



Historic Site Preservation Board Staff Report

Date: June 14, 2011

Case No.: 11-058 – HSPB # 22 La Plaza

Application Type: Sign Permit

Location: 160-C South Palm Canyon Drive

Applicant: Jim Cross, Best Signs representing Bobby G's

Zone: CBD (Central Business District)

General Plan: Central Business District

APN: 513-144-009

From: Glenn Mlaker, AICP, Assistant Planner

PROJECT DESCRIPTION

The certificate of approval request is for one fourteen (14) square foot sign on the building facing La Plaza; and one 5.35 square foot sign on existing sidewalk overhang facing South Palm Canyon Drive, both signs to be internally illuminated channel lettering with green faces for Bobby G's men's clothing store at 160-C South Palm Canyon Drive, HSPB 22 - The Plaza a Class 1 historic site.

RECOMMENDATION

That the Historic Site Preservation Board approve a certificate of approval request for the placement of two (2) internally illuminated signs.

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.

On June 6, 2011 the Architectural Advisory Committee (AAC) reviewed the sign proposal and recommend by a vote of 4-1-2 (No, Harlan; absent Purnel, Fredericks) to approve two signs as submitted.

BACKGROUND AND SETTING

The Class 1 historic site - La Plaza commercial shopping center includes the 3,000 square foot tenant space to be occupied by Bobby G's, located at 160-C South Palm Canyon Drive. 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 two signs on the building at the corner of La Plaza and South Palm Canyon Drive (former Desmonds store). The first proposed sign will be located above the second-story windows, fourteen (14) square feet in size with sixteen (16) inch internally illuminated channel letters, color to be "New Zealand Forest". The second sign to be attached to the end of an existing sidewalk overhang, sign size to be 5.35 square feet with ten (10) inch internally illuminated channel letters with matching color. Both signs will glow white at night. The signs will be in the same location as the former tenant, however the proposed signs are smaller in size.

DESCRIPTION AND ANALYSIS

The La Plaza shopping center 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. Bobby G's will have a linear frontage along La Plaza of 30 feet and along South Palm Canyon Drive of 60 feet. The proposed signs are 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 signs will both meet this requirement.

The most recent tenant of this space, Desmonds, occupied a total of 12,000 square feet. The new tenant, Bobby G's, will lease approximately 3,000 square feet leaving a remaining 9,000 square feet of space to be leased. Potential signs for these tenants will be reviewed by HSPB as sign applications are received. Additional tenant signage could be located on other parts of the building.

The AAC reviewed the sign proposal at their June 6, 2011 meeting and made comments ranging from; the proposal is consistent in size with other signs at La Plaza; to a member requesting a 25% reduction in the sign size and elimination of internally illuminated lettering. The AAC voted (4-1-2, No Harlan, absent Purnel, Fredericks) to recommend approval with no conditions.

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 two internally illuminated channel letter signs located on the building at 160-C South Palm Canyon Drive and finds that the project will not be detrimental to the overall historic nature and setting of the La Plaza shopping center.

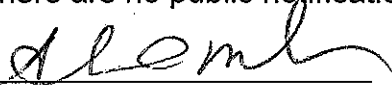
The distinctive architectural elements of the building and site will not be compromised and the addition of the two new signs in the same location as the previous tenant will not be a detriment to the overall aesthetic look of the property. Staff has concluded that the new sign proposal will not affect the historic designation of the site, and recommends that the HSPB issue a certificate of approval.

ENVIRONMENTAL ASSESSMENT

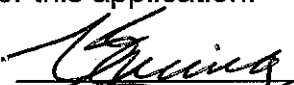
This project is categorically exempt from environmental review per Section 15301(L), (1) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION

There are no public notification requirements for this application.



Glenn Mlaker, AICP
Assistant Planner



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

ATTACHMENTS

1. Sign Drawing
2. Historical Site Photographs

Client:
BOBBY G's

Project:
STORE IDENTIFICATION
Project Address:
160 S PALM CANYON DR
PALM SPRINGS CA

Account Representative:
JIM CROSS

Designer:
JRC

Date:
MAY 26, 2011

Scale:
AS SHOWN

File name:
B/BobbyGs/City Permit

Revisions:

Client Approval:

BEST SIGNS
INCORPORATED

1550 S. Gene Aubrey Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090

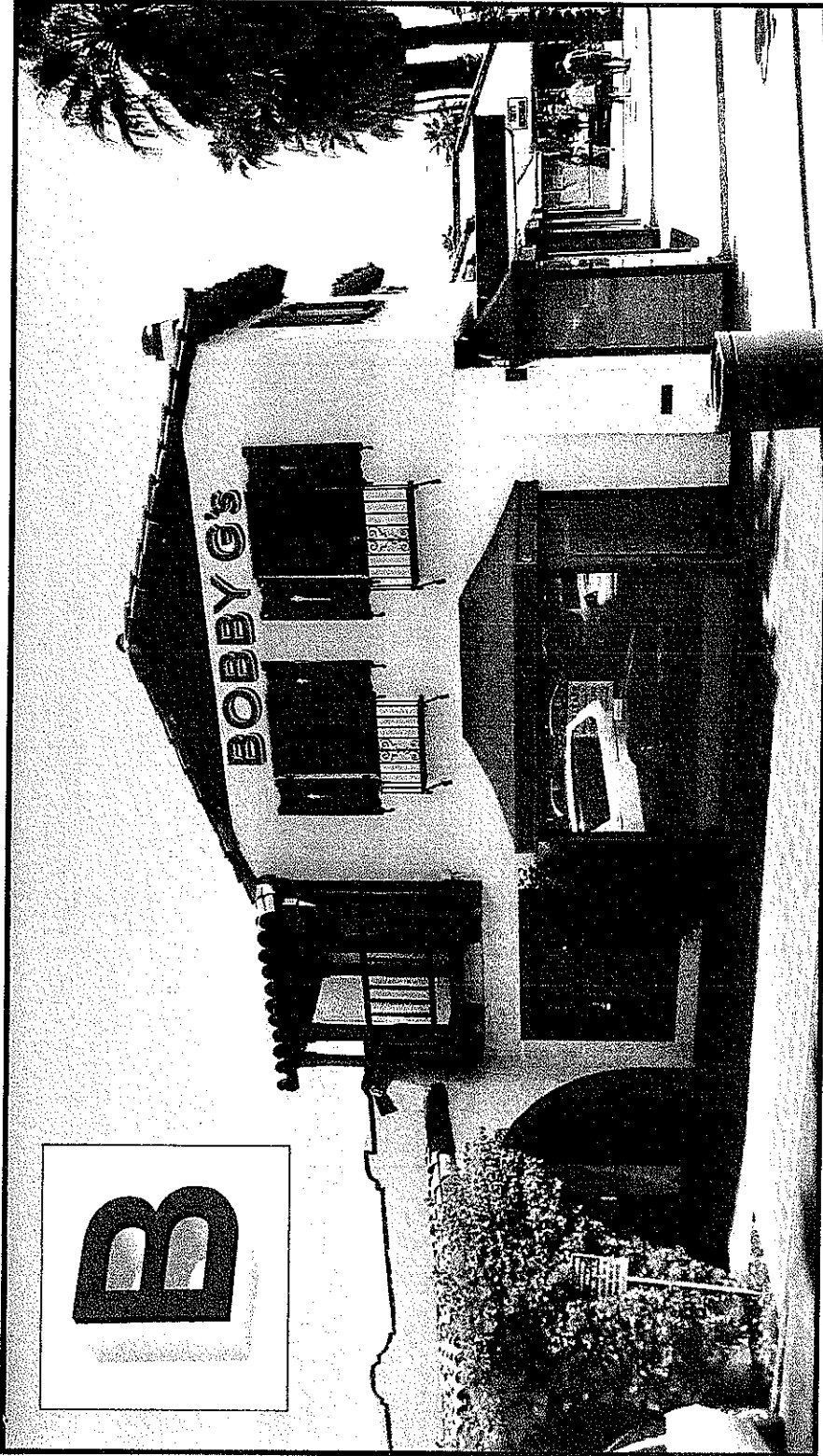


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Drawing No. 1



BUILDING ELEVATION A

20'-0"
10'-8"

BOBBY G'S

14 sq. ft. sign area

Fabricate And Install Individual Channel Letters with Day/Night Flex Face Scale: 3/8" = 1'-0"
All aluminum construction channel letters with white LED internal illumination. Day/Night perforated vinyl
to match MP 06183 New Zealand Forest (PMS 350) on Plex Faces to match La Plaza's shutter and trim color.
Matching painted trim cap. 3" Returns painted white. Typical Illuminated Channel Letter Installation.

Client:
BOBBY G's

Project:
STORE IDENTIFICATION

Project Address:
**160 S PALM CANYON DR
PALM SPRINGS CA**

Account Representative:
JIM CROSS

Designer:
JRC

Date:
MAY 26, 2011

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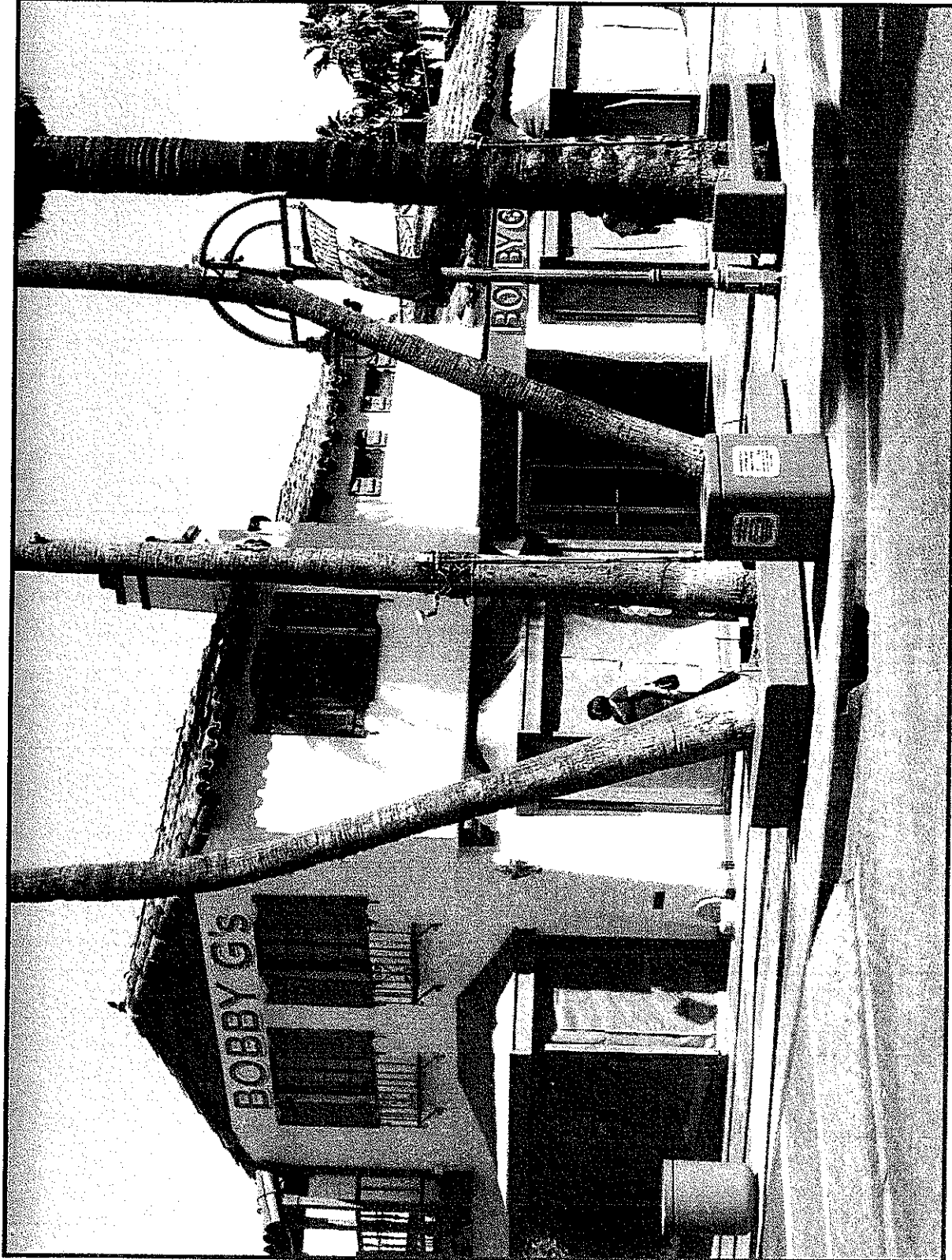
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Drawing No. **3**



BOTH BUILDING ELEVATIONS

Client: **BOBBY G's**
 Project: **STORE IDENTIFICATION**
 Project Address: **160 S. PALM CANYON DR
 PALM SPRINGS CA**

Account Representative: **JIM CROSS**
 Designer: **JRC**
 Date: **MAY 26, 2011**

Scale: **AS SHOWN**
 File name: **R/BobbyGs/City Permit**
 Revisions:

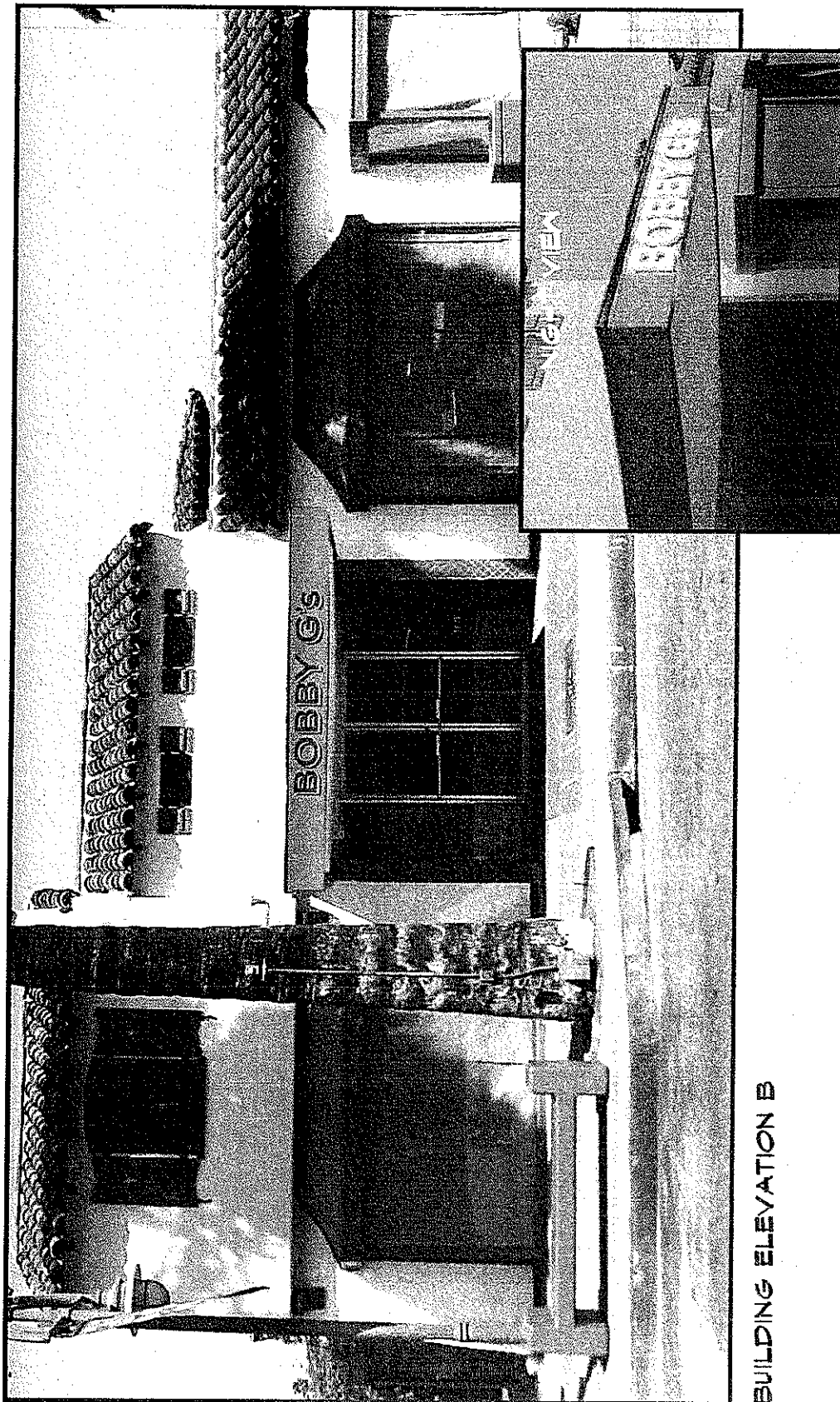
Client Approval:

RESTSIGNS
 INCORPORATED
 1550 S. Gene Av/try Trail
 Palm Springs, CA 92264
 TEL: (760) 370-3042
 FAX: 760-320-2090

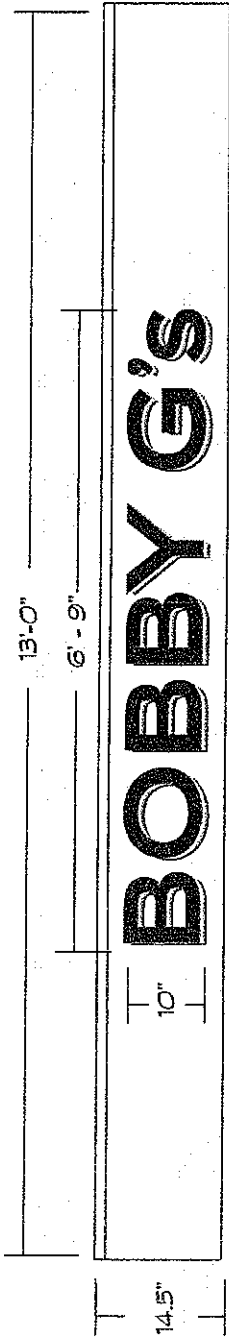


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BUILDING ELEVATION B



5.35 sq. ft. sign area

Fabricate And Install Individual Channel Letters with Day/Night Plex Face Scale: 1/2" = 1'-0"
 All aluminum construction channel letters with white LED internal illumination. Day/Night perforated vinyl to match MP 06183 New Zealand Forest (PMS 350) on Plex Faces to match La Plaza's shutter and trim color. Matching painted trim cap. 3" Returns painted white. Typical Illuminated Channel Letter Installation.

Client:
BOBBY G's

Project:
STORE IDENTIFICATION

Project Address:
**160 S PALM CANYON DR
PALM SPRINGS CA**

Account Representative:
JIM CROSS

Designer:
JRC

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Revisions:

Client Approval:

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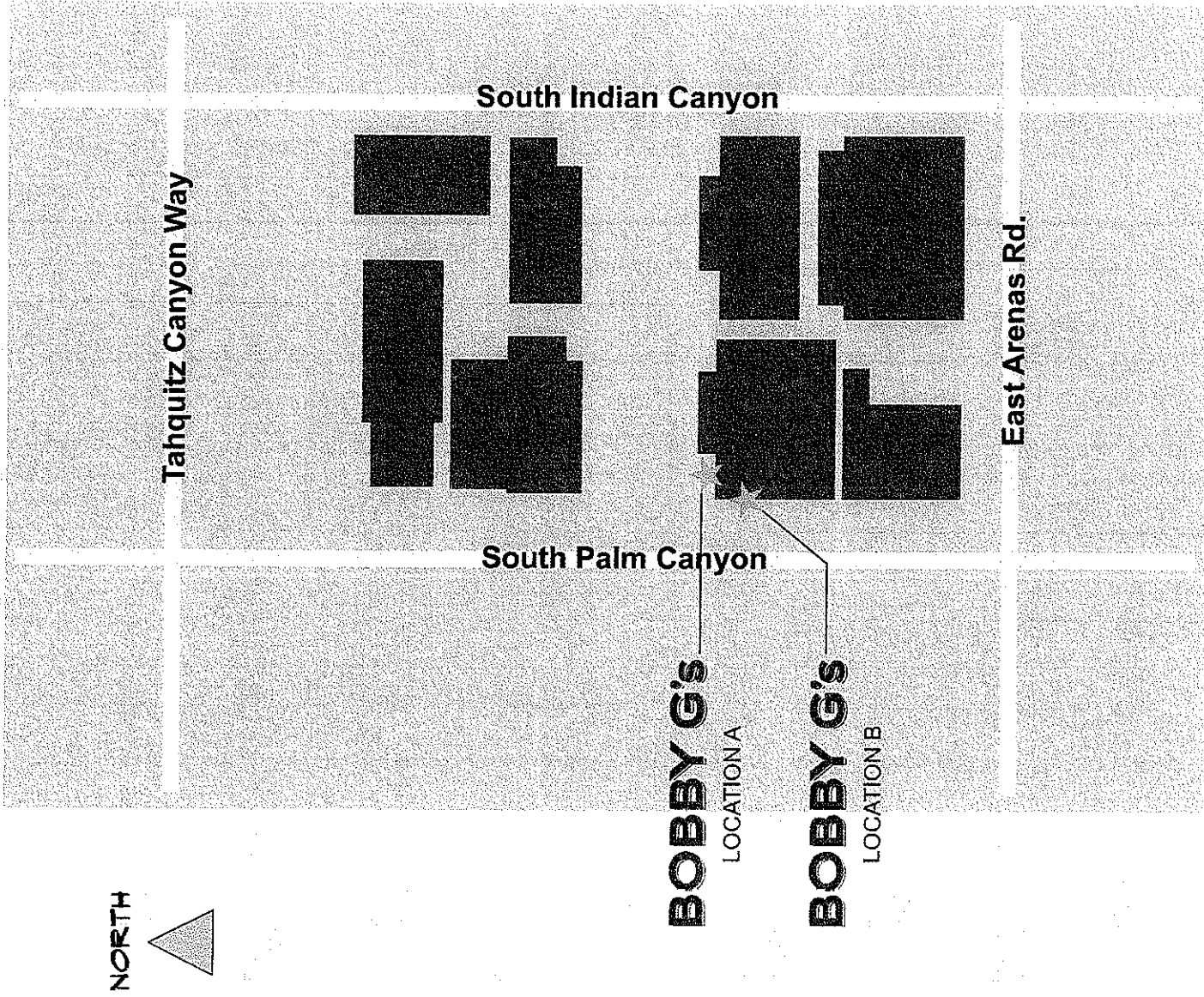
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Client: BOBBY G'S

Project: STORE IDENTIFICATION
160 S PALM CANYON DR
PALM SPRINGS CA

Account Representative:
JIM CROSS

Designer:
JRC

Date: MAY 26, 2011

Scale: AS SHOWN

File name: B/BobbyGs/City Permit

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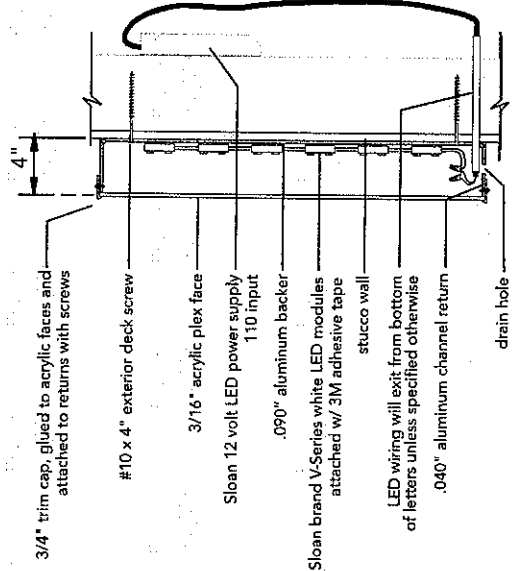
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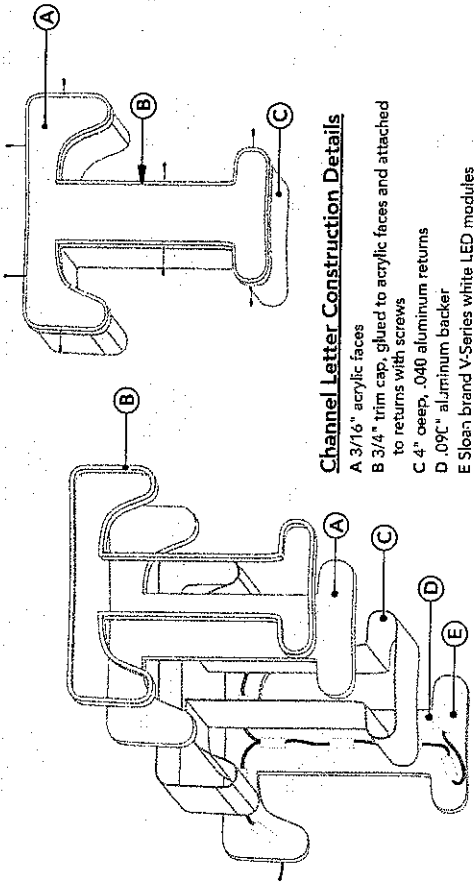
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Method of Attachment/Stucco Wall with plywood

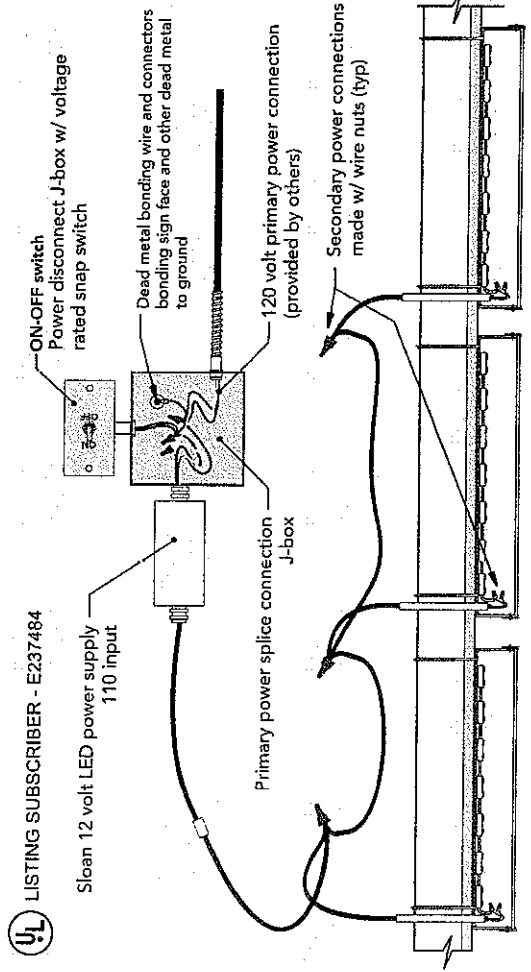


Channel Letter Construction Details

- A 3/16" acrylic faces
- B 3/4" trim cap, glued to acrylic faces and attached to returns with screws
- C 4" deep, .040 aluminum returns
- D .090" aluminum backer
- E Sloan brand V-Series white LED modules

NOTE: Letters to be illuminated with Sloan LED modules

Construction Details



Electrical Wiring Installation

Typical Front-Lit Pan Channel Letter Details
Not to Scale

Lighting Designer

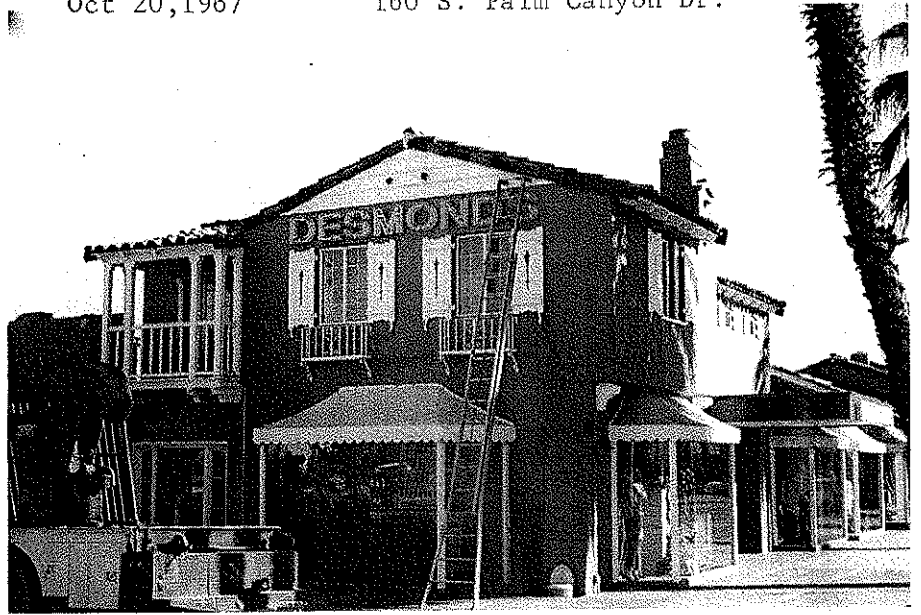


UL LISTING SUBSCRIBER # 799046-001

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code, 2007/CBC, 2007 CEC and/or other applicable local codes. This includes proper grounding and bonding of sign. Title-24 compliant 2005 Energy Standards section 6.8.

Oct 20, 1967

160 S. Palm Canyon Dr.



Oct 20, 1967

160 S. Palm Canyon Dr.

