



# CITY COUNCIL STAFF REPORT

DATE: MARCH 6, 2013

Consent Calendar

SUBJECT: PALM SPRINGS CONVENTION CENTER TO ESTABLISH A SIGN DISTRICT FOR PERMANENT AND TEMPORARY SIGNAGE AT THE CONVENTION CENTER LOCATED AT 277 NORTH AVENIDA CABALLEROS.

FROM: David H. Ready, City Manager

BY: Planning Services

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## SUMMARY

The City Council will consider a request by the Palm Springs Convention Center for a Special Sign District as allowed under the Palm Springs Zoning Code, Section 93.20.05(C)(8). The sign district will establish permanent and temporary signs on the Convention Center site and surrounding properties managed by the Convention Center.

## RECOMMENDATION:

Adopt Resolution No. \_\_\_\_, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING THE ESTABLISHMENT OF A SPECIAL SIGN DISTRICT (CASE SI 12-079) FOR THE PALM SPRINGS CONVENTION CENTER, LOCATED AT 277 NORTH AVENIDA CABALLEROS."

## PRIOR ACTIONS:

On September 24, 2012, staff approved a reface of the existing monument sign located on the east side of the property located at 277 North Avenida Caballeros.

## BACKGROUND:

The Palm Springs Convention Center underwent a \$32-million renovation nearly ten years ago, which included the addition of meeting and administrative space, relocating the facility entry to Calle Alvarado, reconfiguring and addition of parking spaces and enlarging loading and trash areas. At the southwest corner of Amado Road and Calle Alvarado, the Jackie Lee Houston Plaza was constructed in 2009. An aerial depicting the existing conditions is shown on the following page.



**Table 1: Permanent Main Signs**

<b>Signage</b>	<b>Quantity and Size Proposed</b>	<b>Consistent w/ PSZC (Deviations)</b>
Monument sign along Avenida Caballeros (existing)	Quantity: One Height: 9 ft, 6 in Area: 112 sq. ft. per side	No (Height – 8 ft. max.)
Off-site monument sign along Amado Road in Jackie Lee Houston Plaza (proposed)	Quantity: One Height: 7 ft Area: 48 sq. ft. per side	No (Off-site advertising prohibited)

**Table 2: Temporary Signs**

<b>Signage Type</b>	<b>Quantity, Size, Duration and Material Proposed</b>	<b>Consistent w/ PSZC (Deviations)</b>
<b>Banner</b>		
South facing exterior wall of Oasis 4 (above doors)	Quantity: One Size: Up to 240 sq. ft. Duration: Up to 7 days, 5 times annually Material: Vinyl / Plastic	No (Size and duration)
East facing exterior wall of Oasis 4	Quantity: One Size: Up to 240 sq. ft. Duration: Up to 7 days, 5 times annually Material: Vinyl / Plastic	No (Size and duration)
<b>Balloon</b>		
East lot or lawn area	Quantity: One Size: Up to 50 ft in diameter Duration: Up to 7 days annually Material: Nylon / Plastic	No (Type)
<b>Event Information Sign</b>		
Southeast corner of Amado and Avenida Caballeros	Quantity: One Size: Up to 36 sq. ft. per side Duration: Up to 14 days, 5 times annually Material: Wood / Metal	No (Off-site advertising)
<b>Inflatable (as a part of outdoor exhibit)</b>		
East lot / east lawn	Quantity: Three maximum Size: Up to 20ft tall by 6 ft wide Duration: Up to 7 days, 5 times annually Material: Vinyl	No (Off-site advertising)

While the above signage does not conform to the Zoning Code, the City Council has the authority to approve all or some of the above signage through a sign district. The Council must find that the signage is necessary or appropriate to implement the General Plan provisions and goals. Provided below is a list of General Plan Policies that relate to the proposed sign district.

*CD1.2 Use public landscaping, banners, and signage along streets, sidewalks, and property frontages and in public spaces to strengthen the City's identity.*

*CD9.6 Utilize lively, colorful, well-designed, and well-placed banners for holidays, City events, and other City-approved special occasions.*

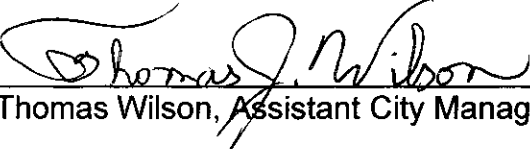
*LU7.3 Continue to host special events that draw local residents and visitors.*

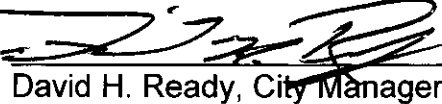
The proposed signage will assist in meeting the above provisions by enhancing visibility of convention and public gathering activities. The signage will provide awareness to local residents and visitors by further identifying upcoming special events.

Staff notes that the balloon and inflatable(s) would require review and approval by the Riverside County Airport Land Use Commission (ALUC) and possibly the Federal Aviation Administration (FAA). Should the Council approve the sign district, staff recommends that these two temporary signage types be excluded from the approval and has included a condition prohibiting this type of signage in the draft resolution. If the applicant wishes to pursue review and approval by the ALUC and FAA, an amendment to this sign district may be proposed in the future.

FISCAL IMPACT:

No fiscal impact.

  
Thomas Wilson, Assistant City Manager

  
David H. Ready, City Manager

Attachments:

1. Draft Resolution w/ Conditions
2. Proposed sign district
3. Exhibit of proposed monument sign on Amado

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING THE ESTABLISHMENT OF A SPECIAL SIGN DISTRICT (CASE SI 12-079) FOR THE PALM SPRINGS CONVENTION CENTER, LOCATED AT 277 NORTH AVENIDA CABALLEROS.

WHEREAS, according to Palm Springs Zoning Code 93.20.5.C.8, "*special sign districts*" may be established by the City Council, "...as part of a specific plan, redevelopment plan, planned development district or the like when special sign provisions are necessary or appropriate to implement general plan provisions and goals"; and

WHEREAS, the Palm Springs Convention Center (the "Applicant") has filed an application (SI 12-079) with the City pursuant to Section 94.03.00(E) of the Palm Springs Zoning Code, for a special sign district to allow additional temporary and permanent signage; and

WHEREAS, on March 6, 2013, a public meeting on the application was held by the City Council in accordance with applicable law; and

WHEREAS, the City Council has carefully reviewed and considered all of the evidence presented in connection with the meeting on the project, including but not limited to the staff report, and all written and oral testimony presented.

THE CITY COUNCIL OF THE CITY OF PALM SPRINGS DOES HEREBY RESOLVE 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. Pursuant to Section 93.20.5.C.8 of the Palm Springs Zoning Code, the City Council finds that the proposed Special Sign District includes special sign provisions that are necessary or appropriate to implement general plan provisions and goals, as follows:

- CD1.2 *Use public landscaping, banners, and signage along streets, sidewalks, and property frontages and in public spaces to strengthen the City's identity.*
- CD9.6 *Utilize lively, colorful, well-designed, and well-placed banners for holidays, City events, and other City-approved special occasions.*
- LU7.3 *Continue to host special events that draw local residents and visitors.*

The proposed signage will assist in meeting the above provisions by enhancing visibility of convention and public gathering activities. The signage will provide awareness to local residents and visitors by further identifying upcoming special events.

Section 3. The City Council approves the establishment of a special sign district for the Palm Springs Convention Center at 277 North Avenida Caballeros and surrounding properties as noted in the district, subject to the exclusion of balloon and inflatable signage types listed as items 4 and 6 in the attached sign district.

ADOPTED THIS 6TH DAY OF MARCH, 2013.

\_\_\_\_\_  
David H. Ready, City Manager

ATTEST:

\_\_\_\_\_  
James Thompson, City Clerk

CERTIFICATION

STATE OF CALIFORNIA )  
COUNTY OF RIVERSIDE ) ss.  
CITY OF PALM SPRINGS )

I, JAMES THOMPSON, City Clerk of the City of Palm Springs, hereby certify that Resolution No. \_\_\_\_\_ is a full, true and correct copy, and was duly adopted at a regular meeting of the City Council of the City of Palm Springs on March 6, 2013, by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
James Thompson, City Clerk  
City of Palm Springs, California

**Palm Springs Convention Center  
Event Signage District Program**

The Palm Springs Convention has identified a number of locations for signage related to event activities taking place in or around the convention center. Event signage would be used for a number of purposes including marketing for an upcoming event in order to increase interest or attendance, identifying the center as the location for a given event, identifying the specific location at the center where the event is occurring or where the entrance is and welcoming the event producers, meeting planners and their attendees to the center.

Specific signage locations and types are listed as follows:

- 1). Type: Electronic Digital Marquee  
Location: Amado Road, East of Alvarado  
Size: 48 sq. ft. per side (2 sided)  
Duration: Permanent  
Material: Stone, metal and stucco to match convention center facade (designed by convention center architect), w/ LED display
  
- 2). Type: Banner  
Location: South facing exterior wall of Oasis 4 above doors  
Size: Up to 240 sq. ft.  
Duration: Up to 7 Days  
Frequency: Up to 5 times annually  
Material: Vinyl / Plastic
  
- 3). Type: Banner  
Location: East facing exterior wall of Oasis 4  
Size: Up to 240 sq. ft.  
Duration: Up to 7 days  
Frequency: Up to 2 times annually  
Material: Vinyl / Plastic
  
- 4). Type: Balloon  
Location: East Lot or East Lawn  
Size: Up to 50' diameter  
Duration: Up to 7 days  
Frequency: 1 time annually  
Material: Nylon / Plastic
  
- 5). Type: Event Information Sign  
Location: South East corner of Amado Road and Avenida Caballeros  
Size: Up to 36 sq. ft. per side (2 sided)  
Duration: Up to 14 days  
Frequency: Up to 5 times annually  
Material: Wood / Metal

6). Type: Inflatables (as part of outdoor exhibits)  
Location: East Lot / East Lawn  
Size: Up to 20' tall by 6' wide  
Duration: Up to 7 days  
Frequency: Up to 5 times annually  
Material: Vinyl / Plastic



*Presented To*



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*Palm Springs*  
**CONVENTION CENTER**

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**277 N. Avenida Caballeros, Palm Springs, CA 92262**



**National Sign & Marketing Corporation**



**13580 Fifth Street • Chino, CA 91710 • Tel: 909.591-4742 • FAX: 909.591.9792 • Toll Free: 877.877.NSMC**

# Scope of Work

**A** NEW D/F ILLUM. RGB LED MONUMENT



**PALM SPRINGS CONVENTION CENTER - Satellite & Vicinity Maps**

SCALE: NTS



<b>LOGO ARTWORK</b>		SALESMAN TO PROVIDE ACTUAL COLOR INFORMATION PRIOR TO FABRICATION	
YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
<b>FIELD SURVEY REQUIRED FOR:</b>		5	
NO <input type="checkbox"/>	COLOR MATCHING PURPOSES TO EXISTING BUILDING/STRUCTURE etc.		
NO <input type="checkbox"/>	MATCHING STONE, BRICK or OTHER BUILDING MATERIALS TO EXISTING		
NO <input type="checkbox"/>	DETERMINE ACTUAL DIMENSIONS OF EXISTING STRUCTURE FOR REFERENCE BEFORE FABRICATION		
<b>MESSAGE LOCATIONS</b>		<b>CUSTOMER APPROVAL</b>	
YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
<b>MISCELLANEOUS</b>		GROUP ESTIMATED YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
		CHECK CONTRACT YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
		CHECK LED UNIT YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	



Project: Palm Springs Convention Center  
 Address: 277 N. Avenida Caballeros, Palm Springs, CA 92262  
 Phone: Account Mgr. C. Elena  
 Designer: Lisa T. Scale: Noted Date: 11/22/2010

Client Approval: \_\_\_\_\_  
 Date: \_\_\_\_\_

**APPROVED & RELEASED FOR CONSTRUCTION**

DESIGNED BY: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_  
 DATE: \_\_\_\_\_

Drawing Number  
**24592**  
 R4



**NEW D/F ILLUM. RGB LED MONUMENT**

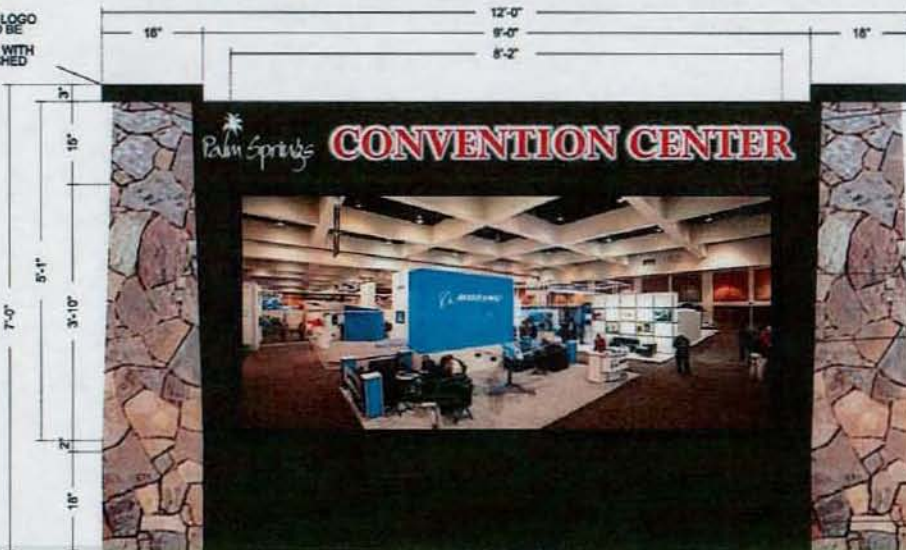
**Specifications:**

MANUFACTURE AND INSTALL ONE (1) NEW D/F ILLUMINATED LED MONUMENT MARQUEE SIGN WITH ROUTED PUSH-THRU FACE I.D. PANEL'S "PALM SPRINGS" COPY AND PALM TREE TO BE ROUTED OUT PUSH THRU WITH WHITE ACRYLIC. "CONVENTION CENTER" COPY TO BE ROUTED OUT AND PUSH THRU WITH CLEAR ACRYLIC AND 3M 9930-126 VINYL OVERLAY APPLIED FIRST SURFACE. NEW LED DISPLAY UNITS AS ILLUSTRATED AND DESCRIBED. INSTALL NEW CONSTRUCTION OVER NEW SUPPORT POLE(S) AND CONCRETE FOOTING(S) AS PER APPROVED ENGINEERING. COLORS AND MATERIALS TO MATCH EXISTING CONVENTION CENTER ON SITE.

	DK. BROWN (RAL COLOR 7016)		STONE VENEER
	WHITE / WHITE PLEX		
	BRONZE (RAL 8013) PMS 471C		

NOTE: TO VERIFY THE EXACT COLOR AND SIZE, PLEASE VISIT OUR OFFICE OR CONTACT US BY E-MAIL.

"PALM SPRINGS" LOGO AND LETTERS TO BE ROUTED FROM ALUMINUM FACE WITH WHITE PLEX PUSHED THRU.



- NEW I.D. PANEL FACES TO BE ALUMINUM WITH PRINTED AND TEXTURED FINISHES TO MATCH DK. BROWN.
- NEW ALUMINUM LED & I.D. MONUMENT RETAINER CABINET TO TEXTURED AND PAINTED TO MATCH DK. BROWN.
- NEW TIME-O-MATIC XVS 64X144 16MM HIGH FULL COLOR ELECTRONIC MESSAGING UNITS (ONE EACH FACE)
- TAPERED END PILLARS TO HAVE STONE VENEER TO MATCH CONVENTION CENTER
- PILLAR BASE ELEMENTS TO BE STONE VENEER TO MATCH CONVENTION CENTER
- BASE TEXTURED AND PAINTED TO MATCH DK. BROWN.

**NEW D/F ILLUM. RGB LED MONUMENT**

SCALE: 3/4" = 1'-0"

NEW SUPPORT POLE(S) & CONCRETE FOOTING(S) AS PER APPROVED ENGINEERING

VERIFY DELIVERED LED UNIT DIMENSIONS BEFORE MANUFACTURING UPPER & LOWER I.D. CABINETS TO ASSURE CORRECT HORIZONTAL DIMENSIONS

**National Sign & Marketing Corporation**  
 13580 Fifth St., Chino, CA 91710  
 Tel 909.591.4742 Fax 909.591.5792  
 e-mail sales@nsmc.com

Project: Palm Springs Convention Center  
 Address: 277 N. Avenida Calafornia, Palm Springs, CA 92262  
 Phone: Account Mgr. C. Elena  
 Designer: L.M.T., Scale: Noted, Date: 11/22/2019

Client Approval: \_\_\_\_\_  
 Date: \_\_\_\_\_

APPROVED & RELEASED FOR CONSTRUCTION

REVISIONS:  
 1. 11/22/2019: REVISED PER CLIENT COMMENTS  
 2. 11/22/2019: REVISED PER CLIENT COMMENTS  
 3. 11/22/2019: REVISED PER CLIENT COMMENTS

Drawing Number  
**24592**  
 B4

**VISCO**  
 ELECTRONIC SIGNS

