



PLANNING COMMISSION STAFF REPORT

DATE: JULY 9, 2014

SUBJECT: THE CHARLES COMPANY REQUESTING MINOR AMENDMENT TO THE PREVIOUSLY APPROVED SIGN PROGRAM FOR A NEW MONUMENT SIGN AT THE SPRINGS SHOPPING CENTER LOCATED AT 5200 EAST RAMON ROAD (CASE 07-083 AMND). (GM)

FROM: Department of Planning Services

SUMMARY

The Planning Commission to review a sign program amendment for a new monument sign adjacent to Building G at The Springs Shopping Center located at 5200 East Ramon Road.

RECOMMENDATION:

Approve subject to conditions

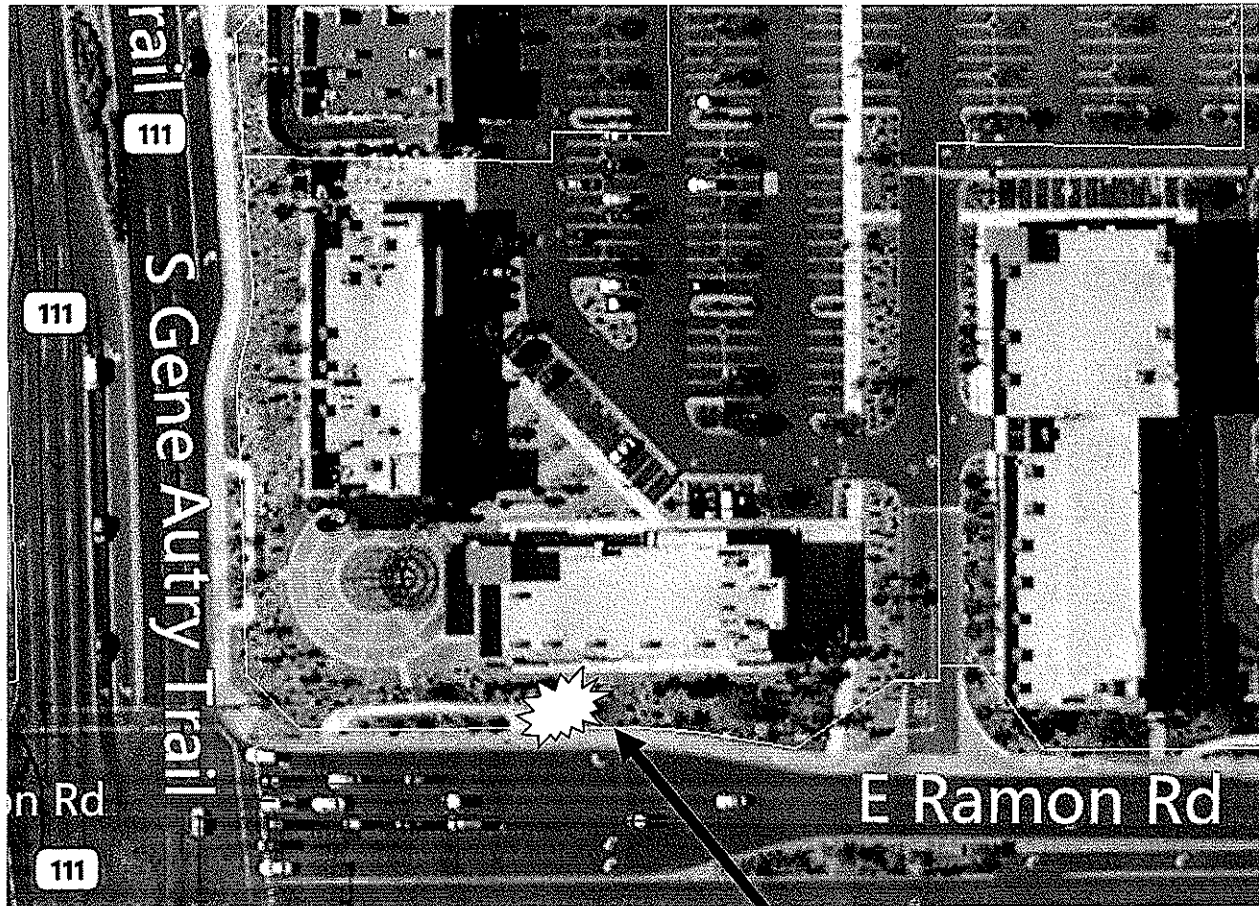
ISSUES:

- Four monument signs currently exist at The Springs Shopping Center.

BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc.</i>	
9/19/2005	Planning Commission approves PD for Springs Shopping Center.
11/14/2007	The Planning Commission approves sign program for The Springs Shopping Center.
7/6/2009	Planning Commission approves amendment to sign program for minor changes including allowing Bed Bath and Beyond sign panel to be black.
6/9/2014	Architectural Advisory Committee recommends approval of new monument sign as submitted.

<i>Neighborhood Meeting</i>	
None	



SUBJECT SITE: The Springs Shopping Center

Freestanding Sign Location

The Springs Shopping Center project consists of approximately 393,000 square feet of commercial space anchored by Home Depot on a 37-acre site at the northeast corner of East Ramon Road and Gene Autry Trail. The project site is located adjacent to the Airport to the west, commercial and industrial uses to the south and east, and single family dwellings to the north.

ANALYSIS:

General Plan	
Land Use Designation	F.A.R. / Density
Regional Commercial	0.50 FAR - Commercial

The property has a land use designation of Regional Commercial (RC). This land use designation is intended for large-scale development opportunities accommodating a wide variety of business activities in a multi-use environment. The Springs Shopping Center is consistent with permitted uses within the RC designation. The proposed sign

program amendment will help advance the intent of the General Plan by allowing greater visibility of existing and potential retail businesses.

Zoning

Sign programs are required for all shopping, professional or industrial complexes with more than one tenant. According to Section 93.20.05(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 strict application of the regulations will not give adequate visibility.

The proposed sign program amendment will allow for the addition of one freestanding monument sign consisting of the name of the shopping center and four (4) double sided panels. The new sign will be constructed of a split face block column with metal opaque panels and illuminated letters. Proposed sign will be eight feet tall placed adjacent to Building G along East Ramon Road. Staff summarized the request and evaluated its conformance to zoning code requirements below.

Existing Monument Signs		
Existing	Size	Meet Code?
Sign A - Corner of E. Ramon Rd and San Luis Rey Drive:	4 panel, 12 feet tall – 16 feet long = 144-sq ft	Yes – with approved sign program
Sign B - Ramon Road:	3 panel, 12 feet tall – 16 feet long = 144- sq ft – anchor tenant	Yes – with approved sign program
Sign C – corner of Gene Autry Trail and E. Ramon Rd.	4 panel, 12 feet tall - 16 feet long = 144-sq ft	Yes – with approved sign program
Sign D – Gene Autry Trail driveway	3 panel, 12 feet tall – 16 feet long = 144- sq ft – anchor tenant	Yes – with approved sign program
Proposed Monument Sign		
Allowed with Sign Program	Proposed	Meet Code?
New Sign – Adjacent to Building G	4 panel, 8 feet tall – 9.5 feet long = 72-sq ft	Yes – with approved sing program amendment

¹ Section 93.20.05(C)(7) of PSZC: In addition to main identification signs allowed under this chapter for individual businesses, a separate sign identifying a building or complex of businesses may be allowed as part of an approved sign program (see Section 93.20.05(C)(6)). This sign shall not exceed twenty (20) square feet unless no individual tenant signs are included in the sign program, in which case the sign area may be based on the frontage formula. Such a sign may be freestanding.

Section 93.20.05 of the PSZC states: "Freestanding Signs – freestanding signs shall be prohibited on a single parcel of property containing more than one (1) business". A sign program can be implemented to deviate from the PSZC allowing one or multiple freestanding signs at a multi-tenant shopping center. The proposed sign is the shopping center's fifth freestanding monument sign and will be located adjacent to

Building G in the area near Firehouse Subs. The new sign will be similar in design to existing monument signs with a split face block column, tan metal sign panels and red color support pole. Sign panels will be double sided with opaque faces and illuminated letters. The sign will be eight (8) feet tall and 9.5 feet long equaling 72-square feet with 8 inch metal letters for the shopping center name. The existing freestanding signs are taller and longer equaling 144-square feet with the name of the shopping center in exposed neon letters.

DEVIATIONS TO CODE AND REQUIRED FINDINGS:

As presented, the sign program deviates from the following Palm Springs Zoning Code (PSZC) requirements:

1. **New Monument (72-square feet)** monument sign for a multi-tenant building as part of a sign program per Section 93.20.05(C)(6)

AAC REVIEW

The Architectural Advisory Committee (AAC) reviewed this project at their June 9, 2014 meeting and made a final recommendation of approval to the Planning Commission as submitted with one condition:

1. Large tree currently blocking Sign A to be relocated on site.

The application has agreed to this condition.

REQUIRED FINDINGS:

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

1. *That 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 Springs is a large destination retail center consisting of twelve buildings located on a 37-acre parcel. The previous sign program permitted four 144-square foot monument signs located at the main entrances to the Center. These large signs have been contracted to the anchor tenants. The addition of a 5th freestanding sign will allow smaller businesses within the shopping center have greater visibility from vehicle traffic along East Ramon Road. The strict regulations of the sign ordinance will not give adequate visibility to the retail businesses under 10,000-square feet and staff has determined that the finding has been met.

2. *That 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; and*

The approved sign program provides a unified and consistent design theme for The Springs Shopping Center. The new 72-square foot monument sign is smaller than existing freestanding signs allowing for greater visibility for tenants under 10,000-square feet. The design of the new sign utilizing a split face block column, tan metal sign panels and red color support pole with double sided sign panels, opaque faces and illuminated letters is consistent with existing signs. The new sign will be eight (8) feet tall and 9.5 feet long with 8 inch metal letters for the shopping center name. Therefore, the approved sign program will be compatible with the design of the property and represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

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

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

The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for tenants under 10,000-square feet. The addition of one 72-square foot freestanding sign along East Ramon Road will provide greater visibility for businesses within the Center. Therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

CONCLUSION:

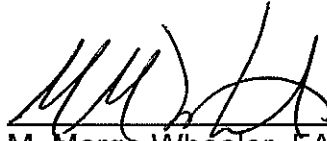
Staff recommends approval of the sign program amendment to allow one additional 72-square foot freestanding sign providing visibility for tenants under 10,000-square feet. Staff believes that the sign program amendment will allow signs for smaller businesses the opportunity to be seen from a major thoroughfare and therefore recommends approval of Case 07-083 AMND as conditioned in the draft resolution.

ENVIRONMENTAL ASSESSMENT:

Pursuant to the California Environmental Quality Act (CEQA) Guidelines, the project is Categorical Exempt as a Class 11 exemption per Section 15311 (Class 11 – accessory structures).



Glenn Mlaker, AICP
Assistant Planner



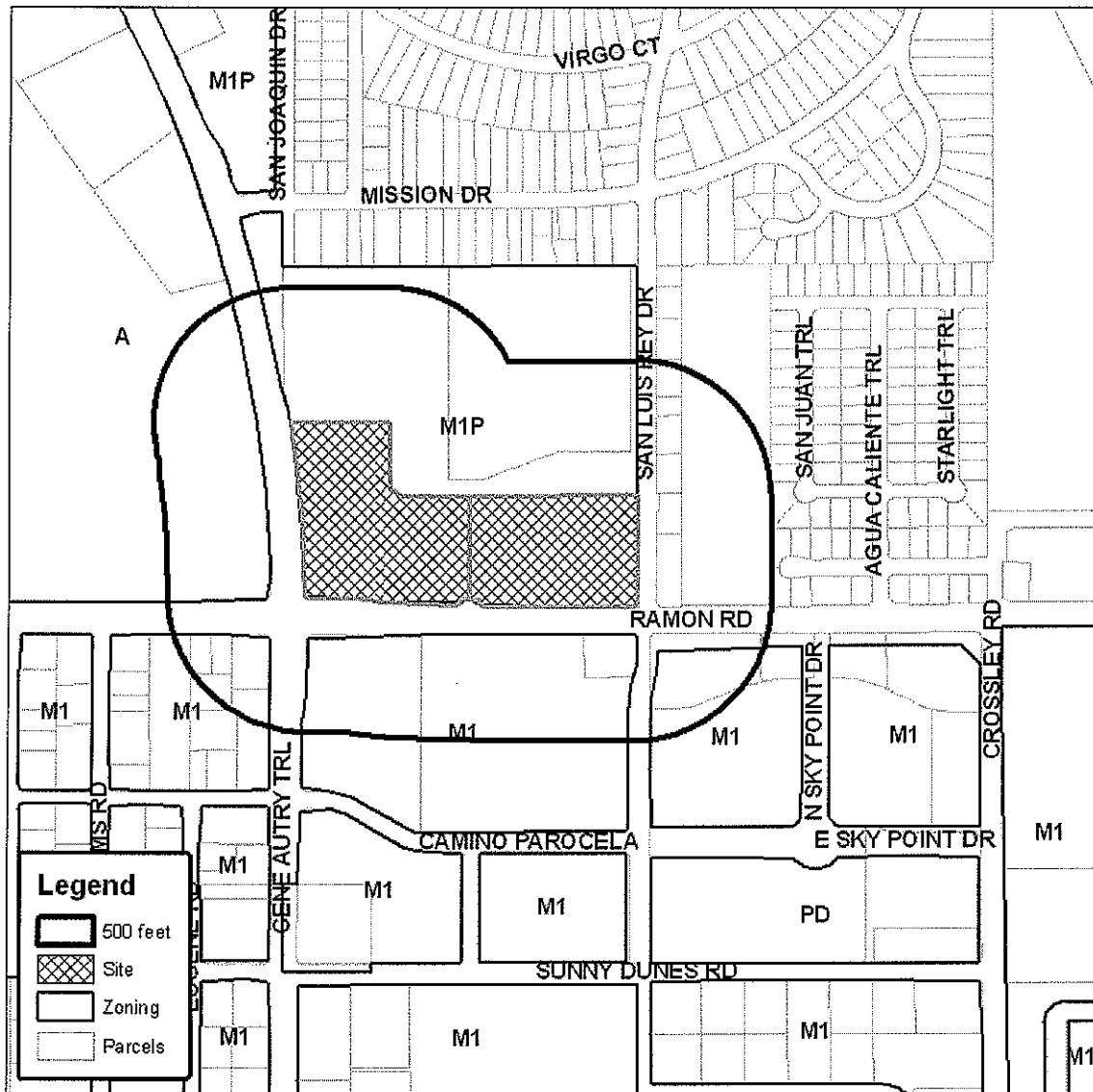
M. Margo Wheeler, FAICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Draft Resolution (with Conditions of Approval)
3. Draft 6/9/2014 AAC Minutes
4. Proposed Sign Program
5. Site Photos



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

CASE NO: 07-083 Sign Program
Amendment

APPLICANT: The Charles Company

DESCRIPTION: The Charles Company requesting a minor amendment to the previously approved sign program for a new monument sign at The Springs Shopping Center located at 5200 East Ramon Road, Zone M-1-P, Section 17

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PALM SPRINGS, CALIFORNIA, APPROVING CASE SP 07-083 AMND, FOR A NEW 72-SQUARE FOOT MONUMENT SIGN AT THE SPRINGS SHOPPING CENTER LOCATED AT 5200 EAST RAMON ROAD.

WHEREAS, The Charles Company (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 multi-tenanted retail building located at 5200 East Ramon Road, Zone M-1-P, Section 17; and

WHEREAS, on June 9, 2014, the Architectural Advisory Committee (AAC) reviewed the proposed sign program amendment and voted unanimously to recommend approval of the project to the Planning Commission with one condition; and

1. Large tree currently blocking Sign A to be relocated on site.

WHEREAS, notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 07-083 AMND was given in accordance with applicable law; and

WHEREAS, on July 9, 2014, a public meeting on the application for architectural approval was held by the Planning Commission in accordance with applicable law; and

WHEREAS, the proposed project is considered a "project" pursuant to the terms of the California Environmental Quality Act ("CEQA"), and has been determined to be Categorically Exempt as a Class 11 exemption (accessory structures) pursuant to Section 15311(a) of the CEQA Guidelines; and

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

THE PLANNING COMMISSION HEREBY FINDS AS FOLLOWS:

Section 1: Pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt under Section 15311(a)(Accessory Structures).

Section 2: Section 93.20.05(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. *That 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; and*

The approved sign program provides a unified and consistent design theme for The Springs Shopping Center. The new 72-square foot monument sign is smaller than existing freestanding signs allowing for greater visibility for tenants under 10,000-square feet. The design of the new sign utilizing a split face block column, tan metal sign panels and red color support pole with double sided sign panels, opaque faces and illuminated letters is consistent with existing signs. The new sign will be eight (8) feet tall and 9.5 feet long with 8 inch metal letters for the shopping center name. Therefore, the approved sign program will be compatible with the design of the property and represent the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

2. *That the approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

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

The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for tenants under 10,000-square feet. The addition of one 72-square foot freestanding sign along East Ramon Road will provide greater visibility for businesses within the Center. Therefore, the proposed sign program is not contrary to the purpose of the sign ordinance, and represents the least departure from the standards of the sign ordinance necessary for the effectiveness of the program.

NOW, THEREFORE, BE IT RESOLVED that, based upon the foregoing, the Planning Commission hereby approves Case No. SP 07-083 AMND, establishing a sign program amendment allowing one additional 72-square foot freestanding sign in front of Building G located at 5200 East Ramon Road, subject to those conditions set forth in Exhibit A.

ADOPTED this 9th day of July, 2014.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

M. Margo Wheeler, FAICP
Director of Planning Services

Resolution No.

Exhibit A

Case No. SP 07-083 AMND

Sign Program

The Springs Shopping Center
5200 East Ramon Road

July 9, 2014

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.

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 07-083 AMND. 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. Conditions imposed from AAC review: The applicant shall incorporate the following comments from the review of the Architectural Advisory Committee:
 - a) Large tree currently blocking Sign A to be relocated on site.
- PLN 3. Approval shall be valid based on the sign amortization schedule in section 93.20.11 of the Palm Springs Zoning Ordinance.
- PLN 4. Approval is to be pursuant to plans date stamped June 4, 2014.
- PLN 5. All signs shall comply with the Uniform Building Code regulations.
- PLN 6. All non-approved signage must be removed as part of this approval.
- PLN 7. 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.

BUILDING DEPARTMENT CONDITIONS

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

END OF CONDITIONS

3. THE CHARLES COMPANY REQUESTING MINOR AMENDMENT TO THE PREVIOUSLY APPROVED SIGN PROGRAM FOR A NEW MONUMENT SIGN AT THE SPRINGS SHOPPING CENTER LOCATED AT 5200 EAST RAMON ROAD (CASE 07-083 AMND). (GM)

BOARD MEMBER HIRSCHBEIN questioned the A-D signs and existing.

JONATHAN DOTY WITH CHARLES COMPANY, APPLICANTS, requested to have Five Guys visible on Ramon. They want a new sign for food court tenants which are less than 10,000 square feet.

BOARD MEMBER SONG said she is supportive of businesses, but asked if the monument sign should be the same size as other monument sign.

CHAIR SECOY-JENSEN felt smaller signs for smaller tenants work.

VICE-CHAIR FAUBER stated his support for extra signs but questioned them because there are already four signs out there. He said he would be more in favor of enlarging existing signs not adding more.

BOARD MEMBER HIRSCHBEIN felt as though this one additional sign will not over sign this enormous property. He was inclined to approve as submitted.

BOARD MEMBER FREDERICKS supported this sign.

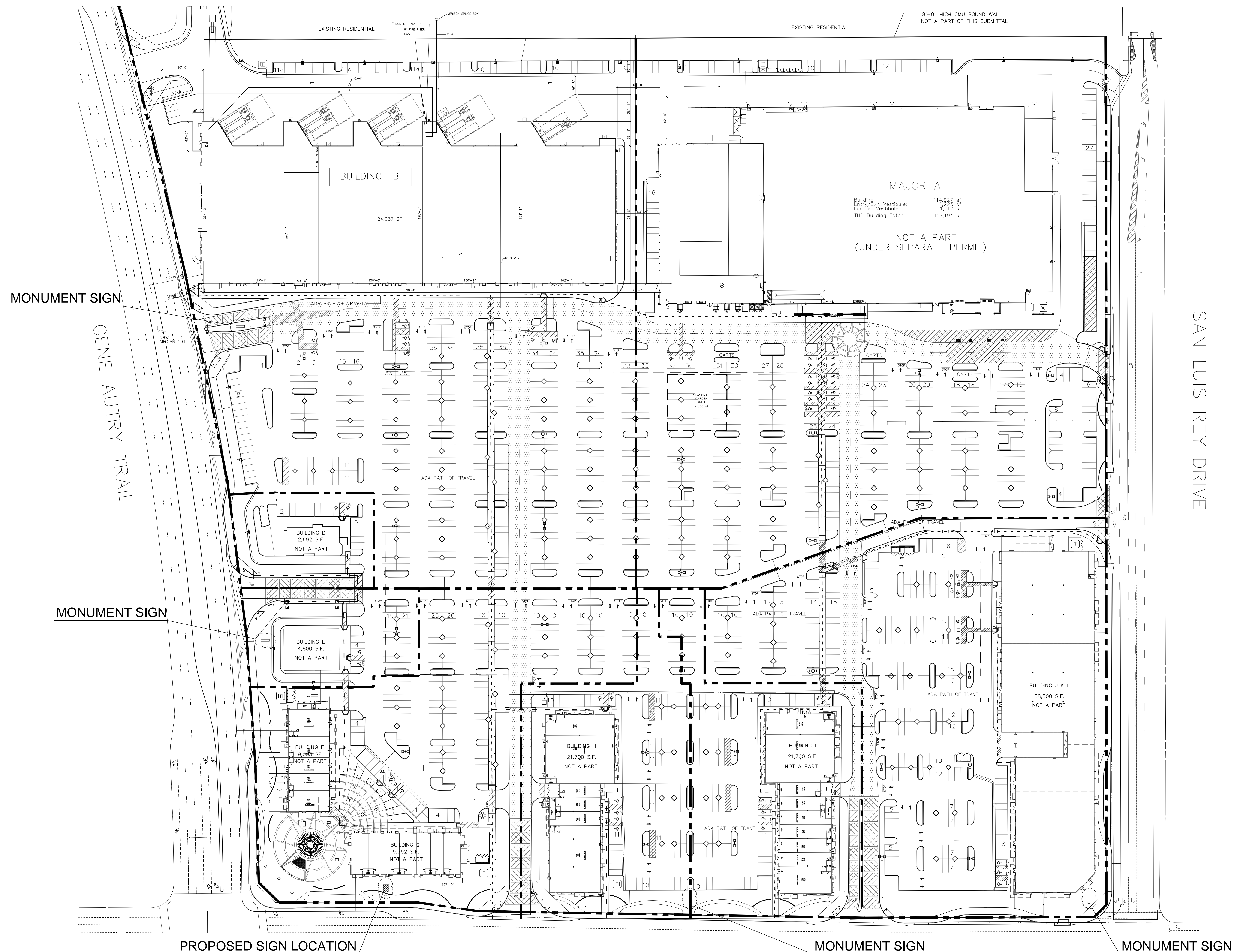
BOARD MEMBER PURNEL said the proposed sign and its size is ok.

M/S/C (Secoy-Jensen/Hirschbein, 5-1-1, Fauber, absent Cassady) Approve with condition to relocate the tree blocking the sign.

4. PALM SPRINGS COUNTRY CLUB, LLC, FOR ARCHITECTURAL REVIEW OF PRELIMINARY DEVELOPMENT PLANS FOR THE REDEVELOPMENT OF APPROXIMATELY 125-ACRES OF PREVIOUSLY DISTURBED VACANT LAND NORTH OF VERONA ROAD, EAST OF FARRELL DRIVE, NORTH OF JOYCE DRIVE, EAST OF SUNRISE WAY AND SOUTHWEST OF THE WHITEWATER RIVER WASH, SECTION 36 / TOWNSHIP 3 / RANGE 4, AND SECTION 1 / TOWNSHIP 4 / RANGE 4 (CASE NOS. 5.1327 PD-366 AND TTM 36691). (DN)

ASSOCIATE PLANNER NEWELL summarized staff report.

VICE-CHAIR FAUBER asked if hip roofs are only on the 8000 square feet lots on the outer ring.



Gene Autry Trail and Ramon Rd.
Palm Springs, CA

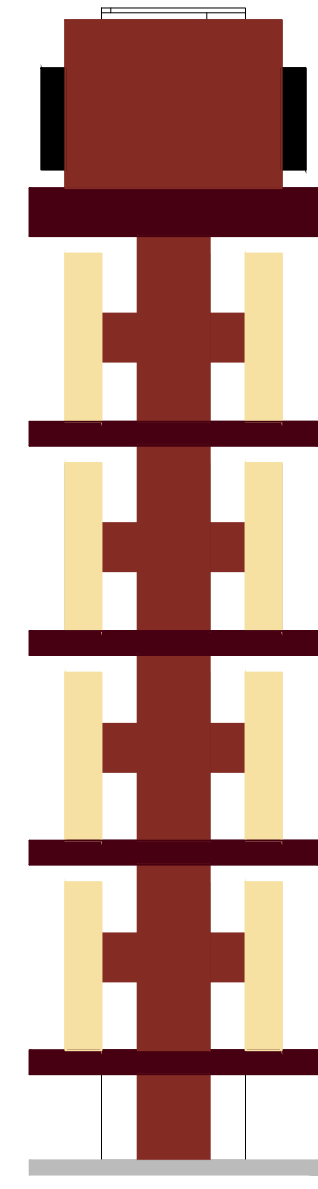
Pre-Construction Phase		Construction Phase		
Issued For	Date	Date	Bulletin	Rev

CAD File No.:
 Job No.:
 Drawn By: Checked By:
 Date:
 Scale: As Noted
 Sheet Description

PROPOSED MONUMENT SIGN

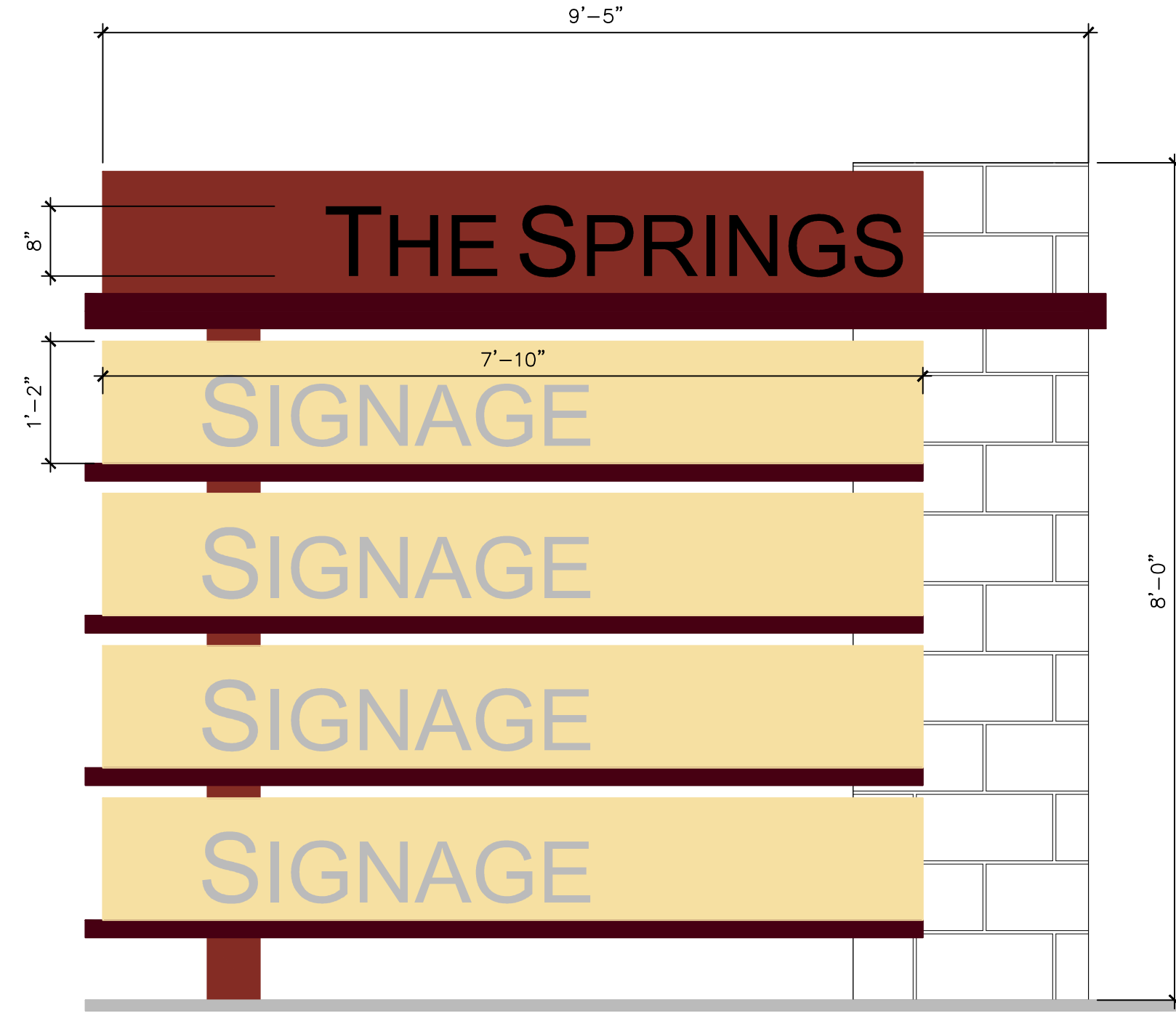
Sheet Number

1 EXISTING SITE PLAN
 SCALE: 1/64" = 1'-0"



4 LEFT ELEVATION

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



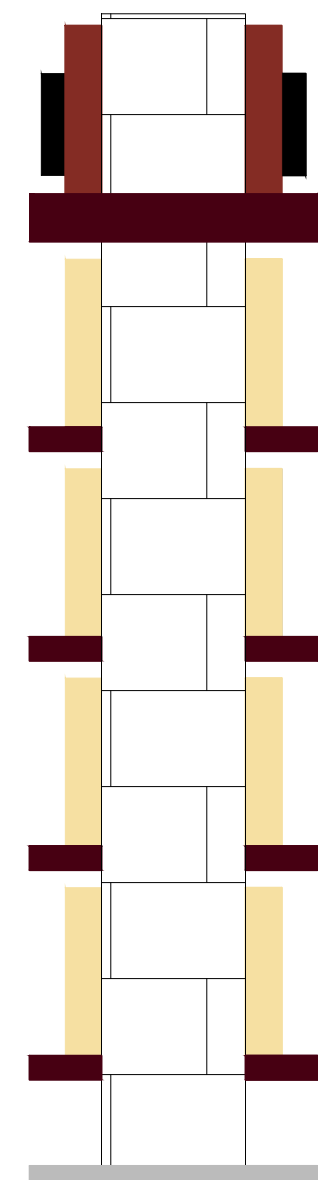
2 FRONT ELEVATION

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



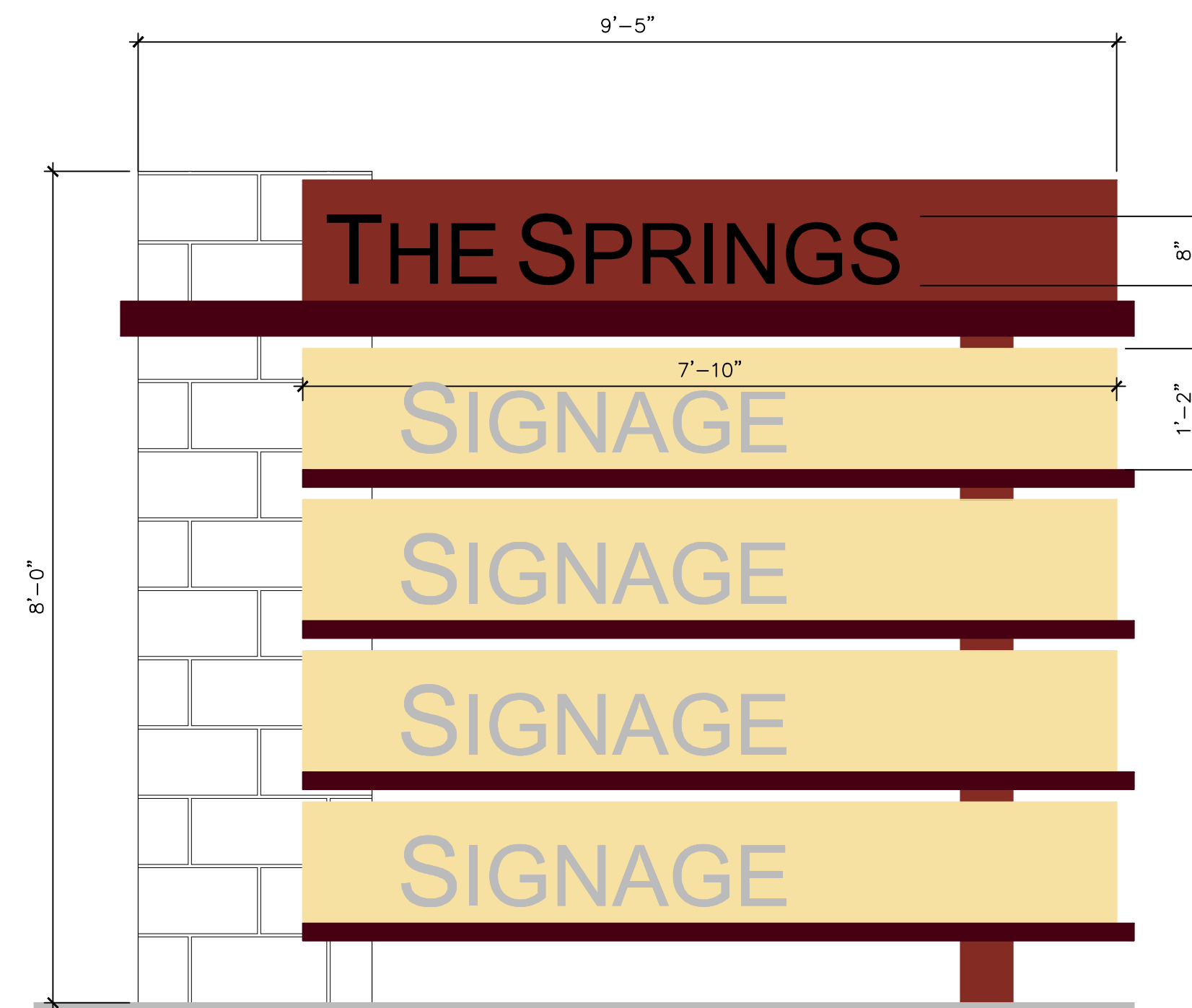
1 PLAN

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



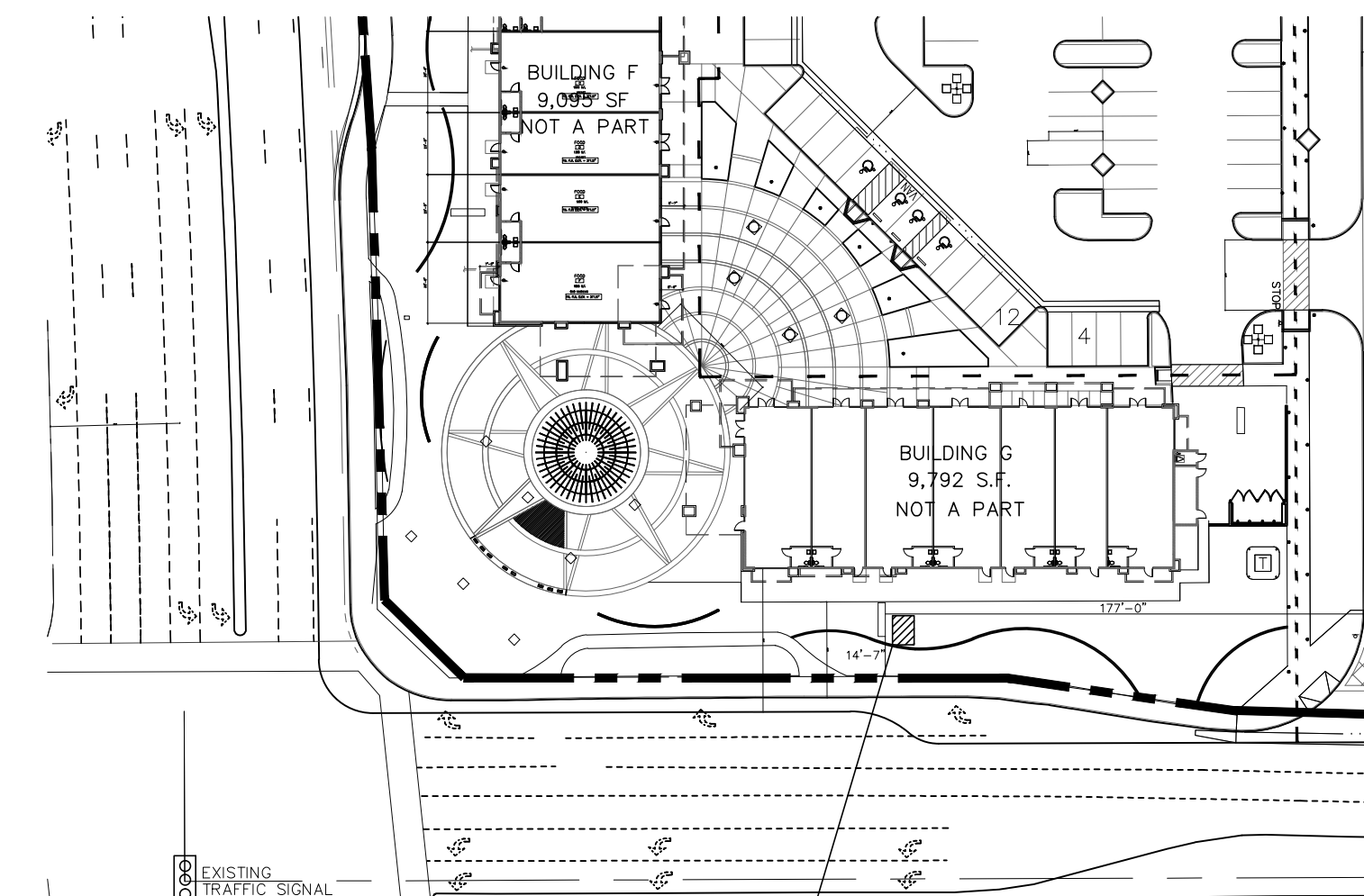
5 RIGHT ELEVATION

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



3 REAR ELEVATION

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



6 KEY PLAN

SCALE: 1/64" = 1'-0"

Gene Autry Trail and Ramon Rd.
Palm Springs, CA

Pre-Construction Phase		Construction Phase		
Issued For	Date	Date	Bulletin	Rev

CAD File No.:
Job No.:
Drawn By: _____ Checked By: _____
Date: _____
Scale: As Noted
Sheet Description

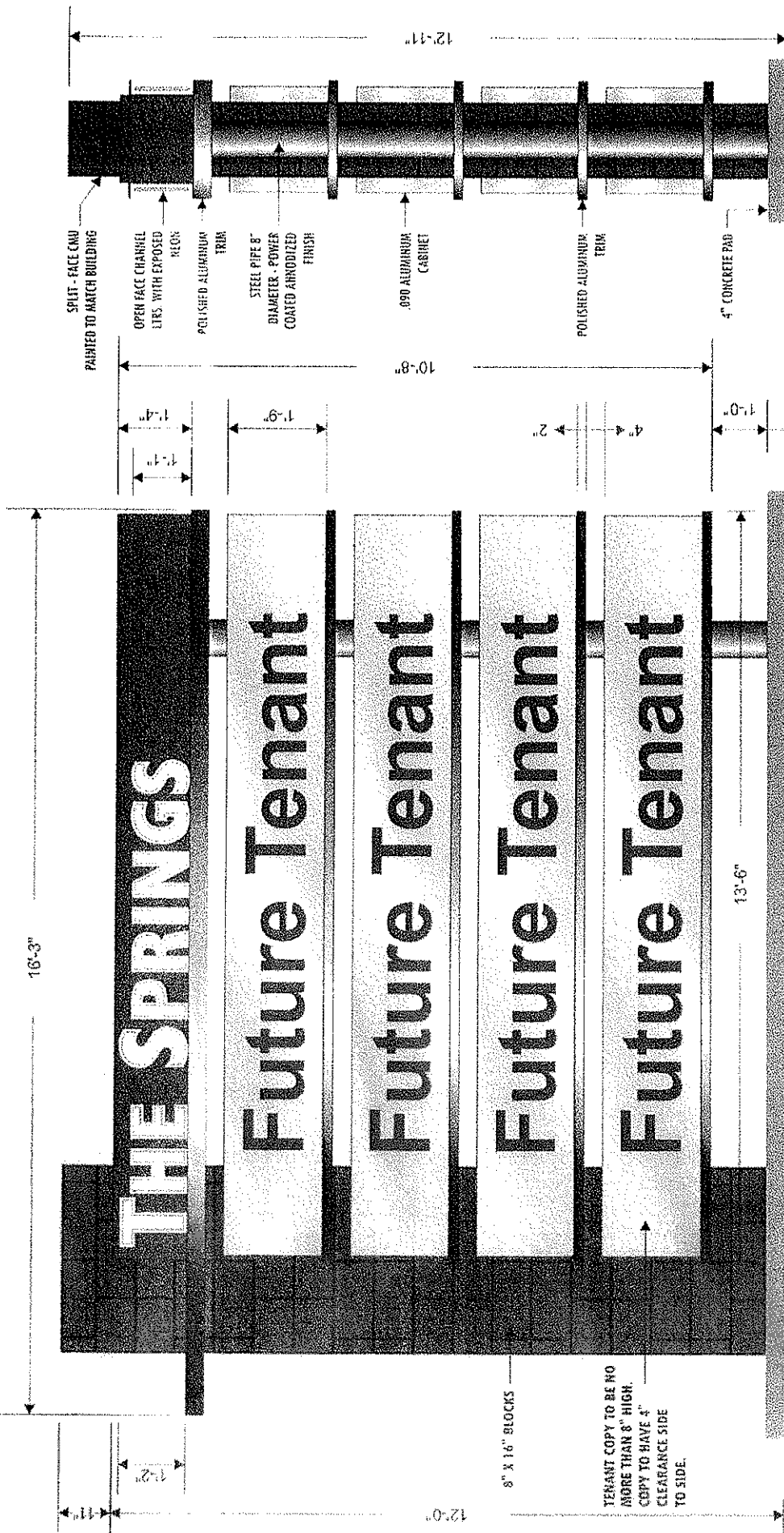
PROPOSED MONUMENT SIGN

Sheet Number

A-03

INTERNALLY ILLUMINATED MONUMENT SIGN 2C & 3C

1. "Square footage of tenant sign panel on monument sign may not exceed one hundred twenty-five (144) square feet
2. "Overall height of monument sign to be twelve (12) feet, eleven (11) inches. Tenant sign copy area overall height not to exceed twelve (12) feet.
3. "Monument structure to be fabricated from split-face concrete masonry units and painted to match Home Depot building (ICI No. 211, "Brickdust", MP# 50YR 25/142)
4. "Steel column to be twelve (12) inches in diameter with a powder coated or anodized finish



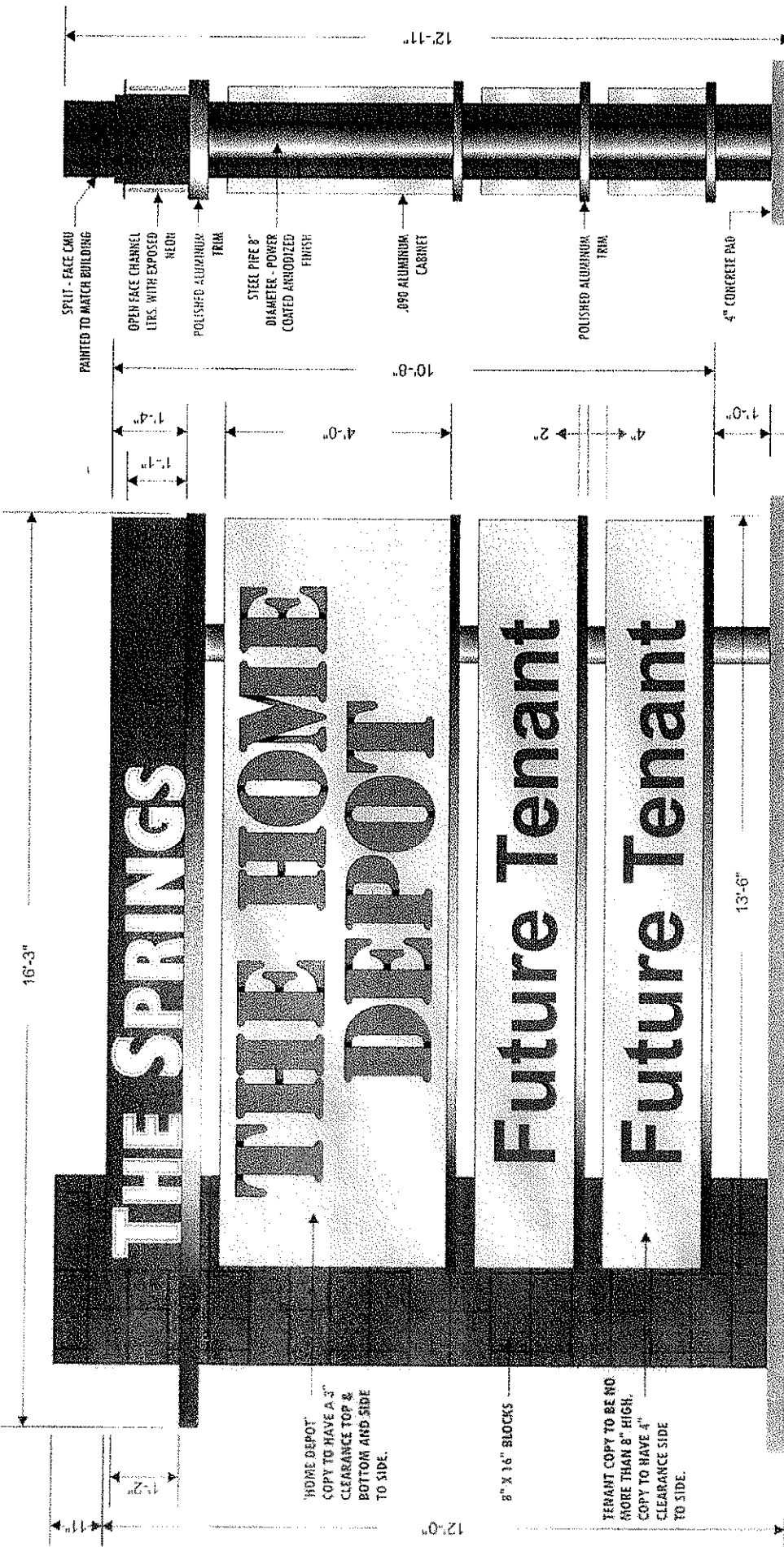
5. "Tenant panels and cabinets to be fabricated from .090 inch thick aluminum and painted to match Home Depot building (ICI No. 485, "Eldorado Tan", MP# 10YY 61/136)
6. Tenant sign copy to be routed-out with $\frac{3}{4}$ inch pushed through acrylic plastic with second surface vinyl overlay
7. Provide 800 MA fluorescent lighting for internal illumination
8. Monument sign shopping center identification to be open-face channel letters, with exposed neon tube illumination - color of neon to be determined"

1 INTERNALLY ILLUMINATED MONUMENT SIGN
EXHIBIT 29
 SIGN AREA: 144 SQ. FT. **3C**
 SCALE: 3/8" = 1'-0"

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. The installer must provide proper grounding and bonding of the sign.

INTERNALLY ILLUMINATED MONUMENT SIGN 2C & 3C

1. "Square footage of tenant sign panel on monument sign may not exceed one hundred twenty-five (144) square feet
2. "Overall height of monument sign to be twelve (12) feet, eleven (11) inches. Tenant sign copy area overall height not to exceed twelve (12) feet.
3. "Monument structure to be fabricated from split-face concrete masonry units and painted to match Home Depot building (ICI No. 211, "Brickdust", MP# 50YR 25/142)
4. "Steel column to be twelve (12) inches in diameter with a powder coated or anodized finish



1 INTERNALLY ILLUMINATED MONUMENT SIGN
2C EXHIBIT 30

SIGN AREA: 144 SQ. FT.

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

This sign is to be fabricated in accordance with the requirements of Article 600 of the National Electrical Code and other applicable local codes. This includes proper grounding and bonding of the sign.



HOUSE
Office

HOUSE

THE SPRINGS

Marshalls

BEDBATH & BEYOND

THE HOME DEPOT

ROSS DRESS FOR LESS

UNPAID
COMMUNITY &
EMPLOYEE
RATES
TAX 100.00
11.16.20

THE SPRINGS

THE
HOME DEPOT



California Nurses
Educational Institute

FIREHOUSE
• SUBS •

THE SPRINGS

ROSS DRESS FOR LESS

T-Mobile

THE HOME DEPOT

PANDA EXPRESS



THE SPRINGS

THE HOME DEPOT

Marshalls

BED BATH & BEYOND