



AGENDA REPORT

Meeting Date: June 21, 2016

Item Number: F-2

To: Honorable Mayor & City Council

From: Mark Odell, Urban Designer

Subject: TWO RESOLUTIONS OF THE COUNCIL OF THE CITY OF BEVERLY HILLS DESIGNATING THE "CLOCK DRIVE-IN MARKET" AT 8423 WILSHIRE BOULEVARD AND THE "ROSENSTIEL RESIDENCE" AT 1210 COLDWATER CANYON DRIVE AS LOCAL LANDMARKS AND PLACING THE PROPERTIES ON THE BEVERLY HILLS REGISTER OF HISTORIC PROPERTIES; AND

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

Attachments:

1. Resolution Designating the "Clock Drive-In Market" at 8423 Wilshire Boulevard as a Local Landmark
2. Resolution Designating the "Rosenstiel Residence" at 1210 Coldwater Canyon Drive as a Local Landmark
3. Cultural Heritage Commission Reports and CHC Resolutions No. 55 & 56 Recommending Landmark Designation of the two properties (excluding attachments)

RECOMMENDATION

Staff recommends that the City Council, on the recommendation of the Cultural Heritage Commission and with property owner agreement, adopt two resolutions designating the "Clock Drive-In Market" at 8423 Wilshire Boulevard and the "Rosenstiel Residence" at 1210 Coldwater Canyon Drive as Local Landmarks and placing the two properties on the Beverly Hills Register of Historic Properties.

INTRODUCTION

Currently thirty (30) properties in Beverly Hills are designated as Landmarks listed on the Beverly Hills Register of Historic Properties (viewable at www.beverlyhills.org/preservation). The Cultural Heritage Commission (CHC) recommended that the City Council designate two

additional historic properties as local historic landmarks in accordance with the City of Beverly Hills Historic Preservation Ordinance (Beverly Hills Municipal Code Title 10, Chapter 3, Article 32). Listing these properties on the City's Register of Historic Properties would recognize them as important to the history of the City and would enable the property owners to be eligible for current and future incentives offered to local landmarks, including application for a Mills Act contract for possible property tax relief. Designating these properties as landmarks would also ensure protection of the historic resources by requiring City review of any significant future work done to the property, including renovations, additions, and any potential demolition.

BACKGROUND

The Clock Drive-In Market



circa 1930

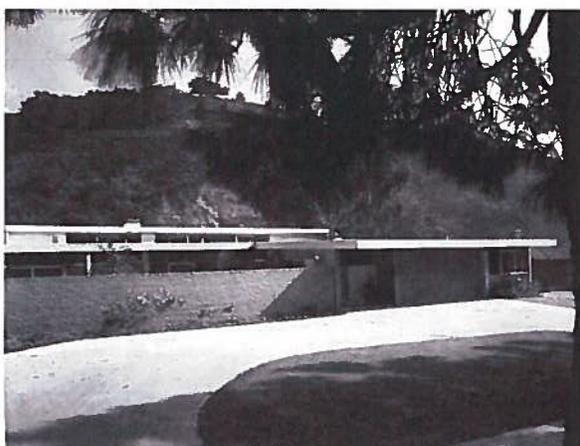


2016

The Spanish Colonial Revival-style clock market building located at the northeast corner of Wilshire Boulevard and North Hamilton Drive was constructed in 1929. The one- and two-story building was originally referred to as the Clock Drive-in Market and was designed as a drive-in market with a small stand-alone gas station at its southeast corner (no longer extant). The inner forecourt area with driveway entries from both Wilshire and Hamilton were paved with distinctive patterned concrete and provided parking and direct access for the customers. The stucco sheathed masonry building features gable roofs covered with clay tile and a low-pitch lamella arch-shape truss roof with parapet over its one-story bay wings. The two-story portion of the structure at the south end of the east wing incorporated a large apartment (later turned office space), and is dominated by a monumental clock tower that gave the building its name. Typical Spanish design characteristics and features are displayed throughout the structure, including arched shape entries on the south and west, balconies of stucco and wrought iron, casement wood-frame windows separated by pilasters, clay tile roof vents; decorative tile and iron grilles. Aside from the hierarchical design, culminating with the clock tower on Wilshire Boulevard, other distinctive features are a smaller, corbelled "tower" on the Wilshire façade, an entry embellished with plaster decoration on the west, and a cut away corner with a scalloped overhang. First floor entry doors along the west elevation also reflect the Spanish Colonial Revival idiom in their style, type, materials, and framing. The two story portion of the building is largely intact with some alterations made to the one story wings to the north and east undertaken in the late

1930's to repurpose the building as an automobile showroom and automobile service area. To accommodate the new use at that time, the original folding or articulating storefront doors within the more internal configuration of the structure were removed, and a front gable and a short "tower" were also removed at that time. However, a smaller "tower" that is square in shape with a double row of "X" shaped vents and a small cupola still anchors the inside corner of the building. The distinctive lamella roof truss is still evident within the one-story wing sections of the building and the upstairs apartment space is still maintains may original features, such as plaster walls, decorative beamed ceiling, fireplace mantel with decorative art tile, tiled bathroom and kitchen with original cabinetry and fixtures, and hardwood floors. A full description of the property, its history, significance and photographs can be found in the Landmark Assessment Report included as Exhibit A to Attachment 1 of this report.

The Rosenstiel Residence



circa 1951 (photograph by Julius Schulman)



2016

The Rosenstiel Residence is situated at the northeast corner of Coldwater Canyon Drive at the intersection with Lindacrest Drive, with two sides of the residence visible from the street. The residence was designed and modified over a twelve year period by architect Victor Gruen with original construction by Morley Building Company for Robert and Carol Rosenstiel in 1950. The Mid-Century Modern style residence is set back from busy Coldwater Canyon Drive behind a landscaped semicircular drive and is further screened from traffic by the opaque treatment of the wood and stucco garage, enclosed stucco entry courtyard, and masonry-walled play yard arranged to form the unified front façade. In 1956, Gruen inserted a children's bedroom into half of the open-air front play court located behind the wall at the north end of the facade; in doing so, he also changed the appearance from the street by extending a roof and fascia line from the garage at the south across the full length of the elevation to the north corner of the house. The house is concealed along Lindacrest behind a painted stucco and wood-clad elevation interrupted by clerestory windows and the opening for an interior courtyard garden. The residence comprises a single-story, low, horizontally-oriented house at the front of the lot and a pool house at the back of the lot that, together, frame a lushly-landscaped yard and pool. The yard is divided by a sinuous low wall that separates the soft lawn near the house from the hard concrete pool deck and pool. Both the house and the pool house feature prominent shallow-pitch shed roofs with deep overhangs that float above a mix of clerestory windows, large fixed-frame floor to ceiling glass windows, and sliding glass doors. The rear (east) and Lindacrest (south) lot lines behind the house are enclosed with a high wood fence. The residence's interior

features high ceilings and open flowing spaces enclosed by unadorned plaster walls occasionally accented by vertical wood paneling and brick insets, with a mahogany built-in bar serving as a focal point in the living room.

DISCUSSION

Acting upon a Landmark Nomination application filed on behalf of the owner, the Cultural Heritage Commission (CHC) initiated nomination proceedings for the residential property at 1210 Coldwater Canyon Drive at a Special Meeting on April 6, 2016. At a Special Meeting on May 18, 2016, the CHC considered a Landmark Assessment Report regarding eligibility of the property prepared by ESA / PCR Services on behalf of the property owner 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 55, nominating the “Rosenstiel Residence” for inclusion onto the City of Beverly Hills Register of Historic Properties.

At their Special Meeting on May 18, 2016, the CHC considered the commercial property at 8423 Wilshire Blvd. for eligibility under landmark designation criteria with a Preliminary Evaluation prepared by the Director and a Landmark Assessment Report on the property prepared by the City’s historic consultant, Jan Ostashay of Ostashay & Associates Consulting (Exhibit A of Attachment 1). At this meeting, the CHC voted to initiate the property for landmark proceedings, and also adopted Resolution CHC 56 nominating the “Clock Drive-In Market” for inclusion onto the City of Beverly Hills Register of Historic Properties (Attachment 3).

Landmark Eligibility

The City’s Historic Preservation Ordinance enables the City Council to designate local landmarks. The subject properties have both been assessed for their eligibility for designation as Beverly Hills landmarks. The Landmark Assessment and Evaluation Report provide 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. Eligibility is summarized for both properties in Table 1 below.

Table 1. Summary of Local Landmark Criteria Eligibility

| Criterion | Clock Drive-In Market | Rosenstiel 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 Clock Drive-In Market property is 87 years of age in 2016. It is a unique extant auto-related property type from the 1920s has been studied, illustrated, and documented in several publications, museum exhibits, and photographs including as part of a reduced scale model exhibit on the historic</p> | <p style="text-align: center;">Yes</p> <p>The property is 66 years of age in 2016.</p> |

| Criterion | Clock Drive-In Market | Rosenstiel Residence |
|--|--|--|
| | <p>Miracle Mile at the Petersen Automotive Museum. It has also been highlighted and discussed in the book <i>Wilshire Boulevard: Grand Concourse of Los Angeles</i> by Kevin Roderick.</p> | |
| <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> | <p style="text-align: center;">Yes</p> <p>For architectural merit, the subject property is a quintessential example of a Spanish Colonial Revival style commercial building with its textured stucco exterior finish, asymmetrical composition, varied roof planes, red tile roofs and parapet coping, varied balcony elements, multi-pane fenestration, arched openings, wrought iron work, decorative glazed tiles, and distinctive tower elements. The property also possesses high artistic and aesthetic value in its design, workmanship, materials, composition, and style.</p> | <p style="text-align: center;">Yes</p> <p>The subject property expresses a high artistic and aesthetic value through its architectural design and execution. It fully articulates the Mid-century Modern style through its post-and-beam construction, clean formality and integration with the exterior spaces.</p> |
| <p>A.3 It retains substantial integrity from its period of significance</p> | <p style="text-align: center;">Yes</p> <p>Despite some changes to some of the storefront window-frames and main front entry door door-frame, the property retains sufficient historical integrity of materials, design, setting, feeling, and association to adequately convey its original design intent, high aesthetic qualities, architectural merit, and historical significance.</p> | <p style="text-align: center;">Yes</p> <p>The house retains sufficient integrity from its 1950 – 1962 period of significance. The modest alterations and two additions to the residence during that period were all designed and overseen by the original architect. Alterations made after this period do not detract from the historic significance of the residential structure and the property 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</p> | <p style="text-align: center;">Yes</p> <p>The property is considered to have historic value because of its well-executed architectural design,</p> | <p style="text-align: center;">Yes</p> <p>Due to the property's association with Master Architect Victor Gruen, its distinctive Mid-century Modern</p> |

| Criterion | Clock Drive-In Market | Rosenstiel Residence |
|--|--|--|
| reasonable and necessary to promote and further the purposes of this article | high aesthetic value, and early association with the drive-in market as a property type. | characteristics, and integrity, the property has continued historic value. |
| B.1 It is listed on the National Register of Historic Places | <p style="text-align: center;"><i>No</i></p> <p>The subject property is not listed on the National Register.</p> | <p style="text-align: center;"><i>No</i></p> <p>The subject property is not listed on the National Register.</p> |
| B.2 It is an exceptional work by a Master Architect | <p style="text-align: center;"><i>No</i></p> <p>The property was the work of contractor/builder C. W. Wilson of Los Angeles. There is no information on Charles W. Wilson or his sons to indicate them as master architects. Further, they are not included on the City's List of Master Architects.</p> | <p style="text-align: center;"><i>Yes</i></p> <p>Victor Gruen was a noted commercial architect in Beverly Hills and Los Angeles, whose influence on commercial and retail typologies pervaded the post-War American landscape. As a rare and unique example of Gruen's residential portfolio, the subject property may yield important information to understanding the significance of this type of property within his body of work.</p> <p>Additionally, the property satisfies the definition of "exceptional work" in that its exceptional design qualities were photographically depicted in two publications: <i>Arts & Architecture</i> magazine, and <i>California Book of Homes</i>, both in 1951.</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, | <p style="text-align: center;"><i>No</i></p> <p>There is no information to indicate the property was owned or 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.</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 | Clock Drive-In Market | Rosenstiel Residence |
|---|---|--|
| death, marriage, social interaction, and the like shall not be deemed to be momentous | | |
| 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> | <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>Yes</i></p> <p>The Clock Drive-In Market has been studied, illustrated, and documented in several publications, museum exhibits, and photographs. A reduced scale of the building was included in the Petersen Automotive Museum's Miracle Mile exhibit and was also documented and discussed in the book <i>Wilshire Boulevard: Grand Concourse of Los Angeles</i> by Kevin Roderick. Because of its unique type, period, and architectural style the property is widely recognized by residents, visitors to the city, and others as a unique and iconic property and, thus, has become inextricably associated with Beverly Hills as part of its important architectural heritage.</p> | <p style="text-align: center;"><i>No</i></p> <p>Although the property was photographed by renowned architectural photographer Julius Schulman on at least two occasions and was featured in at least two architectural publications, the residence does not appear to meet the definition of "iconic property" as referenced in the Municipal Code.</p> <p>From BHMC 10-3-3202: An "iconic property" is "a property that has been visited and photographed so often by residents and visitors to the city that it has become inextricably associated with Beverly Hills in the popular culture and forms part of the city's identity to the world at large."</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> | <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? | Yes | Yes |
| At least one criterion in Section B met? | Yes | Yes |
| 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? | YES | YES |

By satisfying all criteria in Section A and at least one criterion in Section B, the subject properties both meet the necessary requirements for local landmark designation. With City Council designation, the properties would be added to the Local Register of Historic Properties in the order of the date of their construction, listed as follows:

| Property Name | Proposed Local Landmark Designation |
|-----------------------------|-------------------------------------|
| Clock Drive-In Market, 1929 | No. 31 |
| Rosenstiel Residence, 1950 | No. 32 |

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. The lists of character-defining

features cover exterior features of both properties and can be found in Section 9 of the resolutions included as Attachments 1 and 2 to this report.

As local historic landmarks, any future work proposed 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 SOI Standards are followed and to ensure that future alterations are appropriate for the historic properties.

GENERAL PLAN CONSISTENCY

Designation of the properties as local historic landmarks 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 properties as local historic landmarks were 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 designations would not have a significant environmental impact and are 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 designations will have a significant effect on the environment, as no specific development is authorized by the resolutions, and any future development would require separate environmental analysis when the details of such proposals are known. Further, the landmark designations of the properties are an action of the City to protect and preserve historic resources.

PUBLIC COMMENT

Both property owners indicated their support of the landmark designations during the Cultural Heritage Commission application and review process. As required by the City's Historic Preservation Ordinance, notice of the public hearing for consideration of landmark designation by City Council was provided to the property owner ten (10) days in advance. As of the writing of this agenda report, no public comments have been received regarding the Council agenda item.

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 might

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).

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).

result in a fiscal impact by way of reduced property tax revenue to the City and the Beverly Hills Unified School District, if such a contract is approved by the City Council in the future. 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 properties would need to fall within the approved limits of the current Mills Act program, and would be subject to review and approval by the City Council. No further fiscal impact is anticipated to result from the landmark designation of the properties.

Susan Healy Keene, AICP
Director of Community Development


Approved By