



Historic Site Preservation Board Staff Report

Date: December 8, 2009

Case No.: 09-115 Sign – HSPB # 53

Application Type: Revised Sign

Location: 499 S. Palm Canyon Drive

Applicant: Chase Bank

Zone: CBD (Central Business District)

General Plan: CBD (Central Business District)

APN: 513-213-005

From: Glenn Mlaker, Assistant Planner

PROJECT DESCRIPTION

The certificate of approval request is for one Chase Bank corporate octagon logo sign placed above the main building entrance. Sign to be constructed of horizontal brushed stainless steel with halo illumination located at the former Coachella Valley Savings and Loan a Class 1 historic site.

RECOMMENDATION

That the Historic Site Preservation Board approve the certificate of approval request for one Chase Bank corporate octagon logo sign placed above the main building entrance according to submitted drawings.

PRIOR ACTIONS TAKEN ON THE PROJECT

On December 12, 2006 the Board initiated the study and investigation of this site for possible recommendation to City Council for Class 1 designation.

On August 21, 2007 the Historic Site Preservation Board voted to recommend to the City Council that the property at 499 South Palm Canyon Drive, the Coachella Valley Savings and Loan be designated as a Class 1 historic site.

On April 2, 2008 the City Council voted to approve the resolution designating the property at 499 South Palm Canyon Drive, the Coachella Valley Savings and Loan as a Class 1 historic site.

On February 22, 2009 Planning Department Staff approved a temporary sign permit for Chase Bank with a condition that a plan for permanent signs be submitted for HSPB approval.

On October 6, 2009 the Historic Site Preservation Board reviewed a sign program proposal for Chase Bank and approved a monument sign and two ATM signs. HSPB instructed applicant to re-submit a new proposal for the sign above the building entrance.

BACKGROUND AND SETTING

The property located at 499 South Palm Canyon Dr. was designated as a Class 1 historic site in 2008. 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 HSPB at their October 6, 2009 meeting reviewed a sign program for Chase Bank and approved one monument sign and two ATM signs. The proposal for a blue internally lit octagon logo sign located above the front entrance was rejected. In giving direction to the applicant, HSPB referred the applicant to a drawing of the original Coachella Valley Savings and Loan which shows a metal logo sign off-set from the building wall and up-lit.

DESCRIPTION AND ANALYSIS

The sign is proposed to be 25 square feet, brushed stainless steel as a representation of the Chase Corporate logo (stylized octagon). The sign will be mounted 1.5 inches off the wall in the upper 1/3 of the white panel above the front entrance and illuminated from behind resulting in a halo effect.

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 proposed revised octagon sign at the Chase Bank located at 499 S. Palm Canyon Drive and finds that the project will not be detrimental to the overall historic nature of the building.

The distinctive architectural elements of the building will not be compromised and the new sign will not be a detriment to the overall aesthetic look of the property. Those elements of the building which date to 1960 will not be altered. Staff has concluded that

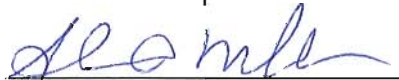
the proposed sign will not affect the historic designation of the site, and recommends that the HSPB issue a certificate of approval.

ENVIRONMENTAL ASSESSMENT

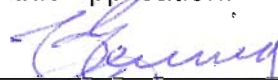
This project is categorically exempt from environmental review per Section 15301(L), (1) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION

There are no public notification requirements for this application.



Glenn Mlaker,
Assistant Planner

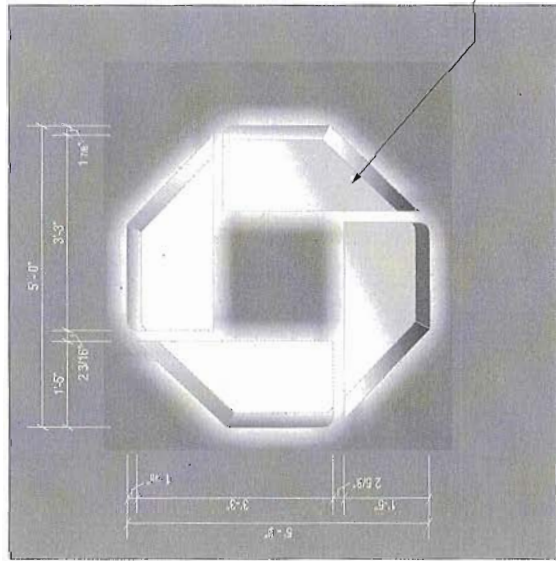


Craig A. Ewing, AICP
Director of Planning Services, AICP

ATTACHMENTS

1. Sign Program
2. Site Photographs

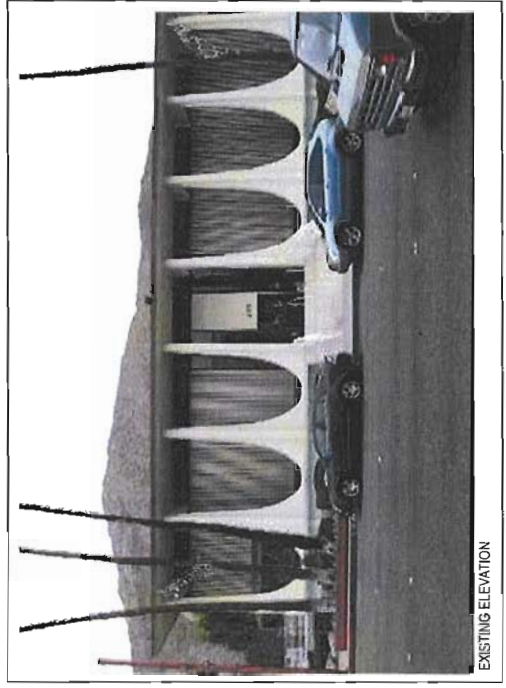




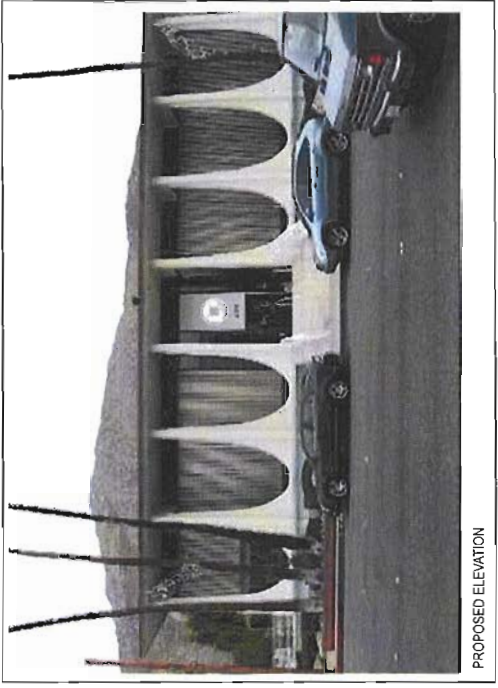
10 DIMENSIONAL WALL OCTAGON- SCU-OCT-EXT-60-CUST (OPTION 1)
SCALE: 1/2" = 1' 0"
CUST - CHANGED TO 60"



HORIZONTAL BRUSHED STAINLESS STEEL WITH HALO ILLUMINATION
1 1/2" STAND OFFS
SIDE VIEW
SCALE 1/2" = 1' 0"



EXISTING ELEVATION



PROPOSED ELEVATION

