





CITY OF PALM SPRINGS  
DEPARTMENT OF PLANNING SERVICES

MEMORANDUM

**Date:** February 8, 2012

**To:** Planning Commission

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

**Project Planner:** David A. Newell, Associate Planner 

**Subject:** SP 10-006 AMEND – A request by Rite Aid for a sign program amendment to install directional signage at the commercial complex located at the southwest corner of Sunrise Way and Tahquitz Canyon Way (111 South Sunrise Way)

On January 11, 2012, the Planning Commission reviewed and continued a sign program amendment to allow directional signage at the existing Rite Aid pharmacy located at 111 South Sunrise Way. At that meeting, Commissioners expressed various concerns of the proposed signage, including excessive size, illumination and locations.

The proposed directional signage presented to the Commission on January 11<sup>th</sup> included the following:

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.

Based on the Commission's discussion, the applicant has revised the proposal by modifying Sign Nos. 6, 7 & 8 and eliminating Sign Nos. 10 and 11. See the revised table of proposed signage below.

Sign No.	Description	Size
6	"Pharmacy Pick Up →" LED <b>Non-illuminated</b>	<b>5</b> sq. ft.
7	"Pharmacy Pick Up →" LED <b>Non-illuminated</b>	<b>5</b> sq. ft.
8	"Pharmacy Pick Up" LED illuminated	<b>11</b> 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.

The bold items in the table above emphasize the modifications made to the previous proposal. Sign Nos. 6 and 7 have been reduced in size and are no longer proposed to be illuminated. Sign No. 8 has been reduced in size to a letter height of twelve inches as recommended by the Architectural Advisory Committee on December 27, 2011.

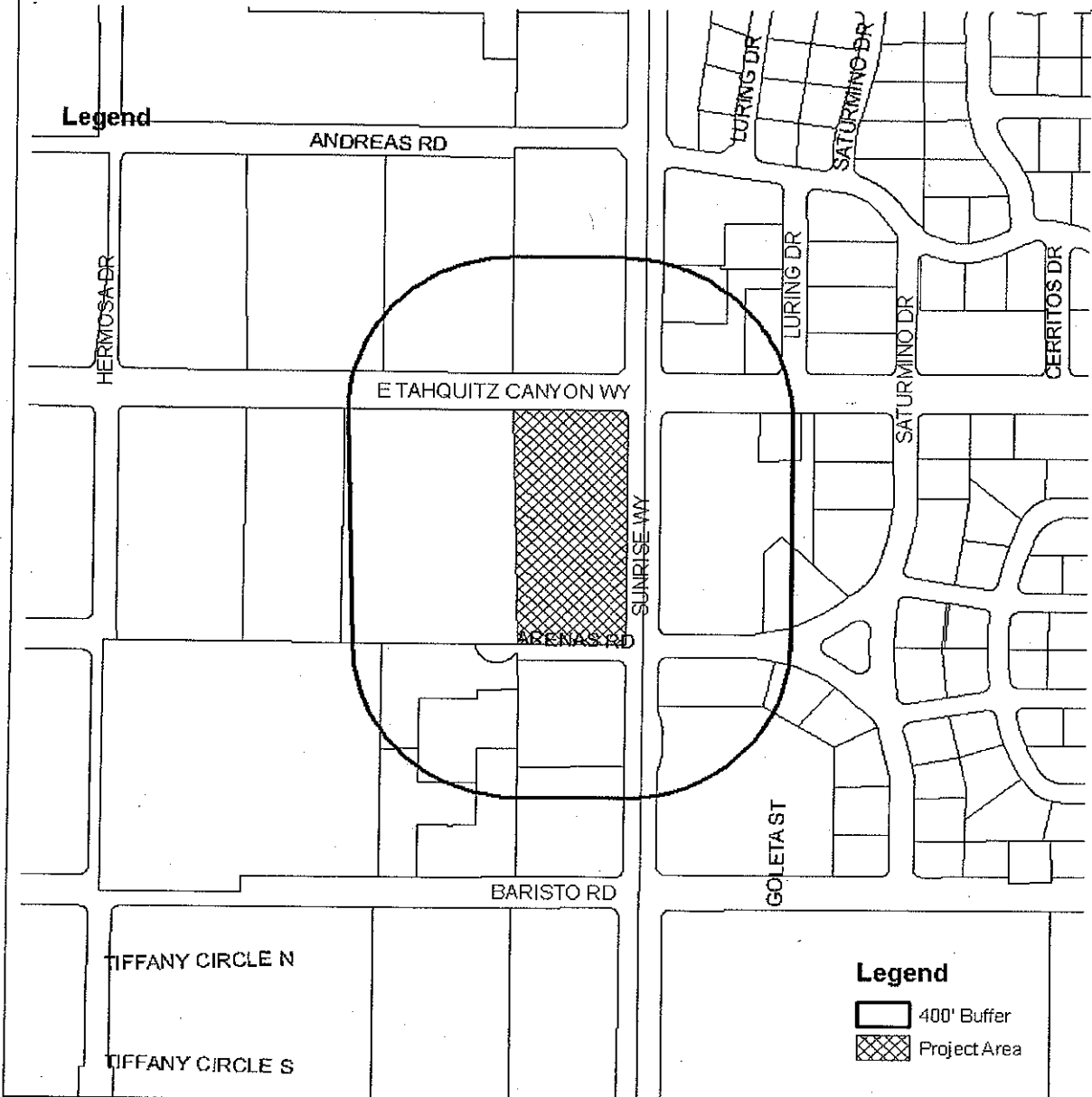
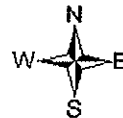
Based on these revisions, staff recommends that the Planning Commission approve the proposed amendment. A draft resolution has been attached to this report.

Attachment:

1. 400' Radius Map
2. Draft Resolution
3. Revised Sign Program Amendment
4. Planning Commission Staff Report, January 11, 2012



# Department of Planning Services Vicinity Map



## CITY OF PALM SPRINGS

<p><b>CASE NO:</b> SP 10-006 AMEND</p>	<p><b>DESCRIPTION:</b> 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)</p>
<p><b>APPLICANT:</b> Rite Aid</p>	

## 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, and February 8, 2012, a public meeting on the application for review 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 Categorical 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 Categorical 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 10-006 AMEND, a sign program amendment to allow directional signage on the northerly 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.

ADOPTED this 8<sup>th</sup> day of February 2012.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

NOES:

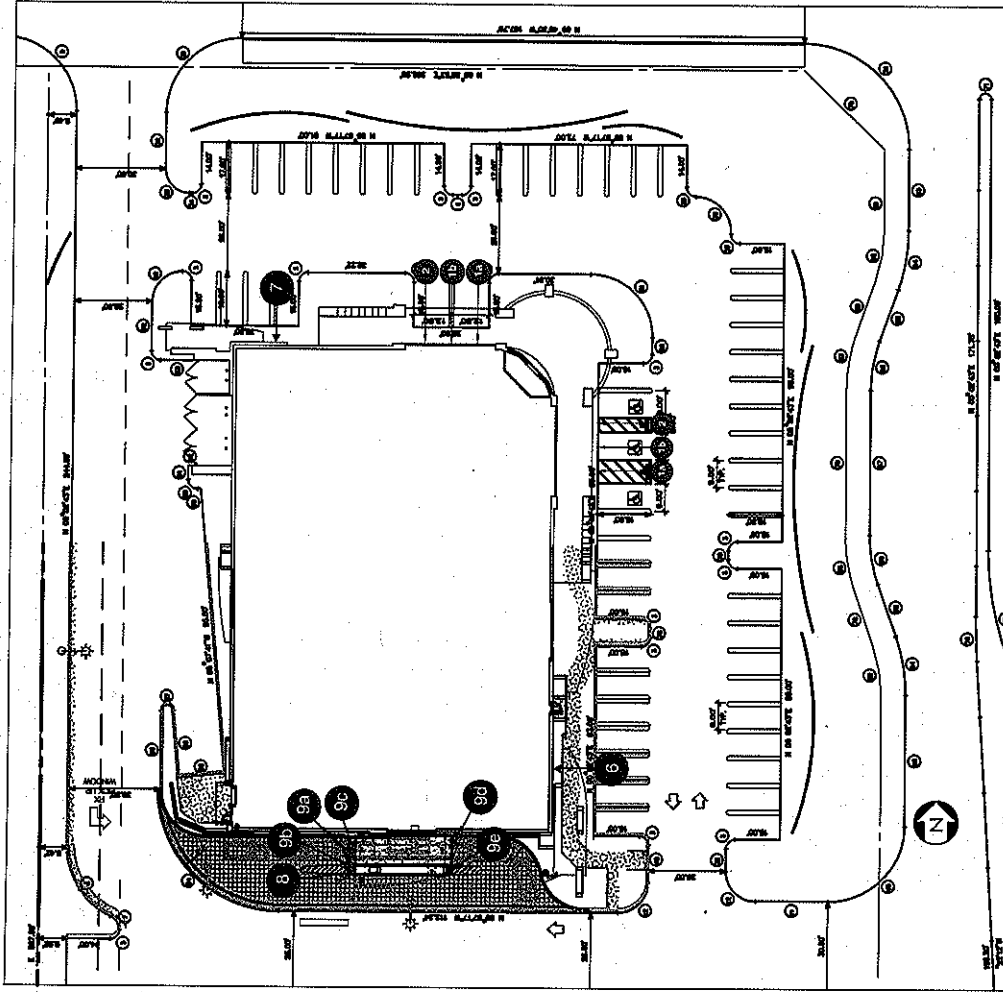
ABSENT:

ABSTAIN:

---

Craig A. Ewing, AICP  
Director of Planning Services

# SITE PLAN




## PROPOSED SIGNS


Sign #	Description
6	9" Pharmacy Pick Up Bldg Letterset w/ Arrow CUSTOM
7	9" Pharmacy Pick Up Bldg Letterset w/ Arrow CUSTOM
8	12" Pharmacy Pick Up Bldg Letterset CUSTOM
9a	8" Non-illum. Clearance 10 Feet
9b	8" Non-illum. Pickup
9c	8" Non-illum. Drop-off
9d	8" Non-illum. Exit Only
9e	18" Non-illum. Exit Only

## 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



1711 Shearung Road  
De Pere, WI 54115  
Tel: 920-983-9700 Fax: 920-983-9145  
www.jonesign.com




111 Sunniss Way  
Palm Springs, CA 92262






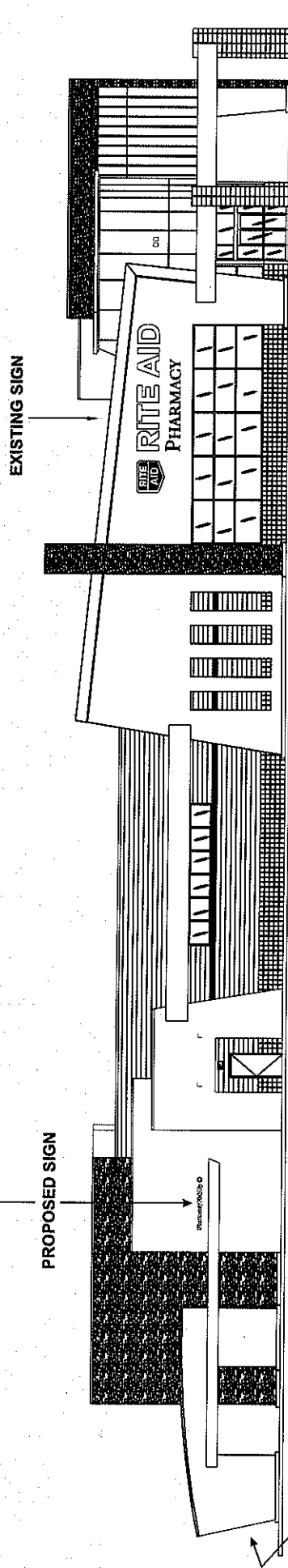
**PAGE 1 OF 5**

**BUILDING ELEVATION**  
EXTERIOR ELEVATION - LONG SIDE FRONT

**6** BUILDING DIRECTIONAL LETTERSETS w/ ARROW - NON LIT QTY: 2  
5sf

85 3/4" 

**6** Pharmacy PickUp 




BEHIND WALL

SIGNS 8 & 9  
DETAILS  
PAGE 4

PROPOSED SIGN

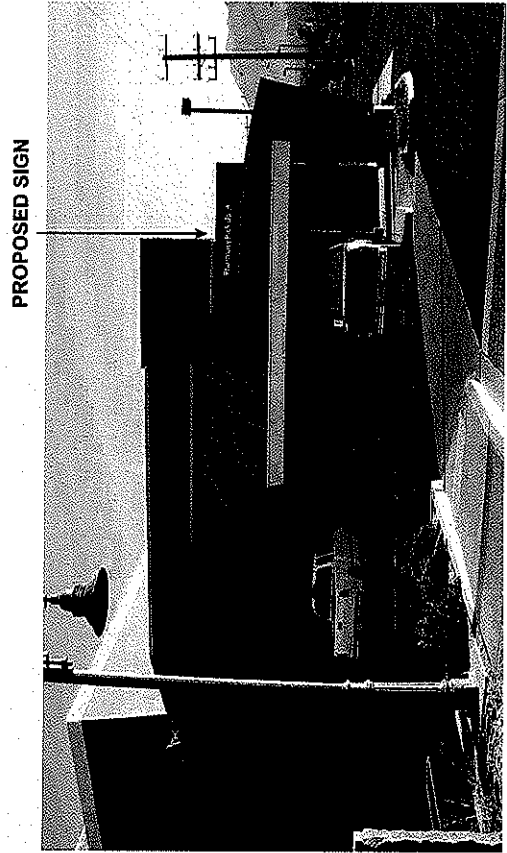
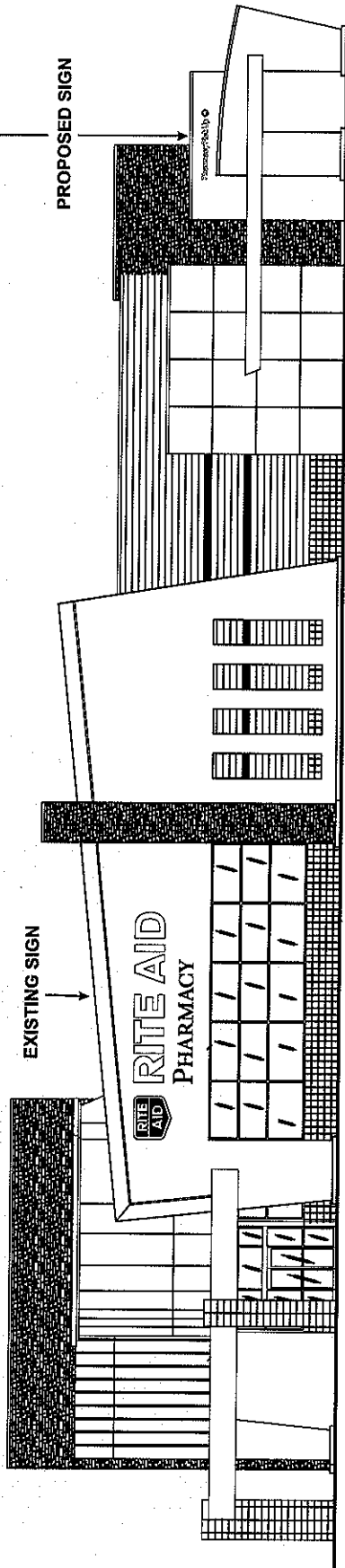


<p><b>JONES SIGN</b> 1711 Scheuring Road De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonesign.com</p>	<p> 111 Sunrise Way Palm Springs, CA 92262</p>
<p>PAGE 2 OF 5</p>	

**BUILDING ELEVATION**  
EXTERIOR ELEVATION - SHORT SIDE FRONT

7 BUILDING DIRECTIONAL LETTERSETS W/ ARROW - NON LIT QTY: 2  
85% 5sf

6 7/8

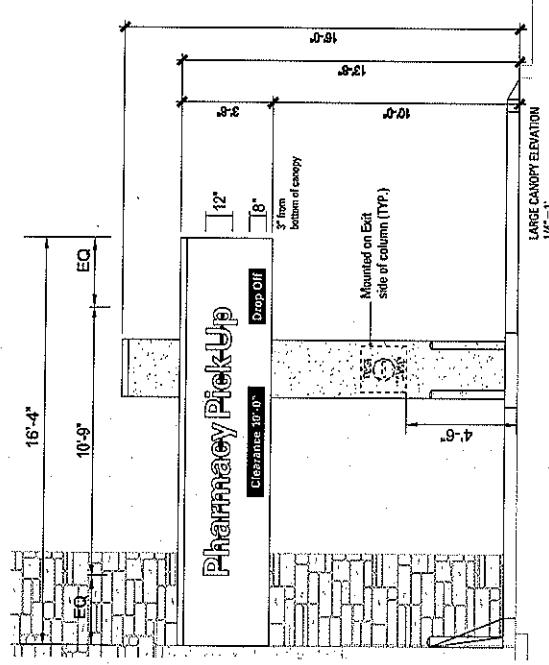
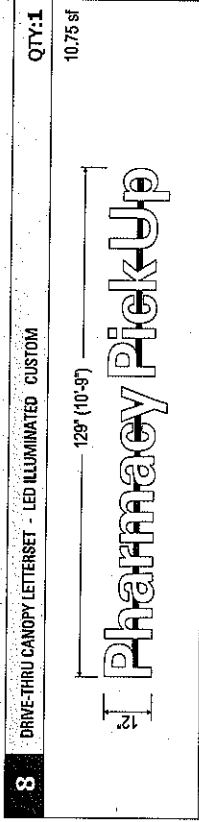


<p><b>JONES SIGN</b> 1711 Scheuring Road De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonesign.com</p>	<p><b>RITE AID</b> 111 Sunrise Way Palm Springs, CA 92262</p>
<p>PAGE 3 OF 5</p>	

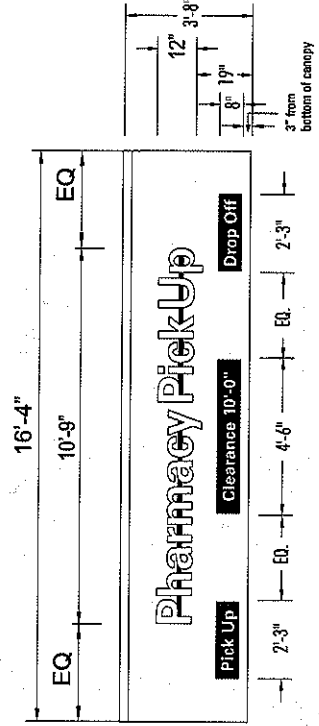


**CANOPY SIGNS**

NON-ILLUMINATED DT CANOPY SIGNS	QTY: 1 Each
<p><b>9a</b> 3.0 SQ FT</p> <p>54" (4'-6")</p> <p>Clearance 10'-0"</p>	
<p><b>9b</b> 1.5 SQ FT</p> <p>27" (2'-3")</p> <p>Pick Up</p>	<p><b>9c</b> 1.5 SQ FT</p> <p>27" (2'-3")</p> <p>Drop Off</p>
<p><b>9d</b> 1.5 SQ FT</p> <p>27" (2'-3")</p> <p>Exit Only</p>	<p><b>9e</b> 2.25 SQ FT</p> <p>18"</p> <p>EXIT ONLY</p>



**SMALL CANOPY ELEVATION**



<p><b>JONES SIGN</b> 1711 Scheuring Road De Pere, WI 54115 Tel: 920-983-6700 Fax: 920-983-9145 www.jonesign.com</p>	<p><b>RITE AID</b> 111 Sunbuck Way Palm Springs, CA 92262</p>
<p>DL</p>	<p><b>PAGE 4 OF 5</b></p>

**SIGNS & INSTALLATION DETAILS**

**Clearance 10'-0"**

**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

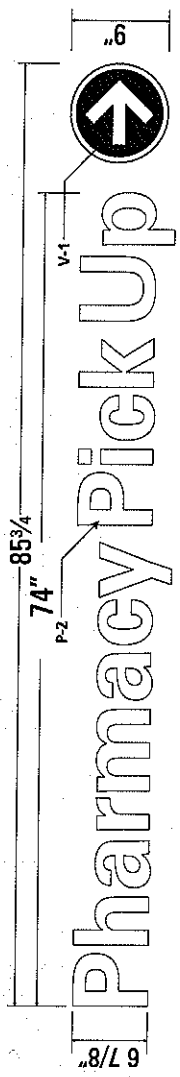
**Symbol**  
 Red Reflect vinyl 3M 480-82  
 w/White Reflective vinyl detail  
 3M 480-10. V-3

**Facade**  
 CMU - Brick Typ.

**JONES SIGN**  
 1711 Scheuring Road De Per, WI 54115  
 Tel: 920-983-6700 Fax: 920-983-9145  
 www.jonesign.com

**RITE AID**  
 111 Sunrise Way  
 Palm Springs, CA 92262

**PAGE 5 OF 5**



Side View



**Faces**  
 .5" Thk Flat Aluminum Painted P-1  
**Mounting**  
 Pin Mount Flush To Wall

**6 7**  
**SQUARE FOOTAGE**  
 'Drive Thru Pharmacy' w/ Arrow = 5 SQ.FT.

**Finishes**  
**Paint**  
 P-2 MP42-202 White  
**Vinyl**  
 V-1 Arlon 2500-2870 Blue

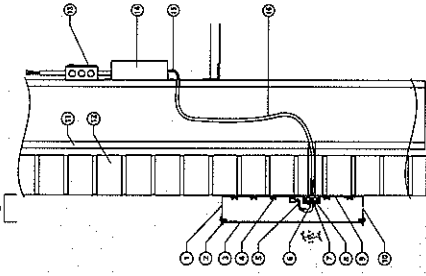
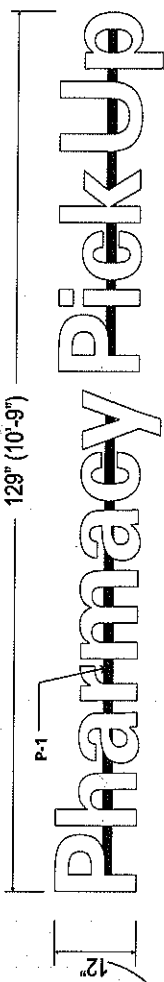
**8**  
**SQUARE FOOTAGE**  
 'Drive Thru Pharmacy' w/o Arrow = 10.75 SQ.FT.

**Finishes**  
**Paint**  
 P-1 MP33577 Sapphire Blue

**Wireways**  
 Fabricated .080 aluminum which is flush with the  
 back of the channel letters.  
 Raceway passes thru the letters.  
 Painted P-1

Access to rear of facade to be by others.  
 Note: All penetrations to be sealed with BIOSTOP 600+  
 Intumescent Firestop Sealant to meet NEC #300.21,  
 ASTM #E814, UL #1479 and UL #2079 standards.

**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



#'s	MATERIAL LIST
1	3' x .040 pre-finished Blue/White aluminum letter coil letter, locked to aluminum letter backs.
2	1" Blue jewellee trim cap
3	.125 #2447 White plex faces
4	Shaan Mini White LED-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, 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.



## 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:

	<b>Land Use</b>	<b>General Plan</b>	<b>Zoning</b>
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.

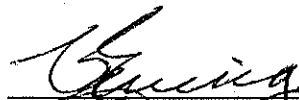
**ENVIRONMENTAL ASSESSMENT:**

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