



# ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: JULY 19, 2021

CONSENT

SUBJECT: EMERALD SPRINGS REQUESTING APPROVAL OF A SIGN PERMIT FOR ONE MAIN SIGN AT TWENTY-TWO (22) SQUARE FEET PLACED ON THE FRONT OF AN EXISTING BUILDING LOCATED AT 560 SOUTH WILLIAMS ROAD, ZONE M-1. (CASE 21-069 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 a cannabis dispensary and lounge within an existing building located at 560 South Williams Road. The proposed sign is twenty-two (22) square feet in size and will be placed on the front entrance of the 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>	
1959	Building constructed.
10/02/2019	City administrative permit for cannabis dispensary and lounge issued.

## STAFF ANALYSIS:

<i>Site Area</i>	
Net Acres	.21 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 (21-069 SI).

**ZONING CODE REQUIREMENTS:**

Pursuant to Palm Springs Zoning Code Section 92.15.01(A)(11), 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.

<b>Main Identification Signs</b>		
<b>Allowed</b>	<b>Proposed</b>	<b>Meet Code?</b>
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 22-sq ft  Building frontage – 52.63 Feet.	Yes

**SIGN DESIGN:**

The proposed sign will have a maximum size of twenty-two (22) square feet and will be have illuminated, channel letters with black text and grey background. The new sign will be located on the front of the main building.



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 is a nonilluminated sign with black acrylic letters. The dimensions of the sign are 32” x 92” and are approximately 1/8 inch thick. The proposed sign complies with the PSZC and is the appropriate size.</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.

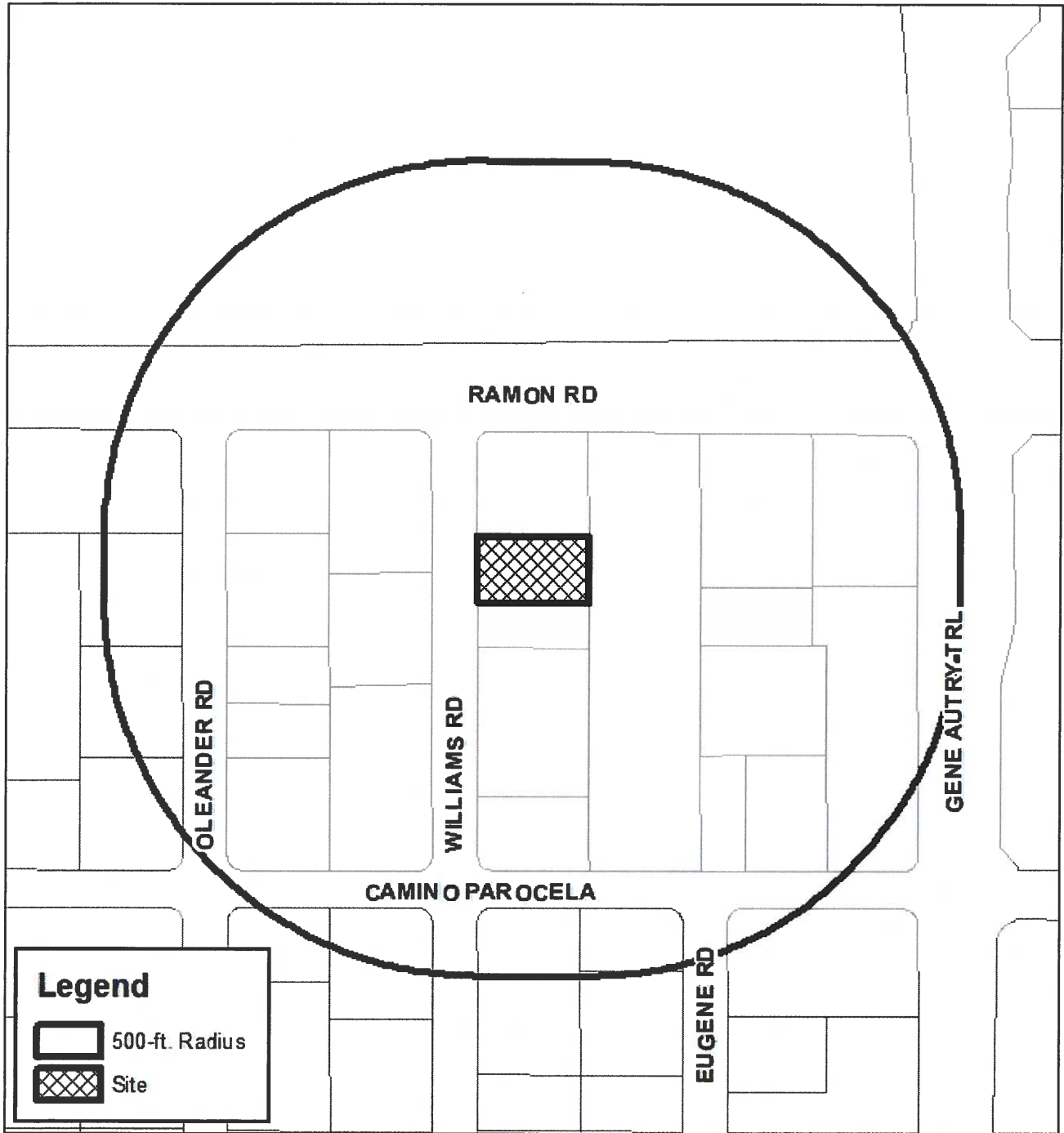
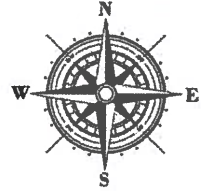
PREPARED BY:	Alex Perez, Assistant Planner
REVIEWED BY:	David Newell AICP, Assistant Planning Director

ATTACHMENTS:



1. Vicinity Map
2. Sign Plans



# Department of Planning Services Vicinity Map



**Legend**

-  500-ft. Radius
-  Site

**CITY OF PALM SPRINGS**  
560 South Williams Road



32" x 92"

*Emerald Springs*

Handicapped parking sign

5611