



**CITY OF PALM SPRINGS**  
**DEPARTMENT OF PLANNING SERVICES**

**MEMORANDUM**

**Date:** July 14, 2009  
**To:** HSPB Board Members  
**From:** Craig A. Ewing, AICP, Director of Planning Services  
**Subject:** Historic Markers – Review of Marker Locations

The Board's committee on Historic Markers (Strahl, Williams) visited the following Class 1 sites and identified preferred locations for the markers:

- Casa Cody
- Santa Fe Federal Savings and Loan (Wessman Dev't Co.)
- Palm Springs International Airport Terminal West Façade
- La Serena Villas
- Casablanca Adobe

Except for Casa Cody, which is proposed for the Right/North pillar wall of the main pedestrian gate (at main office), the remaining locations are described on the attached e-mails, with photographs. The Historic Markers committee will provide additional information at the meeting.

Attachments

**Craig Ewing**

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**From:** bistrahl@aol.com  
**Sent:** Monday, July 06, 2009 5:04 PM  
**To:** Craig Ewing  
**Subject:** Coachella Valley Savings (Historic Marker)  
**Attachments:** HSPB 070609 001.jpg; HSPB 070609 002.jpg

Craig

Sidney and I toured the properties eligible for historic markers as Class 1 sites and have the attached recommendations. I am going to send them to you individually, per property.

Do you want me to contact the ownership about approval or is that something that the City will do?

Coachella Valley Savings/Chase

Rock on the right side of the main stairs, East side/Palm Canyon frontage.

It was agreed that attaching it to the facade of the building was not the best, and anyone would have to walk up their stairs to see it, rather than someone walking down the sidewalk.

George said he would have to get approval from upper management on any location. I don't know how easy it is going to be to install on a rock, but that Sidney suggested it and I tend to agree.

Brian

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**Craig Ewing**

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**From:** bistrahl@aol.com  
**Sent:** Monday, July 06, 2009 5:08 PM  
**To:** Craig Ewing  
**Subject:** Santa Fe  
**Attachments:** HSPB 070609 003.jpg; HSPB 070609 004.jpg

Craig

Sidney and I suggested the short wall that runs perpendicular to the sidewalk at the main entrance. This would be the North side of the wall, as seen while walking south on the sidewalk.

Again, this would keep people from walking up the stairs to read the marker, and more people would realize what they are looking at from the street, the best point of view to appreciate the architecture.

Brian

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WESSMAN

**Craig Ewing**

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**From:** bistrahl@aol.com  
**Sent:** Monday, July 06, 2009 5:13 PM  
**To:** Craig Ewing  
**Subject:** PS Airport/Wexler Facade  
**Attachments:** HSPB 070609 006.jpg; HSPB 070609 007.jpg; HSPB 070609 008.jpg

Craig

Sidney and I suggest that the historic marker be placed on the wall around the current planting bed/future possible sculpture area at the main entrance. This would be at either end of the west facing short wall.

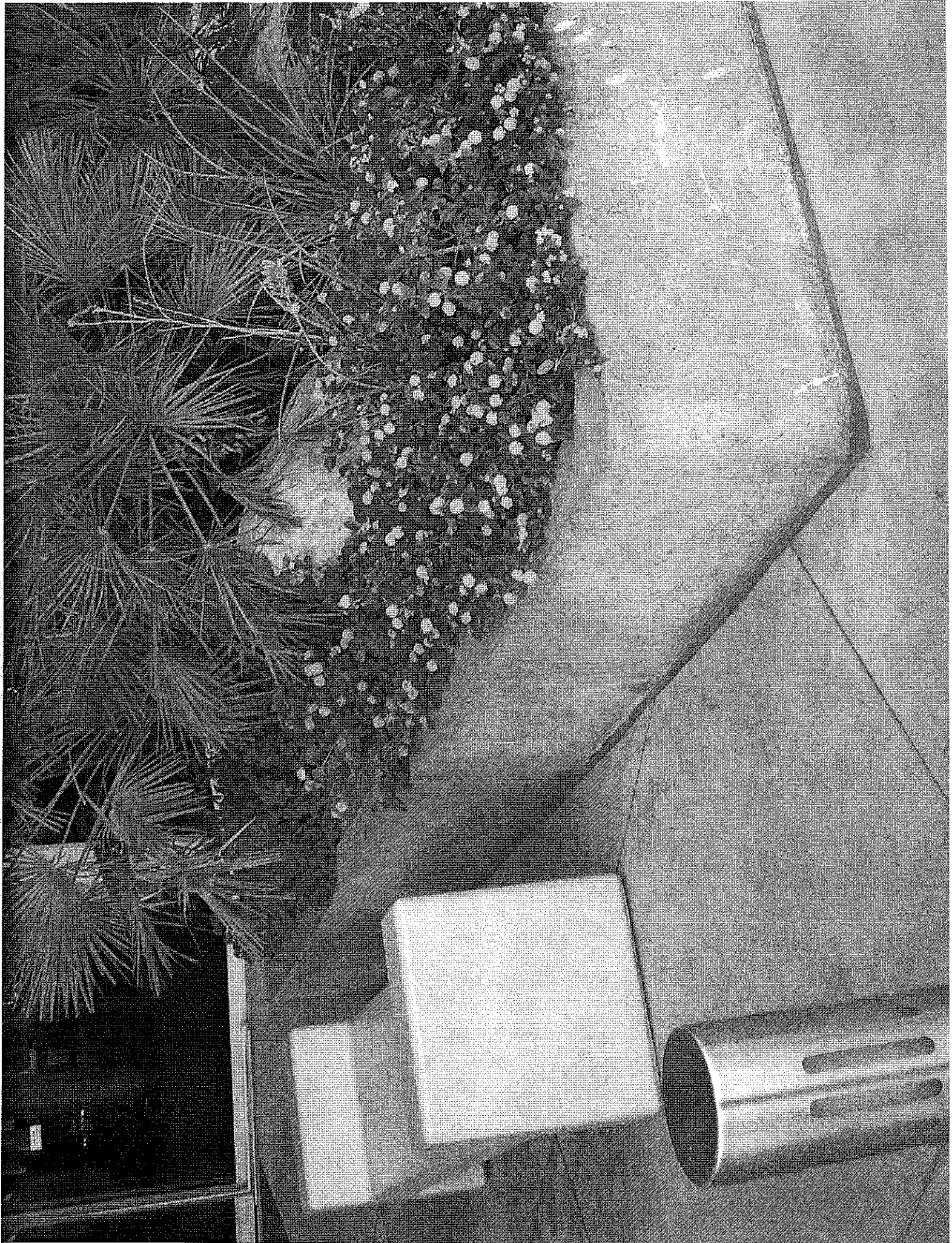
Sidney said that the museum is working on loaning the airport a bronze sculpture for this area, and the current landscaping would be removed to allow installation of the sculpture.

Brian

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**Craig Ewing**

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**From:** bristrah1@aol.com  
**Sent:** Monday, July 06, 2009 5:16 PM  
**To:** Craig Ewing  
**Subject:** Casablanca Adobe  
**Attachments:** HSPB 070609 009.jpg; HSPB 070609 010.jpg

Craig

I have spoken with Al, one of the property owners, and THEY suggested the right pillar of the pedestrian gate on the west side of the property. This would be directly opposite of the mailbox which is on the left side of the gate.

Sidney and I both agreed this is the best possible location.

Brian

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**Craig Ewing**

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**From:** bistrahl@aol.com  
**Sent:** Monday, July 06, 2009 5:19 PM  
**To:** Craig Ewing  
**Subject:** Invernada  
**Attachments:** HSPB 070609 012.jpg

Craig

Sidney and I agreed that the best location for the historic market is on the Right Pillar of the pedestrian gate, on the east side of the property. Again, this is directly opposite of the mailbox on the left side of the gate. This installation would require the owner to trim the landscape/plant down to a lower level to accommodate the marker, but neither Sidney or I thought that would be a big deal for the ownership.

Brian Strahl

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