

**CITY COUNCIL
CITY OF PALM SPRINGS, CALIFORNIA**



MINUTES EXCERPTS

WEDNESDAY FEBRUARY 4, 2009

1.A. LA SERENA VILLAS DESIGNATION OF THE PROPERTY LOCATED AT 339 SOUTH BELARDO ROAD AN HISTORIC SITE CASE HSPB-69:

Councilmember Foat requested a status report on the landscaping issues and CUP compliance.

ACTION: 1) Continue the Public Hearing to April 15, 2009, with no public testimony at this time; and 2) Direct the City Clerk to post a Notice of Continued Public Hearing. **Motion Mayor Pro Tem Mills, seconded by Councilmember Hutcheson and unanimously carried on a roll call vote.**

WEDNESDAY DECEMBER 17, 2008

1.B. LA SERENA VILLAS, AN APPLICATION FOR DESIGNATION OF PROPERTY LOCATED AT 339 SOUTH BELARDO ROAD AS A HISTORIC SITE, CASE HSPB-69:

Craig Ewing, Director of Planning Services, provided background information as outlined in the staff report dated December 17, 2008.

Councilmember Foat requested staff address the author of the letter on page 62 of the report, and requested staff address the relationships of the owners.

Mayor Pougnet opened the public hearing, and the following speakers addressed the City Council.

MICHAEL GONZALES, representing owners, explained the ownership and the entities owning the property, stated the findings are insufficient to designate the property as a Class 1, and stated the owners support to terminate the historic proceedings.

SHELLY SAUNDERS, Palm Springs, stated her support for the City Council to designate the property as a Class 2 site.

RON MARSHALL, stated the designation of a Class 2 site does not provide any protection for demolition, commented on the staff recommendation to the City

ITEM NO. 1.B.

Council and the Historic Site Preservation Board, and stated his support for a Class 1 designation.

SIDNEY WILLIAMS, Historic Site Preservation Board, commented on the condition of the property, the requirements in the Code for Class 1 designation, stated the property could be restored and the density and scale would be restored.

FRANK TYSEN, spoke in support of a Class 1 designation, and stated the property can be restored.

No further speakers coming forward, the public hearing was closed.

Councilmember Foat commented on the condition of the property in 2004, stated the current owners were responsible for the current condition of the property, stated her support for a Class 1 designation, and requested staff address how the City can delay the demolition to allow parties to negotiate a possible sale.

Councilmember Weigel questioned if a Class 1 designation would require the restoration of the site, provided the background of the City Council's discussion and proceedings six months ago, and stated his support for a Class 2 designation.

Councilmember Hutcheson questioned if the property was in negotiation for sale or transfer and the future of the property, commented on the value to the neighborhood and the condition of the property, recommended the owner seek an offer to sell the property, and stated he is not in support of the demolition of the property at this time.

Mayor Pougnet requested staff address if the property was designated as a Class 2, could the City prohibit the demolition of the property.

Mayor Pro Tem Mills stated he is not opposed to a 45-day stay, but the City Council needs to deal with the issue, commented on the current condition of the property, and the history and background of the site.

ACTION: 1) Continue the Public Hearing to February 4, 2009; 2) Direct the City Clerk to Post a Notice of Continued Public Hearing; 3) Approve the Agreement to Extend Time for Action on Case No. HSPB-69, amending the Agreement to provide for the extension of time to February 5, 2009; and 4) Authorize the City Manager to execute the Agreement. A5771. **Motion Councilmember Foat, seconded by Councilmember Hutcheson and unanimously carried on a roll call vote.**



City of Palm Springs

Office of the City Clerk

3200 E. Tahquitz Canyon Way • Palm Springs, California 92262
Tel: (760) 323-8204 • Fax: (760) 322-8332 • Web: www.palmsprings.ca.gov

NOTICE OF CONTINUANCE

NOTICE IS HEREBY GIVEN that the regular meeting of February 4, 2009, Public Hearing Item No. 1.A.


1.A. LA SERENA VILLAS DESIGNATION OF THE PROPERTY LOCATED AT 339 SOUTH BELARDO ROAD AN HISTORIC SITE CASE HSPB-69:

The City Council continued the public hearing to Wednesday, April 15, 2009, at the Council Chamber, City Hall, 3200 Tahquitz Canyon Way, at 6:00 p.m., or as soon thereafter as possible.

AFFIDAVIT OF POSTING

State of California)
County of Riverside) ss.
City of Palm Springs)

I, James Thompson, City Clerk of the City of Palm Springs, California, certify this Notice of Continuance was posted at or before 5:30 p.m., February 5, 2009, as required by established policies and procedures.


James Thompson
City Clerk



City of Palm Springs

Office of the City Clerk

3200 E. Tahquitz Canyon Way • Palm Springs, California 92262
Tel (760) 323-8204 • Fax: (760) 323-8332 • Web: www.palmsprings-ca.gov

NOTICE OF CONTINUANCE

NOTICE IS HEREBY GIVEN that the regular meeting of December 17, 2008, Public Hearing Item No. 1.B.


1.B. LA SERENA VILLAS, AN APPLICATION FOR DESIGNATION OF PROPERTY LOCATED AT 339 SOUTH BELARDO ROAD AS A HISTORIC SITE, CASE HSPB-69:

The City Council continued the public hearing to Wednesday, February 4, 2009, at the Council Chamber, City Hall, 3200 Tahquitz Canyon Way, at 6:00 p.m., or as soon thereafter as possible.

AFFIDAVIT OF POSTING

State of California)
County of Riverside) ss.
City of Palm Springs)

I, James Thompson, City Clerk of the City of Palm Springs, California, certify this Notice of Continuance was posted at or before 5:30 p.m., December 18, 2008, as required by established policies and procedures.


James Thompson
City Clerk



**PALM SPRINGS
PRESERVATION
FOUNDATION**

RECEIVED
CITY OF PALM SPRINGS
2009 APR -9 AM 10:54
JAMES THOMPSON
CITY CLERK

April 8, 2009

The Honorable Steve Pougnet
Mayor of Palm Springs
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

Subject: LA SERENA VILLAS

Dear Mayor Pougnet,

It has become clear to us that the only sure path to the eventual restoration of La Serena Villas is the Class 1 historic designation of that property, consistent with the city's Historic Site Preservation Board's original recommendation. Your decision regarding this matter on April the 15th will have a long-term impact on the Tennis Club neighborhood and similar historic properties such as the Orchid Tree Inn.

We were recently apprised of a negative report by LSA Associates (dated December 15, 2008) regarding La Serena Villas. As expected, this "expert" opinion validated the customers' financial interests (in this case the Kor Group and Duet Real Estate LP). Obviously, we could hire an expert who would refute the contentions made by the LSA Associates report and offer an opposing opinion. Taking a more constructive approach, we asked Mr. Lance O'Donnell of o2 Architecture to make an assessment regarding the "restorability" of La Serena Villas. The topic of restorability was the primary focus of previous discussions among council members.

As you know, Mr. O'Donnell's firm specializes in the restoration of historic properties and his professional expertise and integrity are well known to the council. Mr. O'Donnell was also personally involved in the early stages of the La Serena Villas restoration, has intimate knowledge of the property and recently made a thorough visit of the site. Please take time to read the attached assessment of the restorability of the La Serena Villas especially the concluding paragraph which states in part, *"In 2005 this property was well on its way to becoming a fully restored collection of eleven uniquely scaled bungalows—seamlessly integrating into the fabric of the Tennis Club neighborhood. Today there is little that has occurred to prevent anyone, with proper commitment, from completing the rehabilitation and restoration of the property."*

Sincerely,

Ron Marshall
President

Copy to (w/attachment):

Council Members G. Foat, L. Weigel, R. Hutcheson and C. Mills
City Clerk (Attn: Mr. J. Thompson)

Historic Tennis Club Neighborhood Organization (Attn: Mr. F. Tysen and Mr. B. Wachs)
Advocates for Better Community Development (Attn: Mr. J. Hildner)

Jay Thompson

From: Ginny Foat
Sent: Tuesday, March 10, 2009 1:58 PM
To: gfinla@msn.com; Jay Thompson
Subject: FW: Baristo Lofts, concerned visitor

From: Tom Dolle [mailto:tdolle@dolledesign.com]
Sent: Monday, March 09, 2009 3:06 PM
To: Steve Pougnet; Ginny Foat; Rick Hutcheson; Chris Mills; Lee Weigel
Cc: info@pspreservationfoundation.org
Subject: Baristo Lofts, concerned visitor

Palm Springs City Councilmembers:

I oppose the proposed Baristo Lofts project and support the immediate designation of the Santa Fe bank building as a Class 1 historic site.

As frequent visitors to Palm Springs, my partner and I have a unique perspective that what sets your community apart from the scores of other warm weather vacation spots is your unique modernist architecture. Because of the wealth of truly historic buildings and neighborhoods, including jewel-boxes like the Santa Fe bank building, we have Palm Springs at the top of our travel and future retirement plans.

We, like many East Coast middle-aged gay couples, see Palm Springs as a design Mecca and a place we want to be a part of. That's not true for more conveniently close locations like Fort Lauderdale. And as current residents of a historic Brooklyn neighborhood, and having been involved in it's transformation to a Landmark District, we understand how easily small changes can add up to ruin the very qualities the residents came for. Developers' goals are short-term—a community must see beyond.

The Santa Fe building and the proposed Baristo Lofts addition may not seem like much, but it's these very sorts of projects that start to ruin the historic, aesthetic attraction that is unique to Palm Springs. It's what will keep Palm Springs as a tourist attraction now and in the future.

The council should also be working very hard to help tourism in one more regard. Many New Yorkers want to spend more time (and money) there, but the biggest obstacle is the lack of any direct air flights. In fact, we (and several other couples we know) would be purchasing a PS vacation home right now if it wasn't for the day's trek to get there. There is a huge pool of New York gay couples with the desire and funds to contribute to the PS economy, but the lack of flights is a huge problem. Surely you can encourage an airline such as Jet Blue to try it out—it will pay off for the city in many ways.

Sincerely,

TOM DOLLE
Tom Dolle Design
89 Fifth Avenue
Suite 301
New York, NY 10003
Phone 212-924-9100, ext. 12
www.dolledesign.com

3/10/2009



CITY COUNCIL STAFF REPORT

DATE: December 17, 2008 *CONTINUED TO 2/4/2009* PUBLIC HEARING
CONTINUED TO 4/15/2009

SUBJECT: CASE HSPB #69 - APPLICATION FOR DESIGNATION OF THE PROPERTY LOCATED AT 339 SOUTH BELARDO ROAD ("LA SERENA VILLAS") AS A HISTORIC RESOURCE UNDER MUNICIPAL CODE SECTION 8.05.

FROM: David H. Ready, City Manager

BY: The Planning Department

SUMMARY

On July 9, 2008, the City Council approved a 6-month stay of demolition of the property at 339 S. Belardo Road and directed staff and the Historic Site Preservation Board to consider the merits of a possible historic designation. On November 10, 2008, the Historic Site Preservation Board (HSPB) recommended a Class 1 designation for the 0.9-acre site known as "La Serena Villas", located at 339 South Belardo Road. Class 1 designation would place the site under the guidance of Municipal Code Section 8.05 "Historic Preservation". A public hearing is required for Council action on a possible Class 1 or Class 2 designation.

RECOMMENDATION

Open the public hearing, accept any testimony and consider the HSPB recommendation to designate "La Serena Villas" as a Class 1 historic resource.

Adopt Resolution No. ____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA OVERRULING THE HSPB RECOMMENDATION FOR CLASS 1 DESIGNATION AND DESIGNATING "LA SERENA VILLAS" LOCATED AT 339 SOUTH BELARDO ROAD AS A CLASS TWO HISTORIC SITE."

BACKGROUND AND SETTING

The site is comprised of two parcels totaling approximately 0.9 acres. The larger parcel contains eleven buildings, and the smaller parcel is vacant. According to the 2004 Historic Resource Survey, the buildings were constructed in the 1930's as a motor court

hotel. Both parcels are surrounded by commercial uses to the east, multiple-family / small hotel uses to the north and south, and single-family residences to the west.

Since issuance of permits in 2004 to remodel the structures, significant work was begun, but never completed. The buildings are now in a severely dilapidated condition and the building permits are expired. The chronology of actions by the City is listed below, (see Prior Actions). New Information from the last HSPB meeting pertinent to the background of this property is included.

PROJECT DESCRIPTION

The City of Palm Springs, via the Historic Site Preservation Board has filed an application requesting the structure at the subject property be designated a Class I historic site. Such designation would:

1. Place the subject property under the guidance of Municipal Code Section 8.05.
2. Require present and subsequent owners to maintain the site consistent with that ordinance.
3. Grant possible property tax reduction opportunities to the owner under the State of California Mills Act.

Class 2 designation would:

1. Place the subject property under the guidance of Municipal Code Section 8.05.
2. Require Archival file to be maintained by the City.
3. Grant the site eligible for a Class 2 historic plaque.

The Council may designate for Class 1 or Class 2 status, or conclude the case with no designation. These options are discussed in more detail, below.

PRIOR ACTIONS

On September 14, 2004, staff informed the HSPB of the proposed renovation work anticipated for the site. Specifically, the owners intended to keep the buildings, but replace doors and windows. This report was informational only – no HSPB action was required for the Architectural Approval.

On September 20, 2004 Architectural approval was granted to renovate the property. This included a clean/repair/repaint of exterior stucco walls, addition/replacement of windows, addition of an outdoor fireplace, and interior renovations. The work began but was never completed.

On March 12, 2005, the HSPB granted approval by a vote of 4-0-2 for Case 3.2130 for a demolition request of Bldg. 10, which was originally built on the property line with no permits.

On March 10, 2008 the Building Department notified the owner that building permits had expired. Code Enforcement issued a Courtesy Notice to the property owner/property management company on March 28, 2008 requiring that they submit plans by April 18, 2008 to either resume the renovations, or to demolish the buildings. The client submitted an application for demolition of the existing buildings.

On May 13, 2008, the HSPB heard a demolition request from the owner. Three separate motions to stay the demolition were considered - - all failed on a 3-3 vote. Therefore, the Board did not approve a stay of demolition. On the same day, an appeal was filed opposing the decision of the Board.

On June 18 and July 9, 2008, the City Council conducted hearings on the May 13, 2008 appeal and unanimously approved the following actions:

1. Overrule the decision of the HSPB and approve a Stay of Demolition for a period of six months with the condition that the property be secured and painted subject to Building Official Approval, and
2. Direct the Historic Site Preservation Board to study and report on any historic findings and significance of the property.

On November 10, 2008, the HSPB conducted a public hearing for potential designation and voted 4-2 to recommend to Council Class 1 Historic Designation of La Serena Villas.

ANALYSIS

The La Serena Villas was a fairly good example of a modest Spanish Eclectic style motor-court hotel from the 1930's. Its defining characteristics were asymmetrical facades, arches over doors and windows, two piece red clay barrel roof tiles, low pitched roof, smooth stucco exterior walls, little or no overhanging eaves, large wooden beams, the addition of towers, and several rectangular painted brick chimneys on the side of the structures. It was configured as a bungalow court with a central courtyard.

Tourist courts and bungalow courts like La Serena Villas evolved before and after World War II due to the popularity of the automobile. This drew an elite crowd to Palm Springs during the winter. A central courtyard of the bungalow court, allowed internal access, with parking provided for each unit defining it as a motor-court hotel.

Two of the most important features of La Serena Villas are the scale and massing of the buildings. It was built as a motor-court hotel during the onset of this type of construction. The small hotel's design fits into both the fabric of the Historic Tennis Club neighborhood and the architectural character found in the surrounding area along Belardo and Cahuilla Roads.

It is noteworthy that on June 26, 2008 after an inspection by Building Inspection, Code Compliance, Fire and Planning, based on the requirements of the latest Building Code,

the Building Official determined that the buildings are substandard and uninhabitable, further recommended demolition of the structures.¹

HSPB RECOMMENDATION

During both the May 13, 2008 and the November 10, 2008 HSPB meetings the Board discussed the past and present condition of La Serena Villas. Prior to the initiation of the 2004 renovation project, its defining architectural characteristics were generally intact, and the project could have been evaluated for Class 1 designation. (The Board took no action to recommend designation in 2004 as it believed that a renovation project was in process.)

At the November 10, 2008 public hearing, the Board discussed issues surrounding the application, including the loss of similar hotels in the city, the importance of maintaining properties from a specific period, and the method of design and construction. The Board also considered that La Serena Villas contains important defining characteristics of scale and massing which directly relate to the urban fabric of the neighborhood. However, Board members also noted that the Board did not take action to protect the buildings in 2004 or in May of 2008. Another viewpoint held that restoration and long-term sustainability of the buildings did not appear feasible. By a 4 to 2 vote, the Board recommended to Council a Class 1 designation for La Serena Villas.

REQUIRED FINDINGS

Definition of a Historic Site and a Historic District.

Section 8.05.020 of the Municipal Code provides the definition of an historic site and historic district. They are listed below and provide the basis for determining that a project merits historic classification:

(a) *Historic Site.*

A 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*

¹ A full summary of the inspection results are listed on page three of the July 9, 2008 City Council Staff Report.

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.*

Project Analysis

The HSPB considered that La Serena Villas may meet the definition of a historic site in the following ways:

- (a) *Historic Site. A 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.*

The La Serena Villas was a fairly good example of a modest Spanish Eclectic style motor court hotel. The defining characteristics were its arches over doors and windows, two piece red clay barrel roof tiles, low pitched roof, smooth stucco exterior walls, little or no overhanging eaves, large wooden beams, and the addition of towers, although not bell towers. Staff recognizes that most of these features were removed as part of the 2004 renovation and are no longer found on the buildings.

3. *That reflects or exemplifies a particular period of the national, state or local history;*

The growing popularity of the automobile affected hotel design as tourist courts and bungalow courts were designed to accommodate vehicle parking. A central courtyard of the bungalow court allowed internal access, with parking provided for each unit. Following the Desert Inn's success, other resorts – large and small – appeared in Palm Springs in the 1920s and 1930s. By the late 1920s the area had become popular as a winter playground for movie stars and business owners from other California cities and different states. Smaller hotels in the area initially included the Estrella Inn, (Now, La Serena Villas), and the Ingleside Inn.²

² This information is summarized from a Historic Assessment Report completed for the nearby Orchid Tree Inn, dated April 2005 by PCR Services.

La Serena Villas was an example of this early period of motor-court hotel development in Palm Springs when the Spanish Eclectic style of architecture was popular and prevalent.

The property was listed with two other bungalow motor courts in the 1941-42 Hartford Hotelector, which was used by travel agents to recommend the best places to stay. Many other motor-court hotels were constructed around the same time including The House of Murphy, The Hacienda, Royal Palms Hotel, Tahquitz Vista Hotel, Monte Vista Hotel, and the Orchid Tree Inn.

4. That embodies the distinctive characteristics of a type, period or method of construction;

La Serena Villas embodied the defining characteristics of the typical asymmetrical facades, stucco, arches over doors and windows, red, two-piece, clay barrel tiles and low-pitched roofs, and use of towers known to the Spanish Eclectic motor court hotels built during the 1930s. As previously noted, many of these features have been removed.

Another significantly important feature of La Serena Villas is the scale of the buildings, how well it was constructed to fit into the fabric of the Historic Tennis Club neighborhood, and the architectural character of both these sections of Belardo Road and Cahuilla Road.

6. That represents a significant and distinguishable entity whose components may lack individual distinction;

The 2004 renovation project removed much of the architecture of the buildings such that today the buildings lack individual distinction. However, in its condition prior to the renovation work begun 2004, it could have been evaluated for Class 1 designation. Today, it may be possible to restore the buildings to their original character, but the feasibility of such an undertaking is open to question.

OWNER PARTICIPATION

During public testimony at the HSPB meeting of November 10, 2008, the owner's attorney stated that the findings are not accurate for this property because the findings include statements from a portion of a Historical Assessment Report by PRC in 2005 that was completed for the Orchid Tree Inn, also a motor court hotel, but not specifically this property.

He said that the owner's intent was to renovate the property as they had done with the Viceroy next door. The financial model for La Serena Villas was based on a potential condominium market. They claim that at this time, renovation is not feasible due to the decline in the housing market. They are also open to any potential buyers. (At two previous hearing, members of the public indicated that a potential buyer may exist, but no one has contacted the City in this regard.)

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.

CONCLUSION

The property was evaluated in the November 10, 2008 HSPB meeting based on the condition of La Serena Villas through 2004 – before the buildings were stripped – to see if it warranted historic status. By a 4 to 2 vote, the HSPB determined that there was enough evidence to recommend Class 1 designation of La Serena Villas

Staff has reviewed the HSPB recommendation, but believes that the site should be designated Class 2 – allowing demolition – and notes that this recommendation is a **close call** for the following reasons:

1. The City's usual practice is to evaluate a property based on its current condition rather than a condition that existed in previous years;
2. The current condition is in such a dilapidated state that the restoration may not be feasible; and
3. The extent of the structures architectural contribution has been modified over the years.
4. The property's current condition significantly contributes to neighborhood blight.

The Council may consider the following options:


1. Terminate the investigation and take no further action. Demolition would then be allowed.
2. Designate the property Class 1 and require that any alterations or renovations comply with the Secretary of Interior standards, subject to HPSB review and approval.
3. Designate the property Class 2, by identifying the site as “. . . unusable, non-conforming, un-restorable, or the like.” Demolition would be allowed, but a record of the buildings would be maintained by the City.

Lastly, staff notes that the applicant has requested additional time to prepare for this hearing should the Council wish to consider a Class 1 designation. A proposed "Agreement to Extend Time For Action On Case Number HSPB - 69" has been received from the property owner's attorney (attached) which would allow an additional 90 days

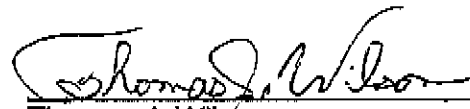
to conduct such research. During that time, no demolition permits would be sought and no hearing would be held. Staff has no objection to a delay for this purpose.

NOTIFICATION

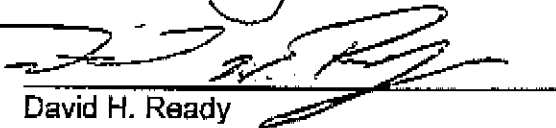
Pursuant to section 8.05.140 of the Municipal Code of Palm Springs, all property owners within four hundred (400) feet of the subject property have been notified and notice was published in a newspaper of general circulation.



Craig A. Ewing, AICP
Director of Planning Services



Thomas J. Wilson
Assistant City Manager, Dev't Services



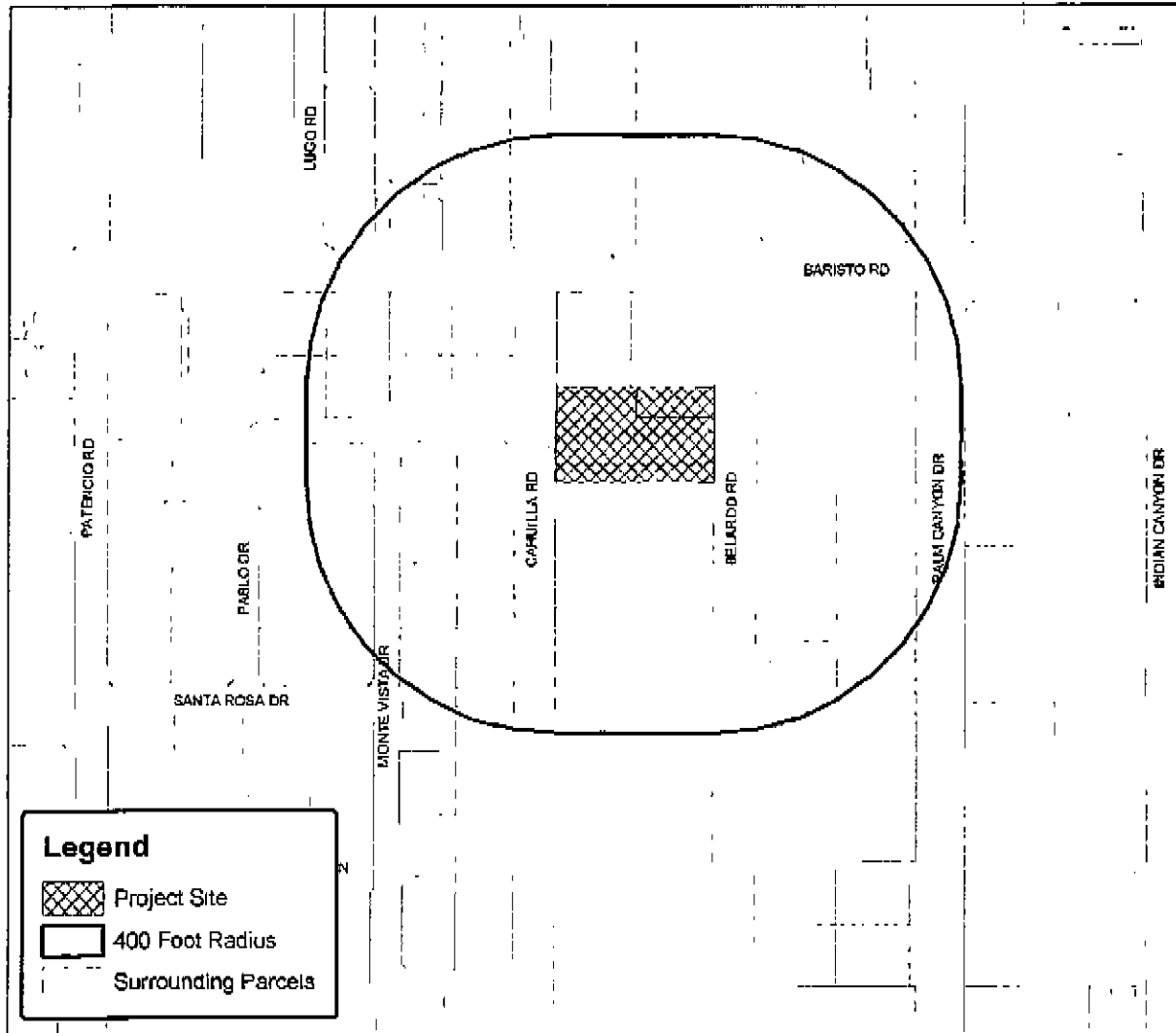
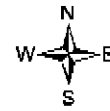
David H. Ready
City Manager

ATTACHMENTS

1. Vicinity Map
2. Draft City Council Resolution for Class 1 and Class 2 designation
3. HSPB Staff Report dated November 10, 2008 with attachments and photos
4. HSPB meeting minutes dated November 10, 2008
5. City Council Staff Report dated July 9, 2008
6. City Council meeting minutes dated June 18, 2008 and July 9, 2008
7. HSPB meeting minutes dated March 12, 2005 and September 14, 2004
8. Two e-mails sent to The Office of the City Clerk on November 4, 2008
9. Letter from the President of the Historic Tennis Club District Organization
10. Agreement to Extend Time For Action On Case Number HSPB - 69



Department of Planning Services Vicinity Map



Legend

-  Project Site
-  400 Foot Radius
-  Surrounding Parcels

CITY OF PALM SPRINGS

CASE NO: HSPB - 69

APPLICANT: City of Palm Springs

DESCRIPTION: Application for Historic Designation at 339 S. Belardo Road, (La Serena Villas) Zone R-3, Section 15.

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA DESIGNATING "LA SERENA VILLAS" LOCATED AT 339 SOUTH BELARDO ROAD AS A CLASS TWO HISTORIC SITE.

WHEREAS, Chapter 8.05 of the Palm Springs Municipal Code allows for the designation of historic sites; and

WHEREAS, on July 9, 2008, the City Council initiated an application for possible historic designation of the properties at 339 S. Belardo Road, known as "La Serena Villas", and directed staff to bring the matter before the Historic Site Preservation Board (HSPB); and

WHEREAS, notice of a public hearing of the Historic Site Preservation Board of the City of Palm Springs to consider designation of La Serena Villas as a historic site was issued in accordance with applicable law; and

WHEREAS, on November 10, 2008, the Historic Site Preservation Board conducted a public hearing in accordance with applicable law to consider designation of La Serena Villas as a historic site, at which hearing the HSPB received a staff report and public testimony on the matter; and

WHEREAS, at said hearing, the HSPB adopted Resolution - 69 to recommend to City Council designation of the eleven structures on two parcels at 339 South Belardo Road as a Class 1 historic site; and

WHEREAS, the designation of La Serena Villas shall further the purpose and intent of Chapter 8.05; and

WHEREAS, the Class 2 designation of La Serena Villas shall recognize said site; and

WHEREAS, notice of a public hearing of the City Council of the City of Palm Springs to consider designation of 339 South Belardo Road, as a historic site was issued in accordance with applicable law; and

WHEREAS, on December 17, 2008 the City Council conducted a public hearing in accordance with applicable law to consider designation of 339 South Belardo Road as a Class 1 or Class 2 historic site; and

WHEREAS, the City Council has carefully reviewed and considered all of the evidence in connection with the designation, including but not limited to the staff report, application and historical research, all written and oral testimony presented; and

WHEREAS, in consideration of all related evidence, and written and oral testimony, the Council hereby finds, as follows:

1. Due to the deterioration of La Serena Villas, it is no longer a viable example of the early period of motor-court hotel development in Palm Springs from the 1930s when the Spanish Eclectic style of architecture was popular and prevalent in Palm Springs.
2. The defining historic characteristics of Spanish Eclectic, including arches over doors and windows, two piece red clay barrel roof tiles, low-pitched roof, smooth stucco exterior walls, little or no overhanging eaves, or towers architecture have largely been removed and no longer exist.

THE CITY COUNCIL DOES HEREBY RESOLVE:

Section 1: Pursuant to CEQA, the City Council finds that the designation of the building at 339 South Belardo Road as a Class 2 historic site is categorically exempt from environmental review pursuant to Section 15306 whereby this designation is for data collection of a site that does not disturb any environmental resources.

Section 2: La Serena Villas does not meet the definition of a Class 1 historic site. It is defined as "non-contributing structures with no historic classification assigned to the structures" because the majority of defining features are no longer found on the buildings.

Section 3: La Serena Villas does not reflect or exemplify a particular period of the national, state or local history because it no longer contains the features of an early period motor-court development.

Section 4: La Serena Villas does not embody the distinctive characteristics of a type, period or method of construction because it presently is not a good example of Spanish Eclectic architecture from the 1930's.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the City Council designates La Serena Villas located at 339 South Belardo Road, Palm Springs, California as a Class 2 Historic Site.

ADOPTED this 17th day of December 2008.

David H. Ready, City Manager

ATTEST:

James Thompson, City Clerk

CERTIFICATION

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

ss.

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

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California



Historic Site Preservation Board Staff Report

Date: November 10, 2008

Case No.: HSPB – 69, "La Serena Villas"

Application Type: Historic Class 1 Designation Application

Location: 339 South Belardo Road

Applicant: The City of Palm Springs

Zone: R3: Multi-family residential and hotel zone

General Plan: Small Hotel

APN: 513-202-009, 513-202-010

From: Diane A. Bullock, Associate Planner

PROJECT DESCRIPTION

An application has been filed by The City of Palm Springs regarding 339 South Belardo Road, "La Serena Villas", requesting it be considered for designation as a Class I Historic Site. Such designation would:

1. Place the subject property under the guidance of Municipal Code Section 8.05
2. Require present and subsequent owners to maintain the site consistent with that ordinance.
3. Grant possible property tax reduction opportunities to the owner under the State of California Mills Act.

RECOMMENDATION

That the Historic Site Preservation Board (HSPB) approve the application and recommend that the City Council designate 339 South Belardo as Class 1 Historic Site 69. A draft resolution is attached for consideration.

PRIOR ACTIONS

On September 14, 2004, staff informed the HSPB of the proposed renovation work anticipated for the site. Specifically, the owners intended to keep the buildings, but replace doors and windows. This report was informational only -- no HSPB action was required for the Architectural Approval.

On September 20, 2004 Architectural approval was granted to renovate the property. This included a clean/repair/repaint of exterior stucco walls, addition/replacement of windows, addition of an outdoor fireplace, and interior renovations. The work began but was never completed.

On March 12, 2005, the HSPB granted approval by a vote of 4-0-2 for Case 3.2130 for a demolition request of Bldg. 10, which was originally built on the property line with no permits.

On March 10, 2008 the Building Department sent a letter to the owner notifying them that their building permits had expired. Code Enforcement issued a Courtesy Notice to the property owner/property management company on March 28, 2008 requiring that they submit plans by April 18, 2008 to either resume the renovations, or to demolish the buildings. The client submitted plans for demolition of the existing buildings.

On May 13, 2008, the HSPB heard a demolition request from the owner. Three motions to stay the demolition were considered -- all of which failed on a 3-3 vote. Therefore, the Board did not approve a stay of demolition. On the same day, an appeal was filed opposing the decision of the Board.

On June 18 and July 9, 2008, the City Council conducted hearings on the May 13, 2008 appeal and unanimously approved the following actions:

1. Overrule the decision of the HSPB and approve a Stay of Demolition for a period of six months with the condition that the property be secured and painted subject to Building Official Approval, and
2. Direct the Historic Site Preservation Board to study and report on any historic findings and significance of the property.

BACKGROUND AND SETTING

The site contains two parcels totaling approximately 0.9 acres. The larger parcel has eleven (11) buildings on the site, and the smaller parcel is vacant. Both parcels are bounded by commercial uses to the east, multiple-family/small hotel uses to the north and south, and single-family residential uses to the west.

The small hotel known as La Serena Villas located at 339 Belardo Road was constructed in 1930s according to the 2004 Historic Resource Survey. The single-story buildings are built in the Spanish Eclectic Style. The site plan is generally rectangular surrounding the interior courtyard that once contained a pool. The single-story buildings were finished with elements found in the Spanish Eclectic Architecture vernacular including stucco exteriors, gabled and covered roofs with red-clay tiles, and eaves that are slightly extended with exposed rafter beams. The buildings also have several rectangular painted brick chimneys set into the side of the structures. The exterior stucco walls were painted yellow. Sloping roofs were added to the principal roofs to form small overhangs supported by squared posts. Windows were replaced with aluminum sliders and were flanked by false fixed shutters painted green. On the structure at the west side of the courtyard, a small tower rises above the principle roofline; with the sides tapering upward and punctured by several canales. The main entrance was originally located through a small wood gate at the west main façade, which was later changed to the east side. The La Serena Villas hotel is fronted by a wide swath of pavement parking space; it was previously surrounded by lush gardens and mature landscaping.

The site was first a part of what was called The Townhouse and bungalows, then became the Estrella Inn, then La Serena Villas, then The Sequoia and back to La Serena Villas.

ANALYSIS

As mentioned in previous staff reports on this site, the buildings were stripped of stucco, some roof tiles, all interior walls, electrical, and plumbing after a renovation application had been approved in 2004. The renovation was never completed and the building permits expired. Staff evaluated the property in its present condition when the application for demolition was submitted by the applicant. During the July 9, 2008 City Council meeting, the Director of Building and Safety explained the results of the staff inspection on June 26, 2008. Staff determined the steps necessary to restore the buildings, which are outlined on page four of the attached City Council Staff Report.

After reviewing the prior actions and steps taken on this property beginning in 2004, the six-month stay of demolition was placed by Council on July 9, 2008. The Council also directed the HSPB to study the property for possible historic designation. This is completed by evaluating the site against the seven characteristics listed below in the Definition of a Historic Site.

It is noteworthy that the HSPB meeting for demolition was based on the current condition of the property. Because of the stay of demolition placed on the property by Council, and the fact that the property was altered before an analysis for Class 1 designation could take place, the property is now being evaluated based on the way it appeared through 2004 -- before the buildings were stripped -- to see if it warrants Class 1 status.

Definition of a Historic Site and a Historic District.

Section 8.05.020 of the Municipal Code provides the definition of an historic site and historic district as follows;

(a) *Historic Site.*

A 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.*

Spanish Eclectic Architecture takes its architectural cue from the missions of the early Spanish and also includes details from Moorish, Byzantine, Gothic and Renaissance periods. The details include decorative tiles, windows and doors with elaborate grillwork and a bell tower or two. The facades are usually asymmetrical.

During the late 1920s - 30s romantic nostalgia for the Hispanic culture culminated in both Mission Revival and Spanish Eclectic styles. They were vernacular adaptations, non-

conforming to pure architectural periods. They are reflections of the taste of that period of time showing up in the construction, building techniques, and materials of their day generally not found in large cities or commercial centers.

Features found on Spanish Eclectic designs are:

1. Low-pitched roof
2. Red Roof Tiles
3. Little or no overhang eaves
4. White stucco siding
5. Arches, especially above doors, porch entries, and main windows.
6. Large wooden beams

REQUIRED FINDINGS

According to Section 8.05.145, the Historic Site Preservation Board shall make findings prior to adopting a recommendation to the City Council. Staff has evaluated the proposal against the Definition of a Historic Site, as found in Section 8.05.010. Staff has concluded that:

La Serena Villas may meet the definition of a Class 1 site in the following ways:

(a) Historic Site. A 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.

The La Serena Villas was a fairly good example of a modest Spanish Eclectic style motor court hotel. The defining characteristics were its arches over doors and windows, two piece red clay barrel roof tiles, low pitched roof, smooth stucco exterior walls, little or no overhanging eaves, large wooden beams, and the addition of towers, although not bell towers.

That is associated with lives of persons who made meaningful contribution to national, state or local history

La Serena Villas was owned by Frank Pershing who built the Town House (now the Viceroy) and bungalows (now La Villa Serena). Mr. Pershing was a City Councilman and was the nephew of General John Pershing. It is noted that Mr. Frank Pershing was known locally and remembered by past Mayor Frank Bogert. Frank Pershing served on the City Council from 1940 to 1942. This does not fall into the category of a meaningful contribution and would not be considered a defining characteristic for a historic site.

The father of Richard Outcault, co-builder and part owner of the Town House and La Serena Villas, was R.F. Outcault, also the father of the Sunday Comic strip creator of Buster Brown and the Yellow Kid. He was a landscape painter who became known for his cartoon work for Joseph Pulitzer and Wm. Randolph Hearst, and later from his creation of The Outcault Advertising Co. This does not fall into the category of a meaningful contribution and would not be considered a defining characteristic for a historic site.

That reflects or exemplifies a particular period of the national, state or local history; or

According to a Historic Assessment Report completed for The Orchid Tree Inn, dated April 2005 by PCR Services, smaller hotels in the area initially included the Estrella Inn, (the site in question), which was constructed in 1933 and the Ingleside Inn. Large and small hotels thrived following the end of World War II.

The assessment states that with the growing popularity of the automobile, tourist courts and bungalow courts were designed with the emphasis on automobile accommodation. A central courtyard of the bungalow court allowed internal access, with parking provided for each unit. Following the success of the Desert Inn, other resorts, large and small, catering to a moneyed elite appeared in Palm Springs in the 1920s and 1930s. By the late 1920s the area had become popular with the Hollywood crowd as a winter playground for movie stars and moguls.

La Serena Villas was an example of the early period of motor-court hotel development in Palm Springs from the 1930s when the Spanish Eclectic style of architecture was popular and prevalent in Palm Springs.

It was listed with two other bungalow motor courts in the 1941-42 Hartford Hotelector, which was used by travel agents to recommend the best places to stay. Many other motor-court hotels were constructed around the same time including The House of Murphy, The Hacienda, Royal Palms Hotel, Tahquitz Vista Hotel, Monte Vista Hotel, and the Orchid Tree Inn.

That embodies the distinctive characteristics of a type, period or method of construction; or

La Serena Villas embodied the defining characteristics of the typical asymmetrical facades, stucco, arches over doors and windows, red, two-piece, clay barrel tiles and low-pitched roofs, and use of towers known to the Spanish Eclectic motor court hotels built during the 1930s.

Another significantly important feature of La Serena Villas is the scale of the buildings, how well it was constructed to fit into the fabric of the Historic Tennis Club neighborhood,

and the architectural character that defines both these sections of Belardo Road and Cahuilla Road.

That represents a significant and distinguishable entity whose components may lack individual distinction; or

La Serena Villas was part of a renovation project that removed and did not restore what had been taken away; therefore, in its present condition, it does lack Individual distinction. However, in its condition in 2004 when renovation began and prior to that, it could have been evaluated for Class 1 designation. It was believed at the time to be a renovation project in process based on the application submitted; therefore no action to recommend designation was taken.

OWNER PARTICIPATION

Staff and citizens of the Historic Tennis Club Neighborhood have attempted to contact the owners, but have not received a response before the printing of this Staff Report. Staff also notes that testimony was presented to the City Council that a potential buyer may be found. No such person or group has since come forward.

RECOMMENDATION

Historic Site Preservation Board has three options available:

1. Terminate the investigation and take no further action.
2. Recommend Class 1 designation to the City Council based on the requirements that any alterations or renovations comply with the Secretary of Interior standards.
3. Recommend Class 2 designation, by identifying the site as "... unusable, non-conforming, un-restorable, or the like."

Based on the aforementioned findings, La Serena Villas reflects or exemplifies a particular period of the national, state or local history; and embodies the distinctive characteristics of a type, period or method of construction. Because of the present condition of the buildings and list of requirements to renovate the property to The Secretary of Interior Standards for Class 1 properties, recommending Class 1 designation of La Serena Villas is a **close call**.

La Serena Villas is one of the few examples left of the original motor-court hotels in a neighborhood defined on its perimeter by other motor-court hotels. It encompasses two parcels and sixteen original structures that at this time have been stripped of the defining characteristics of a historic site.

ENVIRONMENTAL ASSESSMENT

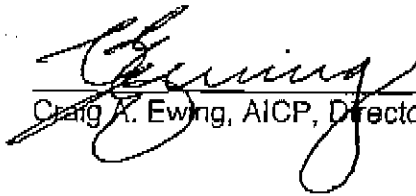
In accordance with Section 15331 (Historical Resources Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), the potential designation is categorically exempt from environmental review as it meets the conditions outlined for preservation of a historic resource.

NOTIFICATION

Pursuant to section 8.05.140 of the Municipal Code of Palm Springs, All property owners within three hundred (300) feet of the subject property have been notified. The Office of the City Clerk did receive an e-mail from Lauri Aylaian on November 3, 2008, supporting Class 1 designation of La Serena Villas.



Diane A. Bullock, Associate Planner



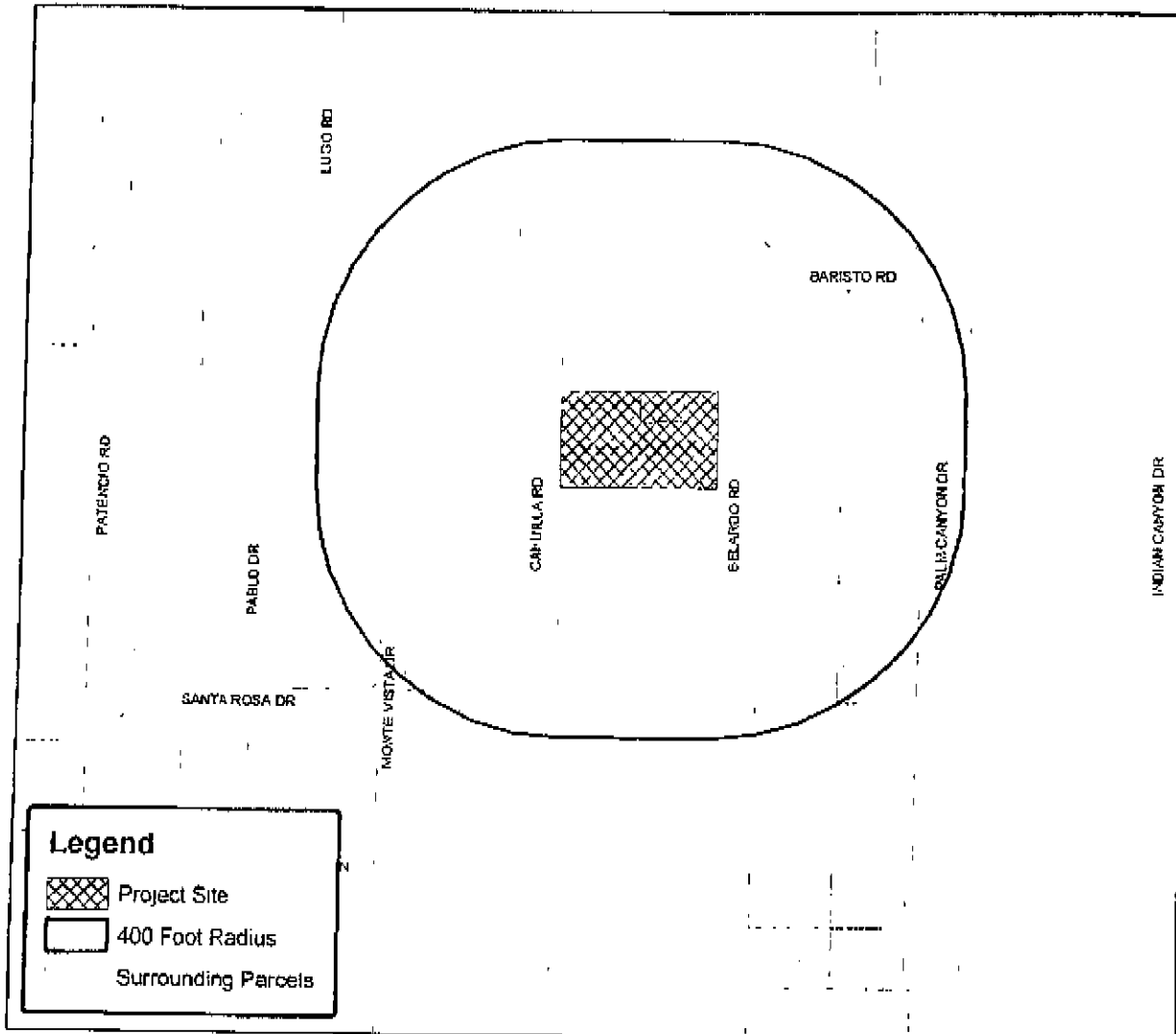
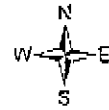
Craig A. Ewing, AICP, Director of Planning Services

ATTACHMENTS




1. Vicinity Map
2. Draft HSPB Resolution #69
3. City Council Staff Report dated July 9, 2008 with attachments
4. City Council Minutes dated June 18, 2008 and July 9, 2008
5. Historic Site Designation Application, report and photos
6. 2004 Citywide Historic Resources Sheets on La Serena Villas (included in application).
7. Copies of brochures and articles



Department of Planning Services Vicinity Map



Legend

-  Project Site
-  400 Foot Radius
-  Surrounding Parcels

CITY OF PALM SPRINGS

CASE NO: HSPB - 69

APPLICANT: City of Palm Springs

DESCRIPTION: Application for Historic Designation at 339 S. Belardo Road, (La Serena Villas) Zone R-3, Section 15.

RESOLUTION NO. 69

OF THE HISTORIC SITE PRESERVATION BOARD
OF THE CITY OF PALM SPRINGS, CALIFORNIA,
RECOMMENDING THAT THE CITY COUNCIL
DESIGNATE 339 LA SERENA VILLAS, AS CLASS 1
HISTORIC SITE - 69.

WHEREAS, Chapter 8.05 of the Palm Springs Municipal Code allows for the designation of historic sites; and

WHEREAS, the Historic Site Preservation Board filed an application for Historic Site Designation; and

WHEREAS, notice of a public hearing of the Historic Site Preservation Board of the City of Palm Springs to consider designation of La Serena Villas a Class 1 historic site was issued in accordance with applicable law; and

WHEREAS, on November 10, 2008, the Historic Site Preservation Board conducted a public hearing in accordance with applicable law to consider designation of La Serena Villas as a Class 1 historic site; and

WHEREAS, the designation of La Serena Villas shall further the purpose and intent of Chapter 8.05; and

WHEREAS, the designation of La Serena Villas shall promote the sensitive preservation of said site; and

WHEREAS, the Historic Site Preservation Board has carefully reviewed and considered all of the evidence in connection with the designation, including but not limited to the staff report, application and historical research, all written and oral testimony presented, and notes the following:

1. La Serena Villas was an example of the early period of motor-court hotel development in Palm Springs from the 1930s when the Spanish Eclectic style of architecture was popular and prevalent in Palm Springs.
2. The defining historic characteristics of this building are its Spanish Eclectic architecture. The building stands as a very good example with its arches over doors and windows, two piece red clay barrel roof tiles, low pitched roof, smooth stucco exterior walls, little or no overhanging eaves, large wooden beams, and the addition of towers.

sections of Belardo Road and Cahuilla Road.

Section 3: La Serena Villas represents a significant and distinguishable entity whose components may lack individual distinction; or

La Serena Villas was part of a renovation project that removed and did not restore what had been taken away, therefore in its present condition, it does lack individual distinction. However, in its condition in 2004 when renovation began and prior to that, it could have been evaluated for Class 1 designation. It was believed at the time to be a renovation project in process based on the application submitted; therefore no action to recommend designation was taken.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Historic Site Preservation Board recommends that the City Council designate La Serena Villas at 339 South Belardo Road, Palm Springs, California as HSPB Class 1 Historic Site 69 subject to the following conditions;

1. The property owner shall permit the City to demark the building as a historic site with a marker of the City's choosing. The historic marker shall be placed in a location visible from the public right-of-way. The owner shall maintain the historic marker in the location installed and pay for the replacement cost if the plaque is lost, stolen, or otherwise removed from the property.
2. All future exterior modifications including but not limited to building, site, landscaping, lighting, walls, and fences shall require Architectural Approval pursuant to Section 94.04.00 of the Palm Springs Zoning Ordinance and Historic Site Preservation Board review pursuant Municipal Code Ordinance 8.05.180.
3. No permit for the alteration of the exterior, including any and all of the defining elements and characteristics shall be issued without prior approval by the Historic Site Preservation Board.
4. All restoration follow the requirements of the report filed by the Development Services Department and Fire Department of the City of Palm Springs dated June 26, 2008.
5. All restoration follow the requirements of the Secretary of Interior Standards.

THE HISTORIC SITE PRESERVATION BOARD HEREBY FINDS AS FOLLOWS:

Section 1: La Serena Villas reflects or exemplifies a particular period of the national, state or local history; or

According to a Historic Assessment Report completed for the Orchid Tree Inn, dated April 2005 by PCR Services, smaller hotels in the area initially included the Estrella Inn, (the site in question), which was constructed in 1933 and the Ingleside Inn. Large and small hotels thrived following the end of World War II.

The assessment states that the growing popularity of the automobile, tourist courts, and bungalow courts were designed with the emphasis on automobile accommodation with the central courtyard of the bungalow court as an internal access with parking provided for each unit. Following the success of the Desert Inn, other resorts large and small catering to a moneyed elite appeared in Palm Springs in the 1920s and 1930s. By the late 1920s the area had become popular with the Hollywood crowd as a winter playground for movie stars and moguls.

La Serena Villas was an example of the early period of motor-court hotel development in Palm Springs from the 1930s when the Spanish Eclectic style of architecture was popular and prevalent in Palm Springs.

It was listed with two other bungalow motor courts in the 1941-42 Hartford Hotelector, which was used by travel agents to recommend the best places to stay. Many other motor-court hotels were constructed around the same time including the House of Murphy, The Hacienda, the Royal Palms Hotel, Tahquitz Vista Hotel, Monte Vista Hotel, and the Orchid Tree Inn

Section 2: La Serena Villas embodies the distinctive characteristics of a type, period or method of construction; or

This site presents a very good example of Spanish Eclectic architecture from the 1930s because:

La Serena Villas embodied the defining characteristics of the typical asymmetrical facades, stucco, arches over doors and windows, red two-piece clay barrel tiles and low-pitched roofs, and use of towers known to the Spanish Eclectic motor court hotels built during the 1930s.

Another significantly important feature of La Serena Villas is the scale of the buildings, how well it was constructed to fit into the fabric of the Historic Tennis Club neighborhood, and the architectural character that defines both these

HSPB Resolution 69
November 10, 2008

6. That the City Clerk submit the Council Resolution to the County recorder for recordation within 90 days of the effective date of this resolution.
7. All existing or previously approved alterations shall be considered acceptable.

ADOPTED this 10th day of November, 2008.

AYES:
NAYS:
ABSENT:
ABSTENTIONS:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Diane Bullock
Associate Planner

Loretta Moffett
Historic Site Preservation Board Secretary

HSPB #69



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
Public Works & Engineering ~ 760-323-8253
Fire Department ~ 760-323-8187
Building & Safety ~ 760-323-8242
Building Inspections ~ 760-323-8243
Code Enforcement ~ 760-778-8434

HISTORIC SITE DESIGNATION (HSD)

APPLICATION

The completed application and required materials shall 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. Incomplete applications due to missing or inadequate information will not be accepted for filing. Subsequent to the initial cursory check and filing of plans, a detailed review of the application and all reports and exhibits will be made to ensure that all required information has been provided.

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.

Prior to consideration of the application by the HSPB, 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 date.

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.

Prior to consideration of the application by 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 date.

7

REQUIRED MATERIALS - Unless otherwise indicated, do not mount these exhibits on a board.

All required plans shall be neatly drawn and completely dimensioned. This and the following constitutes a complete Historic Site Designation Application.

I. Historic Site Designation Application:

Original and 11 copies of a complete and correct application with a notarized signature of the owner or lessee. If the signatory is an authorized representative, this authorization to represent the owner or lessee shall be in written form signed by the owner.

II. Plot Plan:

A. 8-1/2" x 11" size (12 copies) drawn to scale. If plan is larger than 8-1/2" x 11", submittal of reduced copies is required. The plans shall show the following data:

1. All property boundaries
2. Complete legal description
3. North arrow and scale
4. All existing buildings, structures, mechanical equipment, landscape materials, fences, walls, sidewalks, driveways, parking areas showing location of parking spaces, and signs. (show in light or broken lines)
5. Square footage of each building and the uses of each building
6. The date of construction of each building and/or addition must be indicated

III. Public Hearing Labels: The applicant shall submit 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's 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.

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.

IV. Existing Site Photographs: 12 sets of color photographs showing each elevation of the property and its surroundings.



Office Use Only

Date:	
Case No.	3.2130
HSPB No.	#69
Planner:	DIANE BULLOCK

CITY OF PALM SPRINGS
Department of Planning Services

HISTORIC SITE DESIGNATION (HSD)

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 complete until all submittal requirements are met. Staff may require additional information depending upon the specific project needs.

Please submit this completed application and subsequent material to the Department of Planning Services at 3200 East Tahquitz Canyon Way, Palm Springs, CA 92262 ~ Phone: 760-323-8245 ~ Fax: 760-322-8380

Applicant's Name: CITY OF PALM SPRINGS - City Council
Please Print

- Owner Lessee Authorized Agent City Other

Applicant's Address: 3200 EAST TAHQUITZ CANYON WAY
Number and Street Name or P.O. Box

PALM SPRINGS CA 92262
City State ZIP

Telephone Nos: 760-323-8245 ✓ 8756
Residence Cell Work

E-Mail address: Diane.Bullock@palm-springs-ca.gov

Site Address: 339 SOUTH BELARDO ROAD, PALM SPRINGS, CA 92262

Construction Date: 1935 Estimated Factual

Architect: Unknown Builder: Unknown

Present Owner: Duck Real Estate LTD, Partnership

Address: 415 SOUTH BELARDO ROAD, P.S. CA 92262

Original Owner: _____

Important Owners: M/M FRANK PERSHING, FLUSHING, NY (nephew of Gen. JOHN PERSHING) joint owners with RICHARD F. OUTCAULT

Other Historic Associations: A mother Mary T. Outcault, FLUSHING, NY

Common Name of Property: LA SERENA VILLAS

Historic Name of Property: Sequoia Bungalows

Assessor's Parcel Number: 513 - 202 - 009 Zone: 11 Section: 15

Land

Use: 11 BUILDINGS containing 27 HOTEL/MOTEL UNITS

Is this project on fee land or Indian trust land? (Check one)

Please attach to this application any information, photos, drawings, newspaper articles, reports, studies, or other materials to fully describe the characteristics or conditions that support this application for Historic Designation. Refer to Palm Springs Municipal Code Section 8.05.020 for the definitions of a historic site. If submitting color photographs or materials vital to the designation of this property, 12 sets of the color photographs or materials are required with this application.

(Please continue to following page)

ARCHITECTURAL STYLE: (Please check the appropriate boxes)

<input type="checkbox"/>	Vernacular Adobe	1800 - 1950	<input type="checkbox"/>	Prairie Style	1905 - 1930
<input checked="" type="checkbox"/>	Vernacular Wood Frame	1850 - 1950	<input type="checkbox"/>	Pueblo Revival	1905 - 1940
<input type="checkbox"/>	Vernacular Brick	1850 - 1950	<input type="checkbox"/>	Mediterranean/Spanish Rev	1915 - 1940
<input type="checkbox"/>	Vernacular Ranch House	1850 - 1950	<input type="checkbox"/>	Moderne/Art Deco	1920 - 1940
<input type="checkbox"/>	Vernacular - Other	1850 - 1960	<input type="checkbox"/>	International Style	1925 - 1970
<input type="checkbox"/>	Gothic Revival	1850 - 1910	<input type="checkbox"/>	Mid-Century Modern Style	1945 - 1980
<input type="checkbox"/>	Italianate	1860 - 1880	<input type="checkbox"/>	Commercial	
<input type="checkbox"/>	French Second Empire	1860 - 1890	<input checked="" type="checkbox"/>	Other: <i>Spanish Eclectic Style</i>	
<input type="checkbox"/>	Mission Revival	1890 - 1920			
<input type="checkbox"/>	Craftsman Bungalow	1895 - 1930			

PRIMARY BUILDING MATERIALS

<input type="checkbox"/>	Wood Frame
<input type="checkbox"/>	Log
<input type="checkbox"/>	Adobe Brick
<input type="checkbox"/>	Brick
<input type="checkbox"/>	Stone
<input checked="" type="checkbox"/>	Stucco
<input type="checkbox"/>	Concrete
<input type="checkbox"/>	Metal
<input type="checkbox"/>	Steel
<input type="checkbox"/>	Other:

ROOF TYPE

<input checked="" type="checkbox"/>	Gable
<input type="checkbox"/>	Hip
<input type="checkbox"/>	Hipped Gable
<input type="checkbox"/>	Shed
<input type="checkbox"/>	Gambrel
<input type="checkbox"/>	Flat
<input type="checkbox"/>	Mansard
<input type="checkbox"/>	Other: <i>ARCHED RED CLAY SHINGLES</i>

Are there any significant decorative elements? Yes No

If yes, briefly describe: *STRUCTURE on west side of courtyard has small tower that rises above roofline, sides taper upwards & are punctured by several canals - property is surrounded by lush gardens & mature landscaping*

RELATED FEATURES

- Barn
- Carriage House
- Garage
- Shed
- Outhouse
- Windmill
- Water Tower
- Tankhouse
- Hitching Post
- Fence
- Wall
- Unusual Curb
- Unusual Sidewalk
- Formal Gardens *lush*
- Unusual Trees
- Expansive Lawns
- Other: *mature landscaping*

SURROUNDINGS

- Open Land
- Scattered Buildings
- Densely Built-Up

ALTERATIONS

- Major
- Minor
- Unaltered

If altered, briefly describe *Boards up*

at this date, windows have been replaced w/ aluminum sliders & are flanked by fold-down shutters.

PRESENT CONDITION

- Excellent
- Good
- Fair
- Deteriorated
- Destroyed

Current Use: VACANT

Original Use: Early bungalow hotel

Please list any sources used to complete this application: 1987 & 2004 Historic

Survey Information

*2004
2004
2004
2004
2004*

APPLICANT'S REQUIRED MATERIAL CHECKLIST
HISTORIC SITE DESIGNATION

The following items must be completed before a Historic Site Designation Application will be accepted. Please check off each item to assure completeness. Refer to the **REQUIRED MATERIALS** list of this application for more details of each item.

	Applicant Only	City Use Only
Application:		
✦ Original Completed Application (12 copies)	<input type="checkbox"/>	<input type="checkbox"/>
✦ Owners Signature, Notarized (if required)	<input type="checkbox"/>	<input type="checkbox"/>
Plot Plan:		
✦ 8-1/2" x 11" (12 copies)	<input type="checkbox"/>	<input type="checkbox"/>
Miscellaneous Exhibits:		
✦ Public Hearing Labels	<input type="checkbox"/>	<input type="checkbox"/>
✦ Project Sponsor Labels (if any)	<input type="checkbox"/>	<input type="checkbox"/>
✦ Existing Site Photographs - (12 sets)	<input type="checkbox"/>	<input type="checkbox"/>
✦ Photos, articles, etc. related to history of property (12 sets). Photos must be in color when possible.	<input type="checkbox"/>	<input type="checkbox"/>

Planning Services, checked by: _____ Date: _____

The following forms must be completed in the presence of a Notary Public.
Select the form best fitting the type of authorization required

OWNER AFFIDAVIT

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) ss

I (We), _____ being duly sworn, depose and say that I (we) am (are) the owner or owners herein named and that the foregoing statements and answers herein contained and the information herein submitted are in all respect true and correct to the best of my (our) knowledge and belief.

Name: (Please print) _____

Mailing address: _____ City, _____ State _____ Zip _____

Telephone: _____ Fax: _____

Signatures: _____ Signatures: _____

Who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of _____ that the foregoing paragraph is true and correct.

WITNESS my hand and official seal this _____ day of _____, 20____.

Notary Public in the State of _____

with principal office in the County of _____

Place Notary Seal Above

CityGIS™

What's New Help

DIGITAL MAP PRODUCTS

Menu Results Options

APN:	513202000
Address:	330 S BELARDO RD, PALM SPRINGS CA, 92202
Owner Name:	DUET REAL ESTATE LTD PARTNERSHIP
Owner Address:	415 S BELARDO RD, PALM SPRINGS CA, 92262
Owner Phone:	
Living SF:	
Acres:	0.70
Lot Front:	
Lot Depth:	
Legal Description:	.76 ACRES M/L IN POR LOTS 1 & 2 AND LOT 3 MB 009/432 SD MAP OF PALM SPRINGS
Land SF:	33100
Land Use:	RESIDENTIAL: MOTEL
Year Built:	
Assessed Value:	\$1,328,728
TBM Page:	



Copyright ©2008, Digital Map Products, Microsoft, Customer Data, County Appraiser, TeleAtlas, Other

Markup Default

E 541745 N. 3742130 Zone. 11N

source: TAX-UPDATE (01/01/2001 00:00)

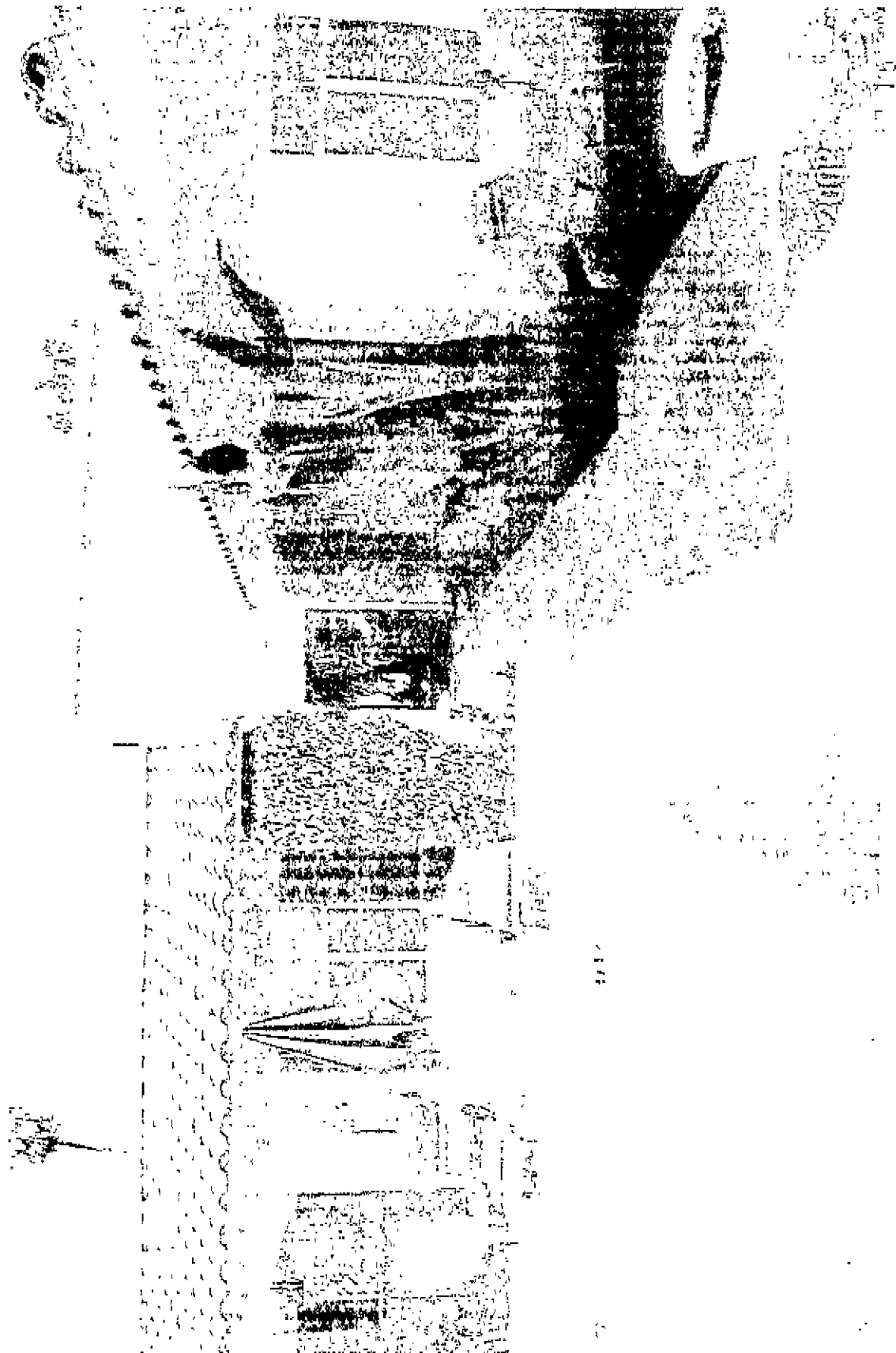
Full Property Detail

Done

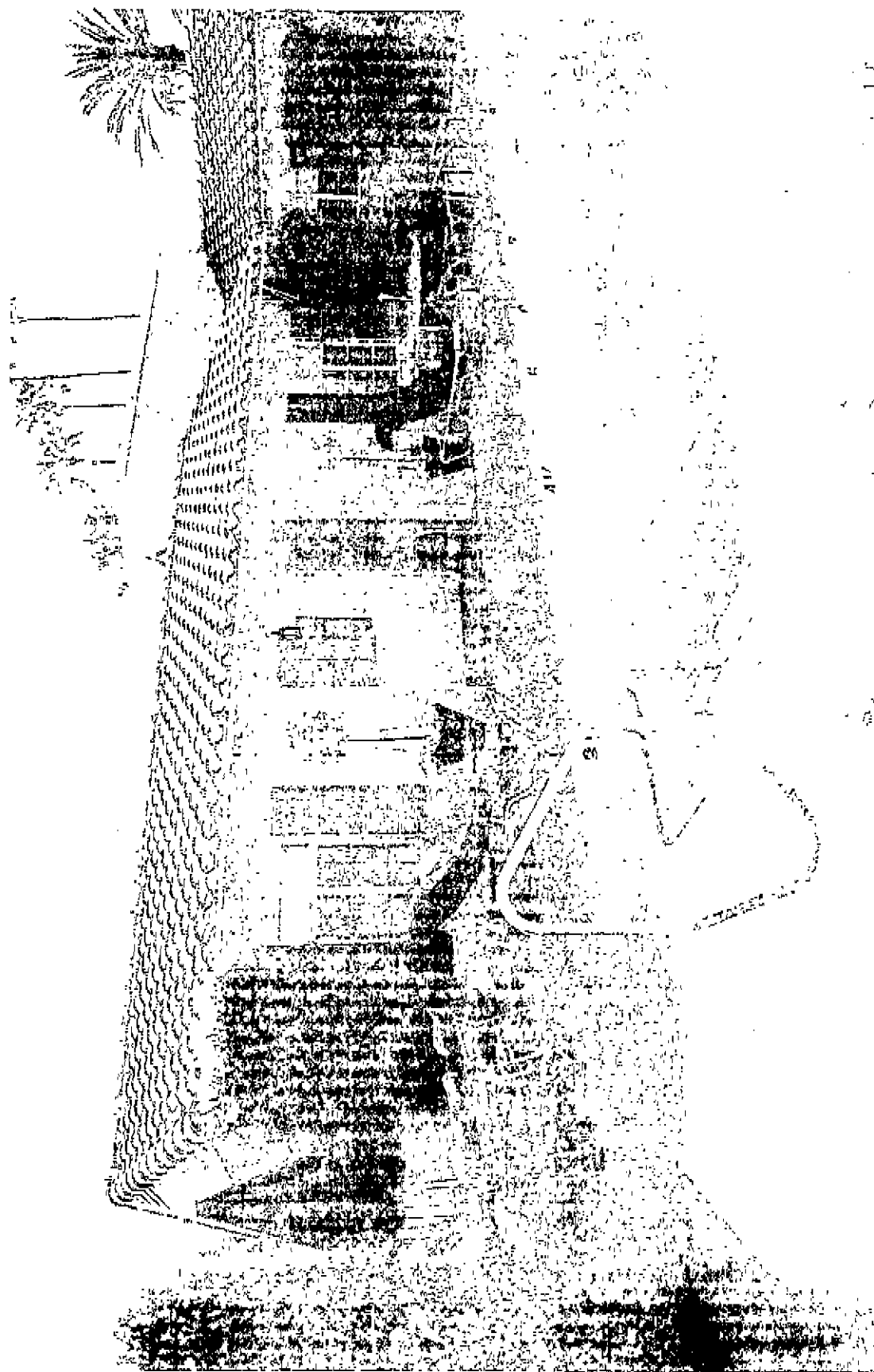
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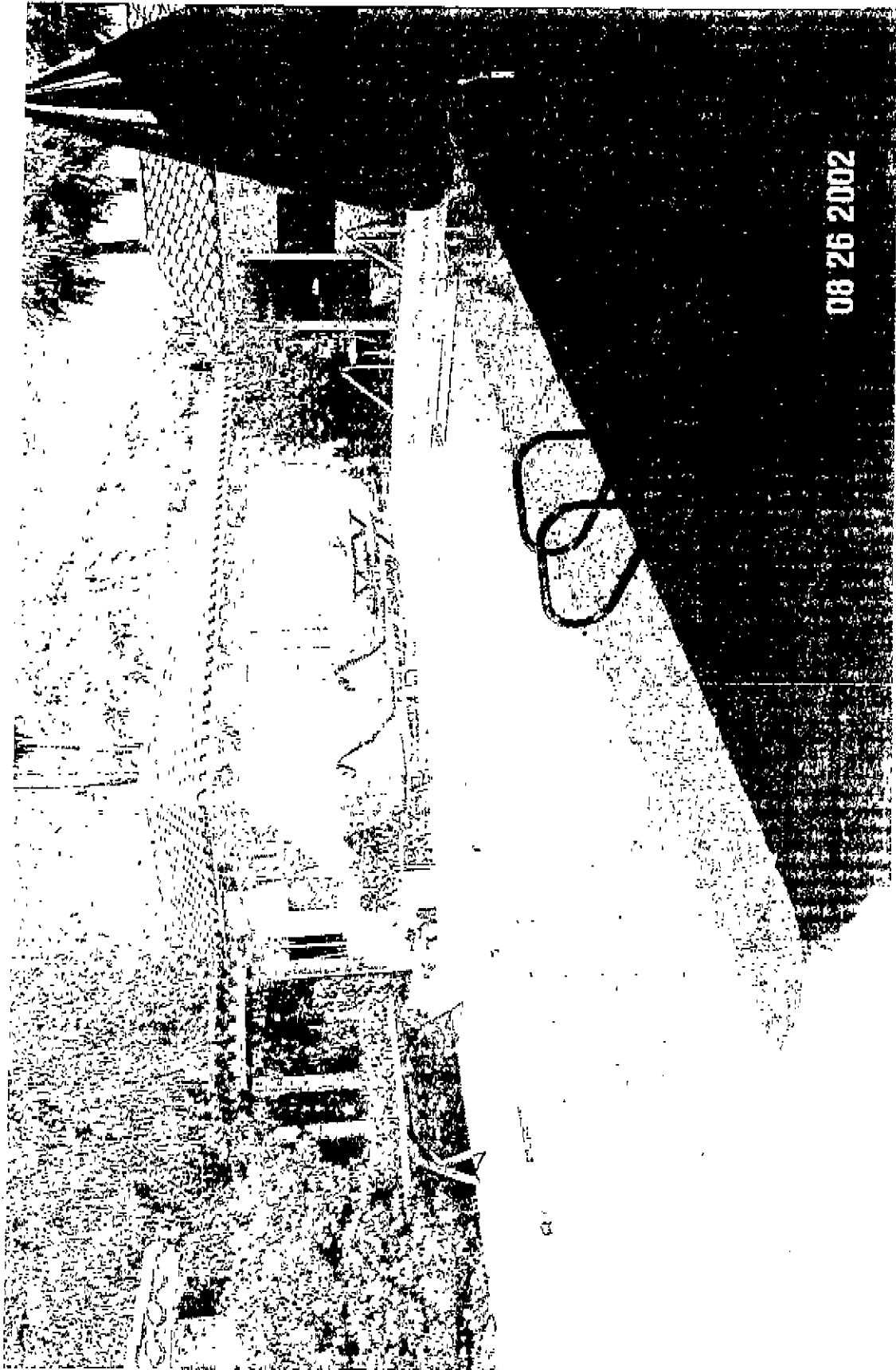


J. N.



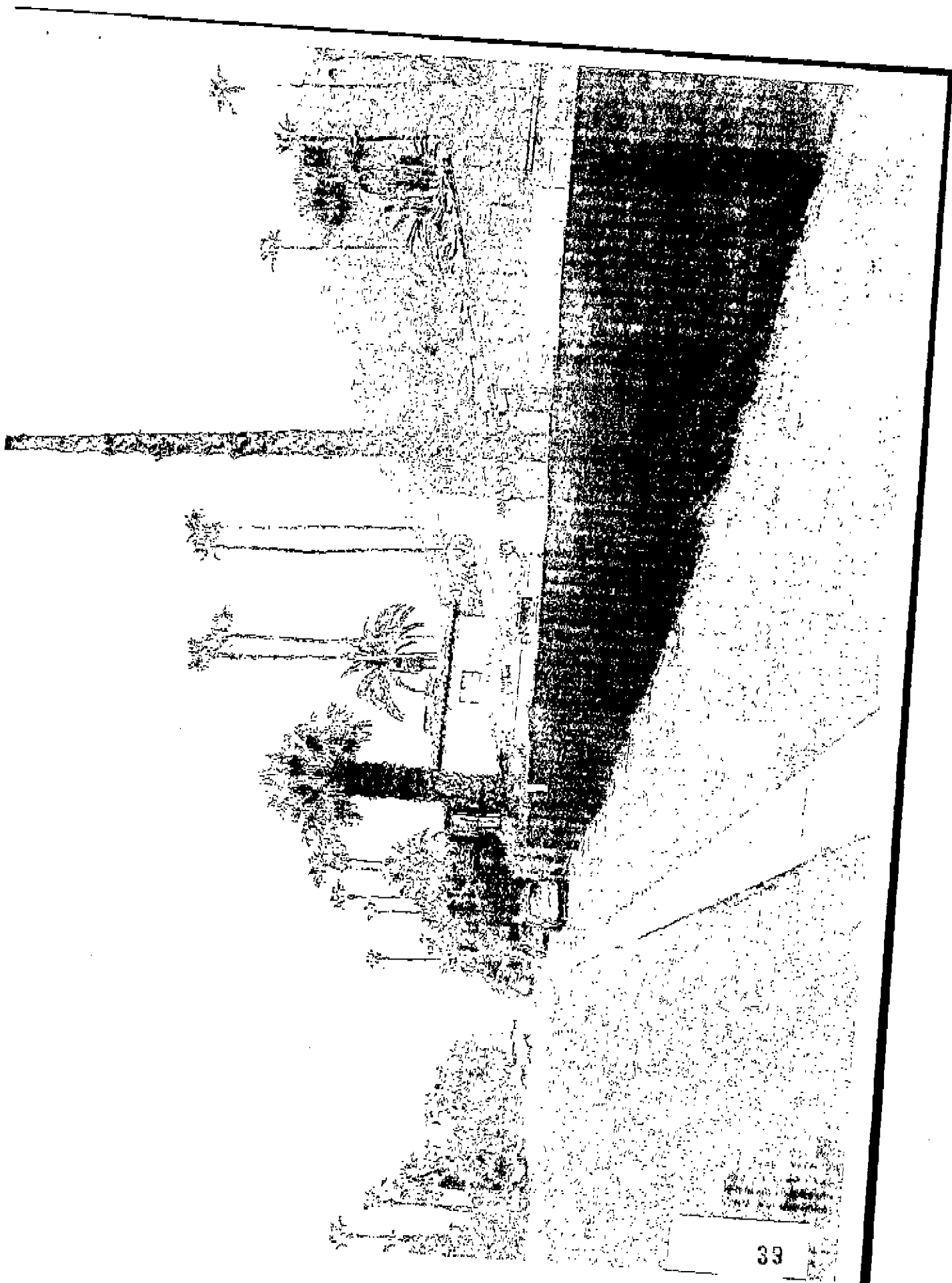
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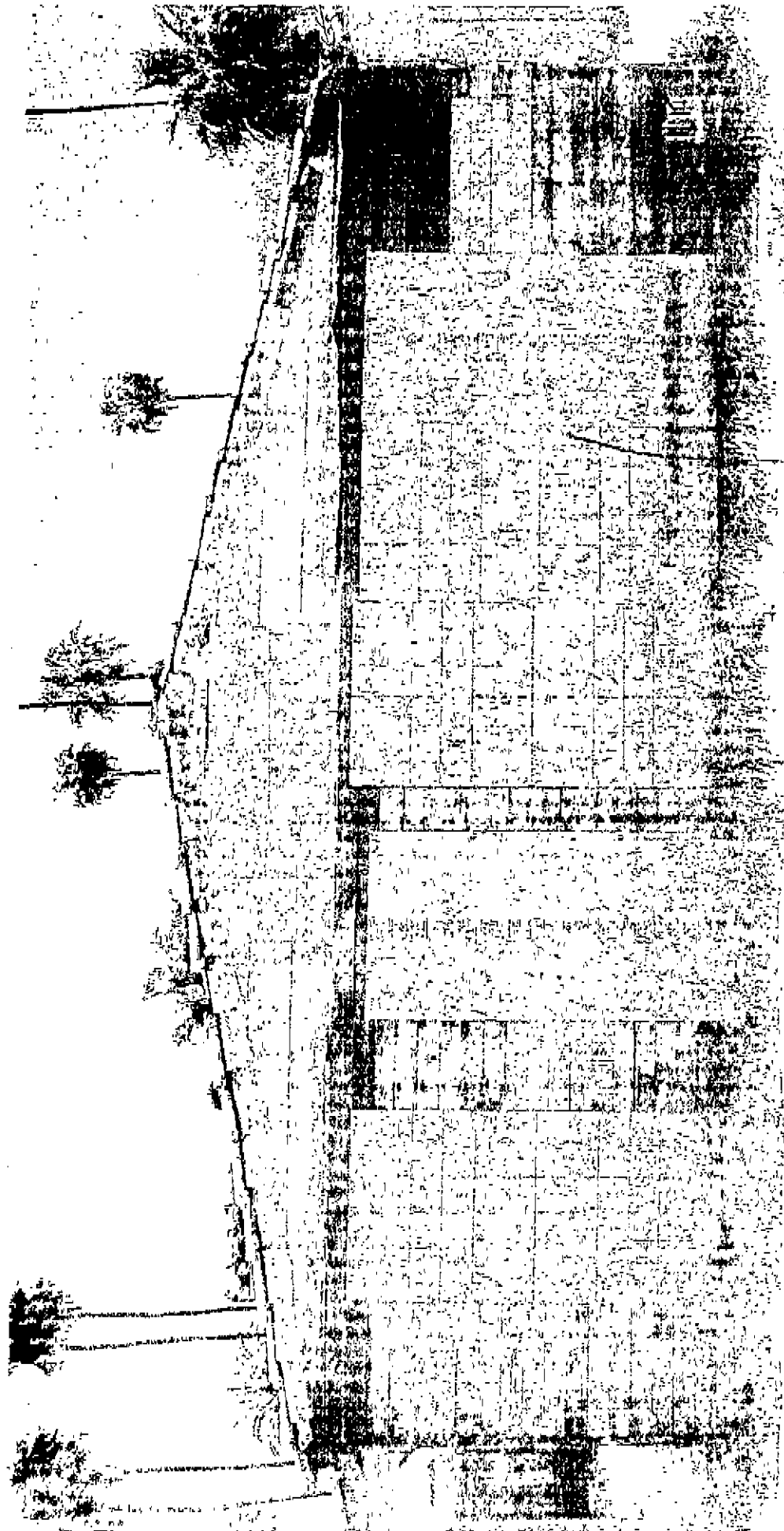




08 26 2002

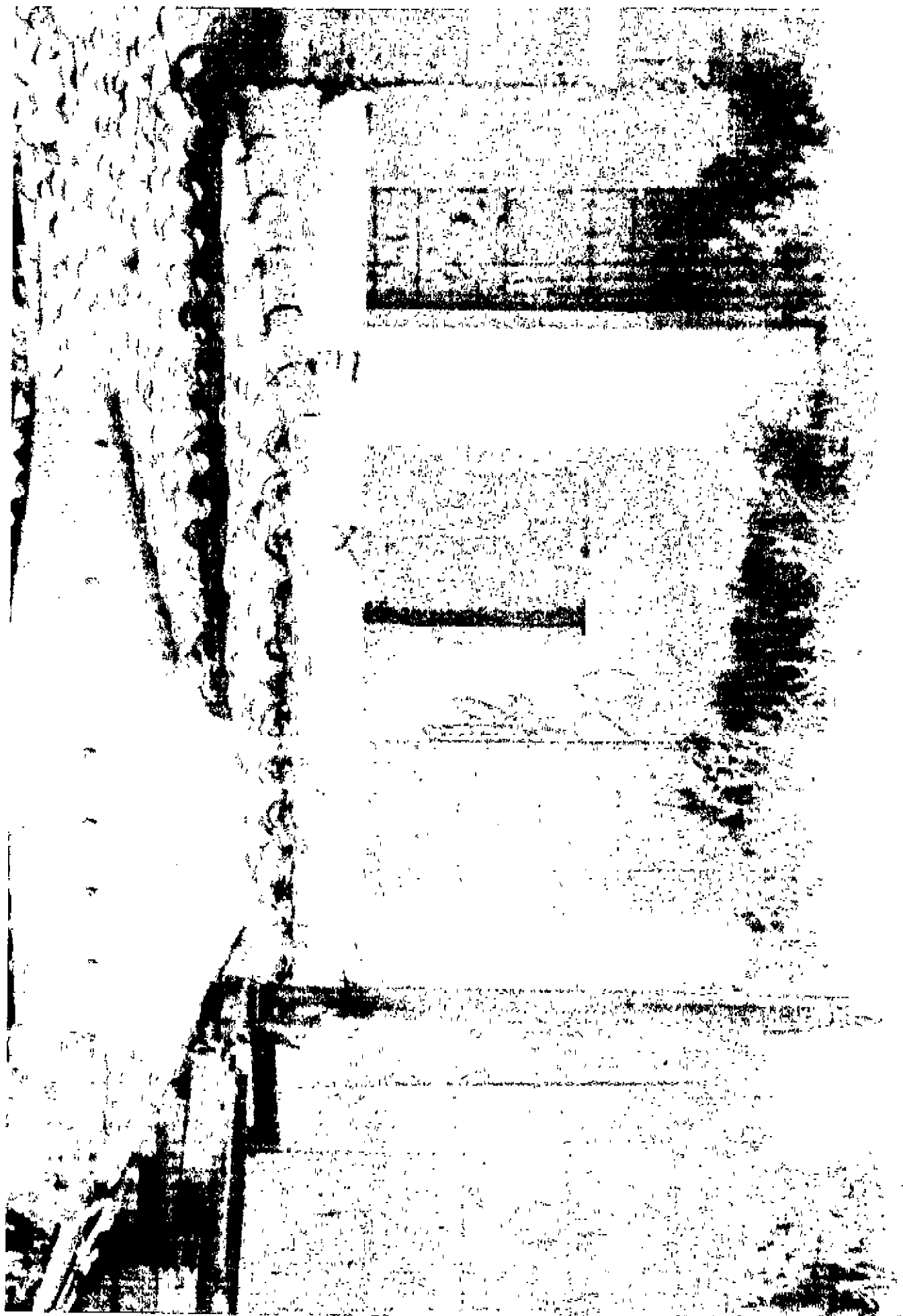
1 2 198





LA SERENA APTS 5/6/02

LA SERENA APTS 5/6/08



LA SERENA APTS. 5/06/08



Page 1 of 1 Resource Name or #: (Assigned by recorder) La Serena Villas

P1. Other Identifier:

P2. Location: Not for Publication Unrestricted a. County Riverside

and (P2b and P2c or P2d, Attach a Location Map as necessary)

b. USGS 7.5' Quad Palm Springs Date 1996 T ; R ; 1/4 of 1/4 of Sec ; B.M.

c. Address 339 South Bolardo Road City Palm Springs Zip 92262

d. UTM: (Give more than one for large and/or linear resources) Zone 11; mE/ mN

e. Other Locational Data (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

City of Palm Springs Section 15

Parcel No. 513 202 009

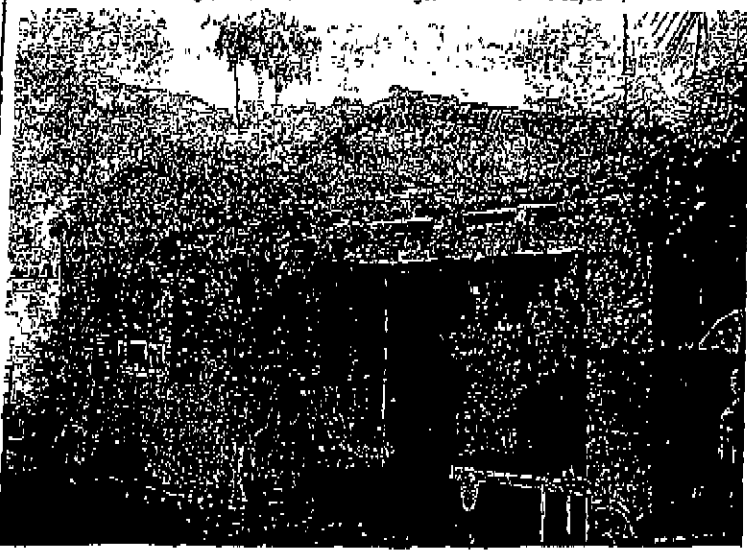
P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

Constructed in the 1930s, La Serena Villas at 339 South Bolardo is a single-story hotel built in the Spanish Eclectic Style and was at one time known as the Sequoia. The plan is generally rectangular surrounding an interior courtyard with a pool. The roofs are gabled and covered with arched red-clay tile shingles; eaves are slightly extended and rafter beams have been left exposed. There are several rectangular painted brick chimneys set into the side of the structure. Exterior walls are finished in stucco and painted yellow. Sloping roofs have been added to the principal roofs to form small overhangs supported by squared posts. Windows have been replaced with aluminum sliders and are flanked by false, fixed shutters, painted green. On the structure at the west side of the courtyard, a small tower rises above the principal roofline, the sides of the tower taper upward and are punctured by several canals. The main entrance is located through a small wood gate at the east (main) façade. The La Serena Villas hotel is fronted by a wide swath of pavement parking space and surrounded by lush gardens and mature landscaping.

P3b. Resource Attributes: HPS - Hotel/Motel

P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo:

(View, date, accession #)

View West
August 2003

P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

1938: Palm Springs HSPB List (1987)

P7. Owner and Address:

La Serena Villas Lic
780 N La Cienega Blvd
Los Angeles CA 90069

P8. Recorded by:

Malay/Petrin/Tinsley/Watson
Architectural Resources Group
Pier 9, The Embarcadero
San Francisco, CA 94111

P9. Date Recorded: August 2003

P10. Survey Type (Describe)

Reconnaissance Survey

P11. Report Citation: (Cite survey report and other sources, or enter "none.")

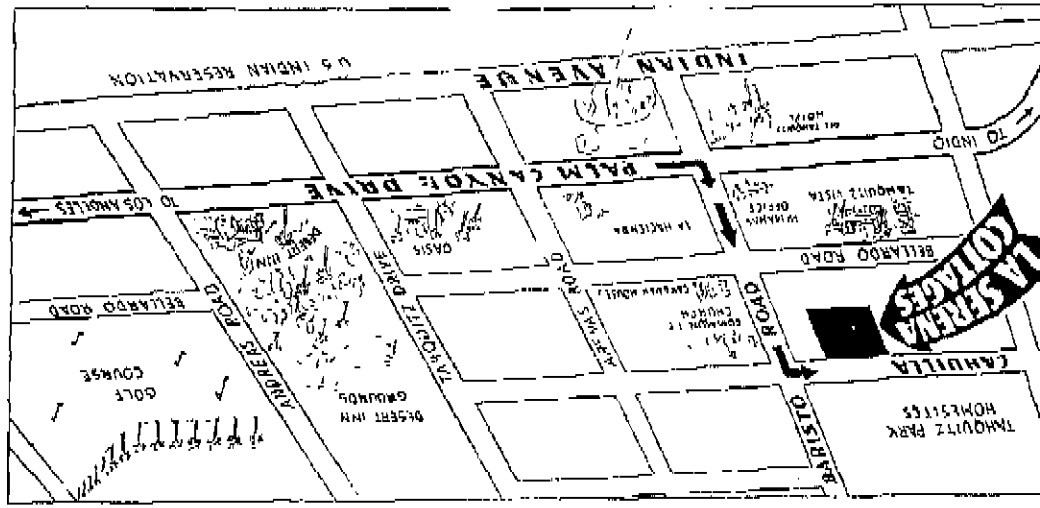
Architectural Resources Group, City of Palm Springs Historic Resources Survey Summary Report, 2004.

Attachments:

- None
- Location Map
- Sketch Map
- Continuation Sheet
- Building, Structure, and Object Record
- Archaeological Record
- District Record
- Linear Feature Record
- Milling Station Record
- Rock Art Record
- Artifact Record
- Photograph Record
- Other (List)

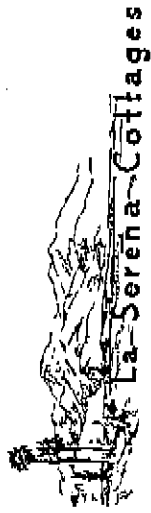
000030

FOLLOW THIS MAP TO LA SERENA COTTAGES

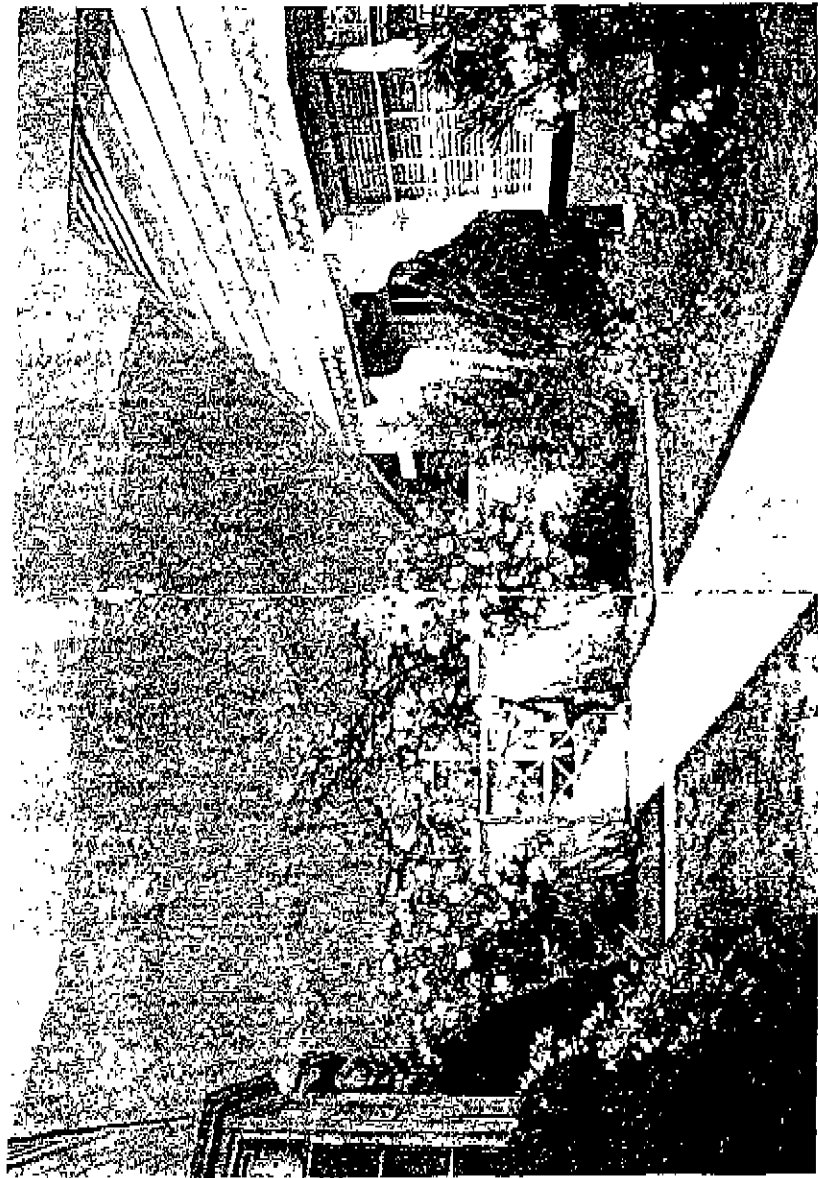


LA SERENA COTTAGES

PALM SPRINGS, CALIF.



344 SOUTH CAHUILLA ROAD
PALM SPRINGS, CALIFORNIA



THREE HRS. FROM LOS ANGELES
ONE HOUR FROM SALTON SEA

SWIMMING • HIKING • TENNIS
GOLF • RIDING • BICYCLING

LAND OF WARM SUNSHINE
AND DESERT FLOWERS. NO FOGS

La Serena Cottages • Palm Springs, California

N E S T L I N G at the foot of rugged Mount Tahquitz, this gem of architectural and floral beauty, offers the ideal spot for a prolonged vacation in the warm sunshine of our winter months. In its spacious patio, gay with umbrellas, lawn swings and coils, or on the sun deck, one may sun peacefully and contentedly, knowing that the nightly chill will be tempered inside the cottages by Marvalaire furnace and electric heaters.

For the Lover of Sports, Palm Springs offers many forms for your diversion.

Riding • Probably the most popular of desert pastimes is provided for by the nearby riding stables. Well trained saddle horses will be delivered at your door at any time.

Golf • A good course is within easy walking distance.

Bicycling • You may rent a bicycle for any length of time and, on the splendid highways and byways, you will find many kindred spirits.

In addition to these major activities you will find swimming, in excellent outdoor plunges; tennis on courts within walking distance; hiking on the desert and mountain trails; also badminton, ping pong and croquet. In your automobile you can, within an hour, reach the Salton Sea, 285 feet below sea level, or travel upward on the Palms to Pines Highway to the slopes of Mount San Jacinto, where winter sports are available in the vicinity of Idyllwild.

Our location, in a sun-drenched nook of the desert, where fog is unknown, is protected from the high winds of the open spaces. Being within five blocks of the central part of the village, where there are excellent cafes and shops, one may find the usual diversions of the city. Adjoining on the north is the newly-erected "Woman's Club Building" and nearby are churches and schools, including a senior high school.

The cottages are completely equipped for house-keeping. Also there are available some sleeping rooms and single apartments with buffet kitchens. The tariffs are in keeping with the season and the accommodations requested. Daily maid service is furnished and every effort is made by the management to add to the comfort of the guests.

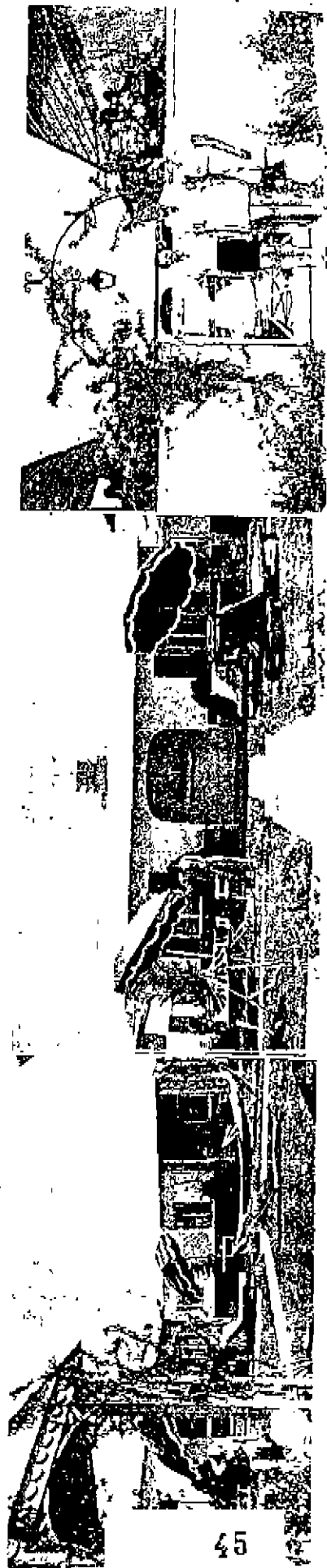
Season October 1st to May 15th

For additional information, please write
LA SERENA COTTAGES, P. O. Box 869,
 Palm Springs, California, or phone 3940.

Mrs. Pearl Bush, Manager
 Herbert Goodall, Owner

344 South Caherilla Road
PALM SPRINGS, CALIFORNIA

LA SERENA COTTAGES



From phone books: (Vicery = 415) Belardo
Town House + Bung. was @ 335
(now part of VICEROY) → 359 (alt 339) Belardo

Sequoia Bungalows (1953)
AC Elliot
339 S. Cahulla

"same"

a Serena

344 S Cahulla

Entrance on Cahulla changed to
Belardo at some point → JIDE
YES. But when?

* See File:

Town House + ^{Bungalows} ~~apartments~~
owned by Pershing

Re. Viceroy Hotel
+ Frank Pershing

Dec. 20th 2006

Palm Springs Historical Society
ATT: Sally McManus
221 South Palm Canyon Dr.
Palm Springs, CA 92262
760 323 8297

John Coghlan
15842 Valleyheart Dr.
Sherman Oaks, CA 91423
818 905 6411

Dear Mrs McManus.

I enjoyed our conversation and am sending you the enclosed which you will find of interest.

You were correct I believe in that 359 S. ^{Belardo} Bellardo is part of the Viceroy at 415.
I talked to the clerk without revealing who I was and he said the following (below) regarding what is probably left of the Town House .. the bungalows.
Subsequently I talked to Ken Lyon of the Preservation Board who told me the process to go through to try and save the bungalows. Very nice guy and very helpful.
He did caution me that the City Council is in a development mood and that all the Viceroy (Kor Corporation) has to do is say it would not be financially advantageous to save the bungalows and that would pretty much finish them off
But the issue goes first to the Preservation committee and then to the city Council ... per Ken.

Frank Bogert was more optimistic and said they vote to save older buildings every time.
So I don't know how the issue would come out at this point but I think it should be undertaken.
Time may be of the essence and the City should be aware enough to keep the owners from tearing the bungalows down. Ken also said if they were to be completely demolished it would have to come before the HSPB. There are many ploys developers use that I am aware of however and they are powerful. The City Council is a key I believe.
An interesting point is that the Viceroy advertises that various famous people stayed at the Viceroy. But the Town House also was a favorite spot for famous people and like the Viceroy had bungalows in back. You'd think the Viceroy would keep them but you never know.

The post card of the Town House shows the large block-like Town House front structure ... now gone. However there is nothing that looks like a hotel on the 500 address side
The Viceroy used to be the Estrella and they still call a spa section that is my understanding.

The pages included are self explanatory, but they establish Frank Pershing (who built the Town House) as also being a City Councilman, the dates, when he sold the Town House (1955), his connection with General Pershing (nephew) and the General. Frank and mom in Palm Springs (the picture). He was well liked. Frank Bogert remembered him too.

Early "Town House"
359 S. Belardo
now part of the
Viceroy
owned by Frank Pershing and
47

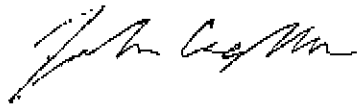
John Coghlan pg 2

Thank you for your newsletter. An interesting aside regarding your Hall Co. safe ...
The father of Richard Outcault who was co-builder of the Town House was R. F. Outcault who was also the father of the Sunday Comic strip and creator of Buster Brown and the Yellow Kid. His first job (roughly around 1885) was working for the Hall Safe Co. in Ohio where he painted scenes on the doors of the safes. He was also a landscape painter but became well off through his cartoon work (for Joseph Pulitzer and Wm. Randolph Hearst) and later from his creation of The Outcault Advertising Co. There is much about him on the Web ... see Richard Olsons site.

Well I see I was not able to stick to one page.

Use the material as you see fit .. except for the letter as you can understand at this point.

Yours,

A handwritten signature in cursive script, appearing to read "John Coghlan".

John Coghlan

The Desert Sun 5/16/08

Historic hotel faces demolition

By Stefanie Frith
stefanie.frith@palmsspringsun.com

A Palm Springs hotel built in the 1930s that was approved for renovation four years ago will be demolished.

La Serena Villas — once known as the Sequoia — at 339 S. Belardo Road will be torn down at the recommendation of the Palm Springs code enforcement team.

The owner received city approval four years ago to renovate the property in the Historic Tennis Club Neighborhood, but property controller Chris Blaze said this week that tough economic times prevented redeveloping it.

We "are in no financial position to move forward at this time," Blaze said.

The nearly one-acre parcel continued to deteriorate, and code enforcement told Blaze to either continue with ren-

ovations or demolish the buildings.

"We really have no plans right now for what we will do with the property," Blaze said.

On Tuesday, the Palm Springs Historic Site Preservation Board tried to find a consensus for how to proceed with the demolition. Some thought further investigation into the historical nature was needed. Others said that would delay an inevitable razing.

The board deadlocked and eventually took no action, which means the application for demolition remains.

"This is very disappointing," board member John Williams said. "This is another historic building that is (being) demolished by neglect."

While the board could not agree Tuesday about how to proceed with the hotel's demolition, it did decide to meet with the Building and Safety Department to discuss better See HISTORIC, page 49

OUR CITY

Palm Springs Sun | Friday, May 16, 2008

HISTORIC: Renovation never materialized

Continued from page 1

communication regarding code enforcement and historic structures.

Williams said he remembered being on the board four years ago when the owner of La Serena Villas proposed "grandiose" renovations to the property.

"We didn't elevate (the property's historic status) because

the property owner assured us it would be restored," he said.

Now board members wonder what will happen to the former Orchid Tree Inn, which is near La Serena Villas. The Orchid Tree was approved for renovations in 2006 but so far has been neglected and the victim of two fires.

The Monte Vista Hotel was also neglected and torn down a couple years ago for the

mixed-use Port Lawrence project, which also hasn't begun, vice chairman Jade Nelson said.

"We are going to keep dealing with this," he said.

But board member Shelly Saunders said La Serena Villas is a hazard and could continue to deteriorate.

"We need to push it through for the integrity of the neighborhood," she said.

John J. Pershing
Washington

JOHN J. PERSHING
WASHINGTON

May 23, 1940.

Miss Mary Jane Pershing,

Palm Springs, Calif.

My dear Jerie:

Aunt May sent me a copy of your speech in the Lions Club contest and it has reached me just now. I have read it with great interest and hasten to send you my very enthusiastic congratulations. It is perfectly splendid, and I am so glad that you are capable of doing such a fine piece of work.

All this suggests to me that it would be an excellent thing for you to carry on in a girl's college like Wellesley or Vassar, or some other of high rank. I feel that you rather owe it to yourself and to all of us to give this every consideration. Your speech indicates a fine mind, which you should continue to cultivate.

I am very sorry that your Aunt May and I did not have an opportunity to visit Palm Springs this year and to see you and your mother and the rest of the family, but if we go to the southwest again next winter we shall certainly drive over to Palm Springs for a short visit.

Please accept my affectionate good wishes and extend them to your father and mother and your grandmother.

Cordially yours,

John J. Pershing



Handsome new residence for Mr. and Mrs. Frank Pershing now under construction in Tahquitz Park No. II Brewster and Benedict, Architects

THROUGH THE YEARS . . . statistics prove Palm Springs Property has been and is today the safest investment you can make. It brings *Happiness* and *Health* and is a *swell* investment. All property is increasing rapidly in value. Locations close-in are at a premium. The sheltered close-in sites near the mountain are, we feel the choicest. Too, we feel they'll have the greatest turnover value in the shortest time.

TAHQUITZ PARK No. II

Has everything you want. Homesites, 100 feet front, to estate size, from \$1,700.00 up.

See Owner

AUSTIN McMANUS

Offices North and South Palm Canyon Drive

Telephone 3694 and 4301

PERSHING'S BUY FINE PROPERTY

Sale of numerous properties of both residential and income types, one of considerable importance, has been completed by the McManus Realty Company in the past several days, according to Herbert L. Smith, manager.

One of the best income property holdings of the company was purchased by Mr. and Mrs. Frank Pershing of Flushing, Long Island. The Pershings have resided in Palm Springs during the last season, occupying the San Jacinto cottage, one of the McManus properties. Mr. Pershing is the nephew of General John Pershing.

The purchase by the Pershings was made jointly with Richard P. Outcault and his

(Continued on Page 6)

PERSHING'S BUY FINE PROPERTY

(Continued from Page One)

mother, Mrs. Mary J. Outcault, also of Flushing, Long Island. Mr. Outcault is the son of the famed creator of the comic characters, Buster Brown, Mary Jane and Tag, well-remembered for their antics in the comic sections of leading Sunday newspapers of past years.

An interesting group of distinctive apartment dwellings is planned for early construction on the newly-purchased property.

City of Palm Springs
Councilmembers
1938 to Present

NAME	TERM	DECEASED	ADDRESS	NOTES
John Williams	4-18-38 to 4-9-40			
Robert Murray	4-18-38 to 4-9-42			
Bacon L. Clifton	4-18-38 to 2-3-43			
Alvah F. Hicks	4-18-38 to 4-9-40			
Frank V. Shannon	4-18-38 to 4-9-40			
Austin G. McManus	4-18-38 to 4-9-40			
Thales S. Boyd	4-15-40 to 10-17-40			
Philip L. Boyd	4-21-42 to 4-11-44	yes	41505 Carlotta Dr #250, Palm Desert	*First Mayor 1938-1942
Raymond M. Sorum	4-15-40 to 4-2-42			
Frank E. Pershing	4-15-40 to 10-7-42			
Harry L. Plymire	11-30-40 to 4-14-42			
John M. Connell	4-21-42 to 4-11-44			
C.P. Adams	4-21-42 to 3-1-45			
George H. Housman	11-4-42 to 4-11-44			
Frank W. Cutler	1-20-43 to 4-11-44			
Eugene E. Theneau	2-3-43 to 4-18-44			
Maurice M. McCann	4-18-44 to 4-2-47			
Culver Nichols	4-18-44 to 4-13-48	yes		
Armand V. Turonnet	4-18-44 to 4-13-48			
Clarence E. Hyde	4-18-44 to 4-13-48			
W.Z. Allen	5-9-44 to 4-9-46			
Edward F. Martell	3-7-45 to 12-1-46			
Charles D. Farrell	4-16-46 to 4-20-48	yes	630 Tachevah, Palm Springs	
John Archibald	4-16-46 to 1-8-47			
F. Thomas Kieley	1-8-47 to 11-20-50		1800 S. Sunrise Way, Palm Springs	
Floyd Bigsley	4-16-47 to 4-13-48	1993		
William H. Veith	4-20-48 to 10-4-50	1994		
Flonan G. Boyd	4-20-48 to 7-31-53	yes	2195 E. Alejo, Palm Springs	
Ruth Hardy	4-20-48 to 4-12-60	yes		
W.L. Waring	12-29-48 to 4-11-50			
Jerry Nathanson	4-18-50 to 4-8-58			
Earle C. Strebe	4-18-50 to 4-10-56	yes		
Frank W. Miller	4-18-50 to 4-15-58	yes	1570 Calle De Maria, Palm Springs	
Theodore McKinney	4-15-52 to 4-21-64	2-95		
George K. Sanborn	8-5-53 to 11-13-57	yes		
Leonard H. Wolf, Jr	4-17-58 to 4-12-60	2/14/04	1109 N. Sunrise Way, Palm Springs	
Flonan G. Boyd	11-13-57 to 10-22-58	yes	2195 E. Alejo, Palm Springs	
Mary Carlin	4-15-58 to 4-21-64	yes		
George Beebe Jr.	4-15-58 to 4-19-56	1-98		
John Wood	4-15-58 to 4-12-60			
Earle C. Strebe	4-19-60 to 4-21-61	yes		
Kenneth Kirk	4-19-60 to 4-21-64	yes	1480 E. Racquet Club, Palm Springs	
Harry F. Paisley	4-19-60 to 4-21-64	yes		
Matthew J. Dragicevich	4-21-64 to 4-16-68	yes		

CITY OF PALM SPRINGS
CALIFORNIA

Office of
Mayor

October 2, 1942

Major Frank E. Pershing
Wingate Ordnance Depot
Gallup, New Mexico

Dear Frank:

I withheld your resignation until two or three days ago as Housman had not returned to town. I had one talk with him and expect to have another today.

We all exceedingly regret that it was necessary for you to present your resignation as we had hoped you would be stationed in this vicinity and could keep up your councilmanic duties.

All success to you. We hope you will return to us when this thing is over and that it will be sooner than we now anticipate. Regards to you from all our city employees.

Sincerely,



F. V. Shannon

S:M

NOTICE OF DISSOLUTION OF PARTNERSHIP

Notice is hereby given that the partnership of which the undersigned R. F. OUTCAULT, MARY JANE PERSHING, MARJORIE F. OUTCAULT AND FRANK E. PERSHING, were the members, and which conducted a business under the name "The Town House" at 359 South Belardo Road, Palm Springs, California, was dissolved on the 18th day of July, 1955.

Further notice is hereby given that none of the undersigned is or will be responsible for any charges or obligations incurred under the name "The Town House" or for the property or business at the above address from and after the 18th day of July, 1955.

Dated this 26th day of August, 1955.

R. F. Outcault
R. F. OUTCAULT

Mary Jane Pershing
MARY JANE PERSHING

Marjorie F. Outcault
MARJORIE F. OUTCAULT

Frank E. Pershing
FRANK E. PERSHING

Years later, Congress distributed the even numbered sections of land to the Agua-Caliente Indians, which then created the checkerboard pattern of growth that is still evident in the Palm Springs area today. The Native Americans were unable to develop much of the prime close-in real estate until recent years because of court battles over allotment equalization, litigation with the local government over zoning, and the establishment of long-term leasing rights for Indian landowners.

The first permanent white settler in the Palm Springs area was John Guthrie McCallum, a notable judge and attorney from San Francisco. McCallum arrived in 1884 with his family seeking health for his tubercular son. Two years later, he purchased the surrounding land in the vicinity from the Southern Pacific and set about improving the water supply by constructing an aqueduct. Completion of the aqueduct made possible the rapid growth of fruit trees and alfalfa fields and led to the subsequent rich agricultural development of the Coachella Valley.

Another colonist, Doctor Welwood Murray, who purchased a site from McCallum opened the first family operated hotel in 1886. In 1897 McCallum passed away, but his daughter Pearl McManus still resided in the Village.

In the late 1890s, at the eastern end of the valley, the famous agricultural history of Indio began when botanist Pat Gale experimented with date shoots that C.P. Huntington, president of the Southern Pacific Railroad, brought with him from a vacation in Algeria. Today Indio and the agricultural area surrounding it produces 90 percent of the annual U.S. date crop, plus a variety of other fruit.

By the turn of the century, Palm Springs was becoming a thriving resort community with more than ten buildings, a post office, and many seasonal visitors. In the early 1900s, word spread that the dry climate in the desert communities had health benefits. A number of boarding houses in Palm Springs specializing in asthmatic and respiratory care began to draw visitors. Nellie Coffman, credited with founding the famous Desert Inn in Palm Springs, started her hostelry as a health-care boarding house in 1909.

Within the small town, a school house was erected in 1914, and by 1918, the early villagers, spurred on by Mrs. Coffman, founded a Board of Trade which functioned as a chamber of commerce for the community. Early hotel operators seized the opportunity to attract wealthy Easterners afraid to travel to Europe for spa treatments during World War I.

Following the success of the Desert Inn, other resorts large and small catering to a moneyed elite appeared in Palm Springs in the 1920s and 1930s. Of these, the most noteworthy were the Oasis Hotel (1925) and the El Mirado Hotel (completed 1928). By the late 1920s, the area had become popular with the Hollywood crowd as a winter playground for movie stars and moguls. The grand El Mirado Hotel received wide publicity as the largest and most sumptuous of the Palm Springs resorts. Charlie Farrell and Ralph Bellamy, two young film stars who

wanted more access to the area's few, but popular tennis courts, founded the prestigious Palm Springs Racquet Club in 1932. Smaller hostels in the area initially included, the Estrella Inn, which was constructed in 1933 and the Ingleside Inn. Built in 1925 as the estate of the Humphrey Birge family, owners of the Pierce Arrow Motor Car Company, the property was sold and then converted to a 20-room inn in 1935. The Orchid Tree Inn, originally called the "Sakarah" apartment motel, was built as a small courtyard bungalow motel around 1934.



As Palm Springs grew, local concerns over a lack of adequate zoning controls led to a successful vote for incorporation as a city in 1938. World War II brought increased activity to the desert with General George S. Patton Jr. directing military training maneuvers in preparation for an invasion of the North African deserts. The El Mirado Hotel and grounds were requisitioned and turned into the Torney General Hospital in time to receive the wounded from the battlefields of the war. An airfield was established at the time with two-mile long runways, which later became the Palm Springs Airport.

Following the end of World War II, Palm Springs returned to its pre-war resort status. Growth of this desert area, as well as much of the Coachella Valley, experienced an extended building boom lasting over three decades. Large and small hotels thrived during this period, many located along Indian Canyon Avenue. Additionally, Palm Canyon Drive became the commercial heart of the city with its strip of retail stores, restaurants, and glamorous nightclubs such as the Chi Chi and the Doll House. Some of southern California's most exclusive stores opened branches along Palm Canyon Drive, including Bullock's, Robinson's, and Desmond's. By 1960 Palm Springs had been transformed into an increasingly urban environment with schools, hospitals, an airport, and other civic amenities.



In addition to the construction of custom residences throughout the City after 1945, tract houses marketed as second homes to upper middle class buyers began to appear. These tract homes were designed in the Modern architectural idiom that was becoming increasingly popular in the Coachella Valley and throughout southern California during these decades. The first Palm Springs tract development of approximately 100 dwellings was built in 1948-49 near the Tahquitz Creek in the south end of town by Los Angeles-based developer Paul W. Trousdale. Starting in 1957, and continuing until the mid-1960s, San Fernando Valley developers George and Robert Alexander constructed the first of thousands of tract houses in the Modern architectural style that would be built throughout Palm Springs.

From the 1970s through the early 1990s, condominiums became the primary residential building type constructed in the City for use as second homes. It was during these years that Palm Springs entered an extended period of economic decline that derived, in part, from the then-perceived dated look of its architecture, distance from numerous golf courses, and lack of expansive new gated communities in comparison to the growing Coachella Valley cities of Rancho Mirage, Palm Desert, Indian Wells, and La Quinta located further east. Palm Springs' fortunes turned around; however, in the late 1990s when the city's rich architectural heritage and

its pedestrian-friendly downtown was rediscovered and publicized. Today, Palm Springs is experiencing a building boom that rivals its 1950s and 1960s heyday.

4. Tourist Camps and Bungalow Courts

With the growing popularity through the teens and twenties of the automobile, a new kind of tourism, not dependent on the railroads, began to flourish throughout the country. The proliferation of the automobile reinforced the movement for a comprehensive system of national highways, begun in the 19th century. Gaining momentum with the establishment of a coast-to-coast road and the passage of the Federal Highway Act of 1916, automobile tourism captured the imagination of the American public. Travel by automobile seemed to offer the ultimate in freedom of destination and from the limitations of time and budget. At first, the pioneers of the open road slept in ad hoc campgrounds. Subsequently, municipalities and private landowners opened organized tourist camps, eventually equipping them with such amenities as toilets and showers, parking areas, picnic tables, fireplaces, and even electricity. In the 1920s, some entrepreneurs decided that more permanent accommodations would attract paying clientele, and cabin camps began to dot the highways. More widely known as cabin courts, cottage courts, and tourist courts, these facilities were the forerunners of that fixture of American highway, the motel.¹⁰ In appearance, the tourist courts had much in common with the bungalow court, including its design and configuration. The primary difference between the two was the greater emphasis put on automobile accommodation in the tourist court, where the central courtyard usually became an internal access road and parking was provided for each unit. In fact, the word "Mo-tel" was registered with the Library of Congress by Pasadena bungalow court architect, Arthur S. Heineman, in 1925.¹¹ The first recorded use of the word was at Heineman's Milestone Motel, which opened in San Luis Obispo in 1926.¹²

First appearing on the southern California landscape during the 1910s, bungalow courts consisted of a series of detached cottages, each usually containing one or two dwelling units, arranged around a central, public space. Plans of the courts varied somewhat, most commonly appearing as two bars connected across the rear to form a "U" shape. Often the composition of the court would have a central focal point, either a two-story rear unit, an archway across the entry or at the rear connecting the units, a light standard or some other element of the landscape. Where space permitted, individual gardens enhanced each bungalow. Each unit would have its own entry either facing the court or the street. Living areas would also face the court, with kitchens and bathrooms placed at the rear of the building, where a perimeter service path was usually sited. Garages, when provided, were located in the rear of the property, accessed either by driveways along the sides of the court or by a driveway that ran through the center of the courtyard. Stylistically, courts displayed the same architectural tastes that were evident in the

¹⁰ Chester H. Leeds, "Main Street to Miracle Mile. American Roadside Architecture," pp. 160-184.

¹¹ "Bungalow Courts in Pasadena," National Register of Historic Places nomination.

¹² *Ibid*

modernism for the masses: appealing, affordable tract houses, open-plan, post-and-beam structures with butterfly roofs and sweeping floor-to-ceiling windows. }

The style was also incorporated into a variety of short-term transient lodging facilities, such as apartment buildings and motels. The motel became an archetypal building type, and Palm Springs boasts one of the finest collections of custom and commercially designed motels in the country.¹⁴ Many were designed by prominent Modernist architects, including Albert Frey, Stewart Williams, William Cody, John Lautner, and William Krisel. As with any flexible and living architectural type, the motel adapted to the conditions of Palm Springs. In the City, motels were a destination, a vacation spot, where people came to spend a weekend, a week, or a month. The spectacular views of the mountains and the perfect winter weather were to be enjoyed at the motel. These considerations altered the prototype, with kitchenettes and larger, more sheltered pool and outdoor areas. The resort character, present but minimized in typical roadside motels, was enlarged in many of these local designs.

Roadside motels sold themselves as momentary vacation breaks, where one could relax from a rigorous business trip or long and hot road trip next to a cool pool with either a diving board or curving fiberglass slide. Carefree names like the Town and Desert, Villa Royale, Warm Sands Villa, Desert Riviera, Holiday House, or Palm Garden, all Palm Springs motels advertising in the 1953 city directory, underscored the basic architectural character of escape and recreation. Pool terraces were social settings as well, where strangers mingled and befriended each other. One of the best of these was William Cody's 1955 L'Horizon, a casual collection of Modern, flat-roofed bungalows around a broad lawn and pool built for movie director Jack Wrather. The wide-eaved bungalows situated on an oblique grid provides an unfolding experience of small courts, private entries and leisurely rambles among the buildings. Palm Springs, playground of the wealthy in the 1920s and 1930s, reconfigured itself to handle the increasing number of middle-class vacationers in the 1950s. As in housing and store design, Modernism proved a popular means of attracting those customers.

Local architect Albert Frey designed a number motels and long-term lodging facilities within the City. The design of the San Jacinto Hotel, built in 1935 and the Villa Hermosa, erected in 1947, reflect modern European worker's housing of the 1930s; both include flat-roofed forms, with multiple staircases leading down to a common central pool and garden. The 1958 Premiere apartment motel, which is located within the survey study area, exhibits typical stylistic influences of the many two-story vernacular motels that had already dotted many of the California roadsides at the time. The form is more streamlined and unified than the earlier motels

Modernism not only flourished in Palm Springs' residential architecture, but in the city's civic and commercial buildings too, among them the Albert Frey designed city hall building, the

¹⁴ Alan Hess and Andrew Danish, *Palm Springs Weekend*, pg 134

Palm Springs International Airport, the Palm Springs Desert Museum, dozens of retail shops, and numerous bank buildings. From city hall to bank buildings to retail shops to motels to custom homes to country clubs to tract homes, the full and varied impact of Modernism can be seen in Palm Springs as clearly as anywhere else.

6. Orchid Tree Inn Property

Situated at the southwest corner of Belardo Road and Baristo Road, the Orchid Tree Inn has been welcoming guests since the mid-1930s. Over the years, the inn has expanded to include most of the property surrounding the initial bungalow court motel. Today, a variety of housing types comprise the Orchid Tree Inn property, including a Craftsman bungalow; a Modern style apartment building; a combination one- and two-story apartment complex; a small Spanish style duplex; a one-story, L-shaped motel complex; a rectangular shaped, four-unit apartment; and the original "U" shaped courtyard motel. Prior to the construction of the Spanish Colonial Revival tourist court, the block in which the property is located was primarily undeveloped. The 1929 Sanborn Fire Insurance map illustrates the area with defined parcel lots, a one-story dwelling along what was originally called Palm Avenue (now referred to as Balardo Road), a single-family residence and a small duplex along Orange Avenue (now called Cahuilla Road), and a few houses of varying size along Park (now Arenas Road). Lime Street, which would later become Baristo Road, contained no improvements along this block and only two residences a few blocks west.

At the time, most of the hotels, motels, and resorts, including the Winter Garden Hotel, Desert Inn, Oasis Hotel, El Mirador Hotel, and others were north of the Orchid Tree Inn site. The oldest structure on the Orchid Tree Inn property is a Craftsman influenced bungalow, which is dated from around 1915. Situated along the east side of Cahuilla Road within the Orchid Tree Inn grounds, this dwelling once had its own address as 248 South Cahuilla Road (later changed to 262 South Cahuilla Road). For over 45 years it was owned and occupied by Genevieve Reilly, a Christian Science practitioner. It was later acquired and incorporated as part of the Orchid Tree Inn property and converted to transient lodging as part of the motel. Since its acquisition, the bungalow has been extensively altered on the exterior and interior. Much of the exterior features, including the stucco siding and river rock cladding are recent additions.

Located a few lots to the north, still within the Orchid Tree Inn property, is a small one-story Spanish Colonial Revival duplex. No building permits exist for this stucco clad building; however, in reviewing Sanborn maps and tax assessor records, as well as assessing its architectural style, workmanship, and materials it appears this small residence was erected around 1927. In reviewing city directory information, the property was owned for over twenty years by Mac Abbott, a non-resident of Palm Springs who lived in Claremont and used this multi-family dwelling on a seasonal basis. The other unit in this duplex appears to have been utilized as a rental with a variety of white-collar type workers occupying it over the years. With

an address of 244 South Cahuilla Road (later changed to 244-248 South Cahuilla Road), the property was sold in 1965 and acquired as part of the ever-expanding Orchid Tree Inn.

Over the years, as more seasonal visitors came to Palm Springs the need for adequate short-term lodging facilities grew. The Orchid Tree Inn, constructed in 1934 by local builder Herbert Foster, was built in response to that lodging demand. Erected at the northwest corner of Baristo and Belardo roads (originally Lime and Palm Avenue) the small motel called the "Sakarah" was constructed as a 10 unit bungalow court motel apartment. As was typical at the time, the complex was designed in the Spanish Colonial Revival style and featured a large landscaped court area in the center. The original entry approach into the complex was off Baristo Road. In the latter part of 1940, the motel not only changed ownership, but its unusual name. Under the management of John "Harry" and Martha Irvin, the motel was renamed the "Apache Lodge." As to not cause confusion, the name Sakarah was also listed along side the Apache Lodge in the local city directories for a number of years. By 1948, the small motel changed names, and probably ownership though not documented, again. Retaining its 226 West Baristo Road address, the complex was now called the Bel-Ardo Villas. For approximately two years the bungalow court motel operated under this name; however, by 1952, it was sold and renamed yet again. It was at this time that the property acquired its current name the "Orchid Tree Inn," as well as a swimming pool with diving board and additional landscape features such as orchid trees. Over the next ten years the property would undergo exterior modifications that would include replacement of original wood-framed windows with aluminum sliders, the removal of Spanish Colonial Revival inspired wrought iron window treatments, modifications to the central portal at the north end of the complex (originally arched), and the re-landscaping of the courtyard area. In the recent past, additional alterations to the complex have included the relocation of the main entrance of the complex from Baristo Road to Belardo Road, the re-configuration of some of the individual units, the re-stuccoing of exterior surfaces, tile roof repair, and further re-landscaping of the courtyard area and the installation of a newer swimming pool. Even with these modifications, however, the property still retains and reflects its original design intent as a charming bungalow court motel and conveys a particular period of time in Palm Springs' history.

Built along South Belardo Road is the fourth oldest structure on the Orchid Tree Inn grounds. Located along the northeast boundary of the property, adjacent to motel's parking lot, this one-story, four-unit apartment building was built around 1938. Designed in a vernacular modern style, it was owned and occupied initially by Mrs. Louise Fanning. Referred to as the "Elidore Apartments" with an individual address of 231 South Belardo Road, the units that comprise the complex were occupied over the years by family members, including Elizabeth, Kenneth, Dorothy, and Margaret Fanning (Potter). It appears that the name of the building was derived by combining the first part of the names Elizabeth and Dorothy; however, this hypothesis has not been confirmed. The complex was acquired from the Fanning family in 1970, and incorporated into the overall Orchid Tree Inn property.

October 24, 2008

We have included a Harford Hotel-selector from the Hartford Service "the Travel Agents Representative" for Palm Springs California in the year 1941-42.

The format lists local hotels, ranches, apartments and bungalows that are available for rent in the city of Palm Springs.

La Serena is listed under "Bungalows" and is noted to have 32 units and had servant quarters along with serving a "mixed clientele."

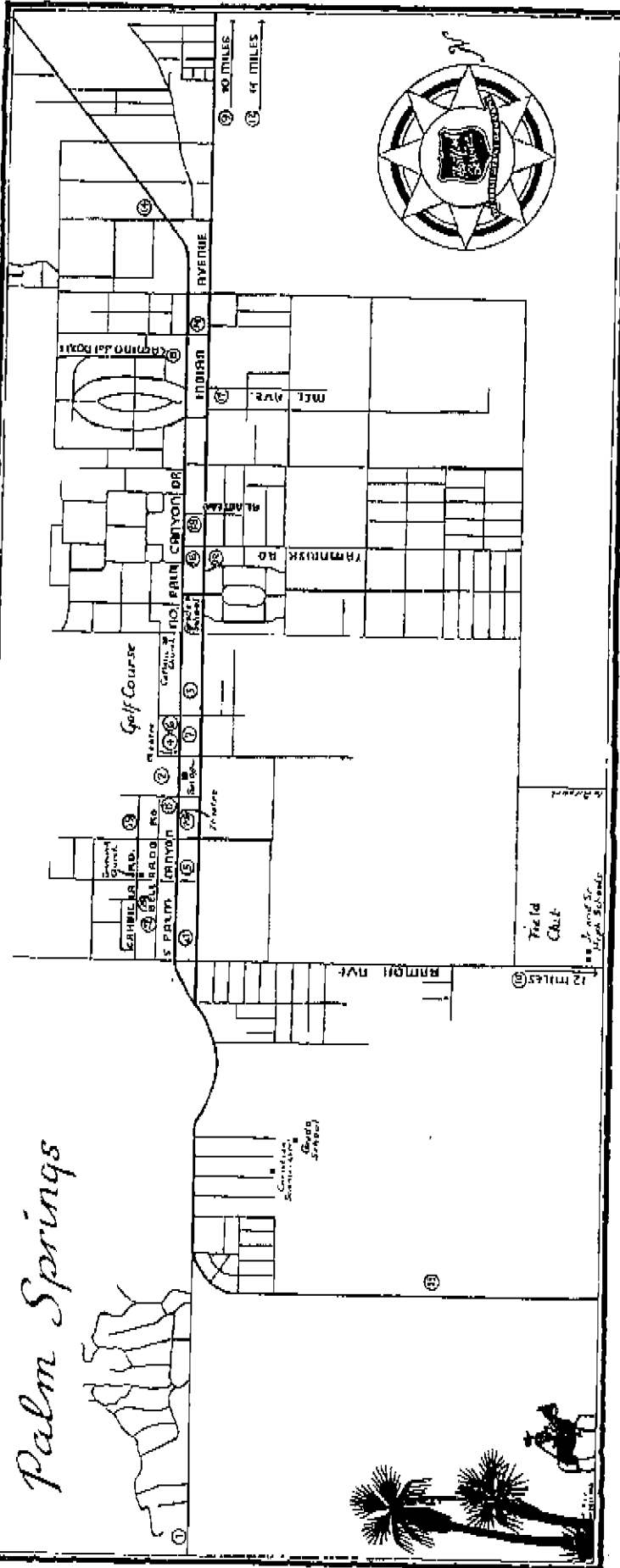
There are only three of these "bungalows" listed in the this hotel-selector and if La Serena is torn down we will loose one of the most unique motor-type lodgings located in the Palm Springs area at a very important point in our local history.

I have included brochures from other hotel and apartment hotels on the list . One that was on the list, "Casa Cody" has been demarcated as a Class I historical site and has been saved. Many of the others on the list have been lost to development.

Also included is information on La Serena which represents an era of motor bungalows where it was possible to park next to a self contained bungalow apartment and enjoy a exceptionally comfortable stay in our fair city.

Handwritten notes:
La Serena
1941-42

Palm Springs



Palm Springs

CALIFORNIA

TAHOITZ VISTA

HOTEL and APARTMENTS
418 South Palm Canyon Drive

DAILY RATES - Oct. 1 to Dec. 15 and
Easter to Jun. 1 (except holidays)

Hotel Rooms 2 persons
\$6.50 to \$8.50
Double Apts. 2 to 4 persons
\$10.00 to \$15.00
Triple Apts. 4 to 6 persons
\$16.00 to \$20.00

DAILY RATES - Dec. 15 to Easter

Hotel Rooms 2 persons
\$9.00 and \$10.00
Double Apts. 2 to 4 persons
\$15.00 and \$18.00
Triple Apts. 4 to 6 persons
\$20.00 to \$25.00

Extra persons \$2.50 per night each

Guests may enjoy the use of the
swimming pool just across the street
at El Encanto.

SUPERVISED PLAY PROGRAM FOR CHILDREN



Reservations are necessary

telephone Palm Springs 4343
in Los Angeles - Hollywood 9-2111



PALM SPRINGS
CALIFORNIA

PLEASURE

PALM SPRINGS, CALIFORNIA

THE House of Murphy

HOTEL—APARTMENTS

THE House of Murphy
HOTEL—APARTMENTS

Phone 5700

Miss Billie Murphy, Manager

No longer here

COMFORT

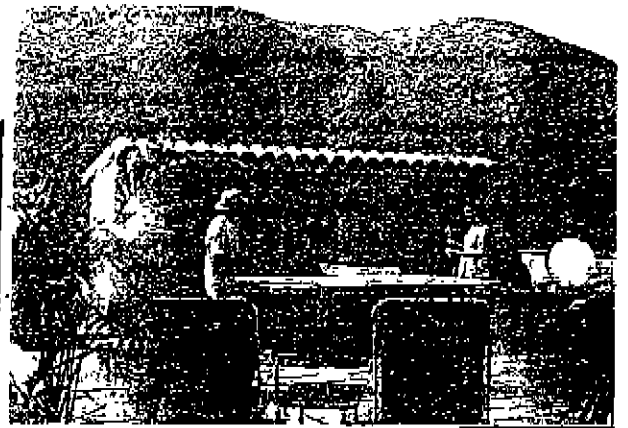
Lovely
PALM
CANYON

HEALTH

PLEASURE

"May we welcome you to
The HOUSE OF MURPHY?"

When you come to Palm Springs, you will completely enjoy life under the rays of our warm winter sun. The House of Murphy incorporates many unusual features that will promote and benefit your health and happiness, making it your ideal vacation headquarters.

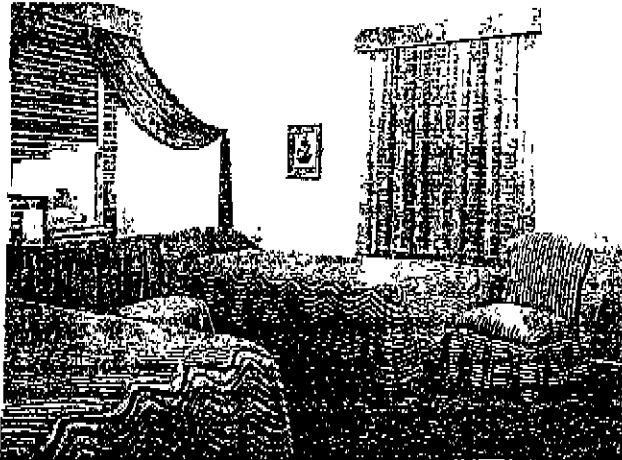


Lovely

COMFORT

PALM
CANYON

HEALTH

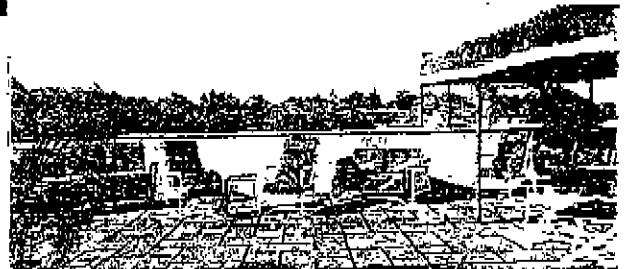
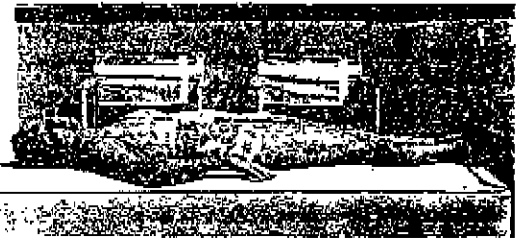


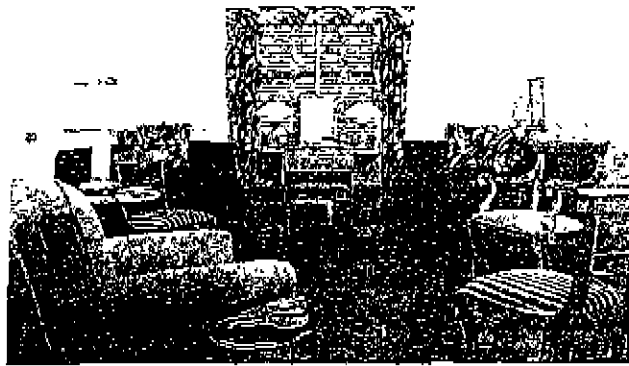
"IDEALLY LOCATED"

Against the unusual setting of beautiful Tahquitz Canyon and the towering mountainside nestles our modern hotel and apartments. The entire desert and picturesque village unfold at your feet. Recreational facilities and scenic wonders are all quickly accessible. A congenial group of refined people from the business and social world join you in making The House of Murphy the happy Vacationland.

"HEALTH AND HAPPINESS" say Leading Scientists. The rays of the sun become extra beneficial for our well-being when the human body is grounded. We have installed a special device that for the first time gives you the rays of the sun in their most healthful form.

Our scientifically built roof garden is the ultimate in sunbathing. Restricted areas for ladies and gentlemen.





COMFORT

The House of Murphy offers many new scientific additions for your comfort, including disinfection of your room or apartment that leaves it immaculately fresh and clean.

Our air cooling system brings to you a constant flow of clean fresh air and is operated to its maximum efficiency. Of course our unit heat gives you warmth and freshness of sun light... operated by you, electrically, at a moment's notice in each apartment. Every room with private bath.

RATES

\$3.50 and up single.
\$4.50 and up double.

\$7.50 and up for
apartment

Weekly and monthly
discount.

HOUSE OF MURPHY
Hotel—Apartments
PALM SPRINGS

Lovely
PALM
CANYON



Apartments in original building, all on ground floor, consist of two rooms with twin beds, private bath and kitchenette. Extra bed at small additional cost.

Also one larger apartment with accommodations for four.

AMUSEMENTS

Horseback riding, hiking and motor trips are chief diversions. A public golf course, with nominal fee, is now available. Dinner dances at the hotels provide evening amusement.

Chronic invalids or tubercular persons cannot be accepted as guests of the Hacienda.

RATES

Single apartments, accommodating three, \$35 per week, everything furnished.

Monthly rates \$125 to \$150. Extras, gas and electricity (on meter) and laundry.

Two room apartments, accommodating two, per week, everything furnished.

Monthly rates \$100. Extras, electricity, gas and laundry.

Three room apartment, accommodating four, per week, everything furnished, or \$140 per month, electricity, gas and laundry extra.

Rates by day, \$5.00 and \$6.00 for one and \$10.00 for each additional person who occupies the apartment.

Deposit required with reservations

Write or Phone:

MR. OR MRS. ROBERT G. PARKER
PROPRIETORS
"THE HACIENDA"

Telephone 3852 Palm Canyon Drive
PALM SPRINGS, CALIFORNIA

"CHARM"

"The Hacienda"

SINGLE and DOUBLE

Apartments

By Day, Week
or Month



PALM SPRINGS
CALIFORNIA

No longer here

THE HACIENDA

(An apartment house where you feel at home.)

The "charm of the desert" is an intangible something which cannot be explained. It is in the sparkling sunshine which warms you physically; in the romance of soft moonlight and black, silver-studded skies which thrill you emotionally; in the mystery of shifting sands and unbroken silences which awe you; and in the winds and elements which challenge you. The desert is a mystic place of relaxation and peace surrounded by mountains and canyons to be admired, explored and remembered.

These are but a few of the reasons why every winter season, beginning early in October and lasting until late in May, thousands of people go to Palm Springs, a quiet but vitally alert little village, 452 feet above sea level, on the edge of the Colorado Desert of California, 113 miles east of Los Angeles.

HOW TO REACH PALM SPRINGS

The Pickwick stages make daily trips direct to Palm Springs, and the Southern Pacific trains discharge passengers ten miles from the village where all but night trains are met by a local stage.

The automobile trip, via the Valley Boulevard out of Los Angeles, is through endless citrus groves of intoxicating perfume or golden fruit. It cuts through the center of the largest vineyard in the world and then to Ontario, where you make a choice between going through Riverside, and up the Jack Rabbit Trail, to Beaumont, or through Redlands to Beaumont and then through the almond orchards surrounding Banning

Thirteen miles east of Banning you turn right off the main highway and go ten miles on good macadam road to Palm Springs. Here you find modern hotels, apartment houses and private homes, architecturally in harmony with the desert, set in an oasis of magnificent old cottonwoods and stately palms, and desert gardens of cacti, wild verbenas and giant oleanders.

THE HACIENDA

The Hacienda, a "homey apartment house," is ideally located on Palm Canyon Drive, the main highway, at the south end of the village in a protected cove of the mountain almost at the entrance of Tahquitz Canyon. This canyon is second only to Palm Canyon in beauty and interest and is considered the hikers' principal objective.

The Hacienda has recently been remodeled and six single apartments added and gas installed for heating and cooking.

The furnishings are simple, cheerful and artistic with the comfort and convenience of guests the consideration. Wide verandas and grassy lawn make lounging in the sun a daily delight.

There is a compact kitchen for complete house-keeping, or guests can dine at several excellent hotels and restaurants, all within a radius of three blocks.

Delivery of fresh vegetables, milk and provisions are equal to city accommodations and maid service can be had at reasonable rates.

Single Apartments in the new two-story section consist of one large room equipped with double wall bed and three foot couch bed, private bath and kitchenette.

Palm Springs Palm Springs
CALIFORNIA



View may be restricted by size of screen in the
 a. Video. Screen printing by point or dot will be
 a. limited.

For information on Tahquitz Vista Hotel and Apartments
 telephone 434-1111. In Los Angeles, call
 Tahquitz Vista Hotel and Apartments
 PALM SPRINGS, CALIFORNIA
 434-1111
 or one Palm Springs 434-1111
 in San Francisco, phone 434-1111

No Pets Allowed

72

Your PALM SPRINGS Visit will be
 More Enjoyable if You Stay at
TAHQUITZ VISTA
 Recommended by Duncan Hanes as
 one of the better apartment hotels
 in America's foremost winter resort.



You who are seeking an ideal vacation spot

will find it in Palm Springs at **TAHQUITZ VISTA**
 — located on Palm Canyon Drive just three blocks
 from the very heart of the village... it affords one an
 unsurpassed view of the desert with the rugged, snow
 capped mountain of San Jacinto as a background. The
 famed Tahquitz Canyon forms a dramatic complement to
 the beautiful garden patio of **TAHQUITZ VISTA**.

TAHQUITZ VISTA HOTEL and APARTMENTS

TAHQUITZ VISTA Invites You

RELAX to your hearts' content in an atmosphere of hospitality and comfort in the beautiful garden of Tahquitz Vista. Our accommodations lead themselves perfectly to the desert atmosphere. Broad windows and glass doors open on sunny balconies and private porches surround the patio.

Hotel rooms are completely furnished with twin Simmons beds, studio couch, tile shower or tub and ample closet room.

Double apartments, accommodating 2 to 4 persons, consist of living room with a double in-a-dome bed, bedroom with twin beds, tile bath with tub and shower and modern kitchen fully equipped.

Triple apartments accommodate 3 to 6 persons and consist of living room with a double in a dome bed, two separate bedrooms each with twin beds, tile bath with tub and shower and fully equipped kitchen. Daily maid service is provided in every accommodation. Heating is individually controlled by Williams Warm Water equipment.

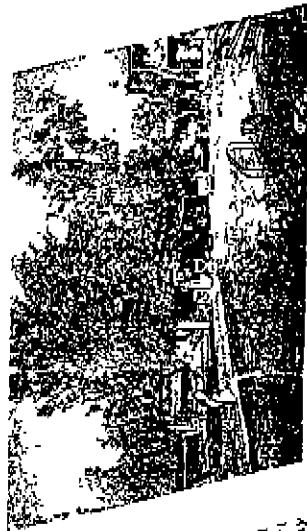
To the left are the famous Tahquitz Gardens — a place where you can enjoy the beauty of the desert.



At right of the patio showing the colorful garden with its fine native flowering shrubs and cacti and looking the city.



Ping Pong is popular sport on sunny Water days.



The Spectral, new 87' Executive pent just across the street is available to Tahquitz Vista guests.



At TAHQUITZ VISTA the spacious rooms of each apartment are furnished in keeping with the early Colonial, architectur of the buildings. Comfort is typified in the charming living room of each apartment. The lightful furnishing in the modern manner.

Typical of the comfort Tahquitz Vista are the deep downy beds of each accommodation. Large bedroom windows afford perfect ventilation.

Kitchens are equipped with electric refrigeration and Magic Chef ranges. All utensils, linens and toilet fixtures are included.



MARKETS, smart shops and theatres are all within five minutes walking distance. Tahquitz Vista operates the European plan. However, an excellent restaurant is adjacent to the premises and room service may be had at any time.

Season extends from October 1 to June 1

Tahquitz Vista Rates

HOTEL ROOMS		DOUBLE APARTMENTS	
2 Persons	\$ 90.00	3 to 4 Persons	\$180.00
3 Persons	\$120.00	TRIPLE APARTMENT	
		4 to 6 Persons	\$270.00

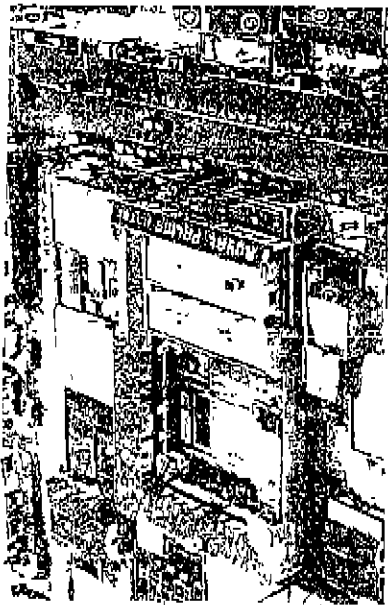
Daily maid service is included in these rates.

ALL PALM SPRINGS one

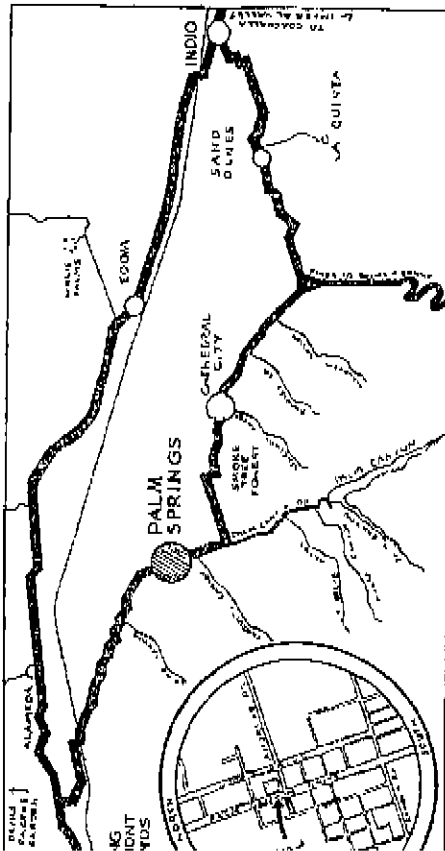
has a course of many facilities for recreation. On the grounds at Tahquitz Vista one may sun, relax in the patio or on our private sun deck. For the more actively inclined, bicycling, horseback riding, tennis, swimming, bowling, golf, ping pong and other activities are available. For the youngsters a sand box, swings and garden games keep them well occupied.

For after dark amusement there are fine picture theatres, dancing and entertainment at leading hotels and smart night clubs. Or, one may lounge about our large outdoor fireplace and just star gaze.





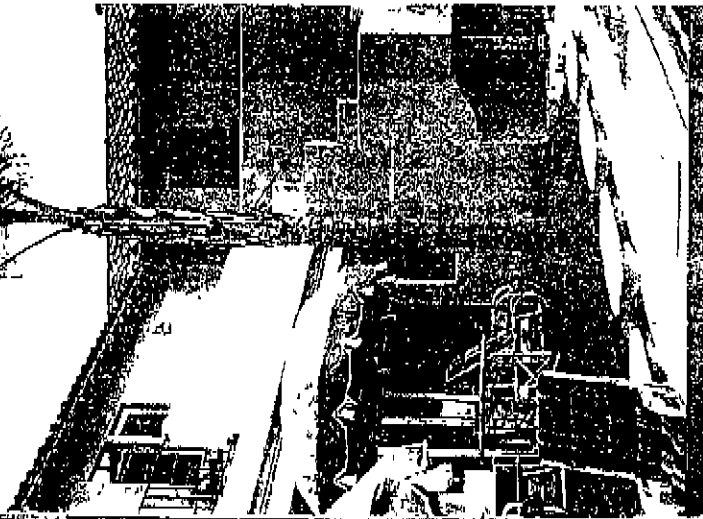
- 1 Garage
- 2 Drug Store
- 3 Tavern
- 4 Desert Canteen
- 5 Royal Palm Apartments
- 6 Greyhound Bus Terminal
- 7 Indian Trading Post



PALM SPRINGS

CALIFORNIA

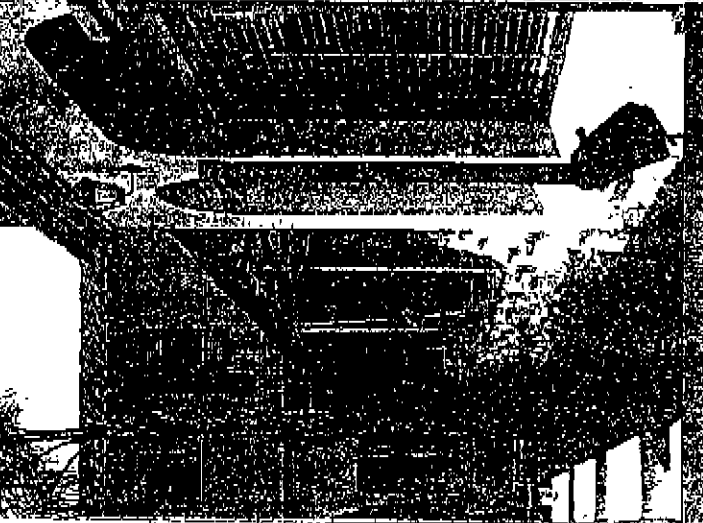
ROYAL PALM HOTEL



PALM SPRINGS

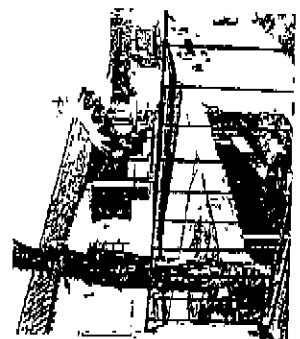
CALIFORNIA

ROYAL PALM HOTEL



The Royal Palms Hotel
Ideal for . . .

Rest, Recreation and Health



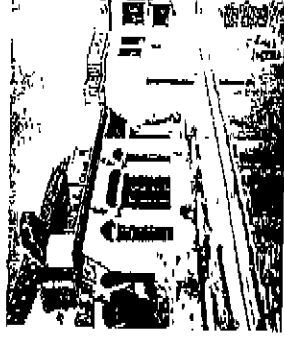
The Lobby

LOCATED at the foot of lofty Mt. Jacinto, in 453 feet above sea level, the Palm Springs desert area is ideal for its excellent water climate, clear skies, and sun drenched days generating nights induce restful sleeping. The average noon temperature is 81 degrees, evening 45 degrees.

Cycling, golf, tennis, hiking, riding, swimming, and bowling are included as popular recreational sports.

Palm Springs one finds churches and every denomination, private public schools, theaters, art colony, stage and telegraph service, public mess-halls, dentist and doctor.

Palm Springs is accessible by Motor Bus Line, Train or Airplane



LOCATED in the heart of the village, "Truly Nearest Things Worth While." Attractive shops, theatre, garage, sidewalk cafes, golf course, dance hall, and Indian Frontier Post, all are at your door.

The Lobby, Palm, Pool, and great rooms are situated away from the main thoroughfare where quiet and complete relaxation suggest the ease of desert life.

Large, attractively furnished rooms, each with private bath, dressing room, and electric heat offer comfort and luxury.

Complete hotel equipment, modern in every detail, together with a competent staff, serve to make your visit a pleasure.

We would be happy to number you among our satisfied guests and sincerely believe our services will justify your recommending us to your friends.



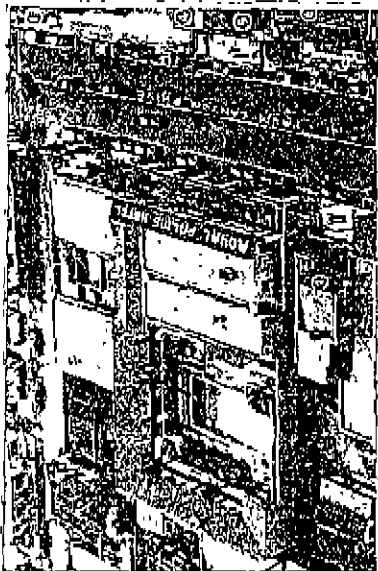
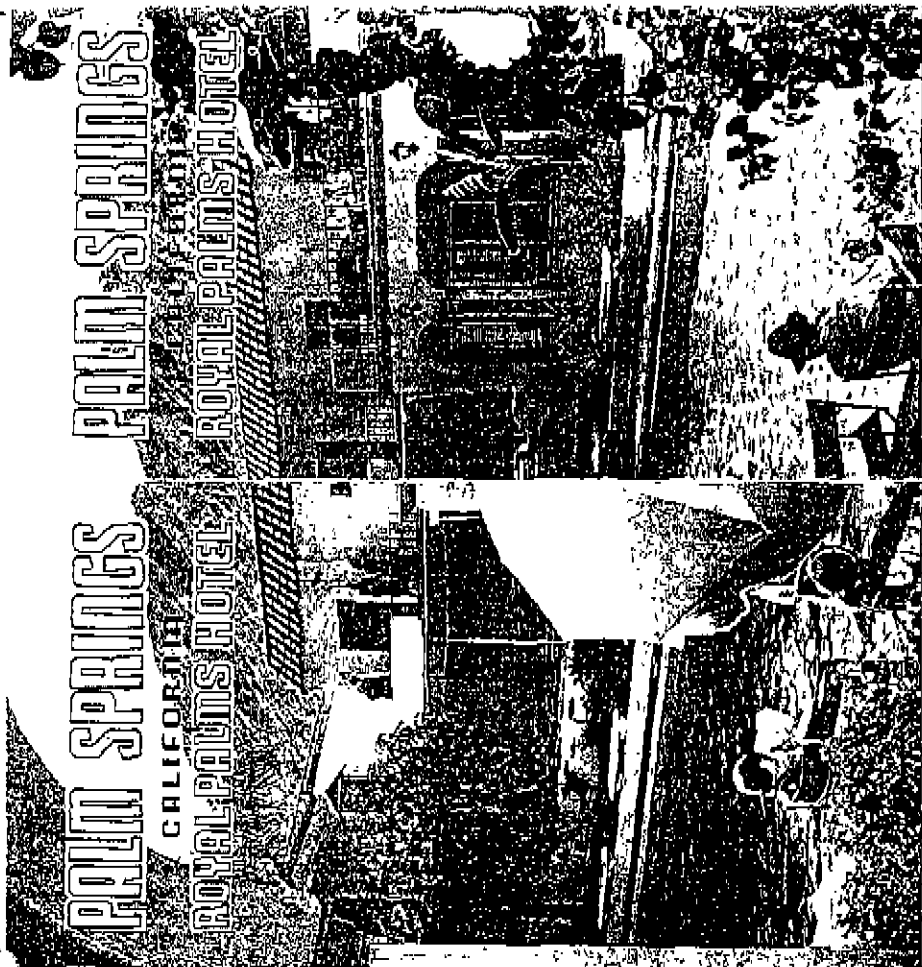
PALM SPRINGS

ROYAL PALMS HOTEL

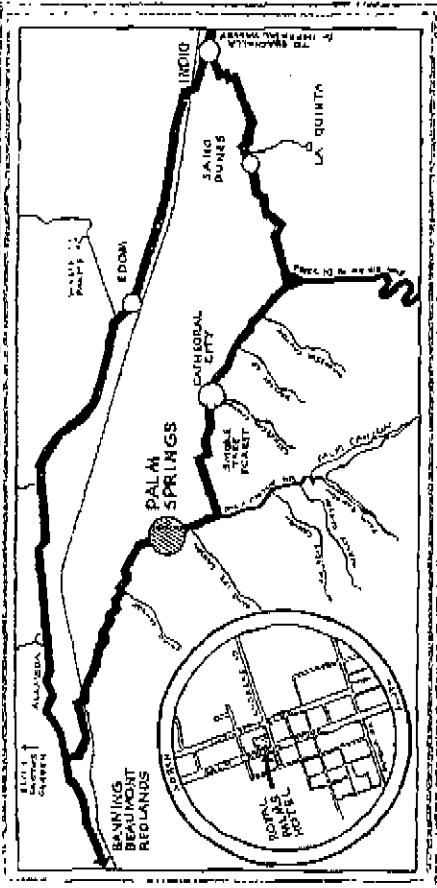
PALM SPRINGS

ROYAL PALMS HOTEL

CALIFORNIA



- 1 Grand
- 2 Dressing
- 3 Theatre
- 4 Deck, Cable
- 5 Royal Palm Annex
- 6 Greenhouse & Tennis
- 7 Automobile Trading Post



SWIMMING POOL



PATIO



SUN DECK



LOBBY AND POOL



LOUNGE



Palm Springs

Located at the base of Mt. San Jacinto, at 350 feet above sea level, the United Nations Ditch City, Palm Springs, and Sand Dunes are within easy reaching distance of the Valley.

The Palm Springs desert area is noted for its excellent winter climate, clear skies and sun-drenched days. Invigorating nights induce restful sleeping. The average winter temperature is 81 degrees, ranging 45 degrees.

Bicycling, golf, tennis, hiking, riding, swimming and boating are offered as popular recreational sports.

At Palm Springs, you have hundreds of lovely, every day, beautiful, private and public schools, theaters, art salons, bookshops and telegraph services, newspapers, and every desirable and desirable.

Palm Springs is accessible by Motor Car, Bus, Lane, Train or Airplane.



Swimming Pool

The Swimming Pool has a capacity of 50,000 gallons of treated, filtered and rested water assuring healthful, pleasurable swimming.

During Palm



The Lobby

The Royal Palms

Located at the heart of the oil city, Fresh Springs, The Royal Palms, a complete shopping district, garage, sidewalk, club, golf course, dance hall, and modern traveling Post, all are at your door.

The Lobby, Price, Pool, and gymnasium are equipped with the finest furnishings throughout. The complete relaxation suggest the ease of desert life.

Large, attractively furnished rooms, each with private bath, dressing room and electric items, offer comfort and luxury.

Complete hotel equipment, meals, and every detail, together with a competent staff, serve to make your stay a pleasure.

We would be happy to number you among our satisfied guests and sincerely believe our service will justify your recommending us to your friends.



Palm Guest Room

The Royal Palms is equipped on the European plan, however, direct plans to our Golf Shop and Cocktail Lounge for room service are available.

Room 46 Apartment to 5000 All Year

MANAGER ASSISTANT MGR.
Bldg. Elevator Wash-
ing Machine

Max. 10 to November 1st

Daily \$3.00 to \$2.25
4.00 to \$3.00
5.00 to \$4.00
6.00 to \$5.00
7.00 to \$6.00

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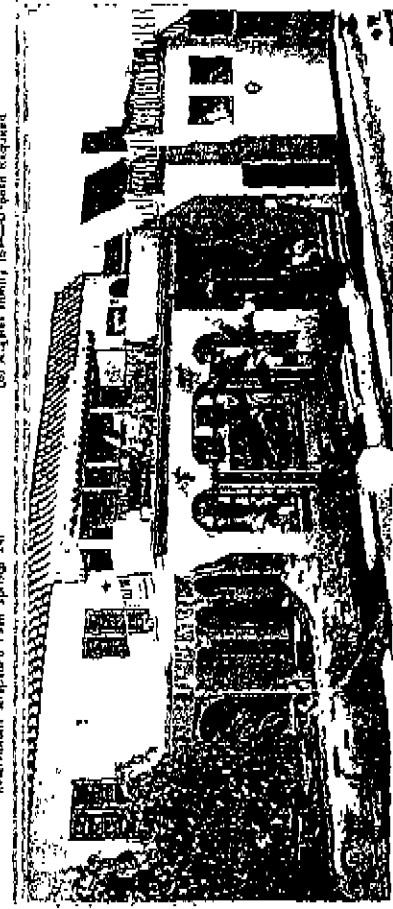
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Jay Thompson

From: aylaian@aol.com
Sent: Saturday, November 01, 2008 3:07 PM
To: CityClerk@palmsprings-ca.gov; Jay Thompson
Subject: Case No. HSPB - 69

RECEIVED
CITY OF PALM SPRINGS
2008 NOV -3 AM 9:03
JAMES THOMPSON
CITY CLERK

Dear Mr. Thompson:

RE: CASE NO. HSPB - 69 / LAS SERENAS VILLAS

This letter is intended to voice my support for the designation of the Las Serenas Villas as a Class 1 Historic Site. My husband and I live at 377 W. Baristo Road, several blocks away from Las Serenas Villas. When the hotel was still open, we visited it during the annual Christmas Walk through the Historic Tennis Club Neighborhood, and were very pleasantly surprised to learn the history of the hotel, and to hear the names of the celebrities and personalities who were associated with the history of the hotel. It's character and history bolster the stature of the Historic Tennis Club area, and are part of what defines Palm Springs as being unique. The heritage of Palm Springs is one of the glamour associated with being a resort retreat for Hollywood celebrities and dignitaries, and inns like the Las Serenas are, in 2008, the only real evidence of that era that remain.

Please vote to designate this historic property as a Class 1 Historic Site so that it can be preserved; we have already lost far too many of the distinctive properties that established Palm Springs, and the Historic Tennis Club Neighborhood, as being special.

Sincerely,

Lauri Aylaian
377 W. Baristo Road
Palm Springs, CA 92262
760.323.1187

7.A HSPB – 69 – LA SERENA VILLAS – Proposed Designation of 339 South Belardo Road as a Class 1 Historic Site and Notice of Exception from CEQA, Zone R-3, Section 15.

Director Ewing summarized the Staff Report, past history, and actions taken on this property. Two more emails were handed out today urging designation. Council asked HSPB to consider this property and determine if it can be recommended back to Council as a Historic Site. The structures were built as a small hotel in the 1930s in a Spanish Eclectic style. The property is being considered in its 2004 condition prior to alterations, as current condition of the property structures is poor, but many features are in tact. The 2004 permits have expired because restoration work was never completed. A Stay of Demolition was issued by Council pending historic designation research. The Stay expires in January 2009. Staff feels this is a "close call" for Class 1 designation because of its current state and the requirements to renovate and restore the structures. There are three options for this Board to take: (1) Terminate the investigation and take no further action; (2) Recommend Class 1 designation to the City Council based on the requirements that any alterations or renovations comply with the Secretary of Interior Standards; or (3) Recommend Class 2 designation, by identifying the site as "...unusable, non-conforming, un-restorable, or the like." Staff believes there is sufficient evidence to support a recommendation for Class 1 Historic Site designation, based on viable buildings in 2004 and today – although they have been significantly altered.

PUBLIC COMMENTS:

Michael Gonzales, attorney from Allen Matkins Law Firm, Los Angeles, for the La Serena owners, stated that the data in the records does not support the conclusions listed in the Staff Report and that no action or a Class 2 designation would be warranted. The record is incomplete as based on an analysis of the adjoining Orchid Tree property. Conclusions statements are found throughout the Staff Report and owners feel strongly there is not significant data in this record to support the two conclusions. The property owners request that HSPB not recommend Class 1 designation given its current condition. Based on the severe downturn of the capital market, there are no finances sufficient to complete the vision for the property.

Frank Tysen, Casa Cody Inn, 175 South Cahuilla Road, spoke strongly in favor of designating La Serena a Class 1 Historic Site as the owner of nearby Casa Cody and as a Board member of the Historic Tennis Club Neighborhood organization, whose Board has voted unanimously for the preservation of La Serena. Mr. Tysen also serves on the Board of the Small Hotels of Palm Springs and they are very concerned about this issue. La Serena is situated in Palm Springs' oldest neighborhood and contributes to the character and uniqueness of Palm Springs. Historic Inns are the defining quality for Palm Springs that no other city in the valley has. There were 21 historic inns in Palm Springs in the 1980s, seven have been lost to condo conversions, apartments, substance abuse centers, and private compounds. Some have been changed beyond recognition. The La Serena and Orchid Tree are languishing in half-demolished conditions. The survival of this important neighborhood is at stake and the increasing loss of rooms and revenue are at risk. With the loss of these inns and small hotels, this historic neighborhood becomes less authentic and less valuable. He pointed out that HSPB has discussed this neighborhood for becoming the first historic district. Mr. Tysen mentioned he had talked with potential buyers this morning who have an interest in re-purchasing and restoring La Serena, but current ownership has never responded to their inquiries. The project could easily be restored. Mr. Tysen urged the Board to support Class 1 designation of La Serena.

PUBLIC COMMENTS CLOSED

BOARD DISCUSSION and concerns:

- (1) Several important small hotels and inns have been lost and they do bring an important economic aspect to the City. Restoration for La Serena may be daunting, but there is enough left for restoration to occur;
- (2) If demolition is allowed to proceed, it might be setting a very dangerous precedent in Palm Springs because there are other potential historic properties sitting vacant. It would be a matter of time before they come before this Board one at a time for demolition;
- (3) When is the potential buyer going to come forward?;
- (4) La Serena was not on the list of 53 significant properties from the 2004 survey;
- (5) HSPB needs to look at this property in its current condition – not the 2004 condition;
- (6) It may be appropriate to give more time to determine viability of restoring;
- (7) Board needs to look at La Serena in a broader context than just architectural features;
- (8) Owners went into this with plans to renovate and restore, the buildings were stripped to a point where they can be renovated and upgraded. La Serena maintains the scale and massing of the motor court tradition, and could easily be renovated, but at some expense;
- (9) La Serena was viable when originally purchased, but was allowed to fall into its current deteriorated condition;
- (10) There appears to be a potential buyer who needs to come forward
- (11) If this property is changed to a Class 1 designation, what is the process with the owner?
- (12) How long will the process of doing anything be delayed?
- (13) Is there is any designation the Board could propose that would restrict it to the current massing density for a future project, and are these the only options at this time or could the Board propose an extension of 90 days for the potential buyer to come forward?
- (14) Could two-story buildings be built on that parcel based on current zoning?

Director Ewing explained that if Council adopts a recommendation from HSPB and acts to designate La Serena as Class 1, it would subject any new action on the property to a review by HSPB for appropriateness. The applicant can propose whatever they wish, but whatever is done will trigger a review process with HSPB. The permits have expired and the Building department is concerned about the condition of the structures. They have recently inspected the site and now believe the buildings are secure enough that there are no immediate safety hazard issues. It may be that the buildings could remain in their current state before the property owner makes any kind of proposal regardless of designation. If this property was clear of existing buildings, staff does not know. To speculate that what might be proposed or approved in the future is difficult to predict. The City retains total control over density, design under restrictions of the Zoning Ordinance. Anything could be proposed, the City would have jurisdiction over what is approved. The Council adopted a six-month Stay of Demolition which expires January 9, 2009 and there is no condition in the code for an extension beyond January 9, 2009. Whatever historic designation action, it needs to happen by the Council before January 9, 2009. The property is zoned R-3 which allows a 35 foot height limit – two-story buildings could be constructed. The acreage is 0.9 acres so that means about 13 or 14 units.

Mr. Gonzales stated that the owners would entertain any reasonable offer for La Serena. If the Board is inclined to move forward with designation, he suggested allowing the ownership a period of time to perform an appropriate historical assessment to determine if there is any historic fabric left in these structures. There is no architectural analysis to support the finding outlined in the Staff Report. Ownership asks the Board to take no action, approve Class 2 designation, allow time for the potential buyer to surface, or for ownership to make further historic determination. Markets change and the current housing market is very bad and unstable – the financial model for La Serena was based on a condo-financing mechanism and that market disappeared a long time

ago. It is a financial issue and is a result of the economic downturn, not of the ownerships' intent to demolish by neglect - that has never been the intent of ownership.

Board member Gilmer moved that HSPB recommend to City Council that La Serena be designated Class 1 Historic Site 69, seconded by Board member Marshall -

Further discussion: Board member Strahl requested that the potential buyer come forward. The Board is looking at structures that are not in the condition they were in 2004. Board member Gilmer commented that he feels the purview of HSPB is to assess structures as to their historical integrity, and that the economic viability of maintaining them is not an overriding factor whether there is a buyer or not. The Board needs to look at the integrity of the structure, its position in the City, and how it contributes to the overall historical identity of the City.

Vote on the motion to (state above) 4 Yes, 2 No (Strahl/Grattan), 0 Absent, 0 Abstentions. Motion passed 4/2.

8. CERTIFICATE OF APPROVAL REQUEST(S): None

9. OTHER BUSINESS:

9.A. DISCUSSION OF POTENTIAL CLASS 1 DESIGNATIONS:

Director Ewing reported that since original review of the properties by HSPB, where staff asked for the top priorities, Council forwarded La Serena & the P.S. Airport, for HSPB consideration, and these take priority. Processing nine properties cannot be completed by staff within a reasonable time frame. The Airport will be processed next since it is requested by Council. Staff now seeks Board comments and direction regarding priorities two, three, and four out of the remaining eight.

Board member Grattan stated that the Council needs to hear the statement regarding security at the Airport that was presented to the Board earlier in the meeting before HSPB moves forward.

Chair Williams explained that the Board had already nominated and recommended that Santa Fe Federal be designated Class 1 Historic Site 54. Council directed that it come back to them when the Baristo Lofts project, that includes the Santa Fe Federal, is presented to Council.

Director Ewing proposed taking (9.A-3) Santa Fe Federal, (9.A-4) La Serena (heard today), and (9.A-5) Front (west) Façade of P.S. International Airport off the list of priorities, as they will be moving forward. The Town & Country Center has been swept up in the Museum Market Plaza project, but there is nothing to preclude the Board initiating a process on that property, the Oasis Commercial Building, or the remaining properties. Absent direction from the Board, staff will proceed with the Airport and then back to 2006/2007 list and items (9.A-6) Ellwood/Palevsky House; (9.A-7) Horizon Hotel; (9.A-8) Del Marcos Hotel; and (9.A-9) Cary Grant "Las Palomas" House. The Board can alter that with direction to staff. Staff listed these properties on this Agenda and notified all property owners, and provided an Agenda so these properties could be discussed in open session today.

Board member Gilmer asked if Staff Reports have been prepared and sent to Council on the Santa Fe Federal and Oasis Commercial Building, and if a report was written on the Town & Country Center?

Chair Williams stated that a Staff Report has been written on Santa Fe, it has gone to Council, and a Historic Assessment has been written on the Oasis, but it has not gone to Council.



City Council Staff Report

DATE: July 9, 2008

PUBLIC HEARING

SUBJECT: AN APPEAL BY ROXANN PLOSS REGARDING A DECISION BY THE HISTORIC SITE PRESERVATION BOARD TO TAKE NO ACTION ON A STAY OF DEMOLITION FOR PROPERTY CALLED LA SERENA VILLAS LOCATED AT 339 SOUTH BELARDO ROAD, ZONE R-3, SECTION 15.

FROM: David H. Ready, City Manager

BY: Department of Planning Services

SUMMARY

The City Council will conduct a continued public hearing on an appeal of the Historic Site Preservation Board's (HSPB) decision to allow demolition of buildings located at 338 South Belardo Road. The appeal is based on the HSPB's tie vote on the application requesting demolition of Class 3 historic structures which were formally known as La Serena Villas (339 South Belardo Road).

RECOMMENDATION

1. Adopt Resolution No. ____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS CALIFORNIA DENYING THE APPEAL AND ALLOWING THE DEMOLITION OF THE BUILDINGS AT LA SERENA VILLAS LOCATED AT 339 SOUTH BELARDO ROAD"

PRIOR ACTIONS

On September 14, 2004, staff informed the HSPB of the renovation work anticipated for the site. Specifically, the owners intended to keep the buildings, but replace doors and windows. This report was informational only – no HSPB action was required for the Architectural Approval.

On September 20, 2004, for Case 3.2130, a Minor Architectural Approval was given to renovate the property. The project included:

Item No. **1.A.**

- cleaning, repair, and repaint of exterior stucco walls
- addition/replacement of windows and doors
- addition of an outdoor fireplace
- landscape improvements
- interior renovations

Between October 10, 2004 and June 29, 2005, building permits were issued for remodel and structural upgrades to the site. Work was begun but was never completed. Changes to the property included removal of stucco from several building and removal of site landscaping.

On March 12, 2005, the HSPB granted approval by a vote of 4-0-2 for Case 3.2130 for a demolition request of Bldg. 10, which was originally built on the property line with no permits. They also approved the remodel scope of work. (Architectural approval by the HSPB is not part of the Class 3 designation regulations).

On March 10, 2008 the Building Department sent a letter to the owner notifying them that their building permits had expired and were given instruction to contact them by April 11, 2008 to avoid possible legal action.

On May 13, 2008, the HSPB heard a demolition request from the owner. Three motions to stay the demolition were considered all of which failed on a 3-3 vote. Therefore, the Board did not approve a stay of demolition. On the same day, an appeal was filed opposing the decision of the Board.

On June 18, 2008, the City Council conducted a hearing on the May 13, 2008 appeal and continued the hearing for additional staff research.

BACKGROUND AND SETTING

The site is comprised of two parcels totaling approximately 0.9 acres. The larger parcel contains eleven buildings, and the smaller parcel is vacant. Both parcels are surrounded by commercial uses to the east, multiple-family / small hotel uses to the north and south, and single-family residences to the west.

The small hotel known as Las Serena Villas located at 339 Belardo Road was constructed in 1930's according to the 2004 Historic Resource Survey. The single-story buildings built in the Spanish Eclectic Style generally surround the interior courtyard that once contained a pool. The single-story buildings were finished with stucco exteriors, gabled roofs with red-clay tiles, and eaves that were slightly extended with exposed rafter beams. The buildings also have several rectangular painted brick chimneys set into the side of the structures.

Since issuance of permits in 2005 to remodel the structures, significant work was begun, but never completed. The buildings are now in a severely dilapidated condition and the building permits are expired. At the meeting of June 18, 2008, the City Council directed staff to conduct a site inspection to assess the conditions of the structures. (As previously

noted, the City has required that the owner either submit plans for reconstruction of the buildings or consider an application for demolition. In response, the owner has submitted an application to demolish the buildings.)

ANALYSIS

On June 26th, Building Inspection and Code Compliance staff, along with Fire and Planning staff, inspected the site (see attached photos). The results of that inspection revealed the following:

- The site consists of 11 buildings containing 27 units.
- Significant structural deterioration has occurred throughout the property due to extended exposure to the elements.
- Exterior and interior wall coverings, windows and doors are currently absent throughout.
- Dry rot and termite damage were noted in various locations of all buildings inspected; extensive replacement of wall framing members and plates would be required.
- Building beam support on the exterior porch areas is inadequate and outdated; exterior roof supports and columns do not have proper connections or support and anchorage.
- Most of the roof weatherproofing appears to be damaged or missing with several tiles removed typically throughout; remaining roof tiles would have to be removed and new under-layment installed.
- The buildings are all shells, lacking all plumbing fixtures and piping, electrical and mechanical equipment, which have been completely removed. Conduits and piping were cut off at slab level.
- Some structural modifications have been made in one unit. Additional rafters have been added between existing rafter / joists; however, they are not supporting existing roof and lack proper hardware connections.
- One of the buildings is being used for storage of materials for an adjacent hotel, the Viceroy. This is the only unit close to having all required inspections. In other buildings, transient activity was evident.

To determine if the buildings should be preserved, staff considered Section 17980 (b) (2) of the California Health & Safety Code, which states, in part, that *"the enforcement agency shall give preference to the repair of the building whenever it is economically feasible to do so without having to repair more than 75 percent of the dwelling, as determined by the enforcement agency"*. Based on the requirements of the latest Building Code, the Building Official has determined that rehabilitation of these structures would exceed 75 percent of their value. Further, the Building Official has concluded that these buildings are in such disrepair that they are substandard and uninhabitable. Consequently, absent any significant historic value or willingness on the owner's part to save the structures, staff recommends demolition of these structures.

If the owner wished to save the buildings, Building and Planning staffs have determined that the following would be required:

1. Prepare and submit plans under the Palm Springs Zoning Code and 2007 California Codes and Standards, and obtain all new planning approvals and building permits.
2. Prepare and submit a complete building analysis performed by a licensed structural engineer or architect, to include, but not limited to:
 - a. Deteriorated structural members
 - b. Unreinforced masonry fireplaces
3. Reinstall all underground electrical, sewer, water and gas (currently capped off)
4. Prepare and submit a landscaping plan for review by Planning. Install landscaping according to the approved plan. (At this time, there is essentially no landscaping.)
5. Remove from the premises all combustible waste material accumulated in various buildings.
6. Exterior openings and interior openings accessible to other tenants or unauthorized persons shall be boarded, locked, blocked or otherwise protected to prevent access or entry.
7. Remove from the site all accumulations of combustible materials, flammable or combustible waste or rubbish. The site shall be maintained clear of waste or hazardous materials at all times.

REQUIRED FINDINGS

There are no specific findings for determining whether or not to issue a Stay of Demolition. As previously reported to the City Council, La Serena Villas is a Class 3 historic site (built before 1945), and may be eligible for a six-month stay of demolition (Section 8.05.125). This Code Section also identifies a purpose for issuing a stay of demolition: "*Action of the HSPB may include recommendation to reclassify.*"

In order to evaluate if the buildings justify a Stay of Demolition, they should have some potential to meet the conditions for reclassification to Class 1:

1. Associated with events that have made a meaningful contribution to the nation, state or community; or
2. Associated with lives of persons who made meaningful contribution to national, state or local history; or
3. Reflects or exemplifies a particular period of the national, state or local history; or
4. Embodies the distinctive characteristics of a type, period or method of construction; or
5. 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. Represents a significant and distinguishable entity whose components may lack individual distinction; or
7. Yielded or may be likely to yield information important to national, state or local history or prehistory.

Staff has evaluated the subject property and has found none of the defining conditions present that would argue for its reclassification. The HSPB also split on this issue.

Staff also considered that the owner's actions in large part resulted in the buildings deteriorating to their current state. However, staff cannot determine if the owner's actions were intentionally focused on eventual demolition or represent the abandonment of a project in a down market. In the absence of a compelling argument for preservation, staff recommends that the City Council uphold the decision of the HSPB and deny the appeal, thereby allowing the buildings to be demolished.

ENVIRONMENTAL ASSESSMENT


This project is categorically exempt from environmental review per Section 15301(L), (3) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION

There are no public notification requirements for this application. If publication of the application or action being appealed was required, the notice of appeal shall be published in like manner. The demolition application did not require notification; therefore, the appeal does not require notification.

FISCAL IMPACT:

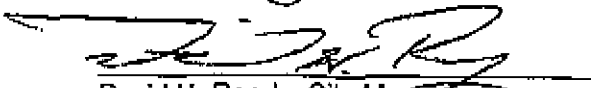
No fiscal impact.



Craig A. Ewing, AICP
Director of Planning Services



Thomas Wilson, Assistant City Manager
Development Services



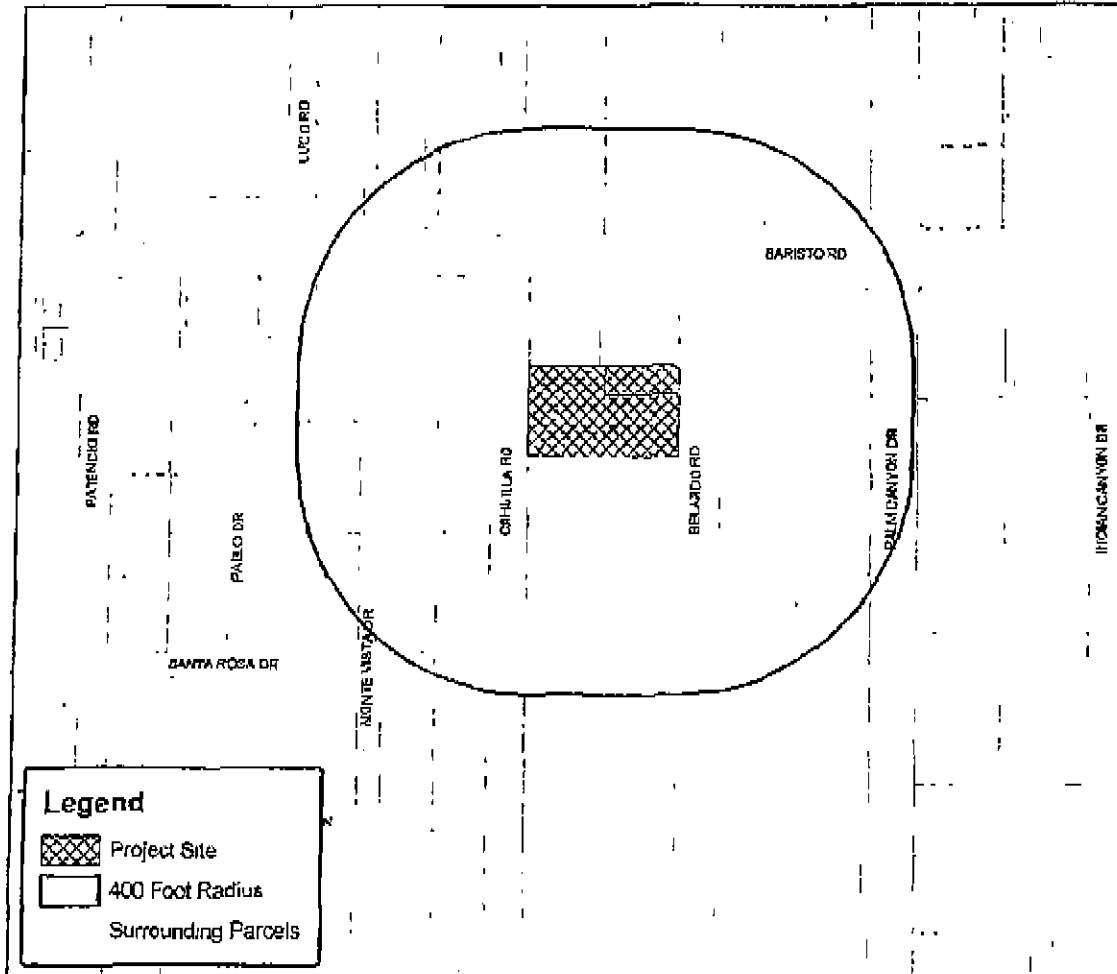
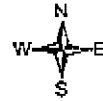
David H. Ready, City Manager

Attachments:

1. Vicinity Map
2. Draft Resolution
3. Appeal Letter dated May 13, 2008
4. HSPB Staff Report dated May 13, 2008
5. Copy of the 2004 Survey of the property
6. HSPB Minutes dated May 13, 2008
7. HSPB minutes dated March 12, 2005
8. HSPB minutes dated September 14, 2004
9. Code Enforcement Courtesy Notice dated March 28, 2008
10. Building Department Notice dated March 10, 2008
11. Copy of building permit cards for property
12. Photographs



Department of Planning Services
Vicinity Map



CITY OF PALM SPRINGS

CASE NO: 3.2130 MAA

APPLICANT: Duet Real Estate, L.P.

DESCRIPTION: Appeal regarding an application for demolition of 11 buildings at 339 S. Belardo Road, Class 3 Historic Site, Zone R-3, Section 15

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS CALIFORNIA DENYING THE APPEAL RECEIVED ON MAY 13, 2008 AND ALLOWING THE DEMOLITION OF THE BUILDINGS AT LA SERENA VILLAS LOCATED AT 339 SOUTH BELARDO ROAD

WHEREAS, the buildings located at 339 South Belardo Road were constructed prior to 1945 and are therefore automatically designated a Class 3 Historic Resource under Section 8.05.125 of the Palm Springs Municipal Code; and

WHEREAS, the Historic Site Preservation Board (HSPB) may issue a Stay of Demolition on any Class 3 resource for which a demolition permit has been requested; and

WHEREAS, on April 25, 2008 the applicant, Jeff Smith of Duet Real Estate LP for La Serena Villas submitted an application to demolish the existing structures, and apply an approved binding agent on the soil at 339 South Belardo Road; and

WHEREAS, on May 13, 2008 the HSPB held a public meeting on the application for demolition of the buildings located 339 South Belardo Road; and at which meeting the HSPB considered a staff report, related exhibits and public testimony; and

WHEREAS, after considering three motions for a stay of demolition, each of which failed on a 3-3 vote, the HSPB decided not to act on the matter, thereby allowing the demolition to proceed; and

WHEREAS, on May 13, 2008, the appellant "Roxann Ploss" filed an appeal to the City Council with the Office of the City Clerk opposing the outcome of the decision of the HSPB, which allows for demolition of the buildings at 339 South Belardo Road, La Serena Villas; and

WHEREAS, a public hearing notice is not required for an appeal of a demolition; and

WHEREAS, on June 18, 2008 the City Council conducted a public hearing on the appeal of the HSPB decision not to issue a stay of demolition on the the buildings in La Serena located at 339 South Belardo Road; and

WHEREAS, pursuant to Section 15301(L)(3) of the California Environmental Quality Act (CEQA) Guidelines, this project is categorically exempt from environmental review as a demolition of existing facilities; and

WHEREAS, the City Council has carefully reviewed and considered all of the evidence presented in connection with the meeting on the appeal, including but not limited to the staff report, and all written and oral testimony presented.

THE CITY COUNCIL DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1: Pursuant to CEQA, the City Council finds that the demolition of the buildings at 339 South Belardo Road, La Serena is categorically exempt pursuant to Section 15301(L)(3) as a demolition of existing facilities.

SECTION 2: The Council does hereby find that the buildings at 339 South Belardo Road do not meet the criteria for reclassification to a more protective historic class, in that:

1. The buildings are not associated with events that have made a meaningful contribution to the nation, state or community.
2. The buildings are not associated with lives of persons who made meaningful contribution to national, state or local history.
3. The buildings do not reflect or exemplify a particular period of the national, state or local history.
4. The buildings do not embody the distinctive characteristics of a type, period or method of construction.
5. The buildings do not present the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possess high artistic value.
6. The buildings do not represent a significant and distinguishable entity whose components may lack individual distinction.
7. The buildings do not yield and are not likely to yield information important to national, state or local history or prehistory.

SECTION 3: Based on the above findings, the City Council hereby denies the appeal of May 13, 2008 and allows the buildings located at 339 South Belardo Road to be demolished.

ADOPTED THIS 18th day of June, 2008.

David H. Ready, City Manager

ATTEST:

James Thompson, 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, hereby certify that Resolution No. _____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on _____, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California

~~M/S/C (J. Williams/S. Gratton) to approve the Minutes of the April-8, 2008 HSPB meeting as corrected. Vote 6 Yes, 0 No, 0 Absent.~~

6. ~~REPORT FROM THE CHAIR: Chair Williams thanked staff for the work to coordinate the Study Session for HSPB on May 22. Lee Husfeldt described all the neighborhood organizations and how they functioned, including that a 'historic officer' may be appointed from each neighborhood. Councilwoman Ginny Foat offered a summation and stated that the defining of historic districts is separate from the mission of the ONI. The HSPB fact sheet will be continued so that all neighborhoods will have appropriate information if they wish to pursue Historic Districts. Monday, May 19, 2008 is the deadline for applications for the Boards and Commissions. There are three seats on the Historic Site Preservation Board – one for reappointment and two vacancies.~~

~~7. PUBLIC HEARINGS: NONE~~

8. CERTIFICATE OF APPROVAL REQUEST(S):

- A. Case 3.2130 – La Serena Villas – Class 3 – listed in 1987 & 2004 Historic Surveys
Application by Jeff Smith of Duet Real Estate, LP, owners, for demolition of the existing vertical structures, and application of approved binding agent on soil at 339 South Belardo Road, Zone R3, Section 15.

Staff member Scott Taschner described the application and demolition requested of a Class 3 Historic Site based on the fact that it was built in the mid to late 1930s as the La Serena Hotel which consists of about 11 buildings. Photographs were reviewed...Stucco has been removed, the landscaping is gone, pools have been filled in – all done by prior approval in 2004 when the renovation was approved. Building permits expired after six months and the Planning approval expired after two years. By way of a Courtesy Notice from Code Enforcement, the owners have been given two options (1) continue the renovation, and (2) pull new permits, etc. The applicant is now applying for demolition of the structures. Staff does not find any characteristics to recommend this to a Class 1 Historic Site, and is recommending no action for a Stay of Demolition from HSPB which would allow demolition.

Chair S. Williams asked about the approval in 2004 for renovation. Staff member Taschner described the approval: (1) removal of the stucco, repair, and replace stucco; (2) add doors and windows; (3) additional landscaping to include a fountain or water feature of some type. To continue renovations, they would have to pull all new permits.

Board member J. Williams stated that he was on this Board when applicant presented their plans to save and restore the La Serena Villas in 2004. At that time the Board found the property to be functioning and in fairly good condition, but its condition has deteriorated. It's very disappointing that another potential historic building(s) is now being considered for 'demolition because of neglect' -- this seems to be happening over and over in Palm Springs. The applicant was asked to explain their current plans.

Chris Blaze, controller for the applicant owner, reported that the changing market condition and finances led to the delays of the project, and Code Enforcement Notices prompted them to move forward with the demolition application. The scope of work is to remove all the neglected buildings, finish the site with ground cover to contain the dust problem, and remove the chain link fence. There are no current plans for the property because of the financial situation of the owners.

Board member J. Nelson asked staff to explain the policies regarding blight and/or neglected buildings in conjunction with the Vacant Building Ordinance (attached for information).

Staff member Bullock explained that the Planning department does not regulate removal of buildings because of safety reasons or disrepair – those are matters for the Building and Code Enforcement departments.

Board member B. Strahl asked if there had been more than one Code Enforcement notice since the buildings have been vacant for more than three years and asked if there was any discussion four years ago about making this a Class 1 Historic site.

Board member J. Williams asked about copies of the past Minutes in this instance. He recalled that the Board discussed the significance of the buildings, that it is a small historic hotel, had an old Spanish style the Board felt was worth preserving, but as far as he could recall, the Board did not move to elevate the status because the owners assured everyone that it would be maintained and restored 'in keeping with its style.' It appears as if the motivation is to tear it down because the City has given ownership notice that it is a hazard. If there are no plans to build something else on the property, perhaps it can be fixed-up or repaired so that it is no longer a hazard and is not torn down? Once it is torn down, it's gone. The Board might wish to work on a historic survey or assessment. It is one of the original hotels in Palm Springs.

Chris Blaze stated that the owners have been trying to keep the property in better condition, boarded up, etc. and have spent over \$10,000 in doing so.

Board member S. Saunders pointed out that the Board had approved demolition of one building some time ago, then approved French doors, other new doors, and windows, which appear to be 'new' and not restorations or replacements of original type items. The 'new' replacements would not be of historic value.

Board member Strahl asked that this be tabled until the notes and minutes from prior meetings be reviewed. It is premature for this Board to make a decision today without knowing what transpired at previous HSPB meetings.

Board member S. Grattan asked for a better process in monitoring these buildings. Meantime, to delay this process and not take staff's recommendation is a waste of time for everyone. From its appearance, it would cost a fortune to restore and may not be marketable when repaired, restored, etc.

Vice Chair Nelson commented that this is a perfect case study of what has been happening in Palm Springs in the last five years – the Potter Clinic, Orchid Tree Inn, and the former Monte Vista Hotel – are just a few properties having historic value that have been demolished, neglected, and in disrepair. Stopping blight, stopping demolition by neglect, and saving valued historic properties was a large part of election campaigns over the last several years. It appears that HSPB may have to keep dealing with issues like this project of La Serena. There is not enough information today to make a good decision, the process has not been followed, and when the permits expired HSPB should have heard about it because it is a Class 3 site by nature of age.

Board member S. Saunders commented that she drove by, stopped to inspect, and it is a serious hazard. There are great properties adjacent, and the Board needs to pursue this for the safety of the neighborhood and for everyone involved – it is a definite problem.

Staff member Bullock advised that the regulations only allow HSPB's purview on demolition for Class 3 sites. When an architectural approval application comes in, it is a staff decision to approve, and/or take to the Architectural Advisory Committee or Planning Commission based on the Code. It is not something that would be brought to the Board for any kind of determination.

The requested Minutes from March 2005 were pulled from the file and copies distributed to the Board for immediate review.

Board member Strahl summarized his interpretation from the Minutes of March 2005 as:

- (1) When the original application came in for demolition, the only choice the Board would have had at that time would have been to (a) issue a stay of demolition to elevate the property to a Class 1 historic site, or (b) approve the demolition.
- (2) That was the only purview the Board had at that time.
- (3) The Board said at that time, we're not going to work on doing research to elevate to a Class 1 site, the applicant can proceed with the renovations.
- (4) The applicant later demolished the #10 building per HSPB approval
- (5) At the time of the original discussion and application, this property was not elevated nor pursued for a Class 1 historic site designation by the Board.

Board member J. Williams commented that this project came to HSPB through a well-respected Architect and it was a Class 3 site. They said to the Board..."we're going to maintain, love, restore this building, and make it part of our hotel. The Board did not take action to nominate for a Class 1 site because the Board did not feel the need to and felt this owner would take care of and maintain the property. This is very disappointing and is happening with other properties. There has to be some way to stop this neglect of historic and other properties – once this property and others are gone – they're gone and the City is left with empty lots that will sit there for years based on this economy.

Chair S. Williams pointed out that this is not just the renovation or restoration of the buildings, but if they are demolished the entire character of the neighborhoods are changed.

Vice Chair Nelson commented that the whole point of preservation is identifying and maintaining the context and fabric of existing structures – when built, everything west of Palm Canyon Drive was small, Spanish Revival Mediterranean style bungalows with red tile roofs. The City and residents are slowly losing these valued historic properties and heritage piece by piece.

Board member Strahl commented that the Board has two options (1) Vote to nominate to a Class 1 historic site and issue a stay of demolition for time to do the research, or (2) approve the demolition.

PUBLIC COMMENTS: George Marantz of G & M Constructions stated that Code Enforcement has been after this property for about five years. Building permits lapsed in April 2008. Code Enforcement wanted it to be fenced, boarded up, and vagrants moved out. Code Enforcement gave the owner two options – repair or demolish. A Stay of

Demolition for three or four months will not solve the problem - the fire problems, the derelict problems, the homeless problems - it will create a hazard for the Police to monitor until October or November. The best time to proceed with the demolition is in the off-season. Air Quality Control from LA asks for at least 30 days before a building is taken down. The Board can ask for a 90-day Stay of Demolition, then it will probably not be found significant enough for a Class 1 historic site. Ninety days go by, then wait another 30 days for AQC, then schedule the tear-down...it will be October or November before demolition (in mid-season) - in the Tennis Club area. The market is not there for many developers to put money into renovation, restorations or new construction.

PUBLIC COMMENTS CLOSED.

Board member S. Grattan suggested addressing this issue with all such properties and the Board needs to be more in-tune with Code Enforcement. Staff and Code Enforcement's recommendation should be taken into consideration by this Board.

It was moved by S. Grattan, seconded by B. Strahl to accept the staff's recommendation to move forward with the demolition with the understanding that the applicant will salvage the roof tiles and other items that someone else can use.

DISCUSSION: Board member Nelson agreed that elevating La Serena Villas to Class 1 is very slim and would be a waste of time for the Board because of all the neglect and that the character defining features are already lost. As a business member of the Tennis Club Neighborhood Association, members and residents are always asking about that property and are very concerned about what happens. Although it is a small piece of land, it is part of the defining feature of that entire neighborhood. He expressed that it may not be worthy of designation, but based on available information today is not the right time or place for the Board to vote for demolition.

Board member S. Saunders commented that the Board and staff work hard in order to make historic designations. HSPB has previously designated several properties of significance. It should now and in the future be respected that appropriate research was or will be done, so future Boards do not have to go back in time to re-research.

Board member J. Williams clarified that the Board does not designate Class 3 - they are automatic based on being built prior to 1945. If Code Enforcement has been after the owners for five years, why hasn't this Board heard before now? This is very disconcerting and a big disappointment. Better communication between City departments is needed. The La Serena buildings appear to be beyond repair or restoration because they have been so sorely neglected.

It was moved by S. Grattan, seconded by B. Strahl to approve the demolition with preservation of the roof tiles and others items that someone could use and to Issue a Certificate of Approval to the Applicant for the La Serena Villas at 148 South Belardo Road - Vote: 3 Yes (Strahl, Saunders, Grattan), 3 No (J. Williams, Nelson, S. Williams) - Motion failed.

Chair S. Williams called for another motion.

Vice Chair Nelson presented the idea of nominating the La Serena Villas for Class 2 Historic

Designation which would allow the demolition of the property, but would require the property be memorialized by historic assessment, memorabilia, documents, historic marker, and archived.

Staff member Bullock read from the Code that "archival file will be maintained, site is eligible for plaquing ..."

It was moved by J. Williams, seconded by J. Nelson that the Board issue a 30-day Stay of Demolition so research can be done, a subcommittee can talk with the Historical Society, and talk with the architect who presented the previous application, then the Board can make a decision at the June meeting. *

DISCUSSION: Board member B. Strahl asked for clarification on the time limits of a Stay of Demolition — Staff responded that the Code allows "...up to 6 months".

* Motion was restated as shown above – Vote: 3 Yes (J. Williams, S. Williams, J. Nelson), 3 No (Strahl, Saunders, Grattan). Motion failed.

Board member Nelson commented that research will probably indicate the property is not significant enough to warrant Class 1 Historic designation, the owners will probably not do anything further on renovation, he has mixed feelings. He does not feel the Board should take action today to allow the demolition based on the information presented.

Board member Grattan itemized several items:

- (1) facts in front of the Board show it will not be significant enough for a Class 1 designation;
- (2) it is in such poor condition that it will have to be demolished;
- (3) it is blight in the neighborhood;
- (4) it is a fire hazard;
- (5) it is occupied by vagrants and the homeless; and

but because the Board does not like the way it was presented or the way information was provided, the Board wants to make everyone wait 30-60-90 days. She feels this is the wrong use of the Board's authority.

Board member Saunders commented that she did not hear the owner/applicant say they did not have any desire to improve the structures. What she hears is that the economy presents a financial situation that is not conducive to the owner renovating or restoring as they would like or had planned to do. It is not the Board's place to present opinions to the applicant/owners as to what they should do or should not do with their property. They were very clear that the financial situation does not allow them to do what is best for the building and the neighborhood by removing the blight, making it a safe area — the view of the mountains through that area is much more attractive than buildings in disrepair.

Chair S. Williams commented that perhaps the Board could meet with Building and Planning staff to work out better communications in terms of code enforcement on historic structures to avoid this type of situation in the future. A Subcommittee was suggested.

Staff member Bullock will meet and discuss with the Director of Planning for his recommendations. Staff will email Board members.

Board member Saunders moved that La Serena Villas be nominated for Class 2 Historic Designation with historical information maintained in the City's archives, and the Board

take no action for a Stay of Demolition.

Board member J. Williams suggested finding out about the historic value of La Serena Villas before making a decision. The historic information will be required if it is nominated as a Class 2 Historic Site. He asked Board member Saunders to amend her motion to include a Stay of Demolition until it is determined if the property has historic value to become a Class 2 site.

Board member Saunders will not amend her motion since some Board members already feel it will not be saved. A Stay of Demolition is not good use of anyone's time.

Board member Saunders restated the motion – To proceed with staff's recommendation of allowing the applicant to demolish the La Serena Villas at 339 South Belardo Road and to research to determine if it is qualified for Class 2 Historic designation.

Board member Nelson amended the motion to – Follow staff's recommendations, but with a 30-day delay (Stay of Demolition) to allow gathering of historic information, minutes, history, archives, and a re-analysis at the June Board meeting.

Board member Nelson withdrew his amendment to Ms. Saunders' motion.

There was no second to this motion.

Board member J. Williams stated in summary – Staff has brought this before the Board, the Board can initiate a Stay of Demolition, or proceed to elevate the property to Class 1 or 2 historic designation; but if the Board does nothing and takes no action whatsoever, it means that this application for demolition is not being challenged and the demolition can go through.

All three motions were considered and failed by 3/3 tie votes. No action was taken, which results in allowing demolition of the buildings.

~~B. Case 3-1190-000/016 North Palm Canyon Drive (El Paseo Building) – HSPB to review a request by the applicant to change the material for the gates. Gate Material and drawings will be supplied for review at the meeting.~~

~~Staff member Bullock described the proposed changes and materials. The project was presented to the Architectural Advisory Board on May 12. They were in favor of new design, cut steel, and materials, and made one suggestion to look into the striping of the parking stalls. AAC preferred a more contrasting color for the stalls. The landscape designer requested a final landscape and parking lot plan for AAC review. In recommendation to HSPB, AAC was in favor of the project as newly designed.~~

~~Mike Sweeney, architect, explained that the parking lot will be asphalt, that it runs from lot line to lot line, and is in very poor condition. Striping will be yellow highway paint and is changing from a solid pattern to an outline pattern because of the glare from the sun. Stall lines will be further researched.~~

~~The two gates will be 3/16" water-jet cut aluminum attached to steel tube frames and are designed to provide structural support, fit with the building, ornamental, and designed to~~

Mayor Pougnet noted his property related abstention on Consent Calendar Item 2.H.

ACTION: Accept the Agenda as amended. Motion Councilmember Weigel, seconded by Councilmember Hutcheson and unanimously carried on a roll call vote.



1. PUBLIC HEARINGS:

1.A. APPEAL OF THE DECISION OF THE HISTORIC SITE PRESERVATION BOARD BY ROXANN PLOSS TO TAKE NO ACTION ON A STAY OF DEMOLITION FOR THE PROPERTY KNOWN AS LA SERENA VILLAS LOCATED AT 339 SOUTH BELARDO ROAD HSPB 3.2130:

Craig Ewing, Director of Planning Services, provided background information as outlined in the staff report dated June 18, 2008.

Mayor Pougnet opened the public hearing, and the following speakers addressed the City Council.

ROXANN PLOSS, outlined the basis of her appeal of the demolition, and requested the City Council issue a stay of demolition.

SHERYL HAMLIN, Palm Springs, noted the current restrictions on the property and the streetscape, stated this is a bond performance issue, requested the City Council issue a stay of demolition and performance monitoring of the project.

MARSHALL ROATH, Palm Springs, provided a history of the interaction of the project with the community, requested the City Council stay the demolition permit.

CHRIS BLAZE, Core Hotel Group, stated they have no intention of building on the site at this time, and they have two choices as presented by the Building Department, to either submit plans or request demolition.

BOB HELBLING, Palm Springs, commented on the "green fence" issues in the Community, stated the bungalows could be rented out until such time as the property could be developed.

STEVE SIMS, Palm Springs, commented on the poor maintenance and requested that the property be maintained, stated we need to keep small hotels.

ELISSA GOFORTH, read a letter by Gene Dippel, Historic Tennis Club Neighborhood, requesting a stay of demolition.

JADE NELSON, Palm Springs, commented on the history of La Serena Villas, and requested a stay of demolition.

KENT DALMAN, stated the decision for historic site should not be based on the year it was built.

FRANK TYSEN, Palm Springs, provided background information on the condition of the neighborhood, stated the property qualifies as a Class 1 Historic Site, and requested a stay of demolition.

No further speakers coming forward, the public hearing was closed.

Mayor Pro Tem Foat stated the Core Group does not wish to demolish the building but was a request of the City, requested staff address if the City could withdraw the request to demolish, stated her preference for staff to inspect the property and determine if the property is safe, and in compliance with the vacant building ordinance.

Councilmember Weigel requested staff address what findings would have to be made to stay the demolition.

Councilmember Mills recommended that staff inspect the site, and prepare a report of conditions that would have to be met to bring the property within City code.

Councilmember Hutcheson stated his support of continuing the public hearing and recommended the acceleration of discussion with the owners.

Mayor Pougnet requested the City Attorney address when performance bonds are required.

ACTION: 1) Direct staff to inspect the site and prepare a comprehensive report on the condition of the property; 2) Continue the Public Hearing to July 9, 2008; and 3) Direct the City Clerk to post a notice of continued public hearing. Motion Councilmember Weigel, seconded by Mayor Pro Tem Foat and unanimously carried on a roll call vote.

~~1.B. ANNUAL REVIEW AND RENEWAL OF THE PALM SPRINGS BUSINESS IMPROVEMENT DISTRICT AND ADOPTION OF THE FISCAL YEAR 2008-09 PROGRAM:~~

~~John Raymond, Director of Community and Economic Development, provided background information as outlined in the staff report dated June 18, 2008.~~

~~Mayor Pougnet opened the public hearing, and the following speakers addressed the City Council.~~

ACTION: 1) Continue Public Hearing Item 1.C., *Standards for Portable "Open" Signs*, to July 30, 2008; and 2) Direct the City Clerk to post a Notice of Continued Public Hearing. **Motion Councilmember Hutcheson, seconded by Councilmember Mills and unanimously carried 3-0 on a roll call vote.**

AYES: Councilmember Hutcheson, Councilmember Mills, and Mayor Pro Tem Foat.

NOES: None.

ABSENT: Councilmember Weigel and Mayor Pougnet.

ACTION: Accept the Agenda as amended. **Motion Councilmember Hutcheson, seconded by Councilmember Mills and unanimously carried 3-0 on a roll call vote.**

AYES: Councilmember Hutcheson, Councilmember Mills, and Mayor Pro Tem Foat.

NOES: None.

ABSENT: Councilmember Weigel and Mayor Pougnet.

 1. **PUBLIC HEARINGS:**

1.A. **CONTINUED PUBLIC HEARING [FROM JUNE 18, 2008] APPEAL OF THE DECISION OF THE HISTORIC SITE PRESERVATION BOARD BY ROXANN PLOSS TO TAKE NO ACTION ON A STAY OF DEMOLITION FOR THE PROPERTY KNOWN AS LA SERENA VILLAS LOCATED AT 339 SOUTH BELARDO ROAD HSPB 3.2130:**

Craig Ewing, Director of Planning Services, and Don Duckworth, Director of Building and Safety, provided background information as outlined in the staff report dated July 9, 2008.

Councilmember Mills requested staff address the condition of the roofing, and possible recent renovations, questioned if any prior infrastructure was remaining.

Mayor Pro Tem Foat opened the Public Hearing, and the following speakers addressed the City Council.

ROXANN PLOSS, stated the owner promised the community the property would be rehabilitated as hotel rooms, commented on other re-use projects, stated the property could not be developed for other uses due to its size, and indicated the community is working toward a solution and requested additional time.

SHERYL HAMLIN, stated someone may wish to rehabilitate the property, the report should not have included financial aspects and historical information as that information was not requested by the City Council.

JADE NELSON, commented on the historical significance of the property, and provided historical background for the property.

JAY GUSTUFSON, Palm Springs, encouraged the retention and development of small hotels in the City of Palm Springs, and requested a six month extension before demolition.

FRANK TYSEN, Palm Springs, stated the reasons why the property should be a Class 1 Historic Site, the hotel is 16 units not 27 units, provided information on upcoming activities related to the possible sale and rehabilitation of the property, and requested a six month extension on the demolition.

JOAN MARTIN, commented on a recent positive experience at the hotel, requested the property be upgraded and rehabilitated, and requested a six month extension on the demolition.

No further speakers coming forward, the public hearing was closed.

Councilmember Hutcheson requested staff and the current owner address if the Core Group had expressed any interest in a transfer or sale of the property, stated his support for a stay of demolition for six months, but the City has to ensure the safety of the public.

Councilmember Mills requested staff address the City's requirements if the City Council approved a stay of demolition for six months, what would happen if the owners fail to take action during the stay, commented on the current condition of the property and the "restoration in progress," the property's future without a designation, and stated his support to allow something to happen with the property, along with securing of the property.

Mayor Pro Tem Foat questioned why the property has never been considered for historic designation.

ACTION: 1) Overrule the decision of the Planning Commission and approve a Stay of Demolition for a period of six months with the condition that the property be secured and painted subject to the Building Official and; 2) Direct the Historic Site Preservation Board to study and report on any Historical findings and significance of the property. **Motion**

Councilmember Hutcheson, seconded by Councilmember Mills and unanimously carried 3-0 on a roll call vote.

AYES: Councilmember Hutcheson, Councilmember Mills, and Mayor Pro Tem Foat.

NOES: None.

ABSENT: Councilmember Weigel and Mayor Pougnet.

1.B. APPEAL BY FELIX BARTHELEMY AND RICHARD SAVING OF THE PLANNING COMMISSION'S ACTION OF MAY 28, 2008, APPROVING CASE NO. 3.3216-SFR, AN APPLICATION FOR ARCHITECTURAL REVIEW OF A 4,000 SQUARE FOOT HILLSIDE SINGLE FAMILY RESIDENCE LOCATED AT 844 PANORAMA ROAD:

Craig Ewing, Director of Planning Services, provided background information as outlined in the staff report dated July 9, 2008.

Mayor Pro Tem Foat opened the public hearing, and the following speakers addressed the City Council.

FELIX BARTHELEMY, Appellant, stated the decision of the Planning Commission does not consider the impacts to the neighborhood, requested the proposed house be located in the center of the property, stated that the solar panels were not considered in the height calculation, and recommended the City Council consider the negative impact to the neighborhood.

LANCE O'DONNELL, representing the Applicant, commented on the placement and orientation of the home.

No further speakers coming forward, the public hearing was closed.

Councilmember Mills commented on the site plan, stated the project has a minimal impact to the neighborhood, and the house was designed for the space, stated his support for the setback from the street, and the Planning Commission and the AAC did appropriate work on the proposed project.

Councilmember Hutcheson stated the owner has proposed a project within the current code and his support to uphold the Planning Commission decision.

Mayor Pro Tem Foat requested staff address if the distance is measured from the property line or between the structures, requested staff address the subdivision requirements.

Applicant indicated he had no problem with that and really did not have a problem with the canopy staying on the building. It appears there is enough social features/functions wrapped around this canopy to make it an important issue. So, "let's find a little more about it if we can. The volcanic rock does have to go."

M/S/C (S. Williams/J. Williams) 4 Yes, 0 No, 2 Absent, 0 Abstentions, approved the removal of the rock and other proposed alternations, except the history of the canopy will be researched further and will come back to the Board.

~~Board Member Cassady asked that the rock be offered to an interested party and not just be thrown away.~~

6. CASE 3.2130: APPLICATION BY O'DONNELL & ESCALANTE ARCHITECTS FOR DEMOLITION OF A STRUCTURE AT 339 SOUTH BELARDO ROAD, ZONE R-3, SECTION 15.

Staff member Yeo reported that during 2004 the restoration of the bungalow units of La Serena Villas were approved and this project is now replacing doors and windows toward the preservation and restoration of the bungalows. Exhibits were displayed on the wall for Board viewing. Applicants are requesting demolition be approved for building No. 10 - it is built on the property line, no building permits were found, photos are available to show the original look of it before all the extra illegal additions were removed, and it now appears to have been some type of outdoor cabana or shade area. Overtime it was added onto with a second story - there were no permits on file for any of this. This building will be replaced with a building of the same style of the other buildings on the property and will meet building and zoning codes.

Peter Blackburn, project architect with O'Donnell and Escalante, described the proposed project structure as not being designed as residential or hotel and has been seriously compromised over the years. The barrel tiles will be re-used as replacements for broken and missing tiles from adjacent units. A number of structures were built around the property for storage of some type - all were poorly constructed in an ad-hoc manner. Most did not match the casitas. A storage add-on, two lean-to enclosures, a laundry room, and adjacent support storage structures have already been demolished - they were all add-on types and very poorly constructed. Two swimming pools were removed to allow for a new fitness center for the property. A lap pool as part of the fitness facility will be added. Future storage will be adjacent to one of the mechanical rooms within an existing building and in the fitness center.

John Williams and Sidney Williams volunteered to be the Board representatives for this project to visit the site as necessary and report back to the Board.

The Board is being asked to approve the demolition of the one building described earlier. It will be replaced with a structure similar to the surrounding buildings.

M/S/C (S. Williams/Cassady) 4 Yes, 0 No, 2 Absent, 0 Abstentions to approve demolition of the building described and allow applicant to proceed with the project.

~~7. PRE-APP: APPLICATION BY DAX STUDIO FOR EXTERIOR MODIFICATIONS TO 200 NORTH INDIAN CANYON DRIVE, ZONE REO, SECTION 14.~~

~~Staff Member Yeo reported that this property is listed on the Historic Site Survey at the corner of Indian Canyon Drive and Amado Road, formerly a car dealership, and applicants wish to convert it to a furniture store. Drawings were displayed for Board viewing.~~

~~Chairman Scott read the building description shown in the Historic Site Survey.~~

~~Alberto Rivera of Dax Studio and Joe Beyon of DWR Construction described the proposed project of converting the old auto dealership building into a furniture store. Most of the buildings are well constructed, there are some additions to the original structure, and some parts were recently restored. The main architectural change will be to enclose/connect two spaces, remove the poorly constructed existing facade from the old showroom and create an indoor showroom for furniture as well as an outdoor area for outdoor furniture. Gates will be necessary to close off at night for security of the furniture, they will be constructed to allow viewing of the~~

AS - BOARD AND STAFF REPORTS.

This is not an item for action. It is informational only.

Chairman Scott explained that this structure was moved to the Village Green from the Oasis Hotel - it was the dining room of the original hotel designed by Lloyd Wright.

Ms. Yeo also reported that La Serena Villas (south of Viceroy-Estrella Inn) are changing-out windows and doors and staff is working with them for a complete site plan. They are demolishing pools on the property and then replacing with paved walkways and landscaping. This property is on the Historic Site Survey, and staff will keep Board updated as project progresses. No demolition of buildings is proposed. Owners will keep buildings as they are, but change-out doors and windows.

Director Evans advised they hired O'Donnell - Escalante to inventory the property to determine what was original and what were additions. There were a number of shed-like structures, they took everything that was not original off the buildings and their intent is to bring it back to as close to the original condition as possible.

~~Ms. Yeo reported that an application has been received for new carports at the Nichols Building at 899 North Palm Canyon Drive. Carports are proposed at the rear of the building. Staff will keep the Board informed. They have boarded up the portion where the car crashed through the storefront. Staff worked with the restoration company and so far one matching steel column has been replaced and metal decking will be replaced. They are also planning to use metal left over from the former Ralphs Shopping Center. No application for replacement windows has been applied for as yet.~~

Director Evans reported that he and architect Jim Cioffi reviewed the plans, carports are free-standing, and are designed to be compatible with the architecture of the building.

Chairman Scott asked for an update on L'Horizon Hotel.

Ms. Yeo reported that staff looked at the review process, met with Members Scott, Williams, and Scott Kennedy from the Modern Committee to explain process. Short version is that initial meeting was with Members Isermann and Williams, the development team, and Kathy Marx at the site in May to go over the proposed project. At the time of the walk-thru, it was proposed to essentially restore the property. A lot of the rotting wood has been taken off and will be replaced with newer material that will look the same. Ms. Yeo walked the property and reviewed plans with the manager and owner, and staff is comfortable that they are proceeding with what has been approved. The look of the buildings will not be changed in any way, except to clean them up. Location of walkways will remain the same, but concrete pavers will be replaced with new material. Rich Campbell, the manager, welcomes anyone who wishes to do a walk-thru. A security fence has been erected because there has been looting of fixtures, the main door, etc.

Ms. Yeo passed around a letter and photos that were received from a Palm Springs citizen who had walked around the top of the canyon at West Chino Road and discovered what he believes to be an old water pipe and stone-lined ditch. He is interested in preserving this in some way if the Board so chooses.

Director Evans indicated that from the description this is either on Desert Water Agency property or a piece of property owned by Mark Bragg that does not have development plans on it. When and if it goes forward with any development plans, the Bragg property would require an environmental development impact report for a number of issues including cultural and historic resources. Staff is aware of a pipe that does run through this area which he refers to in his letter. There is an evaluation of that pipe in an area downhill that is part of The Boulders project and part of the environmental review. There was an historic archeological survey done on that site and the recommendations was for follow-up work on the pipe. It appears to be part of a complex, staff has not heard of a "ditch" in this area, but does know of that there is a series of pipes in this area. Staff will pass this along to the archeologists in this project and respond to Mr. Housman's correspondence and do a walk-thru to know the exact location.

Chairman Scott asked if someone wants to develop that property, would they have to do a cultural resource survey, and if any Board member would volunteer to oversee or be the "shepherd" of this project?

Member John Williams will represent the HSP Board and Member Hayton asked to be included in this project.

Chairman Scott pointed out that since there is now a survey with approximately 250 properties listed, a procedure really needs to be developed whereby those projects that come to the Planning or Building departments for modification, renovations, etc. are to be handled. The Board has an overall responsibility for Class 1 sites, but how involved does the Board want to get on the survey projects? Perhaps this is something

(1)

Jay Thompson

RECEIVED
CITY OF PALM SPRINGS

From: Dzwilewski, Daniel [DDzwilewski@Sempra.com]
Sent: Tuesday, November 04, 2008 4:14 PM
To: Jay Thompson
Subject: Case # HSPB-69

2008 NOV -4 PM 6:00

JAMES THOMPSON
CITY CLERK

I am writing to express my strong support to the designation of the Las Serenas Villas as a Class 1 historic site. As a part time(seasonal) resident of the Tennis Club area of Palm Springs for 10 years with plans to retire there full time , I believe it to be extremely important for the City to take action to protect and preserve the structures that the City is most famous for. The Villas have a long history and need to be preserved. Thank You

Dan Dzwilewski, Director
Corporate Security/Emergency Preparedness
Sempra Energy
Phone 619 696 2041
Fax 619 696 1807

104

Over please
for another
supporting
mail

(2)

Jay Thompson

RECEIVED
CITY OF PALM SPRING
2008 NOV -4 AM 9:58
JAMES THOMPSON
CITY CLERK

From: Stephen Schultz [szschultz@gmail.com]
Sent: Monday, November 03, 2008 4:17 PM
To: Jay Thompson
Cc: Schultz, Eileen Bechara
Subject: Las Serenas Villas

November 3, 2008

To: City Clerk, Jay Thompson
Re: Case No. HSPB-69
Las Serenas Villas

Dear Mr. Thompson:

As trustee owners and part-time residents of a St. Baristo Villa for over two and one-half years now, we wish to address the importance of Class 1 designations especially within the Historical Tennis Club District. We've come to realize the importance of historically significant properties or structures within Palm Springs prefecture and how those have contributed to the world's fame and economic growth to the City.

Upon learning that many Hollywood luminaries have frequented the Las Serenas Villas in years past as they did over at Copley's, Ingleside Inn, Parker Hotel, the newly refurbished Riviera, Viceroy, etc. and etc., it is imperative to grant the the Las Serenas Villas a Class 1 Historical Designation.

The locals and visitors want to enjoy a bit of history that Palm Springs is famous for; the City needs to preserve a variety of historical sites that tourists could come to visit and enjoy as well as to bring much needed spending to boost the local economy. But more important, the structures were meant to be preserved as they represent a bygone era and why it helped contribute to Palm Springs as the preferred destination of travelers from all over the world

Prior to purchasing a St. Baristo Villa, we frequented the 7 Springs Inn on Indian Canyon Drive and thoroughly enjoyed its mid-century ambiance. Our guests have stopped by across the street from our St. Baristo Villa to visit the historically significant Del Marcos Hotel for drinks and lively chats with the hotel's host; they came away very impressed with the hotel's history as learned. The Horizon Inn on East Palm Canyon Drive is another wonderful example of preservation. The Las Serenas Villas could be just as similar in preservation efforts to help represent what the Hollywood celebrities had enjoyed in the days past and how much we could learn from their contributions to the City's fame and growth.

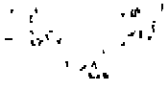
Please seriously take the long view and realize the historical significance the Las Serenas Villas could make for the City of Palm Springs as well as the Historical Tennis Club District.

Thank you for the opportunity to share our view.

Stephen and Eileen Schultz, Trustees
360 W. Baristo Road, Palm Springs 92262

11/4/2008

Her please



June 17, 2008

Palm Springs City Council
City Hall
Palm Springs, California

Dear Mayor and Council Members,

The HTCNO Board met last night and unanimously voted to request a six months stay of demolition for the La Serena property to allow an opportunity to explore ways and means to save this property and bring it back to its original splendor.

Though we have been critical of the unfinished condition in which it has been allowed to exist for the past several years, we are willing to continue to bear this for another six months in order not to lose another important piece of our neighborhood fabric.

We also understand, through one of our board members, that a serious investor has indicated an interest in repurchasing the property for the purpose of completely restoring it in case the present owner, the Kor group, continues to be unwilling to do so. We understand that you will be hearing directly from them about their interest.

For the future we implore the Council to explore ways to start requiring completion bonds on developers of sensitive projects, such as La Serena.

We are tired of promises by developers that are not kept. We also are still waiting on the completion of a Cahuilla Road streetscape improvement project by the Kor group which has been in the making for many years.

Meanwhile La Serena must be given another opportunity to survive. Once it is demolished it is gone forever. We count on your stewardship of our important historic neighborhood.

Sincerely,

Gene Dippel
President
Historic Tennis Club District Organization

PLANNING SERVICES
DEPARTMENT

Fax RECEIVED

RECEIVED

JUN 17 2008

PLANNING SERVICES
DEPARTMENT

AGREEMENT TO EXTEND TIME FOR ACTION ON CASE NUMBER HSPB - 69

This AGREEMENT TO EXTEND TIME FOR ACTION OF CASE NUMBER HSPB - 69 ("Agreement") is entered into as of November __, 2008 (the "Effective Date") by and between Duet Real Estate, Limited Partnership, a Delaware limited partnership ("Duet") and the City of Palm Springs (the "City") a municipal corporation. Duet and City are referred to collectively as the "Parties."

RECITALS

A. Duet is the owner of that certain parcel of real property commonly referred to as 339 South Belardo Road (the "Property"), located within the City. The Property is comprised of two parcels bearing Riverside County Assessor Numbers 513-202-009 and 513-202-010.

B. Between approximately April and July 2008, Duet processed a request for demolition permits to demolish the Property's existing structures.

C. On July 9, 2008, pursuant to an appeal and Palm Springs Municipal Code (the "PSMC") Section 8.05.125, the City Council of the City issued a 6-month stay of demolition for the Property's existing structures. The 6-month stay of demolition commenced on July 9, 2008 and will expire on January 9, 2009 (the "Demolition Stay Period").

D. As of the Effective Date, the existing structures have not been demolished.

E. On November 10, 2008, in connection with City Planning Department Case Number HSPB - 69 (the "City Planning Case") the City's Historic Site Preservation Board (the "HSPB") held a public hearing to consider designating the Property's existing structures as Class 1 pursuant to the PSMC. The HSPB recommended action to the City Council. Therefore, the City Council must take action on the City Planning Case.

F. The City has expressed concerns that a hearing before the City Council on the City Planning Case must be held before the Demolition Stay Period expires, or the City risks Duet applying for and possibly receiving a demolition permit.

G. Duet is in the process of obtaining information relative to the City Planning Case. Duet desires to delay a City Council hearing beyond the Demolition Stay Period's expiration.

H. Accordingly, after the Demolition Stay Period expires, Duet will not apply for demolition permits to demolish the Property's existing structures for the period of time set forth below. City will also delay scheduling a City Council hearing on the City Planning Case in accordance with the terms set forth below.

THEREFORE, in consideration of the mutual covenants and promises contained in this Agreement and other good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, the Parties hereby agree as follows:

1. **Demolition Permits.** Duet understands and acknowledges that proceeding with demolition after the Demolition Stay Period expires, but before the City Council can hold a hearing on the City Planning Case, may be detrimental to the City's interests. In consideration of the foregoing, Duet voluntarily agrees that Duet, its officers, agents, and employees shall not request a demolition permit to demolish the Property's existing structures for the lesser of: (a) ninety (90) days after the Demolition Stay Period expires (the "90-Day Period"); or (b) after valid City Council action on the City Planning Case.

2. **City Council Hearing.** The City understands and acknowledges that Duet intends to use the time from the Effective Date through the expiration of the 90-Day Period to obtain assessments, reports and studies (collectively, the "Data") to address issues related to the City Planning Case. City also understands and acknowledges that insufficient time to obtain the Data, may be detrimental to Duet's interests in the Property. In consideration of the foregoing and Duet's refraining from applying for a demolition permit as set forth in Section 1, City agrees that the City Clerk, City Manager, City Planning Director and all other applicable City Staff shall not schedule or cause the scheduling of a City Council hearing on the City Planning Case until the regularly scheduled City Council hearing immediately preceding the 90-Day Period's expiration.

3. **Additional Time Extensions.** Duet intends to collect the Data within the 90-Day Period. Forces beyond Duet's control, however, may prevent Duet from obtaining the Data within the 90-Day Period. The Parties agree that if Duet requires additional time to collect the Data, Duet shall submit a written notice of such extension to the City; provided that such time extension shall not exceed sixty (60) days, and the written request shall be submitted at least seven (7) days prior to the first to occur of: (a) the expiration of the 90-Day Period; or (b) the regularly scheduled City Council hearing immediately preceding the 90-Day Period's expiration.

4. **No Admission of Any Issue.** This Agreement does not constitute an admission of any issue whatsoever, including but not limited to the Property's status as Class 1 pursuant to the PSMC, or any issues raised in the City Planning case.

5. **Representation of the Parties.** The Parties hereby represent and warrant as follows:

a) The City hereby represents and warrants that the undersigned City Manager has the authority to bind the City, its relevant Departments and Staff to the terms of this Agreement.

b) Duet hereby represents and warrants that the undersigned has the authority to bind Duet, its officers, employees, agents, successors and assigns to the terms of this Agreement.

6. **Choice of Law.** The laws of the State of California and any applicable federal laws shall govern this Agreement.

7. **Counterparts and fax signatures.** This Agreement may be executed in counterparts. Each counterpart, when executed and delivered, shall be deemed an original and,

when taken together, shall constitute one instrument. Fax signatures may serve as originals and the Parties agree that a fax signature of a Party is an acceptable form of execution hereof. If fax signatures are exchanged, the Parties will attempt to follow up with the exchange of formal original signatures to this Agreement on one instrument or counterparts thereof.

8. **Construction of Agreement.** The Parties agree that each has cooperated in the negotiating, drafting and/or preparation of this Agreement, and, accordingly, in any construction or interpretation of this Agreement, the same shall not be construed against any party.

9. **Additional Actions and Documents.** The Parties shall execute and deliver such other additional documents and instruments, and shall take such other and further actions as may be reasonably required or appropriate to carry out the intended purpose of this Agreement.

[SIGNATURE PAGE TO FOLLOW]

DUET REAL ESTATE LIMITED
PARTNERSHIP,
a Delaware limited partnership

By: Pumpkin, LLC, a California limited liability
company, its general partner

By: [Signature]
Name: Frankie S. Adams
Title: authorized agent

CITY OF PALM SPRINGS

By: _____
Name: _____
Title: _____

APPROVED AS TO FORM:

[Signature]
By: _____
Title: CITY ATTORNEY

CITY OF PALM SPRINGS
PUBLIC HEARING NOTIFICATION



CITY CLERK'S DEPARTMENT
James Thompson, City Clerk

Meeting Date: December 17, 2008
Subject: HSPB 69 – 339 South Belardo Road

AFFIDAVIT OF MAILING

I, Kathie Hart, CMC, 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 December 3, 2008, in a sealed envelope, with postage prepaid, and depositing same in the U.S. Mail at Palm Springs, California. (72 notices)

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

Handwritten signature of Kathie Hart in cursive.

Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF PUBLICATION

I, Kathie Hart, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing will be published in the Desert Sun on December 6, 2008.

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

Handwritten signature of Kathie Hart in cursive.

Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF POSTING

I, Dolores Strickstein, Secretary, 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 December 5, 2008.

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

Handwritten signature of Dolores Strickstein in cursive.

Dolores Strickstein
Secretary

**PROOF OF PUBLICATION
(2015.5.C.C.P)**

This is space for County Clerk's Filing Stamp

STATE OF CALIFORNIA
County of Riverside

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of a printer of the, **DESERT SUN PUBLISHING COMPANY** a newspaper of general circulation, printed and published in the city of Palm Springs, County of Riverside, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Riverside, State of California under the date of March 24, 1988. Case Number 191236; that the notice, of which the annexed is a printed copy (set in type not smaller than non parcel, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:


December 6th, 2008

All in the year 2008

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated at Palm Springs, California this —9th— day

of —December—, 2008


Signature

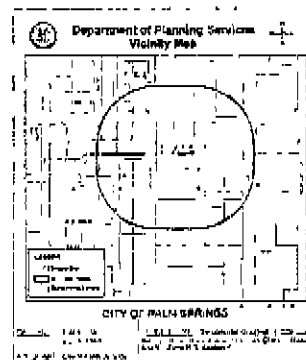
RECEIVED
CITY OF PALM SPRING
2008 DEC 10 AM 9:12
JAMES THOMPSON
CITY CLERK

10-17-08
18

No 4300
**NOTICE OF PUBLIC HEARING
CITY COUNCIL
CITY OF PALM SPRINGS**
**PROPOSED DESIGNATION OF
"LA SERENA VILLAS"
AS CLASS 1 HISTORIC SITE 69
NOTICE OF EXEMPTION FROM CEQA**
339 SOUTH BELARDO ROAD
APPLICANT: CITY OF PALM SPRINGS

NOTICE IS HEREBY GIVEN that the City Council of the City of Palm Springs, California, will hold a public hearing at its meeting of December 17, 2008. The City Council meeting begins at 6:00 p.m. in the Council Chambers at City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

The purpose of the hearing is to consider designating 339 South Belardo Road (La Serena Villas) as Class 1 Historic Site 69.



ENVIRONMENTAL DETERMINATION:
This request is categorically exempt from review pursuant to Section 15331 (Historical Resource Restoration/Amendment) 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.

REVIEW OF PROJECT INFORMATION:
The staff report and other supporting documents regarding this project are also available for public review at City Hall between the hours of 8:00 a.m. and 5:00 p.m. Monday through Friday. 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 Diane Bullock, Associate Planner, Planning Services Department at (760) 323-8245.

Si necesita ayuda con esta carta, por favor llame a la Ciudad de Palm Springs y puede hablar con Nadine Ponor telefonos (760) 323-8245

James Thompson, City Clerk

Published: 12/6/08

NEIGHBORHOOD COALITION REPS
Case HSPB 69
LA SERENA VILLAS
PHN for CC Meeting on 12.17.08

MODCOM AND
HISTORIC SITE REP I I I

MR PETE MORUZZI
PALM SPRINGS MODERN COMMITTEE
PO BOX 4738
PALM SPRINGS CA 92263-4738

VERIFICATION NOTICE I I I

CITY OF PALM SPRINGS
PLANNING SERVICES DEPARTMENT
ATTN SECRETARY
PO BOX 2743
PALM SPRINGS, CA 92263-2743

CASE HSPB 69
MRS. JOANNE BRUGGEMANS
506 W. SANTA CATALINA ROAD
PALM SPRINGS, CA 92262

AGUA CALIENTE BAND OF CAHUILLA
INDIANS I I I I I

MS MARGARET PARK
AGUA CALIENTE BAND OF CAHUILLA
INDIANS
777 E. TAHQUITZ CANYON WAY, #301
PALM SPRINGS, CA 92262

SPONSORS I I I

MR JEFF SMITH
DUET REAL ESTATE, LP
1212 S. FLOWER STREET, STE. 500
LOS ANGELES, CA 90014

MR CHRIS BLAZE
KOR HOTEL GROUP
415 SOUTH BELARDO ROAD
PALM SPRINGS, CA 92262

MS. KARA ALTICE-MONTES, GENERAL
MANAGER
VICEROY HOTEL
415 S. BELARDO ROAD
PALM SPRINGS, CA 92262

INTERESTED PERSONS:

MS ROXANNE PLOSS
930 EAST CHIA ROAD
PALM SPRINGS, CA 92262

MR FRANK TYSEN &
MS THERESE HAYES
175 SOUTH CAHUILLA ROAD
PALM SPRINGS, CA 92262

72 notices

12-17-08

Case HSPB 69. La Serena Villas

CC 12.17.08

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513151028
BARISTO GROUP
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513151029
ST BARISTO CONDOMINIUM
OWNERS ASSN
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513151036
ST BARISTO CONDOMINIUM
OWNERS ASSN
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513151037
WESSMAN, JOHN
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513151042
PALI, PALM SPRINGS DBA ORCHID
TREE INN
212 MARINE ST 100
SANTA MONICA, CA 90405

513153029
REDEVELOPMENT AGENCY CITY OF
PALM SPRINGS
PO BOX 2743
PALM SPRINGS, CA 92263

513153034
LARRY KARMER VINEYARD PROP
1909 EL CAMINO REAL
REDWOOD CITY, CA 94063

513155002
ARRACHE, RONALD B & NANCY A
PO BOX 2468
LANCASTER, CA 93539

513155004
BARISTO GROUP
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513155010
~~KONING, BASTIAAN HANS &
BASTIAAN HILDA~~ RM
249 S CAHUILLA RD
PALM SPRINGS, CA 92262

513155012
WACHS, BRIAN LINDSAY &
JACQUELINE CAMPAGNE
265 S CAHUILLA RD
PALM SPRINGS, CA 92262

~~513155013
CARTIER, CHARLES F~~ RM
267 S CAHUILLA RD
PALM SPRINGS, CA 92262

513155014
~~AGINS, MICHAEL PHILIP~~ RM
188 MINNA ST 33A
SAN FRANCISCO, CA 94105

513155015
BRADLEY, EARL T & MARIA
MCDONALD
285 S CAHUILLA RD
PALM SPRINGS, CA 92262

513155016
MULLIGAN, TERRY JAMES
287 S CAHUILLA RD
PALM SPRINGS, CA 92262

513155017
GARCIA, COLSON L JOANE
288 CALLE LA SOLEDAD
PALM SPRINGS, CA 92262

513155018
BARISTO GROUP
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513155026
DAVIS, DANIEL V
288 S LUGO RD
PALM SPRINGS, CA 92262

513155027
BARISTO GROUP
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513155028
SCHULTZ, STEPHEN R & EILEEN B
360 W BARISTO RD
PALM SPRINGS, CA 92262

513155029
HURD, BRIAN J
115 E 51ST ST
MINNEAPOLIS, MN 55419

513155030
BARISTO GROUP
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513155031
BARISTO GROUP
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

~~513182003
JONES, PAMELA K~~ RM
PO BOX 8720
PALM SPRINGS, CA 92263

513182004
FULLER, LEO J
377 W BARISTO RD
PALM SPRINGS, CA 92262

513182005
PFISTERER, LILLIAN ANNE TRUST
618 ARCHWOOD AVE
BREA, CA 92821

513182006
ENRICO, MARGARITE D & TOMMY B
TRUST
340 W PABLO DR
PALM SPRINGS, CA 92262

513182015
KIRK, RONALD & MICHELLE
PO BOX 5566
SAN JOSE, CA 95150

513182016
STEANE, ROBERT A
N/AVAIL

513182017
ENSLEY, BENI
374 S PABLO DR
PALM SPRINGS, CA 92262

513182018
SCHLESINGER, ROBERT A & VIOLET M
380 S PABLO DR
PALM SPRINGS, CA 92262 * RM

513182019
SALGADO, ROBERT P
373 S MONTE VISTA DR
PALM SPRINGS, CA 92262

513182020
JARVIS, WILLIAM R & GERALDINE
RUTH
11920 100TH AVE 1203
EDMONTON AL CANADA TSKOK,
00000

513182021
TUTTOBENE, CHRISTOPHER A & GINA
345 S MONTE VISTA DR
PALM SPRINGS, CA 92262 RM

513201001
HOLM, SVEN N & PAMELA K TRUST
6103 153RD AVE E
SUMNER, WA 98390

513201002
CHAGIN, STEPHEN & NELDA M
TRUST
303 W BARISTO RD
PALM SPRINGS, CA 92262

513201003
VANDYCK, CRISTINA
PO BOX 582
INCLINE VILLAGE, NV 89450

513201004
VETTERLI, E MICHAEL
318 W PABLO DR
PALM SPRINGS, CA 92262

513201005
HOWLAND, CHARLES P
PO BOX 1707
PALM SPRINGS, CA 92263

513201006
REYNOLDS, MARY SUE
81157 PORTOLA CIR
INDIO, CA 92201 RM

513201007
DZWILEWSKI, DANIEL R &
GEORGETTE M
5575 LADYBIRD LN
LA JOLLA, CA 92037

513201008
BARROW, JAMES R & MARJORIE A
TRUST
PO BOX 7129
MENLO PARK, CA 94026

513201009
BARROW, JAMES R & MARJORIE A
TRUST
PO BOX 7129
MENLO PARK, CA 94026

513201010
WOODS, WILLIAM WESLEY
372 S MONTE VISTA DR
PALM SPRINGS, CA 92262

513201011
MCLOUGHLIN, KERRY SEAN
PO BOX 14610
SAN FRANCISCO, CA 94114

513201012
LLOYD, ROBERT T TRUST
324 S MONTE VISTA DR
PALM SPRINGS, CA 92262

513202001
PALM SPRINGS WOMANS CLUB
PO BOX 5017
PALM SPRINGS, CA 92263

513202002
MARTINI MADNESS
151 W ROSECRANS AVE
GARDENA, CA 90248

513202005
CASA REAL ESTATE LTD
PARTNERSHIP
415 S BELARDO RD
PALM SPRINGS, CA 92262

513202009
DUET REAL ESTATE LTD
PARTNERSHIP
415 S BELARDO RD
PALM SPRINGS, CA 92262

513202010
DUET REAL ESTATE LTD
PARTNERSHIP
415 S BELARDO RD
PALM SPRINGS, CA 92262

513203006
LWSC
4221 WILSHIRE BLVD 430
LOS ANGELES, CA 90010

513203007
DEL NORTE INV
4641 LEAHY ST
CULVER CITY, CA 90232

513203012
SAN GATIANO CO
1874 S PAC COAST HWY 201
REDONDO BEACH, CA 90277

513203013
MAREK FAMILY LTD PARTNERSHIP
72240 HIGHWAY 111
PALM DESERT, CA 92260

513203016
CURRIEX, LESLIE
1440 N ALTA VISTA BLVD
LOS ANGELES, CA 90046 LM

513203017
NELSON, ROBERT A & HELGA L
35339 ROSEMONT DR
PALM DESERT, CA 92211

513204003
PALM SPRINGS ORANGE LAND
4221 WILSHIRE BLVD 430
LOS ANGELES, CA 90010

513204005
WESSMAN HOLDINGS
300 S PALM CANYON DR
PALM SPRINGS, CA 92262

513211001
BENAT, SERGE MAX
200 S LA PEER DR
BEVERLY HILLS, CA 90211

Case H&P B 69 - La Serena Villas

CC

12.11.08

(3)

~~513211012~~
VANCE, GEORGE L
PO BOX 8480
PALM SPRINGS, CA 92263

RM

513212004
CASA REAL ESTATE LTD
PARTNERSHIP DBA VICEROY PALM
415 S BELARDO RD
PALM SPRINGS, CA 92262

513213001
DEL NORTE INV
4641 LEAHY ST
CULVER CITY, CA 90232

RETURNED MAIL:

513182018
SCHLESINGER, ROBERT A
PO BOX 2269
PALM SPRINGS, CA 92263

NOTICE OF PUBLIC HEARING
CITY COUNCIL
CITY OF PALM SPRINGS

PROPOSED DESIGNATION OF
"LA SERENA VILLAS"
AS CLASS 1 HISTORIC SITE 69
NOTICE OF EXEMPTION FROM CEQA
339 SOUTH BELARDO ROAD
APPLICANT: CITY OF PALM SPRINGS

NOTICE IS HEREBY GIVEN that the City Council of the City of Palm Springs, California, will hold a public hearing at its meeting of December 17, 2008. The City Council meeting begins at 6:00 p.m., in the Council Chambers at City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

The purpose of the hearing is to consider designating 339 South Belardo Road (La Serena Villas) as Class 1 Historic Site 69.

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.


REVIEW OF PROJECT INFORMATION: The staff report and other supporting documents regarding this project are also available for public review at City Hall between the hours of 8:00 a.m. and 5:00 p.m., Monday through Friday. 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

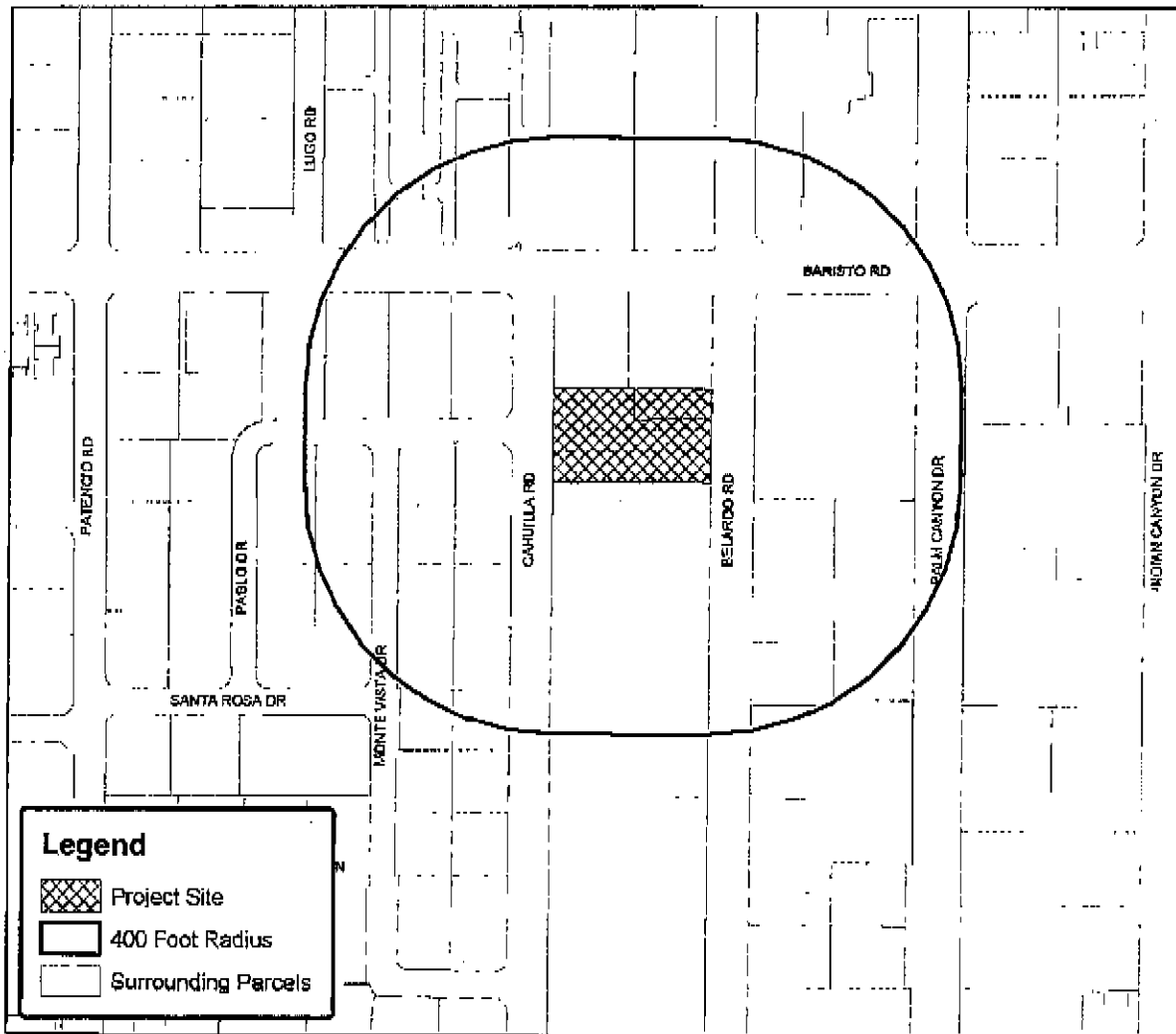
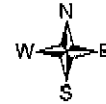
Any challenge of the proposed project in court may be limited to raising only those issues raised at the public hearing described in this notice or in written correspondence delivered to the City Clerk at, or prior to, the City Council hearing. (Government Code Section 65009[b][2]). An opportunity will be given at said hearing for all interested persons to be heard. Questions regarding this case may be directed to Diane Bullock, Associate Planner, Planning Services Department at (760) 323-8245.

Si necesita ayuda con esta carta, porfavor llame a la Ciudad de Palm Springs y puede hablar con Nadine Fieger telefono (760) 323-8245.


James Thompson, City Clerk



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: HSPB - 69
3.2130 MAA

APPLICANT: City of Palm Springs

DESCRIPTION: To consider designating 339 South Belardo Road (La Serena Villas) as Class 1 Historic Site 69, Zone R-3, Section 15.

Historic Tennis Club Neighborhood Organization



December 8, 2008

Dear Honorable Mayor and Council members

RE: Proposed Designation of "La Serena Villas" as Class I Historic Site #69

Our board has unanimously voted to strongly support the Class I Historic Designation for "La Serena Villas" located in our neighborhood at 339 South Belardo.

We have been deeply concerned about the loss of several historic inns. In a little more than one decade out of a total of 21 historic inns we have lost one third, 7 to be exact. They have been lost to conversions to condominiums, apartments, substance abuse centers and private compounds. Some unfortunately have been changed beyond recognition. Of course both La Serena and the Orchid Tree are languishing in half demolished states.

We are pleased to know that after a long hiatus the owners of La Serena, the Kor Group and the interested buyers, namely the owners of the Vineyard, Larry and Sharon Kramer, are in serious negotiations. You are in receipt of an email sent several months ago by Mr. Kramer stating his intent. We are hopeful that these dealings will be successful but regardless, La Serena must ultimately be restored.

La Serena is essential to the viability of our historic neighborhood and the boutique hotel community, both of which contribute substantially to the character, uniqueness and economic viability of our city. Once La Serena is gone it can never be restored. Thus a Class I designation is crucial and we urge you to bestow this Class I designation.

Sincerely

Sven Holm
Acting President

HTCNO
611 South Palm Canyon Drive #7220
Palm Springs, CA 92264-7453
www.htcno.org

RECEIVED

DEC 09 2008

PLANNING SERVICES
DEPARTMENT

114

Received after final print of report

Cindy Berardi

From: Jay Thompson
Sent: Thursday, December 18, 2008 1:09 PM
To: Cindy Berardi
Subject: FW: for the record

RECEIVED
CITY OF PALM SPRINGS
2008 DEC 18 PM 1:15
JAMES THOMPSON
CITY CLERK

From: Sidney Williams [mailto:Swilliams@PSMUSEUM.org]
Sent: Thursday, December 18, 2008 10:57 AM
To: Jay Thompson
Subject: for the record

Hi Jay-

Please see the attached comments from last night's Council meeting on Item 1.B. La Serena Villas for the record. Also, when will the opening on the HSPB be noticed and interviews begin?

Thanks so much and Happy Holidays,

Sidney

Sidney Williams
Associate Curator
Palm Springs Art Museum
101 Museum Drive
Palm Springs, CA 92262
760/322-4813

RECEIVED
CITY OF PALM SPRING

2008 DEC 18 PM 1:15

JAMES THOMPSON
CITY CLERK

La Serena Villas Designation, City Council Meeting, Dec. 17, 2008

Good evening, I am Sidney Williams, chair of the HSPB. Tonight we are confronted with a complex case of historic preservation, involving the integrity of a historic neighborhood and the neglect of a historic property. It is ironic that less than one week after the hugely popular annual Walk of the Inns in the Historic Tennis Club neighborhood, the City Council is to vote on the historic designation of La Serena Villas to prevent the demolition of another historic inn.

Our PS municipal code defines a Class I historic site as "any real property... that is unique or significant because of its location, design, setting, materials, workmanship or aesthetic effect." When the La Serena Villas property, built in the 1930s, was sold to the Kors group, it certainly exhibited many of these characteristics. The owners retained O'Donnell Escalante architects to draw up plans to restore the bungalows as a hotel-condominium combination with the addition of a fitness center. On March 12, 2005 the owners stated that it was "their intent to bring it back to as close to the original condition as possible."

The project began by removing old electrical, plumbing and other fixtures to proceed with the restoration. However, the owner's priorities changed and the project languished. And languished and languished. For 3 years we have seen the bungalows slowly deteriorate due to neglect. This in no way diminishes the fact that the buildings are restorable. The plans could be resurrected.

Continuing with the restoration would retain the density on the property and maintain the appropriate scale consistent with the neighborhood. It would also be the most sustainable solution.

The time between the granting of building approvals in 2004 and a March 2008 notice to the owners to either proceed with the restoration by renewing their permits or demolish the property shows a real lack of monitoring the performance on this historic property. However the building department has stated that there are "no immediate safety hazard issues."

It is time for the City to show its commitment to preserving historic properties and the scale and character of historic neighborhoods and designate La Serena Villas a Class I historic site. Thank you.

Jay Thompson

From: Craig Ewing
Sent: Wednesday, December 17, 2008 11:47 AM
To: Jay Thompson
Subject: FW: La Serena Villas

Jay,
This e-mail should be entered in the documents record for tonight's agenda – Item 1B

Craig A. Ewing, AICP
Director of Planning Services
City of Palm Springs
3200 E. Tahquitz Canyon Drive
Palm Springs, CA 92262
760-323-8245

From: sharon kramer [mailto:sharonakramer@yahoo.com]
Sent: Wednesday, December 17, 2008 11:32 AM
To: Steve Pougnet; Ginny Foat; Rick Hutcheson; Lee Weigel; Chris Mills; David Ready; Tom Wilson; johnraymond@palmsprings-ca.gov; DaveBarakian@palmsprings-ca.gov; Craig Ewing
Subject: La Serena Villas

Dear City Council Members and all,

Since my last email to you in June, my husband and I have been in negotiations with the KOR Group to re-purchase the Villas. As former owners of this site we would still like to attempt to return La Serenas to the little jewel of the neighborhood it was in the past.

Please keep our intentions in mind as you decide the fate of this beautiful property. In our opinion, it should be declared an historic site.

Thank you for your consideration,
Larry and Sharon Kramer

12/17/2008

12/17/2008
ITEM 1.B.

Allen Matkins

Allen Matkins Leck Gamble Mallory & Natsis LLP
Attorneys at Law
515 South Figueroa, 9th Floor | Los Angeles, CA 90071-3309
Telephone 213.622.5555 | Facsimile 213.620.8816
www.allenmatkins.com

Michael Gonzales
E-mail: mgonzales@allenmatkins.com
Direct Dial: 313.955.5578 File Number: K6660-003/LAS14634 03

Via Email/Hand Delivery

December 16, 2008

Honorable City Council of Palm Springs
City of Palm Springs
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

RECEIVED
CITY OF PALM SPRINGS
2008 DEC 17 AM 9:47
JAMES HONORS
CITY CLERK

Re: Case HSPB #69 – 339 S. Belardo Road, Palm Springs

Dear Honorable Council Members:

This firm represents the interests of Duet Real Estate Limited Partnership ("Duet"). Duet is the owner of that certain real property located at 339 S. Belardo Road (the "Property") in the City of Palm Springs (the "City"). The Property is improved with 11 structures (the "Structures") and is commonly referred to as La Serena Villas. Pursuant to validly issued permits in approximately September 2004, Duet began but did not complete the Structures' rehabilitation. The Structures have remained in their current condition since the cessation of rehabilitation activities in late 2004/early 2005.

The Property is the subject of an application for designation as an historic resource pursuant to Palm Spring Municipal Code ("PSMC") Section 8.05. As you may know, on November 10, 2008 the City's Historic Site Preservation Board (the "Board") held a hearing to consider recommending to this Honorable Council designating the Property and Structures as Class 1 historic pursuant to the PSMC. A staff report prepared for that hearing contained findings supporting the Board recommendation. Those findings were primarily based on the Staff's analysis of the Structures as they existed in 2004 and not on the Structures' current condition. Typically an historical analysis is based on a structure's condition at the time the analysis is conducted. Staff's 2004 based analysis is inconsistent with this standard. The record is also void of adequate evidence to support the Board's findings that the Property and Structures qualify for Class 1 historical designation under the PSMC.

Enclosed, please find a Preliminary Historic Resources Assessment (the "Assessment") for the Property. The Assessment was prepared by LSA Associates at our request. While the Assessment is based on a preliminary site investigation and data, it nevertheless concludes that under current conditions the Structures do not qualify for Class 1 historical designation under the

ITEM I.B.
12/17/08

Allen Matkins Leck Gamble Mallory & Natsis LLP
Attorneys at Law

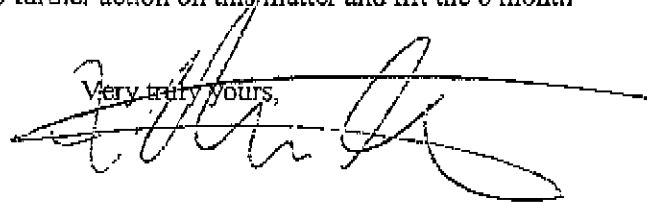
Honorable City Council of Palm Springs
December 16, 2008

Page 2

PSMC. Moreover, the Assessment concludes that the Structures are considerably dilapidated, and rehabilitation to 2004 conditions may not be feasible. Please refer to the Assessment for specifics regarding these conclusions. At this time, LSA Associates continues with its investigation. Additionally, Duet has retained an architect to assess the cost and feasibility of rehabilitating the Structures to their 2004 condition. In any event, the Assessment provides sufficient evidence that under current conditions the Structures cannot qualify for Class 1 historical designation.

Furthermore, the City Council Staff Report (the "Report") for this matter recommends that this Honorable Council overturn the Board's recommendation. While Staff recommends a Class 2 designation for the Property, the Report goes on to state that even a Class 2 designation "is a close call" because the Structures' "current condition is in such a dilapidated state that the restoration may not be feasible," and the Property's "current condition significantly contributes to neighborhood blight." Accordingly, the Report notes that this Council may elect to terminate the investigation and take no further action. Based on the inadequate record to support the Board's findings, the Assessment and information contained in the Report, we implore this Honorable Council to overrule the Board's recommendation and take no further action on this matter and lift the 6 month stay on demolition.

Very truly yours,



Michael Gonzales

MG:sah
Enclosure

cc: Mr. David H. Ready (email only)
Mr. James Thompson (email only)
Jason R. Morgan, Esq. (email only)
Kara Alticc-Montes (email only)

LSA

LSA ASSOCIATES, INC.
1500 IOWA AVENUE, SUITE 200
RIVERSIDE, CALIFORNIA 92507

951.781.9310 TEL
951.781.4277 FAX

HERAELLY
CARLSBAD
CULMA

FORT COLLINS
IRVINE
PALM SPRINGS

POINT RICHMOND
ROCKLIN
SAN LUIS OBISPO

RECEIVED
CITY OF PALM SPRINGS
2008 DEC 17 AM 8:23
JAMES J. HIGGINS
CITY CLERK

December 15, 2008

Michael Gonzales, Esq.
Allen Matkins Leck Gamble Mallory & Natsis LLP
515 S. Figueroa Street, 7th Floor
Los Angeles, California 90071

Subject: Preliminary Historic Resources Assessment for the Property located at 339 South Belardo Road in the City of Palm Springs (LSA Project No. AML0801)

Dear Mr. Gonzales:

At your request, LSA Associates, Inc. (LSA) has completed a preliminary historic resources assessment of the La Serena Villas located at 339 South Belardo Road (Assessor's Parcel Numbers [APNs] 513-202-009 and -010) in the City of Palm Springs, Riverside County, California. To do this, LSA reviewed the Historic Site Preservation Board (HSPB) staff report dated November 10, 2008, conducted a site investigation and preliminary archival research, and contacted the City of Palm Springs Planning Department. The results of this preliminary work are described in detail below.

BACKGROUND*

The project area consists of two parcels (APNs 513-202-009 and -010) totaling approximately 0.9 acre developed with 11 structures (attached Figure 1). The site is located west of Palm Canyon Drive in an area characterized by a mix of commercial businesses, apartments, single-family residences, and small historic-period (pre-1958) hotels/resorts. In 2004, the City of Palm Springs approved a plan and building permits to renovate the property, but did not recommend that the property be evaluated for historical significance.

In March 2005, the City's HSPB approved a request to demolish one of the buildings that was originally constructed on the property line with no permits. Three years later, in March 2008, the property owner was notified by the City that the renovation building permits had expired and that the owners needed to either complete the renovation work or demolish the buildings. In June 2008, the City Council directed staff to conduct a site visit to ascertain the condition of the buildings. Code Compliance, Fire, and Planning staff inspected the site and noted among other things "significant structural deterioration has occurred throughout the property," "dry rot and termite damage were noted in various locations of all buildings," and "transient activity was evident." They concluded that "rehabilitation of these structures would exceed 75 percent of their value" and the "buildings are in such disrepair that they are substandard and uninhabitable," and recommended that they be demolished. Subsequently, the property owner applied for a demolition permit; however, in July 2008, the City Council approved a stay of demolition for six months and directed the HSPB "to study and report on any historic findings and significance of the property."

* Information in this section was taken from the November 10, 2008, staff report (Case HSPB-69 - La Serena Villas).

12/15/2008 (R:\AML0801\Preliminary Letter 12-15-08.doc)

In November 2008, the HSPB reviewed a staff report that evaluated the historical significance of the property not as it currently exists, but as it appeared in photographs from 2004 prior to the renovation work. The report indicates that this retroactive approach was taken because the City did not evaluate the property prior to approving the renovation work. The retroactive evaluation was conducted using the City's criteria for a Historic Site (Chapter 8.05-Historic Preservation, Article I, section 8.05.020) and found that the property was eligible for Class 1 designation. Class 1 designation is "intended for use when the structure or site still exists as it did during the historical period or is restorable." No definition for "restorable" is provided in the City's Historic Preservation ordinance. The staff report noted that in its present condition the site lacks distinction and a recommendation for a Class 1 designation is a "close call." However, based on the findings made in the report, the HSPB recommended the Class 1 designation to the City Council.

In response to this action, the property owner has raised concerns regarding the appropriateness of the retroactive evaluation, which does not consider the current integrity of the buildings and the concept that the buildings are "restorable" even though nearly all of the original materials have been removed. Additionally, the property owner does not consider the HSPB's findings legally adequate to support its recommendation.

EVALUATION

According to National Register Bulletin 15 (How to Apply the National Register Criteria for Evaluation), to be historically significant, a property "must represent a significant part of the history, architecture, archaeology, engineering, or culture of an area and it must have the characteristics that make it a good representative of properties associated with that aspect of the past." As indicated by the use of the present tense, the current state of the resource is what is important. A resource as it exists in the present must be able to convey its association with its past. For this reason, evaluating properties based on their current level of integrity, rather than a past or future level of integrity, is an industry standard and one of the key factors in determining the historical significance of a resource.

The National Register of Historic Places (National Register) requires that a resource possess integrity, which is defined as "the ability of a property to convey its significance." The aspects of integrity are location, design, setting, materials, workmanship, feeling, and association. The California Register of Historical Resources (California Register) also requires that a resource possess integrity, which is defined as "the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance" (California Office of Historic Preservation 1999:2). To retain integrity, a resource should have its original location, design, setting, materials, workmanship, feeling, and association. The importance of these factors depends on the particular criterion under which the resource is considered eligible for listing (California Office of Historic Preservation 1999).

The National Register and California Register criteria for evaluating historic significance are the models for most local preservation ordinances. This is reflected in the Palm Springs Historic Preservation ordinance, which lists five of the seven aspects of integrity as factors that contribute to the significance of a historic site. These are location, design, setting, materials, and workmanship (Article I, Section 8.05.020(a)). It also lists "aesthetic effect," which might be interpreted as "feeling." These criteria, in combination with any of seven additional criteria that largely reflect and expand on the National Register

Based on a site investigation, it is clear that the integrity of each of the structures and the property as a whole has been severely compromised (attached Figure 2). In their current condition, the property does not convey its past and is no longer a good example of modest Spanish Eclectic architecture or a 1930s motor court. This is acknowledged in the November 2008 staff report, which notes that in their current condition the structures lack distinction. The staff report goes on to state that recommending the Class 1 designation based on the retroactive evaluation is a "close call."

RESTORATION

In addition to the question of current integrity, there is the issue of whether the property is "restorable." As previously noted, the City's Historic Preservation ordinance indicates that the Class 1 designation is in part intended for buildings that are restorable, but a definition of "restorable" is not provided. The Code Compliance, Fire, and Planning staff who inspected the property recommended demolition citing Section 17980(B)(2) of the California Health and Safety Code, which states in part, "In deciding whether to require vacation of the building or to repair as necessary, the enforcement agency shall give preference to the repair of the building whenever it is economically feasible to do so without having to repair more than 75 percent of the dwelling, as determined by the enforcement agency..." However, this is not specifically a definition of what is restorable in the context of preservation.

The Secretary of Interior's *Standards for the Treatment of Historic Properties* largely define how a property should be maintained in order to retain its historical significance. These standards are so widely accepted and applied that they are cited in the California Environmental Quality Act (CEQA) as methods to mitigate impacts to historical resources to below a level of significance (15126.4(b)(1)). The Standards provide a clear distinction between restoration and reconstruction as discussed below.

Restoration projects must retain materials and features from the restoration period. Deteriorated features must be repaired rather than replaced wherever possible and replacement features must be substantiated by documentary and physical evidence, such as historical photographs, written descriptions, or historical materials that still exist on the structures. Because more than 75 percent of the materials have been removed from La Serena Villas, along with various features including the paving and landscaping, the property does not meet the criteria for restoration. Instead, "vanished or non-surviving portions" of the property would need to be reconstructed using "documentary and physical evidence ... to permit accurate reconstruction with minimal conjecture." In addition, measures would need to be taken "to preserve any remaining historic materials, features, and spatial relationships." "A reconstructed property will re-create the appearance of the non-surviving historic property in materials, design, color, and texture" and "will be clearly identified as a contemporary re-creation."

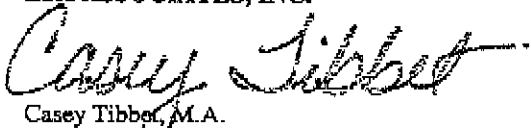
As discussed in the July 2008 report prepared by members of the Building and Planning staff, in order to bring La Serena Villas up to code and make the structures habitable, more than 75 percent of the buildings would need to be reconstructed with new materials. Based on the Secretary of the Interior's *Standards for the Treatment of Historic Properties*, that clearly would be a reconstruction rather than a restoration and would not meet the intention of the City's Class 1 designation.

CONCLUSION

After reviewing the November 10, 2008, staff report and conducting preliminary research and a field visit, LSA has determined that the property known as La Serena Villas does not meet the City of Palm Springs' criteria for a Historic Site. The property no longer retains integrity of setting, materials, workmanship, feeling, or association and therefore no longer conveys its associations with the past. More specifically, in its current condition, it is no longer a representative example of modest Spanish Eclectic architecture or a 1930s motor court. In addition, according to the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, La Serena Villas does not retain enough historic materials or features to be considered a "restorable" property and would instead be a reconstruction project. Because the Class 1 designation is specifically "intended for use when the structure or site still exists as it did during the historical period or is restorable" the property does not qualify for Class 1 designation.

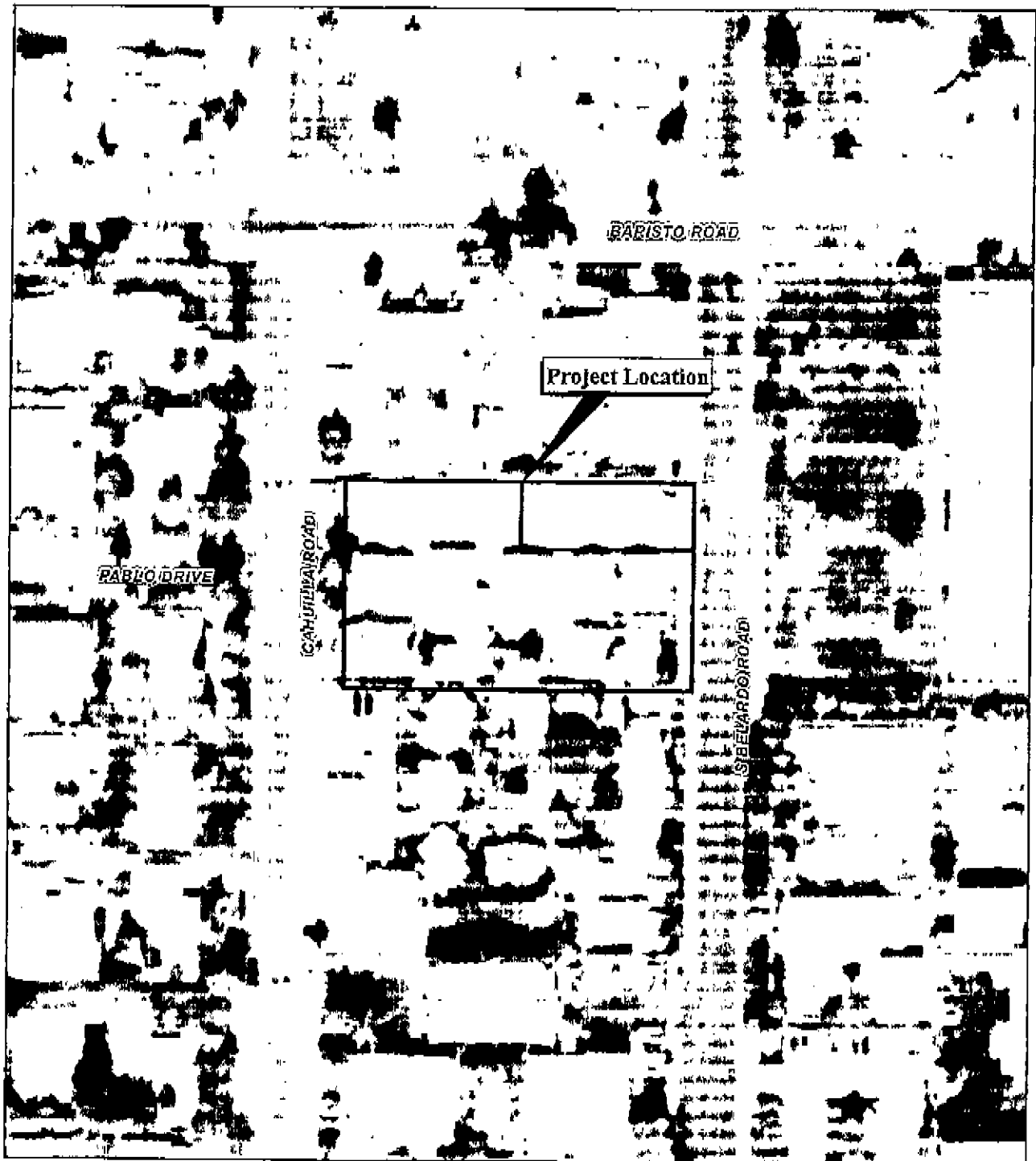
Sincerely,

LSA ASSOCIATES, INC.



Casey Tibbet, M.A.
Cultural Resources Manager
Architectural Historian/Historian

Attachments: Figure 1: Location Map
Figure 2: Representative Photographs of La Serena Villas



Project Location

BARISTO ROAD

PABLO DRIVE

CAHULLA ROAD

SEBARD ROAD

LSA

FIGURE 1

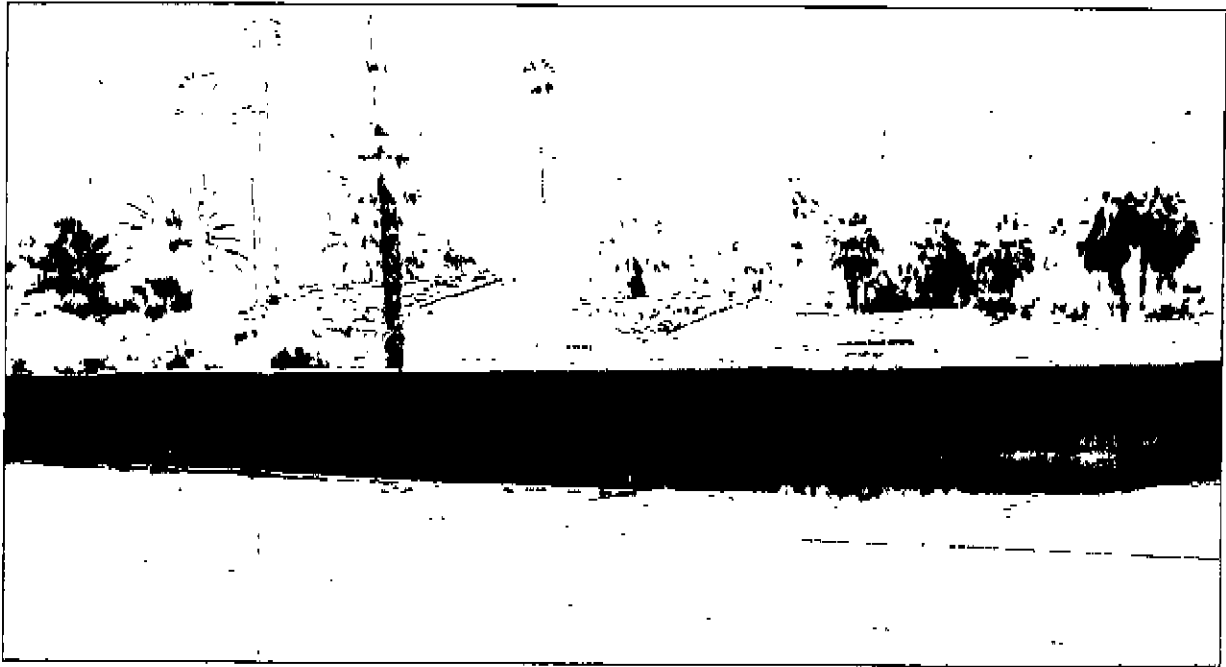


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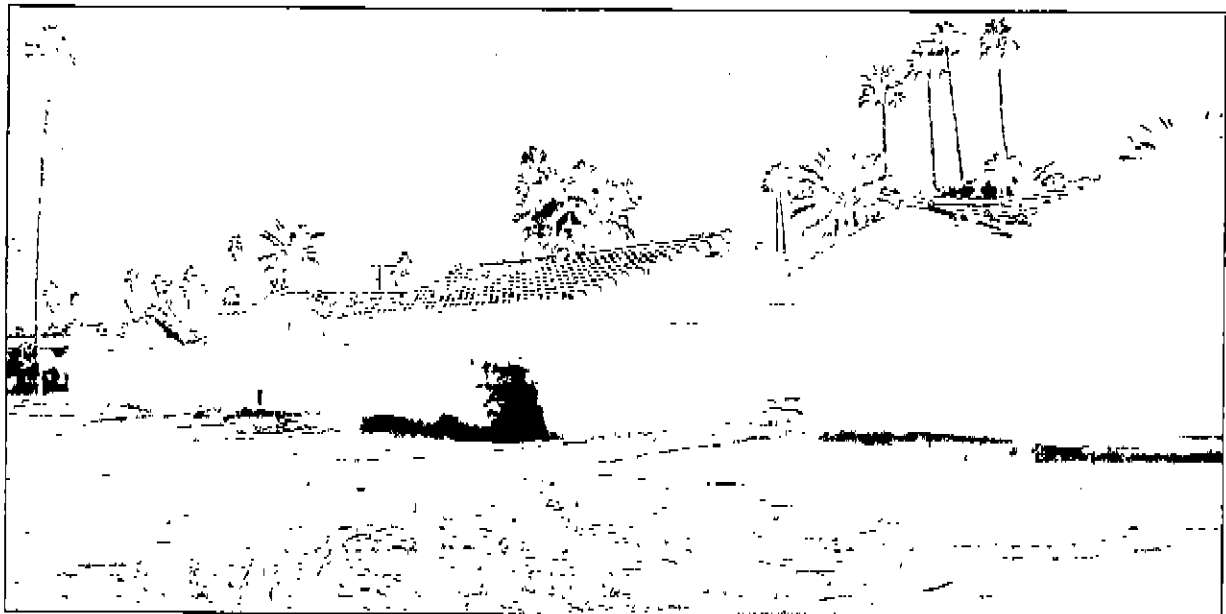
FEET

La Serena Villas

Figure 2
La Serena Villas
339 South Belardo Road, Palm Springs, CA

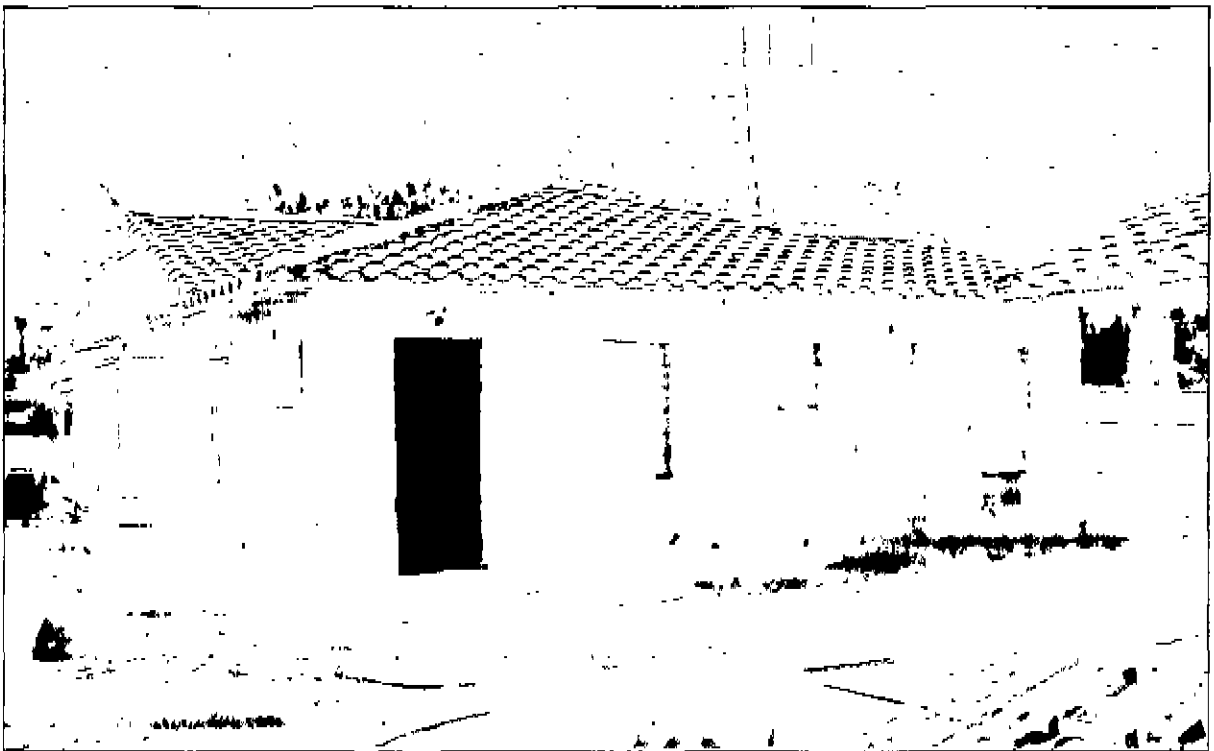
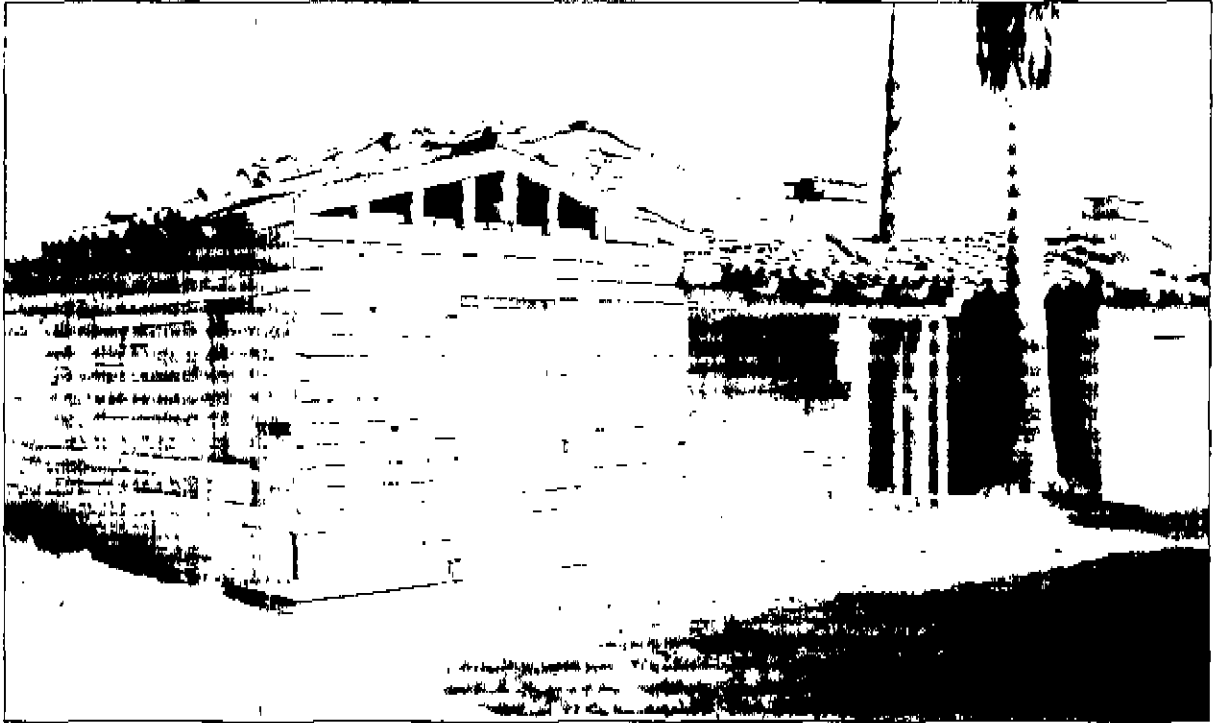


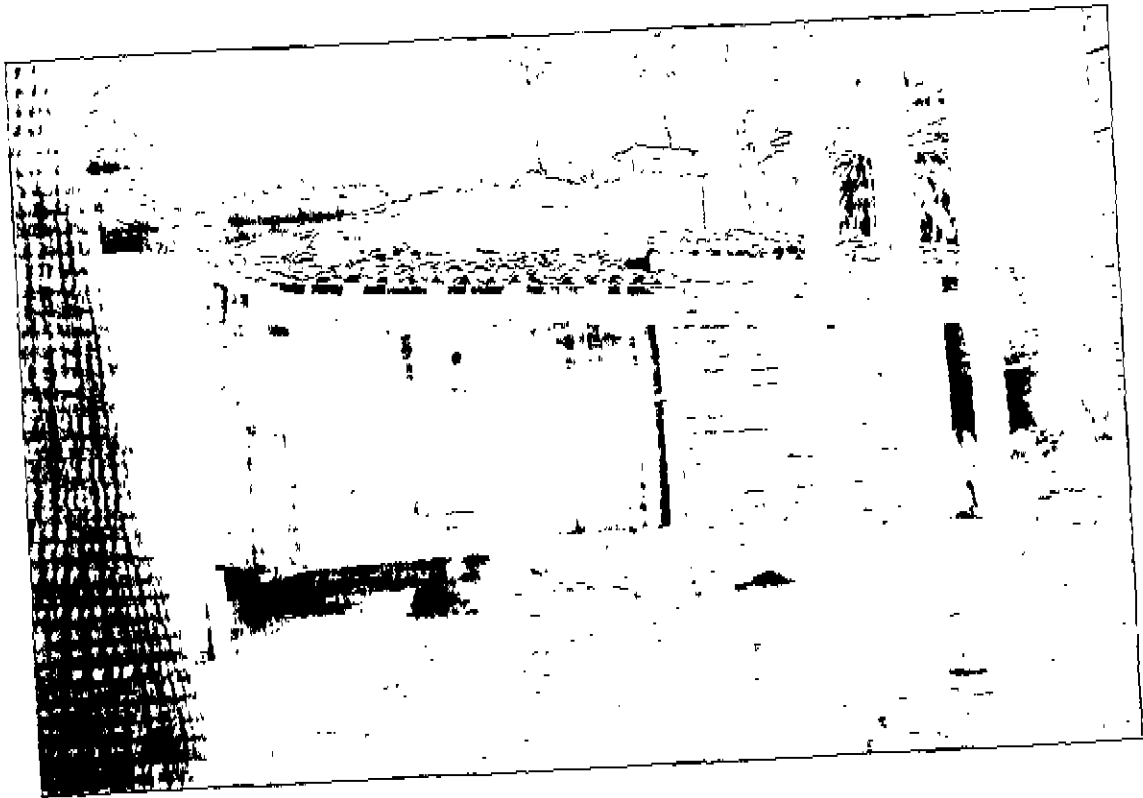
Overview from South Belardo Road looking southwest (12/8/08)



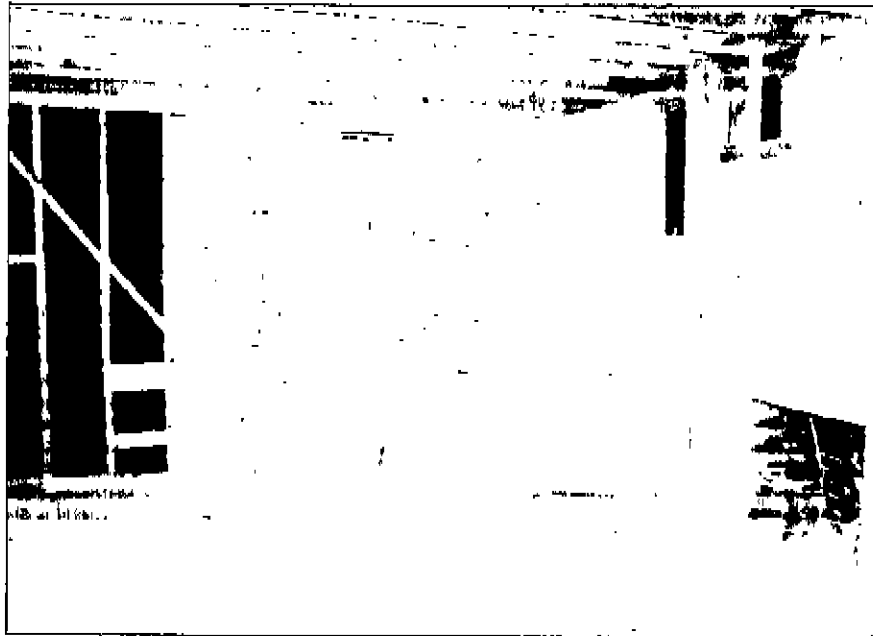
Overview from the northwest corner of the property looking southeast (12/8/08)

Representative Building Exteriors (12/8/08)

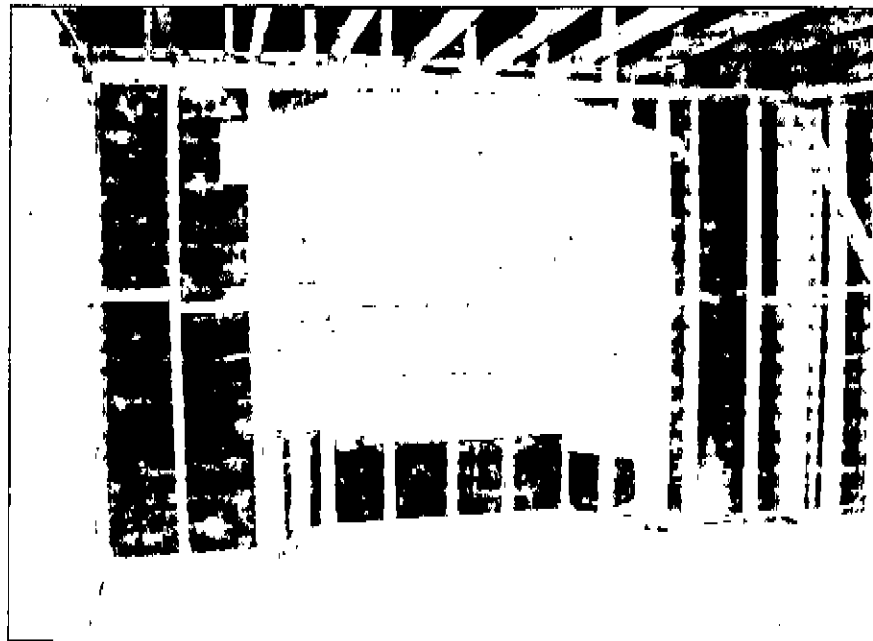




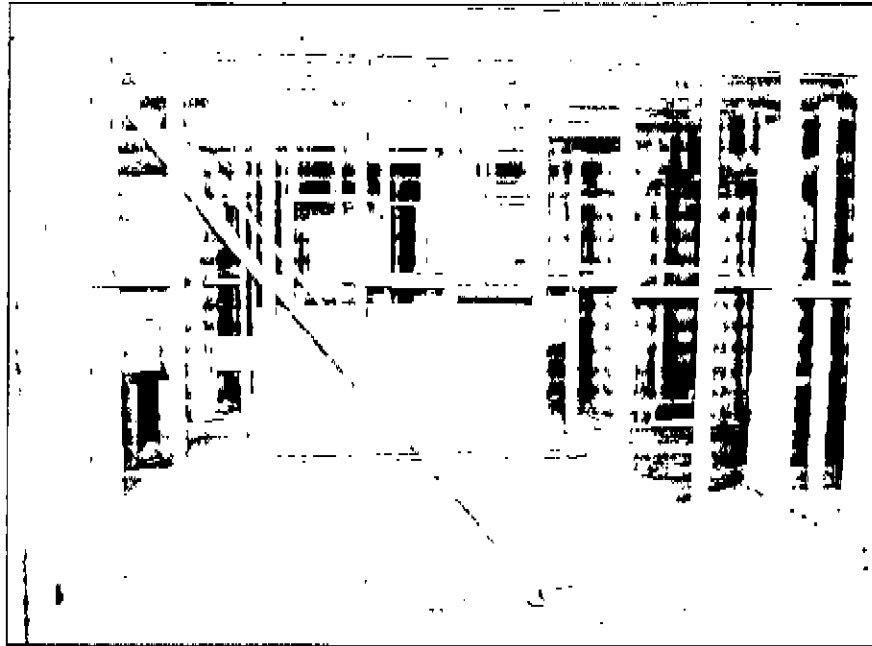
Representative Building Interiors (12/8/08)



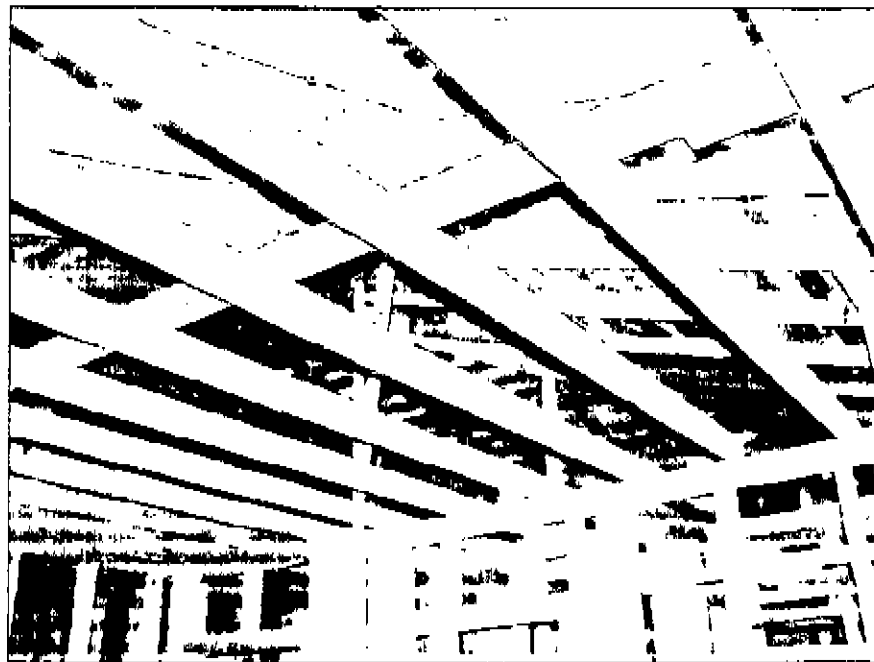
Living room with fireplace.



Bay window removed and covered with plywood.



Framing.



Ceiling/roof.

Allen Matkins

Allen Matkins Leck Gamble Mallory & Natis LLP
Attorneys at Law
515 South Figueroa, 9th Floor | Los Angeles, CA 90071-3309
Telephone 213 622.5555 | Facsimile 213.620.8816
www.allenmatkins.com

Michael Gonzales
E-mail: mgonzales@allenmatkins.com
Direct Dial: 213 955.5578 File Number: K6000-005/LA817437 01

Via Email/US Postal

January 21, 2009

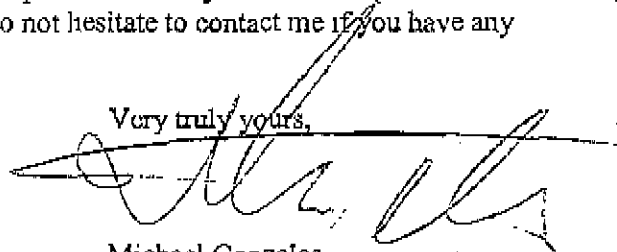
Mr. Craig Ewing
Director of Planning Services
City of Palm Springs
3200 East Talquitz Canyon Way
Palm Springs, CA 92263-2743

Re: 339 S. Belardo Road, Palm Springs, Ca. (the "Property")

Dear Sirs:

This firm represents Duet Real Estate Limited Partnership ("Duet") in connection with the above referenced Property. The Property is the subject of City Planning Department Case Number HSPB-69, which is scheduled to be heard by the City Council on February 4, 2009. Pursuant to Section 3 of that certain ~~Agreement to Extend Time For Action on Case Number HSPB-69 dated December 18, 2008 by and between Duet and the City of Palm Springs (the "Agreement")~~, Duet hereby extends the terms of the Agreement for a period of 60 days from the expiration of the 50-day period (as defined in the Agreement). Please do not hesitate to contact me if you have any questions.

Very truly yours,



Michael Gonzales

MG

cc: Mr. David H. Ready
Jason R. Morgan, Esq. (Email only)
Kara Altice-Montes (Email only)