



Historic Site Preservation Board Staff Report

Date: March 8, 2011
Case No.: SI 08 -168
Application Type: Signage
Location: 1090 North Palm Canyon Drive
APN: 505-265-001
Applicant: Michael H. Lord
Zone: C1 / R3 (Retail Business Zone)
General Plan: MU (Mixed Use)
By: Craig A. Ewing, AICP, Director of Planning Services

PROJECT DESCRIPTION

An application by Michael H. Lord, owner of Michael H. Lord Gallery, for approval to amendment of sign approval to allow exterior lighting for the property at 1090 North Palm Canyon Drive, a Class 1 historic site (HSPB 12), known as the El Mirador Garage.

RECOMMENDATION

That the Historic Site Preservation Board grant a Certificate of Approval for the proposed amendment.

PRIOR ACTIONS TAKEN ON THE PROJECT

On November 14, 1984, the Historic Site Preservation Board (HSPB) recommended the El Mirador Garage to the City Council for Class 7 designation (equivalent to a Class 1 designation).

On February 6, 1985, the City Council designated El Mirador Garage as a Class 5 (equivalent to current Class 2) Historic Site rather than a Class 7 (equivalent to current Class 1) Site due to concerns regarding the feasibility of rehabilitating the structure.

On February 6, 1985 the City Council considered the recommendation and adopted Resolution No. 15426, designating the El Mirador Garage as a Class 5 (equivalent to a Class 2 site) Historic Site.

In 1986, the El Mirador Garage was rehabilitated by Arnie and Elaine Horwitch and opened as the largest art gallery in the Coachella Valley.

On January 17, 1990, staff initiated the re-designation of the El Mirador Garage to Council for Class 1 status based on the 1984 HSPB recommendation and the successful rehabilitation of the Garage. The El Mirador Garage was designated a Class 1 Historic Site by the unanimous vote of Council.

On January 13, 2009, the HSPB granted a Certificate of Approval to allow exterior signs for the Michael Lord Gallery.

On January 11, 2011, the HSPB determined that exterior lighting appeared to be newly added to the exterior of the property and requested that the property owner submit an amendment to the sign approval.

BACKGROUND AND SETTING

The applicant has filed a request to amend the sign approval to allow the use of exterior lighting above the approved wall signs for the Michael Lord Gallery. Presently, there appear to be four to five fixtures on each side of the porte cochere, beneath the roof eave and above the sign lettering.

The applicant indicates that lighting beneath the roof eave can be found on historic photographs of the building, and that the new fixtures are merely an update of the existing lighting. Historic and contemporary photographs are attached to this memo.

Staff has concluded that the building does appear to have always had exterior lighting. It is not clear how the lighting was installed; it is possible that the wiring was not concealed, but provided in exterior conduit. In any case, staff has concluded that the new lighting does not adversely affect the historic character of the building and that the lighting and conduit may be removed at any time in the future without causing damage to the historic structure.

REQUIRED FINDINGS

The Palm Springs Municipal Code provides guidance for processing applications for alteration to historic structures in Chapter 8.05.180 as follows:

No person may undertake any of the following within or upon a Class 1 historic site without a certificate of approval from the historic site preservation board:

- (1) *Construction of a new structure;*
- (2) *The moving, demolition or alteration of an existing structure in any manner which affects the exterior appearance of the structure;*
- (3) *A change in land use which affects the exterior appearance of a structure or the interior arrangement of public buildings;*
- (4) *The erection, remodeling or replacing of a sign which affects the exterior appearance of a structure.*

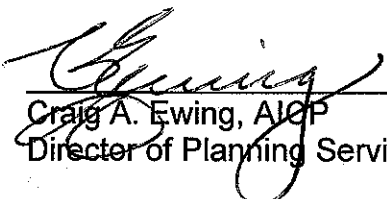
Staff has evaluated the amendment against the historic defining characteristics of the site and against the Zoning Code's Signage Ordinance. Staff finds that the proposed lighting will not have a significant impact on the historic defining characteristics of this site. Staff recommends that the HSPB issue a Certificate of Approval for proposed amendment to add exterior lighting.

ENVIRONMENTAL ASSESSMENT

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

NOTIFICATION

There are no public notification requirements for this application.



Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

1. Signage application
2. Related photographs and graphics



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

For City use only.

SIGN PERMIT-SI / SP # 08-168 AMND

Sign Address 1090 N. PALM CANYON DR., PALM SPRINGS, CA 92262
APN 505-265-001 Zone CI/F3 Gen. Plan _____ Section 10 Township 4 Range 4
Business Name MICHAEL H. LORD GALLERY Date Submitted 2/10/11
Applicant MICHAEL LORD Phone 760-699-8957
Fax 760-699-8962 E-mail ART@MICHAELHLORDGALLERY.COM
MICHAEL.LORDGALLERY@GMAIL.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

Type of Sign:

- | | | |
|---|---|---|
| <input type="checkbox"/> Subdivision | <input type="checkbox"/> Trade Construction | <input 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:

AMENDMENT TO ADD LIGHTING TO PREVIOUSLY APPROVED
Sign Company _____ Representative _____
Street Address _____ City _____ State _____ Zip 92264
Phone _____ Fax _____ E-mail Address _____

Design:

Number of Existing Signs 3 Square Footage for Each 13 SF
Number of Proposed Signs _____ Square Footage for Each _____
Materials _____ Colors _____
Type of Lighting NEW LIGHTING UTILIZING EXISTING CONDUIT (HALOGEN)
Location and Method of Mounting _____
Height of Freestanding Sign _____
Linear Frontage of Business _____

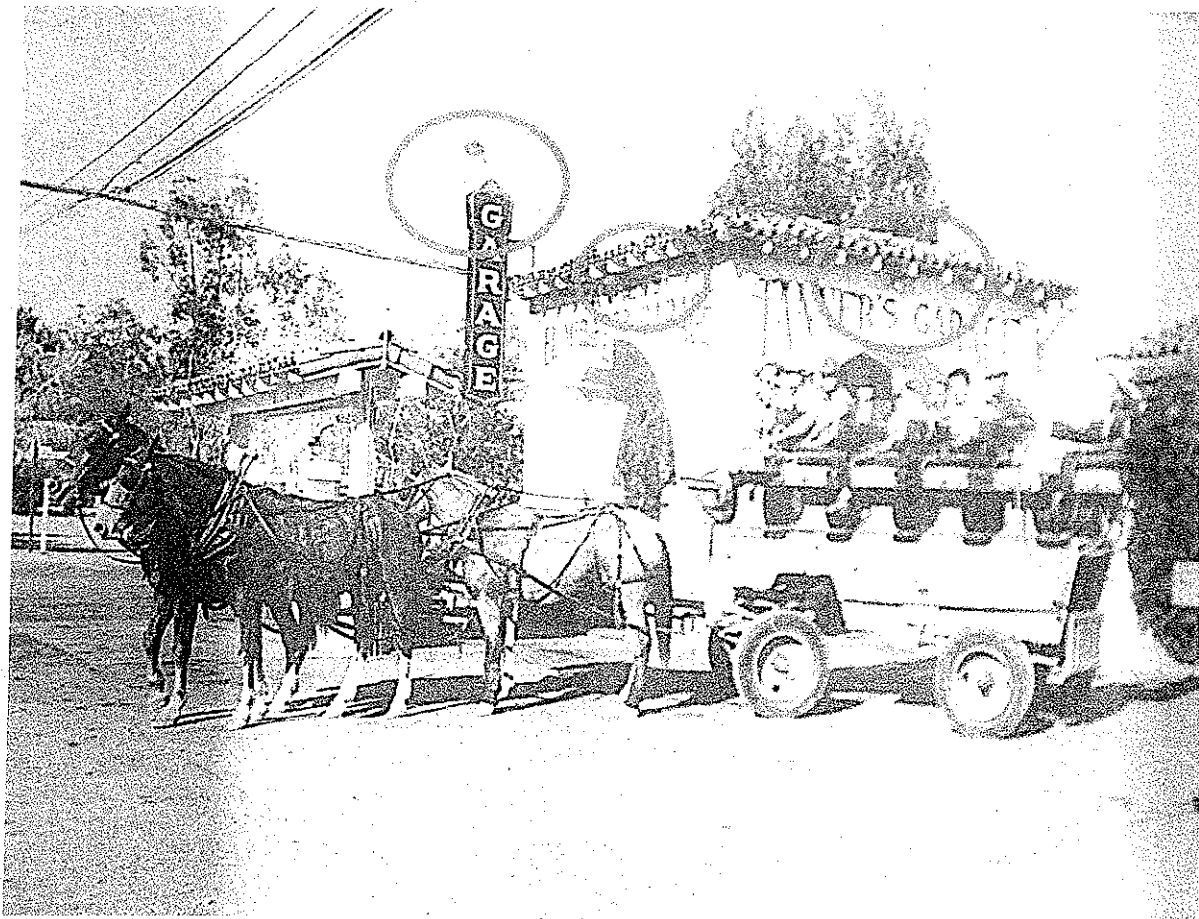
Conditions of Issuance - To be completed by Planning Services Department:

- 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 	Planning Services Signature	Date of Approval	Account Numbers 001-32205 001-34308
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PLEASE NOTE THE RED CIRCLES DENOTE EXISTING CONDUIT/LIGHTING WHICH HAS BEEN USED AND UPDATED FOR CURRENT LIGHTING.



City of Palm Springs

Department of Planning Services

3200 E. Tahquitz Canyon Way • Palm Springs, California 92262
TEL: (760) 323-8245 • FAX: (760) 322-8360 • TDD: (760) 864-9527

January 12, 2011

MCB Properties
448 East Fourth Street
Hinsdale, IL 60521

RE: Exterior Sign Lighting at 1090 N. Palm Canyon Drive

Dear Sir / Madam:


At its meeting of January 11, 2010, the Palm Springs Historic Site Preservation Board (HSPB) determined that the exterior lighting at 1090 N. Palm Canyon Drive appears to be newly added, as compared to the photograph submitted with the sign approval for the Michael Lord Gallery in January 2009. As a result, the Board requested that an amendment to the sign approval be submitted for Board review.

Absent any further evidence that exterior light fixtures were present prior to the 2009 sign approval, we respectfully request that you forward an application for an amendment to the sign approval at your earliest convenience. An application form and the original request are attached to this letter. Please note that the fee for the request is \$127.

To avoid any enforcement action in this matter, we would request that the application be submitted within the next 30 days, not later than February 11, 2011.

If you have any questions, feel free to call me at 760-323-8269.

Sincerely,


Craig A. Ewing, AICP
Director of Planning Services

Attachments

cc Michael Lord Gallery; 1090 N. Palm Canyon Drive, Palm Springs, CA 92262



Stud Mounted Flat Cut Acrylic Letters

Customer:	Michael H. Lord
Company:	Michael H. Lord Gallery
Address:	1090 N. Palm Canyon Dr.
City:	Palm Springs CA 92262
Phone:	760-699-8957
Fax:	

Job No.:	Date:	12/29/2008
Order Date:	Salesperson:	
Sign Dimensions:	Estimate:	
Comments:	Frontage on Palm Canyon = 75 ft	



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

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APN 505-265-001 Zone SI/E3 Gen. Plan _____ Section 10 Township 9 Range 4
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Applicant MICHAEL LORD Phone 760-699-8957
Fax 760-699-8962 E-mail MICHAEL.LORDGALLERY@GMAIL.COM
CALL FIRST

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Type of Sign:

Subdivision Trade Construction Permanent Main
 Pedestrian Directory For Sale/Lease Permanent Pedestrian
 Convenience Temporary Menu Board

Designer:

Sign Company SIGNS BY TOMORROW Representative LARRY DEITZ
Street Address 73-850 DINAH SHORE DR. City PALM DESERT State CA Zip 92211
Phone 760-324-7446 Fax 760-324-8964 E-mail Address PALMDESERT@SIGNSBYTOMORROW.COM

Design:

Number of Existing Signs _____ Square Footage for Each _____
Number of Proposed Signs 3 Square Footage for Each 13 SQ FEET
Materials 1/2" LASER CUT BLACK ACRYLIC Colors BLACK
Type of Lighting NONE
Location and Method of Mounting STUD-MOUNTED
Height of Freestanding Sign NONE
Linear Frontage of Business 75 FT ON FRONT / 50 FT ON SIDE

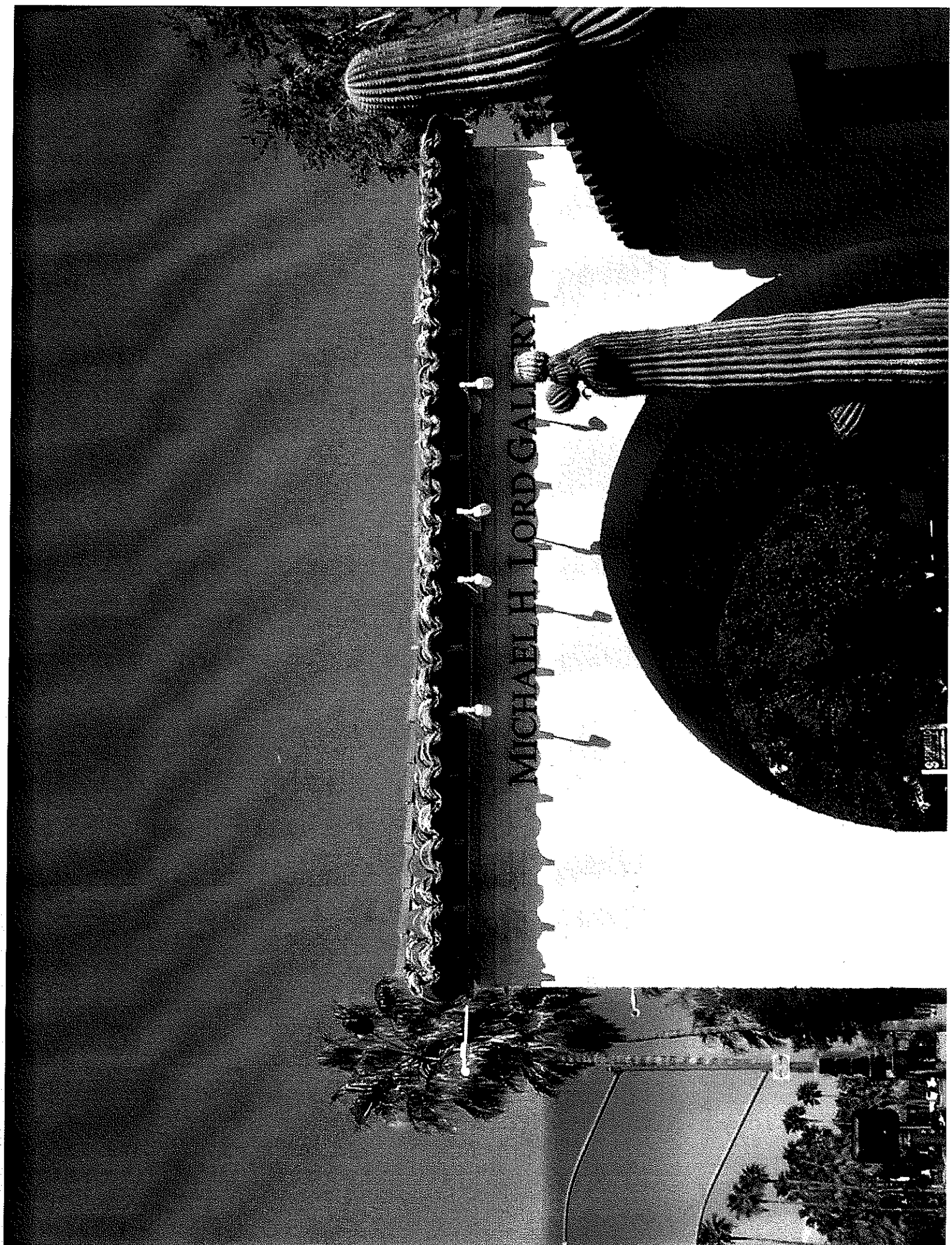
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WORLD LETTERS

