



February 17, 2009

The Honorable Steve Pougnet
Mayor of Palm Springs
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

Dear Mayor Pougnet,

Subject: BARISTO LOFTS PROJECT

Enclosed is a "Valley Voice" column from the Palm Springs Preservation Foundation that appeared in the January 28th Desert Sun. We have received overwhelmingly positive public response to this op-ed piece.

You also have in your briefing materials our August 12, 2008 letter to the city's Planning Commission. The views contained therein are just as relevant today as they were six months ago. However, the applicant recently stated that increasing the distance between the proposed project and the historic Santa Fe bank building would make his project "unprofitable."

Before you make your decision tomorrow, we would like to recap just a few of our concerns about this project and explain why we think it should be denied without hesitation:

- The proposed project physically and visually intrudes into the site of the historic Santa Fe bank building, a building which should have been designated a Class 1 historic site two years ago.
- The project requires quite outrageous deviations from the present zoning code.
- The project would diminish the stature of one of our modernist gems thereby reducing the architectural "capital" of the city. Ultimately this will negatively affect our burgeoning architectural tourism industry.
- The project is financially speculative, intended to entitle the land.
- The present site is already "developed."

If you have any questions, or if I can be of further assistance, please don't hesitate to contact me at info@pspreservationfoundation.org or (760) 837-7117.

Sincerely,

Ron Marshall
President

Copy to (w/enclosure): Council members G. Foat, R. Hutcheson, C. Mills and L. Weigel