



ARCHITECTURAL ADVISORY COMMITTEE MEMORANDUM

DATE: April 5, 2021

SUBJECT: SECONDARY SOURCE PRODUCTIONS, LLC, (dba REFORMA PALM SPRINGS) FOR ARCHITECTURAL APPROVAL FOR TENANT IMPROVEMENT ALTERATIONS TO "THE J.W. ROBINSON'S BUILDING", A CLASS 1 HISTORIC SITE, LOCATED AT 333 SOUTH PALM CANYON DRIVE, ZONE CBD, (CASE 5.1524 CUP / LUP 21-004 / 3.1903 MAA / HSPB 84).

FROM: Development Services Department

SUMMARY:

The applicant is seeking architectural approval for tenant improvements for a restaurant / bar / nightclub use at the J.W. Robinson's Building, a Class 1 historic site. In addition to interior buildout, the project includes exterior modifications on the Palm Canyon frontage for outdoor dining.

On February 1, 2021, the HSPB granted a Certificate of Appropriateness, approving the proposed alterations with conditions and appointing a subcommittee to review details.

On March 28, 2021, the HSPB subcommittee approved the furnishings, fabrics, umbrellas, railing design and plantings at the dining terraces.

RECOMMENDATION:

Recommend approval by the Planning Commission incorporating the conditions and details as approved by the HSPB and its subcommittee.

BACKGROUND INFORMATION:

The project is a tenant improvement in a Class 1 historic building. The project is primarily an interior tenant improvement; however it also includes modifications on the Palm Canyon frontage to create outdoor dining areas, which is the subject of this review.

The 14,500-square foot J.W. Robinsons Department Store in Palm Springs was

constructed in 1958 with a 13,400-square foot annex attached to the south of the building in 1972. The building was designed by the notable architectural firm of Charles Luchman Associates and William L. Pereira. It was designated a Class 1 historic site on January 16, 2013.

<i>Neighborhood Meeting/Notification</i>	
April 1, 2021	Agenda notice was sent to neighborhood organizations.

<i>Field Check</i>	
February 18, 2021	Site visit by the planner

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1958	Date of construction.
1972	Department Store Addition
2013	City Council designated a Class 1 historic site (HSPB 84)
2015	Permits issued for cosmetic changes to restore building and create divisible space.
2018	HSPB approved alterations to the exterior of the building with conditions.
2021	HSPB granted a Certificate of Appropriateness for TI for Reforma with conditions.

In granting its approval, the HSPB imposed the following conditions:

1. Establish a subcommittee of the HSPB to review furnishings, equipment and railings for the proposed outdoor dining terrace to assure compatibility with the modern aesthetic of the building. (This has been done and the subcommittee approved the submittals.)
2. Prohibit the installation of misters, permanently mounted heaters, lights, shade structures, speakers and other attachments to the exterior of the building. (This will be noted in the conditions of approval.)
3. Require the applicant to provide additional information regarding the interior special effect lighting on the dance floor and ceiling lighting to avoid glare and light distractions outside of the building, especially from the clerestory windows. (The applicant will provide further information for review by the Planning Commission.)
4. Require any new roof-mounted mechanical equipment to be located within screened roof enclosures that integrate with the architecture of the building. (The applicant has confirmed that all roof-mounted mechanical equipment will be screened.)
5. Consider a more minimal design for the ABC-required railings at the dining terraces. (This was done and approved by the HSPB subcommittee.)
6. Propose trailing rosemary or equal in lieu of the upright fencepost cactus in the planter areas by the dining terrace and handicap ramp. (Done and approved by the HSPB subcommittee.)

- Require that should the tenant vacate the space, the railings are to be removed and the concrete terrace carefully patched to return the terrace to their original historic appearance. (Will be noted in the conditions of approval.)

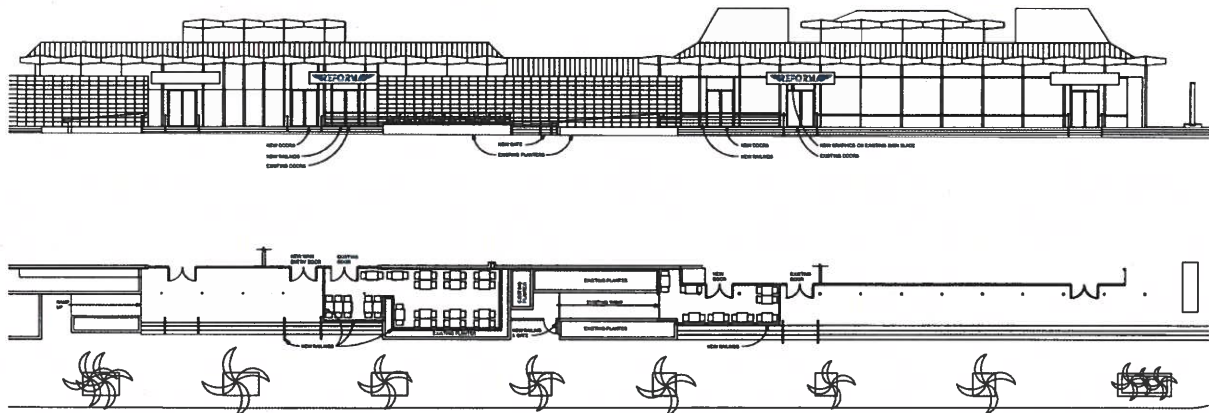
DETAILS OF APPLICATION REQUEST:

The project proposes the creation of an outdoor dining terrace fronting Palm Canyon Drive as part of a large interior tenant improvement for a restaurant / bar / nightclub use.

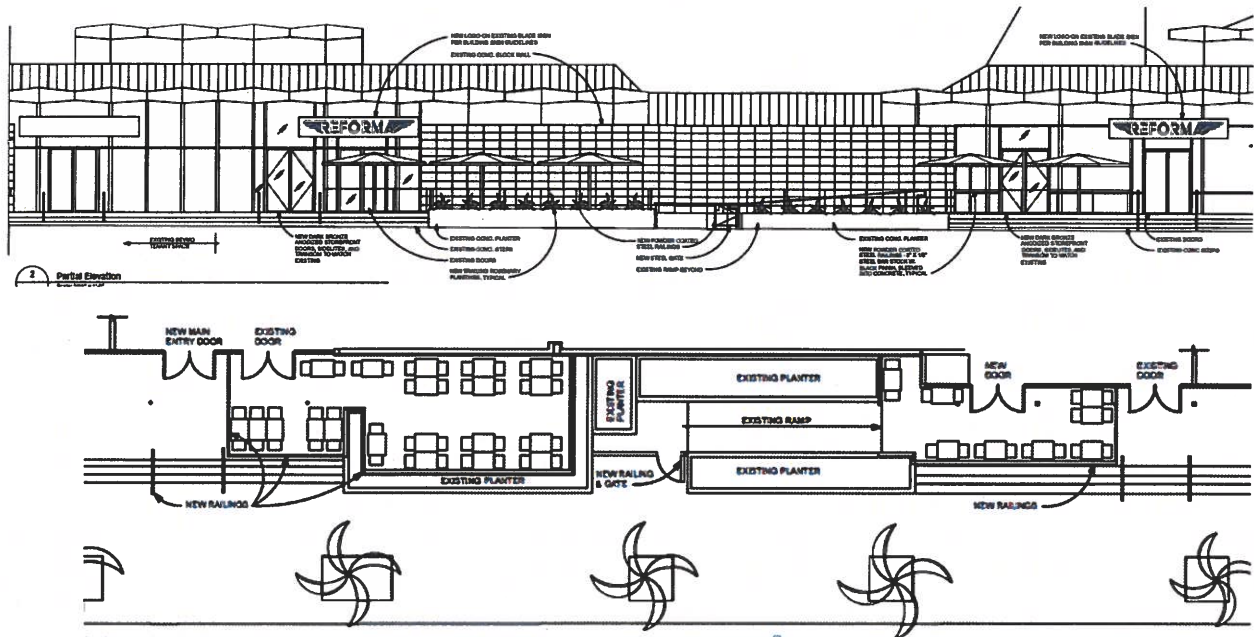
Part of the dining terrace is proposed in an area that has an existing low perimeter planter. A second adjacent dining terrace would be created on a portion of the raised plinth on which the Robinson’s building is located by installing a new railing / barrier which is required by the ABC. The existing storefront glazing system will be modified to accommodate a pair of new aluminum storefront doors for access to the dining terrace.

<i>General Plan Areas or Master Plan Areas</i>	<i>Compliance</i>
Downtown Urban Design Plan	Y
Mixed/Multi-Use Area (see pages 2-30 to 2-33 of Land Use Element)	Y
<i>Special Purpose and Overlay Districts</i>	<i>Compliance</i>
“D” Downtown Parking Combining Zone	Y

BELOW: SHOWING PROPOSED EXTERIOR MODIFICATIONS ON THE EAST ELEVATION.



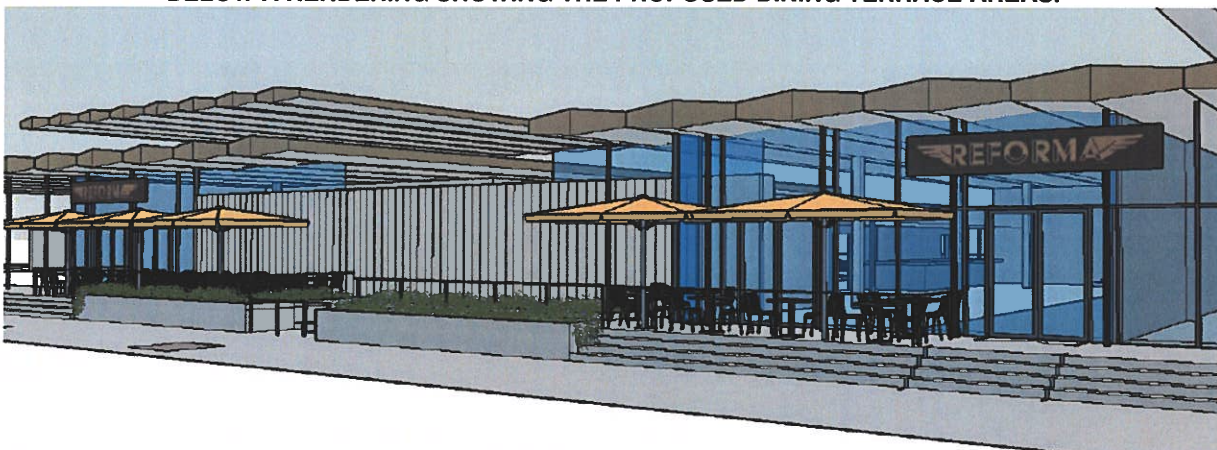
PORTION OF THE ELEVATION & PLAN ABOVE SHOWING THE DINING TERRACES & NEW DOORS.



BELOW SHOWING THE PALM CANYON FRONTAGE WHERE ONE OF THE DINING TERRACES IS PROPOSED. THE FENCEPOST CACTUS IS PROPOSED TO BE REPLACED WITH SOFTER PLANTINGS.



BELOW A RENDERING SHOWING THE PROPOSED DINING TERRACE AREAS.



ANALYSIS:

Site Plan:

The proposed outdoor dining area would encompass portions of the existing raised plinth upon which the building is sited. A very simple flat bar painted steel railing / barrier required by the Alcohol & Beverage Control Board (ABC) is proposed around the outdoor dining areas.

Mass and Scale:

The building itself is not proposed to be modified other than the replacement of portions of the existing storefront glazing system to accommodate two pairs of double doors for access to the dining terrace and the installation of railings at a portion of the front of the building.

Building Design and Detailing:

As noted above, minimalist railings and new doors in the storefront glazing system to match the existing storefront is proposed. No other changes are proposed to the exterior of the building.

Landscaping and Buffers:

Existing fencepost cactus installed as part of the 2015 renovation of the building will be removed and replaced with trailing rosemary that provides a softer more enhanced landscape palette appropriate for an outdoor dining terrace.

Architectural Review Criteria:

PSZC Section 94.04.00(D) requires an evaluation of the proposed development to determine if it will provide a desirable environment for its occupants, be compatible with the character of adjacent and surrounding developments, and whether it is of good composition, materials, textures and colors. Conformance shall be evaluated based on the following criteria:

	Guidelines [PSZC 94.04.00(D)]	Compliance
1.	<i>Site layout, orientation, location of structures and relationship to one another and to open spaces and topography. Definition of pedestrian and vehicular areas; i.e., sidewalks as distinct from parking lot areas.</i>	Y
	The proposed alterations to the historic Robinson's Building to accommodate outdoor dining on the Palm Canyon frontage is proposed in a manner that minimizes the visual impact to the	

	Guidelines [PSZC 94.04.00(D)]	Compliance
	historic structure.	
2.	<i>Harmonious relationship with existing and proposed adjoining developments and in the context of the immediate neighborhood/community, avoiding both excessive variety and monotonous repetition, but allowing similarity of style, if warranted;</i>	Y
	The introduction of an outdoor dining terrace is proposed along with new aluminum doors in the storefront that are proposed in the same color, mullion profile and glass type as existing.	
3.	<i>Maximum height, area, setbacks and overall mass, as well as parts of any structure (buildings, walls, screens, towers or signs) and effective concealment of all mechanical equipment;</i>	Y
	No other exterior work is proposed on the outside of the building except the dining terrace area. Any new rooftop mechanical units will be conditioned to be properly screened in a manner that is integral with the architecture of the building.	
4.	<i>Building design, materials and colors to be sympathetic with desert surroundings;</i>	Y
	The color of the new storefront doors will match the existing storefront system. The railings will be painted black to visually recede. The proposed design is sympathetic with the architecture of the building.	
5.	<i>Harmony of materials, colors and composition of those elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously;</i>	Y
	As noted above, the proposed railing and doors will be harmonious with the architecture of the existing building.	
6.	<i>Consistency of composition and treatment;</i>	Y
	The design is consistent and unified in its composition and treatment.	
7.	<i>Location and type of planting, with regard for desert climate conditions. Preservation of specimen and landmark trees upon a site, with proper irrigation to insure maintenance of all plant materials;</i>	Y
	Existing fencepost cactus which was planted in 2015 in the planters on the east side of the building have not fared very well. They are proposed for removal and will be replaced with trailing rosemary for a softer aesthetic adjacent to the dining terraces. A subcommittee of the HSPB has reviewed and approved the final landscape selections for the planters around the dining terraces and the furnishings.	
8.	<i>Signs and graphics, as understood in architectural design including materials and colors.</i>	Y
	A signage program is in place for this building and signage	

	Guidelines [PSZC 94.04.00(D)]	Compliance
	associated with this TI will conform to the signage program.	

CONCLUSION:

The project conforms to the guidelines for Architectural Review pursuant to Zoning Code Section 94.04.00. The project has been granted a Certificate of Appropriateness by the HSPB and a subcommittee of the HSPB has been established to refine and provide direction on specific details such as furnishings and plant materials. A recommendation for approval from the AAC to the Planning Commission is appropriate.



Ken Lyon, RA, Associate Planner
Historic Preservation Officer



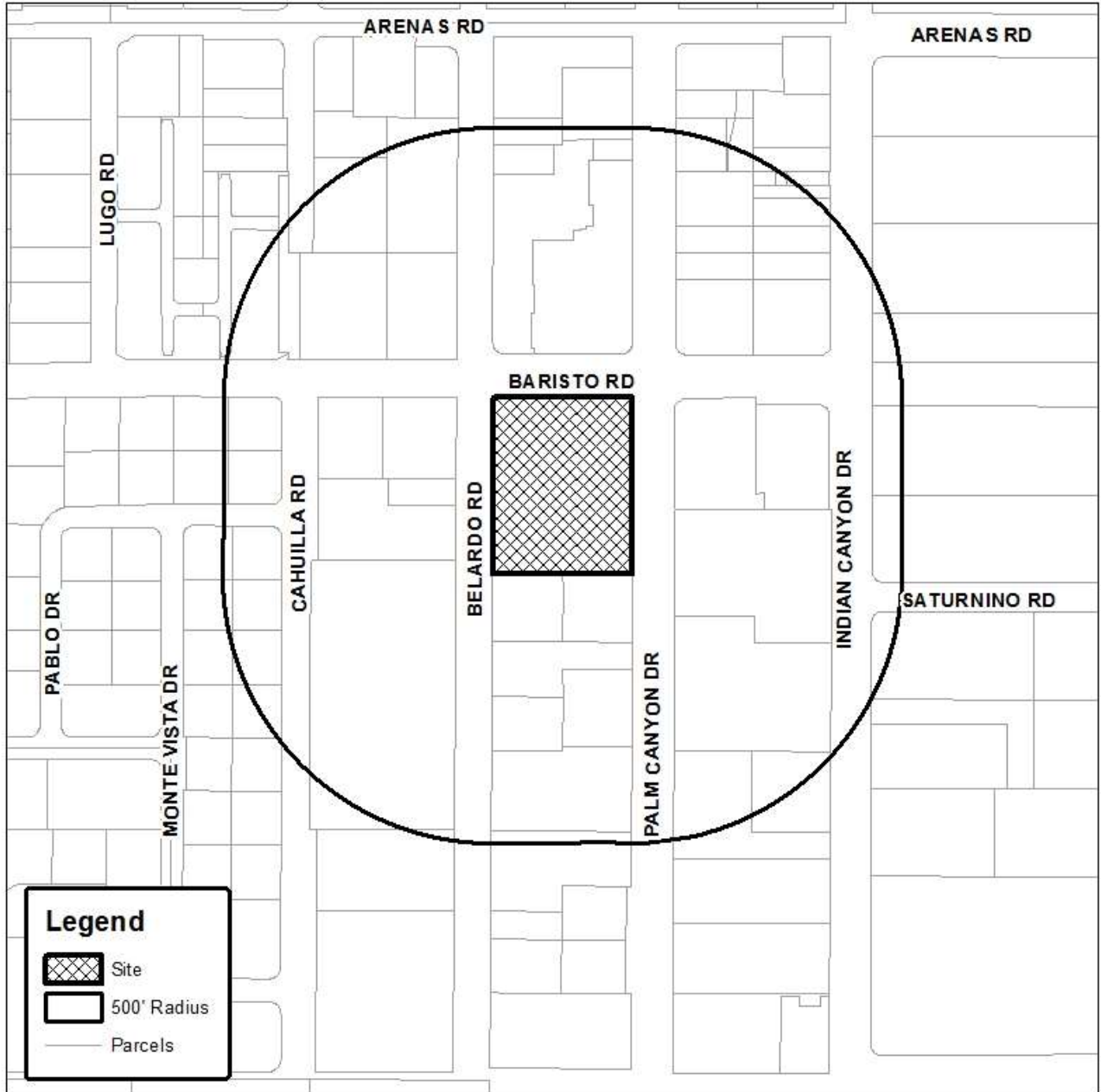
David Newell, AICP
Assistant Director Planning Services

Attachments:

1. Vicinity Map
2. Submittal package



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS
333 S Palm Canyon Drive

**CUP APPLICATION
FOR PROPOSED TENANT IMPROVEMENT IN
EXISTING COMMERCIAL PROPERTY**

REFORMA

**333 S. PALM CANYON DRIVE
PALM SPRINGS, CA 92262**

PROJECT SCOPE DESCRIPTION

REMODEL EXISTING VACANT TENANT SPACE FOR NEW RESTAURANT, BAR, NIGHT CLUB USE. TWO NEW BARS, NEW DANCE FLOOR AND SEATING AREAS, NEW ACCESSIBLE BATHROOMS, NEW KITCHEN SPACE. MINOR EXTERIOR WORK INCLUDES NEW RAILINGS ENCLOSING PATIO AREAS, AND REPLACED STOREFRONT SECTIONS INCORPORATING TWO NEW PAIRS OF DOORS TO MATCH EXISTING.

PROJECT DIRECTORY

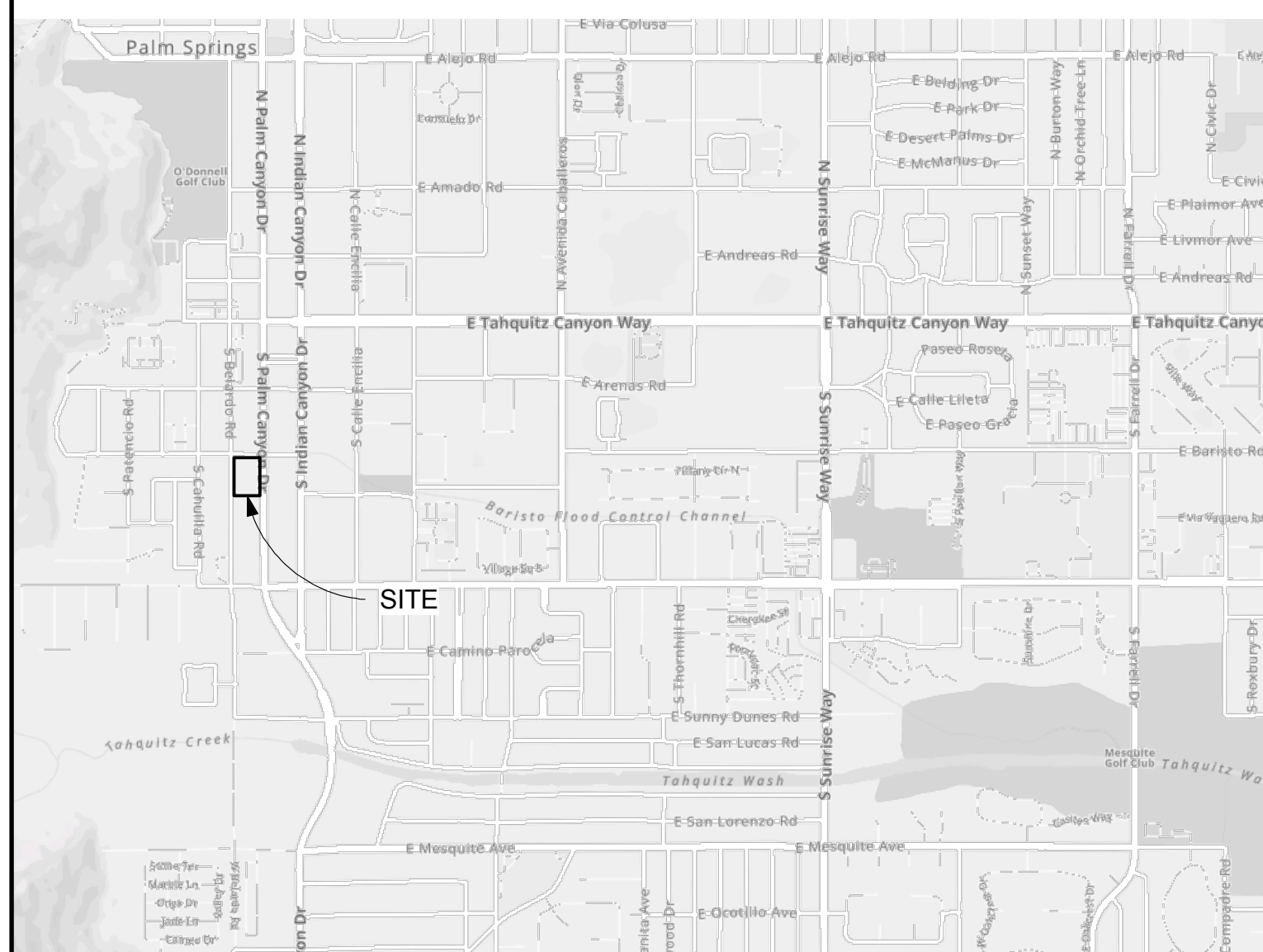
OWNER

CHILL BAR PALM SPRINGS
217 E. AREANS ROAD
PALM SPRINGS, CA 92262
CONTACT: ROB GIESECKE
TEL: 646-896-9428
ROB@CHILLBARPS.COM

ARCHITECT

BENNETT BINNS
TEL: 760-676-9686
362 S. INDIAN CANYON DR.
PALM SPRINGS, CA 92262
CONTACT: GEORGE BENNETT
GEORGE@BENNETTBINNS.COM

VICINITY MAP



PROJECT DATA

PROPERTY

APN: 513-203-013-8
ZONING: CBD
CONSTRUCTION TYPE: VB
OCCUPANCY GROUP: A2, B

FIRE RESISTANCE

AUTOMATIC FIRE SPRINKLERS: YES

AREAS

LOT AREA: 1.94 AC
BUILDING COVERAGE: 28,230 SF TOTAL
9,011 SF TENANT SPACE

PARKING

"D" DOWNTOWN COMBINING ZONE

OVERALL BUILDING REQUIREMENT: 28,230 SF / 375 SF = 75 SPACES (A)
28,230 X 25% = 7,058 SF
RESTAURANT AREA REQUIREMENT: 9,011 - 7,058 = 1,953 SF AREA OVER 25%
1 SPACE PER 100 SF = 20 SPACES (B)
95 SPACES

TOTAL REQUIRED PARKING (A) + (B):

TOTAL PROVIDED: 69 SPACES ONSITE (EXISTING)
12 ADJACENT ONSTREET SPACES / 2 = 6 STACE CREDIT
75 SPACES TOTAL

CODES

BUILDING: 2019 CBC, BASED ON 2018 IBC
2019 CEC, BASED ON 2017 NEC
2019 CMC, BASED ON 2018 UMC
2019 CPC, BASED ON 2018 UPC
2019 CFC, BASED ON 2018 IFC
2019 CALIFORNIA ENERGY CODE

THIS PROJECT IS A CLASS 1 HISTORICAL SITE AND SHALL ADOPT THE HISTORICAL BUILDING CODE PER CHAPTER 8, 2019 CHBC. THE STRUCTURE HAS BEEN QUALIFIED AND DESIGNATED AS AN HISTORIC BUILDING OR STRUCTURE, PER SECTION 18955. THE REGULATIONS OF THE CHBC HAVE THE SAME AUTHORITY AS STATE LAW AND ARE TO BE CONSIDERED AS SUCH. LIABILITY IS THE SAME AS PREVAILING LAW.

DRAWING INDEX

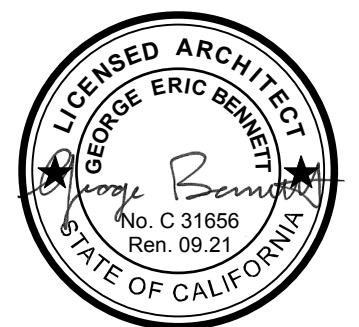
ARCHITECTURAL

A0.1 TITLE SHEET, PROJECT DATA
A0.3 SITE PLAN
A2.1 FLOOR PLAN
A3.1 EXTERIOR ELEVATIONS
A4.1 ENLARGED PATIO AREA PLAN

DATE: ISSUE:

01.11.21 CUP APPLICATION

03.19.21 AAC REVIEW



TITLE SHEET

A0.1

BENNETTBINNS
PO BOX 2247, PALM SPRINGS, CA 92262
Tel : 760 - 676 - 9686

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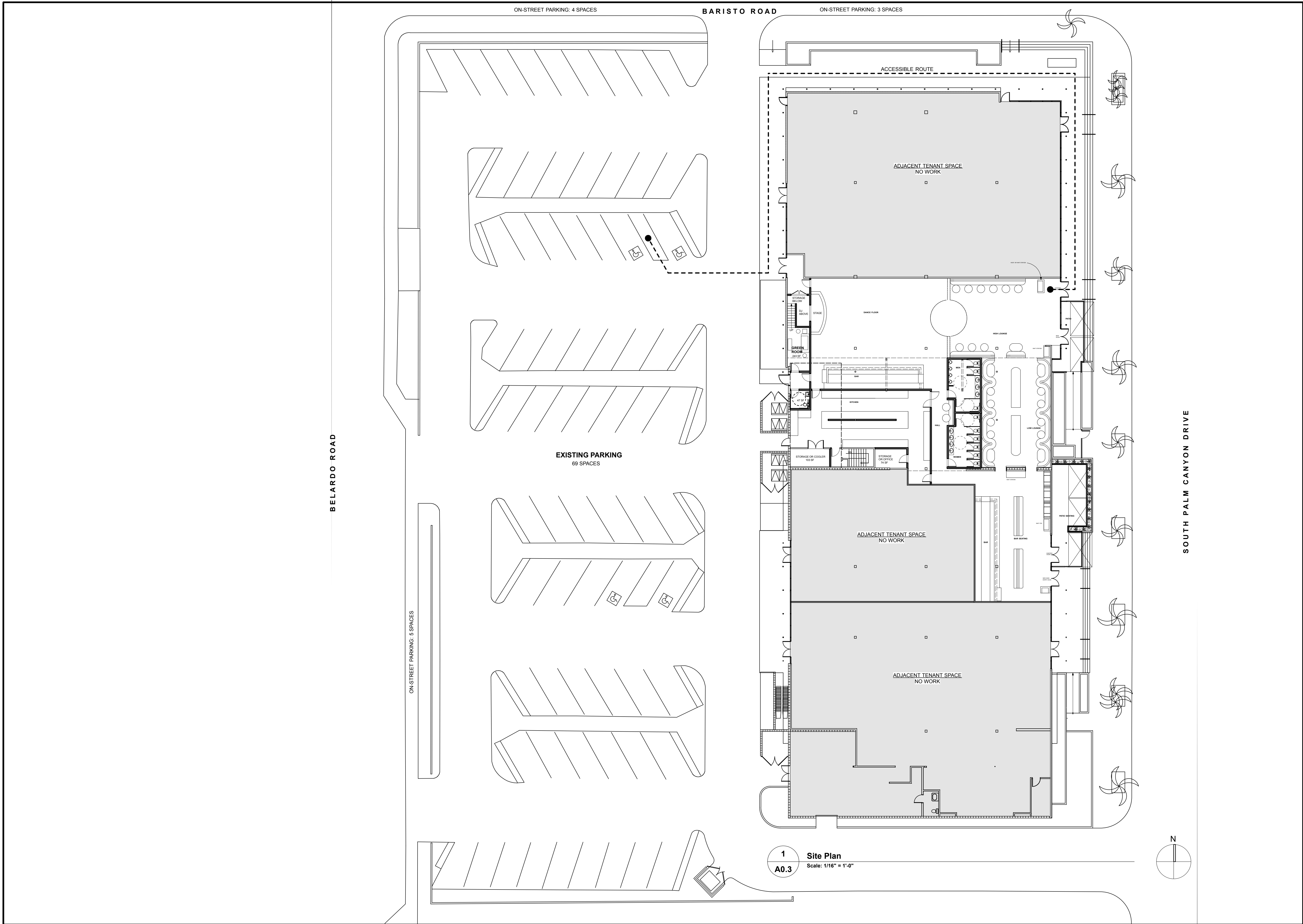
CONSULTANT:

REFORMA
333 S. PALM CANYON DR
PALM SPRINGS, CA 92262

PROJECT:

TITLE:

SHEET:



BELARDO ROAD

ON-STREET PARKING: 4 SPACES

BARISTO ROAD

ON-STREET PARKING: 3 SPACES

ACCESSIBLE ROUTE

ADJACENT TENANT SPACE
NO WORK

EXISTING PARKING
68 SPACES

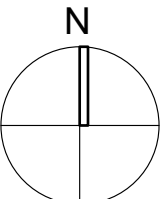
ON-STREET PARKING: 5 SPACES

ADJACENT TENANT SPACE
NO WORK

ADJACENT TENANT SPACE
NO WORK

SOUTH PALM CANYON DRIVE

1 Site Plan
A0.3 Scale: 1/16" = 1'-0"



DESIGN:

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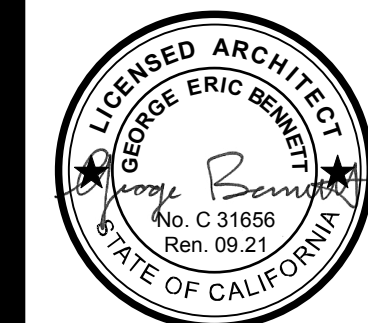
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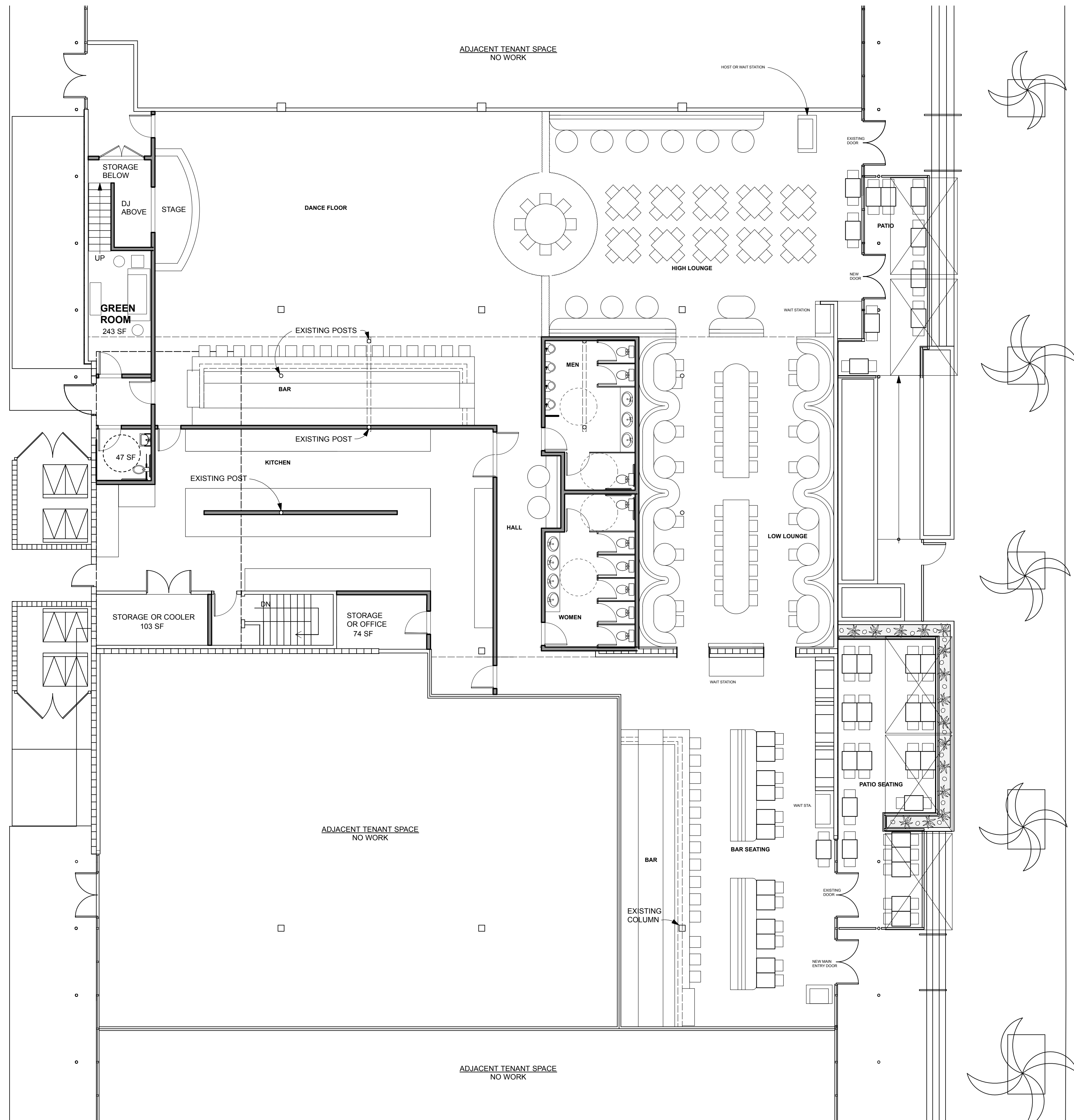


SITE PLAN

SHEET:

A0.3

BENNETT BINNS
PO BOX 2327 JOSHUA TREE, CA 92522
tel : 760 - 676 - 9666



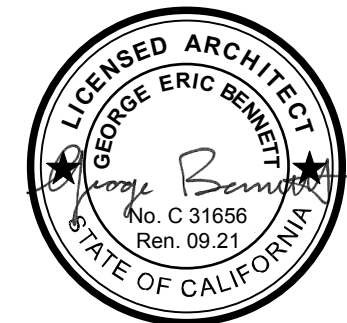
1 Partial Main Floor Plan
 A2.1 Scale: 3/32" = 1'-0"

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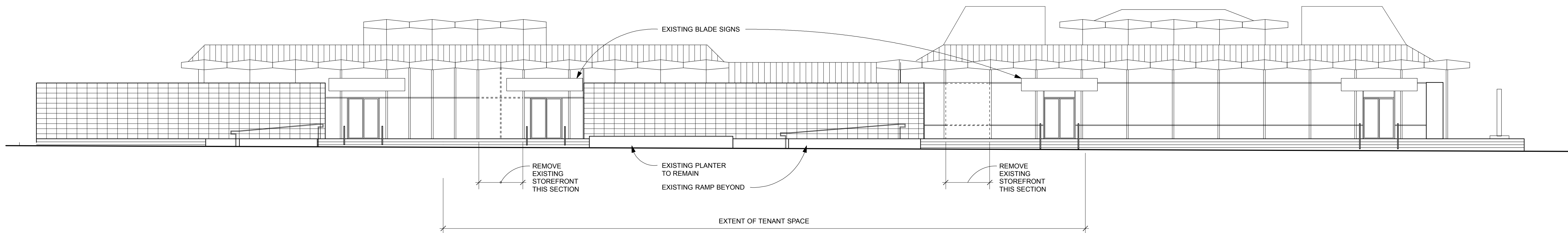
REFORMA
 333 S. PALM CANYON DR
 PALM SPRINGS, CA 92262

DATE:	ISSUE:
01.11.21	CUP APPLICATION
03.19.21	AAC REVIEW

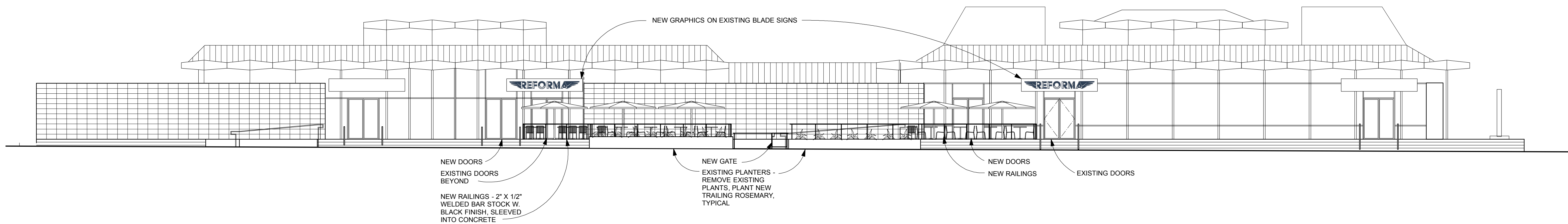


FLOOR PLAN

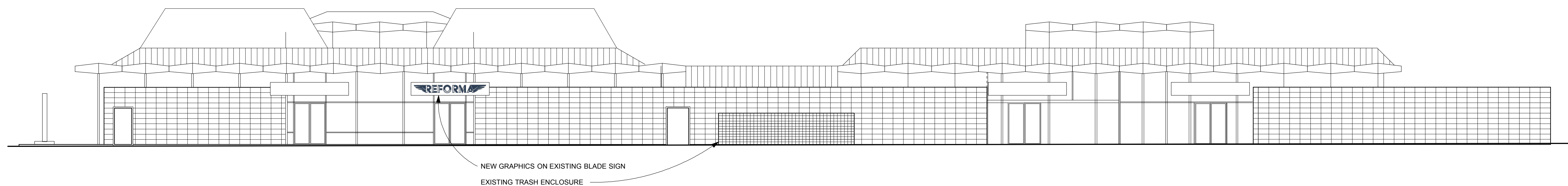
A2.1



1 Existing East Elevation
A3.1 Scale: 3/32" = 1'-0"



2 Proposed East Elevation
A3.1 Scale: 3/32" = 1'-0"



3 Proposed West Elevation
A3.1 Scale: 3/32" = 1'-0"

NOTE: NO CHANGES PROPOSED TO THIS ELEVATION

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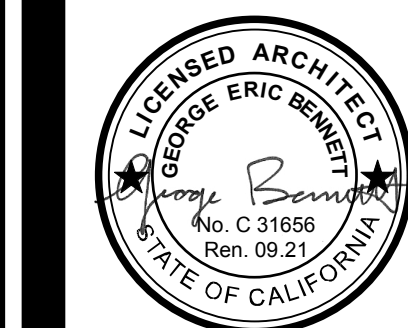
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DESIGN:
CONSULTANT:

REFORMA
333 S. PALM CANYON DR
PALM SPRINGS, CA 92262

PROJECT:

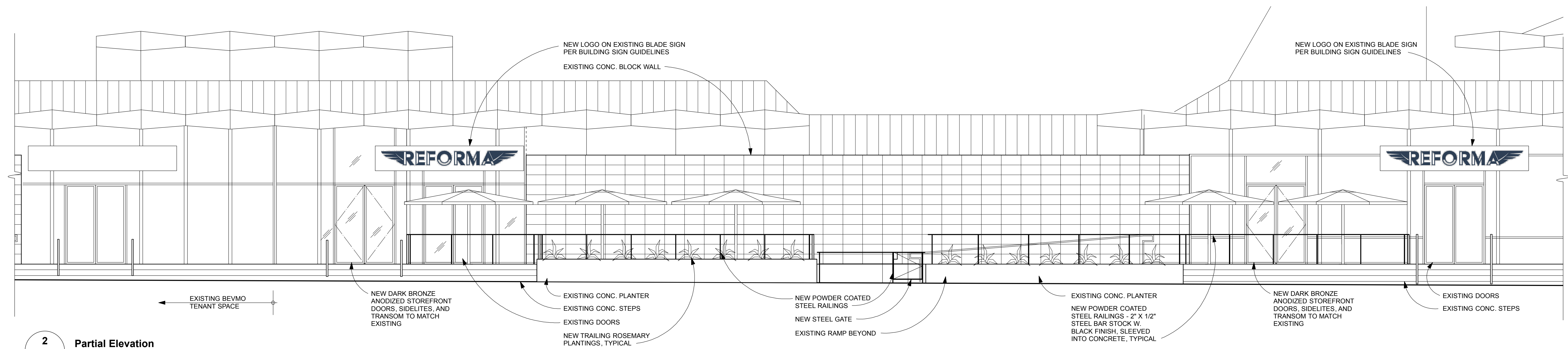
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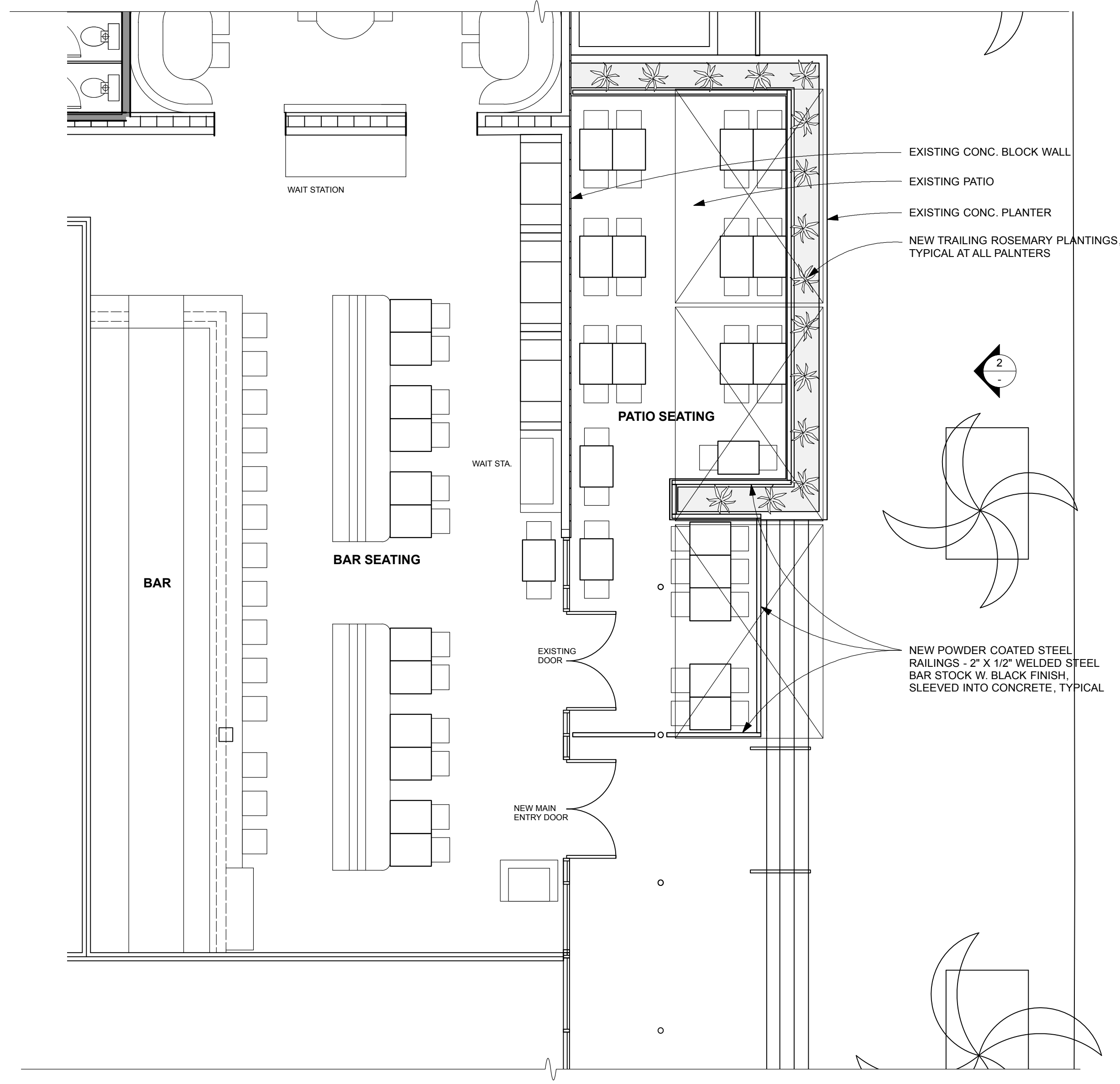
EXTERIOR ELEVATIONS

TITLE:
SHEET:

A3.1



2 Partial Elevation
 Scale: 3/16" = 1'-0"



1 Partial Floor Plan
 Scale: 3/16" = 1'-0"

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CONSULTANT

REFORMA
 333 S. PALM CANYON DR
 PALM SPRINGS, CA 92262

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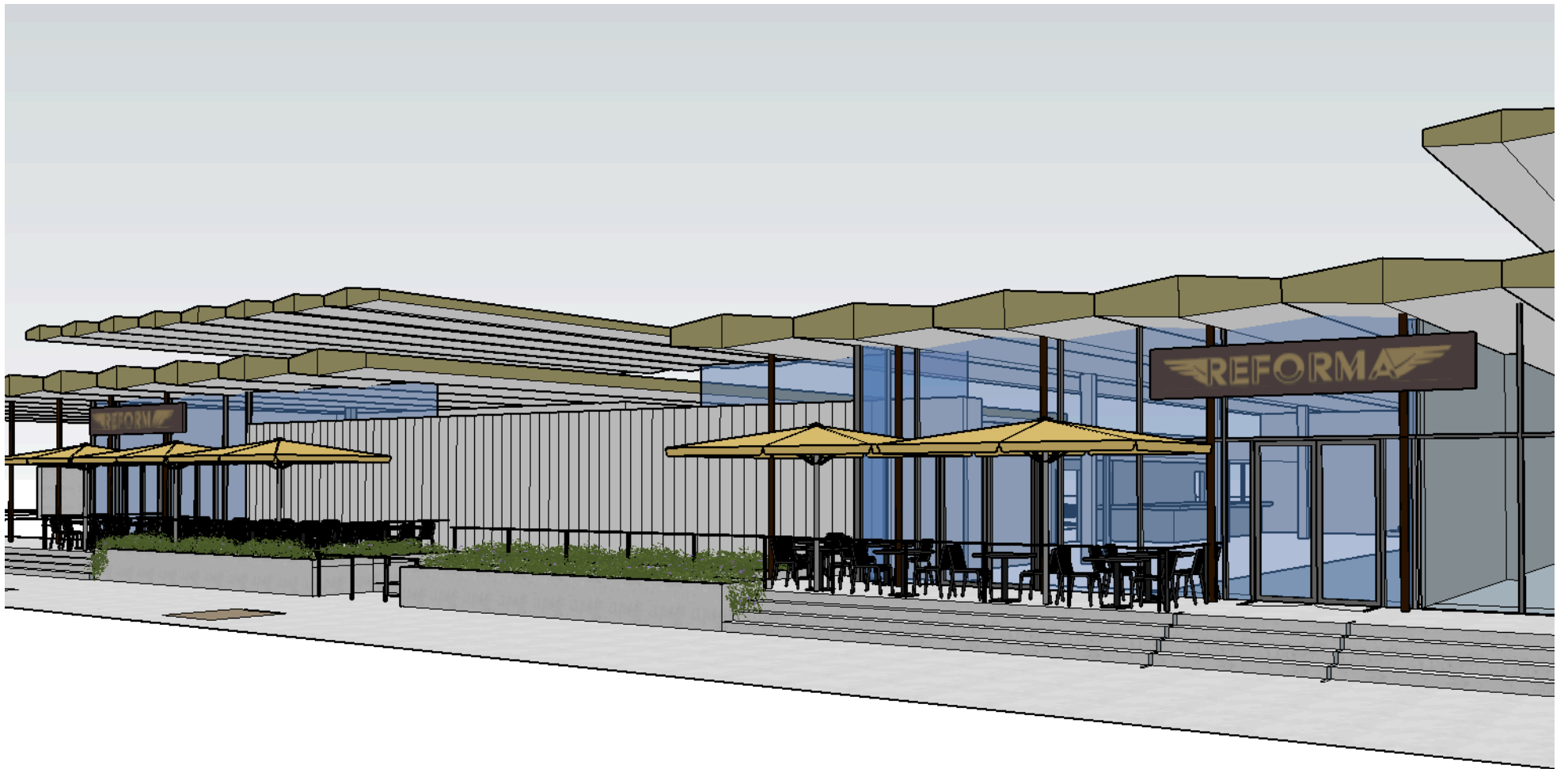


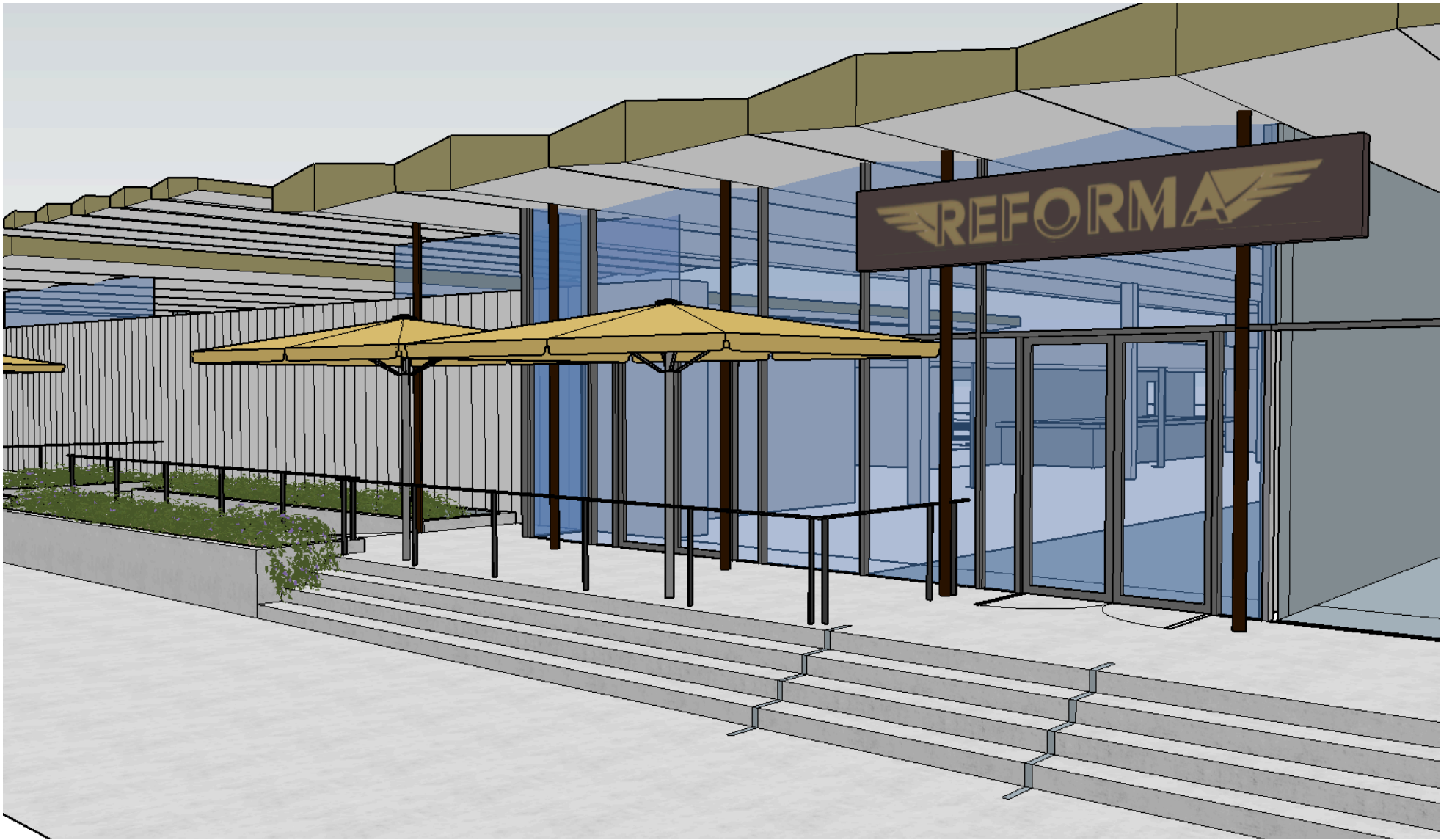
ENLARGED PATIO AREA PLAN & ELEVATION

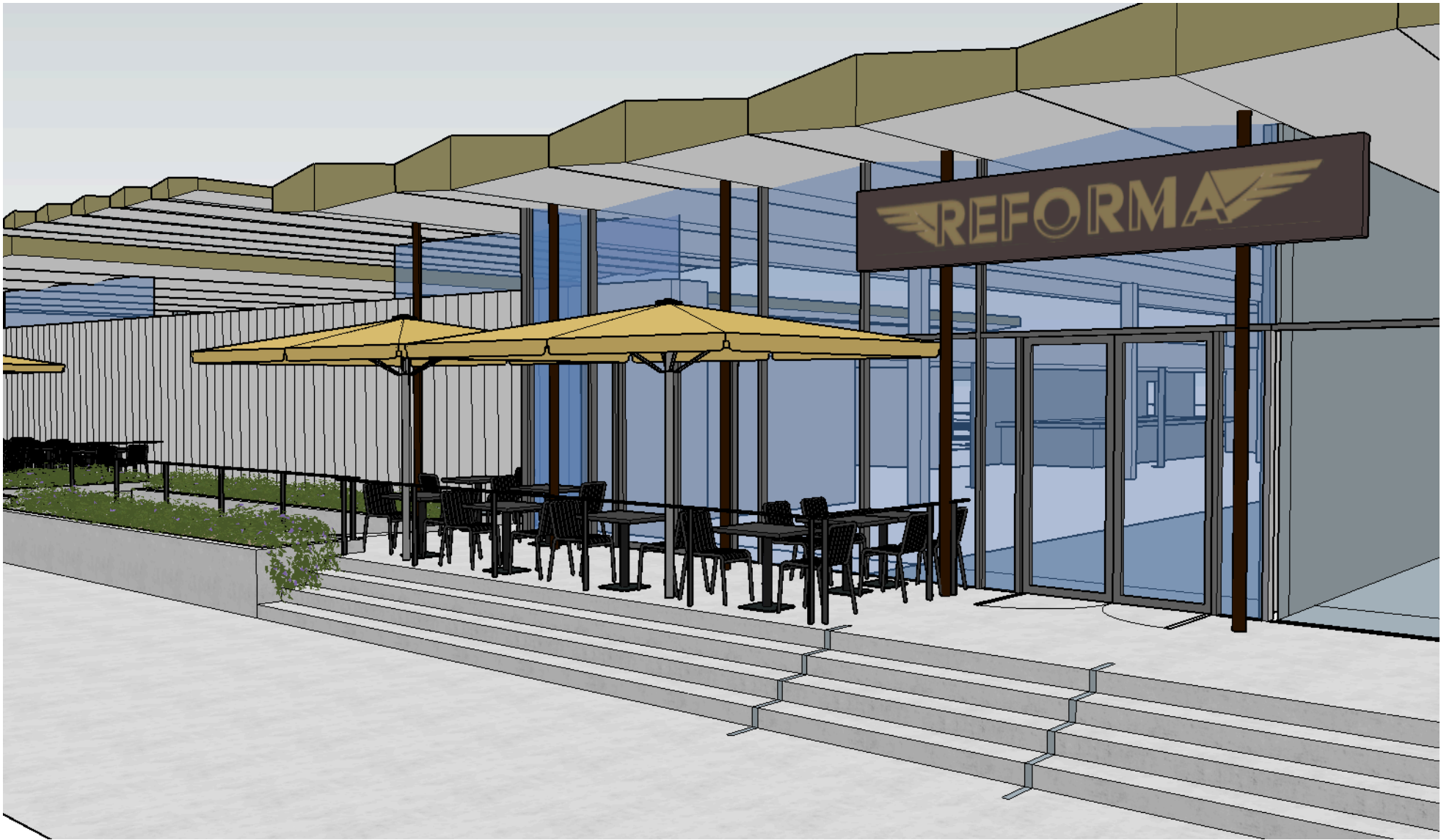
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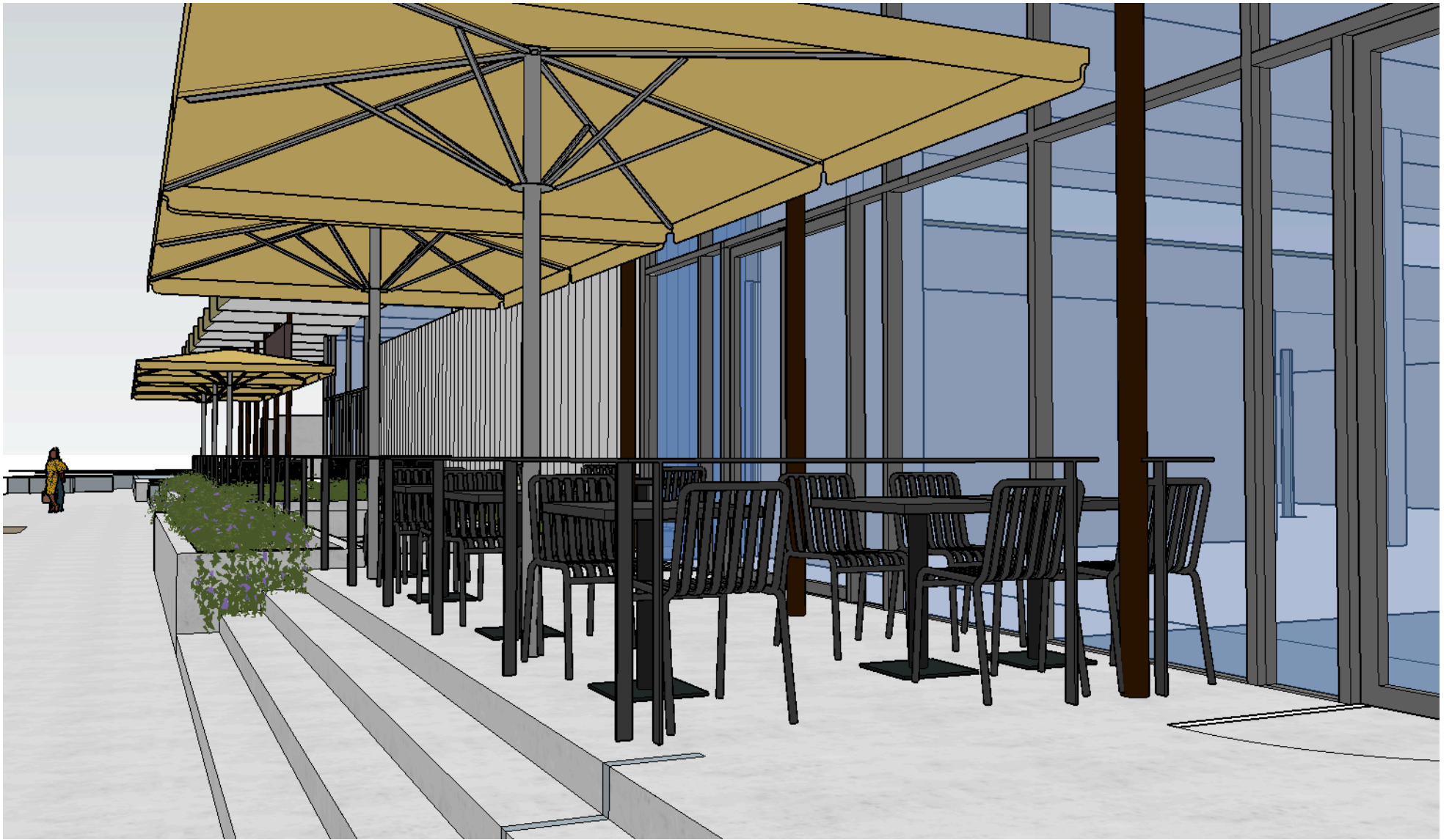
A4.1

SHEET



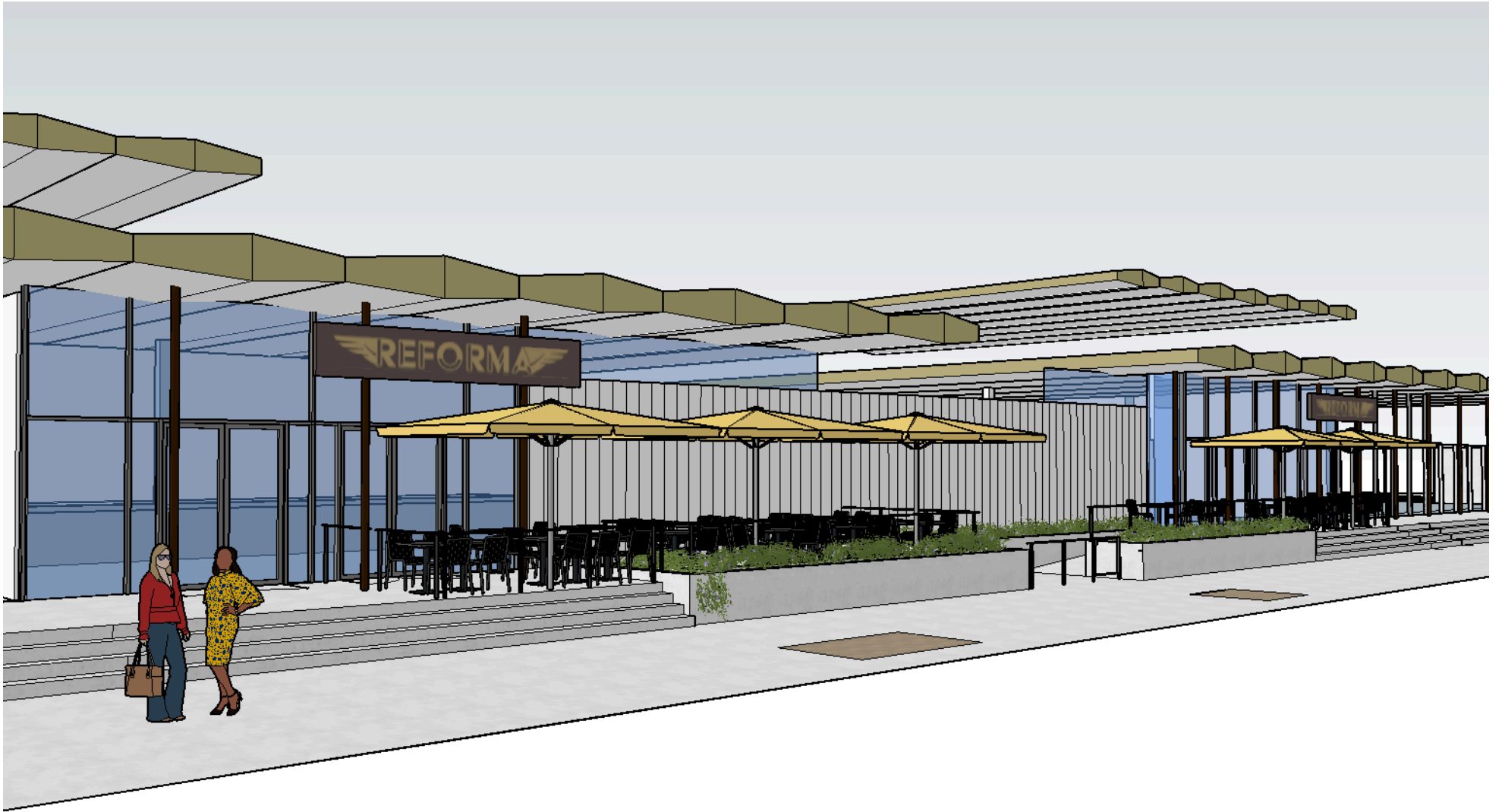












REFORMA

333 S. Palm Canyon Drive
Palm Springs, CA 92262

PROPOSED OUTDOOR PATIO FURNITURE

For HSPB & AAC Review
03.19.21



Palissade side chair, black

Designed by Ronan and Erwan Bouroullec for HAY

The Palissade Side Chair is part of a collection of outdoor furniture designed by Ronan and Erwan Bouroullec. Each piece is united by a strong graphical silhouette that is strong without being bulky, and elegant without being fragile. It can easily be stacked up to eight chairs.



A1 Supply Commercial Table

This modern look black metal patio table with square base can impress your guest and it would be a perfect fit for your outdoor dining/patio area design. Its top is made of durable steel in black finish. This table is built for heavy commercial usage and resistant to outdoor weather conditions.

- * Usage: Outdoor/Indoor
- * Frame Material: Metal
- * Overall Finish: Black
- * Top Material: Metal
- * Top Style: Plain Solid
- * Dimension: 24"L x 30"W x 30"H



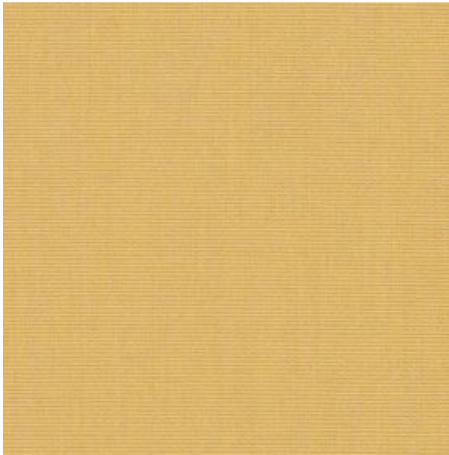
Allegro Classics Contract Fortello High Wind Umbrella

Custom 9' x 13' Rectangle size, Sleeve mount into concrete/

Aluminum mast & ribs

- ✦ Easily opens and closes with counter-rotating servo lever
- ✦ Umbrella lifts when closing allowing ribs to clear table
- ✦ 2-piece 3 mm. thick profiled umbrella mast
- ✦ Dozens of 100% acrylic colors
- ✦ Single wind vent
- ✦ Anodized aluminum frame colors
- ✦ Market or valance style
- ✦ Optional umbrella bases sold separately
- ✦ Optional umbrella weather cover
- ✦ Rated for use in moderate to strong winds

Sunbrella Umbrella Fabric



Wheat

Sunbrella Shade

SKU: 4674-0000

\$4.00 / sample

SAMPLES IN STOCK

Recommended Application

Best For: Awnings / Pergolas, Marine Tops and Covers

Trailing Rosemary (*Rosmarinus officinalis Prostratus*)

