



**STAFF REPORT
CITY OF BEVERLY HILLS**

**For the Architectural Commission
Meeting of June 16, 2010**

TO: Architectural Commission

FROM: Donna Jerex, Senior Planner

**SUBJECT: BEVERLY HILLS PORSCHE
8423 Wilshire Boulevard**
Request to install a freestanding screen element in front of the Wilshire Boulevard façade of a commercial building listed on the City's Historic Resources.
(PL 101 3722)

PROJECT INFORMATION

Applicant	Geoffrey W. Emery for Beverly Hills Porsche
Owner	Automotive Resource, LLC
Address	8423 Wilshire Boulevard
Project Name	Beverly Hills Porsche
Project Type	Façade Screening - Potentially Historic Building

PROJECT DESCRIPTION

Geoffrey Emery on behalf of Beverly Hills Porsche requests approval for the installation of a large freestanding screen positioned a few feet in front of the southern (Wilshire Boulevard) elevation at this existing auto dealership. The property, historically referred to as "The Clock Market," is identified as a potentially historic City resource in the City's Historic Resources Inventory.

The project consists of the following:

- A new two-story high alucobond (aluminum composite material) freestanding screen mounted on posts a few feet in front of the existing building elevation facing Wilshire Boulevard (south elevation). A portion of the screen would also wrap around the west side of the elevation and would be visible from that side as well.
- Illuminated signage reading "PORSCHE Beverly Hills" would be included on the screen.

HISTORIC BACKGROUND

This building was evaluated in the City's first Historic Resources Survey conducted in 1985-1986, and again in a 2004 Survey Update (see Attachment A, Historic Resources Inventory forms). These survey forms provide a brief description of the property with mention of major alterations from its original condition, the architectural style, date of construction, architect, and potential historical significance. In both the 1985 and 2004 surveys, the property was considered to be potentially eligible for listing as a local landmark. A summary of the building's description and historical significance from the Historic Survey is provided below.

Architectural Style and Significance

This 1929 Spanish colonial revival building was designed and built by C.W. Wilson & Sons. Known as "The Clock Market," this building is an outstanding example of commercial building design that responded to the 1920's new automobile-oriented lifestyle. The L-shaped stone building is sheathed in stucco with a clay tile roof and dominated by the square clock tower that gave the building its name. Spanish features include arched entries on the south and west; stucco and iron balconies; casement windows separated by pilasters; clay tile roof vents; and iron grilles. In 1939 changes were made to adapt to changing market conditions, including fold-back doors to allow an automobile showroom and service area.

ANALYSIS

A. Beverly Hills Municipal Code

While the City of Beverly Hills does not presently have a formal local preservation ordinance, the Municipal Code does provide the Architectural Commission with the authority to act as an advisory body to the City Council when it comes to the preservation of historic and cultural landmarks as further set forth below.

10-3-3202: Definition of Landmark:

A "historical or cultural landmark" is any site (including significant trees or other plant life located thereon), building, or structure of particular historic or cultural significance to the city, such as historic structures or sites in which the broad cultural, political, economic, or social history of the nation, state, or community is reflected or exemplified, or which are identified with historic personages or with important events in the main currents of national, state, or local history, or which embody the distinguishing characteristics of an architectural type specimen, inherently valuable for a study of a period style or method of construction, or a notable work of a master builder, designer, or architect whose individual genius influences his age.

10-3-3203: Power and Duties:

In its capacity as an advisory commission to the council on the preservation of historic and cultural landmarks, the architectural commission shall have the following powers and duties:

A. To inspect and investigate any site, building, or structure within the city which it has reason to believe is or in the near future will be a historical or cultural landmark...

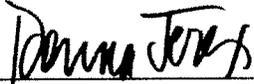
B. Project Analysis

The best case scenario for making alterations to historic structures is for these alterations to be done in accordance with the *Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties*. Modifications meeting these standards may be exempt from further review under the California Environmental Quality Act (CEQA), as a determination can be made that no significant adverse changes would be made to a cultural resource.

The request for changes to the 8423 Wilshire Boulevard property have been reviewed by Architectural Historian Jan Ostashay of Ostashay & Associates Consulting (see Attachment B, Historian's Report). The Historian's report concludes that the proposed screen would "dominate and totally obscure the south elevation of this property not only in height but in width." The Historian's Report further finds that the screen is not historically compatible in terms of size, design, materials, location, features, and overall concept. For these reasons, the proposed screen would adversely impact the property's historic character. Therefore, the request exceeds the allowable exemption threshold under CEQA for changes to historic structures since a significant impact would be created through the implementation of the proposed project.

RECOMMENDATION

Based on the foregoing criteria and pending the information and conclusions that may result from testimony received during the Architectural Commission deliberations, staff recommends that the Architectural Commission deny the request as presented in that the changes do not meet the *Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties* and would create a significant impact to a potentially significant historic City resource.



Donna Jerex, Senior Planner

Attachments:

- A. Historic Resources Inventory Sheets
- B. Memorandum from Ostashay & Associates (June 10, 2010)
- C. Plans and Photographs

ATTACHMENT A
Historic Resources Inventory Sheets

DEPARTMENT OF PARKS AND RECREATION
 HISTORIC RESOURCES INVENTORY

DATE: _____ TIME: _____
 OFFICE: A. DEANER/STATION B
 C _____ D _____

IDENTIFICATION

1. Common name: Beverly Hills Porsche-Audi
2. Historic name: Clock Market
3. Street or rural address: 8423 Wilshire Blvd.
 City Beverly Hills Zip 90211 County Los Angeles
4. Parcel number: 4334-022-060
5. Present Owner: _____ Address: _____
 City _____ Zip _____ Ownership is: Public _____ Private _____
6. Present Use: Auto dealership Original use: Market

DESCRIPTION

- 7a. Architectural style: Spanish Colonial Revival
- 7b. Briefly describe the present physical description of the site or structure and describe any major alterations from its original condition:

The Clock Market is an outstanding example of a commercial building type developed in the 1920s in response to the new automobile-oriented lifestyle. It is a one and two story L-shaped building, situated on the northeast corner of Wilshire Boulevard and Hamilton Drive. Of stone tile construction, it is sheathed in stucco and its gabled roof covered with clay tile as was appropriate for the Spanish style. The two story portion of the structure, at the south end of the east wing, is dominated by the square clock tower that gave the building its name. Typical Spanish characteristics are displayed, including arched entries on the south and west, balconies of stucco and iron, casement windows separated by pilasters, clay tile roof vents, and iron grilles. Other distinctive features are a smaller, corbelled "tower" on the Wilshire facade, an entry embellished with plaster decoration on the west, and a cut away corner with a scalloped overhang. The two story portion of the building is largely intact. Some alterations to the one story wings to the north and west were made in 1939 to adapt the market, with fold-back doors, to an automobile showroom and (see continuation sheet)



8. Construction date: 1929
 Estimated _____ Factual X
9. Architect C.W. Wilson & Sons
10. Builder C.W. Wilson & Sons
11. Approx. property size (in feet)
 Frontage 130 Depth 170
 or approx. acreage _____
12. Date(s) of enclosed photograph(s)
1986

13. Condition: Excellent _____ Good Fair _____ Deteriorated _____ No longer in existence _____
14. Alterations: Gable, tower removed
15. Surroundings: (Check more than one if necessary) Open land _____ Scattered buildings _____ Density built-up
 Residential _____ Industrial _____ Commercial Other: _____
16. Threats to site: None known Private development _____ Zoning _____ Vandalism _____
 Public Works project _____ Other: _____
17. Is the structure: On its original site? Moved? _____ Unknown? _____
18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

In the 1920s, Wilshire Boulevard developed in much the same way as the adjacent commercial district, with one and two story storefronts-built in a variety of period revival styles which were then in vogue. The most popular of these throughout Southern California was the Spanish Colonial Revival style, thought by many to be the quintessential architectural rendering of the Southern California lifestyle.

One of the best remaining examples of Spanish Colonial Revival architecture on Wilshire Boulevard in Beverly Hills is the Clock Market, designed by C.W. Wilson and Sons in 1929. The L-shaped market was set into the northeast corner of Hamilton and Wilshire, with parking provided in the front. The setback maintained some aspect of the "courtyard" configuration associated with the style, while accommodating the automobile. The building's most prominent feature was the namesake clock tower. The market served the surrounding residential neighborhoods, themselves comprised of Spanish Colonial Revival bungalows. Unlike the markets of today, each department was (see continuation sheet)

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
 Architecture Arts & Leisure _____
 Economic/Industrial _____ Exploration/Settlement _____
 Government _____ Military _____
 Religion _____ Social/Education _____

21. Sources (List books, documents, surveys, personal interviews and their dates).
City of Beverly Hills building permits
Beverly Hills Citizen, various dates

22. Date form prepared October, 1986
 By (name) C. McAvoy & L. Heumann
 Organization City of Beverly Hills
 Address: 450 N. Crescent Dr.
 City Beverly Hills Zip 90210
 Phone: (213) 550-4881

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):

NORTH

See continuation sheet

CONTINUATION SHEET: 8423 Wilshire Blvd.

76. Description:

servicing space. A front gable and a short "tower" were removed. However, another "tower," square in shape, with a double row of "X" vents and a small cupola, still anchors the inside corner of the building.

19. Significance:

operated by a different tradesperson. By 1939, the character of the street had changed, and the usage of the structure changed as well, becoming an automobile showroom, a use it maintains today.

CONTINUATION SHEET

Primary ID:
PP10
Triennial
NRHP Status Code: 553

Page 1 of 1 Resource Name or # Clock Marker

Continuation Update

P2. Location: 8423 Wilshire Blvd.

B10 Significance:

This building appears in good condition with no significant alterations visible since the property was last evaluated in the 1985-1986 survey. It remains eligible for local listing or designation.

P5b Description/Date of Photo: June, 2004



P8. Recorded by: Jan Ostlashay, Peter Moruzzi, PCR Services, One Venture, Suite 150, Irvine, CA 92618

P9. Date Recorded: Tuesday, June 01, 2004

ATTACHMENT B
Ostashay & Associates Memo

Memorandum

TO: Geoff Emery, General Manager Beverly Hills Porsche
DATE: JUNE10, 2010
CC: Donna Jerex, Senior Planner City of Beverly Hills
FROM: Jan Ostashay, Ostashay Et Associates Consulting
RE: SECRETARY OF THE INTERIOR'S STANDARDS COMPLIANCE REVIEW: 8423 WILSHIRE BOULEVARD

I have assessed the design plans dated May 17, 2010 for the work proposed for the property located at 8423 Wilshire Boulevard, generally referred to as the Beverly Hills Porsche dealership, and have also reviewed relevant archival materials related to the subject property. This review is conducted in respect to compliance under the California Environmental Quality Act (CEQA) and the *Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Properties* (the *Standards*). The following comments are submitted to you for your use and information as part of your application to the City's Architectural Review Board meeting June 16, 2010. If you have any questions please do not hesitate to contact me at 562-500-9451.

As you are aware, the subject property has been assessed for historical significance twice under two different historic resources surveys (1986 and 2004). The property was identified during both surveys as a potential landmark historically significant at the local (City) level. Historically referred to as the Clock Market, the property is an outstanding and rare example of a commercial drive-in market designed in the Spanish Colonial Revival idiom. Setback from the busy street with a L-shaped footprint the building was designed in response to the new automobile-oriented lifestyle of the late 1920s. Key features of the building include, but are not limited to, the exterior architectural elements reflective of the Spanish Colonial Style, its overall setback and storefront orientation, its primary (south and west) elevations that front Wilshire Boulevard, and prominent clock tower. Because this property was identified in a local survey process it is considered a historical resource pursuant to CEQA (CEQA Guidelines Section 15064.5a)

Since this property is a historic resource for CEQA purposes, any work planned for this property must respect the building's historic fabric, architectural qualities, and character otherwise its historical significance may be compromised. Consistent with the CEQA Guidelines, any maintenance; repair; stabilization; preservation; restoration; reconstruction; conservation; and/or rehabilitation work proposed should be conducted in a manner consistent with the *Standards*. In addition, any proposed work should be guided by the treatment recommendations outlined in the National Park Service (NPS) Preservation Brief series, specifically *Brief 14: New Exterior Additions to Historic Buildings – Preservation Concerns*.

WORK PROPOSED:

1. Installation of Alucobond screen

The proposed project calls for the installation of a large, stand alone metal screen positioned a few feet in front of the existing south elevation of the building. This freestanding element would consist of an Alucobond clad façade with illuminated signage set upon stout metal support columns. This new

Memorandum

RE: SECRETARY OF THE INTERIOR'S STANDARDS COMPLIANCE REVIEW: 8423 WILSHIRE BOULEVARD

façade would dominate and total obscure the south elevation of this historic property not only in height but in width.

According to the *Standards*, additions to historic properties are permissible if such additions do not radically change, obscure, damage, or destroy character-defining features. The *Standards* also state that new additions, exterior alterations, or related new construction should not destroy any historic materials, features, or spatial relationships that characterize the property as historic. Typically, new additions, construction work, or other changes to a historic building are placed in non-character-defining interior spaces or on secondary elevations so that historic material will not be lost, damaged or obscured.

As proposed, the new façade element is radically different in design and is not compatible with the property's historic materials, features, size, scale and proportion, and massing. Further, the large, freestanding façade totally dominates and obscures the building's south elevation from view, which is considered a primary elevation. As such, this particular scope of work is inconsistent with the recommended approaches and treatment set forth in the *Standards*. The proposed work has the potential to adversely affect those qualities and characteristics of the building that qualify it for local landmark designation and as historical resource under CEQA.

2. Other Proposed Work

Additional work proposed for this property includes painting the exterior of the building. This work appears acceptable; however, paint coating materials such as elastomeric should be avoided since they can potentially damage the exterior of the building. In addition, the selection of paint colors should be historically appropriate to the Spanish Colonial Revival style. Further, any cleaning and prepping of exterior surfaces prior to painting it should be done using the gentlest method possible without damage much of the exterior historic fabric. High pressure cleaning and removal of all exterior layers of stucco material is highly discouraged and is inconsistent with the recommendations outlined in the *Standards*.

CONCLUSION:

The goal of rehabilitation is to respectfully add or alter a historic building in order to meet new use requirements. Generally, a project involving a new addition, new construction or substantial modifications to a historic building is considered acceptable if it:

- Preserves significant historic materials and features; and
- Preserves the historic character; and
- Protects the historical significance by making a visual distinction between old and new.

As proposed, the new "façade" for the south elevation of the building is not historically compatible in terms of size, design, materials, location, features, and overall concept. Further, this new element will obscure and dominate not only the south elevation, but the majority of the building in general, which in turn will adversely affect the property's historic character.

Memorandum

RE: SECRETARY OF THE INTERIOR'S STANDARDS COMPLIANCE REVIEW: 8423 WILSHIRE BOULEVARD

In conclusion, the project does not appear consistent with the *Standards* and is not acceptable for CEQA compliance. If executed as proposed significant impacts to the historic building will occur and its eligibility for local designation will be jeopardized. It is highly recommended that the applicant avoid this scope of work all together or redesign the project to be in line with the *Standards*.

ATTACHMENT C
Plans and Photographs

