





CITY OF PALM SPRINGS
DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

Date: October 27, 2010

To: Planning Commission

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

Project Planner: David A. Newell, Associate Planner 

Subject: SP 10-006 AMND – A review and consideration of an amendment to a recently approved sign program for the commercial complex located at 111 South Sunrise Way.

On October 13, 2010, the Planning Commission reviewed and approved a sign program for the commercial complex located at the southwest corner of Tahquitz Canyon Way and Sunrise Way. During the meeting, the Commission expressed concerns regarding the proposed monument sign to be placed on the north side of the entry into the complex along Sunrise Way. Consequently, the Planning Commission included the following Project Specific Condition:

- PSP 6. Prior to issuance of any sign permits, the applicant shall submit a revised sign program that shows the Sunrise Way monument sign on the south side of the property entry driveway. The monument signs shall be located outside of the safety corner cutback area, subject to review by the Department of Public Works.

Following the Commission's meeting, Commissioner Hudson visited the subject site and requested that this item be reviewed again in consideration of the original location on the north side of the entry. The applicant has provided additional exhibits which are attached to this report.

Staff recommends that the Planning Commission either:

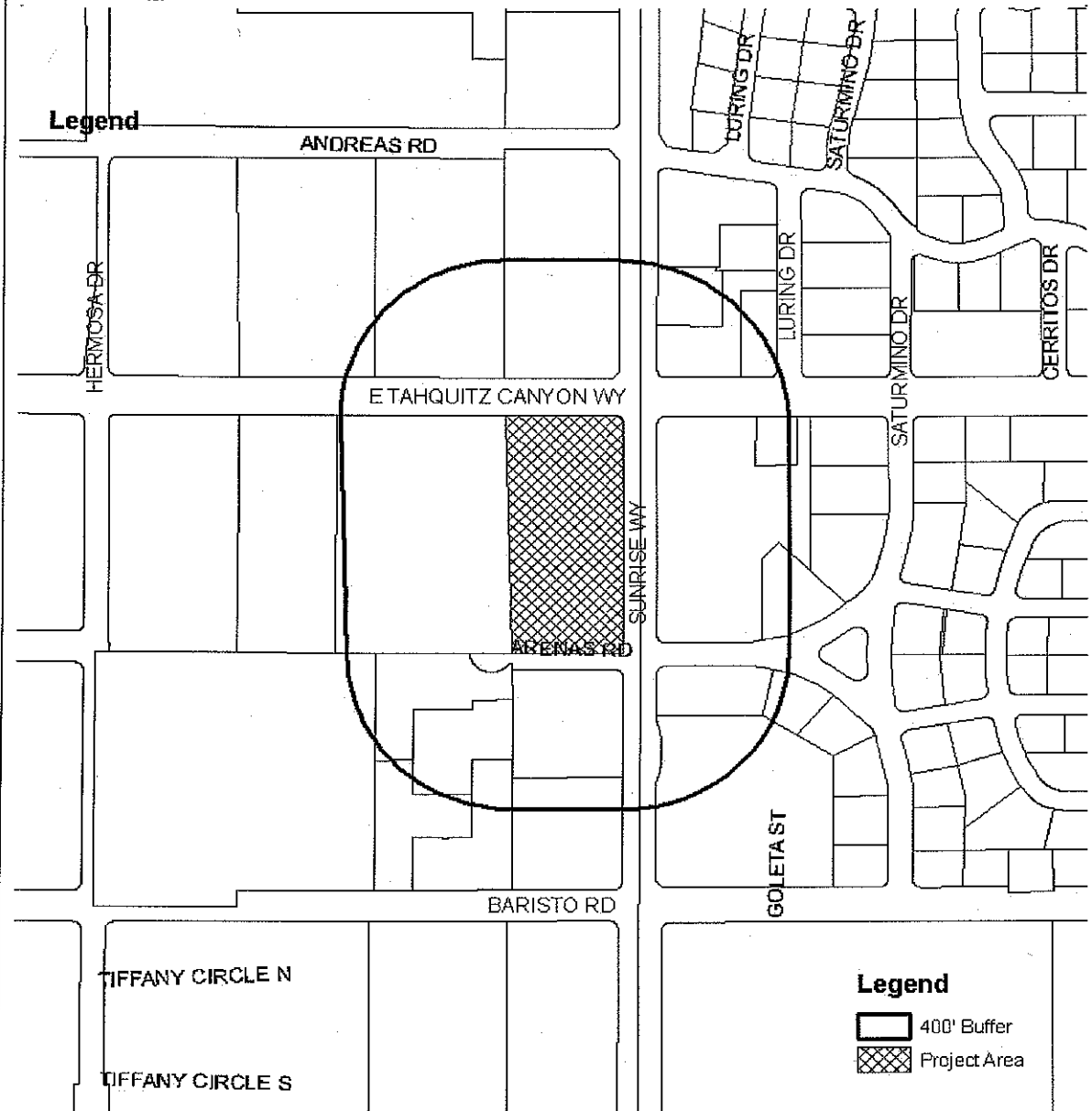
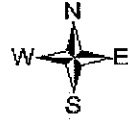
1. Amend the approval and remove Condition No. PSP 6, or
2. Take no action.

Attachment:

1. 400' Radius Map
2. Additional Exhibit



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: SP 10-006

APPLICANT: Best Signs, Inc.

DESCRIPTION: Best Signs, Inc. for a sign program for the property located at 111 South Sunrise Way, Zone RA (Section 14 Specific Plan), Section 14. (DN)



1

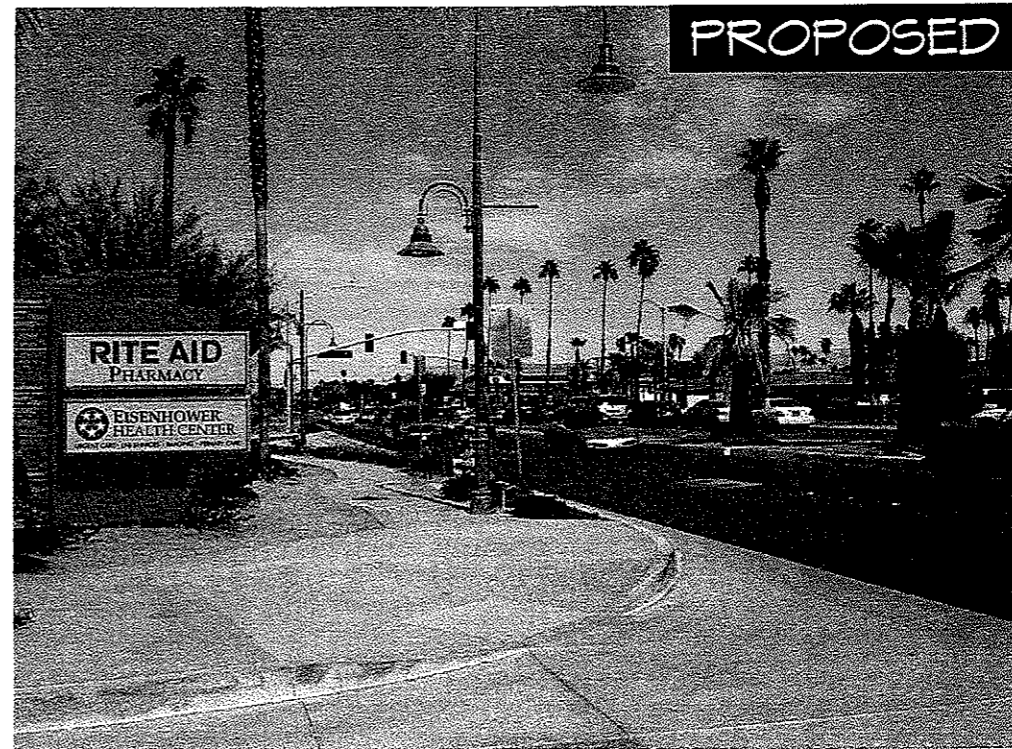
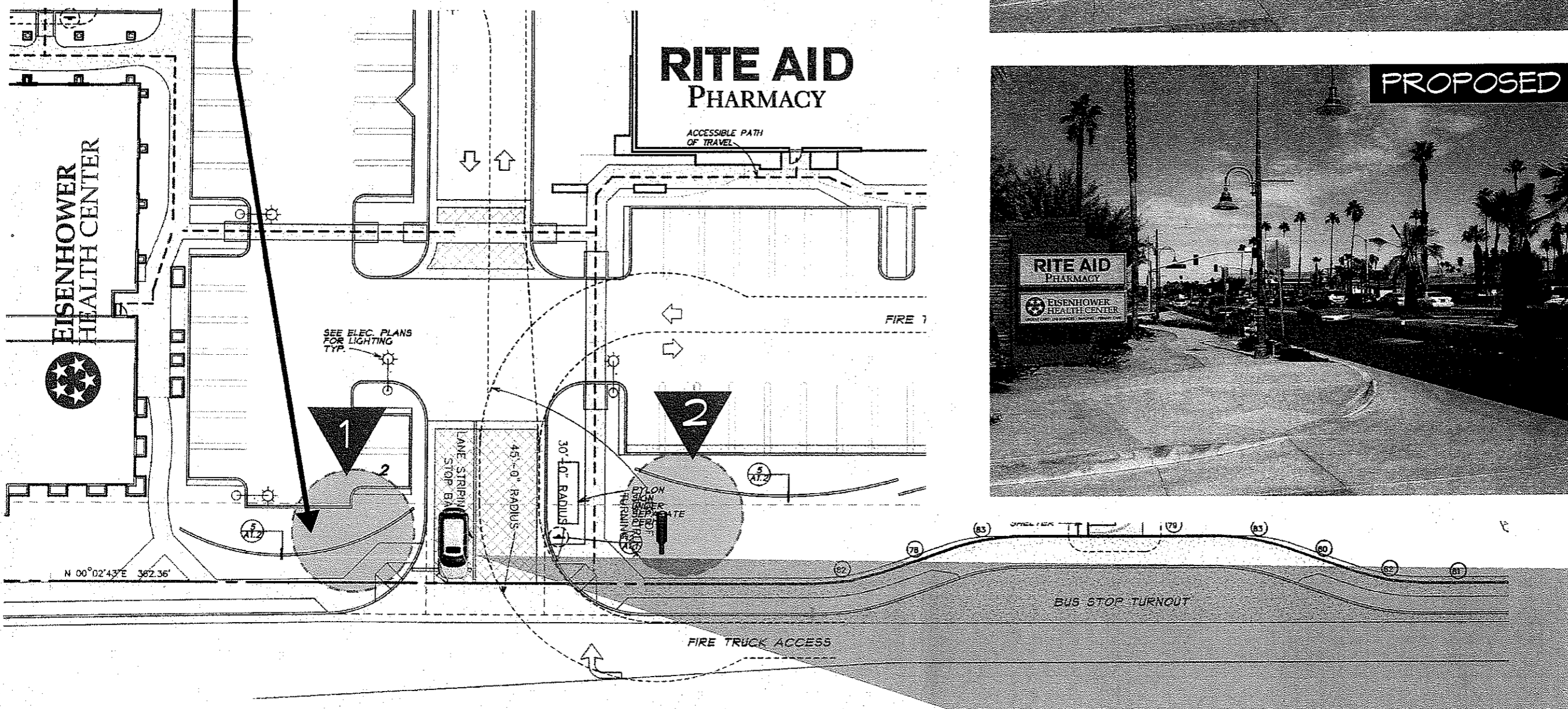
- SOUTH SIDE OF ENTRY -**
- EXISTING WALL IS REQUIRED BY THE CITY TO CONCEAL PARKING LOT/CARS.
 - ENTIRE WALL WOULD HAVE TO BE REMOVED OR REDESIGNED TO ACCOMMODATE SIGN
 - POWER WOULD HAVE TO BE BROUGHT TO SITE
 - ESTIMATED EXPENSE \$25,000

2

- NORTH SIDE OF ENTRY -**
- SIGN LOCATION WAS APPROVED ON ORIGINAL SITE PLAN
 - POWER HAS ALREADY BEEN PROVIDED AT THIS LOCATION
 - SIGN DOES NOT OBSTRUCT VIEW OF ON-COMING TRAFFIC



EXISTING



PROPOSED

Client:
EISENHOWER MEDICAL CENTER

Project:
TENANT MONUMENT SIGN

Project Address:
**SUNRISE WAY / TAHQUITZ CYN
PALM SPRINGS CA**

Account Representative:
JIM CROSS

Designer:
JRC

Date:
OCTOBER 18, 2010

Scale:
1/32" = 1'.0"

File name:
**E/EMC/SunriseMedical/
sunrise_sign_location_101410**

Revisions:

Client Approval:

BESTSIGNS
INCORPORATED

800-50-SIGNS www.bestsignsinc.com

1550 S. Gene Autry Trail
Palm Springs, CA 92264

TEL: (760) 320-3042
FAX: 760-320-2090



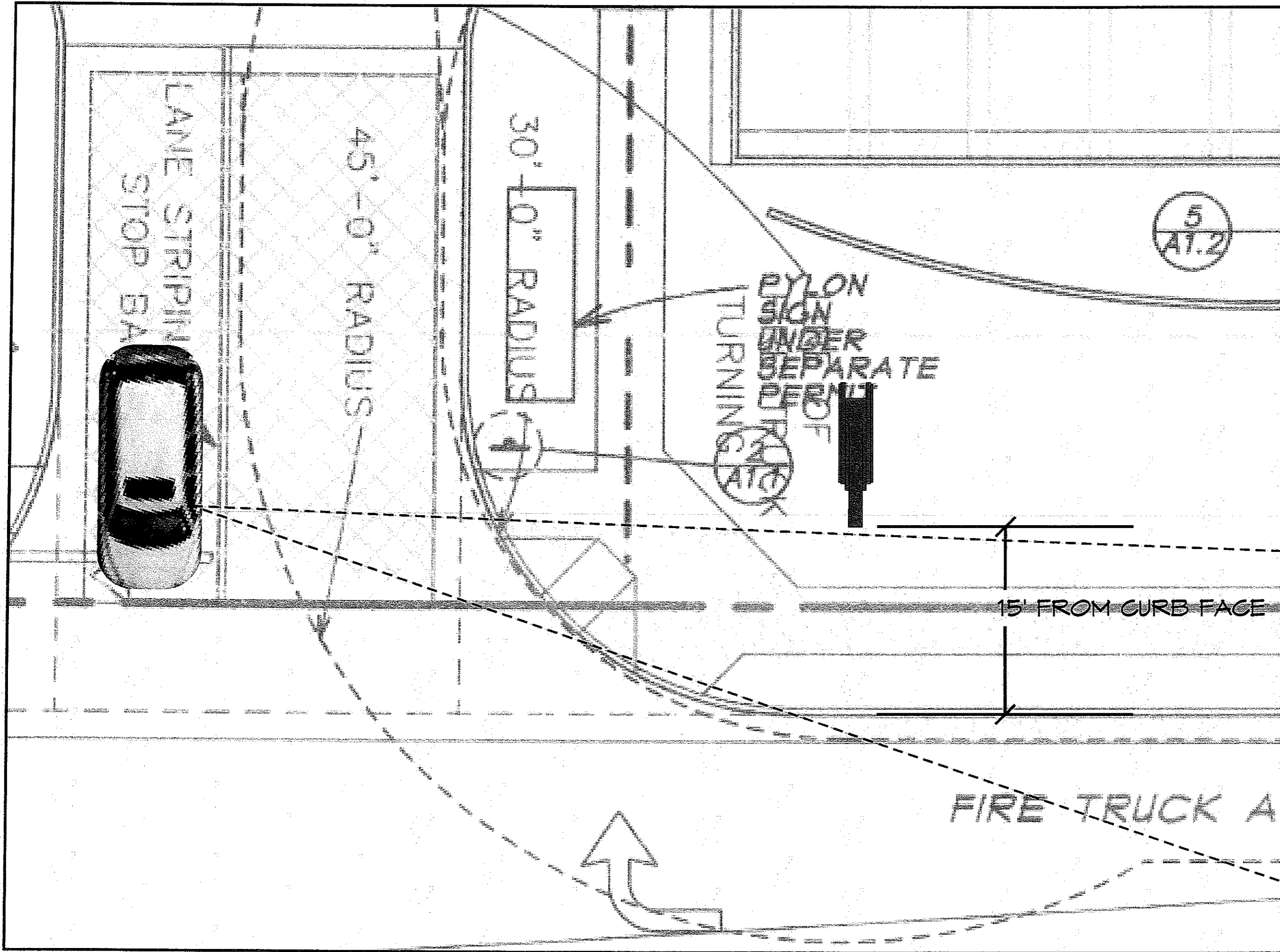
CONTRACTORS LIC. NO. 524483

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Drawing No. **1**



Client:
EISENHOWER MEDICAL CENTER

Project:
TENANT MONUMENT SIGN

Project Address:
**SUNRISE WAY / TAHQUITZ CYN
 PALM SPRINGS CA**

Account Representative:
JIM CROSS

Designer:
JRC

Date:
OCTOBER 18, 2010

Scale:
1/8" = 1'.0"

File name:
**E/EMC/SunriseMedical/
 sunrise_sign_location_101410**

Revisions:

Client Approval:



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