



AGENDA REPORT

Meeting Date: December 6, 2016
Item Number: F-2

To: Honorable Mayor & City Council

From: Mark Odell, Urban Designer

Subject: A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DESIGNATING THE "TALLMAN - STERN RESIDENCE" AT 9570 VIRGINIA PLACE, BEVERLY HILLS, AS A LOCAL LANDMARK AND PLACING THE PROPERTY ON THE CITY OF BEVERLY HILLS REGISTER OF HISTORIC PROPERTIES; AND

THE COUNCIL WILL ALSO CONSIDER ADOPTION OF A CATEGORICAL EXEMPTION, PURSUANT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

Attachments:

1. Resolution Designating the "Tallman-Stern Residence" at 9570 Virginia Place as a Local Landmark
2. Cultural Heritage Commission Report and CHC Resolution No. 58 Recommending Landmark Designation of the property (excluding attachments)

RECOMMENDATION

Staff recommends that the City Council, on the recommendation of the Cultural Heritage Commission and with property owner agreement, adopt a resolution designating the "Tallman-Stern Residence" at 9570 Virginia Place as a Local Landmark and placing the property on the Beverly Hills Register of Historic Properties.

INTRODUCTION

Currently thirty-three (33) properties in Beverly Hills are designated as Landmarks listed on the Beverly Hills Register of Historic Properties (viewable at www.beverlyhills.org/preservation). On October 5, 2016, the Cultural Heritage Commission (CHC) recommended that the City Council designate an additional historic property as a local historic landmark in accordance with the City of Beverly Hills Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10, Chapter 3, Article 32). Designating this property as a landmark would recognize it as important to the history of the City and help to ensure protection of the resource by requiring City review of any significant future work done to the property, including renovations, additions, and any potential

demolition. Listing the property on the City's Register of Historic Properties would also enable the property owners to be eligible for current and future incentives offered to local landmarks, including application for a Historic Incentive Permit and a Mills Act contract for possible property tax relief.

BACKGROUND

Central R-1 Permit

The first public hearing for the landmark designation item was conducted by the City Council at its November 15, 2016, formal meeting. At that meeting, the Council heard public comment from counsel representing the property owner at 9570 Virginia Place and counsel representing the next-door neighbor at 462 Daniels Drive. The owners of the Virginia Place property applied for a Central R-1 Permit for proposed alterations to the existing residence (including a new roof deck over the existing attached garage) and to reduce an existing legally non-conforming rear setback by one foot, two inches (along the alley adjacent to the property at 462 Daniels Drive). The Planning Commission approved the request for the Central R-1 Permit on April 28, 2016. As part of the required environmental determination for the project, the Planning Commission found the proposed addition to the residence was consistent with the Secretary of the Interior's Standards for Treatment of Historic Properties. An appeal of the Planning Commission's Central R-1 Permit approval was filed by the neighboring property owner and this hearing is scheduled on the City Council's December 6, 2016 meeting agenda.

At the November 15, 2016 Council meeting, the neighbor's representative voiced concerns as to a possible conflict with regard to the pending appeal of the Central R-1 Permit approval and the possible granting of historic designation for the property in advance of this appeal hearing. As such, the Virginia Place owner's representative agreed to have the landmark designation item continued to the December 6, 2016, City Council Meeting, so that the appeal and the designation items could be considered by the Council in tandem.

Landmark Designation

The Tallman-Stern Residence



As viewed from Virginia Place



As viewed from Camden Drive

The two-story residence at 9570 Virginia Place is sited on a rectangular-shaped, gently sloped parcel at the corner of Virginia Place and South Camden Drive in the southwestern area of the city. The dwelling is set back from the both South Camden Drive and Virginia Place with a low-rise garden wall with a wrought iron fence that wraps the eastern portion of the property. An attached wing that forms the garage with habitable space above and a paved driveway are sited to the immediate west of the main massing of the residence along Virginia Place.

The residence was designed in the Georgian Revival style by Master Architect Gerard Colcord in 1935. The exterior surface is finished in a smooth stucco plaster with a decorative quoining treatment at the corners. The structure is capped by a low-pitch hip roof with minimal overhanging eaves and wide cornice trim. The lower story on both main elevations is given prominence by the placement of a single and double molded stringcourse along with the classically inspired decorative features which culminate in the entablature for the main entry door on Virginia Place. The dwelling has two primary elevations, as it has two distinct formal entrances off its east (Camden Drive) and north (Virginia Place) elevations. The entry at the Camden Drive elevation is defined by the classical entry portal, long brick walkway, and stucco wall with tile cap that encloses a patio, side yard, and the front door porch space. Features along this elevation include an engaged brick chimney flanked by two oculus wood-frame windows at the upper floor, quoining details at the corners, stringcourse, entry portal with entablature and wide molded lintel trim with pilasters and ornate double entry doors. Carefully manicured landscape that includes a mature tree, grassy lawn, low-growing shrubs, and a brick walkway enhances the formal quality of the architecture along both street frontages. The façade of the north elevation of the house is symmetrically arranged and contains five bays punctuated by four-over-three wood-frame sash windows with metal "S" scrolled "shutter dogs" (fasteners) and a central entry portico on the lower story. Molded lintels (some arch shaped with keystones), casings, sills and louvered shutters embellish the windows. Molded stringcourses; a multi-panel, double entry door (wood) framed by thinly molded engaged pilasters; scrolled

brackets; and an arched shaped pediment accents the front door portico. A stucco sheathed garage wing with a set-back upper floor is attached off the west elevation of the house. Landscaping along this side of the structure includes a stucco covered retaining wall that follows the change in topography of the sidewalk/parcel, brick stairs that lead up to the entry portico, and low-growing shrubs and plants.

DISCUSSION

Acting upon a Landmark Nomination application filed on behalf of the owner, the Cultural Heritage Commission (CHC) initiated nomination proceedings for the single-family residential property at 9570 Virginia Place at their meeting on October 5, 2016. At this meeting the Cultural Heritage Commission considered a Landmark Assessment Report regarding eligibility of the property prepared by Jan Ostashay of Ostashay Consulting and a Preliminary Evaluation of the property's eligibility prepared by the Director of Community Development (pursuant to the requirements in BHMC §10-3-3215 A.3). The Commission found the property to be eligible under landmark criteria (Beverly Hills Municipal Code §10-3-3212) and adopted Resolution CHC 58 (Attachment 2), nominating the "Tallman-Stern Residence" for inclusion onto the City of Beverly Hills Register of Historic Properties.

Landmark Eligibility

The City's Historic Preservation Ordinance enables the City Council to designate local historic landmarks. The subject property has been assessed for its eligibility for designation as Beverly Hills landmark. The Landmark Assessment and Evaluation Report (see Exhibit A of Attachment 1) provides the background and findings to justify the property's eligibility under Landmark Designation Criteria of the Beverly Hills Historic Preservation Ordinance (BHMC §10-3-3212), to which the property is subject. The property's eligibility is summarized in Table 1 below.

Table 1. Summary of Local Landmark Criteria Eligibility

| Criterion | Tallman-Stern Residence |
|--|---|
| A.1 It is at least forty-five (45) years of age, or is a property of extraordinary significance | <p style="text-align: center;">Yes</p> <p>The property is 81 years of age in 2016.</p> |
| A.2 It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period | <p style="text-align: center;">Yes</p> <p>The subject property expresses a high artistic and aesthetic value through its architectural design and execution as undertaken by a Master Architect. It fully articulates the Georgian Revival style in the general building massing and through the application of classically inspired design features.</p> |

| Criterion | Tallman-Stern Residence |
|---|--|
| <p>A.3 It retains substantial integrity from its period of significance</p> | <p style="text-align: center;"><i>Yes</i></p> <p>The single-family residence retains sufficient integrity from its period of significance and appears to retain all seven aspects of integrity (location, design, workmanship, materials, association, feeling and setting).</p> |
| <p>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</p> | <p style="text-align: center;"><i>Yes</i></p> <p>Due to the property's association with Master Architect Gerard Colcord, its distinctive Georgian Revival architectural styling , and integrity as a resource, the property has continued historic value.</p> |
| <p>B.1 It is listed on the National Register of Historic Places</p> | <p style="text-align: center;"><i>No</i></p> <p>The subject property is not listed on the National Register.</p> |
| <p>B.2 It is an exceptional work by a Master Architect</p> | <p style="text-align: center;"><i>Yes</i></p> <p>Gerard Colcord was a noted classically trained residential architect in Beverly Hills whose revival architectural styles and derivations of these traditional designs continue to influence the features of the residential structures of today within the confines of Beverly Hills.</p> |
| <p>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</p> | <p style="text-align: center;"><i>No</i></p> <p>The property was not owned or occupied by a person of "great local prominence."</p> |

| Criterion | Tallman-Stern Residence |
|---|---|
| B.4 It is an exceptional property that was owned and occupied by a person of great local prominence | <p style="text-align: center;"><i>No</i></p> <p>The research information uncovered for this property during the assessment of its historical significance does not indicate the property was owned and occupied by a "person of great local prominence."</p> |
| B.5 It is an iconic property | <p style="text-align: center;"><i>No</i></p> <p>Although the property was designed by the Master Architect Gerard Colcord, the residence is not an iconic example of this architect's work and was not recognized as a superior example of the architect's work as represented in articles on the architectural design and/or photographic studies of the structure since its construction.</p> |
| B.6 The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property. | <p style="text-align: center;"><i>Yes</i></p> <p>The landmark designation procedure has been expressly agreed to by the owner(s) of the property.</p> |

| | |
|---|---|
| All criteria in Section A met? | <p style="text-align: center;"><i>Yes</i></p> |
| At least one criterion in Section B met? | <p style="text-align: center;"><i>Yes</i></p> |
| Does the subject property satisfy all the requirements in Beverly Hills Municipal Code §10-3-3212 to be considered an eligible property for landmark nomination and designation? | <p style="text-align: center;">YES</p> |

By satisfying all criteria in Section A and at least one criterion in Section B, the subject property meets the necessary requirements for local landmark designation. With City Council designation, the property would be added to the Beverly Hills Register of Historic Properties listed as follows:

| Property Name | Proposed Local Landmark Designation |
|---------------|-------------------------------------|
|---------------|-------------------------------------|

| |
|-------------------------------|
| Tallman-Stern Residence, 1935 |
|-------------------------------|

| |
|--------|
| No. 34 |
|--------|

Future Regulation and the Secretary of the Interior's (SOI) Standards

Given the ongoing need of property owners to adapt to changing tenant and market needs, it is important to consider the impact of any historic registry listings on the functional activities of properties. The effect of listing onto the City's Historic Register of Historic Properties is not intended to freeze a property in time without any opportunity for future adaptations, but rather to provide reasonable guidelines to inform any future alterations, additions and/or adaptations in a way that allows for change without destroying historic integrity.

In order to allow historic properties to be adapted to modern needs, the Secretary of the Interior's (SOI) Standards for Rehabilitation are used as criteria to review changes to historic properties. The SOI Standards have purposefully been crafted to allow flexibility for historic buildings to be adapted over time to meet changing needs in a way that allows ongoing functionality of historic buildings without unnecessarily destroying historic fabric. There are ten guiding Standards to be applied in the rehabilitation of historic properties. The SOI Standards for Rehabilitation assume that at least some repair or alteration of a historic building will be needed over time in order to provide for efficient contemporary use; however, these repairs and alterations must not damage or destroy original materials, features or finishes that are important in defining the historic character of the resource. The Standards allow for modernization to landmarks and are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

As a local historic landmark, any future work proposed exterior work on the property would be subject to additional historic review and would be subject to approval and issuance of a Certificate of Appropriateness¹ (pursuant to BHMC §10-3-3219) to ensure that the Secretary of the Interior's Standards are followed and to ensure that future alterations are appropriate for the historic property.

¹ A Certificate of Appropriateness is a certificate issued to approve alteration, restoration, construction, removal, relocation in whole or in part, or demolition of a designated landmark or property within a historic district (BHMC §10-3-3202).

GENERAL PLAN CONSISTENCY

Designation of the property as a local historic landmark is consistent with the objectives, principles, and standards of the General Plan, including General Plan Policy “HP 1.3 – Promote National, State, and Local Designation of Historic Resources,” which encourages designation of local landmarks.

ENVIRONMENTAL DETERMINATION

Designations of the property 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 the landmark designation 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 will have a significant effect on the environment, as no specific development is authorized by the resolution, and any future development would require separate environmental analysis when the details of such proposals are known. Further, the landmark designation of the property is an action of the City to protect and preserve historic resources.

PUBLIC COMMENT

The property owners of the residence at 9570 Virginia Place indicated their support of the landmark designations during the Cultural Heritage Commission application and review process. At the November 15, 2016, City Council Meeting, the neighbor’s representative voiced concerns regarding the landmark designation only as it pertains to the pending Central R-1 Permit approval. In response to the public comments at this meeting, the City Council continued the landmark designation item to its December 6, 2016, meeting, which is when the appeal hearing is also scheduled.

FISCAL IMPACT

Designating a property as a Local Landmark deems it eligible for historic preservation incentives at the local level. This includes general eligibility to apply for a Mills Act contract², which may result in a fiscal impact by way of reduced property tax revenue to the City and the Beverly Hills Unified School District. The cumulative fiscal impact of the Mills Act program was considered by the City Council when it reviewed and approved a three-year extension of the Pilot Mills Act Program through the end of 2016. The established annual cap on lost property tax to the City is not to exceed \$100,000.00 in a single year, and not to exceed \$1,000,000.00 projected over the ten-year term for Mills Act contracts with the City. The corresponding impact on Beverly Hills Unified School District (BHUSD) funding through lost property tax revenue is set at \$80,000.00 per annum and not to exceed \$800,000 when projected over ten years. Any awarding of contracts to the subject property would need to fall within the approved limits of the current Mills Act program (which have not yet been reached), and would be subject to review and approval

² Subject to minimum program requirements, such as a \$7.5 M cap on the tax assessed value of participating properties (with a possible exemption for exceptional significance).

Meeting Date: December 6, 2016
Landmark Designation
9570 Virginia Place

by the City Council. No further fiscal impact is anticipated to result from the landmark designation of the property.

Susan Healy Keene, AICP
Director of Community Development


Approved By _____



City Council Agenda Report

December 6, 2016
Landmark Designation

Attachment 1

Resolution Designating the "Tallman-Stern Residence"
at 9570 Virginia Place as a Local Landmark

RESOLUTION NO. 16-R-_____

A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DESIGNATING THE “TALLMAN – STERN RESIDENCE” AT 9570 VIRGINIA PLACE, BEVERLY HILLS, AS A LOCAL LANDMARK AND PLACING THE PROPERTY 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 October 5, 2016, the Cultural Heritage Commission preliminarily considered the single-family residence located on the property at 9570 Virginia Place 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 “Tallman-Stern Residence” warranted formal consideration by the Commission for inclusion on the City of Beverly Hills 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. On October 5, 2016, the Cultural Heritage Commission found that based on the Preliminary Evaluation issued by the Director, the historical evaluation submitted on behalf of the property owner, and other evidence, that sufficient evidence existed 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 October 5, 2016, the Cultural Heritage Commission considered a *City Landmark Assessment and Evaluation Report* for the “Tallman-Stern Residence” 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 and adopted Resolution No. CHC 58 recommending that the City Council designate the “Tallman-Stern Residence” as a Local Landmark to be included on the Beverly Hills Register of Historic Properties. The list of recommended character-defining features to be preserved is itemized in Section 9 of CHC Resolution No. 55 and included in Section 9 of this resolution.

Section 5. On November 15, 2016, the City Council considered the property for landmark designation along with the recommendation of the Cultural Heritage Commission, conducted a public hearing, and continued the matter to the December 6, 2016, City Council meeting in order to be considered in tandem with a proposed entitlement for the subject property.

Section 6. On December 6, 2016, the City Council considered the property for landmark designation along with the recommendation of the Cultural Heritage Commission and adopted this resolution. The Council based its action on the findings of fact and reasons listed in the *City Landmark Assessment and Evaluation Report* by Ostashay & Associates Consulting and other evidence.

Section 7. BACKGROUND. The two-story residence at 9570 Virginia Place is sited on a rectangular-shaped, gently sloped parcel at the corner of Virginia Place and South Camden Drive in the southwestern area of the city. The dwelling is set back from both South Camden Drive and Virginia Place with a low-rise garden wall with a wrought iron fence that wraps the eastern portion of the property. An attached wing that forms the garage with habitable space above and a paved driveway are sited to the immediate west of the main massing of the residence along Virginia Place.

The residence was designed in the Georgian Revival style, a subtype of the Colonial Revival idiom, by Master Architect Gerard Colcord in 1935. The exterior surface is finished in a smooth stucco plaster with a decorative quoining treatment at the corners. The structure is capped by a low-pitch hip roof with minimal overhanging eaves and wide cornice trim. The lower story is given prominence by the placement of a molded stringcourse that separates the two levels with a double stringcourse highlighting the Virginia Place elevation and the entry door and classically inspired arched pediment on this façade. The dwelling has two primary elevations, as it has two distinct formal entrances off its east (Camden Drive) and north (Virginia Place) elevations.

The entry at the Camden Drive elevation (east) is defined by a monumental entry portal, long brick walkway, and stucco wall with tile cap that encloses a patio, side yard, and the front door porch space. Features along this elevation include an engaged brick chimney, two oculus wood-frame windows flanking the chimney at the upper floor, quoining details at the corners, stringcourse, enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double doors, and one-story covered entry porch space and door (concealed behind the front wall and entry portal). Carefully manicured landscape that includes

a mature tree, grassy lawn, low-growing shrubs, and a brick walkway enhances the formal quality of the architecture.

The façade of the north elevation of the house is symmetrically arranged and contains five bays punctuated by four-over-three wood-frame sash windows with metal “S” scrolled “shutter dogs” (fasteners) and a central entry portico on the lower story. Molded lintels (some arch shaped with keystones), casings, sills and louvered shutters embellish the windows. Non-original metal screen guard rails have also been added to some of the window openings along this elevation. Molded stringcourses; a multi-panel, double entry door (wood) framed by thinly molded engaged pilasters; scrolled brackets; and an arched shaped pediment accents the front door portico. A stucco sheathed garage wing with a setback upper floor is attached off the west elevation of the house. The north elevation of the two bay garage wing includes two openings off the driveway with period-appropriate multi-panel garage doors and an upper level capped with a low-pitch hip roof and punctuated by two small multi-pane casement windows framed by flat surrounds. Landscaping along this side of the structure includes a stucco covered retaining wall that follows the change in topography of the sidewalk/parcel, brick stairs that lead up to the entry portico, and low-growing shrubs and plants.

Section 8. FINDINGS AND DESCRIPTION OF PARTICULAR ATTRIBUTES JUSTIFYING LANDMARK DESIGNATION. The City Council finds, pursuant to the City of Beverly Hills Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10, Chapter 3, Article 32), that the “Tallman-Stern Residence” satisfies the necessary requirements for designation as a local landmark based on the following:

The “Tallman-Stern 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 subject property was built in 1935, thus in 2016 it is 81 years old. Therefore, the property satisfies this criterion.

The “Tallman-Stern 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 property exemplifies the Georgian Revival architectural idiom. It incorporates many of the features of the style in a manner that expresses the high aesthetic value that was closely associated with Beverly Hills in the 1920s and 1930s. Stylistic features incorporated into the property include the property’s general siting and the structure’s symmetrical composition and massing, roof shape and treatment, cladding materials, and entry porticos. The “Tallman-Stern Residence” embodies the distinctive characteristics of the Georgian Revival style, period, and materials of construction. Therefore, the property satisfies this criterion.

The “Tallman-Stern Residence” is eligible under "significance" criterion A.3. *It retains substantial integrity from its period of significance.* The period of significance for the subject property is 1935, which is when the residence and attached garage were constructed. The exterior of the property retains the key physical characteristics of design, materials, workmanship, setting, feeling, and association that define its architectural style and conveys its historical significance. A limited number of alterations that occurred to the property since 1935 are compatible to the overall historic character and do not adversely impact the property’s significance. Therefore, the property satisfies this criterion.

The “Tallman-Stern 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 property is considered to have historic value due to its architectural character and contribution to the City’s architectural heritage. Therefore, the property satisfies this criterion.

The “Tallman-Stern 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 9. CHARACTER DEFINING FEATURES THAT SHOULD BE PRESERVED. Use and development of the “Tallman-Stern 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. The key features that should be preserved are as follows.

The character-defining features associated with the 9570 Virginia Place residence are those exterior features on the property that reflect and define its Georgian Revival architectural style. Such features include, but are not limited to the following:

- Height, shape (rectangular) and mass of the dwelling in relationship to its property type, setting, topography and immediate residential environment
- Symmetrical façade and arrangement of features (doors and windows) and bays along east and north elevations (five bay arrangement along north elevation)
- Varied low-pitch hipped roof with minimal overhanging boxed eaves
- Enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double wood doors
- Panel front entry door, centered with arch shape pediment supported by decorative pilasters (north elevations)
- Smooth stucco exterior siding material, noting finish, texture, overall appearance
- Cornice trim and molding details; segmental dormer windows
- Molded beltcourse(s) along east, west, and north elevations
- Multi-pane (four over three) sash type wood-frame windows with flanking louvered shutters and “S” scrolled shutter dogs (fasteners), molded wood casings, sills, and molded lintels with key stones (noting existing shape, size, and placement) along east, north, and west elevations.
- Oculus (round) 2/2 wood-frame hinged windows at the upper floor flanking the chimney
- Brick chimneys sheathed in stucco plaster (size, shape, material, location, width and height) with trim molding
- Extended privacy wall (stucco with tiled molded coping and embedded metal framed mail slot) off east elevation portico entrance

Section 10. 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 11. ENVIRONMENTAL ANALYSIS. Designation of the “Tallman-Stern 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 “Tallman-Stern 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 “Tallman-Stern 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 “Tallman-Stern Residence” is an action of the City to protect and preserve an historic resource.

Section 12. GENERAL PLAN CONSISTENCY. Designation of the “Tallman-Stern 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 13. The City Council hereby designates the “Tallman-Stern Residence” as a local landmark included on the City of Beverly Hills Register of Historic Properties as Landmark No. 34, for the reasons set forth in this resolution.

Section 14. The record of proceedings for designation of the “Tallman-Stern 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 15. The City Clerk 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 Council of the City of Beverly Hills. The City Clerk shall also cause the Resolution to be recorded in the office of the county recorder of the county of Los Angeles as authorized by Section 3215 I of Chapter 3 of Title 10 of the City of Beverly Hills Municipal Code.

Adopted:

JOHN A. MIRISCH
Mayor of the City of Beverly Hills,
California

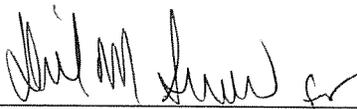
ATTEST:

_____ (SEAL)

BYRON POPE
City Clerk

APPROVED AS TO FORM

APPROVED AS TO CONTENT



LAURENCE S. WIENER
City Attorney

MAHDI ALUZRI
City Manager



SUSAN HEALY KEENE
Director of Community Development

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

EXHIBIT A

CITY LANDMARK ASSESSMENT & EVALUATION REPORT



OCT 2016

TALLMAN-STERN RESIDENCE
9570 Virginia Place, City of Beverly Hills, CA

Prepared for:
City of Beverly Hills
Community Development Department
Planning Division
455 Rexford Drive, Beverly Hills, CA 90210

Prepared by:
Jan Ostashay, Principal
Ostashay & Associates Consulting
PO BOX 542, Long Beach, CA 90801

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CITY LANDMARK ASSESSMENT AND EVALUATION REPORT

Tallman-Stern Residence

9570 Virginia Place
Beverly Hills, CA 90210

APN: 4330-017-024

INTRODUCTION

This landmark assessment and evaluation report, completed by Ostashay & Associates Consulting (OAC) for the City of Beverly Hills, documents and evaluates the local significance and landmark eligibility of the single-family residence located at 9570 Virginia Place, in the City of Beverly Hills.

Included in the report is a discussion of the survey methodology used, a summarized description of the subject property and its historical integrity, a brief contextual history of the property, a review of the local landmark criteria considered in the evaluation process, a formal evaluation of the property for local significance, photographs, and any applicable supporting materials.

METHODOLOGY

The landmark assessment was conducted by Jan Ostashay, Principal, of Ostashay & Associates Consulting. In order to identify and evaluate the subject property as a potential local landmark, an intensive-level survey was conducted. The assessment included a review of the National Register of Historic Places (National Register) and its annual updates, the California Register of Historical Resources (California Register), and the California Historic Resources Inventory (HRI) list maintained by the State Office of Historic Preservation (OHP) in order to determine if any evaluations or survey assessments of the property had been previously performed.

For this current landmark assessment a site visit was conducted and a review of building permits, tax assessor records, and historic aerial photographs was performed to document the property's existing condition and assist in evaluating the property for historical significance. The City of Beverly Hills landmark criteria were employed to evaluate the local significance of the structure and its eligibility for individual designation as a City of Beverly Hills Landmark. In addition, the following tasks were performed for the study:

- Searched records of the National Register, California Register, and OHP Historic Resources Inventory.
- Conducted a field inspection and photographed the subject property.
- Conducted site-specific research on the subject property utilizing Sanborn Fire Insurance Maps (not available for this property), city directories, newspaper articles,

historical photographs, aerial photographs, and building permits, among other available resources.

- Reviewed and analyzed ordinances, statutes, regulations, bulletins, and technical materials relating to federal, state, and local historic preservation, designation assessment procedures, and related programs.
- Evaluated the potential historic resource based upon criteria established by the City of Beverly Hills and utilized the OHP survey methodology for conducting survey assessments.

FINDINGS

The single-family residence located at 9570 Virginia Place appears to satisfy the City's criteria for individual 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. of the City's Landmark Designation Criteria.

BACKGROUND INFORMATION

The subject property is located in the southern part of town between Olympic and Pico boulevards at the southwest corner of South Camden Drive and Virginia Place. The neighborhood in which it is located contains parcels improved with single-family homes that were built primarily in the late 1920s and 1930s. The design of many of these homes in the area is reflective of the Spanish Colonial Revival, while a few classically inspired variants of the Colonial Revival style are also evident.

The property has not been previously identified, documented, or evaluated under any of the City's previous historic resources survey efforts. In addition, it is not included in the State's HRI and is not listed in the National Register or California Register.

PROPERTY DESCRIPTION AND CONSTRUCTION HISTORY

Description. The residence under review at 9570 Virginia Place is sited on a rectangular shape parcel measuring roughly 60 feet along its eastern side (primary elevation), 130 feet along its southern boundary, 70 along its west (rear) parcel line, and 136 feet along the north side (primary elevation). According to the Los Angeles County Assessor's records the subject property occupies lot 222 of Tract #3535 in Beverly Hills. The dwelling is set back from the both South Camden Drive and Virginia Place with a low-rise brick and wrought iron fence wrapping the east and north property lines. The topography of this area slightly shifts downward as you approach Virginia Place causing the need for a retaining wall (landscaped) and steps to access the entry door along the north elevation of the house. An attached wing that forms the garage with a room above and associated paved driveway are sited to the immediate west of the residence along Virginia Place.

The wood-frame single-family residence has a rectangular plan that complements the size and shape of the parcel. A subtype of the Colonial Revival idiom, the Georgian Revival style dignifies

this two-story dwelling, which is capped by a low-pitch complex hip roof with minimal overhanging eaves and wide-band cornice trim. The house has a smooth stucco finish with brick quoin treatment at the corners. The lower story is given prominence by the placement of a molded stringcourse that separates the two levels. The dwelling has two primary elevations, as it has two distinct primary entrances off its east (Camden Drive) and north (Virginia Place) elevations.

The entry at the Camden Drive elevation (east) is defined by a monumental entry portal, long brick walkway, and stucco wall with tile cap that encloses a patio, side yard, and the front door porch space. Features along this elevation include an engaged brick chimney, oculus 2/2 wood-frame hinged windows at the upper floor flanking the chimney, quoining details at corners, stringcourse, enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double doors, and one-story covered entry porch space and door (concealed behind front wall and entry portal). Carefully pruned landscape that includes a mature tree, grassy lawn, low-growing shrubs, and a brick walkway enhances the formal quality of the architecture.

The façade of the north elevation of the house is symmetrically arranged and contains five bays punctuated by four-over-three wood-frame sash windows with metal “S” scrolled shutter dogs (fasteners) and a central entry portico on the lower story. Molded lintels (some arch shape with key stones), casings, sills and louvered shutters embellish the windows. Non-original metal screen guard rails have also been added to some of the window openings along this elevation. Molded stringcourses; a multi-panel, double entry door (wood) framed by thinly molded engaged pilasters; scrolled brackets; and an arched shape pediment hood accents the front door portico. A stucco sheathed garage wing with set back upper floor is attached off the west elevation of the house. The north elevation of the two bay garage wing includes two openings off the driveway with period-appropriate multi-panel garage doors and an upper level capped with a low-pitch hip roof and punctuated by two small multi-pane casement windows framed by flat surrounds. Landscaping along this side of the structure includes a stucco covered retaining wall that follows the change in topography of the sidewalk/parcel, brick stairs that lead up to the entry portico, and low-growing shrubs and plants.

Much of the west (side) and south (rear) elevations are not visible from the public right-of-way. Other features, nonetheless, on the dwelling include additional brick fireplace chimneys with molded trim; secondary entries off the ground floor of the house and garage wing; and multi-pane fenestration similar in type, but of varying size, to those on the east and north elevations of the residence.

Construction History. A building permit was issued on June 25, 1935 for the construction of a two-story, 9-room residence at 453 South Camden Drive for a cost of \$10,000. Designed by architect Gerard Colcord, the construction of the house, which included an attached garage, was overseen by contractor William Warmington.

In reviewing the building permit history on file with the City of Beverly Hills it appears there have been limited, sympathetic changes made to the property over the years. Besides the initial construction of the house in 1935, a sleeping porch over a porch (location unspecified)

was added in 1944 at a cost of roughly \$600. This work was designed by architect Colcord for then owner Hartle Tallman, who was also the initial owner of the property.

The property saw some interior renovations in 1971, when the kitchen and family room were remodeled under the ownership of Donald Sterling. The next round of alterations for which there are permits on file, came in 1986 when the house was owned and occupied by Lawrence and Meryl Stern (current owners/occupants). At that time, a block wall fence with brick pilasters was added along the public perimeter of the lot, the driveway was widened and re-paved, and a concrete block retaining wall along Virginia Place was built. The Stern's had the house re-roofed and painted in 1994. As a summary, the relevant permits on file with the city include the following:

| YEAR | DESCRIPTION OF WORK |
|------|--|
| 1935 | Private Residence (\$10,000), original address: 453 S. Camden Dr. |
| 1944 | Sleeping porch over porch (\$600) |
| 1971 | Remodel kitchen and family room (\$3,200) |
| 1986 | Installation of HVAC |
| 1986 | Block wall fence, brick pilasters (\$2,000) |
| 1986 | Concrete masonry unit (CMU) retaining wall on side, widen concrete pad at driveway |
| 1994 | Re-roof, paint, misc. (\$10,000) |

Although there have been some modifications to the residence, the exterior work completed has been sympathetic to the historic character of the house or restricted to its interior. Overall, the changes made have not adversely impacted the property's architectural design, historical integrity, or important character-defining features.

HISTORICAL CONTEXT

Beverly Hills. The early settlement and development of Beverly Hills began on what was called Rancho Rodeo de las Aguas. This land was originally claimed by Mexican settlers Maria Rita Valdez and her husband Vicente Valdez around 1822. Aptly named The Ranch of the Gathering of the Waters, the swamps or "cienegas" that characterize the natural landscape were created by rain run off flowing out of Coldwater and Benedict Canyons. Vegetable farming, sheep herding, bee keeping and the raising of walnut trees were the primary agricultural activities within the rancho lands during the latter half of the nineteenth century. Several attempts at subdividing and establishing communities on the ranch lands were attempted during the 1860s and 1880s, but ended in failure.¹

¹ *Beverly Hills Historic Resources Survey 1985-1986, pg. 5.*

In 1906, the Amalgamated Oil Company reorganized as the Rodeo Land and Water Company. Burton Green played a leading role in formulating the plans for a garden city, located between Whittier Drive on the west, Doheny Drive on the east, Wilshire Boulevard on the south, and the foothills above Sunset Boulevard to the north.² The syndicate hired notable California park planner, Wilbur F. Cook, Jr., to plan the new community. Cook had worked with landscape architect Frederick Law Olmsted prior to moving to Oakland in 1905 to establish his own firm. Comprised of “Beverly” in the commercial triangle between Santa Monica and Wilshire boulevards and “Beverly Hills” north of Santa Monica Boulevard, the new community was one of the earliest planned communities in southern California.

Prompted largely by concern over the water and school systems, residents voted to incorporate in 1914 and created the new City of Beverly Hills. The original boundaries of the City were much the same as they are today, except for the area south of Wilshire Boulevard, annexed in 1915, and Trousdale Estates, annexed in 1955. Most of the City was open land at the time of incorporation with development scattered around Canon Drive, Beverly Drive, Crescent Drive, and the downtown triangle.³

The architecture of Beverly Hills in the years following the City’s founding was dominated by the Craftsman, Mission Revival, and Period Revival styles like Tudor Revival, Georgian, and Beaux-Arts Classicism. With Beverly Hills establishing itself as a haven for movie stars in the 1920s, the architectural character of the city began to realize a varying degree of extravagance in the design of its housing stock. Throughout the late 1920s and 1930s sophisticated period revival styles dominated the domestic architecture of the City, including Colonial Revival, Spanish Colonial Revival, French Normandy, Tudor Revival, and the like. By the mid to late 1930s Beverly Hills became one of the areas in southern California most closely connected with the development of the Hollywood Regency style. Born of the meeting of Moderne sleekness with the elegance of early nineteenth century architectural forms, it used simple, primary forms and blank wall surfaces to project exclusivity and sophistication.⁴ Beverly Hills’ domestic architecture in the post-World War II era saw the incorporation of Revival references in its new housing stock, and also the introduction of contemporary, luxury designs reflective of the Mid-century Modern idiom.

Architects like Robert D. Farquhar, Gordon Kaufmann, Wallace Neff, Ralph C. Flewelling, Paul R. Williams, Gerard R. Colcord, Roy Sheldon Price, and Elmer Grey among others left their mark on Beverly Hills’ residential, commercial, and institutional built environment and their single-family residential designs embodied the styles most closely associated with Beverly Hills as a place of luxury and sophistication. The personal residences of real estate magnates, oilmen, and Hollywood producers mingled with those of movie, radio, and television stars drawing tourists as well as would-be residents to the rapidly growing, largely affluent community of Beverly Hills.

9570 Virginia Place. It appears that this classic two-story single-family dwelling was originally constructed with two front entry approaches, one along Camden Drive and another off Virginia

² *Ibid*, pp. 8-9.

³ *Ibid*, pg. 11.

⁴ *Ibid*. pg. 17.

Place. The original permit and initial listings in the local city directory list the property with an address of 453 South Camden Drive. An aerial photograph dated from 1947 show walkways from the sidewalks of both Camden Drive and Virginia Place to the house. The 1950 Sanborn Fire Insurance map confirms this configuration as it shows a small covered front porch area tucked at the southeast corner of the dwelling. The main front door was accessed off the east elevation from Camden Drive until late 1940, when the second entry portico off Virginia Place became the main front door. The address of the property was then formally changed to 9500 Virginia Place. It was subsequently changed again only a few years later to 9570 Virginia Place, its current address identifier.

The Tallman-Stern Residence was constructed during the building boom of residential development in Beverly Hills. Much of the area south of Wilshire Boulevard comprised the first annexation made to the original City of Beverly Hills. Enacted by special election in 1915, the Rancho Rodeo de las Aguas Annexation brought the south and east city limits more or less to their current lines.⁵ By 1920, the area was still undeveloped though Walter G. McCarty and his associates began development of what became known as the Speedway Tract just after 1924 (when the Speedway was demolished). The following years were “boom” ones for the growth of the city. New streets were laid out, residences and businesses constructed, new schools begun, and old ones enlarged to accommodate the mushrooming population.⁶ The vast majority of the development during the boom years in the areas south of Wilshire Boulevard was; however, residential.

The subject property was built in 1935 for Hartle Tallman and his wife Kathryn. Prior to moving into their new house they resided at 361 South Crescent Drive in Beverly Hills. Hartle Tallman was an optometrist and jeweler who had an office (for both businesses) at 462 North Beverly Drive. A native of Lanark, Illinois, Hartle was born in 1902 and graduated from the University of California, Berkeley with a degree in optometry in 1925. His wife Kathryn was born in Monticello, Indiana in 1904. The 1940 US Census lists Hartle Tallman, his wife, and three children residing at the residence under the address 453 South Camden Drive. City directories from 1940 to 1941 list the Tallmans’ address as 9500 Virginia Place, and later directories list them at 9570 Virginia Place. Though Kathryn passed away in 1956, Hartle remained in the house until his passing in 1966. Per the will of Hartle Tallman, Gretchen, Hartle and Kathryn’s second daughter, was able to reside there for a period of five years after Hartle’s death.

Following the ending of the five year residency period for Gretchen Tallman the property transferred ownership several times. Attorney and real estate investor Donald Sterling and his wife Corrine purchased the house in 1971, but only a few years later they divorced and the property sold again. William and Nicole Vogel bought the residence in 1974. They; however, divorced in 1974 with William Vogel remaining in the house until 1982. It was then briefly owned by Lawrence E. and Susan J. Fox until they sold the property to Lawrence and Meryl Stern in 1985. The Sterns have resided there for over 30 years and are the current owners/occupants of the residence.

⁵ *Beverly Hills Historic Resources Survey 1985-1986*, pg. 55.

⁶ *Ibid*, pg. 56.

The following table summarizes the owner/occupant chronology of the subject property:

| OCCUPANCY HISTORY: | | |
|--------------------|----------------------|---|
| Year | Address | Occupant |
| 1935 | No listing | |
| 1936 | 453 S. Camden Dr.: | Hartle (Kathryn) Tallman, optometrist/jeweler (city directory) |
| 1937 | 453 S. Camden Dr.: | Hartle (Kathryn) Tallman, optometrist/jeweler (city directory) |
| 1938 | 453 S. Camden Dr.: | Hartle (Kathryn) Tallman, optometrist/jeweler (city directory) |
| 1939 | 453 S. Camden Dr.: | Hartle (Kathryn) Tallman, optometrist/jeweler (city directory) |
| 1940 | 453 S. Camden Dr.: | Hartle (Kathryn) Tallman, optometrist/jeweler (1940 census) |
| 1940 | 9500 Virginia Place: | Hartle (Kathryn) Tallman, optometrist/jeweler (1940 city directory) |
| 1941 | 9500 Virginia Place: | Hartle (Kathryn) Tallman, optometrist/jeweler (city directory) |
| 1942-56 | 9570 Virginia Place: | Hartle (Kathryn) Tallman, optometrist/jeweler (city directory) |
| 1956-66 | 9570 Virginia Place: | Hartle Tallman, optometrist/jeweler (city directory) |
| 1966-71 | 9570 Virginia Place: | Gretchen Tallman |
| 1971-74 | 9570 Virginia Place: | Donald (Corrine) Sterling |
| 1974-79 | 9570 Virginia Place: | William (Nicole) Vogel |
| 1979-82 | 9570 Virginia Place: | William Vogel |
| 1982-85 | 9570 Virginia Place: | Lawrence E. (Susan J.) Fox |
| 1985-present | 9570 Virginia Place: | Lawrence (Meryl) Stern |

Gerard Colcord, AIA. Current research reveals that the architect of the subject property was Gerard Rae Colcord (1901-1984). He was born in St. Louis, Missouri and eventually moved to Los Angeles with his mother, father and family to attend college in the early 1920s. Colcord attended the University of Southern California and studied overseas at the Ecole des Beaux-Arts at Fontainebleau in 1924. Upon returning from France, Colcord moved back to family home and established an architectural practice. He also worked with architects Asa Hudson and John C. Austin as an apprentice to gain experience. Colcord received his certificate to formally practice architecture from the State Board of Architectural Examiners in 1930. However, one of the first residences that Colcord designed was the Price House in Beverly Hills in 1928, which reflected a stylistic design of an English manor.

In the early 1930s, Colcord moved out of the family home and married the first of three wives, actress Jeanne Marie Dumas.⁷ They lived a social life attending various social parties and events in the area. Presumably the Colcords' society connections contributed to Gerard's success.⁸

During the 1930s, Colcord designed dwellings in various styles such as Colonial Revival, English

⁷ Parsons, Bret. *Colcord Home*. p. 24.

⁸ *Ibid*, p. 24.

Cottage, French farmhouse, Monterey Colonial, and Tudor, a number of which were published in architectural journals and trade magazines. On several occasions he worked with the noted furnishing store Barker Brothers to develop “dream house” floor plans and renderings to exhibit in their store.⁹ Colcord was commissioned in 1935 by Mr. and Mrs. Philip Chandler, the son of *Los Angeles Times* publisher Harry Chandler, to design their home in the Los Feliz neighborhood of Los Angeles. It was built on a double lot as a French farmhouse style dwelling with roughly 4,500 square feet of space. In that same year, he was hired to build an equestrian estate in Palm Springs, the center of which was a Monterey Colonial style residence. At the end of the decade Colcord moved his architectural practice into a small office on Brighton Way in Beverly Hills; a location where he would practice until the end of his career.

Following the bombing of Pearl Harbor in December 1941, Colcord sought other means of architectural work including the design of industrial buildings for Douglas Aircraft during the war years. After the end of World War II, Colcord’s architectural practice and his signature designs of traditional “Country Colonial” homes were further refined. With his dozens of commissions his Early American stylistic form became inspiration for television show set designs of the 1950s and 1960s in Hollywood, including the *I Love Lucy* show. Over the years Colcord amassed a significant celebrity clientele. His portfolio of work included residences designed and built in Westwood, Coldwater Canyon, Holmby Hills, Brentwood, Pacific Palisades, Bel-Air, Hancock Park, Pasadena, San Marino, Pomona, and Beverly Hills. His commissions also extended beyond Southern California as he was hired to design Colonial style residences in Georgia, Florida, Idaho, Nevada, Texas, and Northern California.

He designed almost 400 residences most of which incorporated his signature architectural flair and features of the Colonial Revival style.¹⁰ The rich textures of the Colcord style are uniquely identifiable: a main one- to two-story core often with a multiple splayed wing configuration or other asymmetrical floor plan; clapboard siding with washed brick, fieldstone, plaster/stucco, or board and batten veneer; half-timbered beams; asymmetrical roof lines; multi-pane sash windows of varying size most with shutters; brick and/or flagstone chimneys; covered main entry portico or porch area; and wrought iron weathervane.¹¹

The style, size, and location of a Colcord designed property varied depending on the client, site characteristics, and date of development. Of those Colcord designed residences known in Beverly Hills, a few of have since been demolished while others have been remodeled. Nonetheless, there still stands a well-represented number of Colcord designed dwellings in the City that respectfully reflect his original design intent, traditional “signature” characteristics, and high level of craftsmanship.

Many of his designs were published and showcased in various trade journals and magazines, including *Architectural Digest*, *House & Garden*, *California Arts & Architecture*, and *American Architects*. The subject property at 9570 Virginia Place; however, was not one of his projects that were highlighted in any of those publications. The construction of the house; however, was mentioned briefly in the local *Beverly Hills Citizen* newspaper of June 20 and June 27, 1935.

⁹ *Ibid*, p.25.

¹⁰ *Ibid*, p 37.

¹¹ *Ibid*, p. 39.

Upon conducting a cursory review of City permit files and other archival references just over 20 Colcord designed residences or remodels by Colcord were identified in the Beverly Hills area. There are probably more Colcord designed residences in Beverly Hills that have not yet been discovered. Their status and condition are also unknown at this time. The following table lists those known Colcord designed dwellings within the city limits that were identified during this current cursory survey of such properties.

| Address | | Assessor Date | Original Owner |
|---------|-------------------|---------------|---|
| 720 | Elm Drive, N | 1927 | Walter M. Scott (Tudor Revival), Colcord & Ames |
| 603 | Arden Drive, N | 1927 | M.C. Bond (Spanish Colonial), Colcord & Ames |
| 504 | Foothill Drive | 1924 | Lewis E. Moore (Tudor, altered) |
| 717 | Alpine Drive, N | 1934 | Sarah B. Hughes (Tudor Revival) |
| 625 | Alta Drive, N | 1929 | H.A. Price (English Tudor Revival) |
| 721 | Elm Drive, N | 1935 | Stanley O. Chambers (Colonial Revival) |
| 712 | Hillcrest Road | 1937 | B.W. Tye (Colonial Revival) |
| 816 | Bedford Drive, N | 1938 | B.W. Tye (Colonial Revival manor) |
| 615 | Beverly Drive, N | 1939 | W.B. Barnett/Wald (Colonial Revival) |
| 800 | Linden Drive, N | n.d. | Demolished 2005 (Colonial Revival) |
| 814 | Cinthia Street | 1952 | Ted Rosen (Colonial Ranch) |
| 1150 | Shadow Hill Way | 1954 | E. A. Hawkins (French Colonial) |
| 526 | Rodeo Drive, N | 1921/35 | BH Bank & Trust Co. (Colcord updated 1935) |
| 512 | Sierra Drive, N | 1938 | B.W. Tye (Colonial Revival) , Colcord attributed |
| 515 | Sierra Drive, N | 1941 | B.W. Tye (Colonial Revival) |
| 601 | Sierra Drive, N | 1941 | B.W. Tye (French Colonial) |
| 602 | Sierra Drive, N | 1941 | B.W. Tye (Colonial Revival) |
| 617 | Oakhurst Drive, N | 1938 | Margaret J. Hawkins (French Colonial) |
| 705 | Oakhurst Drive, N | 1946 | Leo Siskin (English Colonial Revival) |
| 1170 | Loma Linda Drive | 1951 | Frank Sale (Colonial Ranch) |
| 1178 | Loma Linda Drive | 1951 | Isadore C. Gordean (Colonial Revival) |
| 1129 | Benedict Canyon | 1923/55 | (Colcord updated 1955) |
| 700 | Trenton Drive | 1949 | Carl Naumann (Hollywood Regency) |
| 518 | Crescent Drive, N | n.d. | Demolished 200 (Colcord updated 1950) |
| 9570 | Virginia Place | 1935 | Hartle Tallman (original address 453 S. Camden Dr.) |

Colonial Revival, Georgian Revival. The Colonial Revival style encompasses a number of architectural traditions, including English, Dutch, French, Georgian, and Spanish colonial influences that were combined during the late-nineteenth and early-twentieth centuries to create buildings that celebrated Colonial America. The restoration of Colonial Williamsburg in the 1930s, refueled interest in the style, and it remained popular into the post-World War II era. Thus, Cape Code cottages, gambrel roof houses, large formal Georgian homes, Federal townhouses, columned mansions, can fall under the Colonial Revival heading, so long as the entrances, cornices, and windows are fitted with classical details.

One of the most common Colonial Revival subtypes is the Georgian Revival. Although Georgian Revival designed buildings employed many of the details of their earlier Colonial predecessors, they did not closely follow the rules of Georgian architecture. Details from two or more of these architectural subtypes are often freely combined in many examples so that pure copies of colonial houses are far less common than are eclectic mixtures. Classical details were either over-exaggerated or updated for the 20th century, and the strict Georgian symmetry and order was often broken.

Georgian architecture usually consisted of a one or two-story façade with three to five bays of window openings on both the first and second stories of the front elevation with a central door. The main entry is typically an elaborate portico adorned with classical surrounds, pediments, entablatures, sidelights, and transoms. Facades are usually symmetrical but may be asymmetrical with rectangular, L-shaped, or irregular plans. They typically feature side gable, cross gable, or hip roofs, sometimes with dormers and trimmed cornice line. Exterior wall cladding may be horizontal wood siding and occasionally brick or plaster/stucco with quoin corners. Other features of the style include, prominent brick chimneys often located at the ends of the house; double hung, multi-pane wood-frame windows usually with flanking louvered wood shutters; paneled wood doors, sometimes with sidelights, transom lights, fanlights, or louvered wood shutters; and the restrained use of Classical details. The addition of a small one-story wing off the side elevation is also a common feature of the style.

Like many other 20th century residence, Colonial Revival houses had garages, either one bay or two bay wide. The garages were often designed to stylistically match the house with double-leaf door that pulled open. The roof pitch of the garage was usually lower than the main house as it was usually located off the rear corner of the dwelling at the end of double strips of concrete. Depending on the topography, some Colonial Revival garages, including the Georgian variant, were attached to the side of the residence (many with upper story room) or built into a hillside.

Character-defining features of the Georgian Revival style include, but are not limited to the following:

- Symmetrical façade and arrange of features (doors and windows)
- Rectangular, “L”-shape, or irregular plan, commonly horizontal massing
- Varied gable, hipped, or gambrel roofs with shake (shingle) covering
- Paneled front door and/or entry portico, usually centered and capped by an elaborate

decorative entablature or pediment supported by decorative pilasters

- Cornice usually emphasized by decorative trim or molded trim band
- Windows with double-hung sashes having small panes (multi-pane) separated by wooden muntins flanked by louvered wood shutters
- Windows aligned horizontally and vertically in symmetrical rows, commonly with a five bay configuration on front façade
- Restrained front porch or portico
- Corner quoins, some with belt course molding
- Exterior cladding of brick, horizontal wood lap, or smooth stucco
- Symmetrically placed dormers
- Flat or arched window lintel with keystone
- Symmetrically placed brick chimneys, usually at the end of walls
- Small wing rooms onto side of main house
- Attached or detached garage designed to stylistically match/complement the house

HISTORIC SIGNIFICANCE CONSIDERATION FRAMEWORK

Evaluation Criteria. In analyzing the historical significance of the subject property, criteria for designation under the City's local landmark program was considered. Additionally, consideration of historical integrity and the State Office of Historic Preservation (OHP) survey methodology was used to survey and assess the relative significance of the property.

City of Beverly Hills Landmark Criteria. The City's Historic Preservation Ordinance (Municipal Code Title 10 Chapter 3 Article 32; BHMC 10-3-32) authorizes the Cultural Heritage Commission (CHC) to recommend the nomination of properties as local landmarks to the City Council. The Council may designate local landmarks and historic districts by the procedures outlined in the ordinance. The Preservation Ordinance also establishes criteria and the process for evaluating and designating properties as potential local landmarks.

An eligible property may be nominated and designated as a landmark if it satisfies the following requirements:

- A. A landmark must satisfy all of the following requirements:
 1. It is at least 45 years (45) years of age, or is a property of extraordinary significance;
 2. It possesses high artistic or aesthetic value, and embodies the distinctive characteristics of an architectural style or architectural type or architectural period;
 3. It retains substantial integrity from its period of significance; and

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.
- B. In addition to the requirements set forth in Paragraph A above, a landmark must satisfy at least one of the following requirements:
1. It is listed on the National Register of Historic Places;
 2. It is an exceptional work by a master architect;
 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 paragraph, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous;
 4. It is an exceptional property that was owned and occupied by a person of great local prominence;
 5. It is an iconic property; or
 6. The landmark designation procedure is initiated, or expressly agreed to, by the owner(s) of the property.

Historical Integrity. "Integrity is the ability of a property to convey its significance." In addition to meeting the criteria of significance, a property must have integrity. Integrity is the authenticity of a property's physical identity clearly indicated by the retention of characteristics that existed during the property's period of significance. Properties eligible for local landmark designation must meet at least two of the local landmark designation criteria and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their historical significance.

Both the National Register of Historic Places and the California Register of Historical Resources recognize the seven aspects of qualities that, in various combinations, define integrity. To retain historic integrity a property should possess several, and usually most, of these seven aspects. Thus, the retention of the specific aspects of integrity is paramount for a property to convey its significance. The seven qualities that define integrity are location, design, setting, materials, workmanship, feeling and association. The seven qualities or aspects of historical integrity are defined as follows:

- Location is the place where the historic property was constructed or the place where the historic event occurred.
- Design is the combination of elements that create the form, plan, space, structure, and style of a property.
- Setting is the physical environment of a historic property.
- Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a

historic property.

- Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.
- Association is the direct link between an important historic event or person and a historic property.

EVALUATION OF HISTORICAL SIGNIFICANCE

Application of City Landmark (Significance) Criteria. Based on the current research and the assessment herein the property located at 9570 Virginia Place appears to satisfy the necessary City of Beverly Hills landmark criteria. The property was evaluated according to statutory criteria, as follows:

A. A landmark must satisfy all of the following requirements (BHMC 10-3-3212(A)):

1. *It is at least 45 years (45) years of age, or is a property of extraordinary significance.*

The subject property was built in 1935, and, therefore, satisfies this criterion.

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 is a good residential example of Georgian Revival architecture, a subtype of the Colonial Revival style, as it incorporates many of the typical features that define that idiom. Aspects of the design reflect the traditional styles that are closely associated with Beverly Hills during the 1920s and 1930s. Stylistic features of the Georgian Revival style incorporated in the property include the building's symmetrical composition and massing, five bay configuration, roof shape and treatment, cladding materials, extensive use of molding details, fenestration type and window treatments, entry porticos, and general siting. The Tallman-Stern Residence embodies the distinctive characteristics of a particular architectural style, period of time, and materials of construction. Therefore, the property appears to satisfy this criterion.

3. *It retains substantial integrity from its period of significance.*

The period of significance for the subject property is 1935, which is when the single-family residence with attached garage was constructed. A limited number of alterations have occurred to the property. Most of those; however, were sympathetic and compatible to the overall historic character of the property or were restricted to the interior of the house. In terms of historical integrity, the exterior of the property still retains those key physical characteristics of design,

materials, workmanship, setting, feeling, and association that define its architectural style and conveys its historical significance. Therefore, the property appears to satisfy this criterion.

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 architectural character and contribution to the City's architectural heritage the property is considered to have historic value. Therefore, the property appears to satisfy this criterion.

B. In addition to the requirements set forth in Paragraph A above, a landmark must satisfy at least one of the following requirements (BHMC 10-3-3212(B)):

1. *It is listed on the National Register of Historic Places.*

The subject property is not listed on the National Register of Historic Places. Therefore, the property does not satisfy this criterion.

2. *It is an exceptional work by a master architect.*

The 9570 Virginia Place property was designed by Gerard Colcord, a Beverly Hills based architect who catered to the elite of Hollywood's society. Colcord is included in the City's List of Master Architects. The subject property is an example of Colcord's varied portfolio of architectural work, which spans many decades. However, it does not appear to be an exceptional work of the architect within the local community as there has been no recognition of the property in professional trade journals or in other similar publications. Despite the dwelling being reflective of a particular style, period of time, and method of construction, it is not necessarily a distinctive or exceptional example of Colcord's recognized distinguishing "Country Colonial" style. There are other extant examples of Colcord's work within the City that better represents and expresses his known and respected architectural values associated with the Colonial Revival style.

Therefore, the property does not appear to satisfy this criterion.

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 paragraph, personal events such as birth, death, marriage, social interaction, and the like shall not be deemed to be momentous.*

The archival research data reviewed on the property did not indicate that it was owned and occupied by a person of great importance. Therefore, the property does not satisfy this criterion.

4. *It is an exceptional property that was owned and occupied by a person of great local prominence.*

In reviewing archival research data on the history of the property there was no indication that it was owned and occupied by a person of great local prominence. Therefore, the property does not satisfy this criterion.

5. *It is an iconic property.*

There is no indication that the property should be considered iconic within the city. The property has not been documented in any professional architectural publications or trades magazines and is not highly visible from the public right-of-way as it is sited behind a tall privacy wall that runs along the front property line. Therefore, the property does not satisfy this criterion.

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.

Character-defining Features. Every historic property is unique, with its own identity and its own distinguishing character. A property's form and detailing are important in defining its visual historic character and significance. It is a property's tangible features or elements that embody its significance for association with specific historical events, important personages, or distinctive architecture and it is those tangible elements; therefore, that should be retained and preserved.

Character refers to all those visual aspects and physical features that comprise the appearance of every historic property. According to *National Park Service Brief 17, Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*, character-defining features include the overall shape of a property (building, structure, etc.), its material, craftsmanship, decorative details, interior spaces and features (as applicable), as well as the various aspects of its site and immediate environment (form, configuration and orientation).

The *Secretary of the Interior's Standards for the Treatment of Historic Properties* defines historic character by the form and detailing of materials, such as masonry, wood, stucco, plaster, terra cotta, metal, etc.; specific features, such as roofs, porches, windows and window elements, moldings, staircases, chimneys, driveways, garages, landscape and hardscape elements, etc.; as well as spatial relationships between buildings, structures, and features; room configurations; and archaic structural and mechanical systems. Identifying those features or elements that give a historic property visual character and which should be taken into account and preserved to the maximum extent possible is important in order for the property to maintain its historical significance.

The character-defining features associated with the 9570 Virginia Place residence are those exterior features on the property that reflect and define its Georgian Revival architectural style. Such features include, but are not limited to the following:

- Height, shape (rectangular) and mass of the dwelling in relationship to its property type, setting, topography and immediate residential environment
- Symmetrical façade and arrange of features (doors and windows) and bays along east and north elevations (five bay arrangement along north elevation)
- Varied low-pitch hipped roof with minimal overhanging boxed eaves
- Enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double wood doors
- Panel front entry door, centered with arch shape pediment supported by decorative pilasters (north elevations)
- Smooth stucco exterior siding material, noting finish, texture, overall appearance
- Cornice trim and molding details; segmental dormer windows
- Molded beltcourse(s) along east, west, and north elevations
- Multi-pane (four over three) sash type wood-frame windows with flanking louvered shutters and “S” scrolled shutter dogs (fasteners), molded wood casings, sills, and molded lintels with key stones (noting existing shape, size, and placement) along east, north, and west elevations.
- Oculus (round) 2/2 wood-frame hinged windows at the upper floor flanking the chimney
- Brick chimneys sheathed in stucco plaster (size, shape, material, location, width and height) with trim molding
- Attached one-story wing with integrated two-bay garage off west elevation
- Extended privacy wall (stucco with tiled molded coping and embedded metal framed mail slot) off east elevation portico entrance

CONCLUSION

The single-family dwelling located at 9570 Virginia Place 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 (BHMC Title 10 Chapter 3 Article 32). This site appears to satisfy all of the mandates of subsection A. and one of the mandates under subsection B.

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APPENDIX

Regional Map

Location Map

Site Map

Assessor Parcel Map

Sanborn Fire Insurance Map (1950)

Building Permit (original)

Ephemeral Material

Photographs

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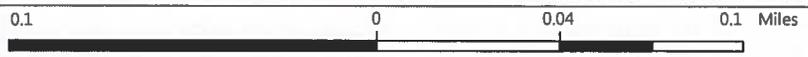
Location Map



Legend
□ Parcels

Notes
9570 Virginia Place
Beverly Hills, CA 90212

1: 2,257 



WGS_1984_Web_Mercator_Auxiliary_Sphere
© Latitude Geographics Group Ltd.

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT TO BE USED FOR NAVIGATION

SITE MAP LOCATION, Aerial View



9570 Virginia Place, Beverly Hills, CA

SANBORN FIRE INSURANCE MAP, Beverly Hills

SCALE 100 FT TO AN INCH

CAL. 040
Los Angeles, Cal. Vol. 26
2199C
JUNE 1940



All Applications must be filled out by Applicant

PLANS AND SPECIFICATIONS and other data must also be filed

DEPARTMENT OF BUILDINGS

Application for the Erection of Buildings

JUN 19 1935

CLASS-----

TO THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS:

Application is hereby made to the Council of the City of Beverly Hills, through the office of the Chief Inspector of Buildings for a permit in accordance with the description and for the purpose hereinafter set forth. This application is made subject to the following conditions, which shall be deemed conditions entering into the exercise of the permit:

FIRST: That the permit does not grant any right or privilege to erect any building or other structure herein described, or any portion thereof, upon any street, alley, or other public place or portion thereof.

SECOND: That the permit does not grant any right or privilege to use any building or other structure therein described, or any portion thereof, for any purpose that is, or may hereafter be prohibited by ordinance of the City of Beverly Hills.

THIRD: That the granting of the permit does not affect or prejudice any claim of title to, or right of possession in, the property described in such permit.

Lot No. 222 Block _____ Tract 3535
(Description of Job)

No. 453 So. CAMDEN Street
75
(Location of Property)

(USE INK OR INDELIBLE PENCIL)

1. Purpose of Building RESIDENCE No. of Rooms 9 No. of Families 1
2. Owner's Name DR. HARTLE TALLMAN Phone _____
3. Owner's Address 9433 SANTA MONICA
4. Architect's Name GERARD COLCORD Phone _____
5. Contractor's Name W. C. WARMINGTON Phone CR 6998
6. Contractor's Address 9433 STA. MONICA BLVD
7. VALUATION OF PROPOSED BLDG. {including Plumbing, Gas Fitting, Sewers, Ceasapools, Elevators, Painting, Finishing, all Labor, etc.} \$10,000
8. Is there any existing building on lot? No How used? _____
9. Clear Height of Ceiling: Bath, Toilet 7'6" Living Rooms 7'6" Halls 7'6" Cellars 7'6"
(State Law)
10. Number of Stories 2 Height to Highest Point 21'
11. Size of Lot 60 x 130 Area of Lot 7800 Per Cent of Area Covered by All Buildings _____
(Fill out Item 3 on No. 11 in case of Courts, Apartments, Hotels only.)
12. Set Back from Property Line {including balconies, bays, porches, chimneys, steps, etc.} Front 30 Rear 12 Side 12
13. Foundation Material con. Footing Width 12" Depth Below Natural Ground 12"
14. Height of Foundation Above Finished Grade 1'8" Wall Width 2'10" Mud Sills 2 x 6
15. Joist Clearance from Ground 1'8" Girders 4 x 4 Posts Under Girders 4 x 4
16. Chimney Material Br. No. of Inlets to Flue _____ Sizes, Flues 3 x 18 Thickness of Chimney Wall 4"
17. Materials of Exterior Walls Plum. Material of Interior Construction 2nd 9 0310
18. Will all Provisions of State Dwelling House Act be complied with? Yes
19. EXTERIOR Studs 2 x 6 INTERIOR BEARING Studs 2 x 4 Interior Non-Bearing Studs 2 x 3 Ceiling Joists 2 x 4 Roof Rafters 2 x 4 FIRST FLOOR JOISTS 2 x 8 Second Floor Joists 2 x 10 Roof Material Shingles
20. Location of Plumbing Cleanouts _____ Depth of Sewer "Y" _____ Sewer Length _____ Fall per ft. 1/4"

I have carefully examined and read the above application and know the same to be true and correct, and that all provisions of the Ordinances and Laws governing Building Construction will be complied with, whether herein specified or not.

(Sign Here)

W. C. Warming
(Owner or Authorized Agent)

(FOR DEPARTMENT USE ONLY)

| PERMIT NO. | Plans & Specifications checked and found to conform to Ordinances, State Laws, Etc. | Application checked and found O.K. | Stamp here when permit is issued |
|--------------|---|------------------------------------|----------------------------------|
| <u>13397</u> | Plan Examiner | <u>U. M. Stevens</u> Clerk | JUN 2 - 1935 |

O. Barnwell
Superintendent of Building.

EPHEMERAL MATERIAL

NEW BUILDINGS ANNOUNCED HERE

Two Apartments, Duplex and Two Houses Slated To Rise Within Short Time

Two costly apartment buildings, two residences and a duplex were among new construction projects listed this week with the Beverly Hills building department.

Permit was issued to the Beverly-Wilshire Construction Company, 9623 Brighton Way, for a \$23,500 eight-family apartment building at 129-131 S. Peck Drive. The other apartment, providing for six families, will rise at 145-147 S. Bedford Drive at a cost of \$15,000. George A. Froley is the owner. Plans were drawn by Arthur W. Hawes and Frank Froley holds the contract.

Dr. Hartle Tallman will erect a \$10,000 two-story residence containing nine rooms at 453 S. Camden Drive. Gerald Colcord is the architect and contracting will be done by William C. Warmington 5433

Beverly Hills Citizen

June, 20, 1935

Beverly Hills Citizen

June 27, 1935

Permit for the \$10,000 Dr. Hartle Tallman residence at 453 S. Camden Drive, for which Gerard Colcord drew plans and William C. Warmington holds the contract, was issued this week. The house will be of stucco exterior with shingle roof, containing nine rooms.

MOVING INTO NEW HOME

Dr. and Mrs. Hartle Tallman and family of South Crescent Drive, plan to move into their new home a few days after Christmas. The place is an attractive, two-story house of French-Georgian design. It is located at Camden Drive and Virginia Place.

Beverly Hills Citizen

December 27, 1935

PHOTOGRAPHS: 9570 VIRGINIA PLACE



PHOTO - 1: Contextual view (east elevation) from Camden Drive



PHOTO - 2: East elevation, detail, looking west



PHOTO - 3: Oblique context view, looking southwest



PHOTO - 4: North façade of property, looking south



PHOTO - 5: Contextual view- north elevation, looking southwest



PHOTO - 6: North elevation with garage wing, looking south

PHOTOGRAPHS: 9570 VIRGINIA PLACE



PHOTO - 7: North facade elevation, detail



PHOTO - 8: Entry approach at north elevation, looking south

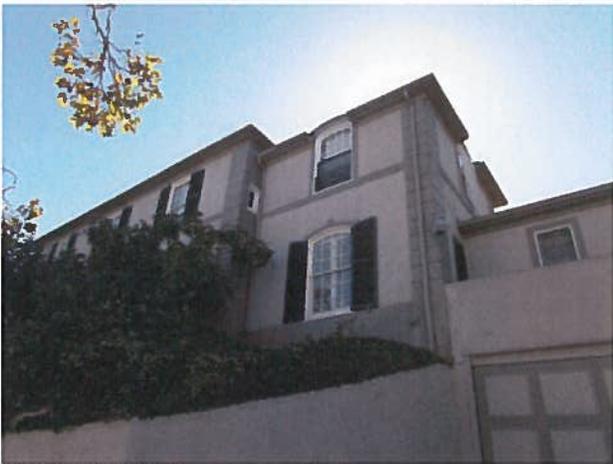


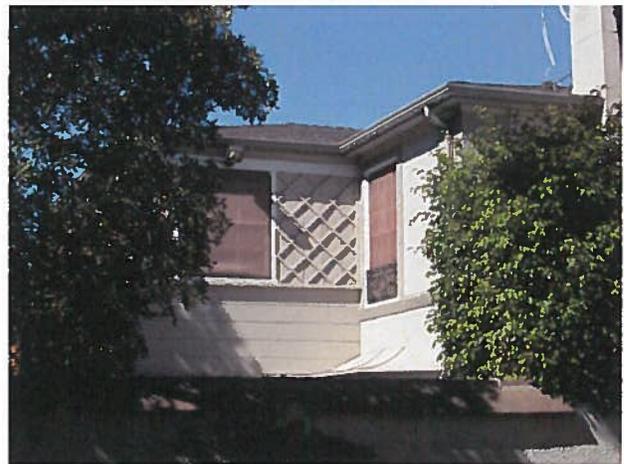
PHOTO - 9: Oblique view north facade/west (side) elevations



PHOTO - 10: Garage area with wing above, looking south



PHOTO - 11: Entry portico detail off east elevation



**PHOTO - 12: Detail features along side and rear yard
(east, west elevations)**

OSTASHAY & ASSOCIATES CONSULTING

PO BOX 542

LONG BEACH, CA 90801

562.500.9451



City Council Agenda Report

December 6, 2016
Landmark Designation

Attachment 2

Cultural Heritage Commission Report and CHC Resolution No. 58 Recommending
Landmark Designation of the property (excluding attachments)



City of Beverly Hills
Planning Division
455 N. Rexford Drive Beverly Hills, CA 90210
TEL. (310) 285-1141 FAX. (310) 858-5966

Cultural Heritage Commission Report

Meeting Date: October 5, 2016

Subject: Preliminary Hearing and Landmark Nomination of the "Tallman-Stern Residence" at 9570 Virginia Place for inclusion as a Local Landmark onto the Beverly Hills Register of Historic Properties

Project Applicant: Commission-Initiated

Recommendation: Conduct a Preliminary Hearing and adopt a resolution recommending City Council designate the "Tallman-Stern Residence" as a Local Landmark

REPORT SUMMARY

The "Tallman-Stern Residence" at 9570 Virginia Place 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 D recommends that the City Council designate the "Tallman-Stern Residence" as a Landmark and place it on the Local Register of Historic Properties.



*9570 Virginia Place
As viewed from Virginia Place*



*9570 Virginia Place
As viewed from Camden Drive*

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

Report Author and Contact Information:
Reina Kapadia, AICP
Associate Planner
(310) 285-1129
rkapadia@beverlyhills.org



Cultural Heritage Commission Report

9570 Virginia Place – Landmark Nomination
October 5, 2016

BACKGROUND

The two-story residence at 9570 Virginia Place is sited on a rectangular-shaped, gently sloped parcel at the corner of Virginia Place and South Camden Drive in the southwestern area of the city. The dwelling is set back from the both South Camden Drive and Virginia Place with a low-rise garden wall with a wrought iron fence that wraps the eastern portion of the property. An attached wing that forms the garage with habitable space above and a paved driveway are sited to the immediate west of the main massing of the residence along Virginia Place.

The residence was designed in the Georgian Revival style, a subtype of the Colonial Revival idiom, by Master Architect Gerard Colcord in 1935. The exterior surface is finished in a smooth stucco plaster with a decorative quoining treatment at the corners. The structure is capped by a low-pitch hip roof with minimal overhanging eaves and wide cornice trim. The lower story is given prominence by the placement of a molded stringcourse that separates the two levels with a double stringcourse highlighting the Virginia Place elevation and the entry door and classically inspired arched pediment on this façade. The dwelling has two primary elevations, as it has two distinct formal entrances off its east (Camden Drive) and north (Virginia Place) elevations.

The entry at the Camden Drive elevation (east) is defined by a monumental entry portal, long brick walkway, and stucco wall with tile cap that encloses a patio, side yard, and the front door porch space. Features along this elevation include an engaged brick chimney, two oculus wood-frame windows flanking the chimney at the upper floor, quoining details at the corners, stringcourse, enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double doors, and one-story covered entry porch space and door (concealed behind the front wall and entry portal). Carefully manicured landscape that includes a mature tree, grassy lawn, low-growing shrubs, and a brick walkway enhances the formal quality of the architecture.

The façade of the north elevation of the house is symmetrically arranged and contains five bays punctuated by four-over-three wood-frame sash windows with metal "S" scrolled "shutter dogs" (fasteners) and a central entry portico on the lower story. Molded lintels (some arch shaped with keystones), casings, sills and louvered shutters embellish the windows. Non-original metal screen guard rails have also been added to some of the window openings along this elevation. Molded stringcourses; a multi-panel, double entry door (wood) framed by thinly molded engaged pilasters; scrolled brackets; and an arched shaped pediment accents the front door portico. A stucco sheathed garage wing with a set back upper floor is attached off the west elevation of the house. The north elevation of the two bay garage wing includes two openings off the driveway with period-appropriate multi-panel garage doors and an upper level capped with a low-pitch hip roof and punctuated by two small multi-pane casement windows framed by flat surrounds. Landscaping along this side of the structure includes a stucco covered retaining wall that follows the change in topography of the sidewalk/parcel, brick stairs that lead up to the entry portico, and low-growing shrubs and plants.

The full list of character-defining features of the property is included as Section 7 of the Resolution (Attachment C).

At its October 5th Meeting, the Cultural Heritage Commission will vote to initiate landmark designation proceedings on the subject property. A Landmark Assessment Report (Attachment



Cultural Heritage Commission Report

9570 Virginia Place – Landmark Nomination

October 5, 2016

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 "Tallman-Stern Residence" 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 "Tallman-Stern Residence" at 9570 Virginia Place 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 "Tallman-Stern Residence" at 9570 Virginia Place as a Local Landmark is presented for the Commission's consideration in Attachment C.

ENVIRONMENTAL ASSESSMENT

Designation of the "Tallman-Stern 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 "Tallman-Stern 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 "Tallman-Stern 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 "Tallman-Stern Residence" is an action of the City to protect and preserve an historic resource.

GENERAL PLAN CONSISTENCY

Designation of the "Tallman-Stern 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.

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 to the property owner on September 23, 2016. The



Cultural Heritage Commission Report

9570 Virginia Place – Landmark Nomination

October 5, 2016

homeowners have indicated their general support of the landmark designation. 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 58

A RESOLUTION OF THE CULTURAL HERITAGE
COMMISSION OF THE CITY OF BEVERLY HILLS
NOMINATING THE "TALLMAN – STERN RESIDENCE" AT
9570 VIRGINIA PLACE, 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 October 5, 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 may be a property eligible for designation as a landmark based on available evidence at the time.

Section 3. On October 5, 2016, the Cultural Heritage Commission conducted a preliminary hearing regarding the apartment building located on the property at 9570 Virginia Place 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 "Tallman-Stern Residence" 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 October 5, 2016, the Cultural Heritage Commission considered a *Landmark Assessment and Evaluation Report* for the “Tallman-Stern Residence” 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. The two-story residence at 9570 Virginia Place is sited on a rectangular-shaped, gently sloped parcel at the corner of Virginia Place and South Camden Drive in the southwestern area of the city. The dwelling is set back from the both South Camden Drive and Virginia Place with a low-rise garden wall with a wrought iron fence that wraps the eastern portion of the property. An attached wing that forms the garage with habitable space above and a paved driveway are sited to the immediate west of the main massing of the residence along Virginia Place.

The residence was designed in the Georgian Revival style, a subtype of the Colonial Revival idiom, by Master Architect Gerard Colcord in 1935. The exterior surface is finished in a smooth stucco plaster with a decorative quoining treatment at the corners. The structure is capped by a low-pitch hip roof with minimal overhanging eaves and wide cornice trim. The lower story is given prominence by the placement of a molded stringcourse that separates the two levels with a double stringcourse highlighting the Virginia Place elevation and the entry door and classically inspired arched pediment on this façade. The dwelling has two primary

elevations, as it has two distinct formal entrances off its east (Camden Drive) and north (Virginia Place) elevations.

The entry at the Camden Drive elevation (east) is defined by a monumental entry portal, long brick walkway, and stucco wall with tile cap that encloses a patio, side yard, and the front door porch space. Features along this elevation include an engaged brick chimney, two oculus wood-frame windows flanking the chimney at the upper floor, quoining details at the corners, stringcourse, enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double doors, and one-story covered entry porch space and door (concealed behind the front wall and entry portal). Carefully manicured landscape that includes a mature tree, grassy lawn, low-growing shrubs, and a brick walkway enhances the formal quality of the architecture.

The façade of the north elevation of the house is symmetrically arranged and contains five bays punctuated by four-over-three wood-frame sash windows with metal “S” scrolled “shutter dogs” (fasteners) and a central entry portico on the lower story. Molded lintels (some arch shaped with keystones), casings, sills and louvered shutters embellish the windows. Non-original metal screen guard rails have also been added to some of the window openings along this elevation. Molded stringcourses; a multi-panel, double entry door (wood) framed by thinly molded engaged pilasters; scrolled brackets; and an arched shaped pediment accents the front door portico. A stucco sheathed garage wing with a setback upper floor is attached off the west elevation of the house. The north elevation of the two bay garage wing includes two openings off the driveway with period-appropriate multi-panel garage doors and an upper level capped with a low-pitch hip roof and punctuated by two small multi-pane casement windows framed by flat surrounds. Landscaping along this side of the structure includes a stucco covered retaining wall that follows the change in topography of the sidewalk/parcel, brick stairs that lead up to

the entry portico, and low-growing shrubs and plants.

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 apartment building satisfies the necessary requirements for designation as a local landmark based on the following:

The “Tallman-Stern 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 subject property was built in 1935, thus in 2016 it is 81 years old. Therefore, the property satisfies this criterion.

The “Tallman-Stern 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 property exemplifies the Georgian Revival architectural idiom. It incorporates many of the features of the style in a manner that expresses the high aesthetic value that was closely associated with Beverly Hills in the 1920s and 1930s. Stylistic features incorporated into the property include the property’s general siting and the structure’s symmetrical composition and massing, roof shape and treatment, cladding materials, and entry porticos. The Tallman-Stern Residence embodies the distinctive characteristics of the Georgian Revival style, period, and materials of construction. Therefore, the property satisfies this criterion.

The “Tallman-Stern Residence” is eligible under "significance" criterion A.3. *It retains substantial integrity from its period of significance.* The period of significance for the subject property is 1935, which is when the residence and attached garage were constructed. The exterior of the property retains the key physical characteristics of design, materials, workmanship, setting, feeling, and association that define its architectural style and conveys its historical significance. A limited number of alterations that occurred to the property since 1935 are compatible to the overall historic character and do not adversely impact the property’s significance. Therefore, the property satisfies this criterion.

The “Tallman-Stern 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 property is considered to have historic value due to its architectural character and contribution to the City’s architectural heritage. Therefore, the property satisfies this criterion.

The “Tallman-Stern 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 “Tallman-Stern 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. The key features that should be preserved are as follows.

The character-defining features associated with the 9570 Virginia Place residence are those exterior features on the property that reflect and define its Georgian Revival architectural style. Such features include, but are not limited to the following:

- Height, shape (rectangular) and mass of the dwelling in relationship to its property type, setting, topography and immediate residential environment
- Symmetrical façade and arrange of features (doors and windows) and bays along east and north elevations (five bay arrangement along north elevation)
- Varied low-pitch hipped roof with minimal overhanging boxed eaves
- Enframed entablature entry portal with wide molded lintel trim and flanking quoined pilasters and ornate double wood doors
- Panel front entry door, centered with arch shape pediment supported by decorative pilasters (north elevations)
- Smooth stucco exterior siding material, noting finish, texture, overall appearance
- Cornice trim and molding details; segmental dormer windows
- Molded beltcourse(s) along east, west, and north elevations
- Multi-pane (four over three) sash type wood-frame windows with flanking louvered shutters and “S” scrolled shutter dogs (fasteners), molded wood casings, sills, and molded lintels with key stones (noting existing shape, size, and placement) along east, north, and west elevations.
- Oculus (round) 2/2 wood-frame hinged windows at the upper floor flanking the chimney
- Brick chimneys sheathed in stucco plaster (size, shape, material, location, width and

height) with trim molding

- Attached one-story wing with integrated two-bay garage off west elevation
- Extended privacy wall (stucco with tiled molded coping and embedded metal framed mail slot) off east elevation portico entrance

Section 8. REASONS FOR DESIGNATING THE TALLMAN-STERN RESIDENCE AT 9570 VIRGINIA PLACE AS A LANDMARK. The Cultural Heritage Commission finds that the Tallman-Stern Residence qualifies for City Landmark designation pursuant to the Beverly Hills Historic Preservation Ordinance. The property at 9570 Virginia Place is, therefore, recommended for landmark designation based on the recommendations in the *City Landmark Assessment and Evaluation Report* contained in Exhibit A and the Cultural Heritage Commission deliberations.

Section 9. 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 10. ENVIRONMENTAL ANALYSIS. Designation of the “Tallman-Stern 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 “Tallman-Stern 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 “Tallman-Stern 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 “Tallman-Stern Residence” is an action of the City to protect and preserve an historic resource.

Section 11. GENERAL PLAN CONSISTENCY. Designation of the “Tallman-Stern 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 12. The Cultural Heritage Commission hereby nominates, and recommends that the City Council designate, the “Tallman-Stern Residence” as a local landmark included on the City of Beverly Hills Register of Historic Properties.

Section 13. The record of proceedings for designation of the “Tallman-Stern 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.

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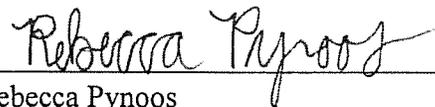
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Section 14. The Secretary shall certify to the adoption of the Resolution and shall cause the Resolution and his certification to be entered in the Book of Resolutions of the Cultural Heritage Commission of the City of Beverly Hills.

Adopted: October 5, 2016.



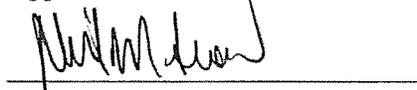
Rebecca Pynoos
Chairperson of the Cultural Heritage
Commission of the City of Beverly Hills

Attest:



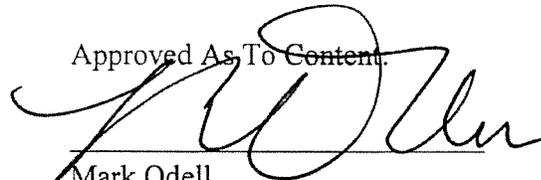
Mark Odell
Secretary of the Cultural Heritage Commission

Approved as to Form:



David M. Snow
Assistant City Attorney

Approved As To Content:



Mark Odell
Urban Designer, Community Development
Department

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