



ARCHITECTURAL ADVISORY COMMITTEE STAFF MEMORANDUM

DATE: May 18, 2020

SUBJECT: STANCO SIGNAGE FOR A SIGN PROGRAM TO ESTABLISH SIGN CRITERIA FOR THE MULTI-TENANTED COMMERCIAL BUILDING LOCATED AT 1059 NORTH PALM CANYON DRIVE, C-1 ZONE. (CASE SP 20-001) (AP)

FROM: Department of Planning Services

SUMMARY

The Architectural Advisory Committee (AAC) will review quantity, size and design criteria of future signage for the existing multi-tenanted commercial building at 1059 North Palm Canyon Drive.

RECOMMENDATION:

Recommend approval to the Planning Commission subject to the following conditions:

1. The proposed signs should be consistent with one another and incorporate the same color, materials, and composition.
2. Future tenants will be required to remove the existing cabinet box sign and replace it with a permitted sign, per Section 93.20.06.

ISSUES:

- The composition, materials, textures, and colors of the two proposed signs are not compatible with each other.
- Existing cabinet sign, which is prohibited per section 93.20.04 (B)(12).

BACKGROUND:

<i>Planning Areas</i>		
Specific Plan	None	
Sign Area	Uptown	The portion of the City within the boundaries of Alejo Road on the south, Vista Chino on the north, Palm Canyon Drive on the west and Indian Canyon Drive on the east.
Airport Overlay	None	
Indian Land	None	

<i>Neighborhood Meeting</i>	
None	



SUBJECT SITE

ANALYSIS:

General Plan	
Land Use Designation	F.A.R. / Density
NCC (Neighborhood Community Commercial)	.35 Floor Area Ratio

The 2007 General Plan Community Design Element provides guidance for commercial signage, which includes design visually attractive commercial and industrial signage that contributes to the visual quality of the City (Goal CD 10).

Proposed Signage

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.

The proposed sign program provides criteria for identifying the complex and individual tenants via wall signs. Staff summarized the request and evaluated its conformance to zoning code requirements below.

Main Sign	Allowed	Proposed	Meet Code?
Maximum Number	1 main sign per frontage	1 main sign per frontage/ per unit.	Yes
Permitted Sign Types	Projecting Sign (Arcade/Blade Sign or Awning Sign) or Flush-Mounted Sign (Window Sign, Individual Letters, Exposed Neon, or Fascia Panel/Plaque Sign).	1 plaque sign and one cabinet sign.	Partial; cabinets signs are not permitted per PSZC; however, it is existing.
Maximum Area	One main sign per street frontage. Max. area is 1 Sq. Ft. per lineal foot of the building frontage.	<u>Mr. Nice Guy (1059):</u> -Lineal Feet: 15’ -Wall sign: 13.5 Sq. Ft. <u>Hair Salon Read Brown (1061):</u> -Lineal Feet: 25’ -Wall sign: 13.6 Sq. Ft.	Yes
Illumination Permitted	Yes	Yes	Yes

Architectural Review Criteria:

The proposed Sign District is evaluated against the following guidelines for Architectural Review of a commercial building on a major thoroughfare pursuant to Zoning Code Section 94.04.00. D.

D. Planning Commission Architectural Advisory Committee Review Guidelines.

The planning commission architectural advisory committee shall examine the material submitted with the architectural approval application and specific aspects of design shall be examined to determine whether the proposed development will provide desirable environment for its occupants as well as being compatible with the character of adjacent and surrounding developments, and whether aesthetically it is of good composition, materials, textures and colors. Conformance will be evaluated, based on consideration of the following:

Item	Guideline:	Conforms?	Staff Evaluation:
1	Site layout, orientation, location of structures and relationship to one another and to open spaces and topography. Definition of pedestrian and vehicular areas, i.e., sidewalks as distinct from parking lot areas	N/a	
2	Harmonious relationship with existing and proposed adjoining developments and in the context of the immediate neighborhood/community, avoiding both excessive variety and monotonous repetition, but allowing similarity of style, if warranted	N/a	
3	Maximum height, area, setbacks and overall mass, as well as parts of any structure (buildings, walls, screens, towers or signs) and effective concealment of all mechanical equipment	N/a	
4	Building design, materials, and colors to be sympathetic with desert surroundings	N/a	
5	Harmony of materials, colors and composition of those elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously	Partial	The proposed signage includes an existing cabinet sign and a proposed plaque sign that is compatible with the structure; however, not with each other.
6	Consistency of composition and treatment	Yes	Signage applied consistently around building and site.

7	Location and type of planting, with regard for desert climate conditions. Preservation of specimen and landmark trees upon a site, with proper irrigation to insure maintenance of all plant materials	N/a	
8	Signs and graphics, as understood in architectural design including materials and colors;	Yes	Signs and graphics consistent with style of architecture. Quality materials are proposed for durability.
9	The planning architectural advisory committee may develop specific written guidelines to supplement the design criteria and carry out the purposes of this chapter		


CONCLUSION:

Staff advises that the Architectural Advisory Committee recommend approval to Planning Commission subject to the following conditions:

1. The proposed signs should be consistent with one another and incorporate the same color, materials, and composition.



Alex Perez
Assistant Planner



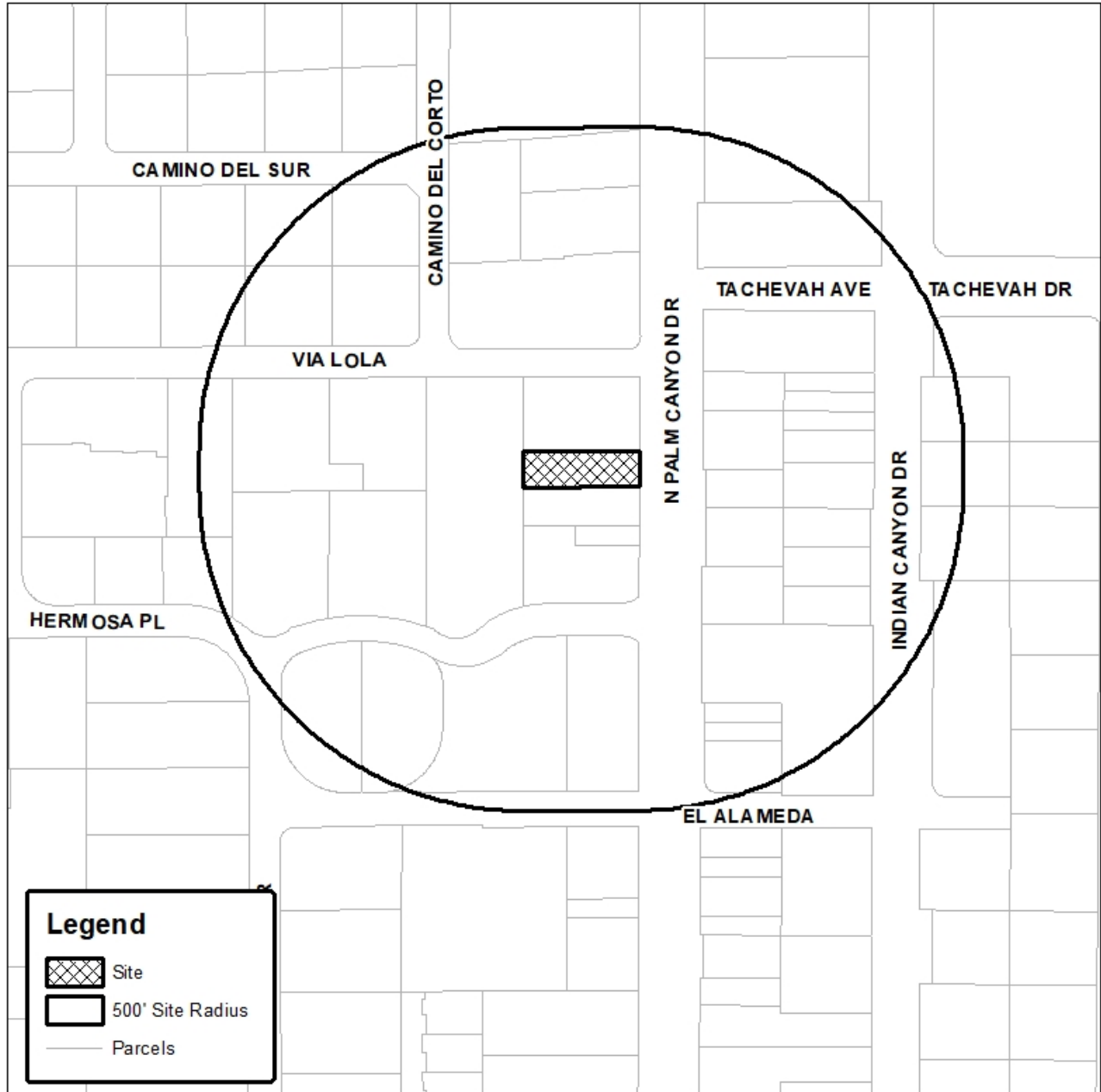
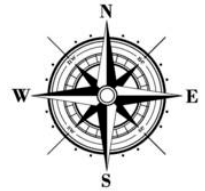
David Newell, AICP
Principal Planner

Attachments:

1. Vicinity Map
2. Proposed Sign Program



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS
1059 North Palm Canyon Drive

MNG Center

SIGN CRITERIA PROGRAM

1059 & 1061 N. Palm Canyon Drive
Palm Springs

MNG Center

SIGN CRITERIA PROGRAM

1059 & 1061 N. Palm Canyon Drive

Table of Contents

Introduction and Purpose of Program

General Requirements

- 1) Purpose of Sign Program
- 2) Approval Process
- 3) Sign Requirements
- 4) Contact Information
- 5) Authorized & Non Authorized Sign Types
- 6) Tenant Location Plan
- 7) Site Plan

1) The purpose of the sign program is:

The purpose of the following criteria is to establish a coordinated sign program that provides each tenant adequate identification, while achieving a unified, attractive appearance among all lease spaces. This sign program has also been developed to communicate the particular parameters that each tenant is to follow in the design and placement of their individual store Signage complement the center as a whole.

Specific allowable sign types are described herein and must be adhered to by each tenant and their sign contractor. Performance will be strictly enforced and any non-permitted signs will be removed at the tenant's sole expense.

2) Approval Process

Approval Process - Landlord

Tenant, or the tenant's sign company shall submit to the Landlord four (4) copies of detailed drawings of proposed Signage for Landlord approval prior to seeking a sign permit from the City. Drawings to include location, size, layout, design, materials, lighting details, and colors or proposed Signage.

Approval Process - City

Upon written approval by the Landlord, Tenant shall secure a sign permit from the City of Palm Springs for their sign and its installation.

The cost of all permit for sign and installation thereof shall be that of the Tenant.

Signs installed by Tenant without Landlord approval are subject to removal at the Tenant's expense even if Tenant has obtained a permit from the City of Palm Springs. This provision pertains only to the signs installed after the enactment of this sign program. Landlord gives no assurance that a sign approved by the Landlord, which is in conformance with the provisions of this criteria, will be acceptable to the City of Palm Springs. The Tenant shall be solely responsible for bringing its sign into compliance with any City rules or conditions of approval.

All existing Tenant signs having been issued a permit from the City of Palm Springs prior to the enactment of this program will not be required to conform to the standards of this sign program. All other existing signs that have foregone the City of Palm Springs permit process will have to be brought to code and must conform to the sign program, including City's permit process.

3) Additional Signage Requirements

Construction and installation of all signs must comply with all local building and electrical codes. Local sign ordinances shall be consulted for requirements not covered in this sign plan.

General Specifications

Sign Text

The working of all signs shall not include products sold or services offered except as part of the tenant trade names or insignia.

Lighting

Tenant signage must be illuminated.

Types styles, Logos, Colors and text

All tenants are to be considered on a case-by-case basis at the discretion of the Landlord subject to approval by the City Planning Department.

Wall Signs

Signage for all tenants shall be located in the approved sign location on building fascia. One Sign per Tenant will be approved and can not exceed the one square foot to one linear foot of building frontage not to exceed 25 square feet. Tenants shall follow specific color scheme, design, size and placement as indicated for their individual building frontage.

Maximum Letter height 36" Maximum Length (See Exhibit A for locations)

Monument Signage

Center Identification Sign

Each Tenant will be authorized the approved space on the Center Identification Sign
Sign will be internally illuminated
(See Exhibit B)

Landlord: Michael Ng

Address: 1059 N. Palm Canyon Drive
Contact Phone: 949-355-1273

City of Palm Springs - Planning Department

Address: 3200 E. Tahquitz Canyon way Palm Springs, CA 92262
Contact Phone: 760-323-8299

Non Permitted Sign Types

- Foam Lettering
- Non-Illuminated Sign

Permitted Sign Types

- Individual Channel letters
- Push Through Face Sign (Internally Illuminated)
- Building accent lights

Sign Size:

Maximum Sign height is 36"

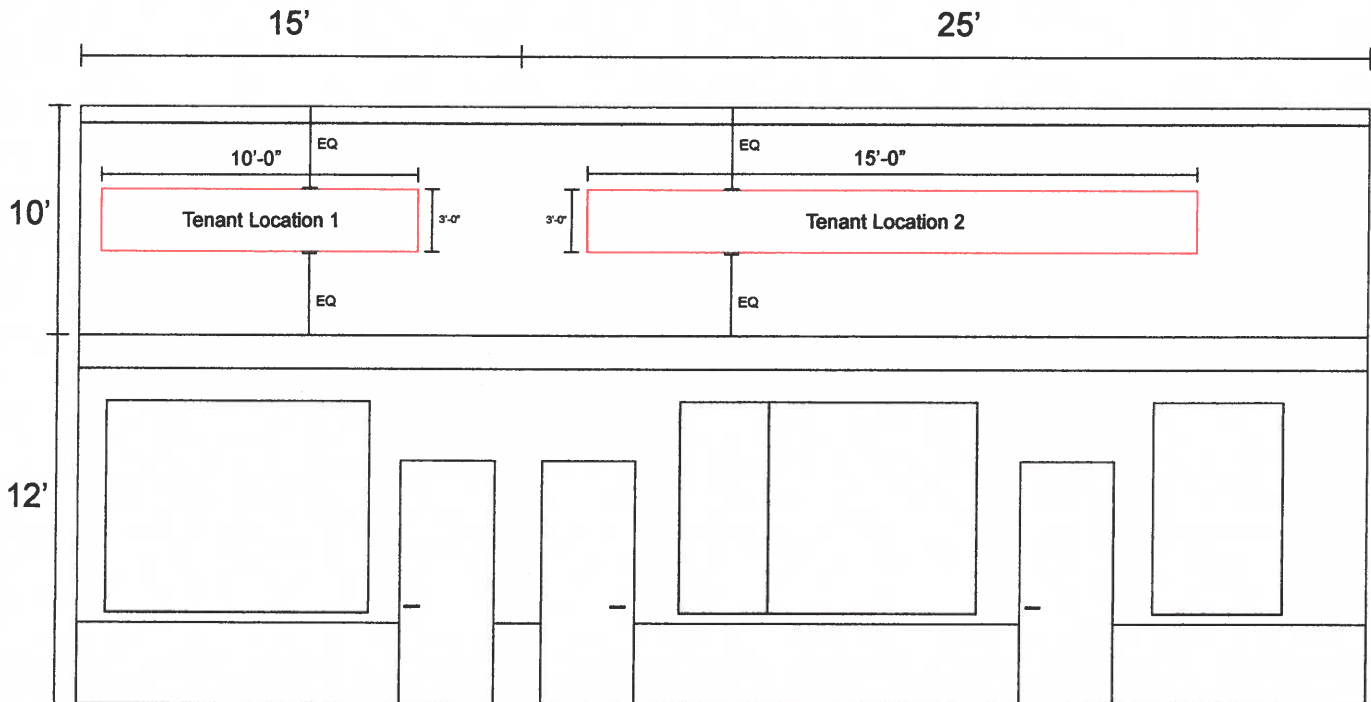
Maximum Width

Tenant (1059) 10'-0" Maximum Sqft 15

Tenant (1061) 15'-0" Maximum Sqft 25

Fabrication:

Signage vender's engineering plans will be reviewed by the property managers signage consultant for details and will be required to confirm to consultants requirements



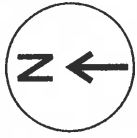
(Exhibit B) Tenant Sign Locations

Via Lola



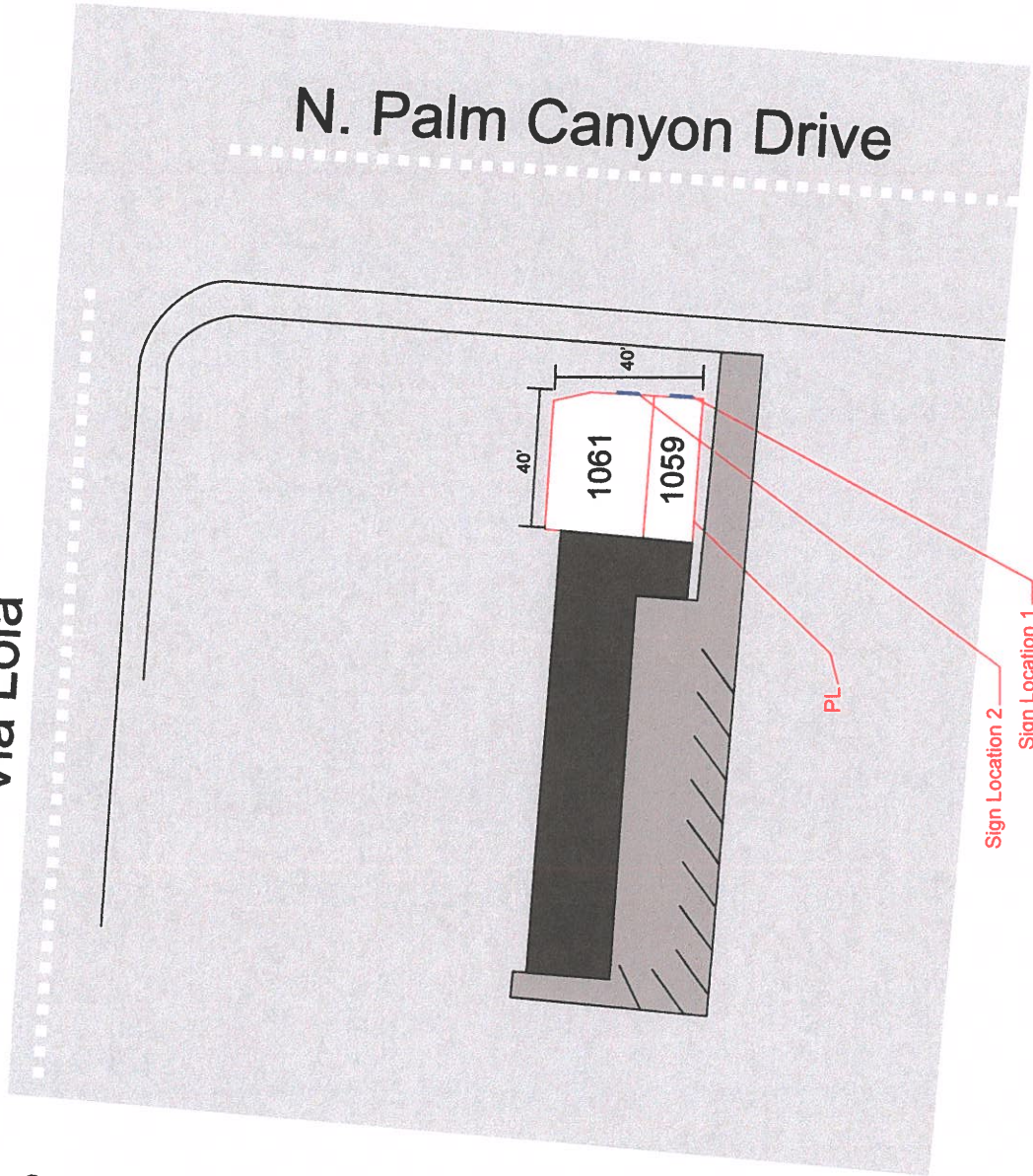
N. Palm Canyon Drive

PL



Via Lola

N. Palm Canyon Drive



Sign Location 2
Sign Location 1

PL

Design Concept Layout



Total Sign Area 13.5 Sqft

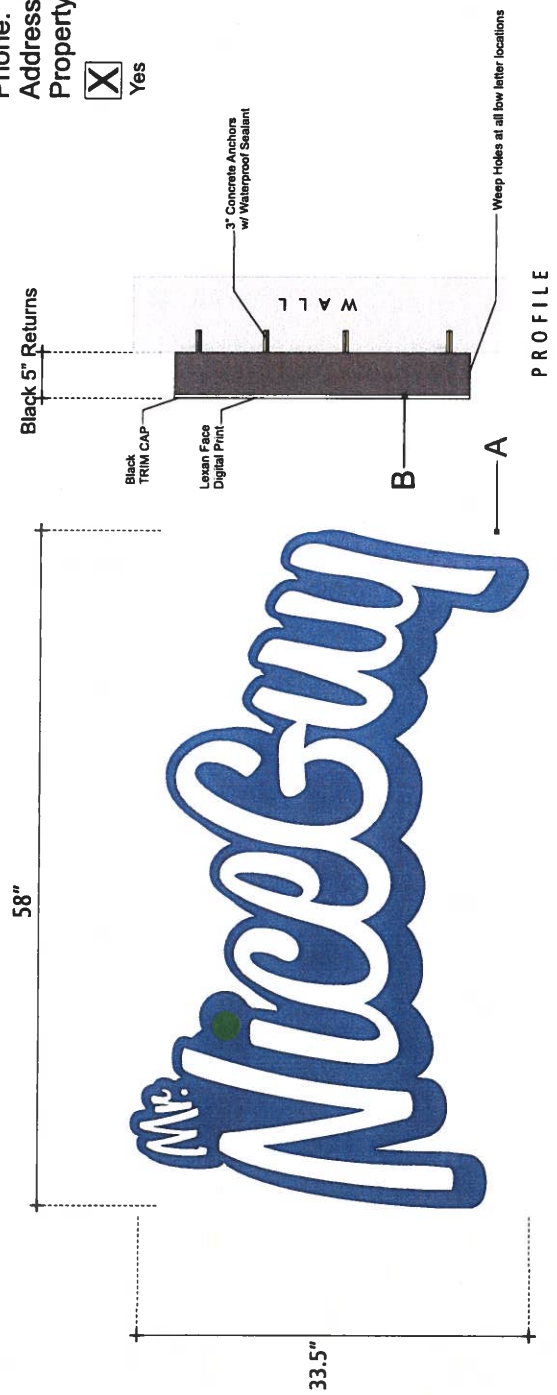
Customer Address:
1059 North Palm Canyon
Palm Springs Ca

DESIGNER: TYLER CURTIS
DATE: 1/8/20
VERSION: 1.1



STANCO Signage Systems
1401 E St Andrew Pl
Santa Ana, Ca 92705
714 949-9303
FAX: 949-9380
tyler@stanco signage.com
www.stanco signage.com

Property manager
 Phone:
 Address:
 Property Manager Approval: Yes No Revise & Resubmit



SPECIFICATIONS

A 3/16" Acrylic Sign Face with Digital Printed overlay and UV Exterior Laminate.

B Trim Cap And Channel Letter Construction

19.6 SQUARE FEET TOTAL SIGN AREA

Customer Address:
 1059 North Palm Canyon
 Palm Springs Ca

DESIGNER: TYLER CURTIS
 DATE: 1/8/20
 VERSION: 1.1

STANCO Signage Systems
 1401 E. 57th Avenue, Ft.
 Santa Ana, Ca. 92705
 714.549.9303
 FAX 549-7380
 tyler@stancoosignage.com
 www.stancoosignage.com

Design Concept Layout



Total Sign Area 13.6 Sqft

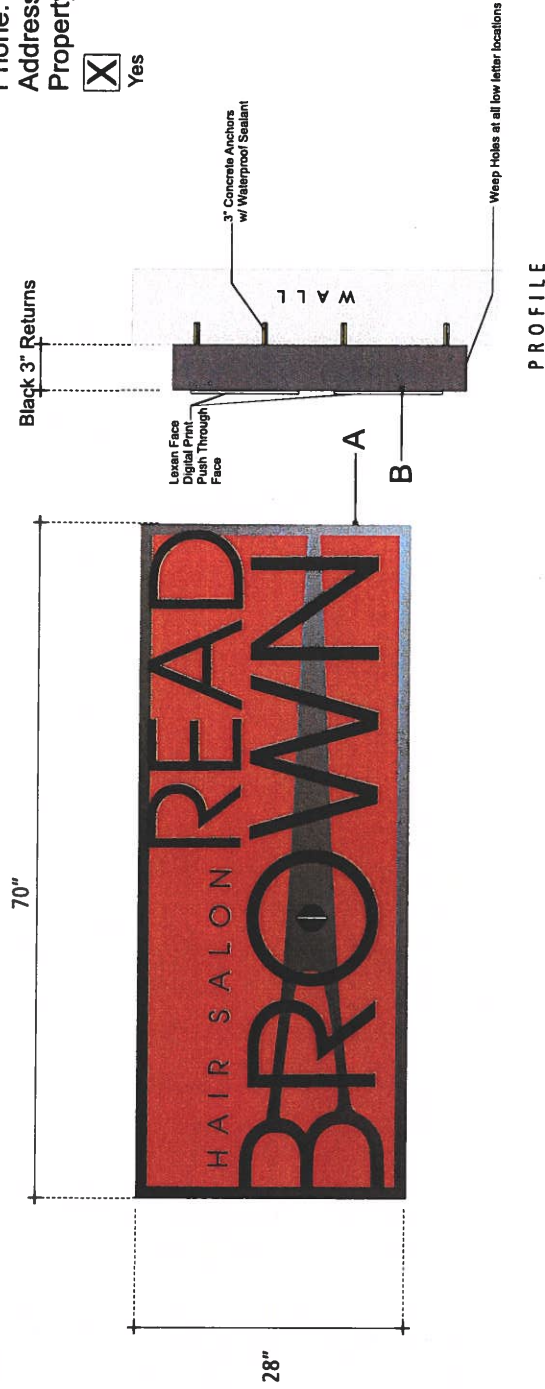
Customer Address:
1061 North Palm Canyon
Palm Springs Ca

DESIGNER: TYLER CURTIS
DATE: 1/8/20
VERSION: 1.1



STANCO Signage Systems
1401 E St Andrew Pl
Santa Ana, Ca 92705
Tel: 949-433-8800
Fax: 949-433-8880
tyler@stancoimage.com
www.stancoimage.com

Property manager
 Phone: _____
 Address: _____
 Property Manager Approval: Yes No **Revise & Resubmit**



SPECIFICATIONS

A Aluminum Housing Push through 3/16" Acrylic Sign Face with internally illuminated design.

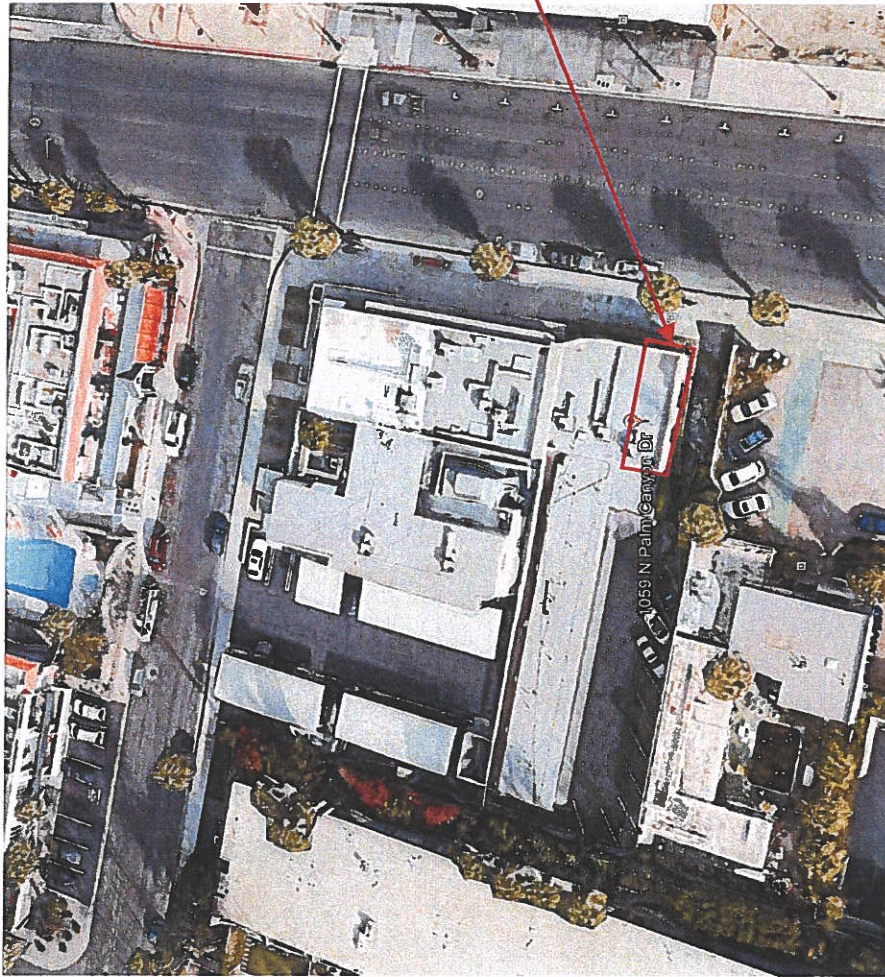
B Digital over lay on aluminum housing to follow brand design

13.6 SQUARE FEET TOTAL SIGN AREA

Customer Address: 1061 North Palm Canyon
 Palm Springs Ca

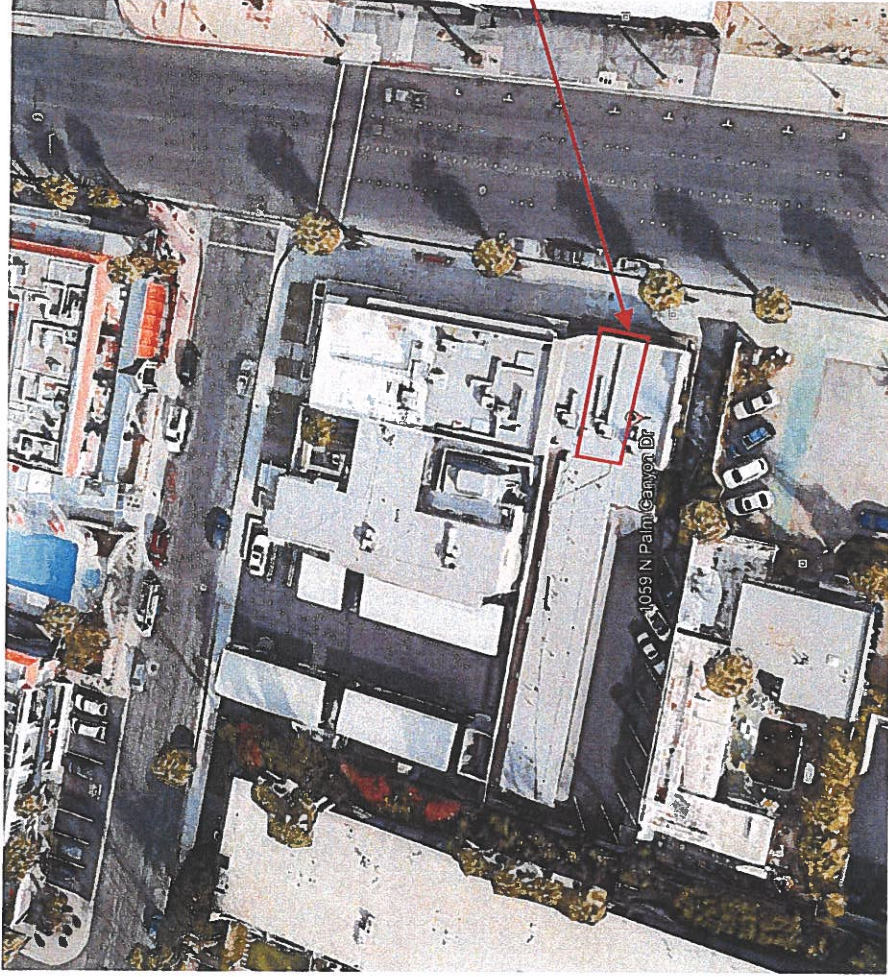
DESIGNER: TYLER CURTIS
 DATE: 1/8/20
 VERSION: 1.1

STANCO Signage Systems
 1401 E. 1st Andrew Pl
 Santa Ana, Ca. 92705
 TEL: 949-9303
 FAX: 949-7480
 tyler@stanco signage.com
 www.stanco signage.com



Sign Location 1
14 Linear Feet
from PL - PL

DESIGNER: TYLER CURTIS
DATE: 1/8/20
VERSION: 1.1



Sign Location 2
14 Linear Feet
from PL - PL

DESIGNER: TYLER CURTIS
DATE: 1/8/20
VERSION: 1.1