

CITY OF PALM SPRINGS
PLANNING COMMISSION MINUTES
October 12, 2011
Council Chamber, City Hall
3200 East Tahquitz Canyon Way
Palm Springs, CA 92262

CALL TO ORDER:

Chair Donenfeld called the meeting to order at 1:30 p.m.

ROLL CALL:

	Present This Meeting:	Present to Date:	FY: 2011 / 2012 Absences:
Tracy Conrad	X	6	1
Philip Klatchko		3	4
Leslie Munger	X	6	1
J.R. Roberts	X	7	0
Doug Hudson, Vice Chair	X	5	2
Doug Donenfeld, Chair	X	7	0

REPORT OF POSTING OF AGENDA:

The agenda was 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, October 6, 2011.

ACCEPTANCE OF THE AGENDA:

Commissioner Roberts requested a correction to a statement he made on page 4 of the September 28 minutes.

The agenda was accepted, as amended.

PUBLIC COMMENTS:

Chair Donenfeld opened public comments; and with no appearances coming forward public comments was closed.

1. CONSENT CALENDAR:

ACTION: To approve Items 1A, 1B and 1C, as amended.

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

1A. Minutes of September 14 and September 28, 2011.

Approved, as part of the Consent Calendar, as amended.

1B. Case 5.1272 ZTA - Zoning Ordinance Amendment regarding off-site advertising displays (billboards). (Project Planner: Craig A. Ewing, AICP, Director of Planning)

Approved, as part of the Consent Calendar, as amended:

- Section 3 (E): Lighting and materials (paper, plastic, digital sign surface).
- Section 3 (H): Under any circumstances, the Planning Commission specifically recommends against approval of changeable copy signs, digital signs and backlit signage of any type.

1C. Case 11-088 Sign - A request by the Palm Springs Unified School District to place one main building identification sign equaling 105 square feet and three awning identification signs for a total of 155 square feet of site signage at the new District Operations Center located at 150 Chase Place, Zone M-1-P, Section 18. (Project Planner: Glenn Mlaker, AICP, Assistant Planner)

Approved, as part of the Consent Calendar, as recommended.

2. OTHER BUSINESS:

2A. Case 11-006 Sign Program - A request by Ian Danielski of "The Lobster House" to implement a sign program for the multi-tenanted commercial building located at 440 - 450 South Palm Canyon Drive, Zone CBD, Section 15. (Project Planner: David A. Newell, Associate Planner)

David Newell, Associate Planner, provided background information as outlined in the staff report dated October 12, 2011.

-Joel Brown, applicant, (responded to Commission questions) addressed the monument sign for the multi-tenanted building and confirmed the removal of the "A" frame sign for the Lobster House .

ACTION: To approve, subject to recommended Conditions of Approval.

Motion Leslie Munger, 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

3. STUDY SESSION:

3A. Discussion: Case 5.1271 ZTA - Pertaining to temporary banners, digital signs and "for lease" signs.

Director Ewing provided an update on the policies related to banner regulations for selected cities in California.

Commissioner Roberts expressed a preference for smaller downtown village signs; he explained that he is having difficulty in making a decision without hearing from the merchants.

The Commission discussed and/or commented on:

- *The pros and cons of allowing more temporary banners.
- *The safety issues related to A-frame signs.
- *Enforcement of illegal temporary banners.
- *Feedback from downtown merchants.

Director Ewing noted that the maximum sign violation fee is \$100 to \$1,000 per day; however, a notification process is in place to allow the merchant several opportunities to remove the temporary sign.

Chair Donenfeld suggested inviting Tammy Perezchica as the City representative for the downtown merchants to provide feedback to the Commission.

Commissioner Hudson expressed a preference to maintain the existing banner program. He suggested standardizing the sign ordinance to include tighter restrictions for flashing "open" signs and hours of operation. Also, other elements of signage that need to be addressed are: sign design, shape and color to complement the building.

Commissioner Munger noted that in her work experience all the information that is required on the "for lease" signs is the contact person, phone number and square footage of the building.

Chair Donenfeld gathered the consensus of the Commission and directed staff to continue this discussion as a study session item and invite Tammy Perezchica, a Code Enforcement representative and legal representative from Doug Holland's office.

PLANNING COMMISSION COMMENTS:

No comments.

PLANNING DIRECTOR'S REPORT:

Director Ewing provided an update on the approval by the City Council for a Zone Text Amendment for Special Uses. A public hearing will be held on October 19, 2011 on the revisions to the Morrison project to remove the median on Avenida Caballeros.

ADJOURNMENT:

There being no further comments the Planning Commission adjourned at 2:39 p.m. to 1:30 p.m. on Wednesday, October 26, 2011, City Hall, Council Chamber, 3200 East Tahquitz Canyon Way.

Craig A. Ewing, AICP
Director of Planning Services