to persuade a few architects that a Pullman sleeper is really vital architecture even if up to the present time no firm of architects has been given the opportunity to put a Colonial porch on either end or insert a couple of Palladian niches to balance up with the washrooms and make a really symmetrical facade.⁴

The influence of the transportation machine in the pre-streamlined phase of the American moderne can best be noted in William Van Allen's Chrysler Building (1929). The building's transportation references are many: a 30th floor brick work frieze depicts stylized automobile wheels, hubcaps and fenders and is further punctuated at its corners by sleek gargoyle-like projections resembling radiator caps. Inside, lobby murals display airplanes, dirigibles and automobiles in motion about a world map. In Los Angeles, a similar theme is depicted in a ceiling mural entitled "The Speed of Transportation" by Herman Sachs done for Parkinson and Parkinson's Art Deco Bullocks-Wilshire Department Store (1928).⁵ Here locomotives, ocean liners, airplanes and even the Great Zeppelin are shown converging on a representation of the winged messenger Mercury. (Illustration 7)

The American notion of architecture as transportation reached perhaps purist expression in the curvilinear forms of the Streamline Moderne of the 1930's. The Streamline Moderne basically can be interpreted as an approach to design rather than a "style" per se; it being an attempt to superficially apply the principals of the industrial designer to all designed objects, including architecture, for reasons of greater beauty, economy and simplicity.⁶

The intellectual roots of the streamlined go back to the machine aesthetics of the European modernists which were popularized in the United States by such designers as Norman

Bel Geddes and Paul Frankl. The machine aesthetic is based on an acceptance of the machine as an entity capable of producing its own valid art.⁷ While the machine had brought the ugliness of the Industrial Revolution and the death of individual craftsmanship, careful future design of its products based on greater simplicity and economy would not only serve to close the rift that had opened between art and design during the Industrial Revolution but would also produce a designed environment more representative of the present age.⁸ In Europe, this union between art and industry was realized only briefly at the German Bauhaus during the 1920's and had little effect on design overall.⁹ In the United States on the other hand

this union not only brought about an entirely new profession, industrial design, but its products enjoyed immense popularity and its design principals widespread applications.

The industrial design profession had its beginnings in the late 1920's as the first of its members--Norman Bel Geddes, Raymond Lowry, Henry Dryfus and Walter Teague in New York and Paul Frankl and Kem Weber on the West Coast--began work.¹⁰ American industry quickly embraced the new aesthetic, transforming it into an advertising and economic instrument as it was discovered that commercial products apparently sold better if they looked better, especially if they looked "modern."¹¹ The magazine Product Engineering, the first of a growing number of publications to be concerned with the impact of visual design, so commented in its first issue:

The art appeal has arrived as the strongest appeal in modern business. It is for the manufacturer to measure this new demand on the part of his customer. He must spare no pains and no expense in getting the best designs from the most skilled designers.¹²

The favored form of the streamlined industrial designers was the ovoid or teardrop which had been found to be the most efficient shape in decreasing wind resistance of an object when placed in the "stream line" of a motion-simulating wind tunnel.¹³

Always emphasis was on the single, unbroken line for, as Paul Frankl wrote in 1927, "Simple lines are modern. They are restful to the eye and tend to cover up the complexity of the machine age."¹⁴ While it can be argued that the grim economic realities of the Depression did give some legitimacy to the industrial designers credo of simplification, thought and practice in industrial design had preceded the Depression by several years.¹⁵ Americans had been and continued to be swept up in a love affair with technology and the machine to a greater extent than were their European contemporaries. During the prosperity of the 1920's Henry Ford had proclaimed the machine as the "new messiah". President Coolidge had similarly enshrined it as the "workingman's temple".¹⁶ Now, even in the depths of the Depression, faith persisted that machine would eventually bring about a better future. And if one could not physically live in the future, one could at

least produce its imagined forms. This in essence was the romantic purpose of the streamlined: the creation of the future for all of the present to enjoy.

Architecturally, the favored image of the Streamlined Moderne was a flat, continuous facade marked by strong horizontals, ribbon-like arrangements of windows, rounded corners and entrances and a nearly total absence of relief. Materials, practically always all machine-made, included concrete, cement stucco, glass (especially glass block), chromed metal, decorative tiles, linoleum, Batielite, Formica, Vitrolite and other highly polished materials. With its clean, simple lines, the streamlined provided both an appropriately austere image for this decade of economic hardship while at the same time expressing the new notion of efficiency and modernity without the feeling of wealth the earlier Art Deco style had conveyed. At its best, the style was a commercial one, its blank facades expressing perfectly the no-nonsense impersonal nature of its factories or its shiny novelty providing the eye-catching image desired by its retail stores. In the latter case, many such designs were the result of inexpensive and therefore popular "modernizations" of older commercial buildings encouraged by numerous concerned firms such as the Libbey-Owens-Ford Glass Company in their "Modernize Main Street" competition of 1935.¹⁷ (Illustrations 9-10)

In time, the American Streamlined Moderne acquired a

nautical reference similar to that of the European International Style again for the metaphor's supposed association with architectural modernity. As in Europe, the ship had been dubbed "modern" by some American designers and theorists, most notably Sheldon Cheney. In his influential The New World Architecture (1930) Cheney illustrates an ocean liner with the caption "The builders of the machines are teaching the architects."¹⁸ Like so much of the streamlined style, the Nautical Streamlined involved the purely superficial application of nautical elements to its machined packaging, the same as had been done by the European modernists. Architectural modernity, in both cases, was literally only skin deep.

While the Nautical Streamline is represented in all sections of the country, it found perhaps its most exuberant expression in the more architecturally permissive climate of Southern California, particularly in Los Angeles. By 1935, the Streamline Moderne had in general become the "in" style in Los Angeles, especially for commercial design, replacing the Art Deco and Spanish Colonial Revival Styles of the 1920's.¹⁹ Observed historian Henry-Russell Hitchcock in this regard in 1940:

Nothing in the east compares with the best sort in Los Angeles, if only because Eastern cities have not the motorized planning which has been achieved apparently without conscious direction.²⁰

Indeed, the new streamlined packaging may have seemed particularly well-suited to express the dynamic image of this already auto-dominated society.²¹

Lacking a well-established architectural tradition, scores of designers quickly embraced the style producing hundreds of streamlined storefronts, offices, schools, factories and residences. Commercial masters of the style in particular included Stiles O. Clements, S. Charles Lee, Albert Martin, Wurdeman and Becket and, of course, Robert Derrah. Wurdeman and Becket produced undoubtedly one of the area's outstanding purely streamlined designs in their 1935 Pan Pacific Auditorium in Hollywood. A veritable textbook example of the exuberance of the streamlined, the square corner is nowhere to be seen as the eye follows uninterrupted the building's rounded horizontals in one continuous sweep. Four fantastic pylon-shaped towers encircled by bands of projecting fins continue the same feeling above the building's entry. However, as funds for design were limited, the large auditorium within is largely an unadorned space.²² In theater design, S. Charles Lee also worked in the streamlined, most exuberantly in his 1939 Academy Theater in Inglewood. Here the wall explodes into a fantastic collection of interlocking concrete cylinders that culminate in a pencil-thin corkscrew tower. Architect Stiles O. Clements used the pure streamlined in a monumental fashion in his Hollywood Park Turf Club (1937)

and again, with a nod towards the nautical, in Coulter's former Dry Goods store on Wilshire Boulevard (1938).

(Illustrations 11-13)

In residential design, Milton Black and William Kesling flaunted the continued persistence of the more conservative period revivals in domestic architecture to work in the Streamline Moderne, with often a stronger sense of the nautical than their commercial counterparts. Black in particular became as much a master of the Nautical Streamline through his West Los Angeles apartments and residences as did Robert Derrah through his commercial work. Everywhere in Black's moderne work appear elements of the nautical-- portholes, tubular railings, projecting wings, the white or buff color--in addition to the continuity of line and surface distinguishing streamlining in general. (Illustration 14)

On the eve of the Second World War the Streamline Moderne completely dominated both the world of architectural and industrial design across the nation.²³ But during and especially after the war, the streamlined began to decline in popularity as modern American architecture fell increasingly under the sway of the strict European International Style.²⁴ The International Style was, of course, no stranger to the United States or to Southern California. Particularly in Southern California, designers such as Rudolf Schindler, J. R. Davidson, Richard Neutra and Gregory Ain had worked extensively in it throughout the streamlined craze of the

1930's, although their work had played only a minimal role in the area's architecture overall.

The years of World War II witnessed an even more pronounced change in attitude towards the streamlined. Even though streamlined buildings continued to be built through the 1940's, they now received little or no representation in architectural journals. Perhaps the grim machines of the war served to theoretically cool the lofty aspirations of the machine-loving streamliners regarding technology's bright promises for the future.²⁵ Or perhaps in the new-found economic prosperity of the post-war years the need arose for a new image, a new fashion to replace this dated reminder of the bleak days of the Depression. In architecture, that new image was supplied by the International Style. By 1950 the dogmas of Internationalism were firmly established in modern American design and the Streamline Moderne dismissed as a naive gesture of the past.

Chapter III: Robert Derrah, Biographical Sketch

Robert Vincent Derrah was born 14 April 1895 in Salt Lake City, Utah, the only child of Samuel Vincent and Carrie Louise Derrah. Mr. Samuel Derrah, a native of Rockport, Pennsylvania, had begun his career working as a journalist for a number of newspapers, including the Troy (New York) Gazette and the Canton (Ohio) Sentinel. He moved west in February of 1880, marrying Carrie Louise Ten Eyck, also from Pennsylvania, in Newton, Kansas, on 19 October 1881. He worked for a time with the Atchison, Topeka and Santa Fe Railroad before settling in Salt Lake City to work for the Denver and Rio Grande Railroad. An ambitious worker, Mr. Derrah had risen to a management position with the railroad by the time of his son's birth and was able to raise him in a solidly middle class environment.¹

Upon graduation from Salt Lake High School in 1914, Robert Derrah decided to pursue a technical career. Initially accepted at the distant Massachusetts Institute of Technology in mechanical engineering, he was forced to begin his study at the nearby University of Utah because of his father's poor health. Following his father's death in June 1915, he transferred to M.I.T. and completed the four-year program in mechanical engineering in three years. His formal instruction at M.I.T. was almost exclusively of a technical nature. Coursework included instruction in physics, mathematics, drafting and applied mechanics but not architecture.

Courses in machine drafting and the other mechanical arts however did provide Derrah with at least the graphic abilities to later enter the field of architecture as well as that of mechanical engineering.²

Upon his graduation in June 1918, Derrah returned to Salt Lake City to begin work as a mechanical engineer. He worked almost exclusively in this capacity for the next five years, as partner of the firm Felt-Williams-Derrah, later Williams and Derrah of Salt Lake City. The firm did primarily heating and ventilation work.³ He also worked for a time with the Utah Copper Company of Bingham, Utah, devising a floatation process to more easily separate the copper metal from its ore. While the company profitted handsomely from his invention, Derrah, not having been able to patent the processes as his, received none of its profits.⁴ While living in Salt Lake City, Mr. Derrah also married a long-time acquaintance, Miss Elizabeth Moreton, on 4 June 1918. They had one child, a daughter, Elizabeth Mary (Bettie), born 2 September 1922.

In January 1923, the Derrahs left Salt Lake City and came to Southern California. The Derrah's motivations were both economic and for reasons of health. As a child, Mr. Derrah had been afflicted with rheumatic fever, an illness that had nearly cost him his life. On earlier travels, the arid and more temperate climate of Southern California had proven beneficial to his condition and he now wished to take full advantage of it. Also, he felt the economic opportunities

were better in California than those of his native Utah.⁵ Indeed, California, especially Southern California, was at the time experiencing a tremendous population increase and building boom. Over 2,000,000 people moved to California in the decade 1920-1930, 72% settling in Southern California. The city of Los Angeles alone posted a population increase of 661,375, or a gain of 114.7% for the decade.⁶ Further, building permits in the city rose from \$28 million in 1919 to \$200 million by 1923, exceeded only in value by New York and Chicago.⁷ Upon their arrival in this booming environment, the Derrahs lived for a time in Hollywood, eventually moving to the comparatively recently developed community of Beverly Hills in 1927, where they were to make their home for the next twenty years.

By the time of his arrival in Southern California, the field of architecture had caught Derrah's interest but exactly for what reasons are not known. If he had some lofty concept of the profession or of his role as a designer in it, it was entirely private, as he never wrote or spoke at any great length of his personal feelings regarding the profession.⁸ Later, he would simply recall: "Architecture . . . had a bigger appeal to me (than mechanical engineering) and so I studied and worked into that. . . ."⁹ While his motivations might certainly have been economic, one could also argue that his interest in architecture was a romantic one; that is, as an architect, he could do more than as an

engineer, namely design complete buildings rather than only their mechanical components. Certainly he was an accomplished engineer, draftsman and businessman; why not now employ those credentials as an architect?

Mr. Derrah never undertook any formal training in architecture, his knowledge of the profession either being self-taught or acquired while in the employ of others. He worked for a time in the office of Allison and Allison, a large Los Angeles firm at the time working in the popular Spanish Colonial and Beaux Arts Styles.¹⁰ Derrah also worked for a private architect, Harlan Hewitt, doing residential work again in the Spanish Colonial Style.¹¹ There is no record of his having worked for a modernist "Art Deco" architect during the 1920's, although he was no doubt familiar with the richly ornamented style.

Robert Derrah began his own architectural practice in 1929, working at first out of his Beverly Hills home but later moving to the Bank of America Building on Santa Monica Boulevard in Beverly Hills. Having worked extensively in the employ of others, he desired his own, small office and established a private practice. With the Stock Market Crash and subsequent onset of the Great Depression, however, his first years were particularly difficult, although he did manage to stay afloat financially, mainly by falling back on his engineering skills.¹² He did some of his most interesting work in this capacity while working for Charlie

Chaplin and RKO studios in the early 1930's. For RKO, he assisted in the technical development of the studio's first sound stage, in addition to doing mechanical work in general. This was the era of the great musical in motion pictures and Derrah's exposure to such elaborate productions most certainly had an influence on his later architectural work. What other designers would only be willing to suggest, Derrah would create.

Robert Derrah's principal architectural works divide themselves into two categories: his commercial work done in varying abstractions of the Nautical Streamline or simply streamlined styles during the middle and late 1930's and his residential work done in the more traditional American Colonial and Spanish Colonial Revival styles that he produced throughout his career. It was in his commercial work that Derrah produced his most individual and distinctive designs. Indeed, he regarded himself primarily as a commercial architect, disliking the frequent alterations and revisions that accompanied residential work.¹³

In 1935, he did his first building for Coca-Cola, marking the beginning of a long and productive relationship with the company that would lead to numerous commissions in and around Los Angeles, including the famous 1936 downtown bottling plant. Derrah's work for Coca-Cola additionally seems to have established his name as a competent designer in the food products industry, as he later received commissions

to do food-processing plants similar to those he had done for Coca-Cola for Acme Brewery, Carnation Creamery, Dr. Pepper, Mission Dry and Nesbitt Fruit Products.¹⁴ In the late 1930's a number of buildings for several film studios, perhaps as a result of his earlier engineering work, and also for the Southern California Gas Company, including an addition to their downtown Los Angeles headquarters were among his commissions.

As Robert Derrah wrote practically nothing on his work, his personal motivations behind his use of the streamlined and its nautical counterpart can only be guessed. His own technical background and strong interest in things mechanical in general--Derrah patented five inventions as an architect, including an automatic transmission in 1942--may have contributed to his interest in the machine-like style.¹⁵ More than not, though, he probably employed the style to follow popular fashion: it was the thing to do. Similarly, as the style began to fall out of fashion in the 1940's, Derrah too abandoned its rounded forms. As Derrah was neither a sailor or a boat owner, the strong nautical overtones that characterize several of his designs suggest they were more an exaggeration of the nautical designs of others than done for a strong personal interest in the nautical.¹⁶

As an architect, Robert Derrah was dedicated to his work and the profession. A perfectionist, he demanded--and usually got--quality workmanship in most of his designs. Although he employed several draftsmen to do much of the

Chapter IV: The Coca Cola Building and The Crossroads of the World Shopping Center

Of the some half dozen Nautical Streamline buildings produced by Robert Derrah, his classic examples of this architectural expression are the Coca-Cola Bottling Plant and Warehouse (1936) and the central Sunset Boulevard building at the Crossroads of the World Shopping Center (1936). Both of these designs go far beyond the typical streamlined/nautical expression of the times to in reality become a pair of giant architectural sets; two outdoor theater pieces created by this lover of the mechanical and novel. In these extraordinary statements, their overtly nautical design becomes more a public relations tool than a statement of modernity. It was not so much the creation of a piece of contemporary design that was wanted here but more importantly the advertisement of a product or place.

The landmark flagship of the Coca-Cola Bottling Company of Los Angeles is undoubtedly one of the premier examples of the American Nautical Streamline: a wrap-around concrete and glass ship's facade built as part of a remodeling of the company's older Spanish-styled Los Angeles plant. It perhaps more than any other building of its genre exemplifies inherent theatrical quality of the poster-like streamlined as it becomes essentially a two-dimensional architectural presentation set on a boundless stage. (Illustrations 16-21)

The Coca-Cola Bottling Company of Los Angeles began as

a two-man operation in the basement of a building at Third and Los Angeles Streets in 1902.¹ After moving and expanding its operations several times over the next ten years, the company acquired its first building in the 1300 block of South Central Avenue, an industrial neighborhood immediately to the southeast of downtown Los Angeles, in 1915.² This location was to be both the company's administrative and production center for over the next thirty years. In 1923, the Barbee brothers--Stanley, A. K. and Cecil--acquired the company and embarked upon a sweeping program of expansion and improvement. Issuing some 10,000 shares of stock, they raised a million dollars that increased production to nine million bottles annually (1902 production had totalled only 92,000 bottles) and greatly increased distribution by constructing new warehouse facilities and increasing their fleet of delivery trucks.³ The Los Angeles plant itself expanded several times during this period of growth until, by 1936, it occupied four separate buildings on Central Avenue. Early in that year, in order to both increase operating efficiencies and improve aesthetics, it was decided to remodel the four buildings into one.⁴

The four buildings Robert Derrah had to work with, comprising a bottling plant, two warehouses and a garage, were a group of two-story Spanish-styled structures of load-bearing masonry walls. The buildings occupied nearly a square site at the intersection of Central Avenue and 14th Street, stretching 290 feet along Central Avenue and 296 feet

along 14th Street. Externally they displayed the typical details of the Spanish Colonial Revival: low tiled roofs, ornamented grill work, etc. Within were contained the company's general offices, laboratories as well as production and storage facilities.⁵

Derrah first proposed remodeling the plant along its existing Spanish lines. His first design called for the creation of a classical facade detailed by a rusticated base, pilasters, a classical cornice and balustrade and the typical Spanish tile roof. The building's principal northwest corner was to have been marked by a large clocktower and cupola. Not proving acceptable, Derrah suggested, apparently at the urgings of president Stanley Barbee, the use of the ship as an overall design motif. Barbee had impressed upon Derrah that he above all else wanted the new design to be expressive of the freshness of his product and the cleanliness of its production in a period when soft drinks were often suspected of being impure.⁶ To this end, Derrah^{proposed}/using the hygienic steel ship as a design motif. Barbee, himself an avid yachtsman, accepted.⁷

Derrah's nautical proposal was an excellent one in several ways. Symbolically, the hygienic nature of his proposed steel ship equated perfectly with the hygienic needs of a modern bottling plant. Further, the symbolic association of the ship as machine made it an appropriate form for a modern bottling plant that methodically cranked out soft

drinks.⁸ But even more practically for Coca-Cola, the design made good public relations sense, furnishing as it would a building-size trademark for the company and its product.

Derrah prepared most of the working drawings for his steamship in 1936 with some exterior revisions in 1937. His first nautical design proposed a rigid, boxy facade, similar in feeling and proportions to the earlier Spanish-styled proposal except for the addition of the nautical details. The corner tower was to be retained, save for the fact that its clock was to be now contained within a porthole and the entire composition surmounted by a Coke bottle. Later, Derrah opted for the present streamlined design, rounding the building's front corner and emphasizing its horizontal lines. The corner tower was replaced by a streamlined ship's bridge which was once again to be crowned by a Coke bottle. The bottle was never so erected but eventually found its way to the building's later 1941 single-story "stern" addition, which was also done in the nautical manner by Derrah.

Derrah rendered the exterior of his steamship as authentically as possible. The Central Avenue facade is detailed by two rows of portholes and a streamlined second-story catwalk with round-cornered doorways opening onto it. Similar rows of portholes and a series of three horizontal lines--the hallmark of the Streamline Moderne--mark the 14th Street facade. Except for its projecting Central Avenue

catwalk, the 35 foot exterior was rendered in typical streamlined fashion as a sheer, flat wall of concrete painted anti-septic white: the perfect image of the machine for this ship of industry set sail on a sea of commerce.

In the building's interior remodeling, Derrah essentially gutted and reworked an approximately ten foot wide strip of the older building's street sides in the nautical style as he had upon the exterior but with an even greater attention to detail and authenticity. In some ways the building's interior remodeling is even more remarkable than its nautical facade in that it could have been executed in any number of less exotic expressions. Apparently once the nautical direction was established on the exterior, it was decided to continue with it throughout. In plan, Derrah located the plant's production machinery--bottling machines, sterilizers, carbonators, water-softeners, etc.--on the building's ground floor and its offices and laboratories on an overhanging mezzanine level. The executive offices, including that for Mr. Barbee, he located in what had been the old warehouse number three, and the large General Office in warehouse number two.

It was in this group of offices and in their connecting passageway that Derrah produced his most extraordinary nautical design. Done almost entirely in pine, the mezzanine's passageway suggests perfectly the promenade deck of some great ocean liner with its simulated steel columns, ceiling

beams and applied wooden "rivets." Louvered round-headed doors, portholes and a high wainscoating carry the nautical theme on the gallery's office side. So intent upon creating the illusion of a ship was Derrah that he provided a pair of davits to accommodate a life boat (never installed) on the mezzanine's over-hanging side and required persons utilizing the mezzanine from the production floor to use a vertical ship's ladder rather than a staircase. Also present on the mezzanine were the standard ship's ventilators, which however were functional, serving as bottlecap hoppers for the ground floor's crowning machines.⁹

Most of the offices opening onto the mezzanine were likewise done in a nautical manner. A small ante-room at the head of the passageway's front entry stairs included an elliptical porthole, deckchairs, life preservers and a rounded wall panel painted cobalt blue to simulate the effect of the sky.¹⁰ The stairway serving this room from the first floor lobby, done in stainless steel and aluminum, also spoke of the machine aesthetic. Only in Mr. Barbee's office did Derrah depart from the nautical theme, here producing a fully paneled Georgian room complete with marble fireplace and retractable overhead skylight.

In 1975, Coca-Cola again embarked upon an extensive remodeling of its Los Angeles plant as it was decided to renovate the building to contain solely the company's corporate offices. In the \$3.5 million project by Stanley

Gould and Associates, the old production area was completely gutted and replaced by a two-story office area.¹¹ A portion of one of the original buildings facing 14th Street was similarly demolished to facilitate the creation of an open inner courtyard. Save for but a small section of mezzanine and Mr. Barbee's old office, most of Derrah's interior work was unfortunately destroyed in the course of renovation. However, the building's exterior nautical character in large part was carefully preserved and indeed reinforced by rendering the facade with a red "waterline" stripe and a black "hull" base. Once again smartly packaged, the flagship was the following year named an historic-cultural landmark by the city of Los Angeles.

The Crossroads of the World Shopping Center on Sunset Boulevard in Hollywood was a much larger and more complex undertaking than the Coca-Cola remodeling but similar in that its combination of moderne and period styles was intended to give the Center a distinct and easily identifiable image. Like Coca-Cola, Crossroads stands as some vast theatrical set: a sham architectural representation of the several international cultures advertised for sale in its various shops. (Illustrations 22-25)

The Crossroads of the World was conceived by Mrs. Ella E. Crawford, the widow of former Hollywood real estate man Charles H. Crawford, basically as a Hollywood promotion. In announcing the project in February 1936 she indicated:

It is my way of showing faith in Hollywood. I feel we have often failed to take advantage of the natural beauty and international recognition which are ours. Visitors coming here expect to see something beautiful and unusual, in keeping with the many ideas of beauty and culture given widespread publicity in some of our motion pictures.¹²

Crawford wished the Center to be a highly distinctive civic and commercial attraction composed of high quality shops and professional offices. In keeping with its old world theme, she specified that it was to be exclusively pedestrian, much in the manner of the later inclosed shopping mall. Construction of the Center was begun on February 1, 1936, and was completed in October of the same year. In the Center's gala opening on 29 October, noted Hollywood film players, such as Ceaser Romero, Boris Karloff, George Murphy and others, each representing one of the Center's 35 nations on display, assisted in the opening of this "miniature city."¹³

The Crossroads of the World is built on a roughly "T" shaped site, measuring 540 feet long and approximately 115 to 200 feet wide. Main access to the Center was provided by a 200-foot frontage on Sunset Boulevard, and side access by a 113-foot frontage on Selma Avenue and a 50-foot frontage on Las Palmas.¹⁴ In plan, Derrah located the Italian and French shops in the west group of buildings opening onto

Sunset Boulevard and the Spanish and Mexican directly opposite these. These two-story concrete buildings are in part a remodeling of an existing pair of apartment buildings owned by Mrs. Crawford.¹⁵ At the Las Palmas entrance Derrah placed a series of smaller one-story frame buildings supposedly suggestive of the "Cape Code and Early American" periods. The shops of Northern Europe are located in the Center's Selma Avenue entrance in a series of steeply roofed, half-timbered frame buildings arranged around a central walkway/plaza containing a fountain. In this so-called "Continental Villa" is also located the Center's small lighthouse with a revolving beacon.

Located between the Center's pair of buildings facing Sunset Boulevard is the center piece of this architectural montage: a two-story Streamline Moderne ship supporting a 45-foot tower surmounted by a revolving globe of the world. This extraordinary piece of design is the Center's crowning glory: a flashy piece of architectural advertisement in the finest tradition of the Streamline Moderne, thumbing its world's fair-ish tower and nautical styling to all those passing on Sunset Boulevard and proudly proclaiming itself as the symbolic bringer of the Center's exotic wears.

Physically, the Crossroad's "tug boat" measures 150 by 20 feet and contained six ground floor stores and one second story office. The building's front plate glass "bow" measures 28 feet in diameter and serves to support the

building's 45-foot concrete tower and revolving globe. The tower is in itself an outstanding expression of the Moderne. Beginning with an 18-foot base buttressed by four corner ziggurat-like pylons, it tapers gracefully upward as a collection of four streamlined pylons to a 6-foot wide crown to receive its one-ton, 8-foot diameter metal globe.¹⁶ As the Center's advertising symbol, the tower is appropriately lighted the entire height of its corner pylons by red neon.

Behind the tower, the nautical theme returns in the amidship's second-deck "pilot house" with its porthole windows and ventilator-punctuated deck. Nautical detailing is correct to the deck's round-headed doorways, tubular metal railings and the familiar applied wooden "rivets". The ground floor, given its retail function, is done almost entirely in plate glass. The nautical is suggested again by the porthole windows and a blue tile "waterline" base. Interior detailing--rounded display cases, stylized fluted trim and circular recessed lighting fixtures--are typical appointments of the Moderne. The building terminates in a sweeping "stern" complete with flagstaff.

Although similar to its nautical counterpart, the Coca-Cola building, the Crossroad's design, given its retail rather than industrial function, differs noticeably in some ways from it. Addressing both the pedestrian and passing motorist, the Crossroads building is of a much smaller scale than the more massive ocean liner-like Coca-Cola building, which,

given its industrial location, really addressed only the passing motorist. A complete building rather than a surface remodeling, the Crossroad's design also better represents the ship as a three-dimensional object, suggesting more of the ship's raised superstructure, especially through its second deck pilot house, than its flat porthole-lined hull as does the Coca-Cola building.

The Crossroads of the World has enjoyed a generally successful history and continues to attract high quality merchants and offices in spite of the Center's changing neighborhood. The Center has suffered none of the severe alterations of the Coca-Cola building but rather has been recently restored to much of its original appearance and placed on the National Register. It also has been designated a Cultural-Heritage landmark by the city of Los Angeles.

Chapter V: Related Commercial Designs

Oddly enough, it is Robert Derrah's LESS nautically streamlined buildings that not requiring or perhaps not permitting the extreme architectural salesmanship of Coca-Cola or Crossroads of the World, have a greater sense of the architectural modernity. One of Derrah's finest industrial designs produced in this more subdued category was the general offices and plant for the Nesbitt Fruit Company of Los Angeles in 1937. In plan, the building is not unlike the Coca-Cola plant: a large open production space with a surrounding band of private offices on two sides. In elevation, Derrah streamlined this encircling band, rendering it as a long, flat wall. Its entrance corner he rounded in typical streamlined fashion, giving it additional emphasis by raising a low parapet wall which steps up slightly to the corner. This parapet he pocketed with a favored moderne ornamentation: a row of circular depressions of "buttons". On both sides of the glass block entry, he placed the token nautical symbol of modernity, the porthole.¹ (Illustrations 26-27)

Derrah, however, had intended to use the nautical more literally as he had in the Coca-Cola and Crossroads designs in a 1939 remodeling of the plant's laboratory. Here he proposed a literal nautical treatment, utilizing the familiar portholes, wooden rivets, louvered doors and ventilators of his earlier masterpieces. Perhaps he was again symbolically trying to suggest the association between the ship

and laboratory hygiene or cleanliness. Whatever his reasons, the design unfortunately was never carried out.² (Illustration 28)

Derrah again used the streamlined in a 1936 addition to a Beverly Hills restaurant. Much in the manner of the widely published storefront designs of Raymond Lowry and Walter Teague, Derrah proposed a streamlined, poster-like facade in chrome, plate glass and neon. On the restaurant's long street side he placed a long streamlined window and a five-foot plate glass porthole. For added glitter, he set the building on a polished vitrolite base, chrome plated its two entrance doors and wrapped it in colored neon. The resulting design represents perfectly the archetypal storefront of the 1930's: a smartly wrapped package advertising both the shiny modernity of its materials as well as its interior services or products.³ (Illustration 29)

In multi-story design, Derrah utilized the streamlined in his 1940 addition to the Southern California Gas Company in downtown Los Angeles. Done in reinforced concrete and finished with a gleaming white layer of stucco cement, the facade is distinguished by a nearly completely glazed central section and a floating pair of raised side wings that curve inward to meet the central section. On the ground floor, which was originally used as a products' display area, a rounded entrance and large plate glass display windows continued the moderne theme.⁴ A single four-foot porthole

looms above the composition in the building's mechanical tower. The whole composition is very clean, machined and, again, very packaged, every inch the quintessential streamlined building. (Illustration 30)

In some of his other commercial designs, however, Derrah abandoned the streamlined in favor of the more boxy and stylized detailing of the Classical Moderne. Unlike the flashy streamlined, the classical moderne suggested greater sense of dignity or pretension, aptly befitting most of its buildings, usually of a governmental or institutional function.⁵ A film building he did in 1937 for the National Screen Service in Los Angeles illustrates his work in this style. A heavy, two-story concrete building that stood on Vermont Avenue, National Screen has none of the flowing surfaces or rounded forms that mark his streamlined designs. Rather, it has a more symmetrical, classically proportioned facade with strong vertical and horizontal lines. Much in the Classical Moderne manner, its two pairs of stylized piers or pilasters lack the expected bases or capitals. There is the suggestion of a cornice at the building's parapet but it is reduced to resemble a line of simple raised figures. The row of circular "buttons" Derrah had used in a concave fashion in the Nesbitt plant here he brought out from the wall in two rows between the first and second stories. More decoratively, two circular medallion-like panels depicting the Western Hemisphere and an eagle atop a stylized flagpole detail the building's parapet.

The porthole is this time relegated to the single front entrance door.⁶ In an earlier 1937 proposal for the same company's San Francisco film building (not built), Derrah had proposed using the same stylized cornice, medallions and convex buttons but rounded this building's front corners in a more streamlined fashion. (Illustrations 31-32)

In another film building, this one for the Cinecolor Corporation of Burbank, Derrah combined the rectilinear of the Classical Moderne with the curves of the streamlined. In this concrete design, he gave the building an overall sense of formality by again producing a symmetrical facade and marking its entrance with a stylized moderne tower. The streamlined is suggested by the building's long horizontals, rounded front corners, resembling almost fluted quarter-columns, and in the sweeping curves flanking the building's entrance. The nautical metaphor appears in the building's six carefully placed portholes.⁷ (Illustration 33)

Yet farther removed from the streamlined aesthetic are a number of other even more distinctly Classical Moderne buildings Derrah designed for Coca Cola around Los Angeles during the 1930's. A year prior to designing the company's flagship, Derrah received his first commission from Coca Cola to design a small sub-warehouse for the company in Pasadena. As they would later desire in their Los Angeles plant, Coca-Cola above all wished the design of their Pasadena facility to be suggestive of the cleanliness of their product's production

and also of its famed "sparkle". The building was further to have a substantial, dignified appearance.

To this end, Derrah produced a straight-forward Classical Moderne design with additional stylized Georgian elements to provide the desired sense of formality. To suggest the "sparkle" effect, the concrete building was painted a brilliant white and then sprayed with a layer of reflective mica particles. On the front or Colorado Boulevard side of the warehouse, Derrah focused attention on a centrally-placed classical window flanked by a stylized pair of fluted pilasters and crowned by a broken pediment containing an elongated urn. Curious half-pilasters crowned by very stylized capitals flanked both sides of the warehouse's two overhead doors. Other classical details included the suggestion of a pediment by the building's front stepped parapet, a pair of oval windows and a row of fluted piers but lacking bases or detailed capitals on the building's long side. In all of this, there is a certain feeling of naivety that perhaps belies Derrah's self-taught knowledge of architecture as he struggled to combine the past with present fashion. If nothing else, it indicates that Robert Derrah was at his best as Moderne rather than period architect.⁸ (Illustration 34)

As he would do later in the Los Angeles flagship, Derrah proposed crowning the Pasadena warehouse with a giant coke bottle. But instead of a merely upright bottle, he envisioned

a looming canted bottle, its contents spilling into a ice-coated basin directly above the Georgian frontispiece. Though never executed, this is the first evidence of Derrah's use in the fantastic forms that would characterize his later work for Coca Cola and Crossroads.⁹ (Illustration 35)

The Pasadena design must have been well received by Coca-Cola for three years/^{later}he produced a very similar design for the company in Waco, Texas, his only commercial design built outside of California. Like the Pasadena facility, this design had the same combination of the past and present. Historical details included the same curious half-pilasters at the front entrance and flanking the side overhead doors, as he had used/^{on}the Pasadena warehouse, a heavy classical entrance with a projecting cornice and urns and the suggestion of a pediment by the sloping front parapet. The Moderne is in turn reflected by the building's second story corner windows--a detail seen nowhere else in Derrah's work--numerous portholes and, in good streamlined fashion, a row of projecting fins above the front display windows. (Illustration 36)

As the passion for streamlining began to wane in the 1940's, Robert Derrah too abandoned its curvilinear forms in favor of the more staid rectilinear of the International Style which was clearly on the upswing. Exemplifying most of his later commercial work is his 1940 bottling plant for

Dr. Pepper in Los Angeles. Here the cool, static order of the grid replaced the exuberance of his earlier streamlined designs as the building no longer advertises the ship or the machine or any other architectural novelty but simply its own design. Moderne architecture became simply modern architecture. Though Robert Derrah would continue to practice architecture through the first six years of the 1940's, the theatrical novelty of his favored Streamline Moderne falling out of fashion, his best work was clearly left behind.

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36. Bottling plant, Waco, Texas, South elevation.

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From photographs in the collection of Mrs. Elizabeth Jensen, Beverly Hills, California.
- 6
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16

Observations from drawings and photographs in the collection of Mrs. Elizabeth Jensen.

Chapter V

1

From drawings and photographs in the collection of Mrs. Elizabeth Jensen.

2

The 1937 laboratory is still in place.

3

From drawings in the collection of Mrs. Elizabeth Jensen. The design was never executed.

4

From drawings supplied by the Southern California Gas Company and photographs in the collection of Mrs. Elizabeth Jensen.

5

The Classical Moderne became closely associated with the architecture of the federal government.

6

From photographs in the collection of Mrs. Elizabeth Jensen. The building was razed in the mid-1960's to make way for the Santa Monica Freeway.

7

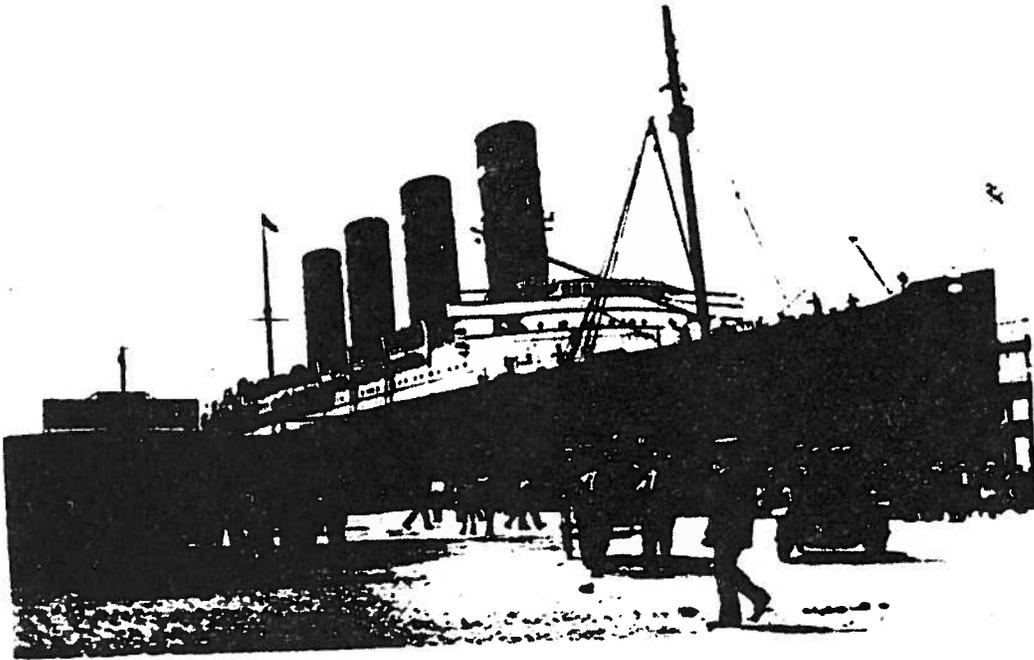
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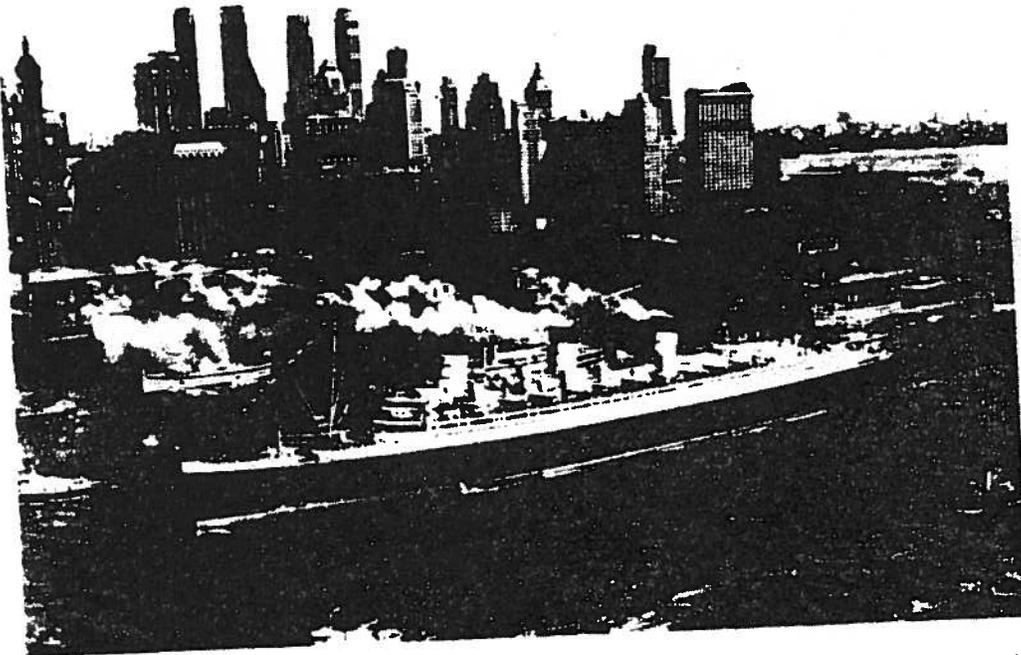
From drawings and photographs in the collection of Mrs. Elizabeth Jensen.

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The building was converted to a church in 1952.



Illus. 1. The Lusitania at New York. The ocean liner as an object of technological superiority.



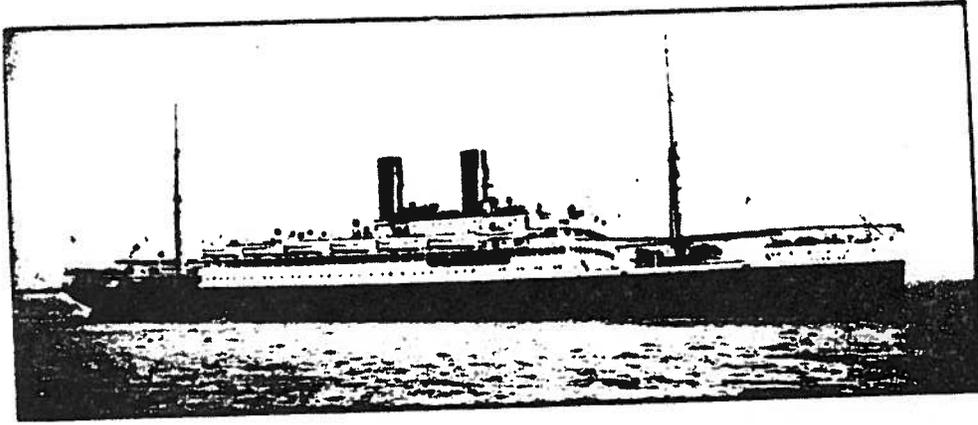
Illus. 2. The Queen Mary completes her maiden voyage, 1936. The ocean liner as an object of design superiority.



Illus. 3. Travel poster for the Bremen, about 1935. Symbolic association between the ocean liner and the skyscraper.



Illus. 4. Travel poster for the Normandie, 1935. The ocean liner as a representation of speed.



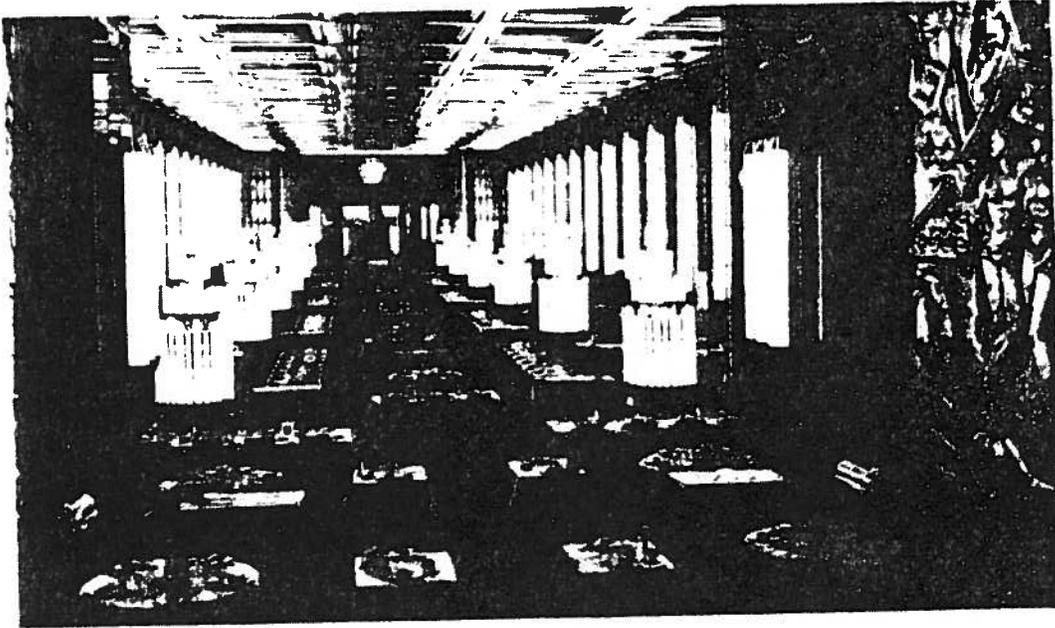
THE "FLANDRE" (CIE. TRANSATLANTIQUE)

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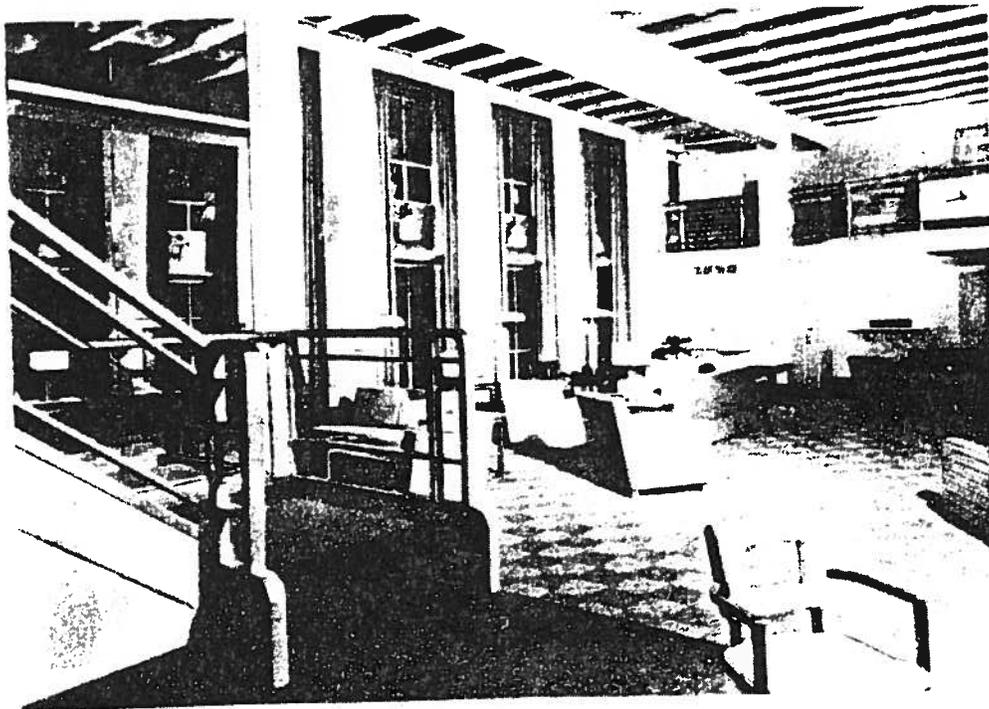
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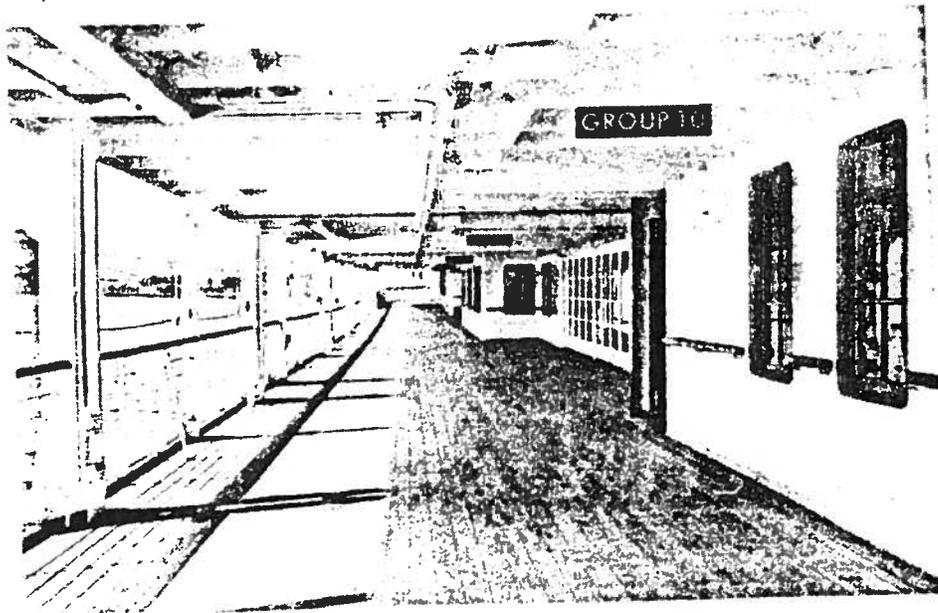
Illus. 5. Towards a New Architecture, page 81. Identification of the ocean liner as an acceptable model for architectural emulation by Le Corbusier.



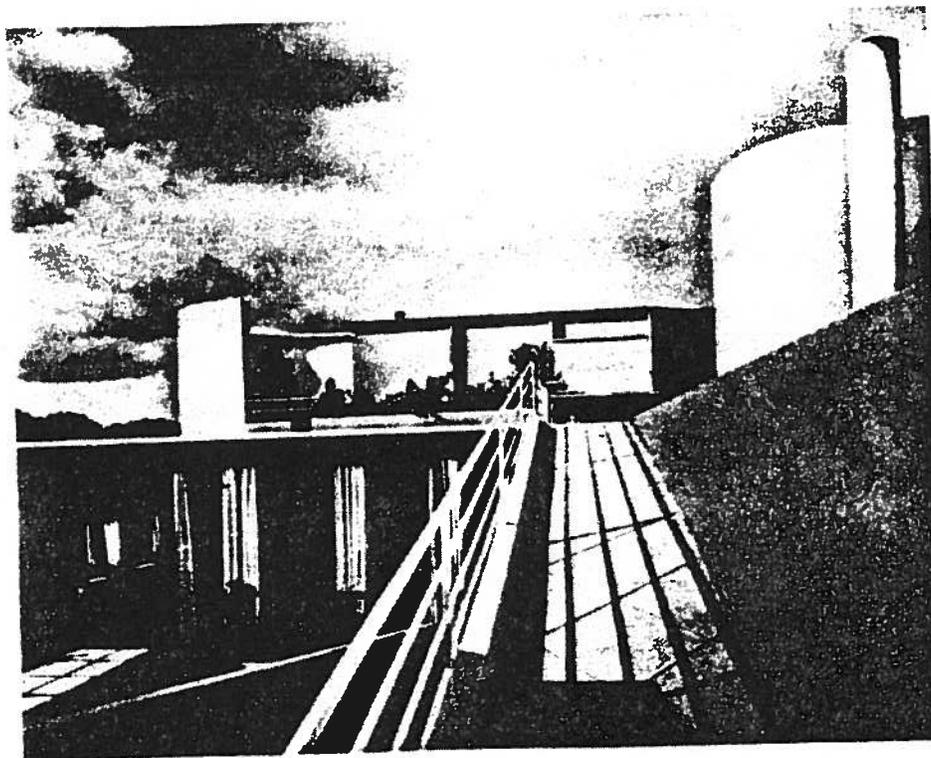
Illus. 6. Dining Room of the Normandie, Pacon and Partout, 1935.



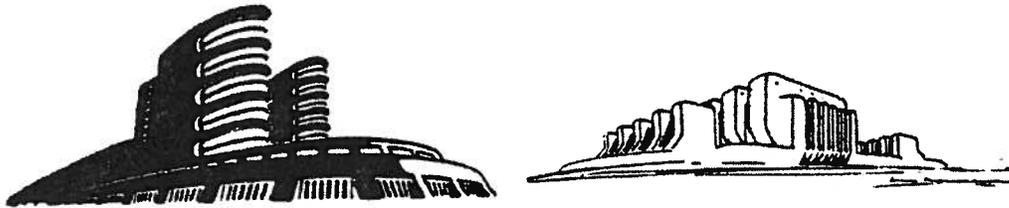
Illus. 7. Main Salon of the Panama, Raymond Loewy and William Smith, Inc., 1936.



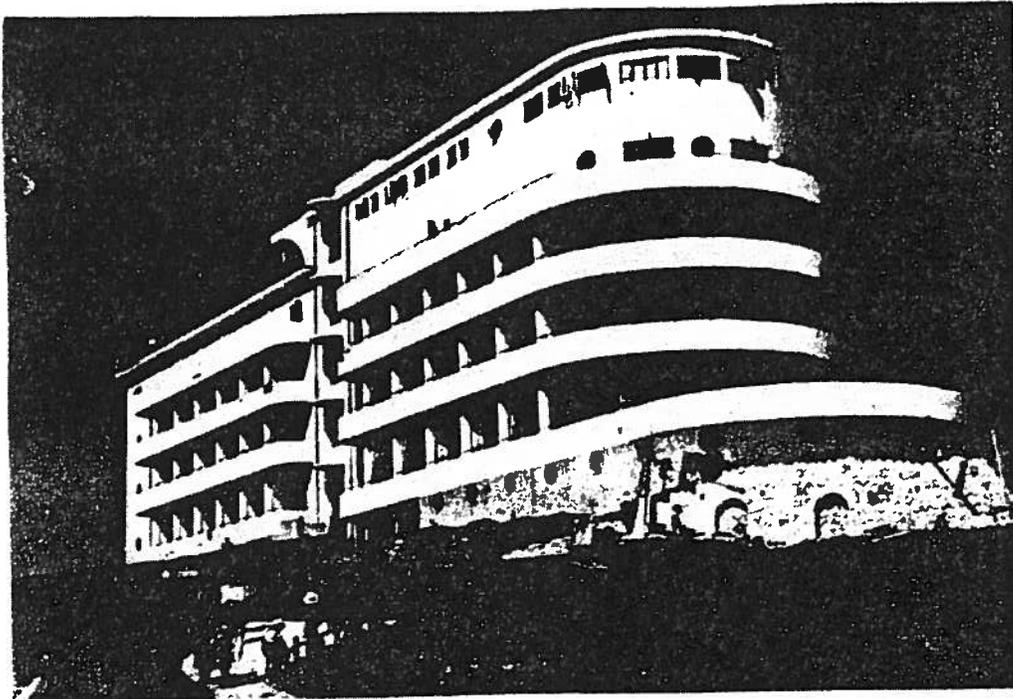
Illus. 8. Promenade deck of the Orion, 1935.



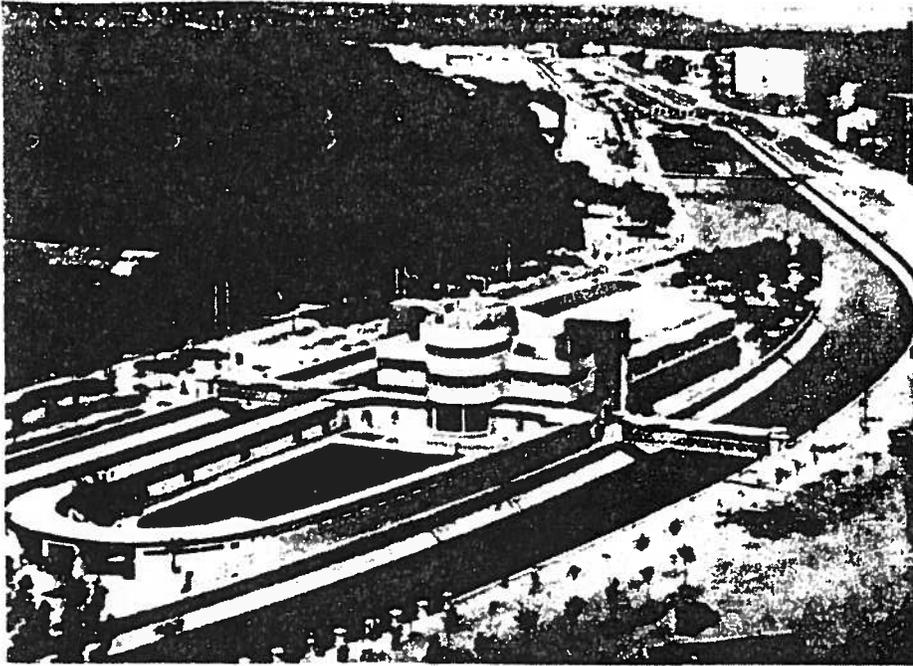
Illus. 9. Villa Savoye, roof garden, Le Corbusier, 1930.



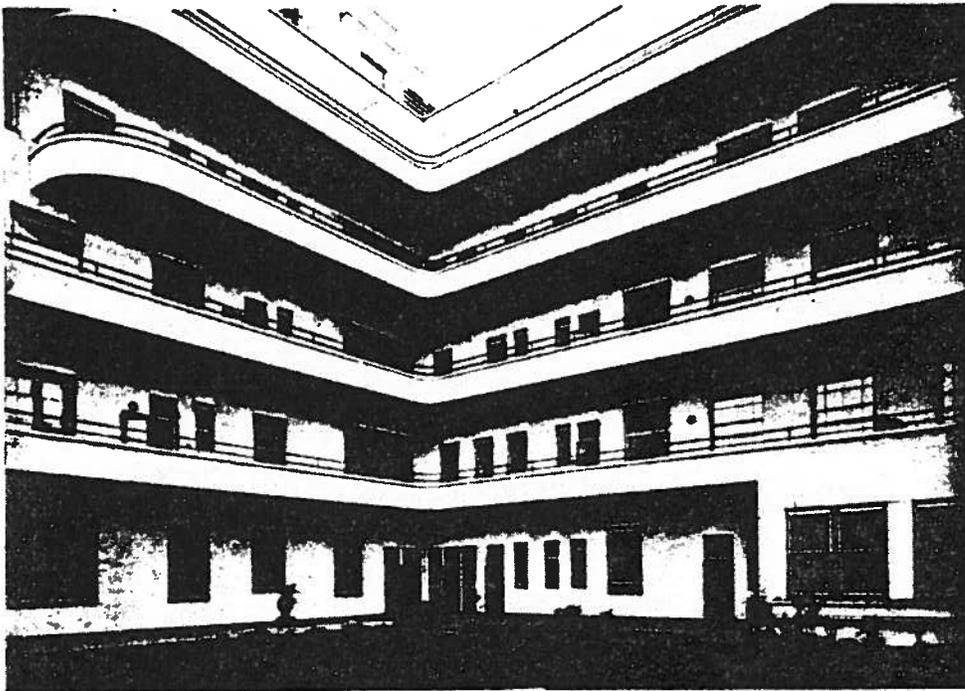
Illus. 10. Sketches for industrial buildings, Eric Mendlesohn, about 1920.



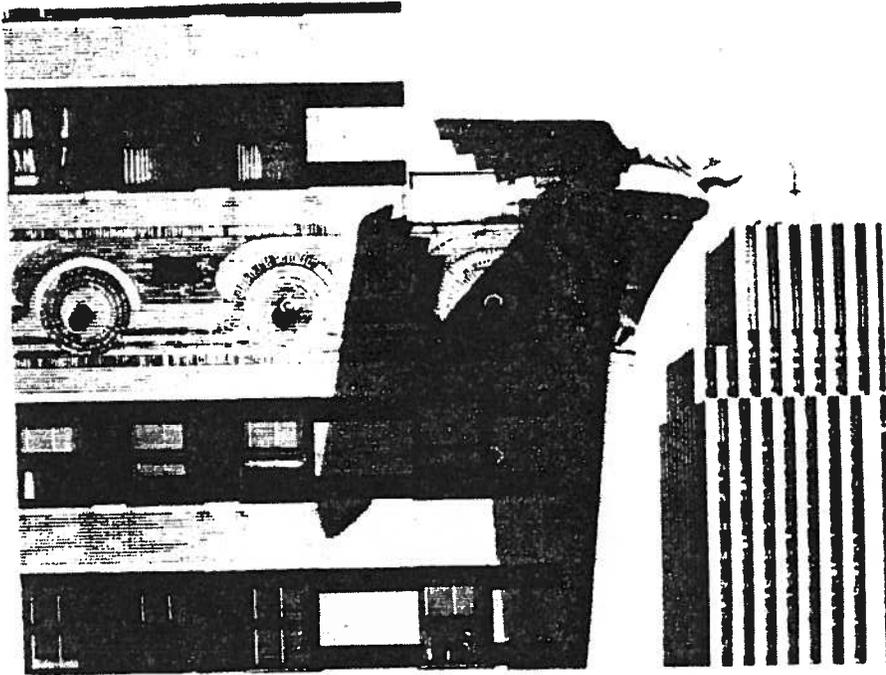
Illus. 11. Hotel Bellona, Eforie, Romania, G.M. Cantacuzene, 1934.



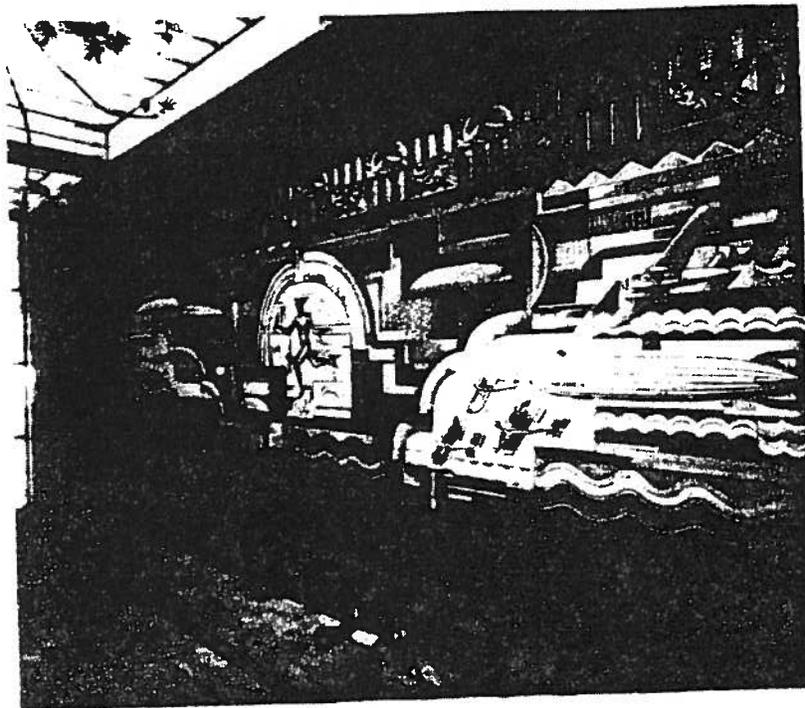
Illus. 12. Swimming pools, Madrid, G.M. Cantacuzene, 1934.



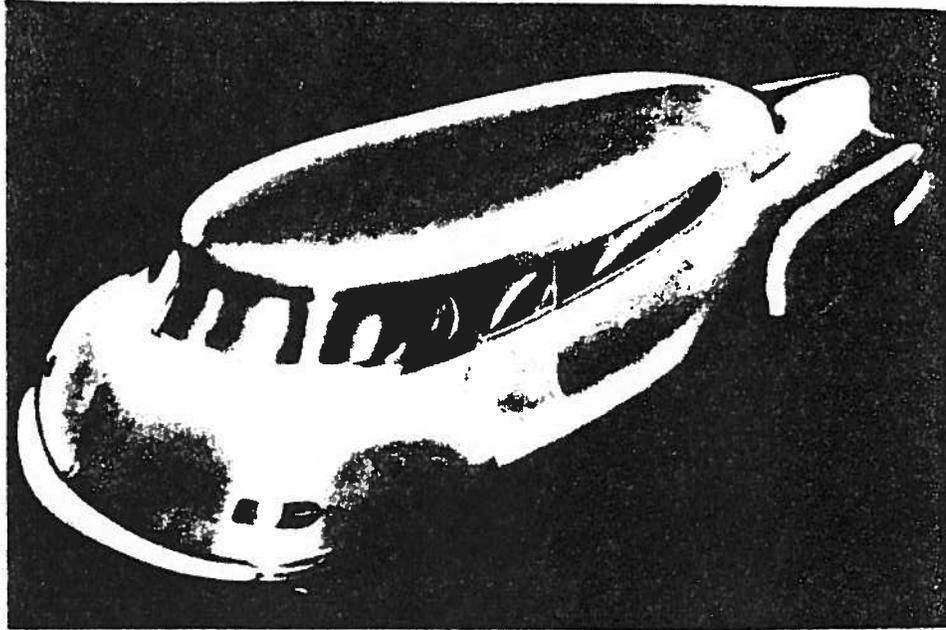
Illus. 13. Sisters of Mercy Hospital, Melbourne, Australia, Stephenson and Meldrum, 1937.



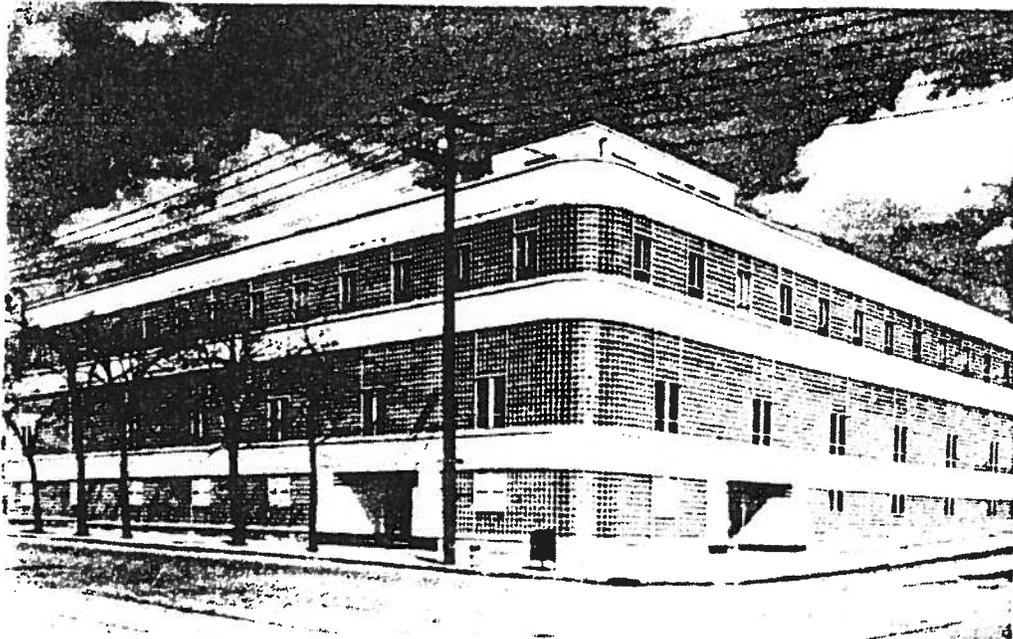
Illus. 14. Chrysler Bldg., New York, William Van Allen, 1929.



Illus. 15. "The Spirit of Transportation", Herman Sachs, for Bullocks-Wilshire Dept. Store, 1929.



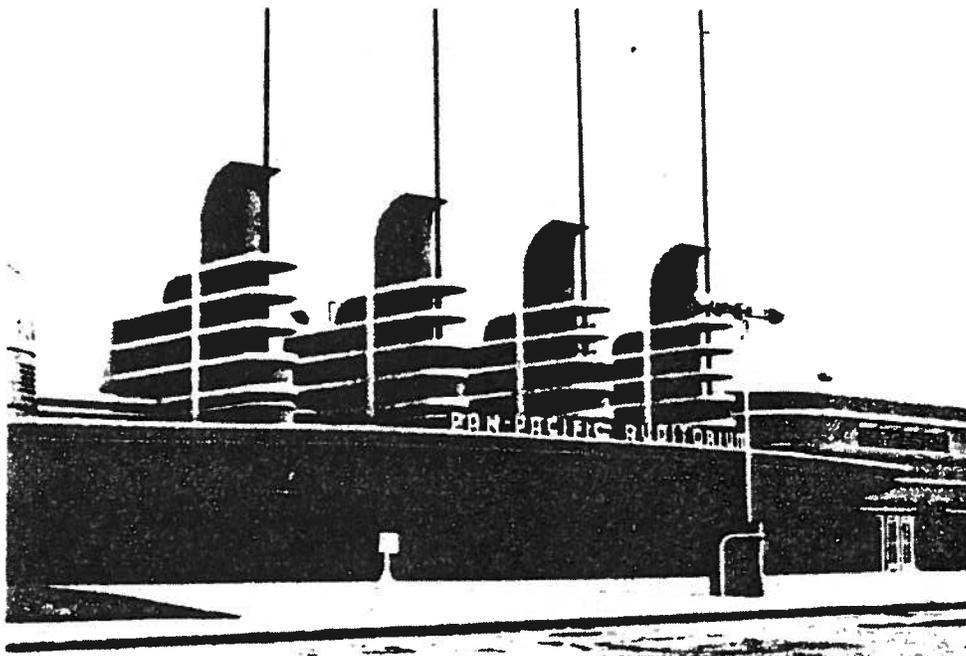
Illus. 16. "The Automobile of the Future", Raymond Loewy, 1938.



Illus. 17. Printing plant, American Education Press, Columbus, Ohio, Richards, McCarty and Bulford, 1937.



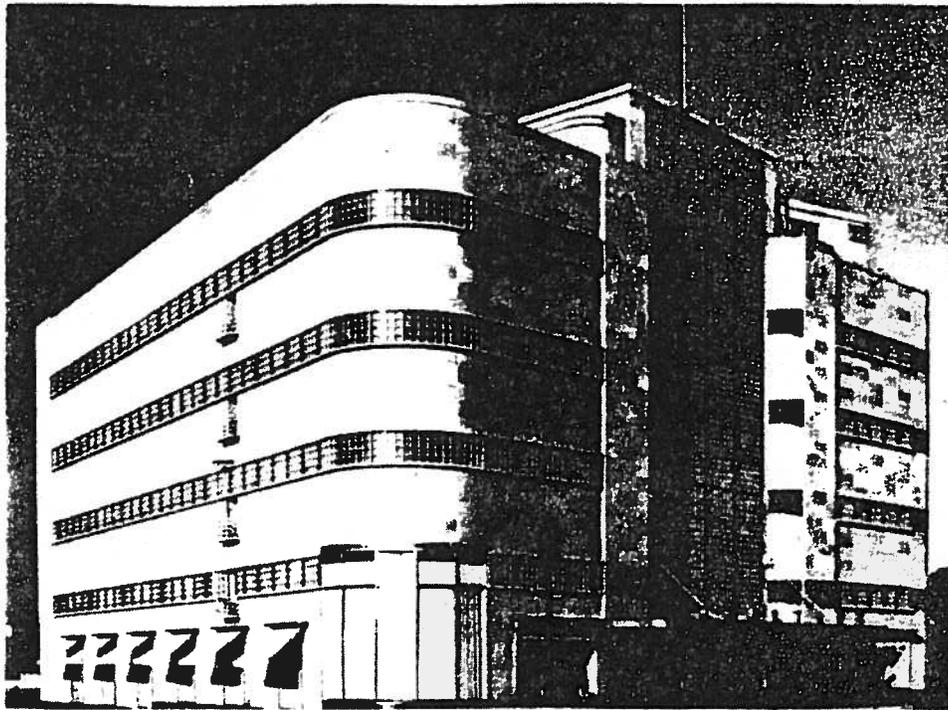
Illus. 18. Design for a food store, Newland Van Powell, 1935.



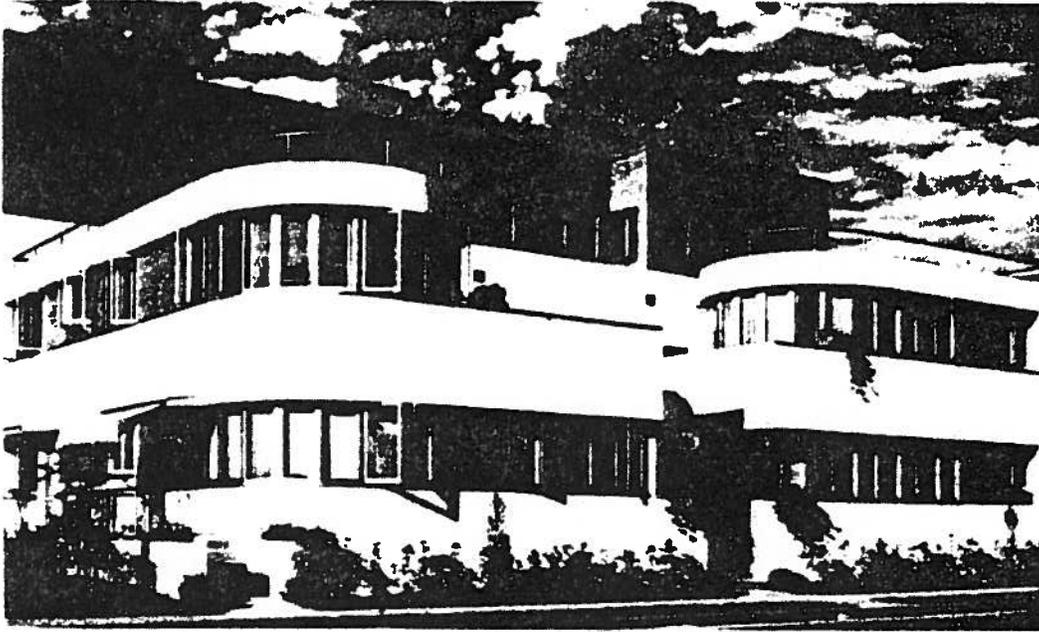
Illus. 19. Pan-Pacific Auditorium, Los Angeles, Wurdeman and Ecket, 1935.



Illus. 20. Academy Theater, Inglewood, S.
Charles Lee, 1939.



Illus. 21. Coulter Dry Goods Company, Los Angeles, Stiles
O. Clements, 1938.



Illus. 22. Apartment, Los Angeles, Milton Black, 1938.



Illus. 23. Shanghi-La Apartments, Santa Monica, William E. Foster, 1940.



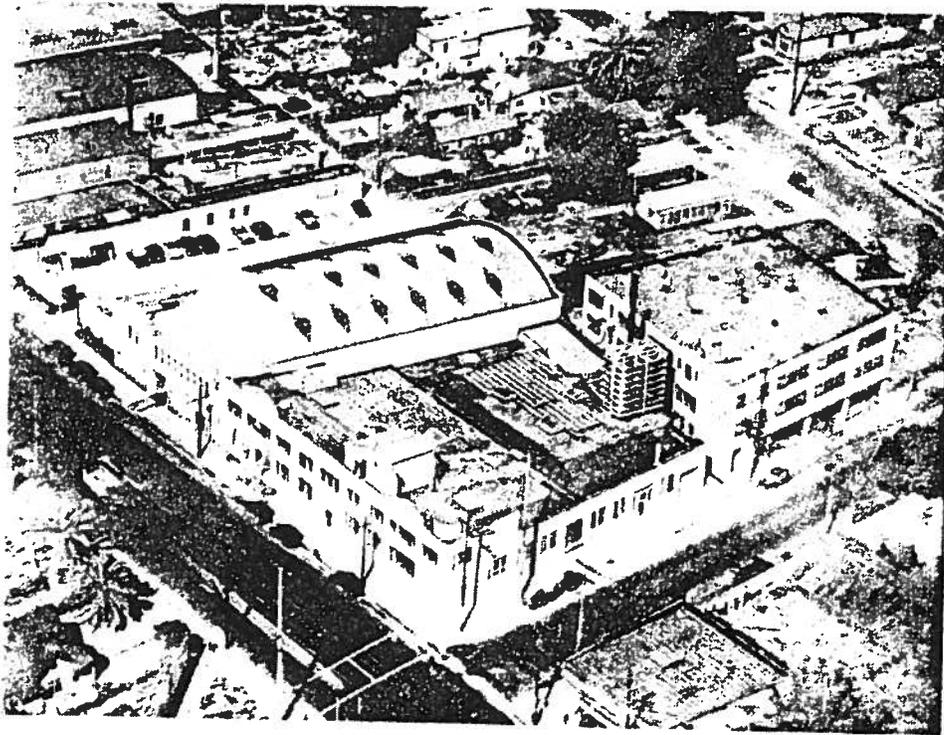
Illus. 24. Robert Vincent Derrah, about 1940.



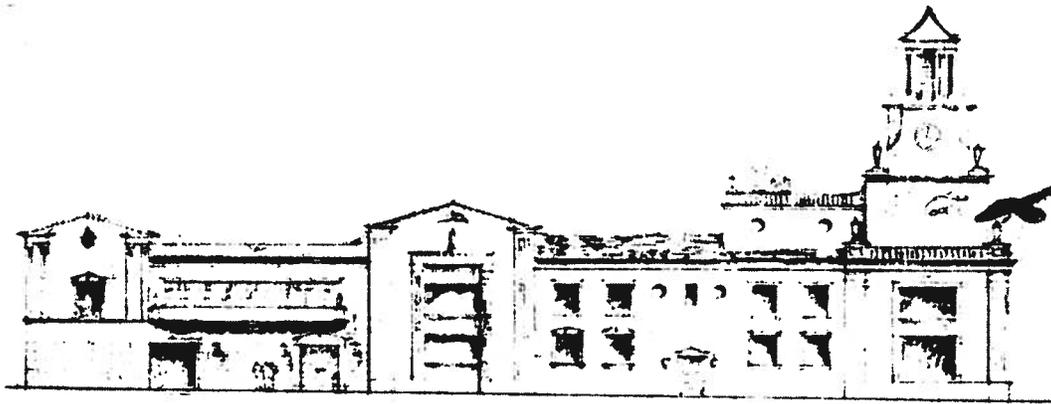
illus. 25. Bottling plant and offices, Coca-Cola, Los Angeles, 1936.



Illus. 26. Coca-Cola, existing buildings.

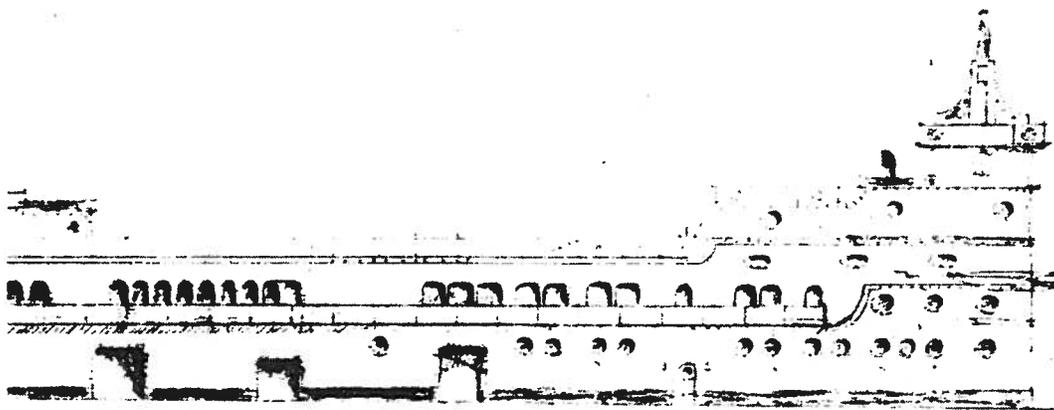


Illus. 27. Aerial photo of existing buildings.

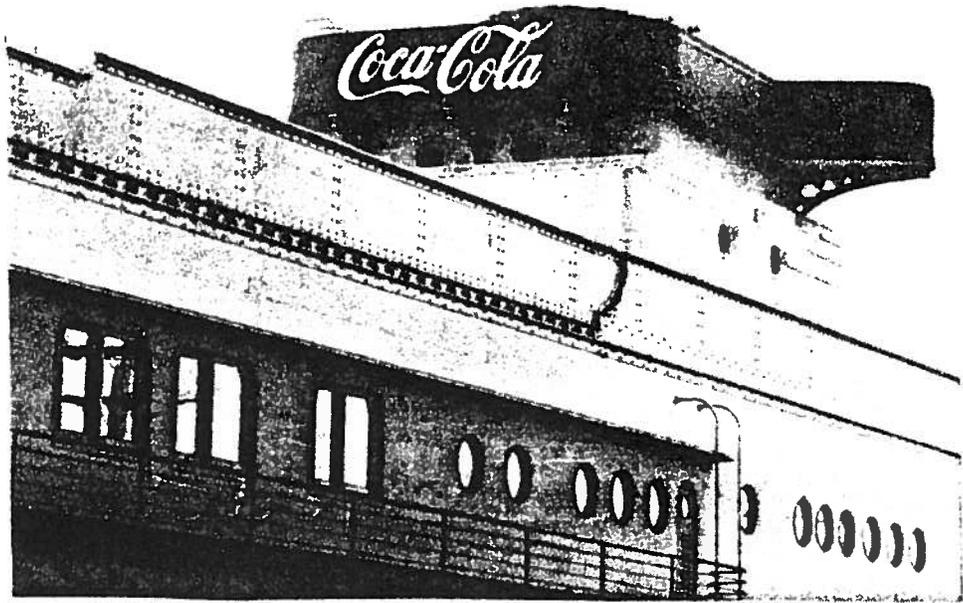


CENTRAL BUILDING - ELEVATION

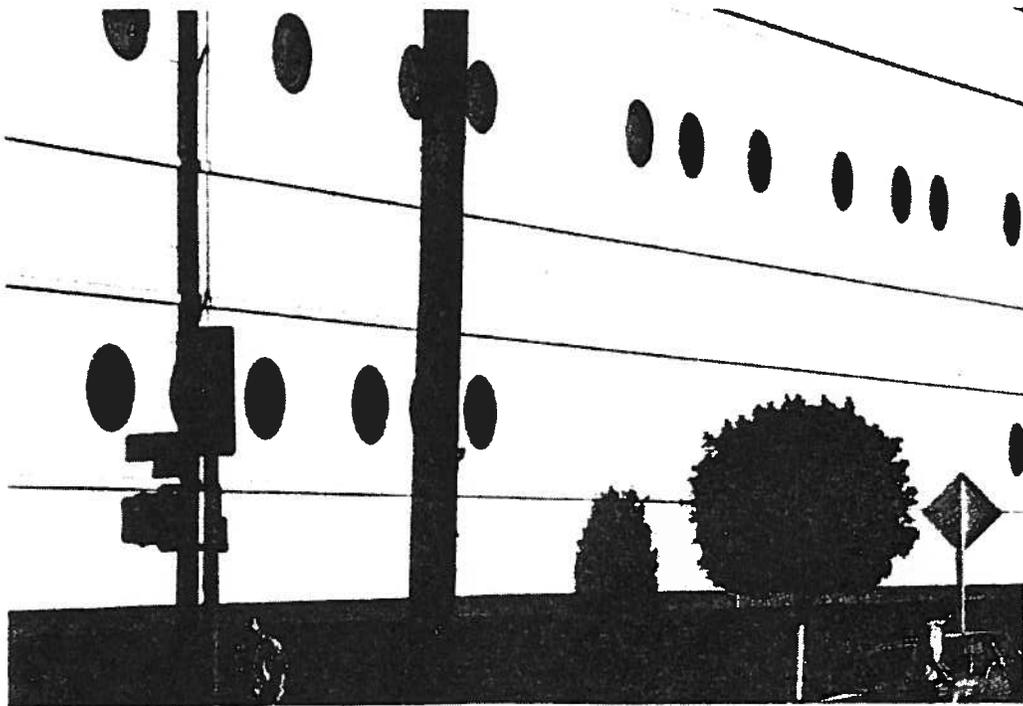
Illus. 28. Coca-Cola, first proposal.



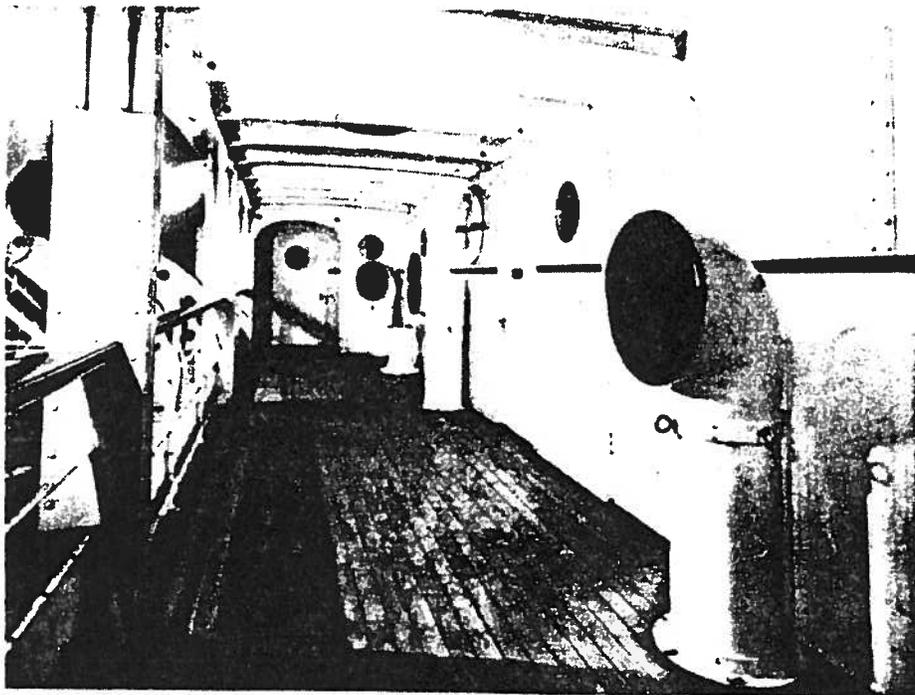
Illus. 29. Coca-Cola, second proposal.



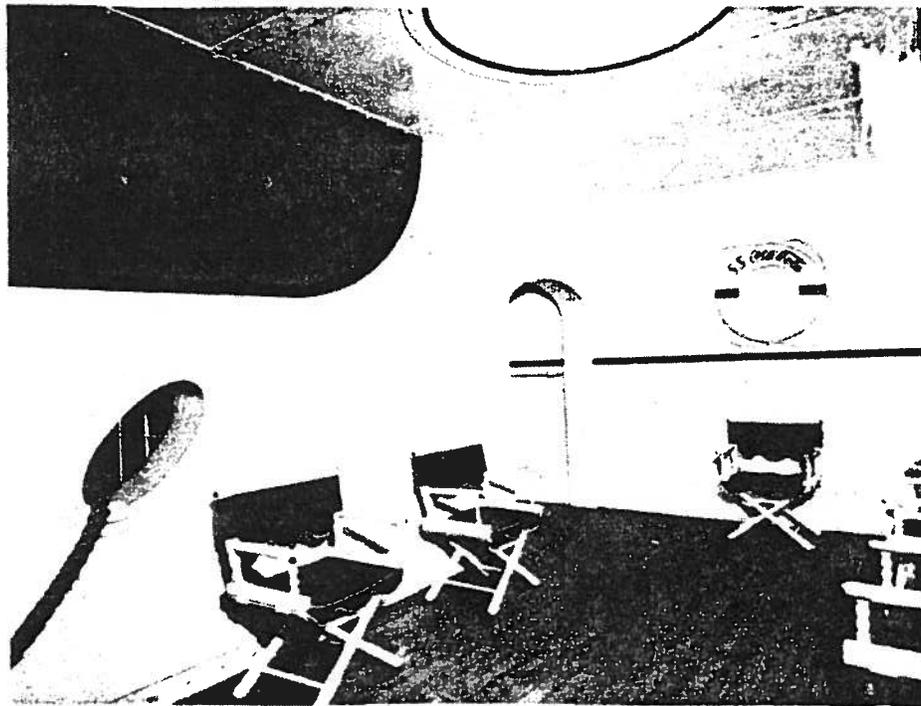
Illus. 30. Coca-Cola, ship's bridge.



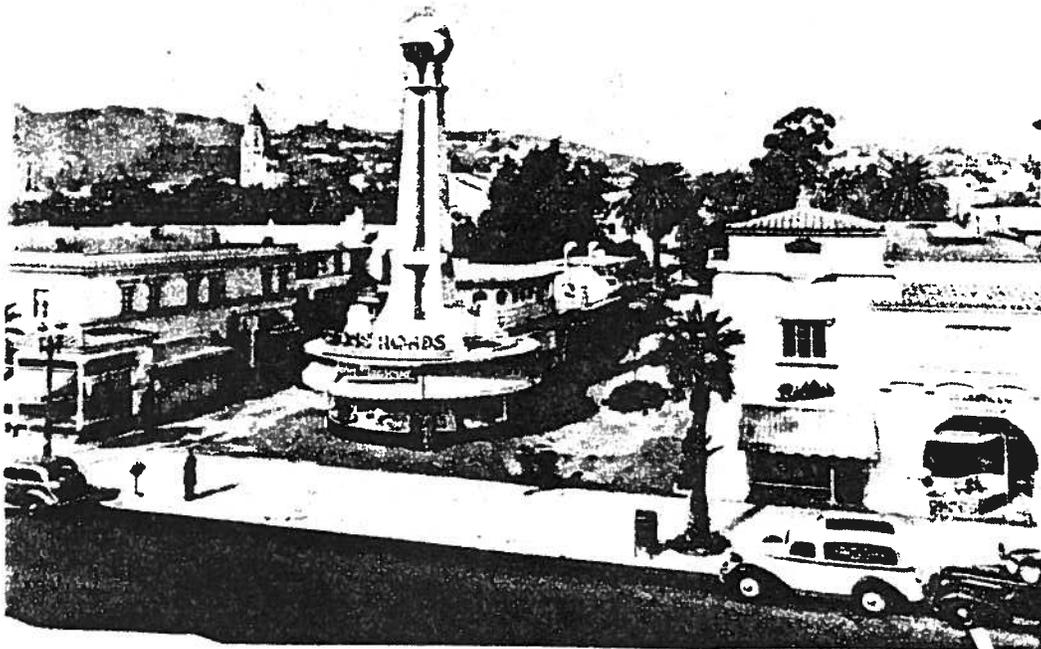
Illus. 31. Coca-Cola, 14th Street facade.



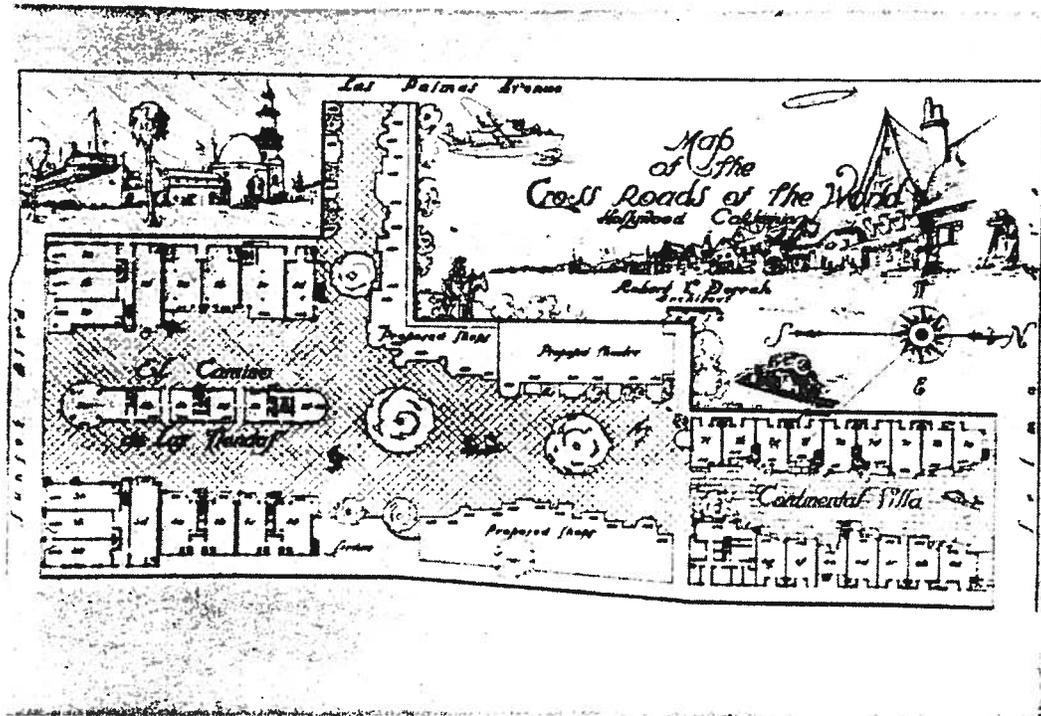
Illus. 32. Coca-Cola, office mezzanine overlooking production area.



Illus. 33. Coca-Cola, ante room.



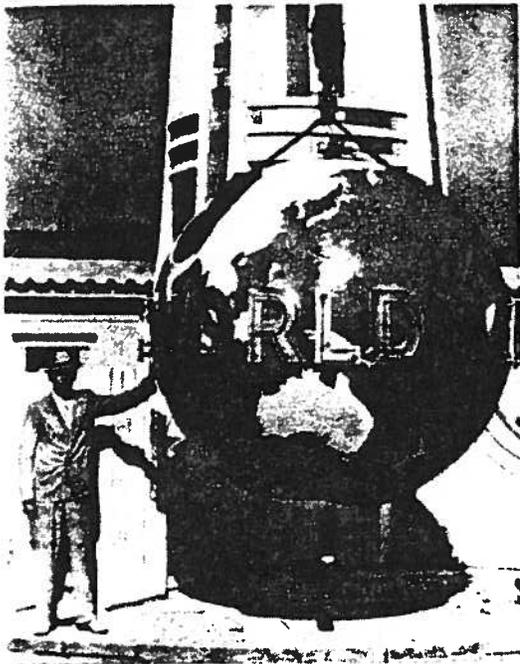
Illus. 34. Cross Roads of the World Shopping Center, Hollywood, 1936.



Illus. 35. Cross Roads of the World, plan.



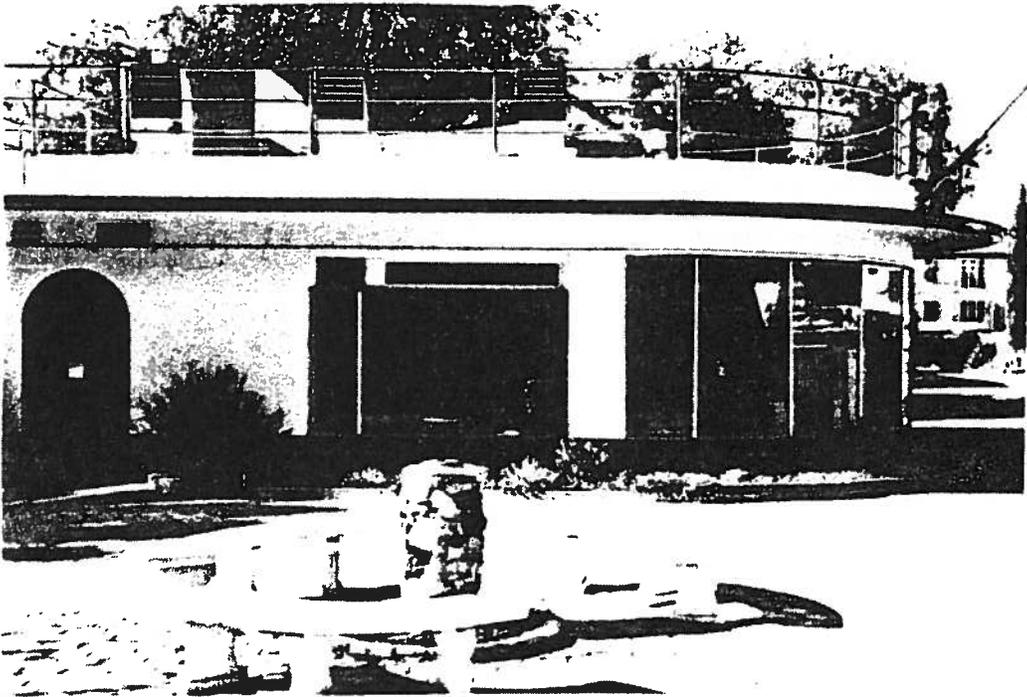
Illus. 36. Cross Roads of the World, Nautical building.



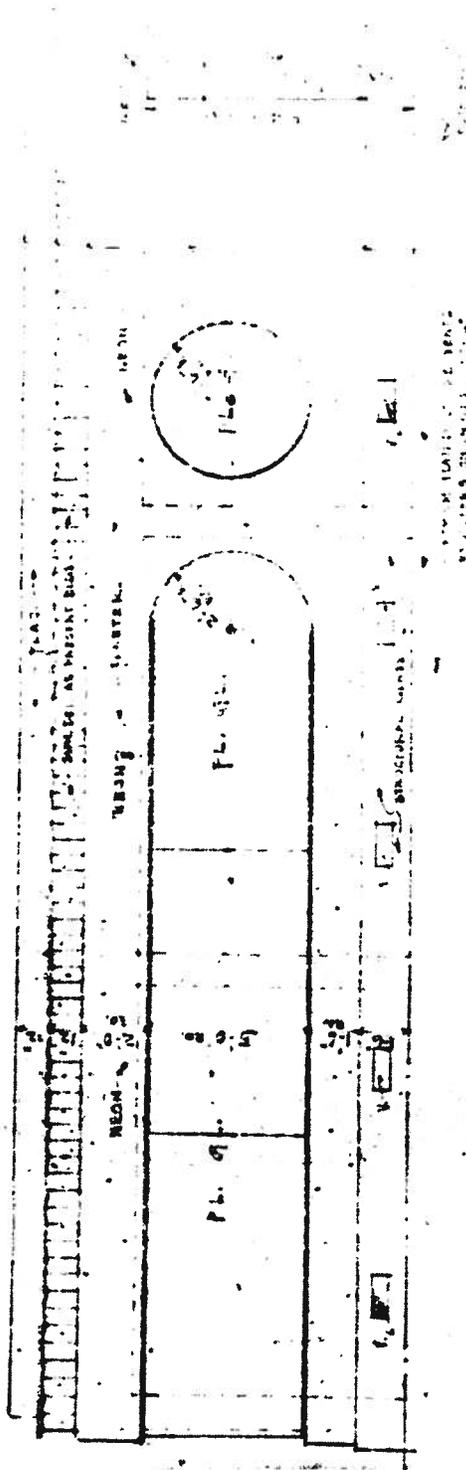
Illus. 37. Cross Roads of the World, Robert Derrah and revolving globe.



Illus. 38. Nautical building, pilot house.



Illus. 39. Nautical building, stern.

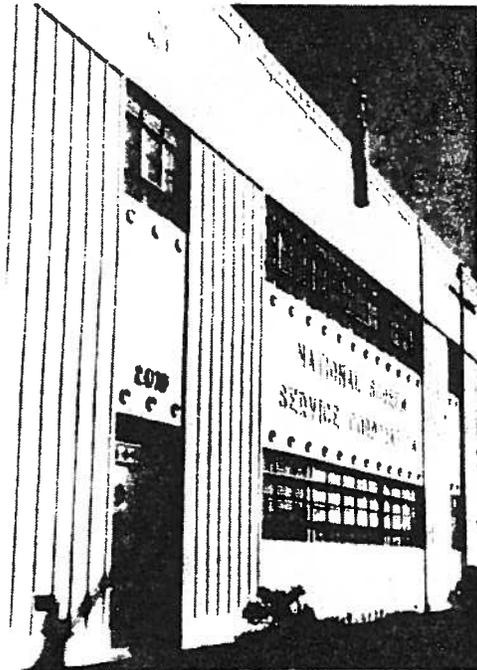


SIDE ELEVATION
SCALE 1/4" = 1'-0"

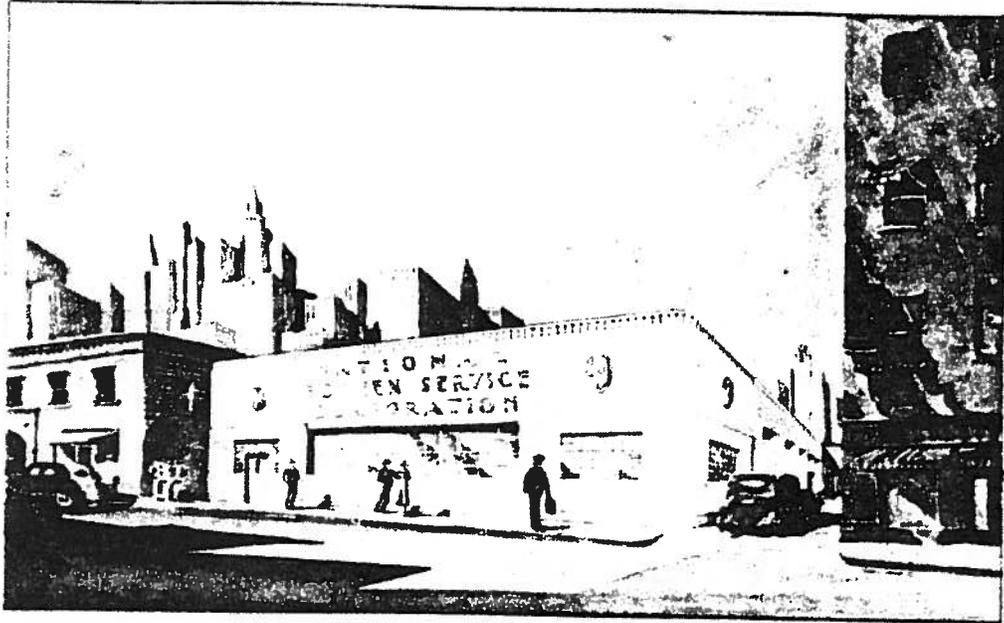
Illus. 42. Design for a restaurant, Beverly Hills, 1938.



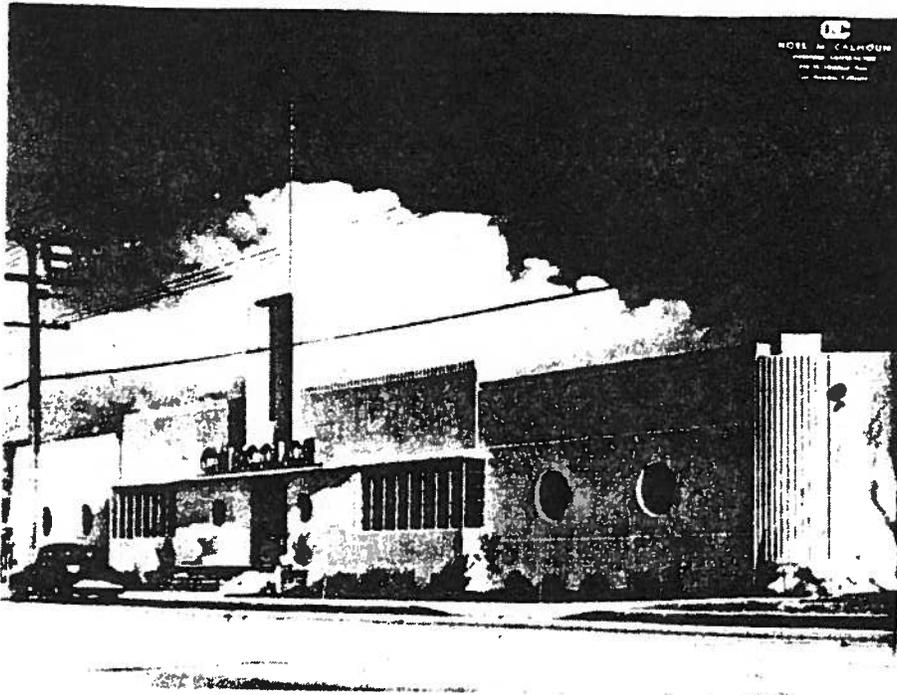
Illus. 43. Southern California Gas Company, Los Angeles, 1938.



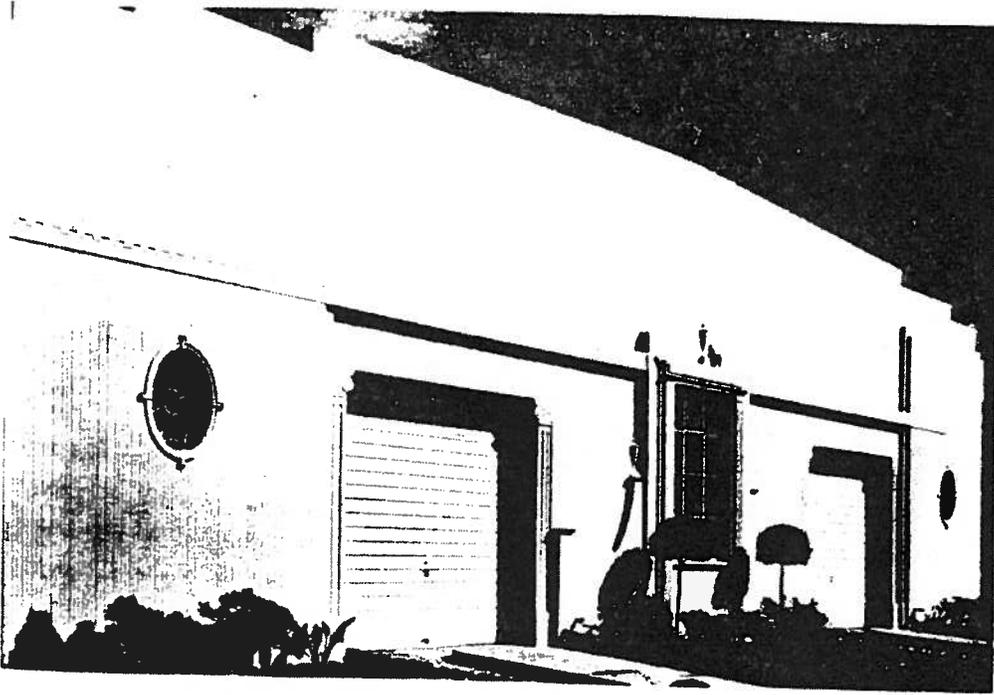
Illus. 44. National Screen Service, Los Angeles, 1937.



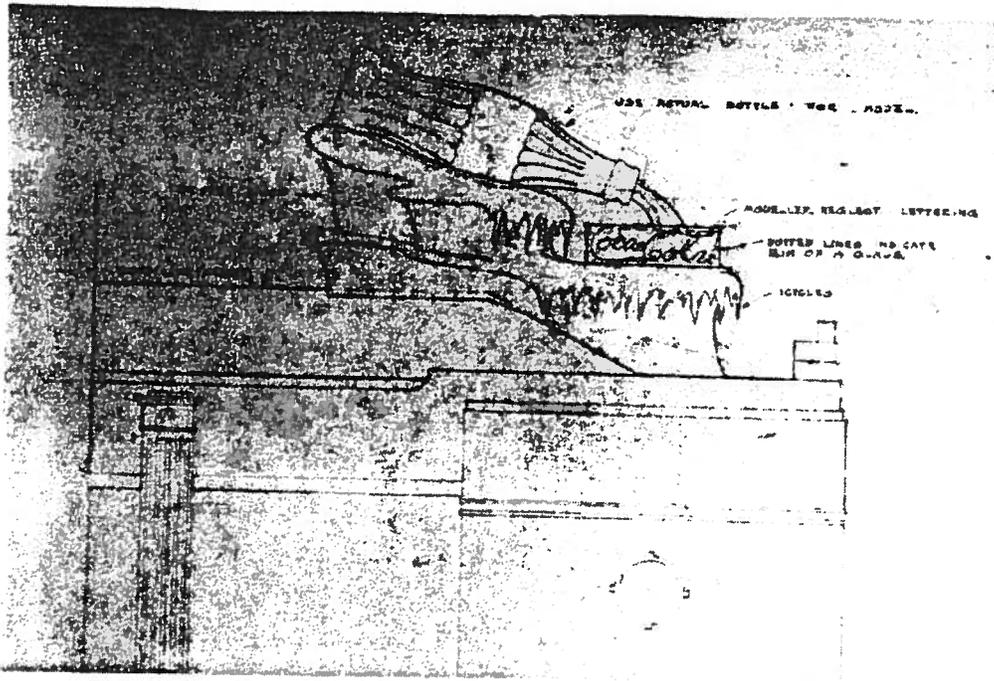
Illus. 45. Design for National Screen Service, San Francisco, 1937.



Illus. 46. Cinecolor, Burbank, 1938.



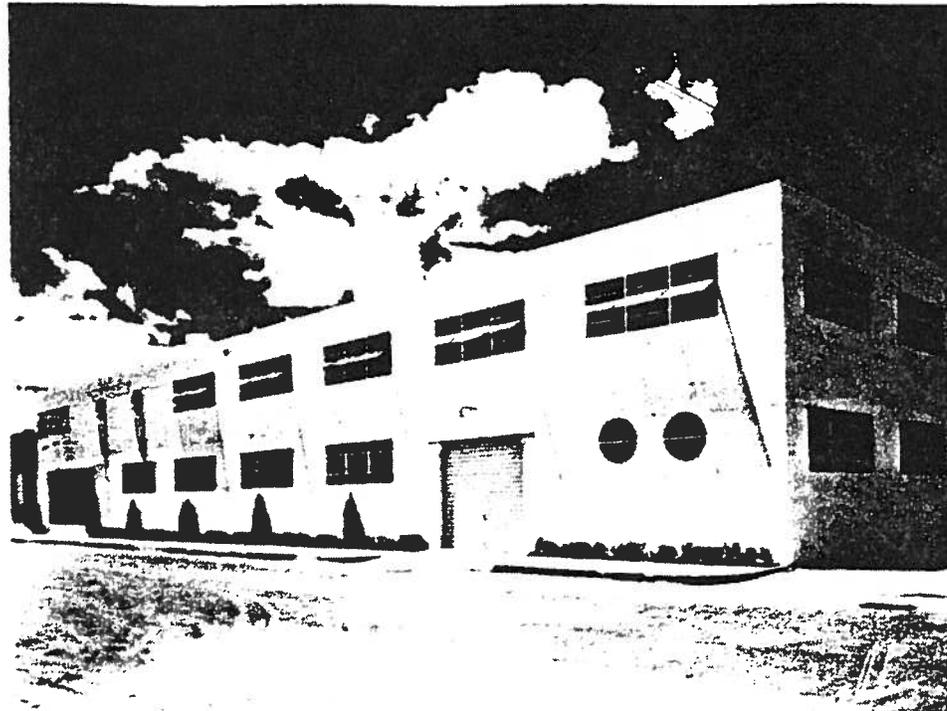
Illus. 47. Coca-Cola, Pasadena, 1935.



Illus. 48. Coca-Cola, proposed roof treatment.



Illus. 49. Coca-Cola, Waco, Texas, 1938.



Illus. 50. Coca-Cola, rear elevation.

