



PLANNING COMMISSION STAFF REPORT

DATE: April 23, 2014

SUBJECT: LALITH CHANDRASENA FOR A SIGN VARIANCE TO INSTALL NINE (9) SIGNS ON FOUR SIDES OF AN EXISTING BUILDING AND EXCEED THE SIZE OF SIGNAGE ALLOWED ON EACH BUILDING FACE AT 6550 NORTH INDIAN CANYON DRIVE, ZONE H-C (CASE NO. 8.258 SIGN VARIANCE).

FROM: Department of Planning Services

SUMMARY

The Planning Commission will consider a Sign Variance to install nine signs on the exterior of an existing building and reface an existing double-sided pylon sign at 6550 North Indian Canyon Drive.

RECOMMENDATION:

Deny as proposed.

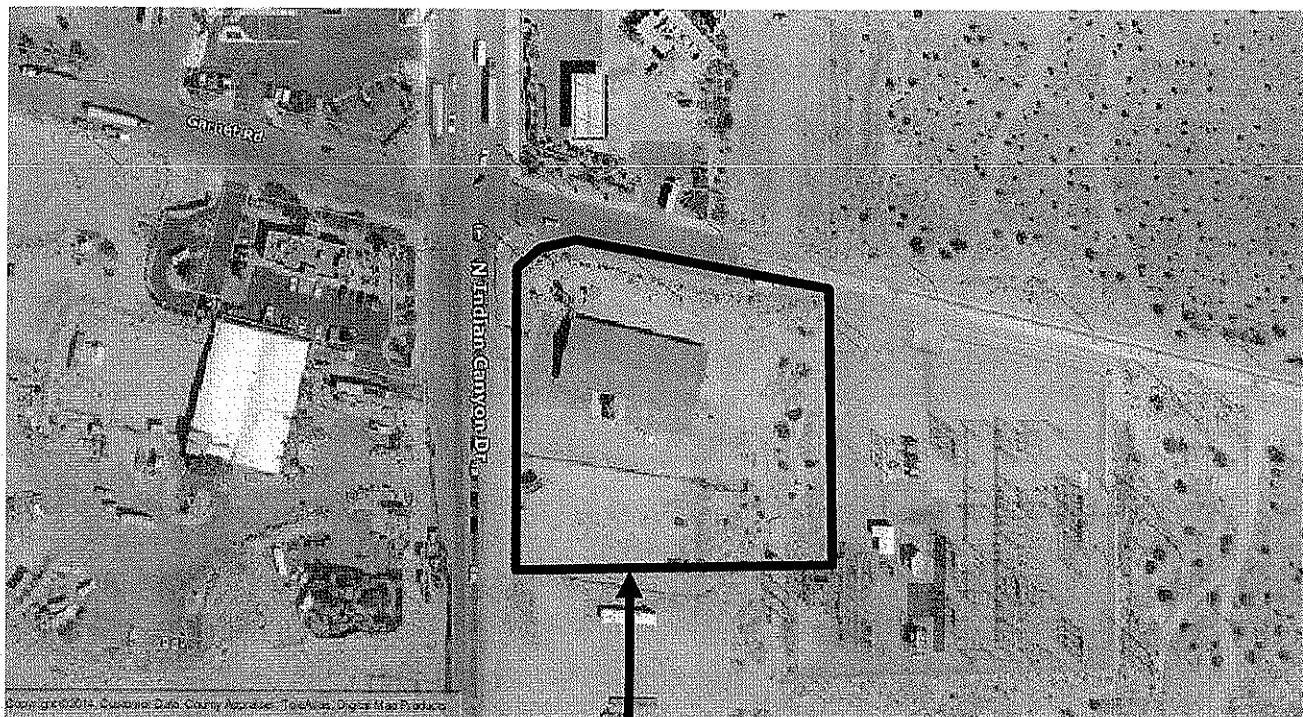
ISSUES:

- Sign Ordinance allows one main sign per street frontage (1 visible from Indian Canyon Drive and 1 from Garnet Avenue) and one additional sign within 1,000 feet of Interstate 10.
- Signage quantity and area exceed sign ordinance allowances.

BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc.</i>	
2/12/2014	Planning Commission granted approval of CUP to operate a motorcycle sale and repair dealership at 6550 N. Indian Canyon Drive.
3/19/2014	Staff issued a permit for one sign of 36-sq. ft. on the west elevation stating the name of the business: "Palm Springs Motorsports".
4/07/2014	The Architectural Advisory Committee rejected the proposal as presented and recommended approval of building signage as proposed on the west and south elevations only, if monument sign is eliminated.

Field Check	
April, 2014	Staff visited the site to view existing conditions.



Subject Site

ANALYSIS:

General Plan – Zoning			
Land Use Designation	Zoning	Use	Compliance
Regional Business Center	H-C	Motorcycles sales & repair	Yes by CUP. CUP approved by Planning Commission on 2/12/2014

The applicant is seeking a sign variance to install nine (9) signs on the building exterior and reface an existing double-sided monument / pylon sign. Signage includes a mix of cabinet signs and individual letters with logos.

In general, the sign ordinance allows one main sign per street frontage and additional signage if within 1,000 feet of a freeway interchange, which is the case for the subject property. A summary of permitted and proposed signage is shown in the table below.

Permitted Signage			Proposed Signage		
Street Frontage	Business Lineal Frontage	Permitted Sign Quantity & Area	Elevation / Freestanding	Proposed Signage	Conforms
Indian Canyon Drive / I-10 Frwy	58 feet	1 sign at 87 sq. ft. (single sided)	South	4 signs totaling 188 sq. ft.	No, exceeds quantity & area
Garnet Ave	153 feet	1 sign at 69 sq. ft. (single sided)	West	3 signs totaling 160 sq. ft.	No, exceeds quantity and area
Freeway Signs	N/a	150 sq. ft. sign - 25 ft. height, except 50 ft. may be approved after flag test proving height is necessary for I-10 visibility - Letter size to be 1ft to 3ft in vertical or horizontal dimension - distance between lowest portion of sign face and ground shall not be less than ½ the height of sign structure	Existing Pylon	192 sq. ft. per side	No, exceeds area
			North	1 sign at 36 sq. ft.	No, signage not permitted
			East	1 sign at 36 sq. ft.	No, signage not permitted

REQUIRED FINDINGS:

State law requires four (4) findings be made for the granting of a variance. These findings are listed below followed by an analysis of each.

- 1) *Because of the special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Code would deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.*

The subject property is located within the H-C (Highway Commercial) zone. This zoning requires each property be a minimum of two acres in size and two feet in width and depth. The subject site is approximately 2.64-acres in size and about 320 feet wide by 338 feet deep. The parcel is generally square in shape, flat in topography and located on the corner of Indian Canyon Drive and Garnet Avenue, which are designated as Major and Secondary Thoroughfares by the General Plan Circulation element, respectively. Other commercial properties are located on the other three corners of the intersection. Therefore, as it relates to the subject site's size, shape, topography, location or surroundings, the strict application of the zoning code would not deprive the

subject site of signage enjoyed by other properties in the vicinity under identical zone classification. Staff cannot recommend approval of this finding.

- 2) *Any variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which subject property is situated.*

The subject parcel is located in a zone of similar lots of similar size and with similar commercial structures built as the subject parcel. It may be considered a grant of special privilege to increase sign quantity and sign area as follows:

- 3 additional signs and 116% sign area increase on the west elevation,
- 2 additional signs and 132% sign area increase on the south elevation,
- Allowing a main sign on the north and east elevations when signage on these elevations is not permitted under the sign ordinance; and
- 28% increase in area on the pylon.

Staff cannot recommend approval of this finding.

- 3) *The granting of the variance will not be materially detrimental to the public health, safety, convenience, or welfare or injurious to property and improvements in the same vicinity and zone in which subject property is situated.*

The proposed signs will be required to meet all necessary building and safety codes. The signs have been reviewed by the Architectural Advisory Committee for good design. Therefore, the granting of the variance will not affect the public health, safety, convenience or welfare and will not be injurious to property improvements in the same vicinity and zone. Staff can recommend approval of this finding.

- 4) *The granting of such variance will not adversely affect the general plan of the city.*

Staff has reviewed the policies of the general plan and has found no inconsistencies between the plan and the proposed signage. Staff can recommend approval of this finding.

Additional Findings

In addition to the findings required by state law, the sign ordinance stipulates three additional findings required when approving sign variances.

- 5) *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 site is a corner lot with two street frontages. It is within 1,000 feet of the I-10 / Indian Canyon Drive interchange. Both of these merit additional signage under the zoning code.

The existing structure on-site is roughly 58 by 153 feet in size. The building is located within 100 feet of both Indian Canyon Drive and Garnet Avenue.

Thus, strict application of the sign ordinance regulations would provide adequate visibility to signage, since the building located on the property and its physical characteristics are typical for commercial buildings. Staff cannot recommend approval of this finding.

- 6) *The approved signage 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 signage.*

See response to No. 2 above.

- 7) *That the approved signage is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

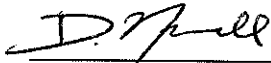
The use of logos, colors, materials and the design of the signs are compatible with the building and adjacent highway commercial properties. The Architectural Advisory Committee voted favorably to recommend approval of the design with building signage as proposed on the west and south elevations only, and if monument sign is eliminated. The proposal does not conflict with the purpose of the sign ordinance as described in Section 93.20.02(B) of the Zoning Code.

ENVIRONMENTAL DETERMINATION:

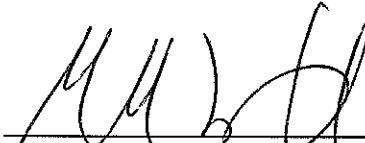
This request is categorically exempt as a Class 11 exemption from environmental review pursuant to Section 15311(a) (Accessory Structures, on-premise signs) of the California Environmental Quality Act (CEQA) Guidelines.

NOTIFICATION:

Notification of this public hearing was sent to property owners within a 500 foot radius of the subject parcel. As of the writing of this report, staff has not received any correspondence from the public.



David A. Newell
Associate Planner



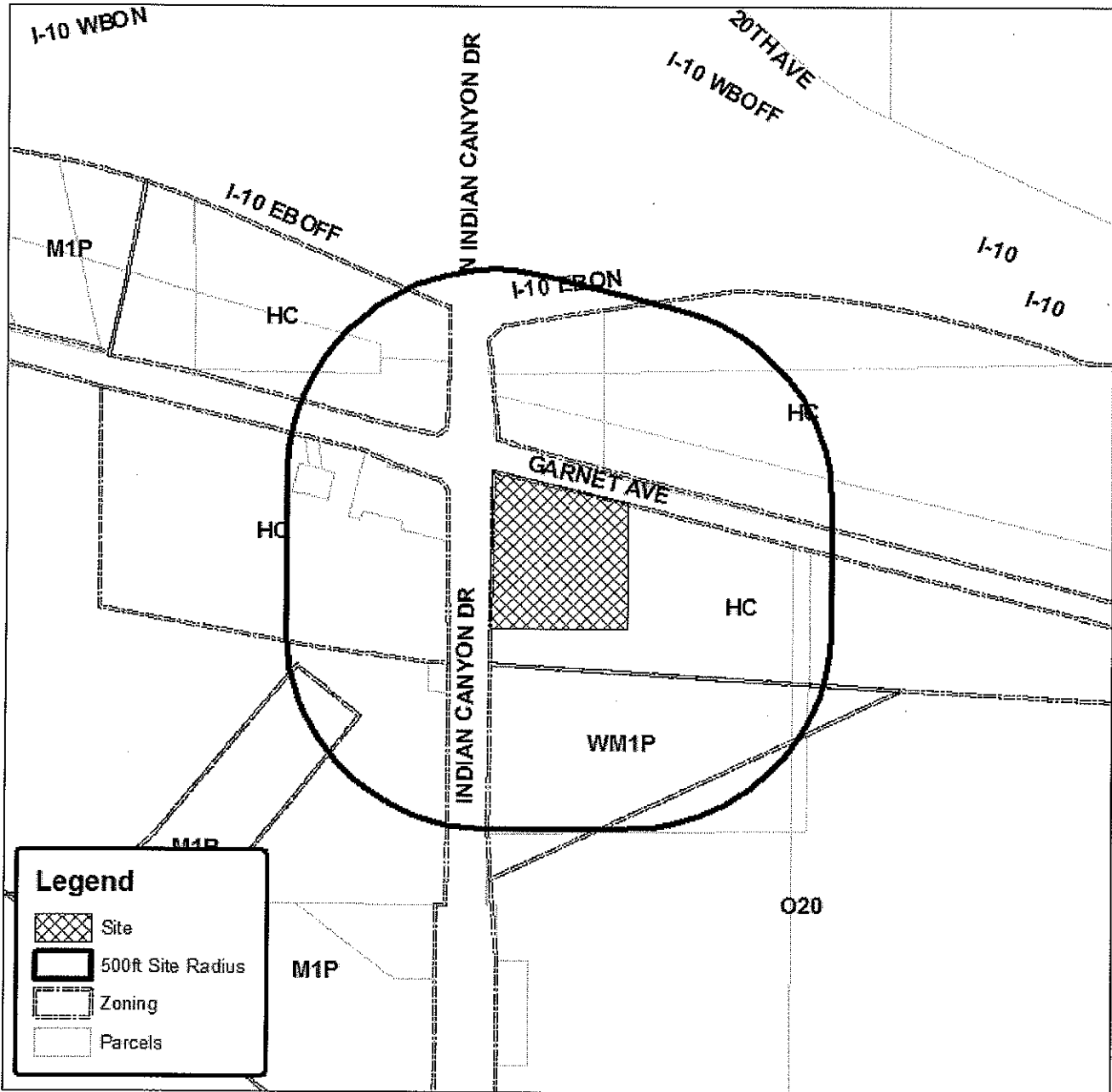
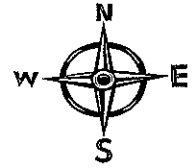
M. Margo Wheeler, AICP
Director of Planning Services

Attachments:





1. Vicinity Map
2. Draft Resolution
3. 4/07/2014 Draft AAC Minutes (excerpt)
4. Applicant letter
5. Site Photographs
6. Proposed building signage



Department of Planning Services Vicinity Map



Legend

-  Site
-  500ft Site Radius
-  Zoning
-  Parcels

CITY OF PALM SPRINGS

CASE NO: Sign Variance 8.258

APPLICANT: Lalith Chandrasena,
Palm Springs Motors /
Yamaha

DESCRIPTION: An application for a Sign Variance to install nine signs on the exterior of an existing building and reface an existing double-sided pylon sign at 6550 North Indian Canyon Drive, Zone H-C.

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, DENYING SIGN VARIANCE, CASE NO. 8.258 TO SECTION 93.20.05 OF THE ZONING CODE TO ALLOW VARIOUS IDENTIFICATION SIGNS AT THE COMMERCIAL PROPERTY LOCATED AT 6550 NORTH INDIAN CANYON DRIVE.

WHEREAS, Lalith Chandrasena ("Applicant") has filed an application with the City pursuant to Section 94.06.00 and Section 93.20.10(A)(4) of the Zoning Ordinance to nine signs on the exterior of an existing building and reface a double-sided pylon sign at 6550 North Indian Canyon Drive, Zone H-C, Section 23; and

WHEREAS, notice of public hearing of the Planning Commission of the City of Palm Springs to consider Sign Variance, Case No. 8.258, was given in accordance with applicable law; and

WHEREAS, on April 23, 2014, a public hearing on the application was held by the Planning Commission in accordance with applicable law; and

WHEREAS, the proposed project is considered a "project" pursuant to the California Environmental Quality Act (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 requirements of Section 94.06.00(B), the Planning Commission finds:

- 1) Because of the special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the Zoning Code would deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.*

The subject property is located within the H-C (Highway Commercial) zone. This zoning requires each property be a minimum of two acres in size and two feet in width and depth. The subject site is approximately 2.64-acres in size and about 320 feet wide by 338 feet deep. The parcel is generally square in shape, flat in topography and located on the corner of Indian Canyon Drive and Garnet Avenue, which are designated as Major and Secondary Thoroughfares by the General Plan Circulation element, respectively. Other commercial properties are

located on the other three corners of the intersection. Therefore, as it relates to the subject site's size, shape, topography, location or surroundings, the strict application of the zoning code would not deprive the subject site of signage enjoyed by other properties in the vicinity under identical zone classification.

2) *Any variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which subject property is situated.*

The subject parcel is located in a zone of similar lots of similar size and with similar commercial structures built as the subject parcel. It may be considered a grant of special privilege to increase sign quantity and sign area as follows:

- 3 additional signs and 116% sign area increase on the west elevation,
- 2 additional signs and 132% sign area increase on the south elevation,
- Allowing a main sign on the north and east elevations when signage on these elevations is not permitted under the sign ordinance; and
- 28% increase in area on the pylon.

3) *The granting of the variance will not be materially detrimental to the public health, safety, convenience, or welfare or injurious to property and improvements in the same vicinity and zone in which subject property is situated.*

4) *The granting of such variance will not adversely affect the general plan of the city.*

Section 2: In addition to the findings required by state law, the sign ordinance stipulates three additional findings required for sign variances. Pursuant to the requirements of Section 93.20.10(A)(4), the Planning Commission finds:

5) *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 site is a corner lot with two street frontages. It is within 1,000 feet of the I-10 / Indian Canyon Drive interchange. Both of these merit additional signage under the zoning code.

The existing structure on-site is roughly 58 by 153 feet in size. The building is located within 100 feet of both Indian Canyon Drive and Garnet Avenue.

Thus, strict application of the sign ordinance regulations would provide adequate visibility to signage, since the building located on the property and its physical characteristics are typical for commercial buildings.

- 6) *The approved signage 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 signage.*
- 7) *That the approved signage 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 denies Case No. 8.258, a sign variance for exterior signage exceeding quantity and size permitted by the zoning code at 6550 North Indian Canyon Drive.

ADOPTED this 23rd day of April, 2014.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

Margo Wheeler, AICP
Director of Planning Services

COMMITTEE MEMBER HIRSCHBEIN noted that the bubble detail is lacking.

CHAIR SECOY-JENSEN said she would rather have glass behind the ATM rather than stucco.

M/S/C (Secoy-Jensen/Purnel, 7-0) Approve with conditions:

- Façade, entire niche area and return wall be glass
- Lighting bollards 10' not 13'
- Detail of area on sheet AS1.00 to have dimensions and sample of glass to subcommittee.

Committee Member Purnel requested:

- Wall heights to match existing
- If return wall is different, it needs to be added to information to subcommittee.

~~AMENDMENT ACCEPTED.~~

7. LEE CHANDRASENA REQUESTING ARCHITECTURAL APPROVAL FOR EXTERIOR SIGNAGE FOR A FUTURE MOTORCYCLE DEALERSHIP LOCATED WITHIN AN EXISTING BUILDING AT 6550 NORTH INDIAN CANYON DRIVE, ZONE HC (CASE SIGN VARIANCE 8.258). (DN)

SIGN-A-RAMA representatives presented the proposed project.

LEE CHANDRASENA, APPLICANT, spoke about the details of the project.

VICE-CHAIR FAUBER discussed options of signage on site plan.

COMMITTEE MEMBER HIRSCHBEIN said he likes the walls but signs need to be more purposefully located. Indian Avenue is covered.

LEE CHANDRASENA, APPLICANT, agreed.

COMMITTEE MEMBER FREDRICKS said sign walls add a lot to the building. East & North sides are unimportant; he favors of allowing west and south, taking monument away.

COMMITTEE MEMBER PURNEL agrees. Larger signs at key locations and eliminate the north and east.

VICE-CHAIR FAUBER said he likes the walls but needs appropriate signage.

CHAIR SECOY-JENSEN suggested keeping it big on the west and south.

COMMITTEE MEMBER SONG asked if they are willing to remove KTM sign from the west side. The monument is ok to keep it.

M/S/C (Hirschbein/Fredricks, 6-1 Secoy-Jensen) Approve with conditions:

- Remove monument sign
- Remove East and North signs

~~8. BRANDENBERG OASIS, LLC, FOR AN AMENDMENT TO THE SIGN PROGRAM FOR THE OASIS COMMERCIAL BUILDING A CLASS 1 HISTORIC SITE AT 101-121 SOUTH PALM CANYON DRIVE, ZONE CBD, (CASE 10-001 SP AMND). (GM).~~

This item was continued to April 21, 2014.

COMMITTEE MEMBER COMMENTS:

STAFF MEMBER COMMENTS:

ADJOURNMENT: The Architectural Advisory Committee adjourned at 6:00 pm to the next regular meeting at 3:00 pm on April 21, 2014, Council Chamber, City Hall, 3200 East Tahquitz Canyon Way, Palm Springs.

M. Margo Wheeler, AICP
Director of Planning Services

Justification Letter
Palm Springs Motor Sports
6550 N. Indian Canyon Drive, Palm Springs, CA

RE: requested variance from 93.20.05 and 93.20.10

The variance request hereby submitted relates to the opening of a new business in an existing vacant large building on 2.5 acres at the above address. There are no other buildings or businesses on or near the property that would be encumbered in any way by the granting of a variance.

The variance request is not for structural, landscape, remodel or any other major construction issue.

The variance request relates only to the placing of some signs required by the manufacturer (YAMAHA) in order to grant a dealership license to Mr. Lee Chandrasena.

Attached are photos of the building, showing east, north, west and south views. The building is very large, with no other businesses or residences even remotely near.

Enclosed are elevation proofs showing all 4 sides of the building. The east and west elevations contain 879 square feet each. The north and south elevations contain 1331 square feet each.

The west wall requested signage totals 148 square feet among the 4 signs (YAMAHA, KTM, Star and Palm Springs Motor Sports), or a mere 16.8% of the total square footage of the wall.

The south wall requested signage also totals 148 square feet among the 4 signs, or a mere 11.1% of the total square footage of the wall.

Signs proposed for the east and north walls are within City ordinance guidelines.

Reason for request for variance

93.20.05 and 93.20.10 of the City ordinances regulating commercial signs limit the square footage of signage to 1 square foot per 1 linear foot of a building.

While this limitation is reasonable for downtown and mall commercial areas where businesses reside next to each other, it is not reasonable for Palm Springs Motor Sports:

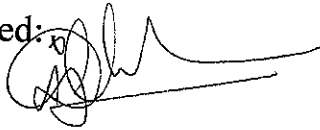
The business has a huge, freestanding building with no other building nearby

Large and numerous signs are prevalent across the nearest street all the way to the freeway ramps and beyond.

The limitation exists partly for esthetic reasons so that signs cannot be too large as to be unpleasing to the architecture or style of a neighborhood of businesses. The neighborhood around Palm Springs Motor Sports, such as it is, is loaded with huge, garish signage – and lots of them.

The granting of a sign ordinance variation will allow Mr. Chandrasena to open his YAMAHA dealership, thus placing a viable business with nice signage, parking and landscaping on a spot where nothing but a vacant old building and dirt and sand now exist.

Signed:



Lee Chandrasena, owner
March 31, 2014

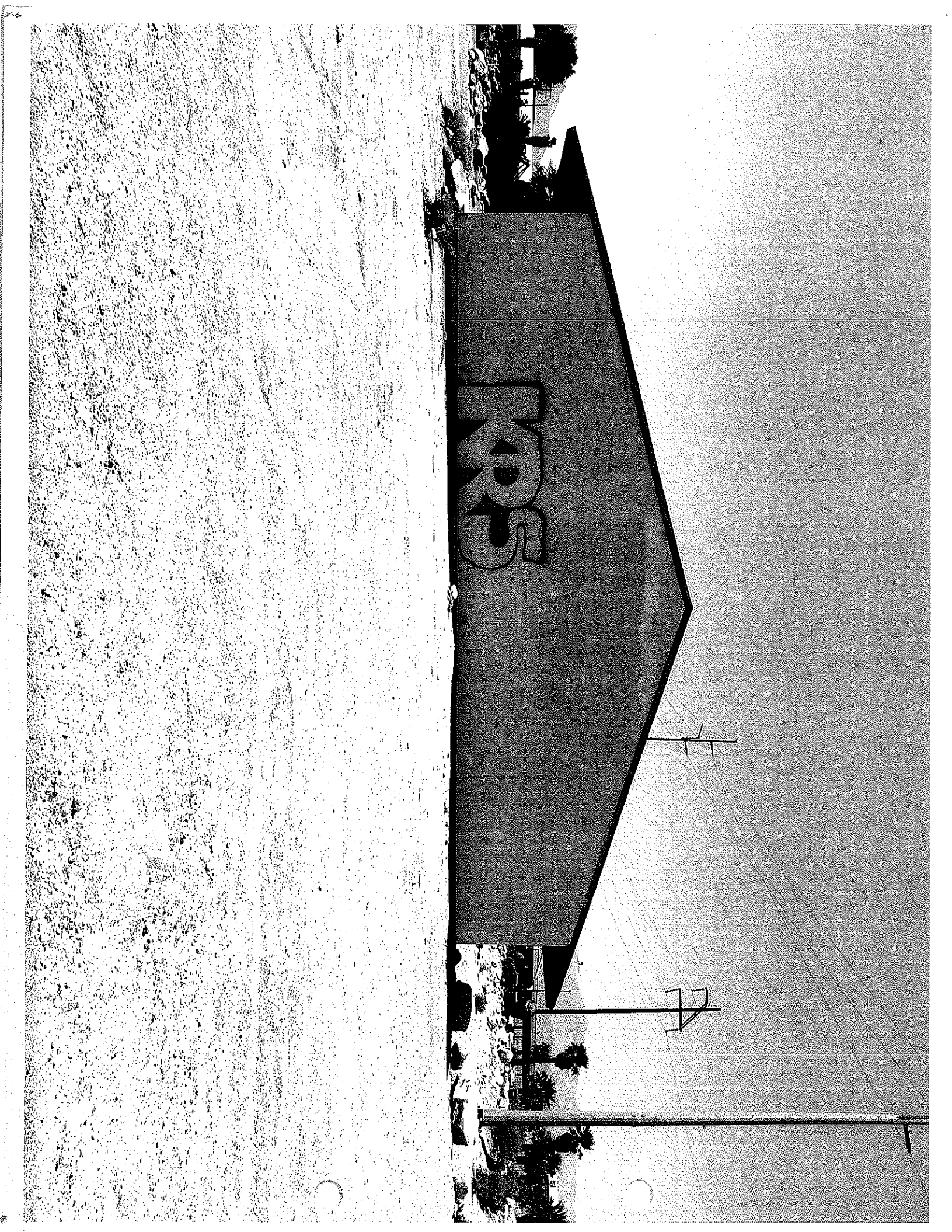


MGS
TO ORDER
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MGS

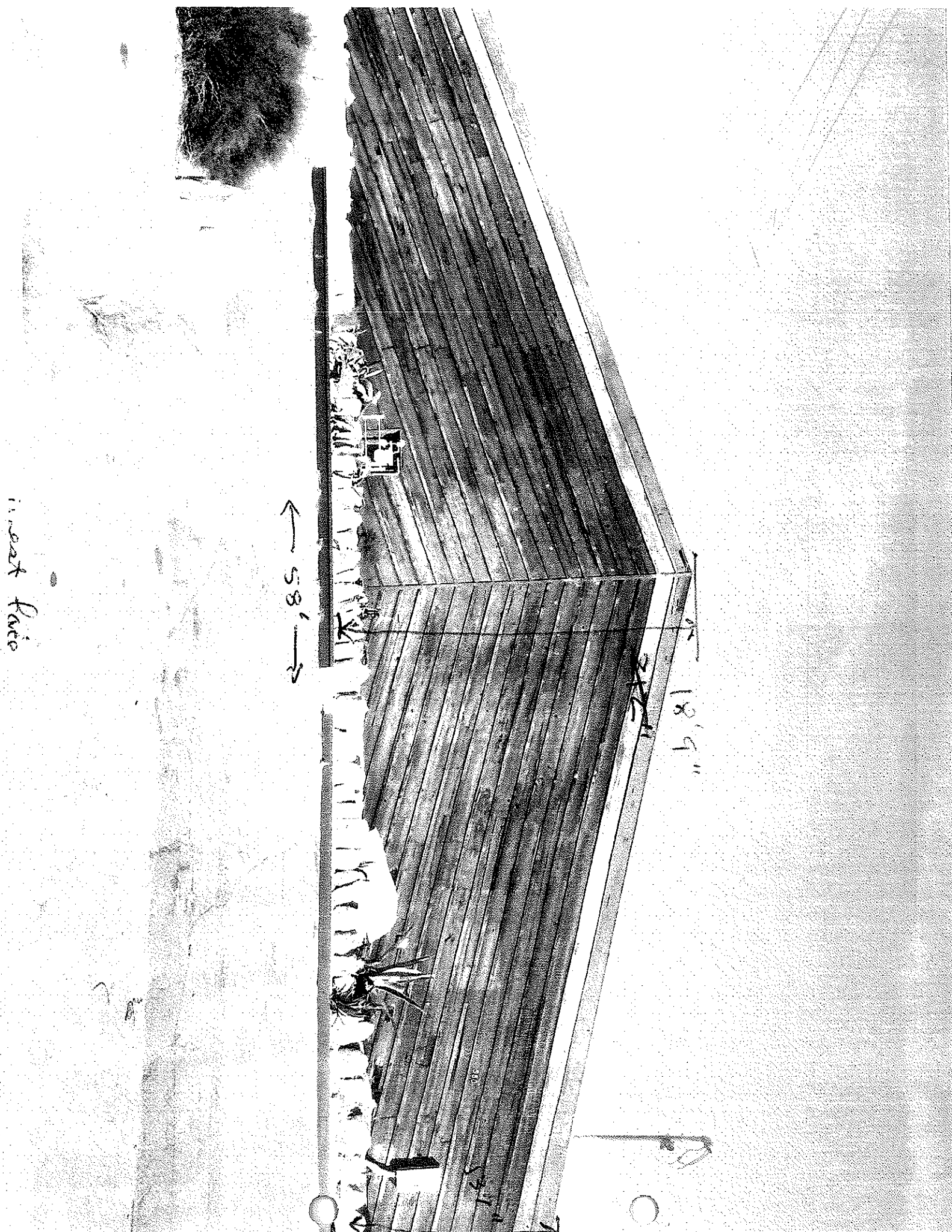
1321
MGS



122 la. ft.



insect face



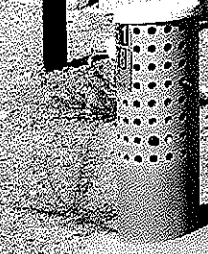
← 58' →

18'9"

3'2"

1'6"

SPEED
LIMIT
35

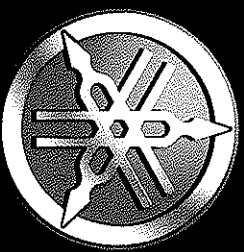


www.PalmSpringsMotorsports.com



Palm Springs
MOTORSPORTS

(760) 288-0011



YAMAHA

KTM



48" x 144"
Aluminum Panel

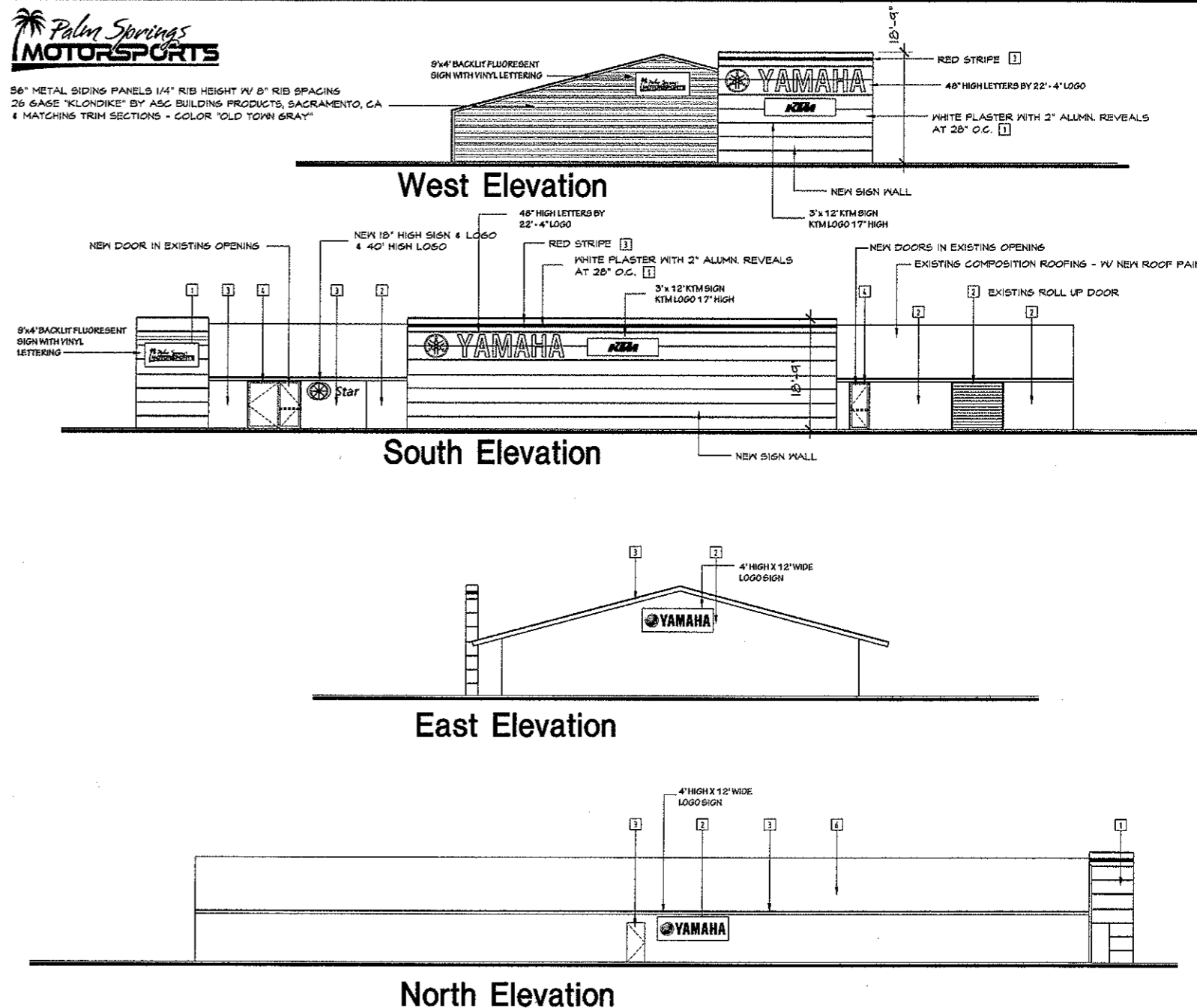


BOX SIGN

These signs are formed of Solar Grade Lexan® and decorated in black & orange. Sign cabinets are of extruded aluminum, mill finish. Illuminated by high output fluorescent lamps powered by electronic ballasts. Signs are UL listed and labeled and are available in multiple options.



56" METAL SIDING PANELS 1/4" RIB HEIGHT W/ 8" RIB SPACING
26 GAGE "KLONDIKE" BY ASC BUILDING PRODUCTS, SACRAMENTO, CA
4 MATCHING TRIM SECTIONS - COLOR "OLD TOWN GRAY"



YAMAHA DEALERSHIP - ELEVATIONS

Customer: Palm Springs Motor Sports
Address: 6550 N. Indian Canyon Dr. Palm Springs, CA 92262
Telephone: 760-xxx-xxxx
Fax: 760-xxx-xxxx
 _____ ELEVATION

Jobsite: Same

Customer Approval: _____

Landlord Approval: _____

SIGN★A★RAMA

41-945 Boardwalk, Ste. L
 Palm Desert CA. 92211
 PH 760-776-9907 • FX 760-776-9844

Contractor's Lic # 830131 C45, C61/D42

Workers Comp. # 1938807

City Lic. # 97005491

Dwg. No.: 65377 **Rev.:** 1

Date: 04-02-14

Designer: JT

Salesperson: TW

YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN CONTENT AND LAYOUT, RELEASING SIGN★A★RAMA FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE, COMMENSURATE WITH MATERIALS USED. THIS DESIGN IS PROPRIETARY PROPERTY AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF SIGN★A★RAMA.

RECEIVED

APR 03 2014

PLANNING SERVICES DEPARTMENT