



Historic Site Preservation Board Staff Report

Date: August 11, 2009

Case No.: 3.2306 MAA – HSPB # 13

Application Type: New Awning and Sign

Location: 768 N. Palm Canyon Drive

Applicant: Sam Macedonio, Owner

Zone: C-1 (General Commercial)

General Plan: R C (Regional Commercial)

APN: 505-286-001

From: Glenn Mlaker, Assistant Planner

PROJECT DESCRIPTION

The proposed project is for the legalization of an existing 25 square foot white colored awning above the entrance to the art gallery Boileau Studio at the Pacific Building located at 768 North Palm Canyon Drive a Class 1 historic site. In addition, this case includes a new sign at the same location.

RECOMMENDATION

That Historic Site Preservation Board approve the request to legalize the existing 25 square foot white awning and approve the placement of a 15 square foot sign on the front valance of the awning at 768 N. Palm Canyon Dr., Suite 107, the Pacific Building.

PRIOR ACTIONS TAKEN ON THE PROJECT

None.

BACKGROUND AND SETTING

The Boileau Studio is a small art gallery which faces the courtyard on the Tamarisk Street side of the Pacific Building. Several years ago the previous gallery owner installed an awning without obtaining proper building permits or HSPB approval. The new tenant of this gallery space is seeking approval to retain the existing white awning and add a new sign. The awning currently spans the front of the gallery space and is affixed to the building directly above the front door and display windows. The color of the awning is a direct match to the color of the window trim. The applicant proposes to place a brown sign with white lettering on the front valance of the awning. The remainder of the awning will remain white.

DESCRIPTION AND ANALYSIS

The Pacific Building was designated a Class 1 historic site by the City Council on February 6, 1985. The building was built in 1936 and can be described as a Mission Revival with Mediterranean/ Spanish revival elements. The building is two-story, with a four story tower element. The tower rises above the main structure and an overhang of the first floor and forms a porch along Palm Canyon Drive. The Pacific Building is considered to be in good condition.

The scope of the project includes the legalization of a 25 square foot existing fabric awning. The awning hangs over the front entry way to the gallery. The proposed sign will be digitally printed onto a brown fabric with white lettering and affixed to the front valance of the existing awning. The total square footage of the new sign is 15 square feet and will list the name of the gallery and the store logo.

REQUIRED FINDINGS

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:

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

Staff has evaluated this application for the legalization of an existing awning and the placement of a new sign at 768 N. Palm Canyon Drive and finds that the project will not be detrimental to the overall historic nature of the building.

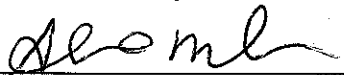
The distinctive architectural elements of the building will not be compromised and the awning and sign will not be a detriment to the overall aesthetic look of the property. Those elements of the building which date to 1936 will not be altered. The easy removal of the awning should it be deemed necessary will restore the front façade to its original condition. Staff has concluded that the awning and sign will not affect the historic designation of the site, and recommends that the HSPB issue a certificate of approval.

ENVIRONMENTAL ASSESSMENT

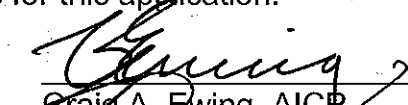
This project is categorically exempt from environmental review per Section 15301(L), (1) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION

There are no public notification requirements for this application.



Glenn Mlaker,
Assistant Planner



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

ATTACHMENTS

1. Site Photographs

BESTSIGNS
DIGITALLY PRINTED

15501 S. Green Avenue, Suite 100
Palm Springs, CA 92264

Tel: 766.320.3042
Fax: 766.320.2090



Contractors Lic. No. E24483

CLIENT:
Boileau Studio

PROJECT:
Awning

DESCRIPTION:
Vinyl Graphics

ACCOUNT REF:
Jeff Cross

FILE NAME:
Boileau Studio\
Awning.cdr

DRAWN BY:
Art Ruit

SCALE:
As Shown

DATE:
05-26-09

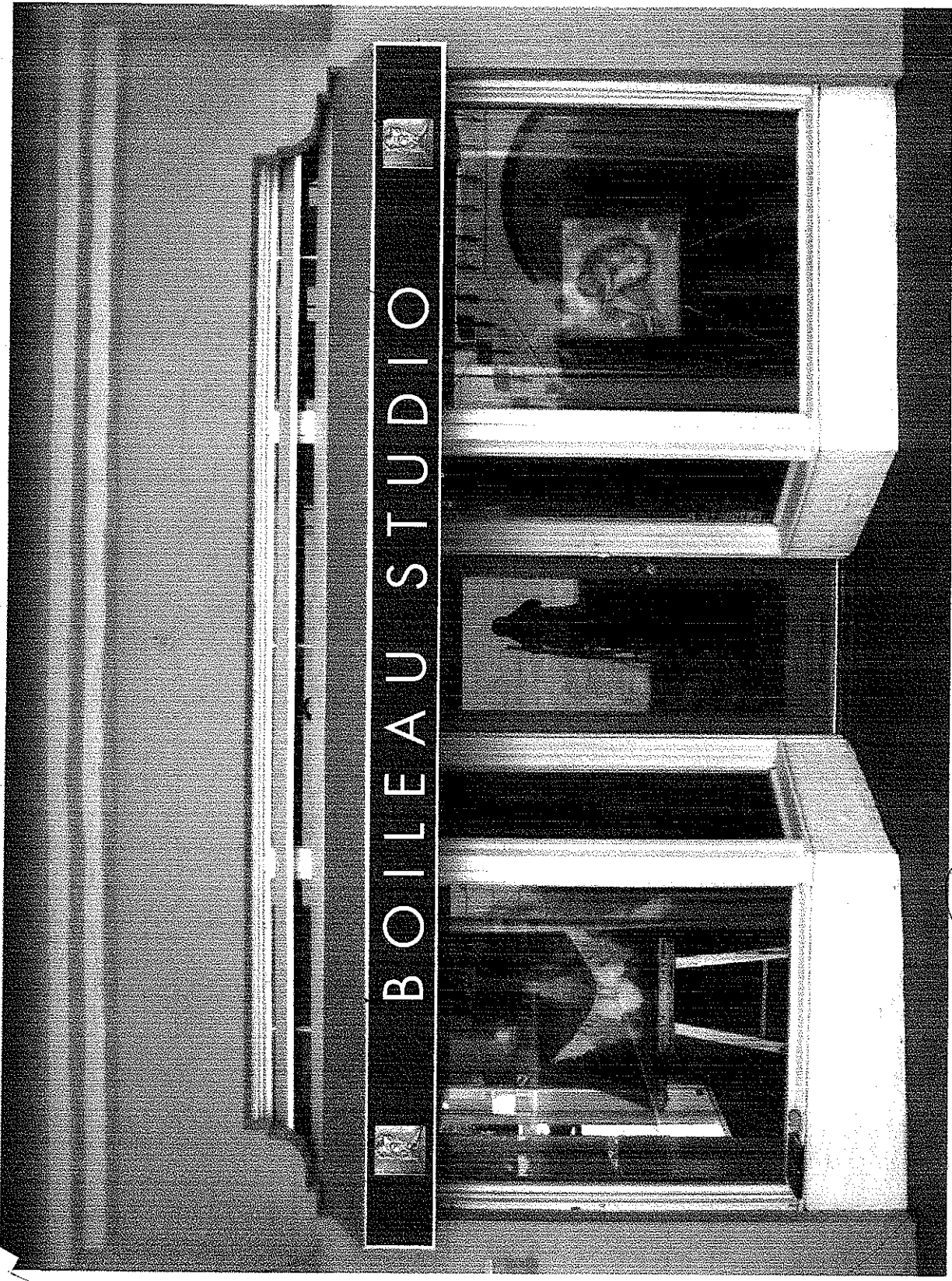
REVISIONS:
05-27-09

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Dimensions are approximate and may change due to communication, scope or other factors. Always follow all applicable building codes and regulations.

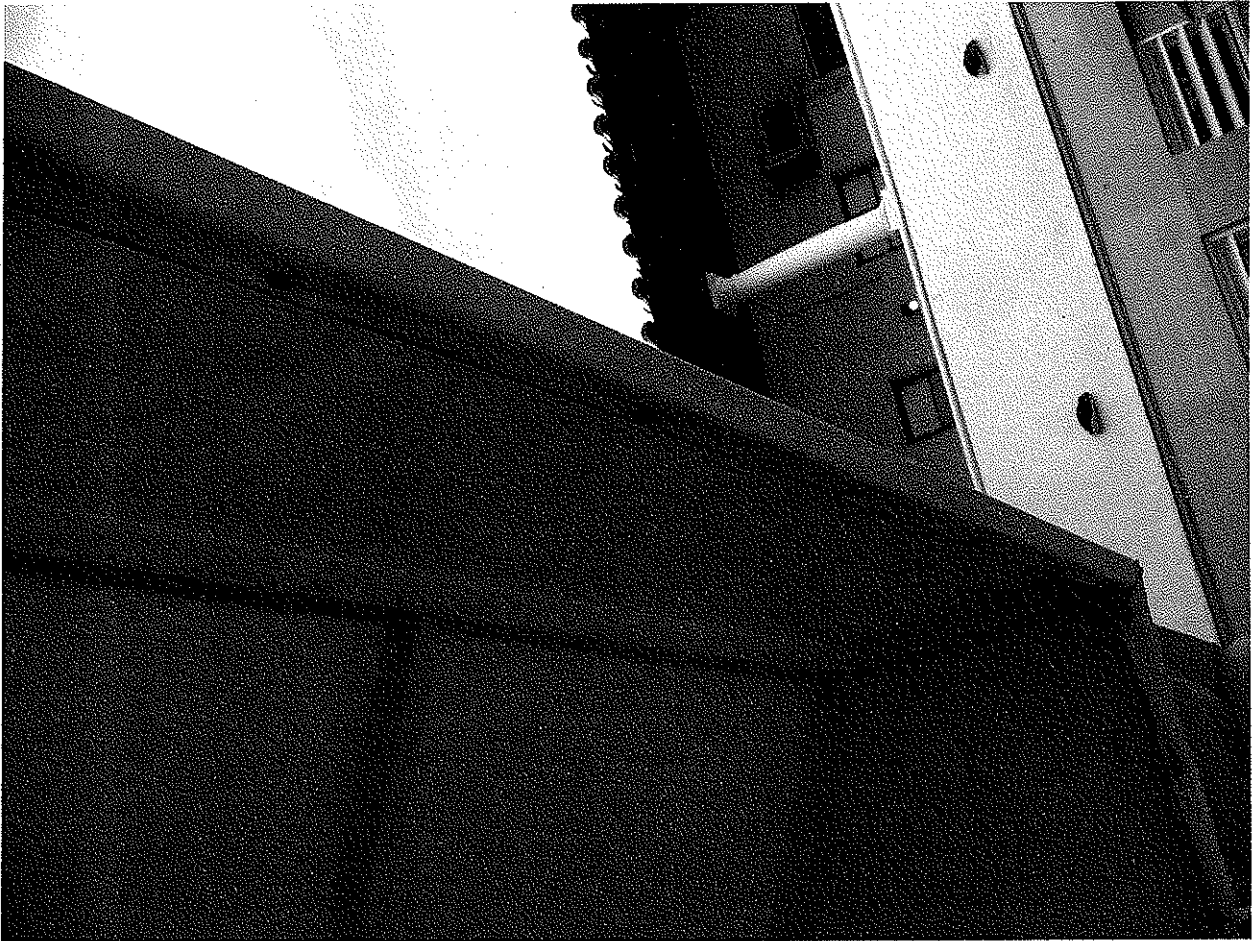
EXISTING SUBSCRIBER - 4237464



Manufacture & install One (1) Brown and White Vinyl Awning and Digitally Printed Graphics

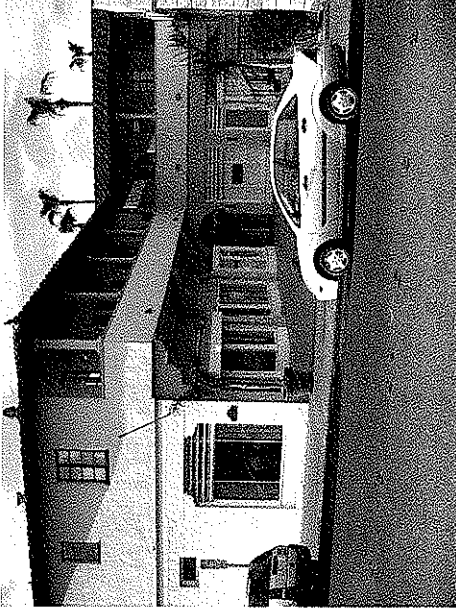
Scale: 1/2" = 1'-0"

Materials - Vinyl stretched over
metal frame





Boileau Studio - 139 E. Tamarisk Suite 107



139 E Tamarisk #107
Street Views



