



HISTORIC PRESERVATION COMMISSION STAFF REPORT

AGENDA

TO: CASA GRANDE HISTORIC PRESERVATION COMMISSION
FROM: Laura Blakeman, City Planner
MEETING DATE: December 18, 2019
SUBJECT: **DSA-19-00113: Local Historic Landmark Sign Designation – Jewel’s Desert Sands Sign**

REQUEST

DSA-19-00113: Request by Jessie Lee Blackburn to designate the Jewel’s Desert Sands sign located at 1515 N. Pinal Avenue as a **Local Historic Sign Landmark**

APPLICANT/OWNER INFORMATION

Applicant

Jessie Lee Blackburn
625 E. Barrus Place
Casa Grande, AZ 85122
P: 520-836-2852

Owner

Same as applicant

HISTORY

- 1947: According to the Arizona State Historic Property Inventory, the building was constructed (See Exhibit A).
- 1950: The site was annexed into the city limits of Casa Grande.
- 1955: Sign was installed on the property.

PROJECT DESCRIPTION

Background

According to the historic property inventory, the building was constructed in 1947. According to “Newspaperarchive.com” the Jewel’s Desert Sands Bar/Restaurant was also formerly the Desert Sands Tavern and Desert Sands Bar. The Jewel’s Desert Sands sign was installed around 1955. The sign has been in existence for 64 years.

The sign style is designed as a box sign flagged from a steel post combined with a cocktail glass shape applied to the background with neon lettering. Mounted above the main sign is the neon Budweiser sign that was recently restored.



According to the General Plan 2020, Policy C-7.2.1, the city shall acknowledge the importance of developing a strong base of community support for historic preservation efforts. It is the intent of the ordinance to provide a means to protect the cultural, economic, and general welfare of the public through the preservation and protection of

buildings, structures, **signs**, areas of historic and cultural interest within the City of Casa Grande.

According to the ordinance definitions, a “Landmark” means a property, site, **sign**, structure, or object that is individually designated by the City Council to be worthy of rehabilitation, restoration and preservation because of its cultural, historic, architectural or archeological exceptional significance to the City.

Per the Historic Preservation Ordinance, 17.62.050A, the Commission may recommend to City Council that an individual property, site, **sign**, structure or object be designated as a Landmark if it:

1. Possesses special character or historic or aesthetic interest or value as part of the cultural, political, economic or social history of the locality, region, state or nation; or
2. Is identified with historic personages; or
3. Embodies the distinguishing characteristics of an architectural style; or
4. Is the work of a designer whose work has significantly influenced an age; or
5. Because of a unique location or singular physical characteristic, represents an established and familiar visual feature of a neighborhood; and
6. The owner of the property, site, sign, structure or object concurs with the designation.

According to the above criteria, the Jewel’s Desert Sands Sign falls under the criteria for landmark designation.

1. Possesses special character or historic or aesthetic interest or value as part of the cultural, political, economic or social history of the locality, region, state or nation.

The sign’s significance is tied to a bar/restaurant on associated with the property. The sign is dated 1955. The Sign has been located on the property for 64 years.

3. Embodies the distinguishing characteristics of an architectural style.

The sign style is designed as a box sign flagged from a steel post combined with a cocktail glass shape applied to the background with neon lettering. Mounted above the main sign is the neon Budweiser sign that was recently restored.

Not only does the age of the sign provide a significance, but the uniqueness of the sign's design contributed to the recommendation that the sign be considered as an eligible sign landmark.

5. Because of a unique location or singular physical characteristic, represents an established and familiar visual feature of a neighborhood; and

The sign's architectural style is tied to the existing bar/restaurant and represents neon that ties to the age of the sign. The sign is a prominent feature along the Pinal Avenue corridor. With the age of the sign and the sign's unique architectural style, the sign lends itself to "eye candy" as it is tied to a bar/eating establishment that has been in existence for 64 years.

6. The owner of the property, site, sign, structure or object concurs with the designation.

The owner, Jessie Lee Blackburn, has given his support and signature for designation the sign as a local historic landmark designation.

Sign Landmarks Criteria:

Over 40 years old

Displays a unique or novelty design

Displays good integrity where most the intrinsic elements of the design of the sign are present

Contributes to context where sign enhances the environment or associated property/business in most cases the sign will be in its original location.

Based on the criteria for a landmark designation, the Jewel's Desert Sands sign meets all the criteria for local historic landmark designation.

Historic Preservation Code:

According to the Historic Preservation Code, 17.62.010A, the code declares that "as a matter of public policy that the **protection, enhancement and perpetuation of landmarks** and historic districts **is necessary to promote the economic, cultural, educational and general welfare of the public.**"

Staff's Analysis:

Staff is in support of designating the Jewel's Desert sign as a "local historic landmark", based on the fact that it meets the above criteria for local historic landmark designation.

RECOMMENDED MOTION

Staff recommends the Historic Preservation Commission forward a favorable recommendation for DSA-19-00113, to designate the “Jewel’s Desert Sands” sign as a local historic landmark.

Exhibit A

HISTORIC PROPERTY INVENTORY FORM - City of Casa Grande

PROPERTY IDENTIFICATION

2016 Sign Survey Site #: CGSS 41 Survey: Casa Grande Historic Sign Survey 2016

Previous Survey Site Number(s): NR6 none

Historic Name(s) of Associated Property: Jewel's Desert Sands

Address: 1515 N. Pinal Av.

City / Town: Casa Grande Vicinity County Pinal Tax Parcel No. 504-16-1430

Township: 6S Range: 6E Section: 19 Quarter: Acreage:

Block: 7 Lot: 25 Plat (Addition): POOLE'S SECOND ADDITION

UTM reference: Zone: 11 Easting: Northing:

USGS 7.5' Quadrangle Map

ARCHITECT: UNKNOWN not determined known Source:

BUILDER UNKNOWN not determined known Source:

BLDG. CON. DATE: 1947 known estim. Source: County Assessor

INSTALLATION DATE of SIGN: c1955 Sign Date Source:

CONDITION of SIGN

GOOD (well maintained; no serious problems apparent)

FAIR (some problems apparent)

POOR (major prob.; imminent threat):

RUIN or MISSING

USES / FUNCTIONS of Associated Property

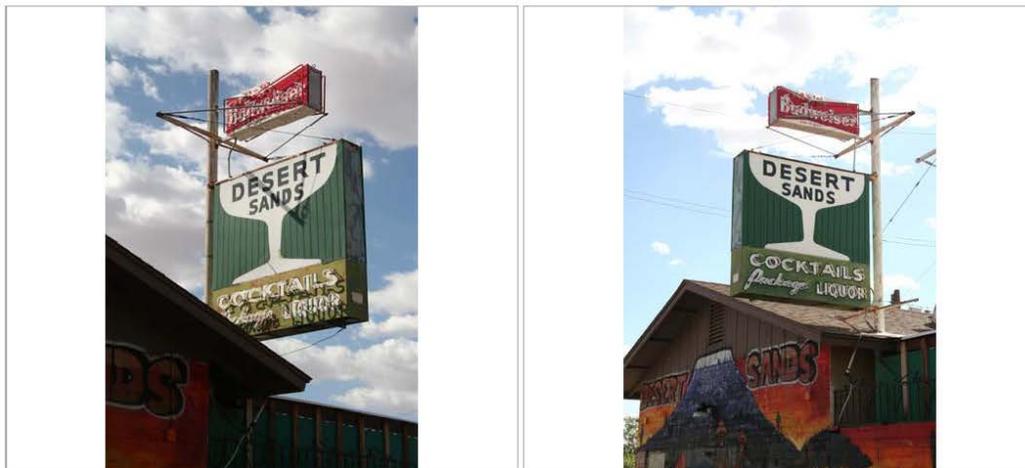
Uses: Bar/Restaurant

Sources:



Date: 4/1/16 Comments/VIEW to: Northwest

2016 Sign Survey Site CGSS 41 Survey: Casa Grande Historic Sign Survey 2016



Date: 4/1/16

Comments Northwest

Date: 4/1/16

Comments Southwest

SIGNIFICANCE

Additional photograph page attached?: YES

A. HISTORIC EVENTS / TRENDS

Describe any historic events/trends associated with the property:

Bar is under the name Desert Sands Bar since at least 1964 (CGD 0406164)

B. PERSONS

List and describe persons with an important association with the building:

N/A

C. ARCHITECTURE/DESIGN Style: Neon Flagged Sign

NO Style

Box sign flagged from steel post. Cocktail glass shape applied to background with neon lettering. Complete neon Budweiser sign on top.

INTEGRITY

LOCATION Original Site Moved, on date:

from original site:

Describe the natural and/or built environment around the property::

How has the environment changed since the property was constructed?:

DESIGN *Describe alterations from the original design, including dates::*

RECOMMENDATIONS ON LOCAL ELIGIBILITY

Recommendation: Eligible

Reason: Sign Eligible

FORM COMPLETED BY:

Name and Affiliation:: Robert Graham, Motley Design Group

Form Date:: 9/21/2016

Phone:: 602-254-5599

2016 Sign Survey Site CGSS 41 Survey: Casa Grande Historic Sign Survey 2016

Photo 4 CG HPC, 5/31/12



Photo 5



Photo 6

