



# ARCHITECTURAL ADVISORY COMMITTEE MEMORANDUM

DATE: JUNE 21, 2021

CONSENT

SUBJECT: FLWR CO. DISPENSARY AND LOUNGE REQUESTING APPROVAL FOR ONE SIGN AT FORTY-SIX (46) SQUARE FEET PLACED ON THE EXISTING MONUMENT SIGN OF A CANNABIS DISPENSARY LOCATED AT 577 EAST SUNNY DUNES ROAD, ZONE C-M. (CASE 21-054 SI)(AP)

FROM: Development Services Department

## SUMMARY

The Architectural Advisory Committee to review size and design of proposed signage for the existing building located at 577 East Sunny Dunes Road. Proposed sign to be forty-six (46) square feet placed on the face of an existing monument sign. Business signage for a cannabis dispensary and lounge is subject to Section 93.23.15(F)(3)(a) for architectural review.

### RECOMMENDATION:

To approve as submitted.

### BACKGROUND:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1963	Building constructed.
5/12/2021	City administrative permit for cannabis dispensary and lounge issued.

According to City Records, the property at 577 East Sunny Dunes Road is approximately .21 acres in size and is within the Commercial Manufacturing (C-M) Zone. The single-story building was constructed in 1963 for commercial uses. The site is within a light industrial/commercial area bordered by a variety of businesses including thrift shops, a bar and a bakery.

### ***Surrounding land uses for property at 577 East Sunny Dunes Road***

<i>Surrounding Property</i>	<i>Existing Land Use Per Chapter 92</i>	<i>Existing General Plan Designation</i>	<i>Existing Zoning Designation</i>
Subject Property	Industrial	MU (Mixed-Use)	CM (Commercial Manufacturing Zone)

North	Retail, Bakery Use & Bar	NCC (Neighborhood Community Commercial)	CM (Commercial Manufacturing Zone)
South	Industrial Uses and Retail	MU (Mixed-Use)	CM (Commercial Manufacturing Zone)
East	Vacant	MU (Mixed-Use)	CM (Commercial Manufacturing Zone)
West	Retail Use	MU (Mixed-Use)	CM (Commercial Manufacturing Zone)

**ZONING CODE REQUIREMENTS:**

Pursuant to Palm Springs Zoning Code Section 92.09.01(A)(4), cannabis dispensaries and cannabis lounges are permitted in the C-M 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.

<b>Main Identification Signs</b>		
<b>Allowed</b>	<b>Proposed</b>	<b>Meet Code?</b>
One sign per street frontage at 1 sq ft per lineal frontage = 49 feet building frontage	- Sign request at 46-sq ft	Yes

**SIGN DESIGN:**

The dispensary is proposed within a 1,197-square-foot tenant space within an existing multi-unit building. Approximately 859-square feet of the proposed cannabis facility will be utilized as retail space, with the remaining square footage as ancillary office/storage space. The proposed sign will be a maximum size of forty-six (46) square feet and will be an internally illuminated, single-faced monument sign with illuminated reverse channel address letters. The new sign will be located on an existing monument sign.



Proposed Sign



**CONCLUSION:**

Based upon the above criteria, Staff believes that the proposed sign is a simple design placed in an appropriate location and conforms to the standards of the PSZC. Staff recommends approval.

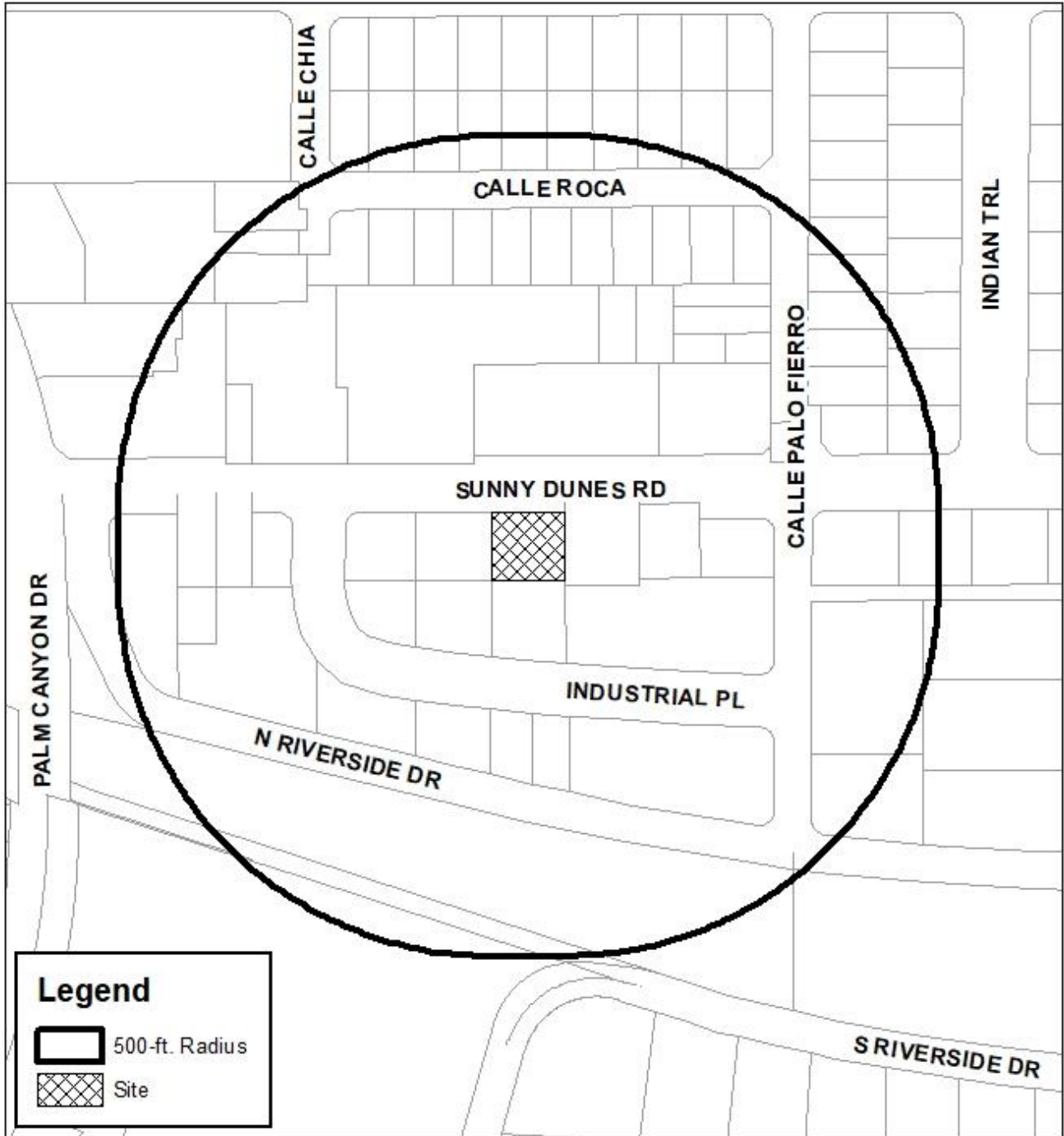
  
\_\_\_\_\_  
Alex Perez  
Assistant Planner

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

- Attachments:
1. Vicinity Map
  2. Sign Plans



# Department of Planning Services Vicinity Map



**Legend**

-  500-ft. Radius
-  Site

CITY OF PALM SPRINGS  
577 East Sunny Dunes Road



**PERMIT DRAWINGS**

INTERNALLY ILLUMINATED SINGLE-FACED MONUMENT  
AND ILLUMINATED REVERSE CHANNEL ADDRESS NUMBERS



577 E. SUNNY DUNES ROAD  
PALM SPRINGS, CA 92264

**MAY 18, 2021**

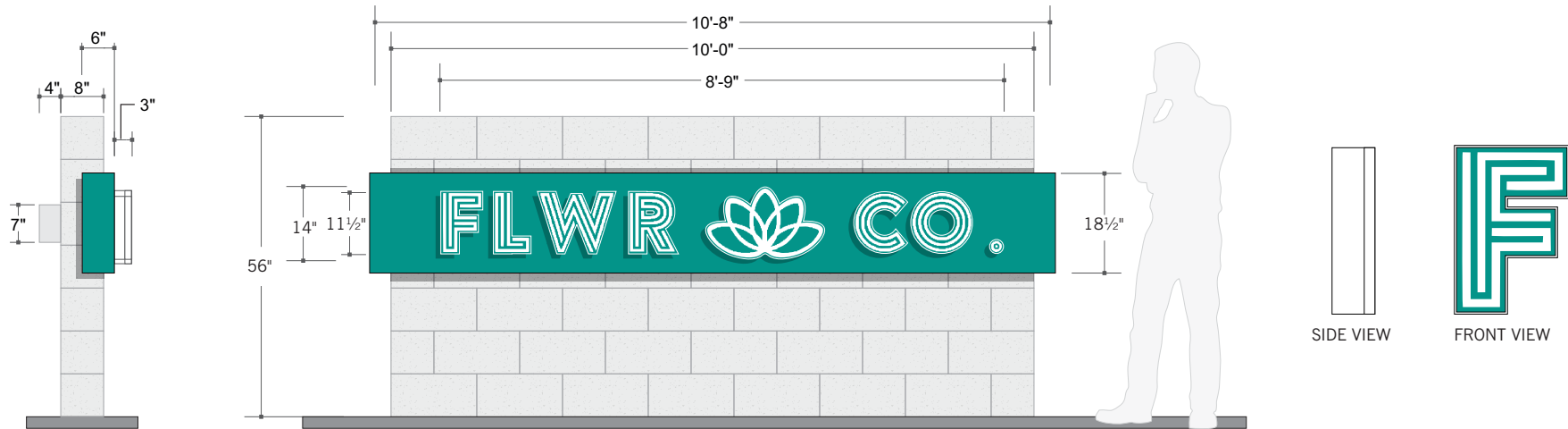


1550 S. GENE AUTRY TRAIL  
PALM SPRINGS, CA 92264

OPTION B



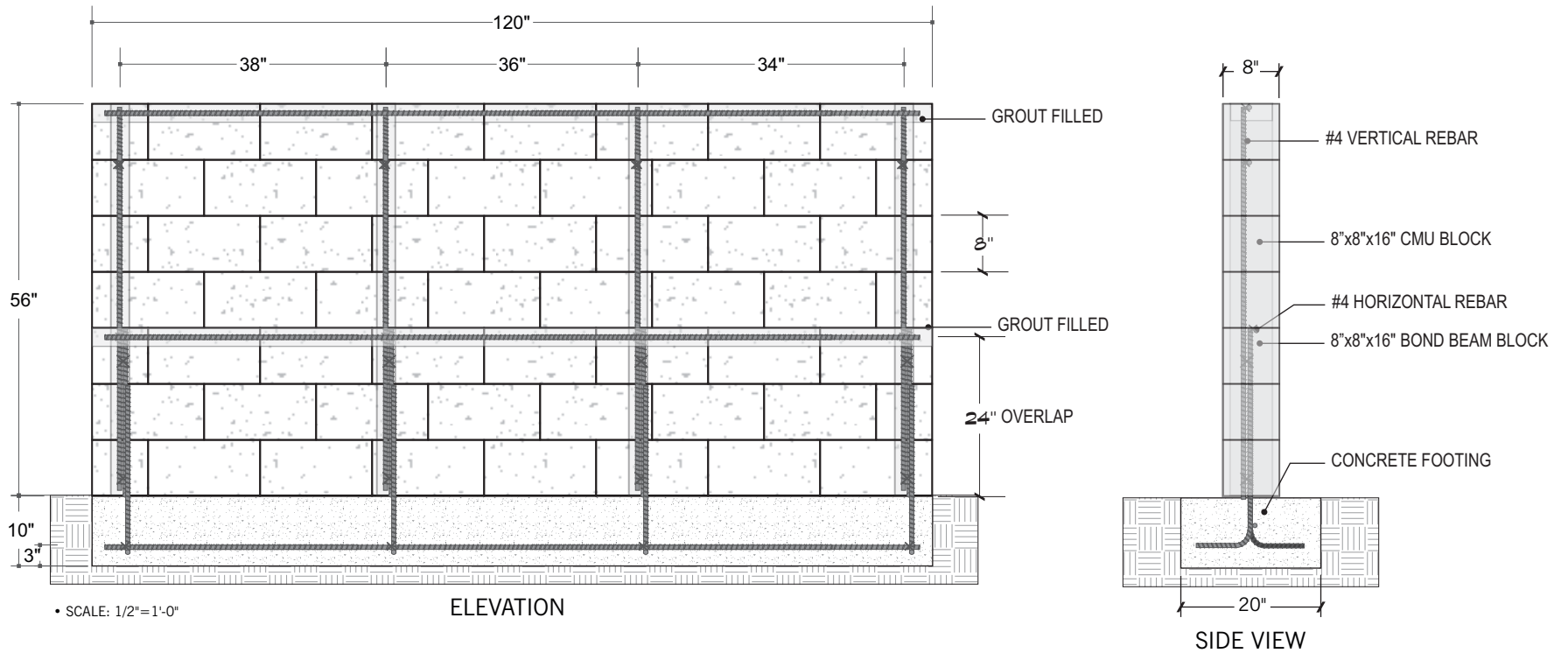
PROPOSED SIGN LOCATION ~ SCALE: 3/16" = 1'-0"

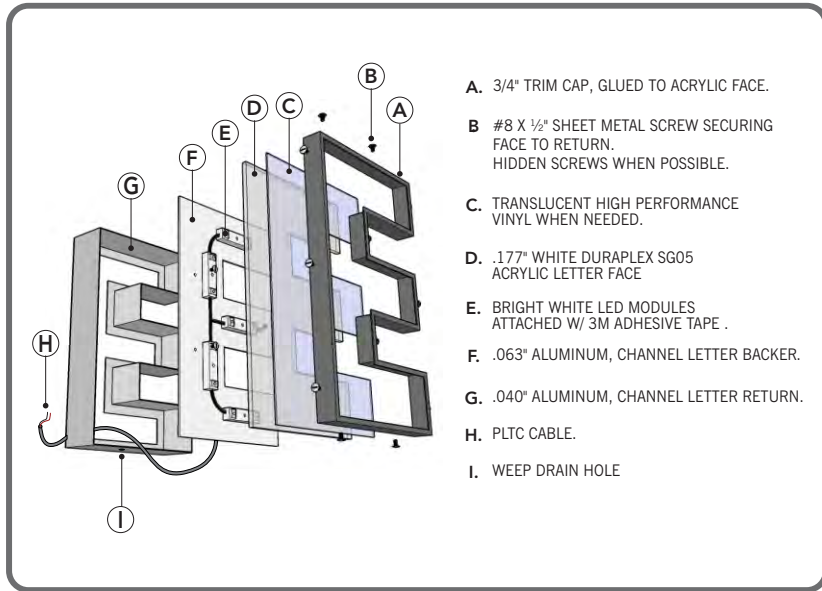


**1** ONE (1) SINGLE-FACED CMU WALL MONUMENT WITH FACE-LIT CHANNEL LETTERS

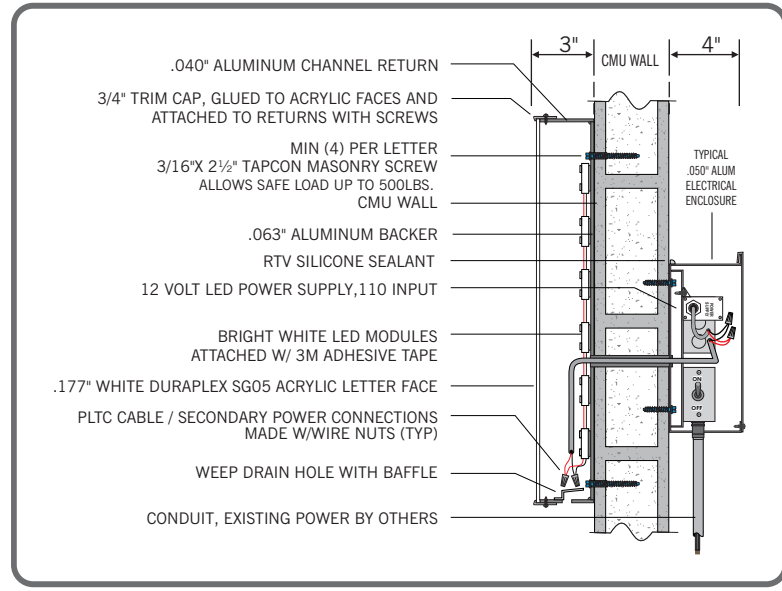
- SCALE: 3/8" = 1'-0"
- CMU BLOCK WALL PAINTED TO MATCH BUILDING (GREY)
- ALUMINUM FABRICATED, WALL WRAP CABINET, PAINTED TEAL TO MATCH LOGO
- 3/16" WHITE ACRYLIC FACES WITH TRANSLUCENT TEAL VINYL OVERLAY (COLORS TO BE DETERMINED)
- .063 ALUMINUM RETURNS, PAINTED WHITE
- .050 ALUMINUM BACKS, PAINTED WHITE
- 3/4" WHITE TRIMCAP
- LETTERS INTERNALLY ILLUMINATED WITH WHITE LED MODULES
- ALUMINUM FABRICATED WIREWAY, PAINTED MEDIUM GREY TO MATCH BUILDING (GREY)
- PRIMARY POWER PROVIDED BY OTHERS.

SIGN AREA TOTAL = 46.67 SQ. FT.

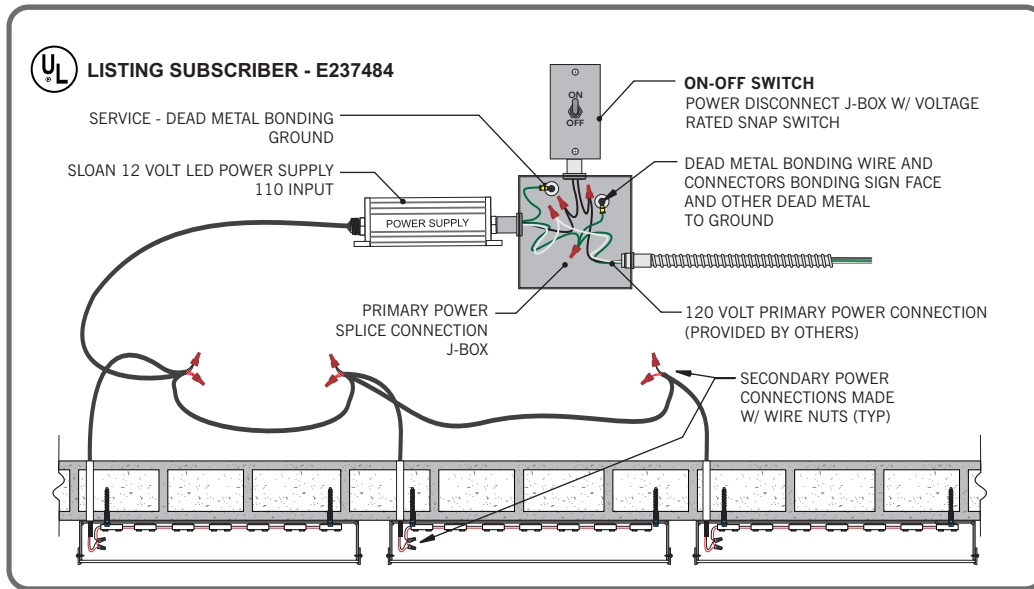




CONSTRUCTION DETAILS



METHOD OF ATTACHMENT/CMU BLOCK WALL



ELECTRICAL WIRING INSTALLATION DETAILS

**LIGHTING DESIGNER**

*Jayar Flores*

**UL LISTING SUBSCRIBER # 799046-001**

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE 2013 NATIONAL ELECTRICAL CODE, 2013 CEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN. TITLE-24 COMPLIANT 2013 ENERGY STANDARDS SECTION 6.8.

SIGN COMPLIES WITH SECTION 148 OF THE 2013 CA ENERGY CODE.

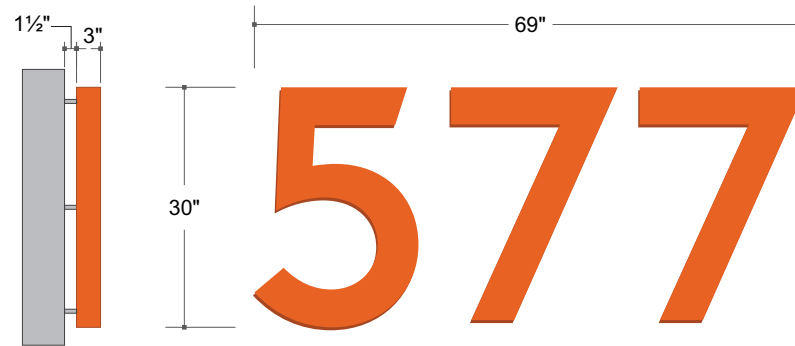




PROPOSED SIGN LOCATION ~ SCALE: 3/16" = 1'-0"



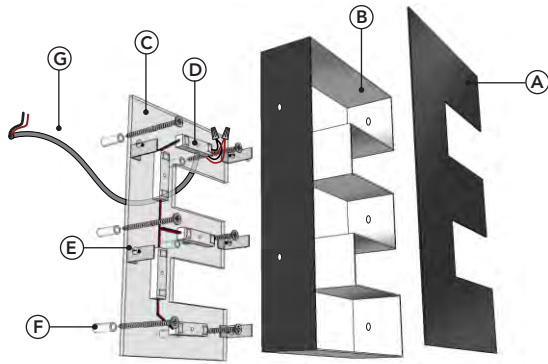
PROPOSED SIGN LOCATION ~ SCALE: 3/16" = 1'-0"



OPTION A

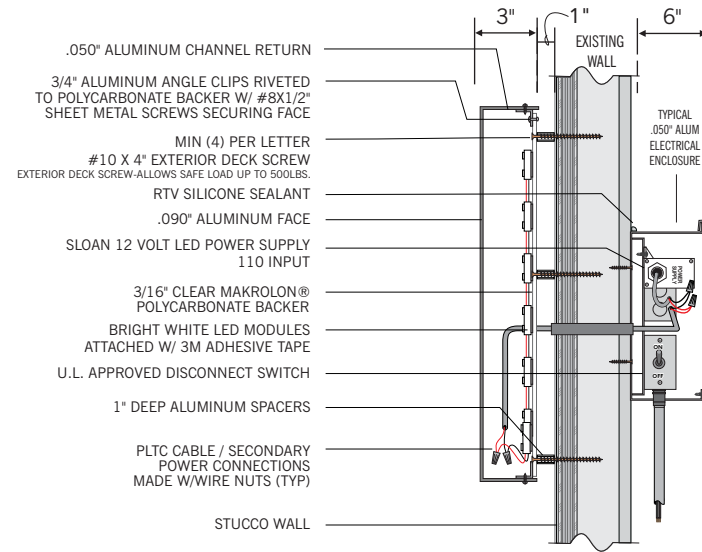
**2** ONE (1) SET INTERNALLY ILLUMINATED (LED) REVERSE CHANNEL ADDRESS NUMBERS  
SIGN AREA TOTAL = 14.38 SQ. FT.

- .090 ALUMINUM FACES, PAINTED ORANGE
- .050 ALUMINUM RETURNS, PAINTED ORANGE
- 3/16 CLEAR POYCARBONATE BACKS
- ILLUMINATE WITH BRIGHT WHITE LED MODULES
- 1/2" DIAMETER ALUMINUM SPACERS, PAINTED TO MATCH EXISTING BUILDING



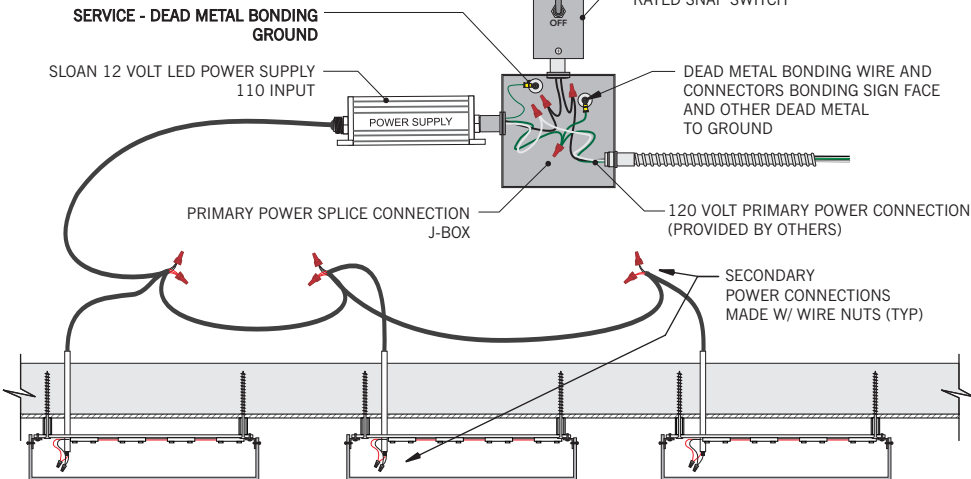
- A. .090 ALUMINUM FACES, LETTERS PAINTED PER SPECS
- B. 3" DEEP, .050 ALUMINUM RETURNS, EXTERIOR PAINTED SATIN PER SPECS  
INNER RETURN PAINTED BRIGHT WHITE.
- C. 3/16" CLEAR MAKROLON BACKER
- D. BRIGHT WHITE LED MODULES
- E. #8 X 1/2" SHEET METAL SCREW SECURING FACE  
.050" X 3/4" ALUMINUM ANGLE CLIP RIVETED TO BACKER
- F. 1" ALUMINUM SPACER
- G. PLTC CABLE / SECONDARY POWER CONNECTIONS

0 CHANNEL LETTER CONSTRUCTION DETAILS NTS



0 METHOD OF ATTACHMENT/STUCCO WALL WITH PLYWOOD NTS

UL LISTING SUBSCRIBER - E237484



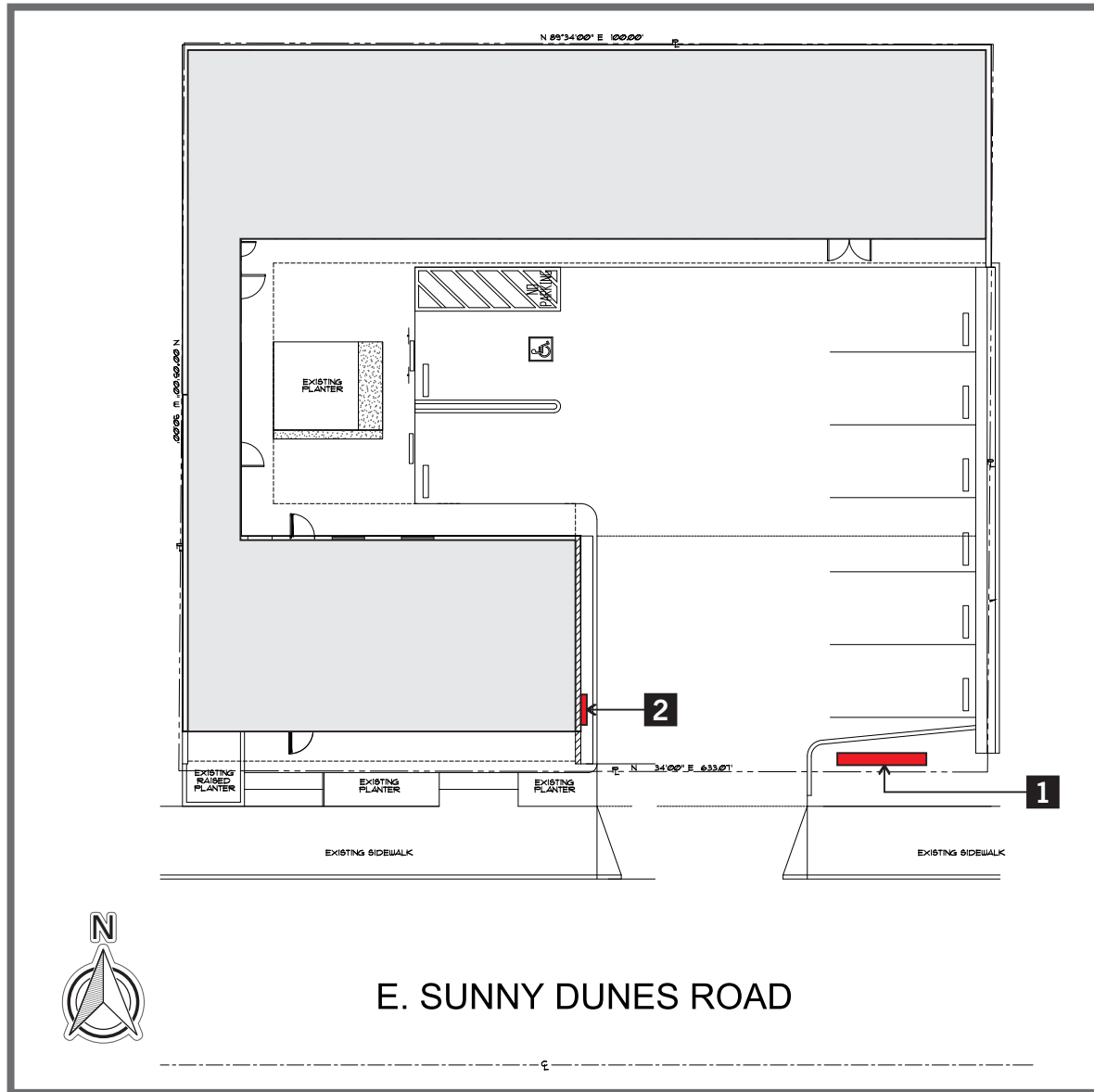
0 ELECTRICAL WIRING INSTALLATION NTS

LIGHTING DESIGNER

*Jayar Flores*  
UL LISTING SUBSCRIBER # 799046-001

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE 2013 NATIONAL ELECTRICAL CODE, 2013 CEC AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF SIGN. TITLE-24 COMPLIANT 2013 ENERGY STANDARDS SECTION 6.8.

SIGN COMPLIES WITH SECTION 148 OF THE 2013 CA ENERGY CODE.



**1** ONE (1) SINGLE-FACED CMU MONUMENT WITH (LED) FACE -LIT CHANNEL LETTERS  
SIGN AREA TOTAL = 46.67 SQ. FT.

**2** ONE (1) SET INTERNALLY ILLUMINATED (LED) REVERSE CHANNEL ADDRESS NUMBERS  
SIGN AREA TOTAL = 14.38 SQ. FT.