



Historic Site Preservation Board Staff Report

Date: September 13, 2011

Case No: 11-089 Sign - HSPB – 54 - Santa Fe Federal Savings

Application Type: Certificate of Approval – Retrofit Freestanding Sign

Location: 300 South Palm Canyon

Applicant: Palm Springs Art Museum

Zone: CBD (Central Business District Zone)

General Plan: CBD (Central Business District Zone)

APN: 513-204-005

From: Glenn Mlaker, AICP, Assistant Planner

PROJECT DESCRIPTION

A proposal by the Palm Springs Art Museum for the removal of an existing monument sign to be replaced with a new 15.41 square foot double sided non-illuminated cabinet anchored to existing concrete base at the Santa Fe Federal Savings building a Class 1 historic site located at 300 South Palm Canyon Drive.

RECOMMENDATION

That the Historic Site Preservation Board approve the retrofit of existing monument sign as proposed.

PRIOR ACTIONS TAKEN ON THE PROJECT

On May 6, 2009, the City Council approved a resolution to designate the Santa Fe Federal Savings site as a Class 1 historic site.

BACKGROUND AND SETTING

Completed in 1960, the building at 300 South Palm Canyon Drive was designed by architect E. Stewart Williams as a branch office for The Santa Fe Federal Savings and Loan Corporation. The building, designed in the International Modern style is a steel frame structure with extensive use of glass and aluminum.

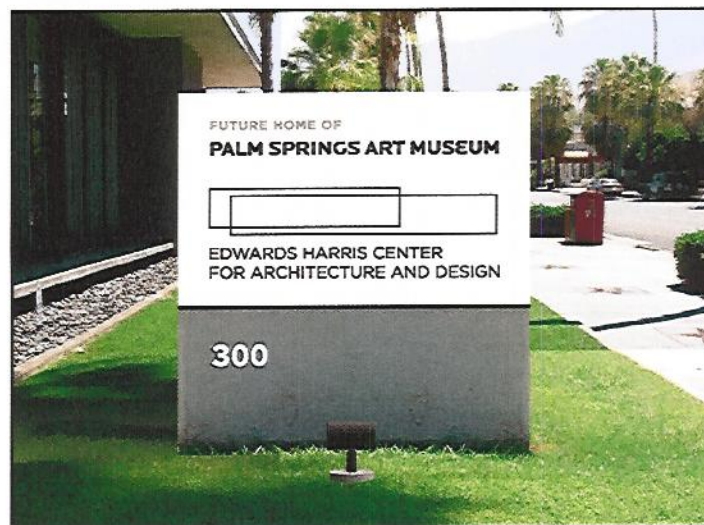
The Santa Fe Federal Savings Building embodies an era that represents a radical departure from the heavy, neo-classical temple-like style of architecture typically used prior to this period for banks and financial institutions. The image of a financial institution as a light, airy, human-scaled, inviting glass pavilion was revolutionary and reflected the optimism and confidence of the times that institutions did not need to rely on classical architectural forms or historic styles to validate or establish themselves.

The sign case file for the property contains several versions of monument signs that have been approved over the life of the building, all located in the same location as the existing sign. The original architectural drawings for the building included a seven (7) foot tall freestanding sign placed on the west side of the building facing Palm Canyon Drive. The Planning Commission on October 17, 1973 reviewed a version of a new sign for Santa Fe Federal Savings at 8'8" tall affirming the placement of the freestanding sign as the business's one main sign.

The most recent building tenant, Wessman Development Company received approval in 2003 to place the existing monument sign on a concrete base equaling 14.6 square feet double sided and internally lit with a maximum height of 4'.6" tall.

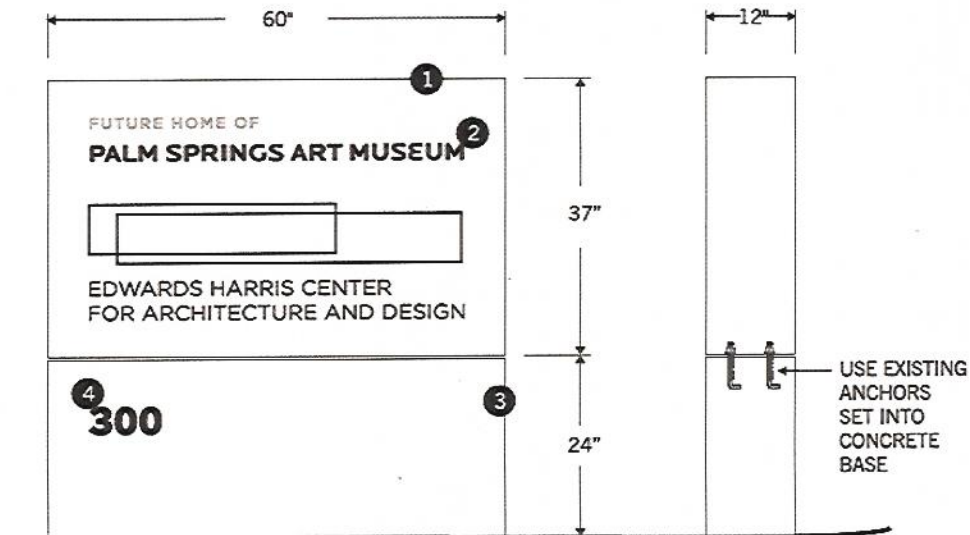
DESCRIPTION AND ANALYSIS

The proposal by the Palm Springs Art Museum is to replace an existing sign cabinet with a 15.42 square foot double sided non-illuminated sign affixed to the existing concrete base. The cabinet will be constructed from aluminum painted white. The sign text will be high performance adhesive vinyl lettering in black and gray colors. The concrete base will remain gray in color and with the proposed overall height to be five (5) feet. The sign will be one (1) foot thick and lit by ground mounted flood lights.



Proposed sign elevation

- ① ALL ALUMINUM CONSTRUCTION WITH SEAMLESS APPEARANCE
- ② HIGH PERFORMANCE ADHESIVE VINYL GRAPHICS/LETTERING
- ③ CONCRETE BASE (EXISTING)
- ④ .25" PLATE ALUMINUM ADDRESS NUMBERS



Dimensions of proposed sign



Picture of existing sign

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 Class 1 historic site 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 sign for the Palm Springs Art Museum will not alter the building in a manner that affects the exterior appearance of the structure. The design of the sign to be constructed of aluminum painted white with high performance adhesive vinyl lettering will not alter the exterior of the Santa Fe Federal Savings building in a manner that will be detrimental to the Class 1 historic status.

(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 retrofit of the existing monument sign will include a 15.42 square foot double sided non-illuminated sign affixed to the existing concrete base constructed from aluminum painted white. The sign text will be high performance adhesive vinyl lettering in black and gray colors and will not significantly affect the exterior appearance of a building.

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 retrofit of the existing freestanding sign and finds that the proposal will not diminish the significance of the Class 1 historic site.

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

The retrofit of the sign will not alter the distinctive and unique architectural elements of the Santa Fe Federal Savings building and will not compromise the Class 1 historic site. The new sign will not be detrimental to the overall aesthetic look of the property and will allow the Palm Springs Art Museum to maintain a visible presence along South Palm Canyon Drive.

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

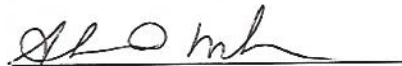
The new sign being of simple design and muted colors will be compatible with the modern design of the Santa Fe Federal Savings building and will not detract from the status of the Class 1 historic site.

CONCLUSION

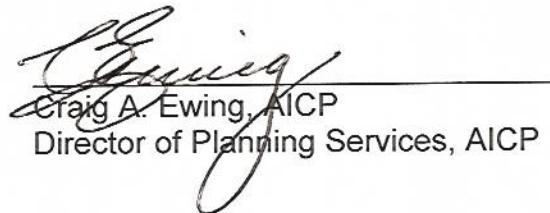
Staff has concluded that the proposed retrofit of the existing monument sign as proposed will be compatible and will not be a detriment to the status of the Santa Fe Federal Savings building and its Class 1 historic status and Staff recommends approval.

ENVIRONMENTAL ASSESSMENT

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



Glenn Mlaker, AICP
Assistant Planner



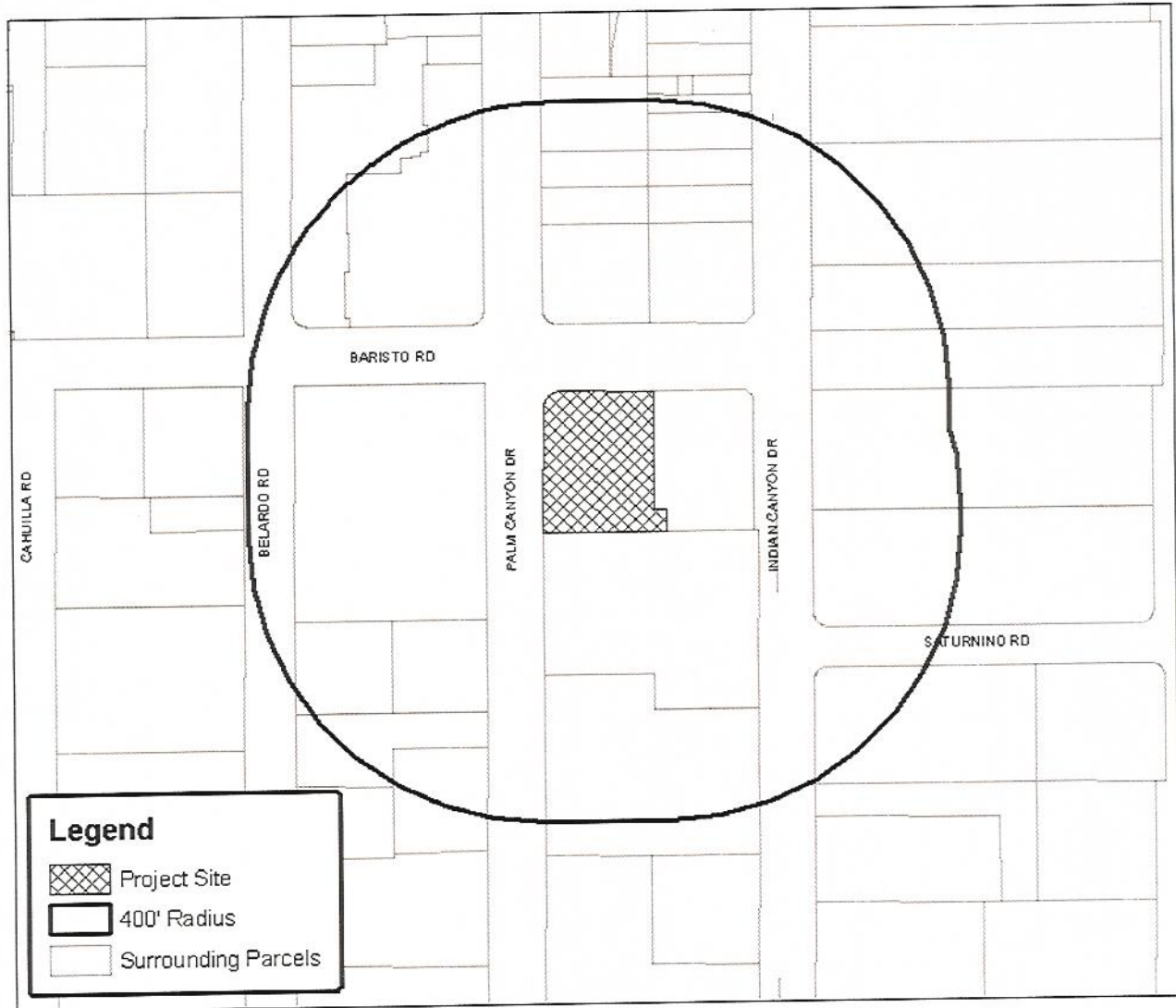
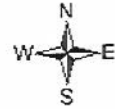
Craig A. Ewing, AICP
Director of Planning Services, AICP

ATTACHMENTS

1. Vicinity Map
2. Sign Drawings



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: Sign 11-089 HSPB - 45

APPLICANT: Palm Springs Art Museum

DESCRIPTION: Application by the Palm Springs Art Museum to retrofit existing monument sign to include a 15.41 square foot sign cabinet at the Santa Fe Federal Savings building a Class 1 Historic Site, Zone CBD, Section 15, APN: 513-204-005.

RETROFIT EXISTING MONUMENT BASE WITH NEW CABINET



Client:
PALM SPRINGS ART MUSEUM

Project:
**MONUMENT RETROFIT
TEMPORARY**

Project Address:
**300 S PALM CANYON
PALM SPRINGS CA**

Account Representative:
GILLIAN CROSS

Designer:
JRC

Date:
AUGUST 16, 2011

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

File name:
**PSArtMuseum/WessmanBankBldg/
psam_EHC_081611**

Revisions:
AUGUST 30, 2011

Client Approval:



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



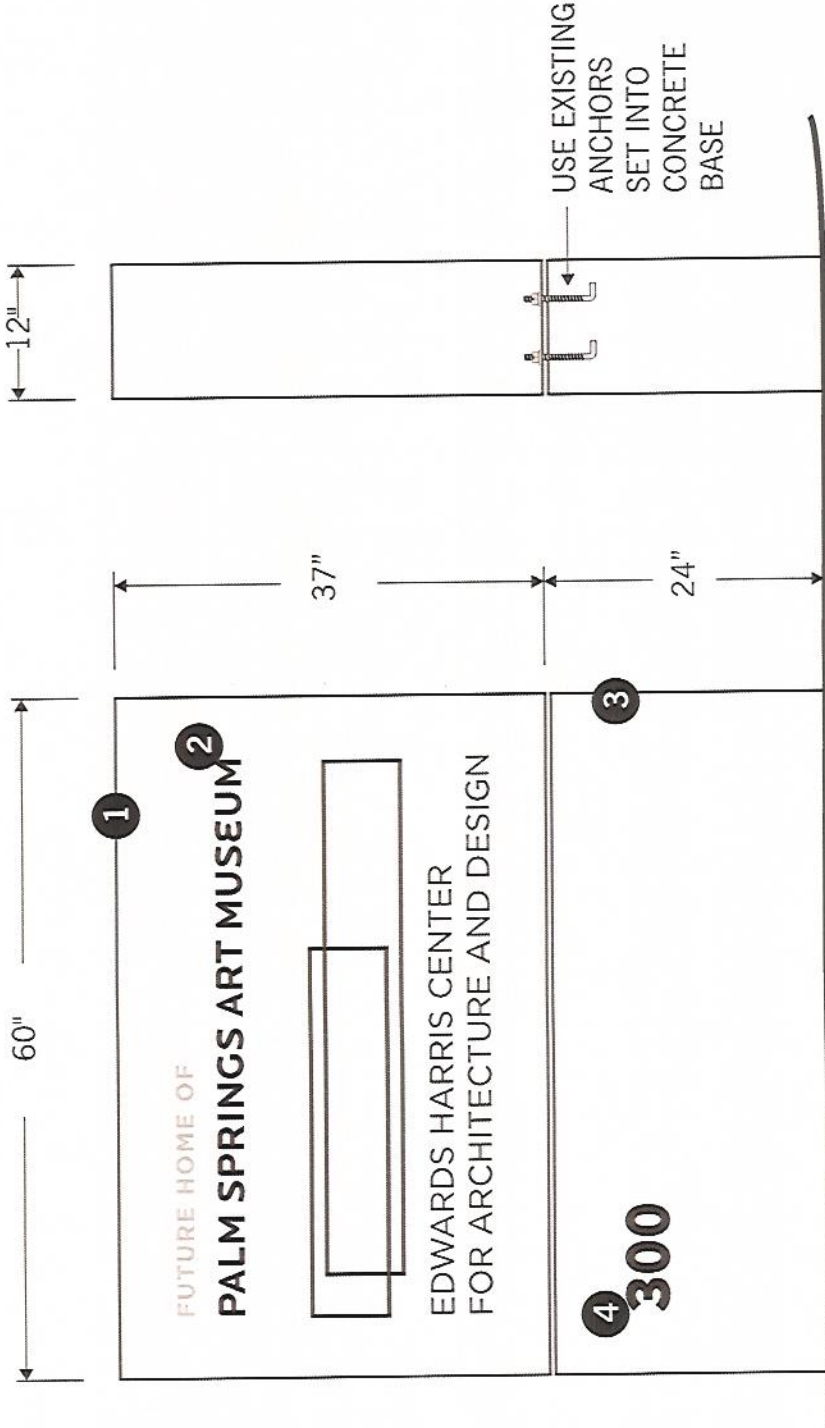
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RETROFIT EXISTING MONUMENT BASE WITH NEW CABINET

- 1 ALL ALUMINUM CONSTRUCTION WITH SEAMLESS APPEARANCE
- 2 HIGH PERFORMANCE ADHESIVE VINYL GRAPHICS/LETTERING
- 3 CONCRETE BASE (EXISTING)
- 4 .25" PLATE ALUMINUM ADDRESS NUMBERS



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 Project: MONUMENT RETROFIT
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 PALM SPRINGS CA

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 Designer:
 JRC

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800-56-SIGNS www.bestsigns.com

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Drawing No. 3



EXISTING SIGN

