

CITY OF PALM SPRINGS  
PLANNING COMMISSION MINUTES  
September 28, 2011  
Council Chamber, City Hall  
3200 East Tahquitz Canyon Way  
Palm Springs, CA 92262

CALL TO ORDER:

The meeting was called to order at 1:30 p.m.

ROLL CALL:

	Present This Meeting:	Present to Date:	FY: 2011 / 2012 Absences:
Tracy Conrad	X	5	1
Philip Klatchko*	X	3	3
Leslie Munger	X	5	1
J.R. Roberts	X	6	0
Doug Hudson, Vice Chair	X	4	2
Doug Donenfeld, Chair	X	6	0

\*Commissioner Klatchko arrived at 2:11 p.m.

REPORT OF POSTING OF AGENDA:

The agenda available for public access at the City Hall exterior bulletin board (west side of Council Chamber) and the Planning Services counter by 4:00 p.m. on Thursday, September 22, 2011.

ACCEPTANCE OF THE AGENDA: The agenda was accepted, as presented.

PUBLIC COMMENTS:

Chair Donenfeld opened public comments:

-William Houck, general manager, Lamar Advertising, spoke in reference to Item 3B, Case 5.1272 ZTA. Mr. Houck provided an update on the billboards that have been relocated from Highway 111 to the Interstate 10 frontage; and requested the opportunity to place billboards on City property.

There being no further appearances public comments was closed.

1. CONSENT CALENDAR:

- 1A. Case 5.0856 CUP - A request by Freeway Development, LLC, for a one-year time extension for a previously approved Conditional Use Permit for a 65-unit hotel with two drive-thru restaurants located at 610 West Garnet Avenue, Zone M-1-P, Section 15. (Project Planner, Glenn Mlaker, AICP, Assistant Planner)

ACTION: To approve a one-year time extension from August 13, 2011 to August 12, 2012. Motion J.R. Roberts, seconded by Leslie Munger and unanimously carried 5-0 on a roll call vote.

AYES: Leslie Munger, Tracy Conrad, J.R. Roberts, Chair Donenfeld, Vice Chair Hudson  
ABSENT: Philip Klatchko

2. OTHER BUSINESS:

- 2A. Case SP 11-009 Sign Program - A request by Best Signs, Inc. to implement a sign program for a restaurant, hotel and tennis club complex located at 701 West Baristo Road, Zone R-2 and R-G-A (8), Section 15. (Project Planner: David A. Newell, Associate Planner)

David Newell, Associate Planner, provided background information as outlined in the staff report dated September 28, 2011.

Commissioner Conrad expressed appreciation that the applicant brought forward the sign program; however, she noted that some of the sign design did not appear to be in keeping with the historical features of the site.

Commissioner Munger spoke in favor of the proposed signage.

ACTION: To approve, subject to Conditions of Approval. Motion J.R. Roberts, seconded by Leslie Munger and unanimously carried 5-0 on a roll call vote.

AYES: Leslie Munger, Tracy Conrad, J.R. Roberts, Chair Donenfeld, Vice Chair Hudson  
ABSENT: Philip Klatchko

3. PUBLIC HEARINGS:

- 3A. Case 5.1209 CZ / TPM 35681 - A request by Noble & Company for a Change of Zone (CZ) from Energy Industrial (E-I) to Manufacturing (M-2) and a Tentative Parcel Map (TPM) 35681 to subdivide a roughly 30 acre parcel into 6 parcels, located north of 19th Avenue and west of Indian Canyon Drive, Zone E-I, Section 15. (Project Planner: Ken Lyon, Associate Planner)

Ken Lyon, Associate Planner, provided background information as outlined in the staff report dated September 28, 2011.

Chair Donenfeld opened the public hearing:

-Fritz Noble, applicant, stated that the parcels under consideration are not viable wind sites because of wind access setbacks from the surrounding turbines. He requested that engineering condition #35 specify that the bond will be required at the time of grading permit.

There being no further appearances the public hearing was closed.

ACTION: To adopt the draft Negative Declaration and approve Case 5.1209 Change of Zone and Tentative Parcel Map 35681, subject to Conditions of Approval, as amended:

-Engineering Condition #35, to be modified to include, "at the time a grading permit is issued."

Motion Tracy Conrad, seconded by Vice Chair Hudson and unanimously carried 5-0 on a roll call vote.

AYES: Leslie Munger, Tracy Conrad, J.R. Roberts, Chair Donenfeld, Vice Chair Hudson

ABSENT: Philip Klatchko

3B. Case 5.1272 ZTA - An application by the City of Palm Springs to amend the Palm Springs Zoning Code to establish regulations allowing off-site advertising displays (billboards). (Craig A. Ewing, AICP, Director of Planning Services)

Director Ewing provided background information as outlined in the staff report dated September 28, 2011.

Chair Donenfeld opened public comments:

-Betsy Hayes-Gonzalez, real estate leasing manager, Lamar Outdoor Advertising, stated that their intent is not to bring a large number of signs to the city but provide information and help promote business for merchants by reaching out to tourists.

-William Houck, digital manager for Lamar Advertising, reiterated that they are not looking at building new billboards but instead use new digital technology that will allow them to maximize the real estate footprint.

There being no further appearances the public hearing was closed.

The Commission discussed and/or commented on the:

1. Brightness of digital billboards
2. Initiate AAC and/or planning commission review, site plan review and conditional use permit review

Commissioner Conrad expressed opposition to the bright lights associated with digital billboards.

Commissioner Klatchko arrived at 2:11 p.m.

Commissioner Roberts noted that the views in this city are spectacular and would only consider allowing such signs with specific guidelines.

Vice Chair Hudson stated that he finds digital billboards are very distracting and there is a very small need for them in the city.

Commissioner Klatchko noted he would be recusing from voting on this item due to his late arrival.

**ACTION:** To deny the request to allow off-site advertising displays (billboards) as follows:

The Planning Commission does not find the proposed zone text amendment would benefit the community. Should the City Council seek to allow such signs, the Planning Commission recommends that the following issues be addressed through appropriate standards and procedures:

- A. Specific locations within the City where billboards would be allowed.
- B. The type or types of allowed billboards.
- C. The maximum number of allowed billboards.
- D. The maximum size (overall height / width) of sign area.
- E. Allowed media (including lighting) and materials (paper, plastic, digital sign surface)
- F. The public benefit for each sign.
- G. A review process to include the Architectural Advisory Committee, Planning Commission and City Council.

Motion J.R. Roberts, seconded by Leslie Munger and carried 5-0 on a roll call vote.

**AYES:** Leslie Munger, Tracy Conrad, J.R. Roberts, Chair Donenfeld, Vice Chair Hudson

**ABSTAIN:** Philip Klatchko

**PLANNING COMMISSION COMMENTS:**

No comments were reported.

- A. Annual Schedule for Planning Commission Representation to the Architectural Advisory Committee (AAC ) meetings.

The Commission signed up for the 2011 / 2012 schedule to attend the AAC meetings.

**PLANNING DIRECTOR'S REPORT:**

Director Ewing commented that the amendment to the General Plan for the non-motorized transportation plan (bikeways and trails), the zone text amendment for specific uses and the reversion to acreage on Tahquitz Canyon Way are all scheduled for City Council review next week.

He reported the upcoming the Historic Site Preservation Board meeting will review a Mills Act Contract for the Frank Sinatra house and the proposed rehabilitation plans for the Santa Fe Federal Building by the Palm Springs Art Museum.

**ADJOURNMENT:**

There being no further comments the Planning Commission adjourned at 2:25 p.m. to 1:30 p.m., Wednesday, October 12, 2011, City Hall Council Chamber, 3200 East Tahquitz Canyon Way.

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Craig A. Ewing, AICP  
Director of Planning Services