



ARCHITECTURAL ADVISORY COMMITTEE MEMORANDUM

DATE: May 18, 2020

SUBJECT: REQUEST BY HAYWARD CHEESEBOUROGH II, ON BEHALF OF HARVEST HOUSE OF CANNABIS (HARVEST OF PALM SPRINGS), FOR MINOR ARCHITECTURAL REVIEW APPROVAL TO PAINT THE PRIMARY ELEVATION AND INSTALL NEW SIGNAGE AT AN EXISTING CANNABIS DISPENSARY FACILITY LOCATED AT 312 NORTH PALM CANYON DRIVE (APN: 513-081-014), ZONE CBD, SECTION 15 (CASE 3.3005 MAA & 20-016 SI). (NK)

FROM: Department of Planning Services

SUMMARY:

This is a request for Minor Architectural Review approval to install new signage and repaint the primary elevation of an existing cannabis dispensary facility, Harvest of Palm Springs, located at 312 North Palm Canyon Drive. Pursuant to Palm Springs Zoning Code (PSZC) Section 93.23.15(F)(3)(a), exterior alterations to a cannabis facility require review and approval by the Architectural Advisory Committee (AAC) and the City Council. The proposed signage is subject to AAC review only per PSZC Section 93.23.15(F)(3)(a).

ISSUE:

- 1) The proposed white paint ('Arcade White') does not match the off-white/light beige exterior wall color of the adjacent covered porch.

RECOMMENDATION:

The AAC approve the proposed signage and recommend approval of exterior building wall repainting to the City Council subject to the following condition:

- 1) The proposed white paint shall match the exterior building wall color of the adjacent covered porch.

BACKGROUND INFORMATION:

<i>Related Relevant City Actions</i>	
08/23/2018	The City issued a regulatory permit for an adult-recreational and medical cannabis dispensary facility for Holdings of Harvest California, LLC (Regulatory Permit #C-2018-027).
03/26/2019	The City administratively approved new signs for Harvest House of Cannabis.
05/14/2019	The Department of Planning Services administratively approved a Minor Architectural Review (MAA) application for the installation of a new roof.

<i>Field Check</i>	
05/01/2020	Staff conducted a site visit to confirm the site's conditions.

<i>On-Site Posting</i>	
04/18/2020	The applicant installed an on-site "Project Under Consideration" sign in accordance with Palm Springs Zoning Code Section 94.09.00(F).

ANALYSIS:

Project Site Setting:

The project site is located on the east side of North Palm Canyon Drive near the northeast corner of North Palm Canyon Drive and East Amado Road in Downtown. The project area is a part of a two (2)-story multi-tenant building. Originally constructed in 1972, the building exhibits Spanish/Mediterranean architectural features such as tiled roofs, recessed arched windows, flat stucco walls with smooth finish, a covered porch with arched openings, and decorative glazed tiles. The multi-colored building façade is staggered with different roof types and architectural treatment. The subject cannabis dispensary facility occupies a second-floor tenant space, which is accessible through stairs facing North Palm Canyon Drive.



**Image 1.1 Aerial View Image
( Project Site)**



Image 1.2 Primary Elevation (North Palm Canyon Drive)



Image 1.3 Primary Elevation (North Palm Canyon Drive)

Proposed Paint Scheme:

The project proposes the application of Sherman- Williams 'Arcade White' (SW 7100) and 'Decisive Yellow' (SW 6902) paint as shown below:

<p>SW 7100 Arcade White Interior / Exterior Location Number: 260-C1</p>	<p>SW 6902 Decisive Yellow Interior / Exterior Location Number: 131-C3</p>
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As depicted in the image below (Image 1.4), a coat of 'Arcade White' will be applied to the street-facing elevation. The paint application extends to the walls of the adjacent stairways and the second-level landing, and the project proposes to accentuate the façade with yellow paint, 'Decisive Yellow'. The accent color will be applied to the wall in vertical orientation over a set of ground floor and second floor windows in sharp, slanted stroke. The new paint will not be applied over the windows or the existing decorative glazed tiles. The proposed 'Arcade White' paint is not identical to the exterior wall color of the adjacent off-white/light beige covered porch.



Image 1.4 Proposed Paint Application



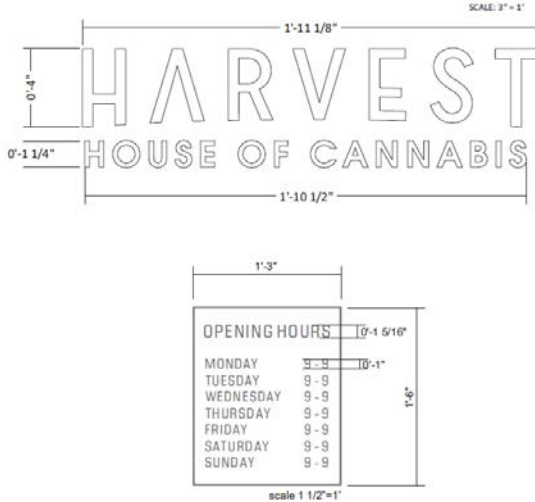
Proposed Signage:

The project proposes the installation of the following signage:

- 1) One (1) Main Sign on the primary elevation.
- 2) One (1) Main Sign on the wall of the second-level landing.
- 3) Two (2) Customer Convenience Signs on the entrance door.

The specifications and details of the proposed signs are stated in the table below (Table 1.1):

Table 1.1 Sign Specifications and Design Details		
	Sign	Sign Specifications and Design Details
1	Main Sign (Primary Elevation)	An internally illuminated painted aluminum cabinet with ¾"-thick Acrylic push-through letters. The total sign thickness is 2.5 inches with 2" return and ½" push-through letter projection. The aluminum sign background/cabinet will be

Table 1.1 Sign Specifications and Design Details		
		<p>painted Slate (Pantone 2379C), and color of the Acrylic letters will be yellow (Pantone 108C) for the upper line ('Harvest') and white for the lower line ('House of Cannabis'). The dimensions of the sign are 7' (W) by 2-8" (H), with a total sign area of 18.67 square feet. The letter heights of the upper line ('Harvest') and lower line ('House of Cannabis') are approximately 1.06 feet and 4.5 inches, respectively.</p>
<p>2</p>	<p>Main Sign (Landing Wall)</p> 	<p>An internally illuminated painted aluminum cabinet with 3/4"-thick Acrylic push-through letters. The total sign thickness is 2.5" with 2" return and 0.5" push-through letter projection. The aluminum sign background/cabinet will be painted Slate (Pantone 2379C), and color of the Acrylic letters will be Yellow (Pantone 108C). The dimensions of the sign are 4' (W) by 1.5' (H), with a total sign area of 6 square feet. The letter height is 7 inches.</p>
<p>3</p>	<p>Customer Convenience Sign (Entrance Door)</p> 	<p>White vinyl graphics which consist of two (2) parts: business name and business hours. The dimensions of the business name sign are approximately 1.9 feet (W) by 5.5 inches (H), with 0.87 square feet in area. The dimensions of the business hours sign are 1.25' (W) by 1.5' (H), with 1.87 square feet in area. The combined sign area is 2.74 square feet.</p>

The project site is part of a multi-tenant building, and the proposed signage is subject to the regulations stipulated in an existing Sign Program which was adopted in 2002. The proposed sign specifications and the conformance of the signage to the Sign Program are reviewed and summarized in the tables below:

Table 1.2 Main Sign – Primary Elevation			
	Allowed per Sign Program	Proposed	Sign Program Conformance
Quantity	One (1)	One (1)	Yes
Sign Type	Wall Sign	Wall Sign	Yes
Sign Area	Max. 20 SQ. FT.	18.67 SQ. FT.	Yes
Illumination	Illuminated	Illuminated	Yes

Table 1.3 Main Sign – Second-Level Landing Wall			
	Allowed per Sign Program	Proposed	Sign Program Conformance
Quantity	One (1)	One (1)	Yes
Sign Type	Wall Sign	Wall Sign	Yes
Sign Area	Max. 20 SQ. FT.	6 SQ. FT.	Yes
Illumination	Illuminated	Illuminated	Yes

Table 1.4 Customer Convenience Sign – Entrance Door			
	Allowed per Sign Program	Proposed	Sign Program Conformance
Quantity	N/A	Two (2)	Yes
Sign Type	N/A	Vinyl Graphics	Yes
Sign Area	Max. 6 SQ. FT.	2.84 SQ. FT.	Yes
Illumination	N/A	Non-Illuminated	Yes
Letter Height	Max. 10”	Max. 4”	Yes
Color	White	White	Yes

According to the Sign Program, “Tenants will be allowed one wall sign on the fascia where electrical access is designated for tenant.” Generally speaking, commercial properties in Downtown are permitted with one (1) Main Sign. However, signage installation on the primary elevation and the wall of the second-level landing is permitted per Sign Program. The Sign Program does not specify the maximum allowable number of signs for Customer Convenience Signs (The sign is referred to as Pedestrian Allowed Sign in the Sign Program). As summarized in the tables above, the proposed signage fully conforms to the regulations stipulated in the Sign Program.

Architectural Review Criteria:

PSZC Section 94.04.00(D) requires an evaluation of the proposed modifications to determine compatibility with the character of adjacent and surrounding developments, and whether it is of good composition, textures and colors. Conformance shall be evaluated based on the following applicable criteria:

	Guideline [PSZC 94.04.00(D)]	Compliance
1.	<p><i>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;</i></p> <p>The primary elevation of the building is staggered and painted in multiple different colors. Currently, the façade of the north-end unit is painted in beige, which matches the exterior wall color of the project area. While the project proposes to break this visual consistency by changing the color to white, white is more compatible with the site’s Spanish/Mediterranean style architecture and the color of the immediate adjacent covered porch. The proposed color palette incorporates the existing accent colors (blue and yellow) found at the site (e.g. glazed tiles). The proposed ‘Slate’ background color of the proposed signage complements the ‘Decisive Yellow’ accent on the building elevation which will add uniqueness.</p>	Yes
2.	<p><i>Building colors to be sympathetic with desert surroundings;</i></p> <p>The proposed white and yellow colors are sympathetic with desert surroundings.</p>	Yes
3.	<p><i>Harmony of colors and composition relating to the elements of a structure, including overhangs, roofs, and substructures which are visible simultaneously;</i></p> <p>The yellow paint, ‘Decisive Yellow’, will be applied as an accent, and it complements the ‘Slate’ background color of the new signage. The application of white paint, rather than the current beige, is more compatible with the color of the adjacent covered porch, and the yellow accent will add vibrancy and a modern touch to the Spanish/Mediterranean building. Such architectural treatment is appropriate for the site which is located within the Resort Overlay Zone (R-Zone).</p>	Yes
4.	<p><i>Consistency of composition and treatment;</i></p> <p>While the repainting of the existing beige exterior walls to ‘Arcade White’ will bring the appearance of the building elevation closer to the adjacent covered porch, the paint color is not identical to the covered porch. Staff finds that the application of the color identical to the covered porch is more desirable to achieve streamlined appearance.</p>	No

CONCLUSION:

Currently, the façade of the subject building is staggered and painted in multiple colors. The proposed color palette (blue and yellow) for the exterior building walls and new signage incorporates the color theme found in the existing glazed tiles. Although the project proposes the application of the 'Arcade White' paint, which is closer to the exterior wall color of the adjacent covered porch to the south than the current beige paint, the colors are not identical. To ensure a streamlined appearance of the overall building, staff recommends a condition of approval be imposed, which requires the proposed white color to match the exterior wall color of the adjacent covered porch. Considering the fact that the proposed signage conforms to the applicable Sign Program regulations, the proposed color palette is desert-neutral, and the use of 'Decisive Yellow' will add uniqueness and vibrancy in the tourism-oriented major commercial corridor, staff recommends the Architectural Advisory Committee (AAC) approve the signage as proposed, and recommends approval of the proposed repainting work to the City Council subject to the condition recommended by staff.



Noriko Kikuchi
Associate Planner



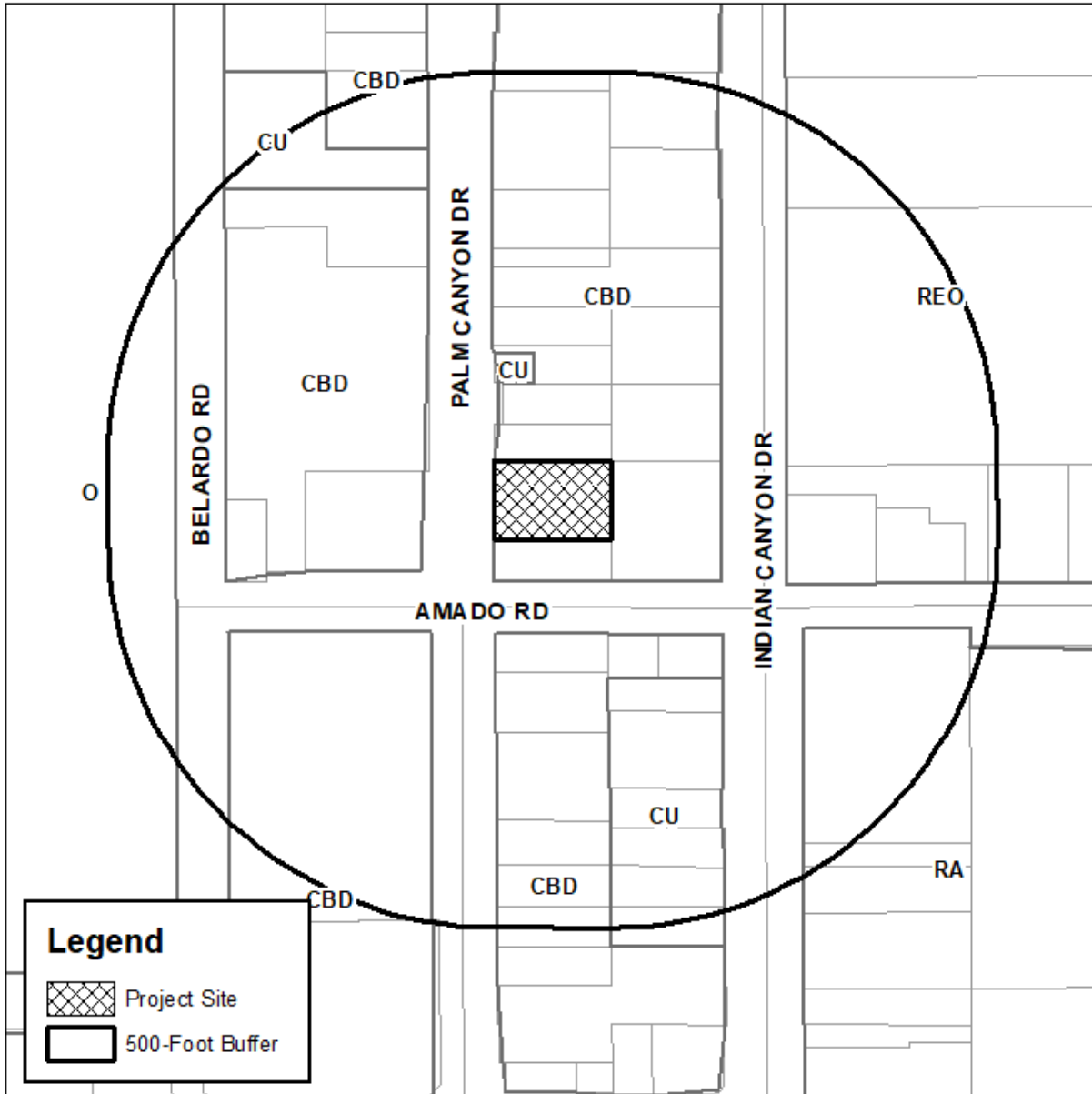
David Newell, AICP
Principal Planner

ATTACHMENTS:

1. Vicinity Map
2. Elevations and Sign Plan
3. Site Photographs



Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS

3.3005 MAA
312 North Palm Canyon Drive
Harvest of Palm Springs
(APN: 513-081-014)

HARVEST

HOUSE OF CANNABIS

**312 North Palm Canyon Drive
Palm Springs, CA 92262**

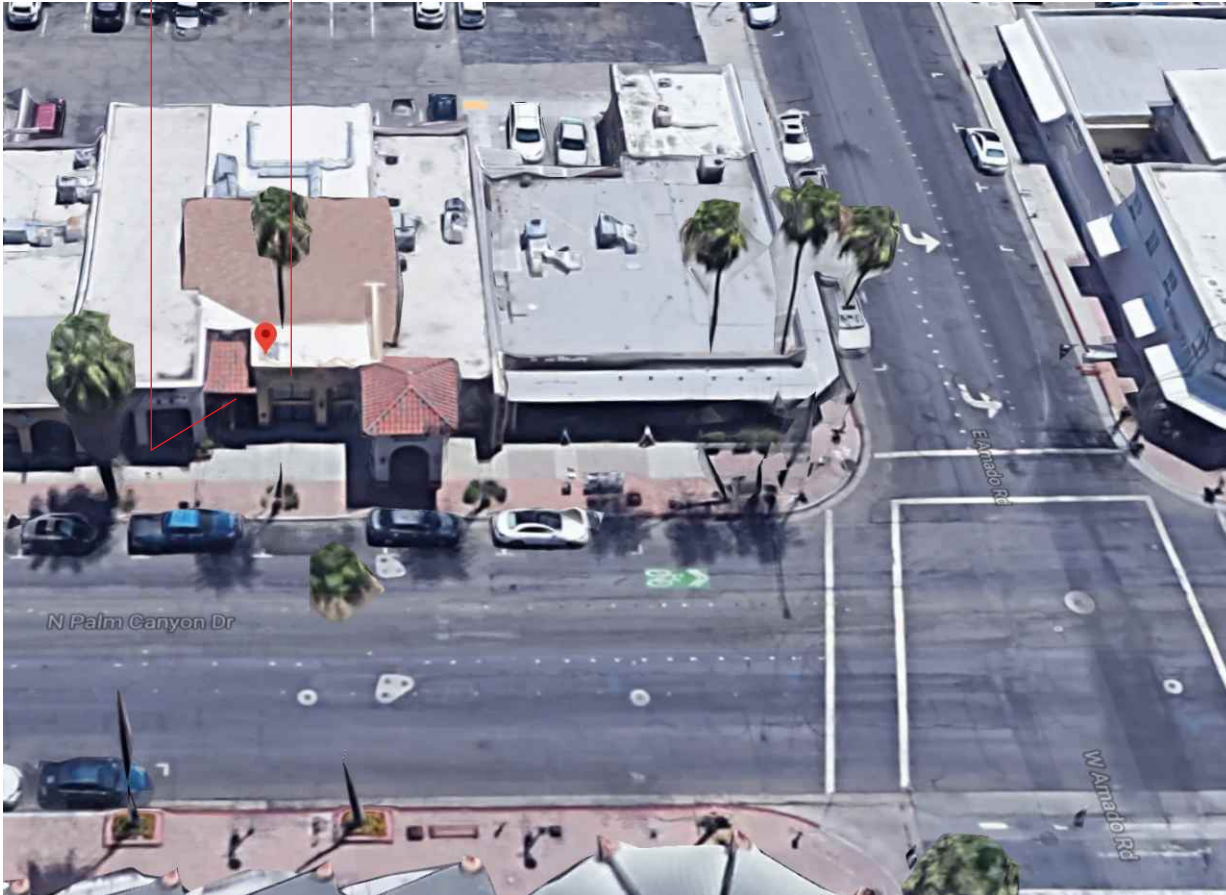




SIGN
3

SIGN
2

SIGN
1



SIGN
1

HARVEST
HOUSE OF CANNABIS

SIGN
2

HARVEST

SIGN
3

HARVEST
HOUSE OF CANNABIS

OPENING HOURS	
MONDAY	0-0
TUESDAY	0-0
WEDNESDAY	0-0
THURSDAY	0-0
FRIDAY	0-0
SATURDAY	0-0
SUNDAY	0-0

HARVEST

HOUSE OF CANNABIS

Address _____

312 North Palm Canyon Drive

City _____ Palm Springs,

State _____ CA 92262

Account Representative:
Joleen Martinez

This design and engineering is submitted as our proposal, and the right to use or exhibit in any form, is not authorized without written permission by Vixxo.

Notes

Designer _____ Peter Cardinal

Design # _____ Vx1100242 R3

Original Date _____ 04/08/2020

Revision Date _____ 04/16/2020

All electrical scope to be completed in a U.L. approved method and shall meet current N.E.C. standards.



- * All electrical components shall be U.L. Listed.
- * Sign shall be grounded per N.E.C. Article 250.
- * Insulated conductors as per N.E.C. Code 310.8.
- * type to be used - metallic insulated sealite.
- * Disconnect switch as per N.E.C. Code 600.6.



The purchaser agrees to hold the seller harmless against any cause for action for damages which may occur as a result of drilling for piers and foundations, including but not limited to sewer, gas lines or any underground obstacles which the purchaser or others may deem valuable.

ELEVATION

SCALE: 1/4" = 1'

SIGN 1

SCOPE OF WORK:

Fabricate and Install new 32" x 84" sign cabinet with push thru acrylic above main windows on storefront. Remove/dispose of old tenant signage (Orlando CPA). Paint building facade yellow and white.

EXISTING



HARVEST HOUSE OF CANNABIS

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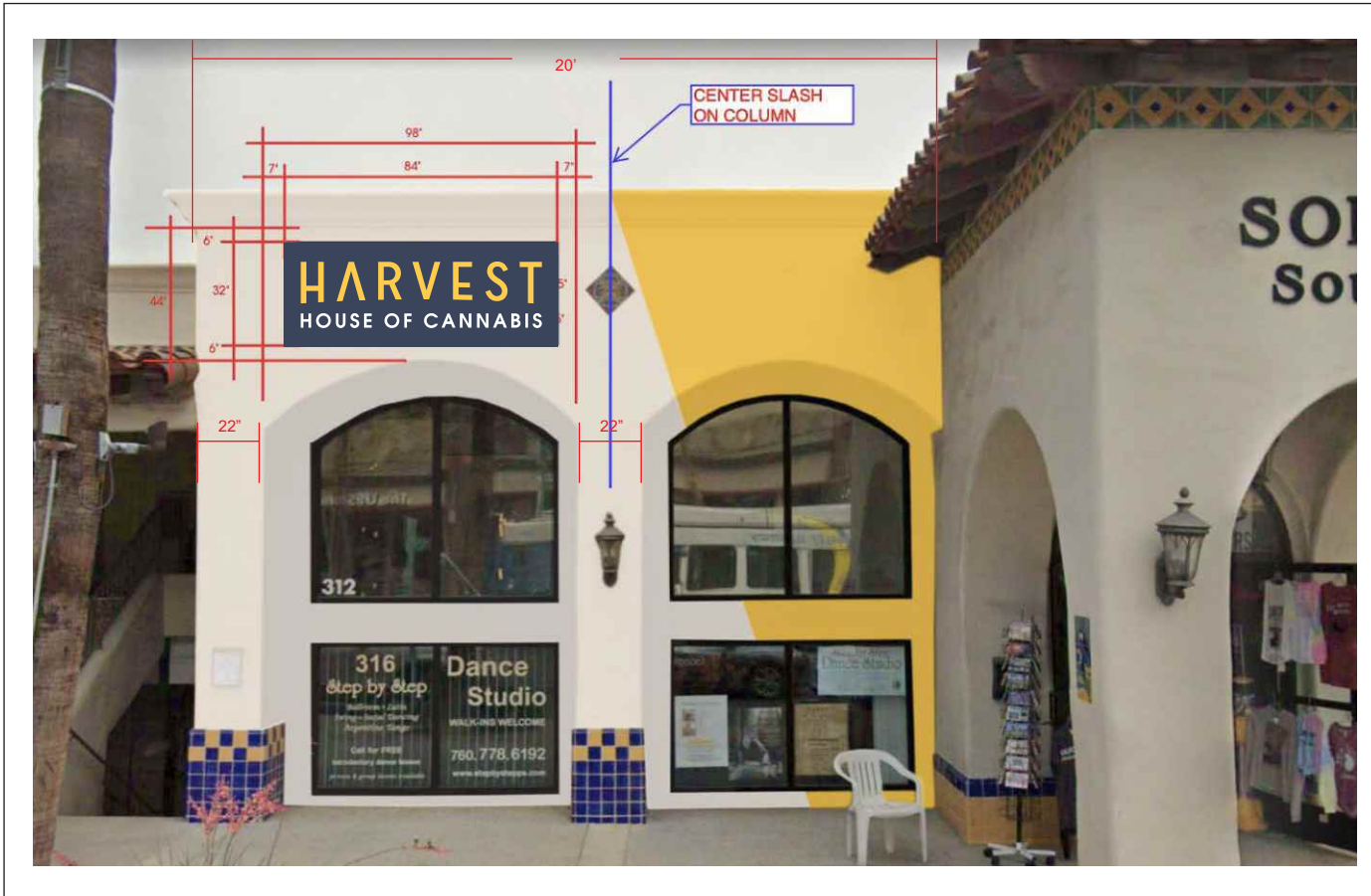
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sign & lighting

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PROPOSED



ROUTED PUSH THROUGH CABINET

SIGN
1

Quantity - 1
scale 1/2" = 1'



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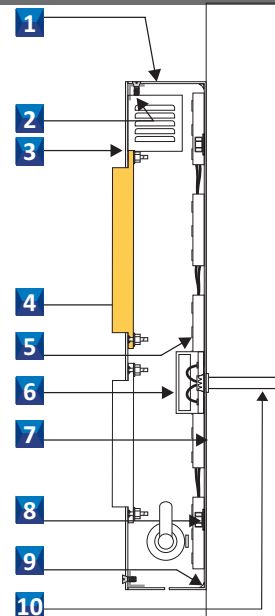
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Notes

SPECIFICATIONS

- 1** .090" - 2" DEEP FABRICATED ALUMINUM WIREWAY PAINTED SLATE GREY
- 2** COUNTERSUNK SCREW / INTERNAL CLIP ATTACHMENT
- 3** .090" THICK ROUTED ALUMINUM PLATE FACE
- 4** 3/4" YELLOW & WHITE ACRYLIC , POCKET ROUTED FOR 1/2" PUSH THROUGH VISIBLE
- 5** WHITE CLIENT APPROVED LED
- 6** LOW VOLTAGE ELECTRONIC TRANSFORMER
- 7** .090" ALUMINUM BACK
- 8** 3/8" THREADED RIVETS INSERTED FOR INSTALLATION
- 9** SILICONE SEAL ALL INTERIOR SEAMS
- 10** GROUNDED WALL PASS-THRU SEALED WATER TIGHT

SECTION



COLOR SCHEDULE

- Slate to match pantone 2379 C
- Yellow to match pantone 108c SW 6902 Decisive Yellow 3M 3630-15 yellow R&H #2016 YELLOW PLEX
- White PLEX

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sign & lighting

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SIGN
2

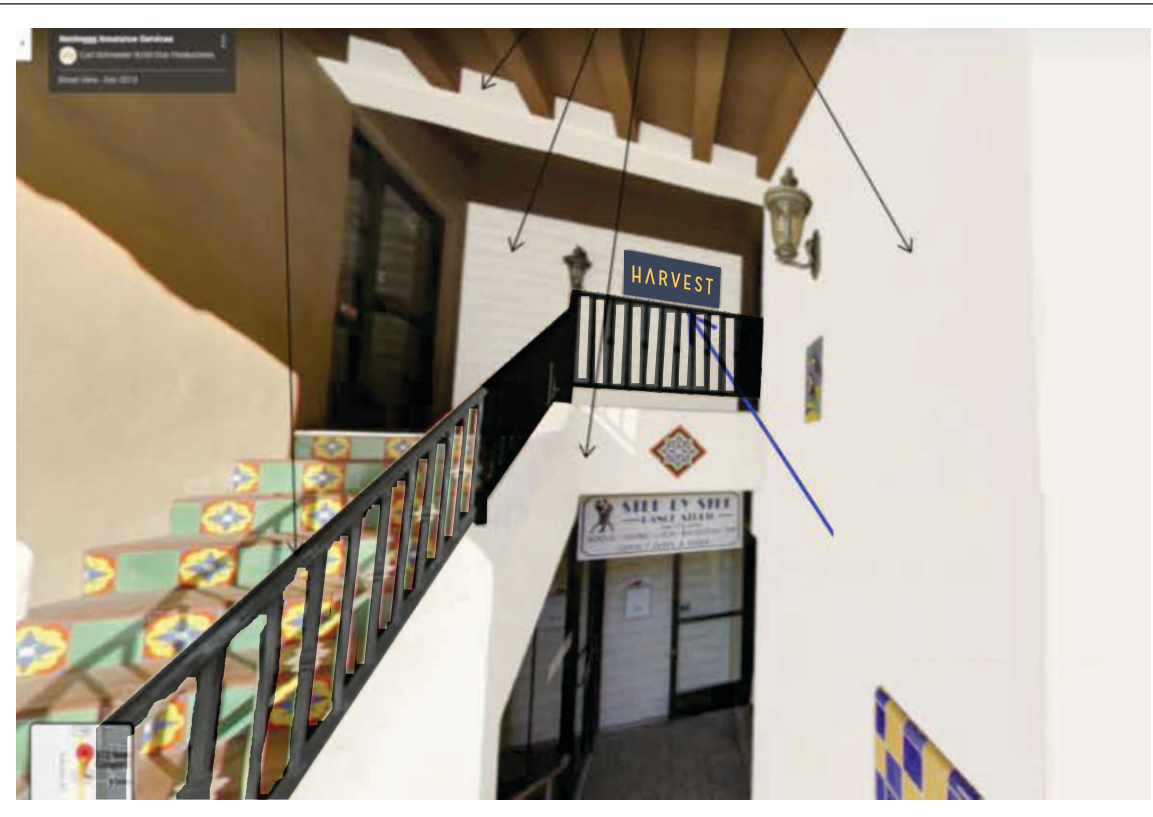
SCOPE OF WORK:

Fabricate and Install new 18" x 48" sign cabinet with push thru acrylic near entry door.
Paint hand railing SW7069 Iron Ore, existing wall/beam Arcade white.

EXISTING



PROPOSED



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ROUTED PUSH THROUGH CABINET



Quantity - 1
scale 1" = 1'



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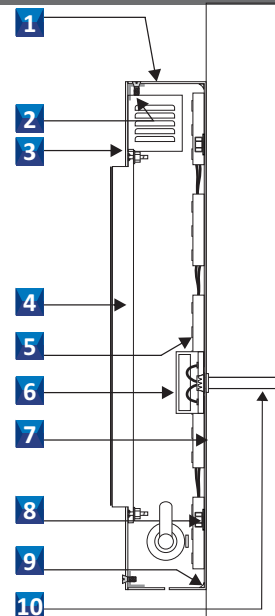
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SPECIFICATIONS

- 1 .090" - 2" DEEP FABRICATED ALUMINUM WIREWAY PAINTED SLATE GREY
- 2 COUNTERSUNK SCREW / INTERNAL CLIP ATTACHMENT
- 3 .090" THICK ROUTED ALUMINUM PLATE FACE
- 4 3/4" YELLOW ACRYLIC, POCKET ROUTED FOR 1/2" PUSH THROUGH VISIBLE
- 5 WHITE CLIENT APPROVED LED
- 6 LOW VOLTAGE ELECTRONIC TRANSFORMER
- 7 .090" ALUMINUM BACK
- 8 3/8" THREADED RIVETS INSERTED FOR INSTALLATION
- 9 SILICONE SEAL ALL INTERIOR SEAMS
- 10 GROUNDED WALL PASS-THRU SEALED WATER TIGHT

SECTION



COLOR SCHEDULE

- Slate to match pantone 2379 C
- Yellow to match pantone 108c SW 6902 Decisive Yellow 3M 3630-15 yellow R&H #2016 YELLOW PLEX
- White 080 Aluminum

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* Insulated conductors as per N.E.C. Code 310.8 type to be used - metallic insulated sealite.
* Disconnect switch as per N.E.C. Code 600.6.



sign & lighting

page 6

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SIGN
3

SCOPE OF WORK:

- Fabricate and Install new door vinyl.
- Remove window vinyl that is existing.

PROPOSED



EXISTING



HARVEST
HOUSE OF CANNABIS

Address _____

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sign & lighting

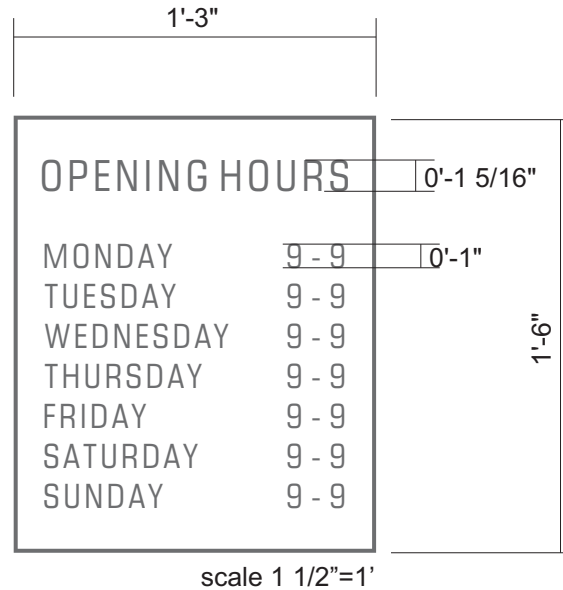
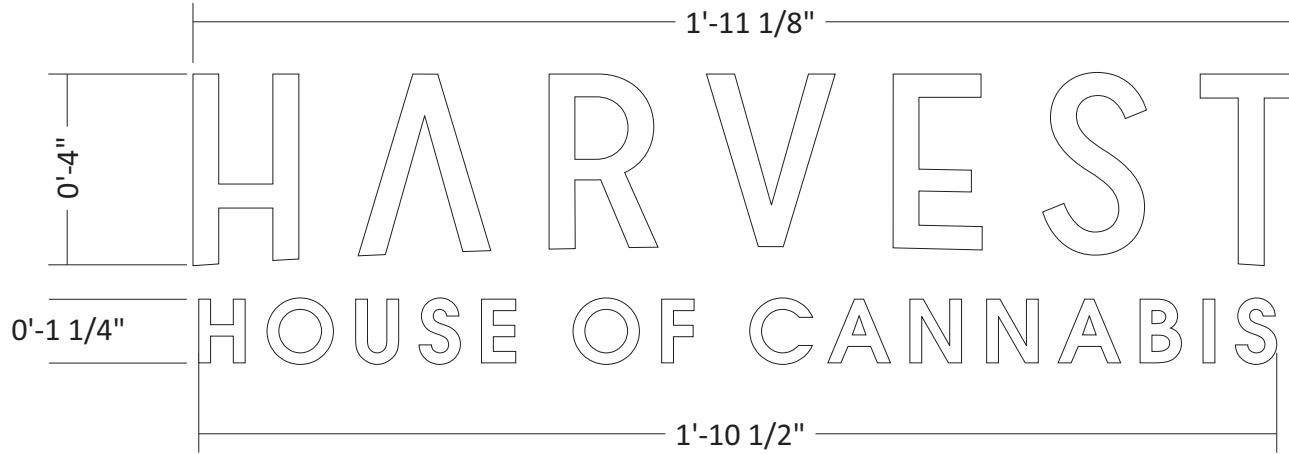
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DOOR VINYL



QTY. 1 OF EACH

SCALE: 3" = 1'



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sign & lighting

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VINYL SPECIFICATIONS

FIRST SURFACE VINYL GRAPHICS

COLOR SCHEDULE

White vinyl;

Name:	Harvest House of Cannabis	Date:	4/14/20
Address:	312 North Palm Canyon Dr.		
City/State:	Palm Springs, CA		
Zip Code:	92262	Page #:	1
		Sign & Elevation Details	



STORE FRONTAGE

Name:	Harvest House of Cannabis	Date:	4/14/20
Address:	312 North Palm Canyon Dr.		
City/State:	Palm Springs, CA		
Zip Code:	92262	Page #:	2
		Sign & Elevation Details	



EXTERIOR ENTRANCE 2ND FLOOR



MAIN ENTRANCE

Name: Harvest House of Cannabis	Date: 4/14/20
Address: 312 North Palm Canyon Dr.	
City/State: Palm Springs, CA	
Zip Code: 92262	Page #: 3

Area Photos



Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



Photo 9



Photo 10



Photo 11



Photo 12

Name: Harvest House of Cannabis	Date: 4/14/20
Address: 312 North Palm Canyon Dr.	
City/State: Palm Springs, CA	
Zip Code: 92262	Page #: 4 Area Photos



Photo 13



Photo 14



Photo 15



Photo 16



Photo 17



Photo 18



Photo 19

Photo 20

Photo 21

Photo 22

Photo 23

Photo 24

Name:	Harvest House of Cannabis	Date:	4/14/20
Address:	312 North Palm Canyon Dr.		
City/State:	Palm Springs, CA		
Zip Code:	92262	Page #:	5
		Site Plan & Photo Locations	

