



# Historic Preservation Program City of Beverly Hills

California Preservation Foundation  
July 23, 2014

**Noah Furie, Cultural Heritage Commissioner**  
**William Crouch, Urban Designer**  
**Reina Kapadia, Associate Planner**



City of Beverly Hills  
Historic Preservation Program  
CPF July 23, 2014

# City's History



Rancho de las Aguas houses



Beverly Hills Hotel opening, 1912



Beverly Gardens Park, 1916



Bridle Path in front of BH Hotel



Beverly Hills aerial, date unknown



Southern Pacific and Pacific Electric Train Depot  
Canon Dr. & Santa Monica Bl.



# Impetus for Preservation Program



*Historic Preservation Element of General Plan adopted*

*Neutra's Kronish House threatened*

*Mills Act 2-year Pilot Program approved*

*Historic Preservation Ordinance adopted*

*Cultural Heritage Commission formed*

*Beverly Hills Hotel designated first Local Landmark*

*23 Local Landmarks designated*

*Amended Mills Act Pilot Program approved – 3 year extension*

January 2010

2011

October 2011

January 2012

March 2012

July 2012

2012-2014

December 2013

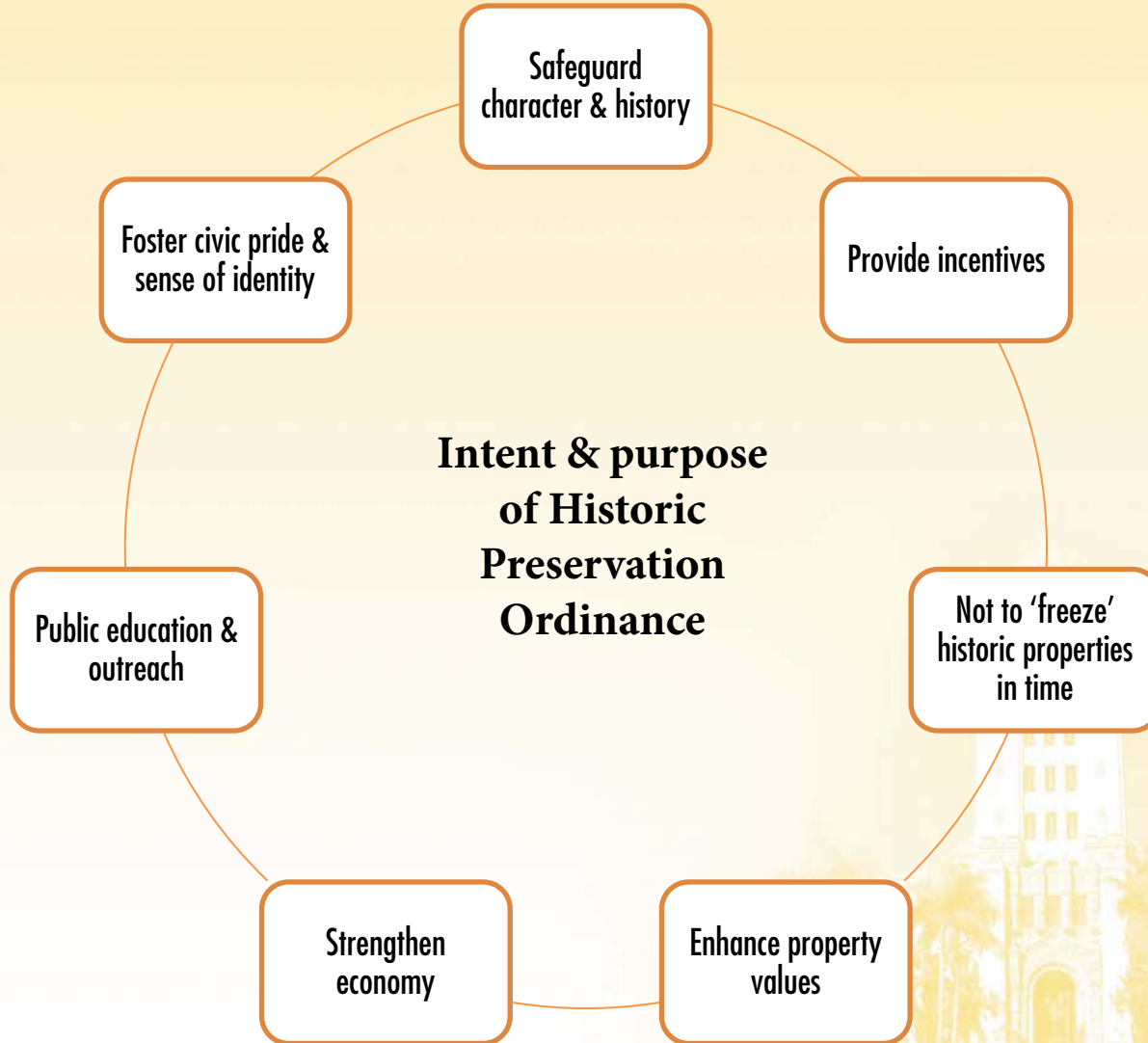


# Historic Preservation Ordinance

## Adopted January 25, 2012

*“To provide the ability to acknowledge, honor, and encourage the continued maintenance and preservation of those select properties in the city that, through exceptional architecture, contribute to the city's cultural history”*







# Key Components



paulwilliamsproject.org

Master Architect  
Criterion

Historic Clearance  
Process



30-Day Posting





# Triggers for Historic Eligibility

A property *might* be 'historic' if--

- It is older than 45 years of age (1969)
- It was designed (in whole or in part) by a party on the City's adopted List of Master Architects
- It has been identified on any of the City's Historic Resource Surveys
- It's less than 45 years but exhibits "exceptional significance"





## A 'Master Architect' is

- An architect of recognized greatness, or
- An architect, designer, or builder of local importance.
- Examples of some of the masters who have contributed, through their work, to creating the history of Beverly Hills--

Gerard Colcord  
Wilbur C. Cook  
James Dickason  
Douglas Honnold  
Nathaniel Dryden  
Sidney Eisenshtat  
Craig Ellwood  
Ralph C. Flewelling  
Gable and Wyant  
William J. Gage  
Frank O. Gehry  
Charles & Henry Greene

Elmer Grey  
Victor Gruen & Associates  
Douglas Honnold  
William Asa Hudson  
Myron Hunt  
A. Quincy Jones  
Koerner & Gage  
Paul Laszlo  
John Lautner  
S. Charles Lee  
Harold 'Hal' Levitt  
Rex Lotery

Charles Luckman  
Cliff May  
Richard Meier & Partners  
Charles W. Moore  
Julia Morgan  
Wallace Neff  
Richard Neutra  
I.M. Pei  
William L. Pereira  
Roy Seldon Price  
Marcus B. Priteca  
John Rex

Samuel Reisbord  
Rudolph Schindler  
Millard Sheets  
Skidmore, Owings & Merrill  
Maxwell Starkman  
Paul Thiene  
Paul Trousdale  
Paul Revere Williams  
Gin Wong  
John Elgin Woolf  
Frank Lloyd Wright  
Frank 'Lloyd' Wright, Jr.





# Landmark Designation Criteria

A.1	Historical Events	Is identified with important events in the main currents of national, state, or local history
A.2	Significant Persons	The property is directly associated with the lives of Significant Persons important to national, state, City of local history
A.3	Style	Embodies the distinctive characteristics of a style, type, period, or method of construction
A.4	Master Architect	Represents a notable work of a person included on the City's List of Master Architects and possesses high artistic or aesthetic value
A.5	Historical Information	The property has yielded or has the potential to yield, information important in the prehistory or history of the Nation, State, City or community
A.6	On National or State Register	The property is listed or has been formally determined to be eligible for listing on the National or State Register of Historic Places
<b>AND</b>		
B	Retains Integrity	Retains integrity of location, design, setting, materials, workmanship, and association
C	Architectural Value	Is of significant architectural value to the community and its designation as a Landmark is reasonable, appropriate, and necessary to promote, protect, and further the goals and purpose of the Ordinance



At least 2

**AND**

## Criteria for Local Landmark Designation



# 30-Day Review



Apply for demolition  
or alteration permit



**30-DAY HOLD**

Master Architect property  
& 45+ years of age?



City Council &  
Cultural Heritage  
Commission notified  
of pending demolition  
&  
Notice Posted On-Site

Property called up?  
*Begin initiation proceedings.*



Property not called up?  
*Permit may be issued.*



## **Historic Clearance Review**

**To ensure projects on potentially/historic properties are done in an historically appropriate manner**

- **Work in conformance with SOI's Standards**
- **Review by Planning Division/Urban Designer prior to submitting for other applications or permits**
- **May need to submit a Historic Assessment Report prepared by a qualified historic consultant**





## Director's Determination of Ineligibility

A property owner may request the Director of Community Development to determine if a property is, at a certain time, ineligible for designation as a Local Landmark

- Submit an application and Historic Assessment Report
- A way to have certainty – valid for 5 years

The image shows a sample application form titled "DIRECTOR'S DETERMINATION OF INELIGIBILITY FOR LANDMARK DESIGNATION APPLICATION". The form includes the City of Beverly Hills logo and contact information for the Community Development Department. The main body of the form is divided into two columns. The left column contains a letter to the applicant, explaining the process and providing contact information for William R. Crouch, the Director of Community Development. The right column contains a list of criteria for eligibility, including age requirements, historical integrity, and the need for a historic assessment report.

**CITY OF BEVERLY HILLS**  
COMMUNITY DEVELOPMENT DEPARTMENT  
455 N. Rexford Drive, Beverly Hills, CA 90210  
Tel: (310) 285-1141 Fax: (310) 858-5966

**DIRECTOR'S DETERMINATION OF INELIGIBILITY FOR LANDMARK DESIGNATION APPLICATION**

**Dear Applicant,**

Thank you for your interest in the City of Beverly Hills' Historic Preservation Program and your enquiry about the historic status of your property.

In order for property owners to have certainty relative to the historic status of their property, Beverly Hills Municipal Code Section 10-3-3204 sets forth a procedure whereby the Director of Community Development may determine that a property is, at a certain time, ineligible for designation as a landmark in the City. A property owner also may request a determination that a property would not be a contributing property to a potential historic district.

In each case, the Director will make this determination based on a historic assessment report to be provided by the applicant and prepared by a consultant selected by the applicant from a pre-approved list of qualified consultants.

Please submit the completed application form, with the required fee as adopted by the City Council, to:

William R. Crouch  
Community Development Department  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

For additional questions, please contact:

William Crouch, Urban Designer  
(310) 285-1116  
[wrcrouch@beverlyhills.org](mailto:wrcrouch@beverlyhills.org)

**Introduction**

- In order to be eligible for designation as a City landmark, a property must be at least 45 years of age and must satisfy at least two of the significance criteria outlined in the City's Historic Preservation Ordinance (BHM Code § 10-3-3212.A). In addition to meeting two of the significance criteria, the property must retain historical integrity (i.e., it must have the ability to convey its significance). The property also must have historic value (i.e., it must be of significant architectural value to the community).
- A property that is less than 45 years of age may be eligible for designation if it meets the above-mentioned criteria and exhibits "exceptional significance," as defined in BHM Code § 10-3-3202.
- In general, the Cultural Heritage Commission and City Council determine whether a property is eligible for landmark designation.
- The Director of Community Development may make a determination that a property is not eligible for landmark designation if the historic assessment report provided by the property owner demonstrates that the designation criteria outlined above cannot be met. Any such determination shall remain valid for a five (5) year period.
- A notice of the director's determination will be provided to the property owner, the Cultural Heritage Commission, and the City Council. Decisions may be appealed by the Cultural Heritage Commission, the City Council, or the property owner.
- In many cases, research performed during the City's on-going historic resources survey process will provide information about the background of individual buildings in the community. This survey information is available for review at the counter of the Community Development Department.

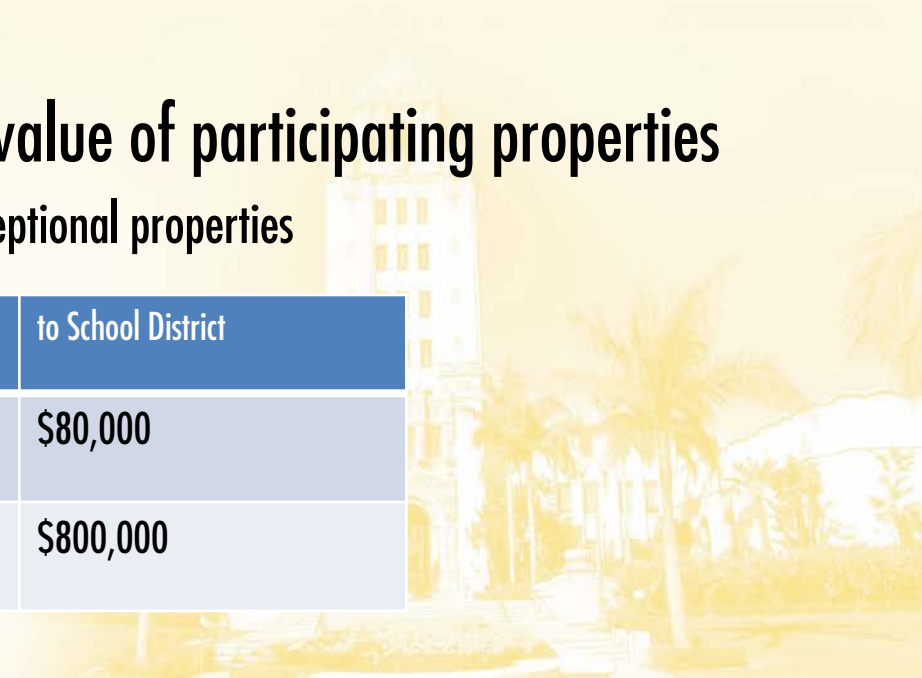


## **Mills Act Program [Pilot Program] – *amended & extended 2014-16***

Owners of historic properties can enter into a contract with the City to receive property tax abatement in exchange for the continued preservation of a historic property.

- **Eligible uses extended to include:**
  - single-family dwellings
  - multi-family dwellings
  - commercial properties
- **\$10.0 M cap on the tax assessed value of participating properties**
  - with provisions for cap exemption for exceptional properties

Max Loss of Revenue	to City	to School District
Per Year	\$100,000	\$80,000
Over 10 years	\$1,000,000	\$800,000





# Local Register of Historic Properties

## LOCAL LANDMARKS



1. Beverly Hills Hotel\*, 1912  
Architects: Elmer Grey; Paul Williams



18. Beverly Wilshire Hotel\*, 1928  
Architects: Walker & Eisen



2. Virginia Robinson Estate\*, 1910  
Architect: Nathaniel Dryden



3. Beverly Hills Women's Club, 1925  
Architects: Gable & Wyant



4. Greystone Mansion\*, 1927  
Architect: Gordon Kaufmann



9. Waverly Mansion, 1926  
Architect: Leland F. Fuller



17. Harry Cohn Estate, 1927  
Architect: Robert Farquhar



22. Helms Estate, 1928  
Architect: Gordon B. Kaufmann

HOTELS

ESTATES & CLUBS

\*Listed on  
National Register



# Local Register of Historic Properties

**COMMERCIAL**

**SINGLE FAMILY RESIDENTIAL**



6. Anderton Court Shops\*, 1954  
 Architect: Frank Lloyd Wright



10. Hilton Office Building, 1955  
 Architects: William Pereira & Charles Luckman



13. Fox Wilshire - Saban Theatre, 1930  
 Architect: S. Charles Lee



7. Karasik House, 1960  
 Architect: Frank Lloyd Wright, Jr.



8. The Witch's House, 1920  
 Architect: Harry Oliver



11. The Locke House, 1914  
 Architect: Frank M. Tyler



14. Anthony - Kerry House, 1909  
 Architects: Greene & Greene



16. McGilvray House, 1927  
 Architect: Wallace Neff



19. Slavin House, 1936  
 Architect: Marshall P. Wilkinson

\*Listed on National Register



# Local Register of Historic Properties

## PUBLIC BLDGS.

## MULTIPLE FAMILY RESIDENTIAL



5. Beverly Hills Post Office\*, 1933  
Architect: Ralph C. Flewelling



12. Beverly Hills City Hall, 1932  
Architects: Harry Koerner & William Gage



21. Water Treatment Plant No. 1, 1928  
Architects: Salisbury, Bradshaw & Taylor



## ARTWORK

15. Motor Court Mural, 1974  
Artist: Millard Sheets



## PARKS

20. Beverly Gardens Park, 1907 & 1931  
Architect: Wilbur D. Cook



23. Beverly Gardens Apts., 1930  
Architect: C. W. Raymond

\*Listed on  
National Register





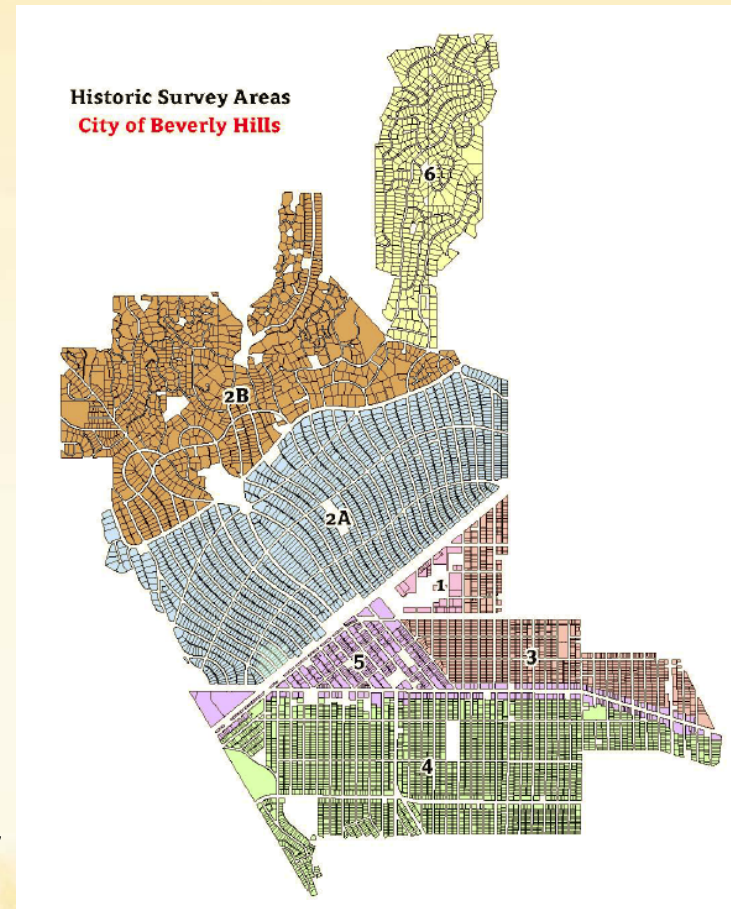
# Historic Resources Survey

**The first *comprehensive citywide survey* is underway.**

Consultants' methodology:

- Pre-survey research
- Draft a Historic Context Statement
- Fieldwork Phase I: Reconnaissance Survey
- Property & neighborhood-specific research
- Fieldwork Phase II: Intensive Documentation
- Produce Final Survey Report, Maps, & Database

**Information – Identification – Certainty**



**2013 - 2015**



City of Beverly Hills  
Historic Preservation Program  
CPF July 23, 2014

# Contact Us

**William (Bill) Crouch**, AIA NCARB AICP LEED (AP)  
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Community Development Department  
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(310) 285-1116

*Historic Preservation  
Program Manager*

**Reina Kapadia**, AICP  
Associate Planner, City of Beverly Hills  
Community Development Department  
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(310) 285-1129

*Historic Preservation  
Program Assistant*

[www.beverlyhills.org/preservation](http://www.beverlyhills.org/preservation)

*City website & resources*

