

## Attachment 2

# Recommendation of the Cultural Heritage Commission

RESOLUTION NO. 2

A RESOLUTION OF THE CULTURAL HERITAGE COMMISSION OF THE CITY OF BEVERLY HILLS RECOMMENDING THAT THE CITY COUNCIL DESIGNATE THE BEVERLY HILLS HOTEL AS THE FIRST LOCAL LANDMARK AND PLACE THE HOTEL ON THE REGISTER OF HISTORIC PROPERTIES

The Cultural Heritage Commission of the City of Beverly Hills hereby resolves, finds, determines, and declares as follows:

Section 1. On January 24, 2012, the City Council adopted Ordinance No. 12-O-2617 establishing a historic preservation program and establishing a Local Register of Historic Properties in the City of Beverly Hills. The Ordinance enables the City Council to designate local landmarks and historic districts and to place those properties and geographical areas on the City's Register of Historic Properties.

Section 2. On April 11, 2012, the owners of the Beverly Hills Hotel (the "Hotel") requested that the City of Beverly Hills designate the Hotel, located at 9641 Sunset Boulevard, as a local historic landmark pursuant to the Historic Preservation Ordinance of the City of Beverly Hills (Article 32 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code; hereafter the "Historic Preservation Ordinance").

Section 3. The Beverly Hills Hotel was the first major building in the City of Beverly Hills. Opening in 1912, the Hotel was constructed as the centerpiece of the new residential community of Beverly Hills and designed to attract tourists and potential residents from the East and Midwest to the beauty and mild climate of southern California. The Hotel was

designed by architect Elmer Grey and, in 1949, an addition designed by Paul R. Williams was added to the eastern side of the property.

Section 4. On May 23, 2012, the City of Beverly Hills Cultural Heritage Commission conducted a preliminary consideration of the owners' application pursuant to section 10-3-3215 D. of the Historic Preservation Ordinance, and concluded that the Hotel warranted formal consideration by the Commission.

Section 5. On June 13, 2012, the Cultural Heritage Commission visited the Hotel and held a duly notice public hearing to formally consider the application for landmark designation. The Cultural Heritage Commission bases its action on the findings of fact and reasons listed in the *Landmark Assessment Report – Beverly Hills Hotel* conducted by Jan Ostashay of Ostashay and Associates Consulting, attached hereto as Exhibit A, and incorporated herein by reference, and other evidence provided during the proceedings.

Section 6. FINDINGS. The Cultural Heritage Commission hereby finds that Beverly Hills Hotel meets the City's criteria for designation as a local Landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance. The Hotel satisfies the requirement of subsection 10-3-3212 A. 1. that the property "[i]s identified with important events in the main currents of national, state, or local history, or directly exemplifies or manifests significant contributions to the broad social, political, cultural, economic, recreational, or architectural history of the nation, state, city, or community" because of the Hotel's exceptional contributions to local history as both a hotel, and as an entertainment venue for social life in the City and in the southern California region during the first half of the twentieth century. The Hotel also satisfies

the requirements of subsection 10-3-3212 A. 3. in that it “[e]mbodies the distinctive characteristics of a style, type, period, or method of construction” because of the Hotel’s architectural design, which embodies the distinctive characteristics of a large luxury hotel and represents the work of Elmer Grey and Paul R. Williams who are each important creative individuals recognized as master architects. In addition, the Hotel satisfies subsection 10-3-3212 A. 6. , in that it “[i]s listed or has been formally determined eligible by the national park service for listing on the national register of historic places...” because the Hotel has been formally determined eligible for listing on the National Register of Historic Places by the National Park Service.

The Hotel meets the requirements of subsection 10-3-3212 B., which requires that: “The property retains integrity from its period of significance. The proposed landmark retains integrity of location, design, setting, materials, workmanship, and association. ...” This criterion is met because the majority of the structures on the site date from the Hotel’s period of significance which encompasses the period of time between the years 1912 and 1954.

The Hotel meets the requirements of subsection 10-3-3212 C., which requires that: “The property has historic value. The proposed landmark is of significant architectural value to the community, beyond its simple market value, and its designation as a landmark is reasonable, appropriate, and necessary to promote, protect, and further the goals and purposes of this article.” This criterion is met because the Hotel is one of the oldest and most intact resort hotel facilities in southern California. During its period of significance and continuing through the present day the Hotel has catered to the elite of the region and the nation.

Section 7. PARTICULAR CHARACTERISTICS JUSTIFYING LANDMARK DESIGNATION THAT SHOULD BE PRESERVED. Use and development of

the Beverly Hills Hotel property is governed the Beverly Hills Hotel Specific Plan (the “Specific Plan”). The development standards and criteria of the Specific Plan are “designed to preserve the unique hotel character of the Beverly Hills Hotel Specific Plan Area...” (Specific Plan at p. 5.) The Specific Plan provides that “[t]he design of all revisions to the Beverly Hills Hotel will identify, preserve and retain the form and detailing of those architectural materials and features that are important in defining the character of the Hotel and the Specific Plan Area.” (Id.) The primary characteristics justifying landmark designation and that should be preserved, as described in the Specific Plan, include, but are not limited to:

- a) the mission revival architecture and other existing design concepts;
- b) the bell towers at the main entry;
- c) the basic forms of the southern and eastern elevations of the main building as shown on Diagram 20 of the Specific Plan;
- d) the basic forms of the northern elevation of the main building as shown on Diagram 18 of the Specific Plan;
- e) the appearance of the entry drive from Crescent Drive as shown in Exhibit C of the Specific Plan;
- f) the Beverly Hills Hotel Sign as shown in Exhibit D of the Specific Plan;
- g) the pink stucco and tile roofs as shown in Exhibit E of the Specific Plan;
- h) the character defining elements of the Polo Lounge and the coffee shop as documented in Exhibit F of the Specific Plan;
- i) the façade of the Hotel; and,
- j) the unobstructed line of sight between Crescent Drive and the Beverly Hills Hotel Bungalows as documented in Exhibit G of the Specific Plan.

Section 8. REASONS FOR DESIGNATING THE BEVERLY HILLS HOTEL A LANDMARK. The Cultural Heritage Commission finds that Hotel owner desires to have the property designated as a landmark, that the Hotel meets the criteria for designation as a landmark, and that the Hotel warrants designation because of exceptional contributions as both a hotel and entertainment venue to the social life of the City and southern California region during the first half of the twentieth century, and because the Hotel embodies the distinctive characteristics of a particular property type, a large luxury hotel, and represents the work of important creative individuals who are recognized master architects, Elmer Grey and Paul R. Williams. Each of the foregoing reasons supports the conclusion that designating the Hotel a landmark is warranted.

Section 9. GENERAL GUIDELINES AND STANDARDS FOR FUTURE PROPOSED CHANGES PURSUANT TO THE BEVERLY HILLS HOTEL SPECIFIC PLAN. Pursuant to Section 10-3-3224 of the Historic Preservation Ordinance, future renovations of the Hotel would be exempt from the provisions of Sections 10-3-3215 F, 10-3-3217, 10-3-3218, 10-3-3219, 10-3-3220, 10-3-3221, and 10-3-3222, of the Historic Preservation Ordinance because the Hotel is subject to the legislatively enacted Specific Plan, which requires compliance with Secretary of Interior Standards for rehabilitation as set forth in 36 Code of Federal Regulations Section 68.3 (b). As such, the Specific Plan provides for and controls as to the characteristics to be preserved and the standards for future changes. If, however, demolition or off site relocation of significant structures or significant landscaping is proposed, all the provisions of the Historic Preservation Ordinance would apply, pursuant to Section 10-3-3224 thereof. The location and boundaries of the historic resources are coterminous with the Specific Plan area.

Section 10. ENVIRONMENTAL ANALYSIS. Designation of the Beverly Hills Hotel, located at 9641 Sunset Boulevard, as a local historic landmark was assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. It has been determined that designation of the Hotel would not have a significant environmental impact and is exempt from CEQA pursuant to Sections 15061(b)(3), 15308, and 15331 of Title 14 of the California Code of Regulations. It can be seen with certainty that there is no possibility that the designation of the Hotel may have a significant effect on the environment, as no specific development is authorized by this resolution, and any future development proposed pursuant this resolution will require separate environmental analysis when the details of those proposals are known. Further, designating the Hotel is an action of the City to protect and preserve an historic resource.

Section 11. GENERAL PLAN CONSISTENCY. Designation of the Beverly Hills Hotel as a local historic landmark is consistent with the objectives, principles, and standards of the General Plan. General Plan Policy “HP 1.3 – Promote National, State, and Local Designation of Historic Resources” encourages the establishment of programs encouraging the nomination of landmarks.

Section 12. The Cultural Heritage Commission hereby recommends that the City Council designate the Beverly Hills Hotel as the first officially recognized local landmark in the City of Beverly Hills and place the Hotel on the City of Beverly Hills Local Register of Historic Properties as Landmark No. 1, for the reasons set forth in this Resolution.

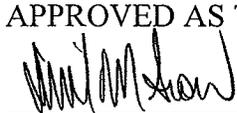
Section 13. The record of proceedings for designation of the Beverly Hills Hotel as a local landmark and placement of the Hotel on the City's Register of Historic Properties is maintained by the City as part of the official records of the Community Development Department at 455 North Rexford Drive, Beverly Hills, California, 90210.

Section 14. The Secretary shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Cultural Heritage Commission of the City.

**Adopted: June 13, 2012**

  
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NOAH FURIE  
Chairperson of the Cultural Heritage  
Commission of the City of Beverly Hills,  
California

ATTEST:  
  
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Secretary (SEAL)

APPROVED AS TO FORM:  
  
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DAVID M. SNOW  
Assistant City Attorney

APPROVED AS TO CONTENT:  
  
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JONATHAN LAIT  
Assistant Director of Planning and  
Community Development / City Planner

Exhibit A – Landmark Assessment Report for the Beverly Hills Hotel  
Jan Ostashay, Ostashay and Associates Consulting June 13, 2012