



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of May 18, 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 April 27, 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 and its April 27, 2011 meeting. At that meeting the Commission had the following comments:

Continued on the next page.

Architectural Commission Requests from April 27, 2011	Applicant's Response
1. Consider adding lights in the canopy above the secondary entry (between the two buildings).	1. See Exhibit A attached.
2. Consider adding mass to the secondary entry gate.	2. See Exhibit A attached.
3. The project appears to be one big block of building and alternative treatment options should be considered to break up the massing.	3. See Exhibit A attached.
4. There needs to be a 'marriage' between the landscape design and the architecture of the project. Consider alternative planting patterns and integrations of lighting to enhance the 'marriage'.	4. See Exhibit A attached.
5. Provide a landscape lighting plan.	5. See Exhibit A attached.
6. Provide details of the aluminum elements along the façade. How are these elements treated?	6. See Exhibit A attached.
7. The sections of dark stone along the ground floor don't have verticality to them and they do not tie in well with the other elements of the façade.	7. See Exhibit A attached.
8. The alley entry to the subterranean garage should be better obscured.	8. See Exhibit A attached.
9. Revise the horizontal glass to have a tempo which compliments the building modulation.	9. See Exhibit A attached.
10. Considering hiding the light source at the main entry as an alternative to the straight slot lights. Halo lighting was specifically mentioned.	10. See Exhibit A attached.
11. The main entry needs further development	11. See Exhibit A attached.

.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.

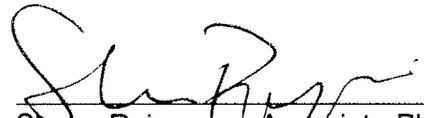
- (e) The proposed building or structure is in conformity with the standards of this Code and other applicable laws insofar as the location and appearance of the buildings and structures are involved.***

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).



Sheha Rojemann, Associate Planner

Attachments

- Exhibit A – Applicant's written response to the AC's comments
- Exhibit B - Standard Conditions of Approval
- Exhibit C - Staff report from the March 16, 2011 AC meeting
- Exhibit D - Staff report from the April 27, 2011 AC meeting

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EXHIBIT A

Applicant's written response to the AC's comments

Architectural Review Commission

May 18, 2011 Meeting

Design Overview

IN SUMMARYby design, the residential character and design elements for the project are defined by:

- a. The sense of hierarchy for the horizontal / vertical components and projections.
- b. Primary front door building identity, along with a lesser defined secondary entry at the Paseo.
- d. Varied proportions for glazing, sliding doors and supporting shade elements.
- e. Articulated railing, verandas and clerestory design features.
- e. Defined building palette of color, texture and mass.

Summary Responses to ARC Comments

April 27, 2011 Meeting

Comment

1. Consider adding lights in the canopy at the secondary entry

Response

This is a wonderful idea for accent lighting of the canopy. We have added horizontal lights to the canopy design to flood the sandwiched glass / steel frame. This low ambient light detail is also being incorporated into the main entry canopy at North Palm Drive, and at the two (2) secondary entry ways between the buildings 450 & 460. Of note, with incorporating this lighting accent, the canopy thickness has added mass from 4" thick to now 8" thick.

2. Consider adding mass to the secondary gate

We have studied the gate structure further and believe that the scale is right for the designed proportions. The veneer block pilasters are wrapped with an aluminum frame as a ribbing to accentuate the canopy above.....if the pilasters develop more mass, then the proportion becomes too dominant for the composition of a secondary entry. Of note, the canopy thickness has added mass from 4" thick to now 8" thick.





3. Project appears as one block of building

I appreciate responding to this as it provides greater insight into this design as a more refined solution. To begin with, the property contains two separate buildings that face North Palm Drive, along with 28' width of open space between the two buildings. Considering these three separate elements as positive attributes to the property, then the project does not emulate one large building.

Furthermore in consideration.....

- a. The 450 building face is 67' along North Palm Drive.....and of that dimension, there are three (3) plane breaks, and one (1) 20' wide x 14' veranda recess; this recess represents a 30% variation in the building façade. As well, there are four (4) texture changes, along with four (4) color changes in this elevation.
- b. The 460 building face is 109' along North Palm Drive.....and of that dimension, there are four (4) plane breaks, and three (3) veranda recesses of 18', 21', and 15' respectively; these recesses represent a 49% variation in the building façade. As well, there are four (4) texture changes, along with four (4) color changes in this elevation.

In summary, the length of buildings facing North Palm Drive, plus the open space width of 28', represents a 50% variation in the façade along North Palm Drive. Of note, there are no other buildings along North Palm Drive that emulate this direction of a refined solution. Please review the street-scene image board containing the project and neighboring buildings.

4. Provide 'marriage' of landscape design and the architecture

The landscape design and treatments have been further integrated into the design of the building images and renderings.

5. Provide a landscape lighting plan

TGP, INC, the Landscape Architect has provided complete landscape documents for review.

6. Provide details of aluminum elements along the facade

We are providing a Design Book that contains 'elevation design elements' as part of the refined solution to the many layers, details and specifications for the project.



7. The sections of the stone do not have a sense of verticality

I understand the comment regarding this material, however, I believe that the opposite will be true.....that the stone texture, color and veneer shapes (8 x 16 and 8 x8) will effectively provide a very strong base accent for the project.

By design, we have chosen a medium dark stone as the base accent adjacent to the entry ways so that it will provide a stronger contrast to the accent stone that is being designed into the entry areas to the building.

By design, we are using a lighter stone as a secondary accent adjacent to the medium dark stone so as to create rhythmic variations of texture, color and mass at the base of the building design.

In summary, we are providing great variation in **texture** (stucco, stone, and aluminum finish), **color** (stucco, stone & aluminum trim), and **mass** (varying heights and locations of stone / trim / stucco surrounding the building).

8. Provide an obscure garage entry at alley

By design, the entry to each garage area is obscure as a darkend pocket into the building base.

9. Provide undulation of the garden walls and glass

See the garden walls on the site plan and landscape plan as they undulate along North Palm Drive and along Civic Center Drive.

Of note, Civic Center Drive is considered a side elevation with an appropriate sideyard setback; there is no requirement for glass along the garden walls there.....only a full height wall. However, we are providing three (3) landscape areas along Civic Center.....one recessed landscape pocket between plans 2 & 3, at the secondary entry to the building, and at corner of Civic Center Drive and the back alleyway.

10. Consider the lighting affect at main entry

As identified in item 1 above, accent lighting will provide a very elegant soft glow to the entry hardscape and surrounding softscape below. This is a wonderful idea for accent lighting of the canopy. Horizontal lights have been added to the canopy design to flood the sandwiched glass / steel frame. Of note, with incorporating this ambient light, the canopy thickness has added mass from 4" thick to now 8" thick.

11. Provide update on main entry

We have studied the entry columns further and believe that the scale is right for the designed proportions. The veneer block pilasters are wrapped with an aluminum frame as a ribbing to accentuate the entry area surrounding the columns. Of note, the canopy frame is 8" thick.



EXHIBIT B
Standard Conditions of Approval

1. Final plans shall substantially conform to the plans submitted to and reviewed by the Architectural Commission on May 18, 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.

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EXHIBIT C
March 16, 2011 AC staff report



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of March 16, 2011

TO: Architectural Commission

FROM: Shena Rojemann, Associate Planner

SUBJECT: **450-460 NORTH PALM DRIVE**
450-460 North Palm Drive
New 5-story multi-family residential building
PL 110 2683

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 and approved a project for this site on November 10, 2005. That approval has since expired¹. 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.

¹ Pursuant to the Beverly Hills 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

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.

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.

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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

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EXHIBIT D
April 27, 2011 AC staff report



STAFF REPORT
CITY OF BEVERLY HILLS

For the Architectural Commission
Meeting of April 27, 2011

TO: Architectural Commission

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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

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ARCHITECTURAL CRITERIA

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RECOMMENDATION

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Shena Rojemann, Associate Planner

Attachments

Exhibit A – Standard Conditions of Approval

Exhibit B - Staff report from the March 16, 2011 AC meeting