



## Planning Commission Staff Report

Date: February 22, 2012

Case No.: SP 10-006 AMEND

Type: Sign Program Amendment

Applicant: Best Signs, Inc.

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

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### **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 is to modify existing signage for the southerly tenant currently known as Eisenhower Health Center.

### **RECOMMENDATION:**

That the Planning Commission approve Case No. SP 10-006 AMEND, a sign program amendment to allow the modification of main signage for the southerly tenant, subject to the recommendations suggested by the Architectural Advisory Committee (AAC).

### **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 February 8, 2012, the Planning Commission unanimously approved an amendment to the sign program to allow the installation of directional signage for the Rite Aid Pharmacy.

On February 6, 2012, the Architectural Advisory Committee reviewed the proposed amendment to modify the southerly tenant's signage and unanimously recommended approval of the amendment with the following conditions:

1. Remove building wall signs on north, east and south elevations and repair to match existing;
2. Allow the proposed Option A (sign on curved landscape wall);
3. Curved wall to be reduced to a height of three-foot and four inches and to be located outside of corner cutback; proposed sign on wall to be reduced proportionally;
4. Allow relocation of monument sign as proposed;
5. All landscape in front of proposed wall to be low growth to not block signage.

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.

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:**

As a result of maturing landscaping on the site, the applicant is requesting an amendment to the existing sign program to modify the main signage for the southerly tenant; the Eisenhower Health Center. The proposed amendment will include the following changes to the existing sign program:

1. Remove existing wall signs on south and east elevations of building and repair stacked stone to match existing;
2. Relocate existing monument sign at northwesterly corner of Sunrise Way and Arenas Road to east side of vehicular entry off Arenas Road;
3. Install a main sign on the existing CMU barrier wall located on south side of Sunrise Way vehicular entry;
4. Install either (1) a main sign on a new CMU barrier wall at the northwesterly corner Sunrise Way and Arenas Road or (2) a main wall sign on the east elevation near the corner of Sunrise Way and Arenas Road; these options are shown as Option A and Option B in the exhibits respectively.

The Eisenhower Health Center currently has a main sign on all four sides of the building and is identified on three existing monument signs on the site. These signs, their respective sizes and conformance to the Zoning Code and Sign Program are listed in the table below:

Main Sign Location	Size	Quantity	Permitted by Ordinance	Permitted by Sign Program
West Elevation	45.8 square feet	1	No	Yes
North Elevation	34.2 square feet	1	No	Yes
East Elevation	35.5 square feet	1	Yes	Yes
South Elevation	34.2 square feet	1	Yes	Yes
Tahquitz Canyon Way Monument Sign	15 square feet per side	1	No	Yes
Sunrise Way Monument Sign	15 square feet per side	1	No	Yes
Arenas Road / Sunrise Way Monument Sign	13 square feet per side	1	No	Yes

The overall net change after main signs have been removed, relocated and installed includes one less main sign for the medical office (southerly tenant). The total main sign area allowed for this tenant by the zoning code is seventy-three square feet for the Sunrise Way (east) building elevation and sixty-four square feet for the Arenas Road (south) building elevation. The sign area of all main signs for the medical office totaled 193 square feet (not including the additional square footage on one side of the double-sided monument signs). The sign program amendment proposes the following main sign area for the medical office building:

Main Sign Location	Size
West Elevation	45.8 square feet
North Elevation	34.2 square feet
Existing Landscape CMU Wall at Sunrise Way Vehicle Driveway Entry to Site	54.2 square feet
New Landscape CMU Wall at Arenas Road / Sunrise Way Corner	47.6 square feet
Tahquitz Canyon Way Monument Sign	15 square feet per side
Sunrise Way Monument Sign	15 square feet per side
Arenas Road Vehicle Driveway Entry Monument Sign (Relocated from Arenas / Sunrise corner)	13 square feet per side
<b>Total*</b>	<b>224.8 square feet</b>

\*Total includes only one side of double-sided monument signs that are perpendicular to the street.

The total main sign area for the amendment exceeds the total sign area of the current sign program by 31.8 square feet. With the removal of the North Elevation sign as recommended by the AAC, the total main sign area will be less than the current sign program.

*AAC Recommendation:*

The AAC recommended approval of the amendment with the following conditions:

1. Remove building wall signs on north, east and south elevations and repair to match existing;
2. Allow the proposed Option A (sign on curved landscape wall);
3. Curved wall to be reduced to a height of three-foot and four inches and to be located outside of corner cutback; proposed sign on wall to be reduced proportionally;
4. Allow relocation of monument sign as proposed;
5. All landscape in front of proposed wall to be low growth to not block signage.

The applicant accepts Nos. 2, 4 and 5 above, but would like to retain the main sign on the north elevation of the building and construct the curved CMU wall at a height of 3'-8". Drawing No. 7 of sign program shows the proposed wall at a height of 3'-8" with a sign that has been reduced as AAC recommended (No. 3 above) from 54.2 square feet to 47.6 square feet.

Staff supports the AAC's recommendation as it will reduce the number of main signs and overall main sign area for the southerly tenant. A Condition of Approval consistent with the AAC recommendation has been included in the draft resolution.

**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.

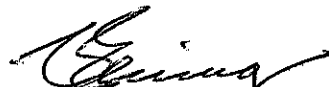
**ENVIRONMENTAL ASSESSMENT:**

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



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David A. Newell  
Associate Planner



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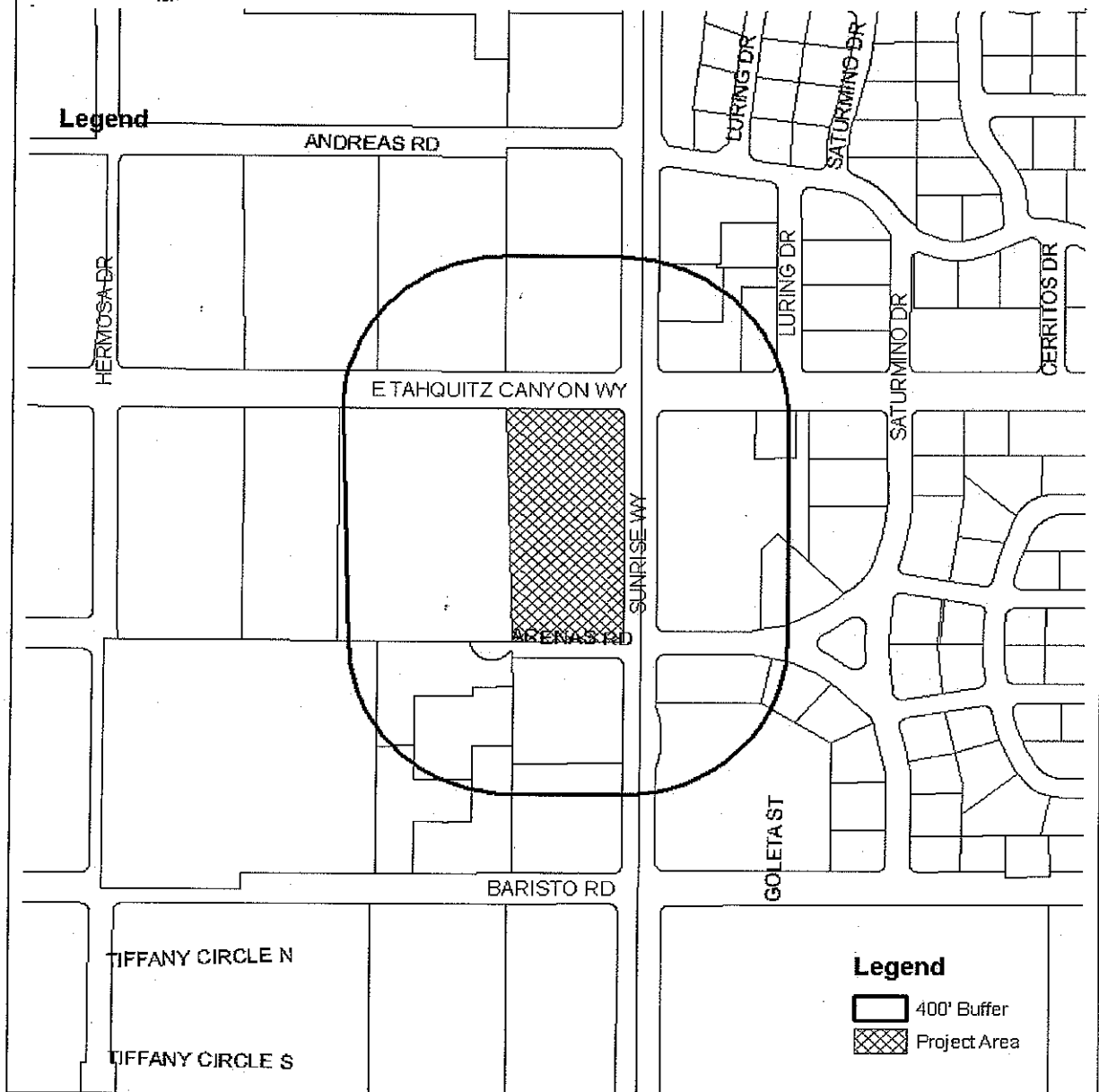
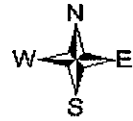
Craig A. Ewing, AICP  
Director of Planning Services

**ATTACHMENTS:**

- 1) 400' Radius Map
- 2) Draft Resolution
- 3) Proposed Amendment



# Department of Planning Services Vicinity Map



## CITY OF PALM SPRINGS

**CASE NO:** SP 10-006 AMEND

**APPLICANT:** Best Signs, Inc.

**DESCRIPTION:** Request 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 TO MODIFY EXISTING MAIN SIGNAGE FOR THE SOUTHERLY TENANT AT THE COMMERCIAL COMPLEX LOCATED AT 111 SOUTH SUNRISE WAY.

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 to relocate a monument sign, remove main signs from the building for the southerly tenant and install signs on landscape CMU walls 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 February 6, 2012, a public meeting on the application for a recommendation was held by the Architectural Advisory Committee in accordance with applicable law; and

WHEREAS, on February 22, 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: As conditioned, the amendment includes a reduction of one main sign and an overall reduction in main sign area for the southerly tenant.

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 modify main sign area for the southerly tenant in the commercial complex located at 111 South Sunrise Way, subject to the conditions set forth in Planning Commission Resolution 6158 and the following:

1. Prior to the issuance of any sign permits, the applicant shall revise and resubmit three copies of the sign program amendment to the Planning Department with the following changes:
  - a. Remove building wall signs on north, east and south elevations and repair to match existing;
  - b. Remove Option B from exhibits;
  - c. Show curved wall at a height of three-foot and four inches and located outside of corner cutback;
  - d. All landscape in front of proposed wall to be low growth to not block signage.

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

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

NOES:

ABSENT:

ABSTAIN:

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Craig A. Ewing, AICP  
Director of Planning Services



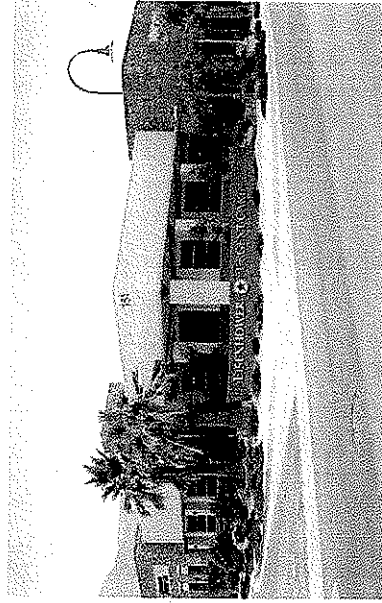
EXTERIOR SIGN PROGRAM AMENDMENT

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AND ELECTRICAL DETAILS
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EISENHOWER  
HEALTH CENTER



RECEIVED

JAN 25 2012

PLANNING SERVICES  
NEEDHAM

PALM SPRINGS HEALTH CENTER BUILDING IDENTIFICATION

EISENHOWER  
HEALTH CENTER  
PALM SPRINGS MEDICAL OFFICE BUILDING  
111 S. SUNRISE WAY, PALM SPRINGS, CA 92264

**NESTSIGNS**  
INCORPORATED  
CONTRACTORS LIC. NO. 514483

1550 S. Gene Aury Trail  
Palm Springs, CA 92264  
TEL: (760) 320-2042  
FAX: 760-320-2090



SUBMITAL DATE: 01-06-12

APPROVALS	
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Client: EISENHOWER MEDICAL CENTER  
 Project: PALM SPRINGS HEALTH CENTER  
 BUILDING IDENTIFICATION

Project Address:  
 SUNRISE WAY /  
 TAHQUITZ CANYON  
 PALM SPRINGS CA

Account Representative:  
 JIM CROSS

Designer:  
 JIM CROSS

Date:  
 JANUARY 04, 2012

Scale:  
 AS SHOWN

File Name:  
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 Sign\_Prog Annual Dec-2011/  
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 Revision:

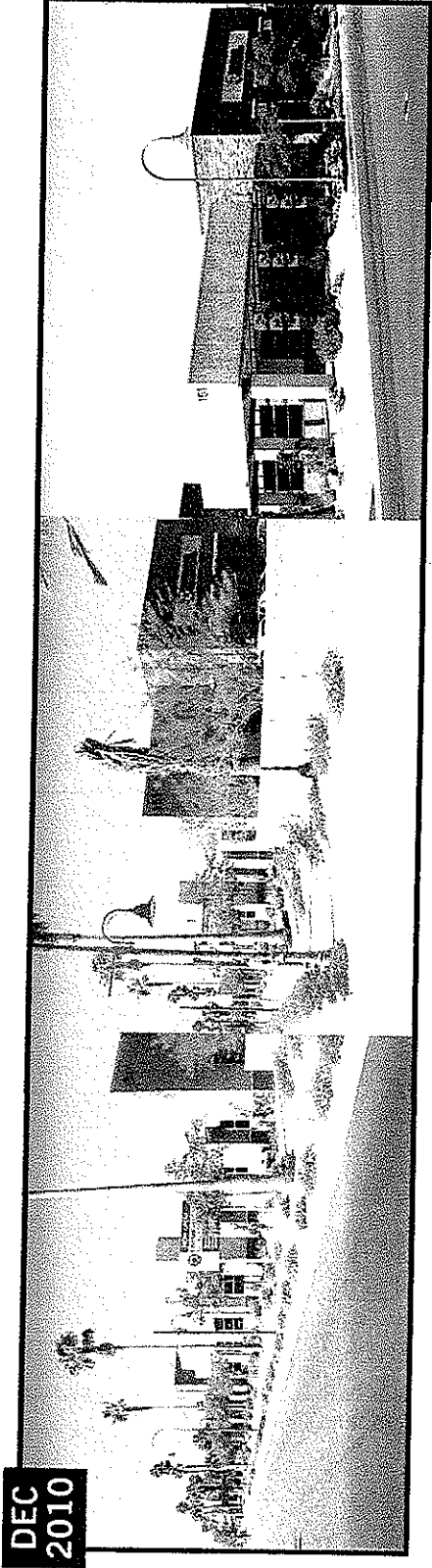
Client Approval:

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 Palm Springs, CA 92264  
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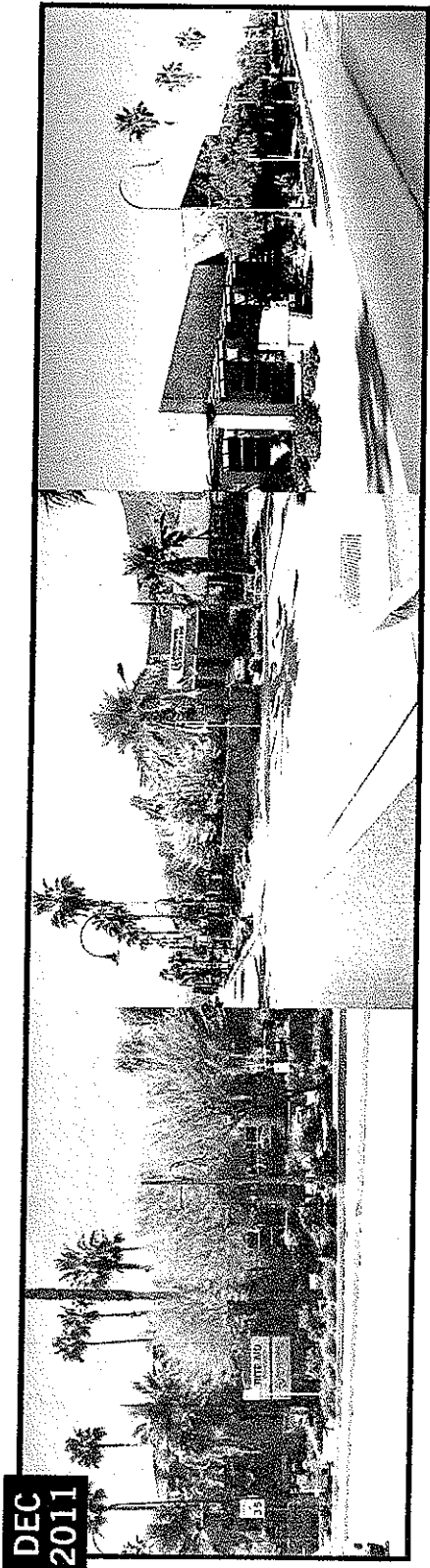


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DEC 2010



DEC 2011

CURRENT LANDSCAPE GROWTH

Client: EISENHOWER MEDICAL CENTER  
 Project: PALM SPRINGS HEALTH CENTER  
 BUILDING IDENTIFICATION

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 SUNRISE WAY /  
 TAHQUITZ CANYON  
 PALM SPRINGS CA

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Designer:  
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Date:  
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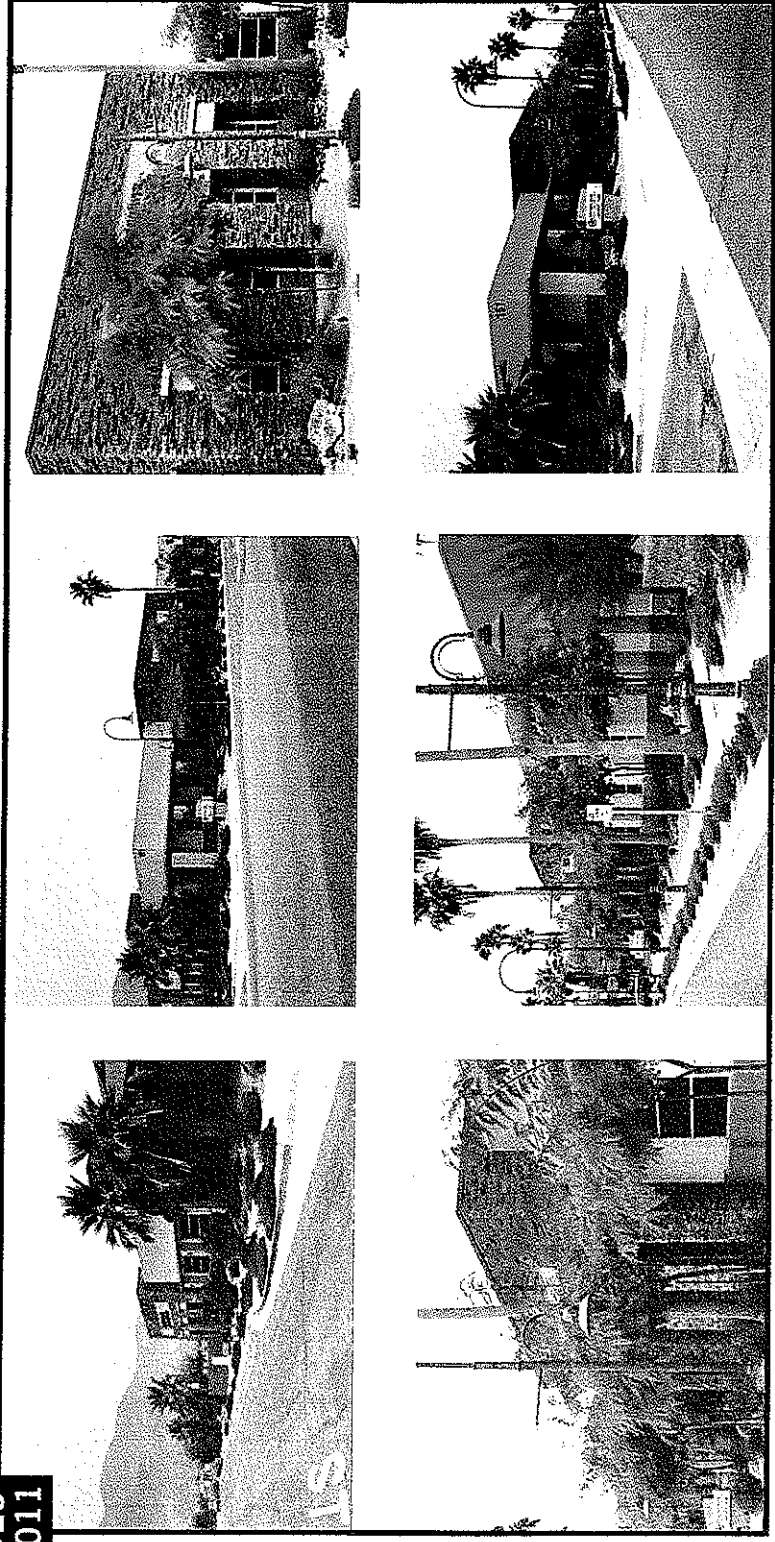
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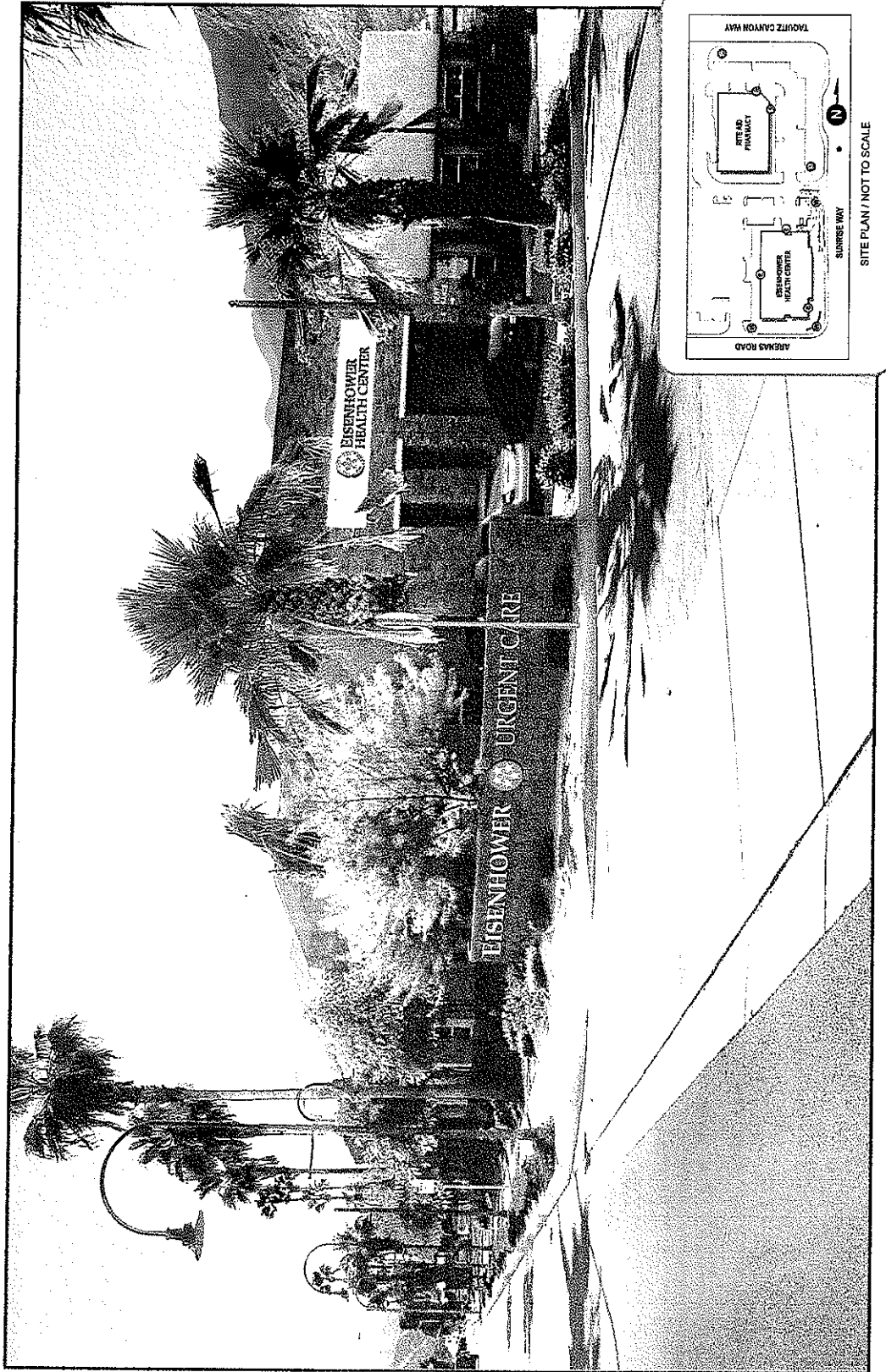
DEC  
 2011



CURRENT LANDSCAPE GROWTH

REVERSE CHANNEL LETTERS ON ENTRANCE CMU BARRIER

NORTH EAST ELEVATION 



Client: EISENHOWER MEDICAL CENTER

Project: PALM SPRINGS HEALTH CENTER BUILDING IDENTIFICATION

Project Address: SUNRISE WAY / TAHOITZ CANYON PALM SPRINGS CA

Account Representative: JIM CROSS

Designer: JIM CROSS

Date: JANUARY 04, 2012

Scale: AS SHOWN

File name: E/Eisenhower/SunriseMedical/Sign Prog Amend Dec 2011/Sign\_Program\_010412.v5cdr  
Revisions:

Client Approval:



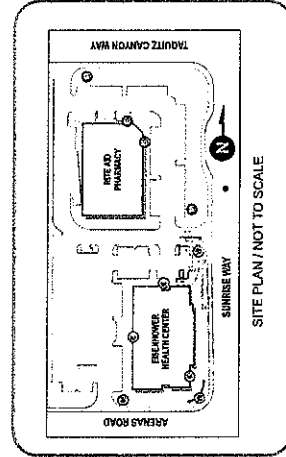
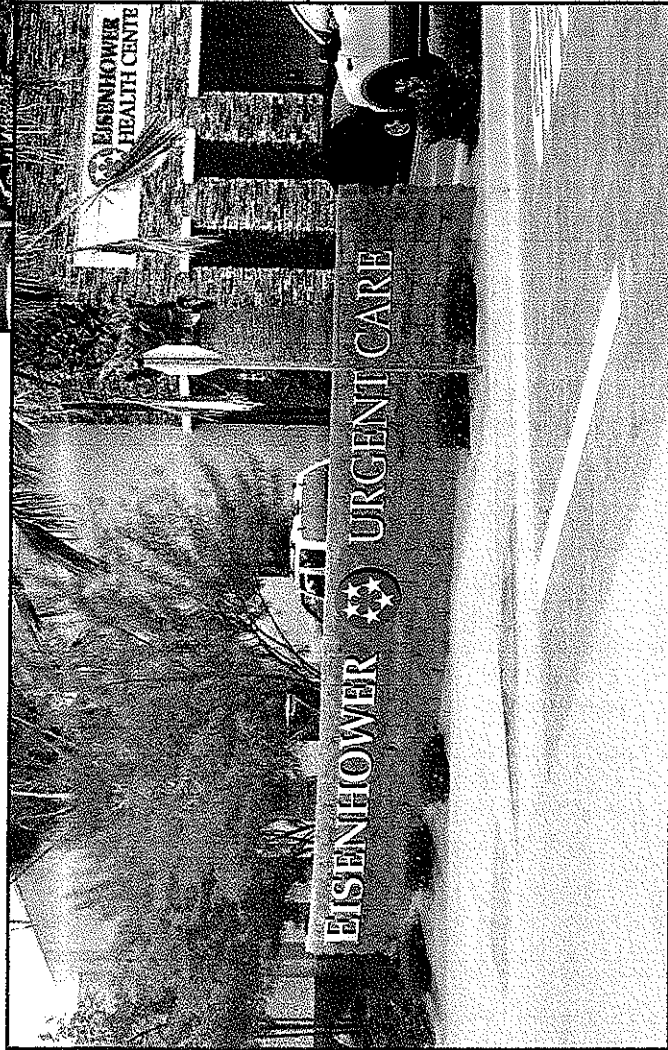
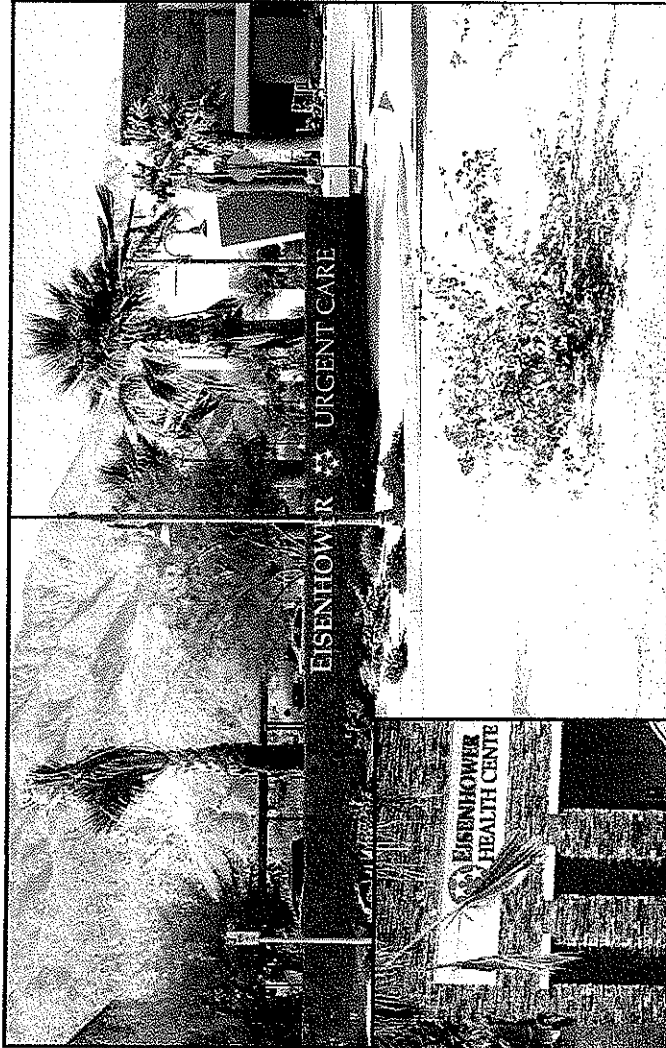
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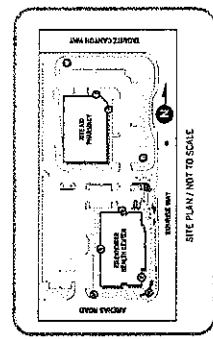
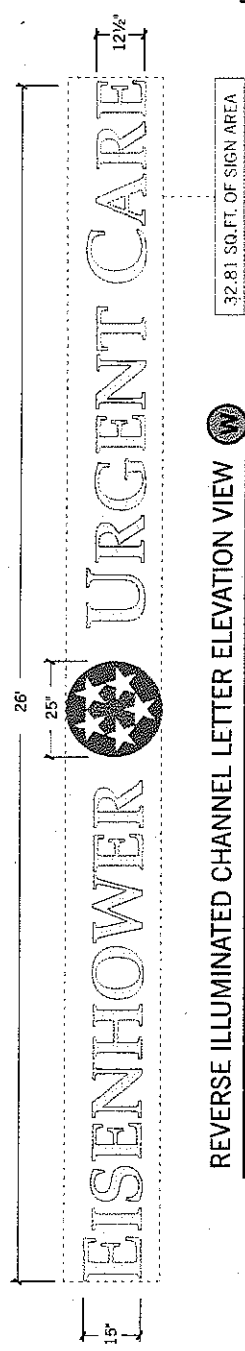
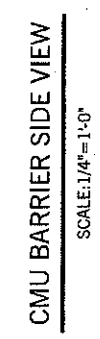
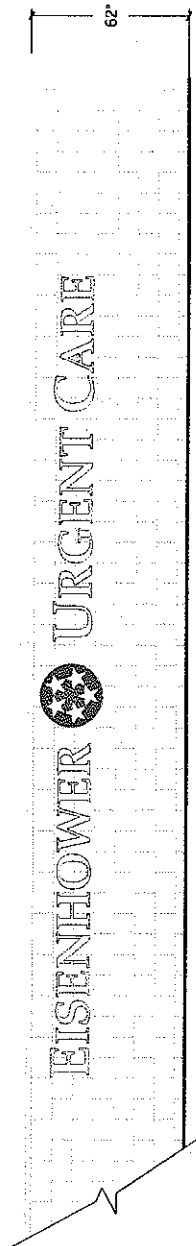
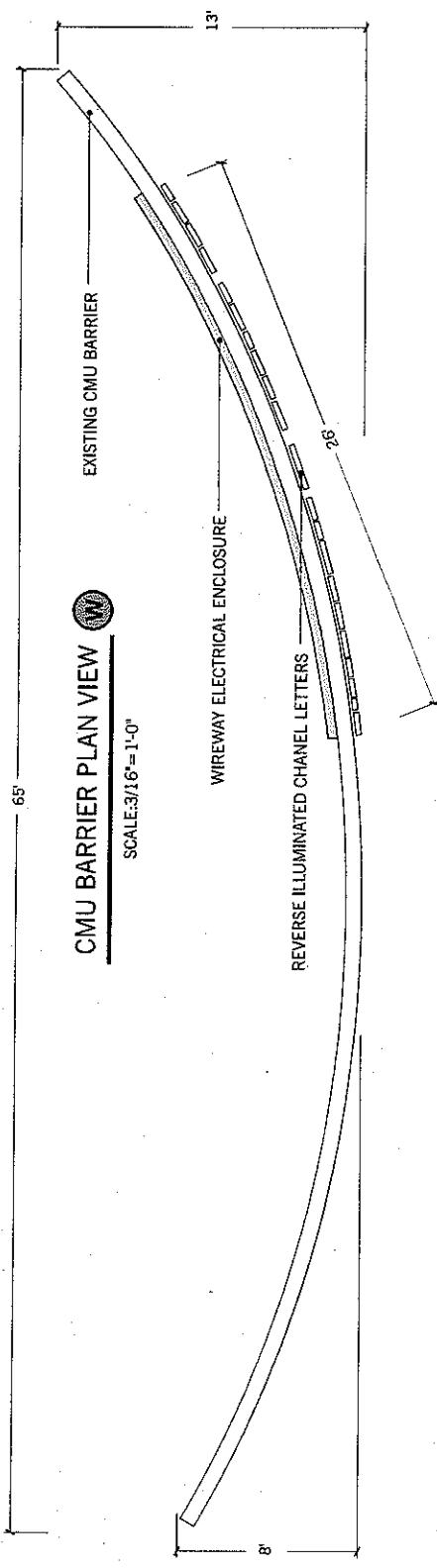


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REVERSE CHANNEL LETTERS ON ENTRANCE CMU BARRIER  
NORTH EAST ELEVATION





Client: EISENHOWER MEDICAL CENTER  
Project: PALM SPRINGS HEALTH CENTER BUILDING IDENTIFICATION

Project Address: SUNRISE WAY / TAHQUITZ CANYON PALM SPRINGS CA

Account Representative: JIM CROSS

Designer: JIM CROSS

Date: JANUARY 04, 2012

Scale: AS SHOWN

File name: E/Eisenhower/SunriseMedical/Sign Prog Amend Dec 2011/Sign\_Program\_010412.xdwr  
Revision:

Client Approval:



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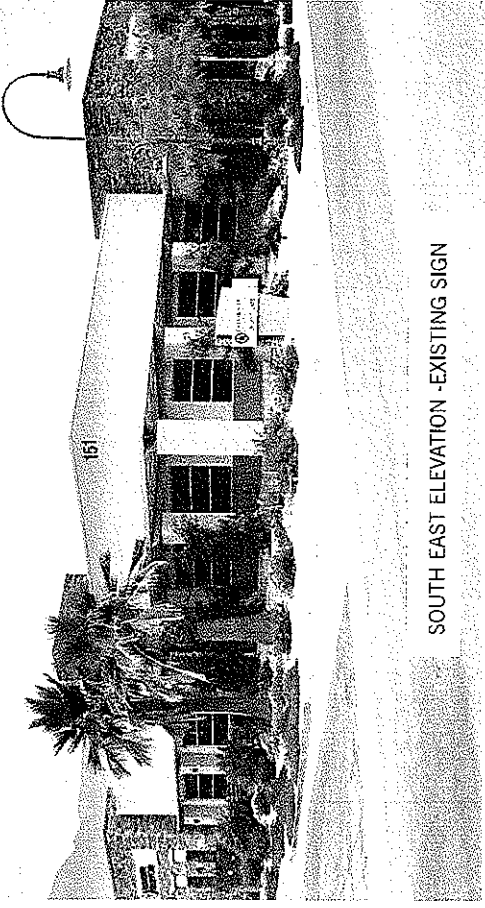
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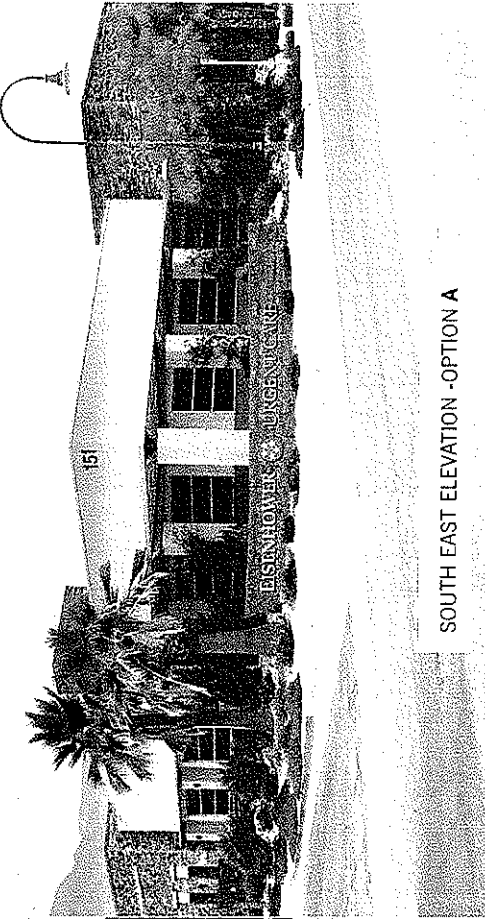
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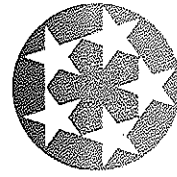
SOUTH EAST ELEVATION -EXISTING SIGN



SOUTH EAST ELEVATION -OPTION A



SOUTH EAST ELEVATION -OPTION B



# EISENHOWER URGENT CARE

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Drawing No. **6**

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 Project: PALM SPRINGS HEALTH CENTER  
 BUILDING IDENTIFICATION

Project Address:  
 SUNRISE WAY /  
 TAHQUITZ CANYON  
 PALM SPRINGS CA

Account Representatives:  
 JIM CROSS

Designer:  
 JIM CROSS

Date:  
 JANUARY 04, 2012

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 Sign\_Program\_010412.r5cdr

Revisions:  
 FEBRUARY 13, 2012

Client Approval:

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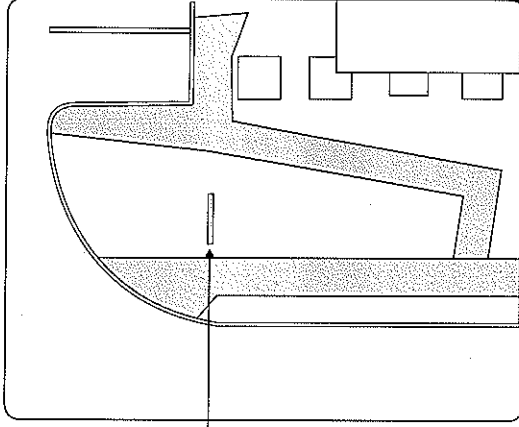
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 PROJECTS SUBJECT TO PERMITS AND LOCAL ORDINANCES.

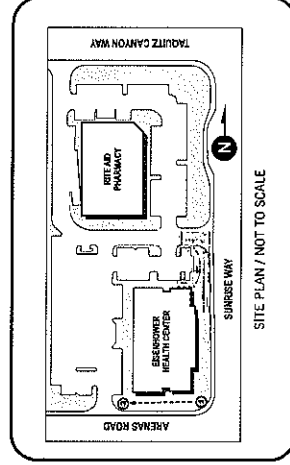
ALL WORK SHALL BE SUBJECT TO THE APPROVAL OF THE  
 LOCAL AGENCIES. THE DESIGNER SHALL BE RESPONSIBLE FOR  
 OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM  
 THE LOCAL AGENCIES. THE DESIGNER SHALL BE RESPONSIBLE FOR  
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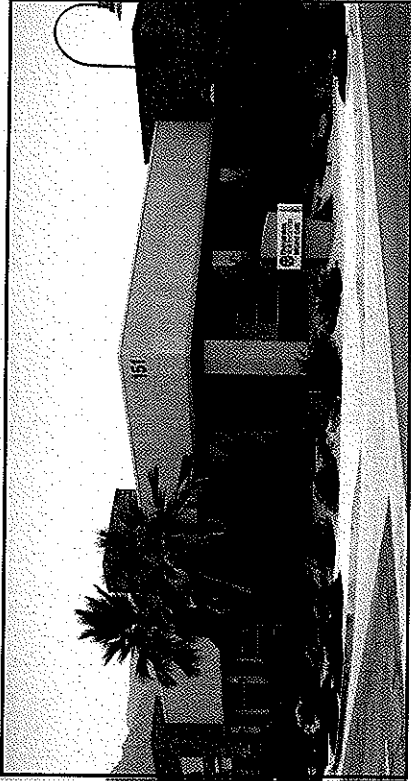


SIGN RELOCATION SITE PLAN / SCALE: 1/16" = 1'-0"



PLACEMENT / SOUTH EAST ELEVATION

EXISTING  
 SIGN  
 RELOCATED  
 TO THIS SITE



① SOUTH EAST ELEVATION - EXISTING SIGN



② SOUTH ELEVATION - EXISTING SIGN RELOCATED



Client: EISENHOWER MEDICAL CENTER  
 Project: PALM SPRINGS HEALTH CENTER BUILDING IDENTIFICATION

Project Address: SUNRISE WAY / RAHOUITZ CANYON PALM SPRINGS CA

Account Representative: JIM CROSS

Designer: JIM CROSS

Date: JANUARY 04, 2012

Scale: AS SHOWN

File Name: E/Eisenhower/SunriseMedical/Sign\_Prog Amend Dec 2011/Sign\_Program\_010412.x5cdr

Revisions: FEBRUARY 13, 2012

Client Approval:



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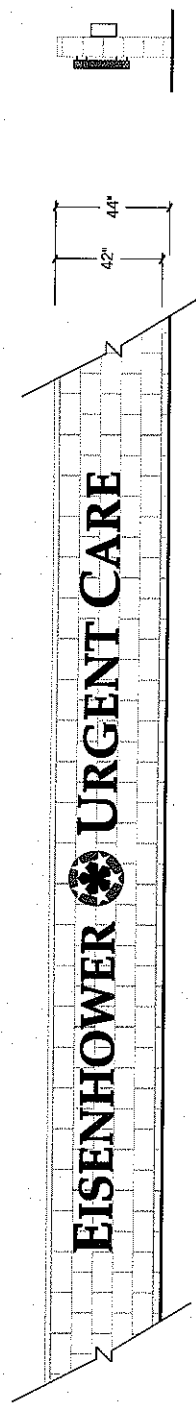
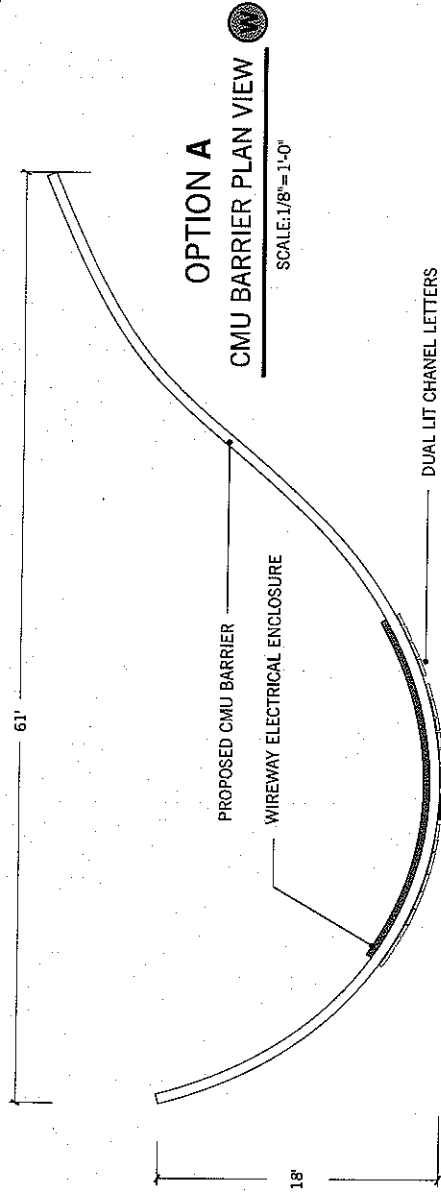
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FOR THE PROVISION OF THE NAME OF THE PROJECT, THE CLIENT HAS AGREED TO BE RESPONSIBLE FOR THE PROVISION OF ALL NECESSARY PERMITS AND APPROVALS FROM ALL APPLICABLE AGENCIES.

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Drawing No. 7

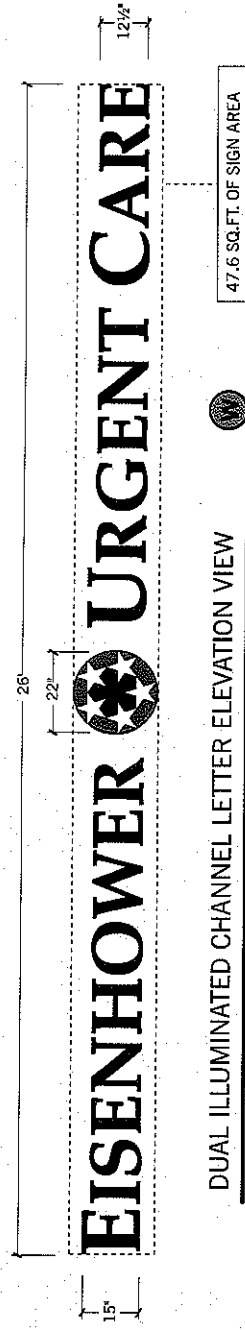


OPTION A CMU BARRIER ELEVATION VIEW

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

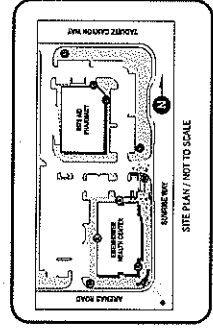
CMU BARRIER SIDE VIEW

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



DUAL ILLUMINATED CHANNEL LETTER ELEVATION VIEW

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



PLACEMENT / SOUTH EAST ELEVATION

Client: EISENHOWER MEDICAL CENTER  
 Project: PALM SPRINGS HEALTH CENTER BUILDING IDENTIFICATION

Project Address:  
 SUNRISE WAY /  
 RANQUITZ CANTON  
 PALM SPRINGS CA

Account Representative:  
 JIM CROSS

Designer:  
 JIM CROSS

Date:  
 JANUARY 04, 2012

Scale:  
 AS SHOWN

File name:  
 E/Eisenhower/SunriseMedical/  
 Sign Prog Amend Dec 2011/  
 Sign\_Program\_010412.x5cdt

Revisions:  
 FEBRUARY 13, 2012

Client Approval:



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

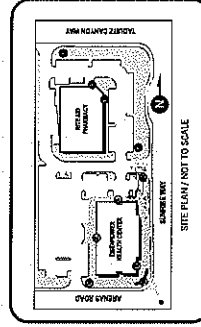
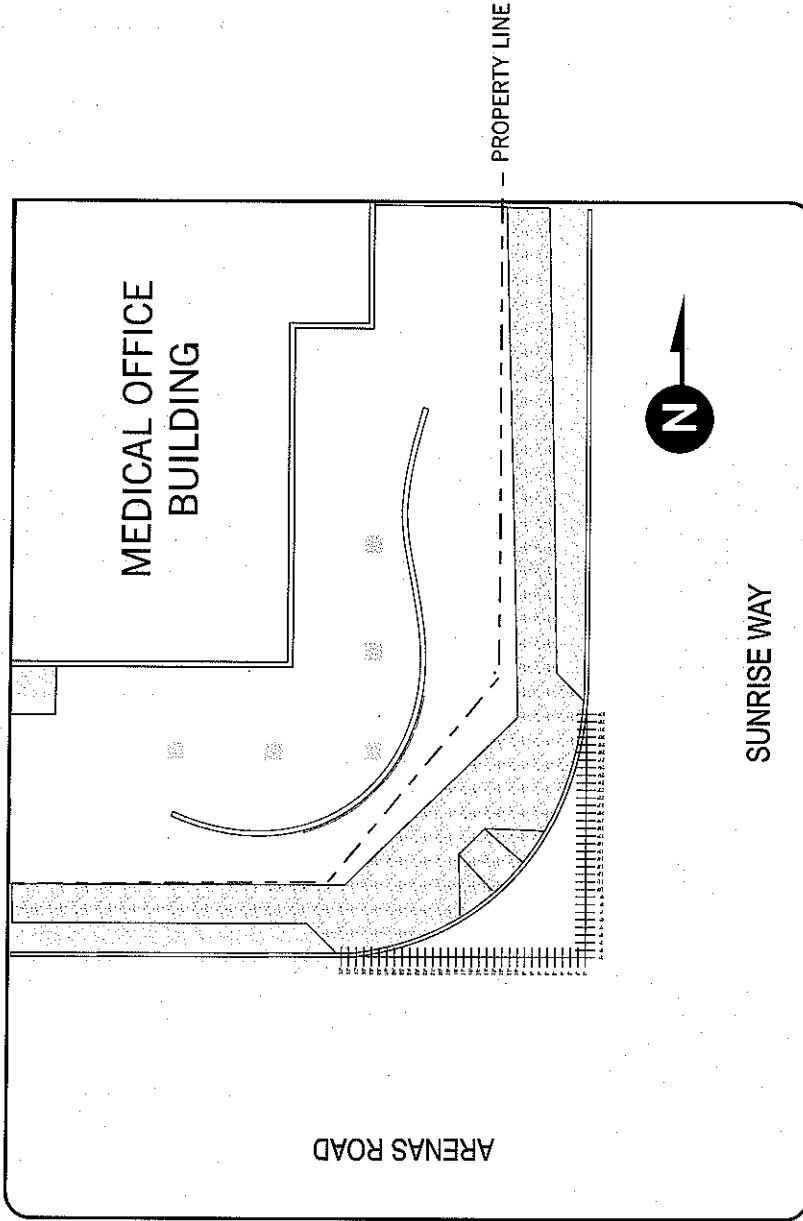


CONTRACTORS LIC. NO. 524483

PLEASE CONTACT THE DESIGNER FOR ANY CHANGES TO THE DRAWINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL, STATE AND FEDERAL AGENCIES.

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Drawing No. 7A



CMU BARRIER PLAN VIEW

SCALE: 1/16" = 1'-0"

PLACEMENT / SOUTH EAST ELEVATION



Client: EISENHOWER MEDICAL CENTER  
 Project: PALM SPRINGS HEALTH CENTER BUILDING IDENTIFICATION

Project Address: SUNRISE WAY / TAHQUITZ CANYON PALM SPRINGS CA

Account Representative:

JIM CROSS

Designer:

JIM CROSS

Date:

JANUARY 04, 2012

Scale:

AS SHOWN

File name: E/Eisenhower/SunriseMedical/ Sign\_Program\_Amend Dec 2011/ Sign\_Program\_010412.x5cdr  
 Revisions:

Client Approval:



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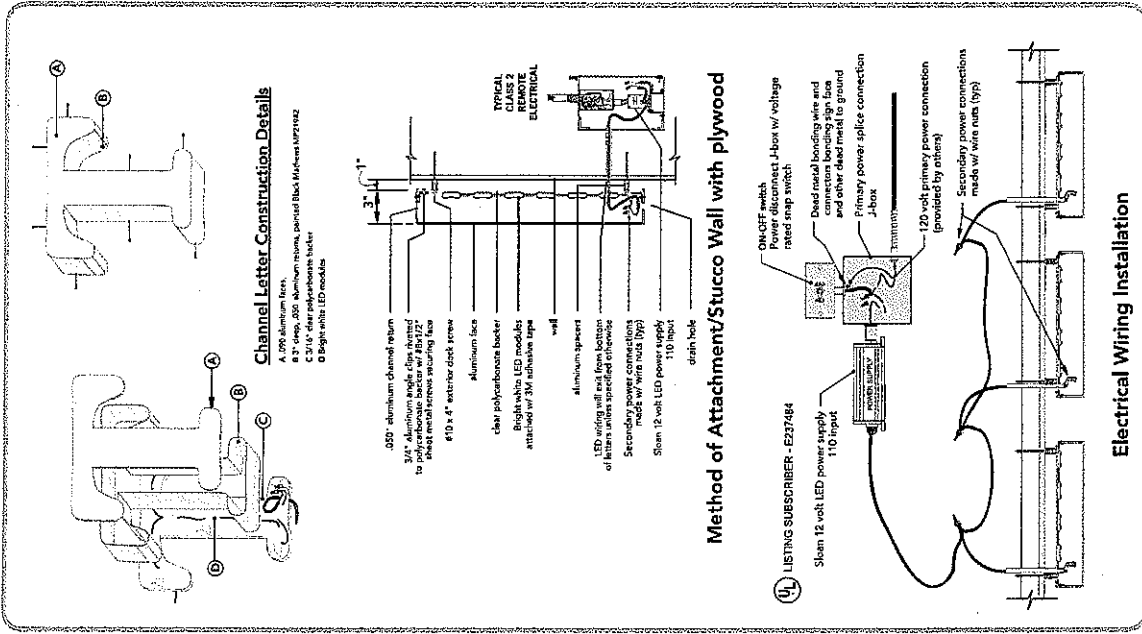


CONTRACTORS U.C. NO. 534463

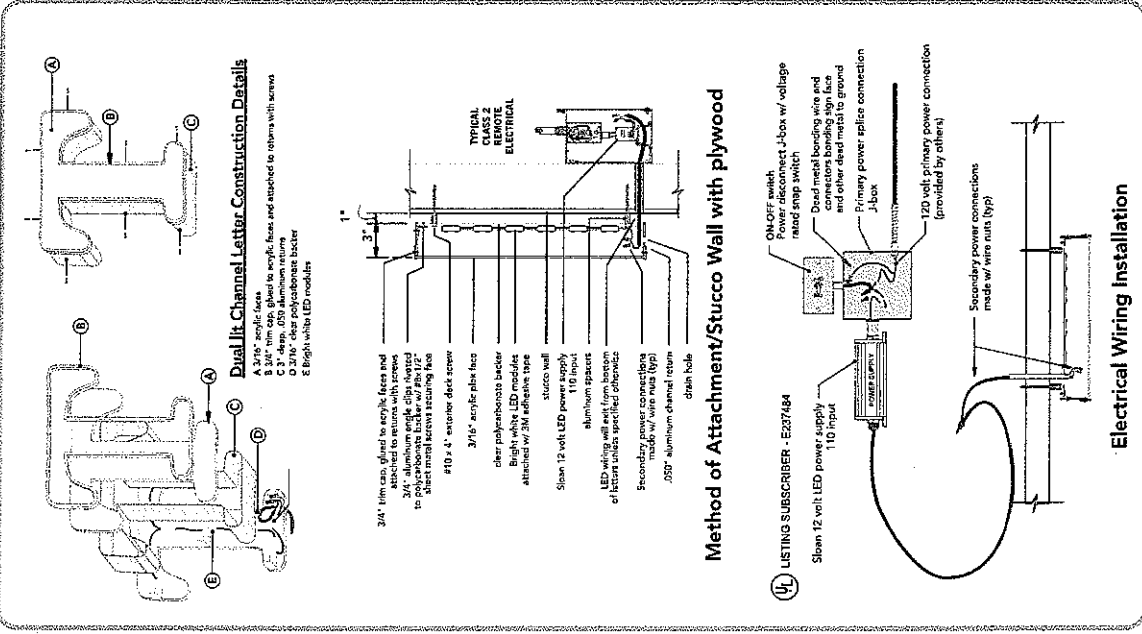
THIS SIGN IS TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF THE NATIONAL ELECTRICAL CODE (NEC) AND THE NATIONAL FIRE PROTECTION ASSOCIATION (NFPA) 70B. THE SIGN IS TO BE INSTALLED IN ACCORDANCE WITH THE 2007 CA ENERGY CODE.

UL LISTING SUBSCRIBER # 789046-001  
 This sign is intended to be installed in accordance with the requirements of the National Electrical Code (NEC) and the National Fire Protection Association (NFPA) 70B. The sign is to be installed in accordance with the 2007 CA Energy Code.

Drawing No. 9



Typical Reverse Channel Letter Details  
 Not to Scale



Typical Dual-Lit Pan Channel Letter Details  
 Not to Scale



