



CITY COUNCIL STAFF REPORT

DATE: July 22, 2009 PUBLIC HEARING

SUBJECT: CASE HSPB #55: APPLICATION FOR DESIGNATION OF THE OASIS COMMERCIAL BUILDING AT 101-121 SOUTH PALM CANYON DRIVE 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 properties as "Class 1" historic sites. The City's Historic Site Preservation Board (HSPB) has recommended such a designation for the property at 101-121 South Palm Canyon Drive, the Oasis Commercial Building. 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. Consider the HSPB's recommendation to adopt Resolution No. ____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA DESIGNATING THE OASIS COMMERCIAL BUILDING AT 101-121 SOUTH PALM CANYON DRIVE, A CLASS ONE HISTORIC SITE."

PROJECT DESCRIPTION

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

1. Place the subject property under the guidance of Municipal Code Section 8.05

2. Require present and subsequent owners to maintain the site consistent with that ordinance,
3. Grant possible property tax reduction opportunities to the owner under the State of California Mills Act.

A full project description, historic assessment report, findings and recommendations can be found in the attached staff reports to the Historic Site Preservation Board dated July 10 and August 21, 2007.

PRIOR ACTIONS

In 2004, the Oasis Commercial Building was included among 200 properties in the City's 2004 Historic Resources Survey.

On January 11, 2006 a demolition permit (C 14781) was issued to demolish two one-story hotel structures on the west side of the site and the area paved for additional parking.

On April 11, 2006, the HSPB identified and discussed in a public hearing the Oasis Commercial Building as one of approximately 50 properties in the 2004 survey possessing characteristics that may qualify it for local, state or national designation as a historic site.

On January 8, 2007 the HSPB initiated the study and investigation of this site for possible recommendation to City Council for Class 1 designation.

On August 21, 2007, the Historic Site Preservation Board voted 5 to 1 (Saunders opposed) to recommend that City Council designate the Oasis Commercial Building, a Class I Historic Site in accordance with Municipal Code Section 8.05. HSPB Resolution #55 is attached.

ANALYSIS

The site is a 1.35-acre parcel in the Central Business District located at the southwest corner of South Palm Canyon Drive and Tahquitz Canyon Drive in downtown Palm Springs. To the south is the Oasis Hotel Tower and commercial storefront that were integral parts of the Oasis Hotel designed by Lloyd Wright in 1923. To the east is the historic Wellwood Murray Library. To the north is the vacant Bank of America building (corner of the Fashion Plaza site). There is a parking lot on the western portion of the site and smaller boutique hotels to the west.

The Oasis Commercial Building at 101-121 South Palm Canyon Drive, completed in 1953, was designed in the International Style by the architectural firm of Williams, Williams & Williams, Architects. E. Stewart Williams, FAIA, was the partner-in-charge of its design. The building was constructed as a retail and office block for the Western

Hotels, Inc., then owners of the Oasis Hotel. The building is a steel frame structure with extensive use of glass, native stone, aluminum and cement plaster stucco.

The subject property is an excellent example of the International Style of architecture. The building is a flat-roofed rectangular volume approximately 154 feet wide by 128 feet deep and about 30 feet high. The first floor retail area is very transparent with large, butt-glazed, frameless glass panels. The second floor office area is a solid block-like volume with horizontal strip windows. A small projection on the southwest corner houses the elevator and connects the new structure to the original Oasis Hotel to the south. Additional discussion of the property is found on the attached HSPB staff report.

The building's design is in direct response to its site. An outdoor light well, visible from Palm Canyon Drive, allows light to penetrate the interior of the building while creating an inviting outdoor space at street level that is sheltered from the sun. Large east-facing windows at both the first and second floor are shielded from the intense desert sun by wide flat overhangs that create the signature box-like second story element of the building. The north façade takes advantage of high quality northerly light at the office level with a long expansive grid of glass. At street level, showcase windows in stainless steel "picture frames" provided eye-catching display of retail goods along Tahquitz Canyon Way.

The building has undergone minimal physical changes and retains a high degree of architectural and historical integrity. Early photographs show a coordinated signage program for the commercial tenants which has since been removed (see attached HSPB staff report). Lettering style and color are recognized and permitted as part of commercial branding in the City's sign ordinance. In the case of the Oasis Commercial Building, the newer box-cut, internally illuminated trademark lettering and signage above the canopy could be replaced over time, with bottom-lit aluminum block lettering consistent with the original commercial signage.

REQUIRED FINDINGS

As noted above, Section 8.05.020 of the Municipal Code provides the definition of an 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.*" Based on the above analysis and the Historic Resources Report, Staff has concluded that the Oasis Commercial Building at 101-121 South Palm Canyon Drive meets the definition of an historic site because of its location, design, setting, materials, workmanship and aesthetics. Furthermore, the building possesses qualities defined under criteria 2, 3, 4 and 5 from Municipal Code Section 8.05.020 as noted below:

History: Persons

(2) *That is associated with lives of persons who made meaningful contribution to national, state or local history as follows:*

Milton F. Kreis was an active merchant in downtown Palm Springs, at one time owning and/or operating five drug stores or restaurants along Palm Canyon Drive as well as in Los Angeles, San Francisco and other cities. He was active in civic affairs and chaired the city's Parking and Traffic Commission. His drug store was the anchor retail space in the Oasis Commercial Building and in its day, the store was referred to as a "Palm Springs Landmark." Kreis was a figure of importance in California and in Palm Springs and the Oasis Commercial Building was associated with his accomplishments. As such, the building is associated with a person of importance to the community, thereby qualifying it as eligible for listing on the local, California and National Registries.

Architecture

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

The Oasis Commercial Building is an outstanding example of the bold modern architecture that became a trademark of Palm Springs from the 1940's through the 1960's. Prior to that period, Palm Springs consisted primarily of revival style architecture; borrowing on and replicating the detailing and aesthetic of Spanish Colonial and Mission styles of the past. The optimism and "confidence in the future" that was prevalent in the United States during the post-war period was enthusiastically expressed in commercial and residential architecture in Palm Springs. Architects, aware of striking examples of modern architecture such as the Villa Savoye and the 1939 Brazilian World's Fair Pavilion, created sophisticated adaptations of those buildings for their Palm Springs clients. The Oasis Commercial Buildings is one of a small number of buildings in Palm Springs where this direct "lineage" to some of the world's most important icons of the Modern architectural movement can be seen. Because of this, the Oasis Commercial Building exemplifies the post-war period in Palm Springs and nationally.

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

The Oasis Commercial Building is an outstanding example of using a light steel frame construction system to free the design from the heavy "grounded" appearance of more traditional load-bearing wall construction. The thin free-standing columns support the solid mass of the second floor and give the building a dramatic and unusual appearance when compared to the heavier revival style masonry buildings nearby. The integration of technologically-advanced materials such as the "free-standing" stainless steel door frames, mill-finished anodized aluminum railings and panels, and the use of very large, butt-glazed "frameless" glass panels all reflect a refinement and quality of construction that was uncommon for its age and even rare by current standards. These construction methods and technologies allowed the architect to create a powerful example of International Style Modernism and make the Oasis Commercial Building a distinctive and very important building in Palm Springs.

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

E. Stewart Williams was a master architect, and has been recognized for greatness in his field. Upon his death, an editorial in "The Desert Sun" stated: "If any single man can be cited for giving Palm Springs its place in architectural history, it's E. Stewart Williams." Williams' Oasis Commercial Building possesses high artistic value as expressed in its design, proportions, details and engineering. The Oasis Commercial Building is among the finest examples of E. Stewart Williams' mastery as an architect and designer.

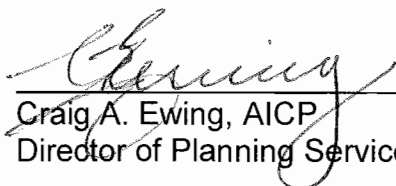
ENVIRONMENTAL ASSESSMENT

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. As of the writing of this report, staff has not received any inquiries on this matter.

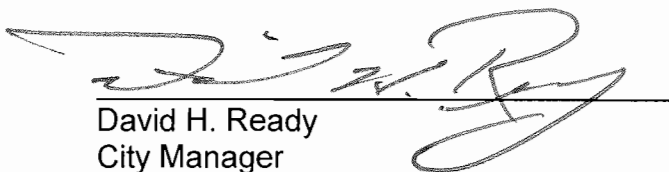
FISCAL IMPACT: No fiscal impact.



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 City Council Resolution
2. Vicinity Map
3. Resolution #55 of the HSPB
4. HSPB meeting minutes dated July 10 and August 21, 2007
5. HSPB staff reports dated July 10 and August 21, 2007
6. Assessment Report, August 2007
7. 2004 Citywide Historic Resources Sheets on Invernada

RESOLUTION NO. _____

OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, DESIGNATING 101-121 SOUTH PALM CANYON DRIVE, THE OASIS COMMERCIAL BUILDING, A CLASS ONE HISTORIC SITE

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

WHEREAS, on January 8, 2007, the Historic Site Preservation Board (Board) filed an application for Historic Site Designation of the Oasis Commercial Building; and

WHEREAS, notice of a public hearing of the Board of the City of Palm Springs to consider designation of the Oasis Commercial Building as a Class 1 historic site was issued in accordance with applicable law; and

WHEREAS, on July 10, 2007 and August 21, 2007, the Board conducted a public hearing in accordance with applicable law, following which hearing the Board adopted a recommendation to the City Council that the Oasis Commercial Building be designated a Class 1 Historic Site; and

WHEREAS, on July 22, 2009, the City Council conducted a public hearing, following notification in the manner prescribed by law, at which hearing the Council received a staff report, associated exhibits and historical research, and written and oral testimony; and

WHEREAS, the City Council has reviewed and considered all of the evidence in connection with the proposed designation, including but not limited to the staff report, application and 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. That the proposed designation is Categorically Exempt from environmental review, in accordance with Section 15331 (Historical Resources Restoration/Rehabilitation) of the California Environmental Quality Act (CEQA), as the proposed designation meets the conditions outlined for preservation of a historic resource.

SECTION 2. That the proposed designation conforms to the criteria for Class 1 historic designation, as contained in Section 8.05.020.a of the Palm Springs Municipal Code, as follows:

Criterion 1: *That is associated with lives of persons who made meaningful contribution to national, state or local history as follows:*

Milton F. Kreis was an active merchant and business man, owning and/or operating five drug stores or restaurants along Palm Canyon Drive as well as retail locations in Los Angeles, San Francisco and other cities. He was active in civic affairs and chaired the city's Parking and Traffic Commission. His MLK Drug Store was the anchor retail space in the Oasis Commercial Building and in its day, the store was referred to as a "Palm Springs Landmark." Kreis was a figure of importance in California and in Palm Springs and the Oasis Commercial Building was associated with his accomplishments thereby qualifying it as eligible for listing on the local, California and National Registries.

Criterion 2: *That reflects or exemplifies a particular period of the national, state or local history as follows:*

The Oasis Commercial Building is an outstanding example of the bold modern architecture that became a trademark of Palm Springs from the 1940's through the 1960's. Prior to that period, Palm Springs consisted primarily of revival style architecture; borrowing on and replicating the detailing and aesthetic of Spanish Colonial and Mission styles of the past. The optimism and "confidence in the future" that was prevalent in the United States during the post-war period was enthusiastically expressed in commercial and residential architecture in Palm Springs. Architects, aware of striking examples of modern architecture such as the Villa Savoye and the 1939 Brazilian World's Fair Pavilion, created sophisticated adaptations of those buildings for their Palm Springs clients. The Oasis Commercial Buildings is one of a small number of buildings in Palm Springs where this direct "lineage" to some of the world's most important icons of the Modern architectural movement can be seen. Because of this, the Oasis Commercial Building exemplifies the post-war period in Palm Springs and nation-wide.

Criterion 3 *That embodies the distinctive characteristics of a type, period or method of construction:*

The Oasis Commercial Building is an outstanding example of using a light steel frame construction system to free the design from the heavy "grounded" appearance of more traditional load-bearing wall construction. The thin free-standing columns supporting the solid mass of the second floor give the building a dramatic and unusual appearance when compared to the heavier revival style masonry buildings nearby. The integration of maintenance-free and technologically-advanced materials such as the "free-standing" stainless steel door frames, mill-finished anodized aluminum railings and panels, and the use of very large, butt-glazed "frameless" glass panels all reflect a refinement and quality of construction that was uncommon for its age and even rare by current standards of most retail and commercial buildings. These construction methods and technologies allowed the architect to create

a powerful example of International Style Modernism and make the Oasis Commercial Building a distinctive and very important building in Palm Springs.

Criterion 4: That represents the work of a master builder...or architect whose individual genius influenced his age; or that possesses high artistic value:

E. Stewart Williams was a master architect, and has been recognized for greatness in his field. Upon his death, an editorial in "The Desert Sun" stated: "If any single man can be cited for giving Palm Springs its place in architectural history, it's E. Stewart Williams." Williams' Oasis Commercial Building possesses high artistic value as expressed in its design, proportions, details and engineering. The Oasis Commercial Building is among the finest examples of E. Stewart Williams' mastery as an architect and designer.

SECTION 4. That the Oasis Commercial Building at 101-121 South Palm Canyon Drive, Palm Springs, California is hereby designated a Class 1 Historic Site subject to the following conditions:

1. The property owner shall permit the City to place a historic marker on the Oasis Commercial Building of the City's choosing. The marker shall be placed in a location visible from the public right-of-way. The owner shall maintain the marker in the location installed and pay for the replacement cost if the plaque is lost, stolen, or otherwise removed from the property.
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 HSPB review pursuant Municipal Code Ordinance 8.05.180.
3. No permit shall be issued for the alteration of the exterior, including any and all of the defining elements and characteristics without prior approval by the Historic Site Preservation Board.
4. 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.
5. Any alterations or modifications to the exterior approved prior to the designation of this site by the City Council shall be deemed 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:

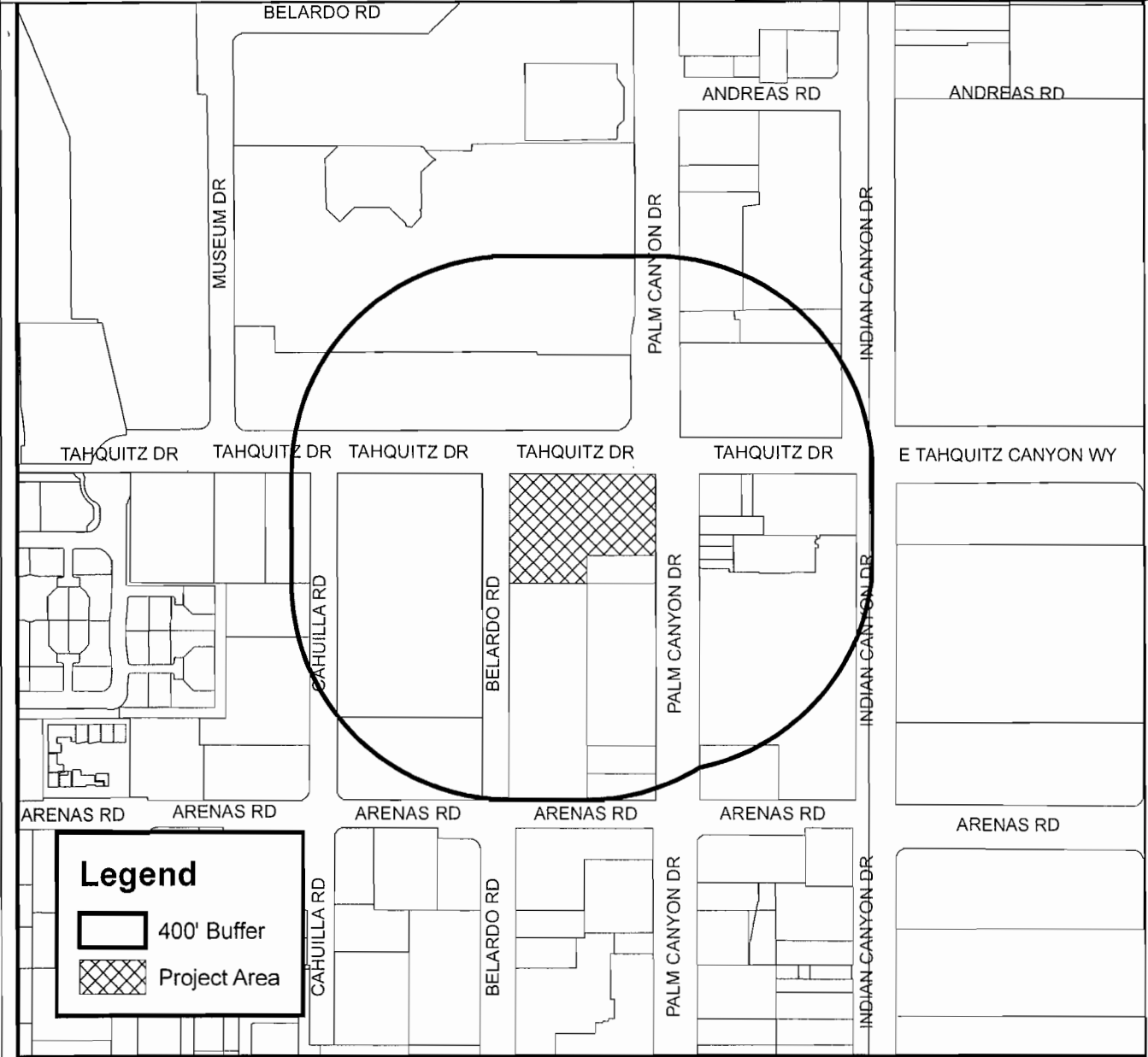
AYES:
NOES:
ABSENT:
ABSTAIN:

James Thompson, City Clerk
City of Palm Springs, California



ary



Department of Planning Services Vicinity Map



Legend

-  400' Buffer
-  Project Area

CITY OF PALM SPRINGS

CASE NO: HSPB #55
 "The Oasis Commercial Building"

APPLICANT: City of Palm Springs

DESCRIPTION: Consider an application to designate "The Oasis Commercial Building" at 101-121 South Palm Canyon Drive as a Class 1 Historic Site #55.

RESOLUTION NO. 55

OF THE HISTORIC SITE PRESERVATION BOARD OF
THE CITY OF PALM SPRINGS, CALIFORNIA,
RECOMMENDING THAT THE CITY COUNCIL
DESIGNATE 101-121 SOUTH PALM CANYON DRIVE,
THE OASIS COMMERCIAL BUILDING AS CLASS ONE
HISTORIC SITE – HSPB 55.

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

WHEREAS, on January 8, 2007, the Historic Site Preservation Board (HSPB) filed an application for Historic Site Designation of the Oasis Commercial Building; and

WHEREAS, notice of a public hearing of the HSPB of the City of Palm Springs to consider designation of the Oasis Commercial Building as a Class 1 historic site was issued in accordance with applicable law; and

WHEREAS, on July 10, 2007 and August 21, 2007, the HSPB conducted a public hearing in accordance with applicable law to consider designation of the Oasis Commercial Building as a Class 1 historic site; and

WHEREAS, the designation of the Oasis Commercial Building shall further the purpose and intent of Chapter 8.05; and

WHEREAS, the designation of the Oasis Commercial Building shall promote the sensitive preservation of said site; and

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

1. In 1953, the owners of the Oasis Hotel (Western Hotels, Inc.) commissioned Williams, Williams & Williams, Architects AIA (E. Stewart Williams partner-in-charge of Design) to design a multi-use retail and office building at 101-121 South Palm Canyon Drive in Palm Springs.
2. The character-defining features of the building include its massing and proportions; its late International Style architecture utilizing long expanses of glass including butt-glazed glass at the retail level, the round mosaic-clad columns, aluminum and stainless steel detailing including stainless steel “picture frame” windows and self-supporting door frames at retail level, the native stone

vener walls, the open plaza-like quality of the Palm Canyon Drive frontage, the un-decorated and un-ornamented surfaces, strong linear facades, “floating” second level, sculptural exterior stair at the northeast corner, aluminum screen wall and railing at the second floor level, the open courtyard, and other details as described in the Historic Structure Report.

3. The building stands as an excellent example of the revolutionary thinking in commercial building of its time, in which the small scale Spanish Colonial revival style retail buildings of the past century gave way to a second generation of more sophisticated contemporary commercial structures for which Palm Springs has become internationally famous.

THE HISTORIC SITE PRESERVATION BOARD HEREBY FINDS AS FOLLOWS:

Criterion 1: That is associated with lives of persons who made meaningful contribution to national, state or local history as follows:

Milton F. Kreis was an active merchant and business man, owning and/or operating five drug stores or restaurants along Palm Canyon Drive as well as retail locations in Los Angeles, San Francisco and other cities. He was active in civic affairs and chaired the city’s Parking and Traffic Commission. His MLK Drug Store was the anchor retail space in the Oasis Commercial Building and in its day, the store was referred to as a “Palm Springs Landmark.” Kreis was a figure of importance in California and in Palm Springs and the Oasis Commercial Building was associated with his accomplishments thereby qualifying it as eligible for listing on the local, California and National Registries.

Criterion 2: That reflects or exemplifies a particular period of the national, state or local history as follows:

The Oasis Commercial Building is an outstanding example of the bold modern architecture that became a trademark of Palm Springs from the 1940’s through the 1960’s. Prior to that period, Palm Springs consisted primarily of revival style architecture; borrowing on and replicating the detailing and aesthetic of Spanish Colonial and Mission styles of the past. The optimism and “confidence in the future” that was prevalent in the United States during the post-war period was enthusiastically expressed in commercial and residential architecture in Palm Springs. Architects, aware of striking examples of modern architecture such as the Villa Savoye and the 1939 Brazilian World’s Fair Pavilion, created sophisticated adaptations of those buildings for their Palm Springs clients. The Oasis Commercial Buildings is one of a small number of buildings in Palm Springs where this direct “lineage” to some of the world’s most important icons of the Modern

architectural movement can be seen. Because of this, the Oasis Commercial Building exemplifies the post-war period in Palm Springs and nation-wide.

Criterion 3 That embodies the distinctive characteristics of a type, period or method of construction:

The Oasis Commercial Building is an outstanding example of using a light steel frame construction system to free the design from the heavy “grounded” appearance of more traditional load-bearing wall construction. The thin free-standing columns supporting the solid mass of the second floor give the building a dramatic and unusual appearance when compared to the heavier revival style masonry buildings nearby. The integration of maintenance-free and technologically-advanced materials such as the “free-standing” stainless steel door frames, mill-finished anodized aluminum railings and panels, and the use of very large, butt-glazed “frameless” glass panels all reflect a refinement and quality of construction that was uncommon for its age and even rare by current standards of most retail and commercial buildings. These construction methods and technologies allowed the architect to create a powerful example of International Style Modernism and make the Oasis Commercial Building a distinctive and very important building in Palm Springs.

Criterion 4: That represents the work of a master builder...or architect whose individual genius influenced his age; or that possesses high artistic value:

E. Stewart Williams was a master architect, and has been recognized for greatness in his field. Upon his death, an editorial in “The Desert Sun” stated: “If any single man can be cited for giving Palm Springs its place in architectural history, it’s E. Stewart Williams.” Williams’ Oasis Commercial Building possesses high artistic value as expressed in its design, proportions, details and engineering. The Oasis Commercial Building is among the finest examples of E. Stewart Williams’ mastery as an architect and designer.

NOW, THEREFORE, BE IT RESOLVED that based upon the foregoing, the Historic Site Preservation Board recommends that the City Council designate the Oasis Commercial Building at 101-121 South Palm Canyon Drive, Palm Springs, California as a Class 1 Historic Site subject to the following conditions:

1. The property owner shall permit the City to place a historic marker on the Oasis Commercial Building of the City’s choosing. The marker shall be placed in a location visible from the public right-of-way. The owner shall maintain the marker

in the location installed and pay for the replacement cost if the plaque is lost, stolen, or otherwise removed from the property.

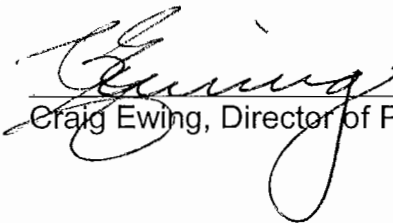
2. All future exterior modifications including but not limited to building, site, landscaping, lighting, walls, and fences shall require Architectural Approval pursuant to Section 94.04.00 of the Palm Springs Zoning Ordinance and HSPB review pursuant Municipal Code Ordinance 8.05.180.
3. No permit shall be issued for the alteration of the exterior, including any and all of the defining elements and characteristics without prior approval by the Historic Site Preservation Board.
4. That the City Clerk submit the Council Resolution to the County recorder for recordation within 90 days of the effective date of this resolution.
5. Any alterations or modifications to the exterior approved prior to the designation of this site by the City Council shall be deemed acceptable.

ADOPTED this 21st day of August, 2007.

AYES: 5
NOES: 1 (Saunders)
ABSENT: 1 (Riley)
ABSTENTIONS: 0

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA



Craig Ewing, Director of Planning



Loretta D. Hoffert
Historic Site Preservation Board Secretary

Craig Ewing, Director of Planning, joined the meeting and explained that this property has ten individual lots and there is no City authority to prevent the sale of one or more of the separate lots. The staff recommendation is based on those other lots being sold and owned separately. If the Board wants to include the setting and cover the garden on a separate lot and the new owners wanted to build on that separate lot, there would be a potential dilemma. Staff is recommending that the Board only focus on the lots on which there are structures and not the larger setting – not because setting is not important, but because there are ten lots involved and each of them could be sold individually.

Board member Strahl pointed out that Lot 1 contains the driveway to get to Lots 2 and 3 where the house is situated – so if the house and its buildings are designated, how does one access it?

Director Ewing advised that the applicant could apply for a new driveway if an alternative driveway is possible by petitioning Public Works for a new encroachment for a separate driveway located within the lots on which the structure sits and give up the driveway on the other lot.

Staff member Lyon explained that “setting” is the notion of existing conditions around a building that are reflective of the historic period for which the building is significant.

Board member Saunders asked staff, in prior situations such as this, have letters been received from homeowners telling staff that they are not interested in their properties being designated and how has this situation been handled?

In some instances the property owner supports the designation and some owners do not support designations. In the Dr. Scholl case, HSPB initiated the study and the stay of demolition to have time to consider the site. It came about because the home owner had submitted a demolition application. There have been instances where the City has proceeded with historic designation over the objection of the property owner(s) – if the City has deemed the property important enough to be preserved as a significant asset to the community.

After further Board discussion, Board member Grattan moved to approve Option 3 of the Staff Report...“Designate only the house and naturalized landscape on the two lots on which the house is sited a Class 1 Historic Site, and allow the demolition of the pool and cabana such that the remaining lots may be sold separately.” Board member Riley seconded the motion.

Vote: M/S/C (Grattan/Riley) to approve the motion as stated above – 4 Yes, 2 No, 1 Absent, 0 Abstentions).

- ➔ B. HSPB #55 – Class 1 Designation of the Oasis Commercial Building,
101-121 South Palm Canyon Drive, Palm Springs, CA
Possible Action: Recommend Class 1 Historic Site Designation to City Council

On January 8, 2007, HSPB initiated the study and investigation of the site for possible recommendation to the City Council. The Oasis Commercial Building was included as one of the 200 historic properties in the 2004 Historic Resources Survey of Palm Springs properties. On January 11, 2006, a demolition permit was issued to demolish two one-story hotel structures on the west side of the site and the area was paved for additional parking. April 11, 2006, HSPB identified the Oasis Commercial Building as one of 53 properties having characteristics that may qualify it for local, state, or national historic designation. Staff has evaluated this property and found that it does possess qualities possible for historic designation. The building’s exterior form is (page 4 of the Staff Report) reflective of Villa Savoye, a very noteworthy 1920’s building by Swiss Architect Le Corbusier. The

Oasis building is also reflective of ~~the~~ Oscar Niemeyer's Brazilian Pavilion of the 1939 New York World's Fair. Photos are included in the Staff Report. The Oasis Commercial Building was designed by local architect E. Stewart Williams and built in 1953 in the desert modern style. The defining characteristics (2, 3, 4 & 5) of what makes a property historic are found on pages 7 and 8 of the Staff Report.

Staff recommends that the HSPB refer 101-121 South Palm Canyon Drive (Oasis Commercial Building) to the City Council for Class 1 Historic Site #55 designation.

PUBLIC COMMENTS:

Robert Imber, P. S. Modern Tours, encouraged HSPB to recommend this property for Class 1 Historic Site designation.

Peter Moruzzi, President of the P.S. Modern Committee, stated this is truly one of the most important historic buildings in Palm Springs.

PUBLIC COMMENTS CLOSED.

Staff noted a letter was received from the building owner requesting the item be continued to allow time for more owner-study.

Board member Strahl supported this owners request for a continuance.

Board member J. Williams thanked Patrick McGrew for the great historic assessment on the Oasis Commercial Building and asked about the eight criteria used, when staff and HSPB generally use only seven. Is there any particular value to having the owner do additional research than what has already been done through the Board, Staff, and interested parties?

Staff member Lyon explained that the eighth characteristic is the opening definition of a historic site in Chapter 8.05 which says...."A Historic Site is any real property...." then there is a list of seven items that comprise the historic definition. The author of this current report, Patrick McGrew, is an architectural historian and holds substantial qualifications. The Board needs to decide whether the request by the owner will provide additional information that will alter or change the Board's decision. The owner has expressed opposition to having his building designated a Class 1 Historic Site and wants to provide additional information that may or may not change the Board's direction on the Oasis Commercial Building.

Board member Riley commented that Patrick McGrew's report was spectacular and feels that continuing this may be a delaying tactic.

Board member Grattan also felt the report was a superb historic analysis by Mr. McGrew, and several tenants in the building are architects, so it has attracted architectural interest for some time.

Board member Strahl commented that Mr. McGrew's report is one of the best this Board has reviewed, but cautioned about not waiting for ~~the value of any~~ additional information – more information is better information. There is on-going construction on that building every day... he is concerned that alterations may continue in the next two or three months while waiting for this new report.

Staff member Lyon stated that the on-going work is permitted work. La Plaza and the El Mirador Garage are multi-tenant buildings that are Class 1 Sites similar to this one.

Board member Saunders stated she feels more comfortable having as much information as possible to make as clear and good decision.

Board member J. Williams feels the Board should wait until September and hear the additional information from the owner.

There was Board concern that approving this request for continuance could possibly set a precedent for others to follow this procedure in future.

Board member Riley moved to continue this item.

Brian Strahl suggested the motion be amended to state: "Continue this item to a Special Adjourned Meeting in August 2007, date to be selected by this Board, to allow the Oasis Commercial Building owner time to submit additional information.

Vote: M/S/C (Riley/Williams) moved to approve the amended motion above stated by Mr. Strahl (6 Yes, 0 No, 1 Absent, 0 Abstentions).

~~CERTIFICATE OF APPROVAL REQUESTS:~~

~~Case No. 3.1098 – Application by Cactusberry for Awning Fabric Replacement, Signage, and Umbrella Seating at 116 La Plaza in the La Plaza Historic Site #22.~~

~~Planning Technician Chris Ison described the project and application. Color photos were passed to members. Staff has evaluated the application, colors, project, etc. and feels it is appropriate and consistent with the exterior of other businesses within La Plaza Center and recommends HSPB approval.~~

~~PUBLIC COMMENTS:~~

~~Owner, Darron Dahle, described the project, explained that he was not aware he had to come before HSPB, the owner of La Plaza is aware and had approved the project, but made no mention of this procedure. The awning has been there 16 years and needs replacement and the signage meets the City's Signage Program requirements.~~

~~Peter Moruzzi, President of P.S. ModCom, stated his concern and asked for clarification as to how is it possible that one of the most historic sites in Palm Springs could have gone through this process and been issued a permit without going before this Board.~~

~~PUBLIC COMMENTS CLOSED.~~

~~Board members are concerned that the La Plaza property owner is not advising new and/or existing tenants of the requirements of this important Palm Springs Historic Site - - that any exterior renovations or modifications must come before the Historic Site Preservation Board for review and approval. It is incumbent upon HSPB and staff to advise this and other property owners of the Historic Ordinance requirements for designated properties.~~

~~Staff responded that the awning was replaced on an existing awning structure, the bollards, etc. were installed without application to the City. It was cited by Code Enforcement, the applicant has~~

6. REPORT FROM THE CHAIR:

- (1) The Architectural Advisory Committee denied approval of the Wessman Baristo Lofts project (300 South Palm Canyon Drive – Santa Fe Federal Building) at their meeting August 20, 2007.
- (2) The AAC also advised Washington Mutual not to have a shade structure over the ATM – they would like to see it removed and nothing put in its place.
- (3) The California Preservation Foundation will hold a conference here in Palm Springs in late April or early May 2009. There will be a planning meeting here in November 2007. Board will be kept apprised.

7. PUBLIC HEARINGS:

- A. Case No. HSPB #55 – Class 1 Designation of the Oasis Office Building
101-121 South Palm Canyon Drive, Palm Springs, CA
Continued from July 10, 2007 Meeting
Possible Action: Class 1 Designation recommendation

Staff explained the staff report and the new historic assessment report from the applicant – all provided in Board packets.

PUBLIC COMMENTS – Oasis Office Building at 101-121 South Palm Canyon Drive:

Steve Lyle, one of the owners of the Oasis building, urged the Board not to recommend the Oasis Office Building for Class 1 Historic Designation.

Tony Merchell, P.S. Modern Committee, stated that the Modern Committee supports designating the Oasis Commercial Building for Class 1 Historic Site designation.

William Kopelk, President, of the P.S. Preservation Foundation, spoke in favor of designation to a Class 1 Historic Site.

Robert Imber, P.S. Modern Tours, spoke in favor of designation to a Class 1 Historic Site.

DISCUSSION:

Staff explained that this is a private building, so the Board can only evaluate the exterior of this building.

Board member S. Saunders suggested the Oasis Building be designated Class 2.

After Board discussion, **(B. Strahl/J. Nelson) moved that the Oasis Office Building at 101- 121 South Palm Canyon Drive, Palm Springs, CA be recommended to Council for Class 1 Historic Site designation (5 Yes, 1 No, 1 Absent, 0 Abstentions).**

- ~~B. HSPB #56 – Class 1 Designation of Invernada, a private residence at 657 North Via Miraleste, Palm Springs, CA
Possible Action: Class 1 Historic Site Designation Recommendation~~

~~This residence was identified in the 2004 Historic Resources Survey, and owner is supportive of designation of “Invernada” (approx. 2 acres) to a Class 1 Historic Site. Staff also received a letter from Kenneth & Mary Lou Feenstra supporting designation of Invernada.~~



Historic Site Preservation Board Staff Report

Date: July 10, 2007

Case No.: HSPB – 55 The Oasis Commercial Building

Application Type: Class 1 Designation Application

Location: 101-121 South Palm Canyon Drive

Applicant: The City of Palm Springs

Zone: CBD (Central Business District)

APN: 513-143-009 General Plan CBD, Section 15

From: Ken Lyon, Associate Planner

PROJECT DESCRIPTION

An application by The Historic Site Preservation Board (HSPB) of the City of Palm Springs to recommend to City Council the designation of 101-121 South Palm Canyon Drive, the Oasis Commercial Building as a Class 1 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 building consistent with that ordinance,
3. Grant possible property tax reduction opportunities to the owner under the State of California Mills Act.

RECOMMENDATION

That the HSPB recommend to the City Council the designation of 101-121 South Palm Canyon Drive as a Class 1 Historic Site. A draft resolution is attached for consideration.

PRIOR ACTIONS

In 2004, the Oasis Commercial Building was included among 200 properties in the City's 2004 Historic Resources Survey.

On January 11, 2006 a demolition permit (C 14781) was issued to demolish two one-story hotel structures on the west side of the site and the area paved for additional parking.

On April 11, 2006, the HSPB identified and discussed in a public hearing the Oasis Commercial Building as one of approximately 50 properties in the 2004 survey possessing characteristics that may qualify it for local, state or national designation as a historic site.

On January 8, 2007 the HSPB initiated the study and investigation of this site for possible recommendation to City Council for Class 1 designation.

BACKGROUND AND SETTING

Definition of an Historic Site.

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

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

History

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*

Architecture

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*

Archeology

- 7. That has yielded or may be likely to yield information important to national, state or local history or prehistory.*

A Class 1 Historic Site may also qualify for historic designation at the federal, state and/or county level.

Designation of Historic Sites. The City Council is authorized to designate Historic Sites. The HSPB makes recommendations to the City Council that certain sites be designated as Historic Sites in accordance with Section 8.05.135 of the Municipal Code. The HSPB may initiate studies, surveys and investigations it deems necessary to adequately gather information in consideration of a recommendation.

Conditions that apply to Class 1 Historic Sites.

According to Section 8.05 of the Municipal Code, the following shall apply to a Class 1 Historic Site:

1. It shall meet the definition of an historic site as outlined in Municipal Code Section 8.05.020.
2. The City shall maintain an archival file on the property.
3. It may be qualified as 'historic' at the federal, state, and/or county level.
4. The structure/site may not be modified nor objects removed without the approval of the City Council.
5. The use may be limited by the City Council to the extent that it may impair the integrity of the site.
6. A marker explaining the historic nature of the site will be installed at the site.
7. Compliance with all rules and regulations for Historic Sites and Historic Districts under Article IV of Chapter 8.05 of the Municipal Code shall be required.

DESCRIPTION AND ANALYSIS

The site is a 1.35-acre parcel in the Central Business District located at the southwest corner of South Palm Canyon Drive and Tahquitz Canyon Drive in downtown Palm Springs. To the south is the Oasis Hotel Tower and commercial storefront that were integral parts of the Oasis Hotel designed by Lloyd Wright in 1923. To the east is the historic Wellwood Murray Library. To the north is the vacant Bank of America building (corner of the Fashion Plaza site). There is a parking lot on the western portion of the site and smaller boutique hotels to the west.

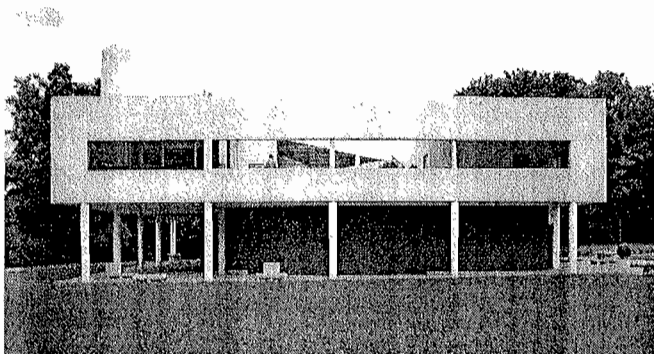
The Oasis Commercial Building at 101-121 South Palm Canyon Drive, completed in 1953, was designed in the International Style by the architectural firm of Williams, Williams & Williams, Architects. E. Stewart Williams, FAIA, was the partner-in-charge of its design. The building was constructed as a retail and office block for the Western Hotels, Inc., then owners of the Oasis Hotel. The building is a steel frame structure with extensive use of glass, native stone, aluminum and cement plaster stucco.

In order to assess the building's historic value, a Historic Structure Report (HSR) was prepared by Preservation Consultant Patrick McGrew that evaluates the building's history and architecture (see attachment). The HSR assesses the building's significance as follows:

The Oasis Commercial Building is an excellent example of the International Style of architecture. The building is a flat-roofed rectangular volume approximately 154 feet wide by 128 feet deep and about 30 feet high. The first floor retail area is very transparent with large, butt-glazed, frameless glass panels. The second floor office area is a solid block-like volume with horizontal strip windows. A small projection on the southwest corner houses the elevator and connects the new structure to the original Oasis Hotel to the south.

The building's design is in direct response to its site. An outdoor light well, visible from Palm Canyon Drive, allows light to penetrate the interior of the building while creating an inviting outdoor space at street level that is sheltered from the sun. Large east-facing windows at both the first and second floor are shielded from the intense desert sun by wide flat overhangs that create the signature box-like second story element of the building. The north façade takes advantage of high quality northerly light at the office level with a long expansive grid of glass. At street level, showcase windows in stainless steel "picture frames" provided eye-catching display of retail goods along Tahquitz Canyon Way.

The Oasis Commercial building's design, comprised of a large white volume resting upon a grid of thin round columns, recalls Swiss architect Le Corbusier's early modernist masterpiece the Villa Savoye - a classic exemplar of the International Style. Both buildings appear to hover above the ground plane supported only by thin concrete pilotis (slender columns) and both feature strip windows, a flat roof and a glassy lower level that stands free of the structural system.

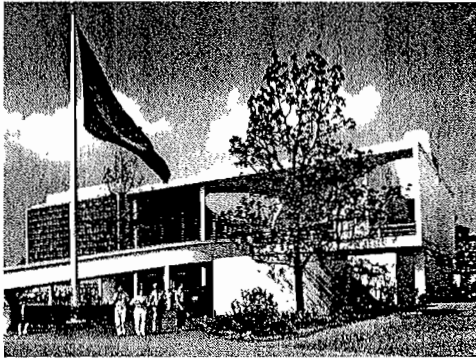


Villa Savoye, 1920's – Le Corbusier



Oasis Commercial – North Facade

Inspiration for the building's design can also clearly be seen in the main facade of Oscar Niemeyer's Brazilian Pavilion at the 1939 New York World Fair. Both buildings feature a white shadowboxed "floating" volume punctured by a light well open to the sky.



Brasilian Pavilion 1939 Oscar Niemeyer



Oasis Commercial Building – 1953 E. S. Williams

Other character-defining features of the Oasis Commercial building are the native stone walls; stainless steel door frames, large expanses of tempered glass, and stylized display windows with stainless steel "picture frames." The original door pulls were of teak (only one pair survives) and the flooring was terrazzo. The piloti (columns) are round, and faced with 1 by 1-inch mosaic tiles (now painted over) that terminate about a foot from the top of the columns. The upper level features a bridge element that forms one side of the light court and provides pedestrian access to offices on both sides of the courtyard. A vertical ribbed aluminum screen wall railing with vertical aluminum fins that align with the columns below complements the street elevation of the building. The east wall of the offices is set back from the railing and the large glass windows are protected from the sun by a deep overhang. The side elevations at the second floor feature horizontal strip windows framed in steel; a simple metal awning on the south and west elevations provides additional protection from the sun. The horizontal cubic form of the building with its strip windows, light coloration and metal trim exemplify the International Style.

An open stair set at an angle to the building at its northwest corner is designed to be both welcoming and sculptural. It provides visual interest to the flat smooth appearance of the west façade and was carefully placed to provide visible access to the office level from both the Palm Canyon Drive frontage and the parking areas behind the building.

The building has undergone minimal physical changes and retains a high degree of architectural and historical integrity. Early photographs show a coordinated signage program for the commercial tenants which has since been removed. (see photo on next page) Lettering style and color are recognized and permitted as part of commercial branding in the City's sign ordinance. In the case of the Oasis Commercial Building, the newer box-cut, internally illuminated trademark lettering and signage above the canopy could be replaced over time, with bottom-lit aluminum block lettering consistent with the original commercial signage.



Additional illuminated trademark lettering and signs located inside the glass wall below the canopy at the first floor could meet the contemporary demands of retail signage needs while restoring historic integrity of the building's original signage.

The Historic Resource Report notes that Emerson Stewart Williams (1909 – 2005) was an architect of national significance. Williams began his architectural career in 1934 and spent time early in his career in the office of noted industrial designer Raymond Loewy; during that tenure he participated in Loewy's 1939 New York World's Fair projects, where he viewed Niemeyer's Brazilian Pavilion first hand. In 1999 Mr. Williams was made a Fellow of the American Institute of Architects in recognition of his significant contribution to the Architectural profession. Williams, a prolific architect, designed many notable buildings in Palm Springs in addition to the Oasis Commercial Building including the Coachella Valley Savings and Loan / Prudential Real Estate Building (1956); the Coachella Valley Bank / Washington Mutual Building (1961); the Palm Springs Aerial Tramway Mountain Station (1964), and the Palm Springs Art Museum and addition (1968 and later).

REQUIRED FINDINGS

As noted above, Section 8.05.020 of the Municipal Code provides the definition of an 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."* Based on the above analysis and the Historic Resources Report, Staff has concluded that the Oasis Commercial Building at 101-121 South Palm Canyon Drive meets the definition of an historic site because of its location, design, setting, materials, workmanship and aesthetics. Furthermore, the building possesses qualities defined under criteria 2, 3, 4 and 5 from Municipal Code Section 8.05.020 as noted below:

History: Persons

(2) That is associated with lives of persons who made meaningful contribution to national, state or local history as follows:

Milton F. Kreis was an active merchant in downtown Palm Springs, at one time owning and/or operating five drug stores or restaurants along Palm Canyon Drive as well as in Los Angeles, San Francisco and other cities. He was active in civic affairs and chaired the City's Parking and Traffic Commission. His drug store was the anchor retail space in the Oasis Commercial Building and in its day, the store was referred to as a "Palm Springs Landmark." Kreis was a figure of importance in California and in Palm Springs and the Oasis Commercial Building was associated with his accomplishments. As such, the building is associated with a person of importance to the community, thereby qualifying it as eligible for listing on the local, California and National Registries.

Architecture

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

The Oasis Commercial Building is an outstanding example of the bold modern architecture that became a trademark of Palm Springs from the 1940's through the 1960's. Prior to that period, Palm Springs consisted primarily of revival style architecture; borrowing on and replicating the detailing and aesthetic of Spanish Colonial and Mission styles of the past. The optimism and "confidence in the future" that was prevalent in the United States during the post-war period was enthusiastically expressed in commercial and residential architecture in Palm Springs. Architects, aware of striking examples of modern architecture such as the Villa Savoye and the 1939 Brazilian World's Fair Pavilion, created sophisticated adaptations of those buildings for their Palm Springs clients. The Oasis Commercial Buildings is one of a small number of buildings in Palm Springs where this direct "lineage" to some of the world's most important icons of the Modern architectural movement can be seen. Because of this, the Oasis Commercial Building exemplifies the post-war period in Palm Springs and nationally.

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

The Oasis Commercial Building is an outstanding example of using a light steel frame construction system to free the design from the heavy "grounded" appearance of more traditional load-bearing wall construction. The thin free-standing columns support the solid mass of the second floor and give the building a dramatic and unusual appearance when compared to the heavier revival style masonry buildings nearby. The integration of technologically-advanced materials such as the "free-standing" stainless steel door frames,

mill-finished anodized aluminum railings and panels, and the use of very large, butt-glazed "frameless" glass panels all reflect a refinement and quality of construction that was uncommon for its age and even rare by current standards. These construction methods and technologies allowed the architect to create a powerful example of International Style Modernism and make the Oasis Commercial Building a distinctive and very important building in Palm Springs.

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

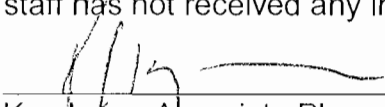
E. Stewart Williams was a master architect, and has been recognized for greatness in his field. Upon his death, an editorial in "The Desert Sun" stated: "If any single man can be cited for giving Palm Springs its place in architectural history, it's E. Stewart Williams." Williams' Oasis Commercial Building possesses high artistic value as expressed in its design, proportions, details and engineering. The Oasis Commercial Building is among the finest examples of E. Stewart Williams' mastery as an architect and designer.

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. As of the writing of this report, staff has not received any inquiries on this matter.



Ken Lyon, Associate Planner



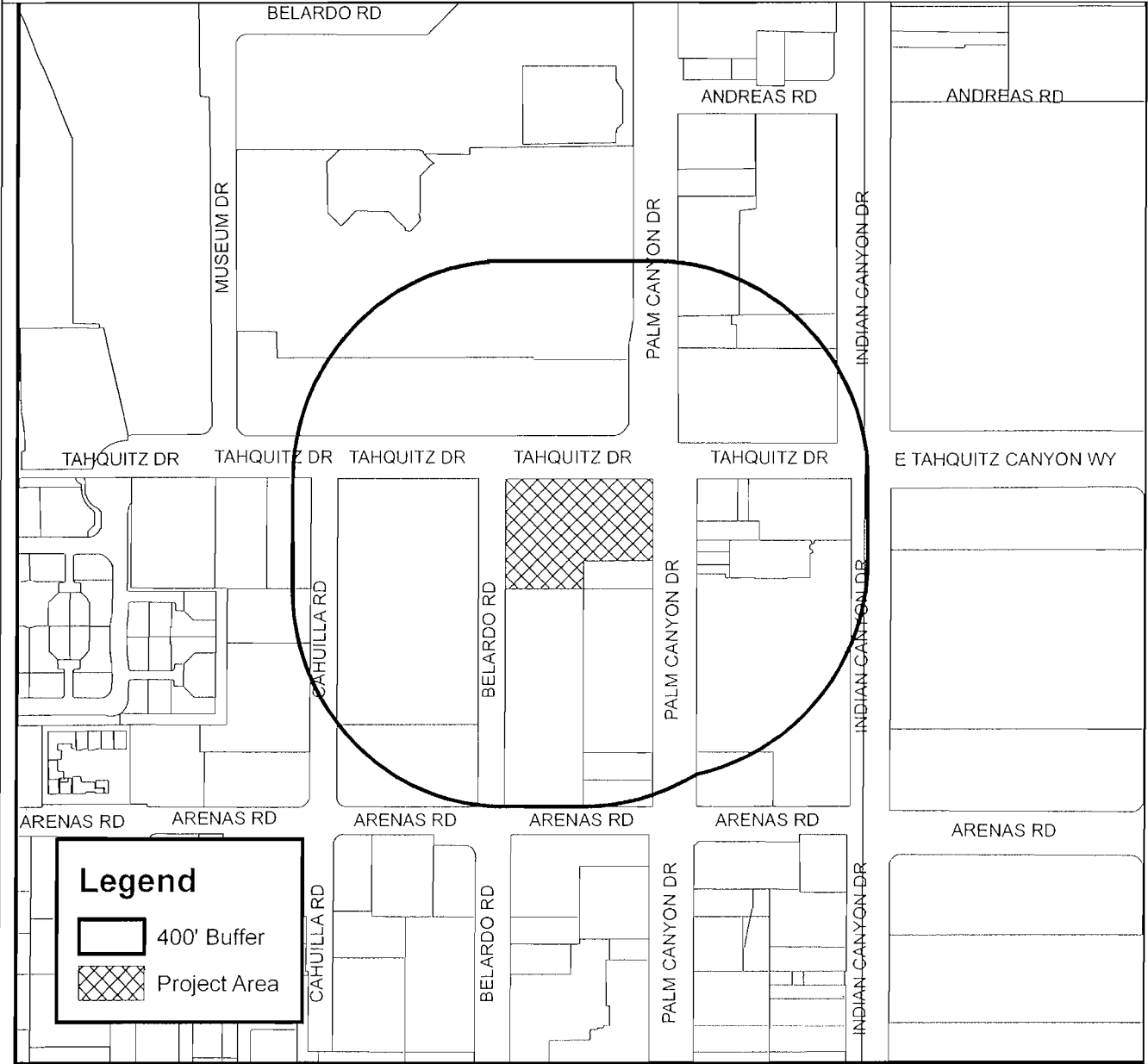
Craig A. Ewing, AICP, Director of Planning Services

ATTACHMENTS

1. Vicinity Map
2. Draft Resolution
3. Historic Structure Report
4. HSPB Site Designation Application
5. HSPB minutes of December 12, 2006
6. Copy of 2004 Citywide Historic Resources Survey page on Oasis Building



Department of Planning Services Vicinity Map



Legend

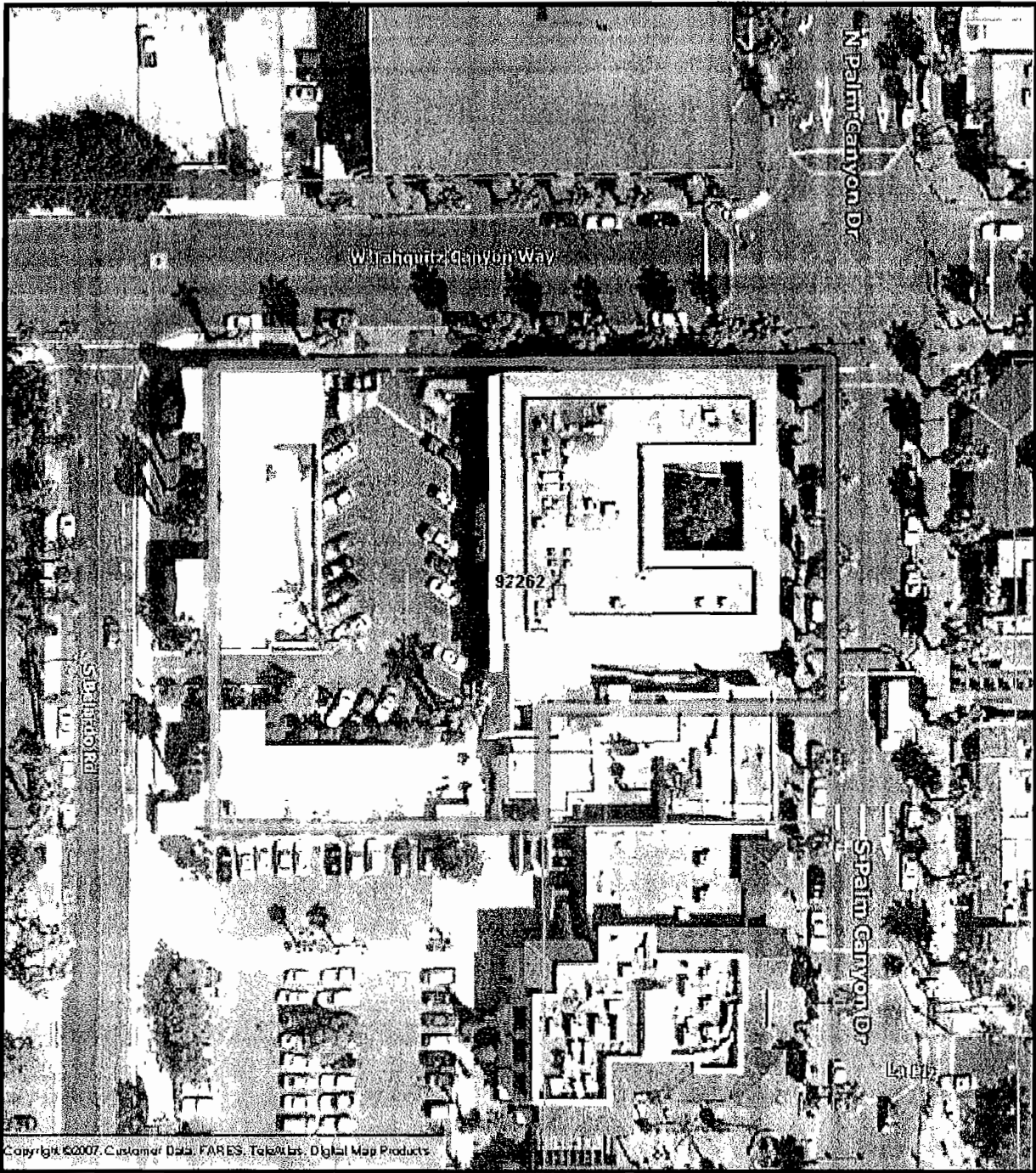
- 400' Buffer
- Project Area

CITY OF PALM SPRINGS

CASE NO: HSPB #55

APPLICANT: City of Palm Springs

DESCRIPTION: Consider an application to designate "The Oasis Commercial Building" at 101-121 South Palm Canyon Drive as a Class One Historic Site - #55.



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RESOLUTION NO. 55

OF THE HISTORIC SITE PRESERVATION BOARD OF
THE CITY OF PALM SPRINGS, CALIFORNIA,
RECOMMENDING THAT THE CITY COUNCIL
DESIGNATE 101-121 SOUTH PALM CANYON DRIVE,
THE OASIS COMMERCIAL BUILDING, A CLASS ONE
HISTORIC SITE

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

WHEREAS, on January 8, 2007, the Historic Site Preservation Board (HSPB) filed an application for Historic Site Designation of the Oasis Commercial Building; and

WHEREAS, notice of a public hearing of the HSPB of the City of Palm Springs to consider designation of the Oasis Commercial Building as a Class 1 historic site was issued in accordance with applicable law; and

WHEREAS, on July 10, 2007, the HSPB conducted a public hearing in accordance with applicable law to consider designation of the Oasis Commercial Building as a Class 1 historic site; and

WHEREAS, the designation of the Oasis Commercial Building shall further the purpose and intent of Chapter 8.05; and

WHEREAS, the designation of the Oasis Commercial Building shall promote the sensitive preservation of said site; and

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

1. In 1953, the owners of the Oasis Hotel (Western Hotels, Inc.) commissioned Williams, Williams & Williams, Architects AIA (E. Stewart Williams partner-in-charge of Design) to design a multi-use retail and office building at 101-121 South Palm Canyon Drive in Palm Springs.
2. The character-defining features of the building include its massing and proportions; its late International Style architecture utilizing long expanses of glass including butt-glazed glass at the retail level, the round mosaic-clad columns, aluminum and stainless steel detailing including stainless steel "picture frame" windows and self-supporting door frames at retail level, the native stone veneer walls, the open plaza-like quality of the Palm Canyon Drive frontage, the

un-decorated and un-ornamented surfaces, strong linear facades, “floating” second level, sculptural exterior stair at the northeast corner, aluminum screen wall and railing at the second floor level, the open courtyard, and other details as described in the Historic Structure Report.

3. The building stands as an excellent example of the revolutionary thinking in commercial building of its time, in which the small scale Spanish Colonial revival style retail buildings of the past century gave way to a second generation of more sophisticated contemporary commercial structures for which Palm Springs has become internationally famous.

THE HISTORIC SITE PRESERVATION BOARD HEREBY FINDS AS FOLLOWS:

Criterion 1: That is associated with lives of persons who made meaningful contribution to national, state or local history as follows:

Milton F. Kreis was an active merchant and business man, owning and/or operating five drug stores or restaurants along Palm Canyon Drive as well as retail locations in Los Angeles, San Francisco and other cities. He was active in civic affairs and chaired the city's Parking and Traffic Commission. His MLK Drug Store was the anchor retail space in the Oasis Commercial Building and in its day, the store was referred to as a “Palm Springs Landmark.” Kreis was a figure of importance in California and in Palm Springs and the Oasis Commercial Building was associated with his accomplishments thereby qualifying it as eligible for listing on the local, California and National Registries.

Criterion 2: That reflects or exemplifies a particular period of the national, state or local history as follows:

The Oasis Commercial Building is an outstanding example of the bold modern architecture that became a trademark of Palm Springs from the 1940's through the 1960's. Prior to that period, Palm Springs consisted primarily of revival style architecture; borrowing on and replicating the detailing and aesthetic of Spanish Colonial and Mission styles of the past. The optimism and “confidence in the future” that was prevalent in the United States during the post-war period was enthusiastically expressed in commercial and residential architecture in Palm Springs. Architects, aware of striking examples of modern architecture such as the Villa Savoye and the 1939 Brazilian World's Fair Pavilion, created sophisticated adaptations of those buildings for their Palm Springs clients. The Oasis Commercial Buildings is one of a small number of buildings in Palm Springs where this direct “lineage” to some of the worlds most important icons of the Modern architectural movement can be seen. Because of this, the Oasis Commercial Building exemplifies the post-war period in Palm Springs and nation-wide.

Criterion 3 *That embodies the distinctive characteristics of a type, period or method of construction:*

The Oasis Commercial Building is an outstanding example of using a light steel frame construction system to free the design from the heavy “grounded” appearance of more traditional load-bearing wall construction. The thin free-standing columns supporting the solid mass of the second floor give the building a dramatic and unusual appearance when compared to the heavier revival style masonry buildings nearby. The integration of maintenance-free and technologically-advanced materials such as the “free-standing” stainless steel door frames, mill-finished anodized aluminum railings and panels, and the use of very large, butt-glazed “frameless” glass panels all reflect a refinement and quality of construction that was uncommon for its age and even rare by current standards of most retail and commercial buildings. These construction methods and technologies allowed the architect to create a powerful example of International Style Modernism and make the Oasis Commercial Building a distinctive and very important building in Palm Springs.

Criterion 4: *That represents the work of a master builder...or architect whose individual genius influenced his age; or that possesses high artistic value:*

E. Stewart Williams was a master architect, and has been recognized for greatness in his field. Upon his death, an editorial in “The Desert Sun” stated: “If any single man can be cited for giving Palm Springs its place in architectural history, it’s E. Stewart Williams.” Williams’ Oasis Commercial Building possesses high artistic value as expressed in its design, proportions, details and engineering. The Oasis Commercial Building is among the finest examples of E. Stewart Williams’ mastery as an architect and designer.

NOW, THEREFORE, BE IT RESOLVED that based upon the foregoing, the Historic Site Preservation Board recommends that the City Council designate the Oasis Commercial Building at 101-121 South Palm Canyon Drive, Palm Springs, California as a Class 1 Historic Site subject to the following conditions:

1. The property owner shall permit the City to place a historic marker on the Oasis Commercial Building of the City’s choosing. The marker shall be placed in a location visible from the public right-of-way. The owner shall maintain the marker in the location installed and pay for the replacement cost if the plaque is lost, stolen, or otherwise removed from the property.

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 HSPB review pursuant Municipal Code Ordinance 8.05.180.
3. No permit shall be issued for the alteration of the exterior, including any and all of the defining elements and characteristics without prior approval by the Historic Site Preservation Board.
4. That the City Clerk submit the Council Resolution to the County recorder for recordation within 90 days of the effective date of this resolution.
5. Any alterations or modifications to the exterior approved prior to the designation of this site by the City Council shall be deemed acceptable.

ADOPTED this day of

AYES:

NOES:

ABSENT:

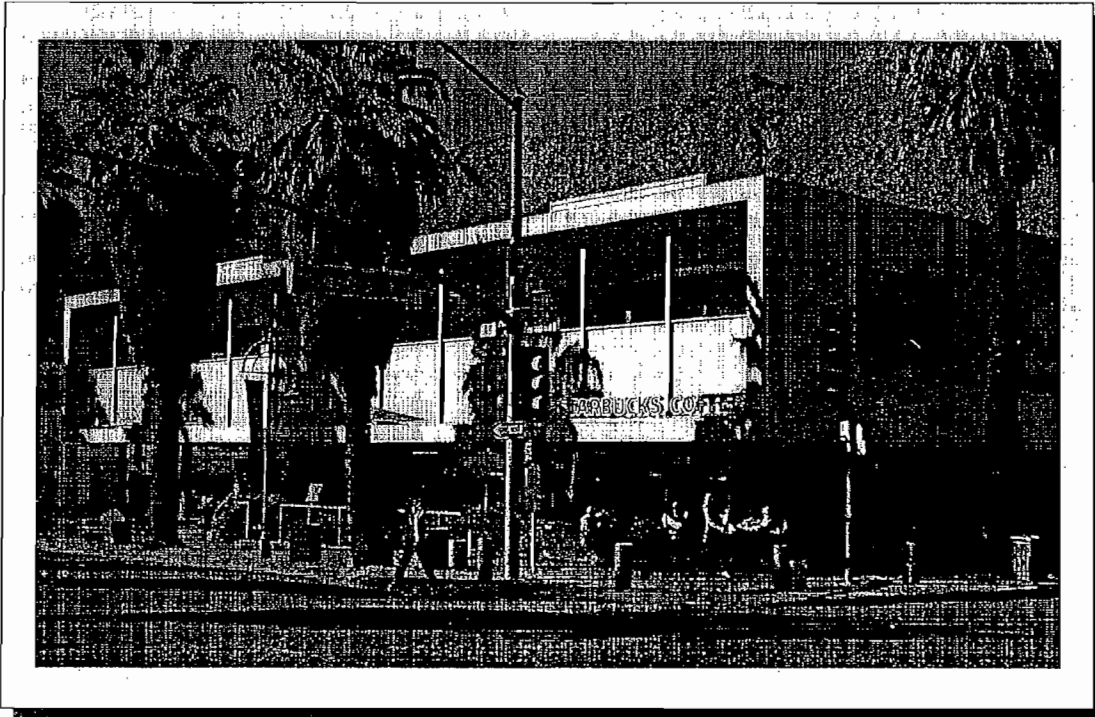
ABSTENTIONS:

ATTEST:

CITY OF PALM SPRINGS,
CALIFORNIA

Ken Lyon, Associate Planner

Historic Site Preservation Board Secretary



Oasis Commercial Building (1953, Williams, Williams & Williams, Architects)
101-121 South Palm Canyon Drive, Palm Springs, California

HISTORIC SITE DESIGNATION

Prepared for
HISTORIC SITE PRESERVATION BOARD
City of Pam Springs
Department of Planning Services
3200 East Tahquitz Canyon Way
Palm Springs, California 92262

Prepared By
Patrick McGrew
McGREW / ARCHITECTURE
Architecture + Preservation
674 South Grenfall Road
Palm Springs, California 92264
760 / 416-7819

March 2007

Present Owner: Brandenburg-Oasis Plaza LLC; 1122 Willow Street, Suite 200; San Jose, Ca 95125

Original Owner: Western Hotels, Inc. (Dewey Metzdorff, VP for development)

Important Owners: None

Other Historic Associations: Milton F. Kreis Drug Store (Anchor Tenant)

Common Name of Property: Oasis Commercial Building / Starbuck's

Historic Name of Property: Oasis Commercial Building

Assessor's Parcel Number:513-143-009 Zone: C1 Section: 15

Land Use: Mixed Use: Retail and Office

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

Please attach to this application any information, photos, drawings, newspaper articles, reports, studies, or other materials to fully describe the characteristics or conditions that support this application for Historic Designation. Refer to Palm Springs Municipal Code Section 8.05.020 for the definitions of a historic site.

See Continuation Sheets

ARCHITECTURAL STYLE: (Please check the appropriate boxes)

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

PRIMARY BUILDING MATERIALS

- Wood Frame
- Log
- Adobe Brick
- Brick
- Stone
- Stucco
- Concrete
- Metal
- Steel
- Other (Glass)

ROOF TYPE

- Gable
- Hip
- Hipped gable
- Shed
- Gambrel
- Flat
- Mansard
- Other

Are there any significant decorative elements? Yes No

If yes, briefly describe: See Continuation Sheets

RELATED FEATURES

- Barn
- Carriage House
- Garage
- Shed
- Outhouse
- Windmill
- Water Tower
- Tankhouse
- Hitching Post
- Fence
- Wall
- Unusual Curb
- Unusual Sidewalk
- Formal Gardens
- Unusual Trees (Historic 1947 Palms)
- Other: Original Oasis Hotel Fragment
-

SURROUNDINGS

- Open Land
- Scattered Buildings
- Densely Built-up

ALTERATIONS

- Major
- Minor
- Unaltered

If altered, briefly describe:

See Continuation Sheets

PRESENT CONDITION

- Excellent
- Good
- Fair
- Deteriorated
- Destroyed

USE OF BUILDING

Current Use: Retail shops at street level with offices above.

Original Use: Same

Bibliography: (Please list any sources used to complete this application)

See Continuation Sheets

**APPLICANT'S REQUIRED MATERIAL CHECKLIST
HISTORIC SITE DESIGNATION**

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

	Applicant	City Use
Application:		
Original Completed Application (10 copies)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Owners Signature, Notarized (if required)	<input type="checkbox"/>	<input type="checkbox"/>
Plot Plan:		
8-1/2" x 11" (10 copies)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Miscellaneous Exhibits:		
Public Hearing Labels	<input type="checkbox"/>	<input type="checkbox"/>
Project Sponsor Labels (if any)	<input type="checkbox"/>	<input type="checkbox"/>
Existing Site Photographs	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Photos, articles, etc. related to history of property	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Planning Services, checked by:
Date:

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD

Palm Springs Municipal Code Section 8.05.020
Definitions.

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

(1) That is associated with *events* that have made a meaningful contribution to the nation, state or community; or

(2) That is associated with lives of *persons* who made meaningful contribution to national, state or local history; or

(3) That reflects or exemplifies a particular period of the national, state or local history; or (4) that embodies the *distinctive characteristics* of a type, period or method of construction; or (5) that presents the *work of a master* builder, designer, artist, or architect whose individual genius influenced his age, or (6) that possesses *high artistic value*; or (7) that represents a significant and distinguishable entity (such as an Historic District) whose components may lack individual distinction; or

(8) that has yielded or may be likely to yield *information* important to national, state or local history or prehistory.

(b) Historic District. Any area of the city of Palm Springs containing a number of structures, natural features or sites having historic, architectural, archaeological, cultural or aesthetic significance and designated as an historic district under the provisions of this chapter (Ord. 1320 § 1 1988; Ord. 1140 § 1 (part). 1981)



Figure 1 Glamorous night shot of the Oasis Commercial Building, circa 1954. The effective use of lettering in silhouette was also characteristic of the International Style. Photo: Paul Pospesil, Courtesy Palm Springs Historical Society

Background

The Southwest corner of Tahquitz Canyon Way and South Palm Canyon Drive is "ground zero" for both historic and modern Palm Springs. In 1884 it was the center of an 80-acre parcel of ranch land on which the home of the area's first white settler, John McCallum (PS Historic Site #5) was built. With time, this location became the center of the development of the nascent village today known as Palm Springs. The McCallum residence was located near the dusty road that became the village's Main Street, officially renamed Palm Canyon Drive in 1930. In 1925, with the completion of Lloyd Wright's Oasis Hotel (PS Historic Site # 10,) commissioned by McCallum's daughter Pearl, this location also became the site of village's first modern building, thus beginning a design trend for which Palm Springs is now famous worldwide. The living room and front porch of the old McCallum residence were retained on the site and incorporated into the hotel compound, clearly visible in Wright's rendering of the project [Figure 2]. McManus assigned the operation of the hotel to W. E. Hanner who also operated the Hotel Cecil in Los Angeles; later the hotel was sold to Hobart Garlick, and in 1955, the property was sold to again, this time to Western Hotels, Inc. The new owners announced a \$1,300,000 expansion project for the hotel, to include construction of two new buildings, a dining room and cocktail lounge for the hotel, and a store and office building fronting on Palm Canyon Drive to be known as the Oasis Commercial Building, to be designed by the architectural firm of Williams, Williams & Williams.

Building Style: The International Style became the basis of later Modern architecture, a style that ironically has now

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD

become traditional. Henry-Russell Hitchcock, who literally "wrote the book" on the International Style has said: "The lines that led to the International Style are clearer now to everyone than they could have been in the in the '30s; and the principles are few and broad...there is, first, a new conception of architecture as volume rather than the mass. Secondly, regularity rather than axial symmetry serves as the chief means of ordering design. These two principles, together with a third proscribing arbitrary applied decoration, mark the productions of the International Style." It is said that only writers and critics are interested in stylistic terminology. Like most architects of his generation, the building's designer, Stewart Williams found little use for the International Style, and particularly in his residential works, he indicated a preference for a warmer regional aesthetic. However, his non-residential works often display the stylistic markers that place the work squarely in the Late International Style tradition, of which the Oasis Commercial building is an excellent example.

Building Description: As envisioned by E. Stewart Williams, the building would be a two-part commercial block, characterized by a horizontal division, with the public / retail areas on the ground floor, and the more private office areas above. [See Figure 2] Although the two-part commercial block was the prevalent architectural form on America's Main Street from the 1850s onward, by the 1950s the form had taken on a larger scale and more pronounced visual importance. The Oasis Commercial building is a flat-roofed rectangular volume approximately 154 feet wide by 128 feet deep, and about thirty feet high, containing approximately 27,000 square feet on two levels. A small projection on the southwest corner houses the elevator stack and connects the new structure to the old Oasis Hotel and allowed easy access to the hotel offices located in the new structure. The volume of the buildings is punctured by an off-center light well, open to the sky - sort of a square donut hole - that brought light to the interior of the building while sheltering the occupants from the morning sun.

The building's design features an upper level in the form of a large white volume, visually resting upon a grid of round concrete columns that recall Le Corbusier's early modernist masterpiece the Villa Savoye - an early and classic exemplar of the International Style. [See Figure 4.] Le Corbusier was the architect who first made the world aware that a new style was being born. Both buildings appear to hover above the ground plane supported only by thin concrete pilotis (slender columns) and feature strip windows, a flat roof and a glassy lower level that stands free of the structural system. The design also references the main facade of Oscar Niemeyer's Brazilian Pavilion at the 1939 New York World Fair [Figure 5]. Both buildings feature a white shadowboxed "floating" volume punctured by a light well open to the sky. To Williams' credit, the building also has the feel of a World's Fair Pavilion, but unlike pavilions at an exposition, the plan of the Oasis Commercial Building was determined by functional rather than aesthetic considerations.

Other character-defining features of the building include the introduction of native stone walls on any of the lower level walls that are not glazed; stainless steel door and window frames enclose large expanses of tempered glass, including some stylized display windows with stainless steel "picture frames." The original door pulls were of teak (only one pair survives) and the flooring was terrazzo. The columns are round, and faced with 1 by 1 inch mosaics tile that terminate about a foot from the top of the columns. The upper level with its unusual bridge forming one side of the light court utilizes an open metal railing system that may not be original, but complements the building nonetheless. The street railing is composed of aluminum panels interrupted by flat aluminum fins spaced to align with the columns below. The actual walls of the offices are set back from the railing and are largely glass. The side elevations feature horizontal strip windows framed in steel; on the south and west elevations, a simple metal awning provides additional protection from the sun. The horizontal cubic form of the building with its strip windows, white coloration and metal trims exemplify the principles of the International Style. Not to be overlooked is the exposed rear stair which forms a sculptural element that complements the rear facade.

People Associated with the Building: The lower level of the building was leased to three tenants including the exclusive Oasis Men's Shop operated by Isadore Nelson; a women's shop "Rags from Bess Bender," and the anchor tenant on the corner: the Milton F. Kreis Drug Store. Touted at the time as "the world's most unusual Drug Store Coffee Shop," Kreis was the anchor tenant necessary to allow construction of the building to proceed. Signage

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD

illustrated in the original rendering of the building shows the corner tenant to be a drug store. Kreis commissioned Los Angeles architect A. Quincy Jones to design the interiors, most of which have vanished under subsequent alterations. As the anchor tenant on this busy corner, the "MFK" as it was known, became a kind of hangout for locals and tourists alike; in his obituary, the store was referred to as a "Palm Springs landmark." At his peak, Kreis owned nine of these exotic drugs store - coffee shop and dinner house operations, including branches in Dayton, Beverly Hills and San Francisco; a laboratory that produced his own line of cosmetics; and Milton F. Kreis Enterprises, which imported and wholesaled its own liquor brands. In 1961, Kreis owned five restaurants in Palm Springs, all on Palm Canyon, including the Signature Room, Grundy's Grogger, Lord Jeffery's (later Sherman's) and Rim Rocks (originally Romanoff's of the Rocks). He was active in civic affairs and served as chair of the Parking and Traffic Commission. The upper level was used for office space for the Oasis Hotel. Soon after the building's completion, the Williams firm relocated its offices from The Plaza to suite 222 in the new building.

The program for the new building required the demolition of a substantial part of Lloyd Wright's original Oasis Hotel and the McCallum Residence. Pearl McCallum McManus paid for the relocation and reconstruction of the remains of her family's adobe home (along with a giant fig tree) which were transported a block south to a new site that now houses the Palm Springs Historical Society. With this act, she became the first documented preservationist in Palm Springs. The original Oasis Hotel did not fare as well as the McCallum home. The construction of the Oasis Commercial building required the demolition of the hotel office building and original open air dining room, as well as some of the early bungalows. Today only a small fragment of the original Oasis Hotel, an important example of early Palm Springs modernism survives. Architectural writer Alan Hess calls it "one of the great neglected buildings of California architecture." In a second project, the Oasis Hotel continued its expansion to the block on the west side of Belardo Road with additional bungalows, ultimately representing an investment of \$2,250,000. The ownership of the Oasis continued to change hands and today, the historic Oasis Hotel no longer exists. The remaining bungalows behind the Oasis Commercial building were demolished a few years ago, to make way for a parking lot. Today, a sign is located in that parking lot offering the entire site for sale: "Village Market, Will Build To Suit."

Previous Evaluation: The Oasis Commercial Building has been previously listed as an historic site in the 1987 Historic Site Preservation Board List. In 2004, the Citywide Architectural Survey determined that the building "appears to meet the level of significance necessary for individual National Register and California Register eligibility¹ at the local level, under Criteria A (Events) and C (Distinctive Characteristics and Work of a Master).

Local Eligibility Evaluation: Based upon the information contained in the background information contained in this report, the building is eligible for listing in the local, California and National Registries as follows:

Criterion 1 *Events (or patterns of events) that have made a meaningful contribution to the nation, state or community.*

The Oasis Commercial Building is an important example of mid-century commercial development in Palm Springs. The building represents the overall commercial development of the downtown from the 1940s to the 1960s, and contributes to the scale and character of the city's main commercial street. As such, it is associated with a pattern of events that have made a meaningful contribution to the community, thereby qualifying it as eligible for listing on the local, California and National Registries.

Criterion 2: *Persons who made meaningful contribution to national, state or local history.*

Milton F. Kreis was an important merchant in downtown Palm Springs, at one time owning and/or

¹ An unresolved internal contradiction in the Citywide Survey Form also assigns the building a National Register Status Code of 5S3. The initial number indicates the general status: "5" is defined as Ineligible for the National Register but still of local interest. "5S3" is defined as "Not eligible for separate listing or designation under an existing local ordinance but is eligible for special consideration in local planning."

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD

operating five drug stores or restaurants along Palm Canyon Drive. He was active in civic affairs and chaired the city's Parking and Traffic Commission. His MLK Drug Store was the anchor retail space in the Oasis Commercial Building and in its day, the store was referred to as a "Palm Springs Landmark." Kreis was figure of importance in California and in Palm Springs and the Oasis Commercial Building was associated with his accomplishments. As such, the building is associated with a person of importance to the community, thereby qualifying it as eligible for listing on the local, California and National Registries.

Criteria 3-7: *That reflects or exemplifies a particular period of the national, state or local history; or that embodies the distinctive characteristics of a type, period or method of construction; or that represents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possesses high artistic value; or that represents a significant and distinguishable entity whose components may lack individual distinction²;*

The Oasis Commercial building possesses the distinctive characteristics of Palm Springs commercial buildings of the 1940s -1960s. It also represents a construction method of light steel framing represented by physical features such as free-standing columns and other signature details of Late International Style architecture, as described in the Building Description above. These traits commonly occur in the important commercial buildings of the period that line Palm Canyon Drive. The subject building contains enough of those characteristics to be considered a true representative of its type, period, and method of construction. These characteristics are expressed in specific terms including the form, proportion, structure, plan, style, and materials.

E. Stewart Williams is a master architect and is generally recognized for greatness in his field. Upon his death, an editorial in The Desert Sun dated September 15, 2005 stated: "If any single man can be cited for giving Palm Springs its place in architectural history, it's E. Stewart Williams. After six decades of designing buildings around town and throughout the valley, the nationally known architect died Saturday."

The building may also be said to possess high artistic values as expressed in design, planning, and engineering. A property is eligible for its high artistic values if it so fully articulates a particular concept of design that it expresses an aesthetic ideal. The Oasis Commercial Building successfully embodies the concepts of Late International Style architecture.

Because the building embodies the distinctive characteristics of Palm Springs commercial architecture, and because it is the work of a master architect, and because it possesses high artistic values, it qualifies as eligible for listing on the local, California and National Registries.

Criterion 8: *That has yielded or may be likely to yield information important to national, state or local history or prehistory. This criterion most commonly applies to properties that contain or are likely to contain information bearing on an important archeological research question. The property must have characteristics suggesting the likelihood that it possesses configurations of artifacts, soil strata, structural remains, or other natural or cultural features.*

The site is the center of the first white settlement in what would become the town of Palm Springs. It was not, however, noted as a Native-American site of significance. No archeological data is available for the site, so based upon the information currently available, it would not qualify as an

²This portion of this criterion refers to buildings that might not qualify individually, but might be a contributor to a potential historic district.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD

historic resource under this criterion.

Integrity: *Integrity is the ability of a property to convey its significance. To be considered an historic resource, a property must not only be shown to be significant under at least one of the criteria, but it also must have integrity. The evaluation of integrity must be grounded in an understanding of a property's physical features and how they relate to its significance. Historic properties either retain integrity (that is, convey their significance) or they do not. Within the concept of integrity, there are seven aspects or qualities that, in various combinations, define it. To retain integrity a property will always possess several, and usually most, of the aspects. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant. The seven aspects of integrity are: Location, Design, Setting, Materials, Workmanship, Feeling and Association.*

Although the building appears to be a little neglected, and many of the street level shops are vacant, the building still possesses all seven of these aspects. And while the building has undergone numerous minor alterations since it was built, virtually all of its character-defining features survive, with the exception of the free-standing silhouetted signage. Observable alterations to the street level include replacement of the original terrazzo flooring and the installation of a system of guardrails that inhibits flow to the shaded courtyard. The exposed columns with their mosaic tile covering have been painted, but all of these changes are easily reversible. Since one of the historic door pulls survives, replicas could be fabricated to replace the missing ones. The building retains a high degree of integrity.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD

APPENDIX:

Biographical Sketch of Williams, Williams & Williams, Architects, AIA

Photographic Documentation

Bibliography

Site Plan

Assessor's Map

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD
Historic Site Nomination Continuation Sheet Photo Documentation

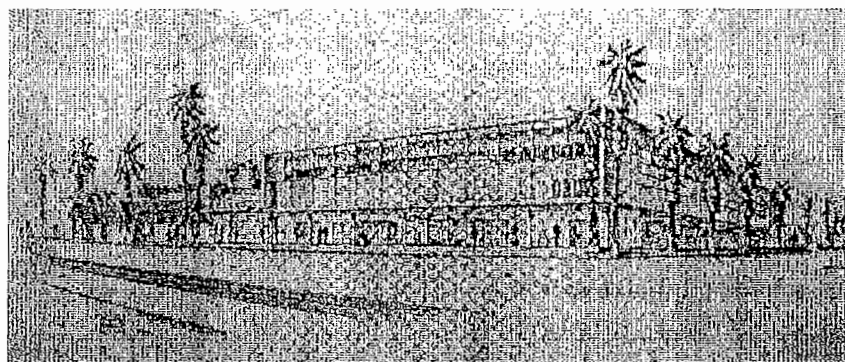
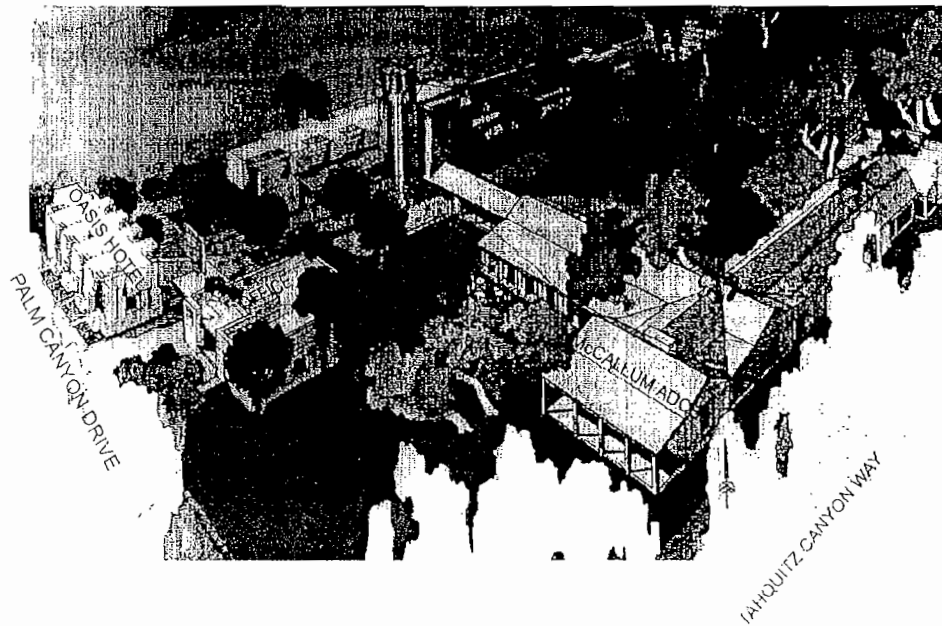


Figure 2 Upper: an aerial rendering by Lloyd Wright illustrates the incorporation of the McCallum residence into his 1923 design for the Oasis Hotel. Lower: 1952 rendering of a three-quarter view of the Oasis Commercial building by the Williams' architectural firm that replaced the Oasis Hotel office and the McCallum residence.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD
Historic Site Nomination Continuation Sheet Photo Documentation

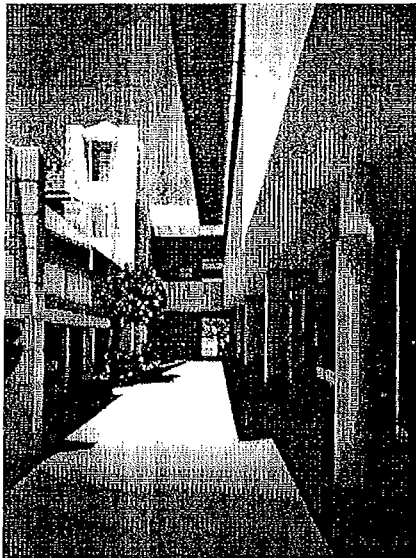


Figure 3 Upper left: 1952 construction photo showing steel framing. Lower left: Connection between Oasis Hotel and Oasis Commercial Building, circa 1953. Lower right: Front facade of Oasis Commercial Building, circa 1953. Photos: Julius Shulman.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD
Historic Site Nomination Continuation Sheet Photo Documentation

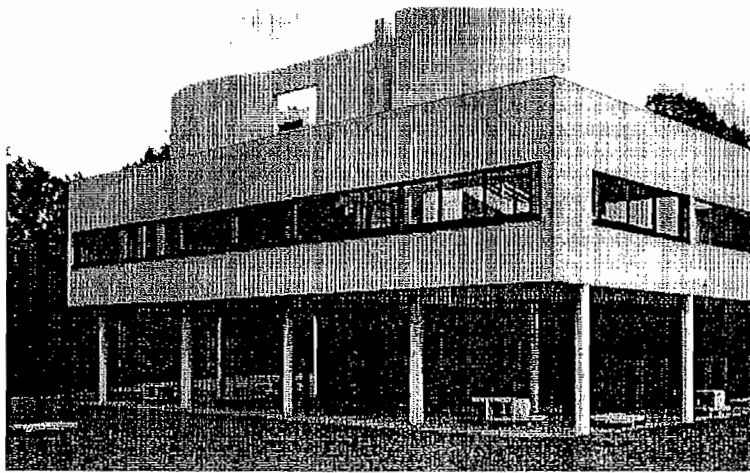


Figure 4 In this image, the Oasis Commercial Building is compared to Le Corbusier's 1929 Villa Savoye. Both buildings feature a "floating" white volume, supported on slender pilotis.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD
Historic Site Nomination Continuation Sheet Photo Documentation



Figure 5 In this image, the Oasis Commercial Building is compared with Oscar Niemeyer's Brazilian Pavilion at the 1939 New York World's Fair. The white floating volume with its "shadow box" frame are signature features of both buildings. Later, E. Stewart Williams was to again demonstrate Niemeyer's influence with his design for the Coachella Valley Savings building at 499 South Palm Canyon.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD
Historic Site Nomination Continuation Sheet Photo Documentation

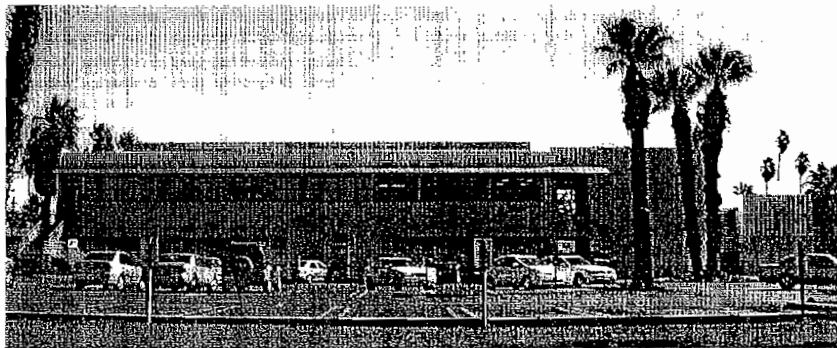
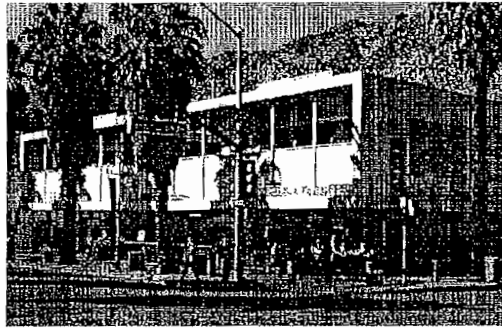
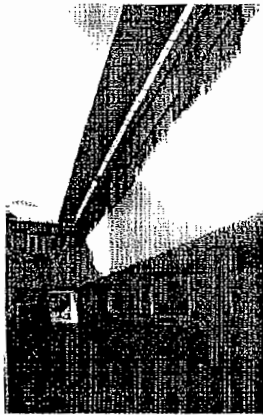
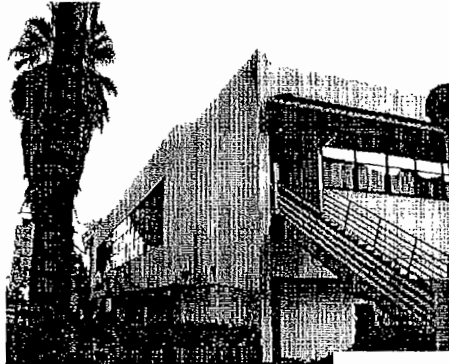


Figure 6 Exterior Elevations of the Oasis Commercial Building, top to bottom: North, East, South & West, March 2007.

PALM SPRINGS HISTORIC SITE PRESERVATION BOARD
Historic Site Nomination Continuation Sheet Photo Documentation

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Palm Springs Historical Society
Palm Springs Public Library
Palm Springs Planning Department
San Francisco Public Library Historic Photographs Collection

TAHQUITZ CANYON WAY

LINE OF FLOOR ABOVE

PROPERTY LINE

PROPERTY LINE

LEGAL DESCRIPTION "1.35 Acres
M/L In Lots 1, 2, Md 009/43 25d Map
at Palm Springs and Lot 4, Block 20
M 009/432 Sd Map Of Palm
Springs For Total Description See
Assessor's MAs

PALM CANYON DRIVE

OASIS COMMERCIAL BUILDING
BUILT 1953
FIRST FLOOR AREA = APPROX 12900 sf
SECOND FLOOR AREA = APPROX 14,100 sf

PARKING

BREEZEWAY
746 sq ft

ELEVATOR
376 sq ft

OASIS HOTEL
BUILT 1925
3551 sq ft

LINE OF FLOOR ABOVE

OASIS COMMERCIAL BUILDING SITE PLAN

PROPERTY LINE

SCALE: 1/4" = 1'-0"

4 0 8 16

BELARDO ROAD

THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSORS SHALL IN NO WAY BE HELD RESPONSIBLE FOR BUILDING SITE OBSTRUCTIONS.

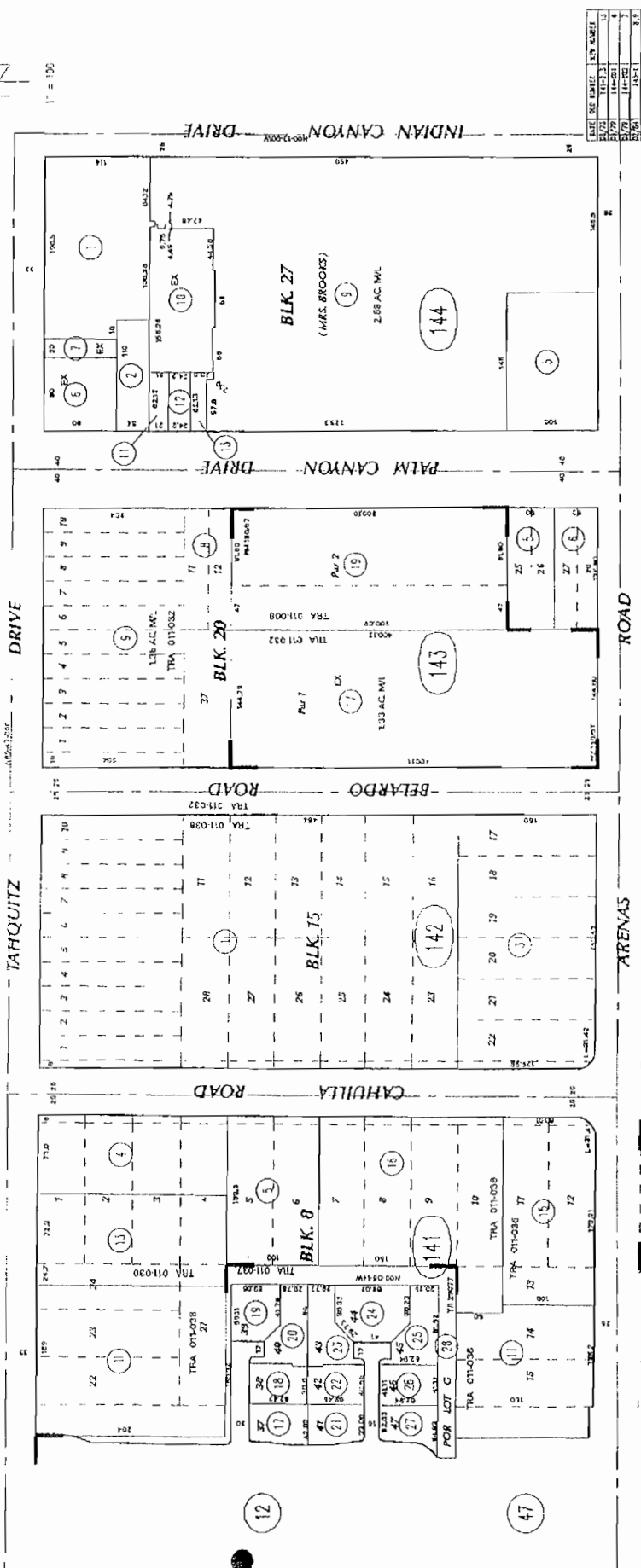
POR. SEC. 15 T. 4S., R. 4E
CITY OF PALM SPRINGS

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011-039
011-032
011-008
011-037
011-035

513-14
29-33



1" = 190'



BLK.	AC. PARCELS	EX. PARCELS	TOT. ACRES
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OCT 01 2004

WB 8/432 S.D. MAP OF PALM SPRINGS
PN 190/57-68 PM 2777A
WB 342/65-72 TRACT MAP NO. 29077

ASSESSOR'S MAP BK. 513 PG. 14
Riverside County, Calif.

DATE: 6.1.0

DATE SUBMITTED 12-12-06

CASE NO. HSPB # 55

(To be assigned)

Project Case #
3.1397

CITY OF PALM SPRINGS
Department of Planning & Building
Historic Site Designation

TO THE APPLICANT:

Your cooperation in completing this application and supplying the information requested will expedite City review of your application pursuant to local procedure. Applications submitted will not be considered complete until all submittal requirements are met. Staff may require additional information depending upon the specific project needs.

Please submit this application and subsequent material to the Department of Planning & Building.

NAME OF APPLICANT HISTORIC SITE PRESERVATION BOARD / CITY OF PALM SPRINGS

Check One: Owner Lessee Authorized Agent

Applicant's Address: 3200 E. TAHQUITZ CANYONWAY
PALM SPRINGS CA 92262

Telephone Number: (760) 323-8245 EXT 8756

Site Address: 101-121 SOUTH PALM CANYON DRIVE
PALM SPRINGS CA 92262

Construction Date: 1948 Estimated Factual

Architect: E. STEWART WILLIAMS
INTERIORS; A. QUINCY JONES

Builder: _____

Present Owner: BRANDENBURG - OASIS PLAZA, LLC
STEVEN WYLE

Original Owner: _____

Important Owners: _____

Other Historic Associations: OASIS (1924) HOTEL & TOWER

Common Name: OASIS COMMERCIAL BLDG Historic Name: MILTON F. KREIS DRUG STORE BLDG / OASIS ROOM

Assessor's Parcel Number: 513 - 143 - 009

Zone: CBD SECTION 15/4/4 Land Use: COMMERCIAL STORE BLDG

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

Please check the appropriate boxes:

ARCHITECTURAL STYLE

- | | | | |
|---|-----------|---|-----------|
| <input type="checkbox"/> Vernacular Adobe | 1800-1950 | <input type="checkbox"/> Bungalow | 1895-1930 |
| <input type="checkbox"/> Vernacular Wood Frame | 1850-1950 | <input type="checkbox"/> Prairie Style | 1905-1930 |
| <input type="checkbox"/> Vernacular Brick | 1850-1950 | <input type="checkbox"/> Pueblo Revival | 1905-1940 |
| <input type="checkbox"/> Vernacular Ranch House | 1850-1950 | <input type="checkbox"/> Mediterranean/Spanish Rv. | 1915-1940 |
| <input type="checkbox"/> Vernacular (other) | 1850-1950 | <input checked="" type="checkbox"/> ^{MID-CENTURY} Modern Art Deco | 1920-1940 |
| <input type="checkbox"/> Gothic Revival | 1850-1910 | <input checked="" type="checkbox"/> International Style | 1925-1950 |
| <input type="checkbox"/> Italiante | 1860-1880 | <input type="checkbox"/> California Style | Post-1945 |
| <input type="checkbox"/> French Second Empire | 1860-1890 | <input checked="" type="checkbox"/> Commercial | |
| <input type="checkbox"/> Mission Revival | 1890-1920 | <input type="checkbox"/> Other: | |
| <input type="checkbox"/> Craftsman Bungalow | 1895-1920 | _____ | |

PRIMARY BUILDING MATERIAL

- Wood Frame
- Log
- Adobe Brick
- Brick
- Stone
- ^{Smooth} Stucco EXTERIOR
- Concrete
- Metal
- Other: GLASS

ROOF TYPE

- Gable
- Hip
- Half-Hipped
- Gablet
- Shed
- Gambrel
- Flat
- Mansard
- Hipped Gable
- Other: _____

Are there any significant decorative elements? Yes No
If yes, briefly describe:

BUILT AS EXPANSION TO OASIS HOTEL (1924)

FRAMELESS DOORS, DOOR PULLS, MOSAIC TILE CLAD COLUMNS, RIBBED METAL PANEL, STAIR AT REAR, MITERED BUTT GLAZED GLASS 6

RELATED FEATURES

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

USE OF BUILDING

Current Use: COMMERCIAL STORE BLDG-

Original Use: RETAIL (W/FIR) OFFICE

Please list any sources used to complete this application:

2004 HISTORIC RESOURCES SURVEY - P.S.

SURROUNDINGS

- Open Land
- Scattered Buildings
- Densely Built-up

ALTERATIONS

- Major
- Minor
- Unaltered

If altered, briefly describe:

PRESENT CONDITION

- Excellent
- Good
- Fair
- Deteriorated
- Destroyed

APPLICANT'S REQUIRED MATERIAL CHECKLIST

HISTORIC SITE DESIGNATION

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

	Applicant Only	City Use Only
• Original Application (10 copies)	<input type="checkbox"/>	<input type="checkbox"/>
Plot Plan		
• 8 1/2 x 11 (10 copies)	<input type="checkbox"/>	<input type="checkbox"/>
Miscellaneous Exhibits		
• Public Hearing Labels	<input type="checkbox"/>	<input type="checkbox"/>
• Project Sponsor Labels (if any)	<input type="checkbox"/>	<input type="checkbox"/>
• Existing Site Photographs	<input type="checkbox"/>	<input type="checkbox"/>

- C. MILLS INVOLVED W/ RENO/FIRE RESTORATION MID 1990'S
 - NATHAN COHEN, PREVIOUS OWNER - PLANTED & PLAQUED TREE
 AGREEMENT TO MAINTAIN.

Planning Department, Check By: _____

CITY OF PALM SPRINGS
 HISTORIC SITE PRESERVATION BOARD MEETING
 Minutes of Meeting -Tuesday, December 12, 2006 at 10:00 a.m.
 Large Conference Room, City Hall, 3200 East Tahquitz Canyon Way
 Palm Springs, California 92262

ROLL CALL	Present	Present	FY 2006-2007
	This Meeting	Year-to-Date	Excused Absences To-Date
Sidney Williams, Chairperson	X	7	0
Jade Nelson, Vice Chair	X	5	2
James Hayton	X	6	1
John Williams	X	7	0
Harold "Bud" Riley	X	8	0
Brian Strahl	X	5	0

STAFF PRESENT:

Craig Ewing, Director of Planning
 Ken Lyon, Associate Planner

Loretta Moffett, Administrative Assistant

* * * * *

1. The HSPB Special meeting was called to order at 8:16 a.m. on December 12, 2006 by Chair Sidney Williams.
2. ROLL CALL: Present: S. Williams, J. Williams, J. Nelson, B. Riley, B. Strahl, J. Hayton
Absent: None
3. REPORT OF POSTING OF AGENDA: This Agenda was available and posted in accordance with state and local procedures for public access at the City Hall exterior bulletin board and the Department of Planning Services counter by 4:00 p.m. Thursday, December 7, 2006.

~~NOTE: Audio Cassettes and DVDs of HSPB Meetings are available for review. Cassettes will be kept for six months only. DVDs of the meetings will be kept indefinitely. Minutes format is more action related than verbatim except where special interest or special meetings are involved.~~

- ~~4. APPROVAL OF MINUTES: November 14, 2006 – Board member Jade Nelson corrected Section 10. Item C, word runt should be "run". Page 3 – Public Noticing Requirements – correct "most threatened" to state "highest priority".~~

~~**M/S/C (Riley/Hayton) moved that the November 14, 2006 Minutes be approved as corrected. (6 Yes, 0 No, 0 Absent, 0 Abstentions)**~~

- ~~5. PUBLIC COMMENTS: (3 minutes)
 Peter Moruzzi, Palm Springs Modern Committee, called attention to: (1) The Chatten-Brown letter to the Mt. San Jacinto Winter Park Authority that reiterates the Board's discussion about the Board's authority over public buildings interiors and exteriors. Copies were distributed to Board. (2) The Potter Clinic at 1000 North Palm Canyon has been seriously vandalized. Mod Com had sent a letter to the property owner and copied the City about this property not being properly secured and several members of ModCom went to visit the site and the property is for sale, and are working with Code Enforcement right now. Asked HSPB to follow up, ModCom will continue to follow-up. (3) It was announced recently that the Spa Hotel will be demolished for a new casino and hotel – ModCom is very concerned since this has been identified as a significant historic~~

~~most favorite buildings. ModCom supports this designation.~~

~~Robert Imber commented that this building's siting is so exceptional and important and he supports this nomination.~~

~~Board member John Williams felt it was important to note that this building is not one of the 53 properties identified as most significant from the 2004 Survey. It does qualify for local, state, and national designation although it did not state that in the Survey. He asked that more research be done on this building because of the lack of information from the Survey.~~

~~**M/S/C (J. Hayton / J. Williams to initiate the process to designate the Santa Fe Federal building at 300 South Palm Canyon Drive as a Class 1 Historic Site. 6 Yes, 0 No, 0 Absent, 0 Abstentions.**~~

(5) Oasis Commercial Building, 101-121 South Palm Canyon Drive (1952)

PUBLIC COMMENTS:

Robert Imber feels this is the second most important building in Palm Springs, because it is iconic, of international styling, types of materials, and the crimped metal on the second level is certainly WWII technology. Took framing photos to AAC December 11, 2006 of the remarkable steel framing. From construction to its use today as functioning at its original purpose is highly commendable and significant. Specific elements of the building that are very important are the door frames, the mosaic tiles, the concrete walls, the columns, the one of a kind stairwell at the back of the building. He urges the restoration and designation of this building.

Peter Moruzzi, ModCom, stated that it was originally Kreis Drugstore – the metal framed windows that face north and south are remarkable – integrity is the key element of what needs to be considered when looking at these properties. Urged the Board and staff to carefully look at all this as part of the research and analysis. E. Stewart Williams was a great architect. ModCom membership is very concerned about this building for lots of reasons – prime location, could be potentially threatened given it being in the biggest intersection in the City in terms of tourism. ModCom supports designation of this building.

Steve Lyle, co-owner of the Oasis Commercial Building, and explained his 16-year involvement in this building. He stated that there are very serious implications for a building when it is designated a Class 1 Historic Site – especially so when it's a multi-tenant building and much different than a single-tenant building. The owners have no interest in demolishing the Oasis Commercial Building and do not support the nomination for Class 1 designation.

PUBLIC COMMENTS CLOSED.

Board member Jade Nelson pointed out that the Board was focused today on the Oasis Commercial Building which is a separate entity from the Oasis Hotel and Tower. He commented that "Palm Springs is hot, people coming back – everything old is new again." There are businesses that seek out historic and architectural important buildings. He feels there would be plenty of people interested in this type of building.

Board member John Williams asked for clarification of the GIS map and the correct building date. The process is to determine if the building does meet classification for designation, which will come out with further information and research.

M/S/C (J. Nelson / J. Hayton) to initiate the process to designate the Oasis Commercial Building at 101-121 at 300 South Palm Canyon Drive as a Class 1 Historic Site. 6 Yes, 0 No, 0 Absent, 0 Abstentions.



CITY OF PALM SPRINGS

DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

Date: August 20, 2007
To: Historic Site Preservation Board
From: Ken Lyon, Associate Planner
Subject: **Oasis Commercial Building**
Hearing on Possible Class 1 Designation Recommendation
Staff comment on Draft Assessment Report by Andrea Urbas

Staff received the subject report this morning and has evaluated it with respect to the agenda item before the Board on August 21st and makes the following findings and conclusions:

1. Under Section IV, "Research Methods", Urbas identifies National Register Bulletin 15 was followed in previous studies and the 2004 Citywide Survey and notes five steps in the bulletin are to be followed to determine edibility for nomination/listing. Staff notes that these are not the criteria the Board is to use in evaluating a building for possible local designation. It is to use the criteria outlined in the Palm Springs Municipal Code Section 8.05.020.

2. Under Section V, "Oasis Office Building Description" Urbas identifies "The essential character-defining features of the Oasis Office Building". Later in the report she concludes the building lacks sufficient integrity to merit designation. Staff disagrees, and denotes the following from her list of character-defining features and notes nearly all are still remaining and intact, thus the conclusion seems to refute the findings.

Geometric concrete form – intact at the upper level.

Integration of interior and exterior spaces within both the first and the second stories – intact (because the courtyard is intact, the exterior stairs and second story exterior corridors and wide roof overhangs are all intact)

Corner windows - intact (Staff believes the significance is not 'corner' windows, but rather that they are frameless butt-glazed windows), most are still intact at the first floor level.

Rubble stone display windows – intact (one such window was recently removed without permits by present owner in the past few weeks) the other still remains as does the rubble stone wall.

The grand stair – intact.

Ribbon windows – intact.

Pilotis – intact (mosaic cladding intact, but painted over).

Fine door hardware – intact (one set remains as an intact example)

3. On page 8, Urbas goes to some length to quote E. Stewart Williams' own statements about "what he didn't know" early in his career when this building was commissioned. The purpose of including these statements seems unclear and irrelevant. There is no direct conclusion made from any of these quotations.

4. On page 8 Urbas identifies that Harry Williams himself had considerable acclaim, and denotes that renowned architect Albert Frey may have had association with the building. Later in the report however she affirms that the building has no association with persons of significance, nor with an architect of great artistic genius; again, this conclusion seems inconstant with the findings made in the report.

5. On page 9 Urbas identifies characteristics of E. Stewart Williams' desert work and then concludes that in reference to these characteristics, the Oasis Commercial Building does not exemplify his work. Staff does not know the source of Urbas' assertion that these are characteristics of his work, however the following analysis of the Urbas-defined characteristics finds that most of these characteristics *can* be found in the Oasis Commercial Building as follows:

- Variety of materials and textures: Staff notes the building is composed of the materials Urbas lists including concrete, anodized aluminum, natural stone, stainless steel, mosaic tile, glass, and terrazzo.
- Subtle coloration and forms: Staff notes that under the paint, the mosaic tile used subtle color; the upper massing is white, the natural anodized aluminum panels are subtle grey. As it relates to "form" Staff is unable to draw a conclusion that Mr. Williams used subtle form in his architecture. It appears instead that his trademark characteristic was to use dramatic form, elements that are pure box-like in proportions, that often appear to float above their foundation and break from traditional form and architecture. It is unclear where Urbas draws this conclusion that subtlety in form is a characteristic of Mr. Williams' work. Staff believes it is not correct.
- Integration of indoor and outdoor space: Staff notes this quality is very strong in the Oasis building; one "enters" the building as one steps under the upper canopy into the courtyard, yet is not yet "inside" the building. The same is true with the upper story corridors. One 'enters' the second story, yet is 'outside' before going 'inside' to the individual offices. It is Staff's impression that the building actually demonstrates a sophisticated development of integration of indoor and outdoor space.
- Strong Relationship to context/site. Staff believes the Oasis Commercial Building has a strong relationship to site. It anchors one of the most prominent commercial corners in the downtown area with a dynamic building mass that opens commercial spaces to Palm Canyon with large expanse of frameless glass. It features custom designed showcase windows on the Tahquitz Canyon side further relating to the pedestrian shopping experience there. It uses the grand stair to engage the west side with the Tahquitz side, thereby taking what would otherwise be perceived as the "back of the building" and ties it together functionally with the Tahquitz Canyon 'frontage' and gives it 'equal strength' despite its back-facing location. The south side creates a narrow covered pedestrian alley which not only focuses attention on the historic tower of the original Oasis Hotel but also provides sun protection and extended storefront glass to lure pedestrians into the retail spaces and the tower courtyard.
- Clean lines: Staff believes the building exhibits strong, clean lines in its overall composition with the pure box-like upper story, the long continuous lines of the ribbon window and the clean frameless glass of the storefronts.
- Natural treatment of materials – Staff concludes that the building reflects this characteristic in that the natural anodized aluminum, cement plaster, unpainted mosaic columns, and other surfaces reflect this "natural treatment of materials".

It is in light of these conditions that Staff again notes conclusions seem to differ from the findings or actual conditions present in this building.

6. Under section VI "Context" Urbas notes the International Style in Palm Springs manifests itself in extensive use of glass, deep overhangs, and integration of indoor and outdoor spaces and informality. The Oasis Commercial Building exhibits these qualities yet Urbas has intentionally excluded it in her extensive list of "international style" buildings in Palm Springs.

7. Under Section VII "Integrity", Urbas notes in the first paragraph significant defining characteristics which have been removed including storefronts, display windows, terrazzo, planters, floor, doors and hardware and metal sunscreens. Staff is unclear where the sunscreens were, as no one has identified sunscreens on this building before, nor does Urbas include them in her earlier identification of character-defining features. Staff notes that the present owner has recently removed without permit a display window. Planters and other original elements continue to be removed by this owner through recent tenant improvements. These very recent actions suggest that the remaining elements may be threatened, perhaps arguing that historic designation may be necessary to prevent further degradation of this site.

8. Under "Materials", Urbas argues that the removal of certain materials causes this quality to be deemed "fair", however again Staff notes that most of the original character-defining materials are still intact including the mosaic tile, the anodized aluminum panels, the concrete upper volume, the original ribbon windows, the original storefront glass and so on.

9. Under the heading "Workmanship" Urbas notes that most of the character-defining elements that substantiate a high degree of workmanship are still present, despite being covered with paint, or partially altered. Staff would conclude this quality is still present in the Oasis Commercial Building in the butt-glazed glass, the stone work, the fine detailing of the display windows.

10. Urbas notes the building evidences involvement by notable architects including Harry Williams, E. Stewart Williams, Albert Frey, and A. Quincy Jones, then concludes here that it is not associated with a person of significance. Staff believes these architects, prominent at both a local and national level do allow a positive finding to be made in this regard.

12. Urbas makes several references that "better examples exist" of certain styles and examples of these architects' work, however there is no finding or requirement that the Board only designate "the best". Staff continues to believe the building possesses sufficient qualities to merit Class 1 designation recommendation. Furthermore, there is no criteria under Section 8.05.020 that a building must be recognized as "award-winning" or "published" to be considered "historic". To further argue this however, as the building has aged, it has been recognized as possessing significance and has been published in several newspaper articles about E. Stewart Williams as well as several architectural guidebooks about Palm Springs. However Urbas states that the building has not been published or 'recognized'.

13. Urbas notes that since Kreis neither owned nor built the building, noting the building's association with him as a person of local and state significance should be dismissed. Staff disagrees; there is no stipulation that association with a person of significance must be through building ownership or by commissioning of its construction. Urbas' conclusion is erroneously based in this regard.

14. Urbas states that most of the character-defining features no longer remain. However this is not true, as nearly all the character-defining features are still present in the Oasis Commercial Building as is evidenced by her description of these features in this report.

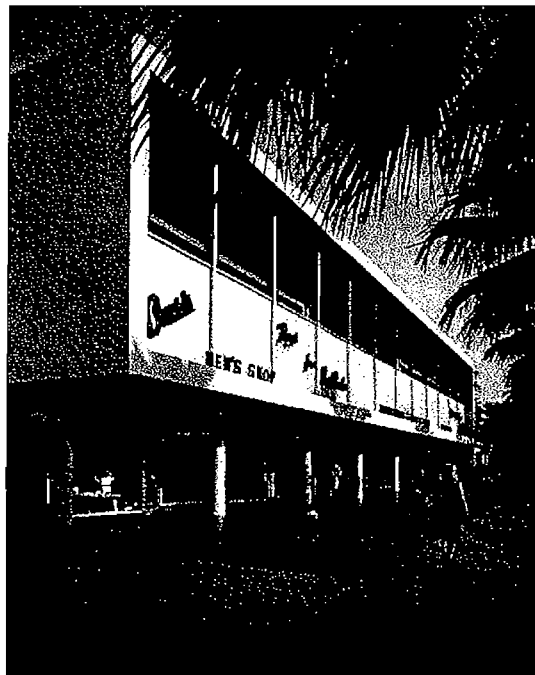
Staff concludes that the Urbas report contains many conclusions that simply are not supported by the findings in her report and other reports. Furthermore, the loss of some character-defining

features that she identifies have occurred in recent months suggesting that a sense of urgency may exist to prevent the current owner from further degrading the historic elements of this site. Urbas fails to make an accurate argument in support of her assertion that the Oasis Commercial Building does not meet the Criteria for listing as a Palm Springs Class 1 Historic Site. Because of this, Staff believes no new information has been provided by the Urbas report that would cause it to change its recommendation to the Board.

THE OASIS OFFICE BUILDING

PALM SPRINGS, CALIFORNIA

AN ASSESSMENT OF SIGNIFICANCE AND
HISTORIC INTEGRITY



Draft, August 2007

THE OASIS OFFICE BUILDING

PALM SPRINGS, CA

AN ASSESSMENT OF SIGNIFICANCE AND HISTORIC INTEGRITY



I. PURPOSE

On April 11, 2006, The City of Palm Springs Historic Site Preservation Board (HSPB) identified and discussed in a public hearing the Oasis (Office) Commercial Building, as one of approximately 50 properties in the 2004 survey processing characteristics that may qualify it for local, state or national designation as a historic site. A second meeting of the HSPB took place on December 12, 2006 resulting in beginning the process of designating the building a historic site. On January 8, 2007, the HSPB initiated the study and investigation of the Oasis "Office" Building for possible recommendation to City Council for "Class 1" designation. Patrick McGrew (McGrew/Architecture) was commissioned to undertake the evaluation, which resulted in the Historic Site Designation Application dated March 2007. On July 10, 2007, the HSPB considered the application (HSPB-55 The Oasis Commercial Building) for designation as a "Class 1 Historic Site". At the hearing the property owner voiced concern regarding the pending action and its potential long-term implications, and requested a Continuance to allow time for an independent evaluation. As a result, Lyle Commercial contracted this current study, which commenced on August 2, 2007.

II. BACKGROUND AND SETTING

Section 8.05.020 of the Palm Springs Municipal Code provides the definition of a historic site as: Any real property such as a building, a site, including but not limited to archways, tiled areas and similar architectural elements; an archeological excavation or object that is unique or significant because of its location, design, setting, materials, workmanship or aesthetic effect, and:

History

1. That it is associated with events that have made a meaningful contribution to the nation, state or local history; or
2. that is associated with the lives of persons who made meaningful contribution to national, state or local history; or

Architecture

3. That reflects or exemplifies a particular period of national, state or local history; or
4. That embodies the distinctive characteristics of a type, period or method of construction; or
5. That represents the work of a master builder, designer 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

Archeology

7. That has yielded or may likely to yield information important to national, state or local history or prehistory.

A Class 1 Historic Site may also qualify for historic designation at the federal state or county level.

III. PREVIOUS FINDINGS

Pursuant to the 2004 Reconnaissance survey, the consultants, Architectural Resources Group (ARG) stated that the Oasis Office Building (referred to erroneously as the Oasis Commercial Building) appears to meet the level of significance necessary for individual listing for individual National Register of Historic Places, or California Register of Historical Resources eligibility at the local level, as “ (1) an interesting example of mid-century modern commercial architecture, (2) 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. (3) Further, the building is the work of master architect, E. Stewart Williams, and interior designer, A. Quincy Jones, thus has elevated the significance for its association with a prolific local architect and designer of national prominence. This is an exceptional example of its type, period, or method of construction.”

The associated *Primary Record* (DPR 523A) listed 1924 as the date of construction; that it is altered from the original design, and assigned a status code of 5S3 (ineligible, but of local interest). The *Building, Structure and Object* (DPR 523B) form stated that the common name was Kreis Building/Oasis Room; the architect as E. Stewart Williams and interiors by A. Quincy Jones; and although again providing the 5S3 status code, identified the applicable National Register Criteria as A (Events) and C (Distinctive Characteristics and Work of a Master). The *Continuation Sheet* states that the building was constructed in 1948; that it has a

high degree of integrity; that it is the work of master architect E. Stewart Williams and interior designer A. Quincy Jones.

In March 2007, Patrick McGrew concluded, that this building is eligible for listing in the local, California, and National Registers as follows:

Criterion 1 Events (or patterns of events) that may have made a meaningful contribution to the nation, state or community. McGrew stated that the Oasis Commercial Building (sic) is an important example of mid-century commercial development in Palm Springs. *The building represents the overall development from the 1940s to the 1960s, and contributes to the scale and character of the city's main commercial street. As such, it is associated with the pattern of events that have made a meaningful contribution to the community, thereby qualifying it as eligible for listing on the local state or National Registries.*

Criterion 2: Persons who made meaningful contribution to national, state or local history. Milton Kreis was an important merchant in downtown Palm Springs, at one time owning and/or operating five drug stores or restaurants along Palm Canyon Drive...Kreis was (a) figure of importance in California and Palm Springs, and the Oasis Commercial Building was associated with his accomplishments. *As such, the building is associated with a person of importance to the community, thereby qualifying it for the local, California, and National Registries.*

Criteria 3-7: That reflects or exemplifies a particular period of national, state, or local history; or that embodies the distinctive characteristics of a type, period, or method of construction; or that represents the work of a master builder, designer, artist, or architect whose individual genius influenced his age; or that possesses high artistic value; or that represents a significant and distinguishable entity whose components may lack individual distinction. "The Oasis Commercial Building possesses the distinctive characteristics of Palm Springs commercial buildings of the 1940s-1960s. It also represents a construction method of light steel framing represented by physical features such as free-standing columns and other significant details of the Late International Style architecture...These traits commonly occur in the important buildings of the period that line Palm Canyon Drive. *The subject property contains enough of those characteristics to be considered a true representative of its type, period, and method of construction. These characteristics are expressed in specific terms including the form, proportion, structure, plan, style and materials.*"

"E. Stewart Williams is a master architect, and is generally recognized for greatness in his field..." The building may be also said to possess high artistic values as expressed in design, planning, and engineering. A property is eligible for its high artistic values if it so fully articulates a particular concept of design that it expresses as an artistic ideal. The Oasis Commercial Building successfully embodies the concepts of the Late International Style architecture. *Because the building embodies the distinctive characteristics of Palm Springs commercial architecture, and because it is the work of a master architect, and because it possesses high artistic values, it qualifies as eligible for listing on the local, California, and National Registries.*"

Criterion 8: That has yielded or may likely to yield information important to national, state or local history or prehistory. This criterion most commonly applies to properties that contain or are likely to contain information bearing on important archeological research questions. The property must have characteristics suggesting the likelihood that it possesses

confutations of artifacts, soil strata, structural remains, or other natural or cultural features... It would not qualify as an historic resource under this criterion.”

Integrity: Integrity is the ability of a property to convey its significance. To be considered a historic resource, a property must not only be shown to be significant under at least one of the criteria, but it must have integrity. The evaluation of integrity must be grounded in an understanding of a building’s physical features, and how they relate to the concept of integrity...or they do not. Within the concept of integrity, there are seven aspects or qualities that, in various combinations define it. To retain integrity a property will always possess several, usually most of these aspects. Determining which of these aspects are most important to a property requires knowing why, where and when a property is significant. The seven aspects of integrity are: Location, Design, Setting, Materials, Workmanship, Feeling and Association.”

“Although the building appears a little neglected, and many of the street level shops are vacant, the building still possesses all seven of these aspects. And while the building has undergone numerous minor alterations since it was built, virtually all of its character-defining features survive, with the exception of the free-standing silhouetted signage. Observable alterations to the street level include replacement of the original terrazzo flooring and the installation of guardrails that inhibits flow to the shaded courtyard. The exposed columns with their mosaic tile covering have been painted, but *all of these changes are reversible*. Since one of the historic door pulls survives, *replicas could be fabricated to replace missing ones*. *The building retains a high degree of integrity.*”

IV. RESEARCH METHODS

Following a review of the previous study, and the inventory prepared for the building pursuant to the 2004 survey, the *National Register Bulletin 15* (Bulletin 15), was followed. Bulletin 15 identifies five steps to be followed in determining eligibility for nomination/listing:

1. Categorize the property. Determine whether the property is a district, site, building, structure, or object.
2. Determine which prehistoric or historic context(s) the property represents. A property must possess significance in American history, architecture, archeology, engineering, or culture when evaluated within the historic context of a relevant geographic area.
3. Determine whether the property is significant under the National Register Criteria (Palm Springs Criteria 1-7 for Class 1 sites). This is done by identifying the links to important events or persons, design or construction features, or information potential that make the property important.
4. Determine if the property represents a type usually excluded from the National Register. If so, determine if it meets any of the Criteria Considerations. (This does not apply to the Palm Springs Criteria for Class 1 sites)

5. Determine whether the property retains integrity. Evaluate the aspects of location, design, setting, workmanship, materials, feeling, and association that the property must retain to convey its historic significance.

V. OASIS OFFICE BUILDING DESCRIPTION

Constructed in 1952, within the complex of the Oasis Hotel (designed by Lloyd Wright in 1928), the Oasis Office Building required the demolition of the original Wright dining room, and the relocation of the McCallum adobe. The solid concrete, slip-form construction Oasis buildings to the east remained, and were connected to the new building via an elevator and open-air walkway at the second story. Thus, the new corner office building was designed to have four significant elevations –two of which were oriented to street traffic, and the other two to the hotel clientele.



South elevation with adjacent Lloyd Wright Oasis Hotel (photo: Shulman)

It is rectangular in plan, and constructed of concrete and steel-framing, with a flat roof. The Palm Canyon façade is recessed from the sidewalk, behind mosaic tiled pilotis, supporting the cantilevered second story. The recess continues toward the center of the structure, creating a courtyard, (open to the office level above,) and allowing for additional storefronts. As with typical Mainstreet commercial buildings, retail was planned for the first story, while offices were designated above. Storefronts continued along the side and rear elevations. The display windows employed corner glazing and teak door handles. The side and rear elevations incorporated three-part display windows with transoms into rubble stone veneers.

The second story along Tahquitz Canyon was defined by extensive glazing, taking the form of a curtain wall with three-part steel-framed glazing units. The second story along the east elevation was defined by a long two-part ribbon window, with a cantilevered sunscreen. This treatment was continued at the south elevation, with a similar sunscreen protecting the first story, as well. It was accessed from the hotel side of the complex, via a grand steel and concrete stair.



Palm Canyon elevation. (photo: Shulman)

The essential character-defining features of the Oasis Office Building were: the geometric concrete form; the integration of the interior and exterior spaces within both the first and second stories; corner windows; rubble stone display windows; the grand stair; ribbon windows; sunscreens; pilotis; fine door hardware; A. Quincy Jones' Kreis interior.

Construction Chronology

1952-3	Original Construction. Williams, Williams & Williams Architects, Clark & Frey Associate Architects.
1957	First Story Remodeling
1966	Drug Store Remodeling; Masonry Exterior Change
1973	First Story Remodeling; Remodeling of Storefronts, Including Masonry Wainscoting
1974	Remodeling for Restaurant and Cocktail Lounge
1982	Café Espresso Storefront Remodeling and Exterior Patio Remodeling
1984	Tenant Remodeling for Palm Springs Cookie Company
1986	Fire Damage to Clothing Store; Major Remodeling
1988	Remodeling for Candlemaker and TCBY
1989	Remodeling for Nightclub
1991	Remodeling for Johnnie's Uppercut
1997	Exterior First Story Remodeling (Chris Mills, Architect)
1998	HVAC Remodeling (Chris Mills, Architect)

VI. ARCHITECT

According to almost all contemporary references, including the McGrew and ARG evaluations, the architect of the Oasis Office Building was E. Stewart Williams. However,

according to building records, original drawings, and the Getty Research Institute's Julius Shulman Photographic Archive, the architect was Williams Williams and Williams. Schulman's records were fastidious in cataloging his photographs. Within the archive, one finds three classifications for Williams' projects: Williams Williams & Williams, E. Stewart Williams, and Williams & Williams. The Oasis Office Building was catalogued according to the former.

The original drawings (two of which survive and are in the possession of the property owner) list Williams Williams & Williams as the architect, and Clark & Frey as associate architects. Furthermore, the initials "RJC", "RC" RKV" were listed as "drawn by" and the initials "AF" were listed as "checked by". It may indicate that Robson Chambers, and Albert Frey were instrumental in the design or development of this project. McGrew notes in his evaluation, many similarities between the Oasis Office Building and LeCorbusier's Villa Savoye. Prior to coming to the United States, Swiss-born Frey worked under the tutelage of the Master Architect, including the design of Villa Savoye. That may explain some of the similarities of the two buildings.

Harry Williams, himself, had considerable acclaim prior to arriving in Palm Springs, as a partner in the 120-person Dayton firm of Schenk & Williams. The firm was responsible for the design of countless buildings between 1905 and 1938 (43) dotting the city's skyline. This included many residential structures (such as the home of Orville Wright), churches, civic buildings; many corporate structures including all facilities for NCR, Frigidaire and Delco; and the original buildings and structures associated with Wright-Patterson Air Field. Although, early designs reflected the preferred stylistic Revivals of the time, later firm architecture was clearly contemporary, and reflected that of the then new "machine age". One building, Building 26 of the NCR campus, reflects similar design and massing, and application of ribbon windows, as the Oasis. Harry Williams' 1957 *Desert Sun* obituary references the Oasis as one of his major designs.

Harry Williams' son, E. Stewart, arrived in Palm Springs after serving in the Navy, to learn about architecture. According to Stewart, he "...didn't know anything about architecture really when I came out here in 1946. I only had bits of experience. I didn't know about zoning, about building codes, didn't know anything about construction. I didn't know how to mix concrete. I detailed a lot of things in my Dad's office but I didn't know how to build."¹ Stewart was licensed as an architect in 1949, and admitted as a member to the American Association of Architects in 1950.² As such, he was very early in his practice at the time of the design of the building. Williams noted in the "Prickly Pear" interview that it was not until the mid-50s, that he took the lead on design and client relations, while Roger focused on structures. Furthermore, during his luncheon speech in 1999, Stewart stated, "I am also greatly indebted to my father, my brother Roger, and to my long-time partner John Clark for their help and counsel on the many projects that today are wrongly attributed to me alone"³

¹ Palm Springs Life 1997

² Archive, The American Institute of Architects.

³ E. Stewart Williams, FALA Luncheon Speech, May 17, 1999. (Archive, The American Institute of Architects)



E. Stewart Williams. (photo: Shulman)

Many local articles have been written about Stewart Williams, and many incorporate direct quotations. According to several, Stewart Williams was first exposed to Modernism while teaching at Bard College. There he read LeCorbusier's *A Machine for Living* and *Towards a New Architecture* by Walter Gropius. According to Williams, "My interest in contemporary architecture has never wavered since those days. I think my philosophy of design tends to reflect that of Mies van der Rohe more than that of Frank Lloyd Wright—though I've always liked Wright's selection of materials: concrete, stone, wood and glass, rather than the steel, glass and stucco-covered geometric solids espoused by Corbusier and Gropius." "Perhaps I was most influenced by the work of Scandinavian architects like Aalto, Asplund and Markelius, all of whom employed natural materials and carefully integrated the surrounding environment into their work." "I think it's fair to say that I learned something from each of these masters of 20th century design, though I've never consciously copied any of their styles of work." An article in *Palm Springs Life* (200) noted that his primary influences were the Deutscher Werkbund, unsuccessful Seidling houses, as Williams Realized that the Germans preferred beautiful woods, native stone and glass, mixed with colorful interiors...patterned fabrics, flowers, vines on houses.

In the desert Stewart Williams work incorporated the following characteristics:

- Variety of materials and textures –wood, concrete, stone, and glass
- Subtle colorations and forms
- Integration of indoor and outdoor space
- Strong relationship to context/site
- Clean lines
- Natural treatment of materials –strong dislike of stucco and paint

In reference to these character-defining features, the Oasis Office Building does not exemplify his work. The building was not designed to be compatible with the site/context – that of the Lloyd Wright Oasis Hotel. In fact, its construction obliterated the public view of

the masterwork. Instead of being tied to the ground, this building appears to hover above. The application of stucco and lack of wood is also inconsistent with his design philosophy.

In summary, it remains unclear as to whom the actual design should be attributed to.

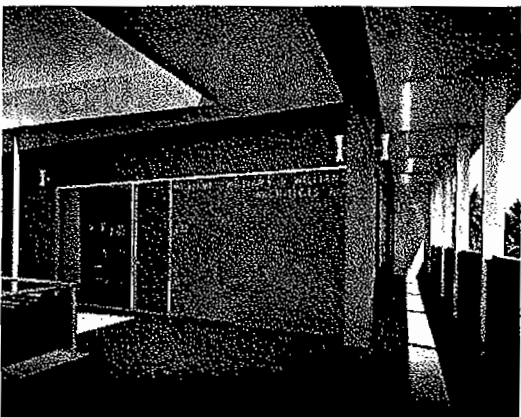
Other Williams' Projects

Harry Williams Architect 1940-1950

Office at the Plaza

(Roger joined in 1945; Stewart joined in 1946)

- 1946
 - Sinatra House, 1148 Alejo (1145 via Colusa?), Palm Springs **
 - PSHS Gymnasium, Palm Springs **
 - Temple Isaiah, 332 Alejo, Palm Springs
 - (SCCALA Certificate of Honor W/W/W)
 - Potter Clinic, 1000 N Palm Cyn, Palm Springs ***
 - Higgins Residence, Palm Springs ***
 - Bissonte Lodge, 260 W Vista Chino, Palm Springs
Demolished
 - Pepper Tree Inn, Indian Cyn & Grand Via Valmonte, Palm Springs
"all have either been remodeled beyond recognition, or demolished"
- 1947 (49)
 - The Colony by Earl Cordrey, 430 S. Cahuilla, Palm Springs **
 - Palm Springs Baseball & Rodeo Stadium, Palm Springs **



Office of Williams Williams & Williams at the Oasis (photo: Shulman)

Williams Williams & Williams 1950-1957

(father Harry and brother Roger office at the Plaza and later Ste 222 of the Oasis))

1950s Primarily residential:

1950 ▪(noted as a collaboration) Desert Hospital (1st 30 beds), Palm Springs **

1951 ▪Kliner House, Thunderbird Country Club, Rancho Mirage **

1952 ▪Bligh House, Thunderbird Country Club, Rancho Mirage **

1953 (50) ▪Interior of Florsheim Shoe Store **

- Desert Museum, 135 E Tahquitz Canyon, Palm Springs
Note: Randall Henderson in Desert Magazine, February 1959, identifies Albert Frey as the architect, and Harry Williams' obituary does not list it as one of his firm's projects.

▪Oasis Office Building

▪Oasis Hotel, New wing and dining room

1955 (53) ▪Edris House, 1030 West Cielo, Palm Springs **
*(Class I historic site) **

- Sutter House, Palm Springs

▪Williams House, Palm Springs *,**

▪Koerner House, Palm Springs **
(noted as outstanding)

1955(6) ▪Coachella Valley Savings and Loan, 383 South Palm Canyon, Palm Springs
Rear elevation is similar to that of the Oasis

▪(with Clark Frey & Chambers) Palm Springs City Hall

- PSHS Auditorium, Palm Springs **

▪Hicks Center, 1345 N. Palm Canyon, Palm Springs *(destroyed by fire)*

Williams & Williams 1957-1972 focus= commercial

1957 ▪Santa Fe Savings and Loan, 588 South Palm Canyon & Baristo, Palm Springs

1969 ALAIC design citation W&W

1957(63) ▪Kenaston House

(noted as outstanding)

Kenaston primary residence in Pacific Palisades—designed by A. Quincy Jones

Note: uses same stone as Oasis.

1958 ▪PSHS Library, Palm Springs **

▪CoD Gymnasium and Pool, Palm Desert **

- 1960 (58)
 - Sutter House, Palm Springs **
(noted as outstanding)
 - Santa Fe Savings & Loan, Palm Springs **
- 1961(64)
 - Coachella Savings & Loan (2nd), 555 (499) S Palm Canyon, Palm Springs
*, ** 1966 Portland Cement Association Award for Creative Use of Concrete (W&W)
(Washington Mutual?) Considered a monument to PS Modernism –postcard image
- 1963
 - Oasis Hotel Rear Wing, Palm Springs (demolished) **
 - Desert Hospital Addition (60 beds), Palm Springs **
- 1964
 - *(with Albert Frey John Porter Clark & Robson Chambers)* PS City Hall Addition, Palm Springs
 - Riverside County Administration & Courts Building, Indio **
 - *(with Clark Frey & Chambers)* Palm Springs Aerial Tramway, Mountain Station *, **
- 1966-76
 - *(with Armstrong & Porter)* Crafton Hills College, Yucaipa
1973 first place award ALAIC *, **
- 1969
 - *(with John Carl Warnekey)* College of the Desert, Palm Desert
 - Santa Fe Savings & Loan, Palm Springs *

Williams Clark & Williams 1972-1990

- 1972
 - Palm Springs City Hall addition
- 1976
 - Santa Fe Savings & Loan
(1-story steel, appears to float above ground; floor-to-ceiling glass; Northrup Industries sunscreens, stainless handrail)
 - Palm Springs Art Museum 101 Museum Drive, Palm Springs
*ALAIC Special Award of Excellence (photo references Roger as architect)
Williams noted it to be one of his favorite projects **
- 1982(4)
 - Palm Springs City Hall addition
- 1986 (3)
 - Erik & Sidney Williams House
*(noted as outstanding) 1987 first honor award Masonry Institute of California
in conjunct w desert chapter AIA**
- 1989
 - Graff-Radford House, Rancho Mirage
(noted as outstanding)
- 1994-6
 - *(with Chris Mills)* Palm Springs Art Museum Chase Art Wing *

• Exhibit for FAIA nomination (Section 3, Exhibits)

** List of cited Significant Projects (FAIA Nomination)

*** Identified on (Blemerton) Cal Poly Pomona Bibliography on Desert Modernism

VI. CONTEXT

Based on its style, the Oasis Office building is associated with the context of Palm Springs Modernism, a style introduced by early wealthy vacationers seeking the desert oasis for their second homes; and then promoted by newly arrived architects, the first of whom was John Porter Clark [1932], followed by Albert Frey [1934]), and then Harry J. Williams in 1940. Williams was joined by sons Roger in 1945, and E. Stewart in 1946. Leading architects from outside of the Coachella Valley added to the palette, including such names as John Lautner, Richard Neutra, R.M.Schindler, Paul Williams, Welton Beckett, Richard Pereira, Charles Luckman and Victor Gruen. The contemporary vision quickly spread, and Palm Springs became the image of Modernism. Countless buildings were designed in various interpretations for the style, and included residential, resort, commercial and institutional examples.

The International Style, as seen in Palm Springs manifested itself for its extensive use of glass, deep overhangs, and the integration of indoor and outdoor spaces, and informality. It often was oriented towards mountain views and the integration of water features.

Examples of this style in Palm Springs included the following:

(Constructed prior to 1958 [50 year –standard for register eligibility]Underlined)

1920s	<u>Name</u>	<u>Architect</u>
1923	Oasis Hotel	Lloyd Wright
1928	El Mirador Hotel	
 1930s		
1932	El Encanto Apartments	Marshall P. Wilkinson
1933-5	Kocher-Samson Building	Frey & Kocher
1935	Community Church	Charles Tanner
1936	Ship of the Desert	Earle Webster & Adrian Wilson
1938	Grace Lewis Miller House	Richard Neutra
1938-9	Welwood Murray Library	John Porter Clark
1939	Clark House	John Porter Clark
1939	Palm Springs Women's Club	John Porter Clark
 1940s		
1940	Fey House	Albert Frey
1941	Cahuilla Elementary School	Albert Frey & Robson Clark
1945	Racquet Club	Albert Frey
1946	Loewy House	Albert Frey & Robson Clark
1946	Edgar J. Kaufman House	Richard Neutra
1946	Villa Hermosa Resort	Albert Frey
1947	San Marino (Del Marcos) Motel	William F. Cody
1947	Bullock's Department Store	Walter Wurdeman & Welton Becket
1947	Tennis Club Additions	A. Quincy Jones & Paul R. Williams
1948	Town and Desert	H.W. Burns

1948	Biltmore Hotel	Fred Monhoff
1949	St. Paul's in the Desert	Clark & Frey
1950s		
1950	Town & Country Center	A. Quincy Jones & Paul R. Williams
1952	Chambers House	Clark & Frey
1952	L'Horizon Hotel	William F. Cody
1952-7	Palm Springs City Hall	Albert Frey & John Porter Clark and Williams, Williams & Williams
1953	Desert Museum	Albert Frey
1956	Ocotillo Lodge	Alexander Co. & William Krisel & Dan Saxon Palmer
1956	Carey-Pirozzi House	Albert Frey
1957	Twin Palms, tract homes	Palmer & Krisel
1957	Huddle Springs Restaurant	William F. Cody
1957	Christian Science Church	Albert Frey
1957	Impala Lodge	Hugh Kaptur
1958	Robinson's Department Store	Richard Pereira & Charles Luckman
1959	City National Bank	Victor Gruen Associates
1959	Spa Bathhouse & Hotel	William Cody, Donald Wexler, Richard Harrison
1960s		
1960	Alpha Beta Shopping Center	Albert Frey
1960	666 Palm Canyon Drive office	Howard & Lawrence Lapham
1960-62	gas station North Palm Canyon	William F. Cody
1961-62	Experimental steel houses	Donald Wexler & Richard Harrison
1962	The House of Tomorrow	Don Saxon Palmer & William Krisel
1963	Frey II House	Albert Frey
1963-65	Tramway gas station	Albert Frey & Robson Chambers
1964	yellow brick fire station	Hugh Kaptur
1968	Elrod House	John Lautner
1968	St. Theresa Parish Church	William Cody
1968-70	Max Palevsky House	Craig Ellwood
1970s		
1973	Bob Hope Home	John Lautner
1975	Palm Springs Library Center	William Cody

VII. INTEGRITY

The requisite seven aspects or qualities that define integrity as described by McGrew, include: Location, Design, Setting, Materials, Workmanship, Feeling and Association. The **Location** remains intact for the Oasis Office Building, as it has not been moved. However, as indicated in Section V, it has undergone numerous remodelings. Significant character-defining features have been removed (storefronts, display windows, terrazzo, planters, flooring, doors and hardware, and metal sunscreen), other features have been significantly modified (storefronts, enclosure of open space, signage, exterior surface re-facing/paint/cladding), and additions have been introduced. Finally, the refined interior designed by Master Architect, A. Quincy Jones, was removed many years ago. Apart from the overall massing, grand stair, and upper story glazing, contrary to statements made in earlier assessments, limited integrity of **Design** remains.

The **Setting** is the physical environment of a historic property, and refers to the character of the site, and the relationship to surrounding features and open space. Setting often refers to the basic physical conditions under which a property was built and functions it was intended to serve. These features can be either natural or manmade, including vegetation, paths, fences, and relationship between other features or open space. The Oasis Office Building was designed as a component of the Oasis Hotel Complex, serving not only street traffic, but the hotel guests, as well. It was intended to have four distinct elevations with associated storefronts and entrances, visually tied to intimate pathways for guests moving between their rooms, pools, and dining building. These relationships no longer remain. The dining building, resort landscaping and surrounding casitas have been demolished; and the rear storefronts have been enclosed and significantly modified, so as to now appear as a standard rear elevation of a commercial building. The building is now clearly oriented merely to Palm Canyon Drive. Hence, it no longer retains integrity of setting.

Materials are the physical elements that were combined or deposited during a particular period or time, and in particular pattern or configuration to form a historic property. Primary exterior materials remain in-place in many locations. Some elements however, have been clad with paint or stucco, some stonework has been removed, as well as the exterior terrazzo paving materials. The interior designed by A. Quincy Jones, no longer stands. Hence, the material integrity is fair.

Workmanship is the physical evidence of crafts of a particular culture or people during any given period of history or prehistory, and can be applied to the property as a whole, or to individual components. Evidence of skilled workmanship in the Oasis Office Building included, the application of the rubble stone in storefronts, the fine detailing of the corner windows, the hardware with teak door handles, mosaic tile on the pilotis, the detailed construction of the rear staircase, the refined A. Quincy Jones interior, and the metal awnings. Of these features, some of the stone remains, although most inset display windows have been in-filled; some of the corner windows remain; two doors retain their original handles; the mosaic tile is no longer visible due to paint application; the rear stair remains unaltered; two of three original awnings remain; but, the Jones' interior has long been removed. As such, the integrity of workmanship has been significantly diminished.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that when taken together, convey the property's historic character. As such, the feeling of the historic building has been lost with the demolition of the rear buildings and landscaping, and their interrelationship to the Oasis Office Building. The integrity of feeling has further been marred with the significant remodeling to this building, and those within its block. The integrity of feeling is therefore fair.

Association is the direct link between the important historic event or person and a historic property. As this building is considered significant for architecture, as an example of mid-century International Style/Mid-century Modernism, it is not associated with a specific event, or person, but a period of development in the City of Palm Springs. As such, the Oasis Office Building retains integrity of association with the period of mid-century commercial design and development.

VIII. FINDINGS AND CONCLUSION

Previous evaluations stated that the Oasis Office Building was significant as

“ (1) an interesting example of mid-century modern commercial architecture, (2) 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. (3) Further, the building is the work of master architect, E. Stewart Williams, and interior designer, A. Quincy Jones, thus has elevated the significance for its association with a prolific local architect and designer of national prominence. This is an exceptional example of its type, period, or method of construction.” ARG (although rated it 5S3 -ineligible)

Discussion: (1, 2) This building is an interesting example of mid-century International Style (Modern) in Palm Springs and the associated post war development; however it has been significantly altered, and no longer retains adequate integrity for individual listing. Better examples exist of the style. (3) There is no confirmation that this building could be primarily attributed to Stewart Williams, rather it appear to have been a collaboration (as had been commonplace) of the local architects, Harry, Roger and Stewart Williams with Albert Frey and John Porter Clark. Better examples of Williams Williams & Williams buildings remain, including the Coachella Valley savings and Loan at 383 South Palm Canyon, and several award-winning projects. The Oasis Office Building was neither published, nor recognized as outstanding. Finally, the discussion of the interior by Jones, is irrelevant, as no element of his design remains in the building. As such, the rating of rated it 5S3 -ineligible, appears appropriate.

McGrew concluded that this building is eligible for listing in the local, California, and National Registers as follows:

Criterion 1 Events The building represents the overall development from the 1940s to the 1960s, and contributes to the scale and character of the city's main commercial street. As such, it is associated with the pattern of events that have made a meaningful contribution to the community, thereby qualifying it as eligible for listing on the local state or National Registries.

Criterion 2: Persons who made meaningful contribution to national, state or local history. Milton Kreis was (a) figure of importance in California and Palm Springs, and the Oasis Commercial Building was associated with his accomplishments. As such, the building is associated with a person of importance to the community, thereby qualifying it for the local, California, and National Registries.

Criteria 3-7: Because the building embodies the distinctive characteristics of Palm Springs commercial architecture, and because it is the work of a master architect, and because it possesses high artistic values, it qualifies as eligible for listing on the local, California, and National Registries.”

Integrity. “...And while the building has undergone numerous minor alterations since it was built, virtually all of its character-defining features survive, with the exception of the free-standing silhouetted signage. Observable alterations to the street level include replacement of

the original terrazzo flooring and the installation of guardrails that inhibits flow to the shaded courtyard. The exposed columns with their mosaic tile covering have been painted, but *all of these changes are reversible*. Since one of the historic door pulls survives, *replicas could be fabricated to replace missing ones. The building retains a high degree of integrity.*”

Discussion: *Criterion 1* This building is an interesting example of mid-century International Style (Modern) in Palm Springs and the associated post war development; however it has been significantly altered, and no longer retains adequate integrity for individual listing. Better examples exist of the style.

Criterion 2: Although the building housed of a time one of the drugstores operated by Milton Kreis, it was neither owned, nor built by him. As such this association is not appropriate for historic significance. Furthermore, nothing remains of the original design of the drugstore.

Criteria 3-7: There is no substantiation that this building can be primarily attributed to Stewart Williams. Rather, it appears to have been a collaboration (as had been commonplace at the time) of the local architects, Harry, Roger and Stewart Williams with Albert Frey and John Porter Clark. Better examples of Williams Williams & Williams buildings remain, including the Coachella Valley Savings and Loan at 383 South Palm Canyon, and several other award-winning projects. The Oasis Office Building was neither published, nor recognized as outstanding.

Integrity: the conclusions reached by McGraw are incorrect, most of the character-defining features no longer remain, and the building lacks the requisite historic integrity. The discussion of reconstruction is irrelevant, as almost anything can be reconstructed. Evaluation of the integrity of a building is based on current conditions, rather than potential.

In conclusion, although the Oasis Office Building is an example of the Mid-century International Style in Palm Springs, it is not the best example, and does not retain the necessary historic integrity. As it remains unclear as to what direct contributions Stewart, Harry, or Roger Williams, --or Albert Frey or John Porter Clark, the claim that it is the work of a Master, cannot be substantiated. Better intact examples of the architecture of the Williams family remain in Palm Springs, including the Coachella Valley Savings and Loan, which possesses similar features to the Oasis. As such, the Oasis Office Building does not meet the Criteria for listing as a Class 1 Historic Site.



Coachella Valley Savings and Loan Building, Rear

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<http://www.laokay.com/lathumb/laphoto/LWright20.jpg>

Appendix A: Biography of E. Stewart Williams

E. (Emerson) Stewart Williams

November 15, 1909

Born Dayton, OH to Harry & Una Williams

1928 Graduated from Steele High School, Dayton, OH

1933 Bachelor of Architecture degree, Cornell University

1934 Master of Architecture degree, University of Pennsylvania

1934-8 Instructor Bard College

Read "A Machine for Living" –LeCorbusier and Towards a New Architecture –Gropius

1938 European Grand Tour

1939-41 Draughtsman, Raymond Loewy, NYC

June 30, 1940 Married Mari Schyltern, Woodstock, NY

1942-1946 Navy: Mare Island Naval Yard, SF (supervised dry dock construction)

Note: Licensure application states 1941-1943 Schenk & Williams, Dayton

1946-1950 Draughtsman, Harry Williams Architect, Palm Springs

August 25, 1949

Passed California Architecture Licensure Exam (*License # 1194*)

October, 18, 1950

Membership American Institute of Architects granted

Proposed by Henry L. Eggers (a likely Cornell classmate as he stated familiarity with Stewart for 22 years) and his father, Harry

1950-1957 Williams Williams & Williams

1957-1969 Williams & Williams

January 1, 1966

Transferred AIA membership from the Southern California Chapter to the newly-formed Inland California Chapter

1969-1988 Williams Clark & Williams

c1985 Roger Williams and John Clark Retire

1988 AIA Emeritus status is granted ; Stewart works out of his home

1999 Admitted into the American Institute of Architects' College of Fellows

Died 2005

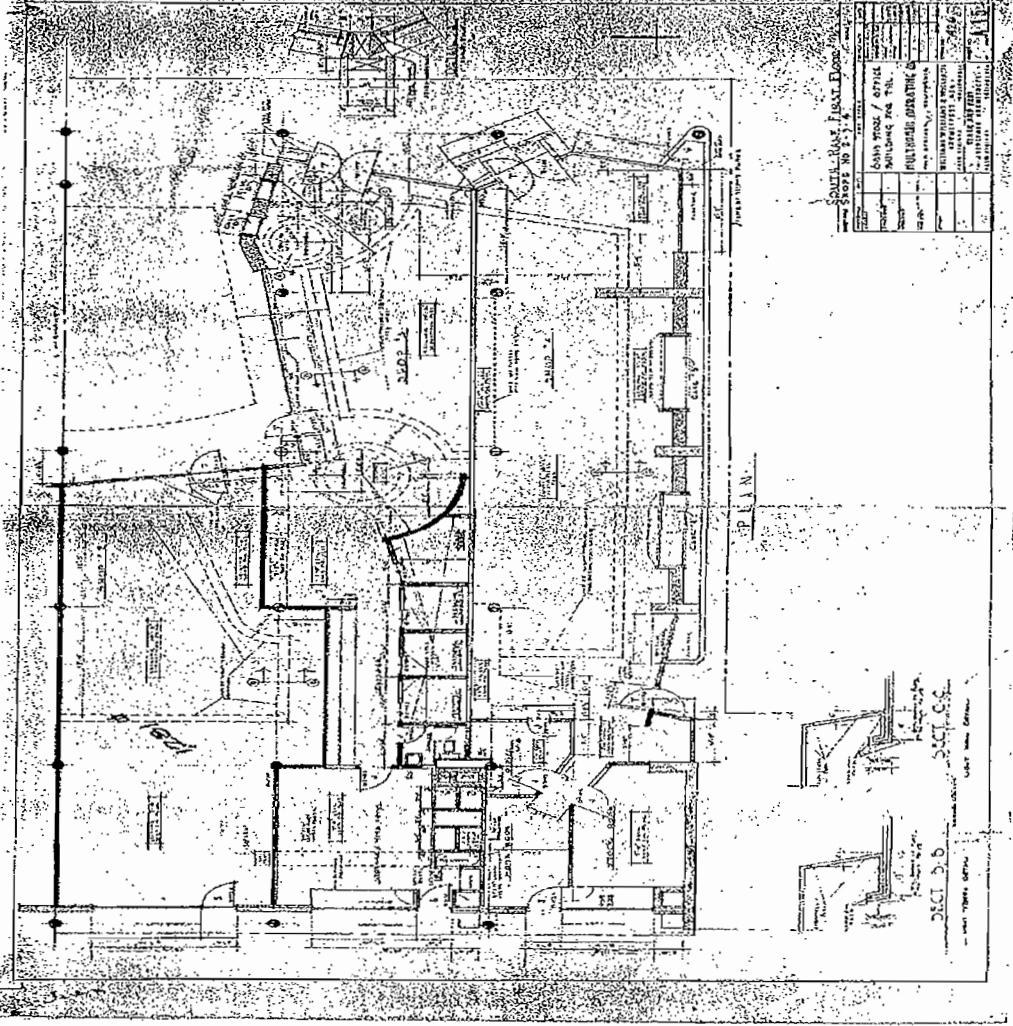
Children

Geoffrey Williams

Mari Anne Pasqualetti

Erik Williams

Appendix B: Original Plans of the Oasis Office Building

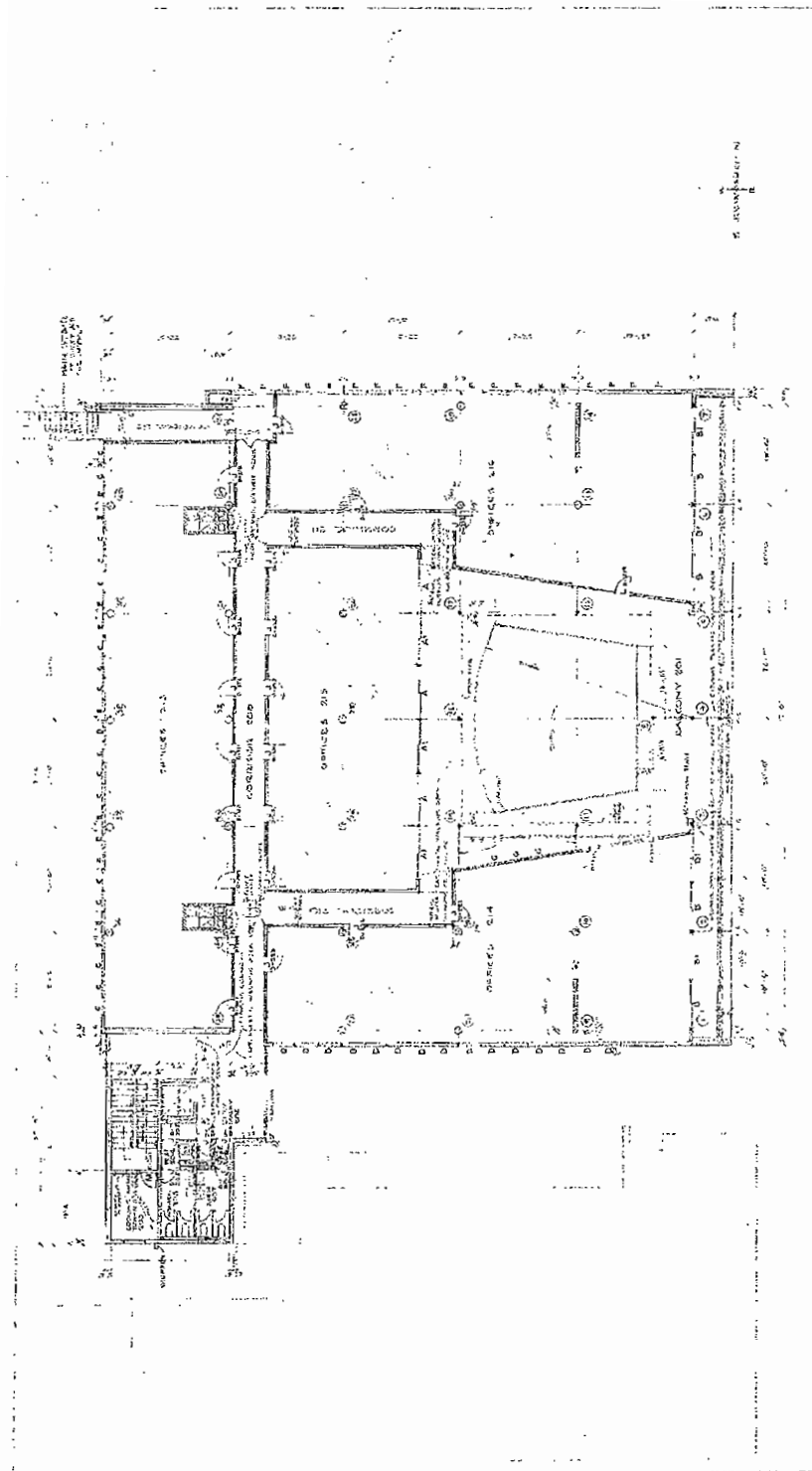


South-Rail First Floor Plan
 Scale 1/8" = 1'-0"

DATE	12/15/55
DESIGNED BY	JOHN H. WILSON
CHECKED BY	JOHN H. WILSON
APPROVED BY	JOHN H. WILSON
PROJECT NO.	100-1000
CLIENT	U.S. RAILROAD
LOCATION	NEW YORK, N.Y.
DESCRIPTION	FIRST FLOOR PLAN
SCALE	1/8" = 1'-0"
DATE	12/15/55
DESIGNED BY	JOHN H. WILSON
CHECKED BY	JOHN H. WILSON
APPROVED BY	JOHN H. WILSON
PROJECT NO.	100-1000
CLIENT	U.S. RAILROAD
LOCATION	NEW YORK, N.Y.
DESCRIPTION	FIRST FLOOR PLAN
SCALE	1/8" = 1'-0"

PLAN

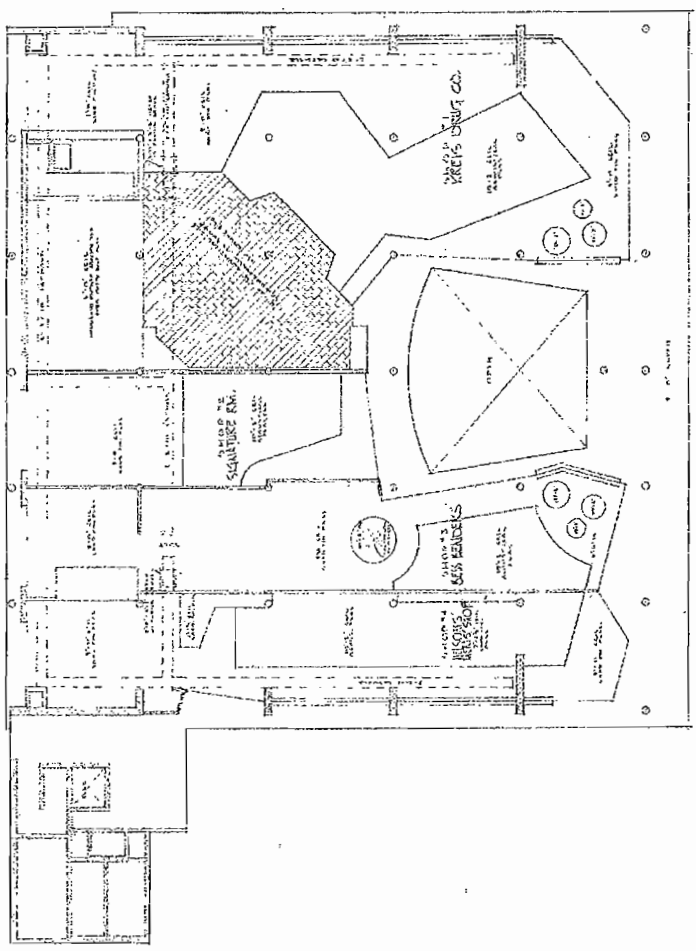
SECTION



FINISH SCHEDULE		PROPERTY	
NO.	DESCRIPTION	QUANTITY	UNIT
1	WOOD WALLS	100	SQ. FT.
2	WOOD CEILING	100	SQ. FT.
3	WOOD FLOOR	100	SQ. FT.
4	PAINT	100	SQ. FT.
5	GLASS PARTITIONS	100	SQ. FT.
6	STAIRS	1	UNIT
7	DOORS	10	UNIT
8	WINDOWS	20	UNIT
9	CEILING LIGHTS	10	UNIT
10	FLOOR LIGHTS	10	UNIT
11	WALL LIGHTS	10	UNIT
12	PLASTER	100	SQ. FT.
13	CONCRETE	100	SQ. FT.
14	MECHANICAL	100	SQ. FT.
15	ELECTRICAL	100	SQ. FT.
16	MECHANICAL	100	SQ. FT.
17	ELECTRICAL	100	SQ. FT.
18	MECHANICAL	100	SQ. FT.
19	ELECTRICAL	100	SQ. FT.
20	MECHANICAL	100	SQ. FT.
21	ELECTRICAL	100	SQ. FT.
22	MECHANICAL	100	SQ. FT.
23	ELECTRICAL	100	SQ. FT.
24	MECHANICAL	100	SQ. FT.
25	ELECTRICAL	100	SQ. FT.
26	MECHANICAL	100	SQ. FT.
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28	MECHANICAL	100	SQ. FT.
29	ELECTRICAL	100	SQ. FT.
30	MECHANICAL	100	SQ. FT.
31	ELECTRICAL	100	SQ. FT.
32	MECHANICAL	100	SQ. FT.
33	ELECTRICAL	100	SQ. FT.
34	MECHANICAL	100	SQ. FT.
35	ELECTRICAL	100	SQ. FT.
36	MECHANICAL	100	SQ. FT.
37	ELECTRICAL	100	SQ. FT.
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40	MECHANICAL	100	SQ. FT.
41	ELECTRICAL	100	SQ. FT.
42	MECHANICAL	100	SQ. FT.
43	ELECTRICAL	100	SQ. FT.
44	MECHANICAL	100	SQ. FT.
45	ELECTRICAL	100	SQ. FT.
46	MECHANICAL	100	SQ. FT.
47	ELECTRICAL	100	SQ. FT.
48	MECHANICAL	100	SQ. FT.
49	ELECTRICAL	100	SQ. FT.
50	MECHANICAL	100	SQ. FT.

426
A3

#201 First Floor First Floor Ceiling Plan - IN200 - A 15

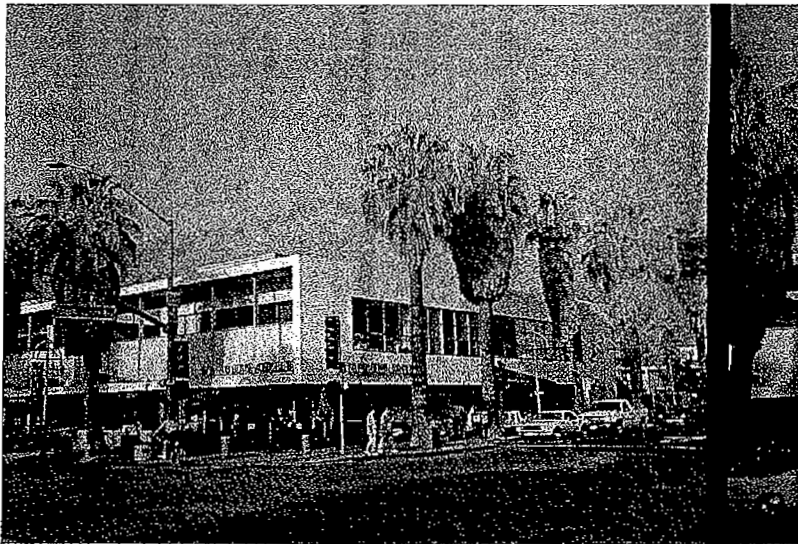


NOTES:
 1. ALL ROOMS SHALL BE FINISHED TO MATCH ADJACENT ROOMS.
 2. ALL WALLS SHALL BE FINISHED TO MATCH ADJACENT ROOMS.
 3. RELAY SHALL BE INSTALLED IN ROOM 101.

EXHIBIT A-15 (REVISED) - CEILING PLAN - 1st Floor

PROJECT NO.	DATE	BY	CHECKED
001	10/1/78	J. J. ...	J. J. ...
OWNER	DESIGNER	CONTRACT NO.	PROJECT NO.
CASIS STONE / OFFICE BUILDING FOR THE MULTINOMAH OPERATING CO.	WILLIAMS ARCHITECTS, INC.	426	A 15
OWNER'S ADDRESS	DESIGNER'S ADDRESS		
MULTINOMAH OPERATING CO.	WILLIAMS ARCHITECTS, INC.		

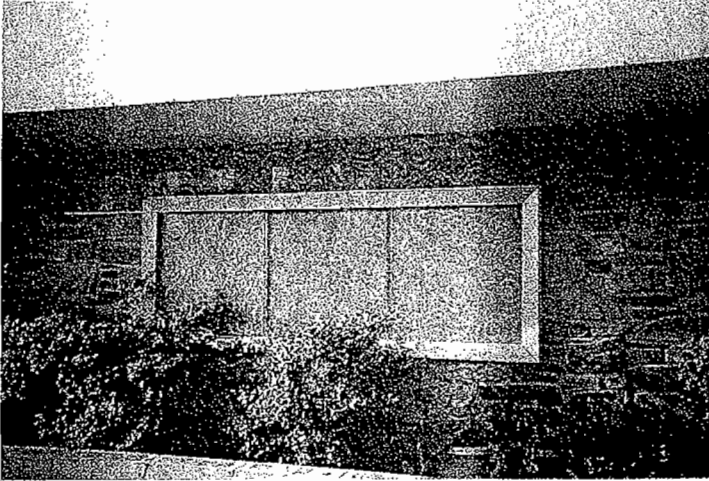
Appendix C: Photographs of Existing Conditions



View of Tahquitz Canyon & Palm Canyon Elevation



Tahquitz Canyon Elevation



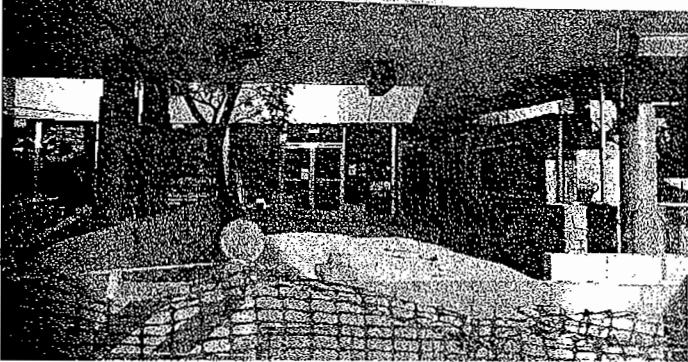
Infilled Display Window



Storefront @ Tahquitz Canyon



Storefront @ Corner of Palm Canyon and Tahquitz Canyon



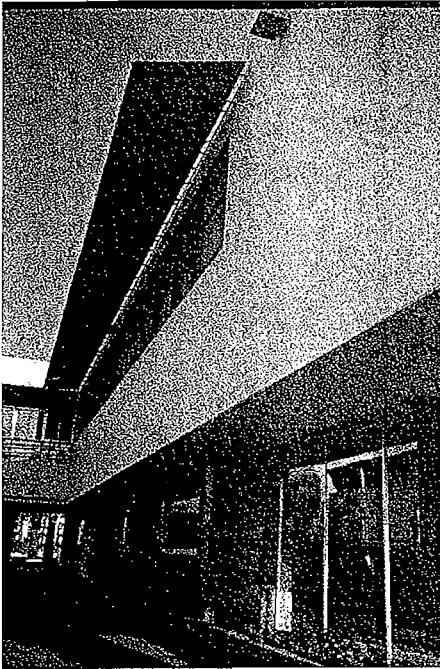
Storefront with View to Courtyard



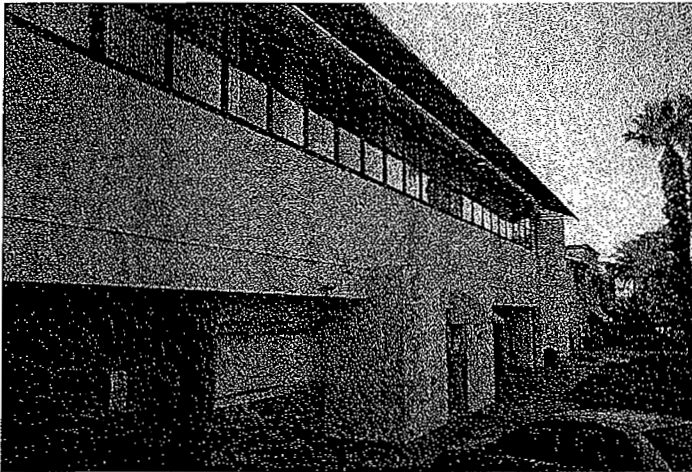
Storefront with View to Courtyard



Storefront and Pilots



Alley Elevation



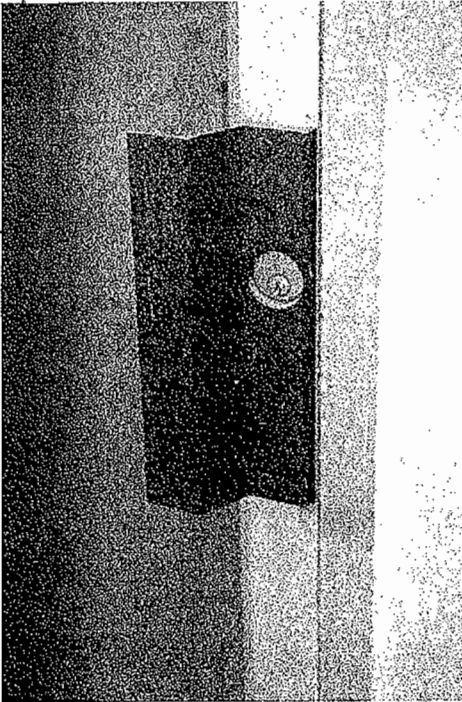
Hotel-facing Elevation



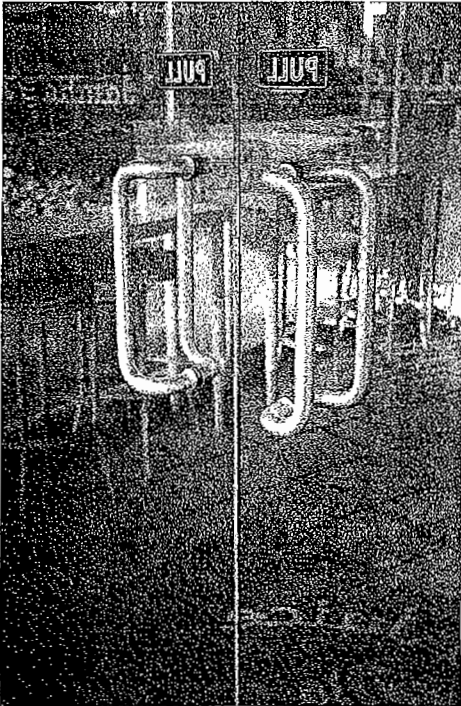
Primary Stair



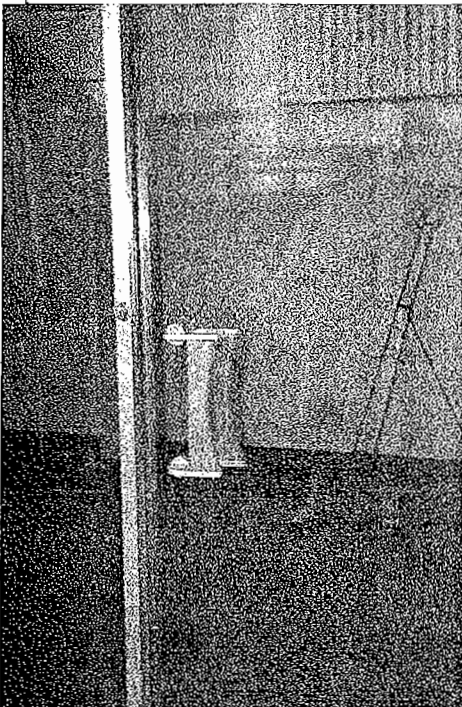
Replacement Door Handle



Replacement Door Handle



Replacement Door Handle



Original Door Handle

THE OASIS OFFICE BUILDING

PALM SPRINGS, CALIFORNIA

AN ASSESSMENT OF SIGNIFICANCE AND HISTORIC INTEGRITY

prepared by

Andréa Urbas, M.Arch

700 E. Redlands Blvd., Ste. U-149, Redlands, CA 92373

36CFR61-qualified in: Historic Architecture, Architecture, Architectural History, History, Conservation, Curation, Historic Preservation
and Historic Preservation Planning

State of California — The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code 5S3

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 3 Resource Name or #: (Assigned by recorder) Oasis Commercial Building

P1. Other Identifier: offices of architects Williams, Williams, and Williams

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 101-121 South Palm Canyon Drive City Palm Springs Zip 92262

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)
City of Palm Springs Section 15

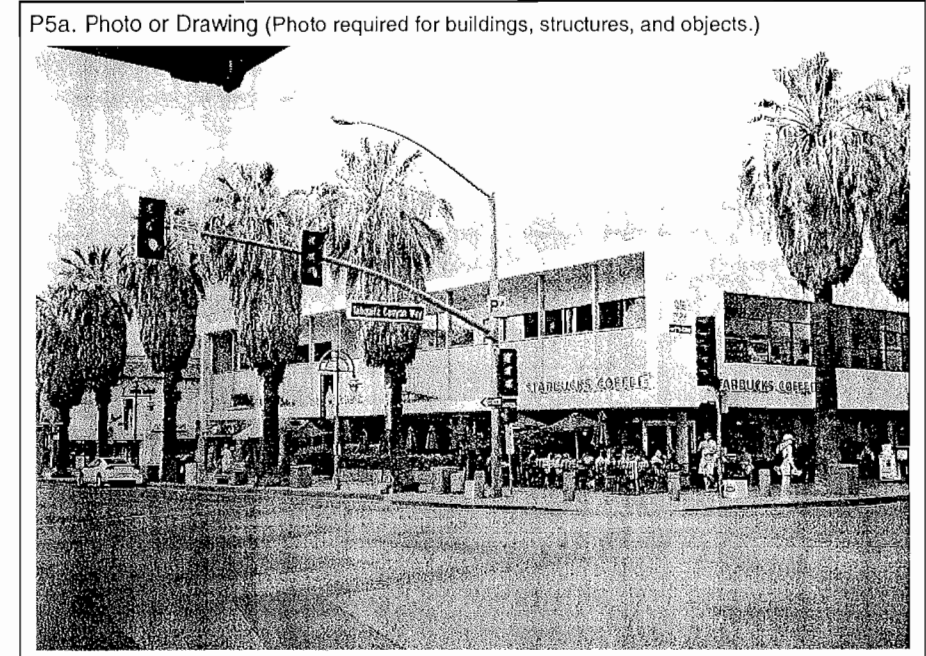
Parcel No. 513 143 009

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

Originally constructed as the Oasis Commercial Building, this elegant two-story building was designed in a Modern architectural style by architect Stewart Williams, with interiors by A. Quincy Jones and was built as an expansion of the adjacent Oasis Hotel to the south. Occupying a prominent corner of Palm Springs main commercial street, the building has a general rectangular shaped plan with a central courtyard, a recessed ground floor and a series of ground-floor concrete columns and piers that provide additional support to the buildings second-story. Upper floors were designed as office space with retail on the ground floor. This building housed the offices of architects Williams, Williams, and Williams on the second floor at the northeast corner. Exterior building materials consist of smooth stucco for the exterior walls, metal-framed window wall sections, and vertically hung corrugated metal panels with metal posts forming the second floor "piano nobile" on the east, street-facing elevation. Fenestration consists of a series of metal framed window wall sections for the first and second floors, and an expansive horizontally placed ribbon window composed of three rows each containing 19 steel sash panes is set into the north facade. The rear of the building is accessed via an exterior broad metal staircase ascending to second floor office spaces. Overall, the building appears to be in good condition, although somewhat altered from the original design.

3b. 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 Southwest
 August 2003

P6. Date Constructed/Age and Sources:
 Historic Prehistoric Both
 1924: Palm Springs HSPB List (1987)
 for Oasis Tower

P7. Owner and Address:
 Oasis Group
 45175 Panorama Dr #E
 Palm Desert, CA 92260

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	

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3

NRHP Status Code 5S3

Resource Name or #: (Assigned by recorder) Oasis Commercial Building

B1. Historic Name: Kreis Drugstore Building/Oasis Room

B2. Common Name: Oasis Commercial Building

B3. Original Use: Commercial

B4. Present Use: Commercial

B5. Architectural Style: mid-century Modern

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

This building was constructed in 1952.

B7. Moved? No Yes Unknown

Date: _____ Original Location: _____

B8. Related Features:

Exterior seating area.

B9a. Architect: E. Stewart Williams, Interiors by 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 Meiselman and later, George and Robert Alexander throughout Palm Springs. Tract subdivision development was followed by the establishment of condominiums, initially 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:

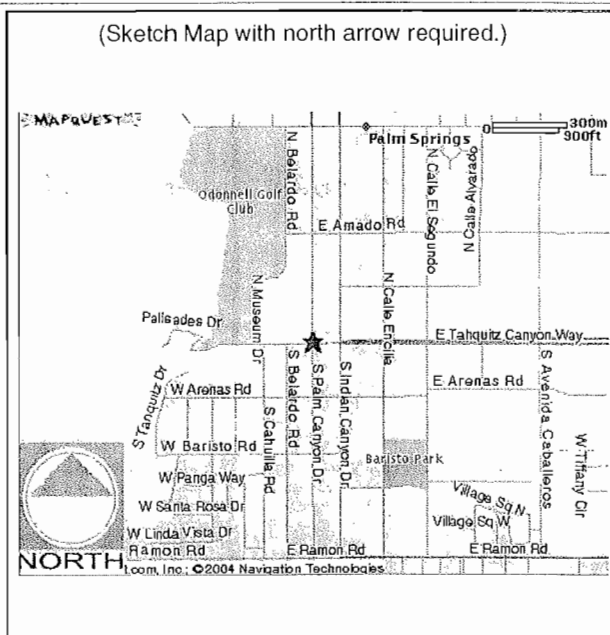
Maley/Petrin/Tinsley/Watson

B14. Evaluator: Architectural Resources Group

Date of Evaluation: August 2003

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



CONTINUATION SHEET

Primary # _____

HRI # _____

Trinomial _____

Page 3 of 3

Resource Name or #: (Assigned by recorder)

Oasis Commercial Building

Recorded by Maley/Petrin/Tinsley/Watson Arch. Resources Group

Date August 2003

Continuation Update

B10. Significance Continued

The building originally known as the Milton F. Kreis Drugstore 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, despite minor necessary changes relating to storefront modification, i.e. railings abutting the sidewalk for outdoor seating areas. The location, setting, design, materials, workmanship, feeling, and association appear to remain unchanged since the building was constructed.

The commercial complex at 101-121 South 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 mid-century modern 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 architect, E. Stewart Williams, and interior designer, A. Quincy Jones, thus has an elevated level of significance for its association with a prolific local architect and designer 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 high integrity, and as an outstanding example of commercial architecture, 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.



City of Palm Springs

Office of the City Clerk

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

NOTICE OF CONTINUANCE

NOTICE IS HEREBY GIVEN that the meeting of June 17, 2009, Public Hearing Item No. 1.A.

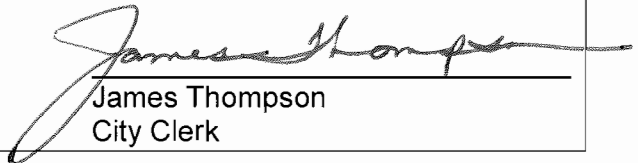
**PROPOSED DESIGNATION OF THE OASIS COMMERCIAL BUILDING
AT 101-121 SOUTH PALM CANYON DRIVE AS A CLASS 1 HISTORIC
SITE (HSPB 55)**

The City Council continued the public hearing to Wednesday, July 22, 2009, at the Council Chamber, City Hall, 3200 Tahquitz Canyon Way, at 6:00 p.m., or as soon thereafter as possible.

AFFIDAVIT OF POSTING

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

I, James Thompson, City Clerk of the City of Palm Springs, California, certify this Notice of Continuance was posted at or before 6:00 p.m., June 18, 2009, as required by established policies and procedures.


James Thompson
City Clerk



City Council Staff Report

DATE: June 17, 2009

PUBLIC HEARING

SUBJECT: DESIGNATION OF THE OASIS COMMERCIAL BUILDING AT 101-121 SOUTH PALM CANYON DRIVE AS A CLASS 1 HISTORIC SITE (HSPB 55)

FROM: David H. Ready, City Manager

BY: Office of the City Clerk

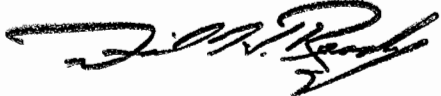
SUMMARY:

The item was noticed to be heard at the June 17, 2009, meeting. The applicant has requested this item be continued to July 1, 2009.

RECOMMENDATION:

1. Continue the Public Hearing to July 1, 2009, with no public testimony.
2. Direct the City Clerk to post a Notice of Continued Public Hearing.


James Thompson
City Clerk


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

CITY OF PALM SPRINGS
PUBLIC HEARING NOTIFICATION



CITY CLERK'S DEPARTMENT

Meeting Date: June 17, 2009
Subject: Oasis Commercial Building
HSPB 55 – 101-121 S Palm Canyon Drive

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 May 28, 2008, in a sealed envelope, with postage prepaid, and depositing same in the U.S. Mail at Palm Springs, California. (34 notices)

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

Handwritten signature of Kathie Hart in cursive.

Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF PUBLICATION

I, Kathie Hart, Chief Deputy City Clerk, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was published in the Desert Sun on May 30, 2009.

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

Handwritten signature of Kathie Hart in cursive.

Kathie Hart, CMC
Chief Deputy City Clerk

AFFIDAVIT OF POSTING

I, Dolores Strickstein, Secretary, of the City of Palm Springs, California, do hereby certify that a copy of the attached Notice of Public Hearing was posted at City Hall, 3200 E. Tahquitz Canyon Drive, on the exterior legal notice posting board and in the Office of the City Clerk on May 28, 2009.

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

Handwritten signature of Dolores Strickstein in cursive.

Dolores Strickstein
Secretary

NOTICE OF PUBLIC HEARING
CITY COUNCIL
CITY OF PALM SPRINGS

Proposed Designation of "The Oasis Commercial Building"
101-121 South Palm Canyon Drive
as Class 1 Historic Site 55 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 17, 2009. The City Council meeting begins at 6:00 p.m., in the Council Chamber at City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

The purpose of the hearing is to consider a recommendation of the Historic Site Preservation Board to designate the building at 101-121 South Palm Canyon Drive (The Oasis Commercial Building) 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), as the proposed designation meets the conditions outlined for preservation of a historic resource. The application is available for public review in the Planning Services Department, City Hall, 3200 East Tahquitz Canyon Way, Palm Springs, between the hours of 8:00 a.m. and 6:00 p.m., Monday through Thursday.

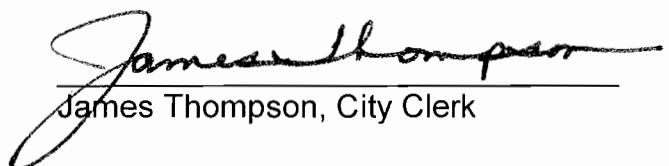
REVIEW OF PROJECT INFORMATION: The staff report and other supporting documents regarding this project are also available for public review at City Hall between the hours of 8:00 a.m. and 6:00 p.m. Monday through Thursday. Please contact the Office of the City Clerk at (760) 323-8204 if you would like 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 Historic Site Preservation Board and/or the City Council by letter (for mail or hand delivery) to:

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

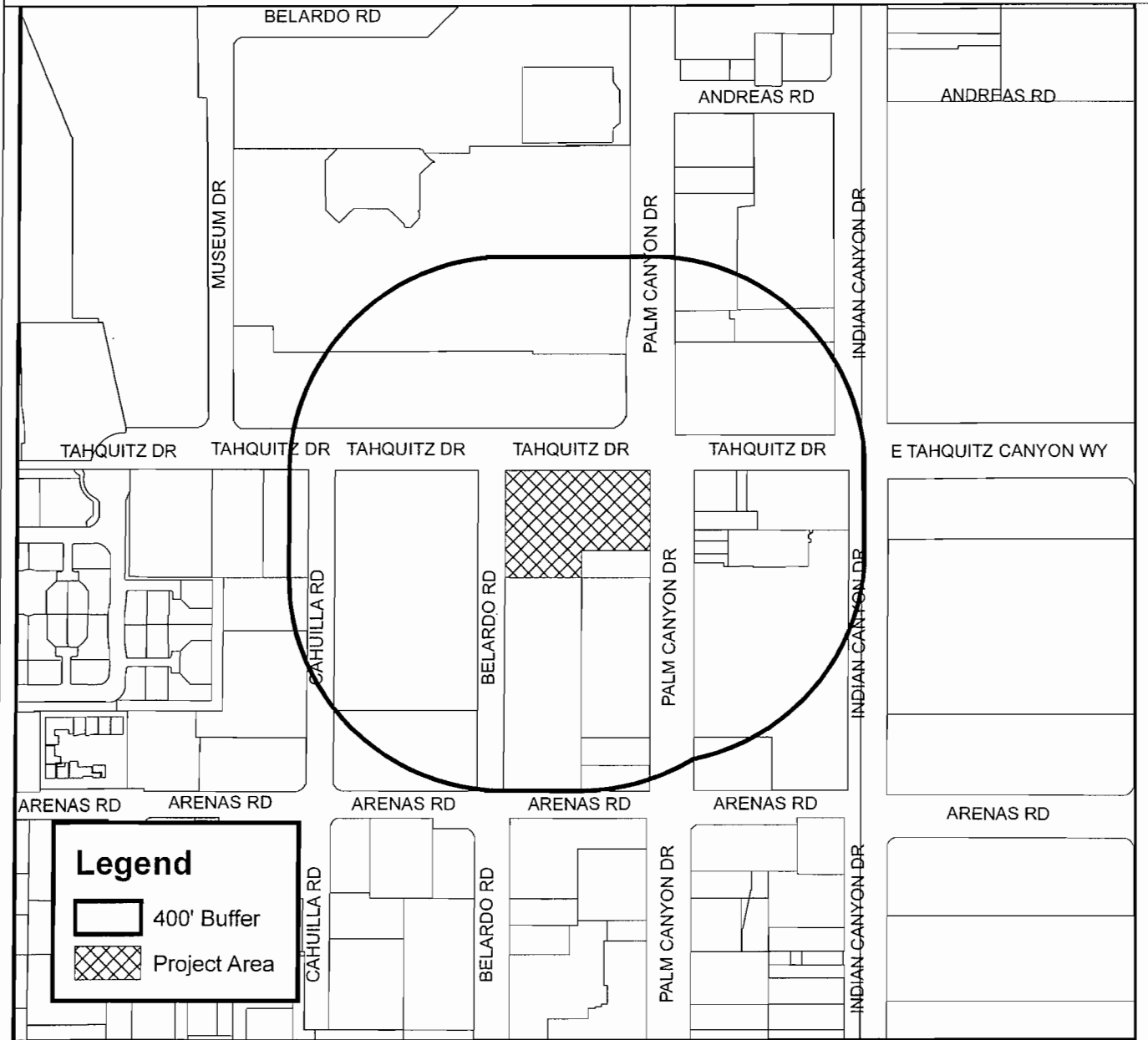
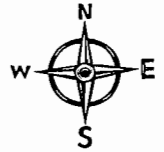
Any challenge of the proposed project in court may be limited to raising only those issues raised at the public hearing described in this notice or in written correspondence delivered to the City Clerk at, or prior to, the public hearing (Government Code Section 65009[b][2]). An opportunity will be given 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' Buffer
-  Project Area

CITY OF PALM SPRINGS

CASE NO: HSPB 55
"The Oasis Commercial Building"

APPLICANT: City of Palm Springs

DESCRIPTION: Consider an application to designate "The Oasis Commercial Building" at 101-121 South Palm Canyon Drive as a Class 1 Historic Site 55.