



CITY COUNCIL STAFF REPORT

DATE: April 20, 2016

PUBLIC HEARING

SUBJECT: AN APPLICATION FOR CLASS 1 HISTORIC DESIGNATION OF "THE TOWN & COUNTRY CENTER", LOCATED AT 146-174 N. PALM CANYON DRIVE AND 167-181 N. INDIAN CANYON DRIVE AND NOTICE OF EXEMPTION FROM CEQA, ZONE CBD, MUSEUM MARKET PLAZA SPECIFIC PLAN (BLOCK "K") (HSPB #51).

FROM: Department of Planning Services

SUMMARY

The City Council will consider a recommendation by the City's Historic Site Preservation Board (HSPB) for Class 1 historic designation of "The Town & Country Center". The HSPB previously made such recommendation to the City Council on June 9, 2009, however the City Council voted to deny the recommendation on June 24, 2009.

The property owner, has submitted a letter in support of the HSPB recommendation, noting however a request that the building at 171 North Indian Canyon Drive be identified as "non-contributing" to the historic significance of the site. (attached).

RECOMMENDATION:

1. Open the public hearing and receive public testimony.
2. Close the public hearing and adopt Resolution ____, "A RESOLUTION OF CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DESIGNATING THE PARCELS ADDRESSED AS 146-150, 156-166, 168, AND 170-174 NORTH PALM CANYON DRIVE AND 167-181 NORTH INDIAN CANYON DRIVE (APN #'s 513-092-010 and 513-092-009), AS CLASS 1 HISTORIC SITE HSPB #51, (ZONE CBD, MUSEUM MARKET PLAZA SPECIFIC PLAN)".

ITEM NO.

1A

<i>Related Relevant City Actions by HSPB, Planning, Fire, Building, etc...</i>	
2004	The Town & Country Center was identified in the City's 2004 Historic Resource Survey as eligible for listing as a historic resource.
December 12, 2006	HSPB initiated study to consider Class 1 historic designation for the Town & Country Center.
June 9, 2009	HSPB voted to recommend that the City Council designate The Town & Country Center as a Class 1 historic site.
June 24, 2009	City Council voted to deny designation of the Town & Country Center as a Class 1 historic site.
December 2, 2009	The City Council voted to approve the Museum Market Plaza Specific Plan (MMPSP) which included the demolition and redevelopment of the Town & Country Center.
October 8, 2013	At the request of the HSPB the Planning Director provided a memo on the implications of amending the MMPSP and its EIR in order to consider designating the T&CC a historic site.
December 13, 2013	The HSPB voted to request that the City Council amend the MMPSP and related EIR.
February 13, 2014	The HSPB moved to request that the City Council do an environmental assessment for amendment to the MMPSP to allow consideration by the City Council of Class 1 historic designation for the T&CC.
September 8, 2015	The California State Historic Resources Commission voted unanimously to deem the Town & Country Center eligible for listing on the State and Federal Register of historic places and forwarded the nomination to the National Park Service.
October 13, 2015	The HSPB moved to request the City Council to amend the MMPSP and its EIR as necessary to allow reconsideration of Class 1 historic designation for the Town & Country Center (T&CC).
February 9, 2016	The HSPB voted unanimously to receive the historic resources report prepared by PSPF dated January 2016 and initiate study pursuant to PSMC Section 8.05.135 for possible recommendation to City Council for Class 1 historic site designation of the Town & Country Center.
March 8, 2016	The HSPB voted unanimously to recommend that the City Council designate the Town & Country Center a Class 1 historic site. (HSPB #51).
April 12, 2016	The HSPB received information regarding the Town & Country Center from the architectural firm Marmol Radziner, a consultant hired by the property owner, Wessman Holdings, LLC.

BACKGROUND AND SETTING

According to the historic resources report, the Town & Country Center was designed by two notable Los Angeles based architects, A. Quincy Jones and Paul R. Williams and four local architects, Donald Wexler & Richard Harrison, Albert Frey, and John Porter Clark. "The Center" was constructed in multiple phases from 1946 to 1955. It was developed by "The Palm Springs Corporation" on land owned by the Bank of America.

The Center is considered an outstanding example of "desert modern" architecture and conveys the significance of the mid-century period in Palm Springs during which a significant number of commercial and residential buildings embraced the Modern style of architecture for which Palm Springs has since gained international recognition. In the post-war era, a major shift took place in the architectural aesthetic of Palm Springs as developers sought to accommodate the sophisticated tastes of wealthy visitors and new residents. The Center is also a good example of an early mixed-use center in which retail, residential, offices and restaurant uses were integrated into a unified assembly of buildings and spaces, centered on a common outdoor courtyard. This arrangement of spaces around a central courtyard is also similar to the classic Spanish hacienda building typology and the Center stands as the only intact example in Palm Springs of this building typology expressed in the Modern architectural style.

The Center has frontages on both Palm Canyon Drive and Indian Canyon Drive and access to the outdoor courtyard at the Center is provided from both streets by means of open-air pedestrian paseos.

Although the historic resources report dated January 2016 describes the Center as consisting of four *primary buildings*, there are actually at least seven buildings and two parking lots that comprise the Town & Country site. These individual buildings are identified and further described below.

- A. 146-150 North Palm Canyon Drive Building ("The Bank of America Building").
- B. (B1, B2, & B3) 156-166 North Palm Canyon Drive (the southernmost "cinnamon-colored" building).
- C. 168 North Palm Canyon Drive ("The E.F. Hutton Building").
- D. 170-174 North Palm Canyon Drive (the northernmost "cinnamon-colored" building).
- E. 167 North Indian Canyon Drive (the "Town & Country Restaurant Building").
- F. 171 North Indian Canyon Drive.
- G. 181 North Indian Canyon Drive.
- H. The south parking lot.
- I. The north parking lot.



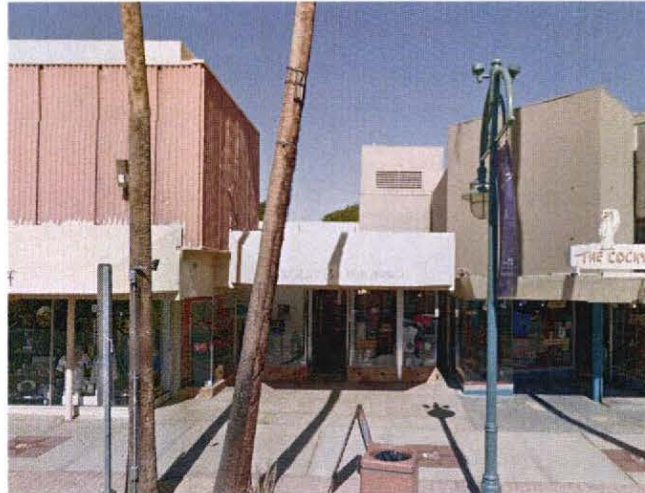
- 146-150 North Palm Canyon Drive (“The Bank of America Building”)
This is a two story commercial building originally built to house the Bank of America. It has commercial storefronts at the first floor (not original), and narrow vertical “louver-like”, finned, glazed openings at the second level. These northwest-oriented windows provide natural north-oriented daylight while protecting the westerly facing interior spaces from the intense afternoon sun. The northwest corner has a solid two-story volume set at roughly a 45-degree angle.



146-150 BUILDING - AERIAL VIEW AND STREET VIEW ALONG PALM CANYON DRIVE

Moving northward from the Bank of America Building is a narrow one-story retail

structure. This narrow storefront was constructed as an infill building in 1948 as part of the construction of the Bank of America Building, connecting the 156-66 building with the Bank of America (146-150) building.



THE NARROW "INFILL" BUILDING BETWEEN 146-150 NORTH PALM CANYON AND 156-66.

- 156-166 and 170-174 North Palm Canyon Drive.

These two structures have nearly identical street facades with commercial / retail storefronts along the first floor; however, the buildings are quite different from one another.



THE MATCHING FACADES OF THE 156-166 BUILDING (FOREGROUND) AND THE 170-174 BUILDING (FAR LEFT)

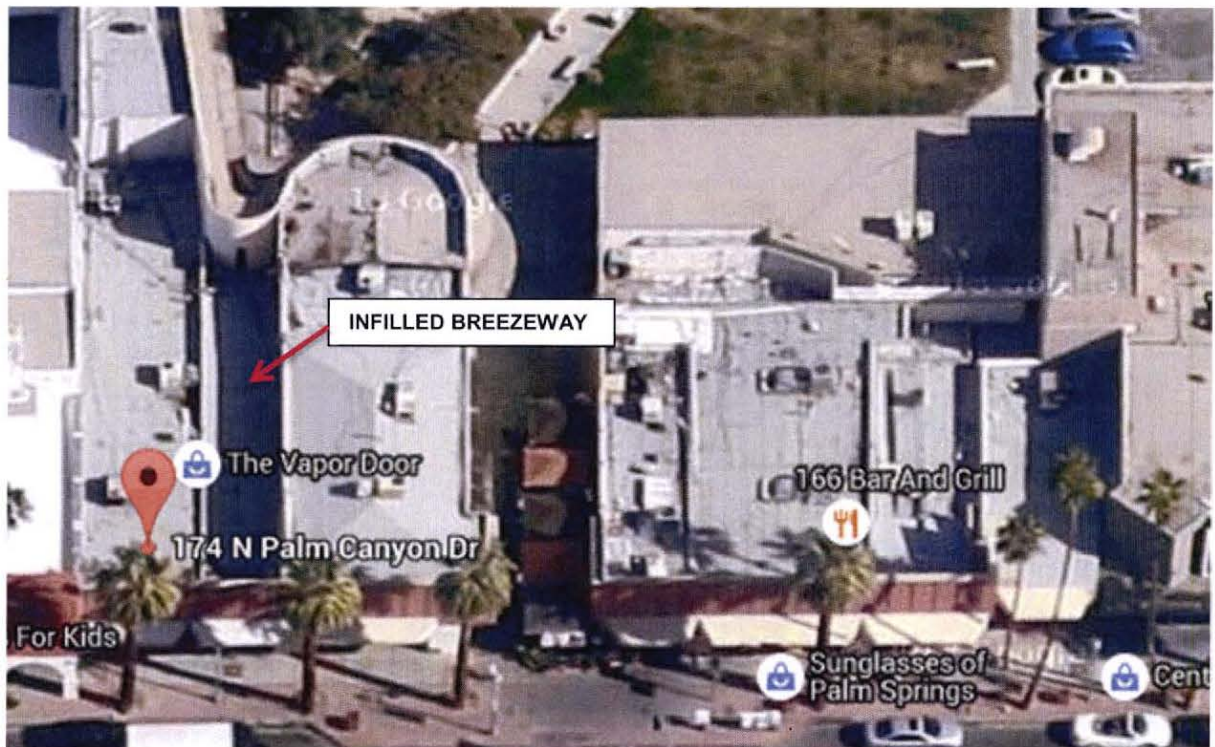
The 156-166 building appears to be a collection of three older single story buildings wrapped in a unifying two story street-side façade¹. The painted corrugated vertical ribbed metal façade in the photo above (which replaced original cement-fiber ribbed panels in the 1980's, most likely as part of an asbestos abatement initiative) gives the impression that the building is two stories in height, however it is a false façade – the 156-166 building appears to be three one-story buildings "unified" behind a two-story

¹ This conclusion is based upon material provided by the architectural firm Marmol-Radziner after the March 2016 HSPB meeting, and further study of the roof parapets for "Building B" which reveals three separate and varied roof conditions.

façade as seen in the aerial photo below.



THE AERIAL PHOTO ABOVE SHOWS THE FALSE FAÇADE OF THE 156-166 BUILDING (CENTER LEFT) AND THREE ROOF AREAS OF DIFFERING SLOPES SEPARATED BY LOW PARAPET WALLS. THE 170 BUILDING, WITH THE SEMI-CIRCULAR EAST FAÇADE IS THE ONLY TWO-STORY PORTION OF THE 156 - 174 BUILDINGS.



AERIAL VIEW OF 170-174 BUILDING (LEFT) AND THE 156-166 BUILDING (RIGHT) SHOWING THE MATCHING CINNAMON-COLORED PANELS ALONG THE PALM CANYON FACADES AND THE VARYING BUILDING HEIGHTS BEHIND THE FALSE FAÇADE. OF THESE TWO BUILDINGS, ONLY THE 170 PORTION HAS A SECOND FLOOR

The 170-174 Building, while seemingly identical to the 156-166 Building when viewed from Palm Canyon Drive, is different in several ways. At the first floor, the storefront of the northernmost retail space is set at an angle, while those at the 156-66 Building are aligned parallel to the street.



NOTE

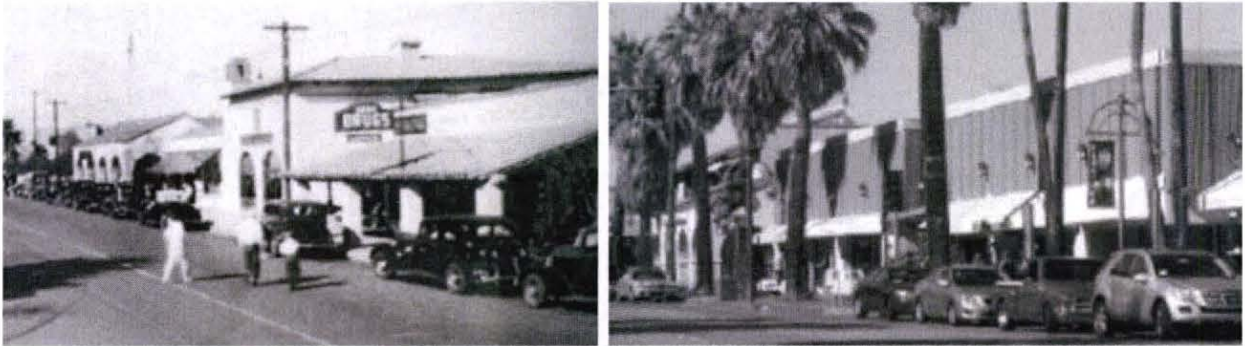
ANGLED STOREFRONT AT LEFT;
TENANT SPACE AT THE RIGHT IS INFILL OF AN ORIGINAL PASEO OR "BREEZEWAY".

This angled storefront originally functioned to draw pedestrians into a passageway or "breezeway" upon which a line of small shops faced that led from Palm Canyon to the courtyard behind. At some time, this breezeway was infilled and the small shops were consolidated to create one larger tenant space (this breezeway can be seen in the site plan image later in this report.) Over the top of this breezeway, the same vertical ribbed painted panels continue, creating a flat upper façade along the Palm Canyon Drive frontage.

The 170 Building may be one of the more interesting components of the Center. Similar to the 156-66 Building, it is comprised of buildings built at different times, wrapped in a unifying street-side façade. This two-story structure actually pre-dates the development of the rest of the Town & Country Center. In the 1920's (exact construction date not known) a Spanish Colonial Revival styled building was constructed to house the Bank of America on this site. When the Center was developed in the late 1940's, the 1920's era bank building was retained and "covered over"; to appear as a seamless, integral part of the "new" Center. The two story ribbed façade currently painted a cinnamon color, was constructed across the face of the old bank building.

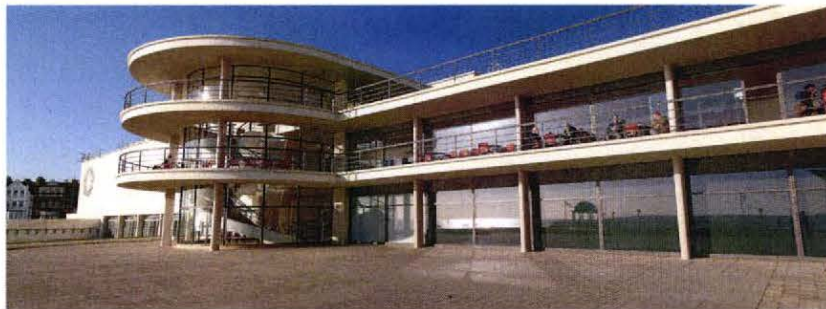


THE OLD BANK OF AMERICA BUILDING (ABOVE) WAS RETAINED AND THE CENTER WAS BUILT AROUND IT.



THIS OLDER BANK BUILDING STILL EXISTS BEHIND THE 1946 FAÇADE AT THE 170 NORTH PALM CANYON BUILDING
[LYKKEN'S DEPT. STORE CAN BE SEEN FURTHER NORTH (TO THE LEFT) IN BOTH THE PHOTOS ABOVE]

The east façade of the 170 Building is also unique. On the back (east) side of the old Bank of America Building was constructed a semi-circular, two-story “drum”. As noted in the historic resources report, this element is reminiscent of the drum-like element in the 1935 De La Warr Pavilion by the internationally recognized architect Erich Mendelsohn, in East Sussex, England (see photos below).



DE LA WARR PAVILION, EAST SUSSEX, ENGLAND, ARCHITECT ERICH MENDELSSOHN, (1935) (ABOVE)
COURTYARD FAÇADE OF THE 170 BUILDING AT THE TOWN & COUNTRY CENTER (1946) (BELOW)

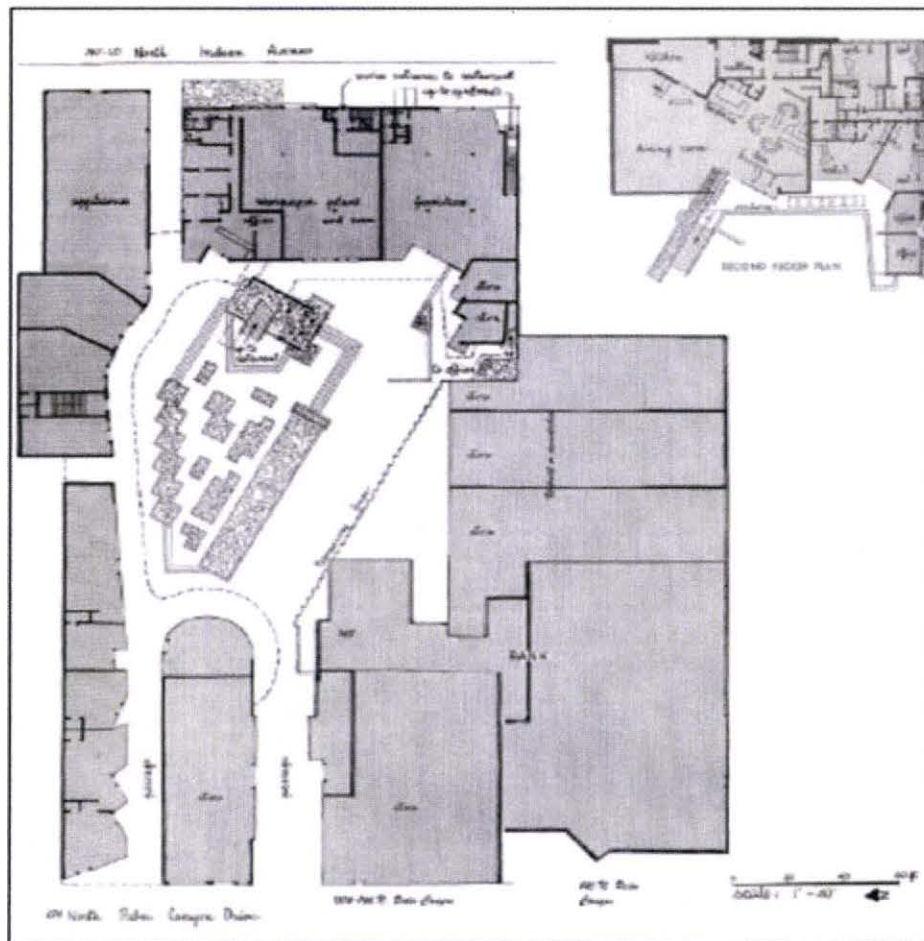


The 174 Building then extends eastward, defining the northern wall of the outdoor courtyard. This façade is set at a very slight angle and continues the wide cantilevered solar “fin” at both the first and second levels. At the northeastern corner of the courtyard, the 174 Building abuts the back of the 171 North Indian Canyon Drive Building (described below).

- 168 North Palm Canyon Drive (E.F. Hutton Building)
Although this one-story building has a Palm Canyon address, this addition done in 1955 faces the courtyard, and was built behind the 156-166 Building. It is a simple box-like addition with a façade comprised of grey precast concrete panels between sections of aluminum storefront glazing with a wide white fascia band. Upon closer review of the 1951 site plan (next page), it should be noted that the 168 Building was already shown - four years before its construction - suggesting it was not merely an "afterthought" but rather had been in the planning stages for several years.



168 BUILDING "E.F.HUTTON"



Site Plan of the Town & Country Center in the 1951 book *Shopping Centers, Design & Operation*.
CIRCA 1951 PLAN SHOWING ORIGINAL PASEO AND BREEZEWAYS TO THE CENTRAL COURTYARD

- 167 North Indian Canyon Drive

This is a two-story stucco and frame building that originally had commercial / retail spaces on the first floor, a restaurant, four (4) studio apartments and two offices on the second. The building has prominent facades on both the street and courtyard side and is one of the most interesting buildings in the complex from an architectural perspective. The historic resources report describes the physical characteristics of this building in detail.



WEST COURTYARD FAÇADE OF THE 167 NORTH INDIAN CANYON DRIVE BUILDING



EAST FAÇADE OF THE 167 NORTH INDIAN CANYON DRIVE BUILDING (c. 1955 above, c. 2015 below)



The courtyard façade of the 167 Building is rich in architectural detail as can be seen in the early photos of the complex. A dramatic cantilevered planter that juts out into the courtyard has been “truncated” at some time in the past, perhaps due to structural problems. Any efforts to restore the Center should include re-establishing the full length of this cantilevered feature. Much of the horizontal wood detailing at railings and planters, screen walls and other architectural devices are reminiscent of some of the detailing found in the designs of Frank Lloyd Wright from the same period.

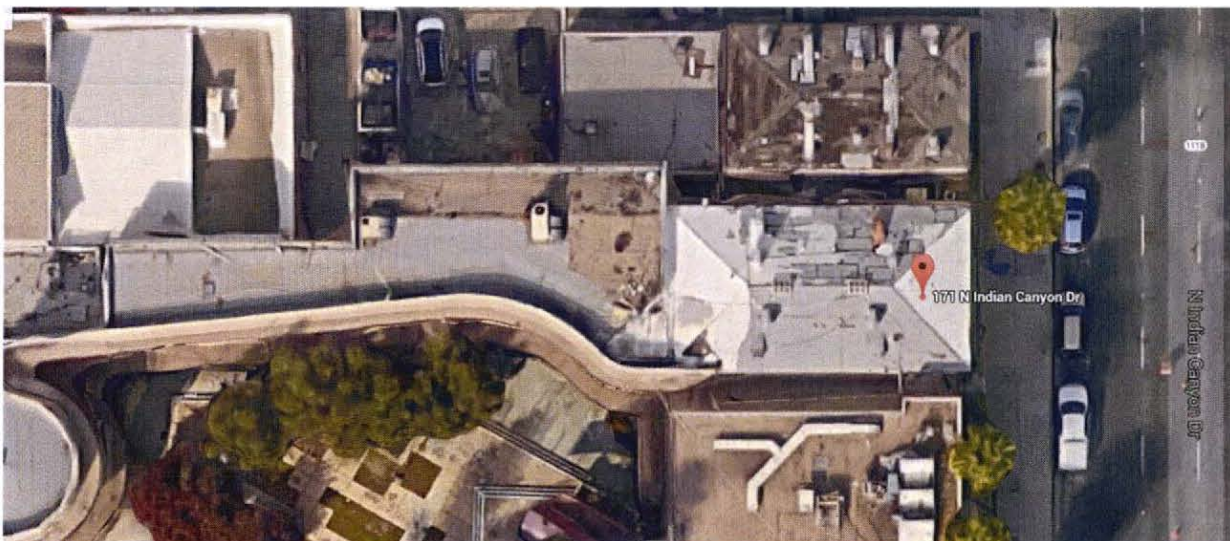


THE ENTIRE INDIAN CANYON FAÇADE INCLUDING 167 (LEFT), 171, AND 181 NORTH INDIAN CANYON DRIVE

The last buildings identified on the site are located north of 167 North Indian Canyon Drive. As seen on the right in the photo above

- 171 and 181 North Indian Canyon Drive Buildings.

The 171 Building and the 181 Building have nearly identical facades and are two-story stucco clad wood frame buildings with retail spaces and storefronts on the first floor and offices or apartments on the second. A small roof structure over a paseo between 167 and 171 visually connects these buildings to the rest of the Center. These second floor spaces have metal mesh mounted across the front of them. It is uncertain whether this mesh is original.



At first glance the 171 and 181 buildings appear to be one due to a horizontal shade canopy

just above the storefronts; however, upon closer inspection of the aerial photo above, they are two separate buildings. None of the historic resource reports from 2016, nor the report done in 2015 for nomination to the National Register of the Center provides any description of these buildings, however they can be clearly seen existing in the early photographs of the Center.

From building permits in the City's Building Department, the permit for foundations for the 171 building was issued in January, 1946 and a second permit in March, 1946. Both were issued by to the Palm Springs Corporation, the same developer as the rest of the Center. Although no permits have been found for 181, both buildings appear to have been constructed at approximately the same period. Staff surmises that these two buildings may have been constructed just months earlier than construction on the rest of the buildings that comprise the Center and the horizontal shading devices on the Indian Canyon Drive façade were added as an attempt to visually tie them together. None of the other facades, including the southern facade of the 171 building which defines the northerly edge of the paseo connecting the Center's courtyard to the street are significant and the first floor tenant space of the 171 Building is not oriented in any way toward the Center's courtyard. The first floor tenant spaces of both buildings are oriented toward Indian Canyon Drive. No known architect is credited to these buildings and they possess no particular architectural style or significance.



VIEW SHOWING THE 167 BUILDING, THE PASEO TO THE COURTYARD, AND THE 171 AND 181 BUILDINGS

In terms of the historic significance of the Center, although these buildings appear to have been built at roughly the same time as the rest of the Center by the same developer, staff concluded that they do not appear to contribute to the architectural or historic significance of the Center. The retail spaces in these buildings neither front the courtyard nor do they contribute to the architectural presence or pedestrian activity of the Center or the courtyard. The south wall of the 171 Building which forms the north edge of the paseo from the courtyard to Indian Canyon Drive has no relationship to the functionality of the courtyard nor its appearance.

The HSPB has come to a different conclusion, deeming the 171 Building a "contributing" element of the Center because it completes the northeasterly edge of the courtyard and paseo. Its recommendation to the City Council is to include the 171 Building in the list of contributing elements, but not the 181 Building.

ANALYSIS

Historic preservation activities in the City of Palm Springs are regulated under Municipal Code Section 8.05 ("Historic Preservation"). Section 8.05 identifies the definitions, criteria, and process for historic designations; a discussion of the merits of the application relative to code requirements is provided below.

Historic Site Designation Criteria

The City Council is authorized to designate historic sites and districts upon a recommendation from the Historic Site Preservation Board. When the Historic Site Preservation Board determines that Class 1 historic designation of a certain site or district would further the purpose of the Historic Preservation Ordinance, the Board may initiate studies, surveys and investigations it deems necessary to adequately gather information in consideration of such a recommendation to the City Council. The seven criteria listed below, as specified in Section 8.05.020(a) of the Municipal Code, are used in determining suitability for historic designation:

1. *That is associated with events that have made a meaningful contribution to the nation, state or community; or*
2. *That is associated with lives of persons who made meaningful contribution to national, state or local history; or*
3. *That reflects or exemplifies a particular period of the national, state or local history; or*
4. *That embodies the distinctive characteristics of a type, period or method of construction; or*
5. *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*
6. *That represents a significant and distinguishable entity whose components may lack individual distinction; or*
7. *That has yielded or may be likely to yield information important to national, state or local history or prehistory.*

The Town & Country Center has been analyzed against the criteria above in the historic resources report prepared by the Palm Springs Preservation Foundation, in which it has been concluded that The Center meets the definition of a historic site pursuant to Criterion 1 (Significant Events), Criterion 3 (Significant Period), Criterion 4 (Distinctive Characteristics) and Criterion 5 (Work of master architects).

Criterion 1: Significant Series of Events.

The historic resources report on page 17 asserts that the Town & Country Center conveys the significance of the gradual rise of Palm Springs' prominence in midcentury architectural excellence. The report also describes the importance of the Town & Country in its ability to convey the rather rapid series of events in which Palm Springs evolved from a simple desert village to a world-renowned resort destination drawing sophisticated and wealthy visitors and residents with its high-end boutiques, shops and restaurants.

Criterion 3: Significant Period in Local History.

The historic resources report on page 20 describes how the Town & Country Center also reflects the period in local history, beginning in the 1930's and continuing after World War II as the town grew in notoriety as a favored destination of wealthy vacationers, who soon also became part-time and full-time residents. The Town & Country Center, with its stylish modern architecture, appealed to the growing number of affluent visitors to Palm Springs. As noted in the report, even when the Desert Fashion Plaza across the street began to languish in the 80's, the older, yet still popular Town & Country Center continued to retain high-end tenants and attract shoppers.

Criterion 4: Embodies Distinctive Characteristics of a type, period or Method of Construction.

Page 20 of the report asserts that the Town & Country Center, with its minimalist Modern architectural style reflects a building typology that was relatively quick to construct, economic in its materials, and simple in its detailing. The ease of construction of the simple Modernist buildings, in comparison to the more complex, highly-detailed Spanish Colonial Revival styles was important at the time, given how quickly the town was growing and expanding. Property owners and developers found not only a construction type that was fast and easy to build, but stylistically it appealed to the growing number of visitors to the town.

Criterion 5: The Work of Master Architects possessing High Artistic Value.

As the report denotes on pages 21 through 23, the following architects of local, national and international prominence were involved with the design of various components of the Town & Country Center: Paul R. Williams, A. Quincy Jones, Donald Wexler, Albert Frey, and John Porter Clark. While A. Quincy Jones and Paul R. Williams are credited primarily with the design of the Center, the historic resources report notes that Clark & Frey collaborated with Williams & Jones on development of the commercial spaces in the 156-166 and 170-174 North Palm Canyon Drive buildings and Donald Wexler is credited with the design of the E.F. Hutton building at 168 North Palm Canyon Drive.

The report on page 23 asserts that the Town & Country Center, with its modern architectural styling comprised of commercial and retail spaces with wide cantilevered horizontal shading elements oriented toward a central courtyard is a modern, and highly stylistic re-interpretation of the traditional Spanish hacienda, which typically featured a central courtyard, surrounded by broad, covered porches or passageways with access to the individual rooms that surround the courtyard.

Contributing, Non-Contributing, and Defining Historic Characteristics or Elements

The Town & Country Center is comprised of several parcels and multiple buildings. The following components are recommended to be identified as "contributing" elements:

1. The facade of 146-150 North Palm Canyon Drive ("The Bank of America Building")
Exception:
The first floor storefronts below the cantilevered shade element because they have been significantly modified from the original configuration and material.

2. The facades of 156-166 and 170-174 North Palm Canyon Drive, including those fronting the courtyard, which includes the semi-circular element on the back of the 174 Building.
Exception:
The painted corrugated metal panels at the second floor that replaced the original cement-fiber panels in the 1980's. The material however should not be removed from the site unless a restoration effort is undertaken to replace it with material similar in appearance to the original cement-fiber panels.
The storefronts at the first level because they have been significantly modified from the original configuration and material. Note: At the 174 Building, if a restoration is contemplated in which the breezeway is re-established, it is recommended that the storefronts that originally fronted that breezeway be re-established as seen in the original construction documents.
3. The facades of the 168 North Palm Canyon Drive Building.
Exception:
Aluminum awning frames.
4. The facades of the 167 North Indian Canyon Drive Building.
Exception:
The low masonry wall along the Indian Canyon Drive frontage and the masonry planters that are not shown in the original photos of the courtyard adjacent to the stairs to the second level.
5. The courtyard in the center of the complex and all the connecting paseos connecting this open space to both street frontages, including the landscape design.
Exception: Miscellaneous benches and trash receptacles that are not part of the original features of the courtyard.
6. The facades of the 171 North Indian Canyon Drive Building.
(Note: Further research to determine whether the metal mesh at the second floor level and other features of the building would help establish the correct condition for the building relative to its period of significance; i.e. the late 1940's).

Non-contributing Elements.

Based on the report, the following are recommended to be identified as "non-contributing" to the historic significance of the Center:

1. The north and south parking lots.
2. The aluminum and canvas canopies and awnings affixed to several of the buildings.
3. The wall sconce light fixtures on the 156-166 and 170-174 Buildings.
4. The site furniture (benches, trash receptacles, etc.) in the courtyard.
5. The low masonry wall along the Indian Canyon frontage.
6. The 181 Building.

REQUIRED FINDINGS

In considering a recommendation for Class 1 historic designation, pursuant to Municipal Code Section 8.05.145, the HSPB shall make findings upon which it shall base its recommendation to the City Council. In turn, pursuant to PSMC 8.05.160 in review of the HSPB's recommendation, the City Council must find that the purposes of the Historic Preservation chapter are furthered by designation of such property as a historic site or district. The purpose of the Historic Preservation chapter of the Municipal Code is outlined in PSMC 8.05.010:

This chapter is adopted pursuant to the authority of (California) Government Code Section 37361 for the purpose of preserving areas and specific buildings of the city which reflect elements of its cultural, social, economic, political, architectural and archaeological history. This chapter is intended to stabilize and improve buildings, structures or areas which are considered to be of historical, architectural, archaeological or ecological value, to foster civic beauty, to strengthen the local economy and to promote the use of specific buildings for the education and welfare of the citizens.

The designation of the Town & Country Center as a Class 1 historic site would further the purpose of the Historic Preservation Ordinance because:

- The Center possesses unique architectural characteristics from the Modern era and from an important period in Palm Springs history when the community embraced the application of Modern architecture to new structures of all kinds.
- It presents a unique and sophisticated interpretation of the classic "Spanish hacienda", building typology, applied to a commercial development in which functional spaces were built around a common open courtyard.
- It is reflective of the work of several significant architects whose body of work including the Center is considered to be of high artistic and creative value.
- It would contribute to the stabilization and improvement of the site by making it eligible for financial incentives such as the Mills Act and other federal and state historic property tax incentives.
- The Center, with its open courtyard and low density development, provides a valuable open space component in a key commercial and tourist-oriented part of the City that is becoming more dense with the redevelopment of the Fashion Plaza site across the street.
- The Center's paseos and breezeways provide mid-block pedestrian connectivity between the main commercial activity along Palm Canyon and new development to the west and the future development of Section 14.

For these reasons, a finding can be made that designation of the Center as a Class 1 historic site would further the purpose of the Historic Preservation ordinance required by Municipal Code Section 8.05.160. A draft resolution is attached for City Council consideration.

Supplemental Information provided by the building owner.

Just prior to the HSPB meeting of March 8, 2016, the architectural firm of Marmol Radziner & Associates (MRA) was commissioned by the building owner (Wessman Holdings) to provide analysis of The Center to determine its economic viability and consider options for its adaptive reuse. MRA brought its preliminary findings to the March HSPB meeting. At that time, the HSPB invited MRA to provide any additional information discovered to its April 12, 2016 meeting. That additional material is attached to this staff report.

The general conclusion drawn from the material provided by MRA -- that The Center is comprised of several buildings constructed from roughly the late 1920's through the mid 1950's, designed by various architects and visually "tied together" through a common Modern-era architectural style -- is generally consistent with the information provided in the historic resources report dated January, 2016 by PSPF as identified in a letter dated April 9, 2016 from PSPF (attached).

ENVIRONMENTAL ASSESSMENT

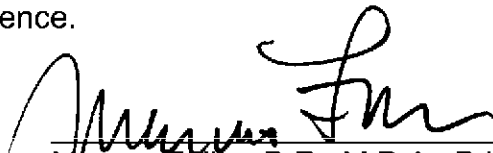
The City Council finds that the Class 1 Historic Site Designation of the Center is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical changes to the environment, directly or indirectly.

NOTIFICATION

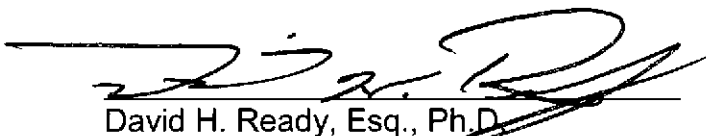
Pursuant to section 8.05.140 of the Municipal Code of Palm Springs, All property owners within five hundred (500) feet of the subject property and those who own or have tenancy within the subject site, as well as neighborhood organizations within a half mile radius of the subject site pursuant to Zoning Code Section 94.04 have been mailed written notice of this public hearing as well as the placement of a notice of public hearing in a newspaper of general circulation. As of the writing of this report, staff has received no inquiry regarding the application, but has not received any letters or other correspondence.



Flinn Fagg, AICP
Director of Planning Services



Marcus Fuller, P.E., M.P.A., P.L.S.
Assistant City Manager/City Engineer



David H. Ready, Esq., Ph.D.
City Manager

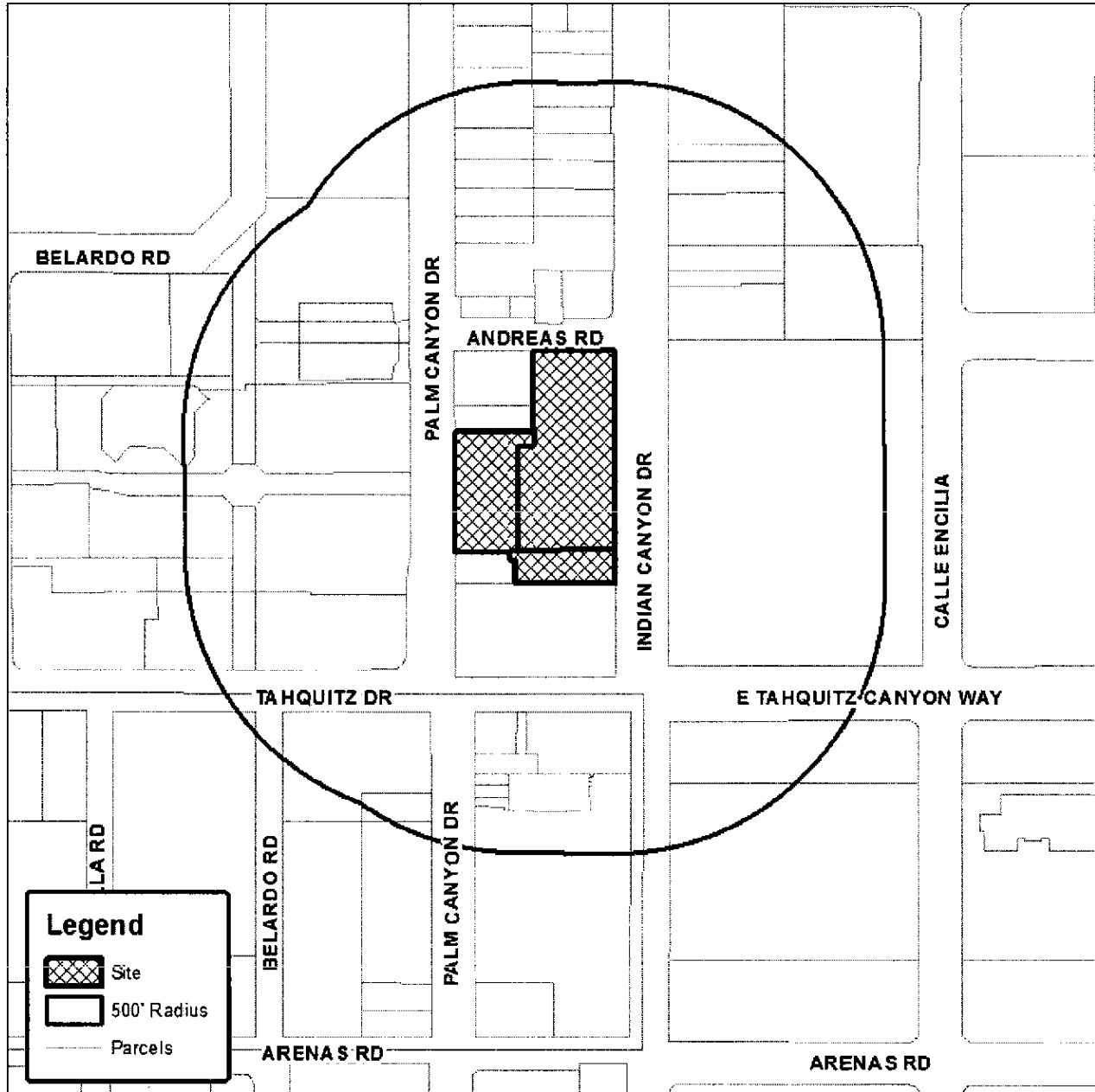
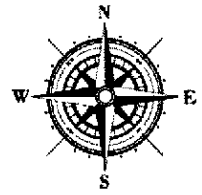
Attachments:

1. Vicinity Map
2. Draft Resolution
3. Historic Resources Survey dated January 2016 and related documents
4. Correspondence – Palm Springs Preservation Foundation (April 9, 2016)
5. Correspondence – Wessman Development Company (April 13, 2016)
6. HSPB Staff report
7. Illustrations – Marmol Radziner & Associates

ATTACHMENT #1



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

ATTACHMENT #2

RESOLUTION NO. ___

A RESOLUTION OF CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DESIGNATING THE PARCELS ADDRESSED AS 146-150, 156-166, 168, AND 170-174 NORTH PALM CANYON DRIVE AND 167-181 NORTH INDIAN CANYON DRIVE (APN #'s 513-092-010 and 513-092-009), AS CLASS 1 HISTORIC SITE HSPB #51, (ZONE CBD, MUSEUM MARKET PLAZA SPECIFIC PLAN)

THE CITY COUNCIL FINDS AND DETERMINES AS FOLLOWS:

A. On October 13, 2015, the Historic Site Preservation Board (HSPB) voted 6-0-1 (Dixon absent) to forward to City Council a recommendation to reconsider the Museum Market Plaza Specific Plan (MMPSP) with regard to preserving the Town & Country Center ("The Center") as a Class 1 historic site.

B. On February 8, 2016 the HSPB voted 7-0 to receive the historic resources report for The Center provided by the Palm Springs Preservation Foundation, dated January 2016 (the "Historic Resources Report"), and directed staff to schedule inspection of the site by board members and to schedule a noticed public hearing of the HSPB to consider a recommendation to City Council for Class 1 historic designation of The Center (Case HSPB #51).

C. On March 8, 2016 the HSPB held a noticed public hearing to consider a recommendation to the City Council for Class 1 historic designation of The Center. At said hearing the HSPB voted unanimously to recommend that the City Council designate The Center as a Class 1 historic site.

D. The proposed historic site designation is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical changes to the environment, directly or indirectly.

E. A notice of public hearing of the City Council of the City of Palm Springs, California to consider Case HSPB #51 was given in accordance with applicable law.

F. On April 20, 2016, a noticed public hearing to consider Case HSPB #51 was held by the City Council in accordance with applicable law and at said hearing the City Council carefully reviewed and considered all of the evidence presented in connection with the hearing on the project, including, but not limited to, the staff report, the Historic Resources Report, and all written and oral testimony presented.

THE CITY COUNCIL RESOLVES:

SECTION 1. ELIGIBILITY AS A CLASS 1 HISTORIC SITE. The Center is eligible for consideration as a historic site because it conforms to certain criteria established in Palm Springs Municipal Code (PSMC) Section 8.05.020 ("*Definitions*");

(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:

- (1) That is associated with events that have made a meaningful contribution to the nation, state or community; or
- (2) That is associated with lives of persons who made meaningful contribution to national, state or local history; or
- (3) That reflects or exemplifies a particular period of the national, state or local history; or
- (4) That embodies the distinctive characteristics of a type, period or method of construction; or
- (5) 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
- (6) That represents a significant and distinguishable entity whose components may lack individual distinction; or
- (7) That has yielded or may be likely to yield information important to national, state or local history or prehistory.

The City Council analyzed The Center against the criteria above, informed by the Historic Resources Report and all the information received at the public hearing. The City Council finds that The Center meets the definition of a historic site pursuant to Criterion 1 (Significant Events), Criterion 3 (Significant Period), Criterion 4 (Distinctive Characteristics) and Criterion 5 (Work of master architect(s)) as follows.

The Center with its modern architectural styling comprised of commercial and retail spaces with wide cantilevered horizontal shading elements oriented toward a central courtyard is a modern, and highly stylistic re-interpretation of the traditional Spanish hacienda, which typically featured a central courtyard, surrounded by broad, covered porches or passageways with access to the individual rooms that surround the courtyard. In this regard, it is significant for its design, setting, and aesthetic effect.

Criterion 1: Significant Series of Events.

The Center conveys the significance of the gradual rise of Palm Springs' prominence in midcentury architectural excellence. The Center is also significant in its ability to convey the

rather rapid series of events in which Palm Springs evolved from a simple desert village to a world-renowned resort destination drawing sophisticated and wealthy visitors and residents with its high-end boutiques, shops and restaurants.

Criterion 3: Significant Period in Local History.

The Center also reflects the period in local history, beginning in the 1930's and continuing after World War II as the town grew in notoriety as a favored destination of wealthy vacationers, who soon also became part-time and full-time residents. The Center, with its stylish modern architecture appealed to the growing number of affluent visitors to Palm Springs.

Criterion 4: Embodies Distinctive Characteristics of a Type, Period or Method of Construction.

The Center, with its minimalist Modern architectural style reflects a building typology that was relatively quick to construct, economic in its materials, and simple in its detailing. The ease of construction of the simple Modernist buildings, in comparison to the more complex, highly-detailed Spanish Colonial Revival styles was important at the time, given how quickly the town was growing and expanding. Property owners and developers found not only a construction type that was fast and easy to build, but stylistically it appealed to the growing number of visitors to the town.

Criterion 5: The Work of Master Architects possessing High Artistic Value.

The following architects of local, national and international prominence were involved with the design of various components of The Center: Paul R. Williams, A. Quincy Jones, Donald Wexler, Albert Frey, and John Porter Clark. While A. Quincy Jones and Paul R. Williams are credited primarily with the design of the Center. Architects Clark & Frey collaborated with Williams & Jones on development of the commercial spaces in the 156-166 and 170-174 North Palm Canyon Drive buildings and Donald Wexler is credited with the design of the E.F. Hutton building at 168 North Palm Canyon Drive.

SECTION 2: CONTRIBUTING AND DEFINING HISTORIC CHARACTERISTICS. The Center is comprised of several parcels and multiple buildings described as follows:

Assessor Parcel Numbers (APN's: 513-092-010, a 0.6-acre parcel and 513-092-009; a 1.34-acre parcel) on which are located buildings addressed as follows: 146-150 North Palm Canyon Drive, 156-166 North Palm Canyon Drive, 168 North Palm Canyon Drive, 170-174 North Palm Canyon Drive, 167 North Indian Canyon Drive, 171 North Indian Canyon Drive, and 181 North Indian Canyon Drive.

The following components are to be identified as "contributing" elements on the site:

1. The facade of 146-150 North Palm Canyon Drive ("The Bank of America Building")

Exception:

The first floor storefronts below the cantilevered shade element due to material alterations that do not reflect the original materials.

2. The facades of 156-166 and 170-174 North Palm Canyon Drive, including those fronting the courtyard, which includes the semi-circular element on the back of the 174 Building.

Exception:

The painted corrugated metal panels at the second floor that replaced the original cement-fiber panels in the 1980's. The material however should not be removed from the site unless a restoration effort is undertaken to replace it with material similar in appearance to the original cement-fiber panels.

The storefront materials at the first floor level because they have been altered from the original materials. Note: At the 174 Building, if a restoration is contemplated in which the breezeway is re-established, it is recommended that the storefronts that originally fronted that breezeway be re-established by referencing the original architectural drawings, photographs and other historic materials.

3. The facades of the 168 North Palm Canyon Drive Building.

Exception:

Aluminum awning frames.

4. The facades of the 167 North Indian Canyon Drive Building.

Exception:

The low masonry wall along the Indian Canyon Drive frontage.

The masonry planters that are not shown in the original photos of the courtyard adjacent to the stairs to the second level.

5. The south and east facades of the 171 North Indian Canyon Drive Building.

6. The open courtyard in the center of the complex and all the connecting paseos connecting this open space to both street frontages including the landscape (hardscape/softscape) plan in this courtyard.

Exception: Miscellaneous plantings, benches and trash receptacles that are not part of the original features of the courtyard.

SECTION 3: NON-CONTRIBUTING ELEMENTS. The following are identified as "non-contributing" to the historic significance of the Center:

1. The north and south parking lots.
2. The aluminum and canvas canopies and awnings affixed to several of the buildings.
3. The wall sconce light fixtures on the 156-166 and 170-174 Buildings.
4. The corrugated metal panels on the Palm Canyon façade (note: these panels shall not be removed unless it is part of an initiative to restore the façade with panels replicated to the appearance of the original cementitious panels).

5. The miscellaneous plantings benches, and furniture that are not part of the original features of the courtyard.
6. The low masonry wall along the Indian Canyon frontage.
7. The 181 North Indian Canyon Drive Building.

SECTION 4: FINDINGS. Pursuant to PSMC 8.05.160 (*“Findings and Decisions – Resolution”*), the City Council must make findings in support of the historic site designation as follows:

“If the city council shall find that the purposes of this chapter are furthered by designation of property as an historic site or district, such findings shall be stated in a resolution designating such property within such historic site or district.”

The purpose of the Historic Preservation Chapter of the Palm Springs Municipal Code is outlined in PSMC Section 8.05.010 as follows:

“This chapter is adopted pursuant to the authority of Government Code Section 37361 for the purpose of preserving areas and specific buildings of the city which reflect elements of its cultural, social, economic, political, architectural and archaeological history. This chapter is intended to stabilize and improve buildings, structures or areas which are considered to be of historical, architectural, archaeological or ecological value, to foster civic beauty, to strengthen the local economy and to promote the use of specific buildings for the education and welfare of the citizens.”

The designation of The Center as a Class 1 historic furthers the purpose of the Historic Preservation Ordinance because:

- The Center possesses unique architectural characteristics from the Modern era and from an important period in Palm Springs history when the community embraced the application of Modern architecture to new structures of all kinds.
- It presents a unique and sophisticated interpretation of the classic “Spanish hacienda”, building typology, applied to a commercial development in which functional spaces were built around a common open courtyard.
- It is reflective of the work of several significant architects whose body of work including The Center is considered to be of high artistic and creative value.
- It will contribute to the stabilization and improvement of the site by making it eligible for the property owner to seek financial incentives such as the Mills Act and other federal and state historic property tax incentives.
- The Center, with its open courtyard and low density development, provides a valuable open space component in a key commercial and tourist-oriented part of the City that is becoming denser with the redevelopment of the Fashion Plaza site across the street.
- The Center’s paseos and breezeways provide mid-block pedestrian connectivity between the main commercial activity along Palm Canyon and new development to the

west and the future development of Section 14.

SECTION 5: ENVIRONMENTAL ASSESSMENT

The City Council finds that the Class 1 Historic Site Designation of the Center is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical changes to the environment, directly or indirectly.

SECTION 6: CONDITIONS OF APPROVAL

1. The site shall be subject to regulation under Municipal Code Section 8.05.00 (Historic Preservation), including Article IV "Rules and Regulations for Historic Sites and Districts".
2. The property owner shall permit the City to place a historic marker of the City's choosing at the site. The marker shall be placed in a location visible from the public right-of-way. The owner shall maintain the marker in the location installed and pay for the replacement cost if the plaque is lost, stolen, or otherwise removed from the property.
3. All future modifications of the existing structures, as well as, any new buildings proposed on the site shall require HSPB review pursuant Municipal Code Ordinance 8.05.180.
4. All requirements of the Palm Springs Zoning Code shall be met.
5. That the City Clerk submits the Council Resolution to the County recorder for recordation within 90 days of the effective date of this resolution.

ADOPTED this 20th day of April, 2016.

MAYOR

ATTEST:

City Clerk

CERTIFICATION

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss.
CITY OF PALM SPRINGS)

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, California, do hereby certify that Ordinance No. _____ is a full, true, and correct copy, and was introduced at a regular meeting of the Palm Springs City Council on _____ and adopted at a regular meeting of the City Council held on _____ by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

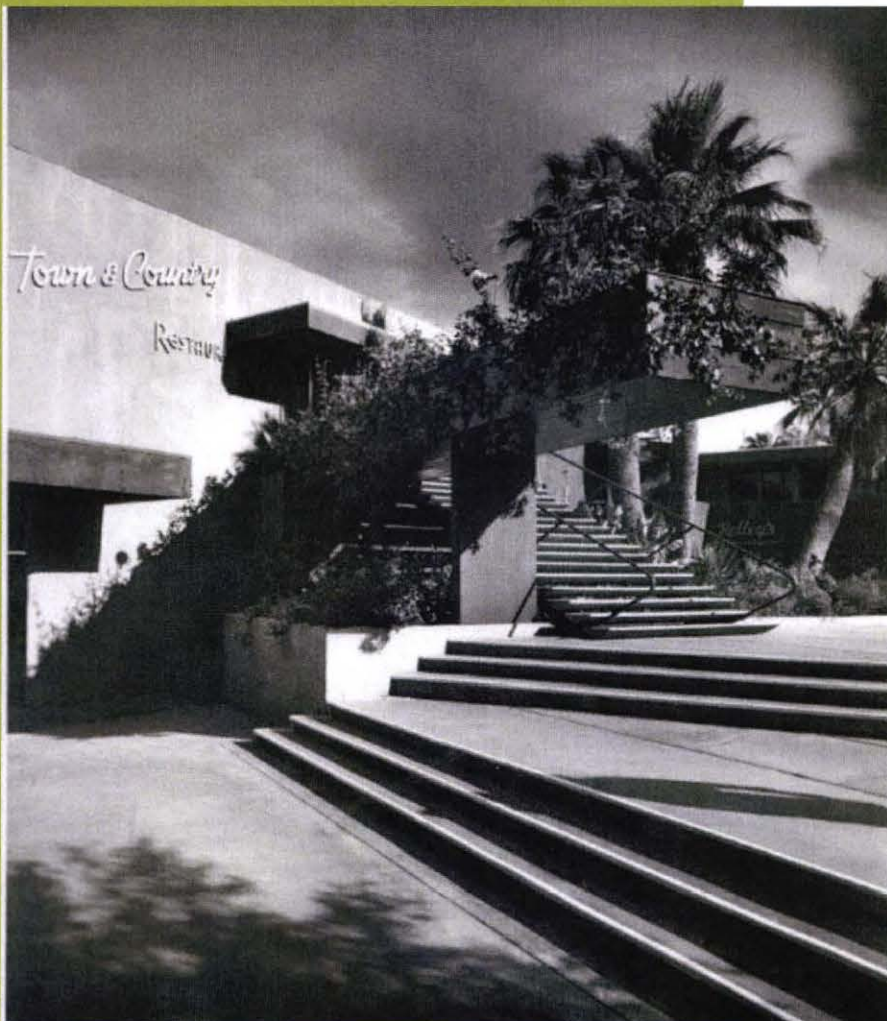
James Thompson, City Clerk
City of Palm Springs, California

ATTACHMENT #3

Town & Country Center

146, 156-66, 168 and 174 North Palm Canyon Drive
167-81 North Indian Canyon Drive
Palm Springs, CA 92262

**Nomination Application
for City of Palm Springs
Class 1 Historic Site**



Prepared by

Susan Secoy Jensen, Architect/Preservation Consultant

(160 South Cypress Street, Orange, CA 92866)

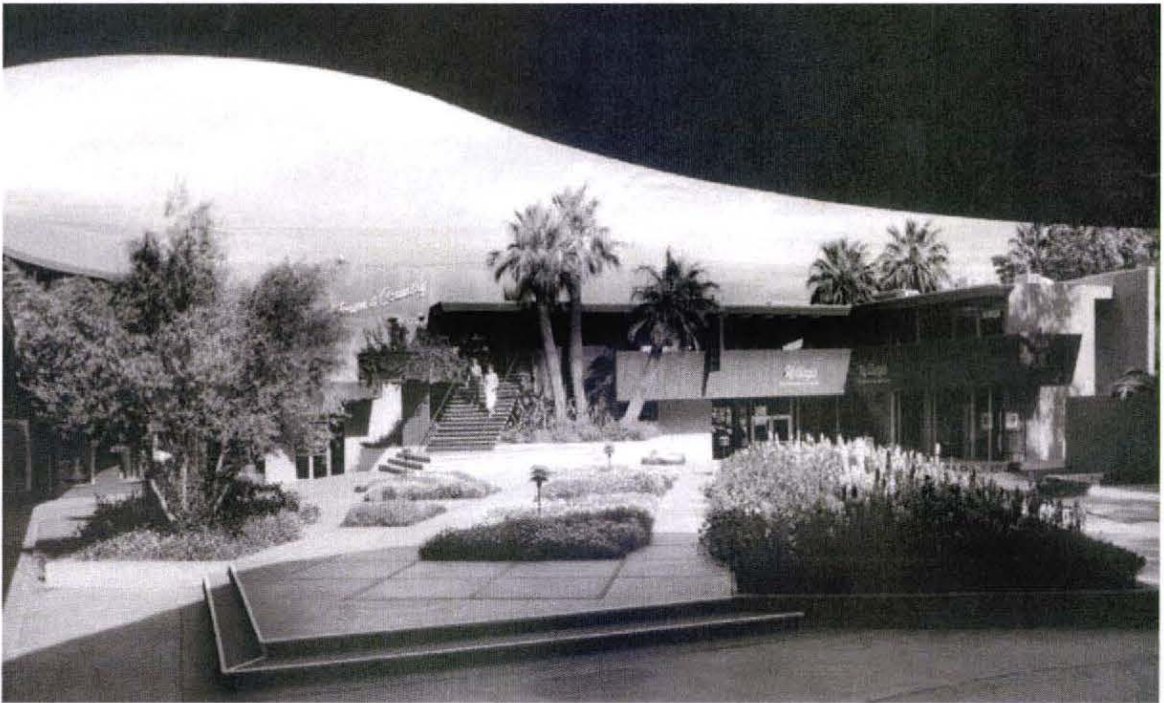
for the Palm Springs Preservation Foundation

January 2016

Acknowledgements

The author would like to thank the following individuals for either research or editing assistance:

Ron & Barbara Marshall



View of the Town & Country Restaurant from beneath the semi-circular overhang located in the northwest corner of the courtyard. Surprisingly, all of these elements are extant, subject to rehabilitation.

**Cover image: Courtyard view of the entrance to the Town & Country Restaurant.
(Julius Shulman)**

Town & Country Center

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STATEMENT OF SIGNIFICANCE: PAGE 11

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INTEGRITY ANALYSIS: 23

APPENDICES

- I Additional Documentation
- II Miscellaneous Historical Photographs & Ephemera

Introduction

The Palm Springs Preservation Foundation (PSPF) is a non-profit organization whose mission is "to educate and promote public awareness of the importance of preserving the historical resources and architecture of the city of Palm Springs and the Coachella Valley area."

In December of 2013, PSPF endorsed the preparation of the Town & Country Center nomination to the California Historical Resources Commission, and ultimately the National Register. On September 28, 2015, the Town & Country Center was determined eligible for the National Register of Historic Places (National Register). As a result of being determined eligible for the National Register, this property has been listed in the California Register of Historical Resources.

This nomination, originally written in 2009 by PSPF board member Patrick McGrew, has been revised to reflect the additional research involved with the National Register nomination. It is with deep appreciation and gratitude to Patrick that we continue the legacy of preservation of the Town & Country Center, which is now nationally-recognized as a valuable historic resource.

The current owner of the Town & Country Center has stated publicly and in writing that he does not support the historic designation of the property.

EXECUTIVE SUMMARY

SIGNIFICANCE: The Town & Country Center was designed by two Los Angeles-based architects, A. Quincy Jones and Paul R. Williams, and three local architects, Donald Wexler, Albert Frey, and John Porter Clark. As an important and highly intact example of a desert modernist commercial complex, it exhibits numerous stylistic markers that place it in the historic context of Palm Springs' modern period.

DESIGNATION CRITERIA: (On June 24, 2009 the Town & Country Center was denied Class 1 Historic Site status by the Palm Springs city council.)

A brief summary of the evaluation contained in this nomination is as follows:

8.05.020 (a) paragraph 1 - **Events:** This criterion recognizes properties associated with events or patterns of events or historic trends. In this nomination, the applicable "pattern of events" is the gradual rise of Palm Springs' prominence in midcentury architectural excellence. Hence, the Town & Country Center is an outstanding example of commercial design within the context of midcentury desert modernism. *The Town & Country Center is associated with that pattern of events, and is associated as well with Criterion 3 for its ability to exemplify particular periods of the national, state or local history. Therefore, the Town & Country Center qualifies for listing as a Class 1 Historic Site under Criterion 1.*

8.05.020 (a) paragraphs 3, 4 & 5 - **Design/Construction:** The Town & Country Center is eligible under the theme of Modern architecture because it possesses numerous distinctive characteristics that make up the modernist style, including horizontality, expansive amounts of glass, use of natural materials, etc. Additionally, the combined work of numerous renowned architects (Jones, Williams, Wexler, Frey and Clark) must be catalogued as the work of "Master" architects because of their records of nationally-recognized excellence. *Therefore, for its distinctive characteristics, as the work of a Master, and for its high artistic values, the Town & Country Center qualifies as a Class 1 Historic Site under Criteria 3, 4 & 5.*

SUMMARY: This evaluation finds the Town & Country Center eligible for listing as a Palm Springs Historic Site under 8.05.020 (a) paragraphs 1, 3, 4 & 5 of the local ordinance's seven criteria. Additionally, the Town & Country Center appears to retain a high degree of architectural integrity.



CITY OF PALM SPRINGS

Department of Planning Services

3200 East Tahquitz Canyon Way, Palm
Springs, CA 92262
Telephone: 760-323-8245
Fax: 760-322-8360

HISTORIC SITE DESIGNATION

The City of Palm Springs allows for the local designation of historic buildings, sites or districts within the City (Section 8.05 of the Palm Springs Municipal Code.) This application packet is to be completed in order to request a historic designation. For additional information, please contact the Department of Planning Services at 760-323-8245 or planning@palmspringsca.gov.

APPLICATION

The completed application and required materials may be submitted to the Department of Planning Services. The submittal will be given a cursory check and will be accepted for filing only if the basic requirements have been met. A case planner will be assigned to the project and will be responsible for a detailed review of the application and all exhibits to ensure that all required information is adequate and accurate. Incomplete applications due to missing or inadequate information will not be accepted for filing. Applicants may be asked to attend scheduled meetings pertaining to their project. These will include the Historic Site Preservation Board (HSPB) and the City Council.

HISTORIC SITE PRESERVATION BOARD (HSPB)

Once the application has been determined to be complete, the HSPB will review the application to determine whether the site meets the minimum qualifications for designation pursuant to Chapter 8.05 of the Palm Springs Municipal Code. If such determination is made, a public hearing will be scheduled for a future meeting.

A public hearing will be held by the HSPB to receive testimony from all interested persons concerning the Historic Site Designation. The public hearing may be continued from time to time, and upon complete consideration, the HSPB will make a recommendation to the City Council. Notice will be provided as indicated below.

CITY COUNCIL

After receiving the recommendation of the Historic Site Preservation Board, a public hearing will be held by the City Council to receive testimony from all interested persons concerning the requested Historic Site Designation. The public hearing may be continued from time to time, and upon complete consideration, the City Council will then conditionally approve, deny, or approve the application as submitted. The City Council's decision on the application is final.

NOTIFICATION

Prior to consideration of the application by the HSPB and the City Council, a notice of public hearing for a Historic Site Designation request will be mailed to all property owners within 400 feet of the subject property a minimum of ten (10) days prior to the hearing dates.



Office Use Only

Date:
Case No.
HSPB No.
Planner:

CITY OF PALM SPRINGS
Department of Planning Services

HISTORIC SITE DESIGNATION APPLICATION

TO THE APPLICANT:

Your cooperation in completing this application and supplying the information requested will expedite City review of your application. Application submitted will not be considered until all submittal requirements are met. Staff may require additional information depending upon the specific project. Please submit this completed application and any subsequent material to the Department of Planning Services.

This form is to be used to nominate individual properties for Class 1 or 2 historic designations, or to nominate the formation of historic districts. Applicants are encouraged to review two bulletins from the US Department of Interior for additional information:

- "How to Complete the National Register of Historic Places Registration Form" (National Register Bulletin 16A / <http://www.nps.gov/history/nr/publications/bulletins/nrb16a/>); and
- "How to Apply the National Register Criteria for Evaluation" (National Register Bulletin 15; <http://www.nps.gov/history/nr/publications/bulletins/nrb15/>).

Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions in the Bulletins.

1. Property Information

Historic name: Town & Country Center

Other names: The Center, Colburn Center, Town & Country Restaurant

Address: 146, 156-66, 168 and 174 North Palm Canyon Drive; 167-81 North Indian Canyon Drive, Palm Springs, CA 92262

Assessor Parcel Number: 513 092 09 and 513 092 10, merged circa 1975 to become 513 092 026 (See Appendix I)

Owner's Name(s): Wessman Holdings/Development Company

Owner's Address: 555 South Sunrise Way, Suite 200

City: Palm Springs State: CA Zip: 92264

Telephone: 760.325.3050

Fax number: N/A

E-mail address: N/A

2. Classifications

Ownership of Property. Fill as many boxes as apply.

- Private
- Public - Local
- Public - State
- Public - Federal

Category of Property. Fill only one box.

- Building (Note can include site)
- District
- Site (Exclusive of Structures)
- Structure
- Object

Number of Resources within Property. TOTAL must include at least One (1) in Contributing Column.

Contributing	Non-contributing	
5		Buildings
1		Sites
		Structures
		Objects
<hr/>		
6		Total

If the building or site is part of a larger group of properties, enter the name of the multiple-property group; otherwise enter "N/A". "N/A"

3. Use or Function

Cat: Commerce / Trade	Sub: business
Cat: Commerce / Trade	Sub: professional
Cat: Commerce / Trade	Sub: financial institution
Cat: Commerce / Trade	Sub: specialty store
Cat: Commerce / Trade	Sub: restaurant
Cat: Domestic	Sub: multiple dwelling
Current Functions (Enter categories from instructions)	
Cat: Commerce / Trade	Sub: specialty store
Cat: Commerce / Trade	Sub: restaurant

4. Description

Architect: A. Quincy Jones, Paul R. Williams, Albert Frey, John Porter Clark, Donald Wexler

Construction Date and Source: 1946 (Permit), Completion 1948-1955

Architectural Classification: Modern Movement

Construction Materials:

Foundation: Reinforced concrete

Roof: Built-up composition

Walls: Cement plaster

Other: Storefront: Glazing with steel frames

Structure: Steel and wood

Building Description: *Attach a description of the Building/Site/District, including all character defining features, on one or more additional sheets. (See pages 11-16)*

5. Criteria (Fill all boxes that apply for the criteria qualifying the property for listing.)

Events

(1) Fill this box if the property is associated with events that have made a significant contribution to the broad patterns of our history.

Persons

(2) Fill this box if the property is associated with the lives of persons significant in our past.

Architecture

(3) Fill this box if the property reflects or exemplifies a particular period of national, State or local history, or

(4) Fill this box if the property embodies the distinctive characteristics of a type, period, or method of construction, or

(5) Fill this box if the property represents the work of a master, or possesses high artistic values, or

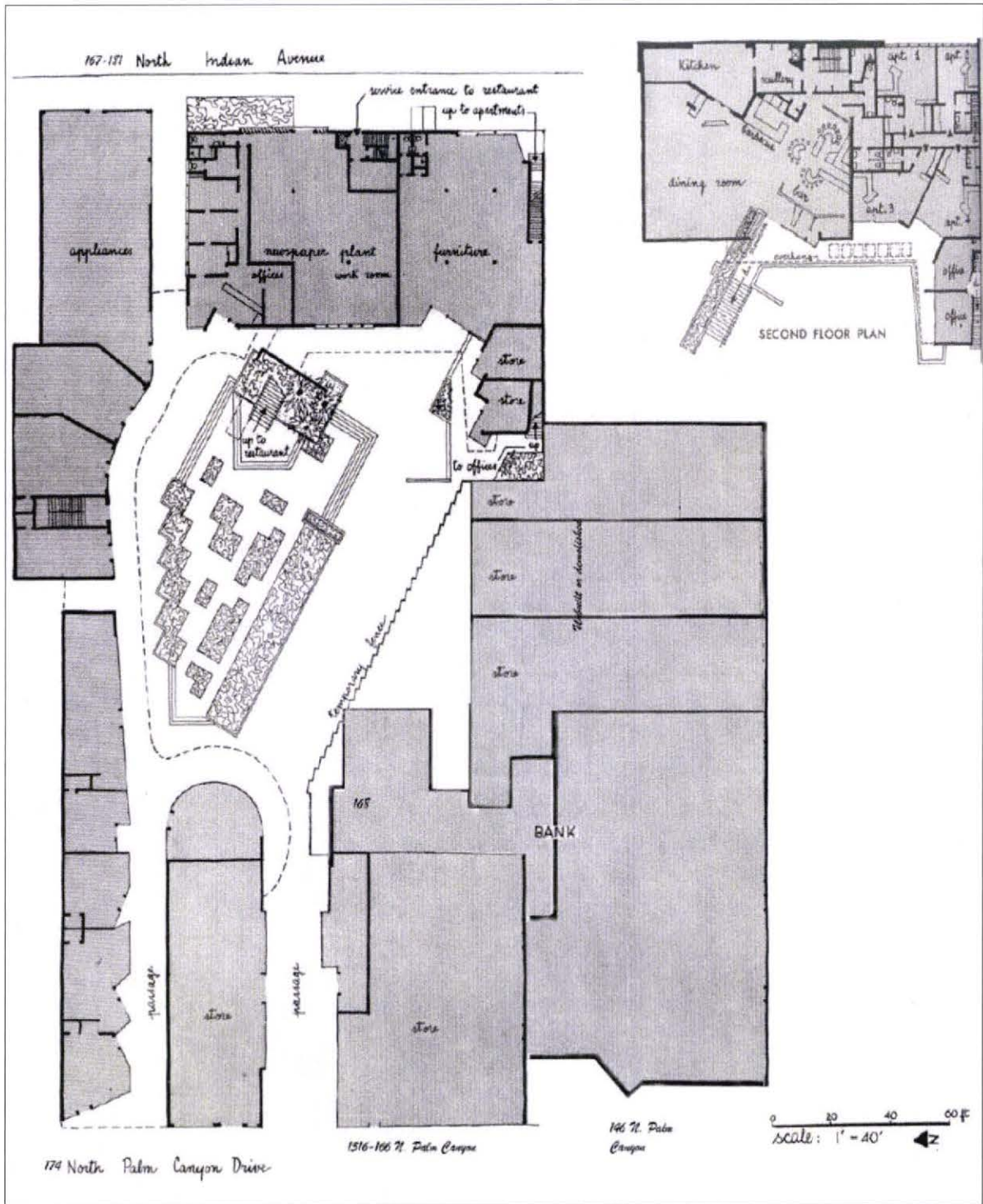
(6) Fill this box if the property represents a significant and distinguishable entity whose components lack individual distinction.

Archeology

(7) Fill this box if the property has yielded, or is likely to yield information important in prehistory or history.

Other Criteria Considerations (Check all the boxes that apply.)

- the property is owned by a religious institution or used for religious purposes
- the property has been removed from its original location.
- the property is a birthplace
- the property is a grave or cemetery.
- the property is a reconstructed building, object, or structure
- the property is commemorative
- the property is less than 50 years of age or has achieved significance within the past 50 years



Site Plan of the Town & Country Center in the 1951 book *Shopping Centers, Design & Operation*.



The 100 block of Main Street (North Palm Canyon Drive) circa 1930 showing Patterson's Drug Store and other buildings then existing on the site of the Town & Country Center.
(Courtesy Palm Springs Historical Society)



The 100 Block of North Palm Canyon Drive showing the Town & Country Center in 2009.

6. Statement of Significance

Narrative Description

The block south of Andreas Road, east of North Palm Canyon Drive, west of North Indian Canyon Drive, and north of Tahquitz Canyon Drive is rich in local history. The village's first church was built on the northwest corner of the block, and next door was the village's first hardware store. Both were located just north of the nominated property. The site of the church is now the location of the Carnell Building, architect Harry Williams' first project in the City of Palm Springs, and now a Class 2 site per the City of Palm Springs historic resources inventory. Next door, the Lykken & Bartlett Department and Hardware Store of 1914, altered in the 1930s, is a Class 1 Historic Site. A portion of the nominated property was once occupied by Patterson's Drug Store at 160 North Palm Canyon Drive, and was first recorded into the California Historical Resources Information System (CHRIS) in 1983 and designated Site 33-7545. The site record from that survey notes, "This modern commercial building has stucco walls with a flat roof. It has small four pipe designs on stucco panels on the second story while the first story consists of a storefront." (Henderson and Hough 1983:1)

The transformation of the desert village into a first-class travel destination was the result of its discovery by the rich and famous of Hollywood in the 1920-1930s, making Palm Springs the favored getaway destination. The new buildings in pre-WW II Palm Springs were predominantly Mission Revival and Spanish Colonial Revival in style, inspired by both the arid natural landscape and a romanticized vision of California history. In the post-WW II era, a major shift took place in the architectural aesthetic of Palm Springs as the city sought to accommodate the sophisticated tastes of wealthy visitors who desired private vacation homes and upscale shopping in the secluded desert.

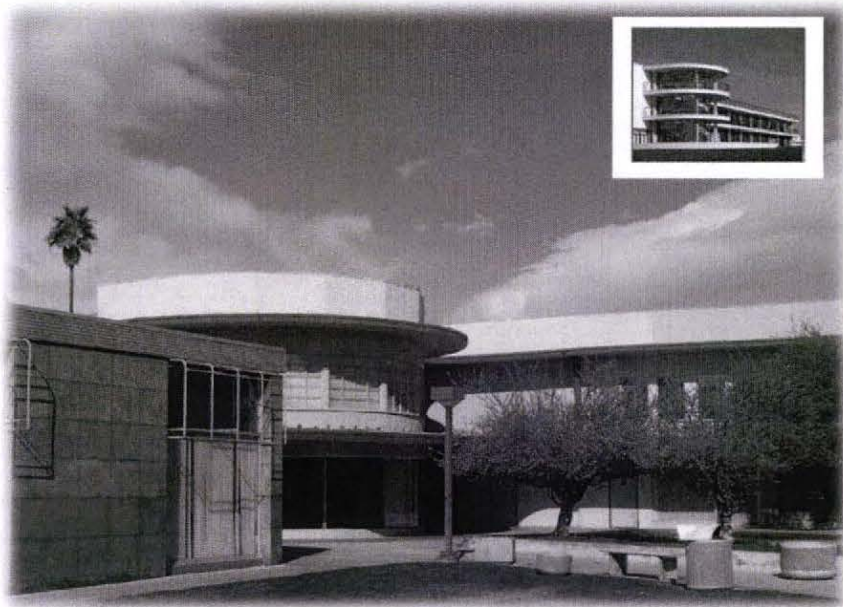
Palm Canyon Drive was the center of this architectural transition, as newly constructed markets, hotels, and retail shops increasingly defined the downtown cityscape. Viewing the traditional Mission and Spanish style buildings then dominant in the area as too old-fashioned, this new clientele developed an appreciation for a type of architecture that was more explicitly modern. The result was inspired in part by the clean lines, flat roofs, glass walls, and unornamented façades of the International Style buildings made famous by architects such as Mies van der Rohe, Eric Mendelssohn, and Le Corbusier, tempered in part by the desert landscape and climate. The attention given to the desert landscape fostered an aesthetic variation in which the austerity of the International Style is influenced by the inclusion of local natural elements such as rock, granite, and wood on the interior and exterior, and by the use of neutral colors to better help the buildings blend into the surrounding environment. Water is also a predominant feature of these buildings, as many include pools, fountains, ponds, and waterfalls. Much of the downtown Palm Springs area reflects the latter phase of architectural transformation since a number of important buildings from this period are still extant.

The previous buildings on the nominated site were demolished in phases to make way for the development of the property originally named The Center. The Center became known as Town & Country Center within a year of its construction, due to the popularity of the Town & Country Restaurant placed prominently facing the courtyard of the shopping center. A local publication stated, "A distinguished restaurant in the center of the Village...Famous for its 'Smorgasbord' Lunch and Dinner...Cocktail hour in a delightful setting."

As designed, the complex was configured to feature an enclosed courtyard with street front elements facing North Palm Canyon Drive on the west and North Indian Canyon Drive on the east. Linked to the streets by passageways, the focal point of the complex is the landscaped courtyard in the center of the property that was surrounded by shops. Additional shop fronts also faced the streets. When the complex was built, the two streets had not yet been combined into a one-way couple and both street façades were equally important. Since the introduction of the one-way couple, North Palm Canyon Drive emerged as the more important street and the North Indian Canyon Drive façade, while architecturally stunning, is considered to be the rear of the building.

In addition to the benefit of frontage along both North Palm Canyon and North Indian Canyon Drives in the downtown core, the complex had additional retail and office suites facing onto the interior courtyard. When built, the dramatically landscaped courtyard formed the focal point of the shopping center, bordered by a large, glassy semi-circular element on the west side of the courtyard and an angled exterior staircase to the Town & Country Restaurant on the east side.

The original plans referenced the buildings by street address.



In this image, the Town & Country Center's glassy semi-circular element is compared to Mendelssohn's influential De La Warr Pavilion of 1938, England's first modernist public building.



Historic Postcard of the Bank of America branch at 146-150 North Palm Canyon Drive.

146-150 North Palm Canyon Drive (Bank of America Building)

This two-story commercial building of reinforced concrete construction was designed to house a Bank of America branch. Although constructed at the same time and by the same architects as the rest of the project, the building has its own distinct identity. Rectangular in plan, this building features a set of angled louver-like vertical glazed openings on the upper level of its primary façade. The street level façade is divided by a projecting horizontal band that shades passersby and served as a marquee bearing the name of the bank. The Bank of America building was a highly stylized and eye-catching commercial building when first constructed.

Historic photographs illustrate the original International Style design of the building's principal façade, expressed through the contrast between the array of large concrete louvers painted blue, and the massive sand-colored towers that anchored both ends of the façade. The name of the bank was spelled across the top of the projecting cornice in white, widely spaced letters.



Current image of the Twin Buildings at 156-174 North Palm Canyon Drive. The passage to the Courtyard is partially blocked by an outdoor seating area. Palm Springs has no other examples of this kind of pairing.

156-166 and 170-174 North Palm Canyon Drive (Twin Buildings)

Separated by a 20-foot wide passageway, the two buildings at 156-166 and 170-174 North Palm Canyon Drive have nearly identical street façades. The west elevations of these buildings along North Palm Canyon Drive feature flat roofs with a wide cornice treatment composed of painted vertically oriented corrugated aluminum panels added in the 1980s, and concrete block wall sections that sub-divide a series of storefront spaces. Each is glazed with metal-framed storefront sections. The City of Palm Springs Museum Market Plaza Environmental Impact Report asserts that the building on the right is the remains of the Patterson Drug Store. While identical on the street façades, the northern building (170-174) extends eastward along the north property line thus forming the northern wall of the courtyard. It contains shops at the street level and offices above. The semi-circular element on the courtyard side of this building, with its curvilinear overhangs and large ribbon windows on both levels, is one of the architectural highlights of the complex.



168 North Palm Canyon Drive about 2008.

168 North Palm Canyon Drive (E. F. Hutton Building)

The 1955 addition is a one-story commercial building built of steel and concrete. It is a flat roofed building, with green terrazzo floors. Metal and glass storefronts, green terrazzo floors, and concrete walls are intact. Character defining features include a simple rectangular plan, aluminum storefronts with floor to ceiling glass, poured terrazzo flooring, and a geometric grid pattern of original concrete tile on the two façades facing the courtyard. It is the only single story building in the complex. Unlike the other four buildings of the Town & Country Center, this building faces onto the courtyard, with no other exposure to North Palm Canyon Drive or North Indian Canyon Drive. The original function of the building was administration and finance. The building reflects the modern style of the other four buildings, albeit in a more understated eloquent and simplistic form, responsive to the pedestrian scale of the courtyard. The interior is vacant and not accessible. The original flooring, a dark green, poured concrete terrazzo, is visible through the windows. It extends to the exterior of the building, a common design feature of midcentury modern structures that exploit the blurred boundaries between interior and exterior spaces.



East elevation of 167-181 North Indian Canyon Drive.

167-181 North Indian Canyon Drive (East façade)

This two-story commercial building was constructed of steel, wood, and plaster. A prominent feature of the building is an angled exterior staircase to the Town & Country Restaurant on the west side. The broad concrete stairs, resting on a multi-level asymmetrical podium and accompanied by a seemingly airborne planter jutting out from the building behind, led to a rectangular balcony across the front of the restaurant. The dynamic interaction among the various geometric shapes and intersecting planes of the building facing onto the courtyard represent the most notable character defining features of the Town & Country Center's International Style design. The east elevation, facing North Indian Canyon Drive, is a largely intact composition that features two projecting cornices that interlock into a two-story high, wedge-shaped frieze. Historic signage for "The Center" located near the North Indian Canyon Drive entrance remains intact.

BACKGROUND

Master Architects Jones and Williams, based in Los Angeles, designed the original Town & Country Center, then collaborated with local architects Clark, Frey, and Wexler to further develop the mixed-use center. The success of the Town & Country Center was due largely to a scale that is both pedestrian-friendly and in harmony with its desert and mountain surroundings. Jones and Williams artistically designed the complex as a series of distinct volumes and planes, solids and voids, with a dynamic use of space. It attracted high profile commercial tenants, and the first Town & Country Center shops to be completed were so busy that the rest of the tenants were pressuring the property owners to finish their spaces so they, too, could benefit from its success. The Town & Country Center is an example of the courtyard shopping experience that was developed and successful throughout Palm Springs. It is the only midcentury modern example extant within the City.

EVALUATION

Criterion 1: Significant Event (*Completed because Criterion 1 is marked above*).

To qualify for listing under this criterion, a property must be associated with one or more events important in the defined historic context. Criterion 1 recognizes properties associated with events or *patterns of events* or *historic trends*, such as the gradual rise of the city's prominence in architectural excellence in midcentury modern architecture. The Town & Country Center is an outstanding example of commercial design and construction of buildings within the context of midcentury desert Modernism.

One of the most compelling aspects of the Town & Country Center's history is its close ties with the pattern of events that contributed significantly to the rapid growth of downtown Palm Springs as the dominant urban center in the Coachella Valley during the 1940s to 1950s. Situated prominently at the core of downtown Palm Springs, this multi-use commercial complex, with its bold International Style architecture, stylish restaurant, and appealing courtyard, promoted the post-WW II tourist boom that perpetuated the city's claim as one of America's leading winter resorts. For this historical contribution to community planning, the Town & Country Center holds a unique place in the post-WW II development of the city and continues to be a well-known local landmark.

The Town & Country Center is associated with two general historic trends that made a significant contribution to the development of Palm Springs: the modernization of the courtyard shopping plaza as a uniquely appropriate venue for the city's leisure lifestyle, and the accommodation of much desired luxury services for the city's rapidly growing resort clientele after WW II. Prior to the war, Palm Springs was a retreat destination that provided its well-to-do and celebrity visitors with therapeutic spas, desert tranquility, poolside fun and western-styled getaways. After the war the range of resort attractions grew, including the growth of golf and tennis as popular pastimes, and the city began attracting many long-term visitors, particularly snowbirds from the northwest. In

addition, the city campaigned vigorously for business and convention tourism as a way to extend its season for as long as it could. Hotel expansion abounded and so the city had to also provide this growing visitor base with the luxuries and services they enjoyed at home, including high-end shopping and services, restaurants and banks. The Town & Country Center provided for all these needs and in a style that was considered both luxurious and forward thinking.

The Town & Country Center was one of the earliest Modern mixed-use complexes to be built in the city's prime downtown center known as the "Village." The center was finished in 1948, at approximately the same time as Bullocks Wilshire by Wurdeman and Beckett, a stand-alone Modern department store no longer extant. The introduction of Modern architecture, with its inherent efficiencies and structural and technical possibilities, allowed the city to build and grow quickly after the war and meet its goals of attracting and serving its burgeoning resort population. Modern became the preferred style for all commercial architecture in the post war years. As one of the last remaining examples of pre-1950 Modern commercial buildings downtown, the Town & Country Center serves as a reminder of this important stylistic transition in the city's overall growth during this pivotal decade. It not only heralded what was to become the dominant aesthetic associated with commercial architecture in the city, its distinctive Modern aesthetic became synonymous with the city's leisure identity and eventually a resort attraction unto itself. (Note: In addition to many histories that have noted the importance of midcentury modern architecture in the growth of Palm Springs, the city's 2004 Historic Resources Survey attests to this growth. Ironically, the importance of the Town & Country Center as a transitional example of the style was also noted in a draft Environmental Impact Report for a project that is slated to raze the building.)

The Town & Country Center is also a rare example of a courtyard-style complex in the midcentury modern style. Courtyard design has a long history in California and the Spanish southwest, a style associated in the eighteenth and nineteenth centuries with individual houses and in the early twentieth-century adapted for garden apartments and small shopping complexes. The courtyard plan worked well for an in-town public commercial space as it provided a spacious and protected usable outdoor room removed from busy sidewalks and roadways. The design and siting of the Town & Country Center also enhanced the outdoor experience by providing shade from the harsh desert sun. Although Palm Springs has a few extant Spanish Revival courtyard centers, notably La Plaza (1935) and El Paseo (1926), the Town & Country Center is its only modern iteration.

As a commercial enterprise, the Town & Country Center became even more successful than its Spanish predecessors in that it was larger, provided for more commercial space, and was more centrally located. The success of the center was well noted soon after opening, documented in both the 1951 book, *Shopping Centers, Design and Operations* and an *Architectural Record* article in 1950. Even in later decades, when the 1980s behemoth indoor shopping mall was failing directly across the street, the Town & Country Center, along with the other smaller courtyard centers, maintained a steady following because they allowed

visitors to get the services they wanted and still engage in the outdoors in a pedestrian-friendly environment. The Town & Country Center had a decided influence on other Modern buildings that borrowed its planning style, not the least of which was the E. Stewart Williams' Oasis Hotel built the following year, no longer extant.

While a number of smaller midcentury modern storefronts remain in northern and southern parts of Palm Springs, the destruction of the significant modern stores in the Village core, notably Bullocks Wilshire, Saks Fifth Avenue (Welton Beckett, 1958), and Haggerty's Department Store (E. Stewart Williams, 1959), makes the Town & Country Center the only midcentury modern retail resource left in the Village core as well as the city's only midcentury modern courtyard complex.

Another broader historic trend that the production of the Town & Country Center exemplified was a time of change in the culture of architectural practice when professionals from separate offices began to collaborate either out of practicality or to take advantage of unique expertise. Prior to this time most architectural practices were based on an atelier model where, regardless of the size of the firm, there was only one master architect who took credit for all work. The Modern practice fostered an atmosphere of shared authority in an environment where junior architects could succeed through the ranks much like a corporation. Stemming from the co-op ethos promoted first at the Bauhaus and later in American educational institutions, post-war modern architects (unlike pre-war modernists) saw themselves as facilitators of the process and did not demand sole credit for the work their offices produced. They were comfortable outsourcing both design and production as needed. This kind of collaboration was a forerunner of large corporate architectural firms such as Skidmore, Owings & Merrill (SOM) and it still informs the culture of practice today.

The Town & Country Center represented a broad collaboration that included two major Los Angeles based architects, A. Quincy Jones and Paul R. Williams, and three local architects, Donald Wexler, Albert Frey, and John Porter Clark who worked on tenant improvements, construction and later additions. The Town & Country Center embodies this historic shift in the culture of professional practice.

The Town & Country Center is associated with these patterns of events for its ability to exemplify the modern period of the national, state and local history. The Town & Country Center qualifies for listing as a Class 1 Historic Site on the local registry under Criterion 1.

Criterion 2: Significant Persons. Criterion 2 recognizes properties associated with the lives of persons who made meaningful contribution to national, state or local history. The Town & Country Center does not qualify for listing as a Class 1 Historic Site on the local registry under Criterion 2.

ARCHITECTURE (Criteria 3 – 6)

Criterion 3: *(That reflects or exemplifies a particular period of the national, state or local history).*

The Town & Country Center was designed by a host of nationally-renowned or locally prominent architects. The stylistic markers of the building place it directly in the historic context of Palm Springs' Modern Period. The Town & Country Center represents a prime and intact example of the significant modernist architecture for which Palm Springs is widely known. As such the Town & Country Center may be viewed as an important component of the historic trends that have come to define Palm Springs' image as a center of important midcentury architecture. *This historic trend exemplifies a particular period of the national, state or local history. The Town & Country Center qualifies for listing as a Class 1 Historic Site on the local registry under Criterion 3 (see also narrative found in Criterion 1).*

Criterion 4: *(That embodies the distinctive characteristics of a type, period or method of construction).* "Type, period, or method of construction" refers to the way certain properties are related to one another by cultural tradition or function, by dates of construction or style, or by choice or availability of materials and technology. To be eligible under this Criterion, a property must clearly illustrate, through "distinctive characteristics" a pattern of features common to a particular class of resources. "Distinctive characteristics" are the physical features or traits that commonly recur in individual types, periods, or methods of construction. To be eligible, a property must clearly contain enough of those characteristics to be considered a true representative of a particular type, period, or method of construction. Characteristics can be expressed in terms such as form, proportion, structure, plan, style, or materials.

The Town & Country Center is eligible under the theme of Modern architecture because it possesses distinctive characteristics that embody the International Style such as overall horizontality, expression of structure, expansive amounts of glass, use of inexpensive, machine-produced materials, etc. Additionally, the Town & Country Center is eligible under this criterion because it represents an important example of building practices in Palm Springs at midcentury. *The Town & Country Center qualifies for listing as a Class 1 Historic Site on the local registry under Criterion 4 (see also narrative found in Criterion 1).*

Criterion 5: *(That (a): represents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or (b): that possesses high artistic value).*

5a: Work of a Master: A master is a figure of generally recognized greatness in a field, a known craftsman of consummate skill. The property must express a particular phase in the development of the master's career, an aspect of his work, or a particular idea or theme in his craft. A property is not eligible as the work of a master, however, simply because it was designed by a prominent architect. For example, not every building

designed by Frank Lloyd Wright is eligible under this portion of Criterion 5, although it might meet other Criteria.

Architecturally, the Town & Country Center, as built in 1948, is among the collaborative works of innovative and acclaimed architects A. Quincy Jones and associated architect Paul R. Williams, both of whom individually earned national distinction during their careers. The Town & Country Center was built by the Palm Springs Corporation on property owned by Bank of America as a collaboration between architects Jones and Williams. At the same time, the architects were also commissioned to design the Palm Springs Tennis Club Restaurant (later the Bougainvillea Room) and, in 1950, Romanoff's on the Rocks, a local restaurant.

Archibald Quincy Jones (1913-1979) was noted for designing university and office buildings towards the end of his career, and he first gained recognition for his residential work. As a participant in John Entenza's Case Study House Program, Jones became deeply devoted to the experiment's goal of reinventing houses to reflect how people lived in the post-WW II era. His conviction that the quality of life could be improved through architecture led him to introduce new materials and design elements to his residential projects, such as glass walls, usable atriums, high ceilings, and post and beam construction. In his non-residential buildings, Jones was recognized as an innovator and master of improving the integration and efficiency of mechanical systems while maximizing usable space.

While Jones is known for elevating the lowly post-war tract house to high-art architecture, Paul Revere Williams (1894-1980) is best remembered as a designer of elegant mansions for the rich and famous of Hollywood. Among his clients were Frank Sinatra, Lucille Ball and Desi Arnaz, Tyrone Power, Barbara Stanwyck, Danny Thomas, and Lon Chaney, Sr. Among his most easily recognized buildings in southern California are the Beverly Hills and Ambassador Hotels, Chasen's and Perino's restaurants, the theme building at the Los Angeles International Airport, Saks Fifth Avenue, and the Music Corporation of America building. In all, Williams designed or participated in over 3,000 projects.



Architects A. Quincy Jones (left) and Paul R. Williams (right).

Although there is no mention of the Town & Country Center in Williams' monograph, it is featured prominently in Cory Buckner's Phaidon monograph *A. Quincy Jones*. The Town & Country Center does appear to represent a particularly important milestone in the development of Jones' architectural style. It is an unusual property type for Jones and is a good expression of its period and method of construction. Additionally, it remains a good example of an International Style commercial building that contributes materially to the historical fabric of the village and to Palm Springs' well-established status as a center of mid-century modern architecture. Evidenced by original drawings in the A. Quincy Jones archives, the architectural firm of Clark & Frey collaborated with Jones and Williams on the Town & Country Center. Albert Frey (1903-1998) was born in Switzerland, and studied architecture there. After graduation, he moved to Paris, and worked in the atelier of visionary modernist architect Le Corbusier, detailing one of Corbusier's masterworks, the Villa Savoy. In 1930, Frey moved to the United States, convinced that it was the land of opportunity for modernist design. He worked for several prominent architects in New York, then moved to Palm Springs in 1939 and formalized a professional relationship with John Porter Clark. Although they collaborated on some early Spanish-infused designs, they became part of the emerging modernist movement. In 1949 Clark and Frey worked with Jones and Williams to develop the commercial spaces in the Twin Buildings fronting North Palm Canyon Drive.

John Porter Clark (1905-1991) studied architecture at Cornell University, and graduated in 1928. While working in Pasadena, Clark was invited to relocate to Palm Springs, where he became the first important regionalist Modernist to open an office. By 1934 Albert Frey had also arrived in Palm Springs to supervise the construction of the Kocher Samson Office Building. Based upon a shared compatibility and aesthetic, Clark and Frey established their partnership. Palm Springs projects of significance, either collectively or independently, include the Palm Springs Woman's Club Building, several private residences, the Welwood Murray Memorial Library, elementary schools, Loewy House, Aerial Tramway Station, and the Tramway Gas Station that is now the iconic Visitor Center located at the northern gateway to the city of Palm Springs.

Donald Wexler (1926-2015) is an influential mid-century modern architect whose work was predominantly in the southern California desert. He is known for pioneering the use of steel in residential design. He received his Bachelor of Architecture from the University of Minnesota, and upon graduation moved to Los Angeles where he worked for Richard Neutra, whose influence can be seen in Wexler's work. In the early 1950s, Wexler established his own practice in Palm Springs. Among his clients were Dinah Shore, Frank Sinatra, the Alexander Construction Company and the Walt Disney World Resort. Wexler's designs for public buildings, including the dramatic Palm Springs Airport, served as both soaring and practical models for other municipalities to emulate. His Steel Development House Number 2 is listed in the National Register of Historic Places. Wexler designed the E. F. Hutton Building added to the Town & Country Center in 1955.

Donald Wexler's last major works were an annex to the Palm Springs Unified School District Center (1998) and the District Headquarters and Operating Facility in Indio, California (1999). He sold his practice in 2000 and donated his archives to California State Polytechnic University, Pomona.

5b: Properties possessing high artistic values: High artistic values may be expressed in many ways, including areas as diverse as community design or planning, engineering, and sculpture.

The Town & Country Center, with its interior courtyard, is a modernist commercial reinterpretation of the hacienda form found in earlier generations of desert architecture. The design provides shelter and shade from the harsh desert sun, and allows fresh air to circulate throughout the open air courtyard. This convergence of interior and exterior space was a common practice in midcentury modern design.

As the work of Masters, and for its high artistic values, the Town & Country Center qualifies for listing as a Class 1 Historic Site on the local registry under Criterion 5.

Criterion 6: (That represents a significant and distinguishable entity whose components may lack individual distinction). This Criterion was created to address the resources contained within a potential historic district. As such, Criterion 6 does not apply. Hence, the complex does not qualify under Criterion 6.

ARCHEOLOGY

Criterion 7: (That has yielded or may be likely to yield information important to the national, state or local history or prehistory). The complex does not qualify for listing on the local registry under Criterion 7.

7. Integrity Analysis (using U.S. Secretary of Interior Standards)

INTEGRITY

Integrity is the ability of a property to convey its significance. To be listed in the local registry, a property must not only be shown to be significant under the criteria, but it also must have integrity. The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance. Historic properties either retain integrity (that is, convey their significance) or they do not. The definition of integrity includes seven aspects or qualities. To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant.

The property owner will not permit access, and is opposed to the listing of the Town & Country Center as a Class 1 Historic Site. As a consequence, several doors and windows are covered in plywood. It is not possible to describe the physical condition of the interior spaces with authority. The original design of the Town & Country Center allowed for internal flexibility of tenant spaces and demising walls.

The Town & Country Center represents an established and familiar visual feature in downtown Palm Springs. Its long history of minor changes and deferred maintenance has taken a toll on the buildings, both physically and commercially. The Town & Country Center's integrity remains intact.

City of Palm Springs building safety records documented hundreds of permits issued on the Town & Country Center property. Besides the permits for the construction of the original buildings in the complex, the Palm Springs Corporation also secured a permit to construct a new concrete office building in the southwest portion of the courtyard. Originally intended for a business office, it later served as a women's apparel shop. This is the building designed by architect Donald Wexler. The other permits recorded in city files chronicle the physical modifications to the buildings in the Town & Country Center, most of them to accommodate changes in tenancy and usage in the shops, such as storefront remodeling, enlarging or extending display windows, or combining or dividing retail units.

Planting materials throughout the complex have not been maintained; some are missing, others are overgrown. All of these changes are reversible. In summary, the Town & Country Center retains most of the basic features of its International Style architecture, even though some of the storefronts have been altered to accommodate change of tenancy, as is often a common practice among retail-oriented commercial properties. Despite these alterations, the Town & Country Center retains sufficient integrity of location, design, setting, materials, feeling, workmanship, and association to convey that it is a masterpiece of mid-century design.

The Town & Country Center is in its original location, and available evidence suggests that the setting is much the same as it was during the period of significance 1948 to 1955. The primary character defining features of the International Style architecture remain intact. With the exception of some doors and windows, original materials are present, and the original workmanship is evident. The Town & Country Center projects the same striking feeling of modernity as when originally designed by Jones and Williams.

8. Bibliography

Attached is a list of books, articles, and other sources cited or used in preparing this application and other documentation that may be relevant.

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- City of Palm Springs (Planning and Building Departments)

- *The Desert Sun*
- Palm Springs Historical Society
- Palm Springs Public Library
- Riverside County Assessor's Office

9. Geographical Data

Acreage of Property: 2.09 acres

Property Boundary Description: USGS Quad, Palm Springs, 7.5 quadrangle (Section 15, T4S, R45, San Bernardino Base Meridian). Assessor's parcel numbers 513 092 09 and 513 092 10, merged circa 1975 to become 513 092 026.

Boundary Justification: Boundaries that historically encompassed the nominated buildings and the landscaped courtyard, based upon parcel data.

10. Prepared By

Name/title: Susan Secoy Jensen (secoyarch@sbcglobal.net)
 Organization: Submitted on behalf of the Palm Springs Preservation Foundation
 Street address: 1775 East Palm Canyon Drive, Suite 110-195
 City: Palm Springs State: CA Zip: 92264
 Telephone: (760) 837-7117
 e-mail address: info@pspreservationfoundation.org

Consultant's Qualifications. Professional Qualifications Standards: The Code of Federal Regulations, 36 CFR Part 61 defines the minimum education and experience required to perform historic preservation identification, evaluation, registration, and treatment activities. The minimum professional qualifications in architecture are a professional degree in architecture plus at least two years full-time experience in architecture; or a State license to practice architecture. The minimum professional qualifications in Historic Architecture are a professional degree in architecture or a state license to practice architecture, plus one of the following:

1. At least one year of graduate study in architectural preservation, American architectural history, preservation planning, or closely related field.
2. At least one year of full-time professional experience on historic preservation projects. Such graduate study or experience shall include detailed investigations of historic structures, preparation of historic structures research reports, and preparation of plans and specifications for preservation projects.

Susan Secoy Jensen received her Bachelor of Architecture from Kent State University in 1986, and her Master's Degree in Architecture and Urban Design from UCLA in 1994. Graduate studies included historic preservation studies in Mexico City, and adjacent communities. She has been actively engaged in the architectural profession, specializing in historic preservation

and modern design, since then. Secoy Jensen has been a licensed architect in the State of California since 1991. She possesses an in-depth knowledge of procedures and standards utilized in the identification, evaluation, registration, and treatment of historic properties. She has owned and managed Secoy Architects, Inc. since 1996, specializing in modern and adaptive reuse projects.

Memberships and Professional Affiliations:

Palm Springs Preservation Foundation, Board of Directors & Advisory Board

Palm Springs Historical Society

American Institute of Architects (AIA), member since 1991

Architecture and Design Council of the Palm Springs Art Museum

City of Orange Design Review Committee, member and Chair

City of Orange, Old Towne Preservation Foundation

NCARB certified

Lambda Alpha International Executive Board

Palm Springs Architectural Advisory Committee, member and Chair

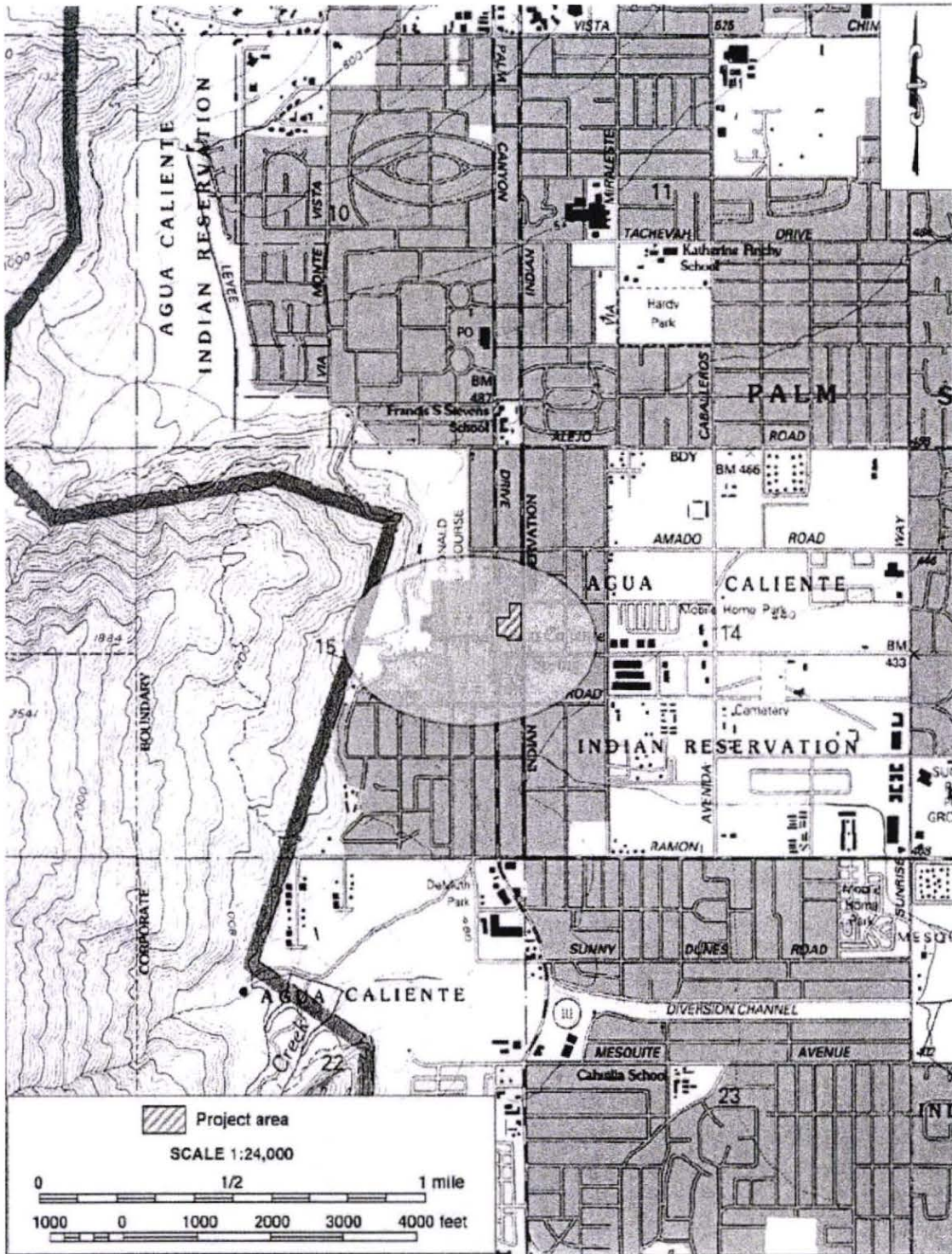
11. Required Documentation

Submit the following items with the completed application form. **Do not mount any exhibits on a board.**

1. **Attachment Sheets.** Include all supplemental information based on application form above).
2. **Maps:** For Historic Districts, include a sketch map identifying the proposed districts boundaries.
3. **Photographs:** Eight (8) sets of color photographs showing each elevation of the property and its surroundings.
4. **Non-owner's Notarized Signature:** If the applicant is not the owner, a notarized affidavit shall be provided (see following page).
5. **Site Plan:** One 1/8" to 1/4" scale drawing of the site, and eight reduction copies (8 1/2 x 11 inches) The site plan shall show all of the following: Property boundaries, north arrow and scale, all existing buildings, structures, mechanical equipment, landscape materials, fences, walls, sidewalks, driveways, parking areas showing location of parking spaces, and signs. **Indicate the square footage and use of each building and the date(s) of construction.**
6. **Public Hearing Labels:** Three (3) sets of typed self-adhesive labels of all property owners, lessees, and sub-lessees of record. **The labels shall include the Assessor's parcel number, owner's name and mailing address of each property with 400 feet from the exterior limits of the subject property.** Additionally, all Assessor Parcel Maps clearly indicating the 400-foot radius and a certified letter from a title company licensed to conduct business in Riverside County, California shall be submitted.

Note: If any property on this list is owned by the United States Government in trust for the Agua Caliente Indian Tribe or individual allottee, copies of notices with postage paid envelopes will be submitted to the Bureau of Indian Affairs to notify the individual Indian land owners of the public hearings.

Appendix I: Additional Documentation (Additional photos provided on a separate CD)



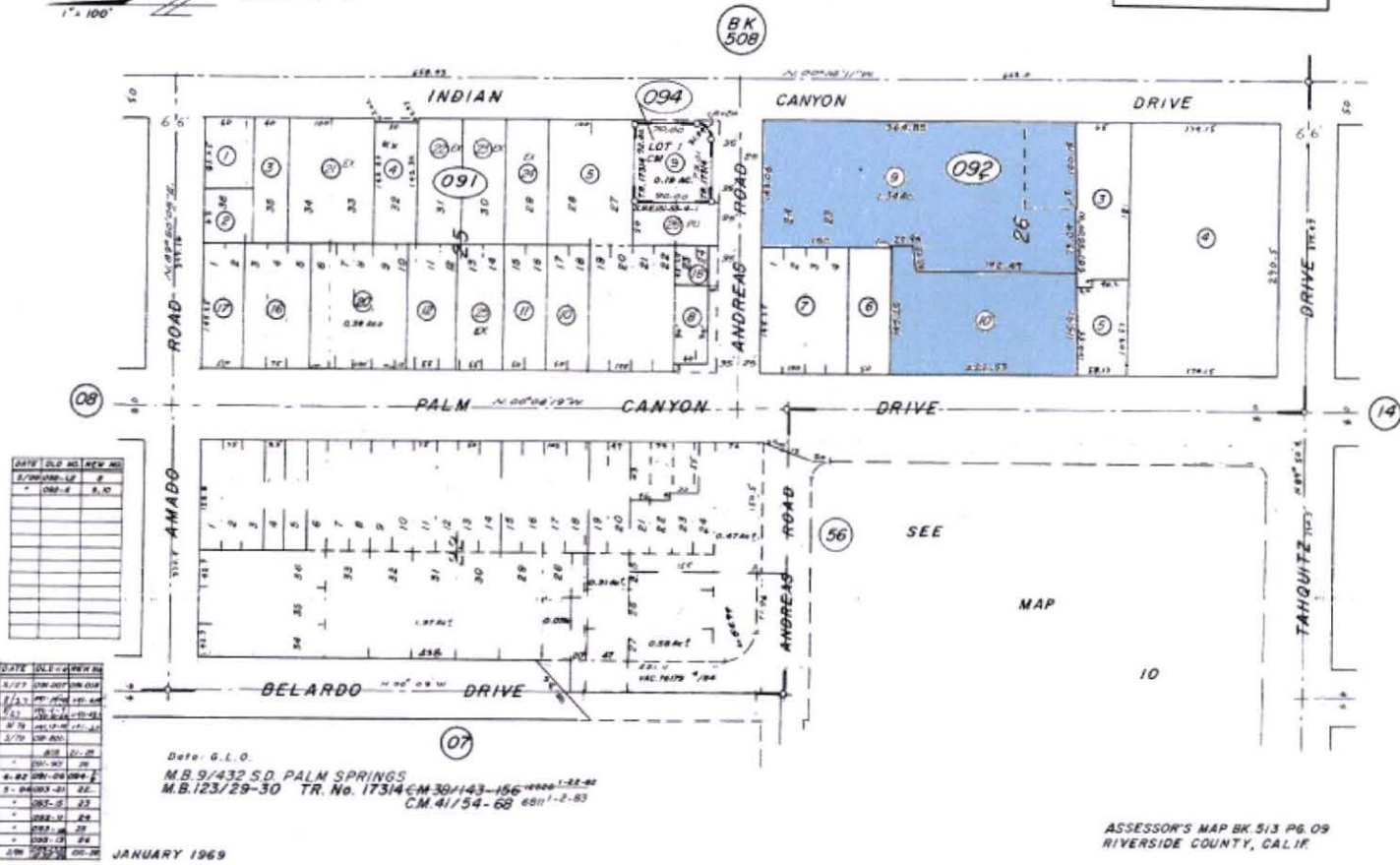
Building location (based on USGS Palm Springs, Calif., 1:24,000 quadrangle [USGS 1996]).

Parcel Number: 513092010-3
 Map Book: 513
 Page/Block: 092
 Parcel: 10
 Check Digit: 3

29-32
513-09 T.R.A. 1108
 SHEET 1 OF 2

POR. E. 1/2 SEC. 15, T.4S., R.4E.

THIS MAP IS FOR
 ASSESSMENT PURPOSES ONLY



DATE	OLD NO.	NEW NO.
8/77	200-10-1	2
8/77	200-10-2	3
8/77	200-10-3	4
8/77	200-10-4	5
8/77	200-10-5	6
8/77	200-10-6	7
8/77	200-10-7	8
8/77	200-10-8	9
8/77	200-10-9	10
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8/77	200-10-26	27
8/77	200-10-27	28
8/77	200-10-28	29
8/77	200-10-29	30

Date: G.L.O.
 M.B. 9/432 S.D. PALM SPRINGS
 M.B. 123/29-30 TR. No. 17314 CM 30/143-156 1988-1-22-88
 CM 4/154-68 6811-2-83

ASSESSOR'S MAP BK. 513 PG. 09
 RIVERSIDE COUNTY, CALIF.

JANUARY 1969

Riverside County Assessor's Map showing the Town & Country Center parcel.

Appendix II: Miscellaneous Historical Photographs & Ephemera

HOME OF THE
VILLAGER MAGAZINE

In this flower-laden setting right in the center of Palm Springs. The Villager staff works to produce for you one of the most unique class magazines in America. Our offices are shown on the left of this color Vignette. The Villager is published and printed in its entirety in our own plant here.



Vignette of "THE CENTER" WHERE THE VILLAGER MAGAZINE IS PUBLISHED

Palm Springs
Villager

174 N PALM CANYON DRIVE PALM SPRINGS

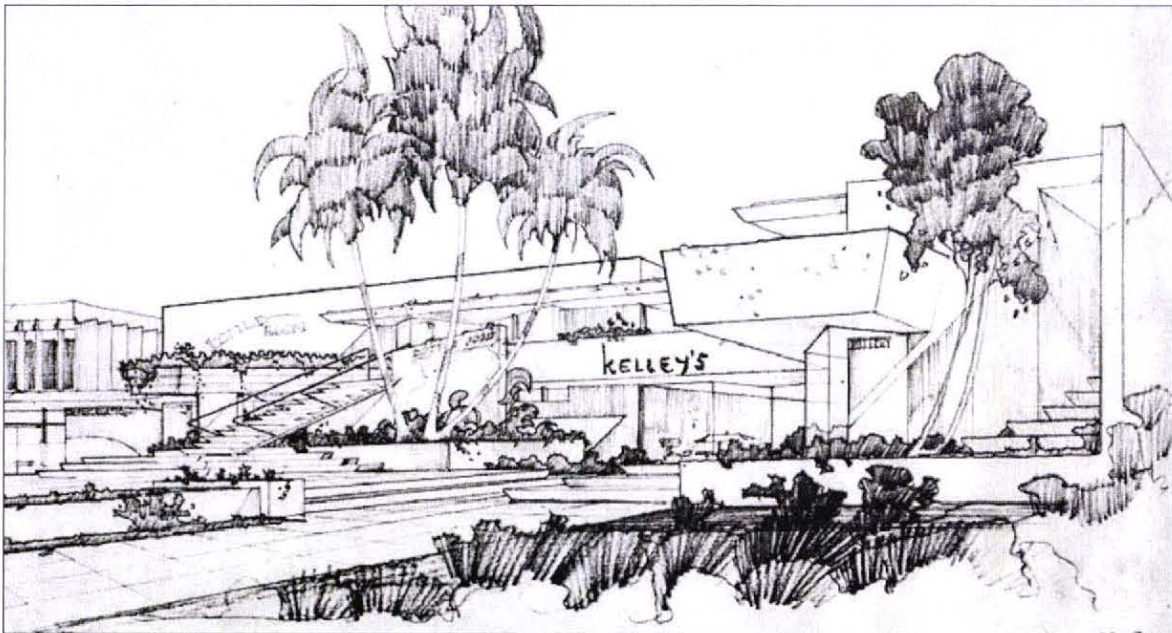
Advertisement from the May 1957 issue of *Palm Springs Villager* magazine.



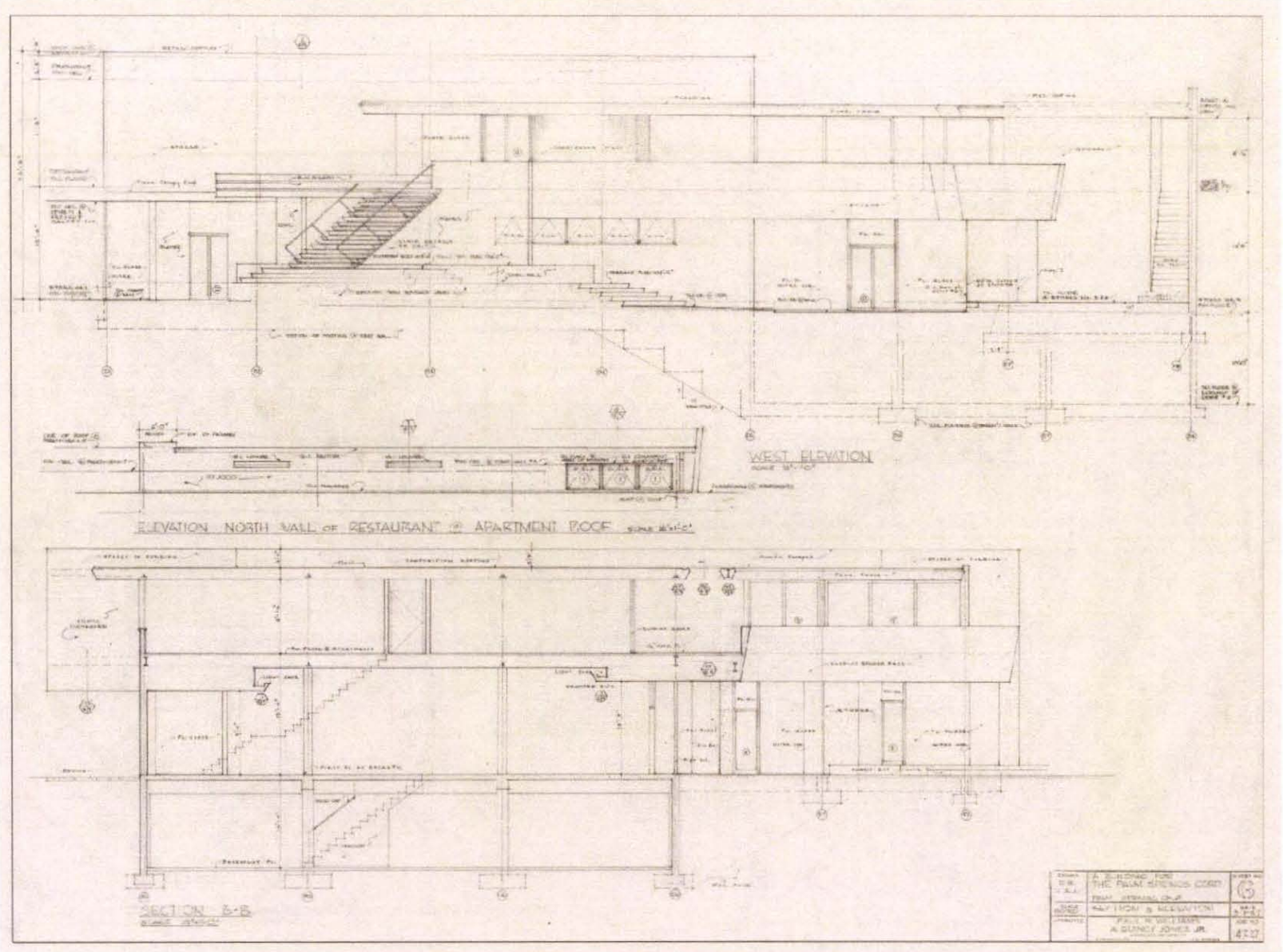
2011 aerial photo of the Town & Country Center.



Vintage postcard of the Town & Country Center circa 1960.



A 1947 advertisement showing a rendering of the new Kelley's Furniture Store (an early tenant of the Town & Country Center). The caption of the image reads (in part), "In the early part of 1948 we will move into our new location for which we have waited many long months. The new KELLEY'S will occupy approximately 10,000 square feet of the building now under construction in 'THE CENTER.'" (Palm Springs Historical Society)



ELEVATION NORTH WALL OF RESTAURANT & APARTMENT POOL

SECTION A-B

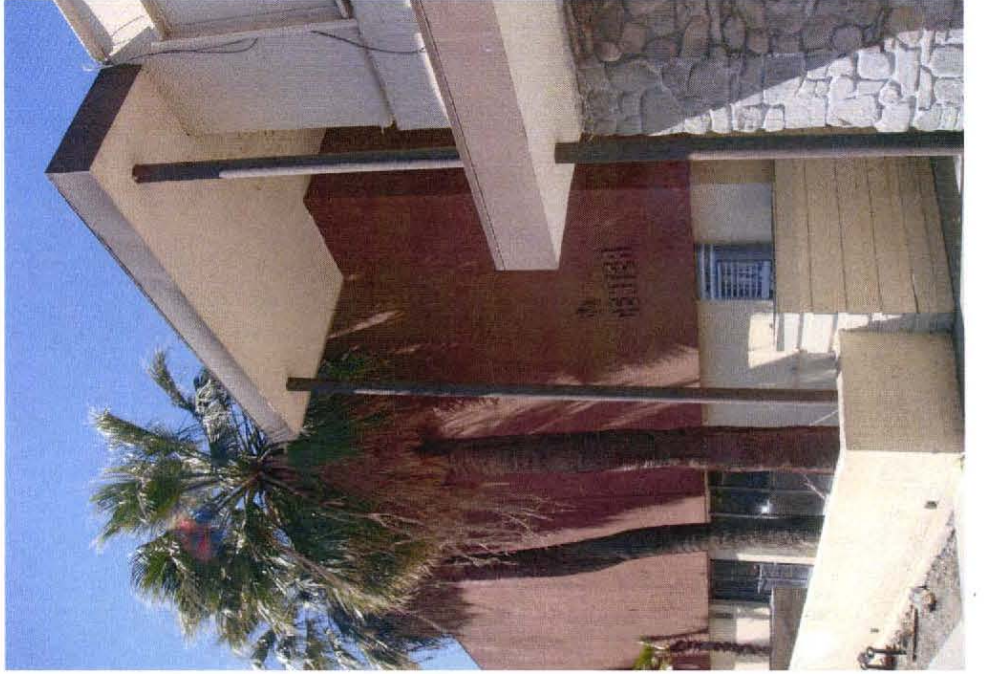
WEST ELEVATION

DESIGNED BY	A. J. HONG FOR THE TOWN & COUNTRY CENTER	DATE	11-1-51
ARCHITECT	THE TOWN & COUNTRY CENTER	SCALE	1/4" = 1'-0"
ENGINEER	PAUL R. WELLS	PROJECT NO.	4717
OWNER	A. GUNY, JR.		

One of the Town & Country Center "as-built" drawings as contained in the UCLA Library (Special Collections).

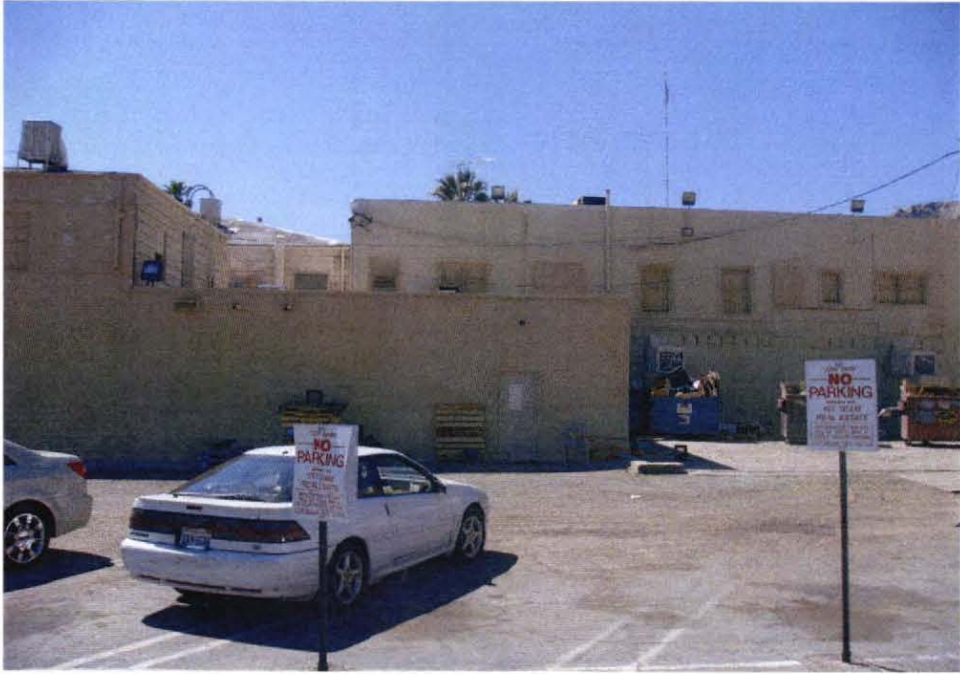


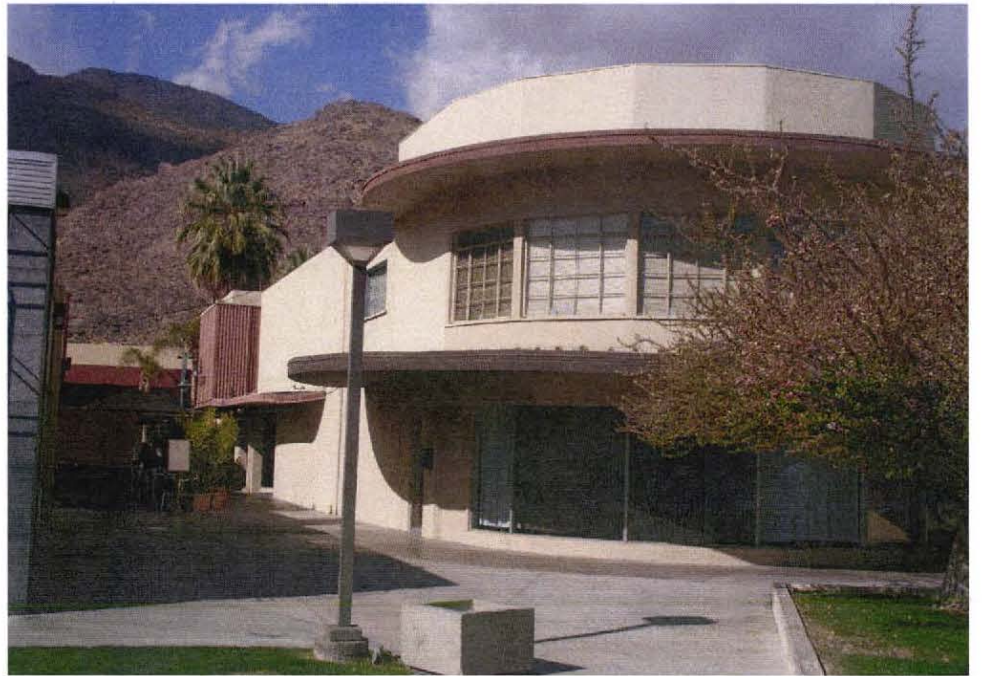




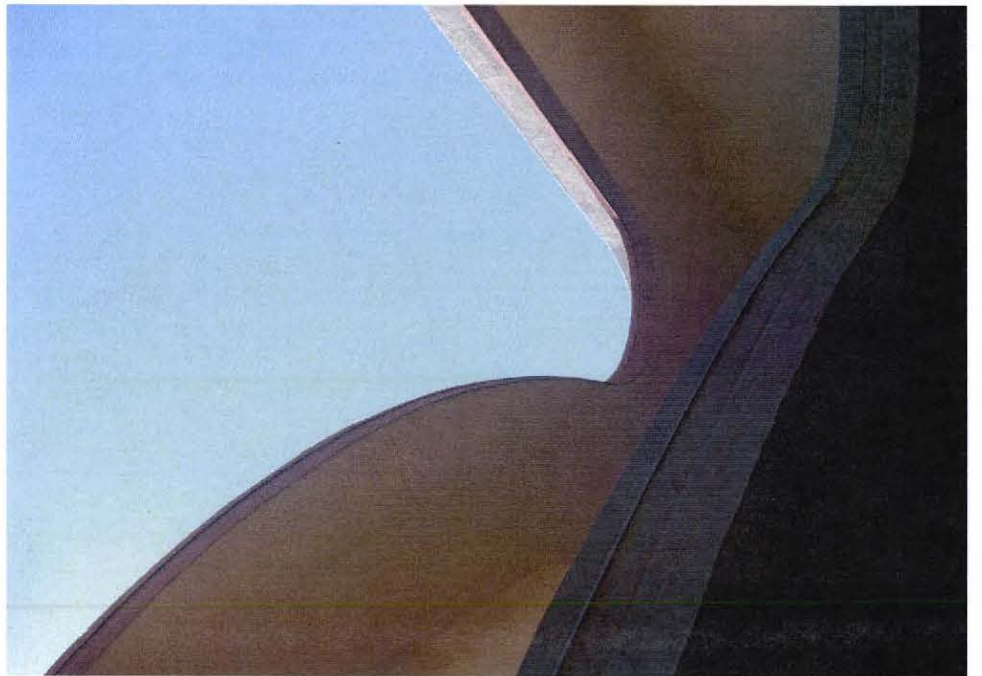


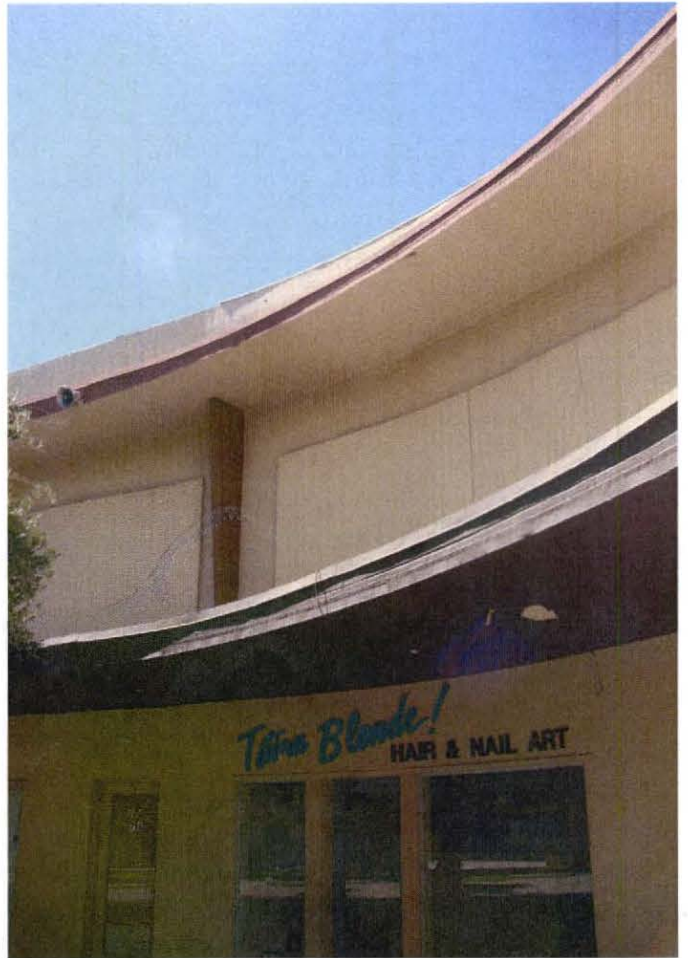
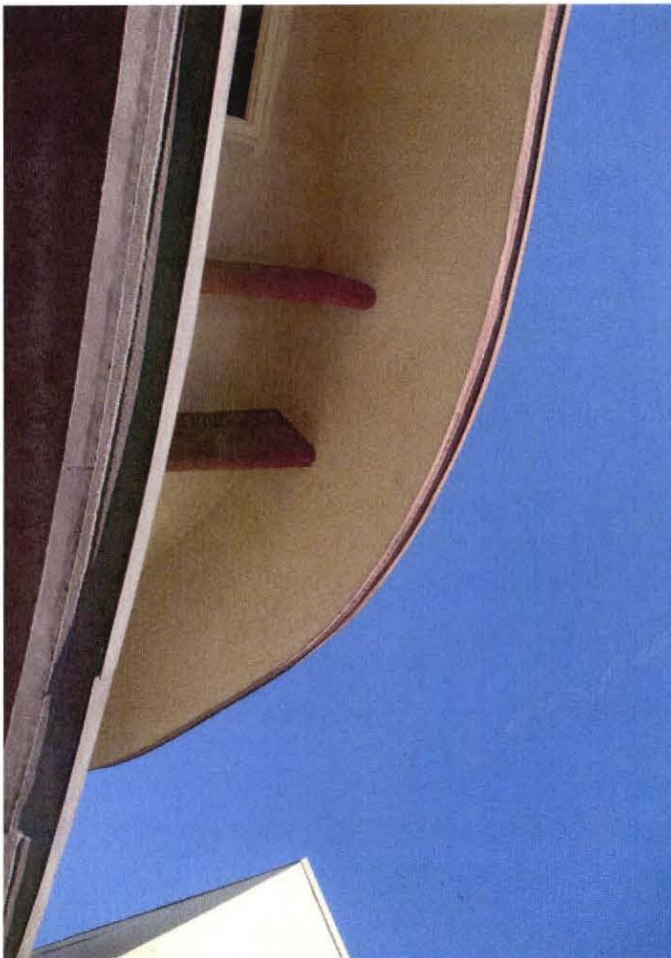
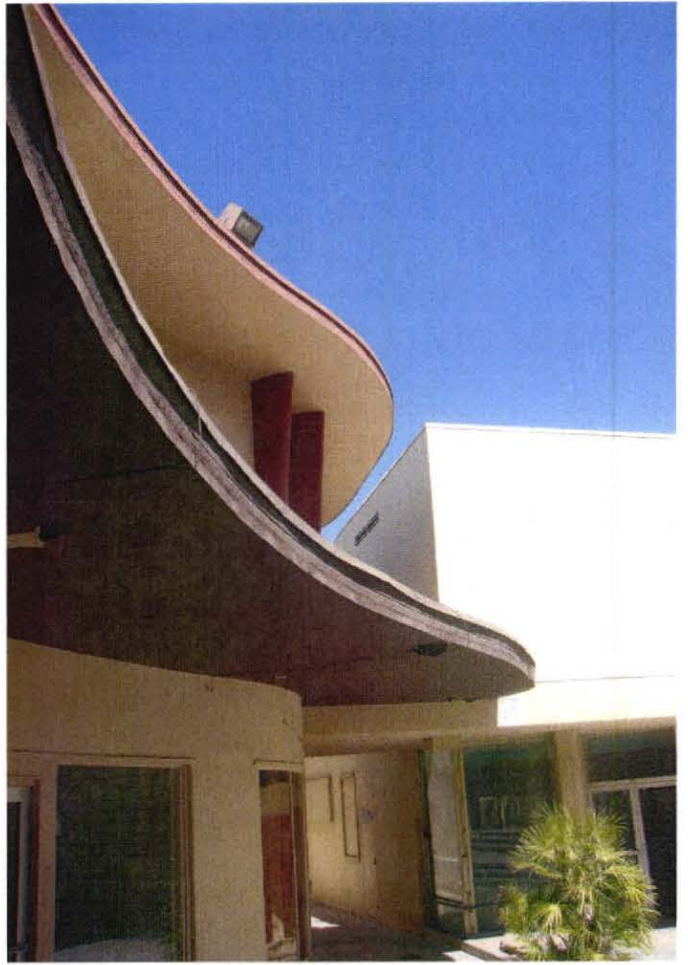
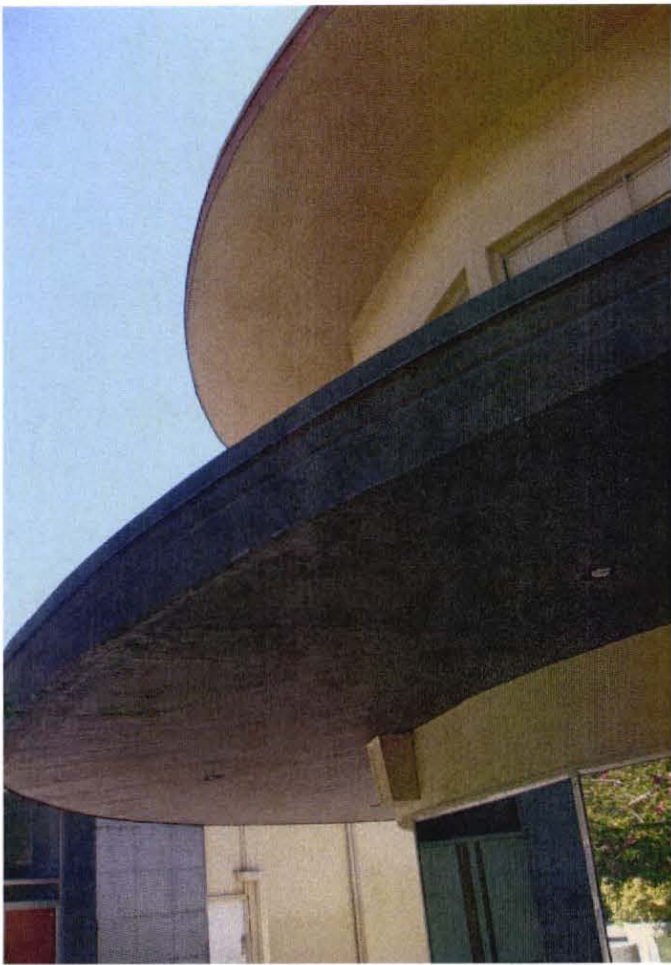


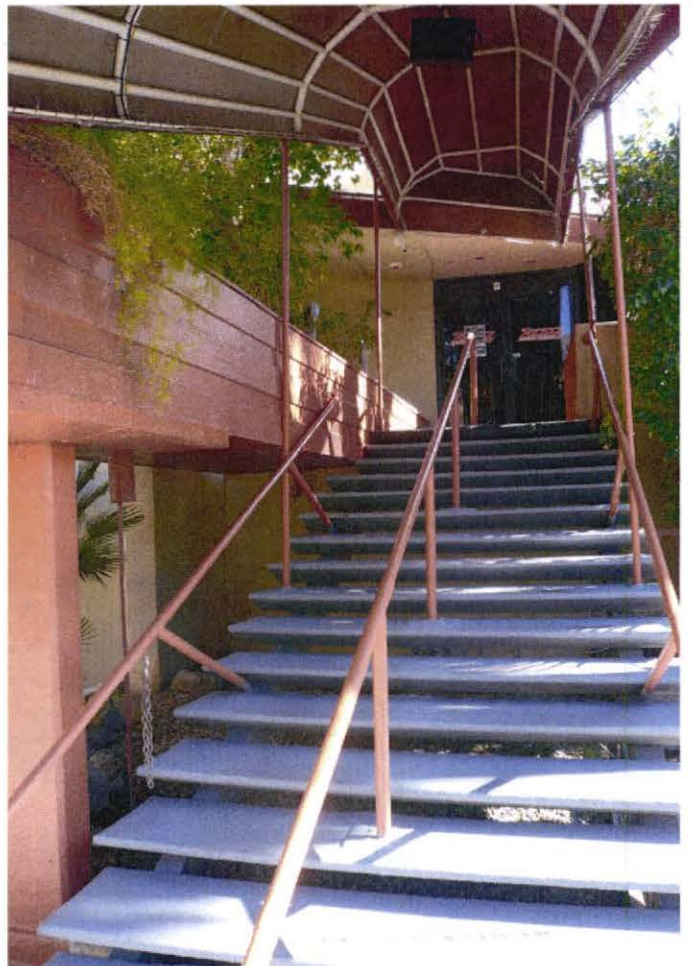
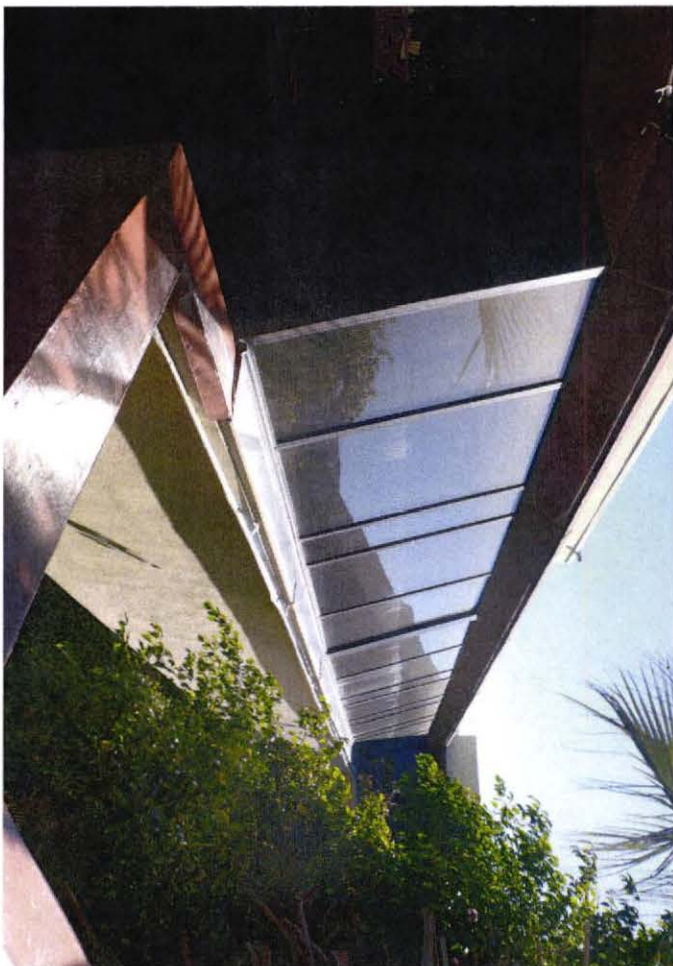
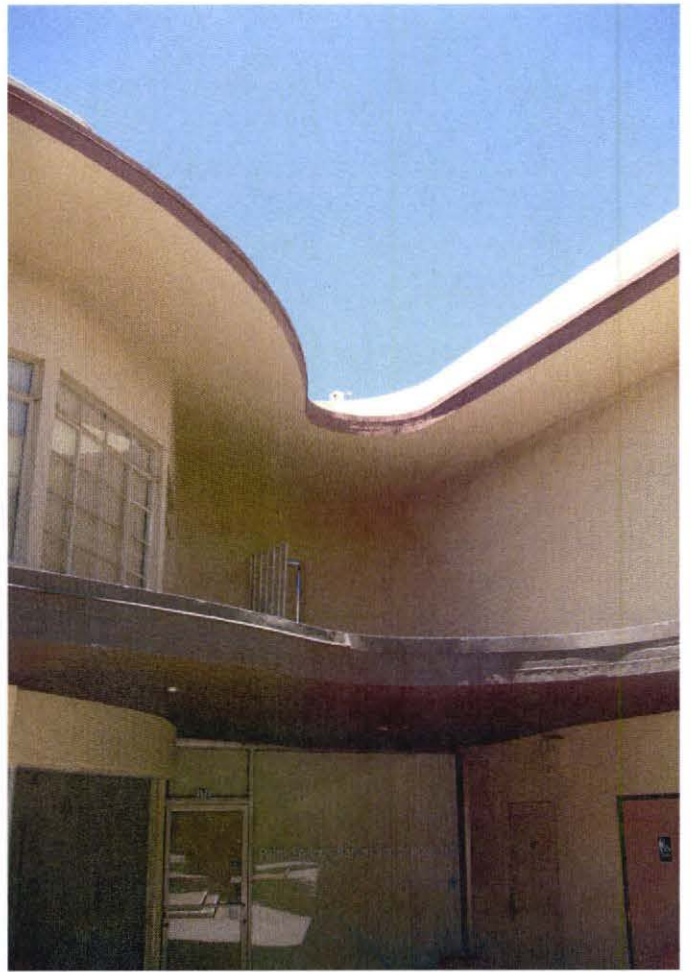


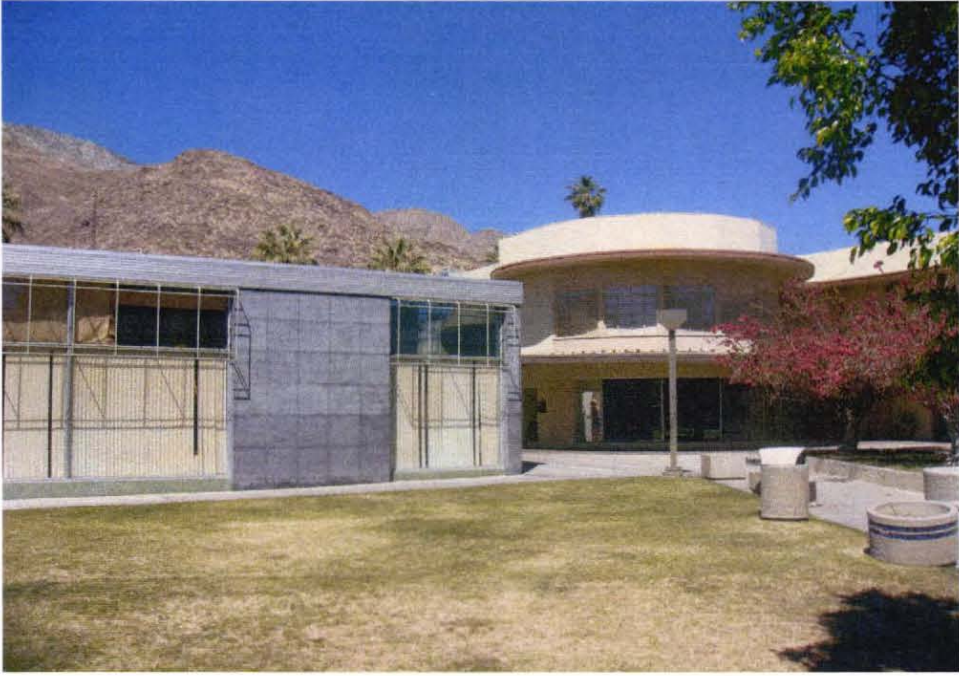












ATTACHMENT #4



April 9, 2016

Mr. Flinn Fagg, AICP
Director of Planning Services
City of Palm Springs
3200 E. Tahquitz Canyon Way
Palm Springs, CA 92262

Dear Director Fagg,

At the city's March 8, 2016 Historic Site Preservation Board (HSPB) meeting, a motion was made to allow the applicant (the Palm Springs Preservation Foundation (PSPF)) to amend the Class 1 Historic Site nomination of the Town & Country Center (T&CC)) to include the additional recommendations of the HSPB and those of any third parties (e.g., the owner's representative). Recommendations not directed by the HSPB were to be included in the nomination at the discretion of the applicant.

Accordingly, the following amendments to our Class 1 Historic Site nomination are made:

1. Directed by the HSPB:

- On page 7, in the table entitled "Number of Resources within Property" insert a "1" in the "Non-contributing" column on the "Buildings" line to reflect the building associated with the 181 North Indian Canyon Drive address. On page 16, at the end of the paragraph, add the note: "Note: The building associated with the 181 North Indian Canyon Drive address is deemed non-contributing."

- At the top of page 17 (before "BACKGROUND") insert a paragraph entitled "LANDSCAPE ARCHITECTURE" to read as follows:

The landscape architecture of the Town & Country Center includes planters integrated into the building design (e.g., the elevated planter at the second-story entrance to the Town & Country Restaurant) and planting beds integrated into the concrete flatwork of the courtyard. The design of these courtyard planting beds (as shown in the site plan contained in the 1951 book *Shopping Centers, Design & Operation*) are rigidly geometric and are intended to compliment the modernist architecture of the complex. Historic photographs suggest that the palms, olive trees, and informally composed plant materials were part of the original installation. They are a character-defining feature of the complex's architecture.

2. Amendments accepted by the applicant from the owner's representative or third parties:

- On page 7, paragraph 4, add to the "Architects:" entry "and Richard Harrison (firm names included Jones & Williams, Clark & Frey and Wexler & Harrison)."

- On page 13 add the historic address "152 North Palm Canyon Drive" to the entry on the Bank of America Building. (Note: The structure associated with this address was considered part of the Bank of America Building but is added for accuracy.)

If you have any questions or require any additional information, please contact PSPF board member Ron Marshall at (760) 837-7117.

Sincerely,



Erik Rosenow
President

ATTACHMENT #5

WESSMAN

HOLDINGS / DEVELOPMENT COMPANY

RECEIVED
APR 13 2016
PLANNING SERVICES
DEPARTMENT

April 13, 2016

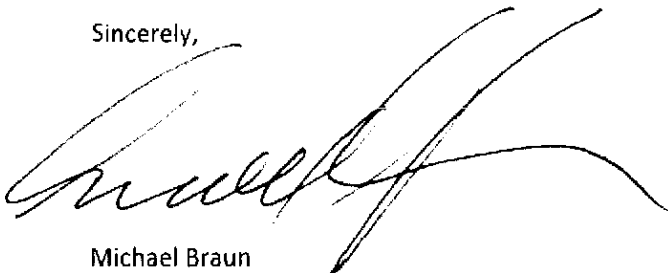
Dear Mayor and City Council:

On behalf of the Wessman Development Company, I am writing in support of the Class I historic designation for the Town & Country Center. We commissioned Marmol Radziner to assist us in the process of understanding and participating in the dialogue over the designation. We appreciate Marmol Radziner's efforts to represent our interests in this process.

While we are in support of the nomination, we request that the City Council consider one amendment to the nomination as it is currently submitted. We would like to request that the structure located at 171 North Indian Canyon Drive be considered non-contributing to the historic significance of the property and thereby remove the structure from the list of nominated buildings. Marmol Radziner will present the reasons for our objection to this one inclusion.

Wessman Development looks forward to working with the City of Palm Springs in the development of the Town & Country Center site. We intend to bring together the preservation of historically significant structures with new structures to create an economically viable commercial development.

Sincerely,



Michael Braun

ATTACHMENT #6



Historic Site Preservation Board Staff Report

DATE: March 8, 2016

PUBLIC HEARING

SUBJECT: AN APPLICATION BY THE CITY OF PALM SPRINGS, CALIFORNIA FOR CLASS 1 HISTORIC DESIGNATION OF "THE TOWN & COUNTRY CENTER", LOCATED AT 146-174 N. PALM CANYON DRIVE AND 167-181 N. INDIAN CANYON DRIVE AND NOTICE OF EXEMPTION FROM CEQA, ZONE CBD (HSPB #51).

FROM: Department of Planning Services

SUMMARY

The Historic Site Preservation Board (HSPB) will consider a recommendation to the City Council for Class 1 historic designation of "The Town & Country Center". The HSPB previously made such recommendation to the City Council on June 9, 2009, however the City Council voted to deny the recommendation on June 24, 2009.

RECOMMENDATION:

1. Open the public hearing and receive public testimony.
2. Close the public hearing and adopt Resolution HSPB 51-A, "A RESOLUTION OF THE HISTORIC SITE PRESERVATION BOARD RECOMMENDING THAT THE CITY COUNCIL APPROVE THE DESIGNATION OF THE TOWN & COUNTRY CENTER LOCATED AT 146-174 N. PALM CANYON DRIVE AND 167-181 N. INDIAN CANYON DRIVE AS CLASS 1 HISTORIC SITE #HSPB 51".

Related Relevant City Actions by HSPB, Planning, Fire, Building, etc...

2004	The Town & Country Center was identified in the City's 2004 Historic Resource Survey as eligible for listing as a historic resource.
December 12, 2006	HSPB initiated study to consider Class 1 historic designation for the Town & Country Center.

<i>Related Relevant City Actions by HSPB, Planning, Fire, Building, etc...</i>	
June 9, 2009	HSPB voted to recommend that the City Council designate The Town & Country Center as a Class 1 historic site.
June 24, 2009	City Council voted to deny designation of the Town & Country Center as a Class 1 historic site.
December 2, 2009	The City Council voted to approve the Museum Market Plaza Specific Plan (MMPSP) which included the demolition and redevelopment of the Town & Country Center.
October 8, 2013	The HSPB received a memo from the Planning Director on the implications of amending the MMPSP and its EIR in order to consider designating the T&CC a historic site.
December 13, 2013	The HSPB voted to request that the City Council amend the MMPSP and related EIR.
February 13, 2014	The HSPB moved to request that the City Council do an environmental assessment for amendment to the MMPSP to allow consideration by the City Council of Class 1 historic designation for the T&CC.
September 8, 2015	The California State Historic Resources Commission voted unanimously to deem the Town & Country Center eligible for listing on the State and Federal Register of historic places and forwarded the nomination to the National Park Service.
October 13, 2015	The HSPB moved to request the City Council to amend the MMPSP and its EIR as necessary to allow reconsideration of Class 1 historic designation for the Town & Country Center (T&CC)

BACKGROUND AND SETTING

According to the historic resources report, the Town & Country Center was designed by two notable Los Angeles based architects, A. Quincy Jones and Paul R. Williams and three local architects, Donald Wexler, Albert Frey, and John Porter Clark. "The Center" was constructed in multiple phases from 1946 to 1955. It was developed by "The Palm Springs Corporation" on land owned by the Bank of America.

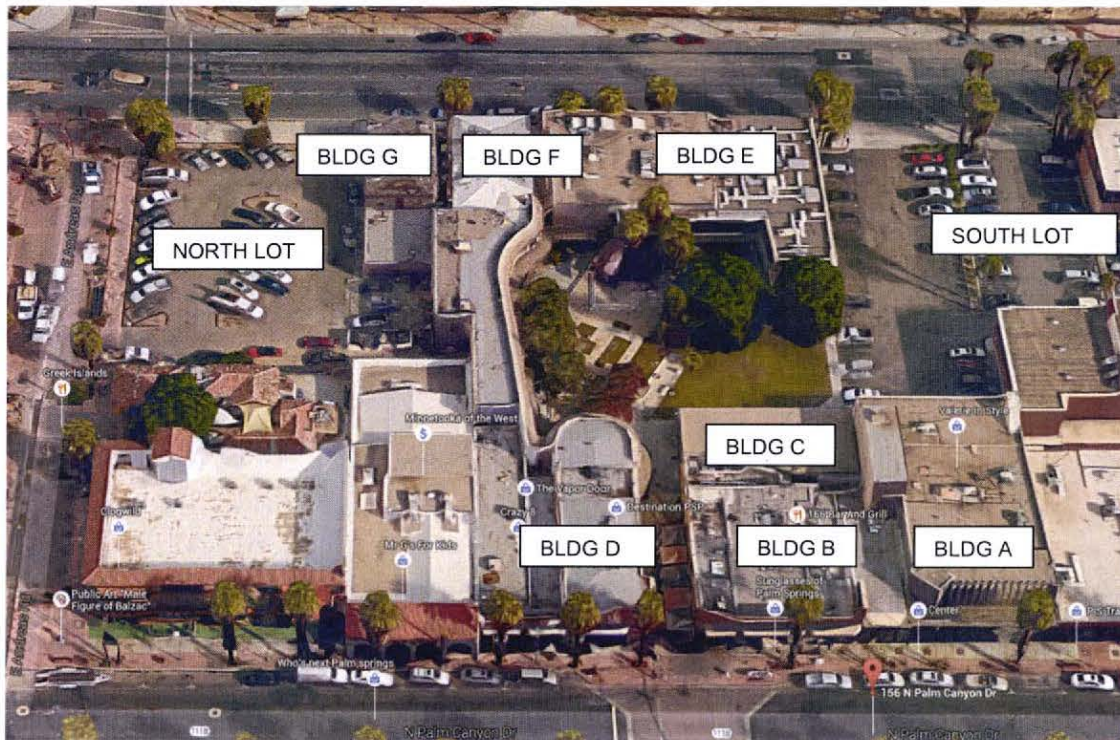
The Center is considered an outstanding example of "desert modern" architecture and conveys the significance of the mid-century period in Palm Springs during which a significant number of commercial and residential buildings embraced the Modern style of architecture for which Palm Springs has since gained international recognition. In the post-war era, a major shift took place in the architectural aesthetic of Palm Springs as developers sought to accommodate the sophisticated tastes of wealthy visitors and new residents. The Center is also a good example of an early mixed use center in which retail, residential, offices and restaurant uses were

integrated into a unified assembly of buildings and spaces, centered on a common outdoor courtyard. This arrangement of spaces around a central courtyard is also similar to the classic Spanish hacienda building typology.

The Center has frontages on both Palm Canyon Drive and Indian Canyon Drive and access to the outdoor courtyard at the Center is provided from both streets by means of open-air paseos.

Although the historic resources report dated January 2016 describes the Center as consisting of four *primary buildings*, there are actually seven buildings and two parking lots that comprise the Town & Country site:

- A. 146-150 North Palm Canyon Drive Building (“The Bank of America Building”).
- B. 156-166 North Palm Canyon Drive (the southernmost “cinnamon-colored” building).
- C. 168 North Palm Canyon Drive (“The E.F. Hutton Building”).
- D. 170-174 North Palm Canyon Drive (the northernmost “cinnamon-colored” building).
- E. 167 North Indian Canyon Drive (the “Town & Country Restaurant Building”).
- F. 171 North Indian Canyon Drive.
- G. 181 North Indian Canyon Drive.
- H. The south parking lot.
- I. The north parking lot.



AERIAL VIEW OF THE TOWN & COUNTRY CENTER

- 146-150 North Palm Canyon Drive (“The Bank of America Building”)
This is a two story commercial building with commercial storefronts at the first floor, and

narrow vertical “louver-like”, finned, glazed openings at the second level. These northwest-oriented windows provide natural north-oriented daylight while protecting the westerly facing interior spaces from the intense afternoon sun. The northwest corner has a solid two-story volume set at roughly a 45-degree angle.



146-150 BUILDING - AERIAL VIEW AND STREET VIEW ALONG PALM CANYON DRIVE

Moving northward from the B of A Building is a narrow one-story retail structure. When viewed from both the street (below) and the aerial photo (above) this narrow storefront almost appears as an infill building nested between the B of A Building and the two-story 156-166 Building, however it was designed as an integral part of the 156-166 Building.



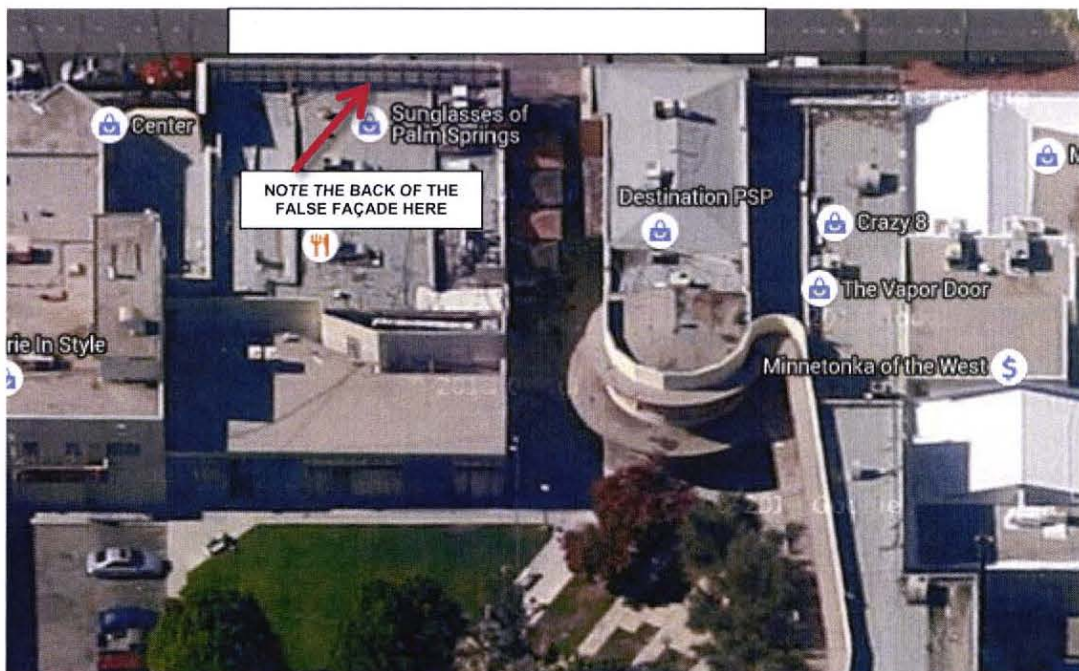
THIS NARROW “INFILL” BUILDING WAS BUILT AS AN INTEGRAL PART OF THE 156-166 BUILDING

- 156-166 and 170-174 North Palm Canyon Drive.
These two structures have nearly identical street facades with commercial / retail storefronts along the first floor; however, the buildings are different from one another.

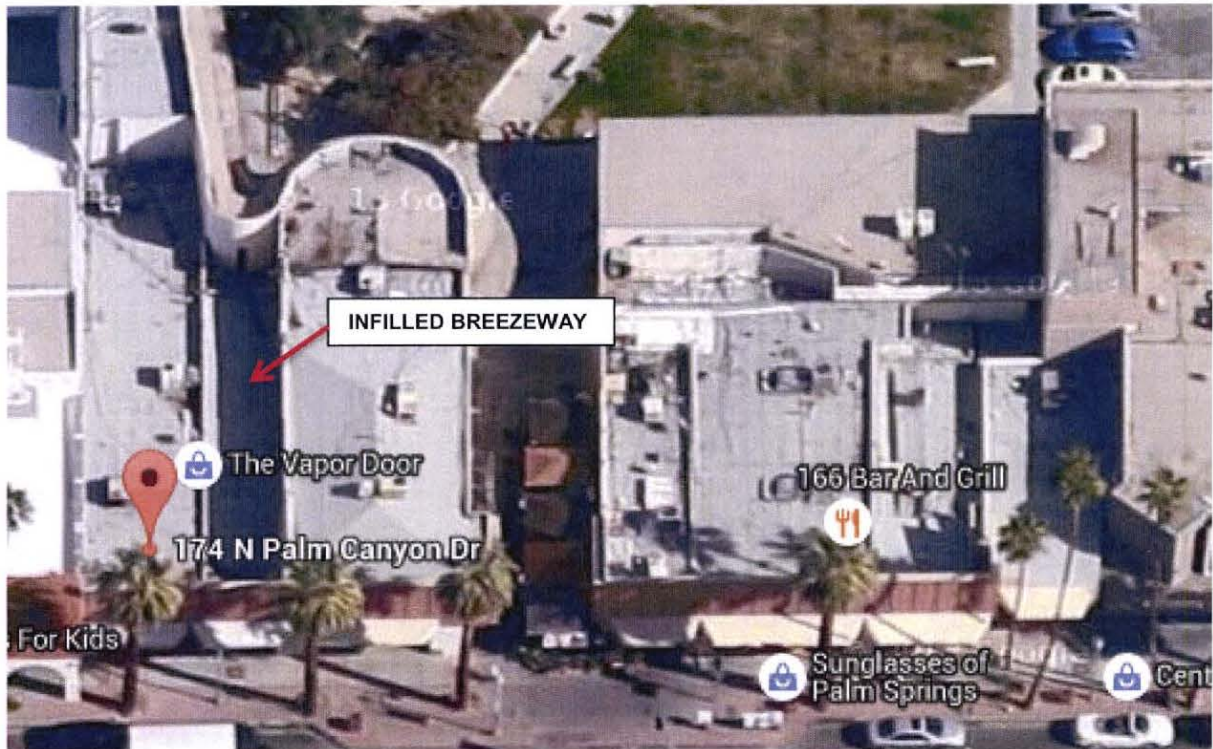


THE MATCHING FACADES OF THE 156-166 BUILDING (FOREGROUND) AND THE 170-174 BUILDING (FAR LEFT)

The 156-166 building is a one story building originally with a single tenant space. The painted corrugated vertical ribbed metal façade in the photo above (which replaced original cement-fiber ribbed panels in the 1980's, most likely as part of an asbestos abatement initiative) gives the impression that the building is two stories in height, however it is a false façade – the 156-166 building is a one-story retail space as can be seen in the aerial photo below.



THE AERIAL PHOTO ABOVE SHOWS THE SECOND FLOOR FALSE FAÇADE OF THE 156-166 BUILDING (CENTER LEFT). THE 170 BUILDING, WITH THE SEMI-CIRCULAR EAST FAÇADE IS THE ONLY TWO-STORY PORTION BEHIND THE VERTICAL RIBBED FAÇADE OF THE PALM CANYON FRONTAGE.



AERIAL VIEW OF 170-174 BUILDING (LEFT) AND THE 156-166 BUILDING (RIGHT) SHOWING THE MATCHING CINNAMON-COLORED PANELS ALONG THE PALM CANYON FACADES AND THE VARYING BUILDING HEIGHTS BEHIND THE FALSE FAÇADE. OF THESE TWO BUILDINGS, ONLY THE 170 PORTION HAS A SECOND FLOOR

The 170-174 Building, while seemingly identical to the 156-166 Building when viewed from Palm Canyon Drive, is different in several ways. At the first floor, the northernmost retail space, the storefront is set at an angle.



NOTE ANGLED STOREFRONT AT LEFT;
TENANT SPACE AT THE RIGHT IS INFILL OF AN ORIGINAL PASEO OR "BREEZEWAY".

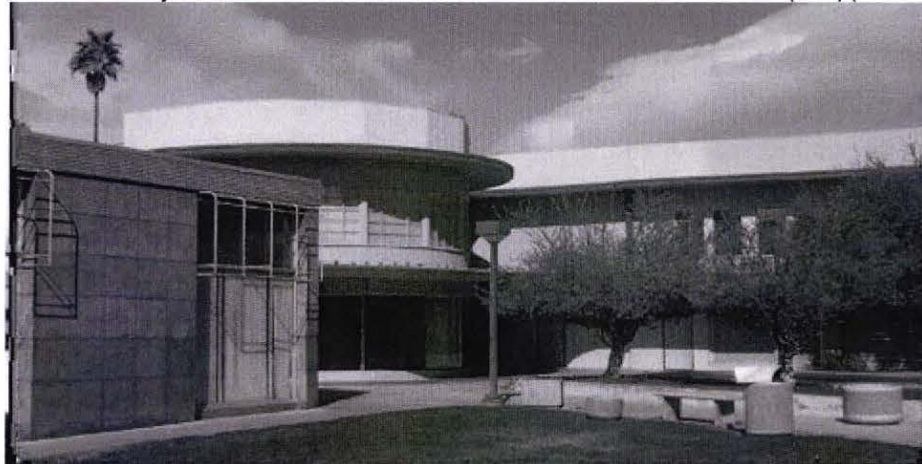
This angled storefront originally functioned to draw pedestrians into a passageway or "breezeway" upon which a line of small shops faced. At some time, this breezeway was infilled and the small shops were consolidated to create one larger tenant space (this

breezeway can be seen in the image on the following page.) Over the top of this breezeway, the same vertical ribbed painted panels continue, creating a flat upper façade along the Palm Canyon Drive frontage. Only the 170 Building has a second floor.

The east façade of the 170 Building is a semi-circular, two-story “drum”. As noted in the historic resources report, this element is reminiscent of the drum-like element in the 1935 De La Warr Pavilion by architect Erich Mendelsohn, in East Sussex, England. (see photos below).



DE LA WARR PAVILION, EAST SUSSEX, ENGLAND, ARCHITECT ERICH MENDELSSOHN, (1935) (ABOVE)
COURTYARD FAÇADE OF THE 170 BUILDING AT THE TOWN & COUNTRY CENTER (1946) (BELOW)



The 174 Building then extends eastward, forming the northern wall of the outdoor courtyard. This façade is set at a very slight angle and continues the wide cantilevered solar “fin” at both the first and second levels. At the northeastern corner of the courtyard, the 174 Building abuts the back of the 171 North Indian Canyon Drive Building (described below).

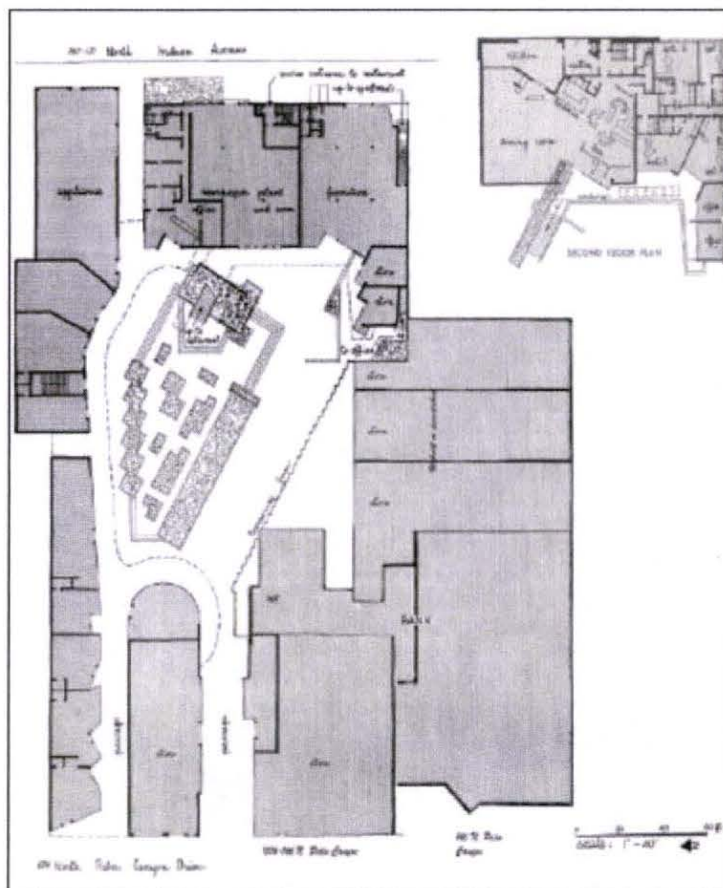
- 168 North Palm Canyon Drive (E.F. Hutton Building)

Although this one-story building has a Palm Canyon address, this addition done in 1955 faces the courtyard, and was built behind the 156-166 Building. It is a simple box-like addition with a façade comprised of grey precast concrete panels between sections of aluminum storefront glazing with a wide white fascia band. Upon closer review of the

1951 site plan (next page), it should be noted that the 168 Building was already shown - four years before its construction - suggesting it was not merely an "afterthought" but rather had been in the planning stages for quite some time.



168 BUILDING "E.F.HUTTON"



Site Plan of the Town & Country Center in the 1951 book *Shopping Centers, Design & Operation*.
Circa 1951 Plan showing original paseo and breezeways to the central courtyard

- 167 North Indian Canyon Drive

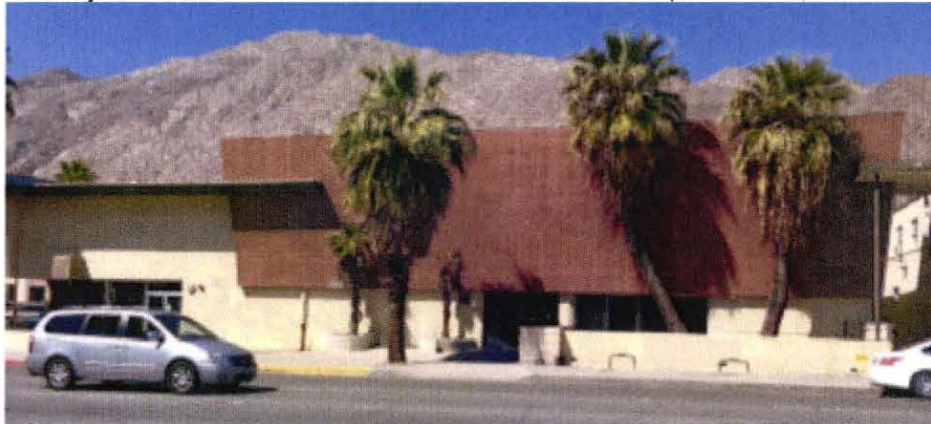
This is a two-story stucco and frame building that originally had commercial / retail spaces on the first floor, a restaurant, four (4) studio apartments and two offices on the second. The building has prominent facades on both the street and courtyard side and is one of the most interesting buildings in the complex from an architectural perspective. The historic resources report describes the physical characteristics of this building in detail.



WEST COURTYARD FAÇADE OF THE 167 NORTH INDIAN CANYON DRIVE BUILDING



EAST FAÇADE OF THE 167 NORTH INDIAN CANYON DRIVE BUILDING (c. 1955 above, c. 2015 below)



The courtyard façade of the 167 Building is rich in architectural detail as can be seen in the early photos of the complex. A dramatic cantilevered planter that juts out into the

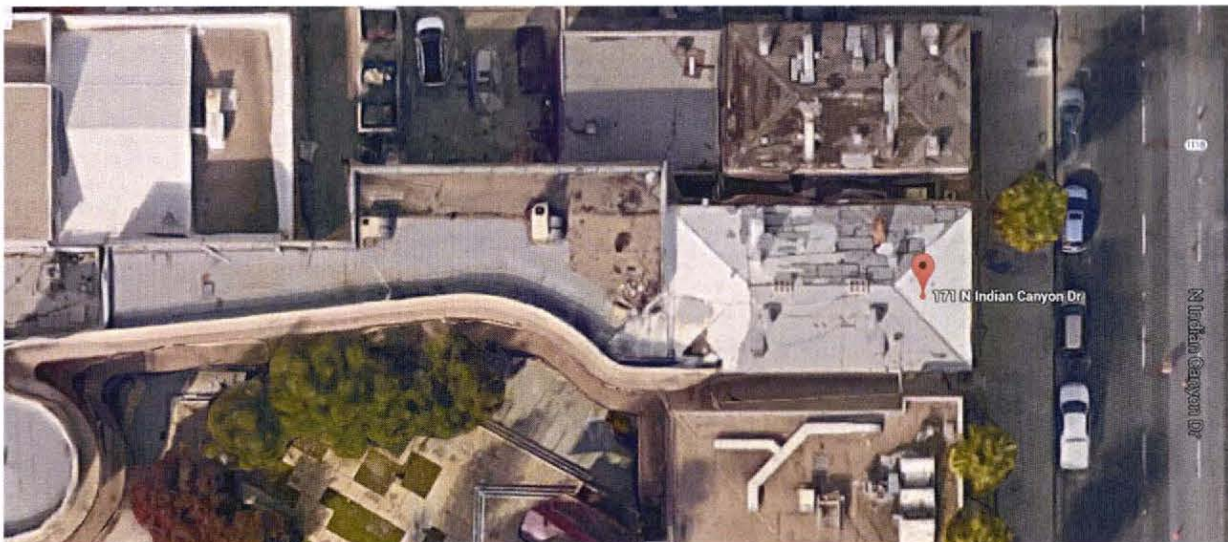
courtyard has been “truncated” at some time in the past, perhaps due to structural problems. Any efforts to restore the Center should include re-establishing the full length of this cantilevered feature. Much of the horizontal wood detailing at railings and planters, screen walls and other architectural devices are reminiscent of some of the detailing found in the designs of Frank Lloyd Wright from the same period.



THE ENTIRE INDIAN CANYON FAÇADE INCLUDING 167 (LEFT), 171, AND 181 NORTH INDIAN CANYON DRIVE

The last buildings identified on the site are located north of 167 North Indian Canyon Drive. As seen on the right in the photo above

- 171 and 181 North Indian Canyon Drive Buildings.



The 171 Building and the 181 Building have nearly identical facades and are two-story stucco clad wood frame buildings with retail spaces and storefronts on the first floor and offices or apartments on the second. A small roof structure over a paseo between 167 and 171 visually connects these buildings to the rest of the Center. These second floor spaces have metal mesh mounted across the front of them. It is uncertain whether this mesh is original.

At first glance the 171 and 181 buildings appear to be one due to a horizontal shade canopy just above the storefronts; however, upon closer inspection of the aerial photo above, they are two separate buildings. None of the historic resource reports from 2016, nor the report done in 2015 for nomination to the National Register of the Center makes mention of these buildings, however they can be clearly seen existing in the early photographs of the Center.

From building permits in the City's Building Department, the permit for foundations for the 171 building was issued in January, 1946 and a second permit in March, 1946. Both were issued by to the Palm Springs Corporation, the same developer as the rest of the Center. Although no permits have been found for 181, both buildings appear to have been constructed at approximately the same period. Staff surmises that these two buildings may have been constructed just months earlier than construction on the rest of the buildings that comprise the Center and the horizontal shading devices were added as an attempt to visually tie them together. None of the other facades, including the southern facade of the 171 building which defines the northerly edge of the paseo connecting the Center's courtyard to the street are significant and the first floor tenant space of the 171 Building is not oriented in any way toward the Center's courtyard. The first floor tenant spaces of both buildings are oriented toward Indian Canyon Drive. No known architect is credited to these buildings and they possess no particular architectural style or significance.



VIEW SHOWING THE 167 BUILDING, THE PASEO TO THE COURTYARD, AND THE 171 AND 181 BUILDINGS

In terms of the historic significance of the Center, although these buildings appear to have been built at roughly the same time as the rest of the Center by the same developer, they do not appear to contribute to the architectural or historic significance of the Center.

ANALYSIS

Historic preservation activities in the City of Palm Springs are regulated under Municipal Code Section 8.05 ("Historic Preservation"). Section 8.05 identifies the definitions, criteria, and process for historic designations; a discussion of the merits of the application relative to code requirements is provided below.

Historic Site Designation Criteria

The City Council is authorized to designate historic sites and districts upon a recommendation from the Historic Site Preservation Board. When the Historic Site Preservation Board determines that Class 1 historic designation of a certain site or district would further the purpose of the Historic Preservation Ordinance, the Board may initiate studies, surveys and investigations it deems necessary to adequately gather information in consideration of such a recommendation to the City Council. The seven criteria listed below, as specified in Section 8.05.020(a) of the Municipal Code, are used in determining suitability for historic designation:

1. *That is associated with events that have made a meaningful contribution to the nation, state or community; or*
2. *That is associated with lives of persons who made meaningful contribution to national, state or local history; or*
3. *That reflects or exemplifies a particular period of the national, state or local history; or*
4. *That embodies the distinctive characteristics of a type, period or method of construction; or*
5. *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*
6. *That represents a significant and distinguishable entity whose components may lack individual distinction; or*
7. *That has yielded or may be likely to yield information important to national, state or local history or prehistory.*

The Town & Country Center has been analyzed against the criteria above in the historic resources report, in which it has been concluded that The Center meets the definition of a historic site pursuant to Criterion 1 (Significant Events), Criterion 3 (Significant Period), Criterion 4 (Distinctive Characteristics) and Criterion 5 (Work of master architect(s)).

Criterion 1: Significant Series of Events.

The historic resources report on page 17 asserts that the Town & Country Center conveys the significance of the gradual rise of Palm Springs' prominence in midcentury architectural excellence. The report also describes the importance of the Town & Country in its ability to convey the rather rapid series of events in which Palm Springs evolved from a simple desert village to a world-renowned resort destination drawing sophisticated and wealthy visitors and residents with its high-end boutiques, shops and restaurants.

Criterion 3: Significant Period in Local History.

The historic resources report on page 20 describes how the Town & Country Center also reflects the period in local history, beginning in the 1930's and continuing after World War II as the town grew in notoriety as a favored destination of wealthy vacationers, who soon also became part-time and full-time residents. The Town & Country Center, with its stylish modern architecture appealed to the growing number of affluent visitors to Palm Springs. As noted in the report, even when the Desert Fashion Plaza across the street began to languish in the 80's, the older, yet still popular Town & Country Center continued to retain high-end tenants and attract shoppers.

Criterion 4: Embodies Distinctive Characteristics of a type, period or Method of Construction.

Page 20 of the report asserts that the Town & Country Center, with its minimalist Modern architectural style reflects a building typology that was relatively quick to construct, economic in its materials, and simple in its detailing. The ease of construction of the simple Modernist buildings, in comparison to the more complex, highly-detailed Spanish Colonial Revival styles was important at the time, given how quickly the town was growing and expanding. Property owners and developers found not only a construction type that was fast and easy to build, but

stylistically it appealed to the growing number of visitors to the town.

Criterion 5: The Work of Master Architects possessing High Artistic Value.

As the report denotes on pages 21 through 23, the following architects of local, national and international prominence were involved with the design of various components of the Town & Country Center: Paul R. Williams, A. Quincy Jones, Donald Wexler, Albert Frey, and John Porter Clark. While A. Quincy Jones and Paul R. Williams are credited primarily with the design of the Center, the historic resources report notes that Clark & Frey collaborated with Williams & Jones on development of the commercial spaces in the 156-166 and 170-174 North Palm Canyon Drive buildings and Donald Wexler is credited with the design of the E.F. Hutton building at 168 North Palm Canyon Drive.

The report on page 23 asserts that the Town & Country Center, with its modern architectural styling comprised of commercial and retail spaces with wide cantilevered horizontal shading elements oriented toward a central courtyard is a modern, and highly stylistic re-interpretation of the traditional Spanish hacienda, which typically featured a central courtyard, surrounded by broad, covered porches or passageways with access to the individual rooms that surround the courtyard.

Contributing, Non-Contributing, and Defining Historic Characteristics or Elements

The Town & Country Center is comprised of several parcels and multiple buildings. The following components are recommended to be identified as "contributing" elements:

1. The facade of 146-150 North Palm Canyon Drive ("The Bank of America Building")
Exception:
The first floor storefronts below the cantilevered shade element.
2. The facades of 156-166 and 170-174 North Palm Canyon Drive, including those fronting the courtyard, which includes the semi-circular element on the back of the 174 Building.
Exception:
The painted corrugated metal panels at the second floor that replaced the original cement-fiber panels in the 1980's. The material however should not be removed from the site unless a restoration effort is undertaken to replace it with material similar in appearance to the original cement-fiber panels.
The storefronts at the first level. Note: At the 174 Building, if a restoration is contemplated in which the breezeway is re-established, it is recommended that the storefronts that originally fronted that breezeway be re-established as seen in the original construction documents.
3. The facades of the 168 North Palm Canyon Drive Building.
Exception:
Aluminum awning frames.
4. The facades of the 168 North Indian Canyon Drive Building.
Exception:

The low masonry wall along the Indian Canyon Drive frontage.

The masonry planters that are not shown in the original photos of the courtyard adjacent to the stairs to the second level.

5. The open courtyard in the center of the complex and all the connecting paseos connecting this open space to both street frontages.
Exception: Landscaping and miscellaneous benches and trash receptacles that are not part of the original features of the courtyard.

Non-contributing Elements.

Based on the report, the following are recommended to be identified as “non-contributing” to the historic significance of the Center:

1. The north and south parking lots.
2. The aluminum and canvas canopies and awnings affixed to several of the buildings.
3. The wall sconce light fixtures on the 156-166 and 170-174 Buildings.
4. The landscaping in the courtyard.
5. The low masonry wall along the Indian Canyon frontage.
6. The 171 and 181 Buildings.

REQUIRED FINDINGS

In considering a recommendation for Class 1 historic designation, pursuant to Municipal Code Section 8.05.145, the HSPB shall make findings upon which it shall base its recommendation to the City Council. In turn, pursuant to PSMC 8.05.160 in review of the HSPB's recommendation, the City Council must find that the purposes of the Historic Preservation chapter are furthered by designation of such property as a historic site or district. The purpose of the Historic Preservation chapter of the Municipal Code is outlined in PSMC 8.05.010:

This chapter is adopted pursuant to the authority of (California) Government Code Section 37361 for the purpose of preserving areas and specific buildings of the city which reflect elements of its cultural, social, economic, political, architectural and archaeological history. This chapter is intended to stabilize and improve buildings, structures or areas which are considered to be of historical, architectural, archaeological or ecological value, to foster civic beauty, to strengthen the local economy and to promote the use of specific buildings for the education and welfare of the citizens.

As noted in the report, the Center meets the definition of a Class 1 historic site on the basis of several of the criterion that comprise the definition of a historic site. Among these:

- Criterion 1: Reflecting the series of events in which Palm Springs developed a significant number of buildings in the Modern or “Mid-century Modern” style.
- Criterion 3: Reflecting the post-war period of development in which a significant increase in

affluent residents and merchants brought a uniquely sophisticated style of architecture to the small desert community.

- Criterion 4: Reflecting a type and period of construction that was quick to erect and popular in stylistic tastes of the times.
- Criterion 5: Reflecting the work of architects of regional, state and national significance; Paul R. Williams, A. Quincy Jones, Albert Frey, John Porter Clark and Donald Wexler. Furthermore, the Center possesses unique artistic quality in that it is a Modern-era re-interpretation of the classic Spanish hacienda with a central open courtyard surrounded by buildings and spaces that take access from that courtyard.

ENVIRONMENTAL ASSESSMENT

In accordance with Section 15331 (Historical Resources Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), the proposed designation is categorically exempt from environmental review as the proposed designation meets the conditions outlined for preservation of a historic resource (Class 31 Categorical Exemption).

NOTIFICATION

Pursuant to section 8.05.140 of the Municipal Code of Palm Springs, All property owners within five hundred (500) feet of the subject property and those who own or have tenancy within the subject site, as well as neighborhood organizations within a half mile radius of the subject site pursuant to Zoning Code Section 94.04 have been mailed written notice of this public hearing as well as the placement of a notice of public hearing in a newspaper of general circulation. As of the writing of this report, staff has received no inquiry regarding the application, but has not received any letters or other correspondence.



Ken Lyon, RA, Associate Planner

Flinn Fagg, AICP, Director of Planning

Attachments:

1. Vicinity Map
2. Historic Resources Survey dated January 2016 and related documents

Ken Lyon

From: Ken Lyon
Sent: Monday, March 07, 2016 7:31 AM
To: Bill La Voie; Dick Burkett; Gary Johns; James Williamson; Ken Lyon; Linda Dixon; Roxanne Ploss; Todd Hays
Cc: Flinn Fagg; 'secoyarch@sbcglobal.net'
Subject: Town & Country Report Correction

Dear Board members,

Upon review this morning of copies of old drawings provided by Susan Secoy Jenson who wrote the historic report nomination for the National Register nomination in 2015, please note on the bottom of page 4, the statement about the little "infill" building is in error.

Upon review of copies of the old drawings for the B of A Building, this "infill" was NOT a part of the 156-166 Building. It was constructed indeed, as infill, as part of the Bank of America Building (c.1948) which was built AFTER the 156-166 Buildings (c. 1946).

Ken Lyon, RA
Associate City Planner
Department of Planning Services
City of Palm Springs, California
3200 Tahquitz Canyon Way
Palm Springs, California 92263
T 760 323 8245 F 760 322 8360

"Make no little plans,
They have no magic to stir men's blood
And probably won't be realized.
Make big plans
Aim high in work and in hope,
Let your watchword be order,
And your beacon beauty"
- Daniel Burnham, Architect and Planner

4. NEW BUSINESS:

4.A. A REQUEST BY THE HISTORIC SITE PRESERVATION BOARD FOR RECONSIDERATION OF CLASS 1 HISTORIC DESIGNATION OF "THE TOWN & COUNTRY CENTER," LOCATED AT 174 NORTH PALM CANYON DRIVE, ZONE CBD (HSPB #51) (KL).

Staff member Lyon summarized the staff report.

Chair Johns asked for clarification on notation in the staff report about the former Planning Director's memo (the memo explained the procedures necessary for the Board to reconsider a recommendation to the City Council).

Chair Johns then opened the public hearing inviting the building owner & applicant to speak (Staff member Lyon clarified that the HSPB was the applicant, that Wessman Holdings was the building owner, and PSPF was the author of the historic resources report and that the property owner would be allowed to speak first followed by the author of the historic resources report, and both would be given up to ten minutes to speak on the topic).

Leo Marmol and Chris Shanley of Marmol Radziner Architects representing Wessman Holdings discussed their association with the property owner and summarized their research actions and findings relative to The Center. Mr. Marmol identified certain details in the historic resources report prepared by the Palm Springs Preservation Foundation (PSPF) which his firm felt may be inconsistent or incomplete relative to the actual development history of the site.

Vice-chair Ploss inquired about the infill of one of the paseos (174 Building). (Mr Marmol indicated his firm has no position relative to redevelopment or restoration of the site.) She asked about whether a second floor could be added to the Palm Canyon fronting buildings. (Mr. Marmol responded that yes, modifications to a Class 1 site are possible while also respecting the defining characteristics of the site).

Director Fagg clarified that the direction of the board's analysis should be on consideration of the historic designation of the site, not future possible redevelopment or restoration plans.

Ron Marshall spoke on behalf of the PSPF, which provided the historic resources report, summarizing the chronology of research actions on the site. Marshall noted the Center represented a campus of buildings. He requested the HSPB adopt the historic designation recommendation in the report, not the staff recommendation, clarifying that the PSPF believes the 171 Building should also be deemed "contributing".

Susan Secoy Jenson spoke on behalf of the PSPF. She urged the building owner to remove his opposition to the historic designation of the site in order to take advantage of financial incentives afforded historically designated properties.

Director Fagg clarified that the City Council at a recent meeting, had also deliberated that language in the development agreement between the City and the property owner be included noting the owner's removal of his opposition to historic designation of the site.

Member La Voie asked Ms. Secoy-Jensen for clarification on the inclusion of the landscape in the defining / contributing characteristics of the site and recommended that the original landscape be included in the list of defining characteristics of the site (She clarified that the landscape was significant and could be included).

Chair Johns opined that the plant material seems to have changed from original photos. Member La Voie clarified that the shrubs may be different, but the planters, hardscape, and overall landscape "design" as well as several trees, appear to be consistent with the historic photos.

Ms. Secoy-Jensen noted that 171 N Indian Canyon Drive is integral to the significance of The Center and should be denoted as contributing, consistent with what she authored in the nomination for the nomination report for National historic designation.

Member Burkett asked Ms. Secoy-Jensen for clarification on location of access to second floor apartments.

Member Williamson asked Ms. Secoy-Jensen for clarification that the 181 North Indian Canyon Drive was not identified as significant in the national nominating document but that 171 was. (she replied that was correct.).

Mr. Marmol noted his firm's preliminary research suggests there's more significance to the complex than the PSPF historic resource report identified. He noted there were many layers of change and structures to the overall site that still need to be researched and verified. He requested an opportunity to return to the HSPB in April with more background research information to substantiate his assertion.

Member Dixon asked Mr. Marmol what actions were being taken by the owner to protect the buildings on the site (Mr. Marmol noted there is currently little protection being given to the buildings on the site).

Chair Johns asked Director Fagg about the Council's discussion at a recent council meeting about having the property owner do more to protect the site (Director Fagg reiterated the Council's discussion about the protection details being integrated into any development agreement considered for the site).

Member La Voie asked Staff to confirm when the matter would be ready for City Council consideration if the board took action today (Director Fagg noted roughly one month would be necessary).

Mr. Marshall, (PSPF), stated the period of significance of the site is 1949, that there isn't interest in the archaeology of the site, and stressed urgency that the board take action today.

Member Ploss opined that understanding of the site's overall development history and archaeology was indeed important and that the Board should not "close itself in" on only one year of significance of this particular site.

M/S/C La Voie / Ploss: (7-0)

- (1) To accept the PSPF historic resources report recommendation according to the State nomination (which excluded Building "G" (181 North Indian Canyon Drive) from the list of contributing elements but included Building "F" (171 North Indian Canyon Drive),
- (2) That the report be amended to include discussion of the landscape design as a contributing element,
- (3) That the report be allowed to be amended by PSPF between today and the HSPB's next meeting on April 12, 2016, to include any material of site history provided by other parties prior to presentation to City Council on April 20, 2016,
- (4) That the nomination move forward as quickly as possible to City Council,
- (5) That the City require that the property owner clearly define a definitive plan for protecting the building, (24-hour security, fencing, etc.)

ATTACHMENT #7

RECEIVED

APR 13 2016

PLANNING SERVICES
DEPARTMENT

THE TOWN & COUNTRY CENTER

HISTORICAL RESEARCH - April 13, 2016

MARMOL RADZINER





1920's (1920-1929)

171 Indian Canyon Drive (Currently)
 Approximate Date of Original Construction: 1910-1920
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Wood Framing

181 Indian Canyon Drive (Currently)
 Approximate Date of Original Construction: 1910-1920
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Wood Framing

214 Main Street - Lykken Department Store
 Date of Original Construction: 1914
 Original Architect: Unknown
 Owner: Carl Lykken
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing

222 Main Street - Bank of America
 Approximate Date of Original Construction: 1920's
 Original Architect: Unknown
 Owner: Bank of America(?)
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing

232-234 Main Street - Palm Springs Drug Company
 Approximate Date of Original Construction: 1920's
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing

230 Main Street - French Bootire
 Approximate Date of Original Construction: 1920's
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing

218 Main Street - Post Office
 Approximate Date of Original Construction: 1920's
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing

174(?) Main Street - Building
 Approximate Date of Original Construction: 1920's
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing

Building A Main Street - Palm Springs Grocery
 Approximate Date of Original Construction: 1920's
 Original Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Slump Block; Wood Framing



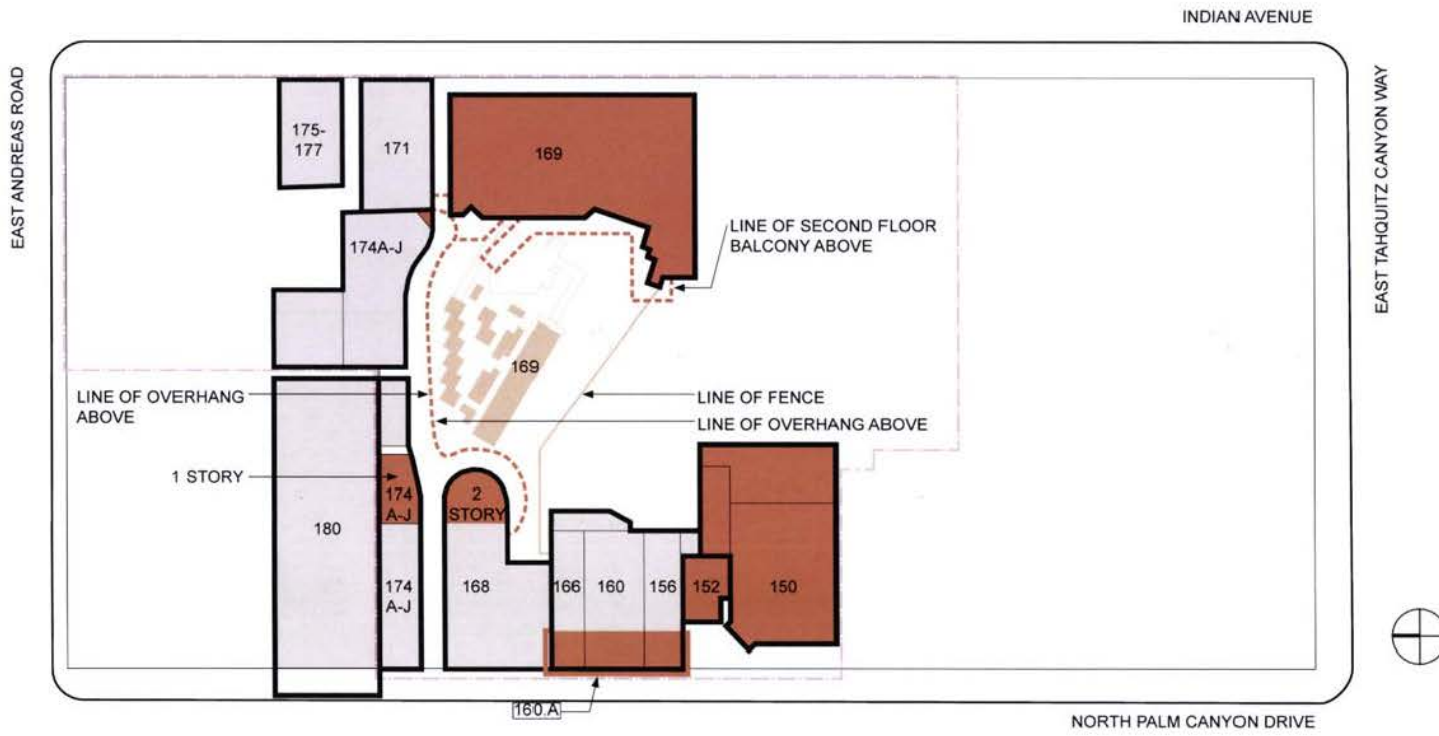
1930's (1930-1939)

168.A North Palm Canyon Drive - Bank of America
 Extension of 1 story lobby entrance
 Approximate Date of Construction: 1930-1939
 Architect: Unknown
 Construction Type: Wood Framing

160.A North Palm Canyon Drive - Palm Springs Drug Company
 Renovation of west elevation with covered arcade
 Approximate Date of Construction: 1930-1939
 Architect: Unknown
 Construction Type: Wood Framing

160.B North Palm Canyon Drive - Palm Springs Drug Company
 Extension of East Elevation
 Approximate Date of Construction: 1930-1939
 Architect: Unknown
 Construction Type: Wood Framing

180.A North Palm Canyon Drive - Lykken Department Store
 Existing overhang and arches added when side walks installed
 Approximate Date of Construction: 1930-1939
 Architect: Unknown
 Construction Type: Wood Framing and Stucco



1940's (1940-1949)

- 169 Indian Avenue - Town & Country Building and Courtyard Landscape**
 Date of Original Construction: 1948
 Architect of Record: A.Quincy Jones
 Associate Architect: Paul R Williams
 Owner: Palm Springs Corporation
 Permit Number: Unknown
 Construction Type: Wood, Steel, Concrete

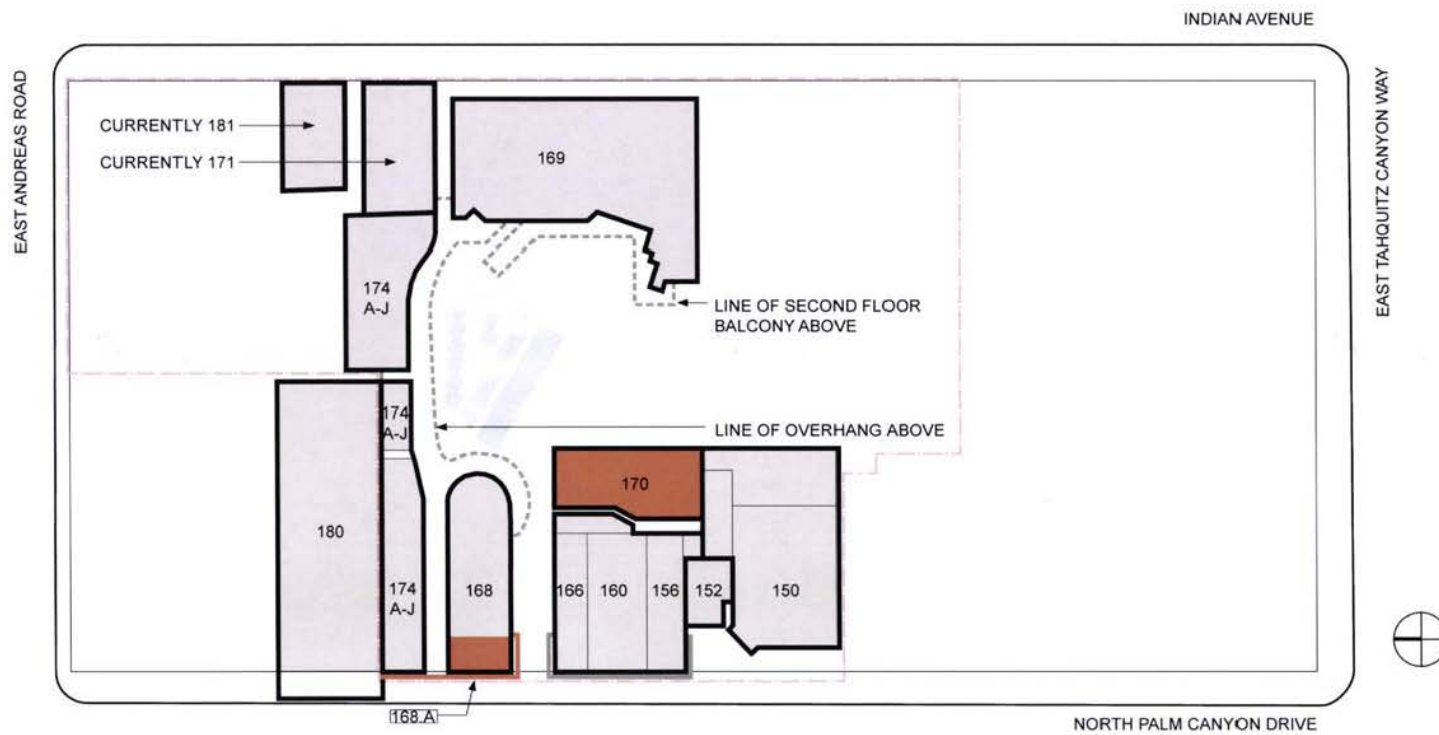
- 150 North Palm Canyon Drive - Bank of America**
 Date of Original Construction: 1949
 Original Architect: A.Quincy Jones
 Owner: Bank of America(?)
 Permit Number: Unknown
 Construction Type: Steel, Concrete

- 152 North Palm Canyon Drive**
 Date of Original Construction: 1949
 Original Architect: A.Quincy Jones
 Owner: Palm Springs Corporation
 Permit Number: Unknown
 Construction Type: Unknown

- 160.A North Palm Canyon Drive - Facade and Store Front Renovation**
 Date of Original Construction: 1949
 Architect of Record: Clark & Frey Architects
 Owner: Palm Springs Corporation
 Permit Number: Unknown
 Construction Type: Asbestos

- 174A-J North Palm Canyon Drive - Post Office**
 1 Story Extension of East Elevation
 Interior Renovation for Retail Spaces
 Approximate Date of Construction: 1946-1948
 Architect: Unknown
 Construction Type: Wood Framing

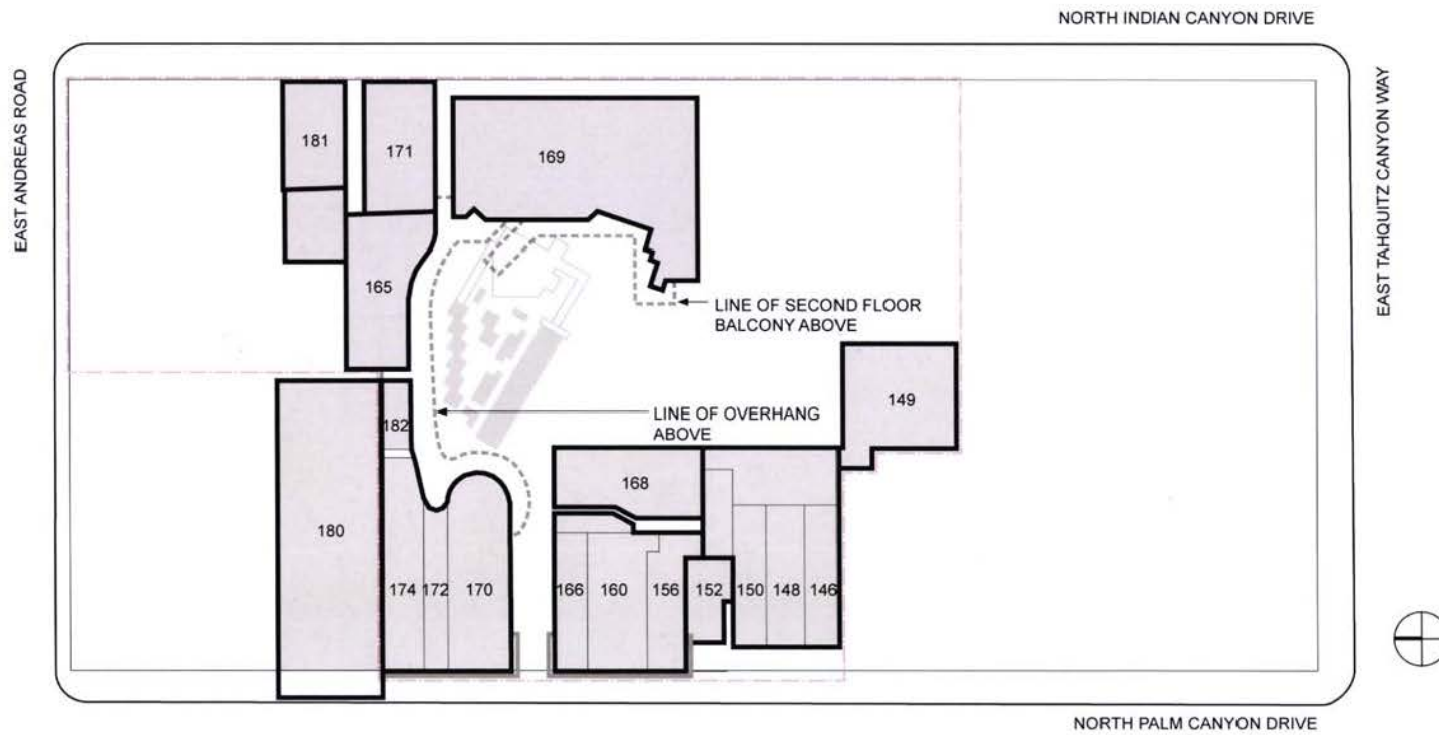
- 168 North Palm Canyon Drive - Bank of America**
 2 Story Addition to east elevation
 Approximate Date of Construction: 1946-1948
 Architect: Unknown
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Wood Framing



1950's (1950-1959)

170 North Palm Canyon Drive - EF Hutton
 Date of Original Construction: 1955
 Architect of Record: Harrison & Wexler
 Owner: Unknown
 Permit Number: Unknown
 Construction Type: Concrete, Steel

168.A North Palm Canyon Drive - Facade and Store Front Renovation
 Date of Original Construction: 1950
 Architect of Record: Clark & Frey Architects
 Owner: Palm Springs Corporation
 Permit Number: Unknown
 Construction Type: Asbestos



2016

- 172 **North Palm Canyon Drive**
Date of Original Construction: 1955
Original Architect: Donald Wexler
Owner: Unknown
Permit Number: Unknown
- 168.A **North Palm Canyon Drive - Facade and Store Front Renovation**
Date of Original Construction: 1950
Architect of Record: A.Quincy Jones
- 150 **North Palm Canyon Drive - Store Front Revised**
- 172 **North Palm Canyon Drive - Covered Exterior Space Enclosed for Retail Space**
Date of Original Construction: 1950
Architect of Record: A.Quincy Jones
Owner: Unknown
Permit Number: Unknown
Construction Type: Unknown

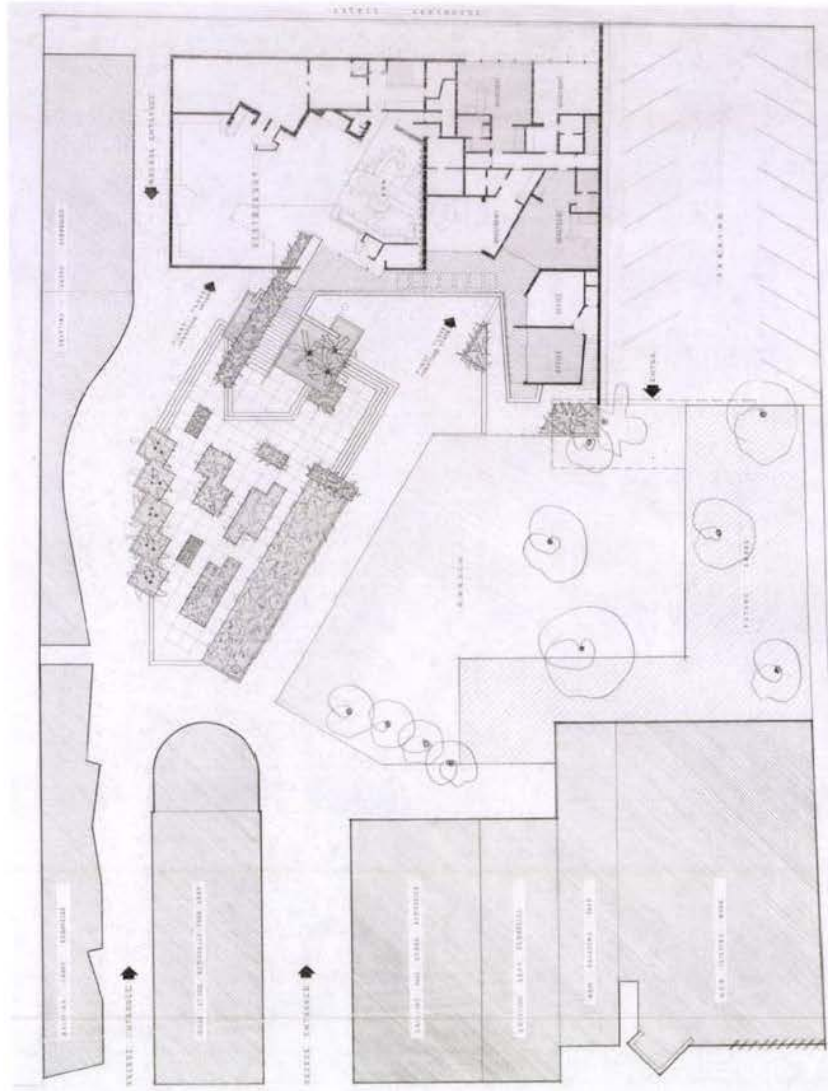


EXISTING NOMINATION

- 146-150 North Palm Canyon Drive - Purple
- 156-166 North Palm Canyon Drive - Blue
- 167-181 North Indian Canyon Drive - Green
- 168 North Palm Canyon Drive - Yellow
- 170-174 North Palm Canyon Drive - Red



Town & Country Center
Aerial Photograph
2016



Paul R Williams, A Quincy Jones
 Town & Country Center Site Diagram
 Shopping Centers, Design & Operation Book, 1951



Bank of America - Palm Springs

1920's Bank of America
West Elevation
circa 1930's



1920's Bank of America
West Elevation
circa 1940's



1920's Bank of America
Exterior
1939



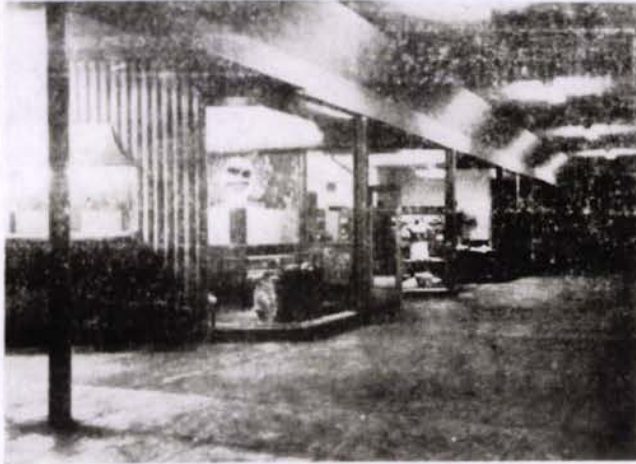
1920's Bank of America
Interior
1939

PALM SPRINGS, CALIF.
Friday, September 28, 1945

October 10th

BE
ERLY

Springs
elected
of
mens,
and lingerie



ARCADE OPENS—A view of the new arcade at 174 North Palm Canyon drive, former site of the post office. Four store rooms are now occupied and will be open for business next week. The building is a Palm Springs Corporation project. Kenneth Colborn is president of the company and Walter Z. Allen, local manager.—Frank Partridge Photo.

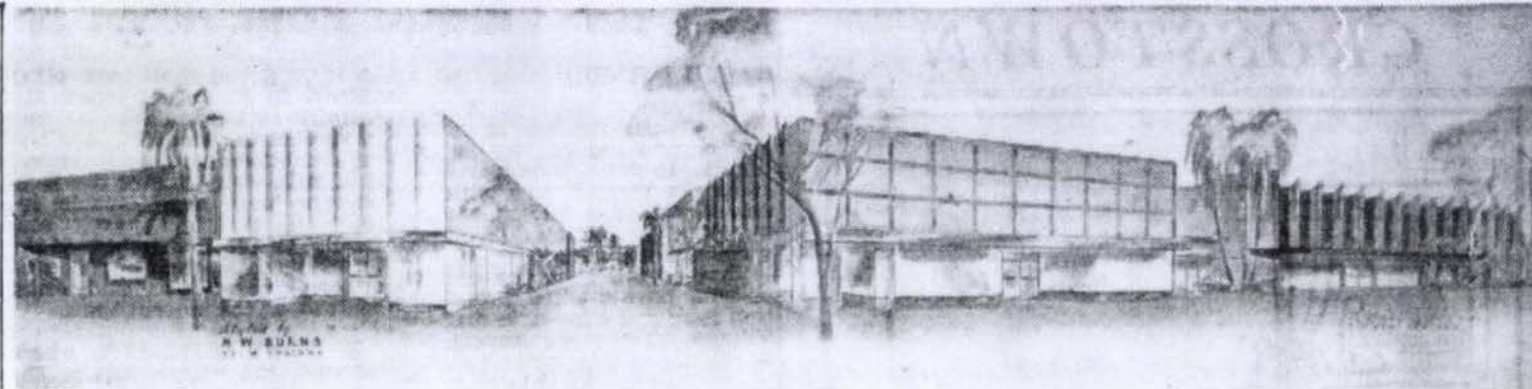
The Arcade
174 North Palm Canyon Drive
1945



Town & Country Restaurant Entrance
North Palm Canyon Drive
1948



The Vape Door, Previously The Arcade
172 North Palm Canyon Drive
2016



The Desert Sun—5
 PALM SPRINGS, CALIFORNIA
 Tuesday, May 10, 1949

P. S. Employers To Close Office Next Saturday

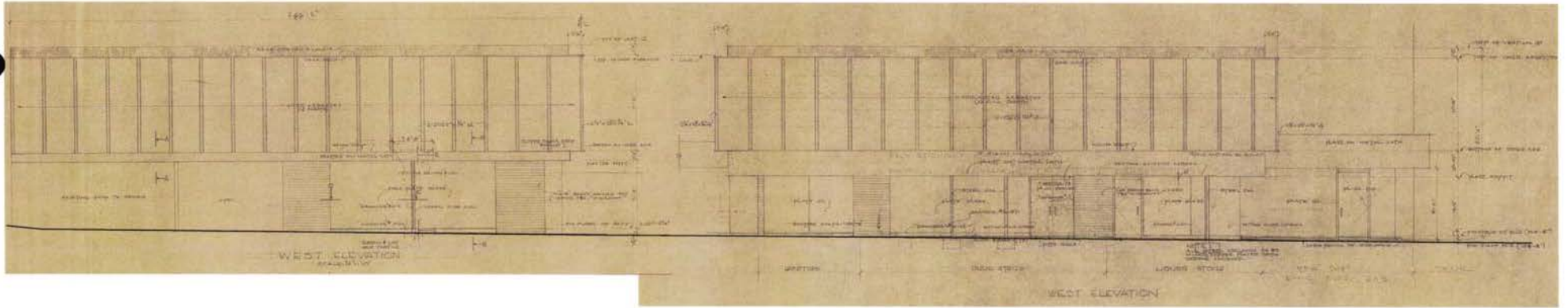
NEW LOOK FOR "THE CENTER"—Pictured above is drawing by H. W. Burns of how the new entrance to "The Center" will look from Palm Canyon Drive. At extreme left is store occupied by Alchian's jewelry and present entrance to "The Center." Next to it is the two-story portion of the present Bank of America, refaced in modern style. The new central entrance will be located where the one-story part of present bank building now stands. This is to be torn down. Moving on to the right in above picture is the French Booterie and Palm Springs Drug and Import, also refaced

in modern design. Adjoining this to the right will be a small store to be occupied by Beebe of Hollywood and at the end the new Bank of America building now under construction. Picture below shows view of buildings on Palm Canyon Drive as they appear at present, all of which will take on a new look when the project has been completed as planned. It will mark one of the most extensive improvements in the business sections of the Village in many years. The property is owned by the Palm Springs Corp. (Kenneth Colborn) and the plans were drawn by Mr. Burns.

The Center on Palm Canyon Drive
 Concept by Architect H.W. Burns
 1949



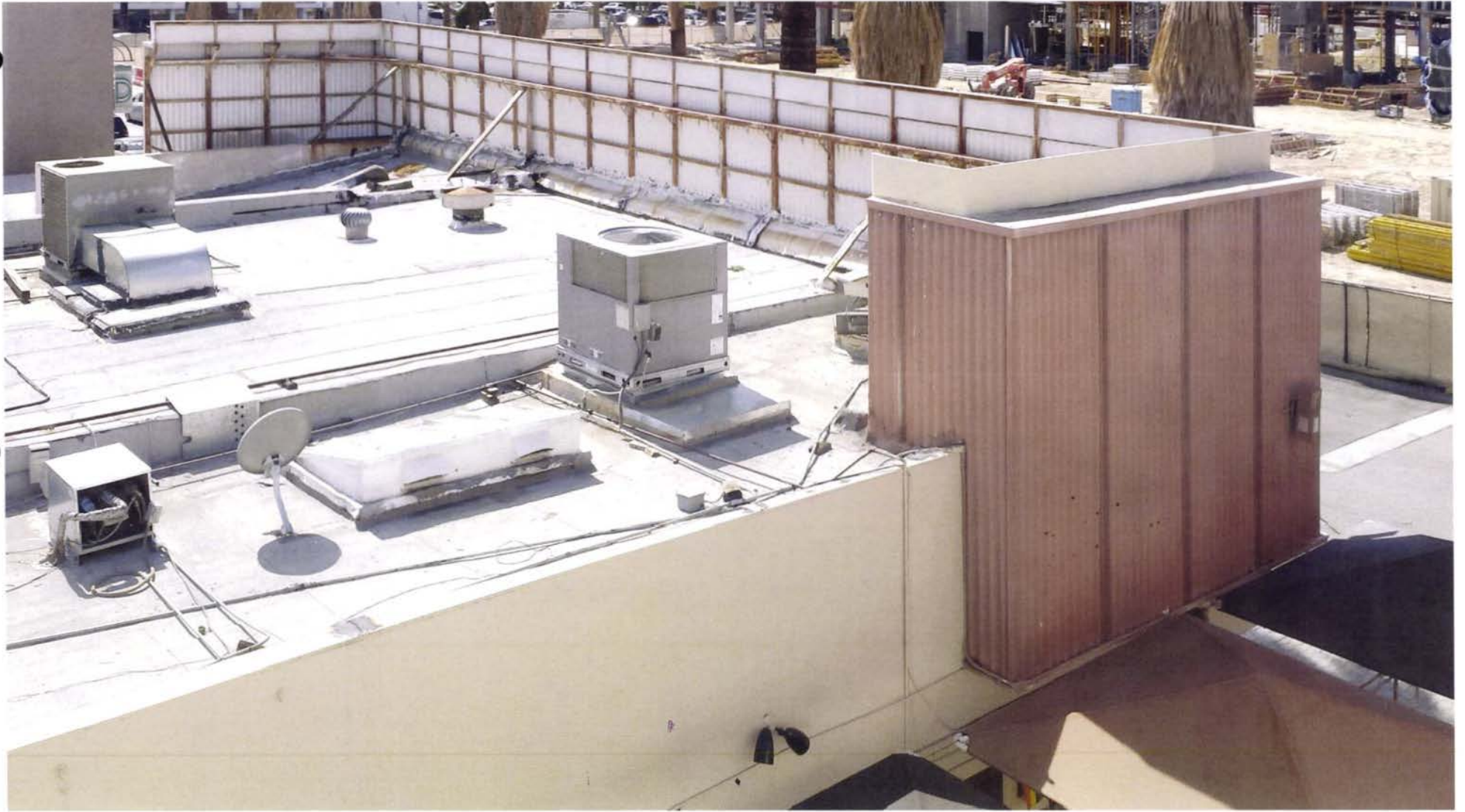
Completed Bank of America - Bank of America Archives
East and West Elevation
Not Dated



Clark & Frey Architects - Facade
West Elevation
1949



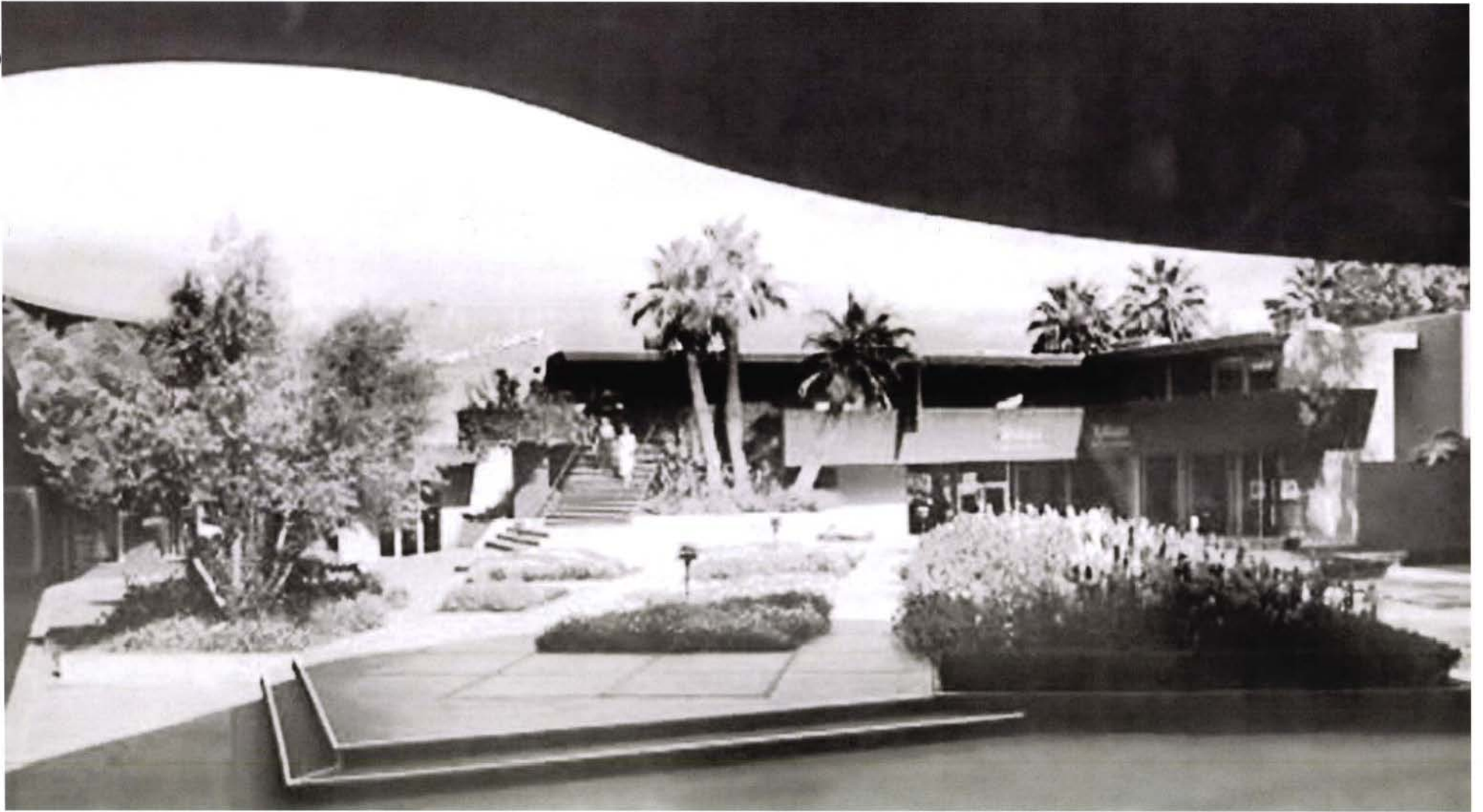
Clark & Frey Architects - Facades
North Palm Canyon Drive
2016



Clark & Frey Architects - South Facade
North Palm Canyon Drive
2016

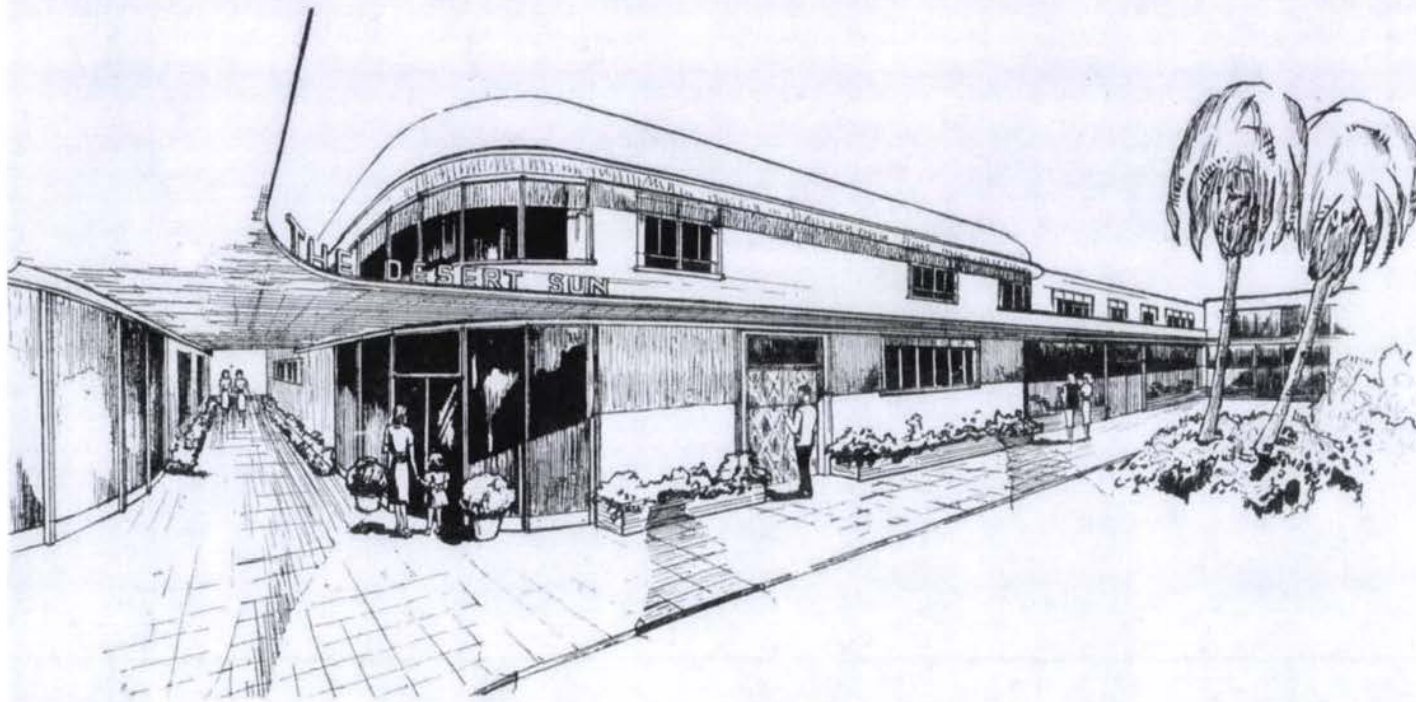
TOWN & COUNTRY CENTER - 04/13/16

MARMOL RADZINER



The Town & Country Center Hardscape and Landscape
West Elevation
1950(?)

City's Chances to Get Torney " "



NEW HOME FOR SUN—Architect Paul Hammerburg's sketch of the new home for The Desert Sun in the Palm Springs Corporation's Arcade development. The R. H. Grant Construction company is doing the work. They plan to open an office here for the project includes a modern new two-story building on Palm Canyon

drive housing firms from the Palm Springs Drug company to the Western Union. Offices are planned upstairs with elevator service. The Grant company is also building 200 homes for veterans here. The Sun building, modern in every respect, is planned to be ready in the fall.

New Desert Sun Headquarters
Concept by Architect Paul Hammerburg
1946

Second Section
The Desert Sun

Palm Springs, California April 8, 1947

**"THE
 CENTER"**

OPPOSITE
 DESERT
 INN



**STOP
 AND
 SHOP
 WITH US**

Desert Circus Visitors

We . . . the merchants of the "Center," extend a most cordial welcome to all desert visitors to Palm Springs. It will be our pleasure to have you visit the newest and finest shops in Palm Springs—

Jewels by Alchian
 Diamonds - Timepieces

Gunnell's
 MENS WEAR
 PALM SPRINGS, CALIF.

After Cradle Days
 Shop at
Rosalie's
 Brother "N" Sister Shop

Distinctive Gifts in Myrtlewood
 The Most Beautiful Wood
 That Grows
The Myrtlewood Shop
 "In The Center"

"The Kodak Shop
 in
The Center"
 Daily Service on Films
FRANK S. PARTRIDGE
 Phone 3402

ROMA'S
 FOR EXCITING DESERT FASHIONS

TEX DRISKELL
 Refrigeration Sales and Service
 Authorized Dealer
 KELVINATOR
 Stoves Refrigerators

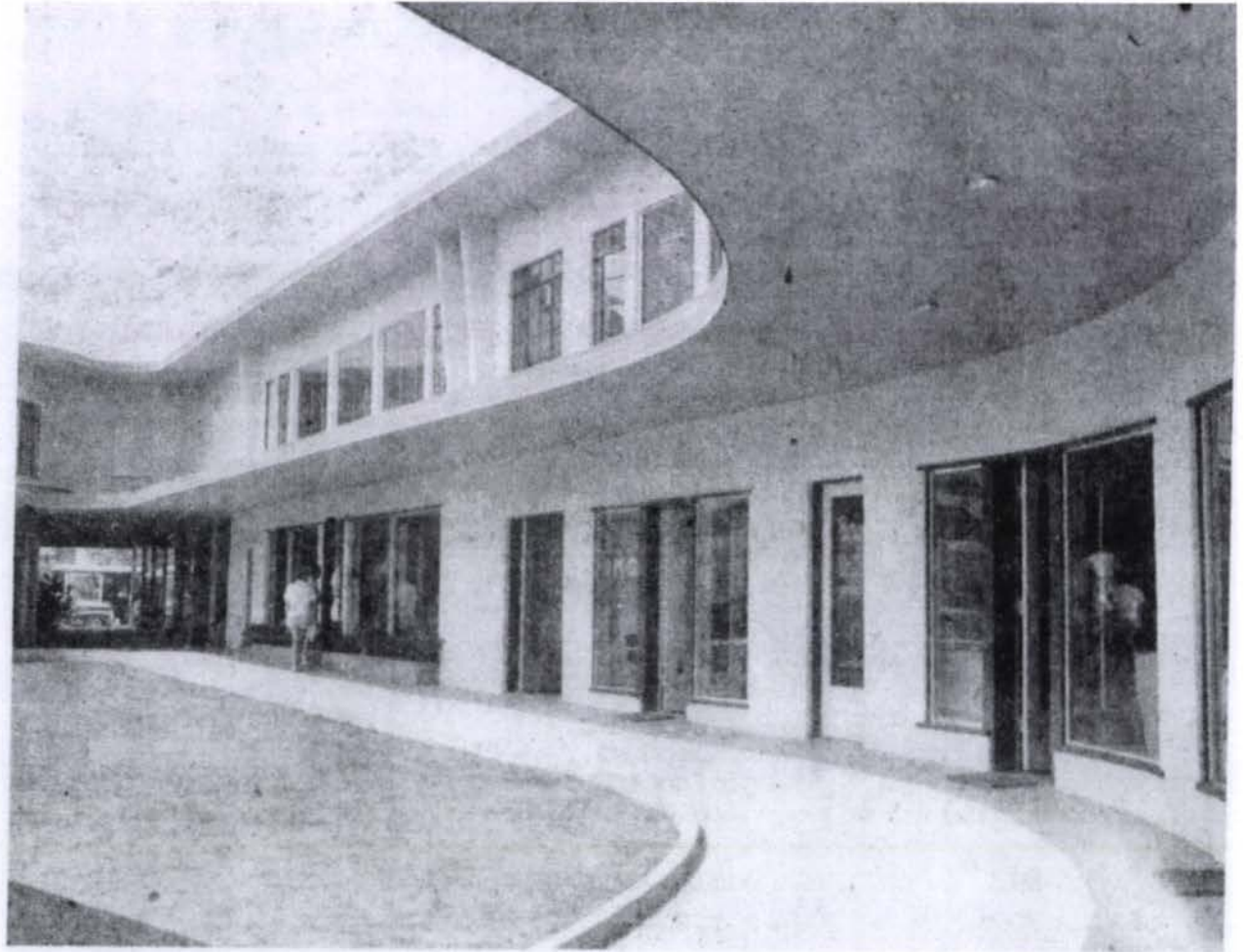
BEAUTIFUL FLOWERS ALWAYS
Village Florist

The Center Was Designed and Built by THE PALM SPRINGS CORPORATION—KENNETH E. COLBURN, President

Newly Opened "The Center"
 Desert Sun Advertisement
 1947

"THE CENTER"

OPPOSITE
DESERT
INN



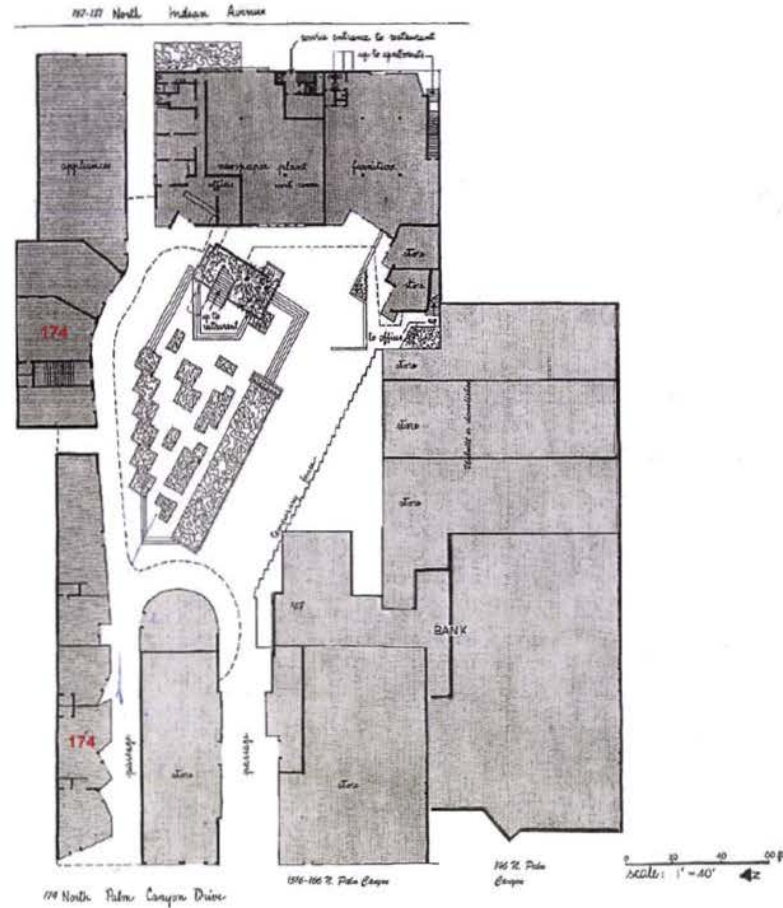
Newly Opened "The Center"
Desert Sun Advertisement
1947

(1944-45) STREET ADDRESS

- 145 Thompson's Candy Shop
- 146 Western Union
- 150 Milady's Jewels
- 152 Desert Sweet Shop
- 153 Desert Inn
- 154 Palm Springs Book Shop
- 160 Palm Springs Drug & Import Co
- 163 Bullock's
- 166 French Bootire Inc (shoes)
- 168 Bank of America
- 173 Desert Inn Beauty Salon
- 174 Vacant
- 177 Desert Inn Barber Shop

1947-1948 STREET ADDRESS DI

- 145 Thompson's Candy Shop
- 146 Western Union
- 152 Desert Sweet Shop
- 153 Desert Inn
- 160 Palm Springs Drug & Import Co
- 163 J W Robinson Co
- 166 French Bootire Inc (shoes)
- 168 Bank of America
- 173 Victoria's Beauty Salon
- 174 The Center
 - " F R Kelley (furn)
 - " The Desert Sun
 - " P S Corporation Ltd
 - " The Warren Imports
- 174a Jewels by Alchian
- 174b Gunnell's Mens Wear
- 174c Vacant
- 174d Village Flower Shop
- 174e Roma's (sportswear)
- 174f F S Partridge (photog)
- 174g E E Therneau (atty)
- " J V Murphy (tax consultant)
- " M A Vetter (CPA)
- 174h Palm Springs Broadcasting Co
- 174i The Myrtlewood Shop
- 174j Rosalie's Brother 'n Sister Shop
- " B G Adair (dentist)
- 177 Desert Inn Barber Shop



Businesses of Building 174
Palm Springs Phone Book
1944-1945 and 1947-1948

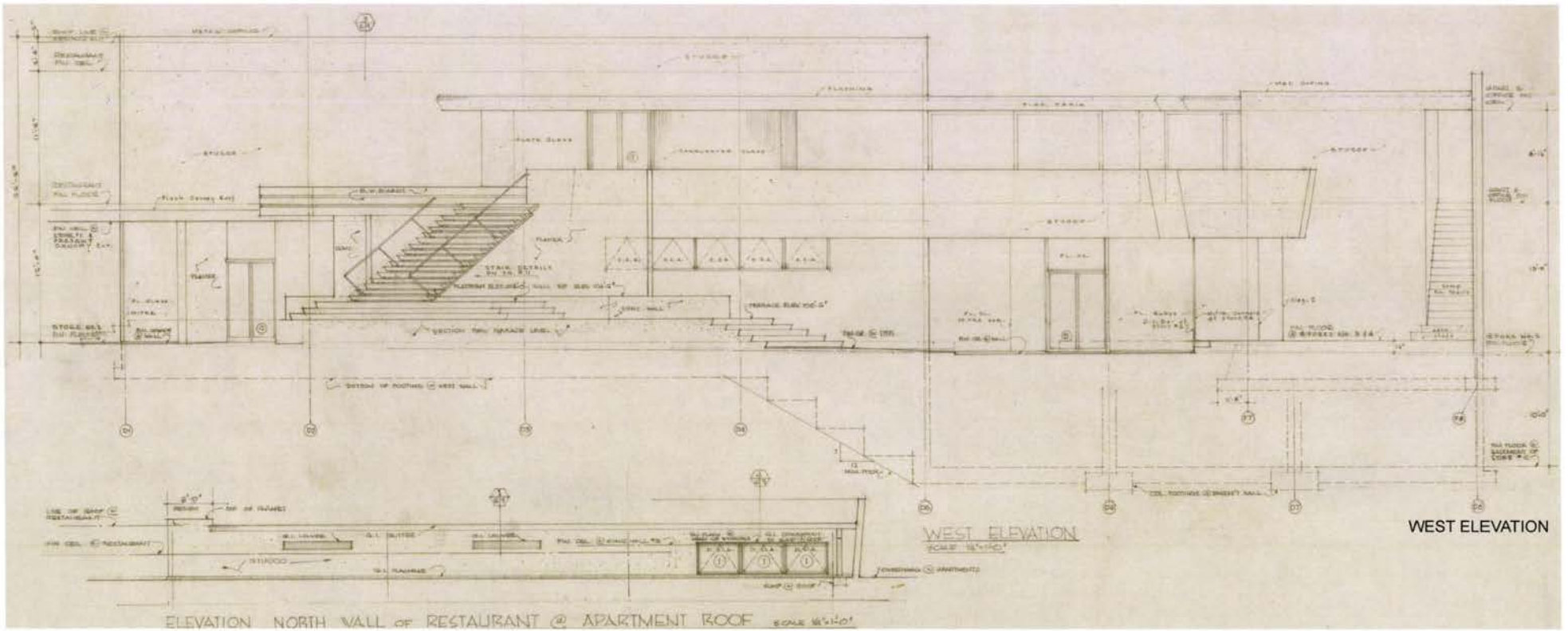
Town & Country Center Site Diagram
Shopping Centers, Design & Operation Book
1951



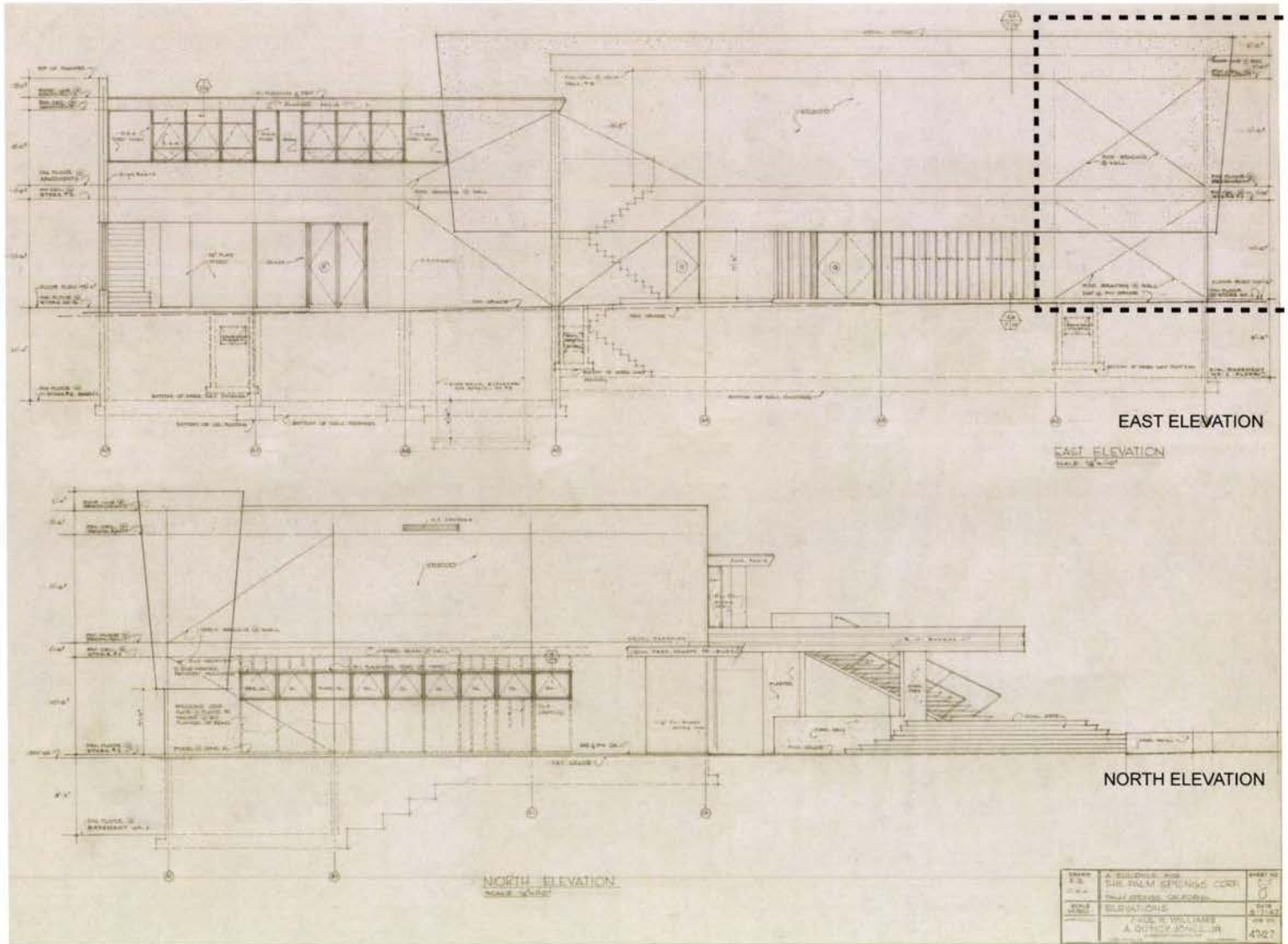
Architect Unknown - Streamline Moderne - North Elevation
East Andreas Road
2016



Architect Unknown - Streamline Moderne - Facade
East Rooftop
2016



Paul R. Williams and A.Quincy Jones - Town & Country Center
 West Elevation
 1947



Paul R. Williams and A. Quincy Jones - Town & Country Center
 North and East Elevation
 1947

FREE, CONVENIENT PARKING FOR PATRONS OF 'THE CENTER'

Kelley's
Palm Springs' Oldest and Largest Home Furnishings Store
Phone 2874 or 8201



CENTER PARKING LOT

1 HOUR FREE PARKING WITH PURCHASE OF 1-OR MORE FROM ANY CENTER MERCHANT

THE CENTER PARKING LOT

Take advantage now of the new parking facilities made possible for you by the merchants represented in this announcement. The parking facilities are located in Palm Springs' most convenient shopping district.

Progress
We are doing our utmost to keep pace with the growth of Palm Springs and its entire resort area.
How we are pleased to offer the additional facilities of parking in the heart of the downtown business while you transact your business with the Bank of America.
Bank of America
NATIONAL TRUST ASSOCIATION
174 N. Palm Canyon Drive Phone 2466

Erquisite Form
Beebe's
152 N. Palm Canyon Drive Phone 5247

ERQUISITE FORM... \$1.50
ERQUISITE FORM... \$1.50
ERQUISITE FORM... \$2.00

The only Shop devoted exclusively to the JUNIOR MISSES
Play... School and Party Clothing
mary helen teen shop
"In The Center"
174 N. Palm Canyon Drive Phone 2466

VILLAGE Flower Shop
174 N. Palm Canyon Dr. Phone 2533

UNDER NEW MANAGEMENT
We are indeed proud to announce the ownership of the most popular drug store in Palm Springs.
PALM SPRINGS DRUG & IMPORT CO.
GEORGE MORRIS, Proprietor
160 N. PALM CANYON DRIVE TELEPHONE 3833

The King's Quarters Youth Attire
POPULAR, NEW EARLY SPRING MACHINE WASHABLE SHIRTS
SPECIALS: \$1.50, \$1.75, \$2.25, \$2.50, \$3.50
SUITS - JACKETS - SPORT COATS - SLACKS - JEANS - SWIMWEAR - ROBES - PAJAMAS - SOCKS - TIES
EVERYTHING FOR THE YOUNG MAN - 16 - 18 - IN THE CENTER

Printery
We take in your printing and have it printed in 15 minutes.



INDIAN AVENUE ENTRANCE TO THE CENTER

The Indian Avenue entrance leads into one of the most fascinating shopping centers in the heart of the Palm Springs resort area. Validate your parking tickets with any of the merchants listed in this announcement.

MINTHORNE MUSIC COMPANY
IN THE CENTER
The Seeburg 200 Select-O-Matic
10 FIDELITY AMPLIFIERS, TUNERS, SPEAKERS, ENCLOSURES AND 3-SPEED RECORD CHANGERS

Town and Country
In The Center
Specializing in SCANDINAVIAN SMORGASBORD
Also Regular Dinners
Chinese Steaks - Orzo - Fried Chicken - Barbecued Lamb - Spinach
LUNCHEON BUFFET COCKTAIL LOUNGE
Served 12 Noon to 3 P.M.
Free Parking for our Patrons

For The Discriminating HOME OWNER
Black Wrought Iron - Brass - Copper
MIKE'S AND GIFT SHOP
171 N. Indian Avenue
Phone 5289

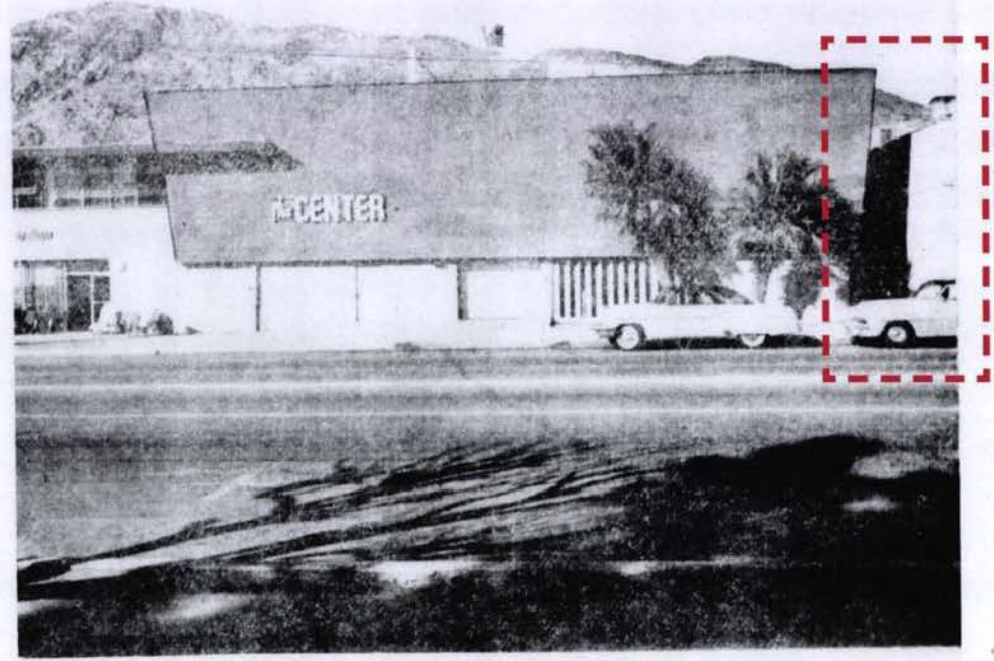
WE ARE DELIGHTED . . .
The Desert Sun

BECK BROTHERS MEN'S WEAR
SPORT COATS - SLACKS - SUED JACKETS - NOVELTY JACKETS - SPORT WEAR - SPORT SHIRTS - ACCESSORIES
SEVERAL ITEMS PRICED FOR IMMEDIATE CLEARANCE UNUSUAL VALUES
Free Parking in Our Big Parking Lot Opposite The Center - Indian Avenue

For especially nice SWIM SUITS and accessories or SHORTS or PEDAL PUSHERS or just a SUN BRA or perhaps a SKIRT or just a BLOUSE or pretty SEPERATES to dance in, please see us first.
Jeans Mills FASHIONS
Sportswear and Separates
170 North Palm Canyon Drive Phone 5297

What is Costume Jewelry?
Jewels by Alhambra
174 North Palm Canyon Drive Phone 7555

FOR PATRONS OF



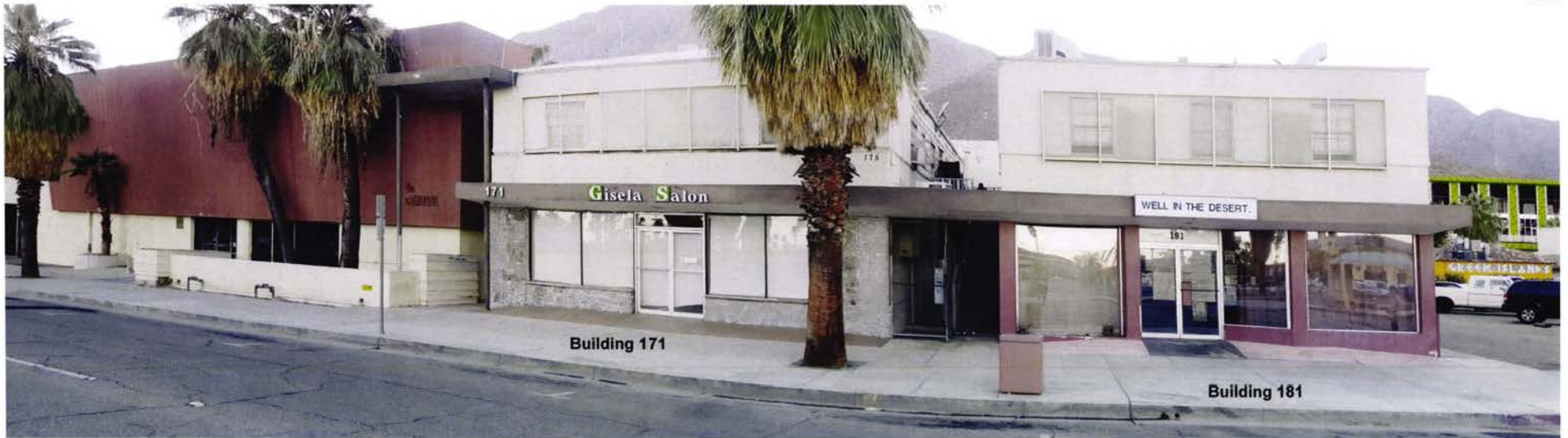
INDIAN AVENUE ENTRANCE TO THE CENTER

The Indian Avenue entrance leads into one of the most fascinating shopping centers in the heart of the Palm Springs resort area. Validate your parking tickets with any of the merchants listed in this announcement.

"The Center" Advertisement, The Desert Sun
Indian Avenue Elevation
Photographed 1952



Town & Country Center
East Elevation
2016



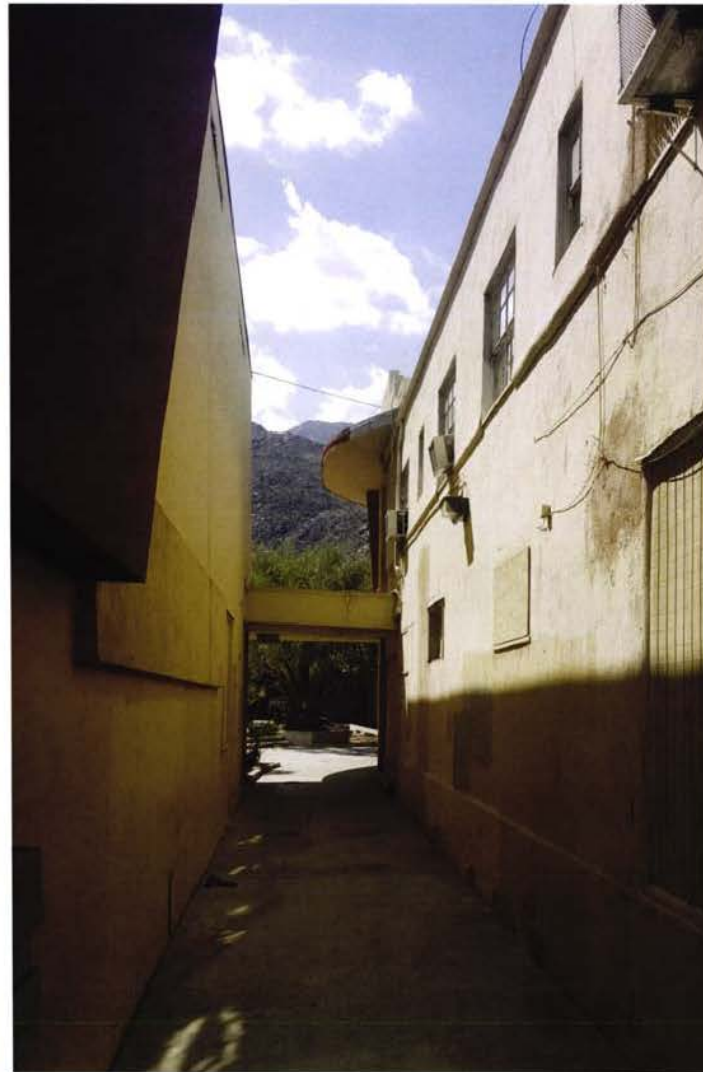
Building 171

Building 181

Building 171 and 181
East Elevation
2016



Connection between 171 and Town & Country Restaurant
2016



View of Paseo from Indian Canyon to Courtyard
2016



Connection Point of Building 171 and 174
2016



Northeast View from Courtyard
2016

ff Neg. rec'd 8/7/43 from 16th Photo Unit (SP)
Flight "D" Detachment, Felts Field, Parkwater,
Washington. Stamped "CONFIDENTIAL" JL
Palm Springs, California - Torney General Hospital
Released 4/19/49



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CONFIDENTIAL ↑

Aerial Photograph of Palm Springs
1943

MARMOL RADZINER

TOWN & COUNTRY CENTER - 04/13/16



Aerial Photograph
Enlarged View of Future Town & Country Center Property
1943



Building 181
Building 171

Aerial Photograph
Enlarged View of Future Town & Country Center Property
1943

**CITY OF PALM SPRINGS
PUBLIC NOTIFICATION**



Date: April 20, 2016
Subject: Town and Country Center

AFFIDAVIT OF PUBLICATION

I, Kathie Hart, MMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was published in the Desert Sun on April 9, 2016.

I declare under penalty of perjury that the foregoing is true and correct.

Kathie Hart
Kathie Hart, MMC
Chief Deputy City Clerk

AFFIDAVIT OF POSTING

I, Kathie Hart, MMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was posted at City Hall, 3200 E. Tahquitz Canyon Drive, on the exterior legal notice posting board, and in the Office of the City Clerk on April 7, 2016.

I declare under penalty of perjury that the foregoing is true and correct.

Kathie Hart
Kathie Hart, MMC
Chief Deputy City Clerk

AFFIDAVIT OF MAILING

I, Kathie Hart, MMC, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was mailed to each and every person on the attached list on April 7, 2016, in a sealed envelope, with postage prepaid, and depositing same in the U.S. Mail at Palm Springs, California.
(77 notices)

I declare under penalty of perjury that the foregoing is true and correct.

Kathie Hart
Kathie Hart, MMC
Chief Deputy City Clerk

NOTICE OF PUBLIC HEARING
CITY COUNCIL
CITY OF PALM SPRINGS

PROPOSED DESIGNATION OF "THE TOWN AND COUNTRY CENTER"
(146-174 N. PALM CANYON DRIVE AND 167-181 N. INDIAN CANYON DRIVE)
AS CLASS 1 HISTORIC SITE AND NOTICE OF EXEMPTION FROM CEQA

NOTICE IS HEREBY GIVEN that the City Council of the City of Palm Springs, California, will hold a Public Hearing at its meeting of April 20, 2016. The City Council meeting begins at 6:00 p.m. at the Palm Springs Convention Center, 277 North Avenida Caballeros, Palm Springs.

The purpose of the hearing is to consider a recommendation from the City's Historic Site Preservation Board to designate 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive, "The Town & Country Center", a Class 1 historic site.

ENVIRONMENTAL DETERMINATION: This request is categorically exempt from review pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), whereas the proposed designation meets the conditions outlined for preservation of a historic resource. The application is available for public review in the Planning Services Department, City Hall, 3200 East Tahquitz Canyon Way, Palm Springs, between the hours of 8:00 a.m. and 6:00 p.m., Monday through Thursday.

REVIEW OF PROJECT INFORMATION: The staff report and other supporting documents regarding this project are available for public review at City Hall between the hours of 8:00 a.m. and 6:00 p.m., Monday through Thursday. Please contact the Office of the City Clerk at (760) 323-8204 if you would like to schedule an appointment to review these documents.

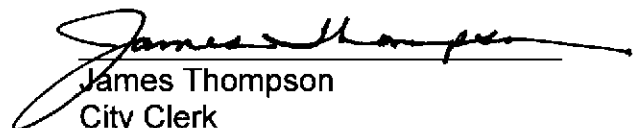
COMMENT ON THIS APPLICATION: Response to this notice may be made verbally at the Public Hearing and/or in writing before the hearing. Written comments may be made to the City Council by letter (for mail or hand delivery) to:

James Thompson, City Clerk
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

Any challenge of the proposed project in court may be limited to raising only those issues raised at the Public Hearing described in this Notice or in written correspondence delivered to the City Clerk at, or prior to, the City Council hearing. (Government Code Section 65009[b][2]).

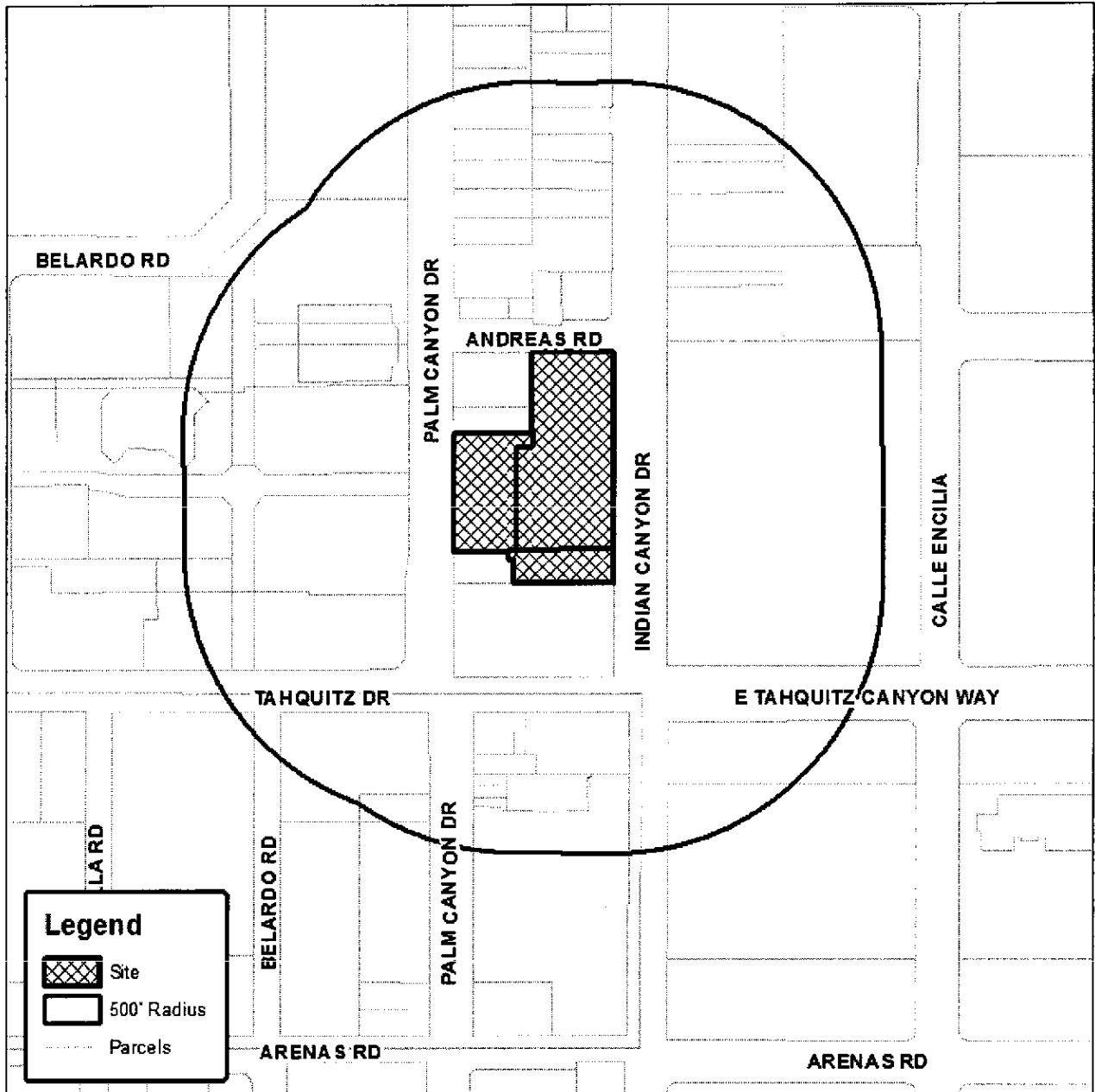
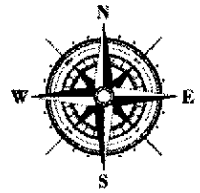
An opportunity will be given at said hearing for all interested persons to be heard. Questions regarding this case may be directed to Ken Lyon, RA, Associate Planner, Department of Planning Services at (760) 323-8245.

Si necesita ayuda con esta carta, porfavor llame a la Ciudad de Palm Springs y puede hablar con Felipe Primera telefono (760) 323-8253.


James Thompson
City Clerk



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS