



# CITY OF PALM SPRINGS

## DEPARTMENT OF PLANNING SERVICES

### MEMORANDUM

**Date:** October 13, 2009

**To:** HSPB Board Members

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

**Subject:** OUTREACH OPTIONS AND OPPORTUNITIES (MEMO OF SEPTEMBER 2007)

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As requested by the Board, staff has attached a memo regarding public outreach and education opportunities that was considered in late 2007. Also attached are two draft letters that correspond to items "Short term Work Items" nos. 4 and 5 of the memo.

**Cc:** Draft Memo (September 7, 2007)  
HSPB Meeting Minutes, excerpt (Sept. 7, 2007)  
Draft Letter to Property Owner  
Draft Letter to Realtor



# City of Palm Springs

Department of Planning Services  
3200 East Tahquitz Canyon Way • Palm Springs, CA 92262  
Telephone: 760-323-8245 • Fax: 760-322-8360

## HSPB PUBLIC OUTREACH AND EDUCATION WORK PLAN 07-08.

Draft September, 2007

Committee on Education and Public Outreach (Strahl, Grattan, Nelson)

The HSPB and City Council met in study session on May 23, 2007. Among the topics discussed was a desire by the Council for the Board to do more community outreach and efforts toward education and awareness in the community of Historic Preservation.

The Committee proposes Education and Public Outreach and Awareness in three phases: Short-term, Long-term, and Ongoing.

The Committee seeks review, discussion, any proposed changes, and adoption by the Board of this proposed work plan.

**Short term Work Items:** (next 3-4 months). These are considered "easy hits" that can be accomplished with little time and effort and provide some immediate results:

1. Education/Awareness: Channel 17 general 'rolling' message on preservation.
  - a. Task: Coordinate text (staff/HSPB), Coordinate w/ Ch 17 staff, get aprvl from CM (staff).
  - b. Timeframe: September/October
  - c. Target: General Public
  - d. Costs: none.
2. Outreach: Historic Markers: Generate sources for possible financial sponsorship of historic markers. (this is more fund-raising than education/outreach, but markers do provide an important piece of public education).
  - a. Tasks: Letters to possible sources (staff/HSPB), follow up calls (HSPB), confirm method of fundraising for City organization (staff/Finance director).
  - b. Timeframe September – March
  - c. Target: Philanthropic organizations, large corporations, preservation organizations, past historic marker supporters, others.
  - d. Costs: none.
3. Education/Awareness: November Historic Commission meeting
  - a. Tasks: Contact Desert Sun for newspaper article, Ch 17 roller. (Staff: work w/Rick Lee on Channel 17; get aprvl from CM). Letters to targeted PS audience who might want to attend?
  - b. Timeframe: September through November
  - c. Target: General Public
  - d. Cost: none

4. Outreach: Follow up with property owners who have already expressed interest in designation to submit designation application.
  - e. Tasks Letter (staff/HSPB)/phone call (HSPB)/1 on 1 to assist in filling out forms (HSPB).
  - f. Timeframe September – November
  - g. Target: Site owners who previously expressed interest in designation.
  - h. Cost: none
  
5. Education/Outreach: Contact Realty Board on benefits of Class 1 designation and implication of potential encumbrance on properties.
  - i. Tasks: Letter (HSPB/staff). Message: positive aspects of designated properties; explain how classifications apply to properties. Get lists of realty board members.
  - j. Timeframe: September - November
  - k. Target: Palm Springs Assoc of Realtors (approx 80-100 attend, total membership 600+.)
  - l. Costs: mailing costs.

**Long term work items:** (over a year or so) These are items that may take a longer effort to plan and execute than the short term items.

1. Outreach: Contact to remaining owners of other 50+ properties and/or 2004 survey properties.
  - a. Tasks: Letter/brochure/mills act info. (Can this come out under a LH w/HSPB across header instead of Planning Services.).
  - b. Timeframe: throughout year.
  - c. Target: Those owners of historic properties who have expressed interest.
  - d. Costs: none.
  
2. Outreach/Education: City's 70<sup>th</sup> anniversary events.
  - a. Tasks: To be determined
  - b. Timeframe: now through end of 2008
  - c. Target: Citywide population.
  - d. Costs: TBD.
  
3. Education: Realty Board Education/Awareness. Presentation or Program (Palm Springs Assoc of Realtors) (approx 80-100 attend, total membership 600+.) (CDAR)
  - a. Enlist 5 or so historic property realtor to assist in a larger program presentation. Person from each from each major firm, etc. (could we get Anthony Mora to participate?)
  - b. Timeframe: Schedule annually?
  - c. Target: Message: change the negative perception of preservation.
  - d. Costs: TBD
  
4. Outreach/Education: City's 75<sup>th</sup> anniversary events (2013). (plan early).
  - e. Tasks: TBD.
  - f. Timeframe: TBD
  - g. Target: Entire City.
  - h. Costs: TBD
  
5. Outreach: Coordination with Arts Commission: (ongoing)
  - i. Tasks: Update Map; meet annually together to discuss issues in common; review placement of art at historic sites
  - j. Timeframe: annually or as needed

- k. Target: Board and Arts Commission
  - l. Costs: map printing costs possibly shared with Arts Council.
6. Outreach: Front page link on HSPB on City's website.
- m. Tasks: Work with City Staff to develop information and links (get CM aprvl)
  - n. Timeframe: TBD coordinate with possible roll-out of City's updated website.
  - o. Target: Entire City.
  - p. Costs: none
7. Education: Tour for City Council Members to educate them on historic issues in the City.
- q. Costs: TBD

**Ongoing work items:** (recurring) These are tasks and initiatives that may take longer to plan and execute and would occur more than one time, possibly annually, in order to provide ongoing outreach and education efforts to targeted segments of the community.

1. Education: Realtor Education (annual reach-out brief presentation in a meeting and a mailer or handout) California Desert Association of Realtors (CDAR) (around 1000 members). Task letter, attend meeting, brief presentation.
  - a. Costs: TBD
2. Awareness: PR event with each historic marker that is placed. Action: coordinate with mayor and City Council or others for PR event.
  - a. Costs: TBD
3. Outreach: Participation in Modernism week. (find out what City's involvement) or is it just a funding action?
  - a. Costs: TBD
4. Outreach: Chamber of Commerce (annual brief presentation at one of their meetings?) Business Expo booth participation?
  - a. Costs: TBD
5. Outreach: Mizell Center "vaccination week" have info on preservation handy.
  - a. Costs: TBD
6. Awareness: Green Expo (booth? Brochure? Contact: Wesley Cole. Find sponsorship for booth costs? (committee does not recommend annual budget used for this).
  - a. Costs: TBD
7. Awareness: School teachers/librarians/historical society or their members/outreach? Format?
  - a. Costs: TBD
8. Outreach/Education: Office of Neighborhood involvement; brief annual presentation to each n'hood group?
  - a. Costs: TBD
9. Education/outreach press kit. Something that is more complete/formal in what is sent out to interested property owners who ask for information?
  - a. Costs: TBD

Director Ewing explained that if the current zoning and general plan land use density would allow ten more units, then this Board is asking the Council to put a lower unit maximum on the property - it appears that about 44-45 units are allowed on this site by the current zoning. The owner may wish to put their own deed restrictions on the property.

The motion would actually ask the City Council to initiate the process of re-zoning the site to change the zone from R-3 to some other lower-density residential zone. If the Council takes this up, they would initiate it, it would go to the Planning Commission for public hearing, and then to City Council for public hearing before final action.

Board member Grattan asked if there would be any reason for the Council to follow through if Mr. Tysen provided a deed restriction in the meantime that would satisfy this aspect?

Director Ewing suggested that the Board hold this for 30 days to allow time for Mr. Tysen to bring back to HSPB whatever agreements/deed restrictions he has prepared.

**VOTE: M/S/C (Grattan/Riley) to approve the motion (4) stated above and to allow Mr. Tysen 30 days to come back to HSPB with his proposed deed restrictions – 4 Yes, 1 No (Saunders), 2 Absent, 0 Abstentions.**

Board member J. Williams returned to the meeting at 10:00 a.m.

8. CERTIFICATES OF APPROVAL: N O N E

9. OTHER BUSINESS: N O N E

10. COMMITTEE REPORTS AND SPECIAL PROJECTS:

A. Subcommittee Report of Historic Districts – J. Williams, B. Riley, and S. Williams  
No report. Acting Chair Nelson noted that on the Work Plan "Las Palmas" should be identified as "Old Las Palmas" and "Tuscany" should be identified as "Little Tuscany". He recommended "Sunmor Estates" as another potential Historic District (they have expressed interest) and "Mesa". He asked for a detailed report from the Subcommittee at the next meeting.

B. Subcommittee Report on Public Outreach – J. Nelson, B. Strahl, and S. Grattan  
Mr. Lyon handed out a draft "Public Outreach and Education Work Plan 07-08" and described the contents: Short-Term, Long-Term, and Ongoing Work Items (attached for reference).

Board member Grattan moved to approve this Work Plan. Board member Saunders seconded the motion.

Discussion: Some Board members felt this Plan is too aggressive Plan and were concerned about being able to accomplish all the items. It was explained that this is a "laundry list" of what HSPB can do on an ongoing basis – even into the next fiscal year(s).

**VOTE: M/S/C (Grattan/Saunders) moved to approve the motion as stated above -6 Yes, 0 No, 2 Absent, 0 Abstentions.**

C. Palm Springs Preservation Foundation – Jade Nelson  
The Foundation will hold a Members' Reception Sunday, September 30 from 5 to 8 p.m. at The Willows Historic Inn at 12 West Tahquitz Canyon Way. The "Palm Springs Re-imagined" event



# City of Palm Springs

## Historic Site Preservation Board

3200 East Tahquitz Canyon Way • Palm Springs, CA 92262

Tel: 760-323-8245 • Fax: 760-322-8360

January 31, 2008 (date will change )

Mr. John Doe  
1234 Any Street  
Palm Springs, CA 9226\_\_

Dear Mr. or Ms. \_\_\_\_\_:

The Palm Springs Historic Site Preservation Board thanks you for expressing interest in the potential designation of your property as a Class 1 Historic Site. Your property may be historically significant for one or both of the following reasons: (1) it is listed in the Palm Springs' 2004 Historic Resources Survey; or (2) the site is identified through HSPB research as a historic resource at the local level in accordance with the "Historic Preservation" section 805 of the Palm Springs Municipal Code (see enclosed).

There are currently \_\_\_ homes and over \_\_\_ commercial and public buildings in the City designated as Class 1 sites. Under such classification, these sites are eligible for such incentives as the Mills Act Property Tax Abatement Program, which is meant to provide private property owners the opportunity to actively participate in the restoration of their historic properties while receiving property tax relief.

Once an Application for Historic Designation is completed, it is reviewed by HSPB's City staff liaison for a recommendation to the Board for a vote on the nomination – usually 2-4 months after the application is submitted. Should a majority of the Board favor the nomination, the recommendation is then forwarded to City Council for final determination of historic site designation.

We are eager to assist you through this rewarding process. Please feel comfortable contacting us at the City Planning Department (7860-323-8245). HSPB also encourages you to attend its meetings the second Tuesday of every month at 8:15 a.m. in the large conference room at City Hall.

Thank you again for your interest in historic preservation – we welcome the opportunity to work with you.

Sincerely yours,

Sidney Williams  
Chair, Historic Site Preservation Board

Enclosures:

1. Historic Site Guidelines and Application
2. Mills Act Information and Sample Contract
3. 2004 Historic Survey Listing
4. List of Class 1 Historic Designated Properties
5. HSPB Brochure



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January 31, 2008 (date will change )

Mr. John Doe  
ABC Realtors  
1234 Any Street  
Palm Springs, CA 9226\_\_

Dear Mr. or Ms. \_\_\_\_\_:

As a Palm Springs Realtor, you are exceptionally qualified to join us in an important long-term partnership to identify our City's historically significant properties.

Historic site classification, according to many surveys, could benefit your clients financially. Realtors who gain expertise in this arena also benefit by being able to provide expertise that makes them stand out in a competitive business.

A 2004 survey of Palm Springs properties by architectural historians identified 200 potential historic sites within the City. This is a good start, but we know the surveyors were not able to discover and explore the historic backgrounds of all the properties we should be considering for historic site designations. You, with your exposure to many more properties, may be the link to important properties we might otherwise overlook.

The enclosed materials should help you identify properties and educate your clients. Also, please feel free to contact the City Planning Department at 760-323-8245 should you need more information. Together, we can discover more of our historically significant properties.

Sincerely yours,

Sidney Williams  
Chair, Historic Site Preservation Board

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