



Planning Commission Staff Report

Date: November 9, 2011

Case No.: SP 11-010

Type: Sign Program

Applicant: Young Electric Sign Company (YESCO)

Location: 150 West Vista Chino Road

APN: 504-320-016

General Plan: TRC (Tourist Resort Commercial)

Zone: C-1 (Central Retail Business Zone) & R-3 (Multi-family Residential and Hotel Zone)

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

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The applicant is requesting approval to implement a sign program for the multi-tenant commercial building located at 150 West Vista Chino Road. The existing building is currently under rehabilitation to become a 24-hour convenience store of approximately 2,800 square feet and a future commercial tenant of approximately 1,150 square feet.

RECOMMENDATION:

That the Planning Commission approve as submitted Case No. SP 11-010 to allow the implementation of a sign program for the multi-tenant commercial building located at 150 West Vista Chino Road, subject to the attached conditions of approval.

PRIOR ACTIONS:

On October 24, 2011, the Architectural Advisory Committee (AAC) reviewed the proposed sign program and voted unanimously to recommend approval to the Planning Commission, subject to the following conditions:

1. No monument sign allowed on property;
2. Banners shall conform to Zoning Code limitations;
3. Main sign on east elevation shall conform to the Zoning Code and not exceed fifty-two square feet in size.

The proposed sign program has been revised by the applicant to reflect these conditions.

BACKGROUND AND SETTING:

The subject property is approximately 0.41 acres in size and located at the northwest corner of Vista Chino (Highway 111) and Indian Canyon Drive. The site contains an existing building that was previously operated as a restaurant on the southwesterly corner of the property with parking to the east and north. The building is currently under renovation to become a 24-hour convenience store of approximately 2,800 square feet and a future commercial tenant of approximately 1,150 square feet. The applicant was required to submit a sign program for the new multi-tenant building when the renovation was approved.

The surrounding Land Uses are noted in the table below:

Table 1: General Plan, Zone and Surrounding Land Uses

	General Plan	Zone	Land Use
North	Tourist Resort Commercial	C-1 / R-3	School (Mojave River School)
South	Mixed Use	R-3	Restaurant (Rick's Desert Grill)
East	Tourist Resort Commercial	R-3	Hotel Resort (The Riviera)
West	Tourist Resort Commercial	C-1	Gas Station (Shell)

ANALYSIS:

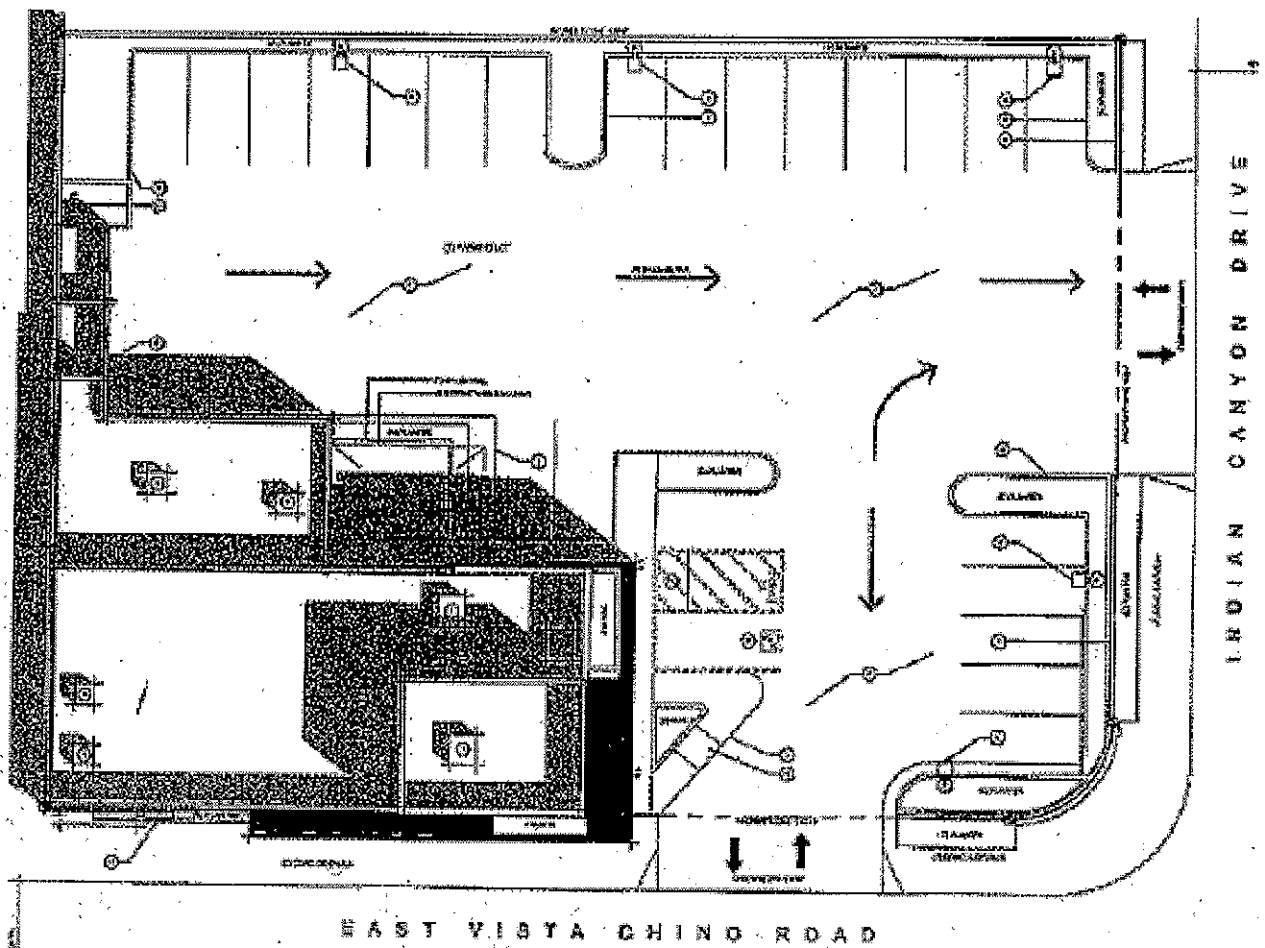
Sign programs are required for all buildings with more than one (1) tenant. According to Section 93.20.10(C)(6) of the Palm Springs Zoning Code (PSZC), "*Sign programs shall integrate with the architecture of the building complex, including such elements as size, color, location and construction material.*" A sign program may be approved which varies from the specific limitations of the sign ordinance.

The proposed sign program will allow main signs, accessory and convenience signs and temporary signage for both tenants in the building. The signage proposed includes wall and window signage. A proposed freestanding sign was removed from the sign

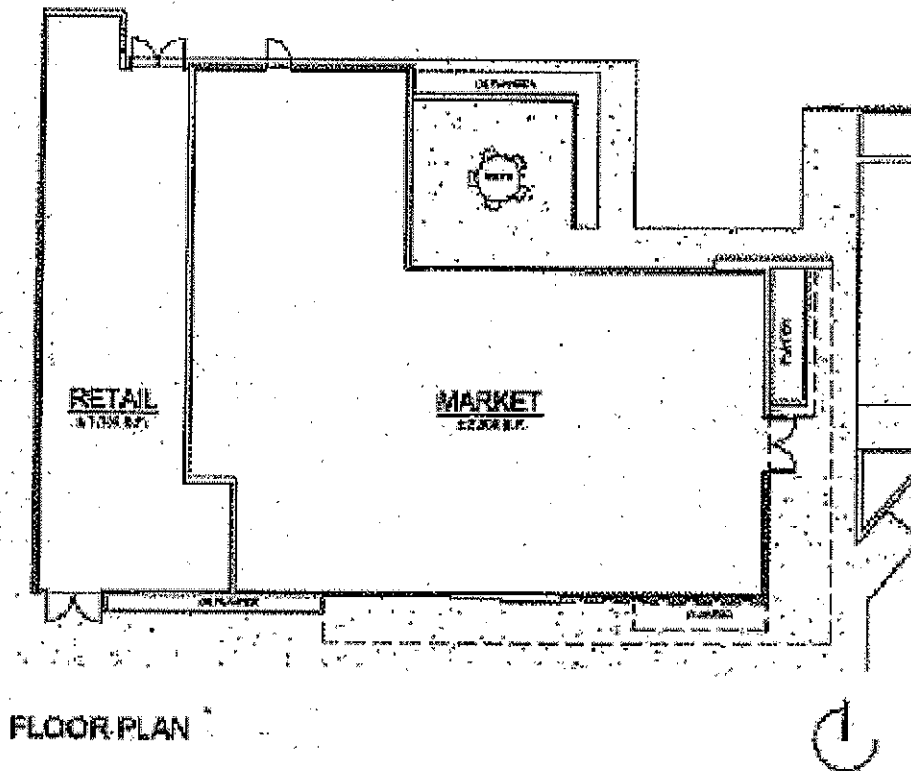
program based on the AAC's recommendation. Staff has provided a brief description of the property layout; permitted signage by the Zoning Code; and the proposed sign program's conformity to the Zoning Code below.

Site Layout

The renovated building at the southwesterly corner of the site will contain two tenants. The easterly tenant will be the larger of the two at roughly 2,800 square feet of floor area and the westerly tenant will be approximately 1,500 square feet of floor area. The easterly tenant (convenience store) has business frontage on two streets – Indian Canyon Drive and Vista Chino Road. The westerly tenant will have only one street frontage on Vista Chino Road. See site and floor plans below.



SITE PLAN



Permitted Signage by Zoning Code

In summary, the Zoning Code would allow the easterly tenant two main signs (one facing each street frontage) and the westerly tenant one main sign (one facing Vista Chino Road). The table below summarizes the permitted main sign area by the Zoning Code for each tenant based on the business frontage.

Table 2: Main Signage Permitted Based on Business Frontage

	Street Frontage	Lineal Frontage	Sign Area Permitted
Easterly Tenant (7-Eleven)	Vista Chino Rd.	57 feet	52 square feet
	Indian Canyon Dr.	38 feet	38 square feet
Westerly Tenant (TBD)	Vista Chino Rd.	23 feet	23 square feet
	Indian Canyon Dr.	None	None

In addition to the above signage, accessory and convenience signs are permitted, as well as various real estate and temporary signs.

Proposed Sign Program Conformance to Zoning Code

Main Signs: The proposed sign program allows the easterly tenant two main signs and the westerly tenant one main sign. All of the main signs are wall signs and conform to the respective size limitations in Table 2 above. Therefore, the proposed main signage allowed by the program is consistent with the Zoning Code.

Accessory / Convenience Signs: The sign program proposes accessory and convenience signs for each business. The types of signs include Open / Closed signs, services signs, menu board signs, credit card signs and operation hours signage. All of the proposed accessory signs are consistent with the Zoning Code limitations.

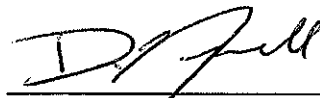
Temporary Signs: Based on the AAC's recommendation, the applicant has revised the temporary signage permitted by the sign program to signs that are consistent with the Zoning Code.

CONCLUSION:

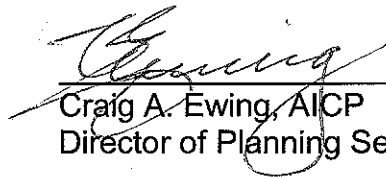
The Architectural Advisory Committee recommended approval of the proposal to the Planning Commission with conditions to bring the sign program into conformity with the Zoning Code. Considering all the information contained herein, staff is recommending approval of Case No. SP 11-010, a sign program for multi-tenant commercial property located at 150 West Vista Chino Road, subject to the attached Conditions of Approval.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



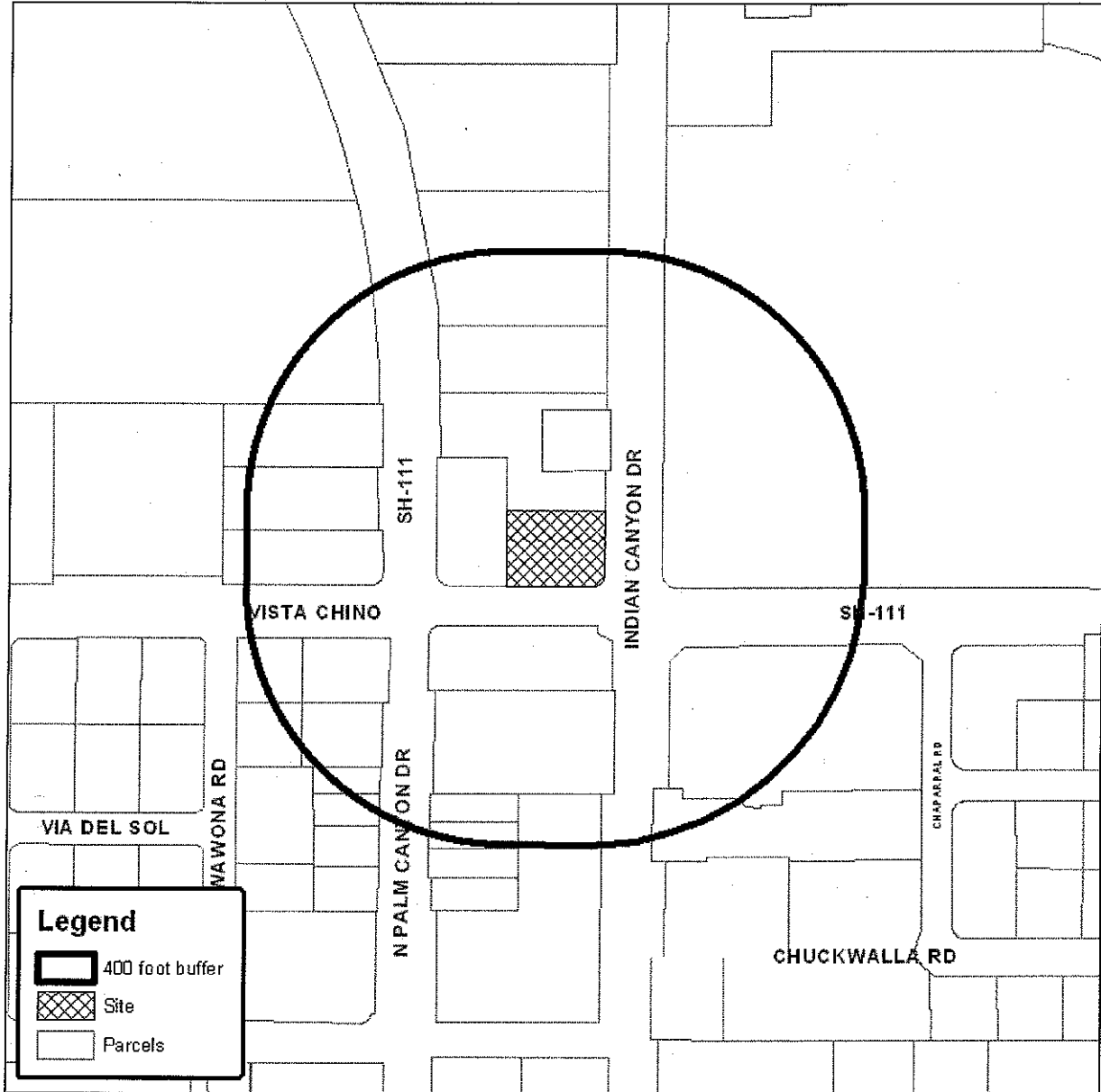
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

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



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO.: SP 11-010

APPLICANT: YESCO

DESCRIPTION: A request to implement a sign program for the multi-tenant commercial building at 150 West Vista Chino Road, Zone C-1 / R-3, Section 3.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA FOR THE APPROVAL OF CASE NO. SP 11-010, A SIGN PROGRAM FOR THE MULTI-TENANT COMMERCIAL BUILDING LOCATED AT 150 WEST VISTA CHINO ROAD.

WHEREAS, the Young Electric Sign Co. (YESCO) ("Applicant") has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Palm Springs Zoning Code (PSZC) for a sign program for the multi-tenant commercial building located at 150 West Vista Chino Road (APN: 504-320-016), Zone C-1 & R-3, Section 3; and

WHEREAS, on November 9, 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: The proposed sign program 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 11-010, a sign program for the multi-tenant commercial building located at 150 West Vista Chino Road, subject to those conditions set forth in Exhibit A.

ADOPTED this 9th day of November, 2011.

AYES:
NOES:
ABSENT:
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Craig A. Ewing, AICP
Director of Planning Services

Resolution No.

Exhibit A

Case No. SP 11-010

Sign Program

150 West Visa Chino Road
Northwest corner of Vista Chino Road & Indian Canyon Drive
APN: 504-320-016

November 9, 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

- PSP 1. Temporary signage (including banners) shall be limited to one twenty square foot grand opening banner for thirty days and only those other temporary signs allowed by Section 93.20.08 of the Zoning Code.
- PSP 2. Real estate signage shall be consistent with Section 93.20.07 of the Zoning Code.

ADMINISTRATIVE CONDITIONS

- ADM 1. 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.
- ADM 2. 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 11-010. 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.

- ADM 3. The decision of the Planning Commission may be appealed to the City Council pursuant to Chapter 2.05 of the Palm Springs Municipal Code.

PLANNING DEPARTMENT CONDITIONS

- PLN 1. It shall be the sole responsibility of the owner of the property and/or tenant or agent to restore all mounting surfaces (i.e. walls, facades, windows, railings, etc.) to a condition closest to the original condition upon removal of any sign from the premises.
- PLN 2. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PLN 3. All signs shall comply with the Uniform Building Code regulations.
- PLN 4. All non-approved signage must be removed as part of this approval.
- PLN 5. 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.
- PLN 6. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.

BUILDING DEPARTMENT CONDITIONS

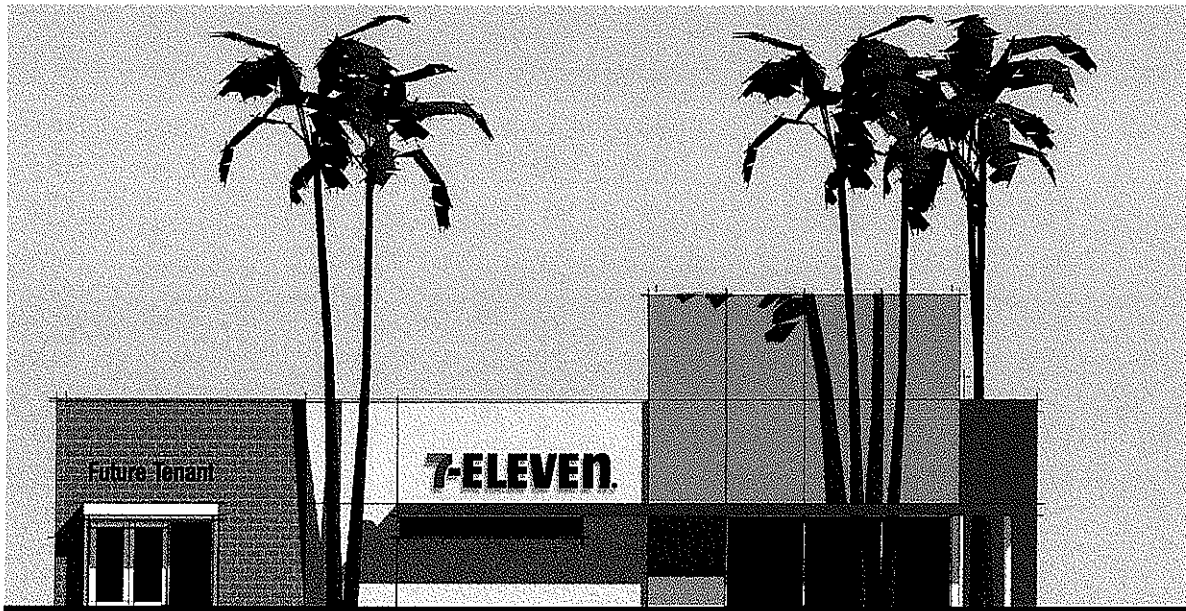
- BLD 1. Prior to any construction on-site, all appropriate permits must be secured.

END OF CONDITIONS

SIGN PROGRAM

150 W. Vista Chino, Palm Springs, CA

September 9, 2011
Rev: October 4, 2011
Rev: October 26, 2011



SP 11-010
RECEIVED

OCT 31 2011

PLANNING SERVICES
DEPARTMENT



SIGN CRITERIA

SUBMITTAL / APPROVAL REQUIREMENTS / TENANT'S RESPONSIBILITIES

SUBMITTAL TO LANDLORD:

1. Tenant shall submit two (2) sets of detailed shop drawings to the Landlord for written approval prior to city submittal or fabrication. Sign drawings to be prepared by a California licensed sign contractor. All signs must conform to the Palm Springs Planning Division requirements unless otherwise noted in this sign program.
2. The shop drawings shall indicate size, materials, colors, location, construction details, attachment details, and lighting techniques of the proposed signage, all conforming with the sign criteria herein outlined.

SUBMITTAL TO CITY & TENANT'S RESPONSIBILITIES:

1. The Tenant or Tenant's sign company shall obtain and pay for all necessary permits. If Tenant has received written approval from Landlord, Tenant may submit the proposed sign to the Palm Springs Planning Division for review. Tenant must submit one (1) full set of Landlord approved colored drawings.
2. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
3. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
4. Should a sign be removed, it is the Tenant's responsibility to patch all holes and paint surface to match the existing color.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.

GENERAL CONSTRUCTION REQUIREMENTS

1. Sign company to be fully licensed with the county and state and shall have full workman's compensation and general liability insurance.
2. All signs and their installation shall comply with all local building and electrical codes.
3. All electrical signs will be fabricated by a U.L. Approved sign company, according to U.L. specifications and bear U.L. Labels. U.L. labels shall be placed in an inconspicuous location.
4. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
5. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior.
6. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles shall not be acceptable. The owner reserves the right to reject any fabrication work deemed to be below standard.
8. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
9. Joining of materials (e.g., seams) shall be finished in a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
10. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
11. Exposed junction boxes, conduit, lamps, tubing, or neon crossovers of any type are not permitted.



SIGNAGE SPECIFICATIONS

The intent of this criteria is to encourage integration of the signs with the architecture, while still being creative with the sign design to ensure the individuality of each tenant sign. Diversity of sign styles is encouraged.

WALL SIGNS

1. All Tenant colors must be approved by the Landlord prior to fabrication. Sign colors should be selected to provide sufficient contrast against building background colors and still be compatible.
2. Stacked copy is permitted.
3. Regardless of the maximum allowable sign square footage, the display must be balanced and proportional to the area upon which it is installed, as determined by owner or owner's agent and the City of Palm Springs.

QUANTITY:

Each tenant is allowed one (1) main identification sign facing Vista Chino Road.
Primary tenant is allowed one (1) secondary identification sign on an additional elevation as long as the total number of signs does not exceed two and the total combined area of both signs does not exceed the cumulative sign area allotted for the tenant's leasehold width.

SIGN AREA:

Sign area available shall be calculated at a maximum of one (1) square foot of sign area for each lineal foot of leasehold frontage, except no one sign shall exceed fifty-two (52) square feet in size.
Main and secondary identification signs to have a maximum letter height of 36".

SIGN LENGTH:

Sign length on any given elevation shall not exceed 75% of the leasehold frontage of that elevation or architectural feature on which the sign is located.

MATERIALS:

Acrylic face aluminum pan channel letters, illuminated with LEDs
Aluminum face reverse pan channel letters, halo-illuminated with LEDs

FREESTANDING SIGN

1. No freestanding signs are allowed.

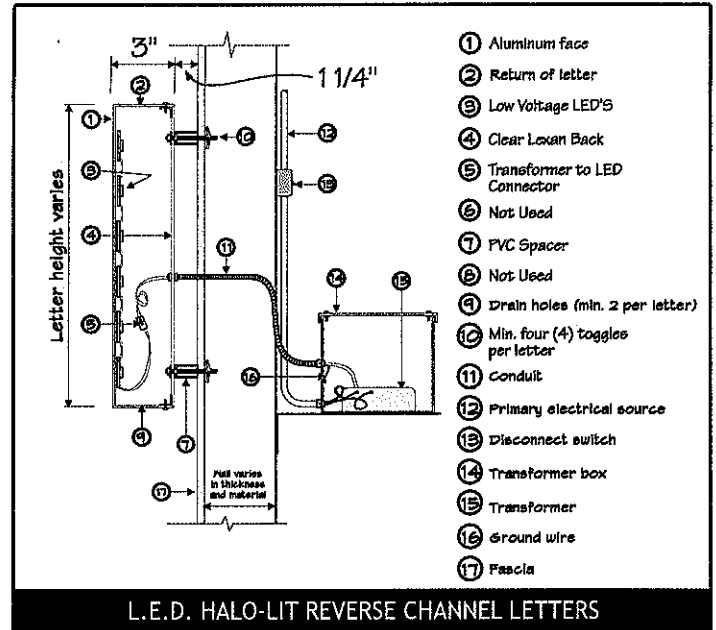
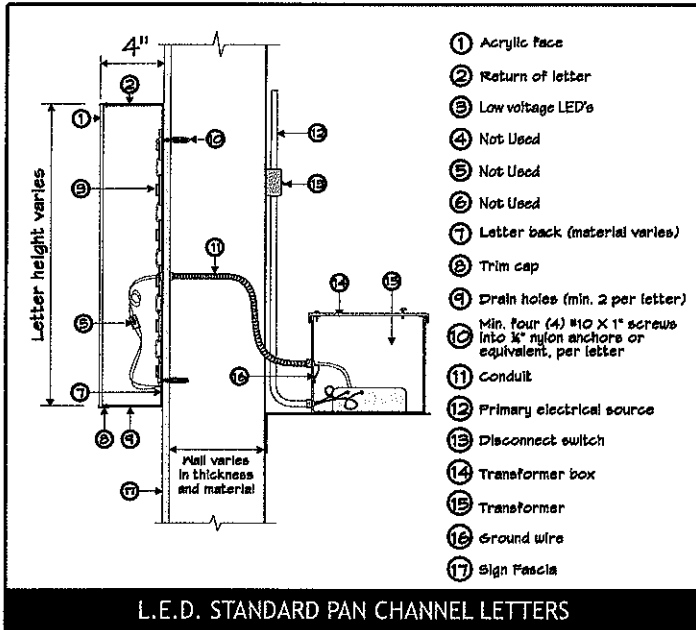
ACCESSORY/CONVENIENCE SIGNS - Allowable Storefront Window Signs

1. "Open/Closed" signs must be located close to front entrance = 1 square foot max
2. Signs relating to services offered = 2 square feet max
3. Restaurant menu signs = 6 square feet max
4. Credit card signs = 1 square foot max
5. Hours of Operation = 2" high copy max per line of copy

TEMPORARY BANNERS

1. All temporary signage shall be consistent with the Palm Springs Zoning Code.

CROSS SECTION DETAILS

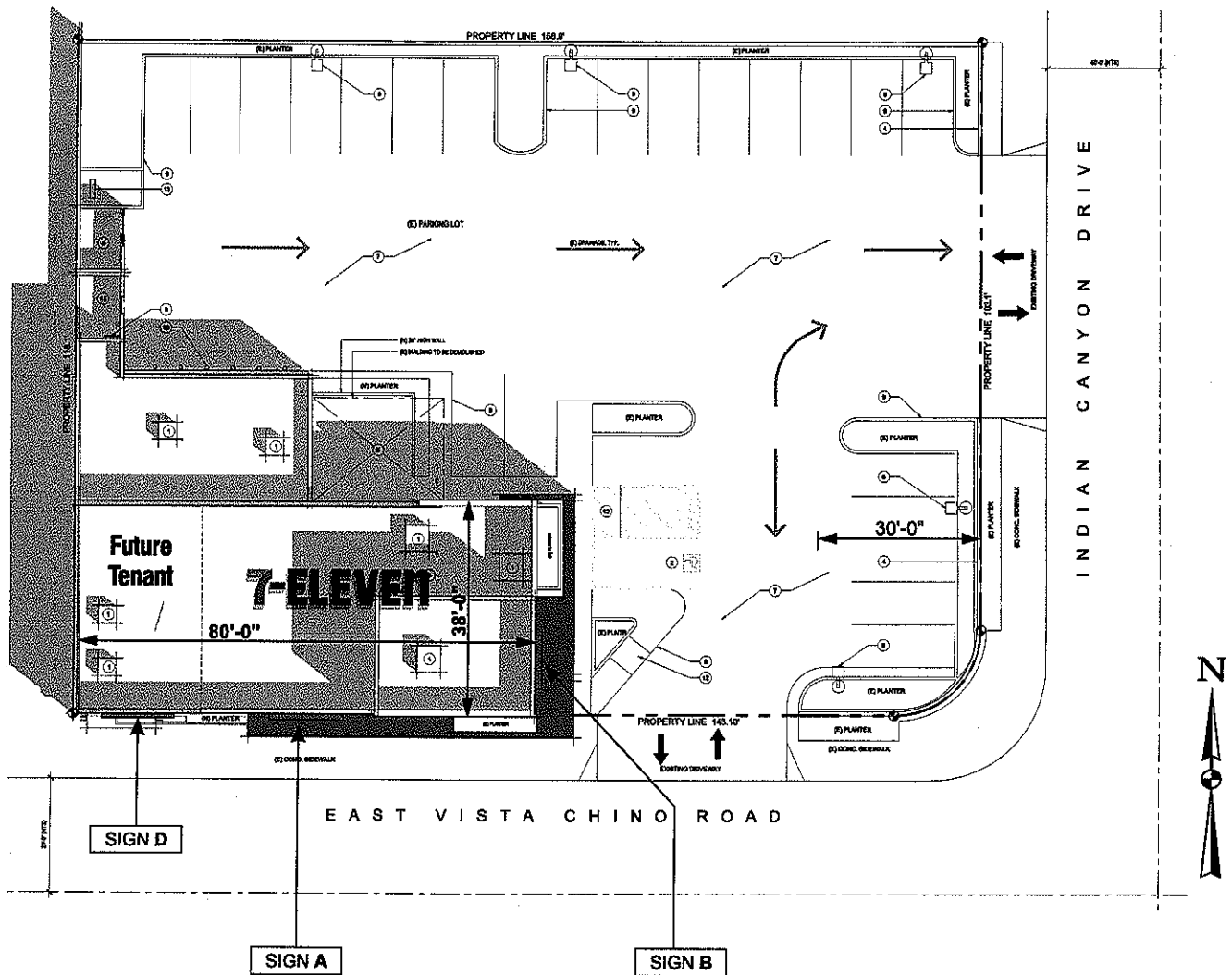


PROHIBITED SIGNS

1. Emitting signs. As used herein, signs that emit smoke, steam, laser or hologram lights, or other similar features.
2. Hazardous signs. As used herein, signs that constitute a public nuisance or a potential threat to the health, safety or well-being of the general public due to their height, illumination intensity, location, movement, placement, size or other design features or characteristics.
3. Signs constituting a traffic hazard. No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal in such a manner as to interfere with, mislead or confuse traffic.
4. Primary and secondary signs painted directly on the building
5. Flashing, moving, animated or audible signs
6. Pennants and Balloons Used for Advertising Purposes
7. Immoral or unlawful advertising which is obscene, indecent, or immoral in nature

SITE PLAN

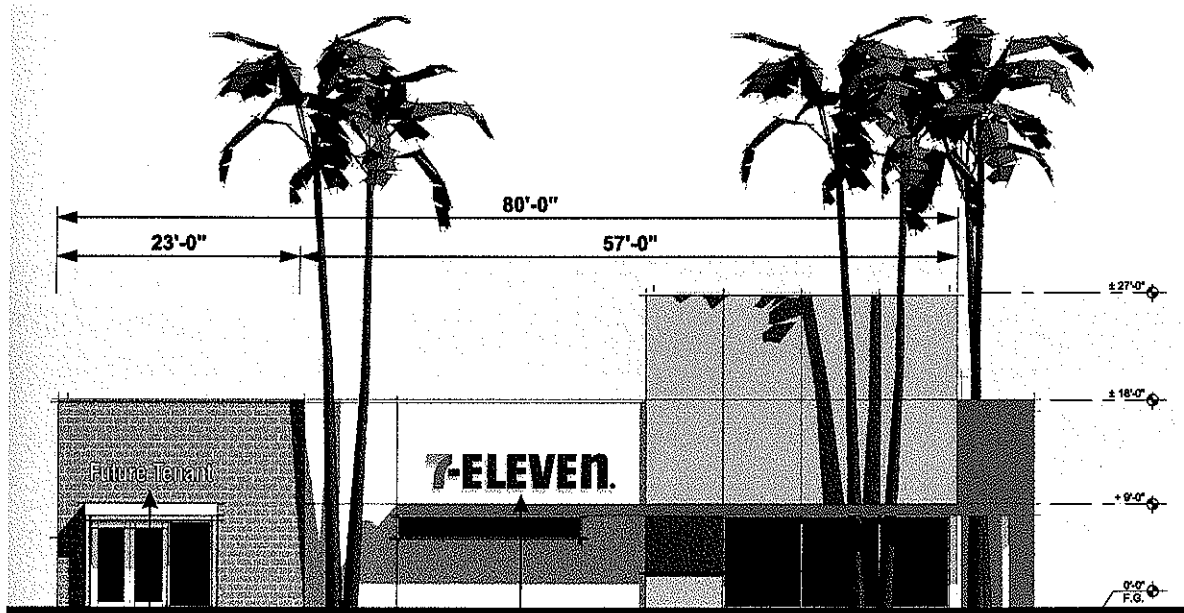
Scale: 1" = 30'-0"



7-ELEVEN® 7-ELEVEN®



ELEVATIONS



SOUTH ELEVATION : EAST VISTA CHINO ROAD

Scale: 1/16" = 1'-0"

SIGN D
23 sf max.

SIGN A
52 sf max.



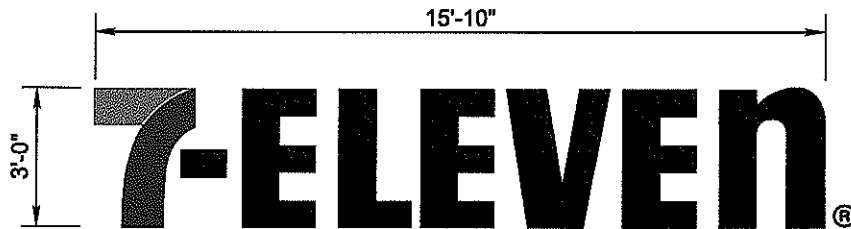
EAST ELEVATION / SITE SECTION : INDIAN CANYON DRIVE

Scale: 1/16" = 1'-0"

SIGN B
38 sf max.



TENANTS 7-Eleven Sign Specifications

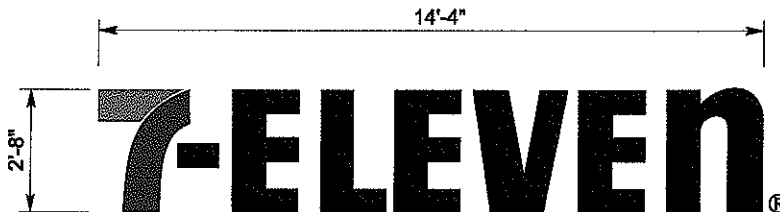


SIGN A

One (1) Set of Illuminated Pan Channel Letters

Scale: $1/4" = 1'-0"$
47.5 sq ft

Letters are aluminum construction w/ 4" returns painted bronze and painted white interiors. Internally illuminated with white LEDs.
Faces are 3/16" white plex with 3/4" bronze trim cap and 3m vinyl overlays as follow:
#3630-26 green, #3630-44 orange, and #3630-33 red.
"®" mark is white acrylic w/ #3630-26 green vinyl overlay
Letters mounted flush to wall (see elevation).



SIGN B

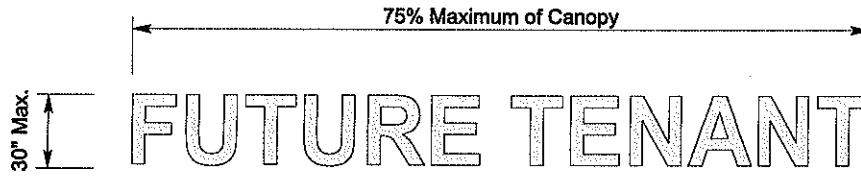
One (1) Set of Illuminated Pan Channel Letters

Scale: $1/4" = 1'-0"$
38.0 sq ft

Letters are aluminum construction w/ 4" returns painted bronze and painted white interiors. Internally illuminated with white LEDs.
Faces are 3/16" white plex with 3/4" bronze trim cap and 3m vinyl overlays as follow:
#3630-26 green, #3630-44 orange, and #3630-33 red.
"®" mark is white acrylic w/ #3630-26 green vinyl overlay
Letters mounted flush to wall (see elevation).



TENANTS Future Tenant



SIGN D

One (1) Set of Illuminated Pan Channel Letters

Scale: 1/4" = 1'-0"
23.0 sq ft MAX

Letters are Internally Illuminated aluminum pan channel letters
OR halo-illuminated aluminum reverse channel letters.

