



City of Palm Springs

Department of Planning Services

MEMORANDUM

Date: December 20, 2010

To: AAC Members

From: David A. Newell, Associate Planner *DAN*

Subject: 8.238 Sign Variance Amendment – Do it Best Builders Supply – 490 East Sunny Dunes Road

Introduction:

The proposal is a request by Sign-A-Rama for an amendment to a sign variance for the “Do it Best” Builders Supply located at 490 East Sunny Dunes Road. On October 22, 2010, the Architectural Advisory Committee (AAC) reviewed the project and recommended approval to the Planning Commission subject to conditions. Based on the AAC’s recommendation, the applicant has submitted a revised proposal and is seeking a recommendation of approval from the AAC.

General Plan & Zoning Designation:

The General Plan designation of the subject property is NCC (Neighborhood / Community Commercial). The Zoning designation of the subject property is C-M (Commercial Manufacturing). See Staff Analysis below for consistency with the Zoning Code.

Background:

The subject property has a “T” configuration and is approximately 1.5-acres in size. The site is fully developed with buildings, pavement and parking. The building, which was built in 1946, is “L” shaped and fronts Sunny Dunes Road. There are two other buildings towards the rear of the property.

On May 8, 1996, the Planning Commission approved a sign variance to allow a second main sign on one street frontage.

Staff Analysis:

On October 22, 2010, the Architectural Advisory Committee recommended approval of the proposed project, subject to the following:

1. Remove two main wall signs on east & west elevations on southerly portion of building;
2. Red stucco behind main wall sign located on south elevation to be revised to match adjacent color of building;
3. Blade sign to be relocated above overhang on south elevation and may be enlarged to incorporate additional company names / logo;
4. Redesigned blade sign to be reviewed by the AAC for recommendation prior to issuance of sign permit;
5. Remove all six service signs proposed.

Based on the above direction, the applicant has submitted a revised project with the exception of number 3. The blade sign on the south elevation is proposed to be enlarged and below the overhang (where it is currently located). See attached photographs of existing and proposed.

Attachments:

- 500' Vicinity Map
- AAC Staff Report dated 10/25/2010
- Existing Site Photographs
- Proposed Signage



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO.: 8.238 SI VAR AMND

APPLICANT: Sign-A-Rama

DESCRIPTION: A request by Sign-A-Rama for an amendment to a sign variance for the "Do it Best" Builders Supply located at 490 East Sunny Dunes Road, Zone C-M, Section 23.



City of Palm Springs

Department of Planning Services

MEMORANDUM

Date: October 25, 2010
To: AAC Members
From: David A. Newell, Associate Planner *DN*
Subject: 8.238 Sign Variance Amendment – Do it Best Builders Supply – 490 East Sunny Dunes Road

Introduction:

A request by Sign-A-Rama for an amendment to a sign variance for the “Do it Best” Builders Supply located at 490 East Sunny Dunes Road. The request is to replace two existing main signs, seek approval for an existing main sign, install an additional main sign and install six service signs.

General Plan & Zoning Designation:

The General Plan designation of the subject property is NCC (Neighborhood / Community Commercial). The Zoning designation of the subject property is C-M (Commercial Manufacturing). See Staff Analysis below for consistency with the Zoning Code.

Background:

The subject property has a “T” configuration and is approximately 1.5-acres in size. The site is fully developed with buildings and pavement / parking. The building, which was built in 1946, is “L” shaped and fronts Sunny Dunes Road. There are two other buildings towards the rear of the property.

On May 8, 1996, the Planning Commission approved a sign variance to allow a second main sign on one street frontage.

Staff Analysis:

The applicant has submitted a proposal to allow four main signs and six service signs. Specifically, the request is to replace two main signs, seek approval for an existing main sign installed without permits, install an additional main sign and install six service signs on the existing building.

The subject property would normally be permitted only one main sign and one service sign since it has only one street frontage. The building has approximately 138 lineal feet of frontage which would allow a main sign of 67.25 square feet.

The two main signs that are being replaced are located on the east and west elevations towards the front of the building. These existing signs were approved to be eighty-nine square feet in size under the previous sign variance approval. The replacement signs will be in the same location and eighty-six square feet in size which is consistent with the previous approval. The new signs will be a lexan face background with channel letters. These signs will be illuminated by down lighting from the existing lamps above the signs.

The sign variance amendment is also requesting the addition of two more main signs, including the projecting sign that has been installed on the south elevation of the building. The projecting main sign is double-faced and approximately thirty-three square feet in size. The fourth main sign is proposed on the south elevation of the northerly portion of the building and is approximately 225 square feet in size. This sign will contain a back-lit logo, white internally illuminated letters and white plastic letters.

The applicant is requesting a variance for the additional service signs proposed to be located on the east and south elevations of the building facing the parking lot. These signs are black channel letters that identify products offered by the retailer. They range in size as follows:

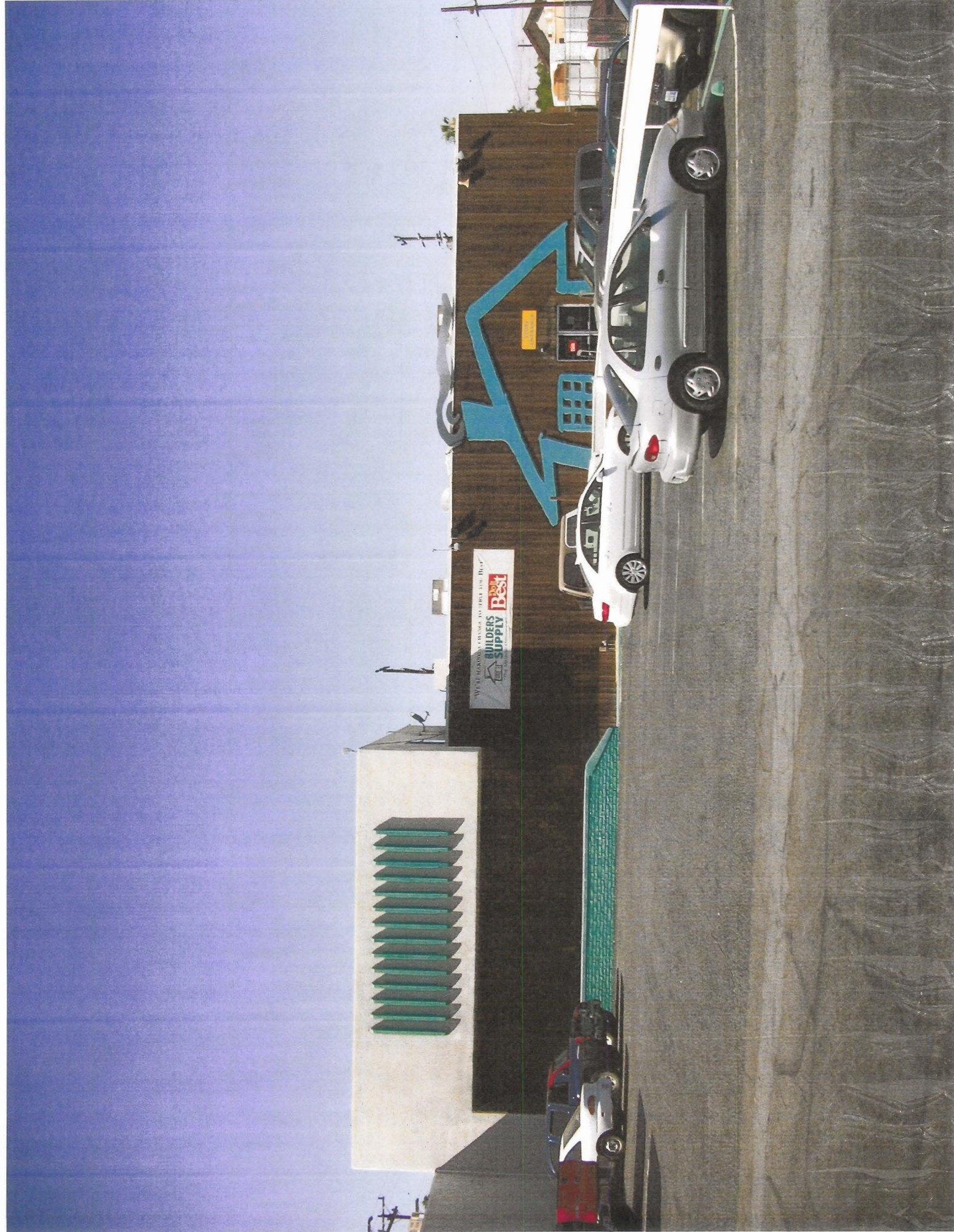
Sign Text	Size (approximate)
Paint	5 sq. ft.
Electrical	10.5 sq. ft.
Plumbing	9 sq. ft.
Doors	6 sq. ft.
Windows	8.2 sq. ft.
Tools	6 sq. ft.

The above service signs are considered Customer Convenience signs and each commercial business in this zone is permitted one service sign of not more than two square feet in size. The Zoning Code requires that this sign be located on the entry door, on the building adjacent to the entry door, or inside the glass window nearest to the entry. The applicant is seeking a variance to these requirements.

~~Attachments:~~

- ~~■ 500' Vicinity Map~~
- ~~■ Proposed Signage~~
- ~~■ Existing Site Photographs~~





SIGN★A★RAMA

41945 BOARDWALK, STE. L
PALM DESERT, CA 92211
PH 760.776.9907
FX 760.776.9844

Date: 11-19-10

Job# Q20279B

Designer: FH

YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN CONTENT AND LAYOUT, RELEASING SIGN★A★RAMA FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE, COMMENSURATE WITH MATERIALS USED. THIS DESIGN IS PROPRIETARY PROPERTY AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF SIGN★A★RAMA.

SIZE as indicated

COLORS BLACK / WHITE / RED / YELLOW

MATERIAL Aluminum / Acrylic

APPROVAL SIGNATURE

DATE

Double-sided internally illuminated (H.O. fluorescent) aluminum sign cabinet with white acrylic face and printed graphics/copy. Overall sign area is 31 square feet.



NOV 22 2010

PLANNING SERVICES
DEPARTMENT

SIGN*A*RAMA	Date: 11-19-10	YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN CONTENT AND LAYOUT. RELEASING SIGN*A*RAMA FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE. COMPENSATE WITH MATERIALS USED. THIS DESIGN IS PROPRIETARY PROPERTY AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF SIGN*A*RAMA.
41945 BOARDWALK, STE. 1, PALM DESERT, CA 92211 PH 760.776.9907 FX 760.776.9844	Job# Q20279A	
	Designer: FH	
SIZE as indicated	COLORS BLACK / WHITE / RED / YELLOW	
MATERIAL Aluminum / Acrylic / Neon	APPROVAL SIGNATURE	DATE

Illuminated & non-illuminated signage. "BUILDERS SUPPLY" is day/night acrylic faced neon channel letters. "A PARKER COMPANY" is 1/2" thick black acrylic non-illuminated dimensional letters. The logo is a single-sided internally illuminated aluminum sign cabinet with white acrylic face and printed graphics/copy. Overall sign area is 138.4 square feet.



RECEIVED

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