



## HISTORIC SITE PRESERVATION BOARD STAFF MEMORANDUM

DATE: MAY 13, 2014 UNFINISHED BUSINESS

SUBJECT: EL PASEO HOLDINGS FOR A CERTIFICATE OF APPROVAL FOR AN AMENDMENT TO AN EXISTING SIGN PROGRAM AT THE EL PASEO BUILDING, A CLASS 1 HISTORIC SITE TO INCLUDE ONE DOUBLE SIDED INTERNALLY ILLUMINATED BLADE SIGN EQUALING 7.5-SQUARE FEET LOCATED AT 800 NORTH PALM CANYON DRIVE, ZONE C-1 (CASE SP 09-001 AMND, HSPB-27). (GM)

FROM: Department of Planning Services

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### SUMMARY

The Historic Site Preservation Board to review a revised sign program request to amend an existing sign program for the El Paseo Building, a Class 1 Historic Site to include one double sided blade sign equaling 7.5-square feet located at the El Paseo Building, 800 North Palm Canyon Drive.

### RECOMMENDATION:

To recommend approval to the Planning Commission with one condition:

1. Staff to review sign application against approved sign program for size, and location of sign on building.

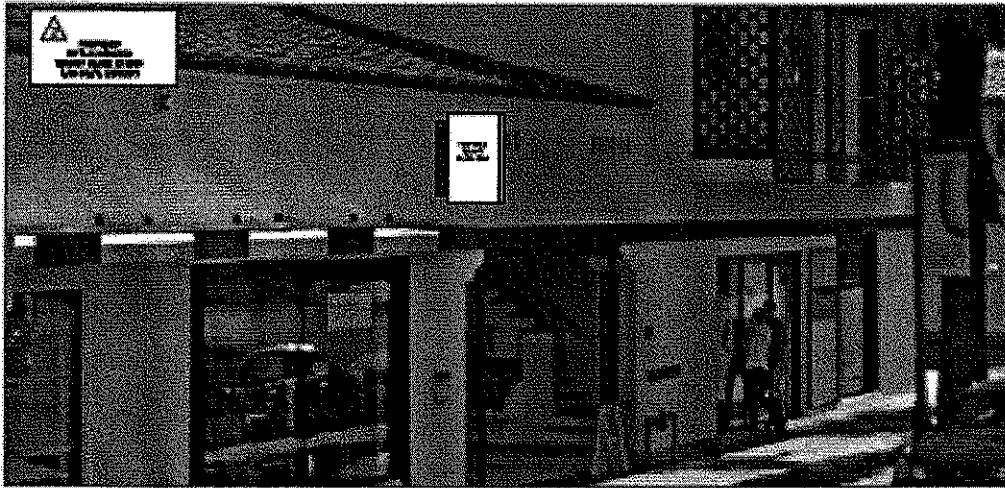
### ISSUES:

- Original sign program was approved in 2009 as part of building renovation.
- Sign program has been amended numerous times. (see City Actions below)
- HSPB reviewed an application at the April 2014 meeting and voted to continue the case to the May meeting.

### PRIOR ACTIONS:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
2/09/2009	Historic Site Preservation Board and Planning Commission approve a Certificate of Compliance for a new sign program for the El Paseo Building
2/25/2009	
5/26/2010	Planning Commission approves a sign program amendment for Christopher Anthony for an 8-square foot internally illuminated sign cabinet.

5/8/2012	Historic Site Preservation Board approved a 5-square foot wall sign for notNeutral at the building portal.
8/14/2012	Historic Site Preservation Board approves 7-square foot blade sign for Workshop Kitchen
4/8/2014	Historic Site Preservation Board voted to continue case to 5/2014 meeting



DOUBLE-SIDED ILLUMINATED BLADE ID SIGN-SIGN TO BE INSTALLED ON WEST ELEVATION FACING PALM CANYON DR.

Proposed sign location – Palm Canyon Facade

BACKGROUND:

The El Paseo Building located at 800 North Palm Canyon Drive, completed in *circa* 1926-1927 is a Mediterranean-Spanish style building constructed around a central courtyard. The courtyard which can be accessed through two passageways from either Palm Canyon Drive or Tamarisk Road serves as the entrance to the present retail shops. The building underwent a total restoration project in 2008-09. This restoration was to modernize the building to meet the requirements of today's retail tenants.

The El Paseo Building is presently occupied by several art galleries, artists' lofts, antique furniture stores, and restaurant. The sign program which was approved by the Planning Commission in February 2009 makes provisions for smaller tenant's signage. The approved sign program provided for a variety of wall signs, window decals, blade signs and signs affixed to existing fritted panels. On the rear parking lot building wall, a future tenant directory sign was approved.

<b>General Plan</b>	
Land Use Designation	Zoning
Neighborhood Community Commercial	General Commercial (C-1)

**ANALYSIS:**

Pursuant to Municipal Code Section 8.05.180, "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;
- (3) A change in land use which affects the exterior appearance of a structure or the interior arrangement of public buildings;
- (4) The erection, remodeling or replacing of a sign which affects the exterior appearance of a structure."

As noted in item 2, the subject project causes an alternation of the exterior appearance of the subject Class 1 building and thus a Certificate of Approval from the HSPB is required.

Sign programs are required for all shopping, commercial or industrial complexes with more than one tenant. According to Section 93.20.09(C)(6) of the Palm Springs Zoning Code (PSZC), "Sign programs shall integrate with the architecture of the building complex, including such elements as size, color, location and construction material." A sign program may be approved which varies from the specific limitations of the sign ordinance.

The proposed sign program provides criteria for identifying the complex and individual tenants with the existing sign program designed to give tenants a variety of locations for sign visibility. The original sign program was implemented for one large tenant (Design Within Reach), however, the major tenant has vacated the building and new smaller shops and a restaurant have moved in. The originally approved sign program included blade, wall, and signs on glazing as presented below:

<b>Sign Type</b>	<b>Frontage</b>	<b>Sign Type</b>	<b>Size</b>
Design Within Reach	Palm Canyon	Blade	7-sq ft
DWR Address	Palm Canyon	Window Decal	.75-sq ft
DWR Sign	Palm Canyon	Window Decal	.75-sq ft
DWR	Palm Canyon	Wall	23-sq ft
DWR	Palm Canyon	Window Decal	.75-sq ft
Future Tenant	Palm Canyon	Wall	3-sq ft
Future Tenant	Palm Canyon	Wall	3-sq ft
Building ID	Palm Canyon	Wall	5.8-sq ft

Future Tenant	Palm Canyon	Wall	5.8-sq ft
Future Tenant	Tamarisk	Wall	9.2-sq ft
Future Tenant	Tamarisk	Window Decal	6.7-sq ft
Building ID	Tamarisk	Wall	1.3-sq ft
Tenant	Tamarisk	Window Decal	2-sq ft
Building ID	Indian Canyon	Wall	66-sq ft
Multi-Future Tenant	Indian Canyon	Wall	6-sq ft each
DWR	Indian Canyon	Wall	67.6-sq ft
Building ID	Alley	Wall	1.3-sq ft
Future Tenant	Tamarisk	Wall	5-sq ft
<b>TOTAL</b>			<b>215-sq ft</b>

The signs as listed above may not currently be present on the building however these sign locations remain.

Additional and proposed signs to the sign program from the original as follows:

Sign Type	Frontage	Sign Type	Size
Christopher Anthony	Palm Canyon	Light Box	8-sq ft
notNeutral	Palm Canyon	Wall	5-sq ft
Workshop Kitchen	Palm Canyon	Wall	2.25-sq ft
Workshop Kitchen	Palm Canyon	3-sided box	7-sq ft
New Tenant	Palm Canyon	2-sided Blade	7.5-sq ft
<b>TOTAL</b>			<b>29.75-sq ft</b>

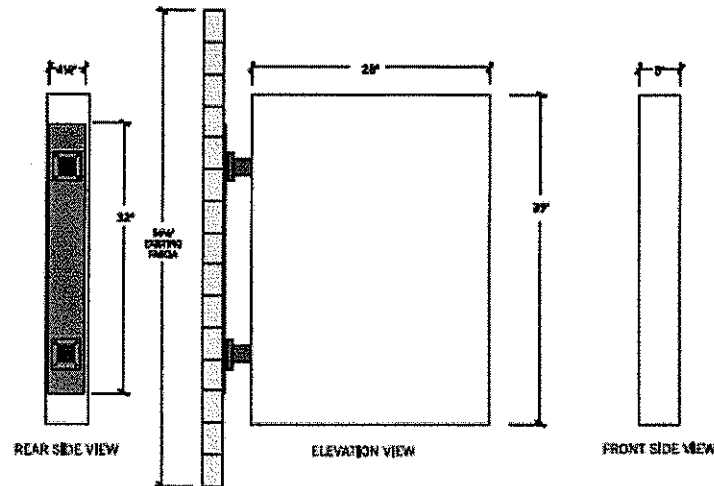
<b>GRAND TOTAL</b>			<b>244.75-sq ft</b>
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## PROPOSAL

HSPB at their April 7, 2014 meeting tabled a previous proposal for a double sided blade sign of 9.33-square feet located above the west building portal; and a 1.8-square foot pedestrian wall sign. The new submission includes the reduction in size of the main sign to 7.5 square feet and the elimination of the small pedestrian wall sign. Staff notes that in the previous submission the applicant provided a detailed design of the sign including colors, illumination and letter type. The new submission differs in this approach by providing the location and size of the sign consistent with a sign program.

The proposed sign program amendment includes one double faced internally illuminated blade sign attached to the building above the entry portal. The sign is earmarked for the second story office space facing Palm Canyon Drive. The blade sign will be an aluminum fabricated sign cabinet, with design details to be

earmarked for the second story office space facing Palm Canyon Drive. The blade sign will be an aluminum fabricated sign cabinet, with design details to be approved at Staff level. The sign will be 3.25 feet tall by 2.3 feet wide for a total of 7.5-square feet. The sign will be affixed by a simple metal sign bracket mounted several inches off the building wall.



Proposed Sign Design

#### FINDINGS:

##### Review of the proposal against the Historic Preservation Ordinance.

There are no specific findings required for Certificates of Approval, however, pursuant to Municipal Code Section 8.05.190, the Board shall consider the following in reviewing and acting upon a certificate of approval application:

- (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;*

The distinctive architectural elements of the building will not be compromised by the addition of one sign equaling 7.5-square feet in size. The proposed sign is smaller in size as compared to an existing approved blade sign located on the north corner of the building. The proposed sign will be attached to the building by a simple bracket protruding several inches off façade painted to match wall.

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

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The sign program amendment proposes one 7.5-square foot internally illuminated blade sign affixed to the west facing façade above the courtyard portal. This sign is similar in design to other existing blade signs.

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

The proposed sign will be similar to an existing blade sign utilizing a metal frame attached to building wall. Specific sign materials will be reviewed at Staff level for conformity to the sign program.

- (4) Archaeological or ecological significance of the area.

The proposed project does not impact any known archaeological or ecological significance of the site.

Sign Program Findings:

Section 93.20.05(C)(6) stipulates three findings that are required for a sign program amendment to be approved that deviates from the strict provisions of the Sign Ordinance. Staff has analyzed the required findings in order below:

- 1) *Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.*

The El Paseo Building is oriented towards North Palm Canyon Drive and Tamarisk Road in the uptown district. The building is part of the Old Las Palmas Historic Business District and was designated an historic site in 1990. The original sign program was approved in 2009 to accommodate the requirements of the main tenant – Design Within Reach which has since vacated the building. Successive new tenants have leased space within the building and amendments to the sign program have occurred. The property owner is seeking sign visibility for office space located on the second floor facing Palm Canyon Drive. Provisions within the original sign program do not address signage for second story office space. Therefore, strict application of the Sign Ordinance may not provide for adequate and/or appropriate signage.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The sign program allows for architectural compatible signs as the existing signage permits internally illuminated blade signs. The proposed amendment to the sign

program namely, allowance of a sign cabinet will allow for adequate visibility in a uniform design, and represent only a minor departure from the sign ordinance; this will provide an effective sign program amendment for the multi-tenanted building.

- 3) *The approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) *"is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city"*.

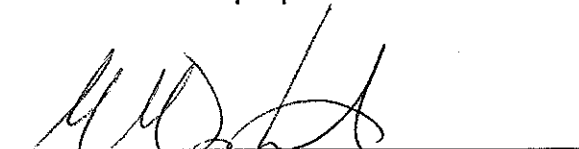
The sign program amendment is limited to one sign affixed to the west facing façade above the building portal. The original sign program limited the design criteria, and the location of signs. This amendment will provide one internally illuminated blade sign of 7.5-square feet for a second story office tenant. The sign program amendment will not be contrary to the purpose of the sign ordinance.

#### ENVIRONMENTAL

The proposed sign program amendment is deemed a Project under the guidelines of the California Environmental Quality Act (CEQA). Pursuant to Section 15064.5 "Determining the Significance of Impacts on Historical and Unique Archeological Resources", the El Paseo Building is a "historic resource" under CEQA because it is listed in the local register of historic resources (Class 1, HSPB No. 55) for the historic defining characteristics. Staff believes the potential for additional signage to be placed on the building does not rise to the level of "a substantial adverse change" of these historic resources or elements of the building. Staff therefore proposes a CEQA Class 31 Categorical Exemption for the project.



Glenn Mlaker, AICP  
Assistant Planner



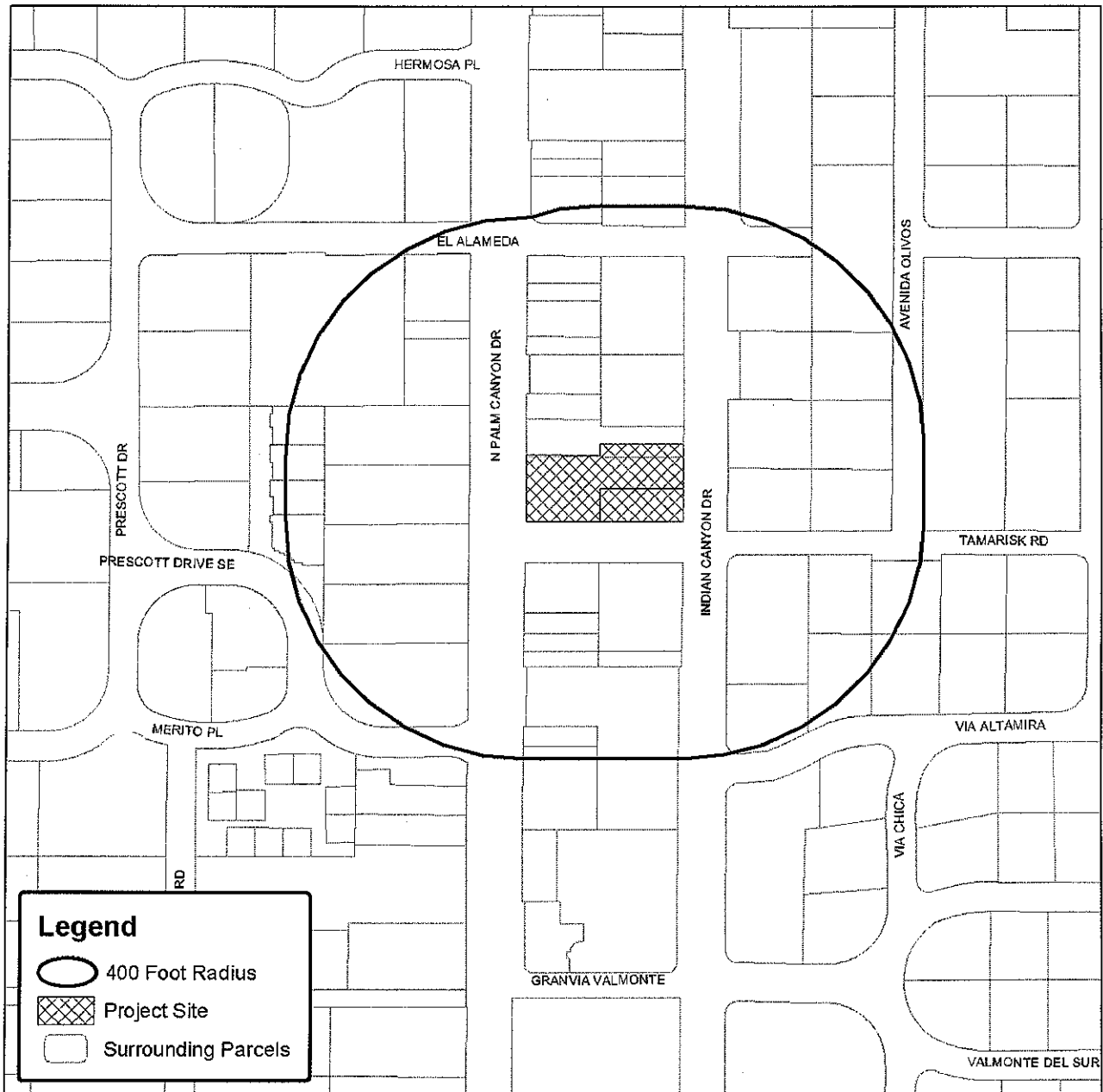
M. Margo Wheeler, AICP  
Director of Planning Services

#### Attachments:

1. Vicinity Map
2. Proposed Sign Program
3. Originally approved sign program



## Department of Planning Services Vicinity Map



### CITY OF PALM SPRINGS

**CASE NO:** 09-001 SP Amend

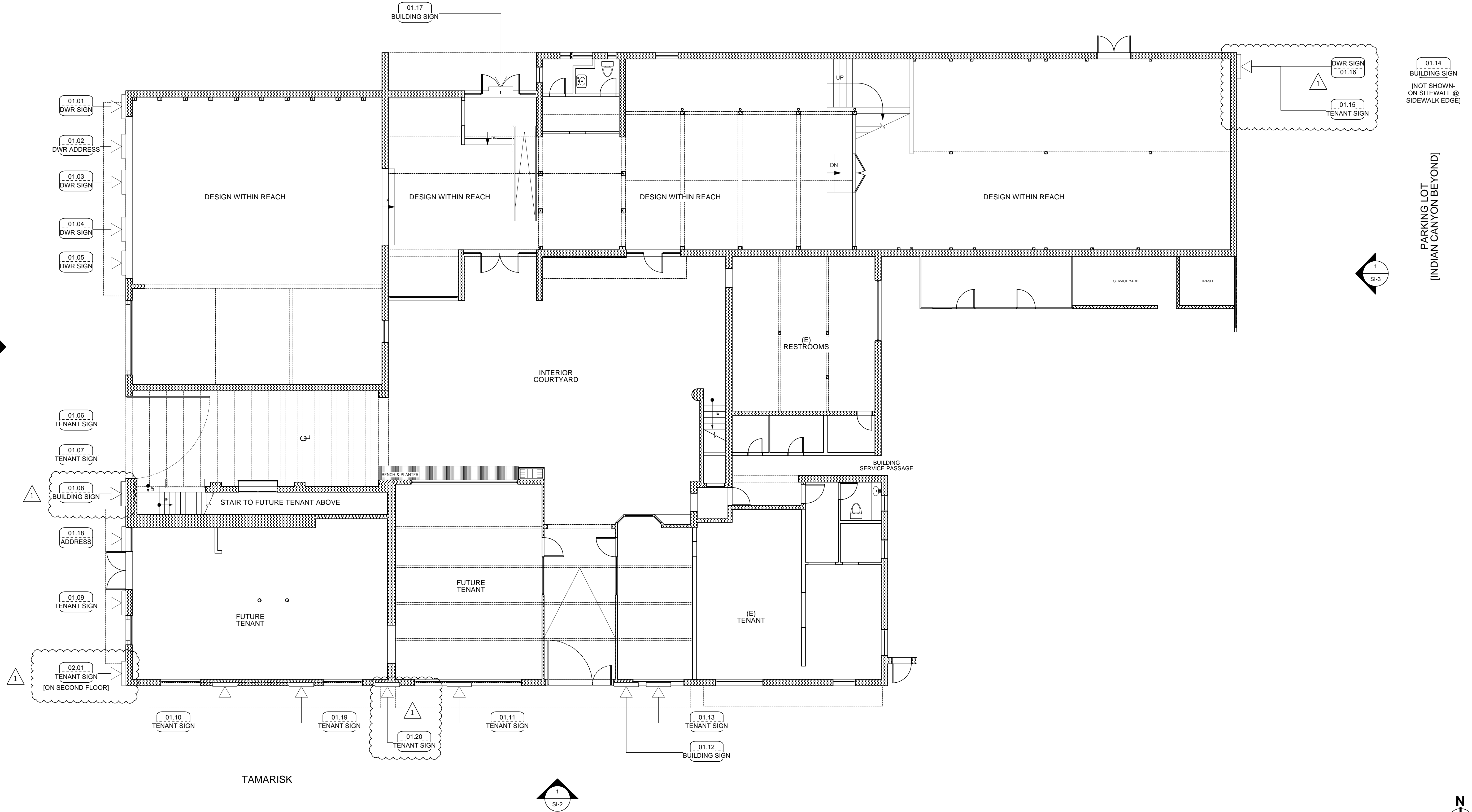
**APPLICANT:** Best Signs

**DESCRIPTION:** Sign program amendment to an existing sign program at the El Paseo Building a class 1 historic property to include one double sided blade sign equaling 9.33-sq ft, and one 1.8-sq ft wall pedestrian sign located at 800 N. Palm Canyon Drive, C-1, Section 10.



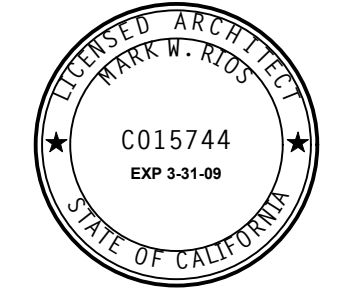
SIGN SCHEDULE

#	CONTENT TYPE	APPROVAL TYPE	FRONTAGE	SIGN TYPE	AREA	DIMS (H x W)	ILLUM.	NOTES
1.01	DESIGN WITHIN REACH	SIGN	PALM CANYON	BLADE	7 SF	2'-4" x 3'	X	PERPENDICULAR TO BUILDING
1.02	DWR ADDRESS	SIGN	PALM CANYON	WINDOW DECAL				SIZE TBD.
1.03	DESIGN WITHIN REACH	SIGN	PALM CANYON	WINDOW DECAL	0.75 SF	8.25' x 12'		
1.04	DESIGN WITHIN REACH	SIGN	PALM CANYON	WALL	XX SF	XX' x XX'		
1.05	DESIGN WITHIN REACH	SIGN	PALM CANYON	WINDOW DECAL	0.75 SF	8.25' x 12'		
1.06	FUTURE TENANT	SIGN LOCATION	PALM CANYON	WALL	3 SF	1'-6" x 2'		RESERVED FOR INTERIOR TENANTS
1.07	FUTURE TENANT	SIGN LOCATION	PALM CANYON	WALL	3 SF	1'-6" x 2'		RESERVED FOR INTERIOR TENANTS
1.08	BUILDING ID	SIGN	PALM CANYON	WALL	1.3 SF	8' x 2'		SEPERATE NAME & NUMBER PLAQUES
1.09	FUTURE TENANT	SIGN LOCATION	PALM CANYON	WALL	5.8 SF	1'-8" x 3'-6"		ATTACHED TO (E) FRIT PANEL
1.10	FUTURE TENANT	SIGN LOCATION	TAMARISK	WALL	9.2 SF	1'-8" x 5'-6"		ATTACHED TO (E) FRIT PANEL
1.11	FUTURE TENANT	SIGN LOCATION	TAMARISK	WINDOW DECAL	6.7 SF	1'-8" x 4'		
1.12	BUILDING ID	SIGN	TAMARISK	WALL	1.3 SF	8' x 2'		
1.13	TENANT	SIGN	TAMARISK	WINDOW DECAL	2 SF	8' x 2'		
1.14	BUILDING ID	SIGN	INDIAN CANYON	WALL (PAINTED)	66 SF	3' x 22'		SIM. TO (E) BLDG. PATTERN W/ HIGHER CONTRAST PT
1.15	MULTI-FUTURE TNTS	SIGN LOCATION	INDIAN CANYON	WALL	6 SF EA	1'-6" x 1'-6"	X	NUMBER AS REQ. BY LEASING
1.16	DESIGN WITHIN REACH	SIGN	INDIAN CANYON	WALL	50 SF	8'-4" x 6'	X	
1.17	BUILDING ID	SIGN	ALLEY	WALL	1.3 SF	8' x 2'		
1.18	TENANT ADDRESS	SIGN LOCATION	PALM CANYON	WINDOW DECAL				SIZE TBD.
1.19	FUTURE TENANT	SIGN LOCATION	TAMARISK	WALL	5 SF	1'-8" x 3'		ATTACHED TO (E) FRIT PANEL
1.20	FUTURE TENANT	SIGN LOCATION	TAMARISK	BLADE	7 SF	2'-4" x 3'	X	PERPENDICULAR TO BUILDING
2.01	FUTURE TENANT	SIGN LOCATION	PALM CANYON	BLADE	7.5 SF	5'-0" x 1'-6"	X	PERPENDICULAR TO BUILDING



PROJECT ID  
**0707.04**

CONSULTANT



**EL PASEO BUILDING**

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

REVISIONS  
2/24/09 ARCH/SPB APPROVAL CONDITIONS

ISSUE

RELEASE

**SIGNAGE SUBMITTAL**

Sign Schedule  
& Key Plan

DATE  
15 January 2009

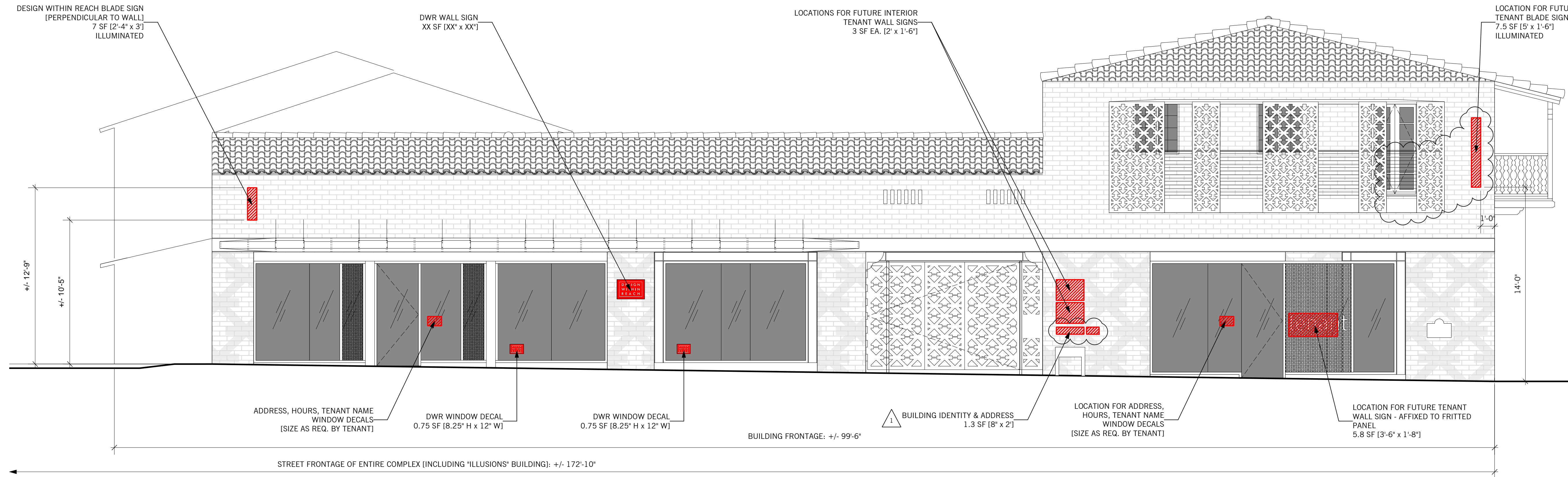
SCALE  
As Noted

**SI-1**

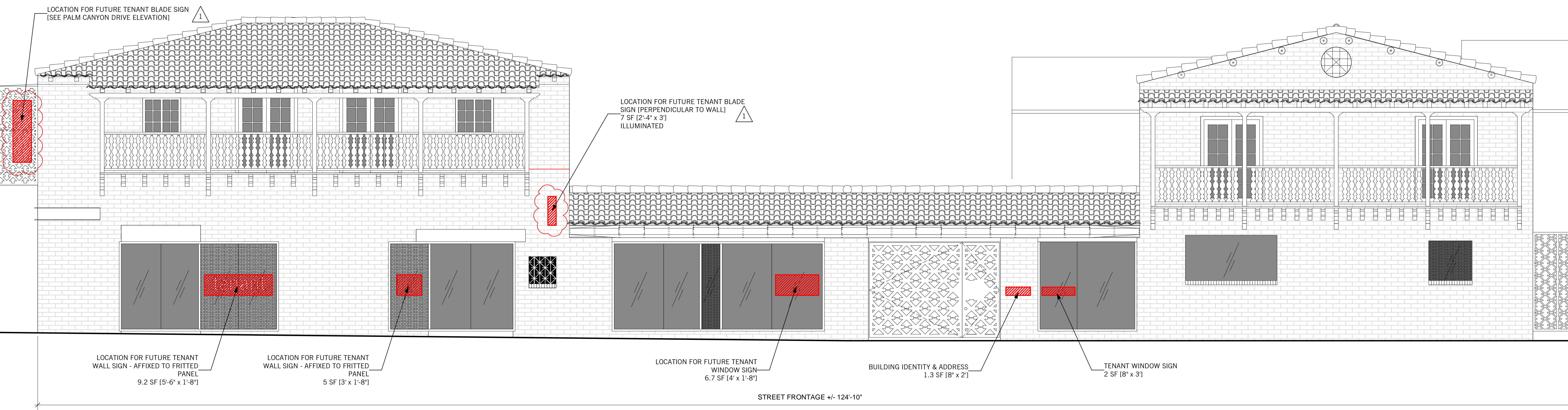
RIOS CLEMENTI HALE STUDIOS

639 N. LARCHMONT BLVD SUITE 100 LOS ANGELES, CA 90004 PH: 323.785.1800 FAX: 323.785.1801 www.riohstudios.com

KEY PLAN  
Scale: 1/8" = 1'-0"

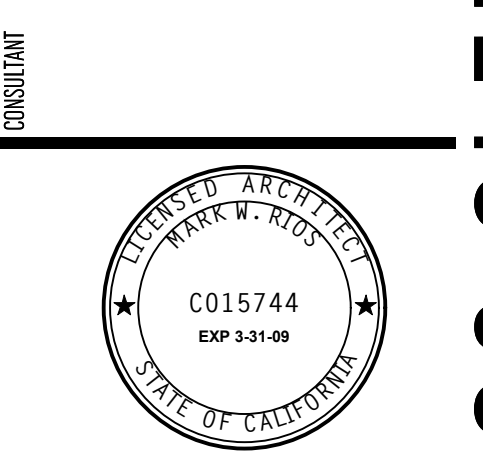


PALM CANYON DRIVE ELEVATION  
Scale: 1/4" = 1'-0" 2



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

PROJECT ID  
**0707.04**



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

REVISIONS  
22409 ARCHSPR APPROVAL CONDITIONS

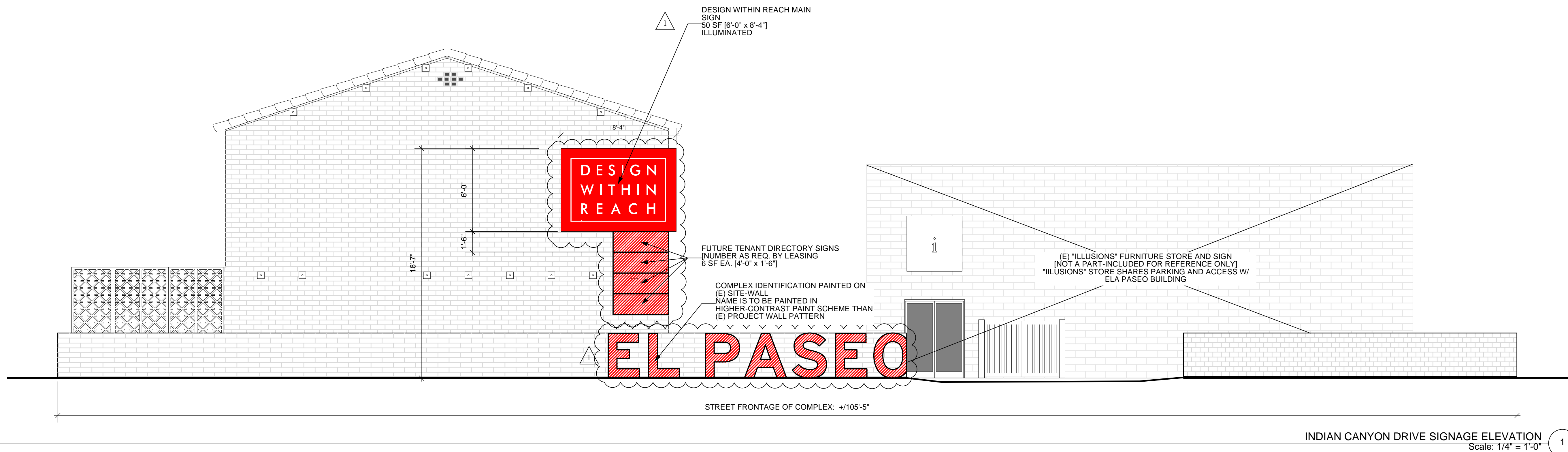
ISSUE	
REVISION	
DATE	15 January 2009
SCALE	1/4" = 1'-0"
PROJECT	SI-2



PHOTOMONTAGE OF DWR SIGNAGE & BUILDING DIRECTORY ON INDIAN CANYON DRIVE  
NO SCALE 3

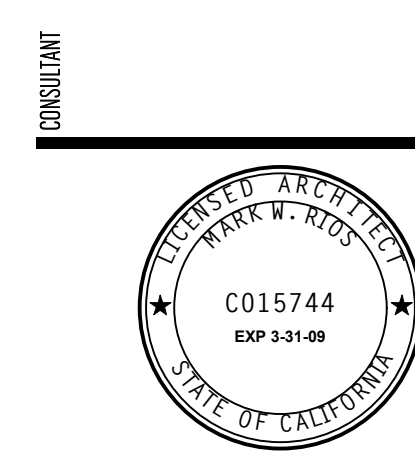


PHOTOMONTAGE OF DWR SIGNAGE ON PALM CANYON DRIVE  
NO SCALE 2



INDIAN CANYON DRIVE SIGNAGE ELEVATION  
Scale: 1/4" = 1'-0" 1

PROJECT ID  
0707.04



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

REVISIONS  
2/24/09 AACHSPB APPROVAL CONDITIONS

ISSUES

RELEASE

**SIGNAGE SUBMITTAL**

Elevations

DATE 15 January 2009

SCALE 1/4" = 1'-0"

DRAWING NO. **SI-3**



## SIGN PROGRAM ADMENDMENT

PREPARED FOR

EL PASEO BUILDING  
800 PALM CANYON DRIVE  
PALM SPRINGS, CA 92262

PRESENTED BY



800-50-SIGNS [www.bestsignsinc.com](http://www.bestsignsinc.com)

CONTRACTORS LIC. NO. 524483

1550 S GENE AUTRY TRAIL  
PALM SPRINGS CA 92264  
760-320-3042  
800-50-SIGNS

MARCH 10, 2014

APRIL 14, 2014

APRIL 22, 2014

Client:  
EL PASEO BUILDING

Project:  
SIGN PROGRAM  
AMENDMENT

Project Address:  
800 PALM CANYON DR.  
PALM SPRINGS, CA 92262

Account Representative:  
JOHN CROSS

Designer:  
JAYAR FLORES  
GDT: 0

Date:  
MARCH 03, 2014

2  
SIGN PROGRAM  
AMENDED  
04-14-14

SIGNAGE SUBMITTAL

SIGN SCHEDULE  
& KEY PLAN



1550 S. Gene Autry Trail  
Palm Springs, CA 92264

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



CONTRACTORS LIC. NO. 524483

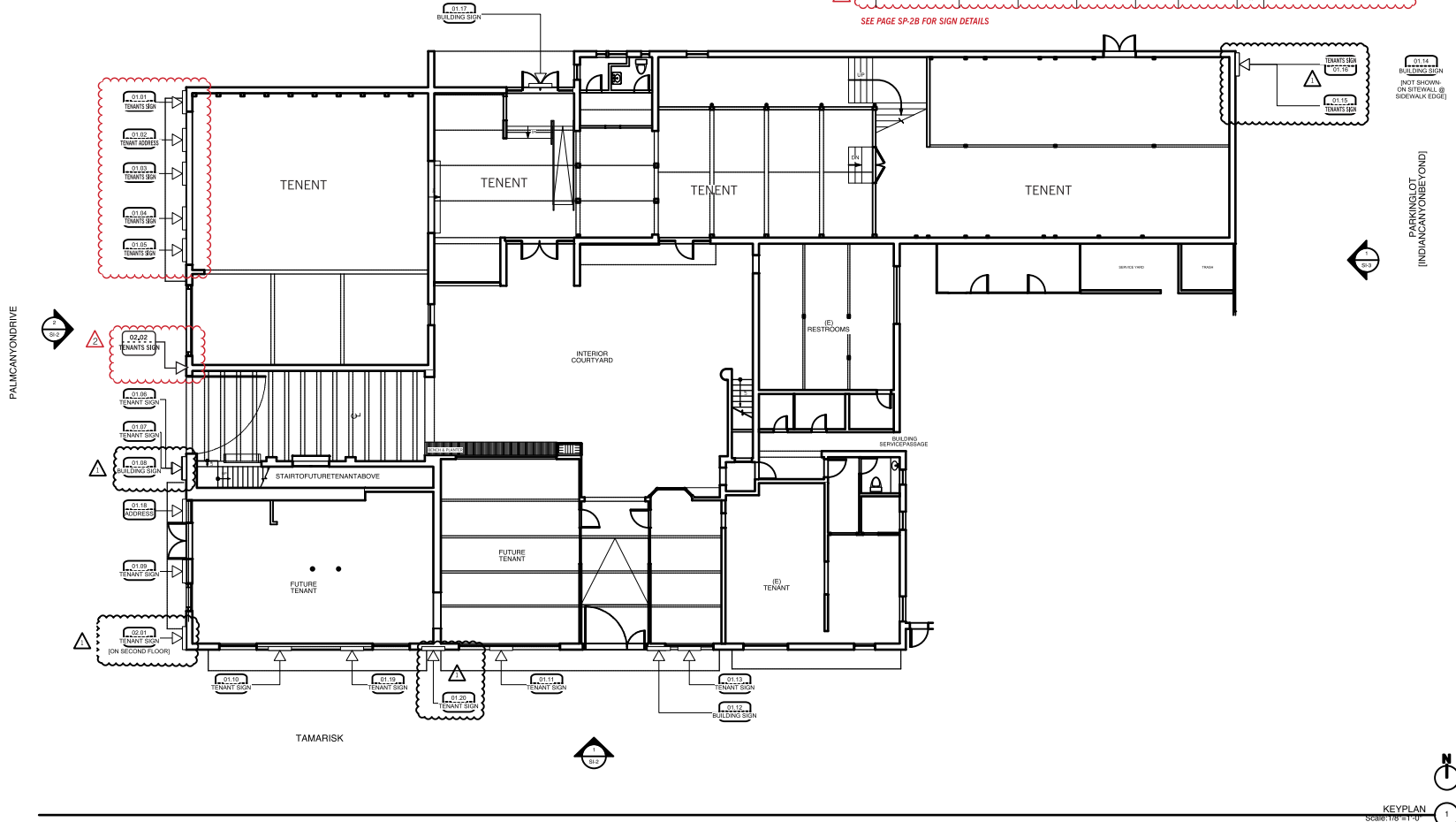
COLORS REPRESENTED IN THIS DRAWING ARE FOR PRESENTATION PURPOSES ONLY. THEY WILL NOT MATCH YOUR FINISHED PRODUCT PERFECTLY. COLOR CALLOUTS ARE FOR A MATCH AS CLOSE AS POSSIBLE.

ALL IDEAS, DESIGNS, ARRANGEMENTS AND PLANS INDICATED OR REPRESENTED BY THIS DRAWING ARE OWNED BY AND PROPERTY OF BEST SIGNS, INC. AND WERE CREATED, EVOLVED AND DEVELOPED FOR USE ON AND IN CONNECTION WITH THE SPECIFIED PROJECT. NONE OF SUCH IDEAS, DESIGNS ARRANGEMENTS OR PLANS SHALL BE USED BY OR DISCLOSED TO ANY PERSON, FIRM OR CORPORATION FOR ANY PURPOSE WHATSOEVER WITHOUT THE WRITTEN PERMISSION OF BEST SIGNS, INC.

Drawing No. SI-1

#	CONTENT TYPE	APPROVAL TYPE	FRONTAGE	SIGN TYPE	AREA	DIMS (H x W)	ILLUM.	NOTES
1.01	FUTURE TENANT	SIGN	PALM CANYON	BLADE	7.5F	2'-4" x 3'	X	PERPENDICULAR TO BUILDING
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1.20	FUTURE TENANT	SIGN LOCATION	TAMARISK	BLADE	7.5 SF	2'-4" x 3'	X	PERPENDICULAR TO BUILDING
2.01	FUTURE TENANT	SIGN LOCATION	PALM CANYON	BLADE	7.5 SF	5'-0" x 1'-6"	X	PERPENDICULAR TO BUILDING
2.02	FUTURE TENANT	SIGN LOCATION	PALM CANYON	BLADE	7.50 SF	28'x30'	X	PERPENDICULAR TO BUILDING

SEE PAGE SP-28 FOR SIGN DETAILS



KEY PLAN  
Scale: 1/8" = 1'-0"

Client:  
**EL PASEO BUILDING**

Project:  
**SIGN PROGRAM  
AMENDMENT**

Project Address:  
**800 PALM CANYON DR.  
PALM SPRINGS, CA 92262**

Account Representative:  
**JOHN CROSS**

Designer:  
**JAYAR FLORES**

GDT: 0

Date:  
**MARCH 03, 2014**



**SIGN PROGRAM  
AMENDED  
04-14-14**

**SIGNAGE SUBMITTAL**

**SIGN SCHEDULE  
& KEY PLAN**



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

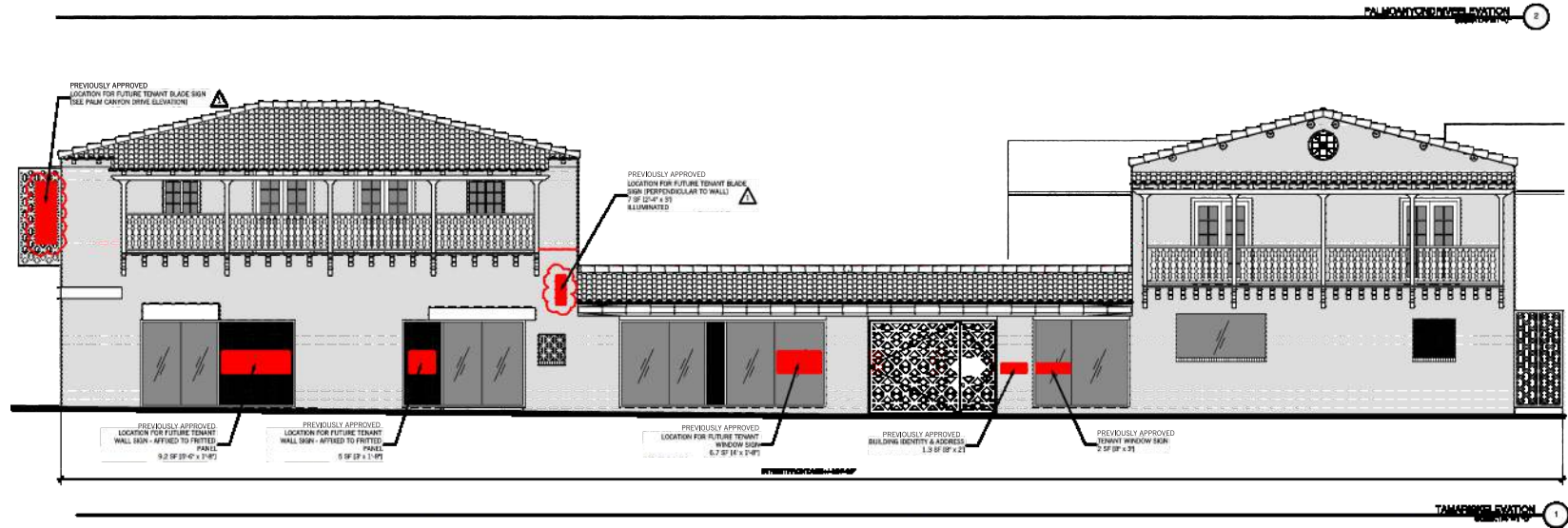
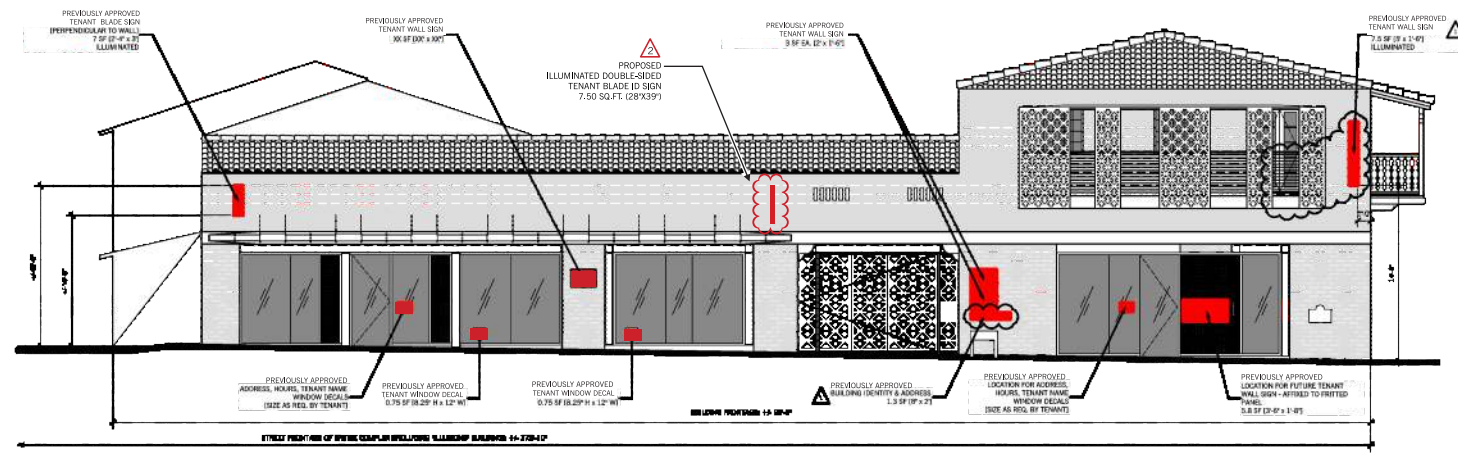


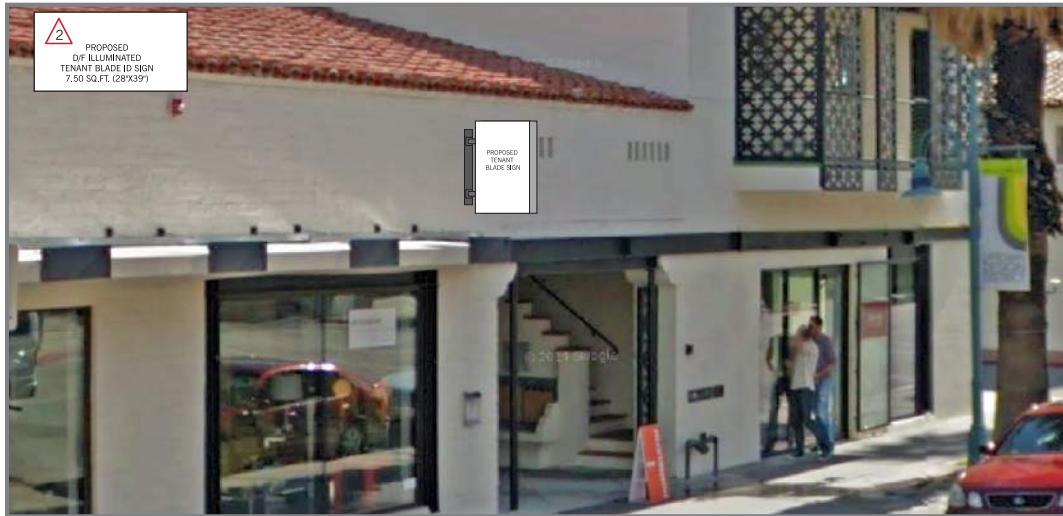
CONTRACTORS LIC. NO. 524483

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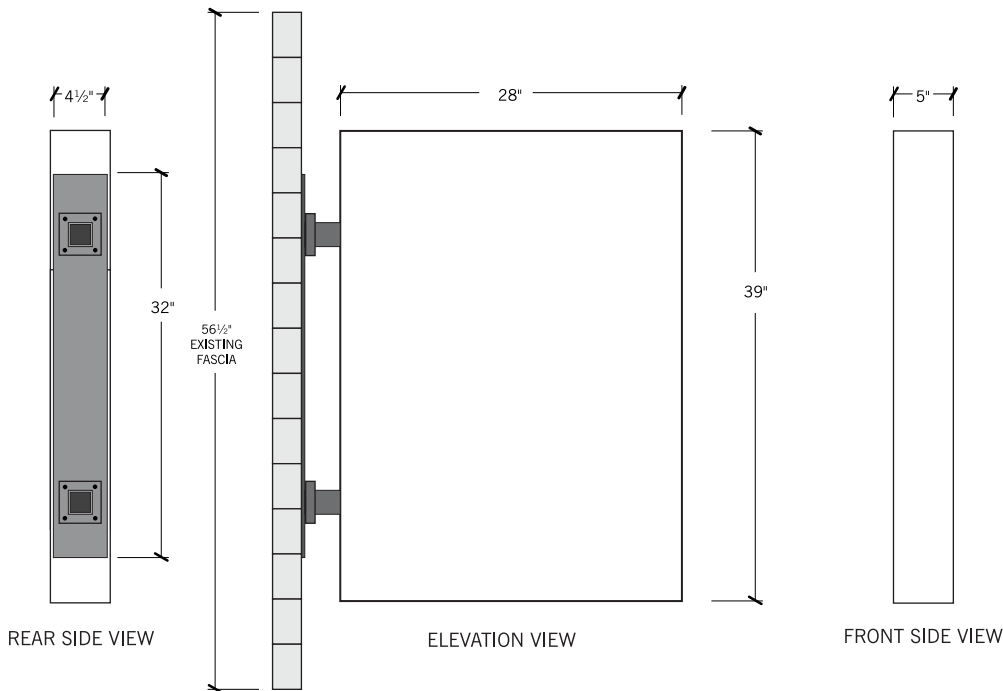
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**Drawing No. SI-2**





DOUBLE-SIDED ILLUMINATED BLADE ID SIGN-SIGN TO BE INSTALLED ON WEST ELEVATION FACING PALM CANYON DR.



DOUBLE-SIDED ILLUMINATED BLADE ID SIGN - 7.5 SQ FT OF TOTAL SIGN AREA

SCALE: 3/4" = 1'-0"

Client:  
**EL PASEO BUILDING**

Project:  
**SIGN PROGRAM AMENDMENT**

Project Address:  
**800 PALM CANYON DR.  
PALM SPRINGS, CA 92262**

Account Representative:  
**JOHN CROSS**

Designer:  
**JAYAR FLORES**  
GDT: 0

Date:  
**MARCH 03, 2014**



**SIGN PROGRAM AMENDED  
04-22-14**

**SIGNAGE SUBMITTAL**

**SIGN SCHEDULE & KEY PLAN**



**1550 S. Gene Autry Trail  
Palm Springs, CA 92264**

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



**CONTRACTORS LIC. NO. 524483**

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**Drawing No. SI-2B**