



Planning Commission Staff Report

Date: January 11, 2012

Case No.: SP 10-006 AMEND

Type: Sign Program Amendment

Applicant: Rite Aid

Location: 111 South Sunrise Way

APN: 508-100-055

General Plan: TRC (Tourist Resort Commercial)

Zone: Section 14 Master Plan - RA (Resort Attraction)

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 an existing commercial complex located at the southwest corner of Sunrise Way and Tahquitz Canyon Way (111 South Sunrise Way). The proposed amendment includes various directional signage on the building and adjacent to the pick up window.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 10-006 AMEND to allow for the installation of directional signage as recommended by the Architectural Advisory Committee (AAC), subject to conditions of approval.

PRIOR ACTIONS:

On October 27, 2010, the Planning Commission unanimously approved the original sign program.

On April 13, 2011, the Planning Commission unanimously approved an amendment to the sign program to allow the installation of an additional monument sign and a reface of an existing sign on a monument sign.

On December 27, 2011, the AAC reviewed the proposed amendment to install directional signs and by a vote of 5-0 recommended approval of the amendment with the following conditions:

1. Sign Nos. 6, 7 and 11 to be omitted from plan;
2. Sign No. 8 to have a maximum letter height of twelve inches.

See discussion on AAC recommendation below.

BACKGROUND:

The site is approximately 3.8-acres in size and bounded by streets on three sides; East Tahquitz Canyon Way on the north, South Sunrise Way on the east, and Arenas Road on the south. To the west, the property abuts a vacant lot.

On November 27, 2008, the Planning Commission approved the Conditional Use Permit to construct a medical office building and pharmacy on the subject site. Both buildings have been completed and occupied.

The original sign program was approved by the Planning Commission on October 27, 2010. All of the monument and wall signs have been installed on the buildings.

Surrounding land uses, Zoning, and General Plan designations are detailed below:

	Land Use	General Plan	Zoning
North	Vacant (Future Shopping Center)	TRC (Tourist Resort Commercial)	Section 14 Master Plan – RA (Resort Attraction)
South	Assisted Living Facility	HDR (High Density Residential)	Section 14 Master Plan – HR (High Density Residential)
East	Commercial Shopping Center	NCC (Neighborhood / Community Commercial)	C-1 (Central Retail Business Zone)
West	Vacant	TRC (Tourist Resort Commercial)	Section 14 Master Plan – RA (Resort Attraction)

ANALYSIS:

Rite Aid is in the process of installing a pick up window on the southerly portion of the pharmacy building and is seeking approval to install directional signage on and adjacent to the building. Staff has provided a summary of all proposed signage in the table below.

Sign No.	Description	Size
6	"Pharmacy Pick Up →" LED illuminated	19.1 sq. ft.
7	"Pharmacy Pick Up →" LED illuminated	19.1 sq. ft.
8	"Pharmacy Pick Up" LED illuminated	15.6 sq. ft.
9a	"Clearance 10'-0" Non-illuminated	3 sq. ft.
9b	"Pick Up" Non-illuminated	1.5 sq. ft.
9c	"Drop Off" Non-illuminated	1.5 sq. ft.
9d	"Exit Only" Non-illuminated	1.5 sq. ft.
9e	Exit Only" Non-illuminated	2.3 sq. ft.
10	Double-face Non-illuminated freestanding "→ Pharmacy Pick Up" "→ Pharmacy Pick Up"	4 sq. ft.
11	Double-face Non-illuminated freestanding "→ Pharmacy Pick Up" "Thank You For Shopping RITE AID"	4 sq. ft.

Pursuant to Section 93.20.10(B)(1) of the Zoning Code, signs for safety and convenience are permitted as follows:

When deemed necessary, the director of planning and building may authorize and approve signs not to exceed five (5) square feet per face to serve the public safety or convenience, such as "Entrance" signs, "Exit" signs, and "Parking" signs.

Sign Nos. 6 and 7 are not considered convenience signs since they are larger than five square feet and meant to be seen from the adjacent streets. Sign No. 8 is also larger than five square feet. The applicant is proposing these deviations as part of the sign program.

AAC Recommendation:

The AAC recommended approval of the proposal with the exception of Sign Nos. 6, 7 and 11, and the modification of Sign No. 8. The applicant has agreed to eliminate Sign No. 11 and modify Sign No. 8, but would like to retain Sign Nos. 6 and 7. The applicant has prepared a response stating their plea to keep these signs (see attached email).

Staff supports the AAC's recommendation as it will reduce signage that is inconsistent with the Zoning Code's standards. Should the Commission agree, the only deviation would be Sign No. 8 which exceeds the five-square foot maximum. A Condition of Approval consistent with AAC recommendation has been included in the draft resolution.

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:

- 1) *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 proposed signage that deviates from the Zoning Code will be located on a building that is surrounded by driveways and parking areas. The proposed signage is for a pick up window which is located at the rear of the building. Therefore, due to the physical site layout and building orientation, strict application of the sign ordinance may not provide adequate directional signage for the building users.

- 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 common directional signage and will provide a simple, uniform design. Since almost all of the proposed signs will conform to the sign area requirements, it is believed the signs, as conditioned, would represent only a minor departure from the ordinance while providing an effective sign program for the pharmacy 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 ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

CONCLUSION:

Based on the above analysis, staff recommends that the Planning Commission approve the sign program amendment as recommended by the Architectural Advisory

Committee. A draft resolution with conditions of approval has been attached to this report.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



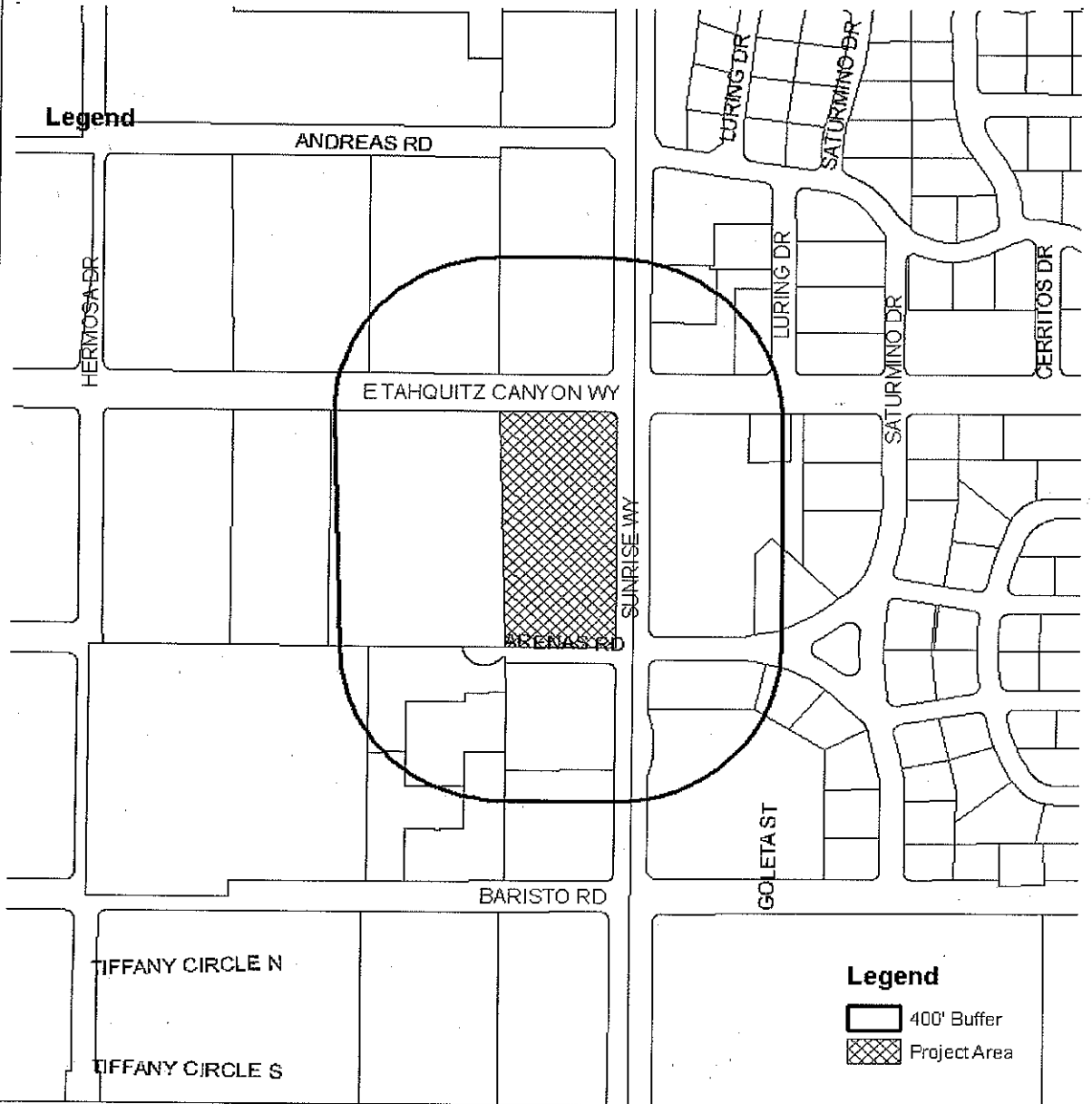
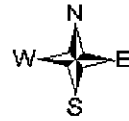
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:

- 1) 400' Radius Map
- 2) Draft Resolution
- 3) Proposed Amendment
- 4) Email from Applicant



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: SP 10-006 AMEND

APPLICANT: Rite Aid

DESCRIPTION: Rite Aid for an amendment to a sign program for the property located at 111 South Sunrise Way, Zone RA (Section 14 Specific Plan), Section 14. (DN)

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 10-006 AMEND, AMENDING THE SIGN PROGRAM FOR NEW DIRECTIONAL SIGNAGE FOR THE COMMERCIAL COMPLEX LOCATED AT 111 SOUTH SUNRISE WAY.

WHEREAS, Rite Aid (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 to allow directional signage for the pick up window at the commercial complex located at 111 South Sunrise Way, APN: 508-100-055, Zone RA (Section 14 Specific Plan), Section 14; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 10-006 AMEND was given in accordance with applicable law; and

WHEREAS, on December 27, 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 January 11, 2012, a public meeting on the application for review and action 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: 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:

- 1) *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 proposed signage that deviates from the Zoning Code will be located on a building that is surrounded by driveways and parking areas. The proposed signage is for a pick up window which is located at the rear of the building. Therefore, due to the physical site layout and building orientation, strict application of the sign ordinance may not provide adequate directional signage for the building users.

- 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 common directional signage and will provide a simple, uniform design. Since almost all of the proposed signs will conform to the sign area requirements, it is believed the signs, as conditioned, would represent only a minor departure from the ordinance while providing an effective sign program for the pharmacy 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 ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for businesses and sign users; therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 11-009, a sign program amendment to allow directional signage on and adjacent to the building located at 111 South Sunrise Way, subject to the conditions set forth in Planning Commission Resolution 6158 and the following:

1. A separate sign permit shall be required for all directional signage approved under this program.

2. Prior to the issuance of any sign permits, the applicant shall revise and resubmit three copies of the sign program amendment plans as follows:
 - a. Sign Nos. 6, 7 and 11 shall be eliminated from plans.
 - b. Sign No. 8 shall be revised to a maximum overall letter height of twelve inches.

ADOPTED this 11th day of January, 2012.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

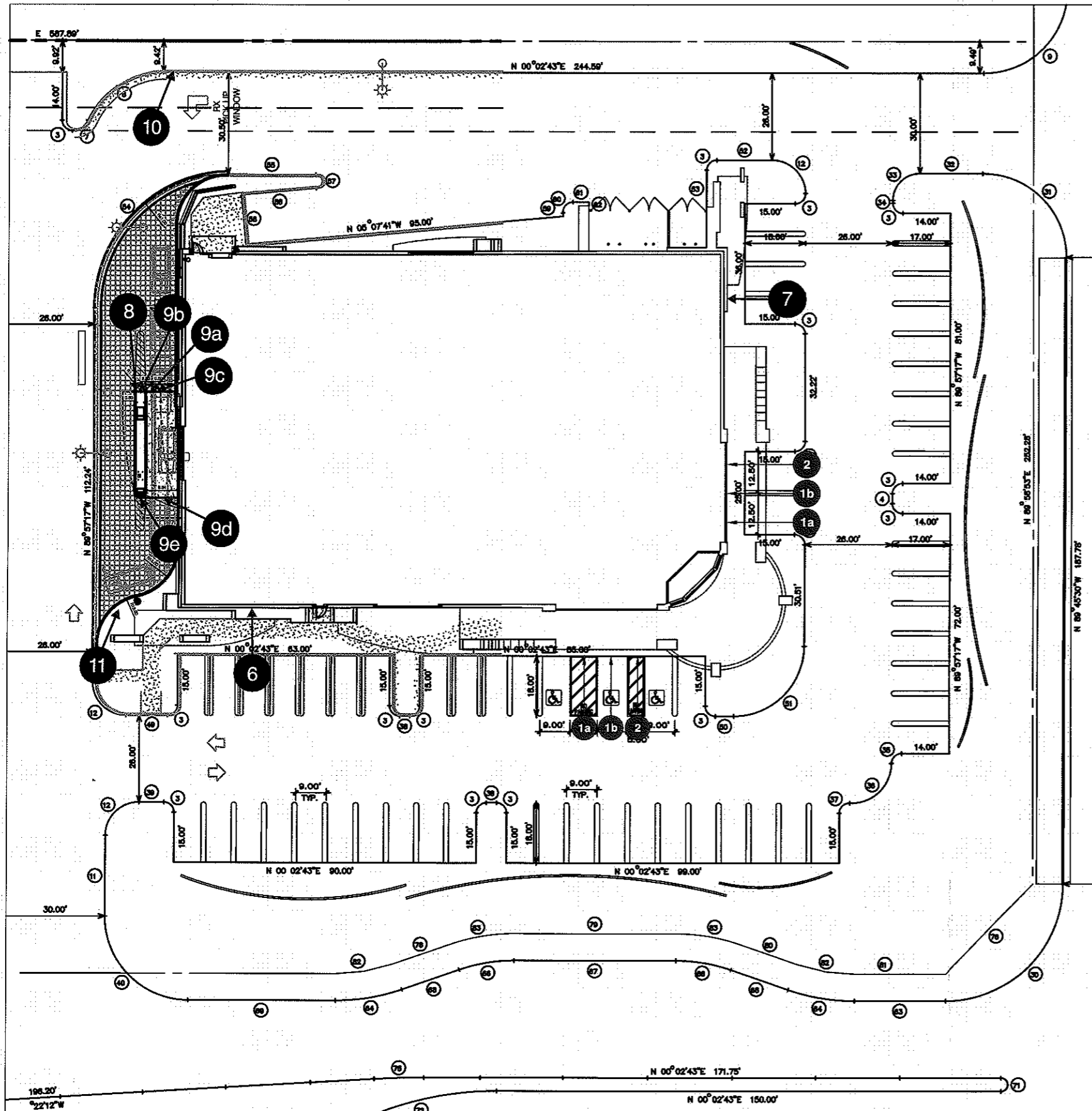
NOES:

ABSENT:

ABSTAIN:

Craig A. Ewing, AICP
Director of Planning Services

Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	n/a	n/a	-/-	n/a	n/a	n/a	n/a	n/a



PROPOSED SIGNS

Sign #	Description
6	13" Pharmacy Pick Up Bldg Letterset w/ Arrow CUSTOM
7	13" Pharmacy Pick Up Bldg Letterset w/ Arrow CUSTOM
8	13" Pharmacy Pick Up Bldg Letterset CUSTOM
9a	8" Non-Illum. Clearance 10 Feet
9b	8" Non-Illum. Pick-up
9c	8" Non-Illum. Drop-off
9d	8" Non-Illum. Exit Only
9e	18" Non-Illum. Exit Only
10	Non-Illuminated Directional
11	Non-Illuminated Directional

EXISTING SIGNS

Sign #	Description
1a, 1b	36" Primary Channel Letter Set w/ 45" Shield
1a, 1b	36" Primary Channel Letter Set w/ 45" Shield
2	24" Reverse Pan Channel Pharmacy Letters
2	24" Reverse Pan Channel Pharmacy Letters

Concept Designer

Date

Sales

File Location

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Construction Detailer

Jeneé Sotka

Reviewed By:

Date

(11.07.11)

Project Manager

Nicole Burban

Revision Notes

- 11.14.11 JS REVISED 'PHARMACY PICK UP'
- 11.17.11 JS REVISED PER MARKUPS

This Drawing Last Updated on:

PAGE 11.17.11

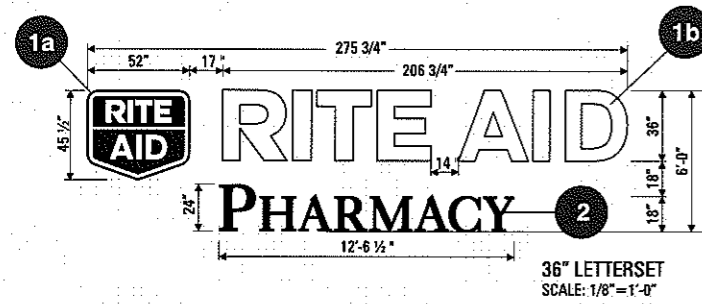
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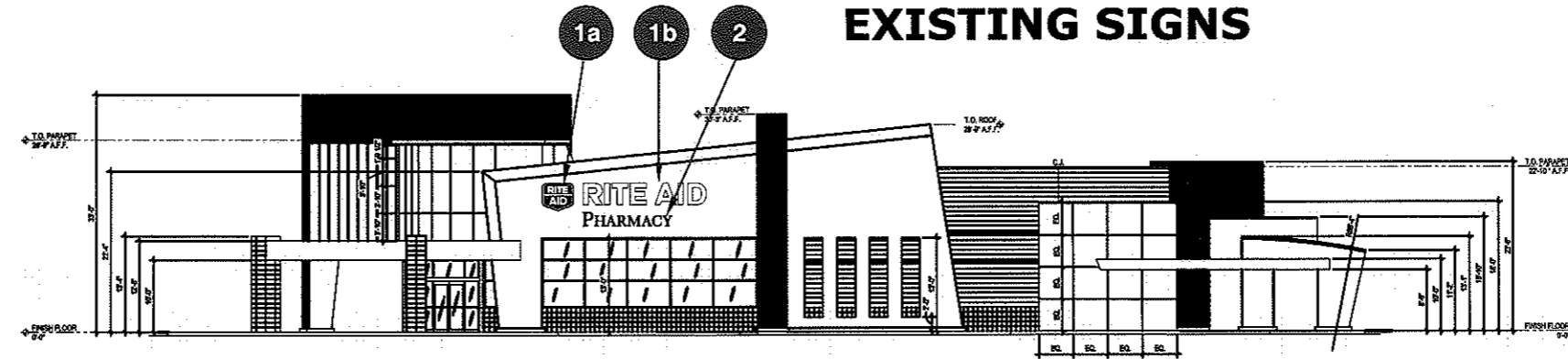
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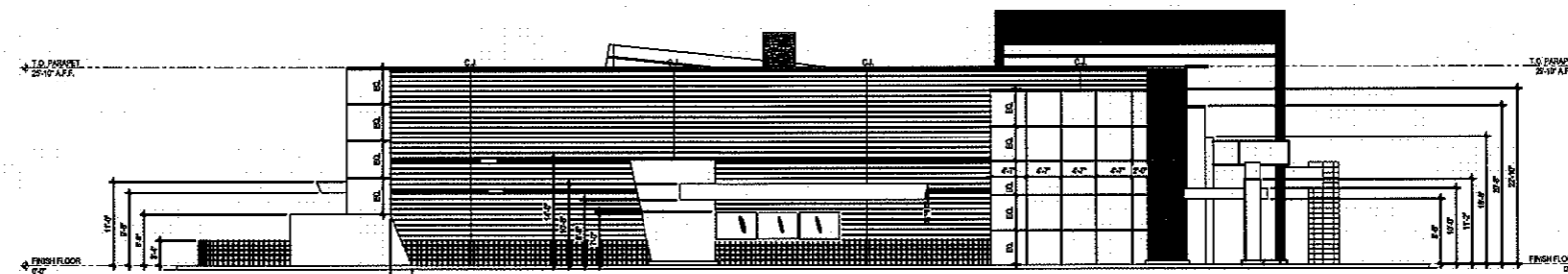
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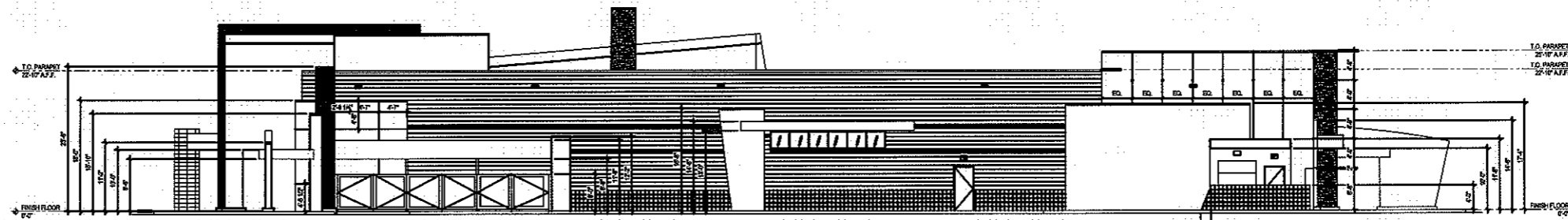
EXISTING SIGNS



EXTERIOR ELEVATION - SHORT SIDE FRONT
SCALE: 1/24"=1'-0"

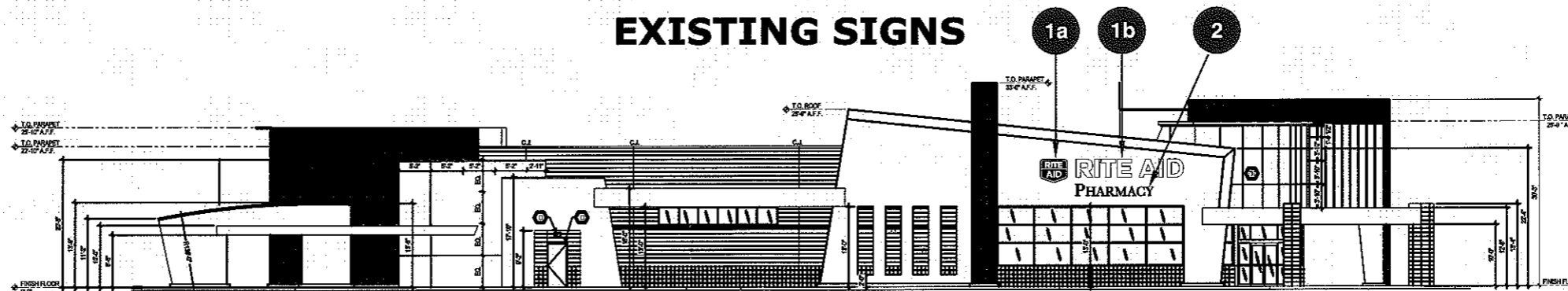


EXTERIOR ELEVATION - SHORT SIDE REAR
SCALE: 1/24"=1'-0"



EXTERIOR ELEVATION - LONG SIDE REAR
SCALE: 1/24"=1'-0"

EXISTING SIGNS



EXTERIOR ELEVATION - LONG SIDE FRONT
SCALE: 1/24"=1'-0"

JONES SIGN

1711 Scheuring Road De Pere, WI 54115
Tel: 920-983-6700 Fax: 920-983-9145
www.jonesign.com



PROJECT



111 Sunrise Way
Palm Springs, CA 92262

CUSTOMER APPROVAL

Authorized Signature

X _____

Date: ___/___/___

REVISIONS

1 10.11.10 JS

2

3

4

5

6

7

REPRESENTATIVE

Jason Mengert

DRAWN BY

Rhoda Schley-Diny

DATE

08.17.10

SCALE

1/24"=1'-0"

SHEET

DRAWING #

75635_r1

SHOPDRAWING	Quality Grade 2 - Commercial	Square Footage n/a	Face n/a	Voltage/ Circuit -/-	Lighting n/a	Amps n/a	Mounting n/a	Pole Anchoring n/a	Footing n/a
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6 7 BUILDING DIRECTIONAL LETTERSETS w/ ARROW - LED ILLUMINATED CUSTOM QTY: 2

17.1sf
Scale 3/8" = 1'

TEMPORARY BANNER COVERS QTY: 1

COVERS PHARMACY LETTERS ONLY

TEMPORARY BANNER COVERS QTY: 2

COVERS PHARMACY LETTERS ONLY

8 DRIVE-THRU CANOPY LETTERSET - LED ILLUMINATED CUSTOM QTY: 1

15.1sf
Scale 3/8" = 1'

NON-ILLUMINATED DT CANOPY SIGNS QTY: 1 Each

9a Clearance 10'-0" 3 SQ FT
Scale 3/8" = 1'

9b Pick Up 1.5 SQ FT

9c Drop Off 1.5 SQ FT

9d Exit Only 1.5 SQ FT

9e EXIT ONLY 2.25 SQ FT

10 D/F DIRECTIONAL SIGN NON-ILLUMINATED CUSTOM QTY: 1

4 sq ft

11 D/F DIRECTIONAL SIGN NON-ILLUMINATED CUSTOM QTY: 1

4 sq ft

TEMPORARY VINYL COVERS

NO COPY QTY: As Needed

CALON 124 SAPPHERE BLUE
LOW TAC OPAQUE VINYL

Concept Designer
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Construction Detailer
Jeneé Sotka

Reviewed By:
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Date
11.07.11

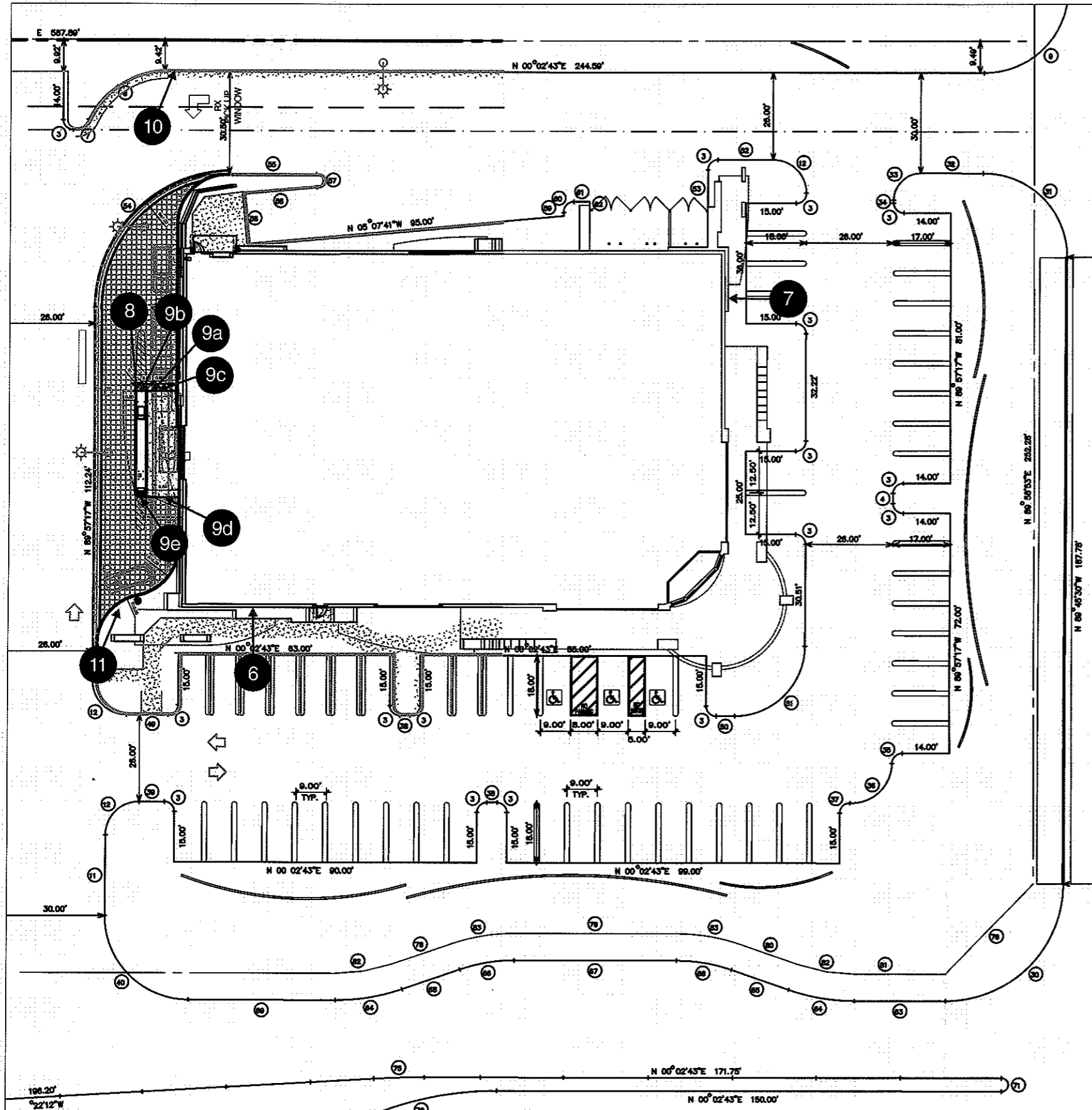
Project Manager
Nicole Burban

Revision Notes

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- 11.17.11 JS REVISED PER MARKUPS

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PAGE 11.17.11

Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	n/a	n/a	-/-	n/a	n/a	n/a	n/a	n/a



Sign #	Description
6	13" Pharmacy Pick Up Bldg Letterset w/ Arrow CUSTOM
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8	13" Pharmacy Pick Up Bldg Letterset CUSTOM
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10	Non-Illuminated Directional
11	Non-Illuminated Directional

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Construction Detailer

Jeneé Sotka

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11.07.11

Project Manager

Nicole Burban

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PAGE _____ 11.17.11

Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	14.64	Single	120V/1 - 20A	External	2.5A	Wall Bracket	n/a	n/a

6 7

SQUARE FOOTAGE
'Drive Thru Pharmacy' w/ Arrow = 14.64 SQ.FT.

Concept Designer
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Date
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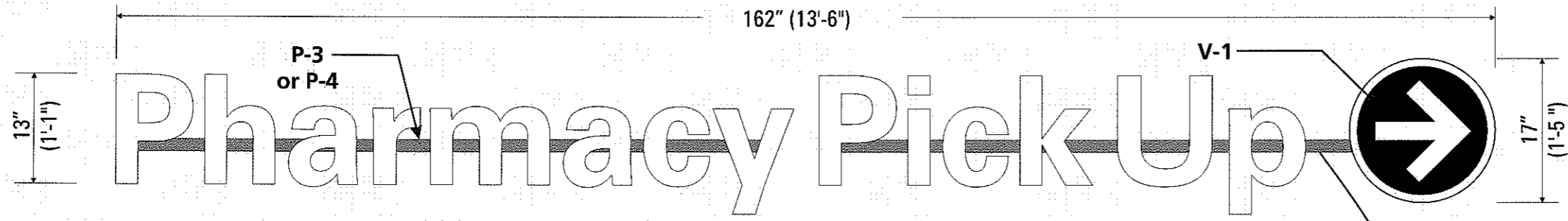
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Construction Detailer
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Project Manager
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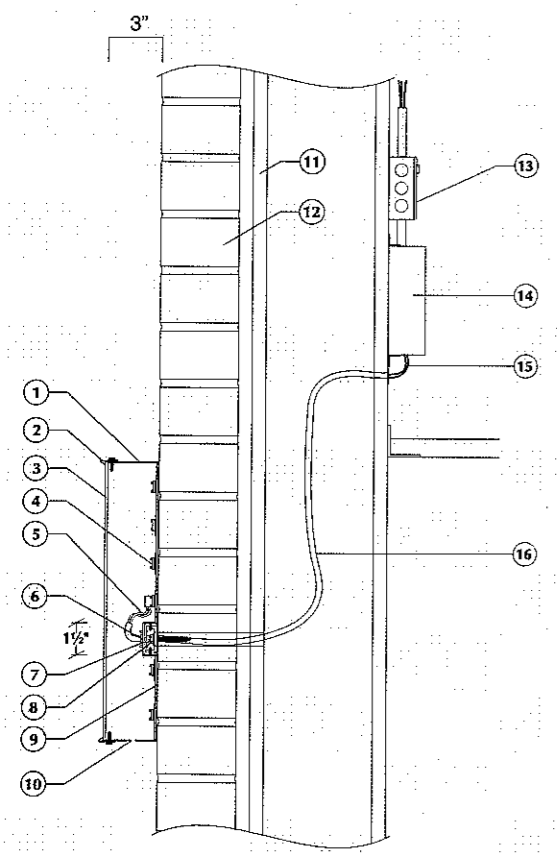


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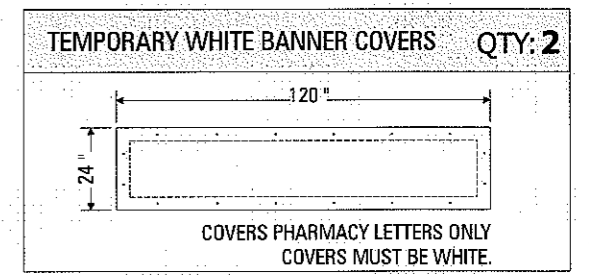


#'s	MATERIAL LIST
1	3" x .040 pre-finished Blue/White aluminum letter coil letter locked to aluminum letter backs.
2	1" Blue jewelite trim cap
3	.125 #2447 White plex faces
4	Sloan Mini White LED's siliconed to letter backs
5	Low voltage wiring from power supply.
6	Pre-drilled electrical hole w/plastic grommet.
7	1" x 2" x 1/8" Aluminum Raceway.
8	Masonry fasteners (min. 3 per raceway).
9	.063 pre-finished black/white aluminum backs
10	1/4" Weep holes at low points of letters.
11	Sheathing by others.
12	Building facade. CMU - Brick. Typ.
13	4" x 4" Handy Box with Switch
14	#12 THHN primary wire
15	Power supply remotely located (120volt circuit requ'd.)
16	High voltage rated flexible wire sleeve.

Wireways
Fabricated .080" aluminum which is flush with the back of the channel letters.
Raceway passes thru the letters.
Paint Qty(1) P-3
Paint Qty(1) P-4
See following page for fabrication details

Access to rear of facade to be by others
Note: All penetrations to be sealed with BIOSTOP 500+ Intumescent Firestop Sealant to meet NEC #300.21, ASTM #E814, UL #1479 and UL #2079 standards.

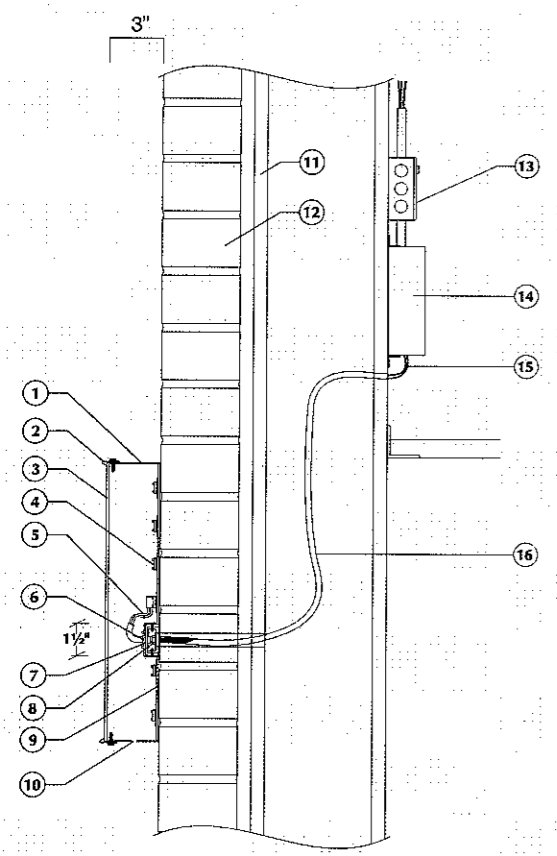
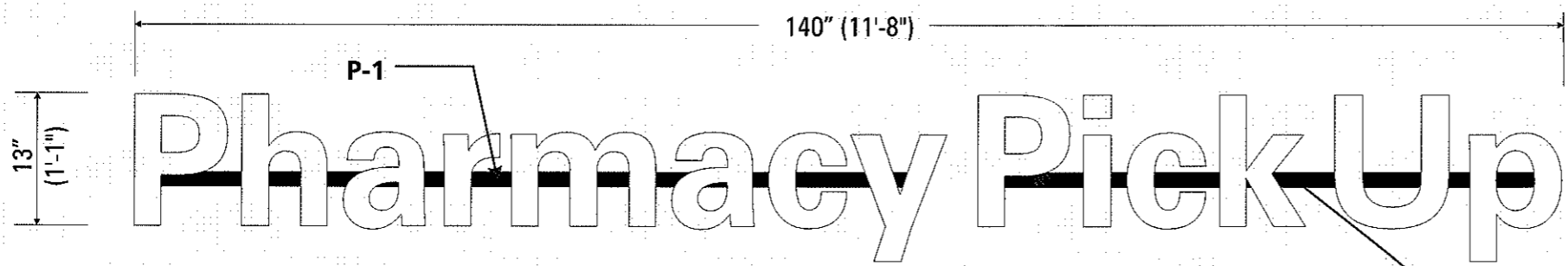
- Finishes**
- Paint**
- P-1 MP33577 Sapphire Blue
 - P-2 MP42-202 White
 - P-3 ICI-DULUX PAINTS #271 MOCHA MUAVE
 - P-4 ICI-DULUX PAINTS #327 NUTRIA
- Vinyl**
- V-1 Arlon 2500-2870 Blue



Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	12.64	Single	120V/1 - 20A	External	2.5A	Wall Bracket	n/a	n/a

8

SQUARE FOOTAGE
'Drive Thru Pharmacy' w/o Arrow = 12.64 SQ.FT.



#'s	MATERIAL LIST
1	3" x .040 pre-finished Blue/White aluminum letter coil letter locked to aluminum letter backs.
2	1" Blue jewelite trim cap
3	.125 #2447 White plex faces
4	Sloan Mini White LED's siliconed to letter backs
5	Low voltage wiring from power supply.
6	Pre-drilled electrical hole w/plastic grommet.
7	1" x 2" x 1/8" Aluminum Raceway.
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10	1/4" Weep holes at low points of letters.
11	Sheathing by others.
12	Building facade. Aluminum Panels. Typ.
13	4" x 4" Handy Box with Switch
14	#12 THHN primary wire
15	Power supply remotely located (120volt circuit requ'd.)
16	High voltage rated flexible wire sleeve.

Wireways
Fabricated .080 aluminum which is flush with the back of the channel letters.
Raceway passes thru the letters.
Painted P-1.
See following page for fabrication details

Access to rear of facade to be by others.
Note: All penetrations to be sealed with BIOSTOP 500+ Intumescent Firestop Sealant to meet NEC #300.21, ASTM #E814, UL #1479 and UL #2079 standards.

Concept Designer

Date

Sales

File Location

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Construction Detailer

Jeneé Sotka

Reviewed By:

Date

11.07.11

Project Manager

Nicole Burban

Revision Notes

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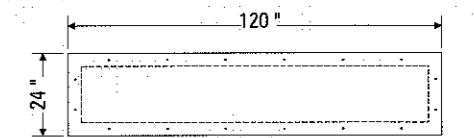
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Finishes

Paint
P-1 MP33577 Sapphire Blue

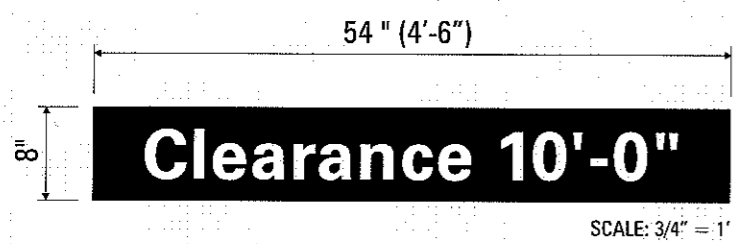
TEMPORARY WHITE BANNER COVERS QTY: 1



COVERS PHARMACY LETTERS ONLY
COVERS MUST BE WHITE.

Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	n/a	n/a	-/-	n/a	TBD	Wall Bracket	n/a	n/a

NON-ILLUMINATED DT CANOPY SIGNS		QTY: 1 Each	
9a	54" (4'-6") Clearance 10'-0"	Scale 3/8" = 1'	
		3 SQ FT	
9b	27" (2'-3") Pick Up	9c	27" (2'-3") Drop Off
1.5 SQ FT		1.5 SQ FT	
9d	27" (2'-3") Exit Only	9e	18" EXIT ONLY
1.5 SQ FT		2.25 SQ FT	

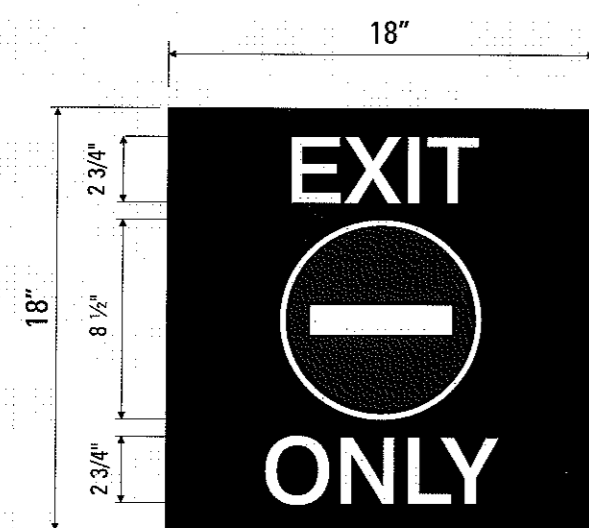


Panel
.125 Flat aluminum, paint GripGuard Blue TM Calon II 2870, semi gloss finish. P-1

Copy
Scotchlite Reflective White vinyl 480-10. V-3

Facade
Aluminum Panels Typ.

Mounting
(4) 8x3 Flat Head Color Matched Galvanized Deck Screws To Be Used In Conjunction w/ Silicone



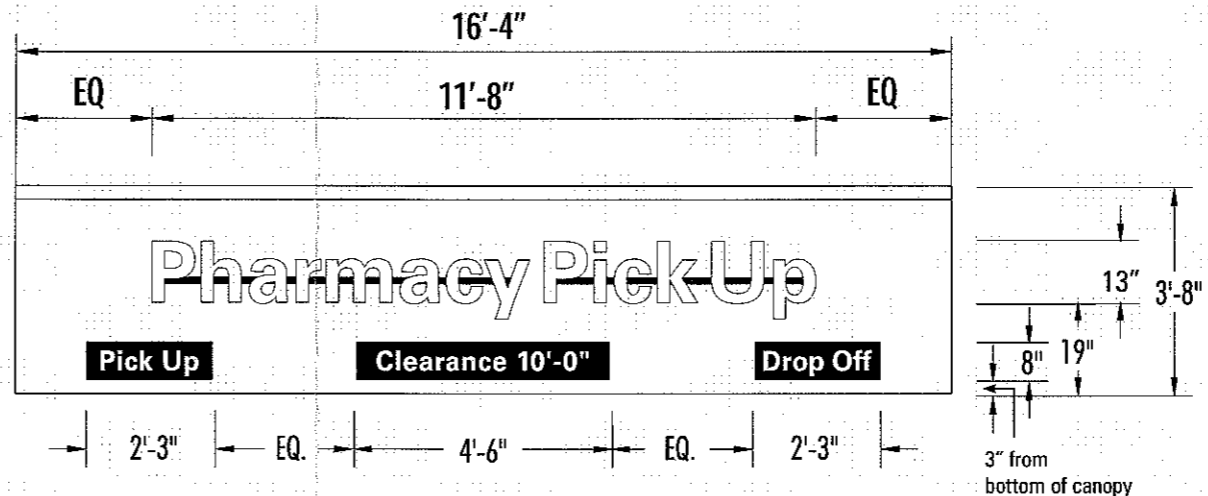
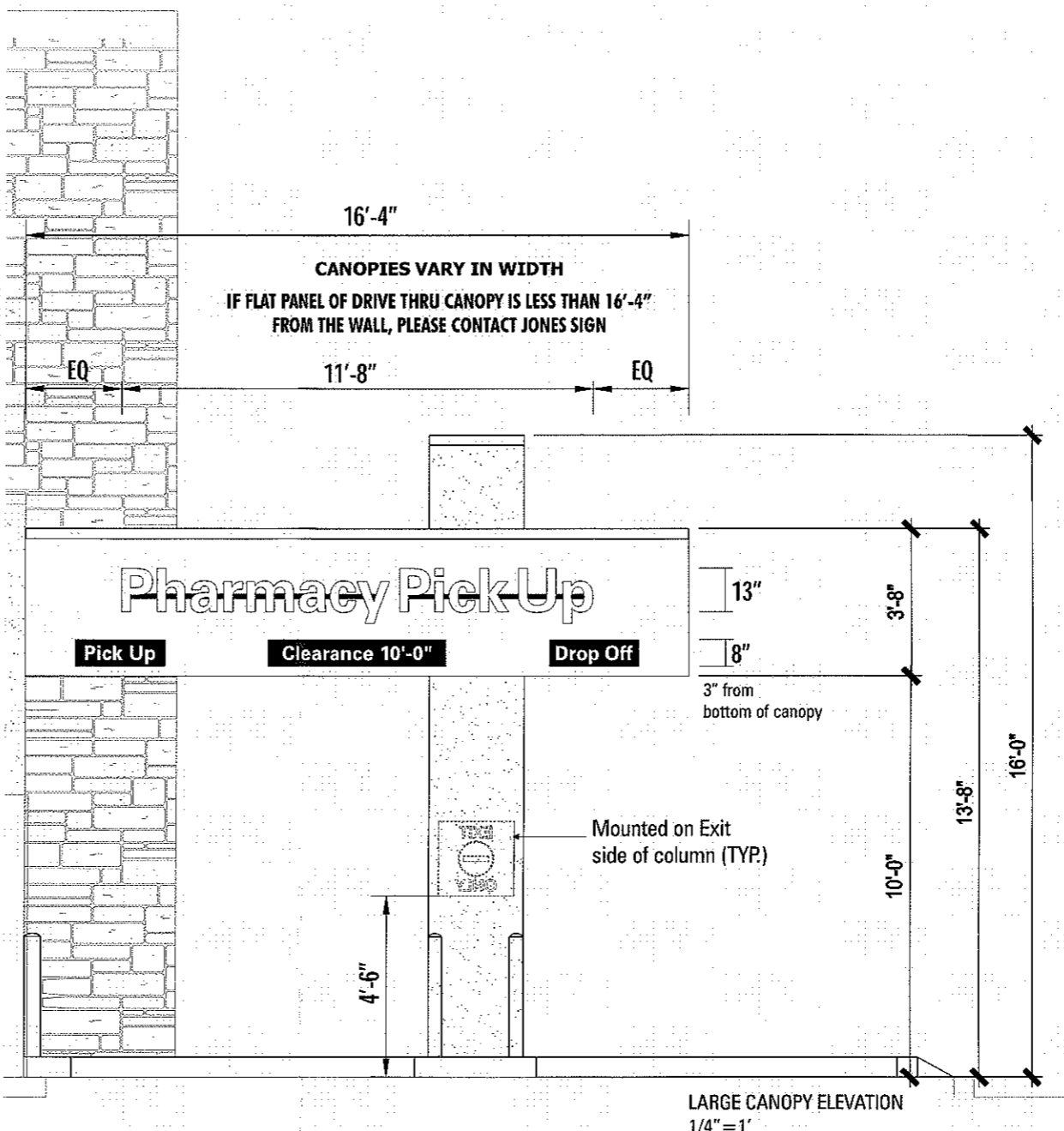
SF Traffic Control Sign
Bkgd .125 Alum., paint GripGuard Blue TM Calon II 2870 (front and back). Semi gloss finish. P-1

Copy
Scotchlite Reflective White vinyl 3M 480-10. V-2

Symbol
Red Reflect vinyl 3M 480-82 w/White Reflective vinyl detail 3M 480-10. V-3

Facade
CMU - Brick Typ.

SCALE: 1 1/2" = 1'



IF FLAT PANEL OF DRIVE THRU CANOPY IS LESS THAN 16'-4" FROM THE WALL TO WHERE THE RADIUS BEGINS, PLEASE CONTACT JONES SIGN

SMALL CANOPY ELEVATION
NTS

Concept Designer
-

Date
-

Sales
-

File Location
K:\Design\National Accounts\Rite Aid Signs\Palm Springs, CA\85434_1.rvt

Construction Detailer
Jeneé Sotka

Reviewed By:
-

Date
11.07.11

Project Manager
Nicole Burban

Revision Notes

11.14.11 JS REVISED 'PHARMACY PICK UP'

11.17.11 JS REVISED PER MARKUPS

This Drawing Last Updated on:
PAGE 11.17.11

Finishes

Paint

P-1 MP33577 Sapphire Blue

Vinyl

V-1 Arlon 280-10 White

V-2 280-10 White Reflective

V-3 280-72 Red Reflective

Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	4	Double	n/a	n/a	n/a	Weld	Direct Embed	Caisson

Concept Designer

-

Date

-

Sales

-

File Location

K:\Design\National Accounts\Rite Aid\Sites\Palm Springs, CA\85434_1.rvt

Construction Detailer

Jeneé Sotka

Reviewed By:

-

Date

11.07.11

Project Manager

Nicole Burban

Revision Notes

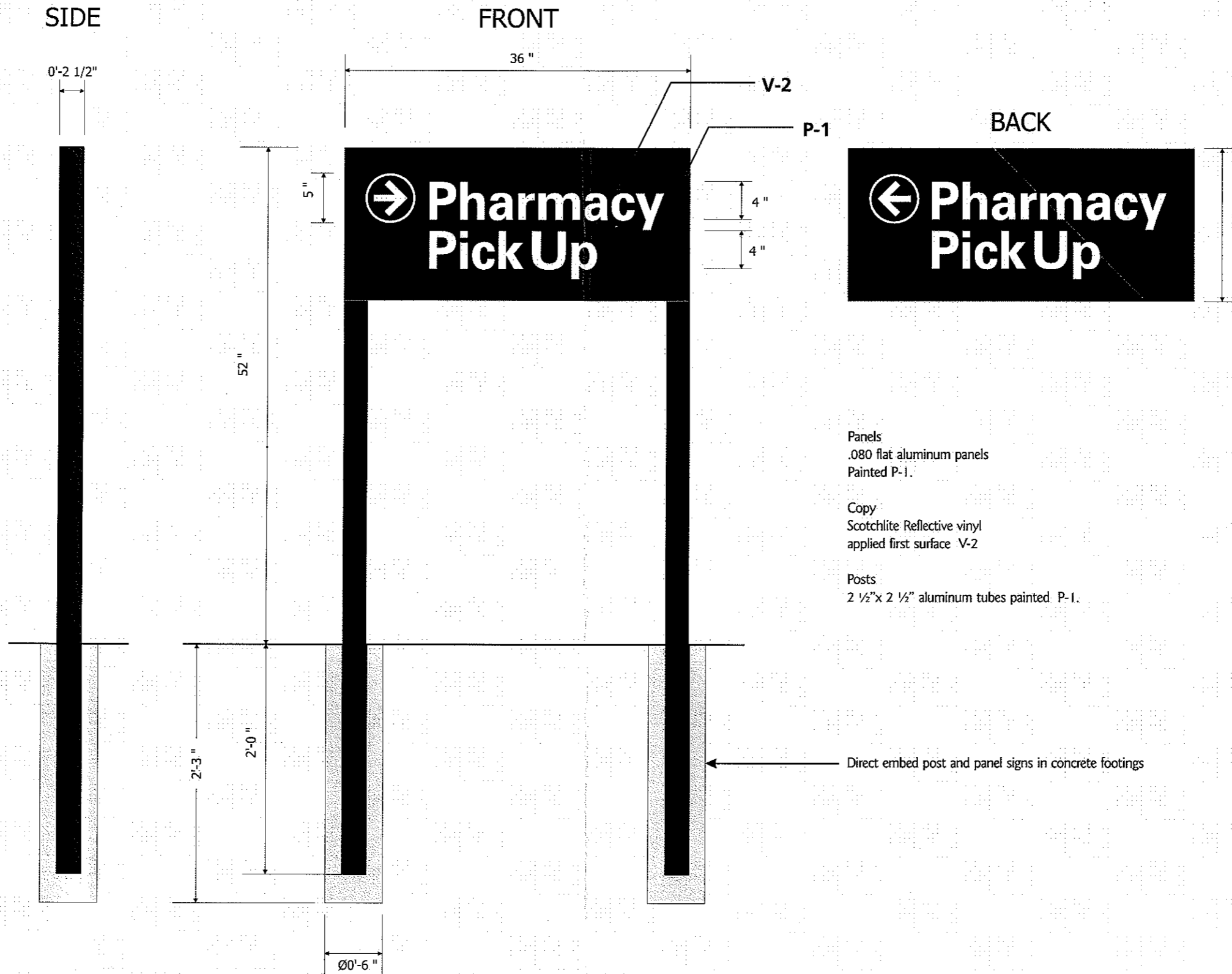
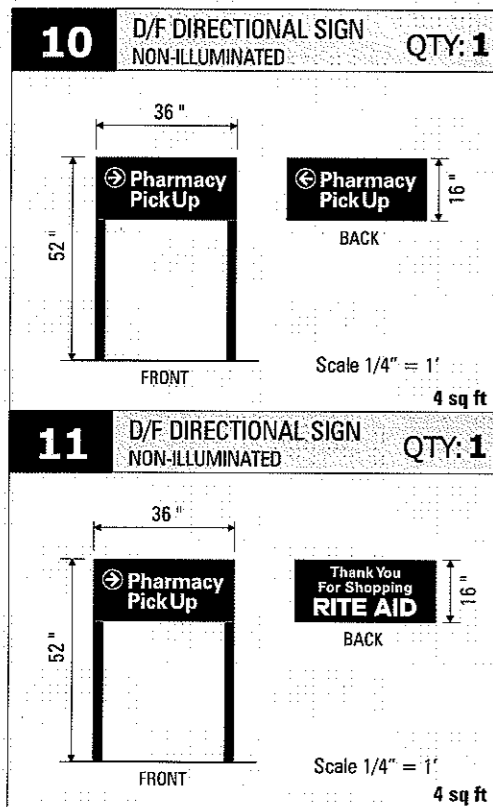
- 11.14.11 JS REVISED 'PHARMACY PICK UP'
- 11.17.11 JS REVISED PER MARKUPS

This Drawing Last Updated on:

PAGE 11.17.11

Finishes

Paint
P-1 MP33577 Sapphire Blue
Vinyl
V-2 280-10 White Reflective

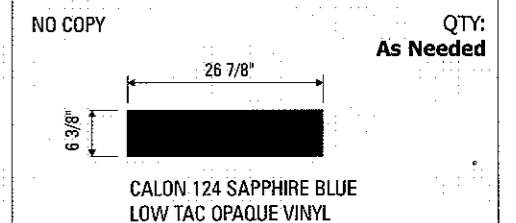


Panels
.080 flat aluminum panels
Painted P-1.

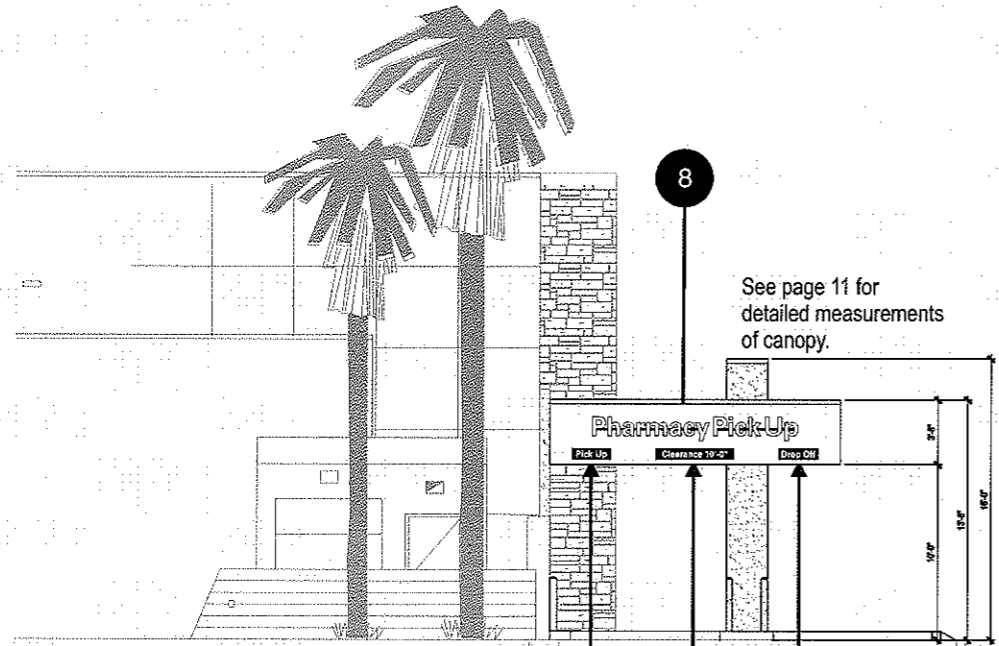
Copy
Scotchlite Reflective vinyl
applied first surface V-2

Posts
2 1/2" x 2 1/2" aluminum tubes painted P-1.

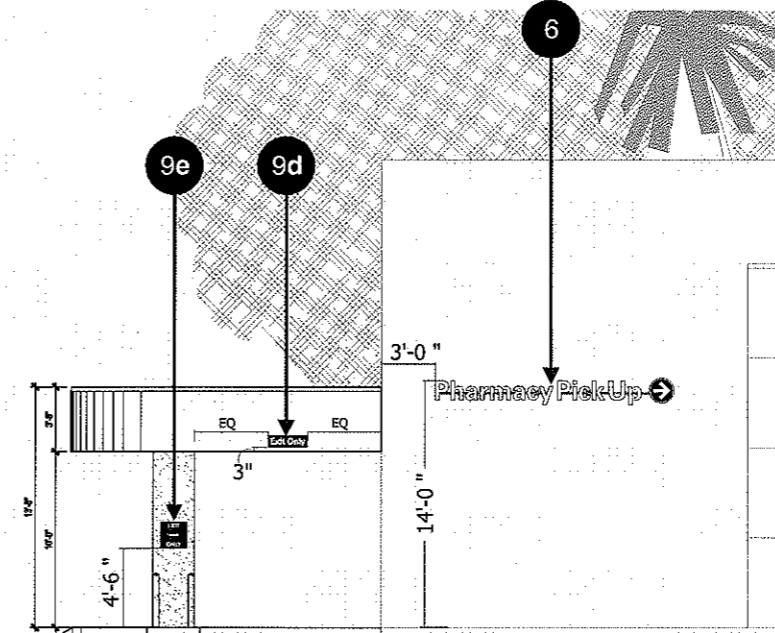
TEMPORARY VINYL COVERS



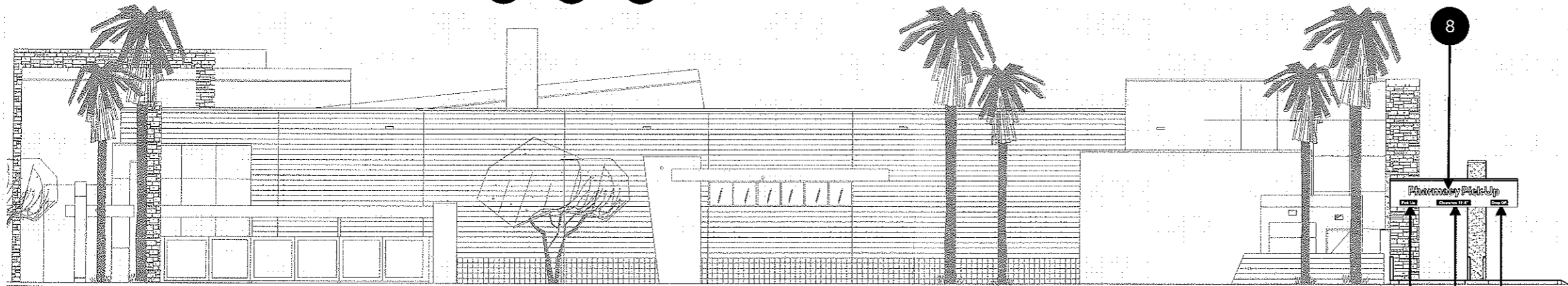
Quality Grade	Square Footage	Face	Voltage/ Circuit	Lighting	Amps	Mounting	Pole Anchoring	Footing
2 - Commercial	n/a	n/a	-/-	n/a	n/a	n/a	n/a	n/a



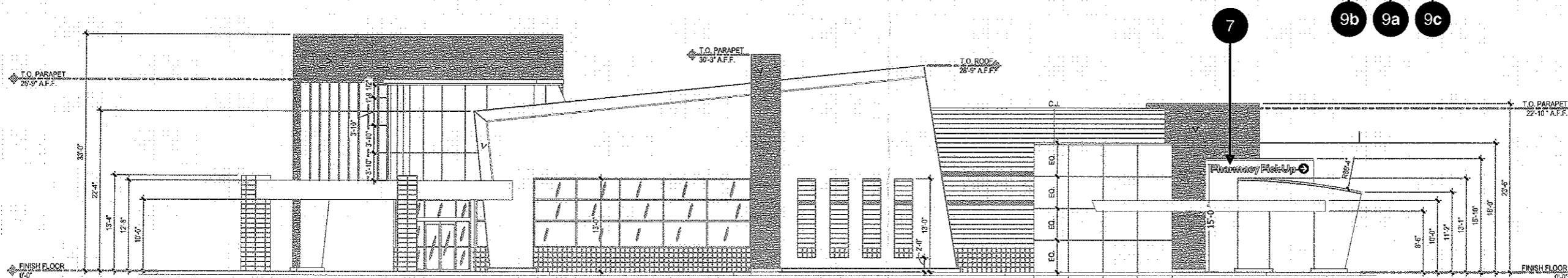
Exterior Elevation - Short Side Rear
3/32"=1'-0"



Exterior Elevation - Long Side Front
3/32"=1'-0"



Exterior Elevation - Long Side Rear
1/16"=1'-0"



Exterior Elevation - Short Side Front
1/16"=1'-0"

Concept Designer

Date

Sales

File Location

(K:\Design\National Accounts\Rite Aid\Sites\Palm Springs, CA\85434_1.rvt)

Construction Detailer

Jeneé Sotka

Reviewed By:

Date

11.07.11

Project Manager

Nicole Burban

Revision Notes

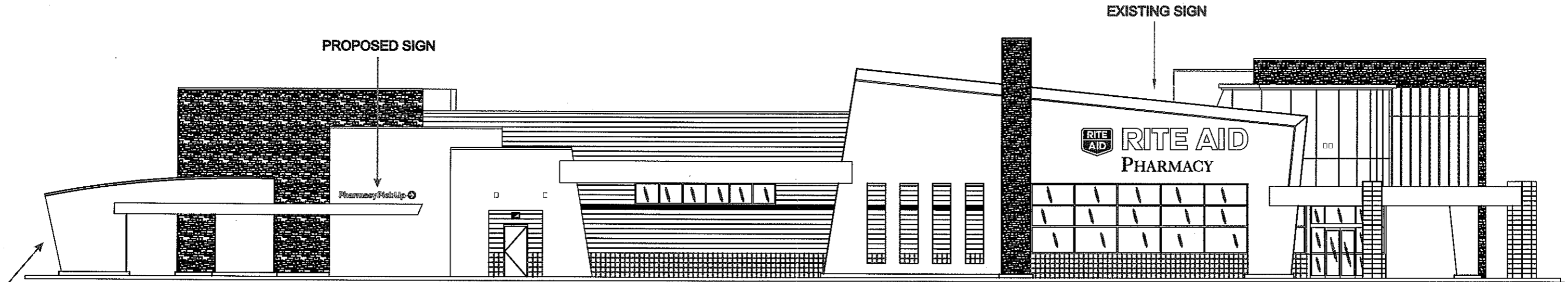
- 11.14.11 JS REVISED 'PHARMACY PICK UP'
- 11.17.11 JS REVISED PER MARKUPS

This Drawing Last Updated on:

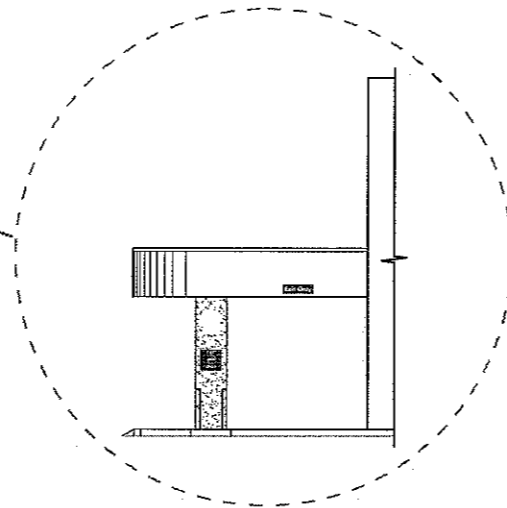
PAGE 11.17.11



BUILDING ELEVATIONS

EXTERIOR ELEVATION - LONG SIDE FRONT



BEHIND WALL



 1711 Scheuring Road De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonesign.com	 111 Sunrise Way Palm Springs, CA 92262
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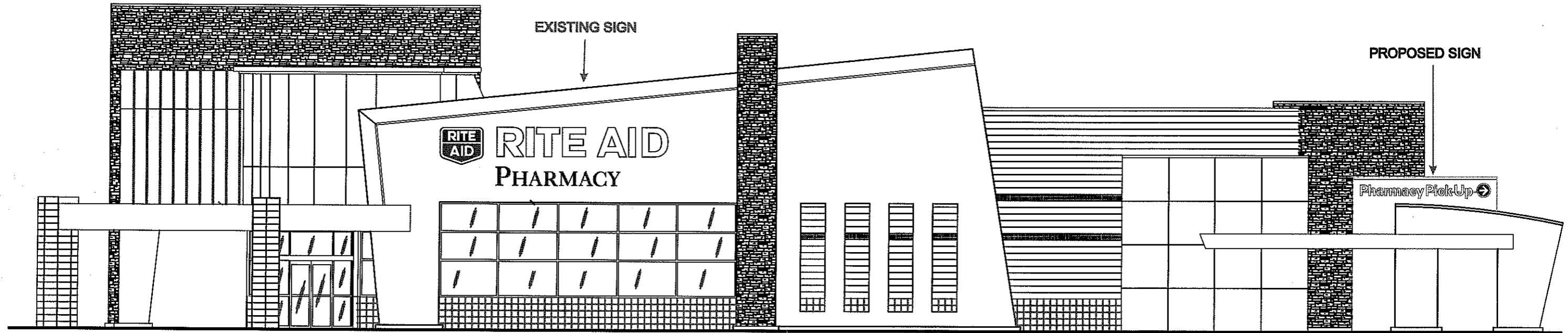
RECEIVED

DEC 29 2011

PLANNING SERVICES
NEADOTICAL

BUILDING ELEVATIONS

EXTERIOR ELEVATION - SHORT SIDE FRONT





 1711 Scheuring Road De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonesign.com	 111 Sunrise Way Palm Springs, CA 92262
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ILLUSTRATION BY JONES SIGN

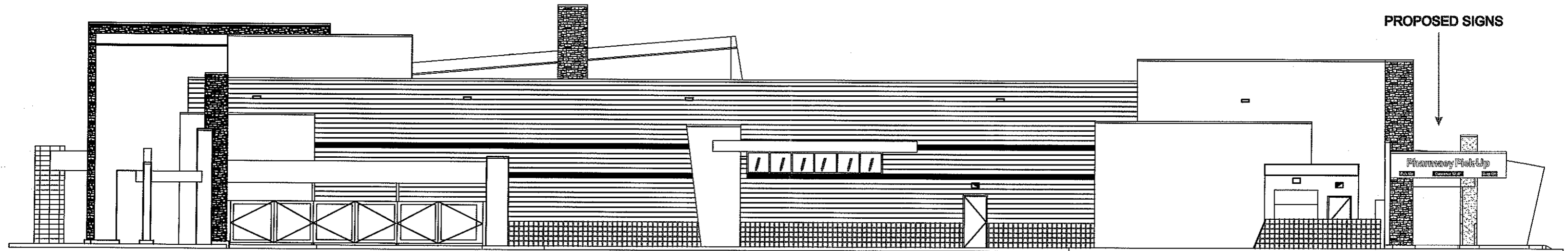
RECEIVED



DEC 29 2011


PLANNING SERVICES
DEPARTMENT

BUILDING ELEVATIONS

EXTERIOR ELEVATION - LONG SIDE REAR



 1711 Scheuring Road De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonessign.com	 111 Sunrise Way Palm Springs, CA 92262
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RECEIVED

DEC 29 2011

PLANNING SERVICES
REGISTRATION

David Newell

From: Sergio Meiron [sergio@imagesystemssigns.com]
Sent: Thursday, December 29, 2011 3:48 PM
To: David Newell
Subject: Re: Palm Springs Planning Case SP 10-006 AMEND - Rite Aid Drive-thru Signage

David,

Following below is a better explanation for the additional signs:

The illuminated Pharmacy Pick Up wall signs are for the main purpose of directing traffic safely to the drive thru at the site.

The signs are located on the building so traffic can be directed safely around the building directing customers where to go to get to the drive-thru so there is no confusing.

It is a large building so the signs are used to show the correct way around the building to enter the drive-thru.

They will be easily seen and recognized so the customer is aware on how to proceed to the pharmacy drive-thru.

The signs are used to avoid any accidents in the parking lot and for safety for all customers.

The signage will be in good taste consistent on the building elevations, pleasing to the eye, architecturally flowing and on the exterior wall of the building.

The request for these drive thru/directional signs is being requested to better suit the public in way finding, which affects safety for the community as a whole. These signs are for the purpose of directing traffic safely thru the drive thru at the site.

Five (5) of the signs are small, non-illuminated signs installed over the drive thru canopy used to have traffic flow easily and carefully so there is no confusion as how to enter or exit the drive thru.

The clearance sign will let customers know that if they are in a large vehicle that it may not fit thru the drive thru and they should not enter it or may cause damage.

These signs are not for advertising but are used for liability and safety reasons.

These signs will be placed in a location that will not be vision issues but rather will aid the traveling consumer.

The 4 Sq. Ft Drive Thru Pharmacy non-illuminated directional signs are for the purpose of directing traffic safely thru the parking lot.

The property has multiple frontages with enter/exit areas resulting in a need for identification/way finding signage to direct people on the property safely.

Rite Aid has a standard signage package that allows them to fully represent their corporate identity and also their services to the consumer public.

Rite Aid stores are nationwide, all with the same look/feel that has become their corporate identity.

Thank you.

Sergio Meiron

Image Systems Signs, Inc.
www.ImageSystemsUSA.com
Sergio@ImageSystemsSigns.com
T: 323.931.6630
F: 323.931.8004
M: 323.864.1800

On Thu, Dec 29, 2011 at 10:35 AM, David Newell <David.Newell@palmsprings-ca.gov> wrote:

Sergio,

As you are aware, the Architectural Advisory Committee recommended approval of the subject project with the following conditions:

1. Sign Numbers 6, 7 and 11 to be omitted from plan;
2. Sign Number 8 to have a maximum letter height of twelve inches.

12/29/2011

Do you accept all or part of this recommendation? If so, when can I expect the revised exhibits that reflect these changes?

David A. Newell

Associate Planner

City of Palm Springs

3200 E. Tahquitz Canyon Way

P.O. Box 2743

Palm Springs, CA 92263-2743

Office: (760) 323-8245 Fax: (760) 322-8360