



Planning Commission Staff Report

Date: July 14, 2010

Case No.: SP 07-153

Type: Sign Program

Applicant: Barbara Marshall for the Sunmor Neighborhood Organization

Location: 2639 Livmor Avenue

APN: 502-122-007

General Plan: VLDR (Very Low Density Residential)

Zone: W-M-1 (Service / Manufacturing Zone with Watercourse Overlay)

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

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The proposed project is a sign program to allow the installation of a neighborhood entry sign at the southeast corner of Farrell Drive and Livmor Avenue. The proposed sign is a freestanding monument sign that is constructed of masonry block, smooth concrete and brushed aluminum letters.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 07-153 to allow the implementation of a sign program for the installation of a neighborhood entry sign on the southeast corner of Farrell Drive and Livmor Avenue (2639 Livmor Avenue), subject to the attached conditions of approval.

PRIOR ACTIONS:

On October 30, 2007, the Sunmor Neighborhood Organization (SNO) requested approval of a sign permit to allow the installation of the proposed sign at 2639 Livmor Avenue.

On October 15, 2008, the City Council amended the zoning code to allow neighborhood entry signs in existing or proposed single-family neighborhoods in the G-R-5 or any R-1 zone, subject to provisions.

On June 7, 2010, the Sunmor Neighborhood Organization re-submitted their application for a neighborhood entry sign.

On June 21, 2010, the Architectural Advisory Committee (AAC) reviewed the proposed sign program for the Sunmor Neighborhood Organization and by a vote of 6-0-1 (O'Donnell absent) recommended approval to the Planning Commission, subject to the following comments:

1. Staff review reveals
2. Set sign on base
3. Ensure there is a cap on top finish of sign
4. Yellow area should be recessed or floating

Staff has included the above comments in the draft conditions that are attached to this report.

BACKGROUND:

On October 30, 2007, the SNO requested approval of a sign permit to allow the installation of the proposed sign at 2639 Livmor Avenue. At that time, it was determined that a zone text amendment would be necessary to allow a neighborhood entry sign. On October 15, 2008, the City Council approved the zone text amendment to allow neighborhood entry signs.

The Sunmor Neighborhood Organization is the first organized neighborhood recognized by the Office of Neighborhood Involvement to request a neighborhood entry sign. The SNO boundaries include the area east of Farrell Drive, north of Andreas Road, west of Airline Drive and south of Tamarisk Road to include the following streets: Juanita Drive, Julian Road, the east side of Farrell Drive, Helena Circle, Jill Circle, Lynn Circle, Morsun Circle, Louella Road, Livmor Avenue, Easmor Circle, Plaimor Avenue, Sybil Road and Airline Drive.

The sign program proposes only one sign for the Sunmor Neighborhood. The sign is a freestanding monument sign that is approximately thirty-two inches in height and six and a half feet in sign area. The sign will be constructed of masonry block, smooth concrete and brushed aluminum letters.

ANALYSIS:

Pursuant to Section 93.20.10(C)(8) of the Palm Springs Zoning Code (PSZC), Neighborhood Entry Signs may be allowed in existing or proposed single-family neighborhoods in the G-R-5 or any R-1 zone, subject to the certain provisions. Staff has listed these provisions and noted the project's conformance below.

- a. *The sign or signs shall only represent and may only be applied for by neighborhood associations organized under the auspices of the city's office of neighborhood involvement or subsequent department.*

The sign represents an entry point into the Sunmor Neighborhood, which is a neighborhood association organized under the auspices of the City's office of neighborhood involvement.

- b. *The sign(s) shall only be allowed as part of a sign program approved by the planning commission, including the following information:*
 - i. *Number, location and placement;*
 - ii. *Dimensions, design, materials and colors;*
 - iii. *Authorization from owners on whose property sign(s) would be located.*

The applicant has submitted one sign for their neighborhood and provided a detailed location and placement. The freestanding sign is approximately one hundred inches wide by thirty-two inches high and will be constructed of masonry block, smooth concrete and brushed aluminum letters. Authorization has been given by the property owner at 2639 Livmor Avenue.

- c. *The signs shall only be allowed within the boundaries of the neighborhood association but may be located in the adjacent public right-of-way.*

The sign will be located on the southwest corner of the Sunmor Neighborhood Association's boundary at 2639 Livmor Avenue.

- d. *The signs shall be subject to approval by the city for potential traffic visibility and other safety issues.*

The applicant has worked with the Engineering Department to determine the proper height and location of the proposed sign.

- e. *Prior to installation of any neighborhood entry sign, the property owner(s) shall execute a covenant running with the land regarding the long-term maintenance, subject to review and approval of the city attorney.*

The applicant has submitted a covenant to the City for review. A condition of approval has been included in the draft resolution to ensure this covenant is recorded prior to installation.

CONCLUSION:

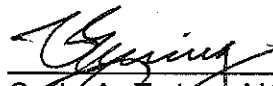
The sign program has received a recommendation of approval from the Architectural Advisory Committee and the proposed sign is consistent with the Zoning Code. Therefore, staff is recommending approval of the proposed sign program, Case SP 07-153, as conditioned in the draft resolution.

ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a) (Accessory Structures).



David A. Newell
Associate Planner



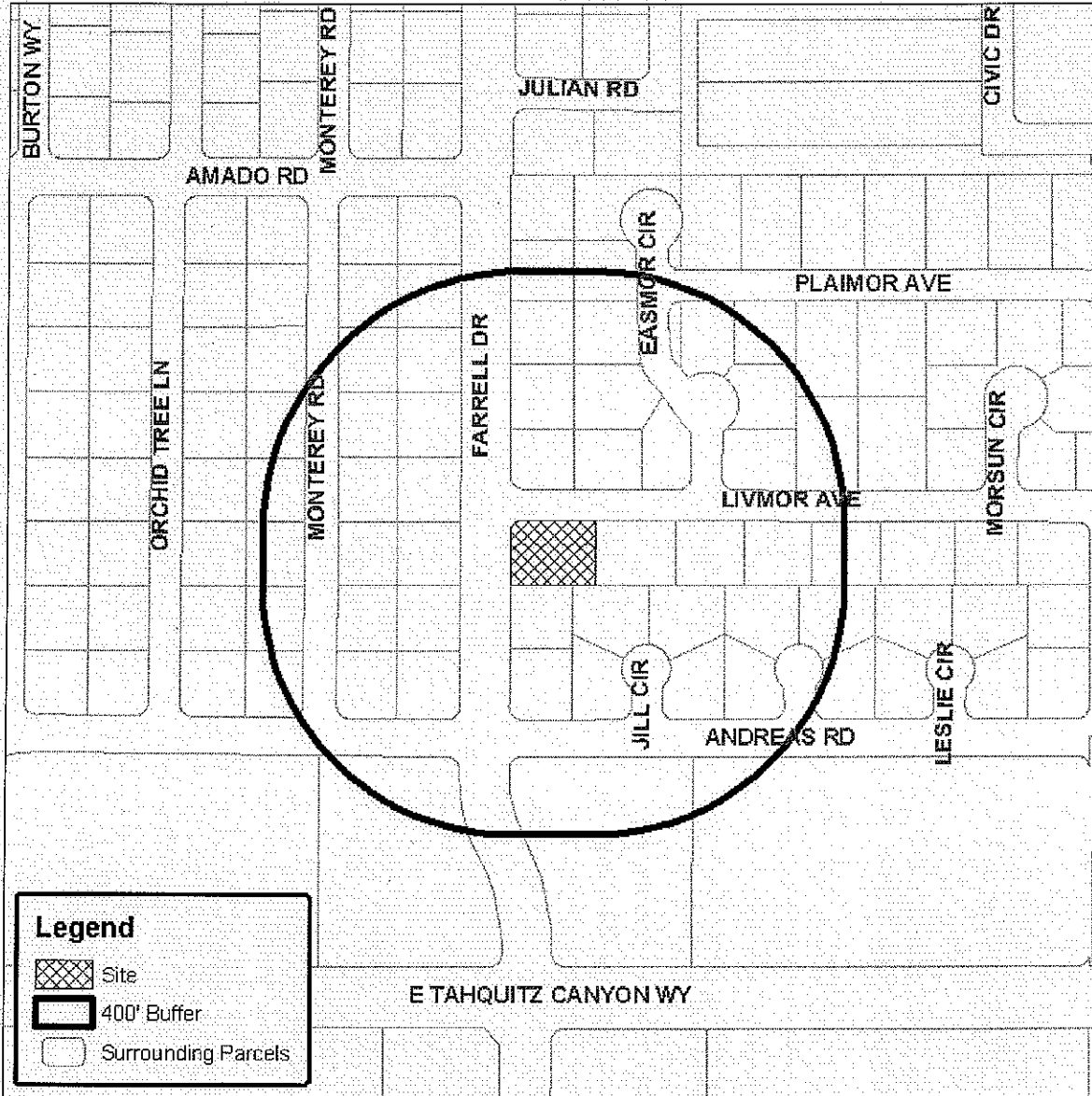
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:




- 1) 400' Radius Map
- 2) Draft Resolution with Conditions of Approval
- 3) Proposed Sign Program



Department of Planning Services Vicinity Map



Legend

-  Site
-  400' Buffer
-  Surrounding Parcels

CITY OF PALM SPRINGS

CASE: SP 07-153

APPLICANT: Barbara Marshall

DESCRIPTION: Ronald W. Marshall, on behalf of the Sunmor Neighborhood Organization, for a sign program to allow a neighborhood entry sign at the corner of Farrell Drive and Livmor Avenue on the property located 2639 Livmor Avenue, Zone R-1-C, Section 13.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA FOR THE APPROVAL OF CASE NO. SP 07-153, A SIGN PROGRAM FOR THE INSTALLATION OF A NEIGHBORHOOD ENTRY SIGN LOCATED AT 2639 LIVMOR AVENUE FOR THE SUNMOR NEIGHBORHOOD ORGANIZATION.

WHEREAS, the Barbara Marshall of the Sunmor Neighborhood Organization ("Applicant") has filed an application with the City, pursuant to Section 93.20.10(C)(8) of the Palm Springs Zoning Code (PSZC) for a sign program to install a neighborhood entry sign on the property located at 2639 Livmor Avenue, Zone R-1-C, Section 13, APN: 502-122-007; and

WHEREAS, on June 21, 2010, the Architectural Advisory Committee (AAC) reviewed the proposed project and voted 6-0-1 to recommend approval to the Planning Commission; and

WHEREAS, on July 14, 2010, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law; and

WHEREAS, the proposed project is considered a "project" pursuant to the terms of the California Environmental Quality Act ("CEQA"), and has been determined to be Categorically Exempt as a Class 11 exemption (accessory structures) pursuant to Section 15311(a) of the CEQA Guidelines; and

WHEREAS, the Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the hearing on the project, including, but not limited to, the staff report, and all written and oral testimony presented.

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

Section 1: Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a)(Accessory Structures).

Section 2: The proposed sign program is consistent with the Palm Springs Zoning Code.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 07-153, subject to those conditions set forth in Exhibit A.

ADOPTED this 14th day of July, 2010.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 07-153

Sign Program

Sunmor Neighborhood Organization
2699 Livmor Avenue
APN: 502-122-007

July 14, 2010

CONDITIONS OF APPROVAL

Before final acceptance of the project, all conditions listed below shall be completed to the satisfaction of the City Engineer, the Director of Planning Services, the Chief of Police, the Fire Chief or their designee, depending on which department recommended the condition.

Any agreements, easements or covenants required to be entered into shall be in a form approved by the City Attorney.

PROJECT SPECIFIC CONDITIONS

- PSP 1. Prior to approval of final planning inspection, staff shall ensure that
- a. The sign has adequate reveals;
 - b. The sign is set on a base;
 - c. There is a cap on top finish of the sign; and
 - d. The yellow area is recessed or floating.
- PSP 2. Prior to installation of neighborhood entry sign, the property owner(s) shall execute a covenant running with the land regarding the long-term maintenance. This covenant must be reviewed and approved by the city attorney prior to recordation.

ADMINISTRATIVE

- ADM 1. The proposed development of the premises shall conform to all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, or any other City Codes, ordinances and resolutions which supplement the zoning district regulations.
- ADM 2. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm

Springs, its legislative body, advisory agencies, or administrative officers concerning Case SP 07-153. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

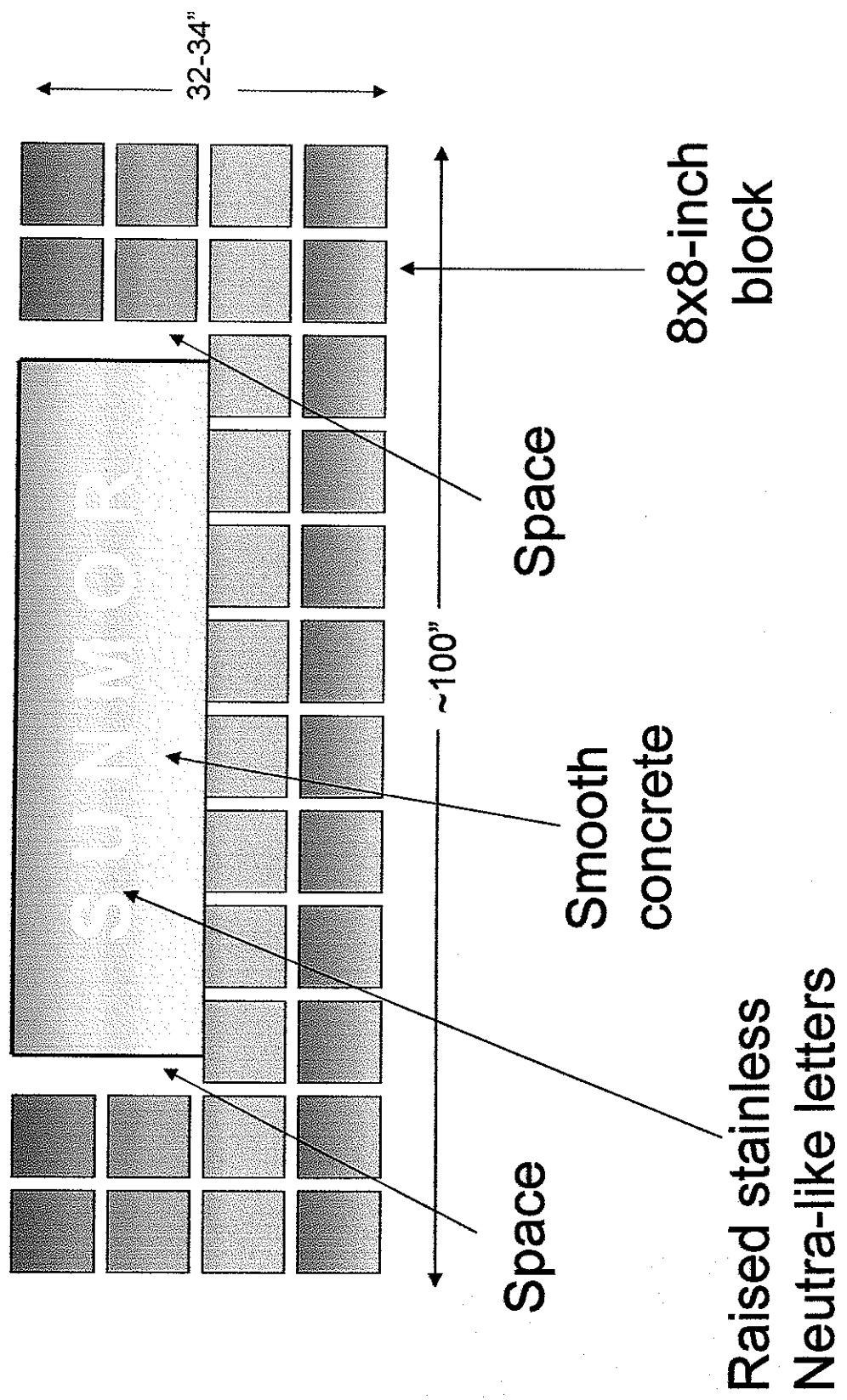
- ADM 3. The decision of the Planning Commission may be appealed to the City Council pursuant to Chapter 2.05 of the Palm Springs Municipal Code.
- ADM 4. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- ADM 5. All signs shall comply with the Uniform Building Code regulations.
- ADM 6. All non-approved signage must be removed as part of this approval.
- ADM 7. The Planning Services Department may require the reduction of light intensity and glare from any signage, or the removal of such signage, that poses a nuisance or harm.

BUILDING DEPARTMENT

- BLD 1. Prior to any construction on-site, all appropriate permits must be secured.

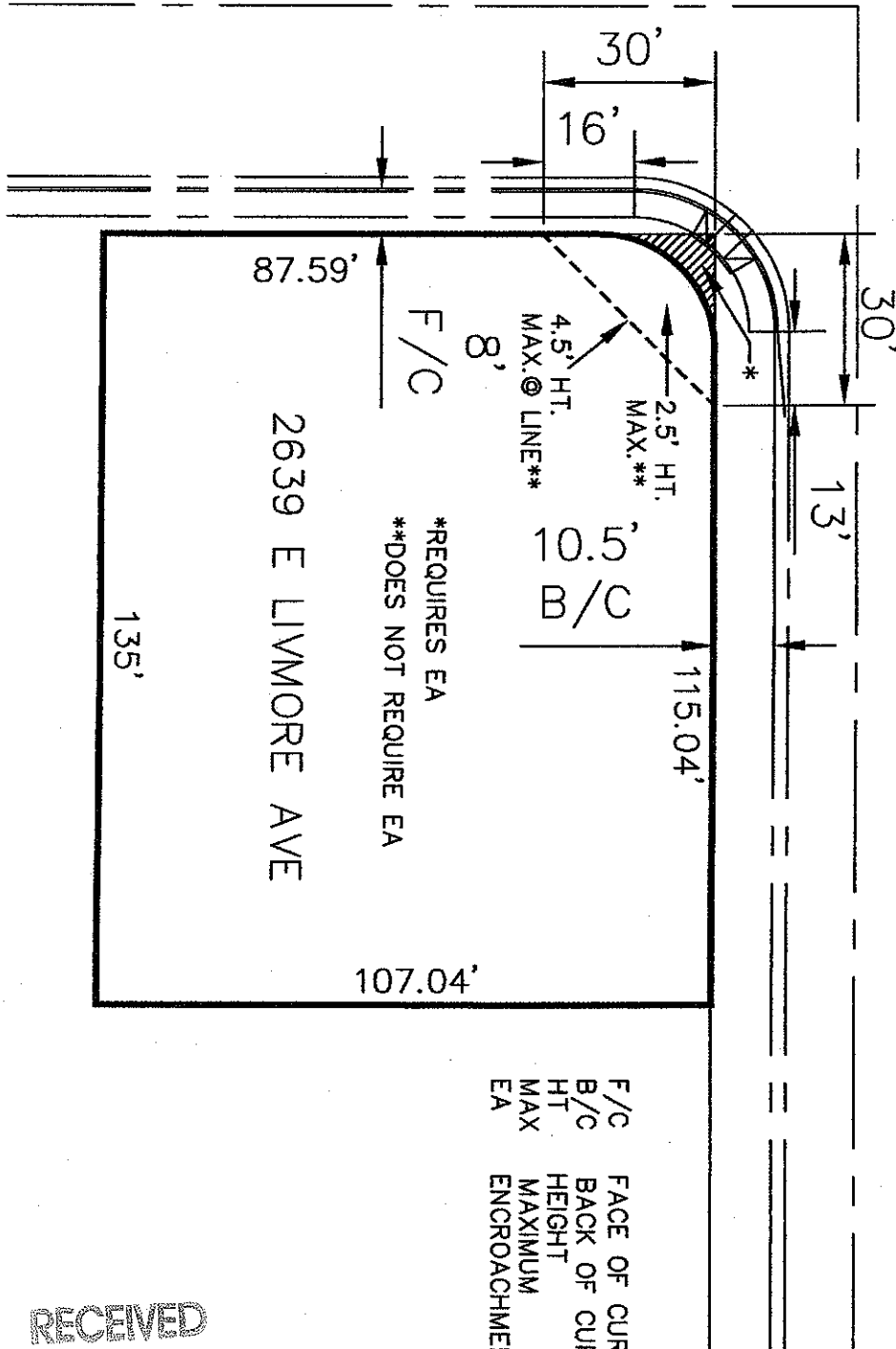
END OF CONDITIONS

Design for SUNMOR Neighborhood Entry Sign



SUMMONS

FARRELL DR



LIVMORE AVE

2639 E LIVMORE AVE

F/C FACE OF CURB
 B/C BACK OF CURB
 HT HEIGHT
 MAX MAXIMUM
 EA ENCROACHMENT AGREEMENT

*REQUIRES EA
 **DOES NOT REQUIRE EA

RECEIVED
 OCT 30 2007
 PLANNING SERVICES
 SP 07-153



**30-INCH MAX HEIGHT OF SIGN AS MEASURED FROM APPROX CENTER
POINT OF PROPOSED SUMMOR SIGN**

RECEIVED

OCT 30 2007

PLANNING SERVICES

SP 07-153

SP 07-153



The stakes (measured and placed by the City's Engineering Department) mark the end points of the maximum extent of the traffic line of sight triangle. The proposed SUNMOR Neighborhood sign falls within this area and is therefore restricted to a maximum height of 30 inches.