



## Historic Site Preservation Board Staff Report

Date: April 13, 2010

Case No.: 10-030 and 3.1098 – HSPB # 22 – La Plaza

Application Type: Sign Permit and Re-Paint

Location: 119 South Indian Canyon Drive

Applicant: Bill Tracy – Bill's Pizza

Zone: CBD (Central Business District)

General Plan: Central Business District

APN: 513-144-009

From: Glenn Mlaker, Assistant Planner

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### **PROJECT DESCRIPTION**

The certificate of approval request is for signage on a new dark green awning valance, several signs on the front glazing, and a repaint of the building exterior overhang to terra cotta for Bill's Pizza restaurant located at 119 South Indian Canyon Drive, HSPB 22 - La Plaza a Class 1 historic site.

### **RECOMMENDATION**

That the Historic Site Preservation Board approve a certificate of approval request for the placement of signage on a new dark green awning valance, several signs on the front glazing and a repaint of the building exterior overhang to terra cotta color at Bills Pizza restaurant.

## **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 La Plaza containing the location of the new Bill's Pizza restaurant located at 119 South Indian 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 multiple signs on a new awning valance, several signs on the restaurant glazing, the placement of a new dark green awning and a re-paint of the building over hang a terra cotta color. Currently the restaurant is under construction and all former business signs and awnings have been removed. A land use permit for outdoor seating along with an encroachment agreement to include the tables and umbrellas within the City right-of-way has been issued.

## **DESCRIPTION AND ANALYSIS**

La Plaza does not have a formal sign program, and the City of Palm Springs Zoning Code (PSZC) states that signs in the Central Business District (CBD) shall be limited to the following standards:

### **Proposed Signs**

#### ***Awning Signs***

*Signs can be applied to awnings according to the following criteria:*

*(A) Letters shall be a maximum height of fourteen (14) inches and located on the front face or any valance element of the awning. The sign area shall not exceed twenty (20) percent of the total awning area with a maximum area equal to one (1) square foot per linear foot of awning width.*

*(B) A logo may be incorporated into the sign, with additional sign area allowed; provided, the total sign does not exceed thirty (30) percent of the total awning area with a maximum of one and one-half (1½) square feet per linear foot of awning width.*

(C) *Letters and logos shall be sewn or silk-screened onto the awnings in an approved contrasting color.*

(D) *Each awning that is separated by a distance of at least eight (8) inches may contain an identical sign except that the size of the sign shall be determined by the width of each separate awning. The combination of such signs shall be deemed as one (1) sign for purposes of this section.*

**Proposed Awning Signs – Analysis:**

Awning length = 67 feet (107.2 sq. ft.) facing Indian Canyon Drive.  
Total signage proposed = 30.5 square feet.  
Total percentage = 30% of signage for total awning area.

Awning length = 33 feet (50 sq. ft.) facing La Plaza  
Total signage proposed = 10.6 square feet  
Total percentage = 30% of signage for total awning area.

The lettering will be affixed to the awning and will be white. The font and style of the “Bill's Pizza” is considered a corporate logo.

The awning signs as proposed meet the standards set forth by the PSZC.

***Signs on Glazing.***

*Lettering and logos may be applied directly onto glazed areas according to the following requirements:*

(A) *Signs on glazing shall be limited to the first floor of buildings.*

(B) *Letters are to be a maximum height of ten (10) inches.*

(C) *The total area of the sign shall be no greater than forty (40) percent of the total glazed area upon which it is applied or fifteen (15) square feet, whichever is smaller.*

(D) *Acceptable sign techniques are sandblasted or etched glass, professionally-painted lettering, professionally- and custom-fabricated and -applied vinyl, metal leaf and stained glass.*

(E) *Each glazed area on either side of a customer entrance may contain an identical sign. The combination of such signs shall be deemed as one (1) sign for purposes of this section.*

### **Proposed Glazing Signs – Analysis:**

Restaurant frontage = 67 feet facing Indian Canyon Drive.  
Total signage proposed = 5.5 square feet. (2.5 sq. ft. each sign)  
Total percentage allowed = 40 % for total sign area.

Restaurant frontage = 33 feet facing La Plaza.  
Total signage proposed = 5.5 square feet. (2.5 sq. ft. each sign)  
Total percentage allowed = 40 % for total sign area.

The lettering will be affixed to the front glass and will be white. The font and style of the “Bill’s Pizza” is considered a corporate logo.

The glazing signs as proposed meet the standards set forth by the PSZC.

### **Proposed Awning Color**

The proposed new awning will be constructed out of a fire resistant material attached to a metal frame. The proposed awning color will be dark green as represented by the material sample. Similar dark green awnings with signage exist on the adjacent building to the north of the subject property.

### **Building Repaint**

The proposal is to repaint the underside of the building overhang a terra cotta color as represented by the color sample. The overhang was painted without a permit and the existing color will be painted over. The proposed paint color does not currently exist at the La Plaza property.

### **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 36 square foot of signage facing South Indian Canyon Drive and 16 square feet of signage facing La Plaza for a total of 52 square feet located at 119 South Indian Canyon Drive and finds that the project will not be detrimental to the overall historic nature and setting of the La Plaza.

The distinctive architectural elements of the building and site will not be compromised and the addition of the new dark green awning including signage is similar to other awnings in the CBD zone and will not be a detriment to the overall aesthetic look of the property. Staff has concluded that the new awnings, signs and repaint 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, AICP  
Assistant Planner



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

## **ATTACHMENTS**

1. Sign Drawings
2. Awning Sample
3. Paint Sample
4. Site Photographs



41945 BOARDWALK, SUITE L  
 PALM DESERT, CA 92211  
 PH 760.776.9907  
 FX 760.776.9844

Date: 04-05-10

Job#: 41333

Salesperson: dv

Graphic Artist: PC

Proof: 6\*\*\*\*\*

YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN CONTENT AND LAYOUT, RELEASING SIGN-A-RAMA FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE, COMMENSURATE WITH MATERIALS USED. THIS DESIGN IS PROPRIETARY PROPERTY AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF SIGN-A-RAMA.



APPROVAL SIGNATURE

DATE

**SIZE**

See right

**COLOR**

- White
- 4 Color process

**MATERIAL**

Vinyl

19" X 60"      13.9" X 50.5"



8.44" X 36"

12" X 57.5"

19" X 396" 1/3 size

7.6" X 40.3"



11.25" X 48"      14" X 67"      10.1" X 53.7"

19" X 804" 1/4 size

14" X 67"      10.1" X 53.7"

13.7" X 14.3"



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**MATERIAL**

Vinyl

DOORS

89" X 24.5" 89" X 24.5"



7.25" X 22.3"

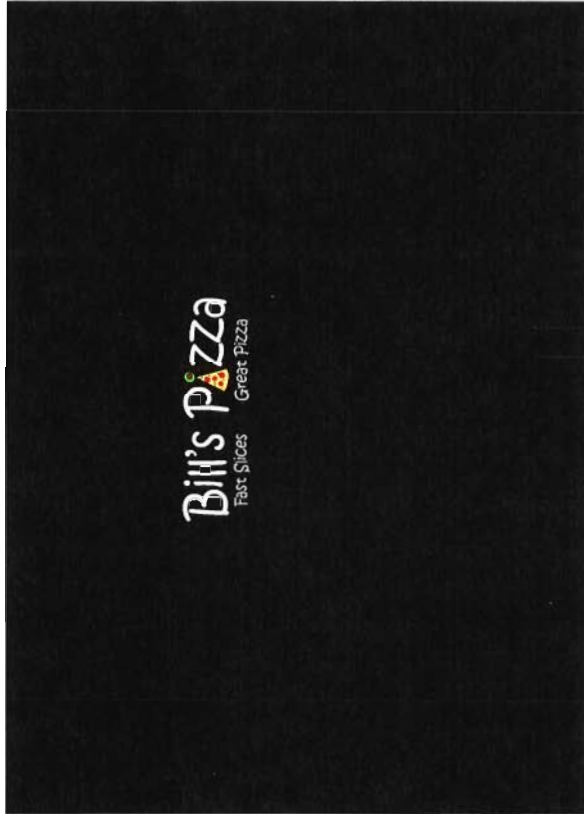
10" X 33"



Face LA Plaza  
87" X 88"

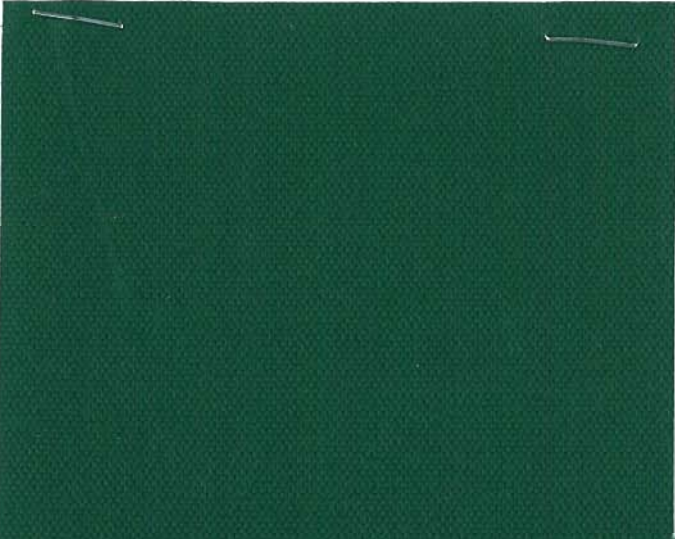
10" X 33" Face Indian canyon Dr.  
87" X 120"

87" X 84"



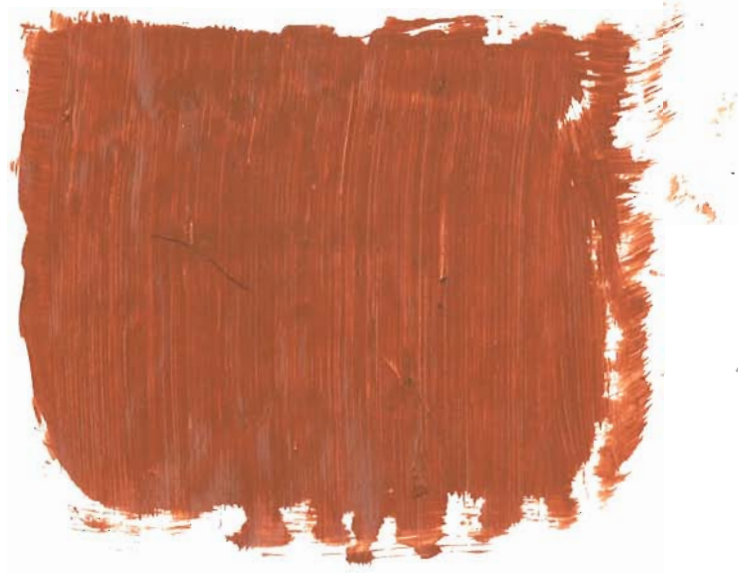
# Calliope<sup>®</sup>

## Fire Resistant Awning and Tent Fabric

- 
- 60 inches wide, 12.5 oz. per sq. yd.
  - Two-ply 100% polyester plain weave, coated with cleanable pigmented polymeric resin.
  - Maximum resistance against wear and fading from wind, water, mildew and sunlight.
  - Meets California State Fire Marshal requirements F-76.06 and passes UL214 as to Flammability Only.
  - Superior Tensile Strength 450 lbs. x 350 lbs.
  - Hydrostat (cm) 90+.
  - Heat sealable.
  - 5-Year Manufacturer's Limited Warranty.



# PAINT SAMPLE



Acrylic  
SemiGloss

Terra-cotta





