



Planning Commission Staff Report

Date: November 10, 2010

Case No.: SI 10-093

Type: Sign Permit

Location: 4095 East Palm Canyon Drive

APN: 681-070-035

Applicant: Mercedes Benz of Palm Springs

General Plan: RC (Regional Commercial)

Zone: C-2 (General Commercial)

From: Edward O. Robertson, Principal Planner

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The proposed project is a request by Mercedes Benz of Palm Springs to install three new signs at the remodeled automobile dealership located at 4095 East Palm Canyon Drive. The project is being reviewed by the Planning Commission due to a wall sign in excess of fifty square feet.

RECOMMENDATION:

That the Planning Commission approve the sign permit request, Case No. SI 10-093.

PRIOR ACTIONS:

On November 8, 2010, the Architectural Advisory Committee (AAC) will review the proposed sign application. Staff will present the AAC's recommendation at the Commission's meeting on November 10, 2010.

BACKGROUND:

The subject property is an approximately 1.86-acre site that is located at the southeast corner of East Palm Canyon Drive and Cherokee Way. On March 24, 2010, staff approved a remodel, addition and façade improvement to the existing automobile dealership, which is currently under construction. The addition includes approximately 5,400 square feet of additional automobile service area (including eight more service bays), 1,050 square feet of additional showroom and 700 square feet of break and restroom areas for employees.

The façade improvement includes a new flat-roofed rotunda and sloped roof on the northeast corner of the building. Steel columns are proposed to support a new overhang on the north and east portions of the building near East Palm Canyon Drive. New stucco will be applied to the entire building which consists of light grays.

ANALYSIS:

Proposed Request

The applicant is proposing to use three of the existing accessory signs, two main signs and a pylon sign.

The applicant proposes to use three of the existing signs which are accessory signs and state "Certified Pre-Owned", "Service Reception" and "Wholesale Parts". All three signs are approximately twenty-two square feet in size, and two of the signs face Cherokee Way and one faces East Palm Canyon Drive.

The three new signs being proposed are a main wall sign of approximately 70.5 square feet in size; a logo sign of approximately 31.3 square feet in size; and a double-faced pylon sign of approximately 25.5 square feet (each side). The main wall sign will face East Palm Canyon Drive; the logo sign will face the corner of East Palm Canyon Drive and Cherokee Way; the pylon sign will be located adjacent to the service road fronting East Palm Canyon Drive (see attached).

The main wall sign exceeds fifty square feet and, therefore, requires approval from the Planning Commission pursuant to Section 92.20.10(A)(1) of the Zoning Code.

Signage Permitted and Proposed Request

The dealership has two street frontages which allow a main sign and accessory signage on both frontages under Section 93.20.05 of the Zoning Code. The total area allowed for main signs is determined by a formula provided in Section 93.20.05(A)(2)(a), 93.20.05(A)(2)(c) and 93.20.05(C)(10) of the PSZC. The table below provides an analysis of signage permitted:

Street	Business Frontage	Sign Area Permitted
E. Palm Canyon Drive	164 feet	1-50 = 50 sq. ft. 50-100 = 12.5 sq. ft. 100-164 = 8 sq. ft. Total = 70.5 sq. ft.
Cherokee Way	320 feet	1-50 = 50 sq. ft. 50-100 = 12.5 sq. ft. 100-320 = 27.5 sq. ft. Total = 90 sq. ft.

Additionally, automobile dealerships are allotted an additional forty square feet of sign area for the use of logos, and corresponding names, representing the makes of automobiles sold by the dealership, but only on one street frontage. Therefore, the building may have an additional forty square feet of sign area for either street frontage.

Based on the total sign area permitted for each frontage, Staff has analyzed the proposed signage in the table below:

Street	Sign Area Permitted	Sign	Sign Area Proposed	Conforms
E. Palm Canyon Drive	70.5 sq. ft.	"Mercedes Benz of Palm Springs" Wall Sign	70.5 sq. ft.	Yes
		"Service Reception" (existing)	22 sq. ft.	No
	40 sq. ft.	Double-sided Pylon Sign	25.5 sq. ft. (each side)	Yes
Cherokee Way	90 sq. ft.	Mercedes Benz Logo Sign on Rotunda	31.3 sq. ft.	Yes
		"Wholesale Parts" (existing)	22 sq. ft.	Yes
		"Certified Pre-Owned" (existing)	22 sq. ft.	Yes

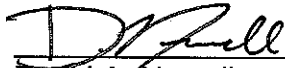
As shown in the table above, staff determined that the additional existing signs may be allowed under the total sign area permitted for main signs along Cherokee Way. There is no additional main sign area to allow the existing "Service Sign" requested by the applicant. Therefore, staff has included a condition of approval that this sign be eliminated from this application. (Staff has advised the applicant that the City would entertain a sign program application for three dealers which could provide additional sign opportunities, subject to Planning Commission approval.)

CONCLUSION:

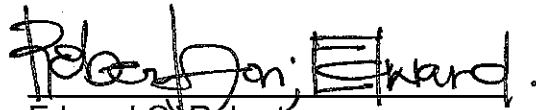
With the recommended Conditions of Approval, the proposed sign will be consistent with the requirements of the Zoning Code, and Staff recommends that the Planning Commission approve SI 10-093.

ENVIRONMENTAL ANALYSIS:

Pursuant to the California Environmental Quality Act (CEQA) Guidelines, the project is Categorically Exempt under Section 15061 (General Rule).



David A. Newell
Associate Planner



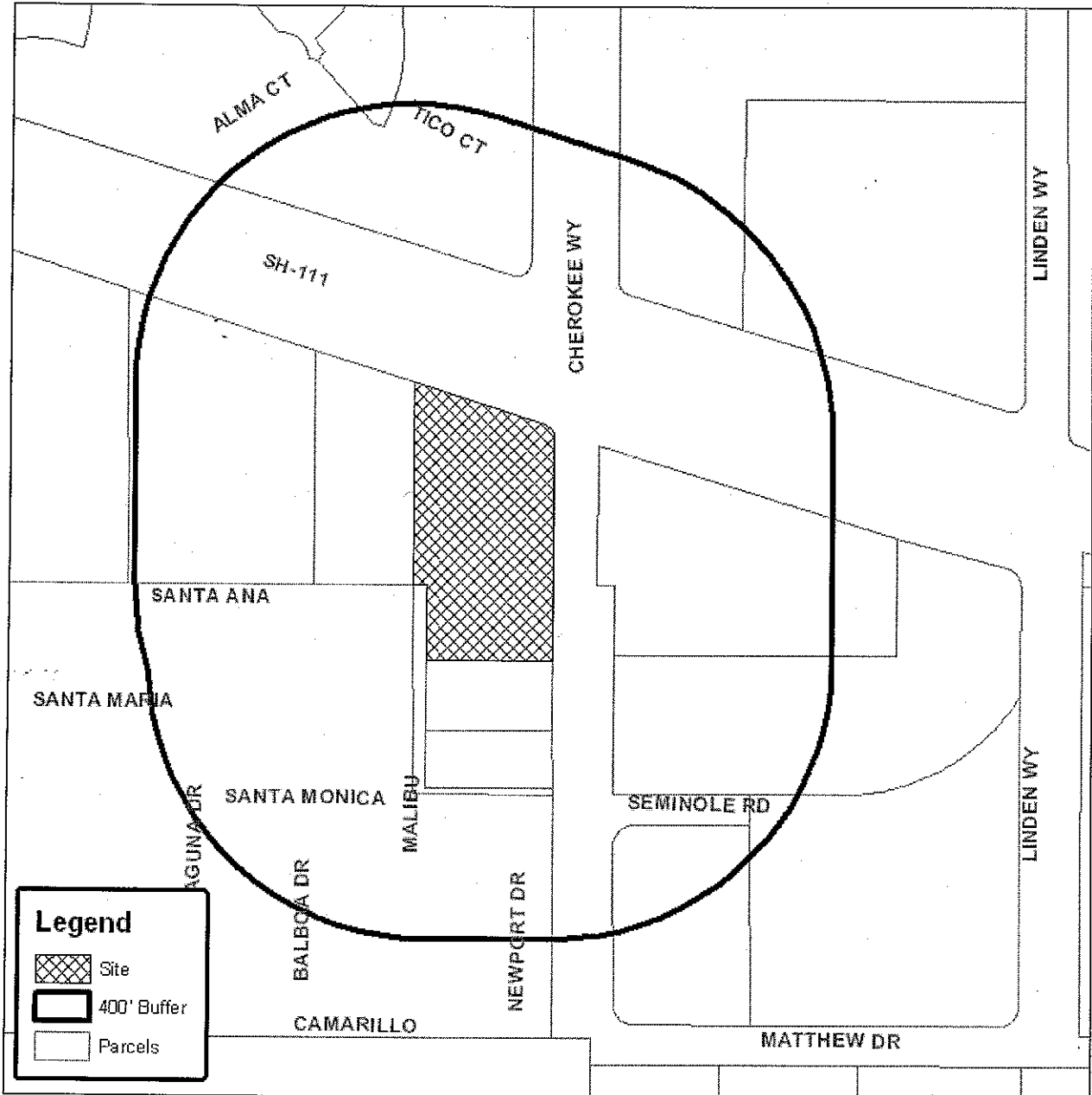
Edward O. Robertson
Principal Planner

Attachments:




1. 400' Radius Map
2. Draft Resolution with Conditions of Approval
3. Sign Diagrams



Department of Planning Services Vicinity Map



Legend

-  Site
-  400' Buffer
-  Parcels

CITY OF PALM SPRINGS

<p>CASE: SI 10-093</p> <p>APPLICANT: Mercedes Benz of Palm Springs</p>	<p>DESCRIPTION: An request to install three new signs at the remodeled automobile dealership located at 4095 East Palm Canyon Drive, C-2 Zoned, Section 30.</p>
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RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF PALM SPRINGS, CALIFORNIA
APPROVING CASE NO. SI 10-093, A PERMANENT
MAIN SIGN OF 70.5 SQUARE FEET LOCATED AT
4095 EAST PALM CANYON DRIVE.

WHEREAS, Mercedes Benz of Palm Springs ("Applicant") has filed an application with the City pursuant to Section 93.20.10 and 94.04.00 of the Palm Springs Zoning Code for a main sign that exceeds fifty square feet in size for the automobile dealership located at 4095 East Palm Canyon Drive, Zone C-2, Section 30; and

WHEREAS, on November 10, 2010, a public meeting on the application 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 under Section 15061 (General Rule); 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.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SI 10-093, a 70.5 square foot main sign located at 4095 East Palm Canyon Drive, subject to those conditions set forth in Exhibit A.

ADOPTED this 10th day of November, 2010.

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig Ewing, AICP
Director of Planning Services

RESOLUTION NO.

EXHIBIT A

Case No. SI 10-093
Mercedes Benz Palm Springs

4095 East Palm Canyon Drive

November 10, 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. Removal of Sign. Prior to certificate of occupancy, the applicant shall remove the "Service Reception" sign on the north elevation.

ADMINISTRATIVE CONDITIONS

ADM 1. Project Description. This approval is for the project described per Case No. SI 10-093, except as by these conditions.

ADM 2. Conform to all codes and regulations. 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 3. Minor Deviations. The Director of Planning or designee may approve minor deviations to the project description and approved plans in accordance with the provisions of the Palm Springs Zoning Code.

ADM 4. Indemnification. 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 No. SI 10-093. 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 5. Maintenance and Repair. That the property owner(s) and successors and assignees in interest shall maintain and repair the improvements including and without limitation sidewalks, bikeways, parkways, parking areas, landscape, irrigation, lighting, signs, walls, and fences between the curb and property line, including sidewalk or bikeway easement areas that extend onto private property, in a first class condition, free from waste and debris, and in accordance with all applicable law, rules, ordinances and regulations of all federal, state, and local bodies and agencies having jurisdiction at the property owner's sole expense. This condition shall be included in the recorded covenant agreement for the property if required by the City.
- ADM 6. Time Limit on Approval. Approval of this Conditional Use Permit, including Architectural Approval, shall be valid for a period of two (2) years from the effective date of the approval. Extensions of time may be granted by the Planning Commission upon demonstration of good cause.
- ADM 7. Right to Appeal. Decisions of an administrative officer or agency of the City of Palm Springs may be appealed in accordance with Municipal Code Chapter 2.05.00. Permits will not be issued until the appeal period has concluded.

PLANNING DEPARTMENT CONDITIONS

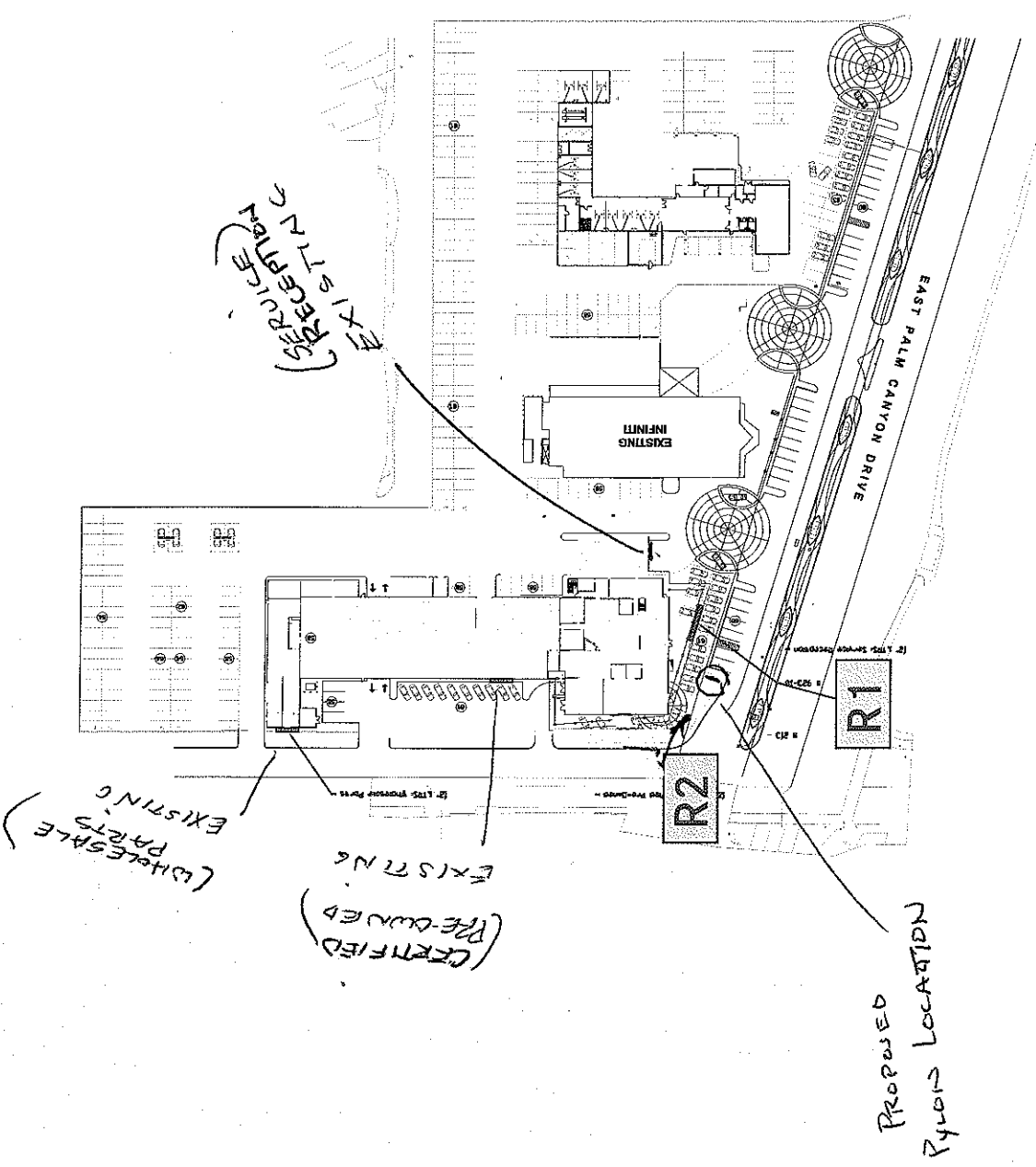
- PLN 1. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PLN 2. All signs must comply with Planning Commission conditions and Section 93.20.00 of the Palm Springs Zoning Ordinance.
- PLN 3. All signs must comply with the Uniform Building Code regulations.

PLN 4. All non-approved signage must be removed as part of this approval.

BUILDING DEPARTMENT CONDITIONS

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

END OF CONDITIONS



NOTE: All signage and locations are as prescribed by Mercedes-Benz USA, LLC. Any revisions requested of these sign selections or their configuration on the site or building facades shall require prior written approval from MBUSA Dealership Facility Planning.

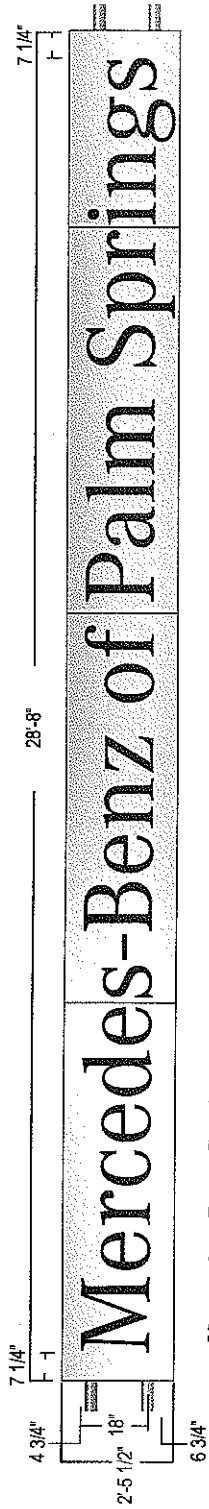
Client: Mercedes-Benz USA	Scale: NTS	Date Created: 4/15/10
Project Title: MB Palm Springs, CA	Proposal:	Date Revised: 18 Aug 2010

Architectural Graphics Incorporated
 2655 International Parkway
 Virginia Beach, VA 23452
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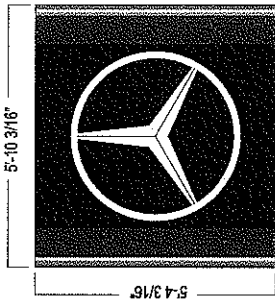


Mercedes-Benz of Palm Springs

Site Plan



Mercedes-Benz Dealer Name Panel (with descenders) - 923-18



#213 Star Element
Wall-Mounted 28.6 sf.



RECEIVED

OCT 28 2010

PLANNING SERVICES
DEPARTMENT

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AGI
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Client: Mercedes-Benz USA	Scale: N/A	Date Created: 4/15/10
Project Title: MB Palm Springs, CA	Proposal:	Date Revised: 28 Oct. 2010 mm



Mercedes-Benz of Palm Springs

Sign Family

Project Title: MERCEDES-BENZ
Sign Type: III
Drawing Type: ELEVATION
Scale: 1/2" = 1'-0"

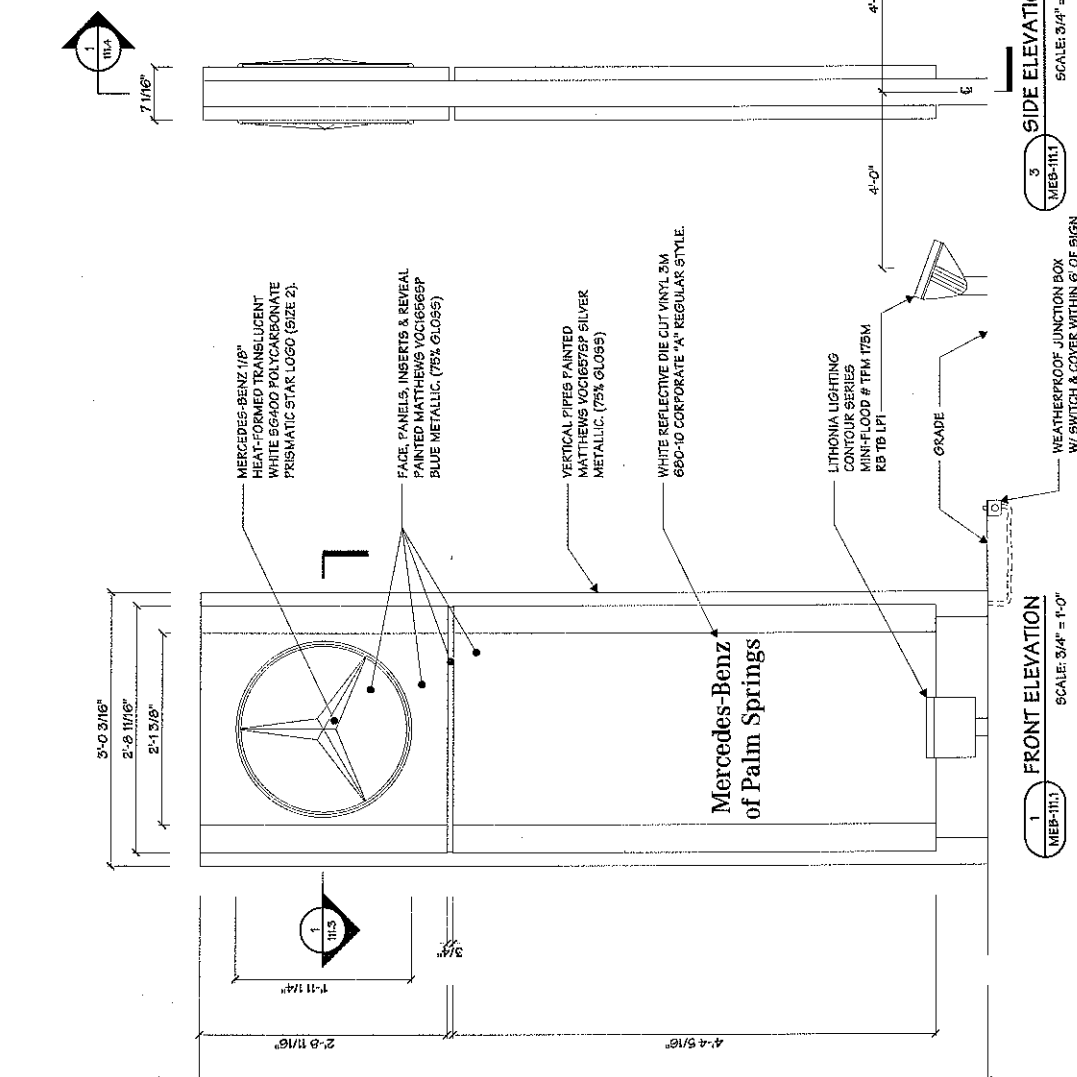
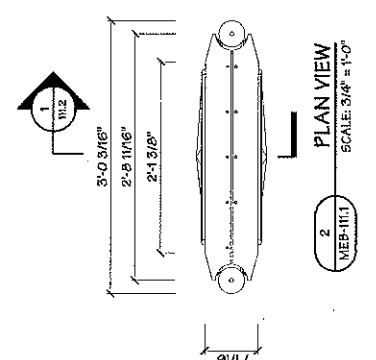
Drawn By: TJS
Date: 04.19.06
Checked By: JEH
Date: 04.19.06
Project Manager: JB

Single Faced
 Double Faced
 Non-Illuminated
 Illuminated
 120 Volts
 277 Volts
 1.00 Amps

Drawn By:	Date:	Checked By:
TJS		JEH

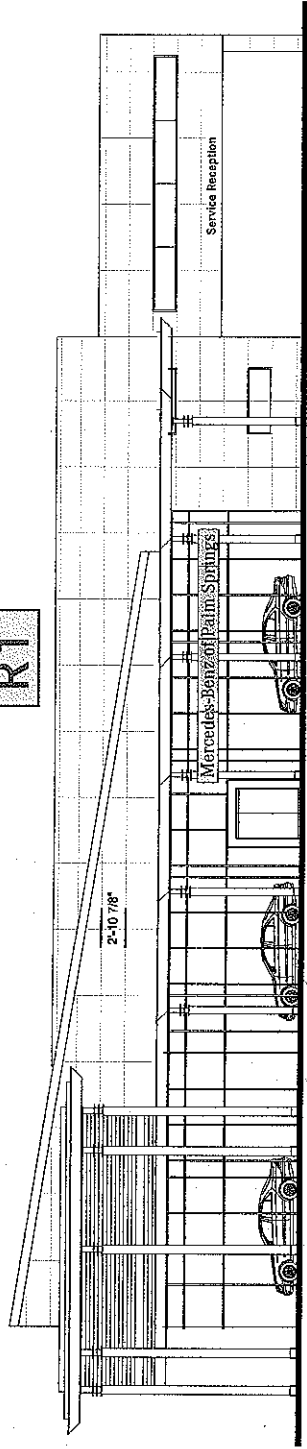
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Date: _____
Company: _____
Job Number: T.B.D.
Sheet Number: MEB-III.1



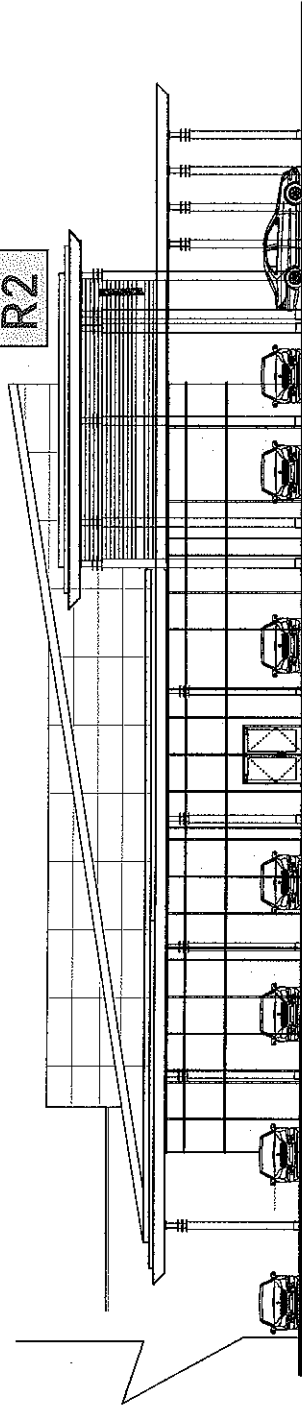
NOTES:
 1) SEE SCALED LAYOUTS FOR COPY TO BE USED.
 2) ENGINEERED FOR 80mph AS SHOWN ON DRAWING. SEE ENGINEERING CHART FOR 120mph APPLICATION.

R1



SHOWROOM - FRONT ELEVATION

R2



SHOWROOM - SIDE ELEVATION - RIGHT PORTION

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Client: Mercedes-Benz USA	Scale: 3/64"=1'	Date Created: 4/15/10
Project Title: MB Palm Springs, CA	Proposal:	Date Revised: 18 Aug 2010



Mercedes-Benz of Palm Springs

Elevations