



CITY COUNCIL STAFF REPORT

DATE: June 24, 2009

PUBLIC HEARING

SUBJECT: CASE HSPB #51: DESIGNATION OF THE TOWN AND COUNTRY CENTER AT 146-174 N. PALM CANYON DR. AND 167-181 N. INDIAN CANYON DR AS A CLASS 1 HISTORIC SITE

FROM: David H. Ready, City Manager

BY: The Planning Department

SUMMARY

Under Section 8.05 of the Palm Springs Municipal Code (Historic Resources), the City Council may designate historic properties as "Class 1" or "Class 2" historic sites. The City's Historic Site Preservation Board (HSPB) has recommended a Class 1 designation for the property at 146-174 N. Palm Canyon Dr. and 167-181 N. Indian Canyon Dr, the Town and Country Center. The Council will conduct a public hearing and determine if the site should be designated Class 1. Designation would place the building under the guidance of Municipal Code Section 8.05 "Historic Preservation".

RECOMMENDATION

1. Open the public hearing and accept public testimony.
2. Determine whether the Town and Country Center should be designated a Class 1 historic resource. A resolution consistent with the HSPB recommendation is attached.

PROJECT DESCRIPTION

In accordance with Section 8.05.135, the Historic Site Preservation Board initiated an application requesting 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,

ITEM NO. 18

3. Grant possible property tax reduction opportunities to the owner under the State of California Mills Act.

A full project description, historic assessment report, findings and recommendations can be found in the attached staff report to the Historic Site Preservation Board dated June 9, 2009, with attachments.

PRIOR ACTIONS

On December 12, 2006, the Board directed staff to conduct an investigation in order to allow the Board's consideration of a historic designation for the subject property.

On June 9, 2009, the Board conducted a public hearing and then voted 4 to 2 (Grattan and Strahl opposed) to recommend to the City Council that the site be assigned a Class 1 historic designation.

ANALYSIS

The site is 2.21 acres located between North Palm Canyon Drive and North Indian Canyon Drive, approximately 300 feet north of Tahquitz Canyon Way. Three parcels comprise the "through-lot" site, which are fully developed. The site is irregularly shaped, with frontage on N. Palm Canyon Drive of approximately 225 feet and frontage along N. Indian Canyon Drive of approximately 430 feet. The site is generally flat and is fully developed with five multi-tenant buildings, each having one or two stories. The total developed floor area of the site is 50,092 square feet.

Project History

The Town and Country Center was built by the Palm Springs Corporation on property owned by the Bank of America beginning in about 1948. The Center was designed to accommodate a mixture of uses, including retail stores, The Town and Country Restaurant, a Bank of America branch, the *Desert Sun* newspaper, offices and residential apartments. The most recent building – 168 North Palm Canyon Drive – was constructed in 1955. Major exterior remodels are shown to have occurred in 1949, 1952, 1979 and the 1980's, including:

- The northern corridor from the courtyard to North Palm Canyon Drive was enclosed
- The restaurant courtyard stairway and second floor balcony were enclosed
- The exterior façade of the former Bank of America was repainted.

While the property has been modified over the years, much of it has not been significantly improved in recent years. Consequently, the property is likely out of compliance with current regulatory provisions, especially regarding access for the disabled, asbestos removal, and abatement of lead-based paint. Any refurbishment of the site from this point forward will require certain mandatory actions to assure that current code requirements are met for these and other issues (structural load, electrical, plumbing, HVAC, etc.)

Historic Elements

The Town and Country Center was designed by a collaboration of two prominent Southern California architects: Paul R. Williams and A. Quincy Jones. These two men are established names in the architectural history of the region, having contributed to the modern design movement that invigorated much of the residential, commercial and institutional development that occurred in the post-World War II era of greater Los Angeles. In Palm Springs, the two collaborated on the Palm Springs Tennis Club restaurant in 1946 and Romanoffs on the Rocks restaurant in 1950.

From a design perspective, the Center fits into the post-World War II style of development in Palm Springs. The buildings display a set of conscious design intentions around the Modern style, as well as a recognition of the need to provide shade from the desert sun and relief from the street noise of the two major roads close by. The dramatic outdoor stairway and upper level design features helped overcome the disadvantages inherent in second-story commercial floor space. While the Center does not present a unified design statement – the curving lines of the north building diverge from the angular facets of the east building and garden platform, which themselves differ from the vertical louvers of the former Bank of America building – together they provide in a small space a collection of Desert Modern design features that captures much of the spirit of the times.

Lastly, the Center was born out of the time of growth and renewal that occurred after World War II and it was partially constructed on the foundations of an earlier building on the site. In addition, the Center was located directly across North Palm Canyon Drive from the renowned Desert Inn, until the resort was demolished in the late 1960's. The Center's prominent role in providing an upscale shopping and dining experience during Palm Springs' heyday was due large in part to its central location, and especially to its strategic proximity to Nellie Coffman's world-famous resort.

Designation of Historic Sites

In accordance with the provisions of Chapter 8.05 of the Palm Springs Municipal Code, the City Council is authorized to designate historic sites. This determination is discretionary; however, before the City Council can designate a property as a Class 1 historic site, the Council is required to find that the purposes of Chapter 8.05 of the Code would be furthered by such designation.¹ The Council would then identify if the site is a "historic resource" and assign a classification. Staff would note that the Council

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

is not required to make any findings if the Council should decide that it does not desire to designate the site a Class 1 site.

The HSPB concluded that the property meets the definition of a historic site under Section 8.05.020.a of the Palm Springs Municipal Code and that the property merits a Class 1 designation (see attached HSPB Resolution No. 51).

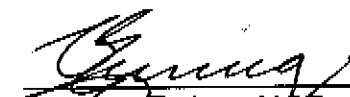
ENVIRONMENTAL ASSESSMENT

In accordance with Section 15331 (Historical Resources Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), the proposal to designate the site Class 1 is Categorically Exempt from environmental review as the proposed designation 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 and notice was made in a newspaper of general circulation. As of the writing of this report, staff has not received any inquiries on this matter.


FISCAL IMPACT: No fiscal impact.



Craig A. Ewing, AICP
Director of Planning Services



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



David H. Ready
City Manager

Attachments:

1. Draft Resolution
2. Vicinity Map
3. Written comments from Dick Greenlaw, Donald S. Karvelis
4. HSPB Resolution No. 51
5. HSPB Staff Report, June 9, 2009 and Exhibits

RESOLUTION NO. _____

OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DESIGNATING THE TOWN AND COUNTRY CENTER (146-174 NORTH PALM CANYON DRIVE, AND 167-181 NORTH INDIAN CANYON DRIVE) AS CLASS 1 HISTORIC SITE - 51.

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

WHEREAS, the Historic Site Preservation Board initiated an application for Historic Site Designation of the Town and Country Center, located at 146-175 North Palm Canyon Drive and 167-181 North Indian Canyon Drive on December 12, 2006; and

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

WHEREAS, on June 9, 2009, the Historic Site Preservation Board conducted a public hearing in accordance with applicable law to consider designation of the Town and Country Center as a Class 1 historic site, by a vote of 4 to 2 (Gratton and Strahl) adopted a recommendation to so designate the property; and

WHEREAS, the designation of Town and Country Center shall further the purpose and intent of Chapter 8.05; and

WHEREAS, the designation of Town and Country Center shall promote the sensitive preservation of said 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 of June 24, 2009 and all attachments, application materials, historical research, and all written and oral testimony presented

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Town and Country Center meets the definition of a historic site in accordance with Section 8.05.020.a because its location, design, setting, materials and aesthetics, as described in the staff report of June 24, 2009 and all attachments, are significant examples of the Desert Modern design idiom of the post-World War II era, as expressed in a small, commercial retail project setting,

as well as the specific definitions contained in Palm Springs Municipal Code Section 8.05.020.a.3, 4, 5 and 6, as follows:

- A. The Town and Country Center reflects or exemplifies a particular period of the national, state or local history, because it both reflected and exemplified the post-World War II era of commercial development in downtown Palm Springs. During that time, the Center was the home of a prominent pharmacy, a leading restaurant, the local newspaper and other shops and uses. Its central location and proximity to the Desert Inn made it a fashionable retail center, which was supported by the distinctive Desert Modern design of the buildings and open space. (PSMC Section 8.05.020.a.3)
- B. The Town and Country Center embodies the distinctive characteristics of a type, period or method of construction, because it displays numerous features of the type, period and method of construction of the Desert Modern style. The north building is defined by the curving line of its south elevation and south-facing eave, while the west building faces North Palm Canyon Drive with prominent vertical aluminum louvers. The east building shows a collection of angles arranged in a formal asymmetry, both on its Indian Canyon Drive elevation and especially facing the interior, including the dramatic, open outdoor staircase. The interior garden presents an arrangement of square and rectangular planters set in a raised platform defined by sharp lines of low ascending steps. (PSMC Section 8.05.020.a.4)
- C. The Town and Country Center presents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possesses high artistic value, because it is the product of two prominent architects who practiced in Southern California through much of the middle of the twentieth century: Paul R. Williams and A. Quincy Jones. The Center does not appear to represent these two designers' very highest level of work, and may have been a "remodel" project in certain respects; however, the architects' places as prominent designers and major influences on the post-World War II development of Southern California is well-documented. (PSMC Section 8.05.020.a.5)
- D. The Town and Country Center represents a significant and distinguishable entity whose components may lack individual distinction, because it is composed of four separate buildings, each

exhibiting one or more features out of the Desert Modern design idiom. Taken separately each building is distinctive. Together, the Center creates a juxtaposition of Desert Modern ideas which are not entirely resolved. This is especially true of the 1955 building addition. However, the interior courtyard space is an important outcome of the placement and design of the four buildings and its own arrangement and design contributes to the significance and distinction of the property. (PSMC Section 8.05.020.a.6)

SECTION 2. The Town and Country Center meets the requirements for a Class 1 designation, as described in Palm Springs Municipal Code Section 8.05.125, because the property generally exists as it did during its historical period, and that alterations which have occurred to the property in intervening years, including enclosure of the second story features and the painting and other modifications of the buildings' exteriors, are generally restorable.

SECTION 3. The Town and Country Center at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive, Palm Springs, California is hereby designated Class 1 Historic Site 51 subject to the following conditions;

1. The City shall demark the property 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 shall follow the requirements of the Secretary of Interior Standards.
5. That the City Clerk shall submit the Council Resolution to the County recorder for recordation within 90 days of the effective date of this resolution.

6. All previously permitted and approved alterations shall be considered acceptable.

ADOPTED this xxth day of Month, Year.

David H. Ready, City Manager

ATTEST:

James Thompson, City Clerk

CERTIFICATION

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

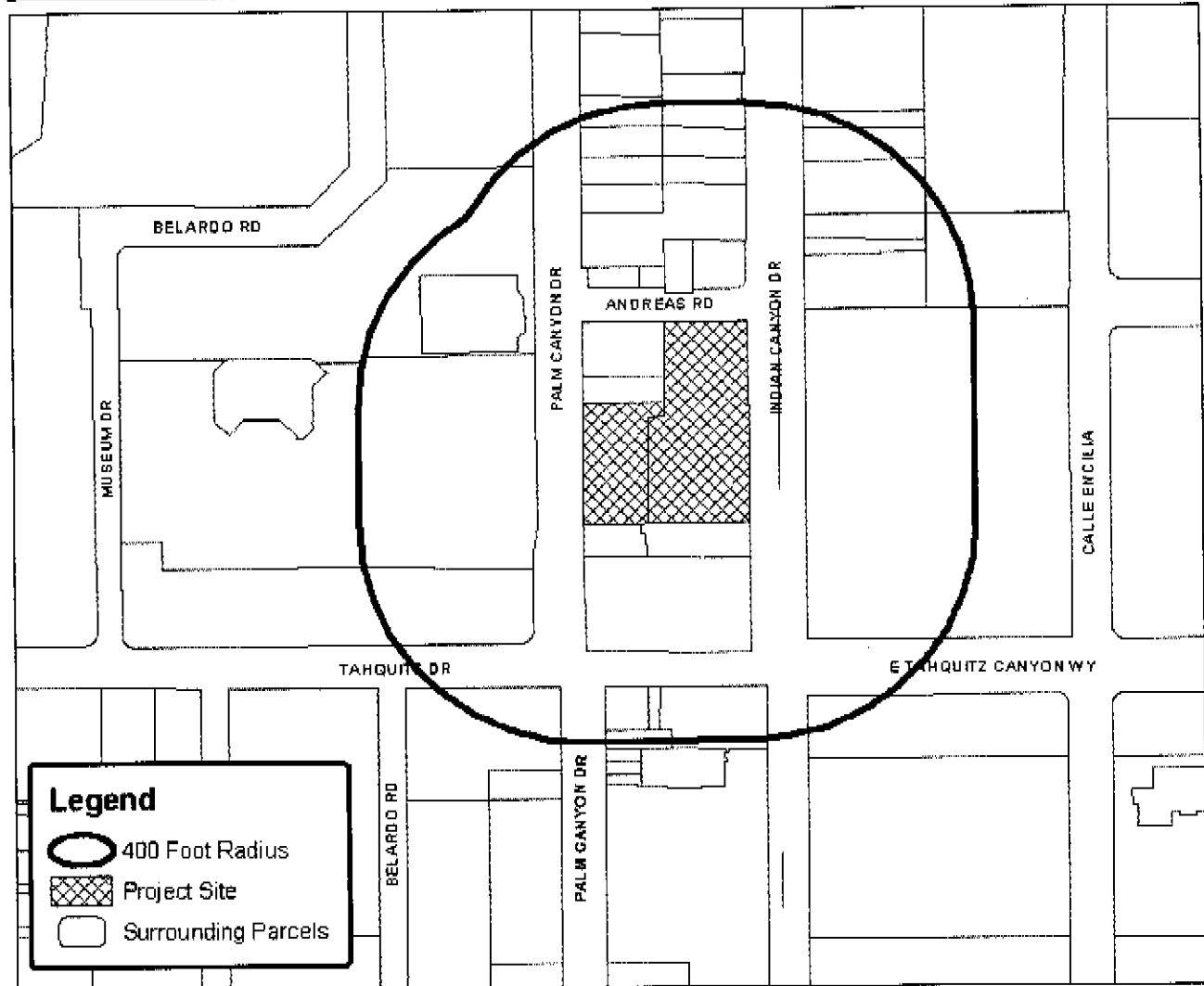
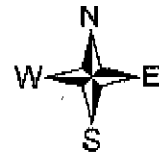
I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. ____ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on _____, by the following vote:

- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: Town & Country Center
(HSPB #51)

APPLICANT: City of Palm Springs

DESCRIPTION: To consider designation of the Town and Country Center, located at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive as a Class 1 Historic Site. (APN 513-092-009 and 513-092-010).

From: Donald S. Karvelis [mailto:dkarvelis@verizon.net]
Sent: Sunday, June 14, 2009 4:54 PM
To: Ken Lyon
Subject: Town & Country Center
Importance: High

Dear Mr. Lyon,

In view of the current \$12 million city budget deficit, and the crisis facing downtown businesses, it appears that a majority of the members of the Historic Site Preservation Board have their priorities confused. Preserving a collection of dilapidated buildings of dubious historic value, with no known funds available for re-development, should be far down the list at this critical time. Instead, immediate steps need to be taken to stimulate business development downtown. Otherwise, what will be the point of preserving the Town & Country Center with no-one to develop it and no-one downtown to look at it?

As a local taxpayer, businessman, member of the Chamber Board, and Chair of the Chamber Ambassadors, I strongly urge the Historic Site Preservation Board to reverse their short-sighted decision. Otherwise, the City Council should reject it, and vote to authorize the proposed re-development of the site. Clearly, that would be a decision in keeping with the long-term interests of Palm Springs.

Sincerely,

Don Karvelis

Donald S. Karvelis, Ed.D.
Internet Travel Marketing Rep. CST #2057620-40
Wellness/Nutrition Consultant
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From: Ken Lyon
Sent: Tuesday, June 09, 2009 8:12 AM
To: Loretta Moffett
Subject: FW: Town & Country Center

For your files

Ken Lyon,
Associate Planner

From: Dick Greenlaw [mailto:pspdick@dc.rr.com]
Sent: Monday, June 08, 2009 7:56 PM
To: Ken Lyon
Subject: Town & Country Center

Dear Mr. Lyon,

I began visiting Palm Springs in 1954 when relatives moved here. Town & Country Center was a white elephant then. I moved to Palm Springs full time in 1974 and Town & Country Center was still a white elephant. Zelda's has been the only retail business in that location to succeed other than those that have fronted Palm Canyon Drive like Grill a Burger. Frank Lloyd Wright designed a few projects that he was not proud of. Not every project of a noted architect is worthy of historic designation but over and over again this seems to be the position of our historical and modernism groups. Any organization or governing body should have a responsibility to insure success of a project.

Marvin Roos has stated that Town & Country Center "Has always been a dysfunctional plan that does not cater to passerby's. Seventeen former Palm Springs Chamber of Commerce presidents have urged the City Council to reject the proposal to include the Town & Country Center as a historic building. And then we have CRM Tech, hired by the city, which determined that the Town & Country Center "Does NOT constitute a particularly important example of the work of either architect and does not represent a particularly important milestone in the development of its architectural style."

(3 of 3)

A report from the Palm Springs Preservation Foundation's submittal for Class One Historic Site status by McGrew, however, said the Town & Country Center "does appear to represent a particularly important milestone in the development of Jones' architectural style."

ADVERTISEMENT

The fact that the two architects were doing "fancy houses" prior to the design of the commercial Town & Country Center is, in itself, significant, McGrew said.

"It's a gorgeous little design," he said.

The center was once home to The Desert Sun, Bank of America and Patterson Drug Store.

Today, the collection of three buildings is home to Zeldaz, Grill-A-Burger and retailers including Del Sol.

According to the city staff report, the property would need to be brought into compliance for today's standards, including disability access, asbestos removal and abatement of lead-based paint.

Braun said it would cost \$5million to \$10 million to refurbish the property. John Wessman bought the property for about \$3 million.

McGrew thinks it could be brought back for a couple hundred thousand dollars, however.

Kouri with Cash Financial said he is frustrated with the city's process for historic designation.

"I am against groups telling private property owners what they should do with their property," Kouri said. "If they designate it, it will be worthless."

Stefanie Frith covers Palm Springs for The Desert Sun. She can be reached at (760) 778-4757 or stefanie.frith@thedesertsun.com.

I would like to see presented a history of Town & Country Center from a business perspective. Those in favor of preservation of the Town & Country Center should research and prepare a historical list of commercial occupants, the duration of their occupancy, the reason they chose to leave Town & Country Center and a profit and loss statement on each business occupying space at Town & Country Center. How fiscally successful this center has been in the past will give a good forecast of future performance. It is estimated that 10 million dollars will be required to perform basic rehabilitation of the center. Where is the return on investment? Will this not guarantee more empty spaces on Palm Canyon Drive? What investor with any degree of business acumen would invest that kind of money when the project is doomed to failure? Ask yourself if you would you be willing to join an investment group and invest your personal funds in order to save the Town & Country Center. If your answer is no

then it is clear what your action should be. Mr. Lyon, tear down this ugly building!

Sincerely,
Dick Greenlaw

	<p>Dick Greenlaw</p> <p>1578 Toledo Circle Palm Springs, CA 92264</p> <p>(760) 323-9787 Home (760) 799-8833 Mobile (760) 320-2197 - Fax</p> <p>pspdick@dc.rr.com</p>
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T & C HSPB #51

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As a local taxpayer, businessman, member of the Chamber Board, and Chair of the Chamber Ambassadors, I strongly urge the Historic Site Preservation Board to reverse their short-sighted decision. Otherwise, the City Council should reject it, and vote to authorize the proposed re-development of the site. Clearly, that would be a decision in keeping with the long-term interests of Palm Springs.

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Historic Site Preservation Board Staff Report

Date: June 9, 2009

Case No.: HSPB – 51 The Town and Country Center

Application Type: Application for Classification of Historic Resource

Location: 146-174 N. Palm Canyon Dr. and 167-181 N. Indian Canyon Dr.

Applicant: The City of Palm Springs

Zone: CBD (Central Business District)

APN: 513-143-003, -009, and 010

From: Craig A. Ewing, AICP, Director of Planning Services

PROJECT DESCRIPTION

An application by the Historic Site Preservation Board (HSPB) of the City of Palm Springs to consider designation of the property at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive, known as the Town and Country Center, as a "historic site" per Municipal Code Section 8.05.020.a, and determination of either a Class 1 or Class 2 designation, as defined by Code Section 8.05.125.

RECOMMENDATION

Staff recommends that the HSPB recommend to City Council that the property at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive, known as the Town and Country Center, be declared a historic site. Further, it is recommended that the HSPB recommend to the City Council that the Town and Country Center be assigned a Class 1 designation. 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 building consistent with that ordinance,
3. Grant possible property tax reduction opportunities to the owner under the State of California Mills Act.

A draft resolution is attached for the Board's consideration.

PRIOR ACTIONS

On December 12, 2006, the Board directed staff to conduct an investigation in order to allow the Board's consideration of a historic designation for the subject property.

BACKGROUND

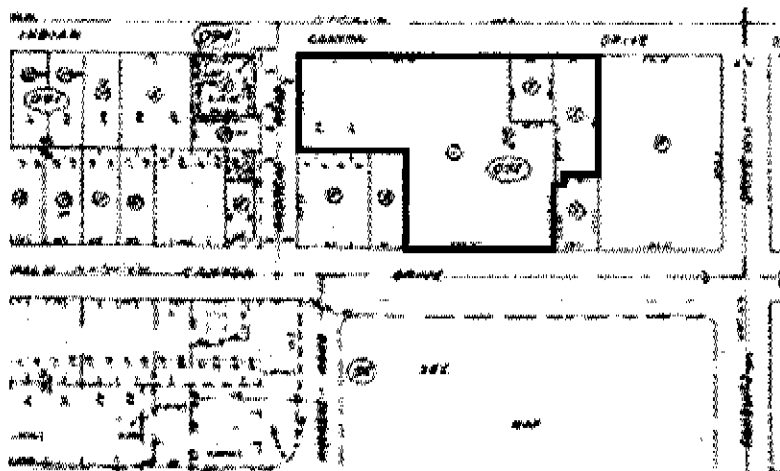
Designation of Historic Sites.

In accordance with the provisions of Section 8.05 of the Palm Springs Municipal Code, the City Council is authorized to designate historic sites. The Code also requires that Historic Site Preservation Board (HSPB) make recommendations to the City Council prior to Council designation. Further, the HSPB may initiate studies, surveys and investigations it deems necessary to adequately gather information in consideration of a recommendation.

The action to designate a site or property as historic requires two decisions: First, the Council must determine if the site or property is "historic" under the definition of Section 8.05.020.a. Second, the Council must decide if the site is to be designated Class 1 or Class 2, under the definitions of Section 8.05.125. This report provides an analysis of the Town and Country Center in light of these two questions, and offers a recommendation on each so that the HSPB may consider and adopt its recommendations to the City Council.

DESCRIPTION AND ANALYSIS

The site is 2.21 acres located between North Palm Canyon Drive and North Indian Canyon Drive, approximately 300 feet north of Tahquitz Canyon Way. Three parcels comprise the "through-lot" site, which are fully developed. The site is irregularly shaped, with frontage on N. Palm Canyon Drive of approximately 225 feet and frontage along N. Indian Canyon Drive of approximately 430 feet. The site is generally flat, with a minor slope from west to east, consistent with the surrounding urban area.



The site is fully developed with five multi-tenant buildings, each having one or two stories. The total developed floor area of the site is 50,092 square feet.

According to the City's 2004 survey¹, the site's development is described as follows:

"Designed in the late Moderne architectural style, "The Center" is comprised of three, two-story, flat-roofed buildings configured around the central open-air courtyard where a wide staircase leads to a second level restaurant space, originally the upscale Town and Country Restaurant. The two street-facing elevations vary in style, materials, and appearance. The west elevation (along North Palm Canyon) features a flat roof with a wide cornice treatment composed of vertically hung corrugated aluminum panels painted brown, and concrete brick wall sections separating a series [of] storefront spaces with metal-framed window walls shaded by uniform awnings. The east elevation (fronting North Indian Canyon) features a series of projecting cornices at the first and second floors, and is principally defined by a wide plain frieze with the historic signage stating "the CENTER" located near the rear entrance. Exterior building materials along the east elevation include painted concrete and stucco walls with an uncoursed fieldstone veneer along the northern half of the building. Fenestration consists of fixed metal-framed storefront windows and window wall sections along the ground floor and single or double-hung multi-pane sash windows along the northern half of the second floor."

Two additional buildings are located on the property not included in the survey. These are described in the 2008 Museum Market Plaza Specific Plan EIR, Appendix C:

"One of these, formerly a Bank of America branch, is located at 146-150 North Palm Canyon Drive, and is connected to the west-side storefronts...by a small addition at 152 North Palm Canyon Drive. The other one is a concrete building at 168 North Palm Canyon Drive, which

¹ "Citywide Historic Resources Survey", prepared by Architectural Resources Group, June 2004

has evidently been added to the interior courtyard of the complex at a later date. These two buildings are described below:

“146-152 North Palm Canyon Drive *This portion of the Town and Country Center complex consists of a two-story, Modern-style commercial building of reinforced concrete construction and a one-story “hyphen” of similar architectural characteristics. The two-story building, the former home of the Bank of America branch, has been subdivided into three retail units. Irregular but somewhat L-shaped in plan, the building sports a set of angled vertical louvers separated by mirrored glass on the upper level of its primary façade which faces Palm Canyon Drive on the west. The upper-level façade is painted dark brown while aluminum-framed glass doors and display windows of the storefronts dominate the street level. The two levels of the primary façade are divided by a tan-colored sunbreak that also serves as a marquee bearing the names of the stores. The rear of the building is mostly clad in tan-colored stucco, with two groups of aluminum-framed glass doors and fixed windows at a pair of rear entrances, one of the east-facing façade and the other on the north-facing side of a projecting rear wing. A bank of metal-framed windows with fixed sashes, sandwiched between rectangular brown panels, extends across the upper level of the north-facing side of the wing.*

“168 North Palm Canyon Drive *This rectangular, one-story concrete “box,” currently vacant, is set against other buildings in the complex to the west and the south, and features on the other two elevations several spans of solid concrete walls scored into large, square blocks. The concrete walls are interspersed with floor-to-ceiling fixed windows and two aluminum-framed entrance assemblages facing the east and the north. All of these contrasting elements of the exterior walls are unified under a wide, grooved cornice band surrounding the flat roof. The extremely simple appearance of this building, a later addition to the complex, stands out against its companions, which themselves are characterized by the functionalism of their design and the general lack of traditional ornamental elements.”²*

The City’s 2004 survey’s description also notes that, *“...the focal point of this shopping center is the landscape courtyard surrounded by storefronts...”* According to the submission by the Palm Springs Preservation Foundation:

² Cultural Resources Survey Report (Museum Market Plaza Specific Plan EIR, Appendix C); CRM TECH (Tang / Hogan); May 2008

"As designed, the subject complex was configured to feature an enclosed courtyard with street front elements facing Palm Canyon Drive on the west and Indian Canyon Drive on the east. Linked to the streets by passageways, the focal point of the center is the landscaped courtyard in the center of the property that was surrounded by shops. Additional shop fronts also faced the street fronts."³

The courtyard is an irregularly-shaped open area, ringed by the buildings of the Center. Two open pedestrian corridors lead to the exterior streets – one to N. Palm Canyon Dr. and one to N. Indian Canyon Dr. – and the courtyard opens to a parking lot to the south. The courtyard space is defined by a central raised garden platform, which presents an asymmetrical arrangement of off-set square and rectangular planters. The platform is edged by a series of concrete steps that ascend two to five steps from the perimeter pedestrian sidewalk. From the platform, an open staircase ascends to the second floor "Zeldaz" nightclub, formerly the Town and Country Restaurant and other uses.

Project History

The Town and Country Center was built by the Palm Springs Corporation on property owned by the Bank of America beginning in about 1948. The Center was designed to accommodate a mixture of uses, including retail stores, The Town and Country Restaurant, a Bank of America branch, the *Desert Sun* newspaper, offices and residential apartments. The most recent building – 168 North Palm Canyon Drive – was constructed in 1955. City records list hundreds of building and other permits for the structures, including tenant improvements and re-roofs. However, major exterior remodels are shown to have occurred in 1949, 1952 and 1979; the restaurant courtyard and second floor balcony were enclosed in the 1980's⁴.

Over the course of the project's life, tenants have included Patterson Drug Store, Palm Springs Spirits, Tony and Marilyn's Fountain Grill, The French Bootery, George Weill's Fashions, Kelley's Furnishings, Jewels by Alchian, Village Flower Shop, Warren Imports, The Kings Quarters, Center Beauty Salon, Mary Helen Teen Shop, F. Scott's restaurant / bar, KDES Radio Broadcasting, Cameron Broadcasting, the Southern Pacific Company, *The Palm Springs Villager*, and *The Palm Springs Guide*, in addition to the restaurant, bank and newspaper noted above.

Today, the Town and Country Center retains its basic design elements, with modifications and alterations occurring to accommodate various tenants over the years. Three noteworthy changes include, 1) the 1955 concrete building addition, 2) the enclosure of the second-floor restaurant entry and adjacent balcony, and 3) the repainting of the Palm Canyon Drive façade of the former Bank of American building.

³ Historic site Nomination for the Center, Palm Springs Preservation Foundation (McGrew); April 2009

⁴ CRM TECH (Tang / Hogan)

As noted in the CRM TECH report, "It is worth noting that it was these last two areas that exemplified the bold Modernist statement in Jones and Williams' original design."⁵

Current Conditions

According to the City's 2004 survey, the project is described in "fair" condition.⁶ As noted by the Specific Plan EIR study:

"...the long history has also taken its toll on the appearance and appeals of the complex, both physically and commercially. The scattered structural deterioration noted during the field survey, for example, detracts from the property's historic integrity in the aspect of workmanship. Meanwhile, the widespread vacancies and the conversion of the former Bank of America into retail stores inevitably compromised the historic feeling and association of the complex.

"Like the vacancies, the current use of a portion of the complex's Indian Canyon Drive frontage as low-end apartments, which creates a generally unkempt appearance on that side of the property, diminishes the Town and Country Center's former image of a busy social, retail, and work center with a myriad of salons, stores and eateries. The use of the "turret" in the courtyard, which was clearly intended to be a prominent showcase, as storage space also contributes to the change in the property's historic feeling.

"...today the focal point of the Town and Country Center has shifted from the interior courtyard to the storefronts facing outward, especially those on Palm Canyon Drive. That transition may be traced back to 1955, when the addition of the building at 168 North Palm Canyon Drive greatly reduced the size of the courtyard. The design, materials, texture and general appearance of this building are not entirely consistent to the rest of the buildings, further compromising the coherent historical characteristics of the complex."

In short, the Center has been modified over the years in numerous minor ways – and a few major ones – to accommodate new tenants and usages that are inevitable in the life of multi-tenant developments. However, in the case of the Town and Country Center, most of these changes have led to an incremental deterioration of the site to its present "fair" state.

While the property has been modified over the years, much of it has not been significantly improved in recent years. Consequently, the property is likely out of

⁵ *ibid.*

⁶ There does not appear to be an official definition for the word "fair" in this usage. However, the City's own application for historic designation uses a range for determining present condition, as follows: Excellent – Good – Fair – Deteriorated – Destroyed.

compliance with current regulatory provisions, especially regarding access for the disabled, asbestos removal, and abatement of lead-based paint. Any refurbishment of the site from this point forward will require certain mandatory actions to assure that current code requirements are met for these and other issues (structural load, electrical, plumbing, HVAC, etc.)

Determination of Historic Significance – The Architects

The project is being considered for potential designation as a historic resource, and one basis for such designation is the prominence of the project designer(s). As noted in several sources used for this report, the Town and Country Center was designed by a collaboration of two prominent Southern California architects: Paul R. Williams and A. Quincy Jones. These two men are established names in the architectural history of the region, having contributed to the modern design movement that invigorated much of the residential, commercial and institutional development that occurred in the post-World War II era of greater Los Angeles:

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

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

In Palm Springs, the two collaborated on the Palm Springs Tennis Club restaurant in 1946 and Romanoffs on the Rocks restaurant in 1950.⁷

In order to determine the importance of the property's association with Williams and Jones as a basis for determining its historic significance, staff notes the following comments from the CRM TECH report:

⁷ CRM TECH (Tang / Hogan); with references to Buckner and Hudson, q.v.

“Architecturally, the original Town and Country Center complex, as built in 1948, is known to be among the collaborative works of innovative and acclaimed architects A. Quincy Jones and Paul R. Williams, both of whom individually earned national distinction during their careers. However, there is no evidence that it constitutes a particularly important example of their sizable body of works by either. Similarly, it does not appear to represent a particularly important milestone in the development of its architectural style, property type, period, or method of construction...”

Comments from the Palm Springs Preservation Foundation's submittal offer a more supportive point of view:

“Although there is no mention of the subject building in Williams' monograph, it is featured prominently in Cory Buckner's recent Phaidon monograph “A. Quincy Jones”. Contrary to the opinion presented in the Museum Market Plaza EIR, The Center complex does appear to represent a particularly important milestone in the development of Jones' architectural style. It is an unusual property type for Jones and is a good expression of its period, and method of construction. Additionally, it remains a good example of an International Style commercial building that contributes materially to the historical fabrics of “the Village” and to Palm Springs' well-established status as a center of Mid-Modern architecture.”⁸

In a review of the cited article in Buckner's “A. Quincy Jones”, the project is identified as a restaurant “remodel” commissioned to Jones and Williams. It was further noted to be a “...first step in a remodeling project for a commercial property...” The essay concludes with the statement. “The remodel and the building housing it are often cited as an early example of a corner mall.”⁹ Staff believes that the project does not rise to the level of an “important milestone” in A. Quincy Jones' substantial opus, because there is no evidence that it either represented a significant break with his work up to that time or included new or previously-untried design elements. Nevertheless, it remains of historic interest as one of few local examples of Williams and Jones' celebrated design talents.

Determination of Historic Significance – The Design

Another basis for evaluating the property's historic value is how much it represented unique artistic, material or technical values. The east building's dramatic exterior staircase, the north building's curved face and first-floor eave, the west building's vertical louvers, the stylized courtyard garden and other elements clearly show the architects' intent to make dramatic architectural statements within a small and mostly inwardly-oriented development.

⁸ Palm Springs Preservation Foundation (McGrew)

⁹ A. Quincy Jones; Buckner, Cory; Phaidon Press, 2002

As noted in the CRM TECH report about the growth of architecturally dramatic buildings in Palm Springs (including The Oasis Hotel, the Desert Inn's new lobby and the El Mirador Hotel):

"This intense stylization of the desert in to a "first-class" environment resulted in its "discovery" by the rich and famous of Hollywood in the 1920s-1930s, making Palm Springs the favored getaway destination. The new buildings in pre-WWII Palm Springs were predominantly Mission Revival and Spanish Colonial Revival in style, inspired by both the arid natural landscape and a romanticized vision of California history. Palm Canyon Drive was the center of this architectural expansion, as newly constructed markets, hotels, and retail shops increasingly defined the downtown cityscape....

"In the post-WWII era, a major shift took place in the architectural aesthetic of Palm Springs as the city sought to accommodate the voguish tastes of wealth visitors who desired private vacation homes in the secluded desert. Viewing the traditional Mission-and Spanish-style buildings then dominant in the area as too old-fashioned, this new clientele demanded a type of architecture for their homes that was more explicitly "modern." The result was a "home-grown" style known as Desert Modernism, inspired in part by the clean lines, flat roofs, glass walls, and unornamented facades of the International Style-buildings made famous by architects such as Mies van der Rohe and Le Corbusier, and in part by the desert landscape and harsh climate in which these homes were built.

"The attention given to the desert landscape fostered a unique aesthetic in which the austerity of the International Style is softened by the inclusion of natural elements such as rock, granite, and wood on the interior and exterior, and by the use of neutral colors to better help the buildings blend into the surrounding environment."¹⁰

The Town and Country Center fits into the post-World War II style of development in Palm Springs. The buildings display a set of conscious design intentions around the Modern style, as well as a recognition of the need to provide shade from the desert sun and relief from the street noise of the two major roads close by. The dramatic outdoor stairway and upper level design features helped overcome the disadvantages inherent in second-story commercial floor space. While the Center does not present a unified design statement – the curving lines of the north building diverge from the angular facets of the east building and garden platform, which themselves differ from the vertical louvers of the former Bank of America building – together they provide in a small space a collection of Desert Modern design features that captures much of the spirit of the times.

¹⁰ *ibid.*

Determination of Historic Significance – The Period

Another basis for reviewing the property's potential historic significance is its contribution to, or reflection of, a distinctive period in history. As noted in the CRM TECH report within the Museum Market Plaza Specific Plan EIR:

"One of the most compelling aspects of the Town and Country Center's past is its close ties with a pattern of events that contributed significantly to local and regional history, namely the rapid growth of downtown Palm Springs as the dominant urban center in the Coachella Valley during the 1940s-1950s. Situated prominently at the very heart of downtown Palm Springs, this multi-use commercial complex, with its bold Modern-style architecture, trendy restaurant, and appealing courtyard, exploited and boosted the post-WWII tourist boom that perpetuated the City's claim as one of America's leading winter resorts. For this historical contribution, the Town and Country Center holds a unique place in the post-WWII development of the City and continues to be a well-know local landmark that enjoys a high level of historical interest in the community."¹¹

The Golden Age that was Palm Springs after World War II has been well-documented. This is, of course, a hindsight view of the 1940's, -50's and -60's from a subsequent time. However, it is a view shared by most residents and visitors today, and demonstrates a widely-held belief that many aspects of public life in Palm Springs were playing out together in a successful and even exuberant way – from social affairs, including parades, rodeos and a baseball stadium, to retail activities, including dining, shopping and entertainment, to architectural design and development.

During those years, some of the earlier remnants of the village of Palm Springs were torn down and replaced with the new, modern city of Palm Springs. The Town and Country Center was part of that growth and renewal, as it was partially constructed on the foundations of an earlier building on the site.¹² In addition, the Center was located directly across North Palm Canyon Drive from the renowned Desert Inn, until the resort was demolished in the late 1960's. The Center's prominent role in providing an upscale shopping and dining experience during Palm Springs' heyday was due large in part to its central location, and especially to its strategic proximity to Nellie Coffman's world-famous resort.

REQUIRED FINDINGS FOR DETERMINATION OF HISTORIC SITE

As noted above, the Municipal Code provides the definition of an historic site, as follows:

¹¹ CRM TECH (Tang / Hogan)

¹² *ibid.*

8.05.020.a Definitions - Historic Site.

An historic site is any real property such as: a building; a structure, including but not limited to archways, tiled areas and similar architectural elements; an archaeological excavation or object that is unique or significant because of its location, design, setting, materials, workmanship or aesthetic effect and:

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

Based on the analysis contained in this report and the attached exhibits, staff has concluded that the Town and Country Center meets the definition of a historic site because its location, design, setting, materials, and aesthetics are significant.

Furthermore, the staff has concluded that the property possesses qualities defined under criteria 3, 4, 5 and 6 from Municipal Code Section 8.05.020 as noted below:

- (3) That reflects or exemplifies a particular period of the national, state or local history as follows:*

The Town and Country Center both reflected and exemplified the post-World War II era of commercial development in downtown Palm Springs. During that time, the Center was the home of a prominent pharmacy, a leading restaurant, the local newspaper and other shops and uses. Its central location and proximity to the Desert Inn made it a fashionable retail center, which was supported by the distinctive Desert Modern design of the buildings and open space.

- (4) That embodies the distinctive characteristics of a type, period or method of construction:*

The Town and Country Center displays numerous features of the type, period and method of construction of the Desert Modern style. The north building is defined by the curving line of its south elevation and south-facing eave, while the west building faces North Palm Canyon Drive with prominent vertical aluminum louvers. The east building shows a collection of angles arranged in

a formal asymmetry, both on its Indian Canyon Drive elevation and especially facing the interior, including the dramatic, open outdoor staircase. The interior garden presents an arrangement of square and rectangular planters set in a raised platform defined by sharp lines of low ascending steps.

- (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:*

The Town and Country Center is the product of two prominent architects who practiced in Southern California through much of the middle of the twentieth century: Paul R. Williams and A. Quincy Jones. The Center does not appear to represent these two designers' very highest level of work, and may have been a "remodel" project in certain respects; however, the architects' places as prominent designers and major influences on the post-World War II development of Southern California is well-documented.

- (6) *That represents a significant and distinguishable entity whose components may lack individual distinction.*

The Town and Country Center is composed of four separate buildings, each exhibiting one or more features out of the Desert Modern design idiom. Taken separately each building is distinctive. Together, the Center creates a juxtaposition of Desert Modern ideas which are not entirely resolved. This is especially true of the 1955 building addition. However, the interior courtyard space is an important outcome of the placement and design of the four buildings and its own arrangement and design contributes to the significance and distinction of the property.

ASSESSMENT OF HISTORIC CLASSIFICATION

As described above, staff has concluded that the property meets the definition of a historic site under Section 8.05.020.a of the Palm Springs Municipal Code. The next question is to determine if the property merits a Class 1 or Class 2 designation. Section 8.05.125 defines Class 1 and Class 2, as follows:

Class 1.

Structure/site qualified for city designation; may be qualified at the federal, state and/or county level. Archival file will be maintained. Structure/site may not be modified nor objects removed without the approval of the city council; usage may be limited by the city council to the extent that it may impair the integrity of the site. Site will be plaqued. (Intended for use when the structure or site still exists as it did during the historical period or is restorable).

Class 2.

Site qualified for city designation; may be qualified at the federal, state and/or county level. Archival file will be maintained. Site is eligible for plaquing. (Intended for use when the site is not occupied by a modern structure or use which is different than that of the historical period or if structure is unusable, nonconforming, unrestorable or the like).

Staff notes the following distinctions between Class 1 and Class 2:

- Properties designated Class 1 are subject to review for modifications of their exteriors.¹³ Modification may include "removal", which can mean demolition. Class 2 properties are not subject to such additional review.
- A Class 1 site shall be plaqued; a Class 2 site may be plaqued.
- Class 1 designation is intended for properties that exist as they were during their historical period – or are restorable.
- Class 2 designation is intended for properties that no longer exist, are modified from their historical period, or are unusable, non-conforming or unrestorable.¹⁴

In review of the analysis of the Town and Country Center, staff has concluded that the Town and Country Center generally exists as it did during its historical period. Of the many changes have occurred, three are significant:

- The construction of the 1955 concrete building,
- The enclosure of the stairway entry and balconies on the second floor of the eastern building ("Zeldaz"), and
- The painting of the aluminum louvers on the westerly building (former Bank of America).

Staff believes the first change is of major concern for the historic value of the property and that its removal would bring the center back to its original design concept and historic value. However, it also would further reduce the potential revenue of the property and require significant expenditures to do so. Alternatively, the 1955 addition may be viewed as a historic element of the property, notwithstanding its mismatched design. The other two modifications, especially painting the louvers, may be more easily and affordably remedied.

¹³ This is implemented by Sections 8.05.180 thru 8.05.230, which allows the HSPB to grant approvals for modifications, subject to appeal to the Council.

¹⁴ The key questions in determining whether to assign and Class 1 or Class 2 designation are these:

- Does the property exist as it did during its historical period?
 - If so, then it may be designated Class 1.
 - If not, then is it "restorable"?
 - If so, then it may be designated Class 1.
 - If not, then it may be designated Class 2.

If the property no longer exists as it did during its historical period – or – if it is unusable, non-conforming or unrestorable, then it may be designated Class 2.

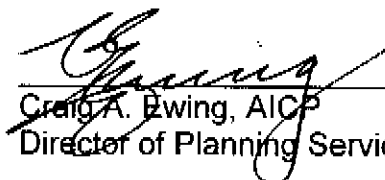
Staff notes that it is possible for current codes to pose such high costs on the building that the project proves to be unrestorable from financial feasibility standpoint; that is, the cost to bring the property to current code would exceed reasonable expectations for rental income. However, staff has no information to indicate what the "pro forma" would be like for a restoration project. Absent such information, staff believes that the project is generally restorable and qualifies as a Class 1 designation.

ENVIRONMENTAL ASSESSMENT

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

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 and notice was made in a newspaper of general circulation. All written comments received prior to the completion of this report are attached.



Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS

1. Vicinity Map
2. Draft Resolution
3. Citywide Historic Resources Survey Record – Town & Country Center (2004)
4. Cultural Resources Survey Report; CRM TECH (Tang / Hogan) May 9, 2008
5. Historic Site Nomination for The Center; Palm Springs Preservation Foundation (McGrew) April 2009
6. *A. Quincy Jones*; Buckner, Cory; Phaidon Press London, 2002
7. HSPB minutes of December 12, 2006
8. Letter from Property Owner (Michael Braun); December 12, 2006
9. Petition from Former Presidents of Palm Springs Chamber of Commerce; May 12, 2009



Department of Planning Services Vicinity Map



MUSEUM DR

NORTH PALM CANYON DRIVE

NORTH INDIAN CANYON DRIVE

ANDREAS RD

ANDREAS RD

NORTH PALM CANYON DRIVE

NORTH INDIAN CANYON DRIVE

TAHQUITZ DR

TAHQUITZ DR

E TAHQUITZ CANYON WY

RD

Legend

-  Project Site
-  300 Foot Radius

CITY OF PALM SPRINGS

CASE NO: HSPB #51
Town & Country Center

APPLICANT: City of Palm Springs

DESCRIPTION: To consider designating the Town & Country Center as a Class 1 Historic Site (Case No. HSPB 51). The subject site is addressed as follows: 146 through 174 North Palm Canyon Drive and 167 through 181 North Indian Canyon Drive.
APNs: 513-092-003, 513-092-009 and 513-092-010

RESOLUTION NO. 51

OF THE HISTORIC SITE PRESERVATION BOARD
OF THE CITY OF PALM SPRINGS, CALIFORNIA,
RECOMMENDING THAT THE CITY COUNCIL
DESIGNATE THE TOWN AND COUNTRY CENTER
(146-174 NORTH PALM CANYON DRIVE, AND 167-
181 NORTH INDIAN CANYON DRIVE, AS CLASS 1
HISTORIC SITE - 51.

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

WHEREAS, the Historic Site Preservation Board initiated an application for Historic Site Designation of the Town and Country Center, located at 146-175 North Palm Canyon Drive and 167-181 North Indian Canyon Drive on December 12, 2006; and

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

WHEREAS, on June 9, 2009, the Historic Site Preservation Board conducted a public hearing in accordance with applicable law to consider designation of the Town and Country Center as a Class 1 historic site; and

WHEREAS, the designation of Town and Country Center shall further the purpose and intent of Chapter 8.05; and

WHEREAS, the designation of Town and Country Center 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 of June 9, 2009 and all attachments, application materials, historical research, and all written and oral testimony presented

THE HISTORIC SITE PRESERVATION BOARD HEREBY FINDS AS FOLLOWS:

1. The Town and Country Center meets the definition of a historic site in accordance with Section 8.05.020.a because its location, design, setting, materials and aesthetics, as described in the staff report of June 9, 2009 and all attachments, are significant examples of the Desert Modern design idiom of the post-World War II era, as expressed in a small, commercial

retail project setting, as well as the specific definitions contained in Palm Springs Municipal Code Section 8.05.020.a.3, 4, 5 and 6, as follows:

- A. The Town and Country Center reflects or exemplifies a particular period of the national, state or local history, because it both reflected and exemplified the post-World War II era of commercial development in downtown Palm Springs. During that time, the Center was the home of a prominent pharmacy, a leading restaurant, the local newspaper and other shops and uses. Its central location and proximity to the Desert Inn made it a fashionable retail center, which was supported by the distinctive Desert Modern design of the buildings and open space. (PSMC Section 8.05.020.a.3)
- B. The Town and Country Center embodies the distinctive characteristics of a type, period or method of construction, because it displays numerous features of the type, period and method of construction of the Desert Modern style. The north building is defined by the curving line of its south elevation and south-facing eave, while the west building faces North Palm Canyon Drive with prominent vertical aluminum louvers. The east building shows a collection of angles arranged in a formal asymmetry, both on its Indian Canyon Drive elevation and especially facing the interior, including the dramatic, open outdoor staircase. The interior garden presents an arrangement of square and rectangular planters set in a raised platform defined by sharp lines of low ascending steps. (PSMC Section 8.05.020.a.4)
- C. The Town and Country Center presents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possesses high artistic value, because it is the product of two prominent architects who practiced in Southern California through much of the middle of the twentieth century: Paul R. Williams and A. Quincy Jones. The Center does not appear to represent these two designers' very highest level of work, and may have been a "remodel" project in certain respects; however, the architects' places as prominent designers and major influences on the post-World War II development of Southern California is well-documented. (PSMC Section 8.05.020.a.5)
- D. The Town and Country Center represents a significant and distinguishable entity whose components may lack individual distinction, because it is composed of four separate buildings, each

exhibiting one or more features out of the Desert Modern design idiom. Taken separately each building is distinctive. Together, the Center creates a juxtaposition of Desert Modern ideas which are not entirely resolved. This is especially true of the 1955 building addition. However, the interior courtyard space is an important outcome of the placement and design of the four buildings and its own arrangement and design contributes to the significance and distinction of the property. (PSMC Section 8.05.020.a.6)

2. The Town and Country Center meets the requirements for a Class 1 designation, as described in Palm Springs Municipal Code Section 8.05.125, because the property generally exists as it did during its historical period, and that alterations which have occurred to the property in intervening years, including enclosure of the second story features and the painting and other modifications of the buildings' exteriors, are generally restorable.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Historic Site Preservation Board recommends that the City Council designate The Town and Country Center at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive, Palm Springs, California as HSPB Class 1 Historic Site 51 subject to the following conditions;

1. The City shall 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 shall 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 shall follow the requirements of the Secretary of Interior Standards.
6. That the City Clerk shall submit the Council Resolution to the County recorder for recordation within 90 days of the effective date of this resolution.
7. All previously permitted and approved alterations shall be considered acceptable.

ADOPTED this 9th day of June, 2009.

AYES:
NAYS:
ABSENT:
ABSTENTIONS:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Loretta Moffett
Historic Site Preservation Board Secretary

State of California - The Resource Agency
 DEPARTMENT OF PARKS AND RECREATION
 PRIMARY RECORD

County: Riverside
 City: Palm Springs
 State: California

Site Name: _____
 Review Code: _____ Reviewer: _____ Date: _____

Page 1 of 3 Resource Name or #: (Assigned by recorder) The Town & Country Center

P1. Other Identifier: The Center

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 174 North Palm Canyon Drive City Palm Springs Zip _____

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

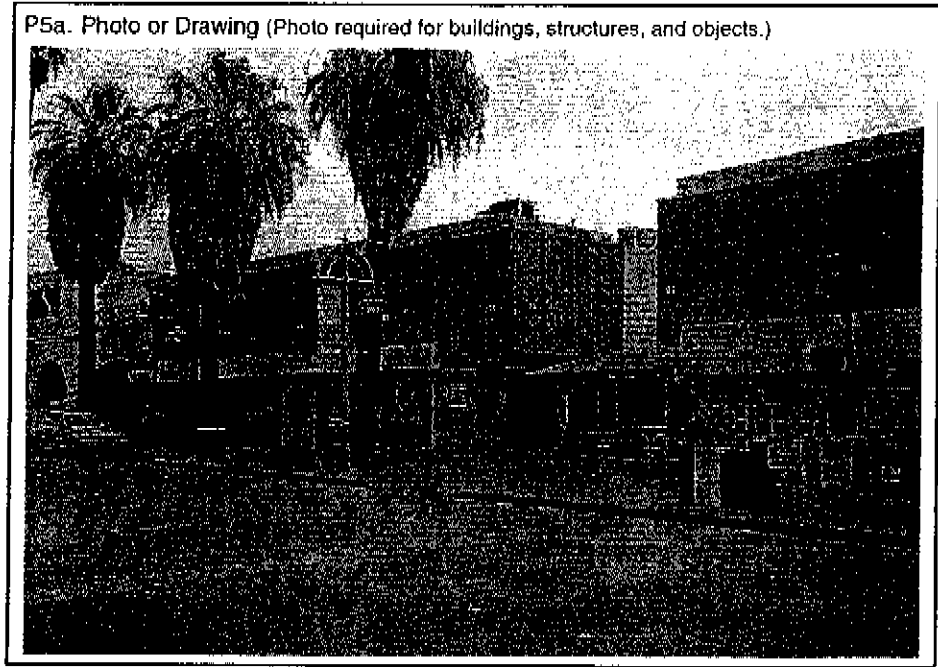
Parcel No. 513 092 010

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

The Town & Country Center of 1948 was designed by Paul R. Williams and A. Quincy Jones. Linked to Palm Canyon Drive by a narrow arcade, the focal point of this shopping center is the landscaped courtyard surrounded by storefronts with additional storefronts along the 100 Blocks of Indian Canyon Drive to the east and Palm Canyon Drive to the west. Designed in the late Moderne architectural style, "The Center" is comprised of three, two-story, flat-roofed buildings configured around the central open-air courtyard where a wide staircase leads to a second level restaurant space, originally the upscale Town and Country Restaurant. The two street-facing elevations vary in style, materials, and appearance. The west elevation (along North Palm Canyon) features a flat roof with a wide cornice treatment composed of vertically hung corrugated aluminum panels painted brown, and concrete brick wall sections separating a series storefront spaces with metal-framed window walls shaded by uniform awnings. The east elevation (fronting North Indian Canyon) features a series of projecting cornices at the first and second floors, and is principally defined by a wide plain frieze with the historic signage stating "the CENTER" located near the rear entrance. Exterior building materials along the east elevation include painted concrete and stucco walls with an uncoursed fieldstone veneer along the northern half of the building. Fenestration consists of fixed metal-framed storefront windows and window wall sections along the ground floor and single-or-double-hung multi-pane sash windows along the northern half of the second floor. Overall the entire Town and County Center complex appears to be in fair condition.

b. Resource Attributes: HP6 - 1-3 Story Commercial Building

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



P5b. Description of Photo:
 (View, date, accession #)
View Northeast
August 2003

P6. Date Constructed/Age and Sources:
 Historic Prehistoric Both
c. 1948

P7. Owner and Address:
Wessman Holdings
300 S Palm Canyon Drive
Palm Springs CA 92262

P8. Recorded by:
Maley/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:

<input type="checkbox"/> None	<input checked="" type="checkbox"/> Continuation Sheet	<input type="checkbox"/> District Record	<input type="checkbox"/> Rock Art Record	<input type="checkbox"/> Other (List)
<input type="checkbox"/> Location Map	<input checked="" type="checkbox"/> Building, Structure, and Object Record	<input type="checkbox"/> Linear Feature Record	<input type="checkbox"/> Artifact Record	
<input type="checkbox"/> Sketch Map	<input type="checkbox"/> Archaeological Record	<input type="checkbox"/> Milling Station Record	<input type="checkbox"/> Photograph Record	

DEPARTMENT OF PARKS AND RECREATION
BUILDING STRUCTURE AND OBJECT RECORD

Page 2 of 3

NRHP Status Code 553

Resource Name or #: (Assigned by recorder) The Town & Country Center

B1. Historic Name: The Town & Country Center

B2. Common Name: The Town & Country Center

B3. Original Use: Commercial

B4. Present Use: Commercial

B5. Architectural Style: Streamline Moderne (Late Moderne)

B6. Construction History: (Construction date, alterations, and date of alterations)

This complex of buildings was constructed in 1948.

B7. Moved? No Yes Unknown Date: _____

Original Location: _____

B8. Related Features:

Related features include a narrow arcade leading from the street to a landscaped courtyard with a wide open-air staircase.

B9a. Architect: Paul Williams & A. Quincy Jones

b. Builder: Unknown

B10. Significance: Theme commercial architecture/development Area Palm Springs

Period of Significance 1940-1960

Property Type commercial building

Applicable Criteria A, C

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

For centuries the habitat of the Agua Caliente band of Cahuilla Indians, Palm Springs, site of natural hot springs and sunny desert climate, drew its first non-Indian visitors in the late 19th century. For reasons of improved health and recuperation, the first settlers established early hotels and inns. Not until 1938 did the village of Palm Springs incorporate, setting out a gridded street plan and zoning controls. By then Palm Springs had already acquired an identity as a winter retreat for Hollywood stars and the wealthy, as evidenced by the exclusive older neighborhoods of Old Las Palmas, the Movie Colony, Little Tuscany, and the Tennis Club quarter, initially built for winter residents. Defined by elegant, grand architecture in predominantly Spanish and Mediterranean styles, these and other neighborhoods were later filled in with mid-century Modern homes by the end of the 1960s.

During the post-WWII era, the City of Palm Springs prospered, relying on tourism, resorts, and the appeal of golf, tennis, polo, and other sports to fuel the economy. During the Palm Springs heyday, tourists and Hollywood discovered the desert oasis and full-scale hotels, smaller inns, nightclubs and restaurants prospered. Concurrently, from the 1940s through the 1960s, Palm Springs was transformed into an increasingly urban environment, building schools, hospitals and an airport and other civic amenities. The commercial core of the City, long concentrated along the main thoroughfares of Palm Canyon Drive and Indian Canyon Drive, flourished. Expanding residential development began in the early 1960s when large tracts of popular, reasonably priced, Modernist-style homes were constructed by Jack Melselman and later, George and Robert Alexander throughout Palm Springs. Tract subdivision development was followed by the establishment of condominiums, inially as second-homes in the 1960s. (See Continuation Sheet)

B11. Additional Resource Attributes: HP6 - 1-3 Story Commercial Building

B12. References:

Architectural Resources Group, *City of Palm Springs Historic Resources Survey Summary Report, 2004.* (report contains full bibliography)

B13. Remarks:

Maley/Petrin/Tinsley/Watson

B14. Evaluator: Architectural Resources Group

Date of Evaluation: August 2003

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



Page 3 of 3

Resource Name or #: (Assigned by recorder) The Town & Country Center

Recorded by Maley/Petrin/Tinsley/Watson Arch. Resources Group Date August 2003 Continuation Update

B10. Significance Continued

A rare and excellent example of the late Moderne style, incorporating multiple volumes and a sculptural quality with the flat roofs of the International style, this complex reflects the context of commercial development in this area from the 1940s to the 1960s. The building was built in 1948. The structure retains a good degree of integrity; the location, design, setting, materials, workmanship, feeling, and association appear to remain unchanged since the building was constructed.

The commercial complex at 174 North Palm Canyon appears to meet the level of significance necessary for individual National Register of Historic Places or California Register of Historical Resources eligibility at the local level. An interesting example of commercial architecture, the building represents the overall commercial development of downtown Palm Springs from the 1940s to the 1960s and contributes to the character and scale of the main commercial street. Further, the building is the work of master architects, Paul R. Williams and A. Quincy Jones, thus has an elevated level of significance for its association with prolific local architects of national prominence. This is an exceptional example of its type, period, or method of construction.

Because of the building's visual quality, history, intact setting, and fair to high integrity, and as an outstanding example of commercial architecture in the late Moderne style, the building represents the overall commercial development of downtown Palm Springs during the post-war era and contributes to the mid-century modernist character so strongly identified with Palm Springs.

CULTURAL RESOURCES SURVEY REPORT
THE MUSEUM MARKET PLAZA PROJECT

**Downtown Area, City of Palm Springs
Riverside County, California**

For Submittal to:

Department of Planning Services
City of Palm Springs
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

Prepared for:

Nicole Sauviat Criste
Terra Nova Planning and Research, Inc.
400 South Farrell Drive, Suite B-205
Palm Springs, CA 92262

Prepared by:

CRM TECH
1016 East Cooley Drive, Suite A/B
Colton, CA 92324

Bai "Tom" Tang, Principal Investigator
Michael Hogan, Principal Investigator

May 9, 2008
CRM TECH Contract No. 2181

HSPB Agenda Item # 7.A.2

NATIONAL ARCHAEOLOGICAL DATABASE INFORMATION

Author(s): Bai "Tom" Tang, Principal Investigator/Historian/ Architectural
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Terri Jacquemain, Historian/ Architectural Historian

Consulting Firm: CRM TECH
1016 East Cooley Drive, Suite A/B
Colton, CA 92324
(909) 824-6400

Date: May 9, 2008

Title: Cultural Resources Survey Report: the Museum Market Plaza
Project, Downtown Area, City of Palm Springs, Riverside County,
California

For Submittal to: Department of Planning Services
City of Palm Springs
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262
(760) 323-8259

Prepared for: Nicole Sauviat Criste
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400 South Farrell Drive, Suite B-205
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(760) 320-2760

USGS Quadrangle: Palm Springs, Calif., 7.5' quadrangle (Section 15, T4S R4E, San
Bernardino Base Meridian)

Project Size: Approximately 4.5 acres

Keywords: Palm Springs, Riverside County; Phase I cultural resources survey;
Assessor's Parcel Numbers 513-092-003, -009, and -010; 513-141-004
and -013; 513-143-009 (partial) and -017; and 513-560-002, -004, and
-007 to -009; Town and Country Center (1948); Paul R. Williams; A.
Quincy Jones; Patterson's Drug Store (Site 33-7545); Desert Fashion
Plaza (1967-1985); former site of the Desert Inn (Site 33-9714;
California Point of Historical Interest No. Riv-044); locally
designated "historic sites"

MANAGEMENT SUMMARY

Between December 2007 and May 2008, at the request of Terra Nova Planning and Research, Inc., CRM TECH performed a cultural resources survey in the City of Palm Springs, Riverside County, California. The survey covers 12 parcels of urban land in the downtown area of the city, known historically as "the Village." The parcels are grouped to form a four-part, non-contiguous project area, located on the 100 block of North Palm Canyon Drive and North Indian Canyon Drive and the 100 and 300 blocks of West Tahquitz Canyon Way, in the east half of Section 15, T4S R4E, San Bernardino Base Meridian.

The survey is part of the environmental review process for a proposed redevelopment project known as Museum Market Plaza. The City of Palm Springs, as the Lead Agency for the project, required the study in compliance with the California Environmental Quality Act (CEQA) and the City's Historic Preservation Ordinance. The purpose of the study is to provide the City with the necessary information and analysis to determine whether any "historical resources," as defined by CEQA, are present within the project area and may be affected by the proposed project. In order to identify and evaluate such resources, CRM TECH conducted a historical/archaeological resources records search, pursued historical background research, carried out a systematic field survey, and sought consultation with the local community.

As a result of these research procedures, two commercial complexes were noted within the project area: the Desert Fashion Plaza at 123 North Palm Canyon Drive, and the Town and County Center at 146-174 North Palm Canyon Drive/167-181 North Indian Canyon Drive. The Desert Fashion Plaza, built in 1967-1985, is modern in age and does not demonstrate any extraordinary architectural or aesthetic merit. Therefore, it does not appear to meet the definition of a "historical resource." However, the property it occupies contains two "historic sites" designated by the City of Palm Springs. One of these is the former site of the Desert Inn, one of the earliest and most famous Palm Springs resorts from the early 20th century. It became a registered California Point of Historical Interest (No. Riv-044) in 1973 and was designated a "historic site" by the City in 1985. The other, also designated by the City in 1985, encompasses the former locations of Zaddie Bunker's Garage, the Village Theater, the Palms Springs Hotel, and the Rock House, all of which were demolished along with the Desert Inn to make way for the new shopping mall in the mid-1960s.

Since they are included in an officially established local register of historical resources, these two "historic sites" on the Desert Fashion Plaza property by definition qualify as "historical resources" under CEQA provisions. However, these sites are purely commemorative in nature, and the property today bears no physical vestiges of its former occupants. Furthermore, given the extensive ground disturbances associated with the construction of the existing buildings, it is unlikely for any substantial and intact archaeological remains to have survived from the previous period. Therefore, the redevelopment of this property will not cause an adverse effect to the significance of the sites as long as on-site commemorative signs or displays to recognize their local historic value are incorporated into the proposed project.

The other commercial complex in the project area, the Town and Country Center, was originally constructed in 1948 as an important component of Palm Springs' downtown commercial center. The property was previously evaluated for historical significance in 2003, and was determined to be eligible for listing in the National Register of Historic Places and the California Register of Historical Resources with a local level of significance. The significance of the property, according to the 2003 study, stems from its close association with the tourism-driven urban growth of Palm Springs in the post-WWII years and its architectural merits as an excellent example of the Modern style.

The results of the present study confirm that, due to its unique location at the heart of "the Village," the early history of the Town and Country Center represents a notable chapter in the rapid growth of downtown Palm Springs as the dominant urban center in the Coachella Valley during the 1940s-1950s, an important theme in post-WWII regional history. Architecturally, while its designers, A. Quincy Jones and Paul R. Williams, were both architects of national renown, the Town and Country Center does not appear to be a recognized milestone in their long and prolific careers or an important example of its

style, type, period, or method of construction. However, it remains a good example of Modern-style commercial buildings that contributes materially to the historical characteristics of "the Village" and to Palm Springs' well-established status as the capital of the "home-grown" Desert Modern architecture.

In light of these findings, CRM TECH concurs with the previous determination that the Town and Country Center is eligible for listing in the California Register of Historical Resources with a local level of significance. Although its historic integrity has been compromised to some extent due to deterioration and past alterations, overall the property retains enough of its original characteristics in terms of location, design, setting, and materials to relate to its period of significance. Therefore, it appears to meet CEQA's definition of a "historical resource." Pursuant to PRC §21084.1, the demolition, destruction, relocation, or alteration of the complex would constitute "a substantial adverse change in the significance of a historical resource" and "a significant effect on the environment" unless properly mitigated.

In protecting a significant historic building, one of the most common options is to preserve the building at its existing location and in its existing conditions. In the case of the Town and Country Center, however, simply preserving the complex in the existing condition does not best serve the fundamental objective of conveying the important aspects and period in its history and the history of downtown Palm Springs due to its compromised integrity, especially in terms of workmanship, feeling, and association. To accomplish that objective, restoration of the buildings in the complex to their original appearance, as shown in historic photographs and, if available, Jones and Williams' original design would be more desirable.

Based on these considerations, and in order to prevent or mitigate the proposed projects' potential effect on the Town and Country Center, CRM TECH recommends the following project alternatives to the project proponent and the City of Palms Springs:

- *Alternative 1:* The Town and Country Center complex be preserved, rehabilitated, restored to its historic appearance, and incorporated into the project, if feasible;
- *Alternative 2:* The following mitigation measures be implemented if the demolition, destruction, relocation, or substantial alteration of the Town and Country Center complex cannot be avoided:
 - A comprehensive documentation program be completed on the complex prior to redevelopment of the property;
 - Any future construction on the property be carefully crafted and reviewed to ensure compatibility with the historical character of the Town and Country Center and the surrounding area of downtown Palm Springs in terms of size, scale, material, texture, architectural features, and aesthetic feeling;
 - The local historic value of the Town and Country Center be recognized through commemorative signs or displays at its current site;
 - The project proponent and/or the City pursue further consultation with cultural representatives of the local community for other means to minimize or mitigate the proposed project's potential impact on the historical characteristics of the property and the surrounding neighborhood.

If either of these alternatives is incorporated into the proposed project, CRM TECH further recommends to the City of Palm Springs that potential effect on the Town and Country Center, a "historical resource" under CEQA, will have been prevented or mitigated to a level less than significant. Accordingly, the project may then be cleared to proceed in compliance with CEQA provisions on cultural resources and the City's Historic Preservation Ordinance.

Finally, in recognition of potential cumulative effect of recent redevelopment and infill development in the downtown Palm Springs area on the integrity of the City's unique historical and architectural heritage, CRM TECH recommends that the City of Palm Springs pursue an intensive, systematic historical resources survey to document and evaluate the area traditionally known as "the Village" in its entirety as a potential historic district. Due to the size and complexity of the area, a systematic effort like this would be necessary to ensure the proper identification of its historical characteristics and essential elements, and to facilitate the effective assessment of cumulative effects of future projects.

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INTRODUCTION

Between December 2007 and May 2008, at the request of Terra Nova Planning and Research, Inc., CRM TECH performed a cultural resources survey in the City of Palm Springs, Riverside County, California (Fig. 1). The survey covers 12 parcels of urban land in the downtown area of the city, known historically as "the Village" (Figs. 2, 3; Table 1). The parcels are grouped to form a four-part, non-contiguous project area, located on the 100 block of North Palm Canyon Drive and North Indian Canyon Drive and the 100 and 300 blocks of West Tahquitz Canyon Way, in the east half of Section 15, T4S R4E, San Bernardino Base Meridian (Figs. 2, 3).

The survey is part of the environmental review process for a proposed redevelopment project known as Museum Market Plaza. The City of Palm Springs, as the Lead Agency for the project, required the study in compliance with the California Environmental Quality Act (CEQA; PRC §21000, et seq.) and the City's Historic Preservation Ordinance (Palm Springs Municipal Code §8.05.020). The purpose of the study is to provide the City with the necessary information and analysis to determine whether any "historical resources," as defined by CEQA, are present within the project area and may be affected by the proposed project. In order to identify and evaluate such resources, CRM TECH conducted a historical/archaeological resources records search, pursued historical background research, carried out a systematic field survey, and sought consultation with the local community. The following report is a complete account of the methods, results, and final conclusion of the study.

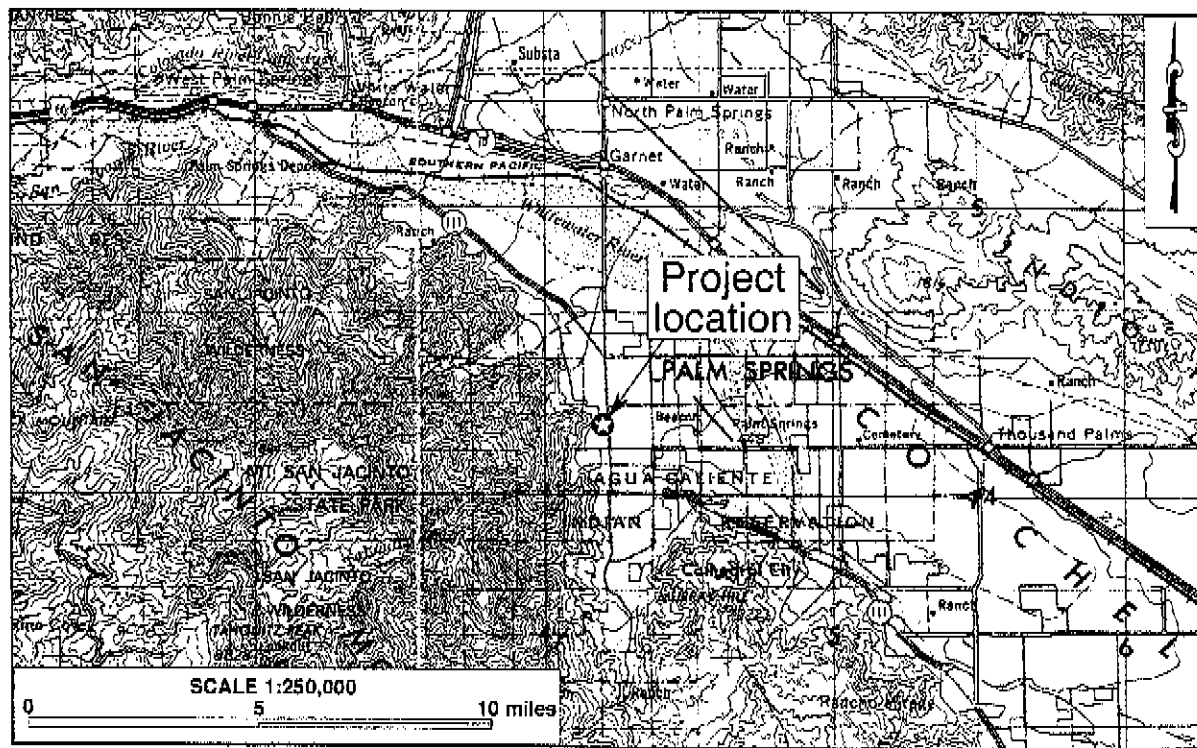


Figure 1. Project vicinity. (Based on USGS Santa Ana, Calif., 1:250,000 quadrangle [USGS 1979])

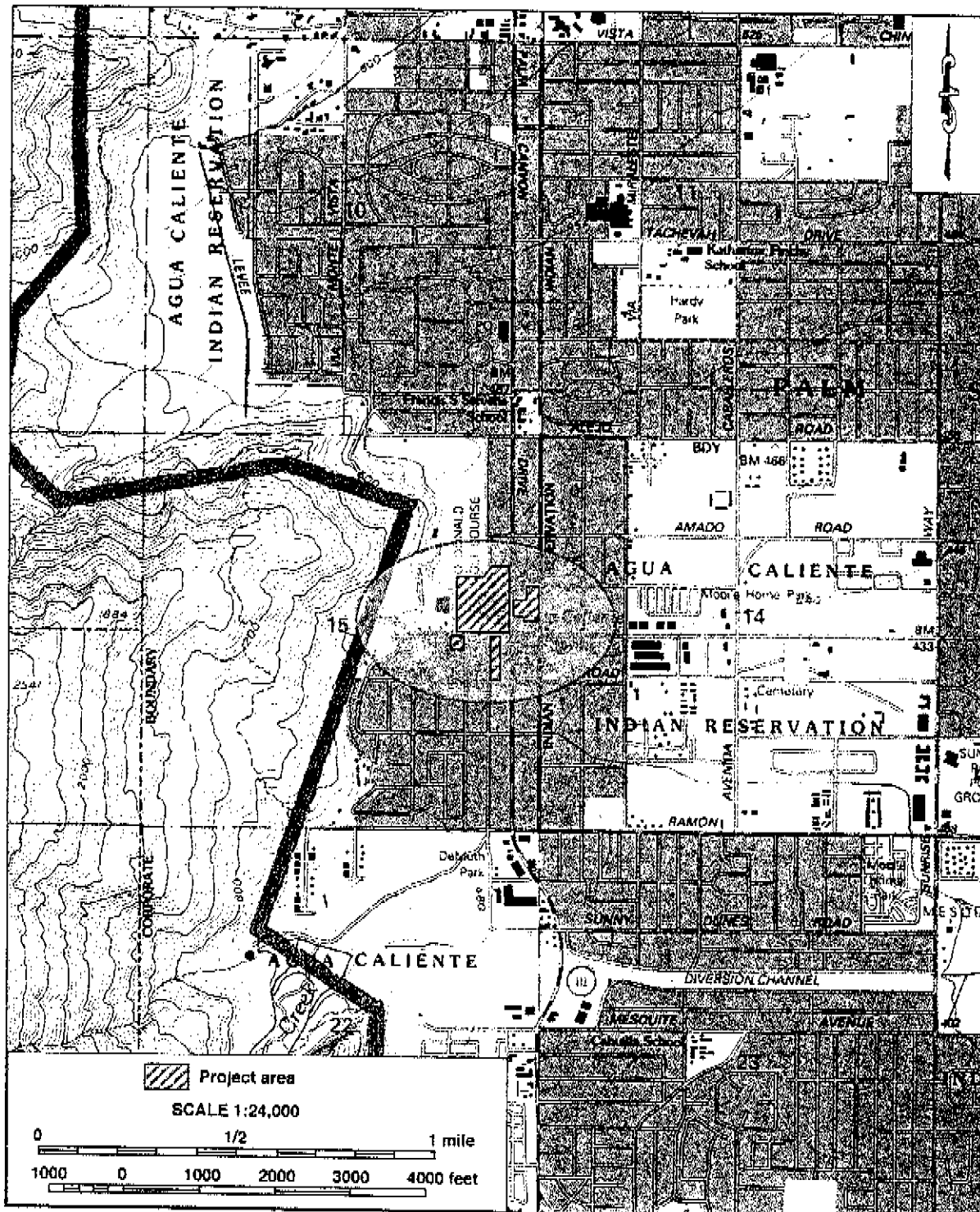


Figure 2. Project location. (Based on USGS Palm Springs, Calif., 1:24,000 quadrangle [USGS 1996])

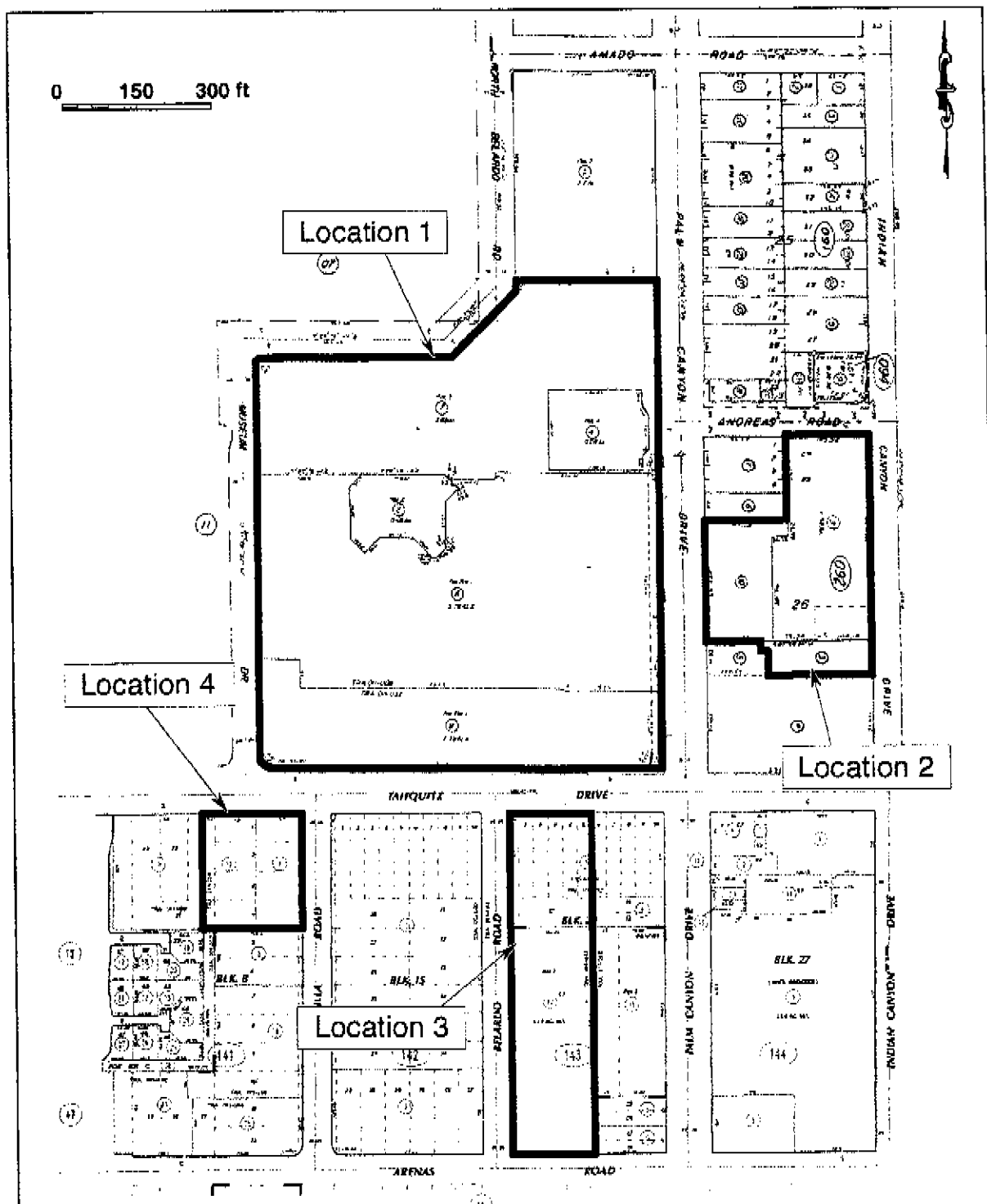


Figure 3. Project boundaries.

Location No.*	Assessor's Parcel No.	Address(es)	Current Occupant(s)
Location 1	513-560-002, -004, and -007 through -009	123 N. Palm Canyon Drive	Desert Fashion Plaza
Location 2	513-092-003, -009 and -010	146-174 N. Palm Canyon Drive and 167-181 N. Indian Canyon Drive	The Center (Town and County Center)
Location 3	513-143-009 (partial) and -017	100 block of W. Tahquitz Canyon Way	Parking lot
Location 4	513-141-004 and -013	300 block of W. Tahquitz Canyon Way	Vacant

* See Fig. 3

HISTORICAL CONTEXT

The City of Palm Springs, the leading urban center in the Coachella Valley and the "capital" of the region's important tourist industry, owes its origin to the early development efforts led by John Guthrie McCallum, who began purchasing land in the area in 1872. The townsite was surveyed and subdivided in 1884, initially under the name of "Palm City." After a resurvey in 1887, the name was changed to the Village of Palm Springs. The Palm Springs subdivision was an instant success despite its location in the heart of the southern California desert, thanks to an eight-mile-long irrigation ditch that McCallum built from the Whitewater River to the townsite. Alfalfa, grape, corn, fig, apricot, grapefruit, and orange were among the successful crops harvested (Bogert 2003:55).

Almost from the beginning of the town, Palm Springs showed signs of becoming a resort community. After leasing the famed Agua Caliente hot springs from the local Native Americans around 1892, Welwood Murray built a wood-and-adobe, 26-person health lodge, Murray's Palm Springs Hotel (Presley 1996:10). In a marketing move that forecast the glitz and glamour that would help define Palm Springs' later development, Murray bought a camel and hired local Native American Willie Marcus to dress in Arab garb and go to the Seven Palms railway station, where he and the camel were to greet arriving visitors with pamphlets extolling the virtues of Murray's hotel (Starr 1997:23).

Murray's hotel persevered as a haven for the sick and convalescing, but dwindling water supplies and a withering drought that lasted for more than a decade forced all but a handful of permanent residents, white and Native alike, to leave the area (Bogert 2003:60; Presley 1996:20). The rains returned in 1905, but by then agriculture as a serious industry had moved on. In 1909, Harry and Nellie Coffman opened their sanitarium, the Village Inn, one block south of the site of today's Desert Fashion Plaza (City of Palm Springs 1985a).

The daughter of a hotelier, Nellie Coffman was well-versed in the hospitality business, and soon the couple was hosting as many vacationers as patients (Presley 1996:20). When they later parted ways, Nellie Coffman became sole owner of the Village Inn, expanded her holdings to the north, and built the famed Desert Inn, initially furnished in part with tents. Along with Murray's Palm Springs Hotel, these early health lodges defined the core of Palm Springs at the intersection of Main and Spring Streets, today's Palm Canyon Drive and Tahquitz Canyon Way.

Organized around the hot springs, the spectacular scenery, and the dry desert climate, Palm Spring's reputation continued to grow not only as a health spa but also as a winter resort for the affluent. The transition become most apparent when, in 1924, Pearl and Austin McManus commissioned Lloyd Wright, son of Frank Lloyd Wright and a celebrated architect in his own right, for a new hotel named The Oasis (Starr 1997:24).

With its thick, white concrete walls, 90-foot dining room heated by charcoal braziers, huge fountain, and other luxurious appointments (Starr 1997:24), The Oasis rose unapologetically from the desert floor in a dramatic departure from the earlier rustic wooden inns and tent cabins. Not to be outdone, a year later the Desert Inn, now sprawled over some 35 acres, added a Spanish-style main lobby and other buildings. Then on January 1, 1928, the impressively luxurious El Mirador Hotel, with its famed bell tower, open to much fanfare (Lech 2005:108, 112).

This intense stylization of the desert into a "first-class" environment resulted in its "discovery" by the rich and famous of Hollywood in the 1920s-1930s, making Palm Springs the favored getaway destination. The new buildings in pre-WWII Palm Springs were predominantly Mission Revival and Spanish Colonial Revival in style, inspired by both the arid natural landscape and a romanticized vision of California history. Palm Canyon Drive was the center of this architectural expansion, as newly constructed markets, hotels, and retail shops increasingly defined the downtown cityscape.

The urbanization of the downtown area was reflected in the early 1940s by the adoption of new street names with a more sophisticated flair, many of them after local Native American families (County Assessor 1939-1944). Between 1939 and 1944, among the east-west streets, Lemon Street became Amado Road, Lawn Street became Andreas Road, Spring Street became Tahquitz Drive, and Lime Street became Baristo Road. Along the north-south axis, West Avenue became Patencio Road, Orange Avenue became Cahuilla Road, Palm Avenue became Belardo Road, and Main Street became Palm Canyon Drive.

In the post-WWII era, a major shift took place in the architectural aesthetic of Palm Springs as the city sought to accommodate the voguish tastes of wealthy visitors who desired private vacation homes in the secluded desert. Viewing the traditional Mission- and Spanish-style buildings then dominant in the area as too old-fashioned, this new clientele demanded a type of architecture for their homes that was more explicitly "modern." The result was a "home-grown" style known as Desert Modernism, inspired in part by the clean lines, flat roofs, glass walls, and unornamented facades of the International Style-buildings made famous by architects such as Mies van der Rohe and Le Corbusier, and in part by the desert landscape and harsh climate in which these homes were built.

The attention given to the desert landscape fostered a unique aesthetic in which the austerity of the International Style is softened by the inclusion of natural elements such as rock, granite, and wood on the interior and exterior, and by the use of neutral colors to better help the buildings blend into the surrounding environment. Water is also a predominant feature of Desert Modernist buildings, as many include pools, fountains, ponds, and waterfalls. Much of the downtown Palm Springs area today reflects this latter phase of architectural transformation since a large number of buildings from this period are still extant.

Desert Modernism remained the predominant architectural style in Palm Springs throughout the 1950s and 1960s. It began to decline after 1970 due to a general fatigue of modernist simplicity and a new demand for decorative, opulent styles more reflective of the prosperous economy of the time. Today, the term Desert Modernism has been applied not only to buildings in the Palm Springs area, but also to buildings in the same general style located in desert communities throughout southern California and Arizona.

RESEARCH METHODS

RECORDS SEARCH

On December 20, 2007, CRM TECH archaeologist Nina Gallardo (see App. 1 for qualifications) conducted the historical/archaeological resources records search at the Eastern Information Center (EIC), University of California, Riverside. During the records search, Gallardo examined maps and records on file at the EIC for previously identified cultural resources in or near the project area, and existing cultural resources reports pertaining to the vicinity. Previously recorded cultural resources include properties designated as California Historical Landmarks, Points of Historical Interest, or Riverside County Landmarks, as well as those listed in the National Register of Historic Places, the California Register of Historical Resources, or the California Historical Resource Information System.

In addition to EIC's files, CRM TECH historian/architectural historian Terri Jacquemain (see App. 1 for qualifications) consulted the records of the Department of Planning Services, City of Palm Springs, for information on historic sites designated by the City and City-sponsored cultural resources studies in the project vicinity. Findings from both the EIC records and the City records are presented in the sections below.

FIELD SURVEY

Between February 7 and April 1, 2008, Terri Jacquemain carried out the field survey of the project area, focusing in particular on inspecting all existing buildings on the subject properties. In order to facilitate the proper identification, recordation, and evaluation of potentially historic buildings, Jacquemain made detailed notations and preliminary photo-recordation of the structural and architectural characteristics and current conditions of all buildings that appeared to be more than 45 years old and their associated features. Jacquemain's field observations and photographic records formed the basis of the structural descriptions and the historic integrity assessment presented below.

HISTORICAL RESEARCH

In conjunction with the records search and the field inspection, Terri Jacquemain pursued historical and architectural background research for the purpose of determining the development histories of the project area and establishing the existing buildings' dates of construction, later alterations, roles and uses over the years, and possible associations with important historic figures and/or events. Sources consulted during the research include the following:

- Published literature in local and regional history, including architectural history, such as *Palm Springs: First Hundred Years* (Bogert 2003), *Palm Spring Modern* (Cygelman 1999), *Palm Springs Weekend: The Architecture and Design of a Midcentury Oasis* (Hess and Danish 2001), and relevant pamphlets by the Palm Springs Historical Society and the City of Palm Springs;
- Archival records of City of Palm Springs and the County of Riverside, particularly the City's building safety records and the County's real property tax assessment records;
- Historic maps and aerial photographs of the Palm Springs area;
- Local history materials on file at the at the Palm Springs Public Library.

CONSULTATION WITH LOCAL COMMUNITY

On March 26 and April 2, 2008, Terri Jacquemain sent written requests to Sally McManus, director of the Palm Springs Historical Society, Jeri Vogelsang, Ms. McManus' assistant, and Peter Moruzzi, chairman of the Palm Springs Modern Committee and member of the Friends of the Town and Country Center, for supplementary information on the history of the project area and for community input on the potential historic significance of the buildings on the subject properties. Comments and information from these community representatives are incorporated into the research results presented below.

RESULTS AND FINDINGS

PREVIOUS CULTURAL RESOURCES STUDIES IN THE VICINITY

According to the records of the Eastern Information Center and the City of Palm Springs, the project area had not been surveyed systematically and intensively for cultural resources prior to this study, but was included in three reconnaissance-level surveys that were completed in 1983, 2001, and 2004. As a result of these surveys, two historic-period sites in the project area were previously recorded into the California Historical Resource Information System. Additionally, the City of Palm Spring has, by resolution of the City Council, formally designated two historic sites within the project area.

Of the two sites formally recorded into the California Historical Resource Information System, Patterson's Drug Store (33-7545), once located at 160 North Palm Canyon Drive, was a popular gathering spot during the historic period (Henderson and Hough 1983). The store has long since ceased operation, but the building it occupied remains extant today as a part of the Town and Country Center complex. The other is the site of the Desert Inn (33-9714), now occupied by the Desert Fashion Plaza. In 1973, the Desert Inn site became a registered California Point of Historic Interest (No. Riv-044; State of California 1973).

In 1985, the former location of the Desert Inn was designated a historic site by the City of Palm Springs (City of Palm Springs 1985b). The second historic site designated by the City, also approved in 1985, encompasses the former locations of Zaddie Bunker's Garage, the Village Theater, the Palms Springs Hotel, and the Rock House, all of which were demolished along with the Desert Inn to make way for the Desert Fashion Plaza in the mid-1960s (City of Palm Springs 1985a; 1985c). As delineated by the City Council resolution, this historic site lies partially within the current project boundaries (City of Palm Springs 1985c).

In addition to these formally recorded or officially designated sites, City records indicate that the Town and Country Center complex was also recorded as a potential historical resource in 2003 (Maley et al. 2003), during a City-sponsored reconnaissance survey, but the site record forms evidently have not been submitted for inclusion in the California Historical Resource Information System. The site record, on file at the City, states that the Town and Country Center qualifies for listing in the National Register of Historic Places and the California Register of Historic Places with a local level of significance (*ibid.*:3). The significance of the property, according to that study, stems from its close association with the tourism-driven urban growth of Palm Springs in the post-WWII years and its architectural merits as an excellent example of the Modern style (*ibid.*).

In December 2006, the Town and Country Center was reportedly nominated by the City of Palm Springs Historic Site Preservation Board for designation as a Class 1 historic site (FTCC n.d.). However, no documentation was found in City records to suggest further actions on the nomination.

Outside the project boundaries but within a half-mile radius, at least 19 site-specific cultural resource studies have been reported to the EIC (Fig. 4). As a result of these and other similar studies, a total of 75 archaeological sites and historic-period buildings were formally recorded within the scope of the records search. Three of the archaeological sites were prehistoric—i.e., Native American—in nature, and included surface scatters of artifacts, bedrock milling features, and a burial site reported on the edge of downtown Palm Springs. The other sites dated to the historic period, including a number of structural

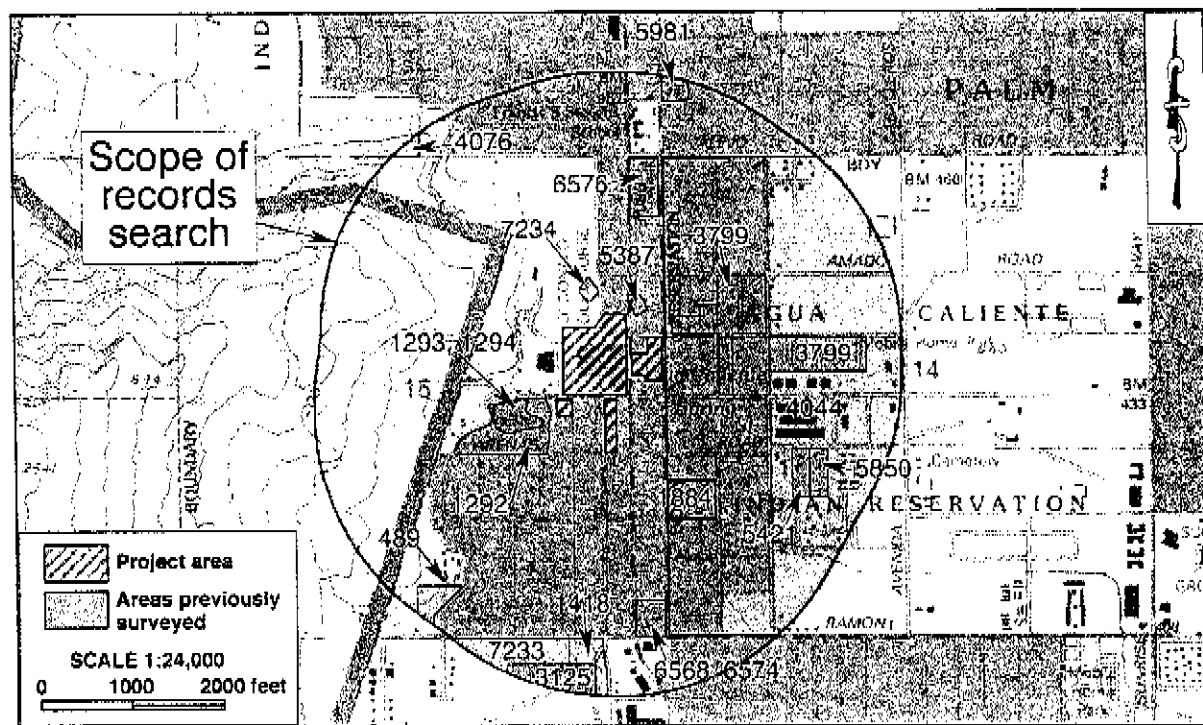


Figure 4. Previous cultural resources studies in the vicinity of the project area, listed by EIC file number. Locations of historical/archaeological sites are not shown as a protective measure.

foundations of demolished buildings on the Agua Caliente Indian Reservation, the site of the Cornelia White House, and the site of the Agua Caliente hot springs, a California Point of Historical Interest (No. Riv-025) since 1969.

The recorded historic-period buildings were predominantly concentrated in downtown Palm Springs, many of them within a few blocks of the project location. Among these were a number of historic-period hotels, including the El Morocco Hotel, the Spanish Inn, the Estrella Inn, the Mountain View Inn, and the Arenas Lodge. Other buildings recorded within the scope of the records search included Our Lady of Solitude Catholic Church, the Palm Springs Woman's Club, and various commercial buildings and residences of historical or architectural note. The large number of known historical/archaeological sites in the surrounding area attests to a high sensitivity for cultural resources in the project vicinity, especially those from the historic period.

Many of the recorded historical/archaeological sites are located on properties that are adjacent to or in the immediate vicinity of the project area. These include the O'Donnell Golf Course, the town's first 18-hole course, built in the 1930s (33-5739); the Welwood Murray Memorial Library (33-7557), built in 1941 on land donated by the family of Welwood Murray; Lykken's Department Store, built in 1914 (33-7547); and the Carnell Building (33-7548), built in 1936.

Lykken's Department Store, the home of the town's first telephone and post office for many years, is also a City-designated historic site. Additionally, the Carnell Building property was previously occupied by the First Community Church, which had stood since circa 1906. The church site, but not the Carnell Building, was designated a historic site by the City of Palm Springs. Other buildings in the immediate vicinity of the project area that have been identified by the City's Historic Site Preservation Board as potentially of local historic significance include the former residence of George B. Roberson, Nellie Coffman's son, built around 1927, and the Oasis Commercial Building, a 1952 expansion of the Oasis Hotel, designed by famed local architect E. Stewart Williams (City of Palm Springs 2005).

LOCAL COMMUNITY INPUT

As stated above, Sally McManus and Jeri Vogelsang of the Palm Springs Historical Society and Peter Moruzzi of the Palm Springs Modern Committee were contacted by CRM TECH regarding the proposed project. To date, neither McManus nor Vogelsang has responded to the inquiries. In a telephone interview on March 26, 2008, and in subsequent e-mail correspondence, Moruzzi agreed that the Desert Fashion Plaza property was in need of redevelopment, but stressed the local historic significance and architectural importance of the Town and Country Center.

Moruzzi referred CRM TECH to a website maintained by the Friends of Town and Country Center, a group organized to "explore a creative alternative" in order to save the Town and Country Center from complete demolition (FTCC n.d.). On the website, members of the group expressed strong feelings in favor of the preservation of the Town and Country Center, contending that "the Center could fit in well with a proposal for commercial/retail mixed-use since it originally featured retail stores on the ground floor and apartments above" (*ibid.*).

POTENTIAL HISTORICAL RESOURCES IN THE PROJECT AREA

The project area consists of two commercial complexes, the Desert Fashion Plaza and the Town and Country Center, as well as a parking lot on the east side of Belardo Road and a vacant lot on the southwest corner of Tahquitz Canyon Way and Cahuilla Road (Table 1; Fig. 3). According to historic maps and aerial photographs, both the parking lot and the vacant lot once contained buildings that dated at least to the late historic period (Fig. 5), but none of these buildings remains in existence today.

During the field survey, the remains of a swimming pool and a small octagonal concrete foundation, likely the remnant of an ancillary building or structure, were noted on the vacant lot. These minor features, a common occurrence in older urban neighborhoods, demonstrate little potential for important archaeological data and, due to the removal of the buildings at the location, retain little ability to relate to the historic period. Therefore, they are not considered potential "historical resources," and require no further study.

Further research indicates that the Town and Country Center at 146-174 North Palm Canyon Drive/167-181 North Indian Canyon Drive was constructed in the late historic period. The Desert Fashion Plaza at 123 North Palm Canyon Drive is modern in origin, but the property it occupies contains two historic sites designated by the City of Palm Springs, as mentioned above. Both of these properties, therefore, are considered potential "historical resources" and are discussed further below.

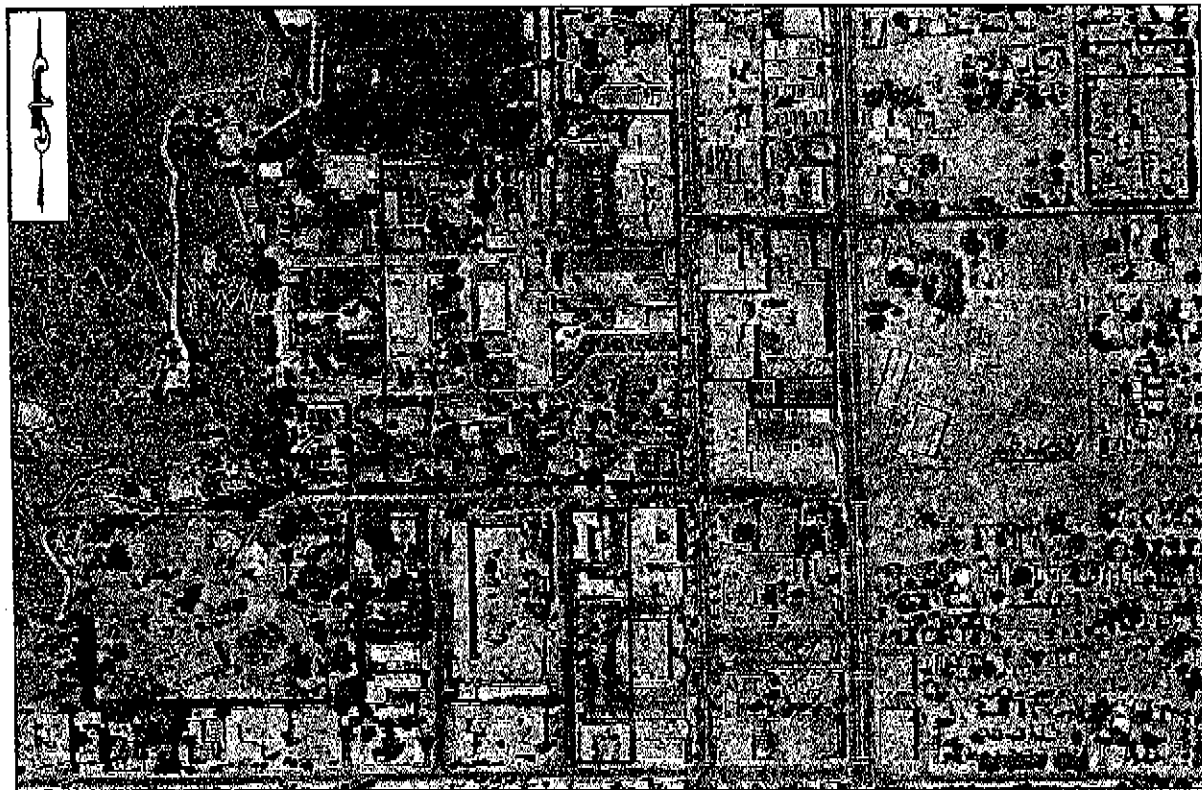


Figure 5. Aerial view of downtown Palm Springs in 1959, with the project area outlined in red. (Source: Aerial photograph 1959)

Desert Fashion Plaza Property

The Desert Fashion Plaza, a typical enclosed shopping mall (Fig. 6), was originally constructed in 1967 on the former site of the Desert Inn and other historic-period buildings (City of Palm Springs 1967; 1985a). It underwent significant remodeling in 1973 and again in the mid-1980s (City of Palm Springs n.d.). Modern in origin and demonstrating no exceptional architectural or aesthetic qualities, the buildings comprising the mall do not constitute a potential "historical resource."

Nevertheless, the property overlaps or partially overlaps with two historic sites designed and delineated by the City of Palm Springs: the former location of the Desert Inn, located on the west side of Palm Canyon Drive between Andreas Road and Tahquitz Canyon Way, and the former locations of Zaddie Bunker's Garage, the Village Theater, the Palms Springs Hotel, and the Rock House, bounded by Palm Canyon Drive, Amado Road, Belardo Road, and the extension of Andreas Road (City of Palm Springs 1985b; 1985c).

From its humble beginnings as Harry and Nellie Coffman's convalescent home in 1909 to the glamorous playground of the healthy, wealthy and very famous, the Desert Inn stood as an iconic ambassador of Palm Springs as a resort destination well into the 1960s. Nellie Coffman's sons, Earl Coffman and George Roberson, were owners of the Desert Inn in 1955 when Marion Davies, Hollywood starlet and mistress to publisher William Randolph Hearst, decided it would be "fun" to own an inn, and set her sights on the Desert Inn. In his book, *Palm Springs Confidential*, Howard Johns describes the sale:

Attorneys Greg Bautzer and Arnold Grant reportedly negotiated the sale of the thirty-three-acre property, numbering 100 hotel rooms, an a la carte restaurant, beauty shop, barber salon and parking garage for the giveaway price of \$1,750,000, which Davies paid owners Earl Coffman and his brother George Roberson. The brothers cried when they signed the legal papers giving up the old homestead that had been in their family for three generations. (Johns 2004; 115)

Five years later, Davies sold the Desert Inn, still intact, for 2.5 million (Johns 2004:116). By 1967 it had become the property of Home Savings and Loan, the same year the company

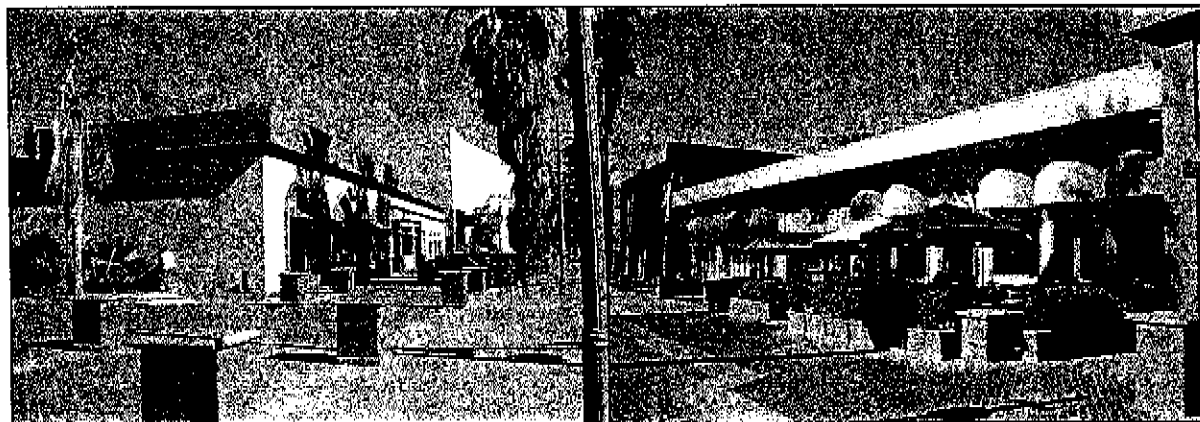


Figure 6. The Desert Fashion Plaza's Palm Canyon Drive façade. *Left:* near the northern end of the mall; *right:* storefronts in the middle portion. (Photographs taken on April 1, 2008)

secured a permit to construct a 19,920-square-foot masonry and steel shopping center (City of Palm Spring 1967). The flagship store, I. Magnin & Company, hired Gianni Associates for the plans (*ibid.*). Soon afterwards, the Desert Inn, a venerable Palm Springs institution, saw the end of its colorful history when the "front" portion of the property was razed for the construction of the Desert Fashion Plaza, while the "rear" portion is now occupied by the Palm Springs Desert Museum (City of Palm Spring 1985a).

Also demolished at that time were the four buildings associated with the other historic site at this location: Zaddie Bunker's Garage (ca. 1916), the first automobile service garage in the desert town; the Village Theater (ca. 1932), built and operated by prominent local businessman Earle C. Strebe; the Palms Springs Hotel (ca. 1934, not to be confused with Welwood Murray 1890s establishment at the hot springs), a Mission Revival-style building commissioned by San Francisco hotelier George Keroley; and the Rock House (ca. 1918-1922), a cobblestone cottage built by Italian stone mason John Barone (City of Palm Spring 1985a). The histories of these buildings are well-documented in City records associated with the designation of the historic site (*ibid.*; City of Palm Spring 1985c), and requires no further discussion.

Town and Country Center

A portion of the Town and Country Center, once occupied by Patterson's Drug Store at 150 North Palm Canyon Drive, was first recorded into the California Historical Resource Information System in 1983 and subsequently designated Site 33-7545, as stated above. The site record from that survey offers a rather sketchy description of that portion of the complex:

This modern commercial building has stucco walls with a flat roof. It has small four pipe designs on stucco panels on the second story while the first story consists of a store front. (Henderson and Hough 1983:1)

The 2003 site record on file at the City provides a much more extensive description of the complex:

Linked to Palm Canyon Drive by a narrow arcade, the focal point of this shopping center is the landscaped courtyard surrounded by storefronts with additional storefronts along the 100 Blocks of Indian Canyon Drive to the east and Palm Canyon Drive to the west. Designed in the late Moderne architectural style, "The Center" is comprised of three, two-story, flat-roofed buildings configured around the central open-air courtyard where a wide staircase leads to a second level restaurant space, originally the upscale Town and Country Restaurant. The two street-facing elevations vary in style, materials, and appearance. The west elevation (along North Palm Canyon) features a flat roof with a wide cornice treatment composed of vertically hung corrugated aluminum panels painted brown, and concrete brick wall sections separating a series [of] storefront spaces with metal-framed window walls shaded by uniform awnings. The east elevation (fronting North Indian Canyon) features a series of projecting cornices at the first and second floors, and is principally defined by a wide plain frieze with the historic signage stating "the CENTER" located near the rear entrance. Exterior building materials along the east elevation include painted concrete and stucco walls with an uncoursed fieldstone veneer along the northern half of the building. Fenestration consists of fixed metal-

framed storefront windows and window wall sections along the ground floor and single-or-double-hung multi-pane sash windows along the northern half of the second floor. Overall the entire Town and County Center complex appears to be in fair condition. (Maley et al. 2003:1)

Field observations during this survey suggest that no major alterations have occurred to the exterior characteristics of the buildings described in the 2003 site record (Figs. 7, 8). However, the 2003 description pertains only to three of the five buildings present in the Town and Country Center complex, corresponding to 156-166 and 170-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive. Two additional buildings, in the southwestern portion of the complex, are not mentioned in the description. One of these, formerly a Bank of America branch, is located at 146-150 North Palm Canyon Drive, and is connected to the west-side storefronts described above by a small addition at 152 North Palm Canyon Drive (Fig. 9). The other one is a concrete building at 168 North Palm Canyon Drive, which has evidently been added to the interior courtyard of the complex at a later date (Fig. 10). These two buildings are described below:

- **146-152 North Palm Canyon Drive** This portion of the Town and Country Center complex consists of a two-story, Modern-style commercial building of reinforced concrete construction and a one-story "hyphen" of similar architectural characteristics. The two-story building, the former home of the Bank of America branch, has been

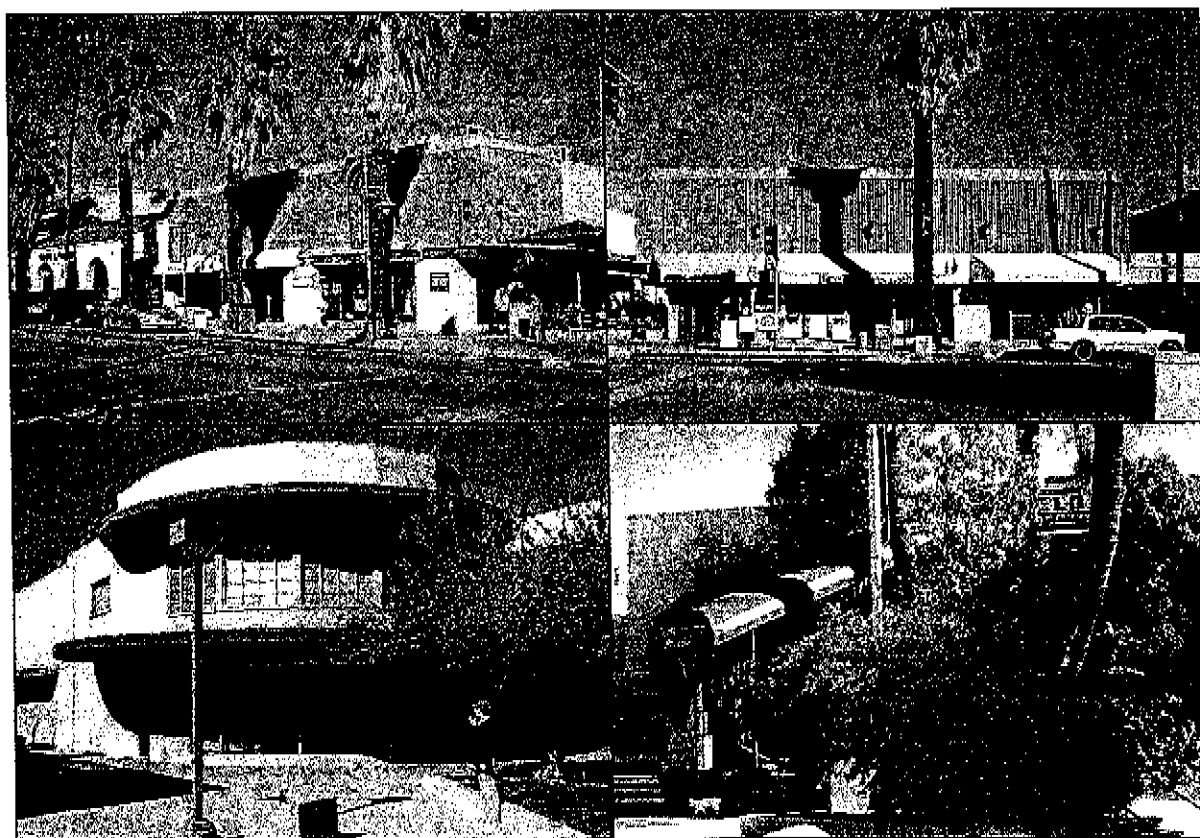


Figure 7. The Town and Country Center's Palm Canyon Drive façade, top, and interior courtyard, below.

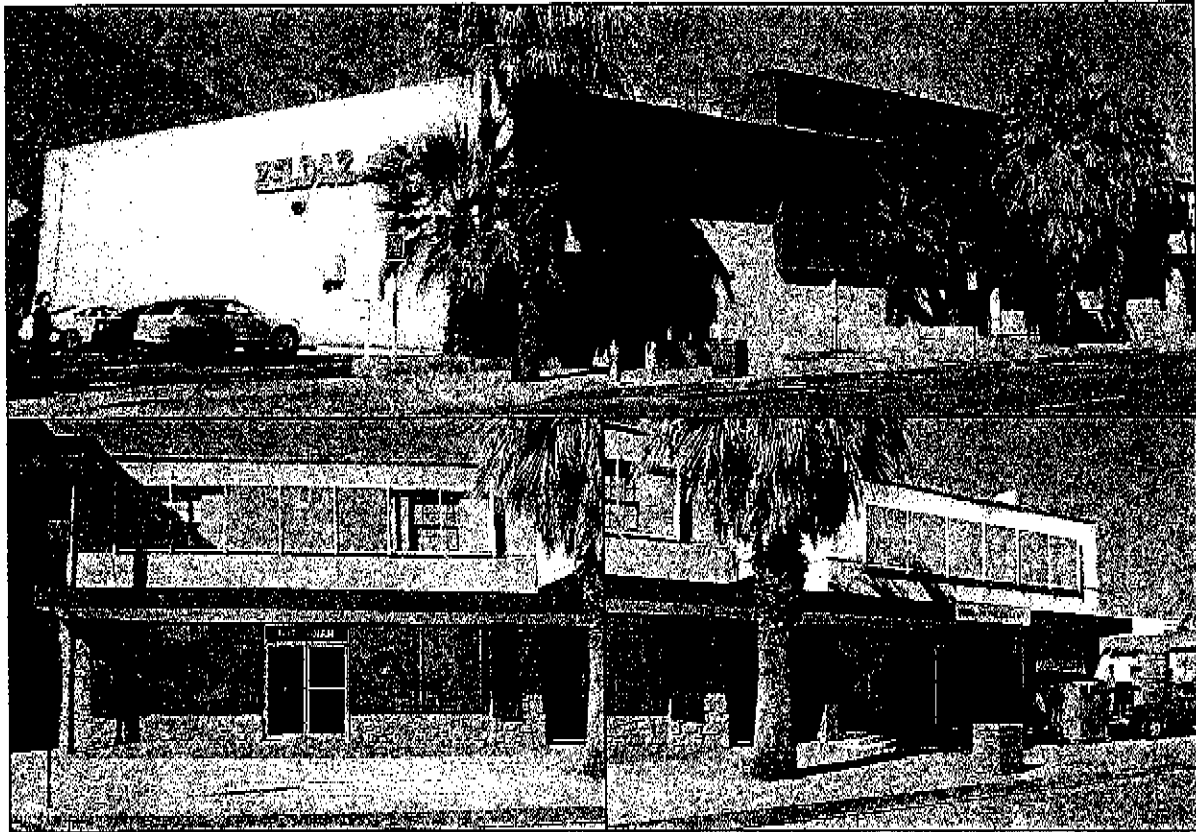


Figure 8. The Town and Country Center's Indian Canyon Drive façade, including the former Town and Country Restaurant (now Zeldax), top, and two apartment/ office buildings.

subdivided into three retail units (Fig. 9). Irregular but somewhat L-shaped in plan, the building sports a set of angled vertical louvers separated by mirrored glass on the upper level of its primary façade, which faces Palm Canyon Drive on the west. The upper-level façade is painted dark brown while aluminum-framed glass doors and display windows of the storefronts dominate the street level. The two levels of the



Figure 9. The former Bank of America building at 146-150 North Palm Canyon Drive.

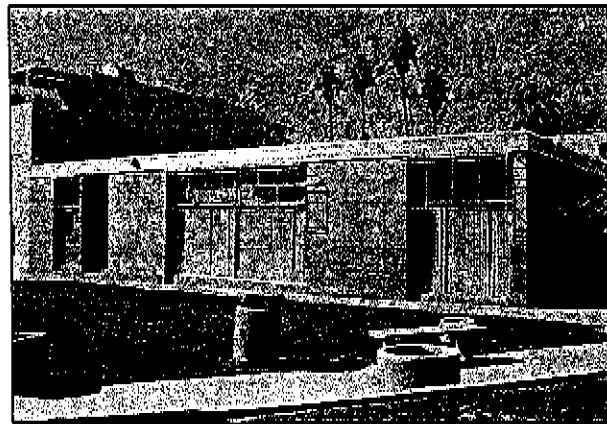


Figure 10. Concrete building at 168 North Palm Canyon Drive.

primary façade are divided by a tan-colored sunbreak that also serves as a marquee bearing the names of the stores. The rear of the building is mostly clad in tan-colored stucco, with two groups of aluminum-framed glass doors and fixed windows at a pair of rear entrances, one on the east-facing façade and the other on the north-facing side of a projecting rear wing. A bank of metal-framed windows with fixed sashes, sandwiched between rectangular brown panels, extends across the upper level of the north-facing side of the wing.

- **168 North Palm Canyon Drive** This rectangular, one-story concrete "box," currently vacant, is set against other buildings in the complex to the west and the south, and features on the other two elevations several spans of solid concrete walls scored into large, square blocks (Fig. 10). The concrete walls are interspersed with floor-to-ceiling fixed windows and two aluminum-framed entrance assemblages facing the east and the north. All of these contrasting elements of the exterior walls are unified under a wide, grooved cornice band surrounding the flat roof. The extremely simple appearance of this building, a later addition to the complex, stands out against its companions, which themselves are characterized by the functionalism of their design and the general lack of traditional ornamental elements.

Born of a collaboration between acclaimed Los Angeles architects Paul R. Williams and A. Quincy Jones, the Town and Country Center was built by the Palm Springs Corporation on property owned by Bank of America in or around 1948 (City of Palm Springs 1946; County Assessor 1945-1950; ARG 2004:3). Around the same time, the duo also teamed to design the Palm Springs Tennis Club restaurant in 1946 and Romanoffs on the Rocks, a local restaurant, in 1950 (Buckner 2002).

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

While Jones is known for elevating the lowly post-war tract house to an art form, Paul Revere Williams (1894-1980) is best remembered as a designer of elegant mansions for the rich and famous of Hollywood. Among his clients were Frank Sinatra, Lucille Ball and Desi Arnaz, Tyrone Power, Barbara Stanwyk, Danny Thomas, and Lon Chaney, Sr. (Hudson 1993). Among his most easily recognized buildings in southern California are the Beverly Hills and Ambassador Hotels, Chasen's and Perino's restaurants, the ultra-modern theme building at the Los Angeles International Airport, Saks Fifth Avenue, and the Music Corporation of America building. In all, Williams designed or participated in over 3,000 projects (*ibid.*).

Owing in particular to its trendy restaurant and proximity to the famed Desert Inn across the street, "the Center" was an instant hit among fashionable circles of post-World War II Palm Springs. Like architect Harry Williams' multi-use La Plaza center down the street, the

Town and Country Center was designed to accommodate a mixture of retail stores, offices, and apartments. Patterson's Drug Store, the second pharmacy to open in Palm Springs, was among the first tenants in the complex (Henderson and Hough 1983). The pharmacy also housed Palm Springs Spirits and Tony and Marilyn's Fountain Grill (FTCC n.d.). Other tenants in the complex over the years included The French Bootery, George Weill's Fashions, Kelley's Furnishings, Jewels by Alchian, Village Flower Shop, Warren Imports, The Kings Quarters, Center Beauty Salon, Mary Helen Teen Shop, *The Desert Sun*, *The Palm Springs Villager*, *The Palm Springs Guide*, KDES Radio Broadcasting, Cameron Broadcasting, and the Southern Pacific Company (*ibid.*).

Besides the advantages of having frontages along both Palm Canyon Drive and Indian Canyon Drive in the very heart of town, the complex had additional retail or office suites surrounding the interior courtyard. During its heyday, the dramatically landscaped courtyard formed the focal point of the shopping center, with a large, rounded "turret" on one side and an angled exterior staircase on the other (Figs. 7, 11). The broad concrete stairs, resting on a multi-level asymmetrical podium and accompanied by a hefty planter jutting out from the building behind, led to a rectangular balcony across the front of the Town and Country Restaurant (now Zeldaz). The interaction among the various "clean" geometric shapes and intersecting planes around the main entrance to the restaurant represented one of the most notable character-defining elements of the Town and Country Center's Modernist design.

Today, the courtyard has been significantly reduced in size by the building at 168 North Palm Canyon Drive and, with almost all of the suites around it vacant, is no longer conceptually the focal point of the complex. The "turret" remains intact but, being used for storage, has lost much of its charm. The once-impressive entry to the restaurant has also been compromised through the enclosure of the balcony for more interior space, the apparent truncating of the planter at the end, the partition of the staircase in the middle, the addition of a canopy over the stairs, and the presence of overgrown foliage (Figs. 7, 11).

The former Bank of America building was a highly stylized and eye-catching commercial building when first constructed (Fig. 12). Historic photographs show the original main façade of the building to be aggressively Modernist in design, articulately expressed through the contrast between the array of large concrete louvers, then painted blue, and the massive sand-colored "towers" that anchored both ends of the façade. The name of the bank was spelled across the top of the sunbreak in white, widely spaced letters. The bold architectural character of this façade has been muffled to some degree by the uniform coat of dark brown paint across the upper level, and the subdivision of the former bank into three separate storefronts, each with its own signage, also inevitably altered the general appearance of the building (Figs. 9, 12).



Figure 11. Main façade of the original Town and Country Restaurant.

Separated by a narrow alley, the two buildings at 156-166 and 170-174 North

Palm Canyon Drive are nearly identical in the street-facing façade (Fig. 7), but the northern building, with its rear wing extending east-west across the entire property and forming the northern "wall" of the courtyard, contains by far the most storefronts and suites among all buildings in the complex. In comparison to the restaurant and the former bank, these two buildings were, and remain today, relatively plain and understated in design, although the "turret" in the rear of the northern building, with its curved sunbreaks and large ribbon windows on both levels, were undoubtedly intended to be one of the architectural highlights of the courtyard (Fig. 7).



Figure 12. Original appearance of the Town and Country Center on Palm Canyon Drive.

These two buildings appear to retain most of their original characteristics. However, based on the differing descriptions from 1983 and 2003, especially in comparison to historic photographs, the corrugated aluminum panels covering the upper level of their street-facing façades were evidently installed sometime after 1983, replacing or covering the original stucco panels (Henderson and Hough 1983:1; Maley et al. 2003:1; Figs. 7, 12). Meanwhile, the current condition of these two buildings serves to embody the aging of the Town and Country Center complex and its decline in prestige, as attested by the many vacant suites in the rear wing of the northern building and a section of sagging sunbreak in the alley.

The City of Palm Springs' building safety records documented hundreds of permits issued on the Town and Country Center property. Besides the permits for the construction of the original buildings in the complex, the Palm Springs Corporation also secured in 1955 a permit to construct a 12-foot-tall concrete office building in the southwest portion of the courtyard, which demonstrates the age of the added building at 168 North Palm Canyon Drive (City of Palm Springs 1955). Originally intended for a business office, it later served as a women's apparel shop (*ibid.*; City of Palm Springs 1989).

The other permits recorded in City files chronicle the many physical modifications to the buildings in the Town and Country Center complex, most all of them to accommodate changes in tenancy and usage in the shops, such as storefront remodeling, enlarging or extending display windows, or combining or dividing retail units. Those that appear to involve large portions of the complex's Palm Canyon Drive façade include altering 140 feet of street frontage in 1949 and remodeling/reroofing eight of the stores in 1952 (City of Palm Springs 1949; 1952).

The façade facing Indian Canyon Drive was remodeled in 1979 (City of Palm Springs 1979). In addition, the restaurant building was nearly gutted in 1977-1978 to accommodate the installation of dance floors (City of Palm Springs 1977-1978). The balcony at the restaurant's courtyard entrance was modified and enclosed during another round of renovations in the early 1980s (City of Palm Springs 1980-1983). Around the same time, a nightclub or restaurant named F. Scott's was merged into Zeldaz, the building's current

occupant (City of Palm Springs 1980-1983). The building was reroofed in 1983 and 1992 (City of Palm Springs 1983; 1992).

DISCUSSION

Based on the research results discussed above, the following sections present CRM TECH's conclusion on whether the proposed project would affect any "historical resources," as defined by CEQA.

DEFINITION

According to PRC §5020.1(j), "'historical resource' includes, but is not limited to, any object, building, site, area, place, record, or manuscript which is historically or archaeologically significant, or is significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California." More specifically, CEQA guidelines state that the term "historical resources" applies to any such resources listed in or determined to be eligible for listing in the California Register of Historical Resources, included in a local register of historical resources, or determined to be historically significant by the Lead Agency (Title 14 CCR §15064.5(a)(1)-(3)).

Regarding the proper criteria of historical significance, CEQA guidelines mandate that "a resource shall be considered by the lead agency to be 'historically significant' if the resource meets the criteria for listing on the California Register of Historical Resources" (Title 14 CCR §15064.5(a)(3)). A resource may be listed in the California Register if it meets any of the following criteria:

- (1) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage.
- (2) Is associated with the lives of persons important in our past.
- (3) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.
- (4) Has yielded, or may be likely to yield, information important in prehistory or history. (PRC §5024.1(c))

A local register of historical resources, as defined by PRC §5020.1(k), "means a list of properties officially designated or recognized as historically significant by a local government pursuant to a local ordinance or resolution." For properties within the City of Palm Springs, the City's Historic Preservation Ordinance provides the designations of "historic sites" and "historic districts" as officially recognized local historical resources (PSMC §8.05.020).

SIGNIFICANCE EVALUATION

Desert Fashion Plaza Property

A shopping mall of modern origin that demonstrates no extraordinary architectural or aesthetic merit, the Desert Fashion Plaza at 123 North Palm Canyon Drive does not meet

any of the criteria for listing in the California Register, and does not constitute a "historical resource." However, the parcels occupied by the shopping mall are known to contain two "historic sites" that were officially designated by the City of Palm Springs. One of the sites represents the former location of the iconic Desert Inn, which is also a registered California Point of Historical Interest (No. Riv-044), and the other encompasses the former locations of four buildings of local historical interest. Since they are included in an officially established local register of historical resources, these two "historic sites" on the Desert Fashion Plaza property by definition qualify as "historical resources" under CEQA provisions.

Town and Country Center

As stated above, the Town and Country Center was originally constructed in 1948 as an important component of Palm Springs' downtown commercial center. The complex was previously evaluated for historical significance in 2003, and was determined to be eligible for listing in the National Register of Historic Places and the California Register of Historical Resources, with a local level of significance, because of its association with the tourism-driven urban growth of Palm Springs in the post-WWII era and its architectural merits as an excellent example of the Modern style (Maley et al. 2003:3).

One of the most compelling aspects of the Town and Country Center's past is its close ties with a pattern of events that contributed significantly to local and regional history, namely the rapid growth of downtown Palm Springs as the dominant urban center in the Coachella Valley during the 1940s-1950s. Situated prominently at the very heart of downtown Palm Springs, this multi-use commercial complex, with its bold Modern-style architecture, trendy restaurant, and appealing courtyard, exploited and boosted the post-WWII tourist boom that perpetuated the City's claim as one of America's leading winter resorts. For this historical contribution, the Town and Country Center holds a unique place in the post-WWII development of the City and continues to be a well-known local landmark that enjoys a high level of historical interest in the community.

Architecturally, the original Town and Country Center complex, as built in 1948, is known to be among the collaborative works of innovative and acclaimed architects A. Quincy Jones and Paul R. Williams, both of whom individually earned national distinction during their careers. However, there is no evidence that it constitutes a particularly important example among the sizable body of works by either. Similarly, it does not appear to represent a particularly important milestone in the development of its architectural style, property type, period, or method of construction, especially in its current, altered conditions. However, it remains a good example of Modern-style commercial buildings that contributes materially to the historical fabrics of "the Village" and to Palm Springs' well-established status as the capital of the "home-grown" Desert Modern architecture.

Now 60 years old, the Town and Country Center undoubtedly represents an established and familiar visual feature in downtown Palm Springs. On the other hand, the long history has also taken its toll on the appearance and appeals of the complex, both physically and commercially. The scattered structural deterioration noted during the field survey, for example, detracts from the property's historic integrity in the aspect of workmanship. Meanwhile, the widespread vacancies and the conversion of the former Bank of America

into retail stores inevitably compromised the historic feeling and association of the complex.

Like the vacancies, the current use of a portion of the complex's Indian Canyon Drive frontage as low-end apartments, which creates a generally unkempt appearance on that side of the property, diminishes the Town and Country Center's former image of a busy social, retail, and work center with a myriad of salons, stores, and eateries. The use of the "turret" in the courtyard, which was clearly intended to be a prominent showcase, as storage space also contributes to the change in the property's historic feeling.

As noted above, today the focal point of the Town and Country Center has shifted from the interior courtyard to the storefronts facing outward, especially those on Palm Canyon Drive. That transition may be traced back to 1955, when the addition of the building at 168 North Palm Canyon Drive greatly reduced the size of the courtyard. The design, materials, texture, and general appearance of this building are not entirely consistent to the rest of the buildings, further compromising the coherent historical characteristics of the complex.

In terms of architectural integrity, the Town and Country Center complex retains most of the basic elements of its Mid-Century Modernist design, although the storefronts have evidently been altered to various degrees, as is the common practice among retail-oriented commercial properties. Other than the additional building in the courtyard, the greatest alteration to the complex's architectural character occurred in the once dramatically angular façade of the restaurant and the colorful palette of the former bank building, as described previously. It is worth noting, however, that it was these two areas that exemplified the bold Modernist statement in Jones and Williams' original design.

Despite these alterations to its historic integrity, overall the Town and Country Center retains enough of its original characteristics in terms of location, design, setting, and materials to relate to the early post-WWII period. Based on the foregoing analysis of the property's historic significance and integrity, CRM TECH concurs with the previous determination that the Town and Country Center is eligible for listing in the California Register of Historical Resources with a local level of significance. Therefore, it appears to meet CEQA's definition of a "historical resource."

PROJECT EFFECT ASSESSMENT

CEQA establishes that "a project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment" (PRC §21084.1). Since the two locally designated "historic sites" on the Desert Fashion Plaza property and the Town and Country Center complex have been determined to qualify as "historical resources," any "substantial adverse change" that the proposed project may cause to these properties will be considered "a significant effect on the environment." "Substantial adverse change," according to PRC §5020.1(q), "means demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired."

As created by the City of Palm Springs, the two "historic sites" on the Desert Fashion Plaza property are purely commemorative in nature, and the property today bears no physical vestiges of its past associated with the significance of the sites. Furthermore, given the

extensive ground disturbances that occurred with the construction of the existing buildings, it is unlikely for any substantial and intact archaeological remains to have survived from the historic period. Therefore, the redevelopment of this property will not cause an adverse effect to the significance of the two "historic sites" as long as their presence and local historic value are properly recognized and acknowledged by the proposed project.

On the Town and Country Center property, the current project plans call for the demolition of all existing buildings in preparation of redevelopment, which clearly constitutes a "substantial adverse change" in the significance and integrity of this "historical resource." In order for the project to proceed in compliance with CEQA provisions on cultural resources, the prevention or mitigation of its potential effect on the Town and Country Center complex will be required, as outlined below.

RECOMMENDATIONS

In order to prevent or mitigate the proposed project's potential effects on the Town and Country Center and the two "historic sites" on the Desert Fashion Plaza property, CRM TECH presents the following recommendations to the project proponent and the City of Palm Springs:

DESERT FASHION PLAZA PROPERTY

Since no physical remnants of the buildings commemorated through the designation of the two "historic sites" on this property are present today, project effect on these sites can be easily avoided by recognizing and promulgating the significance of the property in local history. For that purpose, CRM TECH recommends the dedication or rededication, as the case may be, of on-site commemorative signs or displays at the approximate locations as part of the proposed project.

TOWN AND COUNTRY CENTER

In protecting a significant historic building, one of the most common options is to preserve the building at its existing location and in its existing conditions. In the case of the Town and Country Center, however, simply preserving the complex in the existing condition does not best serve the fundamental objective of conveying the important aspects and period in its history and the history of downtown Palm Springs due to its compromised integrity, especially in terms of workmanship, feeling, and association. To accomplish that objective, restoration of the buildings in the complex to their original appearance, as shown in historic photographs and, if available, Jones and Williams' original design would be more desirable.

Based on these considerations, and in order to prevent or mitigate the proposed projects' potential effect on the Town and Country Center, CRM TECH recommends two project alternatives with regards to this property, as listed below.

- *Alternative 1:* The Town and Country Center complex be preserved, rehabilitated, restored to its historic appearance, and incorporated into the project, if feasible.

The goal of this alternative is to restore the original characteristics of the complex during its heyday as a bustling center of commerce at the heart of downtown Palm Springs. If carried out in accordance with the Secretary of the Interior's Standards, such restoration may qualify the Town and Country Center property for future tax benefits under various federal and state historic preservation incentive programs.

Despite the widespread changes that occurred over the past six decades, the majority of the crucial structural and architectural alterations to the complex are superficial and potentially reversible, with the possible exception of the added building occupying part of the courtyard. However, a detailed adaptive use study may be needed in order to identify systematically all existing structural and architectural features to be preserved, restored, "tolerated," or eliminated. In addition, the structural integrity of the existing buildings and the economic feasibility of revitalizing the Town and Country Center, a vital step in restoring the historic feeling of the property, remain to be explored by the appropriate experts.

- *Alternative 2:* The following mitigation measures be implemented if the demolition, destruction, relocation, or substantial alteration of the Town and Country Center complex cannot be avoided:

- A comprehensive documentation program be completed on the complex prior to redevelopment of the property.

Due to the local nature of the complex's significance, procedures comparable to the Historic American Buildings Survey (HABS), which are often applied in similar documentation of historical buildings, do not appear to be an appropriate approach in this case. Instead, the recommended scope of work consists of detailed architectural description, photographic recordation, scaled mapping, and compilation of the history of the property. Some of these procedures, namely the building description and the historical research, have in fact been completed through previous recordation and the present study. The results of the documentation program should be curated at the appropriate local cultural resources information repositories for easy public access, such as the City of Palm Springs and the Eastern Information Center.

- Any future construction on the property be carefully crafted and reviewed to ensure compatibility with the historical character of the Town and Country Center and the surrounding area of downtown Palm Springs in terms of size, scale, material, texture, architectural features, and aesthetic feeling.
- The local historic value of the Town and Country Center be recognized through commemorative signs or displays at its current site.
- The project proponent and/or the City pursue further consultation with cultural representatives of the local community for other means to minimize or mitigate the proposed project's potential impact on the historical characteristics of the property and the surrounding neighborhood.

If either of these alternatives is incorporated into the proposed project, CRM TECH further recommends to the City of Palm Springs that potential effect on the Town and Country Center, a "historical resource" under CEQA, will have been prevented or mitigated to a level less than significant. Accordingly, the project may then be cleared to proceed in compliance with CEQA provisions on cultural resources and the City's Historic Preservation Ordinance.

EVALUATION OF "THE VILLAGE" AS A POTENTIAL HISTORIC DISTRICT

In analyzing the historic significance of the Town and Country Center in the context of Modernist architecture in downtown Palm Springs, CRM TECH recognizes that over the past few decades a number of buildings that contributed materially to the Modernist character of the area have been demolished or significantly altered. While individually the significance of the "loss" of these buildings varies greatly, the cumulative effects of this development on the architectural heritage of downtown Palm Springs has yet to be studied adequately. As the remaining mid-20th century Modernist buildings continue to age, and as the pressure to revitalize prime downtown commercial properties continues to mount, more redevelopment proposals involving such buildings can be anticipated.

In order to facilitate the effective assessment of cumulative effects of past and future redevelopment and infill development projects on Palm Springs' well-recognized Modernist architectural heritage, CRM TECH recommends that the City of Palm Springs pursue an intensive, systematic historical resources survey to document and evaluate the area traditionally known as "the Village" in its entirety as a potential historic district. Due to the size and complexity of the area, a systematic effort like this would be necessary to ensure the proper identification of its historical characteristics and essential elements for future cultural resources management considerations.

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**APPENDIX 1:
PERSONNEL QUALIFICATIONS**

**PRINCIPAL INVESTIGATOR/HISTORIAN/ARCHITECTURAL HISTORIAN
Bai "Tom" Tang, M.A.**

Education

- 1988-1993 Graduate Program in Public History/Historic Preservation, UC Riverside.
1987 M.A., American History, Yale University, New Haven, Connecticut.
1982 B.A., History, Northwestern University, Xi'an, China.
- 2000 "Introduction to Section 106 Review," presented by the Advisory Council on Historic Preservation and the University of Nevada, Reno.
- 1994 "Assessing the Significance of Historic Archaeological Sites," presented by the Historic Preservation Program, University of Nevada, Reno.

Professional Experience

- 2002- Principal Investigator, CRM TECH, Riverside/Colton, California.
1993-2002 Project Historian/ Architectural Historian, CRM TECH, Riverside, California.
1993-1997 Project Historian, Greenwood and Associates, Pacific Palisades, California.
1991-1993 Project Historian, Archaeological Research Unit, UC Riverside.
1990 Intern Researcher, California State Office of Historic Preservation, Sacramento.
- 1990-1992 Teaching Assistant, History of Modern World, UC Riverside.
1988-1993 Research Assistant, American Social History, UC Riverside.
1985-1988 Research Assistant, Modern Chinese History, Yale University.
1985-1986 Teaching Assistant, Modern Chinese History, Yale University.
1982-1985 Lecturer, History, Xi'an Foreign Languages Institute, Xi'an, China.

Honors and Awards

- 1988-1990 University of California Graduate Fellowship, UC Riverside.
1985-1987 Yale University Fellowship, Yale University Graduate School.
1980, 1981 President's Honor List, Northwestern University, Xi'an, China.

Cultural Resources Management Reports

Preliminary Analyses and Recommendations Regarding California's Cultural Resources Inventory System (With Special Reference to Condition 14 of NPS 1990 Program Review Report). California State Office of Historic Preservation working paper, Sacramento, September 1990.

Numerous cultural resources management reports with the Archaeological Research Unit, Greenwood and Associates, and CRM TECH, since October 1991.

Membership

California Preservation Foundation.

PRINCIPAL INVESTIGATOR/ARCHAEOLOGIST
Michael Hogan, Ph.D., RPA*

Education

- 1991 Ph.D., Anthropology, University of California, Riverside.
1981 B.S., Anthropology, University of California, Riverside; with honors.
1980-1981 Education Abroad Program, Lima, Peru.
- 2002 Section 106—National Historic Preservation Act: Federal Law at the Local Level. UCLA Extension Course #888.
2002 "Recognizing Historic Artifacts," workshop presented by Richard Norwood, Historical Archaeologist.
2002 "Wending Your Way through the Regulatory Maze," symposium presented by the Association of Environmental Professionals.
1992 "Southern California Ceramics Workshop," presented by Jerry Schaefer.
1992 "Historic Artifact Workshop," presented by Anne Duffield-Stoll.

Professional Experience

- 2002- Principal Investigator, CRM TECH, Riverside/Colton, California.
1999-2002 Project Archaeologist/Field Director, CRM TECH, Riverside.
1996-1998 Project Director and Ethnographer, Statistical Research, Inc., Redlands.
1992-1998 Assistant Research Anthropologist, University of California, Riverside
1992-1995 Project Director, Archaeological Research Unit, U. C. Riverside.
1993-1994 Adjunct Professor, Riverside Community College, Mt. San Jacinto College, U.C. Riverside, Chapman University, and San Bernardino Valley College.
1991-1992 Crew Chief, Archaeological Research Unit, U. C. Riverside.
1984-1998 Archaeological Technician, Field Director, and Project Director for various southern California cultural resources management firms.

Research Interests

Cultural Resource Management, Southern Californian Archaeology, Settlement and Exchange Patterns, Specialization and Stratification, Culture Change, Native American Culture, Cultural Diversity.

Cultural Resources Management Reports

Author and co-author of, contributor to, and principal investigator for numerous cultural resources management study reports since 1986.

Memberships

- * Register of Professional Archaeologists.
- Society for American Archaeology.
- Society for California Archaeology.
- Pacific Coast Archaeological Society.
- Coachella Valley Archaeological Society.

HISTORIAN/ARCHITECTURAL HISTORIAN
Terri Jacquemain, M.A.

Education

- 2004 M.A., Public History and Historic Resource Management, University of California, Riverside.
2002 B.S., Anthropology, University of California, Riverside.

Professional Experience

- 2003- Historian/Report Writer, CRM TECH, Riverside/Colton, California.
• Writer/co-author of cultural resources reports for CEQA and NHPA Section 106 compliance;
• Historic context development, historical/archival research, oral historical interviews, consultation with local historical societies;
• Historic building surveys and recordation, research in architectural history.
- 2002-2003 Teaching Assistant, Religious Studies Department, University of California, Riverside.
- 1997-1999 Reporter, *Inland Valley Daily Bulletin*, Ontario, California.
1991-1997 Reporter, *The Press-Enterprise*, Riverside, California.

Memberships

California Council for the Promotion of History.
Friends of Public History, University of California, Riverside.

PROJECT ARCHAEOLOGIST
Nina Gallardo, B.A.

Education

- 2004 B.A., Anthropology/Law and Society, University of California, Riverside.

Professional Experience

- 2004- Project Archaeologist, CRM TECH, Riverside/Colton, California.
• Surveys, excavations, mapping, and records searches.

Honors and Awards

- 2000-2002 Dean's Honors List, University of California, Riverside.



Figure 1 Courtyard view of entrance to Town & Country Restaurant

Photo: Julius Shulman

HISTORIC SITE NOMINATION for
THE CENTER
174 NORTH PALM CANYON DRIVE
PALM SPRINGS, CALIFORNIA

Prepared for: THE PALM SPRINGS PRESERVATION FOUNDATION

Prepared by :
PATRICK MCGREW, Preservation Consultant
674 South Grenfall Road
Palm Springs, California 92264
April 2009



CITY OF PALM SPRINGS
DEPARTMENT OF PLANNING SERVICES
3200 East Tahquitz Canyon Way
Palm Springs, California 92262
Telephone: 760-323-8245

Date Received:
Case No.
HSPB No.
Planner:

HISTORIC SITE DESIGNATION APPLICATION

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.

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



Figure 2 View of Town & Country Restaurant from beneath the semi-circular overhang located in the northwest corner of the courtyard. Surprisingly, all of these elements are extant, subject to rehabilitation. Photo: Julius Shulman

PREFACE: Since the early 1980s, The Center (its original historic name) complex has been evaluated four times for its historic significance, and each time it has been found eligible for listing on the local, county, state or national registries¹. In 2006, the Palm Springs Historic Site Preservation Board listed the complex on its work program for a Class 1 Nomination, but the nomination has not moved forward due to a lack of sufficient staffing to prepare a nomination. A couple of years ago Peter Moruzzi asked if I would be interested in preparing the nomination, and at the time I declined. I didn't yet understand the importance of this complex in Palm Springs' history. More recently, the Palm Springs Preservation Foundation asked me for assistance in the preparation of the Nomination so the HSPB could formalize their Nomination process, the result of which is attached. Because the building has been evaluated several times, and seeing no need to reinvent the wheel, I was able to utilize existing materials and documentation, much of which is liberally appropriated herein. Any mistakes however are the sole responsibility of the author. It has been a pleasure to get to know this unique property.

-Patrick McGrew, April 2009

¹ See Bibliography.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD CASE REPORT

HISTORIC SITE NOMINATION FORM

This form is for use in nominating or requesting determinations of eligibility for Class 1 designations for individual properties and historic districts. Use instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A) and *How to Apply the National Register Criteria for Evaluation* (National Register Bulletin 15), which have been adopted by the Palm Springs Historic Site Board. Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions in the Bulletins.

=====

1. Name of Property and Owner

=====

Historic name: The Center
 Other names: Colburn Center / Town & Country Restaurant / Town & Country Center
 Assessor's parcel number: 513 092 09, 10 ~~926~~
 Current Owner's name: Wessman Holdings
 Address: 300 South Palm Canyon Drive
 City: Palm Springs
 State: California
 Zip code: 92262
 Telephone
 E-mail address

=====

2. Location

=====

Street & number: 146, 156-66, and 174 North Palm Canyon Drive; 167-81 North Indian Canyon Drive.
 City: Palm Springs
 State: California
 County: Riverside
 Zip code: 92262

=====

3. Classification

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Ownership of Property (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing
<u>1</u>	<input checked="" type="checkbox"/> buildings
<u>1</u>	<input type="checkbox"/> sites
<u> </u>	<input type="checkbox"/> structures
<u> </u>	<input type="checkbox"/> objects
<u>2</u>	<input type="checkbox"/> Total

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

4. Function or Use

Historic Functions (Enter categories from instructions)

Cat: <u>Commerce / Trade</u>	Sub: Office
Cat: <u>Commerce / Trade</u>	Sub: Financial
Cat: <u>Commerce / Trade</u>	Sub: Specialty Shops
Cat: <u>Commerce / Trade</u>	Sub: Restaurant
Cat: <u>Housing</u>	Sub: Apartments

Current Functions (Enter categories from instructions)

Cat: <u>Commerce / Trade</u>	Sub: Specialty Shops
Cat: <u>Commerce / Trade</u>	Sub: Night Club

5. Description *Narrative Description (Describe the historic and current condition of the resource including character defining features on one or more continuation sheets.)*

Architect: A. Quincy Jones with Paul R. Williams, Associate
Construction Date and Source: 1946 (Permit) Completion 1948

Architectural Style Classification (Enter categories from instructions)
Category: Modern Movement / International Style

Materials (Enter categories from instructions)

foundation : reinforced concrete
roof: built up
walls: cement plaster
other: Storefront glazing;
structure: Steel Frame

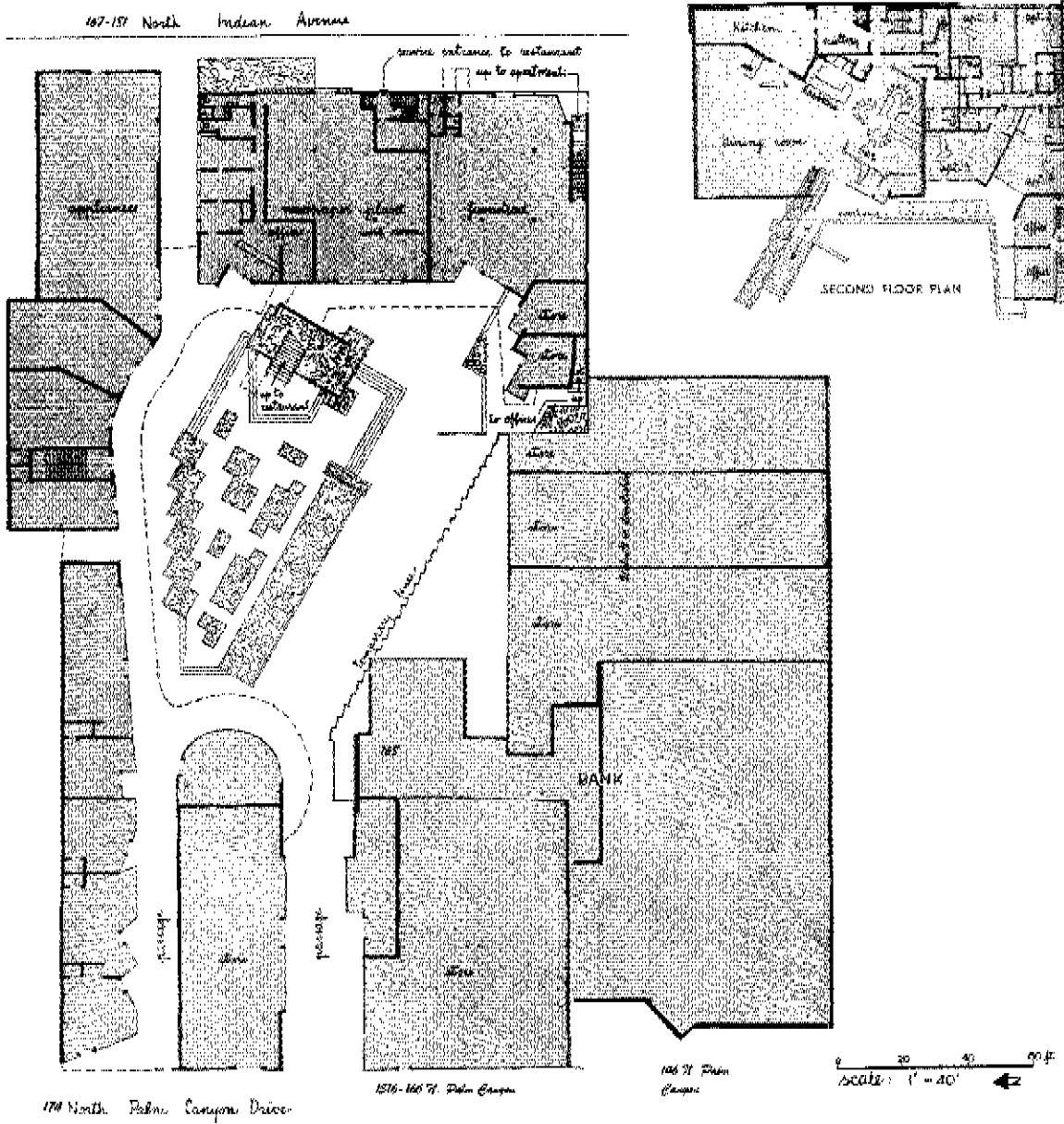


Figure 3 Site Plan Source: Shopping Centers, Design & Operation 1951.



Figure 4 100 block of Main Street (North Palm Canyon Drive) circa 1930 showing Patterson's Drug Store and other buildings then existing on the site of the subject property. Source: Palm Springs Historical Society

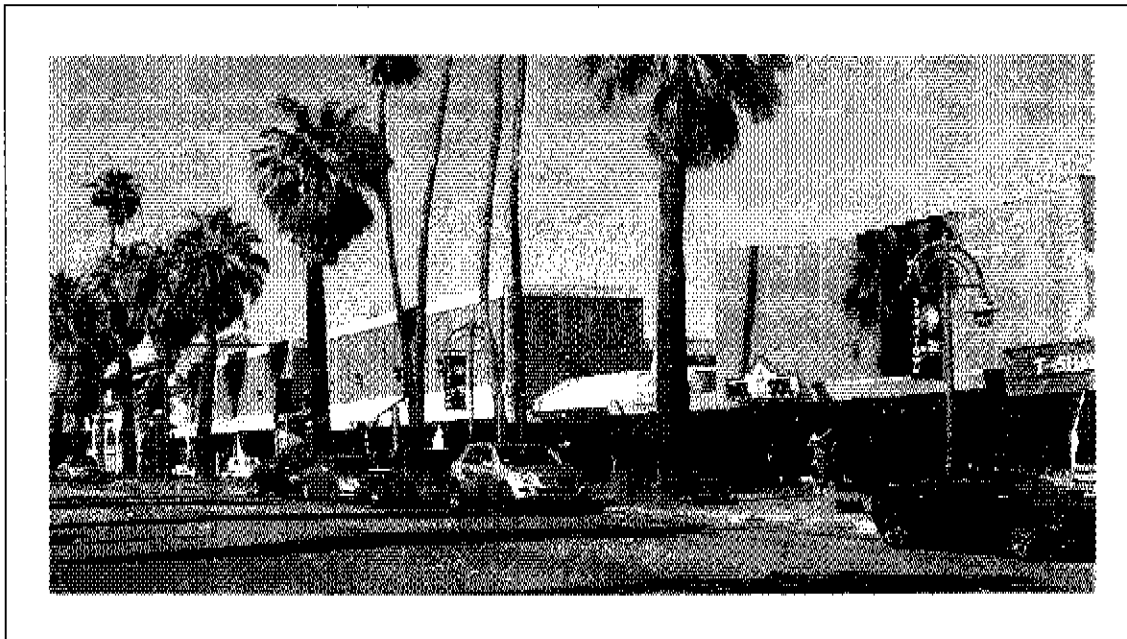


Figure 5 100 Block of North Palm Canyon Drive showing subject property in 2009.

Narrative description of subject property

Context: This block of Palm Springs is rich in historic context. The village's first church was built on the northwest corner of the block, and next door was the village's first hardware store. Both were located just north of the subject property. The site of the church is now the location of the Carnell Building, architect Harry Williams' first Palm Springs project, and now a Class 2 historic site. Next Door, the Lykken & Bartlett Department and Hardware Store of 1914 (altered to its present appearance in the 1930s) is a Class 1 Historic Site. A portion of the subject property was once occupied by Patterson's Drug Store (illustrated above) at 160 North Palm Canyon Drive, and was first recorded into the California Historical Resource Information System [CHRIS] in 1983 and subsequently designated Site 33-7545. The site record from that survey offers a rather sketchy description of that portion of the complex: "This modern commercial building has stucco walls with a flat roof. It has small four pipe designs on stucco panels on the second story while the first story consists of a storefront." (Henderson and Hough 1983:1) Portions of that building are said to exist as part of the subject property's subsequent development.

The "stylization of the desert into a first-class travel destination was the result of its discovery by the rich and famous of Hollywood in the 1920s-1930s, making Palm Springs the favored getaway destination. The new buildings in pre-WWII Palm Springs were predominantly Mission Revival and Spanish Colonial Revival in style, inspired by both the arid natural landscape and a romanticized vision of California history. Palm Canyon Drive was the center of this architectural transition, as newly constructed markets, hotels, and retail shops increasingly defined the downtown cityscape. In the post-WWII era, a major shift took place in the architectural aesthetic of Palm Springs as the city sought to accommodate the voguish tastes of wealthy visitors who desired private vacation homes and upscale shopping in the secluded desert. Viewing the traditional Mission and Spanish style buildings then dominant in the area as too old-fashioned, this new clientele developed an appreciation for a type of architecture that was more explicitly modern. The result was inspired in part by the clean lines, flat roofs, glass walls, and unornamented facades of the International Style buildings made famous by architects such as Mies van der Rohe,² Oscar Niemeyer, Erich Mendelsohn, and Le Corbusier, tempered in part by the desert landscape and climate. The attention given to the desert landscape fostered an aesthetic variation in which the austerity of the International Style is influenced by the inclusion of local natural elements such as rock, granite, and wood on the interior and exterior, and by the use of neutral colors to better help the buildings blend into the surrounding environment. Water is also a predominant feature of these buildings, as many include pools, fountains, ponds, and waterfalls. Much of the downtown Palm Springs area today reflects this latter phase of architectural transformation since a number of important buildings from this period are still extant.

The existing buildings on the project site were demolished in phases to make way for the development of the subject property that was originally named "The Center." As designed, the subject complex was configured to feature an enclosed courtyard with street front elements facing Palm Canyon Drive on the west and Indian Canyon Drive on the east. Linked to the streets by passageways, the focal point of the center is the landscaped courtyard in the center of the property that was surrounded by shops. Additional shop fronts also faced the street fronts (See Site Plan). When the project was built, the two streets had not yet been combined into a one-way couple, and both street facades were equally important. Since the introduction of the one-way couple, Palm Canyon has emerged as the more important street and the Indian Canyon façade, while architecturally the more interesting of the two, is now considered to be the rear of the building.

"Owing in particular to the success of the Town and Country Restaurant and proximity to the famed Desert Inn across the street, "The Center" was an instant hit among fashionable circles of post-World War II Palm Springs. Like architect Harry Williams' multi-use La Plaza Center of 1938, a few blocks away, The Center was designed to accommodate a mixture of retail stores, offices, and apartments and a restaurant. Patterson's Drug Store, the second pharmacy to open in Palm Springs, was among the first tenants in the complex. So successful was the design of The Center that it was included as an example of new shopping center design in the 1951 book *Shopping Centers, Design and Operation*.

² *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 5.

Besides the advantages of having frontages along both Palm Canyon and Indian Canyon Drives in the downtown core, the complex had additional retail and office suites facing onto the interior courtyard. When built, the dramatically landscaped courtyard formed the focal point of the shopping center, bordered by a large, glassy semi-circular element on the west side of the courtyard and an angled exterior staircase to the Town and Country Restaurant on the east side. The broad concrete stairs, resting on a multi-level asymmetrical podium and accompanied by a seemingly airborne planter jutting out from the building behind, led to a rectangular balcony across the front of the restaurant. The dynamic interaction among the various geometric shapes and intersecting planes facing onto the courtyard represent the most notable character-defining elements of The Center's International Style design.³

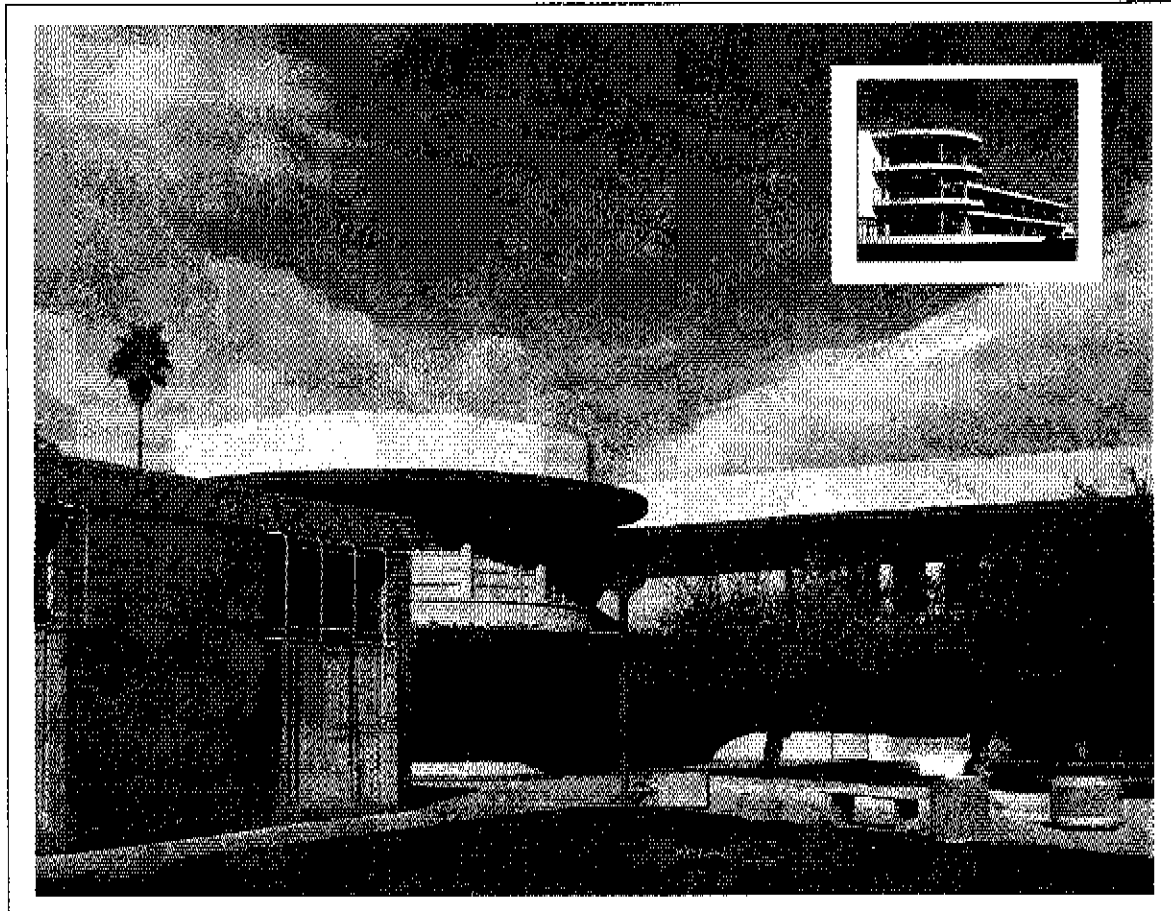


Figure 6 In this photo, the glassy semi-circular element is compared to Mendelsohn's influential De La Warr Pavilion of 1938, England's first modernist public building.

³ *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 15 (abridged).



Figure 7 Historic Postcard of the Bank of America branch at 146-150 North Palm Canyon Drive

146-150 North Palm Canyon Drive (Bank of America Building) This portion of The Center complex consists of a two-story, commercial block built of reinforced concrete construction that was designed to house a Bank of America branch. Although constructed at the same time and by the same architects as the rest of the project, the building nonetheless has its own distinct identity. It has now been subdivided into three retail spaces. Rectangular in plan, this building element features a set of angled louver-like vertical glazed openings on the upper level of its primary façade. The street-level facade contains aluminum-framed glass doors and display windows. The two levels of this facade are divided by a projecting horizontal band that shades passerby and also served as a marquee bearing the name of the bank. "The Bank of America building was a highly stylized and eye-catching commercial building when first constructed. Historic photographs illustrate the original International Style design of the building's principal facade, articulately expressed through the contrast between the array of large concrete louvers, then painted blue, and the massive sand-colored 'towers' that anchored both ends of the façade. The name of the bank was spelled across the top of the projecting cornice in white, widely spaced letters. The bold architectural character of this façade has been subdued to some degree by the uniform coat of dark brown paint across the upper level, and the subdivision of the former bank into three separate storefronts, each with its own signage that has marginally altered the general appearance of the building."⁴

⁴ *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 16..



Figure 8 Current image of the twin buildings at 156-174 North Palm Canyon Drive. The passage to the Courtyard is partially blocked by an outdoor seating area. Contemporary in detail, these "twins" reflect a Beaux-Arts sensibility more typical of Paul R. Williams' work. Palm Springs has no other examples of this kind of pairing.

156-66 and 170-74 North Palm Canyon Drive (Twin Buildings)

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



168 North Palm Canyon Drive

This building replaces an earlier building that was part of the original complex and is not an historic resource.



Figure 9 East elevation of 167-181 Indian Canyon Drive. This is the less well-known eastern side of the subject property.

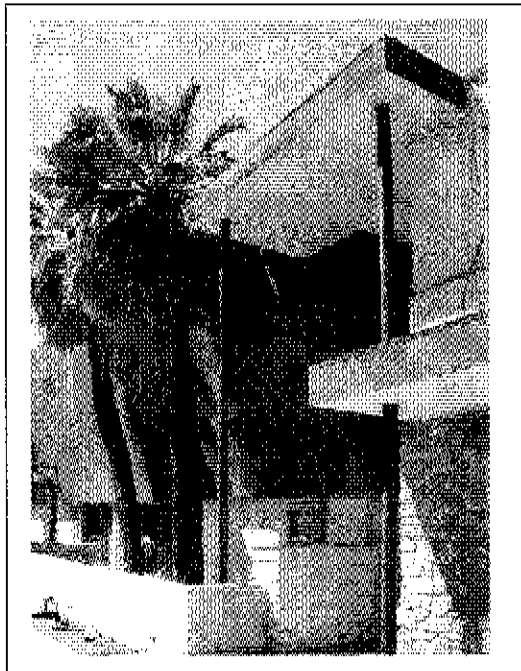


Figure 10 Indian Canyon Entrance to "the Center."

**167-81 North Indian Canyon Drive
(East facade)**

Although somewhat shabby in appearance, the result of neglect and deferred maintenance, The Center's east elevation (fronting on Indian Canyon) is a remarkably handsome and largely intact composition that features two projecting comices that interlock in to a two-story high wedge-shaped frieze. Historic signage located near the Indian Canyon entrance names the complex "The CENTER". Hidden in plain sight, this is another of Palm Springs' remarkable International Style designs that is unfamiliar to locals who pass it every day, but would be hard-pressed to identify it. The entry alone reveals a sure architectural hand.

=====

6. Statement of Significance

=====

Applicable Criteria (Mark "X" in one or more boxes for the criteria qualifying the property for listing)

Events

- (1) Property is associated with *events* that have made a significant contribution to the broad patterns of our history.

Persons

- (2) Property is associated with the lives of *persons* significant in our past.

Architecture

- (3) That reflects or exemplifies a particular period of national State or local history, or
- (4) Embodies the distinctive characteristics of a type, period, or method of construction, or
- (5) Represents the work of a master, or
- (6) Possesses high artistic values, or
- (7) Represents a significant and distinguishable entity whose components lack individual distinction.(Historic Districts)

Archeology

- (8) Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

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

Areas of Significance (Enter categories from instructions)

Criterion 1: Events

Criteria 3-6: Architecture

Period of Significance: 1940s- 1950s

=====

7. Statement of Significance *(Explain the significance of the property on one or more continuation sheets.)*

=====

The Center

The Center "was originally constructed in 1948 as an important addition to Palm Springs' downtown commercial center. The complex was previously evaluated for historical significance in 2003, and was determined to be eligible for listing in the National Register of Historic Places and the California Register of Historical Resources, at the local level of significance, under Criterion A (events) for its association with the tourism-driven urban growth of Palm Springs in the post-WWII era and Under Criterion C for its embodiment of distinctive characteristics"⁵ of the International Style. The building also qualifies as the work of master architect A. Quincy Jones, and possesses high artistic values.

⁵ *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 19.

Significant Event (Complete if Criterion 1 is marked above)

Criterion 1 (events): "One of the most compelling aspects of the Center's history is its close ties with the pattern of events that contributed significantly to local and regional history, namely the rapid growth of downtown Palm Springs as the dominant urban center in the Coachella Valley during the 1940s-1950s. Situated prominently at the core of downtown Palm Springs, this multi-use commercial complex, with its bold International Style architecture, trendy restaurant, and appealing courtyard, exploited and boosted the post-WWII tourist boom that perpetuated the city's claim as one of America's leading winter resorts."⁶ For this historical contribution, the Center holds a unique place in the post-WWII development of the city and continues to be a well-known local landmark that enjoys a high level of historical interest in the community. For this *pattern of events*, the building(s) qualifies for listing under this criterion.

Significant Person (Complete if Criterion 2 is marked above)

Criterion 2 (Persons): No claim is made for eligibility under this criterion.

Significant Architecture (Complete for each of Criteria 3-7 are marked above)

Criterion 3-7 (Architecture / Design): That reflects or exemplifies a particular period of national State or local history.

The building's ability to exemplify to city's emergence as a modernist destination qualifies it for listing under this criterion.

Criterion 4: Embodies the distinctive characteristics of a type, period, or method of construction,

Designed in the International Style, the subject property was comprised of three, two-story, flat-roofed elements surrounding the open-air courtyard on four sides. Along the east side of the courtyard, a wide staircase leads to a second level restaurant space, originally called the Town and Country Restaurant, now a nightclub called Zeldaz. Along the northwest corner of the courtyard is a semi-circular element that recalls Erich Mendelsohn's famous and influential International Style De La Warr Pavilion of 1938, considered by some to be Britain's first Modernist building.



Figure 11 A. Quincy Jones and Paul R. Williams.

⁶ Museum Market Plaza EIR, Cultural Resources Survey Report, p 19.

Criterion 5: Represents the work of a master.

"Architecturally, the Center complex, as built in 1948, is among the collaborative works of innovative and acclaimed architects A. Quincy Jones and associated architect Paul R. Williams, both of whom individually earned national distinction during their careers. The Center was built by the Palm Springs Corporation on property owned by Bank of America (City of Palm Springs Building Permit dated 1946) as collaboration between architects Jones and Williams. At the same time, the architects were also commissioned to design the Palm Springs Tennis Club Restaurant (now the Bougainvillea Room) and a few years later, Romanoff's on the Rocks, a local restaurant, in 1950 (Buckner 2002)."⁷

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

While Jones is known for elevating the lowly post-war tract house to high-art architecture, Paul Revere Williams (1894-1980) is best remembered as a designer of elegant mansions for the rich and famous of Hollywood. Among his clients were Frank Sinatra, Lucille Ball and Desi Arnaz, Tyrone Power, Barbara Stanwyk, Danny Thomas, and Lon Chaney, Sr. Among his most easily recognized buildings in southern California are the Beverly Hills and Ambassador Hotels, Chasen's and Perino's restaurants, the theme building at the Los Angeles International Airport, Saks Fifth Avenue, and the Music Corporation of America building. In all, Williams designed or participated in over 3,000 projects."⁸

Although there is no mention of the subject building in Williams' monograph, it is featured prominently in Cory Buckner's recent Phaidon monograph *A. Quincy Jones*. Contrary to the opinion presented in the Museum Market Plaza EIR, The Center complex does appear to represent a particularly important milestone in the development of Jones' architectural style. It is an unusual property type for Jones and is a good expression of its period, and method of construction. Additionally, it remains a good example of an International Style commercial building that contributes materially to the historical fabrics of "the Village" and to Palm Springs' well-established status as a center of Mid-Modern architecture.

Criterion 6: Possesses high artistic values

Somewhat subjective in nature, a property is significant for its high artistic values when it so fully articulates a particular design concept that it expresses an aesthetic ideal. The Center, with its interior courtyard, is a modernist commercial reinterpretation of the self-sheltering hacienda form found in earlier generations of desert architecture. As such, it possesses high artistic values for the ways in which it fully articulates that particular design concept as an aesthetic ideal.

Criterion 7: Represents a significant and distinguishable entity whose components (may) lack individual distinction.(Historic Districts). No claim is made for eligibility under this criterion.

⁷ *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 19.

⁸ *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 15.

Significant Archeologically (*Complete if Criterion 8 is marked above*)

Criterion 8: No claim is made for eligibility under this criterion.

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8. Integrity Analysis

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In addition to being determined eligible under at least one of the Applicable Criteria listed above, the building must also retain its Architectural Integrity. Integrity is based on significance: *why, where, and when* a property is important. Only after significance is fully established can you proceed to the issue of integrity. Within the concept of integrity, there are seven aspects or qualities that, in various combinations, define integrity. The seven aspects of integrity are: Location, Design, Setting, Materials, Workmanship, Feeling and Association. To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance.

The steps in assessing integrity are:

- Define the essential physical features that must be present for the property to represent its significance.
- Determine whether the essential physical features are visible enough to convey their significance.
- Determine whether the property needs to be compared with similar properties.
- Determine, based on the significance and essential physical features, which aspects of integrity are particularly vital to the property being nominated and if they are present.
- Ultimately, the question of integrity is answered by whether or not the property retains the identity for which it is significant.

Integrity:

Now more than 60 years old, the Center represents an established and familiar visual feature in downtown Palm Springs. However, its long history of minor changes and deferred maintenance has taken a toll on the buildings, both physically and commercially. The scattered superficial deterioration noted during the field survey, detracts from the property's historic integrity in the aspect of workmanship. Today the focal point of the Center has shifted from the interior courtyard to the storefronts facing outward, especially those on Palm Canyon Drive – but this trend is reversible. That change may be traced back to the addition of the building at 168 North Palm Canyon Drive that minimally reduced the size of the courtyard. The design, materials, texture, and general appearance of this building are not compatible with the earlier buildings, providing some minor compromise to the integrity of the complex.

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

"The interior of the restaurant building was remodeled in 1979 (City of Palm Springs 1979), including gutting of the restaurant to accommodate the installation of dance floors (City of Palm Springs 1977-1978). The

balcony at the restaurant's courtyard entrance was enclosed during another round of renovations in the early 1980s (City of Palm Springs 1980-1983).

"The two buildings at 156-174 North Palm Canyon appear to retain most of their original characteristics. However, the corrugated aluminum panels covering the upper level of their street-facing façades were installed after 1983, covering the original stucco panels (Henderson and Hough 1983:1; Maley et al. 2003:1; Figs. 7, 12)." The important semi-circular element in the courtyard remains intact, if unused. The impressive entry stair to the Town and Country restaurant has also been modified through the addition of a canopy over the stairs and the enclosure of the balcony for more interior space. Planting materials throughout the complex have not been maintained; some are missing, others are overgrown. But, all of these changes are easily reversible. In summary, the Center complex retains most of the basic elements of its International Style architecture, even though some of the storefronts have been altered to accommodate change of tenancy, as is often a common practice among retail-oriented commercial properties. Other than the replacement building in the courtyard, the minor (and restorable) changes to the angular façade of the restaurant are the most obvious. Despite these alterations to the center's integrity, overall it retains enough of its original characteristics in terms of location, design, setting, materials, feeling and association to relate to the early post-WWII period."⁹

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9. Bibliography
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List any previous surveys that cite the subject property, or any other documentation that may be on file:

California State Office of Historic Preservation: Historic Property data file for Riverside County, 1980.

HSPB Inventory of Historic Structures, September 20, 2001.

Architectural Resources Group, Citywide Historic Resources Survey, 2004.

CRM Tech, Cultural Resources Survey Report: the Museum Market Plaza Project, May 9, 2008.

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

This report incorporates by reference the Bibliography of the Architectural Resources Group, *Citywide Historic Resources Survey of 2004*, and the *Museum Market Plaza EIR Cultural Resources Report* of 2008.

Additional Bibliography:

Baker, Geoffrey and Bruno Funaro. *Shopping Centers, Design and Operation*. Reinhold: Progressive Architecture Library, New York, 1951.

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10. Geographical Data
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Acreage of Property: 4.5 acres

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

USGS Quad, Palm Springs, 7.5 quadrangle (Section 15, T4S, R4E, San Bernardino Base Meridian. Assessor's parcel number: 513 092 09, 10 & 26. Addresses: 146, 156-66, and 170-174 North Palm Canyon Drive; 167-81 North Indian Canyon Drive. City of Palm Springs, Riverside County, California, Zip code: 92262.

Boundary Justification: The boundaries were selected that contain the subject buildings and the landscaped courtyard.

⁹ *Museum Market Plaza EIR, Cultural Resources Survey Report*, p 17.

=====

11. Form Prepared By

=====

Name/title: Patrick McGrew
Organization: Palm Springs Preservation Foundation
Date: April 2009
Address: 674 South Grenfall Road
City: Palm Springs
State: California
Zip code: 92264
Telephone: 760 / 416-7819
E-mail: pmaa@sbcglobal.net

Consultant's Qualifications:

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

Patrick McGrew received his Bachelor of Architecture from the University of Oklahoma in 1965. He has been actively engaged in the architectural profession, specializing in historic preservation, since then. McGrew has been a licensed architect in the State of California since 1970. He possesses an in-depth knowledge of all procedures and standards utilized in the identification, evaluation, registration, and treatment of historic properties as evidenced by a his lengthy career known for the depth and breadth of accumulated architectural / historical knowledge. He places a high value on the objectivity and completeness of his written works. He has several years experience in research, writing, practicing and lecturing on architecture with an academic and historical agencies and institutions. He has made a substantial contribution through research and publication of a body of scholarly knowledge in the field of California architectural history. His experience has included the preparation of numerous historic research reports, National Register nominations, and San Francisco and Palm Springs historic site nominations, as well as the preparation of plans and specifications for architectural preservation projects. He regulates his firm through the use of ethics standards developed by the Society of Architectural Historians.

Patrick McGrew's knowledge and reputation in the field of historic preservation provided the basis his public service as the long-time President of San Francisco's Landmarks Preservation Advisory Board, which extended over an eighteen year span beginning in 1978 when he was first appointed by then-Mayor George Moscone; he served the next ten years under Mayor Dianne Feinstein. Although he served less than a year under Mayor Art Agnos, it was Agnos who declared November 17, 1991 "Landmarks of San Francisco Day" to honor the publication of McGrew's first book, *Landmarks of San Francisco* (Harry Abrams, New York, 1991). Reappointed in 1992 by Mayor Frank Jordan, McGrew served four more years on San Francisco's Landmarks Board. McGrew's second book, *Landmarks of Los Angeles* was published by Abrams in 1994.

His acknowledgment by government and/or regulatory agencies, combined with Mr. McGrew's impressive list of publications on California's historic architecture, is a testament to his proficiency as a leading expert in California architectural history, for which he has received many awards for his work during a distinguished career. In 1995, his book *The Historic Houses of Presidio Terrace*, received an award of honor from the California Heritage Council. Upon the occasion of Mr. McGrew's Induction into the City Club of San Francisco's "Wall of Fame," Mayor Willie Brown declared November 30, 2003 as 'Patrick McGrew Day' in San Francisco. A Commendation from the United States Senate was presented in recognition of McGrew's 'distinguished career and outstanding contributions to the City of San Francisco.' Patrick McGrew moved to Palm Springs, California in 2005 and is currently working on a book about Palm Springs' historic architecture.

Memberships and Professional Affiliations

Palm Springs Modern Committee
Palm Springs Historical Society
Architecture and Design Council of the Palm Springs Art Museum (Board Member)
Palm Springs Preservation Foundation (Board Member)
Society of Architectural Historians / Southern California Chapter

12. Additional Documentation

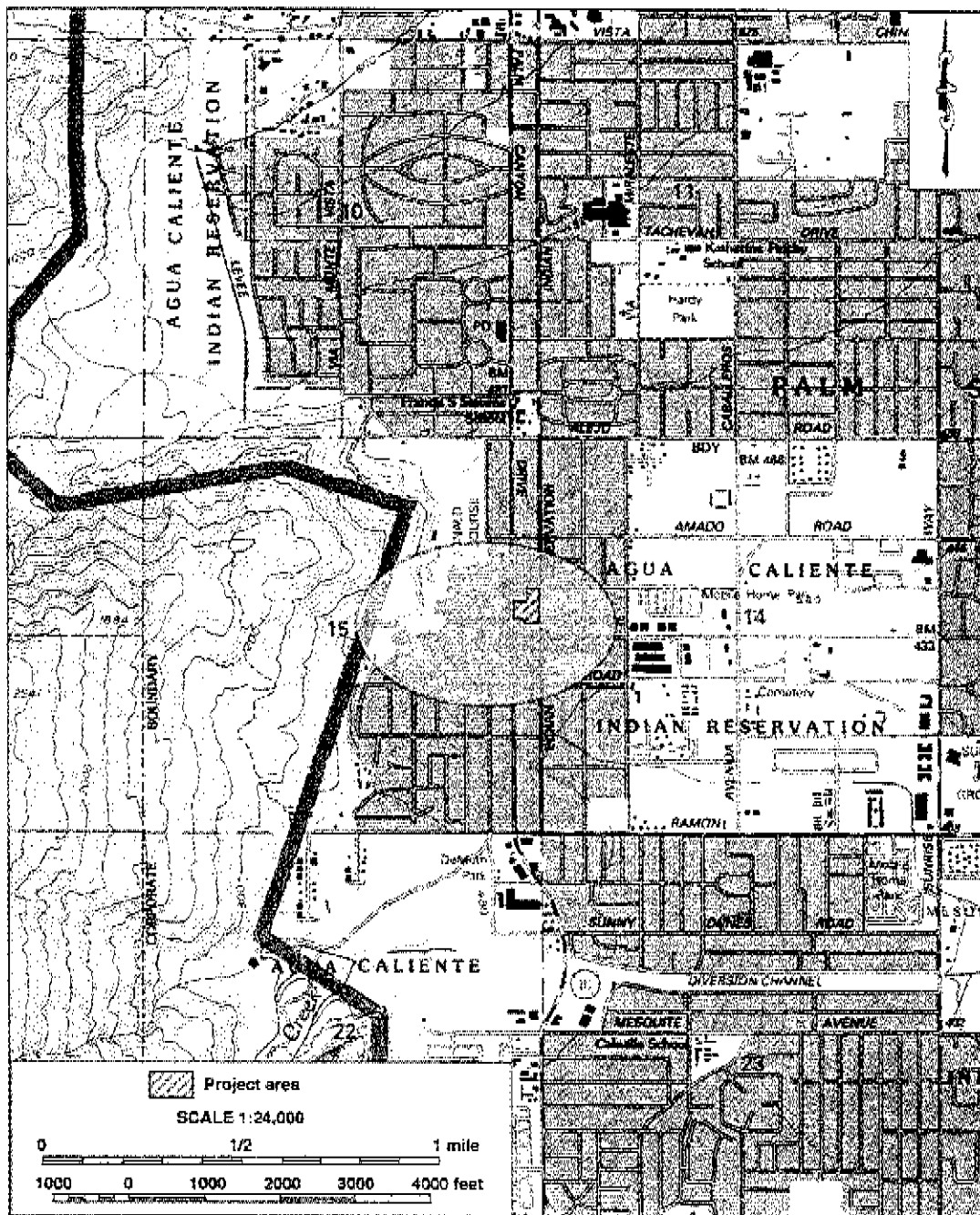


Figure 2. Project location. (Based on USGS Palm Springs, Calif., 1:24,000 quadrangle [USGS 1996])

The following form 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 owners herein named and that the forgoing 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 _____

Signature: _____ Signature: _____

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 California that the forgoing 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 _____

Chairperson Sidney Williams summarized what the Board would like the Bank to reconsider on the ATM structure: changes in the roofline, the color, the extension of the roof, the painting of the railing, moving the glass up to the top of the railing (not down to the floor), and thickness of the roof.

M/S/C (J. Hayton, B. Riley) moved to continue. 6 Yes, 0 No, 0 Absent, 0 Abstentions

9. OTHER BUSINESS:

A. Consideration for Initiation of Studies to Recommend Designation to Class 1:

(1) Town & Country Center, 174 North Palm Canyon Drive (1948)

PUBLIC COMMENTS:

Peter Moruzzi, ModCom, extremely important to ModCom and its membership. It is a key building to visitors and members. The Town and Country Center was identified in the Historic Survey as being eligible for national and California registers and for a local Class 1 status. It is a good example of Paul R. Williams and E. Quincy Jones, worldwide LA-based architects, modern movement. Building and entire property has great potential – was originally a mixed-use complex and there are many good reasons why the Town & Country Center should be designated a Class 1 Historic Site.

Robert Imber, endorsed what former speaker said, suggested clean-up, renewed vitality with flower carts, music, activity could make this one of the finest plazas around. The importance of the architects speaks for itself and is a prime example of their work in terms of the vitality of a city in its time and is the only example of its type in Palm Springs and has served the City well. The architects are important to Palm Springs' history.

PUBLIC COMMENTS CLOSED.

Staff has assembled a City of Palm Springs' Historic Site Designation application for all six properties. The Historic Society is assisting with information and photos. After considering these buildings, the Board may (1) do nothing or (2) move to initiate designation proceedings.

Board member Jade Nelson recommended looking at Palm Springs Weekend which goes into great detail about the Town & Country Center. There was a feature article in the Desert Sun a few months ago about future plans for the T & C which brought in letters to the editor from all over the world (about 20) and about 90% favored saving this building either by complete restoration or adaptive re-use.

Staff advised that the Maps from GIS in the Board packets are based on the assessor parcel numbers for each property and there may be more than one parcel involved in the entire property location. Staff also asked that anyone having articles, photos, brochures, etc. of any historic property to please share them for these processes and the files.

M/S/C (B. Riley/J. Hayton) to initiate the process to designate the Town & Country Center at 174 North Palm Canyon Drive as a Class 1 Historic Site. 6 Yes, 0 No, 0 Absent, 0 Abstentions.

12/12/06

I am Michael Braun, representing Wessman Holdings, the owner of the Town & Country Center and the Santa Fe Federal building, both of which are on your agenda today. As the property owner, we would oppose the listing of either of these structures as Class I Historic Structures for the following reasons:

First, with regard to the Town & Country Center, this structure, built in 1948 barely makes the benchmark "50 years old" that is typically among the first inquiries. Age, however, does not alone make a structure historic. Under federal, state and even local guidelines, a historic designation requires that the structure be related to an important event, individual, be an important vestige of the community's history or be an important example of the work of a master architect. In this case, there are no events of importance associated with the site that would warrant its designation. It is a commercial center among the surrounding commercial center and is, therefore, not a unique representation of the city's commercial heritage. Its one "claim to fame" is the identity of the architects, Paul Revere Williams and A. Quincy Jones.

We do not dispute the fact that these were architects of note, however, in preserving the work of masters, we should be looking to preserve the best of that work. Mr. Williams designed many structures more note worth than the T&C Center, including the Shrine Auditorium, The Theme Building at LAX (the restaurant with the big arch over it), the Beverly Hills Hotel, the Annenberg's Sunnylands Estate in Rancho Mirage and many others. Here in our own community, a far better example of the architecture of Mr. Williams and Jones is the Palm Springs Tennis Club, which they designed together and which was built one year before the Town & Country Center. The Tennis Club, unlike the T & C Center, is well preserved, enjoys a truly unique location alongside the mountain slope and continues to be used for its originally intended purpose.

The T & C Center, by contrast, does not showcase the architect's best work. The signature elements (the courtyard and the staircase) both of which are interior of the courtyard, are nearly invisible from either Indian or Palm Canyon, and this area, in practice, has not served to promote the space for pedestrian uses as it was intended. Historically, the interior spaces on the courtyard have been difficult to rent and as a result, the court yard has not produced the vitality intended by its designers.

The City's vision for this area (if you look through the RFQ they recently issued) is to create the central downtown as a vital space with strong east/west pedestrian links between the Museum on the west and the Casino on the east. The T & C Center acts as a barrier to the achievement of that objective. Its preservation would eliminate the type of revitalization the city is trying to achieve for its downtown. There are better examples of the work of these architects in our City and we believe that it is those examples that should be preserved rather than the T & C Center, whose location lies at the heart of the city's downtown revitalization effort.

With regard to the Santa Fe Bank Building, again, there is no event or individual of historic significance associated with this building. It was built around 1960 by the City's own survey, which makes it short of the 50 year benchmark that is typically used in

establishing federal or state historic designations. The building's potential for designation appears to come from the identity of its architect, E. Stewart Williams, and the fact that "incorporates a raised concrete podium" that helps give the sense that the building is "floating above the ground". However, this building is not unique in the city, as this architect was quite prolific having also designed the Oasis Office Building, several bank buildings, the La Plaza Shopping Center and most notably, the PS Desert Museum. The "concrete podium" on this site is also not unique and can be seen on the Coachella Valley Bank Building (2), which was built at approximately the same time.

In designating buildings as "historic" the commission must balance the need to preserve the best work of noted architects, but must also recognize that the economic vitality of the City demands not only preservation but also progress and redevelopment. Given their locations, current uses, and the fact that the city has better examples of the work of each of these architects we do not believe that the T& C Center or the Santa Fe Federal Savings buildings warrant such designation and that such designation would ultimately be harmful to the city's efforts to revitalize downtown.

Chamber Supper

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A PETITION TO THE PALM SPRINGS CITY COUNCIL

From: Former Palm Springs Chamber of Commerce Presidents

Subject: The Museum Market Plaza
Proposed Draft Specific Plan

Former Presidents of the Palm Springs Chamber of Commerce respectfully petition the Palm Springs City Council to not designate Town & Country Center as a Class 1 Historic Site or take any other action that will prevent the building of a new East/West corridor portion between Indian Avenue and Museum Way, an essential component of the Museum Market Plaza draft plan.

Respectfully submitted,

May 13, 2009 Former Presidents of the Palm Springs Chamber of Commerce

Name (printed)	Signature	Year(s) Served
ROBERT E. HIRD	[Signature]	1973-74
RONALD W. WALKER	[Signature]	1974-75
PAUL E. HITCHCOCK	[Signature]	1975-86
HUGHES BRIDGES JR.	[Signature]	1968-69
MARGIE TAYLOR	[Signature]	1975-77
JOHN S. SMITH	[Signature]	1977-78
WALTER HUTCHINSON	[Signature]	1978-79
MARK ANDERSON	[Signature]	1979-80
PATRICK S. MANNING	[Signature]	1980-81
ANDREW J. JESSUP	[Signature]	1981-82
RALPH HARRINGTON	[Signature]	1982-83
IAN HAYES	[Signature]	1983-84
GREGG A. MANDINACH	[Signature]	1984-85
MIKE KELLY	[Signature]	1985-86
MARION NELSON	[Signature]	1986-87
WANDA HIRD	[Signature]	1987-88

SEE REVERSE SIDE FOR LISTING
OF THE ABOVE

393

ROBERT - E. HIRD	73-74
ROMAN WHITAKER	07-08
RALPH HITCHCOCK	85-86
H. JAMES HICKS, JR.	68-69
MARJORIE TAFT	86-87
DENNIS SPURGIN	98-99
JOHN STILES	84-85
WALTER HUTCHINSON	75-76
MARK ANDERSON	05-06
PATRICK SWARTHOUT	04-05
ANDREW JESSUP	74-75
RALPH THORTON	00-01
KAY HAZEN	91-92
GREGG MANDINACH	87-88
MIKE ALLEN	97-98
GLORIA NELSON	99-00
WANDA HIRD	81-83

Craig Ewing

From: Roos, Marv [MRoos@msaconsultinginc.com]
Sent: Wednesday, June 03, 2009 6:59 PM
To: Craig Ewing
Subject: HSPB--Town and Country Center

To: Craig Ewing
 Historic Site Preservation Commission
 City Council

I have not weighed in on the Town and Country Center (nee Colburn Center) preservation debate but would like to offer some observations based on 38+ years of experience working in Palm Springs, 20 of which working in the Planning Department. I do not believe that the building is worthy of a Class 1 designation and its current condition is so far removed from the original Quincy Jones/Paul Williams collaboration that it is for all intents and purposes is a different building.

I first became aware of the Center in 1971 as a young planning staff member. Over the 20 years that I worked for the City, the Center frequently demonstrated the results of one of the serious dysfunctions that plagued much of Palm Canyon Drive—linearity. It also shared in the two tiered commercial system that elevated Palm Canyon Drive above Indian Avenue. The Center ignored the possibility of Indian (Canyon Drive) by orienting to Palm Canyon (Drive) and yet even then did nothing to insure a stream of pedestrians into the interior courtyard and this serious design miscalculation led to the lack of commercial viability of all but the shops facing Palm Canyon. The remarkable 30 year+ success of Zeldaz has little to do with its architectural pedigree and likely does not draw any unsuspecting patrons through the narrow walkway that is the last vestige of the original circulation system into the courtyard from Palm Canyon.

The planning department fielded many requests over the years to help various courtyard projects located off of Palm Canyon Drive in capturing the pedestrian traffic that never seemed interested in exploring anything but the stores right on the street. In spite of the allowance for arcade signs and other visual devices, the pedestrian traffic proved hard to turn off Palm Canyon. In the case of the Town and Country Center, at one point 20+ years ago, the owner (Tackett?) received approval to close off the northerly walkway into the courtyard and create another shop facing Palm Canyon Drive at the cost of several storefronts that formerly led pedestrians into the courtyard. What owners and architects would not give up in order to open these courtyards to pedestrians was the valuable Palm Canyon frontage. The loss of the walkway further reduced the likelihood of inducing pedestrian traffic into the courtyard area.

So what would we be saving and why? The architecture at one time was at least photogenic, primarily from the courtyard area looking toward the Town and Country or TJ's Rickshaw restaurants. The main publically viewed elevation on Indian, while relatively unchanged, was blah and never the subject of architectural interest. The dysfunctional site plan made the same mistake as many of the courtyard commercial centers along Palm Canyon by failing to "connect" the interior of the development to the multitude of passing pedestrians that encountered no reason to "look inside." Even reverting the design faithfully to the original would not solve that problem and the courtyard shops will continue to suffer.

The Town and Country Center, with one interesting elevation (unseen from any street), does not present a compelling argument for preservation.

Marvin D. Roos, AICP
 Director of Design Development



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HSPB Agenda Item # 7.A.4

97

From: scottpalmsprings@aol.com [mailto:scottpalmsprings@aol.com]

Sent: Thursday, June 04, 2009 9:17 AM

To: Ken Lyon

Subject: Town and Country Center ("T&C") - a historic significant center - but should it be saved forever?

There is a premium on things that cannot be replicated. The T&C does not carry such a premium!

The T&C is unable to compete with other investment opportunities and that will not change in the next 30-50 years due to its design flaws to serve today's consumer.

Why would an investor put additional money into an asset that will produce sub par returns, especially if that asset has a history of producing negative returns.

Only governments can justify such investments for the greater good of the public, which is the reason taxpayers and not private investors fund such ventures.

Certain buildings should be saved with taxpayers money as they serve a public purpose and must be preserved due to their historic significance. The T&C has never been and will never belong in this category.

One should wonder also why a historic designation is being brought forward today and not in the last 30 or 40 years when the center was still in its original state?

A historic classification will maintain T&C's current status quo as no developer, city, charity or other organization can justify investing millions of \$ to restore a design that is unable to provide a consumer experience in the courtyard of the T&C that would attract tenants of any significance.

Everyone's resources are limited, especially in today's economic environment; developers, investors, and cities all should use them wisely.

An investment of at least \$5 million - \$10 million would be required to bring the T&C to its original state (which never was successful). The final dollar amount will depend on certain requirements like seismic retrofitting, asbestos abatement, lead base paint abatement, ADA requirements as well as building code upgrade requirements.

Current or future rents cannot justify such an investment.

Palm Springs should focus its energy, time and money on saving important restorable structures, which will help the revitalization of downtown Palm Springs, and not focus on assets that are unable to fulfill this important requirement.

Some in the community seek to preserve the Town & Country Center because of identity of its original architect, the city has several other structures by the same architects, which are better representations of their original work.

Scott Ogden
816 S Paseo Dorotea
Palm Springs, CA 92264-1403
760-406-2205 cell
scottpalmsprings@aol.com

**CITY OF PALM SPRINGS
PUBLIC HEARING NOTIFICATION**




CITY CLERK'S DEPARTMENT
James Thompson, City Clerk

City Council
Meeting Date: June 24, 2009
Subject: HSPB 51 - Town and Country Center
146-174 North Palm Canyon Dr. and 167-181 North Indian Canyon Dr.

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 or before June 11, 2009, in a sealed envelope, with postage prepaid, and depositing same in the U.S. Mail at Palm Springs, California.
(55 notices)

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

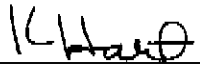


Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF PUBLICATION

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 published in the Desert Sun on June 13, 2009.

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




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 June 11, 2009.

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



Dolores Strickstein
Secretary

NOTICE OF PUBLIC HEARING
CITY COUNCIL
CITY OF PALM SPRINGS, CALIFORNIA

Proposed Designation of the Town and Country Center
(146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive)
as Class 1 Historic Site and Notice of Exemption from CEQA

Applicant: The 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 June 24, 2009. The City Council meeting begins at 6:00 pm., in the Council Chamber at City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

The purpose of the hearing is to consider designation of the Town and Country Center, located at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive as a Class 1 Historic Site.

ENVIRONMENTAL DETERMINATION: This request is categorically exempt from review pursuant to Section 15331 (Historical Resource Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), whereas the proposed designation meets the conditions outlined for preservation of a historic resource. The application is available for public review in the Department of Planning Services, 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 6:00 p.m., Monday through Thursday. Please contact the Office of the City Clerk at (760) 323-8204 if you would like to schedule an appointment to review these documents.

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

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

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

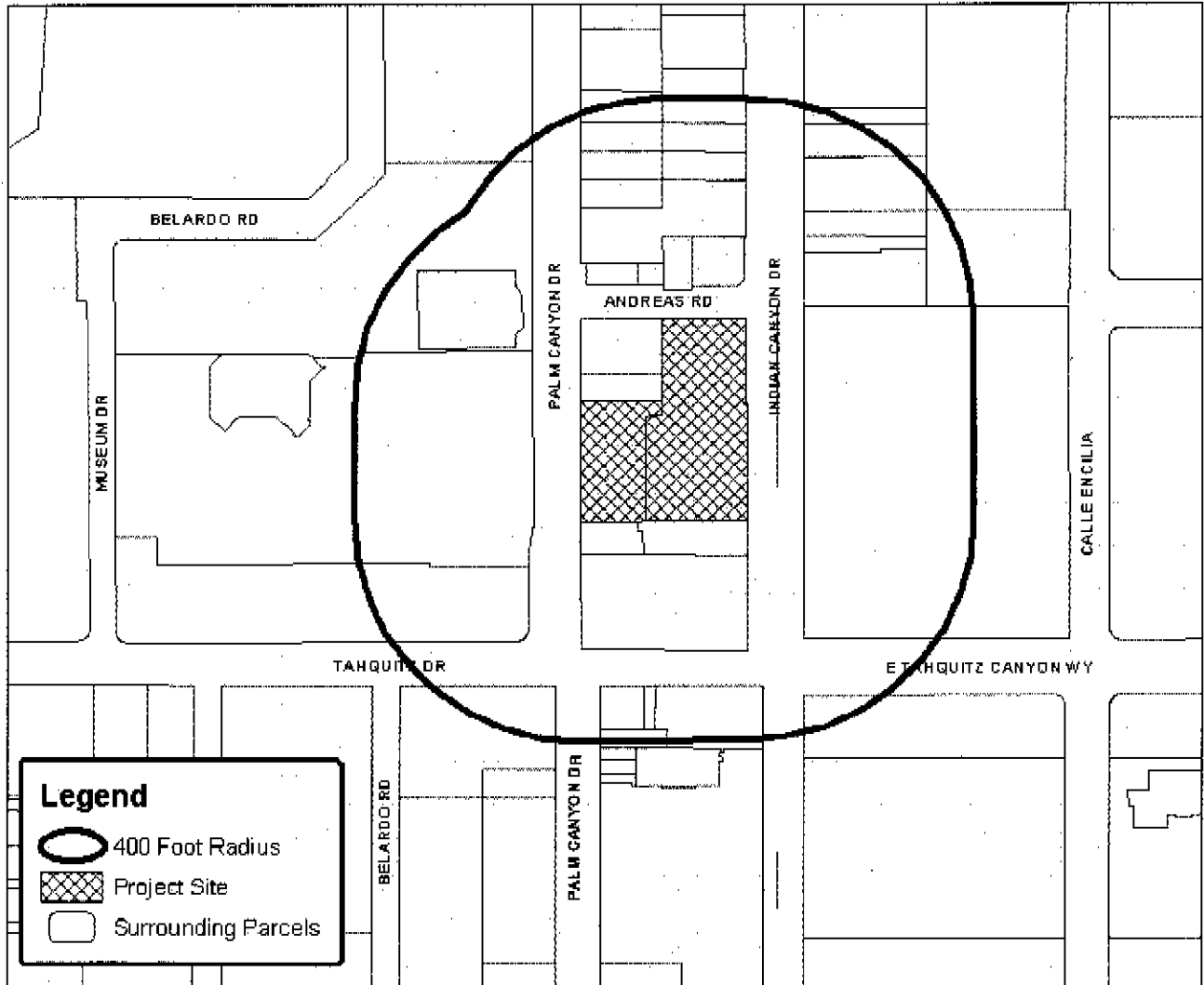
Si necesita ayuda con esta carta, porfavor llame a la Ciudad de Palm Springs y puede hablar con Nadine Fieger telefono (760) 323-8245.


James Thompson, City Clerk



Department of Planning Services

Vicinity Map



Legend

-  400 Foot Radius
-  Project Site
-  Surrounding Parcels

CITY OF PALM SPRINGS

CASE NO: Town & Country Center
(HSPB #51)

APPLICANT: City of Palm Springs

DESCRIPTION: To consider designation of the Town and Country Center, located at 146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive as a Class 1 Historic Site.
APN 513-092-009 and 513-092-010



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

June 11, 2009

Ms. Claudia Salgado
Bureau of Indian Affairs
P. O. Box 2245
Palm Springs, CA 92263

Dear Ms. Salgado:

RE: City Council Meeting – June 24, 2009
HSPB 51
Town and Country Center
146-174 North Palm Canyon Drive and 167-181 North Indian Canyon Drive

The City Council of the City of Palm Springs will be conducting a public hearing relating to the above referenced on June 24, 2009. Enclosed are copies of the public hearing notice to be forwarded to the appropriate Indian landowner(s) within the 400 ft. radius of the project location.

APN: 508-041-011
508-041-012
508-041-013
508-053-003

Please feel free to contact me if there are any questions or concerns, 323-8206.

Sincerely,

Kathie Hart, CMC
Chief Deputy City Clerk

/kdh PHN to BIA - Wassman 05-06-08.doc

Encl: Public Hearing Notices (5 copies)

Jay Thompson

RECEIVED
CITY OF PALM SPRINGS

From: Ginny Foat
Sent: Wednesday, June 17, 2009 12:00 PM
To: Jay Thompson
Subject: FW: Town & Country Center
Importance: High

2009 JUN 18 PM 3:07

JAYLIS THOMPSON
CITY CLERK

From: Donald S. Karvelis [mailto:dkarvelis@verizon.net]
Sent: Sunday, June 14, 2009 5:27 PM
To: Ginny Foat
Subject: Town & Country Center
Importance: High

Dear Ginny,

In view of the current \$12 million city budget deficit, and the on-going crisis facing downtown businesses, it appears that a majority of the members of the Historic Site Preservation Board have their priorities confused. Preserving a collection of dilapidated buildings of dubious historic value, with no known funds available for restoration, should be far down the list at this critical time. Instead, immediate steps need to be taken to stimulate business development downtown. Otherwise, what will be the point of preserving the Town & Country Center with no-one to restore it? And would tourists, let alone residents, be interested in looking at it?

As a local taxpayer, businessman, member of the Chamber Board, and Chair of the Chamber Ambassadors, I strongly urge the City Council to reject this short-sighted decision, and instead authorize the proposed re-development of the site. Clearly, that would be the wisest decision at this critical time, in keeping with the long-term interests of Palm Springs.

Sincerely,

Don Karvelis

Donald S. Karvelis, Ed.D.
Internet Travel Marketing Rep. CST #2057620-40
Wellness/Nutrition Consultant
For Travel: www.KarvelisTravel.com
For Nutrition: www.unicity.net/inthepink
2990 Araby Circle, Palm Springs, CA 92264
Home/Office: 760/322-2377
Fax: 760/322-2327

Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:47 AM
To: Jay Thompson
Subject: FW: Town & Country site

RECEIVED
CITY OF PALM SPRING
2009 JUN 18 PM 3:08
JAMES THOMPSON
CITY CLERK

From: Nicolas Klontz [mailto:1guy-from-brussels@dc.rr.com]
Sent: Friday, June 12, 2009 1:29 AM
To: Ginny Foat
Subject: Town & Country site

I strongly oppose making the Town & Country site a historical site.
Let's face it it's a failed, ugly site, that will never work for business. Please keep your campaign promises and focus on revitalizing downtown. The overwhelming majority of the Hospitality Industry opposes this proposal.
Let us not forget where Palms Springs gets its tax dollars from, again, the majority comes from our industry.

Since I became a US citizen, I've been a very vocal democrat, voting among party lines every time. Next election, I will cast my vote according to your stand on this very important issue.
It would pain me to vote republican, but I will and talk to all my friends about my choices.

Respectfully,

Nicolas Klontz
Co/owner Zin American Bistro and Zini Cafe Med

Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:44 AM
To: Jay Thompson
Subject: FW: Town & Country Center
Attachments: Dick Greenlaw.vcf

RECEIVED
 CITY OF PALM SPRINGS
 2009 JUN 18 PM 3: 08
 JAMES THOMPSON
 CITY CLERK

From: Dick Greenlaw [mailto:pspdick@dc.rr.com]
Sent: Monday, June 08, 2009 7:54 PM
To: Ginny Foat
Subject: Town & Country Center

Dear Councilwoman Foat,

I began visiting Palm Springs in 1954 when relatives moved here. Town & Country Center was a white elephant then. I moved to Palm Springs full time in 1974 and Town & Country Center was still a white elephant. Zelda's has been the only retail business in that location to succeed other than those that have fronted Palm Canyon Drive like Grill a Burger. Frank Lloyd Wright designed a few projects that he was not proud of. Not every project of a noted architect is worthy of historic designation but over and over again this seems to be the position of our historical and modernism groups. Any organization or governing body should have a responsibility to insure success of a project.

Marvin Roos has stated that Town & Country Center "Has always been a dysfunctional plan that does not cater to passerby's. Seventeen former Palm Springs Chamber of Commerce presidents have urged the City Council to reject the proposal to include the Town & Country Center as a historic building. And then we have CRM Tech, hired by the city, which determined that the Town & Country Center "Does NOT constitute a particularly important example of the work of either architect and does not represent a particularly important milestone in the development of its architectural style."

(3 of 3)

A report from the Palm Springs Preservation Foundation's submittal for Class One Historic Site status by McGrew, however, said the Town & Country Center "does appear to represent a particularly important milestone in the development of Jones' architectural style."

The fact that the two architects were doing "fancy houses" prior to the design of the commercial Town & Country Center is, in itself, significant, McGrew said.

"It's a gorgeous little design," he said.

The center was once home to The Desert Sun, Bank of America and Patterson Drug Store.

Today, the collection of three buildings is home to Zeldaz, Grill-A-Burger and retailers including Del Sol.

According to the city staff report, the property would need to be brought into compliance for today's standards, including disability access, asbestos removal and abatement of lead-based paint.

Braun said it would cost \$5million to \$10 million to refurbish the property. John Wessman bought the property for about \$3 million.

McGrew thinks it could be brought back for a couple hundred thousand dollars, however.

Kouri with Cash Financial said he is frustrated with the city's process for historic designation.


"I am against groups telling private property owners what they should do with their property," Kouri said. "If they designate it, it will be worthless."

Stefanie Frith covers Palm Springs for The Desert Sun. She can be reached at (760) 778-4757 or stefanie.frith@thedesertsun.com.

I would like to see presented a history of Town & Country Center from a business perspective. Those in favor of preservation of the Town & Country Center should research and prepare a historical list of commercial occupants, the duration of their occupancy, the reason they chose to leave Town & Country Center and a profit and loss statement on each business occupying space at Town & Country Center. How fiscally successful this center has been in the past will give a good forecast of future performance. It is estimated that 10 million dollars will be required to perform basic rehabilitation of the center. Where is the return on investment? Will this not guarantee more empty spaces on Palm Canyon Drive? What investor with any degree of business acumen would invest that kind of money when the project is doomed to failure? Ask yourself if you would you be willing to join an investment group and invest your personal funds in order to save the Town & Country Center. If your answer is no then it is clear what your action should be. Ms. Foat, tear down this ugly building!

Sincerely,

Dick Greenlaw

	<p>Dick Greenlaw</p> <p>1578 Toledo Circle Palm Springs, CA 92264</p> <p>(760) 323-9787 Home (760) 799-8833 Mobile (760) 320-2197 - Fax</p> <p>pspdick@dc.rr.com</p>
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Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:44 AM
To: Jay Thompson
Subject: FW: The Town and Country Center

RECEIVED
CITY OF PALM SPRINGS

2009 JUN 18 PM 3:08

JAMES THOMPSON
CITY CLERK

-----Original Message-----

From: Roxie [mailto:roxiesponies@aol.com]
Sent: Tuesday, June 09, 2009 1:23 AM
To: johnp@pschamber.org; David Ready; Jay Thompson
Cc: Steve Pougnet; Chris Mills; Lee Weigel; Ginny Foat; Rick Hutcheson; 'Joy Meredith'; Laura Walsh; Curly Williams; Amy Blaisdell; Tammy Perezchica; KathyM@ci.palmsprings.ca.us; jingy@ci.palmsprings.ca.us; Barbara.lowell@thedesertsun.com; michaelb@wessmandevelopment.com
Subject: Re: The Town and Country Center

Michael Braun wrote:

> Chamber Friends and Members, the following message is for your
> information:
>
> If you want to support the revitalization of downtown Palm Springs,
> please make an effort and be at the next Historic Preservation Board
> meeting this Tuesday June 9th @ 8:15 am in the small conference room
> behind the council chamber at City Hall.
>
> Agenda item: Town and Country Center ("T&C") - a historic significant
> center - should it be saved forever?
>
> There is a premium on things that cannot be replicated. The T&C does
> not carry such a premium! The T&C is unable to compete with other
> investment opportunities and that will not change in the next 30-50
> years due to its design flaws to serve today's consumer. Why would an
> investor put additional money into an asset that will produce sub par
> returns, especially if that asset has a history of producing negative
> returns. Only governments can justify such investments for the greater
> good of the public, which is the reason taxpayers and not private
> investors fund such ventures. Certain buildings should be saved with
> tax payer's money as they serve a public purpose and must be preserved
> due to their historic significance. The T&C has never been and will
> never belong in this category. One should wonder also why a historic
> designation is being brought forward today and not in the last 30 or
> 40 years when the center was still in its original state? A historic
> classification will maintain T&C's current status quo as no developer,
> city, charity or other organization can justify investing millions of
> \$ to restore a design that is unable to provide a consumer experience
> in the courtyard of the T&C that would attract tenants of any
> significance. Everyone's resources are limited, especially in today's
> economic environment; developers, investors, and cities all should use
> them wisely. An investment of at least \$5 million - \$10 million would
> be required to bring the T&C to its original state (which never was
> successful). The final dollar amount will depend on certain
> requirements like seismic retrofitting; asbestos abatement, lead base
> paint abatement, ADA requirements as well as building code upgrade
> requirements. Current or future rents cannot justify such an
> investment. Palm Springs should focus its energy, time and money on
> saving important restorable structures, which will help the
> revitalization of downtown Palm Springs, and not focus on assets that
> are unable to fulfill this important requirement.
>
> Some in the community seek to preserve the Town & Country Center
> because of Identity of its original architect; the city has several

> other structures by the same architects, which are better
> representations of their original work.
>
> If you are unable to attend, please write or send e mails to your
> council members and to the Planning Department expressing your opinions.
>
> If you have questions feel free to contact me
>
> To send e mails to your council members:
>
> Mayor Pougnet <mailto:Steve.Pougnet@palmsprings-ca.gov>
>
> Councilman Chris Mills <mailto:Chris.Mills@palmsprings-ca.gov>
>
> Councilman Lee Weigel <mailto:Lee.Weigel@palmsprings-ca.gov>
>
> Councilwoman Ginny Foat <mailto:Ginny.Foat@palmsprings-ca.gov>
>
> Councilman Rick Hutcheson <mailto:Rick.Hutcheson@palmsprings-ca.gov>
>
> To submit comments to the historical board go to:
> Historical Board Comments
> <http://rs6.net/tn.jsp?et=1102604942408&s=582&e=0013an_nu8thbDw4vnyclh_C_gMmCnehpKmwUFYXj-YR6bk_Ru0g3uUXpF866ZbzgCU39YYInwEluig_It5H_ePHZrXSrJe2lpE6vodHKfV4qPIzjDt4GJHRQVbROKud8wh5Q2941-umvDzGV7N1c1pqA3YPj44qAbP C> then click e mail tab in the upper right hand corner or e mail Ken
> Lyon <mailto:ken.Lyon@palmsprings-ca.gov> at the Planning Department.
>
> We appreciate your support and concern about the future of downtown
> Palm Springs.
>
> Regards,
> Michael
>
> Michael Braun
> Wessman Development
> Palm Springs, CA
> 760-641-4046
>
> www.wessmandevelopment.com
>
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> 2009 Evening at Rio Carnival E-blast
>
> Forward email
> <<http://ui.constantcontact.com/sa/fwtf.jsp?m=1101890404501&ea=roxiesponies%40aol.com&a=1102604942408>>
> Safe Unsubscribe
> <http://visitor.constantcontact.com/d.jsp?v=001sWE8kxl6JolxzCdV4zT2tSo sPDClyJgLbUV85xHD3eXAkV-B6HWNDxh13JDBcJvoNgvKHZW7dHU*3D&p=un>
>
> This email was sent to roxiesponies@aol.com by johnp@pschamber.org
> <mailto:johnp@pschamber.org>.
> Update Profile/Email Address
> <http://visitor.constantcontact.com/d.jsp?v=001sWE8kxl6JolxzCdV4zT2tSo sPDClyJgLbUV85xHD3eXAkV-B6HWNDxh13JDBcJvoNgvKHZW7dHU*3D&p=oo>
> | Instant removal with SafeUnsubscribe
> <http://visitor.constantcontact.com/d.jsp?v=001sWE8kxl6JolxzCdV4zT2tSo sPDClyJgLbUV85xHD3eXAkV-B6HWNDxh13JDBcJvoNgvKHZW7dHU*3D&p=un>™
> | Privacy Policy
> <<http://ui.constantcontact.com/roving/CCPrivacyPolicy.jsp>>.
>
> Email Marketing

> <http://www.constantcontact.com/index.jsp?cc=TEM_Hisp_218> by
> <http://www.constantcontact.com/index.jsp?cc=TEM_Hisp_218>
>
> Palm Springs Chamber of Commerce | 190 W Amado Road | Palm Springs |
> CA | 92262
>

*Attention: City Clerk

Please forward the following message on to the Planning Commission, and the Historical Preservation Committee.

Thank You.

Dear Michael Braun

I support the revitalization of downtown Palm Springs. I also believe that the developers that come to our community need to be held responsible for the lack of maintenance to their buildings. Waiting for it to be come dilapidated, run down and housing only to vermin until the day that they can tear them down.

If our community continue to tear down every buildings it is costly, and a drain to our fiscal and environmental resources. This does not make for a green community if we are wasting materials, filling our landfills with the remnants of a building torn to pieces because of lack of care and maintenance.

The past history of this complex is the present of the new structures.
Let stop and think about what we are doing!

In the first season of the Town and Country Center customers were so successfully drawn into the interior court and surrounding shops that the owners of the property were trying to speed up the remodel of the entire block. New Restaurants, considerable flair and flavor and what a customer lure.

This was the home of "The Desert Sun", (our Palm Springs newspaper), three shops plus offices, four apartments. To avoid even brief interruptions of business, as one section is finished, a tenant from an untouched section was moved into it to make way for further remodeling and rebuilding.

DOES ANY OF THIS SOUND FAMILIAR?

This sounds like so many of the proposed projects that have failed recently. Financially, due to lenders and because they just don't fit within today's practical community struggle for survival.

Mr. Braun you are asking for the support of this new project because the current Town and Country assets has a history of producing negative returns. I don't think that you have presented all the facts here and that is unfair and unjust. I don't believe that the city or the government or tax payers for that matter should be responsible for a building that has been neglected by it's owner or developer.

This complex reflects the context of commercial development from the 40's to the 60's. It also meets the significance necessary for Individual National Register of Historic Places, California Register of Historical Historical Resources eligibility at the local level. It has prolific local architects of national prominence. It is my understanding that at this time Palm Springs has no such building that has made the National Register of Historic Places.

It is unfortunate that you state that the historic classification will maintain Town and Country's current status in it's original state and that no developer, city, charity or other organization can justify investing millions of dollars to restore a design that is unable to provide a consumer experience in the courtyard. This is a scare tactic and border line threat. You speak to the fears of so many who fear that if they don't fall into your plan that the project will fail and that the community will not get the much needed approval of it tourist dollars. Fear is high right now of so many loosing business and they grasp for straws to draw in our tourist.

And so I have to ask:

THEN WHY DID THE OWNER/DEVELOPER LET THIS BUILDING GET SO RUN DOWN AND SHOW SUCH LACK OF

PRIDE FOR THE BUILDING AND OUR COMMUNITY. OF COURSE NO ONE WANTS TO BE PART OF THIS PRESENT BUILDING, EVEN THE FIRE ESCAPE IS UNSAFE AND IN POOR AND UNSAFE CONDITION.

Forgive me but a building that is well maintained is more than likely will have a better chance of success, Right?

Everyone resources are limited, there is no question but why are we not as a community making those who give our community a black eye take care of the problems that they created. Is it not wiser to take care of a building, work with their tenants.

You have stated that the Town and Country building was never successful! Was the Fashion Plaza successful? and look at the condition it is in today and of your proposal! Why replace a mall with another mall if the present mall failed? Why was this mall not successful?

You are stating that requirements like seismic retrofitting, asbestos abatement, lead base paint abatement and ADA requirements as well as building code up grades and requirements are costly. Aren't those some of the cost of the Fashion Plaza? What is to say that if we tear down the Town and Country Center that the Fashion Plaza won't take it's place in the future to be once again run down and begging for attention, maintenance and care? Would this building be a little more inviting if they had a better visual to the court yard? Is the Grail A burger with their patio and umbrella's blocking the view into a successful and inviting courtyard?

Again I repeat! Why are we as a community not standing up and saying enough is enough. Landlords, developers start taking care of your building, your tenants. Take an example from some of the other communities who are not tolerating the destruction of their business district.

"Great ships are lost to the bottom of the sea. Out of sight, out of mind. But buildings don't sink they crumble into poverty because of the lack of Maintenance."

The Vitality of a structure is the vitality of it's community!

The Town and Country may have to be sacrificed because of its current condition but shouldn't the person that felt no need to maintain such buildings in our community be fined. To save this building or not should take a lot more consideration and information than what you are giving us Mr. Braun. The future of our community is at stake and we should think long and hard about what we want to be remembered for.

When you speak about revitalization of downtown Palm Springs I would like to know what your suggestions are because the mall is in the future not the present and the situation of the revitalization of the community is happening now.

I attend every City Council Meeting, many of the Planning Commission meetings, Historical meeting and have clipped every article pertaining to the Fashion Plaza and the Town and Country Center. I'm watching this very, very carefully. I don't have all the answers and as I am not a big fan of the Wessman Development. I am aware that many of the Wessman Development projects are a success such as the Macao Building where Ruby's Diner is located. But we have to look at the whole picture and our community!*

What is our Community made up of?

1. Realtors:
2. Tourism to Palm Springs
3. Suppliers to Tourism
4. Suppliers to Vendors

Defined as:

1. Realtors: Relocation Package: bringing in business and residence into Palm Springs.
2. Tourism to Palm Springs: bringing in visitors to Palm Springs to spend at our local sites.
3. Suppliers to Tourism: Hotels, restaurants, attractions, entertainment
4. Suppliers to Vendors: Supplies needs of hotels, restaurants, attractions and entertainment, example: Table cloths to

restaurants, window coverings to hotels, banks for financing (providing cash, capitol), etc.

Define Categories of Business

Categories of Business:

Housing:

Lenders: General Mortgage, Non-conventional Mortgages Refinancing

Realtors: Commercial, Residential

Escrow Services: Title Companies, Appraisers, Termite & Pest Control Services, Home Inspectors

Contractors: Commercial & Residential

Heating & Air Conditions, Roofers, Plumbers, Flooring (tile, carpet, hardwoods), Remodeling, Landscapers, Window & Door, Draperies & Window Coverings, Painting & Electrical Contractors, Pool & Fencing Contractors, Security Systems, Engineers, Architects, etc.

Furnishings: Appliances, Furniture, Florist and Accessories

Services: Gardner's, Housekeepers, Pet Care, Mechanics and Maintenance, Nanny Services, Moving Services, Interior Decorators

Tourism:

Entertainment: Entertainers, Entertainment Bureaus, Escorts Services (personal "found it in the phone book"), Attractions, Tours, Tour-operators & Promoters, Night Clubs and Pubs, Theaters, museum & Cultural Centers

Accommodations: Hotels, Resorts & Spa's, Conference Facilities, Rentals,

Dinning: Restaurants:

Dine in or take out, Fast Food, All you can eat Buffets, Authentic Cuisine, Café's, Restaurants with live entertainment, Bistros, 5 Star Restaurants, Banquet Facilities & Bars, Deli's

Ice Creams & Frozen Desserts: Ice Cream & Frozen Desserts Manufactures and Distributors, Ice Cream & Frozen Desserts Dealers

Bakers: Bakery

Travel: Travel Agencies & Bureaus, Airports, Train, Bus, Travel Shops, Travel Escorts, Limo Services

Medical Industry:

Medical Equipment: Mobility Aids, Equipment Rentals, Equipment Repairs, Equipment Supplies

Medical Management: Services & Consulting, Record Service, Service Organizations, Transcription services, Medical Transportation Service, Hospices

Hospitals: Hospitalizations, Medical Centers, Surgical Centers, Behavioral Medicine Centers, County Facilities, Stat Urgent Care, Visiting Nurse Associations,

Professional's: Surgeons MD, Allergy & Immunology, Cardiovascular, Cosmetic Surgery, Dermatology, Cancer Physicians, Endocrinology, Gastroenteritides Geriatric, Gynecology & Obstetrics, Hematology, Hypertension, Infertility, Nephrology, Neurology, Oncology, Ophthalmology, Orthopedic, Dental

Service: Ambulance, Pharmacy

Insurance: Medical and Surgical Plans

Auto Industry:

Dealers: Sales, leasing and Services, New and Used (foreign & Domestic) Vehicles, (autos, trucks, 4x4's and RV's)

Services: Parts & Supplies, Mechanics, Salvage, Restoration, Towing, Vehicles Storage, Upholstery, Audio, Accessories, Rent A Car, Mechanics, Car Wash & Car Care Centers, Exotic Car Service, Smog Control Inspection and Repair Stations, Long & Short Distance transporting for snowbirds

Insurance: Personal, Commercial

_Service Industry:

_Accountants: Certified Public, Bookkeeping, Tax Professional

Advertising: Newspaper, Outdoor, Radio, Television, Advertising Specialist, Sign and Banner Makers,

Attorney: Construction Law, Consumer Law, Corporate Finance & Security Law, Criminal Law, Juvenile Law, Family Law, (DUI attorney's BIG BUSINESS), Tax Law,

Security: Alarm Protection Services, Surveillance,

Clothing: Alterations, Tailoring, Designs, Cleaners

Salons: Nail, Hair and Makeup

Programs:

_Hot line: Boys and Girls National, Missing Children, Sexual Assault Child Abuse, Adult Abuse, Senior Abuse, Center for Missing and Exploited Children, Suicide Prevention

Senior Citizen Services: Elder care, Meals on Wheels, Senior Service's, Senior Nutrition, Hospic Care Counseling Services: Human Relations, Crisis, _ _

_Assistance Programs

_Resources: Aids Assistance, Al-Anon/Alateen, Alcoholics Anonymous, Desert Pride Center, Gay Associated Youth, Smart Recovery of Palm Springs

Goods:

_Shopping: Fabric, clothing, jewelers, products, gift shops, Home

Furnishings,

Weddings:

_Ceremony Settings Sites: Church's, Resorts, Country Clubs

Weddings Supplies and Services: Entertainment, Receptions, Wedding Consultants and Planners, Entertainers, Limousines & Transportation (including horse drawn carriages), Catering, Florist, salons, Catering Photography, Bakery

Bridal Accessory: Custom Cake tops, Attendants Gifts, Table favors, in-house engraving

U.S. Census Bureau for Palm Springs

Palm Springs California

*over 270 Hotels

*over 15,600 Rooms

*over 85 Golf Courses

Wholesale Trade Sales Suppressed 655,954,708 Retail Sales 486,157 359,120,365

Accommodations and Food Services sales 272,028 55,559,669 Total Number of firms 5,904

2,908,758 Women-owned firms % 26.9% 29.9%

Total annual impact of tourism on the Coachella Valley is about \$1.5 billion Approximate Unemployment Rate: 8.0% The City of Palm Springs is projected to grow approximately 5.9% per year.

36.5% of Business operate full time as a sole proprietorship 21% operate as S or a C Corporation

5.9 operate as partnership.

43,800 Residence

30,000 Winter guest come to Palm Springs as "snowbirds"
11 Million guest visit Palm Springs Every year 600,000 visitors stay in non-hotel accommodations

Tour operators put together wholesale vacation packages for customers.
Association's handling 11 million passengers a year in the Coachella Valley generating \$9 billion in sales.

Bottom line: Palm Springs is a tour base Community. The vast array of individual live, work and have business in Palm Springs are tour based/related and more Lesbian, Gay, Bisexual and Transgender pride in Palm Springs business's.

Black owned firms in California 3.9% to small to compute in Palm Springs alone.

American Indian and Alaska Native owned firms in California, 1.3% and to small to compute in Palm Springs alone.

Asian owned firms 12.8 owned firm in California, and to small to compute in Palm Springs alone.

Hispanic owned firms 14.7% owned firms in California and to small to compute in Palm Springs alone.

Native Hawaiian and other Pacific Island owned firms .2% in California and to small to compute in Palm Springs Alone.

Women-owned firms 29.9% in California and 26.9% own firms in Palm Springs

With Tourism being the number 1 industry in Palm Springs, held together by the history of old Hollywood and what remains of the great stars.

The Business community of Palm Springs is trying to level out the economy.

What does this all mean?

The retailers and restaurants, as they seek the "Brand" that marks their business's here in Palm Springs.

*Palm Springs is the place that pride should show. If this building is to be torn down to make way for the new future lets make sure that this sacrifice will not result in the same status as the current Town and Country Center and the Fashion Plaza.

*

*Let's get a commencement/contract that the building, structures will be maintained, will continue to have rent ability, and not in a few years to be once again torn down for the next fashion statement. Lets hold on to our pride, the pride of our community, the vitality of it's structures, the high quality of it's buildings.

*

*I am not in favor of tearing down structures of any kind historical or other wise. Buildings represent the time, and character of it's community, it's people and should be honored.

*

*I hope that as the City Council holds the future of this building in it's hands that they think hard on what it is that they want from this section of Real Estate and that the decisions that are made will benefit the future as well as the present.

*

*Thank you
Roxanne Mishler
Palm Springs Carriages
www.palmspringscarriages

*

Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:44 AM
To: Jay Thompson
Subject: FW: Town and Country

RECEIVED
CITY OF PALM SPRINGS

2009 JUN 18 PM 3:08

JAMES H. HUNTER
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-----Original Message-----

From: pszinner@aol.com [mailto:pszinner@aol.com]
Sent: Tuesday, June 09, 2009 8:13 AM
To: Ginny Foat
Subject: Town and Country

I oppose making this site a historical site and hope you will keep your campaign promise and do what needs to be done to revitalize downtown. Owning two restaurants in the heart of downtown, I believe our best chance for success is to finally stand up and take action instead of continuing to think we can live in the glow of Palm Springs past.

Mindy Reed
Owner Zin American Bistro and Zini Cafe Med Sent on the Now Network from my Sprint® BlackBerry

Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:43 AM
To: Jay Thompson
Subject: FW: Town & Country Center

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JAMES THOMPSON
 CITY CLERK

From: John Stiles [mailto:StilesJ@SVN.com]
Sent: Tuesday, June 09, 2009 10:54 AM
To: atomicbee57@yahoo.com; bistrahl@aol.com; john@johngilmer.com; SMoneenG@aol.com; sidneygg@gmail.com
Cc: Steve Pougnet; Chris Mills; Lee Weigel; Ginny Foat; Rick Hutcheson
Subject: Town & Country Center

I believe the Town & Country Center should not receive any type of historic designation. I have spent over 30 years in the commercial real estate business in Palm Springs and have never, over the years, found anyone who wanted to locate in this project. It has not been and is not an economically viable development, and the cost to rehab the project is prohibitive.

However, consider the issue from another viewpoint. The long range view of prominent architects. In 1967 the Palm Springs Planning Collaborative, Inc. developed a Comprehensive Plan for the Development of the Palm Springs Central Business District. This plan called for the removal of most of the existing buildings from Ramon Road to Alejo between Palm Canyon Drive and Indian Canyon. Their goal was to create a modern, new city that would establish Palm Springs as a destination for locals, business and tourists. Who was the Palm Springs Planning Collaborative? It was composed of leading Palm Springs architects: Robson Chambers, AIA; John Porter Clark, AIA; William F. Cody, FAIA; Albert Frey, FAIA; Richard Harrison, AIA; Heman Ranes, AIP; E. Stewart Williams, AIA; and H. Roger Williams, AIA.

If this distinguished group of architects were not afraid to demolish buildings to make way for the future, why should we be afraid?

Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:43 AM
To: Jay Thompson
Subject: FW: Town & Country Designation

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 JAMES T. BOYD
 CITY CLERK

From: SUNDANCEPS@aol.com [mailto:SUNDANCEPS@aol.com]
Sent: Tuesday, June 09, 2009 11:06 AM
To: Steve Pougnet
Cc: Chris Mills; Ginny Foat; Lee Weigel; Rick Hutcheson
Subject: Town & Country Designation

When I read in the Desert Sun of a possible 'historical designation' placed upon the Town & Country center in downtown Palm Springs, I groaned.

Please put our City's best interest and retail merchants survival needs ahead of the whims of the historical board who will make it impossible for anything to move forward downtown with this designation.

Last year I thought perhaps being involved with the Historical Preservation Board might be something I would find interesting. I appreciate the need for maintaining valuable pieces of a city's history and want to see a blend of old and new here. I decided to sit through one of the Board meetings before submitting my name for consideration. In the meeting I attended, I heard how long projects had been before that committee and the efforts by some board members to delay the demise of dilapidated eyesores in the name of 'historical preservation' and realized how difficult it would be to sit on this board.

As a hotel manager, I make every effort to send our guests downtown for dining, shopping and entertainment. There are so few shops of note in our downtown, my guests always ask for directions to the outlets in Cabazon or the Palm Desert stores. The hotels are bringing prospective shoppers and diners to our beautiful city, but outlying cities are benefiting from their shopping needs because retailers cannot survive in our city.

Hotels, restaurants, retail stores and entertainment venues are fighting for their lives. I think it's time to put us ahead of the sometimes narrow-sighted Historical Preservation Board. The time for designating the Town & Country as historically significant has come and gone.

Thank you for your consideration.

Sincerely,

Ginny Hahn

6/18/2009

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Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:43 AM
To: Jay Thompson
Subject: FW: Town and Country Center

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JAMES THOMPSON
CITY CLERK

From: Info [mailto:info@jakesreadytoeat.com]
Sent: Wednesday, June 10, 2009 9:59 AM
To: Ginny Foat
Subject: Town and Country Center

Ms Foat:

Please do not follow the committee's recommendation to save the T&C Center. We need the development downtown for everyone who has sunk their life savings into their businesses and hence the revitalization of this town. The Center is an eyesore, ugly and not representative of Palm Springs. We understand the issues with the developer however this project is good for PS. Tear it down!!

Christopher Malm
Bruce Bloch
Jake's
Palm Springs

Jay Thompson

From: Ginny Foat
Sent: Wednesday, June 17, 2009 11:42 AM
To: Jay Thompson
Subject: FW: Town & Country Mall

RECEIVED
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JAMES TRUJILLO
CITY CLERK

From: Michael Brown [mailto:mikebinsf@hotmail.com]
Sent: Wednesday, June 10, 2009 11:19 AM
To: Ginny Foat
Subject: Town & Country Mall

Ms Foat,

I am writing this to express my opinion about the preservation of the Town & Country Mall. Below is a cut and paste from a letter to the Desert Sun that I have written. It expresses my feelings in the proverbial "nut shell". If council action preserves the T & C Mall, I can assure "heads will roll" in the Nov election. The vast majority is absolutely against this.

"This decision is a travesty. The city paid for a study which came back with the finding that the T&C is insignificant! The Historic Preservation Board is, if I'm not mistaken, populated by citizen volunteers, a majority of which, apparently have a huge personal affinity for "insignificant" (says the study) old buildings. They are apparently willing to risk the entire downtown of PS and the livelihood of hundreds of merchants and their employees to fulfill their insignificant old building fetish. This cannot be allowed to happen. These few (4) people are capable of dealing PS a blow that it may never recover from. The huge majority of this town want the DFP remodeled NOW. We need to get a voice and let the city counsel know in no uncertain terms. How about the Desert Sun allowing an online petition???"

Michael N Brown
2857 Greco Court
Palm Springs, Ca 92264
760 832 6876

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Jay Thompson

From: Jay Thompson
Sent: Thursday, June 18, 2009 3:06 PM
To: Jay Thompson
Subject: FW: Town & Country Center

RECEIVED
CITY OF PALM SPRINGS
2009 JUN 18 PM 3:08
JAMES THOMPSON
CITY CLERK

From: CLCush@aol.com [mailto:CLCush@aol.com]
Sent: Wednesday, June 10, 2009 3:43 PM
To: Ginny Foat
Subject: Town & Country Center

I urge you to NOT designate the Town & Country Center an historic Class 1 site.

Not only would a positive ruling interfere with the property rights of the owner, it would also ensure the continued blight of downtown Palm Springs.

The buildings are old and crumbling and have been for decades. In all this time, no one has come forth with the necessary funds -- very significant funds ---to refurbish the Center. To designate the site historic will makes renovation even less economic feasible.

During your last campaign for office, you pledged to "do something" about the Fashion Mall, which is tied to the Center. Don't let this "something" be the continuation of the deterioration of the area. Listen to Palm Springs residents. Listen to downtown business owners. Listen to your own campaign promises. DO NOT vote to designate the Town & Country Center an historic site.

Carole Cushmore
CLCush@aol.com

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