

CITY OF PALM SPRINGS
PLANNING COMMISSION MINUTES
July 14, 2010
Council Chamber, City Hall
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

CALL TO ORDER:

Chair Caffery called the meeting to order at 1:30 p.m.

ROLL CALL:

	Present This Meeting:	Present to Date:	FY: 2010 / 2011 Absences:
Tracy Conrad		0	2
Doug Donenfeld	X	2	0
Doug Hudson	X	2	0
Philip Klatchko	X	2	0
Leslie Munger	X	2	0
Bill Scott, Vice Chair		1	1
Jon Caffery, Chair	X	2	0

REPORT OF POSTING OF AGENDA:

The agenda was available for public access at the City Hall exterior bulletin board (west side of Council Chamber) and the Planning Services counter by 4:00 p.m. on Thursday, July 8, 2010.

ACCEPTANCE OF THE AGENDA:

M/S/C (Doug Donenfeld/Leslie Munger, 5-0, 2 absent, Tracy Conrad/Vice Chair Scott)
To accept the agenda, as presented.

PUBLIC COMMENTS:

Chair Caffery opened public comments:

-Mariecar Mendoza, reporter with The Desert Sun, introduced herself as the new reporter for the Palm Springs area.

No further appearances coming forward public comments was closed.

1. SPECIAL PRESENTATION:

1A. Resolution of Appreciation - A resolution recognizing Leo Cohen for his service to the City of Palm Springs, as a member of the Planning Commission.

Chair Caffery and the Commission presented a "Certificate of Commendation" to Leo Cohen recognizing him for his service to the City and the Community.

M/S/C (Doug Donenfeld/Chair Caffery, 5-0, 2 absent, Tracy Conrad/Vice Chair Scott)
To adopt the Resolution of Appreciation recognizing Leo Cohen for his years of service to the City of Palm Springs.

2. CONSENT CALENDAR:

Commissioner Munger and Chair Caffery noted their abstention on the minutes of June 9, 2010. Commissioner Klatchko noted his abstention on the minutes of June 2 and June 9, 2010, since he was not a member of the Commission during these meetings.

M/S/C (Doug Donenfeld/Doug Hudson, 5-0, 2 absent, Tracy Conrad/Vice Chair Scott)
To approve Items 2B, 2C and 2D, as part of the Consent Calendar.

2A. Minutes of June 2, 2010 and June 9, 2010.

The minutes have been continued to the meeting of July 28, 2010.

2B. Case 5.1070 / PD 317 - A request by Newport Federal / CT - Eagle Member, LLC, for a one-year time extension for Planned Development District 317 (PDD 317) a previously approved subdivision of 75 single-family and 155 town-homes on the west side of South Palm Canyon Drive at Bogert Trail, Zone SP-1 & W-R-A-1, Section 34 (Project Planner: Edward O. Robertson, Principal Planner)

Approved, as part of the Consent Calendar.

2C. Case 5.1162 / PD 342 (Palm Mountain Resort) - A request by Fred Grand, on behalf of Pacific Hospitality Group, for a one year time extension for a previously approved General Plan Amendment and a Planned Development District to renovate the existing hotel located 155 South Belardo Road, Zone R3, Section 1. (Project Planner: Edward O. Robertson, Principal Planner)

Approved, as part of the Consent Calendar.

- 2D. Case 5.1164 / PD 343 - A request by Crossley Partnership LLC, for a one year time extension for a previously approved Planned Development District (PDD 343) for the development of retail and office space on approximately 3.8-acres located at the northwest corner of Crossley Road and East Sunny Dunes, Zone M-1, Section 20. (Project Planner: Edward O. Robertson, Principal Planner)**

Approved, as part of the Consent Calendar.

3. OTHER BUSINESS:

- 3A. Case SP 07-153 Sign Program - A request by Barbara Marshall, on behalf of the Sunmor Neighborhood Organization, for a sign program to allow a neighborhood entry sign at the southeast corner of Farrell Drive and Livmor Avenue on the property located at 2639 Livmor Avenue, Zone R-1-C, Section 13. (Project Planner: David A. Newell, Associate Planner)**

David A. Newell, Associate Planner, provided background information as outlined in the staff report dated July 14, 2010.

-Barbara Marshall, Sunmor Neighborhood Organization, chair, provided background information on Sunmor Neighborhood Organization's (SNO) request for the neighborhood entry sign. Ms. Marshall was available for questions from the Commission.

M/S/C (Doug Hudson/Doug Donenfled, 5-0, 2 absent , Tracy Conrad/Vice Chair Scott)
To approve, Case 07-153 Sign Program, subject to Conditions of Approval.

- 3B. Case SI 10-053 Sign Appeal - An appeal by Integrated Sign Associates, on behalf of Go Wireless, for the installation of signage on three elevations of a pad building located at 5001 East Ramon Road, Zone W-M-1, Section 20. (Project Planner: David A. Newell, Associate Planner)**

David A. Newell, Associate Planner, provided background information as outlined in the staff report dated July 14, 2010.

Arron Clippinger, representing Integrated Signs, provided details pertaining to Verizon's nationwide policy for franchise sign requirements. Mr. Clippinger expressed a willingness to reduce the size of the sign.

-Mike Braun, Go Wireless, director of sales, spoke of Verizon's mandated compliance with the national logo standards.

The Commission commented and/or requested clarification on the color and design of the sign and individual signage for each company.

Commission Klatchko explained that he is not concerned with the main sign and the franchise logo; noting that this is more of a marketing issue than a planning concern.

Commissioner Munger suggested this item as a topic of discussion for an upcoming study session.

M/S/C (Phillip Klatchko/Doug Donenfeld, 5-0, 2 absent, Tracy Conrad/Vice Chair Scott)
To grant the appeal, subject to conformance to the maximum permitted sign area on all three elevations.

PLANNING COMMISSION COMMENTS:

Commissioner Donenfeld inquired on Planning Commission comments for the Desert Palisades project.

PLANNING DIRECTOR'S REPORT:

Director Ewing noted that the Commission would not meet during the month of August contingent on the outcome of the Desert Palisades Specific Plan scheduled for July 28th. Mr. Ewing provided an update on the upcoming planning items for the City Council meetings.

ADJOURNMENT:

There being no further comments the Planning Commission adjourned at 2:30 p.m. to Wednesday, July 28, 2010, City Hall, Council Chamber, 3200 East Tahquitz Canyon Way.

Craig A. Ewing, AICP
Director of Planning Services