



Planning Commission Staff Report

Date: October 10, 2012

Case No.: SP 12-004

Type: Sign Program Amendment

Applicant: Best Signs, Inc.

Location: 1695 North Sunrise Way

APN: 507-100-042

General Plan: Public / Quasi-Public (P/QP)

Zone: P (Professional)

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

Project Planner: David A. Newell, Associate Planner

PROJECT DESCRIPTION:

The applicant is seeking approval to amend an established sign program for the Desert AIDS Project multi-tenanted office building located at 1695 North Sunrise Way. The program will allow additional donor identification signs and additional wayfinding (directional) signs.

RECOMMENDATION:

That the Planning Commission approve Case No. SP 12-004 to allow an amendment of the approved sign program for the multi-tenant office building (Desert AIDS Project) located at 1695 North Sunrise Way, subject to the conditions contained in the attached draft resolution of approval.

PRIOR ACTIONS:

On October 24, 2001, the Planning Commission approved and established a sign program for the subject property.

On September 24, 2012, the Architectural Advisory Committee (AAC) reviewed the proposed sign program amendment and unanimously recommended approval to the Planning Commission, subject to the following:

1. Accept proposed monument sign (referenced as Sign No. 17 in sign program) with landscape plan to be reviewed by an AAC subcommittee;
2. Eliminate six building wall signs from sign program. These include three at the northeast corner of building (Sign Nos. 4, 5, 6 in sign program), one at the northwest corner of building (Sign No. 9 in sign program) and two on the south elevation of building (Sign Nos. 14 & 15 in sign program);
3. Allow an additional wayfinding sign at the northeast corner of building.

The applicant has agreed to the above, except the recommendation to eliminate one sign on the northeast corner of the building (Sign No. 5).

BACKGROUND AND SETTING:

The subject property is approximately 3.86 acres in size and located at the southwest corner of Sunrise Way and Vista Chino Road (Highway 111). The existing building was constructed in 1962.



SUBJECT SITE

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

	Land Use	Zone	General Plan
North	Commercial Shopping Center	C-D-N	Mixed Use / Multi-Use
South	Family Care Center (Riverside County Health)	P	Public / Quasi-Public
East	Commercial Shopping Center	C-S-C	Neighborhood / Community Commercial
West	Multi-family Residential	R-2	Medium Density Residential

ANALYSIS:

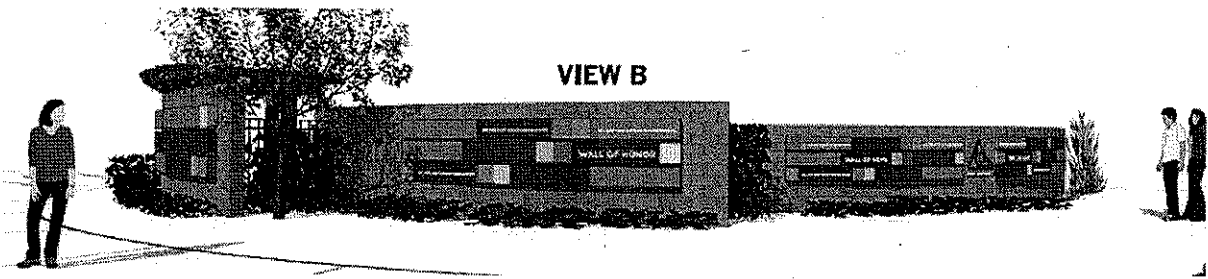
The applicant is seeking an amendment to the existing sign program to install additional signage to further identify donors on the building and in landscape areas. Specifically, a low monument sign is proposed near the driveway at the northeast corner of the site, and a donor display wall is proposed on the three curved block walls that exist on the northwest corner of the property. Other donor signs are proposed at various locations around the building. The tables below identify the signage shown in the sign program amendment:

Wall Signs

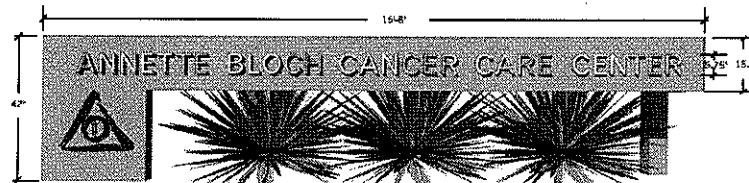
Sign No.	Description	Size	Previously Approved
1	Building section identification sign (including donor name)	9in. letters (no more than 40 s.f.)	Yes
2	DAP main sign	30 sq. ft.	Yes
3	Walgreens Pharmacy main sign	15 sq. ft.	Yes
4	Building section identification sign (including donor name)	9in. letters (no more than 40 s.f.)	No
5	Building section identification sign (including donor name)	9in. letters (no more than 40 s.f.)	No
6	Building section identification sign (including donor name)	9in. letters (no more than 40 s.f.)	Yes
7	Donor name	9in. letters (no more than 40 s.f.)	No
9	Building section identification sign (including donor name)	9in. letters (no more than 40 s.f.)	Yes
10	DAP main sign	15 sq. ft.	Yes at different location
11	Building section identification sign (including donor name)	9in. letters (no more than 40 s.f.)	Yes
14	Donor name	9in. letters (no more than 40 s.f.)	Yes
15	Donor name	9in. letters (no more than 40 s.f.)	No

Landscape / Monument Signs

Sign No.	Description	Size	Previously Approved
8	Donor walls:		No
	Wall 1	85 sq. ft.	
	Wall 2	52 sq. ft.	
	Wall 3	66 sq. ft.	
12	Directional sign	6 sq. ft.	No
13	Directional sign	6 sq. ft.	No
16	Monument sign / Attraction Board	73 sq. ft.	Yes
17	Monument sign	54 sq. ft.	No



Perspective of Proposed Donor Walls



Elevation of Proposed Monument Sign

The originally proposed amendment to the sign program included all of the signage above. Per the recommendation of the AAC, the applicant has indicated a willingness to eliminate five of the six signs shown in the sign program as Sign Nos. 4, 6, 9, 14 & 15. Sign No. 5 was also recommended to be eliminated, but the applicant is requesting that the Planning Commission approve it as part of the amendment.

With the revisions recommended by the AAC (including removal of Sign No. 5), the proposed amendment includes a net decrease of one wall sign and a net increase of one monument sign, three donor identification landscape wall signs and one directional sign. These changes are based on permits issued for the site, not what exists as indicated in the sign program.

The amendment does not conform to the Zoning Code as follows:

1. One main sign is permitted per business within a building. The established sign

program identifies two main tenants (D.A.P. and Walgreens); but also identifies building sections with donor names, including a corporate business not on-site. The Zoning Code prohibits off-site advertising.

2. Sign area exceeds that permitted by Zoning Code. The table below summarizes the permitted and requested sign area for each building elevation (based on a single tenant occupancy for the whole building):

Building Elevation	Permitted Sign Area	Proposed Sign Area
North (Vista Chino)	78 sq. ft.	250 sq. ft.
East (Sunrise Way)	90 sq. ft.	179 sq. ft.
West	0 sq. ft.	121 sq. ft.
South	0 sq. ft.	0 sq. ft.

3. A second monument sign is not permitted by the Zoning Code.

According to Section 93.20.10(C)(6) of the Palm Springs Zoning Code (PSZC), "sign programs shall integrate with the architecture of the building complex, including such elements as size, color, location and construction material." A sign program may be approved which varies from the specific limitations of the sign ordinance if the Commission makes the required findings below.

Staff believes the overall sign package for the building is acceptable with the AAC recommendations incorporated. The overall amount of signage appears excessive; however, the sign program does impose restrictions of nine inch letter heights for wall signs and less than four inch letter heights for the donor walls. An analysis of the required findings is provided below.

REQUIRED FINDINGS:

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

- 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 subject property is located on the corner of two major thoroughfares. The building has a lineal frontage of approximately 320 feet on Sunrise Way and 225 feet on Vista Chino Road. Multiple annexes exist within the nearly 40,000 square foot building, necessitating the need for additional signage beyond the strict application of the sign ordinance regulations.

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

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

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

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

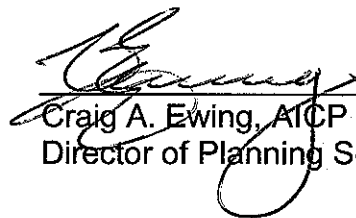
The sign program limits the amount and type of signage that may be approved. The building wall signs and donor wall signs have very specific design criteria that will provide adequate, uniform signage for the building. The proposed deviations from the Sign Ordinance would also allow signage that has been commonly used on the building in the past. Thus, the approved sign program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.

ENVIRONMENTAL ASSESSMENT:

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



David A. Newell
Associate Planner



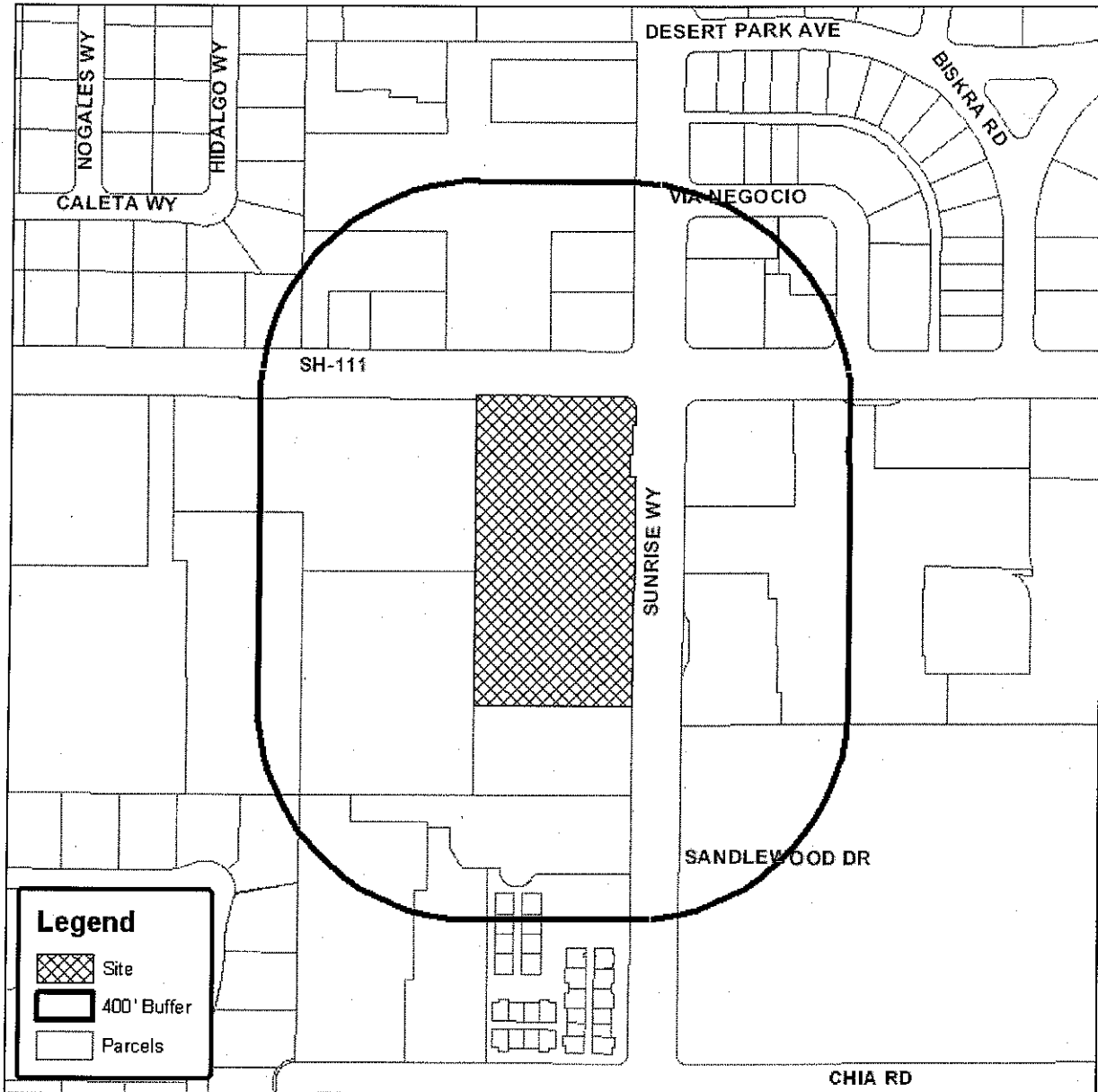
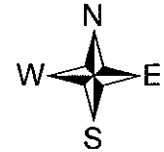
Craig A. Ewing, AICP
Director of Planning Services

ATTACHMENTS:




- 1) 400' Radius Map
- 2) Draft Resolution with Conditions of Approval
- 3) Proposed Sign Program



Department of Planning Services Vicinity Map



Legend

-  Site
-  400' Buffer
-  Parcels

CITY OF PALM SPRINGS

CASE NO.: SP 12-004 AMND

APPLICANT: Best Signs, Inc.

DESCRIPTION: Request to amend an existing sign program for the Desert AIDS Project office building located at 1695 North Sunrise Way, Zone P, Section 11.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 12-004, AMENDING THE ESTABLISHED SIGN PROGRAM FOR THE DESERT AIDS PROJECT MULTI-TENANTED OFFICE BUILDING LOCATED AT 1695 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 for the Desert AIDS Project office building located at 1695 North Sunrise Way, Zone P, Section 11; and

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 12-004 was given in accordance with applicable law; and

WHEREAS, on September 24, 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 October 10, 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 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 subject property is located on the corner of two major thoroughfares. The building has a lineal frontage of approximately 320 feet on Sunrise Way and 225 feet on Vista Chino Road. Multiple annexes exist within the nearly 40,000 square foot building, necessitating the need for additional signage beyond the strict application of the sign ordinance regulations.

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

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

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

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

The sign program limits the amount and type of signage that may be approved. The building wall signs and donor wall signs have very specific design criteria that will provide adequate, uniform signage for the building. The proposed deviations from the Sign Ordinance would also allow signage that has been commonly used on the building in the past. Thus, the approved sign program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 12-004, a sign program

amendment to allow modification of building wall signs, a second monument sign, the addition of donor wall signs and additional directional signs at the building located at 1695 North Sunrise Way, subject to those conditions set forth in Exhibit A.

ADOPTED this 10th day of October 2012.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

NOES:

ABSENT:

ABSTAIN:

Craig A. Ewing, AICP
Director of Planning Services

Resolution No.

Exhibit A

Case No. SP 12-004

Sign Program Amendment

1695 North Sunrise Way

October 10, 2012

CONDITIONS OF APPROVAL

Before final acceptance of the project, all conditions listed below shall be completed to the satisfaction of the City Engineer, the Director of Planning Services, the Chief of Police, the Fire Chief or their designee, depending on which department recommended the condition.

Any agreements, easements or covenants required to be entered into shall be in a form approved by the City Attorney.

PROJECT SPECIFIC CONDITIONS

- PSP 1. Prior to issuance of permit for any signage, the landscape plan for the area surrounding the proposed monument sign shall be submitted to the Planning Department for review and approval.
- PSP 2. Prior to issuance of permit for any signage, the applicant shall submit a revised sign program with the following revisions:
- a. Eliminate six building wall signs from sign program. These include three at the northeast corner of building (Sign Nos. 4, 5, 6 in sign program), one at the northwest corner of building (Sign No. 9 in sign program) and two on the south elevation of building (Sign Nos. 14 & 15 in sign program);
 - b. Add one wayfinding (directional) sign of no more than six square feet in size at the northeast corner of building. Sign to be consistent with other wayfinding signs.

ADMINISTRATIVE CONDITIONS

- ADM 1. The proposed development of the premises shall conform to all applicable regulations of the Palm Springs Zoning Ordinance, Municipal Code, or any other City Codes, ordinances and resolutions which supplement the zoning district regulations.

ADM 2. The owner shall defend, indemnify, and hold harmless the City of Palm Springs, its agents, officers, and employees from any claim, action, or proceeding against the City of Palm Springs or its agents, officers or employees to attach, set aside, void or annul, an approval of the City of Palm Springs, its legislative body, advisory agencies, or administrative officers concerning Case SP 12-004. The City of Palm Springs will promptly notify the applicant of any such claim, action, or proceeding against the City of Palm Springs and the applicant will either undertake defense of the matter and pay the City's associated legal costs or will advance funds to pay for defense of the matter by the City Attorney. If the City of Palm Springs fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Palm Springs. Notwithstanding the foregoing, the City retains the right to settle or abandon the matter without the applicant's consent but should it do so, the City shall waive the indemnification herein, except, the City's decision to settle or abandon a matter following an adverse judgment or failure to appeal, shall not cause a waiver of the indemnification rights herein.

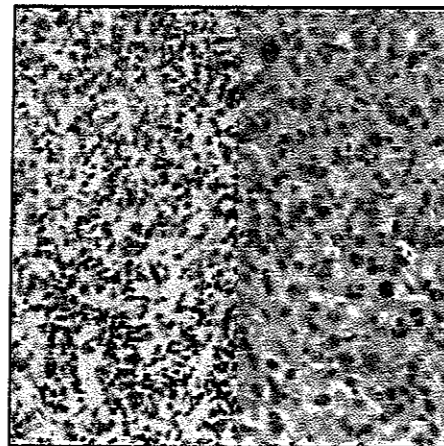
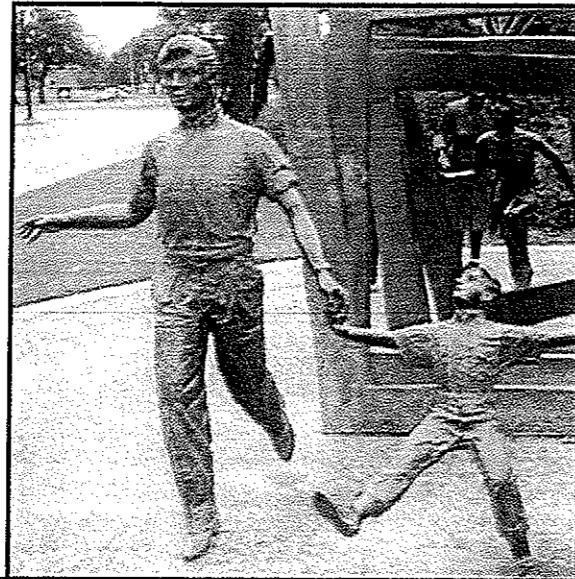
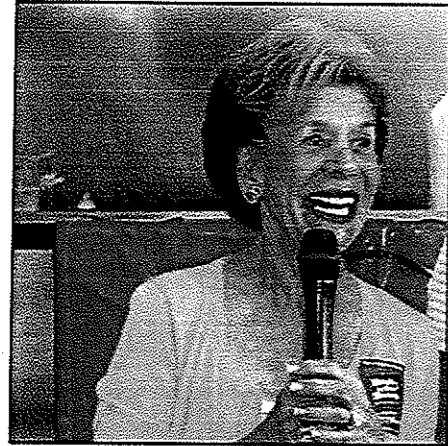
PLANNING DEPARTMENT CONDITIONS

- PLN 1. It shall be the sole responsibility of the owner of the property and/or tenant or agent to restore all mounting surfaces (i.e. walls, facades, windows, railings, etc.) to a condition closest to the original condition upon removal of any sign from the premises.
- PLN 2. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PLN 3. All signs shall comply with the Uniform Building Code regulations.
- PLN 4. All non-approved signage must be removed as part of this approval.
- PLN 5. The Planning Services Department may require the reduction of light intensity and glare from any signage, or the removal of such signage, that poses a nuisance or harm.
- PLN 6. The applicant shall provide all tenants with a copy of the sign program and all Conditions of Approval for this project.

BUILDING DEPARTMENT CONDITIONS

- BLD 1. Prior to any construction on-site, all appropriate permits must be secured.

END OF CONDITIONS



CONCEPTUAL DESIGN

PREPARED FOR



DESERT AIDS PROJECT

MASTER SIGN PROGRAM DONOR RECOGNITION PLAN

PRESENTED BY

BESTSIGNS
INCORPORATED

800-50-SIGNS www.bestsigns.com

CONTRACTORS LIC. NO. 524483

1550 S GENE AUTRY TRAIL
PALM SPRINGS CA 92264
760-320-3042
800-0-SIGNS

August 30, 2012

RECEIVED

SEP 10 2012

PLANNINGSERVICES
DEPARTMENT

Creating a Health Environment

Desert AIDS Project provides medical care and comprehensive support services to people living with HIV/AIDS in the desert community. Desert AIDS Project provides testing, treatment, counseling, transportation, housing, and financial assistance to people living with HIV/AIDS.

Private support is a major factor in as much that the Desert AIDS Project is dependant on annual giving and is constantly reaching out to the community and philanthropists alike. The ability to recognize supporters is essential in the ability to continue to provide much needed services to those who have contracted HIV/AIDS.

AIDS IS NOT OVER

THINK ABOUT IT AGAIN TOGETHER

CARE • PREVENTION • ADVOCACY

Creating a Long Term Donor Recognition and Signage Plan

It is the intention of this submittal to provide the Desert Aids Project with a Donor Recognition Plan utilizing individual letters on building elevations, monumentation, and the implementation of a Donor Recognition Wall. Much of the proposed Plan is to replace existing applications and is noted as such within the legend of the Site Plan.

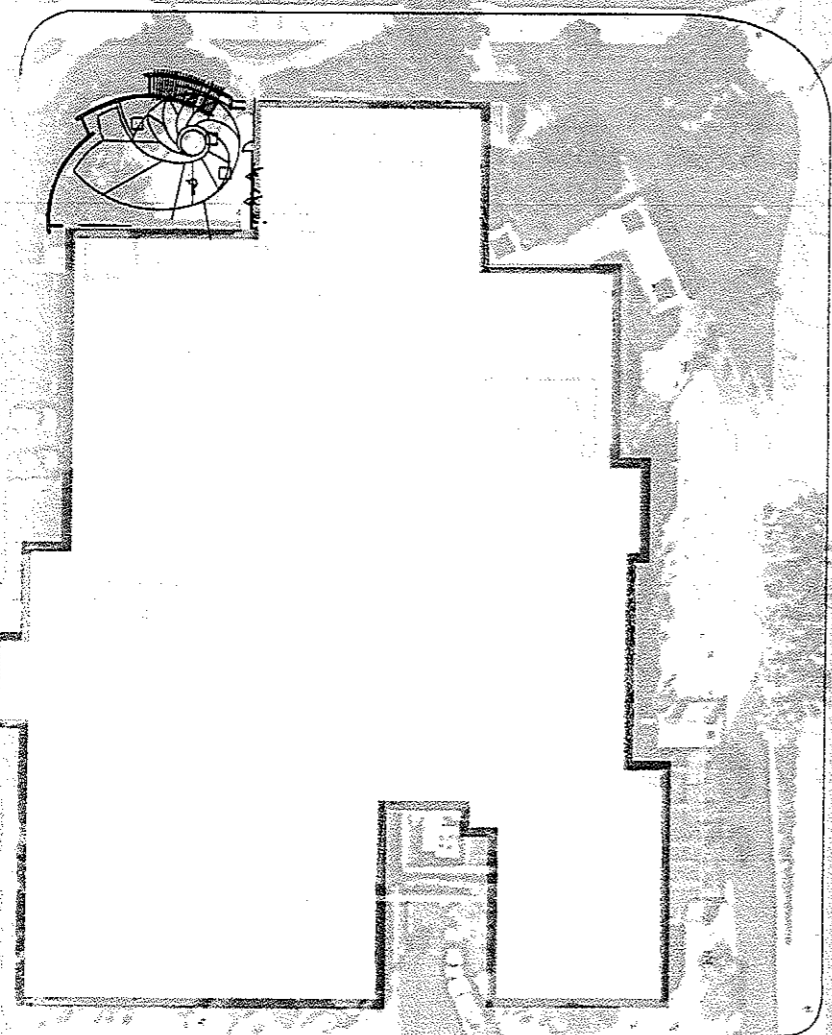
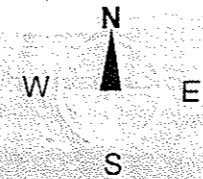
It is our belief that a Long Term Donor Recognition Plan will serve The Desert Aids Project, the City of Palm Springs, and the Community as a whole by ensuring continuity by implementing Design and Specification Standards. These Standards will further assist in fund-raising efforts by offering predetermined areas for recognition. The designated locations will allow for flexibility of giving levels and may be offered for designated periods of time.

The proposed Long Term Donor Recognition Plan creates interest and enhances the aesthetic qualities of the Desert Aids Project facility.

This document is intended to be a 10 year plan. Some of the existing elevation donor names will be relocated to the donor wall. All future donors will be required to utilize the space as shown in this document. No additional monument signs, or other areas within the landscape, or elevations shall be used for donor recognition or facility identification.

*Included in the proposed plan, is facility identification, facility monumentation, and general wayfinding to direct patients, family and friends to the Entrance.

EAST VISTA CHINO

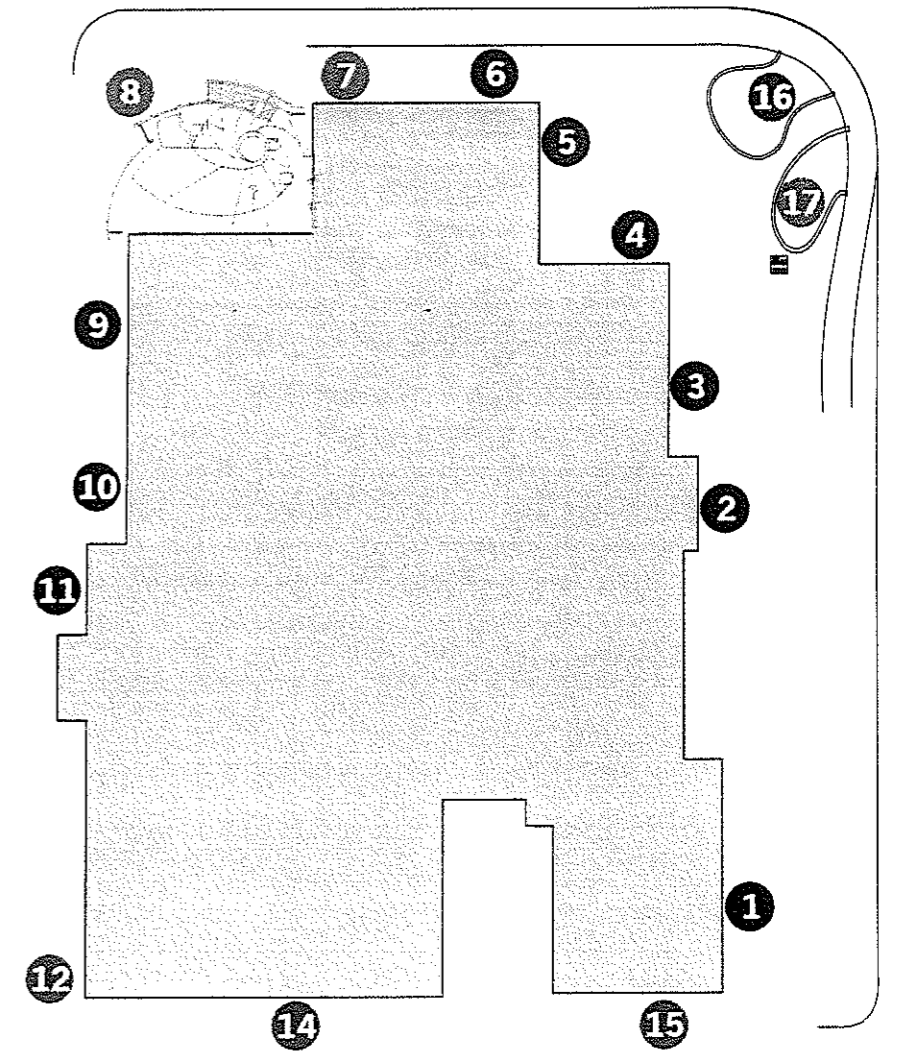


N SUNRISE WAY

PROPOSED SIGN LOCATIONS AND TYPES

EXISTING = BLUE PROPOSED = GREEN

- | | | |
|-------------------------|------------------------|----------------------|
| 1 DONOR OPPORTUNITY | 7 DONOR OPPORTUNITY | 13 WAYFINDING |
| 2 D.A.P. MAIN ID | 8 DONOR WALL | 14 DONOR OPPORTUNITY |
| 3 WALGREENS PHARMACY | 9 DONOR OPPORTUNITY | 15 DONOR OPPORTUNITY |
| 4 DONOR OPPORTUNITY | 10 D.A.P. ENTRY ID | 16 MONUMENT (EMC) |
| 5 DONOR (RIDGWAY-ADAMS) | 11 DONOR (WELLS FARGO) | 17 MONUMENT (CANCER) |
| 6 DONOR OPPORTUNITY | 12 WAYFINDING | |



PROJECT FONT

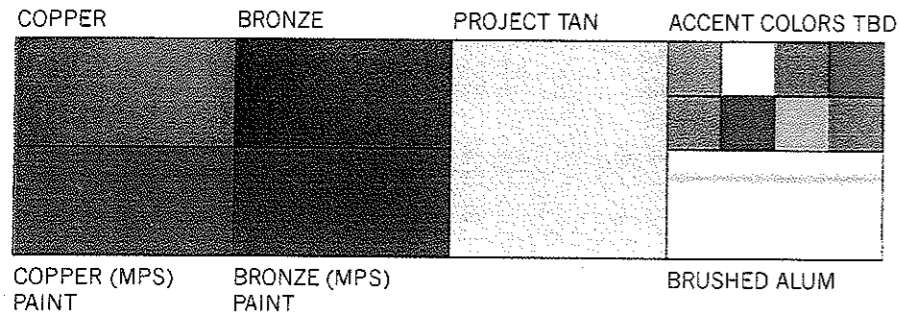
GOTHAM BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

GOTHAM

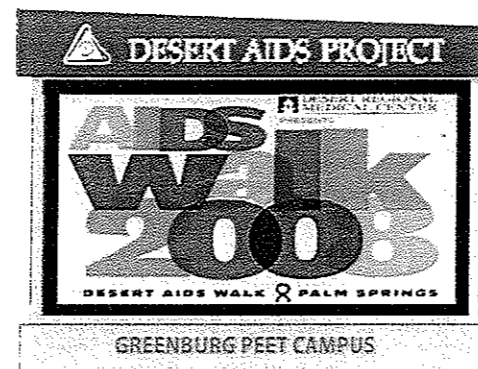
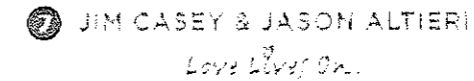
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

PROJECT COLOR / MATERIAL PALLETTE



9" 24" 9" **THE MORRIS & LILA LINSKY ANNEX**
FOOD COURT

INDIVIDUAL LETTERS TO BE 1/2" CAST ACRYLIC, PIN MOUNTED, PAINTED MPS METALLIC COPPER - SIGN TYPE PROPOSED AND REPLACE EXISTING 3 4 5 6 7 9 14 15



SINGLE SIDED, INTERNALLY ILLUMINATED SIGN TYPE EXISTING 16

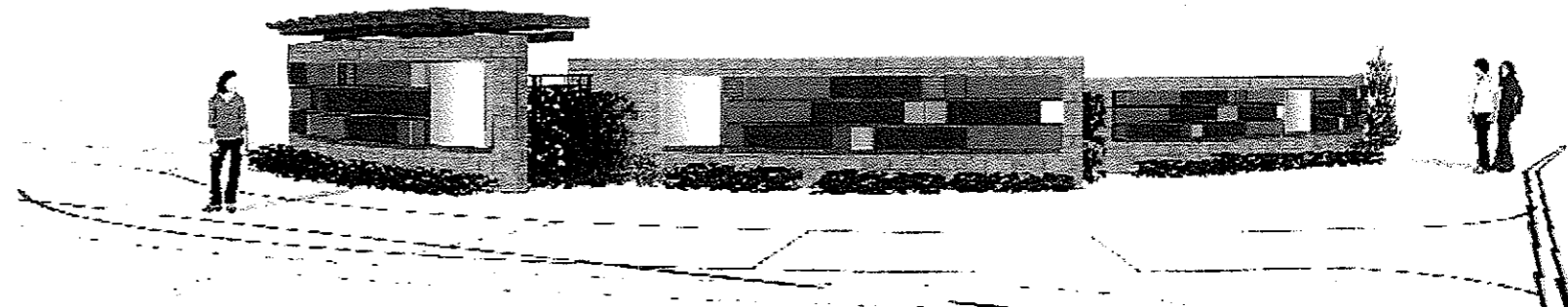


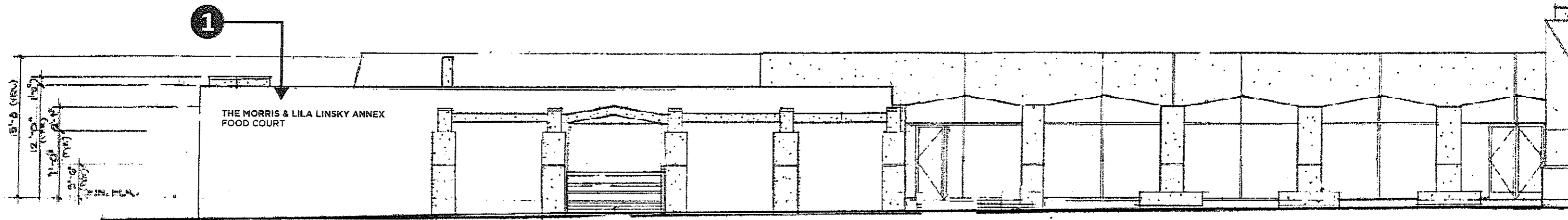
SINGLE SIDED, INTERNALLY ILLUMINATED SIGN TYPE PROPOSED 17



DIRECTIONAL PROPOSED/EXISTING 12 13

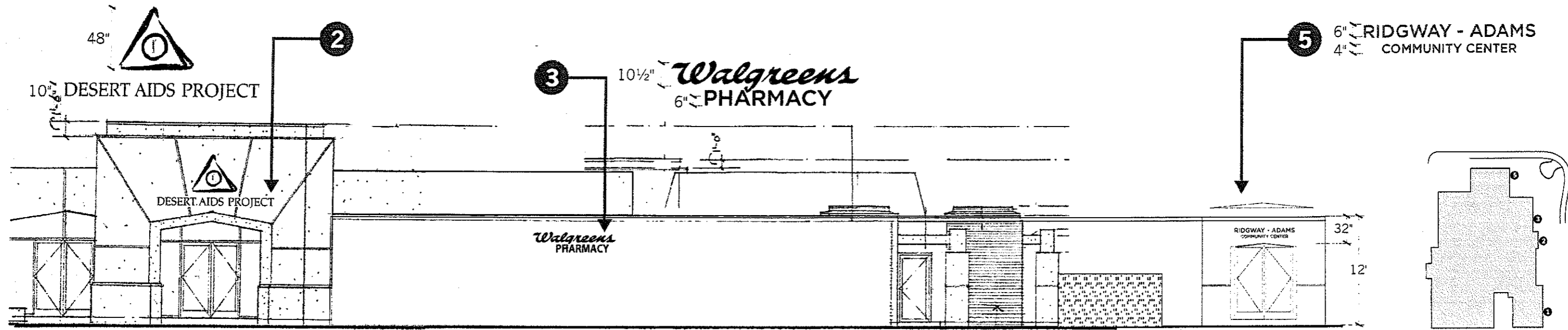
DONOR ART WALL - PROPOSED 8





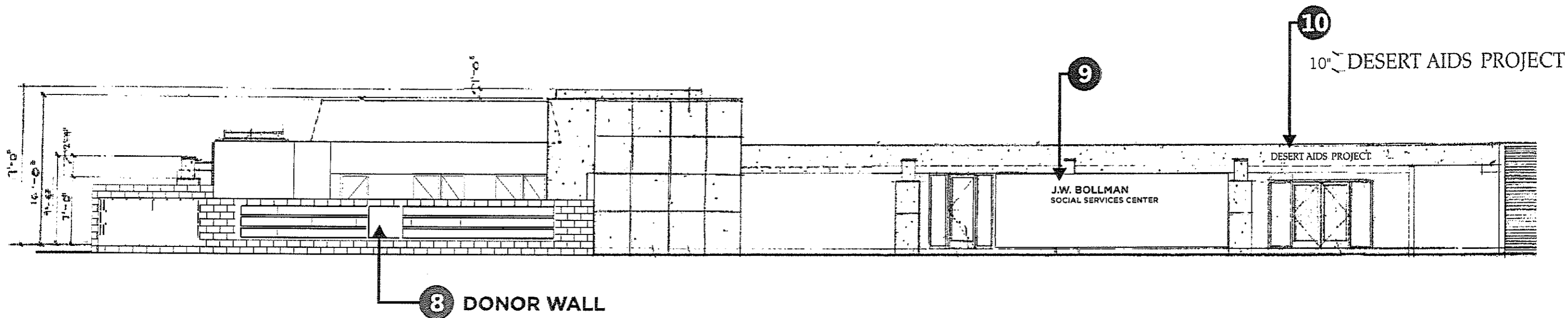
A EAST ELEVATION

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



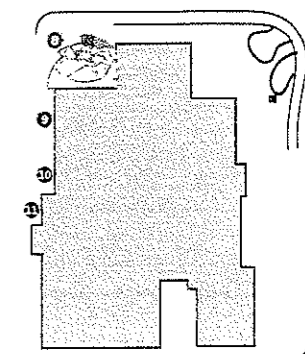
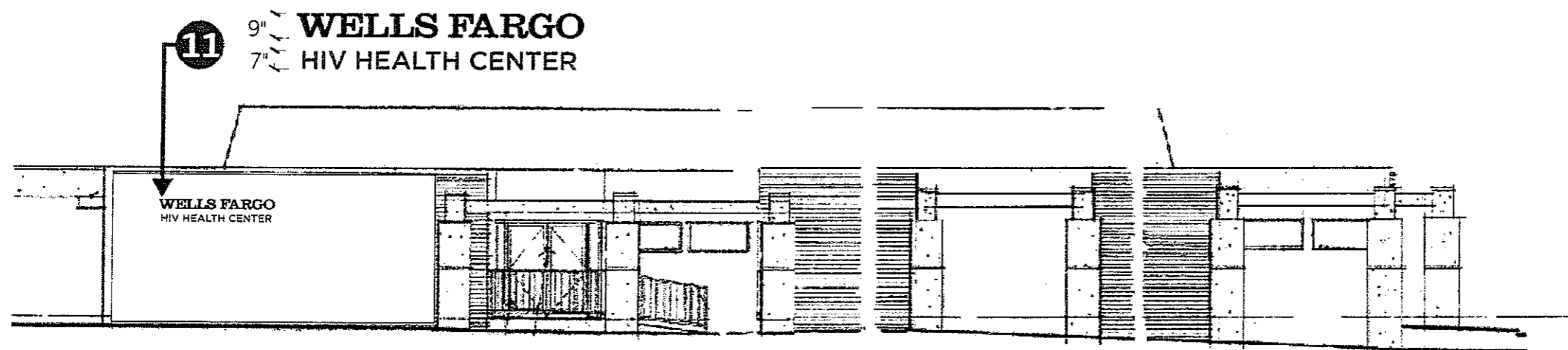
A EAST ELEVATION

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



C WEST ELEVATION

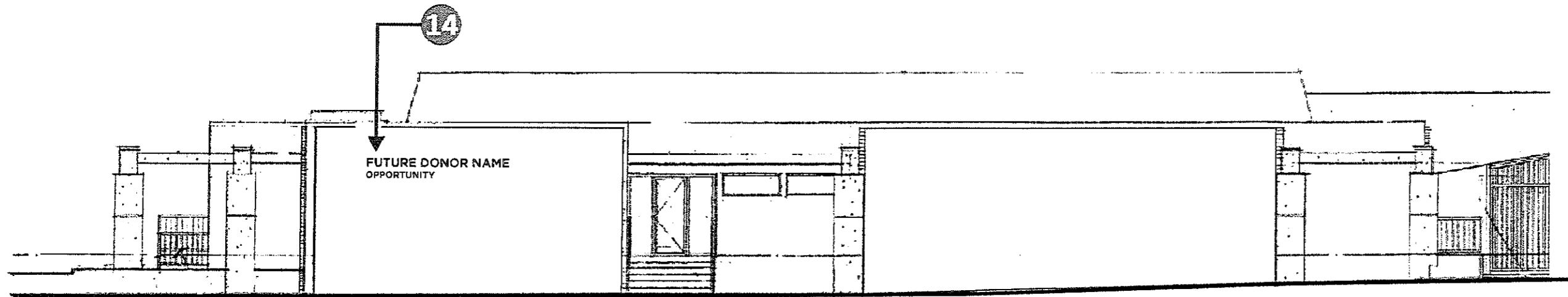
SCALE: 3/32"=1'-0"



C WEST ELEVATION

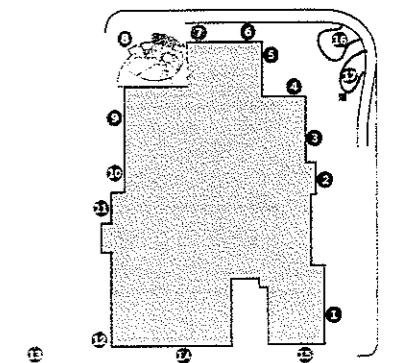
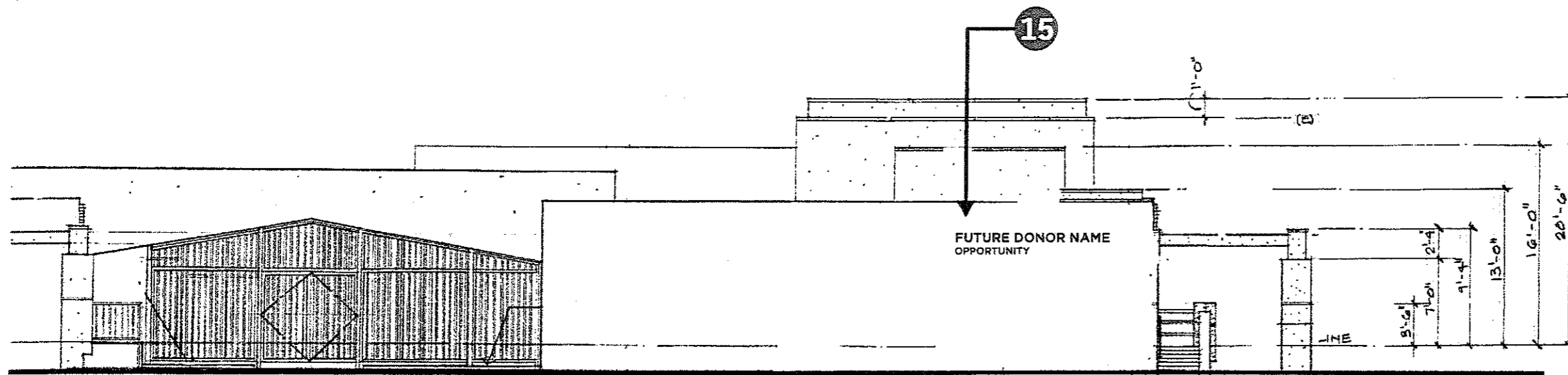
SCALE: 3/32"=1'-0"

EXISTING BUILDING SIGNAGE AT DESERT AIDS PROJECT/ANNETTE BLOCH CANCER CARE CENTER



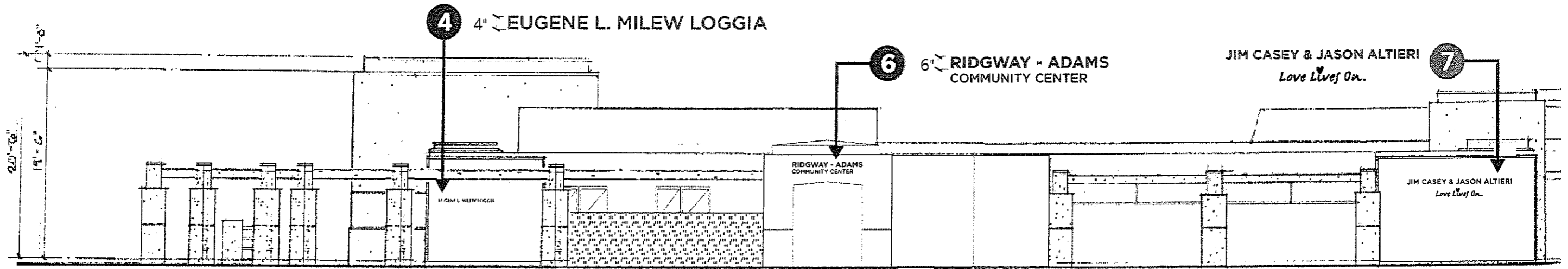
SOUTH ELEVATION

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



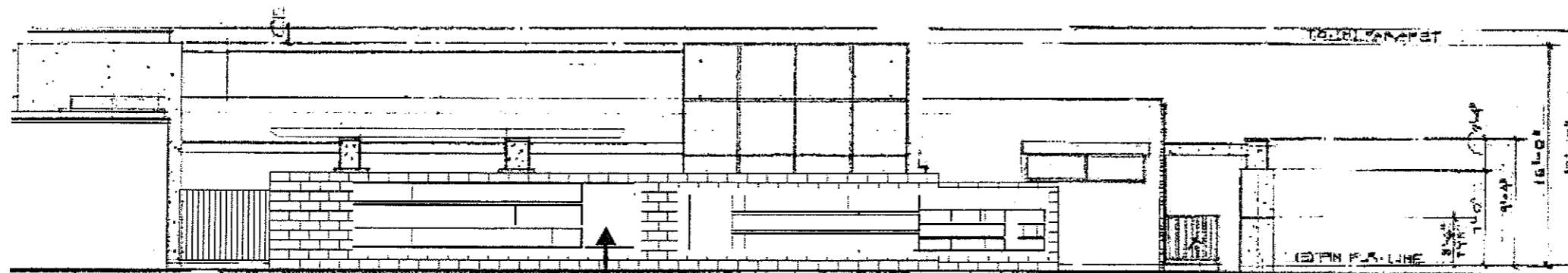
SOUTH ELEVATION

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



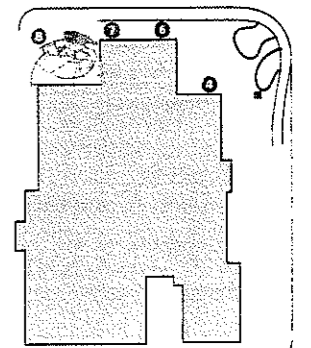
NORTH ELEVATION

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

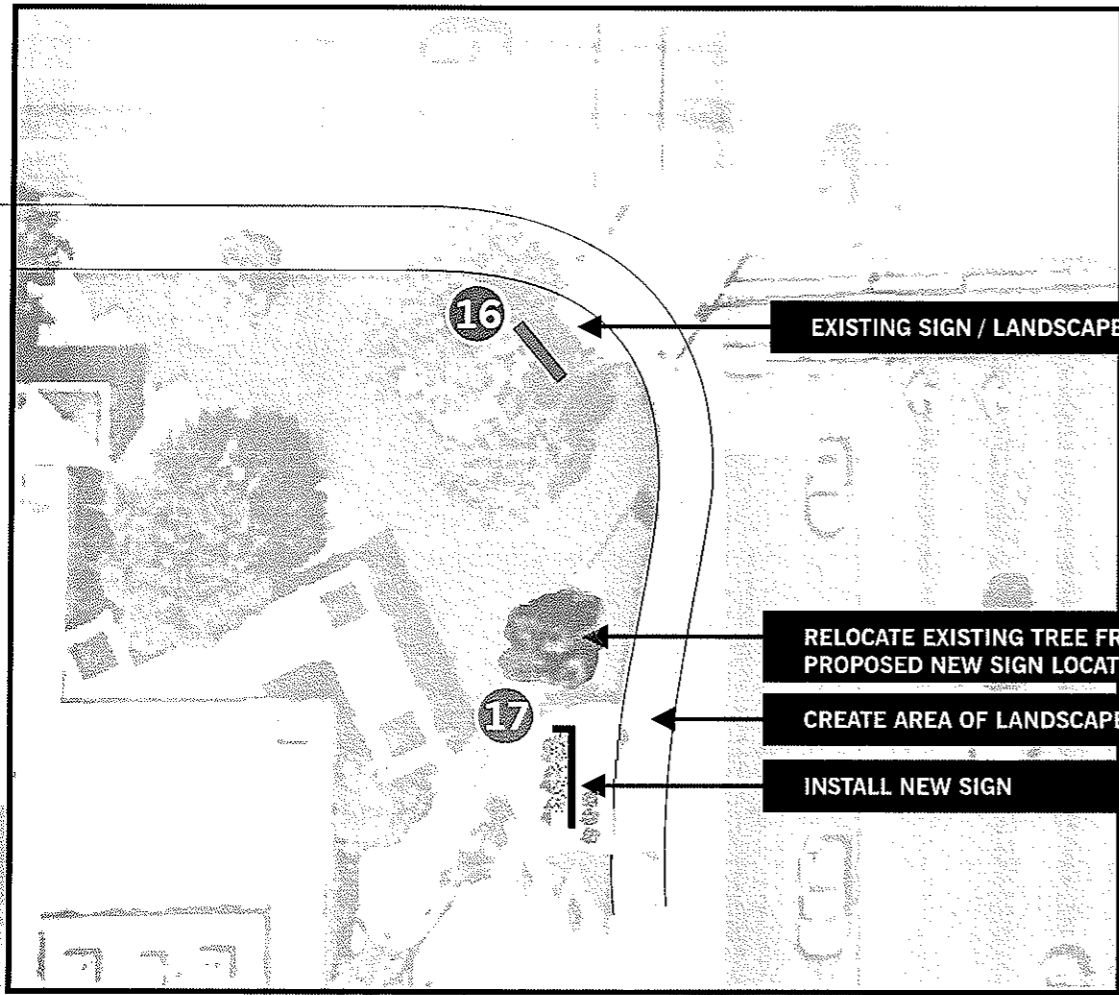


NORTH ELEVATION

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



EXISTING BUILDING SIGNAGE AT DESERT AIDS PROJECT/ANNETTE BLOCH CANCER CARE CENTER

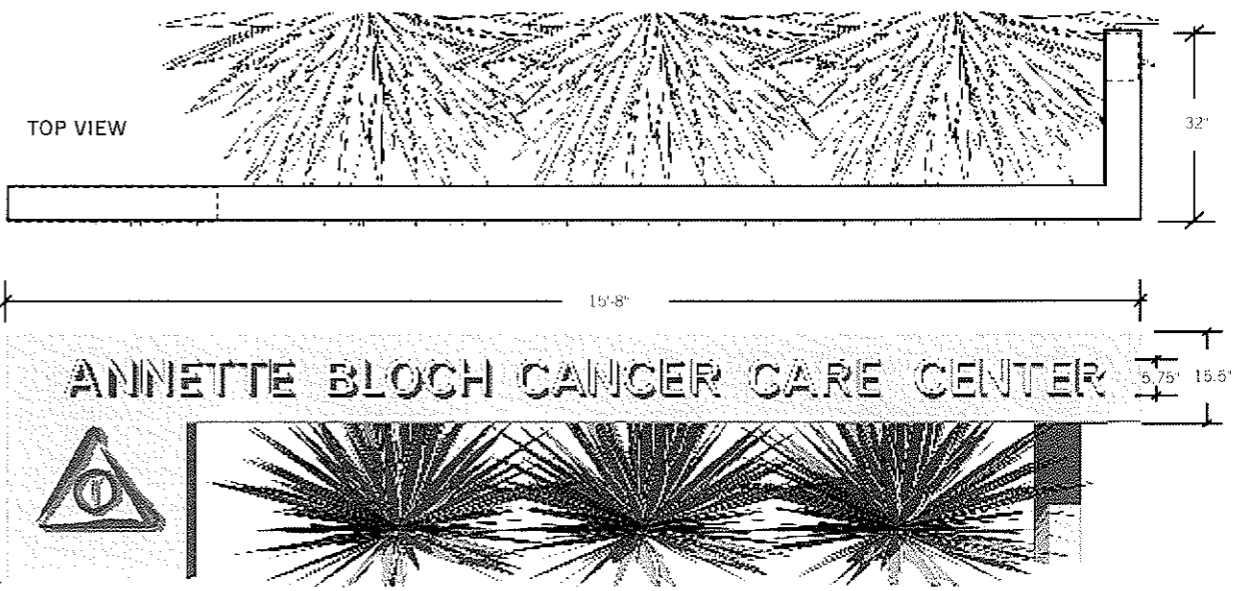


EXISTING SIGN / LANDSCAPE

RELOCATE EXISTING TREE FROM PROPOSED NEW SIGN LOCATION

CREATE AREA OF LANDSCAPE

INSTALL NEW SIGN



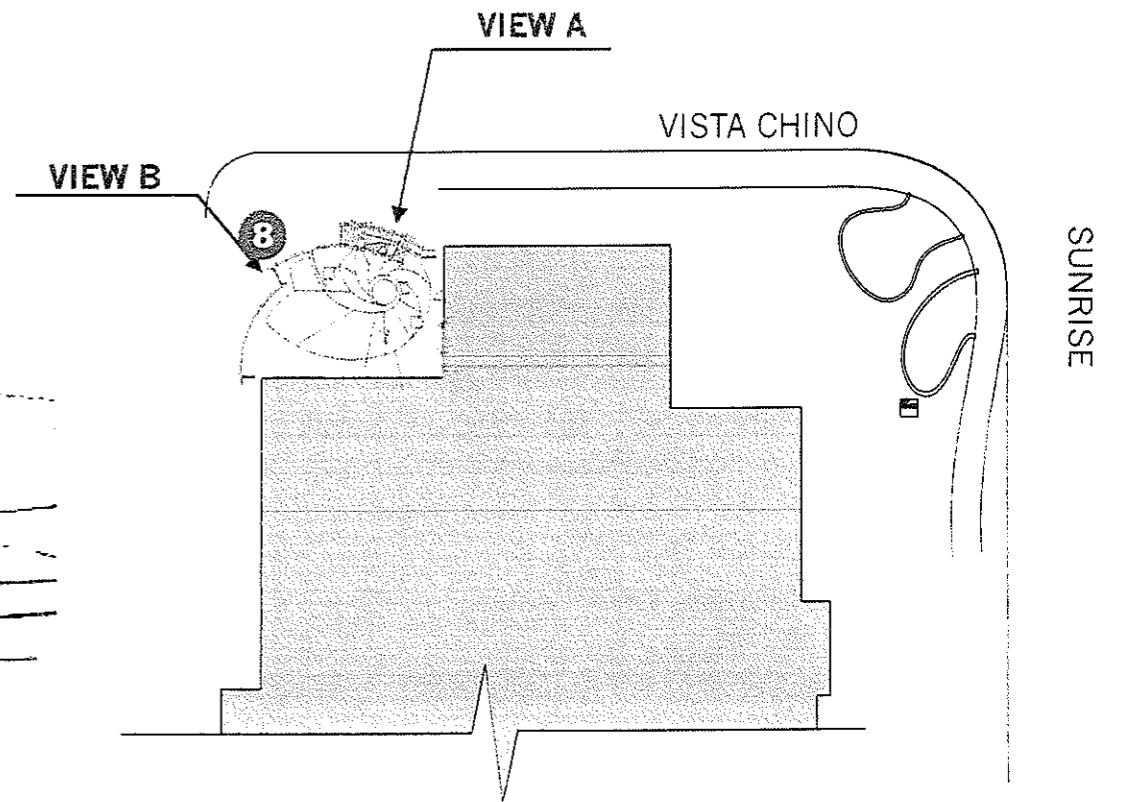
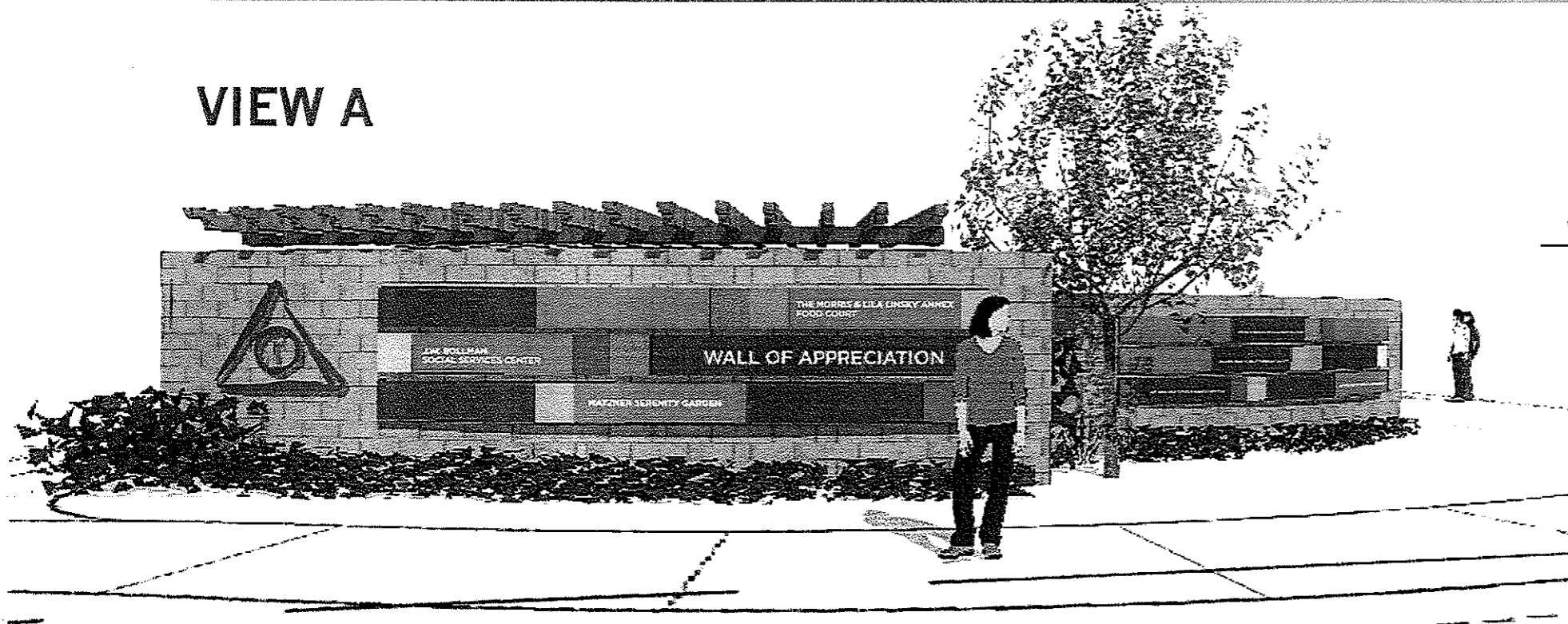
17

ANNETTE BLOCH CANCER CARE CENTER

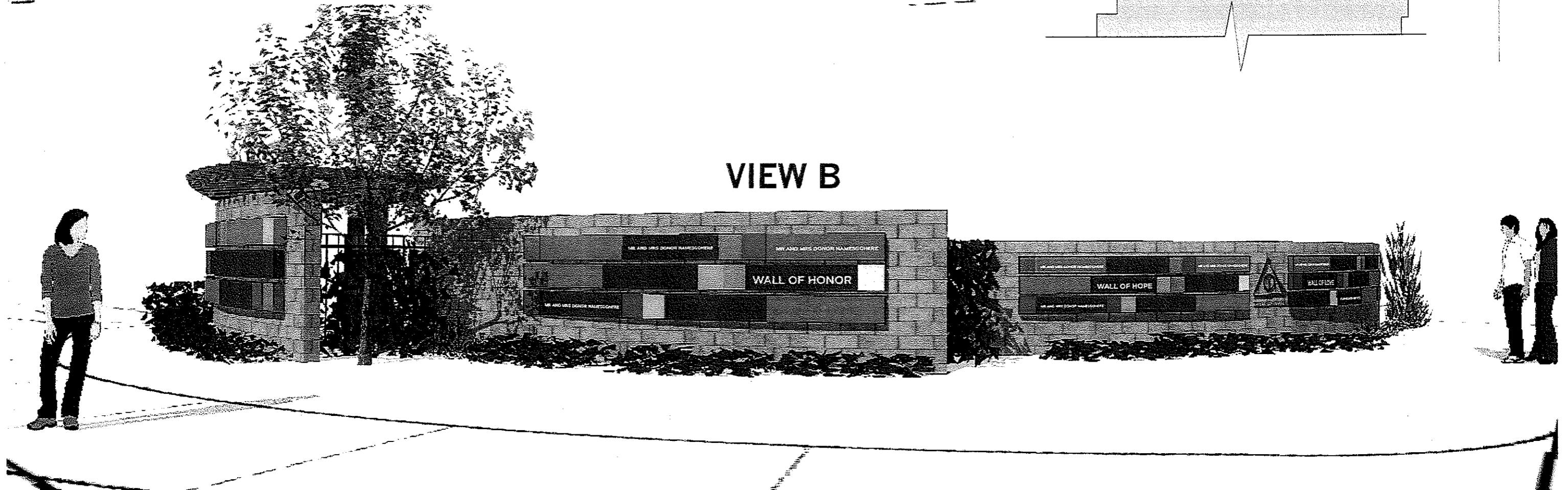
SINGLE SIDED DONOR RECOGNITION SIGN TO HAVE LINEAR FREE FLOATING APPEARANCE, LOW VOLTAGE INTERNAL ILLUMINATION TO CREATE GLOW AROUND PUSH THROUGH LETTERS.

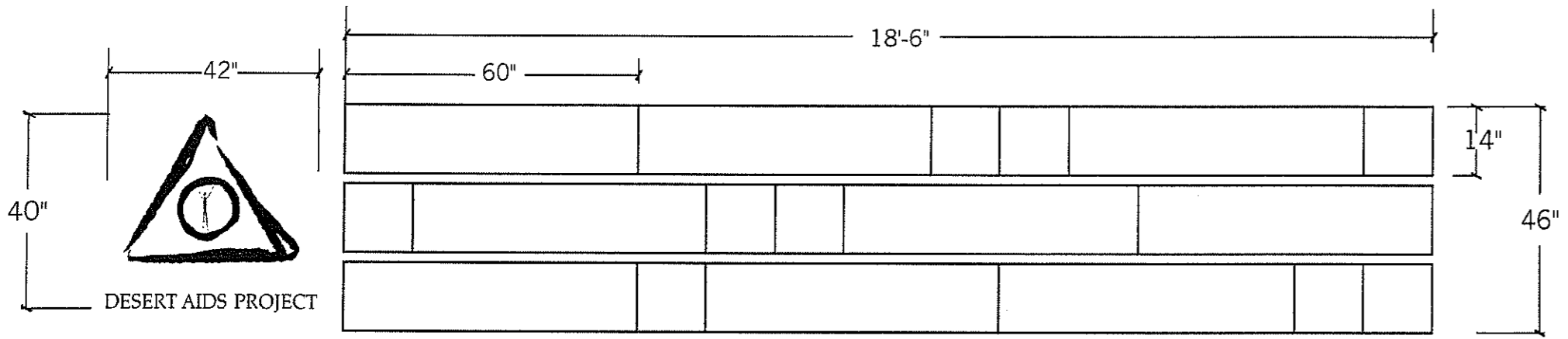
BESTSIGNS
INCORPORATED

VIEW A

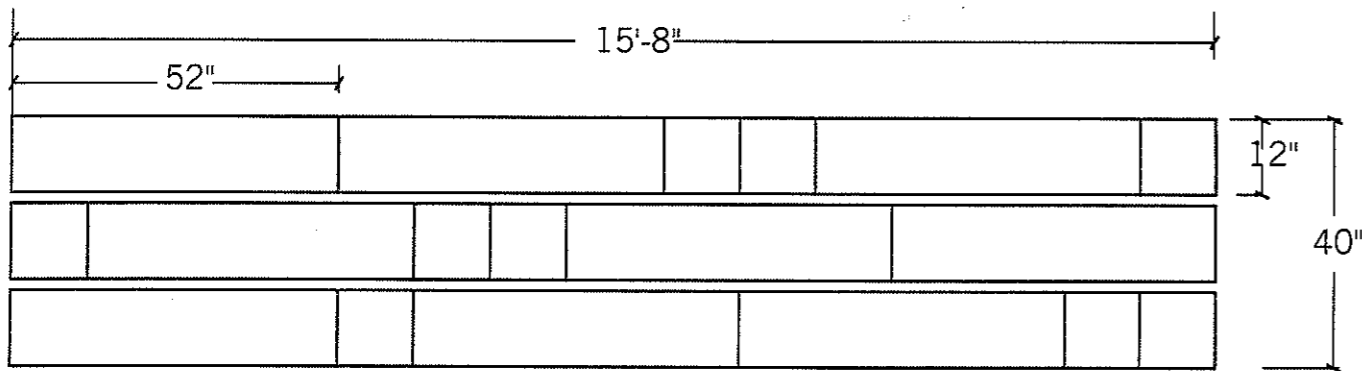


VIEW B

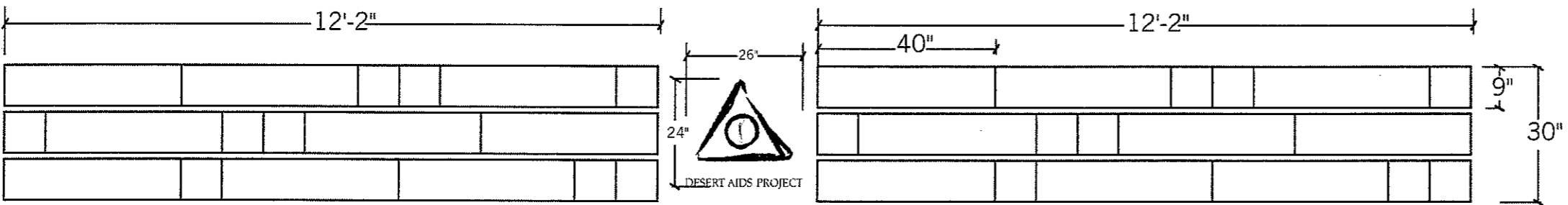




WALL 1 - 76 SF

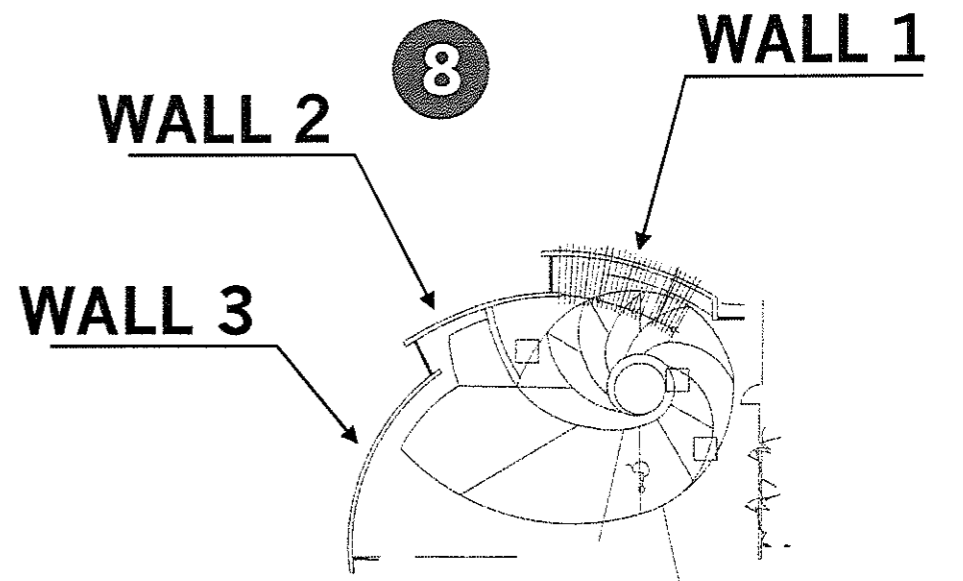


WALL 2 - 52 SF



WALL 3 - 66 SF

SCALE 3/8"=1'.0"



**THE MORRIS & LILA LINSKY ANNEX
FOOD DEPOT**

WALL 1 - 3.75" LETTER

THE MORRIS & LILA LINSKY ANNEX

WALL 2 - 3" LETTER

THE MORRIS & LILA LINSKY ANNEX

WALL 3 - 2.5" LETTER