

City of Palm Springs
ARCHITECTURAL ADVISORY COMMITTEE
Council Chamber, 3200 East Tahquitz Canyon Way
Palm Springs, California 92262

Minutes of October 19, 2020

CALL TO ORDER: Vice Chair Rotman called the meeting to order at 5:30 pm.

ROLL CALL:

Committee Members Present: Doczi, Lockyer, McCoy, Poehlein, Walsh, Thompson,
Vice Chair Rotman, Chair Jakway

Planning Commission Present: None

Staff Present: Assistant Planning Director Newell, Associate Planner
Kikuchi, Engineering Associate Minjares, Associate
Planner Mlaker, Assistant Planner Perez

REPORT OF THE POSTING OF AGENDA: The Agenda was available for public
access at the City Hall bulletin board (west side of Council Chamber) by 2:00 pm on
October 15, 2020 and posted on the City's website as required by established policies
and procedures.

ACCEPTANCE OF THE AGENDA:

Doczi, seconded by Rotman to accept the Agenda, as presented.

AYES: DOCZI, LOCKYER, MCCOY, POEHLEIN, WALSH, ROTMAN, JAKWAY

PUBLIC COMMENTS: None.

CONSENT CALENDAR:

1. APPROVAL OF MINUTES: SEPTEMBER 8, 2020

Walsh, seconded by McCoy to approve minutes, as amended.

AYES: DOCZI, LOCKYER, MCCOY, POEHLEIN, WALSH, ROTMAN, JAKWAY

NEW BUSINESS:

2. JAMIE CHISICK, ON BEHALF OF OC COAST, INC., FOR MINOR ARCHITECTURAL REVIEW APPROVAL FOR AFTER-THE-FACT EXTERIOR ALTERATIONS AT A CANNABIS FACILITY, HIGHTEND, LOCATED AT 3395 NORTH INDIAN CANYON DRIVE SUITE A (APN: 669-452-063), ZONE C-M, SECTION 34 (CASE NO. 3.1292 MAA). (NK)

Associate Planner Kikuchi presented the project as outlined in the staff report.

ANDY KAVER, applicant's legal representation, responded to the following questions presented by the Committee:

Member Rotman questioned the intent of the concentrated placement of wall-mounted lighting fixtures on the south elevation and requested confirmation on the operability of the wall-mounted lighting fixtures. Mr. Kaver responded that the intent of the light fixture placement is to highlight the entrance and confirmed that the lighting fixtures are battery-powered.

Member Doczi questioned the ownership of the building- Mr. Kaver confirmed that all on-site buildings are owned by the same entity.

Member Locker questioned if there is a plan for the business to install a permanent sign. Mr. Kaver confirmed that the business has no intent to keep the existing temporary banner and that the business has a plan to install a permanent sign.

Member Poehlein stated that the entrance door shown in the site photograph appears solid while the elevation drawing shows a glass door. Chair Jakway stated that a glass door is installed at the site.

Member Lockyer questioned whether the roll-up doors still exist at the site or not, and Chair Jakway responded that the roll-up doors are currently in place.

Member McCoy questioned whether the roll-up doors are open while the establishment is open or they are open only during the daytime. Mr. Kaver responded that the roll-up doors are open while the business is open.

Member Poehlein questioned whether the business has a plan to convert the battery-powered light fixtures to line voltage. Member Poehlein also questioned the longevity of the batteries. Mr. Kaver responded that the business currently does not have any plan to change the operability of the light fixtures; however, the business will look into changing the operability of the light fixtures if it is required for the fixtures to conform to the applicable zoning regulations.

Chair Jakway questioned the window covering materials. Mr. Kaver responded that the windows are glass and art murals are painted on the windows inside. Mr. Kaver added that the lounge area is located in the rear and not visible from window.

Chair Jakway questioned staff the process of art mural application review process. Staff responded that if it is installed on the exterior of the building and meets the definition of an art mural, it is reviewed by the Public Arts Commission. If it is installed on a window, it is typically reviewed as a sign.

Member Discussion:

Member Lockyer said the paint application on windows and doors needs to have more continuity. There are too many lights. He suggested instead of battery-powered lighting fixtures, hardwired lighting fixtures would be more appropriate. He thinks the new fixture needs to be more in keeping with the architecture/colors of the building. Member Lockyer thinks the existing landscaping detracts from building; and signage and lighting should be complimentary.

Member Walsh agrees with member Lockyer on roll-up doors being lighter as problematic. He thinks darker colors are acceptable, but the doors need to be addressed. He noted concern with existing landscaping, which could be utilized to make the property appear more attractive. He said that although it appears that the light fixtures are intended to define the entry, the application is not successful.

Member Doczi said the project needs a low wall on the San Rafael side and some landscaping on the building frontage. He thinks potted plants could be used to improve the façade.

Member Poehlein agrees with the previous comments about the color of the roll-up doors.

Member Thompson said that he's okay with the color but the doors should be darker to complement the building. He finds the repeated light fixtures as problematic, and the selected light fixtures are not appropriate.

Vice Chair Rotman is not in favor of the 4k kelvin fixture; he suggested 3,500 or even 3,000 kelvin would be more appropriate.

Member McCoy thinks the number of lights are too much. He said the light fixtures need to be looked as an entry solution. He asked staff to take a closer look at the light fixtures installed above the canopies which illuminate that temporary sign as well.

Lockyer, seconded by Rotman to continue and direct the applicant to revise and resubmit based on AAC comments, including:

1. Use warmer lighting fixture (3k kelvin)
2. Address roll-up door colors and ensure they are complementary with rest of paint scheme. This applies to other details around the façade on the south elevation, including hinges and trims. The color should match or align with the trim color (not the filed color) or something complementary.
3. Reduce lighting quantity. Lighting fixtures need to conform to the zoning requirements, including the shielding requirement. Battery-powered light fixtures are discouraged.
4. Consider improving landscape condition
5. Future signage should complement the exterior light fixtures.

AYES: DOCZI, LOCKYER, MCCOY, POEHLEIN, WALSH, ROTMAN, JAKWAY

3. BEST SIGNS, INC., ON BEHALF OF MARGARITAVILLE RESORT, FOR A SIGN PROGRAM AMENDMENT TO INSTALL A MONUMNET SIGN AT THE NORTHEAST CORNER OF NORTH INDIAN CANYON DRIVE AND EAST VISTA CHINO AT 1600 NORTH INDIAN CANYON DRIVE, ZONE R-3, SECTION 2 (CASE NO. 20-003 AMND). (NK)

Associate Planner Kikuchi presented the application as outlined in the staff report.

Chair Jakway asked why this application is proposed without other signs that have been installed. (Planner Kikuchi responded that the main sign was the only sign proposed.)

Vice Chair Rotman asked what the height of the existing hedge is. (Planner Kikuchi said about 9 ft.)

Member Walsh noted that the proposed sign is larger than the previous sign.

Chair Jakway questioned the maximum area allowed for this property. (Planner Kikuchi responded the 105-sq. ft. proposed is less than the sign ordinance maximum limitation.)

JOHN CROSS, applicant, clarified that this is a corporate brand sign.

Vice Chair Rotman asked the applicant to describe the sign layers.

Member Discussion:

Member Doczi suggested expanding/widening the “wood” base wider to enhance design. In addition, eliminate the stucco background and create floating sign.

Member Walsh said previous sign was successful because of its transparent design, which should be applied to the new sign to marry the sign with the building architecture.

Member Lockyer thinks the sign needs to integrate with the landscape better. He suggested using authentic materials, such as wood that will weather over time, to relate back to theme.

Vice Chair Rotman emphasized that this sign will be viewed from different angles along the street. He said the sign is not in scale with location.

Lockyer, seconded by Doczi to continue for redesign based on the following:

1. Use authentic materials, such as real wood that can weather over time, that relate back to the brand
2. Modify sign to be more transparent and integrate into existing architecture
3. Integrate into landscape with appropriate materials and wider base
4. Discourage use of stucco background
5. Consider adding water feature
6. Ensure landscape hedge remains part of the background, if remaining

AYES: DOCZI, LOCKYER, MCCOY, POEHLEIN, WALSH, ROTMAN, JAKWAY

COMMITTEE MEMBER COMMENTS: None.

STAFF MEMBER COMMENTS: None.

ADJOURNMENT: The Architectural Advisory Committee of the City of Palm Springs adjourned at 6:45 pm to the next regular meeting at 5:30 pm on Monday, November 2, 2020.

David A. Newell, AICP
Assistant Director of Planning