



City Council Agenda Report

June 21, 2016

Landmark Designations

Attachment 3

Cultural Heritage commission Reports and CHC Resolutions No. 55 & 56
Recommending Landmark Designation of the two properties (excluding attachments)



Cultural Heritage Commission Report

Meeting Date: April 6, 2016

Subject: Initiation of Nomination Proceedings for inclusion onto Local Register of Historic Properties of 1210 Coldwater Canyon Drive

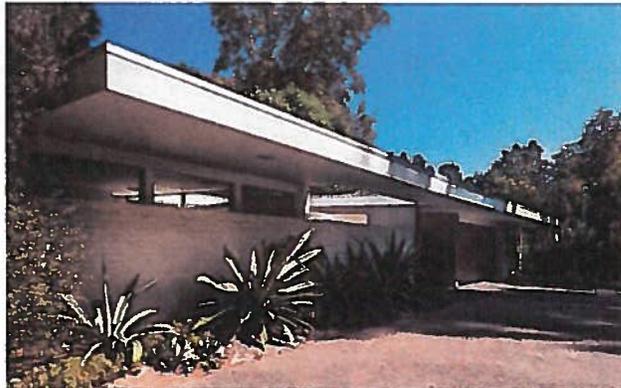
Recommendation: Initiate the property and forward to the Director for a preliminary evaluation of its landmark eligibility

REPORT SUMMARY

The residential property located at 1210 Coldwater Canyon Drive is before the Cultural Heritage Commission for consideration of potential inclusion onto the Local Register of Historic Properties. The Mid-Century Modern style residence built in 1950 was designed by architect Victor Gruen, who is included on the City's List of Master Architects. If a majority of the Cultural Heritage Commission finds that the property would qualify for consideration as a locally recognized historic landmark, it is recommended that the Commission direct Staff to initiate formal proceedings to designate the subject property in concurrence with the wishes of the owner.

DISCUSSION

Pursuant to the Beverly Hills Municipal Code §10-3-3215A (2,a), the Commission may initiate designation proceedings only with the agreement of the subject property's owner(s), or when the subject property either: 1) is listed on the local inventory; 2) was designed by a person identified on the local list of master architects; 3) was owned and occupied by a person of great importance; or 4) was owned and occupied by a person of great local prominence. In this case, the property owner has indicated their support of the landmark designation of 1210 Coldwater Canyon Drive. Staff has conducted a site visit and preliminarily determined the property eligible for designation.



1950 Mid-Century Modern style residence designed by architect Victor Gruen at 1210 Coldwater

Attachment(s):
(none)

Report Author and Contact Information:
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Associate Planner
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rkapadia@beverlyhills.org

PRELIMINARY ASSESSMENT OF LANDMARK CRITERION

In order to be eligible for formal consideration as a local historic landmark, the subject property would need to meet all of the components in the first section of the designation criteria, and one of the listed criterion in the second section, as referenced in the Beverly Hills Municipal Code §10-3-3212. Preliminarily, it appears that the property meets the necessary criteria, as indicated in following chart:

Landmark Designation Criteria (Beverly Hills Municipal Code §10-3-3212)

A landmark must satisfy <i>all</i> of the requirements in Section A:		Does the criterion appear to be met?
A.1	It is at least forty-five (45) years of age, or is a property of extraordinary significance;	Yes
A.2	It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period;	Yes
A.3	It retains substantial integrity from its period of significance; and	Yes
A.4	It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.	Yes
In addition to the requirements set forth in Section A above, a landmark must satisfy <i>at least one</i> of the following requirements:		Does the criterion appear to be met?
B.1	It is listed on the National Register of Historic Places;	No
B.2	It is an exceptional work by a Master Architect;	Yes
B.3	It is an exceptional work that was owned and occupied by a person of great importance, and was directly connected to a momentous event in the person's endeavors or the history of the nation. For purposes of this paragraphs, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous;	Unknown
B.4	It is an exceptional property that was owned and occupied by a person of great local prominence;	Unknown
B.5	It is an iconic property; or	No
B.6	The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.	Yes
<i>Do all criteria in Section A appear to be met?</i>		Yes
<i>Does at least one criterion in Section B appear to be met?</i>		Yes

NEXT STEPS

Initiation of landmark proceedings represents the first of three steps towards landmark designation. In order to formally designate the property as a Landmark on the Local Register of Historic Properties, (2) further action would be required by the Commission to nominate the property as a landmark at a subsequent public hearing and after the preparation of an historic assessment report, (3) followed by final action by the City Council to formally designate the property.

RECOMMENDATION

Should it be determined that this property warrants the initiation of local landmark designation proceedings, the Commission would vote to affirm the initiation and instruct the Director of Community Development for a preliminary evaluation of its eligibility in conjunction with a current historic assessment report. Following the completion of a final written historic evaluation of the residence, the project would return to the Commission to review the findings of this evaluation and to make a recommendation to the City Council for the formal designation of the residence. In addition, as the proposed designation moves forward, recommendations may be made by the Commission, in response to the historic evaluation, as to suggestions for the continued preservation/restoration of the residence and future compliance with the Secretary of the Interior's Standards.

Report Reviewed By:

A handwritten signature in black ink, appearing to read 'M Odell', written over a horizontal line.

Mark Odell
Urban Designer



Cultural Heritage Commission Report

Meeting Date: May 18, 2016

Subject: **Rosenstiel Residence**
Preliminary Hearing and Landmark Nomination of the "Rosenstiel Residence" at 1210 Coldwater Canyon Drive for inclusion as a Local Landmark onto Local Register of Historic Properties

Project Applicant: Michel Perrin, property owner

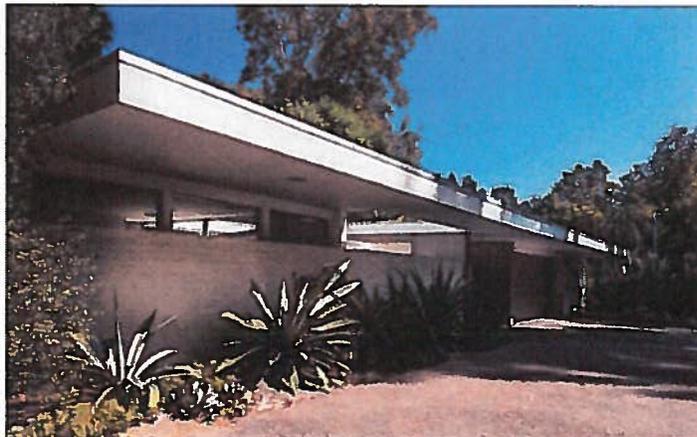
Recommendation: Adopt a resolution recommending City Council designate the "Rosenstiel Residence" as a Local Landmark.

REPORT SUMMARY

The "Rosenstiel Residence" at 1210 Coldwater Canyon Drive has been assessed for eligibility as a Local Landmark under Beverly Hills Municipal Code (BHMC) Title 10, Chapter 3, Article 32 - Historic Preservation Ordinance (Ord. 15-O-2682, eff. 7-21-2015). A Landmark Assessment Report (Attachment A) and Peer Review of the initial assessment (Attachment B) provide the background and findings to justify that the property is eligible under BHMC Section 10-3-3212 (Landmark Designation Criteria). The resolution in Attachment D recommends that the City Council designate the "Rosenstiel Residence" as a Landmark and place it on the Local Register of Historic Properties.

BACKGROUND

The Mid-century Modern style single-family residence and garage located at 1210 Coldwater Canyon Drive was constructed in 1950 and designed by architects Victor Gruen and Elsie Krummeck for Robert and Carol Rosenstiel.



Attachment(s):
A. City Landmark Assessment and Evaluation Report
B. Peer Review Assessment Memorandum
C. Preliminary Evaluation
D. Resolution

Report Author and Contact Information:
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Cultural Heritage Commission Report

1210 Coldwater Canyon Drive – Landmark Nomination

May 18, 2016

At its April 6, 2016 Special Meeting, the Cultural Heritage Commission voted to initiate landmark designation proceedings on the subject property. Subsequently, ESA/PCR finalized a Landmark Assessment Report (Attachment A) assessing the property for significance and the City's historic consultant, Jan Ostashay of Ostashay & Associates Consulting, completed a Peer Review Assessment memorandum of the ESA/PCR evaluation (Attachment B). Both reports conclude that the "Rosenstiel Residence" fully satisfies the requirements for landmark eligibility under the Historic Preservation Ordinance.

Pursuant to the Beverly Hills Municipal Code §10-3-3215 A.3, subsequent to the initiation of designation proceedings by the Cultural Heritage Commission, the Director shall prepare a written preliminary evaluation to determine whether sufficient evidence exists to support a finding that all applicable requirements for designation as a landmark can be met based on the supporting facts provided. The Director issued a Preliminary Evaluation for the "Rosenstiel Residence" at 1210 Coldwater Canyon Drive on May 10, 2016, finding that the property appeared eligible as a local landmark based on available evidence at the time. A copy of the Preliminary Evaluation is included as Attachment C.

Pursuant to the requirements in BHMC §10-3-3215A, following completion of the Preliminary Evaluation, the Director scheduled a preliminary hearing before the Cultural Heritage Commission on May 18, 2016, regarding the subject property. At this preliminary hearing, the Cultural Heritage Commission shall determine whether sufficient evidence exists to conclude that the subject property satisfies all applicable designation criteria and whether the property merits formal consideration for nomination. If, based on this preliminary evaluation and other evidence provided to the Commission, the Commission determines sufficient evidence exists and the property merits formal consideration, it shall schedule a public hearing before the Commission to consider the nomination within seventy-five (75) days. The nomination hearing is also scheduled for the Cultural Heritage Commission meeting on May 18, 2016. A resolution recommending nomination of the "Rosenstiel Residence" at 1210 Coldwater Canyon Drive as a Local Landmark is presented for the Commission's consideration in Attachment D.

ENVIRONMENTAL ASSESSMENT

Designation of the "Rosenstiel Residence" 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 "Celluloid" Monument 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 "Rosenstiel Residence" may have a significant effect on the environment, as no specific development is authorized by this resolution, and any future development proposed pursuant to this resolution will require separate environmental analysis when the details of those proposals are known. Further, designating the "Rosenstiel Residence" is an action of the City to protect and preserve a historic resource.

GENERAL PLAN CONSISTENCY

Designation of the "Rosenstiel Residence" as a local historic landmark is consistent with the objectives, principles, and standards of the General Plan. General Plan Policy "HP 1.3 –



Cultural Heritage Commission Report

1210 Coldwater Canyon Drive – Landmark Nomination

May 18, 2016

Promote National, State, and Local Designation of Historic Resources” encourages the establishment of programs encouraging the nomination of landmarks.

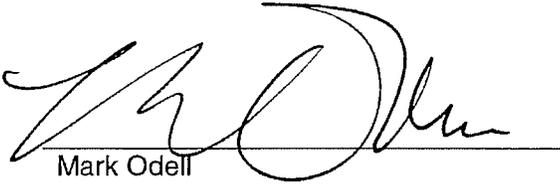
PUBLIC OUTREACH AND NOTIFICATION

Pursuant to the requirements in Beverly Hills Municipal Code Section 10-3-3215, notice of the date, time, place, and purpose of the preliminary hearing and nomination hearing were provided in writing, by first class, prepaid mail (and via email) to the property owner on May 6, 2016. As of the publication of this report, no public comment was received regarding the subject project.

NEXT STEPS

Should the Cultural Heritage Commission nominate the subject property as a local landmark, staff will forward the nomination to the City Council for final approval in order to formally designate the property and list the subject residence on the Local Register of Historic Properties.

Report Reviewed By:



Mark Odell
Urban Designer

RESOLUTION NO. CHC 55

A RESOLUTION OF THE CULTURAL HERITAGE COMMISSION OF THE CITY OF BEVERLY HILLS NOMINATING THE "ROSENSTIEL RESIDENCE" AT 1210 COLDWATER CANYON DRIVE, BEVERLY HILLS, FOR INCLUSION ON THE CITY OF BEVERLY HILLS REGISTER OF HISTORIC PROPERTIES

Section 1. Article 32 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code authorizes the City Council to designate local landmarks and historic districts and to place those properties and geographical areas on the City of Beverly Hills Register of Historic Properties.

Section 2. On April 6, 2016, the Cultural Heritage Commission conducted a preliminary consideration of the "Rosenstiel Residence," located on the property at 1210 Coldwater Canyon Dr. in Beverly Hills, pursuant to Section 10-3-3215A (Landmark or Historic District Designation Proceedings) of the Beverly Hills Municipal Code, and concluded that the "Rosenstiel Residence" warranted formal consideration by the Commission for inclusion onto the Local Register of Historic Properties. Thereafter, the Director of Community Development issued a Preliminary Evaluation pursuant to Section 10-3-3215A.3 (Preliminary Evaluation) of the Beverly Hills Municipal Code, finding that the property appeared to be an eligible property based on available evidence at the time.

Section 3. Based on the Preliminary Evaluation issued by the Director, the historical evaluation submitted on behalf of the property owner, and other evidence, the Commission hereby finds that sufficient evidence exists to conclude that the subject property merits formal

consideration of landmark designation, and therefore, concurrently considered whether to nominate the subject property for local landmark designation.

Section 4. On May 18, 2016, the Cultural Heritage Commission considered a *Landmark Assessment and Evaluation Report* for the “Rosenstiel Residence” prepared by ESA/PCR, which is attached hereto as Exhibit A and incorporated herein by reference and a Peer Review Assessment, prepared by Jan Ostashay of Ostashay & Associates Consulting, which is attached hereto as Exhibit B and incorporated herein by reference, and other evidence provided during the proceedings regarding the potential nomination for landmark designation.

Section 5. BACKGROUND. The Rosenstiel Residence is situated at the northeast corner of Coldwater Canyon Drive at the intersection with Lindacrest Drive within the City of Beverly Hills. It is sited on an irregular rectangular shape parcel that is defined as lot 18 of Tract 9347. The single-family residence was designed by Gruen and Krummeck (master architect Victor Gruen) of Los Angeles for then owners Robert and Carol Rosenstiel. Constructed as a Mid-Century Modern style dwelling in 1950, it incorporates stylistic tendencies derived from the International Style.

Two sides of the residence are visible from the street. The Residence is set back from busy Coldwater Canyon Drive behind a landscaped semicircular drive and is further screened from traffic by the opaque treatment of the wood and stucco garage, enclosed stucco entry courtyard, and masonry-walled play yard arranged to form the unified front façade.

In 1956, Gruen inserted a children’s bedroom into half of the open-air front play court located behind the wall at the north end of the facade; in doing so, he also changed the appearance from the street by extending a roof and fascia line from the garage at the south

across the full length of the elevation to the north corner of the house. The residence comprises a single-story, low, horizontally-oriented house at the front of the lot and a pool house at the back of the lot that, together, frame a lushly-landscaped yard and pool. The yard is divided by a sinuous low wall that separates the soft lawn near the house from the hard concrete pool deck and pool. Both the house and the pool house feature prominent shallow-pitch shed roofs with deep overhangs that float above a mix of clerestory windows, large fixed-frame floor to ceiling glass windows, and sliding glass doors. The rear (east) and Lindacrest (south) lot lines behind the house are enclosed with a high wood fence. The interior is designed in living, sleeping, and utility zones with two enclosed gardens that introduce light, air, and landscaped views into the house, eliminating all but one window onto the street at the maid's room located at the southwest corner of the front façade. The lot, buildings, and rooms are all on the same level with no height transitions. The *Arts + Architecture* (December 1951) article on the house cites special requirements that include minimum slopes on all outdoor areas and the separation of sleeping quarters from the balance of the house. The article also notes that the utility portion of the residence combines the kitchen and laundry areas for easier operation and places those functions facing the service yard, approach to the house, and play yard for supervisory reasons.

Under the ownership of the Rosenstiels, the house was modified in later years. Various changes to the house occurred in 1952, 1954, 1956, and 1962 also under the direction of the same architects, Gruen and Krummeck. Hence, the period of significance appears to be 1950 to 1962.

Section 6. FINDINGS AND DESCRIPTION OF PARTICULAR ATTRIBUTES JUSTIFYING LANDMARK DESIGNATION. The Cultural Heritage Commission finds, pursuant to the City of Beverly Hills Historic Preservation Ordinance, that the “Rosenstiel

Residence” satisfies the necessary requirements for designation as a local landmark based on the following:

The “Rosenstiel Residence” is eligible under "significance" criterion A.1. *It is at least forty-five (45) years of age, or is a property of extraordinary significance.* The Residence was originally constructed in 1950. Therefore, 1210 Coldwater Canyon Drive satisfies this criterion.

The “Rosenstiel Residence” is eligible under “significance" criterion A.2. *It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural type or architectural type, or architectural period.* The Residence was designed by Victor Gruen in the Mid-Century Modern Style in 1950 with additions in 1952, 1954, 1956 and 1962. The subject property embodies the distinctive characteristics of the Mid-Century Modern style such as a low, horizontal building profile with low-pitched roofs and wide eave overhangs. It is typical of the regional California design variation on the style that emphasizes a seamless relationship between indoor and outdoor light, landscape, and space, employing vast expanses of fixed glass and sliding glass doors to diminish the boundary between indoor and outdoor zones. Therefore, 1210 Coldwater Canyon Drive satisfies this requirement.

The “Rosenstiel Residence” is eligible under "significance" criterion A.3. *It retains substantial integrity from its period of significance.* The subject property retains integrity all seven aspects of integrity from its period of significance between 1950 and 1962: design, materials, workmanship, as well as location, setting, association, and feeling. The subject residence has not been moved and therefore retains integrity of location. The volume, massing,

and plan of the house and pool house are largely unchanged. Some repairs, replacement, and remodeling have occurred since 2003 however these alterations have been in the spirit of and compatible with the original design, materials, and workmanship of the house. It appears that materials have been appropriately treated. Therefore, the subject property retains integrity of design, materials, and workmanship. Additionally, the shape of the pool remains unchanged and the landscape, while matured and renewed, retains the same general appearance as designed in 1950. With its unchanged elevations, setback, and materials, the property continues to convey the feeling of a 1950 Mid-Century Modern style residence and, with its intact lot visible at the corner on Coldwater Canyon Boulevard, also communicates the Post-War residential development of Beverly Hills. Therefore, the property retains integrity of feeling and association.

The “Rosenstiel Residence” is eligible under "significance" criterion A.4. *It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.* The subject property, which retains its appearance from its period of significance, continues to have historic value to the community for the study of a period, style, and method of construction. It is both a rare example of a Master Architect Victor Gruen’s residential work and representative of the Mid-Century Modern houses being built in the hills north of Sunset Boulevard after 1950. In addition, the property has exceptional integrity and documentation. Therefore, 1210 Coldwater Canyon Drive satisfies this requirement.

The “Rosenstiel Residence” is eligible under “significance" criterion B.2. *It is an exceptional work by a master architect.* Victor Gruen is included on the City of Beverly Hills

List of Local Master Architects. Gruen designed the subject residence in 1950, in the midst of establishing his own firm as Victor Gruen, AIA, after 12 years of private practice as Gruen + Krummeck. Between 1949 and 1962, Gruen designed at least ten documented single-family residences for clients in Southern California. This is the same period in which he shifted the scale of his commercial work from that of individual shops to larger department stores, regional shopping malls, and master planning, the body of work that eventually established his international reputation. The alterations to the subject property since 2003 continue to convey Gruen's original design intent. Therefore, 1210 Coldwater Canyon Drive satisfies this requirement.

The "Rosenstiel Residence" is eligible under "significance" criterion B.6. *The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.* The landmark designation procedure was expressly agreed to by the owner(s) of the property. Therefore, the property satisfies this criterion.

Section 7. CHARACTER DEFINING FEATURES THAT SHOULD BE PRESERVED. Use and development of the "Rosenstiel Residence" shall be governed by the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards). These standards and guidelines have been formulated to ensure that any significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark.

Character-defining features of the property that should be preserved include its low, horizontal massing and scale; low pitch gable/flat roofs with overhanging eaves and wide

fascia; post and beam construction; extensive use of floor to ceiling glass windows and sliding glass doors; the seamless interrelationship between the outdoor and the indoor areas; the use of privacy walls along the public rights-of-way; open courtyard, patio area oriented towards the rear; the incorporation of clerestory windows; and the use of stucco, wood, brick, metal, and other similar materials on the exterior walls.

Section 8. GENERAL GUIDELINES AND STANDARDS FOR FUTURE PROPOSED CHANGES PURSUANT TO THE HISTORIC PRESERVATION ORDINANCE. The *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards and Guidelines) are incorporated as reference. These standards and guidelines have been formulated to ensure that any significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark. The guidelines and standards are an aid to public and private property owners, and others, formulating plans for new plantings, constructions, for rehabilitation or alteration of existing landscapes, associated structures, and for site development. The SOI Standards and Guidelines are also designed to be standards which City Staff and the Cultural Heritage Commission shall apply when making decisions about Certificates of Appropriateness as required by the City of Beverly Hills Historic Preservation Ordinance. The location and boundaries of the delineated resource are the property boundaries.

Section 9. ENVIRONMENTAL ANALYSIS. Designation of the “Rosenstiel Residence” 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 “Rosenstiel Residence” 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 “Rosenstiel Residence” 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 “Rosenstiel Residence” is an action of the City to protect and preserve an historic resource.

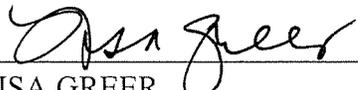
Section 10. GENERAL PLAN CONSISTENCY. Designation of the “Rosenstiel Residence” as a local historic landmark is consistent with the objectives, principles, and standards of the General Plan. General Plan Policy "HP 1.3 - Promote National, State, and Local Designation of Historic Resources" encourages the establishment of programs encouraging the nomination of landmarks.

Section 11. The Cultural Heritage Commission hereby nominates, and recommends that the City Council designate, the “Rosenstiel Residence” as a local landmark included on the City of Beverly Hills and Register of Historic Properties.

Section 12. The record of proceedings for designation of the “Rosenstiel Residence” as a local landmark included 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.

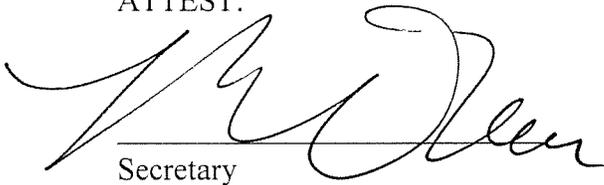
Section 13. The Secretary shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Cultural Heritage Commission of the City.

Adopted: May 18, 2016.



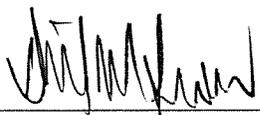
LISA GREER
Chairperson of the Cultural Heritage
Commission of the City of Beverly Hills,
California

ATTEST:



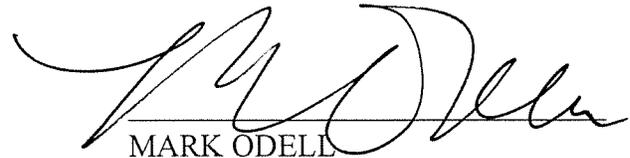
Secretary

APPROVED AS TO FORM:



DAVID M. SNOW
Assistant City Attorney

APPROVED AS TO CONTENT:



MARK ODELL
Urban Designer

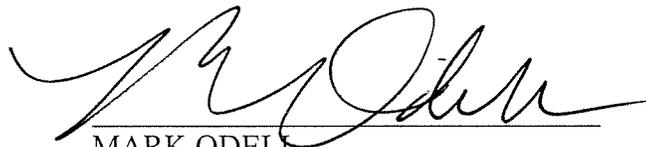
Exhibit A – Landmark Assessment and Evaluation Report and Attachments by ESA / PCR, dated May 2016.

Exhibit B – Peer Review Assessment by Ostashay & Associates Consulting, dated May 3, 2016.

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) SS.
CITY OF BEVERLY HILLS)

I, MARK ODELL, Secretary of the Cultural Heritage Commission and Urban Designer of the City of Beverly Hills, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. CHC 55 duly passed, approved and adopted by the Cultural Heritage Commission of said City at a meeting of said Commission on May 18, 2016, and thereafter duly signed by the Secretary of the Cultural Heritage Commission, as indicated; and that the Cultural Heritage Commission of the City consists of five (5) members and said Resolution was passed by the following vote of said Commission, to wit:

AYES: Commissioners Beck, Waldow, Furie, Vice Chair Pynoos, Chair Greer.
NOES: None.
ABSTAIN: None.
ABSENT: None.



MARK ODELL
Secretary of the Cultural Heritage
Commission / Urban Designer
City of Beverly Hills, California



City of Beverly Hills

Planning Division

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Cultural Heritage Commission Report

Meeting Date: May 18, 2016

Subject: **Clock Drive-In Market**
Initiation of Nomination Proceedings for inclusion onto Local Register of Historic Properties for the Property Located at 8423 Wilshire Boulevard

Recommendation: Review the Initiation of the Historic Resource in conjunction with The Preliminary Evaluation Report and Recommendation from the Director.

REPORT SUMMARY

At the request of the Applicant and the Cultural Heritage Commission, the property at 8423 Wilshire Boulevard, Beverly Hills is being brought to the Commission as a potential nominee for inclusion onto the Local Register of Historic Resources. The subject property is just west of San Vicente Boulevard along the north side of Wilshire Boulevard at the northeast corner of Wilshire Boulevard and Hamilton Drive. The property, built in 1929, has been previously identified as eligible for local landmark designation under the 1985-1986 city-wide historic resources survey. The 2004 and 2006 historic resources survey updates confirmed this previous evaluation and the building was given a status code of 5S2 (individual property appears eligible for local listing or designation). A current review of the property has been undertaken by Staff and the City's Historic Consultant and the building appears to retain significant integrity to be eligible for local landmark designation and also eligible for listing on the State and National Register of historic places.

Clock Drive-In Market



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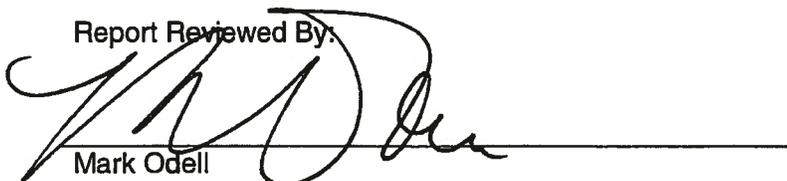


PRELIMINARY ASSESSMENT OF LANDMARK CRITERION

The Clock Drive-In Market building with the address 8423 Wilshire Boulevard appears to satisfy the City's criteria for designation as a local Landmark as required in Section 10-3-3212 of the Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10, Chapter 3, Article 32). This property appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B. An eligible historic resource within the City may be nominated and designated as a landmark if it satisfies all of the requirements set forth in Criterion A and at least one of the requirements set forth in Criterion B, as set forth in the Municipal Code. Preliminarily, it appears that this site may meet the necessary criterion as follows:

- Criteria A1: It is at least forty five (45) years of age, or is a property of extraordinary significance;
- Criteria A2: It possesses high artistic value or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period
- Criteria A3: It retains substantial integrity from its period of significance; and
- Criteria A4: It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article (BHMC, Section 10-3-3212).
- Criteria B6: The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.

Report Reviewed By:


Mark Odell
Urban Designer



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Cultural Heritage Commission Report

Meeting Date: May 18, 2016

Subject: Preliminary Hearing and Landmark Nomination of the "Clock Drive-In Market" at 8423 Wilshire Boulevard for inclusion as a Local Landmark onto the Local Register of Historic Properties

Project Applicant: Automotive Resource, LLC

Recommendation: Conduct a Preliminary Hearing and adopt a resolution recommending City Council designate the "Clock Drive-In Market" as a Local Landmark.

REPORT SUMMARY

The "Clock Drive-In Market" at 8423 Wilshire Boulevard has been assessed for eligibility as a Local Landmark under Beverly Hills Municipal Code (BHMC) Title 10, Chapter 3, Article 32 - Historic Preservation Ordinance (Ord. 15-O-2682, eff. 7-21-2015). A Landmark Assessment Report (Attachment A) provides the background and findings to justify that the property is eligible under BHMC Section 10-3-3212 (Landmark Designation Criteria). The resolution in Attachment C recommends that the City Council designate the "Clock Drive-In Market" as a Landmark and place it on the Local Register of Historic Properties.

BACKGROUND

The Spanish Colonial Revival style building was built in 1929 and was originally referred to as the Clock Drive-In Market. This historic resource represents, according to the attached City Landmark and Assessment Evaluation Report, an iconic property and stands as a last vestige of the early retail drive-in market building type that was once prevalent in the Los Angeles area. The original retail operation included a grocer, a meat market, a fruit seller, and bakery, as well as a small gas station area at the corner. The building was later altered to accommodate automobile sales and remains in this configuration today with the retention of many of the key character-defining features of the original design. The masonry building, indicative of the architectural style, is coated in cement plaster and features a roof covered in clay tile with building features that include specialty glazed tile, cast stonework and wrought iron grillwork and balcony railings. The building remains one of the best remaining examples of Spanish Colonial Revival architecture on Wilshire Boulevard in Beverly Hills and was designed and built by the by the firm of C.W. Wilson and Sons. The building's most prominent feature is the namesake clock tower and the overall structure is configured in an L-shape and prominently located at the northeast corner of Hamilton Avenue and Wilshire, with parking provided in the front forecourt area.

Attachment(s):
A. City Landmark and Assessment Evaluation Report
B. Director's Preliminary Evaluation
C. Resolution

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Cultural Heritage Commission Report

8423 Wilshire Boulevard (Clock Market) – Landmark Nomination

May 18, 2016

At its May 18th Special Meeting, the Cultural Heritage Commission will vote to initiate landmark designation proceedings on the subject property. A Landmark Assessment Report (Attachment A) assessing the property for historic significance has been provided by the City's historic consultant, Jan Ostashay of Ostashay & Associates Consulting. This report concludes that the "Clock Drive-In Market" fully satisfies the requirements for landmark eligibility under the City's Historic Preservation Ordinance.

Pursuant to the Beverly Hills Municipal Code §10-3-3215 A.3, and in conjunction with the initiation of designation proceedings by the Cultural Heritage Commission, the Director has prepared a written Preliminary Evaluation that has determined sufficient evidence exists to support a finding that all applicable requirements for designation as a landmark appear to have been met based on all of the supporting facts provided. The Director's Preliminary Evaluation for the "Clock Drive-In Market" at 8423 Wilshire Boulevard finds that the property appears eligible as a local landmark and a copy of the Preliminary Evaluation is included as Attachment B.

Pursuant to the requirements in BHMC §10-3-3215A, and in conjunction with the completion of the Director's Preliminary Evaluation, the Cultural Heritage Commission shall determine whether sufficient evidence exists to conclude that the subject property satisfies all applicable designation criteria and whether the property merits formal consideration for nomination. If, based on this preliminary evaluation and other evidence provided to the Commission, the Commission determines sufficient evidence exists and the property merits consideration, it shall formally consider the landmark nomination and recommend that the City Council designate the subject property. A resolution recommending nomination of the "Clock Drive-In Market" at 8423 Wilshire Boulevard as a Local Landmark is presented for the Commission's consideration in Attachment C.

ENVIRONMENTAL ASSESSMENT

Designation of the "Clock Drive-In Market" 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 "Clock Drive-In Market" 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 "Clock Drive-In Market" may have a significant effect on the environment, as no specific development is authorized by this resolution, and any future development proposed pursuant to this resolution will require separate environmental analysis when the details of those proposals are known. Further, designating the "Clock Drive-In Market" is an action of the City to protect and preserve an historic resource.

GENERAL PLAN CONSISTENCY

Designation of the "Clock Drive-In Market" 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.



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PUBLIC OUTREACH AND NOTIFICATION

Pursuant to the requirements in Beverly Hills Municipal Code Section 10-3-3215, notice of the date, time, place, and purpose of the preliminary hearing and nomination hearing were provided in writing, by first class, prepaid mail (and via email) to the property owner on May 6, 2016. As of the publication of this report, no public comment was received regarding the subject project.

NEXT STEPS

Should the Cultural Heritage Commission nominate the subject property as a local landmark, staff will forward the nomination to the City Council for final approval in order to formally designate the property and list the subject residence on the Local Register of Historic Properties.

Report Reviewed By:

A handwritten signature in black ink, appearing to read "Mark Odell", written over a horizontal line.

Mark Odell
Urban Designer

RESOLUTION NO. CHC 56

A RESOLUTION OF THE CULTURAL HERITAGE COMMISSION OF THE CITY OF BEVERLY HILLS NOMINATING THE "CLOCK DRIVE-IN MARKET" AT 8423 WILSHIRE BOULEVARD, BEVERLY HILLS, FOR INCLUSION ON THE CITY OF BEVERLY HILLS REGISTER OF HISTORIC PROPERTIES

Section 1. Article 32 of Chapter 3 of Title 10 of the Beverly Hills Municipal Code authorizes the City Council to designate local landmarks and historic districts and to place those properties and geographical areas on the City of Beverly Hills Register of Historic Properties.

Section 2. On April 26, 2016, an application for landmark nomination was filed on behalf of the property owner. On May 10, 2016, the Director of Community Development finalized a Preliminary Evaluation pursuant to Section 10-3-3215A.3. (Preliminary Evaluation) of the Beverly Hills Municipal Code, finding that the property appeared to be a property eligible for designation as a landmark pursuant based on available evidence at the time.

Section 3. On May 18, 2016, the Cultural Heritage Commission conducted a preliminary hearing regarding the "Clock Drive-In Market," located on the property at 8423 Wilshire Boulevard in Beverly Hills, pursuant to Section 10-3-3215A.5. (Landmark or Historic District Designation Proceedings; Preliminary Hearing) of the Beverly Hills Municipal Code, and concluded that the "Clock Drive-In Market" warranted formal consideration by the Commission for inclusion on the City of Beverly Hills Register of Historic Properties. Based on the Preliminary Evaluation issued by the Director and other evidence, the Commission hereby finds

that sufficient evidence exists to conclude that the subject property merits formal consideration of landmark designation, and therefore, concurrently considered whether to nominate the subject property for local landmark designation.

Section 4. On May 18, 2016, the Cultural Heritage Commission considered a *Landmark Assessment and Evaluation Report* for the “Clock Drive-In Market” prepared by Jan Ostashay of Ostashay & Associates Consulting, which is attached hereto as Exhibit A and incorporated herein by reference, and other evidence provided during the proceedings regarding the potential nomination for landmark designation.

Section 5. BACKGROUND. Located along the north side of Wilshire Boulevard is the Spanish Colonial Revival style Clock Drive-In Market building. The Clock Drive-In Market was built in the early part of 1929, as permits were drawn in January of that year. It is a one- and two-story L-shaped building of brick and frame construction that was designed and built as a drive-in market with a large apartment (later turned office space) upstairs and a small stand-alone gas station at its southeast corner. The inner forecourt area with driveway entries from both Wilshire Boulevard and Hamilton Drive was paved with distinctive patterned concrete and provided parking and direct access for the customers.

The stucco sheathed masonry building features gable roofs covered with clay tile and a low-pitch lamella arch-shape truss roof with parapet over its one-story bay wings. The two-story portion of the structure, at the south end of the east wing, is dominated by a monumental square shape clock tower that gave the building its name. Typical Spanish characteristics are displayed, including arched shape entries on the south and west, balconies of stucco and

wrought iron, casement wood-frame windows separated by pilasters, clay tile roof vents; and iron grilles. Other distinctive features are a smaller, corbelled “tower” on the Wilshire façade, an entry embellished with plaster decoration on the west, and a cut away corner with a scalloped overhang. First floor entry doors along the west elevation also reflect the Spanish Colonial Revival idiom in their style, type, materials, and framing. Interestingly, the ornate key stone over one of the first floor entries is inscribed with the letters “WO,” which are the initials of the original owner Walburga Oesterreich. The rear walls of the one-story wings, which abut the property lines to the north and east, are punctuated by window openings infilled at a later date with glass block fenestration.

The two-story portion of the building is largely intact. Some alterations to the one-story wings to the north and east were made in the late 1930s to adapt the market, with folding doors originally, to an automobile showroom and servicing space. A front gable and a short “tower” were removed. However, another smaller “tower” that is square in shape with a double row of “X” shape vents and a small cupola still anchors the inside corner of the building. The distinctive lamella roof truss is still evident within the one-story wing sections of the building and the upstairs apartment space is still much intact with plaster walls, ornate tile columns, fireplace mantel, tiled bathroom and kitchen, and wood floors.

Section 6. FINDINGS AND DESCRIPTION OF PARTICULAR ATTRIBUTES JUSTIFYING LANDMARK DESIGNATION. The Cultural Heritage Commission finds, pursuant to the City of Beverly Hills Historic Preservation Ordinance, that the “Clock Drive-In Market” satisfies the necessary requirements for designation as a local landmark based on the following:

The “Clock Drive-In Market” is eligible under "significance" criterion A.1. *It is at least forty-five (45) years of age, or is a property of extraordinary significance.* The property was built in 1929 and is 87 years of age at the time of this nomination. The Clock Drive-In Market property is a unique extant auto-related property type from the 1920s has been studied, illustrated, and documented in several publications, museum exhibits, and photographs including as part of a reduced scale model exhibit on the historic Miracle Mile at the Petersen Automotive Museum. In addition, because of its distinctive design, property type, and architecture it has also been highlighted and discussed in the book *Wilshire Boulevard: Grand Concourse of Los Angeles* by Kevin Roderick. Therefore, the property satisfies this criterion.

The “Clock Drive-In Market” is eligible under “significance” criterion A.2. *It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type, or architectural period.* The property possesses high artistic and aesthetic value in its design, workmanship, materials, composition, and style. The subject property is a classic, quintessential Spanish Colonial Revival style commercial building with its textured stucco sheathing, asymmetrical composition, varying roof planes, red tile roofs and parapet coping, varied balcony elements, multi-pane fenestration, arched shape openings, wrought iron work, decorative glazed tiles, and distinctive tower elements. Therefore, the property satisfies this criterion.

The “Clock Drive-In Market” is eligible under "significance" criterion A.3. *It retains substantial integrity from its period of significance.* Despite some changes to some of the

storefront window-frames and main front entry door frame, the property retains sufficient historical integrity of materials, design, setting, feeling, and association to adequately convey its original design intent, high aesthetic qualities, architectural merit, and historical significance from its period of significance, 1929 (date of original construction). Therefore, the subject property satisfies this criterion.

The “Clock Drive-In Market” is eligible under "significance" criterion A.4. *It has continued historic value to the community such that its designation as a landmark is reasonable and necessary to promote and further the purposes of this article.* Because of its well-executed architectural design, high aesthetic value, and early association with the drive-in market as a property type the property is considered to have historic value. Therefore, the subject property satisfies this criterion.

The “Clock Drive-In Market” is eligible under “significance” criterion B.5. *It is an iconic property.* The Clock Drive-In Market commercial development is considered an iconic property because of its distinctive architectural style, monumental clock tower, unique representation of a once ubiquitous but now rare property type, and its placement and configuration at the northeast corner of Hamilton Avenue and Wilshire Boulevard. It has been studied, illustrated, and documented in several publications, museum exhibits, and photographs. A reduced scale of the Clock Market building was included in the Petersen Automotive Museum (6060 Wilshire Boulevard) as part of their Miracle Mile exhibit and was also documented and discussed in the book *Wilshire Boulevard: Grand Concourse of Los Angeles* by Kevin Roderick. Because of its unique type, period, and architectural style the

property is widely recognized by residents, visitors to the city, and others as a unique and iconic property and, thus, has become inextricably associated with Beverly Hills as part of its important architectural heritage.

The “Clock Drive-In Market” is eligible under “significance” criterion B.6. *The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.* The landmark designation procedure was expressly agreed to by the owner(s) of the property. Therefore, the property satisfies this criterion.

Section 7. CHARACTER DEFINING FEATURES THAT SHOULD BE PRESERVED. Use and development of the “Clock Drive-In Market” shall be governed by the *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards). These standards and guidelines have been formulated to ensure that any significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark. The key features that should be preserved are as follows.

Character-defining features associated with the Clock Drive-In Market building are those features dating from the original construction in 1929 that are visible from the public right-of-way (exterior). Such features include the following:

- Basic building form, height, massing, shape-scale, and composition;
- Corner location and “L” shape building footprint with paved forecourt;
- Exterior wall material, texture, finish, and features, including smooth stucco

plaster, projecting tile rain spouts, tile vent openings, metal mail slots, wall sconces (light fixtures);

- Roof forms, materials, and features (i.e. decorative brick work at cornice/eave line, red clay tile covered gable roofs, tiled coping, use of boosted roof tiles at roof ridge and eaves, semi arch shape roofs with parapet walls and compositional red color shingles, tiled spouts and vent openings;
- Piers, pilasters, and bay divisions (including size, shape, location) in street-fronting wall planes;
- Wood-frame windows (casement, sash, fixed), window openings including transoms, and associated sills and lintels, if any, and hardware at second floor;
- Decorative entry doors at ground level, including brick landing(s), decorative kick-plates, style of doors, hardware, casings, ornate fan light transoms, materials, and ornate stone hoods with initialed key stone;
- Decorative tile work, including brick work, at storefront bulkheads, sills, exterior walls of building;
- Deep set arch shape window/door openings on building, including transoms;
- Bay and door openings (size, shape, location, configuration, transoms) and sculptural decorations along first floor level of building;
- Cut away corner with concrete stone scalloped overhang at northwest corner of two-story portion of building;
- Wrought iron work at windows, vents, window transoms, and balconies;
- Monumental clock tower, including materials, shape, size, location, associated clock features, and overall historical appearance;

- Other corbelled roof-top tower elements on building, including their size, location, shape, materials, openings, and overall historical appearance;
- Open concrete paved forecourt parking area (with scored lines) at southwest corner of site.

Section 8. GENERAL GUIDELINES AND STANDARDS FOR FUTURE PROPOSED CHANGES PURSUANT TO THE HISTORIC PRESERVATION ORDINANCE. The *Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings* (1995) by Weeks and Grimmer (herein referred to as the SOI Standards and Guidelines) are incorporated as reference. These standards and guidelines have been formulated to ensure that any significant adverse changes to the property do not compromise those qualities that justify its listing as a landmark. The guidelines and standards are an aid to public and private property owners, and others, formulating plans for new plantings, constructions, for rehabilitation or alteration of existing landscapes, associated structures, and for site development. The SOI Standards and Guidelines are also designed to be standards which City Staff and the Cultural Heritage Commission shall apply when making decisions about Certificates of Appropriateness as required by the City of Beverly Hills Historic Preservation Ordinance. The location and boundaries of the delineated resource are the property boundaries.

Section 9. ENVIRONMENTAL ANALYSIS. Designation of the “Clock Drive-In Market” 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 “Clock Drive-In Market” 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 “Clock Drive-In Market” 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 “Clock Drive-In Market” is an action of the City to protect and preserve an historic resource.

Section 10. GENERAL PLAN CONSISTENCY. Designation of the “Clock Drive-In Market” 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 11. The Cultural Heritage Commission hereby nominates, and recommends that the City Council designate, the “Clock Drive-In Market” as a local landmark included on the City of Beverly Hills Register of Historic Properties.

Section 12. The record of proceedings for designation of the “Clock Drive-In Market” as a local landmark included 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.

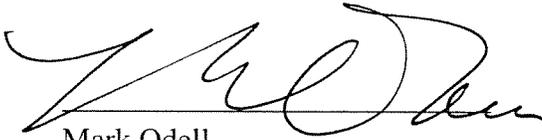
Section 13. The Secretary shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Cultural Heritage Commission of the City of Beverly Hills.

Adopted: May 18, 2016.



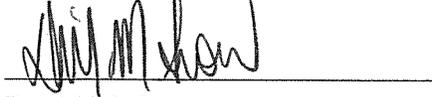
Lisa Greer
Chairperson of the Cultural Heritage
Commission of the City of Beverly Hills,
California

Attest:



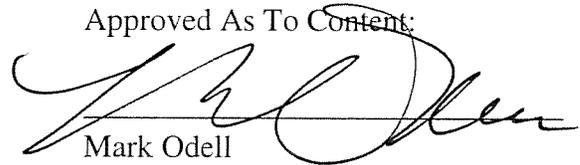
Mark Odell
Secretary

Approved as to Form:



David M. Snow
Assistant City Attorney

Approved As To Content:



Mark Odell
Urban Designer

Exhibit A – Landmark Assessment and Evaluation Report and Attachments by Ostashay & Associates Consulting, dated May 2016.