



Historic Site Preservation Board Staff Report

Date: May 8, 2012
Case No.: SP 09-001 Amendment
Application Type: Amendment to Approved Sign Program
Location: 800 North Palm Canyon Drive
Applicant: El Paseo Holdings, Andrea Woda
Zone: C-1 (General Commercial)
General Plan: Regional Commercial
APN: 505-285-014
From: Craig A. Ewing, AICP, Director of Planning Services

PROJECT DESCRIPTION

The approval request is for an amendment to the previously approved sign program for the El Paseo Building. The amendment includes the placement of one five and one-half (5 ½) square foot non-illuminated metal sign to be affixed to the south elevation of the building. The amendment also includes deletion of a blade sign location (approved, but not installed) on the south elevation. The El Paseo Building is located at 800 North Palm Canyon Drive, HSPB 27, a Class 1 historic site.

RECOMMENDATION

That the Historic Site Preservation Board approve a request to amend the previously approved sign program for the placement of one non-illuminated sign to be affixed to the south elevation of the building, having dimensions of 24" x 32".

PRIOR ACTIONS TAKEN ON THE PROJECT

In April 1990, Council adopted Resolution No. 17053, designating "The El Paseo Building" as a Class 1 historic site (#27).

On February 10, 2009 the HSPB reviewed a sign program for the El Paseo Building and voted 6-0 to approve with conditions.

On April 13, 2010, the HSPB approved a modification of the approved sign program to allow an illuminated cabinet wall sign to be located at the southwest corner of the building.

BACKGROUND AND SETTING

The completion of the renovation of the El Paseo Building occurred in 2008 with a sign program approved in 2009. The program included signs for future tenants, including signs affixed to panels, wall signs, and two blade signs. An amendment to the sign program was approved in 2010 for an internally illuminated sign cabinet placed in an area not previously designated for a sign. (The proposed sign area was the location of the HSPB marker plaque at the southwestern corner of the building. The plaque was removed at the beginning of building renovation and has not been replaced.) Adjacent window decals will also be removed.

DESCRIPTION AND ANALYSIS

The applicant is seeking approval to place a five and one-half (5 ½) square foot non-illuminated metal 'cut-out' sign on the south elevation of the El Paseo Building a Class 1 historic site. The sign face graphic is black and consists of the words "notNeutral" and a stylized "N" logo. The sign will be off-set from the building wall. A blade sign for the upper floor of the south elevation is currently allowed by the sign program, has never been installed, and is proposed to be deleted from the sign program. Adjacent window decals will also be removed. No other signs are proposed.

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 a five and one-half (5 ½) square foot non-illuminated metal sign to be affixed on the south elevation of the building located at 800 North Palm Canyon Drive and finds that the project would not be detrimental to the overall historic nature and setting of the El Paseo Building.

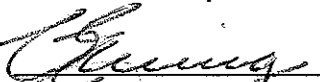
Staff believes that the distinctive architectural elements of the building and site will not be compromised, and the addition of the sign will not be a detriment to the overall aesthetic look of the property. Removal of the blade sign and adjacent window decals from the sign program will reduce the amount of overall advertising on the building. Staff has concluded that the amendment to the sign program will not affect the historic designation of the site

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.



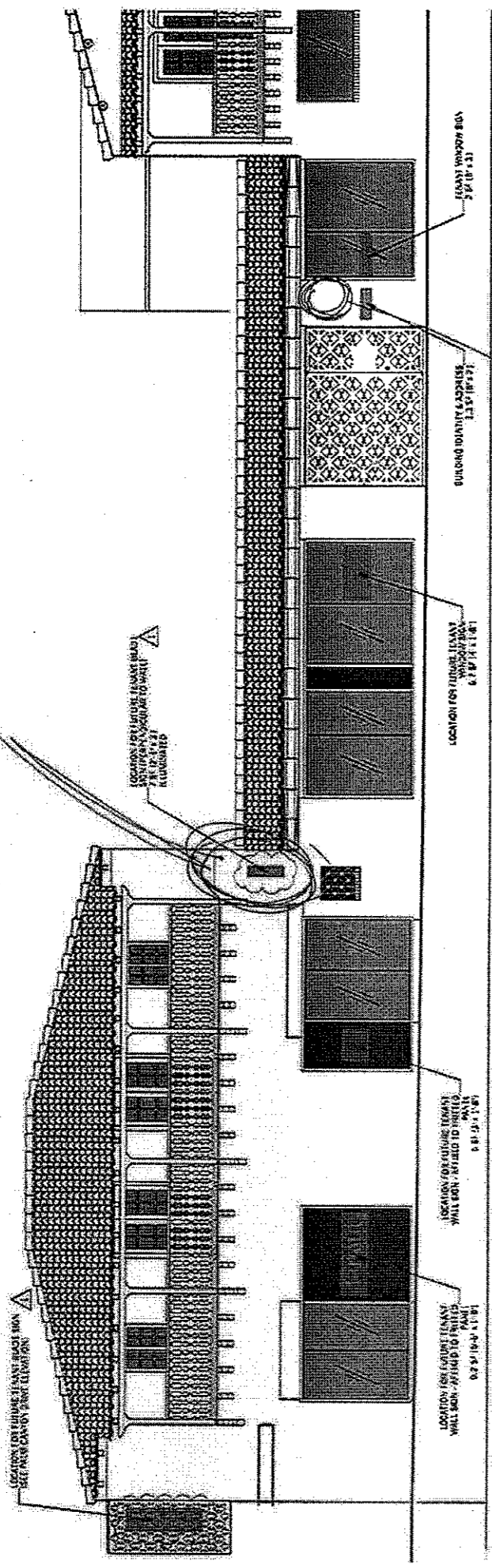
Craig A. Ewing, AICP

Director of Planning Services, AICP

ATTACHMENTS

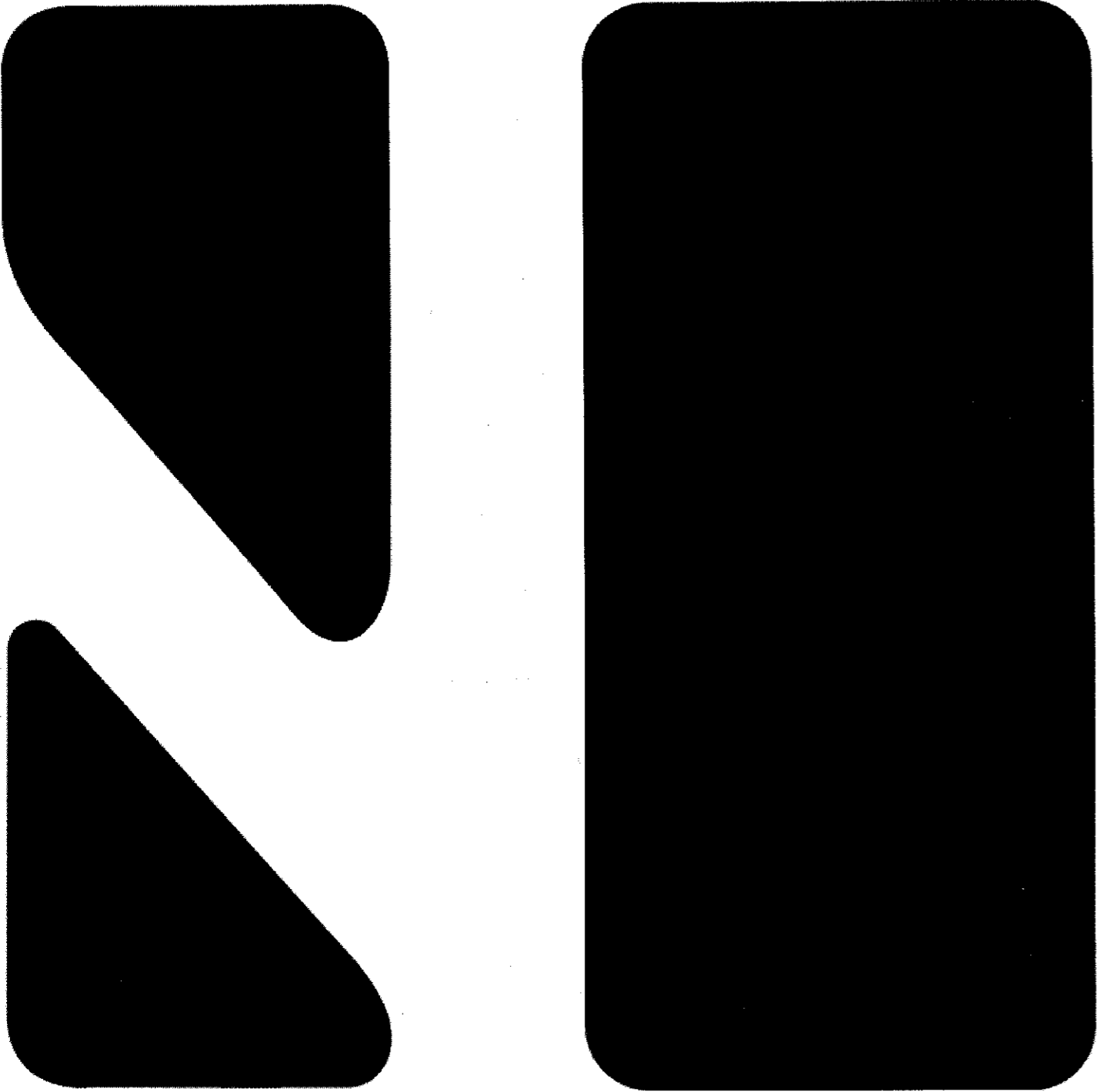
1. Sign Drawings
2. Sign Program

This is the approved sign location

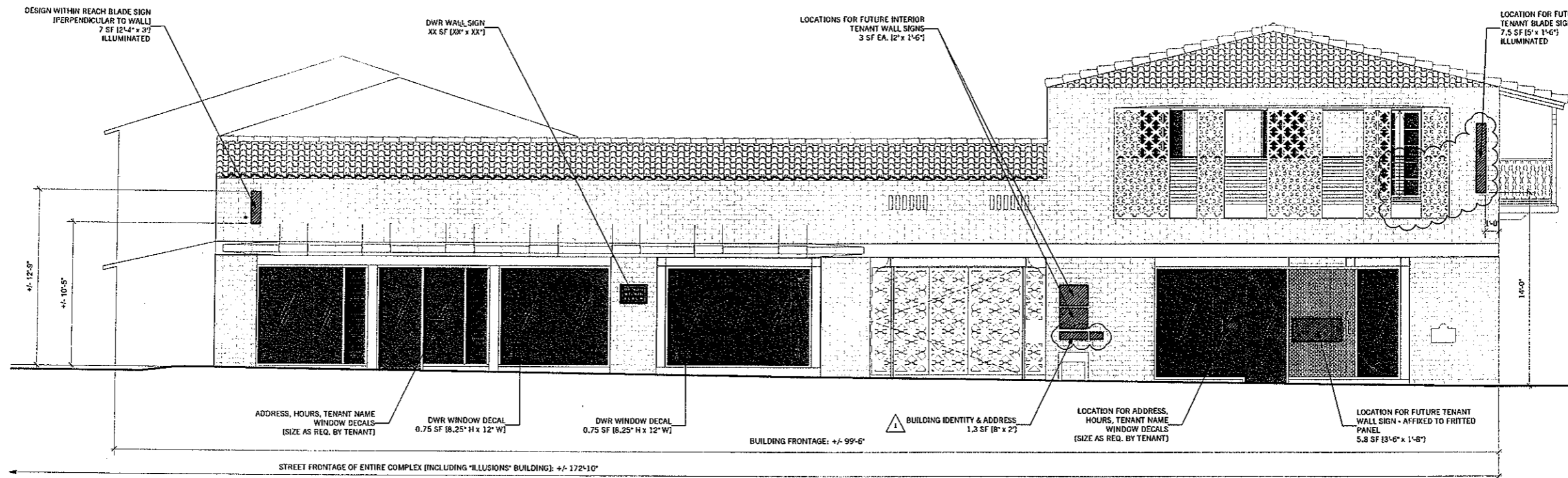


location for new sign

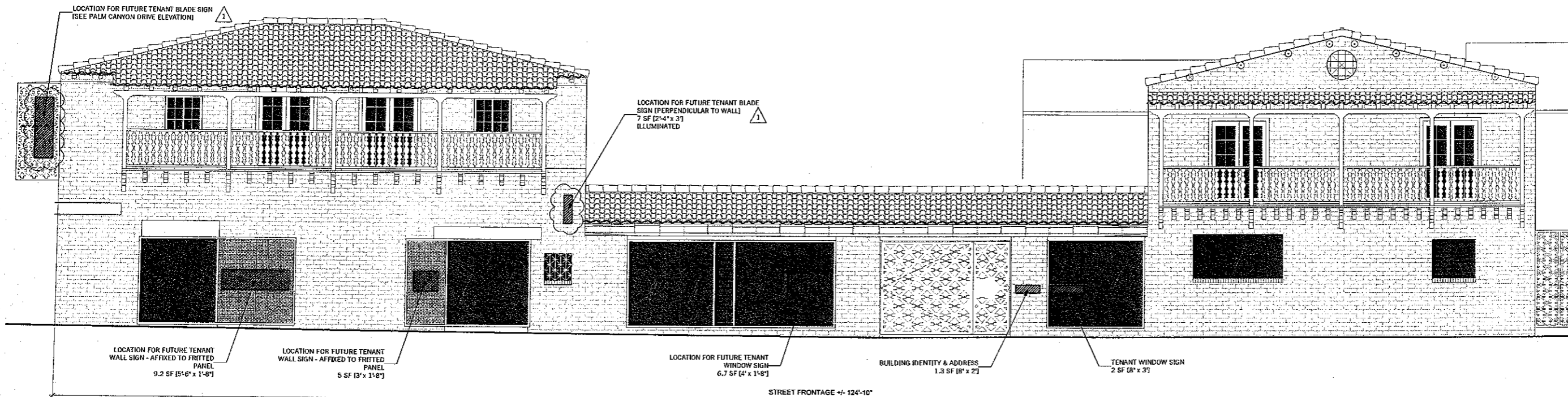
TAMARISK WALL MOUNTED ID SIGN
24" WIDE X 31.5" TALL



notNeutral

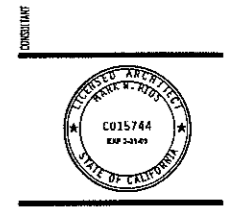


PALM CANYON DRIVE ELEVATION
Scale: 1/4" = 1'-0" 2



TAMARISK ELEVATION
Scale: 1/4" = 1'-0" 1

PROJECT 0707.04



RIOS CLEMENTI HALE STUDIOS

EL PASEO BUILDING
Master Signage Plan
& DWR Tenant Signs
800 Palm Canyon Drive
Palm Springs, CA 92262

EXHIBIT 1 02199 ARCHITECTURAL APPROVAL CONDITIONS

RECEIVED

APR 05 2009

PLANNING SERVICES
DEPARTMENT

SP09-001

SIGNAGE SUBMITTAL

Elevations

DATE: 15 January 2009

SCALE: 1/4" = 1'-0"

SI-2

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