



Planning Commission Staff Report

Date: January 12, 2011

Case No.: SP 08-002

Type: Sign Program

Applicant: The Abbey Company for Desert Oasis Healthcare

Location: 265 North El Cielo Drive

APN: 502-100-017

General Plan: Office

Zone: Airport (A)

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

Project Planner: Glenn Mlaker, AICP, Assistant Planner

PROJECT DESCRIPTION:

The applicant is requesting an amendment to a previously approved sign program for The Airport Park, a multi-tenant office park adjacent to City Hall. The request is to eliminate two wall sign locations to allow for one 74.75 square foot second-story sign on the office building located at 275 North El Cielo Drive.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 08-002 Amendment, to allow for one second-story 74.75 square foot main sign located at 275 North El Cielo Drive.

PRIOR ACTIONS:

On May 28, 2009, the Planning Commission approved a sign program for The Airport Park to include two monument signs and two building mounted signs.

On December 6, 2010, the Architectural Advisory Committee (AAC) reviewed the proposed sign program amendment and voted for a re-study of the project with the recommendation that the applicant seek input from the original building architect.

On December 20, 2010, the AAC reviewed a revised sign program proposal and voted 5-0 to recommend approval to the Planning Commission.

BACKGROUND:

The Airport Park site consists of three lots approximately 9.18 acres in size with four buildings totaling 90,000 square feet of office space. The current tenant Desert Oasis Healthcare occupies the entire office campus. The two buildings situated on the north and south parcels are one-story in height and were built in 1979 and 1980. Two new two-story office buildings are built in the middle property and have recently been occupied by the health care provider. The new building design and layout consists of steel, glass curtain walls, textured block walls, lush desert landscaping and multiple fountains.

The owner of the office complex, The Abbey Company, originally intended the development to be a multi-tenant office building which requires a sign program. The Planning Commission approved a sign program on May 28, 2009 to include two small stone monument signs and two building tenant wall signs.

Table 1: Surrounding Land Uses, Zone, General Plan

	Land Use	Zone	General Plan
North	Airport	A	Office
South	City Hall / Dog Park	CC	Public
East	Airport	A	Public
West	Single-Family Residential	R-1-C	Low Density Residential

ANALYSIS:

The sign program amendment proposes one main sign for the office complex.

Sign Location:

The sign will be located on the second-story steel beam of the new office building facing North El Cielo Drive. The original sign program designated two sign locations on the east facing block walls currently obscured by semi-mature palm trees. The office

building is set-back 170 feet from the street; the linear frontage of the building is 130 feet.

Design:

The main sign will be 74.75 square feet in size and constructed of brushed aluminum reversed halo neon channel eighteen (18) inch high letters on a raceway. The back plate behind the letters will be painted to match the teal green glass tint. The sign will be attached to the metal beam running the length of the building. The sign logo will be blue and slightly taller than the sign letters. During the day the sign will look similar to the existing brushed aluminum building address lettering and at night the letters will appear dark with a white halo glow.

Table 2 below shows the comparison between the proposed sign program amendment, the allowable square footages per the zoning ordinance and final deviation from the code.

Table 2: Description of Sign Program Amendment

Signage Type	Proposed Quantity	Proposed Size	Allowed by PSZC (Quantity & Size)	Consistent w/ Sign Program (Deviation)
Main Sign	1	74.75 sq. ft.	1 / street frontage - no sign larger than 75 sq. ft.	SP allowed 2 signs based on linear frontage = 65 sq. ft. Total 130 sq.ft.

REQUIRED FINDINGS

The approval of a sign program is at the purview of the Planning Commission. Section 93.20.05(C) (6) stipulates that three findings are required for a sign program to be approved that deviates from the strict provision of the Sign Ordinance.

Findings in support of the sign program for The Airport Park are as follows:

- 1) *Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.*

The location of the main sign which is 170 feet back from North El Cielo Drive warrants relief from the strict application of the sign ordinance. The previously approved main building sign locations have been partially obscured by semi-mature palm trees. The one 74.75-square foot main sign on approximately 9.8

acre parcel consisting of four office buildings will be less overall sign square footage than the previously approved sign program.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The deviation is to allow for a consolidation of two previously approved signs into one main sign resulting in a reduction of 55 square feet in overall signage. The Architectural Advisory Committee has reviewed the sign program amendment and had a favorable recommendation of the proposed design.

- 3) *The approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) "is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city".

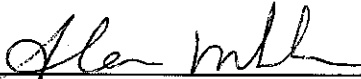
The deviations from the ordinance are for the purpose of providing adequate identification of the office complex; and therefore, the proposed sign program amendment is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

CONCLUSION:

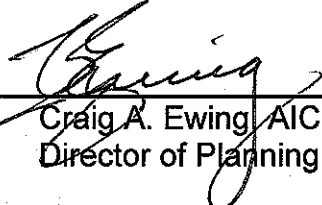
In reviewing the sign program amendment, the AAC believed that the sign program amendment as proposed will allow for a reduction in overall signage and voted unanimously to recommended approval of the sign program. Considering all the information contained herein, staff is recommending approval of Case No. SP 08-002, a sign program amendment for The Airport Park located at 265 North El Cielo Drive, subject to the Conditions of Approval attached herein as Exhibit "A" of the Resolution.

ENVIRONMENTAL ASSESSMENT:

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



Glenn Mlaker, AICP
Assistant Planner



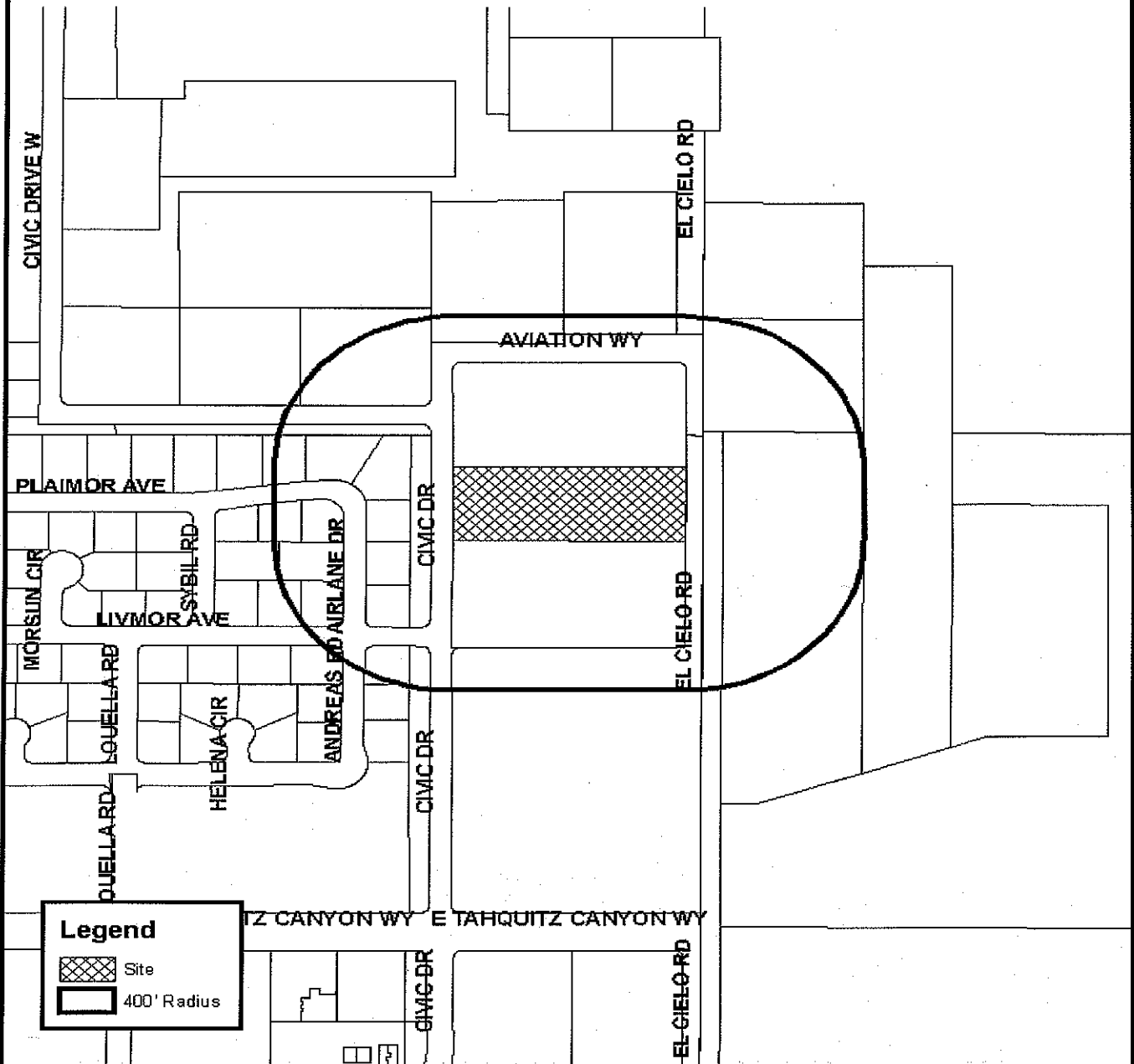
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

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



Department of Planning Services Vicinity Map



Legend

-  Site
-  400' Radius

CITY OF PALM SPRINGS

CASE NO: SP 08-002 Amendment
Sign Program

APPLICANT: Desert Oasis Health

DESCRIPTION: An application for an amendment to a previously approved sign program for a 74.75 square foot sign located at 265 North El Cielo Road, Zone A, Section 13. APN: 502-150-011.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 08-002, ALLOWING THE IMPLEMENTATION OF A SIGN PROGRAM AMENDMENT FOR THE PROPERTY LOCATED AT 265 NORTH EL CIELO DRIVE, SECTION 13, APN 502-100-017

WHEREAS, The Abbey company ("Applicant") for Desert Oasis Healthcare has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Sign Ordinance for a sign program amendment located at 265 North El Cielo Drive, Zone A, Section 13; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 08-002 was given in accordance with applicable law; and

WHEREAS, on January 12, 2011, 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: Section 93.20.05(C)(6) stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. The Planning Commission finds that:

- 1) *Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.*

The location of the main sign 170 feet back from North El Cielo Drive warrants relief from the strict application of the sign ordinance. The previously approved main building sign locations have been partially obscured by semi-mature palm trees. The one 74.75 square foot main sign on approximately 9.8 acre parcel consisting of four office buildings will be less overall sign square footage than the previously approved sign program.

- 2) *The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.*

The deviation is to allow for a consolidation of two previously approved signs into one main sign resulting in a reduction of 55 square feet in overall signage. The Architectural Advisory Committee has reviewed the sign program amendment and had a favorable recommendation of the proposed design.

- 3) *The approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) "is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city".

The deviations from the ordinance are for the purpose of providing adequate identification for the hotel; and therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 08-002, subject to those conditions set forth in Exhibit A.

ADOPTED this 12th day of January, 2011.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Exhibit A

Case No. SP 08-002

Sign Program Amendment

The Airport Park
265 North El Cielo Drive
January 12, 2011

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

1. Approval shall be valid based on the sign amortization schedule in Section 93.20.11 of the Palm Springs Zoning Ordinance.
2. All signs shall comply with the Uniform Building Code regulations.
3. All non-approved signage must be removed as part of this approval.
4. 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.
5. The decision of the Planning Commission may be appealed to the City Council pursuant to Chapter 2.05 of the Palm Springs Municipal Code.
6. The original sign program remains in effect, SP-08-002 as amended to allow one 74.75 square foot illuminated sign as approved by the Planning Commission.
7. Exact sitting and placement of sign shall be approved by staff at the time of sign permit issuance.

ADMINISTRATIVE

8. 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.

9. 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 08-002. 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.

BUILDING DEPARTMENT

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

END OF CONDITIONS

DESERT OASIS HEALTHCARE

30" back plate

419"

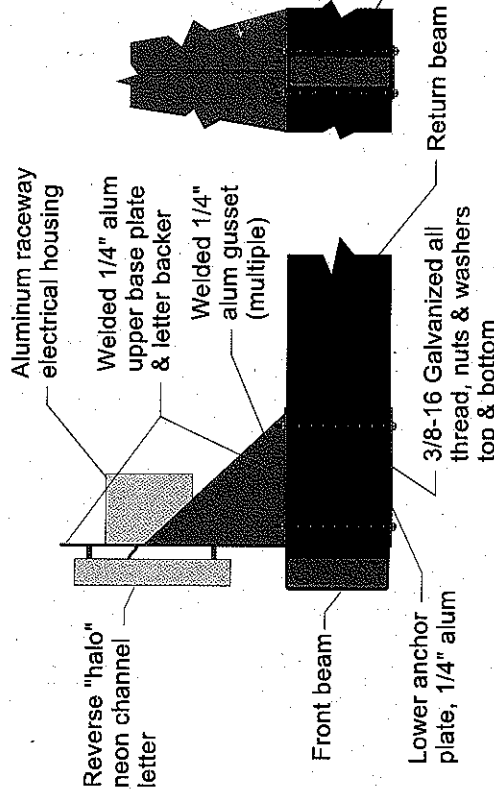
Letters are 18" tall. Logo is 26" tall.

Materials:
 Letters & Logo: Aluminum
 Backplate assy: 1/4" aluminum

Colors:
 Letters: Brushed aluminum
 Logo: #2114 Blue
 Neon: #4500 White
 Backplate: Approximate color of green glass on building.

Business Frontage: 180 Lineal Feet
Sign Area: 26" X 414" = 74.75 Square Feet

Typical attachment at each return beam 8' O/C.
 Layer 1/16" hard (80A) neoprene rubber strips between aluminum backplate assy and steel beams at all interfaces.



Sign Description:
 Internally neon illuminated reverse "halo-jit" channel letters and logo mounted on welded aluminum backplate assembly. Letter/back-plate assembly is attached to 4" x 12" steel beams on building without penetrating beams.

SIGN * A * RAMA
 41945 BOARDWALK, STE. L
 PALM DESERT, CA 92211
 PH 760.776.9907
 FX 760.776.9844

Contractor's Lic #
 C45 / D42 830131

Workers Comp. #
 1640374

City Lic. #
 97005491

Customer:
 Desert Oasis Healthcare
 Address:
 275 N. El Cielo Rd., Ste. C
 Palm Springs, CA 92262

Telephone: xxxxxxxxxxxx
Fax: xxxxxxxxxxxx

Dwg. No.: 44988
Date: 12-14-10
Sheet 1 **of** 2
Designer: FH

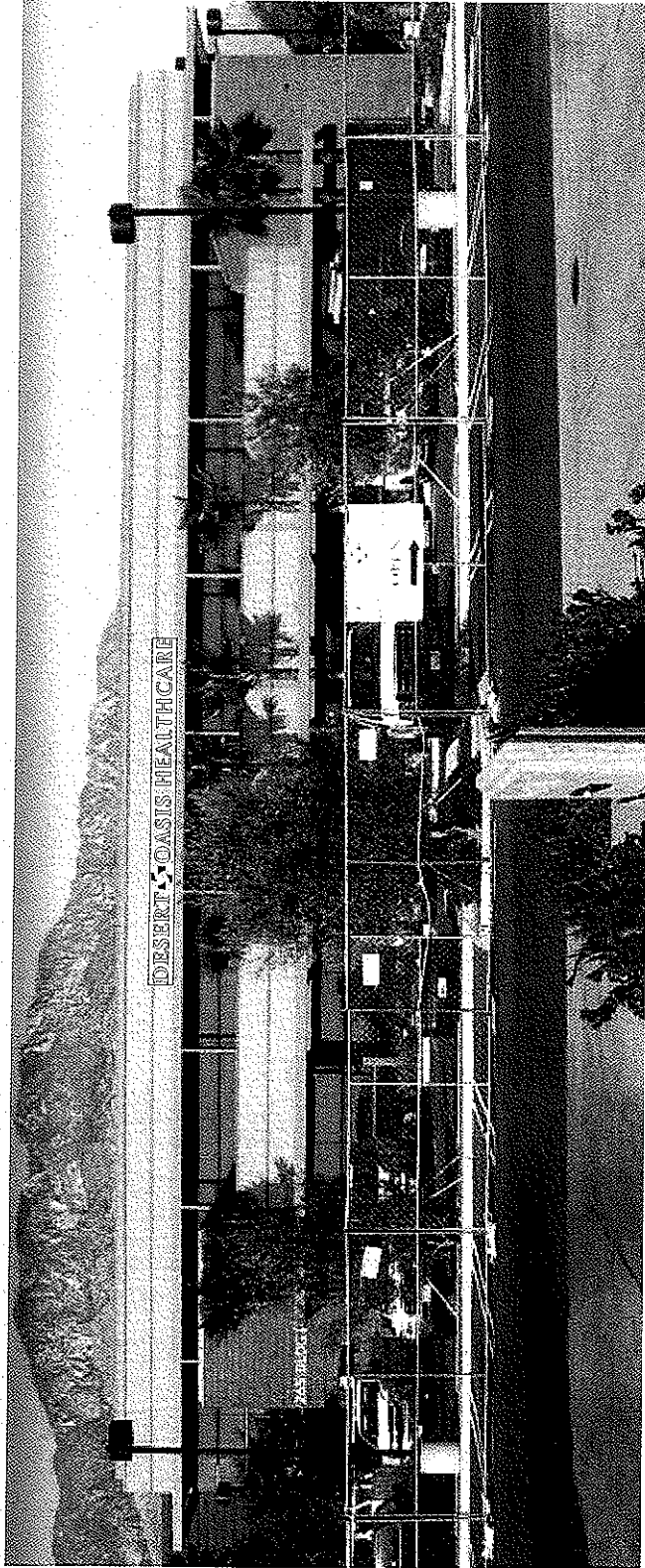
Rev.: C

Jobsite:
 275 N. El Cielo Rd., Ste C
 Palm Springs, Ca 92262

Customer Approval:
 SIGNATURE _____
 PRINT NAME _____

Landlord Approval:
 SIGNATURE _____
 PRINT NAME _____

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.



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SIGN * A * RAMA
41945 BOARDWALK, STE. L
PALM DESERT, CA 92211
P H 760.776.9907
CITY Lic. # 97005491
Contractor's Lic # C45 / D42 830131
Workers Comp. # 1640374

Customer: Desert Oasis Healthcare
Address: 275 N. El Cielo Rd., Ste. C
Palm Springs, CA 92262
Telephone: xxxxxxxxxxxx
Fax: xxxxxxxxxxxx

Dwg. No.: 44988
Date: 12-14-10
Sheet 2 **of** 2
Designer: FH
Rev.: C

Jobsite: 275 N. El Cielo Rd., Ste C
Palm Springs, Ca 92262

Customer Approval: _____
SIGNATURE PRINT NAME

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ORIGINAL SIGN LOCATIONS

WESTSIGNS
INCORPORATED

1550 S. Gene Autry Trail
Palm Springs, CA 92264
TEL: (760) 320-3042
FAX: 760-320-2090



Airport Park Plaza

Address:
265 El Cielo Road

Account Representative:
Jesse Cross

Designer:
Art Ruiz

Date:
12-16-07

Scale:
As Shown

File Name:
A:\Airport Park Plaza\
Sign Program.cdr

Revision:
04-18-08

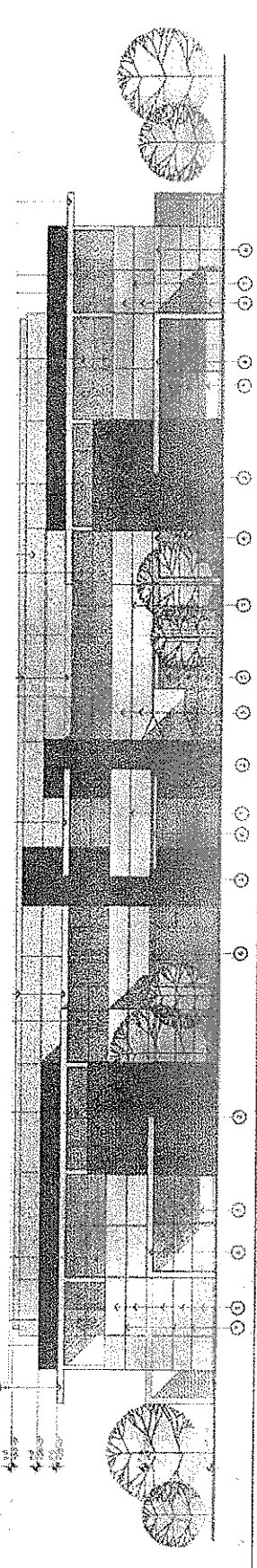
Client Approval:

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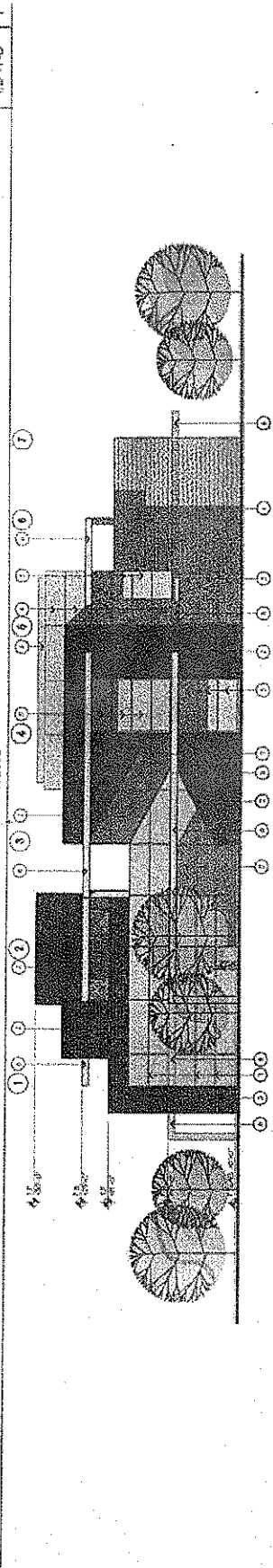
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EXTERIOR ELEVATIONS

1/8" = 1'-0"

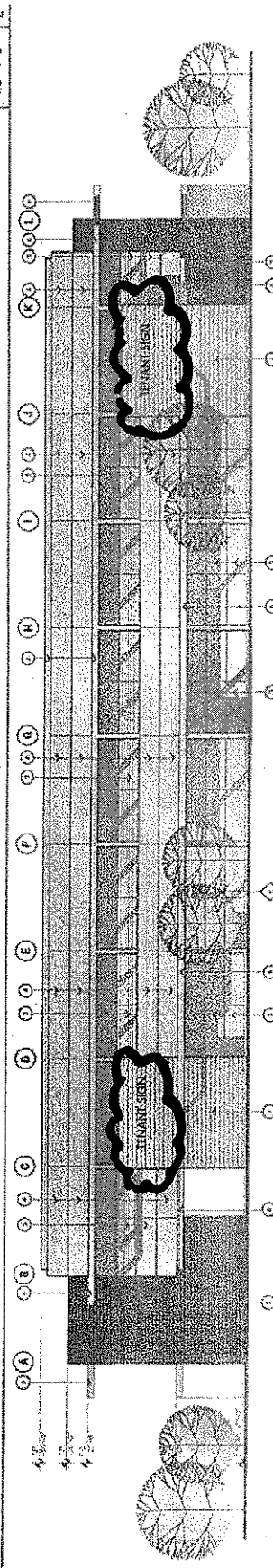
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1/8" = 1'-0"

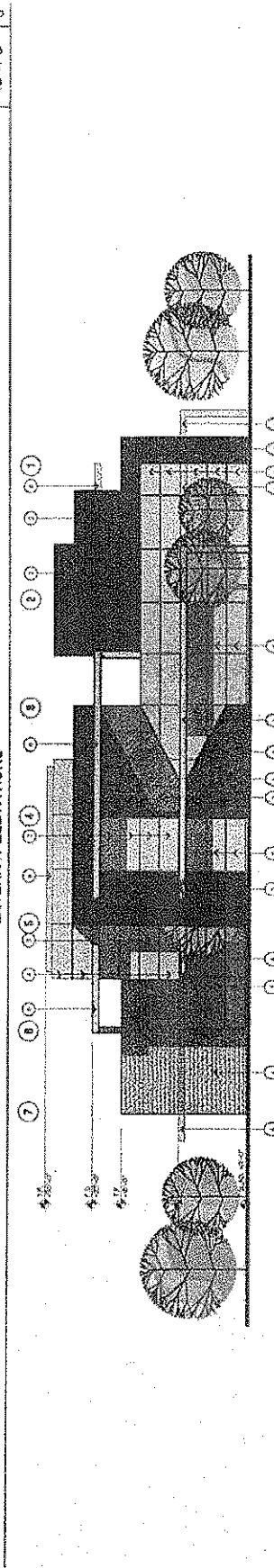
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EXTERIOR ELEVATIONS

1/8" = 1'-0"

3



EXTERIOR ELEVATIONS

1/8" = 1'-0"

4