



PLANNING COMMISSION STAFF REPORT

DATE: November 9, 2016

NEW BUSINESS

SUBJECT: INCHA LOCKHART ON BEHALF OF BROKEN YOLK CAFÉ REQUESTS AN AMENDMENT TO AN EXISTING SIGN PROGRAM FOR THE MULTI-TENANT COMMERCIAL BUILDING LOCATED AT 262 SOUTH PALM CANYON DRIVE, ZONE CBD (CASE SP 16-003). (NK)

FROM: Department of Planning Services

SUMMARY

The applicant is requesting approval of an amendment to an existing Sign Program to include four (4) additional signs. The subject property currently has five (5) existing signs on its premises that comply with the number of signs and locations stated in the Sign Program approved on December 19, 2001 and as a part of the 2002 Downtown Parking Structure project (Case No. 5.0901). Planning Commission approval is required for Sign Programs and amendments that deviate from the Sign Ordinance regulations.

RECOMMENDATION:

Approve the proposed Sign Program amendment with conditions; Sign #D to be eliminated from the amended Sign Program as noted in Exhibit A of this report.

ISSUES:

1. The Architectural Advisory Committee (AAC) reviewed and recommended approval of the proposed Sign Program amendment with conditions which do not fully comply with the Sign Ordinance.
2. The Sign Program amendment proposes sign criteria that deviates from the Sign Ordinance in quantity, style, and material and size restrictions; however, the architecture of the building does not exhibit features that would prohibit Sign #D to be in conformance with the applicable regulations.

BACKGROUND:

Site Setting:

The subject property is a 0.17-acre parcel in the Central Business District, which is currently developed with a multi-tenant, two (2)-story commercial building built in 1984. The building is located on the east side of South Palm Canyon Drive between West Baristo Road and East Arenas Road. The building has primarily had restaurant tenants over the past several years and is currently occupied by Broken Yolk Café (ground-level). The second-level tenant space will be occupied by Moxie Palm Springs, which is scheduled to open in mid-to-late November 2016.

Table 1. Land Use of the Project Site and Its Vicinity

Surrounding Property	Existing General Plan Designation	Existing Land Use	Existing Zone Designation
Subject Property	CBD (Central Business District)	Restaurant	CBD (Central Business District)
North	CBD (Central Business District)	Restaurant	CBD (Central Business District)
South	CBD (Central Business District)	Restaurant	CBD (Central Business District)
East	CBD (Central Business District)	Parking Structure	CU (Civic Uses District)
West	CBD (Central Business District)	Restaurant	CBD (Central Business District)



AERIAL VIEW OF THE PROJECT SITE AND ITS VICINITY
(PROJECT LOCATION)






Table 2. Related Relevant City Actions	
12/19/2001	Planning Commission approved the original Sign Program (there is no specific planning case number on record).
03/28/2002	Administrative approval of two (2) convenience signs and one (1) main sign on the Palm Canyon Drive frontage. All signs had been previously approved as a part of the December 19, 2001 Sign Program application.
04/24/2002	Approval of two wall signs on the east elevation of the parking structure as the Downtown Parking Structure project. Sign size was determined by the individual parcel frontage as measured on South Palm Canyon Drive with maximum allowable sign area of 50 square feet (Case No. 5.0901/PD 275).
08/05/2005	Administrative approval of a fabric awning with lettering on the valance on the Palm Canyon Drive frontage.
01/26/2009	AAC approved a façade improvement project that included the installation of a new fabric awning and two (2) convenience signs (Case No. 3.1928 MAA)
8/15/2016	Administrative approval of the five (5) signs: 1) two (2) blade signs for Broken Yolk Café and Moxie Palm Springs (Existing Sign #1 and #2); 2) one (1) wall sign on the stone veneer structural column in the patio dining area (Existing Sign #3); and 3) two (2) wall signs for Broken Yolk Café and Moxie Palm Springs on the east elevation of the parking structure facing Indian Canyon Drive (Existing Sign #4 and #5). All signs were approved under the existing Sign Program.
10/17/2016	AAC reviewed and recommended approval of the proposed Sign Program amendment to the Planning Commission with conditions.

Existing Signs:

The original Sign Program was approved by the Planning Commission on December 19, 2001, and the subject property is currently developed with the following signs:

1. Two (2) main signs (blade signs) on the Palm Canyon Drive frontage (Table 3. Sign #1 and #2).
2. One (1) accessory sign (fascia panel/plaque sign) on the stone veneer structural column in the ground-level outdoor patio dining area (Table 3. Sign #3).
3. Two (2) accessory signs on the east elevation of the public parking structure (Table 3. Sign #4 and #5).

The two (2) accessory signs on the parking structure (Sign #4 and #5) were approved as a part of the Downtown Parking Structure project in 2002. The existing Sign Program also includes two (2) convenience signs and one (1) blade sign for the second-floor tenant on the Palm Canyon Drive frontage; however, these three (3) signs currently do not exist at the site.

Table 3. Existing Signs			
	Sign Type	Dimensions	
1	Main Sign (Blade Sign) (Broken Yolk Café)	Sign Height: 5'-5" Sign Width: 4'-6" Sign Area: 24.39 sq. ft.	
2	Main Sign (Blade Sign) (Moxie)	Sign Height: 1'-10" Sign Width: 4'-10" Sign Area: 8.84 sq. ft.	
3	Accessory Sign (Fascia Panel Sign) (Broken Yolk Café)	Sign Height: 3'-6" Sign Width: 3' Sign Area: 10.5 sq. ft.	
4*	Accessory Sign (Fascia Panel Sign) (Broken Yolk Café)	Sign Height: 4'-1 1/2" Sign Width: 3'-2" Sign Area: 13.06 sq. ft.	
5*	Accessory Sign (Fascia Panel Sign) (Moxie)	Sign Height: 3'-6" Sign Width: 5'-0" Sign Area: 17.5 sq. ft.	

*Located on the east elevation of the public parking structure

ANALYSIS:

General Plan

The Community Design Element section of the Palm Springs 2007 General Plan includes policies and actions for achieving the citywide objectives that pertain to signage for private development (Palm Springs 2007 General Plan, CD 9 and 10). The policies encourage awnings, wall signs, raised-letter signs, and projecting blade signs for commercial signage (Palm Springs 2007 General Plan, CD10.1), signs that are constructed with durable materials that withstand the desert climate (Palm Springs 2007 General Plan, CD10.7), and high-quality signage that will add visual continuity and community identity of the City (Palm Springs 2007 General Plan, CD9.1).

Zoning Code

Pursuant to Section 93.20.09 (Permitted Signs-Downtown/Uptown) of the Palm Springs Zoning Code, Sign Programs are required for all buildings that consist of more than one (1) tenant. Deviations to the Sign Ordinance regulations may be approved should the Planning Commission find the following:

1. *Sign programs shall complement the architecture of the building or complex;*
2. *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;*
3. *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; and*
4. *That the approved signage is compatible with the surrounding properties and not contrary to the purpose of the sign ordinance.*

The zoning section also states that each separate business in the Downtown/Uptown area is limited to one (1) main sign and one (1) accessory sign from the permitted sign types specified in the zoning code. Additionally, businesses within a single building or complex of buildings are required to select the same sign type for the main signs and accessory signs. Sign installation on each street frontage of a multiple-frontage lot is allowed, provided that the same use of the property extends from street to street.

Proposed Sign Program Amendment

The proposed Sign Program amendment requests the addition of four (4) signs to the current Sign Program as listed below:

1. One (1) main sign on the east (rear) elevation of the building (Sign #D).

2. Two (2) accessory signs (awning signs) on the existing metal awning (Sign #A and #B).
3. One (1) accessory sign (blade sign) near the elevator in the entrance area (Sign #C).

With the five (5) existing signs, which were approved under the current Sign Program, there will be nine (9) signs in total at the subject property and its premises with the approval of this Sign Program amendment. The proposed Broken Yolk Café signage is a registered trademark. The proposed signs are designed in accordance with corporate sign design guidelines, which require the use of specified colors, materials, sign construction and installation details, and dimensions for consistency. Zoning analysis of the proposed Sign Program amendment in accordance with PSZC Section 93.20.09 is provided in the table below (Table 4).

	Proposed Signage	Zoning Regulations	Code Compliance
1	<p>SIGN #A <u>Accessory Sign</u> (Broken Yolk Café - Awning Sign)</p> <p>Sign Height: 10" Sign Width: 9'-4" Sign Area: 7.74 sq. ft. Awning Width: 36'-5"</p>	<ul style="list-style-type: none"> • Max. Letter Height: 4" • Max. Sign Area: 6 sq. ft. • Letters needs to be sewn or silk-screened on to the awning in an approved contrasting color. 	<ul style="list-style-type: none"> • No. The proposed sign area exceeds the maximum permitted sign area of 6 square feet. The existing awning is metal and the proposed sign cannot be sewn or silk-screened. Only one (1) type of accessory sign is permitted for each business.
2	<p>SIGN #B <u>Accessory Sign</u> (Moxie – Awning Sign)</p> <p>Sign Height (total): 1.04' Sign Width (total): 2.73' Sign Area (total): 2.84 sq. ft. Awning Width: 6'-1"</p>	<ul style="list-style-type: none"> • Max. Letter Height: 4" • Max. Sign Area: 4 sq. ft. • Letters needs to be sewn or silk-screened on to the awning in an approved contrasting color. 	<ul style="list-style-type: none"> • No. While the sign area meets the maximum allowable sign area, the sign exceeds the maximum allowed letter height of 4 inches. The existing awning is metal and the proposed sign cannot be sewn or silk-screened.
3	<p>SIGN #C <u>Accessory Sign</u> (Moxie - Blade Sign)</p>	<ul style="list-style-type: none"> • Max. Sign Width: 3' • Max. Sign Height: 3' • Max. Sign Area: 9 sq. ft. • Min. Vertical 	<ul style="list-style-type: none"> • No. While the sign meets the maximum allowable letter height and size, only one (1) type of accessory sign is permitted for each business. There will be more than one

	<p>Sign Height (total): 8.75" Sign Width (total): 25" Sign Area: 1.52 sq. ft.</p>	<p>Clearance: 7'</p> <ul style="list-style-type: none"> Material Requirement: Patina metal, wood, glass, and inlaid stone Design Requirement: Bracket design needs to be highly ornamental 	<p>(1) type of accessory sign with the approval of the Sign Program amendment.</p>
4	<p>SIGN #D <u>Main Sign</u> (Broken Yolk Café - Fascia Panel/Plaque Sign)</p> <p><u>Logo</u> Sign Height: 4.63' Sign Width: 3.96' Sign Area: 18.3 sq. ft.</p> <p><u>Directional Arrow</u> Sign Height: 3" Sign Width: 3.96' Sign Area: 0.99 sq. ft.</p>	<ul style="list-style-type: none"> Max. Length: 2/3 of the overall storefront width Max. Height: 14" Max. Projection: 7" Max. Area: 1 sq. ft./linear foot of building frontage; Max. 50 sq. ft. Material Requirement: Cast stone, metal, wood, neon, or custom ceramic tiles. Main sign is allowed on each street frontage of a multi-frontage lot; provided that, the same use of the property extends from street to street. 	<ul style="list-style-type: none"> No. The subject property is not a multi-frontage building by Zoning Code definition. The property already has an existing main sign on the Palm Canyon Drive frontage, and the Code only allows one (1) main sign for a single-frontage lot. The proposed sign height exceeds the Code-permitted maximum sign height of 14 inches.

Architectural Advisory Committee (AAC) Review

The Architectural Advisory Committee (AAC) reviewed the original Sign Program amendment proposal at their meeting on Monday, October 17, 2016. The Committee recommended approval to the Planning Commission with the conditions stated below. The applicant has since revised the original Sign Program amendment proposal according to the recommendations.

1. The proposed main sign (fascia panel/plaque sign) (Sign #D) on the east (rear) elevation of the building to be lowered to be lowered and aligned to the bottom of the canopy by the entrance door. The letter sign portion, which reads "BREAKFAST•LUNCH," to be removed. Instead, install a directional sign.
2. The proposed accessory sign (fascia panel/plaque sign) directly above the entrance door to be eliminated from the amended Sign Program.
3. The existing sign bracket near the elevator in the entrance area (Sign #C) to be utilized for the second-level tenant to accommodate an accessory sign (blade sign).
4. The proposed letter height of the accessory sign (Sign #A) to be reduced from 12 inches to 10 inches. The awning sign for the primary, ground-level tenant to include a logo in the same height.
5. The proposed letter height of the accessory sign (Sign #B) to be reduced from 8.75 inches to 8 inches.

Staff supports the AAC recommendations with the exception of the inclusion of the proposed main sign (fascia panel/plaque sign) (Sign #D) and the directional arrow on the east (rear) elevation of the building in the amended Sign Program. Section 93.20.09 of the PSZC states, "All signs allowed in this section shall be allowed on each street frontage of a multiple-frontage lot; provided that, the same use of the property extends from street to street." The subject property extends from a street to an alley, and does not meet the definition of multiple-frontage lot stated in Section 91.00.10 (Definitions) of the PSZC. Furthermore, the property has two (2) existing accessory signs (fascia panel/plaque signs) (Table 3. Sign #4 and #5) on the east elevation of the public parking structure on the Indian Canyon Drive frontage. Other businesses in the vicinity do not have this convenience.

REQUIRED FINDINGS:

Pursuant to Section 93.20.09 (Permitted Signs – Downtown/Uptown) of the PSZC, the following findings must be met in order for the Planning Commission to approve the proposed Sign Program amendment:

1. *Sign programs shall complement the architecture of the building or complex.*

The proposed signage is a registered trademark, and consistent use of same materials, colors, and design elements is proposed for all signs on the property and its premises. Staff finds that the amended Sign Program generally incorporates sign size, color, and materials that complement the architecture of the building.

2. *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 property is currently developed with two (2) main signs (blade signs) on the Palm Canyon Drive frontage (Table 3. Sign #1 and #2). Because the signs are attached perpendicularly to the façade of the building, the visibility of the signs to the pedestrians is limited depending on the angle from which such signs are viewed. For this reason, additional signage may be appropriate for the building to identify services offered by its tenants more effectively. However, the architecture of the building challenges the implementation of the Code-required sign style consistency amongst tenants and sign material requirements. Should the proposed signs be installed in full compliance with the applicable Sign Ordinance regulations, the visibility of such signs would be severely compromised as exemplified by the 4-inch maximum sign height requirement for awning signs.

3. *The approved signage will be compatible with the design of the property and will present the least departure from the standards of the sign ordinance necessary for the effectiveness of the signage.*

The proposed two (2) awning signs (Sign #A and #B) and one (1) blade sign (Sign #C) near the elevator in the entrance area do not fully comply with the applicable zoning regulations in sign height and material, as well as the sign style consistency requirement for the building. However, staff finds that such deviations from the Sign Ordinance regulations would be appropriate to provide effective signs due to the following reasons: 1) 4-inch-high awning signs will be hardly readable when they are viewed from the street; 2) the architecture of the building prevents complete sign style consistency for all accessory signs; 3) the existing awning is metal and the proposed signs cannot be sewn or silk-screened; and 4) an effective sign is needed to direct patrons to the second-level. While it exceeds the maximum allowable sign height, the proposed awning sign letter height is more appropriate and proportional to the height of awning valance where the proposed sign is to be installed. Also, the white awning signs will be a contrasting color as required by the Code, and the painted acrylic meets the durable sign material policy stated in the Community Design Element section of the General Plan even though such signs will not be sewn or silk-screened.

While the design of the proposed main sign on the east (rear) elevation of the building (Sign #D) is compatible with the design of the property, the property would be developed with a quantity of signs which would far exceed the maximum allowable number of signs if the Sign Program amendment were to be approved. The subject property is not a multi-frontage lot pursuant to the zoning code, and the property currently has two (2) signs on the Indian Canyon Drive frontage (Table 3. Sign #4 and #5). Therefore, staff finds that the proposed main sign on the east (rear) elevation (Sign #D) constitutes a significant departure from the standards of the zoning code.

4. *The approved signage is compatible with the surrounding properties and not contrary to the purpose of the sign ordinance.*

The subject property currently has five (5) signs, which are permitted as a part of the approved Sign Program. Should the amendment to the Sign Program be approved as proposed, there

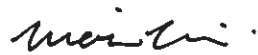
would be nine (9) signs in total at this property and its premises. Section 93.20.09 (Permitted Signs-Downtown/Uptown) of the PSZC states, "...consideration shall be given to a sign's relationship to the overall design of the subject property and its surroundings." The subject property currently has two (2) accessory signs (fascia panel/plaque sign) on the east elevation of the public parking structure (Table 3. Sign #4 and #5), which other restaurants in the site's vicinity do not have. While the proposed two (2) awning signs (Sign #A and #B) and one (1) blade sign (Sign #C) on the west elevation would allow the property to have effective signs, the subject property does not exhibit any extraordinary physical features that would make conformance to the applicable zoning regulations challenging. Therefore, staff finds that the proposed Sign Amendment meets this finding with the exception of the proposed main sign (Sign #D) (fascia panel/plaque sign) on the east (rear) elevation of the building.

CONCLUSION:

While deviations to the applicable Sign Ordinance regulations may be appropriate for the subject property to provide more effective signs, the property does not exhibit extraordinary conditions that would prohibit the proposed main sign and the directional arrow on the east (rear) elevation (Sign #D) to be in compliance with the applicable zoning regulation. The subject property is not a multi-frontage lot by zoning code definition, and it is already developed with five (5) signs, which exceeds the maximum allowable number of signs in the Downtown/Uptown area. Staff finds that this constitutes a significant departure from the Sign Ordinance regulations and recommends the Planning Commission approve the proposed Sign Program amendment as recommended by the AAC, with the exception of the main sign and the directional arrow (Sign #D) on the east (rear) elevation of the building.

ENVIRONMENTAL ANALYSIS:

Pursuant to Section 15311(a) (Accessory Structures) of the California Environmental Quality Act (CEQA) Statute and Guidelines, projects that consist of construction or placement of minor structures that are accessory to existing commercial facilities, including on-premise signs, are categorically exempt from further CEQA review.



Noriko Kikuchi
Assistant Planner



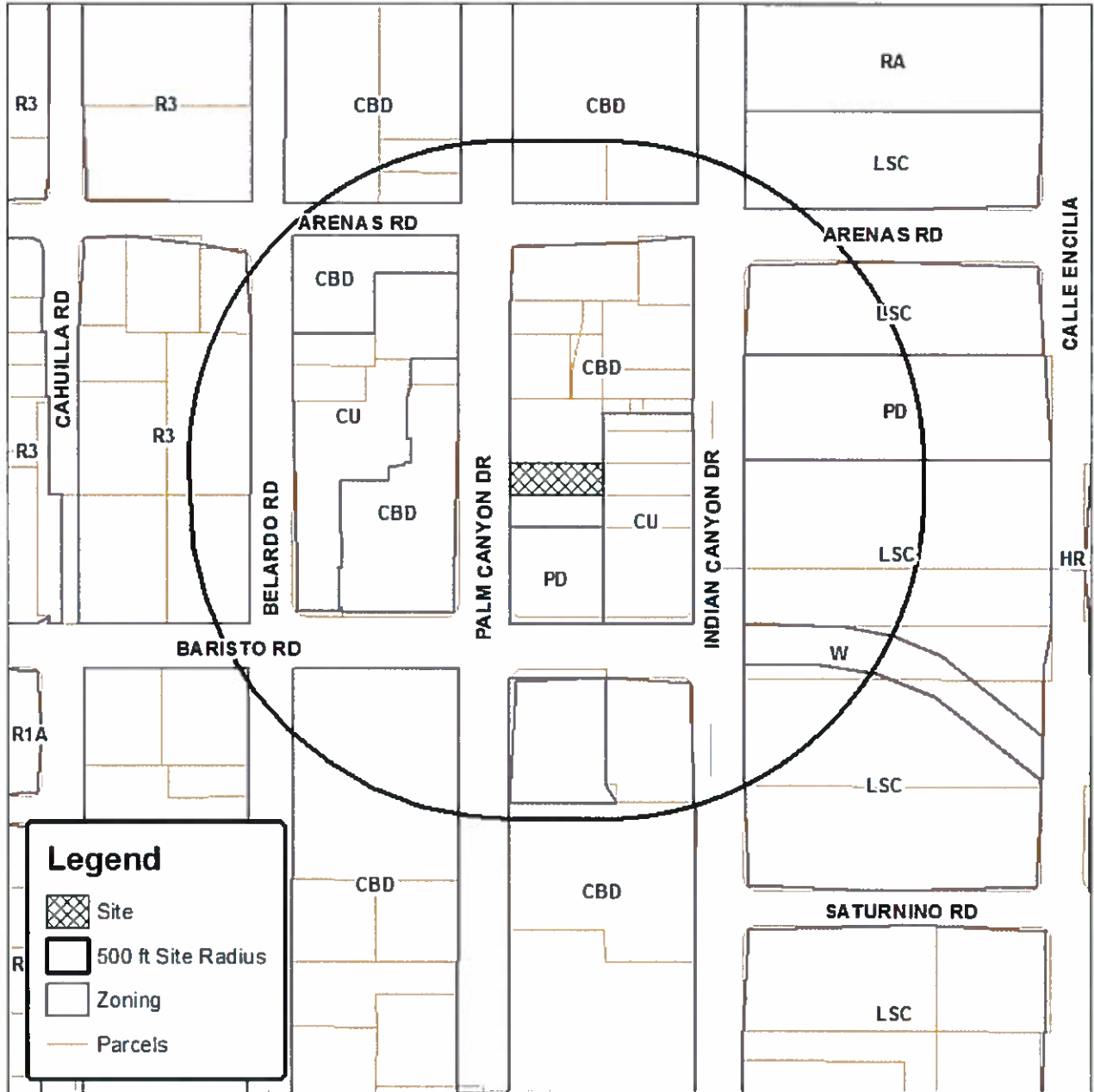
Flinn Fagg, AICP
Director of Planning Services

Attachments:

1. Vicinity Map
2. Sign Plans
3. Draft Resolution with Conditions of Approval as Exhibit "A"
4. Draft Minutes from the October 17, 2016 AAC Meeting



Department of Planning Services Vicinity Map



Legend

-  Site
-  500 ft Site Radius
-  Zoning
-  Parcels

CITY OF PALM SPRINGS

262 South Palm Canyon Drive (Broken Yolk Café/Moxie)
 SP 16-003
 November 9, 2016

A NEW FCO LETTERS FOR EXISTING AWNING VALANCE



9.69 SQ. FEET

NEW FCO SIGN DETAIL (NON-ILLUMINATED SIGN)
MANUFACTURE AND INSTALL (1) NEW SETS OF FCO LETTERS

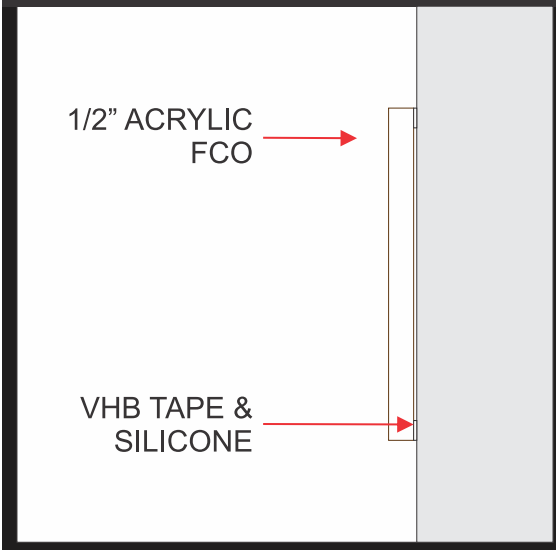
SCALE: 3/4" = 1'-0"

MATERIAL: 1/2" ACRYLIC FCO - PAINTED GLOSS WHITE
 LOGO HAS VINYL OVERLAYS TO MATCH CHART
MOUNTING: VHB & SILICONE MOUNT FLUSH TO PERFORATED METAL AWNING VALANCE
PAINT: MATTHEWS PAINT SYSTEM - AUTOMOTIVE GRADE PAINT

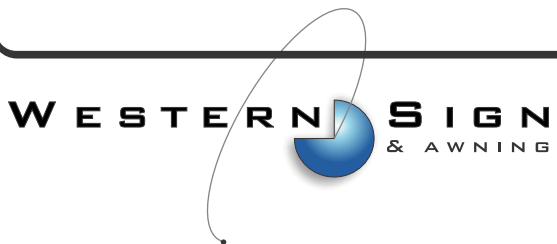
- 3M TRANS. INTENSE BLUE
3630-127
- 3M TRANS. ORANGE
3630-44
- 3M TRANS. YELLOW
3630-015



FCO WALL SIGN DETAIL



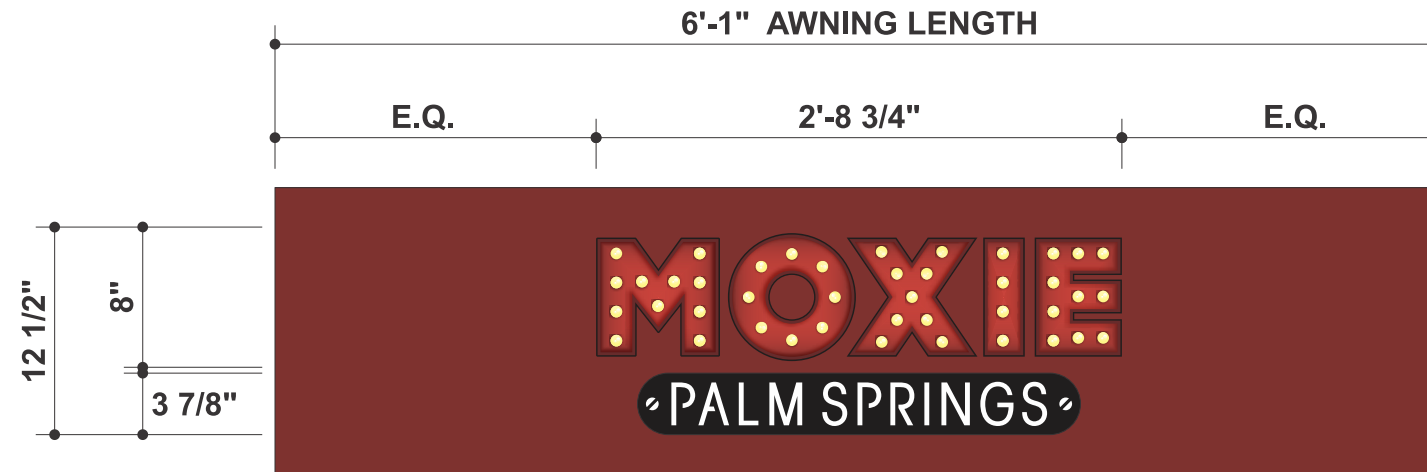
EXISTING STOREFRONT - NTS



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 MEMBER OF CESA <small>CALIFORNIA ELECTRICAL SIGN ASSOCIATION</small>	 MEMBER OF ISA <small>INTERNATIONAL SIGN ASSOCIATION</small>	PROJECT TITLE: Broken Yolk Café ADDRESS: 262 S. Palm Canyon Dr., Palm Springs, CA 92262 WESTERN SIGN & AWNING 261 S. PACIFIC ST, SAN MARCOS, CA 92078 PHONE-760-736-6070 FAX-760-736-6073 E-MAIL: sales@westrnsign.com	PRESENTED BY: Incha Lockhart DRAWN BY: Mike Leon CUSTOMER APPROVAL	REVISION R4	DATE: 10/19/2016 SHEET: 1 OF 6 FILE NUMBER 16-511
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B NEW FCO LETTERS FOR EXISTING AWNING VALANCE

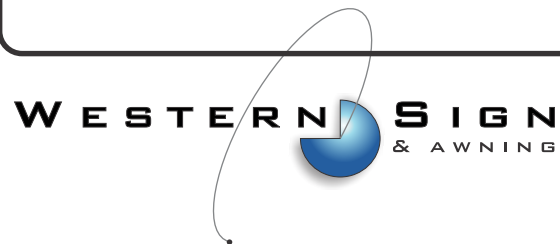
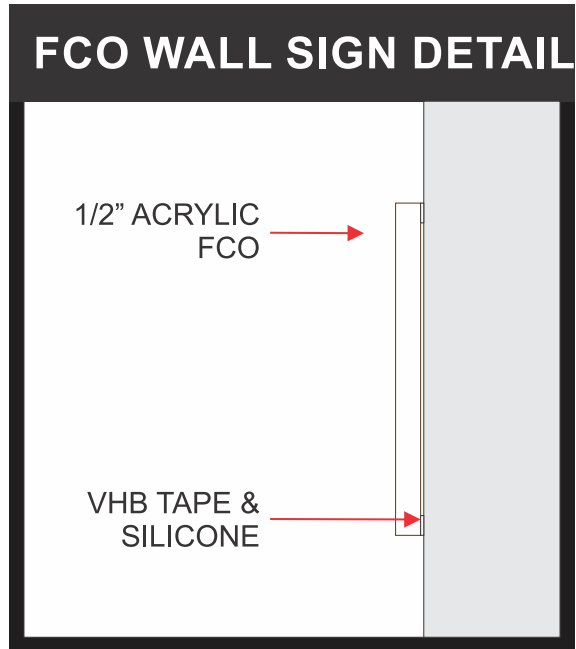


6.59 SQ. FEET

NEW FCO SIGN DETAIL (NON-ILLUMINATED SIGN)
MANUFACTURE AND INSTALL (1) NEW SETS OF FCO LETTERS

SCALE: 1" = 1'-0"

MATERIAL: 1/2" ACRYLIC FCO - MOXIE COPY HAS OPAQUE DIGITAL PRINT WITH UV LAM
 PALM SPRINGS PAINTED BLACK WITH HP WHITE VINYL OVERLAYS APPLIED FIRST SURFACE.
MOUNTING: VHB & SILICONE MOUNT FLUSH TO PERFORATED METAL AWNING VALANCE.
PAINT: MATTHEWS PAINT SYSTEM - AUTOMOTIVE GRADE PAINT.



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MEMBER OF CESA <small>CALIFORNIA ELECTRICAL SIGN ASSOCIATION</small>	MEMBER OF ISA <small>INTERNATIONAL SIGN ASSOCIATION</small>	PROJECT TITLE: Broken Yolk Café	PRESENTED BY: Incha Lockhart	DATE: 10/19/2016
		ADDRESS: 262 S. Palm Canyon Dr., Palm Springs, CA 92262	DRAWN BY: Mike Leon	SHEET: 2 OF 6
WESTERN SIGN & AWNING 261 S. PACIFIC ST, SAN MARCOS, CA 92078		PHONE-760-736-6070 FAX-760-736-6073 E-MAIL: sales@westrnsign.com	CUSTOMER APPROVAL	REVISION R4
				FILE NUMBER 16-511

C NEW FCO LETTERS FOR EXISTING BLADE SIGN



1.75 SQ. FEET

NEW FCO WALL SIGN DETAIL (NON-ILLUMINATED)
MANUFACTURE AND INSTALL (1) NEW SETS OF FCO LETTERS

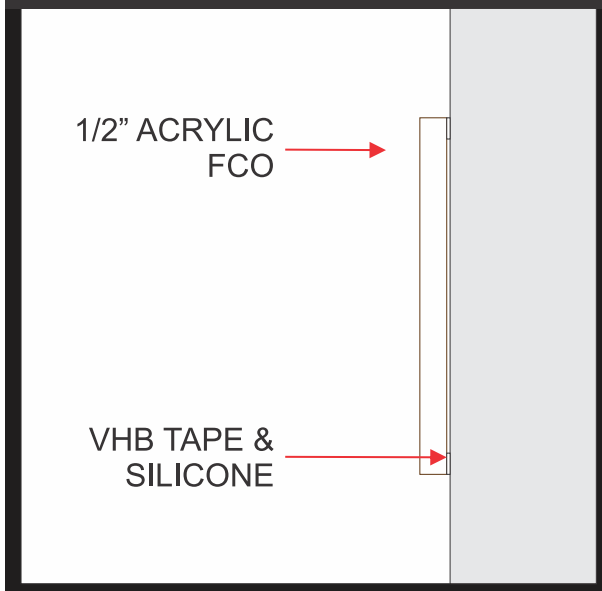
SCALE: 3" = 1'-0"

MATERIAL: 1/2" ACRYLIC FCO - PAINTED TO MATCH COLOR CHART.

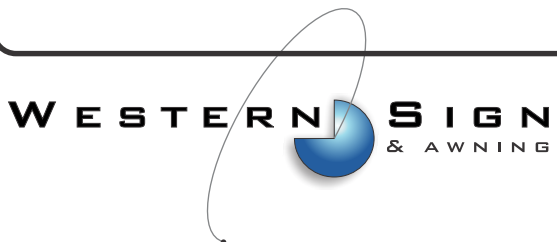
MOUNTING: VHB & SILICONE MOUNT FLUSH TO PERFORATED METAL AWNING VALANCE

PAINT: MATTHEWS PAINT SYSTEM - AUTOMOTIVE GRADE PAINT

FCO WALL SIGN DETAIL



PROPOSED SIGN PLACEMENT - SCALE: 3/4" = 1'-0"

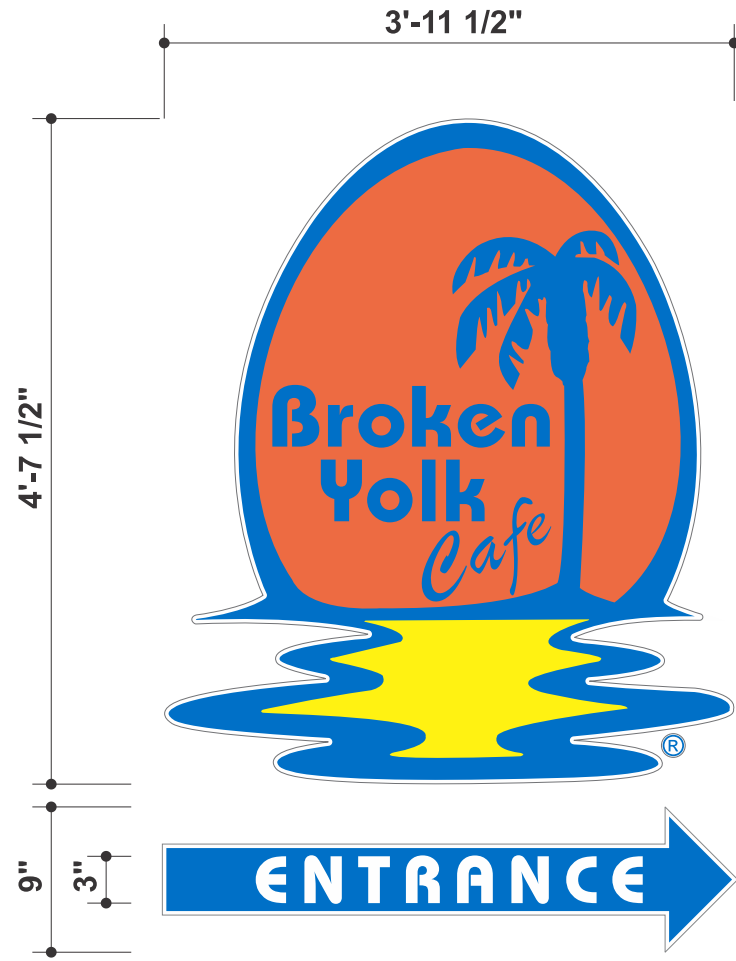


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MEMBER OF CESA <small>CALIFORNIA ELECTRICAL SIGN ASSOCIATION</small>	MEMBER OF  <small>INTERNATIONAL SIGN ASSOCIATION</small>	PROJECT TITLE: Broken Yolk Café	PRESENTED BY: Incha Lockhart	DATE: 10/19/2016
		ADDRESS: 262 S. Palm Canyon Dr., Palm Springs, CA 92262	DRAWN BY: Mike Leon	REVISION R4
WESTERN SIGN & AWNING 261 S. PACIFIC ST, SAN MARCOS, CA 92078 PHONE-760-736-6070 FAX-760-736-6073 E-MAIL: sales@westrnsign.com		CUSTOMER APPROVAL	FILE NUMBER 16-511	

D NEW DIRECTIONAL SIGNAGE

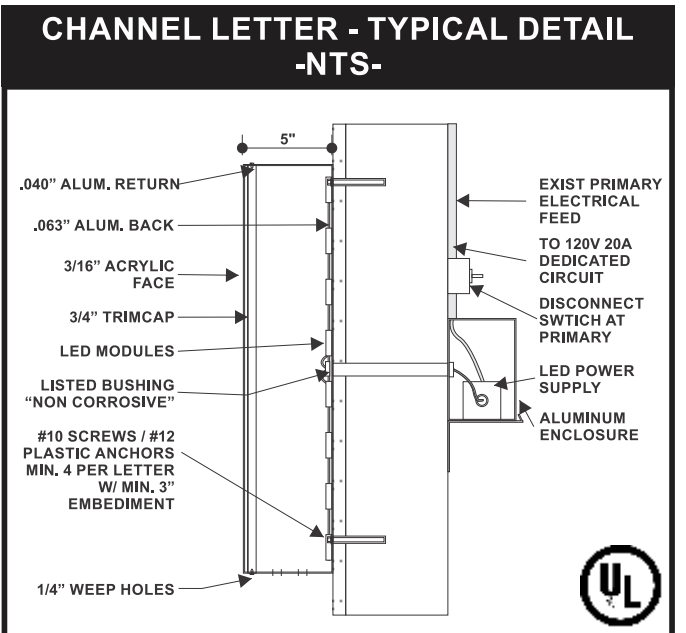
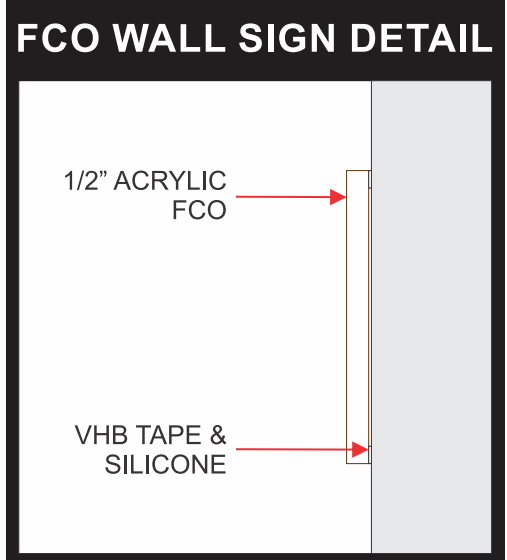
- PMS 300C
- PMS ORANGE 021C
- PMS PROCESS YELLOW C
- 3M TRANS. INTENSE BLUE # 3630-127
- 3M TRANS. ORANGE # 3630-44
- 3M TRANS. YELLOW # 3630-015



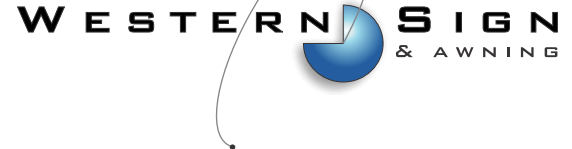
22.99 SQ. FEET

NEW CHANNEL LETTER LOGO (ILLUMINATED) / FCO ARROW (NON-ILLUMINATED) SCALE: 3/4" = 1'-0"
MANUFACTURE AND INSTALL (1) NEW SETS OF FCO ARROW & CHANNEL LETTER LOGO

- ARROW:** 1/2" ACRYLIC FCO - PAINTED TO MATCH COLOR CHART.
- LOGO:** CHANNEL LETTER
- FACE:** 3/16" WHITE ACRYLIC - FIRST SURFACE VINYL TO MATCH COLOR CHART.
- TRIMCAP:** 3/4" WHITE
- BACKS:** .063" ALUMINUM
- RETURNS:** .040" ALUMINUM - PAINTED WHITE
- ILLUMINATION:** WHITE LEDs AND LED POWER SUPPLY ON 120V 20A DEDICATED CIRCUIT.
- PAINT:** MATTHEWS PAINT SYSTEM - AUTOMOTIVE GRADE PAINT.



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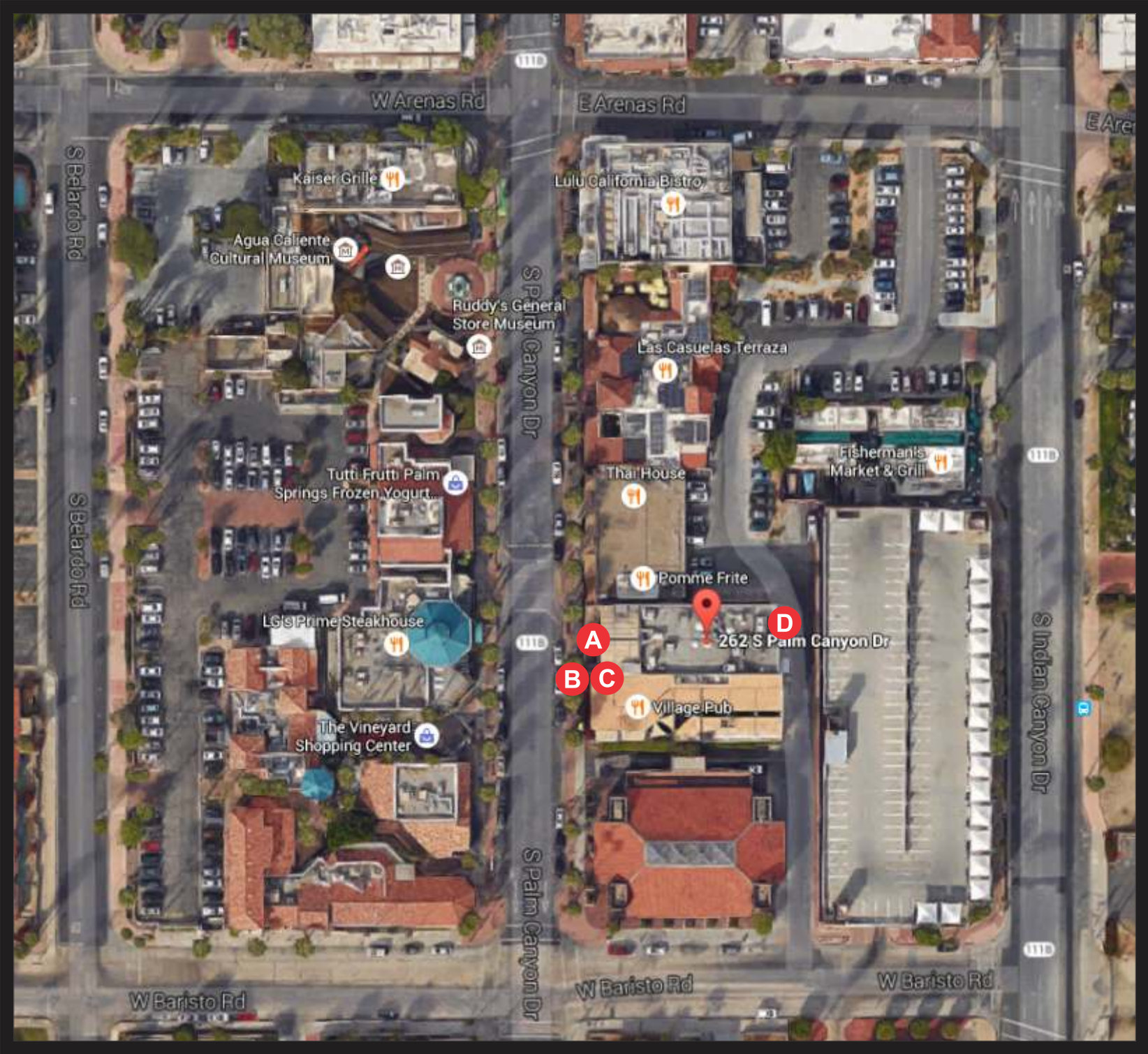


PROJECT TITLE: Broken Yolk Café
ADDRESS: 262 S. Palm Canyon Dr., Palm Springs, CA 92262
WESTERN SIGN & AWNING 261 S. PACIFIC ST, SAN MARCOS, CA 92078
 PHONE- 760 -736-6070 FAX- 760-736-6073 E-MAIL: sales@westrnsign.com

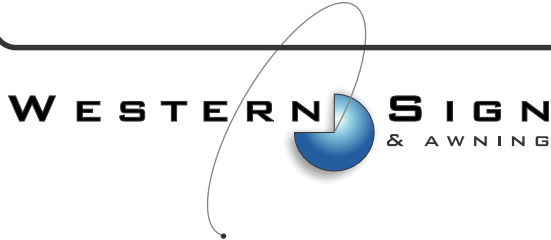
PRESENTED BY: Incha Lockhart
DRAWN BY: Mike Leon
 CUSTOMER APPROVAL

DATE: 10/19/2016
SHEET: 4 OF 6
FILE NUMBER: 16-511
REVISION: R4

SITE PLAN DETAIL



THIS DESIGN IS THE EXCLUSIVE PROPERTY OF WESTERN SIGN SYSTEMS IT MAY NOT BE REPRODUCED IN WHOLE OR PART WITHOUT WRITTEN CONSENT. • ALL PRIMARY ELECTRICAL TO SIGN LOCATION TO BE PROVIDED BY OTHERS...

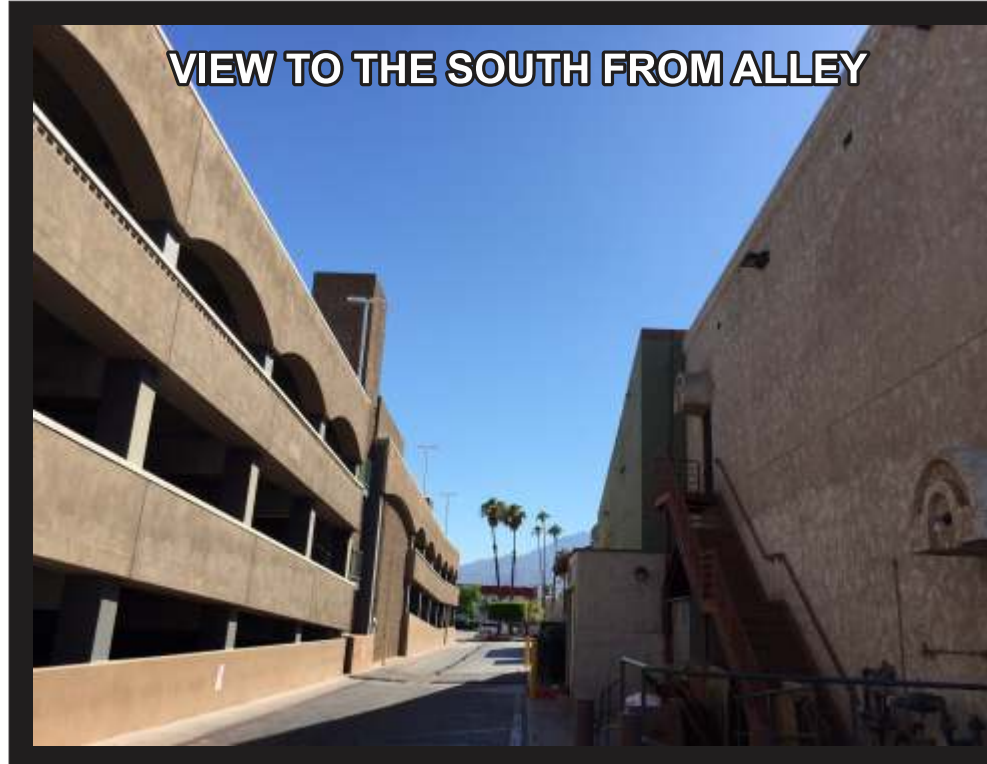


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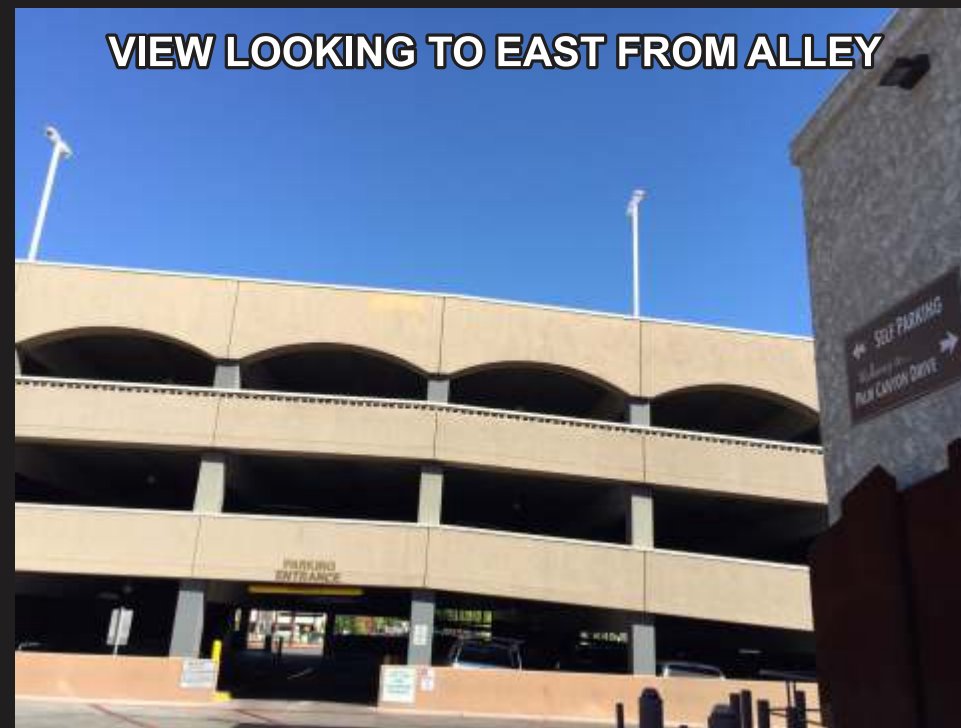
PRESENTED BY: Incha Lockhart
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DATE: 10/19/2016
SHEET: 5 OF 6
FILE NUMBER 16-511
REVISION R4

ALLEY / PARKING GARAGE PHOTOS



VIEW TO THE SOUTH FROM ALLEY



VIEW LOOKING TO EAST FROM ALLEY



VIEW LOOKING TO NORTH FROM ALLEY



VIEW LOOKING TO WEST FROM ALLEY

RESOLUTION NO. _____

A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF PALM SPRINGS, CALIFORNIA,
APPROVING CASE SP 16-003, A SIGN PROGRAM
AMENDMENT FOR THE MULTI-TENANT
COMMERCIAL BUILDING LOCATED AT 262 SOUTH
PALM CANYON DRIVE (ZONE CBD).

A. Incha Lockhart, on behalf of Broken Yolk Café, filed an application with the City pursuant to Zoning Code Section 93.20.09 (*Permitted Signs - Downtown/Uptown*) for a sign program amendment for a multi-tenant commercial building located at 262 South Palm Canyon Drive, Zone CBD.

B. On October 17, 2016, the Architectural Advisory Committee (AAC) reviewed the proposed sign program amendment and voted 6-0-2 (Purnel/Secoy-Jensen absent) to recommend approval to the Planning Commission with the following conditions:

1. The proposed main sign (Sign #D) (fascia panel/plaque sign) on the east (rear) elevation of the building to be lowered and aligned to the bottom of the canopy by the entrance door. The letter sign portion, which reads "BREAKFAST•LUNCH," to be removed. Instead, install a directional sign.
2. The proposed accessory sign (fascia panel/plaque sign) directly above the entrance door to be eliminated from the amended Sign Program.
3. The existing sign bracket near the elevator in the entrance area to be utilized for the second-level tenant to accommodate an accessory sign (blade sign) (Sign #C).
4. The proposed letter height of the accessory sign (Sign #A) to be reduced from 12 inches to 10 inches. The awning sign for the primary, ground-level tenant to include a logo in the same height.
5. The proposed letter height of the accessory sign (Sign #B) to be reduced from 8.75 inches to 8 inches.

C. Notice of public meeting of the Planning Commission of the City of Palm Springs to consider Case No. SP 16-003 was given in accordance with applicable law.

D. On November 9, 2016, a public meeting for this application, SP 16-003, sign program amendment, was held by the Planning Commission in accordance with applicable law.

E. The proposed sign program 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

F. The Planning Commission has carefully reviewed and considered all of the evidence presented in connection with the application, including, but not limited to, the staff report, and all written and oral testimony presented.

G. Zoning Code Section 93.20.09 denotes that the Planning Commission may approve a sign program if it finds as follows:

1) Sign programs shall complement the architecture of the building or complex.

The proposed signage is a registered trademark, and consistent use of same materials, colors, and design elements is proposed for all signs on the property and its premises. The amended Sign Program generally incorporates sign size, color, and materials that complement the architecture of the building.

2) 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 property is currently developed with two (2) main signs (blade signs) on the Palm Canyon Drive frontage (Table 3. Sign #1 and #2). Because the signs are attached perpendicularly to the façade of the building, the visibility of the signs to the pedestrians is limited depending on the angle from which such signs are viewed. For this reason, additional signage may be appropriate for the building to identify services offered by its tenants more effectively. However, the architecture of the building challenges the implementation of the Code-required sign style consistency amongst tenants and sign material requirements. Should the proposed signs be installed in full compliance with the applicable Sign Ordinance regulations, the visibility of such signs would be severely compromised as exemplified by the 4-inch maximum sign height requirement for awning signs.

3) 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 proposed two (2) awning signs (Sign #A and #B) and one (1) blade sign (Sign #C) near the elevator in the entrance area do not fully comply with the applicable zoning regulations in sign height and material, as well as the sign style consistency requirement for the building. However, such deviations from the Sign Ordinance regulations would be appropriate to provide effective signs due to the following reasons: 1) 4-inch-high awning

signs will be hardly readable when they are viewed from the street; 2) the architecture of the building prevents complete sign style consistency for all accessory signs; 3) the existing awning is metal and the proposed signs cannot be sewn or silk-screened; and 4) an effective sign is needed to direct patrons to the second-level. While it exceeds the maximum allowable sign height, the proposed awning sign letter height is more appropriate and proportional to the height of awning valance where the proposed sign is to be installed. Also, the white awning signs will be a contrasting color as required by the Code, and the painted acrylic meets the durable sign material policy stated in the Community Design Element section of the General Plan even though such signs will not be sewn or silk-screened.

While the design of the proposed main sign on the east (rear) elevation of the building (Sign #D) is compatible with the design of the property, the property would be developed with a quantity of signs which would far exceed the maximum allowable number of signs if the Sign Program amendment were to be approved. The subject property is not a multi-frontage lot pursuant to the zoning code, and the property currently has two (2) signs on the Indian Canyon Drive frontage (Table 3. Sign #4 and #5). Therefore, the proposed main sign on the east (rear) elevation (Sign #D) constitutes a significant departure from the standards of the zoning code.

4) that the approved program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.

The subject property currently has five (5) signs, which are permitted as a part of the approved Sign Program. Should the amendment to the Sign Program be approved as proposed, there would be nine (9) signs in total at this property and its premises. Section 93.20.09 (Permitted Signs-Downtown/Uptown) of the PSZC states, "...consideration shall be given to a sign's relationship to the overall design of the subject property and its surroundings." The subject property currently has two (2) accessory signs (fascia panel/plaque sign) on the east elevation of the public parking structure (Table 3. Sign #4 and #5), which other restaurants in the site's vicinity do not have. While the proposed two (2) awning signs (Sign #A and #B) and one (1) blade sign (Sign #C) on the west elevation would allow the property to have effective signs, the subject property does not exhibit any extraordinary physical features that would make conformance to the applicable zoning regulations challenging. Therefore, staff finds that the proposed Sign Amendment meets this finding with the exception of the proposed main sign (fascia panel/plaque sign) (Sign #D) on the east (rear) elevation of the building.

THE PLANNING COMMISSION RESOLVES:

Based upon the foregoing, the Planning Commission hereby approves Case SP 16-003, a sign program amendment for the multi-tenant commercial building located at 262 South Palm Canyon Drive, subject to those conditions set forth in Exhibit A.

ADOPTED this 9th day of November, 2016.

ATTEST:

CITY OF PALM SPRINGS, CALIFORNIA

AYES:

NOES:

ABSENT:

ABSTAIN:

Flinn Fagg, AICP
Director of Planning Services

Resolution No. _____

**Exhibit A
CONDITIONS OF APPROVAL**

Case SP 16-003
262 South Palm Canyon Drive
Sign Program Amendment

November 9, 2016

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 sign program amendment 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 16-003. 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. The proposed main sign (Sign #D) (fascia panel/plaque sign) and the directional arrow on the east (rear) elevation of the building shall be eliminated from the amended Sign Program.
- PLN 2. 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 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 as approved herein 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

4. BROKEN YOLK CAFÉ TO REQUEST AN AMENDMENT TO AN EXISTING SIGN PROGRAM FOR THE MULTI-TENANT COMMERCIAL BUILDING LOCATED AT 262 SOUTH PALM CANYON DRIVE, ZONE CBD (CASE SP 16-003). (NK)

Assistant Planner Kikuchi provided an overview of the proposed sign program as outlined in the staff memorandum.

Technical Questions:

Member Rotman verified options for Sign D.

Chair Song asked if the awning color is being considered today.

OSCAR BABB, applicant, provided details on the building signs and requested consideration of the signage.

INCHA LOCKHART, sign company, provided details on the proposed signage.

Vice-Chair Cassady discussed wayfinding signage from the parking garage; pedestrian access to business from parking structure.

Member Rotman verified previous signage from parking structure.

Member Fredricks verified illumination of Sign E.

Chair Song verified if "breakfast / lunch" could be omitted from Sign E. She questioned if sign could say "Broken Yolk" instead of "breakfast / lunch".

Member Fredricks verified the existing vs. proposed signage.

Member Lockyer verified signage of the previous tenant.

Discussion:

Chair Song proposed the following changes:

- Eliminate "Breakfast Lunch" from Sign E.
- Sign D - option 2.
- Sign C is not necessary.
- Sign B is necessary.
- Sign A reduce to 10" and include logo on left corner.

Member Rotman commented that Sign E should be directional at pedestrian level.

Member Fredricks spoke in favor of lowering Sign E, shrinking logo on Sign A and in Option 2 on Sign D.

Member Lockyer spoke in favor of the changes recommended by Chair Song and Member Fredricks.

Vice-Chair Cassady concurred with the recommended changes.

M/S/C (Song/Fredricks, 6-0-2 absent Purnel/Secoy-Jensen) Approve with the following changes:

1. Sign A - reduce to 10" and include logo.
2. Sign B - per staff recommendations.
3. Sign C - Eliminate
4. Sign D - Option 2
5. Sign E - Lower to line up with bottom of canopy over the door and eliminate "Breakfast Lunch". Add directional arrow .

~~3. **RIVIERA GARDENS HOA FOR A MINOR ARCHITECTURAL APPLICATION FOR THE REMOVAL OF 37,600 SQUARE FEET OF TURF AND THE INSTALLATION OF DROUGHT-TOLERANT LANDSCAPE ON THE VISTA CHINO, VIA MIRALESTE, AND VIA ESCUELA FRONTAGES AT 1725 NORTH VIA MIRALESTE, ZONE R-3 (CASE NO. 3.0876). (NK)**~~

~~Assistant Planner Kruchi provided an overview of the drought-tolerant landscape proposal as outlined in the staff memorandum.~~

~~ELVIS ARANDA, Grand Mark Maintenance, applicant, provided details on the existing trees and their plans on the desertscape conversion.~~

~~MICHAEL WALSH, HOA Board, was available for questions.~~

~~Member Fredricks verified the existing trees and proposed irrigation for the existing trees. He would like to see a plan for irrigation similar to DWA recommendations. He noted a concern about the health of pine trees and asked if there suggestions for replacement. (The applicant responded they would be replaced with Acacia or Palo Verde, if needed.)~~

~~Member Lockyer noted concern that 1 gallon size is too small. (The applicant clarified the size is 5 gallon and will keep the same quantity.)~~