

# ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: JULY 6, 2021 NEW BUSINESS

SUBJECT: RAISING CANE'S FOR A SIGN PROGRAM AMENDMENT TO THE

DESTINATION RAMON SHOPPING CENTER ESTABLISHING SIGN CRITERIA FOR THE QUICK SERVICE RESTAURANT LOCATED AT

5601 EAST RAMON ROAD, M-1 ZONE. (CASE SP 21-002) (GM)

FROM: DEVELOPMENT SERVICES DEPARTMENT

#### SUMMARY

The Architectural Review Committee to review quantity, size and design criteria of proposed signage for the new Raising Cane's restaurant located within the Destination Ramon Shopping Center at 5601 E Ramon Road. The sign program is seeking deviations from the Sign Code relative to one large wall graphic and the overall total number of signs permitted. The new Starbucks restaurant will conform to sign regulations.

#### RECOMMENDATION:

Approve, subject to the applicant providing adequate screening of the menu boards from adjacent right-of-way.

#### ISSUES:

1. Sign program seeking deviations to Sign Ordinance, Section 93.20.00, et al. See staff analysis below.

#### **BACKGROUND**:

Related Relevant City Actions by Planning, Fire, Building, etc			
3/24/2004	Planning Commission approved Resolution # 5005 approving a Planned Development District and a Conditional Use Permit plus related architectural reviews to allow a 277,000-square foot retail commercial center.		
4/14/2004	City Council adopted Resolution # 20902 certifying the CEQA EIR plus a statement of overriding considerations and adoption of a mitigation monitoring program.		
6/15/2020	Architectural Advisory Committee reviews a Pre-Application for the		

	construction of Raising Cane's and Starbucks and recommends approval with corrections.			
9/23/2020	The Planning Commission reviewed the application and voted to continue			
	the discussion and gave recommendations to be reviewed by a sub-			
	committee.			
10/6/2020	On October 26, 2021, a sub-committee met to discuss site plan issues			
	and recommend approval to the Planning Commission.			
10/28/2020	Planning Commission approves the CUP and Major Architectural			
	Application for construction of two quick service restaurant with drive			
	throughs.			

Most Recent Ownership			
10/18/2004	Destination Ramon LLC		

Notification			
7/1/2021	Email notification alerting the following neighborhood groups of the Architectural Review Committee was sent to Escena, and Gateway Neighborhood Organizations.		

Details of Application Request			
Site Area			
Parcel D -Overall 2.31-acres			
Raising Cane's 56,263-square feet			
Starbucks 44,432-square feet			

The project site within the larger Destination Ramon Shopping Center is Parcel "D" which contained the recently razed Office Depot building at the corner of East Ramon Road and San Luis Rey Drive. The shopping center is a large 277,000-square foot multi-tenant site consisting of Walmart as the anchor tenant, a Pets Smart, Bank of America, Del Taco restaurant, the vacant Office Depot store and various undeveloped pad sites. The applicant, Destination Ramon LLC is the original developer of the shopping center and will lease the pad sites to the national chain restaurants.

Parcel "D" has been split into two lots for the development of Raising Cane's which will be a 56,263-square foot lot and Starbucks a 44,432-square foot parcel. The Planning Commission's approval of a Conditional Use Permit in 2020 will permit the construction of the two restaurants with drive throughs.

The Raising Cane's restaurant is located at the corner of East Ramon Road and San Luis Rey Road which is a Major Throughfare with high volumes of vehicle traffic. The corner site will contain the new 3,178-square foot building-oriented east to west with the drive through wrapping around the building along Ramon Road. The corner building will be finished on all sides and signs are proposed on all frontages.

#### **ZONING CODE REQUIREMENTS:**

Pursuant to Palm Springs Zoning Code Section 93.20.08(H), requires review of a sign program for multi-tenanted buildings. A sign program that varies from the specific requirements of the Sign Ordinance may be approved if the Architectural Review Committee finds that the request meets the following per Section 93.20.08(H)(4)

- 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 Ordinances will not give adequate visibility to the signage.
- 2) That the approved program will be compatible with the design of the property and will represent the least departure from the standards of the Sigh Ordinance necessary for the effectiveness of the program
- 3) That the approved program is compatible with the surrounding property and not contrary to the purpose of the Sigh Ordinance.

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 Architectural Review Committee.

#### SIGN DESIGN:

The proposed signs affixed to the main building which contains the Raising Cane's restaurant has frontage on East Ramon Road and San Luis Rey Road. The proposed signs on the north façade (drive throughs) will be a Raising Cane's sign over one of the pass-through windows and a large painted mural located in the center of the building. The main sign meets the size limitations of the PSZC, however the mural is over sized and the sign ordinance only allows one sign per façade unless a sign program is approved. The south facing façade (front door) contains a Raising Cane's sign which conforms, and two (2) other proposed signs including a Red Dog graphic and cut-out letters "One Love" placed on the trellis above the outdoor patio seating. The East elevation contains one Raising Canes' sign and does not face a street and would not be permitted without approval of a sign program. The west facing elevation will contain one Raising Cane's sign that conforms to the sign code.

The table below describes the proposed signs:

Main Identification Signs			
Allowed	Proposed		Meet Code?
One sign per street	E. Ramon Road frontage (North)		
frontage not to exceed	- Raising Cane's	= 30.58  sq ft	Yes
50-sq ft	- Painted Mural	= 112 sq ft	No for # of signs and size
	San Luis Rey frontage (	West)	Yes
	- Raising Cane's	,	
	South facing Walmart - Raising Cane's = 30.58 sq ft - Red Dog graphics = 32 sq ft - One Love = 17 sq ft  No, facing private prope No for # of signs No for # of signs		No for # of signs
	East facing Del Taco - Raising Cane's	= 30.58 sq ft	No, facing private property
Monument Sign	Destination Ramon Shopping Center		
· ·	- Raising Cane's = 8 sq ft Panel sign added to 3 monuments		Yes
Customer Convenience	Menu Boards		
Signs - Service	- Two Menu Boards	= 28 sq ft	Yes
J	- Two Pre-Sell Board	•	Yes
			1

Signs for drive-throughs are permitted in addition to other signage allowed by the sign ordinance for a site. However, the ordinance states that, "the drive-through signage shall be adequately screened from adjacent public rights-of-way and from adjacent properties." Because the menu boards are located on the north side of the building, staff recommends the signage be reviewed for adequate screening from the adjacent right-of-way of Ramon Road.

The proposed sign program amendment provides similar signage to other standalone commercial uses within the subject shopping center, including main signage on each elevation and menu-board signage.

#### **CONCLUSION:**

The location of the subject property at the corner of East Ramon Road and San Luis Rey Road is a high speed auto oriented area and businesses require the passerby to quickly see signs and be able to navigate to the shopping center. Based upon the above criteria, Staff believes that the signs presented provide enhanced visibility of the quick service restaurant and is a good solution to allow adequately sized and placed signage on the building with the least departure from the sign code. The use of three additional signs including the "Red Dog", "One Love" lettering, and the wall mural are corporate logos and appear proportionate and are not overpowering to the building architecture. Staff recommends approval of the sign program amendment, subject to the applicant providing adequate screening of the menu boards from adjacent right-of-way.

PREPARED BY:	Glenn Mlaker, AICP, Associate Planner		
REVIEWED BY:	David A. Newell, AICP, Assistant Director of Planning		

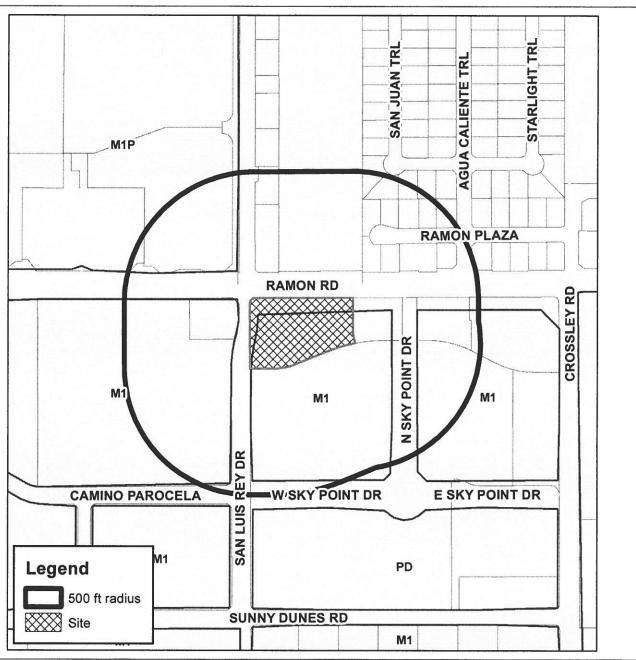
#### Attachments:

- 1. Vicinity Map
- 2. Proposed Sign Program



## Department of Planning Services Vicinity Map





## **CITY OF PALM SPRINGS**

Case 21-002 Sign Program
Raising Cane's
5601 East Ramon Road



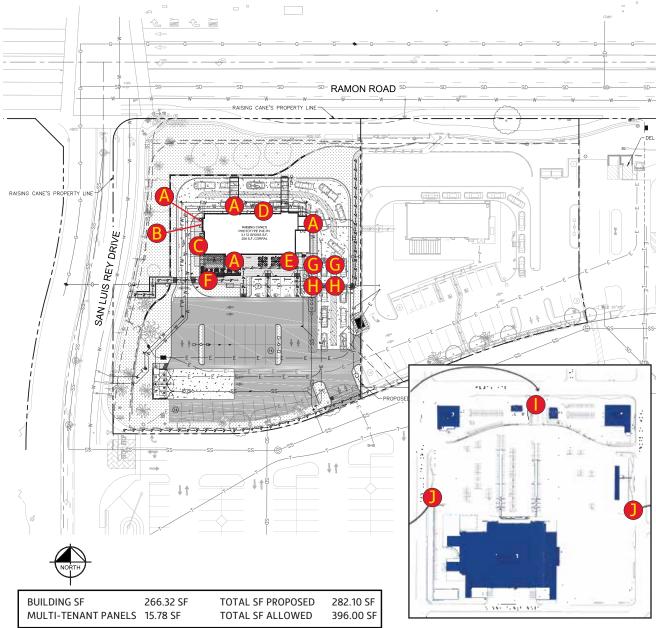
## **BRAND BOOK**



5601 E Ramon Rd./RC0536 Palm Springs, CA 92264-3605 02/17/2021

DRAWING REVISIONS				
DATE	PM	CHANGE		
8/14/20	SH	Updated notes per LL comments & elevations		
9/9/20	SH	Updated siteplan		
10/19/20	SH	Updated siteplan & elevations		
2/17/21	SH	Updated siteplan & elevations		

#### **SITEMAP**



	QTY.	CODE	DESCRIPTION
A	4	WS-8FT	4x8 Wall Sign (122.32 SF)
B	1	ONS	Open Sign (N/A)
	1	CFNS	Chicken Fingers Neon Sign (N/A)
D	1	PMRL	Painted Mural (112)
<b>(</b>	1	RD-1	Red Dog (32 SF)
<b>(</b>	1	CAN	One Love Canopy Letters (17.57 SF)
G	2	DTMB	DT Menuboard (N/A)
	2	DTPS	Pre Sell Board (N/A)
	1	LMTM	Multi-Tenant Mon. (Lg) (8.32 SF)
	2	SMTM	Multi-Tenant Mon. (Sm) (7.46 SF)

In Destination Ramon SIgn Program. Any exceptions to sign criteria require LL approval and MSP revision. LL is amending MSP. Signage subject to approval

Fast food establishment NTE 50 SF total per side of building, 1 sign per elevation and must face street or parking associated w/ business. Color limited to 4 colors including black and white.

Painted letters prohibited per MSP. Mural not likely allowed due to SF limit. One Love heart, Blue Dog, art, cove lighting and window signs are subject to LL approval

Drive thru approved in conjunction w/ CUP

	YES	NO	
RED DOG			
MURAL	4		
FLAGS			
OLH			





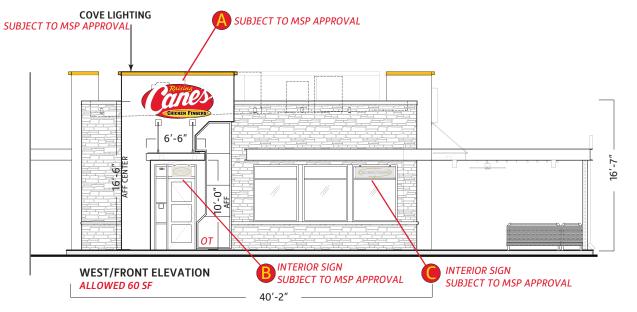
Location: Palm Springs, CA	AGI Rep: G.W.
Site ID: RC0536	AGI PM: Patience Casey
Date: 07/21/2020	Drawn by: M. Folden

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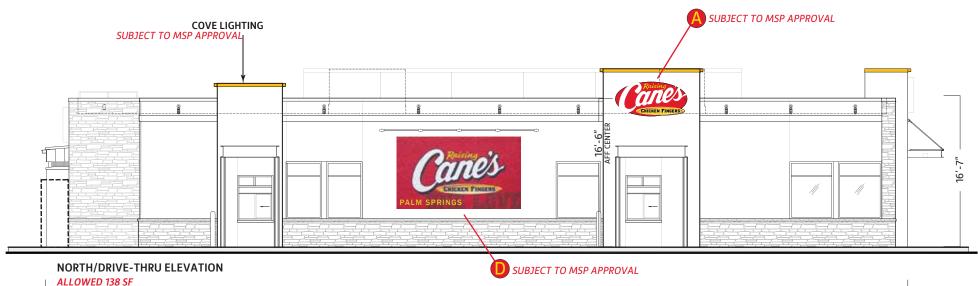




#### **ELEVATIONS**



	QTY.	CODE	DESCRIPTION
A	4	WS-8FT	4x8 Wall Sign (122.32 SF)
B	1	ONS	Open Sign (N/A)
(	1	CFNS	Chicken Fingers Neon Sign (N/A)
D	1	PMRL	Painted Mural (112)
•	1	RD-1	Red Dog (32 SF)
•	1	CAN	One Love Canopy Letters (17.57 SF)
<b>G</b>	2	DTMB	DT Menuboard (N/A)
•	2	DTPS	Pre Sell Board (N/A)
0	1	LMTM	Multi-Tenant Mon. (Lg) (8.32 SF)
1	2	SMTM	Multi-Tenant Mon. (Sm) (7.46 SF)
I			



95'-10" -

Scale: 3/32"=1'

Location: Palm Springs, CA	AGI Rep: G.W.
Site ID: RC0536	AGI PM: Patience Casey

Drawn by: M. Folden

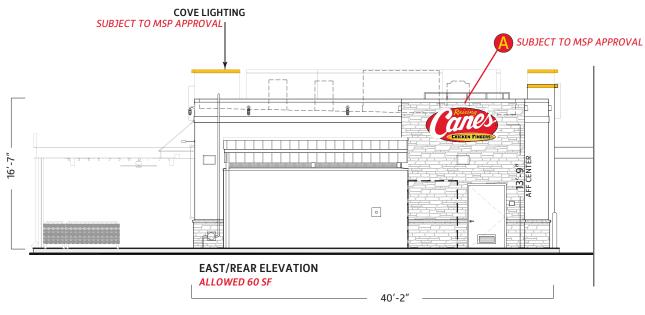
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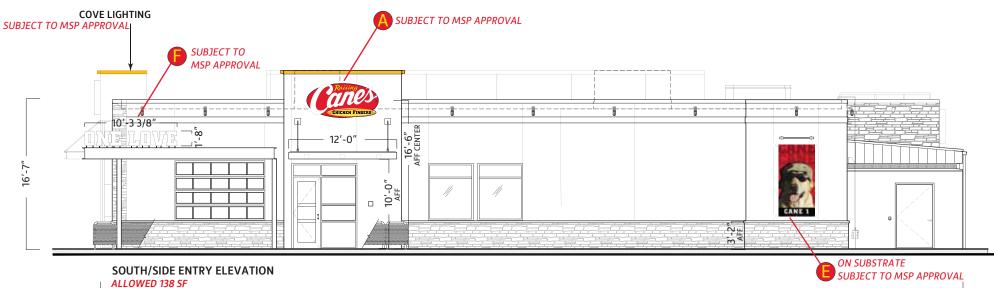




#### **ELEVATIONS**



	QTY.	CODE	DESCRIPTION		
A	4	WS-8FT	4x8 Wall Sign <i>(122.32 SF)</i>		
B	1	ONS	Open Sign (N/A)		
(	1	CFNS	Chicken Fingers Neon Sign (N/A)		
0	1	PMRL	Painted Mural (112)		
<b>(</b>	1	RD-1	Red Dog (32 SF)		
•	1	CAN	One Love Canopy Letters (17.57 SF)		
G	2	DTMB	DT Menuboard (N/A)		
•	2	DTPS	Pre Sell Board (N/A)		
0	1	LMTM	Multi-Tenant Mon. (Lg) (8.32 SF)		
•	2	SMTM	Multi-Tenant Mon. (Sm) (7.46 SF)		
I					



Scale: 3/32"=1'

CHICKEN FINGERS

Location: Palm Springs, CA	AGI Rep: G.W.
Site ID: RC0536	AGI PM: Patience Casey
Date: 07/21/2020	Drawn by: M. Folden





#### Multi-Tenant Monument (Large)

ALLOWED 1/2 PANEL PER LL



8.32

**Square Footage** 

Canes
CHICKEN FINGERS

Location: Palm Springs, CA	AGI Rep: G.W.		
Site ID: RC0536	AGI PM: Patience Casey		
Date: 07/21/2020	Drawn by: M. Folden		





#### Multi-Tenant Monument Small

ALLOWED 1/2 PANEL PER LL



3.73

Square Footage Each

Cones
CHICKEN FINGERS

Location: Palm Springs, CA	AGI Rep: G.W.
Site ID: RC0536	AGI PM: Patience Casey
Date: 07/21/2020	Drawn by: M. Folden







WS-8FT Push Thru

SIGN MUST USE PUSH THRU LETTERS MUST FACE STREET/PARKING LL AMENDING MSP, SIGNAGE SUBJECT TO APPROVAL

8'-0" #3630-015 'YELLOW DOOR FOR **ELECTRICAL &** LED ACCESS 3M #3630-73 'RED' 3'-9 7/8" CHICKEN FINGERS

FRONT ELEVATION

**Square Footage** 

COPY & DROP SHADOW ARE AS FOLLOWS: 'RAISING' IS 3/4" #7328 CLEAR ACRYLIC PUSH THRU W/ FIRST SURFACE APPLIED TRANSLUCENT VINYL 3M DROP SHADOW IS FIRST SURFACE APPLIED TRANSLUCENT VINYL 3M #3630-53 'CARDINAL RED'

RETAINER IS PAINTED 'BLACK'

ALUM BACKGROUND IS PAINTED TO MATCH

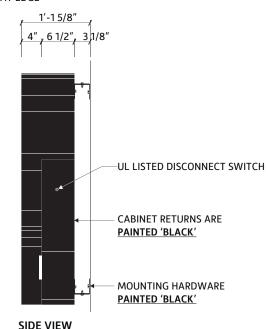
REGISTER MARK IS PAINTED 'BLACK'

CHANNEL LETTERS W/ 1/8" #7328 'WHITE' ACRYLIC FACES

CANE'S LETTER RETURN IS PAINTED 'BLACK' -RETURN EXTENDS TO BACK OF SIGN AT EDGE

'CHICKEN FINGERS' IS 3/4" CLEAR ACRYLIC PUSH THRU W/ SURFACE **APPLIED PERFORATED DAY/NIGHT** 'BLACK' VINYL

'SURFBOARD' IS FIRST SURFACE APPLIED DIGITAL PRINT





DOOR FOR

**ELECTRICAL &** 

LED ACCESS

Location: Paint Springs, CA	AGI KEP: G.W.
Site ID: RC0536	AGI PM: Patience Casey
Date: 07/21/2020	Drawn by: M. Folden

Leastian, Dalm Carines CA





4 1/2"

ONS (H)

INTERIOR SIGN
PIPE LENGTH TO BE VERIFIED
ALLOWED 1 PER FRONTAGE

LL AMENDING MSP, SIGNAGE SUBJECT TO APPROVAL

VANIZED CTEEL DIDE 9 EU ANCEC W/ANUL EINICH

- 1/2" GALVANIZED STEEL PIPE & FILANGES W/MILL FINISH

1/2" X 1/2" ALUM. SQUARE TUBE FRAME W/MILL FINISH

3/16" CLEAR POLYCARBONATE CASE

NEON YELLOW OVAL IS 13MM NEON VOLTARC 'CLEAR BRITE YELLOW'

NEON LETTERS ARE 10MM NEON VOLTEC 'SNOW WHITE'

#### NOTES:

1'-2 1/16"

1.) TRANSFORMER IS MOUNTED REMOTELY IN ATTIC.

2'-3"

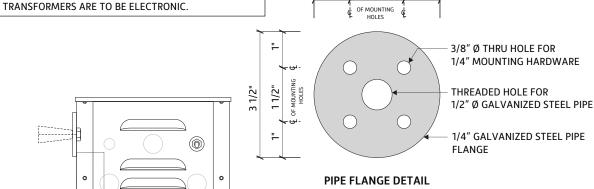
1'-7"

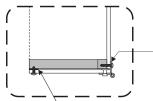
**EXISTING TRANSFORMER BOX** 

Date: 07/21/2020

€ OF GRAPHIC

€ of MOUNTING





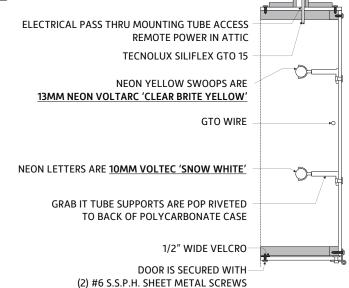
**BLOW UP DETAIL** 

3 1/2"

11/2"

1 1/2" CONTINUOUS PIANO HINDGE IS POP
RIVETED TO POLYCARBONATE BOTTOM & MECHANICALLY
FASTENED TO POLYCARBONATE BACKER & ALUM. TUBE FRAME
2/ #6 S.S.P. H. SHEET METAL SCREWS

(3) STRIPS OF 1/2" WIDE BLACK VELCRO TO CLOSE POLYCARBONATE DOOR @ TUBE FRAME -DOOR IS SECURED W/ (2) #6 S.S.P.H. SHEET METAL SCREWS



VOLTAGE 120

AMPERAGE

CHICKEN FINGERS

LIGHTING COMPONENTS

LC-2-12-3-C (2,000-12,000V 30 MA)

MOUNTED IN REMOVE TRANSFORMER BOX

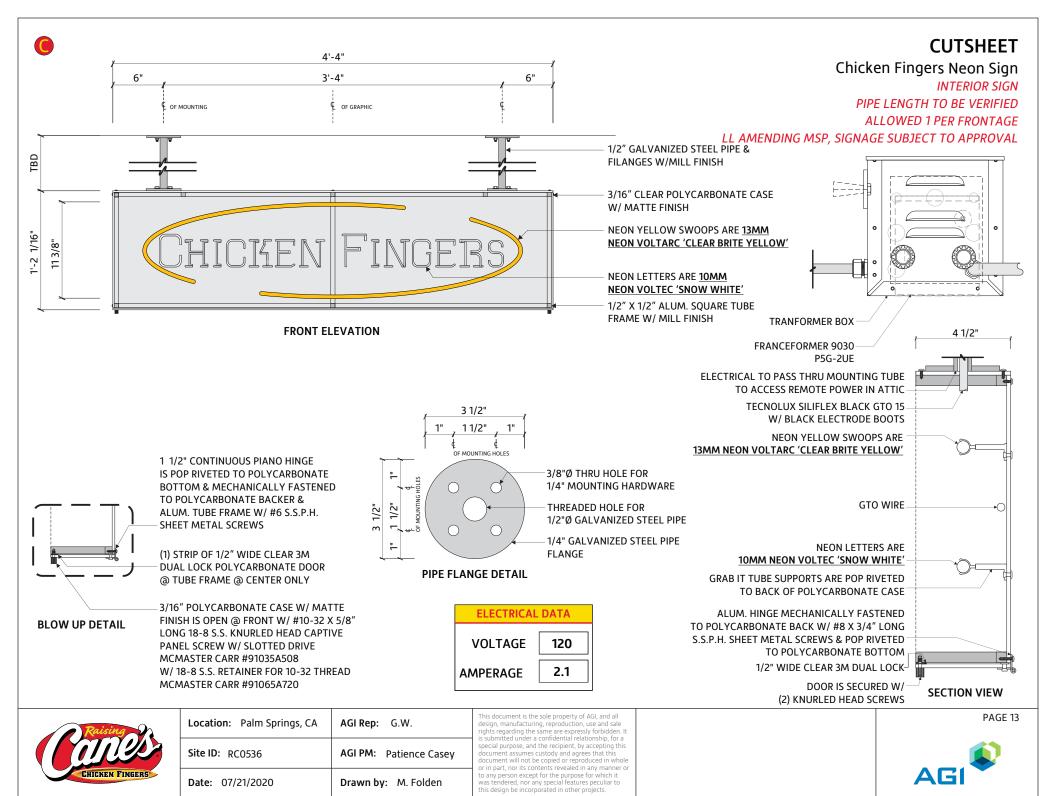
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Site ID: RC0536	AGI PM: Patience Casey

Drawn by: M. Folden

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2.1





### CUTSHEET PMRL (0814)

LL AMENDING MSP, SIGNAGE SUBJECT TO APPROVAL

4'-0"



112.00 Square Footage

FOR ARTIST RENDERING USE ONLY MURAL PROVIDED BY OTHER VENDOR



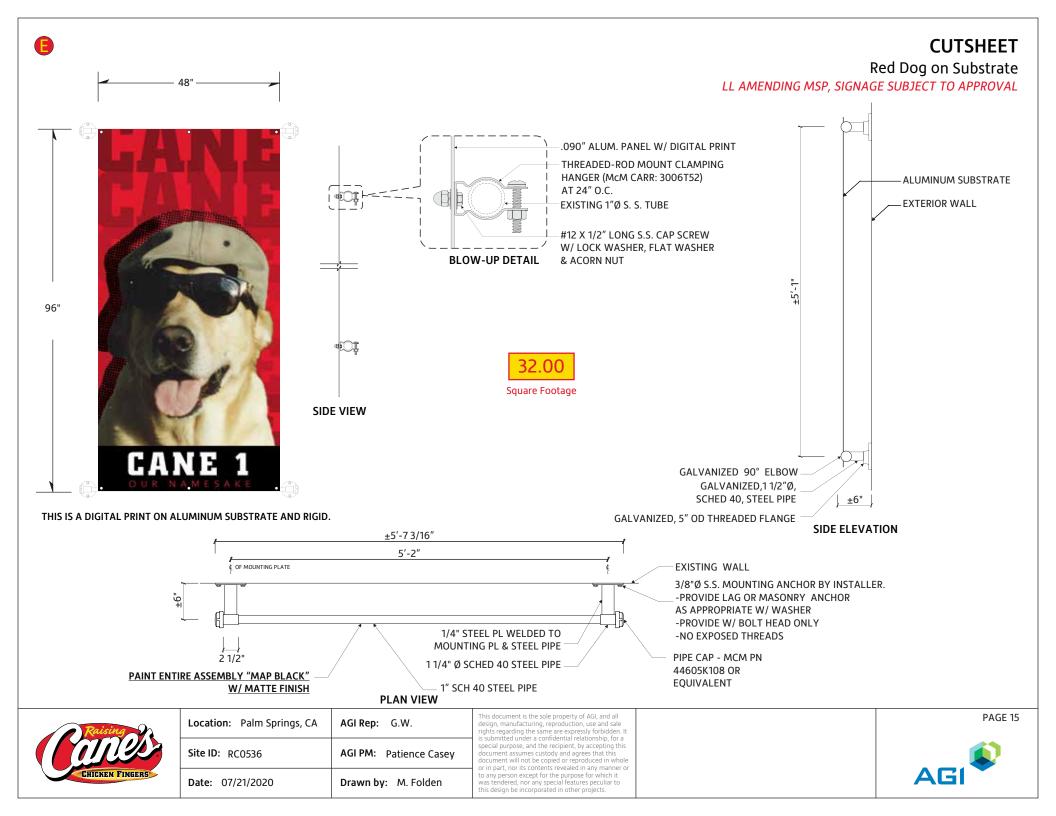
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Date: 07/21/2020



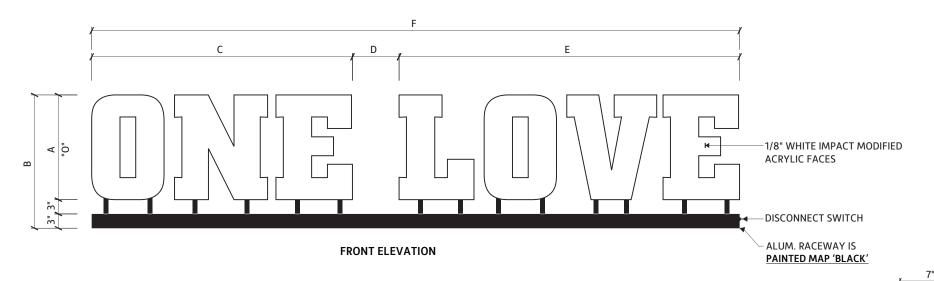




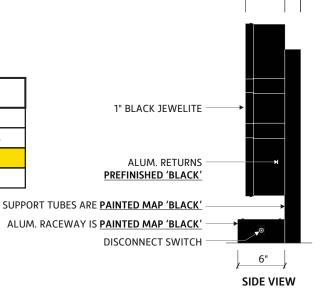


One Love 20" Canopy Letters

LL AMENDING MSP, SIGNAGE SUBJECT TO APPROVAL



SIGN SIZE	Α	В	С	D	E	F	SF
OL-16	16"	±1'-10 9/16"	±3'-3 13/16"	±7 1/8"	±4'-4"	±8'-3	11.22
OL-18	18"	2'-0"	±3'-8 13/16"	±8"	±4'-10 1/2"	±9'-3 3/8"	14.75
OL-20	20"	2'-2"	±4'-1 13/16"	±8 15/16"	±5'-5"	±10'-3 3/8"	17.57
OL-22	22"	2'-4"	±4'-6 3/4"	±9 13/16"	±5'-11 1/2"	±11'-4 1/8"	21.31

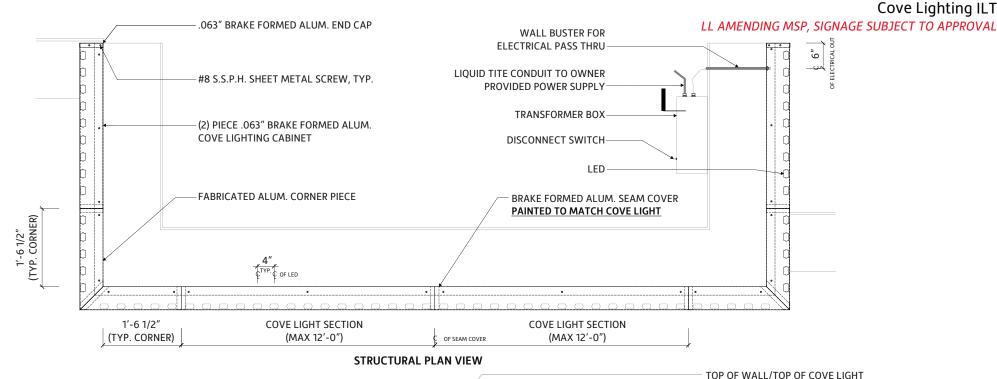




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# **CUTSHEET Cove Lighting ILT** BRAKE FORMED ALUM. COVE LIGHTING MOUNTING BRACKET -MECHANICALLY FASTENED TO MOUNTING BRACKET CONT. BRAKE FORMED ALUM. SHIELD BRAKE FORMED ALUM. COVE LIGHTING COVER PLASTIC WALL BUSTER FOR LOW VOLTAGE WIRE PASS THRU 2" X 3/16" SPACER W/ 1/4"Ø HARDWARE AS REQD.



#8 S.S.H.H.SELF DRILLING SCREW, -(6) PER SECTION -BY INSTALLER IN FIELD RUN A BEAD OF BLACK SILICONE CAULK ILT-1X1-W30-BLK LED ACROSS THE TOP OF COVE LIGHT COVER -4 MODULES PER 1FT MCM #92470A207 S.S. PHILIPS **HEAD OR EQUIVALENT** DISCONNECT SWITCH

1/2" LIQUID TITE CONDUIT TO OWNER PROVIDED POWER SUPPLY WEATHER PROOF TRANSFORMER BOX TO CONCEAL POWER SUPPLY

Location: Palm Springs, CA AGI Rep: G.W. Site ID: RC0536 AGI PM: Patience Casev Date: 07/21/2020 Drawn by: M. Folden

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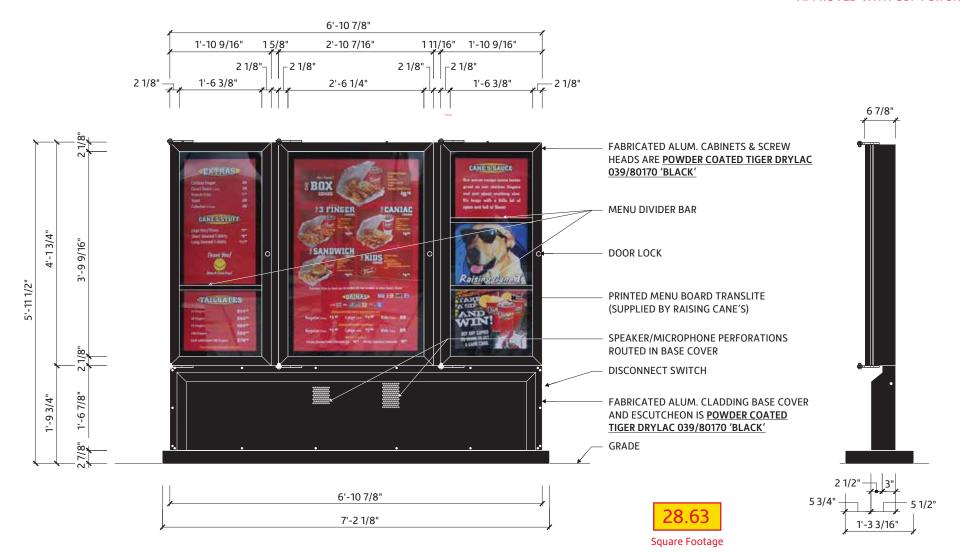
**SECTION** 





#### Drive Thru Menu Board

APPROVED WITH CUP FOR SITE



Location: Palm Springs, CA	AGI Rep: G.W.
Site ID: RC0536	AGI PM: Patience Casey
Date: 07/21/2020	Drawn by: M. Folden



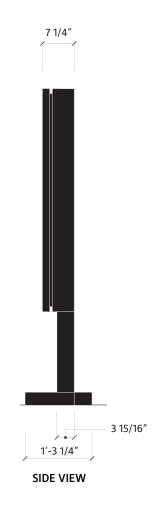




## CUTSHEET Pre Sell Board

APPROVED WITH CUP FOR SITE





8.31

Square Footage

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#### **SURROUNDING SITE PHOTOS**





















Location: Palm Springs, CA AGI Rep: G.W.

Site ID: RC0536 AGI PM: Patience Casey



