

# HSPB Marker Policy (DRAFT)

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## **LARGER COMMERCIAL SIZE MARKER**

- Largest approved marker is 20 x 20 inches.
- Made of aluminum, it works aesthetically with more modern architecture.
- It is primarily used for commercial and may be used for large estate-size residential sites.
- Maximum number of characters, including spaces, is 310
- Widest line can contain no more than approximately 49 characters.
- Maximum number of lines deep are 16, including spacing.
- Characters are always centered.
- Copy should break for readability.
- Words should never be broken.
- Re-write for readability and a clean look.
- Name of site is in largest font, always in capital letters and may have to be broken into two decks, for example.:

**SANTA FE FEDERAL  
SAVINGS & LOAN**

- Name of a commercial site is always the name of the first occupant, rather than subsequent occupant or owner such as Washington Federal Savings and Loan or Chase Bank, for example:

**SANTA FE FEDERAL  
SAVINGS & LOAN**

- Name of a partial site designation can be named accordingly. For example:

**PALM SPRINGS  
INTERNATIONAL AIRPORT  
WEST FACADE**

- The line following the name is the year the site was completed.
- This year line is always in upper and lower case.
- The year line floats in space between the site title and the descriptive copy.
- The year line is in smaller font carried out through the body copy until the two lines at the bottom, which are in the smallest font size.
- It is always the year the structure was built or developed if it is a non-structure. For example:

**SANTA FE FEDERAL  
SAVINGS & LOAN**

Built in 1957

- The first line of the descriptive copy states the name of the architect or, if unknown, the name of the builder. For example:

**SANTA FE FEDERAL  
SAVINGS & LOAN**

Built in 1957

Architect - E. Stewart Williams

- Body copy follows the designation of architect. It is in the same font size and upper and lower case. It can consist of stand-alone descriptive phrases or complete sentences as long as the content is understandable. There is no space between the architect line and the descriptive copy. For example:

**SANTA FE FEDERAL  
SAVINGS & LOAN**

Built in 1957

Architect - E. Stewart Williams

A modern interpretation of the bank as a temple,  
in a human scale. Expansive glass, exposed  
structural steel and pierced aluminum screens  
float above a concrete base.

- Depending on the depth of the copy lines, leave one or two spaces between the last line of body copy and the standard two final lines indicating site No. and class designation.
- First of last two lines is as follows:  
Historic Site No. \_\_ -- Class One
- Second of two final lines is always as follows: City of Palm Springs - the date approved by the council.
- The final two lines are in a slightly smaller font than the body copy.
- Commercial companies, advocacy groups or other preservation groups are never to be credited with designation in lieu of the city. The City Council always makes the final designation as on behalf of the City of Palm Springs. Note last two copy lines in this example:

## **SANTA FE FEDERAL SAVINGS & LOAN**

Built in 1957

Architect - E. Stewart Williams

A modern interpretation of the bank as a temple,  
in a human scale. Expansive glass, exposed  
structural steel and pierced aluminum screens  
float above a concrete base.

Historic Site No. 54 ---Class One  
City of Palm Springs ---May 6, 2009

### ***SMALLER RESIDENTIAL SIZE MARKER***

- The residential markers are made of bronze.
- The marker can accommodate no more than 286 characters.
- The widest line can be no more than 50 characters wide.
- The marker can be no more than 14 lines deep including blank lines.
- Characters are always centered.
- Copy should break for readability.
- Words should never be broken.
- Re-write for readability and a clean look.

- Descriptive copy may be in phrases, rather than complete sentences, to provide maximum descriptive copy.
- Name of a residential marker is either the name of the original owner who commissioned the architect or contracted directly to build the house. Or, it could be a name that the community has used to describe the house over time. This is a matter of judgment. For example:

A house named for the original owner:

## **DE BRABANT HOUSE**

A house known for a famous film script written by an occupant:

## **CASABLANCA ADOBE**

- The second line is the date line. It is in a smaller font in upper and lower case. It floats in space between the site name and the body copy. For example:

## **CASABLANCA ADOBE**

Built in 1936

- The body copy is in upper and lower case. For example:

## **CASABLANCA ADOBE**

Built in 1936

Residence of Palm Springs Pioneer Pearl McManus,  
in Vernacular Adobe Style. From 1945-1954,  
home of Oscar-winner Howard Koch ("Casablanca")  
and haven for McCarthy Era blacklisted writers.

- Depending on the depth of the copy lines, leave one or two spaces between the last line of body copy and the standard two final lines indicating site No. and class designation.
- First of last two lines is as follows:  
Historic Site No. \_\_ -- Class One
- Second of two final lines is always as follows: City of Palm Springs - the date approved by the council.
- The final two lines are in a slightly smaller font than the body copy.

- Commercial companies, advocacy groups or other preservation groups are never to be credited with designation in lieu of the city. The City Council always makes the final designation as on behalf of the City of Palm Springs. Note last two copy lines in this example:

## **CASABLANCA ADOBE**

Built in 1936

Residence of Palm Springs Pioneer Pearl McManus,  
in Vernacular Adobe Style. From 1945-1954,  
home of Oscar-winner Howard Koch ("Casablanca")  
and haven for McCarthy Era blacklisted writers.

Historic Site No. 68 --- Class One  
City of Palm Springs --- June 17, 2009

- The policy should apply to the vast majority of Class One designations. There will always be exceptions to the policy. Common sense should prevail.

Submitted by HSPB Marker Sub-Committee, January 2011.

Sheila Grattan