



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: JULY 6, 2021

CONSENT

SUBJECT: FIRE AND FLOWER CANNABIS CO. REQUESTING APPROVAL OF A SIGN PERMIT FOR ONE MAIN SIGN AT 19.5 SQUARE FEET PLACED ON AN EXISTING SIGN MONUMENT LOCATED AT 4810 EAST CAMINO PAROCELA, ZONE M-1. (CASE SI 21-053) (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 main sign for the existing building located at 4810 East Camino Parocela. The proposed sign is 19.5-square feet in size and will be placed on the existing monument sign in front of the cannabis dispensary. 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</i>	
1990	Building constructed.
6/26/2019	Building permit was issued for change of use from an animal shelter to a cannabis dispensary.
6/15/2020	Signage was approved by Architectural Review Committee for previous cannabis lounge and dispensary, Oasis Dispensary.
2/16/2021	Architectural Review Committee recommended approval of building remodel for proposed dispensary.

STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.39 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 (21-053 SI).

ZONING CODE REQUIREMENTS:

Pursuant to Palm Springs Zoning Code Section 92.17.01(A)(5), 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 19.5-sq ft Building frontage – 70 Feet.	Yes

SIGN DESIGN:

The proposed sign will have a maximum size of nineteen and a half (19.5) square feet and will be an internally illuminated, double-sided monument sign with new routed & backed acrylic sign face. The sign includes the dispensary’s logo as well. The internally lit sign will use low voltage LED modules which can govern the brightness of the sign.



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.	<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>	Y
	The proposed sign complies with the PSZC and is the appropriate size and will be located in the existing monument sign area.	

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.

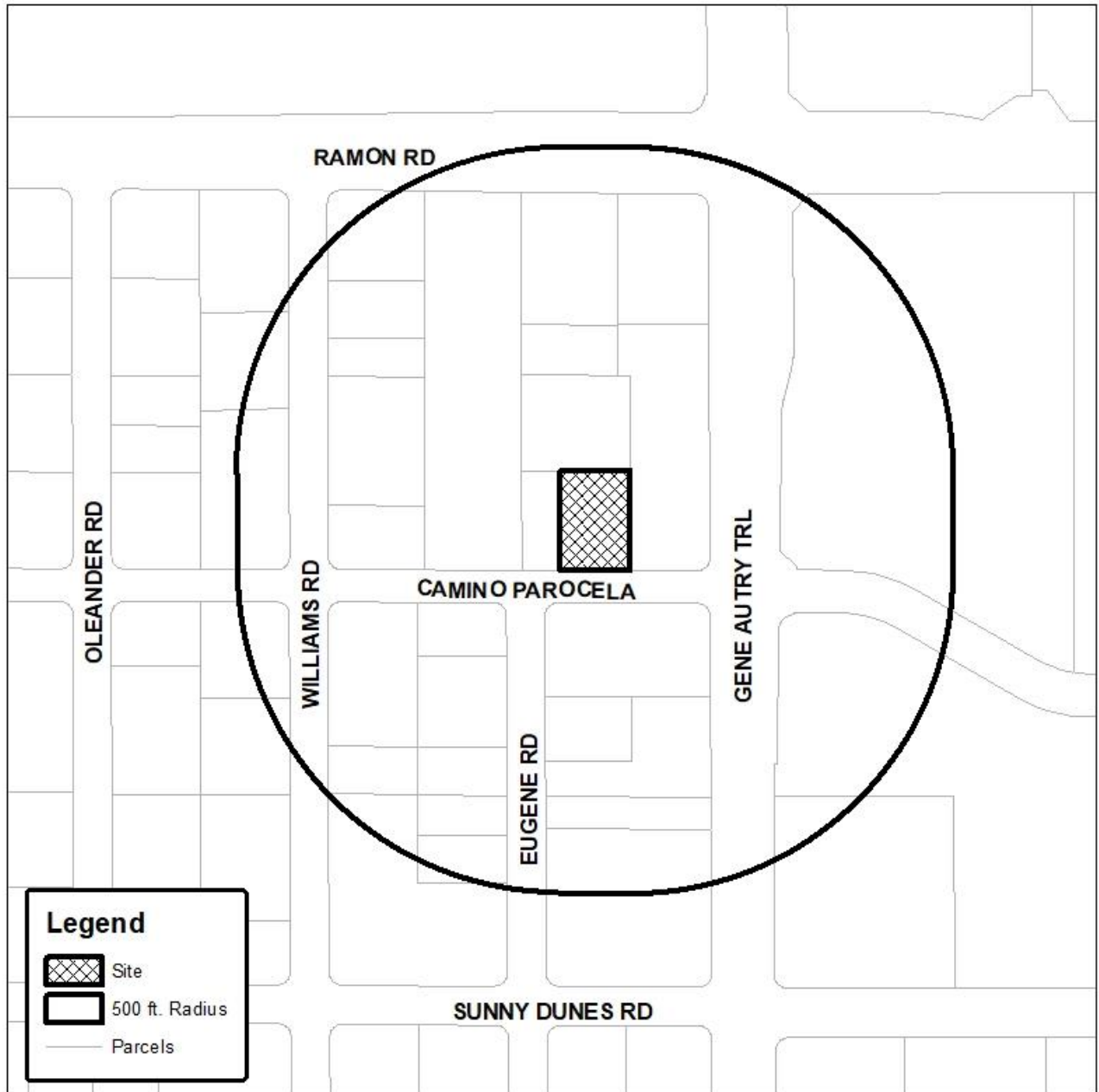
PREPARED BY:	Alex Perez, Assistant Planner
REVIEWED BY:	David Newell, AICP, Assistant Planning Director

ATTACHMENTS:

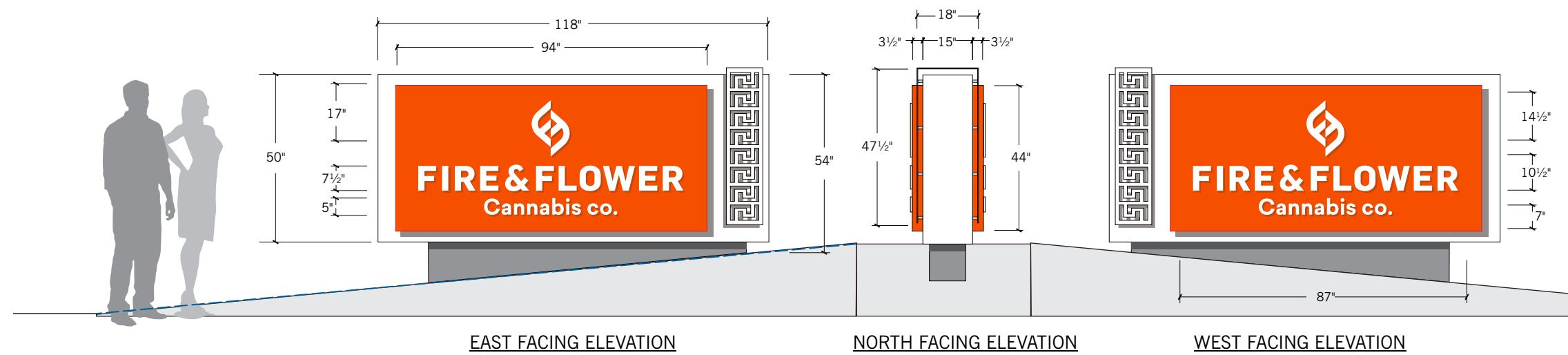
1. Vicinity Map
2. Sign Plans



Department of Planning Services Vicinity Map

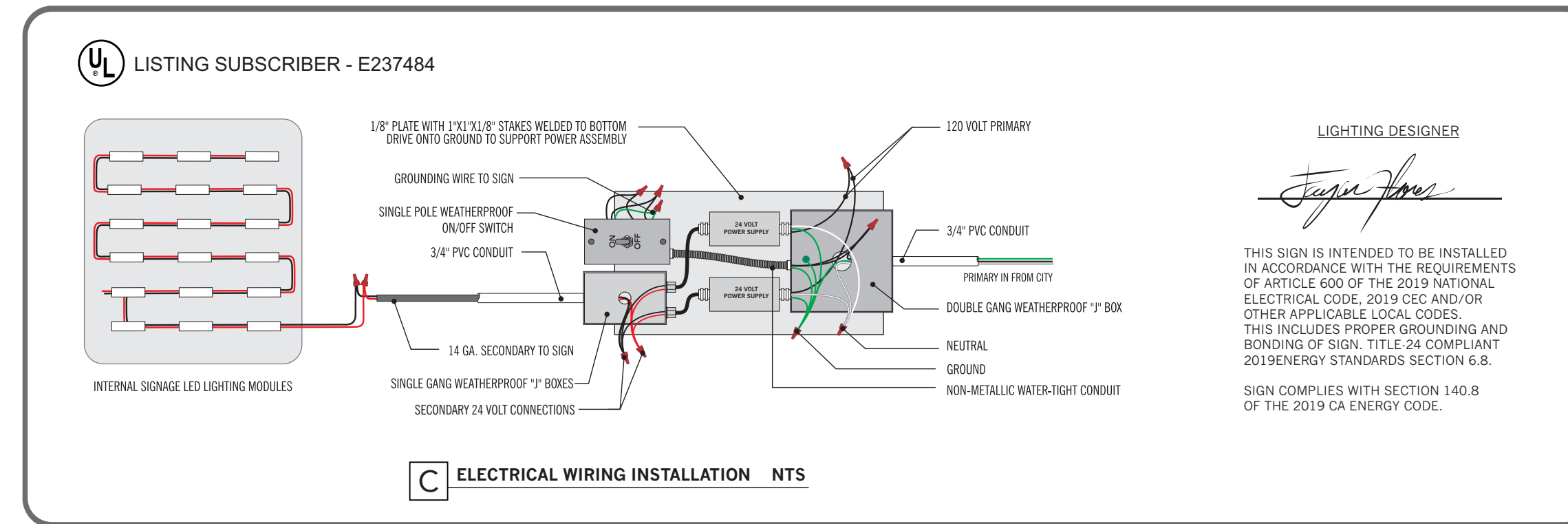
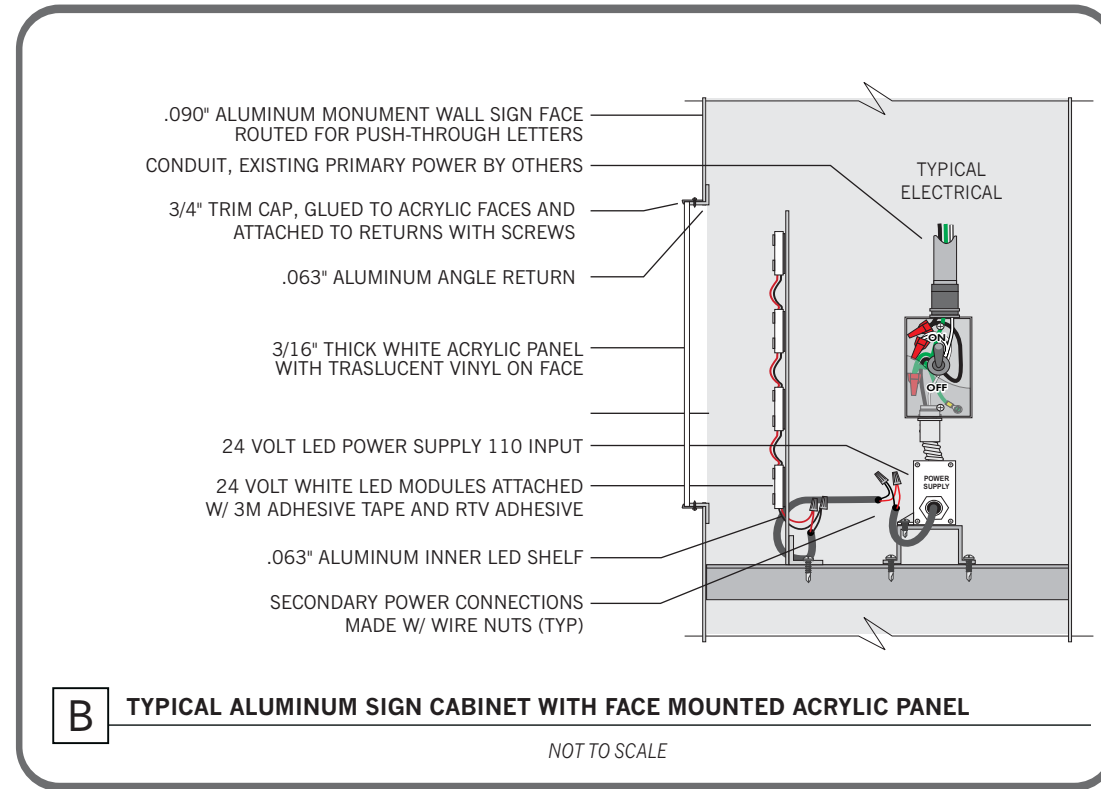
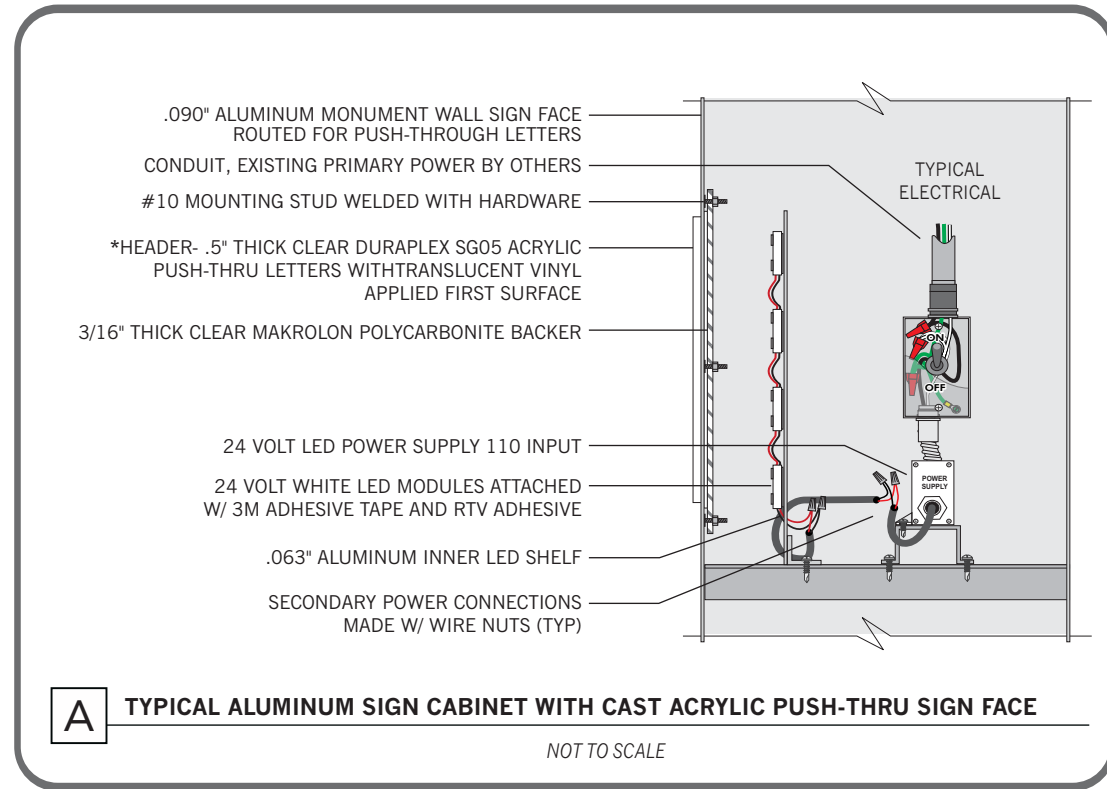


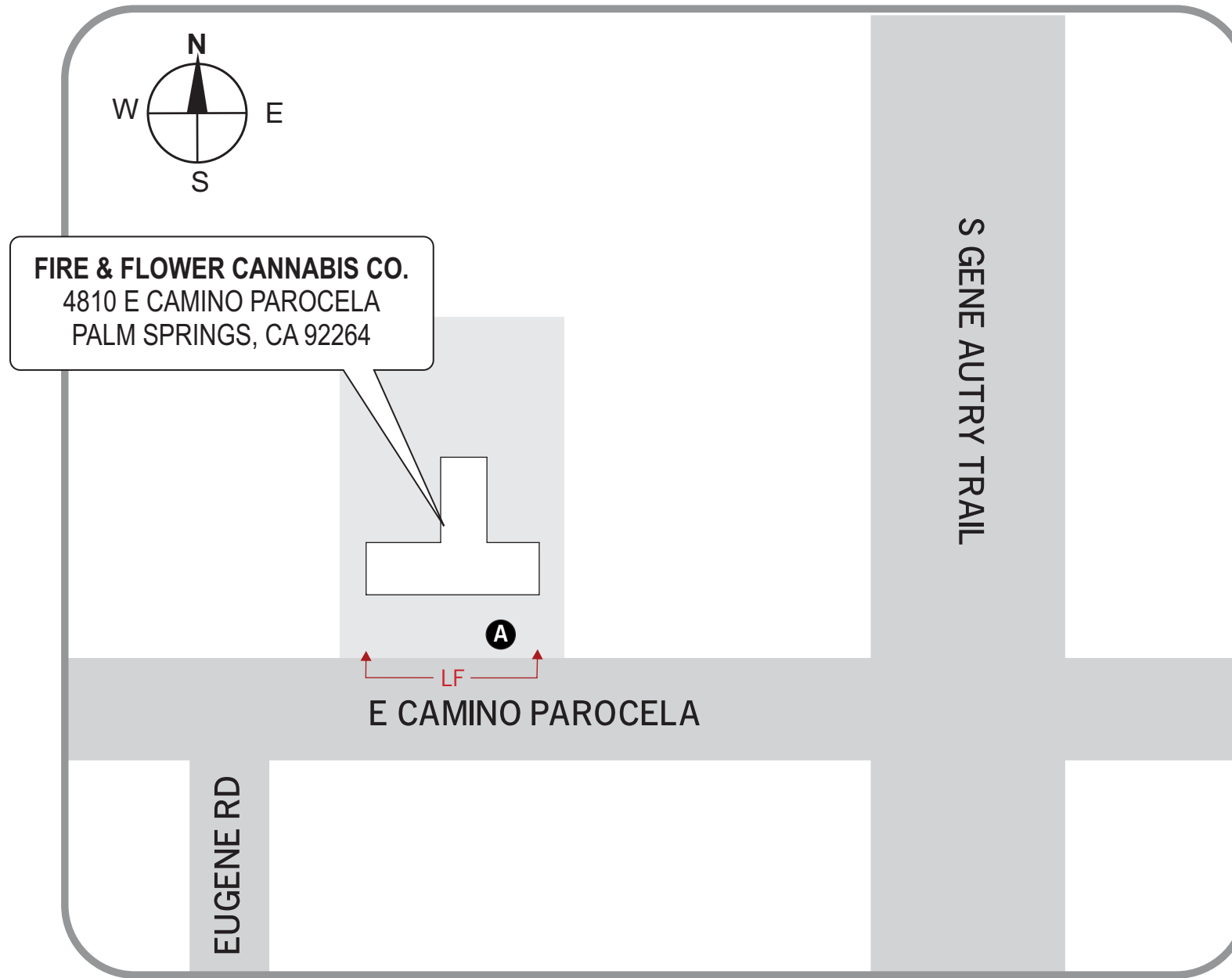
CITY OF PALM SPRINGS
4810 East Camino Parocela



- 1 (1)EXISTING DOUBLE-SIDED MONUMENT- NEW ROUTED & BACKED ACRYLIC SIGN FACE
- REPLACE EXISTING SIGN FACE WITH NEW TENANT- .090" ALUMINUM PANEL WITH ROUTED FACE AND BACKED WITH 3/16" THICK WHITE ACRYLIC.
 - NEW SIGN FACES PAINTED TO MATCH PMS 172 ORANGE.
 - EXISTING INTERNAL ELECTRICAL COMPONENTS AND LIGHTING MODULES.
- 19.40 SQ. FT. OF TOTAL SIGN AREA. ■ 76.00 LINEAL FEET OF BUILDING FRONTAGE

EXISTING ELECTRICAL





A EXISTING ILLUMINATED DOUBLE-SIDED MONUMENT WITH NEW FACES
19.40 SQ. FT. OF TOTAL SIGN AREA.
75 FT. OF LINEAL FRONTAGE.