



ARCHITECTURAL REVIEW COMMITTEE MEMORANDUM

DATE: SEPTEMBER 20, 2021

CONSENT

SUBJECT: EXOTIC EXTRACTIONS REQUESTING APPROVAL OF A SIGN PERMIT TO INSTALL ONE MAIN SIGN TOTALING 20 SQUARE FEET TO BE PLACED ON AN EXISTING BUILDING FRONTAGE LOCATED AT 1251 MONTALVO WAY UNIT L, ZONE M-1-P. (CASE SI 21-077) (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 an existing building located at 1251 Montalvo Way, Unit L. The proposed sign is 20-square feet in size and will be placed on the unit frontage. 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> | |
|--------------------------------------|---------------------------------|
| 1980 | Building constructed. |
| 8/10/2020 | Cannabis permit issued for T.I. |

STAFF ANALYSIS:

| <i>Site Area</i> | |
|------------------|------------|
| Net Acres | 1.08 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 (21-077 SI). |

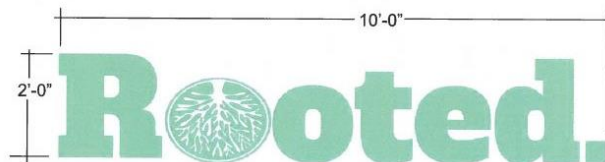
ZONING CODE REQUIREMENTS:

Pursuant to Palm Springs Zoning Code Section 92.16.01(A)(4), cannabis dispensaries and cannabis lounges are permitted in the M-1-P 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. The table below summarizes the proposed signage and the sign ordinance requirements in Section 93.20.05 of the PSZC.

| 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 20-sq ft Building frontage – 25 Lineal feet. | Yes |

SIGN DESIGN:

The proposed sign will have a maximum size of twenty (20) square feet. It will be constructed with individual channel letters, and back lit with LED to provide a Halo effect. The sign includes the dispensary’s logo as well.



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 it is the appropriate size and will be located on an existing building in front of Unit L. The building does not have a sign program; however, the composition and design of the proposed sign is similar to the main sign for the adjacent tenant space, which is also located on the fascia. | |

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.

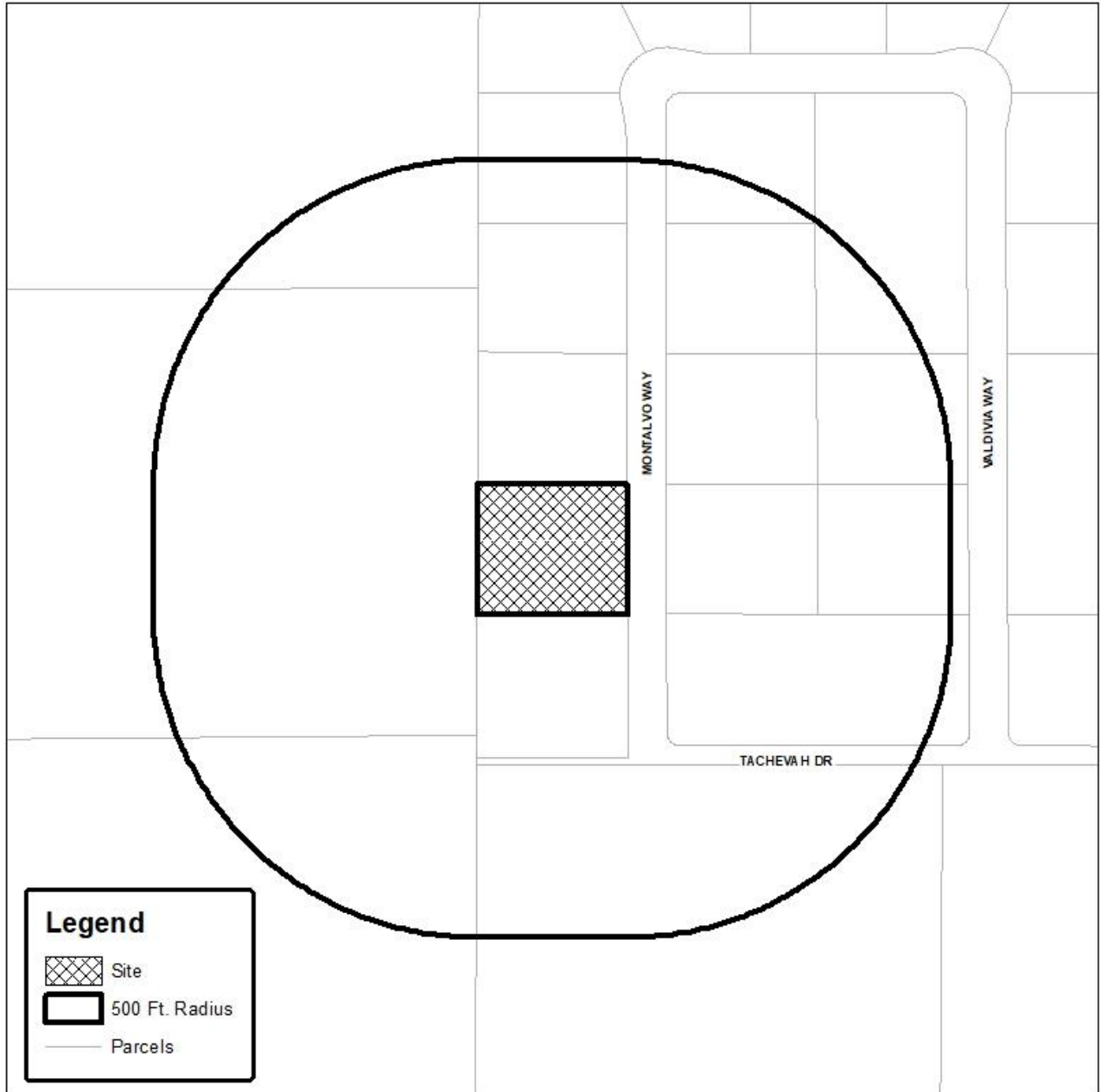
| | |
|--------------|---|
| PREPARED BY: | Alex Perez, Assistant Planner |
| REVIEWED BY: | David Newell, AICP, Assistant Planning Director |

ATTACHMENTS:

1. Vicinity Map
2. Sign Plans



Department of Planning Services Vicinity Map

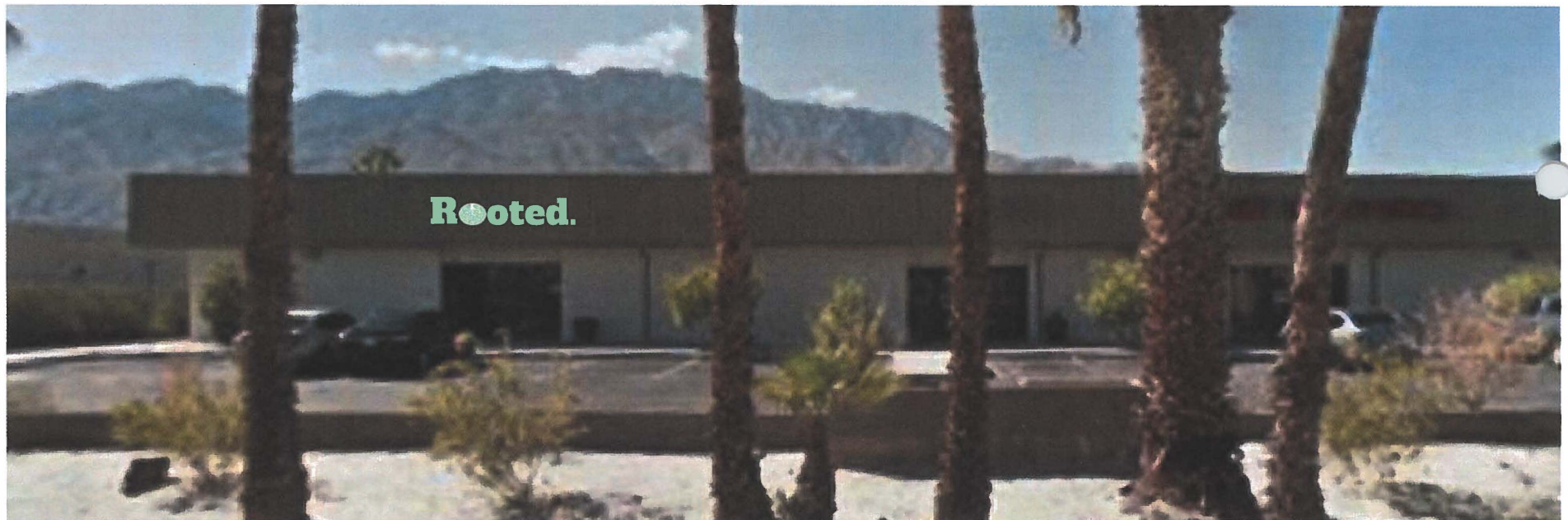
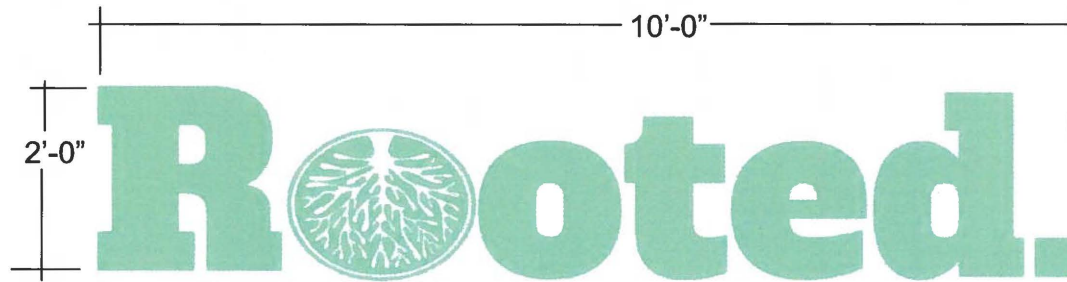


CITY OF PALM SPRINGS
1251 Montalvo Way, Unit L

FABRICATION OPTION #1
INDIVIDUAL CHANNEL LETTERS.
ALUMINUM SIDES. INTERIOR ILLUMINATION IN LED.
FACES IN 1/8" WHITE ACRYLIC WITH
LOGO COLOR IN HIGH PERFORMANCE
EXTERIOR FILM APPLIED.
WHITE 3/4" TRIM CAPE.
TOTAL COST: INCLUDES LAYOUTS, MATERIALS,
FABRICATION AND INSTALATION.
APPROXIMATELY \$3000.00

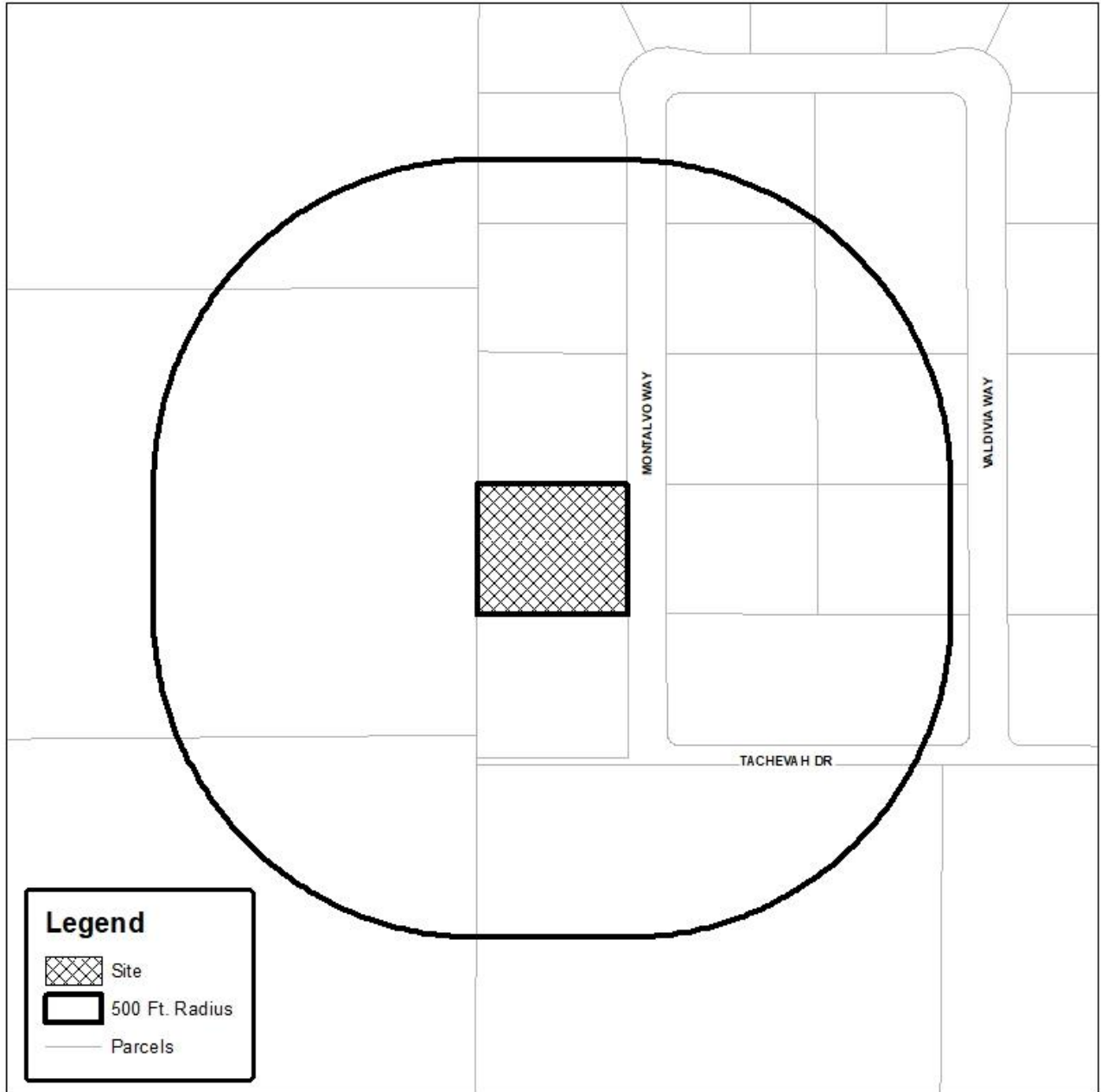
FABRICATION OPTION #2 NON ILLUMINATED.
INDIVIDUAL LETTERS. FABRICATED FROM HIGH DENSITY
STYRENE WITH 1/8" ACRYLIC FACES.
SIDES PAINTED IN FLAT BLACK.
TOTAL COST: INCLUDES LAYOUTS, MATERIALS,
FABRICATION AND INSTILLATION.
APPROXIMATELY \$2000.00

FABRICATION OPTION #3 MY FAVORITE:
INDIVIDUAL LETTERS. FABRICATED FROM SOLID 1/8 STEEL PLATE METAL.
BACK ILLUMINATION IN LED. (HALO EFFECT)
PEGGED 3" OFF WALL.
SO LOGO APPEARS TO BE FLOATING ON LIGHT.
FINISHED IN TRANSLUCENT GREEN SO METAL GRAIN SHOWS THROUGH.
ROOTE PORTION HAND CUT AND BUILT 3-DIMENTIONALLY
FROM COPPER SHEETING AND PATINATE IN GREEN.
TOTAL COST: INCLUDES LAYOUTS, MATERIALS,
FABRICATION AND INSTILLATION.
TOTAL COST: \$3400.00





Department of Planning Services Vicinity Map



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