CASE STUDY 2.0
REBUILDING LOS ANGELES

STANDARD® ARCHITECTURE | DESIGN

Standard® Architecture | Design is the Los Angeles based architecture and interior design partnership of architects Jeffrey Allsbrook and Silvia Kuhle. Our projects are guided by identity and culture, reflecting the narrative for which they're designed. Conscious of architecture's potential to communicate, from a way of living to a company's image, our work aspires to provide the setting that expresses the idea.

Settling in Los Angeles after living in Europe and traveling extensively, our experience gives us a distinct perspective on building and site. It is a view that combines an elemental approach to architecture and an open relationship toward the environment. As our practice evolves, this perspective increasingly defines our work. Our projects start with a dialogue about program and purpose, and progress toward their own identity. At every scale, from furniture and interiors to architecture and urban planning, our architecture responds to fundamentals – space, light and materiality. We design from the inside out, in response to a project's specific conditions and constraints. Views, light, proportion, orientation and materiality guide us to shape and organize volume. Context and terrain; movement through space; and thresholds of variable permeability are consistent themes.

Collaboration and research across disciplines, and across time and culture, is essential to our work. As the craft of building has become increasingly complex, participating in teams of diverse experts challenges us to find solutions that seamlessly integrate complexity. This dialogue is supplemented by our own research. We see history and the world as an illustrated guide to inventive design solutions that are ready for translation. We find inspiration in everything from canonical architecture to indigenous dwellings and applied arts.

Working from Los Angeles, where landscape and site often permeate buildings, we believe that architecture can be landscape-generative rather than landscape displacing. Our work, built and un-built, shows that architecture has the potential to coexist with the organic environment rather than consume it. Beyond merely visual concepts, many of our proposals establish narratives for new ways of living, and illustrate the potential for a transformed experience.

PROJECT NARRATIVE

Set in the unique landscape of the Palisades, this new 3,200 sq ft Standard House™ is designed for the Case Study 2.0 home catalog developed to support residents rebuilding after the Palisades Fire. The proposal emphasizes resilience, affordability, and sustainability while honoring the architectural heritage and natural beauty of the region. Designed with adaptability in mind, the house aims to serve a range of families and evolving needs, offering long-term flexibility without compromising on performance or character.

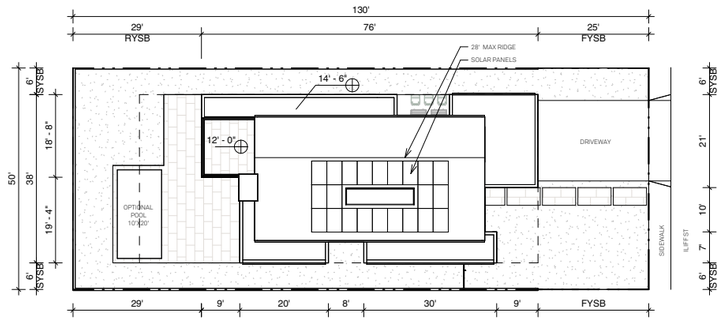
The 5 bedroom, 5.5 bath design offers three style and pricing schemes to support a range of budgets and aesthetic preferences. The Ranch Standard, targeting $750/sq ft, employs Hardie Board® fiber cement siding paired with a classic asphalt shingle roof for a familiar and cost-effective approach. The Metropolitan Standard, targeting $800/sq ft, features corrugated metal cladding and asphalt shingle for maximum durability and fire resistance. The Modern Standard, targeting $850/sq ft, combines standing seam metal cladding with a standing seam metal roof, offering a hybrid of modern resilience and traditional texture. All three schemes share the same spatial and performance goals, reinforcing the project's core values of customizability and sustainability.

The asymmetrical shape of the roof, which emerged from the PPCL Design Guidelines, zoning envelope restrictions and solar orientation, allows for optimal placement of solar panels, while also supporting rainwater management. Generous outdoor terraces extend living spaces into the landscape, encouraging a connection with nature and offering flexible zones for gathering, play, and rest. Similarly, an optional pool expands the opportunity for indoor-outdoor living, which is essential to the Palisades lifestyle. The design is mindful of its surroundings— prioritizing native plantings, shaded outdoor spaces, and passive cooling strategies that respect both the region's climate and its rich ecological fabric.

Informed by fire resilience strategies and low-carbon technologies, the home includes all-electric systems, efficient heat pump water heaters, and provisions for electric vehicle charging. Each component of the house—from the roof slope optimized for solar performance to the selection of fire-resistant materials—has been carefully considered to reflect a balance of past, present, and future: drawing from the area's architectural legacy while pointing toward a more sustainable, adaptable way of living.

PARCEL INFO & DIAGRAMS

ADDRESS: 1037 N ILLIFF STREET



BUILDING AREAS

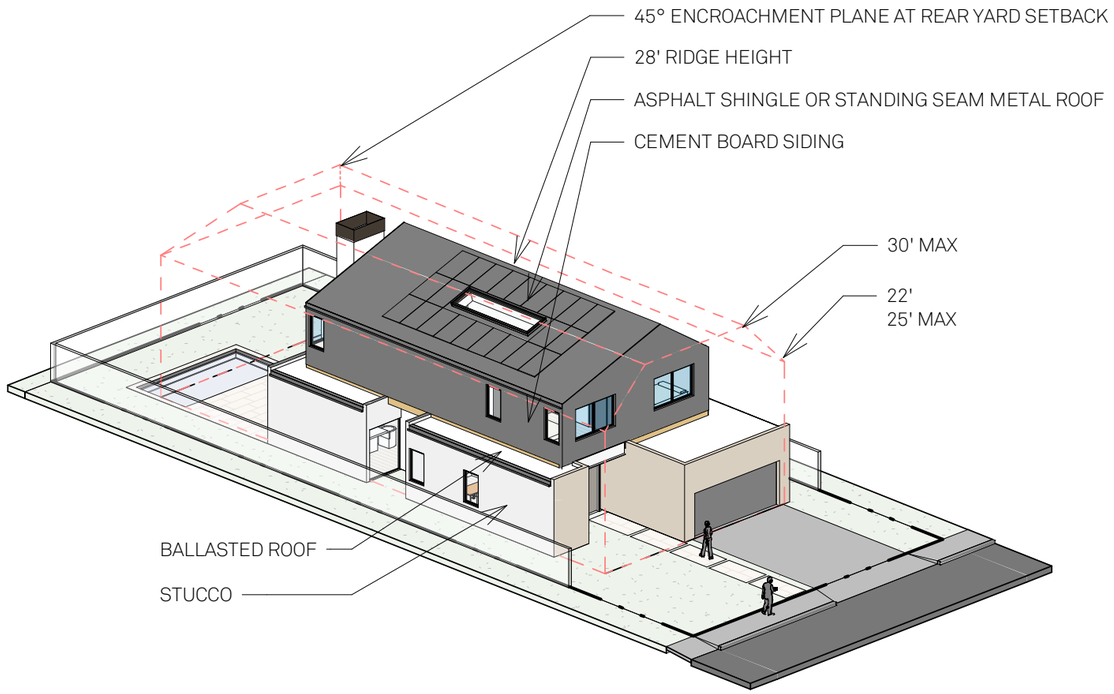
GROSS SF:

1ST FLOOR:	1928 SF
2ND FLOOR:	1404 SF
TOTAL:	3332 SF
GARAGE (NOT INCLUDED IN RFA):	414 SF
TOTAL:	3745 SF
MAX. ALLOWED:	3900 SF

PROJECT DATA

SITE ADDRESS:	1037 N ILLIFF STREET
LOT AREA:	6500 SF
ZONE:	R1-V1
MAX. ENVELOPE HEIGHT:	30' MAX FROM FRONT SETBACK AVG. GRADE DATUM
SETBACKS:	
FRONT:	25' PER CC&Rs
REAR:	15'
SIDES:	5' + 1' FOR EVERY 10' OVER 18' (7' MAX.)
PARKING REQUIREMENT:	2 COVERED
LOT COVERAGE:	50% OF TOTAL LOT AREA (3250 SF ALLOWED)

BUILDING HEIGHT, ENVELOPE AND SETBACK



DESIGN FEATURES

FIRE RESISTANCE
The Standard House™ is designed with limited window and door openings along the narrow side yards, with generous openings facing the front and rear yards. Exterior walls are clad with noncombustible finishes over Densglas® sheathing, providing a 1- 2 hour fire-resistance rating at the outer side of the exterior walls.

ROOFING
Class A asphalt shingle roofing over Densglas® sheathing is the base level roof covering. Some models are designed with standing seam sheet metal roofs.

BUILDING SIDING
The Standard House™ is available in a variety of exterior wall finishes, including: natural stone or brick veneer; cement board siding, metal siding, and cement based stucco. All exterior finishes are non-combustible.

WINDOWS & DOORS
Windows and doors are aluminum framed, with double glazed tempered glass. Openings at the side walls are limited to lessen exposure to fire from adjacent structures. Larger openings are located at the front, rear, and at the courtyard recessed into the side wall.

DEFENSIBLE SPACE INTEGRATION
The side yards of the Standard House™ are designed with limited or no vegetation, and with block walls and metal gates at the property lines. The front and rear yards are planned as drought tolerant xeriscape gardens.

VENTS
The Standard House™ is designed with no exterior venting. The lower floor is a slab-on grade, and the roof assembly is designed with an un-vented attic. This approach minimizes the opportunity for embers to enter the floor or roof cavities.

EMBER-RESITANT FEATURES
The Standard House™ is clad entirely in noncombustible materials, including resilient cladding, metal windows, and an unventilated roof.

SUSTAINABILITY
The Standard House™ is designed to be net-zero, with roof area accommodating up to 10 kw of photovoltaic panels.

DESIGN QUALITIES
The Standard House™ includes generous open living areas and a flexible guest room/office on the ground floor, with four bedroom suites on the upper level. The kitchen and living areas enjoy expansive sliding doors that open to the rear yard.

CONSTRUCTION METHODOLOGY
The Standard House™ is designed to be framed without the use of steel, with straightforward planning that simplifies construction, reduces costs, and supports faster build times.

EFFICENCY
The Standard House™ meets or exceeds California's Title 24 insulation requirements.

STYLE FEATURES
The Standard House™ features a gabled roof as required by the Tract 9300 CC&Rs. The gabled upper story is set back from the lower level to reduce its scale. Cement board or metal siding clads the second floor. The street-facing lower level is clad in stone or brick veneer, while the sides and rear are faced in cement-based stucco.

ADDITIONAL SPECIAL FEATURES
The Standard House™ offers terraces and an optional pool for users who enjoy relaxing outdoors.

CUSTOMIZATION POTENTIAL
The Standard House™ is designed as three models that differentiate the rooflines. Different exterior wall cladding options allow further customization of the exterior. The interior can be designed to suit individual tastes and requirements.

THE METROPOLITAN STANDARD

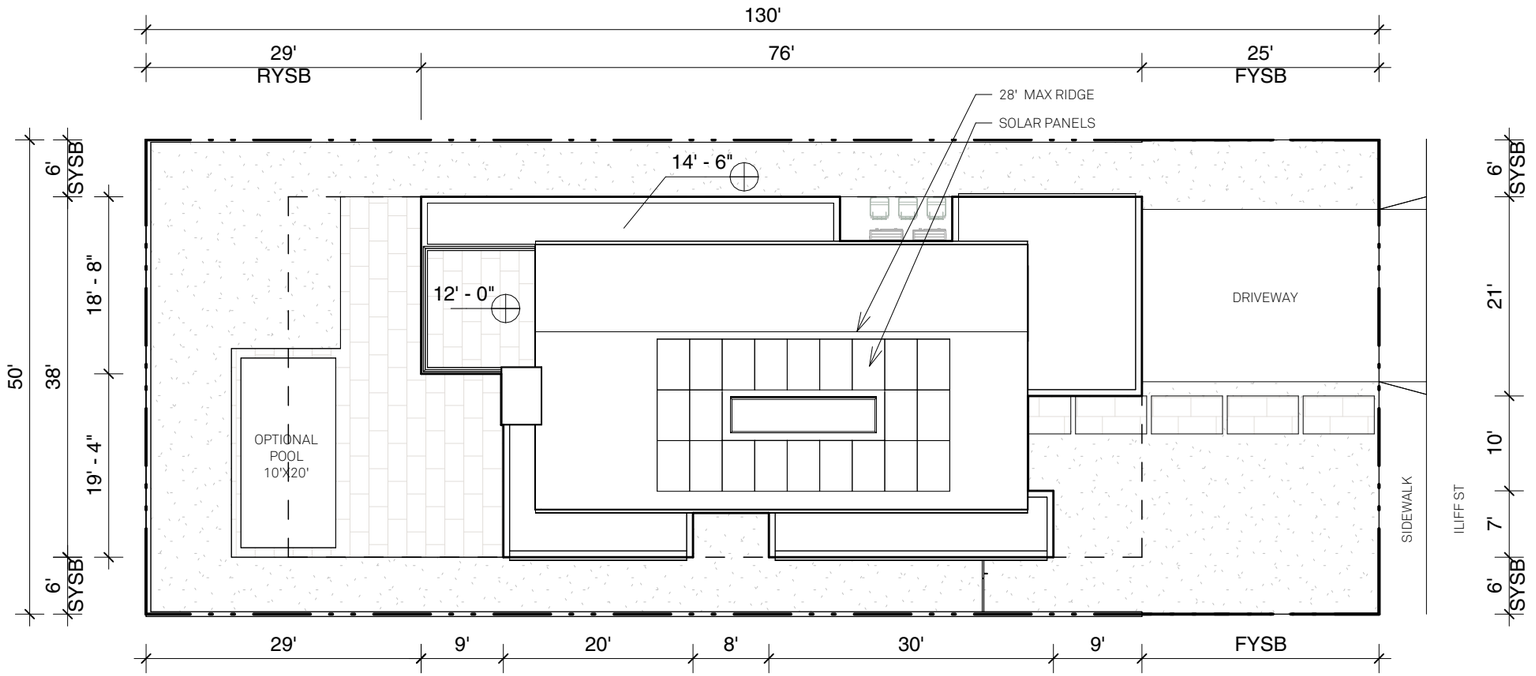
THE MODERN STANDARD

THE RANCH STANDARD

THE SPANISH STANDARD

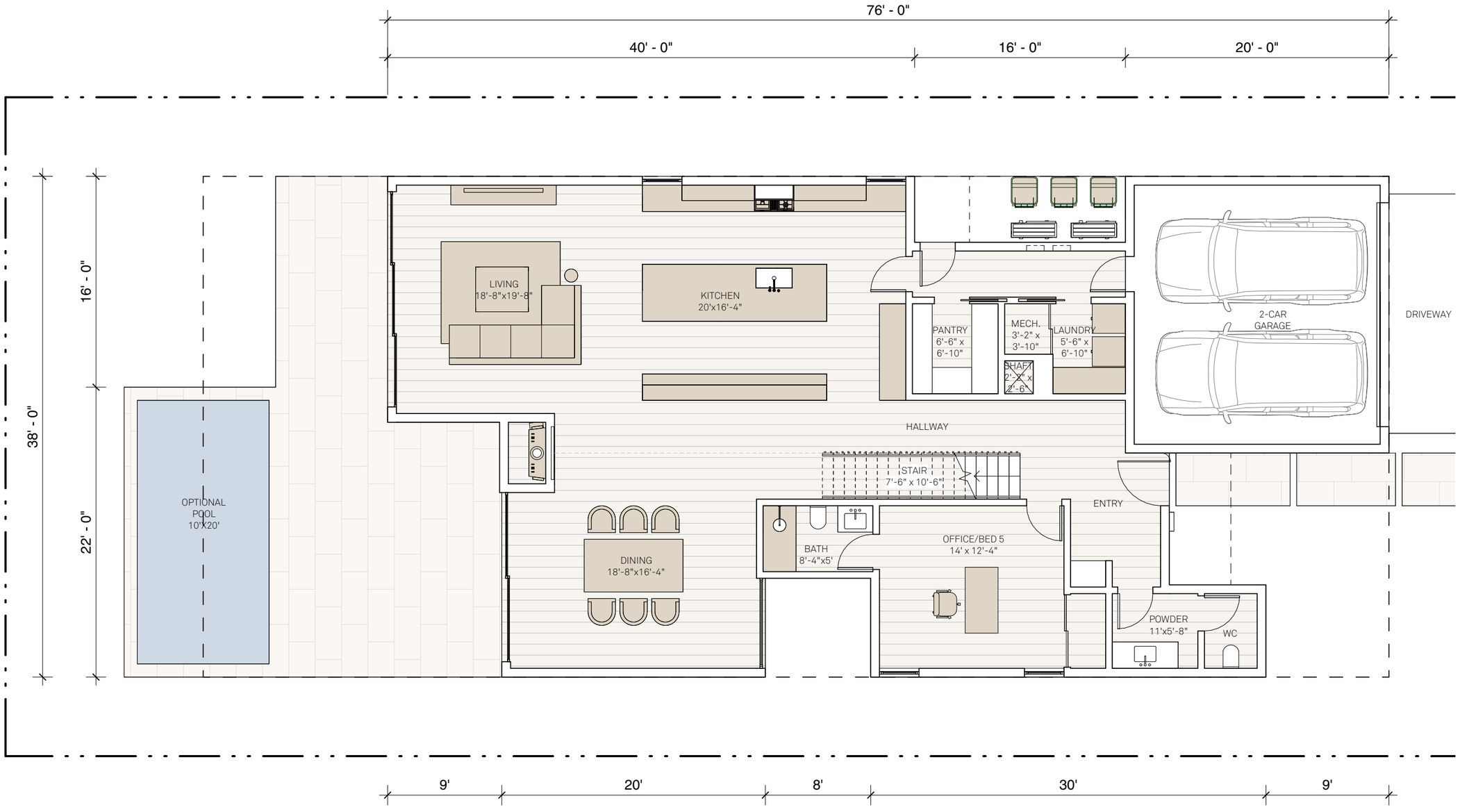
PLANS

SITE PLAN



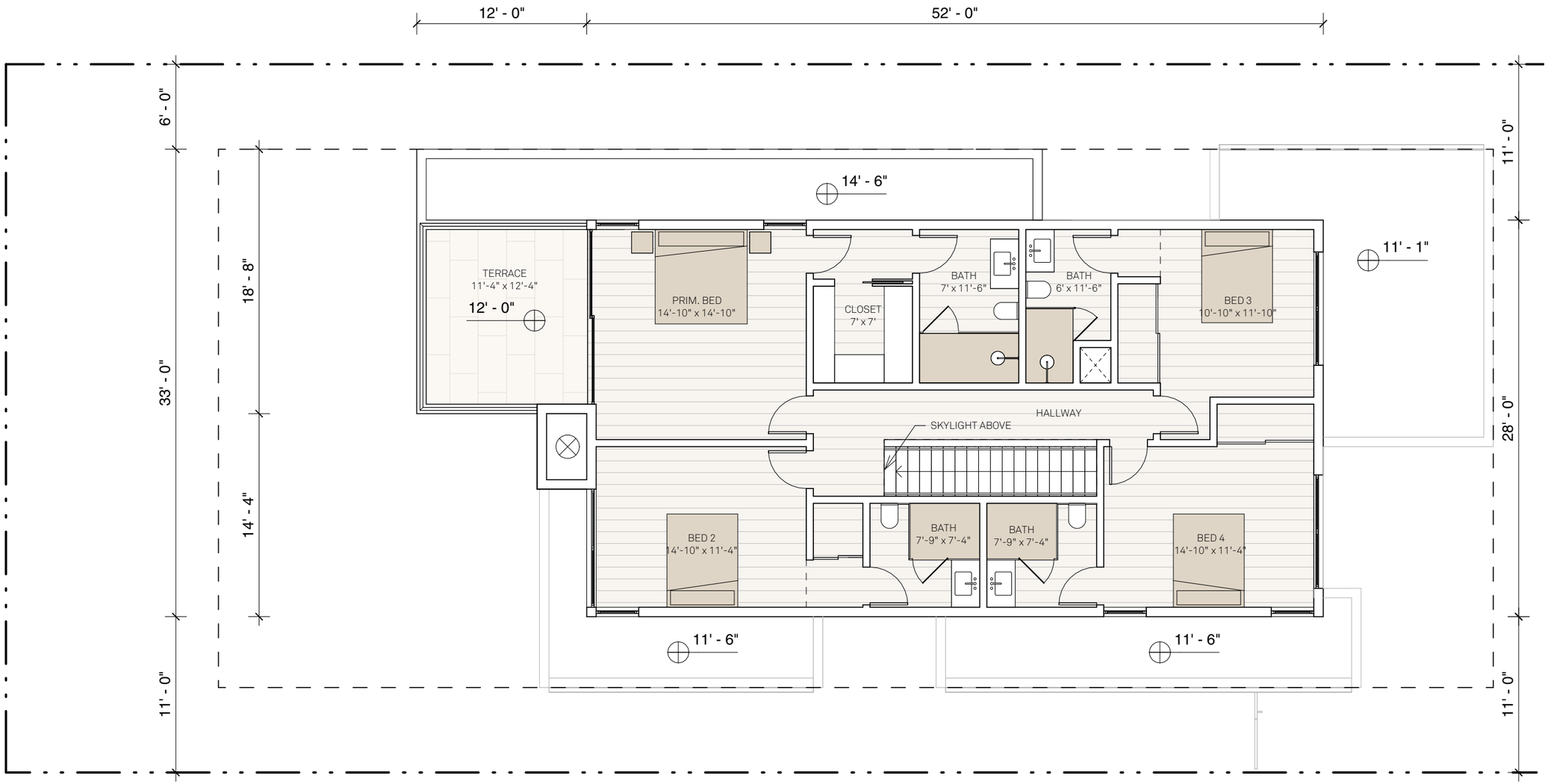
1/16” = 1’-0”

GROUND LEVEL



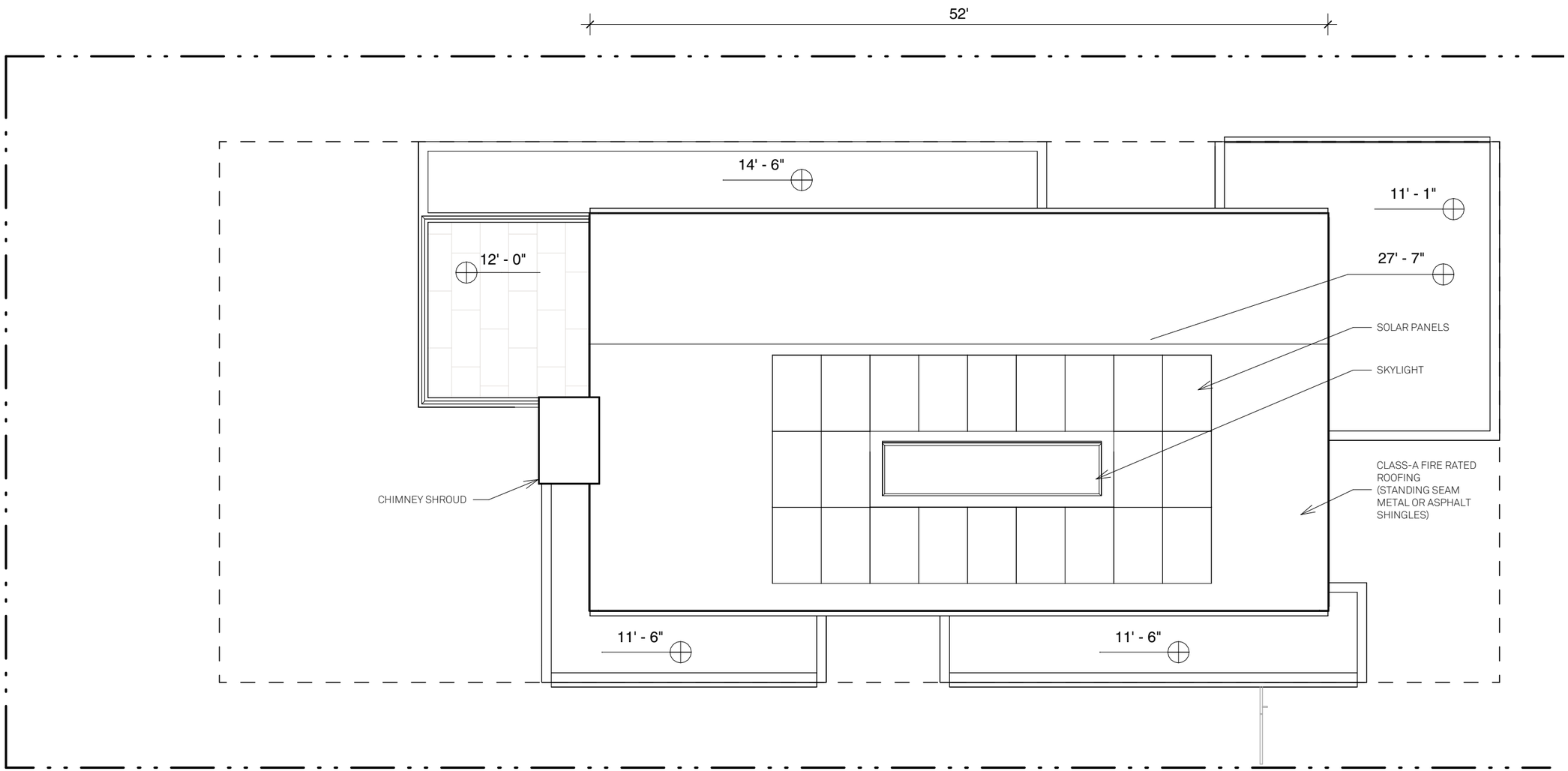
1/8” = 1’-0”

SECOND LEVEL



1/8” = 1’-0”

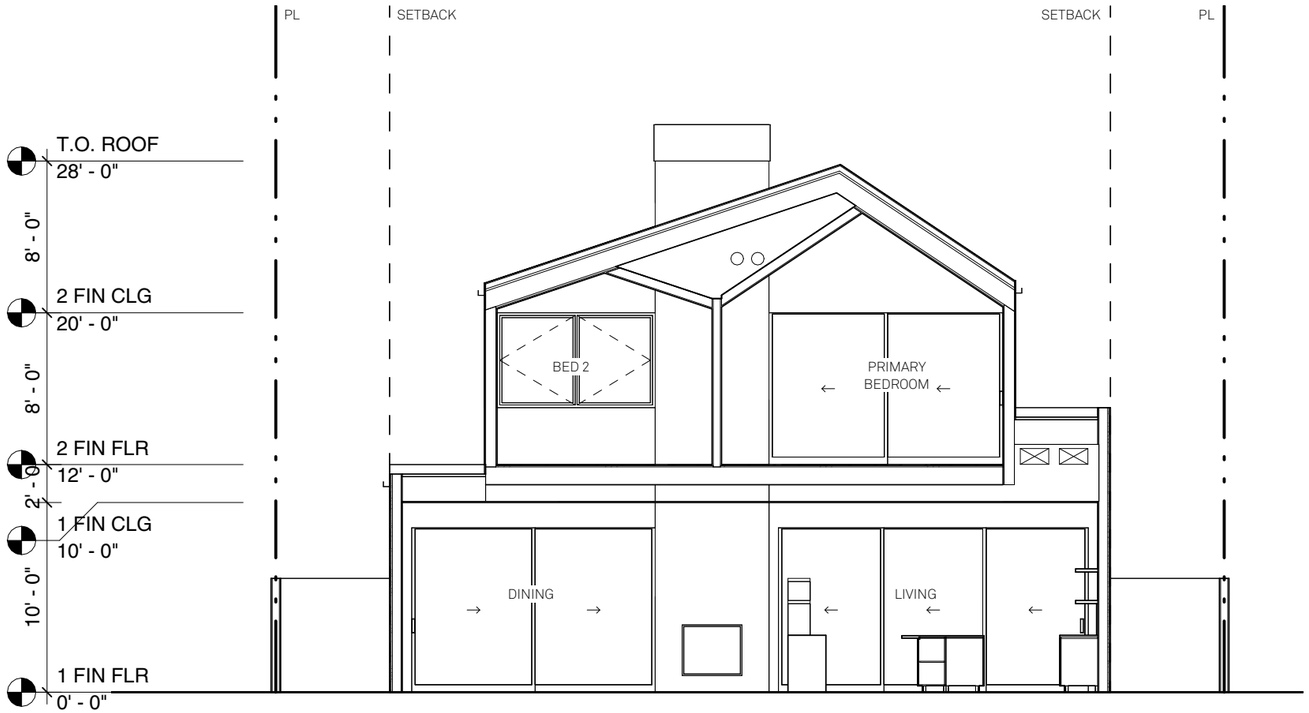
ROOF



1/8" = 1'-0"

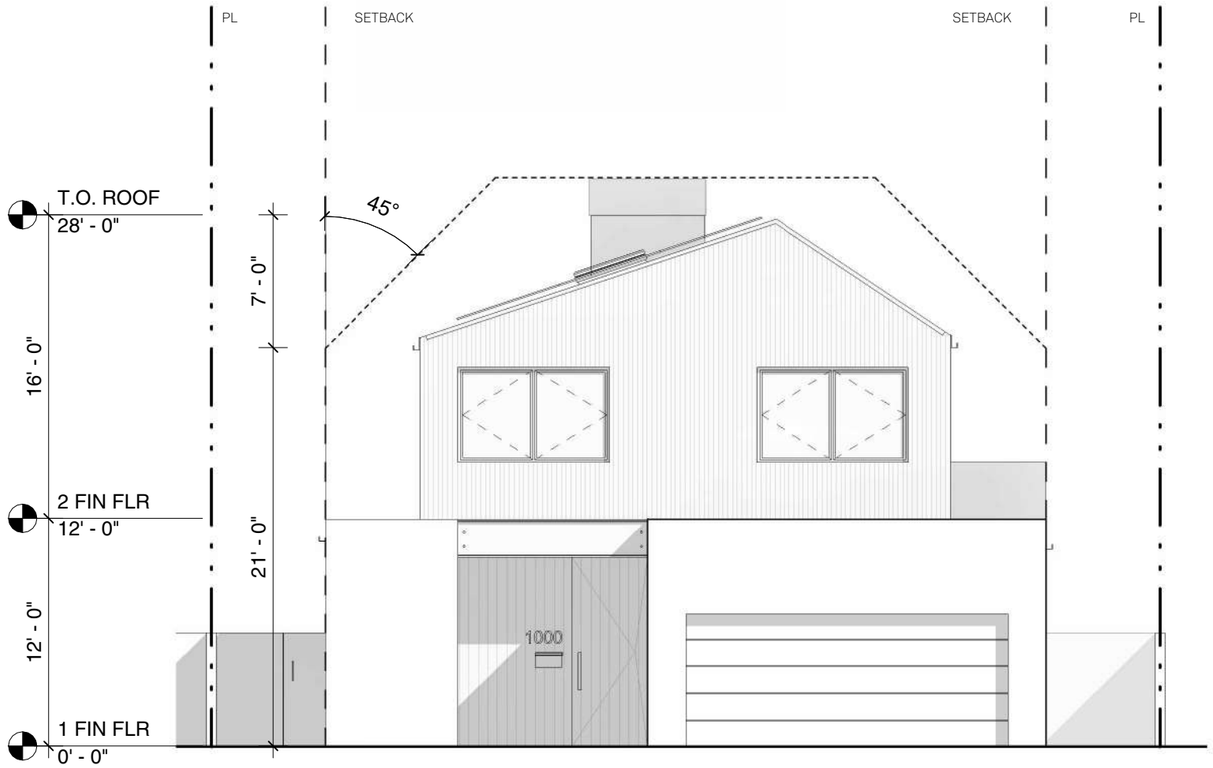
SECTION

TRANSVERSE



ELEVATION

EAST



RENDERINGS