

Planning Commission Staff Report

Date:

December 14, 2011

Case No .:

SP 11-011

Type:

Sign Program Amendment

Applicant:

Best Signs, Inc.

Location:

1150 North Indian Canyon Drive

APN:

507-070-017

General Plan:

Public / Quasi-Public (P/QP)

Zone:

CBD (Central Business District)

From:

Craig A. Ewing, AICP, Director of Planning Services

Project Planner:

David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The applicant is seeking approval of a sign program amendment for the El Mirador Tower and Hotel / Stergios Building at Desert Regional Medical Center located at 1150 North Indian Canyon Drive. The property is designated as a Class 1 Historic Site and any exterior modification requires City Council approval.

RECOMMENDATION:

That the Planning Commission recommend approval to the City Council of Case No. SP 11-011 to allow the amendment of a sign program for the Stergios Building located at 1150 North Indian Canyon Drive, subject to the attached conditions of approval.

PRIOR ACTIONS:

On June 27, 1984, the City Council adopted Resolution No. 15111, designating "The El Mirador Building" as a Class 1 historic site (#1). This resolution states that the following:

- The El Mirador Hotel and Tower and surrounding site as shown on "Exhibit A" shall be designated a Class 7 Historic Site pursuant to City Ordinance # 1140.
- All proposed development plans for the El Mirador Hotel and Tower and/or surrounding site shall be presented to the Historic Site Preservation Board for their review and recommendations to the City Council. Said review shall emphasize the renovation of the exterior of the building and site.
- No Permit for the exterior alteration to the El Mirador Hotel and Tower and/or surrounding site shall be granted without the prior approval of the City Council.

On December 12th and 13th, 2011, the project will be reviewed by the Architectural Advisory Committee and the Historic Site Preservation Board respectively. Staff will provide each body's recommendations at the Planning Commission meeting.

BACKGROUND:

The El Mirador Building and Tower located at 1150 North Indian Canyon Drive, completed in *circa* 1927 as the El Mirador Hotel, is a Spanish Colonial Revival style building. The architectural firm of Walker and Eisen of Los Angeles designed the hotel consisting of approximately 200 rooms. The hotel contained a main building, swimming pool, dinning rooms and detached bungalows; all components that reflected a "Grand Hotel" of the 1920's. After the sale of the hotel in 1973 the detached wings and bungalows were demolished (November 1979) to accommodate the expanding Desert Regional Hospital campus.

Existing signage on the building includes individual letters mounted on the west elevation. A monument sign is located on the northerly side of the building.

Table 1: General Plan, Zone and Surrounding Land Uses:

	General Plan Designation	Zone	Surrounding Land Use
North	P / QP (Public / Quasi-Public)	PD-185 (Planned Development 185)	Desert Regional Medical Center
South	O (Office)	P (Professional)	Office Building
East	P/QP	PD-185	Desert Regional Medical Center
West	0	C-1 (Retail Business)	Medical Offices

ANALYSIS:

The applicant has submitted an amendment to an approved sign program for the El Mirador Hotel and Tower and commonly known as the Stergios Building. The proposed amendment consists of the replacement, relocation and installation of new signage on and adjacent to the building. Staff has listed the three types of signs and provided a zoning code analysis below:

1. Two Complex Identification Signs. One replacement on west elevation wall and

one new installation on northerly trellis structure.

JERRY STERGIOS BUILDING

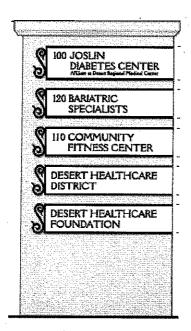


Proposed sign on west elevation 15 sq. ft. in size

Proposed sign on north elevation 11 sq. ft. in size

The Zoning Code allows one complex or building identification sign of up to twenty square feet in size, pursuant to Section 93.20.05(C)(7) of the Palm Springs Zoning Code (PSZC). The applicant is requesting two such signs that are both less than twenty square feet in size.

2. Two Directory Signs. Both freestanding; one located on the northerly side of the building where the existing teal marble plaque is located and one on southeasterly side of building near staircase and lower level pedestrian entry. The freestanding teal marble plaque will be relocated to north elevation pedestrian entry column where the existing historical plaque is located; the applicant proposes to relocate historical plaque below existing location.



Freestanding directory signs (single-sided)
1.2 sq. ft per individual tenant



Accessory sign at pedestrian entry 2 sq. ft.

A pedestrian directory sign may be permitted as follows:

Where a multi-tenant building has been developed, a sign directory may be allowed which will identify the building or complex and each of the businesses housed in the building or complex. The sign directory may be attached to the building or may be a monument sign. The building or complex identification sign shall not be larger than six (6) square feet per side, and the sign for the individual tenants shall be no larger than two (2) square feet per side.

The applicant is requesting two single-sided monument directory signs and one building identification sign. While the applicant is requesting more than the amount allowed by the Zoning Code, all sign areas comply with the ordinance.

3. Three Main Identification Signs. Three wall signs on west elevation; two will replace an existing sign that is located north of the complex identification sign and one will replace an existing sign that is located south of the complex identification sign.

DESERT HEALTHCARE DISTRICT DESERT HEALTHCARE FOUNDATION

15 sq. ft.



3.6 sq. ft.

Proposed main signs north of complex identification sign

BARIATRIC SPECIALISTS

11 sq. ft.

Proposed accessory sign south of complex identification sign

The sign ordinance allows main signs based on a tenants street frontage. While it is unclear as to the total linear frontage each tenant has facing Indian Canyon Drive, the building has over 100 lineal feet of frontage and the total sign area of all main signs is less than thirty square feet in area.

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 if the Commission makes the required findings below.

REQUIRED FINDINGS:

Section 93.20.05(C)(6) stipulates three findings that are required for a sign program to be approved that deviates from the strict provisions of the Sign Ordinance. Staff has analyzed the required findings in order below:

 Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

The building and tower are setback at least 100 feet from the nearest public right-of-way – Indian Canyon Drive. Access driveways are located on the north, west and south sides of the building. Primary pedestrian access points are located on both the north and south sides of the building within the medical campus. Due to the physical site layout and building location, strict application of the sign ordinance may not provide adequate identification of the building and individual tenants within the building.

2) The approved program will be compatible with the design of the property and will represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

The sign program allows for architectural compatibility with the existing structure as it will use similar signage types that have commonly been used in the past on the building and will provide a simple, uniform design. Since the additional signs will conform to the sign area requirements, it is believed to represent only a minor departure from the ordinance while providing an effective sign program for the multi-tenanted building.

3) The approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.

The stated purpose of the sign ordinance as provided by Section 93.20.02(B) "is to provide standards to safeguard life, health, property and the public welfare and to provide the means for adequate identification of business and other sign users by regulating and controlling the design, location and maintenance of all signs in the city".

The sign program limits the amount and type of signage that may be approved. Complex identification signs, main signs and tenant directory signs have very specific design criteria that will provide adequate signage with the building and surrounding properties. The proposed deviations from the Sign Ordinance would also allow signage that has been commonly used on the building in the past, and the approved sign program will not be contrary to the purpose of the sign ordinance.

CONCLUSION:

Based on the above analysis, staff recommends that the Planning Commission recommend approval of the sign program amendment to the City Council as required for

any exterior change proposed on this historical site, 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).

David A. Newell Associate Planner

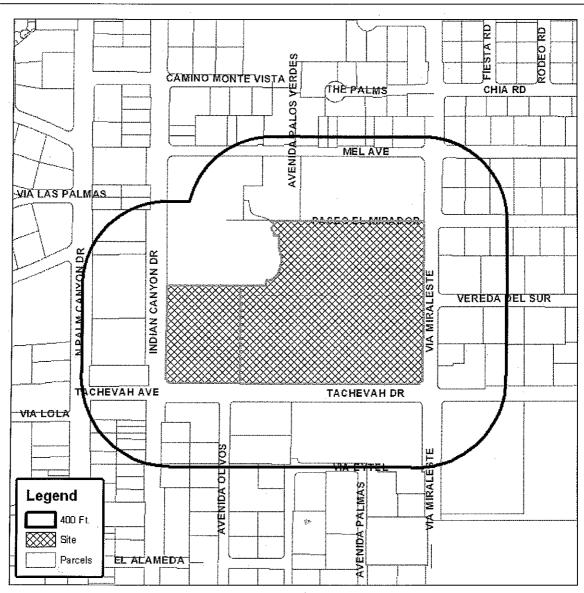
Director of Planning Services

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 11-011 / HSPB 1

APPLICANT: Best Signs, Inc.

<u>DESCRIPTION:</u> Request for a sign program amendment to the El Mirador Hotel & Tower / Stergios Building at the Desert Regional Medical Center located at 1150 North Indian Canyon Drive, Zone PD-185, Section 11.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 11-001, AMENDING THE SIGN PROGRAM FOR THE STERGIOS BUILDING AT THE DESERT REGIONAL MEDICAL CENTER LOCATED AT 1150 NORTH INDIAN CANYON DRIVE.

WHEREAS, Best Signs, Inc. (the "Applicant"), has filed an application with the City pursuant to Section 93.20.05(C)(6) of the Sign Ordinance for a sign program amendment for the medical building known as Stergios Building located at the Desert Regional Medical Center, Zone PD-185, Section 11; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 11-011 was given in accordance with applicable law; and

WHEREAS, on December 12, 2011, a public meeting on the application for a recommendation was held by the Architectural Advisory Committee in accordance with applicable law; and

WHEREAS, on December 13, 2011, a public meeting on the application for a recommendation was held by the Historic Site Preservation Board in accordance with applicable law and City Council Resolution No. 15111; and

WHEREAS, on December 14, 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:

<u>Section 1:</u> Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a)(Accessory Structures).

Section 2: Section 93.20.05(C)(6) stipulates three findings that are required for a

sign program to be approved that deviates from the strict provisions of the Sign Ordinance. The Planning Commission finds that:

 Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations of the sign ordinance will not give adequate visibility to the signage.

The building and tower are setback at least 100 feet from the nearest public right-of-way – Indian Canyon Drive. Access driveways are located on the north, west and south sides of the building. Primary pedestrian access points are located on both the north and south sides of the building within the medical campus. Due to the physical site layout and building location, strict application of the sign ordinance may not provide adequate identification of the building and individual tenants within the building.

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NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby recommends approval to the City Council of Case No. SP 11-011, a sign program amendment for the Stergios Building (El Mirador Hotel and Tower) with certain minor deviations, subject to those conditions set forth in Exhibit A.

ADOPTED this 14th day of December 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 11-011

Sign Program Amendment

1150 N. Indian Canyon Drive

December 14, 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.

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 11-011. 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.

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



JERRY STERGIOS BUILDING

11-23-2011



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JERRY STERGIOS BUILDING SIGN PROGRAM

Project Address: PALM SPRINGS

Designer: JAYAR FLORES

Account Representative JOHN CROSS

Date: SEPTEMBER 20, 2011

Scale: AS SHOWN

Graphics/D/Desert Regional Medical Center/Joslin Diabetes Center/Sign Program03.cdr

NOVEMBER 23, 2011

Client Approval:

SESTSGASS INCORPORATED 800-50-SIGNS (****) 1010/2 (****)

1550 S. Gene Autry Trail Palm Springs, CA 92264

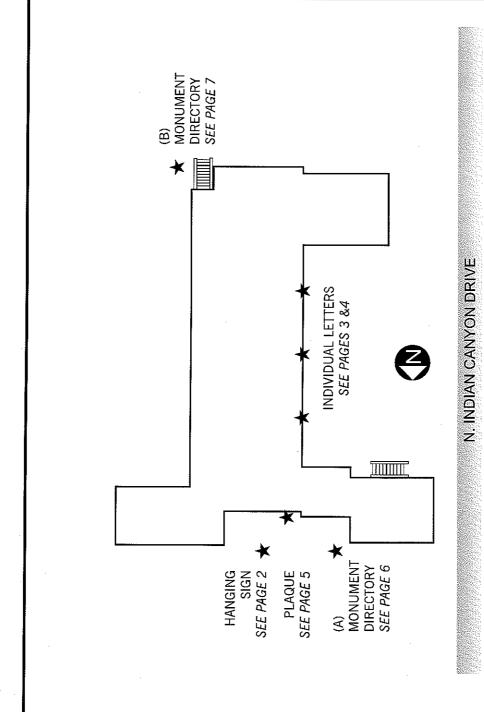
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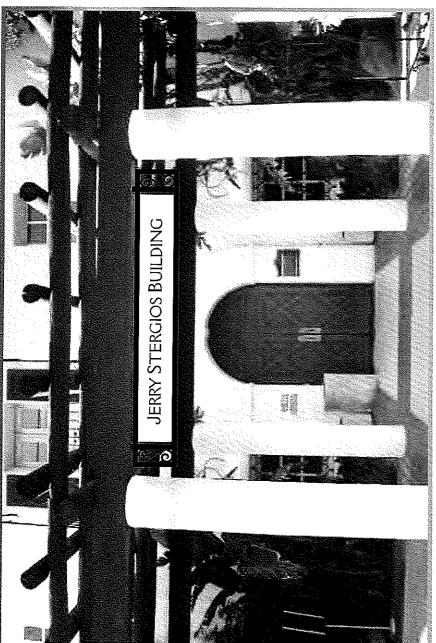
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EXTERIOR SIGNAGE LOCATION PLAN





Graphics/D/Desert Regional Medical Center/Joslin Diabetes Center/Sign Program03.cdr

NOVEMBER 23, 2011

Client Approval:

Date: SEPTEMBER 20, 2011

Scale: AS SHOWN

File name:

JERRY STERGIOS BUILDING SIGN PROGRAM

Project Address: PALM SPRINGS

Account Representative

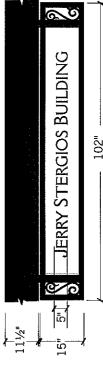
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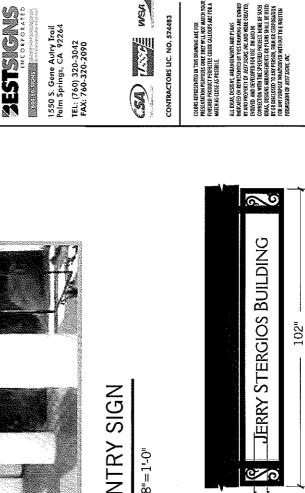
DESERT REGIONAL
MEDICAL CENTER

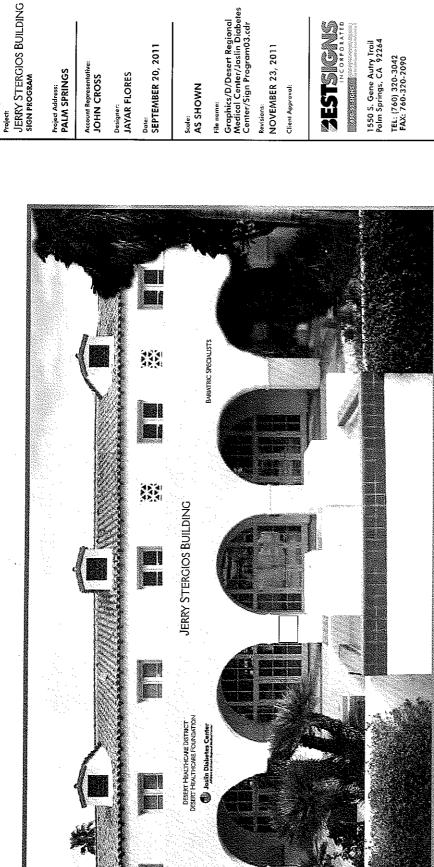
SINGLE-SIDED ID ENTRY SIGN

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- INNER SIGN PANEL PAINTED WHITE
- LETTERS ROUTED FROM 1/4" THICK ALUMINUM PAINTED FLAT BLACK.







DESERT REGIONAL
MEDICAL CENTER

EXTERIOR INDIVIDUAL ALUMINUM LETTERS

SCALE: 3/32" = 1'-0"

DESERT HEALTHCARE FOUNDATION DESERT HEALTHCARE DISTRICT

JERRY STERGIOS BUILDING

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BARIATRIC SPECIALISTS

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CONTRACTORS LIC. NO. 524483

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Drawing No. 3

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64 BARIATRIC SPECIALISTS T554 82

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JERRY STERGIOS BUILDING



EXTERIOR INDIVIDUAL CUT OUT LETTERS

SCALE: 3/8" = 1'-0"

- 1/4" THICK ALUMINUM ROUTED LETTERS /LOGO.
- ALL LETTERS TO BE PAINTED FLAT BLACK.
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DESERT REGIONAL
MEDICAL CENTER

JERRY STERGIOS BUILDING SIGN PROGRAM

Project Address: PALM SPRINGS

Account Representative JOHN CROSS

Designer: JAYAR FLORES

Date: SEPTEMBER 20, 2011

Scele: AS SHOWN

Graphics/D/Desert Regional Medical Center/Joslin Diabetes Center/Sign Program03.cdr

NOVEMBER 23, 2011

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1550 S. Gene Autry Trail Palm Springs, CA 92264

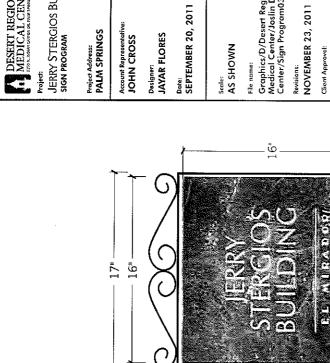
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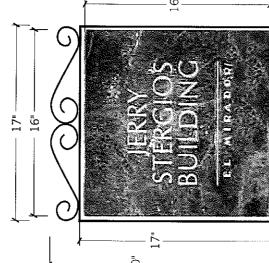
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JERRY STERGIOS PLAQUE

SCALE: 1%"=1'-0" (1) QTY.

- RE-INSTALL AT NEW LOCATION



- REMOVE MARBLE PLAQUE FROM EXISTING LOCATION.
- MOUNT MARBLE PLAQUE TO 20" x 17" ALUMINUM FRAME



JERRY STERGIOS BUILDING SIGN PROGRAM

Graphics/D/Desert Regional Medical Center/Joslin Diabetes Center/Sign Program03.cdr

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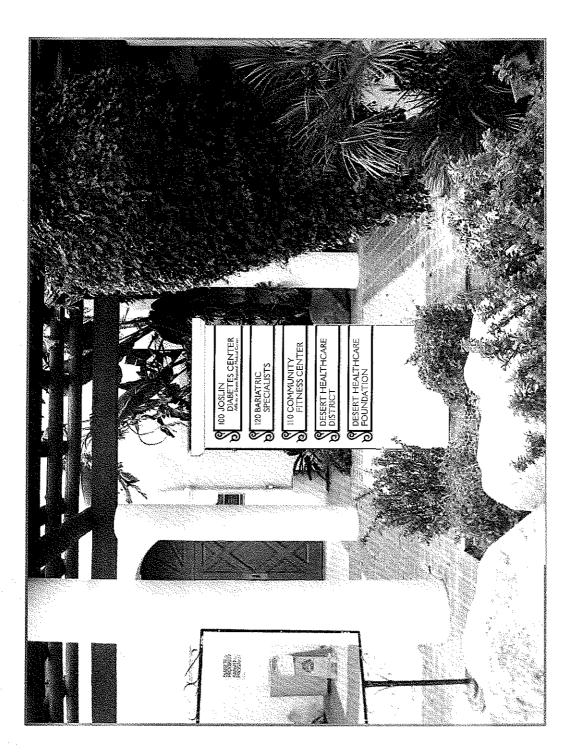
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SINGLE-SIDED NORTH ENTRANCE MONUMENT

(1) QTY. SCALE: 1/2"=1'-0"



JERRY STERGIOS BUILDING SIGN PROGRAM

Project Address: PALM SPRINGS

Account Representative JOHN CROSS

Designer: JAYAR FLORES

Date: SEPTEMBER 20, 2011

Scale: AS SHOWN

Graphics/D/Desert Regional Medical Center/Joslin Diabe Center/Sign Program03.cdr

NOVEMBER 23, 2011

Client Approval:

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SINGLE-SIDED SOUTH ENTRANCE MONUMENT

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JERRY STERGIOS BUILDING SIGN PROGRAM

Project Address: PALM SPRINGS

Account Representative JOHN CROSS

Designer: JAYAR FLORES

Dote: SEPTEMBER 20, 2011

Scale: AS SHOWN

Graphics/D/Desert Regional Medical Center/Joslin Diabetes Center/Sign Program03.cdr

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Client Approval:

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Drawing No. 7

DESERT REGIONAL
MEDICAL CENTER

JERRY STERGIOS BUILDING SIGN PROGRAM

TENANT PANEL

Project Address: PALM SPRINGS

Designer: JAYAR FLORES

Account Representative

Date: SEPTEMBER 20, 2011

Scale: AS SHOWN

Graphics/D/Desert Regional Medical Center/Joslin Diabel Center/Sign Program03.cdr

NOVEMBER 23, 2011

Client Approval:

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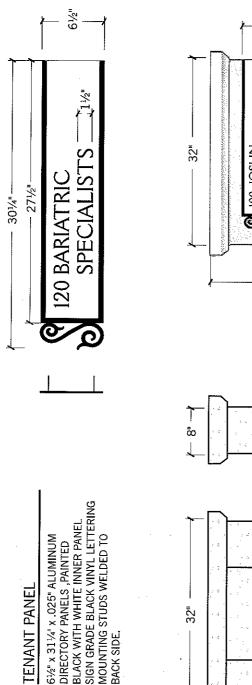
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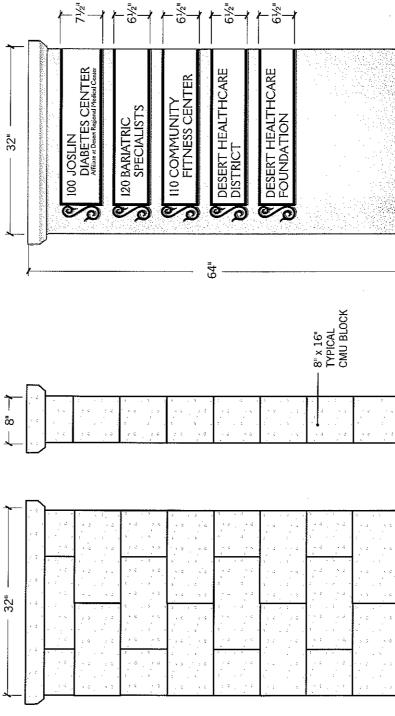
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ELEVATION VIEW

Drawing No. 8



BACK SIDE,



64"

ELEVATION VIEW

SIDE VIEW

SINGLE-SIDED ENTRANCE MONUMENT

(2) QTY. SCALE: 3/4"=1'-0"

CMU BLOCK CONSTRUCTION MONUMENT WITH WHITE SMOOTH STUCCO FINISH. ■ 64" x 32"