



## Planning Commission Staff Report

Date: February 22, 2012

Case No.: SP 06-084 AMEND

Type: Sign Program Amendment

Applicant: Lundin Development Co.

Location: 425 South Sunrise Way

APN: 508-110-040, 508-110-059, 508-110-060, 510-110-061,  
508-110-062, 508-110-063 & 508-110-065

General Plan: NCC (Neighborhood / Community Commercial)

Zone: NC (Neighborhood Commercial) by Section 14 Specific Plan

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

Project Planner: David A. Newell, Associate Planner

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### **PROJECT DESCRIPTION:**

A request by Lundin Development Co. for an amendment to an approved sign program for the Ralphs CVS / Pharmacy shopping center located at 425 South Sunrise Way. The proposed amendment includes the replacement of the two monument signs on the existing foundations to allow tenant identification signs in addition to anchor tenant identification.

### **RECOMMENDATION:**

That the Planning Commission approve Case No. SP 06-084 AMEND, to allow an amendment of the approved sign program for the Ralphs CVS / Pharmacy shopping center located at 425 South Sunrise Way.

### **PRIOR ACTIONS:**

On May 14, 2003, the Planning Commission approved a sign program for the shopping center. The sign program allowed individual tenant signs, freestanding complex identification signs and incidental accessory signs.

On December 13, 2006, the Planning Commission reviewed an amendment to the sign program to accommodate the CVS Pharmacy tenant signage on the building and monument signs.

On December 27, 2011, the Architectural Advisory Committee (AAC) reviewed the proposed amendment and restudied the project with the following comments:

1. Propose new monument signs that are in keeping with the same vernacular of the shopping center architecture; or
2. Use way-finding sign within center to direct traffic to tenant locations.

On January 23, 2012, the AAC reviewed the revised sign program amendment and by a vote of 4-3 recommended approval to the Planning Commission, subject to allowing different font types but no logos for the tenant signage on the monument signs.

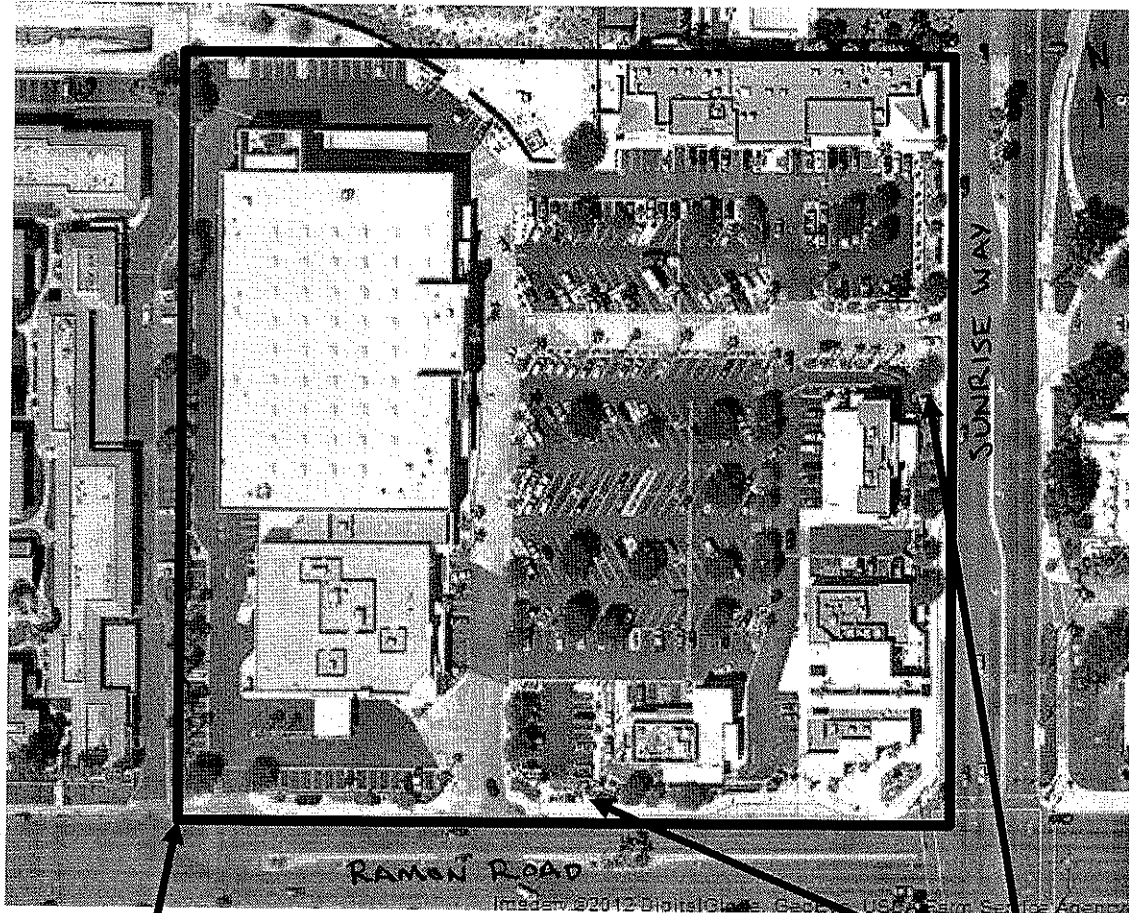
### **BACKGROUND AND SETTING:**

The subject shopping center is located on an eight acre site at the northwesterly corner of Ramon Road and Sunrise Way. The shopping center was constructed in 2003 and is anchored by a grocery store and pharmacy. A mix of smaller retail, restaurant and service tenants are located along both streets and then northerly perimeter.

In 2003, the Planning Commission approved the monument signs with only the "Ralph's" name identified. This decision was appealed to the City Council which overturned the Commission's decision and allowed the center to be named the "Ralph's Sav-On Center". In 2006, the Commission approved an amendment to the sign program to allow the new CVS Pharmacy tenant signage.

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

	<b>Land Use</b>	<b>Zone</b>	<b>General Plan</b>
North	Multi-family Residential & Vacant	HR (Residential High by Section 14 Master Plan)	HDR (High Density Residential)
South	Shopping Complex & Low Density Residential	PD 183 & RMHP (Mobile Home Park)	NCC (Neighborhood / Community Commercial) & MDR (Medium Density Residential)
East	Senior Center & Boys & Girls Club	O (Open Space)	P / QP (Public / Quasi Public)
West	Multi-family Residential	HR	HDR



SHOPPING CENTER SITE

EXISTING MONUMENT SIGNS

**ANALYSIS:**

The proposed amendment is to modify the existing monument signs by enlarging the background cabinets and allowing tenant identification signs below the anchor tenants' identification signs. This will allow any tenant within the center main signage on each monument sign. All other signage in the shopping complex will remain the same.

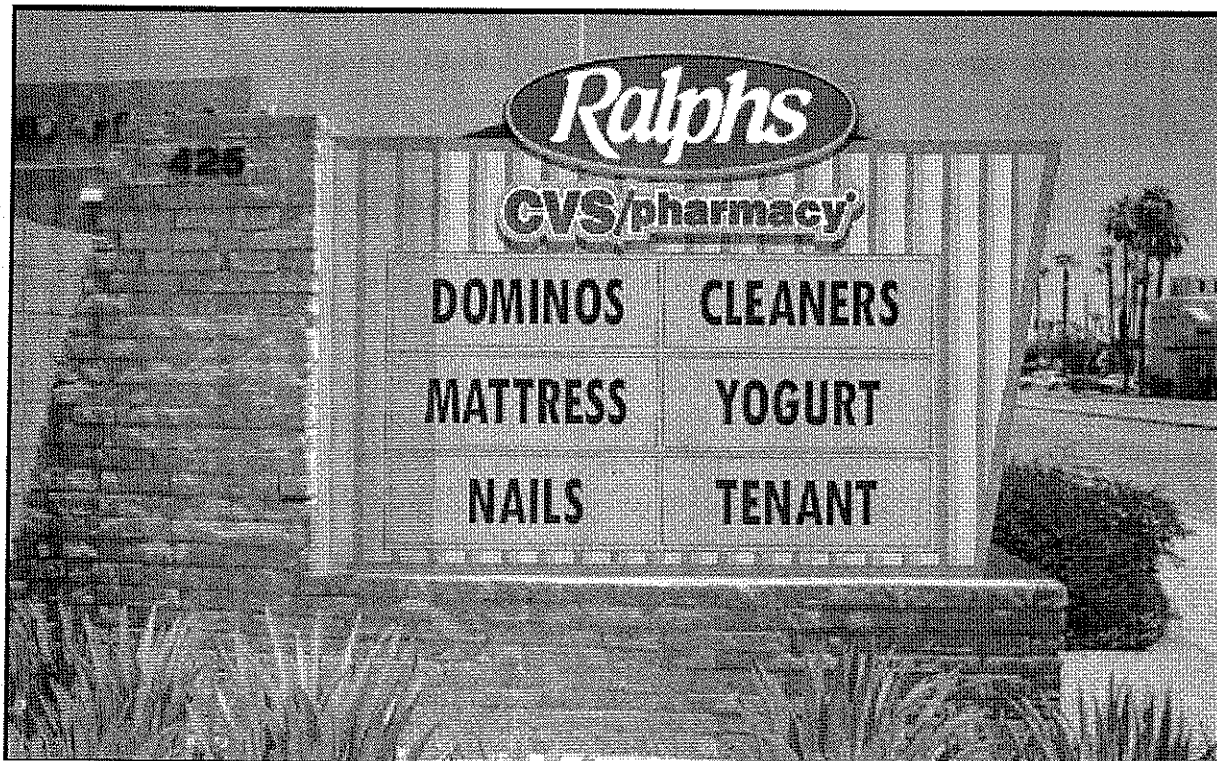
Signs for large-scale commercial centers are allowed based on a center's size. The Zoning Code's threshold for the amount of signage permitted on a monument sign is fifteen acres. Section 93.20.05(C)(3)(a) of the zoning code states,

*In addition to the sign area allowed for individual businesses, commercial and industrial centers in excess of three and one-half (3 1/2) acres of land shall be allowed one (1) identification sign on each street frontage. Such signs shall not extend beyond the property or into the right-of-way and shall be used solely to identify the center. The allowable sign area shall be ten (10) square feet of sign per acre to a maximum area of fifty (50) square feet per face. Signs shall not exceed a maximum height of eight (8) feet. One (1) additional sign may be permitted if the street frontage is*

*greater than, and the signs are separated by a distance of no less than, four hundred fifty (450) feet; if multiple signs are allowed, they shall be located at street intersections or access drives.*

- i. Commercial and industrial centers in excess of fifteen (15) acres of land shall be allowed one (1) identification sign on each street frontage not to exceed one hundred twenty-five (125) square feet per face. Such signs shall not extend beyond the property or into the right-of-way and shall be used solely to identify the center and its anchor stores which individually exceed twenty thousand (20,000) square feet in gross floor area. Signs shall not exceed a maximum height of twelve (12) feet. One (1) additional sign may be permitted if the street frontage is greater than, and the signs are separated by a distance of no less than, five hundred (500) feet; if multiple signs are allowed, they shall be located at street intersections or access drives.*

The shopping center is approximately eight acres in size and would only be permitted two complex identification signs by the code. The proposed monument signs are less than eight feet in height and contain approximately fifty square feet of sign area per side.



**REQUIRED FINDINGS:**

A sign program may be approved which varies from the specific limitations of the sign ordinance. Based on the above analysis, one deviation would be approved as part of this sign program:

1. Allow identification of tenants on center identification monument signs

Section 93.20.05 of the PSZC 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 eight-acre site contains two larger anchor tenants at the rear with a mix of smaller retail, service and restaurant tenants on the street fronts and side property. Various smaller tenants have no street exposure and limited visibility with tree growth within the shopping center. If strict application of the Zoning Code is followed, there would be only limited exposure within the center of individual tenants. Therefore, the proposed amendment will provide adequate visibility to smaller tenants near the street.

- 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 proposes signage adjacent to the Major Thoroughfares (Sunrise Way and Ramon Road), which allows easy identification of various tenants to vehicular traffic. The proposed signage will allow three-square foot tenant signs on up to six uniform locations on each side of the monument signs, while maintaining the maximum center identification sign area of fifty square feet per side. Furthermore, the Architectural Advisory Committee reviewed the amendment and recommended approval. Therefore, the sign program will be effective as well as compatible with the design of the property, while representing the least departure from the standards of the sign ordinance.

- 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:**

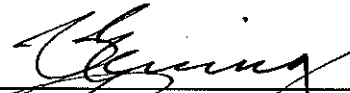
Staff is able to provide a favorable recommendation for the required findings and the Architectural Advisory Committee recommended approval of the project. Therefore, staff is recommending approval of the proposed sign program, Case SP 06-084 AMEND.

**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



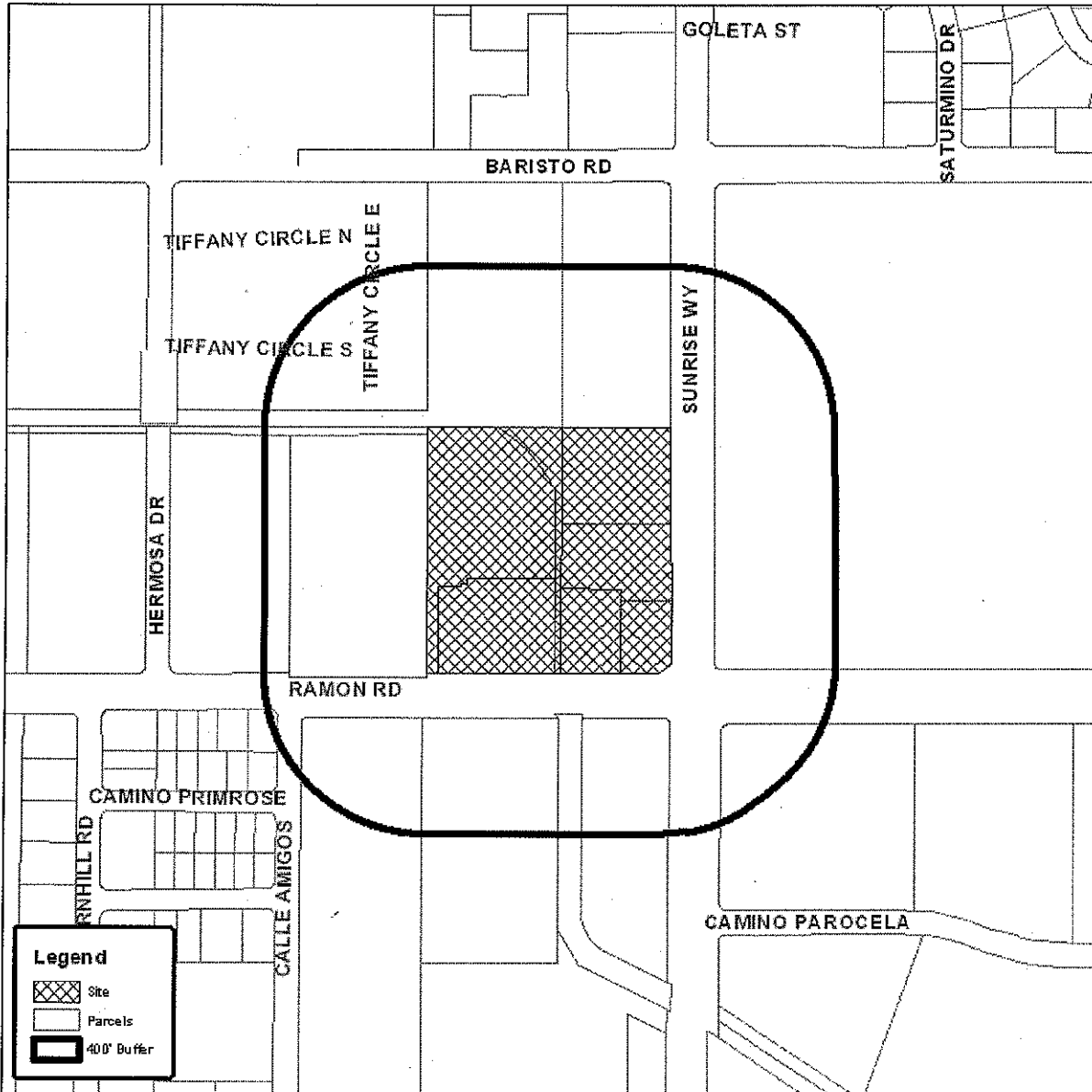
Craig A. Ewing, AICP  
Director of Planning Services

**ATTACHMENTS:**

- 1) 400' Radius Map
- 2) Draft Resolution
- 3) Sign Program Amendment Exhibit



# Department of Planning Services Vicinity Map



**Legend**

-  Site
-  Parcels
-  40' Buffer

## CITY OF PALM SPRINGS

**CASE NO:** SP 06-084 AMEND

**DESCRIPTION:** Request to amend an approved sign program for the Ralphs CVS Pharmacy shopping center located at 425 South Sunrise Way, Zone NC, Section 14.

**APPLICANT:** Lundin Development Co.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 06-084 AMEND, AN AMENDMENT TO THE APPROVED SIGN PROGRAM FOR THE RAPLHS CVS PHARMACY SHOPPING CENTER LOCATED AT 425 SOUTH SUNRISE WAY.

WHEREAS, Lundin Development Co. (the "Applicant") has filed an application with the City pursuant to Section 93.20.00 of the Sign Ordinance for a sign program amendment to allow additional tenant identification on the two existing monument signs at the Ralphs CVS Pharmacy shopping center located at 425 South Sunrise Way, Zone NC (Neighborhood Commercial – Section 14 Master Plan Designation), Section 14; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider a sign program amendment, Case No. SP 06-084 AMEND, was given in accordance with applicable law; and

WHEREAS, on January 23, 2012, a public meeting on the application for an architectural recommendation was held by the Architectural Advisory Committee (AAC) in accordance with applicable law at which meeting the AAC recommended approval of the proposal; and

WHEREAS, on February 22, 2012, 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: Section 93.20.09 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 eight-acre site contains two larger anchor tenants at the rear with a mix of smaller retail, service and restaurant tenants on the street fronts and side property. Various smaller tenants have no street exposure and limited visibility with tree growth within the shopping center. If strict application of the Zoning Code is followed, there would be only limited exposure within the center of individual tenants. Therefore, the proposed amendment will provide adequate visibility to smaller tenants near the street.

- 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 proposes signage adjacent to the Major Thoroughfares (Sunrise Way and Ramon Road), which allows easy identification of various tenants to vehicular traffic. The proposed signage will allow three-square foot tenant signs on up to six uniform locations on each side of the monument signs, while maintaining the maximum center identification sign area of fifty square feet per side. Furthermore, the Architectural Advisory Committee reviewed the amendment and recommended approval. Therefore, the sign program will be effective as well as compatible with the design of the property, while representing the least departure from the standards of the sign ordinance.

- 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 06-084 AMEND, a sign program amendment to allow additional tenant identification on the two existing monuments located within the Ralphs CVS Pharmacy shopping center at 425 South Sunrise Way.

ADOPTED this 22<sup>nd</sup> day of February 2012.

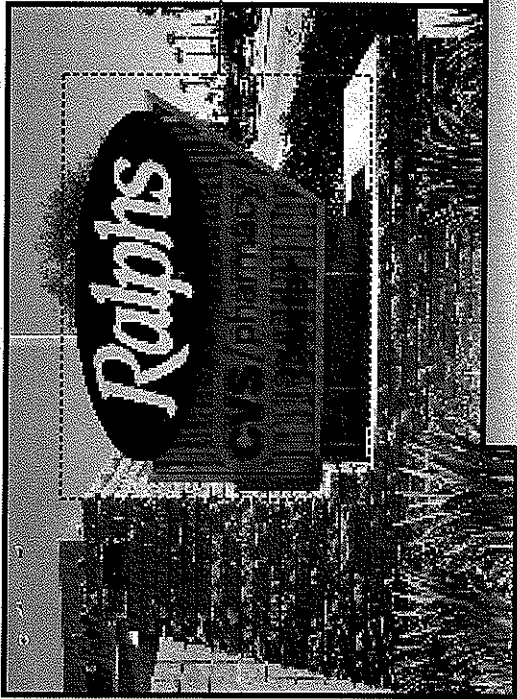
AYES:  
NOES:  
ABSENT:  
ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

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Craig A. Ewing, AICP  
Director of Planning Services



EXISTING SIGNS QTY. 2  
 SIGNS TO BE REMOVED AT  
 NORTH AND EAST ELEVATIONS.  
 KEEP EXISTING STONE BASE.

SCALE: 1/2" = 1' 0" (50) TOTAL SQ. FT. EAST / NORTH ELEVATION



**RETRO FIT (2) EXISTING D/F SIGNS FOR ADDITIONAL TENANT PANELS**

TENANT PANELS ROUTED FROM 3/16" CLEAR CAST ACRYLIC. PANELS ARE PAINTED ON FACE OPAQUE BACKGROUND COLOR AND BACKED-UP WITH TRANSLUCENT VINYL ON BACKSIDE. RALPHS/CVS TO BE FABRICATED CABINETS WITH PUSH-THRU ACRYLIC LETTERS.

Client:  
**LUNDIN DEVELOPMENT**

Project:  
**MONUMENTS**

Project Address:  
**PALM SPRINGS, CA**

Account Representative:  
**JESSE CROSS**

Designer:  
**CRISTINA FLORES**

Date:  
**01/02/12**

Scale:  
**1/2" = 1' 0"**

File name:  
**LUNDIN DEVELOPMENT/  
 MONUMENT REFURBISH  
 01.02.12.CDR**

Revisions:

Client Approval:



1550 S. Gene Autry Trail  
 Palm Springs, CA 92264  
 TEL: (760) 320-3042  
 FAX: 760-320-2090



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Revisions:

Client Approval:



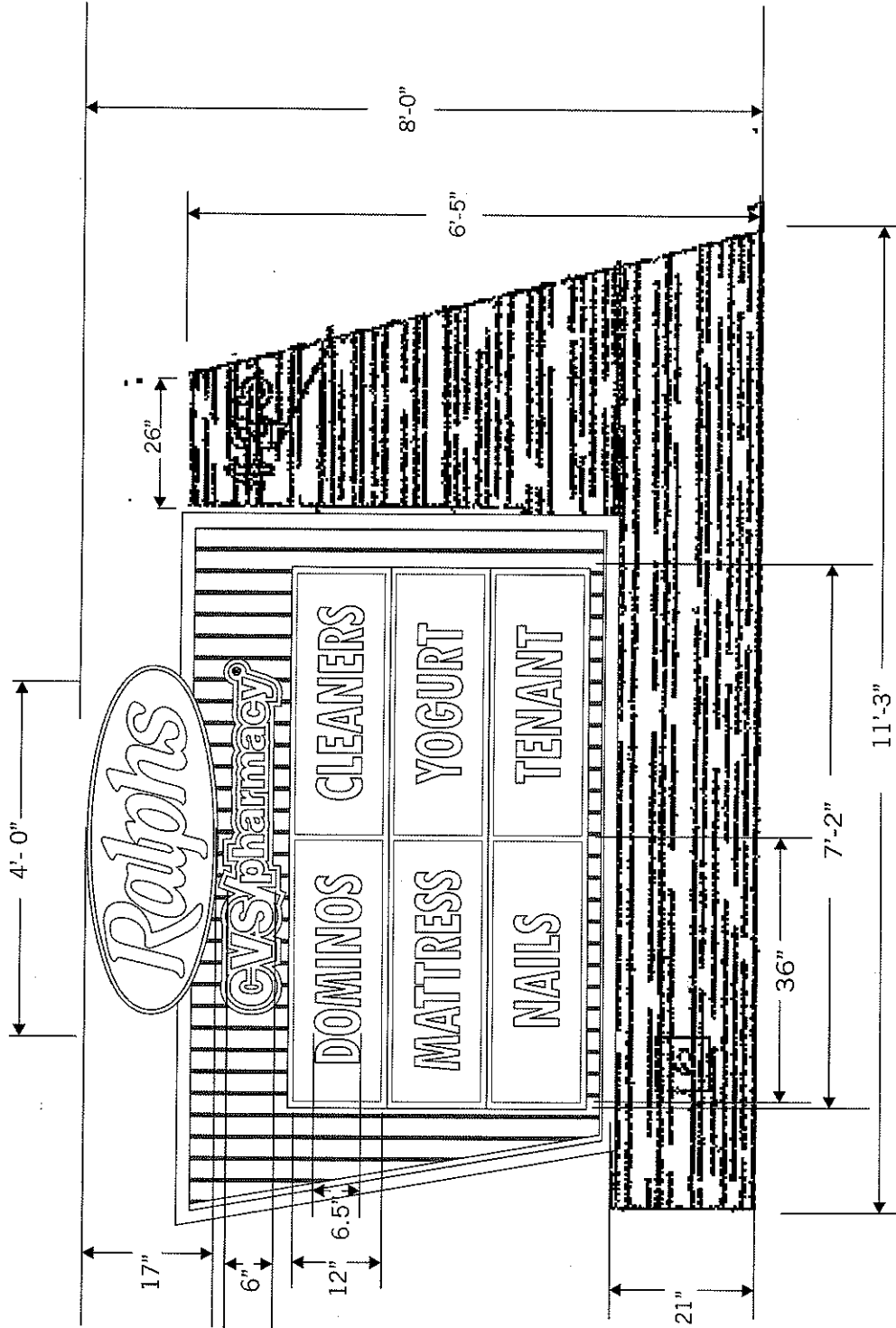
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**RETRO FIT (2) EXISTING D/F SIGNS FOR ADDITIONAL TENANT PANELS**

NO CHANGES TO BE MADE TO EXISTING STONE BASE. ANCHOR TENANT LOGOS TO BE INTERNALLY  
ILLUMINATED CABINETS WITH PUSH-THRU ACRYLIC LETTERS. TENANTS TO BE DETERMINED.