




# City of Palm Springs

## Department of Planning Services

### MEMORANDUM

**Date:** November 21, 2011  
**To:** Architectural Advisory Committee Members  
**From:** Glenn Mlaker, AICP - Assistant Planner   
**Subject:** SI 11-099 – Saguaro Hotel – Sign - Restudy

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#### **Introduction:**

A request by Best Signs representing the Saguaro Hotel for the placement of one monument sign equaling 213 square feet and two secondary entrance signs each equaling 31.5 square feet located at 1800 East Palm Canyon Drive.

#### **General Plan & Zoning Designation:**

Tourist Resort Commercial (TRC) / Multi-Family Residential (R-3)

#### **Staff Analysis:**

The AAC previously reviewed this case at their October 24, 2011 meeting and voted 6-0-1 to restudy the case and made the following comments:

1. Applicant to seek an alternate sign support system design.
2. Seek alternate color of entrance sign background.
3. Secondary restaurant signs to be similar in design, color; and size.

The applicant has revised the main sign supports to be 1" in diameter to replace the previously proposed 2.5" thick poles. In addition, the secondary restaurant and entrance signs have been revised to be consistent in font, size and color. A landscape plan has been submitted with the use of agave, lantana, bougainvillea, and palms.

#### **Recommendation:**

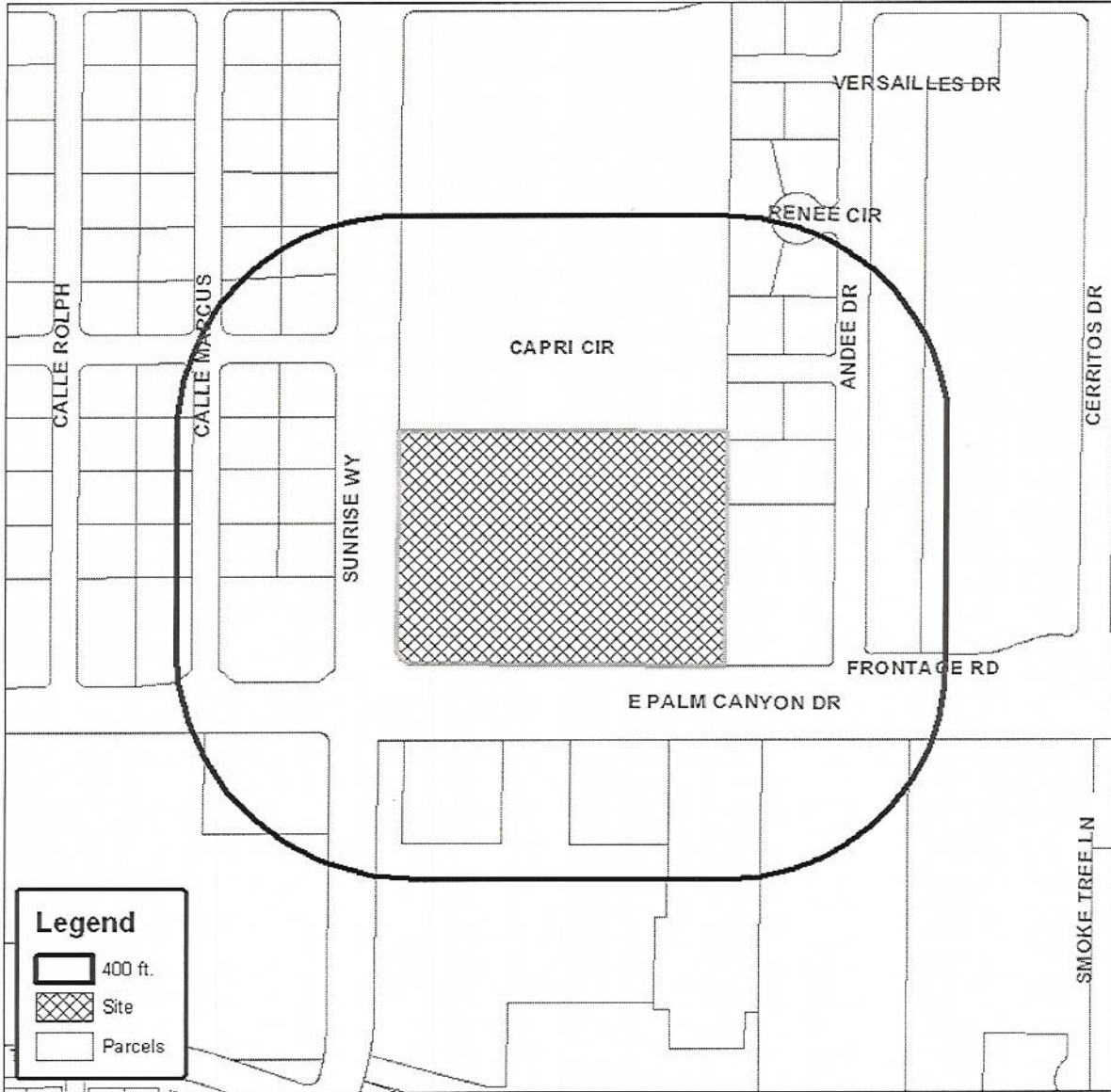
Staff has determined that the proposal is consistent with the PSZC and is seeking a recommendation from the AAC to be forwarded to the Planning Commission for final action.

#### **Attachments:**

- 500' Vicinity Map
- Revised Sign Drawings
- Landscape Plan



# Department of Planning Services Vicinity Map



## CITY OF PALM SPRINGS

CASE NO: SI 11-099 - Restudy

APPLICANT: Sagurao Hotel

DESCRIPTION: A request by Best Signs representing the Sagurao Hotel for the placement of one monument sign equaling 213 square feet and 2 secondary signs located at 1800 East Palm Canyon Drive, Zone R-3, Section 24

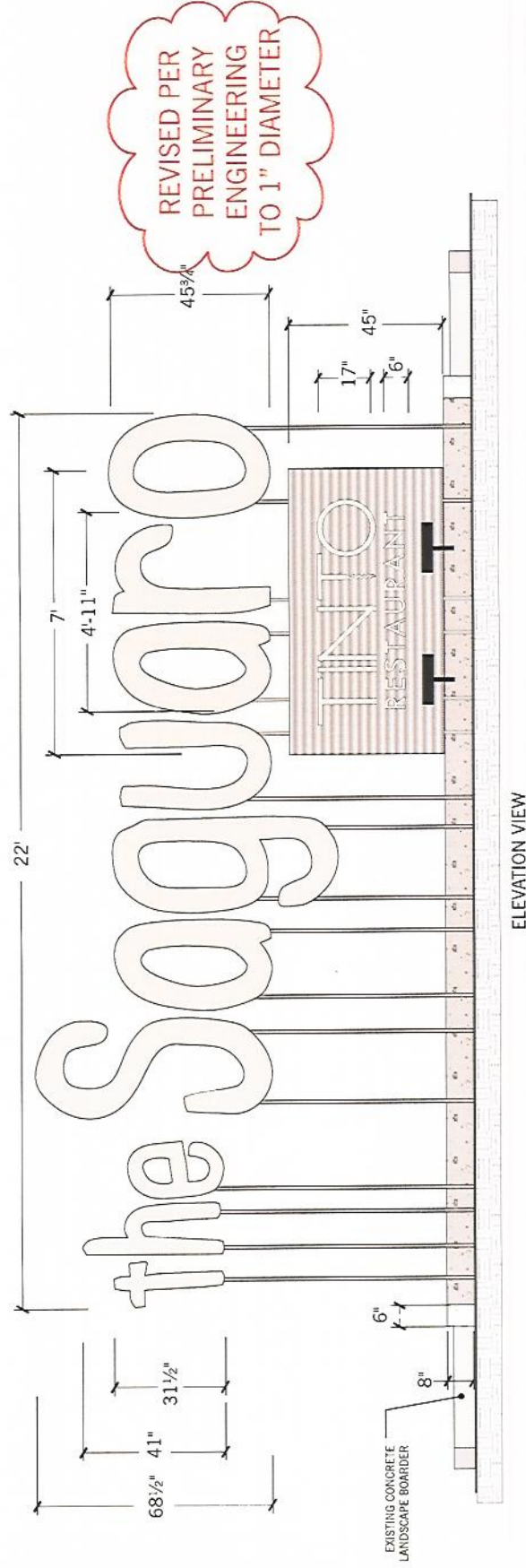
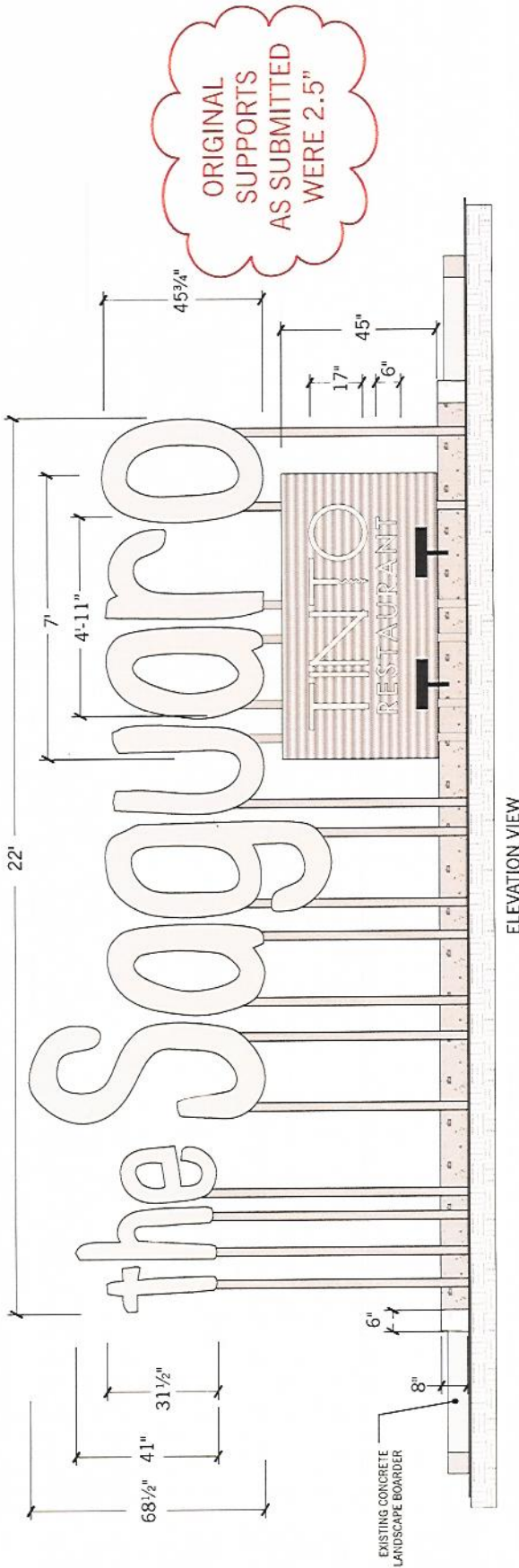


THE SAGUARO - PALM SPRINGS  
PROPOSED SIGNAGE SOUTH EAST  
STAMBERG AERIAL ARCHITECTURE

NOV 09 2011

LANNING SERVICES  
LANDSCAPE ARCHITECTURE

# MAIN MONUMENT DETAILS/DIMENSION DETAILS



SINGLE - SIDED MONUMENT SIGN WITH ILLUMINATED CHANNEL LETTERS

SIGN DIMENSION DETAILS

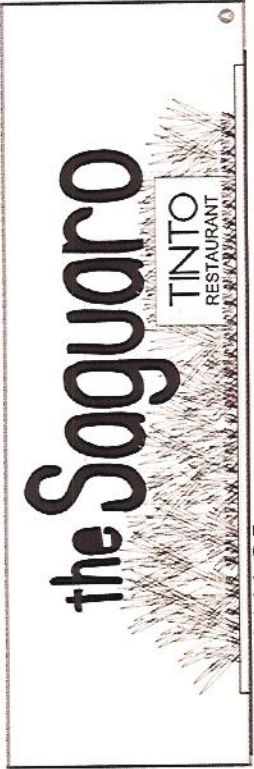
SCALE: 1/4" = 1'-0"



ORIGINAL GREEN



NEW GREEN



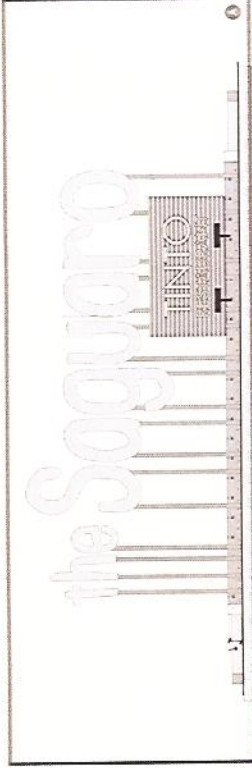
WITH FOLIAGE



ORIGINAL CONTENT



REVISED CONTENT



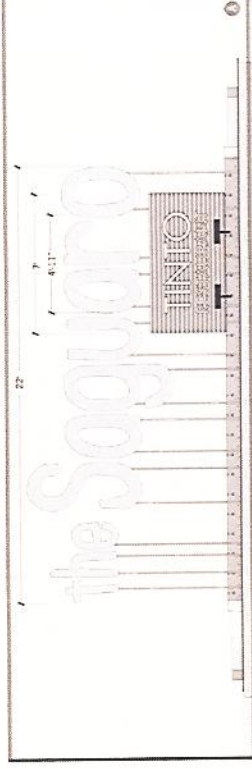
ORIGINAL SUPPORTS



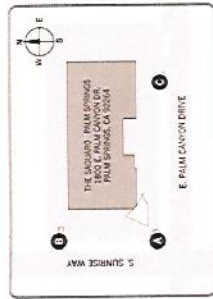
ORIGINAL COLORS



REVISED COLORS



REVISED SUPPORTS



SITE PLAN

THE SAGUARO PALM SPRINGS  
 REVISIONS TO PROPOSED SIGNS  
 STAMBERG AFERIAT ARCHITECTURE

RECEIVED

NOV 09 2011

AWINGSERVICES

# PLANT LEGEND

**PALMS**

SYMBOL	QTY.	NAME	SIZE	CONTENTS
	11	Chicozapal Avocado Mexican Fan Palm	24" x 18" Box	M/S/1-trunk
	21	Coccothrinax Sage Palm	3 GAL DIA	Specimen
	30	Phoenix rostrata Pinyon Date Palm	15 gal.	Triple Trunks

**SHRUBS**

SYMBOL	QTY.	NAME	SIZE	CONTENTS
	21	Agave americana Century Plant	24" Box	
	64	Artemisia Pinos Castle Artemisia	5 gal.	
	30	Neogomphila La Jolla Douglasville	5 gal.	
	187	Bougainvillea Brantleya Bougainvillea	5 gal.	
	145	Lantana n. 'Trailing Purple' Lantana	5 gal.	
	35	Lantana canna Lantana Orange	5 gal.	

**VINES**

SYMBOL	QTY.	NAME	SIZE	CONTENTS
	15	Ficus repens Creeping Fig	5 gal.	Slaked
	85	Tecoma capensis Copa Honeysuckle	15 gal.	Slaked

