

Planning Commission Staff Report

Date: December 14, 2011
Case No.: 3.2954 MAA (APPEAL)
Type: Appeal of Director's Decision
Applicant: Lance O'Donnell representing The Saguaro Hotel
Location: 1800 East Palm Canyon Drive
APN: 502-310-033
General Plan: Tourist Resort Commercial (TRC)
Zone: R-3 (Medium-Family Residential)
From: Craig A. Ewing, AICP, Director of Planning Services
Project Planner: Glenn Mlaker, AICP, Assistant Planner

PROJECT DESCRIPTION:

Lance O'Donnell of O2 Architecture, on behalf of the appellant the Saguaro Hotel Group, filed an appeal of the Planning Director's decision of November 16, 2011. The Director denied a request to repaint the trim of the Saguaro Hotel property fourteen separate colors located at 1800 East Palm Canyon Drive.

RECOMMENDATION:

That the Planning Commission determine if the proposed use of color is appropriate for a large scale resort hotel.

BACKGROUND:

On October 10, 2011, the Architectural Advisory Committee (AAC) reviewed the request and voted 7-0 to recommend a restudy of the project with the following recommendations:

1. Number of colors to be reduced
2. Color brightness to be reduced
3. Front entry canopy not to be painted
4. Horizontal block walls to be painted white
5. Canopy stone anchors not to be painted

On October 24, 2011, the Architectural Advisory Committee (AAC) reviewed the case and voted 4-2-1 (Ortega oppose, Kleindienst absent) to recommend approval of the paint scheme as submitted.

On November 16, 2011 the Director of Planning issued a letter determining that the repaint of the hotel to the base color white was approved, however the painting of the trim to fourteen colors was denied. The applicant was informed of his right to appeal this decision to the Planning Commission.

On November 22, 2011 the appellant filed a request to appeal the Director's decision to the Planning Commission (see attachment).

SETTING:

The subject site, formerly the Holiday Inn, was recently acquired by a new hotel group and is rebranding the property as the Saguaro Hotel. The hotel comprises of approximately 300 guest rooms with accompanying meeting spaces and full service restaurant. The existing hotel building fully encloses an inner courtyard that contains a large pool and landscaped areas. Parking surrounds the perimeter of the hotel property. In August of 2006 an application was submitted by the Holiday Inn for a building repaint, landscape changes and the construction of a signature porte cochere hotel entry feature.

Table 1: Surrounding Land Uses, Zone, General Plan

	Land Use	Zone	General Plan
North	Multi-Family Residential	R-1-C	Very Low Density Residential
South	Commercial Retail Center	CSC	Mixed Use / Multi-Use
East	Multi-Family Residential	R-3	Medium Density Residential
West	Multi-Family Residential	R-2	Tourist Resort Commercial

Repaint Scheme

The Saguaro Hotel submitted a request to repaint the hotel a base color white with fourteen accent trim colors applied to the vertical room separators and other elements of the building. The applicant has stated that the proposed trim colors are a reflection of wild flowers found in local landscape plantings. Based upon the recommendations of the AAC; the block walls that front the parking lots will be painted white and the recessed palm tree metal screens will be painted green. The front canopy structure will remain white.

APPEAL

The applicant/appellant has stated that his reason for appeal is:

“As the development team behind the Ace Hotel and Swim club we have a strong knowledge of the local market and saw great opportunity to reposition the former Holiday Inn property. Our vision is to create a fun and lively hotel destination. We have chosen to do this with creative application of color. We have engaged Stamberg Aferiat Architecture to create a holistic design based the application of accent colors to base white building. The accent colors are all derived from flowering plants found in Palm Springs. The colors we are presenting on the exterior continue into the guestrooms as accent walls and furniture colors and are included in the plant selections in the landscape. The overall effect is to create a very elegant and holistic environment.”

In response to the appellant's letter, Staff is concerned with the applicant's proposal based upon the brightness and use of bold color in fourteen different shades. The proposal is a new significant “look” for a large scale resort hotel which may warrant a higher level of review.

ANALYSIS:

The Zoning Ordinance Section 94.04.00 (E)(2)(a) gives the authority to the Planning Director to review minor architectural applications subject to the following:

a. *Staff-Level Approvals.*

Minor architectural applications which are acted upon by the director of planning services, or designee, shall include repaints, reroofs, walls, fences, entry features, signs, sign programs landscaping plans, minor grading plans, exterior lighting plans, and additions which do not increase existing floor area by forty percent (40%) for single-family residential and twenty-five percent (25%) for all other development subject to this section. The director of planning services may consult architectural advisory committee in review of minor architectural applications.

The proposal was reviewed by the Architectural Advisory Committee (AAC) on October 10, 2011 and by a vote of 7-0 recommended a restudy of the proposed paint scheme based upon a reduction in the number and brightness of the trim colors.

The applicant resubmitted with minor changes to the proposed trim paint scheme. The AAC reviewed the restudy case at their November 24, 2011 meeting and voted 4-2-1, Ortega opposed, Kleindienst absent.

In addition the findings for the approval of a minor modification Section 94.04.00 (D)(2) & (4) of the Zoning Ordinance states:

Harmonious relationship with existing and proposed adjoining developments and in the context of the immediate neighborhood/community, avoiding both excessive variety and monotonous repetition, but allowing similarity of style, if warranted;

The application of bold colors against a solid white background may not be considered harmonious with surrounding properties.

Building design, materials and colors to be sympathetic with desert surroundings;

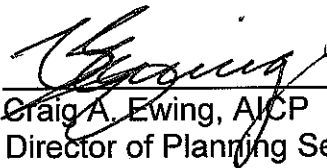
The proposal for fourteen trim colors maybe excessive in variety and not fully sympathetic with the more subdued presences of bright colors in the desert.

CONCLUSION:

Staff has determined that the proposal to use fourteen trim colors is a significant new "look" for a large resort property. The paint scheme may be considered unsympathic to traditional desert colors and warrants direction from the Planning Commission.



Glenn Mlaker, AICP
Assistant Planner



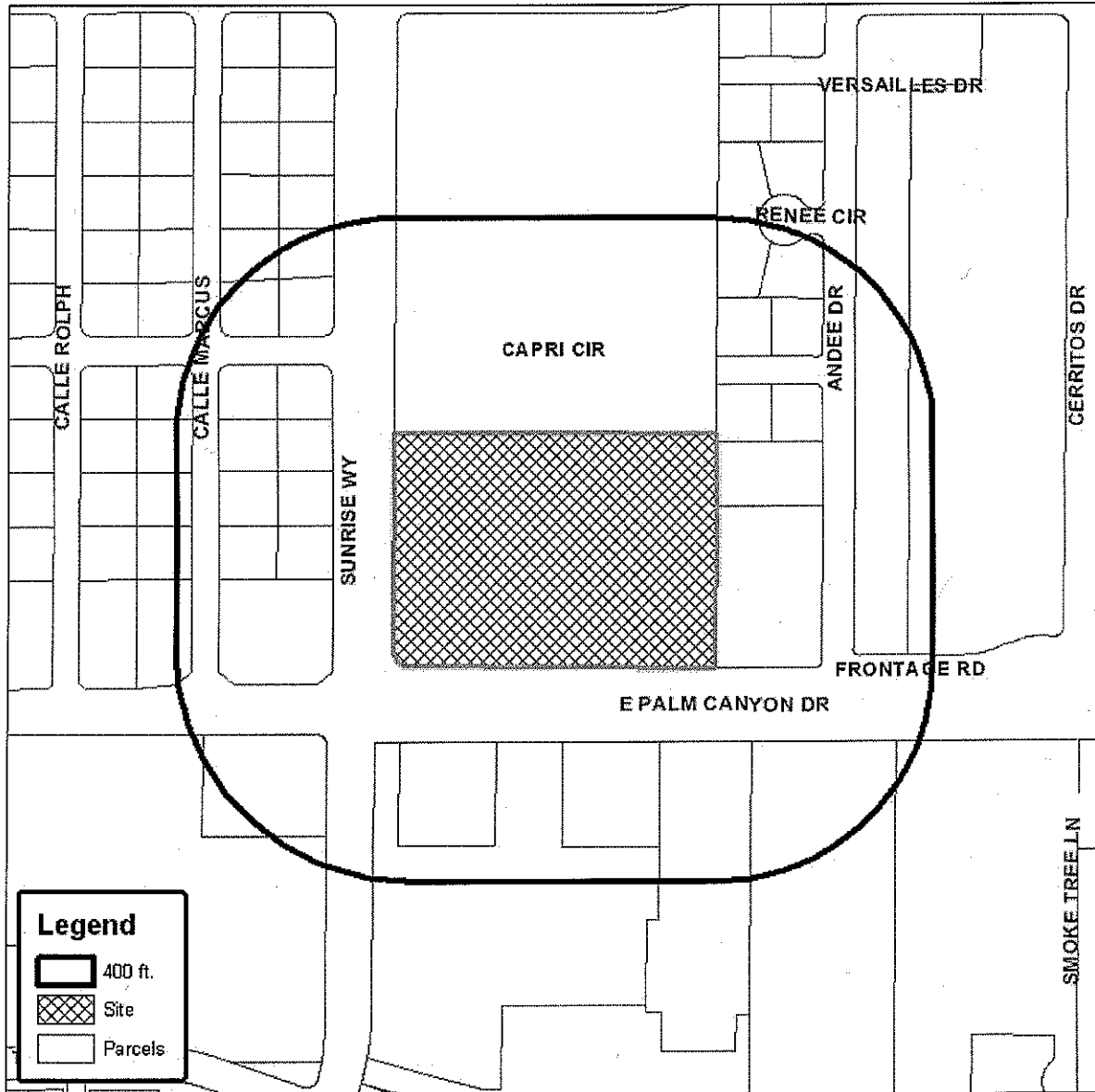
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

- 1 Vicinity Map
- 2 Letter of Appeal by Applicant.
- 3 Minutes of the October 10, 2011 and November 24, 2011 AAC meetings.
- 4 Proposed Paint Scheme



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: 3.2954 MAA APPEAL

APPLICANT: Sagurao Hotel

DESCRIPTION: An appeal by the Saguaro Hotel Group of the Planning Directors decision to deny the use of fourteen trim colors at the Saguaro Hotel located at 1800 East Palm Canyon Drive, Zone R-3, Section 24

November 22, 2011

Dear Planning Commissioners,

We find ourselves in the position of presenting to you on appeal an exterior painting scheme that was recommended for approval by the AAC but needing further Planning Commission review. Since our project schedule to re-open the Saguaro by February 1, 2012 is very tight, we wanted to take this opportunity to familiarize the commission with our paint scheme before our formal presentation at the December 14 meeting.

As the development team behind the Ace Hotel and Swim Club we have a strong knowledge of the local market and saw great opportunity to reposition the former Holiday Inn property. Our vision is to create a fun and lively hotel destination. We have chosen to do this with the creative application of color. We have engaged Stamberg Aferiat Architecture to create a holistic design based the application of accent colors to a base white building. The accent colors are all derived from flowering plants found in Palm Springs. The colors we are presenting on the exterior continue into the guestrooms as accent walls and furniture colors and are included in the plant selections in the landscape. The overall effect is to create a very elegant and holistic environment.

We understand that this is a bold use of color not normally seen today. We have a full sized mock up in the hotel courtyard and we welcome you to visit the site to review it for yourself. Please contact Stanley Asaro at (760) 578-8279 if you wish to view our mock up. It is difficult to envision the finished product and we encourage you to view the mock up.

We look forward to making our complete presentation at the December 14 meeting. If you have any other questions about the project please feel free to call me or our local Architect, Lance O'Donnell at any time.

Sincerely,

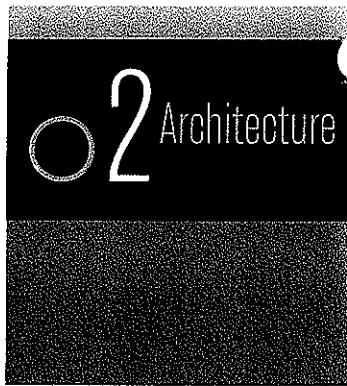


Sean Lavelle
c. (805) 822-4817

Submitted to
Planning Commission

NOV 9 2011

Case # Public Comments



November 21, 2011

Mr. Craig A. Ewing, AICP
Director of Planning Services
Dept. of Planning Services
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

Re: Case 3.2954 – Saguaro Hotel Building Permit
Location: 1800 East Palm Canyon Drive

Dear Mr. Ewing:

This letter is to inform you that the Saguaro Design Team has decided to file an appeal on your decision to deny the approval of a building permit based on the trim repaint of the Saguaro Hotel.

We respectfully request a hearing before the Planning Commission to further study your decision. Enclosed you will find a check for \$305.00 to cover the required fee for this request.

Please contact our office at (760) 778-8165, should you have any further questions or information regarding this matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lance O'Donnell', is written over the typed name.

Lance O'Donnell, AIA

o2 Architecture

1089 N. Palm Canyon Dr.
Suite B
Palm Springs, CA 92262

760 778 8165 TEL
760 406 7946 FAX

www.o2arch.com

RECEIVED

NOV 21 2011

PLANNING SERVICES
DEPARTMENT

Kleindienst asked about the privacy screen, the garden wall below it, the x bracing on it. He expressed concern about sag on the horizontal members on the privacy screen, the thickness of the railing members and roof slabs, and location of control joints in the stucco.

ACTION: M/S/C (Fauber/Kleindienst, 6-0) To recommend approval to the Planning Commission, with the condition that the lateral structure on the privacy screen be on the project side of the screen and consider a softer color in lieu of the color called "Pudding".

AGENDA ITEM #3: Case 3.0148 MAA – Commercial Building Repaint

Repaint of a commercial building to "Yam" color with placement of accent stone tiles 44" from base, located at 1504-1512 South Palm Canyon Drive, Zone C-1, Section 23.

Assistant Planner Mlaker presented the plan and described the building repaint proposal to "Yam" color and included the placement of stone tiles on the walls 44" high.

Member Thompson stated that the proposed tile is currently on the building and the material is not consistent with other building elements.

Member Purnel agrees that the tile is not consistent and stated that the proposed color should compliment the building.

Member Jensen suggested that the applicant use the existing brick as a guide in choosing building materials, and painting should occur on all sides of the building. In addition the "Yam" color should be reconsidered and there is a lack of a comprehensive sign program for the building.

Chair Kleindienst moved approval as submitted. Motion did not receive a second; motion fails.

ACTION: M/S/C (Harlan / Jensen, 6-0-1, Kleindienst against) For re-study with the following comments:

1. Remove tile recently installed from walls
2. Select new paint color
3. Paint all three sides of the building
4. Remove all exposed wires and conduit
5. Building owner to submit a sign program application

AGENDA ITEM #4: Case 3.2954 MAA – Saguaro Hotel Repaint

O2 architecture representing the Saguaro Hotel (formerly Holiday Inn) for a building repaint to multiple colors located at 1800 East Palm Canyon Drive, Zone R-3, Section 24. (gjm)

Assistant Planner Mlaker described the proposed paint scheme and stated that a sign proposal will be forthcoming to the AAC for review.

Lance O'Donnell, architect, representing the property management company was present and described the proposal. He gave a history of the property ownership describing the hotel as a market specific boutique hotel product. The building currently has 250 rooms with 300 parking spaces and contains a restaurant. Mr. O'Donnell described the use of fourteen (14) colors on the building exterior, the repositioning of the metal palm screens and the painting of the walls on the pool interior courtyard.

Vice Chair Harlan asked for clarification on the areas that would be painted white and the specific color of white. He stated that the metal palm screens do not add to the building and the applicant should consider removing them.

Chair Kleindienst said that the use of bright colors may fade in the sun over time.

Lance O'Donnell stated that the proposed base white color is called decorator white and said that all colors will be flat. The use of bright colors on the vertical elements of the building will provide movement as you drive down the street. He said that the use of color will be unique to the City and is not copying another hotel property.

Member Ortega asked the applicant for the designer's philosophy behind the use of fourteen colors.

Member Jensen asked for clarification on the use of paint on the metal palm screens and if they will be moved.

Member Purnel asked if the other hotels managed by the applicant contain the same exterior color palate. Is this paint scheme a reoccurring theme throughout the hotel's other properties.

Member Fauber stated that he likes in concept the proposal; however he is not supportive of painting the metal canopy.

Member Thompson asked if the stone elements that anchor the front canopy will be painted. In addition the painting of the horizontal walls at the base of the hotel should be to a white color.

AAC members offered the following comments and recommendations:

- 4.a Number of colors to be reduced
- 4.b Color brightness to be reduced
- 4.c Front entry canopy not to be painted
- 4.d Horizontal block walls to be painted white
- 4.e Canopy stone anchors not to be painted

ACTION: M/S/C (Kleindienst / Ortega, 7-0) To recommend restudy with the above recommendations.

Member Fauber thought windows would help the design on the south elevation and give articulation.

Member Purnel asked the applicant about the outside picnic and landscape areas.

Vice Chair Harlan requested information on the building coverage. Associate Planner Newell stated that the building coverage shown in the staff report was incorrect. The coverage is closer to fifty-five percent.

Member Fauber thought the building was decent, but was concerned with the second story retail proposal.

Vice Chair Harlan was concerned with the building's relation to the Specific Plan and its relation to the parking area on the south side.

Member Jensen encouraged additional study of architecture, including pedestrian circulation, color details, landscaping and lighting.

Member Ortega was in agreement and noted lack of landscape plan.

AAC members offered the following comments and recommendations:

- 6.a Enhance design on south elevation;
- 6.b Propose better relation between street and Plaza Del Mundo;
- 6.c Provide landscape plan and details on lighting;
- 6.d Include details on building scale, lighting, color and materials;

ACTION: M/S/C (Harlan / Fauber, 6-0-1, Kleindienst absent) To re-study the proposal based on the AAC recommendations above.

AGENDA ITEM #7: Case 3.2954 MAA – Saguaro Hotel – Repaint

O2 Architecture representing the Saguaro Hotel for a building repaint to multiple colors at 1800 East Palm Canyon Drive, Zone R-3, Section 24. (GM)

Assistant Planner Mlaker stated that the AAC had previously reviewed this project at the October 10, 2011 meeting and made five recommendations. The applicant has resubmitted the application with the canopy remaining white; horizontal walls painted white; and the canopy stone anchors not to be painted. Planner Mlaker stated that the applicant painted an interior courtyard section of the hotel as a demonstration of the proposed repaint. AAC members were encouraged to view paint samples.

Lance O'Donnell of O2 architecture introduced the design team for the project.

Jerry Sellman representing the design team stated that the paint scheme is part of the branding for the Saguaro Hotel Group.

Peter Steinberg described the rationale behind the paint scheme and pointed out that the building exterior walls will be less color than the courtyard test areas.

Member Purnel asked if a landscape plan will be reviewed by the AAC at a later date.

Vice Chair Harlan asked for clarification on the metal railing color.

Member Jensen thanked the applicant for responding to several of the previous AAC comments and supports the paint scheme.

Member Thompson stated his support for the project.

Member Fauber stated that he does not support the removal of stone behind existing palm metal screens and prefers the stone stay as-is on the canopy base.

Member Ortega recognized the applicant's explanation for the paint scheme based upon a desert flower palate, however the paint is too bright and the number of colors should be reduced.

Member Purnel commended the applicant for upholding the design to a higher standard; however a complete landscape plan should be submitted to the AAC for final review.

Vice Chair Harlan visited the site and supports the paint scheme as proposed.

ACTION: M/S/C (Harlan / Jensen, 4-2-1, against Ortega, Fauber; absent Kleindienst) To recommend approval with the submission of a complete landscape plan be reviewed by the AAC.

AGENDA ITEM #8: Case SI 11-099 – Saguaro Hotel - Sign

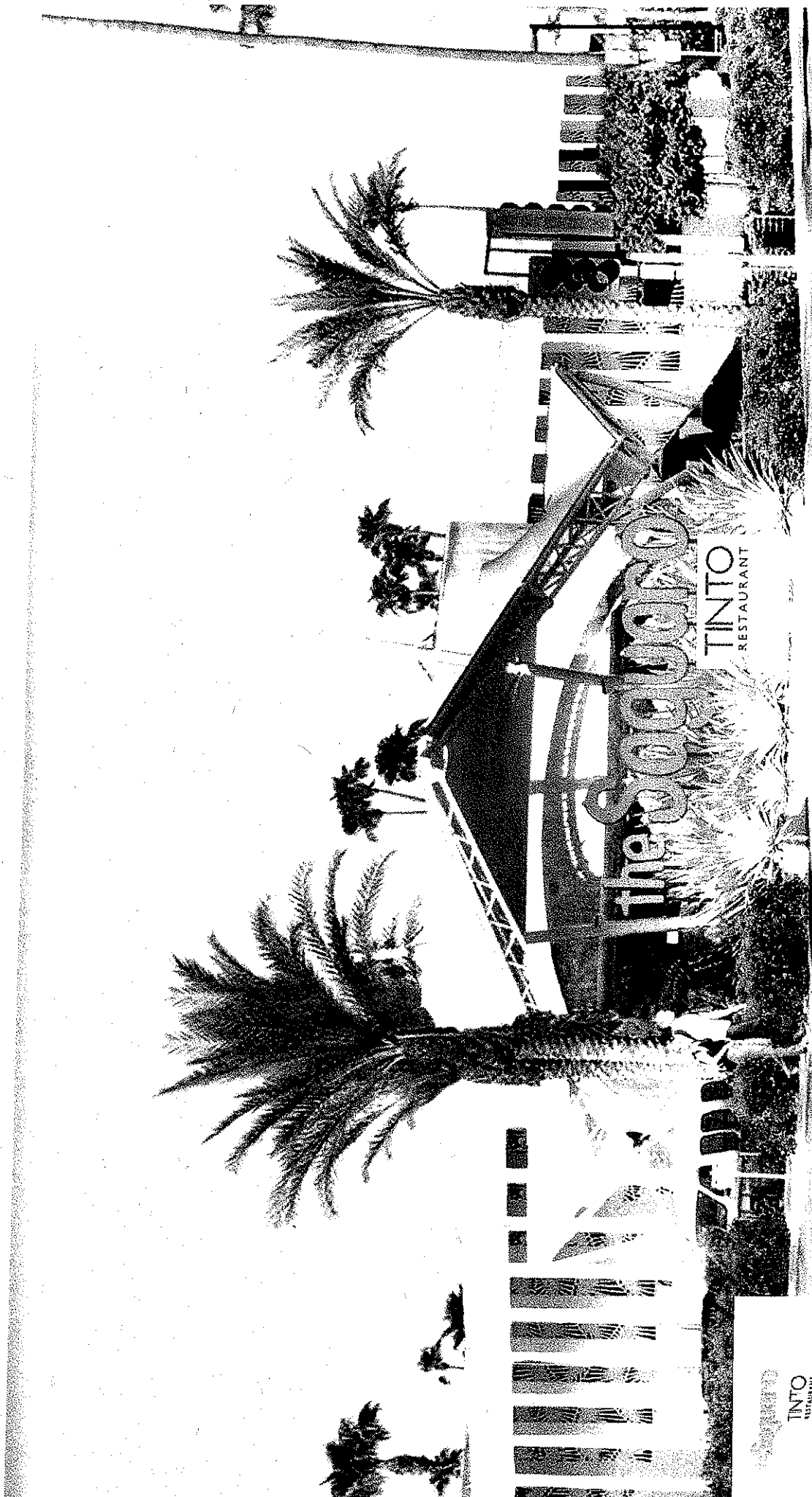
Best Signs representing the Saguaro Hotel for one freestanding sign and associated property directional signs at 1800 East Palm Canyon Drive, Zone R-3, Section 24. (GM)

Assistant Planner Mlaker presented the staff memo and stated that the proposed freestanding sign at the intersection of East Palm Canyon Drive and South Sunrise Way will be 213 square feet; in addition two secondary entrance signs each equaling 31.5 square feet are proposed. Total sign square footage to equal 276 which is within the guidelines of the PSZC for resort hotels.

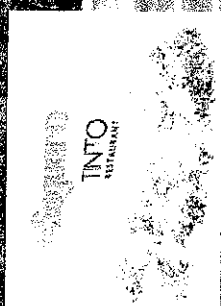
Jim Cross from Best Signs representing the property owner presented the proposal.

Member Fauber asked for clarification on the color of the support poles. He stated that the support poles must "disappear" for the sign design to work.

Member Thompson asked for an explanation on the color choice of green for the two



THE SAGUARO - PALM SPRINGS
PROPOSED SIGNAGE SOUTH EAST
STANBERG AERIAL ARCHITECTURE



TINTO
RESTAURANT



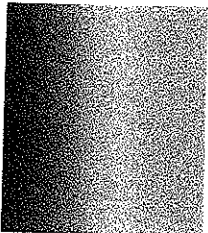
THE SAGUARO PALM SPRINGS
SOUTH ELEVATION - GUEST ROOMS
STAMBERG AERIAL ARCHITECTURE



THE SAGUARO - PALM SPRINGS
WEST ELEVATION - GUEST ROOMS
STAMBERG AERIAL ARCHITECTURE



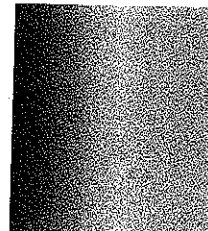
LEMON
BOTTLEBRUSH



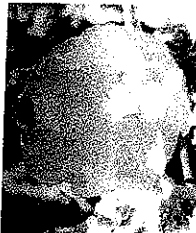
1 BM 2000-10
RED



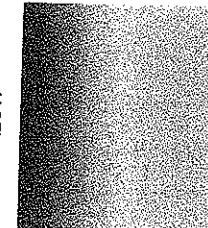
CAPE
HONEY-SUCKLE



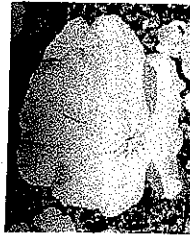
2 BM 2015-20
ORANGE BURST



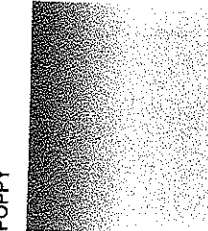
EMORY'S
GLOBEMALLOW



3 BM 2017-30
TANGLEO



CALIFORNIA
POPPY



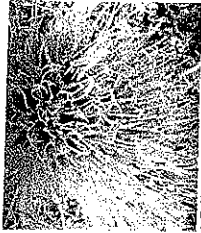
4 BM 2019-30
SUNFLOWER



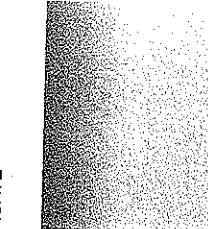
BRITTLEBUSH



5 BM 2022-30
BRIGHT YELLOW



AGAVE



6 BM 2024-30
CITRON



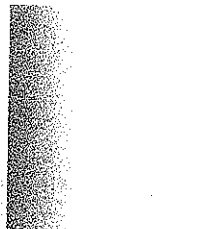
SAGO PALM



7 BM 2025-30
NEW LIME



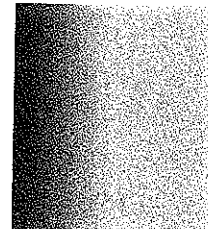
DESERT PENSTEMON



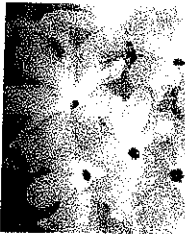
14 BM 2076-50
EASTER PINK



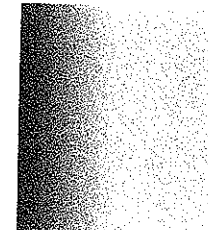
STRAWBERRY
HEDGEHOG CACTUS



13 BM 2077-30
HOT LIPS



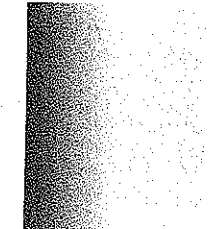
DESERT SAND
VERBENA



12 BM 2071-40
CROCUS PETAL PURPLE



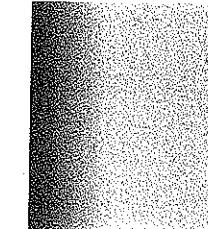
LEWIS FLAX



11 BM 796
NOVA SCOTIA BLUE



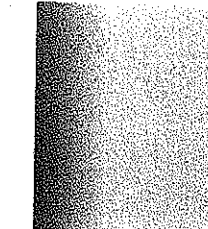
INDIGO BUSH



10 PL 28-11
ANCHUSA



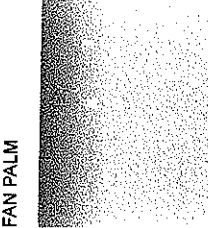
CALIFORNIA
FAN PALM



9 BM 2031-30
SWEET PEA



CALIFORNIA
FAN PALM



8 BM 2026-30
SNOW CONE GREEN

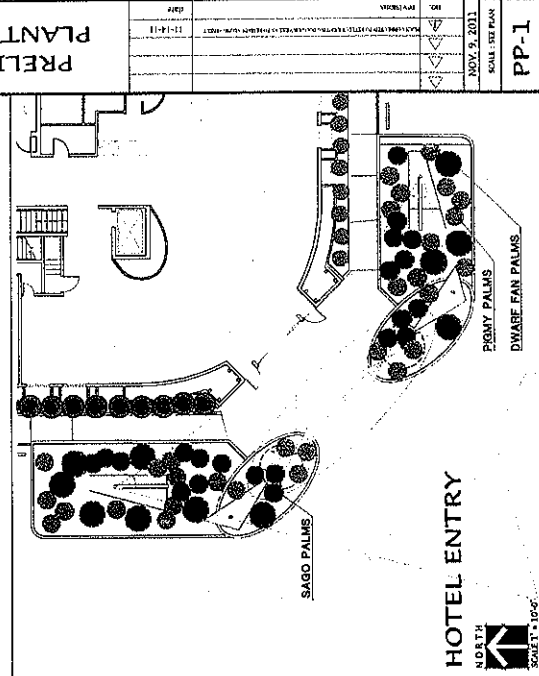
THE SAGUARO PALM SPRINGS
DESERT FLORA / FOLIAGE COLOR PALETTE
STAMBERG AFERIAT ARCHITECTURE

PLANT LEGEND

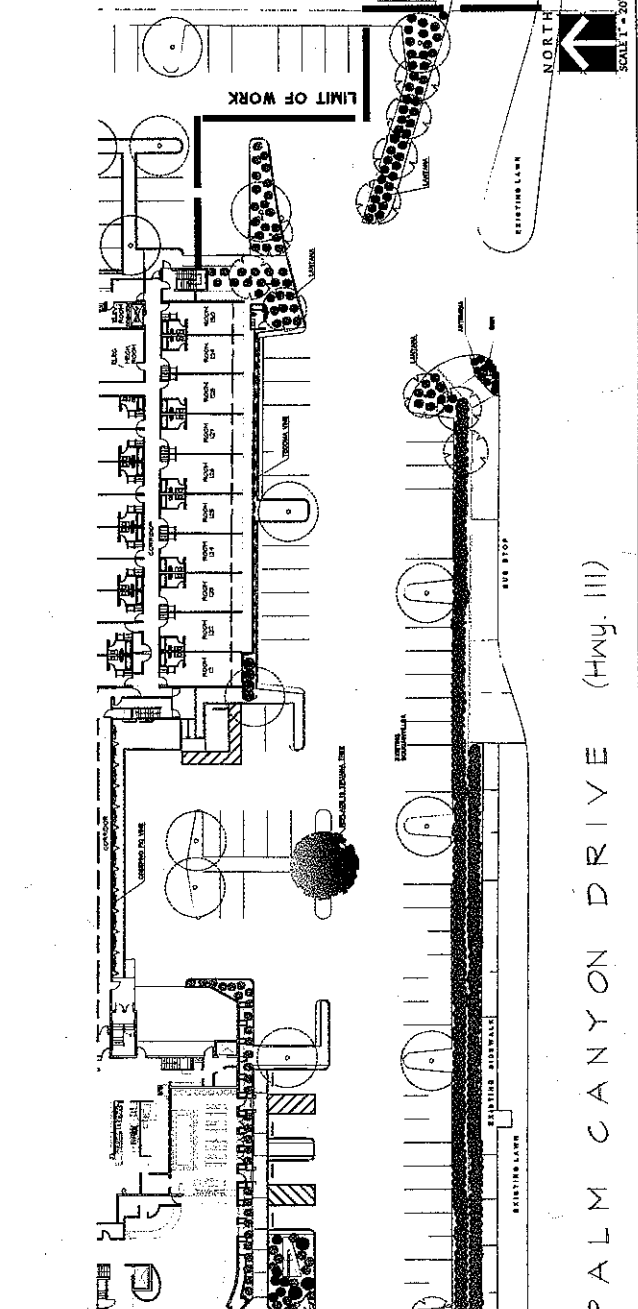
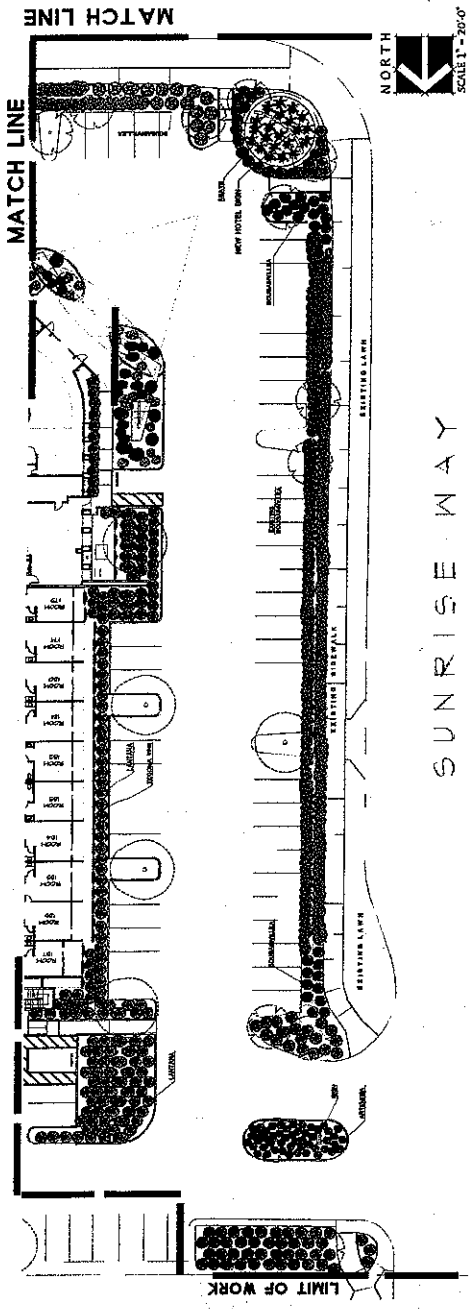
SYMBOL	QTY.	NAME	SIZE	CONTENTS
	11	Chacoan spp. bromeliad Mediterranean Fan Palm	24" x 15" Box	1800-1700
	21	Cycas revoluta Sago palm	8" DIA DIA	Spectrum
	30	Ficus retusa Figgy Date Palm	1" gtl.	Triple Inlines

SYMBOL	QTY.	NAME	SIZE	CONTENTS
	21	Agave americana Century Plant	24" Box	
	64	Artemisia Tricolor Artemisia	5" gtl.	
	30	Bougainvillea La Jolla Bougainvillea	5" gtl.	
	3	Boerhaavia Erectissima Boerhaavia	5" gtl.	
	145	Lantana n. Trailing Purple Lantana	5" gtl.	
	915	Lantana canna Lantana Orange	5" gtl.	

SYMBOL	QTY.	NAME	SIZE	CONTENTS
	15	Ficus repens Creeping Fig	5" gtl.	Stakes
	85	Taxaria canna Copa Honeysuckle	15" gtl.	Stakes



HOTEL ENTRY
NORTH
SCALE 1" = 10'-0"



DIMAGE FAN PALM	ARTEMISIA	AGAVE - CENTURY PLANT
PAGY PALM	BOUGAINVILLEA - LA JOLLA	LANTANA ORANGE
SAGO PALM	CAPE HONEYSUCKLE	CREATING FIG VINE
DIMAGE FAN PALM	LANTANA PURPLE	BOUGAINVILLEA - BRASILENSIS
SAGO PALM	ARTEMISIA	AGAVE - CENTURY PLANT

The New York Times

Asked & Answered | Stamborg Aferiat Architecture

DESIGN, TRAVEL | BY MARI BROOKSHIRE | NOVEMBER 4, 2011, 12:45 PM



With the opening of the Saguaro hotel in Scottsdale, Ariz., collaboration between Joie de Vivre Hotels and the Sydell Group, a vibrant design has just blown into “the West’s most western town.” Standing out from Scottsdale’s archetypal gamut of beiges and whites, the Saguaro is a brightly hued haven, with nods to the native flora. The hotel was intended to be about Scottsdale, and, flanked by Old Town and the Civic Center Mall, it very much is, while still managing to look and feel like an oasis. The Moment sat down with the architects, Peter Stamborg and Paul Aferiat of Stamborg Aferiat Architecture, to talk about transforming the Old West into something more luminous and inviting.

Was this your first time working out West?

Peter Stamborg: Yes. A friend said, “This is an idea that was just waiting to happen: Peter and Paul come to the desert.” It’s the time for it.

You have worked mostly on residences and smaller commercial properties, and this is your first hotel. Why the leap?

Paul Aferiat: The President of the Sydell Group came to us and basically said, “Guys, your color sense would be so appreciated out in the middle of the desert.”

Stamborg: The hotel project was put together on a very modest budget on the hope of doing something very cool.

You guys seem to work unsparingly or boldly in color. How did that bode for a city like Scottsdale?

Stamborg: One of the big challenges was going to be color in Scottsdale. It is written in the building code that everything you do has to be natural and about the nature of the desert. That is why everything there is beige and sand color. That’s when we went

to the planning department and said we would like to use 14 different colors and we would like them to be based on Arizona wildflowers, and here are the 14 wildflowers. *Aferiat:* The wildflower colors helped the hotel feel grounded and authentic to its context. What better way to make you feel connected than to use the context of the beauty of the landscape?

Stamborg: And the reason we chose that number of colors is that the rooms are in clusters, and the longest cluster is 14 rooms.

Did the setting provide an ideal opportunity?

Aferiat: It was an extraordinary learning curve in the best possible way. Other southwestern design doesn’t have a balance of color, it was entire facades of salmon and turquoise. The colors of the Saguaro make it seem more lush, healthy, cooling and comforting. The wildflowers inspired an entire palette for a hotel.

What were the goals you had in mind for the property?

Stamborg: One of the main goals with the hotel was to make it feel like it belongs there and is right.

Aferiat: Our idea was to begin to articulate the masses through the addition of color on the outside of the building. Sort of a spectral color range, but one of the things that came out of our meeting with Sydell was the idea of the building feeling grounded in its place. It had been entirely white.

Did you succeed?

Aferiat: It was a huge leap to bring this amount of color to one building. What we are really good at is the balance of white against color. So, with the addition of color you’re never overstimulated. You’re stimulated just enough.

The rooms and lobby really complement the exterior. Are you also responsible for this aesthetic?

Stamborg: We work in Newtonian color theory. We use colors that are complementary to each other without oversaturation. We’re always looking to create light. We started with one color and move around the spectrum. Every room is different is a different combination.

Aferiat: You can sort of pass through the property as a civic, welcoming gesture, almost as an internal street. It is very important for this hotel to do everything in its power to draw in and include everyone.

Stamborg: We also have custom-made blankets for each room.

Who are your main influences?

Aferiat: Architects like Luis Barrigán and Ricardo Legorreta and our friend painter David Hockney.

Did you have fun?

Stamborg: Oh, yes.

Aferiat: The use of color allowed for a grand transformation in a relatively modest investment. We enlivened the building.