



Design Review Commission Report

Meeting Date: Thursday, August 6, 2015
(continued from July 2, 2015)

Subject: **312 South La Peer Drive (PL1507933)**
A request for an R-1 Design Review Permit to allow the construction of a new two-story single-family residence located in the Central Area of the City south of Santa Monica Boulevard. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project Applicant: 312 South La Peer Drive, LLC – Property Owner

Recommendation: Conduct public hearing and provide the applicant with an approval.

REPORT SUMMARY

The applicant is requesting approval of a new two-story single-family residence located in the Central Area of the City south of Santa Monica Boulevard. The proposed style was previously identified by the applicant as Mediterranean Revival; but since the project did not adhere to a pure architectural style, the project came before the Commission for review.

The project was previously reviewed by the Design Review Commission at its meeting on Thursday, July 2, 2015 (Attachment A). At that meeting, the Commission felt the design warranted further review and directed for the applicant to restudy the project. The comments related primarily to the style not being clear, stone is too heavy, house appears to be very vertical and overwhelming to the streetscape.

As a result of the Commission's comments, the applicant has made the following changes to the design:

1. Applicant redesigned the house to be a Spanish revival style.
2. Windows were revised to be compatible with the revised design and less window variation.
3. Stone veneer was removed and the new design utilized white smooth white stucco.
4. Floor plans and elevations are consistent with each other.
5. Revised design deemphasizes the verticality of the façade.

An applicant-prepared *Response to Comments* is included in Attachment B of this report.

URBAN DESIGN ANALYSIS

Based on a review conducted by the Urban Design Team, the applicant appears to have appropriately incorporated the Commission's comments into the revised design. The headers on the windows should be increased in overall thickness and the window in the area of the stairs brought down in size to

Attachment(s):

- A. July 2, 2015 DRC Staff Report and Previously Proposed Plans
- B. Applicant's Written Response to Commission's Comments
- C. Project Design Plans
- D. DRAFT Approval Resolution

Report Author and Contact Information:

Georgana Millican, Associate Planner
(310) 285-1121
gmillican@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive

August 6, 2015

protect the neighbor's privacy. Staff has not recommended any project specific conditions of approval related to these comments but the Commission may wish to consider these comments during their review and analysis of the project.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Design Review Commission or staff, as appropriate.

ENVIRONMENTAL ASSESSMENT

The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. Since the property has not been designed by an architect listed on the City's Master Architect List nor has it been listed on the City's Historic Resource Survey, it does not warrant further review as a potential historical resource. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

As the project was continued to a date certain, no additional mailing notices are required. The posted notice at the site has been updated as to the continued hearing date of August 6, 2015.



Design Review Commission Report

455 North Rexford Drive

August 6, 2015

Attachment A

July 2, 2015 DRC Staff Report and Previously Proposed Plans



Design Review Commission Report

Meeting Date: Thursday, July 2, 2015

Subject: **312 South La Peer Drive (PL1507933)**
A request for an R-1 Design Review Permit to allow the construction of a new two-story single-family residence located in the Central Area of the City south of Santa Monica Boulevard. The Commission will also consider adoption of a Categorical Exemption, pursuant to the California Environmental Quality Act.

Project Applicant: 312 South La Peer Drive, LLC – Property Owner

Recommendation: Conduct public hearing and provide the applicant with design guidance.

REPORT SUMMARY

The applicant is requesting approval of a new two-story single-family residence located in the Central Area of the City south of Santa Monica Boulevard. The proposed style is identified by the applicant as Mediterranean Revival; however, since the project does not adhere to a pure architectural style, the project is before the Commission for review.

URBAN DESIGN ANALYSIS

Based on a review conducted by the Urban Design Team, the proposed design lacks a cohesive architectural theme and the second floor appears heavy in relation to the ground floor. The front entry door appears to be off center within the recessed opening and the entry appears submissive to the ground floor windows. Staff has not recommended any project specific conditions of approval related to these comments but the Commission may wish to consider these comments during their review and analysis of the project.

ZONING CODE COMPLIANCE

Applications for design review are preliminarily evaluated for compliance with the zoning code. Applicants are encouraged and have the option of requesting a comprehensive review separate and apart from this application. Formal compliance review will occur when a building permit application is filed (plan check). The applicant has been advised that changes during plan check may require revisions and subsequent approval from the Design Review Commission or staff, as appropriate.

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Attachment(s):

- A. Detailed Design Description and Materials (Applicant Prepared)
- B. Project Design Plans
- C. DRAFT Approval Resolution

Report Author and Contact Information:

Georgana Millican, Associate Planner
(310) 285-1121
gmillican@beverlyhills.org



Design Review Commission Report

455 North Rexford Drive

July 2, 2015

the City's Historic Resource Survey, it does not warrant further review as a potential historical resource. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

PUBLIC OUTREACH AND NOTIFICATION

The project requires mailed public notice within 100 feet of the subject property, along with the block face, be mailed, and an on-site notice at the subject property be posted, ten (10) days prior to the hearing. The public notice for this project was mailed on Friday, June 19, 2015; the site was posted on Friday, June 19, 2015. To date, staff has not received any comments in writing in regards to the submitted project.



WEST FRONT ELEV.

SCALE 1/8" = 1'-0"

PROJECT NO 15-0009



APN _____

SUBMITTAL DATE _____

DRAWN BY _____

SCALE _____

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REVISION	DATE	BY

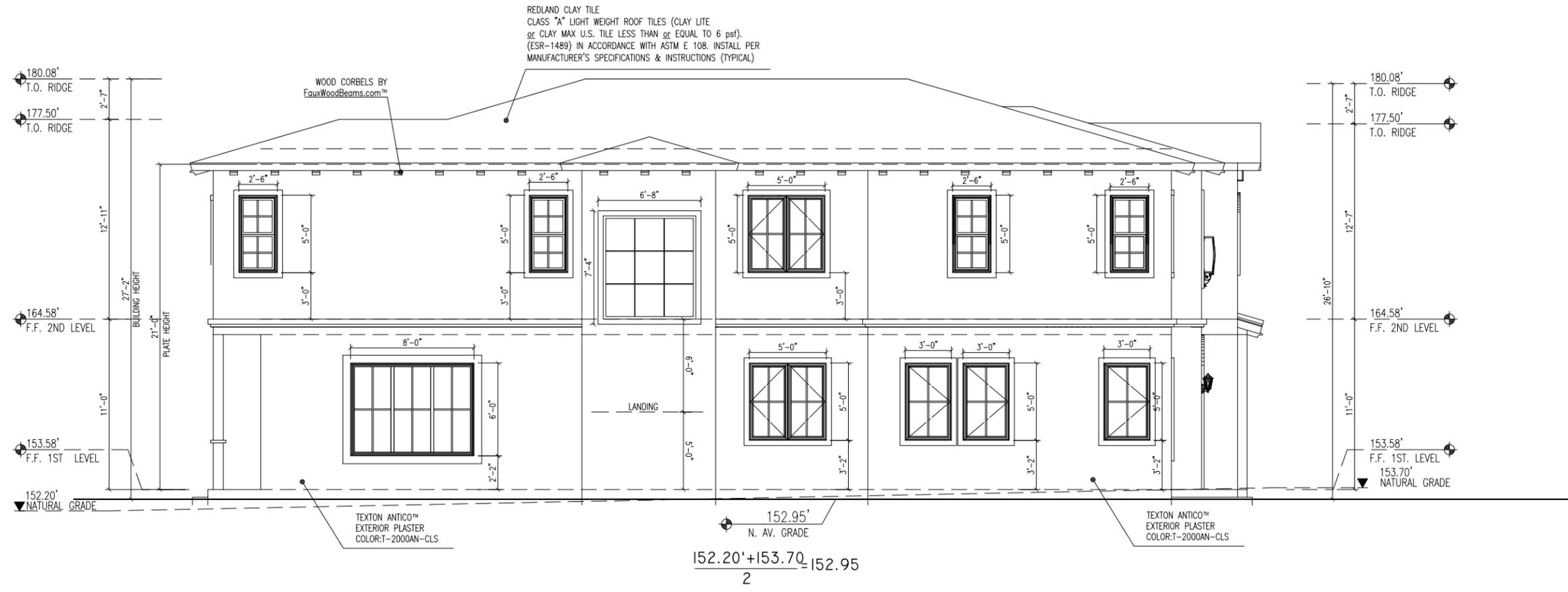
6411 Independence Ave.
Woodland Hills, CA., 91367
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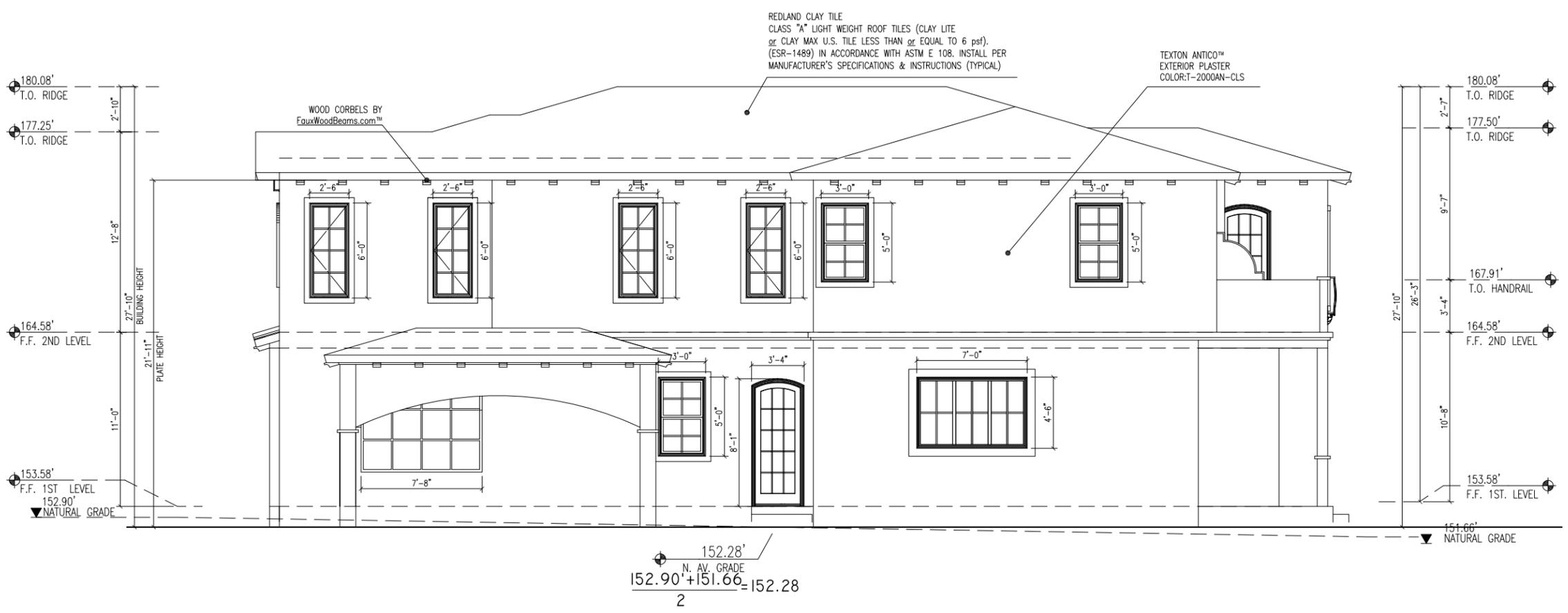
3125 La Peer Dr,
Beverly Hills, CA 90211

TITLE WEST FRONT ELEV.

SHEET NUMBER A2.1



NORTH SIDE ELEV.
 SCALE 1/8" = 1'-0"



$$\frac{152.90' + 151.66'}{2} = 152.28'$$

N. AV. GRADE

SOUTH SIDE ELEV.
 SCALE 1/8" = 1'-0"

REVISIONS			
NO.	DESCRIPTION	DATE	BY

RENDER VIEW NO LANDSCAPE



RENDER VIEW WITH LANDSCAPE



PROJECT NO
15-0009



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STREETSCAPE PHOTO MONTAGE

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Woodland Hills, CA., 91367
Ph. 818.346.9828 | Fax 310.919.3001
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TITLE
STREETSCAPE PHOTO
MONTAGE

SHEET NUMBER
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PROJECT NO
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TITLE: **RENDERS**

SHEET NUMBER: **A6.4**



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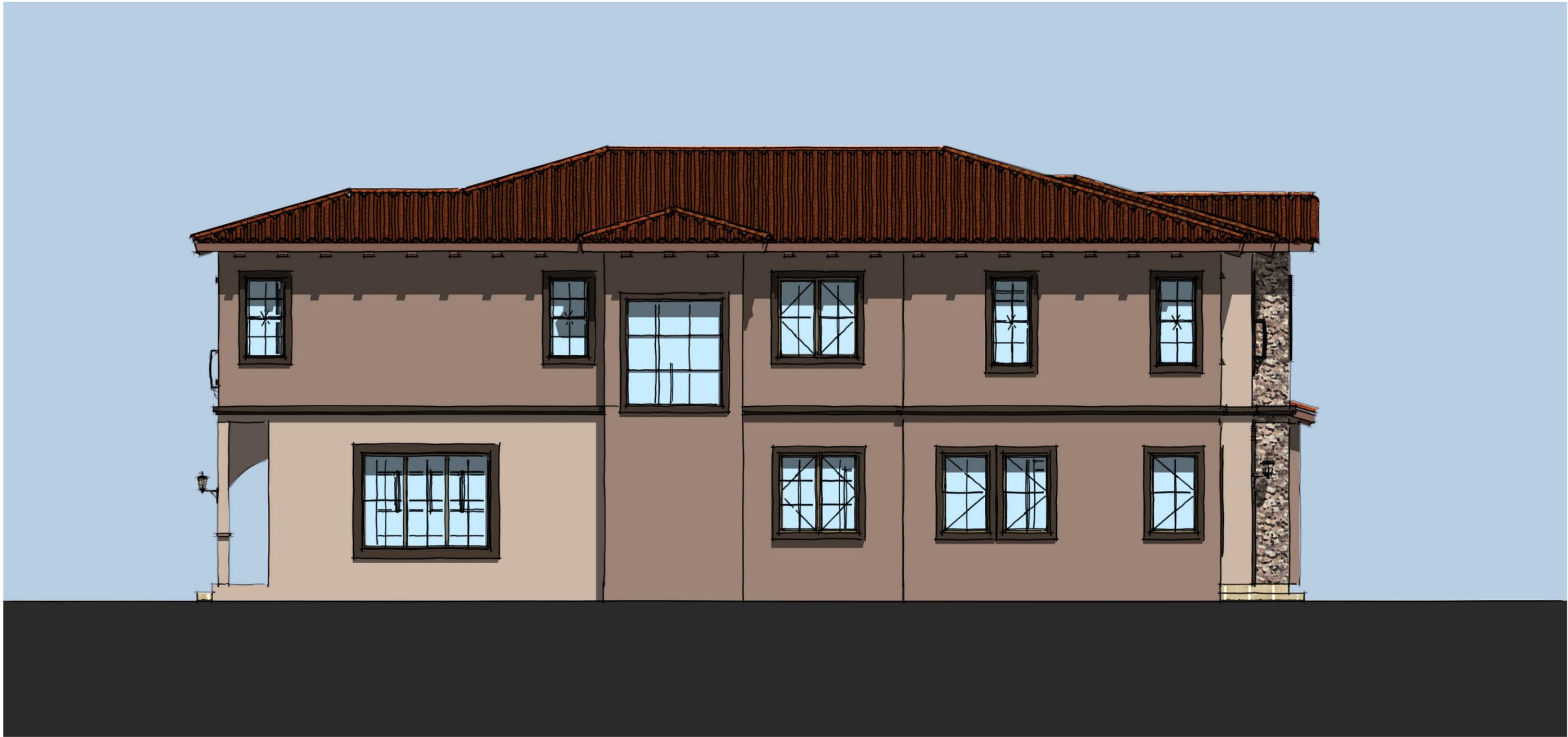
SIDE NORTH ELEVATION

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Ph. 818.346.9828 | Fax 310.919.3001
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TITLE: **RENDERS**

SHEET NUMBER: **A6.5**



PROJECT NO
15-0009



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TITLE: **RENDERS**

SHEET NUMBER: **A6.7**



FRONT LANDSCAPE



Design Review Commission Report

455 North Rexford Drive

August 6, 2015

Attachment B

Applicant's Written Response to Commission's Comments



641 Independence Ave.
Woodland Hills, CA 91367
Ph: 818.346.9828, F: 310.919.3001
<http://amitapel.com/>; reception@apeldesign.com

To: City of Beverly Hills, Design Review Committee.
From: AMIT APEL DESIGN INC.
Date: July 20 2015
Re: **312 SOUTH LA PEER DRIVE (PL1507933) and 439 SOUTH CLARK DRIVE (PL1507920)**

This letter is to respond to the city of Beverly Hills regarding design review suggestions, recommendation and critiques to request for an R-1 Design Review Permit to allow the construction of a new two-story, single-family residence located in the Central Area of the City south of Santa Monica Boulevard.

Design Commission concerns and applicant’s response.

1. **Architectural style is not clear.**
Applicant responds: Since the architectural style was not clear, Spanish revival Style is proposed for the proposed design.
2. **No internal compatibility element.**
Applicant respond: A more articulate design is proposed which is more site-specific and compatible with the street block.
3. **Windows are totally different.**
Applicant responds: Window modulation has been revised to have more consistency with the style and the overall scheme. All windows are better articulated in relation with the building scale.
4. **Design is not cohesive; house feels heavy.**
Applicant responds: Façade is revised, modulation and proportion are changed to have a more cohesive design by changing window size and the volume composition.
5. **Stone veneer adds tremendous weight in this style.**
Applicant responds: New design proposed no stone, instead revised design proposes smooth white stucco which makes the design much cleaner and appears lighter.
6. **The design does not enhance the neighborhood.**
Applicant responds: This design is more compatible with the neighborhood and implements elements that tie back with the city streetscape that make the design visually pleasing.



641 Independence Ave.

Woodland Hills, CA 91367

Ph: 818.346.9828, F: 310.919.3001

<http://amitapel.com/>; reception@apeldesign.com

7. The design does not fit patterns; it is overwhelming.

Applicant responds: Since the previous design had too many variations with window form and materials; new design proposes a more simplistic design with less window variation, less heavy material but instead lighter materials and less randomness.

8. The scale does not fit on the street.

Applicant responds: Spanish style corresponds more to the street scape and articulates more with the neighborhood.

9. There is no consistency with floor plans and elevation.

Applicant responds: Floor plans and elevation are revised to make sure they correspond to one another.

10. Window treatment is not good.

Applicant responds: Windows have been revised to assure a better pattern and modulation.

11. Doors are not centered or not well addressed.

Applicant responds: Doors are centered to assure design aesthetic and composition.

12. Design stresses verticality.

Applicant responds: Since old design made the house look very out of proportion,(too vertical and massive) the façade composition has been broken down to eliminate the verticalness and instead a more articulate design that works as a whole.

The design for both projects has been revised to a more compelling, cleaner design that will be compatible and will enhance the neighborhood in the city of Beverly Hills.

Sincerely,
Amit Apel design Inc.

Residential



Interior



Décor



Gallery

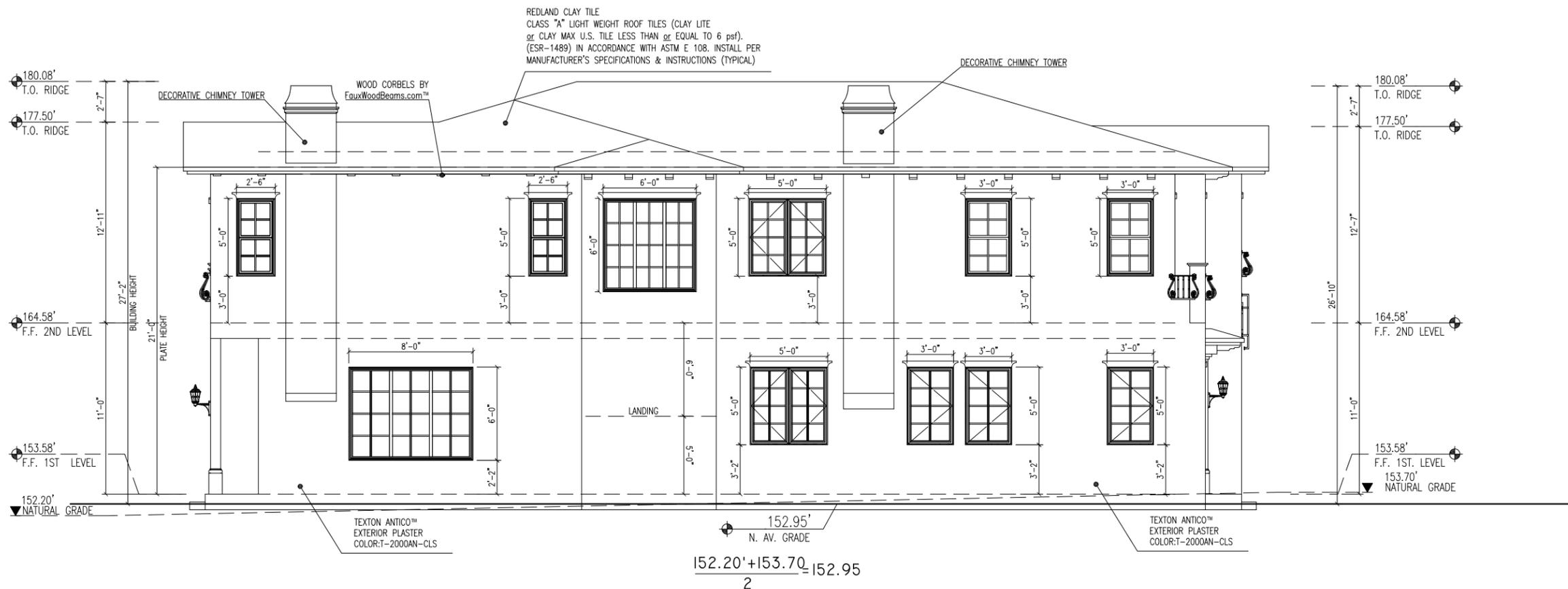


Design Review Commission Report

455 North Rexford Drive

August 6, 2015

Attachment C
Project Design Plans



NORTH SIDE ELEV.
 SCALE 1/8" = 1'-0"

PROJECT NO
 15-0009
 AMIT APEL DESIGN INC.

APN
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 SCALE

REVISIONS		
REVISION	DATE	BY
	10.14.2014	DS

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NORTH SIDE ELEV.
 SHEET NUMBER
 A2.2



PROJECT NO
15-0009



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STREETSCAPE PHOTO MONTAGE

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MONTAGE

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RENDER FRONT VIEW

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SHEET NUMBER: **A6.4**



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TITLE: **RENDERS**

SHEET NUMBER: **A6.5**



PROJECT NO
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TITLE
RENDERS

SHEET NUMBER
A6.7



FRONT LANDSCAPE



Design Review Commission Report

455 North Rexford Drive

August 6, 2015

Attachment D

DRAFT Approval Resolution

RESOLUTION NO. DR XX-15

RESOLUTION OF THE DESIGN REVIEW COMMISSION OF THE CITY OF BEVERLY HILLS CONDITIONALLY APPROVING AN R-1 DESIGN REVIEW PERMIT TO ALLOW CONSTRUCTION OF A NEW TWO-STORY SINGLE-FAMILY RESIDENCE AT THE PROPERTY LOCATED AT 312 SOUTH LA PEER DRIVE.

The Design Review Commission of the City of Beverly Hills hereby finds, resolves and determines as follows:

Section 1. 312 South La Peer Drive, LLC., property owners (Collectively the “Applicant”), has applied for an R-1 Design Review Permit for design approval of a new two-story single-family residence for the property located at 312 South La Peer Drive which is located in the city’s Central R-1 Zone.

Section 2. Beverly Hills Municipal Code Article 44, Chapter 3 of Title 10, authorizes the Design Review Commission the authority to approve, approve with conditions or deny design-related aspects of projects located in the city’s Central R-1 zone, subject to findings set forth in Beverly Municipal Code Section 10-3-4415.

Section 3. The subject project is exempt from the California Environmental Quality Act (CEQA – Public Resources Code §§21000 – 21178), pursuant to Section 15061(b)(3) of the State CEQA Guidelines in that the project includes the review of building design, colors and materials to the façade of the building, front yard landscaping or minor low-scaled accessory structures, such as fences or walls. Since the property has not been designed by an architect listed on the City’s Master Architect List nor has it been listed on the City’s Historic Resource Survey, it does not warrant further review as a potential

historical resource. It can be seen with certainty that there is no possibility that the subject activity could result in a significant effect on the environment.

Section 4. The Design Review Commission conducted a duly noticed public hearing on July 2, 2015 and August 6, 2015 at which time oral and documentary evidence was received concerning the application.

Section 5. Based upon the evidence presented at the hearings, including the staff report(s), oral and written testimony, the Design Review Commission hereby finds as follows with respect to the R-1 Design Review Permit:

A. The proposed development's design exhibits an internally compatible design scheme in that the project's proportions, form, fenestration, scale, mass, color and materials are representative of the architectural style and design scheme chosen for the building. These design elements, including existing or proposed landscaping, paving, or perimeter fencing or walls are internally compatible and consistent with the overall design.

B. The proposed development's design appropriately minimizes the appearance of scale and mass and enhances the garden like quality of the city and appropriately maximizes the use of required open space within the proposed architectural style. Specifically, the project, as conditioned, complies with applicable provisions of the municipal code that regulate overall building size, height, scale and mass. Additionally, the building provides appropriate building modulation and uses window and other design components that minimize the visual bulk and mass. The garden quality of the city is maintained through appropriately proportioned paving in the required front yard and with the

incorporation of existing or proposed plant material of appropriate sizes that complement the architectural style and help reduce overall mass and scale.

C. The proposed development will enhance the appearance of the neighborhood in that the new construction has been designed in context to the appearance, mass and scale of adjacent properties and other properties in the neighborhood. The project includes the use of high quality building materials and appropriately uses colors and design ornamentation that is appropriate to the neighborhood. Existing or new planting will promote the garden quality image and appearance of the city, consistent with city goals and existing mature landscaping in the neighborhood.

D. The proposed development is designed to balance the reasonable expectation of development for the owner with the reasonable expectation of privacy of neighbors. The City's zoning regulations set forth maximum building height and mass standards with which this project, as conditioned, conforms. The project is being constructed in an urbanized environment and has other adjacent and nearby residences. To provide a reasonable expectation of privacy, the Design Review Commission, reviewed the placement of windows on the subject and adjacent properties, considered the location of private outdoor areas and evaluated the projects proposed and neighbors existing landscaping. Accordingly, based on this review, and as conditioned by this resolution, the project balances reasonable expectations for privacy and development.

E. The proposed development respects prevailing site design patterns, carefully analyzing the characteristics of the surrounding group of homes, and integrates appropriate features that will ensure harmony between old and new. Specifically, the project has been designed with an internally compatible architectural theme and is modulated in a manner that respects privacy and scale of

development to adjacent properties. The project design, proportionality and landscaping is compatible with other properties in the general vicinity and the project reinforces a cohesive streetscape. In its review the Design Review Commission carefully studied the proposed project in context to adjacent properties and conducted individual site inspections or reviewed photographs of the surrounding group of homes.

Section 6. Based on the foregoing, the Design Review Commission hereby grants the request defined in this resolution subject to the following conditions:

Project Specific Conditions

1. No special conditions have been imposed for this project.

Standard Conditions

2. **Design Approval.** Project approval is for the design-related aspects of the project only. No approval is implied or granted with regard to applicable city zoning or technical codes, which may require review and approval from other city commissions or officials.
3. **Compliance with Municipal Code.** Prior to issuance of a building permit, the applicant shall demonstrate compliance with all applicable provisions of the city's municipal code and applicable conditions imposed by any discretionary review approval.
4. **Compliance with Special Conditions.** Any special conditions that require approval by the director of community development, or designee, shall be submitted to the staff liaison to the commission within fourteen (14) days of approval or prior to submittal of the plan check review application, whichever is greater.

5. **Project Rendering.** Prior to issuance of a building permit, the applicant shall incorporate into the building permit set of plans, an updated color rendering of all building facades that are visible from the public street. The quality and detail of the rendering shall be subject to approval from the Director of Community Development, or designee, and shall include sufficient design information to evaluate project compliance during construction.

6. **Approval Resolution.** A copy of the signed resolution of approval shall be scanned onto the cover sheet(s) of the building permit set of plans.

7. **Substantial Compliance with Approved Plans.** The director of community development, or designee, shall determine if changes to the approved project are in substantial compliance with the commission's action. This determination shall be subject to applicable fees and charges. A substantial modification to the approved project requires approval from the Design Review Commission.

8. **Covenant Recording.** This resolution approving an R-1 Design Review Permit shall not become effective until the owner of the Project site records a covenant, satisfactory in form and content to the City Attorney, accepting the conditions of approval set forth in this resolution. The covenant shall include a copy of the resolution as an exhibit. The Applicant shall deliver the executed covenant to the Department of Community Development **within 60 days** of the Planning Commission decision. At the time that the Applicant delivers the covenant to the City, the Applicant shall also provide the City with all fees necessary to record the document with the County Recorder. If the Applicant fails to deliver the executed covenant within the required 60 days, this resolution approving the Project shall be **null and void** and of no further effect. Notwithstanding the foregoing, the Director of Community Development may, upon a request by the Applicant, grant a

waiver from the 60-day time limit if, at the time of the request, the Director determines that there have been no substantial changes to any federal, state, or local law that would affect the Project.

9. **Validity of Permits.** The rights granted by this approval shall remain valid for three (3) years from the date of approval, unless extended pursuant to Beverly Hills Municipal Code Section 10-3-207.

10. **Appeals.** Decisions of the Design Review Commission may be appealed to the Planning Commission within fourteen (14) days of the final action by filing a written appeal and paying appropriate fees with the City Clerk.

Section 7. The Secretary of the Design Review Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and its certification to be entered in the administrative record maintained by the community development department.

Section 8. Decisions of the Design Review Commission may be appealed to the Planning Commission within fourteen (14) days of the final action by filling a written appeal and paying appropriate fees with the City of Beverly Hills City Clerk.

Approved as to Form and Content:

Adopted: July 2, 2015

Ryan Gohlich, Commission Secretary
Community Development Department

Arline Pepp, Chairperson
Design Review Commission