DATE: March 1, 2021 NEW BUSINESS

SUBJECT: A PROPOSED SIGN PROGRAM BY RIVERSIDE UNIVERSITY HEALTH

SYSTEM FOR A MULTI-TENANT CENTER LOCATED AT 191 NORTH

SUNRISE WAY (APN 508-070-042); (CASE 20-004 SP. (KL)

FROM: Development Services Department

#### SUMMARY:

The proposed sign program provides coordinated signage for a multi-tenant parcel at the northwest corner of Sunrise Way and Tahquitz Canyon Way. The proposed sign program deviates slightly from the basic provisions of the sign ordinance to accommodate site specific characteristics.

#### RECOMMENDATION:

Recommend that the Planning Commission approve the sign program as submitted.

#### BACKGROUND INFORMATION:

The subject center is comprised of two parcels that together total roughly four (4) acres. Riverside University Health System will be occupying a new 35,000-square foot building on the main parcel. A small parcel that is part of the center at the corner of Tahquitz and Sunrise is currently undeveloped. The center has three street frontages: Tahquitz Canyon Way, Sunrise Way and Andreas Road.

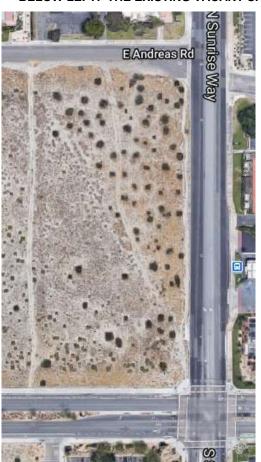
The proposed sign program includes monument and accessory signs on each of the three street frontages and wall signs on the three street frontages for the main building. Signage is also proposed on the parking lot side of the main building. The monument sign along Sunrise Way has provision for the future tenants in the small pad building at the corner of the center.

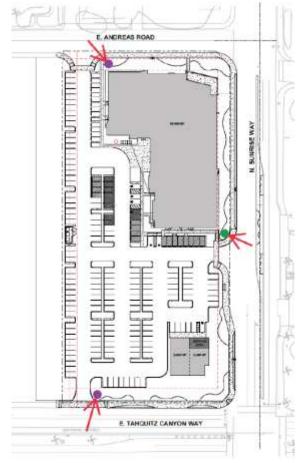
Neighborhood Meeting/Notification		
February 25, 2021	Agenda posting and distribution to neighborhood organizations within a 1-mile radius of the subject parcel.	

Field Check

February 23, 2021 Site visit by the planner

#### BELOW LEFT: THE EXISTING VACANT SITE. BELOW RIGHT: PROPOSED DEVELOPMENT





BELOW A PEDESTRIAN VIEW OF THE BUILDING



#### **DETAILS OF APPLICATION REQUEST:**

Site Area	
Net Acres	3.75 Acres

Surrounding	Existing Land Use	Existing General Plan	Existing Zoning	
Property	Per Chapter 92	Designation	Designation	
Subject	Vacant	Tourist Resort	Neighborhood	
Property	Vacant	Commercial (TRC)	Commercial (NC)	
North	Commercial / Office	Medium Density	Med. Density	
NOTH	Commercial / Office	Residential (MDR)	Residential	
South	Commercial / Office	Tourist Resort	Neighborhood	
South		Commercial (TRC)	Commercial (NC)	
Foot	Commercial / Office /	Tourist Resort	C-1AA / PD	
East	Auto Service Station	Commercial (TRC)		
West	Vacant	Tourist Resort	Resort Attraction	
		Commercial (TRC)	(RA)	

Specific Plan Area	Compliance
Section 14 Specific Plan	Υ

#### ANALYSIS:

Zoning Code Section 93.20.05 ("Commercial and Industrial Business") provides the basic regulations for the subject project. The project is analyzed for conformance with this and other relevant sections of the sign ordinance below. The signs denoted are allowed on each street frontage.

The project deviates from the parameters of the sign ordinance as follows;

1. One main sign per street frontage.

In addition to a main wall sign on each street frontage the program proposes a second main sign in the form of a monument sign along Sunrise Way.

2. One sign facing the parking lot.

The sign ordinance does not accommodate signs facing public rights-of-way and parking lots.

3. Internally illuminated accessory signs.

The sign ordinance does not allow internally illuminated accessory signs. The monument sign and accessory signs are proposed to be internally illuminated.

The table below evaluates the proposed signs for conformance with those permitted by ordinance.

Type of Sign	Maximum Allowable	Proposed	Conforms?
Main Sign	Wall Signs:  • Andreas Rd: Max area 89 sf  • Tahquitz: Max area 89 sf  • Sunrise: Max area 132 sf  • Internally Illuminated - OK	Wall Signs:  Andreas Rd; Max area 89 sf Tahquitz: Max area 89 sf Sunrise: Max area: 132 sf Internally Illuminated	Yes
Freestanding/ Monument Sign (93.20.08,I)	Max height: 8 ft Max area: 20 sf	Max height: 8 ft; Max area: 5.66 sf	Yes
Accessory Sign	Max area: 4 sf, non-illuminated	2 such: Max area: 4 sf Internally Illuminated	Area: Yes Ltg: No
Sign for Parking Lot	Code allows main signs on each street frontage only	Parking Lot sign, internally illuminated, 55 sf	No

Pursuant Zoning Code Section 93.20.08 (H,4) sign programs may be approved by the Planning Commission that deviate from the parameters of the sign ordinance if the following findings can be made:

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 of the Sign Ordinance will not give adequate visibility to the signage;

The project site is large, at roughly four acres in area and the main building on the site is also very large, at over 35,000 square feet. The building is placed close to the street frontage along Sunrise Way to maintain consistent alignment of structures on the streetfront. Its main pedestrian entry is on the west side facing the parking lot. The physical characteristics of the property and the orientation and design of the structure will not give adequate visibility to the wall signage. Furthermore, Sunrise Way is a major thoroughfare with posted speeds of 40 miles per hour and the monument sign will assist motorists in identifying the building. The accessory signs at the entries to the parking lot assist in locating the parking lot entries. This finding can be affirmatively met.

b. That 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 signs conform to the area limits imposed by the sign ordinance and are compatible with the design of the building. The signs are appropriately scaled and conform in terms of height. The request to add a monument sign along Sunrise Way is necessary to afford good visibility to passing motorists looking for the center and the sign facing the parking lot provides clear way-finding to the building's main entry which does not face a public street. The accessory signs along Tahquitz Canyon Way and Andreas also are necessary way-finding tools for motorists approaching the center who

Architectural Advisory Committee Staff Report SP 20-004 – Riverside University Health System Sign Program March 1, 2021 – Page 5 of 5

may not be able to easily see the signs on the building or the location of the parking lot entries. Internally illuminating the lettering on these signs is discreet and appropriate given the limited amount of street lights in the vicinity. This finding can be affirmatively met.

c. That the approved program is compatible with the surrounding property and not contrary to the purpose of the Sign Ordinance.

The proposed sign program is very similar to the sign program approved for the multi-building / multi-tenant center on the south side of the same corner (Rite-Aid & Eisenhower Health) with a combination of building wall signage and monument signs. The purpose of the sign ordinance is to provide equitable signage for all businesses. The proposed sign ordinance meets the purpose of the sign program and therefore this finding can also be affirmatively made.

#### Architectural Review Criteria:

The proposed sign program is evaluated under PSZC Section 94.04.00(D) (*Architectural Review*) as follows:

	Guidelines [PSZC 94.04.00(D)]	Compliance
8.	Signs and graphics, as understood in architectural design	Υ
	including materials and colors.	
	The proposed signage and graphics are professional in their	
	appearance, well integrated with the architecture of the building,	
	and are proposed in durable materials. Colors and graphics	
	conform to the tenants proprietary logo graphics and colors	

#### CONCLUSION:

The proposed sign program provides a coordinated signage approach to this multitenant parcel. The sign program deviates slightly from the sign ordinance in order to achieve signage from both the vehicular and pedestrian perspective. The findings for approval of the application can be affirmatively made and thus, it would be appropriate for the AAC to recommend that the Planning Commission approve the sign program as proposed.

Ken Lyon, RA Associate City Planner

David Newell, AICP, Assistant Director of Planning

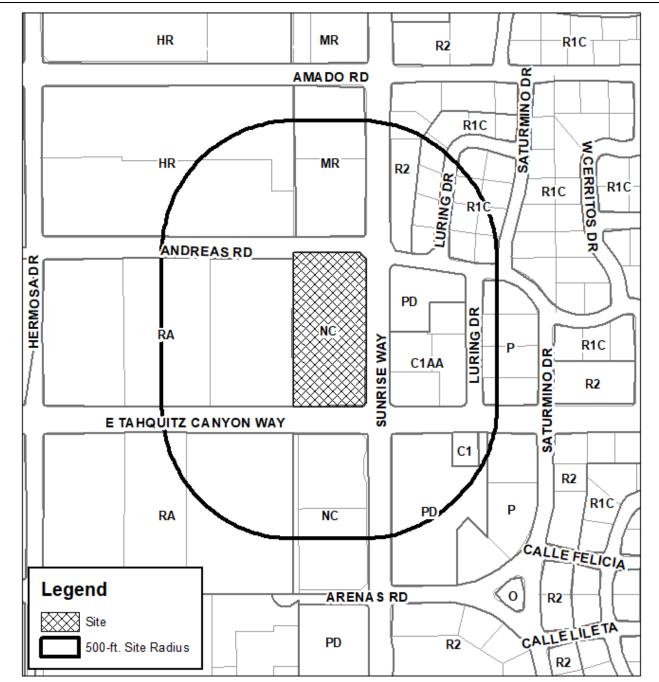
#### **ATTACHMENTS**:

- 1. Vicinity Map
- 2. Sign Program



## Department of Planning Services Vicinity Map





### CITY OF PALM SPRINGS

**CASE NO:** 3.4132 MAJ

**LOCATION**: Northwest corner of Sunrise Way and Tahquitz Canyon Way





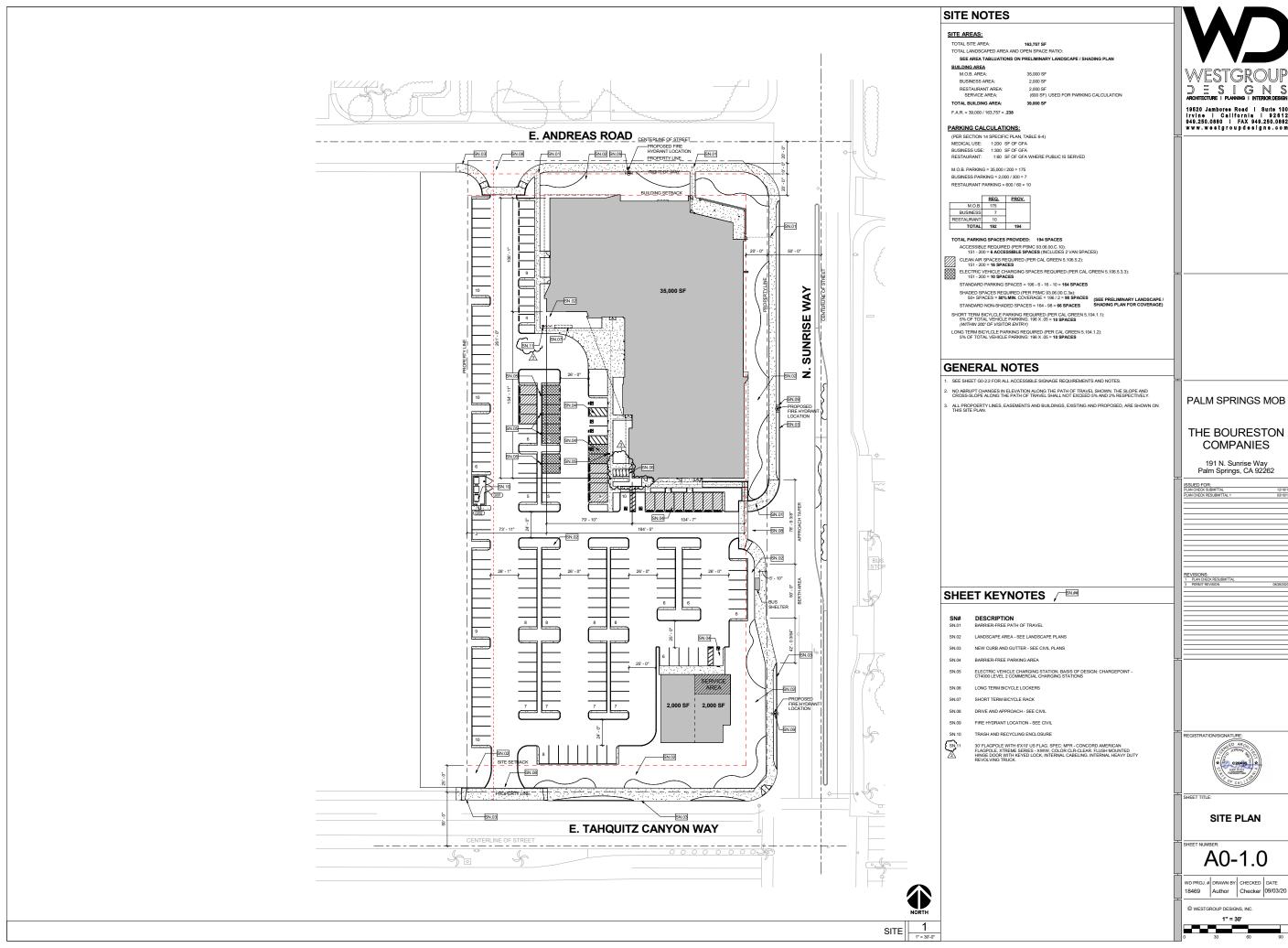
# Palm Springs Community Health Center

Exterior Wayfinding Signage DO# 71057









19520 Jamboree Road | Suite 100 | Irvine | California | 92612 949.250.0880 | FAX 949.250.0882 | www.westgroupdesigns.com

PALM SPRINGS MOB

COMPANIES

SITE PLAN

A0-1.0

WD PROJ. # DRAWN BY: CHECKED DATE
18469 Author Checker 09/03/20



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Building ID - 1\_B

**DESIGNER:** CPA/Dana/Dorothy

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

**START DATE:** 10/5/20

REVISION DATE(s): 1/18/21, 1/19/21,02/23/21

FOR FUSION **USE ONLY** 

0.25 XXX 0.00 XXX 0.00 XXX 0.00 XXX 0.00 XXX 0.00





#### M1 F3 P1 P2 P3 P4

CHANNEL LOGO WITH FRONT ILLUMINATION, TRIM CAP AND RETURS TO MATCH EACH CORPORATE COLOR. FACE ILLUMINATION TO BE 3M DIGITAL PRINT MEDIA TO MATCH PMS CORPORATE COLORS

CHANNEL LETTERS WITH FRONT ILLUMINATION, TRIM CAP AND RETURNS TO MATCH EACH CORPORATE COLOR. FACE ILLUMINATION TO BE 3M DIGITAL PRINT MEDIA TO MATCH PMS CORPORATE COLORS.

#### **COLORS & MATERIALS**









MATERIALS M1

INTERNALLY ILLUMINATED SYMBOL/IDENTIFICATION

Internally Illuminated Exterior Signage

Do not exceed a luminance of 200 cd/m<sup>2</sup> (nits) during nighttime hours and 2000 cd/m<sup>2</sup> (nits) during

SIGN HEIGHT 36" O.A. / 11.5" : R = 2.1" SIGN DEPTH 3"

FACE MATERIAL **ACRYLIC** 

MAX MODS PER SERIES: 75 150 MODULES PER 60W PS SPACE ROWS @ 4" O.C.

AMP DRAW: 2.2A ESTIMATED PRODUCT PER SIGN (216) TRUE WHITE QWIK MOD 1 MODULES (PL-QM1-TW110-P) 87FT TRUE WHITE QWIK MOD 1 MODULES (2) 60W POWER SUPPLIES (PL-60-12-U)

APPROVAL (AS IS)

APPROVAL (WITH CHANGES)

COLORS MAY VARY DEPENDING ON DISPLAYS, PRINT-OUTS, ETC - THEREFORE THIS CONCEPT IS NOT A TRUSTWORTHY SOURCE FOR COLOR ACCURACY IF COLORS ARE A CONCERN PLEASE REQUEST COLOR OR MATERIAL SAMPLES FROM YOUR FUSION SALES REPRESENTATIVE REFORE SIGNING

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**Building ID** 

 As noted Xxx

Xxx

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Xxx

**COLOR AS NOTED** 

**SCALE: 1/2" = 1'** 



P: 951.682.9660 F: 951 682 9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Building ID - 2 B

**DESIGNER:** CPA/Dana/Dorothy

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

**START DATE:** 10/5/20

REVISION DATE(s): 1/18/21, 1/19/21, 02/22/21, 02/23/21

0.25 XXX 0.00 FOR FUSION XXX 0.00 XXX 0.00 **USE ONLY** XXX 0.00 XXX 0.00

ART IS PRODUCTION READY YES 🕠 💮



M1

Internally Illuminated Exterior Signage

Do not exceed a luminance of 200 cd/m<sup>2</sup> (nits) during nighttime hours and 2000 cd/m<sup>2</sup> (nits) during

SIGN HEIGHT 36" O.A. / 11.5" : R = 2.1" SIGN DEPTH

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**Building ID** 

 As noted Xxx

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DESIGN ORDER# 71057



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Building ID Illuminated Detail

**DESIGNER:** CPA/Dana

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

**START DATE: 10/5/20** 

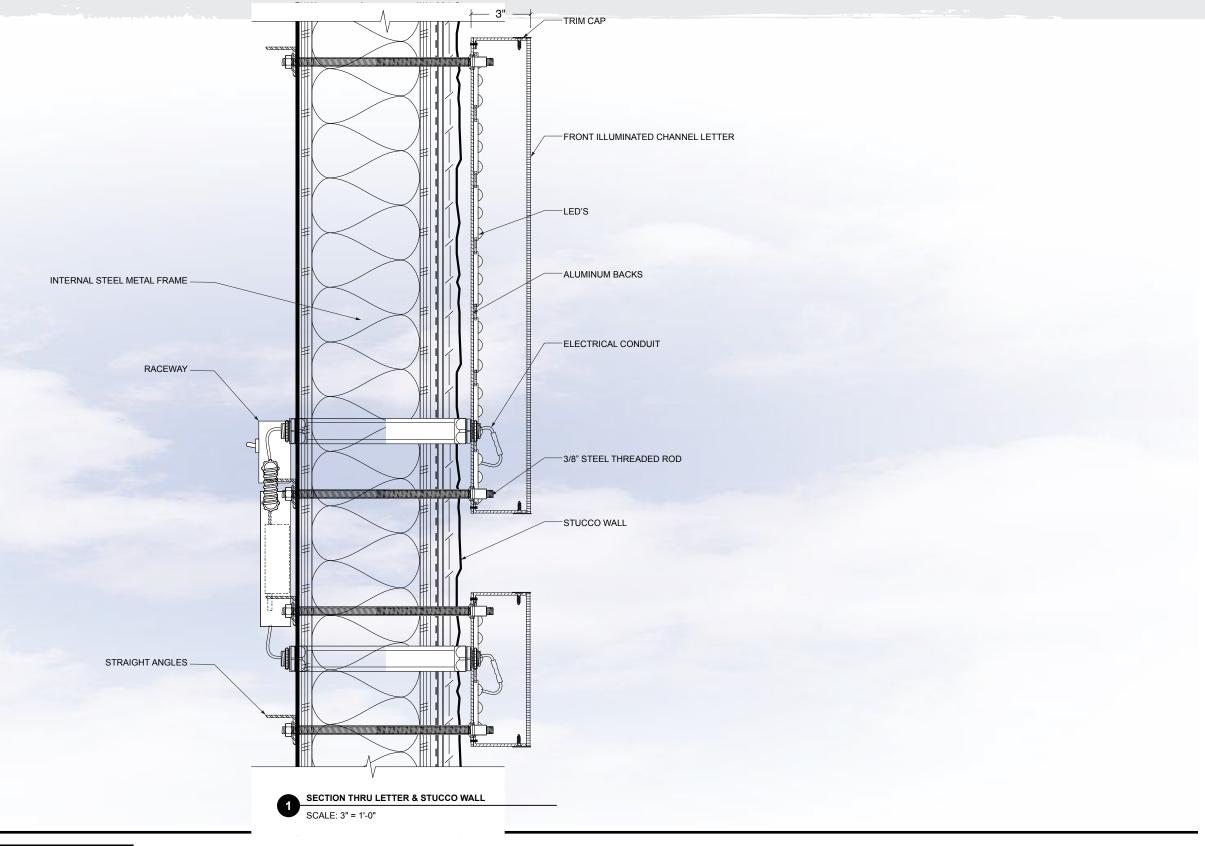
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ART IS PRODUCTION READY YES 🚺 NO



APPROVAL (AS IS) APPROVAL (WITH CHANGES) COLORS MAY VARY DEPENDING ON DISPLAYS, PRINT-OUTS, ETC - THEREFORE THIS CONCEPT IS NOT A TRUSTWORTHY SOURCE FOR COLOR ACCURACY.

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P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Building ID Locations - 1\_B

**DESIGNER:** CPA/Dana

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

**START DATE: 10/5/20** 

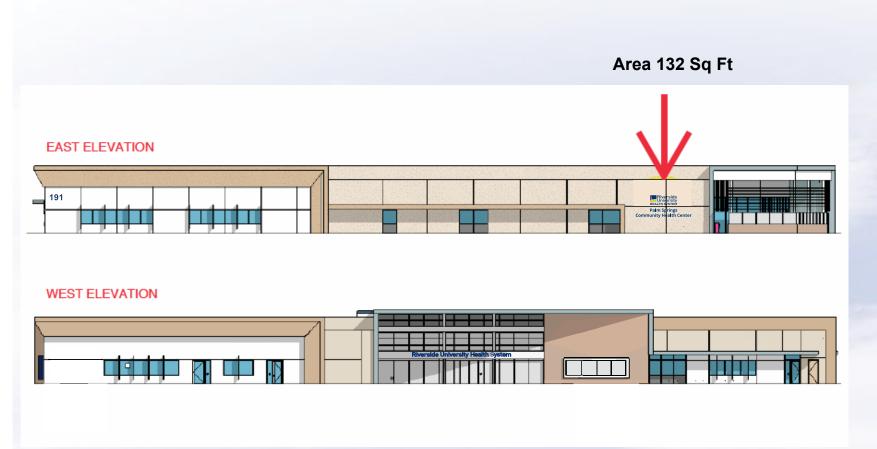
REVISION DATE(s): 10/9/20, 11/10/20, 1/18/21

 
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ART IS PRODUCTION READY YES NO





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**COLOR AS NOTED** 

**SCALE: NTS** 



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

**DESIGNER:** CPA/Dana/Dorothy

FILE NAME: Primary Site ID - 1\_B

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

**START DATE:** 10/5/20

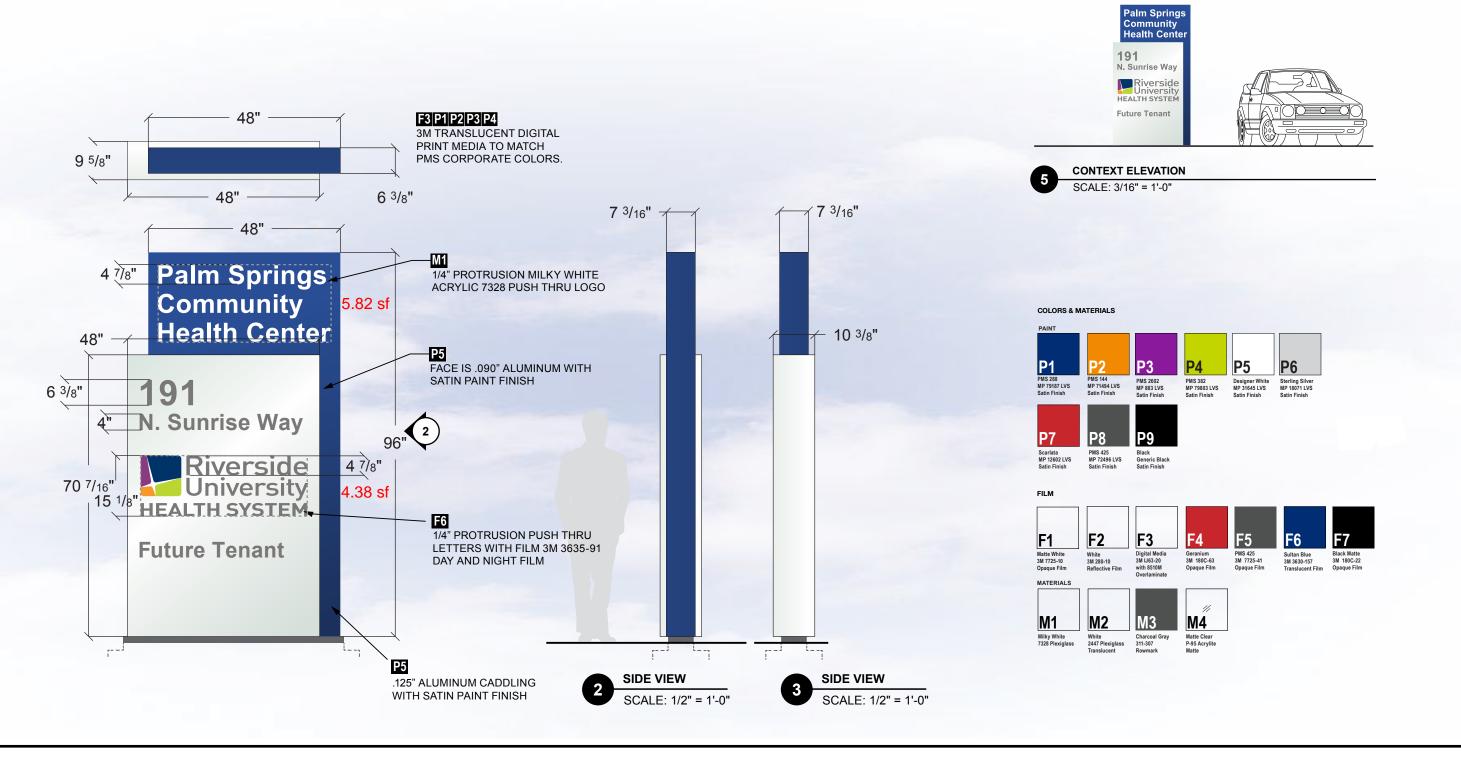
REVISION DATE(s): 10/9/20, 11/10/20, 02/22/21

FOR FUSION **USE ONLY** 

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APPROVAL (AS IS)

APPROVAL (WITH CHANGES)

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Xxx



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

**DESIGNER:** CPA/Dana/Dorothy

FILE NAME: Primary Site ID - 2\_D

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

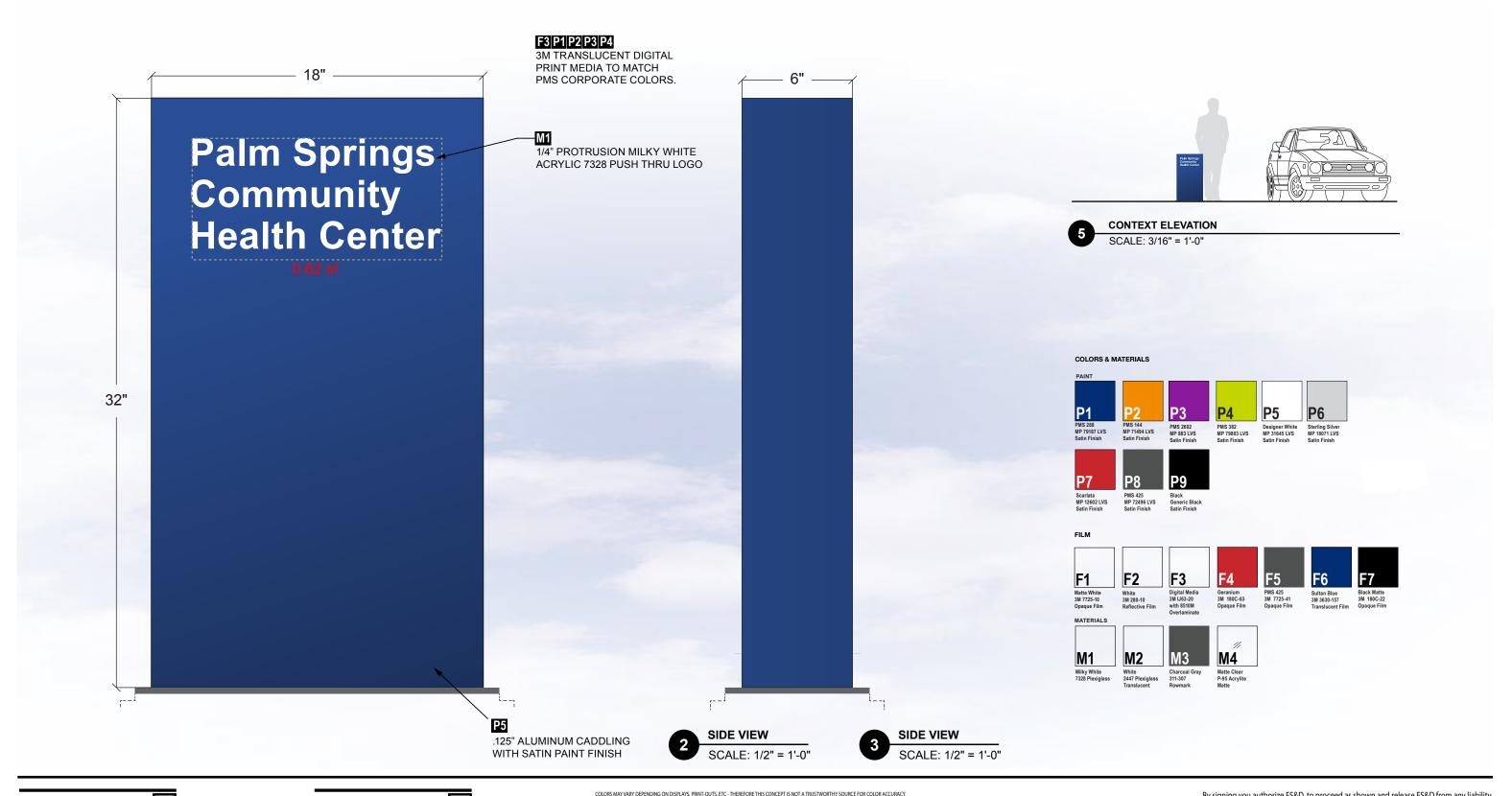
**START DATE:** 10/5/20

REVISION DATE(s): 10/9/20, 11/10/20, 1/18/21, 1/19/21, 02/22/21

FOR FUSION **USE ONLY** 

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IF COLORS ARE A CONCERN PLEASE REQUEST COLOR OR MATERIAL SAMPLES FROM YOUR FUSION SALES REPRESENTATIVE REFORE SIGNING.

APPROVAL (AS IS)

APPROVAL (WITH CHANGES)

Xxx Xxx

Xxx

**COLOR AS NOTED** 

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P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Primary Site Locations\_A

**DESIGNER:** CPA/Arnel

**PROJECT:** Palm Springs - 71057

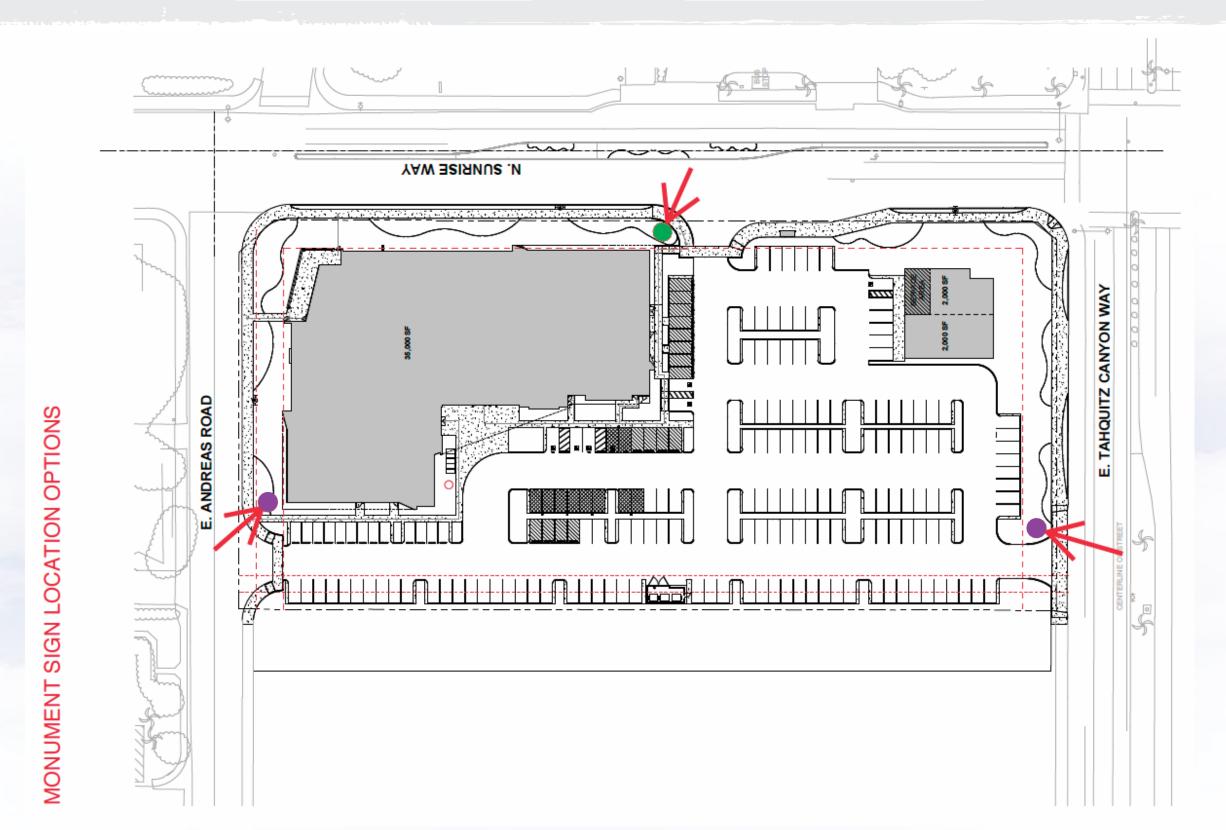
**ACCOUNT MANAGER: Rachel** 

**START DATE: 10/5/20** 

REVISION DATE(s): 1/19/21

0.25 XXX 0.00 **FOR FUSION** XXX 0.00 XXX 0.00 XXX 0.00 **USE ONLY** XXX 0.00





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· As noted

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Xxx

Xxx Xxx

**SCALE: NTS** 

DESIGN ORDER# 71057



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

**DESIGNER:** CPA/Dana

FILE NAME: Building ID Canopy Sign\_A

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

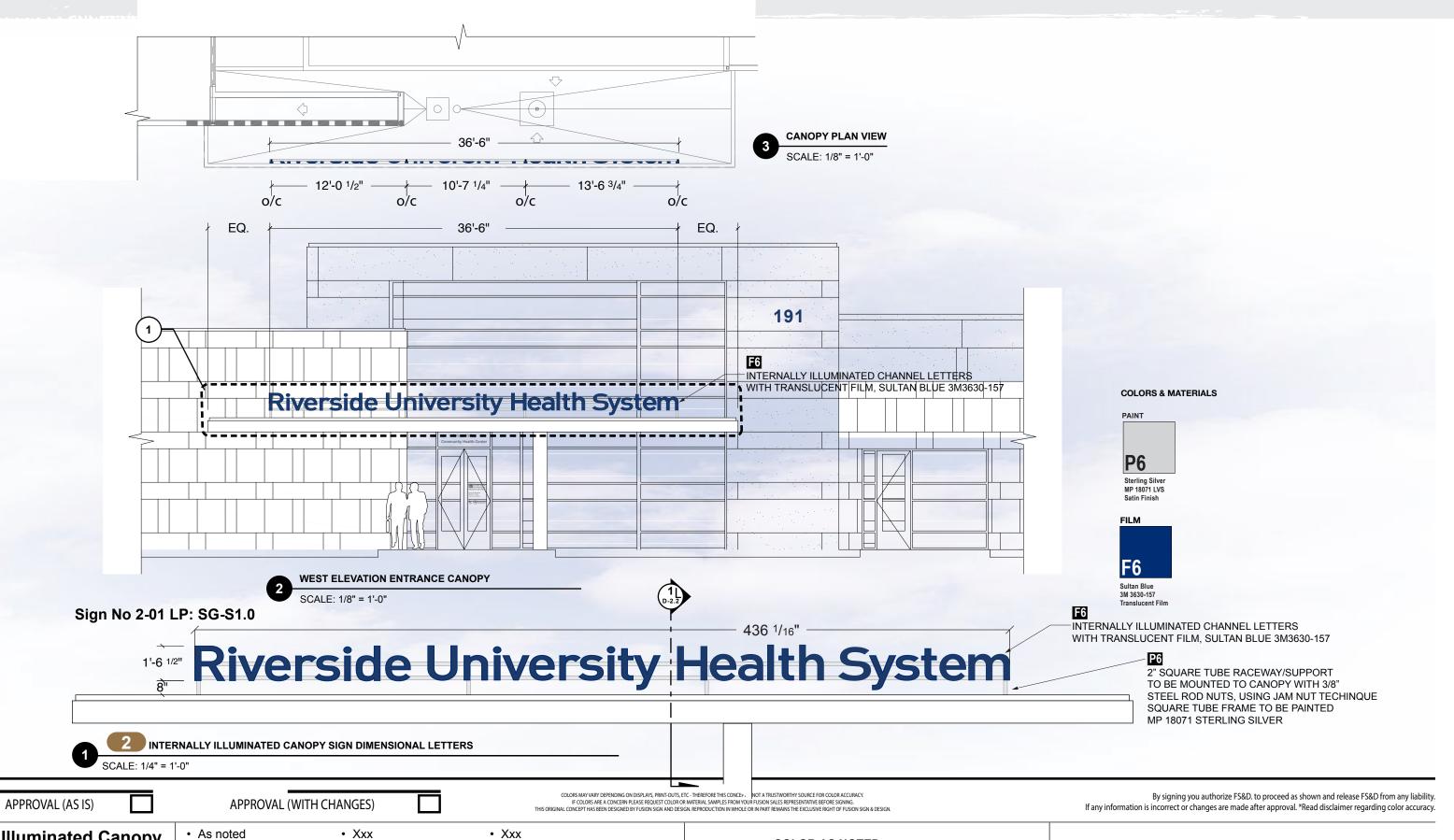
**START DATE: 10/5/20** 

REVISION DATE(s): 10/9/20

FOR FUSION **USE ONLY** 

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Xxx

**COLOR AS NOTED** 

**SCALE: As noted** 

DESIGN ORDER# 71057



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Building ID Canopy Sign Details

**DESIGNER:** CPA/Dana

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER: Rachel** 

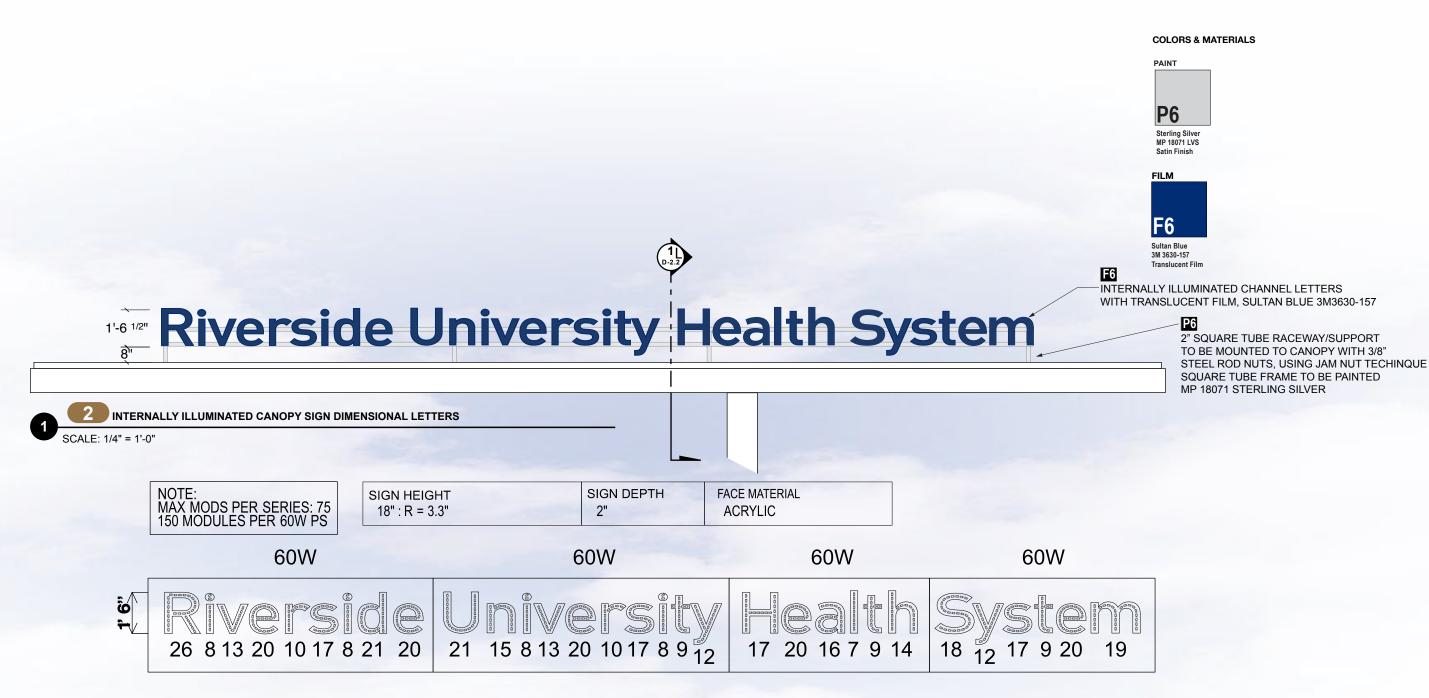
**START DATE: 10/5/20** 

REVISION DATE(s): XX/XX/XXXX

FOR FUSION **USE ONLY** 

DESIGNER | HOURS DESIGNER | HOURS 0.25 XXX 0.00 XXX 0.00 XXX 0.00 XXX 0.00 XXX 0.00





AMP DRAW: 4.4A **ESTIMATED PRODUCT PER SIGN** (496) TRUE WHITE QWIK MOD 1 MODULES (PL-QM1-TW110-P) 199FT TRUE WHITE QWIK MOD 1 MODULES (4) 60W POWER SUPPLIES (PL-60-12-U)

APPROVAL (AS IS) APPROVAL (WITH CHANGES) COLORS MAY VARY DEPENDING ON DISPLAYS, PRINT-OUTS, ETC - THEREFORE THIS CONCEPT IS NOT A TRUSTWORTHY SOURCE FOR COLOR ACCURACY. IF COLORS ARE A CONCERN PLEASE REQUEST COLOR OR MATERIAL SAMPLES FROM YOUR FUSION SALES REPRESENTATIVE REFORE SIGNING

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**Illuminated Canopy** Sign Letters

 As noted Xxx

Xxx

 Xxx Xxx Xxx

Xxx

Xxx

Xxx

SCALE: As noted



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com **CLIENT:** Pacific Construction Group

FILE NAME: Building ID Canopy Sign Details - 2

**DESIGNER:** CPA/Dana

**PROJECT:** Palm Springs - 71057

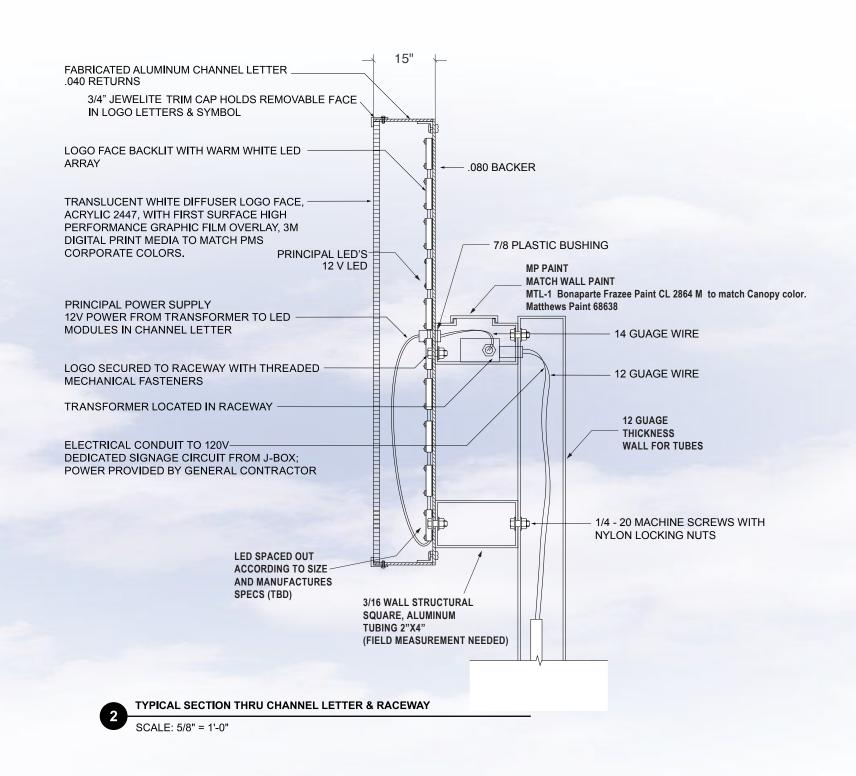
**ACCOUNT MANAGER: Rachel** 

**START DATE:** 10/5/20

REVISION DATE(s): XX/XX/XXXX

DESIGNER | HOURS | DESIGNER | HOURS 0.25 XXX 0.00 **FOR FUSION** XXX 0.00 XXX 0.00 **USE ONLY** XXX 0.00 XXX 0.00

ART IS PRODUCTION READY YES 🚺 NO



APPROVAL (AS IS) **APPROVAL (WITH CHANGES)** Xxx

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Xxx

Xxx

Xxx



P: 951.682.9660 F: 951.682.9665 www.fusionsign.com CLIENT: Pacific Construction Group

FILE NAME: Building Address\_B

DESIGNER: CPA/Dana

**PROJECT:** Palm Springs - 71057

**ACCOUNT MANAGER:** Rachel

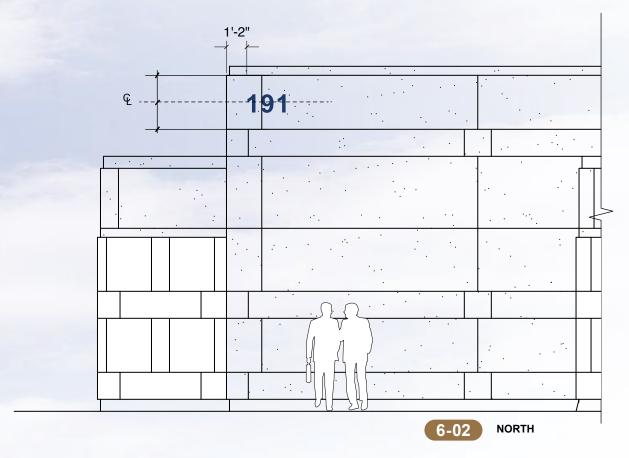
**START DATE**: 10/5/20

REVISION DATE(s): 10/9/20, 11/10/20, 1/19/21





Sign No 6-01 LP: SG-S1.0



SCALE: 3/16" = 1'-0"

APPROVAL (AS IS) APPROVAL (WITH CHANGES)

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