



# ARCHITECTURAL ADVISORY COMMITTEE MEMORANDUM

DATE: February 1, 2021

SUBJECT: THE BANK DISPENSARY AND LOUNGE FOR A SIGN PROGRAM TO ESTABLISH SIGN CRITERIA FOR THE MULTI-TENANTED COMMERCIAL BUILDING LOCATED AT 296 SOUTH PALM CANYON DRIVE, C-B-D ZONE. (CASE SP 20-006)(GM)

FROM: Development Services Department

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## SUMMARY

The Architectural Advisory Committee to review quantity, size and design criteria of future signage for the existing multi-tenanted commercial building at 296 South Palm Canyon Drive. The sign program is seeking deviation from the Sign Code relative to larger individual letter heights for the main circular signs and the tenant identification signs.

## RECOMMENDATION:

To recommend approval to the Planning Commission.

## ISSUES:

1. Sign program seeking deviations to Sign Ordinance, Section 93.20.00, et al. See staff analysis below.
2. Business signage for a cannabis dispensary and lounge subject to Section 93.23.15(F)(3)(a) for architectural review.

## BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
06/14/1971	Building Permit No. B-2878 was issued; and on 08/03/1971, another Building Permit No. B-3093 was issued for the construction of the United California Bank.
12/20/2018	City administrative permit for cannabis dispensary and lounge issued.
07/09/2020	Building permit issued for tenant improvement.

According to City Records, the property at 296 South Palm Canyon Drive is approximately 20,037 feet in size and is within the Central Business District (CBD) Zone. The 18,700 square foot two-story building was constructed in August of 1971 and

was previously occupied by a bank. The building has remained vacant after the bank moved. The site is bordered by the City's parking structure to the east and existing commercial uses to the south, north and west. The renovation of the building will contain a cannabis dispensary and lounge with accessory uses such as a coffee and gift shop resulting in a multi-tenant building requiring a sign program.

***Surrounding land uses for property at 296 South Palm Canyon Drive***

<b><i>Surrounding Property</i></b>	<b><i>Existing Land Use</i></b>	<b><i>Existing General Plan Designation</i></b>	<b><i>Existing Zoning Designation</i></b>
Subject Property	Multi-tenant commercial	CBD (Central Business District)	CBD (Central Business District)
North	Multi-tenant commercial	CBD	CBD
South	Multi-tenant commercial	CBD	CBD
East	City's Parking Structure	CBD	CU (Civic Use)
West	Multi-tenant commercial	CBD	CBD

**ZONING CODE REQUIREMENTS:**

Pursuant to Palm Springs Zoning Code Section 92.09.01(A)(4), cannabis dispensaries and cannabis lounges are permitted in the CBD Zone subject to the development standards stated in Palm Springs Zoning Code Section 93.23.15. Section 93.23.15(F)(3)(a) of the PSZC states that any signage for a cannabis facility must be reviewed by the Architectural Advisory Committee and shall conduct final review for design, size, placement, and materials.

The location for the new cannabis dispensary and lounge will be within a structure that will contain multiple business and per Section 93.20.08(H) of the PSZC a sign program is required for multi-tenanted buildings. The review and recommendation of the AAC will be sent to the Planning Commission for final approval of a sign program.

Sign programs are required for all buildings with more than one tenant. According to 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, if specific findings are made by the Planning Commission.

The proposed sign program provides criteria for identifying the anchor tenant and individual tenants via wall signs on the west and south facing building facades. Staff

summarized the request and evaluated its conformance to zoning code requirements below.

<b>Main Identification Signs</b>		
<b>Allowed</b>	<b>Proposed</b>	<b>Meet Code?</b>
One sign per street frontage not to exceed 50-sq ft  Letter height at 14 inches, with the first letter capitals at 16 inches	<u>S. Palm Canyon Drive</u> frontage  - Sign request at 49-sq ft (7' circle)  - Letter height of 19.5"	Yes  No, letter height exceeds allowed
	<u>Baristo Road</u> frontage  - Main sign request at 36-sq ft (6' circle)  - Letter height of 19.5"  - Tenant sign at 20-sq ft Letter height at 20 inches	Yes  No, letter height exceeds Code  No, letter height exceeds code

**SIGN DESIGN:**

The proposed main signs are similar in design but vary in overall size. The circular sign affixed to the South Palm Canyon Drive façade will be seven (7') feet tall with an overall size of 49-square feet which meets the maximum size. Staff worked with the applicant to scale down the size to a comparable height that can be found at the Downtown Development located further north Palm Canyon Drive. The proposed main sign for the anchor tenant will be dual lit channel with letter height of 19'5" with an acrylic face with translucent vinyl and white halo lit letters that are off-set 1.5" inch from the main plaque providing depth and interest. The business logo will be direct printed onto a panel backer mounted flush to the wall. The backer panel will be dark brown with tan letter faces that turn white at night when lit. The building face is a dark brown brick that will complement the colors of the proposed sign which will be centered on the façade.

The PSZC allows buildings with multiple street frontages to have signs facing each street. The proposed sign program includes a second main sign facing Baristo Road that will utilize the same circular logo at a smaller scale at six (6') feet tall with an overall

size of 36-square feet meeting the area requirements of the Sign Ordinance. The materials and designs are the same as the sign facing South Palm Canyon Drive. In addition, the sign program seeks approval of three (3) tenant signs placed below the main sign with a letter height of twenty (20") inches and twelve (12') feet long for a total of 20-square feet. The PSZC in the Downtown allows for maximum letter heights of fourteen (14') inches with the first letter capitalized at sixteen (16') inches. The sign program proposes that the tenant signs could be constructed of several styles such as channel letters, back-lit, halo lit, or dual lit with no specific letter type. The sign could reflect the logo of the accessory business which are intended to be a coffee shop or apparel retailer. The sign program is requesting a deviation from the allowable letter heights in the Downtown.



South Palm Canyon Drive frontage



*Reverse channel letters*  
112"

20"

Black faces      3" returns      White LEDs

*Dual lit channel letters front and back lit.*  
3" tan returns      white halo lit

72"

Dual lit channel letters      printed ePanel backer

night view

**signs specs**

*Internally Illuminated*  
 Acrylic thickness: 1/8"  
 Aluminum Thickness: .040 and .063  
 Face Color: White acrylic  
 4 color print face  
 Black faces for tenants  
 ePanel: 4 color process  
 Return Color: Black  
 Trimcap color: Black  
 Mounting: Back  
 Standoff letters: 1.5"  
 LED Color: White

**Building Linear Footage**  
115 Sqft

Circle Sign SQFT	TENANT Sign SQFT	Total SQFT
36 Sqft	15.5 Sqft	51.5 Sqft

Bartisto Road frontage

**FINDINGS:**

As no findings are needed for the review by the Architectural Advisory Committee, the Planning Commission will need to evaluate the proposal based upon Section 93.20.08(H)(4) Approval Process- Deviations, of the PSZC. The criteria below may help the AAC assess the proposal which are as follows:

- a. *Due to the physical characteristics of the property and the orientation and design of the structures on the property, strict application of the regulations or the Sign Ordinance will not give adequate visibility to the signage.*
- b. *That the approved sign 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.*
- c. *The approved sign program is compatible with the surrounding property and not contrary to the purpose of the sign ordinance.*

CONCLUSION:

Based upon the above criteria, Staff believes that the signs presented are a good solution to allow adequately sized and placed signage on the building. The large structure is setback thirty (30') feet from the street unlike most buildings in the downtown which are placed at the sidewalk edge. The subject building is 20,037-square feet in size and is a tall two-story structure with a unique roof line which was constructed and operated as a single use bank for many years. Signage that would be permitted by the sign ordinance for the Downtown would be difficult to see against the massing of the building. The proposed signage is not overly large and will be centered proportionally on both tower elements of the façades and Staff supports the request.

  
\_\_\_\_\_  
Glenn Mlaker, AICP  
Associate Planner

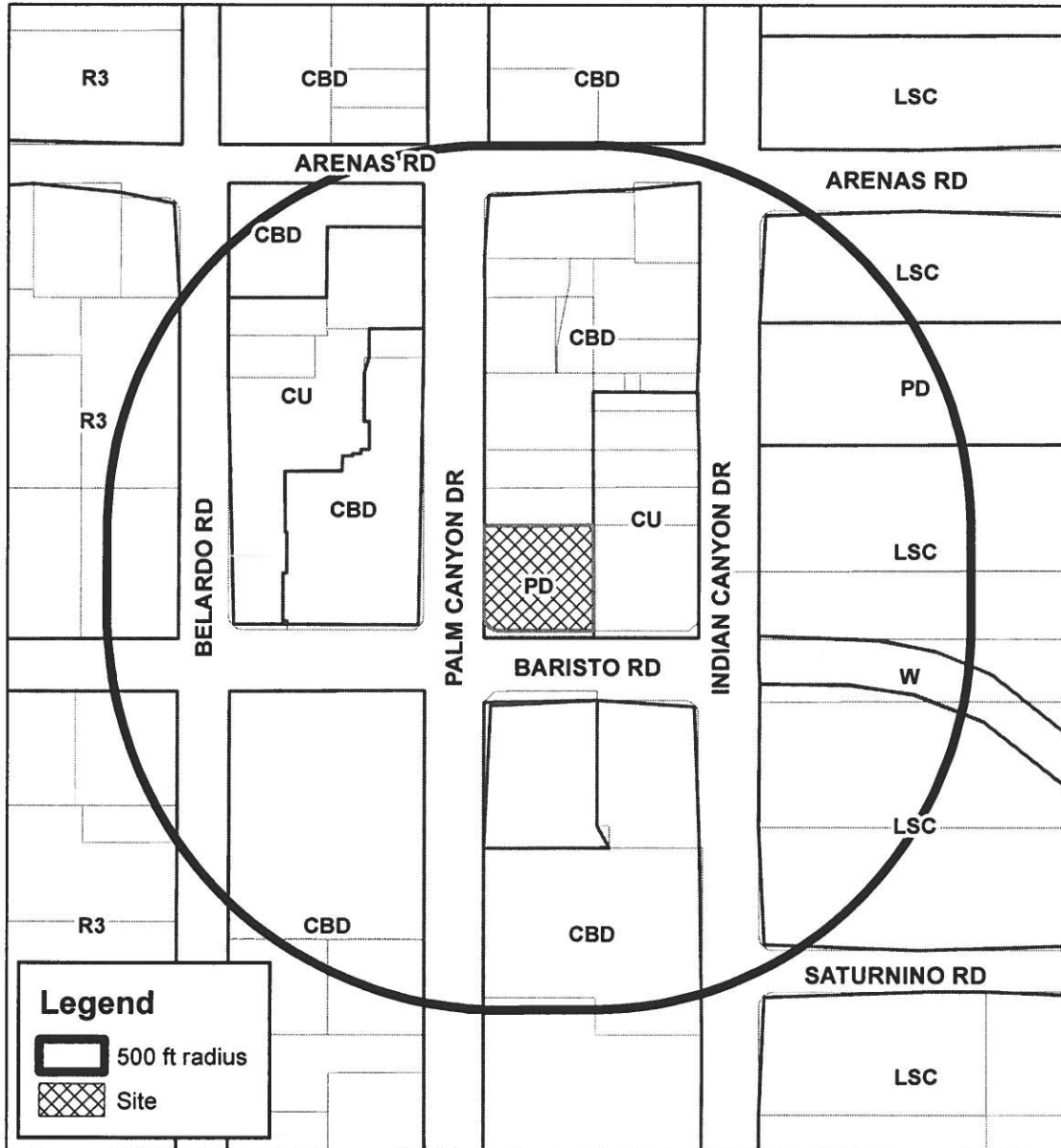
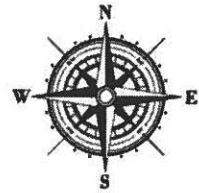
  
\_\_\_\_\_  
David Newell, AICP  
Assistant Planning Director

Attachments:



1. Vicinity Map
2. Site Photos
3. Proposed Sign Program



# Department of Planning Services Vicinity Map



**Legend**

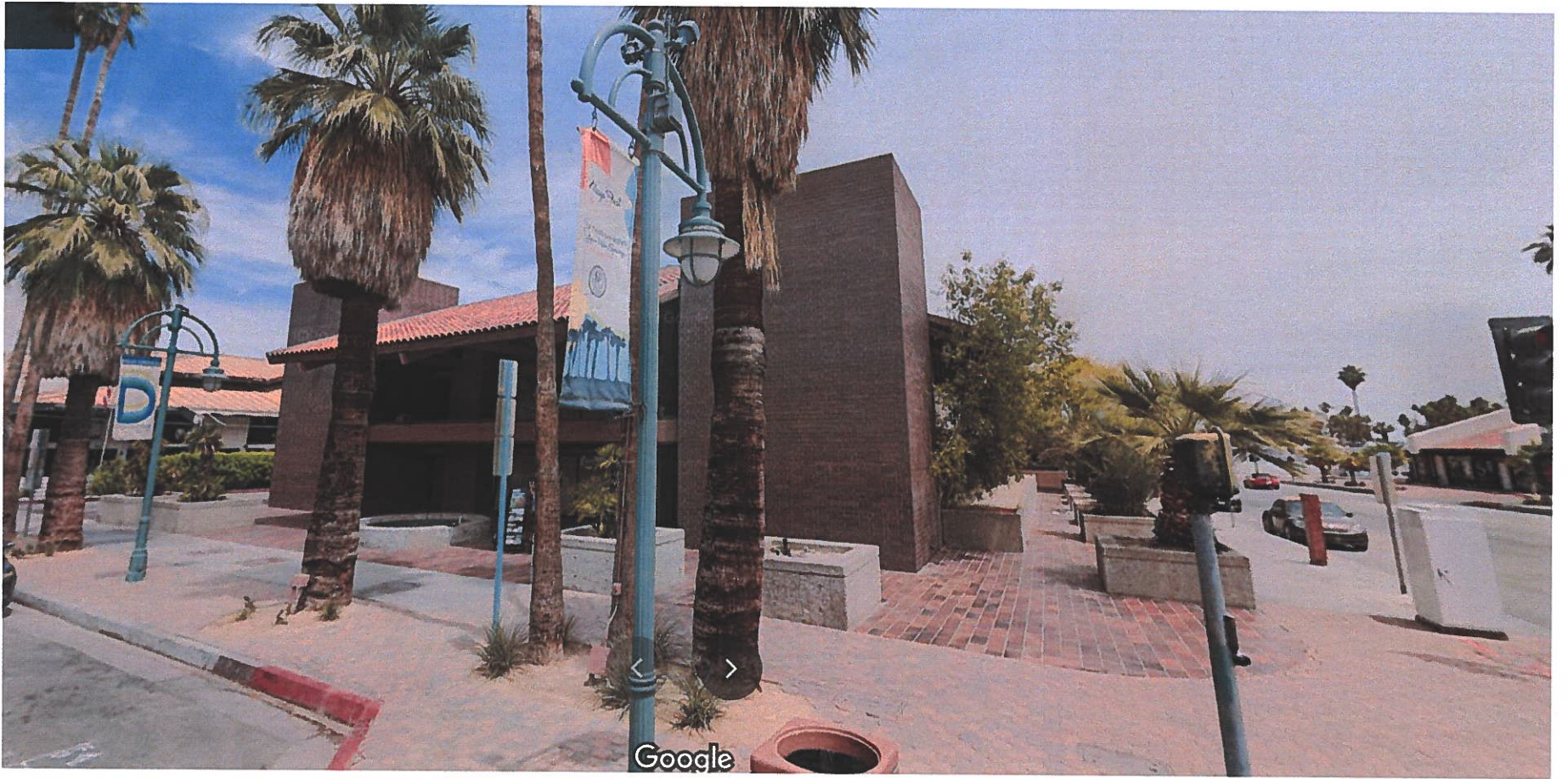
-  500 ft radius
-  Site

**CITY OF PALM SPRINGS**  
**The Bank Sign Program**  
**Case 20-006**  
**296 S Palm Canyon Drive**

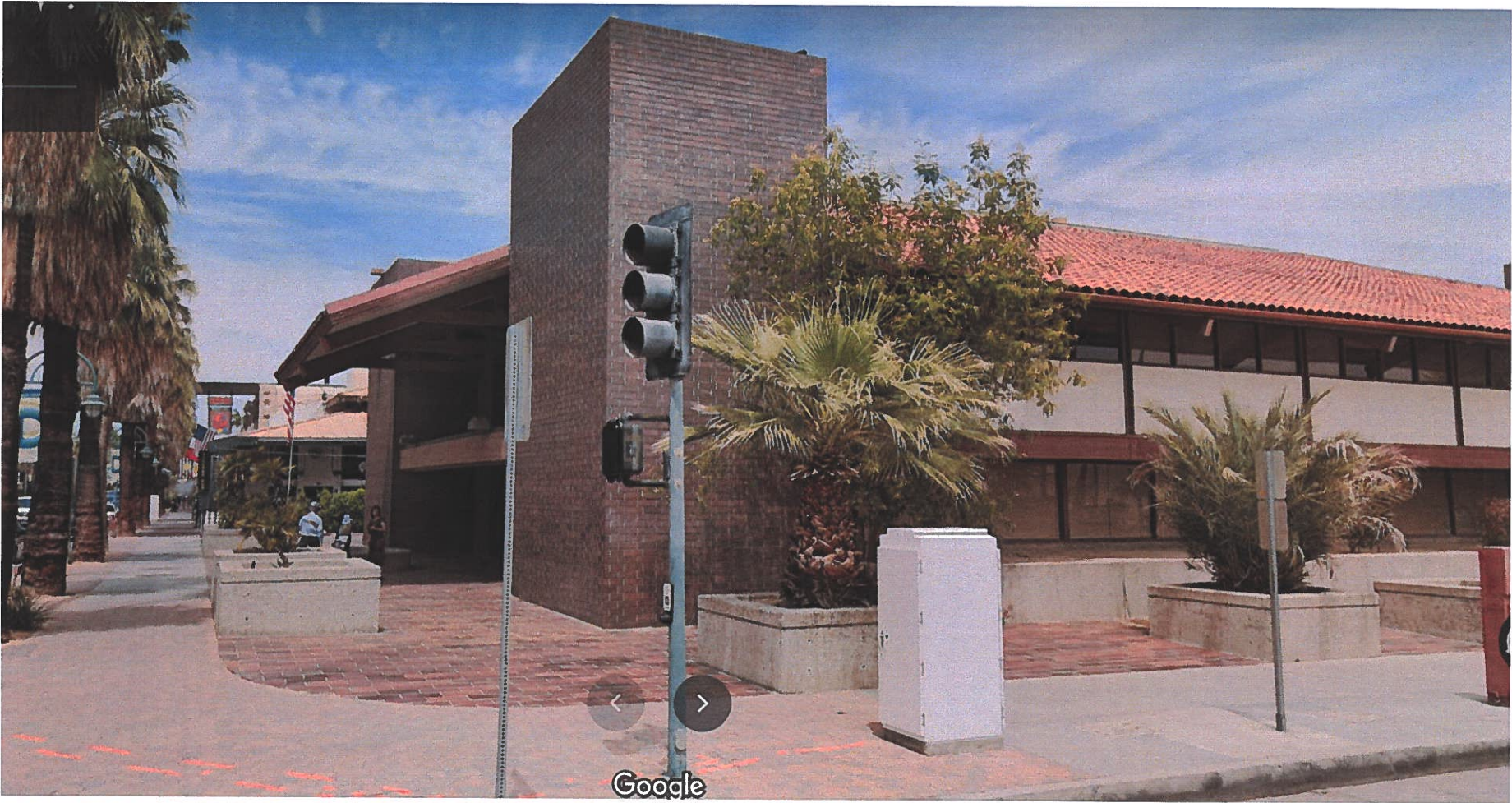




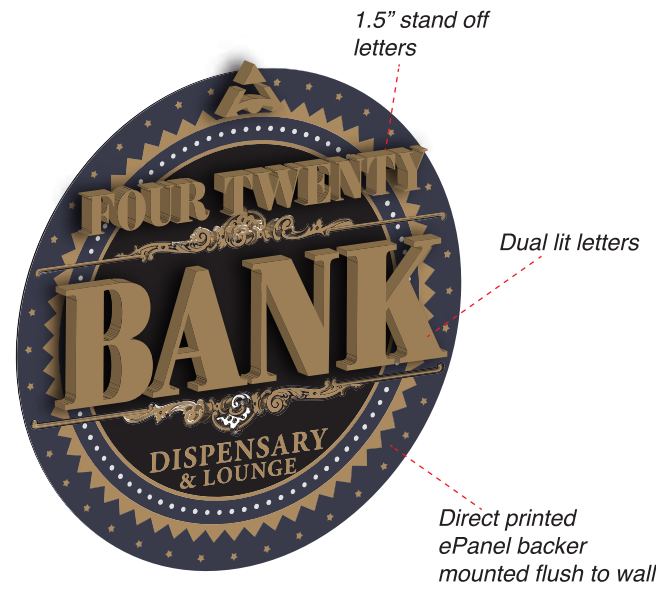
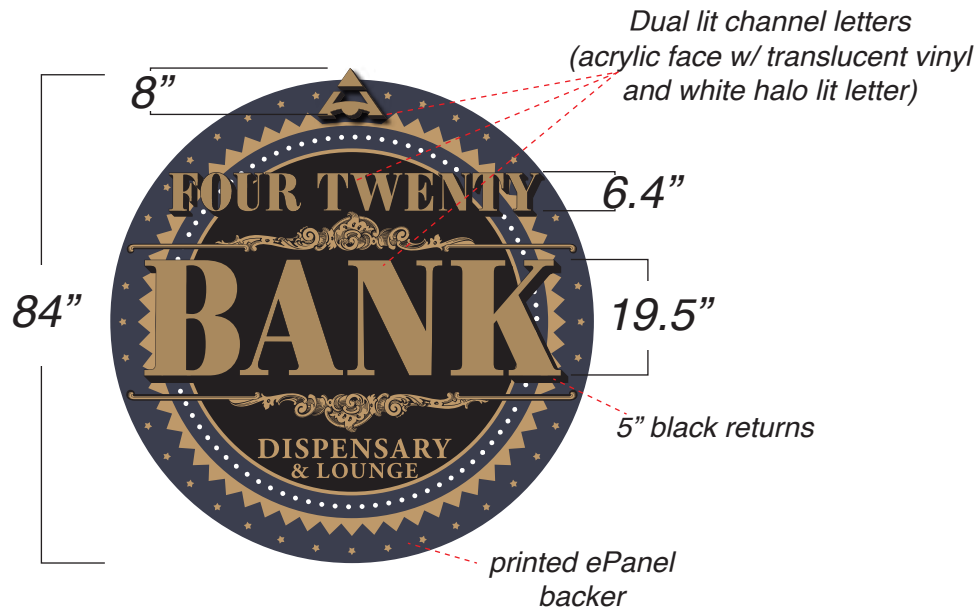












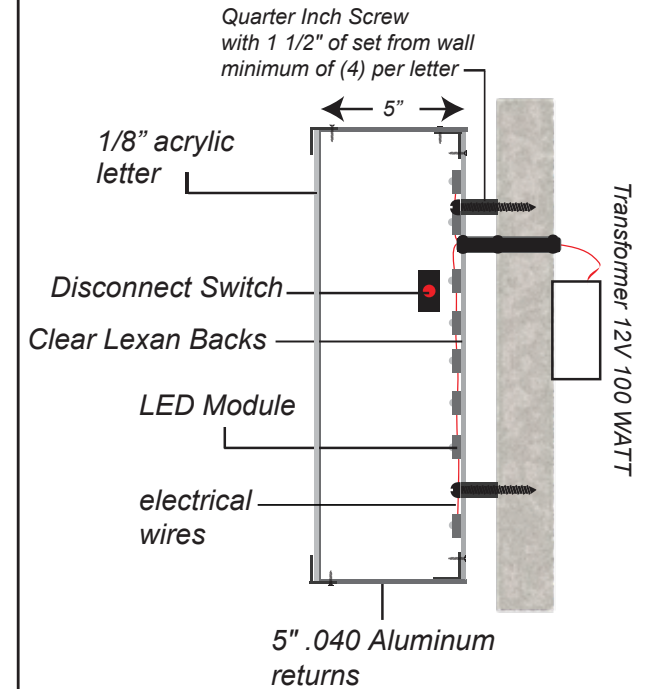
**signs specs**

*Internally Illuminated*  
 Acrylic thickness: 1/8"  
 Aluminum Thickness: .040  
 Face Color: White acrylic  
 4 color print face  
 ePanel: 4 color process  
 Return Color: Black  
 Trimcap color: Black  
 Mounting: Back  
 Standoff letters: 1.5"  
 LED Color: White

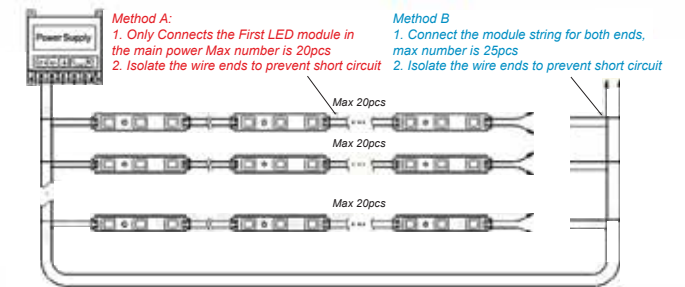
**Building Linear Footage**  
**115 Sqft**

**Sign Sqft West Elevation**  
**49 Sqft**

**Dual lit channel letters front and back lit.**



**LED Illuminated Diagram**



**CANYON**  
 PRINT & SIGNS  
 67990 E. Palm Canyon Drive  
 Cathedral City, CA 92234  
 760.832.8433

Business Name:  
**Four Twenty Bank**  
 Business Address:  
 296 S Palm Canyon Dr.  
 Palm Springs, CA 92262  
 Designer:  
 GA

Phone:  
 Fax:  
 Date: 1-28-2021

Building Linear Footage  
**115 sqft**  
 Sign SQFT  
**49 sqft**

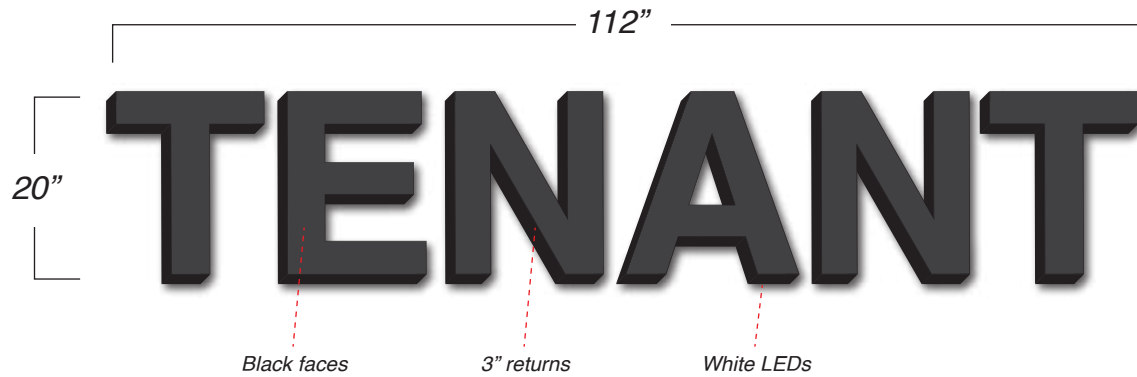
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Client Approval

Landlord Approval



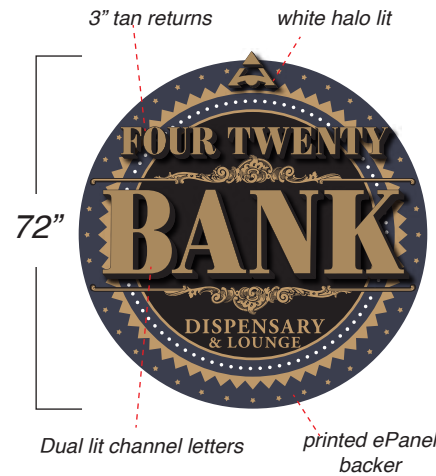
Reverse channel letters



night view



Dual lit channel letters front and back lit.

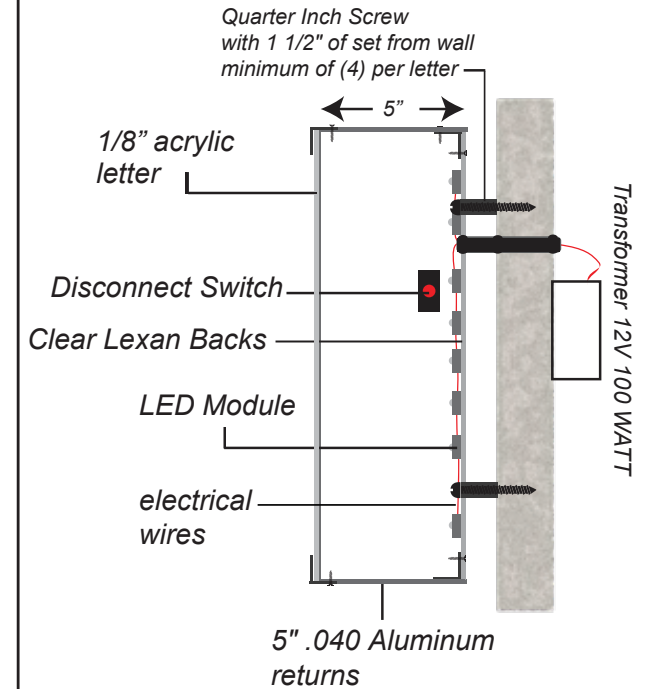


signs specs

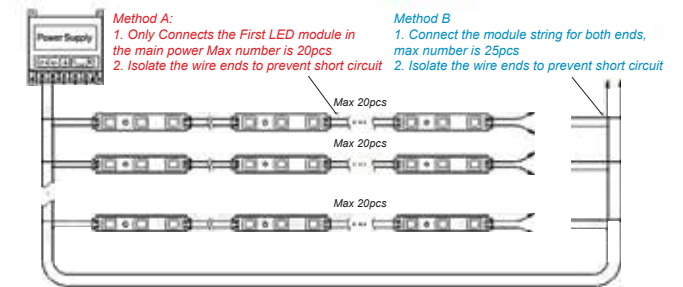
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Return Color: Black  
Trimcap color: Black  
Mounting: Back  
Standoff letters: 1.5"  
LED Color: White

Circle Sign SQFT	TENANT Sign SQFT	Total SQFT
36 Sqft	15.5 Sqft	51.5 Sqft

Dual lit channel letters front and back lit.



LED Illuminated Diagram



**CANYON**  
PRINT & SIGNS  
67990 E. Palm Canyon Drive  
Cathedral City, CA 92234  
760.832.8433

Business Name:  
**Four Twenty Bank**  
Business Address:  
296 S Palm Canyon Dr.  
Palm Springs, CA 92262  
Designer:  
GA

Phone :  
Fax:  
Date: 1-28-2021

Building Linear Footage  
115 sqft  
Circle Sign SQFT  
36 sqft  
TENANT Sign SQFT  
15.5 sqft

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Client Approval

Landlord Approval

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# Four Twenty Bank

## SIGN PROGRAM

January 18, 2021

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**CANYON**  
PRINT & SIGNS  
760.832.8433  
68303 Ramon Rd  
Cathedral City CA 92234

# Introduction

The purpose of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

No sign, whether permanent or temporary, including any supporting structure and lighting thereof, shall present any hazard to the safety of pedestrian or vehicular traffic by obstructing the flow of such traffic, by obstructing the sight lines required for the safe movement of pedestrian or vehicular traffic, by interfering with the visibility and effectiveness of any traffic control or warning device or in any other manner.

A zoning compliance sign permit is required prior to the erection, alteration, or relocation of any sign subject to sign guidelines

Signs in conformance with an approved sign program or business name signs which are in conformance with the standards of the maximum allowable sign area for the site may receive approval by the Planning Division in the Community Development Department. City staff will be able to advise you on the appropriate review process. Applications must be submitted on forms provided by the Community Development Department for individual signs and sign programs that require Planning Commission's approval.

# Approved Signs

Illuminated Back lit and Dual lit (Front and Back) sign allowed.  
Company logo and or color allowed.

Max logo high is 84" tall for main "BANK" tenant.  
Max logo high is 6' tall on side of pillar.  
Max letter size for tenants 20"h x 12'w.

All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Color represented in drawing proof are for presentation purposes only, final color product might change. No exposed conduits will be allowed.

Allowed Portable signs:

A. Chalkboards, Blade signs, sandwich boards or PS A-Frames signs.

***No sign should be installed without the written landlord approval and the required city permits.***

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## Sign Requirements II

Transformers boxes will be used to cover and/or conceal transformers. All bolts, fastenings, and clips shall be non “rust prone” and painted to match the exterior building color permitted.

Tenant will be responsible for its sign contractor to indemnify, defend and hold harmless the landlord and its agents from any damage or liability resulting from the contractor’s work.

Sign labels that pertain to construction and installation will be permitted and placed in a conspicuous location for inspections and/or emergencies.

Penetration of the building structure required by installation shall be neatly sealed in a “water tight” condition and painted to match exterior surface.

Sign shall have access and/or adequate “crawl space” for inspection and serving.

No sign shall be permitted that pose a nuisance or hazard.

no exposed lamps, tubing and/or bulbs, shall be permitted.

# Sign Requirements III

Roof Sign or projected sign shall not be permitted.

Temporary identification sign such as: construction, developer, seasonal promotions and/or compliance non illuminated advertising displays permitted as per City of Palm Springs code. Restrictions apply.

Sign contractor to obtain structural construction documents and visit project site to confirm shear wall locations prior to installing signage. No penetrations of any kind in existing shear walls will be allowed without Architect or record's review approval and written documentation approving locations or locations sizes of penetration by structural licensed in the State of California.

Federally registered corporate color are allowed or color as approved by applicable government agencies.

For future building signage, owner/tenant(s) will need to submit exterior elevations showing designated areas for signage, sign exhibits and materials that meet the sign program for the city of Palm Springs approval.

# Sign Requirements

All illuminated signs shall comply with all local building and electrical codes.

All electrical signs will be fabricated by a U.L. Approved sign company,(Canyon Print & Signs) according to U.L. specifications and bear U.L Label.

All costs of signs, installation and permits shall be pay by the owner/tenant and their California C45 licensed Sign Contractor are responsible for fulfilment of all requirements of this sign program.

Sign contractor shall provide owner's with certificate of insurance naming owners and any other designated party as additional insured showing evidence of worker compensation and public liability insurance against all damage suffered or done to any and all persons or property while engaged in the construction or erection of signs in the amount of \$1,000,000.00 per occurrence.

The tenant, the tenant's agent and/or the tenant's sign contractor and/or general contractor shall be responsible for obtaining any and all permits required.

Maintenance of signs is the responsibility of the owner/tenant to maintain all elements of its sign in a first class condition at all times.

Former tenant(s) shall be responsible for the removal of the signage, including: sealing patching, painting, and electrical disconnect(s). Removals to be completed within a 10(ten) day period of lease termination at the tenant's expense. It is required that you use a sign contractor for signage and signage component removal and electrical disconnect, and a painting contractor for finishing and painting work. All repair work must match the building color and texture. Working area must be left in a neat and clean condition and the surface that the sign be left in a new-like or original appearance.

Prohibited Signs include the following:

- A. Signs emitting audible sounds, orders or visible matter.
- B. Flashing, animated, moving, pulsating, electronic, and reflective and/or search lighting or sign(s).
- C. Banners, except temporary banners for new businesses, limited to 30 days.
- D. Light bulb strips
- E. Signs that simulate traffic signs that may interfere with mislead or confuse pedestrians or vehicular traffic.
- F. Changeable copy signs, either electronically or manually controlled.



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# Submittal Requirements

A sign application consistent with this program shall consist of the following:  
For each proposed sign application on the building, the following shall be specified:

A dimensioned location of each sign in the building and/or property.

A sign dimensions including letter height, color, sign length and sign projection from building.

Color scheme.

Type style or graphic style.

Material being used.

Method of installation / attachment / cross-section.

Site plan indicating the location of the occupant space on the site.

Fabrication and installation details.

Provide an Illustrated representation of the signage and graphic logo superimposed on a photograph where signage is to be located. Provide a photograph to include entire store-front. All permits for the sign(s) and their installation shall be obtained by the sign applicant. The sign application shall satisfy all requirements and specifications.

# Binding Effects

No sign shall be erected, constructed, installed, altered, placed or maintained except in conformance with this program. In case of any conflict between the provisions of this program and any other provisions of City of Palm Springs zoning ordinance.

## **Approvals:**

The design and construction of the tenant's signage must receive written approval by the Landlord and the City of Palm Springs before fabrication and installation.

The landlord written approval shall be submitted to the City, along with a completed City application, approved plans, and fees.

Landlord approval shall be based on the following:

1. Conformity to the provisions of this sign program.
2. Complete information, i.e. contractor's name, company name, address, license number, and workers compensation number. To secure the owners approval, 3 (three) copies of the design drawing of the signage must be submitted directly to the Landlord.

## **Final Inspection of Sign Installation:**

1. The installing sign contractor shall call the City for a final inspection after having installed the sign.
2. The Final Inspection Card must be maintained on file with the Sign Contractor.
3. Signs that deviate from this Sign Program will be removed at the tenant's expense.

This sign program is intended to address nearly all sign types while adhering to city sign codes and facilitating business operations. It is understood that a tenant could have sign needs that may not fit the Sign Program. Landlord and the city of Palm Springs Planning Department will reserve the right to review your sign proposal on a case to case basis. Applicants that fall into this category are strongly encouraged to meet with the landlord and the planning department prior to sign design to review and exhaust all options prior to using said provision due to legal sensitivity and extended lead times of provision.

# Sign Specifications

Specifications for building signs:

Signs shall be individual mounted Reverse lit channel lettering and Front lit individual lettering.

All other letter styles as approved by landlord and City of Palm Springs

All Dual lit channel letters to be fabricated from aluminum, formed into a pan channel configuration with 5" returns stand off from wall.

3" returns for reverse channel letters on tenants.

Sign illumination incorporating L.E.D. modules and low voltage transformers.

Maximum sign area is limited, each tenant is allowed only one (1) suite sign building identification.

Main tenant (Bank) is allowed 2 sign identifications.

Lettering to be single line or double line with logo icon.

Logo icon allowed for Bank.

Signage branding identity may be any color approved by the landlord and the City of Palm Springs, that is considered complimentary to the color palette of the commercial center. The landlord reserves the right to alter the hue of any color to make it more subdued.

# Sign Size And Approve Sign Vendor Specifications

Max logo high is 84" tall for main "BANK" tenant.

Max logo high is 6' tall on side of pillar.

Max letter size for tenants 20"h x 12"w.

All sign fabrication work shall be done by a professional sign contractor possessing current valid state license.

Approved sign contractor



68303 Ramon Rd  
Cathedral City CA 92234

PH: 760.832.8433  
WEB: CANYONPS.COM

**All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Color represented in drawing proof are for presentation purposes only, final color product might change. No exposed conduits will be allowed.**

# Approve sign samples

*Backlit Sign*



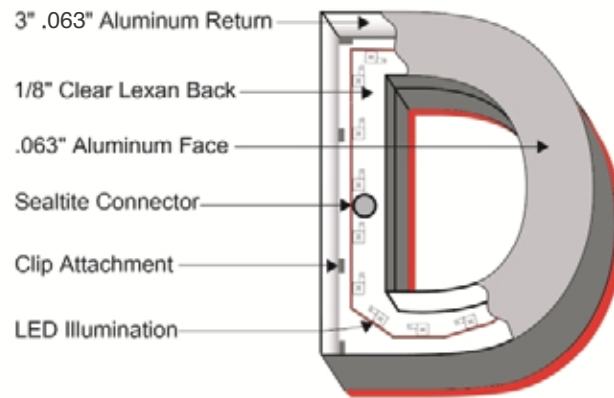
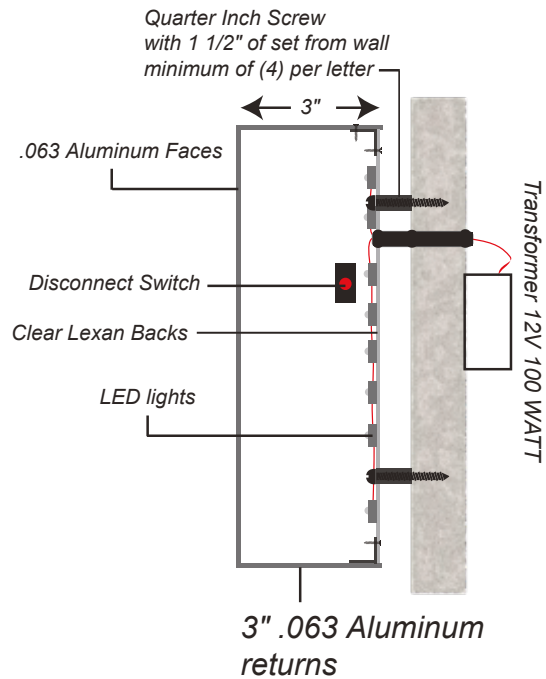
*Dual Lit Sign*



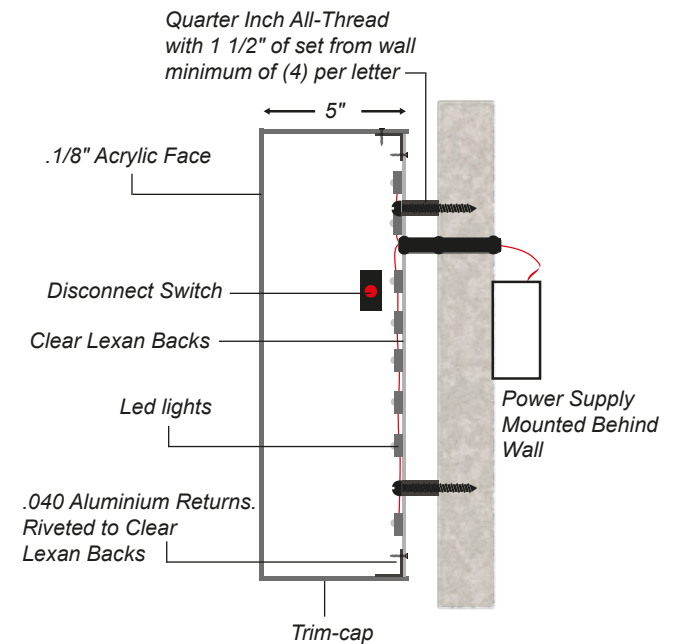
# Sign Construction

Backlit sign use .063 aluminum with lexan backs.  
 Non illuminated signs can be up to 1/2" thick material.

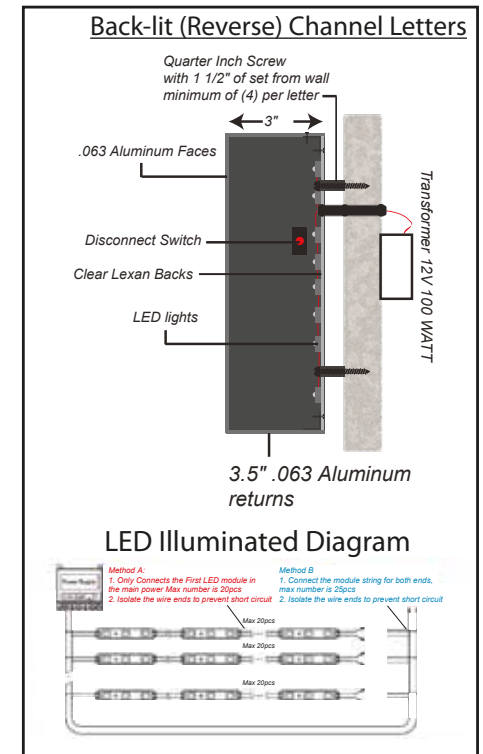
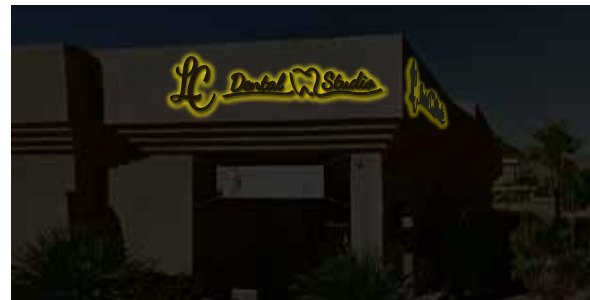
## Backlit Sign



## Dual-lit Sign

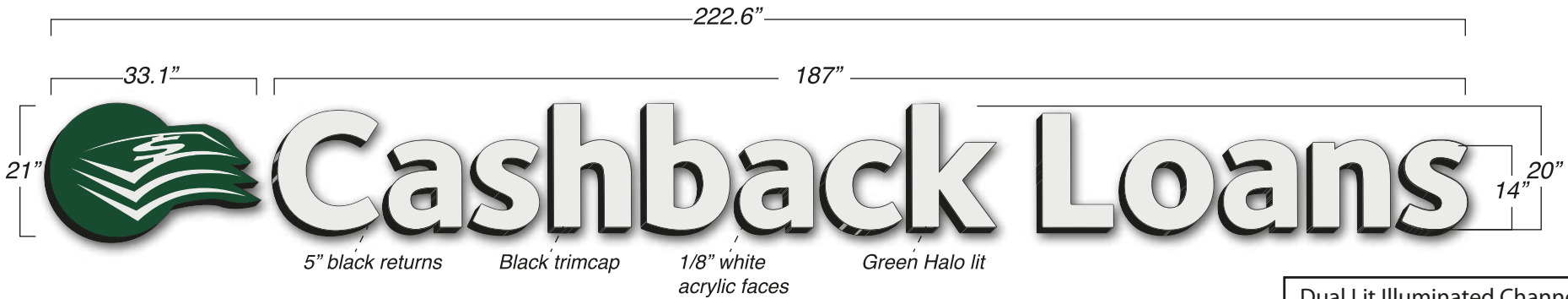


# Sign Design Sample (Halo Lit)

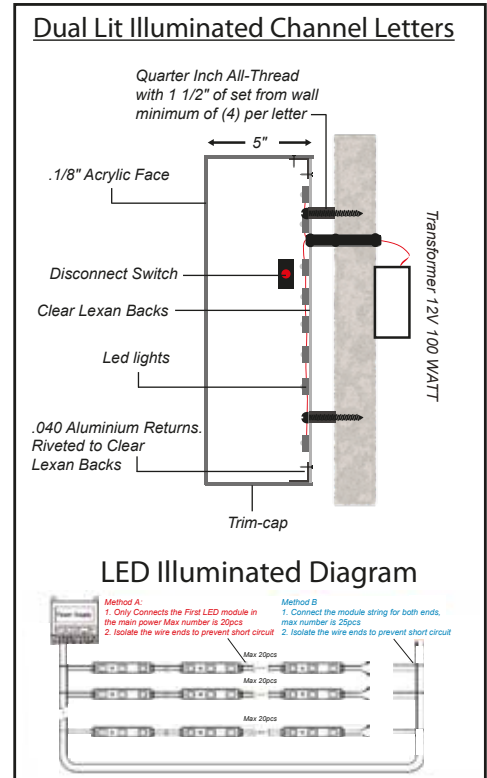
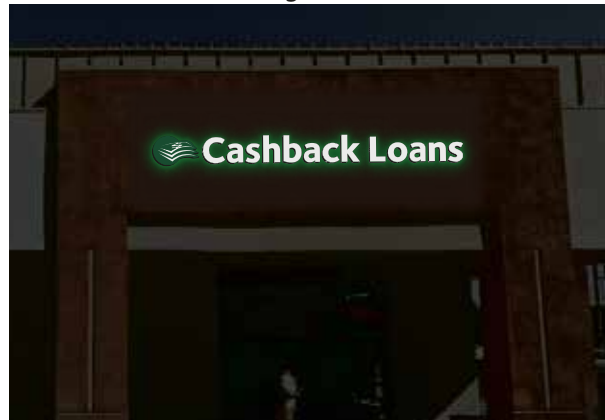




# Sign Design Sample (Dual Lit)



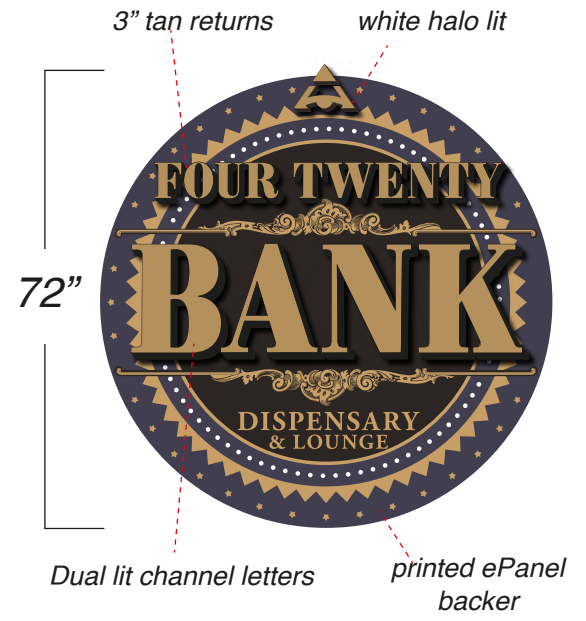
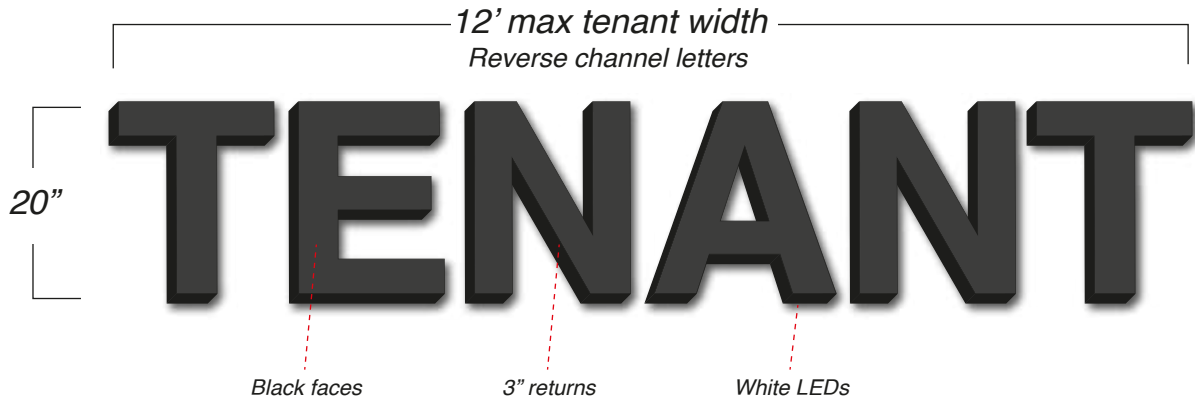
Night view



# West elevation



# South elevation



20" h letters  
144" w max sign  
size tenants

72" h letters  
max sign size  
tenants

