



CITY OF PALM SPRINGS
DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

Date: March 23, 2011
To: Planning Commission
From: Craig A. Ewing, AICP, Director of Planning Services
Project Planner: David A. Newell, Associate Planner, *DAN*
Subject: Case No. SP 11-002 – Sign Program Amendment

The applicant, Cathy Reno Brovillet, is seeking an amendment to an approved sign program for the multi-tenanted commercial property located at 382-396 North Palm Canyon Drive. The approved sign program allows each tenant a canvas blade sign below the overhang with the option of four background colors. The applicant is requesting that the City allow a yellow background color as part of this amendment.

The approved sign program, specifically Page 1 of 2, identifies four colors for a blade sign that hangs below the existing overhang: Forest Green, Pacific Blue, Burgundy and Charcoal Grey. The applicant is requesting that yellow be a permitted background color because the proposed business at 338½ North Palm Canyon Drive uses yellow as part of its identity. (See attached sign package proposal.)

This amendment was reviewed by the Architectural Advisory Committee (AAC) on March 7, 2011. The AAC recommended approval to the Commission, subject to the following comments:

1. No grommets allowed on sign.
2. No sheen finishes allowed.

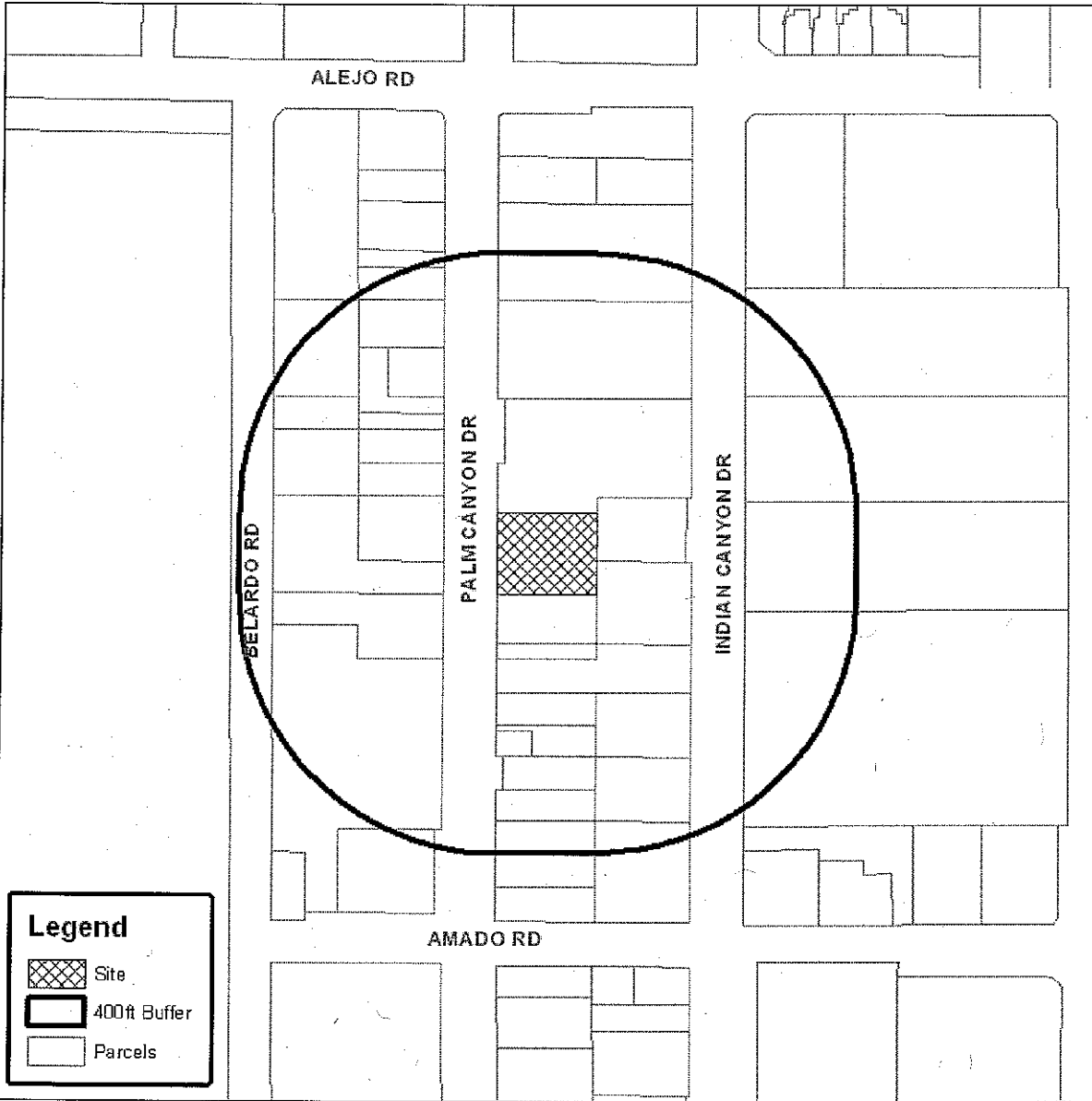
Staff has prepared a draft resolution with the above comments included as a condition of approval. In accordance with the AAC, staff recommends that the Planning Commission approve the subject request in order to allow a yellow background as an additional option for the blades signs permitted under the sign program at 382-396 North Palm Canyon Drive.

Attachments:




1. Vicinity Map
2. Draft Resolution
3. Approved Sign Program
4. Sign Exhibits



Department of Planning Services Vicinity Map



Legend

-  Site
-  400ft Buffer
-  Parcels

CITY OF PALM SPRINGS

CASE NO: SP 11-002
SI 11-015

APPLICANT: Cathy Reno Brovillet

DESCRIPTION: Request to amend an approved sign program for the multi-tenanted commercial property located at 382-396 North Palm Canyon Drive, Zone CBD, Section 15.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA FOR THE APPROVAL OF CASE NO. SP 11-002, AN AMENDMENT TO A PREVIOUSLY APPROVED SIGN PROGRAM TO MODIFY A DESIGN REQUIREMENT FOR THE PROPERTY LOCATED AT 382-396 NORTH PALM CANYON DRIVE.

WHEREAS, on August 9, 2000, the Planning Commission approved a sign program for the property located at 382-396 North Palm Canyon Drive; and

WHEREAS, Cathy Reno Brovillet ("Applicant") has filed an application with the City pursuant to Section 93.20.09 of the Palm Springs Zoning Code (PSZC) for an amendment to a previously approved sign program to allow a yellow background on blades signs for the property located at 382-396 North Palm Canyon Drive, Zone CBD, Section 25, APN: 513-081-022; and

WHEREAS, on March 7, 2011, the Architectural Advisory Committee (AAC) reviewed the proposed amendment and voted 7-0 to recommend approval to the Planning Commission; and

WHEREAS, on March 23, 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 Categorical 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 Categorical Exempt under Section 15311(a)(Accessory Structures).

Section 2: The proposed sign program amendment is consistent with the Palm Springs Zoning Code.

NOW, THEREFORE, BE IT RESOLVED THAT, based upon the foregoing, the Planning Commission hereby approves Case No. SP 11-002, a sign program amendment to allow yellow as a background color on the blade signs, subject to the requirements of the approved sign program and that the sign not be sheen and not have grommets.

ADOPTED this 23rd day of March, 2011.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

SIGN PROGRAM

382-396 N. Palm Canyon Drive
Palm Springs, California

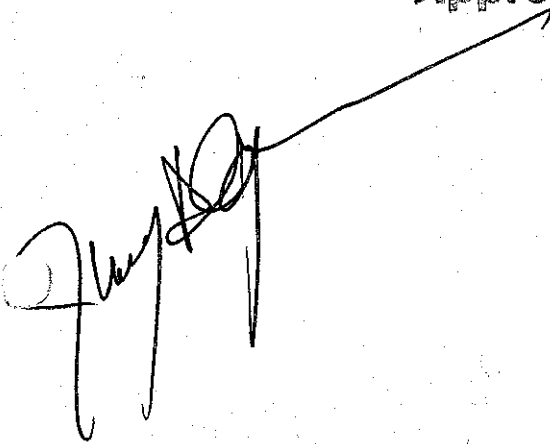
1. The following pages provide specifications for Accessory/Blade Signs.
2. In addition, *Main Signs* and *Convenience Signs* will be permitted in the window of each retail space, subject to the limitations, restrictions, and standards imposed by the City of Palm Springs Sign Ordinance.
3. NO SIGNS SHALL BE PERMITTED ON THE AWNING, FACIA, OR OTHER AREAS OF THE BUILDING.
4. All signs require the issuance of a valid Sign Permit.

SIGN PROGRAM

Approved By P.C. # 8-9-00

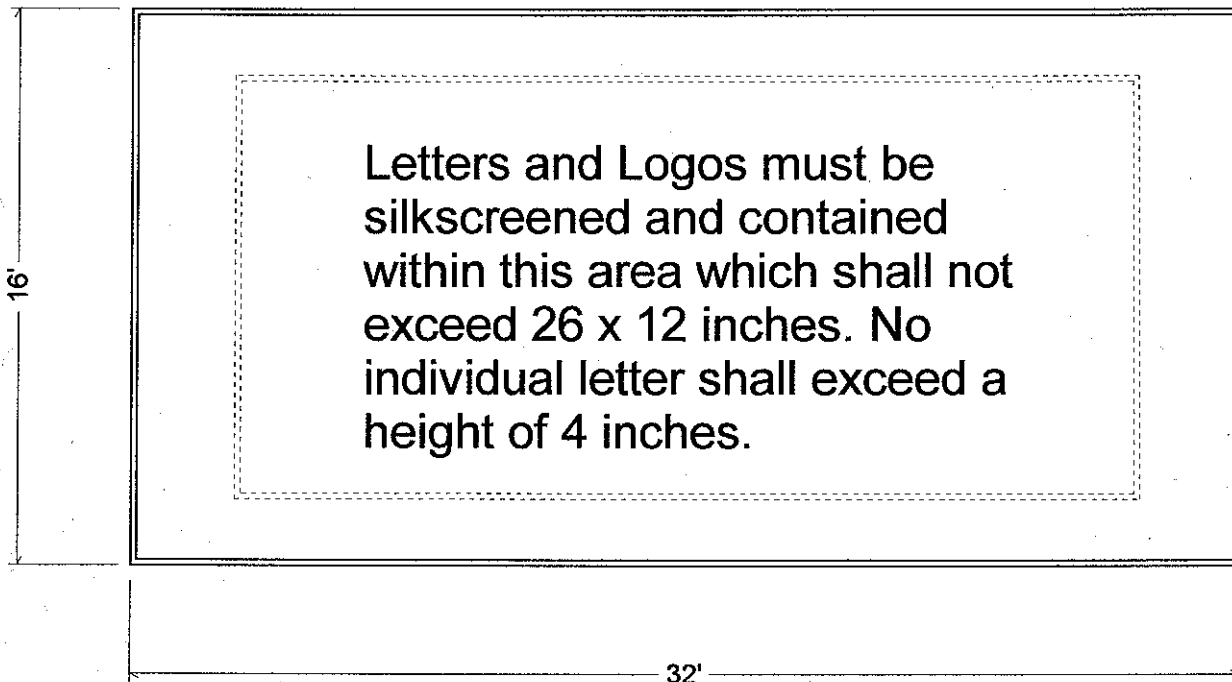
Approved By Staff _____

Date 8-9-00

A handwritten signature in black ink is located in the bottom left corner. A long arrow points from the signature towards the 'Approved By Staff' line.

ACCESSORY SIGN STANDARDS

382-396 N Palm Canyon



1. MATERIAL shall be natural canvas SUNBRELLA manufactured by Glen Raven Custom Fabrics, LLC. and shall be two sided with 3/4 " rod pockets double stitched at top and bottom of sign material.

2. MATERIAL COLOR shall be limited to one of the following: #4367 Forest Green; # 4601 Pacific Blue; # 4631 Burgundy; # 4644 Charcoal Grey.

3. LOGOS and LETTERING shall be in eggshell or off white color unless otherwise approved by Landlord and the Planning Department of the City of Palm Springs. Tenants wishing to receive approval for logo/lettering other than eggshell or off white shall submit a fully proportioned color board of proposed signage.

4. All signs shall be secured by rods inserted into rod pockets located at top and bottom of sign per item #1. Rods shall be manufactured by UMBRA, Model # 233222-040-T10 Ball in a black matte finish.

5. Top rod shall be secured by means of two (2) standard 1" eyehooks fastened to overhang of building. Eyehooks shall be secured to the overhang at 8" and 41" on center from the face of the structure. Eyehooks shall be black matte finish to match rod.

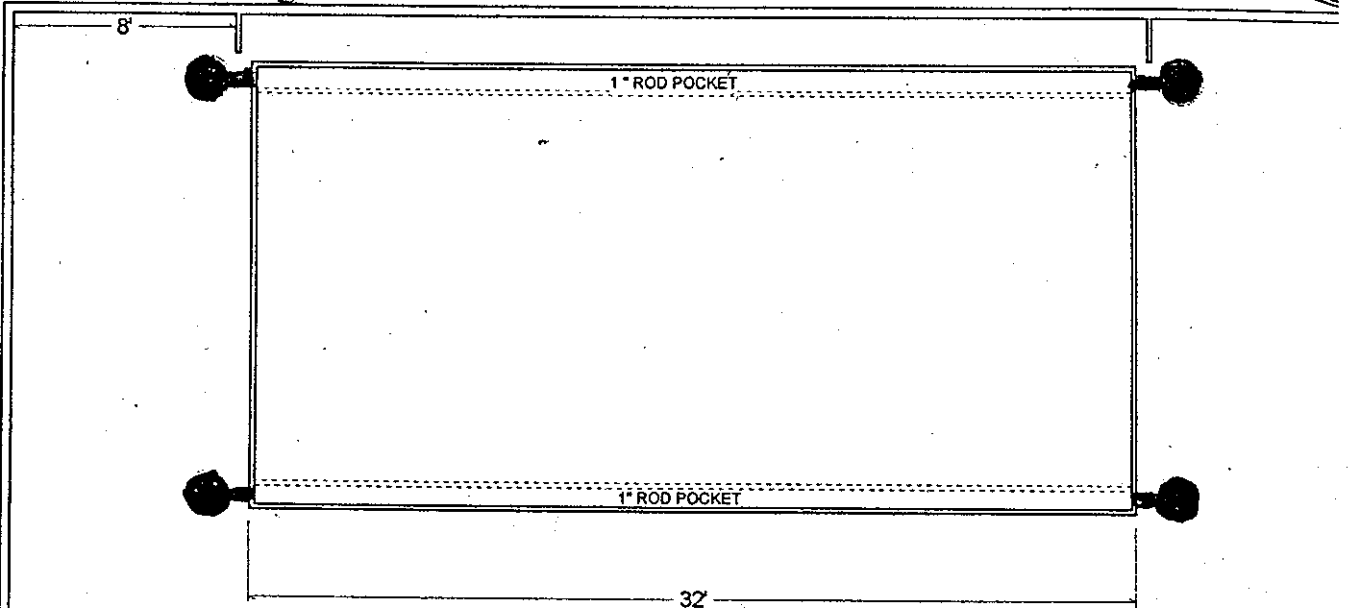
6. Center of eyehook shall be no more than two (2) inches below the overhang and in no case shall the bottom rod of the sign be less than 7 feet from sidewalk

ACCESSORY SIGN STANDARDS

382-396 N Palm Canyon

HARDWARE/HANGING DETAIL

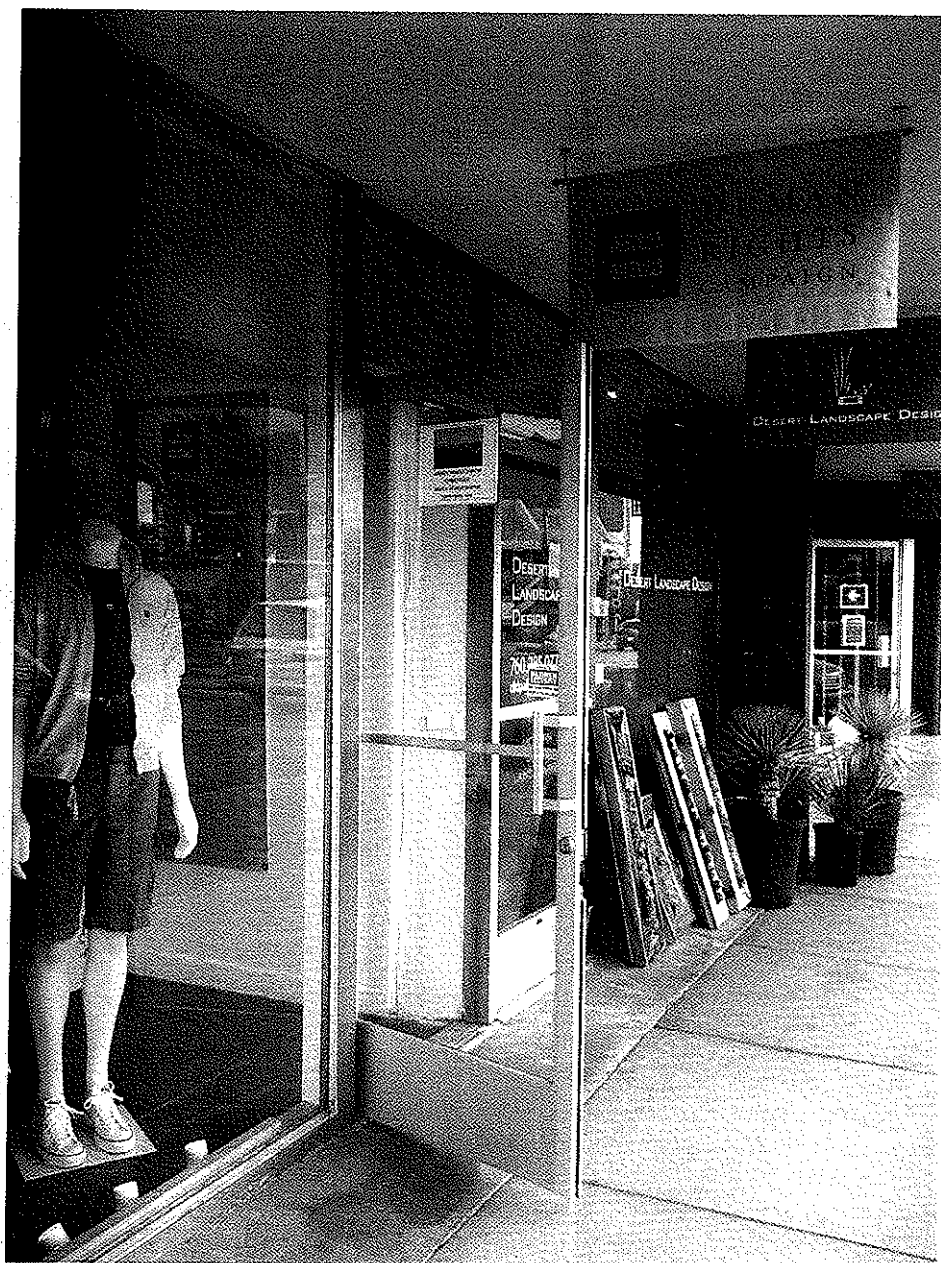
BUILDING OVERHANG -
AWNING ABOVE



NOTE: Bottom of sign shall be no less than 84" from the pedestrian walkway below.

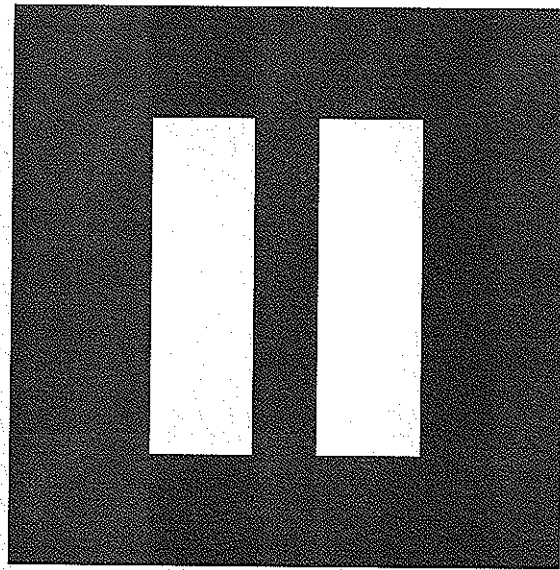


31 1/4 x 16 1/2



125" = 10' 5"

Pole pocket on top. Double sided.



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