



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: JULY 6, 2021

CONSENT

SUBJECT: STINKY LEAF DISPENSARY REQUESTING APPROVAL OF A SIGN PERMIT FOR ONE MAIN SIGN AT FORTY-THREE AND A HALF (43.5) SQUARE FEET PLACED ON THE SIDE OF AN EXISTING BUILDING LOCATED AT 290 WEST SAN RAFAEL PLACE, ZONE M-1. (CASE 21-052 SI) (AP)

FROM: Development Services Department – Planning Division

PROJECT DESCRIPTION:

This is a request for approval of an Architectural Review Application to review size and design of a proposed sign for an existing building located at 290 West San Rafael Place. Proposed sign to be forty-three and a half (43.5) square feet placed on the side of an existing building. Business signage for a cannabis dispensary and lounge is subject to Section 93.23.15(F)(3)(a) for architectural review.

RECOMMENDATION:

That the Architectural Review Committee approve the application as submitted.

BACKGROUND INFORMATION:

<i>Related Relevant City Actions by Planning, Fire, Building, etc...</i>	
1953	Building constructed.
1/21/2020	Architectural Review Committee recommended approval of building remodel for proposed dispensary.
2/12/2020	Planning Commission recommended approval of building remodel for proposed dispensary.
3/19/2020	City Council approve remodel of property for proposed dispensary.
08/2020	City administrative permit for cannabis dispensary and lounge issued.
12/17/2020	Building permit issued for remodel.

STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.23 Acres

<i>Conformance to Development Standards</i>	
Conformance to Development Standards	The project was analyzed for conformance to development standards as listed in PSZC Section 93.20.05 as part of the sign application (21-052 SI).

ZONING CODE REQUIREMENTS:

Pursuant to Palm Springs Zoning Code Section 92.09.01(A)(4), cannabis dispensaries and cannabis lounges are permitted in the M-1 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 Review Committee and shall conduct final review for design, size, placement, and materials.

Main Identification Signs		
Allowed	Proposed	Meet Code?
One main sign per street frontage. Within 100 Ft. of R.O.W.: 1 sq ft per lineal foot of frontage (not to exceed 50 SF). Over 50 feet of lineal frontage: an additional 1 square feet of sign area for each 4 feet of frontage in excess of 50 lineal feet.	Sign request at 43.5-sq ft Building frontage – 60 Feet.	Yes

SIGN DESIGN:

The proposed sign will have a maximum size of forty-three and a half (43.5) square feet and will be a nonilluminated, metal-faced foam letters with a flush color. The new sign will be located on the east side of the main building to provide greatest visibility for customers visiting the property from the only access point to the east, Indian Canyon.



Non-Illuminated
 Exterior Foam with .032 Metal Faces
 Foam Thickness: 1"
 Face Color: Printed Vinyl to Match Logo
 Return Color: Black
 Mounting: Back
 Standoff: Flush

Proposed Sign

Architectural Review Criteria and Findings:

PSZC Section 94.04.00(E) requires the approval authority to evaluate the application and make findings for conformance to the following criteria:

	<i>Criteria and Findings [PSZC 94.04.00(E)]</i>	<i>Compliance</i>
11.	<p><i>Appropriateness of signage locations and dimensions relative to the building façade(s), or appropriateness of the site location for any freestanding signage, as may be warranted for the development type;</i></p> <p>The proposed sign complies with the PSZC and is the appropriate size. The proposed location on the east elevation, will provide proper wayfinding for customers locating the site, which is accessed from North Indian Canyon.</p>	Y

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.

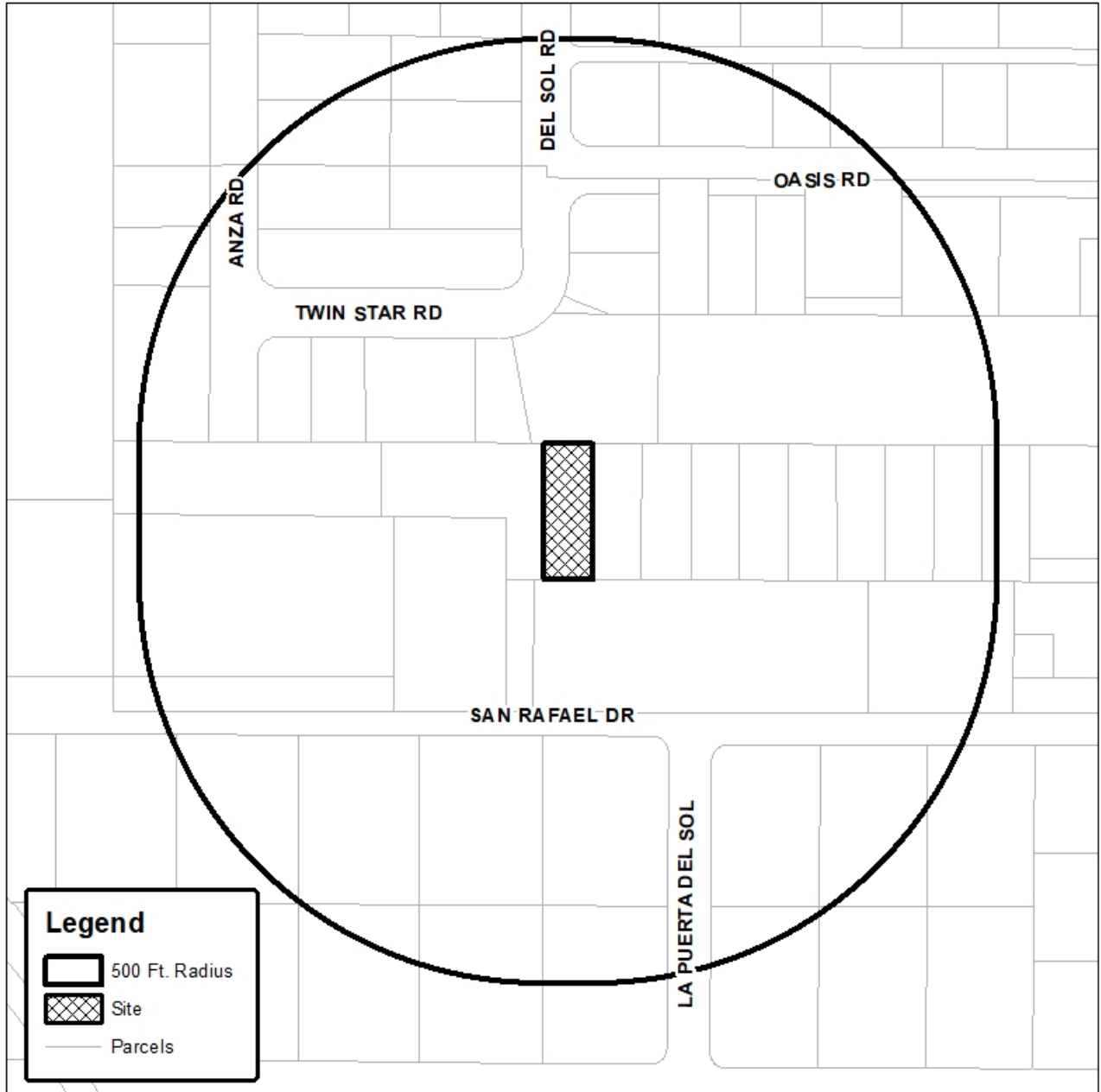
PREPARED BY:	Alex Perez, Assistant Planner
REVIEWED BY:	David Newell AICP, Assistant Planning Director

ATTACHMENTS:

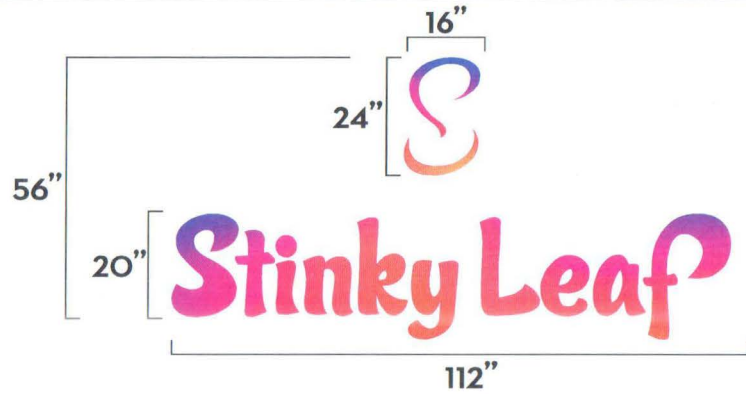
1. Vicinity Map
2. Sign Plans



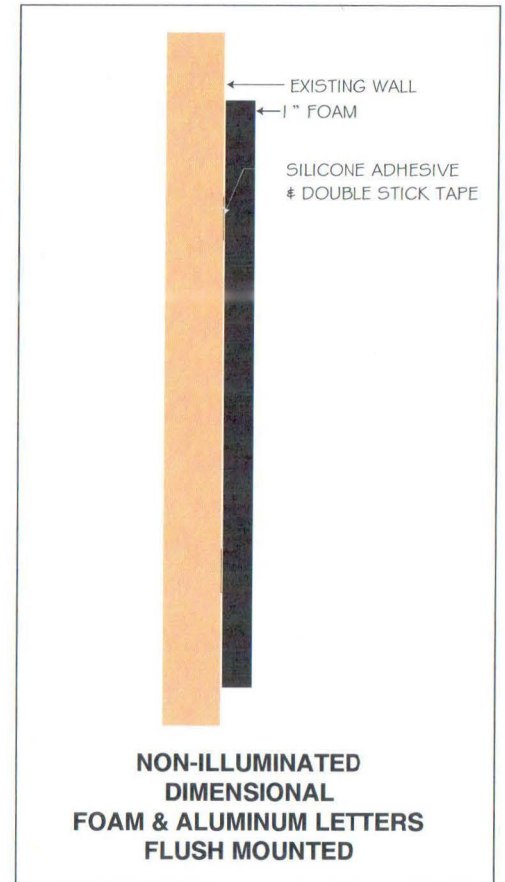
Department of Planning Services Vicinity Map



CITY OF PALM SPRINGS
290 West San Rafael Place



Non-Illuminated
 Exterior Foam with .032 Metal Faces
 Foam Thickness: 1"
 Face Color: Printed Vinyl to Match Logo
 Return Color: Black
 Mounting: Back
 Standoff: Flush



41945 BOARDWALK, SUITE L
 PALM DESERT, CA 92211
 PH 760.776.9907 / FX 760.776.9844

Frontage: 60 Linear Feet

Total Signage 43.5 S.F.

Contractor's Lic # 830131 C45, C61/D42

Workers Comp. # 1938807

City Lic. # 97005491

Customer:
 STINKY LEAF
 Address:
 290 W SAN RAFAEL
 PALM SPRINGS, CA. 92262

Dwg. No.: 106248 Rev.: 1
 Date: 5/17/2021
 Designer: BD
 Salesperson: FF

Telephone: 760-xxx-xxxx
 Fax: 760-xxx-xxxx

EAST ELEVATION

Jobsite: Same

Customer Approval: _____

Landlord Approval: _____

YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL OF DESIGN CONTENT AND LAYOUT, RELEASING SIGN*ARAMA FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. THE COLORS SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL PMS COLOR CALL OUTS. FINAL COLOR WILL BE MATCHED AS CLOSE AS POSSIBLE, COMMENSURATE WITH MATERIALS USED. THIS DESIGN IS PROPRIETARY PROPERTY AND MAY NOT BE USED WITHOUT THE EXPRESSED WRITTEN CONSENT OF SIGN*ARAMA.

