



## Historic Site Preservation Board Staff Report

Date: October 13, 2009  
Case No.: 09-115 Sign – HSPB # 53  
Application Type: New Signage  
Location: 499 S. Palm Canyon Drive  
Applicant: Chase Bank  
Zone: CBD (Central Business District)  
General Plan: CBD (Central Business District)  
APN: 513-213-005  
From: Glenn Mlaker, Assistant Planner

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### **PROJECT DESCRIPTION**

The proposed project is for new signs for Chase Bank which recently bought Washington Mutual Bank. These signs will replace all previous WaMu graphics with Chase signs. This HSPB approval will be for three exterior signs; one double-sided monument sign, a wall octagon sign, and two ATM signs at the former Coachella Valley Savings and Loan a Class 1 historic site.

### **RECOMMENDATION**

That Historic Site Preservation Board approve the new signs for Chase Bank to include three exterior signs; one double-sided monument sign, a wall octagon sign, and two ATM signs, subject to the recommendations as presented.

## **PRIOR ACTIONS TAKEN ON THE PROJECT**

On December 12, 2006 the Board 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 to recommend to the City Council that the property at 499 South Palm Canyon Drive, the Coachella Valley Savings and Loan be designated as a Class 1 historic site.

On April 2, 2008 the City Council voted to approve the resolution designating the property at 499 South Palm Canyon Drive, the Coachella Valley Savings and Loan as a Class 1 historic site.

On February 22, 2009 Planning Department Staff approved a temporary sign permit for Chase Bank with a condition that a plan for permanent signs be submitted for HSPB approval.

## **BACKGROUND AND SETTING**

The property located at 499 South Palm Canyon Dr. was designated as a Class 1 historic site in 2008. Section 8.05.185 of the City Municipal Code states that any Class 1 historic site that is altered in any way must receive a work permit from HSPB.

The proposed signage is generally consistent with existing site signage except for the addition on one large octagon logo sign located over the front entry door. In the past, a sign was located in this location when the building was owned by the Coachella Valley Savings and Loan.

## **DESCRIPTION AND ANALYSIS**

The proposed signs include the following:

- One double-faced monument sign equaling 44.8 square feet, face to be a "nickel" color with white text, blue Chase logo and blue band. Sign to be placed within the existing sign box.

The re-facing of the monument sign in the location of the existing sign will not have an adverse effect on the historic nature of the bank building. A monument sign in this location has existed since the building was constructed in 1960.

- Two ATM signs to encase the cash dispensing machines.

The location of the existing ATM's and small shade structure will remain the same. Currently the signage over the ATM is one long internally lit band. The proposed new signage will reduce the sign massing and allow a greater amount of the building wall to be exposed.

- One Chase octagon logo internally lit sign approximately 25 square feet, located over the front door entrance. Sign to be placed in the top 1/3 of the white panel.

The large Chase logo sign affixed to the front door entry white panel will be in the exact location as the original Coachella Valley Savings and Loan sign. Staff is requesting that the sign be placed in the top 1/3 of the panel.

## 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:

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

- 1. That is associated with lives of persons who made meaningful contribution to national, state or local history; or*
- 2. That reflects or exemplifies a particular period of the national, state or local history; or*
- 3. That embodies the distinctive characteristics of a type, period or method of construction; or*
- 4. 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*
- 5. That represents a significant and distinguishable entity whose components may lack individual distinction; or*
- 6. 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 proposed signs at the Chase Bank located at 499 S. Palm Canyon Drive and finds that the project will not be detrimental to the overall historic nature of the building.

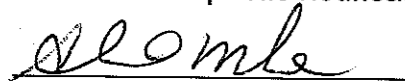
The distinctive architectural elements of the building will not be compromised and the new signs will not be a detriment to the overall aesthetic look of the property. Those elements of the building which date to 1960 will not be altered. Staff has concluded that the sign program will not affect the historic designation of the site, and recommends that the HSPB issue a certificate of approval.

#### ENVIRONMENTAL ASSESSMENT

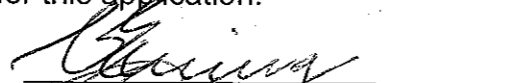
This project is categorically exempt from environmental review per Section 15301(L), (1) of the California Environmental Quality Act (CEQA) Guidelines.

#### 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. Sign Program
2. Site Photographs



WaMu REBRANDING



09.11.15  
RECEIVED

HSR-53

SEP 21 2009

PLANNING SERVICES  
DEPARTMENT

# CONVERSION PROGRAM

# CHECK LIST

September, 16 2009

499 S Palm Canyon Dr.  
Palm Springs, CA 92262-7303

W1039

PALM SPRINGS

Revision Notes	
1. Removed Elevation Page - Changes Monument Size and Layout DBC 3.4 and 6 - Added 19 - Updated Sign 7 - Added Base Plates To Regulatory	1/29/09 jaR
2. Added Wall Octagon	6/25/09 DH
3. Revised sign 1 / DBC sign 2 / Revised handicap signs to 101"	8/20/09 JW
4. added new octagon details, rev. mon. to rface & added link details	9/16/09 rr

- Drawing has correct PID Number & Address
- Correct drawing number or revision number is displayed
- Signs that are (morphed) onto photographs are properly scaled based on provided survey information
- Drawing has been spell checked
- Sign Schedule and description notes match what is being proposed
- Site schedule matches site plan & drawing pages
- Family of Signs was utilized for proper referencing and general material callout references
- Most current drawing date is displayed
- Proper orientations for all signs are called out (side a - side b - etc...)
- Custom Signs are identified as a "-CUST" in the sign schedule
- Drawing pages are in the correct order and the correct overall page count is correct
- All letter & logo sizes are called out for replacement faces
- Branding matches engineering (if applicable)
- Engineering specifications are all current to latest manufacturing release docs & copies of those spec pages are included in this drawing packet
- Confirm disconnect switches are called out for all illuminated signs

Designer **RR**  
Project Manager **XXX**



EXISTING ELEVATION



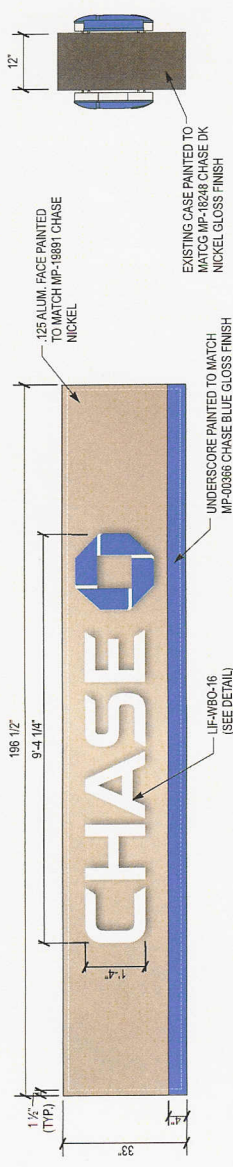
PROPOSED ELEVATION

**MONUMENT ELEVATION**

Scale: NTS

2 DBC - Deleted by Customer

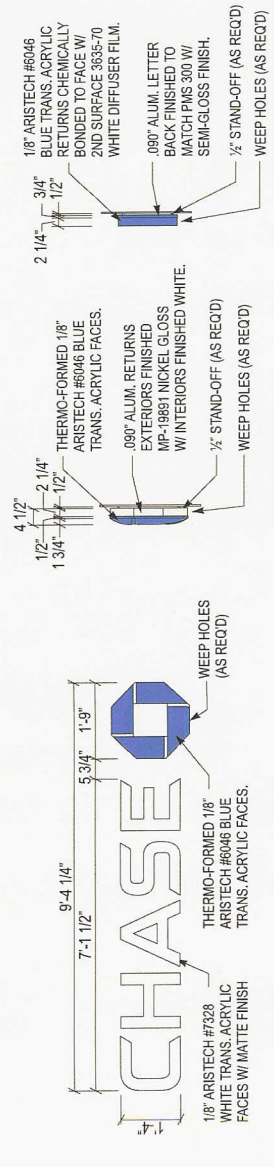
08-1939-4



**Side View**  
SCALE: 3/8" = 1'-0"

**Monument Reface w/ Illum. Channel letters - HM-R-PLIF**  
SCALE: 3/8" = 1'-0"

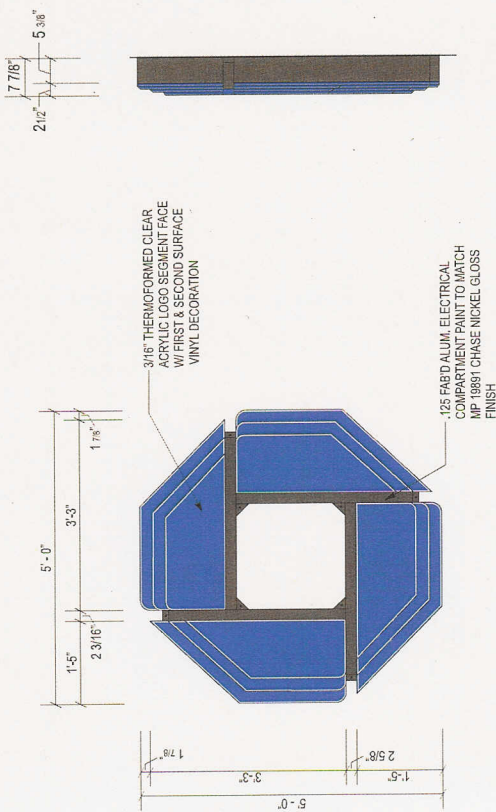
1A 1B



**Channel Letters LIF-WB0-16 - ELEVATION**  
SCALE: 3/8" = 1'-0"

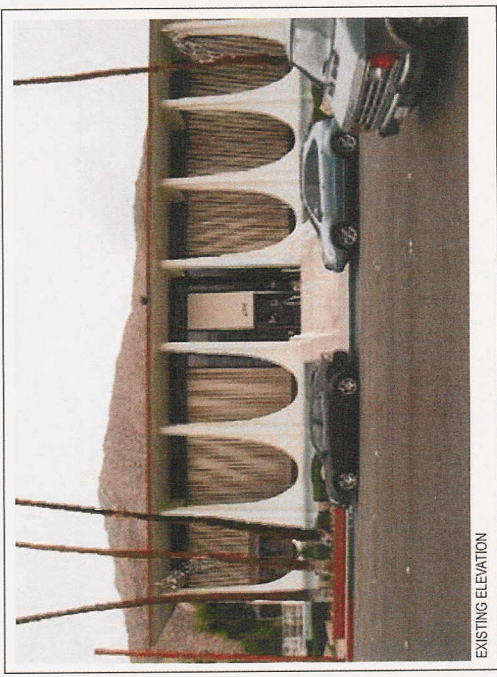
**OCTAGON - SIDE VIEW**  
SCALE: 3/8" = 1'-0"

**LETTER - SIDE VIEW**  
SCALE: 3/8" = 1'-0"



19 DIMENSIONAL WALL OCTAGON- SCU-OCT-EXT-60-CUST  
SCALE: 1/2" = 1' 0"

SIDE VIEW  
SCALE: 1/2" = 1' 0"



EXISTING ELEVATION

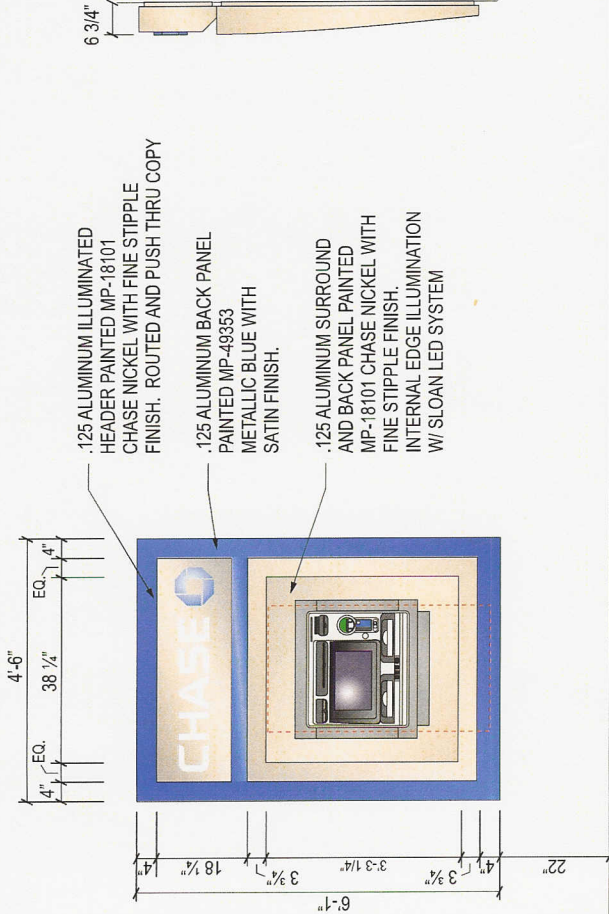


PROPOSED ELEVATION

**17 RESTORATION - REMOVE-RESTORE**  
SCALE: NTS



**ATM ELEVATION**  
Scale: NTS



**12 13 Custom ATM Surround - SUR-ITW-U-CUST**  
Scale: 1/2" = 1'-0"



Ramon Road

CHASE 

R & GRILL  
LUNcheon

WALK





CHASE



Welcome to Chase

NO



499

OPEN  
IMPROVING

CHASE

CHASE

All Bank must be used  
with an opening the  
locking part of all windows  
and to be kept.

