STAFF REPORT

CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of April 27, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: **450-460 NORTH PALM DRIVE**
450-460 North Palm Drive
Request for approval of a new 5-story multi-family residential building
PL 110 2683

Continued from the March 16, 2011 meeting.

PROJECT INFORMATION

Applicant	David Hudson
Address	450-460 North Palm Drive
Project Name	450-460 North Palm Drive
Project Type	New 5-story multi-family residential building

PROJECT DESCRIPTION

The Project site is located on the east side of North Palm Drive, between Civic Center Drive and Beverly Boulevard. The site is currently vacant. The Commission previously reviewed the project at its March 26, 2011 meeting. At that meeting the Commission had the following comments:

Continued on the next page.

Architectural Commission Requests from March 16, 2011	Applicant's Response
1. The design feels industrial and not residential	1. The applicant has made changes to the façade materials, colors and windows to create a more residential feel.
2. Provide neighborhood photos to show the context of the neighborhood/street.	2. The applicant has provided neighborhood photos to show the context of the neighborhood/street.
3. Provide an aerial photo of the project and then provide the volumes of surrounding buildings so as to get a sense of the project within the context of the neighborhood.	3. An aerial photo of the project has been provided. The aerial photo shows the volumes of surrounding buildings.
4. The design is static and needs to be further refined.	4. The applicant has made changes to the materials and colors of the façade.
5. The project needs more layers of design and it should possess a hierarchy of the design elements. Lacks clear primary, secondary and tertiary elements.	5. The project has made changes to the project in an effort to create a hierarchy of design elements.
6. The building should be designed so that it contains a clear entry which has a sense of arrival.	6. The main entry off of North Palm Drive has been redesigned to create a greater sense of arrival.
7. The balance and tempo of the design are not appealing.	7. The applicant has made changes to the façade materials and colors in an effort to improve the balance and tempo of the design
8. The horizontal components need to be strengthened to break-up the vertical elements.	8. The horizontal balconies and roof lines have been strengthened.
9. The window proportions need to be restudied	9. The window proportions have been changed.
10. The blue, grey, tan color pattern lacks layers of design.	10. The applicant has revised the color scheme of the façade.
11. Clarify the ground cover material under the bamboo plants.	11. A landscape plan has been included which includes the ground cover materials.

.A material board and rendering will be presented at the meeting.

ANALYSIS

The use of high quality materials and modern style shall be cohesive with existing development along North Palm Drive. The proposed design offers a clean finish and is consistent in quality with the other projects in the area.

ARCHITECTURAL CRITERIA

Pursuant to Municipal Code Section 3-3010 the Architectural Commission may approve, approve with conditions, or disapprove the issuance of a building permit in any matter subject to its jurisdiction after consideration of the following criteria:

(a) The plan for the proposed building or structure is in conformity with good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

The proposed design creates a dramatic, modern façade. The design appears in keeping with the quality of nearby multi-family residences. The proposed facade design is in good taste and good design and in general contributes to the image of Beverly Hills as a place of beauty, spaciousness, balance, taste, fitness, broad vistas and high quality.

(b) The plan for the proposed building or structure indicates the manner in which the structure is reasonably protected against external and internal noise, vibrations, and other factors which may tend to make the environment less desirable.

The proposed building design elements appear to conform to requirements for internal or external noise, vibrations or other factors. As proposed, the building design would not appear to make the environment less desirable in this regard, and the finding can be met.

(c) The proposed building is not in its exterior design and appearance of inferior quality such as to cause the nature of the local environment to materially depreciate in appearance and value.

The materials proposed for the facade design do not appear to be inferior in quality or execution and would therefore not degrade the local environment in appearance or value.

(d) The proposed building or structure is in harmony with the proposed developments on land in the General area, with the General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

The proposed facade design is in conformity with the prevailing uses in the general area and with other similar projects approved by the Commission. Furthermore, the overall composition and design of the façade would be in harmony with proposed or future uses in the area as would be allowed in compliance with the current General Plan for Beverly Hills, and with any precise plans adopted pursuant to the General Plan.

(e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

The submitted plans have been reviewed in concept by the Building and Safety Department and preliminarily reviewed by Staff for adherence to Title 10 of the Beverly Hills Municipal Code. The proposed façade design is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.

RECOMMENDATION

Based on the foregoing analysis and pending the information and conclusions that may result from testimony received at the public hearing, as well as Architectural Commission deliberations, staff recommends the Architectural Commission either provide the applicant with further direction and return the item for restudy, or approve the project with any conditions the Commission may wish to add, in addition to the standard conditions of approval (attached).

Shena Rojemann, Associate Planner

Attachments
Exhibit A – Standard Conditions of Approval
Exhibit B - Staff report from the March 16, 2011 AC meeting

EXHIBIT A
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on April 27, 2011.

2. This approval by the Architectural Commission is for design only; the project is subject to all applicable City regulations for the construction of the project (including zoning, building codes and Public Works requirements.)

3. Any future modifications to this approval shall be presented to staff for a determination as to whether the change may be approved by staff (minor) or requires review by the Commission. Changes made without City approval shall be required to be restored to match the City approved plans.

4. Any projections within the public-right-of way shall be reviewed and approved by the Public Works and Transportation Department.

5. A copy of the City's approval letter shall be scanned onto the final plans.

EXHIBIT B

March 16, 2011 AC staff report

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The Project site is located on the east side of North Palm Drive, between Civic Center Drive and Beverly Boulevard. The site is currently vacant. The Commission previously reviewed and approved a project for this site on November 10, 2005. That approval has since expired[1]. As such the applicant is before the Commission for the review of the project. The proposed project contains an abundant amount of modulation created by the multiple balconies, various sizes of windows, and architectural projections and embellishments. The following materials are proposed:

- Walls - smooth stucco painted
- Façade details – stucco with line screed, aluminum clad trim, opaque glass with aluminum trim, trellis features
- Doors and window frames - metal
- Glass (in windows and doors) – clear glass
- Railings - aluminum painted

The applicant has also submitted a detailed landscape plan which contains a variety of mature trees, lush vegetation and groundcover and other landscape features which include:

- River washed cobbles
- Steel planters
- Concrete benches

A materials board will be presented at the meeting.

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[1] Pursuant to the Beverly Hillls Municipal Code Section 10-3-207, approvals granted by the Architectural Commission shall expire if not exercised within three (3) years after the approval.

ANALYSIS

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CRITERIA

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Shena Rojemann, Associate Planner

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Exhibit A – Standard Conditions of Approval