



Historic Site Preservation Board Staff Report

Date: September 13, 2011

Case No: 11-077 Sign – Alcazar Hotel

Application Type: Certificate of Approval – New Signs

Location: 645 N. Indian Canyon Drive

Applicant: Alcazar Hotel (Former Pepper Tree Inn)

Zone: R-3 (Multi-Family Residential and Hotel Zone)

General Plan: NCC (Neighborhood Community Commercial)

APN: 505-303-029

From: Glenn Mlaker, AICP, Assistant Planner

PROJECT DESCRIPTION

The proposal is part of a rebranding project for the Alcazar Hotel (formally Pepper Tree Inn) for the placement of three signs to include a refacing of the existing monument sign; a low wall sign; and a hotel wall sign. The building is a contributing structure within the Las Palmas Business Historic District located at 645 N. Indian Canyon Drive.

RECOMMENDATION

That the Historic Site Preservation Board approve the placement of three signs at the hotel site as proposed.

PRIOR ACTIONS TAKEN ON THE PROJECT

On September 27, 1991, Planning Staff approved a repaint of all buildings at the Pepper Tree Inn according to submitted paint samples.

On September 11, 2002, the Planning Commission granted a request to construct a new hotel / restaurant building including the painting of all buildings "La Habra Adobe" color at 622 N. Palm Canyon Drive.

On November 9, 2010, the Historic Site Preservation Board issued a certificate of approval to paint six (6) hotel buildings "white" and conditioned the approval on future sign changes to be reviewed by HSPB.

On March 8, 2011, the Historic Site Preservation Board issued a certificate of approval for a revised landscape plan for the hotel site.

BACKGROUND AND SETTING

The property located at 645 North Indian Canyon Drive is located within the Las Palmas Business Historic District which is comprised of two types of buildings; contributing and non-contributing structures. The site has previously been known as the Pepper Tree Inn located at the southern end of the historic district and is considered to be a contributing structure. Contributing structures within the historic district are subject to Class 1 regulations.

The Las Palmas Business Historic District is the first historic district established in the City of Palm Springs. While it was created by the City Council in 1986, the District was not implemented until August 2009. The City Council adopted a map of the District for contributing and non-contributing structures. (See attached map) In the twenty-three years since the District was established, no applications were reviewed under the terms of the District. During that time, many permits were issued for new development and for renovations or remodels of existing buildings. It is staff's position that all development that received permits prior to August 2009 is grandfathered, notwithstanding the lack of any District-level review.

HSPB has reviewed several certificate of approval requests associated with the Pepper Tree Inn including a building repaint, revised landscaping and new construction at the adjacent restaurant site (Cheeky's and Birba).

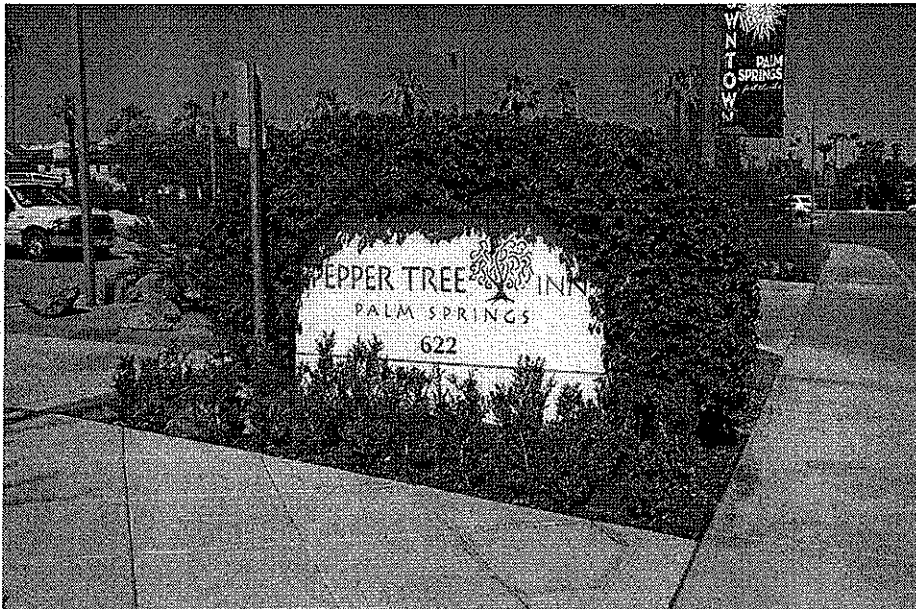
DESCRIPTION AND ANALYSIS

The former Pepper Tree Inn is undergoing a rebranding project to include a new name – Alcazar Hotel. As part of the upgrades, three new signs are being proposed as follows:

- The existing freestanding monument to be resurfaced and painted white with new aluminum cut-out faces with push thru acrylic letters in a dark navy color equaling 10.9 square feet.

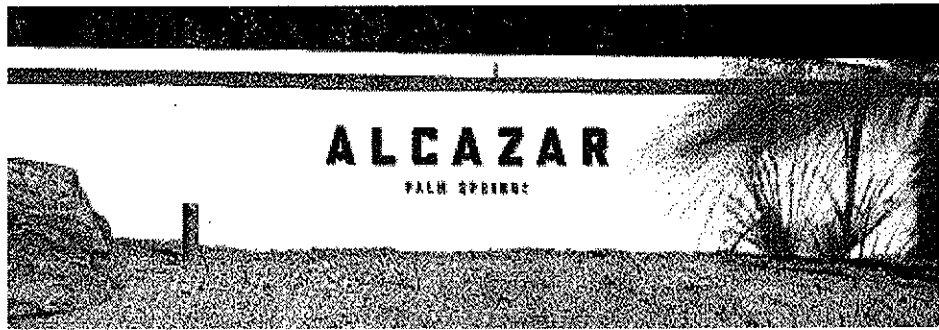


Proposed 10.9 sq. ft. monument sign

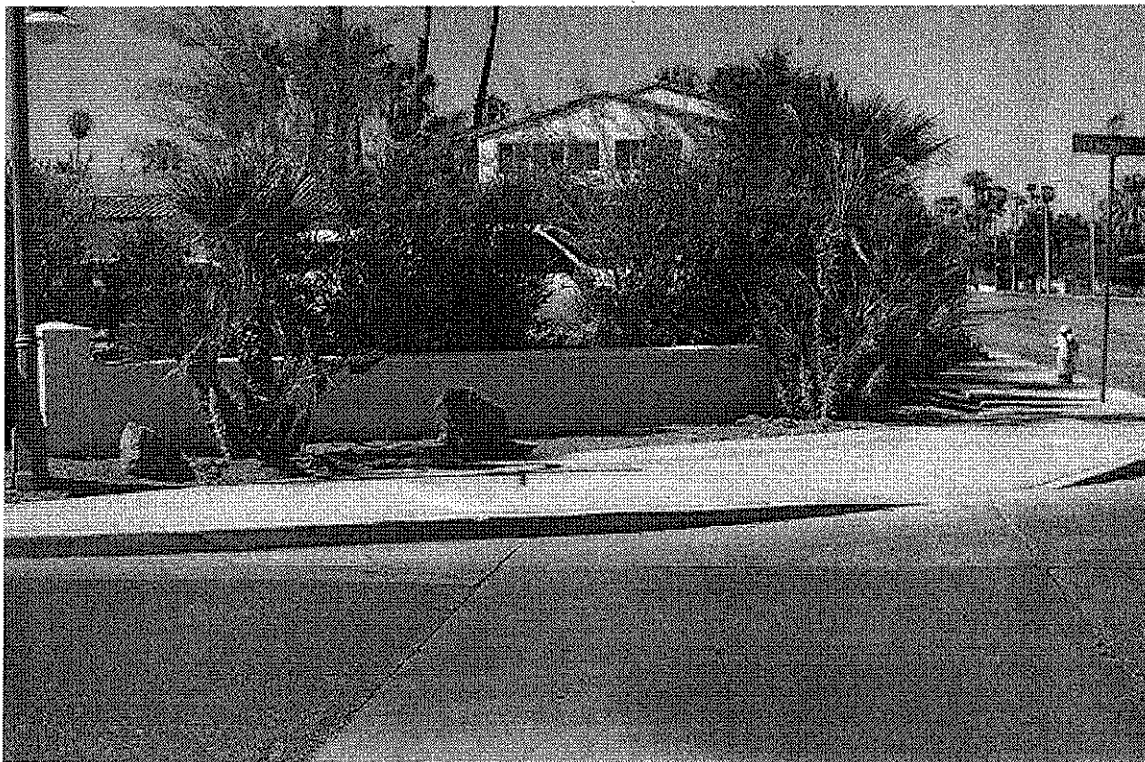


Existing Monument Sign to be refaced

- A new 3.2 square foot non-illuminated aluminum letter sign navy in color mounted on existing low wall facing the corner of Indian Canyon Drive and Gran via Valmonte.

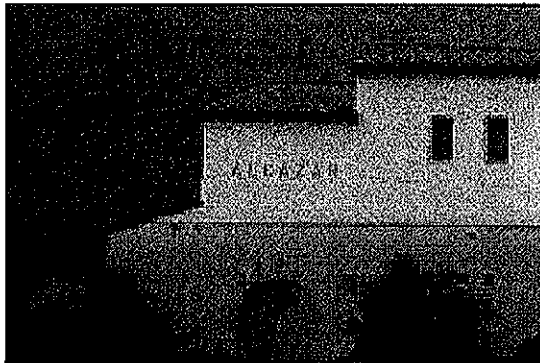


Proposed 3.2 sq. ft. wall sign

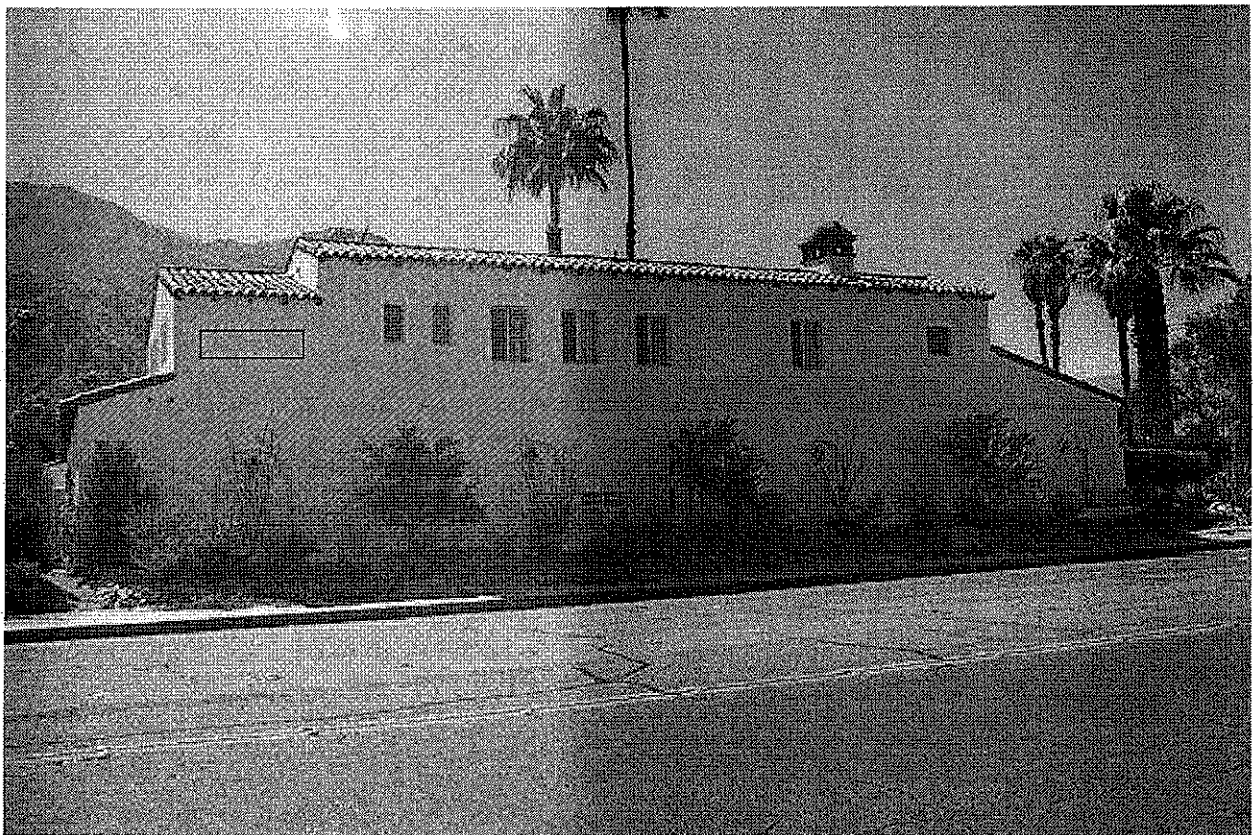


Location of sign on low wall at corner

- A new 12.1 square foot non-illuminated sign with aluminum letters navy in color mounted on the upper level hotel building wall facing Indian Canyon Drive.



Proposed 12.1 sq. ft. hotel wall sign



Location of building wall sign.

Section 93.20.06(A)(1) of the Palm Springs Zoning Code provides the criteria to permit multiple signs associated with a resort hotel as listed below:

93.20.06 Permitted signs—Apartments, hotels, resort hotels and residential mobile home parks.

1. Apartments, Hotels, Condominium Complexes and Residential Mobile home Parks.

Apartments, hotels and residential mobile home parks shall be allowed one (1) sign of twenty (20) square feet, plus one (1) additional square foot of sign area for each

separate rental unit to which the sign pertains. A "separate rental unit" as used herein shall mean each room or combination of rooms for which a separate lodging charge is made. Such signs shall include in their design layout all accessory signs. The total sign area for this use shall not exceed a maximum of fifty (50) square feet. The criteria to be used in designing and locating these signs shall be those of proportion, simplicity, utility and compatibility with surrounding uses and development. One (1) additional sign may be permitted if the street frontage is greater than, and the signs are separated by a distance of no less than, one hundred seventy (170) feet; if multiple signs are allowed, they shall be located at street intersections or access drives.

In reviewing the proposal, staff notes that the total sign area of 26.2 square feet is determined by a rectangle that encloses all portions of each of the proposed signs, and does not exceed the maximum allowed 50 square feet. Any additional signs that may be proposed in the future will be reviewed by the HSPB, and in no case would the total sign area of all signs exceed 50 sf.

FACTORS TO BE CONSIDERED

Section 8.05.180 of the Municipal Code provides for factors to be considered upon an application or alteration of a contributing structure within an Historic District are as follows:

8.05.180 Approval required

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;*

The proposed signs at the Alcazar Hotel a contributing structure within the Las Palmas Business Historic District is subject to Class 1 building regulations. The proposed signs will not alter the buildings in a manner that affects the exterior appearance of the structures. The design of the signs to include aluminum letters in a navy color mounted to a low wall or building will not alter the exterior of the hotel in a manner that is detrimental to the Historic District.

- (3) A change in land use which affects the exterior appearance of a structure or the interior arrangement of public buildings;*

No change in land use is proposed by the request.

- (4) The erection, remodeling or replacing of a sign which affects the exterior appearance of a structure.*

The refacing of the one monument sign to be 10.9 square feet painted white with aluminum cut-out faces with push thru acrylic letters dark navy color and the placement of two wall signs constructed out of non-illuminated aluminum letters navy in color will not significantly affect the exterior appearance of a structure.

8.05.190 Factors to be considered upon application.

In reviewing and acting upon each application, the historic site preservation board shall consider:

(1) *The historic value and significance, or the architectural value and significance or both, of the structure and its relation to the historic value of the surrounding area;*

Staff has evaluated this application for the placement of three new signs at the rebranded Alcazar Hotel and finds that the signs will not diminish the significance of the contributing structure.

(2) *The relationship of the exterior architectural features of any structure to the rest of the structure itself and to the surrounding area;*

The addition of three signs will not alter the distinctive and unique architectural elements of the rebranded Alcazar Hotel and will not compromise this contributing structure. The new signs will not be detriment to the overall aesthetic look of the property and will allow the hotel to continue to be a viable commercial business and will further the intent of the Las Palmas Business Historic District.

(3) *The general compatibility of exterior design, arrangement, texture and material which is proposed by the applicant;*

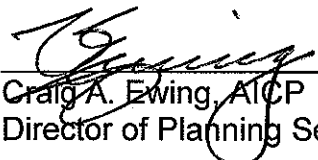
The new signs being of simple design and muted colors will be compatible with other hotel signage within the historic district. Other contributing hotel buildings within the Historic District have similar demure signage and the proposed signs will be consistent with these structures within the Historic District.

CONCLUSION

Staff has concluded that the proposed three new signs are compatible and will not be a detriment to the Las Palmas Business Historic District and Staff recommends approval.

ENVIRONMENTAL ASSESSMENT

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



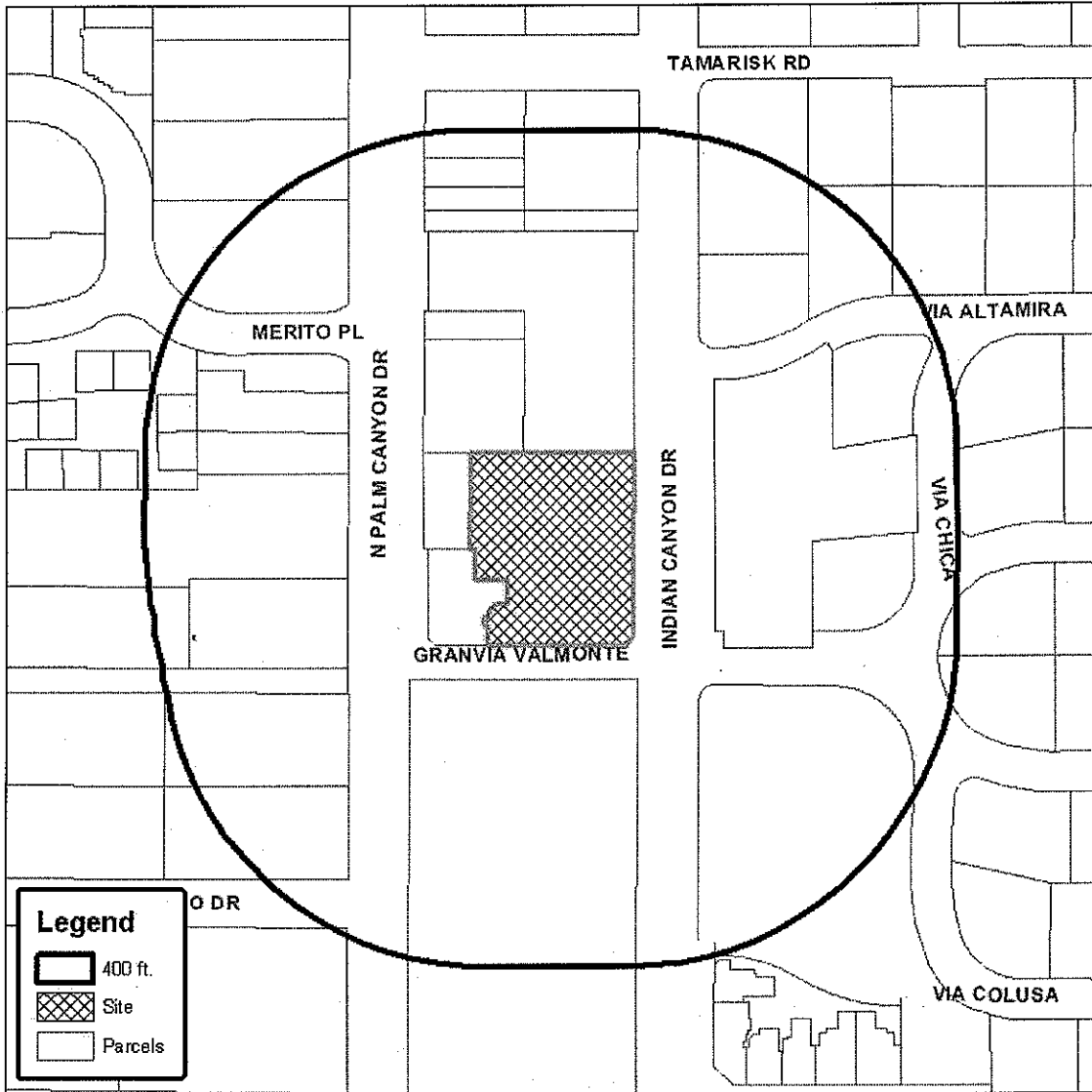
Craig A. Ewing, AICP
Director of Planning Services, AICP

ATTACHMENTS

1. Vicinity Map
2. Sign Drawings



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: 11-077 Sign

APPLICANT: Alcazar Hotel

DESCRIPTION: Request to place three signs at hotel located at 645 N. Indian Canyon Drive, Zone R-3, Section 10.

Client:
ALCAZAR HOTEL

Project:
EXTERIOR SIGNAGE

Project Address:
622 N. PALM CANYON DR.
PALM SPRINGS, CA 92264

Account Representative:
JOHN CROSS

Designer:
CRISTINA FLORES

Date:
JULY 18, 2011

Scale:
1/2" = 1'-0"

File name:
**ALCAZAR/ Sketch 4 city
review.CDR**

Revisions:
JULY 22, 2011

AUGUST 11, 2011

Client Approval:

BESTSIGNS
INCORPORATED

1550 S. Gene Aury Trail
Palm Springs, CA 92264

TEL: (760) 320-3042

FAX: 760-320-2090

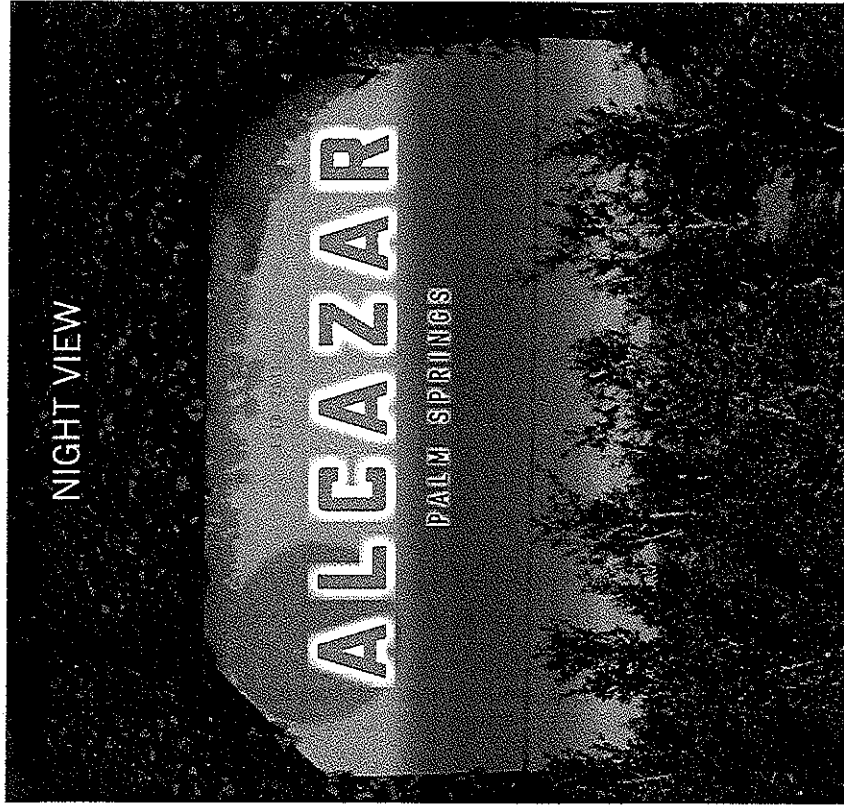


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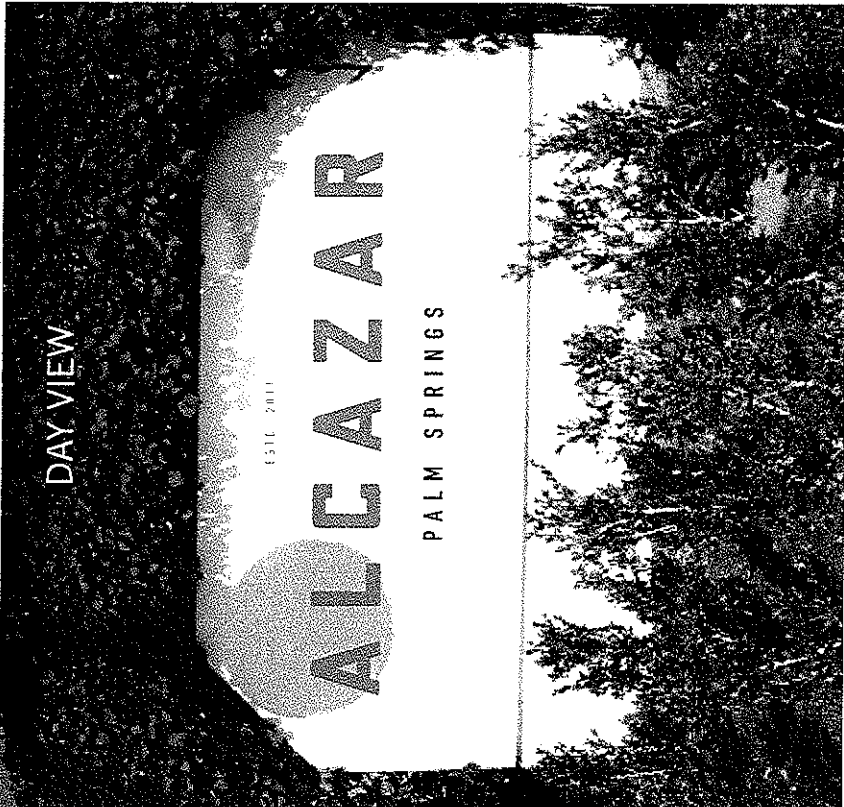
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Drawing No. **1**

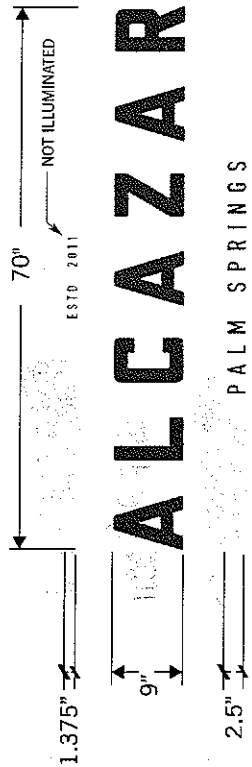


NIGHT VIEW



DAY VIEW

REMOVE EXISTING FACES ON D/F MONUMENT SIGN AND REPLACE WITH NEW ALUMINUM
CUT-OUT FACES WITH PUSH-THRU ACRYLIC DIMENSIONAL LETTERS TO BE PAINTED TO
MATCH DARK BLUE PMS 302 LOGO COLOR. LETTER EDGE TO GLOW WHITE AT NIGHT.



ALCAZAR
PALM SPRINGS

ESTD 2011

8.25" sign on back sheet size

Client: **ALCAZAR HOTEL**
 Project: **EXTERIOR SIGNAGE**
 Project Address:
 622 N. PALM CANYON DR.
 PALM SPRINGS, CA 92264

Account Representative:
JOHN CROSS

Designer:
CRISTINA FLORES
 Date:
JULY 18, 2011

Scale:
1/2" = 1'-0"
 File name:
**ALCAZAR/ Sketch 4 city
 review.CDR**
 Revisions:

Client Approval:

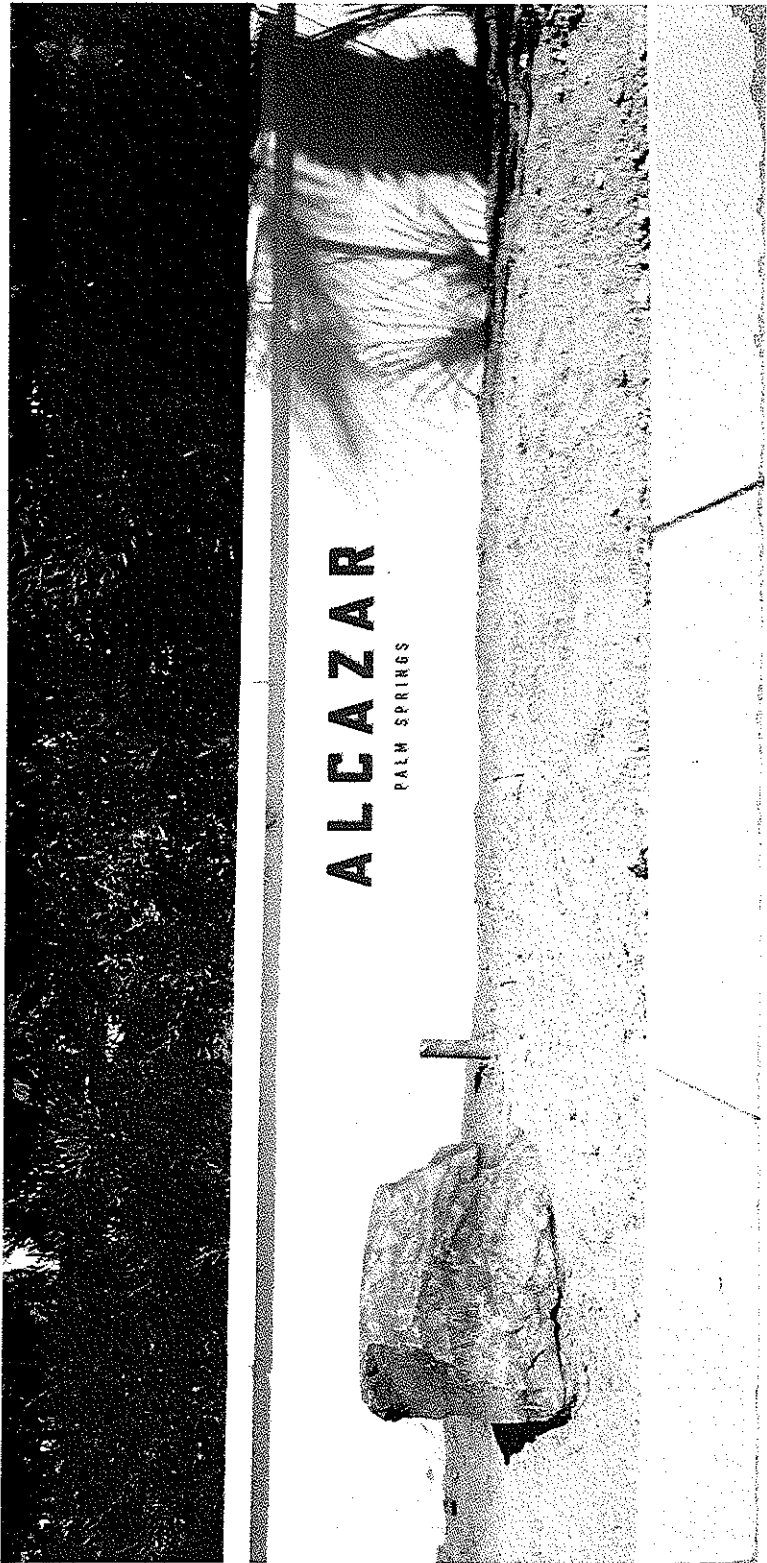
ZESTSIGNS
 INCORPORATED
 1550 S. Gene Avery Trail
 Palm Springs, CA 92264
 TEL: (760) 320-3042
 FAX: 760-320-2090



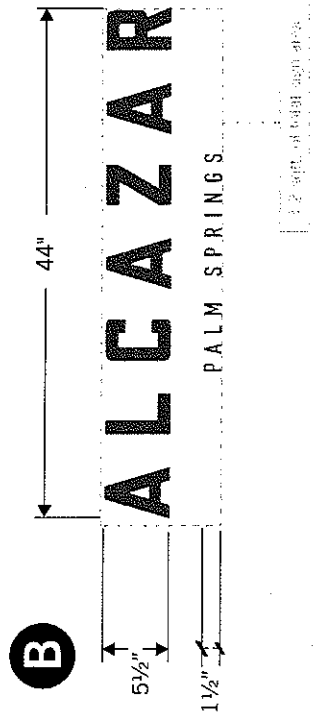
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Drawing No. **2**



ONE SET OF 1/4" THICK ALUMINUM STUD MOUNTED LETTERING TO BE SPACED 1/4" OFF WALL,
 PAINTED TO MATCH PMS 302 LOGO COLOR.



Client: **ALCAZAR HOTEL**
 Project: **EXTERIOR SIGNAGE**
 Project Address:
622 N. PALM CANYON DR.
PALM SPRINGS, CA 92264

Account Representative:
JOHN CROSS
 Designer:
CRISTINA FLORES
 Date:
JULY 18, 2011

Scale:
3/32" = 1'-0"
 File name:
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 review.CDR
 Revisions:

Client Approval:
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 INCORPORATED
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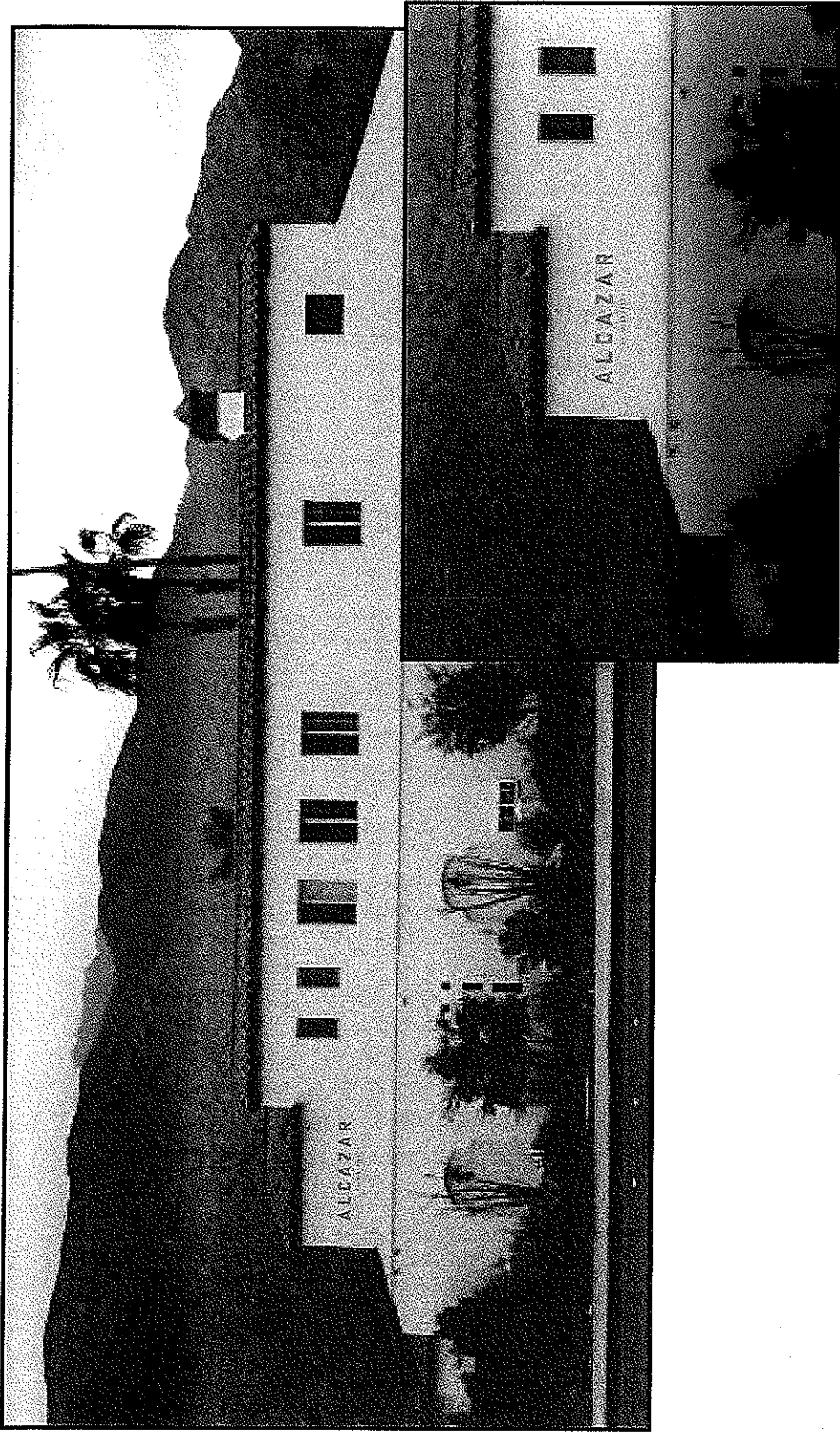


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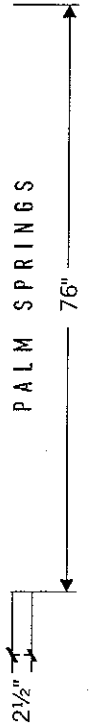


ONE SET OF 1/4" THICK ALUMINUM STUD MOUNTED LETTERING
 TO BE SPACED 1/4" OFF WALL,
 PAINTED TO MATCH PMS 302 LOGO COLOR.



1 1/2" ESTD 2011

9 3/4" **ALCAZAR**



PALM SPRINGS

Client: **ALCAZAR HOTEL**
Project: **EXTERIOR SIGNAGE**
Project Address:
**622 N. PALM CANYON DR.
PALM SPRINGS, CA 92264**

Account Representative:
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Designer:
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1550 S. Gene Autry Trail
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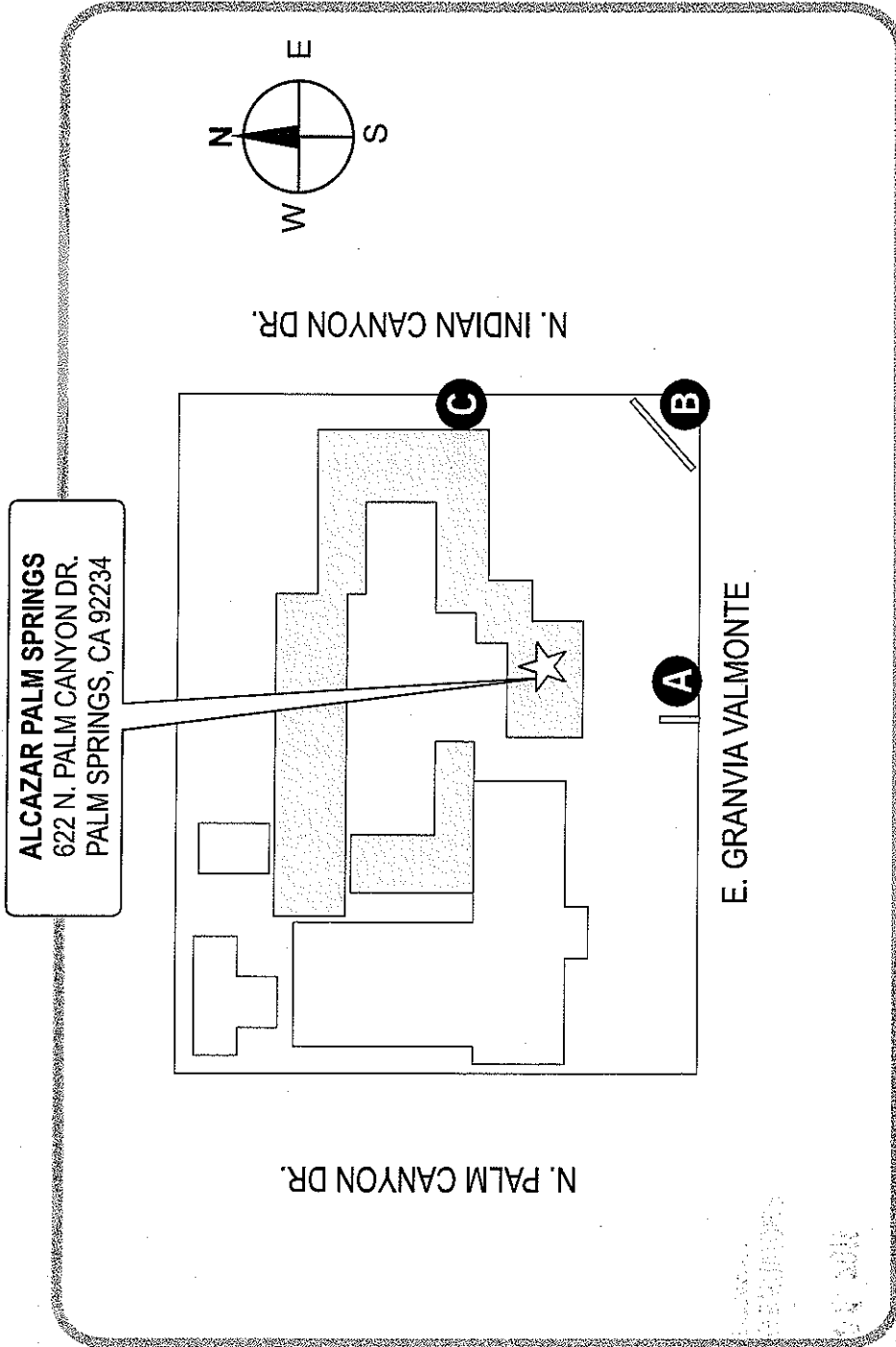


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Drawing No. 4



SITE PLAN / NO SCALE