



## PLANNING COMMISSION STAFF REPORT

DATE: APRIL 22, 2015

SUBJECT: DOUG JONES, OWNER REQUESTING A SIGN PROGRAM CONSISTING OF TWO SIGNS AT AN INDUSTRIAL BUILDING LOCATED AT 1258 MONTALVO WAY, (CASE 15-001). (GM)

FROM: Department of Planning Services

### SUMMARY

The Planning Commission to review a new sign program at an industrial building to include two signs approximately 13.75-square feet in size located at 1258 Montalvo Way.

### RECOMMENDATION:

To approve subject to conditions

### ISSUES:

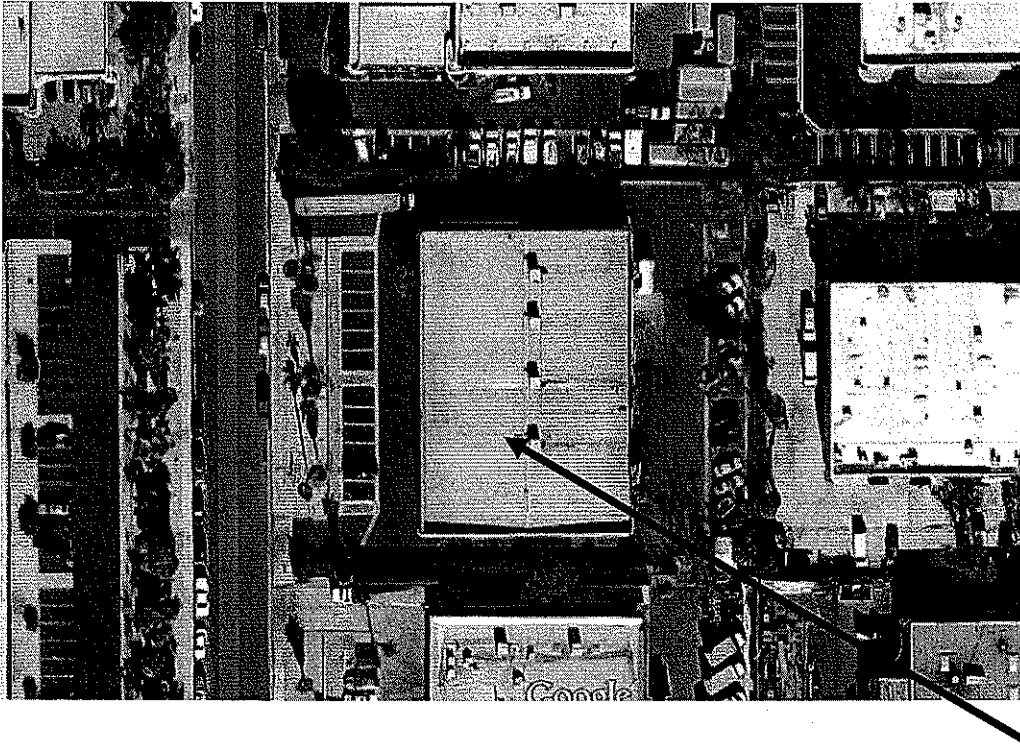
- Sign program is requesting two main signs at a multi-tenant industrial building.
- The applicant is proposing a highly restrictive sign program limiting the number, type, and size of future building signage

### BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc.</i>	
1/13/1981	Building permit issued
3/23/2015	AAC reviews sign program request and recommends approval with the bottom of each proposed sign 8' feet from grade.

<i>Neighborhood Meeting</i>	
None	





SUBJECT SITE: 1258 Montalvo Way

**ANALYSIS:**

<b>General Plan</b>	
<b>Land Use Designation</b>	<b>F.A.R. / Density</b>
Industrial	.5 Floor Area Ratio

The 2007 General Plan Community Design Element provides guidance for commercial signage, including discouraging the use of free-standing signs when unnecessary.

**Zoning**

Sign programs are required for all buildings 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, however in this case the applicant is requesting more restrictive guidelines.

**Proposal**

The proposed sign program provides criteria for two main signs to identify prospective tenants. The building has approximately 150 feet of lineal street frontage which could equate to a maximum of four (4) tenants with 50-square feet each of signage. The applicant wishes to limit the total number of signs on the building to two (2) with a maximum size of 13.75-square feet.

The two signs will be affixed to the building wall at the far ends of the industrial building in the recessed wall area. Each LED internally illuminated sign box will be 36" tall by 72" wide and 3" deep. The bottom edge of the sign will be 8' as measured from grade. The sign box will be constructed of 1" mill stain aluminum with a 2" space between the inside of the aluminum trim and the polycarbonate sign. The applicant describes the sign box as having a clear face which can be covered with vinyl (light diffusing) for the business sign and logo. The use of any other sign type such as channel letters or lettering on glass is prohibited. This sign program does not regulate sign font, or color. Staff will evaluate each sign permit application based upon the criteria of the sign program.

Individual Tenant Wall Signs		
Allowed	Proposed or Existing	Meet Code?
- 1 <sup>st</sup> floor tenants allowed one sign per street front elevation. Size of sign based on lineal frontage: 1 square foot of sign area per lineal foot of frontage (up to 50 s.f).	<u>Two Main Building Signs</u>  Signs to be 13.75-square feet each located on two ends of building in recessed area with sign bottom edge 6' from grade.	<b>Yes</b>  Proposed size of signs are less than what the sign ordinance would allow.

**SIGN CODE COMPLIANCE**

Section 93.20.05(C)(6) of the Palm Springs Zoning Code (PSZC) requires approval of a sign program for all multi-tenanted buildings. The existing industrial building will contain two separate tenants requiring the approval of a sign program. The proposed application is more restrictive and limiting in sign size as regulated by the PSZC.

**AAC REVIEW**

The Architectural Advisory Committee (AAC) reviewed this project at their March 23, 2015 meeting and made a recommendation of approval to the Planning Commission

with the request that the bottom edge of signage be eight (8) feet from grade. The applicant has agreed to this condition.

REQUIRED FINDINGS:

Section 93.20.05 of the PSZC stipulates the 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 subject property is an industrial building located within an industrial park with similar uses and style buildings. The structure is setback approximately sixty (60) feet from the front property line behind a landscape area and two rows of parking somewhat limiting clear visibility of the building. The front building elevation is a simple design with two glass storefronts and three recessed smooth concrete cutouts. The limiting of two signs permitted on the building will maintain a clean simple front elevation sought by the property owner. Staff has determined that a more restrictive sign program for a multi-tenant building will avoid a hodgepodge of signs 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 program necessary for the effectiveness of the program; and*

The approved sign program provides a unified and consistent design theme for all tenants within the industrial building. The limiting of sign types, sizes and locations will be consistent with the size and mass of the building. The use of an LED internally illuminated sign box 36" tall by 72" wide and 3" deep with the bottom edge of the sign eight (8) feet as measured from grade will provide adequate signage and visibility. Staff has determined that 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"*.

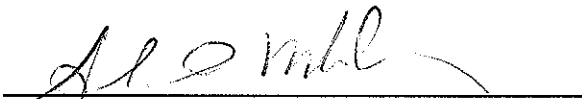
The sign ordinance encourages adoption of sign programs to provide consistency and ease of permitting for multi-tenant signage. The deviations from the ordinance are for the purpose of providing adequate identification for business and sign users. Therefore the proposed sign program is not contrary to 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:

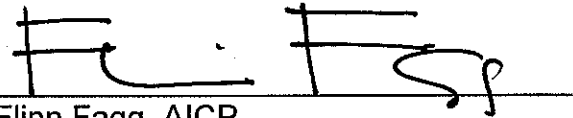
Staff recommends approval of the sign program permitting two signs on the building at 13.75-square feet in size. The signs are to be located in the outer two recessed areas with the bottom sign edge no greater than eight (8) feet from grade. Staff believes that the sign program will distinguish the industrial building from other buildings in the immediate area and therefore recommends approval of Case 15-001 as conditioned in the draft resolution.

ENVIRONMENTAL ASSESSMENT:

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



Glenn Mlaker, AICP  
Assistant Planner



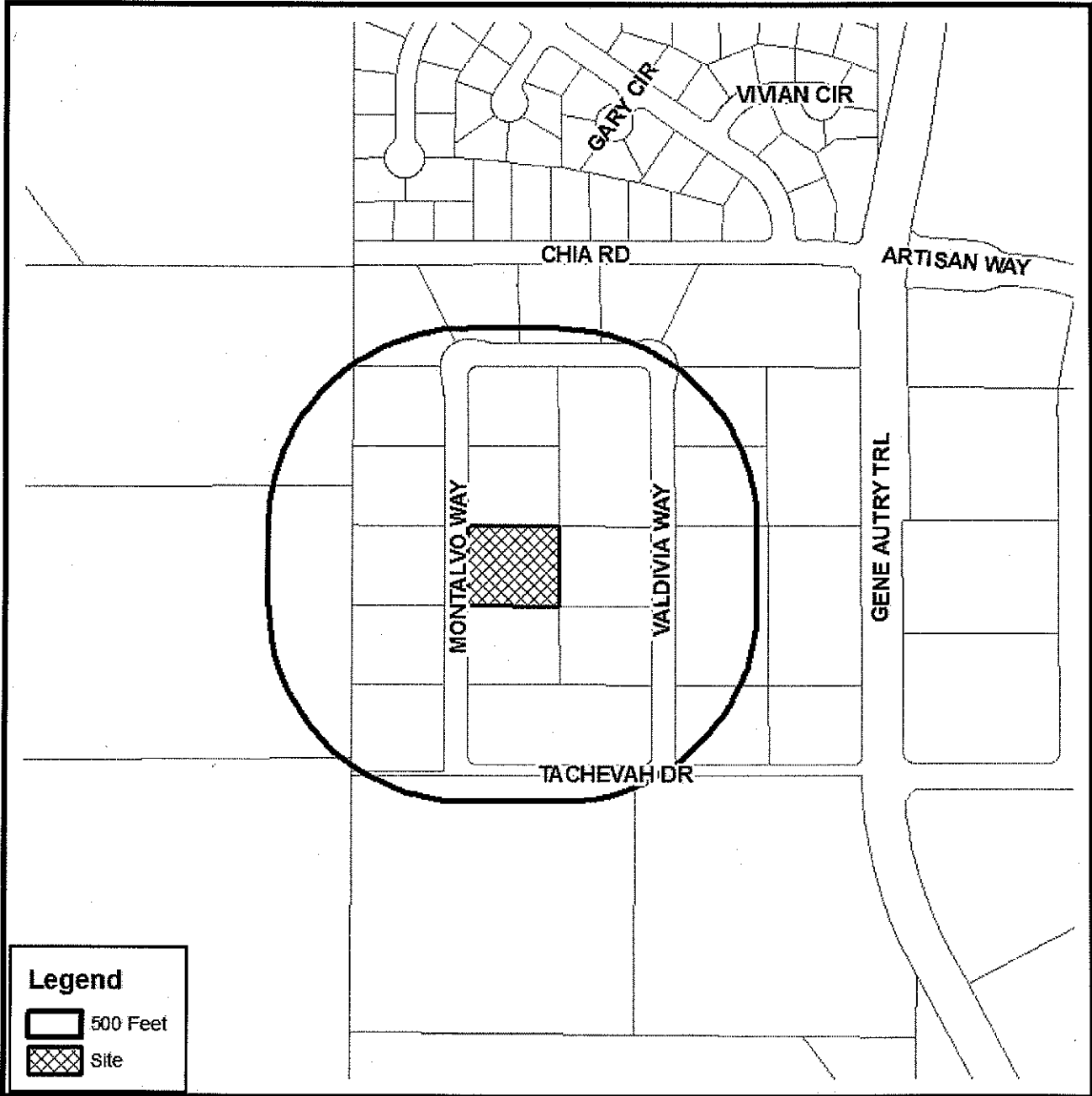
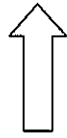
Flinn Fagg, AICP  
Director of Planning Services

Attachments:

1. Vicinity Map
2. AAC Minutes of March 23, 2015
3. Proposed Sign Program
4. Site Photos



# Department of Planning Services Vicinity Map



### Legend

- 500 Feet
- Site

CITY OF PALM SPRINGS

rejected). She asked about the water feature noting the windy area and there may be overspray issues (sheltered by large native boulders).

Member Song questioned the open space in the lawn area. (The applicant is receptive to adding more shade/trees if desired.)

Member Cassady asked if the lawn would be used as an event space. (The applicant liked the idea of adding more trees to get more use and provide shade.)

Member Purnel said this is well received with good use of indigenous materials and likes the educational aspect.

Vice-Chair Fredricks thinks this is an excellent project and admires the placement of plants. He would like to see plant identification markers for educational aspects. He recommended additional shading for the seating areas.

M/S/C (Secoy-Jensen/Purnel, 6-1 absent Fauber) Approve with conditions:

1. Consider plant identification plaques.
2. Add trees (similar type) to the lawn and shading for the seating area.
3. Existing benches be shown on the plan; with new benches to be reviewed by subcommittee.

Subcommittee to consist of: Song, Secoy-Jensen and Cassady

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**5. DOUG JONES REQUESTING A SIGN PROGRAM CONSISTING OF TWO SIGNS AT INDUSTRIAL BUILDING LOCATED AT 1258 MONTALVO WAY, (CASE 15-001). (GM)**

Assistant Planner Mlaker presented the proposed sign program.

DOUG JONES, applicant, requested the bottom of the sign to be 8 feet not 6 feet. He would like to put in ocotillos below the sign.

Member Song asked about the sign placement on the façade.

Member Hirschbein asked how close it will be to the underside of the wall detail (2 feet below); and questioned the construction of sign letters (will be faced with translucent vinyl).

Member Purnel questioned about the font sizes and colors.

Member Hirschbein noted that the percentage of sign area to the elevation is minimal and of detail in color. He also stated that the font is almost immaterial based on the

size of the signs.

Member Song asked what the window height is.

Member Cassady said he appreciates the efforts to locate the sign within the architecture of the building.

M/S/C (Cassady/Fredricks, 6-1 absent Fauber) Approve as submitted, noting change in height.

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- 6. NEW CHURCH II, LLC. FOR RENOVATING THE EXISTING HISTORIC CHURCH AND ORCHID TREE BUNGALOWS FOR ADAPTIVE RE-USE AND DEMOLISHING PORTIONS OF THE SITE FOR THE CONSTRUCTION OF A NEW BANQUET HALL AND THREE-STORY HOTEL ON A ROUGHLY 3.1-ACRE SITE LOCATED AT 222 S. CAHUILLA ROAD (CASE 5.1345 PD-372 / CUR / HSPB 23 / HSPB 72 / 3.0678 MAJ). (DN)**

Table to April 6, 2015.

- 7. FAR WEST INDUSTRIES FOR ARCHITECTURAL APPROVAL TO CONSTRUCT 12 SINGLE-FAMILY RESIDENCES ON HILLSIDE LOTS WITHIN AN EXISTING GATED 15-LOT SUBDIVISION (TRACT 28495) LOCATED ALONG TUSCANY HEIGHTS DRIVE, SOUTH OF WEST RACQUET CLUB ROAD, ZONE R-1-B (CASE NOS. 3.3803 MAJ – 3.3814 MAJ AND 7.1456 AMM – 7.1467 AMM). (DN)**

Associate Planner Newell provided an overview of the proposed single-family residences.

Member Hirschbein requested clarification on the elevation differences of the lots.

Member Song asked if the floor plans are the same as original houses; is the front setback the same as existing houses and does the street width allow for on-street parking.

BRYAN BERKSON, applicant, Far West Industries, spoke about the roof height and roof decks on certain lots. He said the issue may be concerning some residents on privacy issues; however, he explained that privacy is not as large of an issue.

GEORGE ALVAREZ, applicant, Far West Industries, explained that these homes are considerably smaller than the previous ones. He provided details on the height and roof decks of the homes.

Member Song asked if they considered lowering the pitch of the roof to 3:12. She felt it



# Sign Program

1258 Montalvo Way, Palm Springs

Sign A



Sign B

15-001

RECEIVED

JAN 27 2015

PLANNING SERVICES  
DEPARTMENT

**SIGN PROGRAM FOR 1258 MONTALVO WAY**

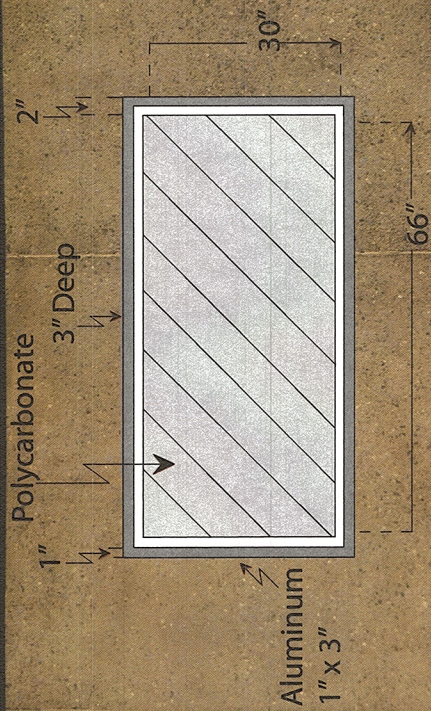
The signs will be located on the northern and southern parts of the building. Each sign will be made of polycarbonate and be 30" X 66" and 3" deep. The signs will be LED backlit. There will be an aluminum trim around the polycarbonate box. The trim will be 1" by 3" aluminum with a .125 wall thickness. When a tenant occupies the building, they will place a vinyl covering over the flat face of the polycarbonate box. There will be a total of two signs.

1515-001

**RECEIVED**

JAN 27 2015

**PLANNING SERVICES  
DEPARTMENT**



15-001

RECEIVED

JAN 27 2015

PLANNING SERVICES  
DEPARTMENT

RECEIVED

NOV 27 2015  
FIRE DEPARTMENT

15-001



3 ft. x 6 ft.

3 ft. x 6 ft.



1258

05/03/2015



05/03/2015