



Historic Site Preservation Board Staff Report

Date: December 8, 2009

Case No.: 09-140 – HSPB # 22 Plaza Theater – La Plaza

Application Type: Sign Permit

Location: 134 S. Palm Canyon Drive

Applicant: Deborah Alexander – Peabody's Cafe

Zone: CBD (Central Business District)

General Plan: Central Business District

APN: 513-144-009

From: Glenn Mlaker, Assistant Planner

PROJECT DESCRIPTION

The certificate of approval request is for a new 4.8 square foot vertical internally illuminated sign with neon accents at the front entrance of Peabody's Café located at 134 South Palm Canyon Drive, HSPB 22 - The Plaza Theater complex a Class 1 historic site.

RECOMMENDATION

That the Historic Site Preservation Board approve a certificate of approval request for the placement of a 4.8 square foot internally illuminated sign with neon accents at the front entry to Peabody's Café with conditions.

PRIOR ACTIONS TAKEN ON THE PROJECT

On December 16, 1987 the City Council adopted Resolution No. 16358, designating a portion of the Palm Springs Plaza (now referred to as La Plaza) as a Class 7 (now Class 1) Historic Site.

BACKGROUND AND SETTING

The Plaza Theater and La Plaza which includes the space currently occupied by Peabody Café located at 134 South Palm Canyon Drive is a designated Class 1 historic site. Section 8.05.185 of the City Municipal Code states that any Class 1 historic site that is altered in any way must receive a work permit from HSPB.

The applicant is seeking approval to place a 4.8 square foot internally illuminated vertical sign with neon accents at the front entrance to Peabody's Café. Currently the restaurant has an existing round non-illuminated sign which will be replaced with the new sign. There also exists a green awning with small lettering. All other signs, menu boards, and advertisements are not permitted. A land use permit for outdoor seating along with an encroachment agreement to include the tables and umbrellas within the City right-of-way is on file.

DESCRIPTION AND ANALYSIS

The proposed vertical 4.8 square foot internally illuminated sign with neon accents will be 3.9 feet tall and 1.25 feet wide. It will be a light metal box painted green. The sign will be double sided illuminated with routed out white lettering with a red coffee cup at the top. Exposed neon accent pieces will be yellow and red and placed on the sides of the sign. The applicant has expressed a desire to use the current Plaza Theater marquee sign as inspiration for the new Peabody Café sign.

The Plaza Theater and La Plaza does not have a formal sign program. Section 93.20.05 (A)(2) of the sign ordinance allows for one square foot of signage per lineal foot of store frontage. Peabody Café has a linear frontage of 30 feet. The proposed sign is well under the allowable square footage.

Section 93.20.05 (A)(3) Height, states that the top of any sign shall not be higher than the building on which it is located. The proposed sign will be above the front eave but will not extend above the top roof line of the building. The front of the restaurant is 8 feet to the lowest point on the sign. The sign is 3.9 feet tall which will result in the top of the sign being a total height of approximately 12 feet above the sidewalk. The proposed sign meets the sign ordinance height requirement.

In reviewing the submitted sign application, Staff is concerned with the method of mounting the sign to the wall. The drawings show a 1.5 foot long metal pipe extending from the front of the building. Staff believes that the sign should be pulled closer to the building and the mounting pipe should be painted to match the restaurant wall. Staff recognizes that the proposed sign mimics the design of the Plaza Theater sign which may be a concern.

REQUIRED FINDINGS

Definition of an Historic Site.

Section 8.05.020 of the Municipal Code provides the definition of an historic site as follows;

(a) *Historic Site.*

An historic site is any real property such as: a building; a structure, including but not limited to archways, tiled areas and similar architectural elements; an archaeological excavation or object that is unique or significant because of its location, design, setting, materials, workmanship or aesthetic effect and:

That is associated with events that have made a meaningful contribution to the nation, state or community; or

- 1. That is associated with lives of persons who made meaningful contribution to national, state or local history; or*
- 2. That reflects or exemplifies a particular period of the national, state or local history; or*
- 3. That embodies the distinctive characteristics of a type, period or method of construction; or*
- 4. That presents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possesses high artistic value; or*
- 5. That represents a significant and distinguishable entity whose components may lack individual distinction; or*
- 6. That has yielded or may be likely to yield information important to national, state or local history or prehistory.*

Staff has evaluated this application for the placement of a 4.8 square foot vertical internally illuminated sign with neon accents located at 134 South Palm Canyon Drive and finds that the project will not be detrimental to the overall historic nature and setting of the Plaza Theater and La Plaza. However, Staff recommends the following conditions of approval:

- Sign to be mounted no more than one foot away from building wall.
- Mounting steel pipe to be painted to match existing wall.
- Main body of the sign to be painted a darker green similar to existing awning.
- All unpermitted signs to be removed.

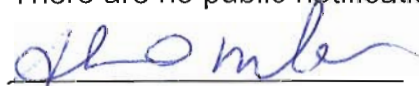
The distinctive architectural elements of the building and site will not be compromised and the addition of the new vertical sign will not be a detriment to the overall aesthetic look of the property. Staff has concluded that the new sign will not affect the historic designation of the site, and recommends that the HSPB issue a certificate of approval with conditions as listed above.

ENVIRONMENTAL ASSESSMENT

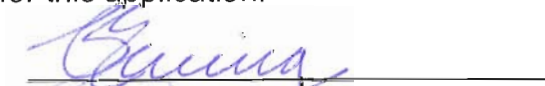
This project is categorically exempt from environmental review per Section 15301(L), (1) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION

There are no public notification requirements for this application.



Glenn Mlaker,
Assistant Planner



Craig A. Ewing, AICP
Director of Planning Services, AICP

ATTACHMENTS

1. Sign Drawing
2. Site Photographs

HSPB Review - AAC?



City of Palm Springs

Department of Planning Services
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262
Phone: 760-323-8245 ~ Fax: 760-322-8360

HSPB - #22 LA Plaza

SIGN PERMIT-SI / SP # 09-140

For City use only.

Sign Address 134 S. Palm Canyon Palm Springs, CA 92262.

APN 513-144-009 Zone CB2 Gen. Plan CB2 Section 15 Township 9 Range 9

Business Name Peabody's Cafe Date Submitted _____

Applicant Biofine Neon Sign Company Inc. Phone 760-322-6366

Fax 760-321-2682 E-mail BiofineSigngirl@aol.com

Submittal Items:

- 1) Scaled drawing of sign showing size, height, colors, and materials (3)
- 2) Photo showing location of existing and proposed signs on the building (3)
- 3) Free standing signs require a plot plan showing location in relation to structures (3)
- 4) Materials and color samples - no larger than 14" x 8-1/2" x 3/8" board

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PLANNING SERVICES DEPARTMENT

Type of Sign:

- | | | |
|---|---|--|
| <input type="checkbox"/> Subdivision | <input type="checkbox"/> Trade Construction | <input checked="" type="checkbox"/> Permanent Main |
| <input type="checkbox"/> Pedestrian Directory | <input type="checkbox"/> For Sale/Lease | <input type="checkbox"/> Permanent Pedestrian |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Temporary | <input type="checkbox"/> Menu Board |

Designer:

Sign Company Biofine Neon Sign Co. Representative Katelynn Quinn
 Street Address 68895 Perez Rd. Jr 18 City Out-City State CA Zip 92231
 Phone 760-322-6366 Fax 760-321-2682 E-mail Address BiofineSigngirl@aol.com

Design:

Number of Existing Signs 0 Square Footage for Each 0
 Number of Proposed Signs 1 Square Footage for Each 4.89 sq ft
 Materials Metal Can, Flex Letters Colors Green, Red, White and Yellow
 Type of Lighting Neon
 Location and Method of Mounting See attached details
 Height of Freestanding Sign N/A
 Linear Frontage of Business _____

Conditions of Issuance - To be completed by Planning Services Department:

- 1) All signs must comply with Planning Commission conditions and section 93.20.00 of the Palm Springs Zoning Ordinance found at www.qcode.us/codes/palmsprings
- 2) All signs must comply with the Uniform Building Code.
- 3) All exposed neon shall be equipped with a manual dimmer to establish light intensity.
- 4) Any non-approved signage must be removed.
- 5) All signs on Class 1 Historic properties to be approved by Historic Site Preservation Board

6) _____

7) _____

NOTE: Any and all oversize plans must be folded to letter size (8-1/2" x 11")

THIS PERMIT IS ISSUED CONTINGENT UPON REMOVAL OF ALL NON-CONFORMING SIGNS ON PREMISES

Owner or Contractor Signature <u>Katelynn Quinn</u>	Planning Services Signature	Date of Approval	Account Numbers 001-32205 001-34308
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68895 Perez Rd. I-18
Cathedral City, CA 92234
Tel: 760-322-6366
Fax: 760-321-2682
UL License #689256

Date
10-29-09

Job Name
Peabody's Cafe

Job Address
**134 S. Palm Canyon
Palm Springs, CA**

Sign Type
**Blade Sign: Double
Sided Illuminated
Routed Out Lettering
with Exposed Neon
Accent Pieces**

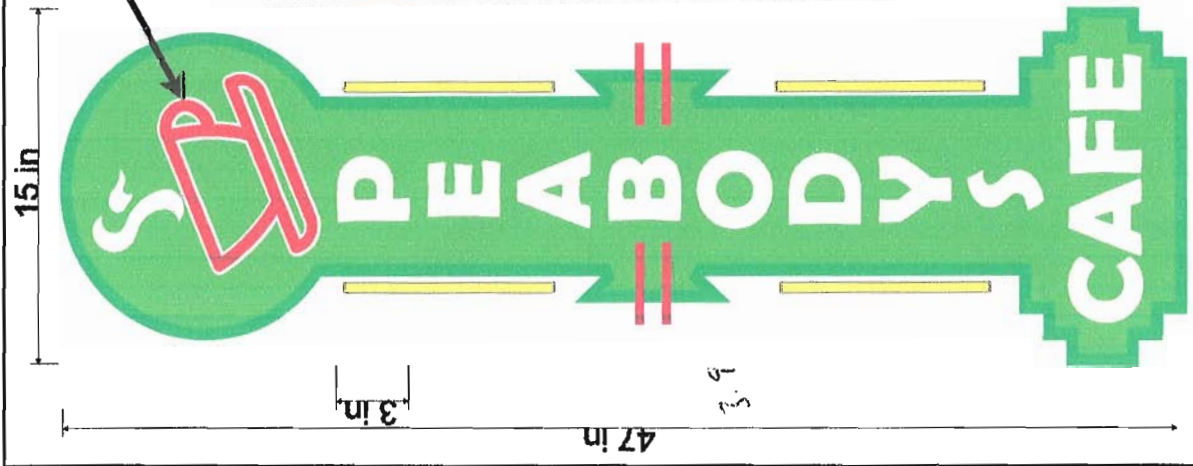
Colors
**Crimson Red, Spring
Green, Natural White
Neon: Red & Yellow**

Sign Artist:

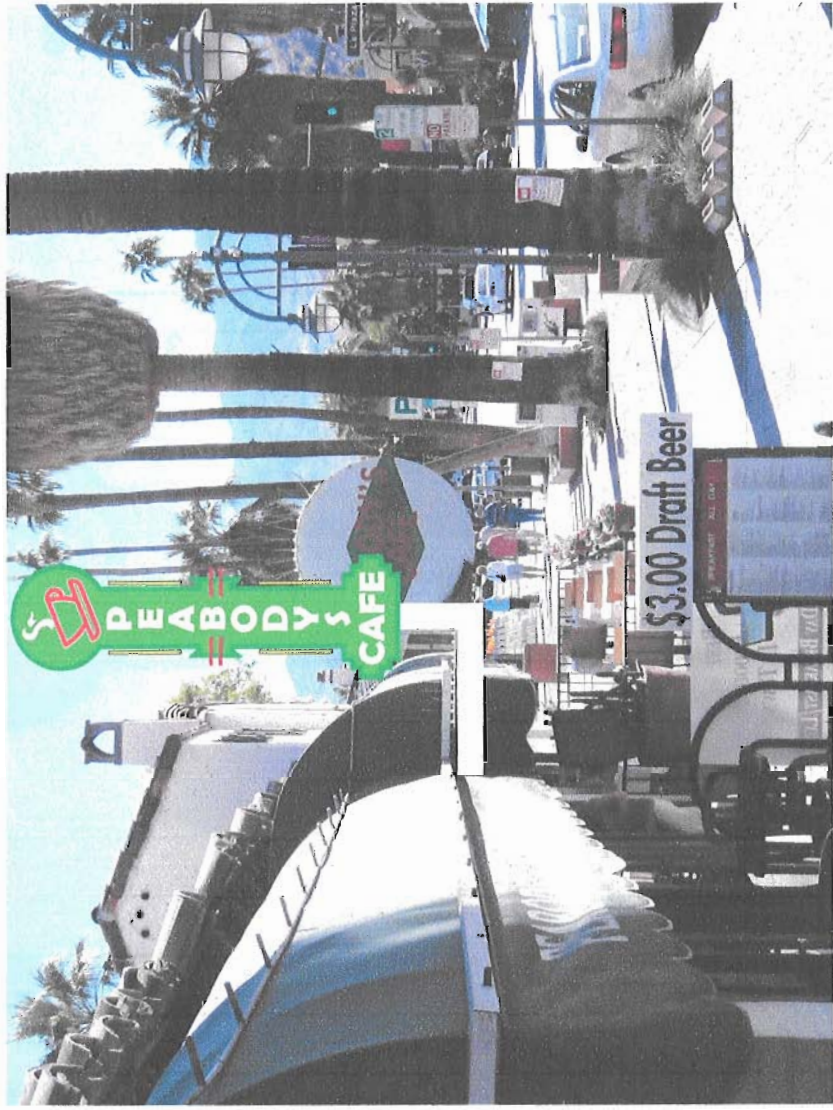

Drawing #
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1.25



Note: Added White
Border 10-13-09



Total frontage = 29'
Total sign = 4.89'

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PLANNING SERVICES
DEPARTMENT

Approved with Changes Date Final Approval Date

DISCLAIMER: All ideas, designs, arrangements and plans indicated or represented by this drawing are owned and property of Rofline Neon Sign Company Inc. They were created, evolved, and developed only for use on and in connection with this specific project. None of such ideas, designs arrangements or plans shall be used by or disclosed to any person, firm or corporation for any purpose whatsoever without written permission. If they are shared the client will be billed the designing fee (min. \$500.00).

68895 Perez Rd. I-18
Cathedral City, CA 92234

Tel: 760-322-6366
Fax: 760-321-2682

UL License #6889256

Date
11-10-09

Job Name
body's Cafe

Job Address
134 S. Palm Canyon
Palm Springs, CA

Sign Type
Side Profile and
Mounting Details

Colors
Crimson Red, Spring
Green, Natural White
Neon: Red & Yellow

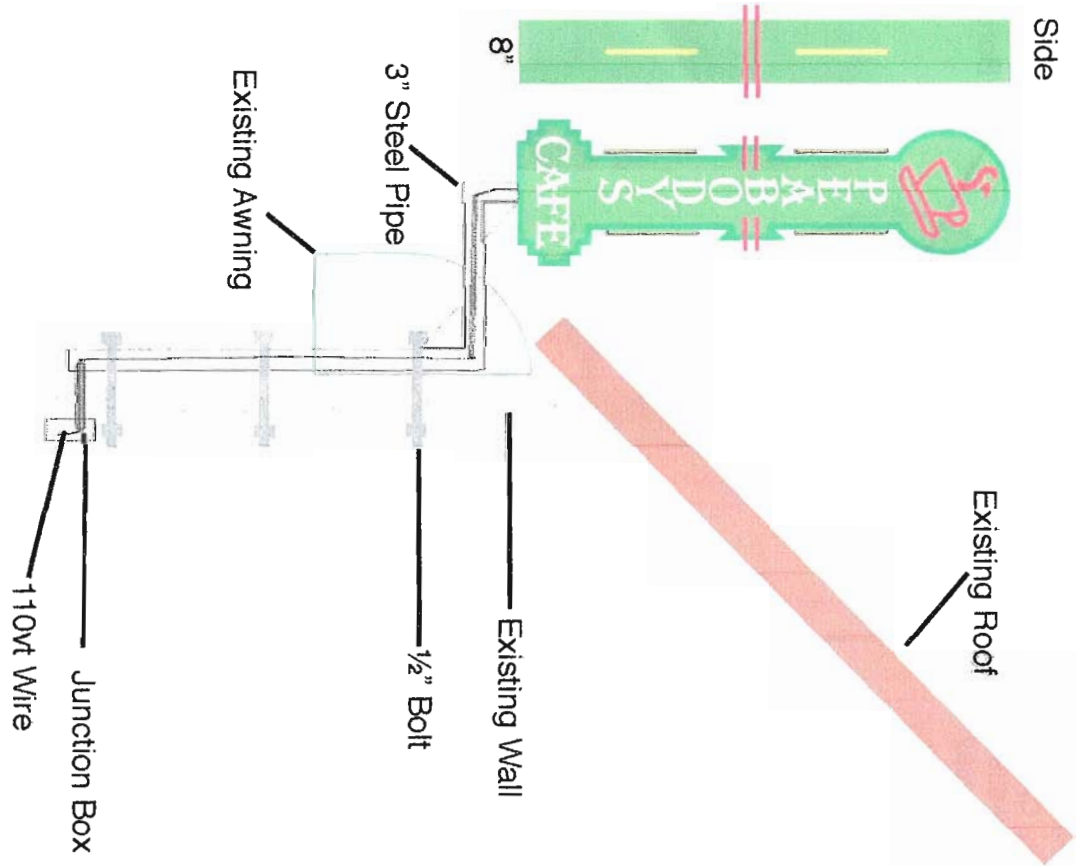
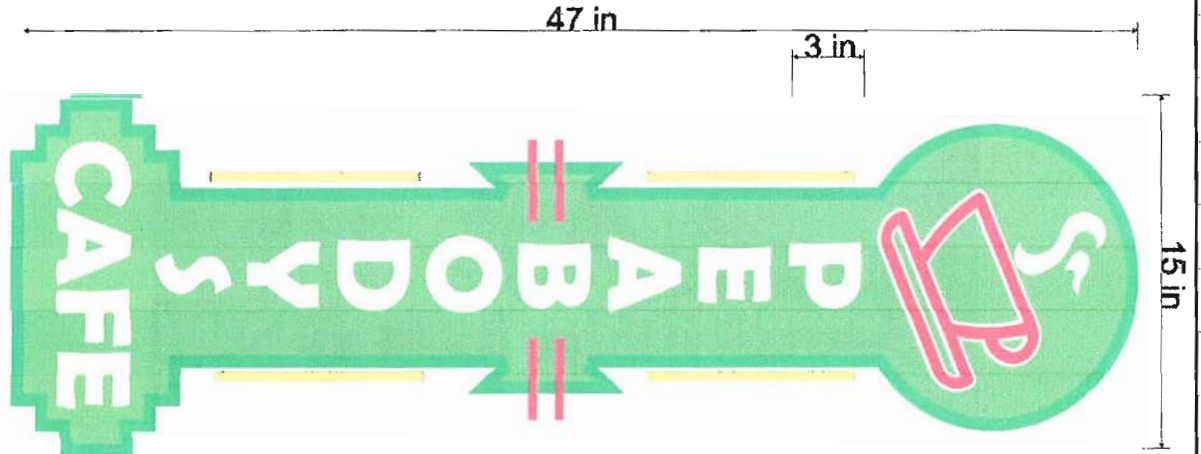
Sign Artist:



Drawing #

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Cathedral City, CA 92234
Tel: 760-322-6366
Fax: 760-321-2682
UL License #689256

Date
11-24-09

Job Name
Peabody's Cafe

Job Address
134 S. Palm Canyon
Palm Springs, CA

Sign Type
Side Profile and
Mounting Details

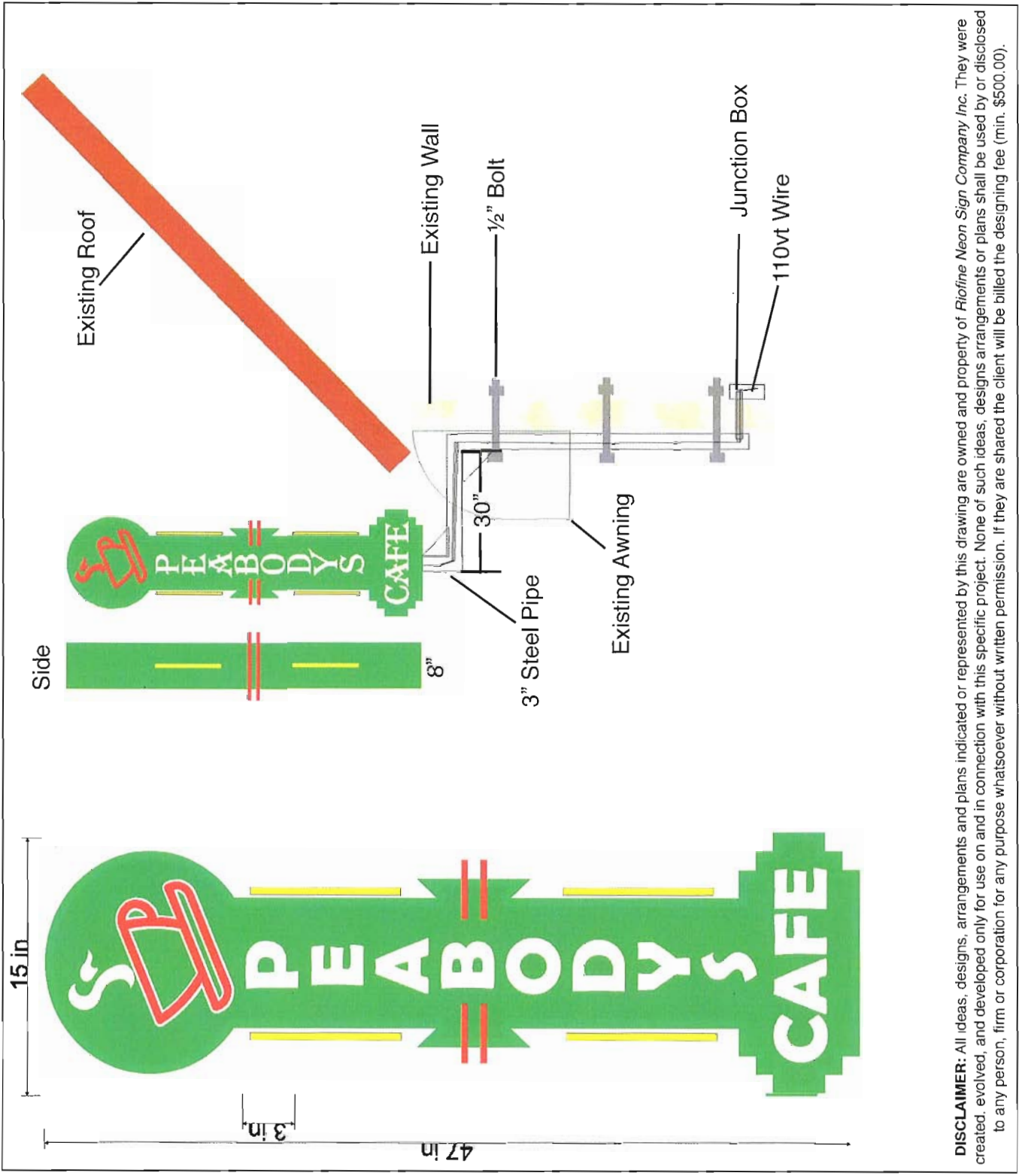
Colors
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Green, Natural White
Neon: Red & Yellow

Sign Artist:

Drawing #

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